

wdee

RADIO 15, DETROIT



the big "D"...

Detroit's modern country music station

What is modern country music?

It's the bright, urban-oriented
sound of today's country music.

It's contemporary sound with a
Nashville accent.

It features performers
enjoyed by the majority of
the American listening
audience—performers such
as Johnny Cash, Glen
Campbell, Roy Clark,
Bobbie Gentry, Elvis
Presley. You'll hear some
"bluegrass" or tradi-
tional country music,
but as played by
WDEE, Detroit's only
50,000 watt modern
country music station,
the format is bright
and tight, featuring
WDEE air personalities.

Who hears WDEE's
modern country
sound?

Detroit and the
surrounding tri-
county area. It's
switched on car radios
by motorists in America's
second most mobile
city, as 86% of the Detroit
working force drives to work.
It incorporates weather and
freeway conditions, quick
commentary on the local
scene, sports results. It's
newscasts every hour—24 hours
a day. It's WDEE, Detroit's
modern country music station.

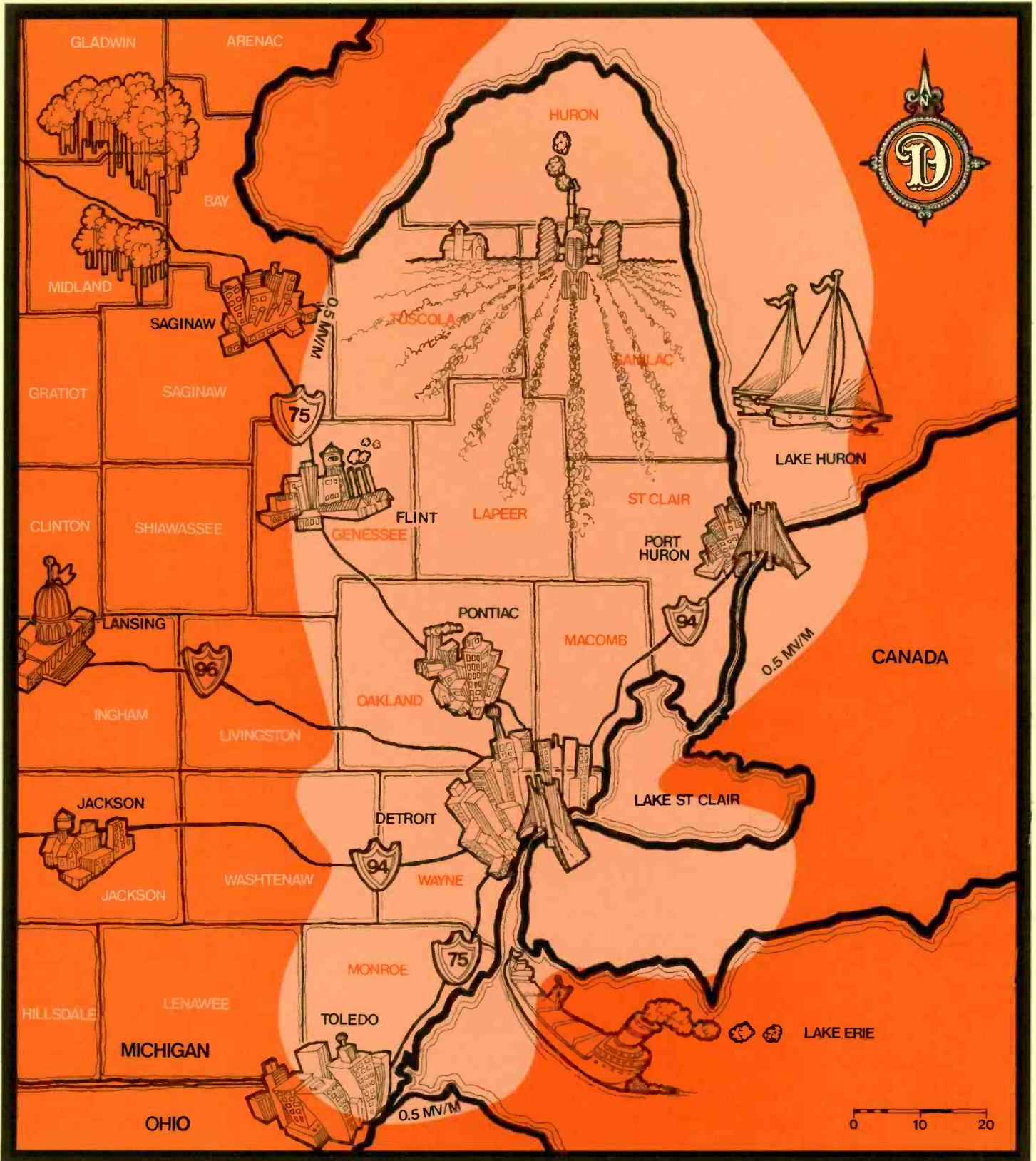
A **Storex** Station

Represented nationally by Major Market Radio



A STORER STATION / REPRESENTED NATIONALLY BY MAJOR MARKET RADIO

COVERAGE MAP





The world of sports
... and welcome to it. Tomorrow, it's yours for 210 continuous minutes on big "D" Non-Stop News, on WDEE, Radio 15.

From 5:30-9 a.m., you'll hear a new, fresh newscast every half hour that will include national and local sports, emphasizing Detroit and Detroit sports personalities as reported by Tom Kelly, WDEE's sports director.

The complete sports scene on WDEE's new big "D" Non-Stop News scene. Yours every weekday morning.

wdee RADIO 15

ad "A"- Detroit Free Press, Detroit News

Monday, Feb. 8, and Monday, Feb. 15- Sports section



Here's to big "D" Non-Stop News. It involves a cast of thousands.

Anchored by Larry Webb, it brings you 210 minutes of consecutive news, 5:30-9 a.m., on WDEE, Radio 15.

It takes the entire big "D" news staff, plus thousands of other newsmen to bring you the latest local, regional, national and internat'l news, weather, sports and features.

