


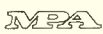

Three-Year Standard Broadcast Calendar

Endorsed by AAAA, NAB, TvB, RAB, NRBA, SRA
 Standard Billing Week — Monday thru Sunday
 Standard Billing Month — Ending on last Sunday

		1984							GUIDE NO'S.	1985							GUIDE NO'S.	1986						
		M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su		M	T	W	T	F	Sa	Su
JAN.	26	27	28	29	30	31	1	1	31	1	2	3	4	5	6	1	30	31	1	2	3	4	5	
	2	3	4	5	6	7	8	2	7	8	9	10	11	12	13	2	6	7	8	9	10	11	12	
	9	10	11	12	13	14	15	3	14	15	16	17	18	19	20	3	13	14	15	16	17	18	19	
	16	17	18	19	20	21	22	4	21	22	23	24	25	26	27	4	20	21	22	23	24	25	26	
	23	24	25	26	27	28	29	5	28	29	30	31	1	2	3	5	27	28	29	30	31	1	2	
FEB.	30	31	1	2	3	4	5	6	4	5	6	7	8	9	10	6	3	4	5	6	7	8	9	
	6	7	8	9	10	11	12	7	11	12	13	14	15	16	17	7	10	11	12	13	14	15	16	
	13	14	15	16	17	18	19	8	18	19	20	21	22	23	24	8	17	18	19	20	21	22	23	
	20	21	22	23	24	25	26	9	25	26	27	28	1	2	3	9	24	25	26	27	28	1	2	
	27	28	29	1	2	3	4	10	4	5	6	7	8	9	10	10	3	4	5	6	7	8	9	
MAR.	5	6	7	8	9	10	11	11	11	12	13	14	15	16	17	11	10	11	12	13	14	15	16	
	12	13	14	15	16	17	18	12	18	19	20	21	22	23	24	12	17	18	19	20	21	22	23	
	19	20	21	22	23	24	25	13	25	26	27	28	29	30	31	13	24	25	26	27	28	29	30	
	26	27	28	29	30	31	1	14	1	2	3	4	5	6	7	14	31	1	2	3	4	5	6	
	2	3	4	5	6	7	8	15	8	9	10	11	12	13	14	15	7	7	8	9	10	11	12	13
APR.	9	10	11	12	13	14	15	16	15	16	17	18	19	20	21	16	14	15	16	17	18	19	20	
	16	17	18	19	20	21	22	17	22	23	24	25	26	27	28	17	21	22	23	24	25	26	27	
	23	24	25	26	27	28	29	18	29	30	1	2	3	4	5	18	28	29	30	1	2	3	4	
	30	1	2	3	4	5	6	19	6	7	8	9	10	11	12	19	5	6	7	8	9	10	11	
	7	8	9	10	11	12	13	20	13	14	15	16	17	18	19	20	12	12	13	14	15	16	17	18
MAY	14	15	16	17	18	19	20	21	20	21	22	23	24	25	26	21	19	20	21	22	23	24	25	
	21	22	23	24	25	26	27	22	27	28	29	30	31	1	2	22	26	27	28	29	30	31	1	
	28	29	30	31	1	2	3	23	3	4	5	6	7	8	9	23	2	3	4	5	6	7	8	
	4	5	6	7	8	9	10	24	10	11	12	13	14	15	16	24	9	10	11	12	13	14	15	
	11	12	13	14	15	16	17	25	17	18	19	20	21	22	23	25	16	17	18	19	20	21	22	
JUNE	18	19	20	21	22	23	24	26	24	25	26	27	28	29	30	26	23	24	25	26	27	28	29	
	25	26	27	28	29	30	1	27	1	2	3	4	5	6	7	27	30	1	2	3	4	5	6	
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	16	17	18	19	20	21	22	30	22	23	24	25	26	27	28	30	21	22	23	24	25	26	27	
JULY	23	24	25	26	27	28	29	31	31	29	30	31	1	2	3	31	28	29	30	31	1	2	3	
	30	31	1	2	3	4	5	32	5	6	7	8	9	10	11	32	4	5	6	7	8	9	10	
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	20	21	22	23	24	25	26	35	26	27	28	29	30	31	1	35	25	26	27	28	29	30	31	
AUG.	27	28	29	30	31	1	2	36	2	3	4	5	6	7	8	36	1	2	3	4	5	6	7	
	3	4	5	6	7	8	9	37	9	10	11	12	13	14	15	37	8	9	10	11	12	13	14	
	10	11	12	13	14	15	16	38	16	17	18	19	20	21	22	38	15	16	17	18	19	20	21	
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	24	25	26	27	28	29	30	40	30	1	2	3	4	5	6	40	29	30	1	2	3	4	5	
SEPT.	1	2	3	4	5	6	7	41	7	8	9	10	11	12	13	41	6	7	8	9	10	11	12	
	8	9	10	11	12	13	14	42	14	15	16	17	18	19	20	42	13	14	15	16	17	18	19	
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	22	23	24	25	26	27	28	44	28	29	30	31	1	2	3	44	27	28	29	30	31	1	2	
	29	30	31	1	2	3	4	45	4	5	6	7	8	9	10	45	3	4	5	6	7	8	9	
OCT.	5	6	7	8	9	10	11	46	11	12	13	14	15	16	17	46	10	11	12	13	14	15	16	
	12	13	14	15	16	17	18	47	18	19	20	21	22	23	24	47	17	18	19	20	21	22	23	
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	3	4	5	6	7	8	9	50	9	10	11	12	13	14	15	50	8	9	10	11	12	13	14	
NOV.	10	11	12	13	14	15	16	51	16	17	18	19	20	21	22	51	15	16	17	18	19	20	21	
	17	18	19	20	21	22	23	52	23	24	25	26	27	28	29	52	22	23	24	25	26	27	28	
	24	25	26	27	28	29	30	53	30	31	1	2	3	4	5	53	29	30	31	1	2	3	4	
	31	1	2	3	4	5	6	GUIDE NO'S.	M	T	W	T	F	Sa	Su	GUIDE NO'S.	M	T	W	T	F	Sa	Su	
	1	2	3	4	5	6	7	1	31	1	2	3	4	5	6	1	30	31	1	2	3	4	5	

Spot radio rates and data

Published monthly by STANDARD RATE & DATA SERVICE, INC. A Macmillan Inc., Company

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SPOT RADIO RATES AND OATA (ISSN 0038-9560) is published monthly for \$207.00 a year by Standard Rate & Data Service, Inc., 3004 Glenview Rd., Wilmette, IL 60091. Second-class postage paid at Wilmette, IL and additional mailing offices. POSTMASTER: Send address changes to SPOT RADIO RATES AND OATA, 3004 Glenview Rd., Wilmette, IL 60091. Printed in U.S.A.

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March 1, 1985

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State Networks and Groups — listings appear at the beginning of each state in alphabetical title sequence.

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In alphabetical call letter sequence.

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In alphabetical call letter sequence.

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Membership insignia appearing with listings:



National Association of Broadcasters, 1771 N. St., N.W., Washington, O.C. 20036. Phone 202-429-5300.



National Radio Broadcasters Association, 1705 De Sales St., N.W., Suite 500, Washington, D.C. 20036. Phone 202-466-2030



Radio Advertising Bureau, Inc., 485 Lexington Ave., New York, N.Y. 10017. Phone 212-599-6666



Station Representatives Association, 230 Park Ave., New York, N.Y. 10017. Phone 212-687-2484

NEW LISTINGS IN RECENT ISSUES

1985

FEBRUARY

Music Country Radio Network (national network)
WQBR—Jacksonville, FL
WCYN-FM—Cynthiana, KY (split-off from WCYN)
KHBR-FM—Hillsboro, TX (split-off from KHBR)
WFLO-FM—Farmville, VA (split-off from WFLO)

MARCH

Great American Ag Network, The (regional network)
KOPO (FM)—Marana, AZ
KQYZ (FM)—Lemoore, CA
WCAZ-FM—Carthage, IL
KCAY (FM)—Russell, KS
WIFX—Jenkins, KY
WIFX-FM—Jenkins, KY
WNOS—New Bern, NC
WMRF-FM—Lewiston, PA
WYXS-FM—Mineral Wells, TX
KQTX (FM)—Quanah, TX
WGSQ (FM)—Cookeville, TN

Spot Radio Rates and Data

A5

Radio Station Representatives (including National Sales Offices of Group Ownership)

A/D MEDIA SALES

MID 015674-000
San Francisco 94123—2755 Franklin St.
Al Dougherty
Phone 415-441-3955
Los Angeles 90010—3660 Wilshire Blvd.
Ed Wocher
Phone 213-380-0721

ADVERTISING SALES WEST

MID 015679-000
San Francisco 94123—2755 Franklin St.
Al Dougherty
Phone 415-441-3955
Los Angeles 90010—3660 Wilshire Blvd.
Ed Wocher
Phone 213-380-0721

AGOSTINO COMPANY, THE

MID 015681-000
Seattle 98116—4707 46th Ave., S.W.
James Agostino
Phone 206-932-8290

ANDERSON, HOWARD COMPANY

MID 015684-000
Omaha, Neb. 68144—1705 S. 116th St.
Howard Anderson, Anita Powley.
Phone 402-333-2636

ARECIBO ADVERTISING AGENCY

MID 015685-000
Arecibo, P. R. 00612—Box 1652
Carmelo Santiago
Phone 787-1458

BIDDICK COMPANY

MID 015691-000
Northridge, Calif. 91324—18127 Roscoe Blvd., No. 6
Guy Biddick, Glenn Biddick
Phone 213-349-9526

BLAIR RADIO

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NAB SRA RAB NRBA

MID 015692-000
New York 10104—1290 Avenue of the Americas
John N. Boden, James W. O'Neill, Robert F. Ferraro, Frank S. Kelly, Susan Bradkin.
Phone 212-603-5000
Chicago 60611—645 N. Michigan Ave.
Brian E. Robinson, Stephen J. Sorich, Gregory M. Jankowski.
Phone 312-787-2300
Atlanta 30305—7 Piedmont Center, Suite 610
William T. White
Phone 404-231-3633
Boston 02116—535 Boylston St.
Prudence Hay
Phone 617-536-6235
Cedar Rapids 52402—1241 Park Place N. E.
William D. Alford
Phone 319-393-8632
Dallas 75204—5400 LBJ Blvd., Suite 975
Martin J. Toole
Phone 214-239-9700
Detroit 48202—225 Fisher Bldg.
William J. Coury
Phone 313-871-3066
Houston 77046—Weslayan Tower, Suite 1303, 24 Greenway Pl.
Scott M. Lazare.
Phone 713-552-0600
Los Angeles 90036—5670 Wilshire Blvd.
Kenneth L. Miller, Patti Rouen, Jeff Cera
Phone 213-937-4620
Minneapolis 55402—510 Marquette Ave., Suite 617, Bldg., W.
Marc Kalman
Phone 612-339-8895
TWX 910-576-2929
Philadelphia 19102—3 Mellon Bank Center
Michael Weinstein
Phone 215-568-6540
Portland 97201—1501 S.W. Jefferson
Ronald Shogquist
Phone 503-228-5007
TWX 910-464-5020
St. Louis 63102—10 Broadway
Stanley B. Greenberg
Phone 314-421-5262
San Francisco 94111—505 Sansome St.
Gloria DeMaria
Phone 415-434-3272

Seattle 98124—Box 24525
Carroll Watkins
Phone 206-343-3613

BLAIR/NORTHWEST RADIO REPRESENTATIVES

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TWX 910-444-1641
Portland 97201—1501 S.W. Jefferson
Ronald J. Shogquist
Phone 503-228-5007
TWX 910-464-5020

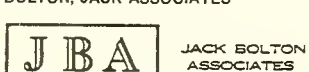
BLAIR/RAR, INC.

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SRA

MID 015693-000
(formerly Group W Radio Sales)
New York 10016—90 Park Ave.
Jim O'Neill, Gary Lewis, Michelle Jennings, Larry Julius, Richard Landesman
Phone 212-883-6154
Chicago 60611—625 N. Michigan Ave.
Jim Pagliai
Phone 312-454-6990
Detroit—25900 Greenfield Rd., Oak Park, Mich. 48237
James L. McQuaide
Phone 313-969-2030
Los Angeles 90028—6230 Yucca St.
Brenda Holland
Phone 213-469-2923
San Francisco 94111—825 Battery St.
Brian Robinson, Ed Gardner
Phone 415-765-8788
Atlanta 30326—3330 Peachtree Rd., N.E.
Robert Jones
Phone 404-885-5334
Dallas 75202—Union Station, 400 S. Houston St.
Rick Fromme
Phone 214-651-7871
Houston—713-733-2920
Philadelphia 19106—Independence Mall East
Stanton Vogin
Phone 215-238-4717
Boston 02116—316 Newbury St., Suite 41
Ben Lord
Phone 617-262-6881

BOLTON, JACK ASSOCIATES

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Boston 02116—100 Boylston St.
George C. Bingham
Phone 617-482-4370
Chicago 60601—203 N. Wabash Ave.
Bob Williams
Phone 312-782-9732
Dallas 75234—14330 Midway Rd.
Jack Riley, Liz Upson, Cindi Hodges
Phone 214-788-1630
Detroit 48076—20100 Civic Center, Southfield, MI
Bernard P. Pearce, Tim Robisch
Phone 313-354-0646
Kansas City 64105—127 W. 10th St.
Gene Gray, N. K. Gray
Phone 816-471-5502
Los Angeles 90036—5455 Wilshire Blvd.
Barbara Forrest, Tom Papich
Phone 213-937-7247

New York City 10036—15 W. 44th St.
Al Peterson, Joe Prisco
Phone 212-354-8474
St. Louis 63102—314 N. Broadway
Bruce Schneider
Phone 314-231-2096
San Francisco 94111—1005 Sansome St.
Diane McMeekin Luckey
Phone 415-391-2272

BRACALE, CARL COMPANY

MID 034649-000
Anchorage 99515—3321 Amber Bay Loop
Carl A. Bracale Jr.
Phone 907-349-7791

BROADCAST NORTHWEST

MID 015703-000
Seattle 98107—Box 17068
Dean Seaton
Phone 206-784-6740

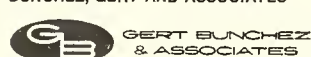
BROADCAST REPRESENTATIVES CANADA LTD.

MID 015705-000
Winnipeg, Manitoba R2W 3X2—159 Scotia St.
Phone 204-586-7755

BROADCAST REPRESENTATIVES, INC.

MID 015707-000
Little Rock 72212—2024 Arkansas Valley Dr., Suite 201
Pat Willcox
Phone 501-227-7564, 7583

BUNCHEZ, GERT AND ASSOCIATES

 **GERT BUNCHEZ & ASSOCIATES**

MID 015709-000
New York 10175—521 Fifth Ave.
Gert Bunchez
Phone 212-755-1339
St. Louis 63105—7730 Carondelet, Suite 130
Gert Bunchez
Phone 314-862-5250
Chicago 60606—20 N. Wacker Dr., Suite 540
Howard Weiss
Phone 312-263-3340
Dallas 75234—14330 Midway Rd., Suite 207
Jack Riley
Phone 214-788-1630
San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-391-1984
Atlanta 30355—Box 550293
Fanny Lee Garrett
Phone 404-237-1790
Detroit—21714 Lakeland, St. Clair Shores, MI 48081
Ken Patt
Phone 313-445-0491

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MID 030646-000
Atlanta 30328—6500 River Chase Circle, East
Dwight Douglas
Phone 404-955-1550

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Phone 404-633-4314
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Don Cavitt
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Dallas—Waterbury Tower, 433 E. Las Colinas Blvd., Suite 1100, Irving, TX 75039
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San Francisco 94111—One Embarcadero Center
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Phone 415-765-4008
Hollywood 90028—6121 Sunset Blvd.
Claude Hulet
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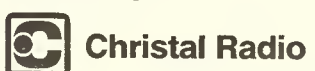
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Phone 313-445-0491

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Phone 312-565-5065
St. Louis 63105—85 Founders Lane
Tom Jackson
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Los Angeles 90010—3701 Wilshire Blvd., Suite 608
George Goldman, Donna Harazim
Phone 213-384-3800

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TWX 610-491-9300
Telex: 06-218494
Montreal—1425 De La Montagne H3G 123, Suite 440
Tom Flaherty
Phone 514-288-7713
Telex: 055-62291

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Chicago 60606—20 N. Wacker Dr., Suite 540
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Shelly Katz
Phone 212-685-9240
Chicago 60606—20 N. Wacker Drive, Suite 540
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Detroit—21714 Lakeland, St. Clair Shores, MI 48081
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Jim Gillis
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Phone 313-873-2090
San Francisco 94133—43 Osgood Place
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Seattle 98119—300 Elliott Ave., W., Suite 210
Lisa Decker
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Los Angeles 90028—6255 Sunset Blvd.
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TWX 910-925-4054

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Paul J. Ewing
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New Canaan, Conn. 06840—Box 1004
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Phone 319-895-6723

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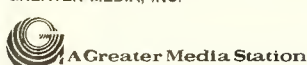
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Bill Cox, Don Ferguson, Rourke Tapp
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Los Angeles 90211—8693 Wilshire Blvd.
Suite 208
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Chicago 60606—20 N. Wacker Drive,
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Detroit 48226—1553 Woodward Ave.,
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Dorothy Smith, Don E. Smith
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N. Scott Knight, Paul Haley
Phone 617-262-1950

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Paul L'Anglais
Phone 514-526-9201
Toronto, Ontario M4S 2C6—2200 Yonge
St., Suite 701
Paul L'Anglais
Phone 514-487-1551

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New York 10017—1 Times Square, Suite
620
Tony Patti, Andy Patti
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Atlanta 30326—3384 Peachtree Rd., N.E.,
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Jack Bolton
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Santo Crupi
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Beverly Hills 90211—8693 Wilshire Blvd.,
Suite 208
Jim Gillis
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San Francisco 94133—559 Pacific Ave.
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Tom Logue
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Peggy Martin, Linda Altus
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Hugh Wallace
Phone 213-462-6558
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Ward Glenn
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Dallas 75219—3141 Hood St., Suite 333
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Minneapolis 55402—130 S. Tenth St.
Robert E. Bowden
Phone 612-338-7017
TWX 910-576-3419
- WEED-WALTON CANADIAN REPRESENTATIVES** MID 015848-000
New York 10036—1466 Broadway
Robert Pates, Lynne Giannini
Phone 212-719-3838
- Chicago—Box 160, Wilmette 60091
Robert Pates, Ruth Anderson
Phone 312-256-6301
- Atlanta 30326—3384 Peachtree Rd., N.E.
Jack Bolton
Phone 404-237-1577
- Detroit—Enterprise 7772.
Minneapolis—Zenith 7772.
St. Louis—Enterprise 41135
Dallas 75204—3627 Howell St.
David Milam, Dean Cowart
Phone 214-521-6520
- WEISS & POWELL, INC.**
WEISS & POWELL, INC.
RADIO SALES
- NAB SRA RAB NRBA** MID 015759-000
New York 10172—277 Park Ave.
Robert Weiss, Ralph C. Conner, Bob Bellin
Phone 212-421-4900
- Atlanta 30326—3355 Lenox Road, Suite 1130
Boots Ballard, Susan Weems
Phone 404-237-0016
- Boston 02116—100 Boylston St.
George Bingham, Kathleen A. McDonald
Phone 617-338-0290
- Chicago 60601—35 East Wacker Drive
Jay Berman, Greg Sunkel
Phone 312-236-2338
- Dallas 75219—3626 N. Hall St., Suite 908
Christi L. Taylor, Todd Wright, Susie Gilliam
Phone 214-522-3762
- Houston phone: 713-464-4233
- Detroit 48084—1721 Crooks Road, Suite 110, Troy MI
Marian McMechan, Kathryn Rhadigan
Phone 313-649-4820
- Los Angeles 90036—5455 Wilshire Blvd.
Carol Salter, Karen Hendren, Colleen O'Brien
Phone 213-938-0118
- Minneapolis 55402—625 Second Ave. South, Suite 413
Sandra Hollischer
Phone 612-333-6582
- San Francisco 94104—235 Montgomery St., Suite 1106
Steve Marriott
Phone 415-981-3676, 421-4836
- St. Louis 63102—440 Mansion House Center
Kay Lavsa, Gloria Rinkle
Phone 314-621-6040
- Philadelphia—215-732-0675
- WELLINGTON, GIL** MID 015850-000
Seattle 98199—2601 W. Crockett St.
Phone 206-283-3373
- WESTERN REGIONAL BROADCAST SALES** MID 031327-000
Los Angeles—1383 Opechee Way,
Glendale, CA 91208
Jack Kabateck
Phone 818-500-7201

Analysis of Editorial in Spot Radio Rates and Data

SRDS policy requires that all information supplied by the station be clarified and organized in accordance with these numbered title segments. Where the numbered title segment is omitted from the listing, it is to be assumed the station has failed to provide the necessary information in accordance with SRDS prescribed criteria and practice.

Basic editorial service is provided to media who meet SRDS's minimal criteria, free of charge.

Numbered titles for various subjects found within Spot Radio Rates and Data listings have been devised in order that this important data can be located easier.

The uniform listing format is as follows:

INTRODUCTORY MATERIAL

- call letters
- established date
- city of license
- media code (for internal use only)
- Mid code (for internal use only)
- ownership information
- address of station
- telephone number
- TWX number
- other offices and/or studios
- station's programming description

Listings in SRDS' Spot Radio Are Governed by Established Criteria

TO PROTECT YOU, the user, SRDS has established certain criteria which must be met by those who are listed in *Spot Radio Rates and Data*. The conditions of eligibility which govern editorial treatment are listed below.

SRDS' policy is to list, without charge, commercially-licensed radio stations (AM and FM) according to the city of license as assigned by the Federal Communications Commission. These stations are listed in alphabetical sequence by state, by city, and by call letters.

Because of the continuing evolution of modern marketing concepts as practiced by the SRDS user, there have been certain refinements made in the conventional listing format by FCC city of license. These refinements follow.

(1) Urban Area Designation

Applicable only to licensees in the five (5) urbanized areas of metropolitan New York, Los Angeles, Chicago, Philadelphia and Detroit. All stations licensed to cities whose center of town is 25 or less miles from the major city's downtown area (e.g. the "loop" in Chicago or "midtown" Manhattan in New York) are eligible for listing under the Urban Area Designation.

The urban area designations immediately follow the final station listing licensed to the major city. The name of the city of license appears directly beneath the station's call letters. A

1. PERSONNEL

- names and titles of those executives (limit of three) who have responsibility and authority relative to national advertising accounts

2. REPRESENTATIVES

- national representatives (name only)
- regional representatives (name only)

3. FACILITIES

- AM Facilities
 - power, frequency
 - operating schedule, time zone
- FM Facilities
 - effective radiated power, frequency
 - operating schedule, time zone
 - antenna height above average terrain/antenna height above sea level.
 - schedule of simulcast hours

4. AGENCY COMMISSION

- statement of agency commission, discount policy and billing arrangements.

5. GENERAL ADVERTISING See coded regulations

- coded regulations
- specialized regulations
- national and/or regional network affiliation
- state network membership
- combination rate opportunities, reflecting combination rate statements for two or more stations, provided a discount is shown.

TIME RATES

- status of rates (combination rates; "National and Local Rates Same")
- card number
- effective date/received date of rates

6. SPOT ANNOUNCEMENTS

- basic rate structure for 1-minute, 30-second, 20-second and 10-second spots.

7. PACKAGE PLANS

- package rates and plans for 1-minute, 30-second, 20-second and 10-second spots. (Description terminology such as "SATURATION PACKAGE," "WEEKLY PACKAGE PLAN," etc. has been retained to insure continuity in actual usage particularly in cases where the name of a specific plan is referred to in existing contracts.)
- for package plans identified with news rates, weather rates, or other specialized programming rates, see 10. SPECIAL FEATURES.

8. PROGRAM TIME RATES

- basic program rate structure

9. PARTICIPATING PROGRAMS

- listing of qualified participating programs by name or title, day(s), time and premium rates.

10. SPECIAL FEATURES

- only special features (news, weather, sports, farm, traffic, etc.) subject to special rates or special charges are identified.

free cross reference is provided under the city of license. A station has the option to have its listing appear under the Urban Area heading or under its city of license.

(2) Combination City Designation

A written request to create a combination city heading must be received from a station licensed to one of the involved cities before the suggested combination will be reviewed.

Two or more cities may be combined into one heading if one of the following two requirements is met: 1) the cities must be contiguous (i.e., the city limits of the cities must be adjacent to one another), or 2) one city must be part of the urbanized area of the other city as determined by the Bureau of Census (SRDS can verify status through government publications maintained internally).

When two or more cities can be combined,

1. ...and the cities are of comparable size, the cities are combined in one hyphenated heading and the city sequence will be alphabetical.
2. ...and the population figures of the cities vary widely and the smallest city's population is less than 1/2 the population of the largest, it will be shown as "_____ (including _____)."

The following paragraph is to be inserted following all combined city headings:

"Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time-buying function to determine the extent of individual station coverage, audience delivered etc. within the area."

NOTE: A free reference showing the location of the listings will be used under the respective city of license.

(3) Listing Service

- a) A station, regardless of the size of its city of license, may maintain a full listing in the monthly edition of Spot Radio by making an affirmative decision to purchase either display advertising in the monthly publication, or paid editorial services in its listing in that publication.

Stations licensed to cities over 25,000 population, or who are part of a combined city heading (TULSA, including Broken Arrow, Sand Springs), that do not avail themselves of this opportunity, will have compact listings that serve minimum user requirements.

- b) A station with a city of license under 25,000 that is not part of a combined city, or an urban area, and regardless of whether it has a full listing in the monthly edition, will have a complete listing in the Radio Small Markets Edition published semiannually, April and October.

One line references will be maintained in the monthly edition directing the user to the Small Market Edition for each small market station that does not maintain a full listing in the monthly edition.

(4) Duplicate Listings

- a) Where an AM station is licensed to one city, but places a daytime 10 MV/M signal over 70% of the second city, we would grant a paid duplicate listing under the second city. Engineering contour maps showing the 10 MV/M signal strength must be forwarded for measurement purposes.
- b) The requirement for a paid duplicate listing for an FM Station is a daytime 1 MV/M signal over 70% of the second city. Engineering contour maps showing the 1 MV/M signal strength must be forwarded for measurement purposes.

(5) Cross References

Paid cross references under other than a city of license may be inserted in any nearby market.

The paid cross reference would include the following, according to the method under which the station would qualify:

- a) Call letters, address, and telephone number of office or studio in that city, and a standard reference referring to the basic listing, or
- b) Call letters, national network affiliation, and a standard reference to the basic listing (if it is a designated outlet for a network as shown by a required written statement from the network), or
- c) Call letters and a reference to the location of the basic listing.

SRDS Spot Radio Coded Contract Regulations

Regulations, operating policies and procedures common to the greater number of radio stations have been arranged in code form for efficiency in usage by advertising agency personnel and to extend to every radio station the opportunity of listing all of the standard provisions that apply in the handling of national accounts.

The station rate policies and practices represented by code numbers and letters have been selected based on uniformity and frequency of appearance in station listings. Provisions not readily adaptable to the coding procedure and those not appearing in sufficient frequency to warrant codes are retained in station listings.

The SRDS Radio Coded Contract Regulations guarantee that every standard regulation can be quickly identified by number and letter. Regulations have been grouped insofar as possible under related headings.

EDITOR'S NOTE: The paragraph items shown below are statements which frequently appear in the radio station rate cards under the caption "Contract and Copy Regulations."

They are not and should not be considered as industry standards. Actually, they are conditions imposed by radio stations which SRDS has identified for subscriber use and awareness.

Station Approval/Acceptability of Products Acceptability of Programming

1. This SRDS Coded Contract Regulation was established in regards to the NAB Code which no longer exists.
- 2a. This rate card is published for the convenient reference of advertisers and agencies and is not an offer of facilities.
- 2b. A contract for time between station and client is subject to the terms and conditions of licenses of station from any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.
- 3a. All programs and announcements subject to approval.
- 3b. Consult station management concerning products and services considered unacceptable.
- 3c. Type of audience and program balance may affect acceptability of product, program or continuity for specific time periods. Check with station and/or representatives in advance of order.
- 3d. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.
Alcoholic Beverages:
 - 4a. Beer and wine advertising acceptable.
 - 4b. Beer and wine advertising not acceptable.
 - 4c. Hard liquor advertising acceptable.
 - 4d. Hard liquor advertising not acceptable.

5. Political: Regular rates apply. Payment in advance. Time and facilities sold on the basis of conformity with station policies, the Communications Act and governmental rules and regulations.
- 6a. Sponsored religious programs carried.
- 6b. Sponsored religious programs not carried.
- 7a. Foreign language programs acceptable.
- 7b. Foreign language programs not acceptable.
8. Per Inquiry: "P.I." advertising not acceptable.

Rate Protection

10. Rate protection—ANNOUNCEMENTS (Fixed)
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days
11. Rate protection—ANNOUNCEMENTS (Preemptible)
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days
12. Rate protection—PLANS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days
13. Rate protection—PARTICIPATIONS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days
14. Rate protection—PROGRAMS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days
- 15a. Rate protection allowed to alternate week program advertisers.
- 15b. Rate protection guaranteed for duration of contract.
- 15c. Protection period as stated, exception of the provision requiring continuous advertising.
- 15d. 52-Week Guarantee: Advertiser who places an order for 52 consecutive weeks of advertising (minimum per week: 6 one-minute announcements or a total of 15 minutes in program units) will be guaranteed for those 52 consecutive weeks the rate card(s) stipulated at the start of schedule. Advertiser will also be protected for 6 months from date of any rate increase effective during the second 26 of the 52 consecutive weeks of advertising.
- 15e. Rate protection guarantee. To consecutive week or group. Plan advertisers, rates will be guaranteed for the duration of that contract (not to exceed one year) or 13 weeks from the effective date of a new rate, whichever is longer. A hiatus, if part of the original order, will not be considered an interruption in schedule.
16. All rate protection prevails so long as a frequency of not less than 1 broadcast per week is maintained.

Basic Rates and Discounts

- 20a. Rates subject to change without notice.
- 20b. Station reserves the right to change its rates effective on such date as it may announce.
- 21a. Basic rates include transmitter services of one staff announcer and recorded music for commercials. Basic rate does not cover programs or announcements using live talent, extra personnel or extra production facilities.
- 21b. Basic rates quoted do not include special facilities (studio, remote charges) or talent, announcers, directors, or special technical facilities.

- 21c. Rates show net costs after deduction of all applicable discounts.
- 21d. Rates and discounts apply to the products of a single advertiser.
- 22a. Rates quoted are for time only.
- 22b. Rates include presentation of commercial transcriptions.
- 23a. Rates include music copyright fees.
- 23b. Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.
Rates and discounts based—
 - 24a. on consecutive weeks of broadcasting.
 - 24b. on number of broadcasts per year.
 - 24c. on the number of broadcasts per week.
Announcements between rate classifications—
 - 25a. take the higher rate.
 - 25b. take the later rate.
 - 25c. take the lower rate.
 26. Rates for periods longer than 1 hour in exact proportion to the 1-hour rate.
 27. Starting time of announcements determines rate classification.
 - 28a. Discounts allowed retroactively on number of broadcasts given within 1 year.
 - 28b. No retroactive discounts allowed.
 - 28c. No cash rebates.
 - 29a. Frequency discounts must be earned within 1 year from initial broadcast.
 - 29b. Frequency discounts for announcements are contingent upon completion of entire contracted schedule in consecutive weeks within 1 year.
 30. Plans must be so designated at time of purchase.
 31. All plans must run on a consecutive weekly basis.
 - 32a. Contiguous rates granted on non-contiguous programs.
 - 32b. Contiguous rate purchases not allowed.
Rateholder—Minimum schedule of:
 - 33a. 1 announcement per week.
 - 33b. 3 announcements per week.
 - 33c. 5 announcements per week.
 - 33d. 6 announcements per week.

Contracts, Acceptance/Requirements

- 40a. Accepts AAAA copyrighted contract.
- 40b. Does not accept AAAA copyrighted contract. Station contract forms available.
- 40c. Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.
41. All proposals subject to prior sale.
Contacts accepted not more than—
 - 42a. 30 days in advance.
 - 42b. 60 days in advance.
- 42c. Firm contracts for programs or announcements of 13 weeks or more will be accepted not more than 30 days in advance of starting date.
- 42d. Firm contracts for programs or announcements of 13 weeks or more accepted not more than 60 days in advance of initial broadcast.
43. Schedules must start within 30 days of contract date.
- 44a. One year contracts will be accepted for the purpose of earning frequency discounts.
- 44b. 52 week contracts will be accepted for the purpose of earning frequency discounts.
45. Maximum length of contract 1 year.
46. No periods sold in bulk for resale.
- 47a. All program units 30 seconds less than indicated.
- 47b. All program units 35 seconds less than indicated.
- 47c. All program units 40 seconds less than indicated.
- 47d. All program units 42 seconds less than indicated.
- 47e. All program units 60 seconds less than indicated.

SRDS Spot Radio Coded Contract Regulations—Continued

- 48. Announcements and station breaks may be moved to other periods on 24 hours' notice. If a mutually agreeable substitute time and/or day cannot be determined the specific time period may be cancelled without affecting the balance of the contract.
- 49. Advertisers participating in group broadcasts are required to make individual contracts subject to card rates and regulations.
- 50. Programs and longer length announcements take priority over shorter programs and announcements.
- 51a. Rates applicable on any contract are those rates in effect on the date of the first broadcast.
- 51b. Additions to schedules will be sold on the current rate card in effect at the time the additions are ordered and confirmed.
- 51c. Station will not split rate cards. Advertisers must abide by rates and conditions of only 1 card during protection periods when more than 1 card may be in effect.

Combinability

- 60a. Programs and announcements cannot be combined to earn discounts.
- 60b. Programs and announcements may be combined to earn discount on announcements only.
- 60c. Announcements and programs of five minutes or more cannot be combined to earn discounts.
- 60d. Participations and announcements may be combined to earn discounts.
- 60e. 1-minute, 30-second, 20-second and ID announcements may be combined to earn discounts.
- 60f. All announcements, regardless of length or classification, may be combined to determine discounts.
- 60g. 1-minute, 20/30-second announcements may be counted to earn frequency for 10-second (ID) announcements, but not vice-versa.
- 60h. All plans can be combined for greater frequency discount.

- 60i. Multiple products of same parent company may combine for all applicable discounts.
- 60j. Programs and announcements may be combined to earn lower rates.
- 60k. One minute and thirty second announcements may be combined to earn higher discount rate.

Continuing Discounts/Renewal

- 61a. Schedules maintained without interruption after one year period will continue to be billed at earned discounts. After first year advertiser may continue at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate.
- 61b. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive same frequency or the frequency applicable to that portion of the service which continues.
- 61c. To earn continuing discounts advertiser must begin new contract period for quantity discount purposes.
- 62a. Renewal: Advertisers must renew 4 weeks prior to the last scheduled broadcast date to insure broadcast without lapse.
- 62b. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs; 14 days' for announcements.
- 62c. Contracts may be renewed providing there is no interruption in service on 35 days' written notice for programs; 28 days' for announcements.
- 62d. Contract renewals subject to rates in effect at time of renewal.
- 62e. In the event of revision of station rates or discounts any continuous broadcasts may be extended at the same rates and discounts for a period of 52 weeks from the effective date of revision.

Cancellation/Preemption

(Programs)

- Program contracts subject to cancellation—
- 70a. on 28 days' prior written notice.

- 70b. on 28 days' prior written notice but no such termination shall be effective until 13 weeks after the start of broadcasting.

(Announcements)

Announcement contracts subject to cancellation—

- 70c. on 14 days' prior written notice.
- 70d. on 14 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.
- 70e. Schedules may be terminated by either party giving the other two weeks' prior notice, but no such termination shall be effective until two full broadcast weeks, as contracted for, have been broadcast following receipt of such notice.
- 71a. Cancelled contracts subject to short rate.
- 71b. Cancelled contracts not subject to short rate.
- 72. In the event that the station finds it necessary to preempt all or any part of the service for which an advertiser has contracted, without previous notice, it is understood that cancellation of charges for same will be the maximum liability of station. Station is to have sole discretion as to necessity for such preemption.
- 73a. All programs and announcements subject to cancellation by the station for broadcasts of significant events in the public interest.
- 73b. All programs and announcements are subject to interruption or cancellation for broadcasts of significant events without affecting rate of frequency discount to which advertiser would otherwise be entitled.

Production Services

- 80. Advisory services of the program and technical departments in arranging and presenting programs are available to clients at no charge. A charge will be made for programs requiring special production.
- 81. Talent, mimeographing of scripts and continuity and related production services are subject to extra charges.
- 82. Remote pick-up facilities, mobile units, extra.

Descriptive Terms/ Music and Format

Shown below in alpha order are terms employed to describe either a station's music or its format.

The terms are in use in the industry. They appear in industry periodicals, broadcast industry reports, record industry reports, etc. Knowledgeable people within the industry state these terms are meaningful and understandable by SRDS users.

The list is not represented as all inclusive. Additional terms will be added as they are brought to SRDS' attention.

A

Adult Contemporary
Adult Contemporary and Gold
Adult Rock
Album Oriented Country
Album Oriented Rock
Album Rock
All American Country
AOR

B

Beautiful Music
Big Band
Black
Bluegrass
Bolero

C

Caribbean
Classical
Classic Gold
Concert
Contemporary
Contemporary/AOR
Contemporary Black
Contemporary Country/Western
Contemporary Disco
Contemporary Gold
Contemporary Good Music
Contemporary Instrumentals
Contemporary Oldies
Contemporary Popular
Contemporary Rock
Contemporary Soul
Contemporary/Talk
Contemporary Top 30
COR/Country Oriented Rock

Cosmopolitan
Country
Country Gospel
Countryopolitan
Country Pop
Country Rock
Country & Western
Country & Western (Nashville)
Current Hits

D

Dinner
Disco
Disco Rock
Disco/Soul
Dixieland

E

Easy Listening
Easy MOR
Easy-Rock

F

Farm
Fine Music
Folk
Folk Rock

G

General Popular
Gentle Country
Gold
Golden Oldies
Good Country Music
Good Listening
Good Music
Gospel
Great Country

H

Hard Jazz
Hard Rock
Hawaiian
Heavy Rock
Hit Parade

I

Inspirational
Instrumental

J

Jazz
Jazz/Blues/Rhythm
Jive

L

Latin
Light Classical
Light Rock

M

Mainstream Jazz
Mariachi
Mellow Adult Contemporary
Mellow Rock
Metropolitan Country
Mex-Tex
Modern Country
Modern Jazz
Modern Nashville
Mood
MOR (Background)
MOR/Beautiful Music
MOR Contemporary
MOR (Personality)
MOR Popular
MOR/Progressive Rock
MOR/Talk/News
MOR (Uptempo)

N

News
News/Beautiful Music

P

Personality Contemporary
Personality Top 40
Popular
Pop Disco

Pop Rock
Pop Western
Progressive
Progressive Black
Progressive Country
Progressive Rock

R

Religious
Religious/black
Rhythm and Blues
Rock

S

Sacred Music
Salsa
Semi-Classical
Show Tunes
Soft MOR
Soft Rock
Solid Gold
Sophisticated Swing
Soul
Soul Disco
Spanish
Spiritual
Sports
Standard Popular
Standards
Super Soul
Swing
Symphonic

T

Talk
Talk/News
Top Hot
Top 20
Top 40
Top 40 Rock
Top Pops
Town & Country
Traditional Country
True Progressive

U

Uptempo Gospel

W

Western

Y

Young Adult Contemporary Top 40
Young & Beautiful

Radio Syndication Format Descriptions

The development of this section is meant to provide increased programming information regarding various radio formats. These descriptions of syndicated formats, provided by the producers of those formats, will give the user a reference point to better understand the descriptive terms appearing as a format listing head or in the programming description in a radio station's listing.

An index by format title and syndication company is also included to facilitate ease in locating the descriptions of the format. As additional companies and formats are made known to SRDS, they will be added to this section. Listings are free to companies meeting minimum SRDS requirements.

Programming Index

Format Title	Syndicator
A Chronology of American Music	Jay Stevens & Associates
ACtion (Adult Contemporary)	Media General Broadcast Services, Inc.
Adult Contemporary	BPI
Adult Contemporary	House of Music
Album Oriented Z	Century 21 Programming
Alive Country	Musicworks, Inc.
All Hit Country	Bonneville/The FM 100 Plan
All Star Country	Peters Productions, Inc.
All the Hits	Jay Stevens & Associates
American Rock	Radio Arts, Inc.
Beautiful Contemporary	Bonneville/The FM 100 Plan
Beautifully Yours	BPI
Body Garage	HUR Syndications
Bonneville Easy Listening	Bonneville Broadcasting System
Bright 'N Beautiful	BPI
Car Care Tips by Doc Crane	Myers Ferguson & Associates, Inc.
Casual Country	Musicworks, Inc.
Christmas Music Service	Musicworks, Inc.
Classic A/C	RPM
Concept 1—Adult Contemporary	Concept Productions
Concept 2—Adult Rock	Concept Productions
Concept 3—Album Rock	Concept Productions
Concept 4—Country	Concept Productions
Concert Overtures & Encores	BPI
Constant Country Hits	Jay Stevens & Associates
Contemporary Easy Listening	RPM
Contemporary Sounds of Praise	Century 21 Programming, Inc.
Contempo—300	Drake-Chenault Enterprises, Inc.
Continental Christmas	EuroLine Communication Services
Continental Classics up-to-date	EuroLine Communication Services
Continental Magic	EuroLine Communication Services
Continental Touch (The)	EuroLine Communication Services
Continuous Country	Burns/Somerset Country
Cooking Tips by Jane Bates	Myers Ferguson & Associates, Inc.
Country Crossover Format	Century 21 Programming, Inc.
Country "80"	Musicworks, Inc.
Country Lovin'	Peters Productions, Inc.
Country Magic	Toby Arnold & Associates, Inc.
Daybreak	Bonneville Broadcasting System
Did You Know?	HUR Syndications
Easy Contemporary	Peters Productions, Inc.
Easy Gold	International Broadcasting Syndications
Easy Listening	BPI
Easy Listening	Churchill Productions
Encore	Radio Arts, Inc.
E-Z Format	Century 21 Programming, Inc.
Garden Tips by Dan West	Myers Ferguson & Associates, Inc.
Gold Plus	Far West Communications
Great American Country	Drake-Chenault Enterprises, Inc.
Great American Woman, The	Myers Ferguson & Associates, Inc.
Great Gold	Drake-Chenault Enterprises, Inc.
Great Times	Fred Hall Productions
Health Care Tips	Myers Ferguson & Associates, Inc.
Hitparade	Drake-Chenault Enterprises, Inc.
HitRock	BPI
Hit Rock (CHR)	Media General Broadcast Services, Inc.
Heritage Concerts	BPI
Holiday Traditions	Myers Ferguson & Associates, Inc.

Format Title	Syndicator
Investor's Guide	HUR Syndications
JSA/C	Jay Stevens & Associates
KalaMusic — Category	KalaMusic
KalaMusic — Custom Blend	KalaMusic
KalaMusic — Hot Country Hits	KalaMusic
KalaMusic — Light Contemporary	KalaMusic
KalaMusic — Matched Flow	KalaMusic
Lifestyle	HUR Syndications
Lifestyles/AM	International Broadcasting Syndications
Light & Lively	BPI
Lite Country	Drake-Chenault Enterprises, Inc.
Lite Hits	Drake-Chenault Enterprises, Inc.
Live-Assist and Automated Personality	BPI
Mainstream Rock	Jay Stevens & Associates
Melody Drive Mix	Sunday At The Memories, Inc.
Modern Country	BPI
Moments to Remember	Jay Stevens & Associates
MORE Beautiful	Century 21 Programming, Inc.
Music . . . Just For The Two of Us	Peters Productions, Inc.
Music Radio	Toby Arnold & Associates, Inc.
Oldies	BPI
Oldies Programming Service	Sunday At The Memories, Inc.
Pacific Music Beautiful	House of Music
Playlist Plus	Drake-Chenault Enterprises, Inc.
Pop Adult Lifestyle (PAL)	Musicworks, Inc.
Primetime Radio	Gannett Broadcasting Co.
Profiles in History	HUR Syndications
Progressive Adult Contemporary	Far West Communications
Radio One	Churchill Productions
Rainbow Easy Listening	House of Music
Jim Reeves Show	Musicworks, Inc.
Sacred Sounds of Country Gospel	Century 21 Programming, Inc.
Sacred Sounds of Praise	Century 21 Programming, Inc.
Soft Contemporary	Radio Arts, Inc.
Sound 10	Radio Arts, Inc.
Souvenirs from Germany	EuroLine Communication Services
SRP—Beautiful Music	Schulke Radio Productions
Stereo Rock	TM Programming
SuperCarts	Century 21 Programming, Inc.
Super Country	Century 21 Programming, Inc.
Super Hits	Peters Productions, Inc.
SuperSoul	Drake-Chenault Enterprises, Inc.
SWING! ERA II	Jon Holiday's SWING! ERA II
Swing Thing	Fred Hall Productions
The Entertainers	Radio Arts, Inc.
The Great Hits	Jay Stevens & Associates
The Great Ones	Peters Productions, Inc.
The Headliners (MOR)	Media General Broadcast Services, Inc.
The Most Beautiful Country	International Broadcasting Syndications
The Music of America	Golden Oldies Productions, Inc.
The Music of Your Life	Al Ham's "The Music of Your Life"
The Natural Sound	Peters Productions, Inc.
The Top 100 of the 70's	Jay Stevens & Associates
This is Music	Southcott Productions
TM Country	TM Programming
TM Easy Listening	TM Programming
TM-O-R	TM Programming
TM Prime-Demo	TM Programming
Today's Beautiful Music	Bonneville/The FM 100 Plan
Top Hits A/C	RPM
Total Control	Toby Arnold & Associates, Inc.
Traditional MOR	BPI
Unforgettable	Toby Arnold & Associates, Inc.
Unforgettable II	Toby Arnold & Associates, Inc.
Urban Contemporary	Century 21 Programming, Inc.
Urban One	TM Programming
Wall-To-Wall Adult Contemporary	Bonneville/The FM 100 Plan
XT — 40	Drake-Chenault Enterprises, Inc.
Your Country	Media General Broadcast Services, Inc.
Your Favorites	Toby Arnold & Associates, Inc.
Your Great Country	Jay Stevens & Associates
Your Music	Peters Productions, Inc.
Z Format	Century 21 Programming, Inc.

Toby Arnold & Associates, Inc.

Media Code 4 050 0300 5.00
Oallas Suburban Offices:
3234 Commander Drive
Carrollton, TX 75006
Phone: 214-661-8201; 800-527-5335

PERSONNEL
President—Toby Arnold
National Sales Manager—James Kerr
National Consultants—Chris Clausen, Bill Pasha

FORMATS:

Unforgettable

Foreground Nostalgia MOR in random-select mode. Live-assist or automation, available announced or unannounced. Pop artists of the last 40 years, carefully researched and programmed to 35+ demographic. Artists include: Frank Sinatra, Barbra Streisand, Glenn Miller, Perry Como and others. Localized promos, jingles and artist specials are included.

Radio Syndication Format Descriptions—Continued

Unforgettable II

Foreground MOR AC with solid 25-54 demographic appeal. Plays "all hits"—current and gold. May be dayparted to effectively reach adults 35+. Programming rotations are designed on a market-by-market basis, to maximize positioning. Features such artists as Barry Manilow, Tony Bennett, Olivia Newton-John and Frank Sinatra. Localized jingles, promos, special features and artist specials are included. For live-assist or automation.

Your Favorites

Adult-Contemporary. The format appeals to 18-44 adults, with emphasis on artists like Kenny Rogers, Barbra Streisand, Air Supply and Neil Diamond. May be presented in a current or oldies dominated approach, appropriate for automation or live-assist. Service includes extensive station support materials and artist specials.

