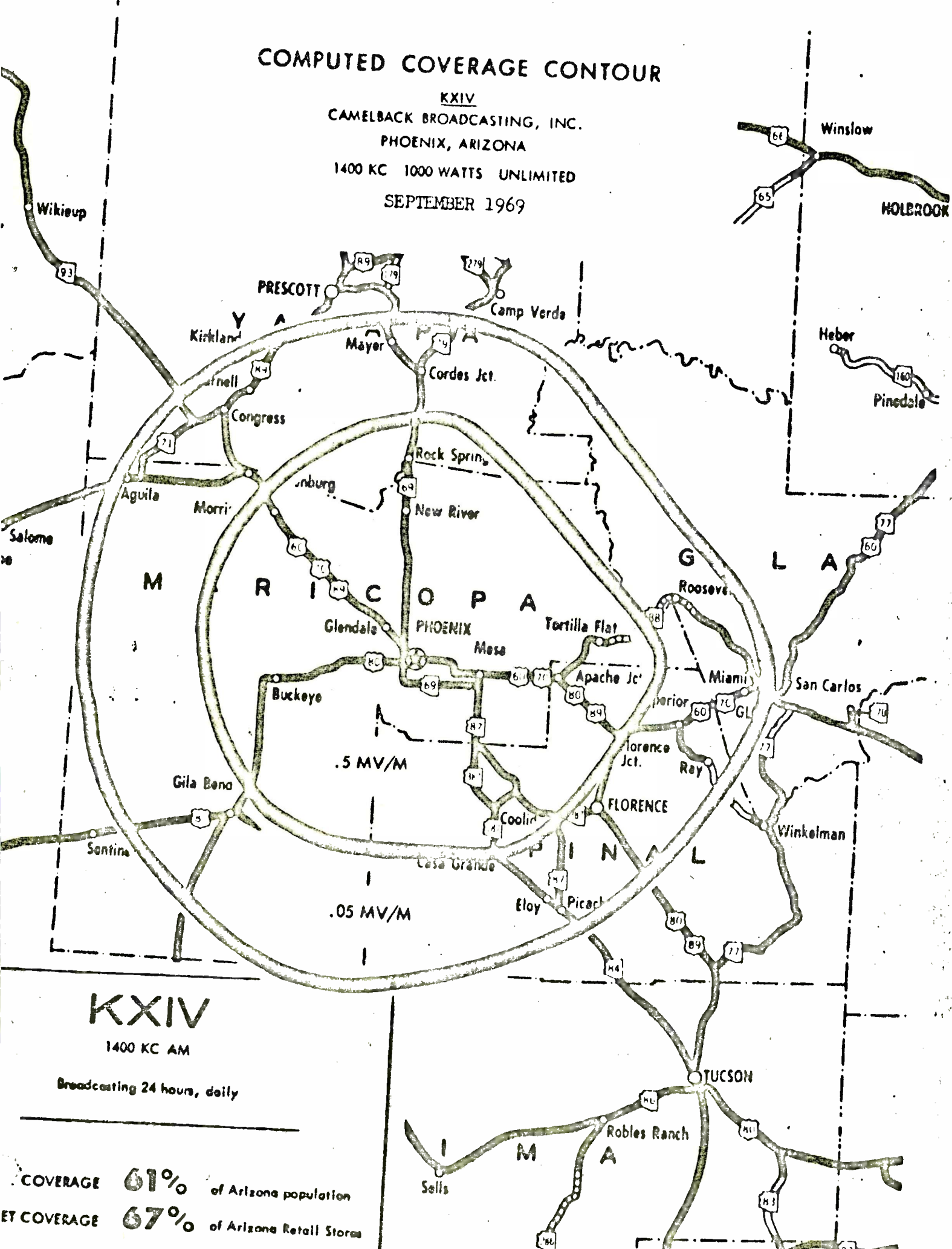


COMPUTED COVERAGE CONTOUR

KXIV
 CAMELBACK BROADCASTING, INC.
 PHOENIX, ARIZONA
 1400 KC 1000 WATTS UNLIMITED
 SEPTEMBER 1969

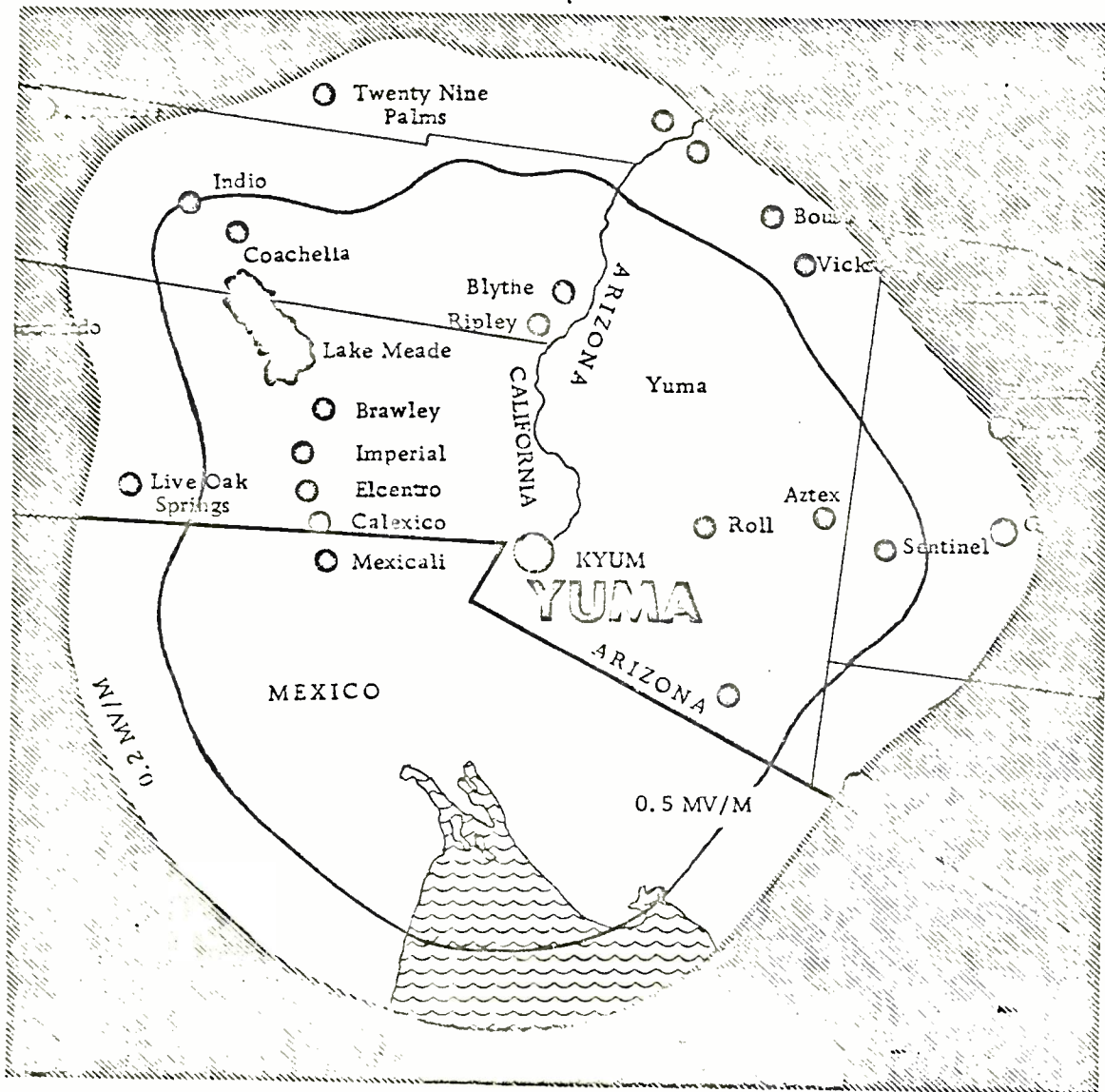


KXIV

1400 KC AM

Broadcasting 24 hours, daily

COVERAGE **61%** of Arizona population
 RETAIL COVERAGE **67%** of Arizona Retail Stores



1000 WATTS

KYUM

560 KC

YUMA, ARIZONA

AFFILIATED WITH NBC AND ABS (ARIZONA BROADCASTING SYSTEM)

KYUM

- ★ Yuma's oldest and best established station serving the rich irrigated farm area of Southwest Arizona and California's Imperial Valley.
- ★ NBC News and Monitor combined with good music and complete state coverage of news through ABS facilities give you radio listening with audience appeal.
- ★ KYUM Mobile News Unit gives you on-the-spot coverage as the news happens.

National Representative: AVERY-KNODEL, INC.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:

	Within 0.2 MV/M
Total Population	552,200
Total Households	166,410
Total Radio Homes	153,090
Spendable Income	\$ 1,256,271,000

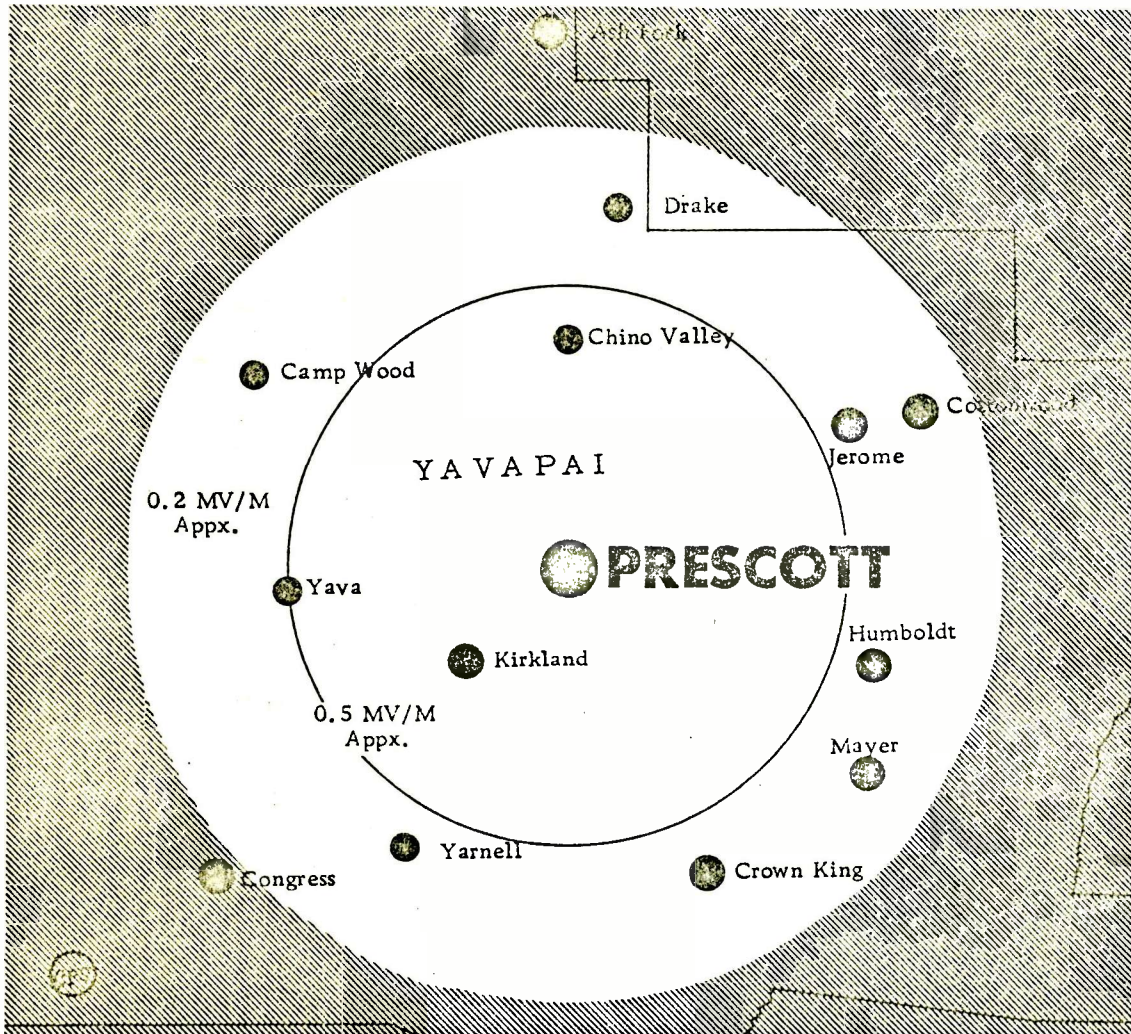
RETAIL SALES:

Food Sales	\$ 209,685,000
Drug Sales	\$ 32,454,000
General Merchandise	\$ 82,504,000
Apparel Stores	\$ 55,225,000
Home Furnishings	\$ 44,395,000
Automotive Sales	\$ 157,162,000
Filling Stations	\$ 91,902,000
TOTAL RETAIL SALES	\$ 858,175,000

FARM DATA:

Total Population	19,200
Farm Gross Income	312,543,000

SOURCE: SRDS Consumer Market Data; Jan. / 1, 1968



— KYCA —

Prescott's Pioneer Station speaks with authority throughout Yavapai County. It has established a reputation for community service and good will.

★ NBC News and Monitor combined with good music offer the best in radio listening.

National Representative: AVERY-KNODEL, INC.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:

	Within 0.2 MV/M
Total Population	31,700
Total Households	10,510
Total Radio Homes	9,985
Spendable Income	\$89,591,000

RETAIL SALES:

Food Sales	\$ 10,523,000
Drug Sales	\$ 2,086,000
General Merchandise	\$ 3,190,000
Apparel Stores	\$ 1,322,000
Home Furnishings	\$ 955,000
Automotive Sales	\$ 7,735,000
Filling Stations	\$ 6,509,000
TOTAL RETAIL SALES	\$42,339,000

FARM DATA:

Total Population	2,100
Farm Gross Income	\$10,244,000

SOURCE: SRDS Consumer Market Data; January 1, 1968

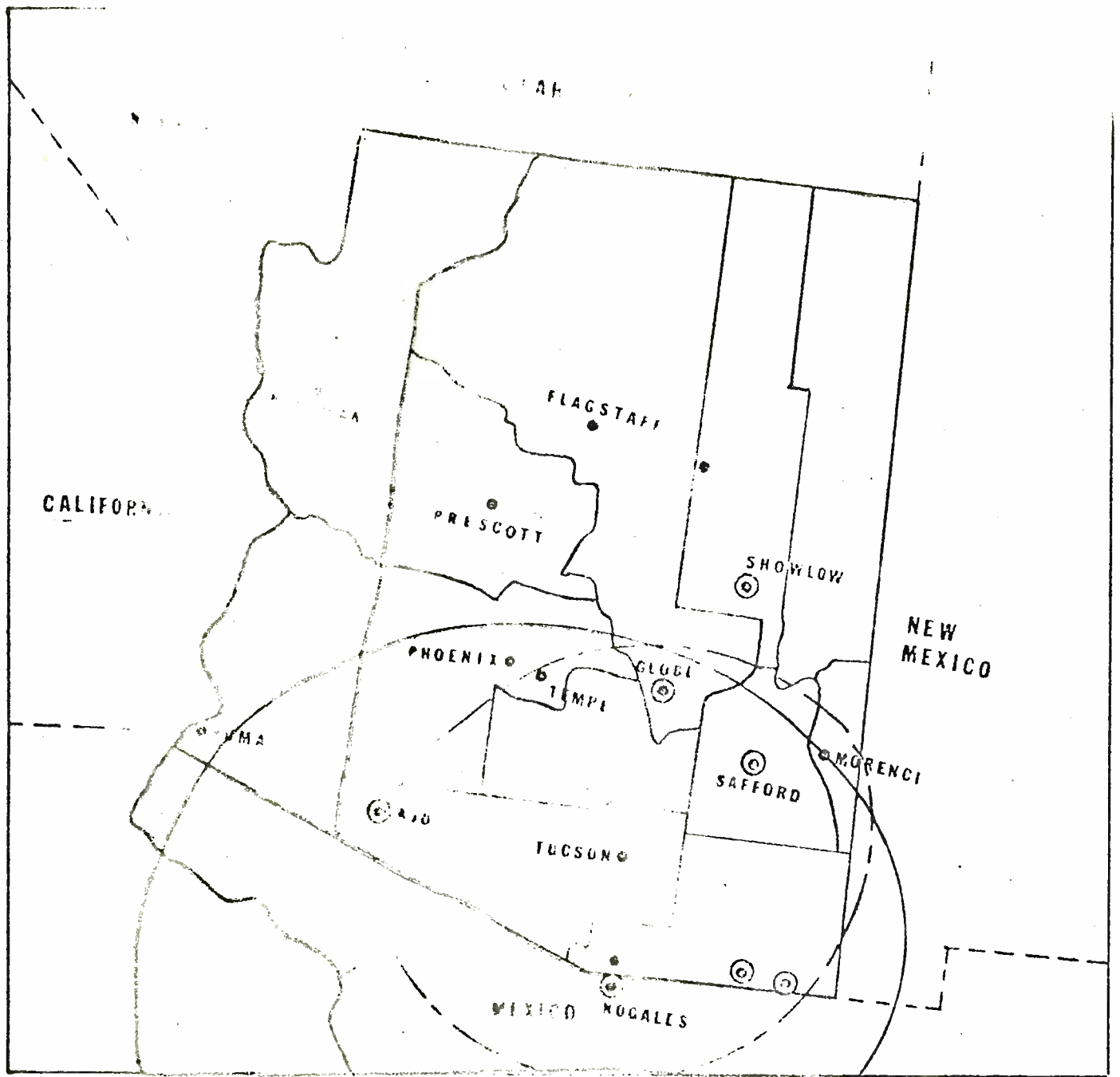
250 WATTS

KYCA

1490 KC

PRESCOTT, ARIZONA

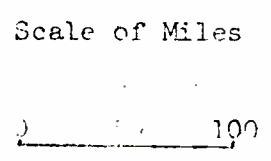
AFFILIATED WITH NBC AND ABS (ARIZONA BROADCASTING SYSTEM)



KUAT-AM & TV

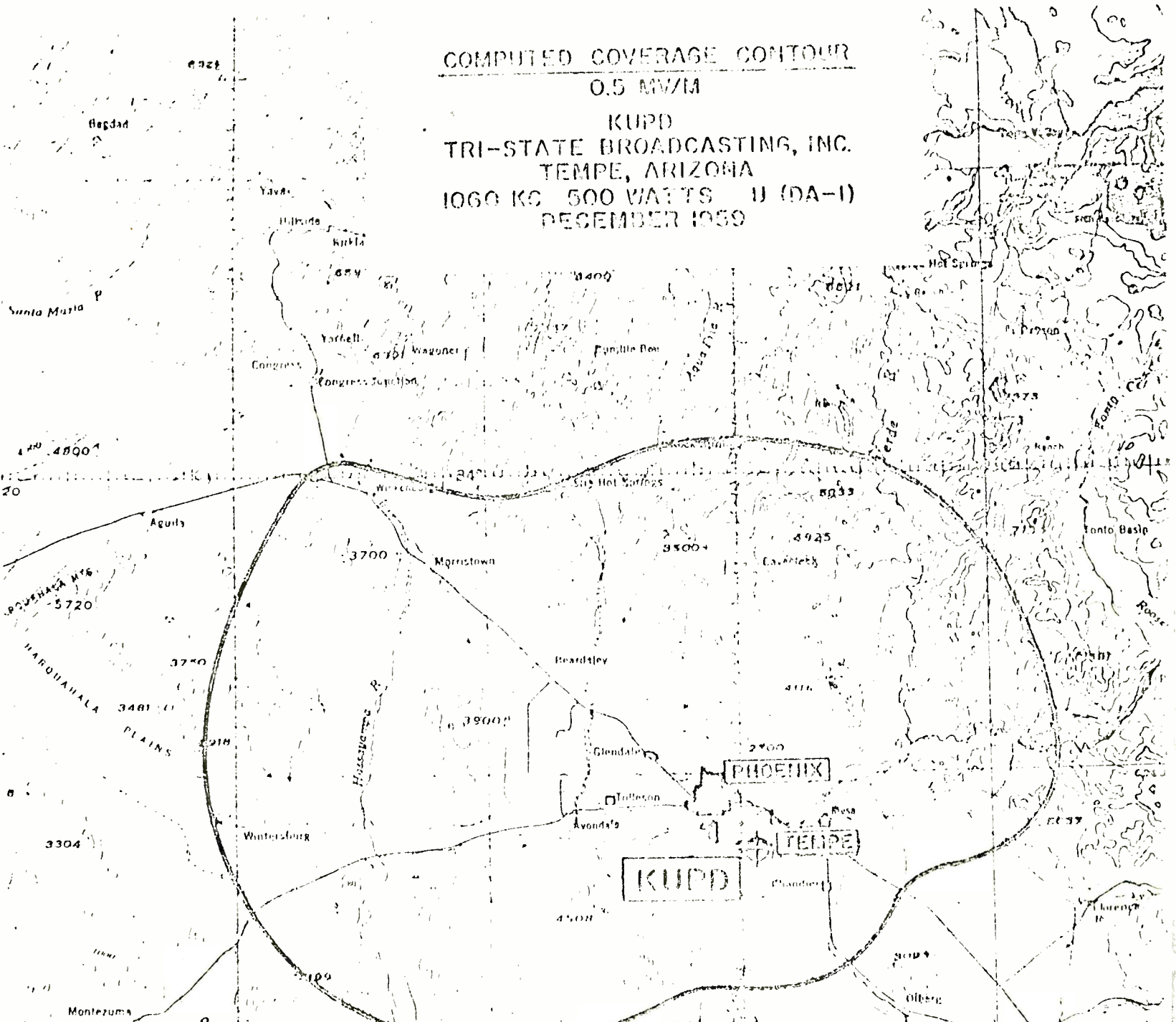
Broadcast Coverage Map

- KUAT-AM Class B Coverage Area
- - - - - KUAT-TV Class B Coverage Area



COMPUTED COVERAGE CONTOUR
0.5 MV/M

KUPD
TRI-STATE BROADCASTING, INC.
TEMPE, ARIZONA
1060 KC 500 WATTS D (DA-1)
DECEMBER 1959



KUPD
1060 kcs AM
97.9 mcs FM

STUDIOS IN
TEMPE AND PHOENIX, ARIZONA

Broadcasting 24 hours, daily

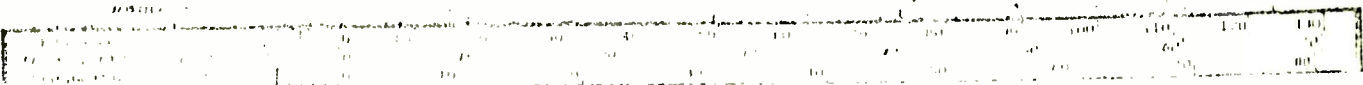
Market coverage **53%** of Arizona population
Market coverage **57%** of Arizona Retail Stores

Merchandising assistance including
points of purchase displays in leading
retail chain stores.

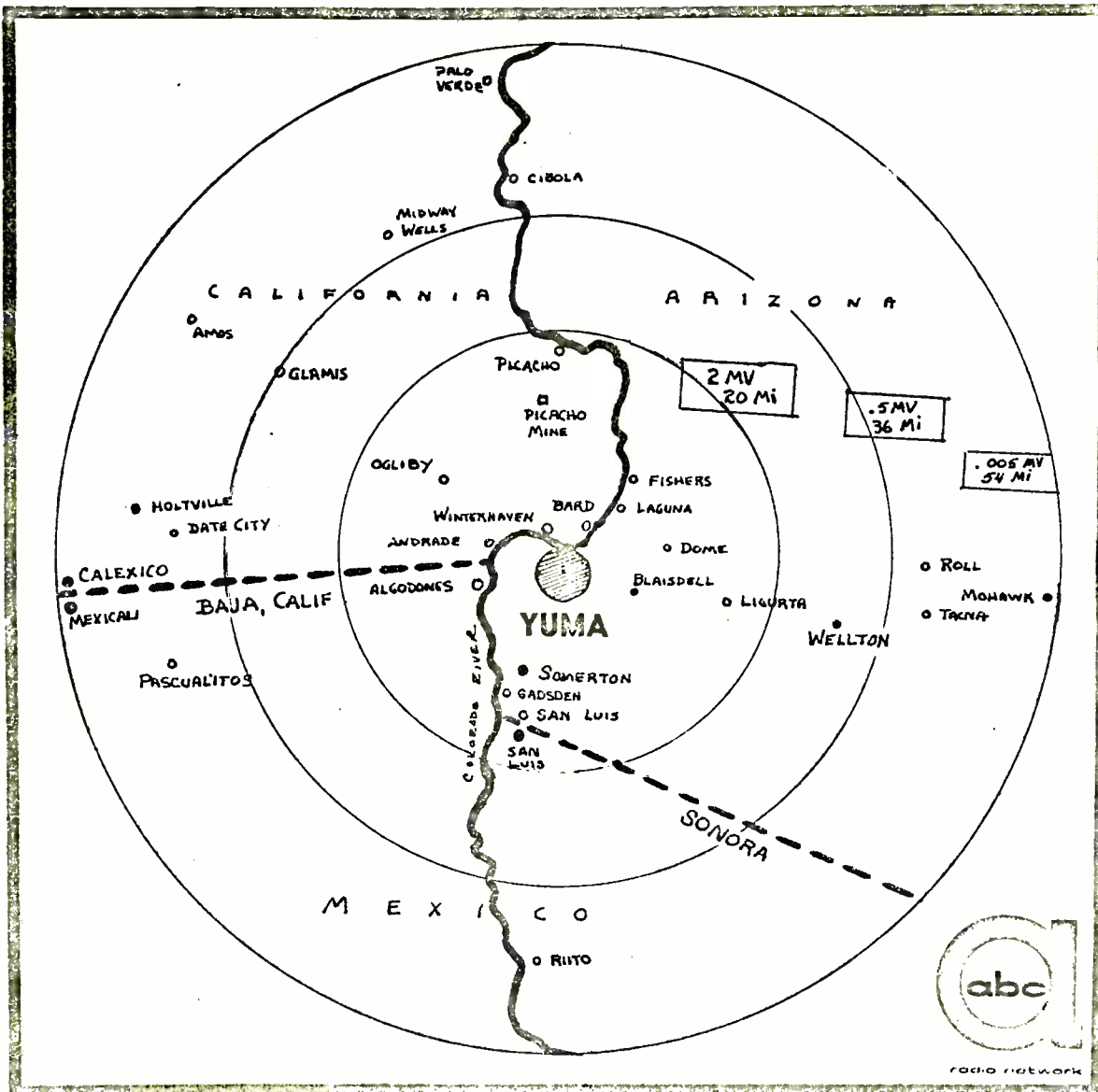
W. M. James

CONSULTING RADIO ENGINEER

115 S. CLARK, DENVER, COLORADO



KVOY RADIO



- ADULT MUSIC AND NEWS
- MAJOR LEAGUE BASEBALL
- PROFESSIONAL FOOTBALL
- YUMA HIGH FOOTBALL
- ARIZ. WESTERN COLLEGE FOOTBALL
- LOCAL NEWS AND WEATHER

YUMA
Arizona
★
ABC Radio
★
Arizona
Network
★
250 Watts
★
1400 kc.

KVOY Radio IS the Voice of Yuma with 19 hours of daily programming combining the best of ABC Radio and Arizona Network, plus entertainment orientated for the adult and the mature young adult.

"Buyers LISTEN to the Key Voice of Yuma"

YUMA MARKET DATA

Retail Sales	\$102,780,000
City Population	35,000
Trade Area Population	58,000

CHECK THESE IMPORTANT BONUSSES

- ✓ KVOY also covers an important corner of California's rich Imperial Valley.
- ✓ Approximately 48,000 population in the trade area of San Luis, Sonora, Mexico, 25 miles south of Yuma.
- ✓ Two important military installations with a combined annual payroll of \$24 million. Yuma Proving Grounds, the world's largest military installation, containing more than a million acres, located 29 miles north of Yuma. Marine Corps Air Station, adjacent to the City.

NEIL SARGENT, MANAGER

Represented Nationally

by

J. A. LUCAS CO., INC.



P. O. Box 228
699 Avenue B
Telephone 782-4321
YUMA, ARIZONA 85364

MEASURED DAY & NIGHT
(1-17-61g)

Station KZON
Tolleson, Arizona

250w, DA-1, U
1190 KC

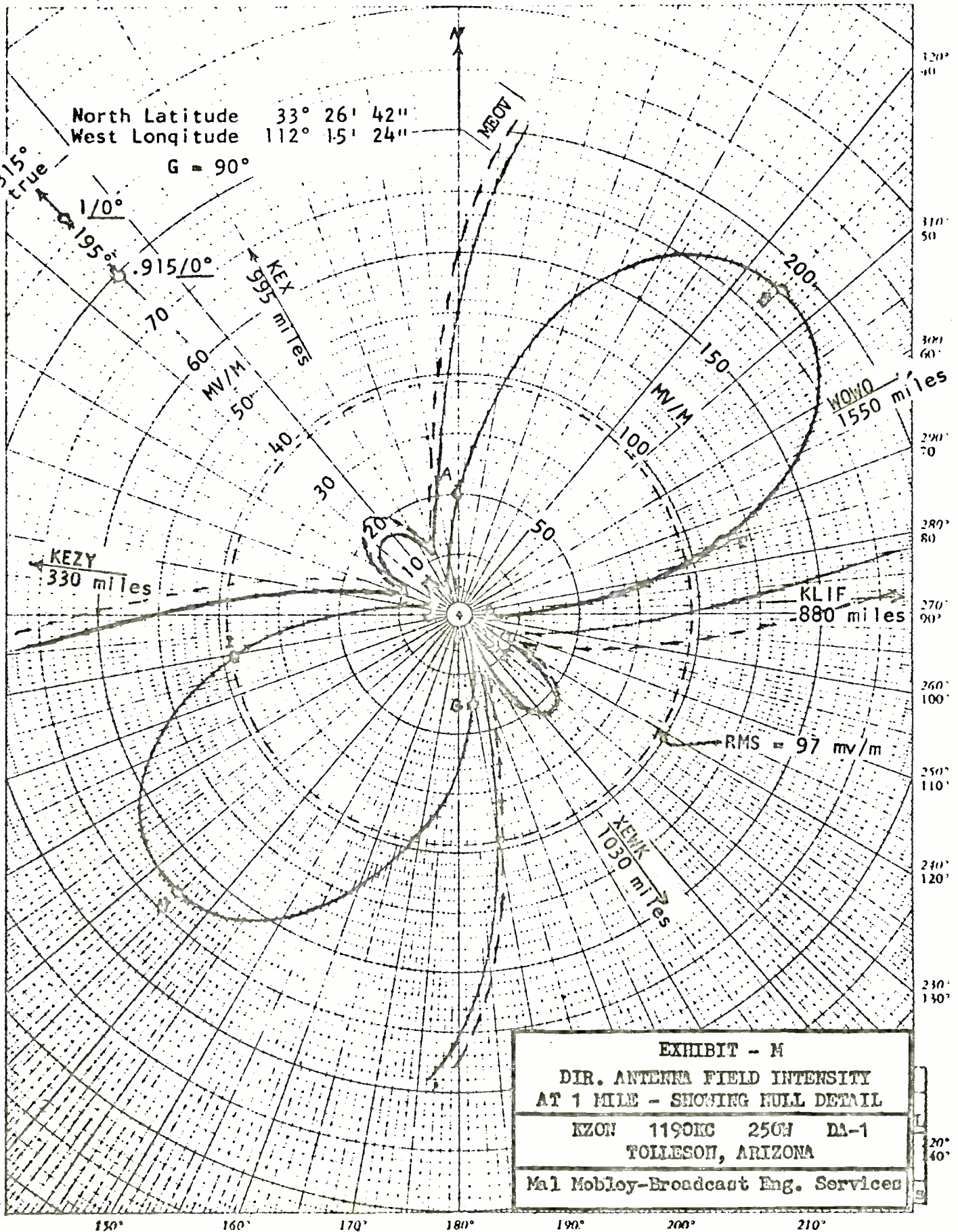
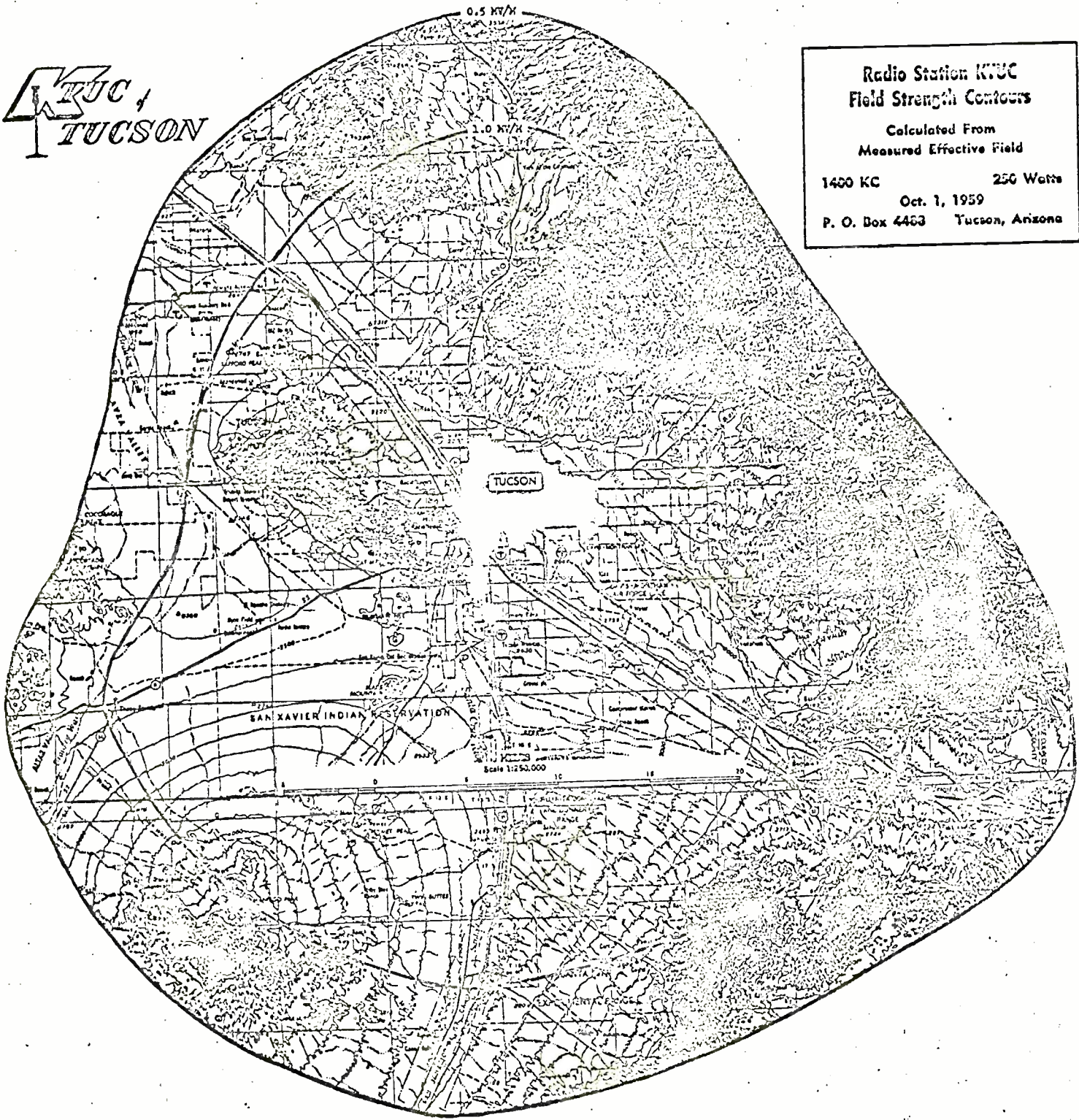


EXHIBIT - M
 DIR. ANTENNA FIELD INTENSITY
 AT 1 MILE - SHOWING HULL DETAIL
 KZON 1190KC 250W DA-1
 TOLLESON, ARIZONA
 Mal Mobley-Broadcast Eng. Services

FCC File No. BL-8182
 Accepted 12-21-60
 ERP 315, 135 900w, 45 Iw

KZON
 Tolleson, Arizona
 1190 KC

NO. 338
 CLEARPRINT PAPER CO.



