

RADIO STATION

1460 KCS - 5000 WATTS - D
1000 WATTS - N

INCORPORATED

Better Programs

LOUISIANA
3150 COLLEGE DRIVE
344-7604

Coverage ... 5,000 WATTS 0.5 MV/M MEASURED



THE
OK
GROUP

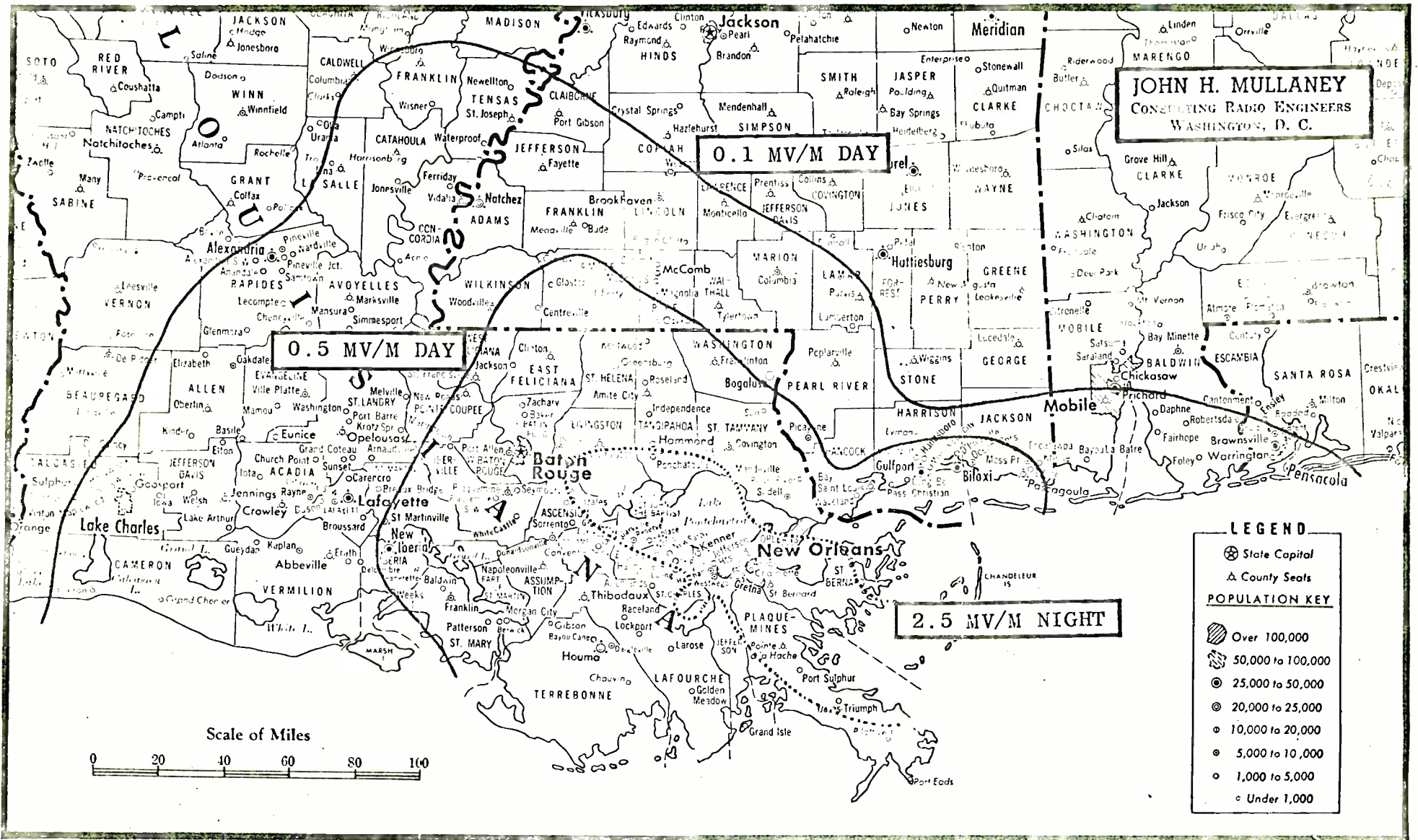
WNOJ
New Orleans, La.

WNOJ
Baton Rouge, La.

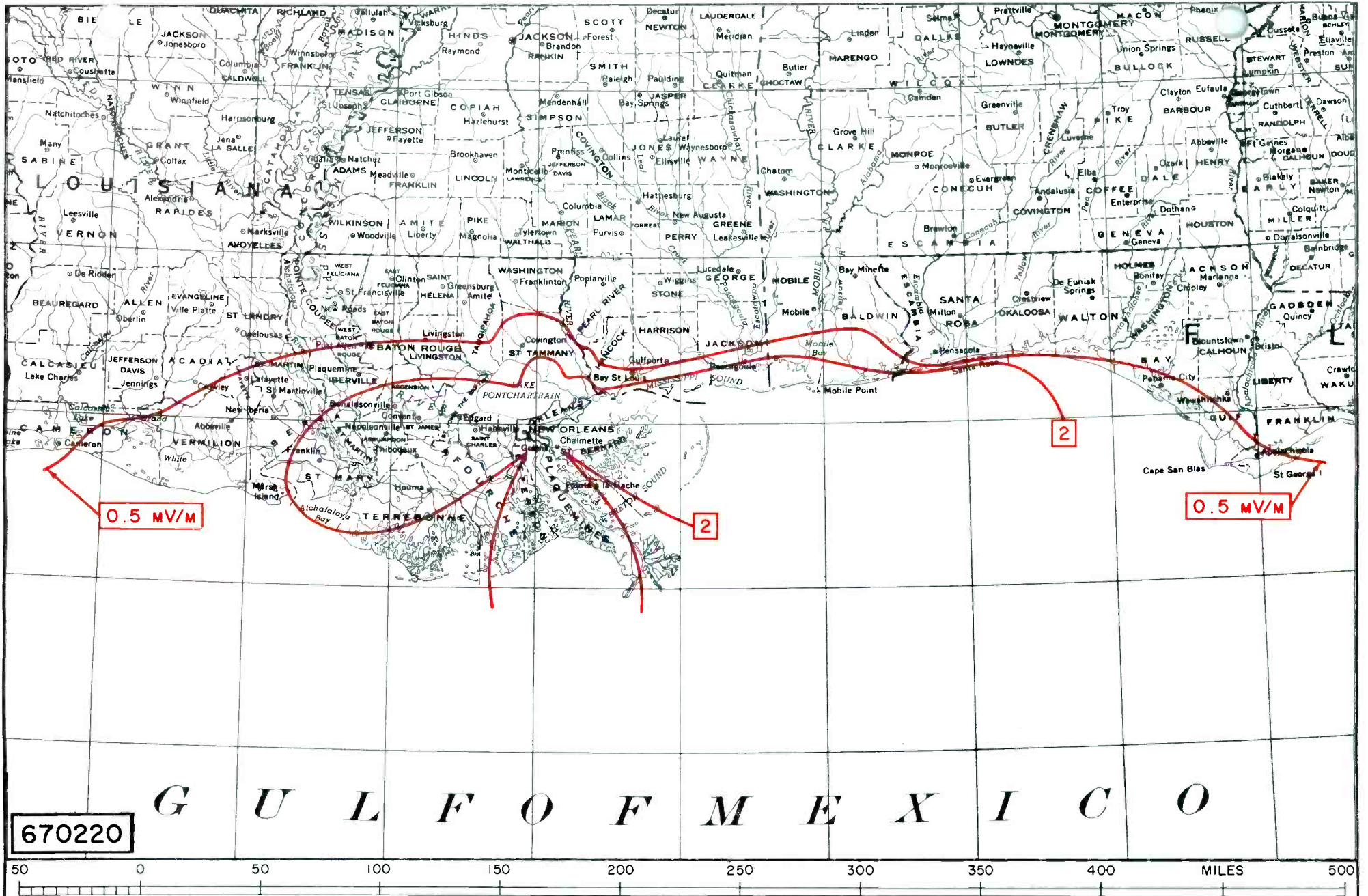
WNOJ
Houston, Tex.

WNOJ
Memphis, Tenn.

WNOJ
Mobile, Ala.



Rounsaville Radio Stations
WYLD
New Orleans 19, Louisiana
CONTOUR COVERAGE MAP
940 kc. 10,000 Watts Day
500 Watts Night



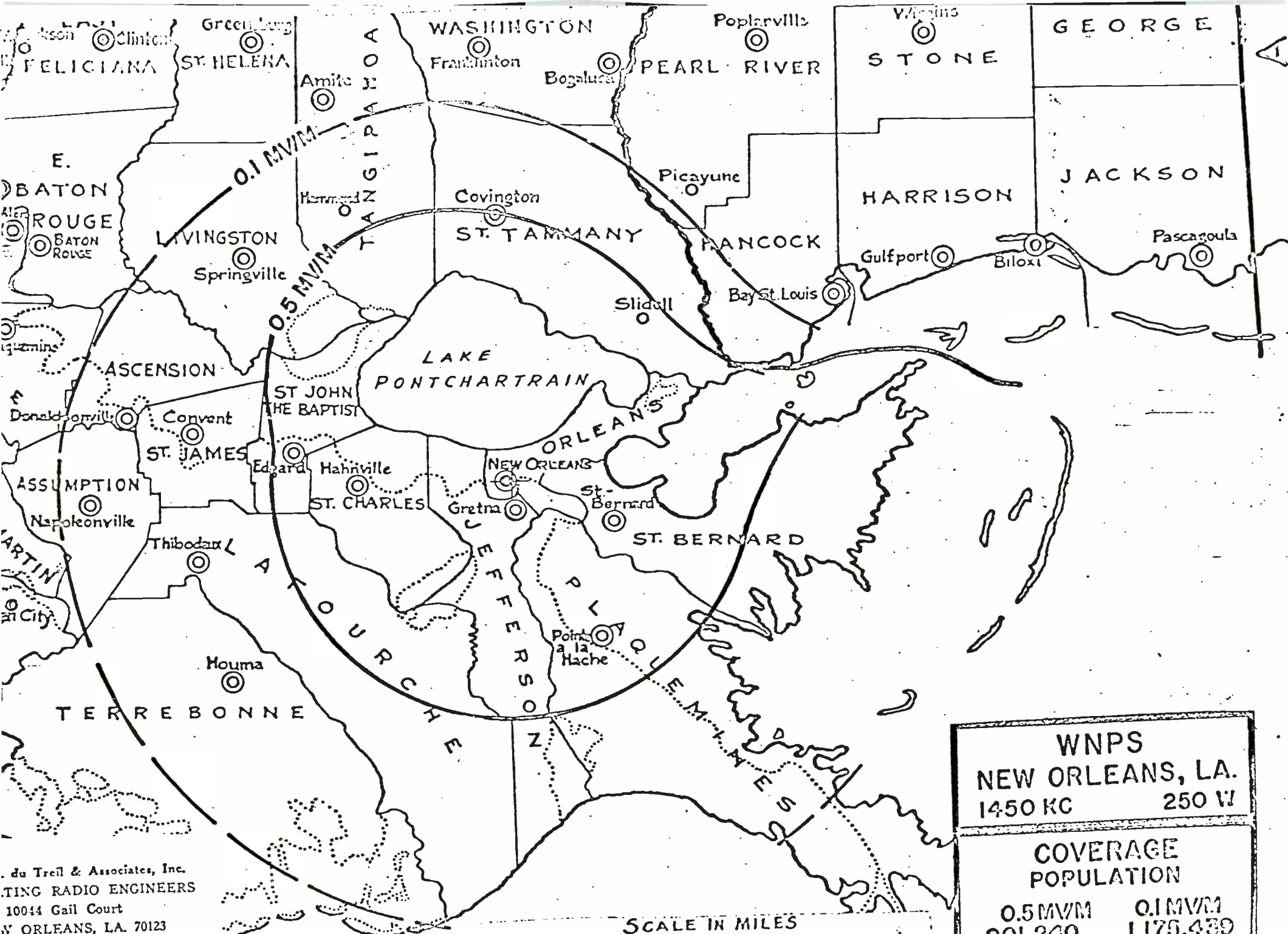
670220

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

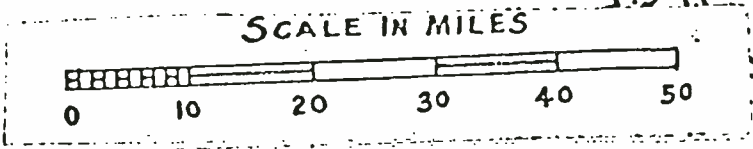
50 0 50 100 150 200 250 300 350 400 500 MILES

PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS

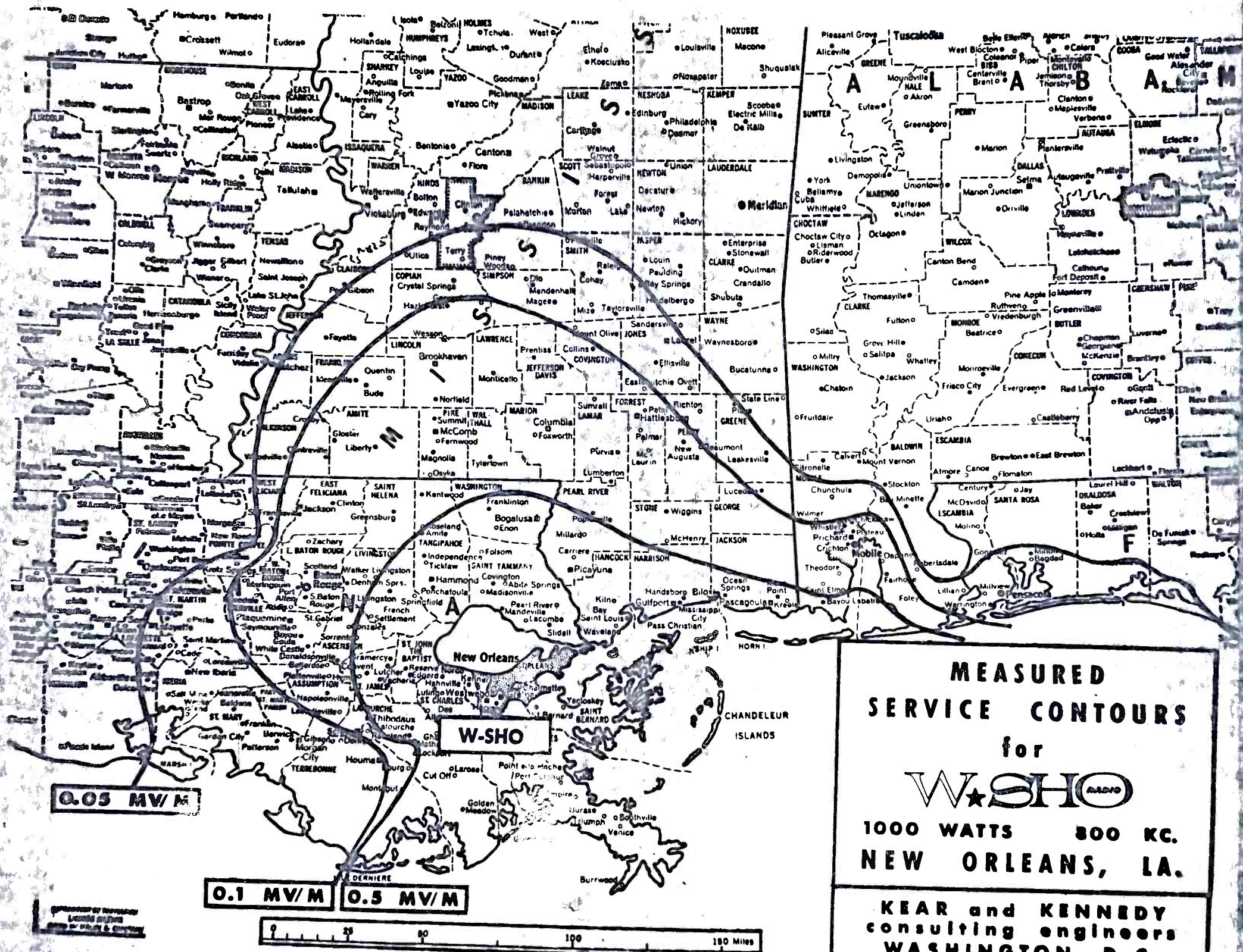
RADIO STATION WTIX
690 KHz 5000 WATTS
NIGHTTIME CONTOURS



WNPS	
NEW ORLEANS, LA.	
1450 KC	250 W
COVERAGE	
POPULATION	
0.5 MVM	0.1 MVM
901,240	1,175,439



du Treil & Associates, Inc.
 ENGINEERING RADIO ENGINEERS
 10044 Gail Court
 NEW ORLEANS, LA. 70123



0.05 MV/M

0.1 MV/M

0.5 MV/M



**MEASURED
SERVICE CONTOURS
for
W*SHO RADIO**

**1000 WATTS 300 KC.
NEW ORLEANS, LA.**

**KEAR and KENNEDY
consulting engineers
WASHINGTON D.C.**

Mississippi

Louisiana

WEST FELICIANA
JACKSON
EAST FELICIANA

ST. HELENA

ST. LANDRY
POINTE COUPEE

ST. MARTIN
St. Martinville

ST. JOHN THE BAPTIST
Gramercy

IBERIA
IBERIA

ST. MARY
St. Mary

TERREBONNE

1,000 Watts
on 910 KC

Better
SERVING WELL
LOUISIANA'S CAPITAL

WLCs
AIRWAVES, INC.
TEL. 342-4411 P. O. BOX 2546
BATON ROUGE, LA.
LAMAR SIMMONS
General Manager
National Representative
mc govern-guild-pgw
RADIO, INC.

