

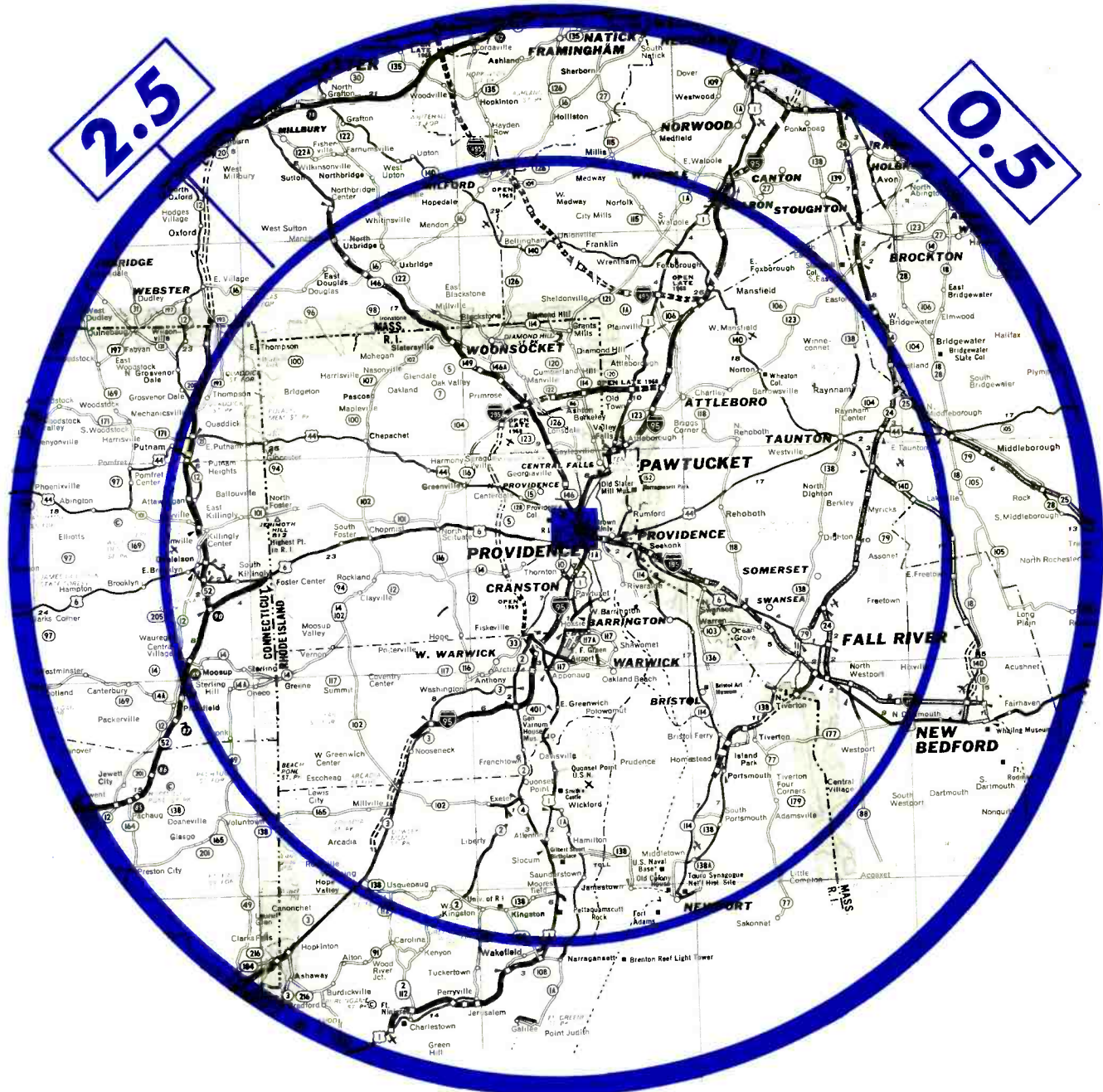
# WRIB

1220 KC  
PROVIDENCE  
RHODE ISLAND  
Tel: (401) 434-0406

NEW ENGLAND'S NUMBER ONE STATION FOR INSPIRATION

NEW ENGLAND'S 2nd LARGEST MARKET

- WRIB RADIO is New England's only Full Time religious station.
- WRIB RADIO specializes in quality Fundamental programming.
- WRIB RADIO operates daily from sunrise to sunset.
- WRIB RADIO programs educational, religious, cultural and inspirational features.
- WRIB RADIO format includes the best of Sacred, Light Pop and Old-time Favorites.
- WRIB RADIO provides AP News, weather and sports highlights.
- WRIB RADIO offers the outstanding "BUY" in religious radio on the East Coast.



## 36th IN THE NATIONAL RADIO MARKET

(Population — U. S. Census 1967)

POPULATION	1,625,900
TOTAL HOMES	470,900*
RADIO HOMES	464,000
EFFECTIVE BUYING INCOME	\$4,201,434
TOTAL RETAIL SALES	2,418,810
FOOD STORE SALES	591,740
DRUG STORE SALES	86,224
AUTOMOTIVE SALES	403,712
GASOLINE SALES	141,285
GENERAL MERCHANDISE SALES	370,684
BLDG. MATERIALS/HARDWARE SALES	104,649
EATING/DRINKING PLACES SALES	183,079
APPAREL SALES	164,023
FURNITURE/HOME FURN. SALES	112,831

(\*Source: ARB-ADI Feb.-March 1968)

The powerful WRIB signal of 1000 watts in a non-directional pattern covers every major city in the state, including Newport and Quonset Naval Bases, plus goodly portions of Massachusetts and Connecticut.