Music Radio

Our mass appeal Contemporary Hit format, targeted 12-34. Format is flexible. Oldies are available for dayparting. Currents are provided in a matched-flow configuration for maximum hits and live-assist. May be programmed by automation or live-assist. Jingles, Graphics, and station support are included.

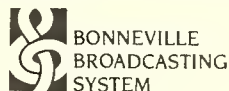
Country Magic

Solid 25-54 adult appeal format maximizes positioning. Very flexible. Traditional, Modern, or mixture. Rotations designed on a market-by-market basis. Produced announced or unannounced for automated or live-assist use. Jingle imagery and peripherals.

Total Control

Total Control is a computer-generated music system for "live" stations. T&A consultants work with station management to determine station direction. A music library is designed and updated every week. An hour-by-hour playlist is produced to reflect rotations, information and commercial commitments. Total Control is available for all formats.

Bonneville Broadcasting System



Media Code 4 050 0500 0.00

274 County Rd.
Tenafly, N. J. 07670
Phones: 201-567-8800; 800-631-1600

PERSONNEL

President—Marlin R. Taylor
Vice-President—Stephen Riddleberger

FORMATS:

Bonneville Easy Listening

Programming for todays 25-54 audience, featuring the "Million Dollar Sound."

Daybreak

Adult oriented drive time programming. Balance of music, information, and personality.

BONNEVILLE/THE FM 100 PLAN (CHICAGO DIVISION)

800 E. Northwest Hwy., Suite 700
Palatine, Ill. 60067
Phone: 312-934-6100

PERSONNEL

President—Darrel Peters
Program Consultant—Michael Krafcsin
National Sales Manager—Raymond Lowy

FORMATS:

Today's Beautiful Music

Target Demo: 35-64. A totally unique element is the vast number of FM 100 custom selections... thousands of custom arrangements that include instrumentals, choral vocals and single vocal stars, like Vic Damone, Don Cherry & Steve Lawrence & Eydie Gorme. Target Demo: 25-54. A greater emphasis on contemporary titles and newer arrangements of the all-time standards. The vocal patterns for this format are also different. More single vocals are used in ratio to choruses. And, contemporary vocal stars are also inserted for a younger demographic appeal. (Neil Diamond, Anne Murray, Barry Manilow, Barbra Streisand, etc.).

Beautiful Contemporary

Target Demo: 25-49. This is a foreground format with 75% emphasis on vocals... both MOR stars (Andy Williams, Jack Jones, Frank Sinatra, etc.), and contemporary favorites (Kenny Rogers, Captain & Tenille, Dolly Parton, Neil Diamond, etc.). A unique custom instrumental package complements the overall flow... and a "Hot Reel" series allows you to play current hits with additional frequency.

All Hit Country

Target Demo: 18-49. A superb presentation of America's top country hits presented in a back-to-back fashion... producing the most musical country station in any market... we rotate selections and artists in a totally new fashion... with play weightings of new and older hits especially balanced for mass appeal.

Wall-To-Wall Adult Contemporary

Target Demo: 25-44. Designed for a wall-to-wall no-nonsense presentation, in stark contrast to most high speed, all-jock competitors. There are six major categories of music and artists... with a vital dedication to current hits... updated every two weeks.

BPI (Broadcast Programming Int'l)

Media Code 4 050 0600 8.00

22124th Ave.
Seattle, WA 98121
Phone: 1-800-426-9082; 206-728-BPI-1

PERSONNEL

President—Bob English
Program Consultants—John Sherman, Beau Phillips
Operations Director—Bill Wolkey

FORMATS:

Adult Contemporary

Programmed by John Sherman. A format of contemporary, popular music appealing to adults from 25-49. A three-deck system consisting of Current Recurrent, Recent Gold and Standard Gold. AutoSelect computer discipline and comprehensive updating procedures eliminate redundancy and sequential repetition. All reels are updated each time a music category is updated.

Modern Country

Programmed by Bob English. A format featuring contemporary Country with a mixture of compatible classics. A four-deck system consisting of Currents, Recurrents, Power Gold and Standard Gold. AutoSelect computer discipline and comprehensive updating procedures eliminate redundancy and sequential repetition. All reels are updated each time a music category is updated.

Live-Assist and Automated Personality

BPI's personalities each deliver 60 fresh bits every week, plus 10 minutes of custom material every month. Format flexibility enables stations to move smoothly between live-assist dayparts and fully automated times with no discernible break in programming.

HitRock

Targeted to 15-34 year olds. Mixes new songs with classic rock from the 60's and 70's, from both CHR and AOR music forms. Reflects a broader audience base, both from a programming and a sales perspective, and has dayparting flexibility built in. A four-deck system consisting of Current, Recurrent, Mix Gold, and AOR Gold or CHR Cross (for dayparting). AutoSelect computer discipline and comprehensive updating procedures eliminate redundancy and sequential repetition. All reels are updated each time a music category is updated.

Oldies

Programmed by John Sherman. Features music primarily from the era of mid to late 60's, as well as selected cuts as far back as the late 50's and as current as the mid 70's. All music is controlled and balanced by era, as well as type and tempo. The primary appeal is 30-40 year olds, with strong overall appeal 25-44. A three-deck system. AutoSelect computer discipline and comprehensive updating procedures eliminate redundancy and sequential repetition.

Bright 'N Beautiful

Modern good music, with an emphasis on vocal, blending traditional beautiful music cuts with brighter soft contemporary cuts. Artists range from Percy Faith and Tony Bennett to Chuck Mangione and Barry Manilow. Completely unannounced for live-assist or automated use and specially programmed for flexible day-parting.

Easy Listening

Good music for adult audiences combining lush arrangements of modern hits with old standards; artists range from Andre Kostelanetz to Frank Sinatra; produced in unannounced and personality-announced versions for live-assist and automated use with localization, in announced versions, provided through custom copy recording service.

Beautifully Yours

The classic approach to Beautiful Music for the mature audience: a flexible mix of fast and slow orchestra cuts with conservative, select vocals by artists whose work has stood the test of time. Completely unannounced for live-assist or automated use.

Traditional MOR

This traditional MOR format is lighter than hard-driving contemporary and livelier than the usual easy listening formats. It combines soft contemporary vocals of the past decade, spritely popular instrumentals, and golden standard artists and songs of the mature listener's past: it's unannounced for live-assist or automated use.

Concert Overtures & Encores

A complete library of short classical selections; usually used for small daily block or weekend programming; it is back-announced and includes localized custom copy recording service; readily adaptable to live-assist or automated use.

Heritage Concerts

A complete library of full length classical works from the symphonic repertoire, including everything from Bach to Bernstein, Scarlatti to Shostakovich.

Burns/Somerset Country

Media Code 4 050 0900 2.00

c/o Burns Media Consultants
3054 Dona Marta Dr.
Studio City, CA 91604
Phone: 818-985-8522

PERSONNEL

Owner—George Burns
Owner—Joe Somerset
Marketing Contact—Judith Burns

FORMATS:

Continuously Country

Matched-flow modern country format. 25-54 appeal. Live-assist with computer-generated weekly music rotations; new music added weekly; format consultation available.

Century 21 Programming, Inc.

Media Code 4 050 1200 6.00

4340 Beltwood Parkway
Dallas, Tex. 75244
Phones: 214-934-2121; 1-800-582-2100

PERSONNEL

President—Dave Scott
Vice-President Marketing—Richie Allen.

FORMATS:

Super Country

Popular country music, with available emphasis toward modern, traditional or crossover country image. Each music library consists of 60-75 current hits & 1700 oldies. Localized announcing for each station, with voices in 3-hour shifts.

SuperCarts

Music service, a la cart. Songs are selected from Century 21's immediate inventory of pre-recorded music cartridges. Purchase, lease, or lease-purchase: one-time or with updates. Song-by-song computerized music scheduling service is also available without long-term contract. Research or consultation optional. SuperCart music styles include rock, urban contemporary, A-C, M-O-R, country, religious, or beautiful.

Album Oriented Z

Album rock. Concise announcers with 3-hour shifts, localized for each market. Music is subtly dayparted; tempo & energy levels appropriate for demographics. Familiar artists & titles during day; more new music at night. Overnight delivery of important new releases.

Z Format

Pre-programmed sweeps of contemporary popular music. Dayparted blends to match each market & time of day. New music input 3 times weekly. Announcers backsell songs & relate to audience with customized local material, time checks & call letters

E-Z Format

Local oriented easy listening music, featuring familiar artists. Localized announcing & promos, station jingles & news features.

MORE Beautiful

Here's a sound that's brighter than any "beautiful" music format, yet more subdued & relaxing than MOR. Structured to allow any ratio of vocal to instrumental and any commercial load.

The Country Crossover Format

Adult contemporary numbers that the country listeners like. A country crossover sound for people who don't like country music. Commercial loads are totally flexible and announcing is customized for each station, with voices in 3 or 4 hr shifts.

Sacred Sounds of Praise

An adult approach to Christian music radio, with an MOR sound.

Contemporary Sounds of Praise

Young adult Christian music.

Sacred Sounds of Country Gospel

Christian music with a country gospel flavor. Available announced or unannounced. Flexible commercial news feature program placement within the context of this music format. May be run live-assist or totally automated.

Urban Contemporary

Targeted for urban markets with significant Black population. Available announced with either black or white jocks from Dallas, or unannounced for local talent. Service includes custom station jingles, time announce carts, and in-person installation & training.

Churchill Productions



Media Code 4 050 1800 3.00

1130 E. Missouri, Suite 800
Phoenix, Ariz. 85014
Phone: 602-264-3331

PERSONNEL

President—Tom Churchill
Vice-President—Tom Moran
Client Service—Bob Lowry

FORMATS:

Easy Listening

Target audience adults 25-54. Features a library of 160+ hours, dayparted and programmed in 13 minute segments and utilizes custom recorded selections. Can be operated live and/or automated. Service includes full station support.

Radio One

A matched flow, adult contemporary format, dayparted and programmed for 5 segments per hour. Target audience 18-49. Current hit songs included, over 200 new tapes guaranteed per year.

Concept Productions

Media Code 4 050 2400 1.00

1224 Coloma Way
Roseville, Calif. 95678
Phone: 916-782-7754

PERSONNEL

President—Dick Wagner
Vice-President—Mary Wagner

FORMATS:

Concept 1—Adult Contemporary

Voice-tracked program with up to 5 major market radio personalities. Emphasis on air personalities. Music is Contemporary MOR Adult Contemporary targeted for adults 25-49. Features artists such as Barry Manilow, Olivia Newton-John and Kenny Rogers. More traditional MOR includes Tom Jones, Englebert Humperdinck and the Sandpipers added at station's option.

Concept 2—Adult Rock

Voiced-tracked program with up to 5 major market radio personalities. Emphasis on air personalities. Music is a top 40 mixture of rock and soft rock hits coupled with an adult, one-to-one delivery. Programmed for adults 18-34. Featuring artist such as Bob Seger, Fleetwood Mac, Linda Ronstadt and Billy Joel.

Concept 3—Album Rock

Voice-tracked program with up to 5 major market radio personalities. Emphasis on air personalities. Music is a popular progressive mix of rock and album rock. Can be day-parted to afford a mix with Concept 2—Adult Rock. Programmed for 12-24 year olds.

Concept 4—Country

Voice-tracked program with up to 5 major market radio personalities. Emphasis on air personalities. Music is mainstream country of today and yesterday. Includes some modern country. Artists include Mel Tillis, Merle Haggard, Crystal Gayle, The Oak Ridge Boys and Waylon Jennings.

Drake-Chenault Enterprises, Inc.



Media Code 4 050 3000 8.00

Box 1629
8399 Topanga Canyon Blvd.
Canoga Park, Calif. 91304
Phone: 818-883-7400

PERSONNEL

President—James Kefford
Senior Vice-President—Denny Adkins
Vice-Pres. Gen'l Sales Mgr.—Steve Sandman.

FORMATS:

Playlist Plus

Playlist Plus is a computer music control system designed for "live" radio stations. The program director at the station works with Drake-Chenault programmers to determine a market position. A music library is then designed. Each week the music is updated in a conference call with the station's program director. An hour-by-hour playlist is generated to reflect the station's music needs and to allow for news, commercials and special programming. Playlist Plus is available for Adult Contemporary, Top 40, Country, Black, Nostalgia MOR and Oldies formats.

Hitparade

Hitparade is designed for the 45+ listener. Mixes include "Nostalgia" which focuses on Big Band and MOR (features 50's Pop and 60's MOR).

Contempo-300

Adult contemporary format. Strong appeal to 18-44 adults. Jingle imagery and a Super Gold category are available. May be programmed with automation or live assist, announced or unannounced.

Lite Hits

Lite Hits plays all hits targeted at the 25-54 listener consumer. Jingle imagery is available. Lite Hits may be programmed for automation or live assist. The format plays the adult contemporary hits of yesterday and today.

XT-40

Our mass appeal contemporary rock format, XT-40, is targeted for 12-34's. The music is familiar. The format is flexible with optional daypart reels for additional rock image music. Jingle imagery is available. May be programmed with automation or live assist, announced or unannounced.

Great American Country

Country format with 25-54 adult appeal. Jingle imagery is available. May be programmed with automation or live assist, announced or unannounced.

Lite Country

A Contemporary Country format targeted to the 25-44 year old listener. "Lite Country" is a mix of highly researched goods by mass appeal country artists combined selectively with compatible crossover contemporary selections. May be programmed with automation or live-assist, announced or unannounced.

SuperSoul

Black format; 12-49 appeal with 18-34 core audience. The oldie library contains hits from urban contemporary artists such as Michael Jackson, Rick James and The Commodores. May be programmed with automation or live assist, announced or unannounced.

Great Gold

This contemporary oldies format targets to the 35+ audience. Music has been nationally researched. Hits from the 50's Pop Era along with 60's Pop Rock and 70's Adult Contemporary. Optional recurrent recent gold category also available.

Radio Syndication Format Descriptions—Continued

EuroLine Communication Services

Media Code 4 050 3150 1.00
Box 362
712 Erie Ave.
Sheboygan, Wis. 53081

Phone: 414-458-2222, 8880

PERSONNEL:
Pres. Sales Mgr.—Dieter E. Helm
Vice-Pres. Gen'l Mgr.—Marianne Berger

FORMATS:

Continental Magic

A beautiful music service of instrumentals recorded exclusively in Europe. Top orchestras and combos present familiar standards, contemporary selections and European originals in a mellow, smooth format. Includes James Last, Alldrich, Claydermann, Manuel, Kai Warner and many more Continental favorites. 13 minute matched flow. Unannounced/automated or live assists.

The Continental Touch

Smooth mix of "Good Music" from the European Continent, featuring medium to up-beat contemporary instrumentals with special emphasis on time tested evergreens and world famous standards. A light and lively, swinging flow of big band, small orchestras, combos and solo instrumentals. Up to four (4) slow foreign language vocals of current American MOR hits per hour (if desired). Target audience: 25-65 music connoisseurs. 13 minute matched flow. Unannounced for automation or live assist. Music ratio: 80% instrumental; 20% vocal.

Continental Classics up-to-date

Instrumental gems from operettas, musicals, operas, in the up-to-date style of the 1980's and performed by some of Europe's finest orchestras, quartettes and combos. Includes Bach, Puccini, Toscanini, Lehar, Strauss, Verdi, Stolz and others. 2 hours per week. 13 minute matched flow, unannounced or personality hosted. Non-automated.

Continental Christmas

Instrumentals and vocal music for the Christmas Season. From exclusive European sources for that one-of-a-kind sound. Basic music library: 4 to 24 hour length. 13 minute matched flow. Unannounced, non-automated or automated.

Souvenirs from Germany

Distinctively Continental. Traditional instrumentals and vocals (ratio 50/50) for the connoisseur of ethnic music, from pop to polka. Highlighting current recordings from Germany, Austria and Switzerland. 4 hours weekly. Personality hosted. Bilingual (English/German). Non-automated. 13 minute matched flow.

Far West Communications

Media Code 4 050 3225 1.00
1680 Vine St., Suite 900
Los Angeles, CA 90028
Phone: 213-466-5201

PERSONNEL:
President—Paul Ward
National Sales Director—Mathew E. Vertin
Bus. Mgr. & Controller—Serae T. Auken

FORMATS:

Gold Plus

Base of Contemporary Gold from 1955 to present, plus varying amount of currents/recurrents, depending upon market competition. Gold Plus is a programming consulting concept, targeted 25-54 & designed for live-assist or full automation. Library consists of 75 reels with over 1400 titles. Reels are tempoc, allowing station to control its pace in different dayparts. Full jingle & thematic support available.

Progressive Adult Contemporary

Features today's Contemporary & album crossover, targeted to core audience 25-39, with capability of dayparting 18-34 or 25-44. Format is designed to live-assist or full automation, & consists of 67 reels with over 1200 titles. Stations receive 6 current/recurrent, & 2 library update reels per month, along with consulting & marketing support.

Gannett Broadcasting Co.

Media Code 4 050 3243 4.00
504 Reo St.
Tampa, FL 33609
Phone: 813-876-0455

PERSONNEL:
General Manager—Jay Cook
Manager—Jim Nettleton

FORMATS:

Primetime Radio

Format concentrates on 45-54 demo with original hits from the 40's through the 70's. Format delivered on individual cartridges, preprogrammed, or on reel as a complete automation package. Service includes 5 hours of weekly special programming titled "Sentimental Journey," plus a daily Top Ten Countdown. Primetime artists include Glenn Miller, Nat King Cole, The Carpenters, Frank Sinatra, Neil Diamond, Barbra Streisand, Artie Shaw, Perry Como, Barry Manilow, and Tony Bennett.

Golden Oldies Productions, Inc.

Media Code 4 050 3262 4.00
871 Moe Drive, Suite A17
Akron, Ohio 44310
Phone: 216-928-7451

PERSONNEL:
President—Robert C. Snyder
Exec. Vice-President—Stephen C. Fitzgerald

FORMATS:

The Music of America

Format of Oldies hits spanning 1940's to 1980's processed for automated execution with live assist on AM, FM, AM & FM Stereo stations. 20,000+ archives. Targets affluent 30+ age group. Format requires no carting & ensures no repeat of cut sequence in 48 day period or repeat of sequence in the same hour for 576 day period. Regular updates require no carting. Broadway, movie, television, patriotic, novelty & holiday variety selections are also offered. Includes Big Band & Classic pop artists. Music ratio is 80% vocal & 20% instrumental.

Fred Hall Productions

Media Code 4 050 3300 2.00
Production Center
Box 711
Ojai, Calif. 93023
Phone: 805-646-2333
Sales Office
Box 806
Windsor, CA 95492
Phone: 707-838-7890

PERSONNEL:
President—Fred M. Hall
Exec. Vice-Pres. Marketing—Norm Hankoff

FORMATS:

Great Times

Targeted for the 35+ audience. Provides a taste of Swing, a touch of Easy, familiar Jazz and Beautiful Ballads. Starting library of 1,760 selections. Three format variations with music centered for several demographics. Peggy Lee to Linda Ronstadt, Benny Goodman to Henry Mancini, Perry Como to The Carpenters. The emphasis is on "standards" and the mood is "up". Supplied for FM and AM stereo or mono for fully-automated or operator-assist. Demo available.

Swing Thing

Swing Thing is about the big Bands, their leaders, singers, sidemen and arrangers and those who wrote their music. Fred Hall provides in-depth, in-person interviews and intimate sidelights with such stars as Artie Shaw, Tony Bennett, Count Basie, Steve Allen, Harry James, Peggy Lee, Pete Fountain and hundreds of others. More than two-thousand hours already available. In automated, stereo version tone cues are provided every fifteen minutes. In non-automated version, verbal cues allow for 13 minutes of local station commercial time each hour. Demo available.

Al Ham's "The Music of Your Life"

Media Code 4 050 4200 3.00
Executive Offices:
Al Ham Productions Research Center
90 Soundview Ave.
Huntington, CT 06484
Phone: 203-929-6395
Sales Offices:
2007 N. Collins Blvd., Suite 501
Richardson, TX 75080
Phone: 214-690-3858

PERSONNEL:
President—Al Ham
Vice President Operations—Joe Restifo
National Sales Director—Jim West

FORMATS:

The Music of Your Life

Target audience 35+. A music-oriented, matched-flow "foreground" format which moves station through three different phases: 1) reel-to-reel random select "by segment" system, 2) reel-to-reel random select "by individual song" system, and finally, 3) "cart-to-cart" random select system. Available for both "live assist" and automated stations. Features classic pop hits from the 1940's, 50's, 60's and 70's, up to present. Format artists include Big bands like Miller, the Dorseys, Basie, the Elgarts, and pop vocalists like Sinatra, Bennett, Mathis, Humperdink, Clooney, Lee, Whiting.

Jon Holiday's SWING! ERA II

Media Code 4 050 4275 5.00
Box 10458
Marina Del Rey, CA 90295
Phone: 818-768-9696

PERSONNEL:
President—Jon A. Holiday

FORMATS:

SWING! ERA II

Produced in stereo or mono in random select mode for live assist or full automation. Big Band Swing featuring bands and singers now touring and performing, as well as bands and performances of the past. Artists include Larry Elgart, Zim Zemarel, Pat Longo, Bo Thorne, Tomi Tennille, Linda Ronstadt, Si Zentner, Four Freshmen, Ted Heath, Helen O'Connell, Steve & Eydie, Miller, Dorseys, Goodman, Shaw, Ink Spots, Mills Brothers, Ray Anthony, Billy May.

House of Music

Media Code 4 050 4350 6.00
Box 17101
Irvine, CA 92713
Phone: CA 714-641-8000
Toll Free: 800-641-8000

PERSONNEL:
President—Doug Peck
Vice-President-Marketing—Mitchell L. Crawford.

FORMATS:

Adult Contemporary

A comprehensive adult contemporary library from which stations may select the music desired from several modular parts in order to customize it to the individual market. Includes currents, updated weekly, re-currents, 70's hits and 60's oldies, in any combination. Can be operated live, live-assist, or on a fully automated basis. Available in stereo or mono.

Rainbow Easy Listening

A contemporary and foreground easy listening music format that combines a smooth blend of custom instrumentals, easy listening favorites, and soft contemporary vocals. The base library consists of about 3300 non-duplicated selections on over 160 reels, with six updates monthly. Song titles and artists are fully protected. No selection will repeat within a five day period. Available in either dayparted or non-dayparted versions. Holiday music included. Target audience is 25-54.

Pacific Music Beautiful

A comprehensive library of over 410 hours (8100 non-duplicated selections) available on either a lease or outright purchase basis — available in total or in part. The music is a careful coupling of traditional beautiful music artists such as Percy Faith & Andre Kostelanetz & contemporary artists such as James Last & Paul Mauriat.

HUR Syndications

Media Code 4 050 4500 6.00
529 Bryant St. N.W.
Washington, D.C. 200059
Phone: 1-800-221-9487

PERSONNEL:
General Manager—Robert Taylor
Director—Libby Lawson
Representative—Shari Williams-McWain

FORMATS:

Lifestyle

Target Demo 18-49. Gives tips on how to get the most out of living; with interviews of famous personalities.

Body Garage

Provides information on health, beauty, dieting and exercise.

Did You Know?

A series of interesting unknown facts of interest to both young and old.

Investor's Guide

A report of consumer tips and investment information in these economic times.

Profiles in History

Brief facts on Black History.

International Broadcasting Syndications

Media Code 4 050 5100 4.00
King's Hwy., Box 3681,
Port Charlotte, Fla. 33951
Phone: 813-627-3547

PERSONNEL:
President—Ronald R. Grattan
Program Director—Don Karnes
Research Director—Dr. William Reynolds, PhD

FORMATS:

Easy Gold

"Matched Flow" foreground music featuring classic popular hits from late 50's through 80's. Format's emphasis is placed on those artists who evoke an emotional response in minds of adults 30+. Live or automated operation. Includes jingles and custom voicework. Local TV spots and graphics are available.

The Most Beautiful Country

Classic beautiful music approach is given to Country music. Selections have been made on basis of tempo and emotional response. All selections have been placed within format on basis of "sequenced emotional responses" using traditional "matched flow" concept. Custom voicework. Live assisted or automated operations. Graphics are available.

Lifestyles/AM

News/Talk Information format for AM stations only. Format is blend of carefully selected music, information, telephone talk and news features. Included in format are features such as "Today's People with Abby Stitt," "Going Places with Bernhardt Hurwood," "Sixty Seconds with Seli Groves," "The Outdoors with Bill Pegram," "Stargists with Ted Werbin," "Financial Roundtable with Joe Zax" and "Ninety Seconds of ESP with Ron Warmoth." Musical selections are placed within format to create "time based" flow of features, information or live operations. Custom voicework and jingles are available. Graphics and TV spots are available.

KalaMusic

Media Code 4 050 4800 0.00
Suite 600
151 South Rose St.
Kalamazoo, Mich. 49007

PERSONNEL:
President—Stephen C. Trivers
Vice-President—William J. Wertz
Sales Representative—Candace J. Harman

FORMATS:

KalaMusic—Matched Flow

Easy listening service specifically targeted to adults 25-54, constructed quarter-hour music sweeps, for live or automated stations, strictly dayparted, computer scheduling for maximum artist title separation, 30% exclusive, custom music. Updated monthly.

KalaMusic—Category

Utilizes the same music as the Matched Flow service, but is supplied as individual selections on 10 inch reels, designed for 4-full hours of unattended operation. Updated quarterly.

KalaMusic—Lite Contemporary

Combines the contemporary titles and artists from matched flow with adult contemporary tapes especially constructed to achieve 50% vocal content. Updated monthly.

KalaMusic—Custom Blend

Constructs through computer scheduling techniques and tapes, the category format. Lite Contemporary music, and KalaMusic original artist core vocals from the past 15 years. 75% vocal. Updated monthly.

KalaMusic—Hot Country Hits

The format features the Top 50 Country singles mixed with oldies from the past 10 years. The format can be used on live, live-assist or totally automated stations.

Media General Broadcast Services, Inc.

Media Code 4 050 5700 1.00
2714 Union Extended
Memphis, Tenn. 38112
Phone: 901-320-4340

PERSONNEL:
General Manager—Dick Denham
National Sales Manager—Carl Reynolds
Director of Operations—Bob Dumais

FORMATS:

The Headliners (MOR)

A pure MOR hit-oriented format for 35+ demographic. Features the top artists of the last 30 years. Updated weekly. Available announced or unannounced for automated or live assist operation.

Action (Adult Contemporary)

An adult contemporary service targeting the 25-40 demographic. Modular music design allows station to customize its format to create the precise music mix for its market. Updated weekly. Available announced or unannounced for automated or live assist operation.

Hit Rock (CHR)

Today's contemporary music. Hit Rock can be dayparted to achieve a CHR to top tracks sounds. The library allows programming flexibility. 18-34 target audience. Updated weekly. Available announced or unannounced for automated or live assist operation.

Your Country

The full range of modern country music in a tight, well-researched format. Target audience 18 and up. Updated weekly. Available announced or unannounced for automated or live assist operation.

Musicworks, Inc.

Media Code 4050 6000 5.00
Box 111390
Nashville, Tenn. 37211
Phone: 1-615-790-1200
Toll Free: 1-800-251-9000

PERSONNEL:
President—Bill Robinson
Sales Service—Skeeter Dadd
National Consultants—Dean Landsman, Gary Havens

FORMATS:

Alive Country

Brings four major market personalities to your station. Bill Robinson, Lee Shannon, Gary Havens and Biff Collie sound "live" through use of a unique formula. Constant hit and library updates with consultation and promotional help.

Casual Country

An easy listening, beautiful country music service. Contemporary and classic songs interpreted by a wide range of performers. Available announced or unannounced for full or part time use, automated or live assist.

Country "80"

Unannounced modern country music service featuring a blend of hits, recurrents and classics designed to give a stable, consistent sound and complete music control. Hit updates every 10 days and library updates monthly. Programmed by Gary Havens.

Pop Adult Lifestyle (PAL)

A day parted, mass appeal, adult contemporary service with music targeted 25-49 adults. Programmed with a flexible music mix to blend hits of the past 20 years with the hits of today. Full or part time, automated or live assist. Programmed by Dean Landsman.

Jim Reeves Special

Hosted by Eddy Arnold. Over 40 major country artists join in this salute to a man and his music. Fee on market size.

Christmas Music Service

Six 10-12 inch reels of Country Christmas Music, three a reels. Fully toned for automation or live assist.

Radio Syndication Format Descriptions—Continued

Myers/Ferguson & Associates, Inc.

Media Code 4 050 6075 7.00
3387 Poplar Ave., Suite 225
Memphis, TN 38111
Phone: 901-324-8390

PERSONNEL
President—George Myers
Vice-President—Kaye Ferguson
Sales Manager—Roy Stewart

FORMATS:

Garden Tips by Dan West

Target Demo 25 up
Provides year-round information on gardening in the south.
30-second format.

Holiday Traditions

Target Demo 35-54
Fifty 30-second shows on unusual Holiday Traditions around the world

The Great American Woman

Target Demo 35-54
Brief historical facts on little known but great American women. Fifty shows—30-second format.

Cooking Tips by Jane Bates

Target Demo 18-64
Helpful hints on cooking. Sixty-five programs per quarter.

Car Care Tips by Doc Crane

Target Demo all ages
Timely tips for maintaining and repairing your own car.
Sixty-five shows per quarter 30-second format.

Health Care Tips

Target Demo all ages
Tips for taking care of your body and staying fit Sixty-five shows per quarter 30-second format

Peters Productions, Inc.

Media Code 4 050 6300 9.00
9590 Chesapeake Dr.
San Diego, Calif. 92123
Phone: 619-565-8511

PERSONNEL
President—Edward J. Peters
Regional Managers—Steven Cotov & Greg Spraul
Director of Programming—Jack Merker

FORMATS:

Super Hits

Target audience 18-34 Blended from current hit singles, gold and classic album cuts. Includes format jingle, custom voicework for live or automated operation. Graphics available.

The Great Ones

Adult contemporary with emphasis on 25-49 audience. Blend of the greatest original hits: Gold, recurrenents, album cuts and today's current hits Includes jingle and custom voice-work. Live or automated operation. Graphics available.

Your Music

This is a true MOR format. Popular favorites capture adults 35+. Standards, selected contemporary gold, instrumentals and recent popular songs blended into a highly listenable foreground sound. Includes format jingle, custom voice-work for live or automated operation. Graphics available.

The Natural Sound

Cross-country format for universal audience appeal 25-54. Blended from adult contemporary and modern country gold, plus today's MOR and cross-country hits. Includes format jingle, custom voicework for live or automated operation. Graphics available

All Star Country

Contemporary country format. Target 18-44. Hit-oriented blend of contemporary gold, recurrenents, progressive album cuts and today's contemporary country hits. Includes format jingle, custom voicework for live or automated operation. Graphics available.

Country Lovin'

Modern country's greatest hits. Exciting blend of standard country gold, image gold, album cuts and today's biggest country hits. Includes format jingle, custom voicework. Live or automated operation. Graphics available.

Music . . . Just For the Two of Us

Highly familiar beautiful music with universal appeal. Day-parted, with tempo control. Three format blends. Random-select allows variable instrumental vocal input. Includes format jingle, custom voicework. Live or automated operation. Graphics available.

Easy Contemporary

A soft contemporary format, designed for the adult audience who finds today's Adult Contemporary "too rocky" and nostalgia or beautiful music formats "to old." Four music categories provide maximum flexibility and daypart capabilities. Includes format jingle, custom voicework, for live or automated operation. Graphics available.

Radio Arts, Inc.

Media Code 4 050 6600 2.00
210 N. Pass Ave.
Burbank, Calif. 91505
Phones: 818-841-0225; 800-423-2840

PERSONNEL
Programming Consultant—Dave Price
Programming Consultant—Mary Perkins
Programming Consultant—Clair Marlo

FORMATS:

Soft Contemporary

Mass appeal medium energy Adult Contemporary format aimed at 25-49 year olds. Positioned to fill the gap between Adult Rock & MOR. Available unannounced or announced, with time checks and local copy service.

Sound 10

High energy Adult Contemporary targeted 18-49. All hits, all familiar. The top hits from the last 10 years plus weekly updates. Available unannounced or announced, with time checks and local copy service.

American Rock

Today's contemporary hits, targeted 18-34. Weekly updates. Available unannounced or announced, with time checks and local copy service.

The Country's Best

Modern country targeted 25-54. Weekly updates. Available unannounced or announced, with time checks and local copy service

The Entertainers

Adult MOR targeted 25 plus. Customized to accent traditional or contemporary MOR artists, depending on market needs. Artists include Frank Sinatra, Barbra Streisand, Barry Manilow, Carpenters. Available unannounced, with time checks and local copy service.

Encore

The format spans three generations and plays the favorites of yesterday and today. Targeted 35 plus. Artists include Nat King Cole, Peggy Lee, The Andrew Sisters, Glenn Miller and other favorite vocalists. Big Bands and soloists. Available unannounced, with time checks and local copy service.

RPM/Radio Programming and Management, Inc.

Media Code 4 050 7200 0.00
25140 Lahser Road, Suite 232
Southfield, Mich. 48034
Phones: 313-358-1040, 1-800-521-2537

PERSONNEL
President—Thomas M. Kirkorian
Production Director—Ralph Kourtjian

FORMATS:

Contemporary Easy Listening

Soft original artist instrumental and vocal versions of the last 10 years. Current chart vocals are also the basis for this format which features a playlist ranging from 1,500 cuts in a narrow mode to over 4,000 unduplicated cuts. Library size and music mix are designed for each market

Top Hits A/C

An all Hit Adult Contemporary format targeting the 18-49 or 18-34 demographic. This format features a blend of current, recurrent and oldies. A custom designed music blend is produced for the market. Current selections are supplied every two weeks.

Classic A/C

Classic A/C presents 100% chart hits in an easy mood. The age and intensity of music tuned to the blend needed for each market. Classic A/C delivers a softer sound which targets the 25-49 upscale men and women.

Schulke Radio Productions

SRP

Media Code 4 050 7800 7.00
3001 Hadley Road
South Plainfield, New Jersey 07080
Phone: 201-753-0444

PERSONNEL
Pres. & Chief Exec. Officer—Larry Adams
Chairman—James A. Schulke
Exec. Vice-President—David MacFee

FORMATS:

SRP — Beautiful Music

A high quality, matched-flow format utilizing on-going music research. Designed to reach the primary demographic of adults, 25-54. Features selection of new exclusive custom recordings by various London and U. S. artists.

Southcott Productions

Media Code 4 050 8100 1.00
Box 33185
Granada Hills, Calif. 91344
Phone: 818-368-4938

PERSONNEL
President—Chuck Southcott

FORMATS:

This is Music

This is Music is an adult MOR format, appealing to listeners from 30 to 60 years of age. This is Music features standard and contemporary adult MOR vocal performers and instrumental artists. The format is available announced or unannounced for live or automated facilities. Our full service includes copy service, station by station customization, produced promos and format jingles.

Jay Stevens & Associates

Media Code 4 050 8137 3.00
6290 Sunset Blvd., Suite 625
Hollywood, CA 90028
Phone: 213-463-4542

PERSONNEL
President—Jay Stevens
Sales Marketing—Thomas Cashin
Program Consultant—Alan J. Gordon

FORMATS (Fully Automated, Live Assist, Cartridge):

JSA/c

Target: 25-49. Adult Contemporary Hits from the post-Beatle era to present. Can be mixed to favor gold or current hits. Weekly updates.

All the Hits

Target: 18-35. CHR. Flexible to favor current hits. Post Beatle era Gold base, and all variations in between. Weekly updates.

Moments to Remember

Target: 35+ Nostalgia-based Non-Rock. Non-Rock pop hits from the early 50's to present. Mix can be light to heavy Nostalgia.

Your Great Country

Target: 25-54. Modern tempo-controlled, hit-oriented. Balanced and flexible. Adaptable to "full service" or "more music" stations. Weekly updates.

Constant Country Hits

A more modern version of Your Great Country. Especially suited for presentation in continuous music sets. Tempo-controlled for optimum flow, balance and consistency. Weekly updates.

The Great Hits

Target: 25-45. Pop Rock oldies from mid 50's to present.

Mainstream Rock

Target: 12-30. Rock & Roll Hits with an Album Rock base. Weekly updates.

A Chronology of American Music

A week-by-week account of all the national #1 songs starting in July of 1955. Fast-paced, producing the effect of swift motion through time. Runs about 38 hours. Priced by market.

The Top 100 of the 70's

A countdown of the 100 biggest hits of the last decade. Features headline news from the 70's. Runs 7 hours with 10 commercial minutes per hour. Priced by market size.

Sunday At The Memories, Inc.

11108 Melody Dr.
Denver, CO 80234
Phone: 303-452-7802; 800-222-7286

PERSONNEL

President—Ray Durkee

FORMATS:

Melody Drive Mix

Total adult-oriented MOR music format with 4 different categories of music. Standards, Current Singles & Current Album cuts & Oldies 50's thru 80's. Built for live assist or total automation. Target Demo 25-54. Format includes updates.

Oldies Programming Service

All cuts made Top 20 nationally, music from hit records from 1955 thru decade of 80's. Service comes in 2 segments with updates.

TM Programming

Media Code 4 050 9000 2.00
1349 Regal Row
Dallas, Texas 75247
Phone: 214-634-8511; 800-527-7759

PERSONNEL

President—Pat Shaughnessy
Senior Vice President—Neil Sargent

FORMATS:

Stereo Rock

A contemporary hits format. Target demo 18-40. Updated weekly. Available announced or unannounced. Can be done totally live, live assist, or automated. Stereo quality. Service includes full station support.

TM Country

Modern mass appeal country. 25-54 demos Updated weekly. Announced, unannounced, totally live, live assist, totally automated. Stereo quality. Service includes full station support.

TM Easy Listening

This flexible easy listening format permits custom-blending for dayparting to reach adults. 25-54 Includes optional accent vocals for contemporary sound. Over 3000 selections, all familiar, including 300 original-artist vocals. Custom music. Full custom voicing and station support.

TM/AC

Adult contemporary soft rock. Updated weekly Targeted 25-44. Announced, unannounced live, live assist, or automated. Stereo. Service includes full station support.

Urban One

Today's urban-contemporary with artists like Earth, Wind, & Fire, Doobie Brothers, Michael Jackson, Diana Ross, Prince, Stevie Wonder. Targeted 18-44. Can be done live, live assist, or automated. Service includes full station support.

TM-O-R

An MOR format consisting of adult non-rock musical "standards" Allows flavoring from compatible contemporary and big band categories. This format can be run automated, live assist or live and is targeted for the 35 plus audience. Service includes full station support.

TM Prime-Demo

A contemporary adult sound targeting 35-54 year olds. Prime-Demo features multiple categories allowing for ten different blends. Prime-Demo "The Great Grown-up Sound", can be programmed fully automated, live assist, totally live, or with a custom computer generated playlist for stations using carts. Service includes full station support.

Explanation of Radio Station Programming Statement

CRITERIA GOVERNING ACCEPTANCE

The Station Programming statement must reflect current activity and may be detailed and/or specific, as desired.

Stations are requested to use the standard description terms developed for the Programming Description to assure communication between station and buyer of spot time. See Descriptive Terms/Music and Format page.

Limit 100 words, excluding percentage. Percentages are not counted in total word count. Standard abbreviations are permitted.

Promotional language is prohibited.

Descriptions may discuss programming for typical week, day, week parts and/or day parts.

All percentages reported for target audience, program classifications and/or sub-categories should be against a base of time on the air per typical broadcast week.

Programming description may not contain references to coverage, audience, ratings, power, transmitting equipment, costs, etc.—in fact, any statement which does not actually describe that which is placed on the air for broadcast purposes.

Each primary program classification may be listed, detailed and described as to content. Please do not overlap program description between categories.

For example, music and talk description as sub-categories for Air Personalities should not appear again under the primary classification of Music or Talk. Each primary program classification is expected to report a self-contained description.

GENERAL PROCEDURES

1. Submission of Programming Description by stations is voluntary.
2. SRDS will reserve the right to refuse to print any Programming Description which, in its opinion, does not meet the above criteria.
3. A permanent ADVISORY COMMITTEE, comprised of persons knowledgeable within the broadcast industry, will arbitrate differences between SRDS and stations, when such issues arise. Its primary functions are to make judgments on acceptability of entire Programming Descriptions and/or definitions for new terms and phrases submitted by stations.
4. Stations accept the responsibility for revision of their statements as changes occur, to assure they are accurate and current at all times.
5. A programming statement which no longer reflects accurate description of *current* station programming will be deleted if not revised by the station. Summary action by SRDS will be taken *only* if compelled by station's failure to cooperate in the ensuing inquiry. Stations may submit a new statement at any time thereafter.

STANDARD BROADCAST CLASSIFICATIONS

Music	Farm
Sports	Religious
Talk	Entertainment
Air Personalities	Commercial Policy
News	Continuity Policy

Program Classification Analysis

Sports

Live play-by-play coverage, tape coverage, news, interviews, discussion, local regional, network, etc.

Talk

Commentary, analysis, discussion, speeches, interviews, editorials, political, documentary, telephone calls, forums, panels, round tables, public affairs, information, occupations and/or vocational instructions, hobby, education, telephone questions and answers, women's, home making, fashion, book reviews, swap shows, etc.

Air Personalities

Celebrity, interview, entertainment, telephone discussion, music, telephone requests, guests policy, syndicated shows, etc.

News

Local, regional, national, international, school, teen, sports, weather, time, live, network, tape, political, interpretive, on-the-spot reports, analysis, helicopter, traffic, business, foreign, stock market, society, women's, club, religious, ethnic, special events, news-gathering facilities, etc.

Farm

News, stock reports, agricultural hints, Farm Bureau, entertainment, etc.

Religious

Music, drama, news, services, sermons, etc.

Entertainment

Variety, comedy, drama, quiz, celebrity, studio audience participation, interviews, soap opera, children's, etc.

Commercial Policy

Lead-ins, use of personalities, on-the-air promotions policy, product protection, public service, number of commercials allowed per hour or day parts, time allowance between spots, etc.

Continuity Policy

Studio identification, musical transition, mechanical reproduction, etc.

Target Audience

Is defined as that audience to which the basic station programming is directed. Examples are: mass appeal; ethnic; demographic (description by age, sex, education groups, etc.); religious denominations; restricted locality such as state, county, or region; foreign population.

Program Classification Overlap

If a program contains two or more distinct, identifiable program classifications, identify that program classification which the station desires to emphasize and identify others as subordinate sub-categories. Do not include the sub-category analysis in the program classification of similar identity. For example, music and entertainment used as part of the air personalities classification

should be reported under Air Personality and not repeated or duplicated under Music or Entertainment.

OUTLINE AND GUIDE FOR DEVELOPING PROGRAMMING STATEMENTS

NOTE: It is anticipated each station will appropriate as much detail as is necessary to permit adequate and proper description of the station's programming emphasis and uniqueness within the 100 word limitation.

Target Audience

The target audience is that primary audience to whom the broadcaster directs his programming and hopes to attract as listeners. This audience may be general in nature or specific in terms of special demographic and/or ethnic groups. For example, statements might read:

- A. General—programmed for general interest; or mass appeal
- B. Demographic—programmed for young, married women; or teens; or adults
- C. Ethnic—programmed for black people; or foreign populations; or Spanish speaking individuals
- D. Subject interest—programmed for farmers

If there are target audiences (2 or more), station is requested to identify each and to report, in percentages, the amount of broadcast time per typical week devoted to each: Possible example:

- A. Spanish. 40%; teens. 40%; general interest. 20%

Primary Program Classifications

In its simplest form, primary programming classifications may be identified, first, by generic name and accompanied by a percentage based on the total number of hours per broadcast week. Possible example:

- A. News, 20%; Air Personalities, 40%; Talk, 40%
- B. Music. 50%; Sports. 40%; News. 10%

Sub-categories

Stations may qualify their primary program classification employing sub-categories to distinguish between various forms of broadcast and to demonstrate programming emphasis—percentages for sub-categories should total to primary percentage total and is also based on total number of hours broadcast for typical broadcast week. Possible examples:

- A. News, 20%—local and regional, 10%; national and international, 10%
- B. Music, 50%—serious, 15%; rhythm and blues, 15%; religious, 20%

Primary program classifications have been identified. Note: If the music glossary fails to provide for a new category of music broadcasting which the stations may wish to report, the station is requested to submit a definition for the term so that it may be evaluated by the Advisory Committee for acceptability.

Description of Type and Kind with Primary Classification and Sub-categories

Stations may further delineate as to type and kind to distinguish further their unique and different programming emphasis. Possible example: *continued*

Explanation of Radio Station Programming Statement—Continued

- A. News, 20%—community news, 3%; area news, 4%; local weather time, 2%; school, 1%; analysis of national news, 8%; international headlines, 2%
- B. Music, 50%—modern chamber ensemble concerto, 15%; rhythm-blues vocals and instrument ensemble, 15%; religious spirituals, 8%; religious gospel chorus, 12%

Breakdown for Day and Day Parts Instead of Broadcast Week

Description may refer to typical day and day parts rather than broadcast week.

By Day or Day Part

- A. Farm 5-6 AM & 12-1 PM
 B. Local Area news, daily, 5-min. on half hour
 C. Women's show 11-12 Noon

- D. Open line phone conversation 7-9 PM
 E. Air Personalities 6-10 AM
 F. School news 6-6:30 PM
 G. Music—rhythm & blues 1-4 PM

By Week

- A. Farm 12 hours weekly—1-3 PM
 B. Local area news, 28 hours weekly
 C. Women's show—6 hours weekly—2-3 PM
 D. Serious Music—14 hours weekly—8-10 PM
 E. Air Personalities—20 hours weekly—6-10 AM
 F. School News—2½ hours weekly—6-6:30 PM
 G. Music—rhythm & blues—18 hours weekly 1-4 PM

Additional Acceptable Descriptions for Programming Statement Related to What is Broadcast

Reference should be directly related to programming as part of the classification exposition.

A. Size of Staff

1. Six-man local news staff

2. 25-piece staff orchestra
 3. Three farm reporters
- B. *Equipment & Facility*
1. Two mobile news units
 2. Helicopter traffic reports
 3. Studio facility used for live broadcasts (variety show, audience participation, panel discussion)
 4. News gathering facilities
 5. Washington news office
- C. *Origination*
1. Network
 2. Local
 3. Remote for on-the-scene broadcasting
- D. *Broadcast Form*
1. Syndication
 2. Live
 3. Tape
 4. Records
 5. Transcription
 6. Wire

ACCEPTABLE SAMPLE STATEMENTS

Oldies, MOR adult, with music of 50's 60's & 70's. Occasional 30's & 40's big band. Audience participation game shows. Agribusiness news and information 30 min. each day. Tele-talk show 1 hr each day. Pro baseball. Local newscasts 4x daily. AP audio. Sun AM 5 hrs religious programming.

Variety programming for general interest.

AIR PERSONALITIES featured on all programs. NEWS: 60 min news-weather-sports at 7 am; 30 min at 5 and 10 pm. 12½ min local-regional-network news and weather on hour balance of day. Stock market and business reports. Frequent documentaries and specials. SPORTS: play-by-play major league baseball, football & hockey; U football & basketball; high school sports. Coverage of fishing, hunting, golf. FARM: 2 farm directors. ENTERTAINMENT: programs include varied music (current, standards, albums) with public service and informational features. Air personalities with humor, skits, parodies 10:30-11 am. Telephone discussion 11:05 am-noon.

Programmed for general adult interest.

MUSIC: popular hits & standards presented by AIR PERSONALITIES. Regular audience participation contests & promotions. NEWS, weather & sports every hour. Traffic reports in drive times. 5 person news staff, 3 mobile units. Weather forecasts 7 days a wk. Sports staff. FARM: 5-5:30 am M-Sat; livestock & grain market reports with farm director.

MUSIC: adult contemporary with emphasis on current & recent soft rock & class MOR hits. COMMERCIAL POLICY: maximum of 6 spots for news, AM PM drive, and/or commercials. 16 units maximum per hour. Editorials.

Programmed for adults & young adults 18-49.

