

● STE. AGATHE  
● Shawbridge

● ST. JOVITE

ESTIMATED COVERAGE CONTOURS  
(MILLIVOLTS PER METER)  
10 KW • DA-1 • 1440 KCS III  
May 1967  
**CKPM**

LOVE PRINTING • OTTAWA

8c



## Our Market and Us Together

**MARKET:** Frederick County is one of the East's best potential markets, with over 92,900 area residents who rely on and believe in 14/WZYQ. Our market includes many of the top names in retailing: Penny's, K-Mart, Zayre, Montgomery Ward, Hechinger's, Sears, Wickes, Dart, and over 6 major Shopping Centers.

**INDUSTRY:** We have it: North American Phillips, Aerojet General's Industrial Systems Division, The Eveready Company, Clorox, Moore Business Forms and more.

**FORMAT:** Contemporary — gold targeting 18-49 years old. WZYQ is the only full time contemporary in Frederick County in Stereo too! Major market pros play current hits with heavy emphasis on old songs post 1955. Constant, consistent promotion — day in and day out. Great give aways, instant ripoffs, special jock promotions, unique weekends, community involvement, lots of winners and lots of fun. WZYQ projects an image of fun, excitement, enthusiasm, and empathy.

**NEWS:** WZYQ employs one of the more aggressive news staffs in the Mid Maryland Metroplex. Heavy emphasis on local opinions and editorials. 24 Hour news wire. Residents of Mid Maryland respect WZYQ as a news leader.

**SUMMATION:** It is not only our feeling, but the feeling of many persons throughout the state, that Frederick County is an alive, dynamic and exciting area in Maryland and we're proud to be a part of it. Why not join us?



**GOLD!**

## COVERAGE MAP COMBINED AM — FM COVERAGE

FM 50 MICROVOLT  
AM .5 MILAVOLT

FREDERICK COUNTY —

ONE OF THE EAST'S BEST POTENTIAL MARKETS  
92,900 PERSONS • FREDERICK COUNTY METROPLEX

29,500 HOUSEHOLDS

\$12,184.00 AVERAGE HOUSEHOLD INCOME

42,500 PASSENGER CARS



.5 AM  
and FM



04 Stereo FM • WZYQ • 14 AM



REACHES THE TOTAL  
MID-MARYLAND METRO?

WHO

WHO

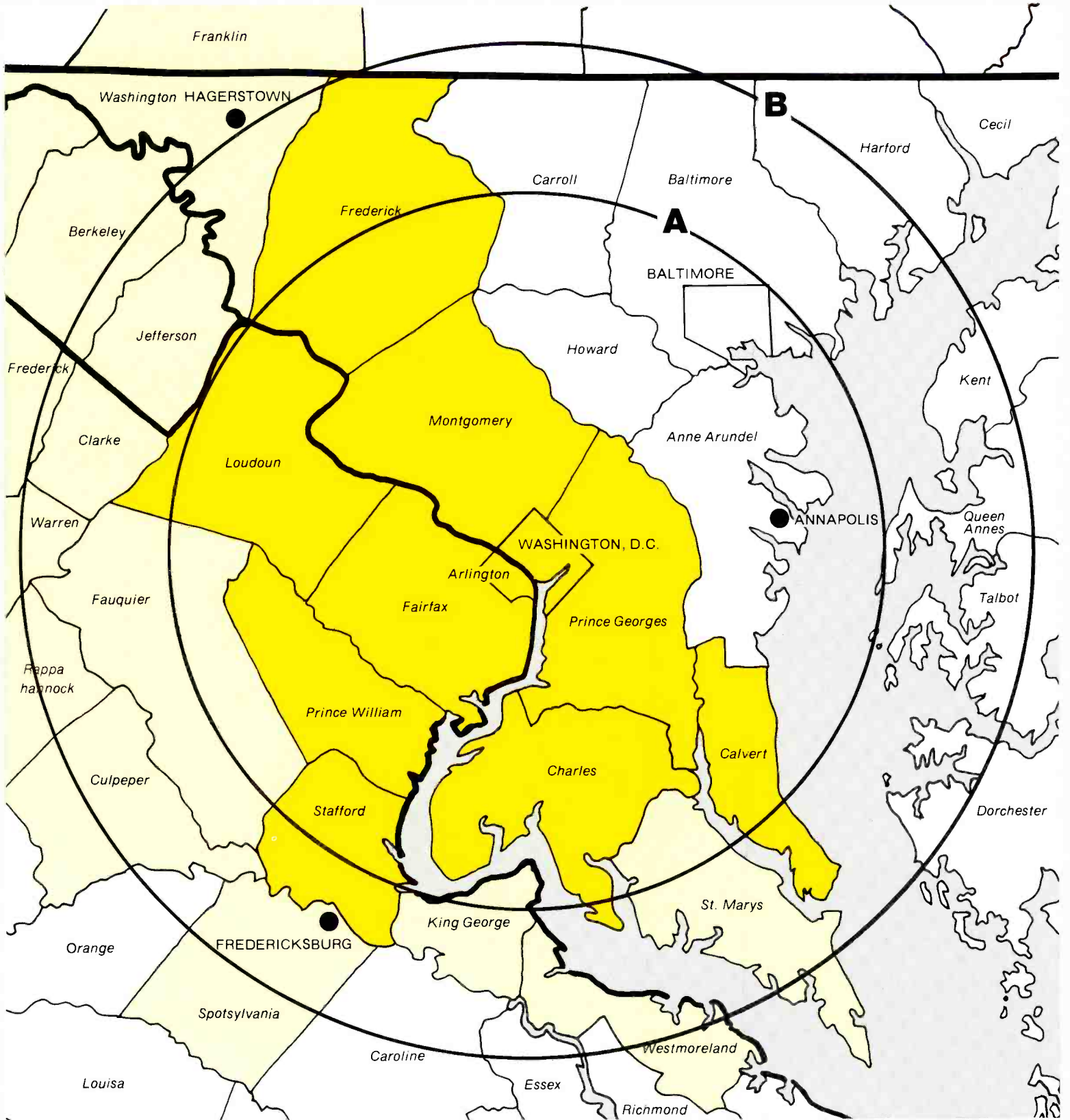
REACHES THE TOTAL  
MID-MARYLAND METRO?



04 Stereo FM • WZYQ • 14 AM

# COVERAGE MAP

# 9



**CBS 9**



**WUSA TV**

4001 Brandywine Street NW  
Washington DC 20016  
(202) 364-3700

Represented Nationally by Blair Television

# WCHR

94.5 on your FM Dial

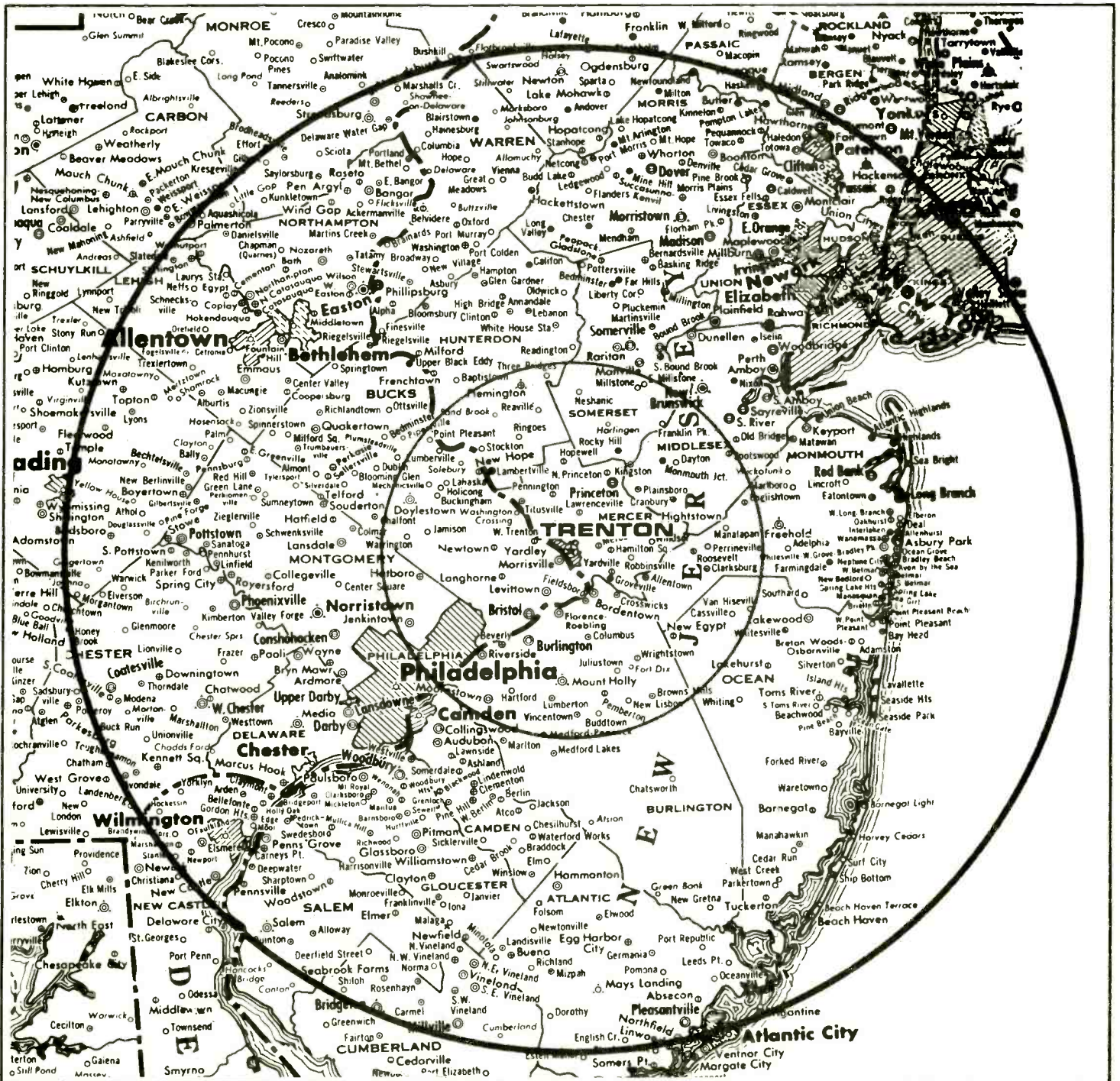
50,000 WATTS

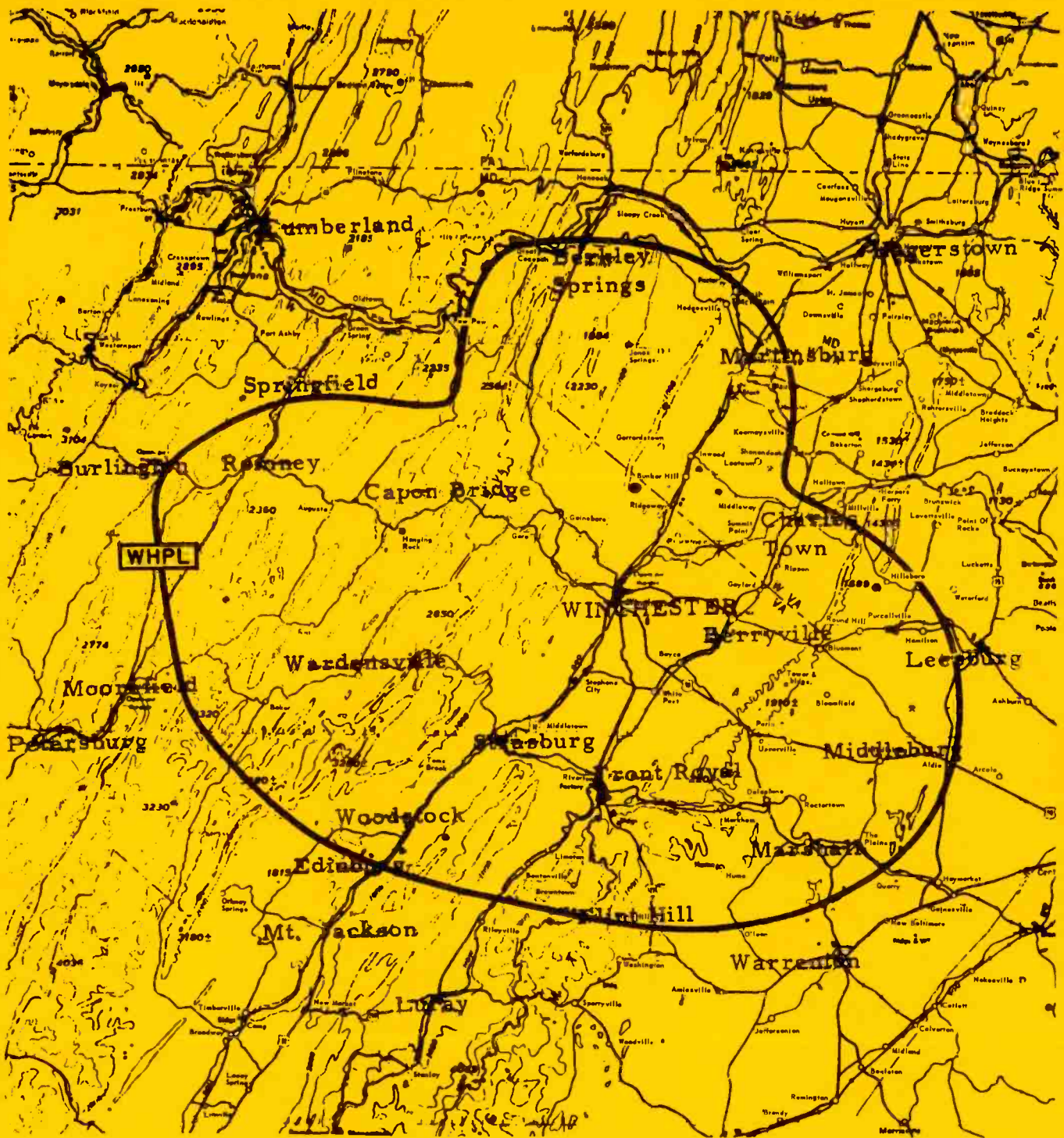
\*

TRENTON, NEW JERSEY

215-493-4252

*"Your Station For Inspiration"*





PRIMARY COVERAGE

**WHPL**

WINCHESTER, VIRGINIA

500 Watts

-

610 KC

The "Power Tower"

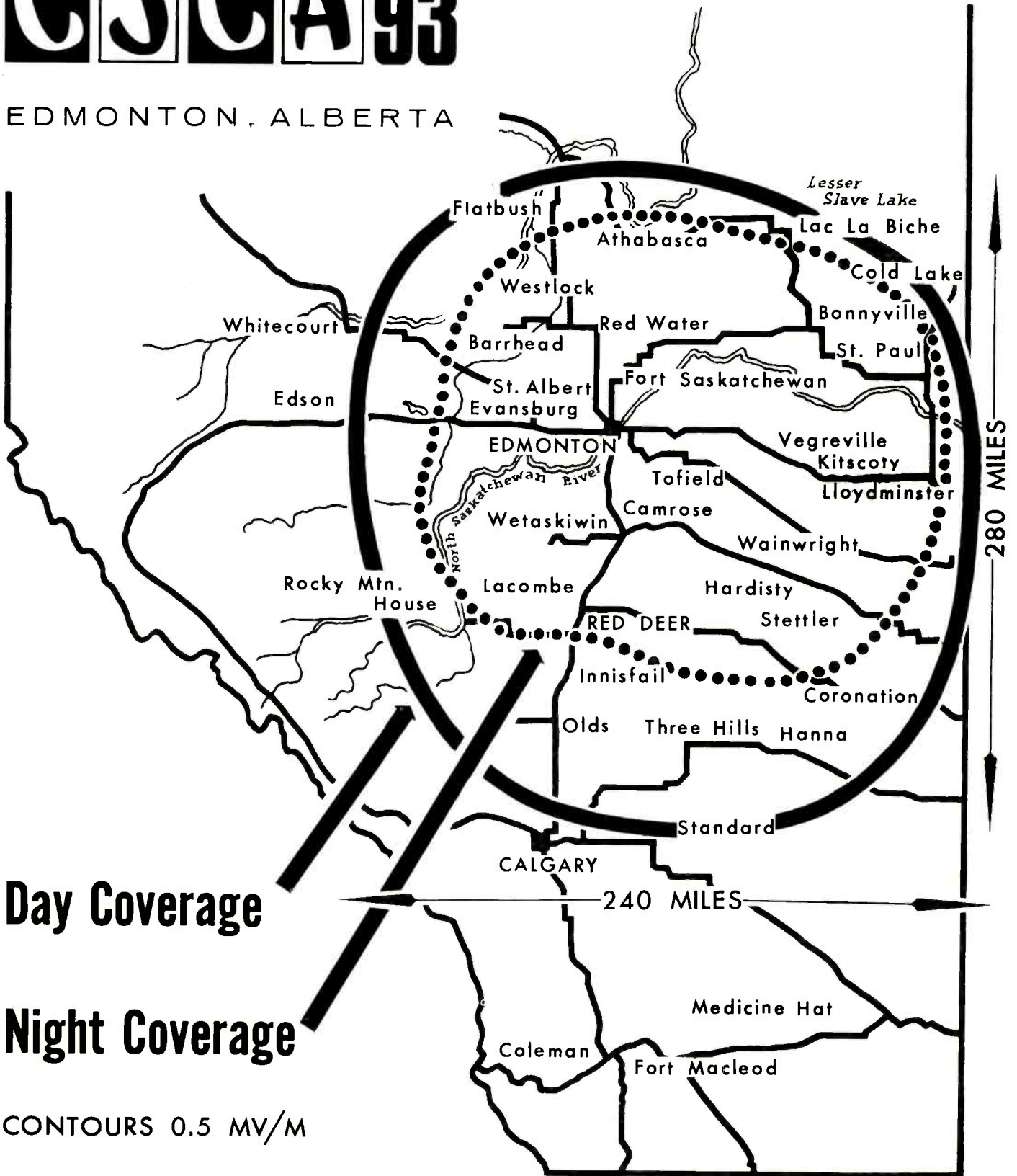
Tower Park - Rt. 50, West

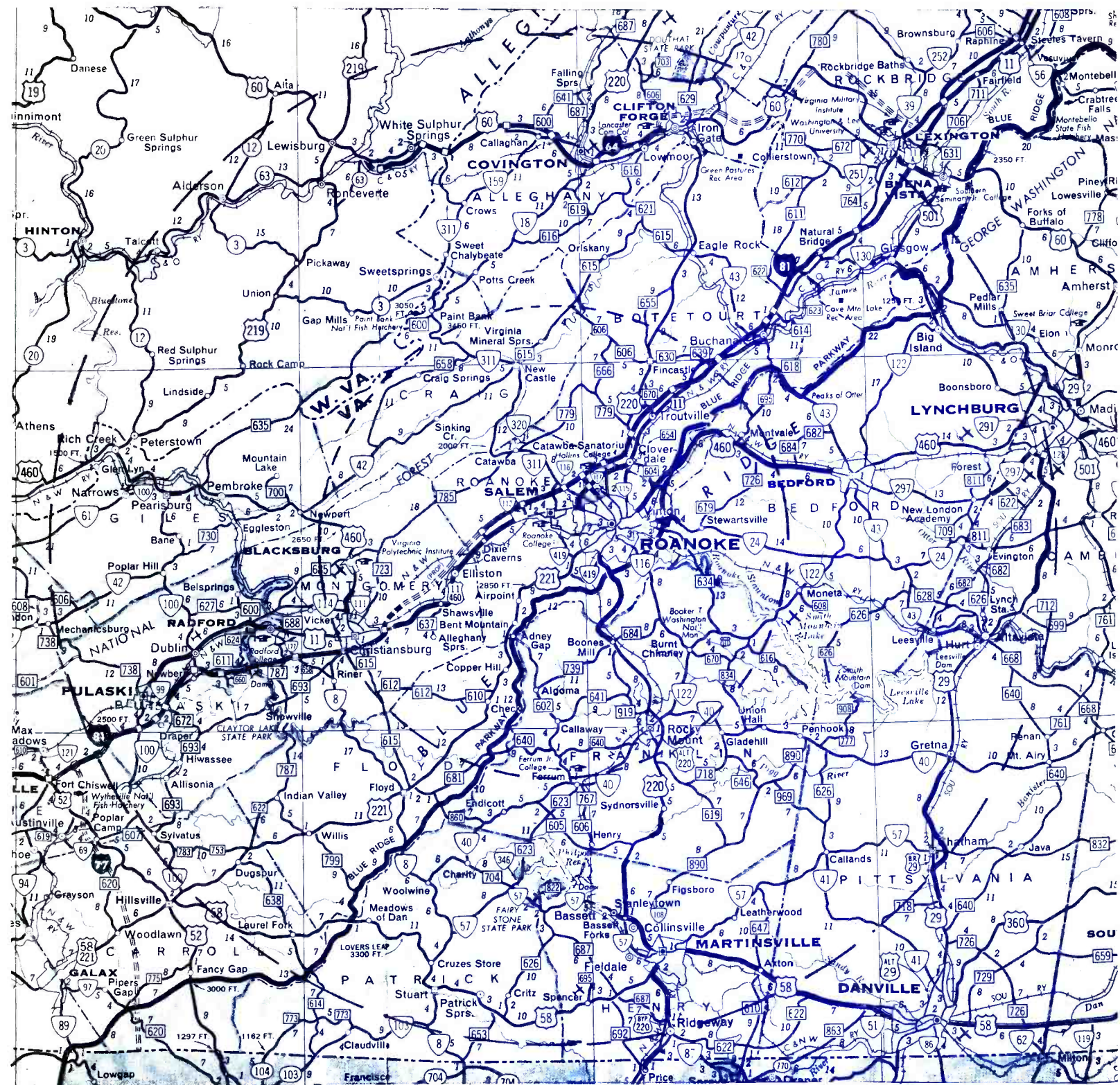


Telephone 662-5101

# CJCA 93 RADIO

EDMONTON, ALBERTA





# WB LU

**DIAL 1480 5000 Watts**

**SALEM, VIRGINIA**

a Baker Broadcasters Inc. station.

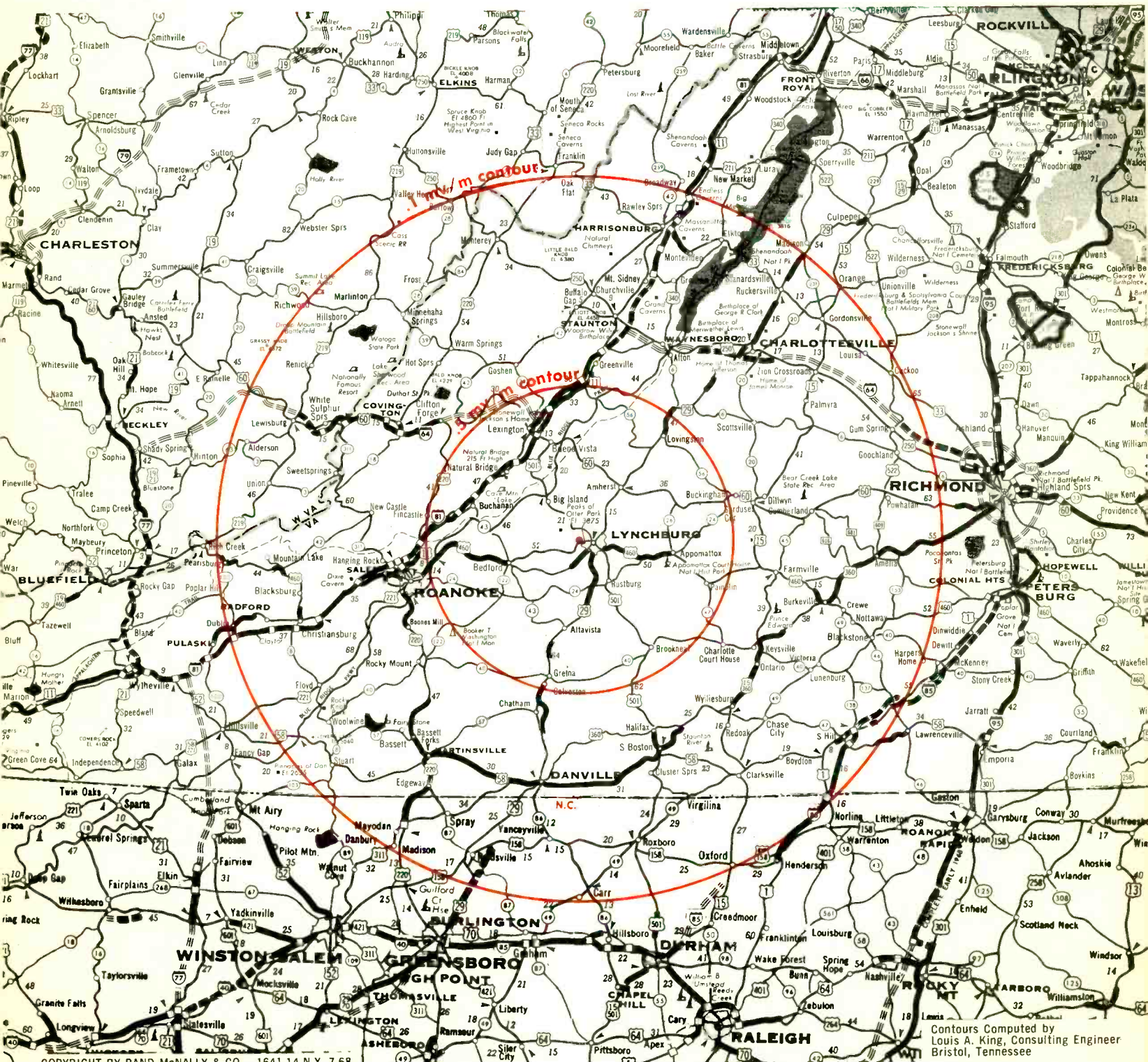
COVERAGE MAP (plotted on Virginia Dept. of Highways map) showing the 0.5 MV/M contour and 0.1 MV/M contour taken from information on file with the FCC in Washington, D. C. WB LU operates with a power of five thousand watts between sunrise and sunset and with a power of five hundred watts from six a.m. to sunrise when sunrise is after six a.m.



# WILLI

Lynchburg, Virginia

## Serving 42 Counties in 3 States



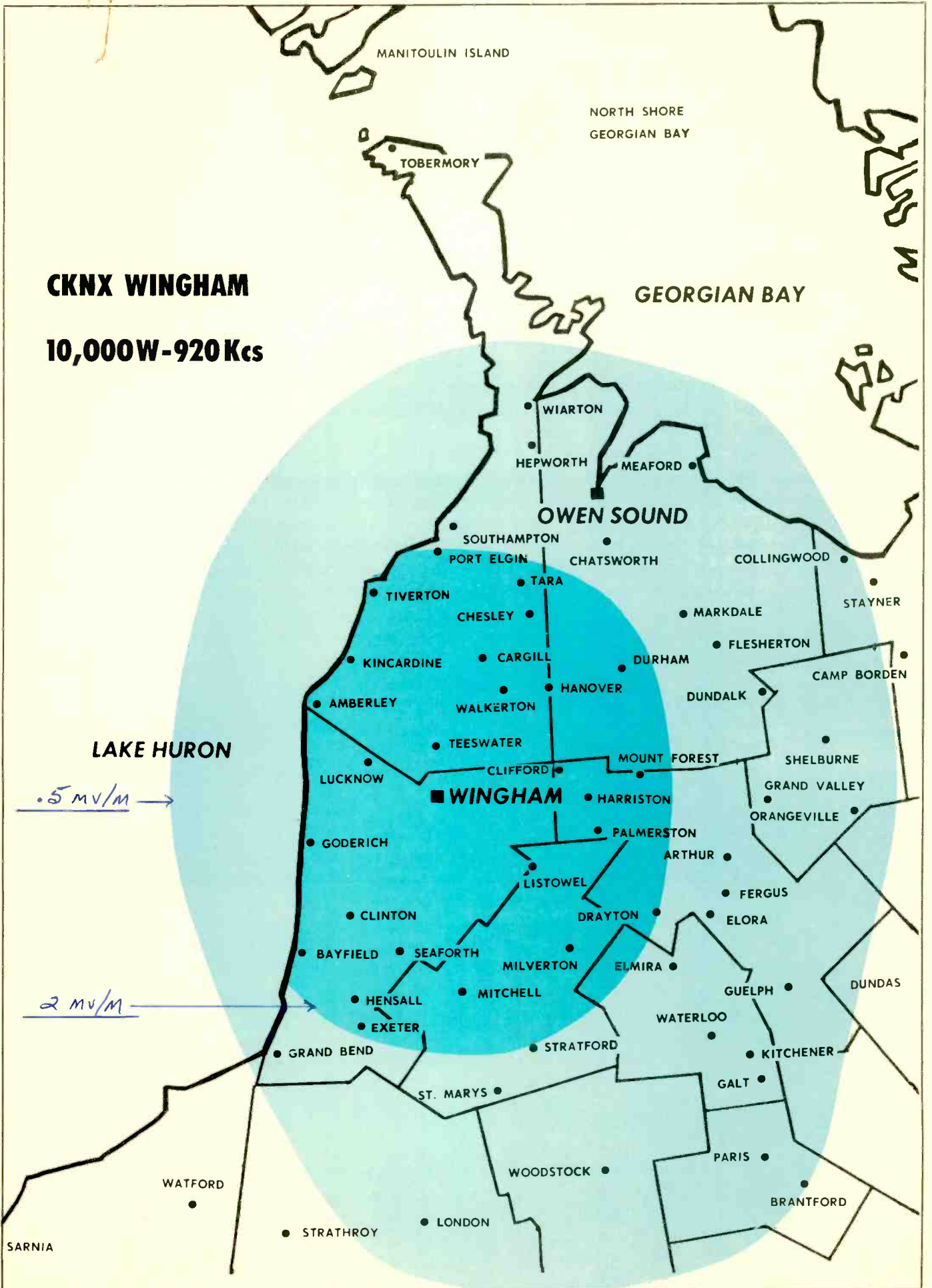
Contours Computed by  
Louis A. King, Consulting Engineer  
Bristol, Tennessee

COPYRIGHT BY RAND McNALLY & CO. 1641-14-N.Y.-7-68

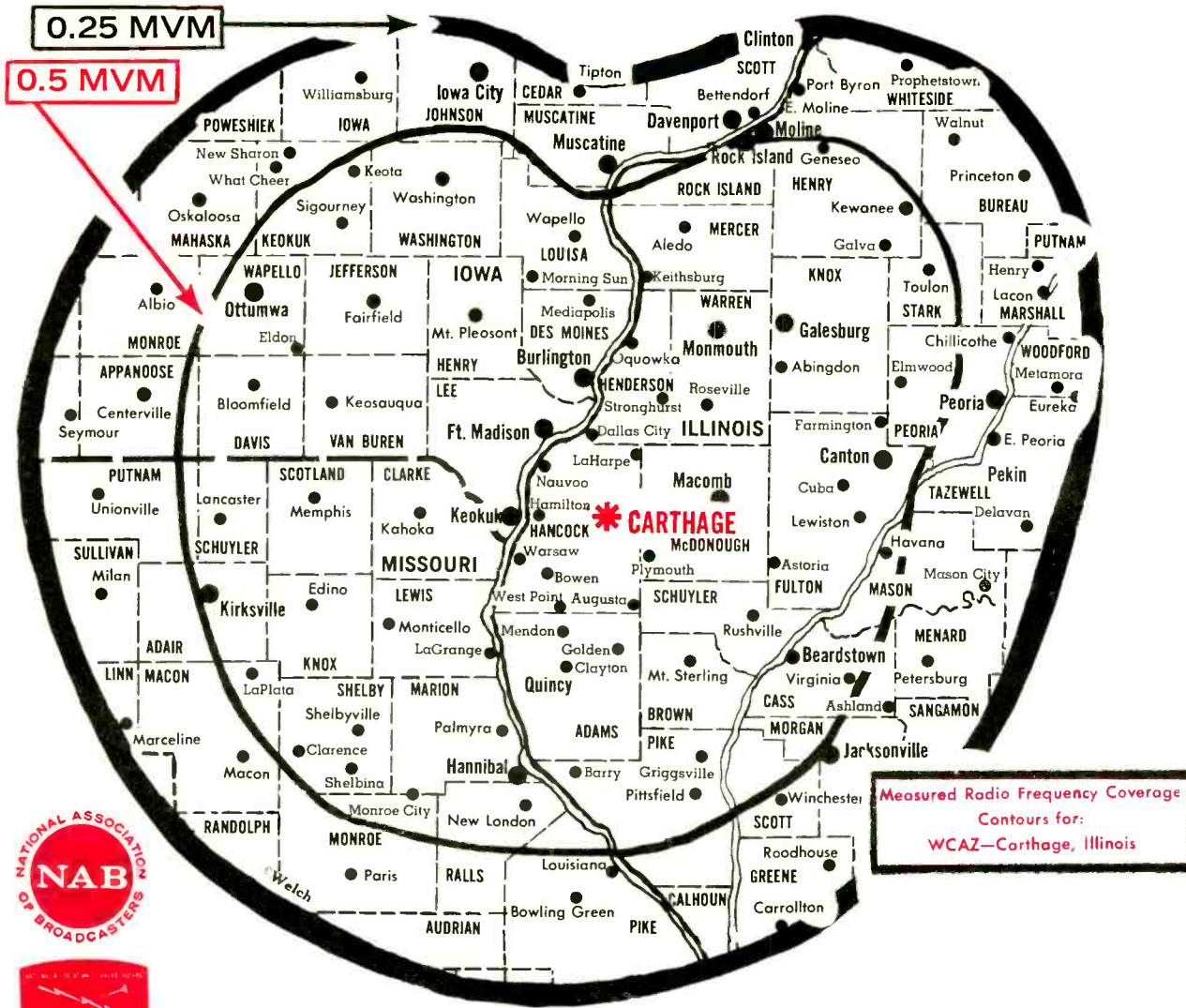
5000 WATTS **W** here **L**ynchburg **L**oves to **L**isten 930 kHz

# CKNX WINGHAM

## 10,000W-920 Kcs



**SINCE 1921—The Tri-State's Best Salesman**



# WCAZ

**CARTHAGE, ILLINOIS**  
**Serving the Tri-State ... Illinois-Iowa-Missouri**

**RADIO STATION**

# WCAZ

Service to Tri-State Town and Farm Area Since 1921

## CARTHAGE, ILLINOIS

WCAZ, at the 990 Spot on the Dial, provides Local, Area and World News ... Music: Popular, Western, Religious and Show tunes ... Farm News: Programs and Markets with a full-time Farm Director ... and programming variety with the Buyer in mind.

**Owned and Operated by**  
**SUPERIOR BROADCASTING SERVICE, INC.**

**Mrs. Zola Compton, President**

**Jerry Nutt Jr., General Manager**

**Box 330**

**Phone (217) 357-3128**

**CARTHAGE, ILLINOIS 62321**

<b>MARKET DATA:</b>	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	760,200	2,042,000
Households .....	241,720	637,160
Radio Homes .....	225,600	598,640
Automobiles .....	303,540	796,060
Spendable Income .....	\$1,454,352,000	4,121,080,000

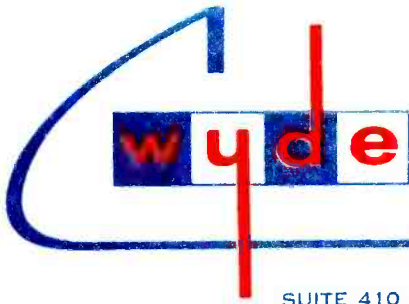
<b>RETAIL SALES:</b>	0.5 MVM Coverage	0.25 MVM Coverage
Food Stores .....	\$ 216,710,000	608,451,000
Drug Stores .....	\$ 29,433,000	82,638,000
General Merchandise .....	\$ 91,693,000	278,871,000
Apparel Stores .....	\$ 44,066,000	126,143,000
Home Furnishings .....	\$ 44,514,000	124,131,000
Auto Dealers .....	\$ 188,438,000	497,155,000
Service Stations .....	\$ 100,063,000	262,711,000
<b>Total Retail Sales .....</b>	<b>\$1,038,935,000</b>	<b>2,840,043,000</b>

<b>FARM DATA:</b>	0.5 MVM Coverage	0.25 MVM Coverage
Farm Population .....	172,100	355,500
Farm Households .....	43,025	88,875
Gross Farm Income .....	\$ 744,612,000	1,535,812,000

**SOURCE: SRDS Consumer Data exclusively.**

Prepared by MARKET DATA ASSOCIATES

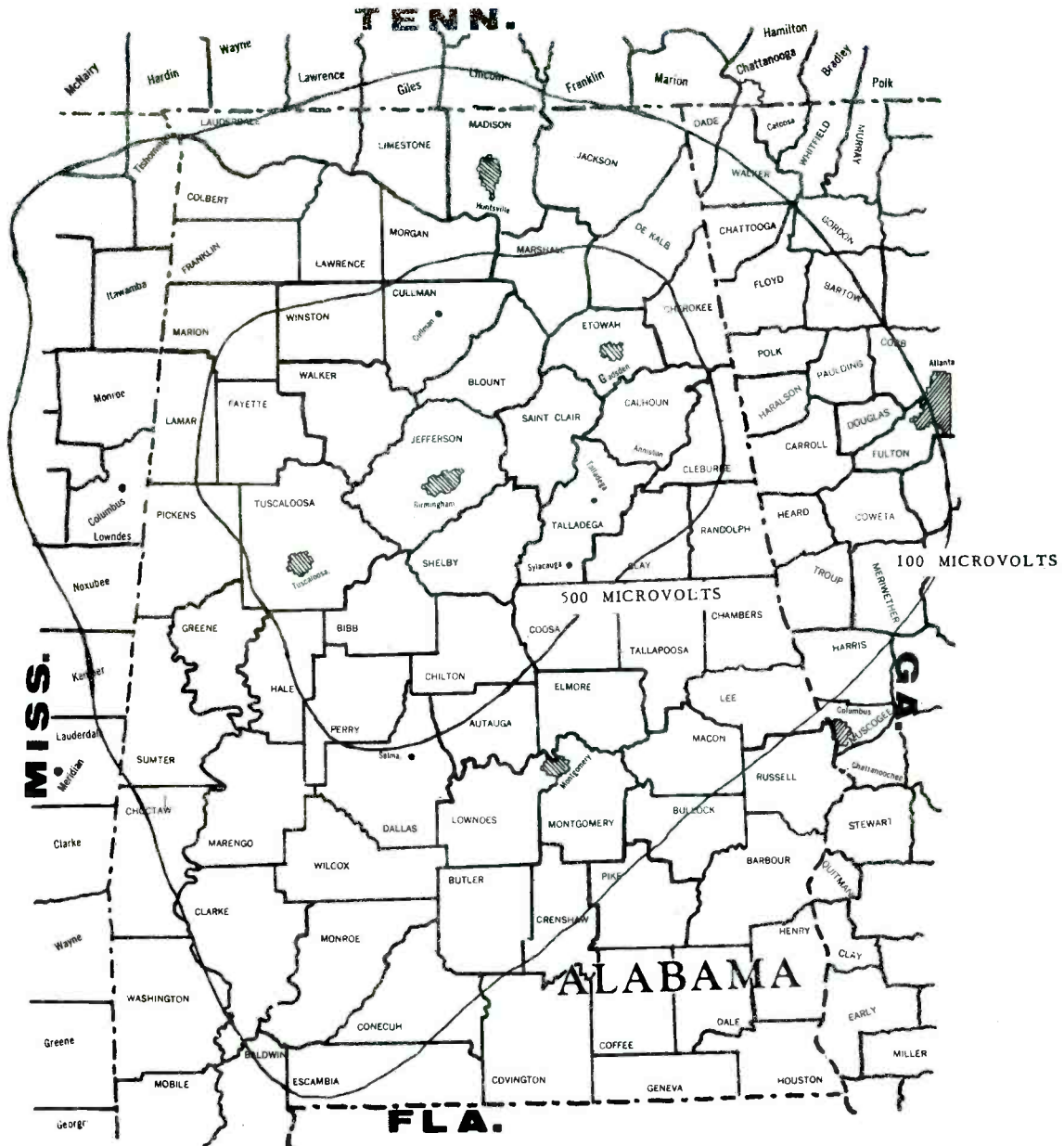
**1000 Watts**  
**990 KC Days**  
**Since 1921**



Country

50,000 WATTS • 850 KC

SUITE 410 • 2112 11TH AVENUE SOUTH • BIRMINGHAM, ALABAMA 35205 • TEL. 205/322-4511



### VERIFICATION REPORT

THIS IS TO VERIFY RECEPTION OF WYDE RADIO  
ON November 17 AT 1718 EST 19 71

*J. C. Gray*  
Chief Engineer

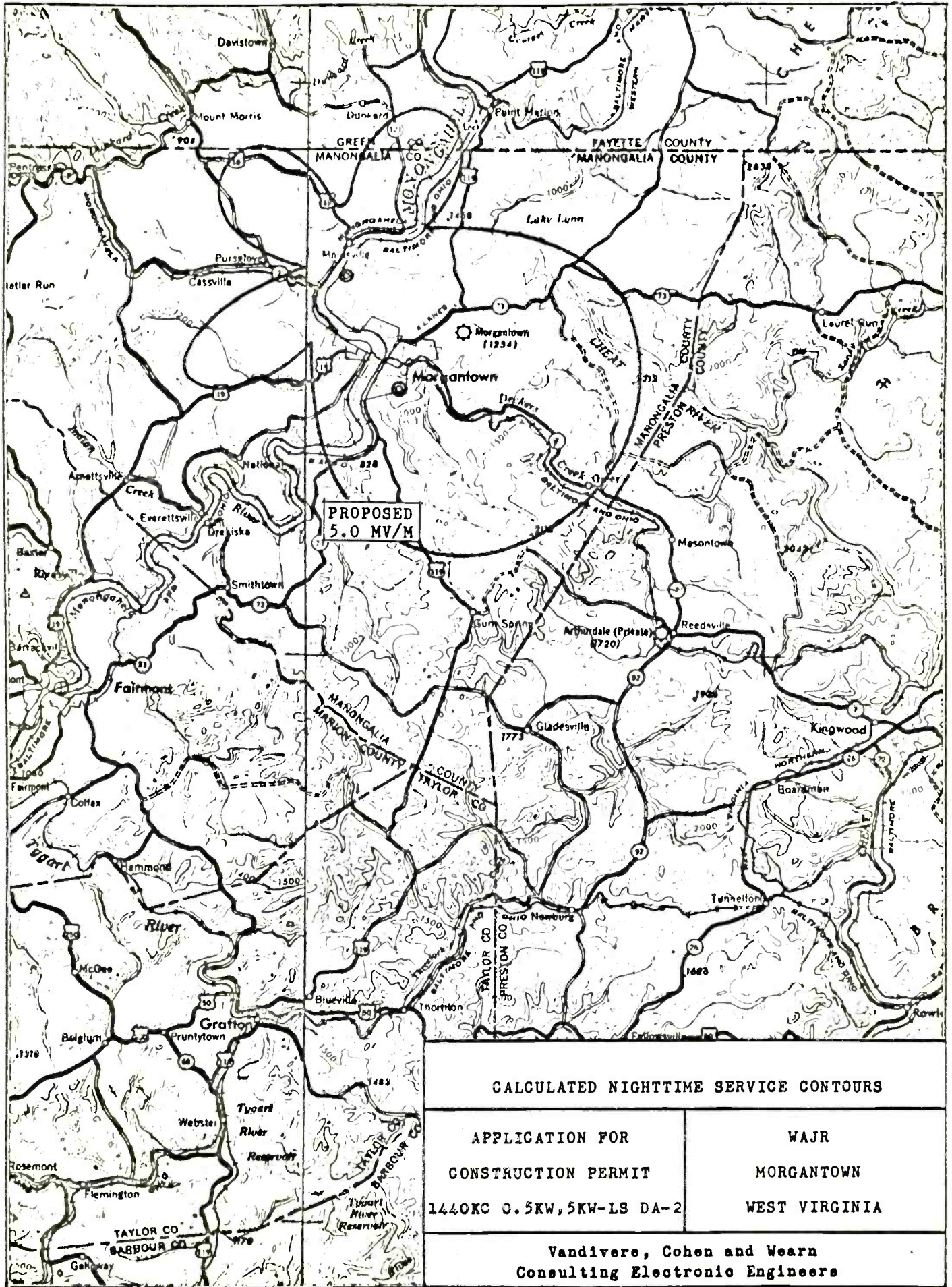


CALCULATED DAYTIME SERVICE CONTOURS

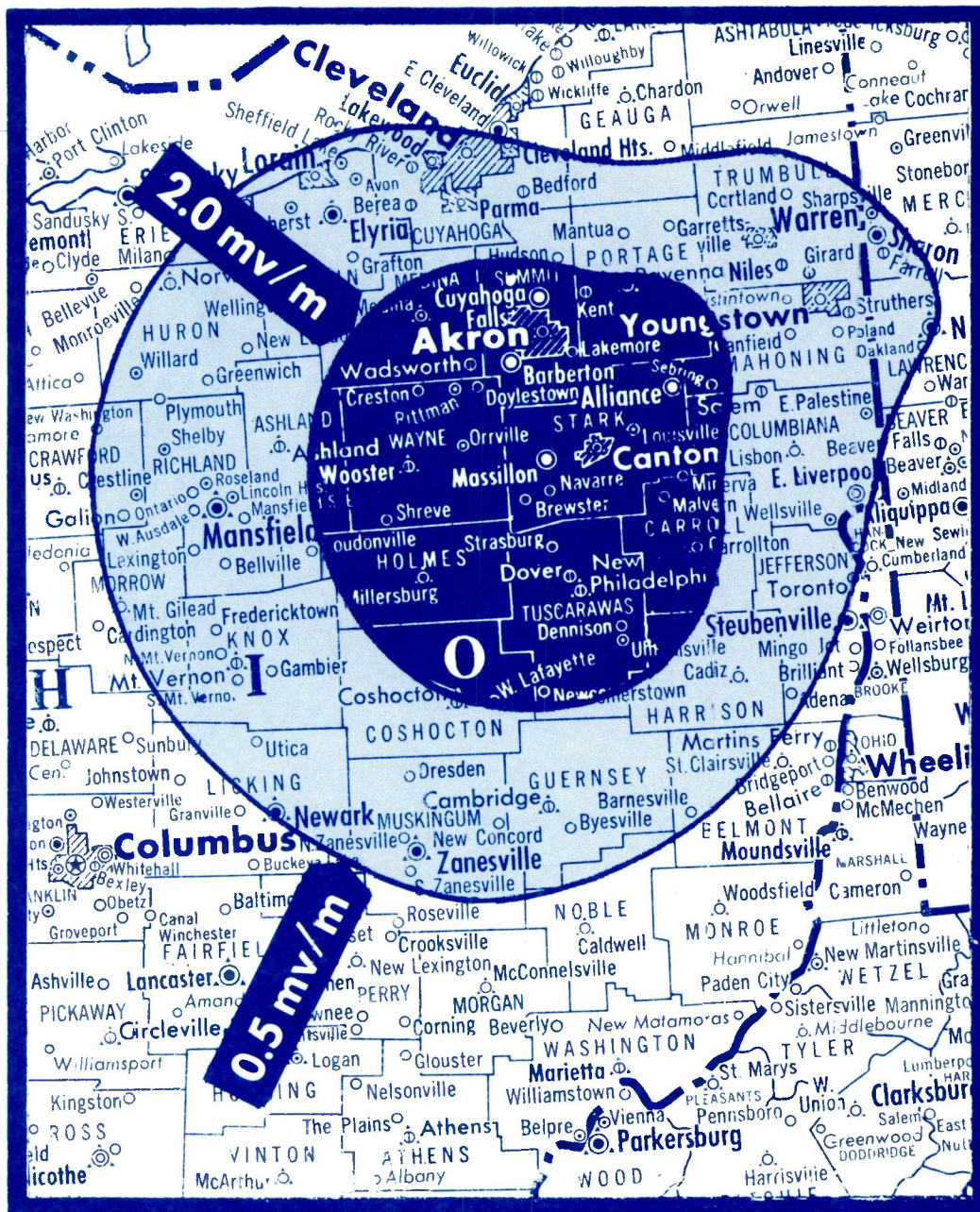
APPLICATION FOR  
MODIFICATION OF C P  
1740KC 0.5KW, 5KW-LS DA-2