**RHODE ISLAND BROADCASTING CO.**

ARTHUR TACKER  
Vice-President and General Manager

REV. EDWARD B. HILL  
Director: Religious Programming

**WRIB** 1220 KC  
1000 WATTS  
PROVIDENCE, R. I. 02914

# WNRI Space Age Radio

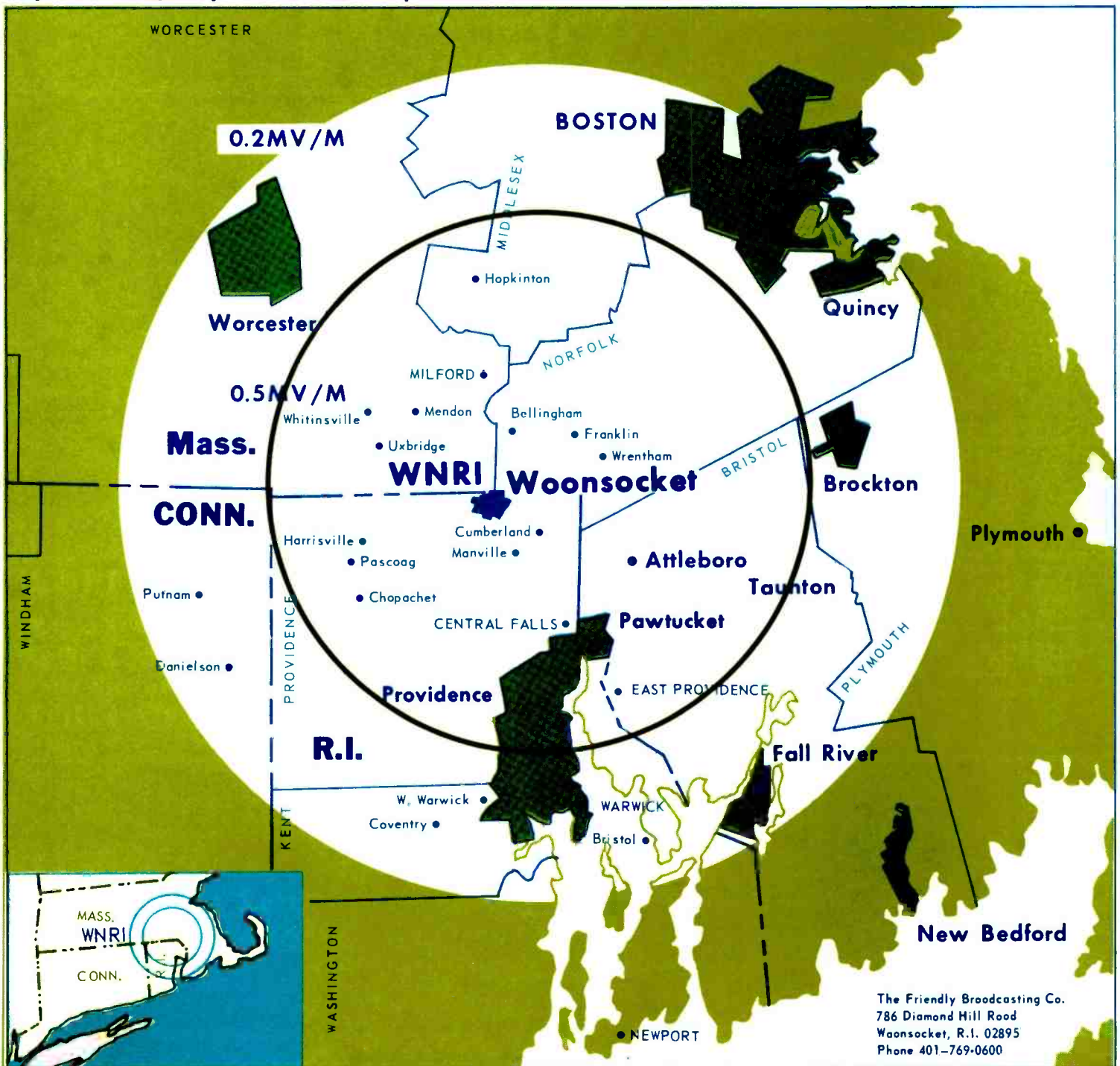
With a Friendly, Far-reaching, and Effective Voice that gets Results in it's TRI-STATE MARKET



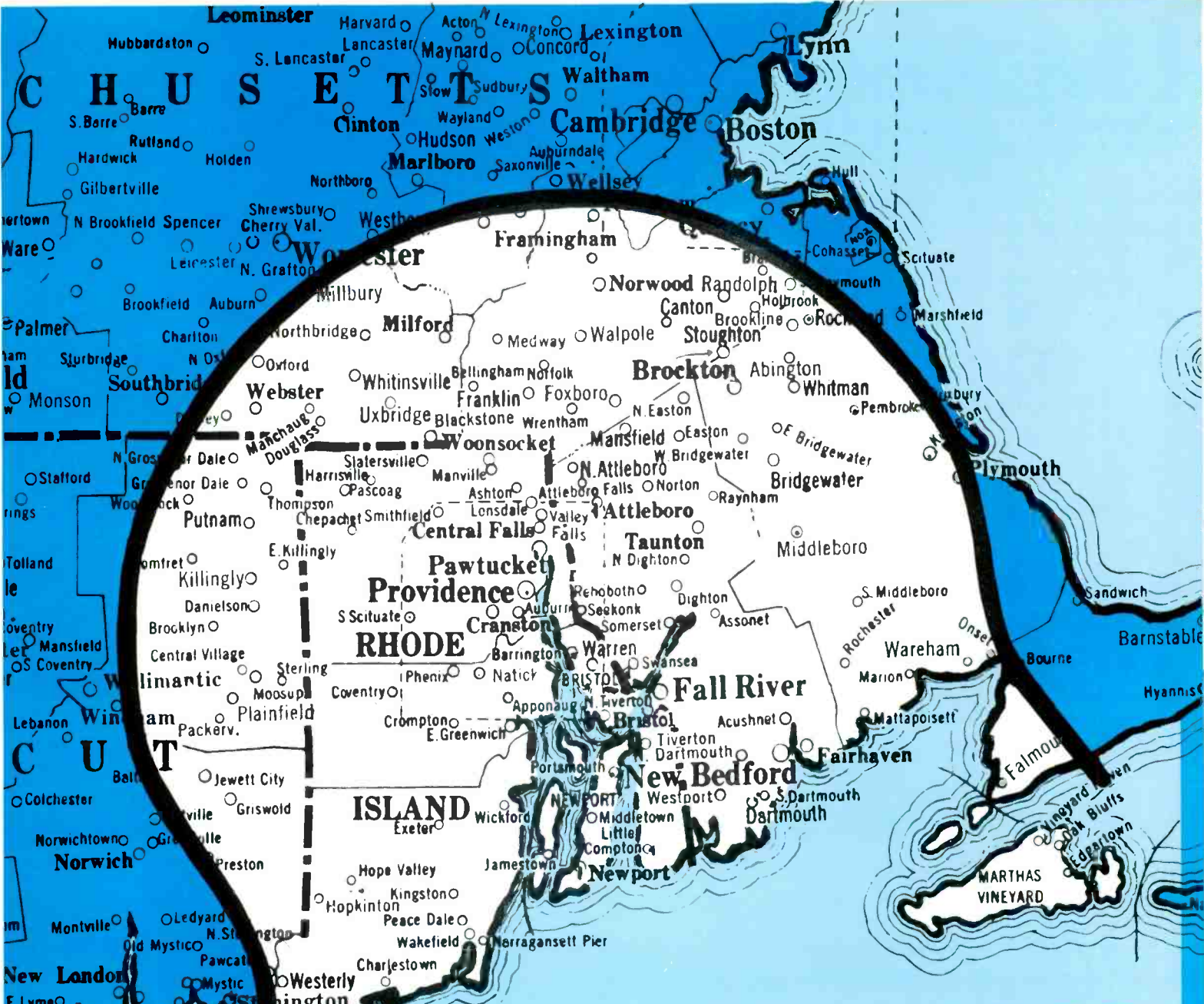
MARKET FACTS		\$1,000's added	
	0.5mv/m	0.2 mv/m	
<b>TOTAL SALES</b>	983,792	2,857,478	
Lumb'r ,Bldg,Mat'l,Hdwe.	44,201	128,385	
Gen. Merchandise	127,860	371,375	
Food Stores	236,855	687,958	
Automotive Dealers	164,790	478,641	
Gas Service Stations	57,851	168,031	
Apparel & Acces'y	69,679	202,388	
Furniture & Home Furng's	27,405	79,599	
Elec. Appl's	14,866	43,179	
Eating & Drinking	72,502	210,585	
Drug & Prop'y	39,623	115,088	
Other Retail Stores	98,704	286,690	
Non-store Retailers	31,204	90,635	
Population	682,808	1,977,409	
Households	206,912	599,215	