big "D" Non-Stop News. Now, everything you want to know about news, weekdays, on

wdee RADIO 15



Local News...

moment-by-moment news that's important to Detroit. It's a controversy over a stadium site, a convicted murder's fight against an out-of-state trial, a heartbreaking search for the missing.

It's news that keeps unfolding for 210 continuous minutes on big "D" Non-Stop News. Anchored by Larry Webb, edited by metro chief Ed DeWhitt, it's news the minute you want it. News as it unfolds.

big "D" Non-Stop News weekdays, 5:30-9 a.m., on

wdee RADIO 15



The interesting angle
that makes a story news. That's what big "D"
Non-Stop News has for you, 210 minutes every
weekday morning on WDEE, Radio 15.

WDEE's Alton Brown brings you features and
interviews focusing on business, education, health,
the auto industry, labor and human interest
newsmakers.

Know the "why" behind the day's news making
stories. Listen to big "D" Non-Stop News, 5:30-9 a.m.,
for what you want to know...when you
want to know it.

wdee RADIO 15

ad "D" Detroit Free Press, Detroit News

Tuesday, Feb. 9, and Tuesday, Feb. 16- main news section



3-1/2 hours of news,
5:30-9 a.m. big "D" Non-Stop News on WDEE, Radio
15. Here's how we do it.

For starters, Night Editor Nat Keller, State Editor Bob Sherman take key stories from AP & UPI, US Weather Bureau, Detroit Traffic Bureau, Western Union and UPI sports wires, ABC, Storer Washington Bureau, five Storer radio stations for Paul Brown, big "D" Non-Stop News producer, to put together.

The result: fresh, continuous news the minute you want it. Weekdays, on **wdee RADIO 15**

ad "C"- Detroit Free Press, Detroit News

Tuesday, Feb. 9, and Tuesday, Feb. 16- sports section



Traffic conditions.

If you're one of the 600,000 Detroiters who commutes daily to work, you'll want to know the traffic picture. big "D" Non-Stop News will tell you.

The big "D" Go Patrol will report on Detroit expressways, local and state roads, DSR bus service, Metro airport flights, Pontiac and Ann Arbor commuter trains, the Windsor tunnel.

