

WLRK

Program Schedule

BOB ROBERTS	6 A.M. - 9 A.M.
JIM BARNETTE	9 A.M. - 1 P.M.
BOB RALEIGH	1 P.M. - 6 P.M.
JEFF DOUGLAS	6 P.M. - 10 P.M.
BUCKY JOHNSON	10 P.M. - 12 Mid.

SUNDAY

GOSPEL TRAIN	7 A.M. - 10 A.M.
BOB RALEIGH	10 A.M. - 4 P.M.
DEAN KANE	4 P.M. - 10 P.M.
JACK WAGNER	10 P.M. - 12 Mid.

News Schedule

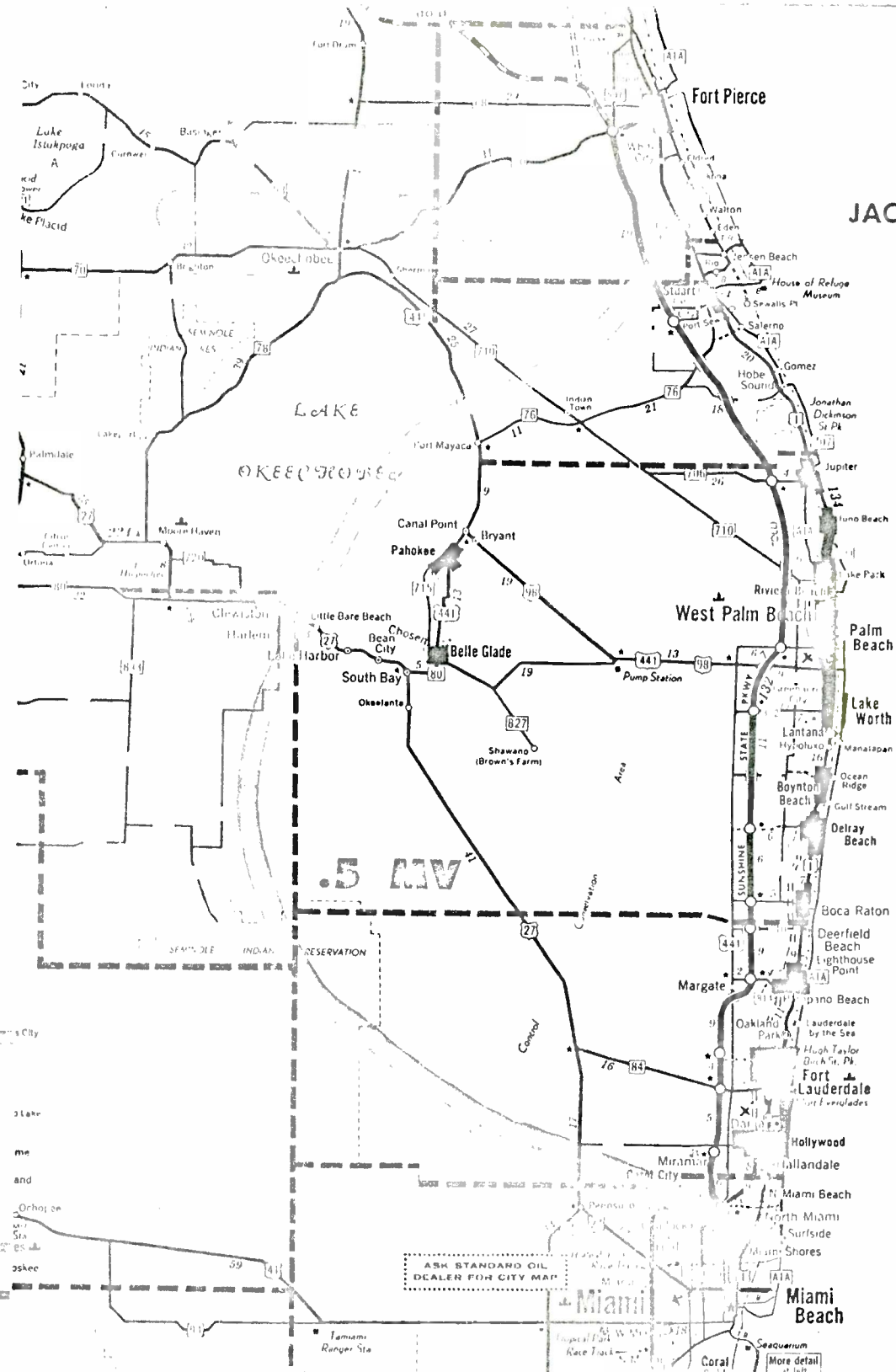
News in depth is reported on the hour. These newscasts are five minutes long except at 8 am, 12 noon, and 6 pm, when ten-minute newscasts are scheduled. The News Digest, one-minute of headlines, is heard hourly on the half-hour.

Physics News - 2:30 P.M.

WLRK

1290 KC-5000 WATTS

	WEST PALM BEACH METRO MARKET	TEN COUNTY TRADING AREA
POPULATION	272,035	486,000
WINTER PEAK (Estimated)	528,000	894,000

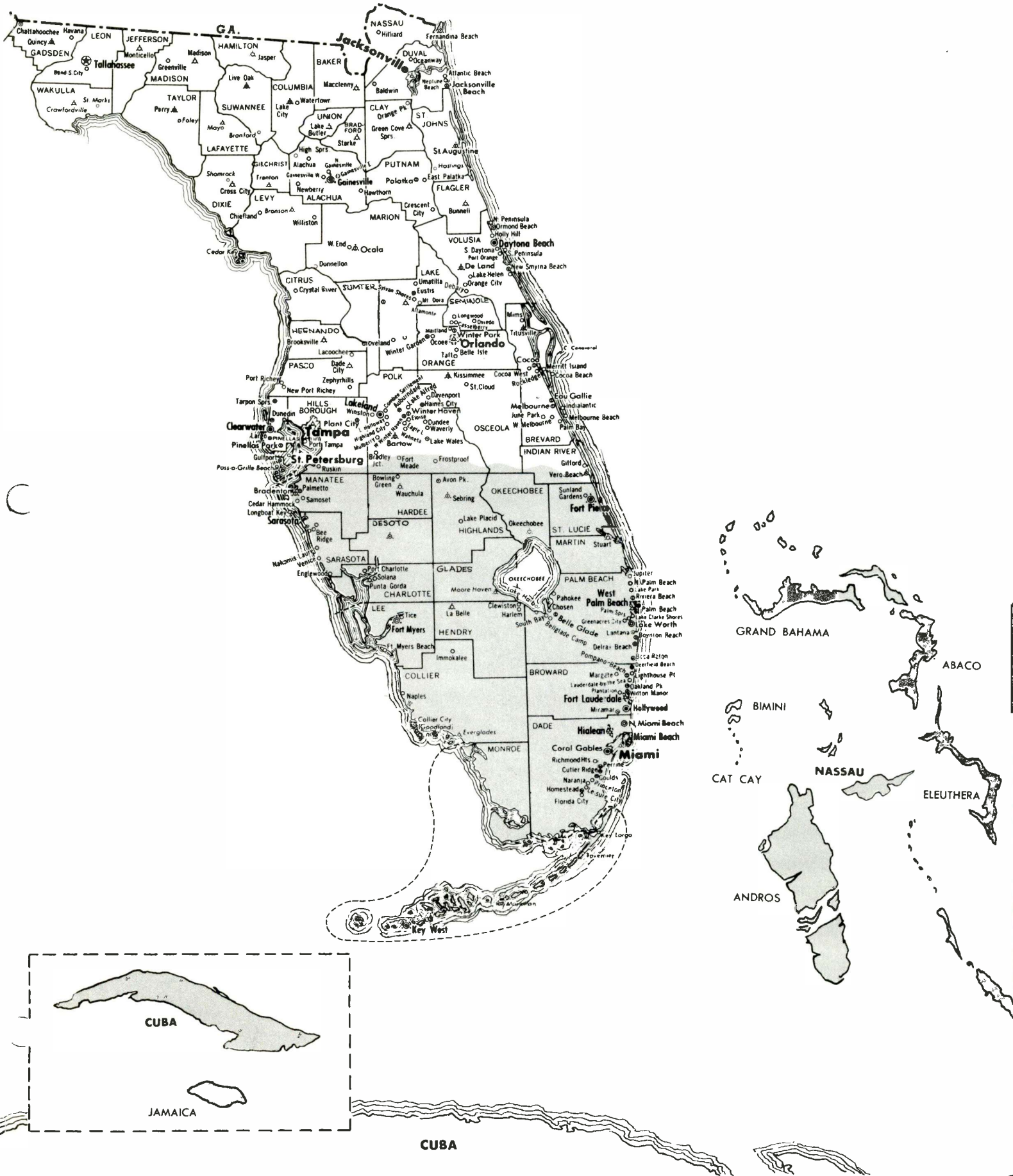


Represented
Nationally by:
JACK MASLA CO., INC.

- New York
- Chicago
- Detroit
- Kansas City
- St. Louis
- Los Angeles
- San Francisco

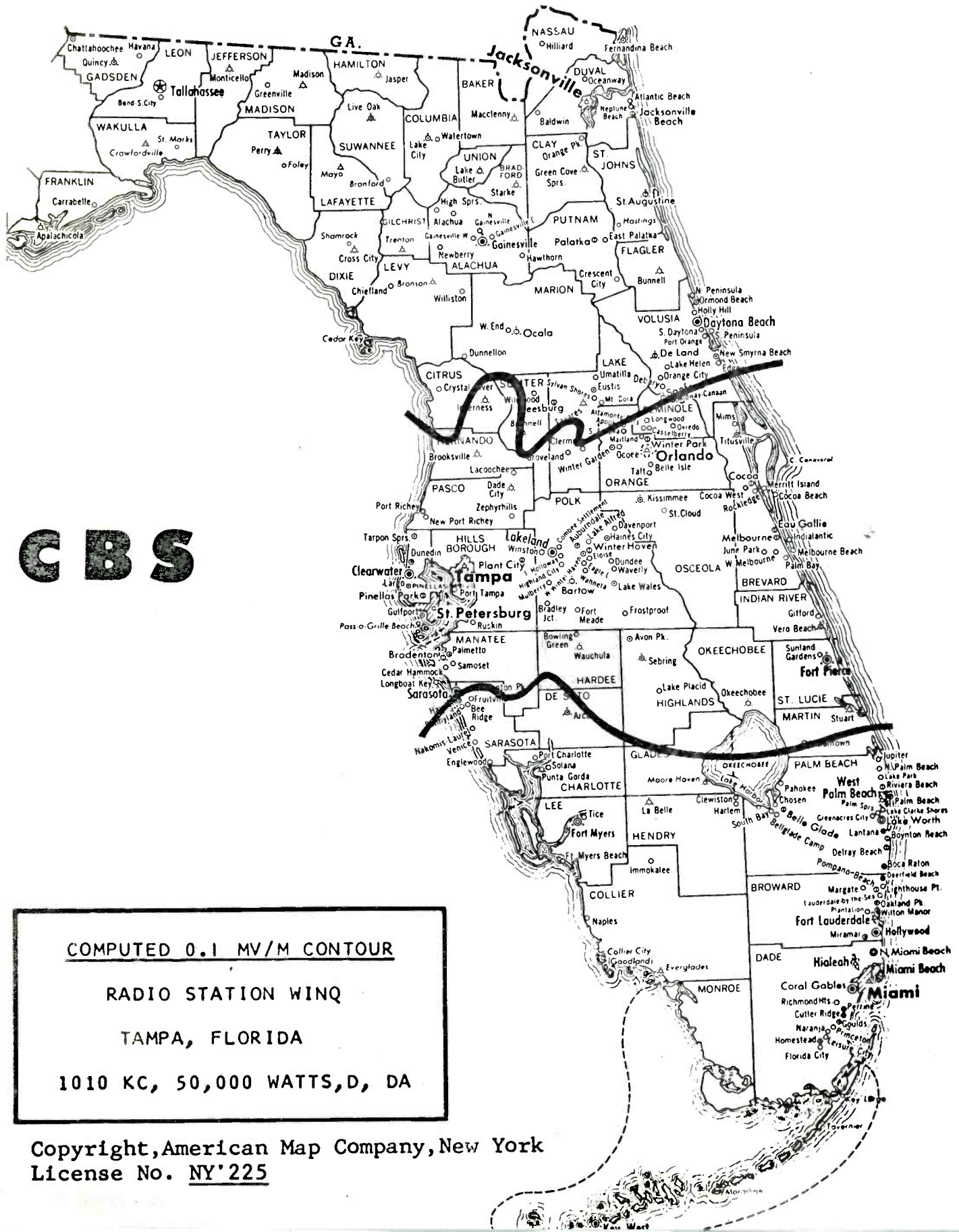
Radio Station WINZ – 50,000 watts

940 kc Serving South Florida – 24 hours a Day



Radio Station WINQ - 50,000 Watts

Serving Tampa, St. Petersburg, Clearwater & Central Florida



CBS

COMPUTED 0.1 MV/M CONTOUR

RADIO STATION WINQ

TAMPA, FLORIDA

1010 KC, 50,000 WATTS, D, DA

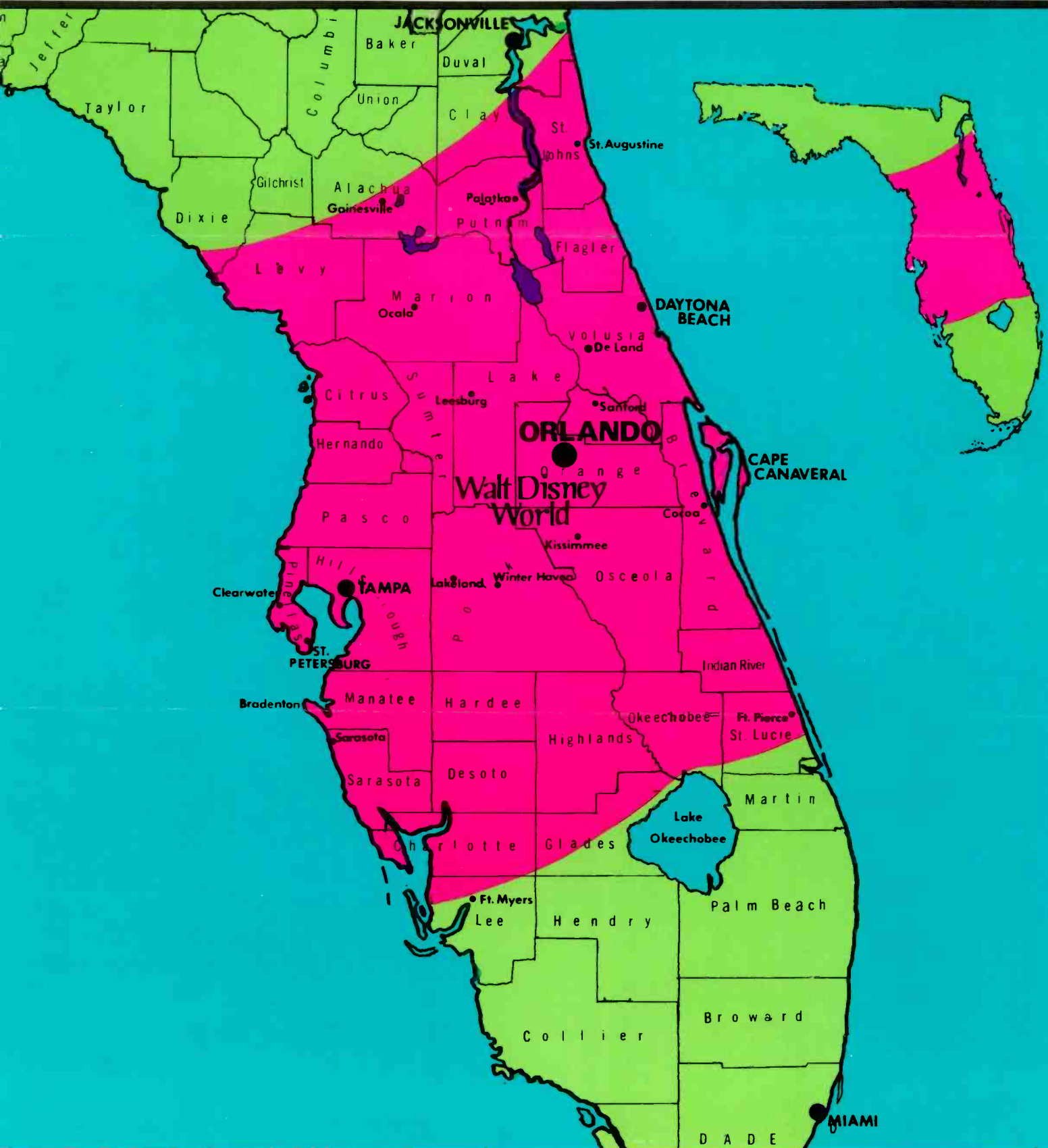
Copyright, American Map Company, New York
License No. NY'225

Coverage Area

50,000 watts

990 WHOO

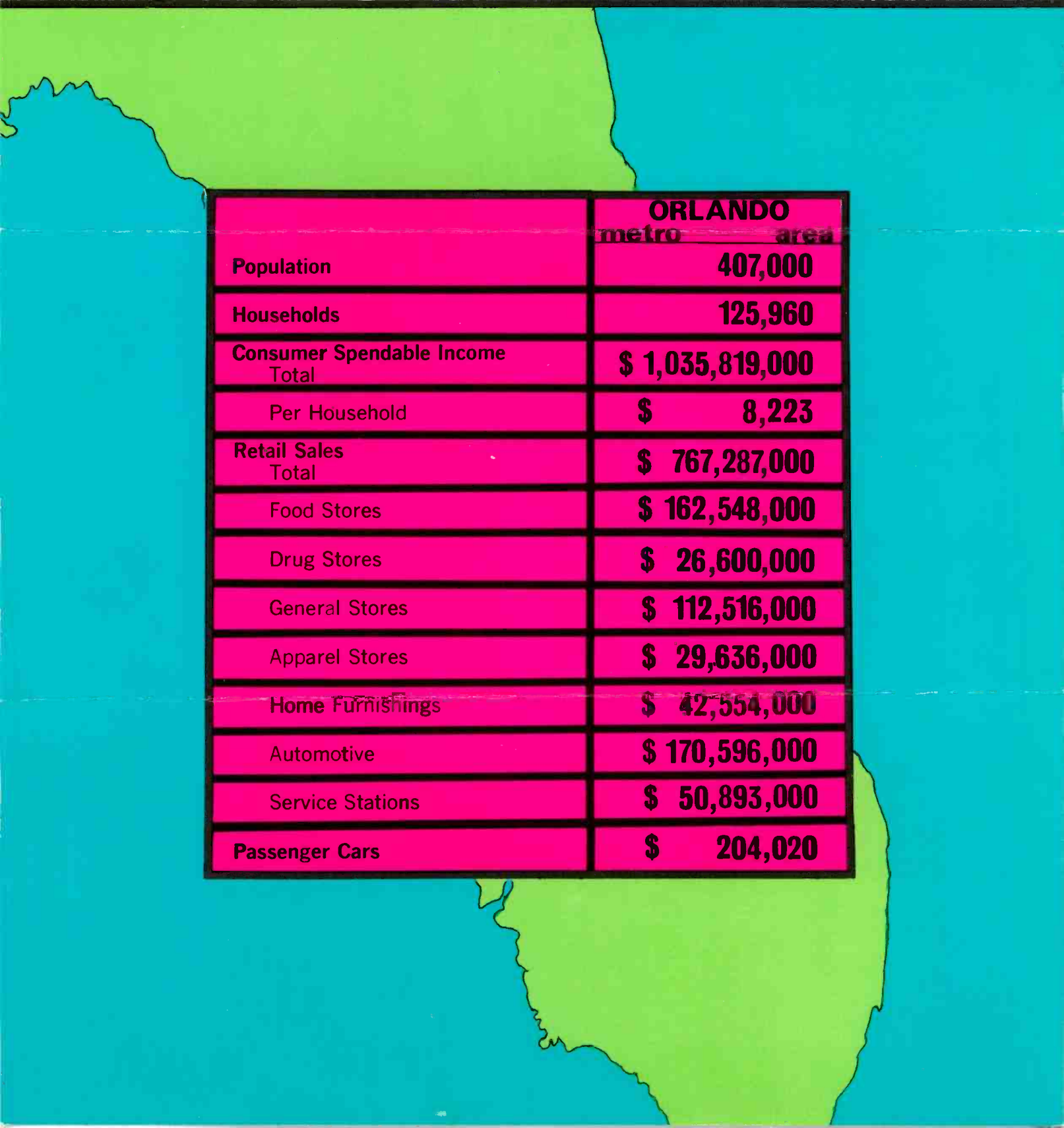
The Countryopolitan Station
Orlando, Florida



Market Data

ORLANDO METRO AREA

990
WWHOO
The Countryopolitan Station
Orlando, Florida

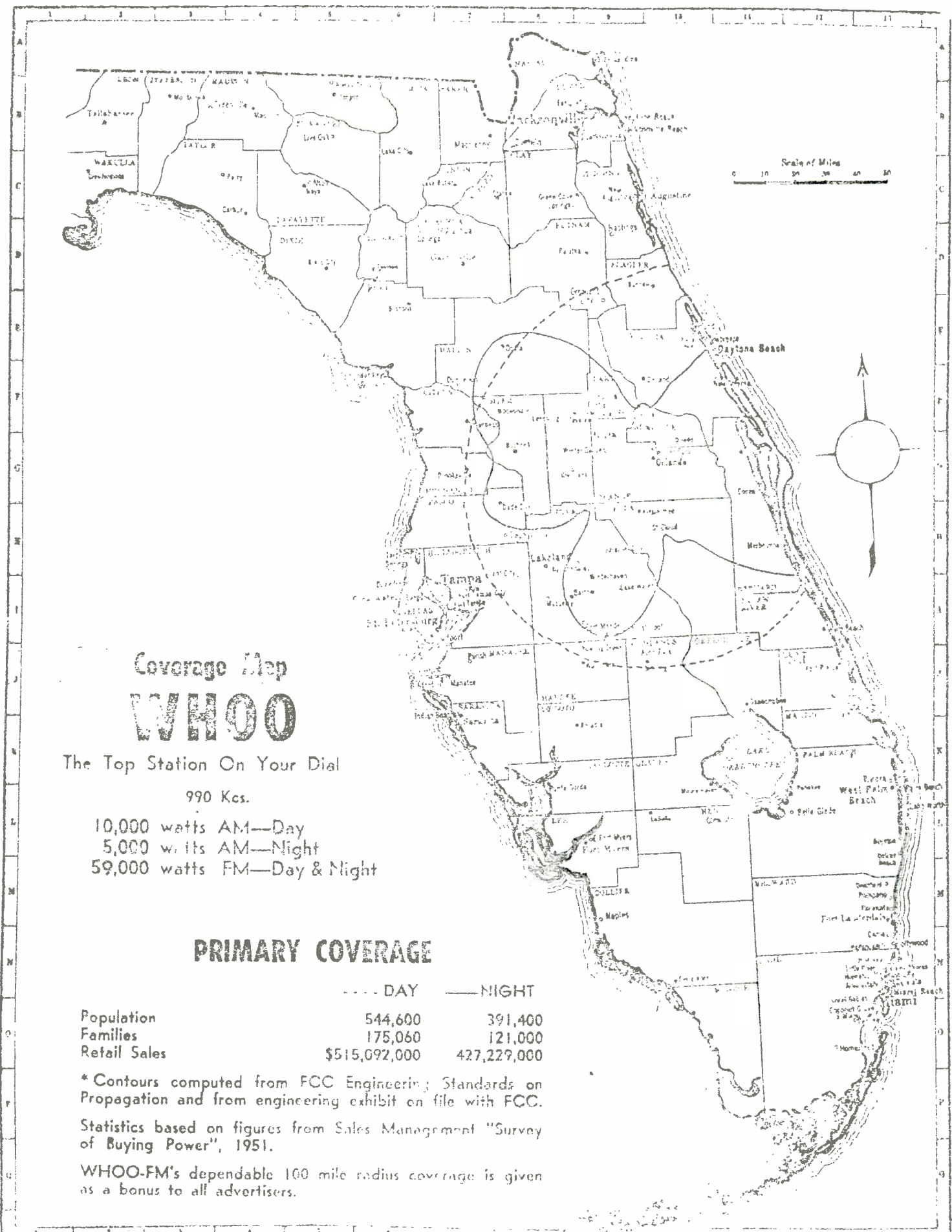


	ORLANDO metro area
Population	407,000
Households	125,960
Consumer Spendable Income Total	\$ 1,035,819,000
Per Household	\$ 8,223
Retail Sales Total	\$ 767,287,000
Food Stores	\$ 162,548,000
Drug Stores	\$ 26,600,000
General Stores	\$ 112,516,000
Apparel Stores	\$ 29,636,000
Home Furnishings	\$ 42,554,000
Automotive	\$ 170,596,000
Service Stations	\$ 50,893,000
Passenger Cars	\$ 204,020

10,000 Watts

WHOO, ORLANDO, FLORIDA

990 Kcs.



Coverage Map

WHOO

The Top Station On Your Dial

990 Kcs.

10,000 watts AM—Day

5,000 watts AM—Night

59,000 watts FM—Day & Night

PRIMARY COVERAGE

---- DAY — NIGHT

Population	544,600	391,400
Families	175,060	121,000
Retail Sales	\$515,092,000	427,229,000

* Contours computed from FCC Engineering Standards on Propagation and from engineering exhibit on file with FCC.

Statistics based on figures from Sales Management "Survey of Buying Power", 1951.

WHOO-FM's dependable 100 mile radius coverage is given as a bonus to all advertisers.

1000 WATTS

CLEAR CHANNEL

1570 kh.

WYHI is a daytime 1000 Watt Clear Channel AM Station on 1570. The ground conductivity of our coastal location assures our listeners of excellently received signals in Brunswick, Georgia, Waverly, White Oak, Kingsland, St. Marys, Folkston and throughout the fabulous Golden Isles of Georgia and Florida. WYHI's signal is of "local" proportions in Greater Jacksonville and on the Florida Beaches as far south as St. Augustine and North to Brunswick, Ga. Our All-American format appeals to every age group. Each musical hour features a mixed format of Modern Country, Gospel, Pop, Rock, R & B and easy Listening blended together with National, State and Local News. WYHI's tight, fast-paced format is refreshing as well as being educational, informative and entertaining. WYHI is truly the all AMERICAN sound offering the advertiser more results for each dollar invested.

WYhi RADIO

P. O. BOX 496

FERNANDINA BEACH, FLORIDA 32034

(904) 261-6156-6157

PROGRAM LENGTH Minutes						TOTAL NUMBER OF TIMES
5	10	15	30	60		
10.00	16.00	20.00	33.00	55.00	\$	1
9.50	15.20	19.00	31.35	52.25	\$	13
9.00	14.40	18.00	29.70	50.00	\$	26
8.50	13.60	17.00	28.05	46.75	\$	52
8.00	12.80	16.00	26.40	44.00	\$	104
7.50	12.00	15.00	24.75	41.25	\$	156
7.00	11.20	14.00	23.10	38.50	\$	260

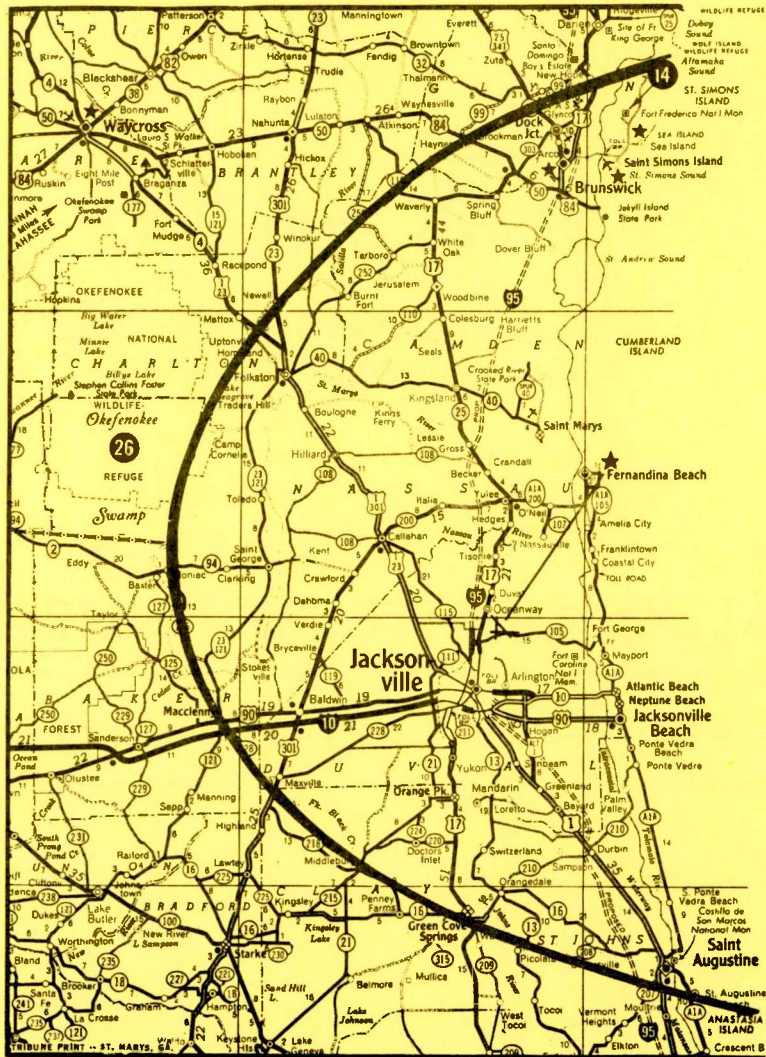
COMMERCIAL ANNOUNCEMENT RATES

Length of Announcement	TO RUN WITHIN 13 WEEK PERIOD				
	1	50	100	260	450
60 SECONDS	3.50	2.75	2.10	2.00	1.85
30 SECONDS	2.50	1.65	1.50	1.25	1.10
10 SECONDS	1.50	.85	.65	.55	.50

ONE BUY

WYhi

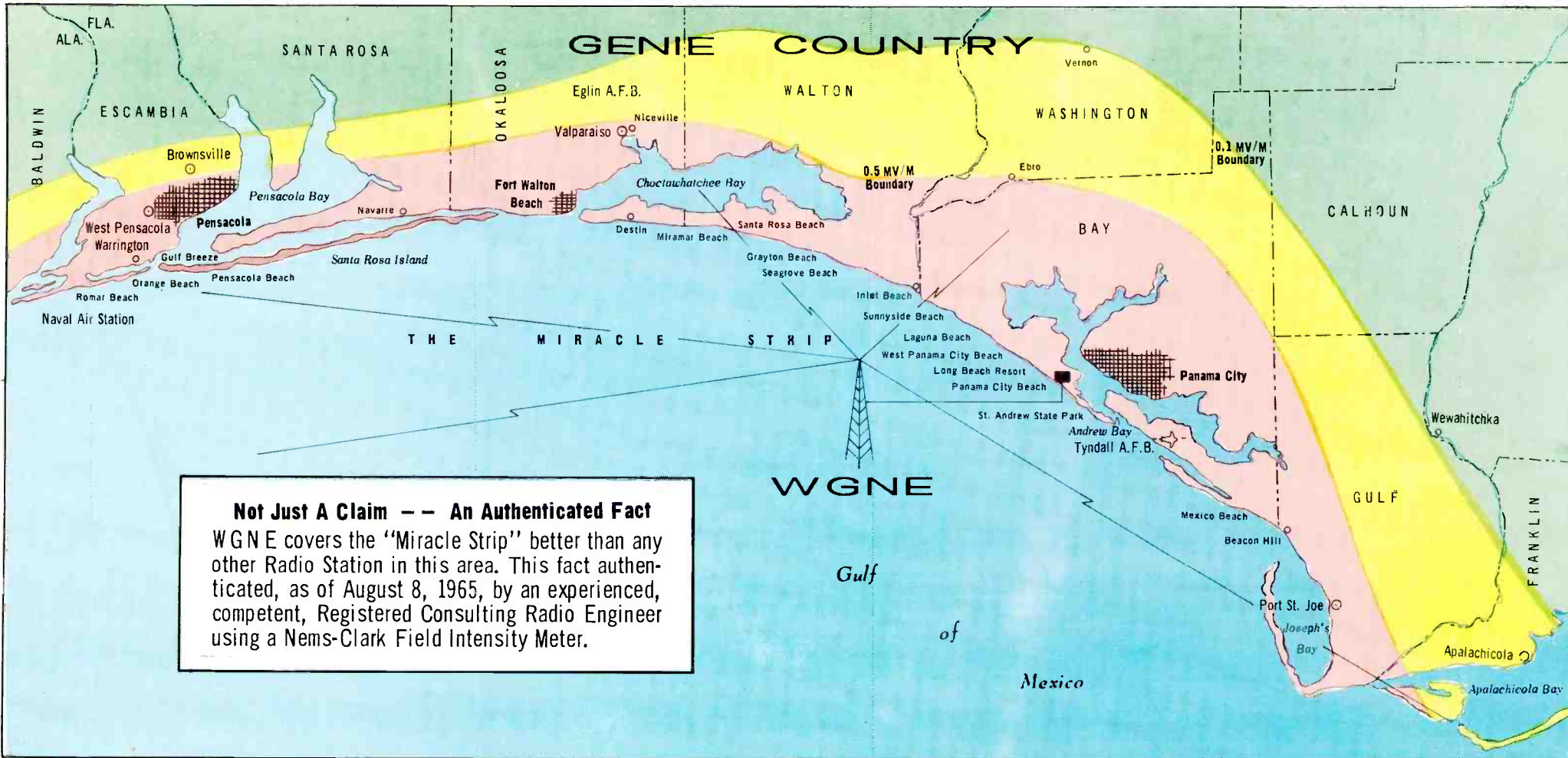
Delivers You Prosperous Nassau County



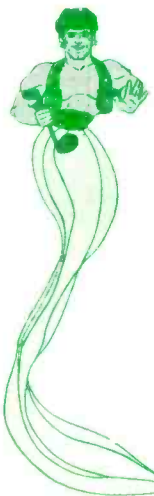
WYhi MARKET DATA

SOURCE STANDARD RATE & DATA SERVICE

COUNTY	POPULATION	HOUSEHOLDS	SPENDABLE INCOME	PER HOUSEHOLD	RETAIL SALES	FOOD	DRUG	GEN. MERCH.	AP. PAREL	HOME FURN.	AUTO	SERVICE STATIONS
NASSAU Florida	21,000	5,980	55,225	8,361	28,625	8,500	781	1,897	572	324	3,229	6,162
DUVAL Florida	536,200	164,580	1,625,125	9,874	1,165,734	234,917	57,036	141,538	53,014	44,358	206,898	82,018
CAMDEN Georgia	11,500	3,220	27,721	8,609	10,456	3,091	429	1,095	121	200	1,916	2,328
GLYNN Georgia	51,400	15,750	126,760	8,048	89,006	22,804	12,872	14,543	5,438	5,153	16,416	7,058
TOTAL	620,100	189,530	1,834,831	1,293,821	269,302	61,118	159,073	59,145	228,459	50,035	228,459	97,566



Not Just A Claim -- An Authenticated Fact
 WGNE covers the "Miracle Strip" better than any other Radio Station in this area. This fact authenticated, as of August 8, 1965, by an experienced, competent, Registered Consulting Radio Engineer using a Nems-Clark Field Intensity Meter.