1970 MARKET DATA

PARISH	AUTOMOTIVE	PASSENGER CARS	FARM POPULATION	POPULATION	HOUSEHOLDS
Ascension	3,892,000	8,170	1,600	29,200	7,490
East Baton Rouge	65,791,000	70,960	- - -	246,100	65,300
Iberville	3,997,000	8,910	1,200	30,600	7,760
West Baton Rouge	324,000	4,400	800	15,500	3,870
Assumption	1,428,000	4,990	1,300	18,200	4,510
East Feliciana	1,245,000	3,940	2,000	20,400	3,600
Livingston	5,135,000	7,830	2,800	28,700	7,530
St. James	2,702,000	4,940	1,200	19,100	4,250
St. Mary	6,294,000	14,430	1,300	52,000	13,370
TOTALS	90,808,000	128,570	12,200	459,800	117,680

PARISH	FILLING STATIONS	GROSS FARM INCOME	C. S. I.	TOTAL RETAIL SALES
Ascension	2,171,000	3,736,000	36,689,000	22,983,000
East Baton Rouge	25,985,000	- - - -	442,815,000	291,436,000
Iberville	1,527,000	5,225,000	31,954,000	21,082,000
West Baton Rouge	1,430,000	3,657,000	18,933,000	7,860,000
Assumption	934,000	7,220,000	18,174,000	8,348,000
East Feliciana	536,000	3,758,000	14,065,000	4,753,000
Livingston	2,300,000	4,296,000	33,889,000	16,206,000
St. James	556,000	4,677,000	18,727,000	11,334,000
St. Mary	4,284,000	9,634,000	76,560,000	44,511,000
TOTALS	39,723,000	42,203,000	691,806,000	428,513,000

SOURCE: STANDARD RATE & DATA

W L C S

91 ON YOUR RADIO DIAL

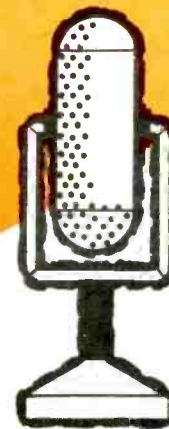
1,000 WATTS
BATON ROUGE, LOUISIANA

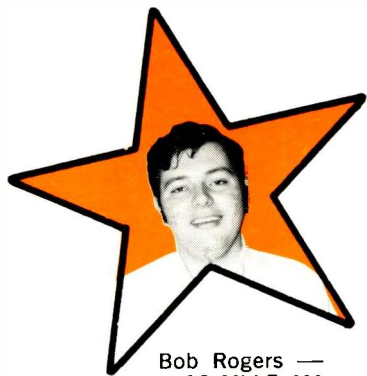
Music
News

Fun Games

Big Winners

Special Features





Bob Rogers —
12 Mid-5 AM



Johnny Kay —
5 AM-8 AM
12 Noon-2 PM

24 HOURS A DAY



Johnny Richmond —
4 PM-6 PM
9 PM-12 Mid



Michael O'Connor —
2 PM-4 PM
6 PM-9 PM



Bill Cox—
8 AM-12 Noon

WLCS Award Winning NEWS!



Gene Perry

Best Radio Documentary — 1966

Best Sports Show — 1966, 1967

Best Audio News Feed — 1967,
1968

Best Sports Show — 1967, 1968

John Scott Award (outstanding news
participation) — 1969

Best Radio News Special — 1970
Awarded by

— Louisiana-Mississippi Associated
Press Broadcasters
Association



Charlie Cunningham

Special Features

SPORTS
EDITORIALS
NEWS SPECIALS
TRAFFIC REPORTS
DAILY HOROSCOPES

EXPANDED
WEATHER COVERAGE
DURING EMERGENCIES.

FUN GAMES & THE BIGGEST WINNERS
IN BATON ROUGE RADIO!!

Winning's fun on the big "91" . . . Because the fun-guys make it that way. Take "Dress of the Day" . . . Where some Baton Rouge housewife wins a forty dollar dress of her choosing. Or how about "Shotgun of the Week," where a lucky husband gets a Browning Automatic Shotgun. Plus quizzes, brain teasers, riddles, and top it off with thousands of dollars cash given on "Cashpot," and Hit albums, and a half dozen Honda's, and a brand new automobile and you have one reason why WLCS dominates adult listenership in Baton Rouge. We call it demographically oriented promotion, making for listener loyalty of every age.

ALL TOP RATED IN THEIR TIME PERIODS
IN RECENT SURVEYS!!

WDSU

NEW ORLEANS

0.5 MV/M DAYTIME CONTOUR

5,000 W-1280 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) 875-7567

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3028 SOUTHLAND CTR.
(214) 741-4228

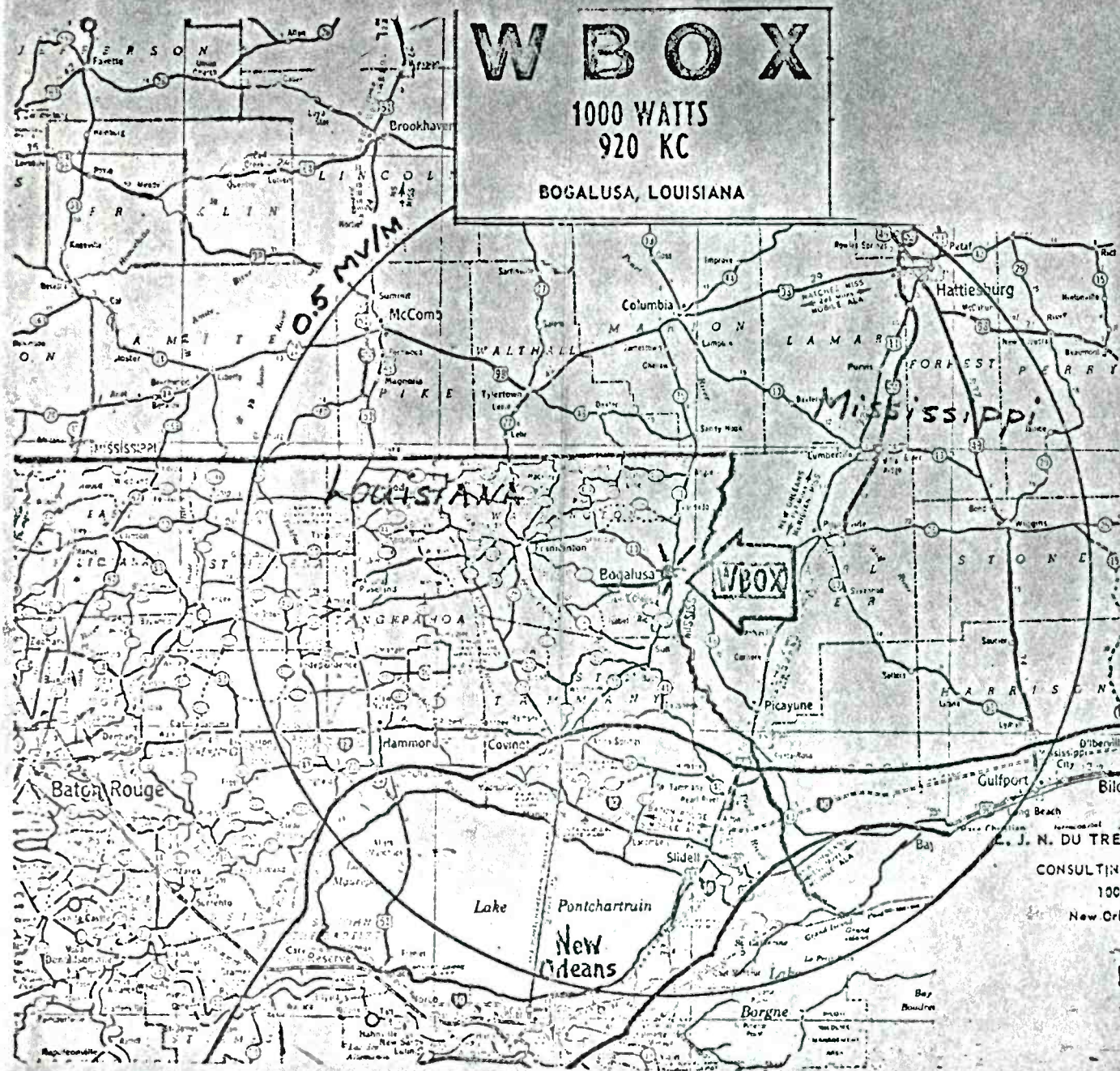
DETROIT
2990 W. GRAND BLVD.
(313) 871-3060

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

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 568-0290

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

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 434-3272



W B O X
 1000 WATTS
 920 KC
 BOGALUSA, LOUISIANA

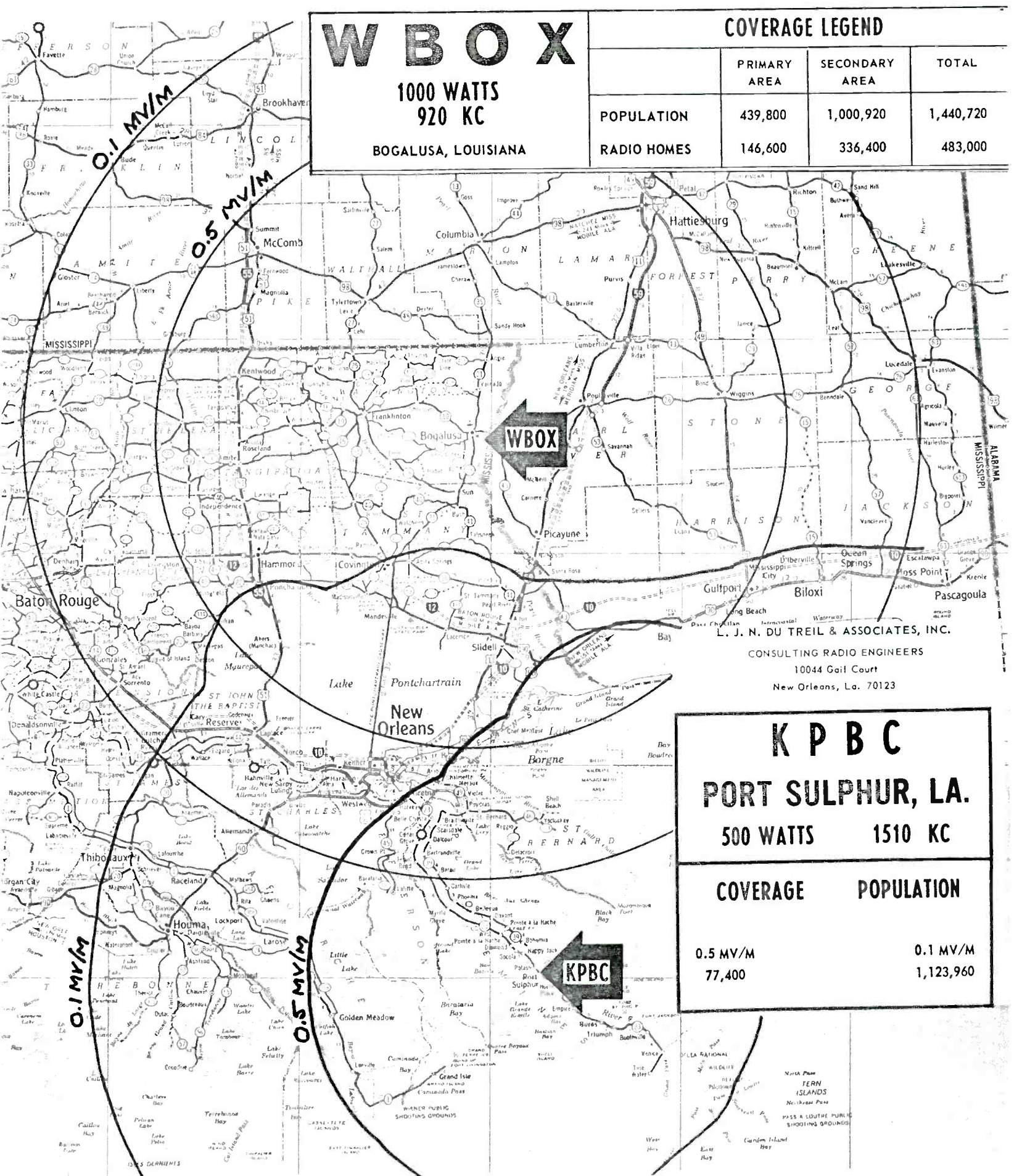
CONFIDENTIAL. This information is submitted with the understanding it will be treated confidentially. It is solely for the use of: Richard Richman

CHAPMAN COMPANY INC.

BUSINESS OPPORTUNITY

PERSONAL INSPECTION RECOMMENDED. This information has been compiled from sources shown and material furnished by owner. To the best of our knowledge it is true and correct. As a standard policy, we urge interested parties to visit and inspect the property before making a purchase decision. Make inspection appointments through:

Robert O. Noel
 Chapman Associates
 5 Dunwoody Park
 Atlanta, Ga. 30341
 (404) 451-4648



WBOX

1000 WATTS
920 KC

BOGALUSA, LOUISIANA

COVERAGE LEGEND

	PRIMARY AREA	SECONDARY AREA	TOTAL
POPULATION	439,800	1,000,920	1,440,720
RADIO HOMES	146,600	336,400	483,000

WBOX

L. J. N. DU TREIL & ASSOCIATES, INC.
CONSULTING RADIO ENGINEERS
10044 Gail Court
New Orleans, La. 70123

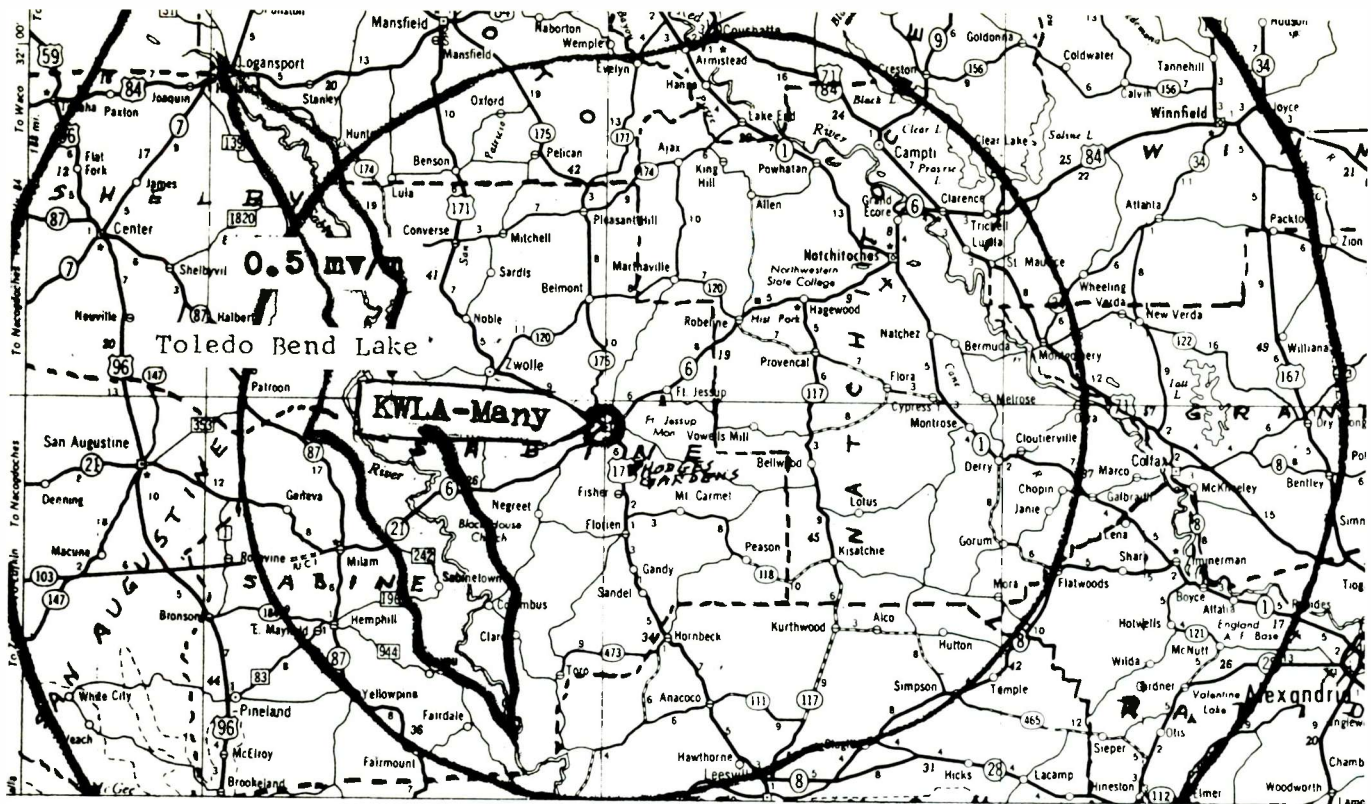
KPBC

PORT SULPHUR, LA.

500 WATTS 1510 KC

COVERAGE	POPULATION
0.5 MV/M 77,400	0.1 MV/M 1,123,960

KPBC



Tower of Toledo Bend

The Texas border in West Central Louisiana boasts a new recreational area expected to draw two million visitors a year by 1970. Toledo Bend Lake on the Sabine River has thousands of second home sites and hundreds of square miles of open water ideally situated for boating, fishing and water sports.

Base Radio Station for the enormous recreational complex is **KWLA** in Many, Louisiana, "The Tower of Toledo Bend".

While Toledo Bend Lake is relatively new and its visitor attraction has not yet reached its peak, Many, Louisiana, currently is the focal point for thousands of tourists yearly.

"Cradled in the land of El Camino Real!" The "King's Highway" centrally located between Shreveport and Alexandria in West-Central Louisiana, the gateway to Hodge's Gardens . . . "The Garden in the Forest" where thousands of tourists visit annually to view the breath-

KWLA

taking beauty of the largest natural floral and plant scenery in the south. Neighboring Natchitoches, the oldest town in the Louisiana Purchase! Home of historic plantation mansions including historic Fort Jessup". That's the way Many is billed to potential visitors throughout the country.