**Radio Station KTUC
Field Strength Contours**

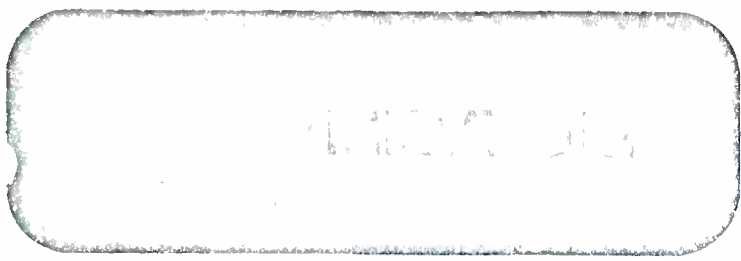
Calculated From
Measured Effective Field

1400 KC

250 Watts

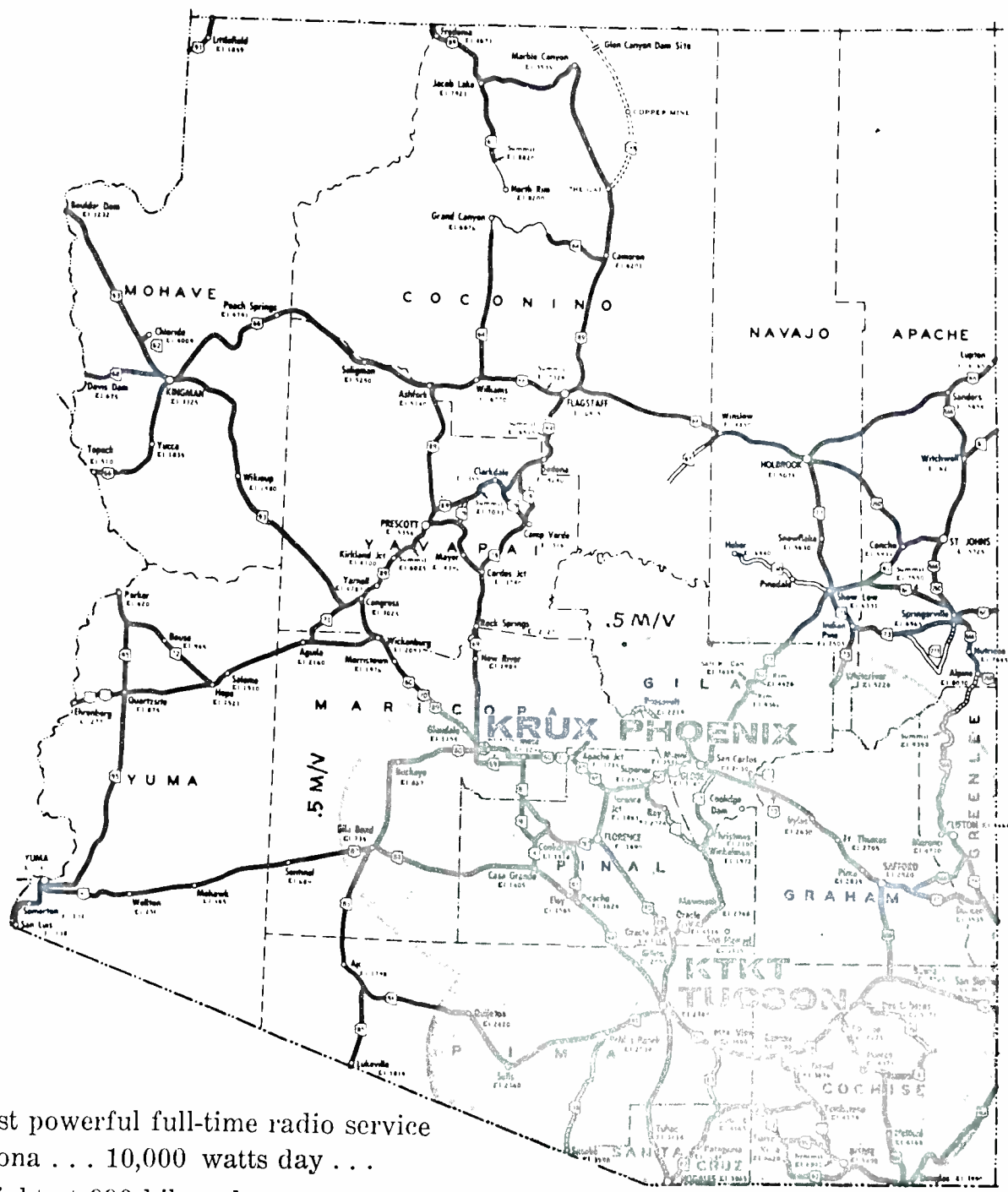
Oct. 1, 1959

P. O. Box 4463 Tucson, Arizona

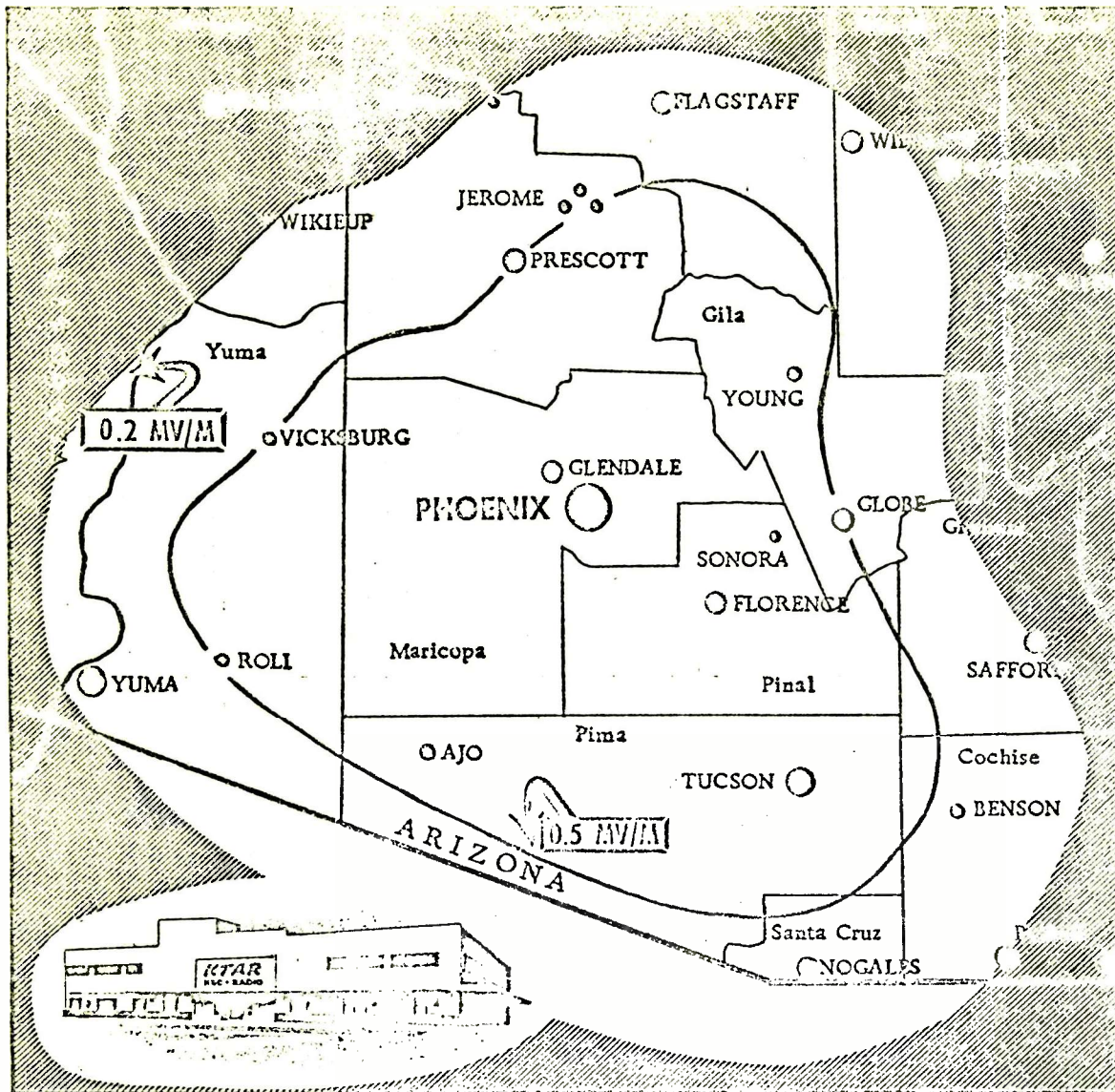


KTKT/99 TUCSON

...the big voice in Arizona!



The most powerful full-time radio service
in Arizona . . . 10,000 watts day . . .
1,000 night at 990 kilocycles.



KTAR

FIRST in Arizona—FIRST in coverage—Designed to Sell Merchandise

5000 Watts

620 Kilocycles



PHOENIX, ARIZONA



5000 WATTS **KTAR** 620 KC.

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE.

PHONE AL 4-4161

PHOENIX, ARIZONA

An NBC Affiliate

★ "NBC News and MONITOR combined with good music to give you radio listening as you like it."

★ "KTAR Mobile News Unit gives you on-the-spot coverage as the news happens."

National Representative: AVERY-KNODEL, INC.

MARKET DATA:

	Within 0.2 MV/M	Within 0.5 MV/M
Total Population	1,623,100	1,364,000
Total Households	452,800	394,480
Total Radio Homes	430,160	374,756
Spendable Income	\$ 3,965,718,000	\$ 3,490,550,000

RETAIL SALES:

Food Sales	\$ 537,997,000	\$ 457,281,000
Drug Sales	\$ 109,721,000	\$ 98,486,000
General Merchandise	\$ 294,510,000	\$ 264,838,000
Apparel Stores	\$ 98,233,000	\$ 80,681,000
Home Furnishings	\$ 108,075,000	\$ 99,145,000
Automotive Sales	\$ 480,514,000	\$ 430,470,000
Filling Stations	\$ 229,379,000	\$ 183,083,000
TOTAL RETAIL SALES ..	\$ 2,347,042,000	\$ 2,025,251,000

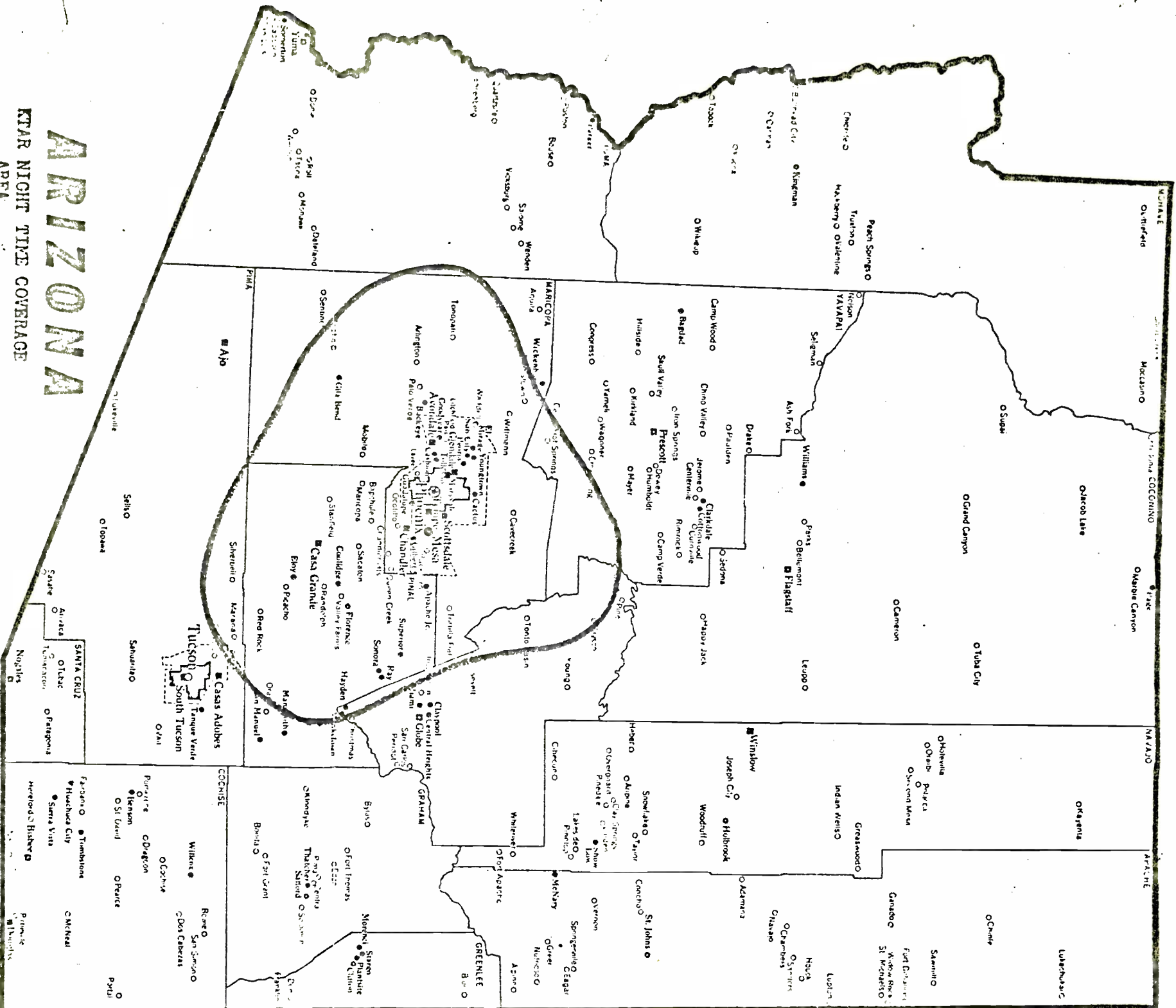
FARM DATA:

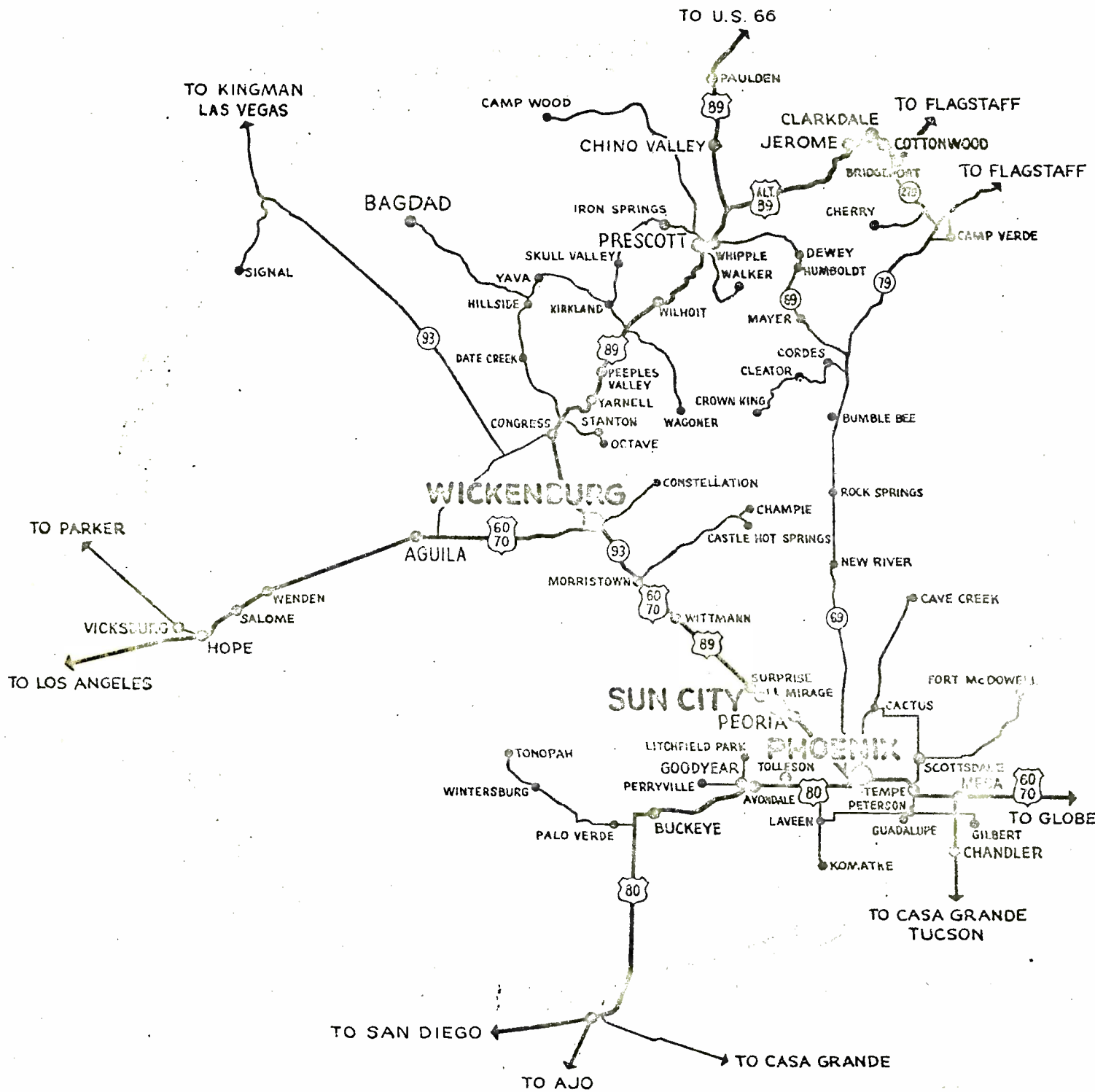
Total Population	49,800	33,400
Farm Gross Income	\$ 537,366,000	\$ 420,498,000

SOURCE: SRDS Consumer Market Data; January 1, 1968

ARIZONA

KIAR NIGHT TIME COVERAGE
AREA



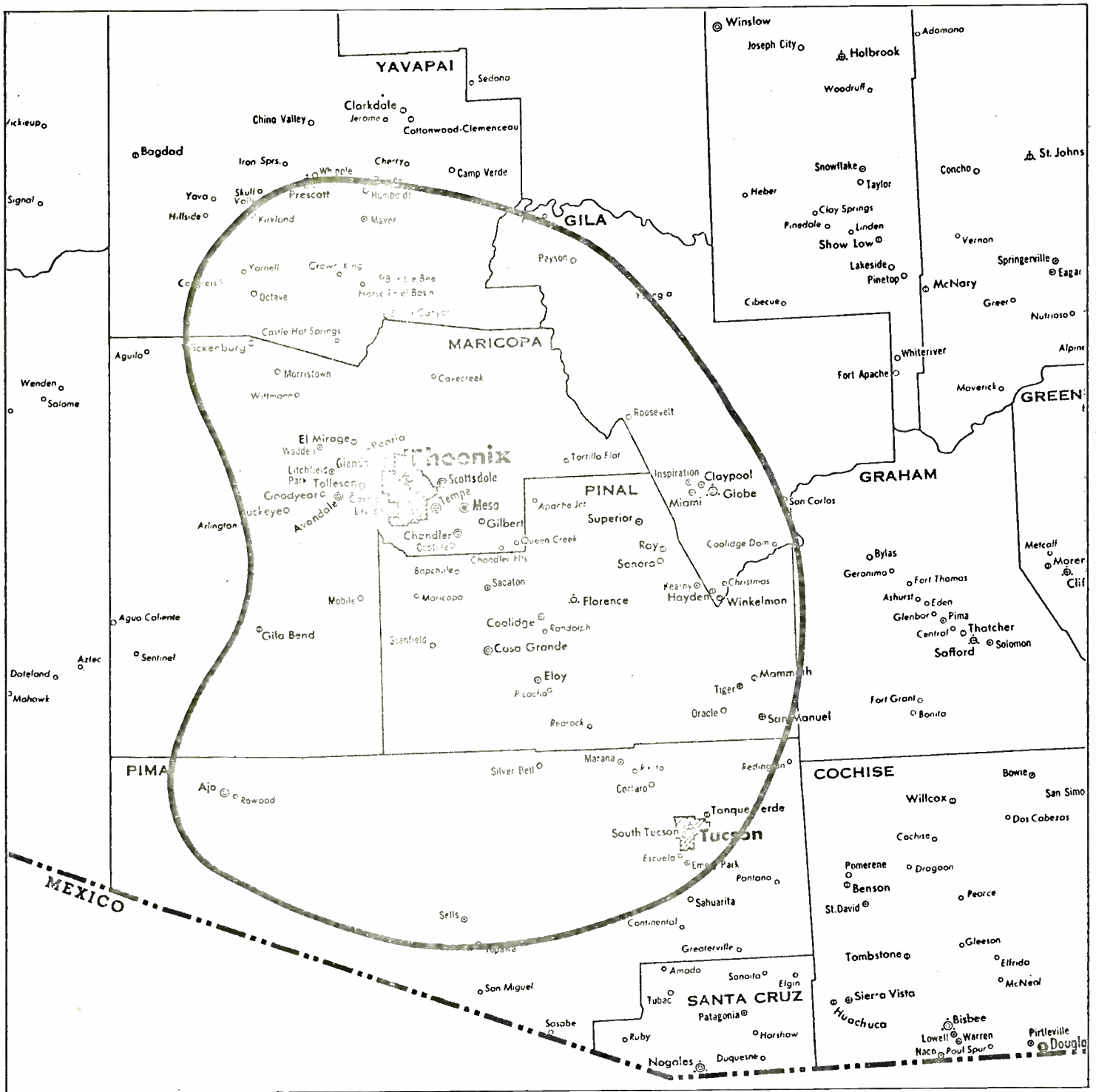


ANNOUNCING....



~~1250~~ 1250

KSWW 1250



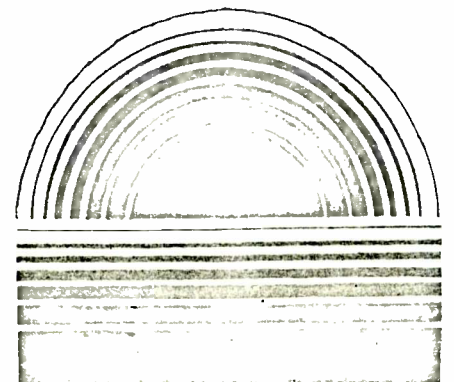
THE SUN SOUND IN PHOENIX

AM740/FM96.9

1703 West Bethany Home Road

Phoenix, Arizona 85015 / 602-279-5577

Represented by Grant Webb



MARKET FACTS

POPULATION	339,900
NUMBER OF HOUSEHOLDS	101,850
CONSUMER SPENDABLE INCOME	\$879,725,000
TOTAL RETAIL SALES	\$547,996,000
FOODS SALES	\$115,120,000
AUTOMOTIVE SALES	\$119,776,000
GASOLINE SALES	\$41,876,000
AUTO REGISTRATION	194,400
DRUG SALES	\$29,312,000
FARM INCOME	\$30,164,000

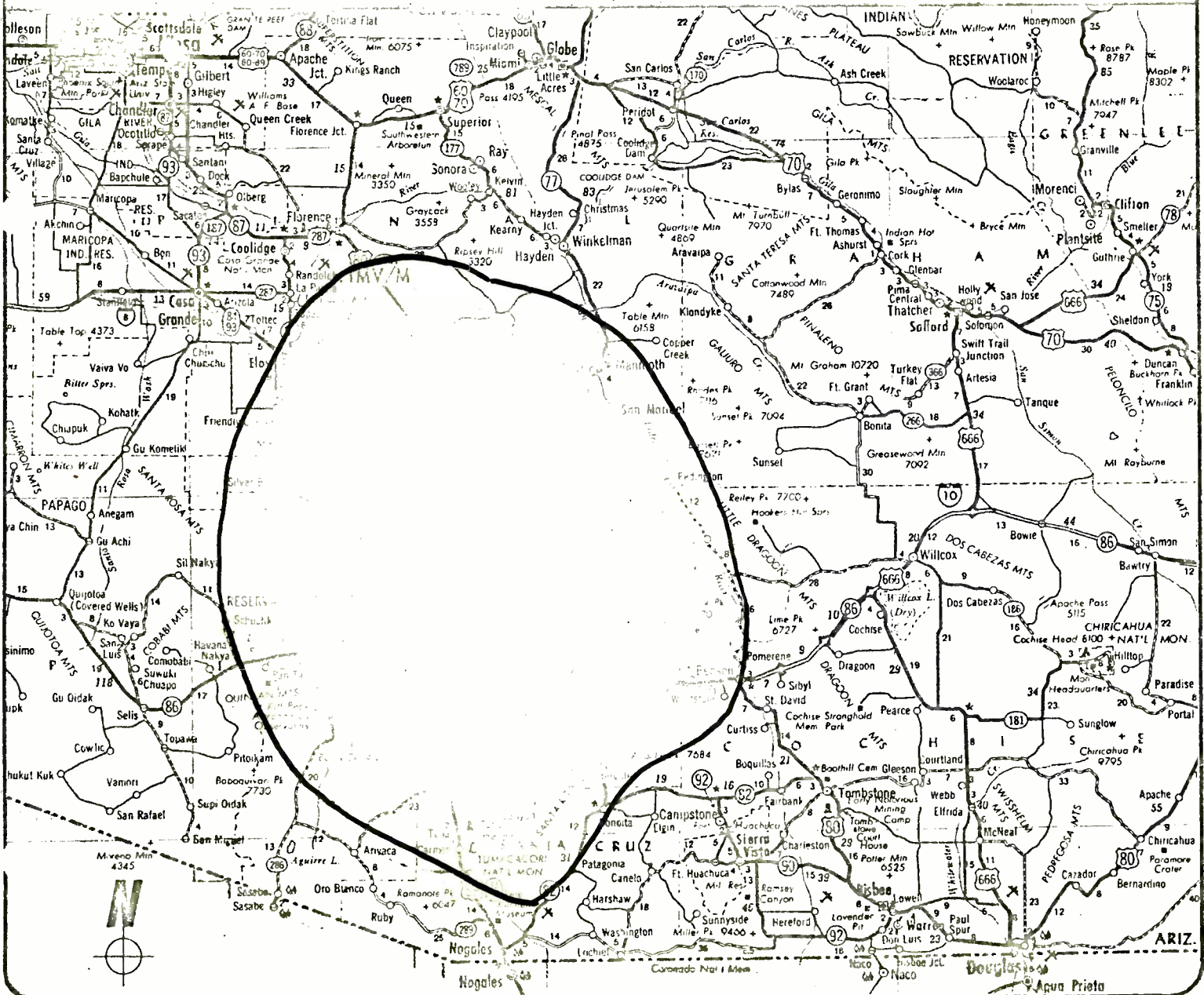
SOURCE:
Standard Rate & Data
June 1969

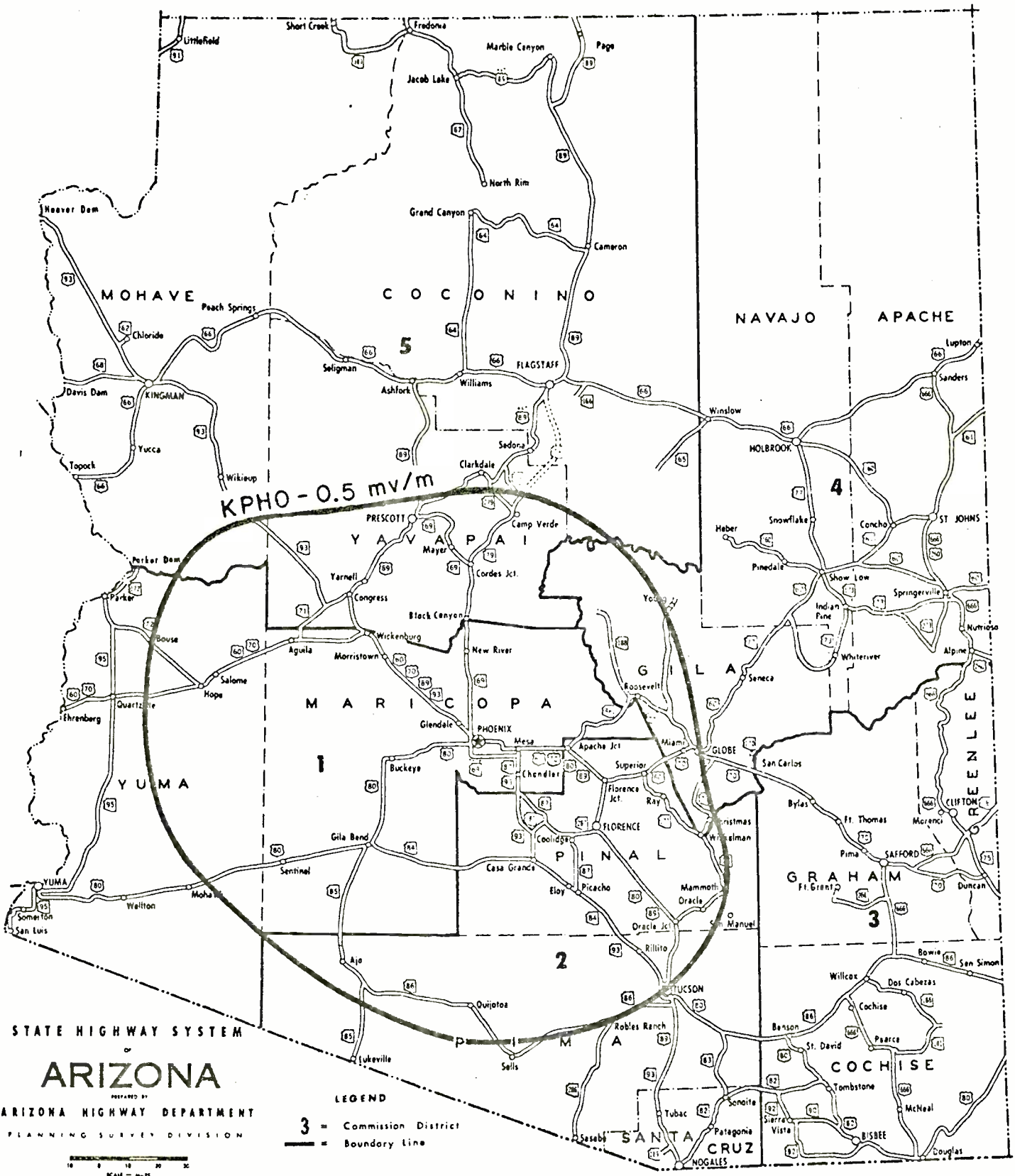
represented by
Blair Radio

CBS RADIO CBS RADIO CBS RADIO CBS RADIO CBS RADIO CBS RADIO CBS RADIO
 NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS NEWS
 SPORTS SPORTS SPORTS SPORTS SPORTS SPORTS SPORTS SPORTS SPORTS
 DISCUSSION DISCUSSION DISCUSSION DISCUSSION DISCUSSION DISCUSSION DISCUSSION DISCUSSION
 DIAL 1450 DIAL 1450 DIAL 1450 DIAL 1450 DIAL 1450 DIAL 1450 DIAL 1450 DIAL 1450