MUSIC 81.5%: current hits & standards. AIR PERSONALITIES handle all segments. NEWS 12%: 5 reporters. 10 min local at 7, 8 am, noon & 5 & 6 pm. 5 min local at :60. 5 min network at :30. Stock market reports within afternoon local reports. SPORTS: 5 min at 5:55 pm, highlights at :20 from 3:20 pm. Weather at :15 6-45. TALK: 2.5%: Editorials daily. Commentary daily. 8:30-8:35 am, 12:30-12:45. 6:30-6:35 & 11-11:05 pm. Telephone call-in 9-10:30 pm Sun. Public affairs programs 10:30 pm-midnight Sun.

Programmed for young adults, 21-49.

MUSIC: modern country with standards & current hits. NEWS: local at :32; network at :30. Local news dept., UPI, & network wires. SPORTS: scoreboard am. Auto racing: local stock car racing results 6-10 am Thur-M. FARM: markets early am & noon.

Programmed for adults & young adults.

MUSIC 90%: emphasis on instrumentals, showtunes, film music, standards & some MOR instrumentals & vocals. NEWS: 4½ min local & nat'l, weather & sports at :60; weather at :30. Locally produced public affairs program & news summary from 5:30-6 pm daily. Includes market summary M-F. Editorial once per wk. Pops concerts Sun 7-9 pm. Public affairs Sun 9 pm with U guests & "Lively Arts" locally produced, alternate wks. RELIGIOUS music Sun 10 pm-midnight. COMMERCIAL POLICY: No more than 8 commercial minutes available per hour.

Programmed for Spanish-speaking adults.

MUSIC: Spanish MOR. AIR PERSONALITIES all segments. NEWS: headlines at :15 & 45.

Devoted to fine arts entertainment and news. MUSIC 80%: 95% serious music, 5% folk music and show-tunes. 25% of music originates from live or taped sources, including concerts of 6 symphony orchestras and 30 international music festivals. TALK 10%: 50% interviews, discussions. 50% drama, prose, poetry, humor, criticism, documentaries. NEWS 10%: international, national, local, business, cultural news. 10-13 daily newscasts vary in length with amount and complexity of news. Morning program, 6-9 am includes frequent time and weather reports. COMMERCIAL POLICY average of 4 minutes of commercial advertising per hour.

Programmed for adults and young adults. Six air personalities emcee entire operation. 5 min. news every 30 min. MUSIC 90%, 50% albums, 40% singles, featuring current selling General Popular music, show tunes, standards. NEWS 10%, local, national and international. Shares sport international bureau plus Washington bureau. Two sport shows weekends. COMMERCIAL POLICY: 16 minutes maximum permitted between 7-9 AM and 4-7 PM; all other periods permit 18.

Radio Stations Regularly Scheduling Farm Programs

METHODS AND SOURCES: Employing a rotation system SRDS station questionnaires are being mailed with greater frequency to insure data reported is current and accurate.

Stations with Farm Directors who are voting members of the National Association of Farm Broadcasters are identified by the letters NAFB. Definition as to what constitutes Farm Programming is left to the discretion of the stations.

Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information from previous reports is not carried forward.

Stations not maintaining full monthly listings are unreported since it is not possible to maintain current information.

Stations identified with a (D) maintain duplicate listings in these markets. See SRDS listing criteria page for explanation of duplicate listings.

Hours per week	Hours per week	Hours per week
REGIONAL GROUPS		
Agri Broadcasting Network of Pennsylvania, Inc. (NAFB)	6	
Brownfield Network (NAFB)	16	
TRN FARM NEWS NETWORK (NAFB)	3	
ALABAMA		
Capitol Agri-Net	6	
Auburn-Opelika	2	
WAUD	2	
Birmingham	3	
WVOK	10	
WYDE	5	
WZZK (FM)	1	
Carrollton	3	
WAO (FM)	3	
WRAG	3	
Decatur	1	
WIOS	1	
WMSL	2	
Dothan	3	
WAGF	3	
WOOF	5	
WTVY (FM)	5	
WVON (NAFB)	10	
WWNT	1	
Enterprise	3	
WKMX (FM)	1	
Florence-Sheffield	3	
WETG (FM)	10	
WSBM	3	
WVNA	3	
Huntsville	6	
WABT	6	
WBHP	10	
Mobile	6	
WKRK	5	
WKSJ	5	
Montgomery	12	
WCOM (NAFB)	1	
WCOV	1	
WLWI (FM)	5	
Opp	3	
WOPP	3	
Scottsboro	5	
WKEA	5	
Selma	7	
WHBB	5	
WTUN (FM)	7	
Troy	15	
WTBF	15	
AMERICAN SAMOA		
Leone	1	
WVUV	1	
ARIZONA		
Coolidge	2	
KOEZ-FM	2	
Phoenix	15	
KJLJ	15	
KOOL	7	
Prescott	1	
KYCA	1	
Thatcher	2	
KFMM (FM)	2	
Tucson	1	
KTUC	1	
Yuma	6	
KBLU (NAFB)	6	
KEZC	3	
KJOK (FM)	3	
KTTI (FM)	6	
ARKANSAS		
The Agriculture Radio Network (TARN) (NAFB)	5	
Camden	7	
KWEH (FM)	1	
Cherokee Village	7	
KFCM (FM)	1	
El Dorado	3	
KAYZ (FM)	1	
KDM5	1	
Fayetteville	2	
KFAV	2	
Fort Smith	3	
KWHN	3	
Helena	7	
KFFA	7	
Hot Springs	1	
KBHS	1	
Jonesboro	7	
KFIN (FM)	7	
Little Rock	4	
KAAV (NAFB)	4	
KARN (NAFB)	2	
KYVK (FM)	2	
KLRA	6	
KSSN (FM)	2	
(NAFB)	2	
McGehee	5	
KVSA	5	
Mountain View	5	
KWOZ (FM)	5	
Pine Bluff	4	
KADL (FM)	4	
KOLA	5	
KOTN	6	
Russellville	12	
KARV	12	
Springdale	1	
KBRS	1	
Texarkana	3	
KOSY	3	
KTWN (FM)	16	
CALIFORNIA		
Atascadero	1	
KIOO (FM)	1	
Bakersfield	1	
KAFY	1	
KGE0	1	
KPMC	14	
KOXR (FM)	2	
KWAC	2	
Brawley	17	
KROP (NAFB)	17	
Calxico	7	
KIO	7	
Chico	3	
KHSL	3	
KNVR (FM)	1	
KPAY	3	
Coachella	3	
KCHV (FM)	3	
El Centro	4	
KXO	4	
Eureka	2	
KEKA	2	
Fresno	30	
KBIF	30	
KFIG	1	
KFRE	6	
KFYE (FM)	3	
KMAK	6	
KMGX (FM)	1(D)	
KMJ (NAFB)	7	
Hanford	1	
KMGX (FM)	1	
Indio	3(D)	
KCHV (FM)	3(D)	
Jackson	1	
KNGT (FM)	1	
King City	10	
KRKC	10	
Lompoc	2	
KLLB	2	
Los Angeles	5	
KFI	5	
Los Angeles Urban Area	7	
KNTF (FM)	7	
Los Banos	5	
KLBS	5	
Merced	5	
KMYT (FM)	5	
KYOS	5	
Modesto	4	
KBEE-FM	5	
KCEY	3(D)	
KHYV	4	
KMIX (FM)	3(D)	
KTRB	3	
KZUN	1	
Napa	4	
KVON	4	
Oceanside	2	
KEZL	2	
Oroville	3	
KEWE (FM)	3	
KORV	3	
Oxnard-Ventura	5	
KBBO	5	
KOLA	6	
Palm Desert	1	
KGUY	1	
CONNECTICUT		
Hartford-New Britain	5	
WTIC	5	
Waterbury	2	
WWCO	2	
DELAWARE		
Dover	3	
WDSN (FM)	3	
WKEN	2	
FLORIDA		
Fort Lauderdale-Hollywood	1	
WSHE (FM)	1	
Fort Pierce	1(D)	
WAVV (FM)	1(D)	
Gainesville	1	
WRUF	1	
Inverness	1	
WKIO	1	
Jacksonville	6(D)	
WCRJ, WCRJ-FM	1	
Kissimmee	7	
WFV	7	
Lakeland	1(D)	
WPCV (FM)	1(D)	
Leesburg	1	
WLBE	1	
Live Oak	15	
WOHL (FM)	15	
Melbourne	2	
WTAI	2	
Miami-Miami Beach	1(D)	
WSHE (FM)	1(D)	
Milton	2	
WXBM (FM)	2	
Naples-Marco Island	5	
WWVO	5	
Ocala	1	
WMOF	1	
Orlando	7(D)	
WFOV	7(D)	
WHOO	1	
Panama City	2	
WPAP (FM)	2	
Pensacola	2(D)	
WXBM (FM)	2(D)	
Sarasota-Bradenton	2	
WBDR	2	
Tallahassee	10	
WTNT	10	
Tampa-St. Petersburg	1	
WDAE	6	
WRBO	6	
Vero Beach	1	
WAVV (FM)	1	
West Palm Beach	1	
WSBR	1	
Williston	2	
WJRO (FM)	2	
Winter Haven	2	
WGTO	2	
WPCV (FM)	1	
GEORGIA		
Georgia Radio News Service	3	
Albany	7	
WALG	7	
WKAG (FM)	7	
Athens	1	
WNGC (FM)	1	
Atlanta	5	
WJYA-FM, WJYA	1	
WSB	3	
Augusta	6	
WGAC	6	
Bainbridge	3	
WMGR	3	
Calhoun	1	
WJTH	1	
Camilla	15	
WCLB	15	
Chatsworth	2	
WOMT (FM)	2	
IDAHO		
Blackfoot	2	
KBLI	2	
Boise	1(D)	
KBOI	2	
KBXL (FM)	1(D)	
KGEM	6	
KIDO	1	
Burley	32	
KBAR	32	
Caldwell	1	
KBXL (FM)	1	
Coeur d'Alene	1	
KVNI	1	
Idaho Falls	21	
KID (NAFB)	21	
KID-FM	12	
KUPI	12	
Lewiston	2	
KCLK, KCLK-FM	2	
KOZE	1	
Montpelier	3	
KVSI	3	
Moscow	1	
KRPL	1	
Pocatello	1	
KSEI	1	
KVIK	5	
Salmon	5	
KSRA	5	
Twin Falls	6	
KEZJ (FM)	6	
KLIX	8	
KTFI	2	
ILLINOIS		
Bloomington	1	
WBNO (FM)	1	
WJBC (NAFB)	13	
WMLA	8	
WGM-FM	10	
WTAD (NAFB)	11	
Carbondale	5	
WCL	5	
Carly	3	
WRCY	3	
WRUL (FM)	2	
Centralia	10	
WILY	10	
WRXX (FM)	7	
Champaign-Urbana	15	
WDWS	15	
WKIO (FM)	3	
Chicago	3	
WBMM	10	
WGN (NAFB)	10	
WFBM (FM)	4	
WMAZ (NAFB)	2	
WIBC	2	
Chillicothe	5	
WTXR (FM)	5	
Crystal Lake	12	
WIVS	12	
Danville	8	
WDAN	8	
WIAI (FM)	12	
De Kalb	15	
WLBK	15	
Decatur	10	
WZJ (NAFB)	10	
WSOY (NAFB)	20	
WSOY-FM	6	
Fairfield	16	
WFIW	16	
WFIW-FM	12	
Freeport	15	
WFRL (NAFB)	15	
WXOX (FM)	7	
Galesburg	15	
WAGB (FM)	15	
(NAFB)	15	
WGIL (NAFB)	20	
INDIANA		
Indiana Broadcasters Group	3	
Harry Martin's Rural Radio Network (NAFB)	10	
Bedford	1	
WBIF (FM)	1	
WBW	3	
Centerville	1	
WHON	1	
Columbus	1	
WCSI	1	
WCSI-FM	1	
WWVY (FM)	2	
Crawfordsville	10	
WCVL (NAFB)	10	
Elkhart	20	
WCMR	20	
WFRN (FM)	1	
Evansville	28(D)	
WBKR (FM)	28(D)	
(NAFB)	28(D)	
WGBF	1	
WKY (FM)	17	
(NAFB)	17	
WROZ (NAFB)	18	
Fort Wayne	37	
WOWO (NAFB)	37	
WOHK	15	
Frankfort	8	
WLO (NAFB)	8	
WSHW (FM)	8	
(NAFB)	4	
Goshen	2	
WKAK	2	
Greencastle	5	
WJNZ (FM)	5	
Indianapolis	10	
WIBC (NAFB)	10	
WIRE (NAFB)	10	
Jasper	3	
WITZ	3	
WITZ-FM	3	
IOWA		
Ames	1	
KASI	2	
Atlantic	1	
KJAN, KJAN-FM	12	
Burlington	14	
KBUR (NAFB)	14	
KCPS	7	
Cedar Rapids	1	
KCRF	2	
KHAK-FM	2	
WMT (NAFB)	17	
Clinton	3	
KLNT	12	
Davenport (IA)-Rock Island-Moline (IL)	10	
WBFB (NAFB)	10	
WOC (NAFB)	6	
Des Moines	3	
KSO (NAFB)	3	
KWKY	1	
WHO (NAFB)	39	
Dubuque	8	
KDTH (NAFB)	8	
KLYV (FM)	8	
WDBO	8	

Radio Stations Regularly Scheduling Farm Programs continued

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	
KANSAS			MISSISSIPPI			NEVADA		
Kansas Agriculture Network (NAFB) All	Franklin WFKN 24	New Iberia KDEA (FM) 1	Mississippi Agri-News Network (NAFB) 5	Butte KBOB 10	Elko WAZZ (FM) 3	WVNO 10	WTKI 1	
Mid-America Ag Network (NAFB) 45	Hardinsburg WGGC (FM) 36	Shreveport KEEL 1	Batesville WBLE (FM) 8	Glasgow KLTZ 4	Concord WPTF 10	WTKI 1	WTKI 1	
Baxter Springs KBLT (FM) 2	Harrodsburg WHIC, WHIC-FM 18	St. Ignace WKJF-FM 2(D)	Cleveland WCLD 50	Glendive KXGN 2	WTKI 1	WTKI 1	WTKI 1	
Chanute KKOY 8	Henderson WBN, WHBN-FM 3	Traverse City WKJF-FM 2(D)	Greenville WGVW 15	Great Falls KEIN 1	WTKI 1	WTKI 1	WTKI 1	
Coffeyville KGGF (NAFB) 18	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Greenwood WABG 13	Helena KMON (NAFB) 20	WTKI 1	WTKI 1	WTKI 1	
Colby KOLS (FM) 38	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Houston WABG 13	KYOT 4	WTKI 1	WTKI 1	WTKI 1	
KXXX (NAFB) 38	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	WPCPC (NAFB) 16	KALM (NAFB) 2	WTKI 1	WTKI 1	WTKI 1	
Derby KAKZ-FM 1	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Jackson WSLI 6	KMTX 2	WTKI 1	WTKI 1	WTKI 1	
Dodge City KDCC (FM) 2	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	WYWN (FM) 1	KGEZ 1	WTKI 1	WTKI 1	WTKI 1	
KEDD 3	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Magee WJSC 9	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KGNO (NAFB) 18	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	McComb WAKK 5	KGEZ 1	WTKI 1	WTKI 1	WTKI 1	
Garden City KBUF, KBUF-FM 16	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Meridian WOKK (FM) 8	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Goodland KLOE (NAFB) 23	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Tupelo WTUP 3	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Great Bend KVGB 6	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Cape Girardeau KEWI 10	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KVGB-FM 6	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KEZI (FM) 1	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Hays KJLS (FM) 20	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KBEO 10	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Hutchinson KWHK 1	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KBYM 6	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Iola KIKS, KIKS-FM 9	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carrollton KMZU (FM) 22	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Lawrence KLWN 1	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carthage KDMO 18	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Leavenworth KCLO 7	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Columbia KFZU (FM) 15	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Liberal KSCB 1	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Hannibal KGRC (FM) 4	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Lyons KLFO (FM) 4	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KGMO (FM) 12	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Manhattan KMAN 2	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KZYM 6	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Newton KJRG 4	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carrollton KMZU (FM) 22	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Oberlin KFNF (FM) 7	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carthage KDMO 18	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Osage City KZOC (FM) 13	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Columbia KFZU (FM) 15	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Pittsburg KKOW (NAFB) 30	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Hannibal KGRC (FM) 4	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Pratt KWLS, KGLS (FM) 23	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KGMO (FM) 12	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Salina KFRM (NAFB) 18	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KZYM 6	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KINA 4	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carrollton KMZU (FM) 22	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KSAL (NAFB) 17	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carthage KDMO 18	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Scott City KEZU (FM) 7	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Columbia KFZU (FM) 15	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Topeka KTPK (FM) 5	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Hannibal KGRC (FM) 4	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
WIBW (NAFB) 15	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KGMO (FM) 12	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
WREN 6	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KZYM 6	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Wichita KAKZ-FM 1(D)	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carrollton KMZU (FM) 22	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KFDI (NAFB) 24	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Carthage KDMO 18	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KFDI-FM 24	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Columbia KFZU (FM) 15	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KFH (NAFB) 24	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	Hannibal KGRC (FM) 4	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KOAM 5	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KGMO (FM) 12	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KSGL 1	Hopkinsville WKMO (FM) 3	Walden WLDL (FM) 6	KZYM 6	KALS (FM) 1	WTKI 1	WTKI 1	WTKI 1	
KENTUCKY			MINNESOTA			NEBRASKA		
Kentucky Network, Inc. 5	Louisiana Agri-News Network 5	The Louisiana Network 5	Linder Farm Network (NAFB) 10	Butte KBOB 10	Elko WAZZ (FM) 3	WVNO 10	WTKI 1	
Barbourville WYWY 1	Louisiana Agri-News Network 5	The Louisiana Network 5	Albany KASM 26	Dillon KELK 2	WTKI 1	WTKI 1	WTKI 1	
Bardstown WBRT 10	Louisiana Agri-News Network 5	The Louisiana Network 5	Albert Lea KATE (NAFB) 21	KRJC (FM) 1	WTKI 1	WTKI 1	WTKI 1	
Bowling Green WKCT 10	Louisiana Agri-News Network 5	The Louisiana Network 5	KCPJ (FM) 1	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Campbellsville WKCO (FM) 4	Louisiana Agri-News Network 5	The Louisiana Network 5	Austin KAUS 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
WCKJ 4	Louisiana Agri-News Network 5	The Louisiana Network 5	KAUS-FM 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Columbia WAIN, WAIN-FM 6	Louisiana Agri-News Network 5	The Louisiana Network 5	KOAO (NAFB) 36	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Corbin WCTT 3	Louisiana Agri-News Network 5	The Louisiana Network 5	Bemidji KKBKJ 1	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
WCTT-FM 2	Louisiana Agri-News Network 5	The Louisiana Network 5	Blue Earth KBEO 10	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Cynthiana WCYN 6	Louisiana Agri-News Network 5	The Louisiana Network 5	Duluth (MN)-Superior (WI) KDAL 3	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Elizabethtown WEL 3	Louisiana Agri-News Network 5	The Louisiana Network 5	Faribault KDHL, KDHL-FM (NAFB) 30	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
Frankfort WFKY 17	Louisiana Agri-News Network 5	The Louisiana Network 5	Fergus Falls KBFF (NAFB) 10	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KZYM 6	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carrollton KMZU (FM) 22	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Carthage KDMO 18	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Columbia KFZU (FM) 15	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	Hannibal KGRC (FM) 4	WTKI 1	WTKI 1	WTKI 1	WTKI 1	
	Louisiana Agri-News Network 5	The Louisiana Network 5	KGMO (FM) 12	WTKI 1	WTKI 1	WTKI 1		

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week
Port Clinton WOSE (FM) 3	Lebanon WIOV (FM) 8(D) WRKZ (FM) 2(D)	Knoxville WIVK 1 WIVK-FM 1 WNOX 1	Sinton KOUL (FM) 15	Moses Lake KDRM (FM) 10	Wisconsin Rapids WFRH 21 WWRW (FM) 12
Portsmouth WPAY 1 WPAY-FM 1	Leighton WVNS 1	Marietta WVMT 6	Sonora KVRN, KVRN-FM 5	Omak KPAW-FM 1	WYOMING
Sandusky WLEC 1 WOSE (FM) 3(D)	Mercersburg WGLL (FM) 1	Maryville-Alcoa WGAP 1 WMDR 2	Sulphur Springs KDSE (FM) 3	Richland-Pasco KALE 3 KONA 3 KORD 1 KZZK (FM) 1	Buffalo KBBS 1
Springfield WBLY 1 WCOM (FM) 5(D)	Pittsburgh WHJB 1	Memphis WKDJ 6 WMC (NAFB) 10 WREC 1	Sweetwater KXOX 4	Kennewick KRPB-FM 1(D)	Casper KTWO 2
Toledo WSPD 3	Reading WEEU 10 WIOV (FM) 8(D)	Nashville WSM 1	Texarkana KCMC 6 KTWN (FM) 16(D)	Seattle KIRO 2 KRPB-FM 1(D)	Cheyenne KFBC 1 KKAZ (FM) 8 KUUU 1
Urbana WCOM (FM) 5	Scranton-Wilkes-Barre WEJL 1 WGBI 1 WILK 1	Abilene KFOK (NAFB) 10	Tyler KOOI (FM) 6(D)	Spokane KXLY (NAFB) 5	Laramie KOWB 1
Van Wert WERT, WERT-FM 6	Somers WVSC-FM 3	Amarillo KGNB (NAFB) 20 KGNB-FM 6 KIXZ 2	Victoria KQWV 2 KTNN (FM) 4 KVIC (FM) 2	Tacoma KAMT 2 KRPB-FM 1	Newcastle KASL 5
Wapakoneta WAXC (FM) 4	Titusville WTIV 1	Austin KLBJ 3	Waco KWTX 6 WACO 1	Walla Walla KTEL 5	Powell KPOW 3
Wilmington WKFT 105	Uniontown WMBS 1	Bay City KIOX 12	Wichita Falls KGTM 10 KWFT (NAFB) 9	Wenatchee KPO 3 KPO-FM 3 KWWWW 1	Rawlins KRAL 4
Xenia WBZI-FM 2	Williamsport WILO (FM) 3	Beaumont KLVI 5	UTAH	Yakima KIT 18 KMWX 1 KUTI 1 KVGM 3	Riverton KVOW 5
Youngstown WGBW 1	York WOWD 1 WRKZ (FM) 2(D) WSBA 3	Bridgeport KWGS (FM) 6	Blanding KUTA 2	WEST VIRGINIA	Sheridan KWYO 8
Zanesville WHIZ 2 WHIZ-FM 1	South Carolina	Brownwood KXKE (FM) 3 KXYL 15 KXYL-FM 10	Logan KBLO 2	West Virginia Radio Network 1	Torrington KGOS 5
OKLAHOMA	Columbia WCOS-FM 1 WIGL (FM) 6(D) WIS 5	Bryan-College Station KORA (FM) 1	Ogden KDAB (FM) 1	Beckley WJCK 2 WJLS 1 WQAY-FM 2(D)	Worland KWOR 2
Alva KXLS (FM) 2	Darlington WDAR (FM) 7 WKGE 10	Commerce KEMM (FM) 2	Price KOAL 1	Clarksburg WKWV (FM) 2	
Ardmore KKAJ (FM) 6 KVSO 1	Florence WDAR (FM) 7(D) WJMX 17 WOLS 2	Corpus Christi KEYS 2 KOUL (FM) 15(D) KRY5 10 KRY5-FM 10	Provo KFTN 4	Huntington (WV) WHEZ 2	
Clinton KCCC 5	Greenville-Spartanburg WESC 15 WESC-FM 15 WKDY 1 WSPA 10	Crockett KCKR (FM) 2	Richfield KSL 14	Kingwood WFSP 1	
Enid KGWA 1 KNID (FM) 3 KXLS (FM) 2(D)	Lancaster WAGL 2	Fort Worth WBAP (NAFB) 9(D)	Salt Lake City KSL 11 KSOP, KSOP-FM 11	Lewisburg WKCJ (FM) 2	
Guyton KGYN 24	Orangeburg WIGL (FM) 6	Gilmer KNIF (FM) 1	St. George KDXU 1	Morgantown WBJR 1	
Lawton KCCO 2 KSWO 1	Rock Hill WAGL 2(D)	Greenville KEMM (FM) 2(D) KGYL 5	Vernal KUIN (FM) 1 KVEL 1	Oak Hill WQAY-FM 2	
Oklahoma City KONN 1 KEBC (FM) 1 KOMA 15 KXXY-FM (NAFB) 1 WWLS 9	St. Matthews WOKI 2	Haskell KVRP (FM) 3	VERMONT	Parkersburg WBRJ 1(D) WXIL (FM) 1	
Seminole KSLE (FM) 2	Sumter WFIG 12	Houston KIKK-FM 6 KPRC 6 KRBE 12 KTRH (NAFB) 14	Barre-Montpelier WSNO 1	Wheeling WWVA 2	
Stillwater KSPI 5 KSPI-FM 3	South Dakota	Jacksonville KEBE 6 KOFI (FM) 6	Burlington WEZF (FM) 6 WVMT 6	WISCONSIN	
Tulsa KBBJ 6 KVOO 3	Aberdeen KGIM 10 KKA (NAFB) 22 KSDN 15	Laredo KLAR 1	Rutland WJUR (FM) 2	Wisconsin Farm Broadcasting Network (NAFB) 2	
OREGON	Belle Fourche KBFS 4	Longview KLUE 12 KNIF (FM) 1(D)	St. Albans WLFE (FM) 10 WWSR 2	Appleton WBHY 3 WOSH (NAFB) 42	
Albany KRKT, KRKT-FM 3 KWIL 1	Hot Springs KOBH 1	Lubbock KFYO (NAFB) 18 KRLB 11	Stow WRFB (FM) 1	Beloit WBEL 3	
Cottage Grove KNND 2	Huron KOKK 7	Muleshoe KMUL 12	Waterbury WDEV 6	Dodgeville WDMP, WDMP-FM 11	
Eugene KASH 15 KPNW 6 KNSD (FM) 6	Madison KJAM, KJAM-FM 11	Nacogdoches KJCS (FM) 1	Wells River WYKR 1	Eau Claire-Chippewa Falls WAXX (FM) 12 WYV (NAFB) 4	
Gold Hill KRWO (FM) 3	Mitchell KORN 18	Odessa KOZA 1	Wichita Falls WDEI 5	Fond Du Lac KFIZ 24 WFON (FM) 20	
Lebanon KGAL 5	Mobridge KOLY 7	Paris KPLT 5 KPRE 1	Wells River WYKR 1	Green Bay WGEE (NAFB) 9	
Medford KMED 1	Pierre KCCR 6 KGFY (NAFB) 18	Perryton KEYE 12	Wells River WYKR 1	Hudson WRPX 1	
Ontario KSRV 16	Rapid City KIMM 3 KKLS 3 KOTA (NAFB) 12	Plainview KATX (FM) 5 KYN (NAFB) 10 KVOP (NAFB) 10	Wells River WYKR 1	La Crosse WKTY (NAFB) 9 WLXR 2 WLVX-FM 10	
Pendleton KTIX 3 KUMA 10 KWHT (FM) 5	Sioux Falls KELO 10 KIOV (FM) 12 KSOO (NAFB) 23 KXRB (NAFB) 18	Port Arthur KALV 1	Wells River WYKR 1	Madison WIBA 2 WTSO (NAFB) 10	
Portland KLIO 1 KFRD 1 KUIK 5 KXL 1	Winner KWYR, KWYR-FM 12	Port Lavaca KGUL 6	Wells River WYKR 1	Manitowoc-Two Rivers WCUB (NAFB) 43 WOMT 3	
Salem KSLM 6	Yankton KOHU-FM 2 WNAX (NAFB) 30	Rosenberg-Richmond KFRD 6 KFRD-FM 18	Wells River WYKR 1	Marshfield WDLB (NAFB) 24 WLJY (FM) 11	
PENNSYLVANIA	Tennessee	San Angelo KGL 6	Wells River WYKR 1	Milwaukee WEZW (FM) 1 WTMJ 6	
Allentown-Bethlehem-Easton WKW (FM) 10	Tennessee Radio Network 2	San Antonio KAJA (FM) 20 KXYX 3 WOAI (NAFB) 10	Wells River WYKR 1	Neillsville WCCN, WCCN-FM 17	
Altova WFBG 3 WVAM 2	Tennessee AgrNet (NAFB) 10	Sherman KDSX 6	Wells River WYKR 1	Racine WRJN 1	
Boyetown WBYO (FM) 9	Chattanooga WDOO 18		Wells River WYKR 1	Rice Lake WAOE, WAOE-FM 6	
Carlisle WHYL, WHYL-FM 1	Clarksville WDXN 3 WJZM 1		Wells River WYKR 1	Ripon WCWC (NAFB) 22	
Chambersburg WCBG 3 WCHA 2 WIKZ (FM) 1	Cleveland WCLE 2		Wells River WYKR 1	River Falls WEVR, WEVR-FM 18	
Du Bois WDBA (FM) 1	Columbia WMCP 2		Wells River WYKR 1	Sheboygan WHBL 6 WKTS 1	
Ephrata WGS 8 WIOV (FM) 8	Cookeville WHUB 3		Wells River WYKR 1	Sparta WCOW, WCOW-FM 35	
Franklin WFRA, WVEN (FM) 1	Dyersburg WDSG 7		Wells River WYKR 1	Stevens Point WSPT (FM) 9 WXYO (NAFB) 15	
Harrisburg WHP 1 WHYL, WHYL-FM 1(D) WRKZ (FM) 2(D)	Jackson WDXI 20 WJHR (FM) 2 WKIR (FM) 3 WTJS 5		Wells River WYKR 1	Washburn WBWA (FM) 6	
Hershey WRKZ (FM) 2	Jamestown WCLC 3		Wells River WYKR 1	Waupaca WDUX, WDUX-FM 18	
Lancaster WDAC-FM 12 WGS 8(D) WIOV (FM) 8(D) WRKZ (FM) 2(D)	Johnson City WJCW 10		Wells River WYKR 1	Wausau WSAU 11	

Clearly define radio markets with SRDS maps

At the beginning of each state's section in Spot Radio Rates and Data you'll find a detailed map clearly delineating county and state boundaries. Each month, these maps are included to help you make a thorough analysis of markets when buying spot radio.

All maps contain the county names, and show locations of the cities listed in the Estimates of Consumer Markets section. City population estimates are indicated and distinct symbols show the location of local newspapers, radio and/or television stations.

These maps are designed for use as a starting point in your search for the most effective media for your purpose. They allow you to familiarize yourself with the area. The next step, of course, is to consult the consumer market data in this publication to get complete figures.

Teamed with Estimates of Consumer Markets, these maps form an unbeatable combination for closer market study. It's your responsibility to be absolutely sure that the radio stations you select are going to do the best job possible, so you can't afford to overlook the importance of this additional SRDS feature.

These features are only two of the added services offered to you every month by SRDS. We hope you will benefit from them.

srds

R

Radio Stations Regularly Scheduling Black Programs

METHODS AND SOURCES: Employing a rotation system SRDS station questionnaires are being mailed with greater frequency to insure data reported is current and accurate.

A Station whose entire schedule is devoted to Black Programming is identified by the word, All, under hours per week.

Definition as to what constitutes Black Programming is left to the discretion of the stations.

Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information from previous reports is not carried forward.

Stations not maintaining full monthly listings are unreported since it is not possible to maintain current information.

Stations identified with a (D) maintain duplicate listings in these markets. See SRDS listing criteria page for explanation of duplicate listings.

Station	Hours per week	Station	Hours per week	Station	Hours per week
ALABAMA		Waterbury		MACON	
Abbeville	All	WWCO	25	WDDO	All
WxLE (FM)	All			Perry	All
Birmingham	All	DELAWARE		WPGA-FM	All
WAGG	All	Dover		Savannah	All
WATV	All	WKEN	1	WAEV (FM)	All
WENN-FM	All	Wilmington		WEAS-FM	All
Carrollton	All	WAMS	1	WSOK	All
WRAG	35			Toccoa	All
Dothan	All	DISTRICT OF COLUMBIA		WLET	4
WUOF	18	Washington			
Huntsville	All	WFAX	4	IDAHO	
WEUP	All	WUST	All	Pocatello	
Mobile	All			KWIK	5
WBLX (FM)	All	FLORIDA			
Montgomery	All	Delray Beach		ILLINOIS	
WOM (FM)	All	WDBF	36	Champaign-Urbana	
WXVI	All	Fort Lauderdale-Hollywood		WDWS	6
Opp	1	WRBD	All	WLRW (FM)	5
WOPP	1	Fort Pierce		WPGU (FM)	4
Selma	21	WVBC	All	Chicago	
WHBB	21	Fort Pierce		WBMX-FM	ALL(D)
Troy	12	WIRA	2	WGCI	All
WTBF	12	WVOV (FM)	2	WGCI-FM	All
Tuskegee	All	Gainesville		WJPC	All
WBIL	All	WRUF	4	Chicago Urban Area	
WBIL-FM	All	Inverness		WBMX-FM	ALL
		WKIC	1	WCEV	1
ARIZONA		Jacksonville		WVON	98
Phoenix	1	WPDO	All	Chillicothe	
KUKO	1	Leesburg		WTXR (FM)	2
Tucson	1	WLBE	5	Peoria	
KROO (FM)	1	Miami-Miami Beach		WTXR (FM)	2(D)
		WEDR (FM)	All	WYFE-FM	2
ARKANSAS		WMBM	154		
Camden	7	Orlando		INDIANA	
KWEH (FM)	7	WORL	All	Evansville	
Helena	5	Panama City		WGFB	1
KFFA	5	WOPB	3	WDLF	All
Texarkana	84(D)	Pensacola		Gary	All
KADO	84(D)	WTKX (FM)	All	WLTH	All
		Sarasota-Bradenton		Indianapolis	
CALIFORNIA		WBRD	1	WVDE	1
Bakersfield	5	WDUV (FM)	1	Michigan City	
KWAC	5	WOSA	3	WIMS	2
Fowler	6	WWZZ	3	South Bend	
KTED (FM)	6	Tallahassee		WNDU	10
Lodi	1	WANN	All	Terre Haute	
KCVR	1	West Palm Beach		WWVR (FM)	3
Los Angeles	All(D)	WDBF	36(D)		
KDAY	All(D)	WDOM	All	IOWA	
Los Angeles Urban Area	All	Winter Garden		Davenport (IA)-Rock Island-Moline (IL)	
KACE (FM)	All	WOKB	162	KBOC (FM)	3
KDAY	All			Des Moines	
KJLH (FM)	All	GEORGIA		KWKY	2
KMAX (FM)	98	Albany			
Los Gatos	1	WODE	All	KANSAS	
KRVE (FM)	1	Atlanta		Wichita	
Modesto	1	WAOK	168	KEYN-FM	4
KZUN	1	WGO	All		
Sacramento	80	WPCH (FM)	1	KENTUCKY	
KPOP (FM)	80	WRMM (FM)	1	Fort Campbell	
San Diego	5	WVEE (FM)	5	WABD	All
KMJC	5	Augusta		Harrodsburg	
KSDO	1	WRDW	All	WHBN, WHBN-FM	1
San Francisco-Oakland	75	WTHB	All		
KEST	75	Brunswick		Lebanon	
KFYI	All	WBGA	8	WLBN	21
		WMOG	12	Louisville	
CONNECTICUT		Camilla		WLOU	All
Hartford-New Britain	2	WCLB	22	WXVW	42
WTIC	2	Columbus		Paducah	
New London-Groton	2	WOKS	All	WDDJ (FM)	2
WNLC	2	Hinesville			
Stamford	1	WBLU (FM)	6		
WSTC	1				

Station	Hours per week	Station	Hours per week	Station	Hours per week
LOUISIANA		Elmira		Florence	
Alexandria	All	WENY	2	WJMX	1
KTIZ (FM)	All	Geneva		WYNN	All
Benton	All	WECO (FM)	2	Greenville-Spartanburg	
KDKS-FM	All	Ithaca		WASC	85
Boyce	168	WHCU-FM	31	WHYZ	All
KBCE (FM)	168	Kingston		WKDY	1
Crowley	All	WDST (FM)	3(D)	Greenwood	
KPWS	All	New York City		WMTY	All
Lafayette	All	WWDJ	50(D)	Rock Hill	
KJCB	All	WRRL	All	WRHI	8
KVOL	20	New York City Urban Area		St. Matthews	
Monroe	All	WGLI	4	WOKI	72
KYEA (FM)	All	WRKL	1	Summerville	
New Orleans	All	WDDJ	50	WVWZ (FM)	All
WYLD-FM	All	Rochester		Sumter	
Shreveport	All	WDXK (FM)	All	WVDM (FM)	7
KCIJ	All(D)	Syracuse			
KDKS-FM	All(D)	WSEN, WSEN-FM	2(D)	TENNESSEE	
KOKA	All	Woodstock		Jackson	
Sulphur	All	WDST (FM)	3	WJHR (FM)	8
KEZM	All			WKIR (FM)	3
Ville Platte	10	NORTH CAROLINA		WJTS	3
KVPI	10	Charlotte		Memphis	
		WPEG (FM)	All(D)	KWAM	37
MARYLAND		WOCG	All	WHRK (FM)	All
Annapolis	All	Concord		Nashville	
WANN	All	WPEG (FM)	All	WLAC	35
Baltimore	All	Fayetteville	All	WOOK (FM)	All
WEBB	All	WRZK	All	WSM-FM	1
WWIN	All	Greensboro			
WWIN-FM	All	WEAL	All	TEXAS	
Salisbury	All	WOMG (FM)	77	Austin	
WUDY	All	Kingston		KLBJ	1
		WODW (FM)	All	Beaumont	
MASSACHUSETTS		Raleigh-Durham		KTRM	All
Boston	1	WDUR	All	Corpus Christi	
WROR (FM)	1	WLLC	All	KZFM (FM)	1
WUNR	25	WSPC	All	Dallas	
Great Barrington		Roanoke Rapids		KMGC (FM)	2
WBSB	1	WGBT	6	KNOK-FM	All(D)
Taunton	1	Rose Hill		Diboll	
WSE (FM)	1	WEGG	25	WGBT	All
Worcester	1	Shelby	25	Fort Worth	
WNEB	1	WXIK (FM)	25	KNOK-FM	All
		Tabor City		KSAX	All
MICHIGAN		WKSM (FM)	2	Houston	
Benton Harbor-St. Joseph	8	WVIR	24	KCOH	All
WSJM	8	OHIO		Killeen	All
Detroit		Akron		KILZ	All
WLB (FM)	All	WAEZ (FM)	1	Longview	
WKSG (FM)	2(D)	WAKR	2	KFRO	46
WOBH	All	WCUE	6	Marshall	
Detroit Urban Area		Athens		KMHT	2
WKSG (FM)	2	WXTO (FM)	1	Plano	
Flint	All	Cleveland		KXVI	1
WZZZ-FM	All	WAEZ (FM)	1(D)	Port Arthur	
Frankenmuth		WJMO	All	KHYS (FM)	All
WKNX	1	WZAK (FM)	All	San Antonio	
Grand Rapids		Columbus		KAPE	All
WKWM	All	WBY (FM)	24	KADO	84
WMUS, WMUS-FM	3(D)	WVCO	3	WACO	2
Muskegon		WVCO	All	VIRGINIA	
WKBZ	30	WXGT (FM)	3	Charlottesville	
WMUS, WMUS-FM	3	Dayton		WINA	42
Niles	3	WBZI-FM	13(D)	WOMC (FM)	42
WAOB (FM)	3	WDAO (FM)	All	Danville	
Saginaw	1	WPFZ-FM	1(D)	WBTM	30
WSAM	1	Hamilton-Middletown		Martinsville	
		WPFZ-FM	1	WHEE	18
MISSISSIPPI		Lima		Norfolk-Portsmouth-Newport News-Hampton	
Batesville	8	WMA	2	WRAP	All
WBLE (FM)	8	Mansfield		Petersburg	
Biloxi-Gulfport		WMAN	2	WPLZ (FM)	All
WIOD (FM)	1	Portsmouth		Richmond	
WTAM	All	WPAY-FM	4	WANT	91
WVMI	1	Sandusky		WPLZ (FM)	All(D)
Greenville		WCPZ (FM)	2		
WDM5 (FM)	1	Toledo		WEST VIRGINIA	
Houston		WVOI	All	Beckley	
WCPC	22	Xenia		WBKW (FM)	2
Jackson		WBZI-FM	13	WJLS	2
WJMI (FM)	All	Youngstown		WOAY-FM	1(D)
WKXI	All	WBBW	1	Charleston	
WOKJ	All			WUBE	84
Leland		OKLAHOMA		Oak Hill	
WBAD (FM)	All	Alva		WOAY-FM	1
Meridian		Enid	2		
WALT	All	Lawton		WISCONSIN	
WOIC	All	KXLS (FM)	2(D)	Beloit	
		Portland		WBEL	2
MISSOURI		KSWO	10	Jackson	
Kansas City		OREGON		WYLO	8
KONW	46	Portland		Milwaukee	
KPRS (FM)	All	KLIO	1	WEZW (FM)	1
KPRT	All				
St. Louis		PENNSYLVANIA			
KXEN	10	Chambersburg			
WESL	All	WCBG	1		
Waynesville		Harrisburg			
KJPW, KJPW-FM	23	WCMB	3		
		WSFM (FM)	1		
NEW HAMPSHIRE		Philadelphia			
Hanover		WDAS	All		
WDCR	18	WDAS-FM	All		
		WHAT	All		
NEW JERSEY		Pittsburgh			
Plainfield		WAMO	77		
WERA	6	WAMO-FM	All		
Princeton		York			
WPRB (FM)	21	WSBA	4		
Trenton					
WPRB (FM)	21(D)	RHODE ISLAND			
WTTM	7	Providence-Pawtucket			
		WBRU (FM)	5		
NEW YORK		WSNE (FM)	1(D)		
Albany-Schenectady-Troy					
WGY	8	SOUTH CAROLINA			
Baldwinsville		Charleston			
WSEN, WSEN-FM	2	WWWZ (FM)	All(D)		
Buffalo		Columbia			
WBLK (FM)	All	WVDM (FM)	7(D)		
WJLJ	1				

Leading 101 Metro Areas Ranked by Black Population

RANK		RANK		RANK		RANK					
1	New York	1,877,300	26	Tampa-St. Petersburg-Clearwater	167,300	52	Montgomery	99,200	77	Seattle	59,500
2	Chicago	1,344,300	28	Pittsburgh	165,900	53	Little Rock-North Little Rock	94,400	78	Austin	59,400
3	Los Angeles-Long Beach	978,400	29	Jacksonville, FL	164,300	54	Macon-Warner Robins	92,100	79	Akron	59,100
4	Washington, DC	898,000	30	Jackson	159,600	55	Bergen-Passaic	90,700	80	Tulsa	57,700
5	Philadelphia	876,900	31	Indianapolis	156,600	56	West Palm Beach-Boca Raton-Delray Beach	89,800	81	Monmouth	57,500
6	Detroit	849,700	33	Baton Rouge	152,800	57	Oklahoma City	87,900	82	Trenton	56,400
7	Houston	600,400	34	Milwaukee	148,200	57	Riverside-San Bernardino-Ontario	87,900	83	Youngstown-Warren	54,200
8	Baltimore	570,400	35	Charleston, SC	144,100	59	Beaumont-Port Arthur	87,300	84	Phoenix	53,600
9	Atlanta	569,900	36	Nashville	142,500	60	Denver	83,700	85	Lakeland-Winter Haven	53,500
10	New Orleans	435,200	37	Columbus, OH	140,200	61	Savannah	83,100	86	Las Vegas	52,900
11	Newark, NJ	405,900	38	Fort Lauderdale-Hollywood-Pompano Beach	132,400	62	Columbus, GA	82,400	87	Minneapolis-St. Paul	51,300
12	Memphis	366,000	39	Mobile, AL	130,400	63	San Antonio	81,100	88	Pensacola	50,900
13	Dallas	356,300	40	San Francisco	129,900	64	Rochester	80,100	89	Lafayette	48,500
14	Norfolk-Virginia Beach-Newport News	336,200	41	Columbia, SC	126,300	65	Fayetteville	79,000	90	Middlesex-Somerset	48,000
15	Cleveland	329,100	42	Gary-Hammond	124,000	66	Flint	75,800	91	San Jose	47,700
16	St. Louis	314,900	43	Louisville	120,100	67	Wilmington, DE	74,100	92	Albany, GA	47,500
17	Miami-Hialeah	302,300	44	Shreveport	117,600	68	Hartford-New Britain-Middletown-Bristol	73,600	93	Omaha	44,900
18	Oakland	276,100	45	San Diego	117,400	69	East St. Louis-Bellefonte	71,900	94	Monroe	44,100
19	Birmingham	243,700	46	Fort Worth-Arlington	115,800	70	New Haven-Meridian	68,200	95	Florence	44,000
20	Richmond-Petersburg	228,500	47	Dayton-Springfield	115,300	71	Sacramento	68,000	96	Killeen-Temple	42,500
21	Charlotte-Gastonia-Rock Hill	201,900	48	Augusta, GA	112,000	72	Jersey City	67,900	97	Atlantic City	42,200
22	Kansas City	183,500	49	Oriando	103,000	73	Tallahassee	66,900	98	Galveston-Texas City	39,400
23	Boston	172,700	50	Greenville-Spartanburg	102,600	74	Bridgeport-Milford	66,700	99	Tuscaloosa	38,800
24	Cincinnati	171,200	51	Buffalo	101,400	75	Toledo	65,100	100	Huntsville	38,700
25	Greensboro-Winston Salem-High Point	167,900				76	Chattanooga	61,300			
26	Nassau-Suffolk	167,300									
										Total 101 Leading Metro Areas	19,779,500

NON-METRO AREA COUNTIES WITH 25,000 OR MORE BLACK POPULATION (4-1-84)

RANK		RANK		RANK		RANK					
1	Orangeburg, SC	48,500	5	St. Landry, LA	32,700	9	Bolivar, MS	27,300	13	Halifax, NC	25,900
2	Washington, MS	40,100	6	Wayne, NC	32,700	10	Robeson, NC	27,000	14	Lauderdale, MS	25,200
3	Sumter, SC	39,900	7	Dallas, AL	29,000	11	Darlington, SC	26,500	15	Horry, SC	25,000
4	Pitt, NC	32,800	8	Edgecombe, NC	28,800	12	Tangipahoa, LA	26,300			

U.S. TOTAL BLACK POPULATION 4-1-84 — 26,907,800

Leading 25 Metro Areas Ranked in Spanish Population

April 1, 1984

RANK		RANK		RANK		RANK					
1	Los Angeles-Long Beach	2,141,420	8	Riverside-San Bernardino	324,160	14	Dallas	198,830	20	San Francisco	169,190
2	New York	1,441,380	9	Anaheim-Santa Ana	323,880	15	Oakland	194,450	21	Fresno	165,550
3	Miami-Hialeah	626,210	10	San Diego	309,390	16	Brownsville-Harlingen	191,070	22	Jersey City	140,620
4	San Antonio	537,070	11	McAllen-Edinburg-Mission	274,710	17	Denver	179,950	23	Newark	129,280
5	Chicago	515,800	12	San Jose	247,010	18	Corpus Christi	173,130	24	Oxnard-Ventura	128,040
6	Houston	468,600	13	Phoenix	221,870	19	Albuquerque	170,860	25	Tucson	123,750
7	El Paso	341,810									

Spanish Population Data Ranked by State

April 1, 1984

RANK		RANK		RANK		RANK					
1	California	4,864,920	14	Connecticut	125,410	27	Nevada	61,070	40	Rhode Island	19,840
2	Texas	3,383,090	15	Ohio	118,360	28	North Carolina	59,000	41	Arkansas	18,270
3	New York	1,619,050	16	Louisiana	106,050	29	Missouri	51,300	42	District of Columbia	17,150
4	Florida	938,230	17	Indiana	84,340	30	Idaho	38,660	43	West Virginia	12,850
5	Illinois	629,660	18	Virginia	82,760	31	South Carolina	35,400	44	Alaska	11,820
6	New Mexico	519,940	19	Hawaii	76,690	32	Tennessee	34,890	45	Montana	10,510
7	New Jersey	488,310	20	Utah	67,750	33	Alabama	33,810	46	Delaware	9,860
8	Arizona	487,590	21	Oregon	66,790	34	Minnesota	32,500	47	New Hampshire	5,890
9	Colorado	362,560	22	Maryland	66,510	35	Nebraska	28,880	48	Maine	5,130
10	Michigan	157,180	23	Kansas	65,470	36	Kentucky	28,030	49	South Dakota	4,230
11	Pennsylvania	151,960	24	Georgia	64,350	37	Wyoming	27,430	50	North Dakota	4,110
12	Massachusetts	139,800	25	Oklahoma	63,020	38	Iowa	25,680	51	Vermont	3,420
13	Washington	125,820	26	Wisconsin	62,320	39	Mississippi	25,490		U.S. Total	15,523,150

Radio Stations Regularly Scheduling Spanish Language Programs

METHODS AND SOURCES: Employing a rotation system, SRDS questionnaires are being mailed to stations with greater frequency to insure data reported is current and accurate.