WGNE "Genie Radio"

Owned and Operated by RADIO GULF, INC.

THE LEADER

500 WATTS - 1480 KC

P. O. Box 9178

**Studios at Signal Hill Country Club
 PANAMA CITY BEACH, FLORIDA**

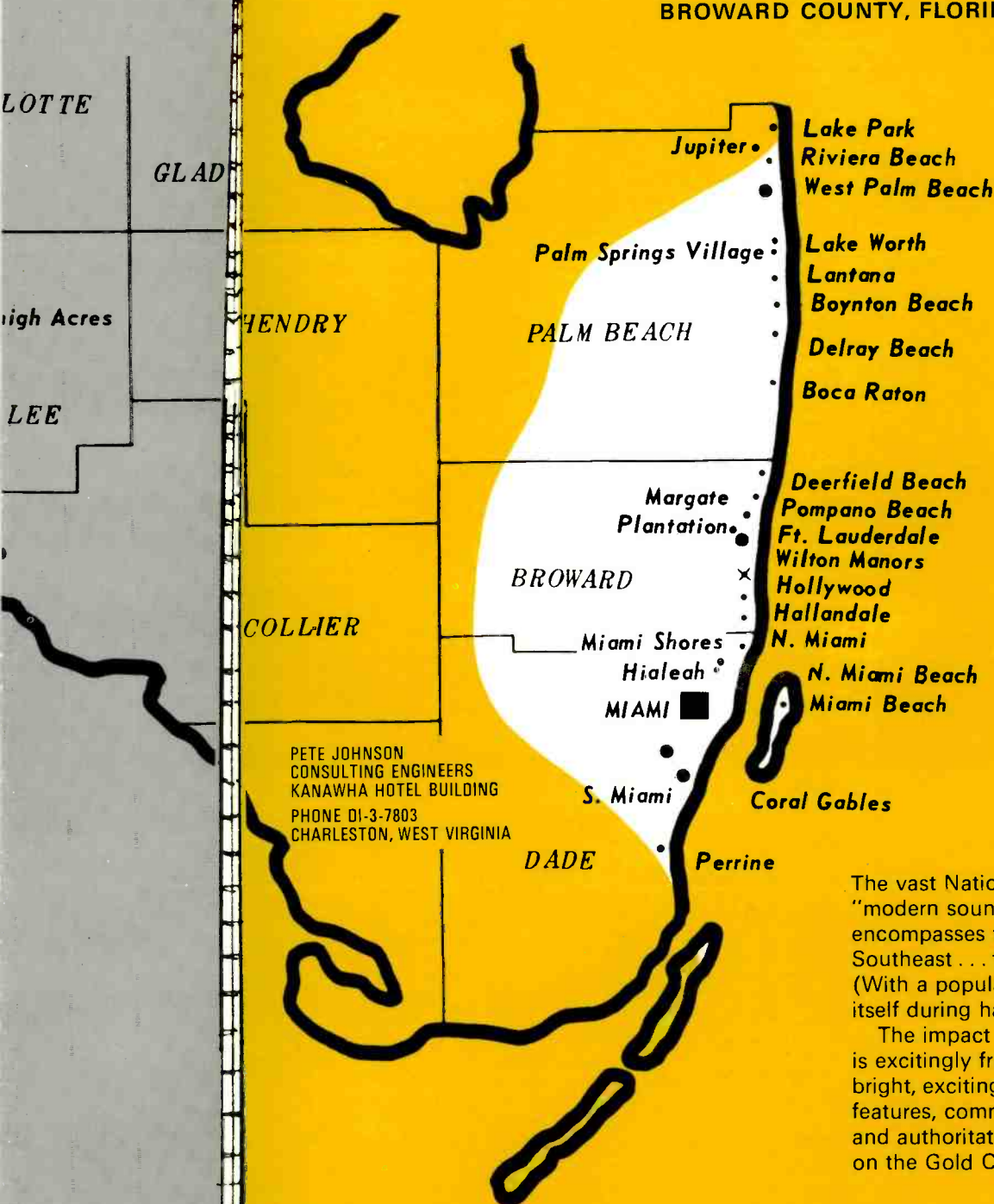
Phone 904-234-2074

GENIE COUNTRY STATISTICS		
MARKET DATA: (SRDS)	0.5 MV/M Territory	0.1 MV/M Territory
Total Population	298,854	361,940
Total Households	73,605	88,080
Radio Homes	69,189	82,795
Passenger Cars	100,455	119,656
Spendable Income	\$459,298,000	\$543,455,000
RETAIL SALES:		
Food	\$ 66,932,000	79,939,000
Drugs	\$ 11,141,000	13,286,000
General Merchandise	\$ 35,998,000	40,911,000
Apparel	\$ 14,064,000	17,400,000
Home Furnishings	\$ 18,327,000	21,327,000
Automotive	\$ 81,265,000	92,863,000
Service Stations	\$ 24,962,000	30,148,000
TOTAL RETAIL SALES	\$309,856,000	\$361,758,000
BONUS: Over 1,000,000 Tourists Annually		

COVERAGE MAP

WGMA/RADIO 1320 K.C.

5 KW FULLTIME
BROWARD COUNTY, FLORIDA



PETE JOHNSON
CONSULTING ENGINEERS
KANAWHA HOTEL BUILDING
PHONE DI-3-7803
CHARLESTON, WEST VIRGINIA

The vast National acceptance of the "modern sound of Country/Western music" encompasses the largest market in the Southeast . . . the South Florida Gold Coast. (With a population which doubles itself during half of each year).

The impact of this modern concept is excitingly framed in a continuous, bright, exciting flow of music, sports, features, community service, and authoritative award winning news . . . on the Gold Coast's "selling-est" sound .



South Florida's only FULL TIME COUNTRY WESTERN SOUND

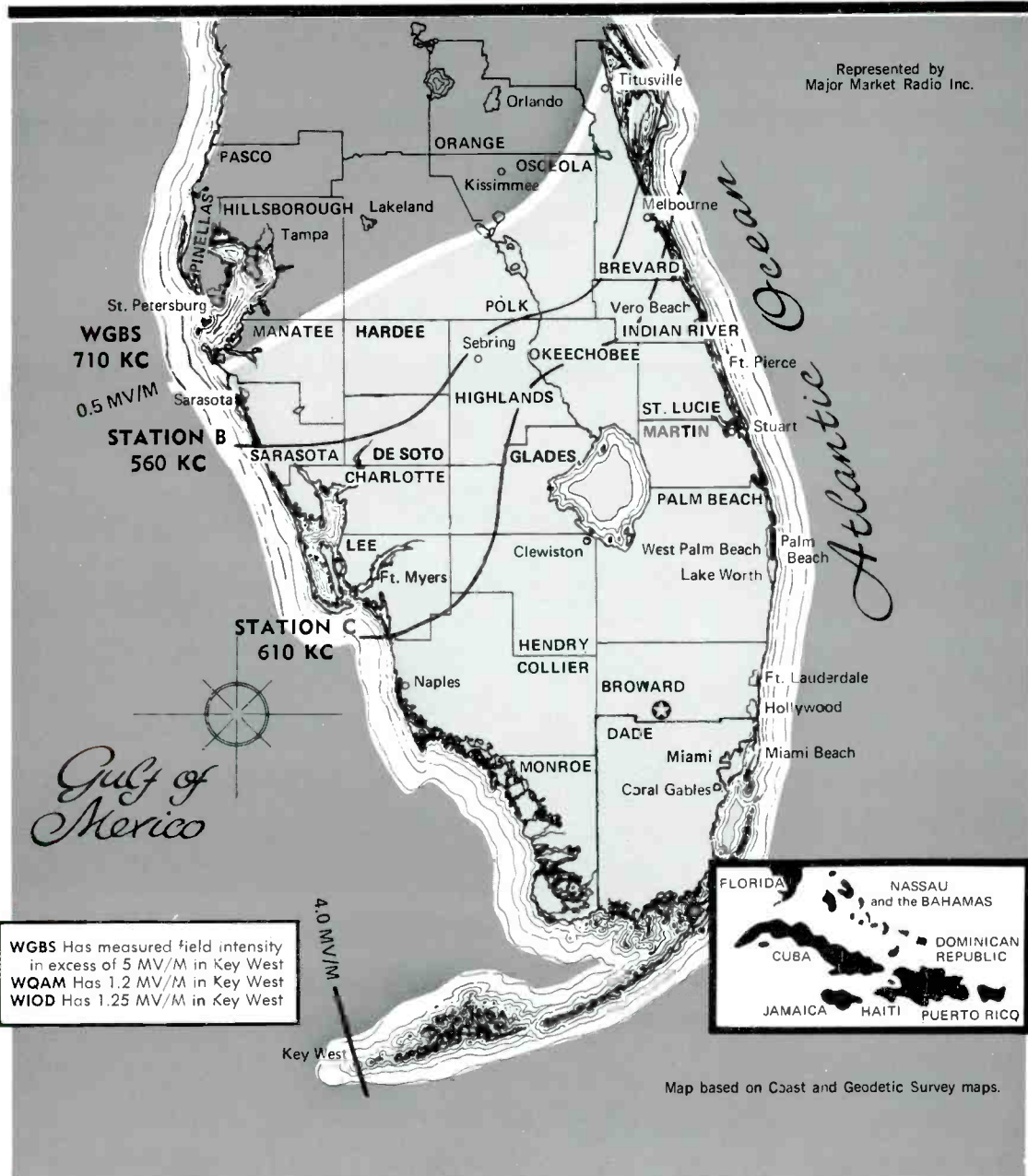
50,000 WATTS

WGBS

RADIO 710

THE 710 BUILDING ON BRICKELL AVENUE / MIAMI, FLORIDA 33131 / (305) 377-8811

DAYTIME COVERAGE MAP



0.5 mv/m Daytime Service Actual Measurements June & July, 1970.

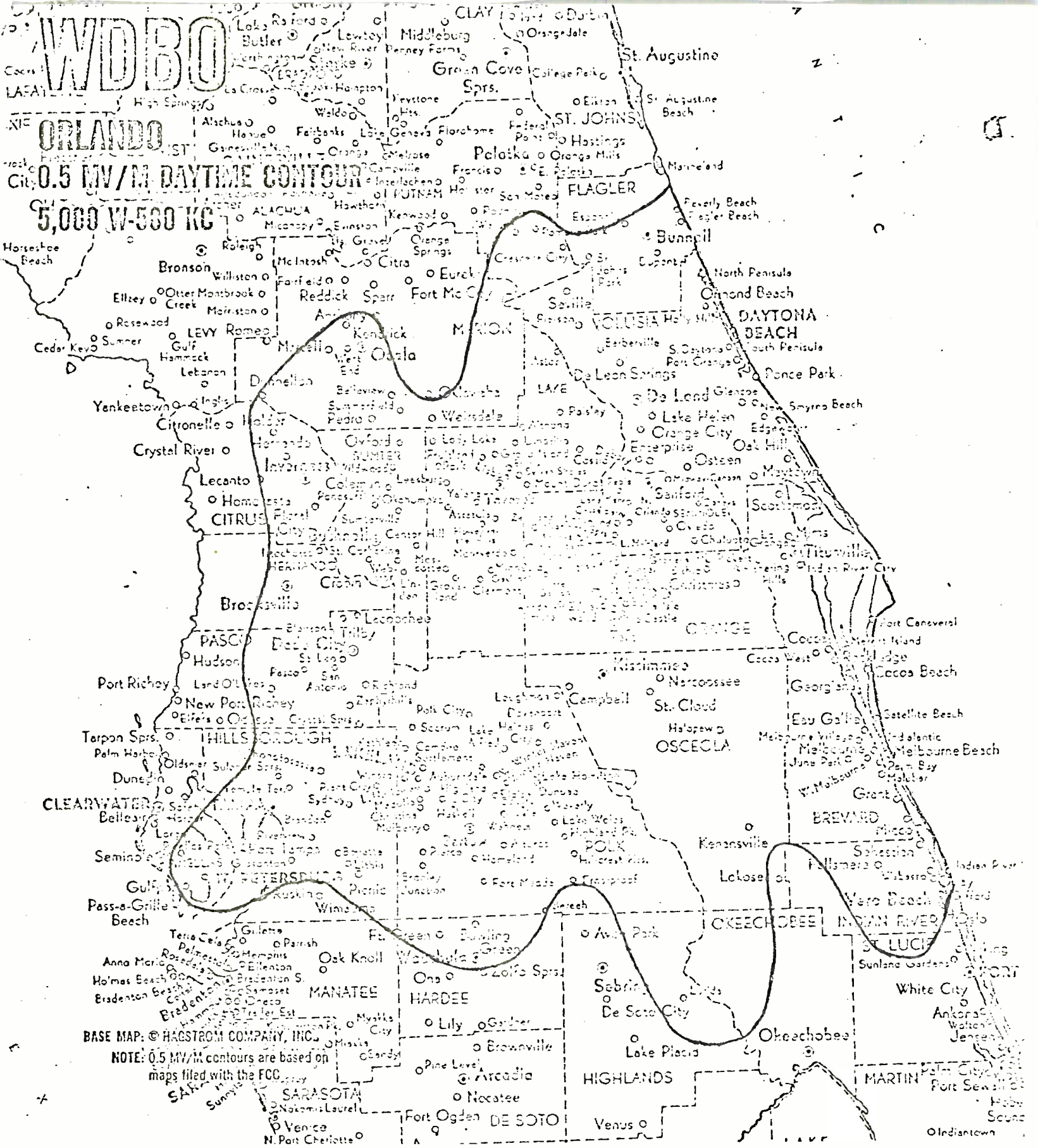
⊙ — Transmitter Site

WDBO

ORLANDO

0.5 MV/M DAYTIME CONTOUR

5,000 W-500 KC



BASE MAP: © HAGSTROM COMPANY, INC.

NOTE: 0.5 MV/M contours are based on maps filed with the FCC.

BLAIR RADIO OFFICES

NEW YORK
717 FIFTH AVE.
(212) 752-0400

CHICAGO
645 N. MICHIGAN AVE.
(312) 787-2300

ATLANTA
1375 PEACHTREE ST., N.E.
(404) 875-7557

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3028 SOUTHLAND CTR.
(214) 741-4228

DETROIT
2990 W. GRAND BLVD.
(313) 871-3000

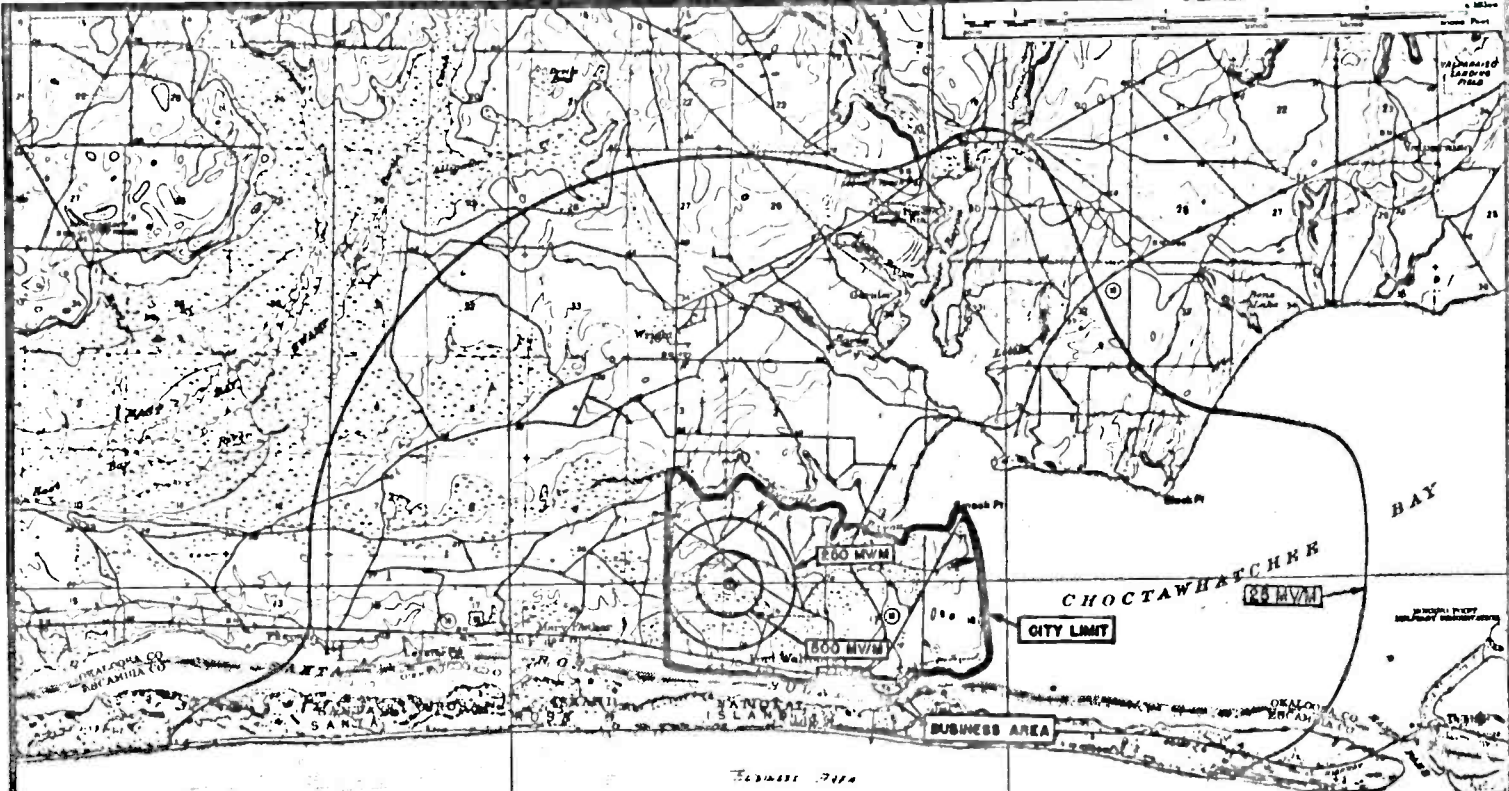
LOS ANGELES
5670 WILSHIRE BLVD., SUITE 2415
(213) 936-5171

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 568-0230

ST. LOUIS
630 PAUL BROWN BLDG.
(314) 421-5262

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 434-3772



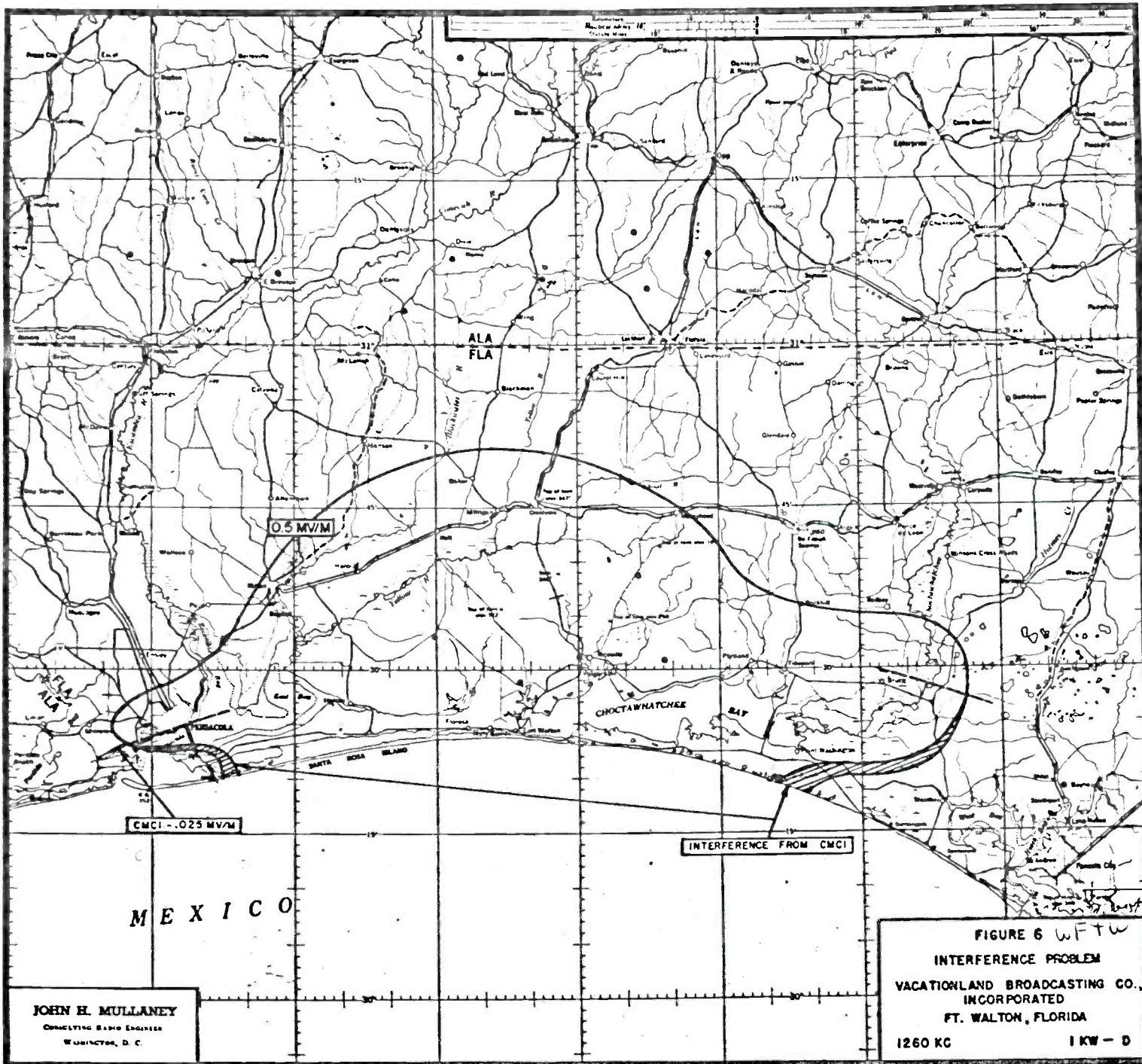


G U L F O F M E X I C O

WFTW

FIGURE 4
 25 MV/M AND BLANKET CONTOURS
 VACATIONLAND BROADCASTING CO.,
 INCORPORATED
 FT. WALTON, FLORIDA
 1260 KC 1 KW-0

JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 WASHINGTON, D. C.



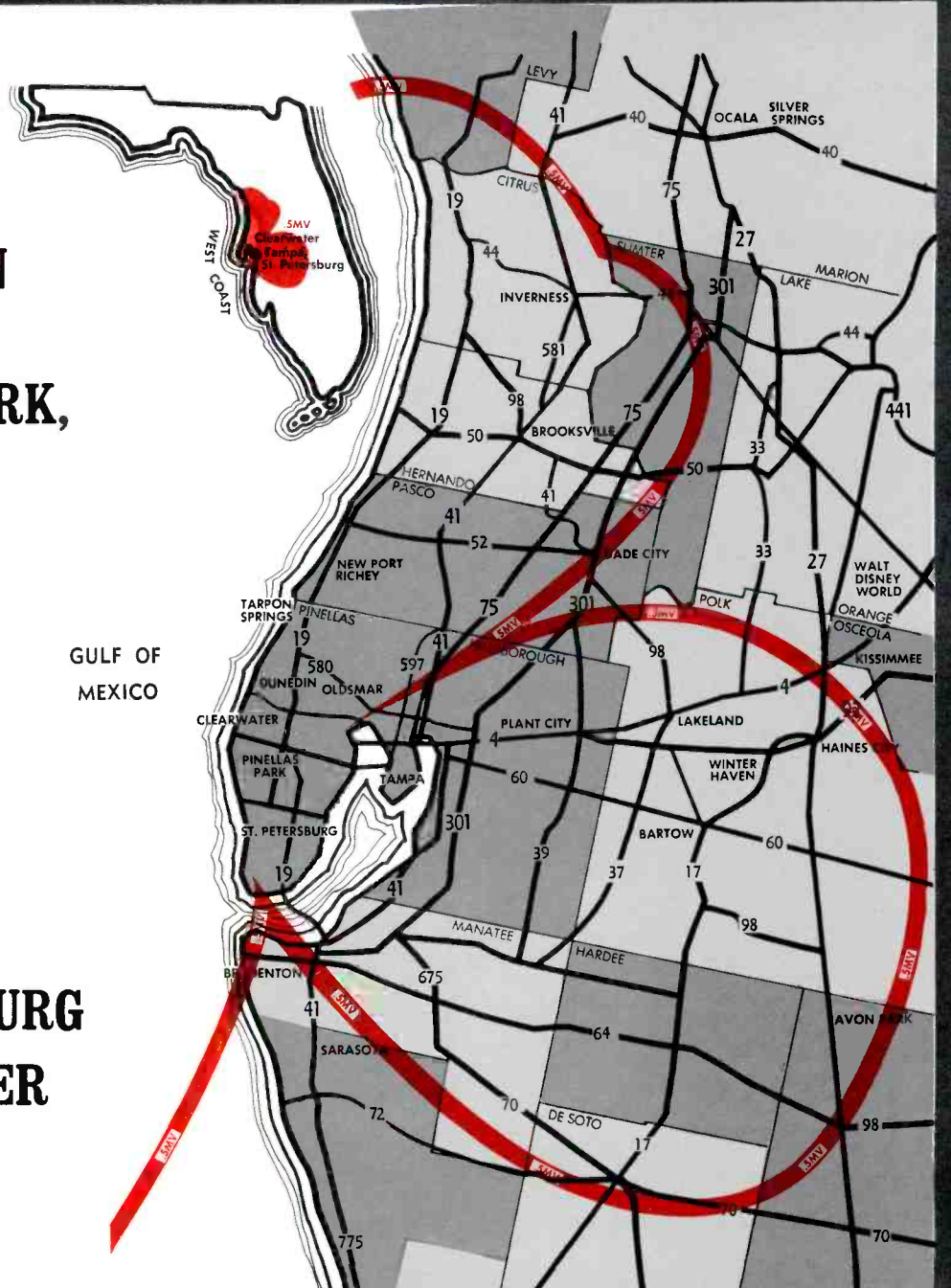
THE BIG... 57 WFSO radio

**PINELLAS
RADIO
CORPORATION
P. O. BOX 570
PINELLAS PARK,
33565**

570 KC

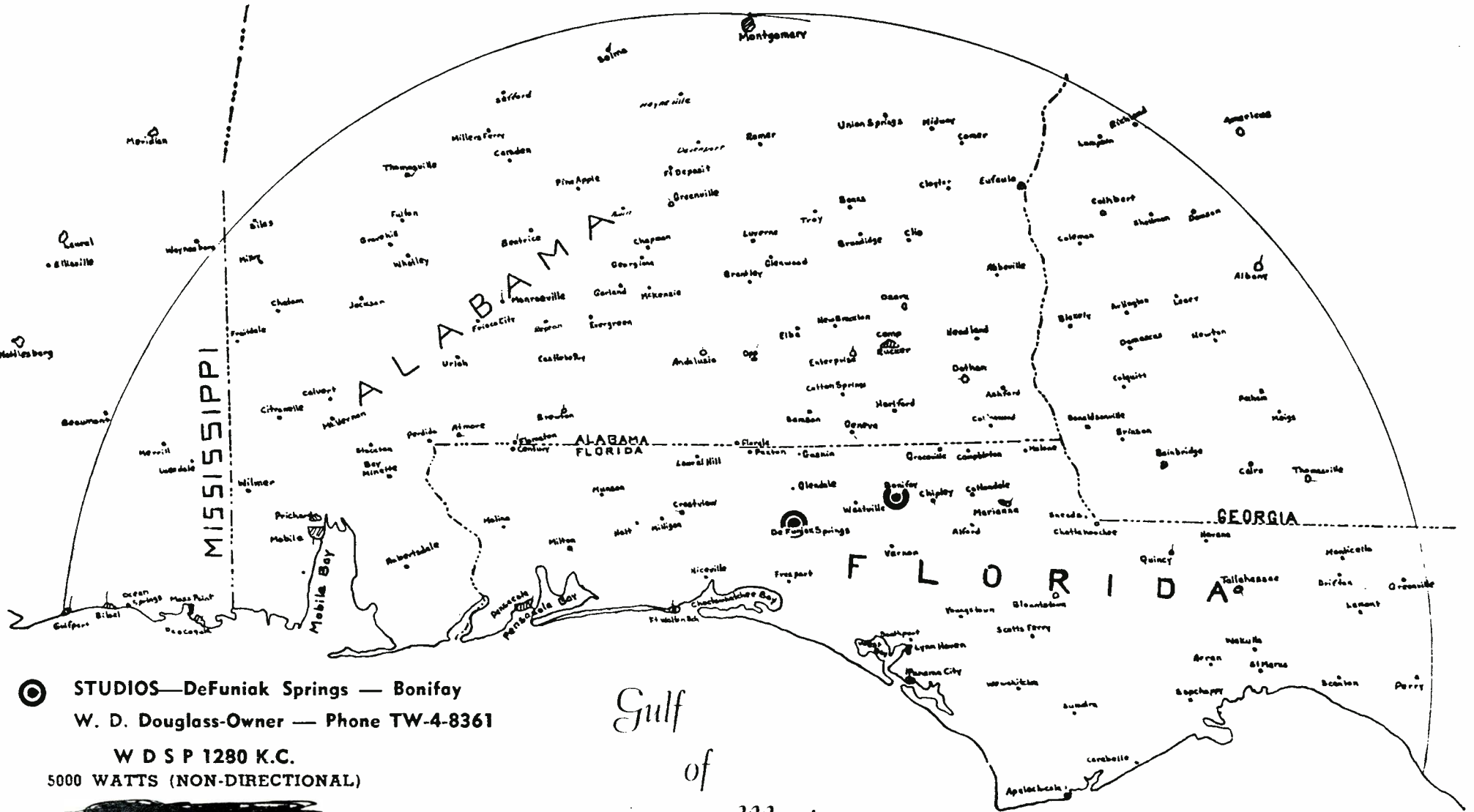
GULF OF
MEXICO

**ST. PETERSBURG
CLEARWATER
TAMPA**



WDSP

5000 WATTS
1280 ON THE DIAL
DeFUNIAK SPRINGS, FLORIDA



© STUDIOS—DeFuniak Springs — Bonifay
W. D. Douglass—Owner — Phone TW-4-8361

W D S P 1280 K.C.
5000 WATTS (NON-DIRECTIONAL)

AUDIENCE 1956

Population	- - - - -	1,750,000
Households	- - - - -	340,000
Radio Homes	- - - - -	326,400

DeFUNIAK SPRINGS . . . Home of WDSP
—and—

EGLIN AIR FORCE PROVING GROUNDS
(Largest in the World)

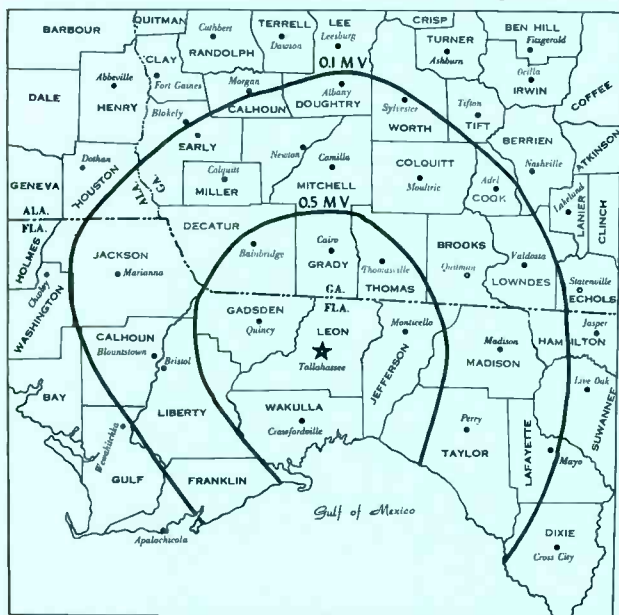
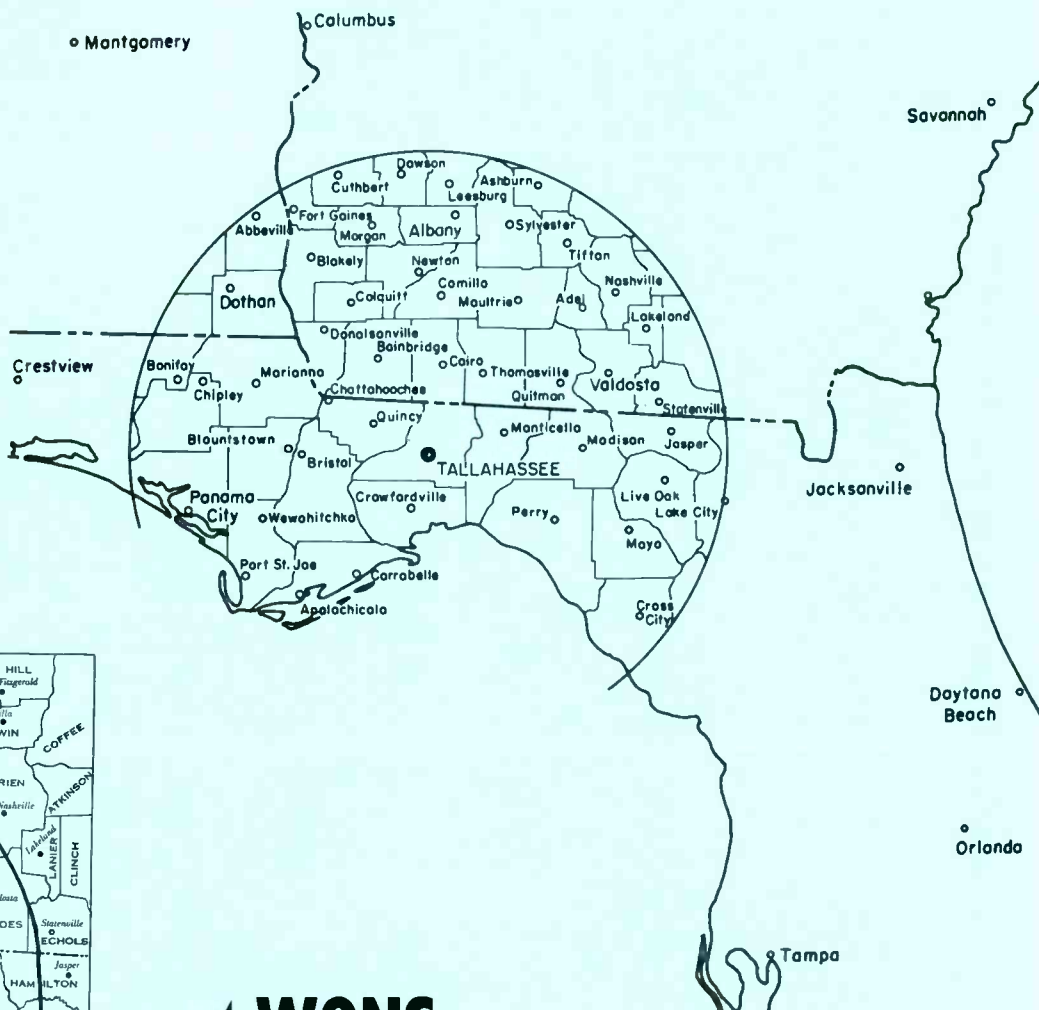
COMPLETE PRIMARY COVERAGE

*Gulf
of
Mexico*

WONS
WBGM^F_M

COVERAGE

WBGM^F_M
27,000 Watts ERP
-98.9 m.c.