NEWS ALERT RADIO

P. O. Box 5037 — Tucson, Arizona

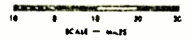




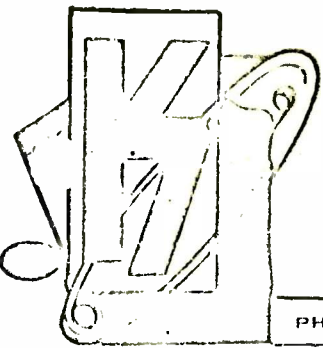
KPHO - 0.5 mv/m

STATE HIGHWAY SYSTEM
of
ARIZONA
PREPARED BY
ARIZONA HIGHWAY DEPARTMENT
PLANNING SURVEY DIVISION

LEGEND
3 = Commission District
— = Boundary Line



PREDICTED DAYTIME CONTOUR
KPHO 5 KW-U, DA-N 910 KC
MEREDITH ENGINEERING COMPANY
PHOENIX, ARIZONA
Prepared by
Lohnes and Culver Washington 4, D.C.
April 1960



KPIN



1260 KCS. VOICE OF THE VALLEY 1000 WATTS

MEMBER, ARIZONA BROADCASTERS ASSOCIATION

PHONE 836-7427 & 836-7428

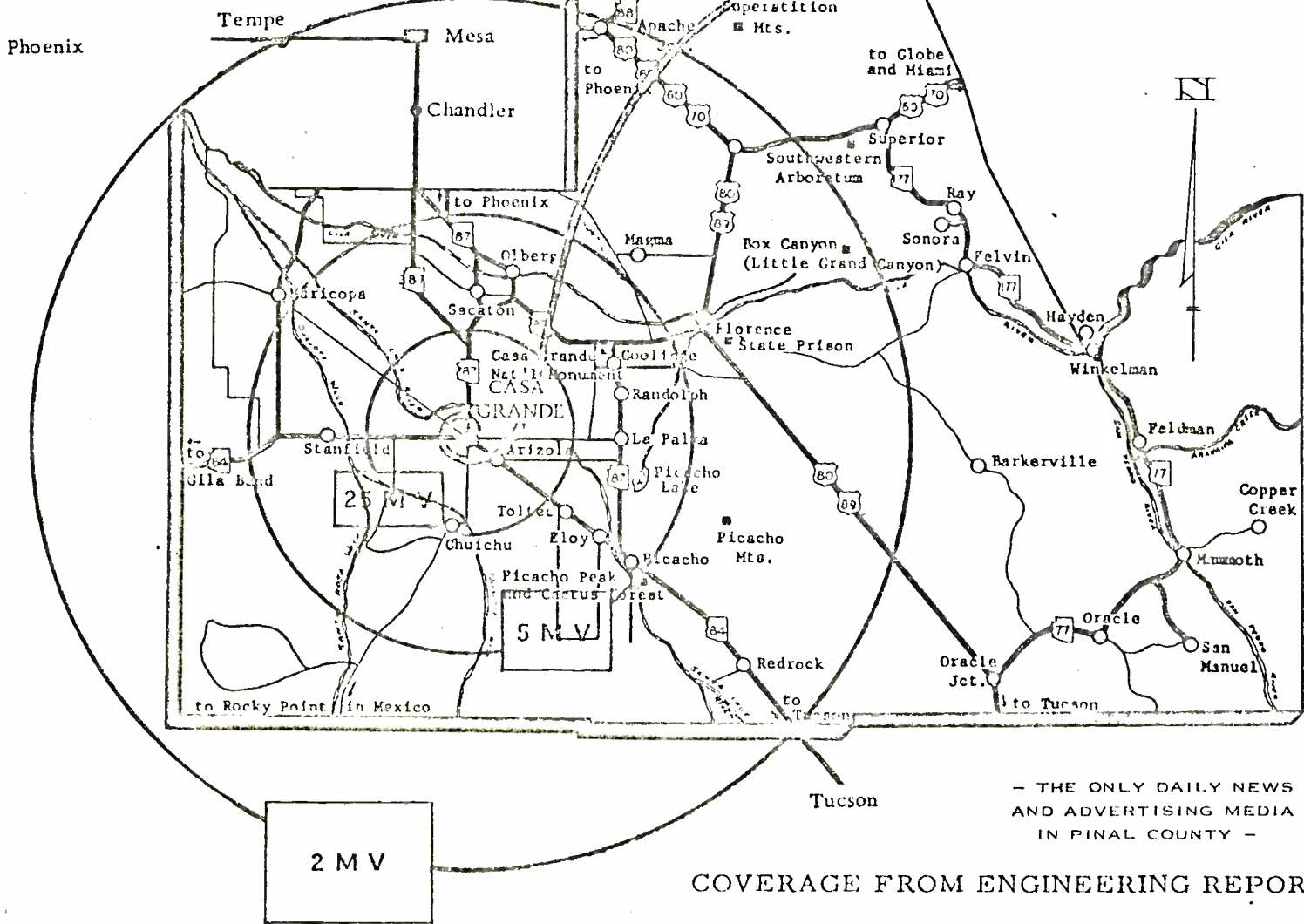
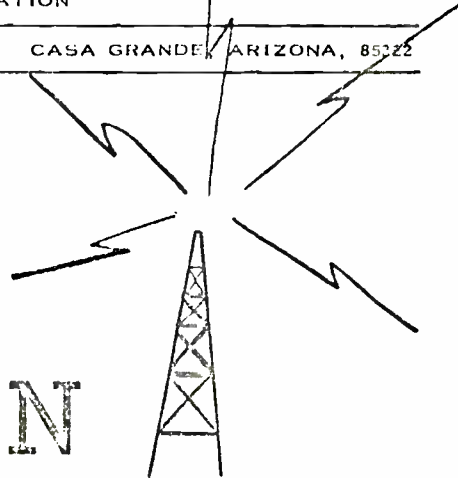
P. O. BOX 1250

CASA GRANDE, ARIZONA, 85222

PINAL COUNTY

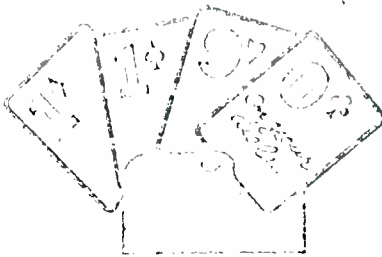
Arizona

KPIN



TO PENETRATE THE VALLEY USE KPIN

KRDS

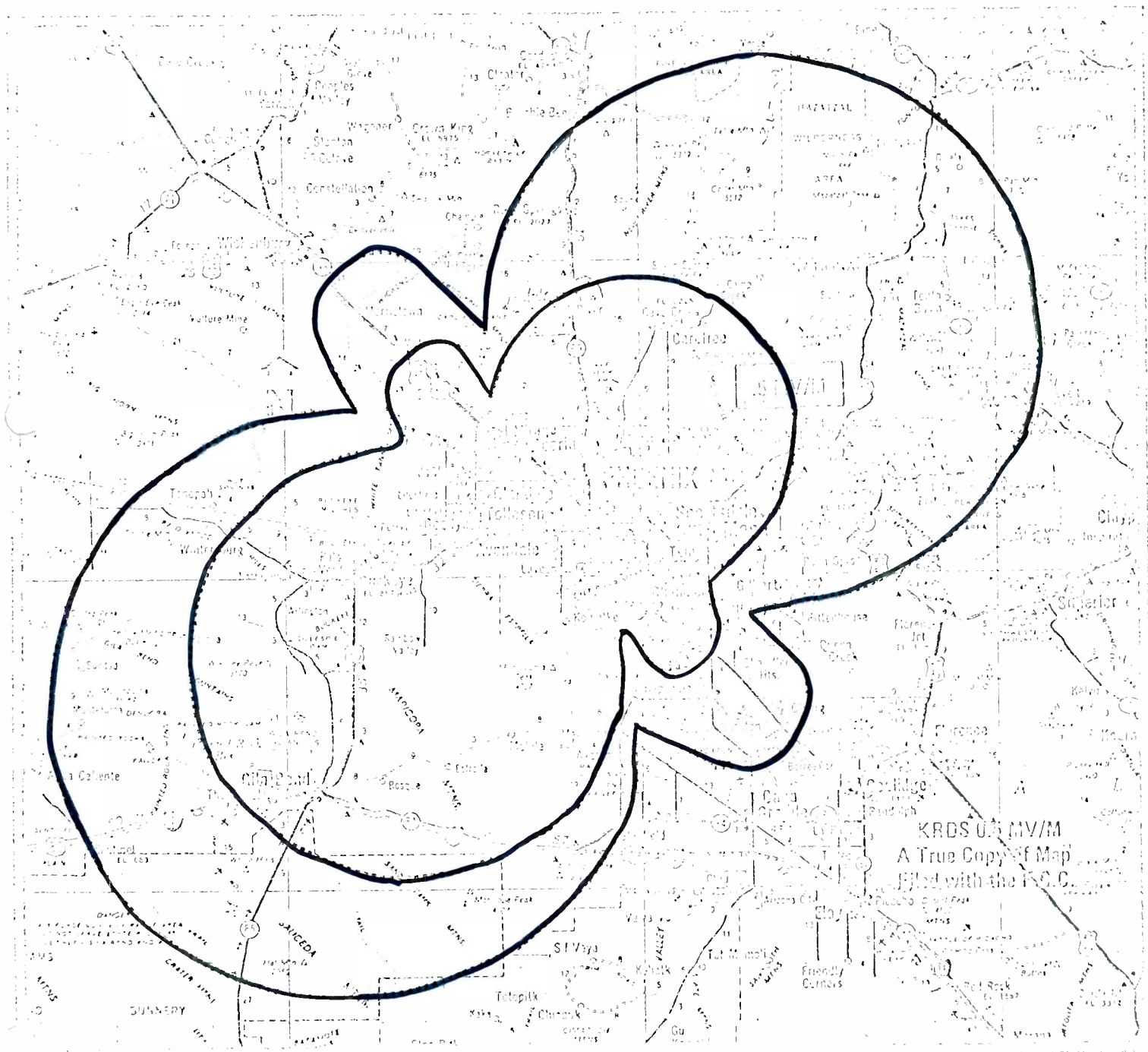


IMPACT AREA

STATES OF

MINNESOTA AND WISCONSIN

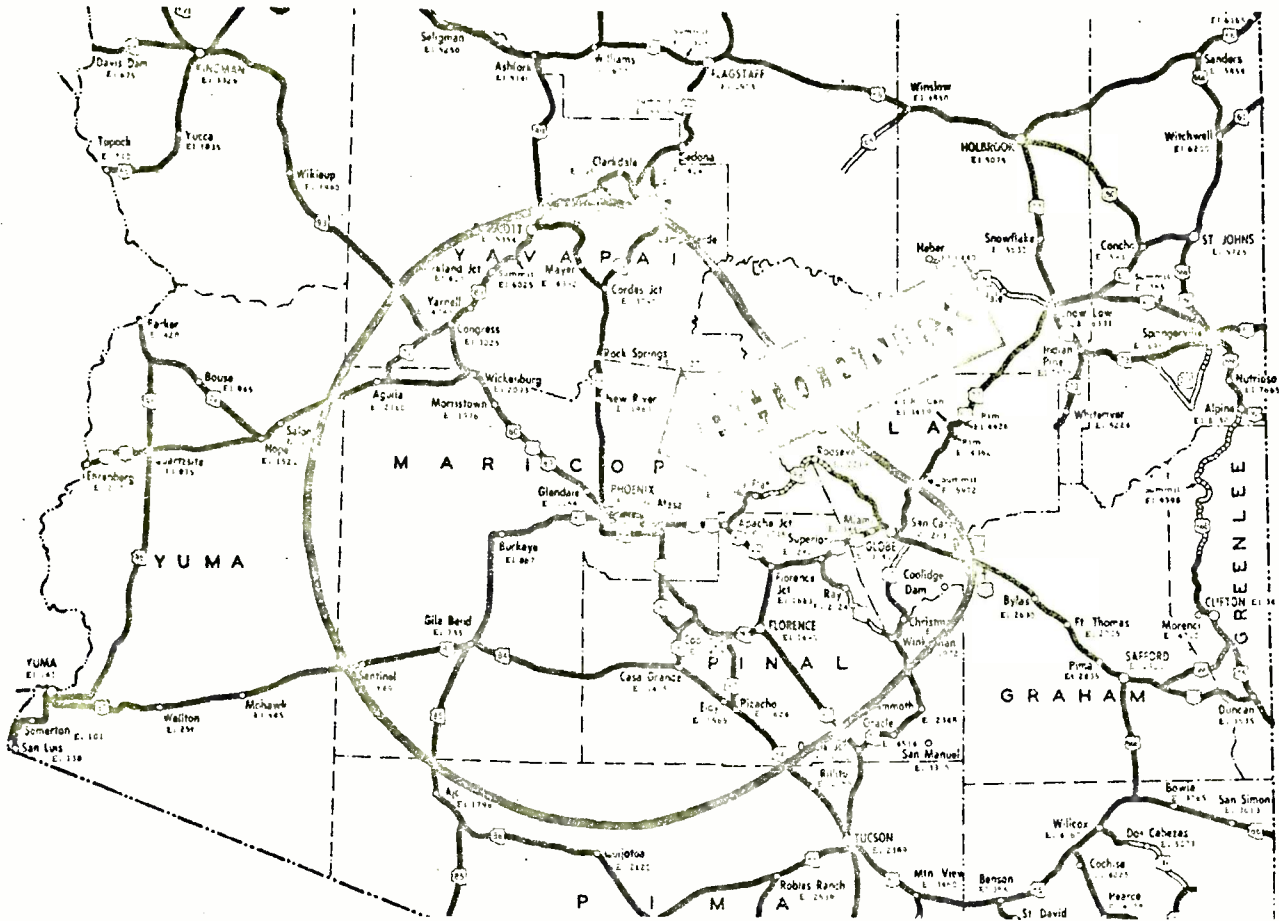
Phoenix, Arizona 85003





KRIZ

Makes Selling Phoenix Easy As COLOR CHANNEL 1-2-3



Phoenix KRIZ 0.5 Millivolt Area

Total Retail Sales - \$1,576,313,000

Population Reached - 852,500

Radio Homes - 276,300

the sellingest radio in Phoenix

KRIZ

WHAT'S BEEN HAPPENING AT KRIZ

KRIZ has gone all request radio. This was done because we had been battling head to head with another station's Top 40 format. We are overwhelmed with results of the all request radio.

In the first 24 hours with everyone answering telephones that we could put to work, we took over 4,000 requests.

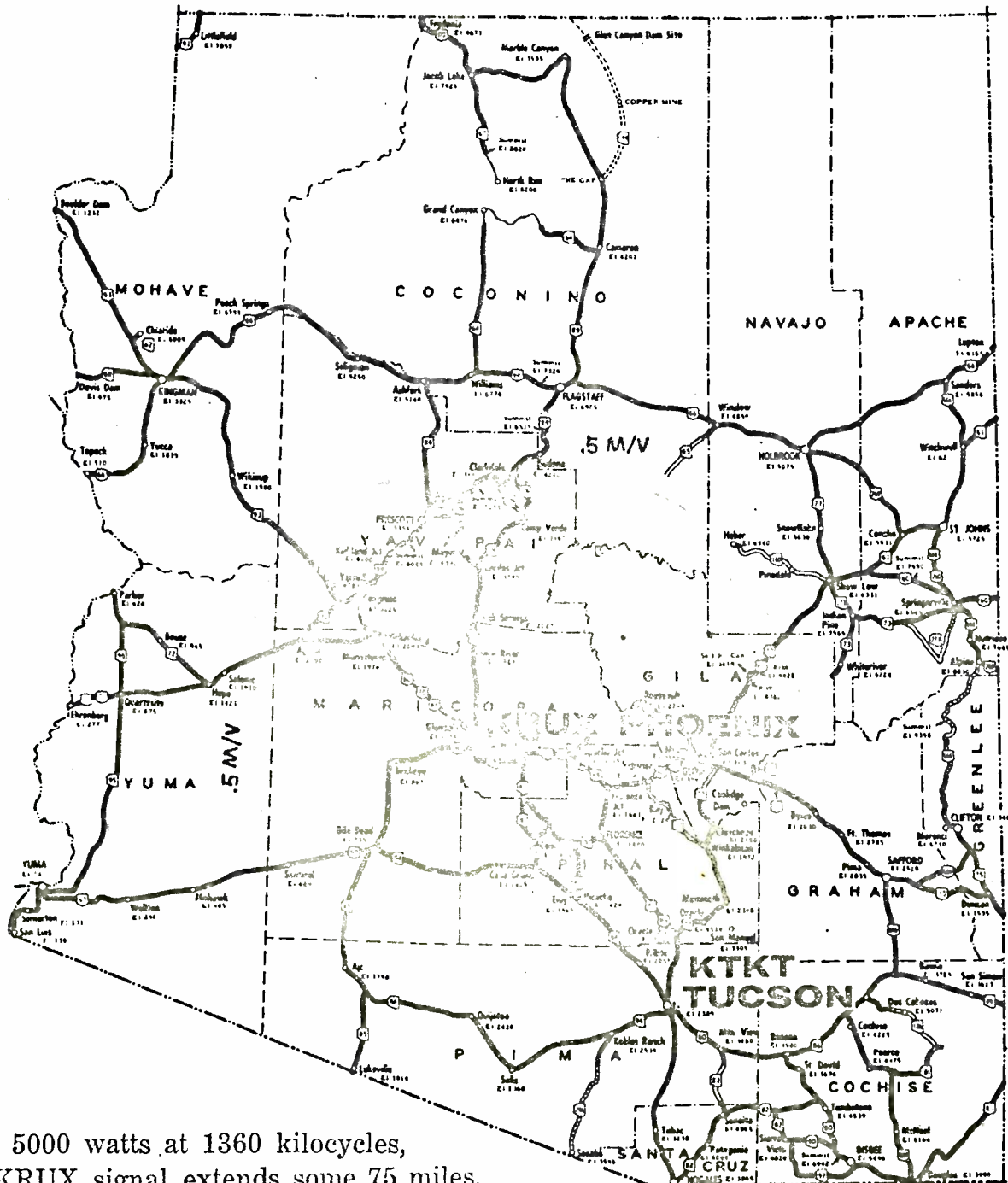
We were amazed by the type of person making the request and by the type of music requested. The requests, almost ten to one, were for the older popular tunes. One went back so far as a special request for a tune by Bunny Berrigan. Unfortunately, this was one request we were unable to fill.

We have been on all request radio now for a few months and as of this date, the volume of calls has not fallen appreciably, and there is still a large variety of people making the calls. We believe this is a real boon to the developing of a selective audience that will listen to the station because they want to hear the music played.

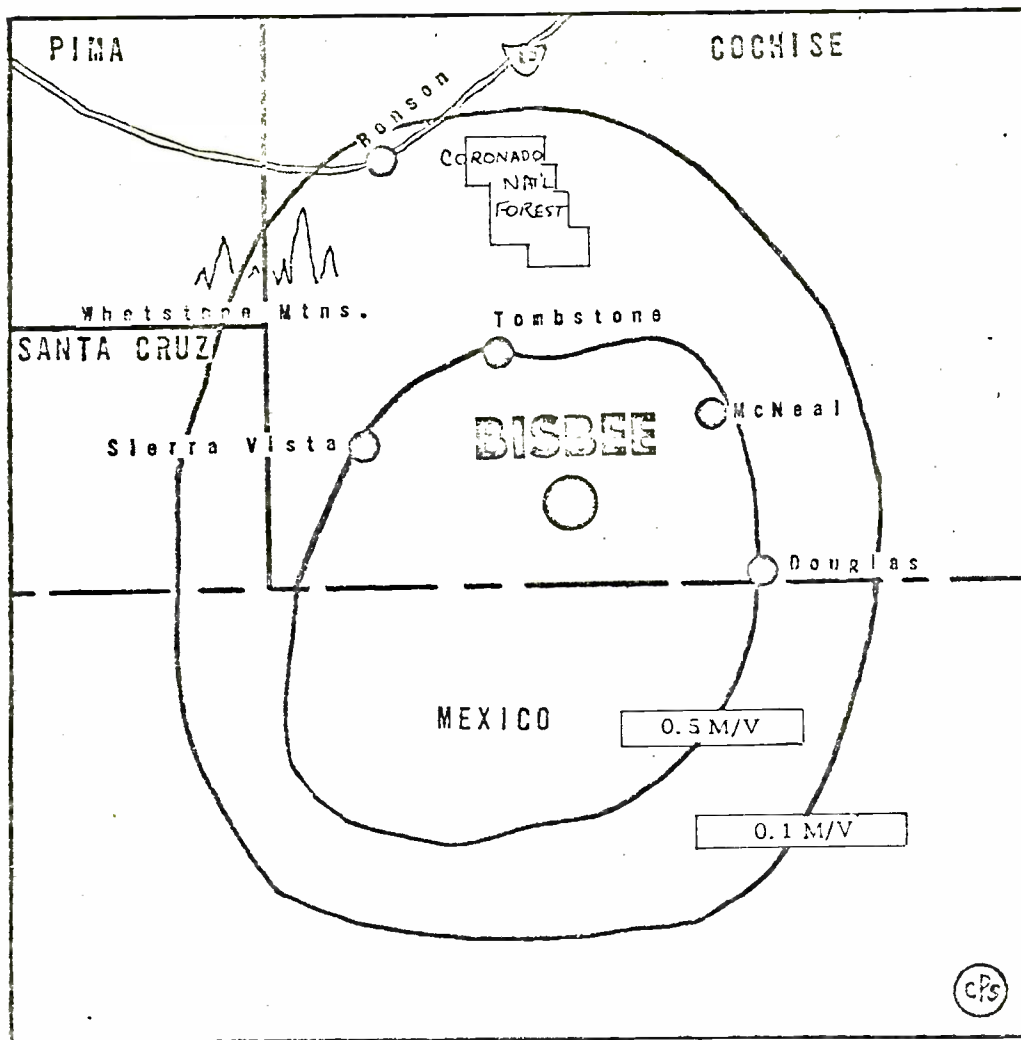
All request radio is here to stay at KRIZ.

136 KRUX PHOENIX

...the big voice in Arizona!



With 5000 watts at 1360 kilocycles,
 the KRUX signal extends some 75 miles.
 More than a million people reside in this area.



RADIO
KSUN

- Balanced programming that includes top local news, state news and international news plus ABS and NBC network programming.
- Complete play by play on all local sports and state sports.
- Known as Southern Arizona's "Get Results" station.

National Representative: AVERY-KNODEL, INC.

Address all communications to:

KTAR BROADCASTING COMPANY
1101 NORTH CENTRAL AVENUE • TELEPHONE 602-258-7333
PHOENIX, ARIZONA 85018

RADIO

**250
WATTS**

KSUN

**1230
K.C.'s**

Affiliated with ABS (Arizona Broadcasting System) and NBC

BISBEE, ARIZONA

MARKET DATA: U.S.A. Only

	Within 0.5 MV/M
Total Population	58,000
Total Households	18,230
Total Radio Homes	15,905
Spendable Income	\$154,390,000

RETAIL SALES:

Food Sales	\$ 21,419,000
Drug Sales	\$ 2,907,000
General Merchandise	\$ 3,617,000
Apparel Stores	\$ 2,995,000
Home Furnishings	\$ 1,964,000
Automotive Sales	\$ 10,064,000
Filling Stations	\$ 9,754,000
TOTAL RETAIL SALES	\$ 67,521,000

FARM DATA:

Total Population	5,600
Farm Gross Income	\$ 900

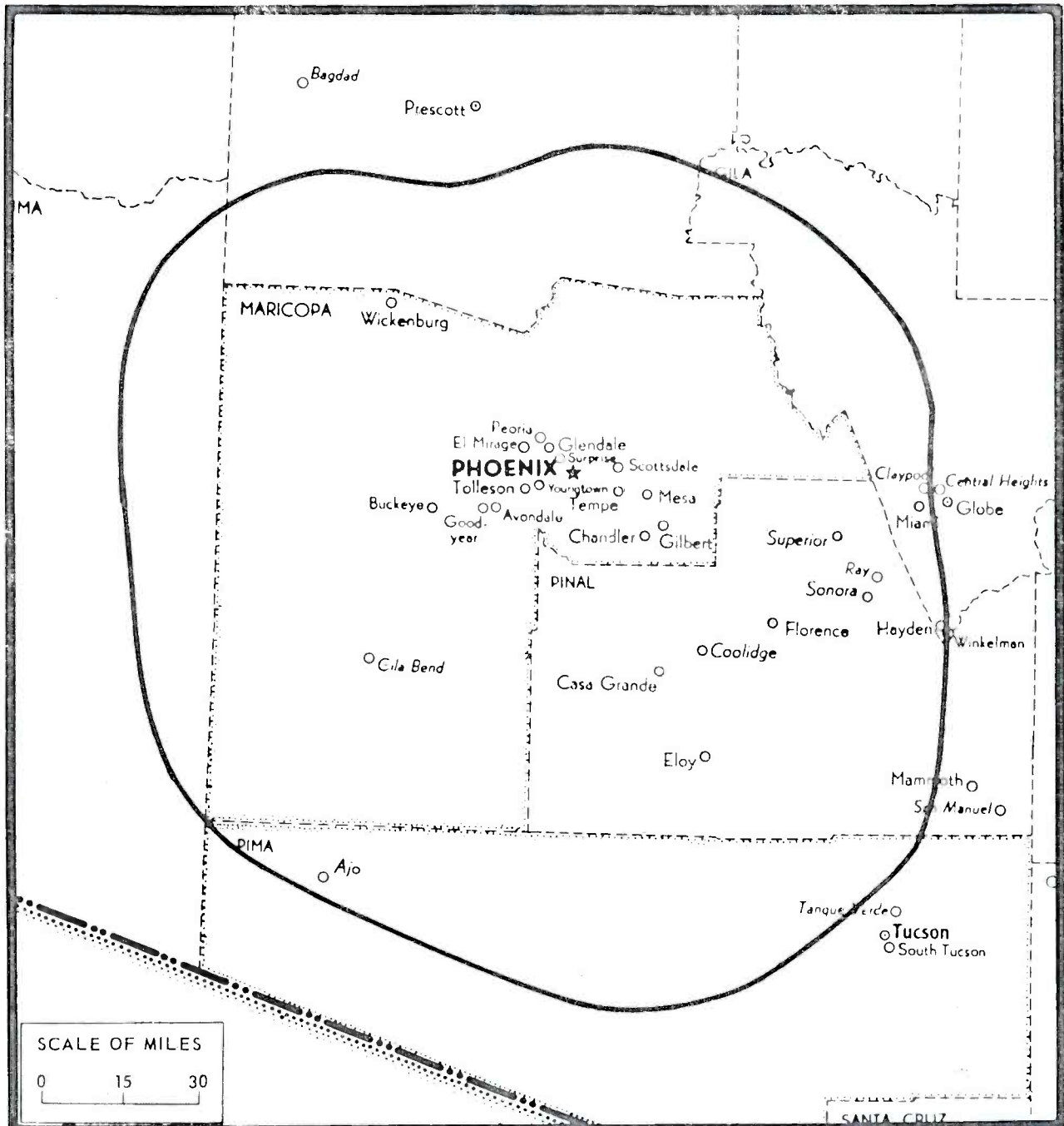
SOURCE: SRDS Consumer Market Data, January



K O O L - Radio Phoenix

5,000 watts at 960kc

0.5 MV/M Daytime Contour





KOOL/CBS RADIO

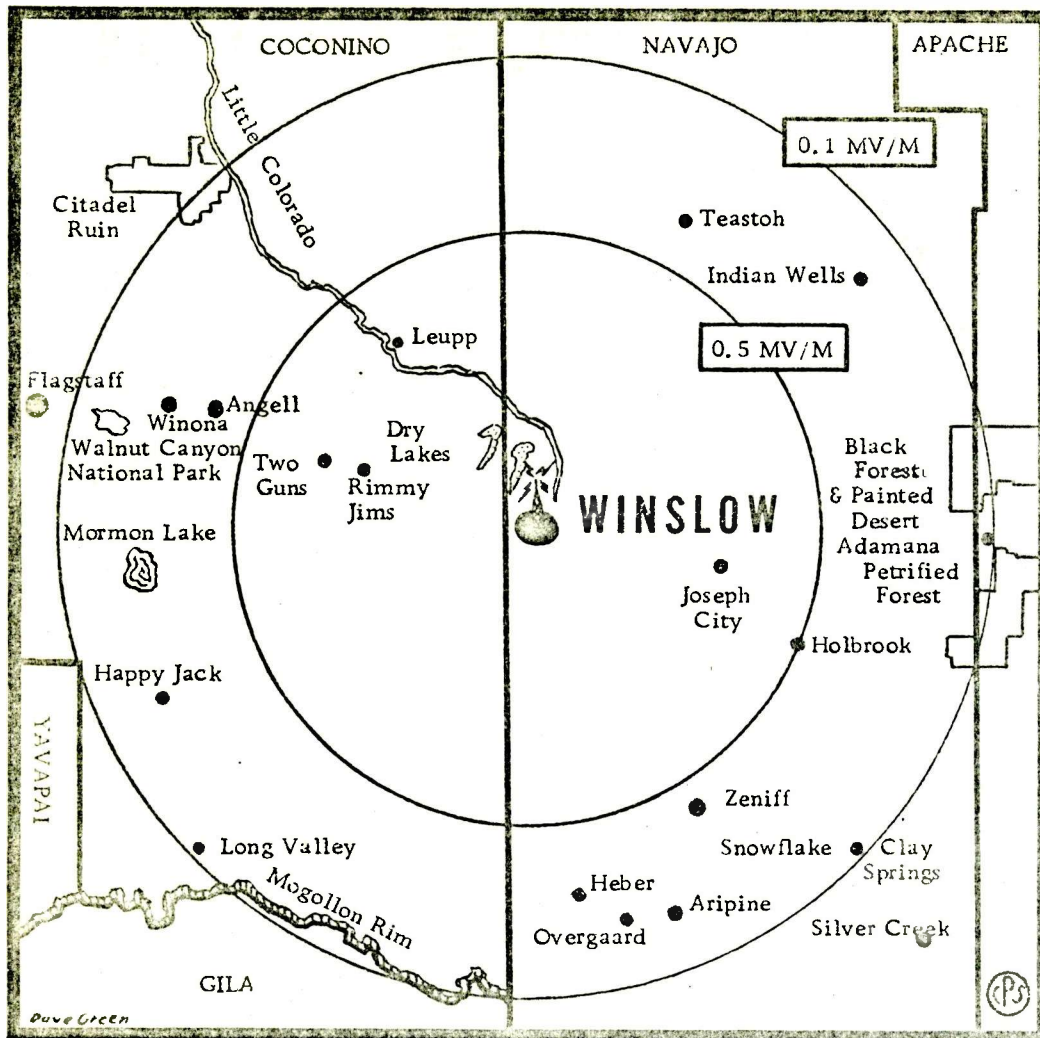
530 West Washington/Phoenix, Arizona/85003/271-2345

96 on your radio dial...

DAYTIME
 NITETIME

SANTA CRUZ
NOGALES

BISBEE
DOUGLAS



RADIO KINO

- NBC NEWS and MONITOR, combined with ABS news coverage and good music give you radio listening at its finest.
- The only Radio Station serving the Gateway to the Painted Desert and the Petrified Forest.
- The only Radio Station serving the Great Lumbering Hub of Northeast Arizona.

National Representative: **VERY-KNODEL, INC.**

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:

	Within 0.1 MV/M
Total Population	99,100
Total Households	33,890
Total Radio Homes	32,196
Spendable Income	\$ 161,409,000

RETAIL SALES:

Food Sales	\$ 26,244,000
Drug Sales	\$ 3,073,000
General Merchandise	\$ 13,826,000
Apparel Stores	\$ 2,224,000
Home Furnishings	\$ 2,801,000
Automotive Sales	\$ 19,133,000
Filling Stations	\$ 20,667,000
TOTAL RETAIL SALES	\$ 117,351,000

FARM DATA:

Total Population	8,800
Farm Gross Income	\$ 10,689,000

SOURCE: SRDS Consumer Market Data; January 1, 1968

250
WATTS

RADIO KINO

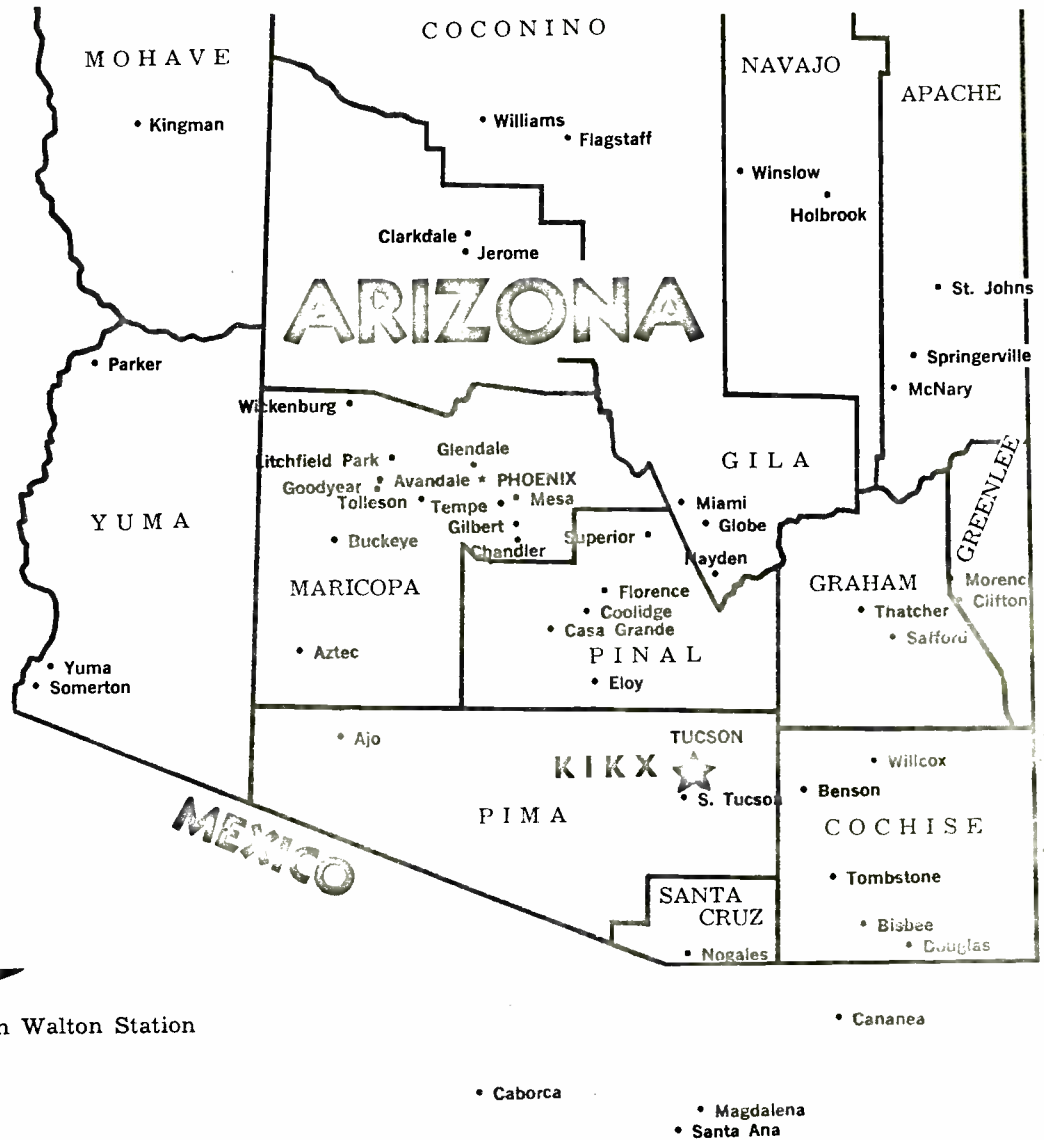
1230
KC.