But Many, Louisiana, is not all recreation and tourists. The surrounding area produced over six million barrels of oil, 56000 million cubic feet of natural gas and almost two million board feet of lumber in 1964. Farm products including poultry, dairy livestock and others amounted to over \$3 million.

National industrial firms such as Boise Cascade, Vancouver Plywood and numerous others of a local nature contribute to the regular payrolls of Many and Sabine Parish, Louisiana.

KWLA is a principal Radio station providing community service

and entertainment for an area midway between Shreveport and Alexandria. Owned and operated by professionals in Radio, **KWLA** has doubled business since June 1967.

Donald T. (Don) Lyons and **Dwayne Murphy**, co-owners, are two lifelong friends with a total of 34 years experience in Radio as announcers and salesmen. The experience of the team adds up to the finest in programming and production for local, regional and national advertisers.

Many, Sabine Parish and the **Toledo Bend Lake** country are growing areas. The visitor and water sport enthusiast alone make the area one to watch, and **KWLA**, base station of Toledo Lake, provides vacationers with radar weather, lake conditions, fishing reports and entertainment assuring that listenership is high. Check into the Sabine River and the Toledo Bend country. It's dynamic.

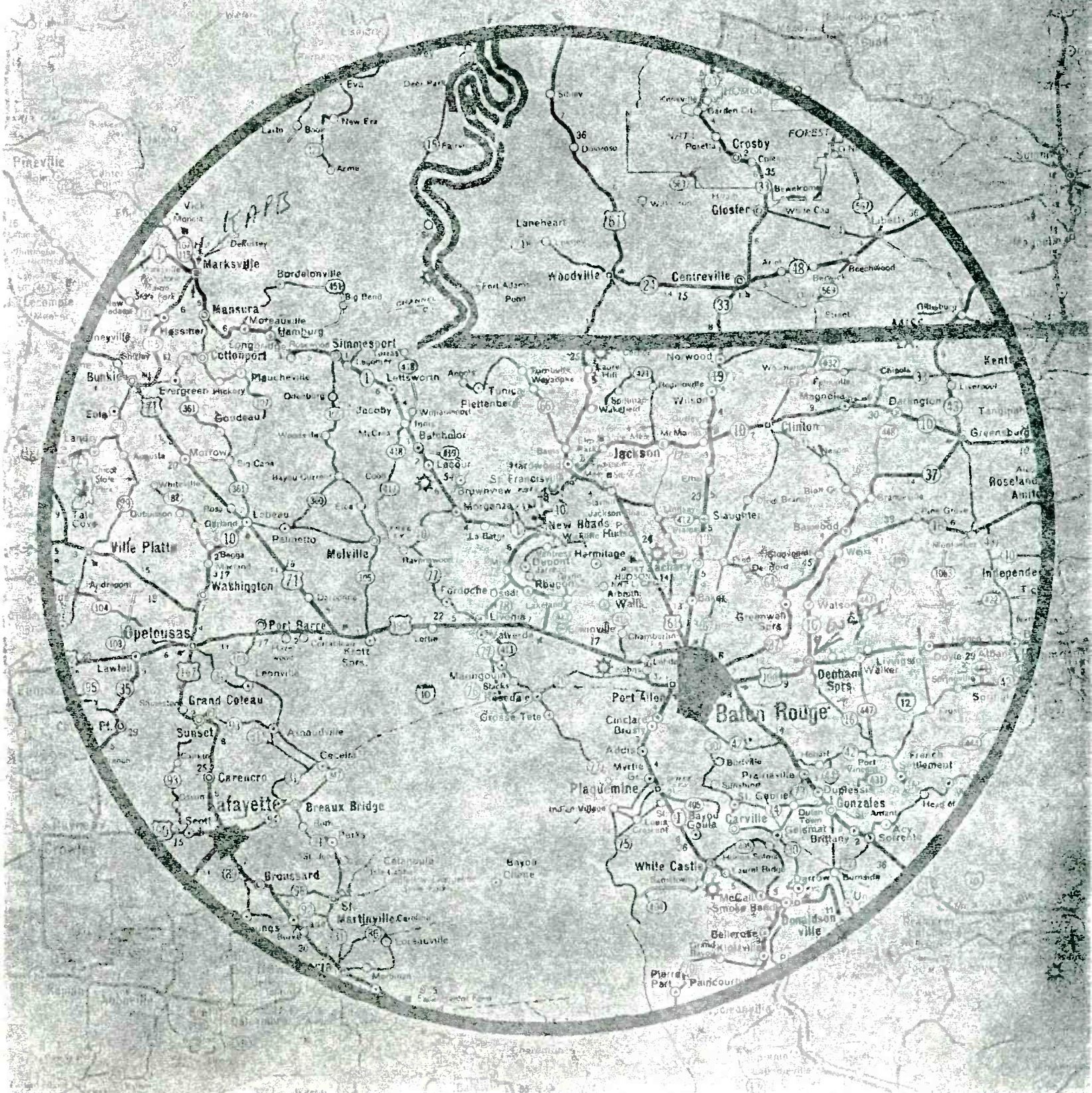
KWRG

MUSIC LOCAL NEWS SPORTS WORLD

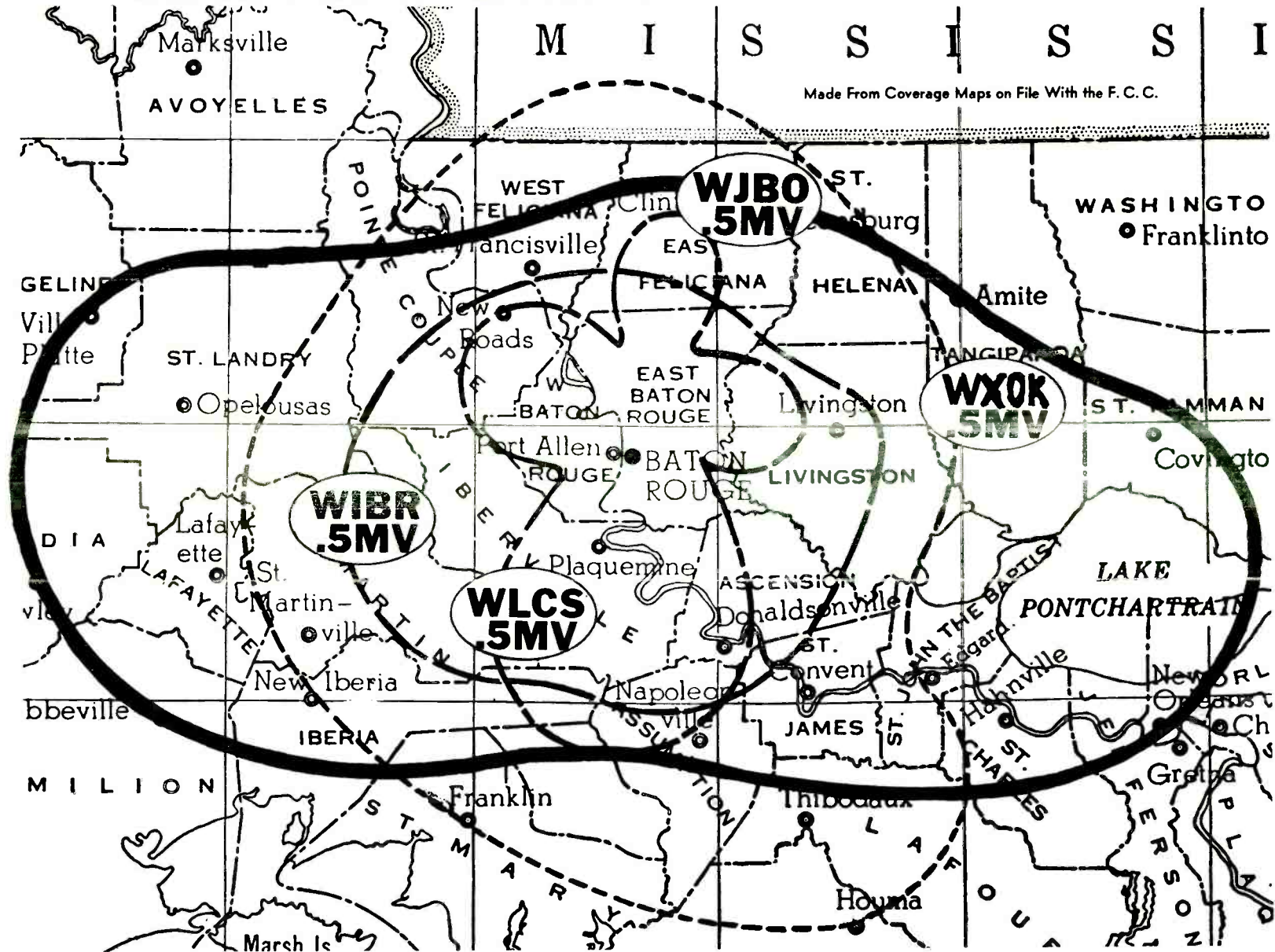
1500 ON YOUR RADIO DIAL > 1000 WATTS

TELEPHONE: 638-9058

650 OLINDE STREET
P. O. BOX 287
NEW ROADS, LA.



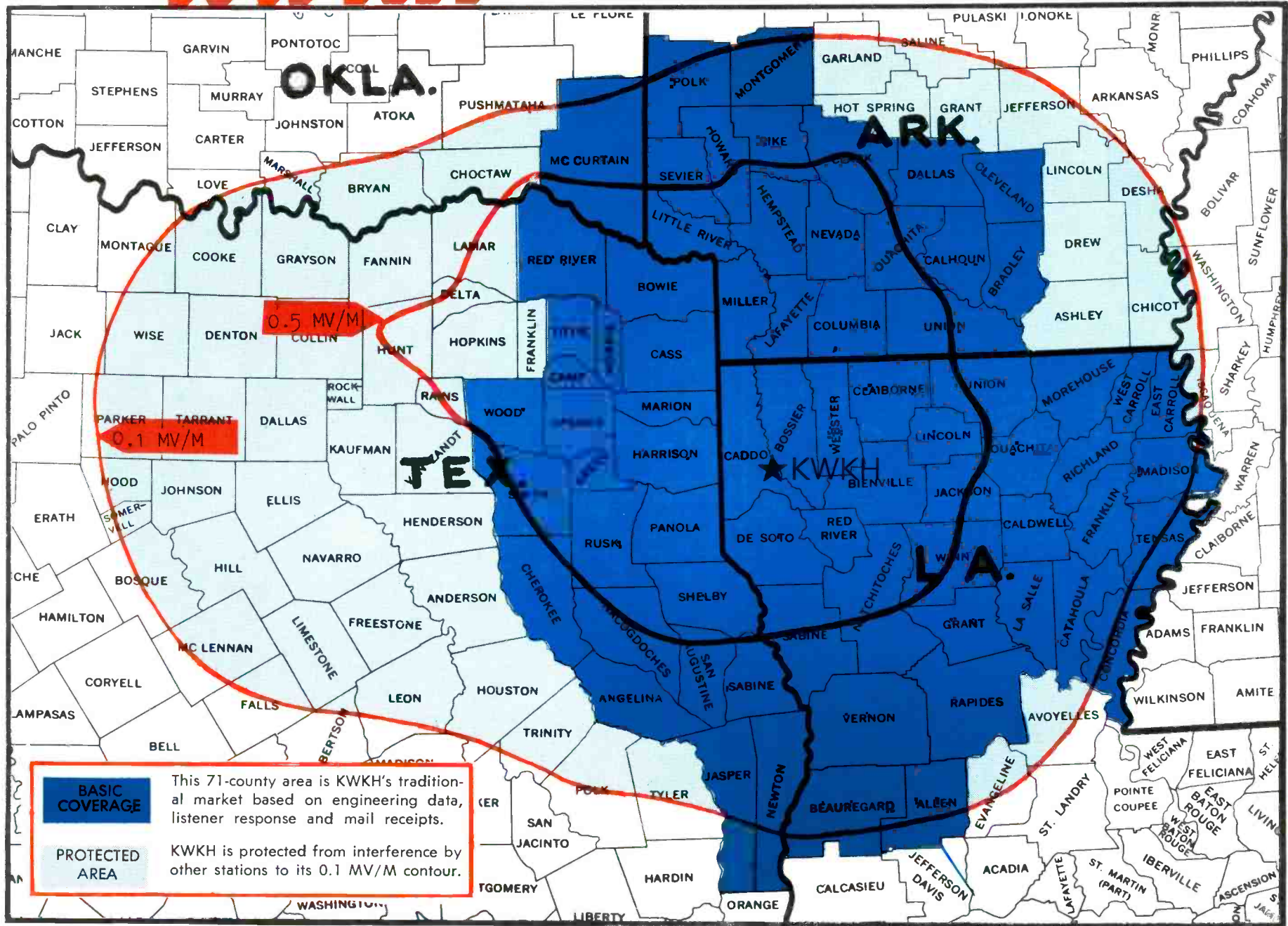
COMPOSITE MAP OF THE FOUR FULL-TIME BATON ROUGE STATIONS

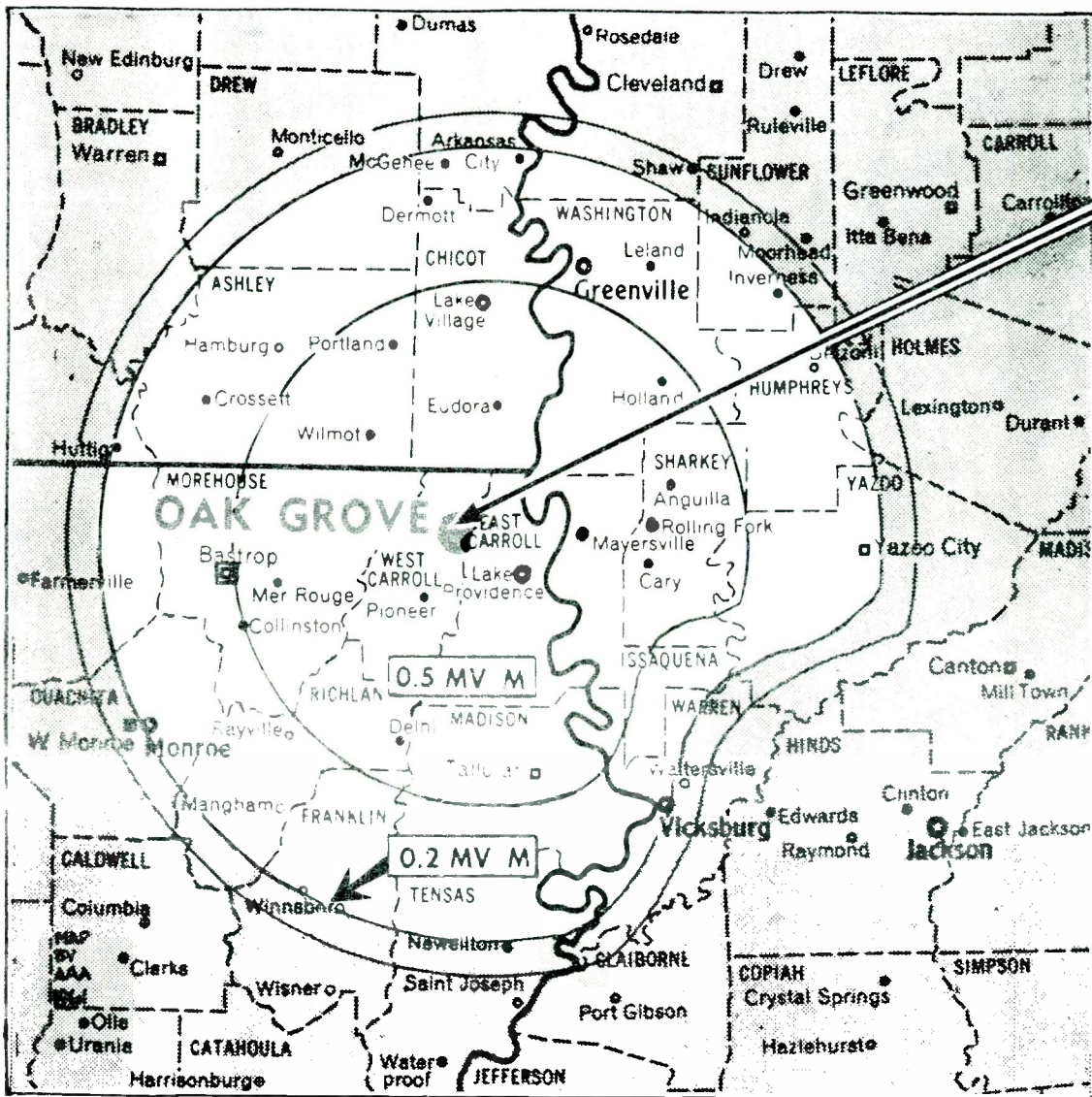


DAY TIME
SERVICE

KWKH

The Friendly Giant Shreveport, Louisiana 1130 Kilocycles
50,000 Watts, Full Time Class 1-B Clear Channel





There's Always a Good Show on

KWCL

OAK GROVE, LOUISIANA

★ Serving Northeast Louisiana, Southeast Arkansas and the Mississippi Delta.