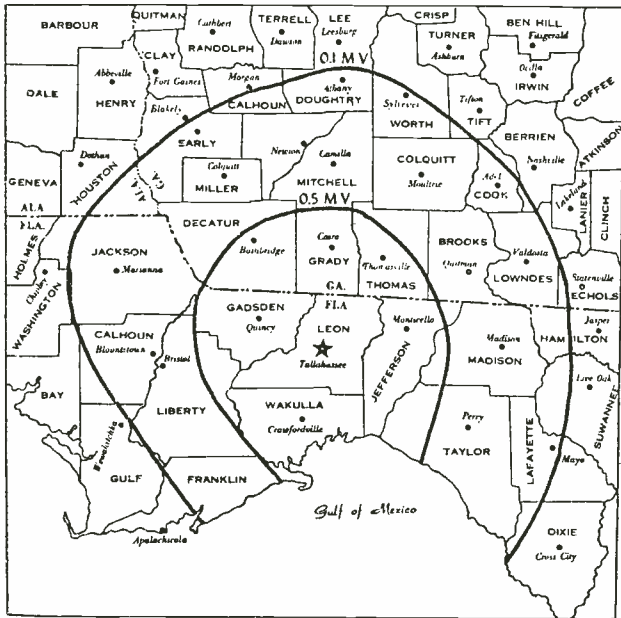
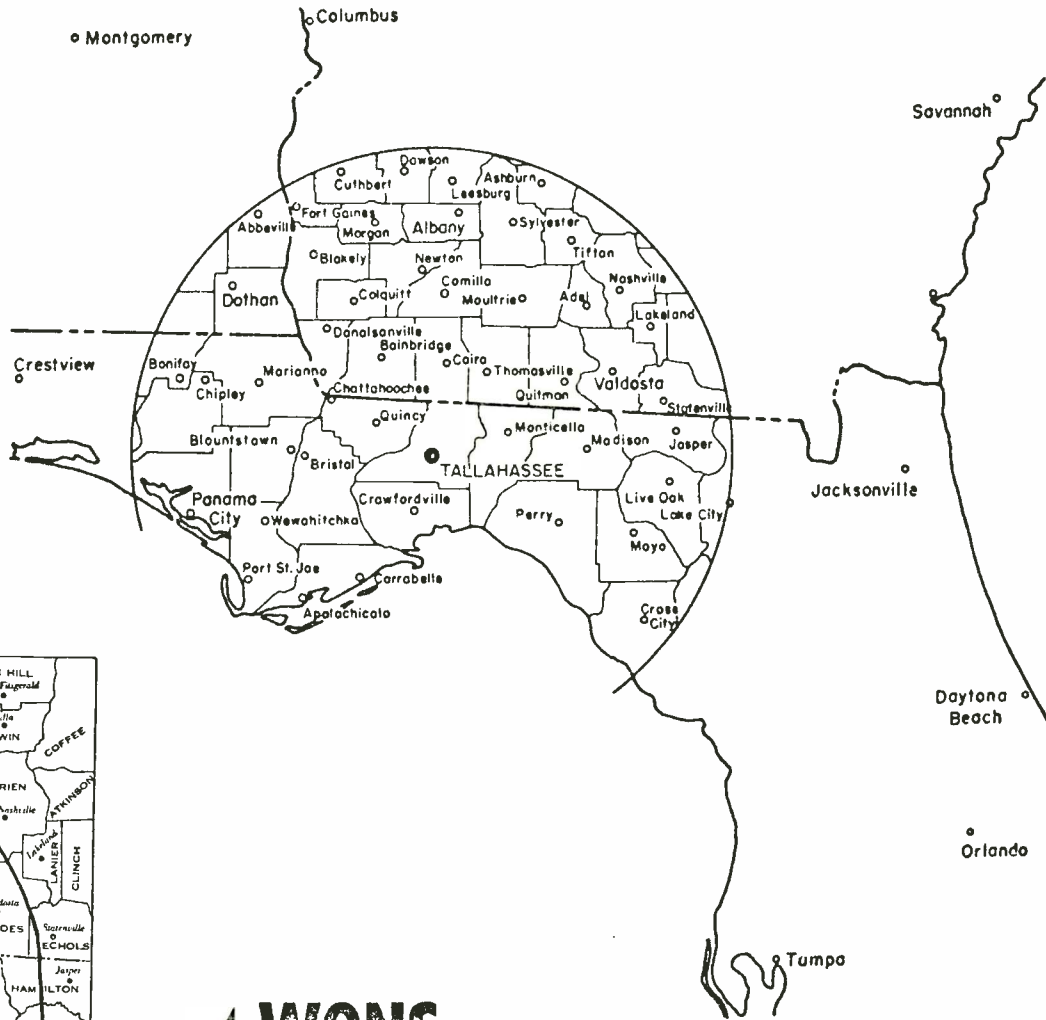


WONS
1410 kc
5000 Watts

W|O|N|S
W|B|G|M^F

COVERAGE

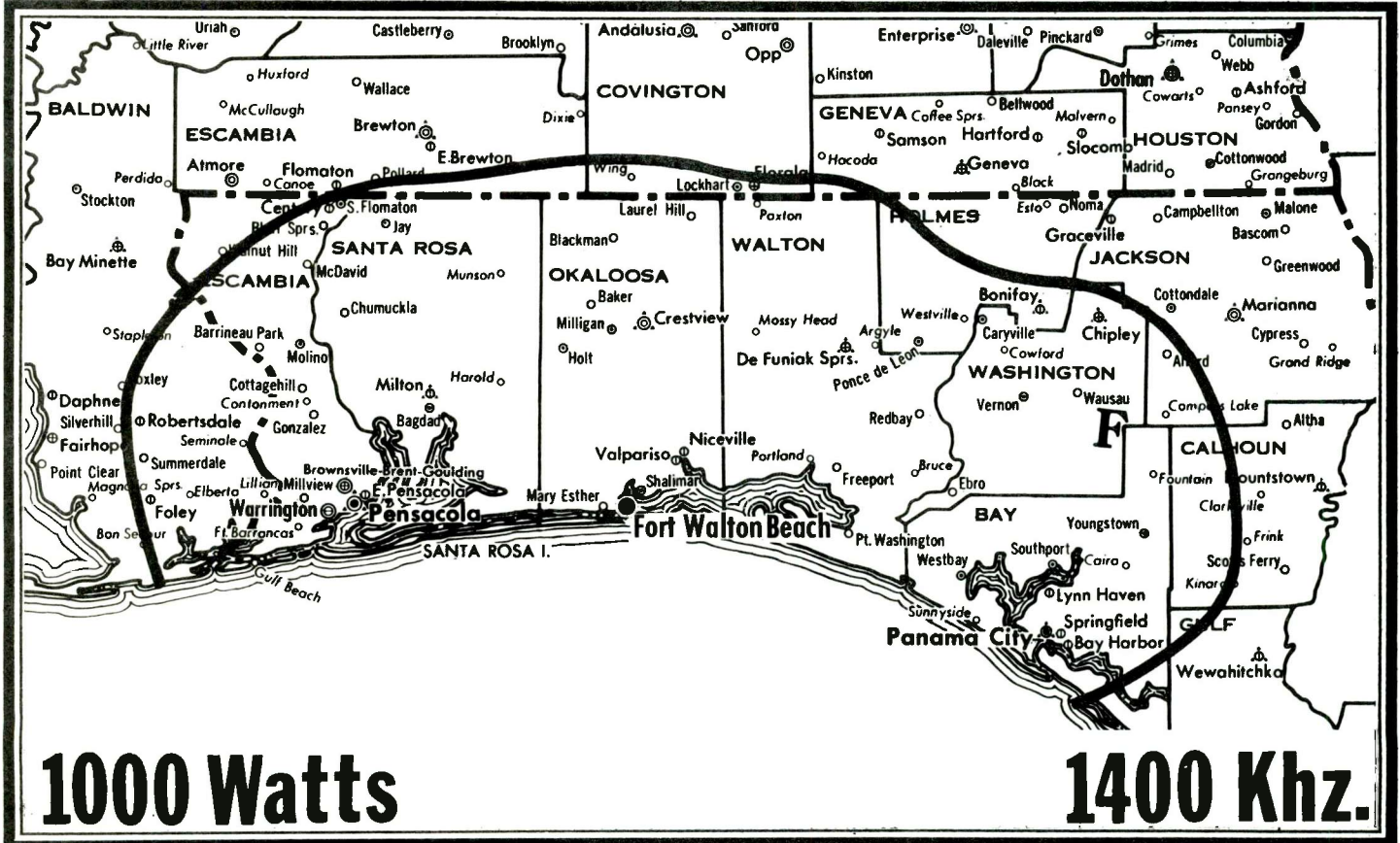
WBGM^F M
27,000 Watts ERP
--98.9 m.c.



WONS
1410 kc
5000 Watts

WNUE

Voice of the Miracle Strip
24 HOURS A DAY
Fort Walton Beach, Fla.



250 WATTS NIGHT

POPULATION: est. Dec. 1964 - F W B Communities - 34,100
Okaloosa County - 74,000

VEHICLE REGISTRATION:

fiscal year 1966- Okaloosa County - 45,000

BUILDING PERMITS:

315 permits 1966- F W B City- \$3,701,881.00

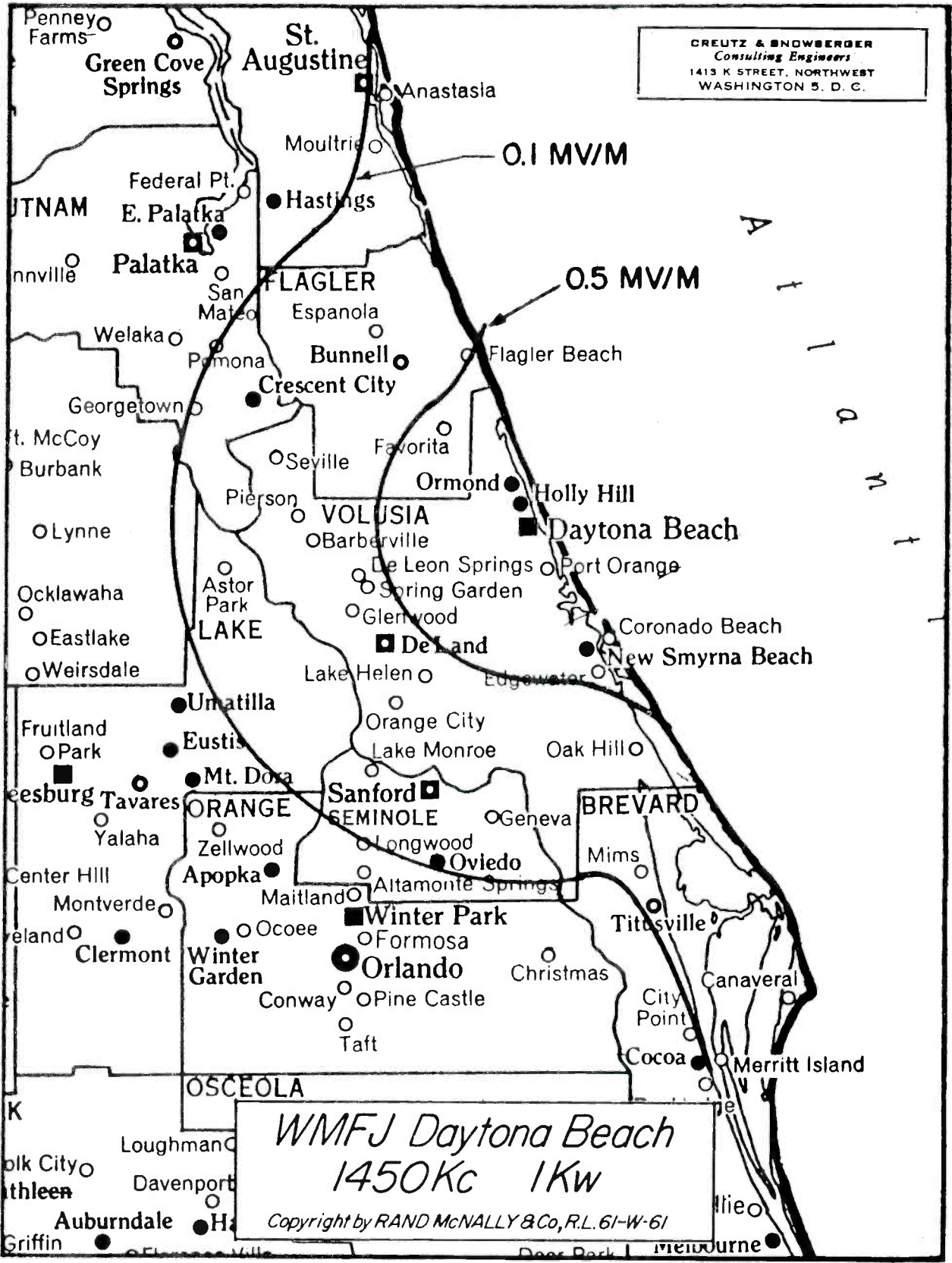
1965- Okaloosa County- \$9,568,000.00

MILITARY DATA: 1966 military & civilian salaries -

Eglin Air Force Base - \$47,369,000.00

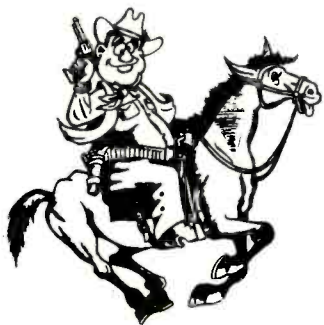
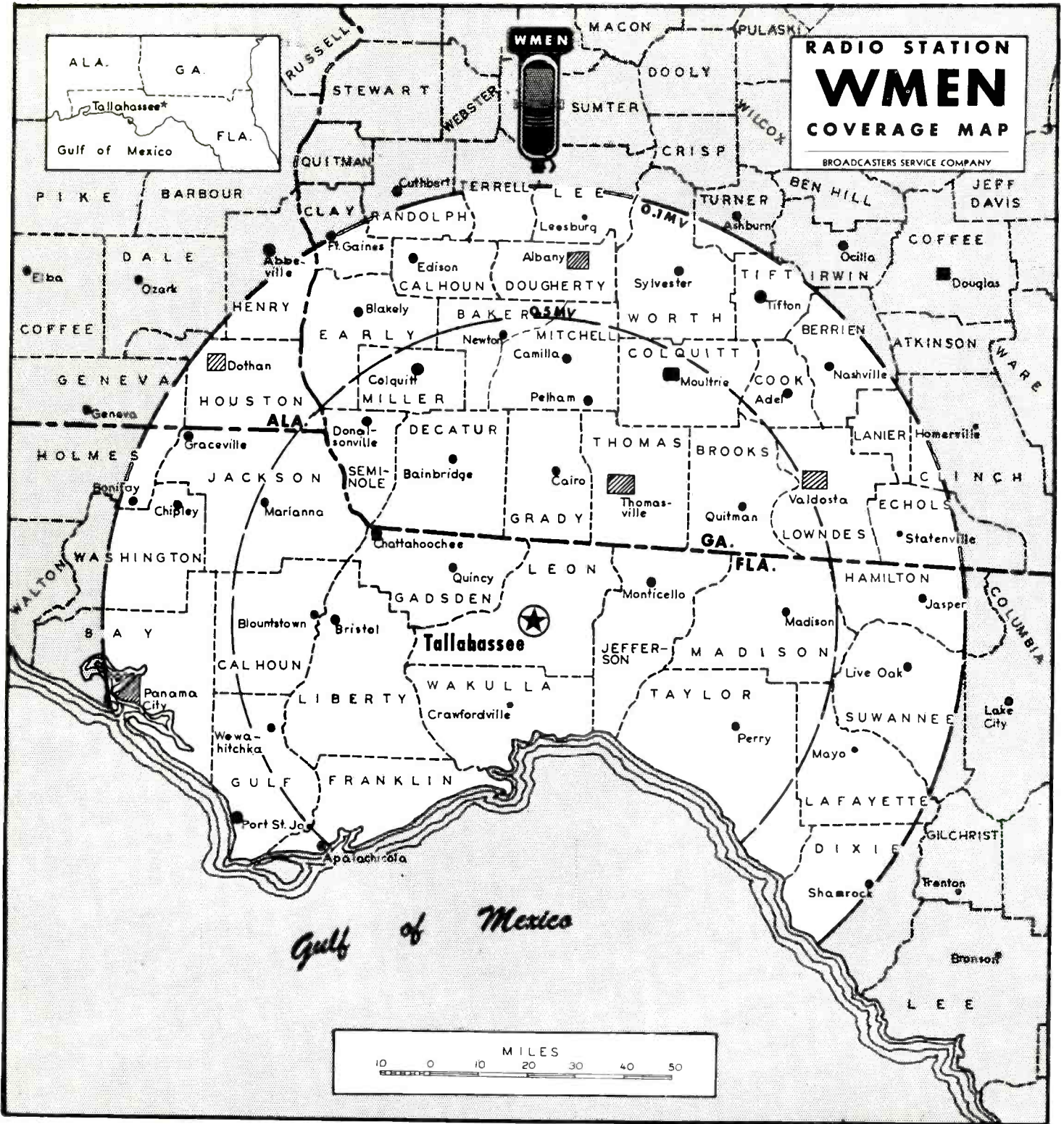
Hurlburt Field - \$16,840,554.00

*Serving the mighty Eglin Air Force Proving Ground
and the 4751st Air Defense Bomarc Missile wing.*



CREUTZ & SNOWBERGER
 Consulting Engineers
 1413 K STREET, NORTHWEST
 WASHINGTON 5, D. C.

WMFJ Daytona Beach
1450Kc 1Kw
 Copyright by RAND McNALLY & Co, R.L. 61-W-61



WMEN

**Tallahassee,
 Florida**

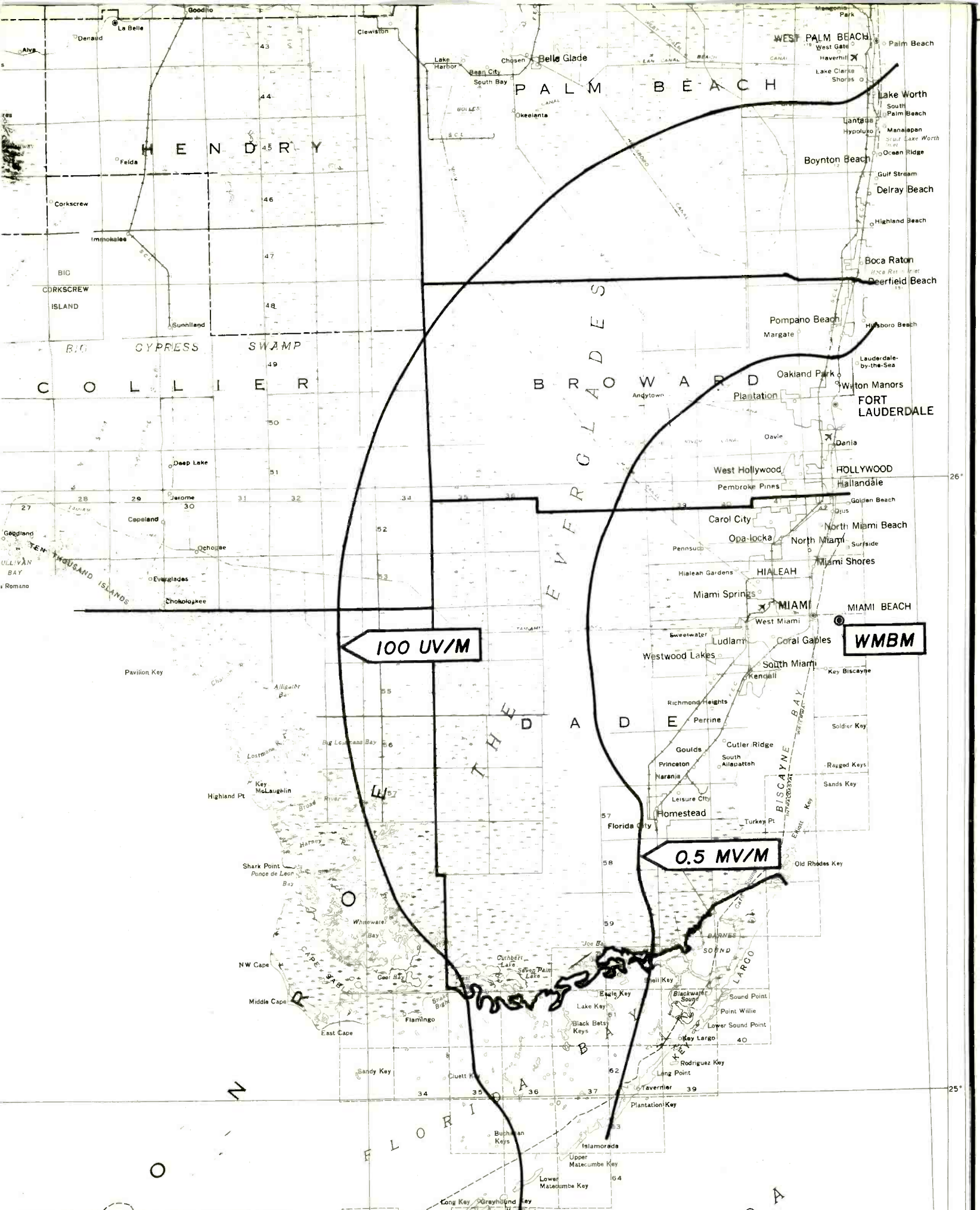
1330 Kc • 5000 Watts

COUNTRY-WIDE RADIO

A Broadcast Service of Lamar Advertising



RADIO STATION WMEG
EAU GALLIE, FLORIDA
920KC **1KW**
COVERAGE MEASURED BY
F.A. SCOTT, 1/28-31, 1956



100 UV/M

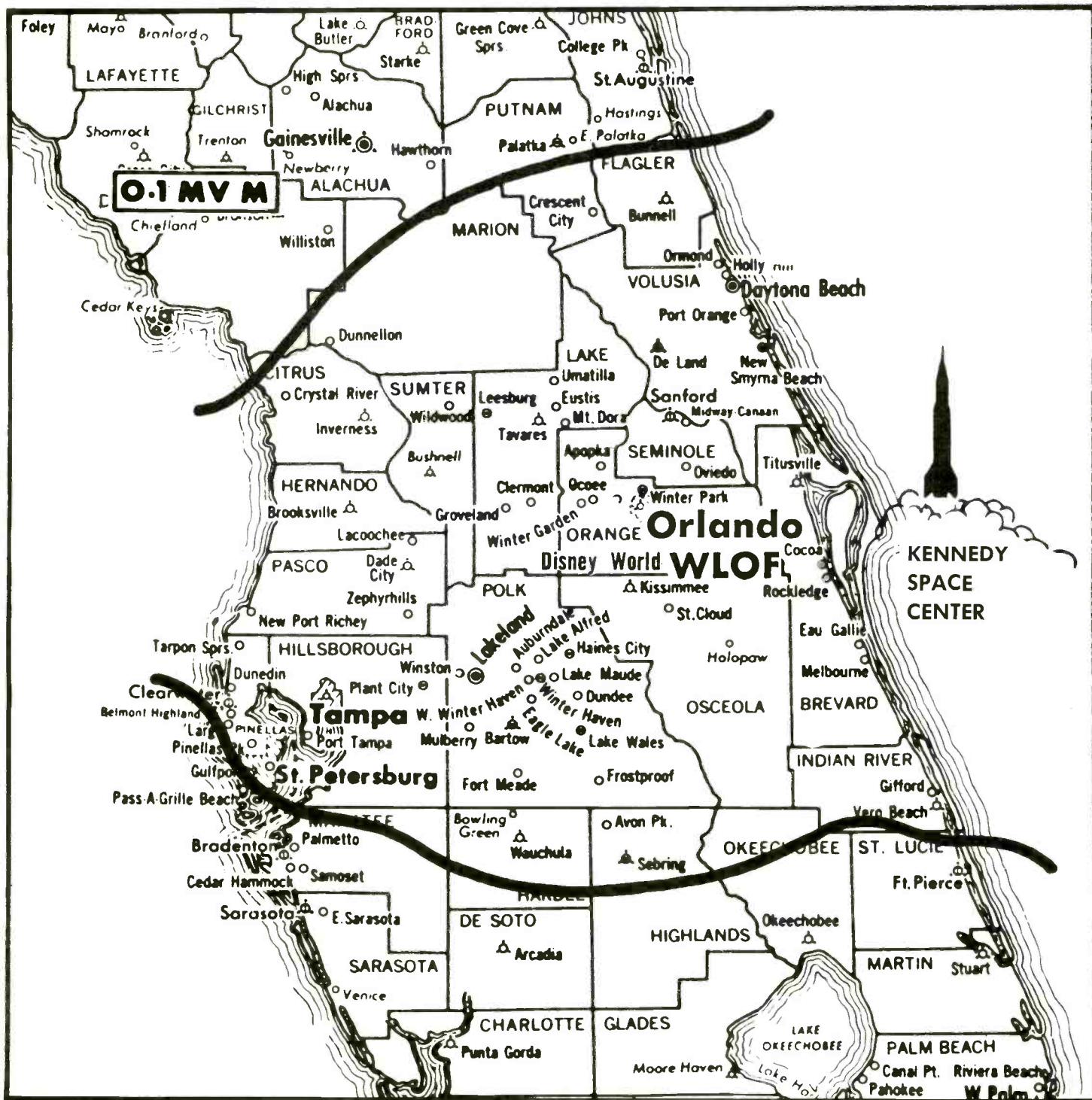
WMBM

0.5 MV/M

WLOF

Channel

95



orlando

Beyond contention . . .