AFFILIATED WITH NBC AND ABS (ARIZONA BROADCASTING SYSTEM)

WINSLOW, ARIZONA

KIKX BRAND

.5MV/M AREA COVERAGE MAP



A John Walton Station

KIKX RADIO • SANDS MOTOR HOTEL
P.O. BOX 5854 • TUCSON, ARIZONA
PHONE: AREA CODE 602 — 622-4664

- 580 KC NON-DIRECTIONAL
- 5,000 WATTS
- 24 HOURS A DAY

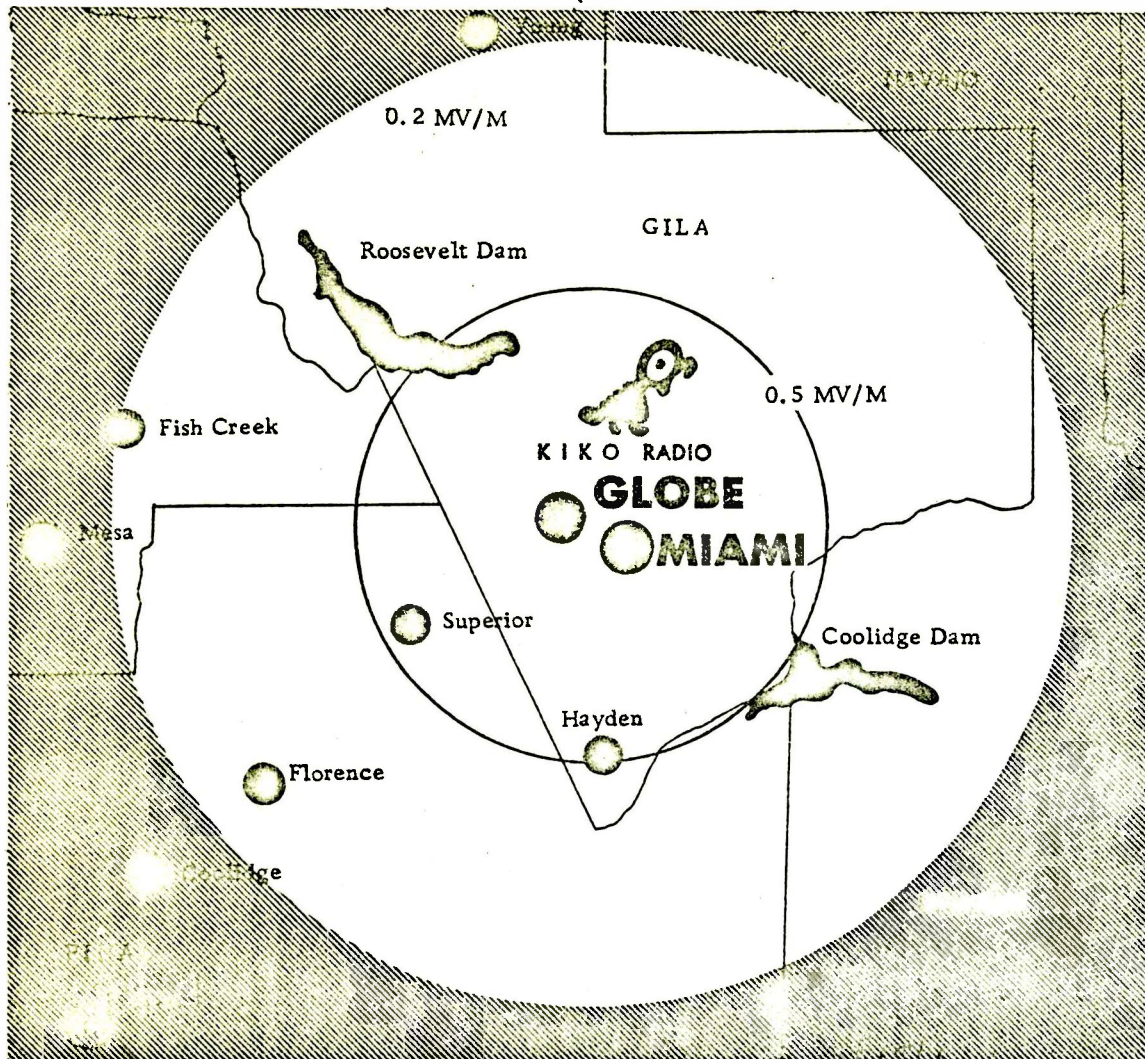
How strong can you get!

KIKX rates are based on delivering the TUCSON market. KIKX blankets the entire Tucson market. But our 5,000 watts at 580 cover 95% of ARIZONA's population. The strategic location of our transmitter pipes us into Phoenix with a more reliable signal than many of their local stations. Our mail pool indicates an active audience from around the state. But that's your "KIKX Bonus." We're not charging for it . . . yet.

MARKET DATA:

	TUCSON METRO	KIKX COVERAGE
Population	337,900	1,390,100
Households	98,110	397,140
Spendable Income	\$738,324,000	\$2,975,021,000
Retail Sales	\$421,629,000	\$1,859,914,000

"KIKX means BUSINESS"
24 Hours Daily



250 WATTS

KIKO

1340 KC

GLOBE-MIAMI, ARIZONA

MORE PEOPLE LISTEN TO KIKO-NBC RADIO IN THE GLOBE-MIAMI AREA THAN ANY OTHER STATION

250 WATTS

KIKO

1340 KILOCYCLES

**AFFILIATED WITH NBC AND ABS
(Arizona Broadcasting System)**

- ★ More local, state and national advertisers use KIKO-NBC's facilities to reach more people . . . more effectively . . . more economically . . . than any other advertising media in the area.
- ★ NBC NEWS and MONITOR combined with good music and complete state coverage of news through ABS facilities give you radio listening as you like it.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:

	Within 0.2 MV/M
Total Population	95,300
Total Households	24,880
Total Radio Homes	23,636
Spendable Income	\$211,791,000

RETAIL SALES:

Food Sales	\$ 22,316,000
Drug Sales	\$ 3,055,000
General Merchandise	\$ 5,456,000
Apparel Stores	\$ 3,381,000
Home Furnishings	\$ 3,196,000
Automotive Sales	\$ 15,593,000
Filling Stations	\$ 11,508,000
TOTAL RETAIL SALES	\$ 93,132,000

FARM DATA:

Total Population	10,000
Farm Gross Income	\$ 108,446,000

SOURCE: SRDS Consumer Market Data; January 1, 1968

National Representative: **AVERY-KNC**, INC.

COVERAGE MAP

KIFN

"RADIO FENIX"

WITH

1000 WATTS

COVERING

Arizona's Fabulous Valley of the Sun

860 KC




FROM

PHOENIX, ARIZONA

P. O. DRAWER 430
Phone 602 253-6155

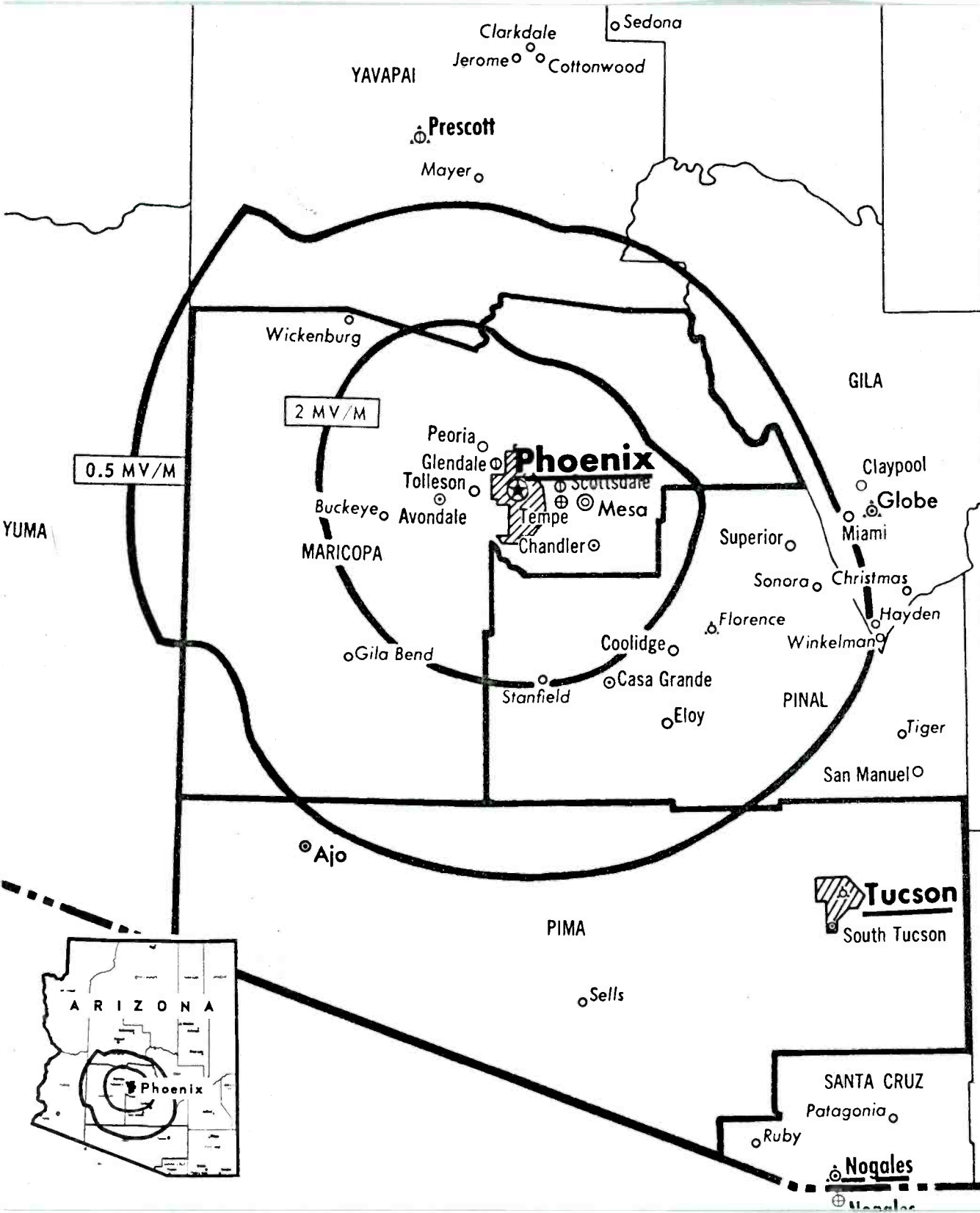
REPRESENTED NATIONALLY BY
SAVALLI/GATES, INC.

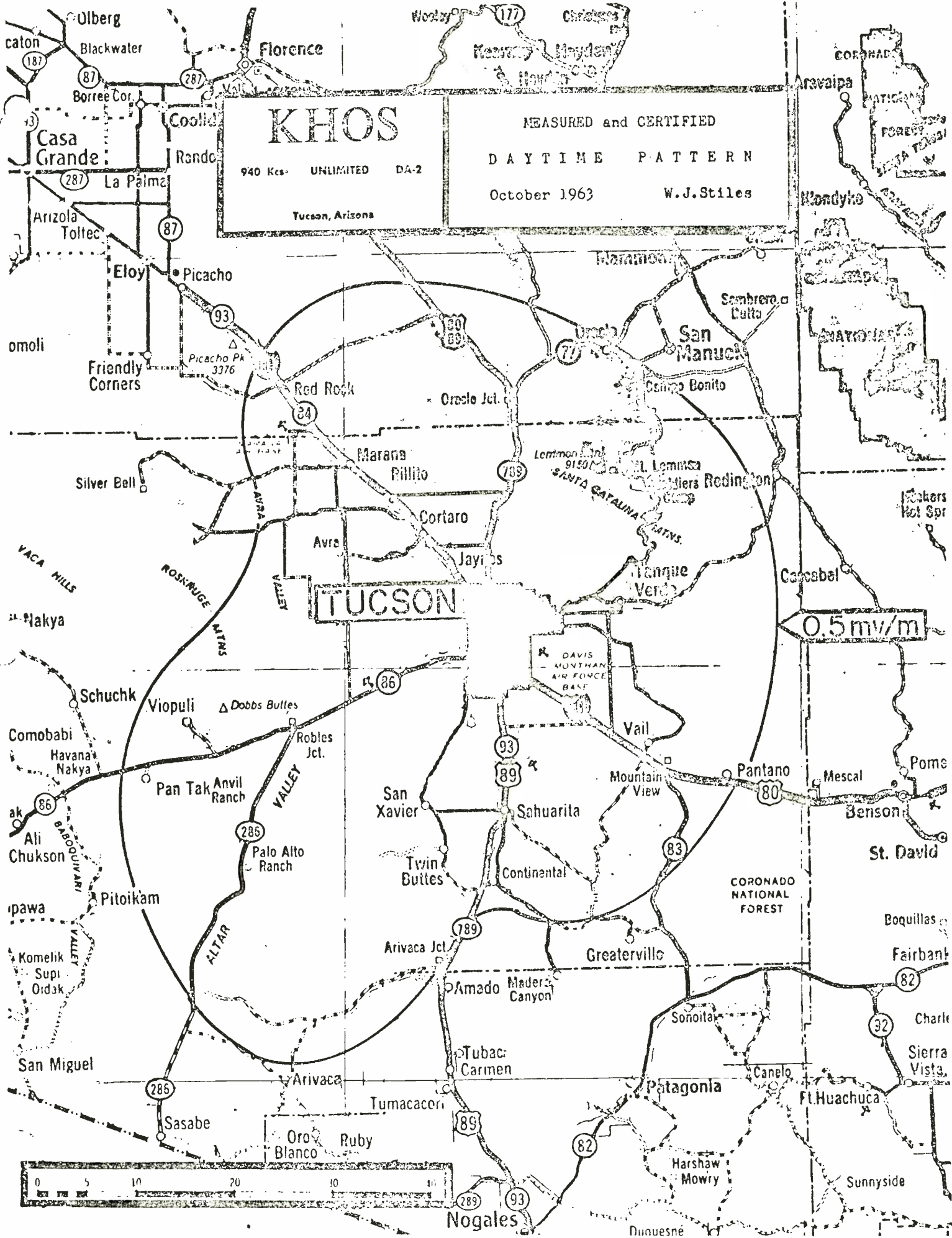
Legend

-  Primary Market Coverage
-  0.5 MV/M Coverage
-  S. M. S. A.

GEORGE C. DAVIS
CONSULTING ENGINEERS
0.5 MV/M CONTOUR
SEPT. 1961 U.S.A.

CLIFFORD MILLER
CHIEF ENGINEER
KIFN RADIO
1961





KHOS

940 Kcs- UNLIMITED DA-2

Tucson, Arizona

MEASURED and CERTIFIED

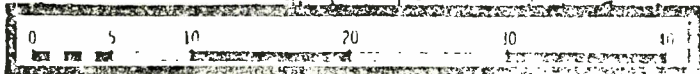
DAYTIME PATTERN

October 1963

W.J. Stiles

TUCSON

0.5 mv/m



YOUNG & RUBICAM

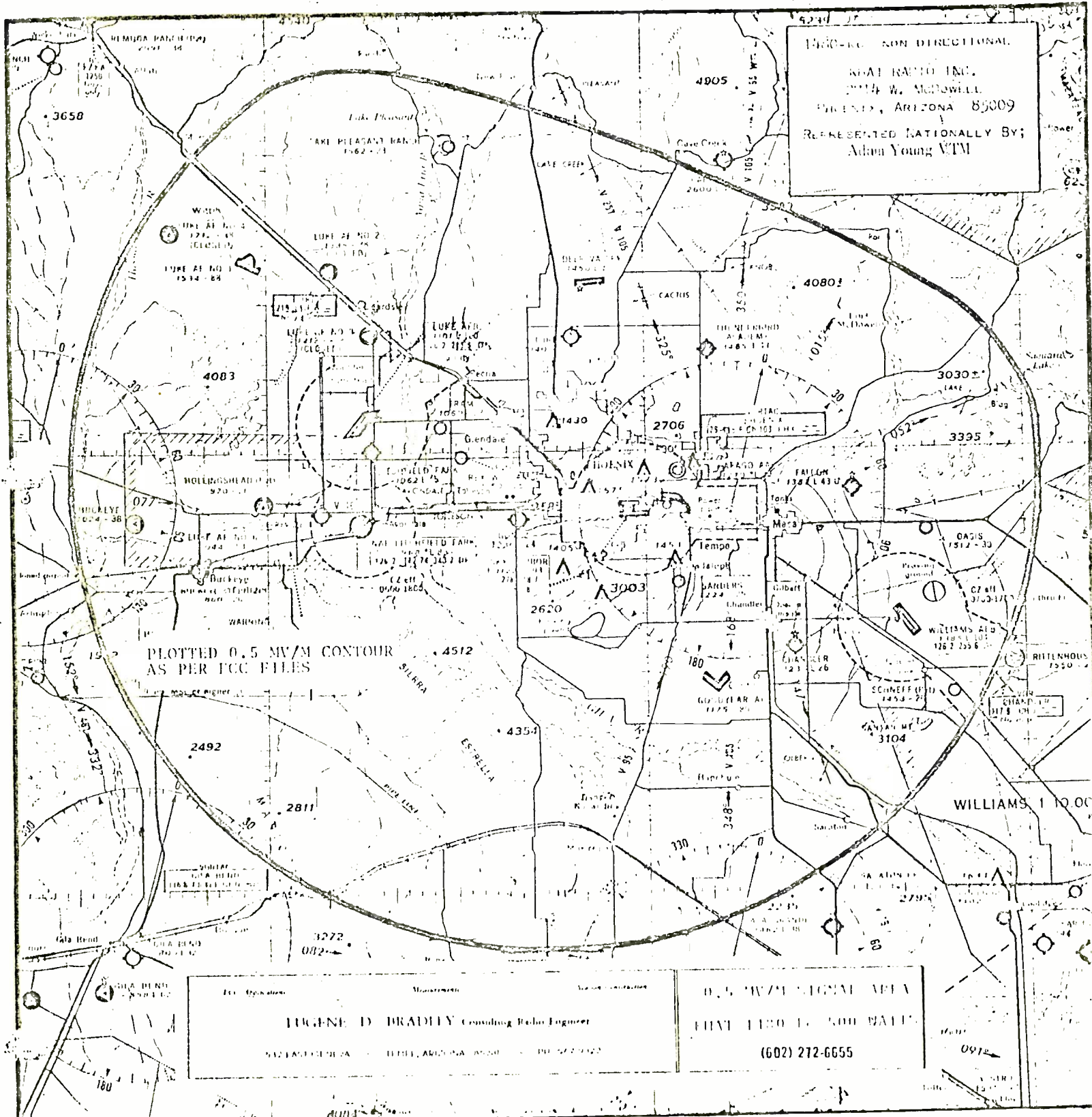
COUNTRY

MUSIC

1990

2714 WEST McDOWELL ROAD PHOENIX, ARIZONA 85009

(602) 272-6655



1450-KC NON DIRECTIONAL
 WFLZ-TV
 2714 W. McDowell
 PHOENIX, ARIZONA 85009
 REPRESENTED NATIONALLY BY;
 Adam Young Y&R

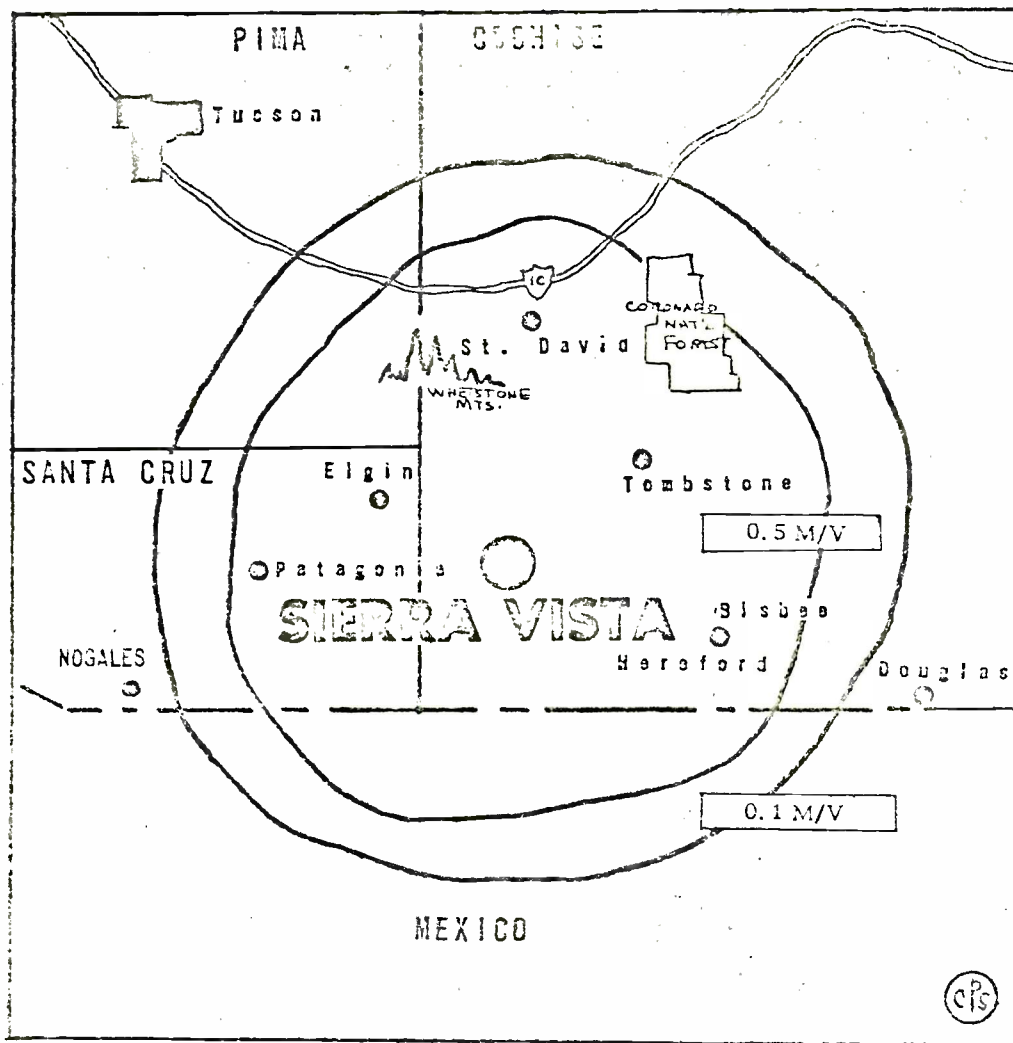
PLOTTED 0.5 MV/M CONTOUR
 AS PER FCC FILES

YOUNG & RUBICAM
 Eugene D. Bradley Consulting Radio Engineer
 2714 WEST McDOWELL ROAD PHOENIX, ARIZONA 85009 (602) 272-6655

0.5 MV/M SIGNAL AREA
 FROM 1130 TO 1500 WATT
 (602) 272-6655

DIG COVERAGE LOCAL STATION





RADIO

KHFH

- The only station serving the trading area of 30,000 people.
- KHFH is the only daily news media in the community.
- The combination of good programming, local news, state and national news makes KHFH the most listenable station within this area.

National Representative: AVERY-KNODEL, INC.

Address all communications to:

KTAR BROADCASTING COMPANY

1101 NORTH CENTRAL AVENUE • TELEPHONE 602-258-7333
PHOENIX, ARIZONA 85018

RADIO

1000
WATTS

KHFH

1420
K.C.'s

Affiliated with ABS (Arizona Broadcasting System) and NBC

SIERRA VISTA, ARIZONA

MARKET DATA: U.S.A. Only

	Within 0.5 M/V/M
Total Population	53,000
Total Households	16,230
Total Radio Homes	15,905
Spendable Income	\$154,390,000

RETAIL SALES:

Food Sales	\$ 21,419,000
Drug Sales	\$ 2,907,000
General Merchandise	\$ 3,517,000
Apparel Stores	\$ 2,995,000
Home Furnishings	\$ 1,964,000
Automotive Sales	\$ 10,064,000
Filling Stations	\$ 9,734,000
TOTAL RETAIL SALES	\$ 67,521,000

FARM DATA:

Total Population	5,600
Farm Gross Income	\$ 6,904,000

SOURCE: SRDS Consumer Market Data, January 1968

**FM
STEREO**

KDOT

Scottsdale

**AM
MONO**

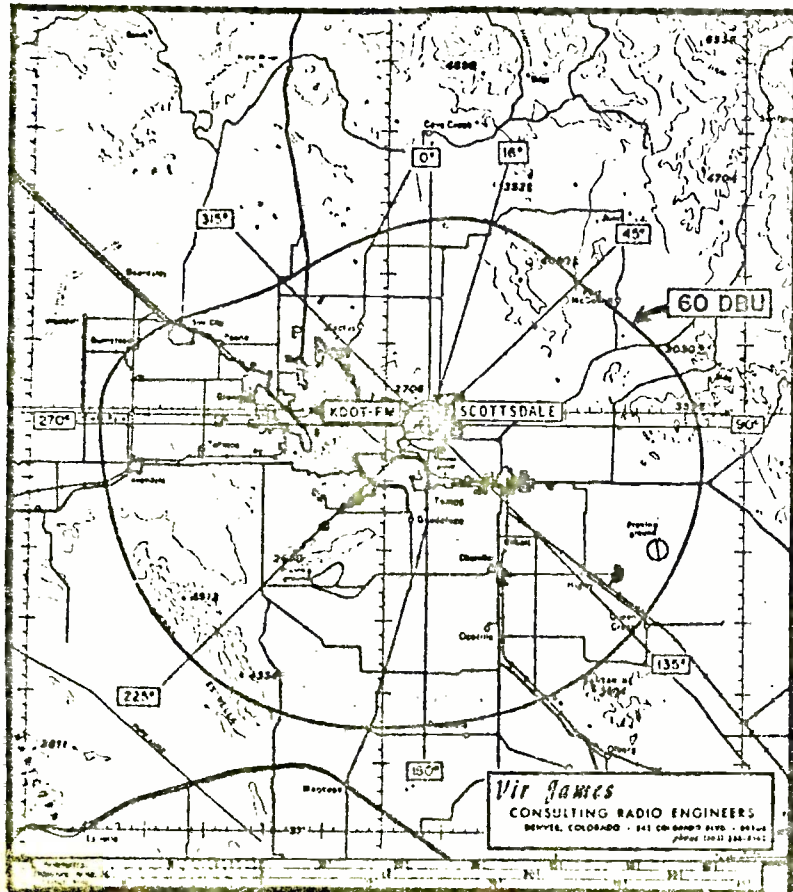
PRESTIGE RADIO SERVING METROPOLITAN PHOENIX AREA

**KDOT: Serving Over A Million People:
That's Spending Over Two Billion Dollars:**

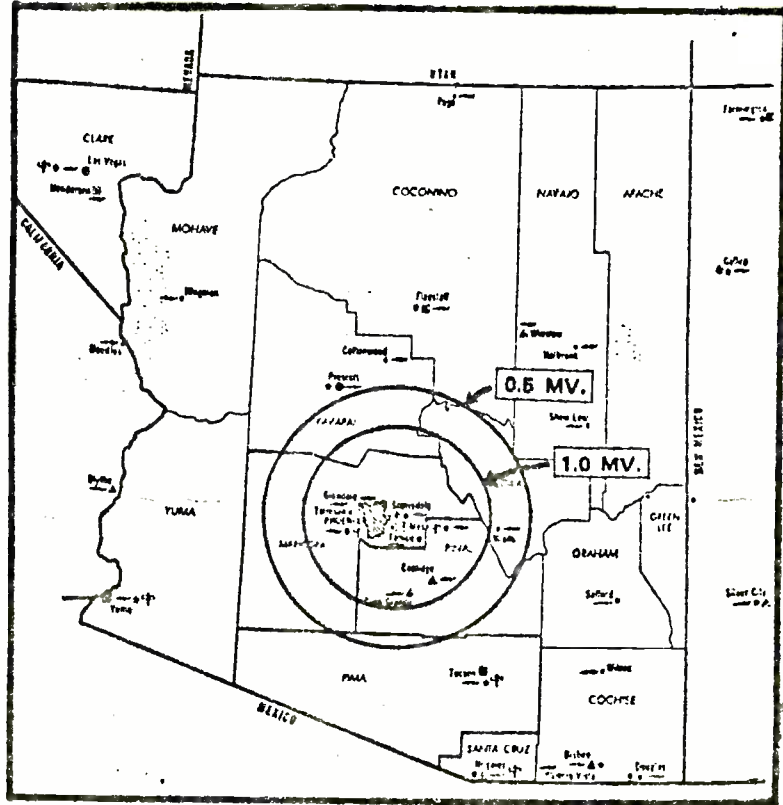
Total Retail Sales \$1,361,926,000
 Food \$302,478,000
 Drug \$63,183,000
 Gen. Mdse. \$190,433,000
 Apparel \$50,595,000
 Home Furn. \$66,140,000
 Automotive \$297,357,000
 Service Stations \$118,929,000
 And this does not include Military Base sales.