• *For more information contact:*
 P. O. Box 65
 Phone GA 8-2389

Owned by the Carroll Broadcasting Co.
 CHARLES FERRELL, Station Manager
 P. O. Box 65 Phone GA 8-2389
 OAK GROVE, LOUISIANA

MARKET DATA

	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population	264,600	536,300
Total Households	71,810	144,410
Total Radio Homes	68,938	138,634
Total Passenger Cars	71,092	142,966
Spendable Income	\$533,027,000	\$952,260,000

RETAIL DATA:

Food Sales	\$ 59,647,000	124,237,000
Drug Sales	\$ 7,736,000	16,077,000
Eat-Drink Places	\$ 28,308,000	47,300,000
Genl. Merchandise Sales	\$ 29,668,000	53,750,000
Apparel Sales	\$ 13,605,000	28,691,000
Home Furnishing Sales	\$ 11,595,000	28,632,000
Automotive Sales	\$ 50,956,000	115,172,000
Filling Station Sales	\$ 22,237,000	46,153,000
Building Materials	\$ 27,796,000	57,691,000
TOTAL RETAIL SALES	\$260,443,000	532,080,000
TOTAL WHOLESALE SALES	\$151,057,000	308,606,000
TOTAL SERVICE RECEIPTS	\$ 52,089,000	106,416,000

FARM DATA

Total Farm Population	72,430	196,700
Farm Households	24,190	63,900
Farm AM Radio Homes	23,900	62,890
Farm Passenger Cars	21,050	58,340
Total Farm Income	\$ 60,476,000	151,518,000

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

KWCL

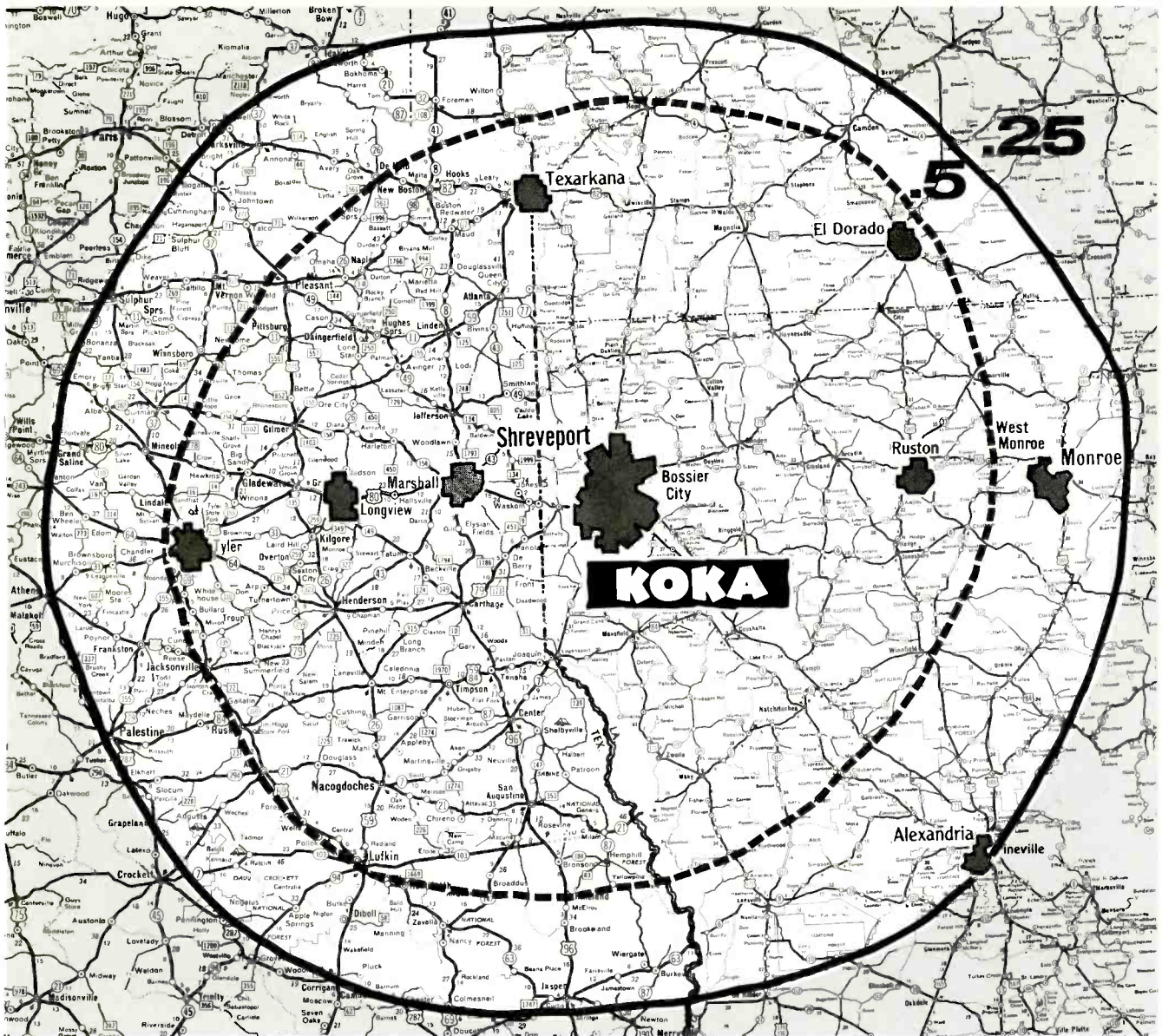
OAK GROVE, LOUISIANA

500 WATTS AT 1280 DAYTIME

Member Keystone Network

Prepared by St. Louis, Mo. Advertising Associates

10,000 watts in all directions at 1550 KC



The Southwest's most powerful NEGRO station

Selling 400,000 Negroes in 49 counties of Louisiana, Texas and Arkansas—from Shreveport—32% Negro.

Top-rated since 1954 by Hooper, Pulse & Trendex Surveys.

Delivers more BUYING audience than any other Shreveport station.

KOKA

melendon **ebony radio**

in
shreveport

P. O. BOX 3605 □ SHREVEPORT 6, LA. □ TELEPHONE 422-3122



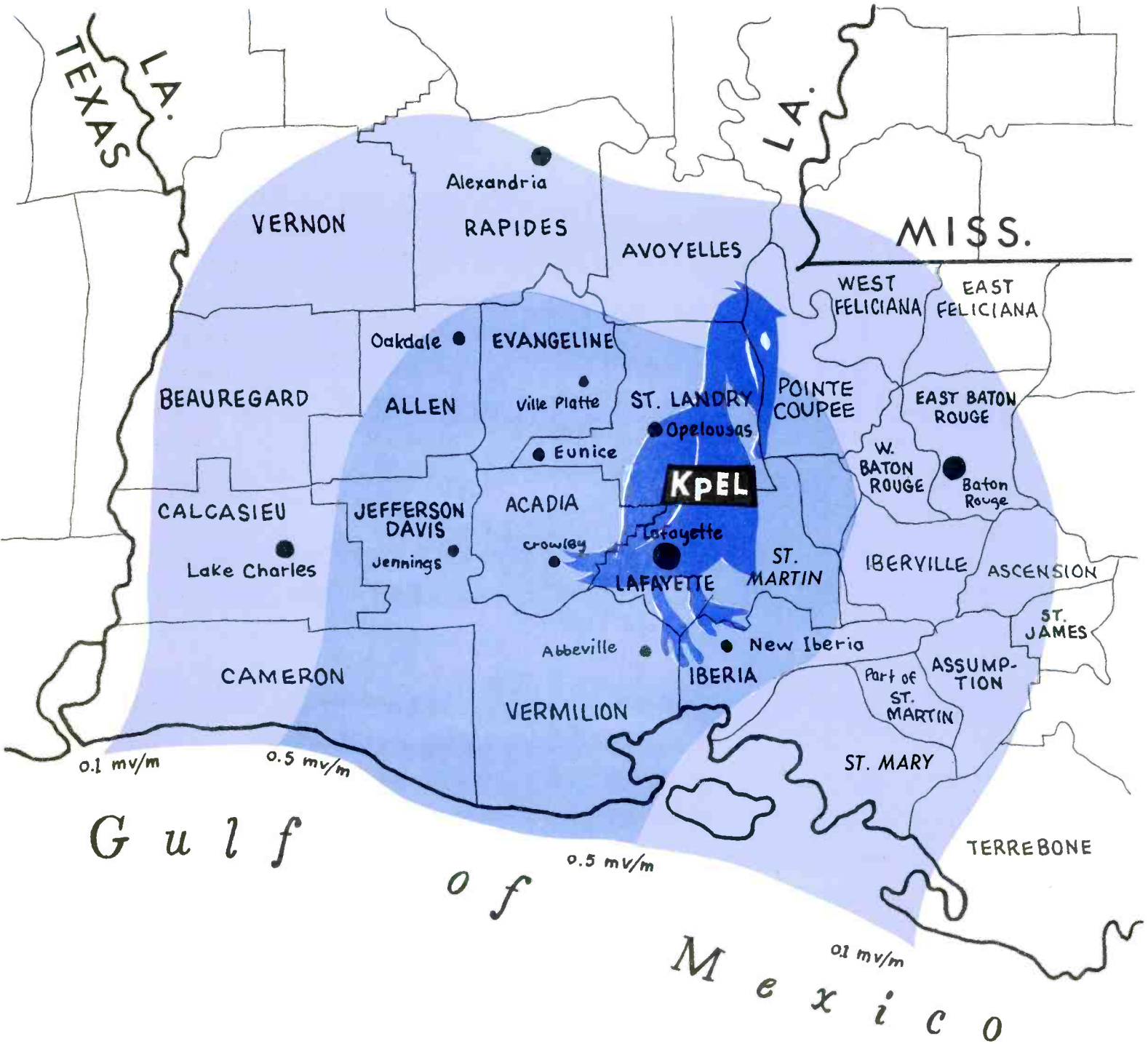
KPEL — SELL

RADIO CENTER
OF LOUISIANA'S
GREATEST
GROWTH MARKET

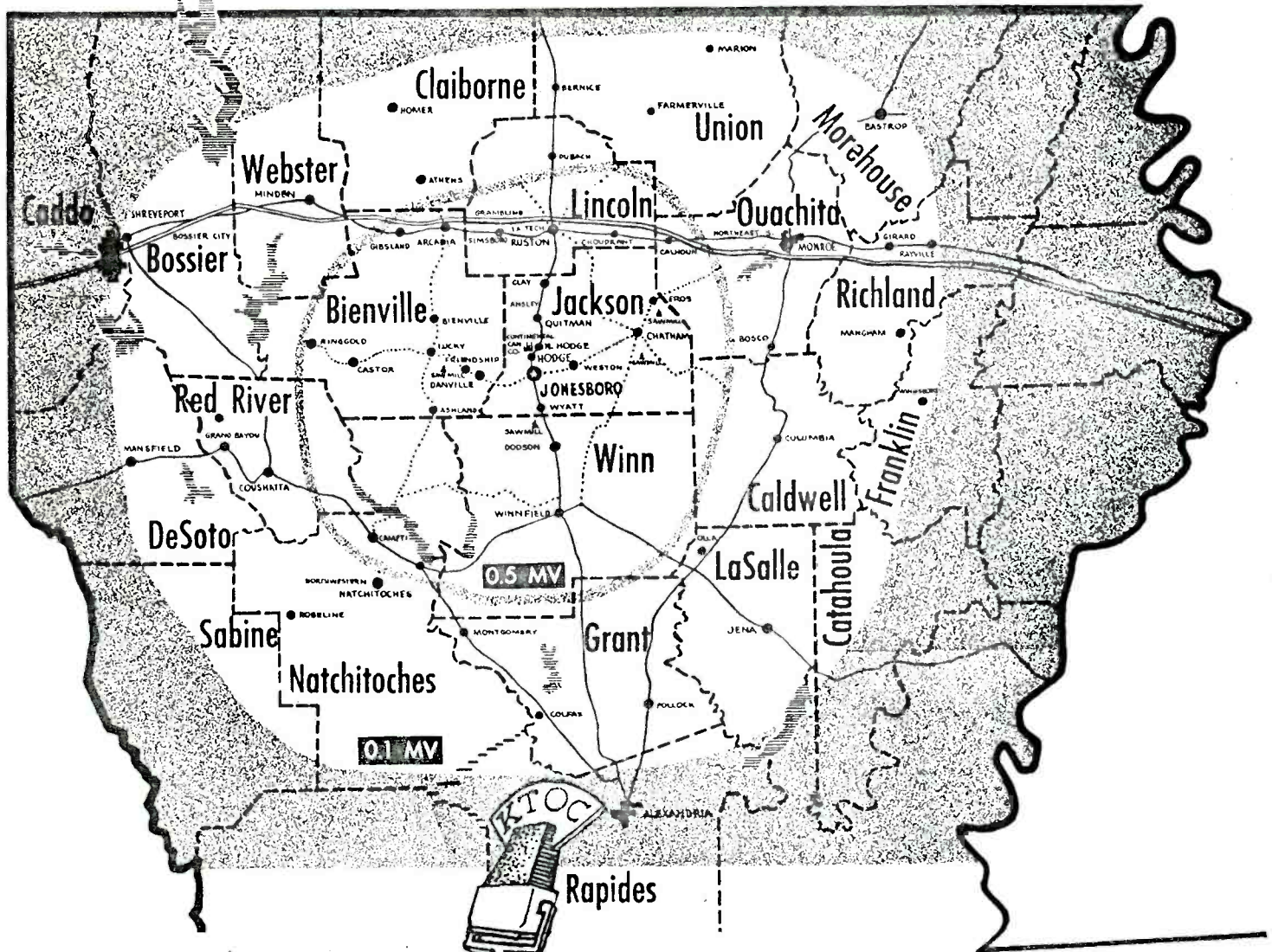
LAFAYETTE, LOUISIANA

AM — 1,000 WATTS — 1420 KCS
FM — ERP 38,000 WATTS — 99.9 MGS

AM COVERAGE MAP



COVERAGE MAP



KTOC

920 KC — 1000 WATTS DAYTIME
 JONESBORO, LOUISIANA

JACKSON PARISH BROADCASTERS
 P. O. Box 550 — Phone 4600 — Jonesboro, Louisiana

KTOC

COVERS MORE THAN 14,000
 SQUARE MILES in the rich
 industrial and timber area of
 North Louisiana, with a
 population of more than ONE-
 HALF MILLION PEOPLE and
 Annual Retail Sales of over
 FIVE HUNDRED MILLION
 DOLLARS!

It's Always 920 In North Louisiana!

"AT THE TICK OF THE CLOCK . . . YOU'RE IN TUNE WITH K-TOC"

KVOL

the happy voice!

5000 MILES SOUTHWEST LOUISIANA'S DOMINANT STATION! OFFERING LARGEST COVERAGE OF ANY LAFAYETTE STATION!

WITHIN A 40 MILE RADIUS

OVER 1/2 MILLION PEOPLE

COMPRISING THE
2ND LARGEST TRADE AREA IN
THE STATE WITH

LAFAYETTE AS THE HUB!

KVOL 0.5 MVM

ALL CONTOUR FROM FCC FILES

J. G. ROU N'THREE
CONSULTING ENGINEER
P. O. BOX 9044
AUSTIN, TEXAS

KXKW 0.5
ND 10 KW

KXKW 0.5
DA 10 KW
CRITICAL HOURS

KPEL 0.5
ND 1 KW

KVOL 0.5 MVM

1330 ON YOUR DIAL WITH 5000 KW.

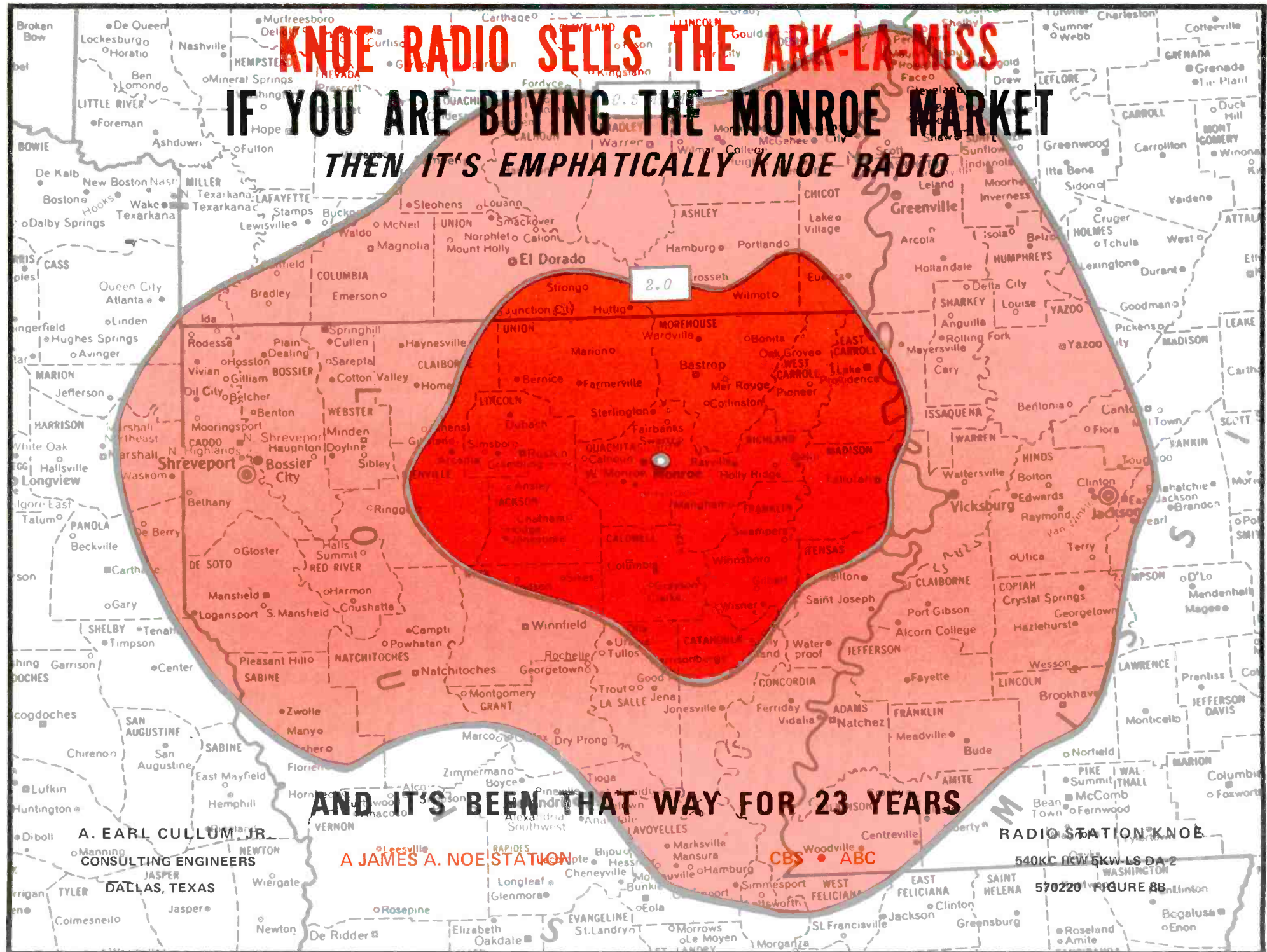
POST OFFICE BOX 3030 • LAFAYETTE, LOUISIANA
TELEPHONE (318) 234-5151

KVOL

THE HAPPY VOICE SINCE 1935

General Manager Evan H. Hughes
Station Manager Tom Galloway
National Rep. The Meeker Company
Regional Rep. (Atlanta) Busby, Finch & Woods, Inc.
(Dallas) Busby, Finch & Woods, Inc.