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 E. Broad St., Palmyra, N.J. 08065 7/15/66

**WNRI covers and delivers RHODE ISLAND, SOUTHERN MASSACHUSETTS and EASTERN CONNECTICUT with Primary Market (0.5MV/M) Retail Sales of \$ 983,792,000 and a Bonus Market (0.2MV/M) of \$ 2,857,478,000**



The Friendly Broadcasting Co.  
786 Diamond Hill Road  
Woonsocket, R.I. 02895  
Phone 401-769-0600



# WJAR - RADIO

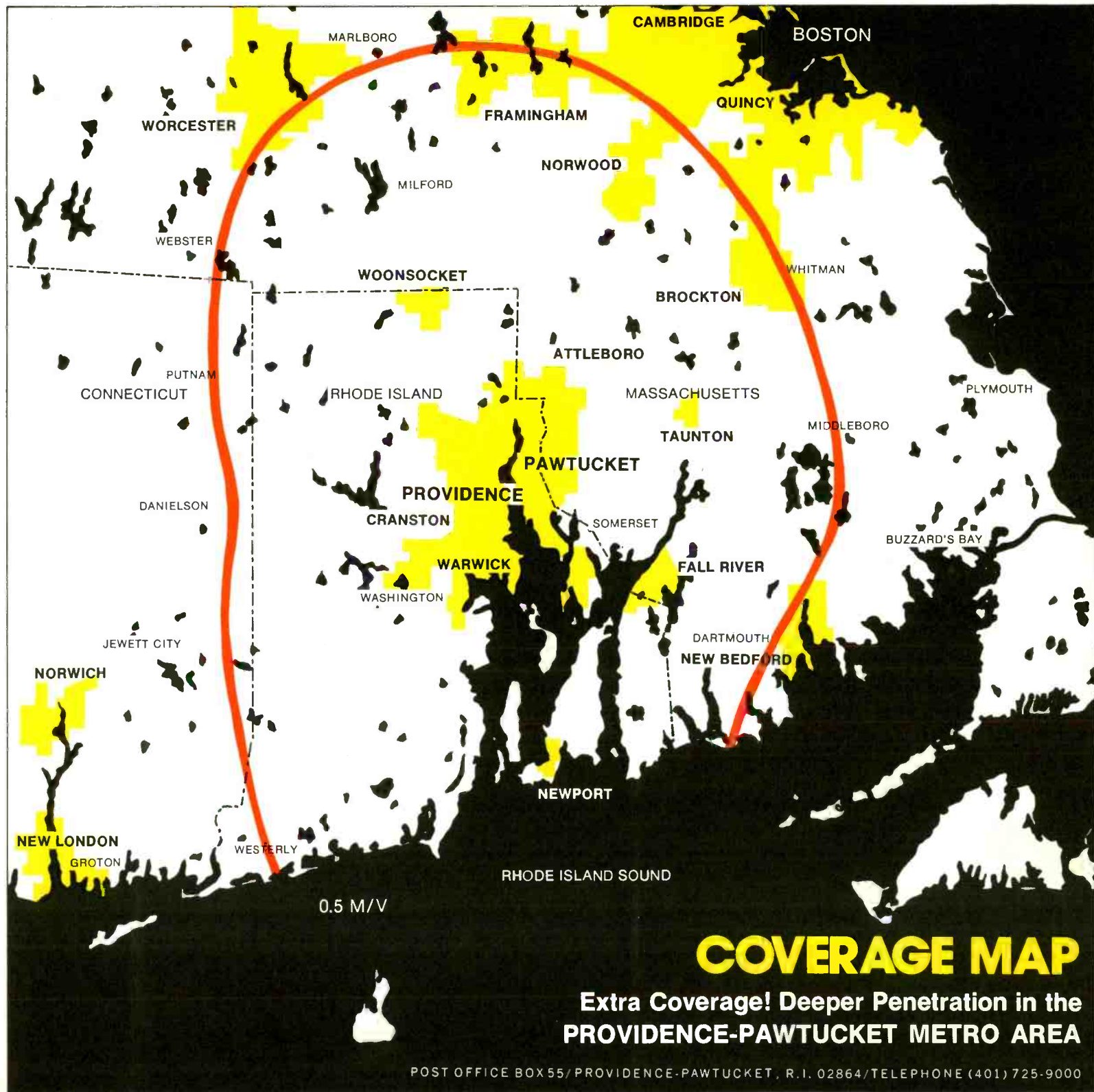
COVERAGE AREA 92 ON YOUR DIAL  
 PROVIDENCE, RHODE ISLAND