Phoenix 23rd Population In The Nation

KDOT-FM STEREO COVERAGE MAP



K-DOT-AM COVERAGE MAP



**KDOT-AM.
5,000 WATTS
NON-DIRECTIONAL
1440KC**

**KDOT-F.M. STEREO
60,000 WATTS
HORIZONTAL
40,000 WATTS
VERTICAL
100.7MC**



**WE HANDLE OUR
ACCOUNTS WITH
KID GLOVES!**



KENT

RADIO FRESCOTT 1340

RADIO SERVING YAVAPAI COUNTY

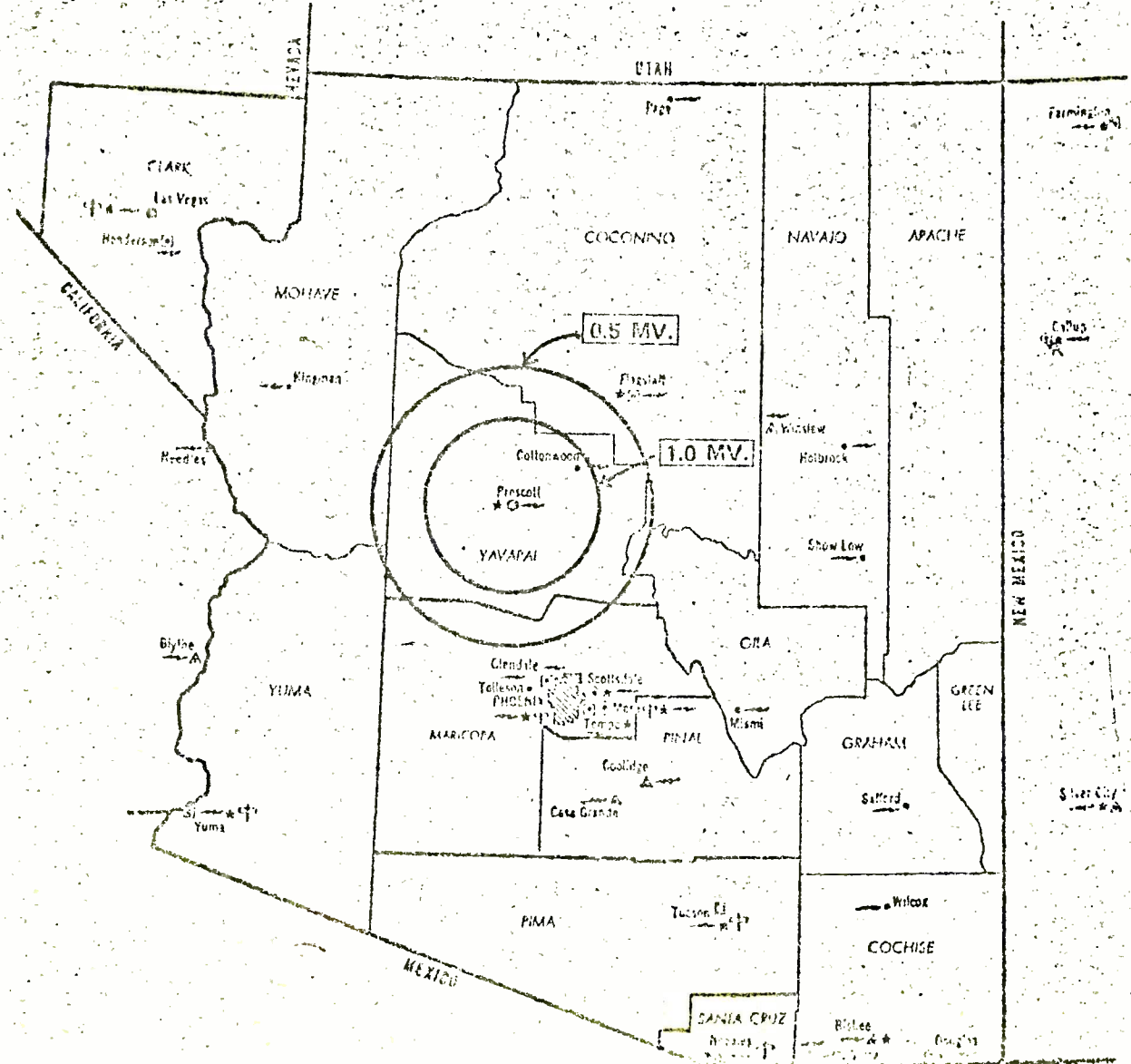
Yavapai County
31,700 Population

Spandable Income	\$89,591,000
Total Retail Sales	\$42,339,000
Food	\$10,523,000
Drug	\$2,086,000
General Misc.	\$3,150,000
Apparel	\$1,322,000
Home Furn.	\$955,000
Automotive	\$7,735,000
Service Stations	\$6,509,000

POWER
 1000 WATTS
 NON-DIRECTIONAL

ON THE DIAL
 1340 KC

KENT COVERAGE MAP



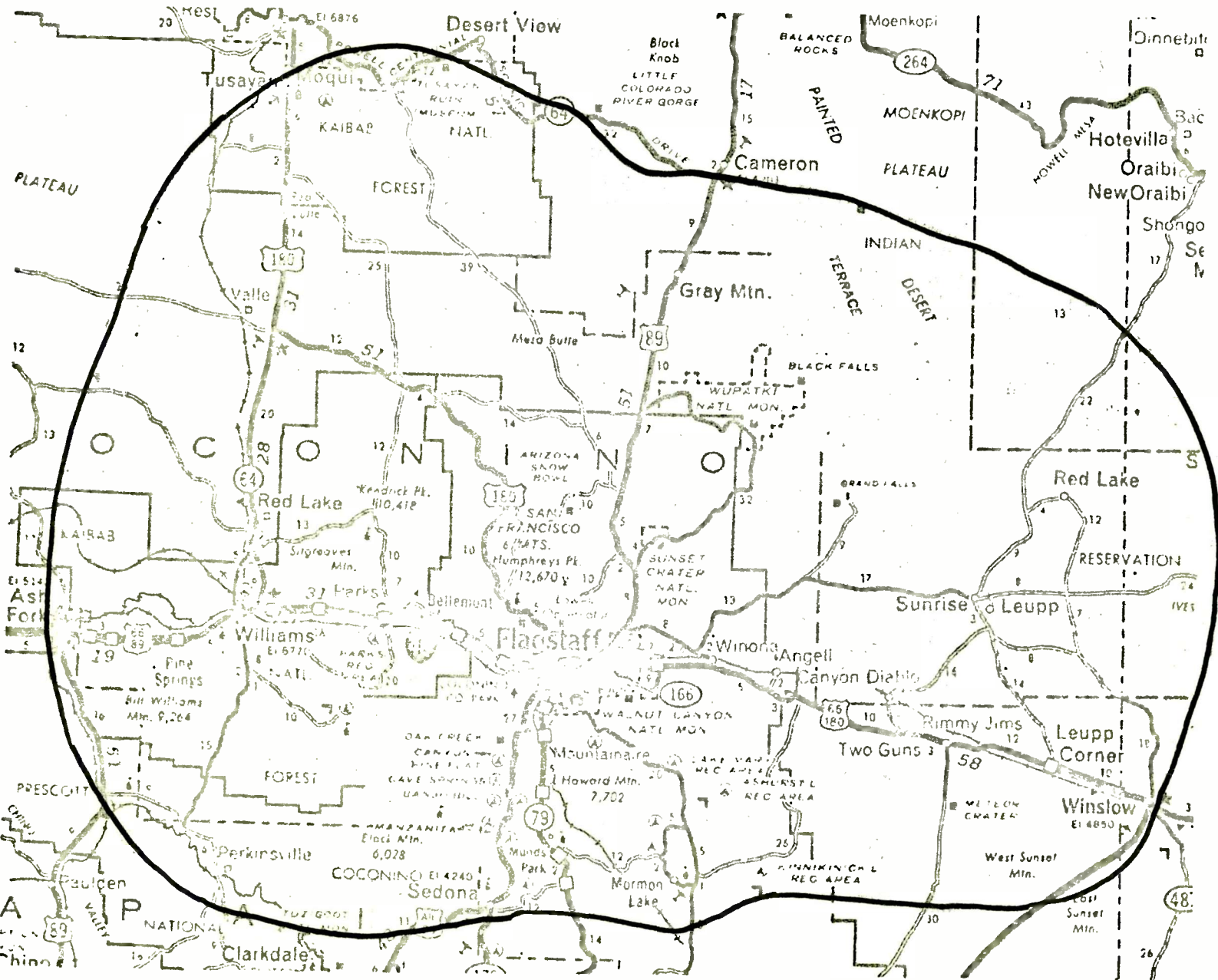
KRQ'S

2690 INDUSTRIAL DRIVE
P.O. BOX 100
FLAGSTAFF, ARIZONA 86001
(602)-774-1456

690
Happening Radio
JACK P. BIRD
PRESIDENT

Primary Coverage Area

.5 A/M SOUTH

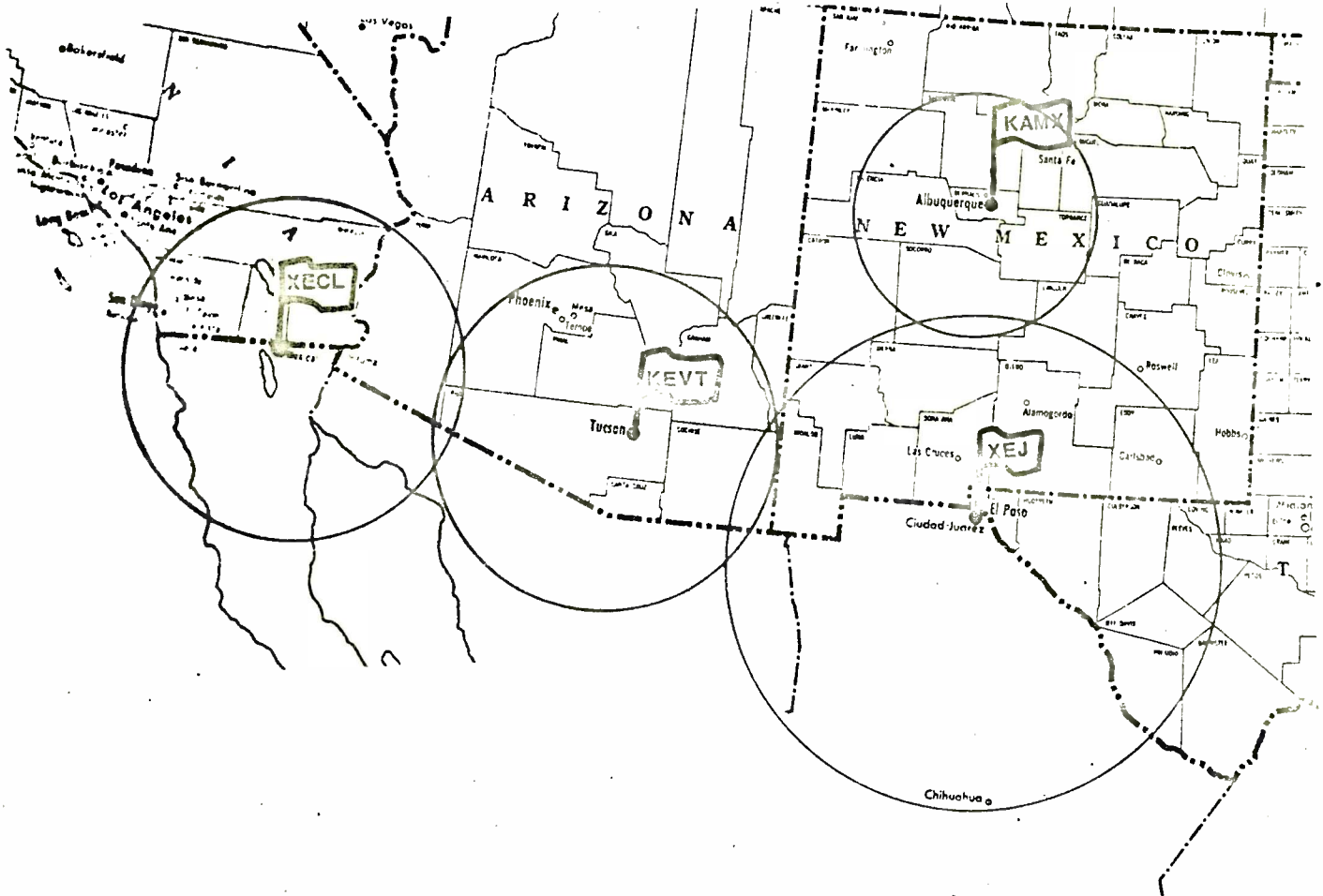


ALL

SPANISH

NETWORK

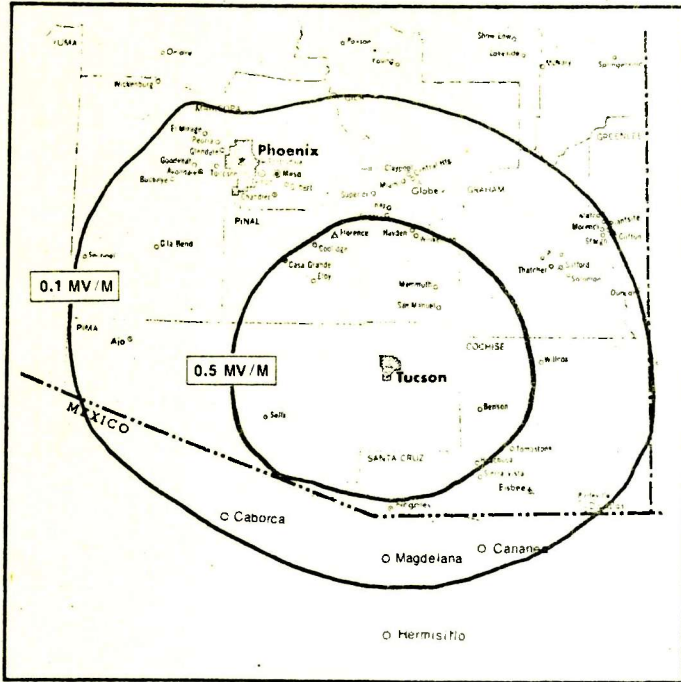
ALVIN L. KORNGOLD, PRESIDENT P.O. BOX 101, TUCSON, ARIZONA (602) 624-5588



The ALL SPANISH NETWORK
reaches over two million Spanish-Speaking people
thru KEVT, KAMX, XEJ & XECL.

KEVT - Radio En Español - 590

48 E. BROADWAY - TUCSON, ARIZONA 85702 - (602) 624-5588



Reaching over one-quarter million
Spanish-Speaking people!

The Only
CLEAR CHANNEL
Spanish-Speaking radio station!

SERVING ALL OF SOUTHERN AND CENTRAL ARIZONA
AND NORTHERN SONORA, MEXICO FROM TUCSON

- News - All in Spanish from Associated Press.
Spanish language news service. 15 minute newscasts at 8 a.m., 12 noon, and 5 p.m. 5 minute newscasts hourly elsewhere. Bulletins as they occur.
- Air personalities handle all segments, including remotes.
- Music emphasis on Mexican and Latin Popular Music.
- Soap Operas in Spanish at 9:30.
- Live Sport Shows.
- Live Coverage of Civic and Social Events.
- Gifts and Prizes for Listeners.
- Commercials Translated Free.

MEMBER
**ALL
SPANISH
NETWORK**

LOCAL RATE SCHEDULE					
Per Wk:	5 ti	10 ti	15 ti	20 ti	25 ti
1 minute	\$7.00	\$6.50	\$6.00	\$5.50	\$5.00
30 seconds	5.00	4.50	4.00	3.50	3.00

Rates include translating from English to Spanish.

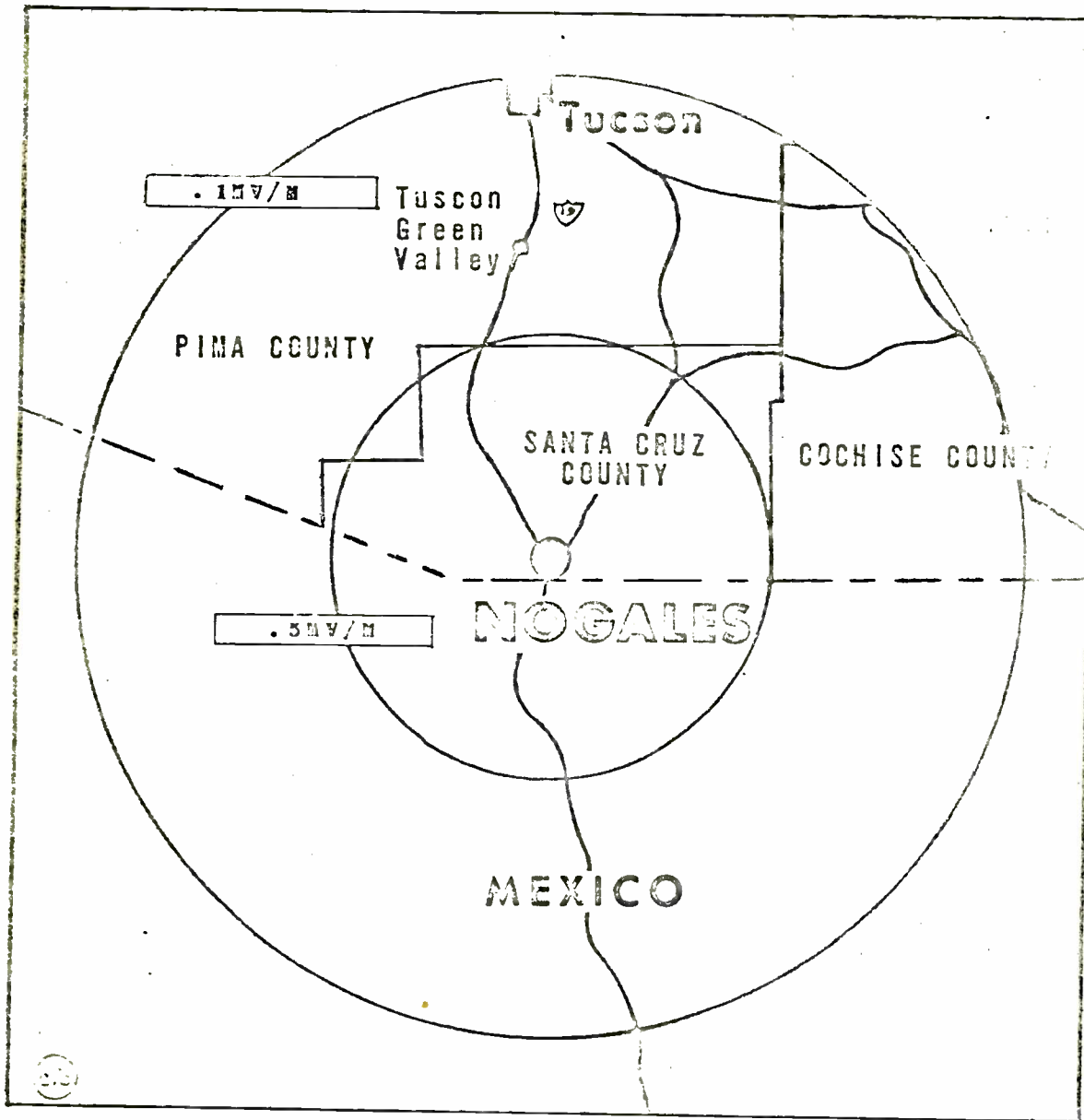
Buy the **ALL SPANISH NETWORK** and reach over two million
Spanish-Speaking people thru **KEVT, KAMX, XEJ, & XECL.**

REPRESENTED NATIONALLY BY



**SAVALLI/GATES
INCORPORATED**

KFBR



- The only station serving two nations from Nogales.
- Santa Cruz County's only radio station.
- Complete local news and sports coverage plus complete state and national news and sports thru the facilities of the Arizona Broadcasting System.
- Cattle . . . winter vegetables from Mexico . . . tourism

National Representative: AVERY-KNODEL, INC.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:

	Within 0.1 MV/M
Total Population	352,000
Total Households	102,470
Total Radio Homes	100,420
Spendable Income	\$ 1,221,162,230

RETAIL SALES:

Food Sales	\$ 113,545,000
Drug Sales	\$ 24,362,000
General Merchandise	\$ 58,102,000
Apparel Stores	\$ 29,605,000
Home-Furnishings	\$ 26,076,000
Automotive Sales	\$ 93,280,000
Filling Stations	\$ 39,230,000
TOTAL RETAIL SALES	\$ 467,693,980

FARM DATA:

Total Population	4,400
Farm Gross Income	\$ 78,000

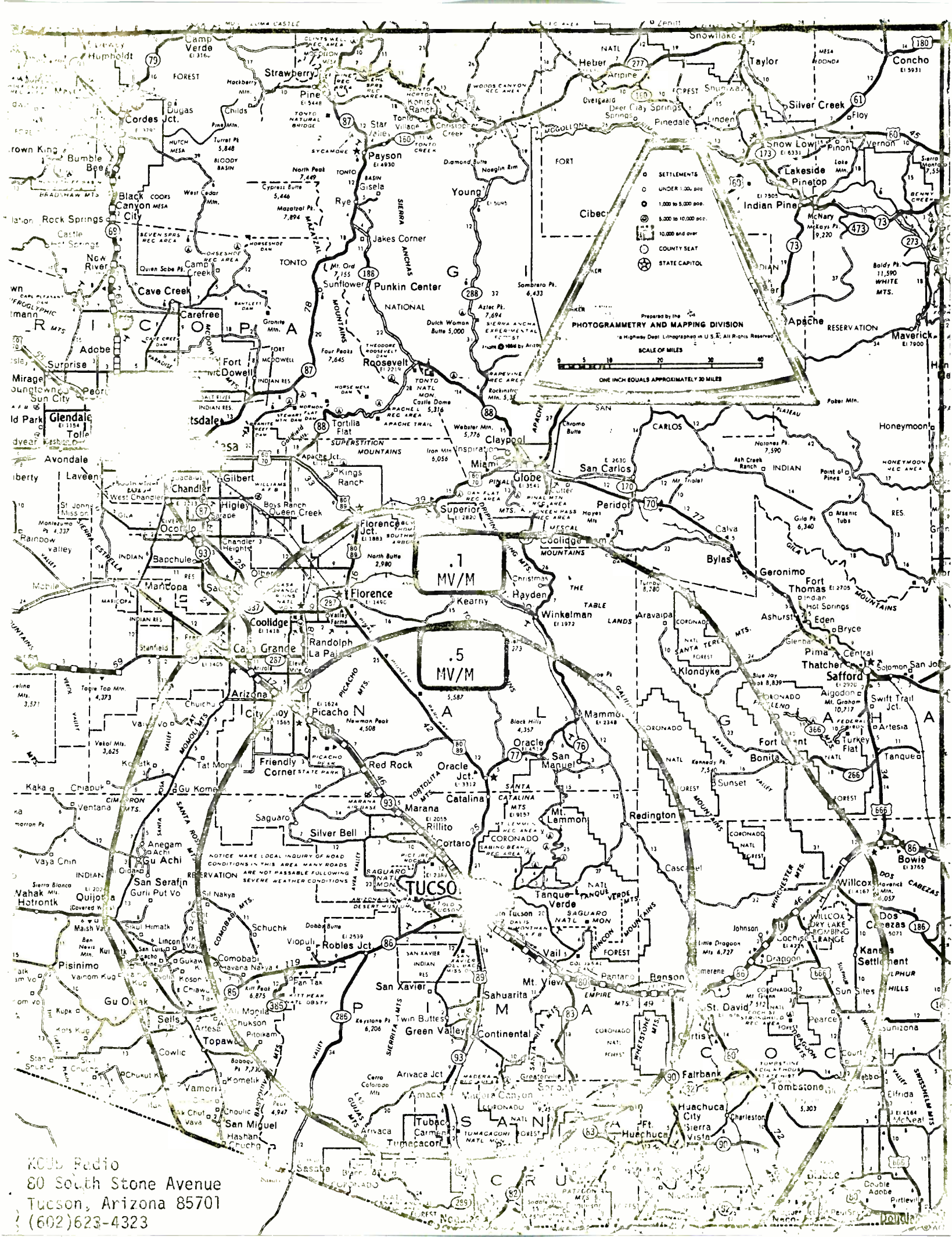
250
WATTS

KFBR

1340
KC.

AFFILIATED WITH NBC AND ADS (ARIZONA BROADCASTING SYSTEM)

NOGALES, ARIZONA



- SETTLEMENTS
- UNDER 1,000 POP.
- 1,000 TO 5,000 POP.
- 5,000 TO 10,000 POP.
- 10,000 AND OVER
- COUNTY SEAT
- STATE CAPITOL

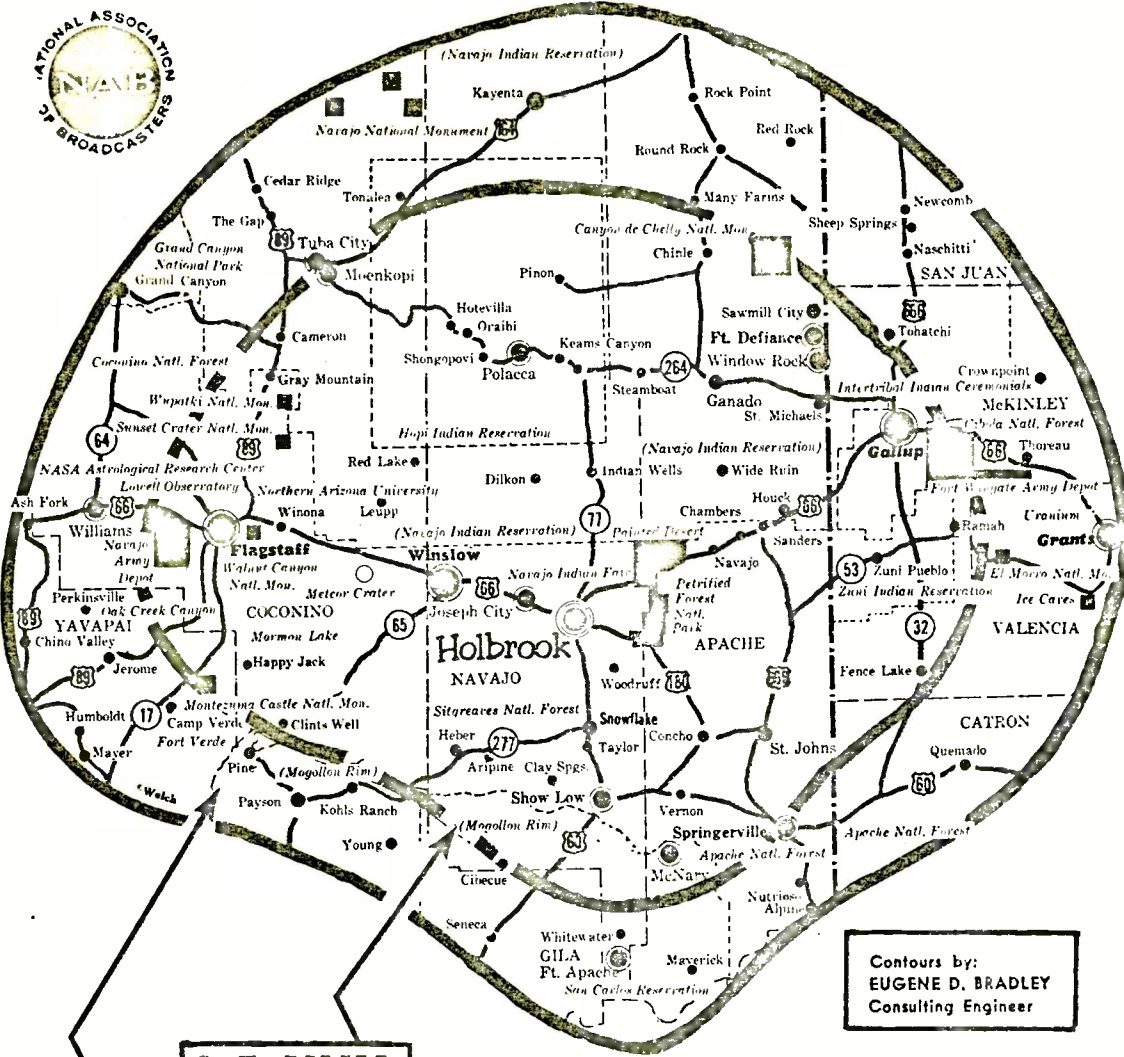
Prepared by the
PHOTOGRAMMETRY AND MAPPING DIVISION
 U.S. Highway Dept. Lithographed in U.S.A. All Rights Reserved.
 SCALE OF MILES
 ONE INCH EQUALS APPROXIMATELY 30 MILES

0.1
 MV/M

0.5
 MV/M

KOUD Radio
 80 South Stone Avenue
 Tucson, Arizona 85701
 (602)623-4323

KDJI - The World's Happiest Radio Station



0.5 MVM

0.25 MVM



Holbrook, Arizona

HOLBROOK is at the Hub of Northern Arizona, famous worldwide as the official Gateway to the Petrified Forest, the Painted Desert and to the Land of the American Indian.

HOLBROOK is ideally situated . . . at the junction of America's Main Street (U.S. 66 and Interstate 40) and U.S. 180 . . . with Navajo, Hopi and Apache Reservations nearby . . . over 125,000 Indians live within our coverage area.

HOLBROOK is the home of Petrified Forest National Park . . . host to more than two million tourists annually. And, other events bring thousands to town . . . the Navajo County Fair, the Hashknife Posse Stampede, horse racing, Annual Quarter Horse Show, the White Mountain Scenic Railway, the Painted Desert National Monument, Canyon de Chelly National Monument, Hopi Indian Ceremonials, Apache Tribal Fair, Navajo Ceremonials . . . there's 2 national parks and 10 national monuments in the area . . . and, this area is served best by KDJI RADIO.

**5,000 Watts
at 1270
in Northern
Arizona**

Member
Arizona
Broadcasters
Association

KDJI RADIO is truly the World's Happiest Radio Sound . . . Town and Country Radio . . . a 50-50 format of town and country music.

KDJI specializes in news coverage . . . providing complete local news coverage plus Associated Press news wire. Local sports coverage plus national sports wire news.

KDJI RADIO presents the Navajo Hour twice daily, emceed by a full-blooded Navajo announcer with a terrific following!

Want to reach everybody in America's Indian Country? KDJI RADIO has spot announcements available in English, Navajo, Hopi, Apache and Spanish languages . . . we talk to everyone except the jackrabbits!

KDJI RADIO is Represented by:
In the Western States
TRACY MOORE & ASSOCIATES
In Eastern Cities
CONTINENTAL RADIO SALES

5000 WATTS

Prepared by
**ALLIED
CREATIVE
SERVICES**

Market Data:

	0.5 MVM Coverage	0.25 MVM Coverage
Population	175,900	254,600
Households	39,190	60,880
Radio Homes	38,410	59,670
Spendable Income	\$232,273,000	383,099,000
Total Retail Sales	\$171,649,000	241,239,000
Food Stores	\$ 37,813,000	56,363,000
Drug Stores	\$ 3,786,000	6,732,000
Gen'l Merchandise	\$ 22,400,000	27,566,000
Apparel Stores	\$ 4,269,000	6,486,000
Home Furnishings	\$ 4,039,000	5,542,000
Auto Sales	\$ 30,138,000	44,363,000
Service Stations	\$ 30,530,000	40,917,000
Private Autos	36,180	65,350
Farm Population	22,800	27,300
Farm Households	5,700	6,830
Gross Farm Income	\$ 18,778,000	36,922,000

SOURCE: SRDS Consumer Data 1968.



Walter V. Lowe,
President & General Manager
Postal Box 430
Phone (602) 524-3994
Holbrook, Arizona 86025



RADIO 56

1000 WATTS

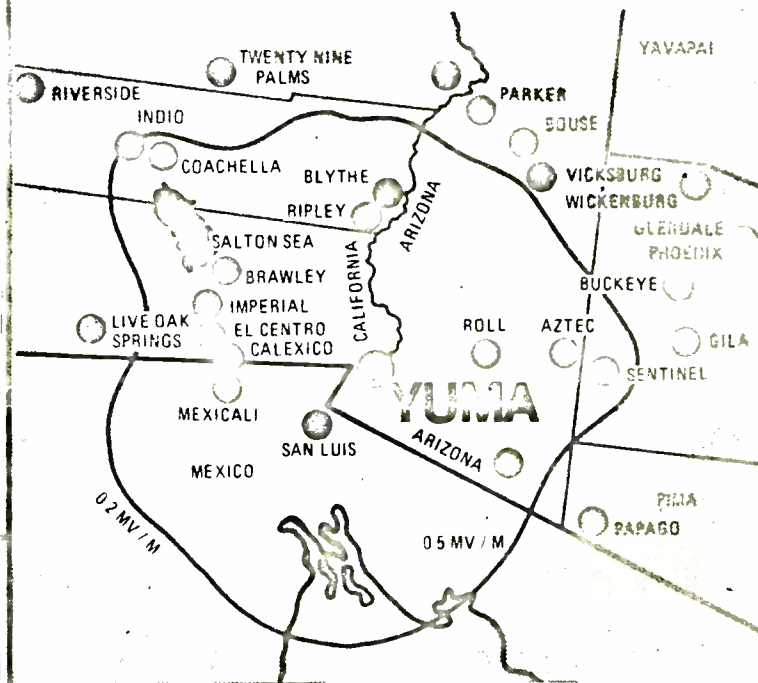
560 kc.

Yuma's oldest and most powerful radio station serves the fast-growing areas of Yuma County, in Arizona, plus the Imperial and Palo Verde Valleys of California

NBC News and the complete staff of the KBLU TV & Radio News Dept. present comprehensive local, state and national news

Agricultural news is provided by KBLU TV & Radio Farm Director Fred Pelger, a veteran in his field

"20-20 Music—Perfect Hearing" describes the Contemporary music format which is a mix of the best of the current hits and memory songs



National Representative: AVERY-KNODEL, INC.