Know before you go. Listen to the new big "D" Non-Stop News, weekday mornings, 5:30-9, on **wdee RADIO 15**

ad "B"- Detroit Free Press, Detroit News

Monday, Feb. 8, and Monday, Feb. 15- main news

FOR YOUR INFORMATION

Ah, the sweet smell of statistics.

Take the 60,660 entries we just received during our Big D DollarLine Sweepstakes Contest. It set a record for entries received in our station's 23 year history.

That's enough postcards to reach the top of the Empire State Building 18.8 times.

Or cross the Golden Gate Bridge 6.38 times.

Or go up Mount Rushmore 4.3 times.

Who sends in these postcards?

According to the latest LQR (Local Qualitative Radio Service)*, the cards

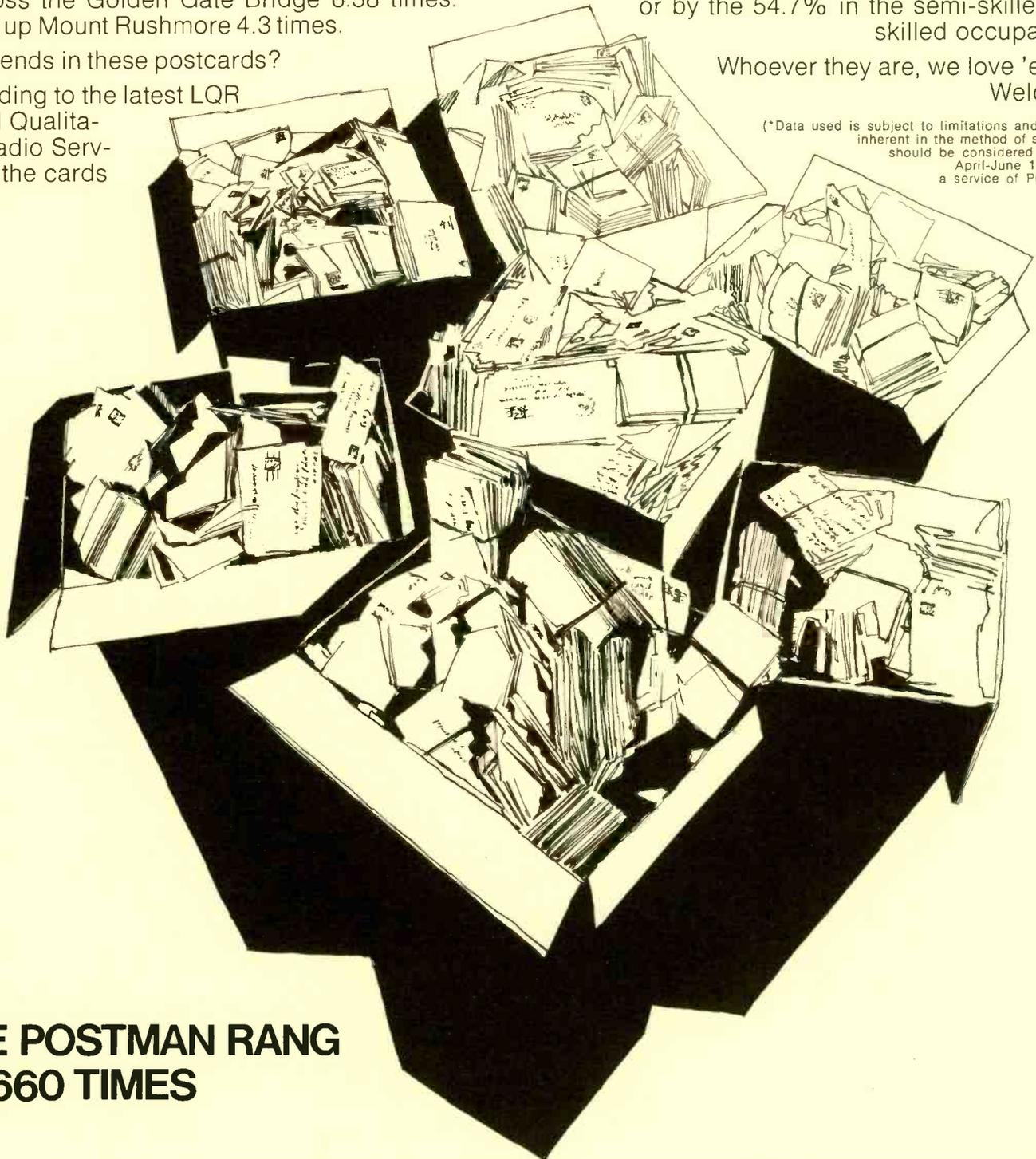
could have come from the 64.8% of adult males with family incomes over \$10,000 who make up WDEE's modern country audience. Or from the 90.9% of adult males with at least a high school education who are WDEE listeners.