WVAJ  
MORGANTOWN  
WEST VIRGINIA

Vandivere, Cohen and Wearn  
Consulting Electronic Engineers



**WOIO  
2  
WAY  
RADIO  
5000  
WATTS**



**CANTON-  
AKRON  
2  
CITY  
MARKET  
1060  
KHZ**

Copyright, American Map Company, New York - License No. NY 411

**WOIO - TWO-WAY RADIO FOR CANTON-AKRON  
WITH TOTAL COVERAGE IN THE 28<sup>TH</sup> RANKED MARKET!**

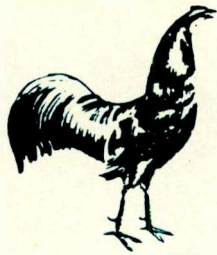
Population — 1,030,100  
Retail Sales — \$1,583,280,000  
Consumer Spendable Income  
— \$2,914,955,000

Food Sales — \$383,504,000  
Drug Sales — \$48,190,000  
General Merchandise — \$268,165,000  
Apparel — \$68,841,000

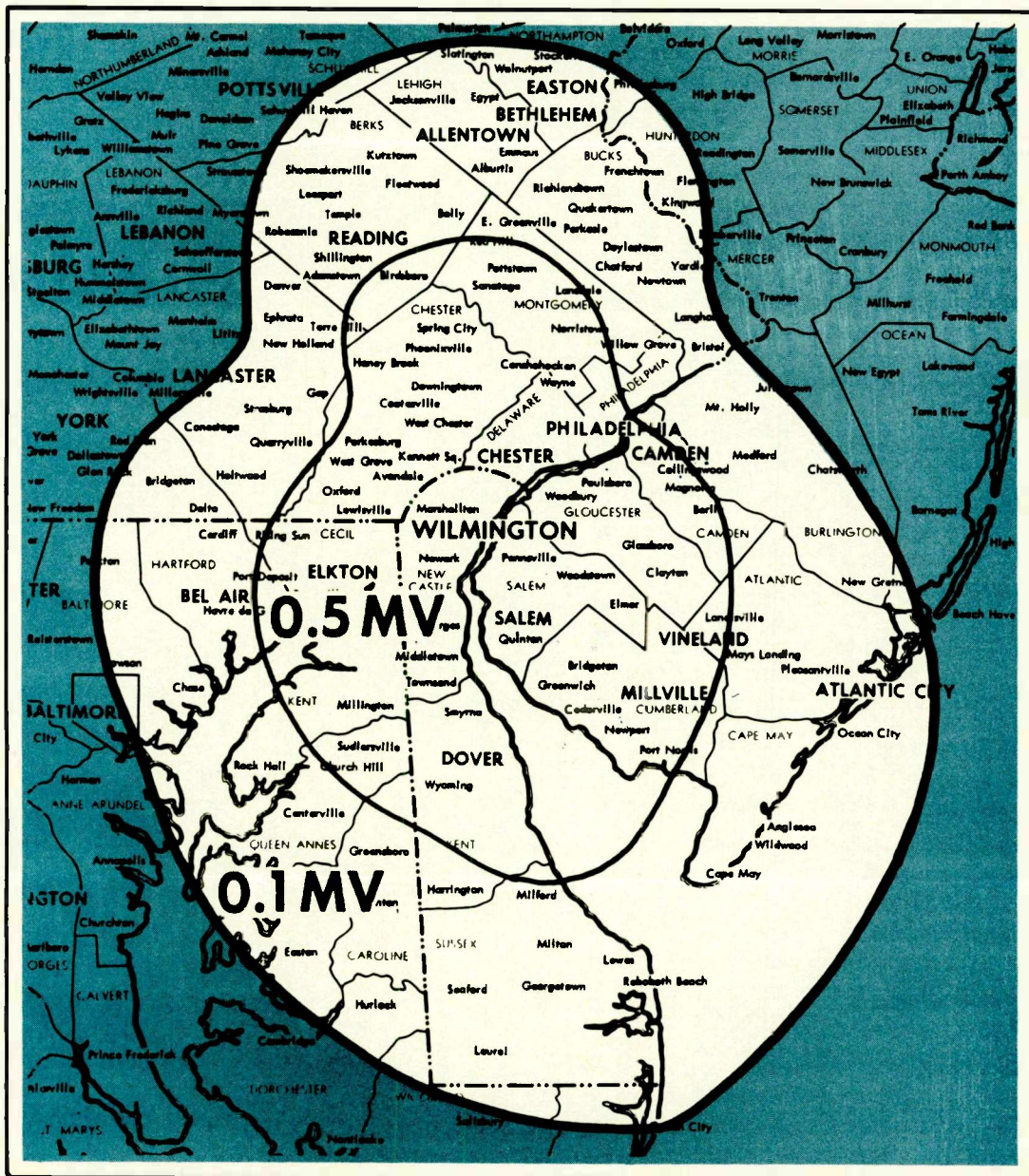
Households — 302,870  
Retail Sales Per Household — \$5,227  
Consumer Spendable Income Per Household  
— \$9,621

Home Furnishings — \$76,830,000  
Automotive — \$322,982,000  
Service Station — \$130,424,000  
Passenger Car Units — 482,640

# WDEL



# COVERAGE



**DIAL 1150**



**5,000 WATTS  
DAY AND NIGHT**

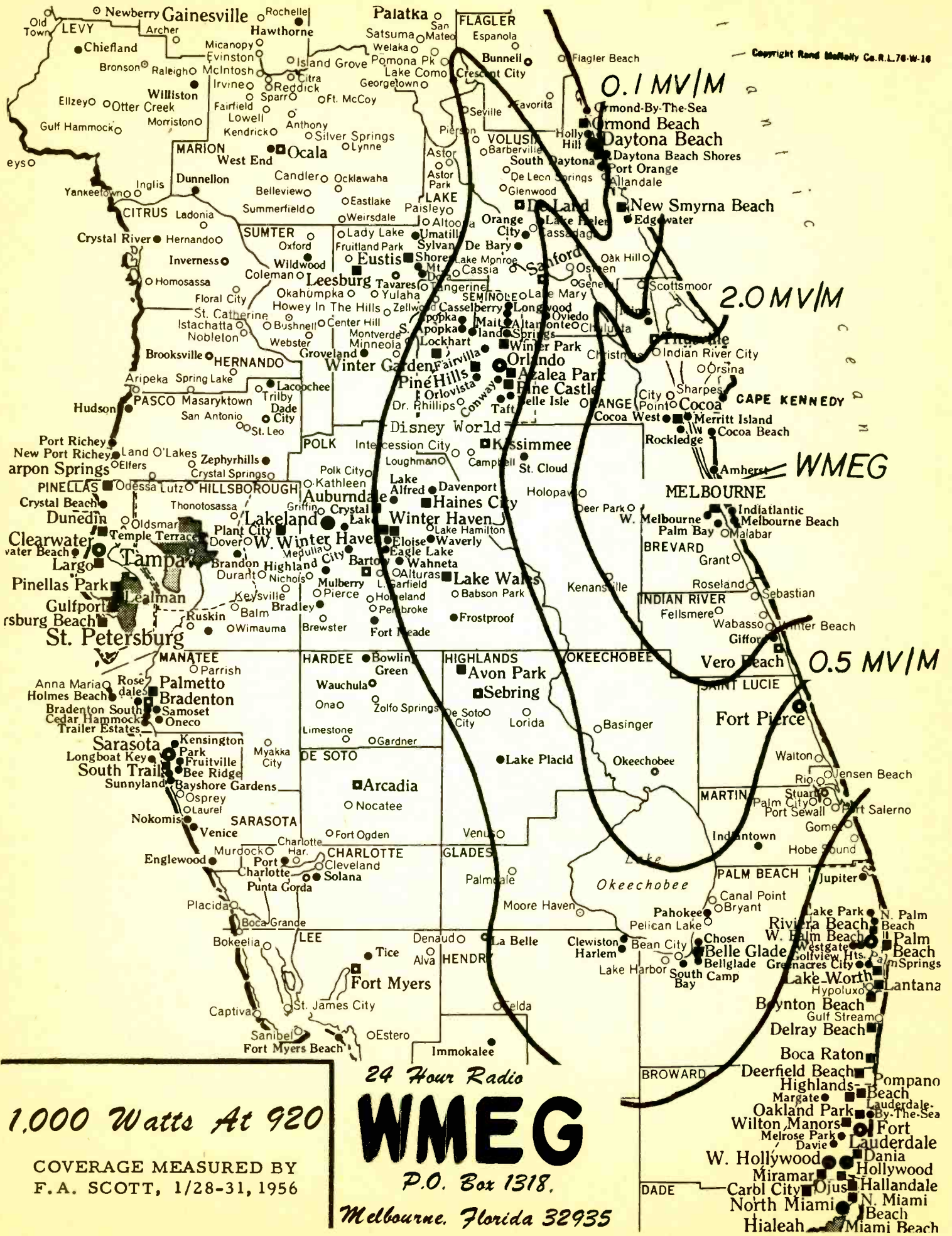
FEBRUARY 15, 1971

0 402-410 E.S.T.

DX Special

*Joseph W. Jones*



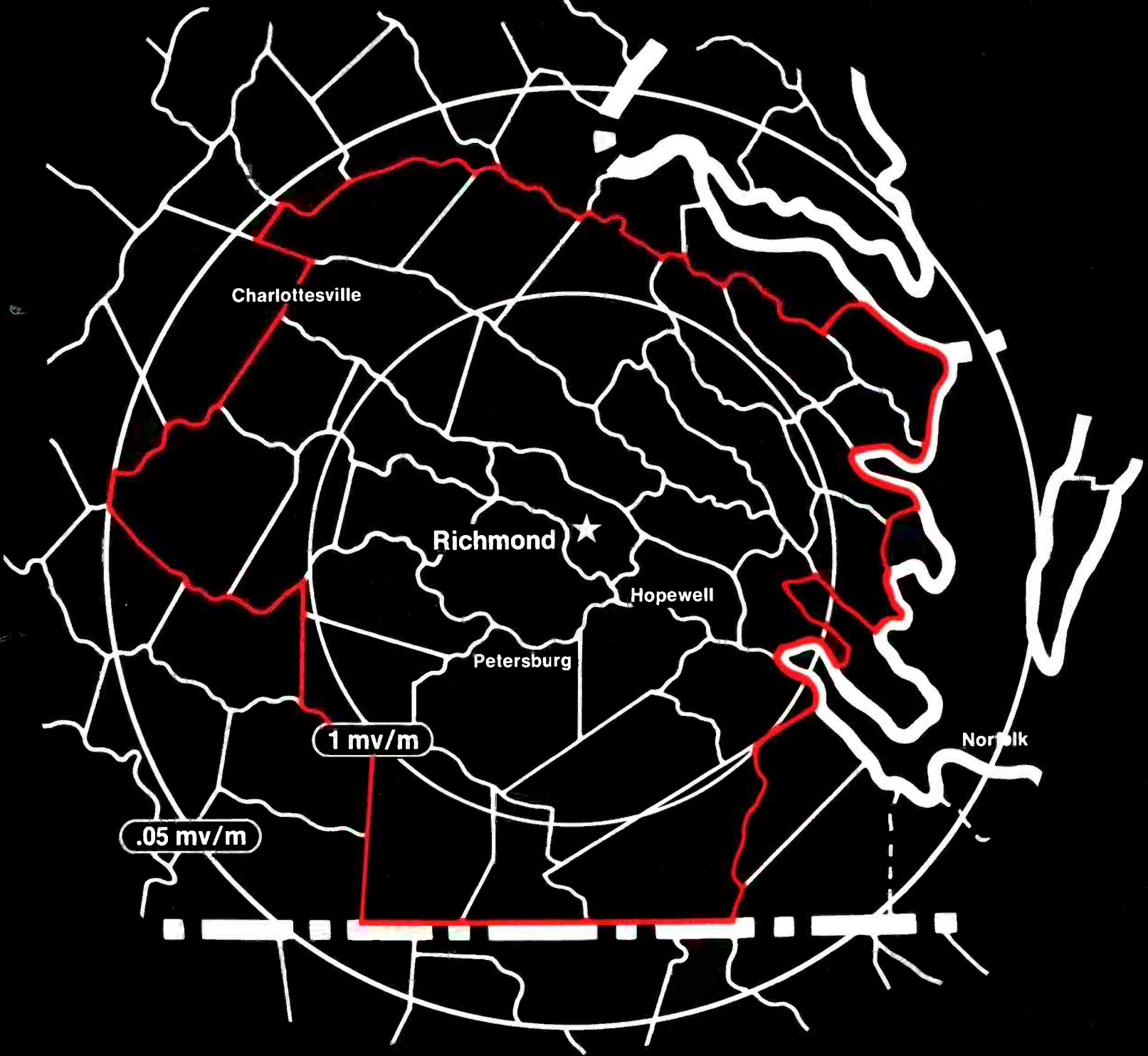


1,000 Watts At 920

COVERAGE MEASURED BY  
F. A. SCOTT, 1/28-31, 1956

24 Hour Radio  
**WMEG**

P.O. Box 1318,  
Melbourne, Florida 32935



Market data*	Population 12+	12-34	12-17	18-24	25-34
METRO	434,600	208,500	63,300	70,300	74,900
TSA	774,500	372,400	117,800	129,200	125,400

**FM set penetration ages 16-34 in Richmond Metro area is 91% and 70% have stereo capability.\*\***

\*ARB Apr./May 1972

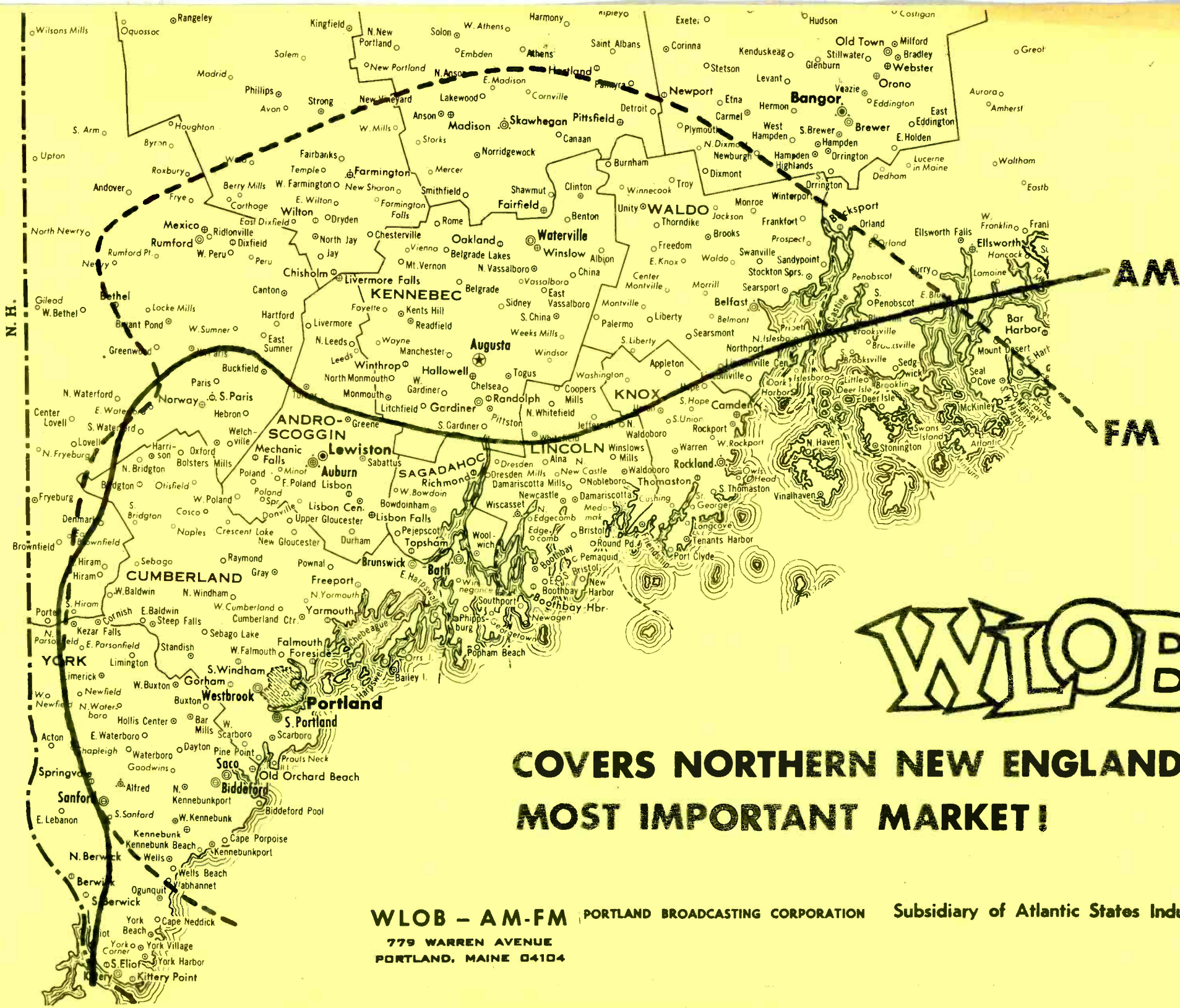
\*\*Recent survey by Southeastern Institute of Research, Inc.  
(Red Line) = ARB-TSA



**STEREO ROCK 94.5 FM**

P.O. Box 1394, Richmond, Virginia 23212

Phone: (703) 649-9151



**AM**

**FM**

**WLOB**

**COVERS NORTHERN NEW ENGLAND'S  
MOST IMPORTANT MARKET!**

**WLOB - AM-FM PORTLAND BROADCASTING CORPORATION**      **Subsidiary of Atlantic States Industries**

**779 WARREN AVENUE  
PORTLAND, MAINE 04104**

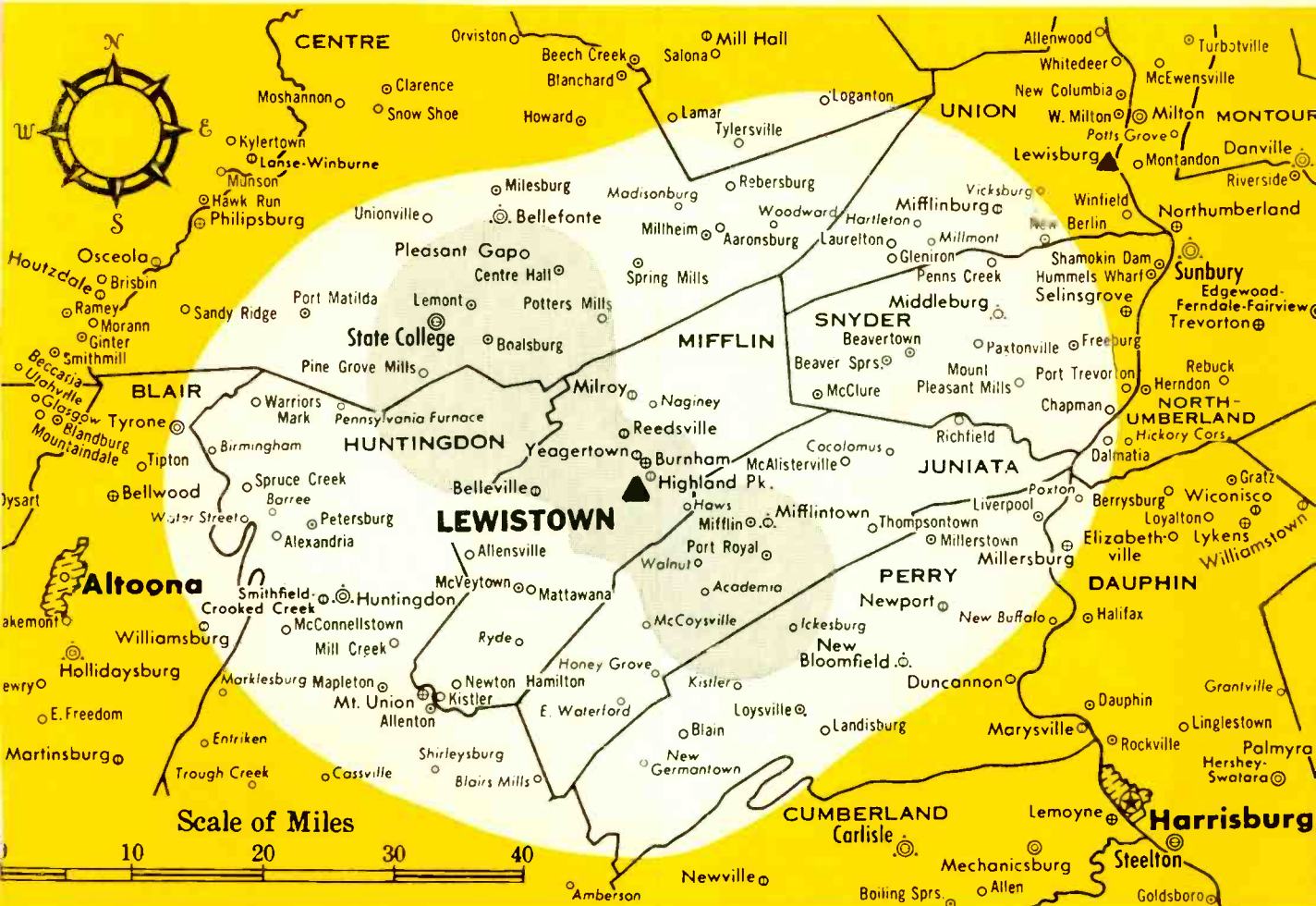
# WKVA 920 Radio

WKVA serves seven rich industrial and prosperous agricultural counties in Central Pennsylvania from Lewistown . . . the major market-place in this area for more than 75,000 families!

RATE  SCHEDULE

# WKVA

LEWISTOWN *Radio*  
PENNSYLVANIA



Copyright, American Map Company, New York — License No. 11959

WKVA NIGHTTIME COVERAGE

APPROXIMATE DAYTIME COVERAGE PATTERN

# One of Pennsylvania's Great Radio Stations!

ESTABLISHED 1949

# WKVA RADIO

- At 920 on Every Radio Dial
- 1000 Watts Day; 500 Watts DA-Night
- ABC Radio Network
- United Press - International News
- Studios: 3 West Hale Street, Lewistown
- Mailing Address: Box 432, Lewistown
- Zip Code Number: 17044
- Telephone: Lewistown 248-6771
- ASCAP, SESAC and BMI Licenses
- Member: Penna. Assoc. of Broadcasters
- Licensee: Central Penna. Broadcasting Co.

## WKVA Program Rates

<u>Times</u>	<u>15-Min.</u>	<u>10-Min.</u>	<u>5-Min.</u>
260	12.00	8.00	5.00
156	14.00	10.00	7.00
52	16.00	12.00	9.00
13	18.00	14.00	11.00
1	20.00	16.00	13.00

## WKVA Open Program Rates

One Hour . . . . .	\$60.00
Half Hour . . . . .	35.00

(Frequency Rates Available)

## WKV Action Packages

	<u>Spots Per Pkg.</u>	<u>Rate Per Min.</u>	<u>Rate Per 30 Sec.</u>
Use Within Ten Days	100	2.60	2.00
	50	2.80	2.20
	40	3.00	2.40
	30	3.20	2.60
	20	3.40	2.80
	10	3.60	3.00

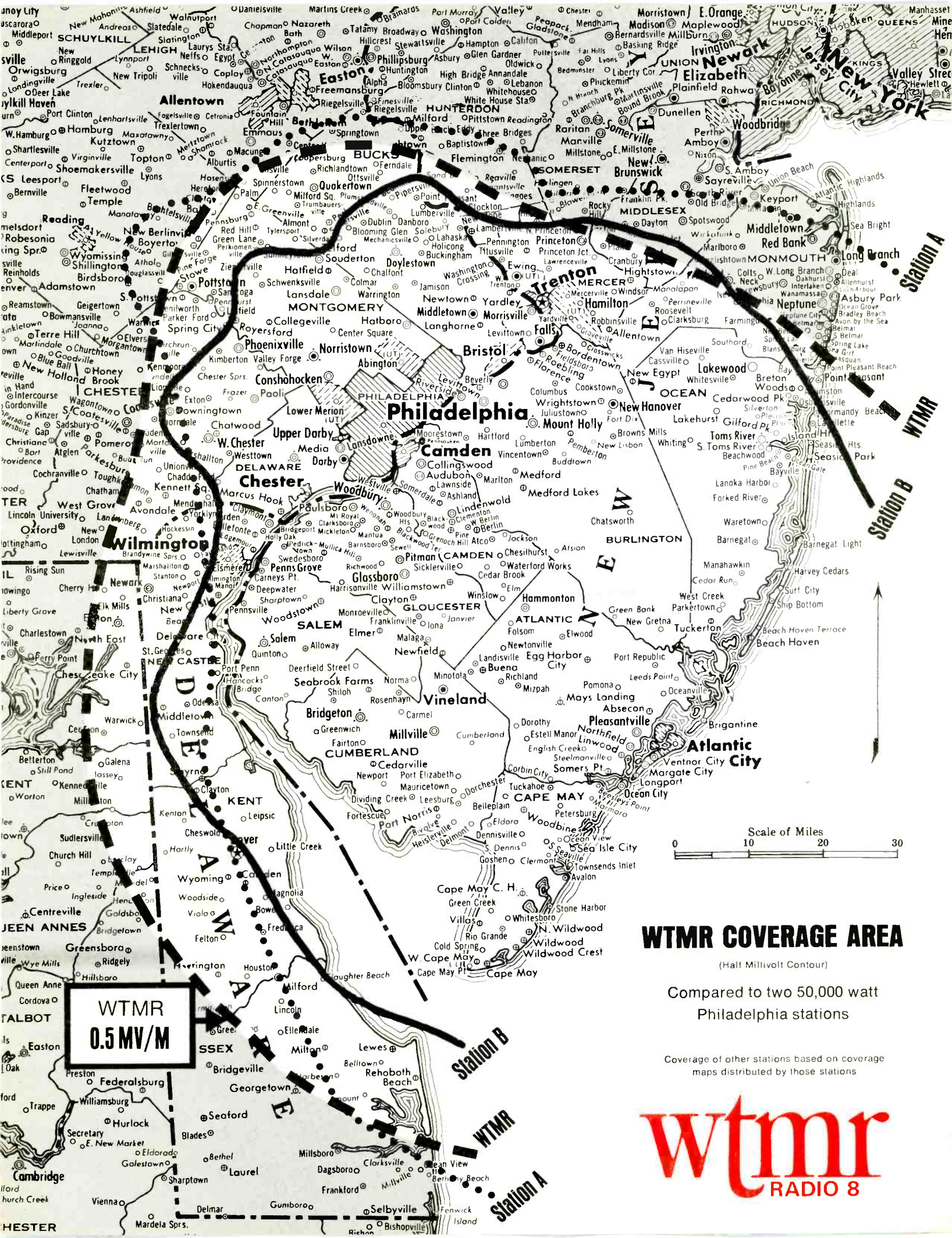
## WKVA Contract Rates

	<u>Spots Per Pkg.</u>	<u>Rate Per Min.</u>	<u>Rate Per 30 Sec.</u>
Use Within One Year	1040	2.40	1.80
	780	2.60	2.00
	520	2.80	2.20
	390	3.00	2.40
	260	3.20	2.60
	165	3.40	2.80
	104	3.60	3.00

## WKVA Open Spot Rates

One Minute . . . . .	\$4.50
30 Seconds . . . . .	3.50

*Our business is making  
other businesses grow*



**WTMR**  
**0.5 MV/M**



**WTMR COVERAGE AREA**

(Half Millivolt Contour)

Compared to two 50,000 watt Philadelphia stations

Coverage of other stations based on coverage maps distributed by those stations

**wtmr**  
**RADIO 8**

July 28, 1971

TOM

Thank you for your reception report it is appreciated.

WTMR operates with a power output of 5000 watts and uses a two tower array with maximum radiation toward the south jersey coast. I hope the information which follows will be satisfactory.

VERIFICATION OF RECEPTION OF RADIO STATION WTMR CAMDEN N.J.

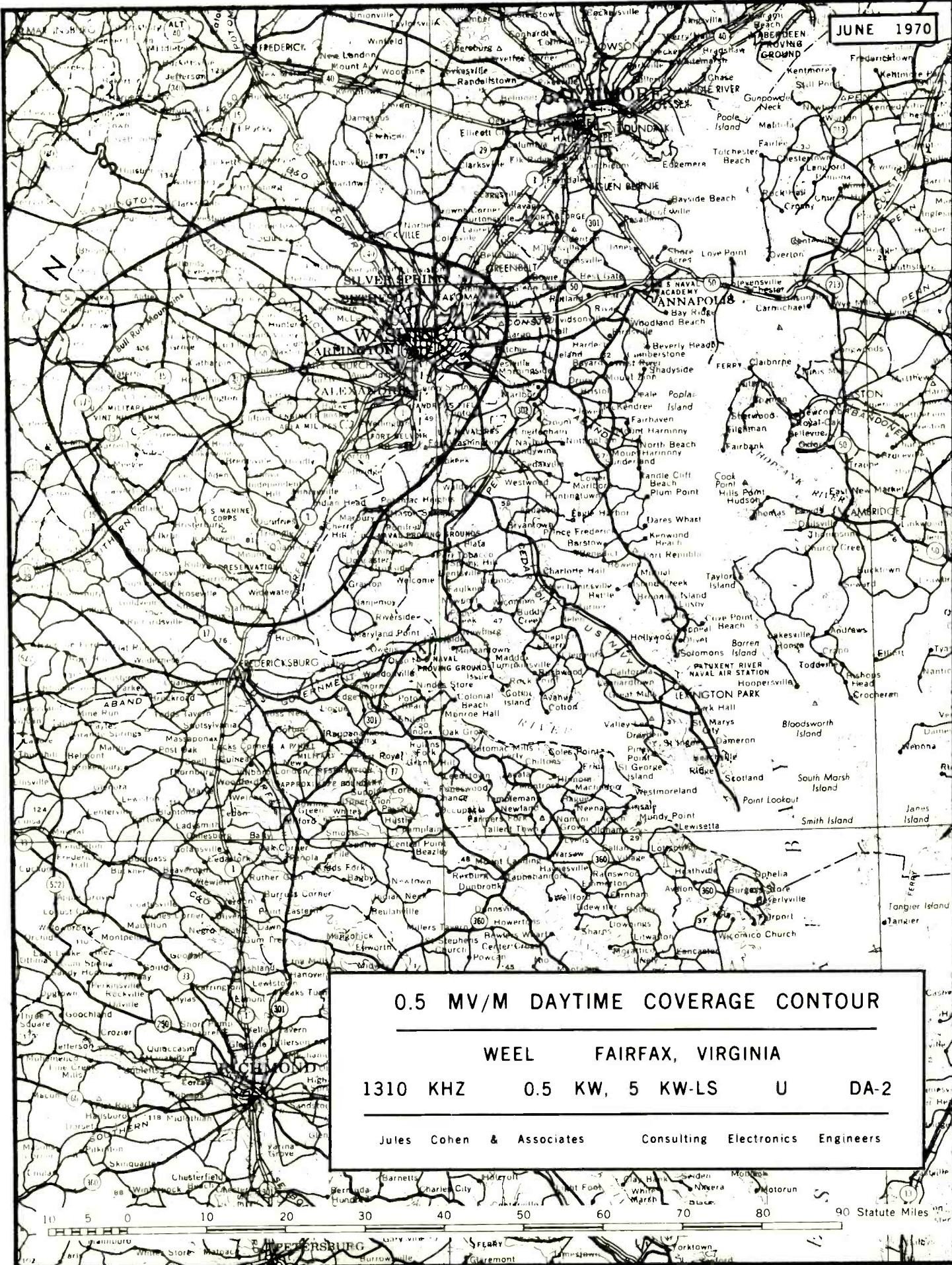
DATE.....JUNE 15, 1971.....

TIME..1427 EDT.....

FREQUENCY..800 KHZ.....

ENGINEER *Michael P. Mellorey, Jr.*

JUNE 1970



0.5 MV/M DAYTIME COVERAGE CONTOUR

WEEL FAIRFAX, VIRGINIA

1310 KHZ 0.5 KW, 5 KW-LS U DA-2

Jules Cohen & Associates Consulting Electronics Engineers



# WCLI-FM

106.1 MC

**QXR NETWORK**

## LOCATION

Offices and Studios—99 W. First St.,  
Corning, N. Y.  
Transmitter—Denmark Hill

## FACILITIES

106.1 MC—~~4.2 KW~~ Full Time *22 KWS HORZ.*  
Transmitter 580 ft. above average terrain *18 KWS VERT.*

## AFFILIATION

QXR Network

## PROGRAMMING POLICIES

WCLI-FM broadcasts fine music, news, significant talk and adult entertainment—drawing on local, national and international sources.

## ADVERTISING CONTRACT

Accepts AAAA copyright contract

## AGENCY COMMISSION

15% on time charges only. All bills rendered monthly, payable by 10th of month following broadcast.

## RATE POLICIES

Rates include music copyright fees, BMI, SESAC, ASCAP Licenses. Programs and announcements are not combinable for frequency discount. Rates subject to change without notice. Current advertisers will receive 6 months rate protection from effective date of increase, provided the broadcasts continue without interruption.

## ADVERTISING RATES

### PROGRAMS CLASS AA

5-11 p.m. Monday - Saturday  
12 Noon - 11 p.m. Sunday

Times per Week	1	2-4	5 or more
1 hr. or 55 min.	\$25.00	\$22.50	\$20.00
½ hr. or 25 min.	15.00	13.50	12.00
¼ hr. or 10 min.	10.00	9.00	8.00
5 min.	7.50	6.75	6.00

### Weekly Discounts as Earned

13 weeks 5%	39 weeks 15%
26 weeks 10%	52 weeks 20%

## ANNOUNCEMENTS

CLASS AA	1 Time	52	104	260	520	1040
1 minute	\$5.00	4.75	4.50	4.25	4.00	3.75
20 seconds	2.50	2.35	2.25	2.10	2.00	1.85

Class A (all other times) 60% of above rates

### New York Times News Adjacencies—

1 min. rate plus 20%

### ROS Announcements—

1 min. rate less 20%

## NATIONAL SALES REPRESENTATIVE

FM Spot Sales, Inc., 630 Ninth Ave., New York  
36, N. Y., JUDSON 2-7880

Offices in: Ithaca, N. Y., Chicago, Detroit, Los Angeles, Hollywood, and San Francisco.



# WCLI-FM

"The Fine Music Station for the Southern Tier  
of New York State and Northern Pennsylvania"

~~QXR NETWORK~~ Affiliate

Corning, N. Y.

106.1 MC

# WCLI-FM

The Fine Music Station

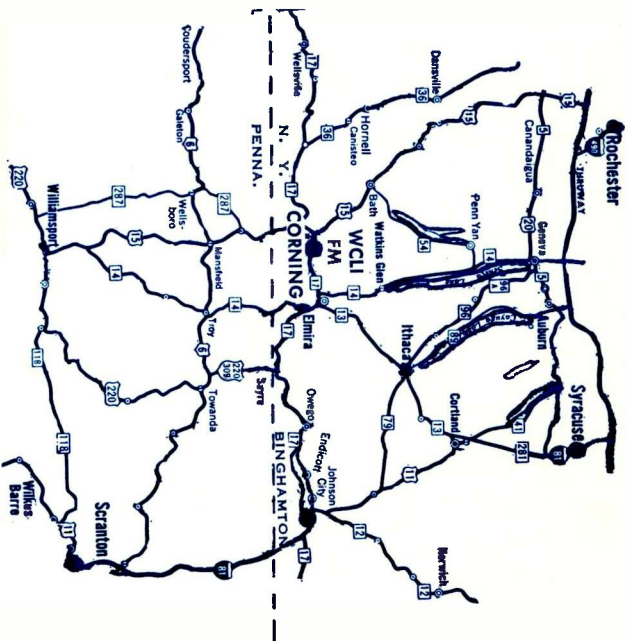
affiliated with

~~THE QXR NETWORK~~

Population	825,700
Households	247,600
FM Households	147,400

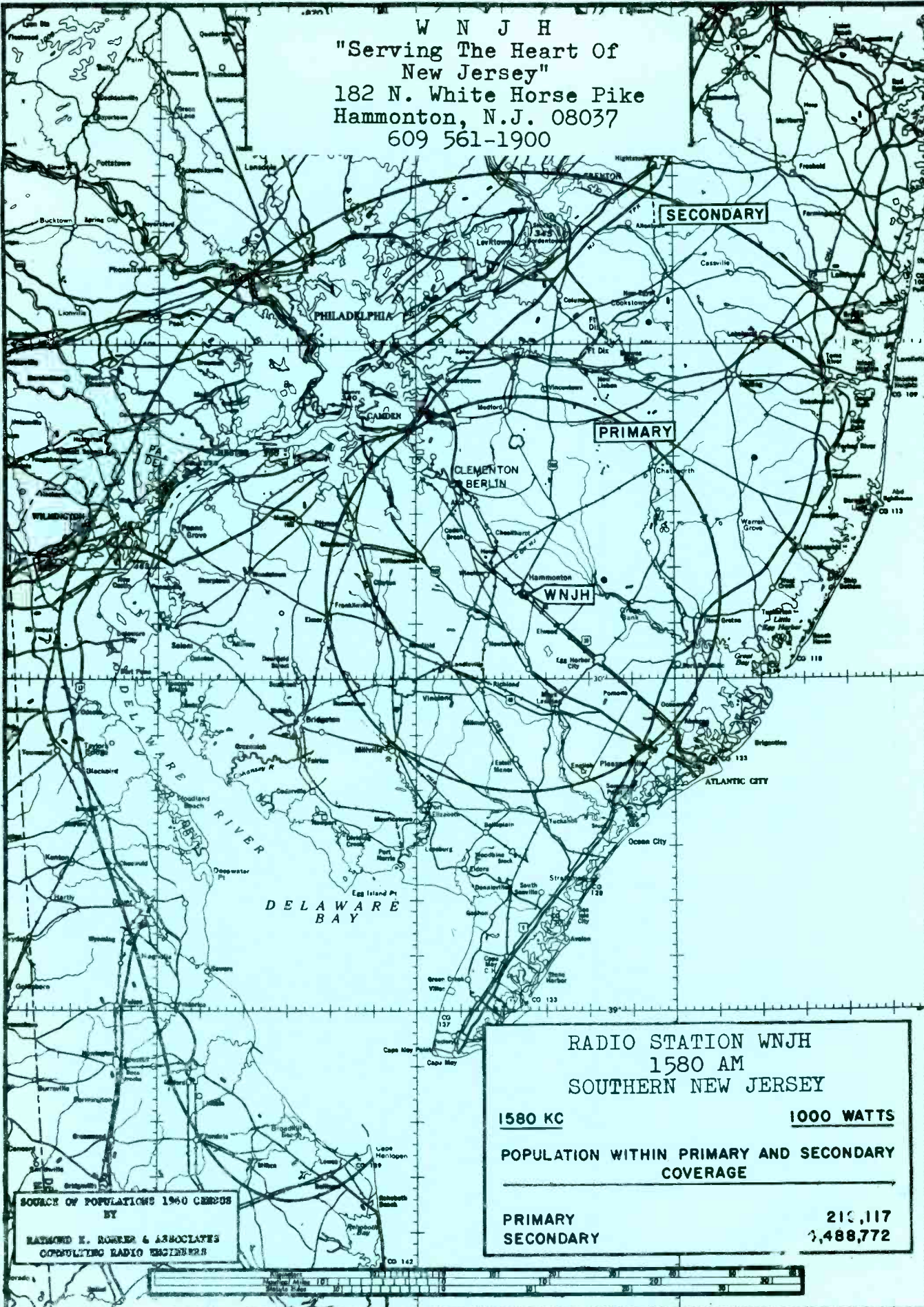
**RADIO CORNING, INC.**

99 W. First St.  
Corning, N. Y.  
P. O. Box 100  
Telephone 962-2424



N.C

W N J H  
"Serving The Heart Of  
New Jersey"  
182 N. White Horse Pike  
Hammonton, N.J. 08037  
609 561-1900



SECONDARY

PRIMARY

WNJH

RADIO STATION WNJH  
1580 AM  
SOUTHERN NEW JERSEY

1580 KC 1000 WATTS

POPULATION WITHIN PRIMARY AND SECONDARY  
COVERAGE

PRIMARY 210,117  
SECONDARY 3,488,772

SOURCE OF POPULATIONS 1960 CENSUS  
BY  
RAYMOND E. BOWLER & ASSOCIATES  
CONSULTING RADIO ENGINEERS

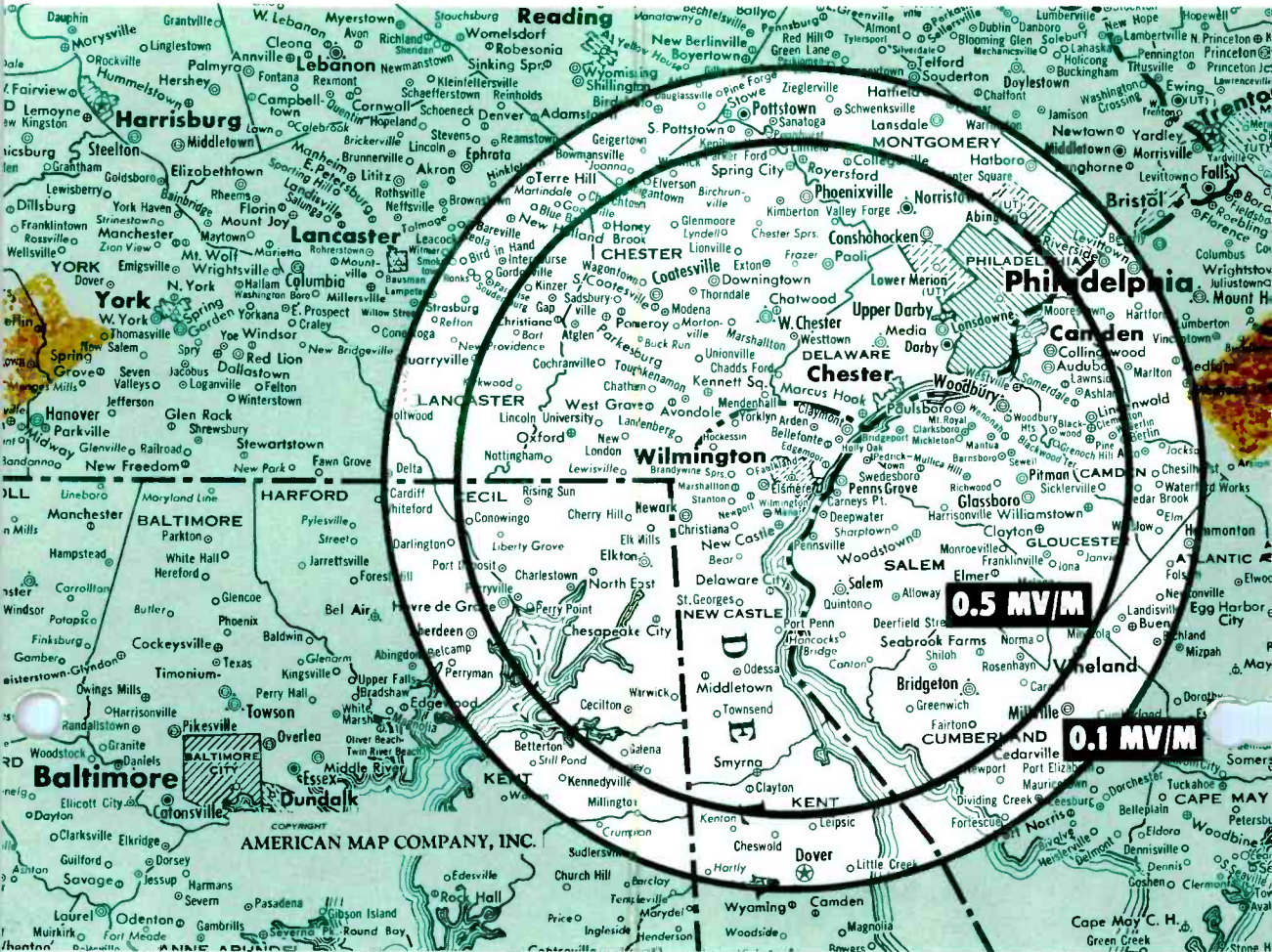


DELAWARE'S  
FIRST STATION  
TELEPHONE: 654-7771

# WILM

# 1450 RADIO

## WILMINGTON, DELAWARE



**RATE CARD**

**RATE CARD**

# WILM RADIO RATES

Rate Card #15  
June 1, 1970

		Open	4 Weeks	13 Weeks	26 Weeks	52 Weeks
<b>(A) 120 Words (60 Seconds)</b>						
1 Time		\$ 10.00(10.00)	\$ 9.50(9.50)	\$ 9.00(9.00)	\$ 8.50(8.50)	\$ 8.00(8.00)
7 Times		66.50( 9.50)	63.00(9.00)	59.50(8.50)	56.00(8.00)	52.50(7.50)
14 Times		126.00( 9.00)	119.00(8.50)	112.00(8.00)	105.00(7.50)	98.00(7.00)
21 Times		178.50( 8.50)	168.00(8.00)	157.50(7.50)	147.00(7.00)	136.50(6.50)
28 Times		224.00( 8.00)	210.00(7.50)	196.00(7.00)	182.00(6.50)	168.00(6.00)
<b>(B) 90 Words (45 Seconds) 90% of Discounted Rate</b>						
<b>(C) 60 Words (30 Seconds) 80% of Discounted Rate</b>						
<b>(D) 30 Words (15 Seconds) 70% of Discounted Rate</b>						
<b>(E) 5 Minute Rate Twice (2 times) Discounted Minute Rate</b>						
<b>(F) Up-Date News</b>	— 3	N.A.	\$ 54.00	\$ 51.00	\$ 48.00	\$ 45.00
	— 6	N.A.	90.00	84.00	78.00	72.00
	—12	N.A.	168.00	156.00	144.00	132.00
<b>(G) MBS News, (Rotation)</b>		N.A.	\$ 91.00	\$ 84.00	\$ 77.00	\$ 70.00
<b>(H) Evening Talk Radio</b>	Excl.	N.A.	\$150.00	\$135.00	\$130.00	\$125.00
	Full	N.A.	90.00	85.00	80.00	75.00
<b>(J) Remote Studio — Minimum 4 hours = \$440.00 plus \$110.00 each additional hour.</b>						
<b>(K) Bob Kelley Sports or Stock Market (Per Day)</b>		\$ 19.00	\$ 18.00	\$ 17.00	\$ 16.00	\$ 15.00