**KNOE RADIO SELLS THE ARK-LA MISS
IF YOU ARE BUYING THE MONROE MARKET
THEN IT'S EMPHATICALLY KNOE RADIO**



AND IT'S BEEN THAT WAY FOR 23 YEARS

**A. EARL CULLUM, JR.
CONSULTING ENGINEERS
DALLAS, TEXAS**

A JAMES A. NOE STATION

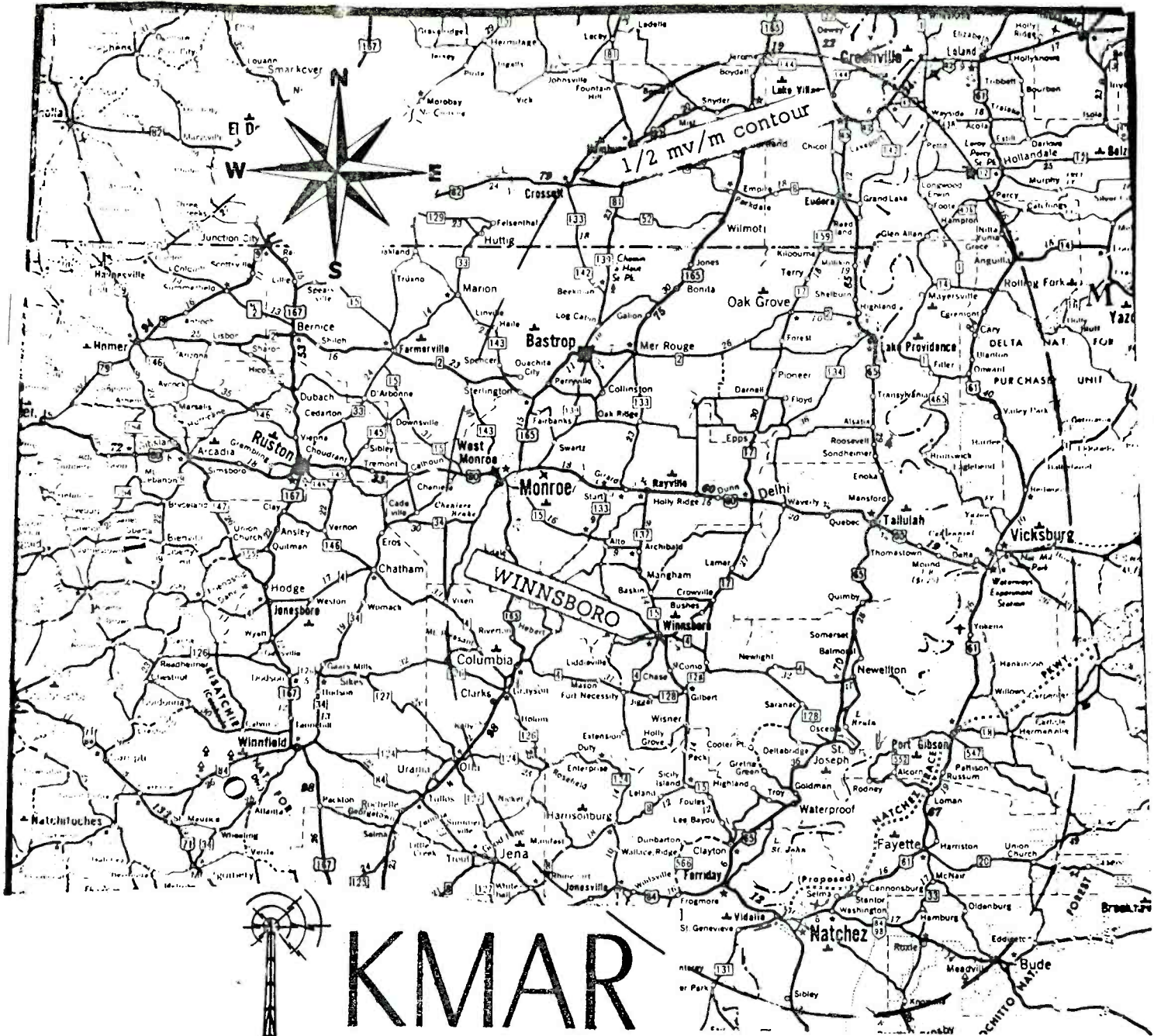
CBS • ABC

**RADIO STATION KNOE
540KC 10KW 5KW LS DA-2
570220 FIGURE 88**



CONTOURS
HAYNESVILLE BROADCASTING CORP.
KLUV, HAYNESVILLE, LA.
 1580 kHz ND-D 1 KW

KLUV HAYNESVILLE, LOUISIANA
1580 kHz ND-D 1 KW



KMAR

SERVING THE COTTON CAPITAL AND LIVESTOCK CENTER OF LOUISIANA

SI WILLING
GENERAL MANAGER

PHONE 5141 P. O. BOX 312
WINNSBORO, LOUISIANA

National

TIME RATES

Rates effective May 1, 1957.
Rates received October 30, 1957.
Rev. (5 min. rates) received June 28, 1960.

	hr.	hr.	hr.	min.	(*)	(†)
1 time.....	40.00	30.00	20.00	19.00	4.00	3.10
13 times.....	35.00	20.00	15.00	9.50	4.30	2.90
20 times.....	30.00	18.00	13.00	9.00	4.10	2.75
32 times.....	27.00	16.00	12.00	8.50	3.90	2.65
50 times.....	24.00	15.00	10.00	8.00	3.70	2.55
100 times.....	21.00	14.00	9.00	7.50	3.50	2.45
200 times.....	19.00	13.00	8.40	7.00	3.30	2.35
312 times.....	20.00	12.00	7.80	6.50	3.00	2.25

(*) 1-minute or 100 words.

(†) 30-second station break or 50 words.

SPECIAL FEATURES

Live Negro Programs
News Service—AP and local. Special monthly package plan.

Participating Programs
"Sunrise Roundup," "Spins and Needles" and "Farm and Home Hour," "Gospel Gems".

CLOSING TIME

48 hours before broadcast.

MORE PEOPLE THAN ANYBODY
LISTEN TO RADIO

K-MAR

serving

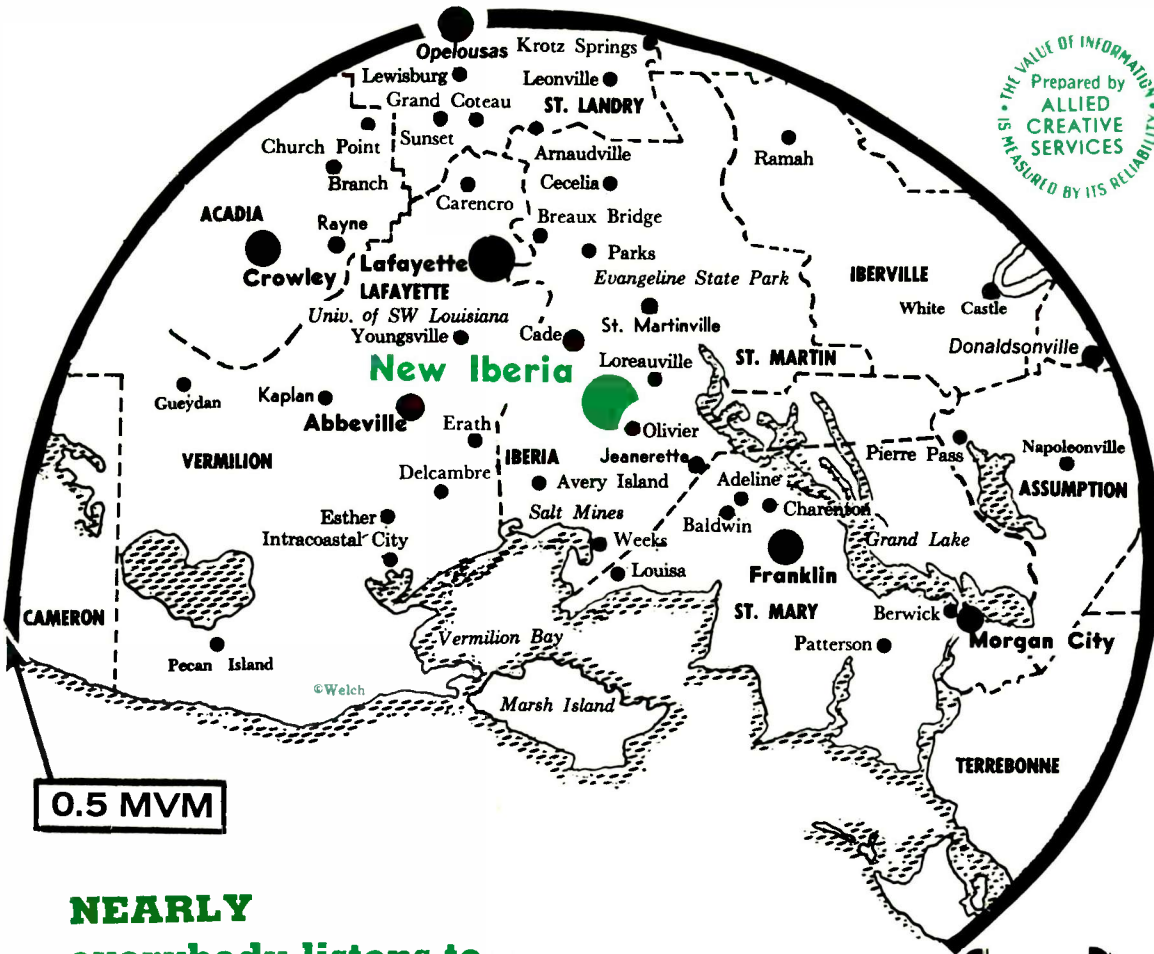
TOWN & COUNTRY



WINNSBORO, LOUISIANA

Si Willing, General Manager
Continental Radio Sales, Nat'l. Rep.

Sound Salesmanship in Rich Southwest Louisiana



THE VALUE OF INFORMATION
 IS MEASURED BY ITS RELIABILITY
 Prepared by
**ALLIED
 CREATIVE
 SERVICES**

KNIR

**New Iberia,
 Louisiana**

**NEARLY
 everybody listens to...**

knir

RADIO

1360



1000 WATTS

New Iberia, Louisiana

- * Mutual Network Affiliate
- * AP Worldwide News
- * Extensive Farm Programming
- * Official Weather Station
- * Complete Sports Coverage

TECHELAND BROADCASTING, INC.
 S. A. Lopez, General Manager
 Guy Martin, Sales Manager
 Edward Provost, Acct. Executive
 Postal Box 1360
 PHONE (318) 365-2401
New Iberia, Louisiana
 70560

Market Data:		0.5 MVM Coverage
Population.....		527,630
Households.....		150,600
Radio Homes.....		148,380
Auto Ownership.....		179,550
Farm Population.....		70,170
SPENDABLE INCOME...	\$	641,543,000
TOTAL RETAIL SALES	\$	493,880,000
Food Stores.....	\$	124,212,000
Drug Stores.....	\$	15,903,000
Department Stores.....	\$	62,314,000
Apparel Shops.....	\$	26,649,000
Homefurnishings.....	\$	23,850,000
Auto Dealers.....	\$	98,650,000
Service Stations.....	\$	46,530,000
Gross Farm Income.....	\$	133,590,000

Source: SRDS Consumer Data 1971.©

NEW IBERIA is the seat of Iberia Parish, rated as a manufacturing, commercial and cultural center in SW part of Louisiana, 150 miles from New Orleans.

More than 3,750 are employed in New Iberia industries. Major employers include: The McIlhenny Co., makers of world-famous Tabasco sauce; Cabot Carbon Co.; Cajun Sugar Co-op; Gordy Salt Co.; Keyes Carton Mfg. Co.; Morton Salt Co.; Diamond Crystal Salt Co.; Mike Baker Brick Co.; United Carbon Co.; Columbian Carbon; B.F. Trappey & Sons Cannery; Maloney-Crawford Tank Co.; Bay Chemical Co.; Breaux Bay Boat Mfg. Co.; International Salt Co.; Bienville Furniture Co.; and Evangeline Bottling Co. Oil Supply houses employ more than 650 persons, while field workers in oil production number over 700. New Iberia is the home of the Gulf South Research Institute.

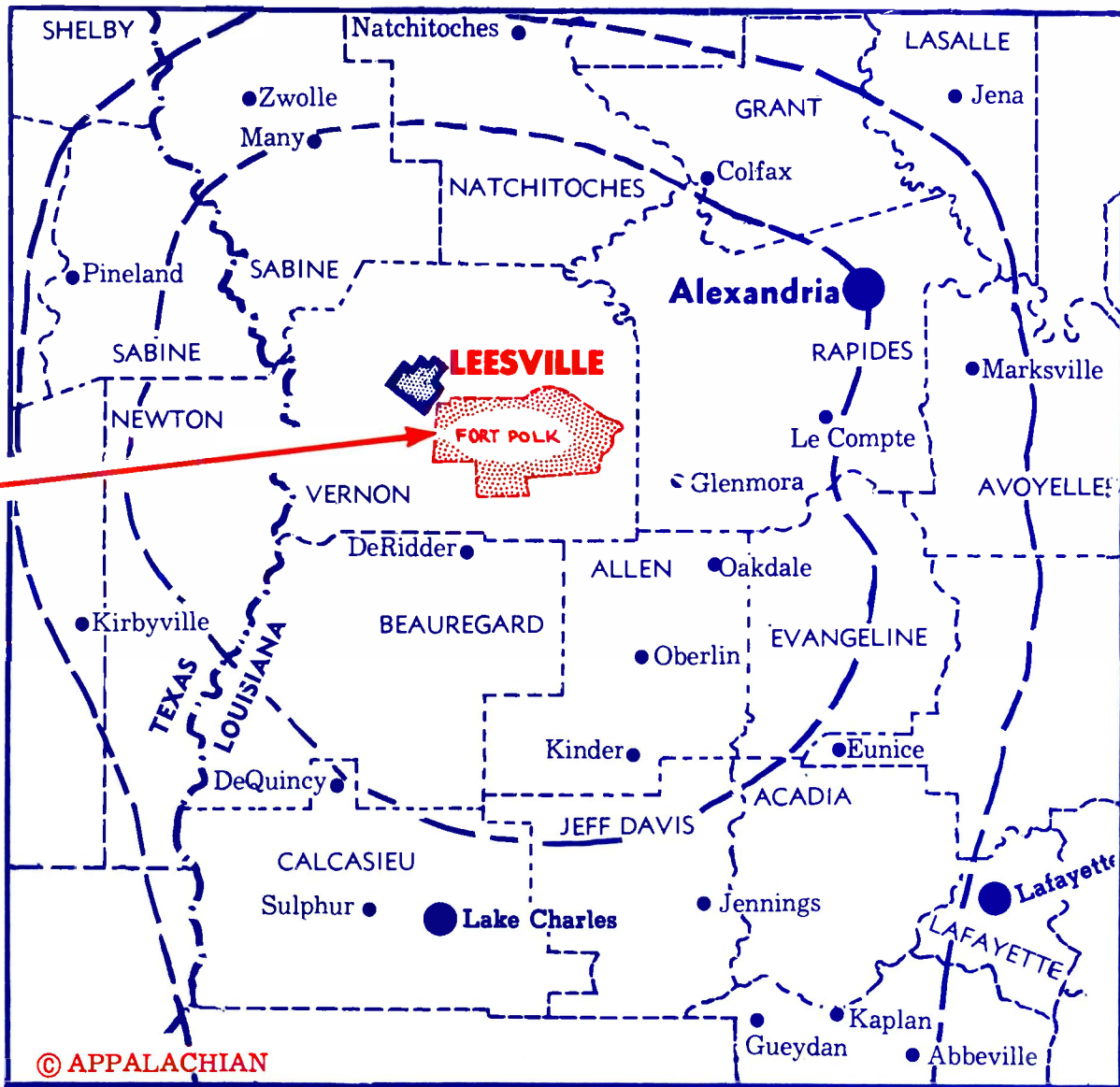
Represented by:
WALTON BROADCAST SALES
 New York-Chicago-Detroit
HARRY HARKINS in Atlanta
MARIO MESSINA in Dallas



FORT POLK
 5,000 military families
 18,000 single Army soldiers
BONUS MARKET!

**Leesville,
 Louisiana**

**1000 Watts
 1570 KC
 Daytime
 Non-Directional**



© APPALACHIAN

MARKET DATA:

	1.0 MVM Coverage	0.5 MVM Coverage
Total Population	257,100	783,200
Total Households	69,860	211,820
Radio Homes	68,280	209,760
Passenger Cars	83,540	238,350
Spendable Income	\$294,397,000	1,009,255,000

RETAIL SALES:

Food Stores	\$ 50,405,000	162,022,000
Drug Stores	\$ 6,769,000	23,694,000
General Merchandise	\$ 29,766,000	68,337,000
Apparel Stores	\$ 11,281,000	36,052,000
Home Furnishings	\$ 10,141,000	30,852,000
Auto Sales	\$ 37,408,000	130,420,000
Filling Stations	\$ 20,191,000	63,785,000
Farm Stores	\$ 14,365,000	43,862,000
Building Materials	\$ 28,163,000	97,584,000
TOTAL RETAIL SALES	\$211,687,000	671,827,000

FARM DATA:

Farm Population	62,600	168,300
Gross Farm Income	\$ 55,780,000	206,311,000

SOURCE: SRDS Consumer Data; REA Farm Survey Reports; RETMA. (1962-63)

Design by Appalachian Advertising Associates.