THE OUTLET COMPANY

920 KC    5 KW    24 HRS.  
 DAYTIME 0.5 MV/M CONTOUR



Gold'n Great  
55<sup>®</sup> WGNG



**SPRING SUMMER 1971**



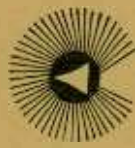
**WEAN RADIO**  
75 Fountain Street, Providence, R.I. 02902  
**79**

**PROGRAM SCHEDULE**

THE RADIO  
SERVICE  
OF THE  
PROVIDENCE  
JOURNAL-BULLETIN

CBS  
IN  
RHODE ISLAND



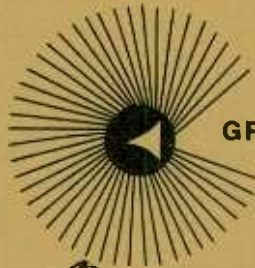


**wean**<sup>RADIO</sup>  
**79**

# Weekdays A.M.

## ED PEARSON

5:00 TO 10:00



### GREAT EYE OPENER!

Rhode Island's selling-est early-morning personality charms his audience with sprightly music and individualized features!



Journal-Bulletin News 5:00 5:30 6:06 6:30 7:06 7:30 8:30 9:06  
CBS News 6:00 7:00 8:00 9:00

6:35 CBS—First Line Report  
6:55 Morning Sports  
7:40 Buchwald On  
8:54 CBS—Morning Report  
9:25 CBS—Dear Abby

## JOHN FLEMING

10:00 TO 1:30 P.M.



### MUSICAL MUSIC MAN

Personable John brings bright mid-morning and early afternoon music magic to appreciative Rhode Island housewives!



10:00 CBS News  
10:06 Journal-Bulletin News  
10:25 CBS—Time for Health  
11:00 CBS News  
11:06 Journal-Bulletin News  
11:25 CBS—Mike Roy's Cooking Thing  
12:00 CBS News  
12:06 Journal-Bulletin News  
12:10 U.S. Weather Service  
12:25 CBS—Mid-Day Report  
12:30 CBS—Mid-Day Weather  
12:45 SPCA Report  
1:00 CBS News

# Weekdays P.M.

ARTHUR GODFREY  
TIME 1:30 TO 2:00

## JIM YOUNG

2:00 TO 6:00



### WISELY WITTY

With news and music and weather AND wit, Jim makes the commuter's homeward journey a real pleasant trip!



2:00 CBS News  
2:25 CBS—Mike Wallace at Large  
3:00 CBS News  
3:06 Journal-Bulletin News  
3:25 CBS—By-Line  
4:00 CBS News  
4:06 Journal-Bulletin News  
4:25 CBS—Walter Cronkite  
4:30 Journal-Bulletin News  
5:00 CBS News  
5:06 Journal-Bulletin News  
5:30 Journal-Bulletin News

## INFORMATION TIME—

News . . . Sports . . . Features



### SPORTS

6:00 TO 7:35

6:00 CBS—The World Tonight  
6:15 Journal-Bulletin News  
6:25 CBS—Spectrum  
6:30 The Sports Page  
6:45 CBS—Correspondent's Report  
6:50 CBS—Spectrum  
6:55 CBS—It's Sports Time  
7:00 CBS—Lowell Thomas  
7:10 CBS—Worldwide Sports  
7:20 Tempo 79  
7:30 CBS—Spectrum

## JIM NORMAN

WEAN Sports Director gives complete sports news, scores and interviews at 6:30 on "The Sports Page"

**BOSTON RED SOX BASEBALL:**  
**ALL GAMES...HOME and AWAY**



# Weeknights

## TEMPO 79



**MUSIC** Music for Adults of All Ages in Tempo With the Times

**7:35 TO 11:00**

CBS News 8:00 9:00 10:00 Journal-Bulletin News 10:06

## DON ROGERS "DREAMTIME"



**MUSIC** Warm, dreamy music for day's end reveries

**11:00 TO 1:00 A.M.**

CBS News 11:00 12:00 1:00  
Journal-Bulletin News 11:06 12:06

# Saturdays

## 5:00 TO 9:00 A.M. ART HUME

Hosts a lively show that includes music and special features

Journal-Bulletin News 5:00 5:30 6:00 6:30 7:06  
7:00 CBS News 8:00 CBS World News  
7:40 CBS—First Line Report Roundup  
8:54 CBS—Morning Report

## 9:00 A.M. TO 2:00 P.M. KALEIDOSCOPE

Melodic popular music  
CBS News 9:00 10:00 11:00 12:00 1:00  
Journal-Bulletin News 9:06 12:06  
CBS Sports—10:25 12:25 1:25  
CBS Features—9:25 11:25 12:30  
CBS—Arthur Godfrey Time—1:30

## RED SOX BASEBALL

2:00 TO 6:00  
SATURDAYS &  
SUNDAYS

## 6:00 TO 8:30 P.M.

6:00 CBS News	7:06 CBS—Wheels
6:06 Journal-Bulletin News	7:10 Granges of R.I.
6:10 CBS—Spectrum	7:25 CBS—Sports Central USA
6:15 Tempo 79	7:30 Word of Life Hour
6:25 CBS—Sports Central USA	8:00 CBS News
6:30 Tempo 79	8:06 CBS Science for 70's
6:55 CBS—Spectrum	8:10 CBS—World This Week
7:00 CBS News	8:25 CBS—Spectrum

## 8:30 TO 11:00 P.M. TEMPO 79

9:00 CBS News 10:00 CBS News  
9:25 CBS—Dateline: Drugs 10:06 Journal-Bulletin News

## 11:00 P.M. TO 1:00 A.M. DREAMTIME

Journal-Bulletin News 11:00 12:00 Midnight

# Journal-Bulletin NEWS ON WEAN



**NEWS**

is backed by the full news-gathering facilities of the Providence Journal and Evening Bulletin

## PUBLIC AFFAIRS

Mon. 10:15 Radio Press Conf.  
10:45 CBS University Explorer  
Tues. 7:35 R.I. Newsbeat  
10:10 CBS American Week  
Thurs. 7:35 R.I. Newsbeat  
10:10 CBS Capitol Cloakroom  
10:35 AAA Travel Report  
Fri. 10:35 CBS Washington Week

**HARRY McKENNA**  
**NEWS DIRECTOR**  
Conducts "Radio Press Conference" Mondays and "R.I. Newsbeat" Tuesdays and Thursdays. Often rates front page coverage in next day's papers.