The top-rated station in the Tampa-St. Petersburg market

(CHECK THE RATINGS)

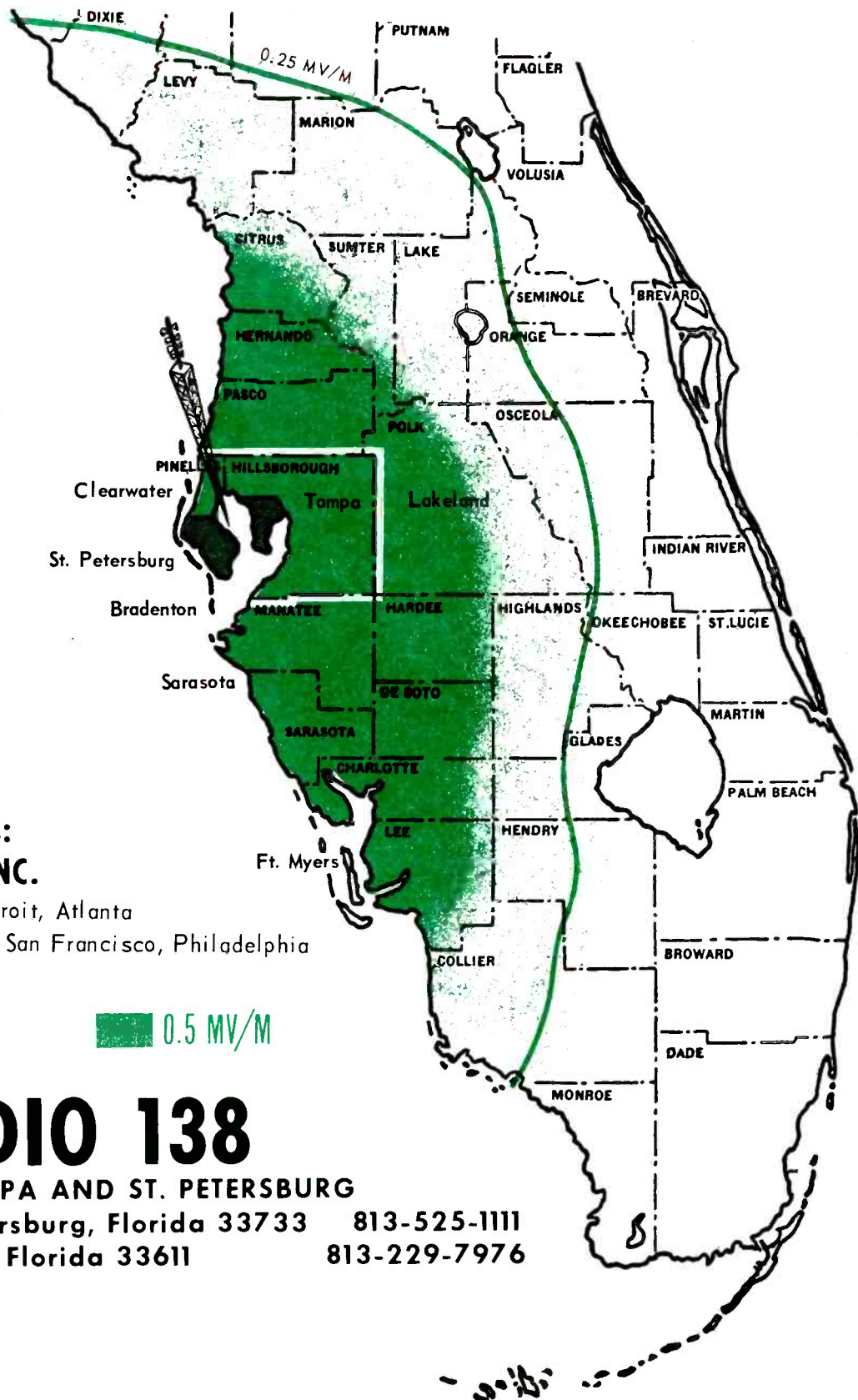
WLCY RADIO 138

**5,000 W
24 HOURS A DAY
IN ONE OF THE
NATION'S FASTEST
GROWING MARKETS**

A RAHALL STATION

**National Representatives:
H-R REPRESENTATIVES, INC.**

New York, Boston, Chicago, Detroit, Atlanta
St. Louis, Dallas, Los Angeles, San Francisco, Philadelphia



WLCY RADIO 138

MIDWAY BETWEEN TAMPA AND ST. PETERSBURG

P.O. Box 10,000 St. Petersburg, Florida 33733 813-525-1111

P.O. Box 13,800 Tampa, Florida 33611 813-229-7976

EVEN NEWER
WLCY 24 HOURS
 RADIO 138

**THE MOST POWERFUL FULL TIME
 INDEPENDENT ON FLORIDA'S WEST COAST**

**Blanket Coverage of the Nation's
 Fastest-Growing Market
 Ranked 26th in Total Retail Sales
 by Standard Rate & Data**

Plus A Big Bonus

**Over 1,500,000 Vacationers
 October through April and June, July, August.**

A RAHALL STATION

**P. O. Box 7005, St. Petersburg, Fla.
 Phone: St. Petersburg HE 5-2131 - Tampa 2-1108**

MARKET DATA

Within 0.5 MV/M Contour Within 0.25 MV/M Contour

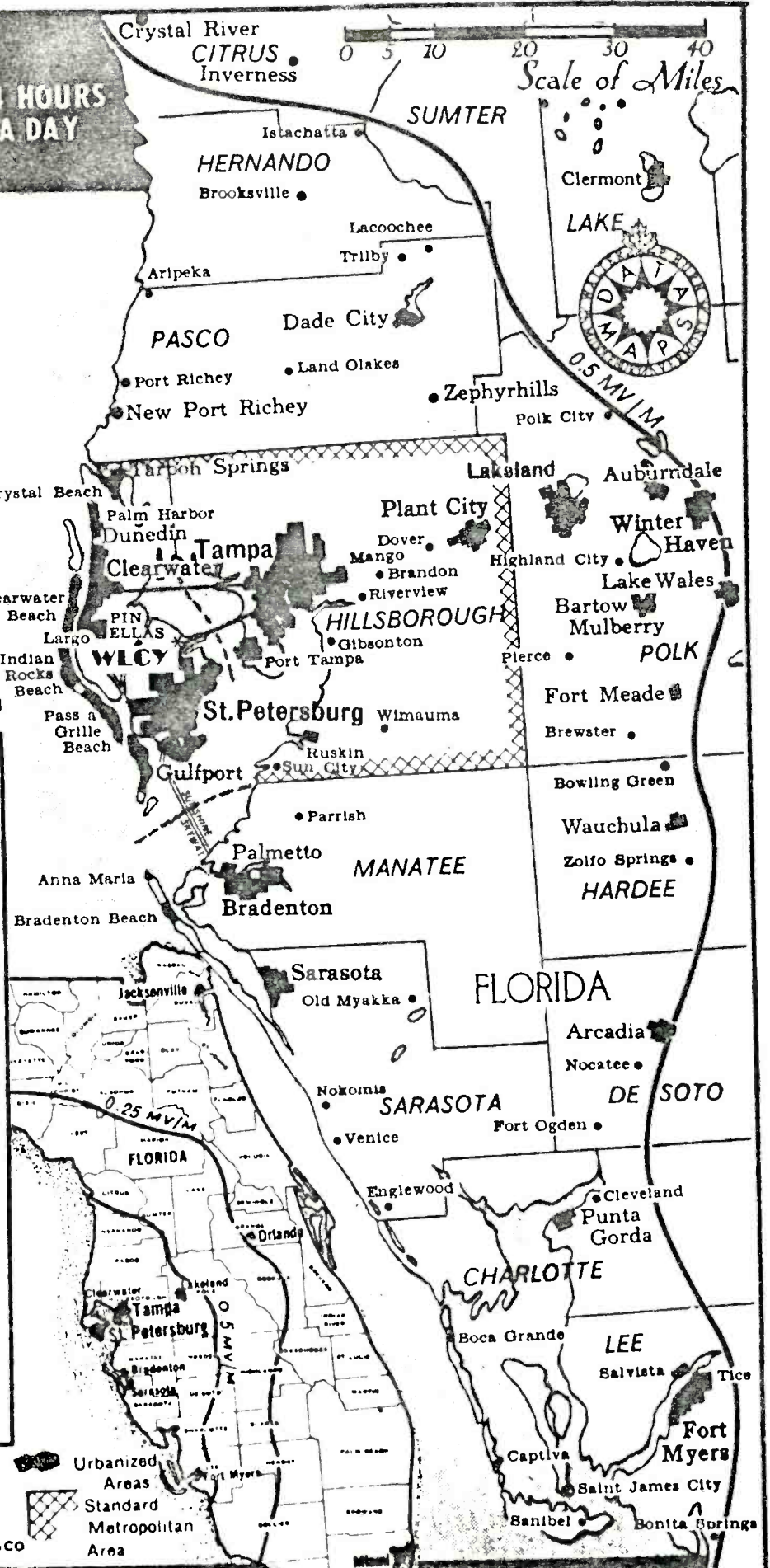
Audience Population	1,234,530	1,515,567
Households	359,370	453,070
With AM Radio	341,382	430,417
Automotive Vehicles Registered	651,359	783,582
Expendable Income (\$000)	\$1,665,302	\$2,072,162
Market* Total Retail Sales	\$1,611,922	1,978,582
Food Store Sales	319,254	386,738
Restaurants, Drinking Places	93,115	116,051
Drug Stores	53,797	59,381
General Merchandise Stores	150,474	166,018
Apparel Stores	75,126	86,315
Home Furnishing Stores	69,005	85,746
Automotive Sales Outlets	247,910	293,603
Gasoline Service Stations	110,216	139,862

Includes Value Products Consumed, Government Payments *Sales by Store Classes in Thousands of Dollars, \$000

SOURCES: Latest Census tabulations, 1960 with sampled data, Sales Tax Reports from Federal and State sources, SRDS, Oct. 1, 1960, projected to date and coordinated by DATAMAPS, WALTER P. BURN, Middlebury, Vermont.

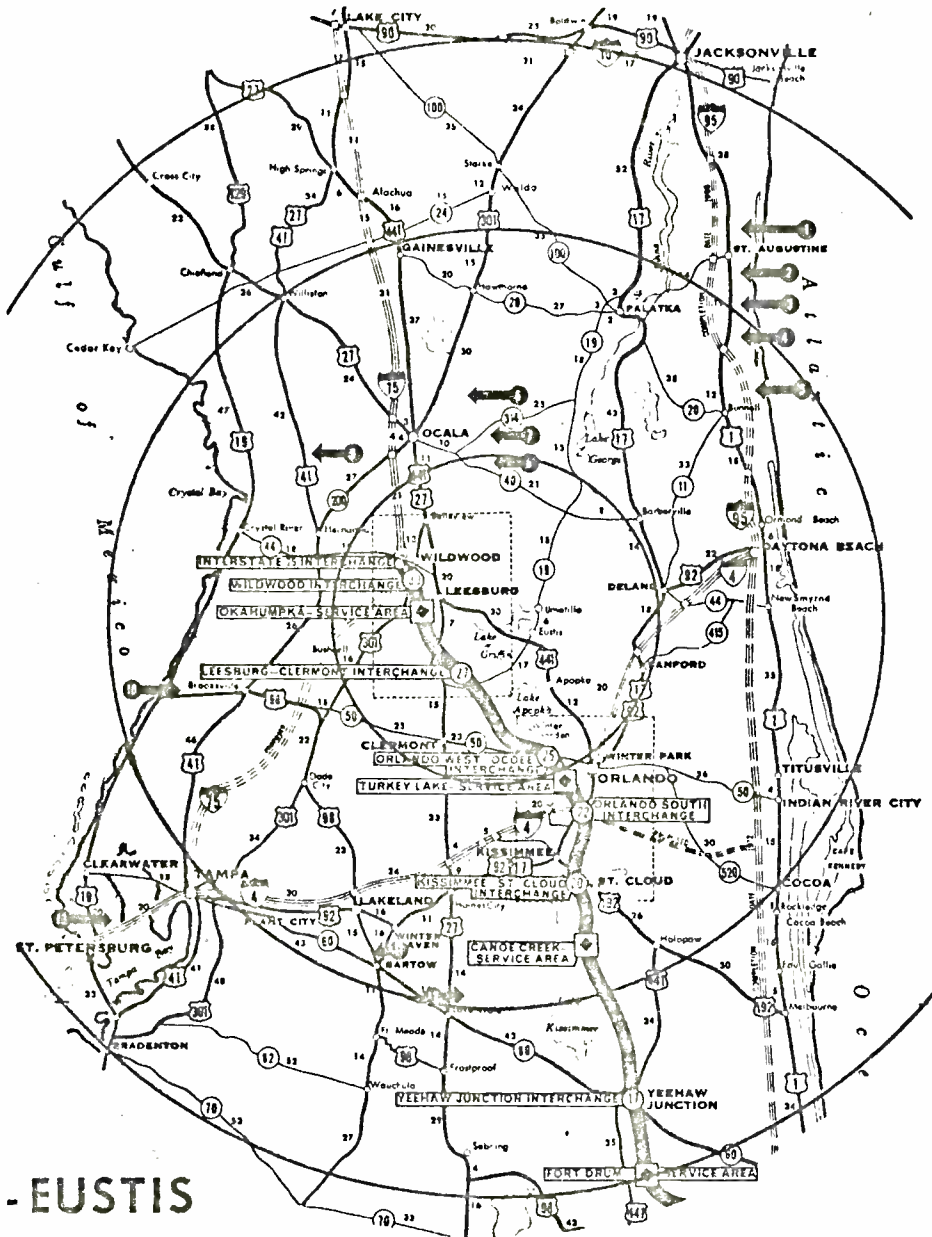
**National Representatives
 ADAM YOUNG, INC.**
 New York, Boston, Chicago, Detroit, Atlanta
 St. Louis, Dallas, Los Angeles and San Francisco

St. Petersburg - Tampa - Clearwater



Florida

W
L
B
E



ATTRACTIONS KEY
MAP SIDE

- 1 ALLIGATOR FARM
- 2 LIGHTNER MUSEUM OF HOBBIES
- 3 GHOST HOUSE
- 4 POTTERS WAX MUSEUM
- 5 FLORIDA'S MARINELAND
- 6 CAVALCADIA
- 7 SILVER SPRINGS
- 8 TOMMY BARTLETT'S DEER RANCH
- 9 RAINBOW SPRINGS
- 10 WEEKI WACHEE SPRING
- 11 CYPRESS GARDENS
- 12 GREAT MASTERPIECE
- 13 SUNKEN GARDENS
- 14 CIRCUS HALL OF FAME
- 15 HORN'S CARS OF YESTERDAY
- 16 SARASOTA JUNGLE GARDENS
- 17 MCKEE JUNGLE GARDENS
- 18 EDISON WINTER HOME
- 19 EVERGLADES WONDER GARDENS
- 20 CARIBBEAN GARDENS

**LEESBURG - EUSTIS
FLORIDA**

Telephones:

LEESBURG 787-2790

EUSTIS 357-2790

Market Data:

Consumer Buying Power \$176,229,000

Population 100,250

Households 29,050

Food	\$ 45,600,000
Eat & Drink	9,754,000
Gen. Mdse	15,780,000
Apparel	5,782,000
Farm & Hsh'ld	5,380,000
Automotive	40,640,000
Gas Station	17,474,000
Lbr, Hdr'w, Bldg.	11,406,000
Drugs	\$ 6,882,000
	<hr/>
	\$ 158,698,000

CIRCLE "A" represents the primary market served by WLBE, known as "The Golden Triangle". The total population represented within this radius is 100,000 persons.

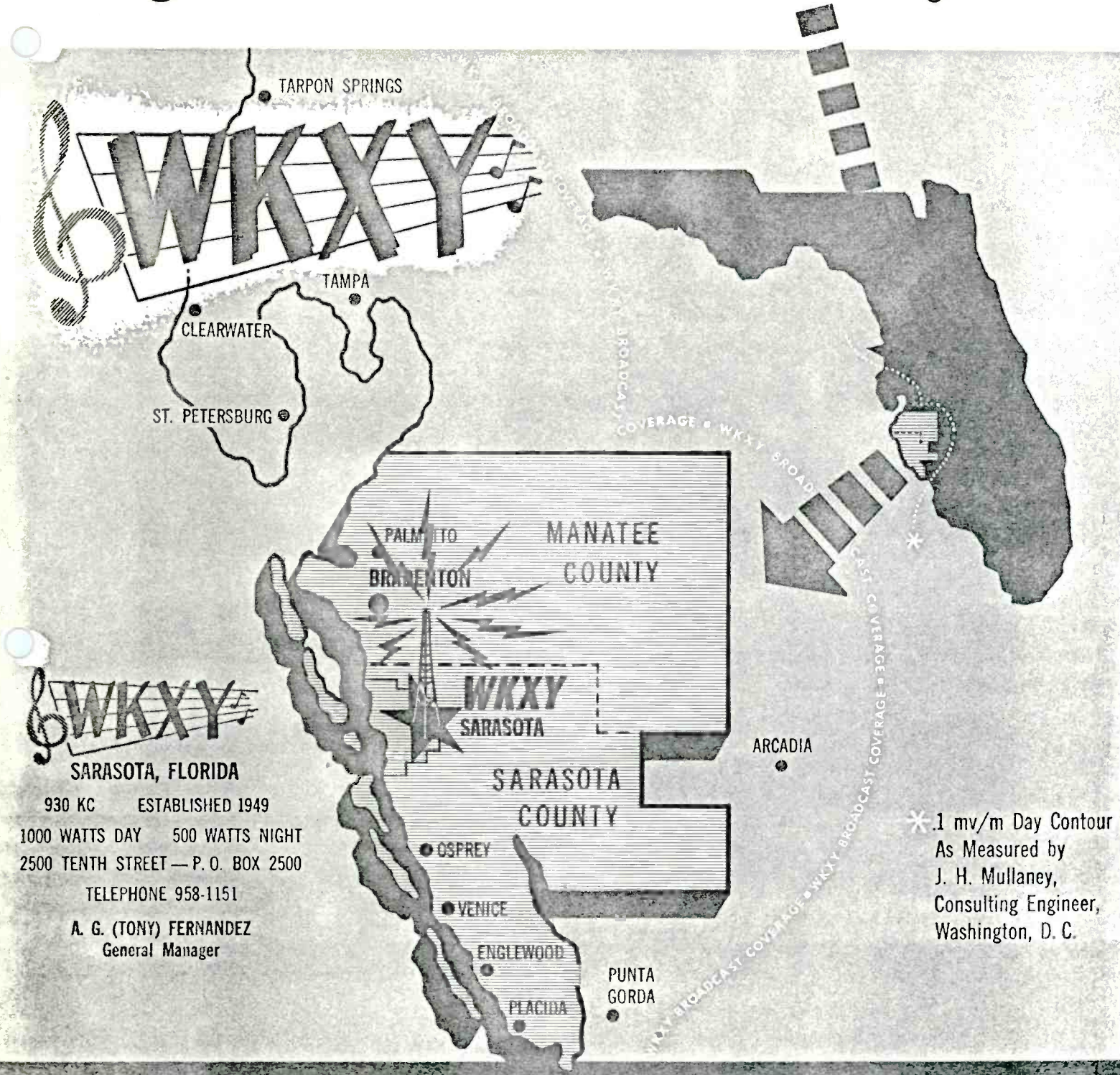
CIRCLE "B" represents the primary signal, covering the rural and urban areas, towards whom WLBE directs its programming. This area contains over a million residents plus all turnpike and main highway N & S in Florida.

CIRCLE "C" represents the maximum coverage of WLBE. Contained within this area all of central Florida.

It can be seen that as a 5000 watt regional station, WLBE will reach more people per advertising dollar than several stations of strictly local coverage.

"This is WLBE...5000 watts from Coast to Coast"
"Your mutual friend on 790" serving metropolitan Leesburg, Eustis, and Tavares.

Covering The Rich SARASOTA-MANATEE County Market!



WKXY
SARASOTA, FLORIDA
 930 KC ESTABLISHED 1949
 1000 WATTS DAY 500 WATTS NIGHT
 2500 TENTH STREET — P. O. BOX 2500
 TELEPHONE 958-1151
A. G. (TONY) FERNANDEZ
 General Manager

* .1 mv/m Day Contour
 As Measured by
 J. H. Mullaney,
 Consulting Engineer,
 Washington, D. C.

Permanent Population	178,600	Households	75,020
Tourists Annually	300,000 (est)	Employment	53,000
Personal Income	\$325,917,000	School Enrollment	32,021
Retail Sales	\$430,000,000	College Enrollment	3,800
SOURCES: Sales Management Florida Development Commission Bank and School Records		Assets of Financial Institutions	
		Commercial Banks	\$262,100,000
		Savings & Loan Ass'ns	\$265,000,000



SERVING THE BOOM AREA OF FLORIDA
THE HEART OF APALACHICOLA VALLEY

WKMK

BLOUNTSTOWN, FLORIDA

THE MAUPIN BROADCASTING CO.

Best in Radio - Sunrise to Sunset

WHEN

YOU

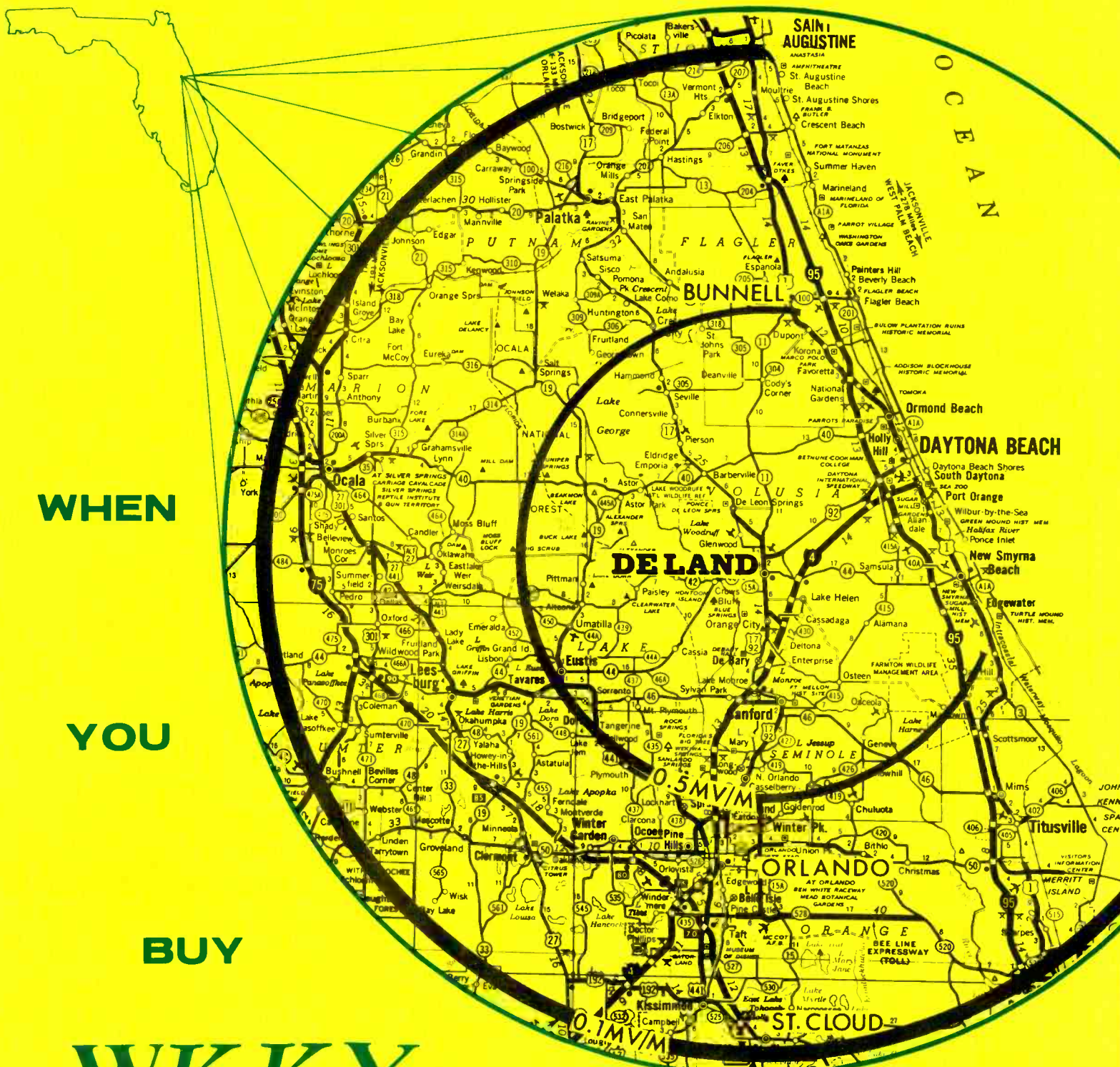
BUY

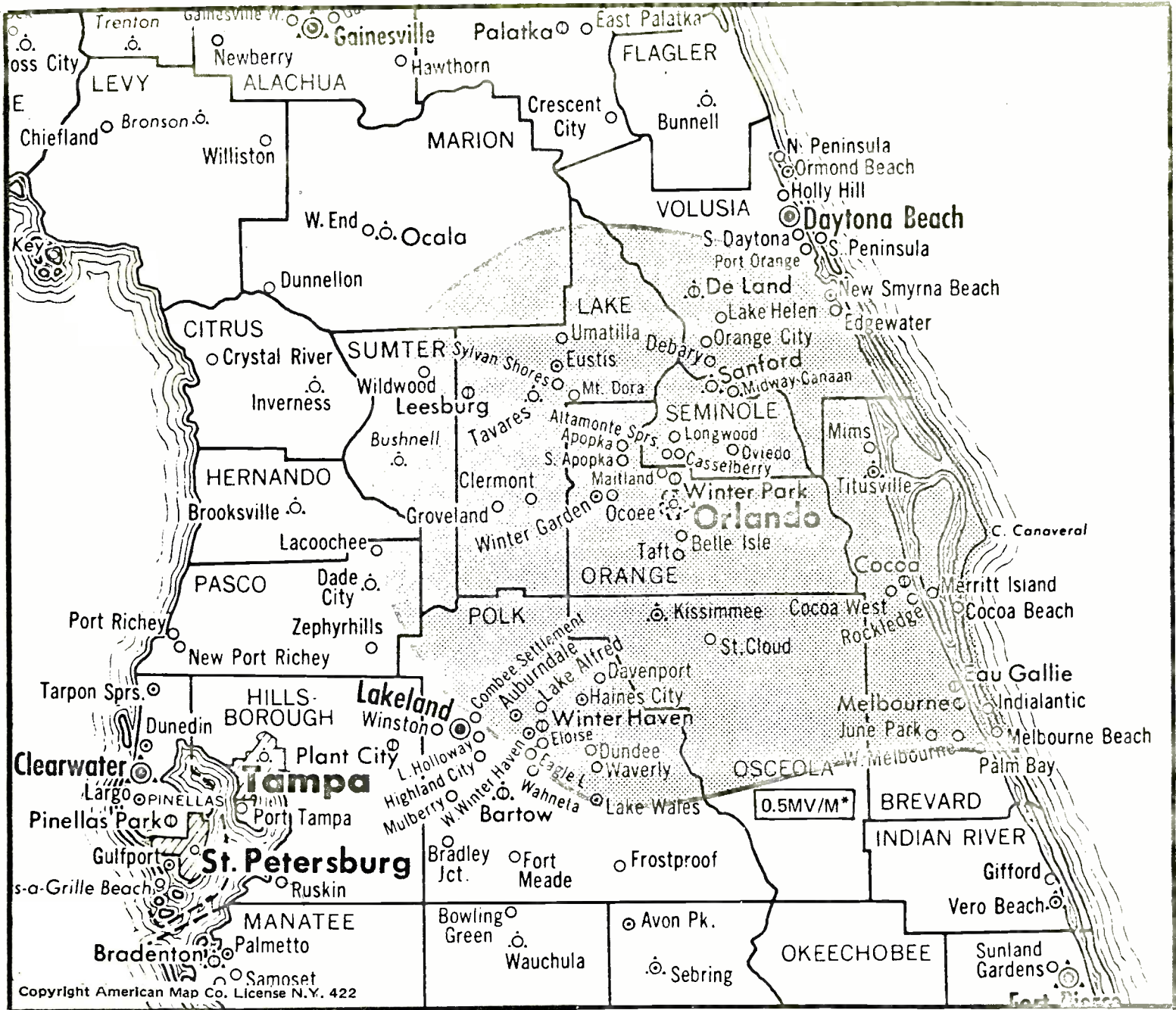
WKKY
13.1

YOU GET
CENTRAL FLORIDA

5000 WATTS

DELAND, FLORIDA





Orlando, The Billion Dollar Market!

	Consumer Spendable Income(\$000)	Total Retail Sales(\$000)	Food Store Sales(\$000)	Drug Store Sales(\$000)
ORANGE LAKE SEMINOLE	\$1,063,345	\$734,050	\$165,292	\$26,195

Source: SRDS, Nov. '68

Orlando Radio Listeners Have More Than A Billion Dollars To Spend, And WKIS Puts Its Coverage Where The Money Is.



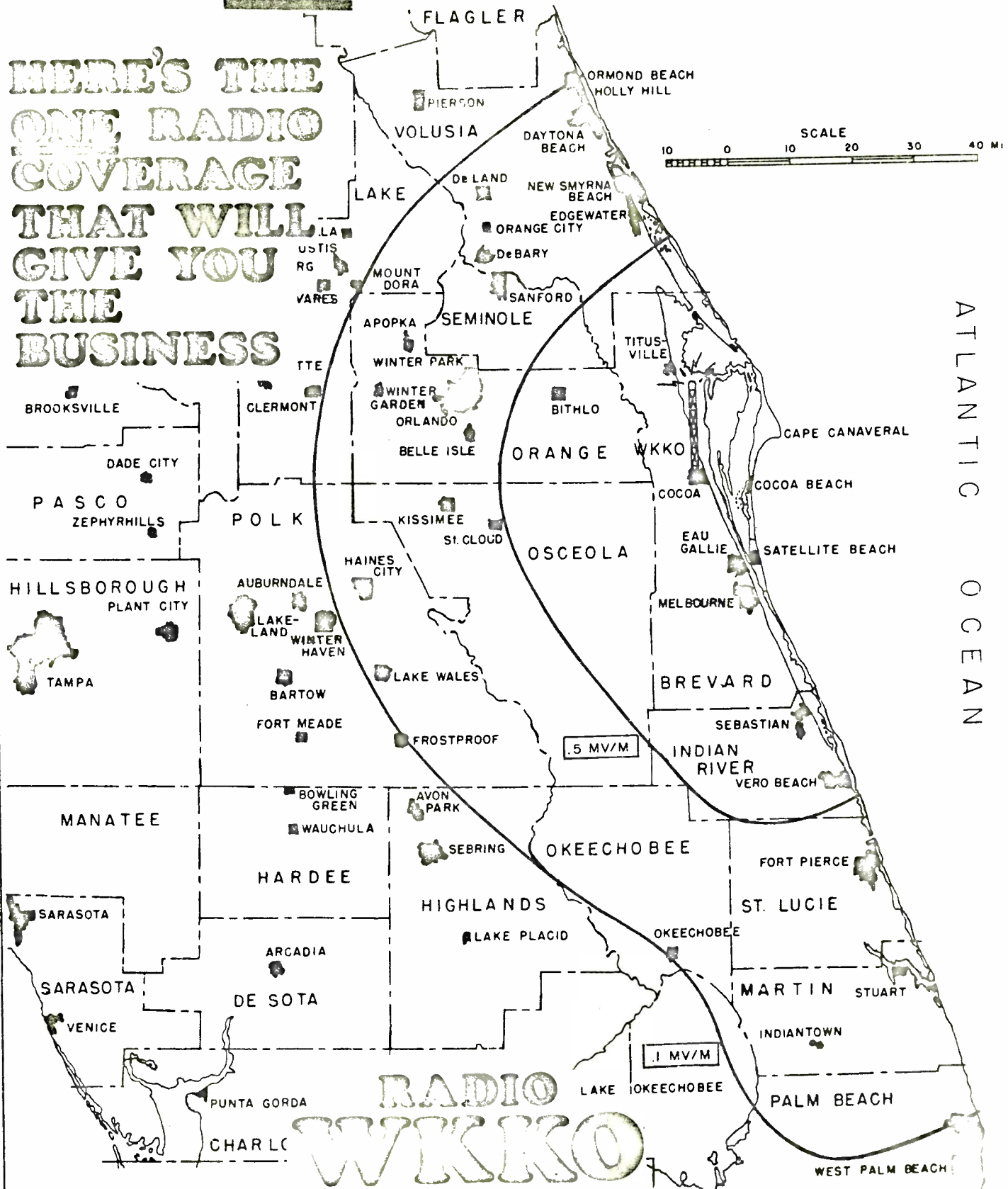
740 ORLANDO, FLORIDA

Sold nationally by  Avery-Knodel, Inc.

* 0.5MV/M Contour As Filed With The F.C.C.

IF YOU SELL IN BREVARD,

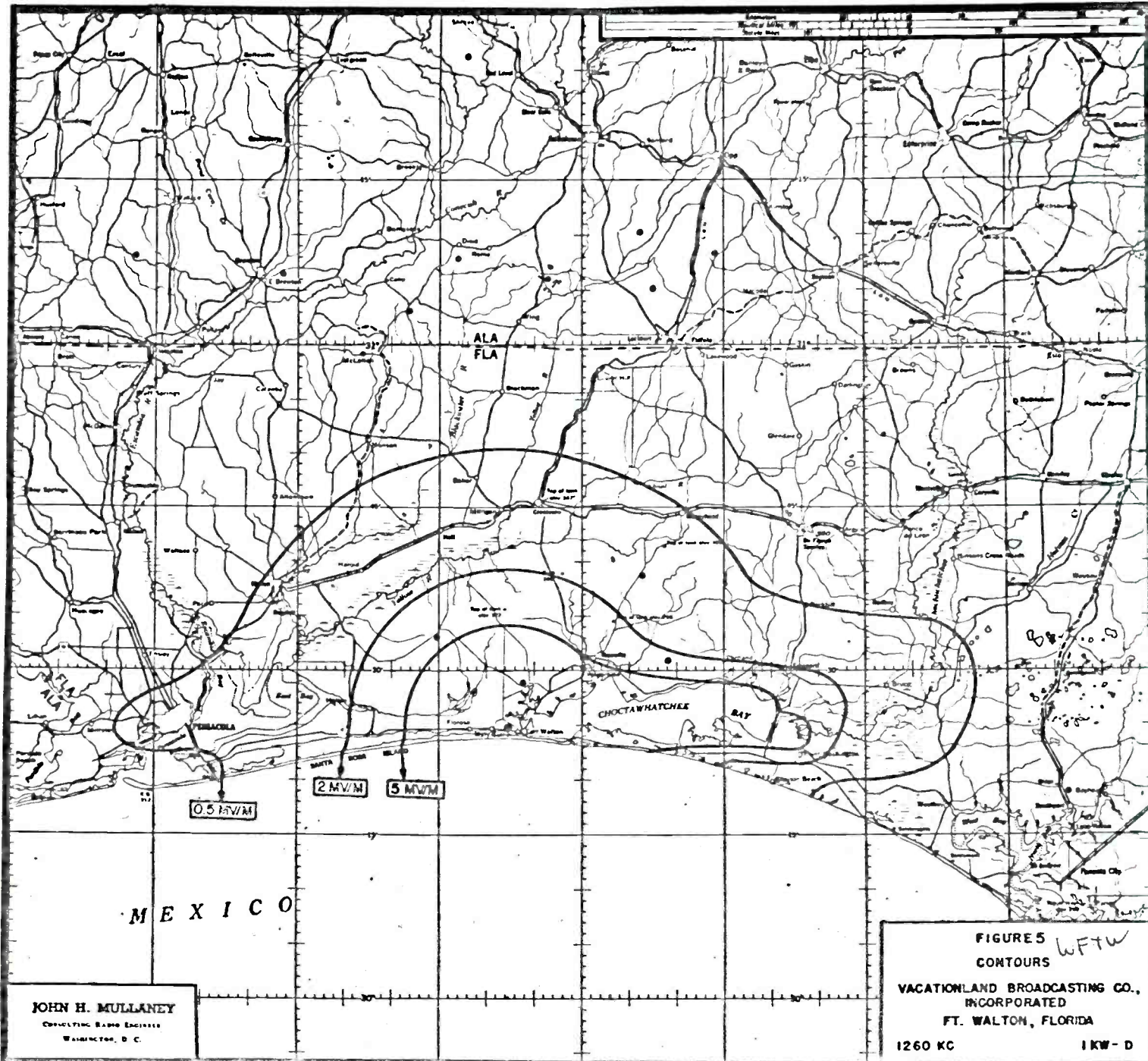
HERE'S THE ONE RADIO COVERAGE THAT WILL GIVE YOU THE BUSINESS



RADIO WKKKO

Cocoa, Florida Clear Channel 86

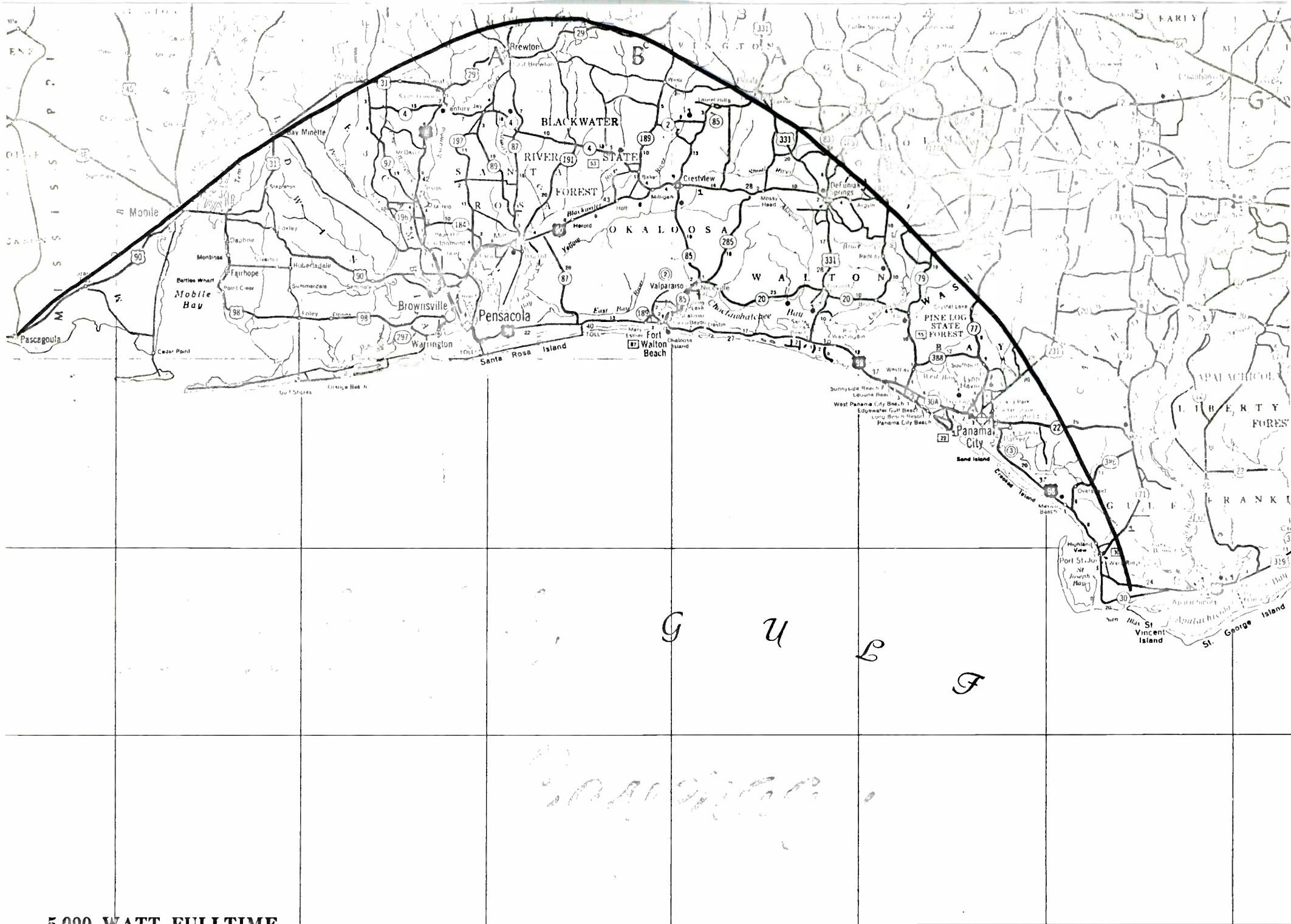
BREVARD COUNTY'S NUMBER ONE RADIO STATION - BY FAR!