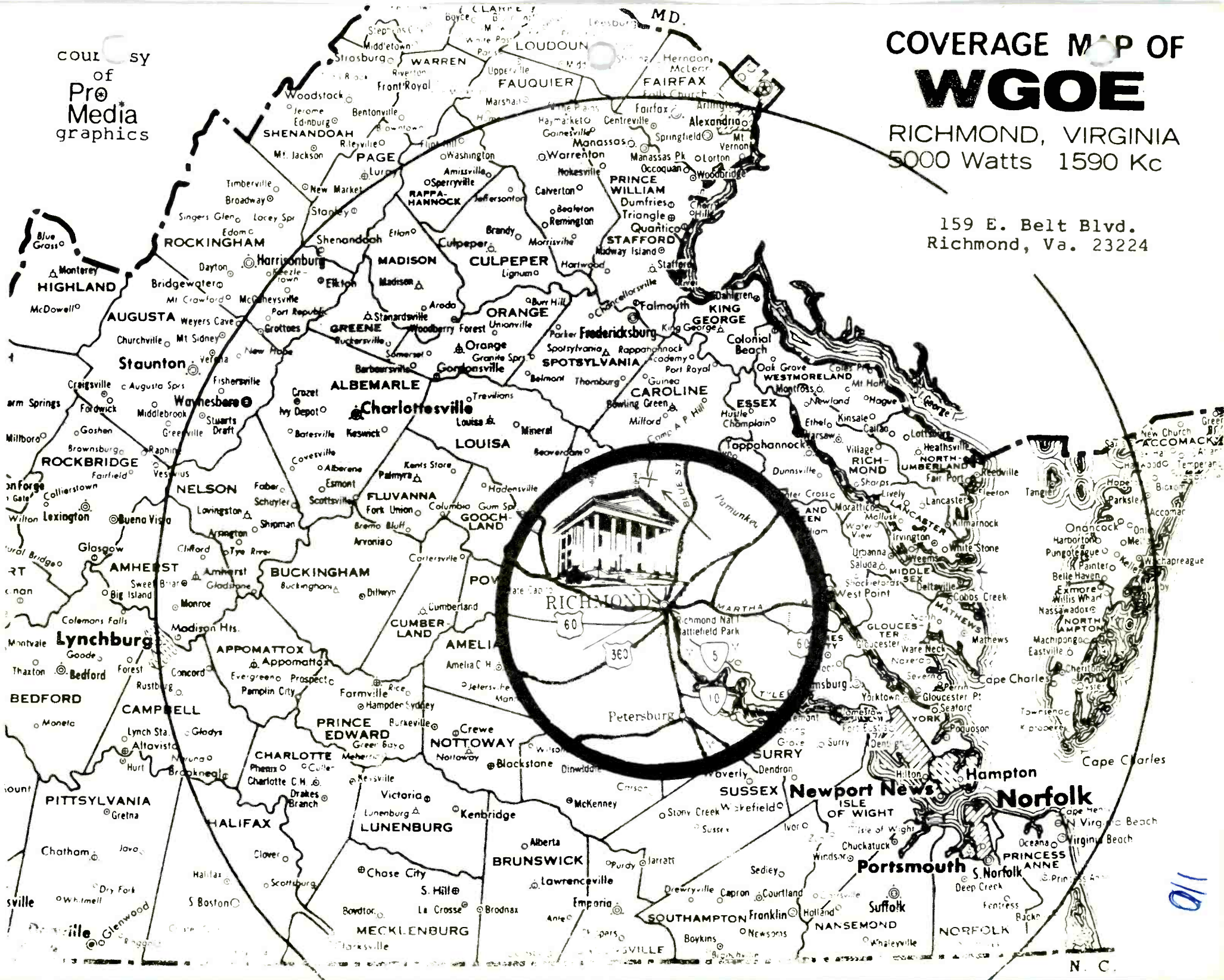
The WILM — RADIO primary metropolitan area covers a population of 1,033,500, 12 years of age and over, in Delaware, nearby New Jersey, Maryland and Pennsylvania; 304,115 households; retail sales of nearly \$2,000,000,000; owning and driving over 450,000 automobiles.

courtesy  
of  
**Pro  
Media  
graphics**

# COVERAGE MAP OF **WGOE**

RICHMOND, VIRGINIA  
5000 Watts 1590 Kc

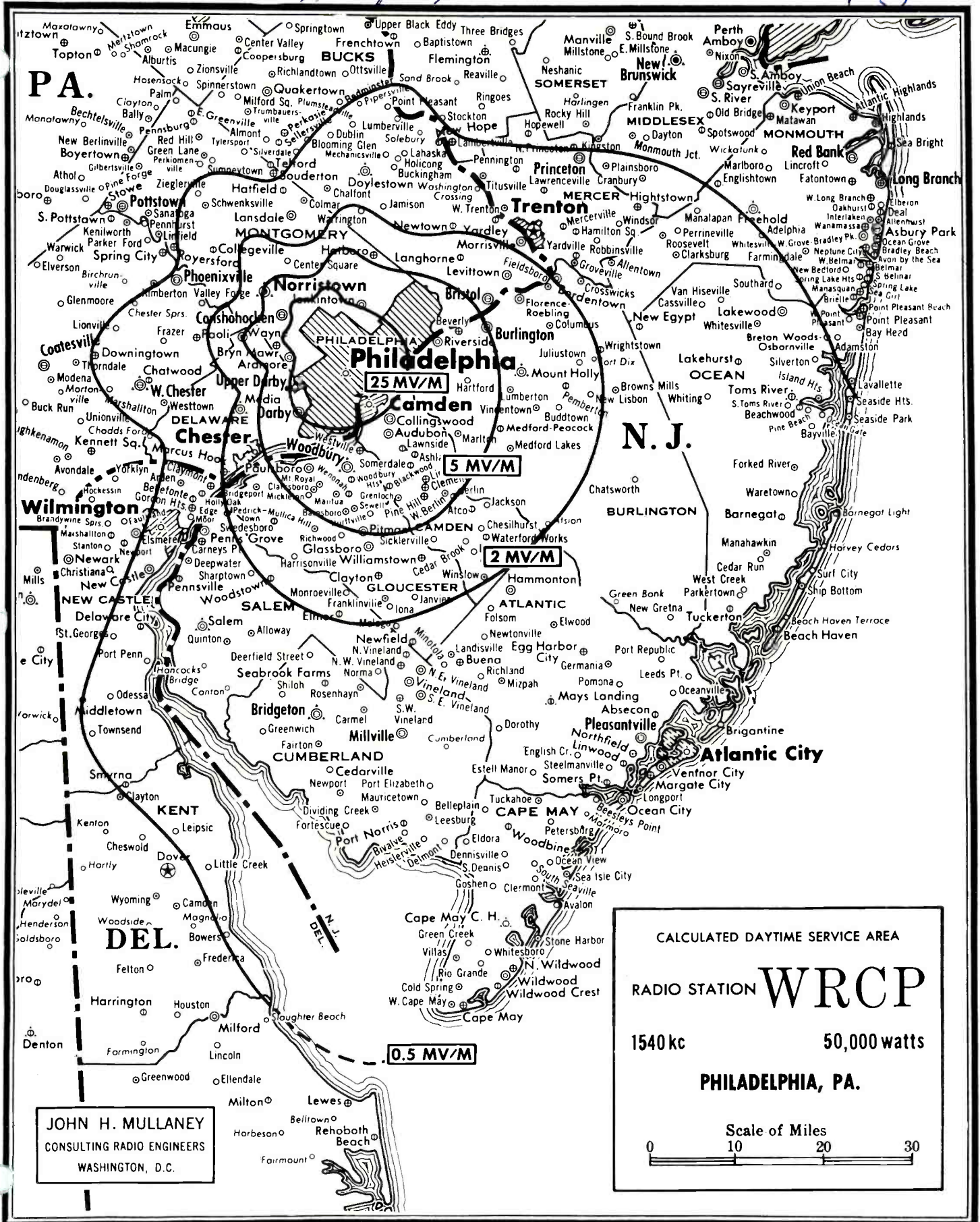
159 E. Belt Blvd.  
Richmond, Va. 23224



M. Wells - This will verify reception of WRCP-AM as stated in your report dated 12-15-70.

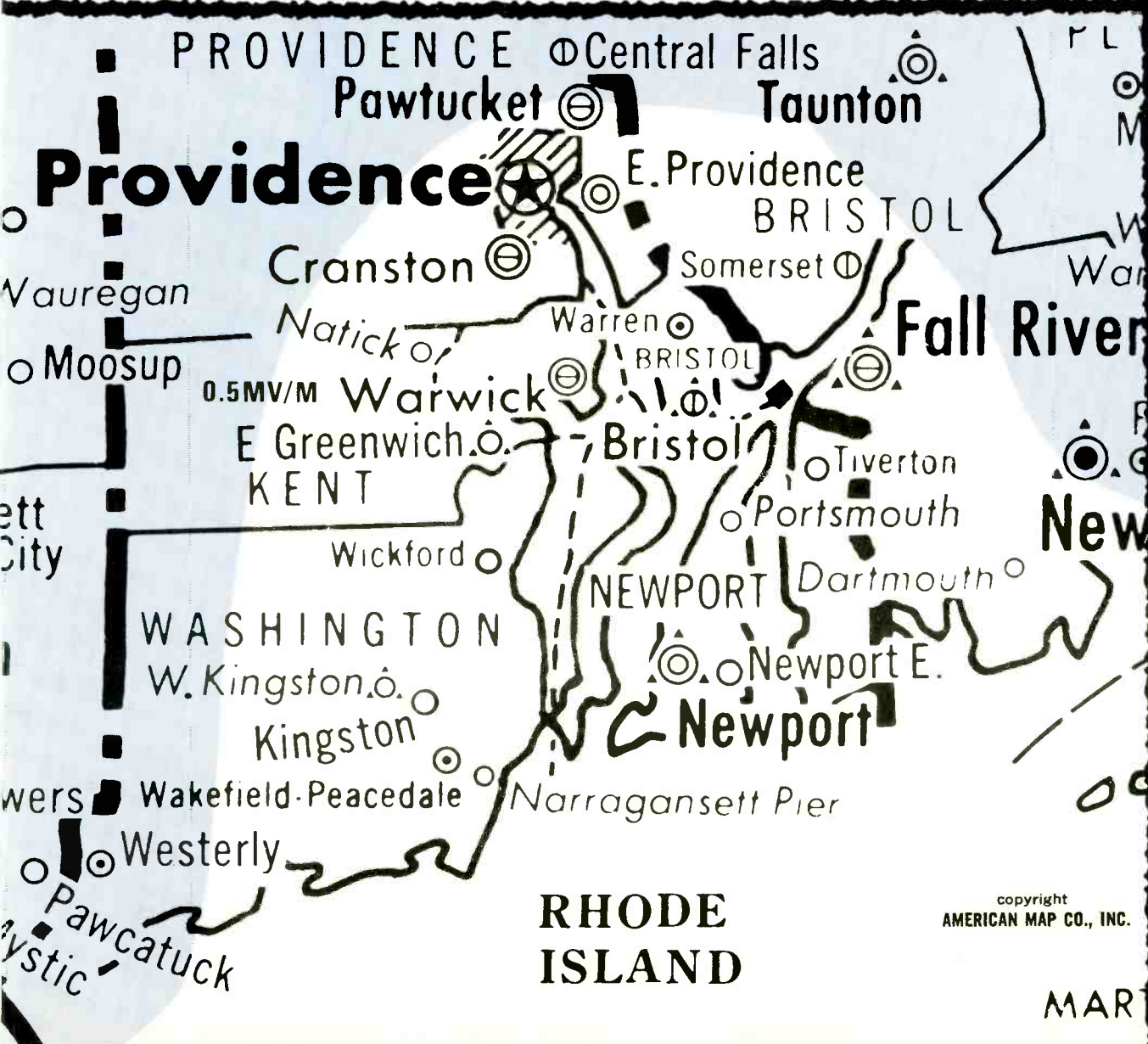
Yours truly -  
R. B. Thomas, Chief Eng.

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# WADK

## NEWPORT, RHODE ISLAND and NARRAGANSETT BAY



## NARRAGANSETT BAY AREA

### Market Data

Total Population	641,100
Total Households	183,190
Total Passenger Cars	275,870
Total Spendable Income	\$1,830,000,000

### Retail Data

Food Sales	\$262,871,000
Drug Sales	\$56,877,000
General Merchandise Sales	\$159,426,000
Apparel Sales	\$72,191,000
Home Furnishings Sales	\$53,912,000
Automotive Sales	\$185,516,000
Service Station Sales	\$67,262,000

Total Retail Sales \$1,094,846,000

SOURCE: SRDS 1/1/69 Rhode Island, all at Newport and Bristol Counties, part of Providence, Kent and Washington Counties.

**WADK serves the Communities  
of Narragansett Bay  
Newport County's Only Radio Station**

Home of Newport Navy Base  
America's Cup Yacht Race  
New Newport Bridge

Maximum 1 KW Coverage  
with a new 326 ft. Antenna

# WADK 1540 in Newport

Box 367, Newport, R. I. 02840

401-846-4540

copyright  
AMERICAN MAP CO., INC.

MAR





WTAE RADIO (AM)  
 400 Ardmore Boulevard  
 Pittsburgh, Penna. 15230  
 August, 1970

PROGRAM SCHEDULE

Monday through Friday

<u>TIME</u>	<u>PROGRAM</u>	<u>SPECIAL FEATURES</u>
6:00 AM - 9:00 AM	Al "Jazzbeaux" Collins Show	News on the hour and half-hour
9:00 AM - 12:30 PM	Ed Price Show	Cash Call hourly, 9:00 AM - 6:00 PM
12:30 PM - 4:00 PM	Bill Howell Show	Myron Cope Sports: 7:35-7:40 AM -- 8:35-8:40 PM-- 5:45-5:50 PM
4:00 PM - 7:00 PM	Bill Hillgrove Show	Airwatch 1250, Traffic reports with Pete Weiglin
7:00 PM - 12:00 Mid	Tom Lyons Show	Secretary of the Day
12:00 Mid - 6:00 AM	Ed Sherlock Show	DeNardo Weather Service

Saturday

6:00 AM - 9:00 AM	Al "Jazzbeaux" Collins Show	News on the hour and half-hour
9:00 AM - 12:30 PM	Ed Price Show	Cash Call hourly, 9:00 AM - 6:00 PM
12:30 PM - 4:00 PM	Bill Howell Show	DeNardo Weather Service
4:00 PM - 7:00 PM	Bill Hillgrove Show	
7:00 PM - 11:00 PM	Kaleidoscope (Talk Show)	
11:00 PM - 11:30 PM	Law in the News	
11:30 PM - 3:00 AM	Weekend in Pittsburgh (Music-News-Sports)	

Sunday

7:00 AM - 8:00 AM	Weekend in Pittsburgh (Music & Church News)	News on the hour and half-hour DeNardo Weather Service
8:00 AM - 8:30 PM	Bishop's Mass	
8:30 AM - 12:00 PM	Tom Lyons Show	
12:00 PM - 4:00 PM	Ed Sherlock Show	* "Sunday Night", Parts I through VI, aired from 7:30 PM - 12:00 Mid. is a comprehensive block of talk/phone/interview programs covering local issues, education, community affairs, law, medicine and religion.
4:00 PM - 7:00 PM	Tony Mowod Show	
7:00 PM - 7:30 PM	Playback	

"Sunday Night" \*

7:30 PM - 8:00 PM	Part I. Fred Remington	** WTAE Radio also airs University of Pittsburgh (Pitt) Basketball and Football games plus, Pittsburgh Steeler professional Football games.
8:00 PM - 8:30 PM	Part II. Hank Baughman	
8:30 PM - 9:00 PM	Part III. Fred Remington	
9:00 PM - 9:30 PM	Part IV. Allegheny County Bar Association	
9:30 PM - 10:00 PM	Part V. Bill Howell	
10:00 PM - 12:00 Mid	Part VI. Richard Overdorf	

# wtae radio 12-5-0

400 Ardmore Boulevard  
Pittsburgh, Pa. 15230

(412) 242-4300

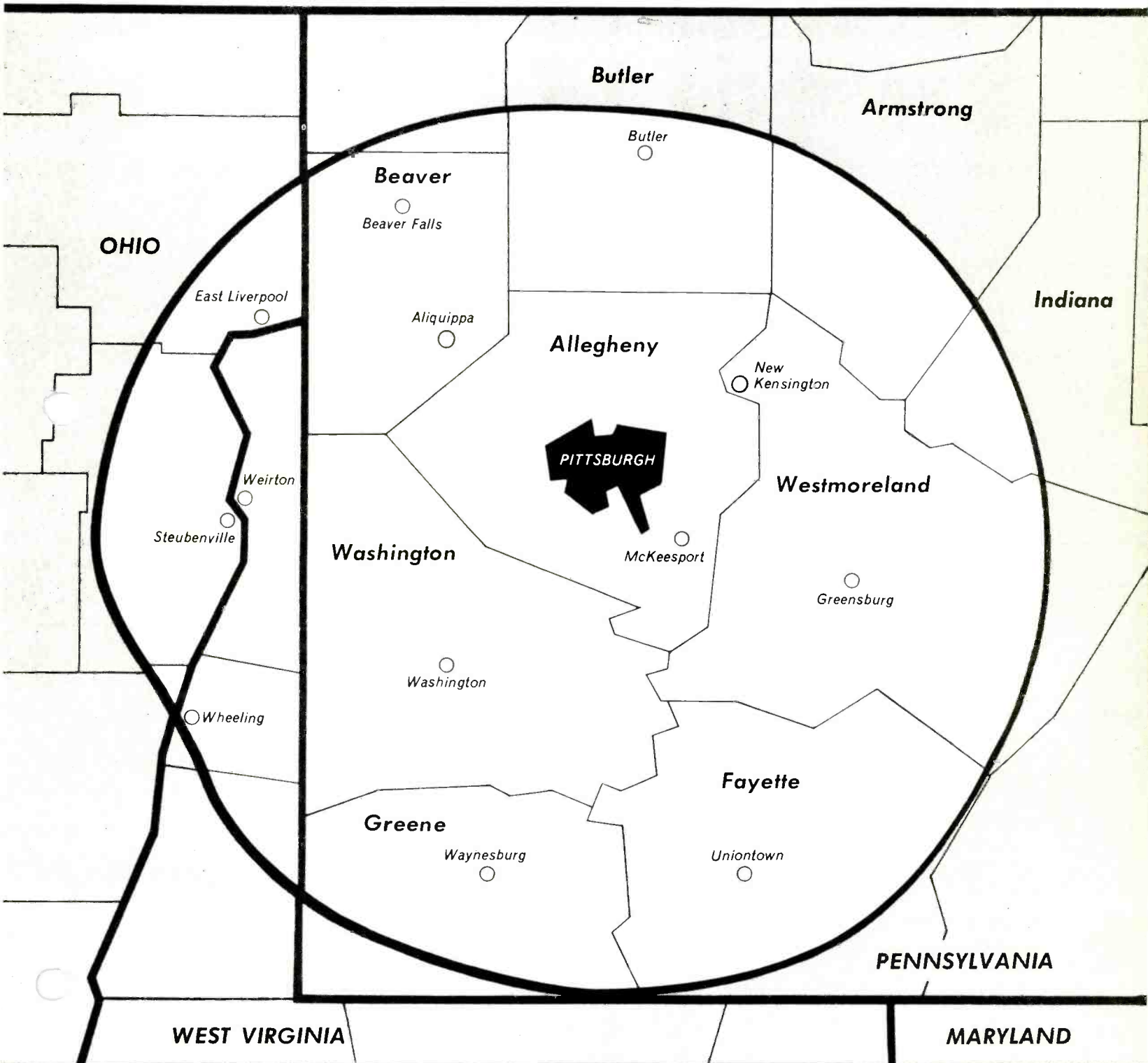
REPRESENTED BY

*Mg* mcgavren-guild  
pgw radio, inc.

Power ..... 5,000 Watts

Frequency ..... 1250 Kilocycles

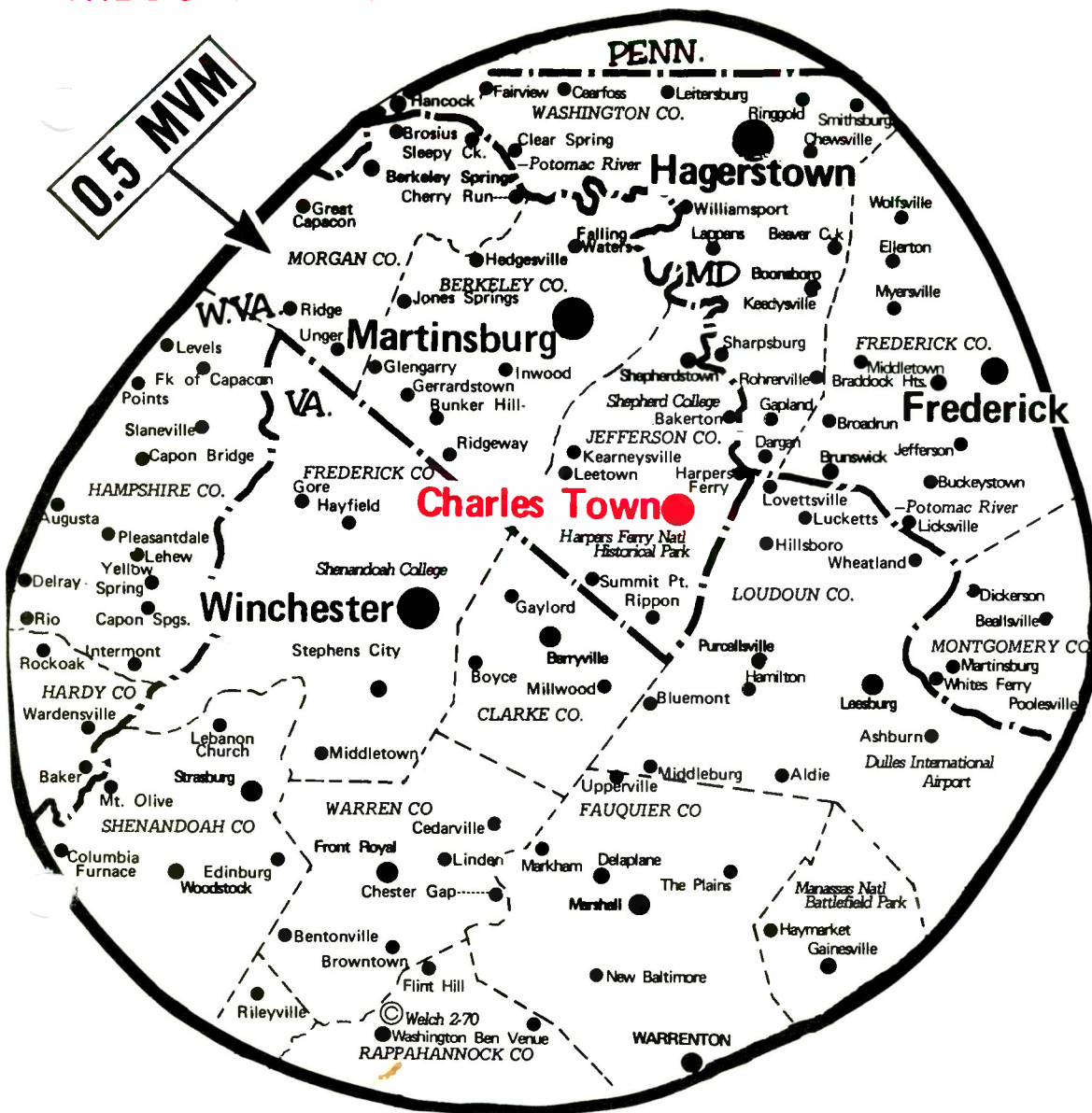
(WTAE 0.5 MV Area)



N.C.

**THE DOMINANT VOICE OF THE TRI-STATE MARKET**

**CHARLES TOWN,  
West Virginia**



**WXVA** — the most powerful AM station in the region — and its sister station **WZFM** — serve a rapidly-expanding market area of more than 4,300 square miles, centered in Charles Town, county seat of Jefferson County — just 58 miles west of the nation's capital.

**CHARLES TOWN** has two world-famous race courses which operate ten months annually — bringing hundreds of thousands of sports fans to the area.

**TYPICAL INDUSTRIES** in this wealthy market include: Fairchild-Hiller, Mack Trucks, DuPont de Nemours, Corning Glass, General Electric, 3M, Musselman's Foods, Capital Records, American Optical, Crown Cork & Seal — and Aerojet General. These well-known industries employ 300 to 4,000 each

**WXVA/WZFM** programs contemporary middle-of-the-road music sprinkled with pop "oldies" and selected non-frantic Current Top 40 hits. — it's the successful sound, the Sound of the Seventies! Each announcer works skillfully to provide an adult, interesting and compelling atmosphere!

**WXVA/WZFM** are very strong in local and regional news, sports — and special events. Hard-hitting "Action Central News" makes extensive use of local actualities woven into crisp, professional production packages!

**Numerous features**, farm reports, stock market reports, fire calls, community bulletin board, audience participation contests — and special interest features are only some of the reasons why your business should be show-cased on the northern Shenandoah Valley's most dominant two-some — **WXVA/WZFM**!

**WXVA  
WZFM**

Charles Town, West Virginia

**AM 5,000 Watts**  
1550 KC  
**FM 3,000 Watts**  
98.3 MC

**WXVA / WZFM**

John P. Luce,  
President and General Manager  
P. O. Box 188

Charles Town, West Virginia 25414  
Phone 304-725-7055



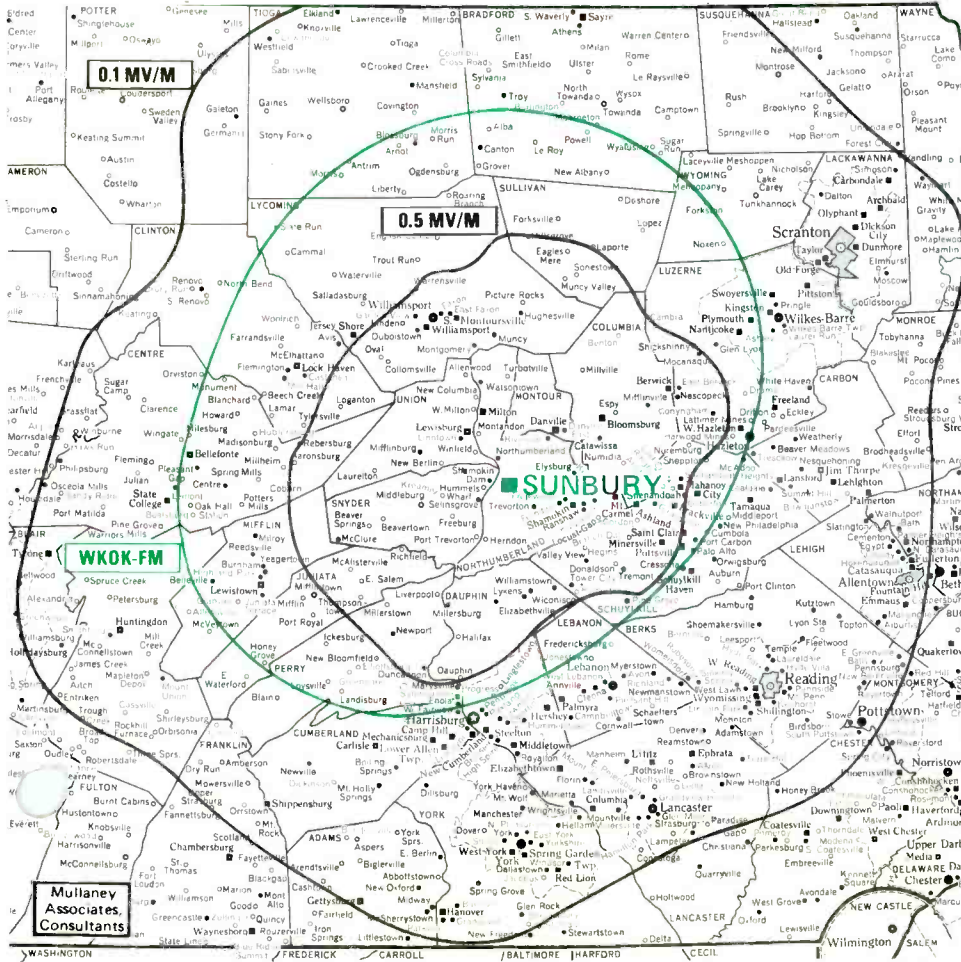
<b>Market Data:</b>		0.5 MVM Coverage
Population .....		423,800
Households .....		127,890
Radio Homes .....		126,980
Spendable Income ...	\$1,067,894,000	
Total Retail Sales ....	\$ 767,555,000	
Food Stores .....	\$ 167,654,000	
Drug Stores .....	\$ 25,119,000	
Department Stores ...	\$ 99,233,000	
Apparel Shops .....	\$ 33,117,000	
Homefurnishings ....	\$ 31,883,000	
Auto Dealers .....	\$ 142,847,000	
Service Stations .....	\$ 55,843,000	
Auto Ownership .....	183,280	
Farm Population .....	31,090	
Farm Income .....	\$ 193,853,000	
Source: SRDS Consumer Data 1970.©		

Prepared by: **RADIO Unlimited**

N.C.  
20148



# 10,000 Watts of Great Radio



Map Copyright by Rand McNally

1150 N. Front St.  
Sunbury, Pennsylvania 17801  
(717) 286-5838

Represented by:  
Meeker Radio  
Dome-Messersvey

10,000 Watts at 1070 KHZ  
1,000 Watts nights  
4,400 Watts e.r.p. at 94.1 MHZ



One of Penna's top six in AM power and coverage, 26th oldest (est. 1933). A contemporary easy listening sound with an emphasis on news and information... personality radio plus six hours of telephone talk every week. A sports leader with more hours of local, college and pro football, basketball, baseball, auto and horse racing. Four mobile news units, two way radio equipped. A Community Club Awards Station. Regular editorial comment.



## MARKET DATA

	WITHIN 0.5 MVM COVERAGE AREA	WITHIN 0.1 MVM COVERAGE AREA
<b>AUDIENCE</b>		
Population	353,400	3,059,300
Homes with radio	110,580	943,660
Automobiles with radio	108,368	924,786
	180,340	1,364,670
	162,306	1,228,200
<b>MARKET</b>		
Spendable Income	\$994,217,000	\$8,486,013,000
Total Retail Sales	568,432,000	5,267,986,000
Food Sales	149,605,000	1,200,210,000
Drug Sales	15,413,000	132,179,000
Gen. Mdse. Sales	59,615,000	832,828,000
Apparel Sales	39,524,000	319,105,000
Home Furn. Sales	25,725,000	264,596,000
Automotive Sales	122,717,000	1,098,615,000
Service Station Sales	42,466,000	362,188,000
<b>FARM MARKET</b>		
Farm Population	18,800	136,700
Gross Farm Income	\$ 68,118,000	\$ 584,470,000

CBS RADIO

# THE MIGHTY WKOK

AM \* \* FM

## SUNBURY, PENNSYLVANIA

Data from: U.S. Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture, SRDS Consumer Market Data  
Compiled and Printed by Natl. Research Bureau, Inc., Chicago, Ill., Burlington, Iowa.

SEE BACK

156

# Boss Radio - Atlantic City, U.S.A.



**ATLANTIC CITY** . . . this world-renowned resort and convention city hosts 16 million visitors each year. The city boasts the world's longest Boardwalk, the world's largest and fully air-conditioned convention hall, and hosts the Miss America Pageant each year.

Organizations ranging from the 35,000 strong American Medical Association to the Metropolitan Insurance Company of Canada converge here the year round. Urban renewal is giving metropolitan Atlantic City a modern, new skyline.

**ATLANTIC CITY** has industry too! Apparel manufacturing, automobile batteries, electronic assembly, boat building and commercial fishing have resulted in new highs in employment. The world's largest National Aviation Facilities Experimental Center is located just north of Atlantic City.

**ATLANTIC CITY** is located directly on the Garden State Parkway from New York and is the termination point of the Philadelphia-Atlantic City Expressway.

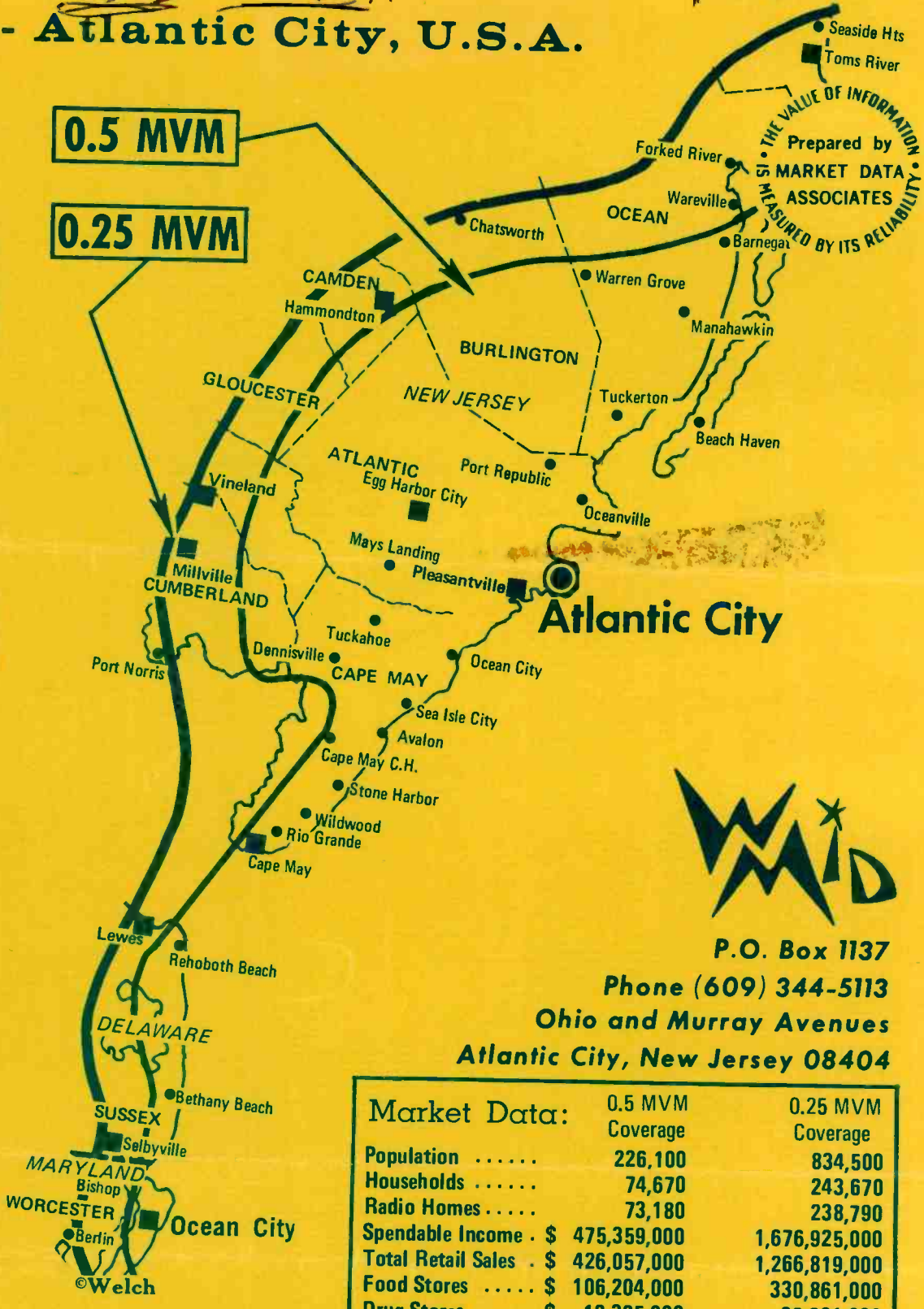
**WMID** . . . "Boss Radio" . . . beams a strong signal from its mighty 314-foot self-supporting tower, located in South Jersey's wet-lands, is heard regularly in four states . . . from southern Long Island to Ocean City, Maryland.

**WMID's** unique mixture of promotion, contemporary music, and local news on a consistent basis for many years, has resulted in complete dominance in the South Jersey radio market.

**WMID** is proud of its public service record and has built public equity unequalled in the market.



**1340 KC**  
**1000 Watts**  
**24 Hours a Day**  
**Seven (7) Days a Week**



**A Merv Griffin group station**

Coverage Contours Prepared by:  
**JULES COHEN & ASSOCIATES**  
Consulting Electronics Engineers  
Washington, D.C.



**P.O. Box 1137**  
**Phone (609) 344-5113**  
**Ohio and Murray Avenues**  
**Atlantic City, New Jersey 08404**

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population . . . . .	226,100	834,500
Households . . . . .	74,670	243,670
Radio Homes . . . . .	73,180	238,790
Spendable Income . \$	475,359,000	1,676,925,000
Total Retail Sales . \$	426,057,000	1,266,819,000
Food Stores . . . . . \$	106,204,000	330,861,000
Drug Stores . . . . . \$	12,325,000	32,901,000
Gen'l Merchandise . \$	32,134,000	101,093,000
Apparel Stores . . . \$	29,529,000	71,540,000
Home Furnishings . \$	15,048,000	49,711,000
Auto Sales . . . . . \$	53,690,000	213,715,000
Service Stations . . \$	25,432,000	90,481,000
Private Autos . . . .	92,280	296,960
Farm Population . . .	3,300	33,300
Farm Households . . .	890	10,000
Gross Farm Income \$	22,560,000	223,168,000

**SOURCE: SRDS Consumer Market Data 1967.**

ATLANTIC CITY N.J.

FEB 1 1971

DEAR SIR,

THANK YOU FOR YOUR LETTER, ENCLOSED SOME SURVEYS

THIS WILL ALSO CONFIRM YOUR RECEPTION REPORT,



24 HOURS

ATLANTIC CITY, NEW JERSEY

JANUARY 29 thru FEBRUARY 4, 1971

TRULY

This Week	TITLE	ARTIST	Last Week
★1	1. YOUR SONG	ELTON JOHN	1.

2.	ROSE GARDEN	LYNN ANDERSON	4
3.	LOVE THE ONE YOU'RE WITH	STEPHEN STILLS	3
4.	STONEY END	BARBARA STREISAND	6
5.	IT'S IMPOSSIBLE	PERRY COMO	11
6.	KNOCK THREE TIMES	DAWN	2
7.	WHEN I'M DEAD AND GONE	MCGUINNESS FLINT	7
8.	HE AIN'T HEAVY, HE'S MY BROTHER	NEIL DIAMOND	5
9.	IF I WERE YOUR WOMAN	GLADYS KNIGHT & THE PIPS	24
10.	THEME FROM "LOVE STORY"	HENRY MANCINI	17
11.	GROOVE ME	KING FLOYD	13
12.	BORN TO WANDER	RARE EARTH	12
13.	ONE BAD APPLE	OSMONDS	18
14.	MY SWEET LORD/ISN'T IT A PITY	GEORGE HARRISON	10
15.	TEMPTATION EYES	GRASSROOTS	15
16.	REMEMBER ME	DIANA ROSS	16
17.	PAY THE PIPER	CHAIRMAN OF THE BOARD	19
18.	GAMES	REDEYE	9
19.	I HEAR YOU KNOCKING	DAVE EDMONDS	22
20.	SOMEBODY'S WATCHING YOU	LITTLE SISTER	23
21.	SWEET MARY	WADSWORTH MANSION	25
22.	1900 YESTERDAY	ORIENT EXPRESS	28
23.	MOST OF ALL	B.J. THOMAS	8
24.	ONE MAN BAND	THREE DOG NIGHT	30
25.	IMMIGRANT SONG	LED ZEPLIN	20
26.	LET YOUR LOVE GO	BREAD	26
27.	ONE LESS BELL TO ANSWER	5TH DIMENSION	14
28.	PRECIOUS, PRECIOUS	JACKIE MOORE	HB
29.	IF YOU COULD READ MY MIND	GORDON LIGHTFOOT	HB
30.	MAMA'S PEARL	JACKSON FIVE	HB

BOSS HITBOUNDS:

WILD WORLD

CAT STEVENS

JUST MY IMAGINATION

TEMPTATIONS

HAVE YOU EVER SEEN THE RAIN

CREEDENCE CLEARWATER REVIVAL

The Jersey Giant Gets It Together, Mid-Days, From 10:00 Till 2:00 With Walt Cooper.

N.C.

WGGO'S brand-new programming is designed to reach the spending-est people in the Southern Tier area. That's a pretty good reason why your sales message should be on it.

Radio sells. It sells for the largest advertisers in the country. And it can sell for you.

But radio can't sell if people don't listen. So we're going all out to make sure modern adults - the ones with the adult buying power - listen to radio station WGGO.

First of all, we've thrown out our old music format and replaced it with a brand-new one. And while we were at it, we got a new music library too. So now we have lots of music. Nice music. Not so square that it won't move and not so round that it'll drive you up the wall. Just the kind of music modern adults like to listen to.

We've also got a bunch of sharp guys we call personalities. They're pretty smooth talkers and they'll deliver your sales message in a way that will make people listen.

Randy LeBlanc, Jack Ronan, and Don Patrick bring you the right music for the right time of day. And they don't bend your ear too much. Eric Brian lets listeners speak their mind in his popular program "Party Line". Eric Brian also brings you the local and county news. And since WGGO is an ABC affiliate, you also get the ABC Network News. Even the mayor and the police and fire chiefs get into the act with periodic reports of great interest to the community. For good measure we throw in ski and road reports - and the weather.

Finally, just to make sure people are listening, we keep running contests to encourage audience participation. We really give things away. Prizes like radios, records, gold jewelry and, of course, good old cash.

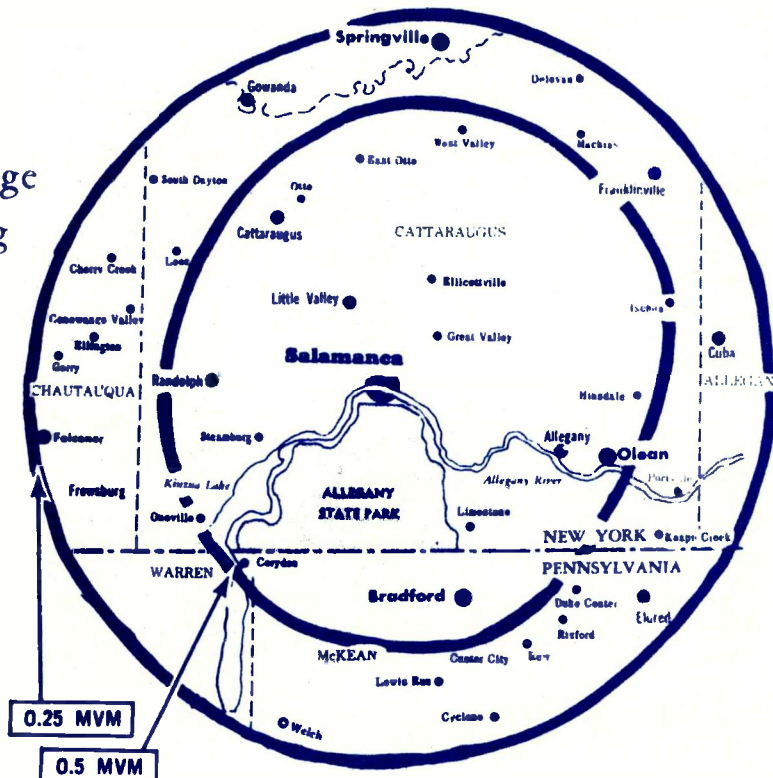
Let WGGO sell for you Call Jack J. Kessler today. He's our general manager (and a very nice guy besides). Jack will gladly answer your questions. And he'll tell you how WGGO can sell for you. His number is 945-1515.



Address: 680 Broad Street, Salamanca, N. Y. 14779

Jack J. Kessler, Vice President & General Manager

Your message goes a long way on WGGO



MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	136,400	336,800
Households	41,110	103,040
Radio Homes	40,290	100,980
Automobiles	52,400	125,810
Spensible Income \$	282,032,000	700,928,000
RETAIL SALES:		
Food Stores \$	44,424,000	110,815,000
Drug Stores \$	5,326,000	12,752,000
Gen'l. Merchandise \$	16,556,000	39,172,000
Apparel Stores \$	11,182,000	64,620,000
Home Furnishings \$	6,723,000	17,009,000
Auto Dealers \$	35,091,000	86,937,000
Service Stations \$	12,425,000	29,883,000
Total Retail Sales \$	166,777,000	447,865,000
FARM DATA:		
Farm Population	10,300	25,500
Gross Farm Income \$	26,074,000	65,373,000
SOURCE: SRDS Consumer Data exclusively, 1967		

IT DOESN'T COST YOU AN ARM AND A LEG, EITHER.

RETAIL RATE CARD  
EFFECTIVE NOVEMBER 1, 1970

PROGRAM TIMES

Agency	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Minutes	30 Sec.	10 Sec.
1	41.00	24.00	17.00	13.00	12.00	4.50	3.50	2.00
13	39.00	23.00	16.00	12.00	11.00	4.25	3.25	1.90
26	37.00	22.00	15.00	10.50	10.00	4.00	3.00	1.80
52	35.00	21.00	14.00	10.00	9.00	3.75	2.75	1.70
104	34.00	20.00	13.00	9.50	8.00	3.50	2.50	1.60
156	33.00	19.00	12.00	9.00	7.00	3.25	2.25	1.50
260	—	18.00	11.00	8.00	6.00	3.00	2.10	1.40
520	—	17.00	10.00	7.00	5.00	2.75	2.00	1.30
1040	—	—	—	—	4.00	2.50	1.90	1.20

ANNOUNCEMENT PACKAGES

5 Per Week	10 Per Week	15 Per Week	20 Per Week	25 Per Week	30 Per Week	40 Per Week	50 Per Week	60 Per Week
19.00	34.00	47.00	59.00	69.00	79.00	90.00	100.00	110.00
14.00	28.00	38.00	47.00	58.00	67.00	77.00	85.00	90.00
30 Seconds	30 Seconds	30 Seconds	30 Seconds	30 Seconds	30 Seconds	30 Seconds	30 Seconds	30 Seconds
1 Minute	1 Minute	1 Minute	1 Minute	1 Minute	1 Minute	1 Minute	1 Minute	1 Minute
10 Seconds	10 Seconds	10 Seconds	10 Seconds	10 Seconds	10 Seconds	10 Seconds	10 Seconds	10 Seconds

# LISTEN!

THERE'S SOMETHING NEW  
IN THE AIR

AND YOU SHOULD GET IN ON IT.