Or maybe they were addressed by the 16% of the adult males in WDEE's audience who are in the managerial, proprietary or executive category, or by the 54.7% in the semi-skilled and skilled occupations.

Whoever they are, we love 'em all.

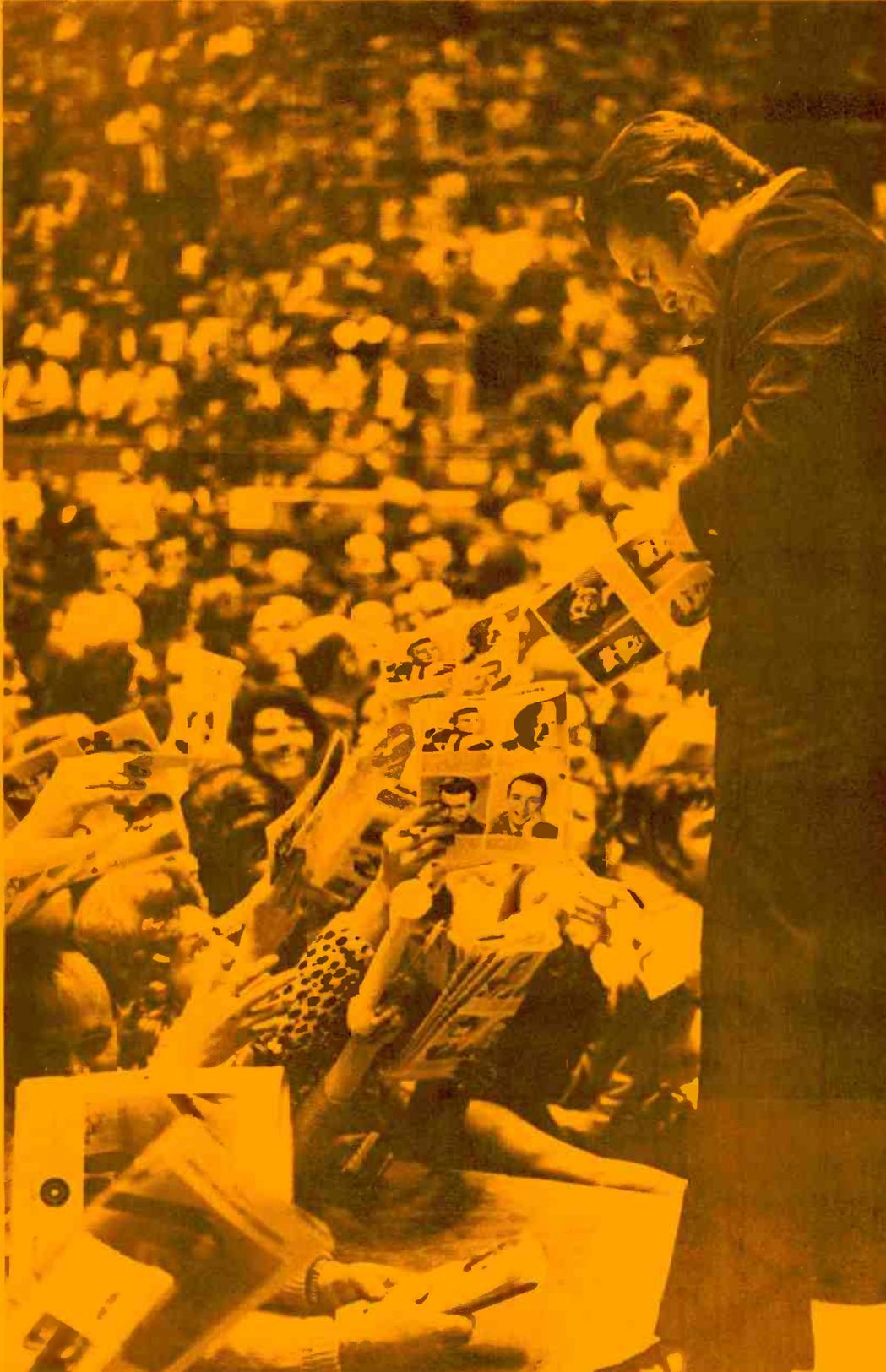
Welcome.