A station whose entire schedule is devoted to Spanish Language Programming is identified by the word "All" under hours per week.

Definition as to what constitutes Spanish Language Programming is left to the discretion of the stations.

Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information from previous reports is carried forward for only a specified period of time.

Stations not maintaining full monthly listings are unreported since it is not possible to maintain current information.

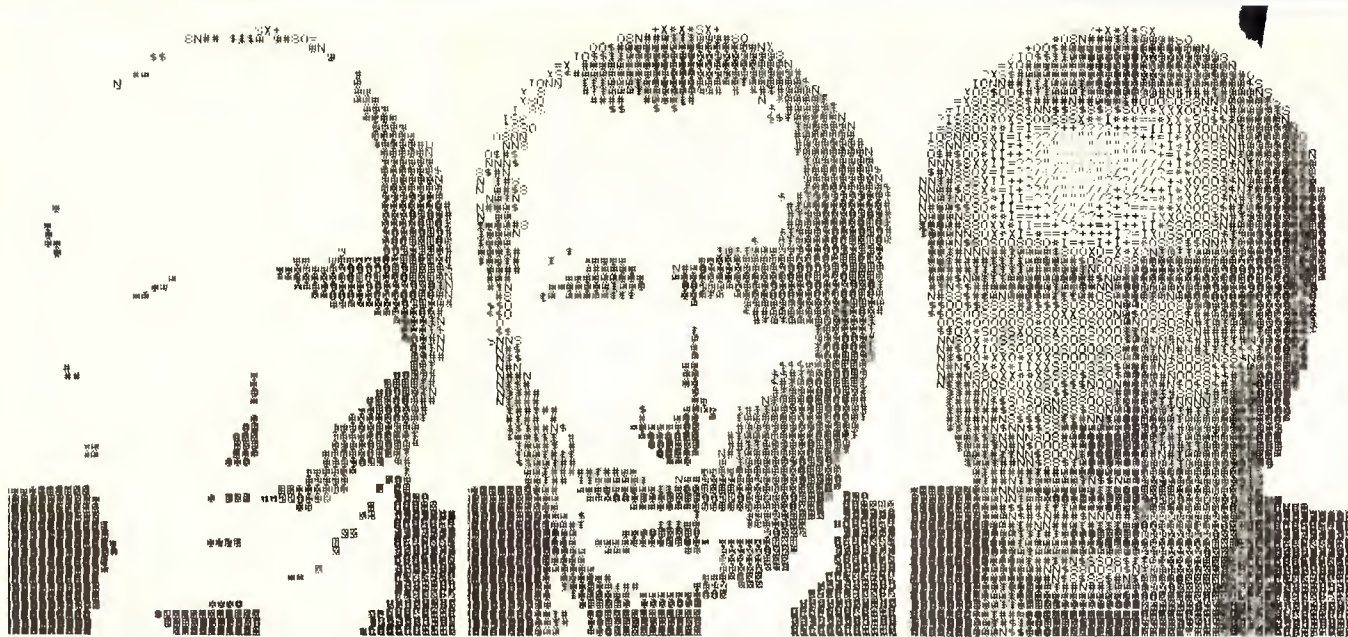
Stations identified with a (D) maintain duplicate listings in these markets. See SRDS listing criteria page for explanation of duplicate listings.

Hours per week	Hours per week	Hours per week		
ARIZONA				
Phoenix KVVA 168	San Jose KBRG (FM) 168	Burley KNTA 156		
Prescott KYCA 1	KWSS (FM) 18(D)	Idaho Falls KID-FM 3		
Tucson KXEW All	Santa Barbara KTMS 3	Nampa KFXD 2		
CALIFORNIA				
Bakersfield KPMC 13	Santa Maria KSMA 3	Pocatello KPKY (FM) 2		
KWAC 158	Santa Rosa KPLS 3	Twin Falls KTFI 1		
Barstow KIOT 6	St. Helena KREO (FM) 1	ILLINOIS		
Calexico KICO 25	Tehachapi KTPI (FM) 1	Chicago WOJO (FM) 168(D)	Chicago WSBC 34	
Ceres KLOC 84	COLORADO		Chicago Urban Area WBMX 124	
Coachella KVIM 168	Alamosa KGIW 6	WCEV 21	WOJO (FM) 168	
Fresno KGST 164	Colorado Springs KRDO 4	WTAS (FM) 3	WVXX-FM 25	
KXEX 168	Delta KDTA 2	Chillicothe WTRX (FM) 1	OKLAHOMA	
Gilroy KAZA 77	Denver KBNO 84	Galesburg WAAG (FM) 4	Lawton KCCO 1	KSwo 1
KWSS (FM) 18	Durango KIDP 3	Peoria WTRX (FM) 1(D)	OREGON	
Indio KVIM 168(D)	Grand Junction KSTR 1	Sterling WSDR 1	Portland KLIO 1	KUIK 3
Lancaster-Palmdale KUTY 2	Monte Vista KSLV 5	INDIANA		PENNSYLVANIA
Lodi KCVR 50	CONNECTICUT		Gary WLTH 1	Lancaster WLPA 3
Lompoc KNEZ 133	Hartford-New Britain WLVH (FM) All	WRYM 65	WTLH 1	Philadelphia WTEL 41
Los Angeles KLVE (FM) 168	WTVT 1	IOWA		PUERTO RICO
KTNO 168	Norwalk WNLK 4	Davenport (IA)-Rock Island-Moline (IL) KBCC (FM) 1	San Juan WUNO All	TEXAS
KWKW All(D)	Stamford WSTC 1	Des Moines KLYF (FM) 1	TSN Agribusiness Network 7	Austin KMMM All
Los Angeles Urban Area KALI 148	Waterbury WWCO 5	Muscatine KWPC 3	TSN Spanish Information Service 8	KOKE-FM All
KMAX (FM) 26	DISTRICT OF COLUMBIA		Austin KMMM All	Bay City KIOX 8
KWKW All	Washington WMDO All	Dodge City KEDD 3	TSN Agribusiness Network 7	Brownsville-Harlingen- McAllen KGBT 163
Los Banos KLBS 9	FLORIDA		TSN Spanish Information Service 8	KIRT All
McFarland KXEM All	Clermont WWFL 4	New Orleans KGLA 81	TSN Spanish Information Service 8	Brownwood KXOX (FM) 1
Modesto KLOC 84(D)	Fort Myers WINK 1	MASSACHUSETTS	TSN Spanish Information Service 8	Bryan-College Station KTAM 2
Oceanside KEZI 2	Miami-Miami Beach WCMA 84	Boston WUNR 73	TSN Spanish Information Service 8	Corpus Christi KCCT All
Oxnard-Ventura KOXR 19	WCMO-FM 168	Lawrence WCCM 3	TSN Spanish Information Service 8	KUNO All
Palm Springs KVIM 168(D)	WMBM 14	New Bedford WNBH 1	TSN Spanish Information Service 8	Dallas KESB (FM) All(D)
Riverside-San Bernardino KCAL All	WOCN All	MICHIGAN		Del Rio KWMC 35
Sacramento KGMS, KSFM (FM) 2	WOBA 168	Detroit Urban Area WCAR 1	Flint WTAC 2	El Paso KAMA 95
KFCX All	WRHC 168	Garden City KBUF, KBUF-FM 5	Frankenmuth WKNX 4	XEROK All
Sallinas KCTY All	WSUA 164	Jackson WXCM 2	WVXX-FM 25	XEWG 126
KRAY (FM) All	Naples-Marco Island WWVO 1	Lansing WILS 1	Fort Worth KESB (FM) All	KSSA 168
San Diego KMJC 12	Tampa-St. Petersburg WAMA 168	OHIO		Galveston KILE 3
KMLO 2	WTYM 134	Fostoria WFJB 8	Price KOAL 1	
KOWN 2	WYOU All	Lorain-Elyria WEOL 2	Salt Lake City KBBX 40	
XEMO All	West Palm Beach WVSI, WVSI-FM 3	KID-FM 4	KCGL (FM) 63	
XEXX All		Port Clinton WOSE (FM) 1	WASHINGTON	
San Francisco-Oakland KIOI 84		Sandusky WOSE (FM) 1(D)	Omak KOMW-FM 1	
KITS (FM) 164		Toledo WCWA 1	Richland-Pasco- Kennewick KALE 3	
KOFY 84		Van Wert WERT, WERT- FM 1	Walla Walla KTEL 2	

Hours per week	Hours per week		
Saginaw WIOG (FM) 2	Houston KEYH All		
WKCO (FM) 3	KLAT All		
MINNESOTA			
Faribault KDHL, KDHL-FM 7	KYST 168(D)		
Mankato KYSM-FM 1	Laredo KVOZ 92		
MISSOURI			
Kansas City KBEA 1	XEAS 112		
WDAF 1	XEK 126		
St. Louis KFUO-FM 1	XENU 98		
NEBRASKA			
Scottsbluff KMOR (FM) 1	XEWL 98		
KNEB 5	Muleshoe KMUL 18		
NEW JERSEY			
Trenton WTTM 3	Odessa KTKK (FM) 3		
NEW MEXICO			
Albuquerque KLTN All	KOYL 3		
Belen KARS 42	KOZA 2		
Gallup KWA 4	Plainview KATX (FM) 5		
Santa Fe KTRC 28	Port Lavaca KGUL All		
Taos KKIT 21	Rosenberg-Richmond KFRD 56		
KVNM (FM) 3	San Angelo KTEO 4		
NEW YORK			
Amsterdam WKOL 1	San Antonio KCOR 168		
Buffalo WJLJ 1	KEDA 168		
Jamesstown WJTN 1	KFHM 84		
New York City WADO 155	KXET All		
WJIT 168	Sonora KVRN, KVRN- FM 18		
WKDM All	Sweetwater KXOX 5		
New York City Urban Area WGLI 3	Temple KTEM 2		
OHIO			
Fostoria WFJB 8	Texas City KYST 168		
Lorain-Elyria WEOL 2	Victoria KNAL 1		
WRKG 4	KTXX (FM) 4		
Port Clinton WOSE (FM) 1	UTAH		
Sandusky WOSE (FM) 1(D)	Price KOAL 1		
Toledo WCWA 1	Salt Lake City KBBX 40		
Van Wert WERT, WERT- FM 1	KCGL (FM) 63		
Youngstown WBBW 1	WASHINGTON		
OKLAHOMA		Omak KOMW-FM 1	
Lawton KCCO 1	Richland-Pasco- Kennewick KALE 3		
KSwo 1	Walla Walla KTEL 2		
OREGON		WISCONSIN	
Portland KLIO 1	Jackson WYLO 10		
KUIK 3	Racine WRJN 1		
PENNSYLVANIA		WRKR 4	
Lancaster WLPA 3	Sheboygan WHBL 1		
Philadelphia WTEL 41	WYOMING		
PUERTO RICO		Casper KVOC 1	
San Juan WUNO All	Cheyenne KFBC 2		
TEXAS		Rawlins KRAL 1	
TSN Agribusiness Network 7	Torrington KGOS 1		
TSN Spanish Information Service 8			

Radio Stations Regularly Scheduling Foreign Language Programs

Hours per week	Hours per week	Hours per week	Hours per week
AMERICAN SAMOA			
Leone WVUV—Samoan	40		
ARIZONA			
Flagstaff KCLS—Navajo	12		
CALIFORNIA			
Ceres KLOC—Portuguese	9		
Eureka KNCR—Portuguese	2		
Lodi KCVR—Filipino	2		
Los Angeles Urban Area KIKF (FM)—German	1		
KMAX (FM)—Japanese, Farsi, Thai, Arabic, Vietnamese, Arabic, Hungarian, Greek, Korean, Hebrew, Hindi, Romanian, Samoan, Filipino	40		
KTYM—German, Italian, Japanese, Armenian, French, Hungarian, Croatian, Russian, Serbian, Lithuanian, Ukrainian, Romanian	20		
Los Banos KLBS—Portuguese	65		
Los Gatos KRVE (FM)—Portuguese, Persian, Italian	62		
Merced KYOS—Portuguese	2		
Modesto KCEY—Portuguese	2(D)		
KLOC—Portuguese	9(D)		
Oxnard-Ventura KCAO (FM)—German	4		
San Diego KMJC—Portuguese, Greek, Serbian	3		
San Francisco-Oakland KEST—Japanese, German, Farsi, Hindi, Greek, Italian, Indian, Persian, Portuguese, Filipino	20		
Santa Barbara KCAQ (FM)—German	4(D)		
Santa Maria KUH—Portuguese	1		
Turlock KCEY—Portuguese	2		
Yuba City-Marysville KOBO—Hindi	4		
COLORADO			
Durango KIUP—Southern Ute Indian	1		
Greely KFKA—German	1		
CONNECTICUT			
Bridgeport WDJZ—Hungarian, Polish	4		
WRKI (FM)—Portuguese	1(D)		
Danbury WINE—Portuguese	2		
WRKI (FM)—Portuguese	1		
GREENWICH			
WGCH—Italian, Polish, Irish	3		
HARTFORD-NEW BRITAIN			
WIOF (FM)—German, Polish	5(D)		
WMLB—Portuguese, Greek	4		
NEW LONDON-GROTON			
WNLC—Italian	1		
NORWALK			
WNLK—Hungarian, German, Italian	2		
STAMFORD			
WSTC—Italian, Greek, German, Polish	4		
WATERBURY			
WIOF (FM)—German, Polish	5		
WWCO—Italian	3		
DELAWARE			
Wilmington WJBR—Polish, Jewish, Italian	4		
DISTRICT OF COLUMBIA			
Washington WAVA (FM)—Jewish	2		
WFAX—Greek	1		
WPKX-FM, WPKX—Korean	1		
FLORIDA			
Fort Lauderdale-Hollywood WJSR—Jewish, Italian, Greek, French, German	23		
Kissimmee WFIV—German	1		
Orlando Sarasota-Bradenton WAMR—German	1(D)		
Tampa-St. Petersburg WTAN—Italian	2		
WTYM—German	4		
WVTY—Greek	3		
West Palm Beach WCGY—Finnish	1		
WPBR—Finnish	2		
GEORGIA			
Atlanta WGKA—Greek	1		
HAWAII			
Honolulu KCCN—Hawaiian	2		
Kahului KNUI—Filipino	11		
ILLINOIS			
Chicago WSBC—Polish, Ukrainian, Arabic, Hindi, Japanese	12		
Chicago Urban Area WBXX—Polish, Italian, Lithuanian	27		
WCEV—Polish, Lithuanian, Italian, Ukrainian, Serbian, Czech (Slovak), Croatian, Irish	47		
WVXX-FM—German, Polish, Ukrainian, Hungarian, Hindi, Pakistani, Russian, Italian, Armenian, Serbian, Greek, Scottish, Yugoslavian, French	125		
INDIANA			
Gary WLTH—Serbian, Polish	3		
SOUTH BEND			
WNDU—Hungarian, Polish	2		
WSBT—Polish, Hungarian	2		
LOUISIANA			
Abbeville KROF—French	6		
Baton Rouge WYNK—Cajun, French	2		
Houma KHOM (FM)—French	5		
Kaplan KMDL (FM)—French	6		
Lafayette KDEA (FM)—French	1(D)		
KPEL—French	1		
New Iberia KDEA (FM)—French	1		
New Orleans WOCF-FM—French	3		
Thibodaux KHOM (FM)—French	5(D)		
Ville Platte KVPI—French	16		
MAINE			
Biddeford-Saco WHYR (FM)—French	3		
Lewiston-Auburn WCOU—French	3		
Portland WDCS (FM)—Jewish	1		
Waterville WTVL, WTVL-FM—French	1		
MASSACHUSETTS			
Boston WUNR—Italian, Greek, Polish, Irish, Armenian, Portuguese, Indian, Jewish, Vietnamese	60		
Fall River WALE—Portuguese, French, Polish	8		
WMYS (FM)—Polish	2(D)		
WSPR—Portuguese	3		
Lowell WLLH—Greek	2		
Marlboro WSRO—Portuguese	3		
New Bedford WMYS (FM)—Polish	2		
Pittsfield WBEC—Italian	1		
Springfield-Holyoke-Chicopee WHMP—Polish	3		
Worcester WNEB—Swedish, Polish, Greek, Irish, Italian	6		
WORC—Albanian, Greek	4		
MICHIGAN			
Benton Harbor-St. Joseph WHFB-FM—German	2		
Detroit Urban Area WCAR—Polish, Italian, Arabic	18		
Frankenmuth WKNX—German	8		
Jackson WXCM—Polish	2		
NEBRASKA			
Columbus KTTT, KTTT-FM—Polish, Czech (Slovak)	5		
NEW HAMPSHIRE			
Keene WKNE—Polish	2		
WNBX-FM—Polish	2		
Manchester WKBR—French	3		
Nashua WSMN—French	4		
NEW JERSEY			
Trenton WTTM—German, Polish	4		
NEW MEXICO			
Farmington KENN—Navajo	6		
Gallup KGAK—Navajo	28		
KOVO (FM)—Navajo	15		
KYVA—Navajo	6		
Taos KKIT—Pueblo Indian	6		
NEW YORK			
Amsterdam WKOL—Polish	3		
Batavia WBTA—Italian	2		
Buffalo WECK—Polish	3		
WJUL—Italian	2		
Jamestown WJTN—Italian, Swedish	2		
Kingston WKNY—Polish, German, Italian	2		
Oswego WSGO, WSGO-FM—Italian	2		
Utica-Rome WIBX—Polish	3		
WKAL—Polish	2		
WUTO—Polish	4		
OHIO			
Cleveland WJW—Italian, German, Lithuanian, Serbian, Ukrainian	6		
Columbus WRMZ (FM)—German	2		
Dayton WPFB-FM—German	4(D)		
Hamilton-Middletown WPFB-FM—German	4		
Lorain-Elyria WZLE (FM)—Greek	1		
Toledo WCWA—Polish, German	2		
Youngstown WBBW—Hungarian	1		
OKLAHOMA			
Lawton KCCO—German	1		
OREGON			
Portland KAAR—German	2		
PENNSYLVANIA			
Altoona WVAM—Polish, Italian	2		
Philadelphia WTEL—Polish, German, Italian, Ukrainian, Lithuanian, Hungarian	18		
Philadelphia Urban Area WIOI—Italian	1		
Pittsburgh WKPA—Italian	2		
WPTT, WPIT-FM—Lithuanian, Ukrainian, Greek, Hungarian, Italian, German, Slovenian, Serbian, Polish, Slovak, Irish	12		
WVKS (FM)—Yugoslavian, Serbian, Croatian	1		
RHODE ISLAND			
Newport WADK—Portuguese	2		
Woonsocket WWON—French	3		
TEXAS			
Temple KTEM—Czech, German	3		
WASHINGTON			
Seattle KRPM-FM—German	1(D)		
Tacoma KAMT—German	1		
KRPM-FM—German	1		
WISCONSIN			
Jackson WYLO—German, Polish, Greek	10		
Sheboygan WHBL—German	1		
WTKS—Slovenian, German	2		
Stevens Point WXYO—Polish	1		
WYOMING			
Buffalo KBBS—Basque	1		



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STC

**MARKET
DATA
SUMMARY**

**U. S. TOTAL
REGIONAL
STATE
METRO AREA
RANKING TABLE**

**MARKET
DATA
SUMMARY****U. S. TOTAL
REGIONS
STATES
METRO AREA
RANKING TABLES**

“information”

... in its most concrete, legible and condensed form.

“basic information”

... kept up-to-date, month after month.

“factual information”

... that can be used.

...what you've asked for in buying
tools for media selection.

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STANDARD RATE & DATA SERVICE, INC.

Explanation of Summary Rankings

I. Areas of Dominant Influence (ADI) II. Designated Market Areas (DMA)

Arbitron and A. C. Nielsen Company, using their respective and current television audience reports (Arbitron and NSI) established Areas of Dominant Influence (ADI) and Designated Market Areas (DMA) which they have assured SRDS will be redefined on a continuing basis. The latest ADI and DMA definitions were made available to SRDS and married to the National Decision Systems estimates of Gross Household Income, Total Retail Sales and other market data lines.

Areas of Dominant Influence and Designated Market Areas are defined in addition to the traditional MSA's, data for which are presented monthly. ADI's and DMA's are ranked in descending order based on total households. Data are also presented and ranked for television households, gross household income, total retail sales, food store sales, drug store sales, general merchandise store sales, automotive store sales, service station sales, and passenger cars.

Adjustments in size and rank order resulting from ADI and DMA definition changes influenced by facility, programming, network affiliation, color, set sales, etc. will be incorporated routinely upon advice from Arbitron and A. C. Nielsen Company. The user is asked to acquaint himself with "Explanations of Consumer Market Data" and "Metropolitan Statistical Area Definitions" appearing in this issue (see contents page for location) for a complete explanation on definitions, estimating procedures, and sources as they apply to Consumer Market estimates.

DEFINITIONS

Areas of Dominant Influence (ADI)

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measureable viewing patterns. The ADI is an area that consists of all counties in which the home market stations receive a preponderance of viewing. Each county in the United States (excluding Hawaii and portions of Alaska) is allocated exclusively to one ADI. There is no overlap. The estimated television households are therefore additive, and the total of all ADI's represents the total number of television households in the United States as surveyed by Arbitron. Where a county is divided by Arbitron into more than one sampling unit, each unit is analyzed as if it were a county for ADI purposes, and is assigned to an ADI on the basis of the rules described below.

All counties in the forty-eight contiguous states within the United States are assigned to ADI's annually. Markets in non-contiguous states, territories, and possessions (e.g., Anchorage, Fairbanks, Honolulu, San Juan, etc.) may be ADI's if there are station subscribers in those markets. Assignments of counties to these ADI's are effective for the entire 1984-1985 Survey Year.

The ground rules for ADI allocations are relatively simple. Once the estimated total viewing hours for a county, and the percentage of such estimated total viewing hours for each station are determined, Arbitron sums the station percentages by market of origin. The market of origin having the largest total percentage is deemed to be the "dominant influence" in the county under consideration, and that county is allocated for ADI purposes to that market of origin. Counties in which the current ADI market receives a lower percentage than a competing market are considered eligible for reassignment.

In those cases where a competing market obtains the highest share but does not obtain a 1.5 share point advantage over the current market or any other market, an additional analysis is performed. The viewing hours in both Early and Late Fringe day-parts are summed for each market and then divided by the total county viewing hours (for all markets in the Early and Late Fringe day-parts) to determine a new share of Early and Late Fringe viewing hours. The market obtaining the highest share in this additional analysis is then deemed to be the dominant influence.

To reassign a county from one ADI market to another, a minimum of 20 in-tab households is required. In those cases where this minimum is not met with the three survey periods being considered, a multiple year estimate based on a minimum of 20 in-tab households is developed. This estimate is an average of the percentage of total viewing hours for the current year and prior one or two years (as needed to meet the 20 in-tab requirement).

There are exceptions to the general rule:

1. If a county's home station averages at least a 20 share, a Home County is not assigned to the ADI of another market unless the average of the percentages of viewing hours of the stations in the other market is at least 5% greater than the sum of the percentages of viewing hours of the stations in Home County under consideration. A county's home station(s) no longer need(s) to achieve an aggregate 20% share of viewing before the county will be considered for ADI status.
2. In considering the creation of a new ADI market, the criteria for the assignment of counties to an ADI would prevail; in addition, a market must win its Home County, and that Home County must have at least 10,000 television households. In the case of a new ADI which could be created through the application of the 5% rule, the Home Station may waive the application of that rule.
3. Arbitron reserves the right to exercise its judgement in the case of counties with unusual physical features or peculiar marketing considerations.

Designated Market Areas (DMA)

Designated Market Area (DMA) County Assignments are made as follows:

Each spring, using the most recent November, February, May and July measurement intervals, NSI markets are reviewed to determine (a) existing markets that continue to qualify for a DMA, (b) new DMA's, and (c) counties that qualify for reassignment to a different DMA. The requirements and related considerations are:

1. For an NSI market to qualify for a DMA, all counties combined in the Metro/Central Area(s) must meet either of the following conditions:
 - a. the commercial stations assigned to the NSI market must achieve the largest share of the 9 AM to 12 Midnight average quarter-hour household audience in the Metro/Central Area, or —
 - b. one commercial station in the Metro/Central Area must achieve a larger share of the 9 AM to 12 Midnight average quarter-hour household audience than any commercial station outside the market.

In the absence of a Metro/Central Area, the home county(s) of the commercial station(s) in the NSI market will be treated as a Metro/Central Area.

All counties in Metro/Central Area(s) in qualifying NSI markets shall be treated under this paragraph 1, exclusively in combination and not on an individual basis will be assigned to the NSI market's DMA.

If an NSI market with a DMA no longer meets either of the above requirements, it will retain its DMA status if the share difference is not statistically significant.*

2. All other counties (including Metro/Central counties not qualifying under 1 above) will
 - a. remain in the current DMA if the commercial stations in that market achieve the highest average quarter-hour audience share, 9 AM to 12 Midnight, or —
 - b. be reassigned to the market that achieves the highest average quarter-hour audience share provided that the difference from the current market is statistically significant.*
3. Each county (or sub-county) is assigned to one and only one DMA.**
4. In determining DMA county assignments:
 - a. viewing to stations in NSI markets that do not qualify for a DMA is excluded.
 - b. viewing to satellite stations is treated as having originated in the market of the parent.
5. Audience share estimates are generally based on the combined four most recent all-DMA market measurements intervals. Counties may be assigned to DMA's based on less than the four most recent all-DMA market measurements if recent major changes have occurred in transmission facilities (including satellites and translators) or Cable TV penetration, which may have a material bearing on audience shares. Counties may be tested for statistical significance using consecutive DMA reviews, in which case the audience share estimate will be based on all intervals analyzed.

Rank order of Designated Market Areas is based solely on the quantitative estimates provided and is not intended to represent the relative "importance" of individual DMA's which may be ascribed through the application of other marketing and media criteria.

*Greater than can be attributed to chance because only a sample of TV households is surveyed.

**Where a county has been split into two or more sampling areas (SAs) for topographical or other reasons, these sampling areas may be assigned to different DMAs.

Alphabetical Index of ADI/DMA Markets and Rankings

A Quick Reference for Locating Markets in Summary Rankings

Areas of Dominant Influence

Market	Hshld. Rank	Market	Hshld. Rank	Market	Hshld. Rank	Market	Hshld. Rank
Abilene-Sweetwater, TX	156	Detroit, MI	7	Lima, OH	196	Rockford, IL	110
Albany-Schenectady-Troy, NY	49	Dothan, AL	161	Lincoln-Hastings-Kearney, NE	88	Roswell, NM	186
Albany, GA	151	Duluth, MN-Superior, WI	119	Little Rock, AR	56	Sacramento-Stockton, CA	20
Albuquerque, NM	63	El Centro, CA-Yuma, AZ	179	Los Angeles, CA	2	Salinas-Monterey, CA	106
Alexandria, LA	165	El Paso, TX	97	Louisville, KY	45	Salisbury, MD	167
Alexandria, MN	182	Elmira, NY	163	Lubbock, TX	129	Salt Lake City, UT	39
Alpena, MI	210	Erie, PA	136	Macon, GA	141	San Angelo, TX	192
Amarillo, TX	116	Eugene, OR	126	Madison, WI	108	San Antonio, TX	43
Anchorage, AK	171	Eureka, CA	180	Mankato, MN	207	San Diego, CA	25
Ardmore-Ada, OK	171	Evansville, IN	87	Marquette, MI	185	San Francisco, CA	5
Atlanta, GA	16	Fargo, ND	100	McAllen-Brownsville, TX	117	Santa Barbara-Santa Maria-San Luis Obispo, CA	113
Augusta, GA	105	Flagstaff, AZ	206	Medford, OR	155	Sarasota, FL	159
Austin, TX	82	Flint-Saginaw-Bay City, MI	58	Memphis, TN	42	Savannah, GA	107
Bakersfield, CA	149	Florence, SC	150	Meridian, MS	172	Seattle-Tacoma, WA	15
Baltimore, MD	21	Fresno-Visalia, CA	115	Miami, FL	13	Shreveport, LA-Texarkana, AR-TX	52
Bangor, ME	154	Ft. Myers-Naples, FL	144	Milwaukee, WI	29	Sioux City, IA	140
Baton Rouge, LA	90	Ft. Smith, AR	94	Minneapolis-St. Paul, MN	14	Sioux Falls-Mitchell, SD	96
Beaumont-Port Arthur, TX	121	Ft. Wayne, IN	173	Minot-Bismarck-Dickinson, ND	146	South Bend-Elkhart, IN	83
Bend, OR	205	Gainesville, FL	211	Missoula-Butte (Helena), MT	147	Spokane, WA	74
Billings-Hardin (Miles City), MT	181	Glendive, MT	211	Mobile, AL-Pensacola, FL	61	Springfield-Decatur-Champaign, IL	71
Biloxi-Gulfport-Pascagoula, MS	181	Grand Junction, CO	184	Monroe, LA-EI Dorado, AR	112	Springfield, MA	93
Binghamton, NY	133	Grand Rapids-Kalamazoo-Battle Creek, MI	41	Montgomery, AL	122	Springfield, MO	81
Birmingham, AL	48	Great Falls, MT	177	Nashville, TN	31	St. Joseph, MO	188
Bluefield-Beckley-Oak Hill, WV	145	Green Bay, WI	70	New Orleans, LA	35	St. Louis, MO	17
Boise, ID	134	Greensboro-Winston-Salem-High Point, NC	51	New York, NY	1	Syracuse, NY	66
Boston, MA	6	Greenville-New Bern-Washington, NC	101	Norfolk-Portsmouth-Newport News-Hampton, VA	47	Tallahassee-Thomasville, FL	131
Bowling Green, KY	195	Greenville-Spartanburg, SC-Asheville, NC	37	North Platte, NE	209	Tampa-St. Petersburg, FL	18
Bristol-Kingsport-Johnson City/Tri-Cities, TN-VA	85	Greenwood-Greenville, MS	169	Odessa-Midland, TX	148	Terre Haute, IN	128
Buffalo, NY	33	Hagerstown, MD	193	Oklahoma City, OK	36	Toledo, OH	60
Burlington, VT-Plattsburgh, NY	99	Harrisburg-York-Lancaster-Lebanon, PA	46	Omaha, NE	72	Topeka, KS	139
Casper-Riverton, WY	183	Harrisonburg, VA-WV	197	Orlando-Daytona Beach-Melbourne, FL	30	Traverse City-Cadillac, MI	138
Cedar Rapids-Waterloo-Dubuque, IA	78	Hartford-New Haven, CT	22	Ottumwa, IA-Kirksville, MO	201	Tucson, AZ	86
Charleston-Huntington, WV	44	Houston, TX	10	Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	73	Tulsa, OK	54
Charleston, SC	109	Huntsville-Decatur-Florence, AL	91	Palm Springs, CA	178	Tuscaloosa, AL	190
Charlotte, NC	32	Idaho Falls-Pocatello, ID	157	Panama City, FL	176	Twin Falls, ID	203
Chattanooga, TN	80	Indianapolis, IN	24	Parkersburg, WV	198	Tyler, TX	160
Cheyenne, WY	189	Jackson, MS	85	Peoria, IL	98	Utica, NY	158
Chicago, IL	3	Jackson, TN	187	Philadelphia, PA	4	Victoria, TX	204
Chico-Redding, CA	137	Jacksonville, FL	64	Phoenix, AZ	26	Waco-Temple, TX	92
Cincinnati, OH	28	Johnstown-Altoona, PA	79	Pittsburgh, PA	12	Washington, DC	9
Clarksburg-Weston, WV	166	Jonesboro, AR	175	Portland-Poland Spring, ME	76	Watertown-Carthage, NY	170
Cleveland, OH	11	Joplin, MO-Pittsburg, KS	118	Portland, OR	23	Wausau-Rhineland, WI	132
Colorado Springs-Pueblo, CO	103	Kansas City, MO	57	Presque Isle, ME	202	West Palm Beach, FL	65
Columbia-Jefferson City, MO	143	Knoxville, TN	29	Providence, RI-New Bedford, MA	40	Wheeling, WV-Steubenville, OH	127
Columbia, SC	89	La Crosse-Eau Claire, WI	130	Quincy, IL-Hannibal, MO	153	Wichita Falls, TX-Lawton, OK	125
Columbus-Tupelo, MS	135	Lafayette, IN	191	Raleigh-Durham, NC	38	Wichita-Hutchinson, KS	57
Columbus, GA	114	Lafayette, LA	111	Rapid City, SD	162	Wilkes-Barre-Scranton, PA	50
Columbus, OH	34	Lake Charles, LA	174	Reno, NV	123	Wilmington, NC	152
Corpus Christi, TX	124	Lansing, MI	102	Richmond (Charlottesville), VA	55	Yakima, WA	120
Dallas-Ft. Worth, TX	8	Laredo, TX	199	Roanoke-Lynchburg, VA	67	Youngstown, OH	95
Davenport, IA-Rock Island-Moline, IL	75	Las Vegas, NV	104	Rochester, MN-Mason City, IA-Austin, MN	142	Zanesville, OH	200
Dayton, OH	53	Laurel-Hattiesburg, MS	168	Rochester, NY	69		
Denver, CO	19	Lexington, KY	77				
Des Moines, IA	68						

Designated Market Areas

Market	Hshld. Rank	Market	Hshld. Rank	Market	Hshld. Rank	Market	Hshld. Rank
Abilene-Sweetwater, TX	154	Denver, CO	19	Lexington, KY	79	Rockford, IL	111
Ada-Ardmore, OK	171	Des Moines-Ames, IA	71	Lima, OH	193	Roswell, NM	187
Albany-Schenectady-Troy, NY	50	Detroit, MI	7	Lincoln & Hastings-Kearney-Grand Island, NE	88	Sacramento-Stockton, CA	20
Albany, GA	153	Dothan, AL	159	Little Rock-Pine Bluff, AR	56	Salisbury, MD	165
Albuquerque, NM	61	Duluth, MN-Superior, WI	124	Los Angeles, Palm Springs, CA	2	Salt Lake City, UT	38
Alexandria, LA	164	El Paso, TX	103	Louisville, KY	43	San Angelo, TX	194
Alexandria, MN	190	Erie, PA	138	Lubbock, TX	134	San Antonio, Victoria, TX	45
Alpena, MI	204	Eugene, OR	128	Macon, GA	136	San Diego, CA	26
Amarillo, TX	118	Eureka, CA	183	Madison, WI	107	San Francisco-Oakland, CA	5
Anchorage, AK	160	Evansville, IN	90	Mankato, MN	189	Santa Barbara-Santa Maria-San Luis Obispo, CA	114
Atlanta, GA	15	Fairbanks, AK	202	Marquette, MI	188	Savannah, GA	109
Augusta, GA	106	Fargo-Valley City, ND	101	Mason City, IA-Austin-Rochester, MN	144	Seattle-Tacoma, WA	17
Austin, TX	82	Flint-Saginaw-Bay City, MI	58	Medford-Klamath Falls, OR	155	Shreveport, LA	54
Bakersfield, CA	150	Florence, SC	157	Memphis, TN	42	Sioux City, IA	143
Baltimore, MD	21	Fresno (Visalia), CA	62	Meridian, MS	172	Sioux Falls (Mitchell), SD	99
Bangor, ME	152	Ft. Myers-Naples, FL	119	Miami-Ft. Lauderdale, FL	13	South Bend-Elkhart, IN	85
Baton Rouge, LA	89	Ft. Smith, AR	147	Milwaukee, WI	30	Spokane, WA	70
Beaumont-Port Arthur, TX	121	Ft. Wayne, IN	95	Minneapolis-St. Paul, MN	14	Springfield-Holyoke, MA	94
Beckley-Bluefield-Oak Hill, WV	146	Gainesville, FL	169	Minot-Bismarck-Dickinson, ND	145	Springfield, MO	83
Bend, OR	201	Glendive, MT	205	Missoula, MT	173	St. Joseph, MO	181
Billings, MT	166	Grand Junction-Montrose, CO	186	Mobile, AL-Pensacola, FL	64	St. Louis, MO	18
Biloxi-Gulfport, MS	180	Grand Rapids-Kalamazoo-Battle Creek, MI	41	Monroe, LA-EI Dorado, AR	113	Syracuse, Elmira, NY	57
Binghamton, NY	117	Great Falls, MT	179	Monterey-Salinas, CA	108	Tallahassee, FL-Thomasville, GA	132
Birmingham, Anniston, AL	39	Green Bay, WI	68	Montgomery, AL	115	Tampa-St. Petersburg, Sarasota, FL	16
Boise, ID	135	Greensboro-H. Point-W. Salem, NC	52	Nashville, TN Bowling Green, KY	29	Terre Haute, IN	126
Boston, MA	6	Greenville-New Bern-Washington, NC	98	New Orleans, LA	34	Toledo, OH	60
Buffalo, NY	32	Greenville-Spartanburg, SC-Asheville, NC	36	New York, NY	1	Topeka, KS	149
Burlington, VT-Plattsburgh, NY	96	Greenwood-Greenville, MS	168	Norfolk-Portsmouth-Newport News, VA	49	Traverse City-Cadillac, MI	140
Butte, MT	175	Harlingen-Weslaco-Brownville, TX	122	North Platte, NE	203	Tri-Cities, TN-VA	84
Casper-Riverton, WY	185	Harrisburg-Lancaster-Lebanon-York, PA	46	Odessa-Midland, TX	148	Tucson (Nogales), AZ	87
Cedar Rapids-Waterloo, IA	78	Harrisonburg, VA	195	Oklahoma City, OK	35	Tulsa, OK	53
Champaign & Springfield-Decatur, IL	73	Hartford & New Haven, CT	23	Omaha, NE	72	Twin Falls, ID	199
Charleston-Huntington, WV	48	Hattiesburg-Laurel, MS	163	Orlando-Daytona Beach-Melbourne, FL	31	Tyler, TX	158
Charleston, SC	110	Honolulu, HI	77	Ottumwa, IA-Kirksville, MO	192	Utica, NY	156
Charlotte, NC	33	Houston, TX	10	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	75	Victoria, TX	200
Chattanooga, TN	81	Huntsville-Decatur, Florence, AL	91	Panama City, FL	177	Waco-Temple, TX	93
Cheyenne-Scottsbluff-Sterling, CO	184	Idaho Falls-Pocatello, ID	161	Parkersburg, WV	182	Washington, DC	8
Chicago, IL	3	Indianapolis, IN	22	Peoria, IL	100	Watertown, NY	176
Chico-Redding, CA	139	Jackson, MS	86	Philadelphia, PA	4	Wausau-Rhineland, WI	133
Cincinnati, OH	28	Jackson, TN	66	Phoenix, Flagstaff, AZ	25	West Palm Beach-Ft. Pierce, FL	65
Clarksburg-Weston, WV	167	Jacksonville, FL	60	Portland-Poland Spring, ME	74	Wheeling, WV-Steubenville, OH	120
Cleveland, Akron, OH	11	Johnstown-Altoona, PA	74	Portland, OR	24	Wichita Falls, TX & Lawton, OK	130
Colorado Springs-Pueblo, CO	102	Jonesboro, AR	174	Presque Isle, ME	198	Wichita-Hutchinson, Ensign, Garden City, Great Bend, Hays, KS	59
Columbia-Jefferson City, MO	141	Joplin, MO-Pittsburg, KS	123	Providence, RI-New Bedford, MA	44	Wilkes-Barre-Scranton, PA	47
Columbus-Tupelo, MS	142	Kansas City, MO	63	Quincy, IL-Hannibal, MO-Keokuk, IA	151	Wilmington, NC	129
Columbus, GA	116	Knoxville, TN	27	Raleigh-Durham, NC	40	Yakima, WA	125
Columbus, OH	37	La Crosse-Eau Claire, WI	137	Rapid City, SD	162	Youngstown, OH	97
Corpus Christi, TX	127	Lafayette, LA	112	Reno, NV	131	Yuma, AZ-EI Centro, CA	178
Dallas-Ft. Worth, TX	9	Lake Charles, LA	170	Richmond-Petersburg, Charlottesville, VA	55	Zanesville, OH	197
Davenport-Rock Island-Moline, IL	76	Lansing, MI	104	Roanoke-Lynchburg, VA	67		
Dayton, OH	51	Laredo, TX	196	Rochester, NY	69		
		Las Vegas, NV	105				

Summary Rankings—I. Areas Of Dominant Influence—Continued

AREAS OF DOMINANT INFLUENCE

As defined by ARB 1984

	Total Households (4/1/84)	% of U.S.	Television Households (4/1/84)	% Penet.	Gross HH Income (000) (4/1/84)	Total Retail Sales (000) (4/1/84)	Food Store Sales (000) (4/1/84)	Drug Store Sales (000) (4/1/84)	General Merchandise Store Sales (000) (4/1/84)	Automotive Store Sales (000) (4/1/84)	Service Station Sales (000) (4/1/84)	Passenger Cars (4/1/84)	ADI Rankings									
													Households	TV Hshlds.	Gr HH Inc	T.R.S.	Food	Drug	Gen. Mlse.	Automotive	Serv. Sta.	Pass. Cars
Sioux Falls-Mitchell, SD	225.7	.27	223,500	99.0	4,862,400	2,978,150	665,378	108,436	457,335	501,868	266,559	410,330	96	96	110	102	98	97	98	103	99	92
El Paso, TX	223.8	.27	221,500	99.0	5,400,700	3,039,860	674,046	108,754	460,224	513,191	271,280	377,360	97	97	102	98	97	96	97	98	97	96
Peoria, IL	213.3	.25	209,000	98.0	6,281,300	3,216,850	693,605	107,669	461,691	546,621	283,986	362,450	98	99	85	94	96	98	96	94	96	99
Burlington, VT-Plattsburgh, NY	213.2	.25	208,900	98.0	5,330,980	2,980,590	655,705	104,675	444,563	504,121	265,175	327,170	99	100	105	101	100	99	99	101	100	107
Fargo, ND	212.9	.25	210,700	99.0	5,380,030	2,980,880	655,346	104,526	444,062	504,247	265,134	377,960	100	98	103	100	101	100	100	100	101	95
Greenville-New Bern-Washington, NC	210.0	.25	207,900	99.0	4,700,040	2,811,450	625,976	101,553	428,960	474,166	251,300	339,910	101	101	114	105	104	104	104	105	105	100
Lansing, MI	208.0	.25	206,000	99.0	5,592,200	3,043,620	661,478	103,839	443,550	516,243	269,513	356,820	102	102	101	97	99	101	101	97	98	103
Colorado Springs-Pueblo, CO	205.7	.24	201,600	98.0	5,872,970	2,992,390	651,333	102,464	437,357	507,375	265,132	373,230	103	103	92	99	102	102	102	99	102	98
Las Vegas, NV	204.0	.24	200,000	98.0	5,821,360	2,970,680	646,449	101,661	433,980	503,722	263,183	353,140	104	104	94	103	103	103	103	102	103	101
Augusta, GA	201.7	.24	197,700	98.0	4,504,490	2,696,360	600,605	97,492	411,728	454,708	241,053	324,480	105	105	118	109	107	106	106	109	109	108
Savannah-Monterey, CA	197.7	.23	189,800	96.0	5,622,220	2,848,480	621,574	98,126	418,337	482,692	252,627	347,350	106	107	99	104	105	105	105	104	104	102
Savannah, GA	193.9	.23	190,000	98.0	4,530,360	2,597,460	578,201	93,774	396,142	438,099	232,153	309,370	107	106	117	112	111	108	110	112	112	113
Madison, WI	191.8	.23	188,000	98.0	5,187,160	2,767,910	603,754	95,261	406,199	469,080	245,443	306,650	108	108	106	106	106	107	107	107	106	114
Charleston, SC	186.9	.22	183,200	98.0	4,763,330	2,627,480	577,210	91,968	390,848	444,546	233,632	295,610	109	110	112	111	112	112	112	111	111	121
Rockford, IL	186.3	.22	184,400	99.0	5,064,020	2,750,400	596,340	93,304	399,003	466,762	243,327	313,940	110	109	107	108	109	110	109	108	108	110
Lafayette, LA	186.1	.22	182,400	98.0	5,856,700	2,765,120	598,532	93,426	399,852	469,441	244,472	312,680	111	111	93	107	108	109	108	106	107	111
Monroe, LA-EI Dorado, AR	185.6	.22	181,900	98.0	4,059,590	2,441,100	546,193	89,184	375,896	411,222	218,617	301,930	112	112	122	116	114	113	113	117	116	118
Santa Barbara-Santa Maria-San Luis Obispo, CA	185.4	.22	178,000	96.0	5,348,430	2,668,730	582,468	91,979	392,091	452,210	236,703	334,570	113	113	104	110	110	111	111	110	110	105
Columbus, GA	179.6	.21	176,000	98.0	3,824,370	2,343,960	525,625	86,075	362,440	394,647	210,100	283,280	114	114	127	121	119	116	117	121	121	124
Ft. Myers-Naples, FL	179.4	.21	175,800	98.0	4,868,170	2,456,040	543,403	87,419	370,307	414,843	218,992	273,400	115	115	109	115	116	114	114	115	115	129
Amarillo, TX	177.5	.21	175,700	99.0	4,538,090	2,477,890	545,337	87,104	369,869	419,057	220,486	338,440	116	116	116	114	115	115	115	114	114	104
McAllen-Brownsville, TX	174.6	.21	171,100	98.0	3,843,060	2,271,470	509,880	83,605	351,889	382,348	203,682	273,630	117	118	126	124	122	120	122	124	124	128
Joplin, MO-Pittsburg, KS	174.6	.21	171,100	98.0	3,674,240	2,271,720	509,879	83,593	351,854	382,401	203,696	306,510	118	119	134	123	123	121	123	123	123	115
Duluth, MN-Superior, WI	173.7	.21	172,000	98.0	3,944,340	2,383,480	527,022	84,714	358,947	402,646	212,471	279,250	119	117	124	120	118	118	119	120	120	125
Yakima, WA	171.2	.20	164,400	96.0	4,449,380	2,437,110	533,535	84,606	360,145	412,671	216,414	318,310	120	122	119	117	117	119	118	116	117	109
Beaumont-Port Arthur, TX	169.5	.20	167,800	99.0	4,884,020	2,527,870	545,603	85,194	364,806	429,265	223,406	302,270	121	120	108	113	113	117	116	113	113	117
Montgomery, AL	167.4	.20	165,700	99.0	3,758,610	2,231,740	497,457	80,822	341,223	376,294	199,570	271,870	122	121	128	126	125	125	125	126	126	130
Reno, NV	165.9	.20	160,900	97.0	4,649,040	2,406,390	524,192	82,553	352,237	409,243	213,275	311,290	123	126	115	119	121	123	121	119	119	112
Corpus Christi, TX	165.8	.20	162,500	98.0	4,793,660	2,413,520	525,230	82,604	352,118	409,243	213,826	287,250	124	124	111	118	120	122	120	118	118	123
Wichita Falls, TX-Lawton, OK	165.1	.20	163,500	99.0	4,325,540	2,306,530	507,551	81,053	344,197	390,090	205,226	296,630	125	123	120	122	124	124	124	122	122	120
Eugene, OR	164.8	.20	158,300	96.0	3,703,370	2,222,080	493,777	79,898	337,783	374,940	198,467	303,900	126	128	131	127	127	126	126	127	127	116
Wheeling, WV-Stuebenville, OH	162.9	.19	161,300	99.0	3,732,340	2,248,060	496,299	79,606	337,548	379,911	200,277	259,330	127	125	129	125	126	127	127	125	125	135
Terre Haute, IN	161.1	.19	157,900	98.0	3,549,030	2,150,920	479,273	77,832	328,649	362,698	192,317	275,140	128	129	138	131	130	129	129	131	131	127
Lubbock, TX	159.9	.19	158,300	99.0	4,115,320	2,214,260	488,114	78,137	331,543	374,328	197,152	299,100	129	127	121	128	128	128	128	128	128	119
La Crosse-Eau Claire, WI	158.1	.19	154,900	98.0	3,855,740	2,182,000	481,702	77,262	327,612	368,750	194,390	265,050	130	130	125	130	129	130	130	130	129	131
Tallahassee-Thomasville, FL	156.3	.19	153,200	98.0	3,532,870	2,078,750	463,676	75,402	318,244	353,441	185,939	253,830	131	131	139	134	133	132	133	134	134	136
Wausau-Rhineland, WI	153.6	.18	150,500	98.0	3,681,560	2,122,320	468,346	75,081	318,420	358,696	189,045	260,630	132	132	132	132	132	133	132	132	132	134
Binghamton, NY	153.4	.18	150,300	98.0	3,962,830	2,184,220	478,099	75,799	322,680	369,862	193,945	234,530	133	133	123	129	131	131	131	129	130	146
Boise, ID	152.2	.18	149,100	98.0	3,491,360	2,048,090	455,311	73,716	311,588	345,546	182,957	292,740	134	134	140	135	135	134	135	137	135	122
Columbus-Tupelo, MS	149.7	.18	146,700	98.0	2,904,220	1,894,970	428,682	70,997	297,288	318,377	170,442	253,720	135	135	149	144	144	139	139	145	144	137
Erie, PA	149.4	.18	146,400	98.0	3,676,610	2,100,620	461,377	73,492	312,359	355,421	186,770	222,460	136	136	133	133	134	135	134	133	133	149
Chico-Redding, CA	148.9	.18	142,900	96.0	3,280,530	1,957,820	438,074	71,533	301,498	329,805	175,338	277,820	137	139	143	142	137	137	137	142	141	126
Traverse City-Cadillac, MI	148.8	.18	144,100	97.0	3,175,920	1,958,860	438,017	71,462	301,284	330,035	175,386	251,350	138	138	144	141	138	138	138	141	140	139
Topeka, KS	147.7	.18	144,700	98.0	3,624,780	2,044,520	450,976	72,253	306,487	345,584	182,083	260,800	139	137	135	136	136	136	136	136	136	133
Sioux City, IA	142.9	.17	141,500	99.0	3,386,270	1,950,200	431,858	69,555	294,519	329,336	173,948	250,580	140	140	141	143	142	141	142	143	143	142
Macon, GA	141.2	.17	138,400	99.0	3,556,740	1,985,580	436,096	69,462	295,234	335,960	176,539	234,250	141	142	137	139	141	142	141	139	139	147
Rochester, MN-Mason City, IA-Austin, MN	141.1	.17	139,700	99.0	3,596,310	1,995,710	437,626	69,555	295,847	337,799	177,331	246,910	142	141	136	138	139	140	140	138	138	143
Columbia-Jefferson City, MO	140.9	.17	138,100	98.0	3,175,290	1,893,500	421,141	68,226	288,323	319,429	169,179	244,950	143	143	145	145	145	143	145	144	145	144
Flt. Smith, AR	140.6	.17	137,800	98.0	3,016,940	1,818,380	408,775	67,155	282,470	305,375	163,148	250,740	144	144	148	149	147	147	147	149	149	141
Bluefield-Beckley-Oak Hill, WV	140.0	.17	137,200	98.0	3,106,440	1,871,780	416,929	67,676	285,811	315,654	167,335	224,470	145	145	146	146	146	145	146	146	146	148
Minot-Bismarck-Dickinson, ND	137.2	.16	134,400	98.0	3,713,810	1,973,620	430,175	67,803	289,219	334,529	174,959	262,130	146	146	130	140	143					