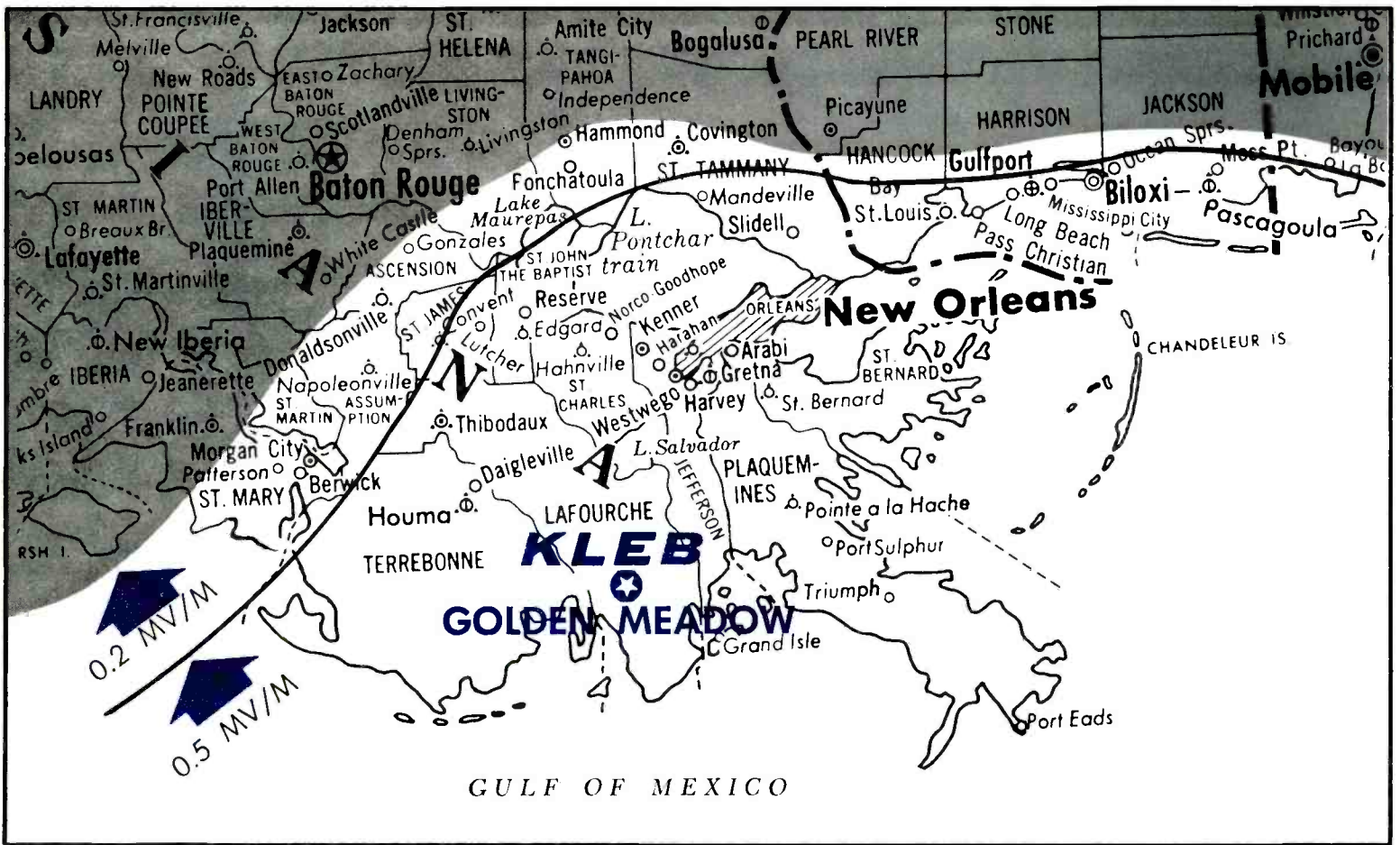
The Voice of Vernon Parish

- Serving Farms and Communities of Eleven West Central Louisiana parishes plus three Texas Counties in the Oil-Rich Sabine River Valley.
- **LEESVILLE** is the Gateway to Toledo Dam — sports, fishing, boating, outdoors paradise.
- KLLA with Music, News and Contests is known as the Station that Merchandises.

1000 Watts - 1570 KC - Daytime Non-D

THE LEESVILLE BROADCASTING COMPANY
 P. O. Box 1323 Phone 239-3403

LEESVILLE, LOUISIANA



1000 WATTS
1600 KC

HOURS OF OPERATION
Sunrise to Sunset

The Public

Interest is Our Business!

KLEB



Serving Louisiana's Gulf Coast

PHONE GR. 5-5141 • 1842 HENRY STREET
GOLDEN MEADOW, LOUISIANA

1965 DATA

	WITHIN 0.5 MV/M COVERAGE
Population	1,332,438
Household	372,900
Effective Buying Income	\$2,345,039,000
Per Household Income	\$5,583
Per Capita Income	\$1,443

RETAIL SALES: (000)

Food	392,192
General Merchandise	266,126
Apparel	94,912
Furniture	74,395
Auto	220,387
Gas Stations	92,665
Lumber	63,685
Drugs	55,438
Total Retail Sales	\$1,465,820

KLEB Serves with French and English Programming!

Within .5 MV Contour Service Area:

1. FRENCH POPULATION
2. MULTI-MILLION DOLLAR OFFSHORE OIL COMPLEXES
3. COMMERCIAL FISHING INDUSTRY
\$100,000,000 ANNUALLY
4. SPORTS FISHING PARADISE
5. INDUSTRIALIZED COMPLEXES ON MISS. RIVER FROM NEW ORLEANS SOUTH

**We Know How To Sell Your Goods
And Services In Our Area!**

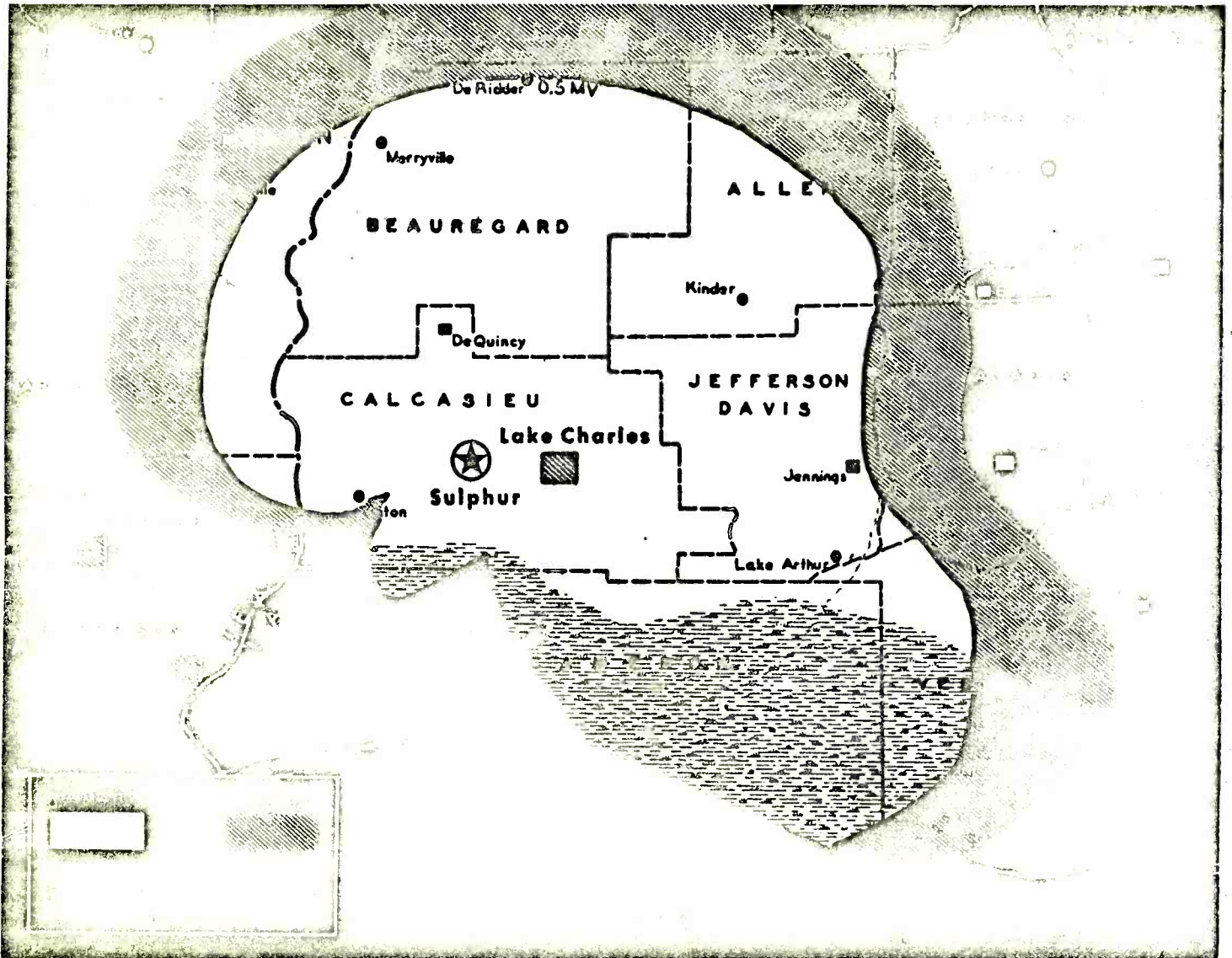
KIKS

BOSS RADIO

THE BIG 13

P.O. Box 324
 P.O. Box 190
 625-3939
 527-5266

Lake Charles, Louisiana 70601
 Sulphur, Louisiana 70663
 625-3107
 527-8984



C O V E R A G E M A P

500 Watts / 1310 K. C. Lake Charles - Sulphur, La.

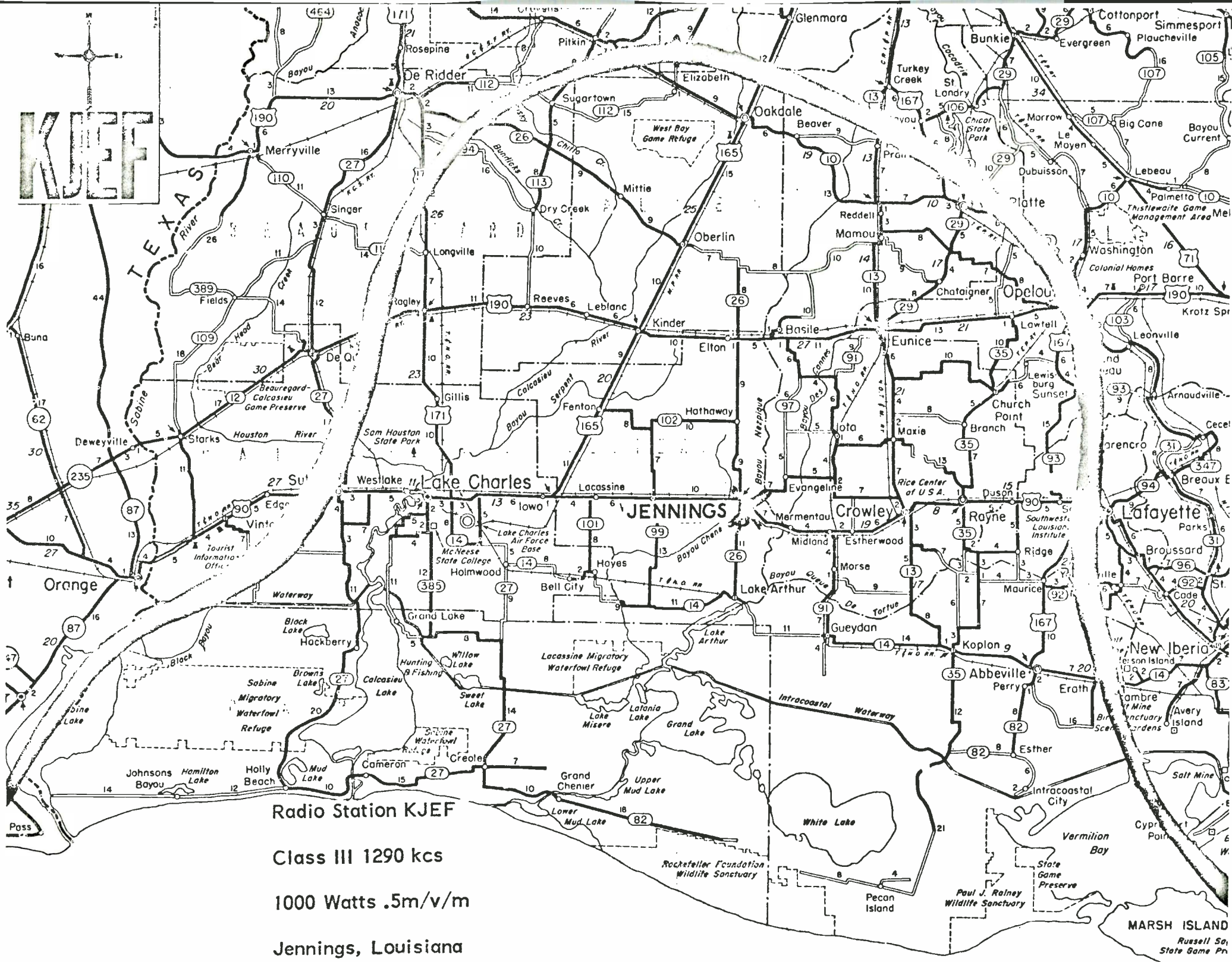


Serving The Fabulous Lake Area
 1310 ON THE DIAL



- over -

KJEF



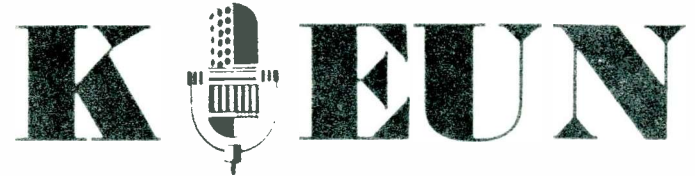
Radio Station KJEF

Class III 1290 kcs

1000 Watts .5m/v/m

Jennings, Louisiana

MARSH ISLAND
Russell S.
State Game Pr



SERVING THE RICH TRI-PARISH AREA

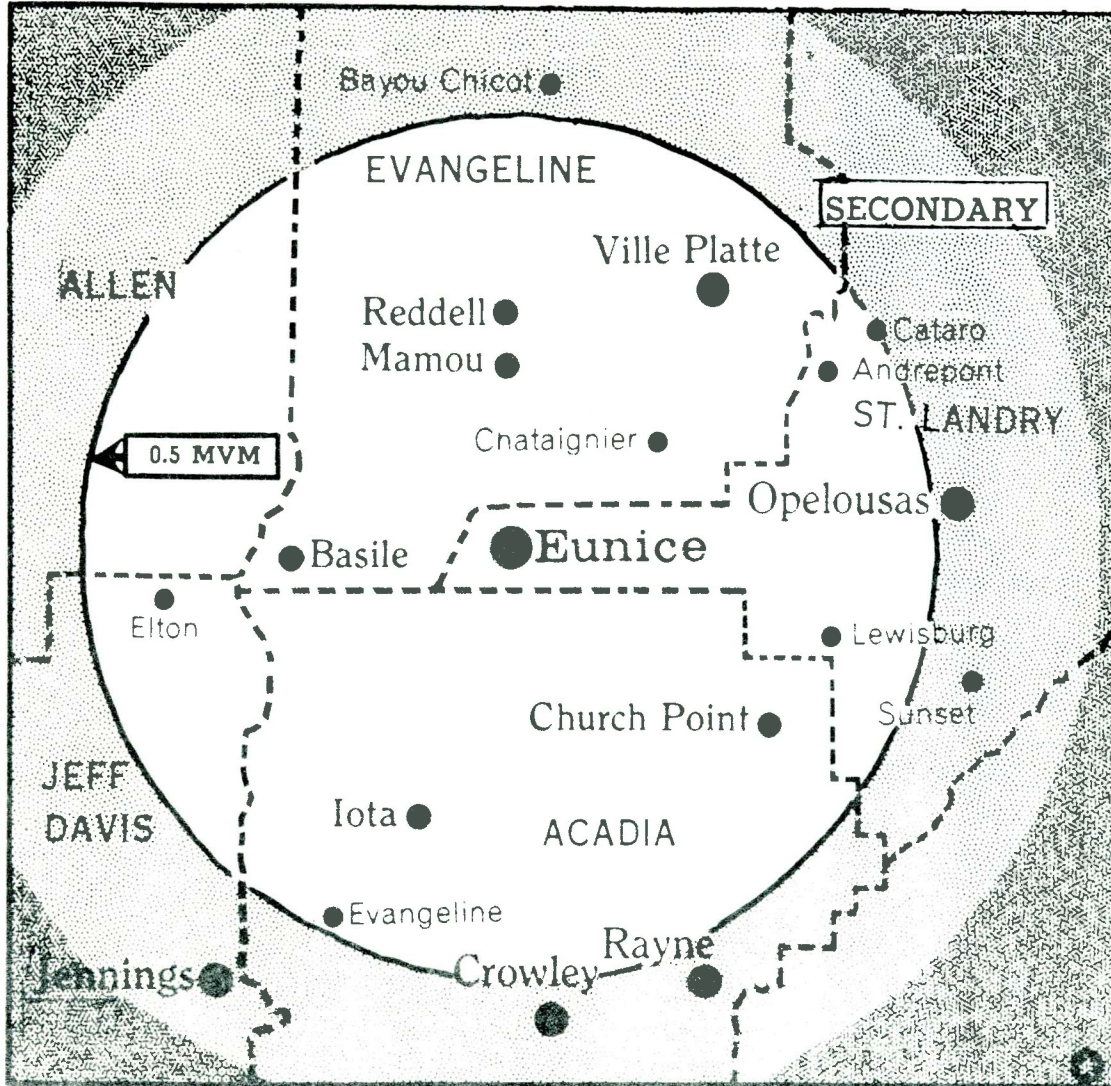
EUNICE, LOUISIANA

- * MUSIC
- * NEWS
- * SPORTS
- * FEATURES

Programmed Carefully
for an Adult Audience

Network Affiliate - Mutual Broadcasting System
News Service - Associated Press

Tri-Parish Broadcasting Company, Inc.
P. O. Box 511 Phone GL 7-3041
Eunice, Louisiana