MEXICO

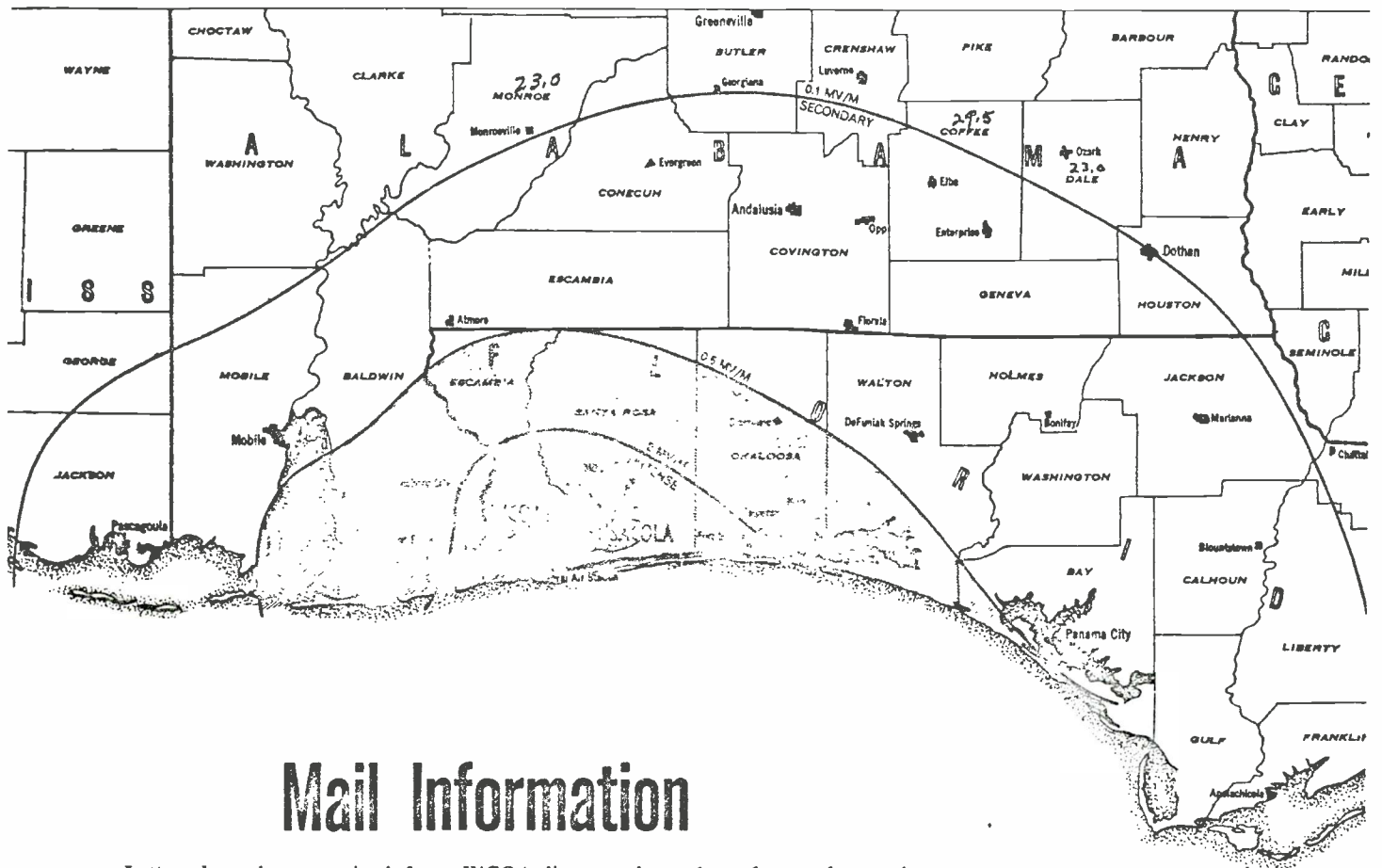
JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 WASHINGTON, D. C.

FIGURE 5 *WFTW*
 CONTOURS
 VACATIONLAND BROADCASTING CO.,
 INCORPORATED
 FT. WALTON, FLORIDA
 1260 KC 1 KW - D



5,000 WATT FULLTIME
0.5 MV/M CONTOUR

WCOA



Mail Information

Letters have been received from WCOA listeners located as far to the north as Maryland, from Texas to the West, Argentina to the South and the Bahamas to the East. A partial mail listing is included here: —

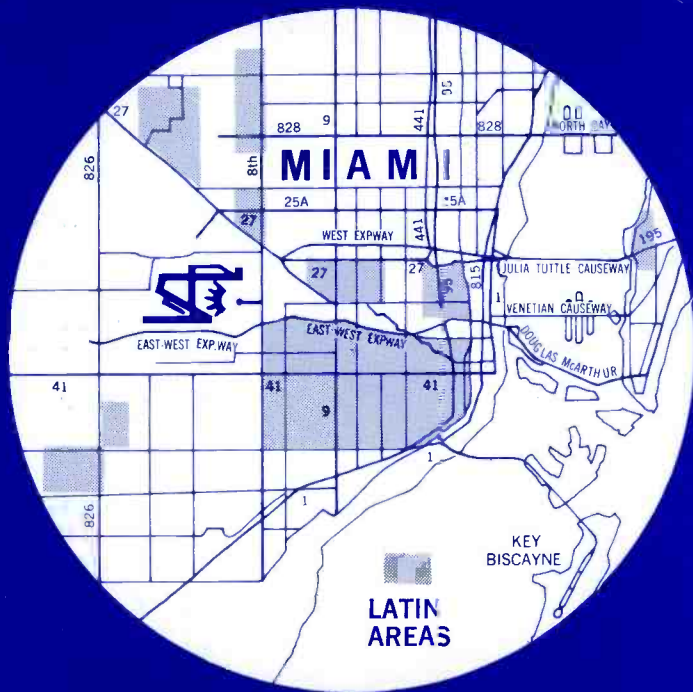
Jesup, Georgia
 Lillian, Alabama
 Mobile, Alabama
 Milton, Florida
 Elberta, Alabama
 Argyle, Florida
 Fort Walton, Florida
 Pulaski, Virginia
 De Funiak Springs, Florida
 Evergreen, Alabama
 Marianna, Florida
 Fort Gordon, Georgia
 Auburn, Alabama

Panama City, Florida
 Port St. Joe, Florida
 Florala, Alabama
 Wewahitchka, Florida
 Jacksonville, Florida
 Pleasant Ridge Park, Kentucky
 Yucatan
 Guantanamo, Cuba
 Gainesville, Florida
 Puerto Belgrano, Argentina
 New Orleans, La.
 Emmittbury, Maryland
 Balsam Mts., North Carolina

Blue Ridge Mts. of Virginia
 Caruthersville, Missouri
 Bimini, Bahamas
 Live Oak, Florida
 Clearwater, Florida
 Kingsville, Texas
 Honduras
 Lebanon, Kentucky
 Fort Stewart, Georgia
 (Okefenokee)
 Sneads, Florida
 Miami, Florida

MARKET INFORMATION

- Serving over 350,000 Latins in Dade County.
- 88% of Dade's Latins speak Spanish only at home.
- 60% of Dade's Latins speak Spanish only at work.



350 N.E. 71 ST. MIAMI, FLA. 33138 TEL. 751-9743

WCMQ RADIO 1220

OCTOBER 1972 - MIAMI, FLORIDA



350 N.E. 71 ST. MIAMI, FLA. 33138 TEL. 751-9743

R.O.S. ANNOUNCEMENTS

Plan	Freq.	60	30	15
6X		\$11.00	\$9.00	\$5.50
12X	156X	10.00	8.00	5.00
18X	260X	9.00	7.00	4.50
24X	520X	8.00	6.50	4.00
30X	1040X	7.00	5.50	3.50

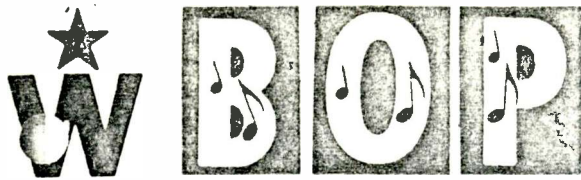
Fixed Position: Add \$2.00 for specified times.

NEWS

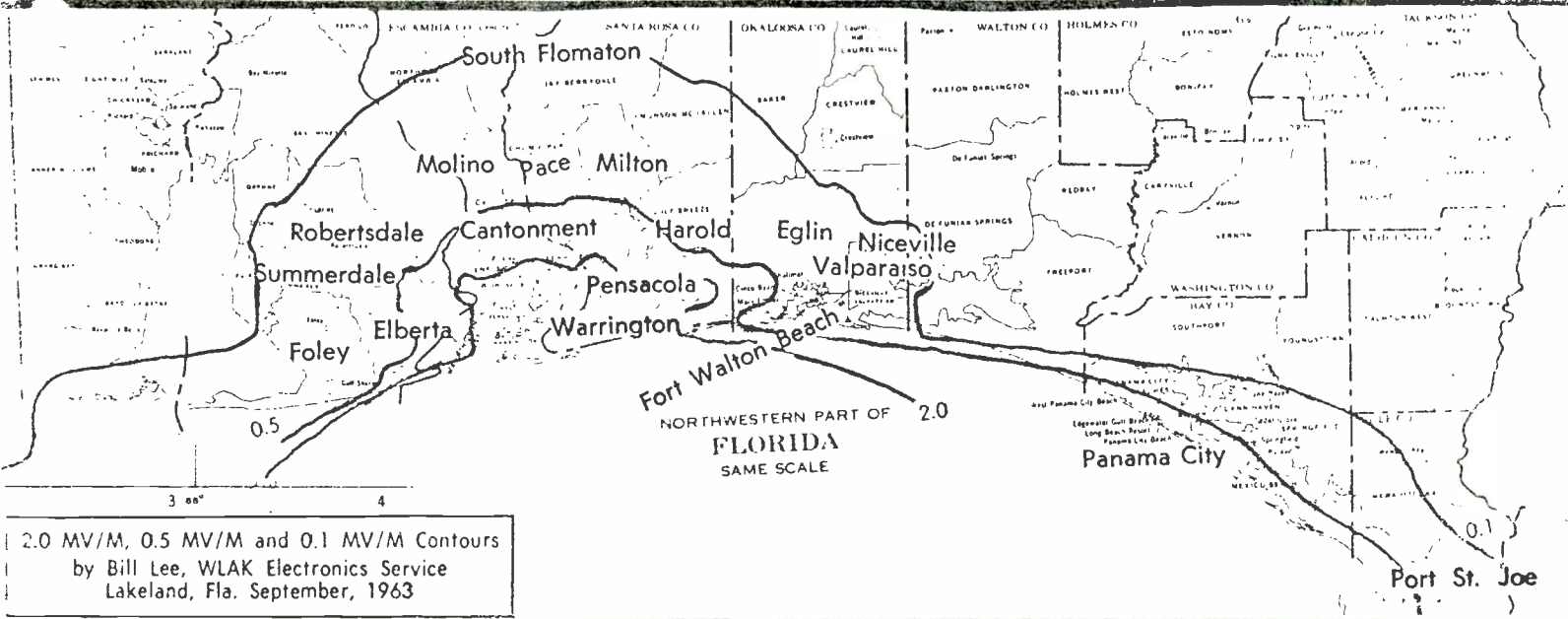
Class AAA	News on the hour (7 a.m., 8 a.m.-4 p.m., 5 p.m.) One minute commercial plus open and close.
Class AA	News on the hour. (All other time segments) One minute commercial plus open and close.
Class A	News headlines on half hour. (All time segments) 30 seconds commercial plus open and close billboard.

Agency Commissions: 15% to recognized agencies
 Cancellation Notice: 14 days for announcements,
 28 days for programs
 Policies published in SRDS apply

Frequency	AAA	AA	A
1X	\$ 18	\$ 15	\$ 12
156X	17	14	11
260X	16	13	10
520X	15	12	9
1,040X	14	11	8

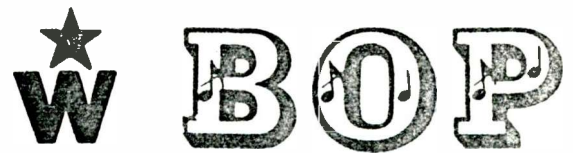


PENSACOLA, FLORIDA
1,000 WATTS AT 980 KC



The ONLY All-Negro Programmed Radio Station in Rich Northwest Florida....

Market Data:	TOTAL 0.5 MV/M Coverage	TOTAL 0.2 MV/M Coverage
Negro Population	110,640	199,104
Negro Households	25,536	51,468
Negro Radio Homes	25,428	50,280
Negro Passenger Cars	31,068	55,296
Total Spendable Income	\$291,445,200	416,600,400
RETAIL SALES:		
Food Sales	\$ 64,707,600	69,222,400
Drug Sales	\$ 7,450,400	10,467,600
Eating Place	\$ 15,432,000	26,328,000
General Merchandise	\$ 22,506,000	28,510,800
Apparel Stores	\$ 18,692,400	21,742,800
Home Furnishings	\$ 16,262,400	20,790,000
Automotive Stores	\$ 63,870,000	89,794,800
Filling Stations	\$ 19,714,800	32,156,400
Building Materials	\$ 17,736,000	29,481,600
RETAIL SALES	\$260,743,200	360,788,400
SERVICE SALES	\$ 26,352,000	45,420,000
FARM DATA:		
Negro Farm Population	7,080	19,836
Negro Farm Homes	1,440	4,680
Negro Radio Homes	1,440	4,644
Negro Farm Income	\$ 3,510,000	23,278,800



PENSACOLA, FLORIDA

Dial HEmlock 8-7543

Pensacola, Florida

1,000 WATTS AT 980 KC

Others say "... unbelievable results!"

To Make YOUR Own Success Story

in the Pensacola Area . . .

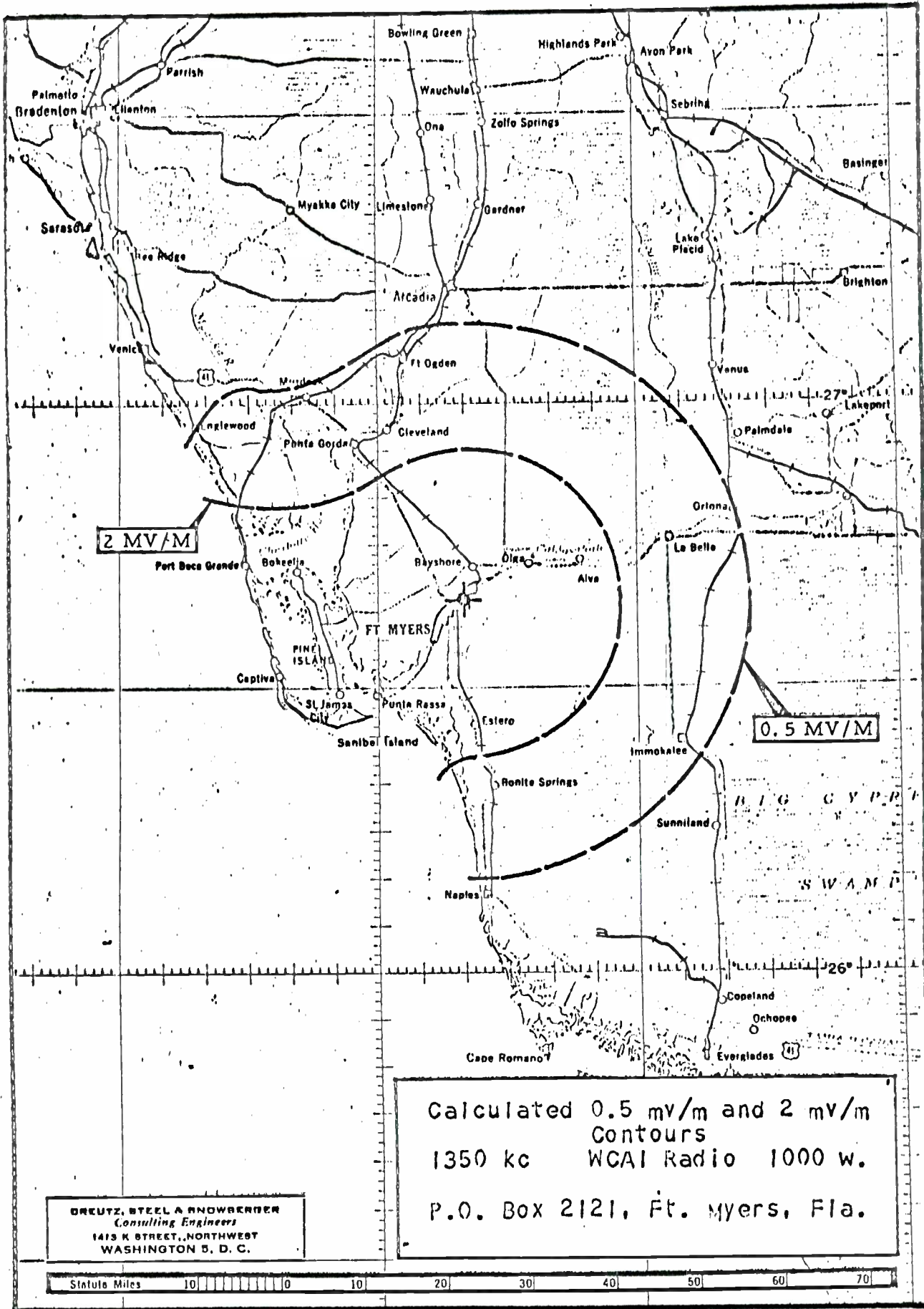
AVERAGE SPENDABLE INCOME

IN PENSACOLA

\$5400.00



SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U. S. Department of Commerce; U. S. Department of Agriculture; Fisk University, Nashville; Tuskegee Research Institute, Alabama RETMA.

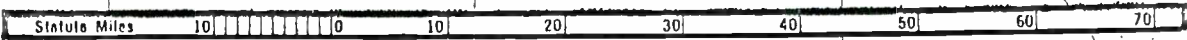


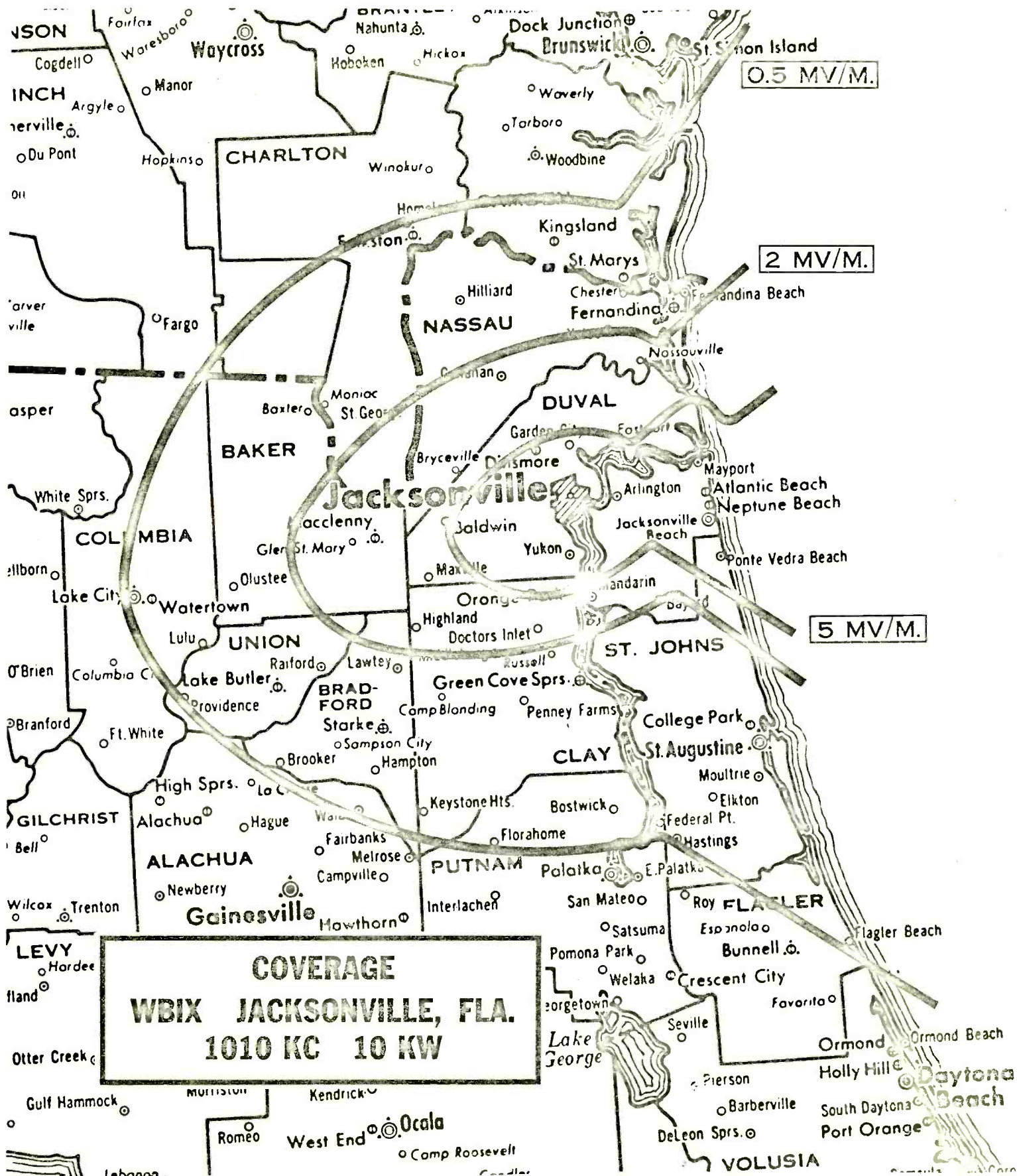
2 MV/M

0.5 MV/M

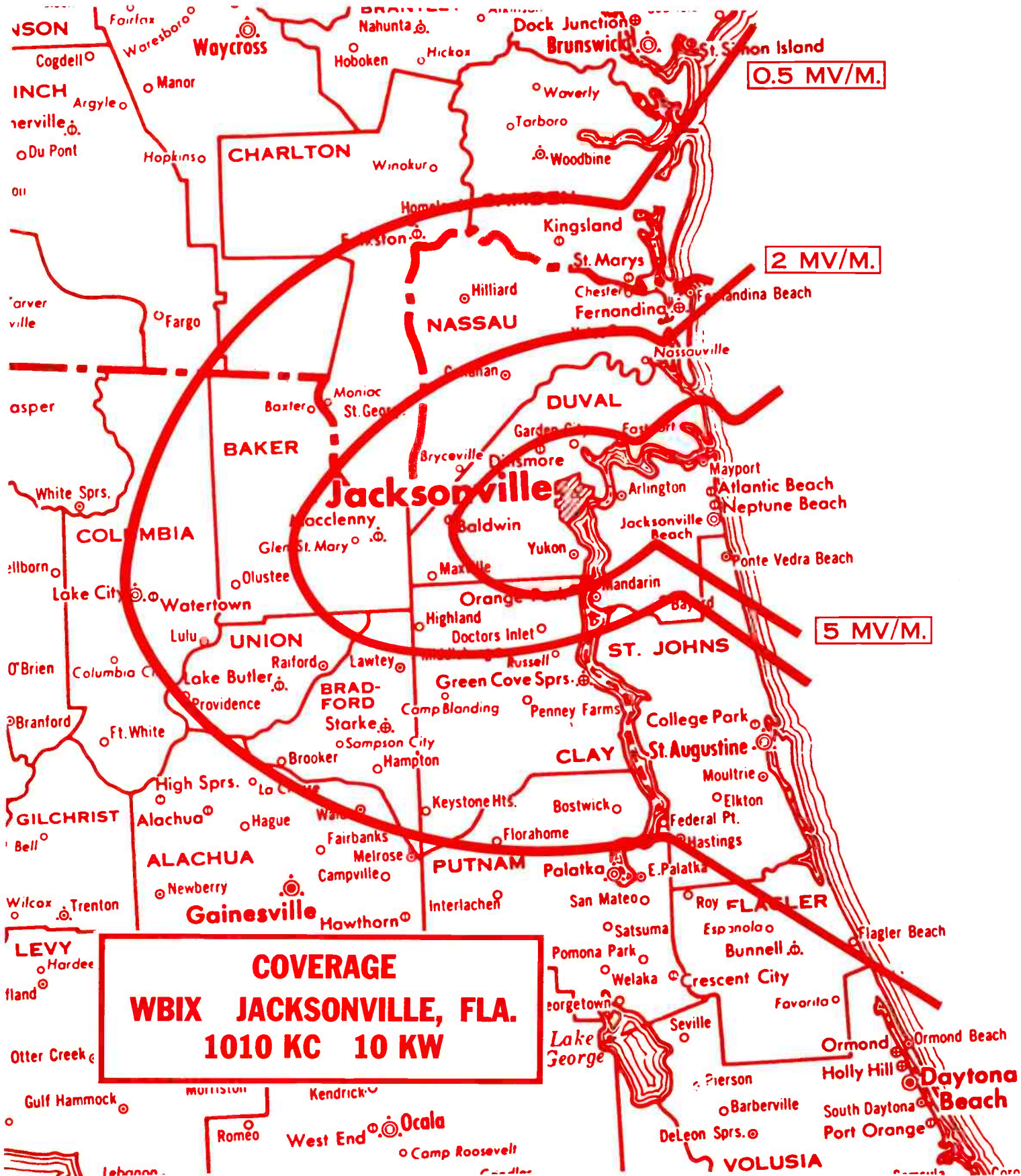
Calculated 0.5 mV/m and 2 mV/m
 Contours
 1350 kc WCAI Radio 1000 w.
 P.O. Box 2121, Ft. Myers, Fla.

GREUTZ, STEEL & SNOWBERGER
 Consulting Engineers
 1413 K STREET, NORTHWEST
 WASHINGTON 5, D. C.