Summary Rankings—I. Areas Of Dominant Influence—Continued

AREAS OF DOMINANT INFLUENCE

As defined by ARB 1984

	Total Households (000) (4/1/84)	% of U.S.	Television Households (4/1/84)	% Penet.	Gross Income (000) (4/1/84)	Total Retail Sales (000) (4/1/84)	Food Store Sales (000) (4/1/84)	Drug Store Sales (000) (4/1/84)	General Merchandise Store Sales (000) (4/1/84)	Automotive Store Sales (000) (4/1/84)	Service Station Sales (000) (4/1/84)	Passenger Cars (4/1/84)	Households	ADI Rankings									
														TV Hshlds.	Gr HH Inc	T.R.S.	Food	Drug	Gen. Mdse.	Automotive	Serv. Sta.	Pass. Cars	
Bowling Green, KY.....	40.7	.05	39,900	98.0	872,260	531,390	119,178	19,519	82,187	89,466	47,633	70,700	195	195	197	196	195	195	196	196	194		
Lima, OH.....	39.2	.05	38,500	98.0	901,880	536,877	118,816	19,121	80,987	90,677	47,875	65,840	196	196	195	195	196	196	196	195	195		
Harrisonburg, VA-WV.....	37.8	.04	37,100	98.0	852,454	504,019	112,367	18,261	77,088	84,979	45,074	68,610	197	197	199	197	197	197	197	197	195		
Parkersburg, WV.....	34.0	.04	33,700	99.0	860,470	484,087	106,010	16,818	71,579	81,963	42,992	54,600	198	198	198	198	198	198	198	198	198		
Laredo, TX.....	32.1	.04	31,400	98.0	720,903	422,276	94,449	15,415	64,980	71,142	37,812	46,640	199	199	200	199	199	199	199	199	204		
Zanesville, OH.....	30.2	.04	29,600	98.0	679,495	408,914	90,737	14,654	61,993	69,021	36,502	49,710	200	200	202	201	200	200	200	201	200		
Ottumwa, IA-Kirksville, MO.....	28.7	.03	28,100	98.0	539,005	357,335	81,211	13,529	56,643	59,969	32,199	49,040	201	201	207	204	203	202	203	204	203		
Presque Isle, ME.....	28.5	.03	27,700	97.0	691,630	394,274	87,012	13,950	59,161	66,636	35,121	43,930	202	202	201	202	202	201	201	202	202		
Twin Falls, ID.....	26.8	.03	26,300	98.0	615,532	358,093	79,772	12,951	54,690	60,387	32,015	52,240	203	203	203	203	204	204	204	203	204		
Victoria, TX.....	26.2	.03	25,700	98.0	903,295	410,547	87,673	13,422	57,832	69,915	36,110	48,610	204	204	194	200	201	203	202	200	201		
Bend, OR.....	26.1	.03	24,500	94.0	572,917	343,948	76,904	12,545	52,894	57,950	30,794	51,070	205	205	205	206	206	205	205	206	200		
Flagstaff, AZ.....	25.3	.03	24,500	97.0	612,283	353,351	77,756	12,417	52,731	59,760	31,440	46,390	206	205	204	205	205	206	206	205	205		
Mankato, MN.....	22.8	.03	22,600	99.0	554,277	315,561	69,594	11,147	47,290	53,341	28,102	39,330	207	207	206	207	207	207	207	207	207		
Selma, AL.....	17.5	.02	17,100	98.0	341,614	220,958	49,990	8,280	34,734	37,123	19,875	24,770	208	208	209	209	208	208	208	209	209		
North Platte, NE.....	16.2	.02	16,000	99.0	387,863	223,585	49,332	7,907	33,536	37,790	19,915	30,930	209	209	208	208	209	209	209	208	208		
Alpena, MI.....	14.9	.02	14,400	96.0	295,058	193,151	43,448	7,144	30,039	32,496	17,334	25,050	210	210	210	210	210	210	210	210	209		
Glendive, MT.....	4.9	.01	4,600	94.0	134,158	73,382	15,863	2,471	10,584	12,462	6,485	9,770	211	211	211	211	211	211	211	211	211		

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

Summary Rankings—II. Designated Market Areas

DESIGNATED MARKET AREAS

As defined by NSI 1984

	Total Households (4/784)	% of U.S.	Television Households (4/784)	% Penet.	Gross HH Income (4/784)	Total Retail Sales (4/784)	Food Store Sales (4/784)	Drug Store Sales (4/784)	General Merchandise Store Sales (4/784)	Automotive Store Sales (4/784)	Service Station Sales (4/784)	Passenger Cars (4/784)	DMA Rankings										
													Households	TV Hshlds.	Gr HH Inc	T.R.S.	Food	Drug	Gen. Mdse.	Automotive	Serv. Sta.	Pass. Cars	
New York, NY	6,541.1	7.75	6,410,200	98.0	218,359,000	99,305,900	21,375,900	3,310,210	14,206,200	16,881,000	8,761,150	7,255,400	1	1	1	1	1	1	1	1	1	2	
Los Angeles, Palm Springs, CA	4,492.4	5.32	4,402,500	98.0	142,730,000	66,914,200	14,474,500	2,257,240	9,663,810	11,361,900	5,914,570	7,505,910	2	2	2	2	2	2	2	2	2	1	
Chicago, IL	2,957.6	3.51	2,898,400	98.0	92,582,200	45,075,000	9,693,040	1,498,930	6,436,000	7,664,010	3,975,210	4,074,970	3	3	3	3	3	3	3	3	3	3	
Philadelphia, PA	2,408.6	2.85	2,384,500	98.0	72,227,200	36,101,400	7,796,610	1,213,060	5,197,530	6,132,240	3,189,040	3,405,040	4	4	4	4	4	4	4	4	4	4	
San Francisco-Oakland, CA	2,079.9	2.47	2,017,600	97.0	71,151,400	32,350,700	6,920,990	1,062,310	4,573,130	5,506,980	2,847,430	3,385,270	5	5	5	5	5	5	5	5	5	5	
Boston, MA, Manchester, NH, Worcester, MA	1,892.3	2.24	1,873,300	99.0	60,188,800	28,825,500	6,199,430	958,841	4,116,760	4,901,000	2,542,260	2,655,760	6	6	6	6	6	6	6	6	6	7	
Detroit, MI	1,580.2	1.87	1,564,400	99.0	46,216,000	23,691,600	5,116,130	795,921	3,410,370	4,024,360	2,092,750	2,556,460	7	7	7	7	7	7	7	7	8	8	
Washington, DC, Hagerstown, MD	1,501.5	1.78	1,471,400	98.0	55,926,500	23,982,400	5,096,860	774,770	3,346,630	4,088,560	2,105,560	2,362,140	8	8	8	8	8	8	8	8	9	10	
Dallas-Ft. Worth, TX	1,490.2	1.77	1,460,400	98.0	46,331,600	22,267,100	4,812,760	749,666	3,210,780	3,781,610	1,967,580	2,700,320	9	9	9	9	9	9	9	9	9	10	
Houston, TX	1,390.7	1.65	1,362,900	98.0	50,151,000	21,945,500	4,677,960	714,239	3,080,400	3,738,780	1,928,920	2,436,090	10	11	11	10	10	10	10	10	10	9	
Cleveland, Akron, OH	1,376.9	1.63	1,363,100	99.0	38,443,700	20,296,100	4,402,300	689,164	2,946,570	3,444,080	1,795,860	2,201,640	11	10	11	11	11	11	11	11	11	11	
Pittsburgh, PA	1,187.9	1.41	1,176,100	99.0	32,866,700	17,388,800	3,778,630	593,058	2,533,420	2,949,490	1,539,700	1,702,280	12	12	13	12	12	12	12	12	12	16	
Miami-Ft. Lauderdale, FL	1,179.5	1.40	1,155,900	98.0	35,627,700	17,153,600	3,733,920	587,448	2,507,390	2,908,430	1,519,870	1,654,140	13	13	12	13	13	13	13	13	13	17	
Minneapolis-St. Paul, MN	1,121.5	1.33	1,110,300	99.0	32,709,600	16,677,300	3,609,140	563,183	2,410,600	2,831,490	1,474,360	1,886,930	14	14	14	14	14	14	14	14	14	14	
Atlanta, GA	1,118.5	1.33	1,096,100	98.0	32,176,400	16,365,400	3,556,650	558,305	2,384,830	2,775,830	1,449,150	1,926,100	15	15	16	16	16	16	16	16	16	13	
Tampa-St. Petersburg, Sarasota, FL	1,113.9	1.32	1,091,600	98.0	28,703,100	15,390,500	3,396,670	544,597	2,309,540	2,601,120	1,370,960	1,639,750	16	16	18	17	17	17	17	17	17	19	
Seattle-Tacoma, WA	1,113.8	1.32	1,080,400	97.0	32,187,100	16,514,300	3,576,570	558,699	2,390,530	2,803,330	1,460,380	1,972,430	17	17	15	15	15	15	15	15	15	12	
St. Louis, MO	1,022.9	1.21	1,002,500	98.0	28,258,100	14,951,600	3,250,280	510,410	2,179,960	2,535,870	1,324,100	1,642,480	18	18	19	18	18	18	18	18	18	18	
Denver, CO	927.3	1.10	908,800	98.0	31,288,700	14,407,300	3,083,130	473,431	2,037,770	2,452,360	1,268,240	1,702,560	19	19	19	19	19	19	19	19	19	15	
Sacramento-Stockton, CA	877.1	1.04	859,500	98.0	22,982,000	12,463,700	2,729,800	433,147	1,843,410	2,110,230	1,106,960	1,560,050	20	20	22	22	22	20	20	22	22	20	
Baltimore, MD	841.9	1.00	833,500	99.0	26,088,600	12,837,200	2,760,170	426,749	1,832,470	2,182,750	1,132,070	1,232,690	21	21	21	21	20	21	21	21	21	26	
Indianapolis, IN	836.5	0.99	819,800	98.0	21,584,100	11,940,300	2,612,060	413,791	1,762,010	2,022,170	1,059,990	1,423,500	22	23	24	23	23	23	23	23	23	21	
Hartford & New Haven, CT	830.1	0.98	821,800	99.0	26,583,200	12,846,900	2,751,860	423,158	1,820,490	2,186,270	1,131,290	1,341,750	23	22	20	20	21	22	22	20	21	24	
Portland, OR	793.5	0.94	769,700	97.0	20,877,100	11,360,700	2,483,260	392,948	1,673,900	1,924,370	1,008,220	1,382,000	24	24	26	24	24	24	24	24	24	22	
Phoenix, Flagstaff, AZ	769.7	0.91	746,600	97.0	21,055,000	11,091,000	2,420,150	382,052	1,628,800	1,879,450	983,635	1,363,550	25	25	25	26	26	25	25	26	26	23	
San Diego, CA	765.2	0.91	742,200	97.0	22,490,100	11,138,200	2,423,770	381,164	1,627,150	1,888,640	986,770	1,303,270	26	26	23	25	25	26	26	25	25	25	
Kansas City, MO	704.9	0.84	690,800	99.0	18,959,000	10,165,100	2,217,620	349,972	1,492,910	1,722,630	901,440	1,196,460	27	27	28	27	27	27	27	27	27	27	
Cincinnati, OH	689.5	0.82	682,600	99.0	18,349,200	9,947,990	2,170,010	342,405	1,460,010	1,685,880	882,148	1,108,710	28	28	29	29	28	28	28	29	29	29	
Nashville, TN Bowling Green, KY	684.6	0.81	670,900	99.0	16,417,500	9,359,000	2,071,590	333,458	1,412,250	1,580,650	834,635	1,182,650	29	29	30	30	30	30	30	30	30	30	
Milwaukee, WI	664.9	0.79	658,300	99.0	19,614,300	10,042,000	2,164,550	335,860	1,440,400	1,706,490	886,411	1,012,310	30	30	33	30	29	29	29	28	28	35	
Orlando-Daytona Beach-Melbourne, FL	634.9	0.75	622,300	99.0	16,935,100	8,934,500	1,962,080	312,477	1,328,190	1,511,760	794,339	1,021,200	31	31	32	33	31	31	31	31	33	33	
Buffalo, NY	621.1	0.74	614,900	99.0	16,328,000	8,987,350	1,958,880	308,747	1,316,990	1,523,370	796,715	876,370	32	32	34	31	32	32	32	32	31	42	
Charlotte, NC	617.7	0.73	605,400	98.0	15,090,600	8,584,170	1,891,540	302,633	1,284,340	1,451,320	764,195	1,081,260	33	33	36	35	34	34	34	34	35	31	
New Orleans, LA	609.3	0.72	597,100	98.0	18,206,400	8,980,770	1,948,010	304,966	1,303,890	1,523,950	794,653	890,930	34	34	30	32	33	33	33	33	31	40	
Oklahoma City, OK	591.9	0.70	580,100	98.0	17,902,200	8,701,000	1,888,700	295,982	1,265,030	1,476,230	770,112	1,076,900	35	35	31	34	35	35	35	34	34	32	
Greenville-Spartanburg, SC-Asheville, NC	591.5	0.70	579,700	98.0	13,568,900	8,003,810	1,776,670	287,075	1,214,250	1,350,860	714,571	1,018,290	36	36	44	38	38	36	37	38	38	34	
Columbus, OH	579.2	0.69	573,400	99.0	14,724,900	8,174,290	1,793,630	285,320	1,213,240	1,383,400	726,515	959,350	37	37	37	37	37	37	37	37	37	37	
Salt Lake City, UT	573.8	0.68	562,400	99.0	15,792,200	8,411,660	1,827,160	286,615	1,224,590	1,426,920	744,701	1,104,360	38	38	35	36	36	37	36	37	36	30	
Birmingham, Anniston, AL	563.1	0.67	551,800	98.0	13,099,600	7,638,610	1,694,400	273,523	1,157,300	1,289,430	681,777	960,560	39	39	46	40	40	39	40	40	40	36	
Raleigh-Durham, NC	555.5	0.66	544,400	98.0	13,255,200	7,610,570	1,683,560	270,776	1,147,100	1,285,540	678,549	930,090	40	41	45	41	41	41	41	41	41	39	
Grand Rapids-Kalamazoo-Battle Creek, MI	550.8	0.65	545,300	99.0	13,703,300	7,777,640	1,706,360	271,388	1,154,060	1,316,310	691,224	847,990	41	40	39	39	39	40	40	39	39	38	
Memphis, TN	549.6	0.65	538,700	98.0	12,454,500	7,336,310	1,634,730	265,479	1,120,990	1,237,070	655,953	851,320	42	42	50	44	42	42	42	44	44	44	
Louisville, KY	524.5	0.62	514,000	98.0	12,905,700	7,296,840	1,607,370	257,056	1,091,070	1,233,770	649,513	872,440	43	44	47	45	45	44	45	46	45	43	
Providence, RI-New Bedford, MA	522.2	0.62	517,000	99.0	13,592,800	7,463,430	1,632,120	258,424	1,100,610	1,264,090	662,467	758,800	44	43	43	43	44	43	43	43	43	53	
San Antonio, Victoria, TX	519.5	0.62	503,900	97.0	13,630,300	7,293,100	1,602,580	255,432	1,085,420	1,233,850	648,558	881,890	45	45	41	46	46	46	46	46	46	41	
Harrisburg-Lancaster-Lebanon-York, PA	511.4	0.61	501,100	98.0	13,919,100	7,521,810	1,632,420	255,570	1,093,190	1,276,230	665,695	839,660	46	46	38	42	43	45	44	42	42	45	
Wilkes Barre-Scranton, PA	491.2	0.58	486,300	99.0	11,237,000	6,672,870	1,479,600	238,723	1,010,230	1,126,520	595,490	719,650	47	47	56	50	49	48	49	50	50	58	
Charleston-Huntington, WV	488.8	0.58	479,000	98.0	10,687,600	6,544,330	1,456,960	236,335	998,321	1,103,760	584,939	789,190	48	48	48	48	48	48	48	48	48	48	
Norfolk-Portsmouth-Newport News, VA	488.6	0.58	478,900	98.0	13,675,000	7,129,410	1,550,550	243,648	1,040,390	1,209,050	631,483	770,010	49	49	40	47	47	47	47	47	47	52	
Albany-Schenectady-Troy, NY	477.8	0.57	473,000	99.0	12,746,600	6,891,070	1,503,330	237,241	1,011,550	1,167,800	611,095	686,600	50	50	48	48	48	48	48	48	48	60	
Dayton, OH	464.4	0.55	459,700	99.0	11,652,700	6,566,17																	

Summary Rankings—II. Designated Market Areas—Continued

DESIGNATED MARKET AREAS	Total Households (4/1/84)	% of U.S.	Television Households (4/1/84)	% Penet.	Gross HH Income (000) (4/1/84)	Total Retail Sales (000) (4/1/84)	Food Store Sales (000) (4/1/84)	Drug Store Sales (000) (4/1/84)	General Merchandise Store Sales (000) (4/1/84)	Automotive Store Sales (000) (4/1/84)	Service Station Sales (000) (4/1/84)	Passenger Cars (4/1/84)	DMA Rankings									
													Households	TV Hshlds.	Gr HH Inc	T.R.S.	Food	Drug	Gen. Mds.	Automotive	Serv. Sta.	Pass. Cars
Burlington, VT-Plattsburgh, NY	228.6	.27	224,000	98.0	5,690,440	3,190,910	702,275	112,174	476,319	539,641	283,934	350,570	96	97	98	97	97	97	97	97	98	103
Youngstown, OH	228.5	.27	226,200	99.0	5,932,610	3,303,860	720,268	113,559	484,347	559,980	292,907	375,550	97	96	92	93	94	95	94	93	94	98
Greenville-New Bern-Washington, NC	225.2	.27	220,700	98.0	5,074,100	3,018,840	671,886	108,944	460,260	509,191	269,796	365,150	98	98	108	101	99	98	99	101	100	99
Sioux Falls (Mitchell), SD	219.1	.26	214,700	98.0	4,727,150	2,892,910	646,212	105,286	444,090	487,525	258,911	398,370	99	99	115	104	104	100	101	104	104	99
Peoria, IL	213.3	.25	209,000	98.0	6,281,300	3,216,850	693,605	107,669	461,691	546,621	283,986	362,450	100	100	86	95	98	99	98	95	97	100
Fargo-Valley City, ND	212.9	.25	208,600	98.0	5,380,030	2,980,880	655,346	104,526	444,062	504,247	265,134	377,960	101	101	104	103	102	102	102	103	103	97
Colorado Springs-Pueblo, CO	210.1	.25	205,900	98.0	5,999,710	3,058,540	665,626	104,690	446,890	518,610	270,976	382,780	102	103	90	99	100	101	100	99	99	96
El Paso, TX	208.5	.25	204,300	98.0	5,039,470	2,830,270	627,706	101,306	428,666	477,783	252,596	349,720	103	104	110	107	105	105	105	107	107	104
Lansing, MI	208.0	.25	206,000	99.0	5,592,200	3,043,620	661,478	103,839	443,550	516,243	269,513	356,820	104	102	103	100	101	103	103	100	101	101
Las Vegas, NV	205.8	.24	201,700	98.0	5,862,620	2,995,690	651,956	102,541	437,716	507,951	265,409	356,780	105	105	93	102	103	104	104	102	102	102
Augusta, GA	204.9	.24	200,800	98.0	4,563,040	2,734,470	609,305	98,949	417,817	461,098	244,493	328,630	106	106	117	110	108	107	108	110	108	109
Madison, WI	199.7	.24	195,700	98.0	5,370,230	2,874,170	627,361	99,079	422,343	487,012	254,933	320,020	107	107	105	105	106	106	106	105	105	111
Monterey-Salinas, CA	197.7	.23	191,800	97.0	5,622,220	2,848,480	621,574	98,126	418,337	482,692	252,627	347,350	106	108	100	106	107	108	107	106	106	105
Savannah, GA	188.0	.22	182,400	97.0	4,436,570	2,528,120	562,192	91,055	384,830	426,507	285,865	300,630	109	111	122	115	114	113	115	115	115	118
Charleston, SC	186.9	.22	183,200	98.0	4,763,330	2,627,480	577,210	91,968	390,848	444,546	233,632	295,610	110	110	113	113	112	112	112	113	112	122
Rockford, IL	186.3	.22	184,400	99.0	5,064,020	2,750,400	596,340	93,304	390,903	466,762	243,327	313,940	111	109	109	109	110	110	110	109	110	113
Lafayette, LA	186.1	.22	182,400	98.0	5,856,700	2,765,120	598,532	93,426	399,852	469,441	244,672	312,680	112	112	94	108	109	109	109	108	109	114
Monroe, AL-El Dorado, AR	185.6	.22	181,900	98.0	4,059,590	2,441,100	546,193	89,184	375,896	411,222	218,617	301,930	113	113	126	122	118	115	117	122	121	117
Santa Barbara-Santa Maria-San Luis Obispo, CA	185.4	.22	179,800	97.0	5,348,430	2,668,730	582,468	91,979	392,091	452,210	236,703	334,570	114	114	106	111	111	111	111	111	111	107
Montgomery, AL	184.9	.22	179,300	97.0	4,100,230	2,452,700	547,447	89,102	375,957	413,417	219,445	296,490	115	115	125	121	117	116	116	121	117	120
Columbus, GA	181.3	.21	177,700	98.0	3,860,980	2,367,060	530,802	86,922	366,008	398,537	212,170	285,960	116	116	129	124	123	120	121	124	124	126
Binghamton, NY	181.1	.21	177,500	98.0	4,562,110	2,553,640	560,483	89,192	379,213	432,144	226,987	279,800	117	117	118	114	115	114	115	114	114	129
Amarillo, TX	180.2	.21	176,600	98.0	4,580,800	2,510,130	552,772	88,366	375,119	424,448	223,408	342,940	118	118	116	116	116	116	118	118	116	106
Ft. Myers-Naples, FL	179.4	.21	175,800	98.0	4,868,170	2,456,040	543,403	87,419	370,307	414,843	218,992	273,400	119	119	112	120	119	119	119	119	120	133
Wheeling-WV-Steubenville, OH	176.9	.21	175,200	99.0	4,131,990	2,460,270	542,061	86,712	368,014	415,969	219,012	282,460	120	120	124	119	120	121	120	119	118	128
Beaumont-Port Arthur, TX	176.8	.21	173,300	98.0	5,131,520	2,643,470	571,281	88,970	381,078	448,956	233,573	316,930	121	121	107	112	113	117	114	112	113	112
Harlingen-Westlaco-Brownville, TX	174.6	.21	167,700	96.0	3,843,060	2,271,470	509,880	83,605	351,889	382,348	203,682	273,630	122	126	130	128	126	125	126	129	128	132
Joplin, MO-Pittsburg, KA	174.6	.21	171,100	98.0	3,674,240	2,271,720	509,879	83,593	351,854	382,401	203,696	306,510	123	122	138	127	127	126	127	128	127	115
Duluth, MN-Superior, WI	173.7	.21	170,300	98.0	3,944,340	2,383,480	527,022	84,714	358,947	402,646	212,471	279,250	124	123	127	123	124	123	124	123	123	130
Yakima, WA	172.9	.20	167,800	97.0	4,487,750	2,460,540	538,782	85,463	363,758	416,617	218,513	321,370	125	125	120	118	121	122	122	118	122	110
Terre Haute, IN	172.7	.20	169,300	98.0	4,822,680	2,309,880	514,412	83,478	352,576	389,553	206,485	295,610	126	124	131	126	125	127	125	126	125	121
Corpus Christi, TX	169.7	.20	164,600	97.0	4,909,340	2,470,560	537,600	84,539	360,895	418,924	218,783	294,790	127	127	111	117	122	124	123	117	120	123
Eugene, OR	164.8	.20	159,900	97.0	3,703,370	2,222,080	493,777	79,898	337,783	374,940	198,467	303,900	128	128	134	130	130	128	130	130	130	116
Wilmington, NC	164.2	.19	159,300	97.0	3,675,790	2,187,900	487,781	79,271	334,645	368,884	195,664	269,880	129	129	137	131	131	131	131	131	131	134
Wichita Falls, TX & Lawton, OK	162.2	.19	158,900	98.0	4,259,650	2,267,200	498,781	79,627	338,178	383,461	201,709	291,060	130	130	123	129	129	129	129	129	127	124
Reno, NV	159.7	.19	153,300	96.0	4,485,900	2,317,130	504,674	79,463	339,076	392,823	205,353	298,610	131	132	121	125	128	130	128	125	126	119
Tallahassee, FL-Thomasville, GA	159.3	.19	154,500	97.0	3,585,660	2,115,660	472,106	76,816	324,150	356,627	189,272	258,500	132	131	141	133	132	132	132	132	133	137
Wausau-Rhinelander, WI	153.6	.18	152,000	99.0	3,681,560	2,122,320	468,346	75,061	318,420	358,696	189,045	260,630	133	133	135	132	133	133	133	133	133	136
Lubbock, TX	152.8	.18	149,700	98.0	3,900,560	2,109,150	465,350	74,582	316,329	356,486	187,857	285,460	134	134	128	134	134	134	134	134	134	127
Boise, ID	150.7	.18	146,200	97.0	3,499,740	2,034,700	451,957	73,091	309,065	343,357	181,703	290,260	135	139	142	139	138	138	138	139	138	125
Macon, GA	150.5	.18	147,500	98.0	3,716,510	2,098,810	462,024	73,822	313,434	354,927	186,773	249,480	136	137	133	136	135	135	135	136	135	143
La Crosse-Eau Claire, WI	150.2	.18	148,700	99.0	3,672,670	2,075,740	458,095	73,444	311,468	350,818	184,900	251,690	137	135	139	137	137	137	137	137	137	139
Erie, PA	149.4	.18	147,900	99.0	3,676,610	2,100,620	461,377	73,492	312,359	355,421	186,770	222,460	138	136	136	135	136	136	136	136	136	149
Chico-Redding, CA	148.9	.18	144,400	97.0	3,280,530	1,957,820	438,074	71,533	301,498	329,805	175,388	277,820	139	140	145	143	140	139	139	143	143	131
Traverse City-Cadillac, MI	148.6	.18	147,100	99.0	3,175,920	1,958,860	438,017	71,462	301,284	330,035	175,386	251,350	140	138	148	142	141	140	140	142	142	140
Columbia-Jefferson City, MO	145.4	.17	142,500	98.0	3,258,660	1,948,900	433,728	70,322	297,100	328,727	174,170	252,680	141	141	147	145	144	141	141	145	144	138
Columbus-Tupelo, MS	145.1	.17	140,700	97.0	2,837,																	

Summary Rankings—II. Designated Market Areas—Continued

DESIGNATED MARKET AREAS

As defined by NSI 1984

	Total Households (000) (4/1/84)	% of U.S.	Television Households (4/1/84)	% Penet.	Gross HH Income (000) (4/1/84)	Total Retail Sales (000) (4/1/84)	Food Store Sales (000) (4/1/84)	Drug Store Sales (000) (4/1/84)	General Merchandise Store Sales (000) (4/1/84)	Automotive Store Sales (000) (4/1/84)	Service Station Sales (000) (4/1/84)	Passenger Cars (4/1/84)	DMA Rankings									
													Households	TV Hshlds.	Gr HH Inc	T.R.S.	Food	Drug	Gen. Mdse.	Automotive	Serv. Sta.	Pass. Cars
Harrisonburg, VA.....	37.8	.04	36,300	96.0	852,454	504,019	112,367	18,261	77,088	84,979	45,074	68,610	195	195	197	195	195	195	195	195	195	194
Laredo, TX.....	32.1	.04	30,800	96.0	720,903	422,276	94,449	15,415	64,980	71,142	37,812	46,640	196	196	198	196	196	196	196	196	196	200
Zanesville, OH.....	30.2	.04	29,900	99.0	679,495	408,914	90,737	14,654	61,993	69,021	36,502	49,710	197	197	200	198	197	197	197	198	197	198
Presque Isle, ME.....	28.5	.03	28,300	99.0	691,630	394,274	87,012	13,950	59,161	66,636	35,121	43,930	198	198	199	199	199	198	198	199	199	201
Twin Falls, ID.....	26.8	.03	26,000	97.0	615,532	358,093	79,772	12,951	54,690	60,387	32,015	52,240	199	199	201	201	200	200	201	201	201	196
Victoria, TX.....	26.2	.03	25,400	97.0	903,295	410,547	87,673	13,422	57,832	69,915	36,110	48,610	200	200	193	197	198	199	199	197	198	199
Bend, OR.....	26.1	.03	25,300	97.0	572,917	343,948	76,904	12,545	52,894	57,950	30,794	51,070	201	201	202	202	202	202	202	202	202	197
Fairbanks, AK.....	24.4	.03	23,000	94.0	948,713	388,281	82,629	12,585	54,323	66,175	34,107	41,790	202	202	192	200	200	201	201	200	200	202
North Platte, NE.....	16.2	.02	15,800	98.0	387,863	223,585	49,332	7,907	33,536	37,790	19,915	30,930	203	203	203	203	203	203	203	203	203	203
Alpena, MI.....	14.9	.02	14,700	98.0	295,058	193,151	43,448	7,144	30,039	32,496	17,334	25,050	204	204	204	204	204	204	204	204	204	204
Glendive, MT.....	4.9	.01	4,800	98.0	134,158	73,382	15,863	2,471	10,584	12,462	6,485	9,770	205	205	205	205	205	205	205	205	205	205

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

Explanation of Consumer Market Data

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, CA. Permission to reproduce this data must be secured by National Decision Systems and SRDS. All reproduced material must carry a customary credit line.

The Consumer Market Data reflects the socioeconomic status for all states, metropolitan areas, counties, and cities of at least 40,000 inhabitants. Population and households are estimated as of April 1, 1984. Gross Household Income and Retail Sales figures are for the year ending December 31, 1983.

The complete market data file is available to SRDS users in Newspaper Rates and Data and Spot Radio Rates and Data, with pertinent sections also appearing in other publications.

DEFINITIONS, ESTIMATING PROCEDURES AND SOURCES

Population

All population estimates are as of April 1, 1984 and include all population (civilian, institutional, and military) in the United States. This is the definition used in the 1980 Census of Population. Population figures are shown in thousands, with one decimal. In other words, where the population estimate is 60.1, the figure is actually 60,100.

The sources of data used to prepare the population estimates include the 1980 Census of Population plus various reports.

Households

According to the Bureau of the Census, a household is synonymous with an occupied dwelling unit. It consists of one or a number of persons living together under the same roof. However, occupied units with ten or more unrelated individuals are classified as group quarters and not as households.

The April 1, 1984 household estimates were obtained using procedures similar to the population procedures. These figures are expressed in thousands with two decimals. Where the household estimate is 10.33, for example, the figure is actually 10,330.

Gross Household Income

The total or aggregate Gross Household Income for each region, state, metropolitan statistical area, county, and city is income attributed to persons before deduction of personal tax and non-tax payments to the federal and state governments.

The sources of data used to prepare the Gross Household Income estimates include the 1970 Census of Population, the 1980 Census of Population and the current population survey.

Gross Household Income Per Household

This is an arithmetic average obtained by dividing Gross Household Income in the specified unit by the number of Households.

Household Income Distribution

The Household Income Distribution series is an expression of the distribution of households by percentages within each of four income classes. Each household's income is defined as the combined income of all members of the household.

Statistics of Household Income Distribution from the 1970 Census of Population, 1980 Census of Population

(1984-85 Mkt Data, R-N-CM)

and various other reports were used as the base for these estimates.

Retail Sales

The definition of the term "retail sales" is the same as that used by the U.S. Department of Commerce. Retail establishments are primarily engaged in selling merchandise for personal, household, or farm consumption.

The U.S. total is gaged against that of the Department of Commerce. The figures published by SRDS are estimates of what the population in a particular area spent in retail sales, regardless of where the dollars were actually spent.

Since military establishments are considered to be group quarters, they are not reflected in the Total Retail Sales figures.

The Department of Commerce monthly estimates of total retail sales, individual state sales-tax data, and population; and the 1977 Census of Retail Trade served as the basic data for computing the retail sales estimates.

Retail Sales Per Household

This is a derived figure; Total Retail Sales were divided by the estimated households for the specified unit. Thus, the figures reflect consumption per household, regardless of where the dollars were spent.

Store Types

The sales of seven major store types are reported for all regions, states, counties, cities and Metropolitan Statistical Areas. It is important to note that both SRDS and the Bureau of the Census report sales by store type, not by commodity type. For example, foodstore sales consist of all sales made in food stores. They include food sales and also the sales of non-food items. Other stores may sell food items, too, but these sales are reported in their *store type* — General Merchandise, Drug, etc. Estimates are provided for all places for the following store types:

Food Stores: This group includes those retail establishments which are primarily engaged in selling food for home preparation and consumption.

Drug Stores: These stores are classified on the basis of their usual trade designation rather than the merchandise lines carried.

General Merchandise Stores: This group includes department stores, variety stores, and general stores.

Apparel Stores: Included in this group are stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Home Furnishing Stores: This is comparable to the "furniture, furnishing and appliance group" classification of the Census and includes stores selling goods used for furnishing the home.

Automotive Stores: Store types covered are motor vehicle dealers, tire, battery and accessory dealers, motorcycle dealers, aircraft dealers (for private use only), boat dealers, passenger automobile trailer dealers, and related automobile product dealers.

Service Stations: Establishments primarily selling gasoline and other automotive petroleum products.

The sum of the sales of the seven major store groups will not add to the total retail sales for any particular area, because other store classifications are not shown.

Passenger Cars

All passenger car estimates are as of April 1, 1984, and the base data comes from the 1980 Census of Population. 1984 passenger cars are estimated by taking into account changes in population and households from 1980 to 1984.

MARKET AREAS INCLUDED

Cities

All places reported (cities, villages, boroughs) are estimated as of April 1, 1984. Cities which cross county lines are listed in the county that has the larger share of the city's population, and other counties where population is substantial.

Cities which are shown as multiple or combined city markets are listed with the first city in the combination. When these cities are in more than one county the combination is listed in each of the applicable counties.

Counties

Included are all of the 3,139 counties, parishes, and/or their equivalents (independent cities, Census Divisions) as reported by the 1980 Census.

In order that users may compile state summaries by adding all counties within the state, data for independent cities (those which are not included in any county) have been added to their adjoining counties. Baltimore and St. Louis are independent cities and their data are added to their respective counties. The state of Virginia has 41 cities in this category.

Metropolitan Statistical Areas

Due to changes in the 1980 Census, the former "Standard Metropolitan Statistical Area" has been replaced by the terms "Metropolitan Statistical Area" and "Primary Metropolitan Statistical Area."

SRDS reports all Metropolitan Statistical Areas as determined by the Office of Management and Budget. Metropolitan Statistical Areas (MSA) are listed in the State-County-City section. Each follows the corporate city data.

The definitions and titles of Metropolitan Statistical Areas are established by the Office of Management and Budget with the advice of the Federal Committee on Metropolitan Statistical Areas. This Committee is composed of representatives of the major statistical agencies of the Federal Government.

CRITERIA FOLLOWED IN ESTABLISHING METROPOLITAN STATISTICAL AREAS

(Revised December, 1979)

A Metropolitan Statistical Area always includes a city (cities) of specified population which constitutes the central city and the county (counties) in which it is located. A Metropolitan Statistical Area also includes contiguous counties when the economic and social relationships between the central and contiguous counties meet specified criteria of metropolitan character and integration. A Metropolitan Statistical Area may cross State lines. In New England, Metropolitan Statistical Areas are composed of cities and towns instead of counties.

Basic Criteria

1. Each Metropolitan Statistical Area must include at least:
 - (a) One city with 50,000 or more inhabitants, or
 - (b) An urbanized area of at least 50,000 inhabitants and a total metro area population of 100,000.
2. Every Metropolitan Statistical Area has one or more central counties. These are the counties in which at least half of the population lives in the Census Bureau urbanized area. There are also a few counties classified as central even though less than half their population lives in the urbanized area, because they contain a central city.
3. Outlying counties will be included in a Metropolitan Statistical Area if there are significant levels of commut-

(continued on next page)

Explanation of Consumer Market Data—Continued

ing from the outlying county to the central county (ies) and if the county (ies) displays a specified degree of "Metropolitan Character." An outlying county is included if any one of the four following conditions is met:

- (1) Counties with a commuting rate of 50% or more must have a population density of at least 25 persons per square mile.
- (2) Counties with a commuting rate from 40% to 50% must have a population density of at least 35 persons per square mile.
- (3) Counties with a commuting rate from 25% to 40% must have a population density of at least 50 persons per square mile, or at least 35% of their population classified as urban by the Bureau of the Census.
- (4) Counties with a commuting rate from 15% to 25% must have a population density of at least 50 persons per square mile, and meet two of the following requirements:
 - (a) Population density must be at least 60 persons per square mile.
 - (b) At least 35% of the population must be classified as urban.
 - (c) Population growth between 1970 and 1980 must be at least 20%.
 - (d) Either 10% or at least 5,000 persons must live within the urbanized area.

NOTE: The following presents in abbreviated form the remaining qualifying criteria. To obtain the fully outlined criteria, contact: Chief Statistician, Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D. C. 20503.

Area Titles

The title of a metro area always includes the state or states included in the area, the name of the largest city, and may include additional cities, so that there may be up to three city names in a title.

The addition of a city or cities depends on minimum and relative population sizes to the central city or cities.

Special Provisions: New England

In New England, the city and town are administratively more important than the county, and data are compiled locally for such minor civil divisions. Here, towns and cities are the units used in defining Metropolitan Statistical Areas. In New England, because smaller units are used, and more restricted areas result, a population density criterion of at least 100 persons per square mile is used as the measure of "Metropolitan Character".

New England Metros: Official and Whole County

In the regular ranking tables the New England Metropolitan Statistical Areas are ranked on county and on town definitions. In 1976 the Office of Management and Budget recognized the need for New England Metropolitan Areas built along county lines, and defined thirteen New England Metropolitan Areas on a county basis. Currently we have sixteen such areas. They were developed as a convenience to the user but they do not replace the New England MSA's which remain the standard set of areas. Therefore, the New England Metropolitan Areas are reported in the state sections both on the official Office of Management and Budget's definition and the new county concept.

Ranking Tables

The ranking tables enable buyers to measure, compare and/or combine the marketing data of Metropolitan Areas.

To show the relationship of each of these areas, ranking tables have been provided on the following:

1. Population
2. Households
3. Gross Household Income
4. Gross Household Income per Household
5. Total Retail Sales
6. Retail Sales per Household
7. Food Store Sales
8. Drug Store Sales
9. General Merchandise Store Sales
10. Apparel Store Sales
11. Home Furnishing Store Sales
12. Automotive Store Sales
13. Service Station Sales
14. Number of Passenger Cars

Territories

Estimates for population, households, retail sales (including the seven major store types) and passenger cars were based on statistics supplied by the Economic Development Administration, Commonwealth of Puerto Rico as well as various census publications.

STATE MEDIA MAPS

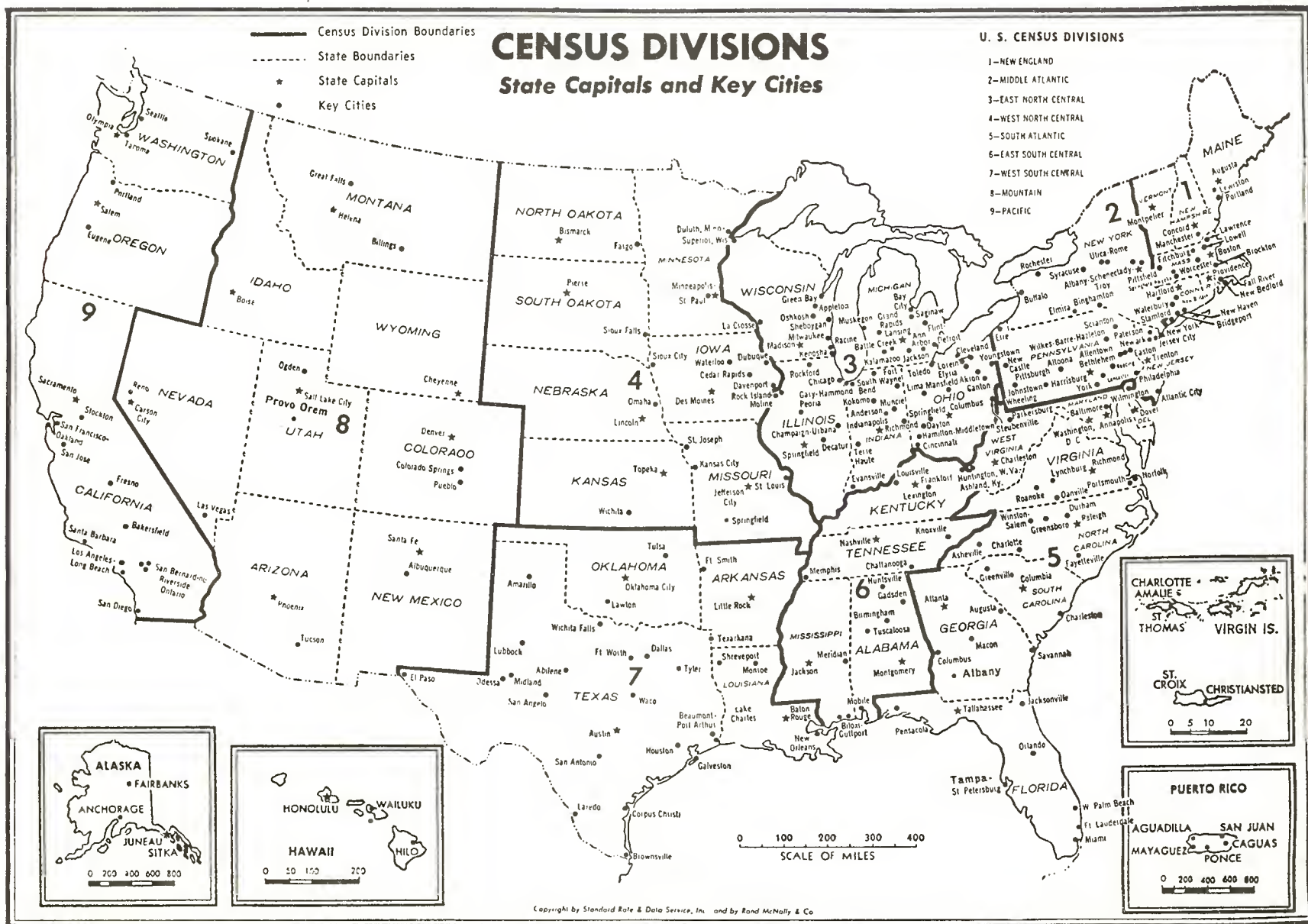
At the beginning of each state section, a state media map shows state, county, and metro area boundaries and daily media cities. The cities have symbols indicating their population estimates as well as indications for daily newspaper, operating commercial radio station and/or TV station.

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Most maps have been updated to reflect the latest information available on media locations, metro area identifications, and city population sizes.

U. S. MAPS

A map showing U. S. Census Regions, States, and Key Cities is provided at the beginning of the U. S. Summary section.