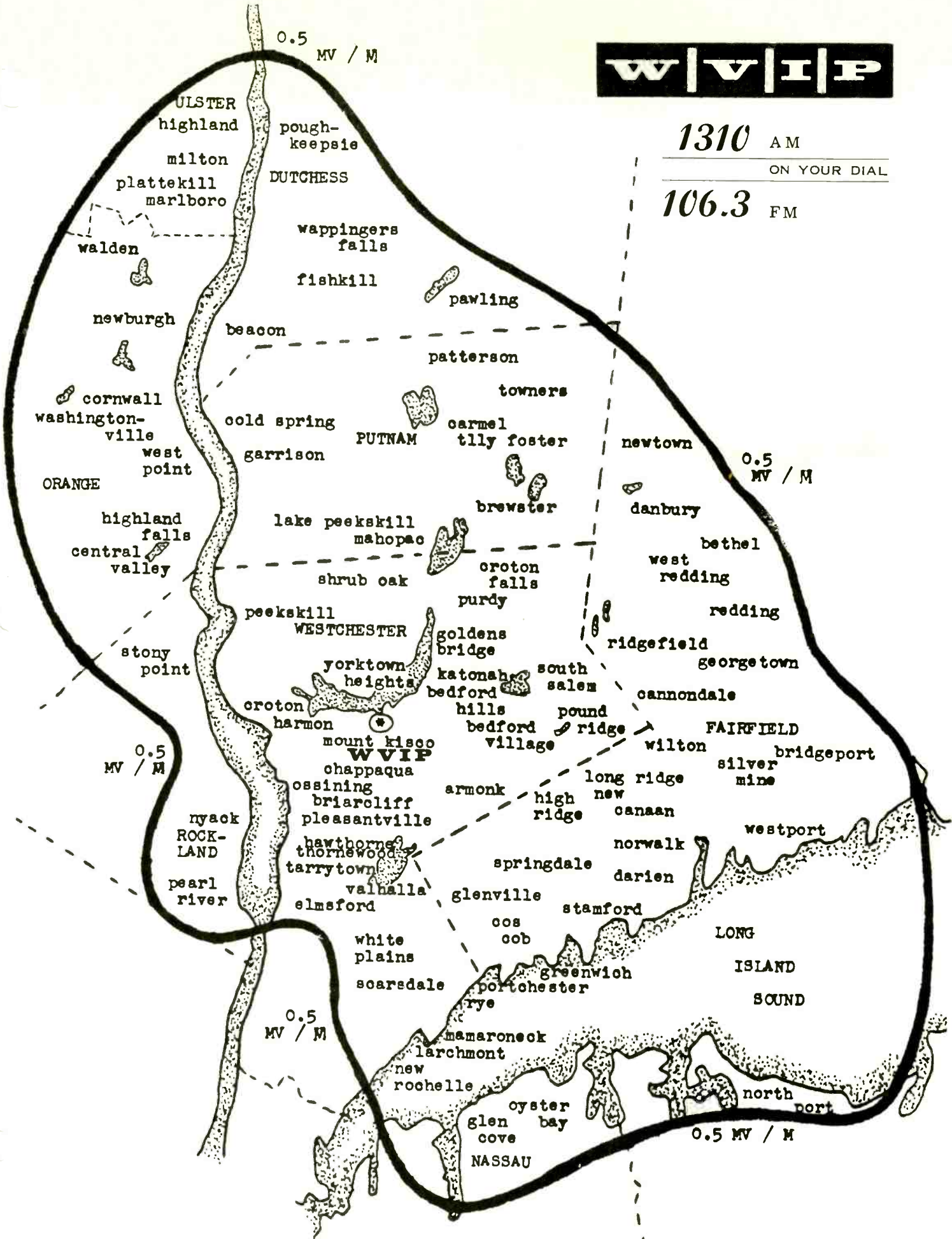


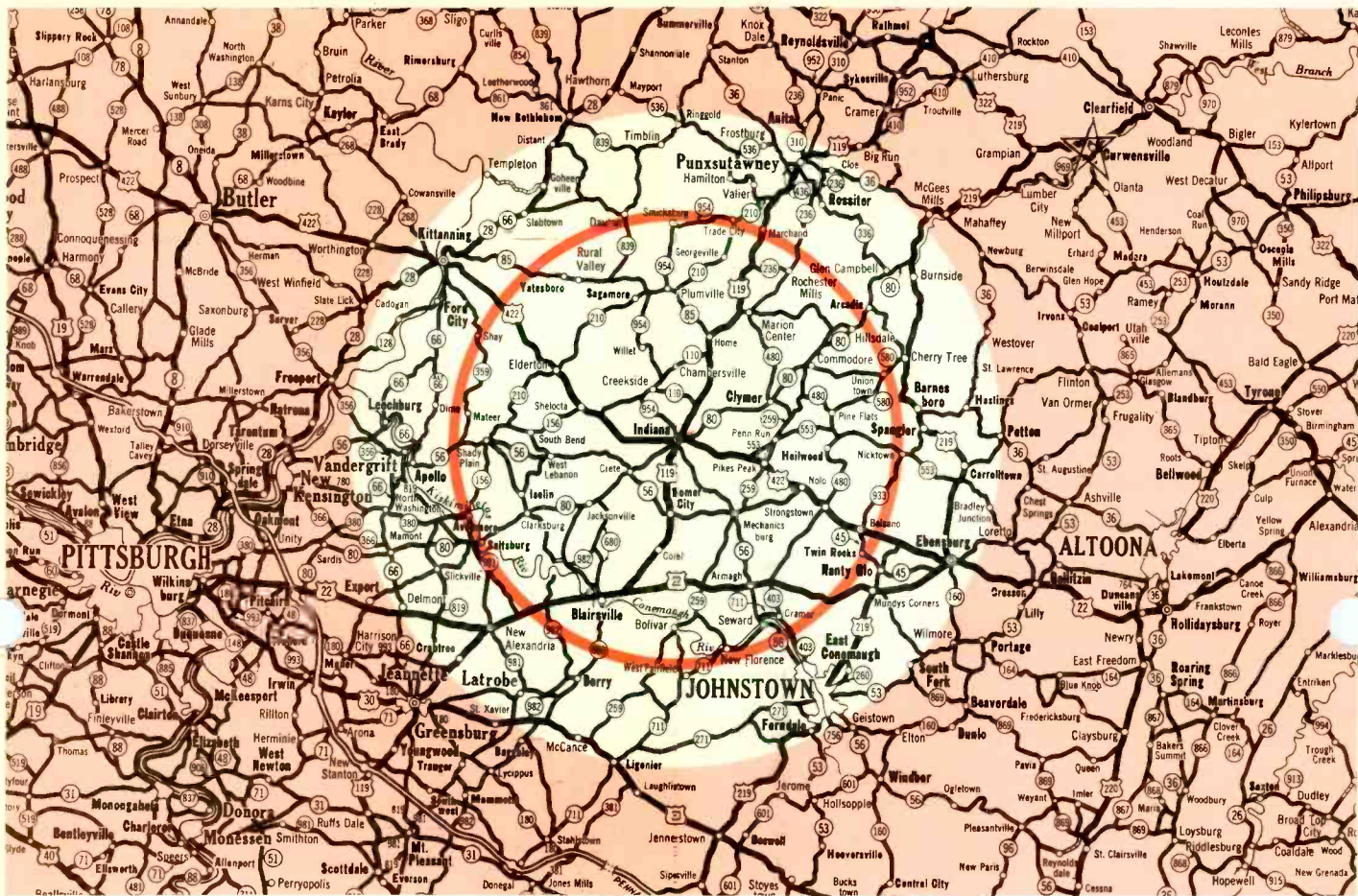


1310 AM

ON YOUR DIAL

106.3 FM





**LICENSEE:**

WDAD, Inc.

**PROGRAM RATES**

**HOME OFFICE:**

632 Philadelphia Street  
Indiana, Pa.

**FIFTEEN MINUTES**

**FIVE MINUTES**

No. of Times

No. of Times

**TELEPHONE:**

465-5511

1 ..... \$10.00

1 ..... \$6.00

52 ..... 9.00

52 ..... 5.00

**NEWS SERVICE:**

United Press International

156 ..... 7.25

156 ..... 4.50

260 ..... 6.75

260 ..... 4.00

**NETWORK:**

CBS

312 ..... 6.00

312 ..... 3.50

**TECHNICAL DATA:**

1000 Watts-D . . . 250-N

**TEN MINUTES**

**ONE HOUR - \$35.00**

**HALF HOUR - \$20.00**

**MUSIC RIGHTS:**

ASCAP, BMI . . . SESAC

No. of Times

1 ..... \$8.00

**CHARGES:**

Special Services . . . Remote  
Broadcasts

52 ..... 7.00

**NEWS HEADLINES  
AND WEATHER**

Production charges and talent on  
request.

156 ..... 5.75

3 per week . . . a month \$40.00

260 ..... 5.50

312 ..... 4.75

5 per week . . . a month 60.00

*Please to verify your reception of WDAD - 8-49pm - 11-12-70 - D. J. Miller ch. 11.*

# WDAD

## Spot Rates

**ACTION PACKAGE**  
(Use Within 10 Days)

SPOTS PER PACKAGE	RATE PER SPOT	COST PER PACKAGE
10	\$2.80	\$ 28.00
20	2.60	52.00
30	2.40	72.00
40	2.20	88.00
50	2.00	100.00

	SPOTS PER WEEK	TOTAL SPOTS	RATE PER SPOT	COST PER PACKAGE	MONTHLY COST	
13 WEEKS	5	65	\$2.50	\$ 162.50	\$ 54.16	3 Months
	10	130	2.40	312.00	104.00	
	15	195	2.30	448.50	149.50	
	20	260	2.20	572.00	190.66	
26 WEEKS	5	130	2.40	312.00	52.00	6 Months
	10	260	2.30	598.00	99.66	
	15	390	2.20	858.00	143.00	
	20	520	2.10	1092.00	182.00	
52 WEEKS	5	260	2.30	598.00	49.83	12 Months
	10	520	2.20	1144.00	95.33	
	15	780	2.10	1638.00	136.50	
	20	1040	2.00	2080.00	173.33	

### QUARTER-MINUTE "QUICKIE" SPOTS

Maximum Words per Spot .....	30
Minimum Spots per Month .....	50
Net Rate per Spot .....	\$1.50

# THE SOUND

## DIAL 1450

# THE

# RA

## WDAD

AM Transmitter

Finals: 3CX2500

Final Plate V.: 5 KV

Final Plate A.: 2.8 Amps

Transmitter: Collins 21M

No. of Finals: 2

Arr. of Finals: Parallel

Drivers: 4-125's

No. of towers: 5  $\frac{1}{4}$  Wave

Day time pattern: Omni-Directional

Night time: Northerly Direction

  
Andre Bonneau

Chief Engineer

CJET AM & FM

30 Oct70

Dear Listener:

We acknowledge and thank you for your kind letter and comments on your reception of CJET-FM.

This station began operating on January 20th, 1969 from Smiths Falls, Ontario.

It broadcasts at 101.1 on the FM band with a power output of 47,300 Watts, horizontal and vertical polarization.

The station's antenna is mounted on a 320' tower at a site which is 390' above sea level.

We hope you will continue to enjoy good listening from CJET-FM.

Yours sincerely,

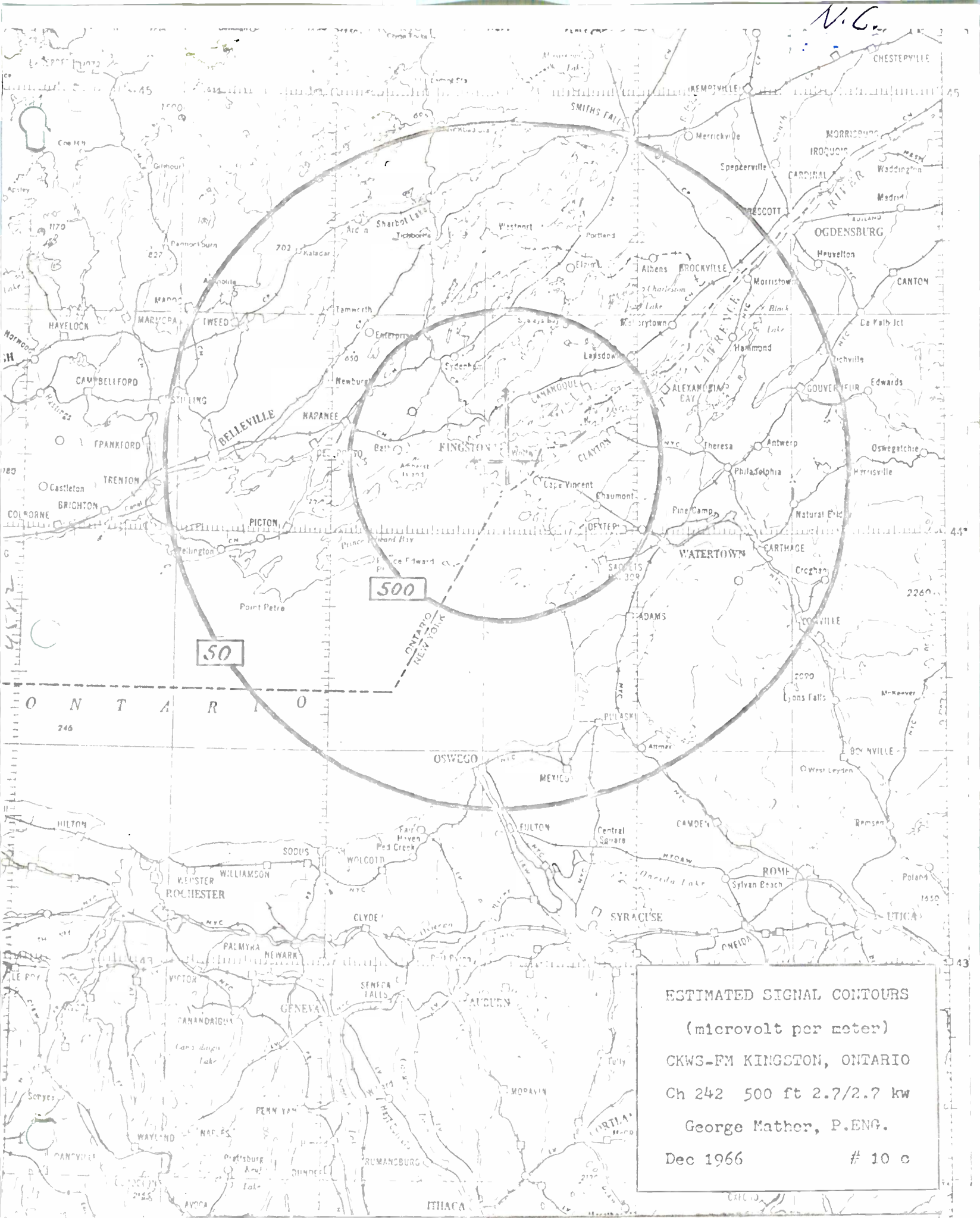
*J. W. Pollie*

General Manager.

*Thank You!*



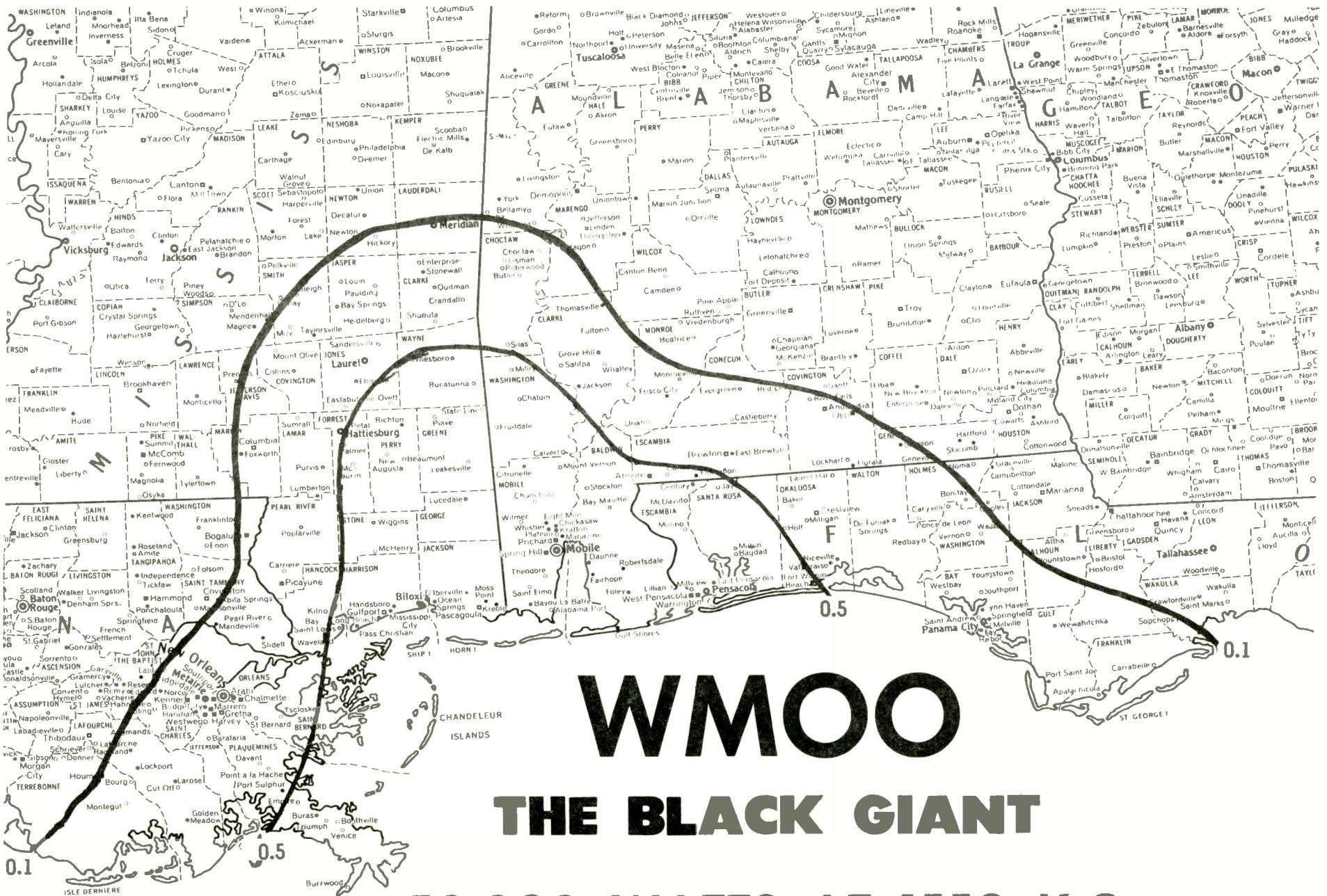
V.C.



ESTIMATED SIGNAL CONTOURS  
 (microvolt per meter)  
 CKWS-FM KINGSTON, ONTARIO  
 Ch 242 500 ft 2.7/2.7 kw  
 George Mather, P.ENG.  
 Dec 1966 # 10 c



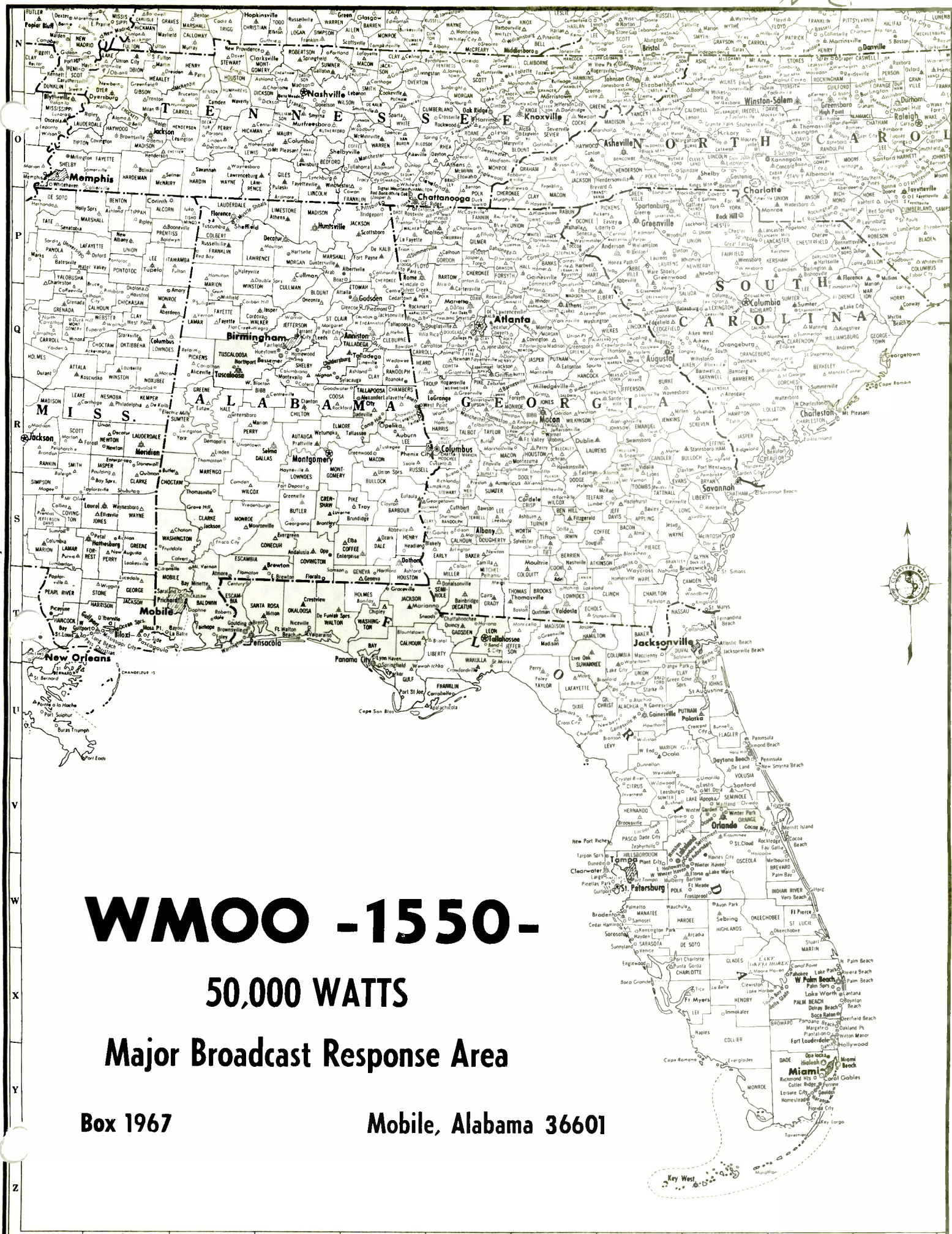
# WMOO RADIO MOBILE, ALABAMA



**WMOO**  
**THE BLACK GIANT**  
**50,000 WATTS AT 1550 K.C.**

N.C.

N.C.



# WMOO -1550-

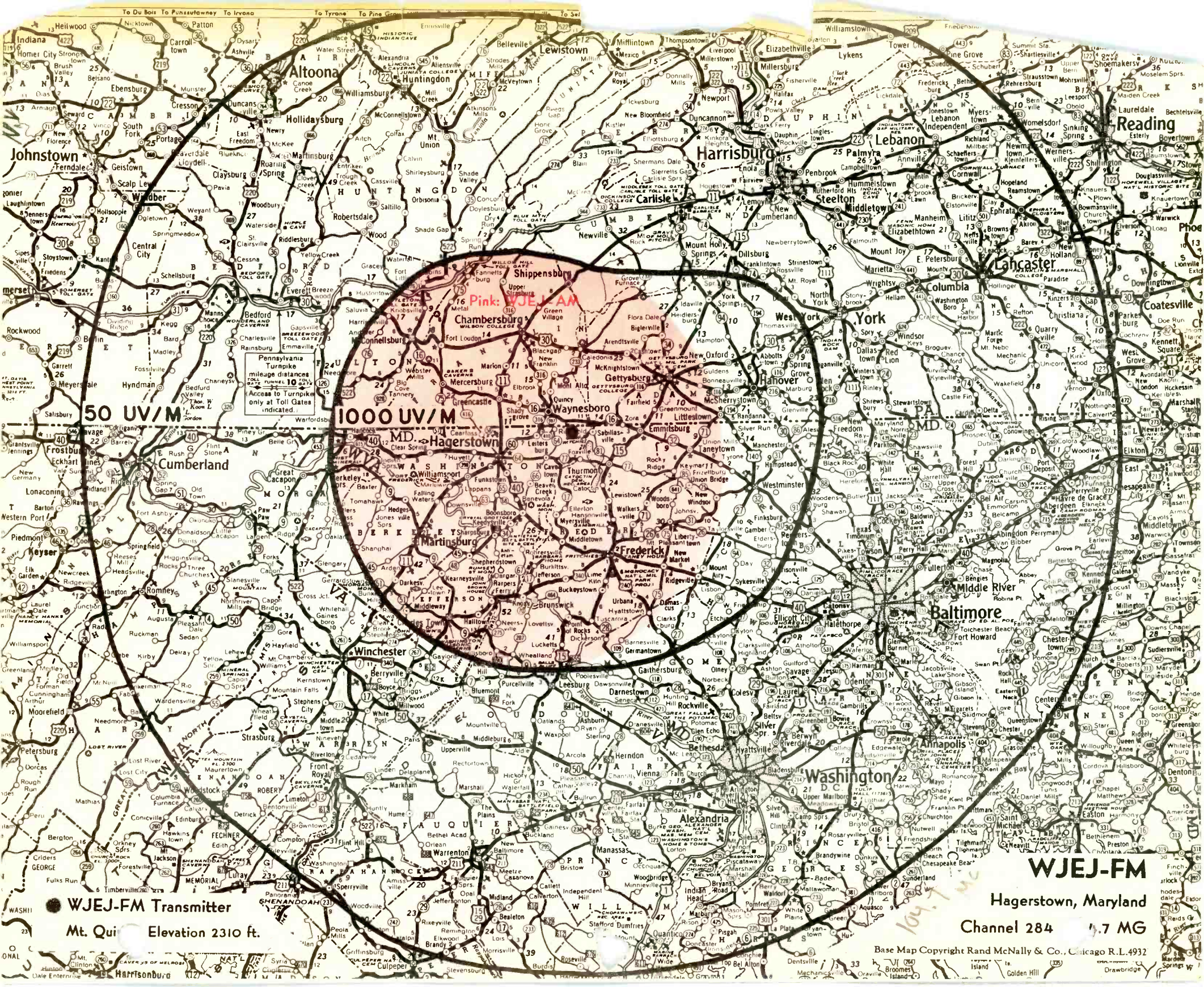
## 50,000 WATTS

### Major Broadcast Response Area

Box 1967

Mobile, Alabama 36601





Pink: WJEJ-FM  
WILSON COLLEGE

50 UV/M

1000 UV/M

● WJEJ-FM Transmitter  
Mt. Qui Elevation 2310 ft.

**WJEJ-FM**  
Hagerstown, Maryland  
Channel 284 104.7 MG

Base Map Copyright Rand McNally & Co., Chicago R.L.4932

EXCERPTS OF LETTERS RECEIVED FROM WJFJ--FM LISTENERS  
and on file at this station.

FROM:

BALTIMORE, MD. Your reception perfect. Signal intensity equal to any FM Transmitter in Baltimore.  
READING, PA. Your reception excellent. Entirely satisfactory.  
WARRENTON, VA. Reception from your FM Station is excellent.  
WASHINGTON, D. C. Appreciate fine reception as well as programs from your FM. Your station among the best four of the twelve we listen to.  
HARRISBURG, PA. Your reception is unusually good. FM, of course.  
MILLERSVILLE, PA. Your FM reception is very strong and clear.  
RED LION, PA. We are receiving your FM Station in Red Lion, Penna. 100%.  
DALLASTOWN, PA. Your FM Station gives us good clear, strong reception.  
YORK, PA. The quality of FM reception is exceptionally good.  
WESTMINSTER, MD. It is such a satisfaction to tune your FM for good reception. It is very clear.  
GLEN ROCK, PA. We receive your FM Station very well.  
LEBANON, PA. We are receiving your FM signal with great strength and clarity.  
CARLISLE, PA. Your signal is very excellent and clear.  
SHAMOKIN, PA. Your FM Station is heard regularly in this area.  
CHAMBERSBURG, PA. F M reception excellent.  
ROCKVILLE, MD. Your FM Station received here 100%.  
MARTINSBURG, W. VA. Your FM signal is received here very well even without Antenna.  
HANOVER, PA. Your FM reception comes through as clear as a bell.  
LANCASTER, PA. We receive your FM broadcasts exceptionally clear.  
HINKSBURG, MD. Your FM reception is very clear.  
HIGHSPIRE, PA. Your FM signal is the strongest I receive.  
BERKELEY SPRINGS, W. VA. Your FM signal is okey here even without an antenna.  
FAIRFAX, VA. We receive your FM very good.  
WINCHESTER, VA. Your FM reception is tops.  
SIKESVILLE, MD. Your FM signal is very strong. With antenna directed away from your station.  
CUMBERLAND, MD. Your FM transmission is adequate for good reception.  
MT. JOY, PA. We enjoy your FM broadcasts very much. We receive them very well.  
GAITHERSBURG, MD. Your FM station comes in loud and clear.  
SILVER SPRINGS, MD. Your FM programs come in fine.  
OWINGS MILLS, MD. Your FM comes through beautifully.  
ARLINGTON, VA. We pick up your FM Station very good here.  
FALLS CHURCH, VA. The quality of your FM station here is excellent.  
SUMMERDALE, PA. Reception very clear.  
GETTYSBURG, PA. Your FM reception is very clear.  
PIKESVILLE, MD. Your FM programs come in fine and clear.  
LEWISTOWN, PA. Your FM programs are outstandingly clear.  
BERCERSBURG, PA. Your FM station comes in really loud and clear.  
CONNELLSBURG, PA. At last we can hear good clear static-free programs over your FM station.  
FRET, PA. It is a real pleasure to have a good strong signal in my radio such as your FM station.  
IDAYSBURG, PA. Your FM station comes in very clear.  
ORD, PA. Enjoy your FM programs very much.

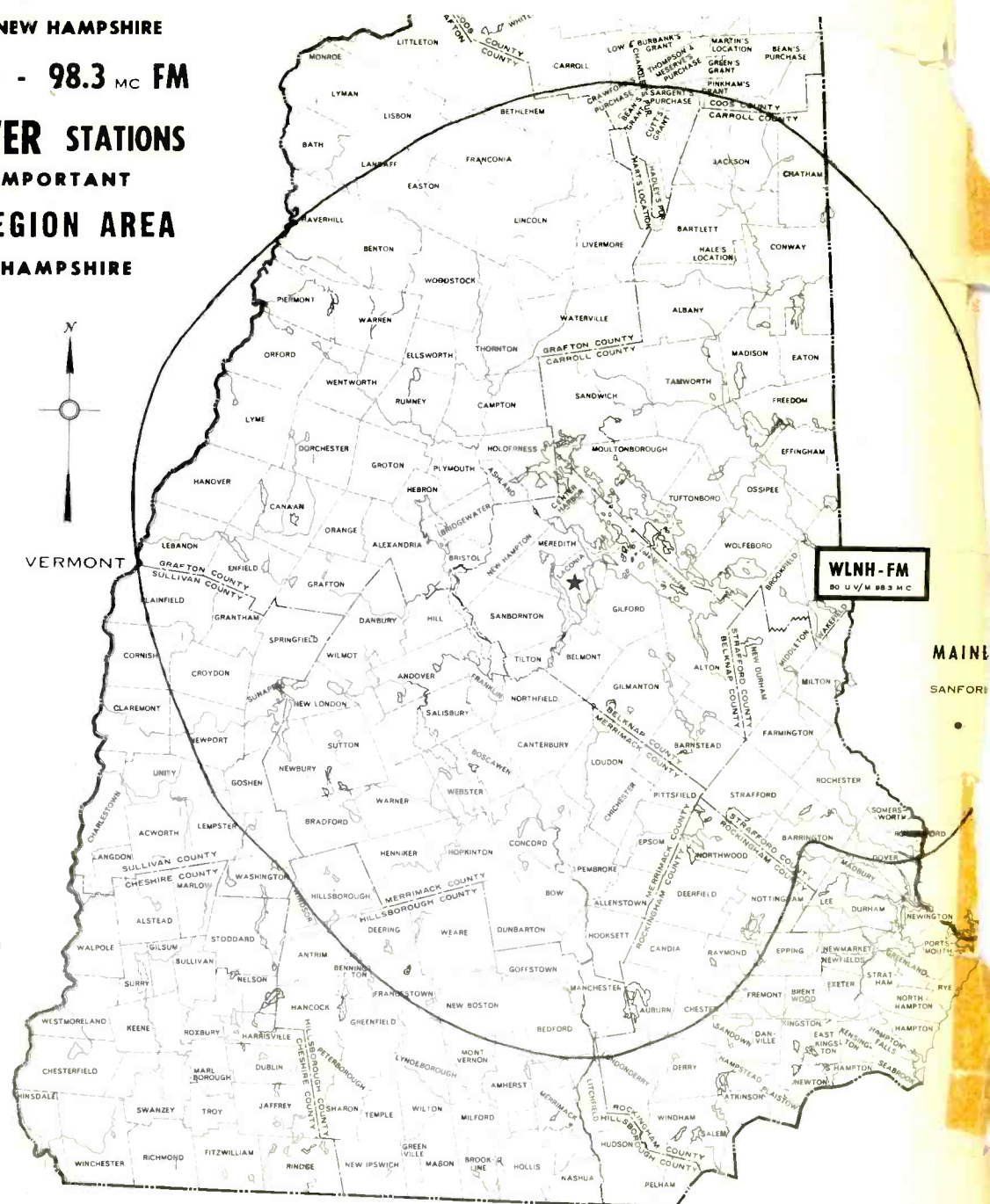
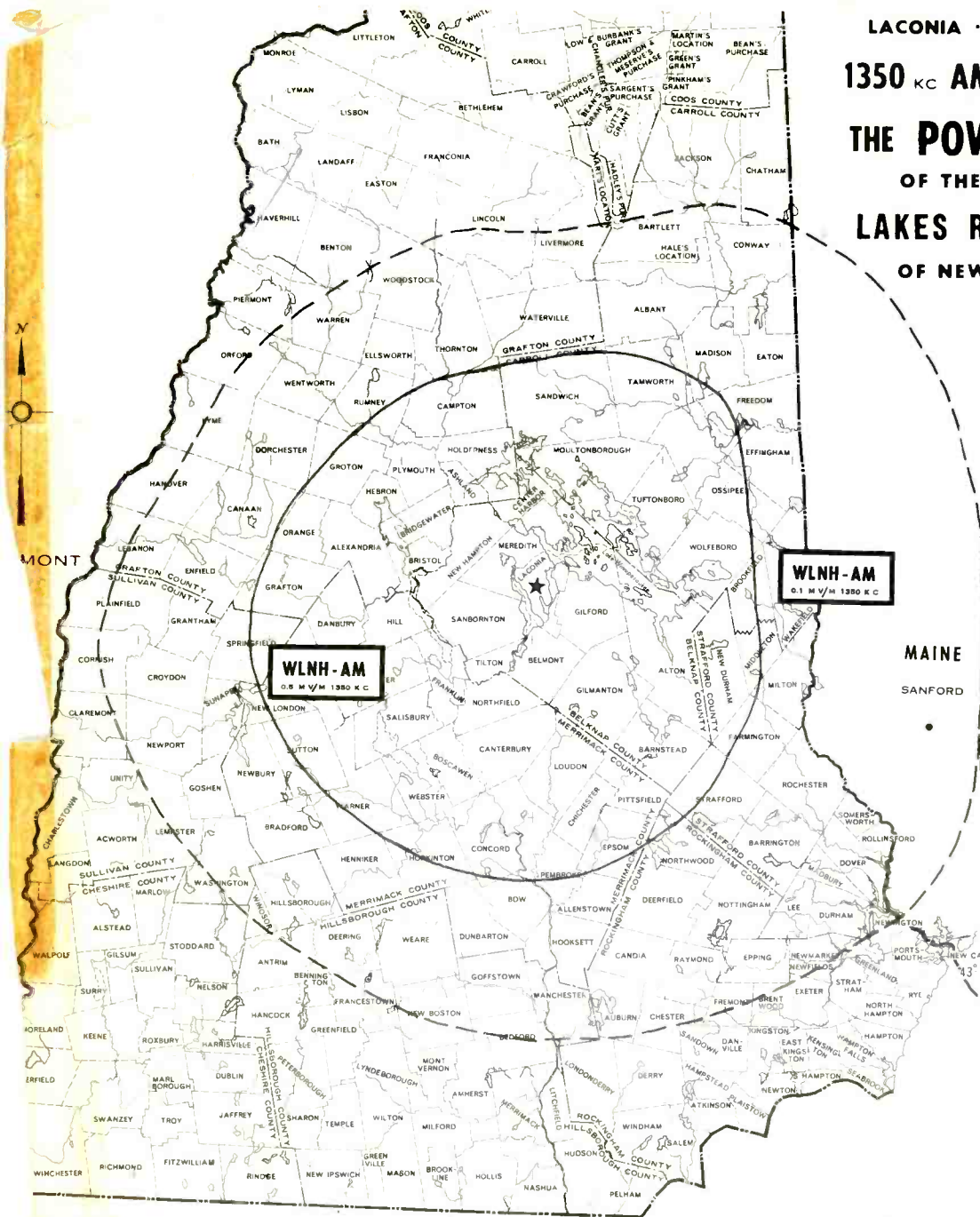
# WLNH AM FM



LACONIA · NEW HAMPSHIRE

1350 KC AM - 98.3 MC FM

THE POWER STATIONS  
OF THE IMPORTANT  
LAKES REGION AREA  
OF NEW HAMPSHIRE

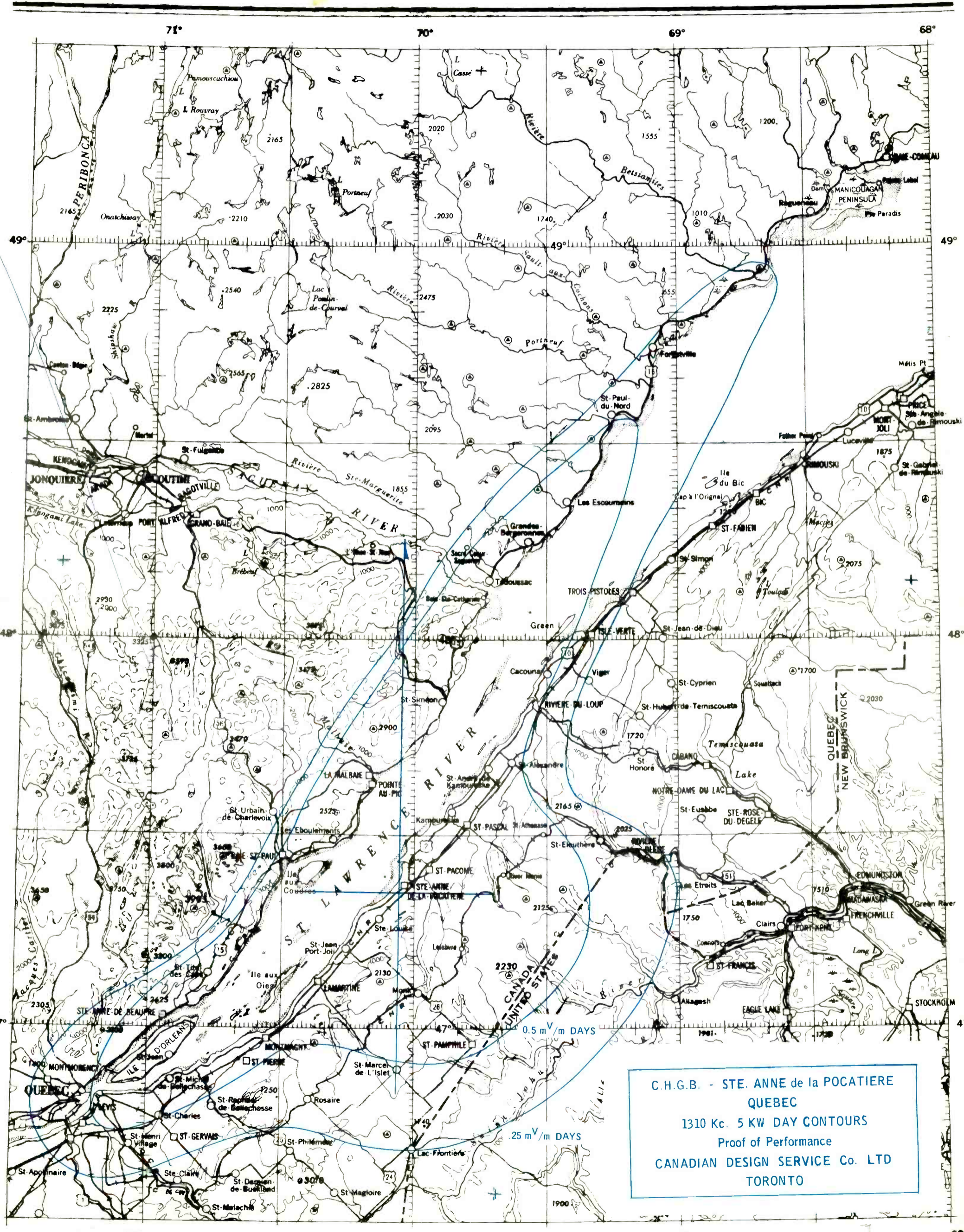


# W S R O

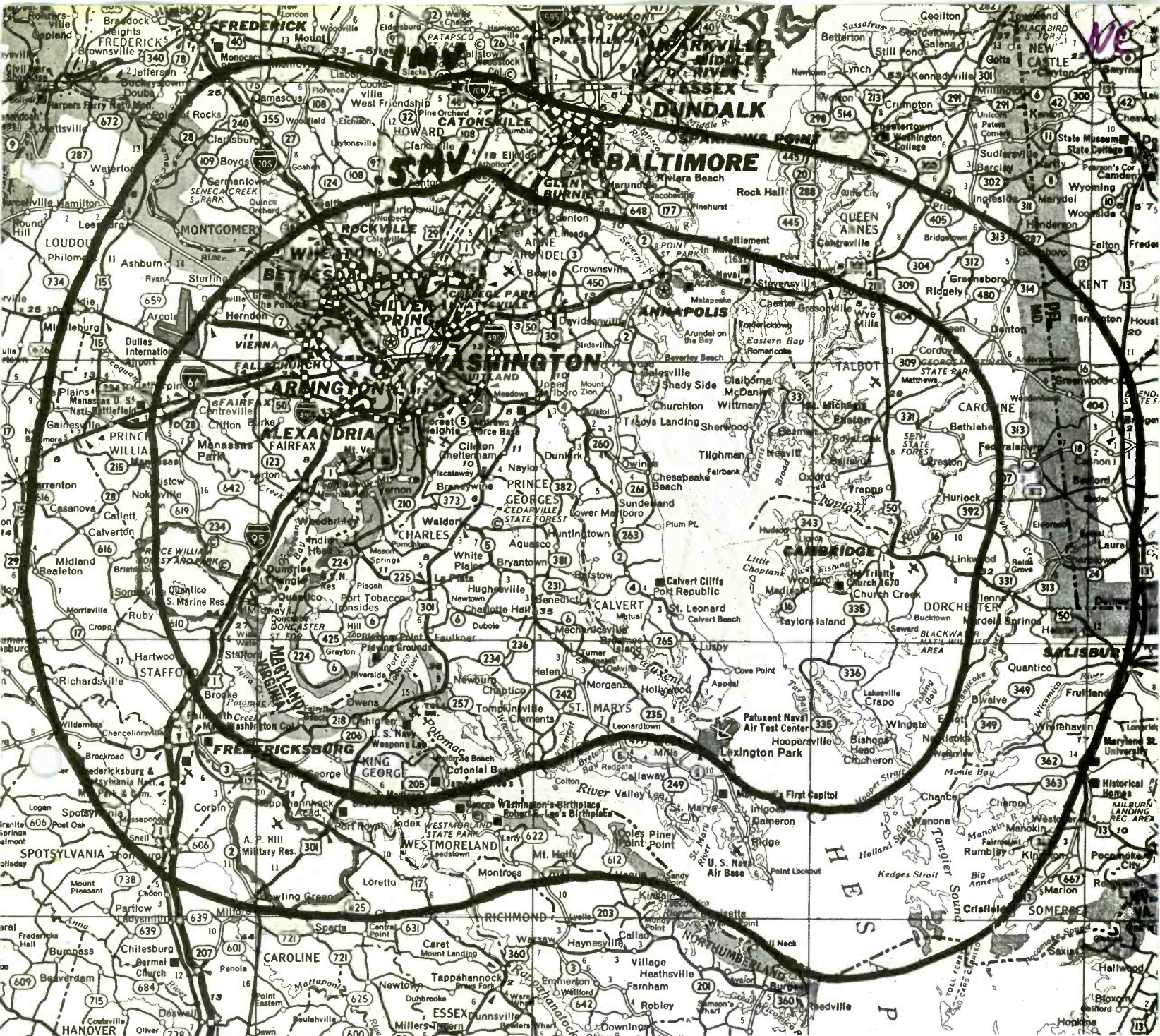


**1470** on your Radio  
 CURTIS AVENUE  
 MARLBORO, MASSACHUSETTS  
 TELEPHONE - 485-**1470**

*A Subsidiary of*  
**THE NEW ENGLAND**  
**BROADCASTING COMPANY**



C.H.G.B. - STE. ANNE de la POCATIERE  
 QUEBEC  
 1310 Kc. 5 KW DAY CONTOURS  
 Proof of Performance  
 CANADIAN DESIGN SERVICE Co. LTD  
 TORONTO



# 10,000 WATTS

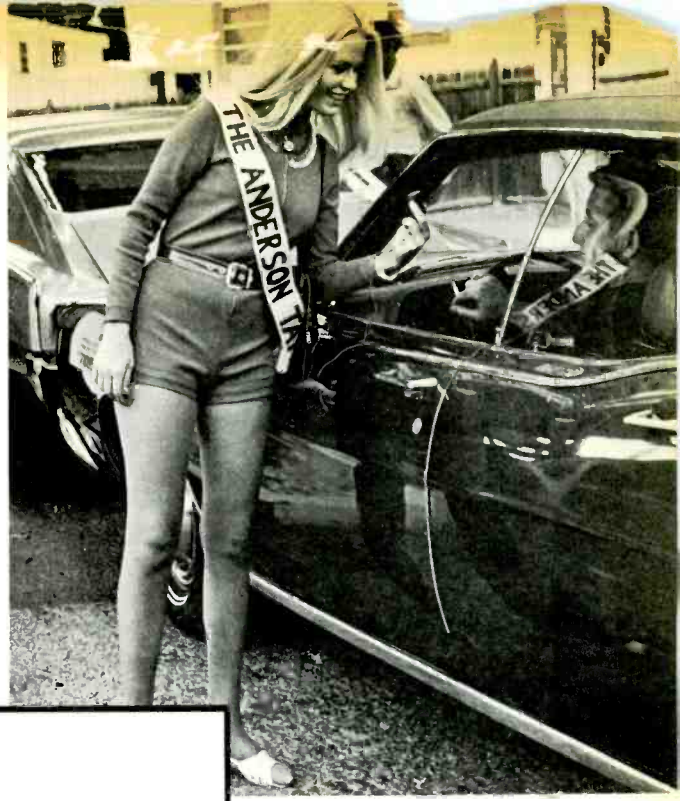
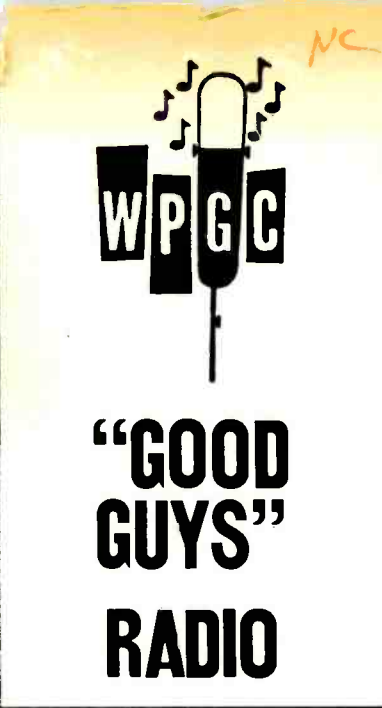
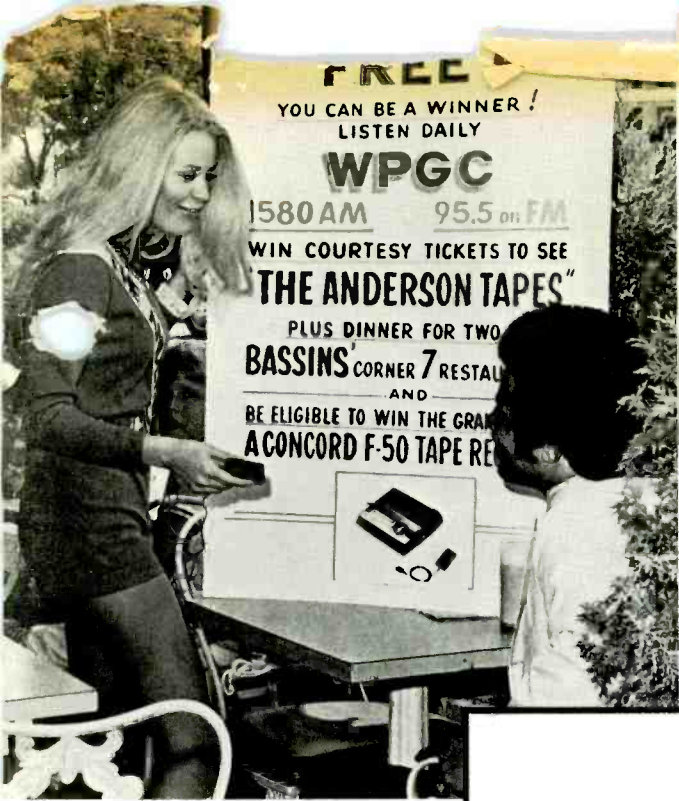
The MOST POWERFUL  
Independent in the  
Washington, D.C. area

RADIO STATION  
**WPGC**  
COVERAGE MAP



The PERSONALITY Station

WASHINGTON, D.C.  
(301) 779-2100




**WPGC**

**ALWAYS**

**DOING**

**SOMETHING**

  
**COLUMBIA PICTURES**


Mr. Bob Howard  
Radio Station WPGC  
Box 8550  
Washington, D. C.