# Sundays

## 6:00 A.M. TO 12 NOON

6:00 Art Hume—Music	9:00 Wings of Healing
7:00 Journal-Bulletin News	9:30 Back to God Hour
7:05 Mormon Choir	10:00 Radio Bible Class
7:30 CBS—World of Religion	10:30 CBS—What's New in Learning
7:55 Journal-Bulletin News	10:35 Time Out for God
8:00 CBS News	10:55 CBS—Time for Youth
8:06 The Joyful Sound	11:00 CBS News
8:36 Mountain Top Hour	11:06 Worship Service—Local Church
8:49 Journal-Bulletin News	
8:54 CBS News	

## 12 NOON TO 6:00 P.M. KALEIDOSCOPE

Melodic popular music

12:00 CBS News	2:06 CBS—Space Ship Earth
12:06 Journal-Bulletin News	3:00 CBS News
12:25 CBS—Sports Central USA	4:00 CBS News
1:00 CBS News	4:06 Journal-Bulletin News
1:06 CBS—In Hollywood USA	4:25 CBS—Pets and Wildlife
1:25 CBS—Sports Central USA	5:00 CBS News
1:30 CBS—Arthur Godfrey Time	5:06 Journal-Bulletin News
2:00 CBS News	5:25 CBS—Sports Central USA

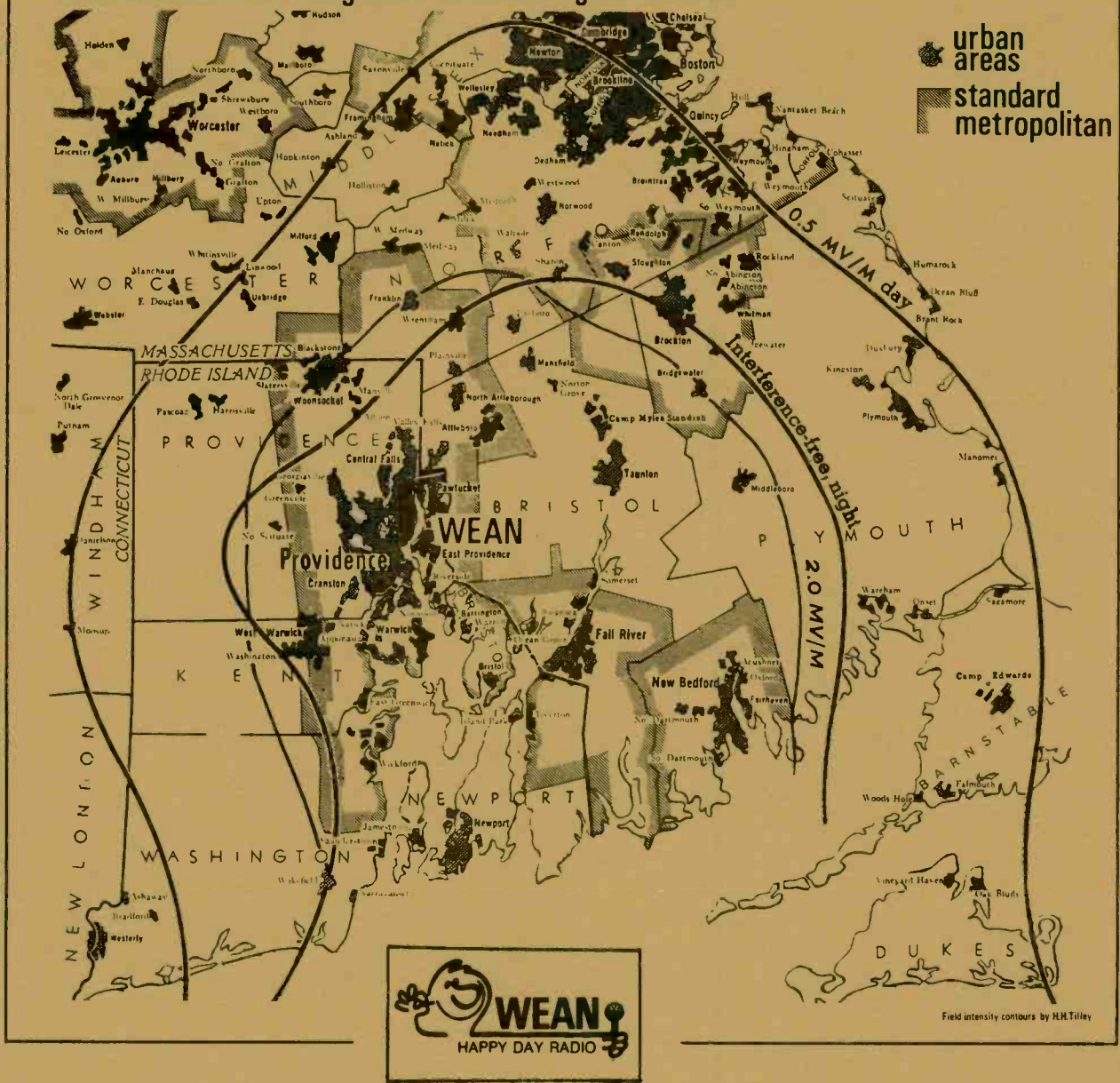
## 6:00 P.M. TO 11:00 P.M. TEMPO 79

6:00 CBS News	8:25 CBS—Outlook
6:06 Journal-Bulletin News	9:00 CBS News
6:25 CBS—Wheels	9:25 CBS—Dateline: Drugs
7:00 CBS News	10:00 CBS News
7:25 CBS—Sports Central USA	10:06 Journal-Bulletin News
8:00 CBS News	10:15 CBS—Science Editor
8:06 CBS—Science for 70's	10:30 CBS—Face the Nation