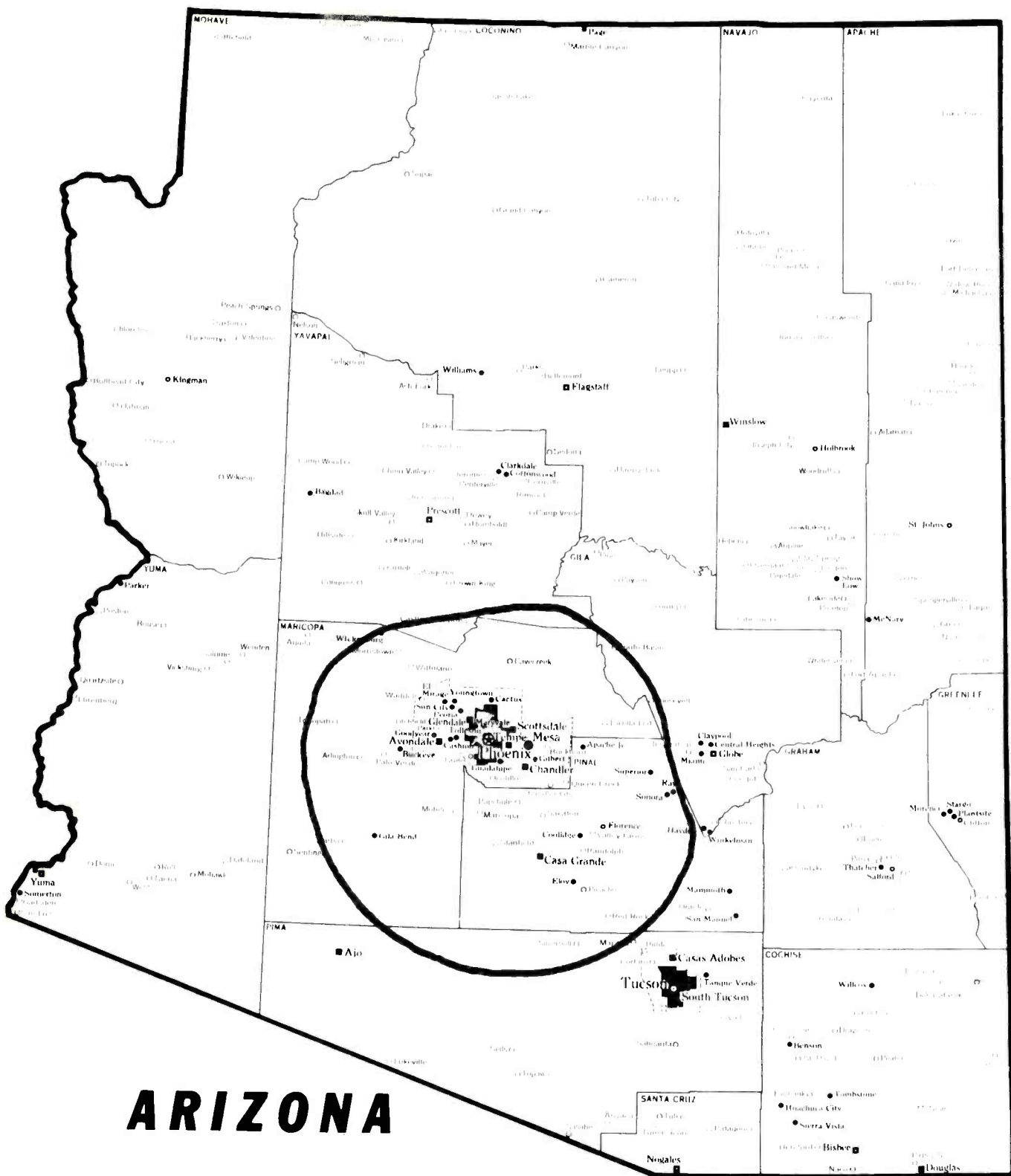


KBLU-TV & KBLU RADIO

P.O. Box 1501 Yuma, Az 85364 (602) 782-3881

AM 56 / TV Ch. 13

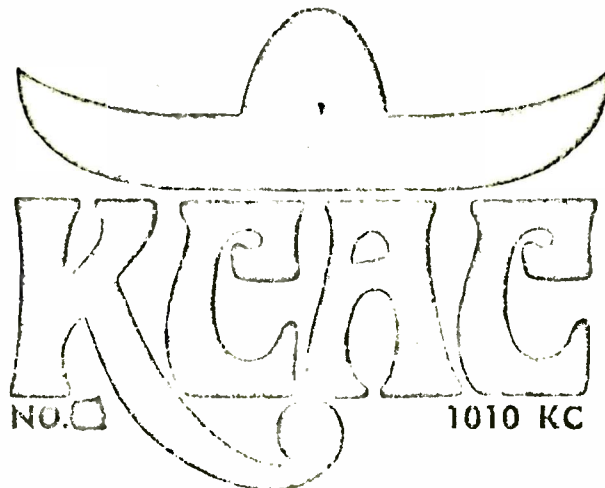
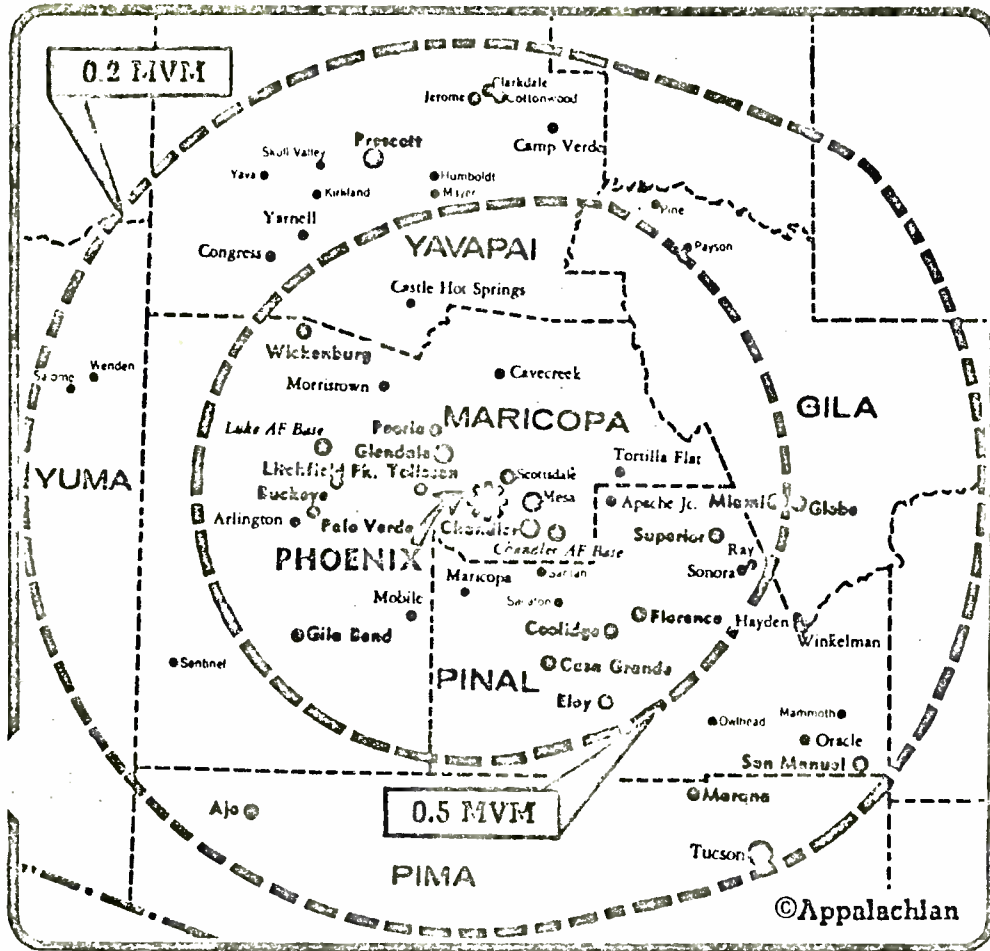
KBLU/Another company of Combined Communications Corp.



ARIZONA

0.5 MV/M CONTOUR
 NUMBER ONE RADIO
 KBUZ
 1310 KC 5 KW—D 0.5 KW, DA—N

Pulse says: KCAC I



MORE MUSIC MORE NEWS

KCLS

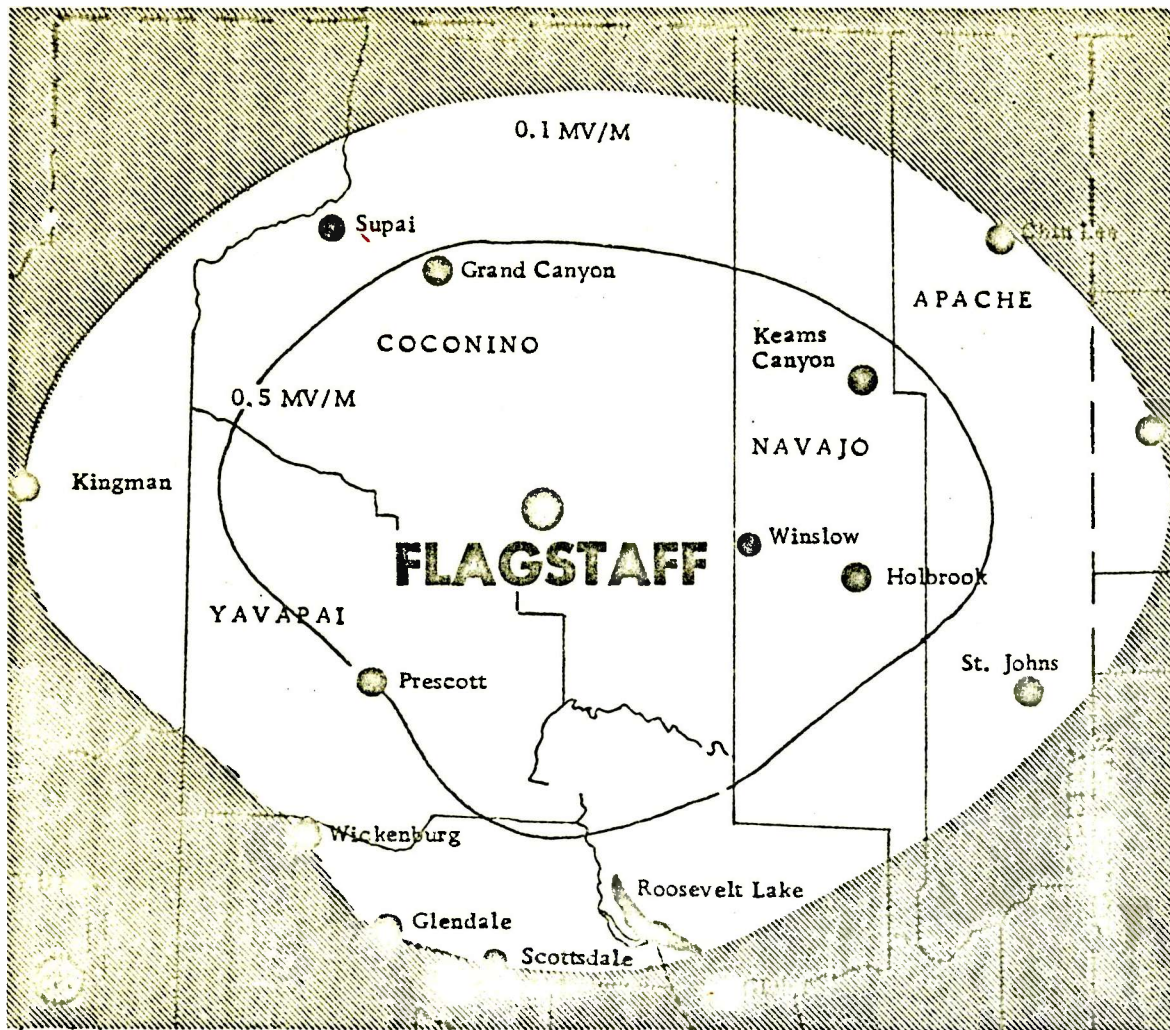
★ NBC NEWS AND MONITOR COMBINED WITH GOOD LOCAL PROGRAMMING AND COMPLETE STATE NEWS COVERAGE THROUGH ABS FACILITIES GIVE YOU WIDER AUDIENCE APPEAL.

Address All Communications To:

~~KTAR BROADCASTING COMPANY~~

~~1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.~~

National Representative: AVERY-KNODEL, INC.



5000 WATTS

KCLS

600 KC

FLAGSTAFF, ARIZONA

**THE MOST POWERFUL--THE MOST POPULAR
RADIO STATION IN NORTH ARIZONA**

MARKET DATA:

	Within 0.1 MV/M	Within 0.5 MV/M
Total Population	260,200	222,200
Total Households	70,660	63,210
Total Radio Homes	68,527	60,050
Spendable Income	\$ 512,064,000	\$ 475,554,300

RETAIL SALES:

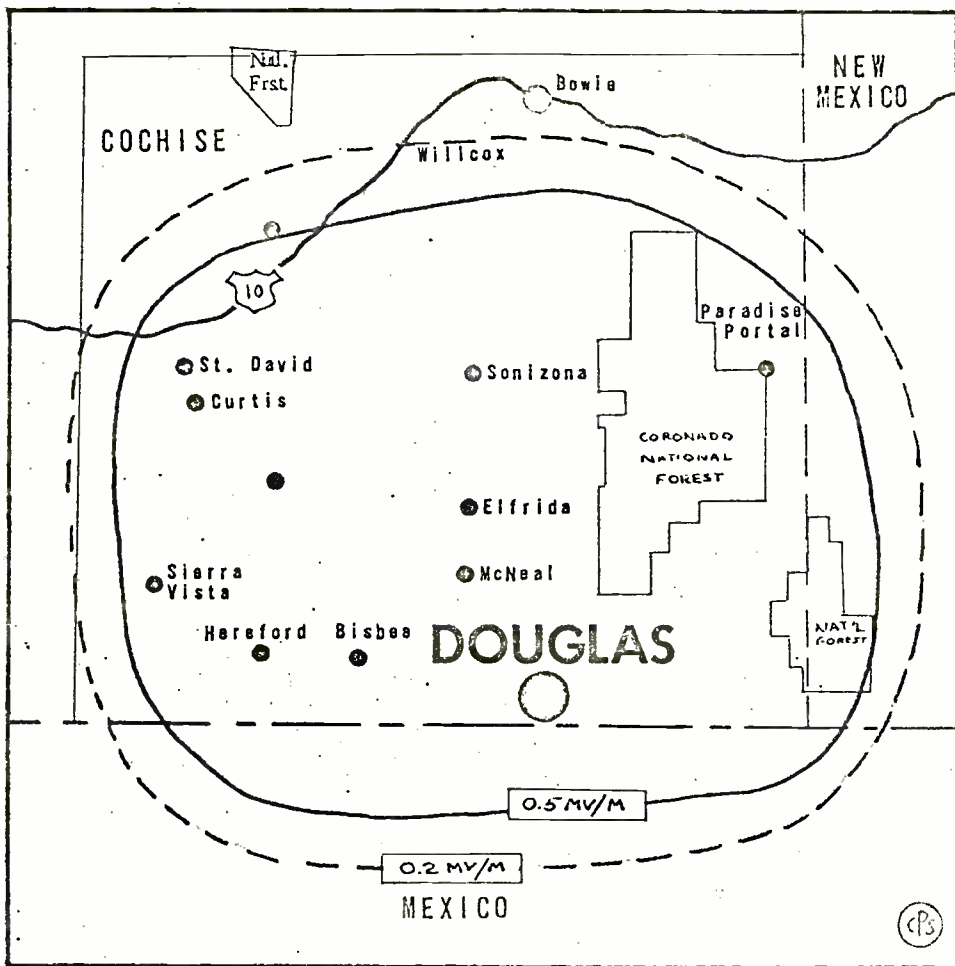
Food Sales	\$ 75,680,000	\$ 72,778,000
Drug Sales	\$ 11,195,000	\$ 10,964,000
General Merchandise	\$ 31,429,000	\$ 27,054,000
Apparel Stores	\$ 13,255,000	\$ 13,069,000
Home Furnishings	\$ 7,002,000	\$ 6,675,000
Automotive Sales	\$ 65,187,000	\$ 62,194,000
Filling Stations	\$ 44,785,000	\$ 40,766,000
TOTAL RETAIL SALES ..	\$ 332,912,000	\$ 315,981,000

FARM DATA:

Total Population	16,500	10,900
Farm Gross Income	\$ 27,837,000	\$ 20,933,000

SOURCE: SRDS Consumer Market Data; January 1, 1968.

KFRQ
KFRQ
KFRQ
KFRQ



250
WATTS

KAWT

1450
KC.

AFFILIATED WITH ABS (ARIZONA BROADCASTING SYSTEM)

DOUGLAS, ARIZONA

RADIO KAWT

- The only network station covering Southwestern Arizona
- Complete local and national news every half hour plus local and national sports coverage.
- The Finest Country / Western music for Arizona's most Western audience.
- Cattle . . . Mining . . . Tourism . . . Agriculture

National Representative: **VERY-KNODEL, INC.**

Address All Communications To:

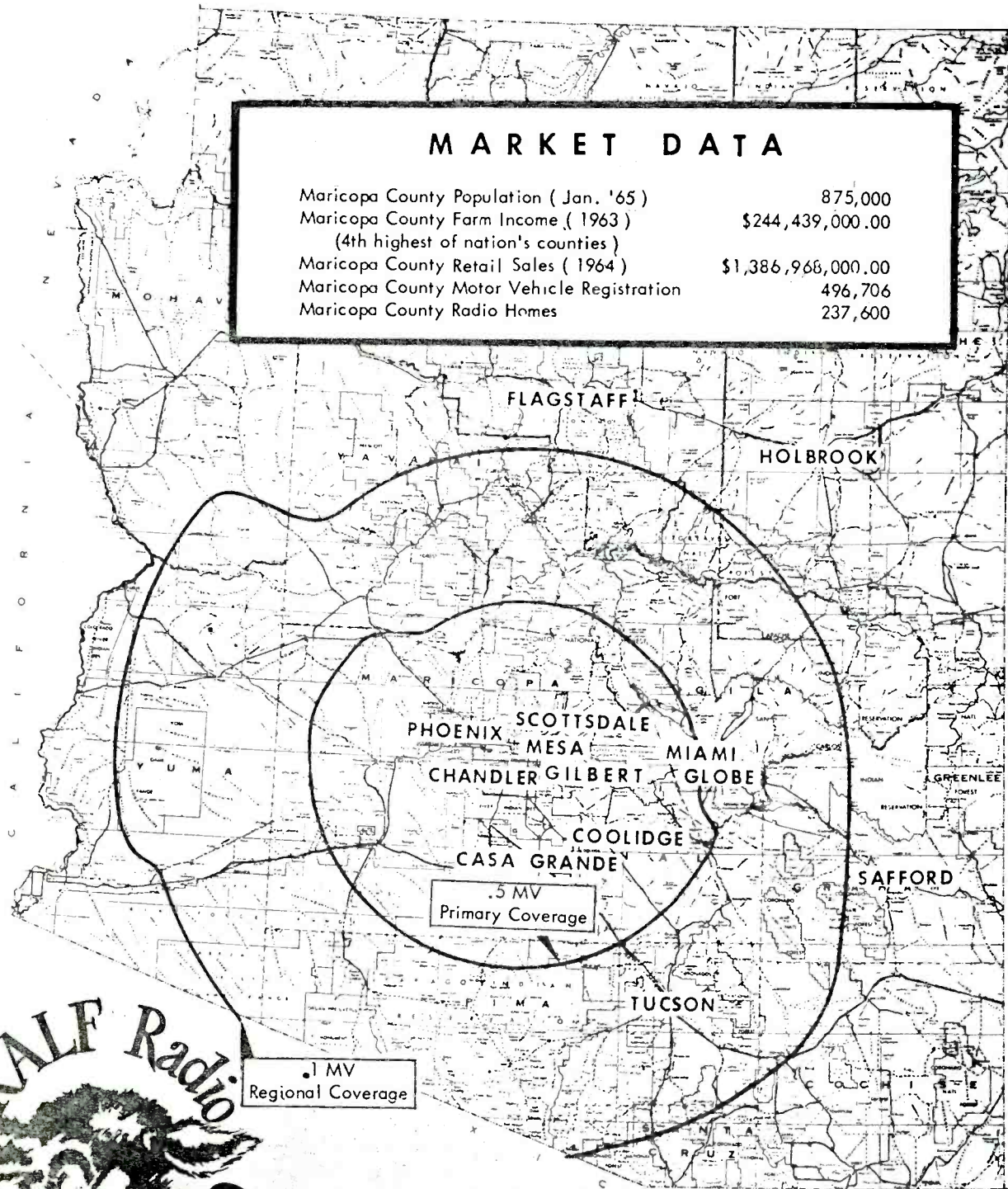
KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

MARKET DATA:		Within
		0.2 MV/M
Total Population	66,000
Total Households	18,370
Total Radio Homes	18,013
Spendable Income	\$ 135,896,000
RETAIL SALES:		
Food Sales	\$ 20,537,000
Drug Sales	\$ 2,626,000
General Merchandise	\$ 3,307,000
Apparel Stores	\$ 2,915,000
Home Furnishings	\$ 1,894,000
Automotive Sales	\$ 10,302,000
Filling Stations	\$ 9,458,000
TOTAL RETAIL SALES	\$ 65,326,000
FARM DATA:		
Total Population	38,000
Farm Gross Income	\$ 21,450,000

SOURCE: SRDS Consumer Market Data; Jan. 1966

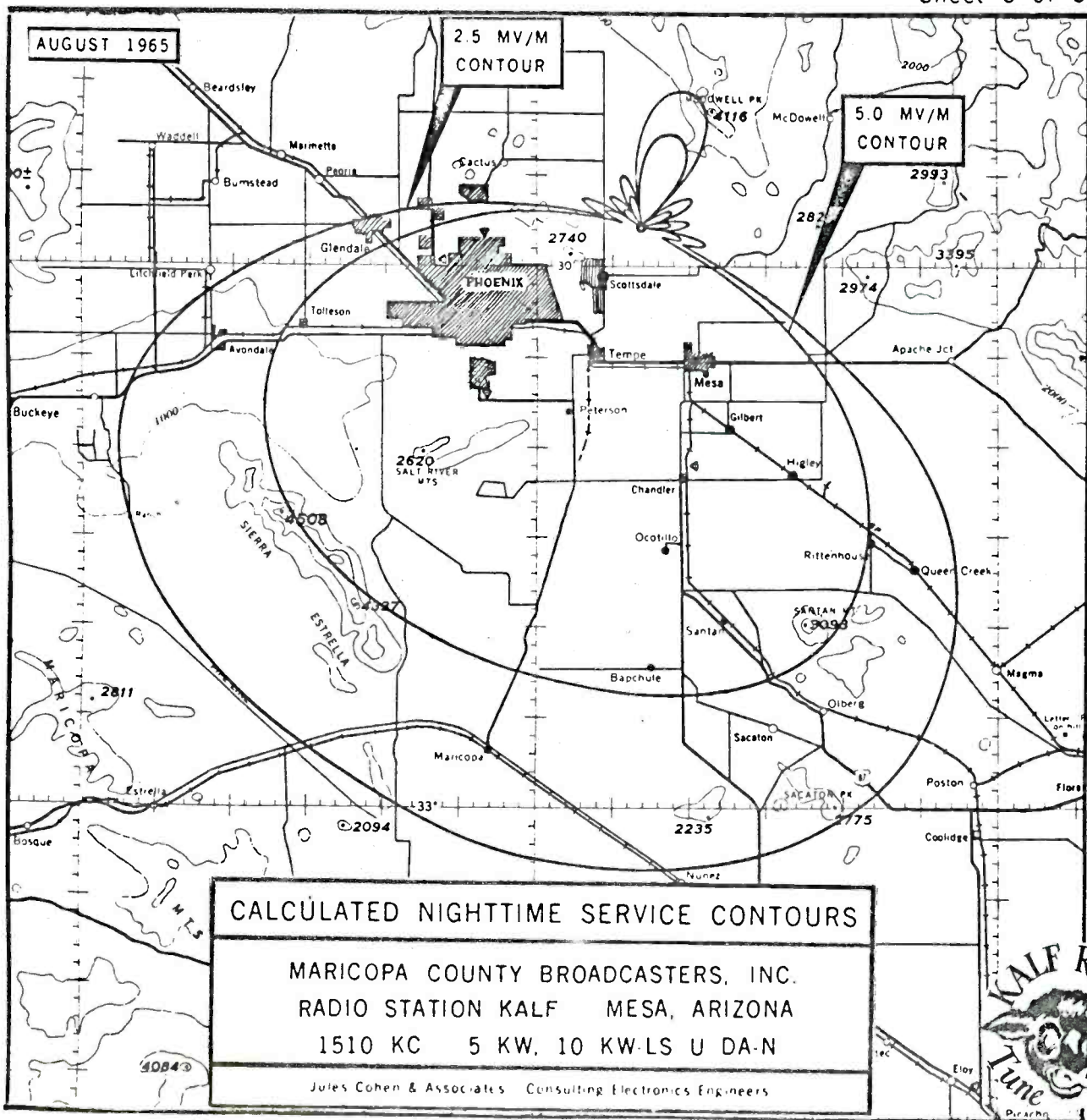
This is KALF Country



& there is More KALF = ON THE WAY!

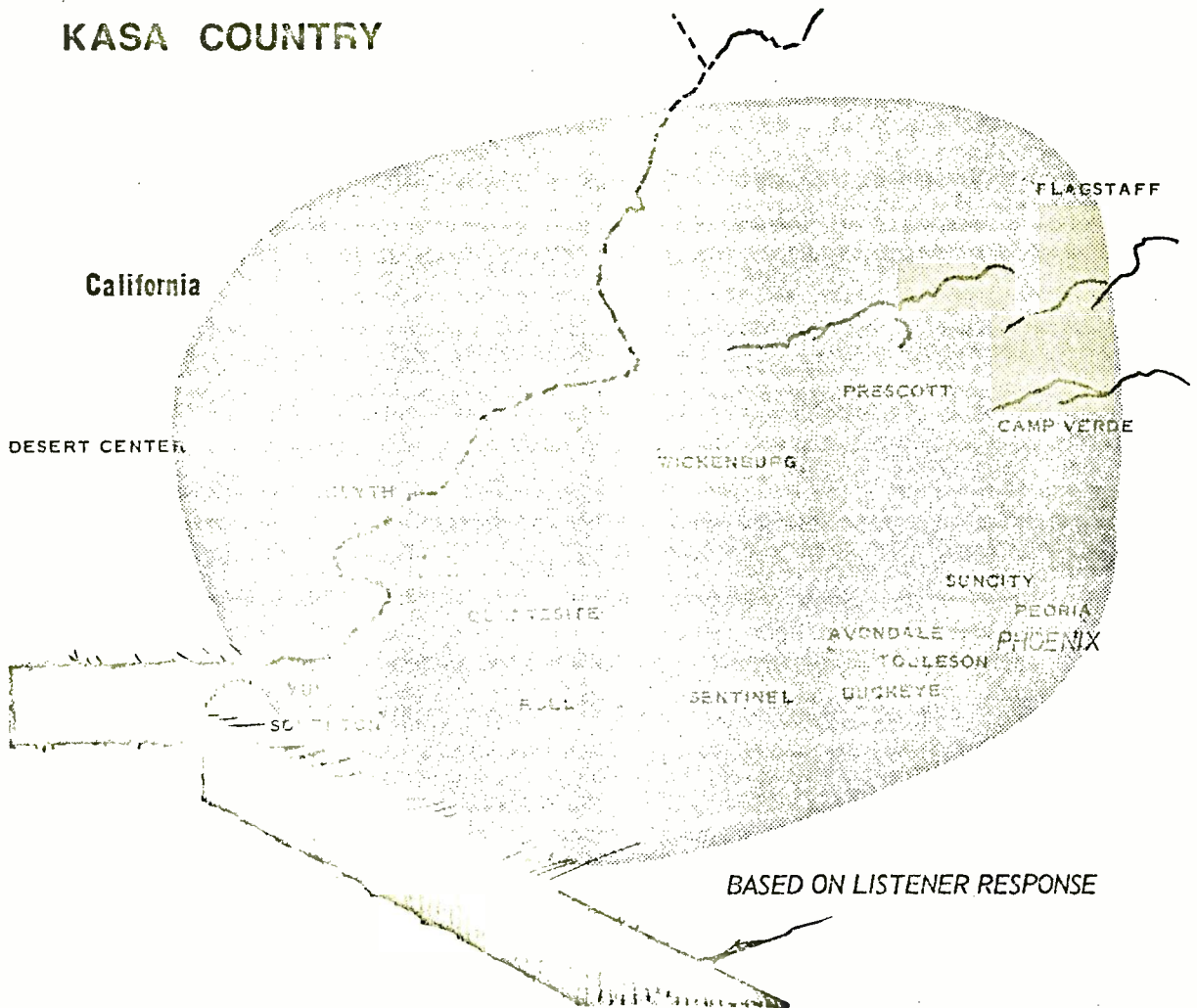
CENTRAL ARIZONA WILL BE KALF COUNTRY NOT ONLY ALL DAY--BUT THROUGH THE NIGHT HOURS TOO, WHEN THE STATION'S APPLICATION FOR A 5000 WATT NIGHTTIME LICENSE IS APPROVED BY THE F.C.C.

Sheet 3 of 3



KASA RADIO 1540

KASA COUNTRY



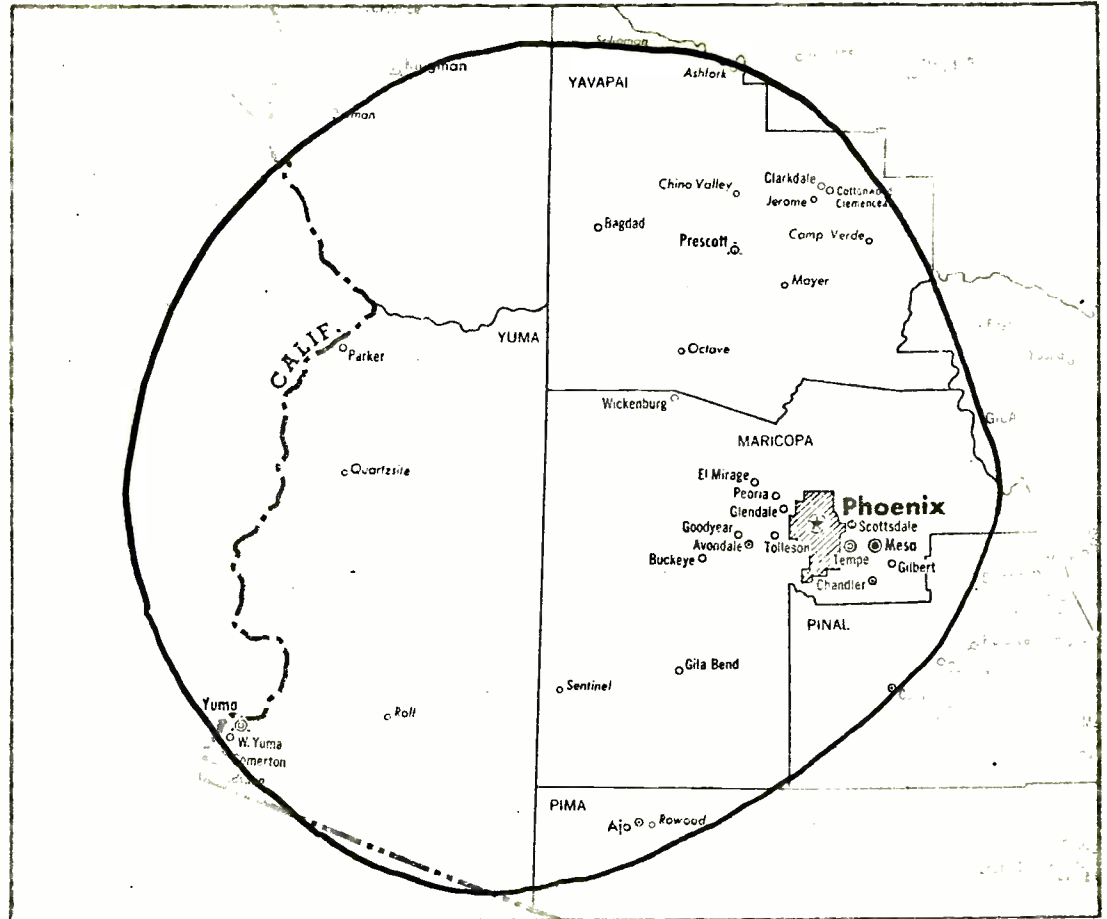
KASA FACTS

- ✦ KASA'S POWERFUL 10,000 WATT SIGNAL COVERS NORTHERN, WESTERN, AND SOUTHERN ARIZONA ALONG WITH PARTS OF SOUTHERN CALIFORNIA.
- ✦ KASA'S BIG SOUND SERVES OVER 1,000,000 IN THE GREAT SOUTHWEST.
- ✦ NATIONWIDE SURVEYS PREDICT PHOENIX AND ARIZONA WILL CONTINUE TO LEAD THE NATION IN GROWTH IN THE NEXT 10 YEARS.
- ✦ RETAIL SALES IN KASA COUNTRY ARE OVER \$1,300,000,000. CONSUMER SPENDABLE INCOME IS OVER \$2,000,000,000.
- ✦ OTHER GROUP MEMBERS: KBLE AM & FM (SEATTLE, WASHINGTON) - KARI AM (BLAINE WASHINGTON - VANCOUVER, B.C.) - KERI FM (BELLINGHAM, WASHINGTON.)

KASA RADIO - 10,000 WATTS - PHOENIX KASA RADIO - 10,000 WATTS - PHOENIX - 1540 - KASA RADIO - 10,000 WATTS - PHOENIX - 1540 - KASA RADIO - 10,000 WATTS - PHOENIX - 1540 - KASA RADIO - 10,000 WATTS - PHOENIX - 1540

KASA - LAND

10,000 watts - 1540 kc - Clear Channel



SERVING OVER 1,000,000 IN GREATER PHOENIX & CENTRAL ARIZONA

KASA

KASA'S powerful 10,000-watt signal covers Greater Phoenix and Central Arizona and is heard into California.

Retail sales within KASA coverage are over \$1,300,000,000.00
Consumer Spendable Income is over \$2,000,000,000.00

Nationwide surveys predict Phoenix and Arizona will continue to lead the nation in growth over the next 10 years.

Other stations in group: KBLE AM & FM, Seattle, Washington
KARI AM, Blaine, Washington - Vancouver, B.C. • KERI - FM, Bellingham, Washington

- over -

KATO

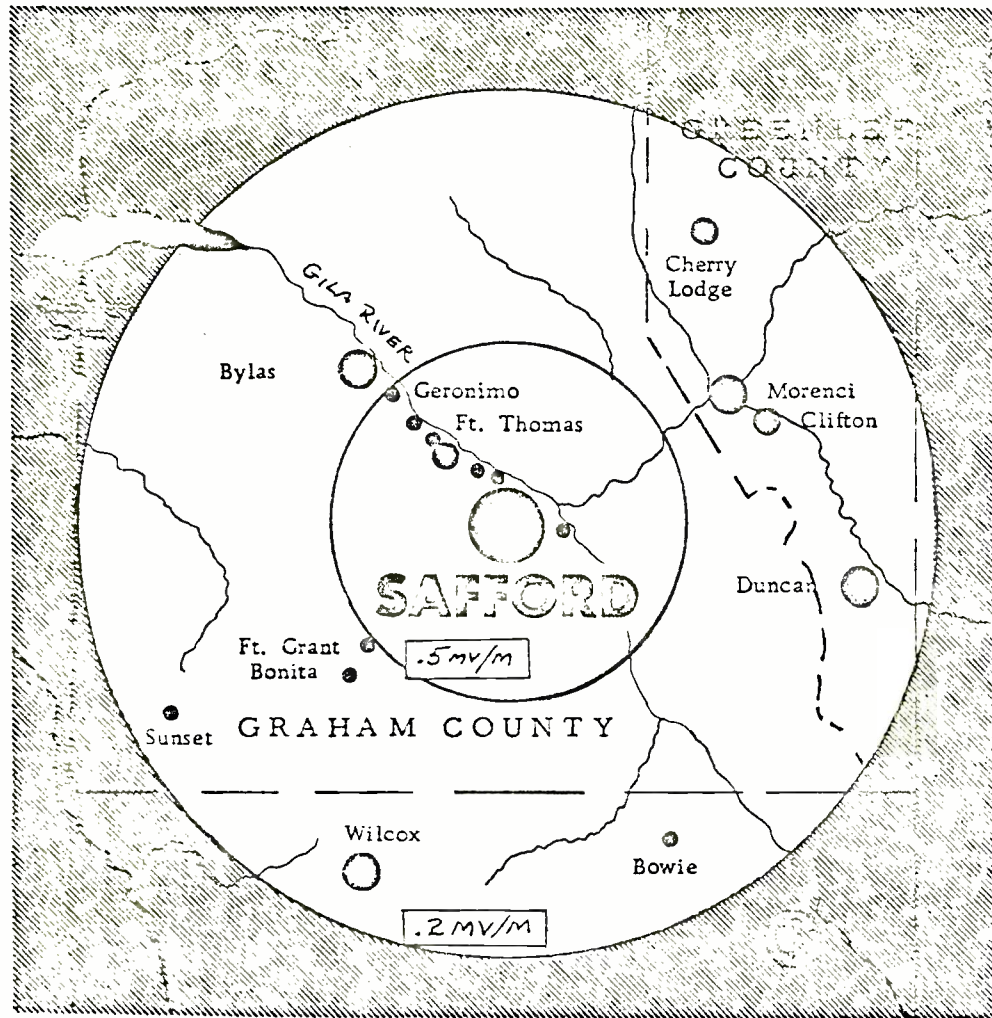
- The only radio station in one of the largest agricultural valleys in the state.
- NBC NEWS and MONITOR, combined with ABS news coverage and good music give you radio listening at its finest.
- A combination of KATO in Safford and KIKO in Globe-Miami gives you full coverage from central Arizona east to the New Mexico border.