Dear Bob:

I want to take this opportunity to express my sincere thanks to you (and the boys) for the very fine cooperation received in the preparation and execution of the ANDERSON TAPES model stunt.

May I particularly express an added thanks to both Bill Prettyman and Big Wilson for their contributions "beyond the call of duty".

With warmest personal regards.

Cordially,  
  
Sid Zins

**WPGC**

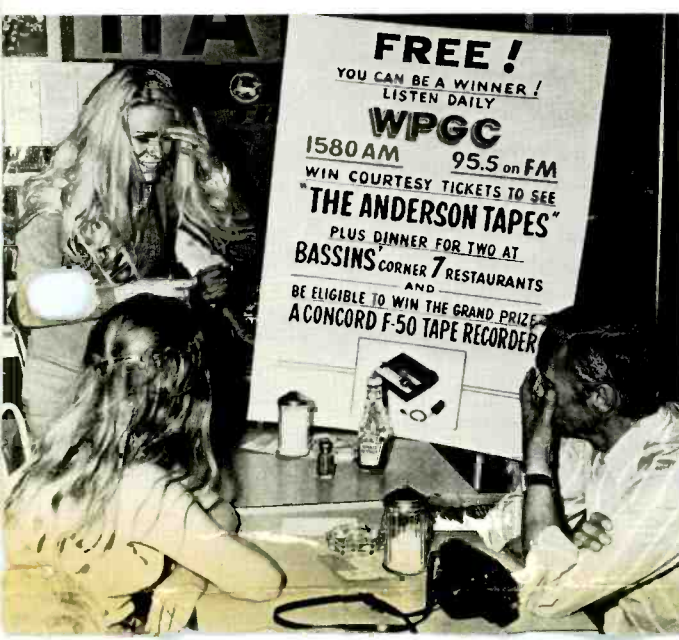
**DEFINITELY**

**DOING MUCH**

**MORE**

**THAN JUST**

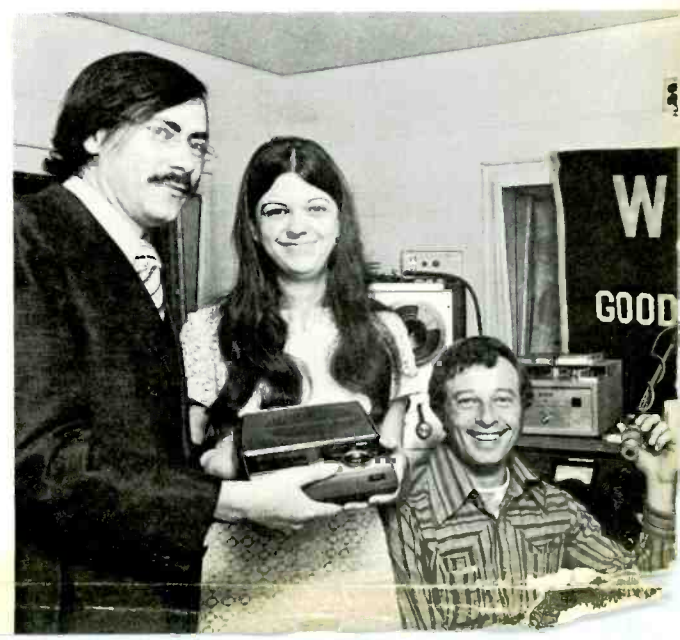
**PLAYING MUSIC**



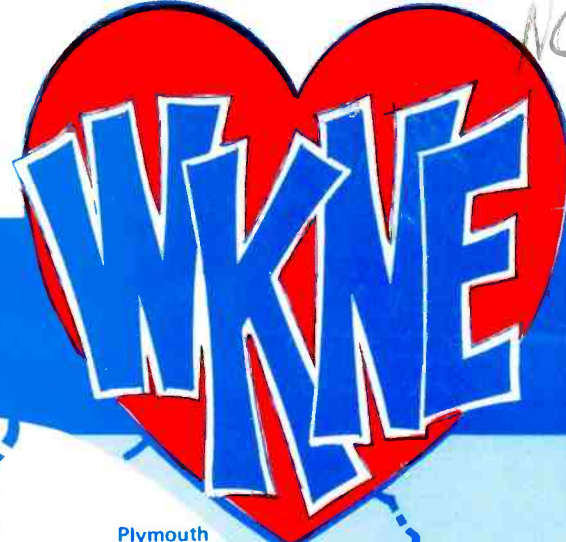
**50,000 WATTS—FM**

**10,000 WATTS—AM**

**P. O. BOX 8550**  
**WASHINGTON, D. C.**  
**20027**  
**(301) 779-2100**

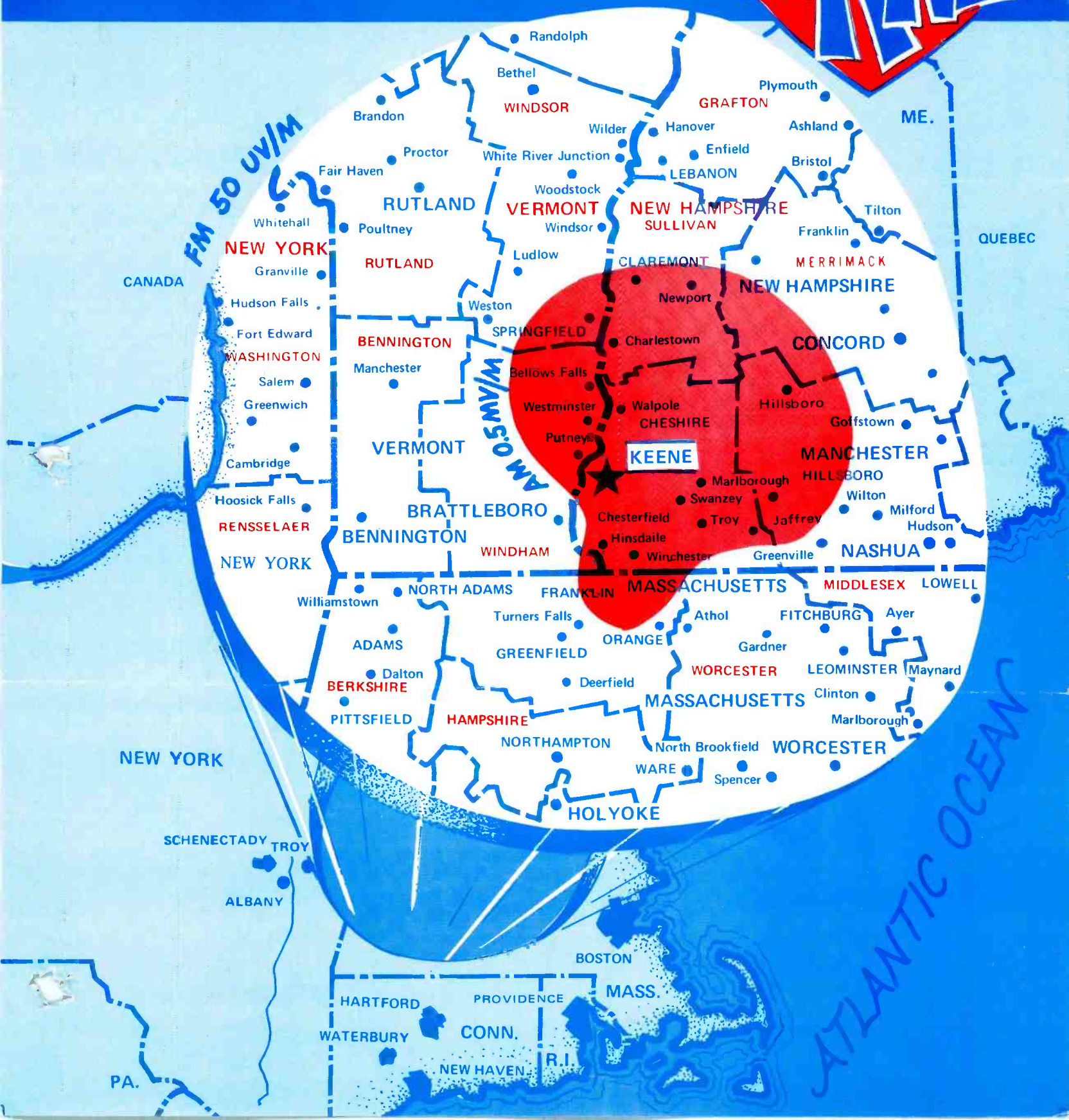


# We Know New England and serve it from the heart



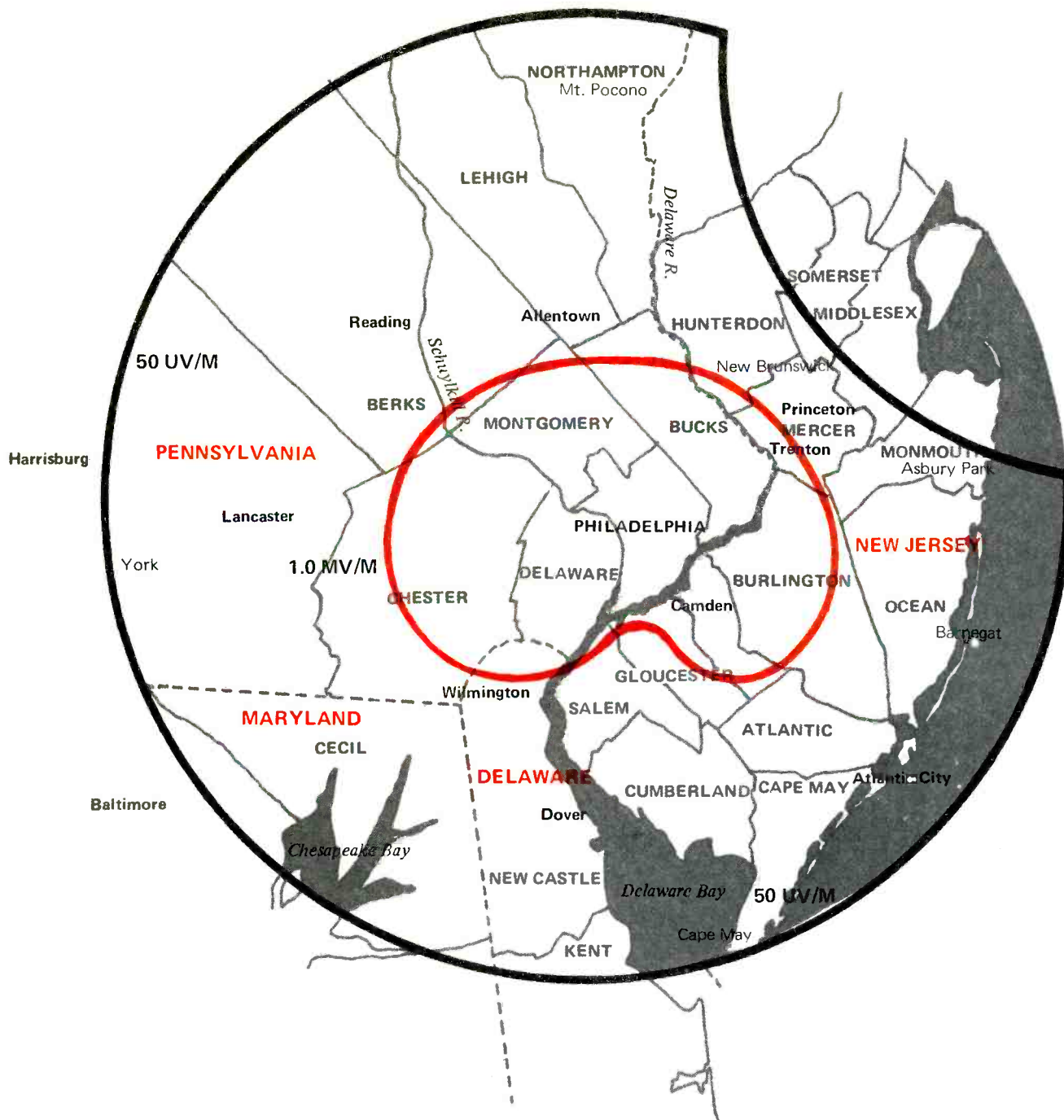
AM 1290 KHz 5000 WATTS

FM STEREO 103.7 MHz 42,000 WATTS





KC



# WFLNFM

50,000 Watts Vertical/Horizontal Stereo  
24 hours



# WFLNAM

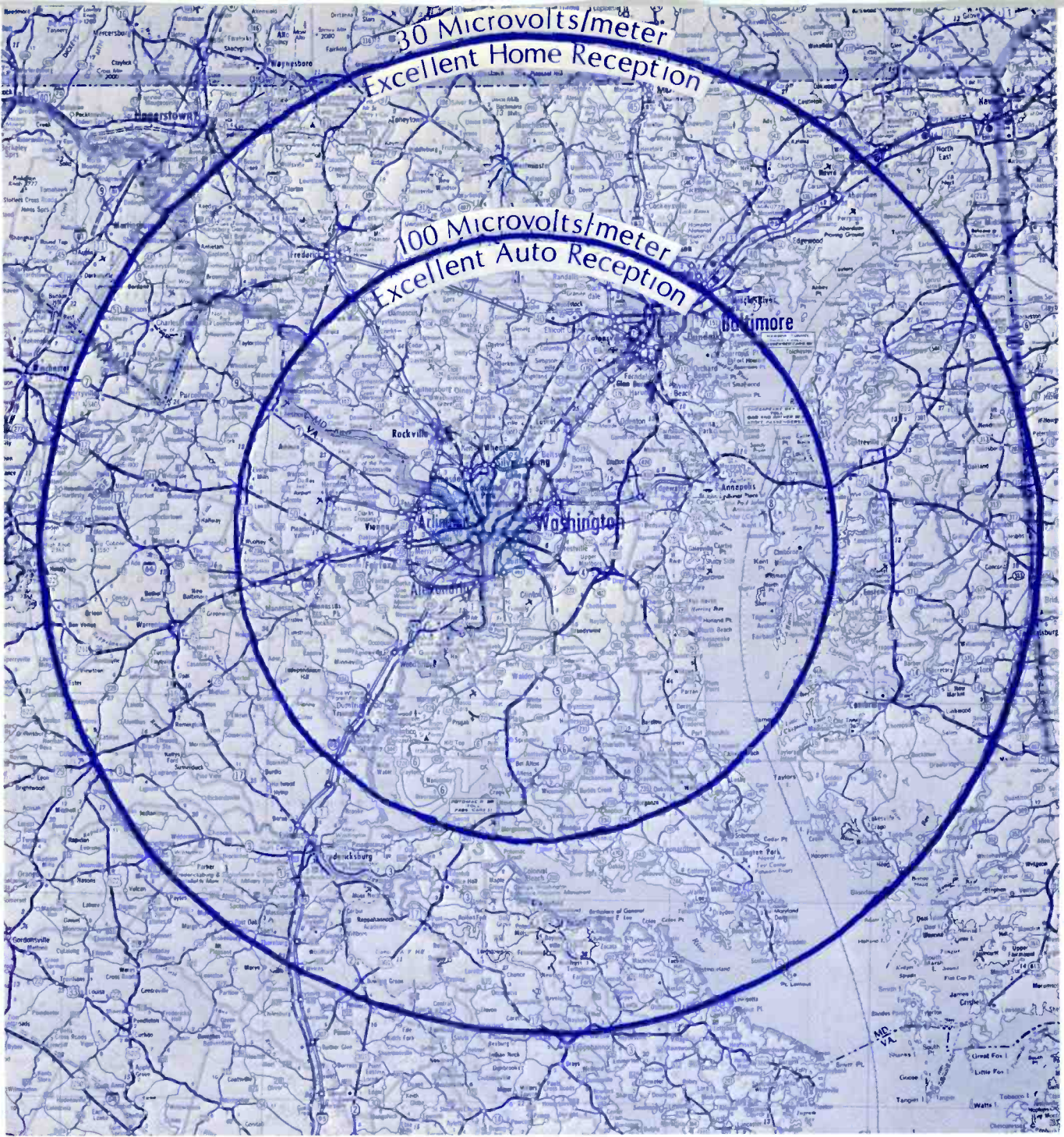
1,000 Watts DA-D-900 KC

The commercial and program success of WFLN-FM is the result of strict adherence to a definite policy of classical music programming. As classical music knows no class distinction, so WFLN is responsively used and loyally enjoyed by a mass audience of upper, middle and low income people.

WFLN-AM is the dimension that makes WFLN's schedule of classical music and single programming available to all people on all radios. Thus WFLN continually provides a comprehensive presentation of classical music for all people: from investors in sophisticated stereo to the owners of household, car, portable and transistor radios.

# WFLN 900 AM 95.7 FM

General Offices: 8200 Ridge Avenue, Philadelphia 19128



MC

95.5 ON  
YOUR FM DIAL  
**50,000**  
**WATTS**

RADIO STATION  
**WPGC-FM**  
COVERAGE MAP



The PERSONALITY Station

WASHINGTON, D.C.  
(301) 779-2100

# WIO2

NC

27,000 watts ERP Horizontal

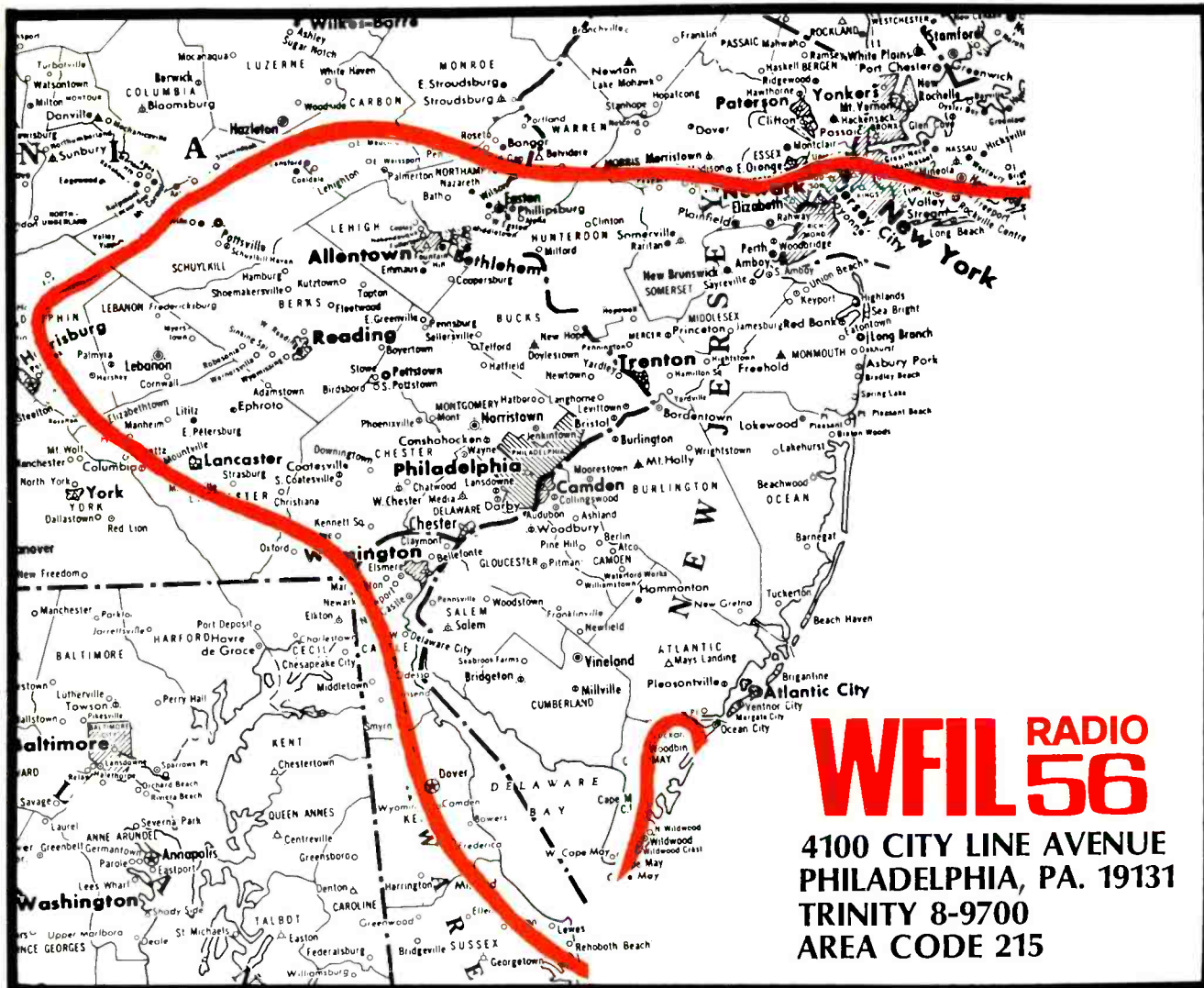
25,500 watts ERP Vertical

102.1MHz

Antenna height 650 feet above average terrain

## COVERAGE MAP





Copyright, American Map Co., N. Y. License No. 14653

POPULATION	9,936,819*
RADIO HOMES	2,877,304*
POPULATION— PHILADELPHIA METROPOLITAN AREA	4,753,900*
HOMES— PHILADELPHIA METROPOLITAN AREA	1,394,900*

RADIO HOMES— PHILADELPHIA METROPOLITAN AREA	1,394,900*
CONSUMER SPENDABLE INCOME— PHILADELPHIA METROPOLITAN AREA	\$13,385,750,000*

\*Sales Management—June 10, 1967

560 KC. 5000 WATTS WFIL 0.5 MV/M (Measured)

# WFIL RADIO 56

THE FASTEST MOVER IN THE NATION'S FOURTH MARKET

Operated by Radio and Television Div. / Triangle Publications, Inc. / 4100 City Line Avenue, Philadelphia, Pa. 19131  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.  
**WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLYH-TV**, Lancaster-Lebanon, Pa. / **KFRE-AM • FM • TV**, Fresno, Cal.  
 Triangle Sales Offices: New York / Philadelphia / Chicago / Los Angeles

BLAIR RADIO





# PROGRAM SCHEDULE



## WEEKDAYS

6-10 am	DON ROSE
10 am-2 pm	JAY COOK
2-6 pm	JIM NETTLETON
6-10 pm	GEORGE MICHAEL
10 pm-2 am	JOHN WADE
2-6 am	DAVE PARKS

## WEEKENDS

Saturday	2-6 am	DAVE PARKS
	6-10 am	DON ROSE
	10 am-2 pm	JAY COOK
	2-6 pm	JIM NETTLETON
	6-11 pm	TOM TYLER
Sunday	11 pm-4 am	JOHN WADE
	4-9 am	PUBLIC SERVICE
	9 am-2 pm	TOM TYLER
	2-7 pm	DAVE PARKS
	7 pm-midnight	GEORGE MICHAEL

**WFIL** RADIO  
**56**


THE FASTEST MOVER IN THE NATION'S FOURTH MARKET

Operated by Radio and Television Div. / Triangle Publications, Inc. / 4100 City Line Avenue, Philadelphia, Pa. 19131

WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N.Y. / WFBG-AM • FM • TV, Altoona-Johnstown, Pa.


WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLYH-TV, Lancaster-Lebanon, Pa. / KFRE-AM • FM • TV, Fresno, Cal.

Triangle Sales Offices: New York / Philadelphia / Chicago / Los Angeles

BLAIR  RADIO

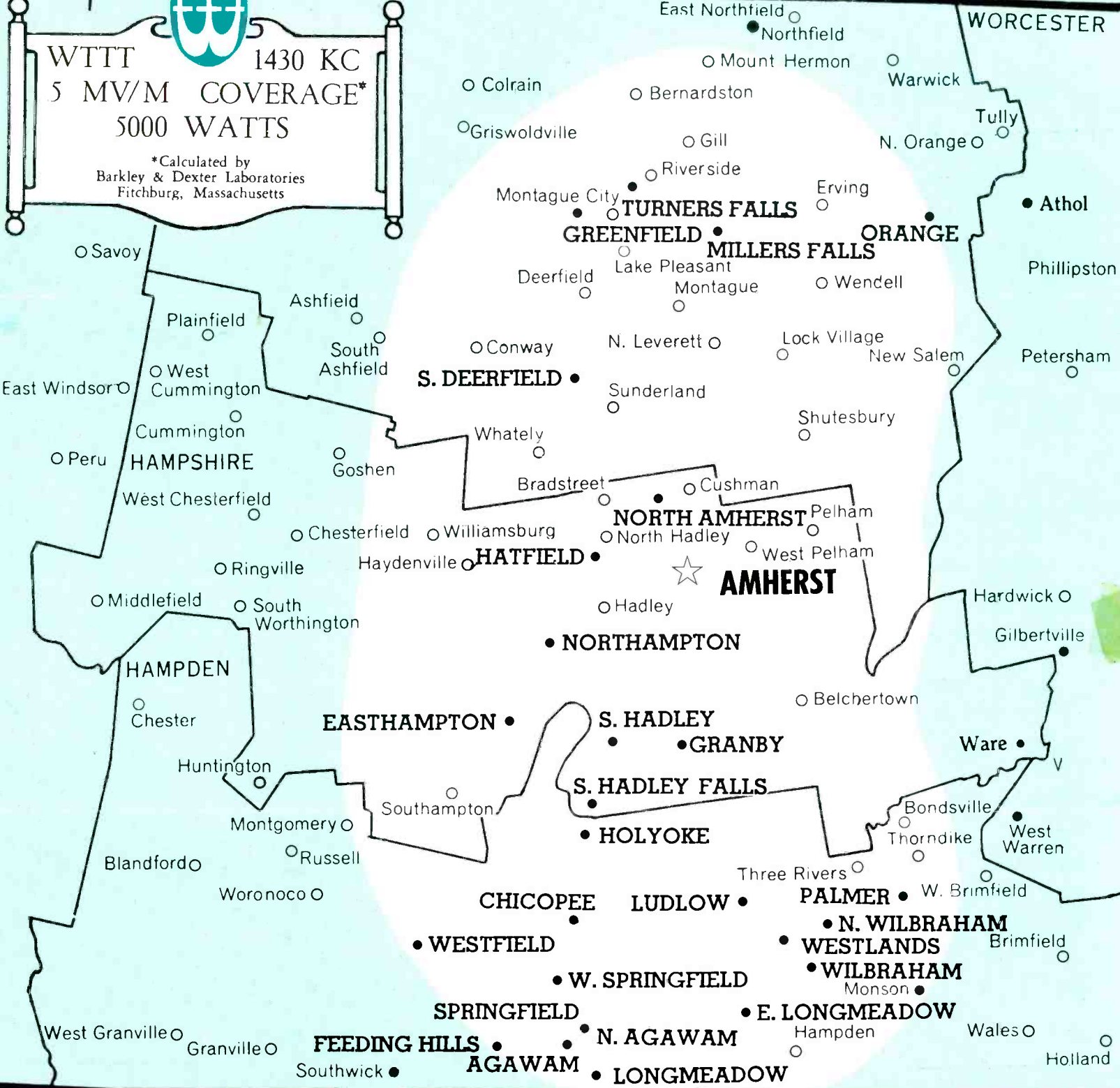
VERMONT

NEW HAMPSHIRE



WTTT 1430 KC  
5 MV/M COVERAGE\*  
5000 WATTS

\*Calculated by  
Barkley & Dexter Laboratories  
Fitchburg, Massachusetts



HARTFORD COUNTY

CONNECTICUT

TOLLAND COUNTY

# WTTT

1430 Kc 5000 watts

Rate Card #5 1/1/70

## SPOT ANNOUNCEMENTS:

1 Minute \$3.50\*  
30 Seconds \$2.90\*  
10 Seconds \$2.00\*

## PROGRAM TIME RATES: (minimum 13 week contract)

### NEWS (5 minute segments)

In AA time \$7.50 each\*

Other news \$5.00 each\* (5 or 6 days)

Guaranteed position subject to move within the hour.

Briefs (2½ minutes)

\$21.00 week\* (6 days)

\$12.00 week\* (3 days)

### \*DISCOUNT

*Advertisers who pay before the end of the month in which they are billed, may deduct 50¢ per spot announcement and \$1.00 per program announcement. No discounts may be taken after the last day of the month in which they are billed.*

Five minute program includes opening and closing billboards plus middle one-minute announcement. Briefs include billboard and middle half-minute announcement.

**ALL RATES NET TO THE STATION.**

Rates for longer periods or special programs on request.

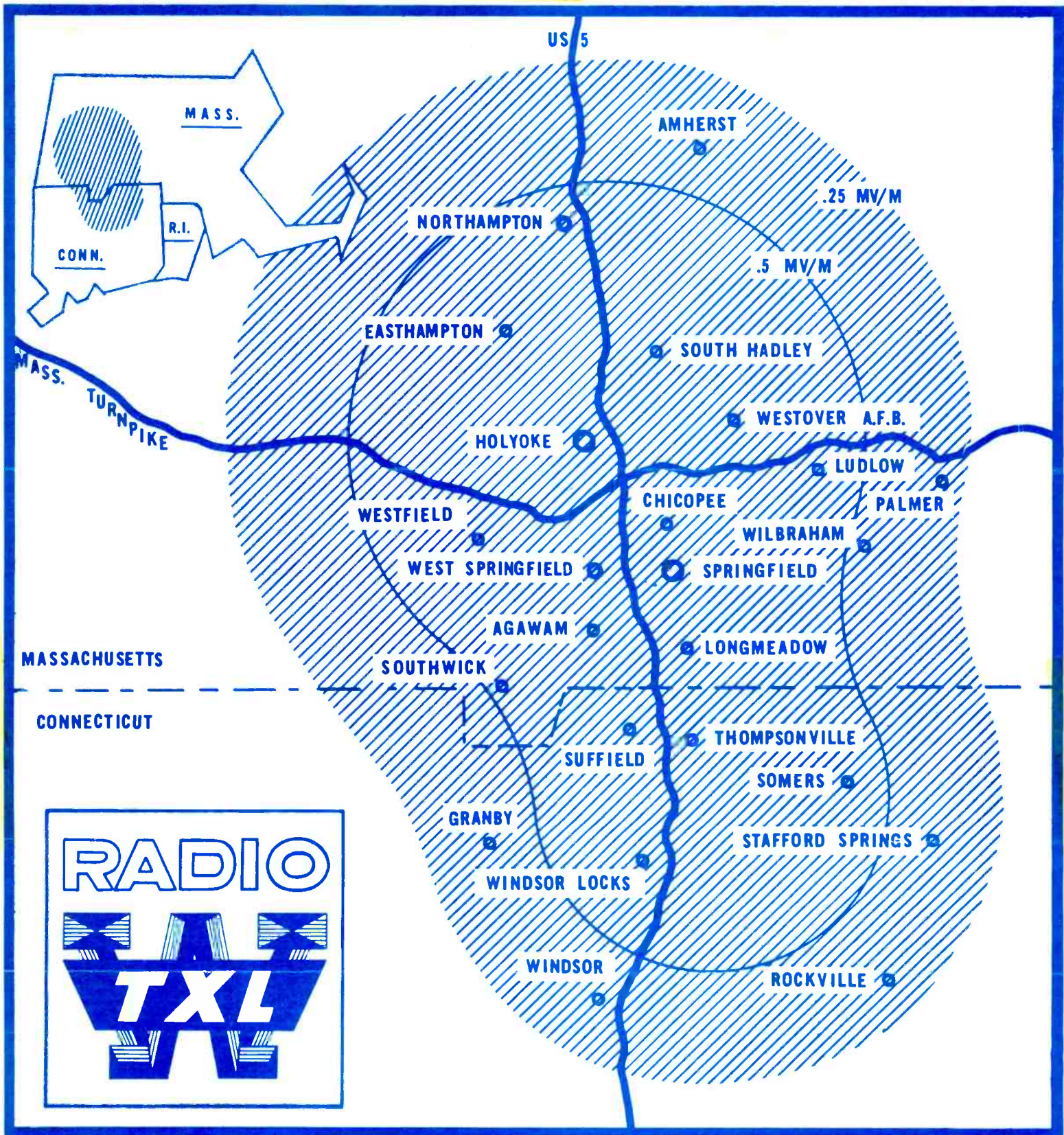
P.O. BOX 67 AMHERST, MASSACHUSETTS 01002

TELEPHONE AREA 413-AL6-6794

*Current Contract Rates will be honored to the completion of contract.*

*Minimum Rate Holder \$10 per week.*





34 Sylvan Street

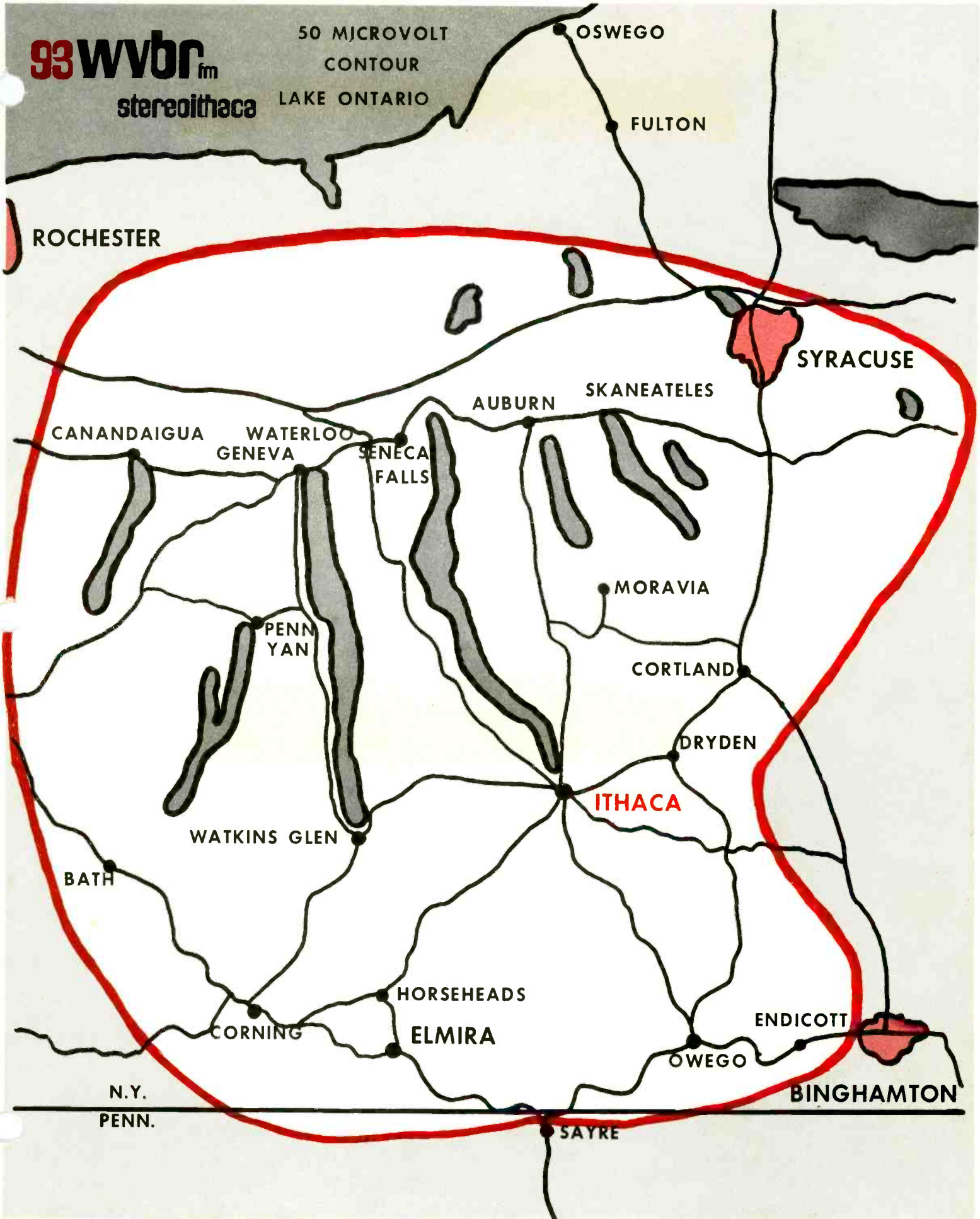
West Springfield, Mass.

Phone 739-1113

NC

**93 WYBR**<sub>fm</sub>  
stereoithaca

50 MICROVOLT  
CONTOUR  
LAKE ONTARIO



ROCHESTER

OSWEGO

FULTON

SYRACUSE

AUBURN

SKANEATELES

CANANDAIGUA

WATERLOO  
GENEVA

SENECA  
FALLS

MORAVIA

PENN  
YAN

CORTLAND

DRYDEN

**ITHACA**

WATKINS GLEN

BATH

HORSEHEADS

ENDICOTT

CORNING

ELMIRA

OWEGO

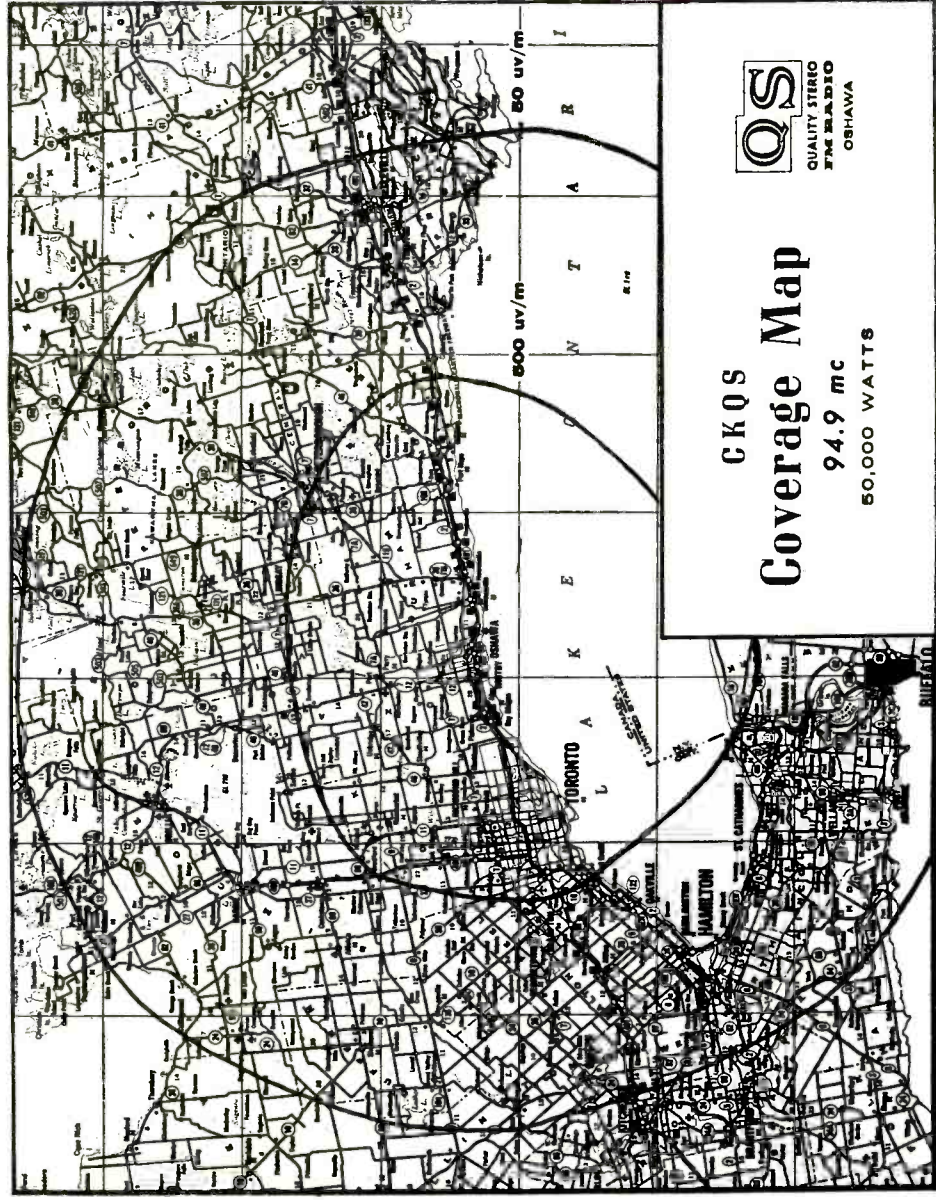
BINGHAMTON

N.Y.

PENN.

SAYRE

# NOW... we've 'graduated' to 100,000 watts to bring you THE FULL SOUND OF STEREO FM BROADCASTING



# CKQS

for distinctive, diversified QUALITY programming

# 94.9

(FORMERLY CKLB-FM AT 93.5 MEGACYCLES)

DIAL

MC

## STEREO

is equipped for Stereophonic Reproduction and will broadcast in multiplex to give listeners the full sound of STEREO BROADCASTING which means full tone distinct instrumentation and concert hall quality and clarity for the discriminating listener.



## VERTICAL POLARIZATION

offers 50,000 watts of horizontal power, complemented by 50,000 watts of VERTICAL POLARIZATION for an effective 100,000 watts of clearer reception on radios with vertical antenna, such as car radios and portable radios.



## QUALITY PROGRAMMING

presents quality programming completely separate from Lakeland's AM Station CKLB for 18 hours a day — programming that is different diversified and distinctive to serve the richest market in Canada. CKQS or its forerunner CKLB-FM has programmed separately ever since its inception in 1957 and is a Canadian pioneer in this field.



## NEWS, SPORTS, WEATHER

features NEWS, SPORTS & WEATHER on a regular basis. Lakeland's award winning news department (winner of Central Canada's top radio news award for the years 1965 and 1966) provides news coverage in depth while Lakeland's sports department provides an FM radio first—play-by-play coverage of all Oshawa Generals Hockey games (1966 Memorial Cup finalists) and all Oshawa Green Gael Lacrosse games (four consecutive years Minto Cup Champions)



## 19,600 SQ. MILES COVERAGE

provides coverage to approx. 19,600 square miles from Kitchener on the west to Picton on the East and from Gravenhurst on the north to well into upper New York State. This is a rich market of better than 3,000,000 people with an average income well above \$115.00 per week.



PROGRAM FEATURES

Daily

9:00 a.m. & 7:00 p.m.—Billboard  
12:30 Noon & 6:00 p.m.—Entertainment Guide  
6:30 p.m.—Spectrum  
7:30 p.m.—Organ Moods

Mon., 8:00 p.m.—Jazz Club

Tues., 8:00 p.m.—Music From The Masters

Wed., 8:00 p.m.—Curtain Call

Thur., 8:00 p.m.—Serenade

Fri., 8:00 p.m.—Travel Topics

Sat., 12:00 Noon—German Canadian Pgm.

5:00 p.m.—International Melodies

7:00 p.m.—Doneghey's Ireland

10:00—German Canadian Pgm.