## 11:00 P.M. TO MIDNIGHT DREAMTIME

Journal-Bulletin News 11:00 12:00 Midnight

# PROVIDENCE - New England's second largest market



## MARKET DATA

Estimates of less than entire counties where necessary

Population	1,546,152
Households	465,527
Effective Buying Income (in \$000)	4,663,477
Retail Sales (in \$000)	2,341,043
Food Sales (\$000)	560,867
Drug Sales (in \$000)	79,319
Automotive Sales (in \$000)	363,880
General Merchandise (in \$000)	408,435
Furniture-Household-Appliance (in \$000)	141,053

## NIGHT

Interference Free Night Contour	Within 2.0 MV/M
1,546,152	1,585,131
465,527	476,264
4,663,477	4,786,131
2,341,043	2,405,181
560,867	575,273
79,319	81,698
363,880	375,725
408,435	421,917
141,053	145,014

## DAY

Within 0.5 MV/M
2,598,575
766,930
8,210,346
4,008,665
960,389
132,199
658,015
674,004
220,052

WEAN is represented by:  
**Henry I. Christal Co., Inc.**

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

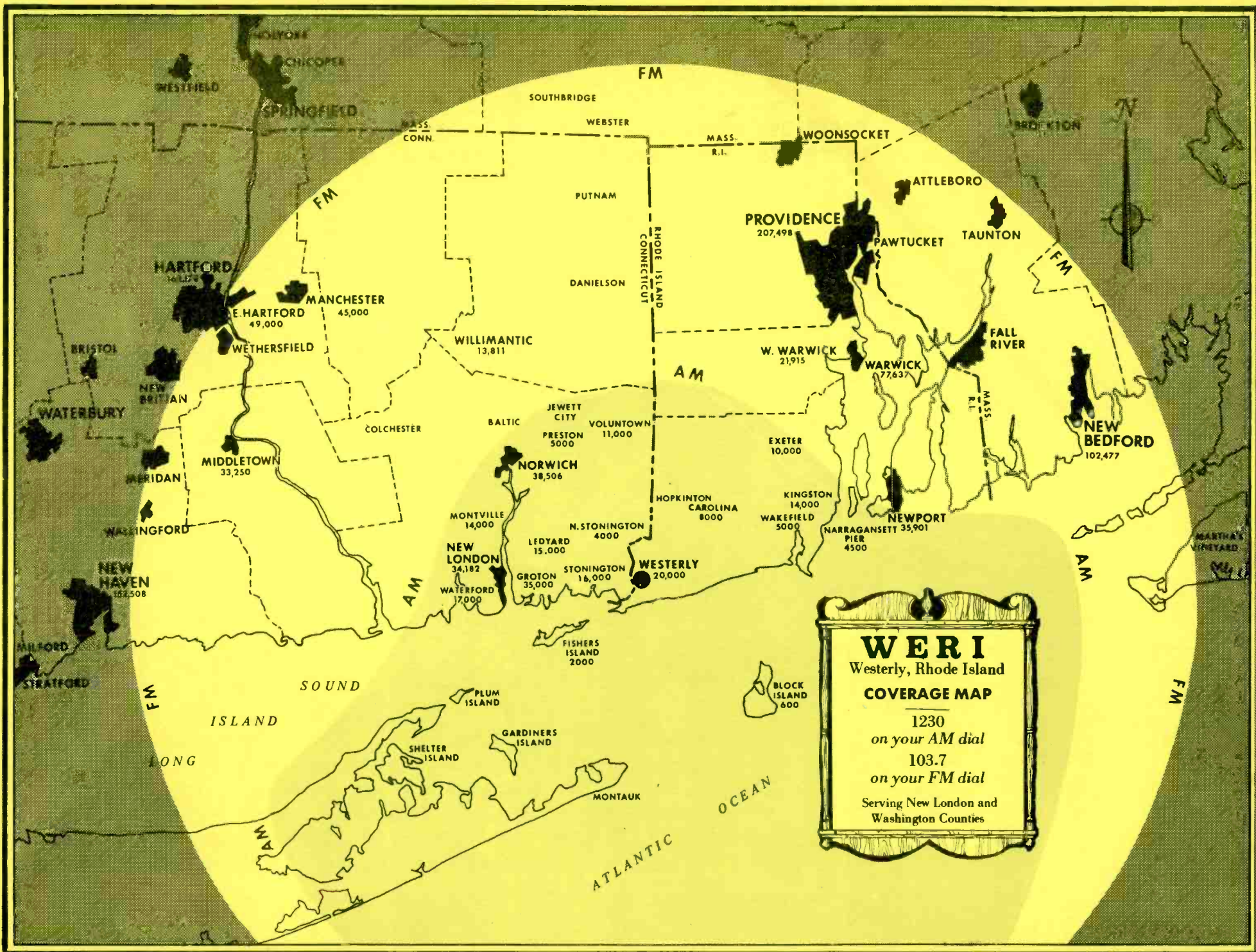


**H. WILLIAM KOSTER**, General Manager  
**WILLIAM F. HEWITT**, Commercial Manager  
Telephone 401-331-0600

Source: Copyright 1970, Sales Management Survey of Buying Power

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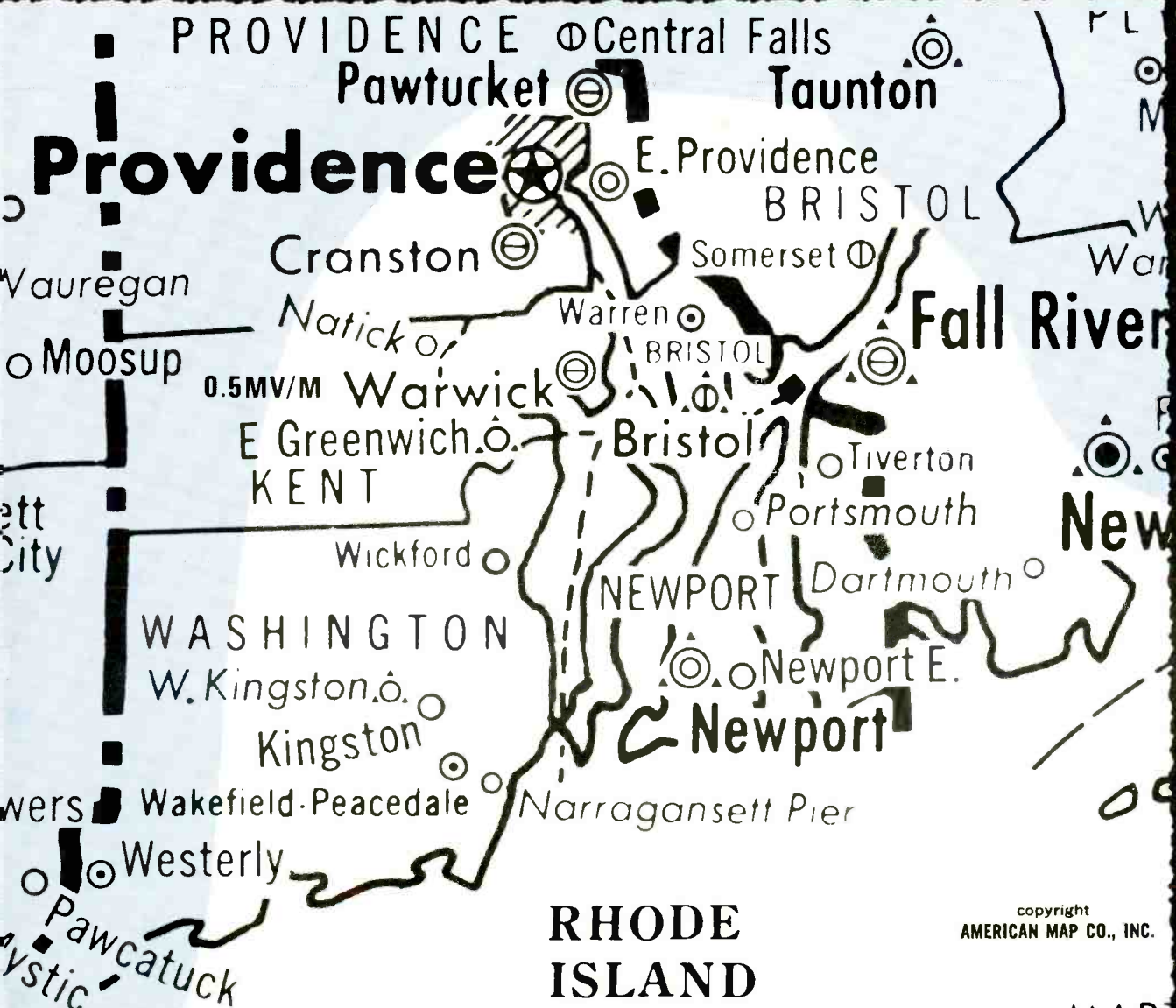




**WERI**  
 Westerly, Rhode Island  
**COVERAGE MAP**  
 1230  
*on your AM dial*  
 103.7  
*on your FM dial*  
 Serving New London and  
 Washington Counties

# 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

401-846-1540

copyright  
AMERICAN MAP CO., INC.