National Representative: AVERY-KNODEL, INC.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.



250 WATTS **KATO** 1230 KC
SAFFORD, ARIZONA

AFFILIATED WITH NBC AND ABS (ARIZONA BROADCASTING SYSTEM)

MARKET DATA:

	Within 0.2 MV/M
Total Population	27,900
Total Households	7,350
Total Radio Homes	7,011
Spendable Income	\$63,895,000

RETAIL SALES:

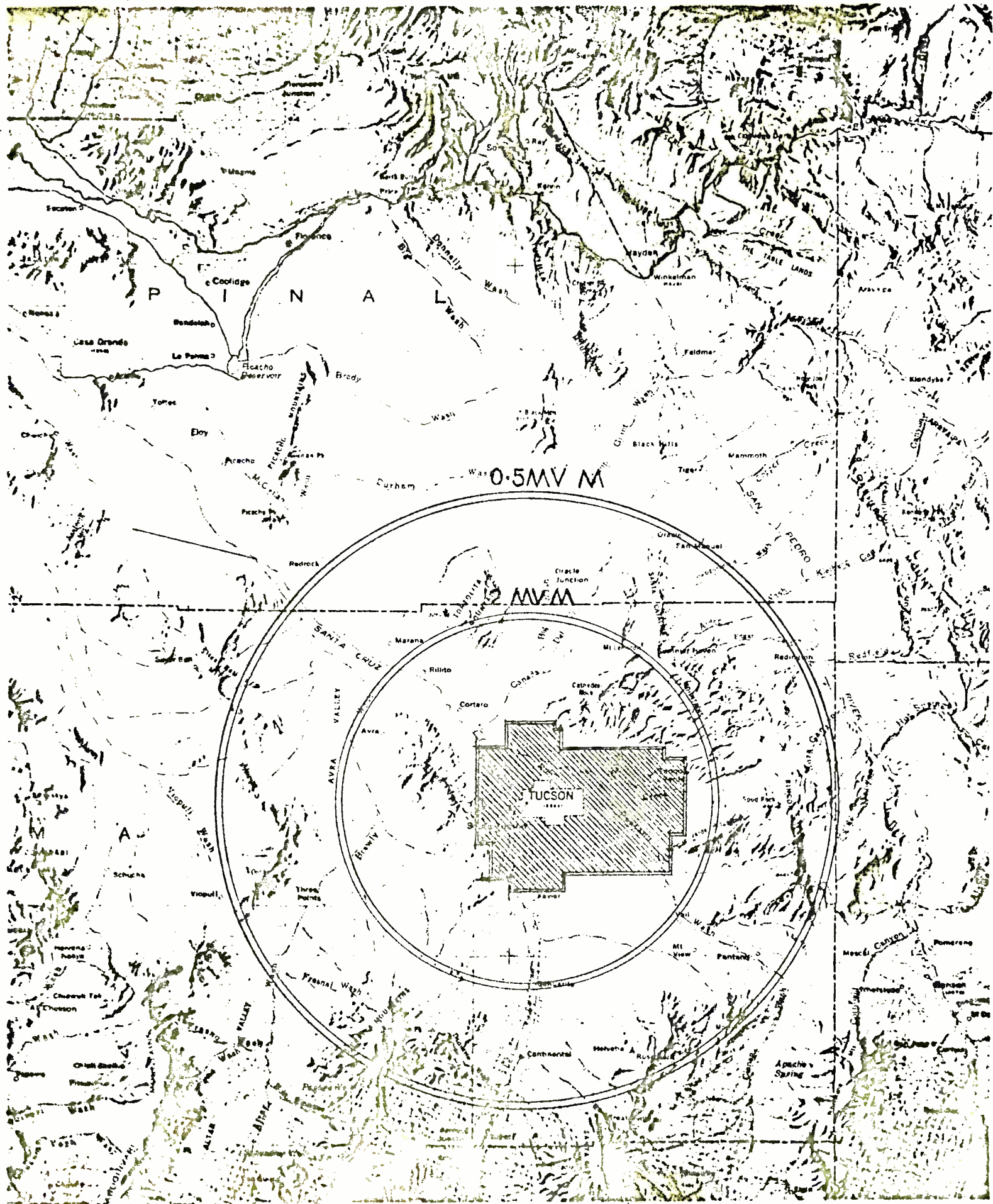
Food Sales	\$ 9,715,000
Drug Sales	\$ 1,117,000
General Merchandise	\$ 3,190,000
Apparel Stores	\$ 1,159,000
Home Furnishings	\$ 2,148,000
Automotive Sales	\$ 5,054,000
Filling Stations	\$ 3,762,000
TOTAL RETAIL SALES	\$32,414,000

FARM DATA:

Total Population	2,600
Farm Gross Income	\$20,952,000

SOURCE: SRDS Consumer Market Data; Ja

1968



KAIR SERVICE CONTOURS
 1490 KC 250 WATTS - U
 KAIR BROADCASTING CO. TUCSON ARIZ

ou're in KAFF COUNTRY



← Auto Signal 143 miles

Auto Signal 140 miles ↗



Auto Signal 151 miles →

Member
Arizona
Broadcasters
Association

Clear Auto Signal to Phoenix



Member
American
CONTEMPORARY
Network



Market Data:

100%
Country
Western
Format

FLAGSTAFF, ARIZONA

... and cultural center of the state of Arizona. 1968 Population 26,000.

FLAGSTAFF is the site of Northern Arizona University, with student enrollment exceeds 20,000 and plans for 10,000 by 1970.

FLAGSTAFF is the home of world-famous Lowell Observatory where the Air Force is mapping outer space for the travel of our astronauts; the U.S. Naval Observatory, The Headquarters, United States Astrogeological Research Center.

FLAGSTAFF is the City of SEVEN Wonders . . . sights seen by millions of tourists and travelers include The Grand Canyon National Park, 12,500-foot high Granddisono Peaks, Wupatki National Monument, Sunset Crater National Monument, Meteor Crater, Walnut Canyon National Monument, Oak Creek Canyon . . . and Flagstaff is the intersection of interstate 40, 17, U.S. Highways 60, 89, 89A, and 180.

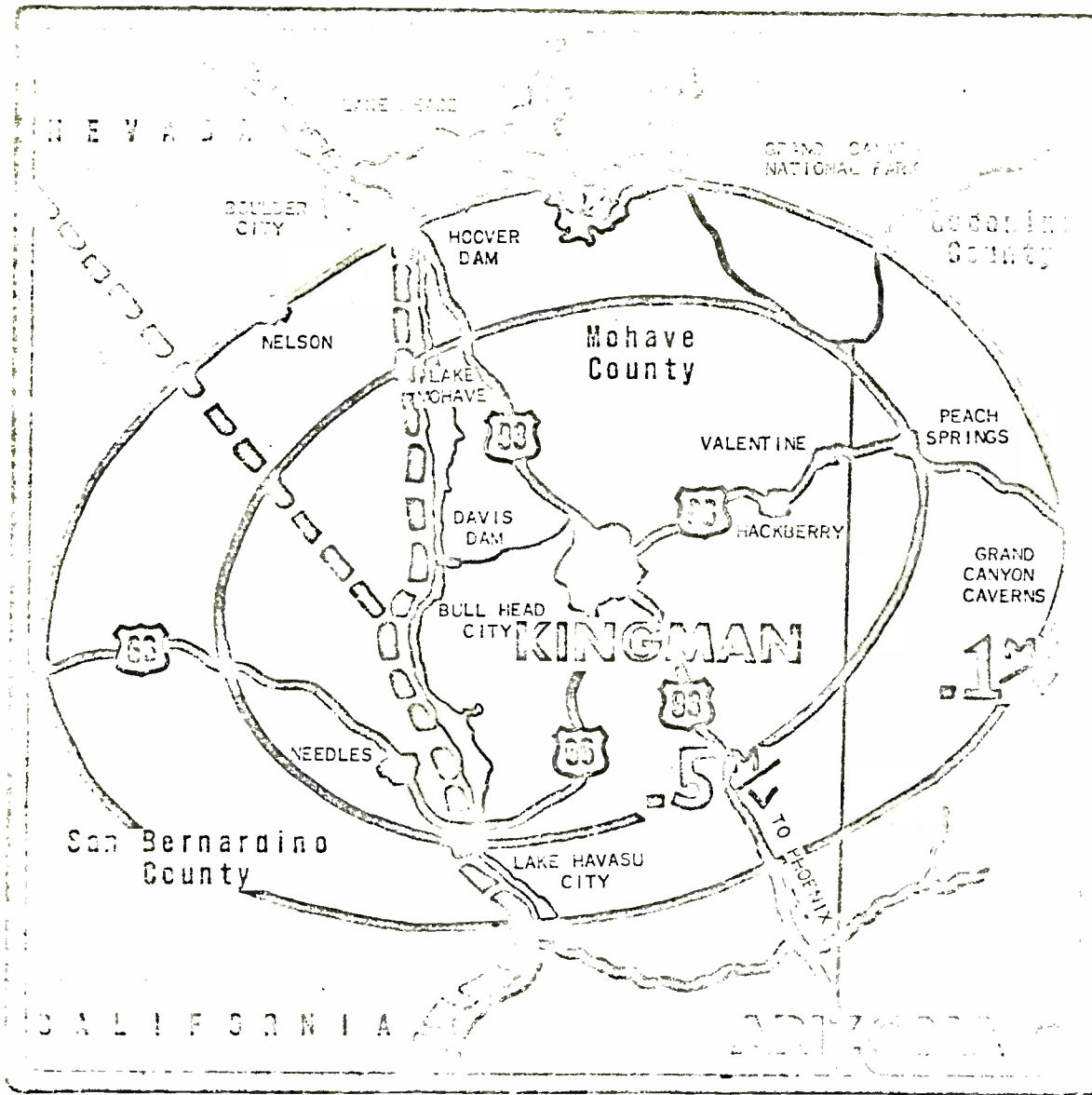
FLAGSTAFF is an industrial area, site of factories manufacturing products, textiles, furniture, and the home of the Army Depot.

FLAGSTAFF is a sports center, within Coconino County, the largest county in the continental USA . . . more than 140 lakes and streams, all kind of sporting, game hunting, Arizona State Bowl and Bill Williams Mountain Ski Centre, three modern high schools and university sports.

FLAGSTAFF is a radio center, broadcast KAFF 13.7 FM, reaching casting to all of Northern Arizona on 930 kc daytime.

Nationally Represented by:
Grant Webb & Co.

Prepared by:
MILLER CREATIVE SERVICE



KAAA

- NBC NEWS and MONITOR combined with good local programming to give you the best in radio.
- 5,000,000 tourists per year pass within a half mile of KAAA TOWER.
- No other medium for 240 miles of U. S. Route 66 or Route 93 (between Phoenix and Las Vegas).

National Representative: AVERY-KNCDEL, INC.

Address All Communications To:

KTAR BROADCASTING COMPANY

1101 N. CENTRAL AVE. PHONE AL 4-4161 PHOENIX, ARIZ.

1000 WATTS

KAAA

1230 KC

KINGMAN, ARIZONA

"First Call On The List... Coast To Coast... First Call For Its Northwest Arizona and Adjacent California"

MARKET DATA:

	Within 0.1 MV/M
Total Population	12,590
Total Households	4,371
Total Radio Homes	4,300
Spendable Income	\$ 25,046,030

RETAIL SALES:

Food Sales	\$ 4,352,170
Drug Sales	\$ 903,450
General Merchandise	\$ 1,437,400
Apparel Stores	\$ 614,210
Home Furnishings	\$ 1,517,550
Automotive Sales	\$ 4,571,140
Filling Stations	\$ 7,493,080
TOTAL RETAIL SALES	\$ 26,693,010

FARM DATA:

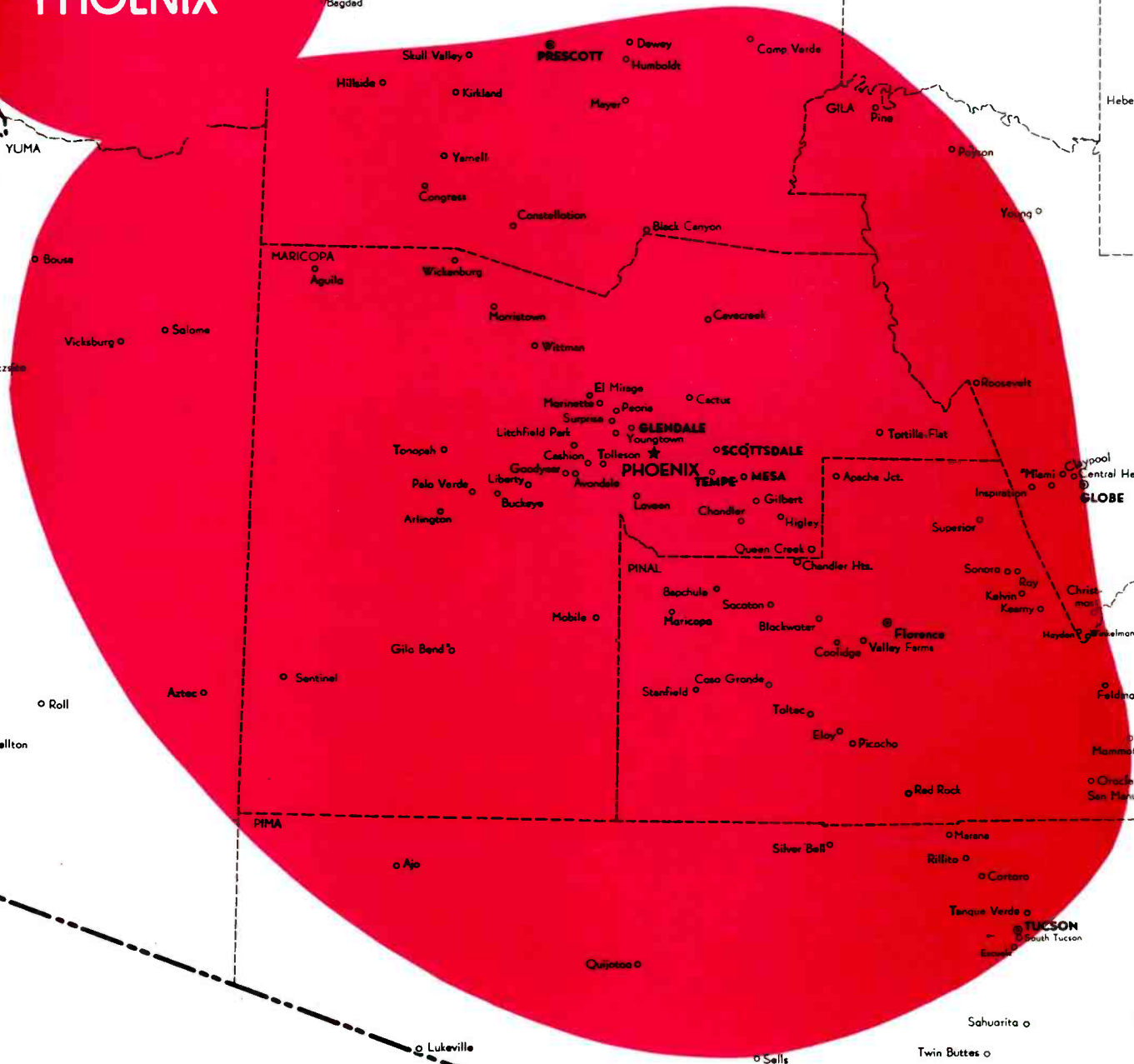
Total Population	350
Farm Gross Income	\$ 1,087,660

SOURCE: SRDS Consumer Market Data; Bureau of the Census, 1964

RADIO
KPHO
 PHOENIX

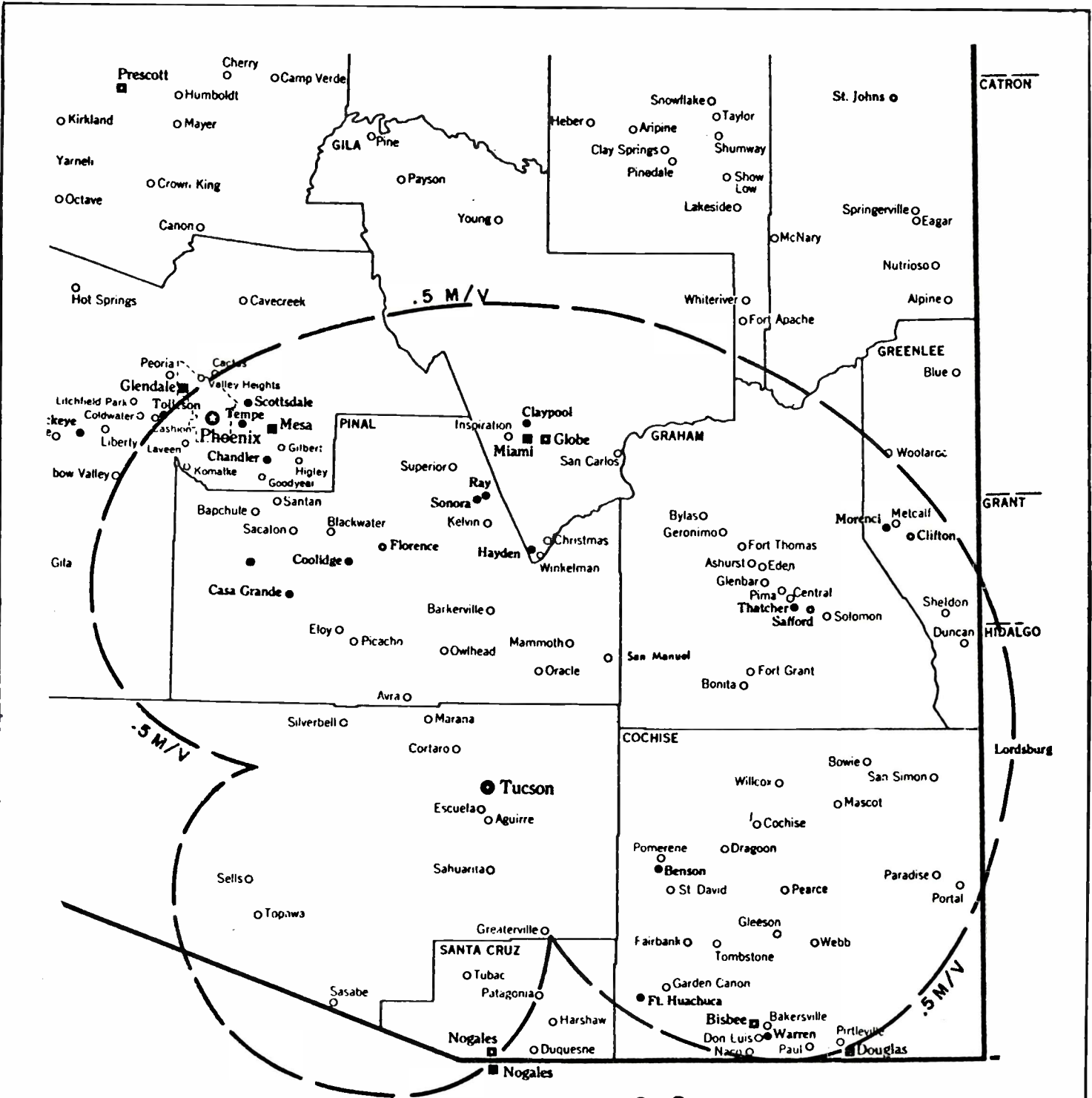
Coverage Area

5MV/MC CONTOUR 5000 W AT 620 KC.

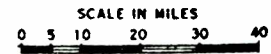


KPHO RADIO 910 PHOENIX

AMERICAN INFORMATION & AMERICAN ENTERTAINMENT RADIO NETWORKS
 BROADCASTING DIVISION / RADIO / MEREDITH CORPORATION
 KPHO AM PHOENIX • KCMO AM & KFMU (FM) KANSAS CITY • WHEN AM SYRACUSE • WOW AM & FM OMAHA



MEXICO



STATION KTKT

**990 KG — 10,000 WATTS
TUCSON, ARIZONA**

SERVICE CONTOURS BASED ON FIELD INTENSITY MEASUREMENTS

CERTIFIED BY:
T & T RADIO MEASUREMENTS CO.
LONG BEACH, CALIFORNIA

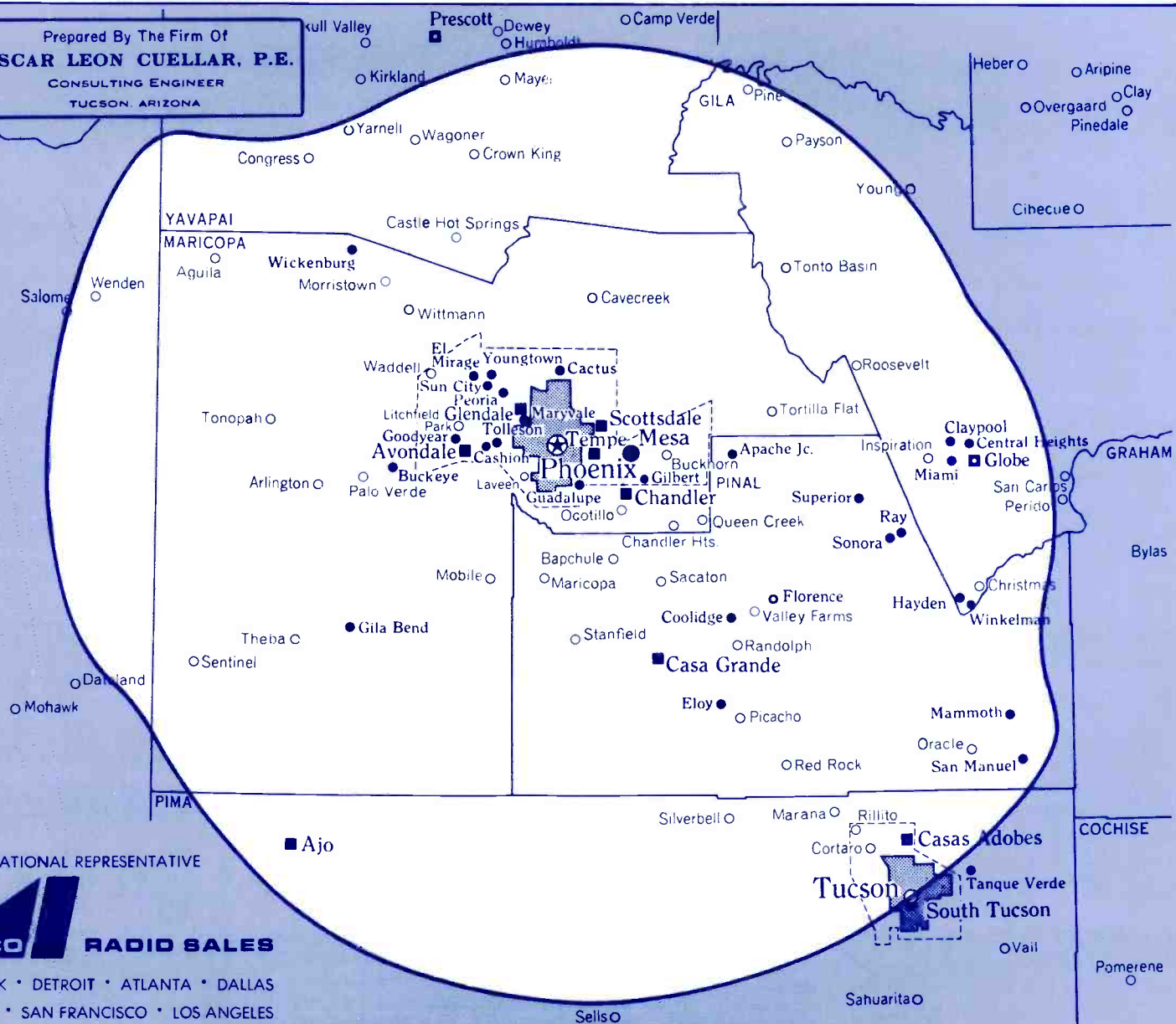
Jay E. Tapp
JAY E. TAPP — RE # 4168
JANUARY — 1957

KTUF

ALL AMERICAN RADIO

1580 KC / 50,000 WATTS

Prepared By The Firm Of
OSCAR LEON CUELLAR, P.E.
CONSULTING ENGINEER
TUCSON, ARIZONA



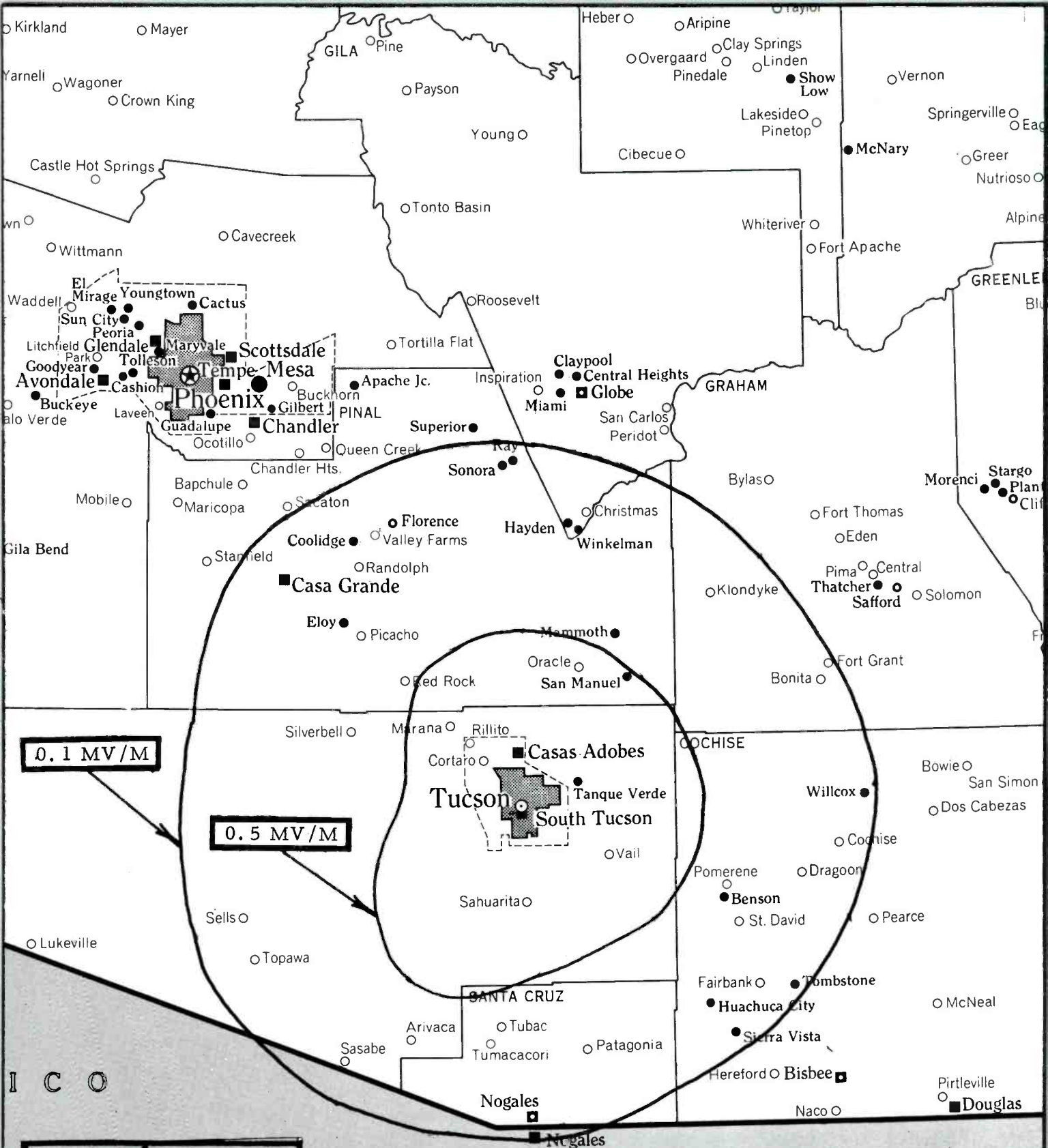
NATIONAL REPRESENTATIVE



RADIO SALES

NEW YORK • DETROIT • ATLANTA • DALLAS
CHICAGO • SAN FRANCISCO • LOS ANGELES

SERVING OVER 1,000,000 INHABITANTS



0.1 MV/M

0.5 MV/M



City Population

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

Calculated Service Contours
Radio Fiesta, Inc.
KXEW, Tucson, Arizona
1600KHz 1000 Watts
October 1970

WILLIS C. BEECHER
CONSULTING ENGINEER
WASHINGTON, D. C.