5:30 p.m.—Hungarian Supper Club

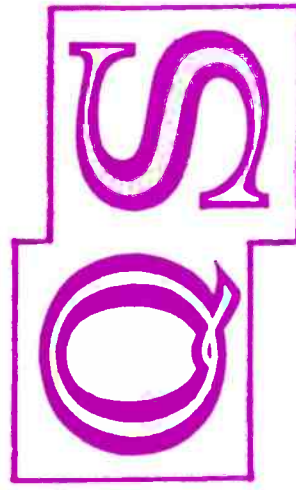
7:00 p.m.—Highland Harmonies

8:00 p.m.—Sunday at the Opera

A CKQS Feature . . .  
*Concerto at Nine*



9:00 - 10:00 — Monday - Friday

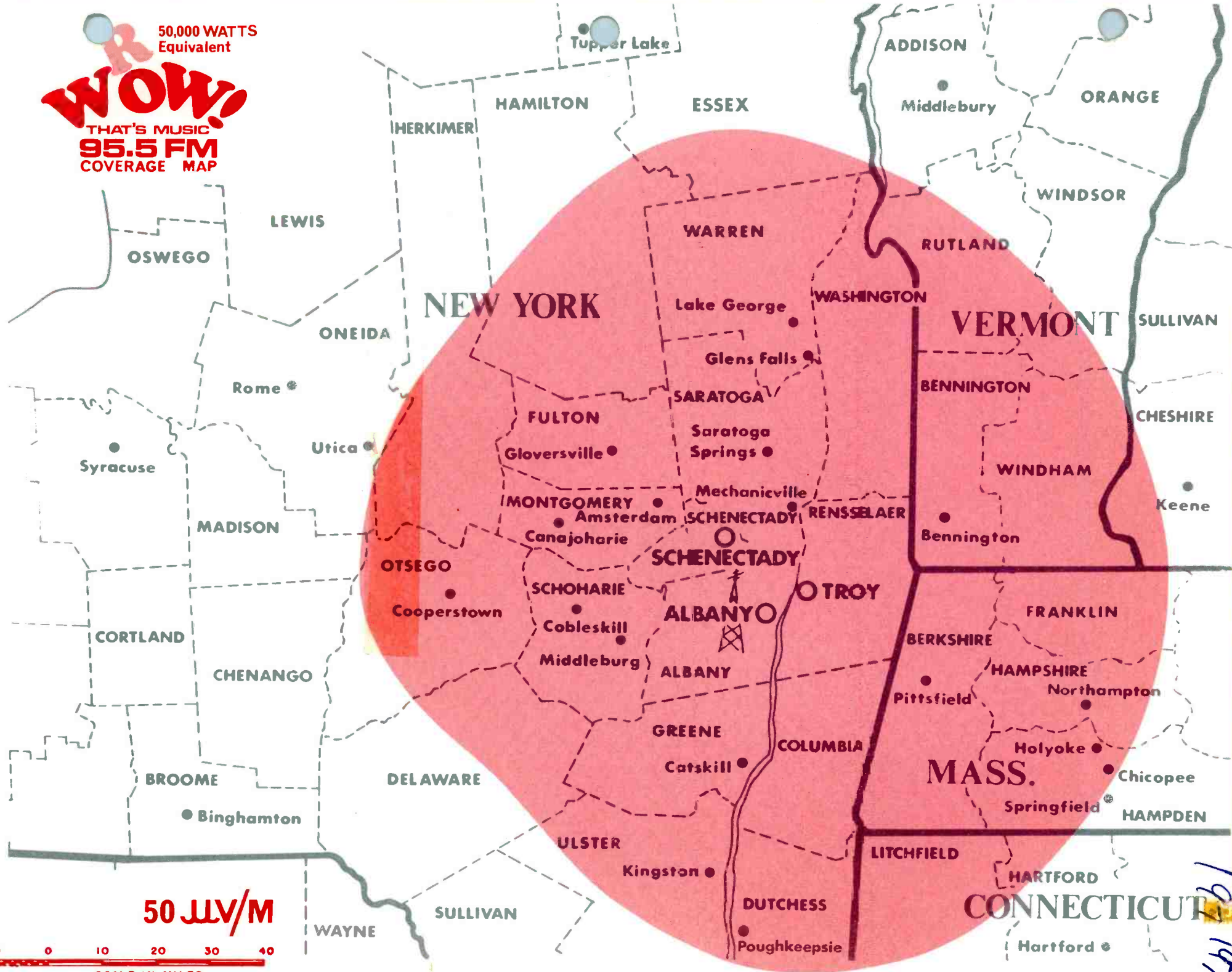


QUALITY STEREO  
FM RADIO

OWNED AND OPERATED BY LAKELAND BROADCASTING COMPANY LIMITED, OSHAWA, ONTARIO  
—WHO ALSO OPERATE CKLB AT 1350 ON THE AM DIAL

**50,000 WATTS**  
Equivalent

**WOW!**  
THAT'S MUSIC  
**95.5 FM**  
COVERAGE MAP



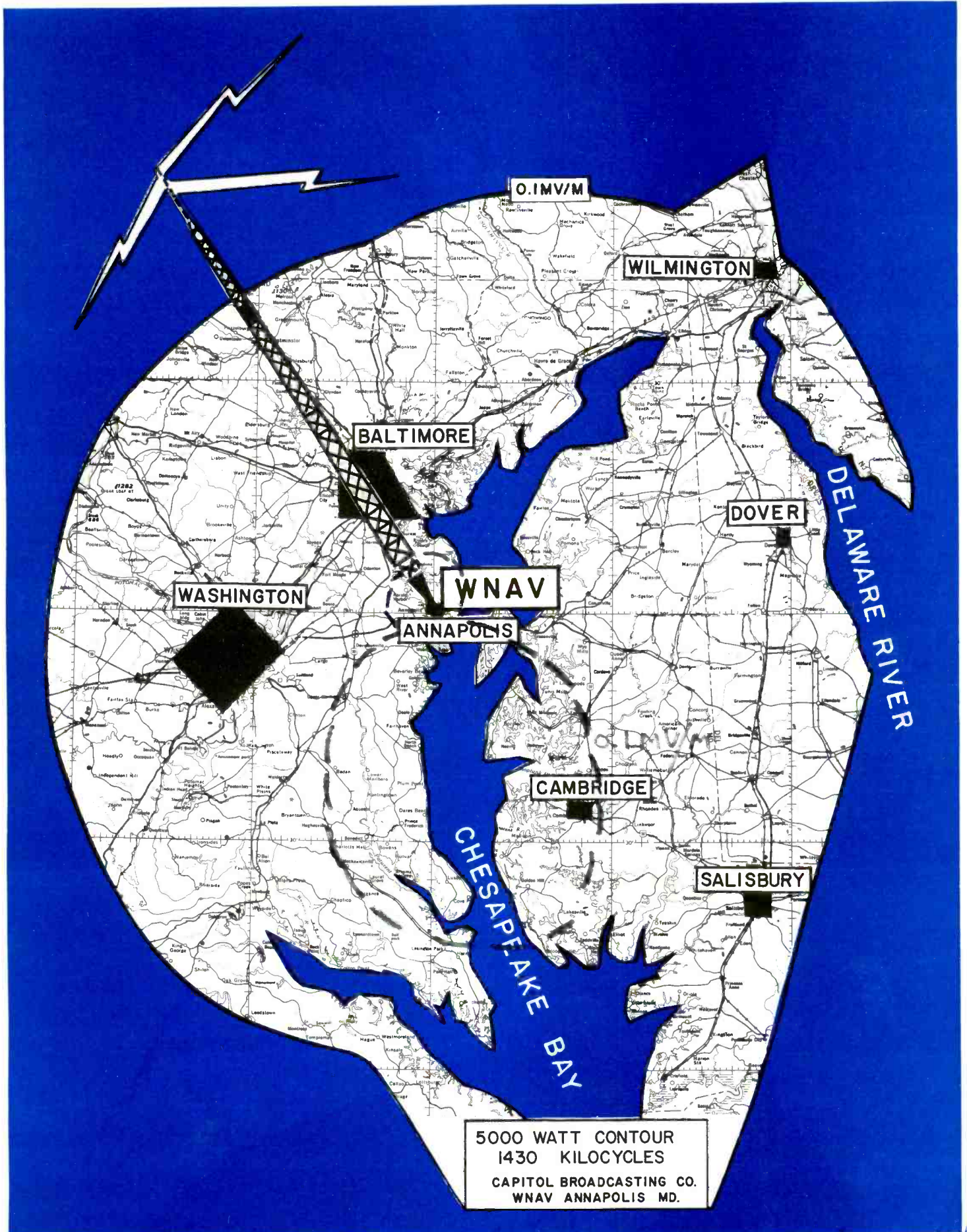
**50 μV/M**



197  
Lb1

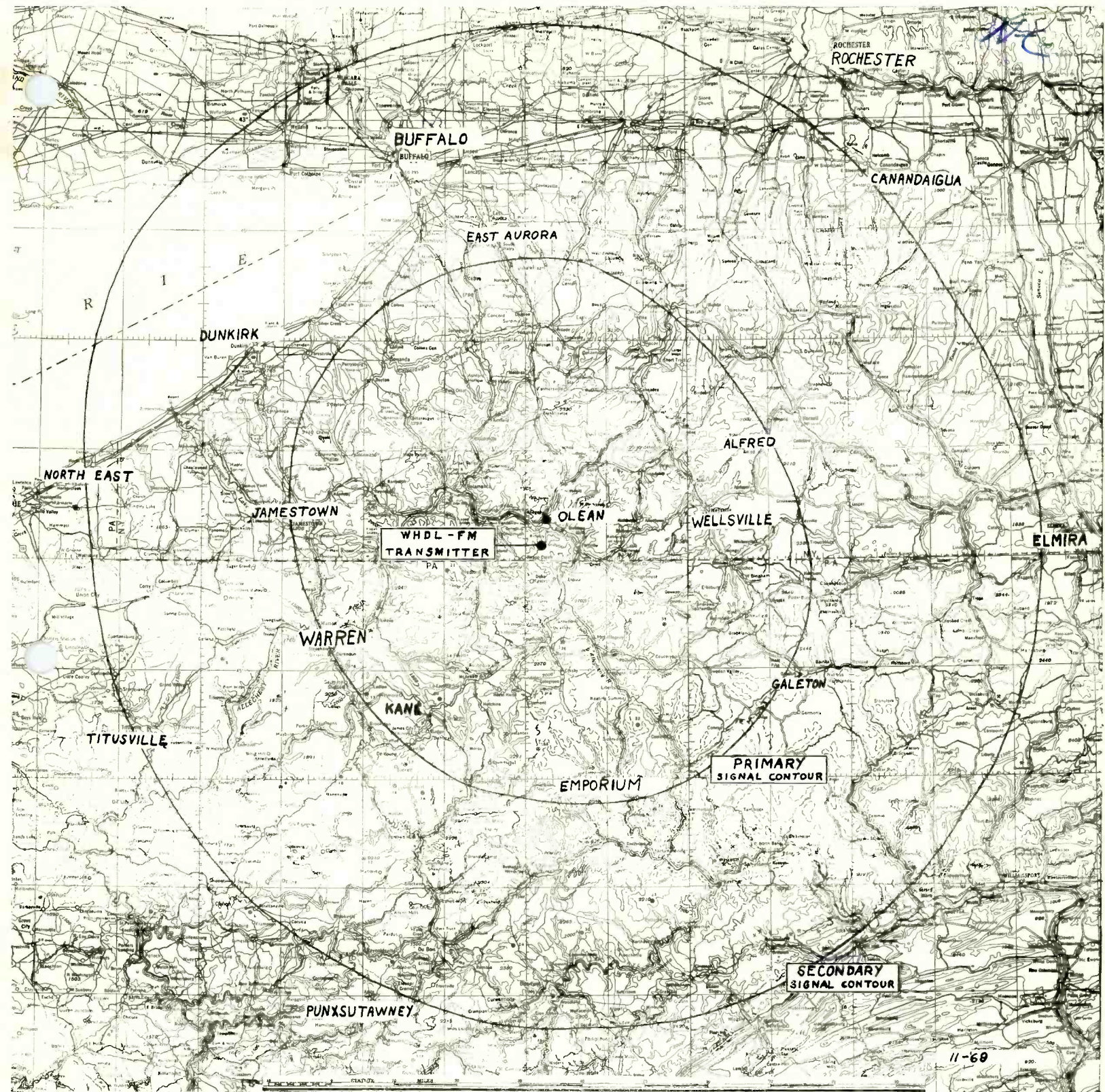
WNAV

NC



X Outside dark line = 5 kw - omni day • 1 mi/m range  
 X dotted line = 1 kw 2 tower site • 1 mi/m range  
 Received on 1 kw

noise / km pattern



**WHDL-FM,**  
**95.7 MHz 43000 WATTS ERP**  
*"Serving a Five County Area"*

3219 WEST STATE ROAD

OLEAN, NEW YORK 14760

PHONE (716) 372-0161

# WJTN-FM

## JAMESTOWN, N.Y.

Address: Hotel Jamestown  
Jamestown, N. Y., Jamestown 7151

Ownership:  
James Broadcasting Co., Inc.

Frequency: 93.3 mc

### POPULATION

685,200

### TOTAL HOUSEHOLDS

203,900

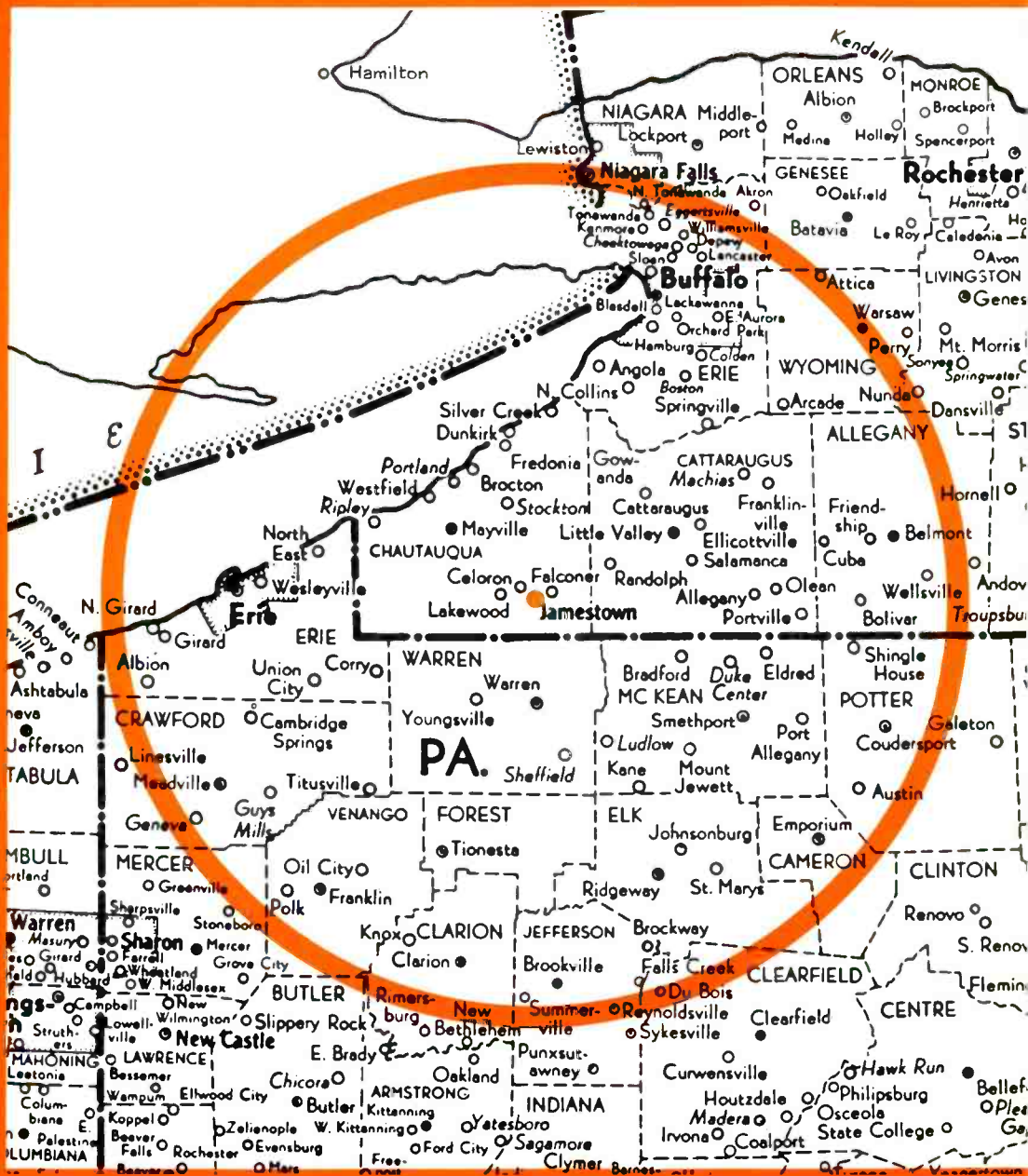
### FM HOUSEHOLDS

68,700;  
33.7% of  
total households

### TOTAL RETAIL SALES

\$731,520,000  
Food ..... \$192,753,000  
Automotive .. \$129,947,000  
Drug ..... \$ 19,138,000

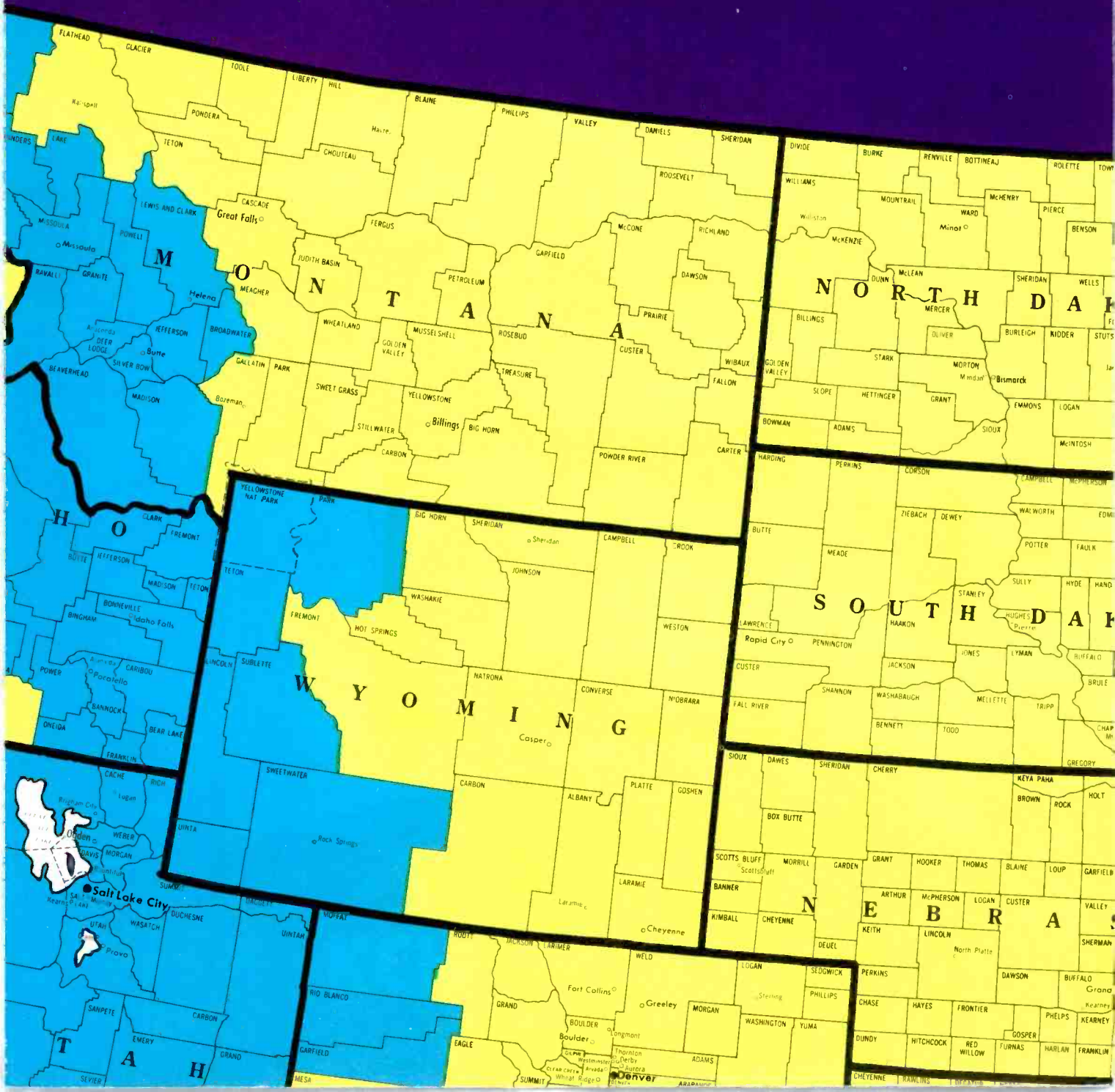
Represented by The QXR Network  
229 W. 43rd St., New York 36, N. Y.  
Lackawanna 4-1100



Base Map Copyright by HAGSTROM COMPANY, INC., N. Y., Map Makers

# CIRCULATION

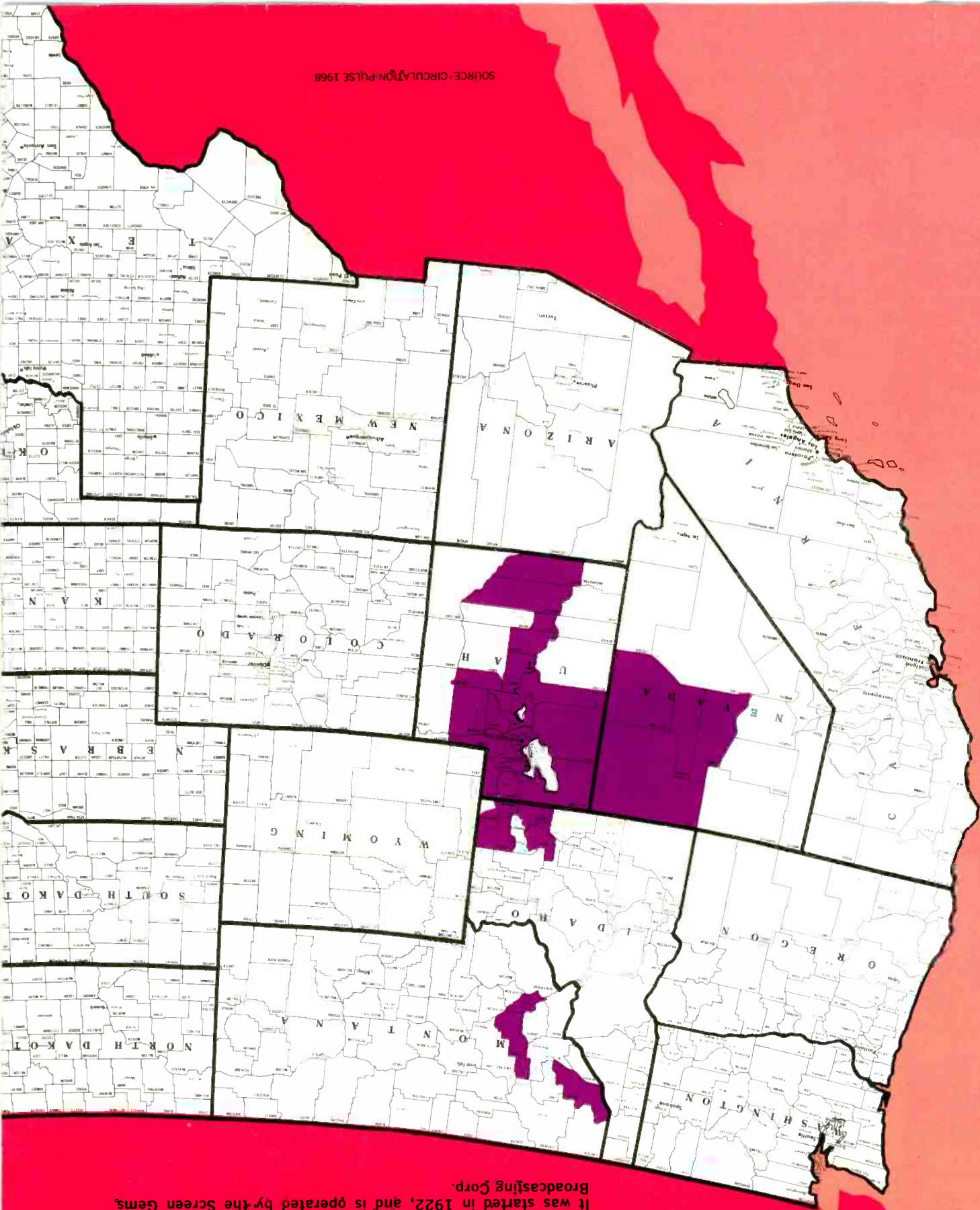
... music, personality with great emphasis on \*\* News.  
160 on the dial with 50,000 watts of clear channel power. It was  
d is operated by KSL, Inc.





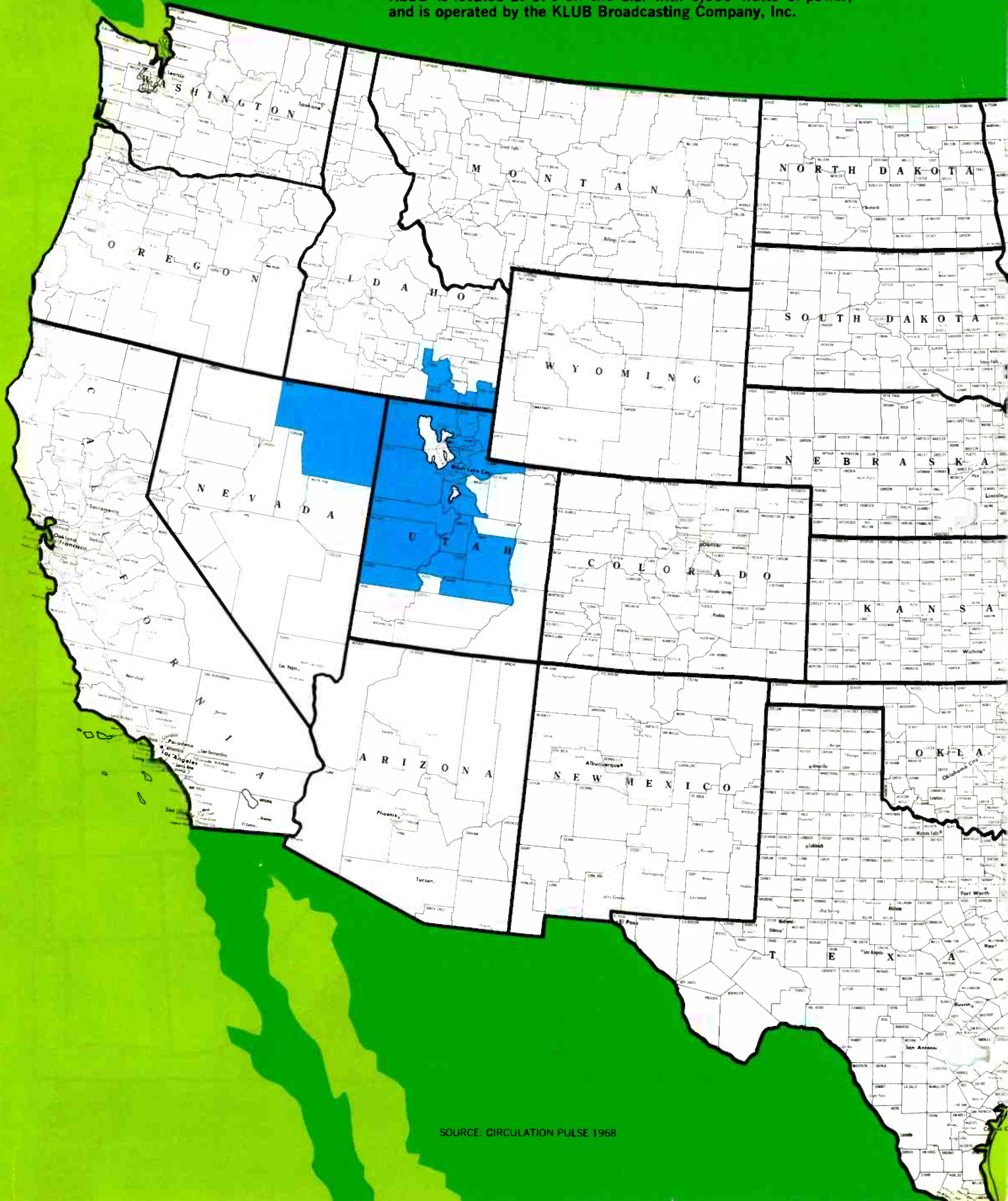
# KCPX CIRCULATION

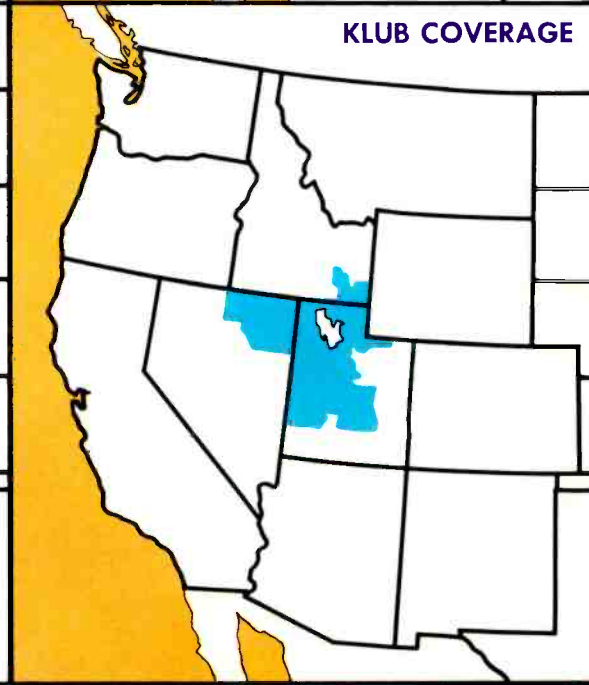
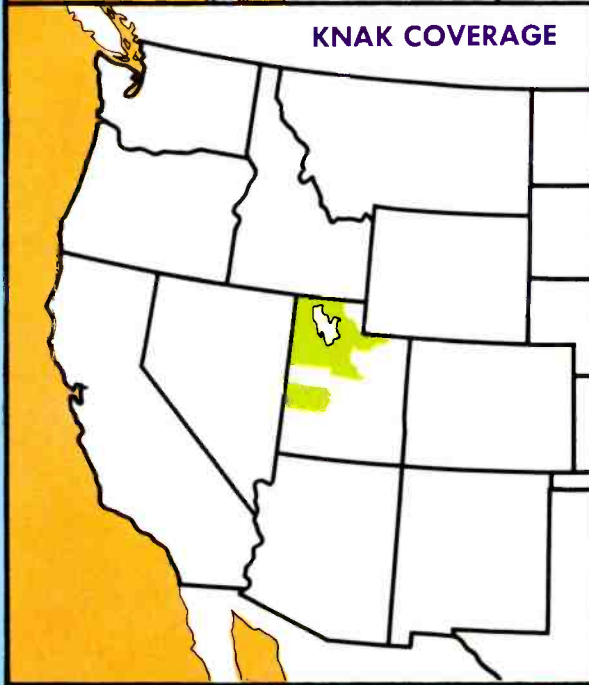
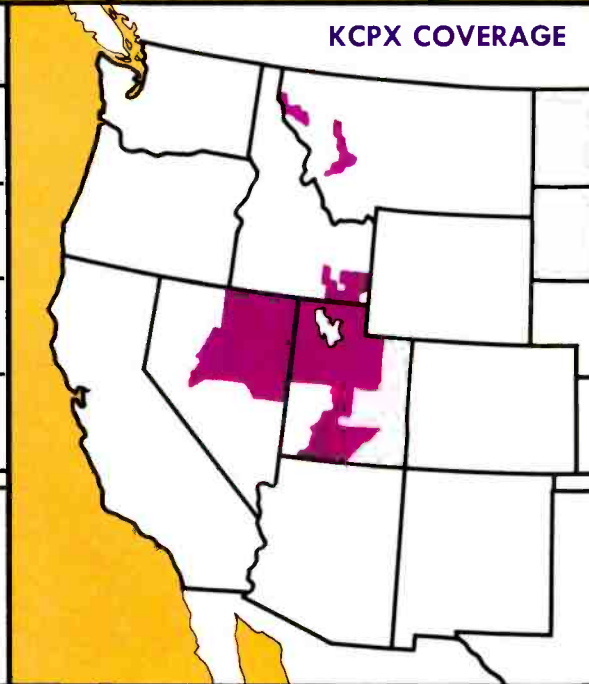
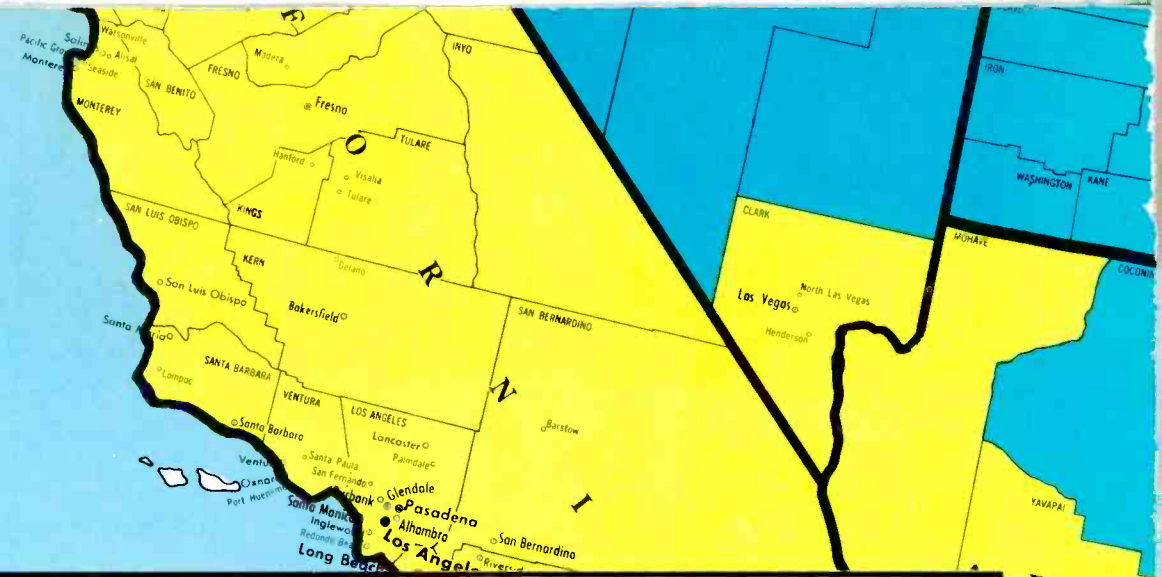
KCPX—also a "rocket" appealing to the sub-teenage and lower teenage strata.  
It was started in 1922, and is operated by the Screen Gems Broadcasting Corp.



# KLUB CIRCULATION

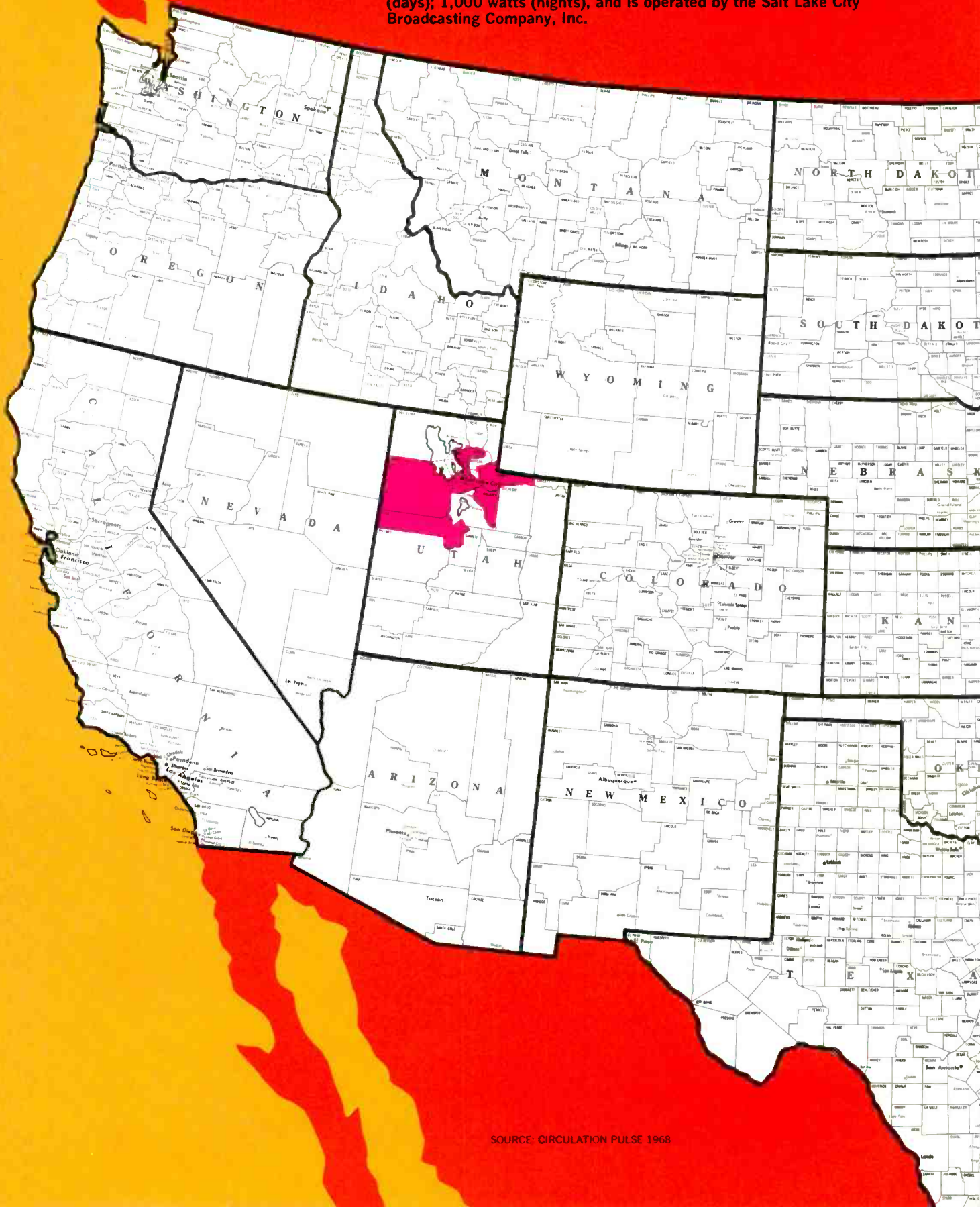
KLUB—Music format—pops, oldies, some contemporary—excerpts of three tunes played back-to-back, then announcements.  
KLUB is located at 570 on the dial with 5,000 watts of power, and is operated by the KLUB Broadcasting Company, Inc.

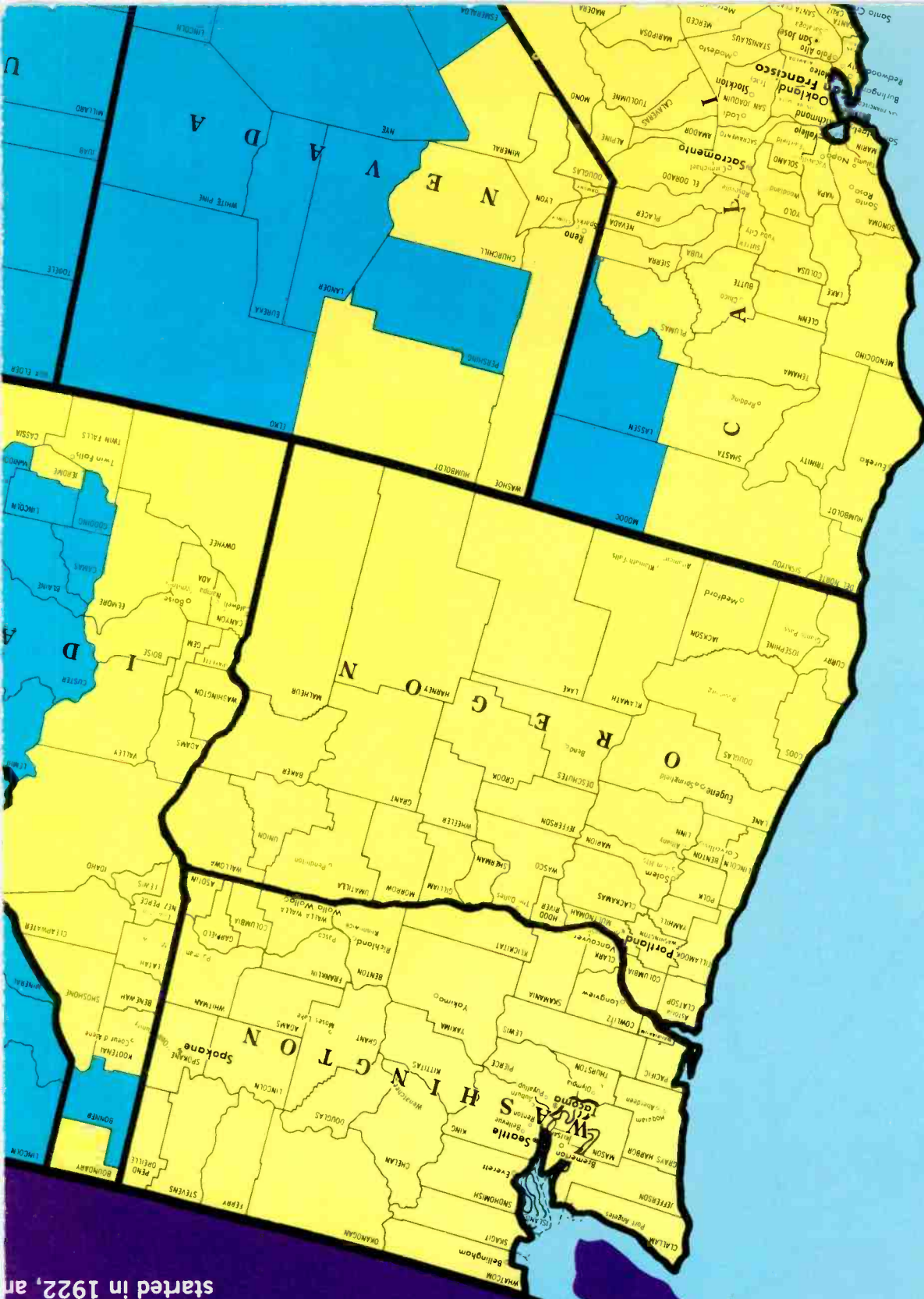




# KALL CIRCULATION

KALL—Contemporary, personality station with emphasis on news.  
KALL is located at 910 on the dial with 5,000 watts of power (days); 1,000 watts (nights), and is operated by the Salt Lake City Broadcasting Company, Inc.



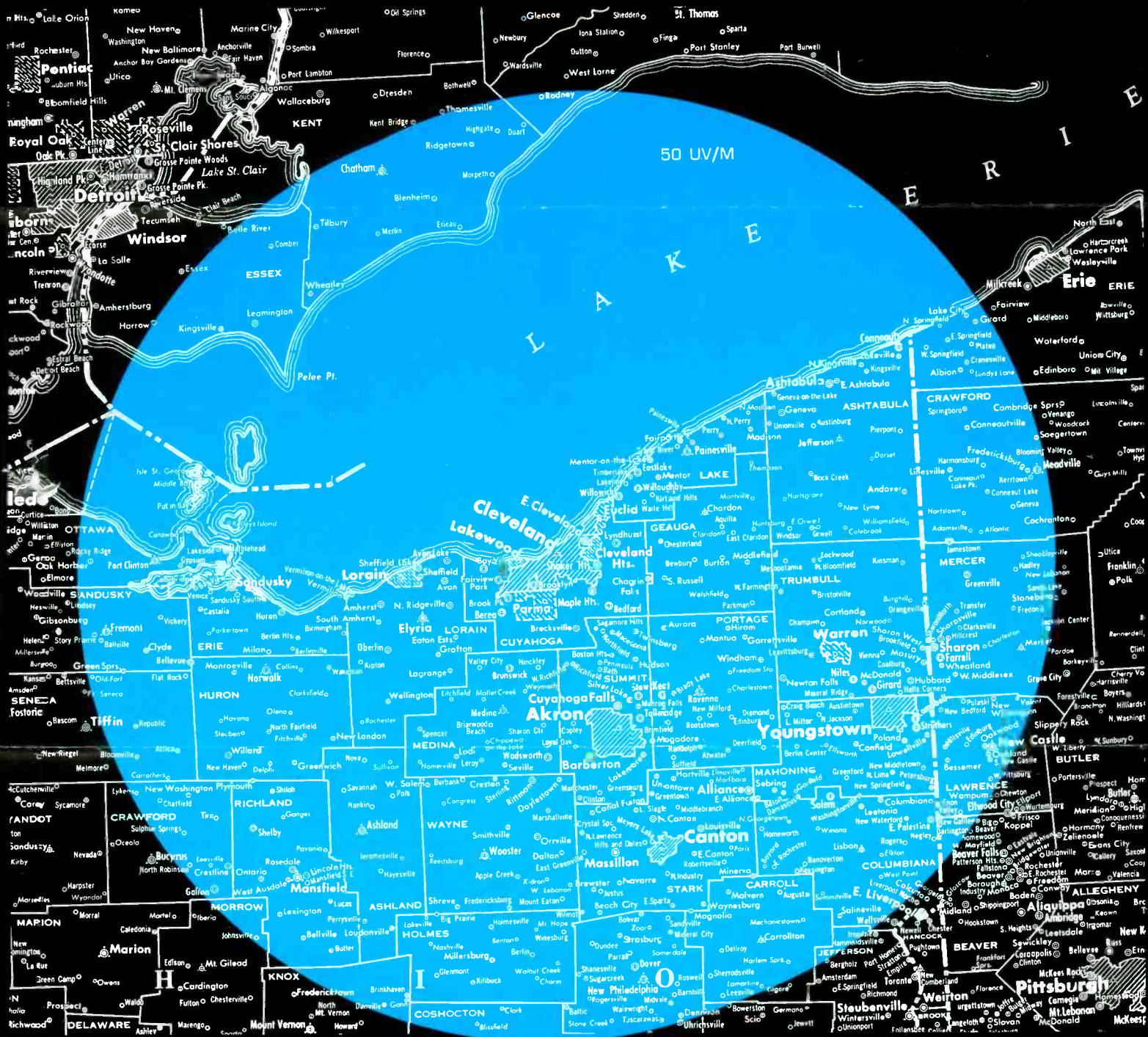


KSL—Penetration—  
started in 1922, and  
KSL is located at 1

# KSL

# WGCL

STEREO 98.5



**COMMUNICATIONS OF CLEVELAND, INC.**  
1715 EUCLID AVENUE, CLEVELAND, OHIO 44115  
(216) 861-0100

40,000 HORIZONTAL  
40,000 VERTICAL  
AN=ENNA 600' ABAT= 55,000 WATTS HOR.  
55,000 WATTS VER.

# QSL

[RECEPTION VERIFICATION]

Thank you for reporting the reception of WGN RADIO  
on January 17, 1972.

The program details you supplied have been checked  
with our official program log and WGN verifies that  
your report has been found to be accurate.  
We appreciate your interest in WGN.