Consumer Market Data Summary

United States, Divisional, State Totals

Estimates for: UNITED STATES DIVISIONS States	Gross Household Income—1984										Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income (\$000)	% Distribution of Households				Total Retail Sales Per Household (\$000)	By Selected Store Types					Service Station (\$000)									
				Per Household (\$)	14999	15000 to 34999	35000 to 49999		50000 and over	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)		Home Furn. (\$000)	Auto-motive (\$000)							
UNITED STATES.....	235,561.0	84,342.54	2,378,200,687	28,197	32.7	39.5	15.2	12.6	1,223,428,863	14,505	266,487,970	41,964,715	179,059,884	57,993,587	62,053,987	207,403,641	108,428,427	135,469.44	26,907.8	15,523.15			
NEW ENGLAND.....	12,517.8	4,458.68	136,188,757	30,545	29.8	39.3	16.6	14.3	66,798,885	14,982	14,427,729	2,245,128	9,619,076	3,195,295	3,470,745	11,346,273	5,900,958	6,637.92	471.1	299.49			
Connecticut.....	3,143.7	1,115.43	39,384,545	35,309	25.1	37.7	18.4	18.8	17,515,436	15,703	3,738,226	571,787	2,464,473	848,422	940,357	2,983,218	1,540,258	1,823.48	219.2	125.41			
Maine.....	1,150.8	407.81	9,367,594	22,970	37.3	44.4	12.1	6.1	5,546,115	13,600	1,229,294	198,235	839,047	257,895	266,977	936,385	494,864	613.20	2.9	5.13			
Massachusetts.....	5,771.3	2,061.75	63,815,125	30,952	30.6	38.1	16.7	14.7	31,093,116	15,081	6,704,385	1,040,776	4,462,833	1,490,000	1,623,195	5,293,437	2,744,961	2,856.87	216.4	139.80			
New Hampshire.....	967.4	343.13	9,652,257	28,130	28.0	43.6	17.1	11.3	5,066,825	14,766	1,098,459	171,838	734,885	241,407	260,504	859,898	448,242	547.93	4.1	5.89			
Rhode Island.....	956.5	344.74	9,206,530	26,706	34.3	41.5	14.5	9.6	4,958,185	14,382	1,082,454	170,997	728,840	234.51	249,826	840,101	439,814	510.10	27.4	19.84			
Vermont.....	528.1	185.82	4,762,706	25,631	33.2	43.6	14.0	9.2	2,619,208	14,095	574,911	91,495	368,998	123,120	129,866	443,234	232,819	286.34	1.1	3.42			
MIDDLE ATLANTIC.....	37,086.2	13,321.39	400,591,740	30,071	33.3	37.5	15.4	13.8	197,826,281	14,850	42,826,044	6,685,935	28,613,227	9,439,819	10,212,528	33,584,509	17,491,178	17,195.31	4,280.0	2,259.32			
New Jersey.....	7,489.7	2,612.94	89,395,210	34,213	27.7	36.3	17.8	18.1	40,697,288	15,575	8,703,619	1,335,262	5,749,143	1,967,122	2,172,911	6,928,324	3,581,596	3,936.21	924.0	488.31			
New York.....	17,696.9	6,442.90	194,646,173	30,211	34.8	36.3	14.8	14.1	95,121,681	14,764	20,623,469	3,226,597	13,798,424	4,531,624	4,889,450	16,142,936	8,415,260	7,091.57	2,354.0	1,619.05			
Pennsylvania.....	11,899.6	4,265.55	116,550,357	27,324	33.1	41.3	15.3	10.2	62,007,312	14,537	13,498,956	2,124,076	9,065,660	2,941,073	3,150,167	10,513,249	5,494,322	6,167.53	1,002.0	151.96			
EAST NORTH CENTRAL.....	41,412.8	14,671.86	400,210,168	27,277	31.9	41.8	15.6	10.8	213,498,217	14,552	46,465,863	7,308,703	31,197,950	10,129,425	10,854,855	36,200,541	18,915,611	23,520.43	4,374.4	1,051.86			
Illinois.....	11,494.2	4,101.64	121,146,607	29,536	30.4	39.5	16.6	13.5	61,134,191	14,905	13,222,010	2,061,434	8,826,232	2,920,143	3,164,424	10,380,867	5,403,333	6,916.50	1,648.3	629.66			
Indiana.....	5,412.7	1,914.23	47,897,453	25,022	33.4	44.4	14.0	8.2	27,044,877	14,128	5,932,632	943,377	4,011,922	1,272,171	1,343,620	4,577,305	2,403,437	3,260.50	401.6	84.34			
Michigan.....	9,019.3	3,133.30	84,817,851	27,070	31.8	41.5	15.8	10.9	45,648,626	14,569	9,931,879	1,561,526	6,666,521	2,166,523	2,322,895	7,740,685	4,043,912	5,229.58	1,110.7	157.18			
Ohio.....	10,728.1	3,838.34	100,957,337	26,302	33.4	42.6	14.8	9.2	55,223,124	14,387	12,055,053	1,904,123	8,116,282	2,611,515	2,783,227	9,357,043	4,896,369	6,296.73	1,038.8	118.36			
Wisconsin.....	4,758.5	1,684.35	45,390,920	26,949	30.8	43.4	15.9	9.8	24,447,399	14,514	5,324,289	838,243	3,576,963	1,159,073	1,240,589	4,144,641	2,166,560	2,717.12	175.0	62.32			
WEST NORTH CENTRAL.....	17,469.9	6,362.83	164,643,564	25,876	33.7	41.8	14.6	9.9	90,138,299	14,166	19,756,725	3,138,080	13,350,492	4,243,845	4,489,118	15,258,685	8,007,902	10,997.56	755.0	212.17			
Iowa.....	2,901.8	1,056.59	26,740,225	25,308	32.9	43.6	14.4	9.1	14,933,364	14,134	3,275,464	520,768	2,214,798	702,539	742,153	2,527,511	1,327,045	1,839.76	41.2	25.68			
Kansas.....	2,438.3	908.16	24,273,320	26,728	32.1	41.8	15.2	10.9	12,956,563	14,267	2,834,567	449,082	1,912,208	611,262	648,831	1,150,238	1,645,67	1,275.5	65.47	32.50			
Minnesota.....	4,156.7	1,486.40	41,409,238	27,859	30.9	41.1	16.2	11.8	21,727,163	14,617	4,722,965	741,626	3,167,541	1,032,195	1,108,553	3,685,069	1,924,091	2,515.85	52.5	65.57			
Missouri.....	4,981.2	1,831.79	45,651,119	24,922	36.7	40.8	13.7	8.8	25,545,638	13,946	5,623,561	898,541	3,815,003	1,196,973	1,255,772	4,319,985	2,273,304	3,054.64	479.8	51.30			
Nebraska.....	1,602.9	588.44	14,537,160	24,705	34.7	43.5	13.2	8.7	8,178,229	13,898	1,801,913	288,253	1,223,365	382,827	400,959	1,382,727	728,028	1,041.77	49.4	28.88			
North Dakota.....	686.8	242.44	6,487,217	26,758	31.8	41.2	15.8	11.0	3,469,448	14,311	757,734	119,766	510,386	163,987	174,612	587,794	307,803	446.17	2.6	4.11			
South Dakota.....	702.2	249.01	5,545,285	22,269	38.6	41.7	12.3	7.1	3,327,894	13,364	740,521	120,044	507,191	154,062	158,238	561,345	297,393	453.70	2.0	4.23			
SOUTH ATLANTIC.....	39,205.3	14,106.11	387,221,225	27,451	33.9	39.9	14.3	12.0	201,562,091	14,289	44,081,027	6,980,308	29,727,728	9,512,898	10,104,324	34,138,253	17,891,481	22,620.10	7,920.5	1,286.11			
Delaware.....	609.0	213.99	6,351,595	29,682	30.8	39.2	16.5	13.5	3,188,126	14,898	689,599	107,531	460,382	152,266	164,973	541,346	281,794	355.38	98.4	9.86			
District Of Columbia.....	619.3	247.42	8,159,980	32,980	31.1	36.0	14.2	18.7	3,642,570	14,722	790,348	123,783	529,162	173,392	186,833	618,067	322,346	212.77	435.5	17.15			
Florida.....	10,879.0	4,220.97	116,209,981	27,532	35.2	39.4	13.5	11.9	59,616,217	14,124	13,078,733	2,079,964	8,845,159	2,804,015	2,961,002	10,089,732	5,298,186	6,344.87	1,478.3	938.23			
Georgia.....	5,791.9	2,002.90	52,151,885	26,038	37.3	39.0	13.5	10.3	28,177,387	14,068	6,188,209	985,572	4,189,119	1,323,752	1,395,057	4,767,687	2,505,197	3,395.20	1,509.4	64.35			
Maryland.....	4,321.6	1,509.71	51,275,186	33,964	26.2	37.4	18.1	18.3	23,583,982	15,622	5,039,934	772,355	3,326,736	1,140,835	1,261,756	4,015,630	2,074,933	2,402.98	948.0	66.51			
North Carolina.....	6,128.1	2,148.22	50,845,554	23,669	37.1	42.7	12.4	7.8	29,347,753	13,661	6,497,191	1,046,074	4,429,957	1,366,493	1,417,954	4,956,350	2,617,410	3,675.08	1,366.2	59.00			
South Carolina.....	3,294.1	1,097.31	26,431,882	24,088	37.5	41.7	12.7	8.0	15,118,043	13,777	3,339,176	535,952	2,272,050	705,751	735,668	2,554,583	1,347,103	1,818.96	894.2	35.40			
Virginia.....	5,594.9	1,967.52	59,861,731	30,425	28.1	39.8	16.8	15.2	29,412,138	14,949	6,356,248	989,906	4,239,992	1,406,062	1,525,777	4,995,217	2,598,811	3,302.07	1,025.7	82.76			
West Virginia.....	1,967.4	698.07	15,933,431	22,825	39.3	41.3	12.5	6.9	9,475,875	13,574	2,101,569	339,171	1,435,171	440,332	455,304	1,599,641	845,701	1,112.79	64.8	12.85			
EAST SOUTH CENTRAL.....	15,006.2	5,210.97	119,171,099	22,869	41.0	39.2	12.0	7.8	70,141,394	13,460	15,592,508	2,524,304	10,670,184	3,250,806	3,345,629	11,834,138	6,265,682	8,774.39	2,901.9	122.22			
Alabama.....	3,972.7	1,380.12	31,688,253	22,961	41.1	38.6	12.3	8.0	18,644,344	13,509	4,140,465	669,407	2,830,853	865,085	892,135	3,146,398	1,664,831	2,366.44	1,006.0	33.81			
Kentucky.....	3,726.7	1,297.03	29,758,110	22,943	40.7	39.5	12.3	7.5	17,552,484	13,533	3,896,067	629,481	2,662,600	814,881	841,185	2,962,486	1,567,031	2,153.20	260.1	28.03			
Mississippi.....	2,601.5	861.08	18,306,933	21,260	45.2	37.4	10.3	7.0	11,230,183	13,042	2,518,887	412,603	1,737,205	515,200	520,542	1,890,694	1,006,697	1,434.29	903.8	25.49			
Tennessee.....	4,705.3	1,672.74	39,417,803	23,565	39.3	40.4	12.2	8.0	22,714,383	13,579	5,037,089	812,813	3,439,526	1,055,640	1,091,767	3,834,560	2,027,123	2,820.26	732.0	34.89			
WEST SOUTH CENTRAL.....	26,259.7	9,248.10	267,965,568	28,975	32.3	38.0	15.5	14.1	134,174,461	14,508	29,224,170	4,601,635	19,635,348	6,360,624	6,806,706	22,746,447	11,891,168	16,115.83	3,816.9	3,570.43			
Arkansas.....	2,338.1	841.39	17,631,317	20,955	44.4	39.6	9.8	6.1	10,877,745	12,928	2,445,881	401,932	1,690,468	497,605	500,127	1,							

Metropolitan Statistical Areas

As Defined by the Office of Management and Budget

Abilene, Tex. — Taylor County, Texas.
Aguadilla, P.R. — Aguada, Aguadilla, Isabela and Moca Municipalities, Puerto Rico
Akron, Ohio — Portage and Summit Counties, Ohio
Albany, Ga. — Dougherty and Lee Counties, Georgia.
Albany-Schenectady-Troy, N.Y. — Albany, Greene, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, New York
Albuquerque, N. Mex. — Bernalillo County, New Mexico.
Alexandria, La. — Rapides Parish, Louisiana.
Allentown-Bethlehem, Pa.-N.J. — Carbon, Lehigh, and Northampton Counties, Pennsylvania; Warren County, New Jersey
Alton-Granite City, Ill. — Jersey and Madison Counties, Illinois.
Attoona, Pa. — Blair County, Pennsylvania.
Amarillo, Tex. — Potter and Randall Counties, Texas.
Anaheim-Santa Ana, Calif. — Orange County, California.
Anchorage, Alaska — Anchorage Borough, Alaska.
Anderson, Ind. — Madison County, Indiana.
Anderson, S. C. — Anderson County, South Carolina
Ann Arbor, Mich. — Washtenaw County, Michigan
Anniston, Ala. — Calhoun County, Alabama
Appleton-Oshkosh-Neenah, Wis. — Calumet, Outagamie and Winnebago Counties, Wisconsin.
Arecibo, P.R. — Arecibo, Camuy, Hatillo and Ouebradillas Municipalities, Puerto Rico
Asheville, N. C. — Buncombe County, North Carolina
Athens, Ga. — Clarke, Jackson, Madison and Oconee Counties, Georgia
Atlanta, Ga. — Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties, Georgia
Atlantic City, N.J. — Atlantic and Cape May Counties, New Jersey
Augusta, Ga.-S.C. — Columbia, McDuffie, and Richmond Counties, Georgia; Aiken County, South Carolina.
Aurora-Elgin, Ill. — Kane and Kendall Counties, Illinois
Austin, Tex. — Hays, Travis and Williamson Counties, Texas.
Bakersfield, Calif. — Kern County, California
Baltimore, Md. — Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties, Maryland
Bangor, Maine — Bangor, Brewer and Old Town cities; Edgington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County, Maine; Wintertown town in Waldo County, Maine
Baton Rouge, La. — Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, Louisiana
Battle Creek, Mich. — Calhoun County, Michigan.
Beaumont-Port Arthur, Tex. — Hardin, Jefferson and Orange Counties, Texas.
Beaver County, Pa. — Beaver County, Pennsylvania.
Bellingham, Wash. — Whatcom County, Washington
Benton Harbor, Mich. — Berrien County, Michigan
Bergen-Passaic, N. J. — Bergen and Passaic Counties, New Jersey
Billings, Mont. — Yellowstone County, Montana.
Biloxi-Gulfport, Miss. — Hancock and Harrison Counties, Mississippi.
Binghamton, N.Y. — Broome and Tioga Counties, New York
Birmingham, Ala. — Blount, Jefferson, St. Clair, Shelby, and Walker Counties, Alabama.
Bismarck, N.D. — Burleigh and Morton Counties, North Dakota.
Bloomington, Ind. — Monroe County, Indiana.
Bloomington-Normal, Ill. — McLean County, Illinois
Boise City, Idaho — Ada County, Idaho
Boston, Mass. — Mansfield, Norton and Raynham towns in Bristol County, Massachusetts; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County, Massachusetts; Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Water-town, Wayland, Weston, Wilmington and Winchester towns in Middlesex County, Massachusetts; Quincy City; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Massachusetts; Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kings-ton, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County, Massachusetts; Boston, Chelsea and Revere cities; Winthrop town in Suffolk County, Massachusetts; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns in Worcester County, Massachusetts
Boston-Lawrence-Salem, Mass.-N. H. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Boston, Brockton and Salem-Gloucester, Mass.; Nashua, N. H.; Lawrence-Haverhill and Lowell, Mass.-N. H.
Boulder-Longmont, Colo. — Boulder County, Colorado.
Bradenton, Fla. — Manatee County, Florida.
Brazoria, Tex. — Brazoria County, Texas
Bremerton, Wash. — Kitsap County, Washington.
Bridgeport-Milford, Conn. — Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County, Connecticut.

Bristol, Conn. — Bristol city; Burlington town in Hartford County, Connecticut; Plymouth town in Litchfield County, Connecticut.
Brocton, Mass. — Brocton City; Bridgewater, East Bridgewater, Halifax, West Bridgewater, and Whitman towns in Plymouth County, Massachusetts; Avon town in Norfolk County, Massachusetts; Easton town in Bristol County, Massachusetts.
Brownsville-Harlingen, Tex. — Cameron County, Texas.
Bryan-College Station, Tex. — Brazos County, Texas
Buffalo, N. Y. — Erie County, New York
Buffalo-Niagara Falls, N. Y. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Buffalo and Niagara Falls, New York.
Burlington, N. C. — Alamance County, North Carolina
Burlington, Vt. — Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County, Vermont, Georgia town in Franklin County, Vermont, Grand Isle and South Hero town in Grand Isle County, Vermont
Caguas, Puerto Rico — Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipalities, Puerto Rico.
Canton, Ohio — Carroll and Stark Counties, Ohio.
Casper, Wyo. — Natrona County, Wyoming.
Cedar Rapids, Iowa — Linn County, Iowa
Champaign-Urbana-Rantoul, Ill. — Champaign County, Illinois.
Charleston, S. C. — Berkeley, Charleston, and Dorchester Counties, South Carolina.
Charleston, W. Va. — Kanawha, and Putnam Counties, West Virginia.
Charlotte-Gastonia-Rock Hill, N. C.-S. C. — Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, North Carolina; York County, South Carolina
Charlottesville, Va. — Charlottesville city; Albemarle, Fluvanna and Greene Counties, Virginia.
Chattanooga, Tenn.-Ga. — Hamilton, Marion and Sequatchie Counties, Tennessee; Catoosa, Dade and Walker Counties, Georgia.
Chicago, Ill. — Cook, Du Page and McHenry Counties, Illinois.
Chicago-Gary-Lake County, Ill.-Ind.-Wis. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Aurora-Elgin, Chicago, Joliet and Lake County, Illinois; Gary-Hammond, Indiana; Kenosha, Wisconsin
Chico, Calif. — Butte County, California.
Cincinnati, Ohio-Ky.-Ind. — Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Kentucky; Dearborn County, Indiana.
Cincinnati-Hamilton, Ohio-Ky.-Ind. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Cincinnati, Ohio-Ky.-Ind. and Hamilton-Middletown, Ohio.
Clarksville-Hopkinsville, Tenn.-Ky. — Montgomery County, Tennessee; and Christian County, Kentucky
Cleveland, Ohio — Cuyahoga, Geauga, Lake, and Medina Counties, Ohio.
Cleveland-Akron-Lorain, Ohio Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Cleveland, Akron, and Lorain-Elyria, Ohio.
Colorado Springs, Colo. — El Paso County, Colorado.
Columbia, Mo. — Boone County, Missouri
Columbia, S. C. — Lexington and Richland Counties, South Carolina.
Columbus, Ga.-Ala. — Chattahoochee and Muscogee Counties, Georgia; Russell County, Alabama.
Columbus, Ohio — Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties, Ohio.
Corpus Christi, Tex. — Nueces and San Patricio Counties, Texas.
Cumberland, Md.-W. Va. — Allegany County, Maryland and Mineral County, West Virginia.
Dallas, Tex. — Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties, Texas.
Dallas-Fort Worth, Tex. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Dallas and Fort Worth-Arlington, Texas
Danbury, Conn. — Danbury city, Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgely and Sherman towns in Fairfield County, Connecticut; Bridgewater and New Milford towns in Litchfield County, Connecticut.
Danville, Va. — Danville city and Pittsylvania County, Virginia
Davenport-Rock Island-Moline, Iowa-Ill. — Scott County, Iowa; Henry and Rock Island Counties, Illinois
Dayton-Springfield, Ohio — Clark, Greene, Miami and Montgomery Counties, Ohio.
Daytona Beach, Fla. — Volusia County, Florida.
Decatur, Ill. — Macon County, Illinois
Denver, Colo. — Adams, Arapahoe, Denver, Douglas and Jefferson Counties, Colorado
Denver-Boulder, Colo. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Boulder-Longmont and Denver, Colorado.
Des Moines, Iowa — Dallas, Polk and Warren Counties, Iowa.
Detroit, Mich. — Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, and Wayne Counties, Michigan.
Detroit-Ann Arbor, Mich. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Detroit and Ann Arbor, Mich.
Dothan, Ala. — Dale and Houston Counties, Alabama.
Dubuque, Iowa — Dubuque County, Iowa
Duluth, Minn.-Wis. — St. Louis County, Minnesota; Douglas County, Wisconsin.
East St. Louis-Belleleville, Ill. — Clinton and St. Clair Counties, Illinois.
Eau Claire, Wis. — Eau Claire and Chippewa Counties, Wisconsin.
Elkhart-Goshen, Ind. — Elkhart County, Indiana.

Elmira, N. Y. — Chemung County, New York
El Paso, Tex. — El Paso County, Texas.
Enid, Okla. — Garfield County, Oklahoma
Erie, Pa. — Erie County, Pennsylvania.
Eugene-Springfield, Ore. — Lane County, Oregon.
Evansville, Ind.-Ky. — Posey, Vanderburgh and Warrick Counties, Indiana; Henderson County, Kentucky.
Fall River, Mass.-R. I. — Fall River city; Somerset, Swansea, and Westport towns in Bristol County, Massachusetts; Little Compton and Tiverton towns in Newport County, Rhode Island.
Fargo-Moorhead, N. D.-Minn. — Cass County, North Dakota; Clay County, Minnesota.
Fayetteville, N. C. — Cumberland County, North Carolina
Fayetteville-Springdale, Ark. — Washington County, Arkansas.
Fitchburg-Leominster, Mass. — Ashby Town in Middlesex County; Fitchburg and Leominster Cities, Ashburnham, Lunenburg and Westminster Towns in Worcester County, Massachusetts.
Flint, Mich. — Genesee County, Michigan.
Florence, Ala. — Lauderdale and Colbert Counties, Alabama.
Florence, S. C. — Florence County, South Carolina.
Fort Collins-Loveland, Colo. — Larimer County, Colorado.
Fort Lauderdale-Hollywood, Fla. — Broward County, Florida.
Fort Myers-Cape Coral, Fla. — Lee County, Florida.
Fort Pierce, Fla. — Martin and St. Lucie Counties, Florida.
Fort Smith, Ark.-Okla. — Crawford and Sebastian Counties, Arkansas; Sequoyah County, Oklahoma.
Fort Walton Beach, Fla. — Okaloosa County, Florida.
Fort Wayne, Ind. — Allen, DeKalb and Whitley Counties, Indiana.
Fort Worth-Arlington, Tex. — Johnson, Parker and Tarrant Counties, Texas
Fresno, Calif. — Fresno County, California
Gadsden, Ala. — Etowah County, Alabama
Gainesville, Fla. — Alachua and Bradford Counties, Florida.
Galveston-Texas City, Tex. — Galveston County, Texas
Gary-Hammond, Ind. — Lake and Porter Counties, Indiana.
Glens Falls, N. Y. — Warren and Washington Counties, New York.
Grand Forks, N.D. — Grand Forks County, North Dakota
Grand Rapids, Mich. — Kent and Ottawa Counties, Michigan.
Great Falls, Mont. — Cascade County, Montana.
Greenlee, Colo. — Weld County, Colorado.
Green Bay, Wis. — Brown County, Wisconsin.
Greensboro-Winston-Salem-High Point, N. C. — Davidson, Davie, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, North Carolina
Greenville-Spartanburg, S. C. — Greenville, Pickens, and Spartanburg Counties, South Carolina.
Hagerstown, Md. — Washington County, Maryland.
Hamilton-Middletown, Ohio — Butler County, Ohio.
Harrisburg-Lebanon-Carlisle, Penn. — Cumberland, Dauphin, Lebanon and Perry Counties, Pennsylvania
Hartford, Conn. — Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County, Connecticut; Barkhamsted and New Hartford towns in Litchfield County, Connecticut; East Haddam town in Middlesex County, Connecticut; Colchester town in New London County, Connecticut; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County, Connecticut.
Hartford-New Britain-Middletown, Conn. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Bristol, Hartford, Middletown and New Britain, Connecticut
Hickory, N. C. — Alexander, Burke and Catawba Counties, North Carolina
Honolulu, Hawaii — Honolulu County, Hawaii
Houma-Thibodaux, La. — Lafourche and Terrebonne Parishes, Louisiana.
Houston, Tex. — Harris, Fort Bend, Liberty, Montgomery, and Waller Counties, Texas.
Houston-Galveston-Brazoria, Tex. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Brazoria, Galveston-Texas City and Houston, Texas
Huntington-Ashland, W. Va.-Ky.-Ohio — Cabell and Wayne Counties, West Virginia; Boyd, Carter and Greenup Counties, Kentucky; Lawrence County, Ohio.
Huntsville, Ala. — Madison County, Alabama.
Indianapolis, Ind. — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, Indiana
Iowa City, Iowa — Johnson County, Iowa.
Jackson, Mich. — Jackson County, Michigan.
Jackson, Miss. — Hinds, Madison and Rankin Counties, Mississippi.
Jacksonville, Fla. — Clay, Duval, Nassau and St. Johns Counties, Florida.
Jacksonville, N. C. — Onslow County, North Carolina
Janesville-Beloit, Wis. — Rock County, Wisconsin.
Jersey City, N.J. — Hudson County, New Jersey
Johnson City-Kingsport-Bristol, Tenn.-Va. — Carter, Hawkins, Sullivan, Union, and Washington Counties, Tennessee; Bristol City, Scott and Washington Counties, Virginia.
Johnstown, Pa. — Cambria and Somerset Counties, Pennsylvania.
Joliet, Ill. — Grundy and Will Counties, Illinois.
Joplin, Mo. — Jasper and Newton Counties, Missouri

Kalamazoo, Mich. — Kalamazoo County, Michigan.
Kankakee, Ill. — Kankakee County, Illinois.
Kansas City, Mo.-Kans. — Cass, Clay, Jackson, Lafayette, Miami and Ray Counties, Missouri; Johnson, Leavenworth, Platte and Wyandotte Counties, Kansas.
Kenosha, Wis. — Kenosha County, Wisconsin
Killeen-Temple, Tex. — Bell and Coryell Counties, Texas.
Knoxville, Tenn. — Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties, Tennessee.
Kokomo, Ind. — Howard and Tipton Counties, Indiana.
LaCrosse, Wis. — LaCrosse County, Wisconsin.
Lafayette, La. — Lafayette and St. Martin Parishes, Louisiana.
Lafayette, Ind. — Tippecanoe County, Indiana.
Lake Charles, La. — Calcasieu Parish, Louisiana
Lake County, Ill. — Lake County, Illinois
Lakeland-Winter Haven, Fla. — Polk County, Florida.
Lancaster, Pa. — Lancaster County, Pennsylvania
Lansing-East Lansing, Mich. — Clinton, Eaton and Ingham Counties, Michigan
Laredo, Tex. — Webb County, Texas
Las Cruces, N. M. — Dona Ana County, New Mexico.
Las Vegas, Nev. — Clark County, Nevada
Lawrence, Kans. — Douglas County, Kansas
Lawrence-Haverhill, Mass.-N. H. — Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Massachusetts; Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, New Hampshire.
Lawton, Okla. — Comanche County, Oklahoma.
Lewiston-Auburn, Maine — Auburn, Lewiston Cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus Towns in Androscoggin County, Maine
Lexington-Fayette, Ky. — Bourbon, Clark, Fayette, Jessamine, Scott, and Woodford Counties, Kentucky
Lima, Ohio — Allen and Auglaize Counties, Ohio.
Lincoln, Neb. — Lancaster County, Nebraska
Little Rock-North Little Rock, Ark. — Faulkner, Lonoke, Pulaski and Saline Counties, Arkansas
Longview-Marshall, Tex. — Gregg and Harrison Counties, Texas
Lorain-Elyria, Ohio — Lorain County, Ohio
Los Angeles-Long Beach, Calif. — Los Angeles County, California
Los Angeles-Anaheim-Riverside, Calif. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura and Riverside-San Bernardino, California.
Louisville, Ky.-Ind. — Bullitt, Jefferson, Oldham and Shelby Counties, Kentucky; Clark, Floyd and Harrison Counties, Indiana.
Lowell, Mass.-N. H. — Lowell City; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Massachusetts; Pelham town in Hillsborough County, New Hampshire.
Lubbock, Tex. — Lubbock County, Texas.
Lynchburg, Va. — Lynchburg city; Amherst and Campbell Counties, Virginia.
McAllen-Edinburg-Mission, Tex. — Hidalgo County, Texas.
Macon-Warner Robins, Ga. — Bibb, Houston, Jones and Peach Counties, Georgia
Madison, Wis. — Dane County, Wisconsin.
Manchester, N.H. — Manchester City, Bedford and Goffstown Towns in Hillsborough County; Allenstown and Hooksett Towns in Merrimack County; Auburn and Candia Towns in Rockingham County, New Hampshire.
Manstield, Ohio — Richland County, Ohio
Mayaguez, P. R. — Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipalities, Puerto Rico.
Medford, Ore. — Jackson County, Oregon
Merbourne-Titusville-Palm Bay, Fla. — Brevard County, Florida
Memphis, Tenn.-Ark.-Miss. — Shelby and Tipton Counties, Tennessee; Crittenden County, Arkansas; DeSoto County, Mississippi.
Miami-Hialeah, Fla. — Dade County, Florida.
Miami-Fort Lauderdale, Fla. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Fort Lauderdale-Hollywood-Pompano Beach and Miami-Hialeah, Florida
Middlesex-Somerset-Hunterdon, N. J. — Hunterdon, Middlesex and Somerset Counties, New Jersey.
Middletown, Conn. — Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County, Connecticut.
Midland, Tex. — Midland County, Texas
Milwaukee, Wis. — Milwaukee, Ozaukee, Washington, and Waushara Counties, Wisconsin.
Milwaukee-Racine, Wis. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Milwaukee and Racine, Wisconsin.
Minneapolis-St. Paul, Minn.-Wis. — Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, and Wright Counties, Minnesota; St. Croix County, Wisconsin.
Mobile, Ala. — Baldwin and Mobile Counties, Alabama.
Modesto, Calif. — Stanislaus County, California
Monmouth-Ocean, N. J. — Monmouth and Ocean Counties, New Jersey
Monroe, La. — Ouachita Parish, Louisiana.
Montgomery, Ala. — Autauga, Elmore and Montgomery Counties, Alabama.
Muncie, Ind. — Delaware County, Indiana.
Muskegon, Mich. — Muskegon County, Michigan.
Naples, Fla. — Collier County, Florida.

Metropolitan Statistical Areas—Continued

Nashua, N. H. — Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, New Hampshire; Londonderry town in Rockingham County, New Hampshire.

Nashville, Tenn. — Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties, Tennessee.

Nassau-Suffolk, N. Y. — Nassau and Suffolk Counties, New York.

Newark, N. J. — Essex, Morris, Sussex and Union Counties, New Jersey.

New Bedford, Mass. — New Bedford City; Acushnet, Dartmouth, Fairhaven and Freetown Towns in Bristol County; Marion, Mattapoisett and Rochester Towns in Plymouth County, Massachusetts.

New Britain, Conn. — New Britain city; Berlin, Plainville, and Southington towns in Hartford County, Connecticut.

New Haven-Meriden, Conn. — Clinton and Killingworth towns in Middlesex County, Connecticut; Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford, and Woodbridge towns in New Haven County, Connecticut.

New London-Norwich, Conn.-R.I. — New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Connecticut; Canterbury town in Windham County, Connecticut; Hopkinton and Westerly towns in Washington County, Rhode Island.

New Orleans, La. — Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes, Louisiana.

New York, N. Y.-N. J. — New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Putnam, Rockland and Westchester Counties, New York.

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Nassau-Suffolk, New York and Orange County, New York; Bergen-Passaic, Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean and Newark, New Jersey; Bridgeport-Milford, Danbury, Norwalk and Stamford, Connecticut.

Niagara Falls, N.Y. — Niagara County, New York.

Norfolk-Virginia Beach-Newport News, Va. — Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties, Virginia.

Norwalk, Conn. — Norwalk city; Weston, Westport and Wilton towns in Fairfield County, Connecticut.

Oakland, Calif. — Alameda and Contra Costa Counties, California.

Ocala, Fla. — Marion County, Florida.

Odessa, Tex. — Ector County, Texas.

Oklahoma City, Okla. — Canadian, Cleveland, Logan, McClain, Oklahoma, and Pottawatomie Counties, Oklahoma.

Olympia, Wash. — Thurston County, Washington.

Omaha, Neb.-Iowa — Douglas, Sarpy, and Washington Counties, Nebraska; Pottawattamie County, Iowa.

Orange County, N.Y. — Orange County, New York.

Orlando, Fla. — Orange, Osceola, and Seminole Counties, Florida.

Owensboro, Ky. — Daviess County, Kentucky.

Oxnard-Ventura, Calif. — Ventura County, California.

Panama City, Fla. — Bay County, Florida.

Parkersburg-Marietta, W. Va.-Ohio — Wood County, West Virginia; Washington County, Ohio.

Pascagoula, Miss. — Jackson County, Mississippi.

Pawtucket-Woonsocket-Attleboro, R.I.-Mass. — Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Massachusetts; Plainville town in Norfolk County, Massachusetts; Blackstone and Millville towns in Worcester County, Massachusetts; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, Rhode Island.

Pensacola, Fla. — Escambia and Santa Rosa Counties, Florida.

Peoria, Ill. — Peoria, Tazewell, and Woodford Counties, Illinois.

Philadelphia, Pa.-N. J. — Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania; Burlington, Camden, and Gloucester Counties, New Jersey.

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Philadelphia, Pa.-N. J.; Trenton and Vineland-Millville-Bridgeton, N. J.; and Wilmington, Del.-N. J.-Md.

Phoenix, Ariz. — Maricopa County, Arizona.

Pine Bluff, Ark. — Jefferson County, Arkansas.

Pittsburgh, Pa. — Allegheny, Fayette, Washington and Westmoreland Counties, Pennsylvania.

Pittsburgh-Beaver Valley, Pa. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Beaver County and Pittsburgh, Pennsylvania.

Pittsfield, Mass. — Pittsfield City; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge Towns in Berkshire County, Massachusetts.

Ponce, P. R. — Juana Diaz and Ponce Municipalities, Puerto Rico.

Portland, Maine — Portland, South Portland and Westbrook Cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth Towns in Cumberland County, Maine; Buxton, Hollis and Old Orchard Beach Towns in York County, Maine.

Portland, Ore. — Clackamas, Multnomah, Washington and Yamhill Counties, Oregon.

Portland-Vancouver, Ore.-Wash. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Portland, Oregon and Vancouver, Washington.

Portsmouth-Dover-Rochester, N.H.-Maine — Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, New Hampshire; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, New Hampshire; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Maine.

Poughkeepsie, N. Y. — Dutchess County, New York.

Providence, R.I. — Barrington, Bristol and Warren towns in Bristol County, Rhode Island; Warwick city, Coventry, East Greenwich and West Warwick towns in Kent County, Rhode Island; Jamestown town in Newport County, Rhode Island; Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns in Providence County, Rhode Island; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County, Rhode Island.

Providence-Pawtucket-Fall River, R. I.-Mass. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Providence, Rhode Island; Fall River, Massachusetts-Rhode Island; Pawtucket-Woonsocket-Attleboro, Rhode Island-Massachusetts.

Provo-Orem, Utah — Utah County, Utah.

Pueblo, Colo. — Pueblo County, Colorado.

Racine, Wis. — Racine County, Wisconsin.

Raleigh-Durham, N. C. — Durham, Franklin, Orange and Wake Counties, North Carolina.

Reading, Pa. — Berks County, Pennsylvania.

Redding, Calif. — Shasta County, California.

Reno, Nev. — Washoe County, Nevada.

Richland-Kennebec-Pasco, Wash. — Benton and Franklin Counties, Washington.

Richmond-Petersburg, Va. — Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties, Virginia.

Riverside-San Bernardino, Calif. — Riverside and San Bernardino Counties, California.

Roanoke, Va. — Roanoke and Salem cities; Botetourt, and Roanoke Counties, Virginia.

Rochester, Minn. — Olmsted County, Minnesota.

Rochester, N.Y. — Livingston, Monroe, Ontario, Orleans and Wayne Counties, New York.

Rockford, Ill. — Boone and Winnebago Counties, Illinois.

Sacramento, Calif. — El Dorado, Placer, Sacramento and Yolo Counties, California.

Saginaw-Bay City-Midland, Mich. — Bay, Midland and Saginaw Counties, Michigan.

St. Cloud, Minn. — Benton, Sherburne, and Stearns Counties, Minnesota.

St. Joseph, Mo. — Buchanan County, Missouri.

St. Louis, Mo.-Ill. — St. Louis city, Franklin, Jefferson, St. Charles and St. Louis Counties, Missouri; Monroe County, Illinois.

St. Louis-East St. Louis-Alton, Mo.-Ill. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Alton-Granite City, Illinois; East St. Louis-Belleview, Illinois and St. Louis, Missouri-Illinois.

Salem, Ore. — Marion and Polk Counties, Oregon.

Salem-Gloucester, Mass. — Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County, Massachusetts.

Salinas-Seaside-Monterey, Calif. — Monterey County, California.

Salt Lake City-Ogden, Utah — Davis, Salt Lake and Weber Counties, Utah.

San Angelo, Tex. — Tom Green County, Texas.

San Antonio, Tex. — Bexar, Comal, and Guadalupe Counties, Texas.

San Diego, Calif. — San Diego County, Calif.

San Francisco, Calif. — Marin, San Francisco, and San Mateo Counties, California.

San Francisco-Oakland-San Jose, Calif. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma and Vallejo-Fairfield-Napa, California.

San Jose, Calif. — Santa Clara County, California.

San Juan, Puerto Rico — Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipalities, Puerto Rico.

San Juan-Caguas, Puerto Rico Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Caguas and San Juan, Puerto Rico.

Santa Barbara-Santa Maria-Lompoc, Calif. — Santa Barbara County, California.

Santa Cruz, Calif. — Santa Cruz County, California.

Santa Fe, N.M. — Los Alamos and Santa Fe Counties, New Mexico.

Santa Rosa-Petaluma, Calif. — Sonoma County, California.

Sarasota, Fla. — Sarasota County, Florida.

Savannah, Ga. — Chatham and Effingham Counties, Georgia.

Scranton-Wilkes Barre, Pa. — Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties, Pennsylvania.

Seattle, Wash. — King and Snohomish Counties, Washington.

Seattle-Tacoma, Wash. Consolidated Metropolitan Statistical Area — The Metropolitan Statistical Areas of Seattle and Tacoma, Washington.

Sharon, Pa. — Mercer County, Pennsylvania.

Sheboygan, Wis. — Sheboygan County, Wisconsin.

Sherman-Denison, Tex. — Grayson County, Texas.

Shreveport, La. — Bossier and Caddo Parishes, Louisiana.

Sioux City, Iowa-Neb. — Woodbury County, Iowa; Dakota County, Nebraska.

Sioux Falls, S. D. — Minnehaha County, South Dakota.

South Bend-Mishawaka, Ind. — St. Joseph County, Indiana.

Spokane, Wash. — Spokane County, Washington.

Springfield, Ill. — Menard and Sangamon Counties, Illinois.

Springfield, Mo. — Christian and Greene Counties, Missouri.

Springfield, Mass. — Chicopee, Holyoke, Springfield and Westfield Cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham Towns in Hampden County; Northampton City; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley Towns in Hampshire County, Massachusetts.

Stamford, Conn. — Stamford city; Darien, Greenwich, and New Canaan towns in Fairfield County, Connecticut.

State College, Pa. — Centre County, Pennsylvania.

Steubenville-Weirton, Ohio-W. Va. — Jefferson County, Ohio; Brooke and Hancock Counties, West Virginia.

Stockton, Calif. — San Joaquin County, California.

Terre Haute, Ind. — Madison, Onondaga and Oswego Counties, New York.

Tacoma, Wash. — Pierce County, Washington.

Tallahassee, Fla. — Gadsden and Leon Counties, Florida.

Tampa-S. Petersburg-Clearwater, Fla. — Hernando, Hillsborough, Pasco, and Pinellas Counties, Florida.

Texarkana, Tex.-Texarkana, Ark. — Miller County, Arkansas; Bowie County, Texas.

Toledo, Ohio — Fulton, Lucas, and Wood Counties, Ohio.

Topeka, Kans. — Shawnee County, Kansas.

Trenton, N. J. — Mercer County, New Jersey.

Tucson, Ariz. — Pima County, Arizona.

Tulsa, Okla. — Creek, Osage, Rogers, Tulsa, and Wagoner Counties, Oklahoma.

Tuscaloosa, Ala. — Tuscaloosa County, Alabama.

Tyler, Tex. — Smith County, Texas.

Utica-Rome, N. Y. — Herkimer and Oneida Counties, New York.

Vallejo-Fairfield-Napa, Calif. — Napa and Solano Counties, California.

Vancouver, Wash. — Clark County, Washington.

Victoria, Tex. — Victoria County, Texas.

Vineland-Millville-Bridgeton, N.J. — Cumberland County, New Jersey.

Visalia-Tulare-Porterville, Calif. — Tulare County, California.

Waco, Tex. — McLennan County, Texas.

Washington, D. C.-Md.-Va. — District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park Cities; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Virginia; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, Maryland.

Waterbury, Conn. — Bethlehem, Thomaston, Watertown and Woodbury Towns in Litchfield County; Waterbury City; Naugatuck Borough; Middlebury, Prospect, Southbury and Wolcott Towns in New Haven County, Connecticut.

Waterloo-Cedar Falls, Iowa — Black Hawk and Bremer Counties, Iowa.

Wausau, Wis. — Marathon County, Wisconsin.

West Palm Beach-Boca Raton-Delray Beach, Fla. — Palm Beach County, Florida.

Wheeling, W. Va.-Ohio — Marshall and Ohio Counties, West Virginia; Belmont County, Ohio.

Wichita, Kans. — Butler and Sedgwick Counties, Kansas.

Wichita Falls, Tex. — Wichita County, Texas.

Williamsport, Pa. — Lycoming County, Pennsylvania.

Wilmington, Del.-N. J.-Md. — New Castle County, Delaware; Salem County, New Jersey; Cecil County, Maryland.

Wilmington, N.C. — New Hanover County, North Carolina.

Worcester, Mass. — Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough, and West Boylston towns in Worcester County, Massachusetts.

Yakima, Wash. — Yakima County, Washington.

York, Pa. — Adams and York Counties, Pennsylvania.

Youngstown-Warren, Ohio — Mahoning and Trumbull Counties, Ohio.

Yuba City, Calif. — Sutter and Yuba Counties, California.

New England County Metropolitan Statistical Areas

As Defined by the Office of Management and Budget

Bangor, Maine — Penobscot County, Maine.

Boston-Lawrence-Salem-Lowell-Brockton, Mass. — Essex, Middlesex, Norfolk, Plymouth and Suffolk Counties, Massachusetts.

Bridgeport-Stamford-Norwalk-Danbury, Conn. — Fairfield County, Connecticut.

Burlington, Vt. — Chittenden and Grand Isle Counties, Vermont.

Hartford-New Britain-Middletown-Bristol, Conn. — Hartford, Middlesex and Tolland Counties, Connecticut.

Lewiston-Auburn, Maine — Androscoggin County, Maine.

Manchester-Nashua, N. H. — Hillsborough County, New Hampshire.

New Bedford-Fall River-Attleboro, Mass. — Bristol County, Massachusetts.

New Haven-Waterbury-Meriden, Conn. — New Haven County, Connecticut.

New London-Norwich, Conn. — New London County, Connecticut.

Pittsfield, Mass. — Berkshire County, Massachusetts.

Portland, Maine — Cumberland County, Maine.

Portsmouth-Dover-Rochester, N. H. — Rockingham and

Strafford Counties, New Hampshire.

Providence-Pawtucket-Woonsocket, R. I. — Bristol, Kent, Providence and Washington Counties, Rhode Island.

Springfield, Mass. — Hampden and Hampshire Counties, Massachusetts.

Worcester-Fitchburg-Leominster, Mass. — Worcester County, Massachusetts.