KEUN

EUNICE, LOUISIANA

WHERE ADVERTISERS GET RESULTS

250 Watts

at 1490 Kc

Fulltime

Broadcast Hours:

Weekdays - 5:30 AM to 10:30 PM

Sundays - 7:00 AM to 10:00 PM

MARKET DATA

Totals
0.5 MVM
Coverage

Total Population	186,300
Total Households	48,020
Total Radio Homes	45,700
Passenger Cars	68,750
Consumer Spending Income	\$240,352,000

RETAIL SALES:

Food Stores	\$ 27,781,000
Drug Stores	\$ 4,207,000
General Merchandise	\$ 13,317,000
Apparel Stores	\$ 8,045,000
Home Furnishings	\$ 7,314,000
Restaurants	\$ 4,886,000
Auto Sale	\$ 24,962,000
Furniture	\$ 17,673,000
Farm Stores	\$ 9,224,000
Building Materials	\$ 17,349,000
TOTAL RETAIL SALES	\$151,336,000
TOTAL WHOLESALE SALES	\$ 37,250,000
SERVICE TRADES	\$ 19,024,000

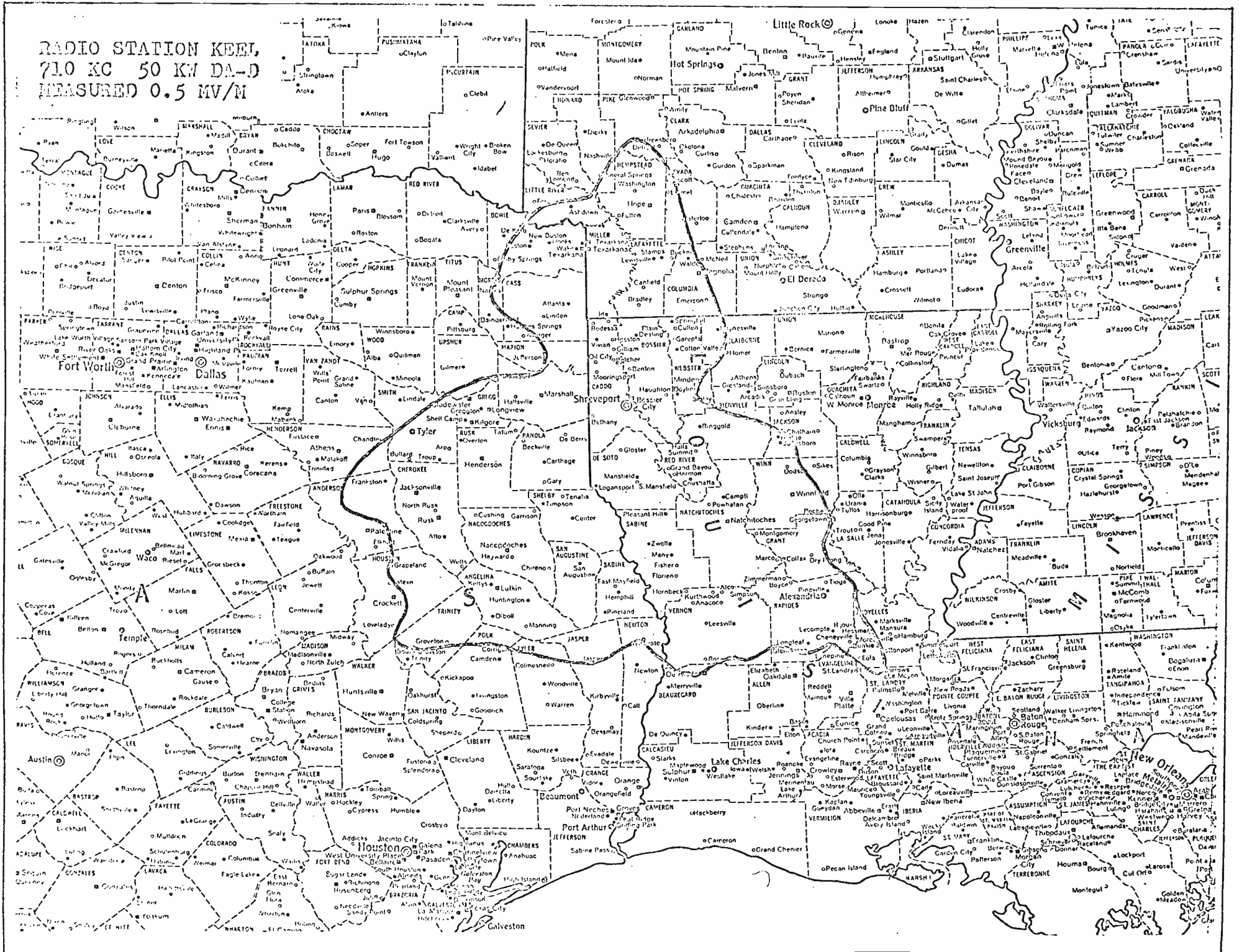
FARM DATA:

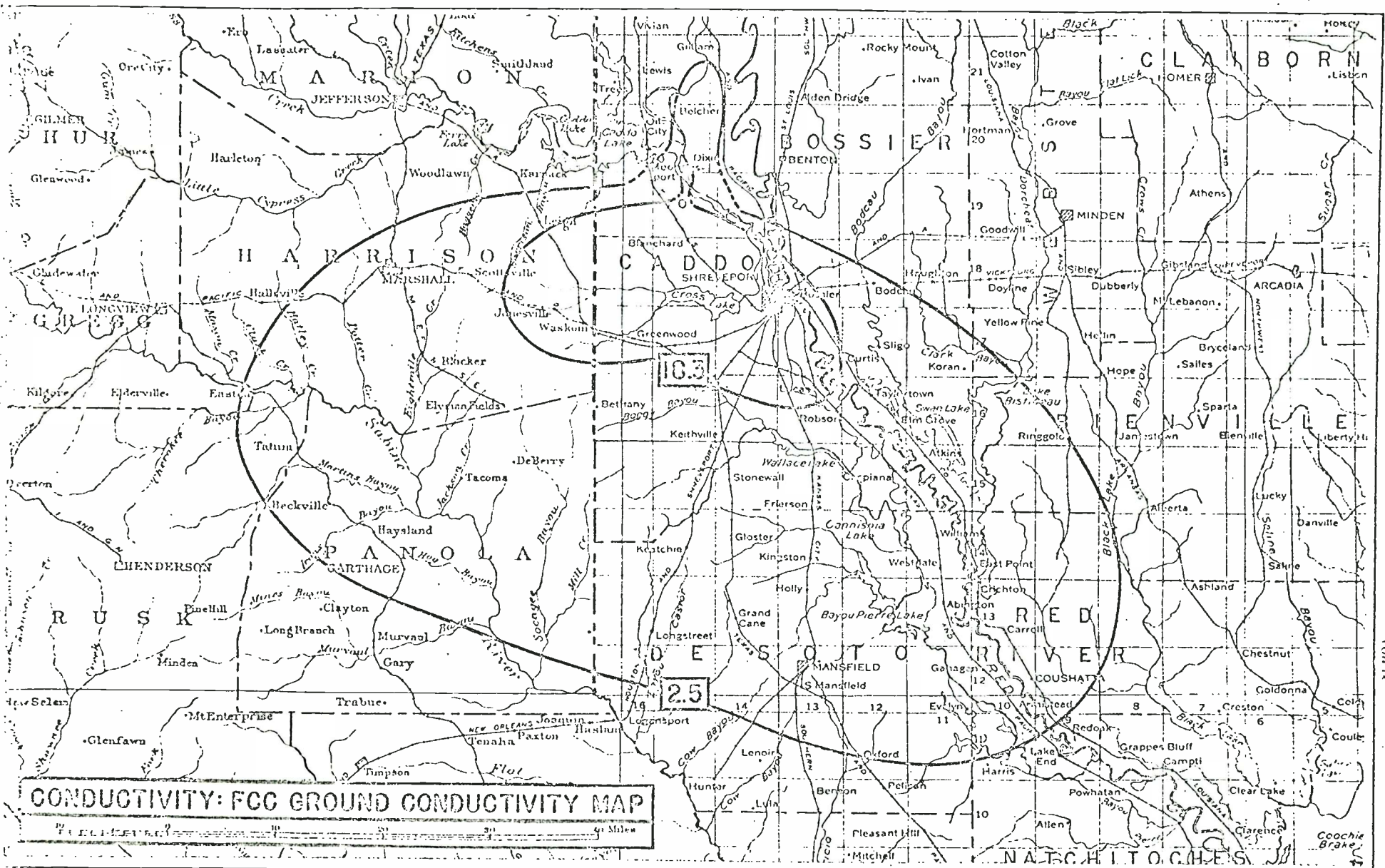
Farm Population	62,200
Farm Households	11,550
Radio Homes	11,000
Passenger Cars	14,900
Gross Farm Income	\$ 84,279,000

SOURCE: United States Census of Population, Housing, Agriculture, Retail Trade, Wholesale Trade, Service Trades, SRDS Consumer Data, RIA Farm Survey, RETMA.

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RADIO STATION KEEL,
710 KC 50 KW DA-D
MEASURED 0.5 MV/M



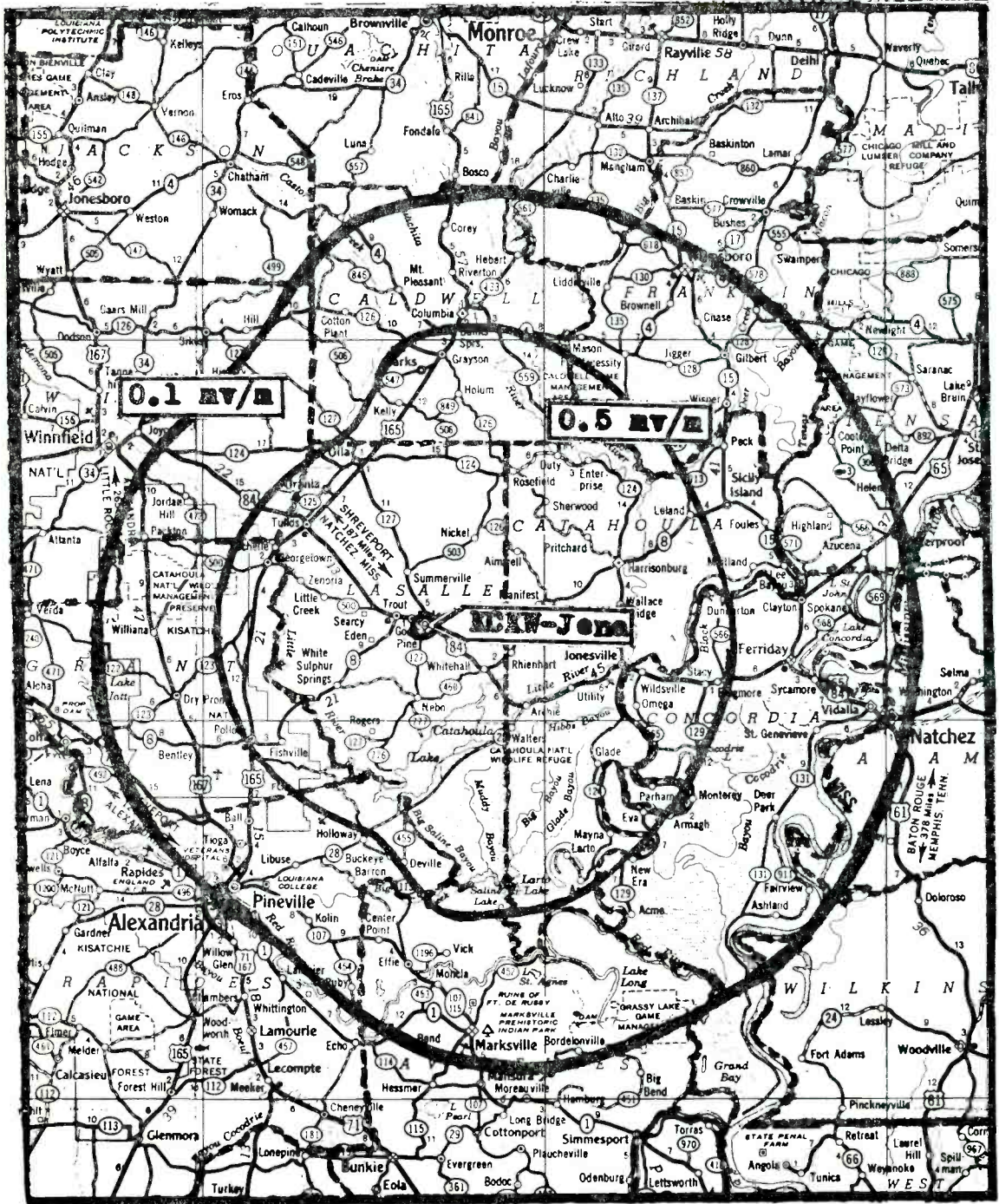


A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS
DALLAS 470212

RADIO STATION KEEL
710 KC. 5 KW. DA-N
SHREVEPORT, LA.

COVER AGE MAP



KCJW

1480 KC
500 WATTS

LaSalle Broadcasters

Drawer M, Jena, Louisiana

Phone 2-4646

1370
ON
YOUR
DIAL

MAIN STUDIO
IN
MARKSVILLE, LA.

FIRST WITH THE FINEST



1000 WATTS
SERVING AVOYELLES
AND
CENTRAL LA.

STUDIO
IN
BUNKIE, LA

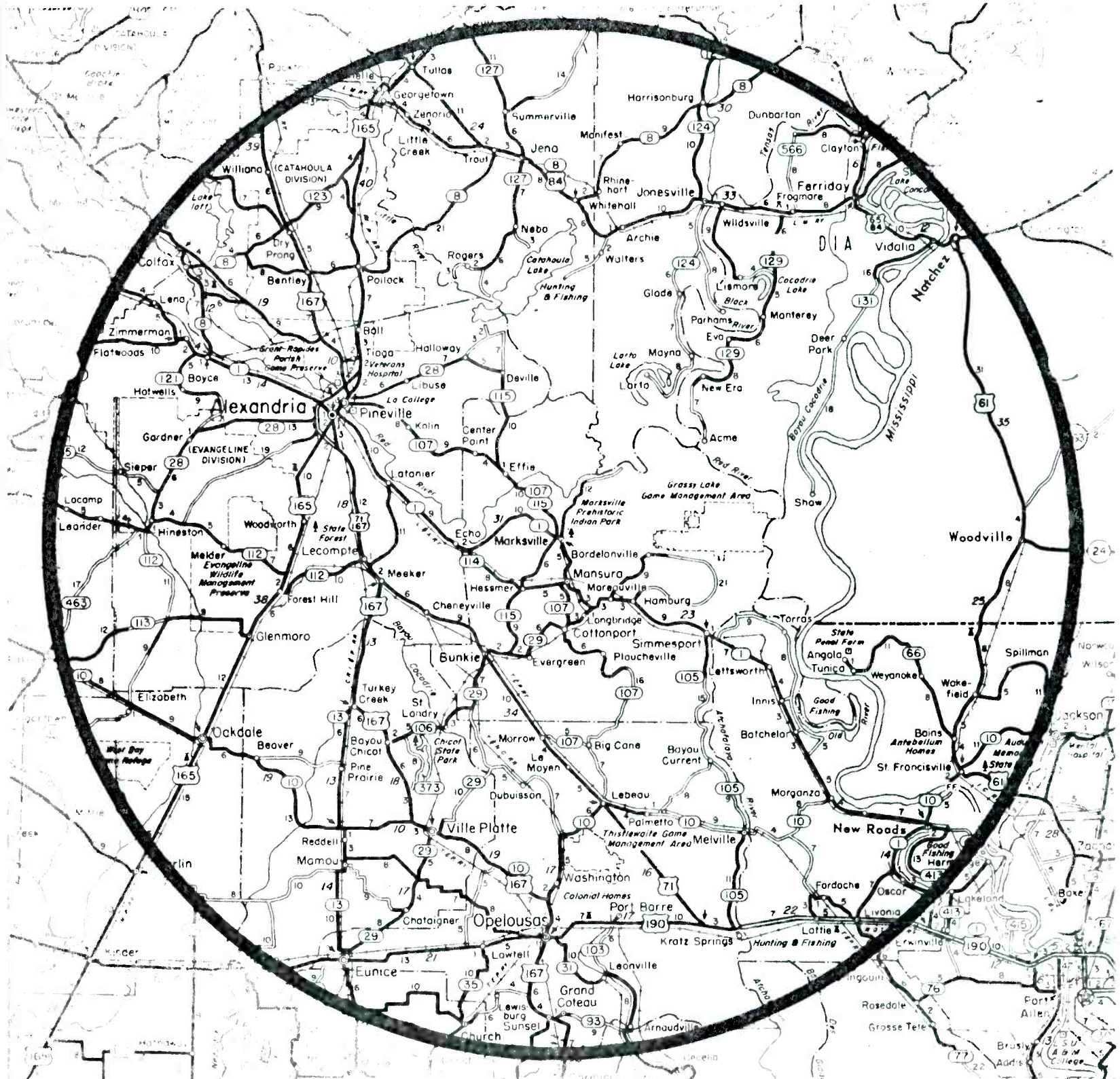
Avoyes Broadcasting Corp.