COVERAGE
WBIX JACKSONVILLE, FLA.
1010 KC 10 KW



COVERAGE
WBIX JACKSONVILLE, FLA.
1010 KC 10 KW

0.5 MV/M.

2 MV/M.

5 MV/M.

Jacksonville

Daytona Beach

Ocala

Gainesville

Ormond Beach

VOLUSIA

Lake George

Crescent City

St. Augustine

ST. JOHNS

CLAY

POTNAM

ALACHUA

UNION

BAKER

DUVAL

NASSAU

CHARLTON

Brunswick

Waycross

WILSON

INCH

LEWIS

WALTON

WASHINGTON

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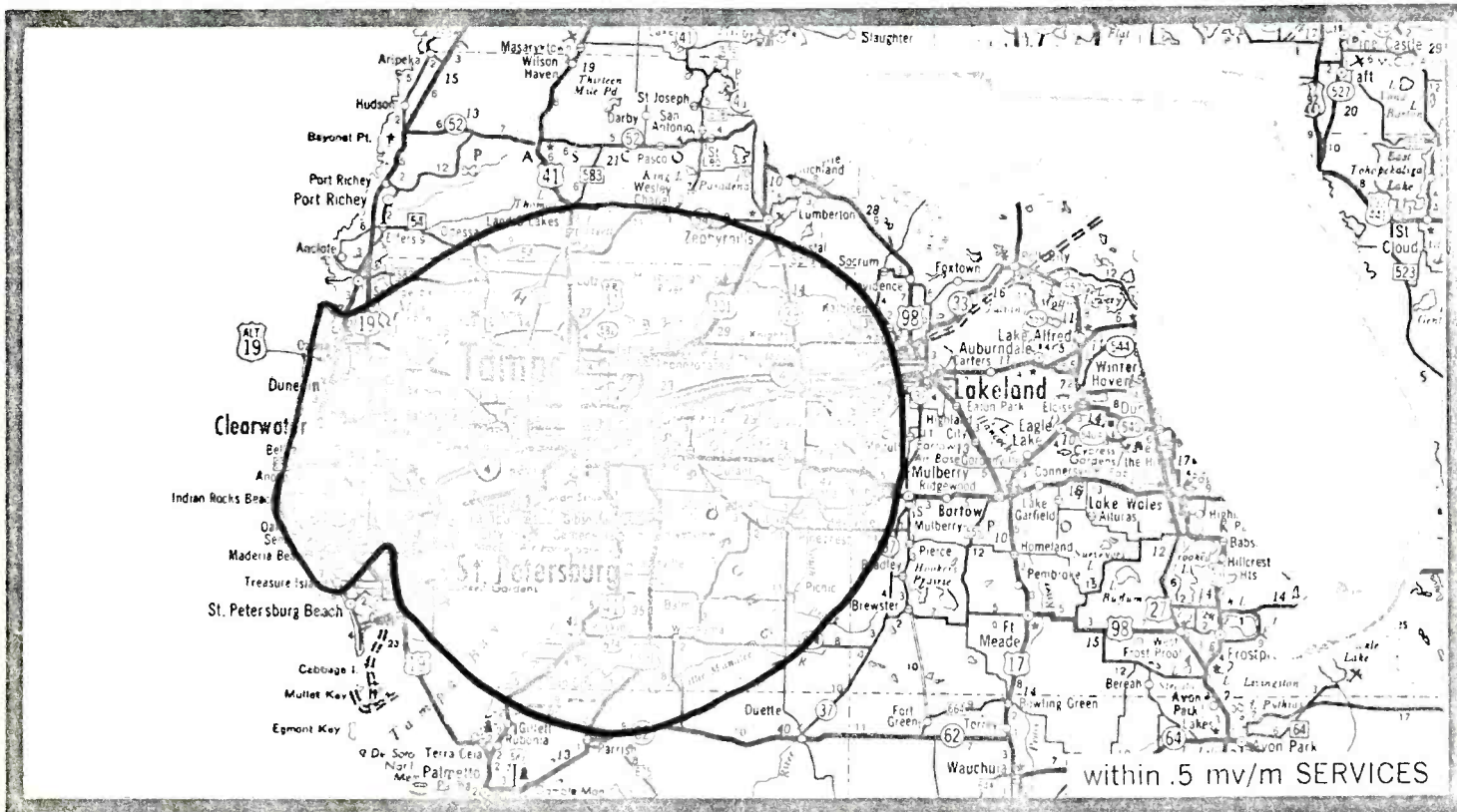


TAMPA BAY'S WONDERFUL WORLD OF MUSIC FROM STUDIOS IN CLEARWATER
 P.O. BOX 930, CLEARWATER, FLORIDA, PH: 446-8575

MARKET DATA: 1967 SRDS CONSUMER DATA

within .5 mv/m SERVICES

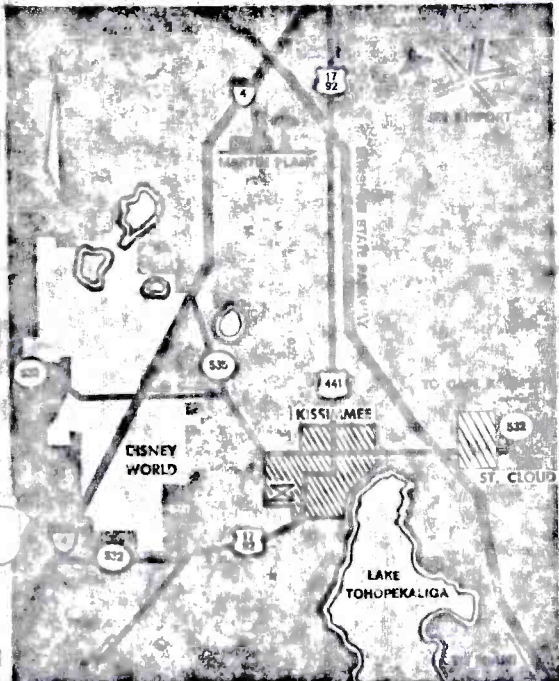
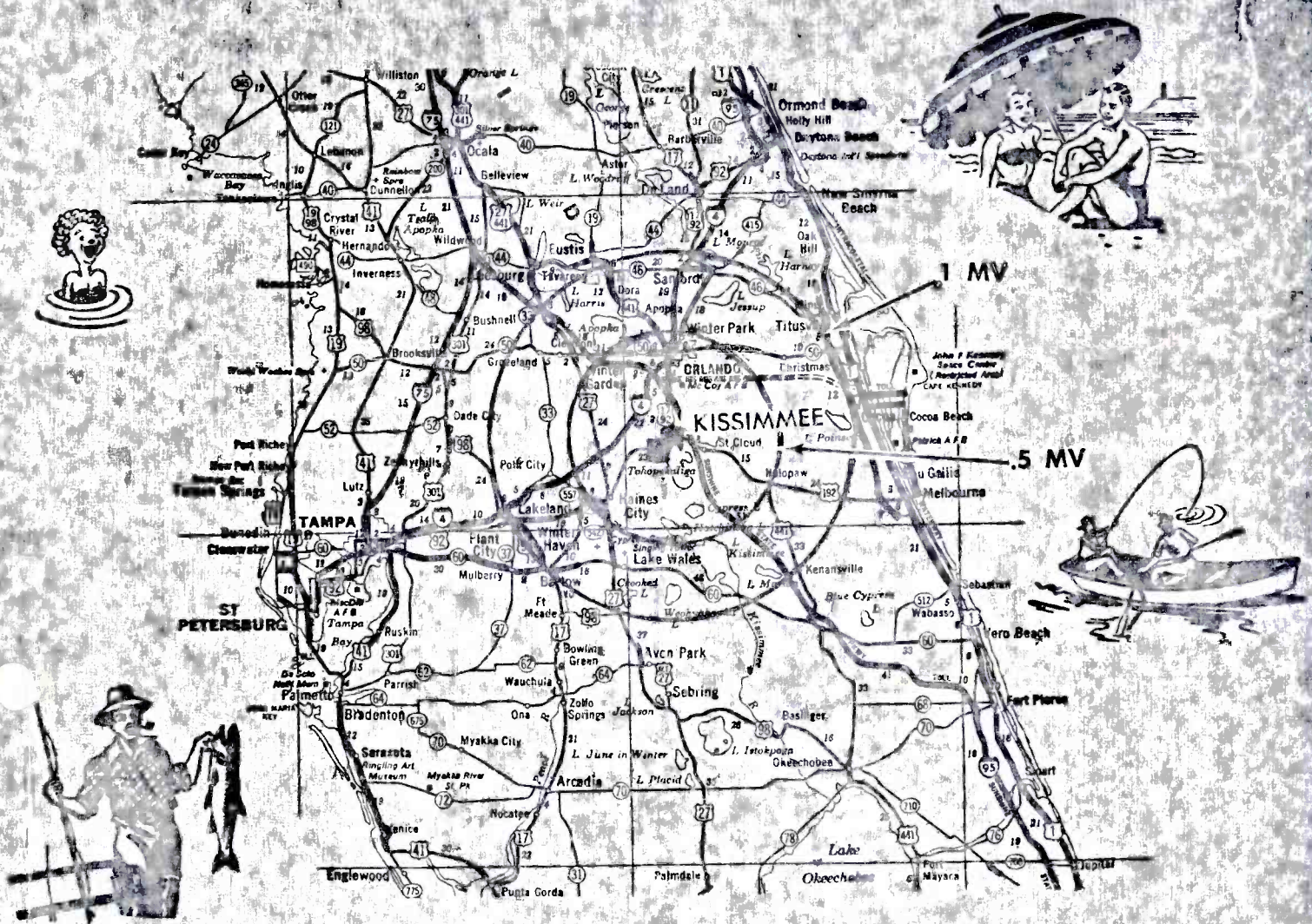
TOTAL POPULATION	926,200
HOMES	316,140
RADIO HOMES	306,856
PASSENGER CARS	426,490
<hr/>	
SPENDABLE INCOME	\$2,059,712,000.
<hr/>	
RETAIL SALES DATA:	MILLIONS OF DOLLARS
FOOD STORES	276,577
DRUG STORES	47,977
APPAREL STORES	54,023
HOME FURNISHINGS	58,818
AUTO SALES	290,157
<hr/>	
TOTAL RETAIL SALES:	\$1,236,827,000.



WAC-Y RADIO

1220 KC

THE "NOW SOUND" OF CENTRAL FLORIDA



MARKET DATA		
	.5 MV	1 MV
Population	450,000	1,050,000
Retail Sales	\$768,300,00	\$1,248,000,000
Gross Income	\$925,000,000	\$1,450,000,000
Automobiles	250,000	400,000
Homes	115,300	265,000
Farm Homes	3,600	6,000

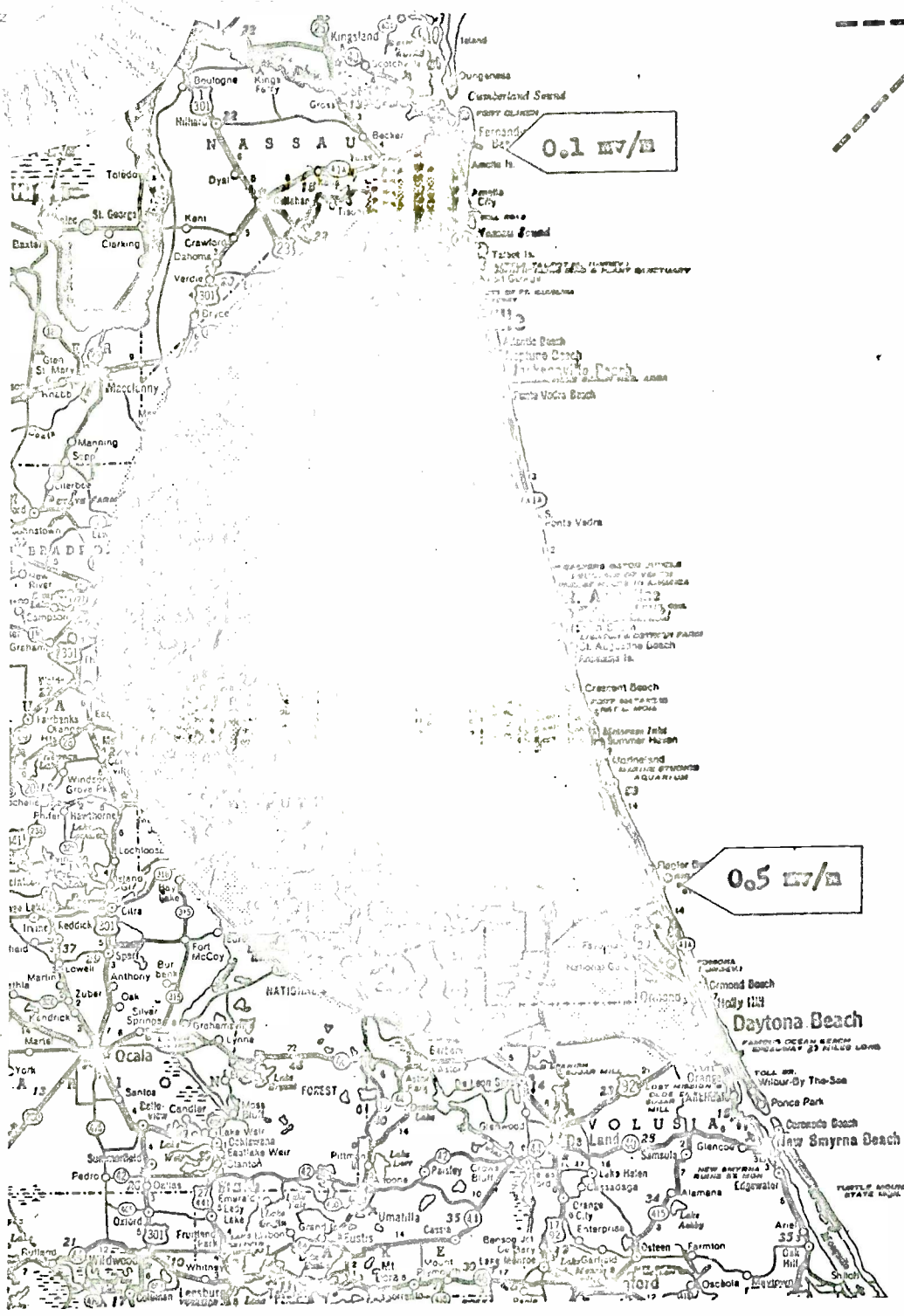
CALL OR WRITE WAC-Y
DRAWER X
KISSIMMEE, FLORIDA 32741
PHONE (305) 847-5147

WVOC
1420
KHz

Atlantic Bank Building, P. O. Box 1420

Telephone 904 / 824-1420

ST. AUGUSTINE, FLORIDA 32084



One inch equals approximately 18.5 miles.





TAMPA—ORLANDO—LAKELAND AREA

featuring

FLORIDA'S MOST UNIQUE & ORIGINAL CONTEMPORARY SOUND
SERVING AGRICULTURE, FLORIDA'S #1 INDUSTRY

Represented By: Edward Petry & Co., Inc.

MONDAY THRU FRIDAY

GEORGE PRESCOTT PROGRAM — SIGN-ON - UNTIL 10:00 A.M.

Mid Florida's best wake-up show featuring one of the top morning men. Lots of Time & Temperature checks, and overnight scores. **The Agriculture Bulletin Board with Farm Director Jim Corbett 7:05 — Weather 7:10 & 7:55.** News 7:15 & Sports 7:20 with News Director John Taylor. Major News 8-8:15 featuring direct reports from the WGTO statewide reporting team. **Florida Gardener 9:50 - 9:55 a.m.**

LARRY GREENE PROGRAM — 10:00 A.M. - 12:00 Noon

Florida's best sound continues . . . Temperature . . . Weather . . . and constant contact with News via direct 1st person reports from our newsmen throughout Florida hourly.

12:00 NOON - 12:30 PM

Complete weather 12 noon. Major News 12:05 - 12:20 featuring News Director John Taylor & the statewide WGTO reporting team. **12:20 - 12:30 Agriculture and Citrus Markets featuring Farm Director Jim Corbett, member of N.A.R.T.F.D.**

WELCOME TO FLORIDA — 12:30 - 1:00 PM

George Prescott interviews tourists and celebrities visiting Cypress Gardens from all over the world, and with a pretty Aquamaid hands out product samples.

LARRY GREENE PROGRAM — 1:00 - 2:00 P.M.

The big bright WGTO musical sound continues with News, Time, Temperature, Weather and Florida News on the hour, featuring Florida's Finest Mid-Day Air Personality.

BILL BRIGHT PROGRAM — 2:00 - 5:00 P.M.

Florida brightest and best late afternoon drive time show for total audience appeal.

INFORMATION SHOW — 5:00 - 5:45 PM

5:00-5:05 N. Y. Stock Exchange Closing prices direct from Boardroom of Orlando brokerage house.
5:05-5:10 "Information Citrus" direct from Florida Citrus Mutual in Lakeland. Only daily program of this type in Florida.

5:10-5:15 Sports

5:15-5:25 Major News featuring direct reports from statewide WGTO reporting team.

5:25-5:30 Grower's Weather Forecast.

5:30-5:45 "Lifeline"

BILL BRIGHT PROGRAM — 5:45 until Sign-off.

The music continues along with late weather, news and sports.



WGTO

"THE BASIC BUY"

The ONLY station able to sell 3 major Florida markets SIMULTANEOUSLY with...

540 KC 50,000 WATTS

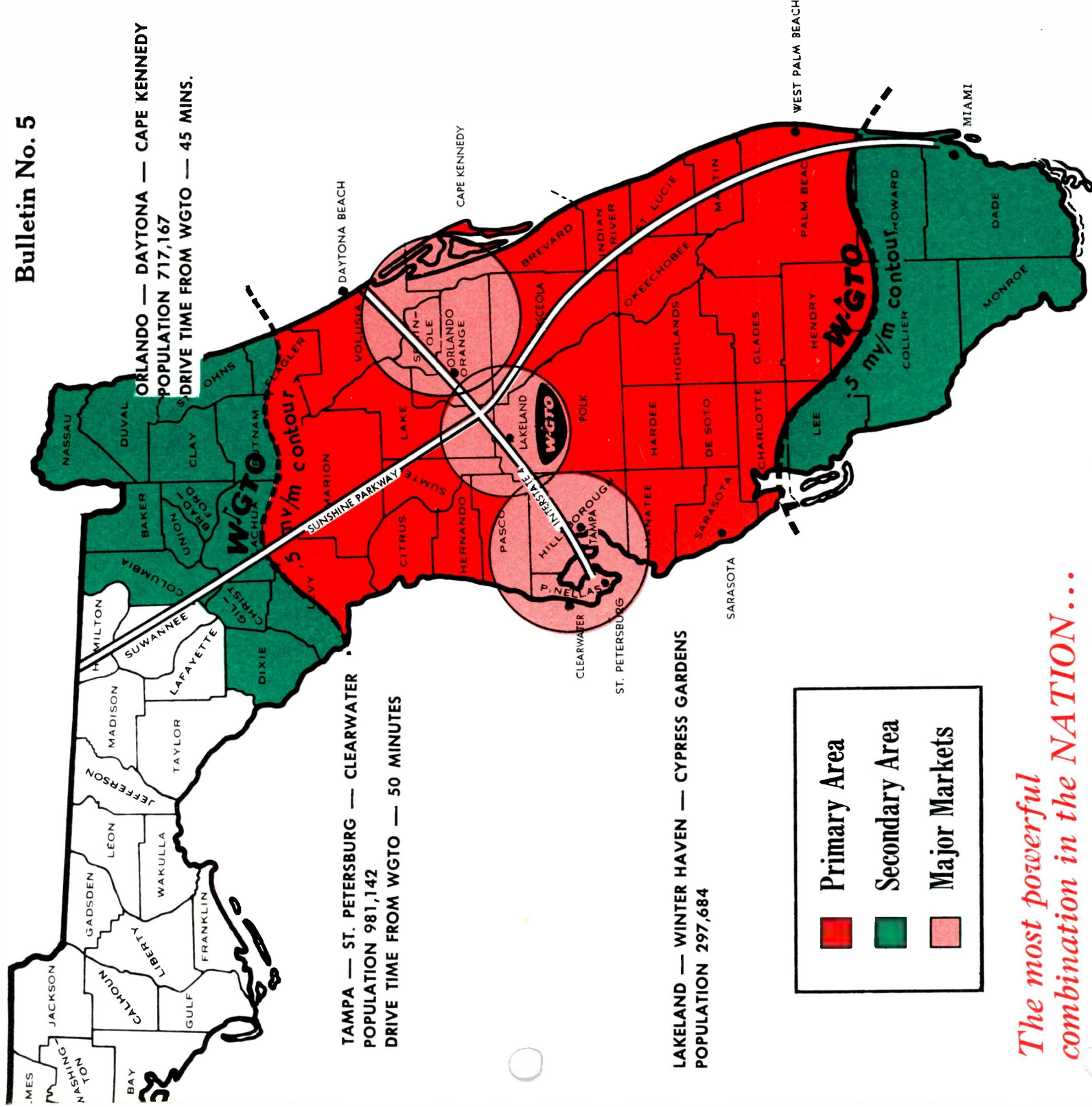
CYPRESS GARDENS

Represented by



The Original Station Representative

Bulletin No. 5



TAMPA — ST. PETERSBURG — CLEARWATER
POPULATION 981,142
DRIVE TIME FROM WGTO — 50 MINUTES

LAKELAND — WINTER HAVEN — CYPRESS GARDENS
POPULATION 297,684

	Primary Area
	Secondary Area
	Major Markets

The most powerful combination in the NATION... serves and sells 3,316,127 Florida residents. Plus... over 16,000,000 visitors annually.



W[✓]GTO SERVES AGRICULTURE

Florida's No. 1 Agri-Station

In the 33 Counties

Covered by W[✓]GTO

Farm Product Sales

*Amounted to \$762,234,040.***

With W[✓]GTO

You Can Reach

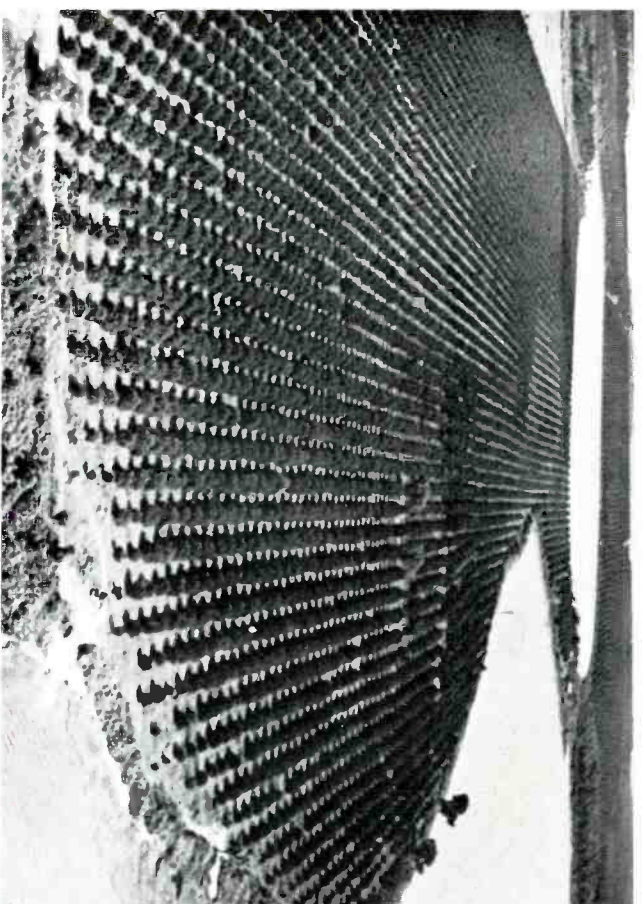
88.8% of the Total

Gross-Farm Income

LIKE



1967 CROP EXPECTED — 142 MILLION BOXES
LARGEST IN FLORIDA HISTORY — U. S. Govt. Estimate



DAIRY PRODUCTS — \$86 MILLION — LIVESTOCK \$83 MILLION **

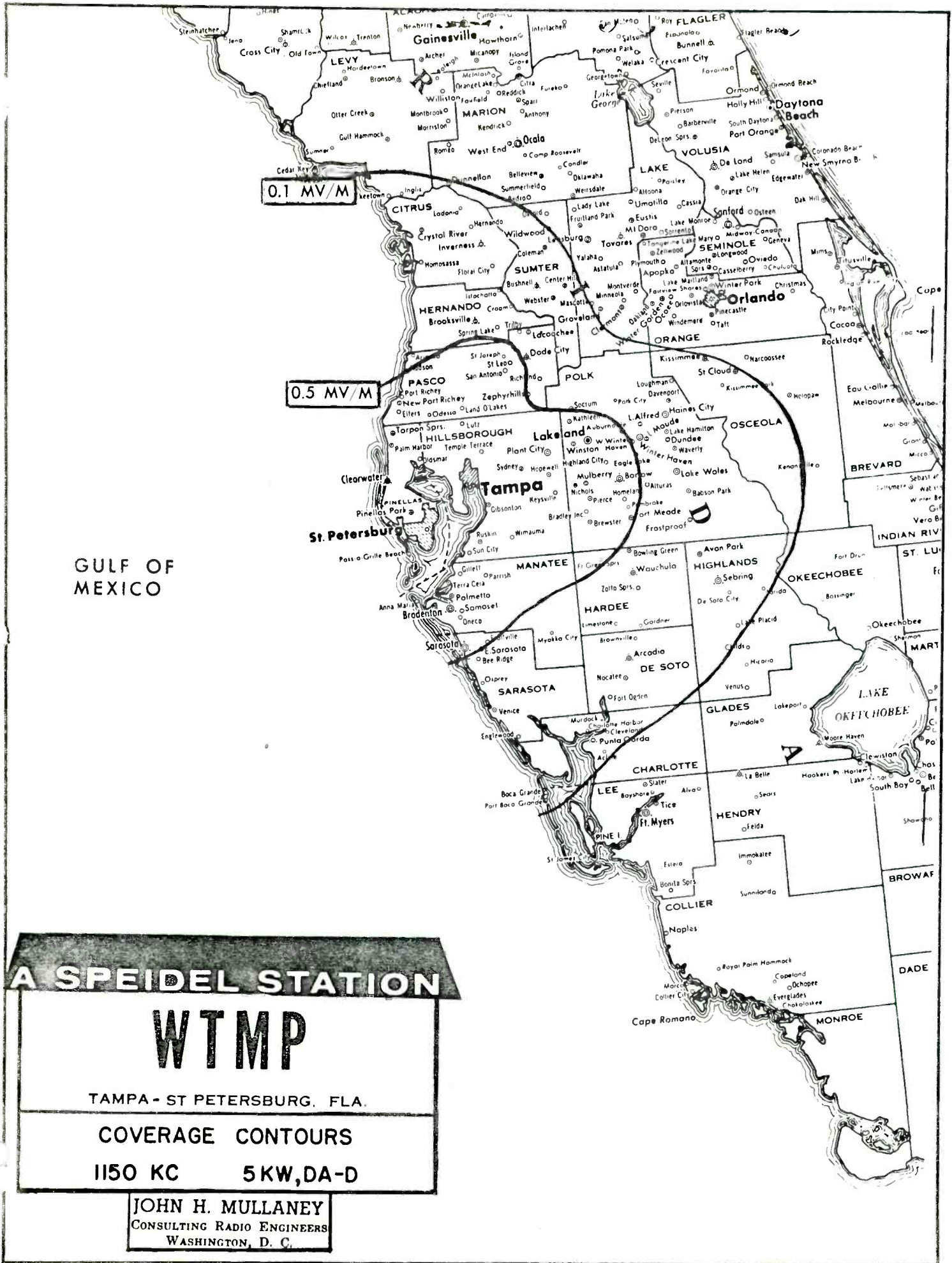


FLORIDA'S HORN OF PLENTY GAVE THE ECONOMY \$145.7 MILLION **

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p> Agrico
 Alcoa Aluminum
 Allied Chemical Co.
 Armour Agricultural Chemical Co.
 Ascraft-Wilkinson Company
 Bartow Cattle Sales
 Black Mugic Cattle Sales
 Chase & Company Fertilizer
 Chemagro Corporation
 Chevron Chemical Company
 Chilean Nitrates
 Consumers Co-op.
 Cypress Gardens Citrus Products
 Dixie Lime & Stone Company
 Dow Chemical Company
 Elanco
 Federal Crop Insurance Corporation
 Firestone
 Florida Anquus Association
 Florida Fruit & Vegetable Association
 Florida State Fair
 Ford Tractor
 Geigy Agricultural Chemical Company </p> | <p> Ben Hill Griffin, Inc.
 Gulf Oil Corporation
 Hardee Livestock Market
 Hess and Clark
 International Harvester
 International Minerals & Chemical Co.
 Irrigation Equipment & Supply
 Marion County Cattlemen's Assoc.
 Massey Ferguson
 Okeechobee Cattlemen's Association
 Peaches of Florida
 Pure Oil Co.
 Race & Race, Inc.
 Rainbow Fertilizer
 Raincate
 Southern Nitrogen Company
 Southwest Potash Company
 Standard Oil Company
 Sunoco Grove Heater
 Virginia Carolina Chemical Company
 W. J. Early Growers
 Wedo Containers </p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

126,088 PERSONS IN FARM HOUSEHOLDS PLUS
A LABOR FORCE OF 53,697. **

** U. S. DEPT. OF COMMERCE
BUREAU OF CENSUS



GULF OF MEXICO

A SPEIDEL STATION

WTMP

TAMPA - ST PETERSBURG, FLA.

COVERAGE CONTOURS

1150 KC

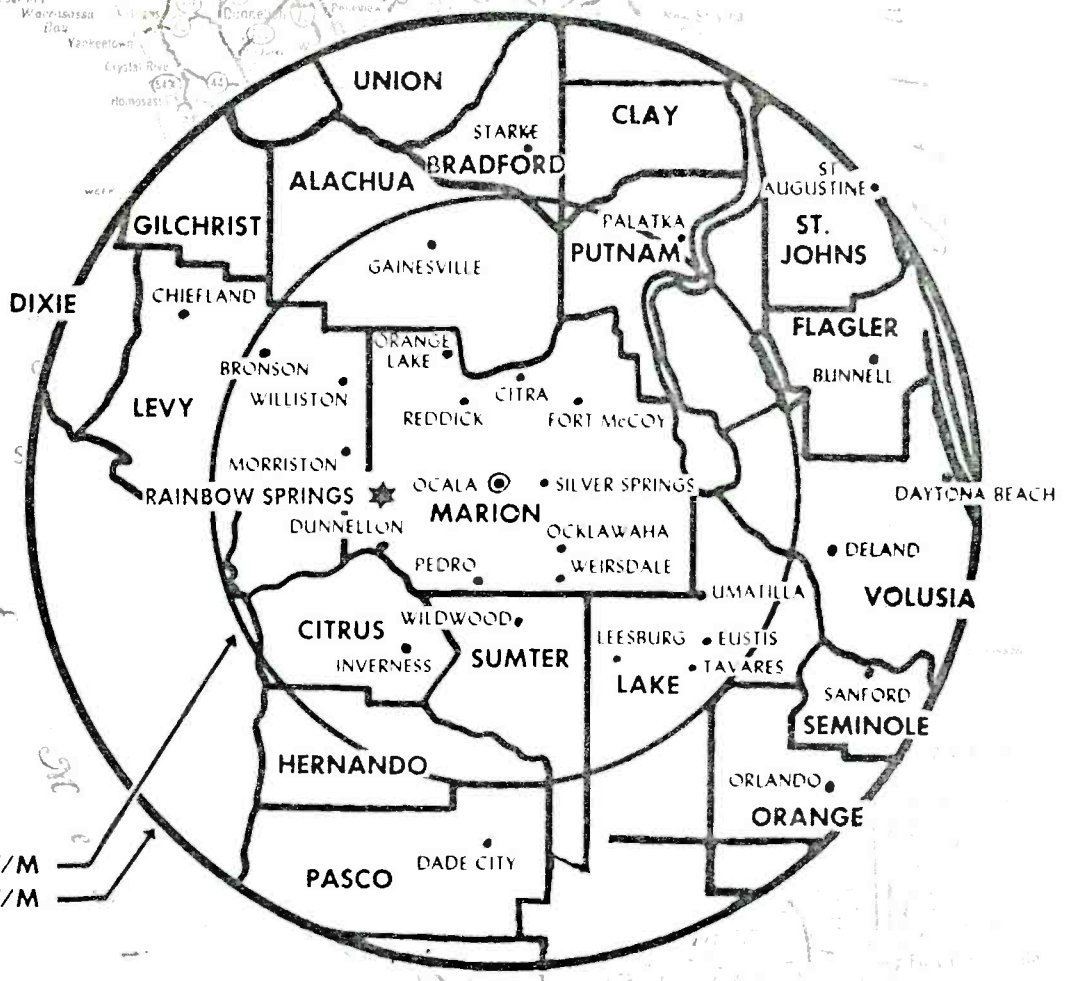
5 KW, DA-D

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.

WTMC

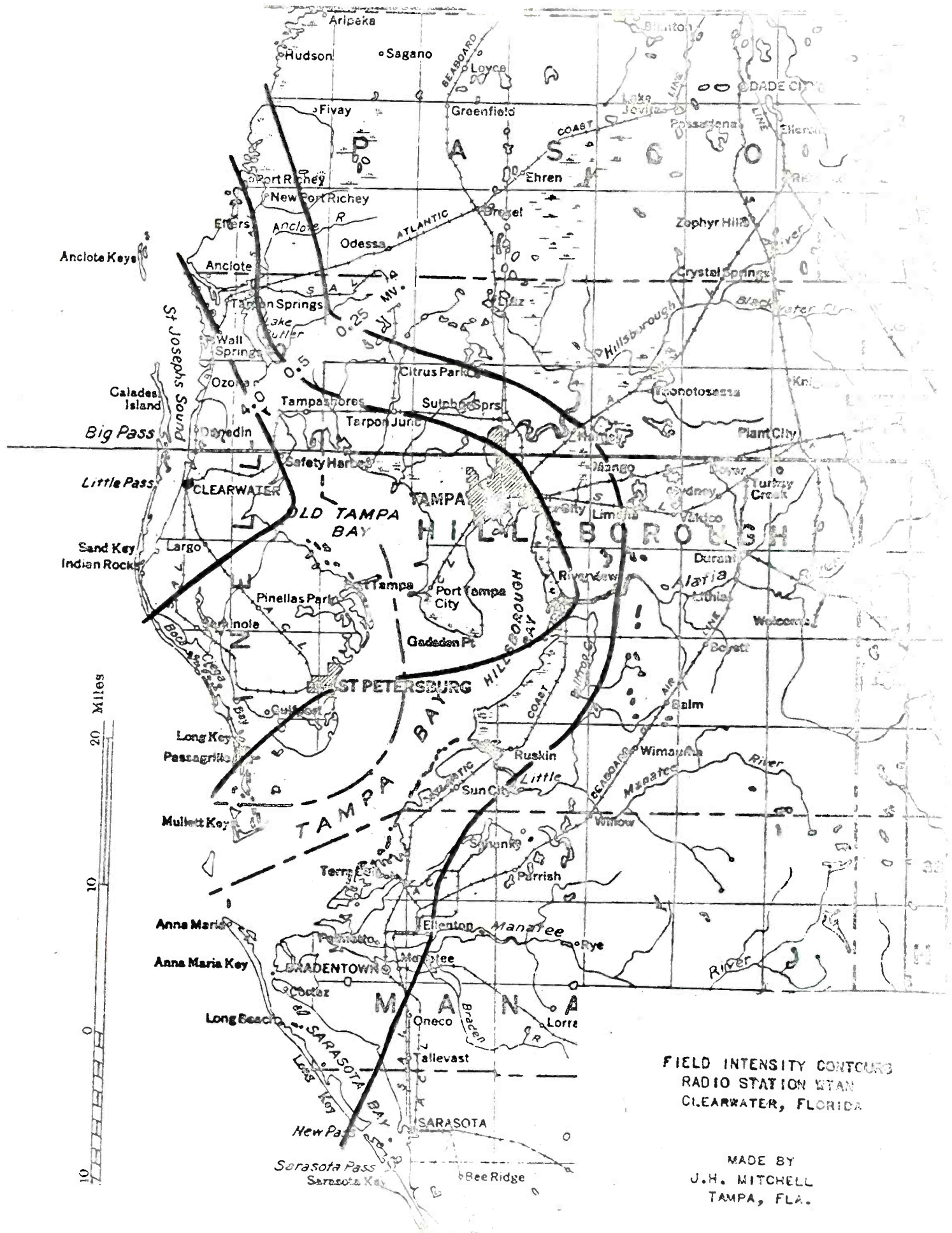
P. O. BOX 897 • OCALA, FLORIDA 32670

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0.5—MV/M
0.1—MV/M

WTAN
1340



FIELD INTENSITY CONTOURS
RADIO STATION WTAN
CLEARWATER, FLORIDA

MADE BY
J.H. MITCHELL
TAMPA, FLA.

WSWN

"The Mighty Ninety"
Belle Glade, Florida

PALM BEACH COUNTY ranks among the top farm production counties in America . . . gross farm income exceeds \$174 Millions. Agriculture contributes 35 percent of the total economy.

PALM BEACH COUNTY leads the USA (east of the Mississippi) in vegetable production . . . with 37,000 Carloads per year . . . 75% of Florida's vegetable production and 50% of Florida's total farm economy!

WSWN-Land leads the continental United States in Sugar Cane production . . . 180,000 acres. Nine sugar mills and three refineries process the crops . . . and, currently, large tracts in the county are being developed for cattle grazing and for citrus groves.

WSWN-900 RADIO (Established 1947) airs selected blocks of informative programs beamed to this high income farm group . . . complete Market Reports . . . Vegetables and Cattle plus Farm Interviews.

WSWN's Miami Weather Bureau line keeps area listeners informed with up-to-the-minute weather reports and . . . now, there's **WSWN-FM STEREO**, too!

Market Data:	0.5 MVM Coverage	0.1 MVM Coverage
Population	1,912,000	2,375,000
Households	618,390	704,050
Radio Homes	613,260	695,750
Private Autos	722,960	915,050
Spendable Income	\$3,457,839,000	4,005,382,000

RETAIL SALES:		
Food Stores	\$ 632,058,000	798,055,000
Drug Stores	\$ 105,365,000	183,215,000
Genl. Merchandise	\$ 281,041,000	352,088,000
Apparel Stores	\$ 208,945,000	273,003,000
Home Furnishings	\$ 152,190,000	208,321,000
Auto Sales	\$ 538,290,000	642,047,000
Service Stations	\$ 222,153,000	314,058,000
TOTAL RETAIL SALES	\$2,824,005,000	3,714,073,000

FARM DATA:		
Farm Population	6,370	13,950
Gross Farm Income	\$ 203,456,000	298,533,000

SOURCE: **S&S Consumer Data 1966.**

In Fantastically Fabulous Palm Beach County!