Composite Table of Metro Area Rankings

METROPOLITAN STATISTICAL AREA	Population	Households	Gross Household Income	Gross Household Income Per Hshld.	Total Retail Sales	Total Retail Sales Per Hshld.	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Abilene, TX	287	285	263	125	284	215	284	283	283	283	283	283	284	268
Akron, OH	72	72	73	156	72	144	72	72	72	73	73	72	72	69
Albany, GA	298	307	308	242	307	244	304	306	306	309	306	307	306	313
Albany-Schenectady-Troy, NY	58	55	58	160	54	147	53	56	54	54	54	54	53	62
Albuquerque, NM	99	97	98	171	98	202	97	97	97	100	99	99	98	90
Alexandria, LA	249	266	258	199	267	276	269	269	270	267	269	268	270	271
Allentown-Bethlehem, PA-NJ	70	69	69	121	69	92	69	69	69	69	68	69	69	72
Alton-Granite City, IL	163	160	173	220	159	162	161	161	161	161	161	160	160	157
Altoona, PA	263	258	280	321	261	293	261	259	259	263	267	261	261	276
Amarillo, TX	207	199	195	137	199	175	201	201	201	198	197	200	200	187
Anaheim-Santa Ana, CA	15	11	15	3	15	1	13	13	13	11	11	11	11	9
Anchorage, AK	189	190	120	3	170	1	174	181	179	166	150	169	172	183
Anderson, IN	264	260	272	288	257	237	257	257	256	256	256	256	256	258
Anderson, SC	252	253	283	338	262	324	259	254	257	264	272	262	260	246
Ann Arbor, MI	165	164	150	72	155	71	158	162	162	154	154	155	156	160
Anniston, AL	286	294	323	341	301	328	301	299	299	306	309	302	301	289
Appleton-Oshkosh-Neenah, WI	148	152	152	146	149	111	149	152	147	147	146	148	149	147
Asheville, NC	230	221	236	307	232	314	229	226	227	234	236	233	231	223
Athens, GA	255	257	279	306	265	322	263	261	262	270	276	266	264	251
Atlanta, GA	11	11	13	65	13	76	11	11	11	13	13	13	12	12
Atlantic City, NJ	145	139	128	46	137	82	137	138	139	137	134	137	137	159
Augusta, GA-SC	123	130	144	280	138	274	134	131	132	138	140	138	136	130
Aurora-Elgin, IL	136	141	133	71	133	48	136	139	138	130	128	133	134	134
Austin, TX	73	70	68	92	70	140	70	70	70	70	70	70	70	66
Bakersfield, CA	103	103	110	226	103	246	105	105	105	105	110	103	103	97
Baltimore, MD	12	15	15	61	15	57	15	16	16	15	15	15	15	17
Bangor, ME (county basis)	259	271	293	329	280	301	277	276	277	282	285	280	280	290
Bangor, ME (Official MSA)	338	341	342	312	344	295	344	341	342	343	341	344	344	344
Baton Rouge, LA	88	90	80	54	89	63	89	90	90	88	86	89	89	87
Battle Creek, MI	265	261	264	272	255	223	258	255	255	255	255	255	256	267
Beaumont-Port Arthur, TX	114	113	101	81	105	65	108	109	108	103	102	104	107	103
Beaver County, PA	199	200	186	95	192	52	194	196	196	189	184	191	193	211
Bellingham, WA	304	286	300	298	295	306	292	289	289	295	301	295	295	274
Benton Harbor, MI	229	229	239	284	235	260	233	232	233	235	234	235	235	231
Bergen-Passaic, NJ	34	37	29	12	34	13	34	35	35	32	32	33	34	38
Billings, MT	296	283	271	167	282	166	281	281	281	281	274	282	281	262
Biloxi-Gulfport, MS	210	218	225	248	223	275	223	221	222	224	226	224	223	222
Binghamton, NY	162	161	163	161	158	150	160	160	160	159	159	158	159	174
Birmingham, AL	54	52	65	249	58	262	57	53	55	58	60	58	58	50
Bismarck, ND	331	329	325	154	328	139	328	329	329	326	326	327	328	320
Bloomington, IN	320	321	331	296	327	317	326	324	325	328	330	328	326	325
Bloomington-Normal, IL	283	280	257	106	276	101	278	280	280	268	261	276	277	282
Boise City, ID	211	206	209	221	207	232	207	206	205	208	209	207	207	185
Boston-Lawrence-Salem-Lowell														
Brockton, MA (county basis)	6	6	7	36	6	51	6	6	6	7	7	6	6	8
Boston, MA (Official MSA)	9	9	10	32	9	45	9	9	9	9	9	9	9	14
Boulder-Longmont, CO	193	187	153	19	177	27	179	182	182	174	174	176	177	169
Bradenton, FL	228	203	212	258	209	297	208	205	206	212	218	209	209	224
Brazoria, TX	201	216	214	55	203	20	205	211	208	197	192	201	204	189
Bremerton, WA	233	231	233	204	229	174	231	231	230	228	227	229	229	220
Bridgeport-Stamford-Norwalk-Danbury, CT (county basis)	60	60	37	5	53	8	58	59	59	52	49	53	54	58
Bridgeport-Milford, CT (Official MSA)	106	104	91	33	100	33	99	100	100	97	97	100	100	106
Bristol, CT (Official MSA)	343	342	328	44	336	15	338	342	341	334	327	335	337	340
Brockton, MA (Official MSA)	209	219	219	177	214	210	215	216	216	214	213	215	215	238
Brownsville-Harlingen, TX	176	207	234	337	219	343	214	209	212	223	229	219	219	219
Bryan-College Station, TX	305	299	299	209	300	299	300	300	300	300	302	300	299	287
Buffalo, NY	46	44	49	163	46	141	46	46	46	46	47	46	46	56
Burlington, NC	322	317	324	262	317	240	317	318	316	316	316	317	317	308
Burlington, VT (county basis)	281	290	259	82	281	77	282	286	284	280	265	281	282	309
Burlington, VT (Official MSA)	291	300	268	86	286	81	289	295	293	286	278	286	288	317
Canton, OH	111	109	118	191	113	146	113	111	112	111	111	113	113	108
Casper, WY	341	340	309	34	331	19	332	336	336	327	322	329	331	322
Cedar Rapids, IA	225	220	217	147	217	94	218	218	217	215	212	216	216	217
Champaign-Urbana-Rantoul, IL	226	230	230	200	234	231	232	230	231	231	232	234	232	242
Charleston, SC	98	105	108	186	107	199	107	107	107	107	107	107	106	116
Charleston, WV	166	156	169	232	157	203	156	156	156	160	163	157	157	162
Charlotte-Gastonia-Rock Hill, NC-SC	45	46	51	207	47	208	47	47	47	49	50	47	47	44
Charlottesville, VA	284	278	252	90	279	168	278	278	278	275	268	279	279	279
Chattanooga, TN-GA	105	101	130	314	110	309	106	104	106	115	119	112	109	99
Chicago, IL	3	3	3	56	3	61	3	3	3	3	3	3	3	2
Chico, CA	231	213	237	330	228	338	226	220	223	232	239	228	227	204
Cincinnati, OH-KY-IN	31	31	35	143	33	145	33	32	32	34	34	34	33	32
Clarksville-Hopkinsville, TN-KY	234	252	285	340	272	341	265	256	260	278	282	272	266	257
Cleveland, OH	21	20	23	89	21	79	21	20	20	21	20	21	21	25
Colorado Springs, CO	130	131	114	50	126	69	128	130	130	126	123	126	127	122
Columbia, MO	310	306	314	277	309	272	309	307	307	310	311	309	310	303
Columbia, SC	104	108	115	184	115	182	114	113	114	116	116	116	114	109
Columbus, GA-AL	179	188	214	331	201	333	198	192	194	204	210	203	199	203
Columbus, OH	35	36	39	196	37	197	37	37	37	37	37	37	37	33
Corpus Christi, TX	125	137	132	88	135	119	135	137	135	135	135	135	135	129
Cumberland, MD	309	304	327	333	310	310	305	305	304	312	313	311	308	316
Dallas, TX	13	12	12	30	12	54	12	12	12	12	12	12	13	11
Danbury, CT (Official MSA)	214	224	162	6	200	4	206	214	211	194	186	198	203	209
Danville, VA	303	297	297	255	297	268	298	298	298	298	300	297	297	300
Davenport-Rock Island-Moline, IA-IL	115	114	104	100	108	67	109	114	111	104	103	106	108	113
Dayton-Springfield, OH	51	49	57	203	52	184	52	50	50	53	53	52	52	48
Daytona Beach, FL	147	132	148	295	141	329	140	135	136	143	147	141	141	141
Decatur, IL	267	259	246	131	248	105	251	253	252	247	245	248	248	261
Denver, CO	27	28	21	18	25	22	26	27	26	25	23	25	26	23
Des Moines, IA	119	115	111	133	114	123	115	115	115	114	112	114	115	114
Detroit, MI	5	5	6	103	5	84	5	5	5	5	5	5	5	3
Dothan, AL	282	289	306	310	298	326	296	292	294	301	305	298	298	284
Dubuque, IA	327	334	333	185	333	158	333	333	333	333	331	333	333	332
Duluth, MN-WI	167	158	180	279	162	227	159	157	158	167	167	162	161	163
East St. Louis-Bellefonte, IL	149	155	178	281	160	256	157	155	155	165	168	161	158	164

Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Gross Household Income	Gross Household Income Per Hshhd.	Total Retail Sales	Total Retail Sales Per Hshhd.	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Eau Claire, WI.....	266	273	275	246	275	238	276	274	275	273	270	275	275	272
El Paso, TX.....	87	98	106	275	102	291	101	99	99	102	108	102	102	98
Elkhart-Goshen, IN.....	261	264	276	297	269	302	268	264	267	271	273	269	269	259
Elmira, NY.....	323	317	208	320	192	321	320	320	321	319	315	319	320	333
Enid, OK.....	346	344	318	23	340	40	343	344	344	340	337	340	340	339
Erie, PA.....	151	154	174	261	156	234	155	154	154	158	164	156	155	171
Eugene-Springfield, OR.....	156	145	177	322	154	319	151	148	149	156	169	154	154	135
Evansville, IN-KY.....	158	150	164	230	153	217	153	151	153	153	156	153	153	143
Fall River, MA-RI (Official MSA).....	238	235	256	327	240	298	238	237	238	242	248	240	239	273
Fargo-Moorhead, ND-MN.....	247	242	245	187	242	177	241	243	243	241	242	242	241	243
Fayetteville, NC.....	169	186	213	336	197	330	195	190	191	201	207	197	196	193
Fayetteville-Springdale, AR.....	313	310	336	344	321	345	320	314	316	325	329	323	321	293
Fitchburg-Leominster, MA (Official MSA).....	328	326	326	213	323	176	323	325	324	322	321	322	323	336
Flint, MI.....	107	106	100	117	101	72	102	106	103	101	101	101	101	104
Florence, AL.....	262	265	273	287	259	254	260	262	261	258	260	259	259	241
Florence, SC.....	294	308	316	283	315	294	314	308	309	315	318	315	314	318
Fort Collins-Loveland, CO.....	222	217	204	91	211	90	212	215	215	209	208	210	211	195
Fort Lauderdale-Hollywood-Pompano Beach, FL.....	39	33	31	51	32	91	32	33	33	33	33	32	32	37
Fort Myers-Cape Coral, FL.....	178	159	175	240	169	303	168	163	164	173	175	170	169	170
Fort Pierce, FL.....	217	205	196	116	205	198	204	204	204	205	202	205	205	218
Fort Smith, AR-OK.....	219	214	236	309	226	337	225	219	221	230	237	227	226	210
Fort Walton Beach, FL.....	293	298	269	94	290	148	294	296	296	288	288	290	291	286
Fort Wayne, IN.....	128	126	139	224	129	205	129	129	128	128	130	129	129	123
Fort Worth-Arlington, TX.....	42	42	42	84	42	89	41	41	42	42	42	42	42	34
Fresno, CA.....	86	87	95	263	91	292	90	88	88	92	95	91	91	80
Gadsden, AL.....	316	312	329	311	319	313	317	315	315	320	325	320	318	301
Gainesville, FL.....	212	210	231	317	220	331	216	212	214	222	228	220	220	215
Galveston-Texas City, TX.....	194	192	176	49	184	49	186	188	187	181	177	183	184	190
Gary-Hammond, IN.....	75	81	82	164	76	88	77	79	78	76	75	76	77	82
Glens Falls, NY.....	301	301	313	294	303	279	302	302	302	304	307	303	302	319
Grand Forks, ND.....	345	346	343	162	346	188	346	346	346	346	345	346	346	346
Grand Rapids, MI.....	77	83	88	205	82	180	82	82	83	83	83	82	82	77
Great Falls, MT.....	340	339	340	254	338	229	337	337	337	339	339	338	338	326
Greeley, CO.....	257	282	278	301	264	289	266	263	264	271	271	263	263	236
Green Bay, WI.....	218	223	216	130	218	93	219	222	219	216	214	218	218	228
Greensboro-Winston-Salem-High Point, NC.....	57	53	63	216	57	242	56	54	56	57	58	57	57	47
Greenville-Spartanburg, SC.....	79	82	89	243	84	252	85	82	83	85	87	84	84	76
Hagerstown, MD.....	295	292	295	251	289	213	290	290	289	289	290	289	290	296
Hamilton-Middletown, OH.....	161	169	168	169	166	107	165	167	166	164	162	165	165	155
Harrisburg-Lebanon-Carlisle, PA.....	85	80	81	159	79	115	79	80	80	79	79	79	79	83
Hartford-New Britain-Middletown-Bristol, CT (county basis).....	43	43	36	29	40	23	42	43	42	40	38	40	41	46
Hartford, CT (Official MSA).....	67	67	54	21	64	18	65	66	66	64	59	64	65	65
Hickory, NC.....	192	193	211	302	202	288	199	196	199	203	205	202	201	181
Honolulu, HI.....	59	68	59	24	66	39	67	68	68	66	66	66	67	70
Houma-Thibodaux, LA.....	208	227	197	35	216	38	220	224	224	211	206	214	217	226
Houston, TX.....	8	8	14	8	8	17	8	8	8	8	8	8	8	6
Huntington-Ashland, WV-KY-OH.....	133	133	159	328	140	315	139	136	137	141	145	140	140	132
Huntsville, AL.....	205	212	202	107	208	138	209	210	209	207	204	208	208	197
Indianapolis, IN.....	40	39	45	144	39	136	39	39	39	39	40	39	39	39
Iowa City, IA.....	336	330	332	214	334	255	331	331	331	335	336	334	332	334
Jackson, MI.....	244	254	255	225	250	173	252	252	251	250	249	250	250	253
Jackson, MS.....	116	123	134	210	128	266	127	124	124	129	133	128	128	120
Jacksonville, FL.....	64	64	67	223	67	248	66	65	65	67	67	66	66	64
Jacksonville, NC.....	300	331	339	293	337	307	335	332	338	340	337	336	336	331
Janesville-Beloit, WI.....	254	255	247	152	247	106	246	250	249	245	244	246	247	256
Jersey City, NJ.....	89	85	92	256	87	251	87	87	87	89	90	87	87	144
Johnson City-Kingsport-Bristol, TN-VA.....	102	100	129	325	106	325	103	101	102	113	118	108	105	96
Johnstown, PA.....	164	167	188	326	175	308	173	169	171	178	182	175	175	182
Joliet, IL.....	117	128	122	78	120	29	123	123	123	119	115	119	120	121
Joplin, MO.....	270	251	287	342	268	342	262	255	258	277	281	270	265	248
Kalamazoo, MI.....	197	196	198	168	195	165	196	197	197	195	194	195	195	194
Kankakee, IL.....	314	318	321	244	318	226	319	318	319	318	317	318	319	324
Kansas City, MO-KS.....	29	29	32	113	30	99	29	29	29	30	30	30	30	28
Kenosha, WI.....	280	279	274	189	278	135	279	279	279	272	262	277	278	285
Killeen-Temple, TX.....	174	185	203	286	194	300	192	187	190	196	199	194	194	186
Knoxville, TN.....	84	79	90	282	85	285	84	81	81	86	89	85	85	74
Kokomo, IN.....	317	313	304	195	306	161	306	310	308	303	304	304	307	306
La Crosse, WI.....	329	327	315	126	324	169	325	326	326	324	324	324	324	327
Lafayette, LA.....	195	204	157	11	190	21	193	199	198	185	181	188	190	196
Lafayette, IN.....	285	291	292	229	292	241	291	291	291	292	293	293	292	295
Lake Charles, LA.....	220	226	199	41	212	37	217	223	218	210	203	212	213	216
Lake County, IL.....	100	107	79	8	99	10	100	102	101	95	93	98	99	101
Lakeland-Winter Haven, FL.....	126	124	140	247	130	286	130	128	129	134	137	130	130	126
Lancaster, PA.....	118	122	126	138	121	113	120	122	122	121	121	121	121	124
Lansing-East Lansing, MI.....	109	111	109	141	109	109	110	110	109	108	105	109	110	107
Laredo, TX.....	306	338	341	319	343	334	342	340	340	344	344	344	343	342
Las Cruces, NM.....	311	324	335	299	330	321	327	327	327	331	335	331	329	312
Las Vegas, NV.....	91	86	84	120	86	156	86	86	86	84	84	86	86	81
Lawrence, KS.....	344	345	346	305	345	318	345	345	345	345	346	345	345	341
Lawrence-Haverhill, MA (Official MSA).....	129	129	124	80	124	66	124	127	125	122	122	124	124	137
Lawton, OK.....	292	311	307	206	313	236	312	311	312	311	310	312	312	311
Lewiston-Auburn, ME (county basis).....	321	319	338	343	326	336	324	322	322	329	333	326	325	335
Lewiston-Auburn, ME (Official MSA).....	337	335	344	346	342	340	339	338	338	342	343	342	342	345
Lexington-Fayette, KY.....	135	134	137	165	134	189	133	132	133	136	136	134	134	131
Lima, OH.....	239	238	260	315	246	290	244	239	241	249	251	247	246	240
Lincoln, NE.....	200	191	207	278	196	273	197	195	195	199	201	196	197	191
Little Rock-North Little Rock, AR.....	96	95	99	270	97	278	95	95	95	99	100	97	95	92
Longview-Marshall, TX.....	224	225	218	132	222	154	221	225	225	221	222	222	221	212
Lorain-Elyria, OH.....	157	166	167	173	161	85	163	164	163	157	157	159	162	150
Los Angeles-Long Beach, CA.....	2	2	2	60	2	142	2	2	2	2	2	2	2	1
Louisville, KY-IN.....	49	48	53	188	50	190	49	48	48	51	52	50	50	49
Lowell, MA (Official MSA).....	175	184	160	31	174	14	175	179	178	171	166	173	174	192
Lubbock, TX.....	180	180	182	150	185	230	184	183	183	184	187	185	185	166
Lynchburg, VA.....	245	250	250	197	249	212	248	249	250	251	250	249	249	255
Macon-Warner Robins, GA.....	159	163	172	192	168	186	166	165	167	169	171	168	168	161
Madison, WI.....	134	127	127	104	125	97	125	126	126	125	124	125	125	136
Manchester-Nashua, NH (county basis).....	150	151	141	59	144	44	144	149	147	142	139	14		

Composite Table of Metro Area Rankings—Continued

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Melbourne-Titusville-Palm Bay, FL	153	144	142	102	142	102	143	143	143	140	141	142	142	140
Memphis, TN-AR-MS	52	56	66	236	59	258	59	58	58	60	63	59	59	57
Miami-Hialeah, FL	23	21	26	105	26	207	25	22	22	26	26	26	25	29
Middlesex-Somerset-Hunterdon, NJ	53	58	44	10	49	6	51	55	52	47	46	49	49	52
Middletown, CT (Official MSA)	335	333	312	63	325	35	329	330	330	323	314	325	327	328
Midland, TX	330	325	226	4	302	11	310	319	317	296	287	301	305	307
Milwaukee, WI	32	32	33	77	31	62	31	31	31	31	31	31	31	35
Minneapolis-St. Paul, MN-WI	14	14	14	52	14	50	14	14	14	14	14	14	14	13
Mobile, AL	101	102	116	265	104	265	104	103	104	106	113	105	104	100
Modesto, CA	144	143	151	215	146	257	146	144	144	150	152	146	146	133
Monmouth-Ocean, NJ	50	50	48	47	48	59	48	49	49	48	48	48	48	54
Monroe, LA	242	247	254	245	251	271	249	248	248	252	253	252	251	254
Montgomery, AL	152	157	170	235	165	253	162	158	159	168	172	166	163	152
Muncie, IN	279	281	289	273	283	250	283	282	282	285	286	284	283	281
Muskegon, MI	243	244	270	324	253	287	250	247	247	253	254	253	252	247
Naples, FL	315	293	241	26	293	219	293	293	292	291	291	292	293	305
Nashua, NH (Official MSA)	240	245	208	25	231	12	235	238	237	225	219	230	234	245
Nashville, TN	56	57	56	129	55	151	55	57	57	55	55	55	55	53
Nassau-Suffolk, NY	10	10	9	7	10	5	10	10	10	10	10	10	10	10
New Bedford-Fall River-Attleboro, MA (county basis)	97	96	102	271	96	235	96	96	96	98	98	96	96	110
New Bedford, MA (Official MSA)	227	222	243	320	230	296	228	227	228	233	235	231	230	266
New Britain, CT (Official MSA)	253	249	249	74	238	55	239	242	240	237	231	238	238	264
New Haven-Waterbury-Meriden, CT (county basis)	63	63	64	87	63	74	63	63	63	62	62	63	63	63
New Haven-Meriden, CT (Official MSA)	94	94	86	70	90	73	91	91	91	90	90	90	90	95
New London-Norwich, CT (county basis)	177	178	161	45	171	34	172	175	173	170	165	171	171	180
New London-Norwich, CT (Official MSA)	173	173	154	57	167	43	169	170	170	162	158	167	167	172
New Orleans, LA	33	34	34	73	35	112	35	34	34	35	35	35	35	41
New York, NY-NJ	1	1	1	97	1	191	1	1	1	1	1	1	1	5
Newark, NJ	18	22	16	16	20	26	20	21	21	19	19	20	20	27
Niagara Falls, NY	183	181	184	190	180	132	181	180	181	180	179	180	180	198
Norfolk-Virginia Beach-Newport News, VA-NC	37	40	43	101	41	98	40	40	40	41	41	41	40	43
Norwalk, CT (Official MSA)	278	277	179	2	241	2	247	265	254	239	224	241	244	265
Oakland, CA	19	19	17	39	18	46	18	19	19	18	17	18	18	16
Ocala, FL	248	239	265	334	256	346	253	246	246	261	275	258	254	252
Odessa, TX	275	275	223	17	252	24	255	270	266	248	241	251	253	250
Oklahoma City, OK	48	45	41	42	45	68	44	44	44	45	44	45	45	42
Olympia, WA	256	243	249	231	245	211	245	244	245	246	247	245	245	235
Omaha, NE-IA	81	78	78	122	78	126	78	77	77	77	78	78	78	79
Orange County, NY	154	168	165	128	164	100	164	166	165	163	160	164	164	176
Orlando, FL	61	59	62	108	62	160	61	60	60	63	64	62	62	59
Owensboro, KY	334	332	337	252	335	247	336	334	335	336	338	336	335	329
Oxnard-Ventura, CA	80	88	70	40	81	36	81	85	85	80	76	81	81	71
Panama City, FL	312	309	310	238	314	280	313	309	310	313	312	314	313	310
Parkersburg-Marietta, WV-OH	235	233	242	259	237	233	236	235	235	238	238	237	237	237
Pascagoula, MS	276	295	298	260	294	214	295	294	295	293	292	294	294	277
Pawtucket-Woonsocket-Attleboro, RI-MA (Official MSA)	140	138	143	201	139	178	141	140	140	139	138	139	139	148
Pensacola, FL	143	146	158	222	148	228	148	145	146	151	151	149	148	142
Peoria, IL	121	119	103	69	116	53	117	117	117	112	104	115	116	119
Philadelphia, PA-NJ	4	4	4	85	4	87	4	4	4	4	4	4	4	4
Phoenix, AZ	25	27	28	114	27	143	27	28	28	27	27	27	27	21
Pine Bluff, AR	332	336	345	345	341	335	340	339	339	341	342	341	341	338
Pittsburgh, PA	16	13	18	111	16	117	16	15	15	16	16	16	16	20
Pittsfield, MA (county basis)	250	246	240	158	243	164	243	245	244	243	243	243	243	280
Pittsfield, MA (Official MSA)	339	337	330	109	332	114	334	335	334	332	328	332	334	343
Portland, ME (county basis)	186	182	191	228	185	224	185	185	185	186	188	186	186	205
Portland, ME (Official MSA)	202	197	205	219	198	210	200	200	200	200	198	199	198	221
Portland, OR	41	38	40	145	38	152	38	38	38	38	39	38	38	36
Portsmouth-Dover-Rochester, NH (county basis)	146	148	145	119	145	83	145	147	145	145	142	145	145	145
Portsmouth-Dover-Rochester, NH (Official MSA)	203	202	206	198	204	179	202	203	203	202	200	204	202	214
Poughkeepsie, NY	168	174	146	38	163	25	167	171	169	155	153	163	166	177
Providence-Pawtucket-Woonsocket, RI (county basis)	55	54	61	193	56	195	54	52	53	56	56	56	56	60
Providence, RI (Official MSA)	74	74	75	178	74	181	74	74	74	74	74	74	74	85
Provo-Orem, UT	171	208	222	292	210	281	210	207	207	213	216	211	210	184
Pueblo, CO	271	268	261	217	260	221	264	268	268	259	259	260	262	249
Racine, WI	223	228	221	124	221	86	224	228	226	219	217	221	222	233
Raleigh-Durham, NC	78	77	83	180	80	185	80	78	79	81	81	80	80	75
Reading, PA	137	135	138	153	131	125	131	133	131	131	131	131	131	138
Redding, CA	268	256	282	332	271	332	267	260	263	274	279	271	268	239
Reno, NV	188	172	166	96	172	116	171	172	172	172	173	172	170	156
Richland-Kennewick-Pasco, WA	237	237	215	67	224	32	227	233	232	220	215	223	225	213
Richmond-Petersburg, VA	62	62	60	79	61	75	62	62	62	61	61	61	61	61
Riverside-San Bernardino, CA	24	26	30	179	28	200	28	26	27	28	29	28	28	18
Roanoke, VA	184	175	181	142	176	171	176	176	176	177	176	177	176	179
Rochester, MN	325	323	291	58	312	42	315	321	320	307	298	310	315	321
Rochester, NY	47	47	46	48	44	41	45	45	45	43	43	44	44	51
Rockford, IL	155	153	156	172	150	121	150	153	151	149	148	150	150	146
Sacramento, CA	36	35	38	194	36	204	36	36	36	36	36	36	36	31
Saginaw-Bay City-Midland, MI	110	116	121	175	117	131	116	116	116	117	114	117	117	115
St. Cloud, MN	221	240	251	250	244	220	242	241	242	244	246	244	242	234
St. Joseph, MO	333	328	334	285	329	277	330	328	328	330	332	330	330	330
St. Louis, MO-IL	22	23	25	75	24	70	23	24	24	24	25	24	24	24
Salem, OR	170	162	183	303	173	299	170	168	168	176	180	174	173	149
Salem-Gloucester, MA (Official MSA)	172	165	136	22	151	28	154	159	157	146	143	151	152	178
Salinas-Seaside-Monterey, CA	141	147	147	149	147	193	147	146	148	148	149	147	147	139
Salt Lake City-Ogden, UT	44	51	50	118	51	95	50	51	51	50	51	51	51	45
San Angelo, TX	326	322	305	112	322	196	322	323	323	321	323	321	322	314
San Antonio, TX	38	41	47	170	43	209	43	42	43	44	45	43	43	40
San Diego, CA	17	17	19	99	17	157	17	17	17	17	17	17	17	15
San Francisco, CA	28	25	20	20	23	47	24	25	25	22	21	23	23	30
San Jose, CA	30	30	27	13	29	9	30	30	30	29	28	29	29	26
Santa Barbara-Santa Maria-Lompoc, CA	139	136	125	53	132	103	132	134	134	132	131	132	132	127
Santa Cruz, CA	190	177	171	93	178	167	178	177	177	179	178	179	178	167
Santa Fe, NM	318	315	281	68	304	78	307	312	311	302	295	304	304	291
Santa Rosa-Petaluma, CA	131	120	119	110	119	122	119	121	120	120	120	119	119	112
Sarasota, FL	182	149	149	139	152	216	152	150	152	152	155	152	151	165
Savannah, GA	185	183	192	211	189	249	188	186	186	191	193	190	189	199
Scranton-Wilkes-Barre, PA	65	66	74	316	68	304	68	67	67	68	69	68	68	68
Seattle, WA	26	24	22	62	22	58	22	23	23	23	22	22	22	19

Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Gross Household Income	Gross Household Income Per Hshld.	Total Retail Sales	Total Retail Sales Per Hshld.	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Sharon, PA.....	274	276	262	166	266	127	273	277	276	262	258	265	272	292
Sheboygan, WI.....	319	316	301	151	308	110	311	313	313	305	303	308	309	323
Sherman-Denison, TX.....	324	314	320	276	316	269	316	316	314	317	319	316	316	299
Shreveport, LA.....	127	125	117	76	127	153	126	125	127	127	126	127	126	125
Sioux City, IA-NE.....	297	288	290	237	287	218	287	288	288	287	289	287	286	294
Sioux Falls, SD.....	299	287	284	218	285	201	285	285	285	284	284	285	285	275
South Bend-Mishawaka, IN.....	181	176	185	239	182	239	182	178	180	182	183	182	182	188
Spokane, WA.....	124	117	135	264	123	259	122	119	121	124	127	123	123	117
Springfield, IL.....	206	194	190	140	193	129	191	193	192	192	190	193	192	201
Springfield, MO.....	187	179	201	289	188	305	187	183	184	193	196	189	188	175
Springfield, MA (county basis).....	83	84	87	181	83	159	83	84	84	82	82	83	83	93
Springfield, MA (Official MSA).....	93	91	94	183	92	163	92	92	92	91	91	92	92	102
Stamford, CT (Official MSA).....	204	201	105	1	179	3	183	191	189	175	170	178	181	200
State College, PA.....	289	305	311	268	305	267	303	303	303	308	308	306	303	315
Steubenville-Weirton, OH-WV.....	236	236	244	253	236	183	237	236	236	236	233	236	236	244
Stockton, CA.....	120	118	131	227	122	243	121	118	119	123	125	122	122	118
Syracuse, NY.....	69	71	71	148	71	134	71	71	71	71	71	71	71	84
Tacoma, WA.....	95	93	96	202	94	194	94	94	94	94	94	94	94	88
Tallahassee, FL.....	198	198	210	269	206	284	203	202	202	206	211	206	206	207
Tampa-St. Petersburg-Clearwater, FL.....	20	18	24	212	19	270	19	18	18	20	24	19	19	22
Terre Haute, IN.....	269	267	286	318	277	312	275	271	271	279	280	278	276	269
Texarkana, TX-AR.....	290	282	302	313	291	311	288	287	287	294	296	291	289	278
Toledo, OH.....	76	75	78	182	75	170	75	75	75	75	77	75	75	78
Topeka, KS.....	241	232	224	157	227	149	230	229	229	226	223	226	228	225
Trenton, NJ.....	142	142	123	27	136	30	138	141	141	133	129	136	138	154
Tucson, AZ.....	82	76	76	135	77	172	76	76	76	78	80	77	76	73
Tulsa, OK.....	66	61	52	37	60	56	60	61	61	59	57	60	60	55
Tuscaloosa, AL.....	251	263	288	335	274	320	270	266	269	276	277	274	273	260
Tyler, TX.....	246	241	235	115	239	155	240	240	239	240	240	239	240	230
Utica-Rome, NY.....	138	140	155	274	143	245	142	142	142	144	144	143	143	153
Vallejo-Fairfield-Napa, CA.....	122	121	112	98	118	80	118	120	118	118	117	118	118	111
Vancouver, WA.....	191	189	189	174	187	130	189	189	188	187	185	187	187	168
Victoria, TX.....	342	343	322	28	339	31	341	343	343	337	334	339	339	337
Vineland-Millville-Bridgeton, NJ.....	258	270	267	234	270	225	272	272	272	265	263	267	271	283
Visalia-Tulare-Porterville, CA.....	160	171	200	339	183	344	171	174	175	188	195	184	183	151
Waco, TX.....	213	209	220	266	213	283	211	208	210	217	220	213	212	202
Washington, DC-MD-VA.....	7	7	5	9	7	7	7	7	7	6	6	7	7	7
Waterbury, CT (Official MSA).....	196	195	187	123	191	104	190	194	193	190	189	192	191	208
Waterloo-Cedar Falls, IA.....	232	234	228	155	233	128	234	234	234	229	225	232	233	229
Wausau, WI.....	302	302	303	241	299	206	300	301	301	299	297	299	300	298
West Palm Beach-Boca Raton-Delray Beach, FL.....	68	65	55	43	65	96	64	64	64	65	65	65	64	67
Wheeling, WV-OH.....	215	211	227	291	215	264	213	213	213	218	221	217	214	227
Wichita, KS.....	108	99	93	64	95	64	98	98	98	96	96	95	97	94
Wichita Falls, TX.....	277	274	248	83	263	137	271	275	274	260	257	263	267	263
Williamsport, PA.....	288	284	296	300	288	282	286	284	286	290	294	288	287	302
Wilmington, DE-NJ-MD.....	90	89	85	66	88	60	88	89	89	87	85	88	88	91
Wilmington, NC.....	307	296	299	267	296	263	297	297	297	297	299	296	296	304
Worcester-Fitchburg-Leominster, MA (county basis).....	71	73	72	136	73	124	73	73	73	72	72	73	73	86
Worcester, MA (Official MSA).....	112	112	107	127	112	118	112	112	113	109	106	111	112	128
Yakima, WA.....	216	215	232	290	225	316	222	217	220	227	230	225	224	206
York, PA.....	113	110	113	176	111	133	111	108	110	110	107	110	111	105
Youngstown-Warren, OH.....	92	92	97	233	93	187	93	93	93	93	92	93	93	89
Yuba City, CA.....	308	303	319	304	311	327	308	304	305	314	320	313	311	288

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

Metro Demographic Characteristics—Composition of Population by Age/Sex Breaks

Population Demographics based upon 4/1/84 estimate
(000 Omitted)

	Women					Men					Children		Teens	
	18-24	25-34	35-49	50+	Total	18-24	25-34	35-49	50+	Total	0-11	12-17		
ALABAMA														
METRO AREAS														
Anniston.....	9	10	10	16	63	11	10	9	12	60	22	14		
Birmingham.....	59	77	76	136	471	55	73	69	101	425	162	90		
Dothan.....	8	10	10	15	63	9	11	10	12	61	25	13		
Florence.....	9	11	12	20	72	9	10	11	16	66	24	15		
Gadsden.....	6	8	9	17	54	6	8	8	13	49	19	11		
Huntsville.....	14	16	19	22	100	14	16	17	19	95	35	23		
Mobile.....	31	37	37	61	236	29	36	34	48	220	92	50		
Montgomery.....	20	24	24	39	150	19	22	22	29	136	56	31		
Tuscaloosa.....	13	11	11	18	73	13	11	10	14	69	25	14		
Total Metros.....	169	204	208	344	1,282	165	197	190	264	1,181	460	261		
ALASKA														
METRO AREAS														
Anchorage.....	16	25	19	12	105	17	27	22	13	114	46	22		
Total Metros.....	16	25	19	12	105	17	27	22	13	114	46	22		
ARIZONA														
METRO AREAS														
Phoenix.....	112	140	136	237	858	115	142	132	194	825	304	169		
Tucson.....	43	50	46	85	302	43	52	44	69	288	102	58		
Total Metros.....	155	190	182	322	1,160	158	194	176	263	1,113	406	227		
ARKANSAS														
METRO AREAS														
Fayetteville.....														
Springdale.....	9	8	8	13	52	11	9	8	11	52	17	10		
Fort Smith.....	11	14	15	27	93	10	13	14	21	87	34	19		
Little Rock-North.....														
Little Rock.....	34	45	41	64	256	32	42	39	50	237	96	50		
Pine Bluff.....	6	7	7	13	46	6	6	6	10	43	18	10		
*Texarkana.....	7	9	10	19	62	6	9	9	15	57	23	12		
Total Metros.....	67	83	81	136	509	65	79	76	107	476	188	101		
CALIFORNIA														
METRO AREAS														
Anaheim-Santa Ana.....	152	194	201	268	1,107	162	198	199	217	1,079	367	228		
Bakersfield.....	29	36	35	55	221	30	37	34	49	219	90	46		
Chico.....	13	13	12	27	84	13	14	11	23	80	24	14		
Fresno.....	40	47	45	73	287	40	49	43	61	278	109	59		
Los Angeles-Long Beach.....	523	692	664	1,054	3,969	532	694	650	832	3,781	1,356	753		
Modesto.....	20	25	24	41	153	19	24	23	34	146	58	31		
Oakland.....	118	174	167	251	947	119	166	164	204	897	299	181		
Oxnard-Ventura.....	37	51	53	68	301	39	52	53	59	298	119	68		
Redding.....	8	11	12	19	68	7	11	12	16	65	24	14		
Riverside-San Bernardino.....	108	144	135	249	884	112	144	134	206	856	332	176		
Sacramento.....	86	110	104	159	619	83	110	100	137	596	204	120		
Salinas-Seaside.....														
Monterey.....	21	27	23	38	153	29	31	23	31	160	59	31		
San Diego.....	144	183	163	276	1,028	201	200	161	222	1,065	343	199		
San Francisco.....	89	150	138	242	771	91	159	143	195	747	191	121		
San Jose.....	98	131	131	160	712	102	134	130	133	699	241	150		
Santa Barbara-Santa Maria.....														
Lompoc.....	25	27	26	45	161	26	30	25	36	156	47	31		
Santa Cruz.....	15	22	16	32	111	15	23	17	25	107	34	19		
Santa Rosa.....														
Petaluma.....	20	33	28	52	177	19	31	28	42	166	57	33		
Stockton.....	24	30	30	52	189	24	30	29	46	185	70	39		
Vallejo-Fairfield.....														
Napa.....	23	33	30	47	186	26	35	31	40	187	69	38		
Visalia-Tulare.....														
Porterville.....	17	21	21	35	137	17	21	21	30	135	58	31		
Yuba City.....	7	9	9	14	55	8	9	9	12	55	21	12		
Total Metros.....	1,617	2,163	2,067	3,257	12,320	1,714	2,202	2,040	2,650	11,957	4,172	2,394		
COLORADO														
METRO AREAS														
Boulder-Longmont.....	19	23	17	20	105	21	25	18	16	107	33	21		
Colorado Springs.....	25	31	29	35	170	33	32	28	29	173	65	36		
Denver.....	104	162	138	182	800	103	162	137	148	774	281	157		
Fort Collins.....														
Loveland.....	17	17	13	18	88	17	18	13	15	86	29	16		
Greeley.....	12	12	11	15	71	11	12	11	13	68	27	15		
Pueblo.....	9	10	11	19	68	8	10	10	16	64	24	14		
Total Metros.....	186	255	219	289	1,302	193	259	217	237	1,272	459	259		
CONNECTICUT														
METRO AREAS														
Bridgeport.....														
Stamford.....														
Norwalk-Danbury (county basis).....	46	61	80	130	424	45	57	74	103	390	128	89		
Hartford-New Britain.....														
Middletown.....														
Bristol (county basis).....	70	88	93	162	549	69	85	89	128	512	165	112		
New Haven.....														
Waterbury.....														
Meriden (county basis).....	50	64	65	127	403	48	60	60	97	367	120	79		
New London.....														
Norwich (county basis).....	16	19	20	33	120	20	21	20	26	122	41	26		
Total Metros.....	182	232	258	452	1,496	182	223	243	354	1,391	454	306		
DELAWARE														
METRO AREAS														
Wilmington.....	37	44	46	73	274	35	41	44	60	256	91	59		
Total Metros.....	37	44	46	73	274	35	41	44	60	256	91	59		

(*) Metro Areas listed in more than one state.

	Women					Men					Children		Teens	
	18-24	25-34	35-49	50+	Total	18-24	24-34	35-49	50+	Total	0-11	12-17		
DISTRICT OF COLUMBIA														
METRO AREAS														
Washington.....	226	337	325	399	1,732	214	311	316	317	1,621	556	352		
Total Metros.....	226	337	325	399	1,732	214	311	316	317	1,621	556	352		
FLORIDA														
METRO AREAS														
Bradenton.....	8	10	12	43	90	7	10	11	33	79	22	13		
Daytona Beach.....	16	19	22	67	155	18	18	19	52	139	38	25		
Fort Lauderdale-Hollywood.....														
Pompano Beach.....	61	87	93	259	623	58	86	89	204	563	153	96		
Fort Myers-Cape Coral.....	11	15	18	54	125	11	15	16	46	115	33	20		
Fort Pierce.....	9	12	13	37	93	9	12	13	32	88	28	16		
Fort Walton Beach.....	8	9	11	12	58	10	10	11	11	60	22	13		
Gainesville.....	21	18	13	19	94	23	20	13	15	96	29	18		
Jacksonville.....	50	66	65	103	393	51	63	61	80	367	141	80		
Lakeland-Winter Haven.....	21	25	29	58	181	22	27	29	48	175	61	36		
Melbourne.....														
Titusville-Palm Bay.....	17	19	26	48	144	19	19	24	42	141	41	30		
Miami-Hialeah.....	104	136	162	317	925	99	124	147	244	828	258	161		
Naples.....	5	7	8	21	52	5	7	8	19	52	15	9		
Ocala.....	8	10	12	28	75	7	9	11	24	70	23	14		
Orlando.....	54	65	69	115	410	55	63	64	93	386	134	84		
Panama City.....	7	8	9	14	54	7	8	9	12	52	20	11		
Sarasota.....	22	25	27	39	155	23	24	25	31	149	56	34		
Tallahassee.....	10	13	16	65	125	9	13	14	50	107	24	16		
Tampa-St. Petersburg-Clearwater.....	99													

Metro Demographic Characteristics—Continued

	Women					Men					Children Teens	
	18-24	25-34	35-49	50+	Total	18-24	25-34	35-49	50+	Total	0-11	12-17
Dubuque.....	7	7	7	13	49	7	7	7	10	45	18	12
Iowa City.....	11	9	6	8	43	10	10	5	6	41	12	7
Sioux City.....	8	9	9	18	61	7	9	8	14	56	23	12
Waterloo-Cedar Falls.....	14	13	12	22	84	13	13	12	17	79	30	17
Total Metros.....	104	119	110	189	720	97	119	107	147	674	256	145
KANSAS METRO AREAS												
Kansas City.....	93	128	127	205	756	88	122	122	161	704	265	149
Lawrence.....	10	6	5	7	36	11	7	4	5	36	10	6
Topeka.....	10	13	13	23	79	10	13	12	18	74	27	15
Wichita.....	30	36	34	58	218	30	38	33	46	208	79	41
Total Metros.....	143	183	179	293	1,089	139	180	171	230	1,022	381	211
KENTUCKY METRO AREAS												
*Clarksville.....	12	13	12	17	77	20	15	11	13	83	31	16
*Huntington.....	21	26	29	51	174	20	25	28	40	163	62	35
Ashland.....	27	31	27	41	171	26	30	26	32	160	58	33
Lexington-Fayette.....	62	83	82	135	495	59	80	76	103	458	175	99
Louisville.....	6	7	7	12	45	5	7	7	9	41	16	9
Owensboro.....	128	160	157	256	962	130	157	148	197	905	342	192
Total Metros.....	229	272	254	379	1,611	221	263	237	294	1,506	628	346
LOUISIANA METRO AREAS												
Alexandria.....	9	11	12	20	75	10	10	11	15	69	29	16
Baton Rouge.....	45	51	43	57	282	44	49	41	45	267	113	62
Houma-Thibodaux.....	15	16	15	19	97	15	16	15	16	96	43	24
Lafayette.....	18	18	17	22	108	17	19	16	18	104	43	25
Lake Charles.....	13	14	15	22	91	12	14	14	18	87	36	20
Monroe.....	12	12	12	20	79	11	11	11	15	72	32	17
New Orleans.....	93	120	110	170	693	89	116	103	131	643	261	144
Shreveport.....	24	30	30	49	186	23	28	26	36	168	71	38
Total Metros.....	229	272	254	379	1,611	221	263	237	294	1,506	628	346
MAINE METRO AREAS												
Bangor (county basis).....	11	11	11	18	71	12	11	11	14	68	24	15
Lewiston-Auburn (county basis).....	7	8	8	16	53	6	8	8	11	48	18	11
Portland (county basis).....	15	19	18	35	116	14	18	17	25	105	37	23
Total Metros.....	33	38	37	69	240	32	37	36	50	221	79	49
MARYLAND METRO AREAS												
Baltimore.....	149	194	198	319	1,156	147	185	188	252	1,080	365	239
Cumberland.....	7	7	9	19	56	6	7	9	15	51	17	11
Hagerstown.....	7	9	10	18	59	8	10	10	14	58	19	12
Total Metros.....	163	210	217	356	1,271	161	202	207	281	1,189	401	262
MASSACHUSETTS METRO AREAS												
Boston-Lawrence-Salem-Lowell-Brockton (county basis).....	256	316	308	573	1,912	249	300	288	420	1,736	555	383
New Bedford-Fall River-Attleboro (county basis).....	30	38	40	82	256	28	35	38	60	231	84	52
Pittsfield (county basis).....	9	11	12	26	75	9	10	11	19	68	22	15
Springfield (county basis).....	47	46	46	93	308	42	44	42	70	277	91	62
Worcester-Fitchburg-Leominster (county basis).....	43	50	52	105	338	43	50	50	79	313	109	69
Total Metros.....	385	461	458	879	2,889	371	439	429	648	2,625	861	581
MICHIGAN METRO AREAS												
Ann Arbor.....	28	28	20	24	133	29	29	20	20	132	42	25
Battle Creek.....	9	11	11	20	70	8	10	11	16	66	25	14
Benton Harbor.....	10	13	14	24	87	10	12	13	19	81	33	19
Detroit.....	277	360	365	581	2,201	267	344	344	472	2,071	793	469
Flint.....	30	37	37	51	224	29	33	35	42	210	87	51
Grand Rapids.....	44	51	48	77	309	42	50	45	61	291	116	66
Jackson.....	9	12	12	20	73	10	15	13	16	75	27	16
Kalamazoo.....	19	18	17	25	107	18	18	16	19	100	35	21
Lansing-East Lansing.....	40	39	32	44	214	38	38	31	35	204	76	45
Muskegon.....	10	12	12	21	78	9	11	11	17	73	29	17
Saginaw-Bay City-Midland.....	27	34	34	51	211	26	32	33	42	201	82	49
Total Metros.....	503	615	602	938	3,707	486	592	572	759	3,504	1,345	792
MINNESOTA METRO AREAS												
*Duluth.....	18	20	19	42	134	18	21	19	34	130	45	27
*Fargo-Moorhead.....	15	13	10	17	75	14	13	10	14	72	25	14
Minneapolis-St. Paul.....	155	207	183	275	1,123	150	201	181	214	1,064	390	232
Rochester.....	8	9	8	11	50	6	8	8	9	45	18	10
St. Cloud.....	15	13	12	19	87	16	14	12	17	87	35	21
Total Metros.....	211	262	232	364	1,469	204	257	230	288	1,398	513	304
MISSISSIPPI METRO AREAS												
Biloxi-Gulfport.....	13	15	15	23	95	16	15	15	20	96	38	22
Jackson.....	29	35	32	48	203	26	32	28	36	183	78	43
Pascagoula.....	8	10	11	12	64	9	11	11	11	64	28	16
Total Metros.....	50	60	58	83	362	51	58	54	67	343	144	81
MISSOURI METRO AREAS												
Columbia.....	15	10	7	10	55	14	10	7	8	52	16	10
Joplin.....	8	10	11	23	69	8	9	10	17	63	23	13
Kansas City.....	93	128	127	205	756	88	122	122	161	704	265	149

(*) Metro Areas listed in more than one state.

CAUTION: The figures in the individual columns may not equal the totals due to rounding off.