Serving Over 150,000 People In Central Louisiana
FOR THE BEST IN LOCAL AND WORLD NEWS

Music

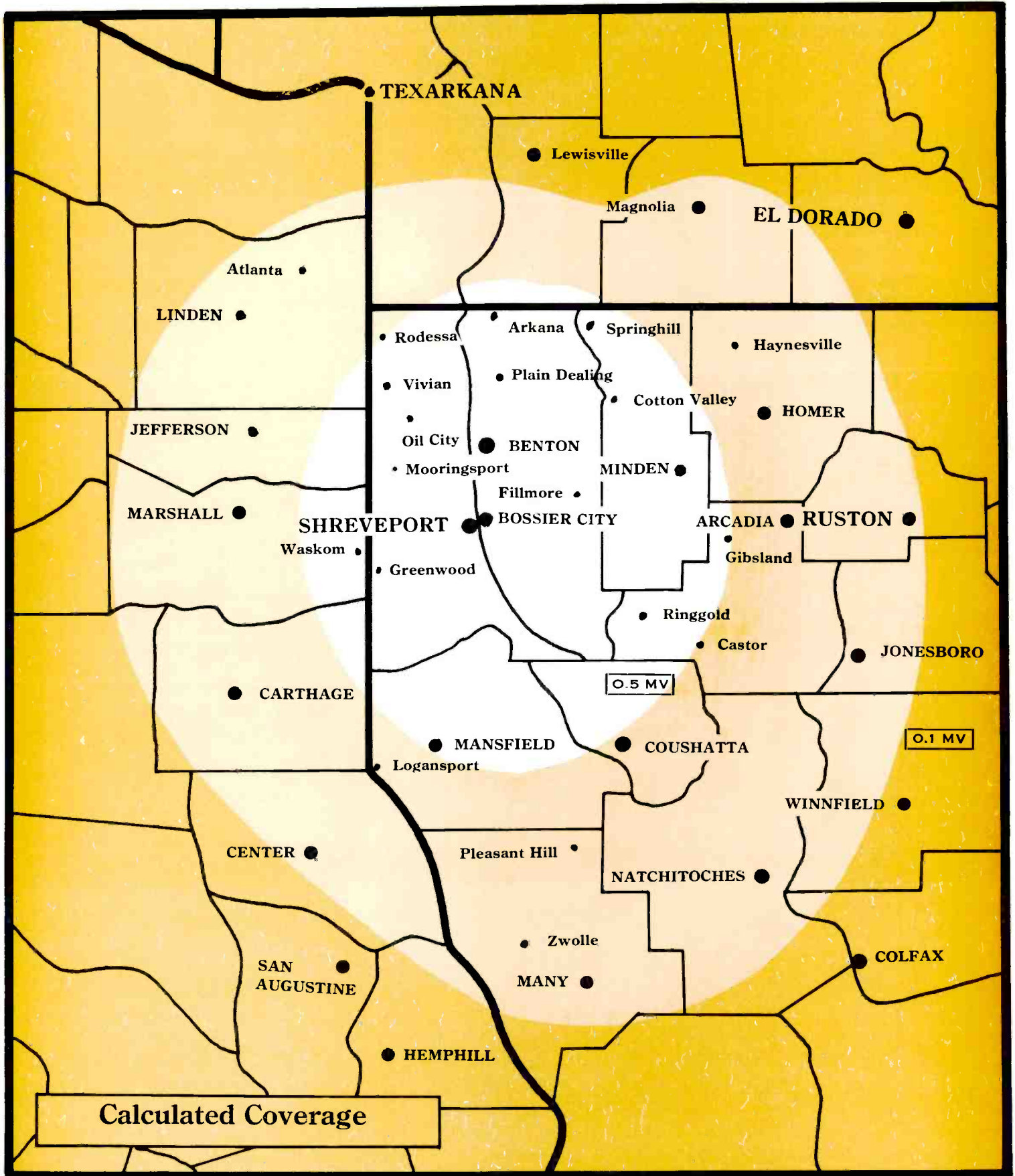
MARKSVILLE, LOUISIANA

Sports



KBCL... the adult music and news station!

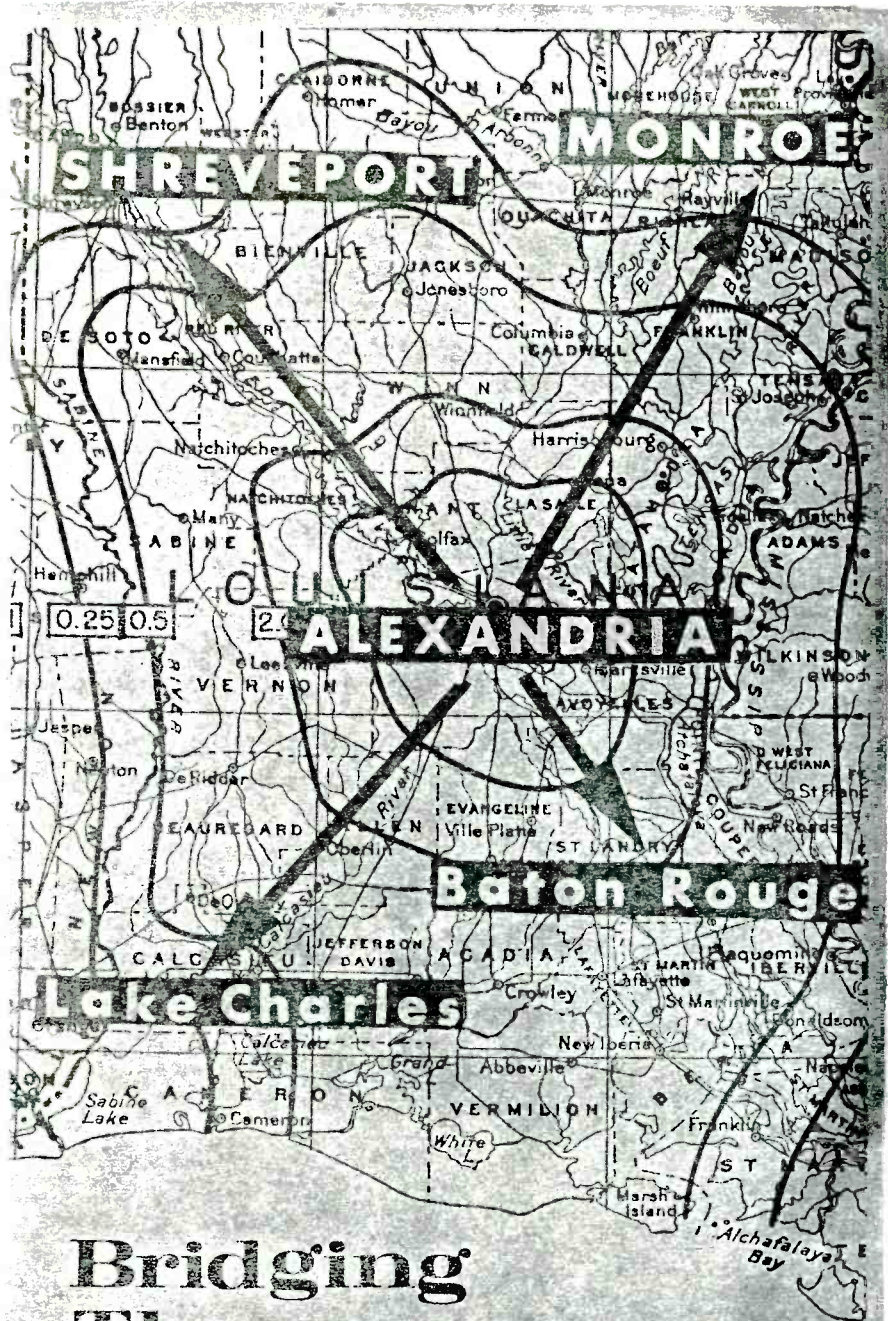
PIONEERING GOOD MUSIC IN THE ARK-LA-TEX



1220 KHZ

KBCL Good Music, Inc.
SHREVEPORT, LOUISIANA

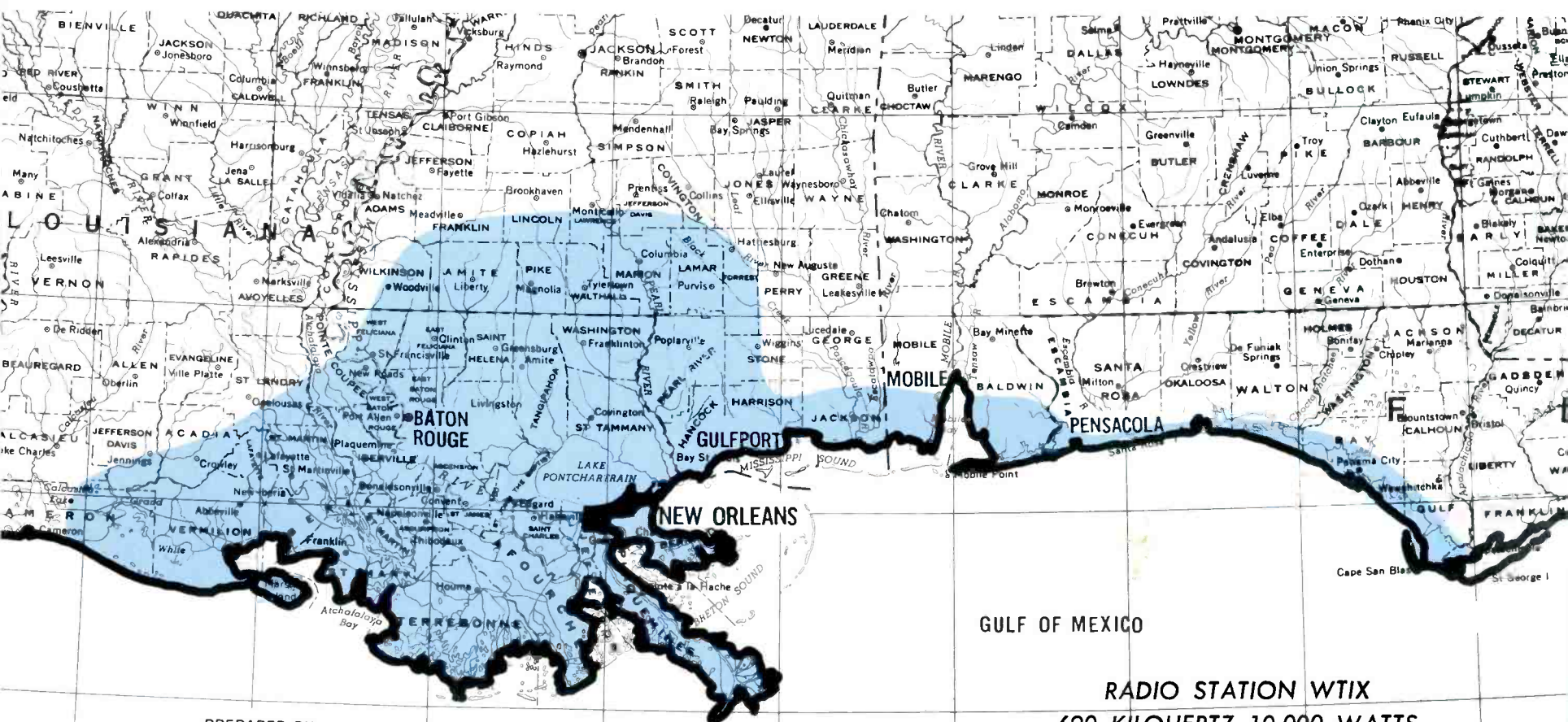
250 WATTS



Bridging The Gap

Located in the heart of the state and serving over 1,300,000 Louisianians, KALB is literally "Bridging the Gap" between the major markets of the state. KALB radio serves 38 Parishes and is reaching more of Louisiana than any other station in the state.

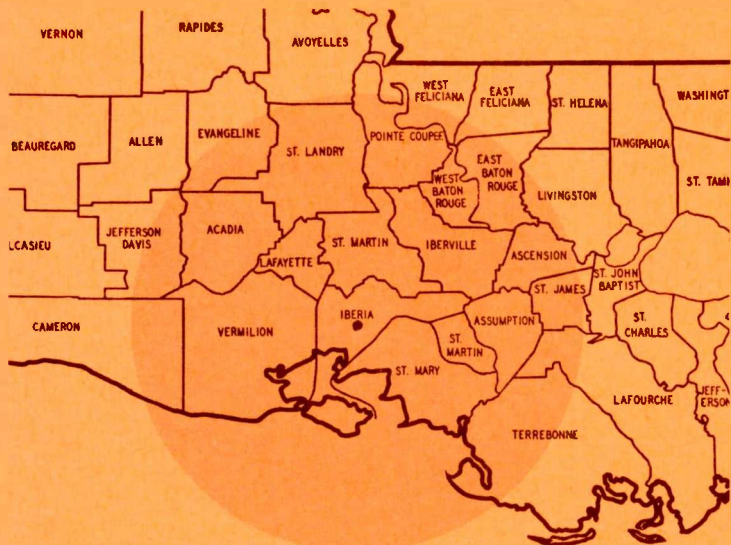
KALB
RADIO 580
Alexandria, La.



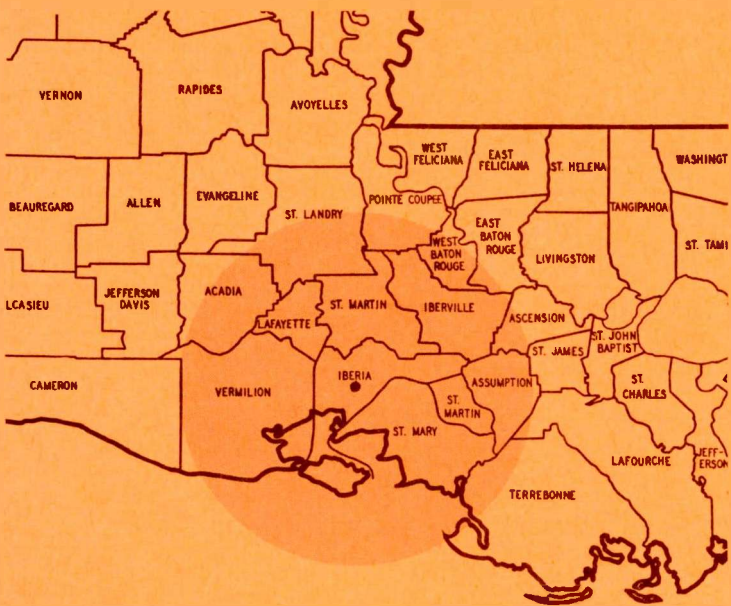
PREPARED BY
 THE FIRM OF A. EARL CULLUM, JR.
 CONSULTING ENGINEERS

RADIO STATION WTIX
 690 KILOHERTZ 10,000 WATTS
 0.5 MV/M DAYTIME CONTOUR

KNIR AM COVERAGE MAP



KNIR FM COVERAGE MAP



knir

RADIO

AM - FM

New Iberia, Louisiana

RATE SCHEDULE

MARKET STATISTICS

NEW IBERIA PARISH

Population	60,800
House Holds	16,350
Per Household Spendable Income	7,774.00
Consumer Spendable Income	127,100,000
Total Retail Sales	72,563,000

IBERIA PARISH TRADE AREA

Population	492,930
House Holds	136,230
Per Household Spendable Income	7,774
Consumer Spendable Income	622,400
Total Retail Sale	448,214,000

REPRESENTED BY

KEYSTONE	NATIONALLY
HARRY HARKINS	ATLANTA
MARIO MESSINA	DALLAS
Station Manager	SHERRY LOPEZ
Commercial Manager	GUY MARTIN, JR.
Sales Representatives	HUEY DARBY
	ED PROVOST

P. O. Box 1360

(318) 365-2401



MBS

ALL RATES
NET

LOCAL RATE CARD

CARD No. 3

JUNE 1, 1970

PROGRAM RATE

Weather Eye 1 Minute	\$2.00 (13 wks.)
	\$2.25 (1-12 wks.)
Weather Report 5 Minutes	\$4.00 (13 wks.)
	\$4.25 (1-12 wks.)
Newscast 5 Minutes	\$5.50 (13 wks.)
	\$6.00 (1-12 wks.)
Radio Exchange Participation	\$2.25 (13 wks.)
	\$2.50 (1-12 wks.)

PACKAGE RATE

(WEEKLY)

30 SECONDS

	1st wk.	2nd. wk.	3rd. wk.	4th. wk.
20 per week	\$40.00	\$ 78.00	\$117.00	\$148.00
30 per week	\$58.50	\$114.00	\$166.50	\$216.00
40 per week	\$76.00	\$148.00	\$216.00	\$280.00
50 per week	\$92.50	\$180.00	\$262.50	\$350.00

60 SECONDS

	1st wk.	2nd. wk.	3rd. wk.	4th. wk.
20 per week ..	\$ 52.00	\$102.00	\$150.00	\$196.00
30 per week ..	\$ 75.00	\$147.00	\$216.00	\$282.00
40 per week ..	\$ 96.00	\$195.00	\$276.00	\$360.00
50 per week ..	\$115.00	\$225.00	\$330.00	\$420.00

ANNOUNCEMENTS

NUMBER	60 Seconds	30 Seconds
Open	2.60	2.00
250	2.50	1.95
500	2.40	1.90
750	2.30	1.85
1000	2.20	1.80
1500	2.10	1.75
2000	2.00	1.70

AM - 1360 KC

1000 WATTS

FM - 99.1 MC

50,000 WATTS ERP