(*Data used is subject to limitations and accuracy inherent in the method of survey and should be considered estimates April-June 1970, LQR, a service of Pulse, Inc.)



THE POSTMAN RANG 60,660 TIMES

FOR YOUR INFORMATION



wdee means people

WDEE's first country show and TWENTY THOUSAND folks were there!!!! The scene was Detroit's Cobo Arena, March 8, and near capacity crowds came to enjoy the fabulous talents of Merle Haggard and the Strangers; the dynamic Bill Anderson Show with Jan Howard and the Po' Boys, and the fantastic Charlie Pride. At intermission, the crowd surged around Merle Haggard (left), and the other country stars, for autographs.

Next on the WDEE show agenda is the Johnny Cash Show, April 26, direct from a White House command performance. Johnny will bring the Tennessee Three, the Statler Brothers, the Carter Family, Carl Perkins and Tommy Cash to the WDEE sponsored event. Only 2 1/2 short months into its new modern country format, WDEE, means people, people who listen to the "Big D" format and then support the WDEE advertisers. WDEE - Detroit's new modern country sound - where things are happening!

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wdee

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50,000 WATTS

BOB DAY/2:00-6:00 AM

Great Day in the night. That's Bob Day. With 10 years in broadcasting, Bob's background includes WIBM, Jackson, Mich., where he was program director, to stints at WLS, Chicago; WXYZ, Detroit; CKWW, Windsor, Can., and WJIM-TV, Lansing, Mich. Bob involves himself in community service—the Mayor's Committee for Youth Summer Jobs, the Jaycees, speaking for the United Foundation, serving on the "Hire The

Handicapped" Council. He brings his nighttime modern country audience an enthusiasm and actual participation in community events. Bob attended Michigan State University where he was a member of the varsity football team. His avid interest in sports extends to drag racing, where he once held the N.H.R.A. National A Stock Championship with a car he personally built and drove. Bob Day—a man of many facets—in Detroit's nighttime scene.



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DAVE WILLIAMS 6:00-10:00 PM

With 10 years of modern country programming experience, Dave Williams joins WDEE from WUBE, Cincinnati's number one country station. He began his modern country career as deejay and later program director first at WCLU, Covington, Ky., and then at WZIP, Cincinnati. At WUBE, he had the dual role of air personality and music

director. Now at WDEE, Dave offers an easy, smooth balance of modern country music on his show, continuing Dollar Line calls and giving the remaining race results. The late breaking sports information—including the Tom Harmon Sports Show at 7:45 p.m.—and sports scores are on Dave's show. News is heard at quarter past the hour.



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TOM DEAN 10:00 AM-2:00 PM

Tom Dean—the type that believes in an early start. His broadcasting career began while in high school, continued thru the Air Force and numbers deejay stints at WKMI, Kalamazoo, and WTRX, Flint, Mich., and at WTOD and WOHO, Toledo, Ohio. While at WOHO, Tom pulled the highest ratings the station had ever had. Promotion-minded, he's done a 67 hour, 4 minute and 20 second on-the-air marathon; won a bathtub race; dropped prize filled balloons from an

airplane and picked up a trophy in a deejay drag car race. Now Tom works his wiles on Detroit housewives, making four Big D Dollar Line calls on his show, with good American greenbacks for the listener who knows how much is in the WDEE jackpot. There's even the Grand Hour—an extra \$1,000 added for one hour once a week to the Dollar Line jackpot. News is on Tom's Show at quarter past the hour; good modern country music all the time. Tom Dean—the midday ladies' man.



wdee

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DETROIT, MICH. 48235

50,000 WATT

RADIO