**WGN Radio 720 Chicago**

Sincerely,

*Woodrow R. Crane*

Woodrow R. Crane  
Chief Engineer  
WGN RADIO, Chicago

# FACTS CONCERNING WGN

WGN has been an integral part of the Chicagoland community from the days of the cat's whisker crystal set, through frequency modulation (FM) broadcasting, experimental facsimile transmission, and since 1948, television.

WGN came into existence on June 1, 1924, when the Tribune Company acquired station WDAP and changed the call letters to WGN, standing for its newspaper's slogan: "World's Greatest Newspaper".

The Tribune Company has always invested in the future of broadcasting. In 1950 a multi-million dollar WGN studio building, equipped with the finest technical facilities for both radio and television, was completed on Michigan Avenue, adjacent to Tribune Tower.

Further evidence of the Tribune Company's interest in the future of broadcasting is shown by the fact that in January, 1961, WGN, Inc., operating the Tribune Company's radio and television stations, moved into its new Mid-America Broadcast Center.

The building is located on 13 acres at 2501 Bradley Place on Chicago's north side. It is a modern radio and television plant, which houses all offices and technical facilities for the origination of its programs.

In 1966 WGN, Inc., the parent company of broadcasting properties in Chicago, Duluth, Denver, and Houghton (Michigan), became WGN Continental Broadcasting Company. At that time, further plans of expansion were already in preparation.

WGN Radio's 50,000-watt 1A clear channel transmitting equipment is located on a 100-acre plot north of Roselle, Illinois, 22 Miles from the WGN Continental Broadcast Center.



The Most Respected Call  
Letters in Broadcasting

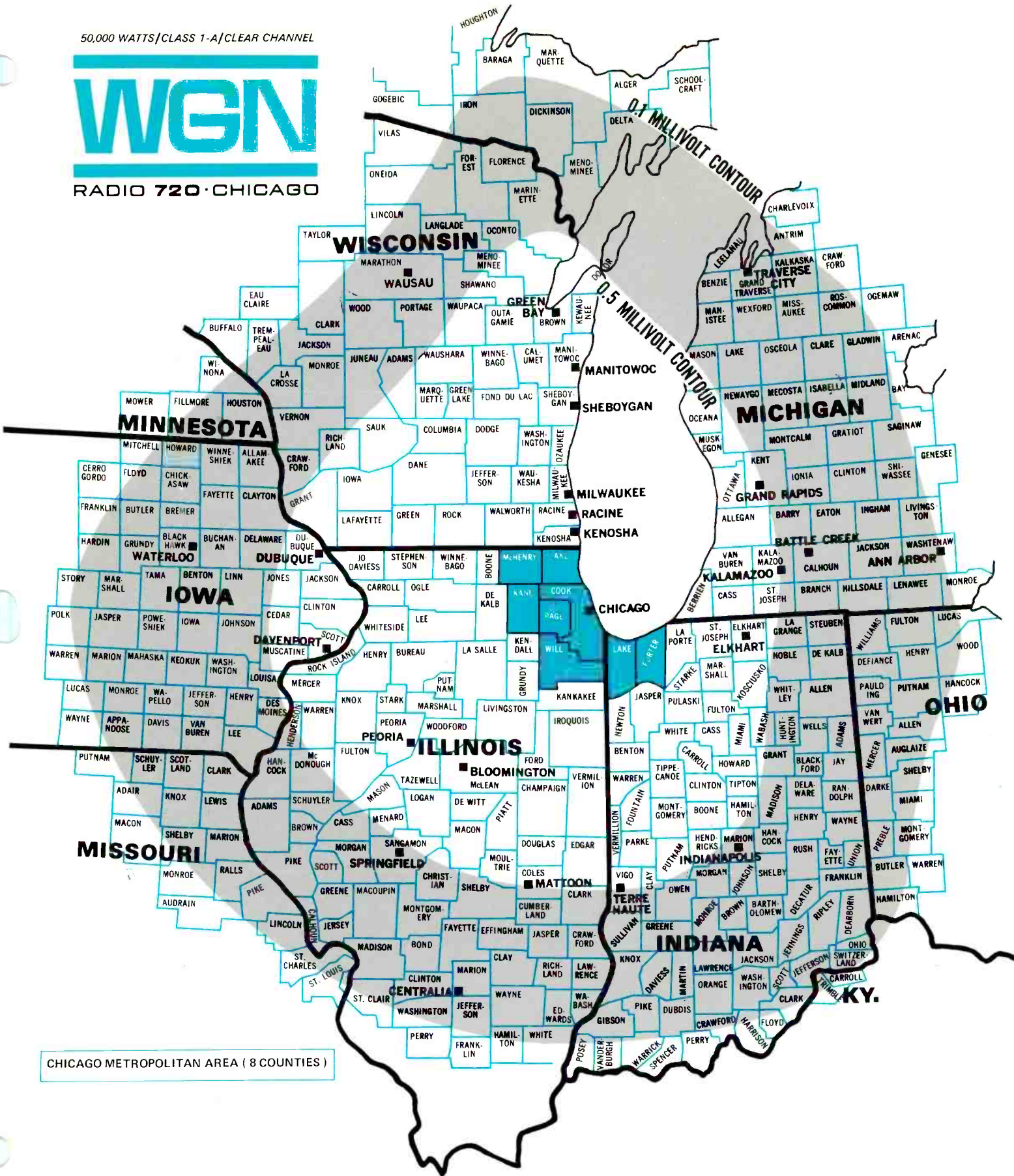


N.C.

50,000 WATTS/CLASS 1-A/CLEAR CHANNEL



RADIO 720 • CHICAGO

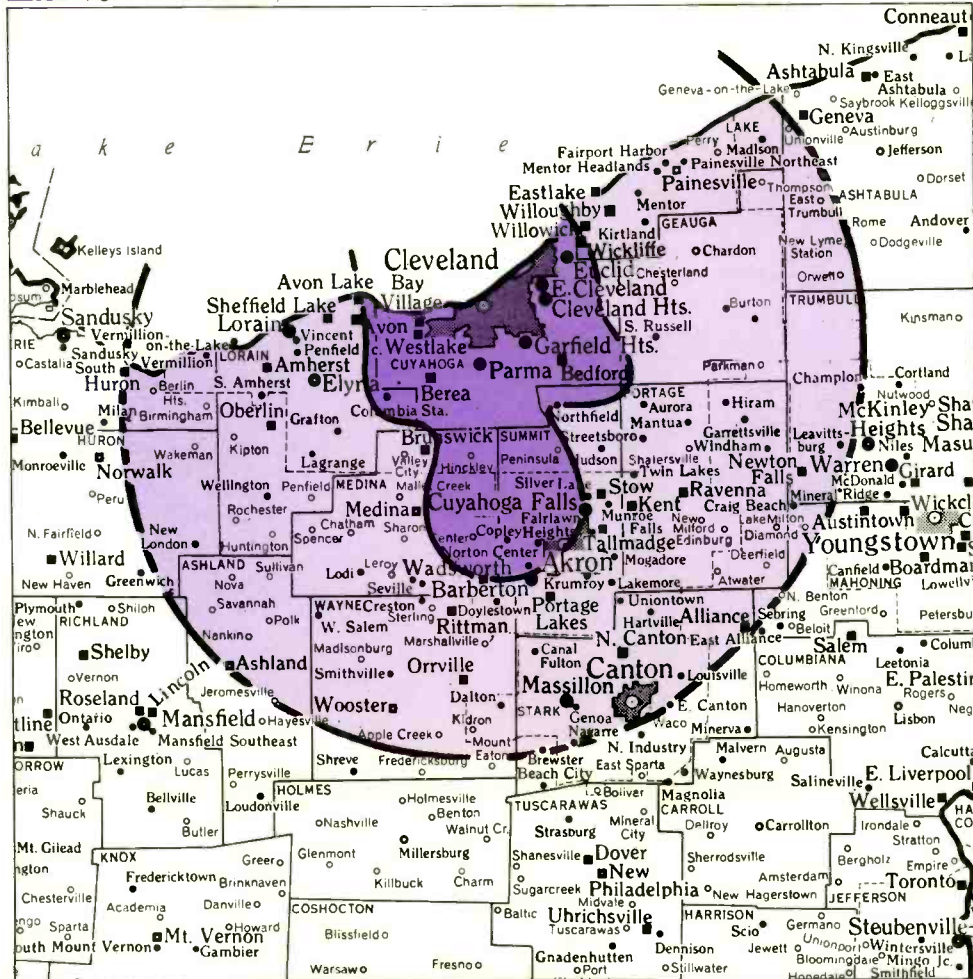


CHICAGO METROPOLITAN AREA ( 8 COUNTIES )

NC



METROMEDIA RADIO IN CLEVELAND  
 WVK 5KW DA-N1420KC  
 DAYTIME AND NIGHTTIME INTERFERENCE FREE CONTOURS  
 DAYTIME: 0.5 MV/M  
 NIGHTTIME: 2.25MV/M

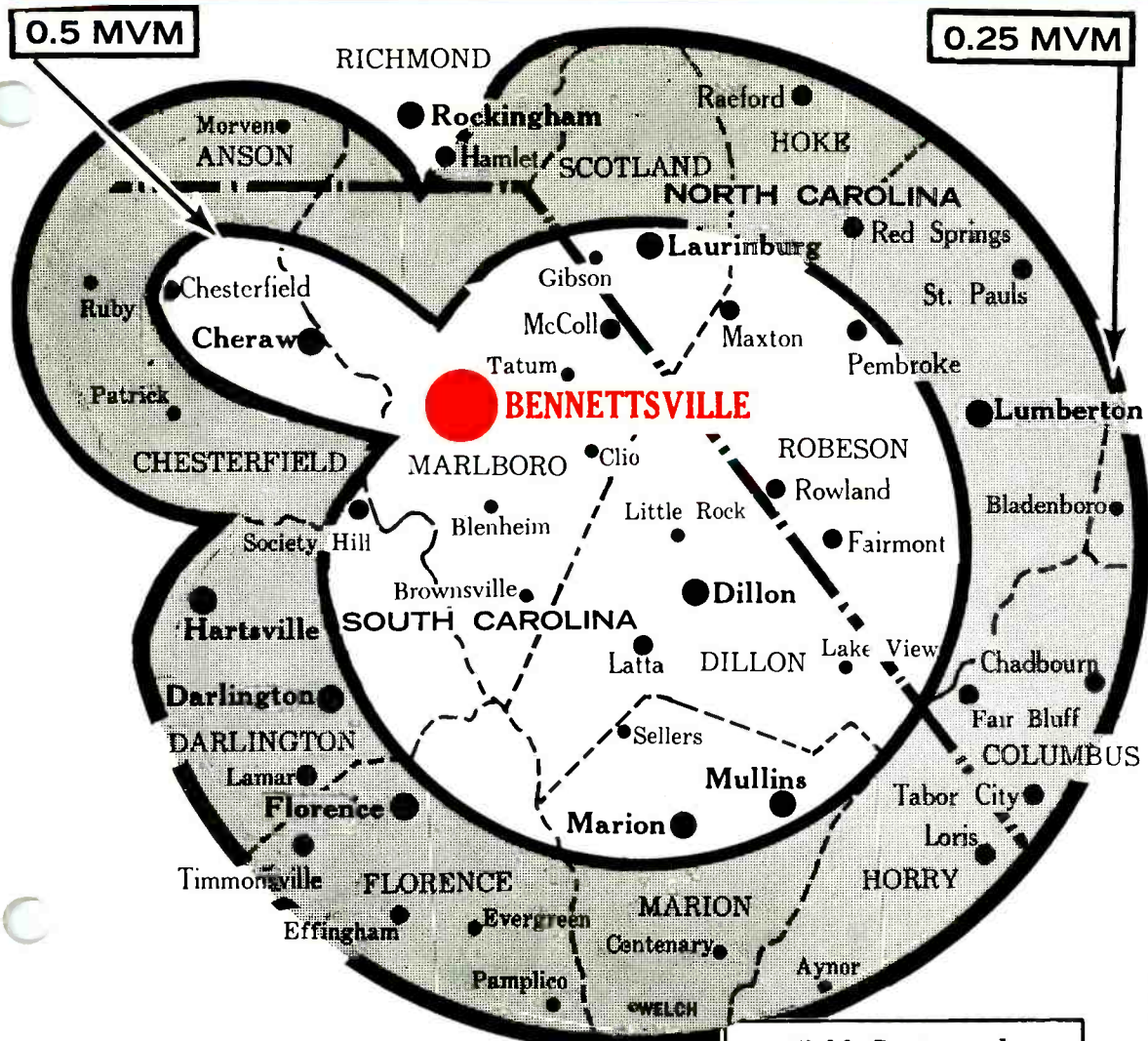


BASED ON MEASUREMENT DATA ON FILE WITH FCC PLUS FCC CONDUCTIVITY MAP. COPYRIGHT RAND MCNALLY & COMPANY 67-W-6

**TECHNICAL DATA**

	<b>WVK</b>	<b>WMMS</b>
Frequency:	1420 KH	100.7 MH
Power:	5KW (day & night)	32KW (day & night)
Transmitters:	RCA	RCA
Antenna:	3 tower directional	omni-directional
Service:	24 hours	24 hours
Programming:	live	live/recorded

# WBSC DEVELOPS MORE SALES FOR YOU!



Field Contours by  
**WILLIAM E. BENNS, JR.**  
Consulting Engineer

# WBSC



## RADIO

5,000 Watts Nighttime  
Mutual Network News  
Agri Weather Wire  
1550 KC Fulltime!  
26 Hours NEGRO Weekly

# WBSC

BEAMED TO THE GREATER PEE DEE  
From  
BENNETTSVILLE, SOUTH CAROLINA

Negro-Programmed Format at Nighttime provides WBSC with Total Audience Coverage!

## 5,000 Watts Night

For POWERFUL "Sounds that SELL" your product, write or call us!

A. K. Harmon, General Manager  
P. O. Box 639 Phone (803)479-4051  
**BENNETTSVILLE, SOUTH CAROLINA**

Market Data:	0.5 MVM	0.25 MVM
	Coverage	Coverage
Population.....	105,780	846,540
Negro Population.....	48,570	301,850
Households.....	26,180	184,070
Radio Homes.....	25,080	181,950
Auto Ownership.....	38,750	256,170
Farm Population.....	30,750	238,910
SPENDABLE INCOME... \$	98,368,000	903,476,000
TOTAL RETAIL SALES \$	69,542,000	708,538,000
Food Stores..... \$	24,270,000	175,575,000
Drug Stores..... \$	2,543,000	18,790,000
Department Stores..... \$	12,658,000	98,164,000
Apparel Shops..... \$	4,215,000	42,883,000
Homefurnishings..... \$	4,068,000	38,365,000
Auto Dealers..... \$	20,635,000	149,175,000
Service Stations..... \$	9,625,000	65,235,000
Gross Farm Income..... \$	43,177,000	303,560,000

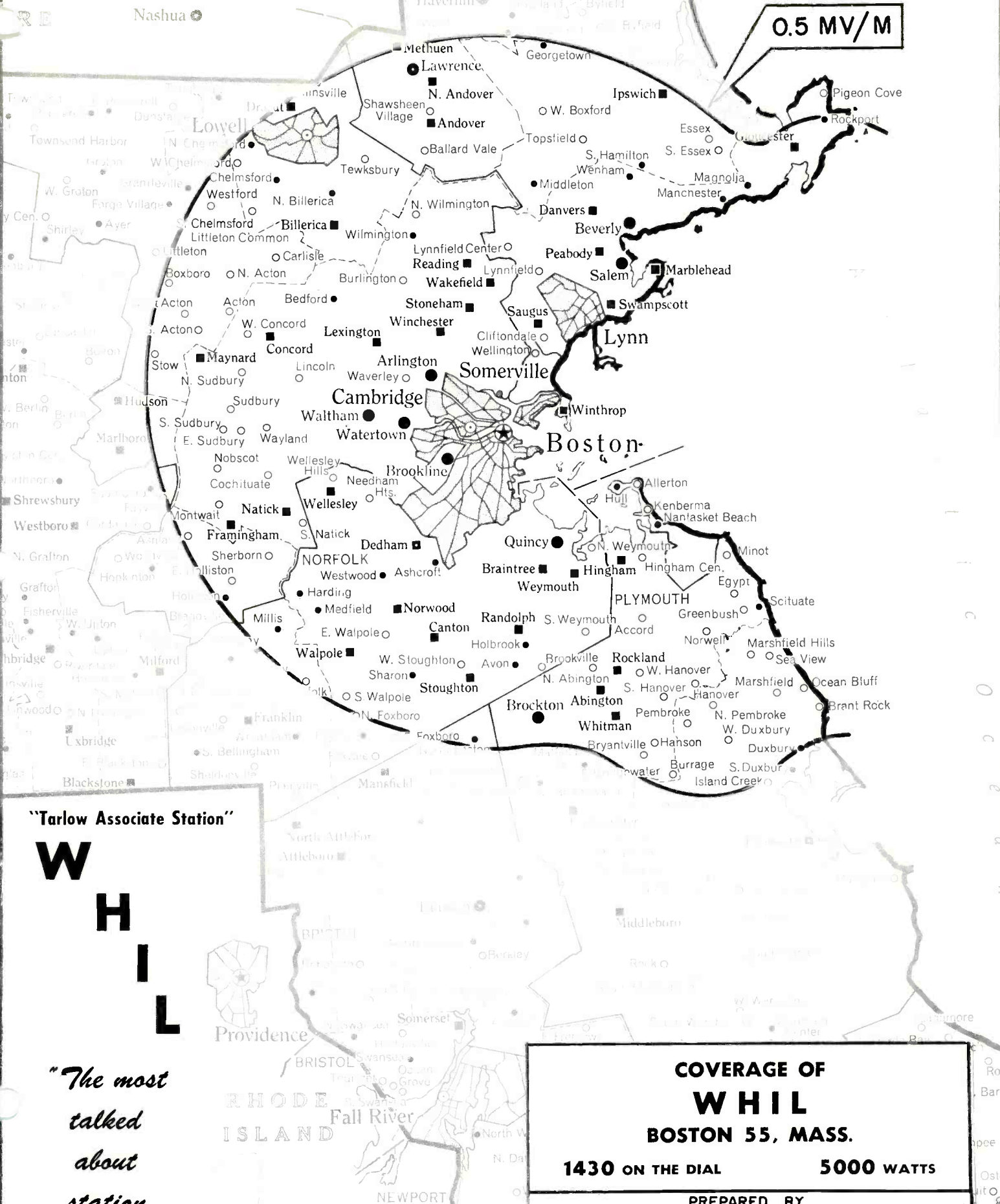
Source: SRDS Consumer Data 1971. ©

PREPARED BY **RADIO** **Unlimited**  
Pueblo, Colorado

SCALE IN MILES  
0 5 10 20

COPYRIGHT BY RAND McNALLY AND COMPANY, R. L. 62-10-19

0.5 MV/M



"Tarlow Associate Station"

**W  
H  
I  
L**

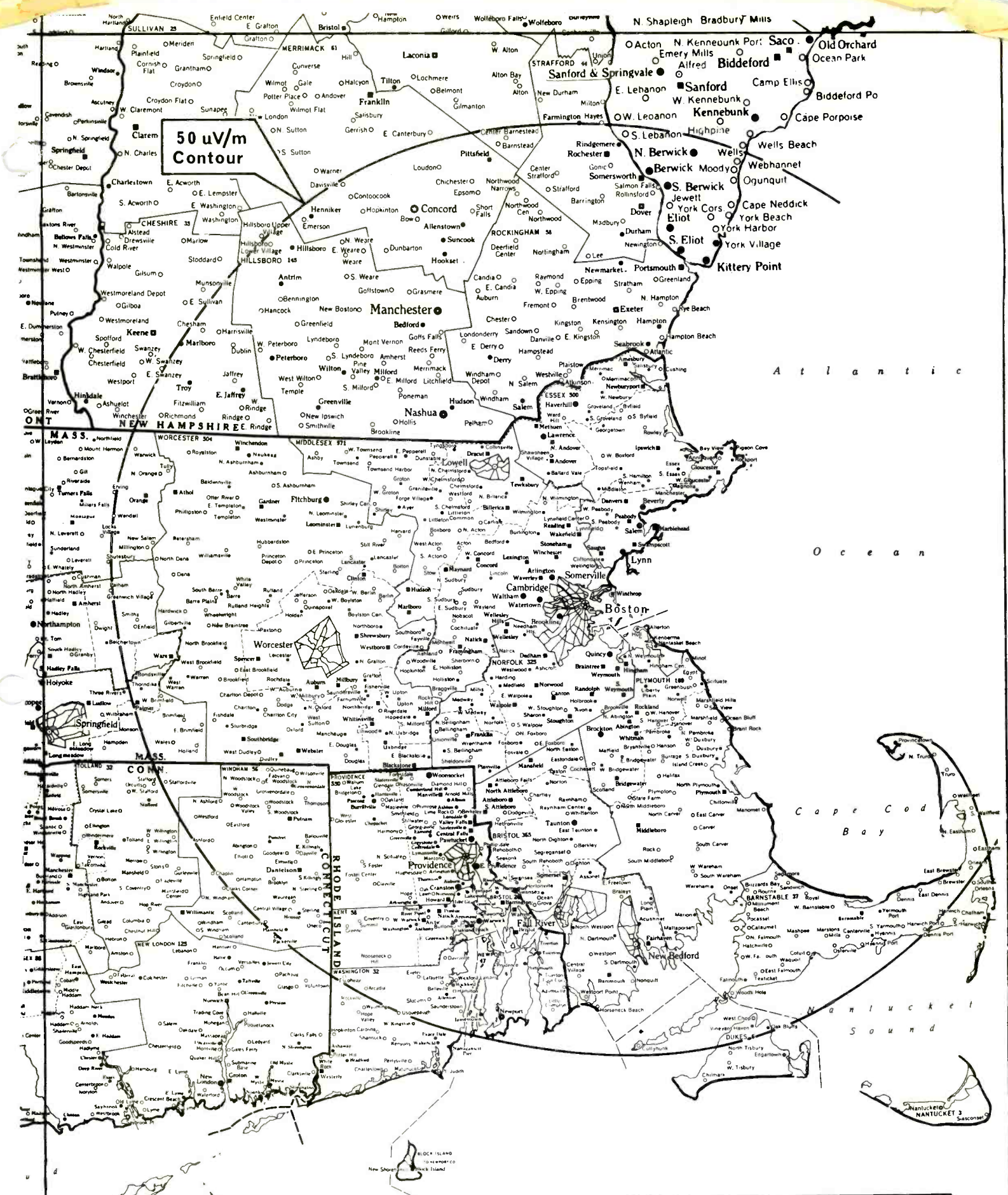
*"The most talked about station in Boston"*

CONTOUR COMPUTED USING CONDUCTIVITIES SHOWN ON FCC GROUND CONDUCTIVITY MAP

**COVERAGE OF  
WHIL  
BOSTON 55, MASS.**

**1430 ON THE DIAL      5000 WATTS**

PREPARED BY  
COMMERCIAL RADIO EQUIPMENT COMPANY  
RADIO ENGINEERING CONSULTANTS  
WASHINGTON, D.C.



**50 uV/m Contour**

**COVERAGE CONTOUR of**  
**WHIL-FM, BOSTON, MASS. 02155**  
**107.9 Mcs, ERP 50,000 Watts at 97'**

Prepared by:  
**Commercial Radio Equipment Company**  
 Radio Engineering Consultants

# WHYNY

# Big 56 RADIO

## WHYNY BIG HIT SURVEY FOR THE WEEK: JULY 16, 1971

That's The Way I've Always Heard It Should Be	1.	Carly Simon	(Last Week)
You've Got A Friend	2.	James Taylor	Elektra (1)
Indian Reservation	3.	Raiders	WB (5)
Mr. Big Stuff	4.	Jean Knight	Columbia (2)
How Can You Mend A Broken Heart	5.	Bee Gees	Stax (9)
Draggin' The Line	6.	Tommy James	Atco (12)
Sooner Or Later	7.	Grass Roots	Roulette (6)
If Not For You	8.	Olivia Newton-John	Dunhill (7)
Funky Nassau	9.	Beginning Of The End	UNI (3)
Double Barrel	10.	Dave & Ansil Collins	Alston (4)
It's Too Late	11.	Carole King	Big Tree (13)
Wild Horses	12.	Rolling Stones	Ode 70 (8)
Never Ending Song Of Love	13.	Delanie & Bonnie	Rolling Stone (11)
Chicago	14.	Graham Nash	Atco (16)
Get It On	15.	Chase	Atlantic (23)
Don't Pull Your Love	16.	Hamilton, Frank & Reynolds	Epic (19)
She Didn't Do Magic	17.	Lobo	Dunhill (10)
Beginnings	18.	Chicago	Big Tree (24)
Rings	19.	Cymarron	Columbia (31)
Signs	20.	Five Man Electrical Band	Entrance (20)
Summer Sand	21.	Dawn	Lionel (25)
Moon Shadow	22.	Cat Stevens	Bell (21)
Watching The River Flow	23.	Bob Dylan	A & M (22)
Take Me Home, Country Road	24.	John Denver	Columbia (27)
Riders On The Storm	25.	Doors	RCA (26)
Liar	26.	Three Dog Night	Elektra (30)
Mercy Mercy Me	27.	Marvin Gaye	Dunhill (32)
Love The One You're With	28.	Isley Bros.	Tamla (29)
Bring The Boys Home	29.	Freda Payne	T-Neck (33)
I'm Leavin'	30.	Elvis Presley	Invictus (35)
Mother Freedom	31.	Bread	RCA (36)
Maybe Tomorrow	32.	Jackson 5	Elektra (34)
Resurrection Shuffle	33.	Ashton, Gardner & Dyke	Motown (37)
I Just Want To Celebrate	34.	Rare Earth	Capitol (38)
It's Summer	35.	Temptations	Rare Earth (39)
Sweet Hitch-Hiker	36.	Creedence Clearwater	Gordy (40)
Crazy Love	37.	Helen Reddy	Fantasy (HB)
Won't Get Fooled Again	38.	The Who	Capitol (HB)
Stop, Look & Listen	39.	Stylistics	Decca (-)
Smiling Faces Sometimes	40.	Undisputed Truth	Avco Embassy (HB)
			Gordy (HB)

### WHYNY BIG LP'S

Ram	1.	Paul & Linda McCartney	Apple (1)
Tapestry	2.	Carole King	Ode 70 (4)
Songs For Beginners	3.	Graham Nash	Atlantic (3)
Mud Slide Slim & Blue Horizon	4.	James Taylor	WB (2)
Blue	5.	Joni Mitchell	Reprise (5)

LARRY KRUGER IS MAKIN' SUMMERTIME '71 HEAVY...  
2 TO 6 P.M. AT THE BIG 56!

*Bob Allen*  
**BOB ALLEN**

6 A.M. to 10 A.M.

**BUD WILLIAMS**

10 A.M. to 2 P.M.

**Larry Kruger**

2 P.M. to 6 P.M.

**BOB BRADY**

6 P.M. to 10 P.M.

**DENNIS LEE**

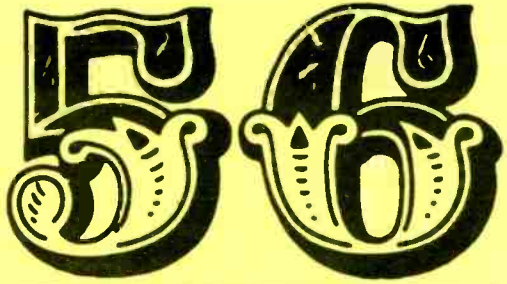
10 P.M. to 2 A.M.

**FRED KING**

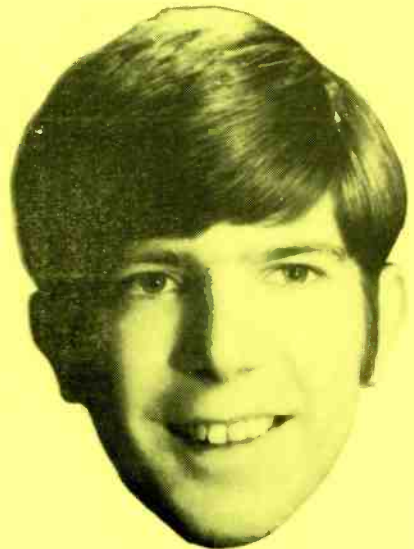
10 A.M. to 2 P.M. Saturday

9 A.M. to 2 P.M. Sunday

**WHYNN  
RADIO**



in springfield, mass



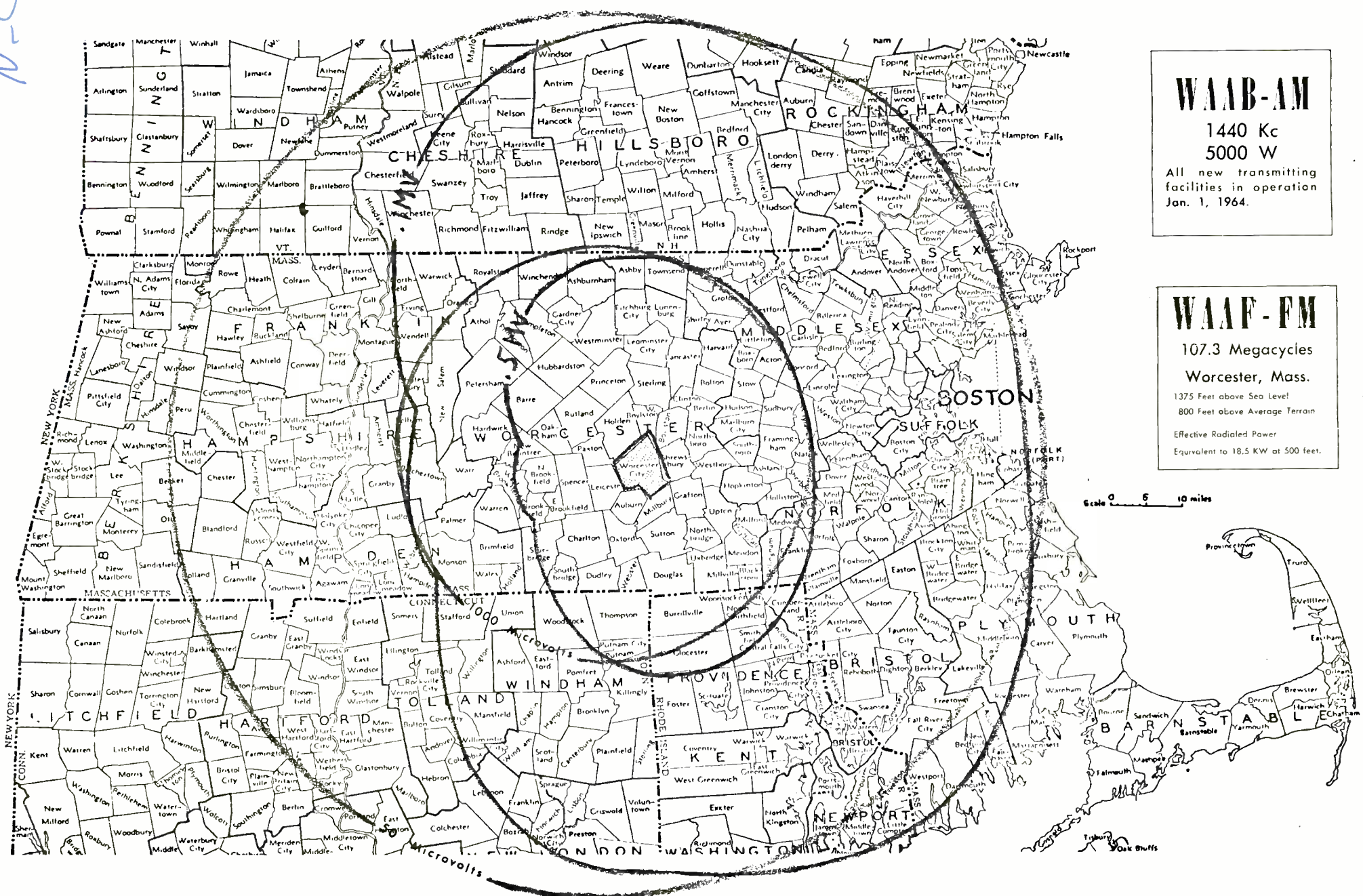
**LARRY KRUGER**

2 P.M. to 6 P.M.

The WHYNN Top Survey represents the relative popularity of records in the WHYNN coverage area conditioned by such factors as industry tabulation, local record sales, and the judgement of WHYNN's record selection committee.

**FUN! 24 HOURS A DAY  
7 DAYS A WEEK**

N-C



**WAAB-AM**  
 1440 Kc  
 5000 W  
 All new transmitting facilities in operation Jan. 1, 1964.

**WAAF-FM**  
 107.3 Megacycles  
 Worcester, Mass.  
 1375 Feet above Sea Level  
 800 Feet above Average Terrain  
 Effective Radiated Power  
 Equivalent to 18.5 KW at 500 feet.

Scale 0 5 10 miles

**WAAB**  
**WAAF - Stereo**  
 Worcester, Mass.  
 752-5611



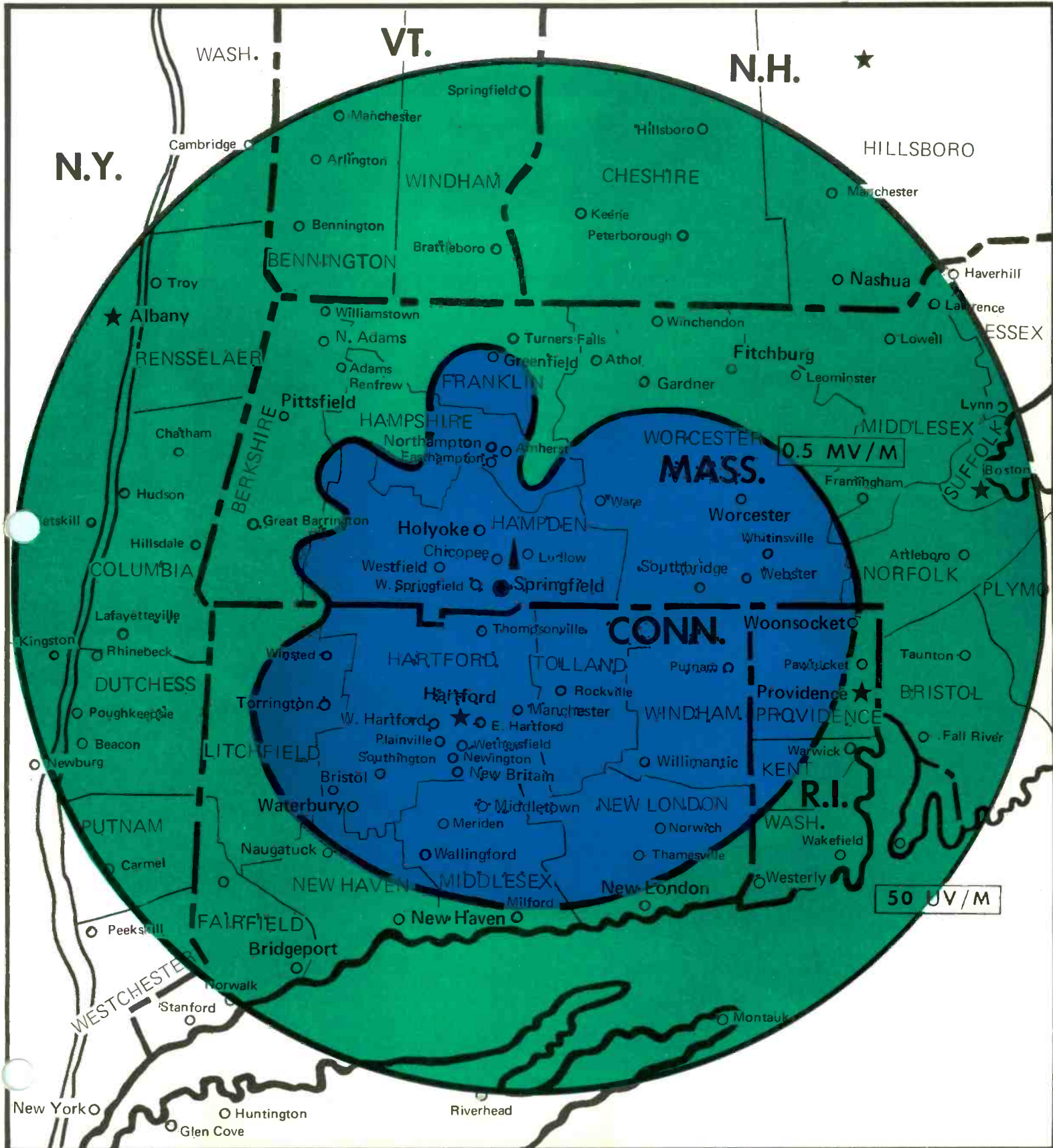
# RADIO COVERAGE

N.Y.

**WHYN AM — 56 RADIO**  
POWER — 5,000 WATTS  
560 KC.

**WHYN**  
SPRINGFIELD, MASS.

**WHYN FM — STEREO 93.1**  
POWER — 50,000 WATTS  
93.1 MC.



**WHYN AM — 56 RADIO**  
COVERAGE AREA PRINTED IN BLUE

← 24 Hours A Day →

**WHYN FM — STEREO 93.1**  
COVERAGE AREA PRINTED IN GREEN

**ANNOUNCEMENTS W H Y N AM**

**EFFECTIVE OCTOBER 1, 1970**

TIMES/WK.	6 A.M.-10 A.M. 3 P.M.-7 P.M. MON.-FRI. <b>A A</b>		10 A.M.-3 P.M. — Monday-Friday 6 A.M.-7 P.M. — Saturday <b>A</b>			
	60 SEC.		60 SEC.		30 SEC.	
	1-25	26+	1-25	26+	1-25	26+
1-6	\$17.00	\$16.00	\$14.00	\$13.00	\$13.50	\$12.50
7-13	16.50	15.50	13.50	12.50	13.00	12.00
14-20	16.00	15.00	13.00	12.00	12.50	11.50
21-27	15.50	14.50	12.50	11.50	12.00	11.00
28-34	15.00	14.00	12.00	11.00	11.50	10.50
35+	14.50	13.50	11.50	10.50	11.00	10.00

TIMES/WK.	7 P.M.-12 MID. MON.-SAT. 6 A.M.-12 MID. SUNDAY <b>* B</b>				12 MID.-6 A.M. MON.-SUN. <b>C</b>	
	60 SEC.		30 SEC.		Ann. 60 Sec.	\$5.00 Flat
	1-25	26+	1-25	26+	Ann. 30 Sec.	4.00 Flat
1-6	\$12.00	\$11.00	\$11.50	\$10.50		
7-13	11.75	10.75	11.25	10.25		
14-20	11.50	10.50	11.00	10.00		
21-27	11.25	10.25	10.75	9.75		
28-34	11.00	10.00	10.50	9.50		
35+	10.75	9.75	10.25	9.25		

\* FIXED POSITION IN CLASS B TIME ADD \$1.00 PER SPOT

**ANNOUNCEMENTS W H Y N FM-STEREO**

TIMES/WK.	60 SEC.	
	1-25	26+
1-6	\$7.50	\$7.00
7-13	7.25	6.75
14-20	7.00	6.50
21-27	6.75	6.25
28-34	6.50	6.00
35+	6.25	5.75

**GENERAL RATE POLICY:**

FM combination rate for AM-FM buy, \$5.00 Flat. Minimum buy WHY-AM 5 spots per week.

AM and FM schedules combine for frequency discounts.

Minimum rate holder to retain rate protection 5 announcements per week on AM or FM.

52 week advertisers earn an additional 5% discount on earned rate.

Newscast rates (AM-FM) 1 time 60 second rate, per time classification.

Rates include music copy-right fees, ASCAP, BMI and SESAC licenses.

**FACILITIES:**

AM 5,000 watts — 560 KC, 24 hours a day, 7 days a week.

FM 50,000 watts (equivalent) — 93.1 MC 24 hours a day, 7 days a week Stereo 6 a.m. to 2 a.m.

THE WHY-AM STATIONS CORPORATION / 1300 LIBERTY STREET / SPRINGFIELD, MASSACHUSETTS 01101 / TEL: (413) 785-1911  
**WHY-AM RADIO / FM 56 and FM 93.1**



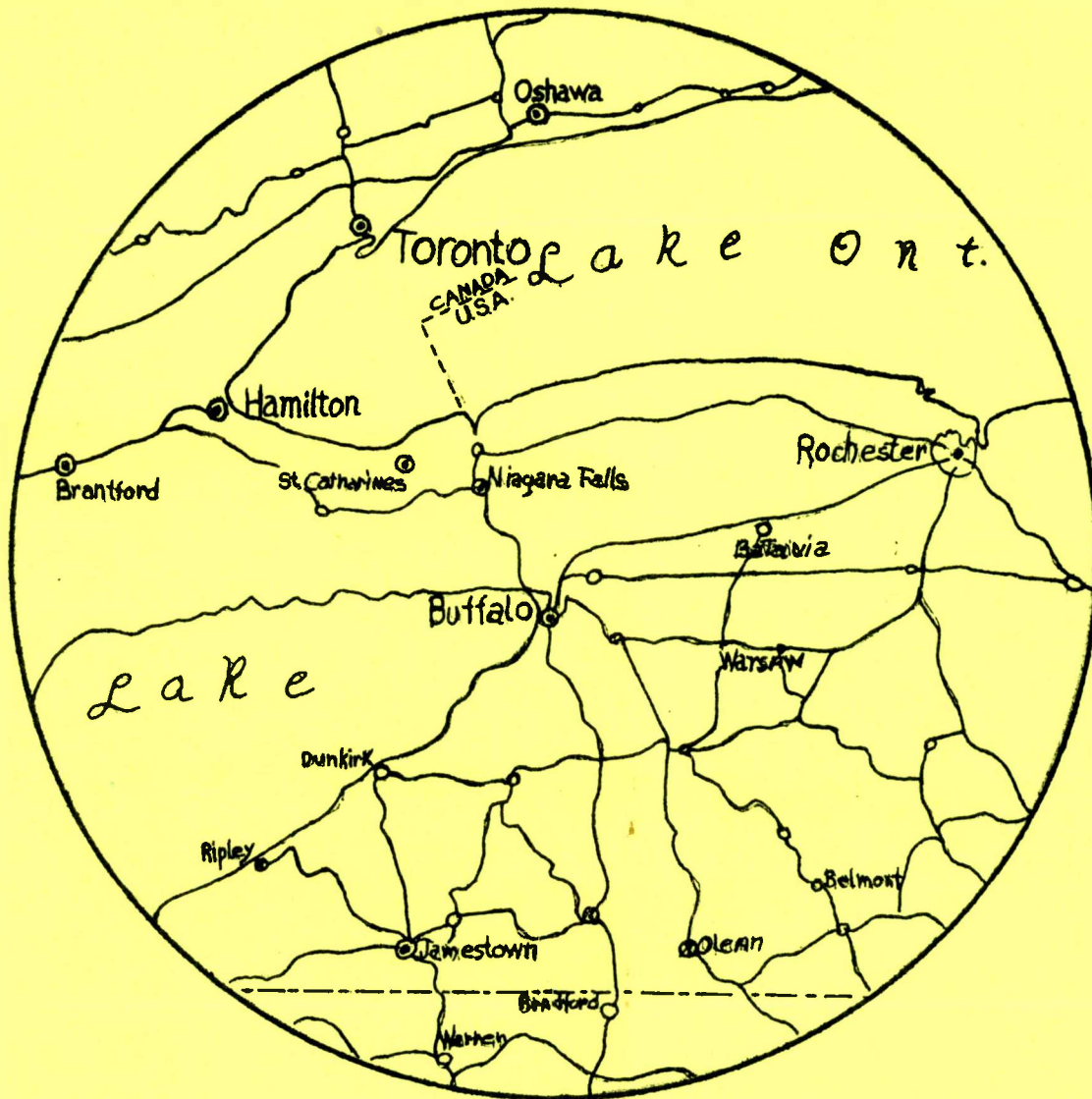
COVERAGE MAP

WAMC fm

90.3 mc

10,000 watts

Studios: Albany Medical College  
Albany, New York  
Transmitter: Mount Greylock  
Adams, Mass.



WADV BEAMS A STRONG AND CLEAR SIGNAL OVER A 100 MILE RADIUS OF BUFFALO. THE SIGNAL COVERS TEN (10) WESTERN NEW YORK COUNTIES AND EIGHT (8) SOUTHERN ONTARIO COUNTIES. WITHIN THIS AREA OVER 8 MILLION PEOPLE LIVE AND WORK ACCORDING TO THE 1970 CENSUS.

# Let's all get together on TV9

**THEY'RE BACK!** The stars, the excitement, the intrigue, the fun of your very favorite CBS shows, in fresh new stories and dazzling, delightful hours of song and spectacle. Look for the comedy of those wacky war prisoners—

**Hogan's Heroes at 7:30**

**Sunday night.** And on **Tuesday** nights don't miss the sometimes romantic, sometimes comic, always enchanting

**To Rome With Love** starring John Forsythe and Walter Brennan. It's a new time **9:30 P.M. Tuesday.**

And one hour earlier, it's

**Hee-Haw**—corn done purely for laughs with songs and sketches to tickle you and kids of every age. That's **8:30 P.M. Tuesday** night for **Hee-Haw** on WTOP TV9.

We're doing the impossible Saturday evenings. Yes,

**Mission Impossible** moves to **Saturday at 7:30 P.M.** with a whole new season of

challenges to meet and wrongs to right. Join the I.M. force headed by Peter Graves and Leonard Nimoy, as they set out on all-new adventures.

And, of course, you'll find **Glen Campbell** waiting for

you in his usual place—

**Sunday** night at **9:00 P.M.** with music and merriment

for the entire family.

Check the schedule to find your favorites. There's more fun to see and enjoy on WTOP TV9 every night.

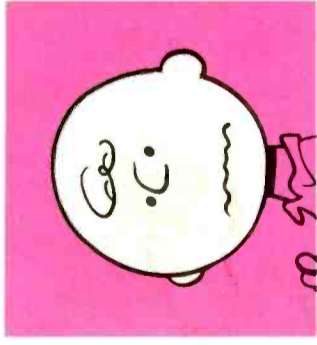
**WTOP TV9**

For some  
very special  
programs.

There'll be something special for every member of your family on TV9 this season. Pageantry, variety, news, fantasy, sports and educational programs—whatever your choice, you'll find it more often on WTOP TV.

## CHARLIE BROWN

For kids of all ages



The "peanuts" crew gets together for five cartoon specials this season. See them all. **WEDNESDAY, SEPTEMBER 16th at 8:30 P.M. "It was a short summer, Charlie Brown."**

## NFL FOOTBALL

All through the season see the pros battle it out.

And don't forget

to tune in our pre-game shows before every NFL game. Of course, you'll see the divisional play-offs and the championship game, too, on TV9.

## NATIONAL GEOGRAPHIC SPECIALS

Take a look at the world... its mysteries and majesty in these extraordinary programs that will fascinate and inform you.

Coming **OCTOBER 13th "Zoos Of The World"** and later in the season, three other world-scanning programs you and your family don't dare miss.