MAR

# 55



**demand  
radio  
55**



Relax R.I.  
You've got  
**WXTR-550**

*Delivers The Family That's Ready To Buy...*

**Only WPRO**

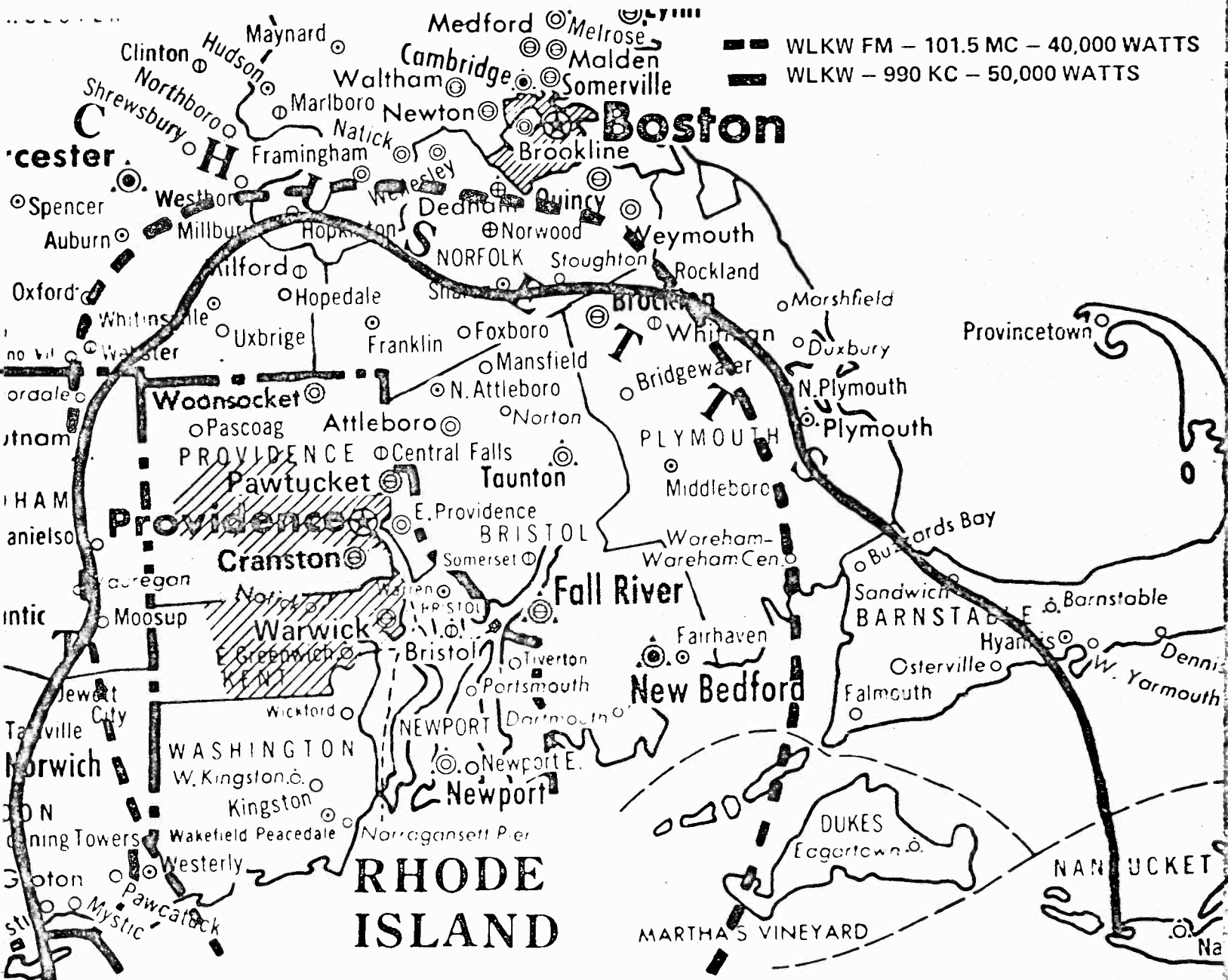
**DELIVERS THIS**

**THE TWO BILLION DOLLAR SOUTHEASTERN NEW ENGLAND MARKET**  
 No newspaper — no other radio station anywhere — effectively sells 450,000 homes in this contiguous market area. Ask your Blair man for both quantitative and qualitative Pulse studies, proving WPRO's 8-county dominance.

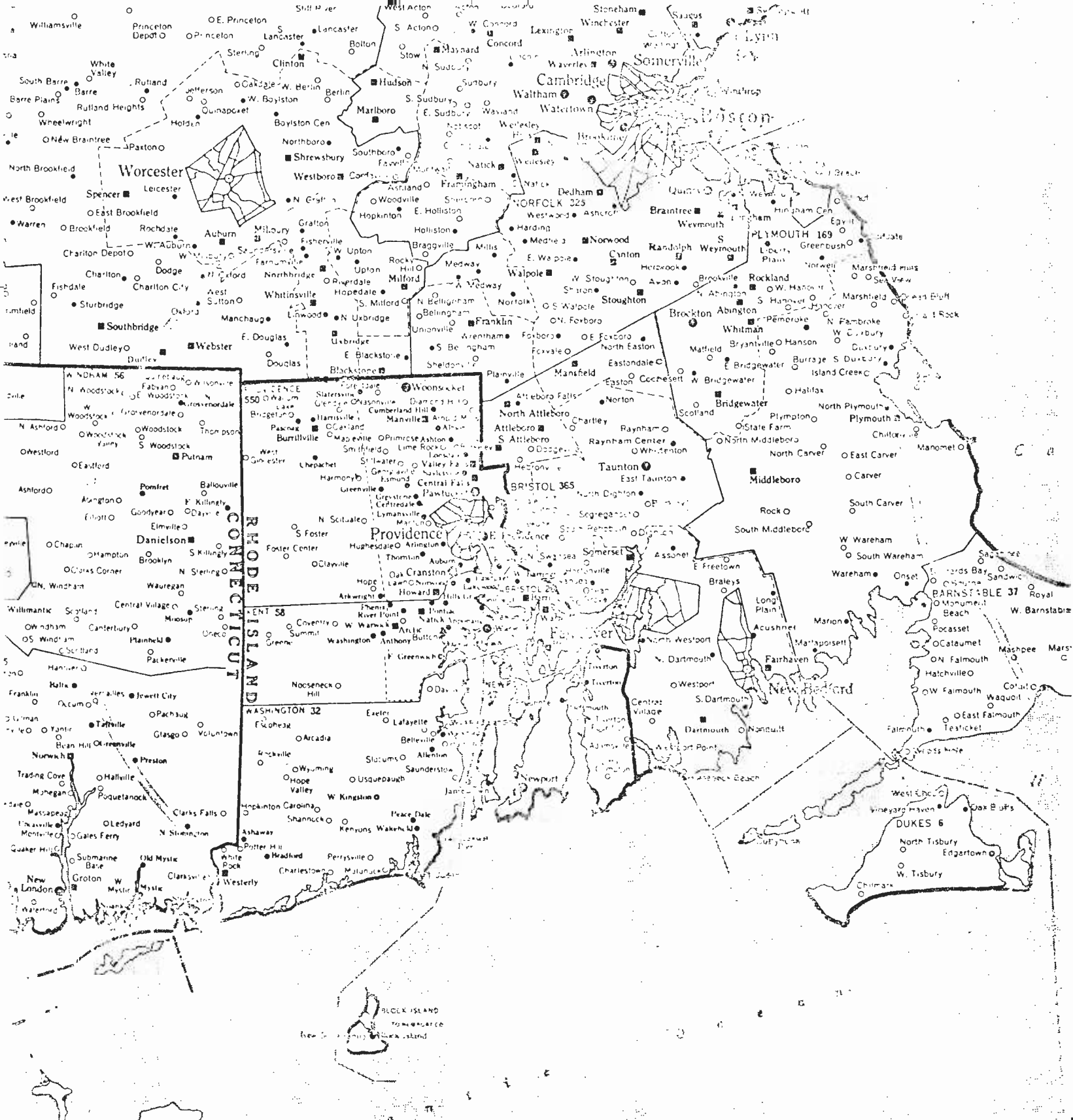
**WPRO PROVIDENCE**  
 CAPITAL CITIES BROADCASTING CORP.

# WLKW AM-FM

## PROVIDENCE, R.I.

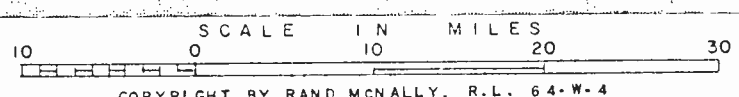


Ⓜ BLOCK ISLAND



DAYTIME 0.5 MV/M CONTOUR  
**The Outlet Company**  
 WJAR 5 KW 920 KC  
 PROVIDENCE, RHODE ISLAND

Prepared by  
 Lohnes and Culver Washington 4, D.C.  
 February 1964



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