ARIZONA

Pop.	City
30,438	Apache
55,039	Cochise
41,857	Cocconino
25,745	Gila
14,045	Greenlee
11,509	Maricopa
663,510	Mohave
7,736	Navajo
37,994	Pima
265,660	Pinal
62,673	Pine
10,808	Santa Cruz
28,912	Yavapai
46,235	Yuma
1,302,161	Total



FACTS on PHOENIX

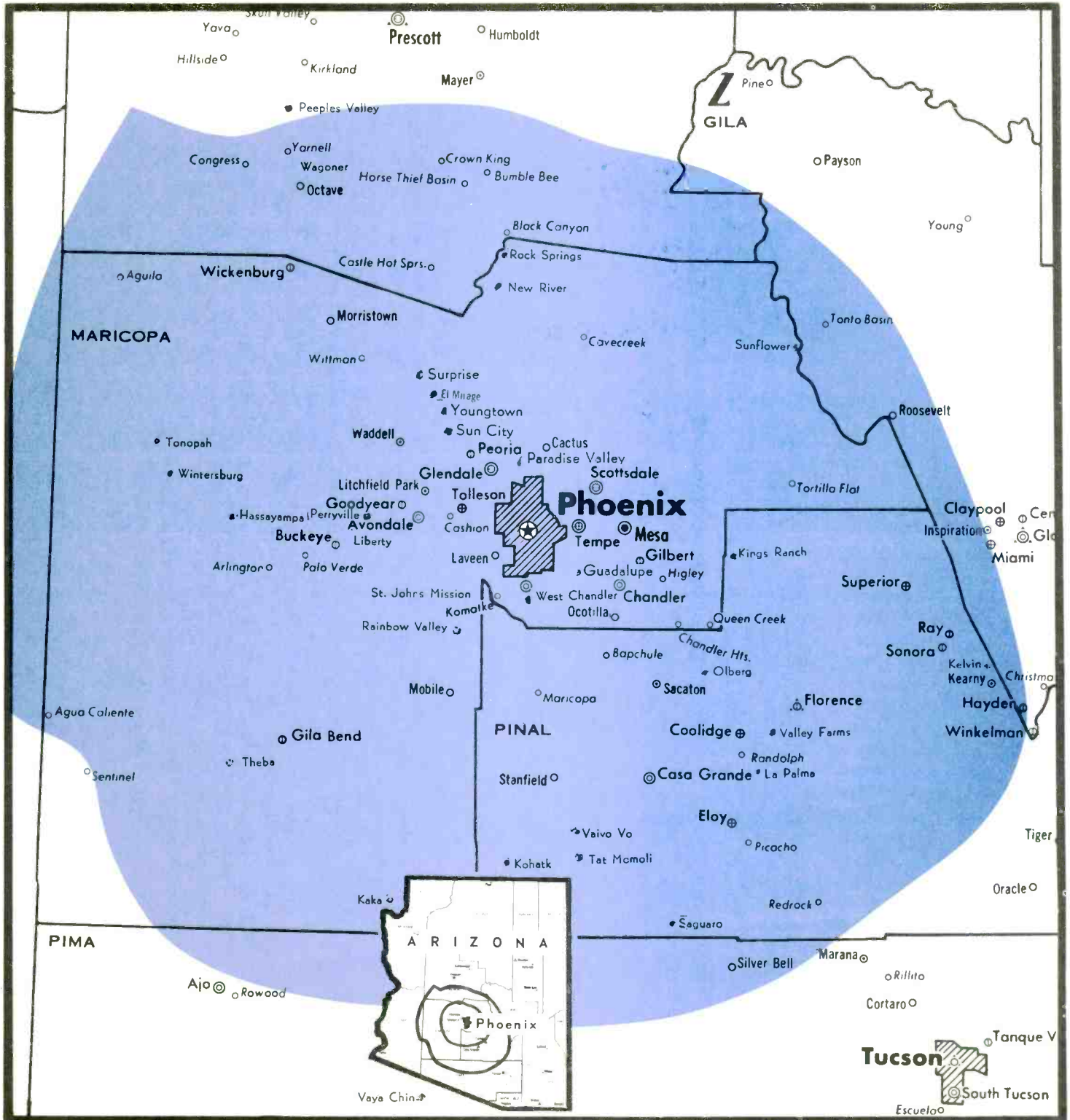
ARIZONA'S "Valley of the Sun"

"Radio "FENIX"
FULL TIME SPANISH
1000 Watts • 860 KC

Post Office Drawer 20644
Phoenix, Arizona 85036

LA VOZ, MEXICANA

Phone 602 - 258-4991
TWX...910-951-4267

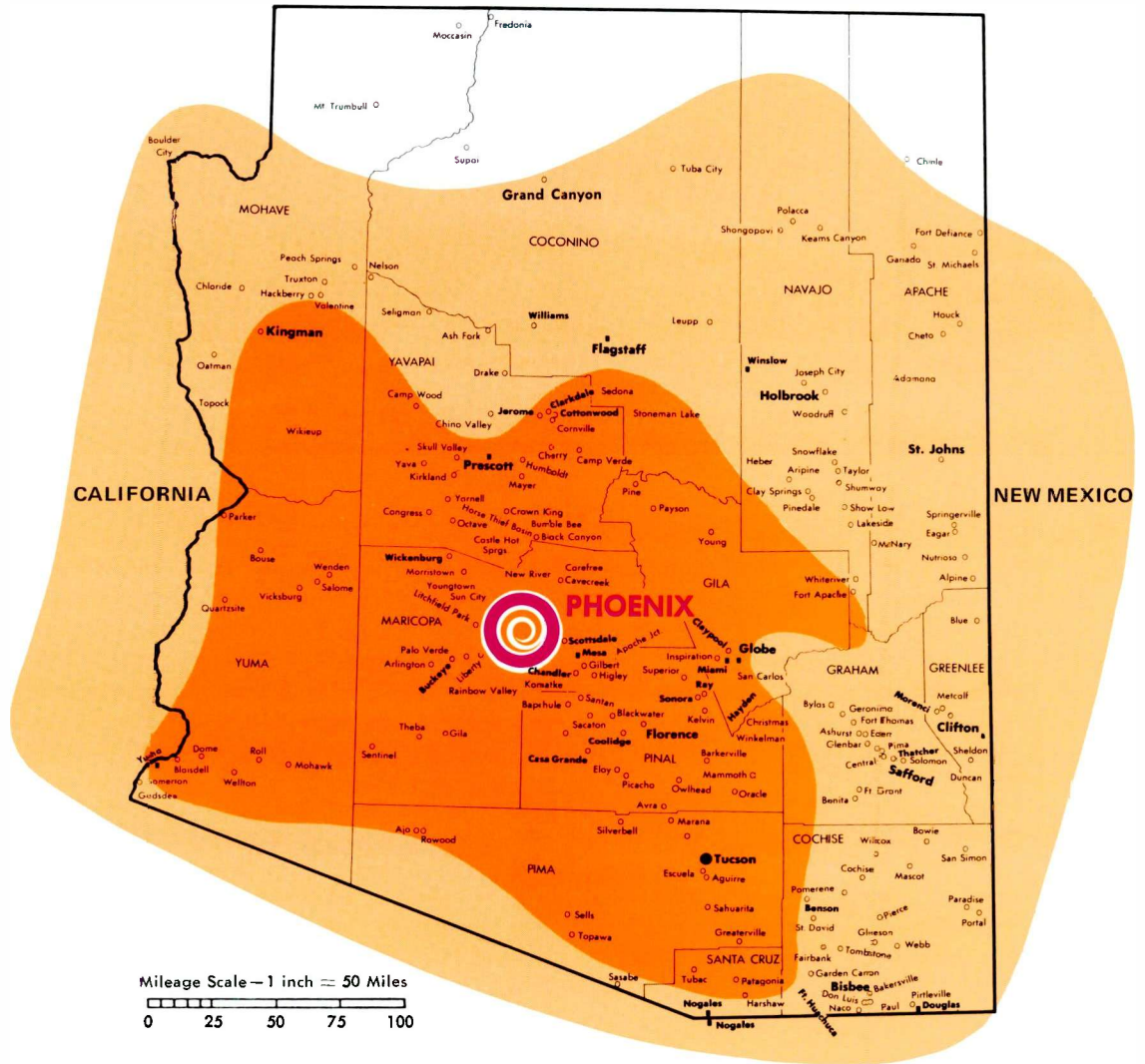


Represented nationally by SAVALLI/GATES INCORPORATED
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TICHENOR STATIONS—KGBT KELT-FM KGBT-TV MUSICO Harlingen / KUNO Corpus Christi / KIFN Phoenix / WACO WACO-FM Waco



covering arizona like the sun



COVERAGE DATA Contours based on actual field strength measurements using calibrated instruments under the Standards of Good Engineering Practices of the Federal Communications Commission.

KOY RADIO 5000 WATTS
 840 N. Central Ave., Phoenix, Ariz. 85004 • Phone (602) 258-8181
 A Southern Broadcasting Company Station
 Represented Nationally by Robert E. Eastman and Co. Inc.

(see the inside story . . .)

86515

WINDOW ROCK, ARIZONA

1300 KC • 1000 WATTS

KHAC

Can Profit with
Good Listening on

YOU



**DON'T
Hesitate!**



LISTEN

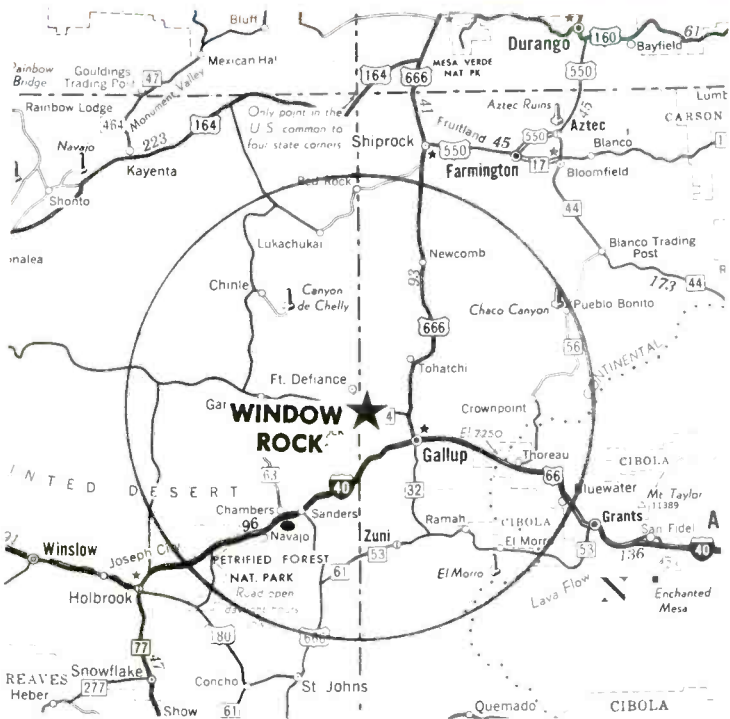
DAILY

telephone (area 505)

371-4387

KHAC

Window Rock, Arizona



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Merchants
Bank
GALLUP, NEW MEXICO**

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ON THE AIR



KHAC

is a station
FEATURING
FINE PROGRAMS
for the
WHOLE FAMILY



KHAC PROGRAM SCHEDULE

Sunday

7:00 Moody Presents
7:30 World News Summary
7:35 Evangelical Report
7:45 Sunday Music
8:00 Word of Grace
8:30 Heritage
9:00 World News Summary
9:05 Children's Sunday School
of the Air

NAVAJO PROGRAMING

9:15 Crystal Church Service
9:30 Indian Tribes Sing Sacred
10:00 Word of Love
10:30 News Round-Up in Navajo
10:45 Navajo Gospel Music
11:00 Community Bible Church Service
11:15 Worship Prelude
11:30 Hour of Blessing

12:00 News Round-Up
12:15 Sacred Dinner Music
1:00 Mester Plan
1:15 Sunday Music
1:30 Unshackled
2:00 World News Summary
2:05 Orchestra Time (Classical)
3:00 Fortress of Faith
3:15 Quartet Time
3:30 Children's Bible Hour
4:00 World News Summary
4:05 Sacred Concert
4:30 Music to Remember
4:45 Keyboard Interlude
5:00 World News Summary
5:05 Heavenly Harmonies
5:30 Special Services (**)
5:45 Sacred Band Music (**)
6:00 Evening News Round-Up (**)
6:10 Sunday Music (**)
6:30 Songs in the Night (*) (**)
7:00 World News Summary (*) (**)
7:05 Concert Hall (*) (**)
7:30 Sign-Off

* Programs not heard in October
** Programs not heard in November

Monday thru Friday

7:00 Early Morning News Round-Up (*)
7:15 Washington Report
7:30 Chapel of the Air
7:45 Breakfast Music
8:00 World News Summary
8:05 Music to Start the Day
8:30 Back to the Bible Broadcast
9:00 Regional News Summary
9:05 Bulletin Board
9:25 Heart to Heart
9:30 Congressional Report (M)
The Law and How it Serves You (T)
NASA Space Story (W)
Women's Listening (Th)
Behind the News (F)

9:45 Music
10:00 World News Summary
10:05 Mid-Morning Serenade
10:30 Through the Bible
11:00 News of New Mexico
11:05 Music of the Masters
11:30 Psychology for Living
11:45 Music Till Noon
12:00 News Round-Up
12:15 Music of Mantovani
12:30 Lifeline
12:45 Luncheon Melodies
1:00 News of Arizona

NAVAJO PROGRAMING

1:05 Polk and Western Music
1:15 World News Summary
1:20 Bulletin Board
1:30 Navajo Gospel Music
1:45 Bible School of the Air (M-T-W)
Voice of the Shepherd (Th)
Read Your Bible (F)
2:00 Regional News Summary
2:05 Sacred Western Music
2:15 Public Affairs (M-W-F)
Lifeline (T-Th)
2:30 Music for Weaving
3:00 World News Summary
3:05 Sacred Western Music
3:15 Camp Meeting of the Air (M-W)
Gospel Gems (T)
Answers to Your Questions (Th)
Camp Meeting---Sing-Along (F)
3:30 Navajo Gospel Hour (M-T-W-F)
Living Water (Th)
3:45 Navajo Request Time
4:00 World News Summary
4:05 School Lunch Menu
4:10 Request Time

4:30 Happy Time
4:45 Sailor Sam
5:00 World News Summary
5:05 Community Interest Report (M-W-F)
Community Countdown (T-Th)
5:15 Teen Music (**)
5:30 Tips for Teens
(4:15 in November)
5:45 Band Time (**)
6:00 Evening News Round-Up (**)
6:15 Evening Music (**)
6:30 Unshackled (*) (**)
7:00 World News Summary (*) (**)
7:05 Concert Hall (*) (**)
7:30 Sign-Off

* Programs not heard in October
** Programs not heard in November

Saturday

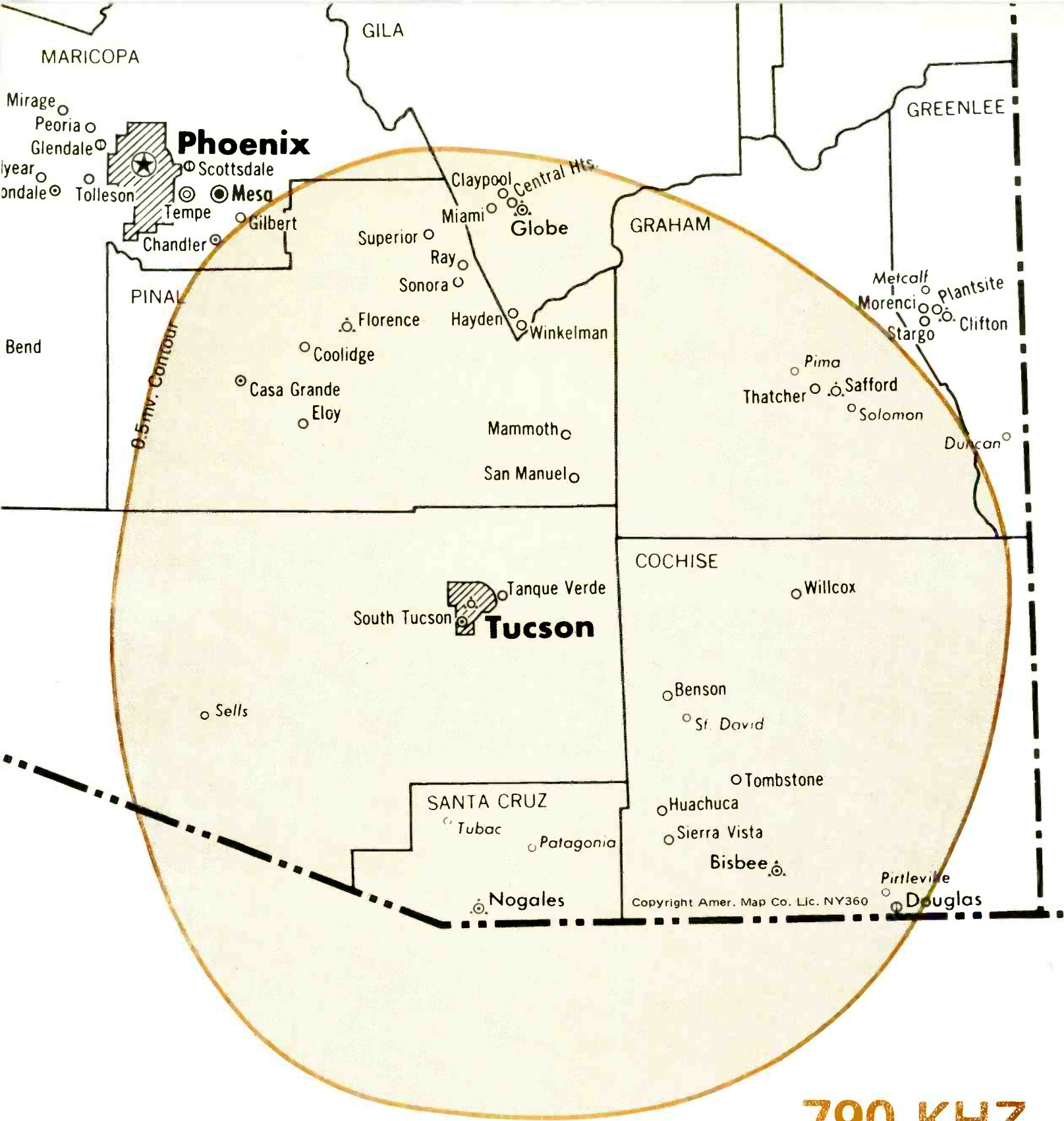
7:00 Early Morning News Round-Up (*)
7:15 Morning Melodies
7:30 Chapel of the Air
7:45 Breakfast Music
8:00 World News Summary
8:05 Music to Start the Day
8:30 Back to the Bible Broadcast
9:00 Fanger Bill
9:30 Aunt B's Story Time
9:45 Music
10:00 World News Summary
10:05 Mid-Morning Serenade
10:30 Heart to Heart
10:45 Bulletin Board
11:00 News of New Mexico
11:05 Music of the Masters
11:30 Psychology for Living
11:45 Music Till Noon
12:00 News Round-Up
12:15 Music of Mantovani
12:30 Lifeline
12:45 Luncheon Melodies
1:00 News of Arizona

NAVAJO PROGRAMING

1:05 Folk and Western Music
1:15 Indian Bible Hour
1:30 World News Summary
1:35 Bulletin Board
1:45 Stories for Children
2:00 Regional News Summary
2:05 Sacred Western Music
2:15 Navajo Times Hour
2:30 Music for Weaving
3:00 World News Summary
3:05 Sacred Western Music
3:15 Navajo Gospel Mission, Oraibi
3:30 Living Water
3:45 Music
3:55 World News Summary

4:00 Unshackled
4:30 Music
4:45 World of Sports
4:55 Accent on Athletes
5:00 World News Summary
5:05 Teen Music
5:30 On the Move
(5:05 during November)
5:40 The Great Outdoors (**)
5:45 Band Time (**)
6:00 Evening News Round-Up (**)
6:10 Evening Music (**)
6:30 Songtime (*) (**)
7:00 World News Summary (*) (**)
7:05 Concert Hall (*) (**)
7:30 Sign-Off

* Programs not heard in October
** Programs not heard in November



The Sound of Tucson

KCEE

790 KHZ
5,000 Watts

sold nationally by **AVERY-KNODEL, INC.**

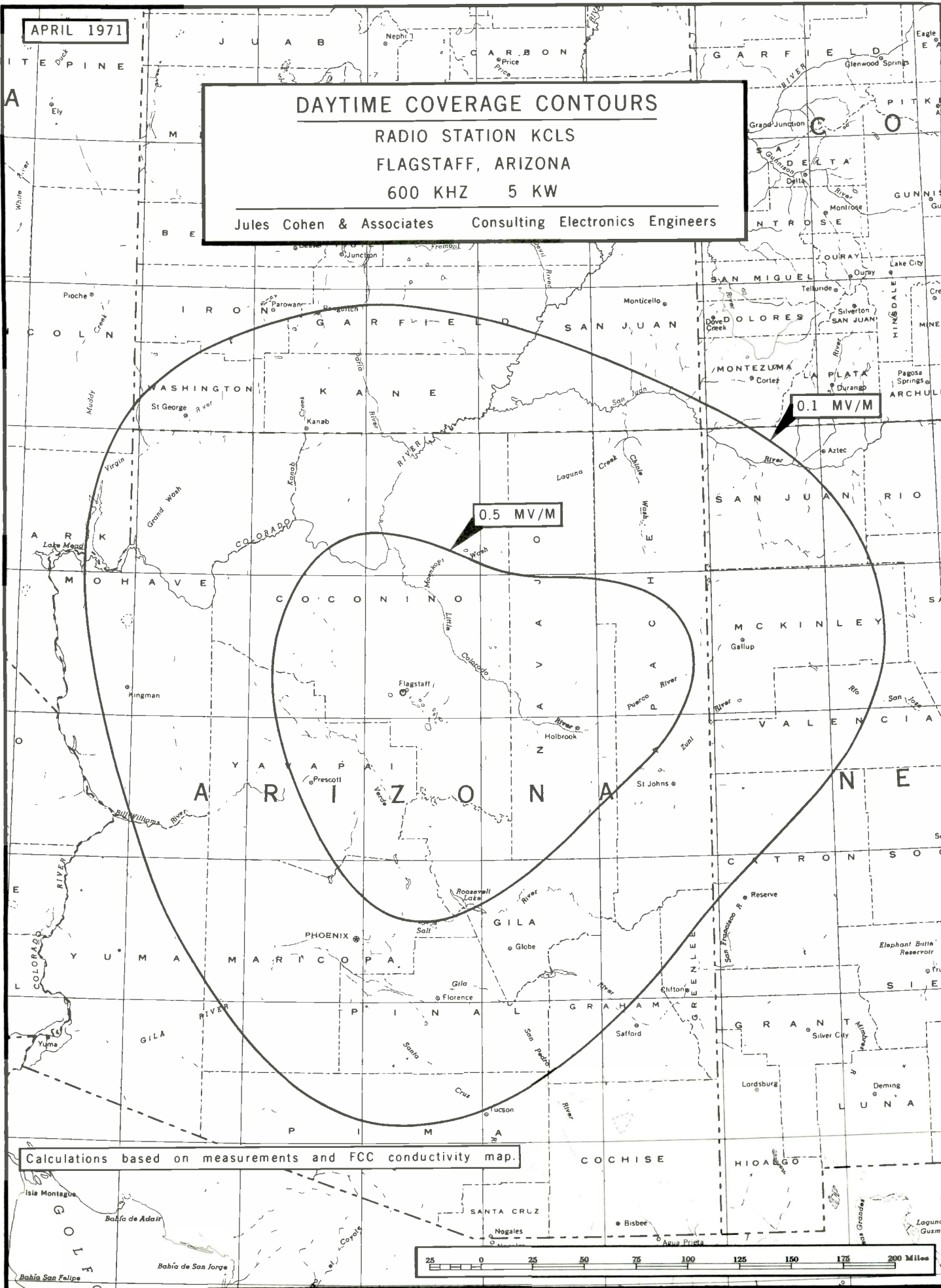


APRIL 1971

DAYTIME COVERAGE CONTOURS

RADIO STATION KCLS
FLAGSTAFF, ARIZONA
600 KHZ 5 KW

Jules Cohen & Associates Consulting Electronics Engineers



COVERAGE MAP

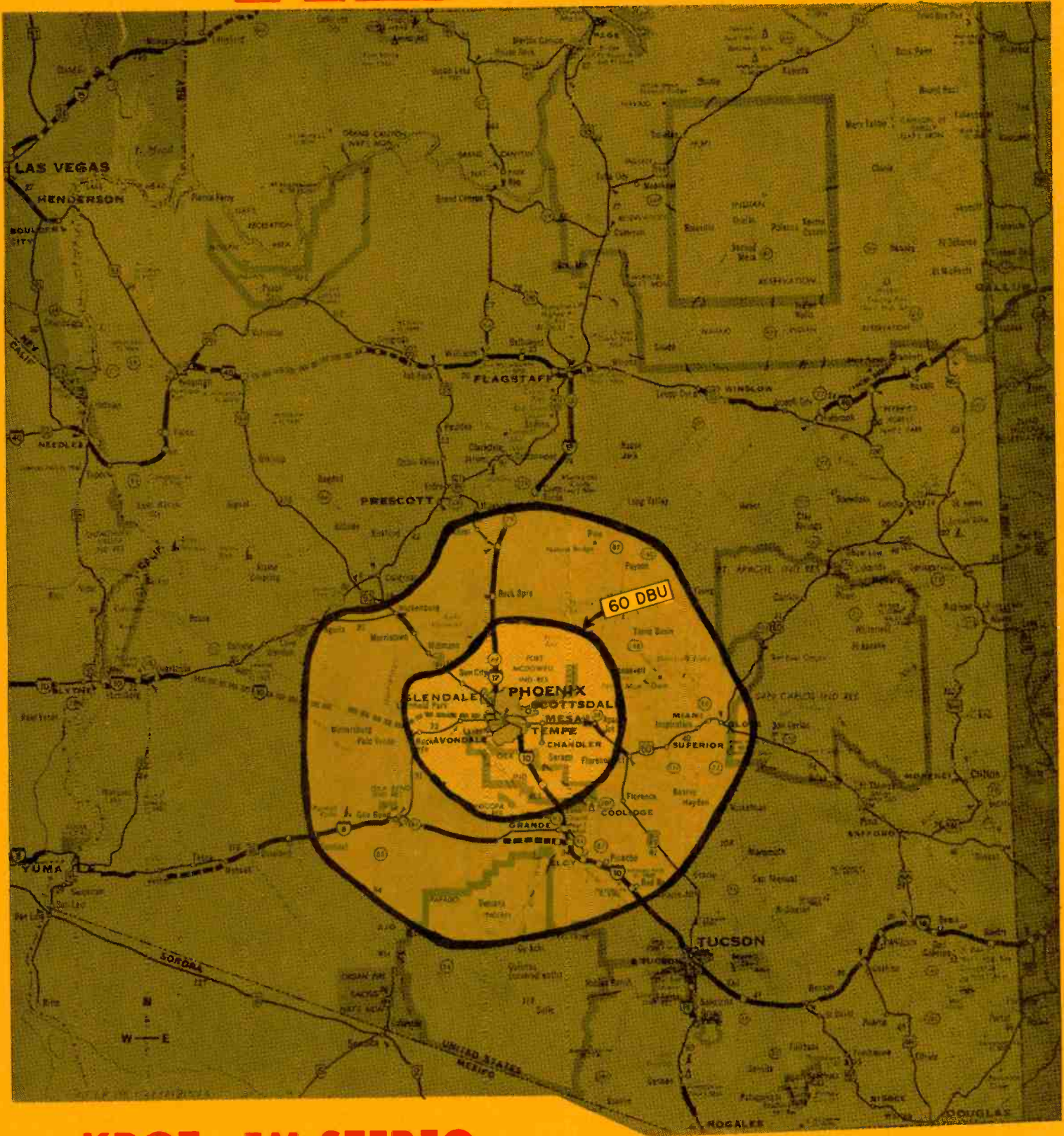
FM STEREO

**50,000 WATTS
HORIZONTAL**

KDOT

Scottsdale

**40,000 WATTS
VERTICAL**

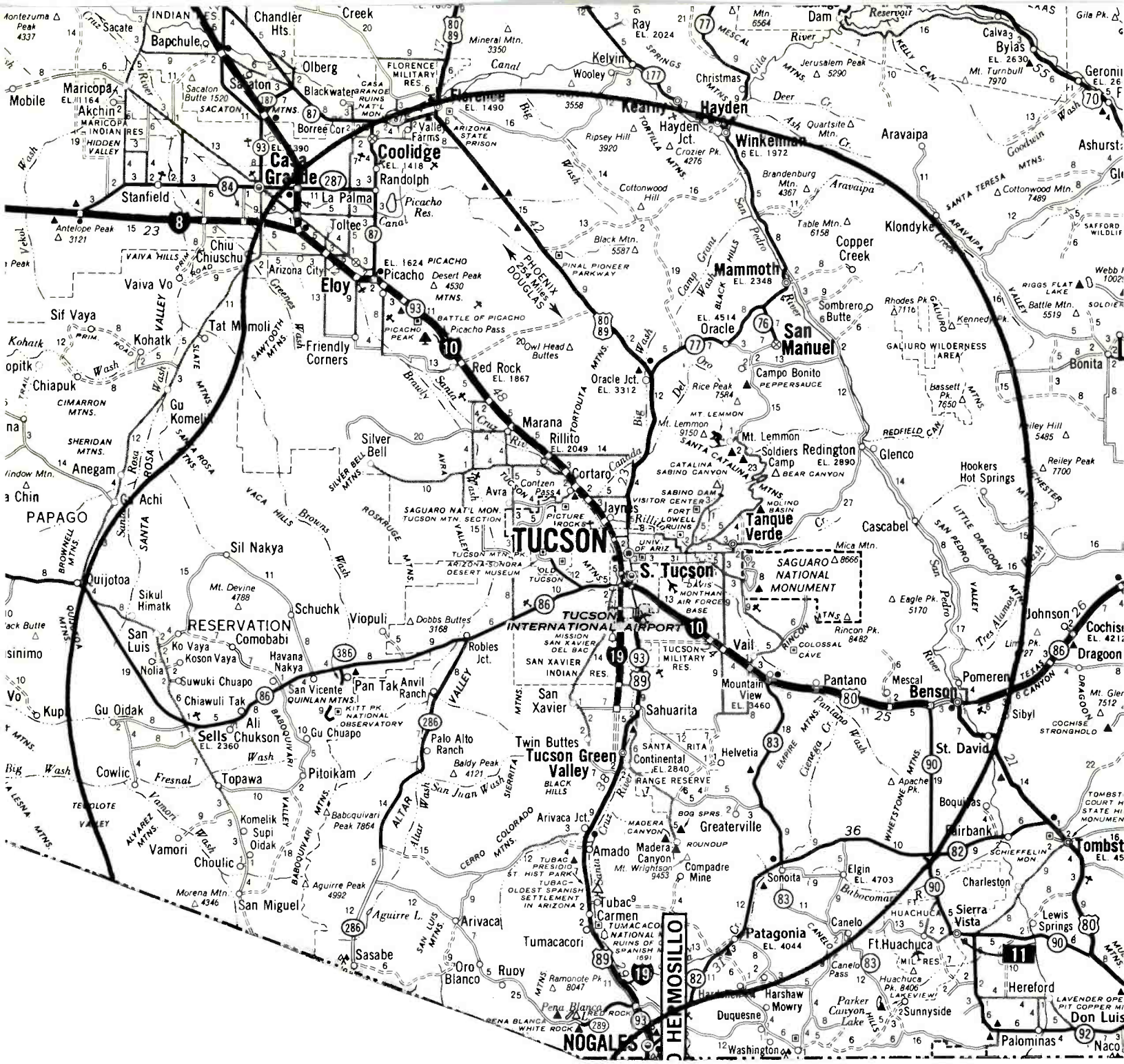


KDOT—FM STEREO

P. O. Box 1827
Scottsdale, Ariz. 85251
Ph: (602) 947-7355

100.7MC

PRESTIGE RADIO SERVING METROPOLITAN PHOENIX AREA



KHOS COVERAGE MAP 1971
0.5 MV/M – 1000 Watts – 940 Kc.
Box 5945, Tucson, Arizona 85703

UPBEAT MIDDLE-OF-THE-ROAD

NBC NEWS

LOCAL AND REGIONAL NEWS

STOCK MARKET REPORTS

THE MARKET

TUCSON, long-noted for its fabulous climate, is experiencing a period of rapid economic expansion. Many new industries are moving into the area, among the most prominent being Hughes Aircraft, the largest single employer in the state, and such electronics and computer giants as I.B.M., Motorola, Control Data, and Sprague Electric. Davis-Monthan, the largest Air Force Base in the state is located in Tucson as is the winter training quarters of the Cleveland Indians. Tucson's population is projected to reach a half-million people by 1980.

Agriculture, mining, ranching, and tourist and convention business also support the stable, diversified economy.

Tucson is the home of the University of Arizona and the U.S. Magnetic Observatory.

MARKET DATA

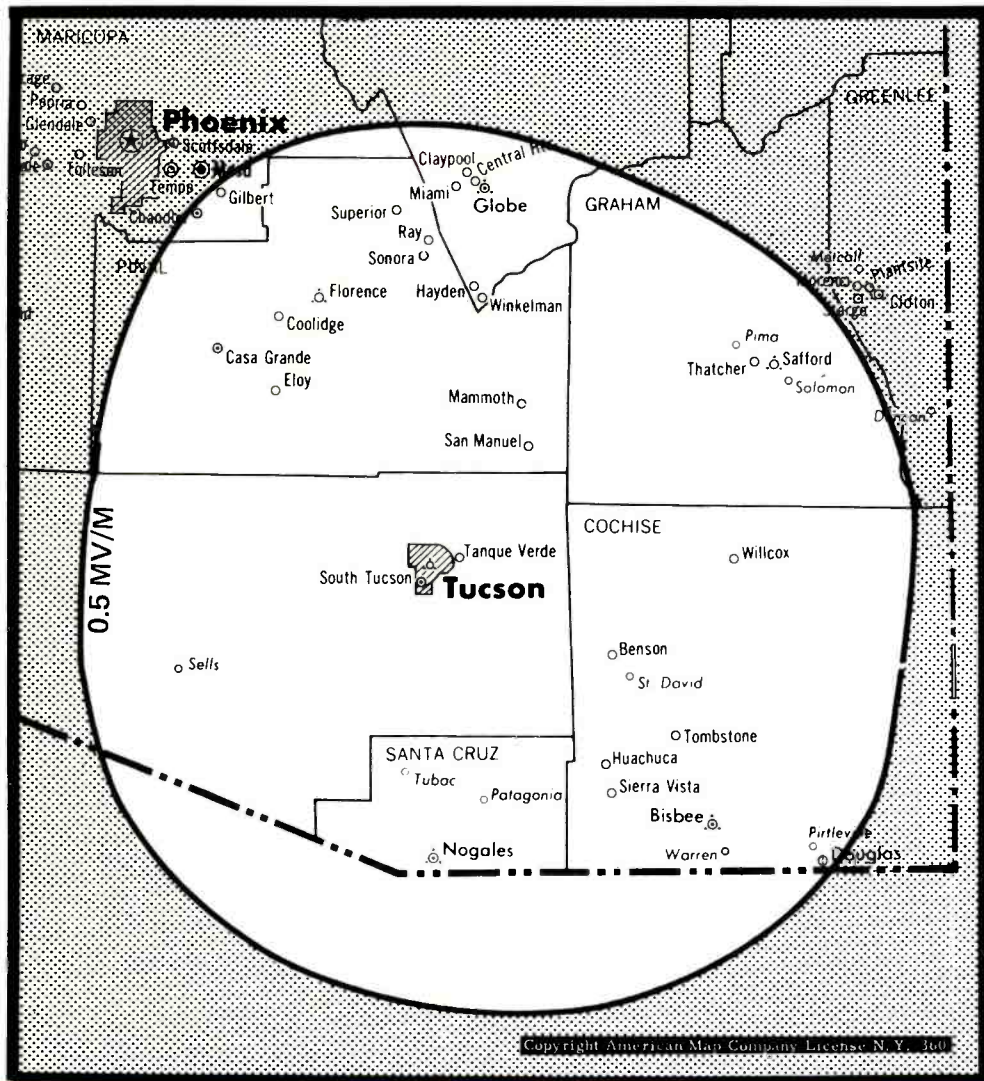
0.5 MV/M CONTOUR

POPULATION:	1,552,100
HOMES:	488,740
CONSUMER SPENDABLE INCOME (\$000):	\$ 4,786,179
TOTAL RETAIL SALES (\$000):	\$ 2,870,878
FOOD STORE SALES (\$000):	\$ 556,442
DRUG STORE SALES (\$000):	\$ 129,633
PASSENGER CAR REGISTRATION:	728,640

SOURCE: SRDS, Dec. 1971

0.5 MV/M Contours Normalized to County Lines

AVERY-KNODEL, INC: NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES



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RADIO MARKET PROFILE

KCEE

TUCSON, ARIZONA

790 kc.

**5,000W/500W
DAY NIGHT**