## NEWS

You can depend on WTOP TV9's 100-man news team to keep you informed about both national and international problems and personalities. Throughout the year you'll see specially produced programs covering the world as well as man's search for the stars.

You'll get an extra dimension from **The Big News**, three times each weekday and twice on weekends, with commentary by the largest group of nationally known news analysts in the nation.

News coverage by Walter Cronkite, Harry Reasoner, Mike Wallace, Roger Mudd and the world-wide facilities of CBS Television News is another plus. You'll find WTOP TV9 is the place to be to keep up with your world.

## AMERICAN LANDMARKS



Conceived, created and produced by WTOP... a special series of visits to historical points of interest. Join WTOP for **"Christmas in Williamsburg"** or a look at **Thomas Jefferson's "Monticello"**. Returning will be the widely acclaimed **"George Washington's Mount Vernon."**

Fall premiere week

# Let's all get together on TV9 Washington D.C.

**WTOP TV9**

# Keep this convenient guide to TV9

# Let's all get together on TV9

## WTOP put it all together for all together better viewing.

What's new for fall on WTOP TV? Plenty! You'll see inventive, imaginative programs involved with today and today's kind of people. We put it all together for you on TV9.



**The Tim Conway Show, Sunday at 10:00 P.M.**, an off-beat, contemporary hour of humor highlighting out of the ordinary guests doing things you hardly expect.

**The Mary Tyler Moore Show, Saturday at 9:30 P.M.**, is a new and modern comedy. You'll love Mary as a small town girl who lands a job in the news department of a big-city TV station.

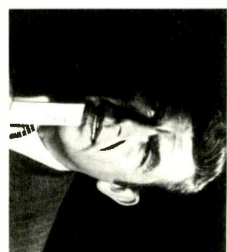
**Storefront Lawyers** sure to be the dramatic high-spot of the season. Two guys and a girl open a storefront practice serving the poor and underprivileged. These eager young people use their knowledge of the law in their fight for justice and fair play. Watch for **Storefront Lawyers, Wednesday night at 7:30 P.M.** starring Barry Morse, Robert Foxworth, Sheila Larken and David Arken.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7:55 Morning Meditation 8:00 Rural America 8:30 The Alvin Show 9:00 Tom & Jerry 9:30 Gilligan's Island 10:00 Jewish Community Hour/Mass for Shut-ins	5:55 Morning Meditation 6:00 Sunrise 6:55 D. Llewelyn & Semester Local News w/CBS News Team	5:55 Morning Meditation 6:00 Sunrise 6:55 D. Llewelyn & Semester Local News w/CBS News Team	5:55 Morning Meditation 6:00 Sunrise 6:55 D. Llewelyn & Semester Local News w/CBS News Team	5:55 Morning Meditation 6:00 Sunrise 6:55 D. Llewelyn & Semester Local News w/CBS News Team	5:55 Morning Meditation 6:00 Sunrise 6:55 D. Llewelyn & Semester Local News w/CBS News Team	7:25 Morning Meditation 7:30 Sunrise 8:00 Bugs Bunny/Road Runner Hour 9:00 Sabrina & The Groovey Goolies 10:00 Jodie & The Pussy Cats 10:30 Harlem Globetrotters 11:00 The Archie Fun Hour 12:00 Scooby Doo, Where Are You? 12:30 The Monkees 1:00 Dastardly & Muttley In Their Flying Machines 1:30 The Jetsons 2:00 The Early Show 3:30 Sir Graves Chastly
11:30 Face The Nation 12:00 Washington News 12:30 Look at the Redskins 1:00 NFL Football 5:30 News/Seven Days 6:00 The Big News 6:30 CBS Evening News w/Roger Mudd	7:00 Harambee 8:00 CBS Morning News w/Joseph Benji 9:00 Captain Kangaroo 10:00 The Lucy Show 10:30 The Beverly Hills 11:00 Family Affair 11:30 Love Of Life 12:00 Where The Heart Is 12:25 CBS Mid-Day News w/Douglas Edwards	7:00 Harambee 8:00 CBS Morning News w/Joseph Benji 9:00 Captain Kangaroo 10:00 The Lucy Show 10:30 The Beverly Hills 11:00 Family Affair 11:30 Love Of Life 12:00 Where The Heart Is 12:25 CBS Mid-Day News w/Douglas Edwards	7:00 Harambee 8:00 CBS Morning News w/Joseph Benji 9:00 Captain Kangaroo 10:00 The Lucy Show 10:30 The Beverly Hills 11:00 Family Affair 11:30 Love Of Life 12:00 Where The Heart Is 12:25 CBS Mid-Day News w/Douglas Edwards	7:00 Harambee 8:00 CBS Morning News w/Joseph Benji 9:00 Captain Kangaroo 10:00 The Lucy Show 10:30 The Beverly Hills 11:00 Family Affair 11:30 Love Of Life 12:00 Where The Heart Is 12:25 CBS Mid-Day News w/Douglas Edwards	7:00 Harambee 8:00 CBS Morning News w/Joseph Benji 9:00 Captain Kangaroo 10:00 The Lucy Show 10:30 The Beverly Hills 11:00 Family Affair 11:30 Love Of Life 12:00 Where The Heart Is 12:25 CBS Mid-Day News w/Douglas Edwards	5:30 Presentations 6:00 The Big News 7:00 News/Agronomy & Company 7:30 Mission: Impossible 8:30 My Three Sons 9:00 Arnie 9:30 The Mary Tyler Moore Show 10:00 Mannix 11:00 The Big News 11:15 Charlie Chan Film Festival 1:30 Movie Nine 3:00 News 9 Headlines Evening 3:05 Meditation—Sign-Off
7:00 Lassie 7:30 Hogan's Heroes 8:00 Ed Sullivan Show 9:00 The Glen Campbell Goodtime Hour 10:00 The Tim Conway Variety Show 11:00 The Big News 11:15 CBS Sunday News w/Harry Reasoner 11:30 The Saint 12:30 News 9 Headlines Evening 12:35 Meditation—Sign-Off	2:00 Love Is A Many Splendored Thing 2:30 The Guiding Light 3:00 The Secret Storm 3:30 The Edge of Night 4:00 Wild, Wild West 5:00 It Takes a Thief 6:00 The Big News 7:00 CBS Evening News w/Walter Cronkite 7:30 Gunsmoke 8:30 Here's Lucy 9:00 Mayberry R.F.D. 9:30 The Doris Day Show 10:00 The Carol Burnett Show 11:00 The Big News 11:30 The Late Show 1:00 News 9 Headlines Evening 1:05 Meditation—Sign-Off	2:00 Love Is A Many Splendored Thing 2:30 The Guiding Light 3:00 The Secret Storm 3:30 The Edge of Night 4:00 Wild, Wild West 5:00 It Takes a Thief 6:00 The Big News 7:00 CBS Evening News w/Walter Cronkite 7:30 The Beverly Hills 8:00 Green Acres 8:30 Hee Haw 9:30 To Rome With Love 10:00 60 Minutes 11:00 The Big News 11:30 The Late Show 1:00 News 9 Headlines Evening 1:05 Meditation—Sign-Off	2:00 Love Is A Many Splendored Thing 2:30 The Guiding Light 3:00 The Secret Storm 3:30 The Edge of Night 4:00 Wild, Wild West 5:00 It Takes a Thief 6:00 The Big News 7:00 CBS Evening News w/Walter Cronkite 7:30 Storefront Lawyers 8:30 The Governor & J.J. 9:00 CBS Thursday Night Movie 11:00 The Big News 11:30 The Late Show 1:00 News 9 Headlines Evening 1:05 Meditation—Sign-Off	2:00 Love Is A Many Splendored Thing 2:30 The Guiding Light 3:00 The Secret Storm 3:30 The Edge of Night 4:00 Wild, Wild West 5:00 It Takes a Thief 6:00 The Big News 7:00 CBS Evening News w/Walter Cronkite 7:30 Family Affair 8:00 The Jim Nabors Hour 9:00 CBS Friday Night Movie 11:00 The Big News 11:30 The Late Show 1:00 News 9 Headlines Evening 2:30 Movie Nine 2:35 Headlines Evening Meditation—Sign-Off	2:00 Love Is A Many Splendored Thing 2:30 The Guiding Light 3:00 The Secret Storm 3:30 The Edge of Night 4:00 Wild, Wild West 5:00 It Takes a Thief 6:00 The Big News 7:00 CBS Evening News w/Walter Cronkite 7:30 The Interns 8:30 The Andy Griffith Show 9:00 CBS Friday Night Movie 11:00 The Big News 11:30 Sir Graves Chastly 1:00 News 9 Headlines Evening 2:30 Movie Nine 2:35 Headlines Evening Meditation—Sign-Off	



**The Interns** follows five young physicians through their internship at a large metropolitan hospital. Their personal involvements and their relationships with one another make for an always intriguing insight into the needs and conflicts of today's young people.

**The Interns, Fridays at 7:30 P.M.** stars Stephen Brooks, Chris Stone and Broderick Crawford.

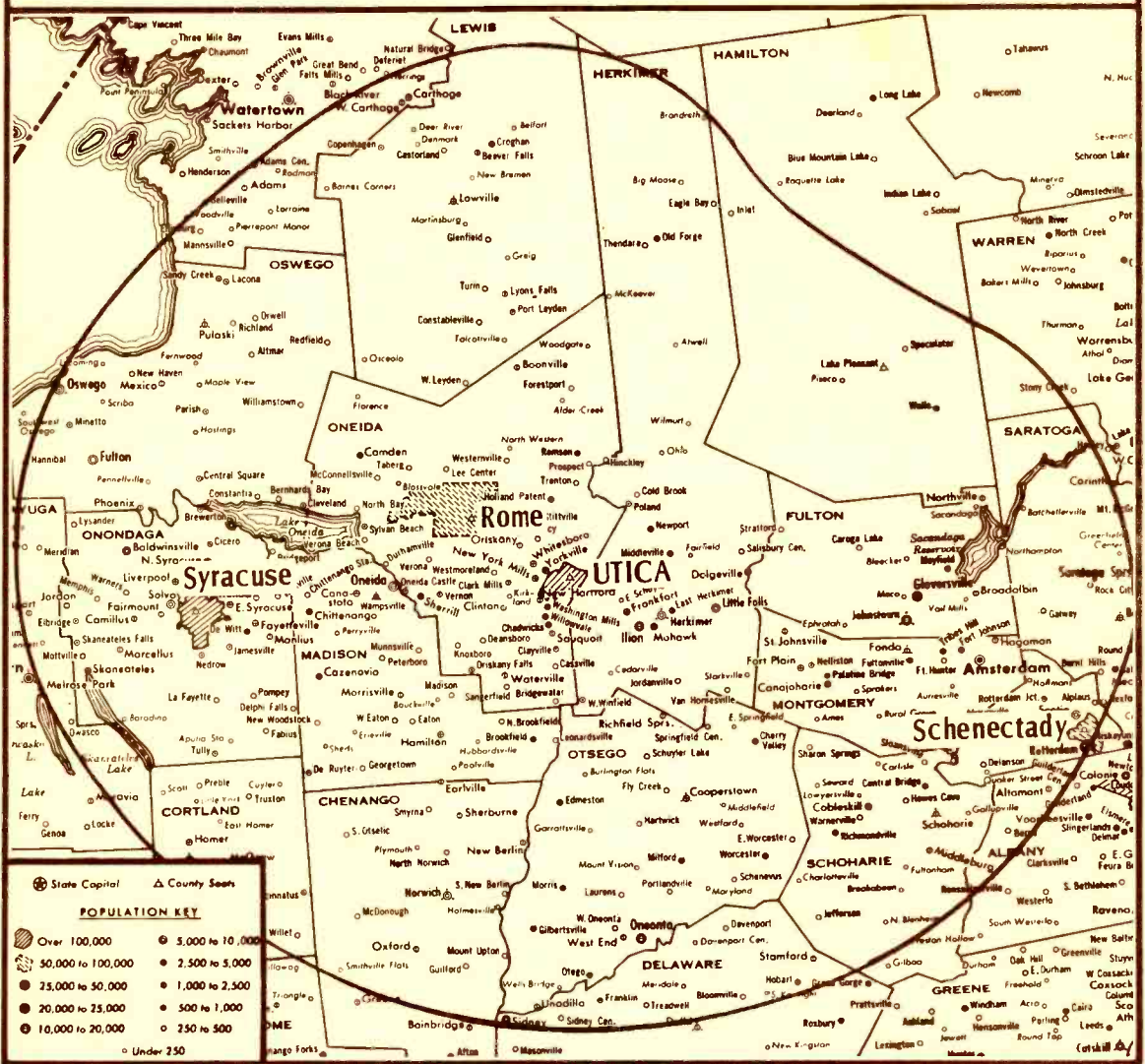


**Andy Griffith** returns! And you'll love him in this all-new series called **Headmaster**. Andy plays the role of a headmaster in a private school in the Middle West with Jerry Van Dyke as his football coach who's never won a game. Watch for Andy Griffith's **Headmaster, Friday nights at 8:30 P.M.**



And don't miss **Arnie, Saturday evenings at 9:00 P.M.** Herschel Bernardi stars as a typical employee who suddenly becomes a high-paid, high-powered executive. How this rather simple guy deals with his secretary, his formidable boss, his friends, and all that money, is pure joy. Take a look at the better viewing on TV9 this week. You're in for a season of excitement!

# Coverage Map



66c

**WOUR**

**stereo 97**

A Brinsfield Broadcasting Station Serving the Great Mohawk Valley

**A Brinsfield Broadcasting Station Serving the Great Mohawk Valley**



**RATES AND CONDITIONS**

Address — 288 Genesee Street, Utica, New York  
 Frequency-Power-96.9 mHz- 12.5 KwERP at 740Ft.  
 All bills are due and payable when rendered.  
 Commission of 15% paid to recognized agencies,  
 Station accepts AAAA copyrighted contract.  
 Rates for remote broadcasts upon request.

**WOUR RATE CARD**

	<b>AA*</b>	<b>A**</b>	<b>B***</b>
60- Second	\$7.00	\$6.00	\$5.50
30- Second	\$6.00	\$5.00	\$4.50

**SATURATION PLAN ROS MONDAY THROUGH SUNDAY**

	<b>30% AA</b>	<b>30%A</b>	<b>40% B</b>
	<b>10- 19 Times</b>	<b>20- 29 Times</b>	<b>30+ Times</b>
60- Second	\$5.50	\$5.00	\$4.50
30- Second	\$4.50	\$4.00	\$3.50

**STANDARD SATURATION PLAN ROS MONDAY THROUGH FRIDAY**

	<b>50% A</b>	<b>50% B</b>	
	<b>10- 19 Times</b>	<b>20- 29 Times</b>	<b>30+ Times</b>
60- Second	\$5.00	\$4.50	\$4.00
30- Second	\$4.00	\$3.50	\$3.00

**MINUTE ROS ANNOUNCEMENT SCHEDULE**

	<b>1- 13 WKS</b>	<b>14- 26 WKS</b>	<b>27- 39 WKS</b>	<b>52 WKS</b>
1- 9 Times	\$6.00	\$5.75	\$5.50	\$5.25
10- 20 Times	\$5.75	\$5.50	\$5.25	\$5.00
21- 30 Times	\$5.50	\$5.25	\$5.00	\$4.75
31- 40 Times	\$5.25	\$5.00	\$4.75	\$4.50

**HALF-MINUTE ROS ANNOUNCEMENT SCHEDULE**

	<b>1- 13 WKS</b>	<b>14- 26 WKS</b>	<b>27- 39 WKS</b>	<b>52 WKS</b>
1- 9 Times	\$4.50	\$4.25	\$4.00	\$3.75
10- 20 Times	\$4.25	\$4.00	\$3.75	\$3.50
21- 30 Times	\$4.00	\$3.75	\$3.50	\$3.25
31- 40 Times	\$3.75	\$3.50	\$3.25	\$3.00

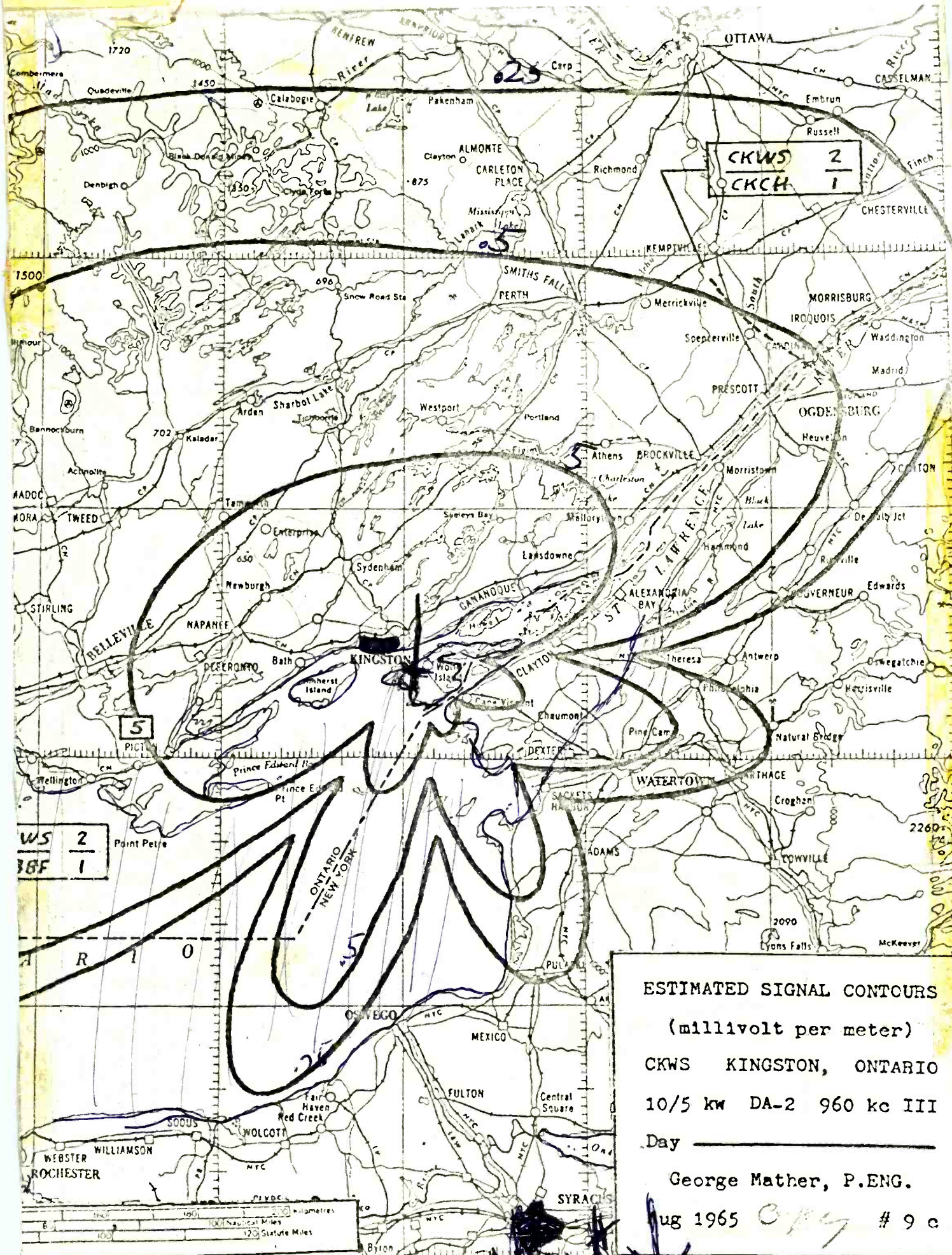
**ROS NEWS PACKAGE**

5 Times per Week	\$8.50	* Class AA - All Day - - - Saturday & Sunday
10 Times per Week	\$7.50	** Class A - - 4PM - -12PM - Monday to Friday
Open/Close 60- Second		*** Class B - - 6AM - - 4pm - Monday to Friday





THE VOICE OF THE VALLEY  
WNHV  
RADIO 910



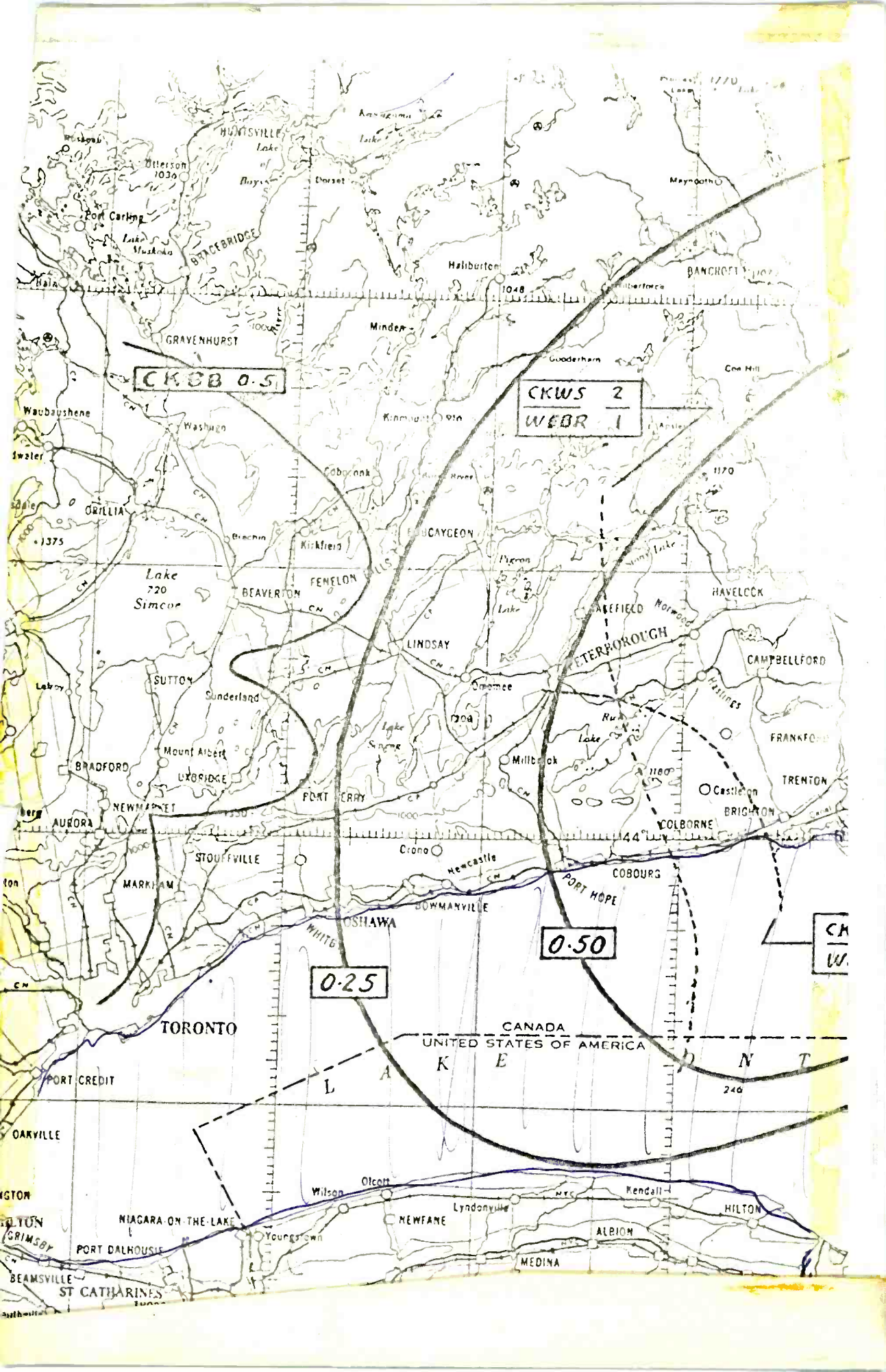
CKWS	2
CKCH	1

WS	2
88F	1

ESTIMATED SIGNAL CONTOURS  
 (millivolt per meter)  
 CKWS KINGSTON, ONTARIO  
 10/5 kw DA-2 960 kc III  
 Day \_\_\_\_\_  
 George Mather, P.ENG.  
 Aug 1965 Copy # 9 c

0 100 200 Kilometres  
 0 100 200 Nautical Miles  
 0 100 200 Statute Miles

VICTOR  
 NO 1000  
 1965



CKBB 0.5

CKWS 2  
WEBR 1

0.25

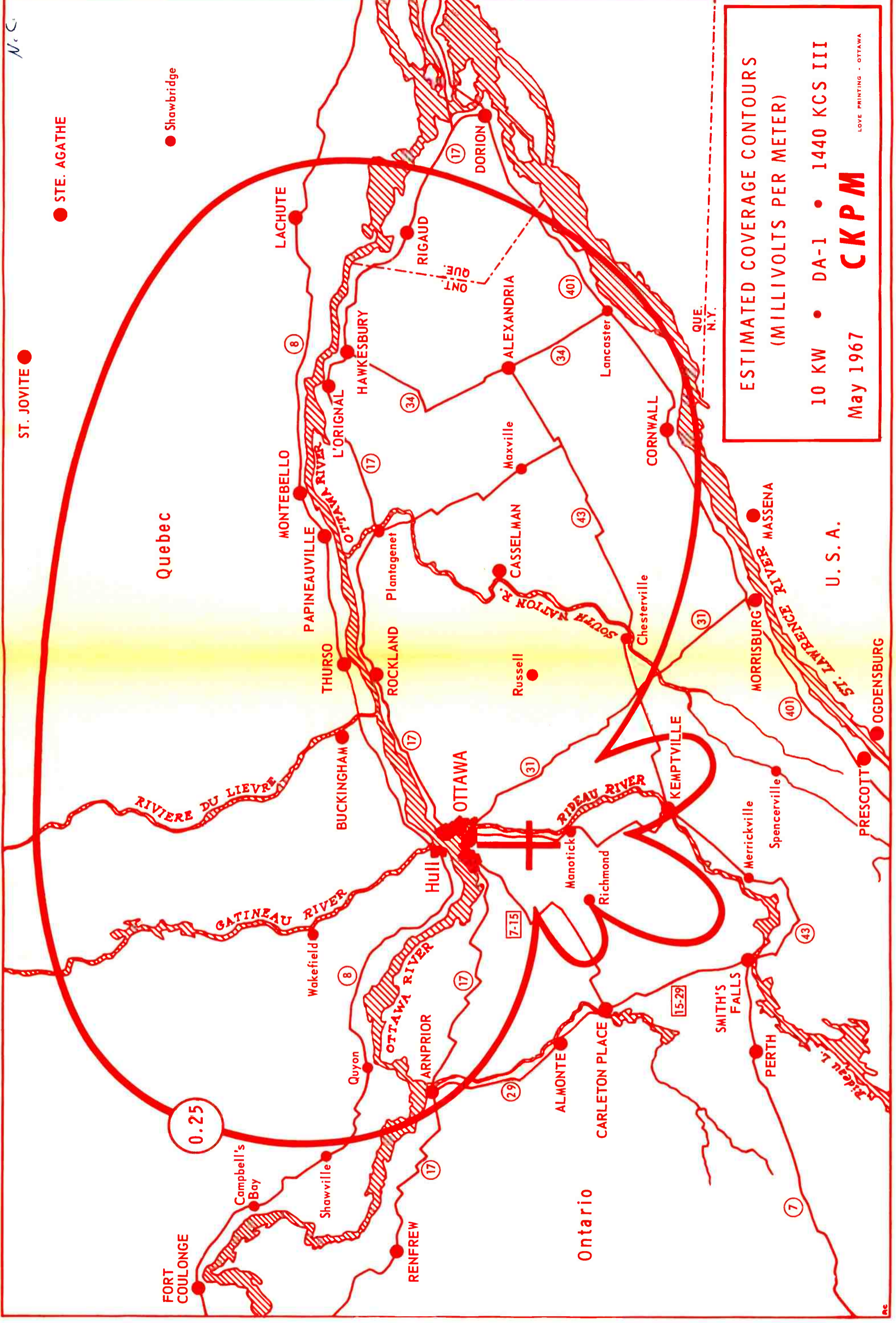
0.50

CK  
W

CANADA  
UNITED STATES OF AMERICA

L A K E S

246



ESTIMATED COVERAGE CONTOURS  
(MILLIVOLTS PER METER)

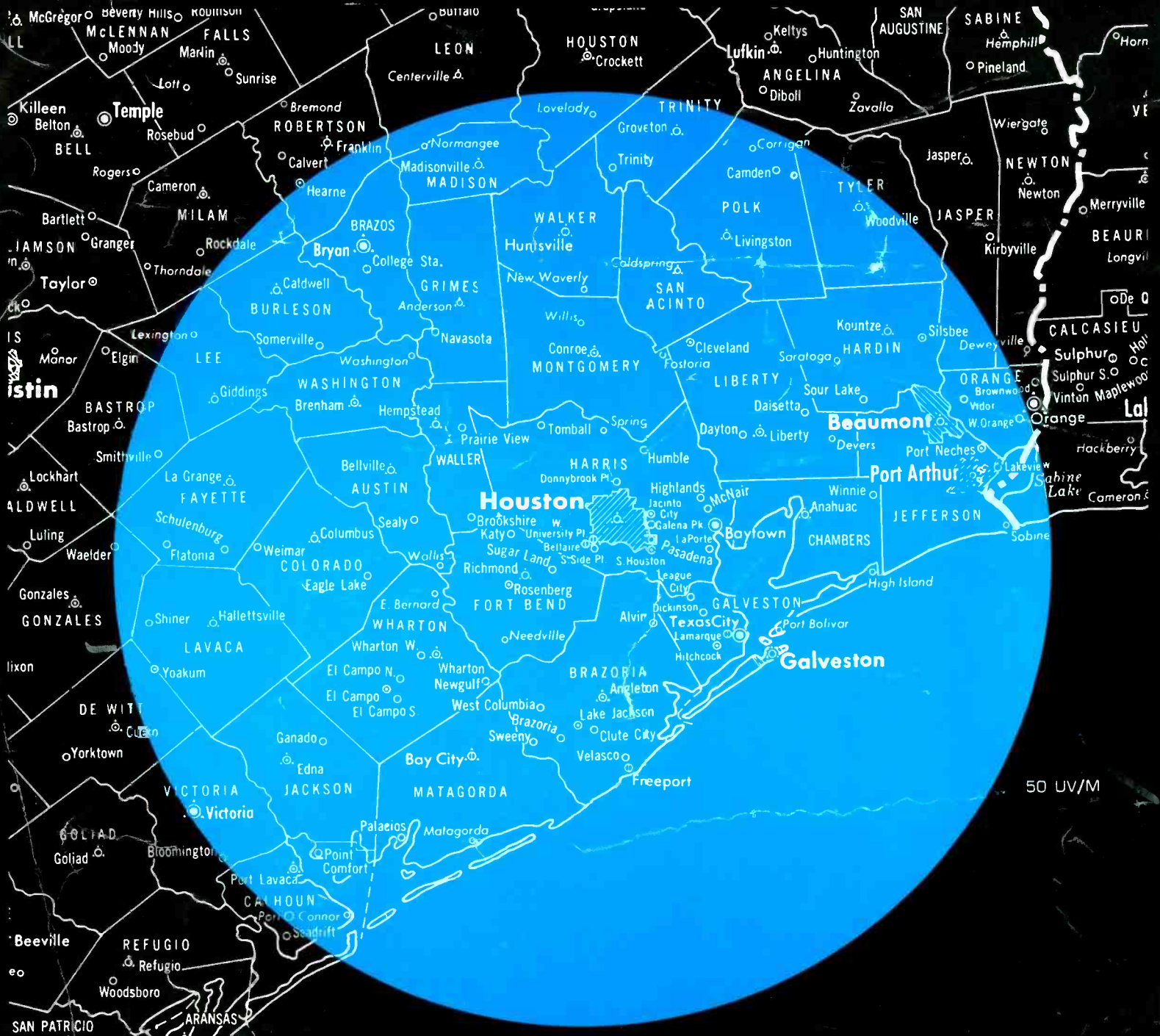
10 KW • DA-1 • 1440 KCS III

May 1967 **CKPM**

LOVE PRINTING - OTTAWA

# KRBE

STEREO 104



50 UV/M



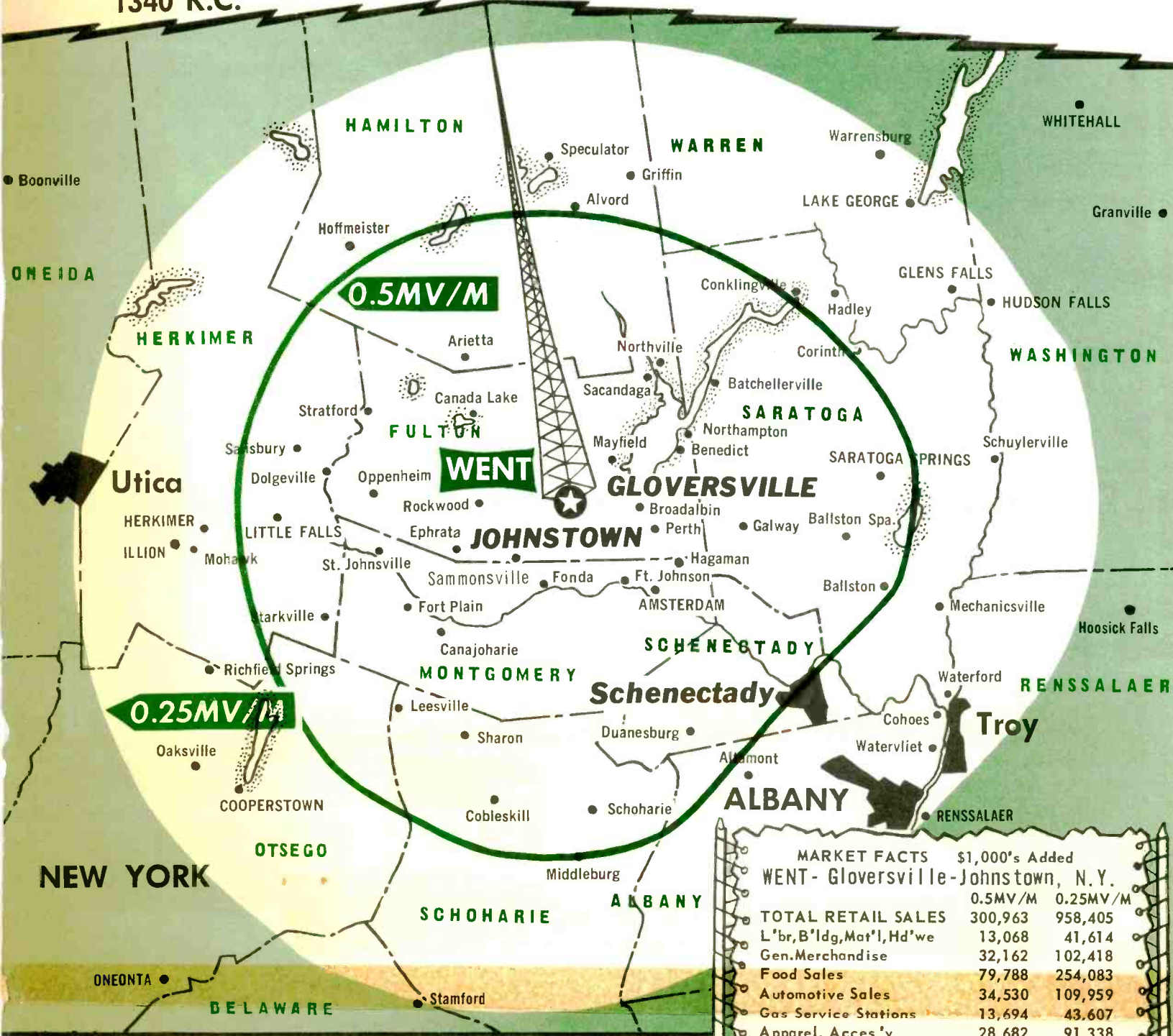
**COMMUNICATIONS OF HOUSTON, INC.**  
 8208 WEST PARK DRIVE, HOUSTON, TEXAS 77042  
 (713) 781-6111

100,000 WATTS E.R.P. HORIZONTAL  
 100,000 WATTS E.R.P. VERTICAL  
 ANTENNA 780 FEET ABOVE AVERAGE TERRAIN

# WENT

1340 K.C.

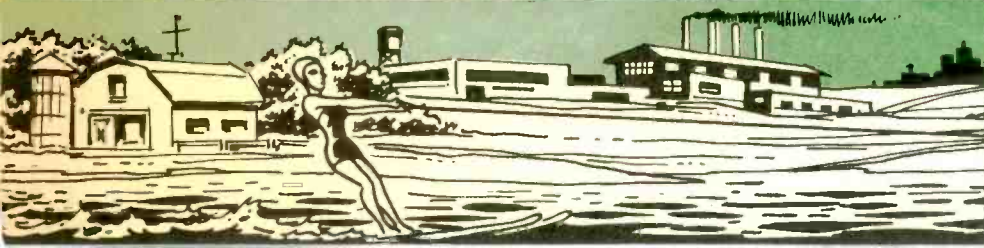
**Gloversville - Johnstown, N.Y. Has More Power For You  
1,000 Watts With The Best Programming of National and  
Local News, Weather, Sports, and Adult Music.**

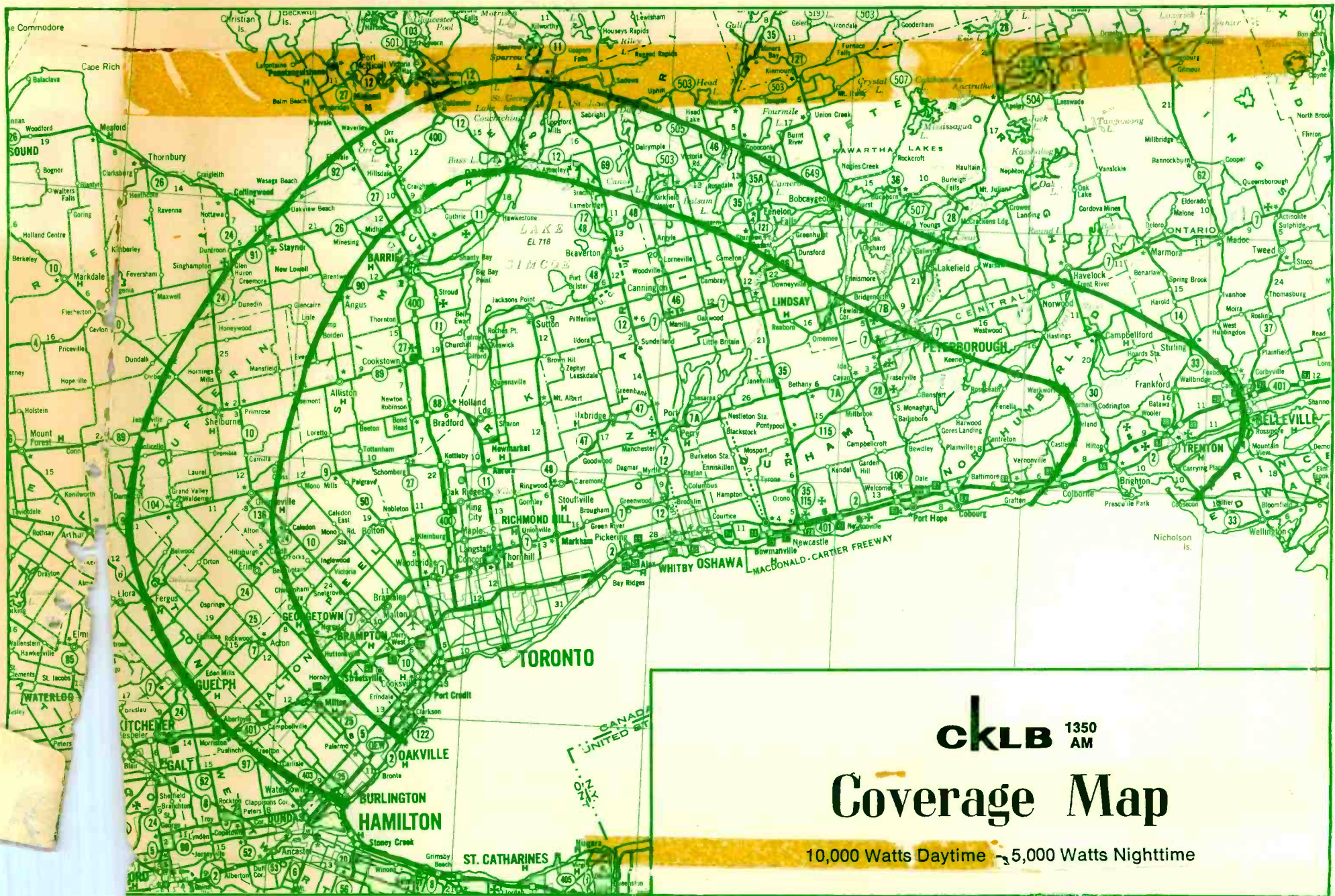


**Prosperous Dairy, Industrial, and Resort Area  
With A Primary Market of \$301,000,000 and a  
Secondary Market of \$958,000,000**

MARKET FACTS	\$1,000's Added	
	0.5MV/M	0.25MV/M
WENT- Gloversville-Johnstown, N.Y.		
TOTAL RETAIL SALES	300,963	958,405
L'br, B'ldg, Mat'l, Hd'we	13,068	41,614
Gen. Merchandise	32,162	102,418
Food Sales	79,788	254,083
Automotive Sales	34,530	109,959
Gas Service Stations	13,694	43,607
Apparel, Acces'y	28,682	91,338
Furniture, Home furn'gs	9,311	29,651
Appliances	6,995	22,277
Eating, Drinking Places	32,039	102,027
Drug & Prop'y Stores	8,688	27,668
Other Retail Stores	33,616	107,049
Non-Store Retailers	8,390	26,717
Population	220,822	703,212
Households	66,916	213,095

Market Facts are from U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J.



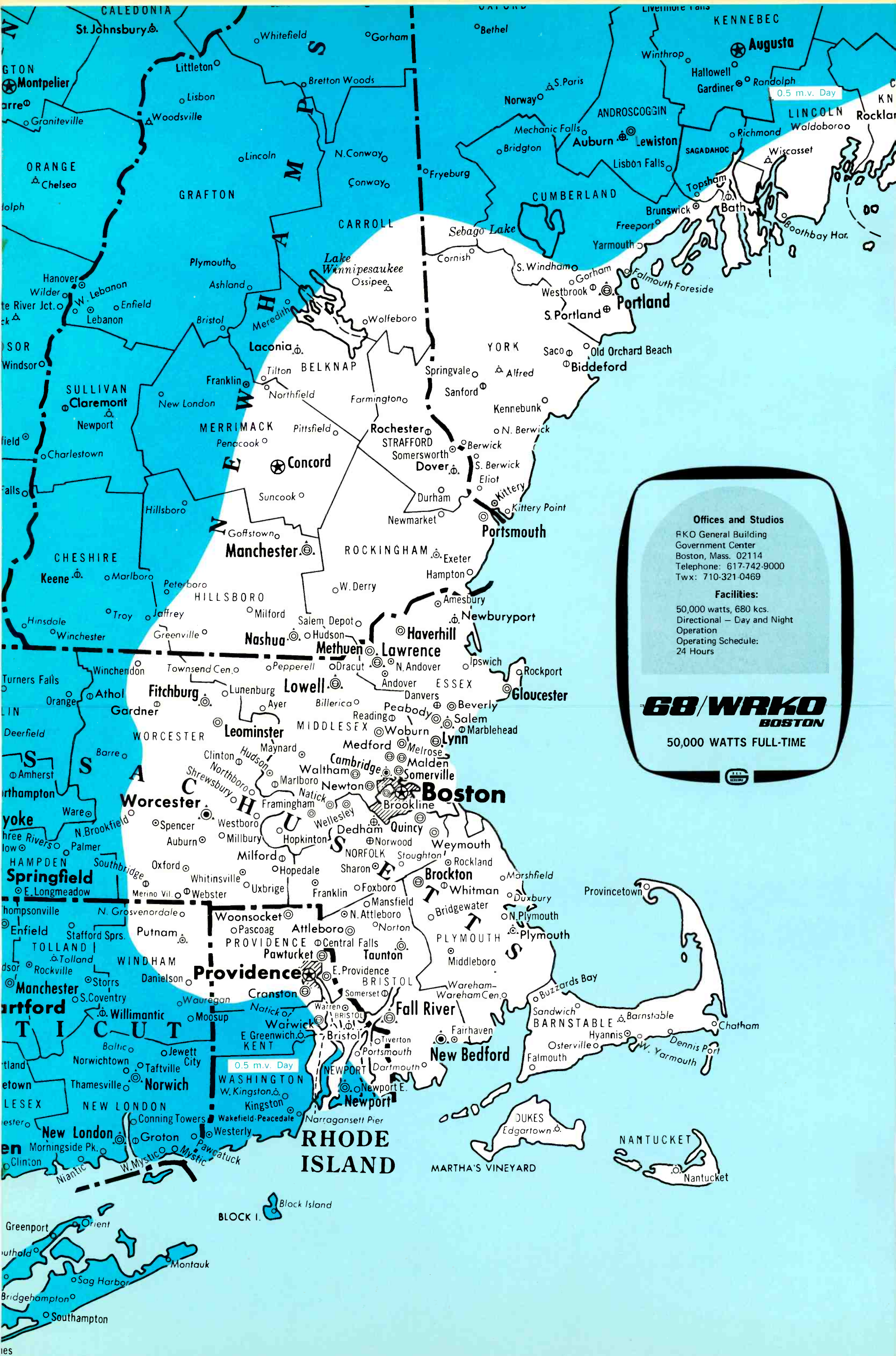


**cklb** 1350  
AM

# Coverage Map

10,000 Watts Daytime 5,000 Watts Nighttime

# 68/WRKO COVERAGE AREA



### Offices and Studios

WRKO General Building  
 Government Center  
 Boston, Mass. 02114  
 Telephone: 617-742-9000  
 Twx: 710-321-0469

### Facilities:

50,000 watts, 680 kcs.  
 Directional - Day and Night  
 Operation  
 Operating Schedule:  
 24 Hours

**68/WRKO**  
**BOSTON**

50,000 WATTS FULL-TIME





Represented Nationally By:

RKO GENERAL BROADCASTING  
NATIONAL SALES DIVISION  
NEW YORK, 1440 Broadway  
New York, N.Y. 10018  
212-564-8000  
CHICAGO, 111 E. Wacker Dr.  
Chicago, Illinois 60601  
312-527-5300  
LOS ANGELES, 5620 Wilshire Boulevard  
Los Angeles, Calif. 90036  
213-939-2118  
SAN FRANCISCO, 485 Pacific Ave.  
San Francisco, Calif. 94133  
415-982-2041  
TORONTO, Lord Simcoe Hotel  
Toronto, Ontario, Canada  
416-968-6194  
ATLANTA, 1720 Peachtree Street, N.W., Atlanta, Ga., 30309  
404-876-5743  
DETROIT, 920 Fisher Bldg., Detroit, Mich., 48202  
313-872-1044

**688/WPRKO**  
BOSTON, MASSACHUSETTS