IN 18 SOUTH FLORIDA COUNTIES ONLY SUNSHINE REACHES MORE HOMES!

WSWN

a DEE RIVERS Station
WSWN FM-Stereo at 93.5 MC Fulltime

Owned and Operated by SEMINOLE BROADCASTING CO., INC
Marvin Smith, General Manager

P. O. Box 786

PHONE (305) 996-2063

Belle Glade, Florida 33430

Nationally Represented by:

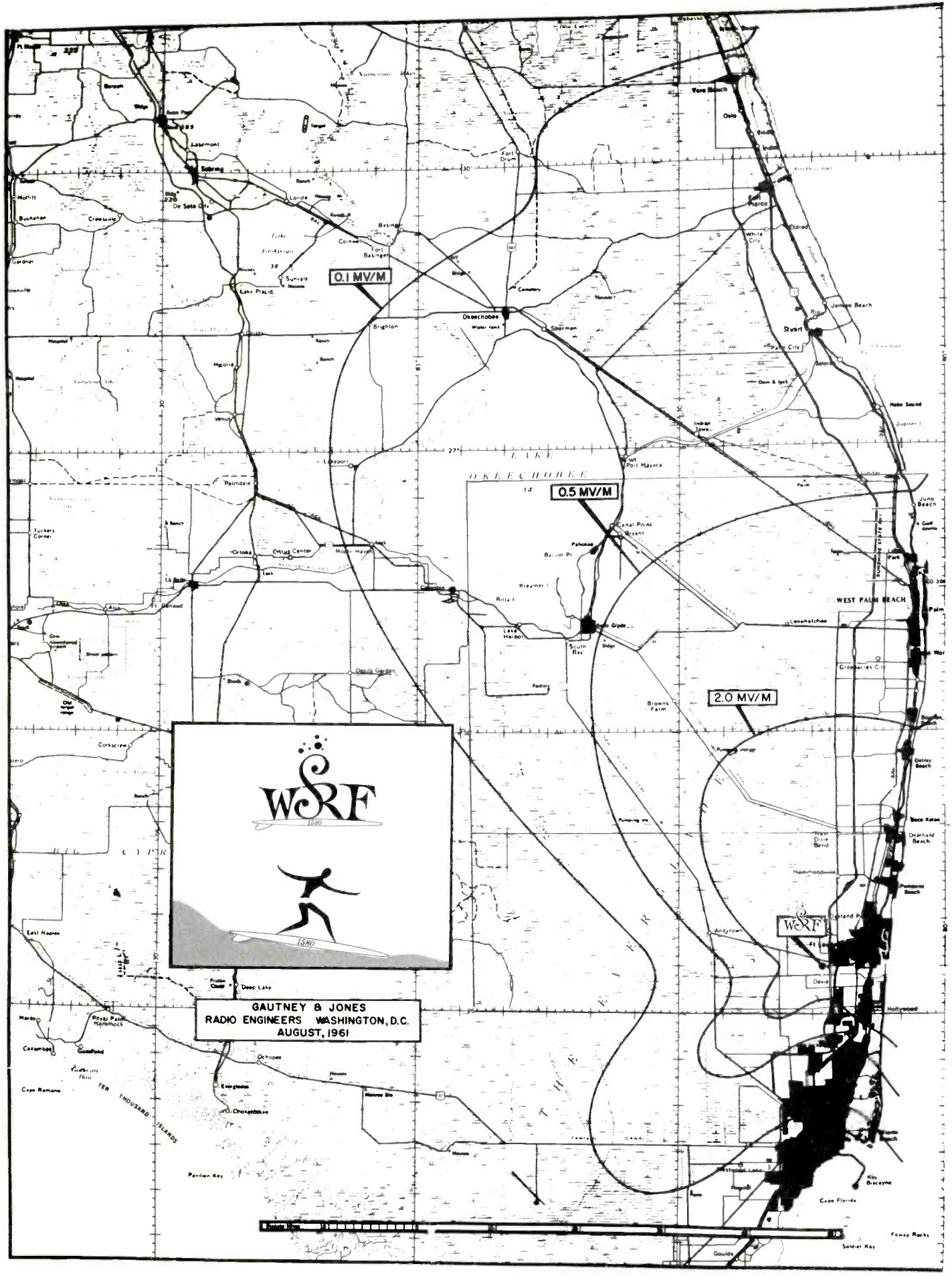
Gill-Perna, Inc.

Key West

© Welch

Prepared by MARKET DATA ASSOCIATES
 THE VALUE OF INFORMATION MEASURED BY ITS RELIABILITY

Field Measurements by:
E. W. BIE, Consulting Engineer
 Miami, Florida



GAUTNEY & JONES
RADIO ENGINEERS WASHINGTON, D.C.
AUGUST, 1961

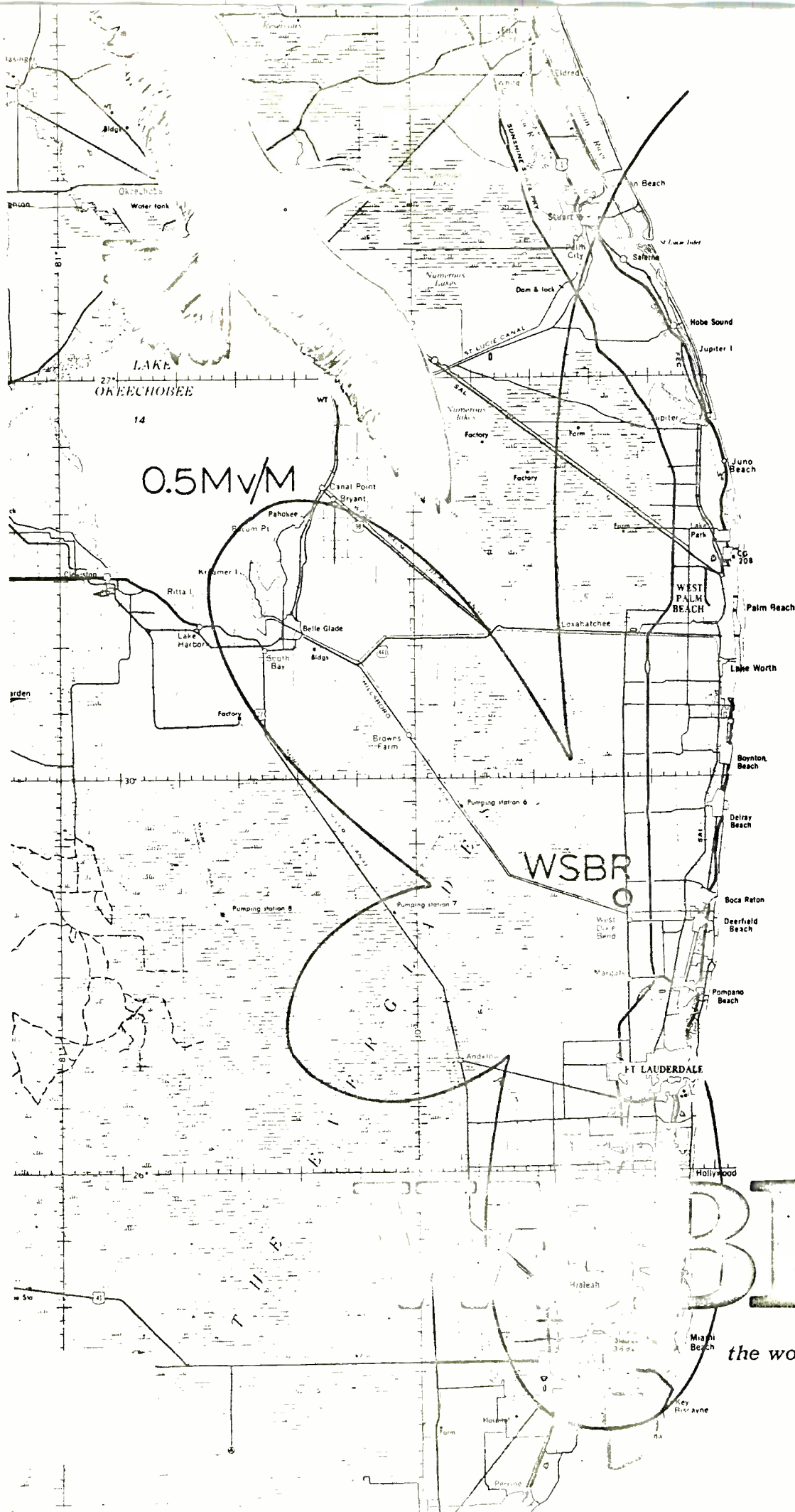
0.1 MV/M

0.5 MV/M

2.0 MV/M

WRF
41





Radio Station WSBR located in the heart of Florida's Gold Coast will serve Broward and Palm Beach Counties from Hollywood to Hobe Sound affording a covering impact in one of the most populous portions of the Gold Coast. You will find that the use of WSBR in your advertising plans for Broward and Palm Beach counties will be a must.

WSBR

the wonderful sound of Boca Raton

P. O. Drawer WSBR
Boca Raton, Florida

MARKET DATA WITHIN .5MV/M PRIMARY

Total Population 197,400
Retail Sales \$276,348,000.00

MISCELLANEOUS

Number of Newspapers 5 (3 daily)
10 Miles of Driving Beach
21 Churches

MUTUAL NETWORK PROGRAMS

Report from Wall Street
American Security Counsel
Hour of Decision - Billy Graham
Lutheran Hour
World Today (Award Winning)
Atlanta Braves Baseball
Notre Dame Football
New Smyrna High School Sports

MUTUAL NETWORK NEWS

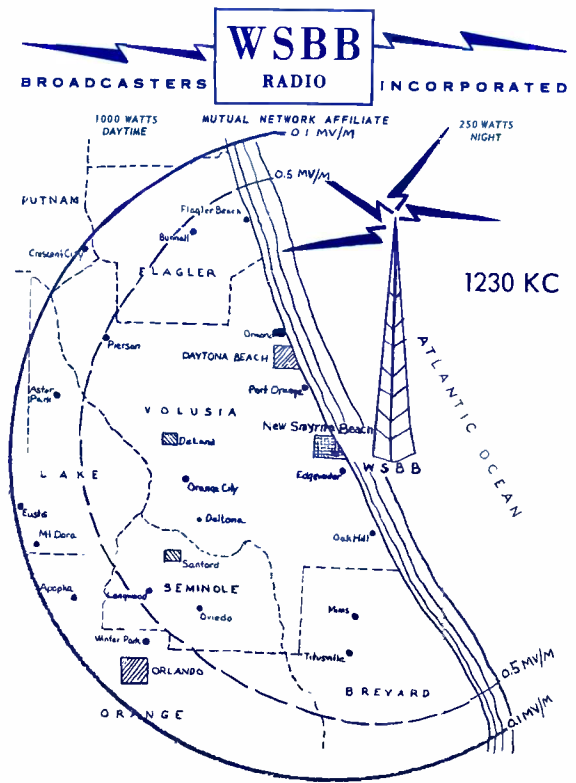
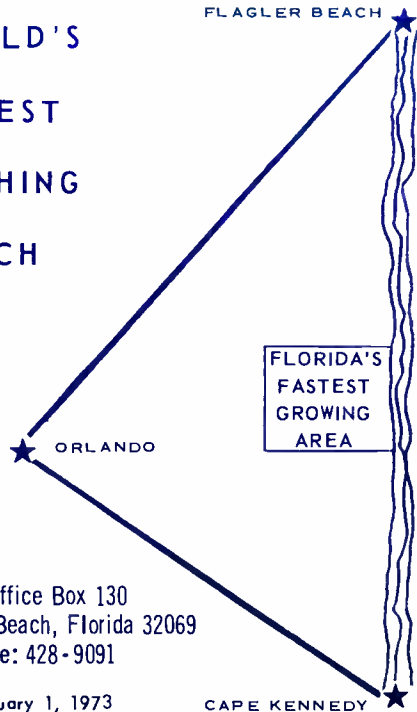
Van Patrick - Sports - Don Criqui
James Hall Steve McCormick
Bill Dagg Charles King
Al Lavie Jack Anderson
Forrest Boyd Bob Considine
Dick Rosse Robert Edwards
Del Sharbutt

WORLD'S
SAFEST
BATHING
BEACH

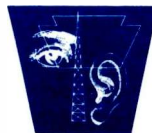
*Serving
the
Sunnyside
of
the
Golden
Triangle*

Post Office Box 130
New Smyrna Beach, Florida 32069
Phone: 428-9091

Effective January 1, 1973



W S B B FIRST WITH SPACE AGE BROADCASTING
 MUTUAL - 1000 WATTS - 1230 KC



SPOT ANNOUNCEMENTS

LOCAL RATE CARD

	1 Hour	½ Hour	¼ Hour	5 Min.	1 Min.	30 Sec.
1 Time	\$48.00	\$24.00	\$12.00	\$6.50	\$4.00	\$3.20
13 Times	45.60	22.80	11.40	6.15	3.85	3.05
26 Times	43.20	21.60	10.80	5.75	3.75	2.90
52 Times	40.80	20.40	10.20	5.05	3.65	2.75
104 Times	38.40	19.20	9.60	4.65	3.50	2.60
208 Times	36.00	18.00	9.00	4.35	3.35	2.45
312 Times	33.60	16.80	8.40	4.05	2.90	2.30
624 Times					2.60	2.15

20 Second Spot - any quantity - \$1.70 each.

Political Announcements (paid in advance)

No spot or programs contracted for more than one year.

Commissionable to all accredited advertising agencies.

Space Age Remote Equipment for Special Event Broadcast.

A. Special Packages (60 seconds) . . within 30 days
 all scheduled . recorded when desired . 130 words max.

- 10 plan \$36.50 (at 3.65 each)
- 20 plan 70.00 (at 3.50 each)
- 30 plan 100.50 (at 3.35 each)
- 40 plan 116.00 (at 2.90 each)

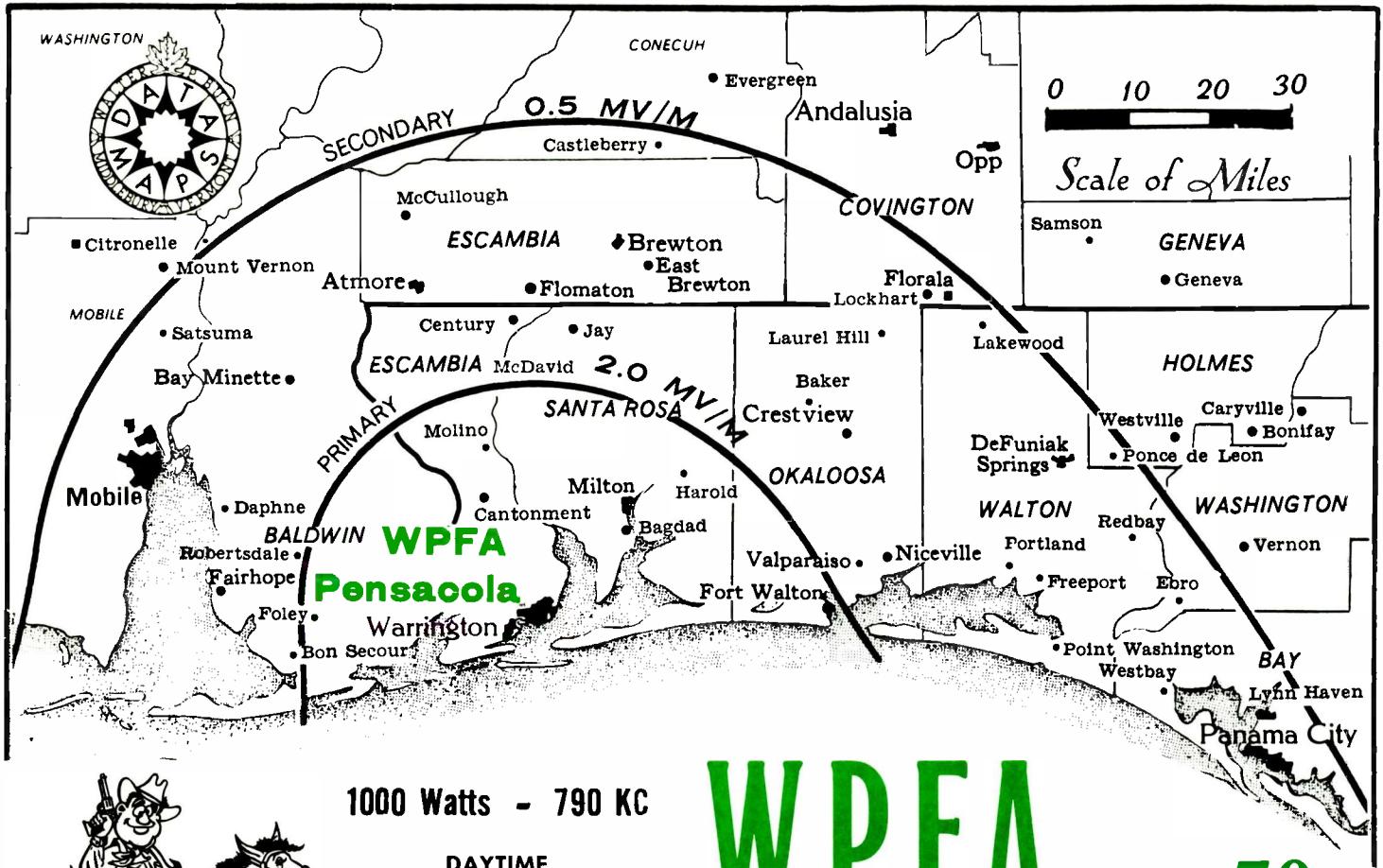
B. Special Packages (30 seconds) . . within 30 days
 all scheduled . recorded when desired . 65 words max.

- 10 plan \$ 27.50 (at 2.75 each)
- 20 plan 52.00 (at 2.60 each)
- 30 plan 73.50 (at 2.45 each)
- 40 plan 92.00 (at 2.30 each)

C. Program Saturations Plan

6 A.M. to 11 P.M. or any 24 Hour Period

10 five minute programs: News, Weather, Sports, Highway Bulletins, etc. Ask your WSBB Sales Representative. Cost-\$37.50 per day. A bargain Saturation - - - with 40 Announcements (Network shows included) only one per day allowed. (40 Announcements include 10 openings, 10 closings, 10 sixty second and 10 thirty second announcements.



1000 Watts - 790 KC

DAYTIME
INDEPENDENT

Regional Clear Channel

The FASTEST GUN in West Florida

WPPA Channel 79

COUNTRY-WIDE RADIO

*The Liveliest Spot
on the Booming Gulf Coast*

Historic Pensacola — City of Five Flags

★
Annapolis of the Air

★
New Industrial Giant of the South

PHONE 433-1141 — Area Code 904

P. O. BOX 8127 ● 4151 NORTH PACE BOULEVARD

Prosperous

★ Pensacola, Florida

REPRESENTATIVES:

GILL-PERNA, INC. — National
DORA-CLAYTON AGENCY, INC. — Atlanta

METROPOLITAN PENSACOLA

Population, January 1965 (estimate)	236,500
Number of Households 1/1/66 (Escambia County)	54,890
Retail Sales	\$296,022,030
Effective Buying Income	410,887,000
Food	66,410,000
Drug	12,382,000
General Merchandise	41,476,000
Apparel	12,441,000
Furniture and House Appliance	17,903,000
Automotive	75,100,000
Gas Station	21,995,000

PENSACOLA BUSINESS — BRIEFS, 1965

BANK CLEARINGS	\$1,781,323,505
BUILDING PERMITS	16,160,913
POSTAL RECEIPTS	2,160,297
MILITARY EXPENDITURES	171,500,000

(ANNUAL AVERAGE) — SOURCE CHAMBER OF COMMERCE

1—PERSONNEL

- a. President and General Manager . . . E. L. Dukate
- b. Office and Cml. Manager . . . Gwynneth Dukate
- c. Program Director Laurence Dukate
- d. News Director John McMullen
- e. Chief Engineer Bob Byrum

2—REPRESENTATIVES

- a. New York Devney Co.
- b. Atlanta Dora-Clayton Agency
- c. Florida The Robinson Co.

3—MAILING INSTRUCTIONS AND CLOSING TIMES

- a. All contracts, formats, spot schedules, copy and transcriptions should be mailed to the attention of Gwynneth T. Dukate.
- b. WPCF cannot be responsible for the broadcast of copy received less than 24 hours in advance.

4—FACILITIES

- a. 5000 watts day and night.
- b. 1430 kc. Daytime directional pattern — West, North and East. Nighttime pattern—East and West.
- c. Operating Schedule 5:30 A.M. to 12:00 Midnight. (CST and Daylight Time Observed)
- d. Transmitter location—Magnolia Beach.

5—COMMISSION AND CASH DISCOUNT

- a. In extending our local rate to Agencies for National and Regional Accounts, WPCF extends no commission. All rates quoted are net to the Station.
- b. 5% cash discount for full payment in advance.
- c. Bills rendered monthly payable 10th of month following broadcast. (Unless "b" above applies.)
- d. Carrying charge of 1½% monthly on unpaid balances.

6—RATE POLICIES

- a. All frequency discounts and package rates as shown below. If contracts are extended without break beyond original order, new earned rate becomes applicable but is not made retroactive.
- b. All contracts in force are protected from rate changes throughout life of contract.

7—GENERAL

- a. **Contract requirements**
 - 1. All contracts accepted from recognized Agencies.
 - 2. No PI contracts accepted.
 - 3. Products or copy in questionable taste may be rejected.
 - 4. Liquor, beer and wine accepted.
 - 5. Maximum contract duration—1 year.
- b. **Commercials**
 - 1. Copy must be submitted 24 hours in advance.
 - 2. Copy in questionable taste in opinion of Licensee will be rejected.
 - 3. 3½ minutes of copy per 15-minute program. 6 minutes (or 4 pieces) copy per 30-minute program.

c. Programming

- 1. No programs accepted for Chiropractic Medicine; Sanitaria; Faith Healing; Fortune Telling; Family or Health Counseling or other similar commercial ventures.
- 2. Political—Applicable rates apply. All copy must be submitted in advance of broadcast 48 hours. No religious Commercial programs accepted requesting donations.
- 3. UPI News, ABC Network news and special programming; general music is soft popular, old standards, show-tunes. No R&R or Country and Western, except in special circumstances. Entire Victor Red Seal Library.
- 4. ASCAP, SESAC, and BMI Licenses.
- 5. Reference recordings and Airchecks made by independent recording company. Name on request.

d. Station Services

- 1. Direct mail to drug, grocery and other retail outlets.
- 2. Membership in: NAB; Radio Code; RAB; FAB.

RATE CARD NO. 6 EFFECTIVE MAY 1, 1969

8—RATES—ANNOUNCEMENTS

Class "A"		
(6:59 A.M. to 8:30 A.M.)		
(4:29 P.M. to 6:30 P.M.)		
	1 Min.	30 Sec.
1 time	5.00	4.00
13 times	4.75	3.80
26 times	4.50	3.60
52 times	4.25	3.40
78 times	4.00	3.20
156 times	3.75	3.00
312 times	3.50	2.80

Class "B"		
(5:30 A.M. to 6:59 A.M.)		
(8:30 A.M. to 4:29 P.M.)		
(6:30 P.M. to Midnight)		
	1 Min.	30 Sec.
1 time	4.00	3.20
13 times	3.80	3.04
26 times	3.60	2.88
52 times	3.40	2.72
78 times	3.20	2.56
156 times	3.00	2.40
312 times	2.80	2.24

9—RATES—PACKAGE PLANS (Daytime)

Plan "A" 1 Minute						
No.	5	10	15	20	25	
Wks.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.
1	\$3.05	\$2.95	\$2.85	\$2.75	\$2.65	
2	3.00	2.90	2.80	2.70	2.60	
4	2.95	2.85	2.75	2.65	2.55	
8	2.90	2.80	2.70	2.60	2.50	
13	2.85	2.75	2.65	2.55	2.45	
26	2.80	2.70	2.60	2.50	2.40	
39	2.75	2.65	2.55	2.45	2.35	
52	2.70	2.60	2.50	2.40	2.30	

Plan "B" 30-Second

No.	5	10	15	20	25
Wks.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.
1	\$2.65	\$2.55	\$2.45	\$2.35	\$2.25
2	2.60	2.50	2.40	2.30	2.20
4	2.55	2.45	2.35	2.25	2.15
8	2.50	2.40	2.30	2.20	2.10
13	2.45	2.35	2.25	2.15	2.05
26	2.40	2.30	2.20	2.10	2.00
39	2.35	2.25	2.15	2.05	1.95
52	2.30	2.20	2.10	2.00	1.90

10—PACKAGE PLANS (Nighttime)

Plan "C" 1 Minute						
No.	5	10	15	20	25	
Wks.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.
1	\$2.65	\$2.55	\$2.45	\$2.35	\$2.25	
2	2.60	2.50	2.40	2.30	2.20	
4	2.55	2.45	2.35	2.25	2.15	
8	2.50	2.40	2.30	2.20	2.10	
13	2.45	2.35	2.25	2.15	2.05	
26	2.40	2.30	2.20	2.10	2.00	
39	2.35	2.25	2.15	2.05	1.95	
52	2.30	2.20	2.10	2.00	1.90	

Plan "D" 30-Second						
No.	5	10	15	20	25	
Wks.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.	Per Wk.
1	\$2.25	\$2.15	\$2.05	\$1.95	\$1.85	
2	2.20	2.10	2.00	1.90	1.80	
4	2.15	2.05	1.95	1.85	1.75	
8	2.10	2.00	1.90	1.80	1.70	
13	2.05	1.95	1.85	1.75	1.65	
26	2.00	1.90	1.80	1.70	1.60	
39	1.95	1.85	1.75	1.65	1.55	
52	1.90	1.80	1.70	1.60	1.50	

11—RATES—PROGRAMS

Class "A"						
(7:00 A.M. to 8:30 A.M.)						
(4:30 P.M. to 6:30 P.M.)						
	1 Hr.	30 Min.	15 Min.	10 Min.	5 Min.	
1 time	50.00	30.00	15.00	11.00	7.00	
13 times	47.50	28.50	14.25	10.45	6.65	
26 times	45.00	27.00	13.50	9.90	6.30	
52 times	42.50	25.50	12.75	9.35	5.95	
78 times	40.00	24.00	12.00	8.80	5.60	
156 times	37.50	22.50	11.25	8.25	5.25	
312 times	35.00	21.00	10.50	7.70	4.90	

Class "B"						
(5:30 A.M. to 7:00 A.M.)						
(8:30 A.M. to 4:30 P.M.)						
(6:30 P.M. to Midnight)						
	1 Hr.	30 Min.	15 Min.	10 Min.	5 Min.	
1 time	40.00	22.00	12.00	9.00	6.00	
13 times	38.00	20.90	11.40	8.55	5.70	
26 times	36.00	19.80	10.80	8.10	5.40	
52 times	34.00	18.70	10.20	7.65	5.10	
78 times	32.00	17.60	9.60	7.20	4.80	
156 times	30.00	16.50	9.00	6.75	4.50	
312 times	28.00	15.40	8.40	6.30	4.20	

12—STORE CASTS \$20.00 per hour, 3-hour minimum.
15-second I.D.'s, \$1.30; no frequency discounts.

**5,000 WATTS • ABC NETWORK
PANAMA CITY, FLORIDA
1430 KC**

NEWS

GOOD MUSIC

PUBLIC SERVICE

WPCF POLICY

WPCF exists because its owners believe that the broadcasting profession offers an unlimited opportunity for creative expression, public service, community involvement and the making of an honest profit.

WPCF owes to all of the people in the area we serve the obligation to work for those things we honestly believe to be best for our community. We owe to those who disagree with us the opportunity to use our facilities to express their own points of view.

We owe to our advertisers our best efforts to sell their products and to represent their goods and services honestly and fairly. We owe to our advertisers a fair rate charged equally to all, without special "deals," so that every businessman knows he is getting the best we have to offer.

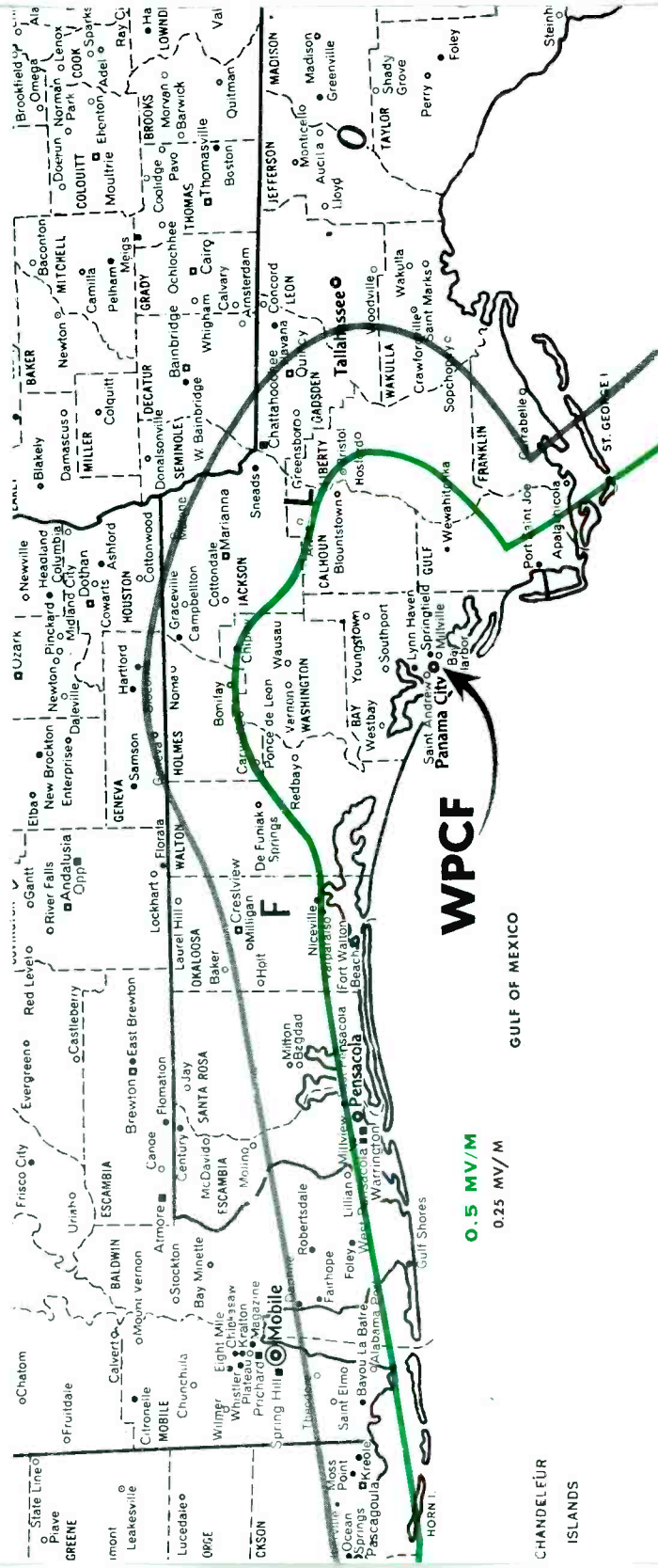
We owe to ourselves and our profession the obligation to be the best, making use of modern technology and the finest talent available, so that all who hear our programs will say, "That's good radio."

YOUR ADVERTISING RECEIVES

INDIVIDUAL ATTENTION

PROFESSIONAL DELIVERY

COMPETITIVE SEPARATION

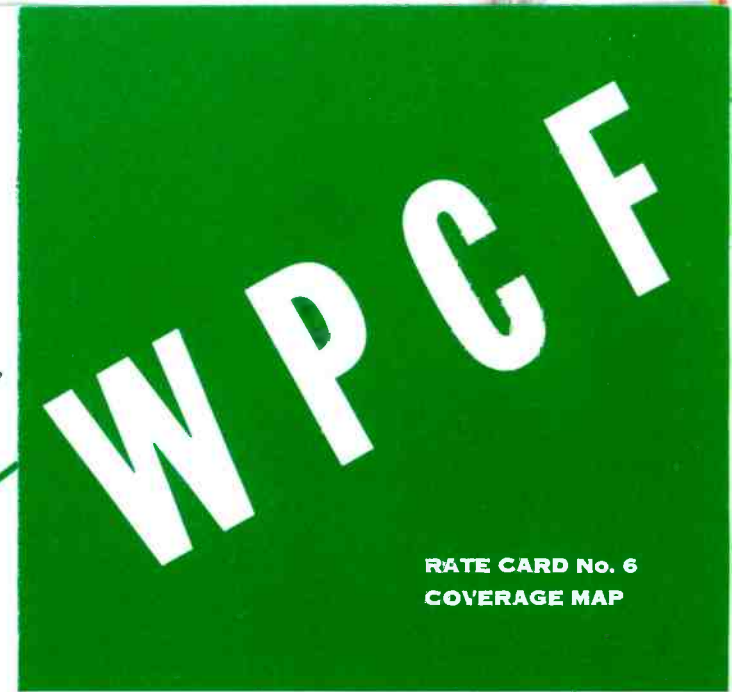


WPCF

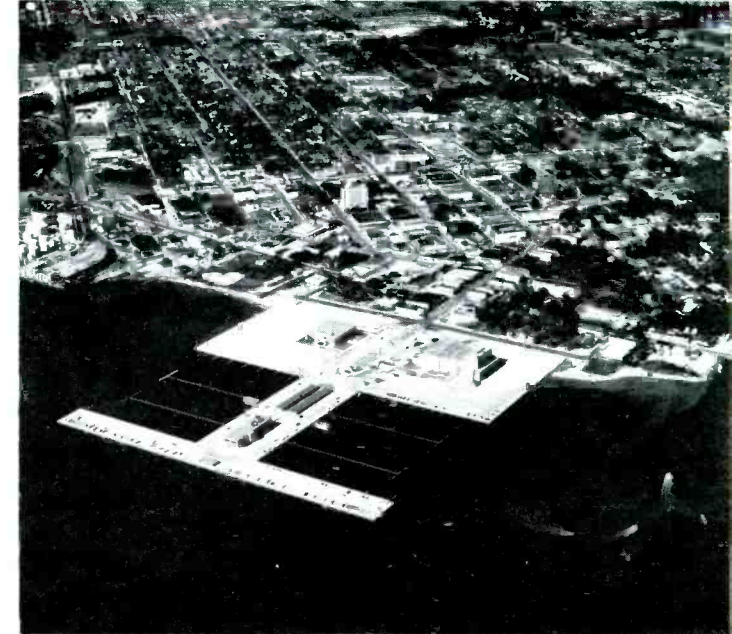
GULF OF MEXICO

0.5 MV/M
0.25 MV/M

CHANDELÉUR ISLANDS



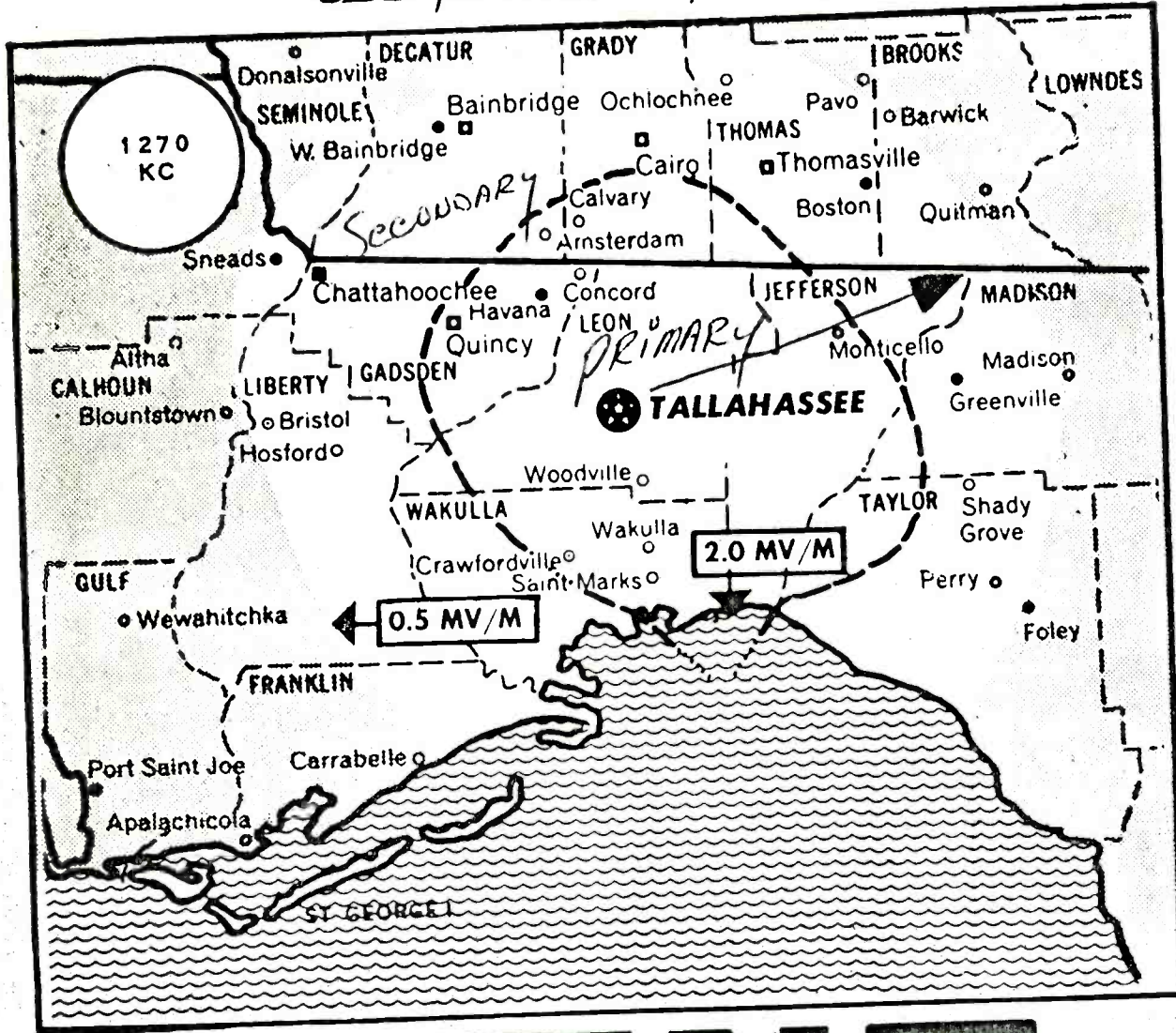
EFFECTIVE MAY 1, 1969



**5,000 WATTS • ABC NETWORK
PANAMA CITY, FLORIDA
1430 KC**

CBS for Florida's Capital City

ARROW REPRESENTS DIRECTIONAL PATTERN



WTNNT

MEEKER RADIO, INC.

521 FIFTH AVENUE

NEW YORK, N. Y. 10017

Hotel Duval

Box 1047

NON-DIRECTIONAL - SIGN ON TO 8³⁰ P.M.

Full Time: 5000 Watts

DIRECTIONAL - 8³⁰ P.M. TO SIGN OFF (12 P.M.)

Box 1047 Dial 222-1450

Tallahassee, Florida

RETAIL MARKET DATA
1965

	Tallahassee	Trade Area
Population	63,683	273,747
Households	15,000	68,800
Effective Buying Income	\$115,110,000	\$391,507,000
Retail Sales	\$94,651,000	\$275,647,000
Income per Household	\$7,674	\$5,691
Income per Capita	\$2,067	\$1,430

Source: Sales Management

RETAIL SALES ESTIMATES

	Tallahassee	Trade Area
Food	\$20,423,000	\$66,025,000
General Merchandise	12,075,000	23,992,000
Apparel	8,200,000	16,213,000
Home Furnishings	6,290,000	13,868,000
Automotive	17,221,000	50,887,000
Gas Stations	8,661,000	29,557,000
Lumber and Hardware	3,965,000	16,137,000
Drugs	4,087,000	9,924,000

Source: Sales Management

Retail Facilities
Leon County

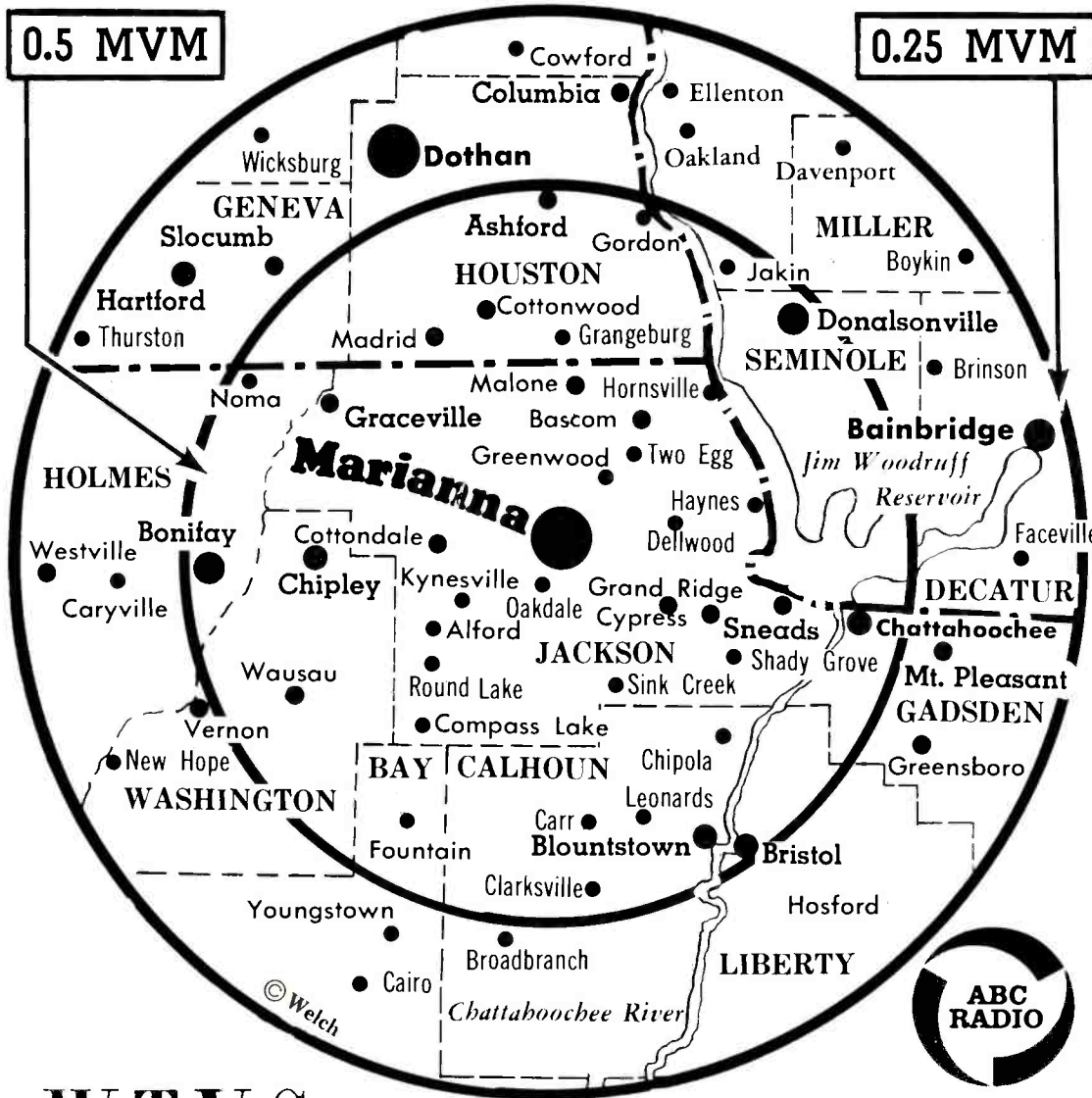
Food	156
Eating and Drink	162
General Merchandise	18
Apparel	65
Home Furnishings and Appliances	58
Automotive	60
Gas Stations	152
Lumber Building Materials and Hardware	81
Drugs	24
Other Retail Stores	329
Nonstore Retailers	31
Total Outlets	1,136

Source: Florida Revenue Commission

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

WTYS - Northwest Florida's Best Salesman!

WTYS Marianna, Florida



WTYS provides professional radio service to three states in a rich 3-river basin area since 1948. In Jackson County, Florida where two Interstate Highways connect. Our coverage area is adjacent to some of the world's finest sand beaches.

WTYS is News-Active Radio. . . ABC Network News, plus 7 daily local news programs plus two (2) remote mobile studios.

WTYS is interested in the Farmer . . . Farm service programming includes Jackson County farm agent reports, Florida state extension news, home demonstration news . . . and two farm-market shows daily.

WTYS is sports-minded, too! WTYS provides fulltime radio coverage of athletic events of regional colleges and universities and local high school sports coverage.

WTYS provides "Music for All" . . . lively balanced up-tempo format . . . contemporary popular, gospel, country and western.

WTYS adheres to a strict commercial practice, too . . . never more than 3½ minute commercials per 14½-minute segment, competitive separation of 15 minutes, guaranteed product protection.

WTYS provides advertisers, local or national in scope, with merchandising promotional assistance.

WTYS commercial rates are the same for both local and national. Rates shown below are "net" to station:

Times	SPOT RATES	
	60 Sec.	30 Sec.
1-25	\$2.10	\$1.35
26-51	\$1.90	\$1.25
52-103	\$1.80	\$1.20
104-155	\$1.70	\$1.15
156-311	\$1.60	\$1.10
312 or more	\$1.30	\$.95

WTYS

MARIANNA, FLORIDA

"Gateway to the Sun Coast"

Fulltime Radio

1000 Watts Days

250 Watts Nights

ABC News
at 1340 kc

P.O. Box 777
Phone 305-482-2131

Marianna, Florida 32446

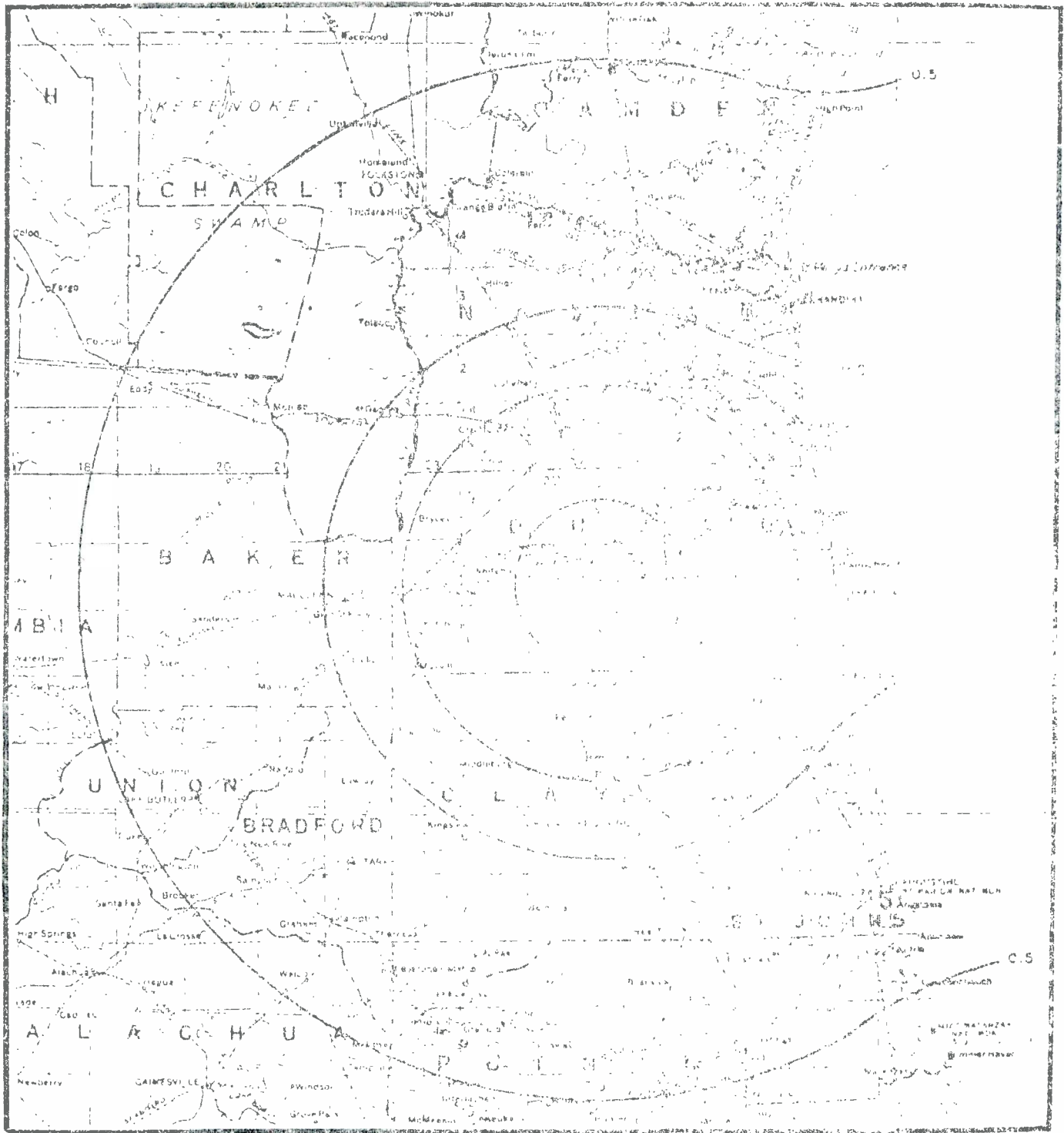
Coverage Contours prepared by
Licensed Engineer and on file with
the FCC.

PREPARED BY

RADIO
Unlimited

Market Data	0.5 MVM Coverage	0.25 MVM Coverage
Population	74,600	304,900
Households	20,310	81,970
AM Radio Homes	19,940	80,170
Automobiles	33,880	114,380
Spendable Income	\$125,649,000	452,021,000
RETAIL SALES:		
Food Stores	\$ 17,648,000	72,305,000
Drug Stores	\$ 2,338,000	10,191,000
Genl. Merchandise	\$ 4,138,000	33,480,000
Apparel Stores	\$ 2,373,000	14,775,000
Home Furnishings	\$ 5,663,000	18,419,000
Automobiles	\$ 21,599,000	83,414,000
Service Stations	\$ 11,615,000	36,757,000
Total Retail Sales	\$ 71,963,000	333,044,000
FARM DATA:		
Farm Population	18,500	48,690
Farm Gross Income	\$ 30,566,000	101,071,000
SOURCE: SRDS Consumer Data 1967.		

STUDIO AND OFFICES — 21 WEST CHURCH STREET
STUDIO AND TRANSMITTER — 1436 ELLIS ROAD



5000 Watts
Day and Night

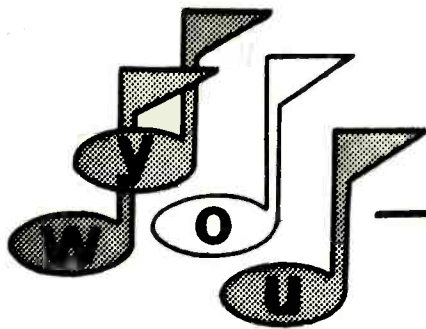
1320 Kilocycles

Jacksonville, Fla.



PRIMARY AREA -- DAYTIME COVERAGE MAP

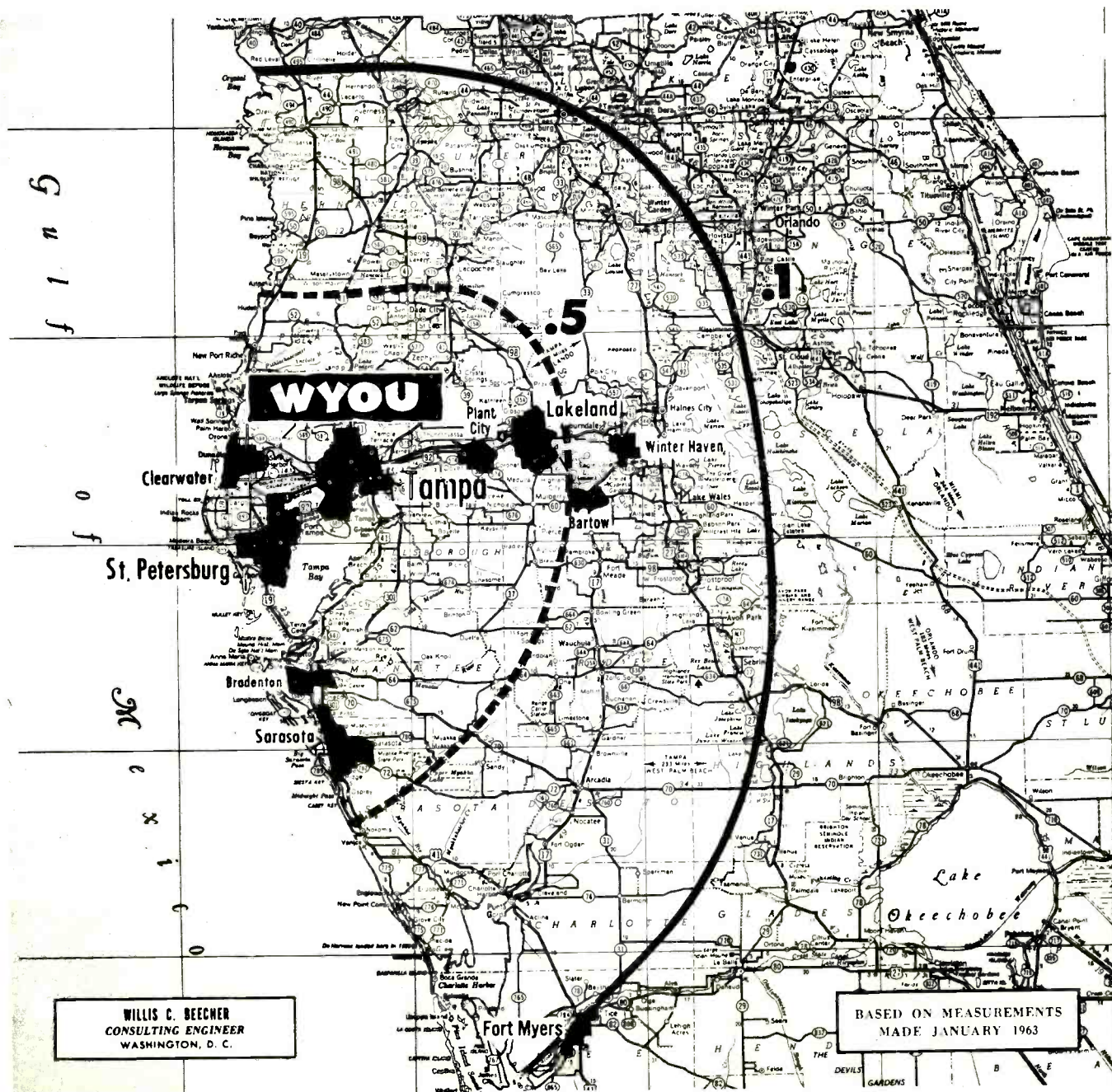
Owned and Operated by
ST. JOHNS BROADCASTING CO.



radio

TAMPA - ST. PETERSBURG
P.O. BOX 1988 · TAMPA, FLORIDA

10,000 watts in all directions at 1550 KC



THE NEW YOU IN TOWN & COUNTRY MUSIC



**EXCLUSIVE
COVERAGE**

**DOMINANT
COVERAGE**



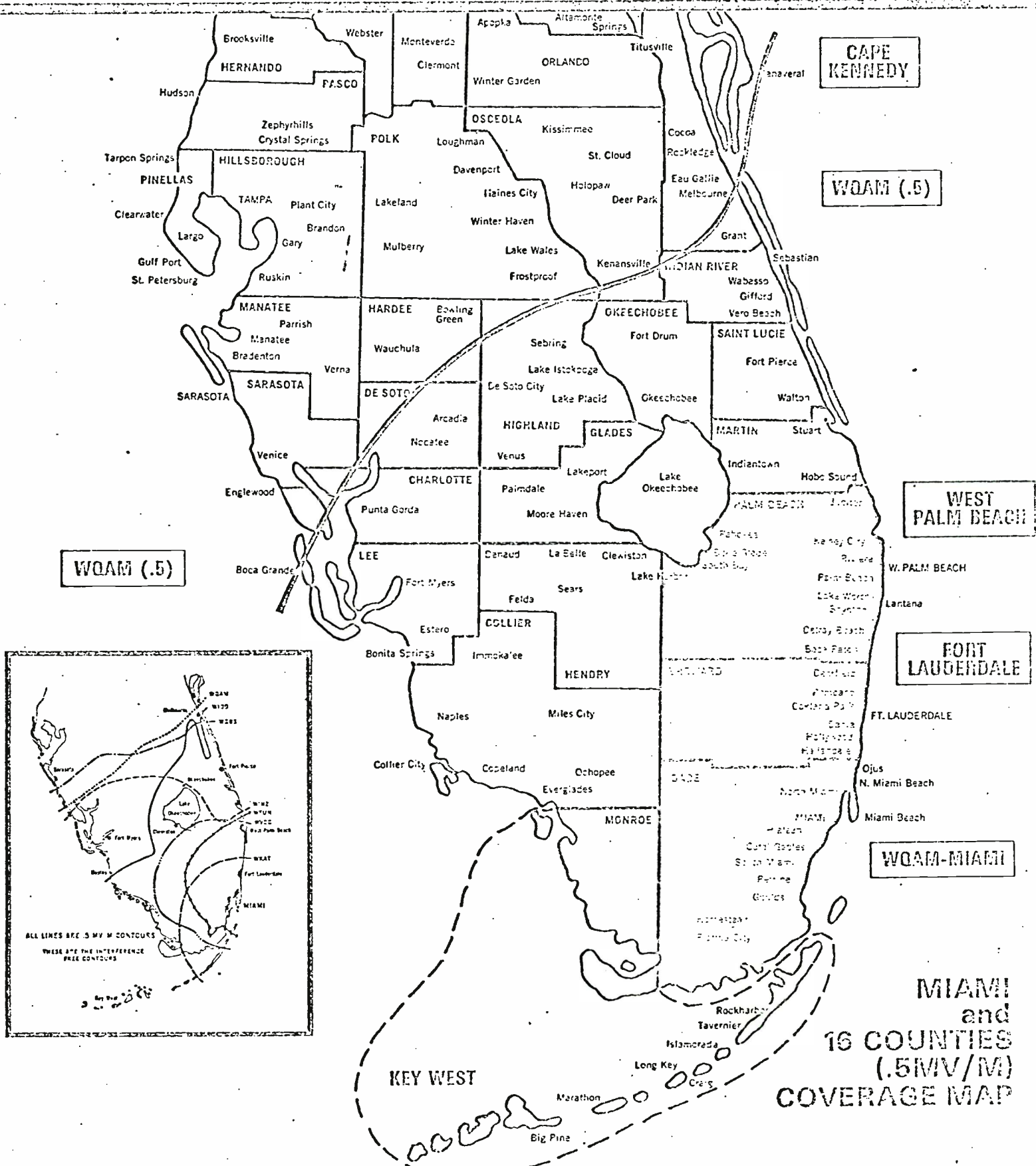
Only W-QBA has 10,000 watts covering all of Dade County and more...from Palm Beach to the Island of Cuba...important because we pre-sell the 4,000 persons that arrive each month from Cuba via the Freedom Flights.

THE SUSQUEHANNA STATIONS

- WQBA, Miami, Florida
- WGBB, Freeport-Hempstead, New York
- WHLO, Akron-Canton, Ohio
- WICE, Providence, R.I.
- WSBA, Harrisburg-York-Lancaster
- WSBA FM-TV, York, Pa.
- WARM, Scranton-Wilkes-Barre, Pa.

WQAM'S GOLD COAST

WQAM RADIO 560



WQAM (5)

CAPE KENNEDY

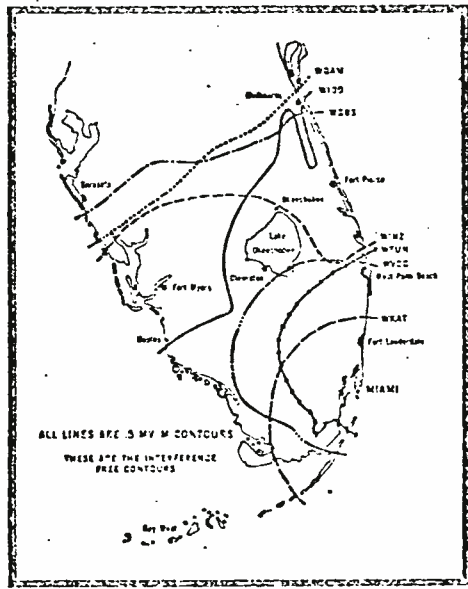
WQAM (.5)

WEST PALM BEACH

FORT LAUDERDALE

WQAM-MIAMI

MIAMI and 16 COUNTIES (.5MV/M) COVERAGE MAP



ALL LINES ARE .5 MV/M CONTOURS
THESE ARE THE INTERFERENCE FREE CONTOURS

WOLIK

1090 KC

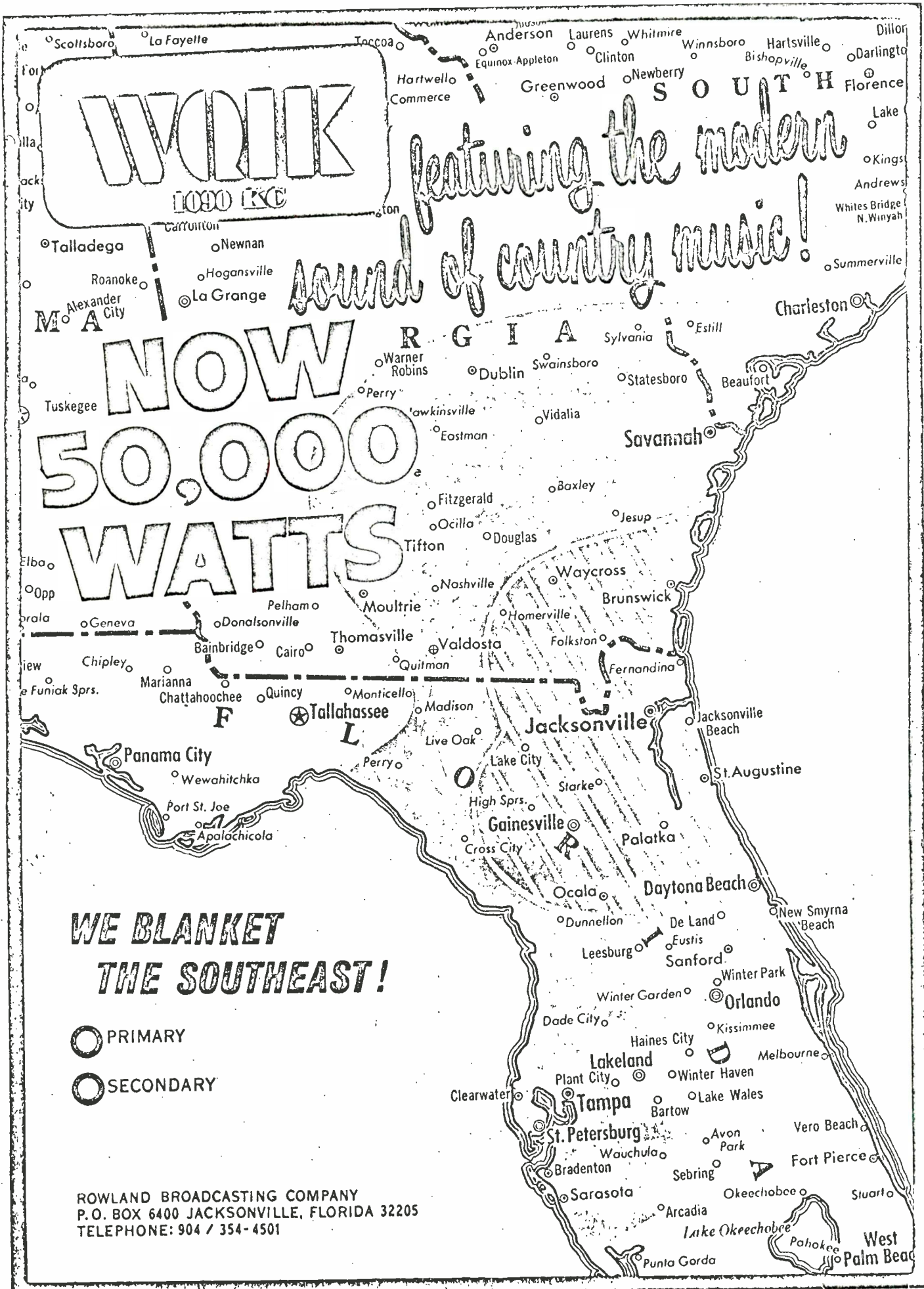
*featuring the modern
sound of country music!*

NOW 50,000 WATTS

**WE BLANKET
THE SOUTHEAST!**

- PRIMARY
- SECONDARY

ROWLAND BROADCASTING COMPANY
 P.O. BOX 6400 JACKSONVILLE, FLORIDA 32205
 TELEPHONE: 904 / 354-4501



WRIZ

.5 MV CONTOUR

LAKE WORTH

LANTANA

BOYNTON BEACH

DELRAY BEACH

BOCA RATON

POMPANO BEACH

OAKLAND PARK
WILTON MANOR

FT. LAUDERDALE

DANIA

HOLLYWOOD

HALLANDALE

N. MIAMI BEACH

25 MV CONTOUR

OPA-LOCKA

NORTH MIAMI

Miami Shores

HIALEAH

Miami Springs

MIAMI

CORAL GABLES

MIAMI BEACH

WRIZ
TRANSMITTER

PERRINE

25 MV CONTOUR

● GOULDS

WRIZ MARKET DATA
(within .5 MV. Coverage)

Estimated Radio Households	582,890
Population	1,971,400
Households	646,670
Consumer Spendable Income	\$4,581,948,000
Total Retail Sales	\$3,291,720,000
Passenger Cars	907,900
Food	\$769,750,000
Drugs	\$115,730,000
General Merchandise	\$398,993,000
Apparel	\$219,783,000
Home Furnishings	\$180,888,000
Automotive	\$715,184,000
Filling Stations	\$226,319,000

Source: SRDS Consumer Market Data
February 1, 1967

.5 MV CONTOUR

WRIZ
CORAL GABLES
1550 kc

The Golden Voice of South Florida

WRIZ RADIO
220 MARBLE MILE SUITE 201
CORAL GABLES, FLA. 33134

REPRESENTED BY THE KATZ AGENCY, INC.

Telephone: [REDACTED]
Cable: [REDACTED]
1699 S.W. Coral Way, Miami, Florida 3314

SCALE OF MILES