	Women					Men					Children Teens	
	18-24	25-34	35-49	50+	Total	18-24	24-34	35-49	50+	Total	0-11	12-17
St. Joseph.....	6	6	7	16	46	5	6	6	11	41	15	9
St. Louis.....	114	148	154	272	934	108	138	142	203	847	315	187
Springfield.....	18	18	18	32	115	17	18	17	24	105	38	21
Total Metros.....	254	320	324	558	1,975	240	303	304	424	1,812	672	389
MONTANA METRO AREAS												
Billings.....	8	10	10	14	60	8	11	9	12	57	23	12
Great Falls.....	5	7	7	10	40	6	7	7	9	40	15	9
Total Metros.....	13	17	17	24	100	14	18	16	21	97	38	21
NEBRASKA METRO AREAS												
Lincoln.....	20	18	15	26	103	20	19	15	19	99	32	18
Omaha.....	41	53	49	76	308	39	50	48	59	289	115	65
Total Metros.....	61	71	64	102	411	59	69	63	78	388	147	83
NEVADA METRO AREAS												
Las Vegas.....	35	48	48	60	262	36	48	51	57	267	93	53
Reno.....	16	21	20	27	109	15	22	21	25	110	33	20
Total Metros.....	51	69	68	87	371	51	70	72	82	377	126	73
NEW HAMPSHIRE METRO AREAS												
Manchester-Nashua (county basis).....	18	26	24	39	149	17	25	25	29	140	53	32
Portsmouth-Dover-Rochester (county basis).....	21	26	24	37	150	21	26	25	30	145	52	32
Total Metros.....	39	52	48	76	299	38	51	50	59	285	105	64
NEW JERSEY METRO AREAS												
Atlantic City.....	17	21	23	58	156	17	21	21	43	140	46	29
Bergen-Passaic	75	98	121	216	664	73	92	110	172	608	188	127
Jersey City.....	34	43	47	91	284	33	41	43	67	255	88	52
Middlesex-Somerset-Hunterdon.....	60	74	85	124	460	61	72	83	106	444	141	98
Monmouth-Ocean.....	48	71	80	162	486	47	66	77	125	445	159	97
Newark.....	111	152	177	289	980	105	137	161	225	888	312	199
Trenton.....	22	25	28	49	163	21	24	26	38	149	49	32
Vineland-Millville-Bridgeton.....	8	11	12	21	73	8	10	11	16	66	26	16
Total Metros.....	375	495	573	1,010	3,266	365	463	532	792	2,995	1,009	650
NEW MEXICO METRO AREAS												
Albuquerque.....	34	43	39	54	237	33	43	37	45	227	85	50
Las Cruces.....	9	8	8	11	54	9	8	8	10	53	22	13
Santa Fe.....	6	9	10	12	52	6	9	10	10	51	19	11
Total Metros.....	49	60	57	77	343	48	60	55	65	331	126	74
NEW YORK METRO AREAS												
Albany-Schenectady-Troy.....	57	69	71	141	450	56	67	66	107	415	140	90
Binghamton.....	18	20	23	42	138	18	20	21	33	129	44	29
Buffalo.....	66	77	85	166	524	64	73	77	127	476	160	106
Elmira.....	6	7</										

Metro Demographic Characteristics—Continued

	Women					Men					Children		Teens	
	18-24	25-34	35-49	50+	Total	18-24	25-34	35-49	50+	Total	0-11	12-17		
*Stuebenville-Weirton.....	10	12	14	26	82	9	12	12	21	77	27	16		
Toledo.....	46	50	48	88	320	44	50	45	68	296	114	63		
Youngstown-Warren.....	32	40	44	82	268	31	39	40	66	249	91	53		
Total Metros.....	589	718	743	1,262	4,517	571	692	690	986	4,196	1,560	911		
OKLAHOMA METRO AREAS														
Enid.....	4	5	5	10	35	5	6	5	8	33	13	6		
Lawton.....	9	9	8	11	55	15	11	8	9	63	23	13		
Oklahoma City.....	68	84	81	127	494	67	84	78	99	467	178	94		
Tulsa.....	47	66	65	101	383	47	64	63	79	361	139	74		
Total Metros.....	128	164	159	249	967	134	165	154	195	924	353	187		
OREGON METRO AREAS														
Eugene-Springfield.....	21	28	22	34	142	20	29	22	29	139	49	27		
Medford.....	8	12	11	20	70	8	12	11	18	69	24	14		
Portland.....	70	107	91	155	566	67	107	91	122	537	190	103		
Salem.....	16	22	20	37	131	17	23	20	30	127	47	26		
Total Metros.....	115	169	144	246	909	112	171	144	199	872	310	170		
PENNSYLVANIA METRO AREAS														
Allentown-Bethlehem.....	39	51	56	111	339	40	50	54	87	316	102	64		
Altoona.....	8	10	11	24	72	8	10	10	18	65	24	14		
Beaver County.....	12	15	18	34	105	12	14	16	28	99	33	21		
Erie.....	20	22	23	42	148	19	22	21	33	138	53	31		
Harrisburg-Lebanon-Carlisle.....	37	47	50	91	301	36	47	47	71	280	95	59		
Johnstown.....	16	19	20	46	137	16	19	19	36	128	46	26		
Lancaster.....	26	30	31	56	196	25	30	30	44	184	69	39		
Philadelphia.....	303	375	405	739	2,443	298	354	369	566	2,234	774	493		
Pittsburgh.....	134	166	184	386	1,132	130	161	166	299	1,029	323	212		
Reading.....	19	24	27	56	166	18	24	26	44	154	50	31		
Scranton-Wilkes-Barre.....	44	52	61	145	393	42	52	57	105	351	113	72		
Sharon.....	8	9	11	22	66	9	9	10	17	62	21	14		
State College.....	15	9	8	12	58	19	10	8	10	61	16	12		
Williamsport.....	8	9	10	20	63	8	9	9	15	58	21	12		
York.....	25	33	35	59	206	24	32	34	48	195	70	42		
Total Metros.....	714	871	950	1,843	5,825	704	843	876	1,421	5,354	1,810	1,142		
RHODE ISLAND METRO AREAS														
Providence-Pawtucket-Woonsocket (county basis).....	61	68	71	152	465	58	66	66	113	420	137	91		
Total Metros.....	61	68	71	152	465	58	66	66	113	420	137	91		
SOUTH CAROLINA METRO AREAS														
Anderson.....	9	12	13	21	74	8	11	12	16	68	26	15		
Charleston.....	34	41	37	49	230	44	43	36	39	234	91	52		
Charlotte-Gastonia-Rock Hill.....	66	88	91	139	525	63	84	86	106	486	182	107		
Columbia.....	37	41	36	49	223	38	42	34	38	216	77	47		
Florence.....	8	10	10	15	62	7	9	9	11	56	24	13		
Greenville-Spartanburg.....	41	50	53	83	310	42	48	50	63	289	106	63		
Total Metros.....	195	242	240	356	1,424	202	237	227	273	1,349	506	297		
SOUTH DAKOTA METRO AREAS														
Sioux Falls.....	9	10	9	15	60	8	10	8	12	55	21	12		
Total Metros.....	9	10	9	15	60	8	10	8	12	55	21	12		
TENNESSEE METRO AREAS														
Chattanooga.....	28	37	39	64	228	27	35	36	48	210	80	45		
*Clarksville-Hopkinsville.....	12	13	12	17	77	20	15	11	13	83	31	16		
*Johnson City-Kingsport-Bristol.....	27	35	41	68	231	26	34	40	54	216	76	45		
Knoxville.....	40	49	51	86	301	40	48	48	66	281	95	58		
Memphis.....	65	82	76	117	478	63	77	68	88	440	179	102		
Nashville.....	62	78	77	121	458	59	75	73	93	425	153	90		
Total Metros.....	234	294	296	473	1,773	235	284	276	362	1,655	614	356		
TEXAS METRO AREAS														
Abilene.....	10	9	9	16	63	11	10	9	12	60	23	12		
Amarillo.....	14	16	16	26	100	14	16	15	20	93	37	19		
Austin.....	60	63	47	66	320	62	67	47	52	315	110	61		
Beaumont-Port Arthur.....	26	31	34	56	205	26	31	32	46	195	77	43		
Brazoria.....	13	16	16	19	94	16	22	19	17	106	41	21		
Brownsville-Harlingen.....	15	19	19	29	129	14	17	16	24	119	63	31		
Bryan-College Station.....	16	8	6	10	53	22	10	6	8	60	17	10		
Corpus Christi.....	24	30	28	42	182	23	30	27	35	175	79	41		
Dallas.....	155	214	195	251	1,135	148	208	192	196	1,076	423	228		
El Paso.....	39	45	45	56	282	42	43	40	46	271	128	67		
Fort Worth-Arlington.....	75	96	95	136	556	74	96	93	109	533	202	112		
Galveston-Texas City.....	14	18	18	28	108	14	18	18	23	105	40	23		
Houston.....	222	320	270	308	1,596	223	332	278	262	1,591	643	327		
Killeen-Temple.....	20	20	16	23	114	37	23	17	19	135	50	24		
Laredo.....	8	8	8	12	59	7	8	7	9	54	29	15		
Longview-Marshall.....	11	13	14	25	88	11	13	13	19	83	33	18		
Lubbock.....	22	20	17	25	118	24	20	17	20	116	45	24		
McAllen-Edinburg-Mission.....	22	27	25	38	176	20	23	21	32	162	88	44		
Midland.....	6	8	8	11	48	6	8	8	10	46	19	10		
Odessa.....	9	11	11	14	65	10	12	10	12	64	27	13		
San Angelo.....	7	7	7	14	49	7	7	7	11	45	17	9		
San Antonio.....	82	101	97	149	615	84	95	89	117	580	245	136		
Sherman-Denison.....	6	7	8	17	50	6	7	7	13	46	16	9		

(*) Metro Areas listed in more than one state.

	Women					Men					Children		Teens	
	18-24	25-34	35-49	50+	Total	18-24	25-34	35-49	50+	Total	0-11	12-17		
*Texarkana.....	7	9	10	19	62	6	9	9	15	57	23	12		
Tyler.....	10	12	12	22	76	9	11	11	17	70	28	15		
Victoria.....	5	6	6	9	39	5	7	6	8	38	16	9		
Waco.....	15	13	14	30	97	16	13	13	23	90	33	18		
Wichita Falls.....	9	10	10	18	64	11	10	10	14	63	22	13		
Total Metros.....	922	1,157	1,061	1,469	6,543	948	1,166	1,037	1,189	6,348	2,574	1,364		
UTAH METRO AREAS														
Provo-Orem.....	29	19	14	20	130	25	20	14	17	125	72	26		
Salt Lake City-Ogden.....	70	88	74	101	515	68	89	73	85	506	263	108		
Total Metros.....	99	107	88	121	645	93	109	87	102	631	335	134		
VERMONT METRO AREAS														
Burlington (county basis).....	12	11	10	13	64	11	11	10	10	60	21	14		
Total Metros.....	12	11	10	13	64	11	11	10	10	60	21	14		
VIRGINIA METRO AREAS														
Charlottesville.....	12	11	10	15	63	13	11	9	12	60	18	12		
Danville.....	7	9	10	19	60	7	8	9	14	54	19	12		
*Johnson City-Kingsport-Bristol.....	27	35	41	68	231	26	34	40	54	216	76	45		
Lynchburg.....	11	12	13	22	78	9	11	12	17	70	25	15		
Norfolk-Virginia Beach-Newport News.....	86	102	98	139	593	116	105	95	111	603	218	125		
Richmond-Petersburg.....	54	73	69	110	410	51	70	65	82	376	131	81		
Roanoke.....	14	19	20	37	120	12	18	19	28	107	36	22		
Total Metros.....	211	261	261	410	1,555	234	257	249	318	1,486	523	312		
WASHINGTON METRO AREAS														
Bellingham.....	9	10	8	15	58	9	11	8	12	56	20	11		
Bremerton.....	9	14	13	20	79	13	15	14	17	83	31	16		
Olympia.....	8	13	12	18	71	8	12	12	15	69	26	15		
Richland-Kennewick-Pasco.....	10	14	13	16	78	10	16	14	15	80	34	17		
Seattle.....	108	159	142	217	832	111	161	146	180	812	264	157		
Spokane.....	25	31	28	51	185	24	31	27	40	174	65	36		
Tacoma.....	35	43	40	62	250	43	45	40	52	254	92	51		
Vancouver.....	13	20	18	25	108	12	19	19	21	106	44	23		
Yakima.....	10	14	14	26	91	11	14	14	22	90	36	20		
Total Metros.....	227	318	288	450	1,752	241	324							

Metro Area Households, Rank

April 1, 1984

Rank		Rank		Rank		Rank					
1	New York, NY-NJ	3,175,660	94	New Haven-Meriden, CT(?)	182,250	192	Galveston-Texas City, TX	75,950	293	Naples, FL	41,410
2	Los Angeles-Long Beach, CA	2,856,590	95	Little Rock-North Little Rock, AR	176,850	193	Hickory, NC	75,660	294	Anniston, AL	41,250
3	Chicago, IL	2,150,230	96	New Bedford-Fall River-Attleboro, MA(?)	172,960	194	Springfield, IL	75,150	295	Pascagoula, MS	41,080
4	Philadelphia, PA-NJ	1,635,200	97	Albuquerque, NM	168,560	195	Waterbury, CT(?)	74,850	296	Wilmington, NC	40,960
5	Detroit, MI	1,466,440	98	El Paso, TX	164,120	196	Kalamazoo, MI	73,940	297	Danville, VA	40,950
6	Boston-Laurence-Salem-Lowell-Brockton, MA(?)	1,300,710	99	Wichita, KS	160,690	197	Portland, ME(?)	73,410	298	Fort Walton Beach, FL	40,480
7	Washington, DC-MD-VA	1,215,880	100	Johnson City-Kingsport-Bristol, TN-VA	160,480	198	Tallahassee, FL	72,940	299	Bryan-College Station, TX	40,340
8	Houston, TX	1,144,100	101	Chattanooga, TN-GA	156,280	199	Amarillo, TX	72,290	300	Burlington, VT(?)	40,140
9	Boston, MA(?)	996,540	102	Mobile, AL	155,510	200	Beaver County, PA	72,070	301	Glens Falls, NY	39,780
10	Nassau-Suffolk, NY	841,110	103	Bakersfield, CA	154,180	201	Stamford, CT(?)	71,770	302	Wausau, WI	39,440
11	Atlanta, GA	825,120	104	Bridgeport-Milford, CT(?)	152,830	202	Portsmouth-Dover-Rochester, NH(?)	71,200	302	Yuba City, CA	39,440
12	Dallas, TX	810,500	105	Charleston, SC	150,130	203	Bradenton, FL	71,170	304	Cumberland, MD	39,230
13	Pittsburgh, PA	798,300	106	Flint, MI	149,980	204	Lafayette, LA	70,560	305	State College, PA	38,950
14	Minneapolis-St. Paul, MN-WI	792,990	107	Lake County, IL	147,190	205	Fort Pierce, FL	70,540	306	Columbia, MO	38,350
15	Baltimore, MD	784,590	108	Columbia, SC	144,300	206	Boise City, ID	70,060	307	Albany, GA	38,340
16	Anaheim-Santa Ana, CA	784,280	109	Canton, OH	143,910	207	Brownsville-Harlingen, TX	69,770	308	Florence, SC	38,320
17	San Diego, CA	765,180	110	York, PA	143,720	208	Provo-Orem, UT	69,620	309	Panama City, FL	38,000
18	Tampa-St. Petersburg-Clearwater, FL	746,570	111	Lansing-East Lansing, MI	143,240	209	Waco, TX	68,660	310	Fayetteville-Springdale, AR	37,920
19	Oakland, CA	705,040	112	Worcester, MA(?)	142,990	210	Gainesville, FL	68,280	311	Lawton, OK	37,400
20	Cleveland, OH	664,820	113	Beaumont-Port Arthur, TX	141,990	211	Wheeling, WV-OH	67,110	312	Gadsden, AL	37,310
21	Miami-Hialeah, FL	662,060	114	Davenport-Rock Island-Moline, IA-IL	141,570	212	Huntsville, AL	66,870	313	Kokomo, IN	37,240
22	Newark, NJ	647,570	115	Des Moines, IA	140,920	213	Chico, CA	65,350	314	Sherman-Denison, TX	36,870
23	St. Louis, MO-IL	639,520	116	Saginaw-Bay City-Midland, MI	139,700	214	Fort Smith, AR-OK	65,340	315	Santa Fe, NM	36,310
24	Seattle, WA	637,530	117	Spokane, WA	135,990	215	Yakima, WA	64,960	316	Sheboygan, WI	36,200
25	San Francisco, CA	629,740	118	Stockton, CA	135,780	216	Brazoria, TX	64,750	317	Burlington, NC	36,190
26	Riverside-San Bernardino, CA	622,970	119	Peoria, IL	134,790	217	Fort Collins-Loveland, CO	64,220	318	Kankakee, IL	35,780
27	Phoenix, AZ	612,650	120	Santa Rosa-Petaluma, CA	132,590	218	Biloxi-Gulfport, MS	63,770	319	Lewiston-Auburn, ME(?)	35,710
28	Denver, CO	597,150	121	Vallejo-Fairfield-Napa, CA	132,310	219	Brockton, MA(?)	63,450	320	Elmira, NY	35,160
29	Kansas City, MO-KS	543,160	122	Lancaster, PA	131,120	220	Cedar Rapids, IA	62,590	321	Bloomington, IN	34,770
30	San Jose, CA	505,060	123	Jackson, MS	129,590	221	Asheville, NC	62,380	322	San Angelo, TX	34,210
31	Cincinnati, OH-KY-IN	494,830	124	Lakeland-Winter Haven, FL	128,040	222	New Bedford, MA(?)	62,200	323	Rochester, MN	34,070
32	Milwaukee, WI	494,610	125	Shreveport, LA	126,150	223	Green Bay, WI	62,040	324	Las Cruces, NM	34,050
33	Fort Lauderdale-Hollywood-Pompano Beach, FL	489,970	126	Fort Wayne, IN	125,860	224	Danbury, CT(?)	61,710	325	Midland, TX	33,820
34	New Orleans, LA	469,900	127	Madison, WI	124,890	225	Longview-Marshall, TX	61,530	326	Fitchburg-Leominster, MA(?)	33,760
35	Sacramento, CA	464,490	128	Joliet, IL	124,850	226	Lake Charles, LA	60,770	327	La Crosse, WI	33,290
36	Columbus, OH	462,860	129	Lawrence-Haverhill, MA(?)	124,000	227	Houma-Thibodaux, LA	60,060	328	St. Joseph, MO	33,180
37	Bergen-Passaic, NJ	450,050	130	Augusta, GA-SC	121,920	228	Racine, WI	60,020	329	Bismarck, ND	31,870
38	Portland, OR	429,200	131	Colorado Springs, CO	121,820	229	Benton Harbor, MI	59,530	330	Iowa City, IA	31,510
39	Indianapolis, IN	419,210	132	Daytona Beach, FL	121,230	230	Champaign-Urbana-Rantoul, IL	59,440	331	Jacksonville, NC	31,470
40	Norfolk-Virginia Beach-Newport News, VA-NC	401,800	133	Huntington-Ashland, WV-KY-OH	120,050	231	Bremerton, WA	58,940	332	Owensboro, KY	30,500
41	San Antonio, TX	394,700	134	Lexington-Fayette, KY	119,690	232	Topeka, KS	58,810	333	Middletown, CT(?)	30,460
42	Fort Worth-Arlington, TX	394,620	135	Reading, PA	118,230	233	Parkersburg-Marietta, WV-OH	57,320	334	Dubuque, IA	30,360
43	Hartford-New Britain-Middletown-Bristol, CT(?)	378,180	136	Santa Barbara-Santa Maria-Lompoc, CA	117,380	234	Waterloo-Cedar Falls, IA	57,030	335	Lewiston-Auburn, ME(?)	30,300
44	Buffalo, NY	363,160	137	Corpus Christi, TX	115,600	235	Fall River, MA-RI(?)	56,990	336	Pine Bluff, AR	30,080
45	Oklahoma City, OK	362,640	138	Pawtucket-Woonsocket-Attleboro, RI-MA(?)	113,730	236	Stuebenville-Weirton, OH-WV	56,530	337	Pittsfield, MA(?)	29,860
46	Charlotte-Gastonia-Rock Hill, NC-SC	358,900	139	Atlantic City, NJ	112,930	237	Richland-Kennebec-Pasco, WA	56,490	338	Laredo, TX	29,640
47	Rochester, NY	355,820	140	Utica-Rome, NY	112,230	238	Lima, OH	54,580	339	Great Falls, MT	29,550
48	Louisville, KY-IN	341,790	141	Aurora-Elgin, IL	111,690	239	Ocala, FL	54,160	340	Casper, WY	28,630
49	Dayton-Springfield, OH	334,380	142	Trenton, NJ	108,430	240	St. Cloud, MN	53,370	341	Bangor, ME(?)	28,580
50	Monmouth-Ocean, NJ	331,050	143	Modesto, CA	107,780	241	Tyler, TX	53,320	342	Bristol, CT(?)	26,720
51	Salt Lake City-Ogden, UT	327,760	144	Melbourne-Titusville-Palm Bay, FL	107,100	242	Fargo-Moorhead, ND-MN	52,860	343	Victoria, TX	26,210
52	Birmingham, AL	322,970	145	Eugene-Springfield, OR	106,640	243	Olympia, WA	52,670	344	Enid, OK	26,170
53	Greensboro-Winston-Salem-High Point, NC	320,670	146	Pensacola, FL	105,470	244	Muskegon, MI	52,500	345	Lawrence, KS	26,060
54	Providence-Pawtucket-Woonsocket, RI(?)	319,960	147	Salinas-Seaside-Monterey, CA	104,600	245	Nashua, NH(?)	52,310	346	Grand Forks, ND	23,400
55	Albany-Schenectady-Troy, NY	316,100	148	Portsmouth-Dover-Rochester, NH(?)	102,640	246	Pittsfield, MA(?)	52,260			
56	Memphis, TN-AR-MS	315,770	149	Sarasota, FL	102,510	247	Monroe, LA	52,060			
57	Nashville, TN	315,250	150	Evansville, IN-KY	102,490	248	Medford, OR	51,860			
58	Middlesex-Somerset-Hunterdon, NJ	301,030	151	Manchester-Nashua, NH(?)	100,850	249	New Britain, CT(?)	51,810			
59	Orlando, FL	289,590	152	Appleton-Oshkosh-Neenah, WI	100,840	250	Lynchburg, VA	51,100			
60	Bridgeport-Stamford-Norwalk-Danbury, CT(?)	285,320	153	Rockford, IL	100,610	251	Joplin, MO	50,870			
61	Tulsa, OK	281,310	154	Erie, PA	100,100	252	Clarksville-Hopkinsville, TN-KY	50,670			
62	Richmond-Petersburg, VA	280,210	155	East St. Louis-Belleville, IL	99,610	253	Anderson, SC	50,530			
63	New Haven-Waterbury-Meriden, CT(?)	276,860	156	Charleston, WV	98,250	254	Jackson, MI	50,250			
64	Jacksonville, FL	274,890	157	Montgomery, AL	98,130	255	Janesville-Beloit, WI	50,130			
65	West Palm Beach-Boca Raton-Delray Beach, FL	273,530	158	Duluth, MN-WI	97,960	256	Redding, CA	50,040			
66	Scranton-Wilkes-Barre, PA	271,280	159	Fort Myers-Cape Coral, FL	97,150	257	Athens, GA	49,810			
67	Hartford, CT(?)	257,240	160	Alton-Granite City, IL	95,920	258	Altoona, PA	49,700			
68	Honolulu, HI	248,860	161	Binghamton, NY	95,800	259	Decatur, IL	49,440			
69	Allentown-Bethlehem, PA-NJ	239,410	162	Salem, OR	94,400	260	Anderson, IN	49,350			
70	Austin, TX	235,910	163	Macon-Warner Robins, GA	93,850	261	Battle Creek, MI	49,260			
71	Syracuse, NY	232,570	164	Ann Arbor, MI	93,710	262	Greeley, CO	49,080			
72	Akron, OH	230,940	165	Salem-Gloucester, MA(?)	93,600	263	Tuscaloosa, AL	48,980			
73	Worcester-Fitchburg-Leominster, MA(?)	228,880	166	Lorain-Elyria, OH	93,080	264	Elkhart-Goshen, IN	48,930			
74	Providence, RI(?)	227,340	167	Johnstown, PA	92,810	265	Florence, AL	48,860			
75	Toledo, OH	221,780	168	Orange County, NY	92,600	266	Alexandria, LA	48,110			
76	Tucson, AZ	219,180	169	Hamilton-Middletown, OH	92,560	267	Terre Haute, IN	48,050			
77	Raleigh-Durham, NC	215,210	170	McAllen-Edinburg-Mission, TX	91,370	268	Pueblo, CO	47,820			
78	Omaha, NE-IA	214,050	171	Visalia-Tulare-Porterville, CA	90,170	269	Manchester, NH(?)	47,130			
79	Knoxville, TN	213,420	172	Reno, NV	88,280	270	Vineland-Millville-Bridgeton, NJ	46,920			
80	Harrisburg-Lebanon-Carlisle, PA	212,310	173	New London-Norwich, CT(?)	88,060	271	Bangor, ME(?)	46,910			
81	Gary-Hammond, IN	212,080	174	Poughkeepsie, NY	87,360	272	Mansfield, OH	46,510			
82	Greenville-Spartanburg, SC	209,770	175	Roanoke, VA	85,520	273	Eau Claire, WI	46,450			
83	Grand Rapids, MI	207,140	176	South Bend-Mishawaka, IN	84,180	274	Wichita Falls, TX	45,700			
84	Springfield, MA(?)	205,160	177	Santa Cruz, CA	84,170	275	Odessa, TX	45,570			
85	Jersey City, NJ	202,890	178	New London-Norwich, CT(?)	83,940	276	Sharon, PA	45,230			
86	Las Vegas, NV	200,620	179	Springfield, MO	83,010	277	Norwalk, CT(?)	44,850			
87	Fresno, CA	198,020	180	Lubbock, TX	81,870	278	Charlottesville, VA	44,480			
88	Oxnard-Ventura, CA	197,600	181	Niagara Falls, NY	81,800	279	Kenosha, WI	44,130			
89	Wilmington, DE-NJ-MD	184,680	182	Portland, ME(?)	81,300	280	Bloomington-Normal, IL	43,860			
90	Baton Rouge, LA	184,460	183	Savannah, GA	80,150	281	Muncie, IN	43,860			
91	Springfield, MA(?)	184,160	184	Lowell, MA(?)	79,820	282	Texarkana, TX-AR	43,590			
92	Youngstown-Warren, OH	183,260	185	Killeen-Temple, TX	79,580	283	Billings, MT	43,480			
93	Tacoma, WA	182,450	186	Fayetteville, NC	79,140	284	Williamsport, PA	43,400			
			187	Boulder-Longmont, CO	78,680						

Metro Area Gross Household Income, Rank

April 1, 1983 to April 1, 1984

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	
1	New York, NY-NJ.....	93,560,000	94	Springfield, MA(?).....	4,947,230	192	Savannah, GA.....	2,090,110
2	Los Angeles-Long Beach, CA.....	89,442,600	95	Fresno, CA.....	4,912,780	193	McAllen-Edinburg-Mission, TX.....	2,074,240
3	Chicago, IL.....	68,121,600	96	Tacoma, WA.....	4,785,850	194	Brazoria, TX.....	2,053,090
4	Philadelphia, PA-NJ.....	48,976,900	97	Youngstown-Warren, OH.....	4,694,670	195	Amarillo, TX.....	2,022,680
5	Washington, DC-MD-VA.....	48,593,600	98	Albuquerque, NM.....	4,586,240	196	Fort Pierce, FL.....	2,021,100
6	Detroit, MI.....	43,359,400	99	Little Rock-North Little Rock, AR.....	4,367,300	197	Houma-Thibodaux, LA.....	2,015,910
7	Boston-Lawrence-Salem-Lowell-Brockton, MA(?).....	43,349,100	100	Flint, MI.....	4,297,110	198	Kalamazoo, MI.....	2,013,850
8	Houston, TX.....	42,831,200	101	Beaumont-Port Arthur, TX.....	4,275,310	199	Lake Charles, LA.....	1,996,230
9	Nassau-Suffolk, NY.....	34,771,000	102	New Bedford-Fall River-Attleboro, MA(?).....	4,268,680	200	Visalia-Tulare-Porterville, CA.....	1,986,080
10	Boston, MA(?).....	33,842,700	103	Peoria, IL.....	4,146,810	201	Springfield, MO.....	1,984,400
11	Anaheim-Santa Ana, CA.....	29,164,100	104	Davenport-Rock Island-Moline, IA-IL.....	4,146,340	202	Huntsville, AL.....	1,934,130
12	Dallas, TX.....	27,570,300	105	Stamford, CT(?).....	4,073,330	203	Killeen-Temple, TX.....	1,928,430
13	Atlanta, GA.....	25,588,300	106	El Paso, TX.....	4,039,930	204	Fort Collins-Loveland, CO.....	1,908,960
14	Minneapolis-St. Paul, MN-WI.....	25,240,500	107	Worcester, MA(?).....	4,025,540	205	Portland, ME(?).....	1,901,990
15	Baltimore, MD.....	24,502,900	108	Charleston, SC.....	4,005,430	206	Portsmouth-Dover-Rochester, NH(?).....	1,875,410
16	Newark, NJ.....	23,648,800	109	Lansing-East Lansing, MI.....	3,988,310	207	Lincoln, NE.....	1,860,390
17	Oakland, CA.....	23,281,400	110	Bakersfield, CA.....	3,968,160	208	Nashua, NH(?).....	1,816,070
18	Pittsburgh, PA.....	22,957,700	111	Des Moines, IA.....	3,954,160	209	Boise City, ID.....	1,802,210
19	San Diego, CA.....	22,490,100	112	Vallejo-Fairfield-Napa, CA.....	3,893,960	210	Tallahassee, FL.....	1,779,030
20	San Francisco, CA.....	22,244,100	113	York, PA.....	3,891,130	211	Hickory, NC.....	1,779,030
21	Denver, CO.....	21,384,300	114	Colorado Springs, CO.....	3,889,380	212	Bradenton, FL.....	1,768,430
22	Seattle, WA.....	19,891,900	115	Columbia, SC.....	3,870,210	213	Fayetteville, NC.....	1,750,590
23	Cleveland, OH.....	19,860,100	116	Mobile, AL.....	3,851,430	214	Columbus, GA-AL.....	1,748,180
24	Tampa-St. Petersburg-Clearwater, FL.....	19,456,800	117	Shreveport, LA.....	3,818,350	215	Richland-Kennewick-Pasco, WA.....	1,748,100
25	St. Louis, MO-IL.....	19,371,800	118	Canton, OH.....	3,816,560	216	Green Bay, WI.....	1,745,440
26	Miami-Hialeah, FL.....	19,226,900	119	Santa Rosa-Petaluma, CA.....	3,816,120	217	Cedar Rapids, IA.....	1,737,120
27	San Jose, CA.....	19,120,500	120	Anchorage, AK.....	3,805,310	218	Longview-Marshall, TX.....	1,730,310
28	Phoenix, AZ.....	17,587,200	121	Saginaw-Bay City-Midland, MI.....	3,784,270	219	Brockton, MA(?).....	1,716,240
29	Bergen-Passaic, NJ.....	17,280,800	122	Joliet, IL.....	3,771,140	220	Waco, TX.....	1,699,970
30	Riverside-San Bernardino, CA.....	16,810,400	123	Trenton, NJ.....	3,740,800	221	Racine, WI.....	1,696,080
31	Fort Lauderdale-Hollywood-Pompano Beach, FL.....	15,636,900	124	Lawrence-Haverhill, MA(?).....	3,735,200	222	Provo-Orem, UT.....	1,657,510
32	Kansas City, MO-KS.....	15,593,600	125	Santa Barbara-Santa Maria-Lompoc, CA.....	3,722,450	223	Odessa, TX.....	1,651,270
33	Milwaukee, WI.....	14,948,800	126	Lancaster, PA.....	3,666,270	224	Topeka, KS.....	1,620,950
34	New Orleans, LA.....	14,284,800	127	Madison, WI.....	3,640,070	225	Biloxi-Gulfport, MS.....	1,608,790
35	Cincinnati, OH-KY-IN.....	13,771,400	128	Atlantic City, NJ.....	3,639,060	226	Midland, TX.....	1,608,130
36	Hartford-New Britain-Middletown-Bristol, CT(?).....	12,873,700	129	Johnson City-Kingsport-Bristol, TN-VA.....	3,637,360	227	Wheeling, WV-OH.....	1,597,870
37	Bridgeport-Stamford-Norwalk-Danbury, CT(?).....	12,801,300	130	Chattanooga, TN-GA.....	3,585,800	228	Waterloo-Cedar Falls, IA.....	1,575,010
38	Sacramento, CA.....	12,266,900	131	Stockton, CA.....	3,493,900	229	New Britain, CT(?).....	1,571,470
39	Columbus, OH.....	12,217,900	132	Corpus Christi, TX.....	3,453,280	230	Champaign-Urbana-Rantoul, IL.....	1,563,360
40	Portland, OR.....	11,931,500	133	Aurora-Elgin, IL.....	3,407,100	231	Gainesville, FL.....	1,560,800
41	Oklahoma City, OK.....	11,909,100	134	Jackson, MS.....	3,381,860	232	Yakima, WA.....	1,549,420
42	Fort Worth-Arlington, TX.....	11,828,600	135	Spokane, WA.....	3,373,650	233	Bremerton, WA.....	1,544,600
43	Norfolk-Virginia Beach-Newport News, VA-NC.....	11,743,000	136	Salem-Gloucester, MA(?).....	3,290,270	234	Brownsville-Harlingen, TX.....	1,541,570
44	Middlesex-Somerset-Hunterdon, NJ.....	11,689,900	137	Lexington-Fayette, KY.....	3,278,810	235	Tyler, TX.....	1,529,650
45	Indianapolis, IN.....	11,660,100	138	Reading, PA.....	3,266,610	236	Fort Smith, AR-OK.....	1,512,260
46	Rochester, NY.....	11,441,000	139	Fort Wayne, IN.....	3,239,730	237	Chico, CA.....	1,464,210
47	San Antonio, TX.....	10,740,300	140	Lakeland-Winter Haven, FL.....	3,232,700	238	Asheville, NC.....	1,444,430
48	Monmouth-Ocean, NJ.....	10,657,300	141	Manchester-Nashua, NH(?).....	3,170,380	239	Benton Harbor, MI.....	1,444,200
49	Buffalo, NY.....	9,958,070	142	Melbourne-Titusville-Palm Bay, FL.....	3,125,180	240	Pittsfield, MA(?).....	1,438,370
50	Salt Lake City-Ogden, UT.....	9,385,470	143	Pawtucket-Woonsocket-Attleboro, RI-MA(?).....	2,985,790	241	Naples, FL.....	1,433,300
51	Charlotte-Gastonia-Rock Hill, NC-SC.....	9,380,070	144	Augusta, GA-SC.....	2,963,700	242	Parkersburg-Marietta, WV-OH.....	1,424,110
52	Tulsa, OK.....	9,367,270	145	Portsmouth-Dover-Rochester, NH(?).....	2,936,250	243	New Bedford, MA(?).....	1,415,670
53	Louisville, KY-IN.....	9,108,170	146	Poughkeepsie, NY.....	2,907,550	244	Steubenville-Weirton, OH-WV.....	1,414,890
54	Hartford, CT(?).....	9,042,960	147	Salinas-Seaside-Monterey, CA.....	2,899,460	245	Fargo-Moorhead, ND-MN.....	1,408,640
55	West Palm Beach-Boca Raton-Delray Beach, FL.....	8,967,790	148	Daytona Beach, FL.....	2,868,860	246	Decatur, IL.....	1,390,660
56	Nashville, TN.....	8,871,630	149	Sarasota, FL.....	2,862,280	247	Janesville-Beloit, WI.....	1,385,870
57	Dayton-Springfield, OH.....	8,770,860	150	Ann Arbor, MI.....	2,856,690	248	Wichita Falls, TX.....	1,371,580
58	Albany-Schenectady-Troy, NY.....	8,694,960	151	Modesto, CA.....	2,801,610	249	Olympia, WA.....	1,351,380
59	Honolulu, HI.....	8,677,540	152	Appleton-Oshkosh-Neenah, WI.....	2,800,790	250	Lynchburg, VA.....	1,348,210
60	Richmond-Petersburg, VA.....	8,459,710	153	Boulder-Longmont, CO.....	2,793,750	251	St. Cloud, MN.....	1,340,190
61	Providence-Pawtucket-Woonsocket, RI(?).....	8,457,780	154	New London-Norwich, CT(?).....	2,781,490	252	Charlottesville, VA.....	1,326,030
62	Orlando, FL.....	8,367,820	155	Utica-Rome, NY.....	2,763,800	253	Manchester, NH(?).....	1,321,010
63	Greensboro-Winston-Salem-High Point, NC.....	8,331,210	156	Rockford, IL.....	2,734,390	254	Monroe, LA.....	1,315,060
64	New Haven-Waterbury-Meriden, CT(?).....	8,275,870	157	Lafayette, LA.....	2,729,310	255	Jackson, MI.....	1,293,310
65	Birmingham, AL.....	8,111,790	158	Pensacola, FL.....	2,726,370	256	Fall River, MA-RI(?).....	1,290,880
66	Memphis, TN-AR-MS.....	8,028,810	159	Huntington-Ashland, WV-KY-OH.....	2,713,670	257	Bloomington-Normal, IL.....	1,272,710
67	Jacksonville, FL.....	7,101,670	160	Lowell, MA(?).....	2,711,320	258	Alexandria, LA.....	1,265,590
68	Austin, TX.....	7,009,990	161	New London-Norwich, CT(?).....	2,705,770	259	Burlington, VT(?).....	1,261,450
69	Allentown-Bethlehem, PA-NJ.....	6,832,900	162	Danbury, CT(?).....	2,653,230	260	Lima, OH.....	1,252,360
70	Oxnard-Ventura, CA.....	6,518,200	163	Binghamton, NY.....	2,634,560	261	Pueblo, CO.....	1,240,460
71	Syracuse, NY.....	6,451,640	164	Evansville, IN-KY.....	2,631,630	262	Sharon, PA.....	1,237,940
72	Worcester-Fitchburg-Leominster, MA(?).....	6,405,300	165	Orange County, NY.....	2,606,290	263	Abilene, TX.....	1,221,130
73	Akron, OH.....	6,368,600	166	Reno, NV.....	2,601,200	264	Battle Creek, MI.....	1,214,310
74	Scranton-Wilkes-Barre, PA.....	6,223,750	167	Lorain-Elyria, OH.....	2,526,210	265	Ocala, FL.....	1,206,180
75	Providence, RI(?).....	6,146,730	168	Hamilton-Middletown, OH.....	2,519,100	266	Medford, OR.....	1,200,520
76	Tucson, AZ.....	6,136,900	169	Charleston, WV.....	2,518,910	267	Vineland-Milville-Bridgeton, NJ.....	1,200,280
77	Omaha, NE-IA.....	6,082,080	170	Montgomery, AL.....	2,505,760	268	Burlington, VT(?).....	1,200,000
78	Toledo, OH.....	5,962,560	171	Santa Cruz, CA.....	2,497,190	269	Fort Walton Beach, FL.....	1,198,660
79	Lake County, IL.....	5,951,800	172	Macon-Warner Robins, GA.....	2,488,000	270	Muskegon, MI.....	1,191,260
80	Baton Rouge, LA.....	5,848,940	173	Alton-Granite City, IL.....	2,484,240	271	Billings, MT.....	1,188,590
81	Harrisburg-Lebanon-Carlisle, PA.....	5,843,820	174	Erie, PA.....	2,484,130	272	Anderson, IN.....	1,186,250
82	Gary-Hammond, IN.....	5,810,730	175	Fort Myers-Cape Coral, FL.....	2,465,600	273	Florence, AL.....	1,182,100
83	Raleigh-Durham, NC.....	5,797,160	176	Galveston-Texas City, TX.....	2,433,540	274	Kenosha, WI.....	1,175,830
84	Las Vegas, NV.....	5,739,370	177	Eugene-Springfield, OR.....	2,425,120	275	Eau Claire, WI.....	1,172,770
85	Wilmington, DE-NJ-MD.....	5,722,680	178	East St. Louis-Belleleville, IL.....	2,421,250	276	Elkhart-Goshen, IN.....	1,157,120
86	New Haven-Meriden, CT(?).....	5,572,170	179	Norwalk, CT(?).....	2,402,140	277	Mansfield, OH.....	1,157,040
87	Springfield, MA(?).....	5,519,300	180	Duluth, MN-WI.....	2,390,270	278	Greeley, CO.....	1,156,740
88	Grand Rapids, MI.....	5,423,750	181	Roanoke, VA.....	2,380,780	279	Athens, GA.....	1,153,950
89	Greenville-Spartanburg, SC.....	5,315,160	182	Lubbock, TX.....	2,265,720	280	Altoona, PA.....	1,130,760
90	Knoxville, TN.....	5,185,630	183	Salem, OR.....	2,198,530	281	Santa Fe, NM.....	1,120,090
91	Bridgeport-Milford, CT(?).....	5,170,490	184	Niagara Falls, NY.....	2,171,160	282	Redding, CA.....	1,117,730
92	Jersey City, NJ.....	5,053,130	185	South Bend-Mishawaka, IN.....	2,138,980	283	Anderson, SC.....	1,113,550
93	Wichita, KS.....	4,986,520	186	Beaver County, PA.....	2,131,840	284	Sioux Falls, SD.....	1,109,800
			187	Waterbury, CT(?).....	2,116,350	285	Clarksville-Hopkinsville, TN-KY.....	1,108,310
			188	Johnstown, PA.....	2,102,300	286	Terre Haute, IN.....	1,097,900
			189	Vancouver, WA.....	2,094,690	287	Joplin, MO.....	1,096,220
			190	Springfield, IL.....	2,094,040	288	Tuscaloosa, AL.....	1,086,900
			191	Portland, ME(?).....	2,090,720	289	Muncie, IN.....	1,080,330
						290	Sioux City, IA-NE.....	1,075,550
						291	Rochester, MN.....	1,073,990
						292	Lafayette, IN.....	1,071,170
						293	Bangor, ME(?).....	1,055,940
						294	Bryan-College Station, TX.....	1,053,190
						295	Hagerstown, MD.....	1,045,930
						296	Williamsport, PA.....	1,024,290
						297	Danville, VA.....	1,020,360
						298	Pascagoula, MS.....	1,019,840
						299	Wilmington, NC.....	1,012,790
						300	Bellingham, WA.....	1,012,400
						301	Sheboygan, WI.....	1,001,570
						302	Texarkana, TX-AR.....	1,001,020
						303	Wausau, WI.....	1,000,800
						304	Kokomo, IN.....	983,100
						305	San Angelo, TX.....	982,277
						306	Dothan, AL.....	978,904
						307	Lawton, OK.....	977,913
						308	Albany, GA.....	971,936
						309	Casper, WY.....	967,541
						310	Panama City, FL.....	965,758
						311	State College, PA.....	962,497
						312	Middletown, CT(?).....	946,369
						313	Glen Falls, NY.....	942,493
						314	Columbia, MO.....	940,917
						315	La Crosse, WI.....	938,558
						316	Florence, SC.....	930,482
						317	Elmira, NY.....	918,038
						318	Enid, OK.....	915,410
						319	Yuba City, CA.....	914,781
						320	Sherman-Denison, TX.....	906,695
						321	Kankakee, IL.....	904,247

Metro Area Gross Household Income per Household, Rank

April 1, 1983 to April 1, 1984—U.S. Average—\$28,196

Rank	\$	Households	Rank	\$	Households	Rank	\$	Households	Rank	\$	Households				
1	Stamford, CT(?)	56,755	71,770	92	Austin, TX	29,715	235,910	186	Charleston, SC	26,680	150,130	278	Lincoln, NE	24,411	76,210
2	Norwalk, CT(?)	44,850	44,850	93	Santa Cruz, CA	29,668	84,170	187	Fargo-Moorhead, ND-MN	26,649	52,860	279	Duluth, MN-WI	24,400	97,960
3	Anchorage, AK	49,426	76,990	94	Fort Walton Beach, FL	29,611	40,480	188	Louisville, KY-IN	26,648	341,790	280	Augusta, GA-SC	24,309	121,920
4	Midland, TX	47,550	33,820	95	Beaver County, PA	29,580	72,070	189	Kenosha, WI	26,645	44,130	281	East St. Louis-Bellefonte, IL	24,307	99,610
5	Bridgeport-Stamford-Norwalk-Danbury, CT(?)	44,866	285,320	96	Reno, NV	29,465	88,280	190	Niagara Falls, NY	26,542	81,800	282	Knoxville, TN	24,298	213,420
6	Danbury, CT(?)	42,995	61,710	97	New York, NY-NJ	29,462	3,175,660	191	Canton, OH	26,520	143,910	283	Florence, SC	24,282	38,320
7	Nassau-Suffolk, NY	41,339	841,110	98	Vallejo-Fairfield-Napa, CA	29,431	132,310	192	Macon-Warner Robins, GA	26,510	93,850	284	Benton Harbor, MI	24,260	59,530
8	Lake County, IL	40,436	147,190	99	San Diego, CA	29,392	765,180	193	Providence-Pawtucket-Woonsocket, RI(?)	26,434	319,960	285	St. Joseph, MO	24,255	33,180
9	Washington, DC-MD-VA	39,966	1,215,880	100	Davenport-Rock Island-Moline, IA-IL	29,288	141,570	194	Sacramento, CA	26,409	464,490	286	Killeen-Temple, TX	24,233	79,580
10	Middlesex-Somerset-Hunterdon, NJ	38,833	301,030	101	Norfolk-Virginia Beach-Newport News, VA-NC	29,226	401,800	195	Kokomo, IN	26,399	37,240	287	Florence, AL	24,194	48,860
11	Lafayette, LA	38,681	70,560	102	Melbourne-Titusville-Palm Bay, FL	29,180	107,100	196	Columbus, OH	26,397	462,860	288	Anderson, IN	24,037	49,350
12	Bergen-Passaic, NJ	38,398	450,050	103	Detroit, MI	29,170	1,486,440	197	Lynchburg, VA	26,384	51,100	289	Springfield, MO	23,906	83,010
13	San Jose, CA	37,858	505,060	104	Madison, WI	29,146	124,890	198	Portsmouth-Dover-Rochester, NH(?)	26,340	71,200	290	Yakima, WA	23,852	64,960
14	Houston, TX	37,437	1,144,100	105	Miami, FL	29,041	662,060	199	Alexandria, LA	26,306	48,110	291	Wheeling, WV-OH	23,810	67,110
15	Anaheim-Santa Ana, CA	37,186	784,280	106	Bloomington-Normal, IL	29,018	43,860	200	Champaign-Urbana-Rantoul, IL	26,301	59,440	292	Provo-Orem, UT	23,808	69,620
16	Newark, NJ	36,519	647,570	107	Huntsville, AL	28,924	66,870	201	Pawtucket-Woonsocket-Attleboro, RI-MA(?)	26,253	113,730	293	Jacksonville, NC	23,764	31,470
17	Odessa, TX	36,236	45,570	108	Orlando, FL	28,895	289,590	202	Tacoma, WA	26,231	182,450	294	Glens Falls, NY	23,693	39,780
18	Denver, CO	35,811	597,150	109	Pittsfield, MA(?)	28,804	29,860	203	Dayton-Springfield, OH	26,230	334,380	295	Daytona Beach, FL	23,665	121,230
19	Boulder-Longmont, CO	35,508	78,680	110	Santa Rosa-Petaluma, CA	28,781	132,590	204	Bremerton, WA	26,206	58,940	296	Bloomington, IN	23,662	34,770
20	San Francisco, CA	35,323	629,740	111	Pittsburgh, PA	28,758	798,300	205	Grand Rapids, MI	26,184	207,140	297	Elkhart-Goshen, IN	23,648	48,930
21	Hartford, CT(?)	35,254	257,240	112	San Angelo, TX	28,713	34,210	206	Lawton, OK	26,147	37,400	298	Bellingham, WA	23,640	42,840
22	Salem-Gloucester, MA(?)	35,152	93,600	113	Kansas City, MO-KS	28,709	543,160	207	Charlotte-Gastonia-Rock Hill, NC-SC	26,136	358,900	299	Las Cruces, NM	23,622	34,050
23	Enid, OK	34,979	26,170	114	Phoenix, AZ	28,707	612,650	208	Elmira, NY	26,110	35,160	300	Williamsport, PA	23,601	43,400
24	Honolulu, HI	34,869	248,860	115	Tyler, TX	28,688	53,320	209	Bryan-College Station, TX	26,108	40,340	301	Greeley, CO	23,568	49,080
25	Nashua, NH(?)	34,717	52,310	116	Fort Pierce, FL	28,652	70,540	210	Jackson, MS	26,097	129,590	302	Hickory, NC	23,513	75,660
26	Naples, FL	34,612	41,410	117	Flint, MI	28,651	149,980	211	Savannah, GA	26,077	80,150	303	Salem, OR	23,290	94,400
27	Trenton, NJ	34,500	108,430	118	Salt Lake City-Ogden, UT	28,635	327,760	212	Tampa-St. Petersburg-Clearwater, FL	26,062	746,570	304	Yuba City, CA	23,194	39,440
28	Victoria, TX	34,464	26,210	119	Las Vegas, NV	28,608	200,620	213	Fitchburg-Leominster, MA(?)	26,049	33,760	305	Lawrence, KS	23,185	26,060
29	Hartford-New Britain-Middletown-Bristol, CT(?)	34,041	378,180	120	Portsmouth-Dover-Rochester, NH(?)	28,607	102,640	214	Iowa City, IA	26,012	31,510	306	Athens, GA	23,167	49,810
30	Dallas, TX	34,016	810,500	121	Allentown-Bethlehem, PA-NJ	28,541	239,410	215	Modesto, CA	25,994	107,780	307	Asheville, NC	23,155	62,380
31	Lowell, MA(?)	33,968	79,820	122	Omaha, NE-IA	28,414	214,050	216	Greensboro-Winston-Salem-High Point, NC	25,981	320,670	308	Medford, OR	23,149	51,860
32	Boston, MA(?)	33,960	986,540	123	Waterbury, CT(?)	28,275	74,850	217	Pueblo, CO	25,940	47,820	309	Fort Smith, AR-OK	23,144	65,340
33	Bridgeport-Milford, CT(?)	33,832	152,830	124	Racine, WI	28,259	60,020	218	Sioux Falls, SD	25,930	42,800	310	Dothan, AL	23,142	42,300
34	Casper, WY	33,795	26,630	125	Abilene, TX	28,247	43,230	219	Portland, ME(?)	25,909	73,410	311	Gadsden, AL	23,112	37,310
35	Houma-Thibodaux, LA	33,565	60,060	126	La Crosse, WI	28,193	33,290	220	Alton-Granite City, IL	25,899	95,920	312	Bangor, ME(?)	23,068	28,580
36	Boston-Lawrence-Salem-Lowell-Brockton, MA(?)	33,327	1,300,710	127	Worcester, MA(?)	28,153	142,990	221	Boise City, ID	25,856	70,060	313	Texarkana, TX-AR	22,964	43,590
37	Tulsa, OK	33,299	281,310	128	Orange County, NY	28,146	92,600	222	Pensacola, FL	25,850	105,470	314	Chattanooga, TN-GA	22,945	156,280
38	Poughkeepsie, NY	33,282	87,360	129	Nashville, TN	28,142	315,250	223	Jacksonville, FL	25,835	274,890	315	Lima, OH	22,945	54,580
39	Oakland, CA	33,021	705,040	130	Green Bay, WI	28,134	62,040	224	Fort Wayne, IN	25,741	125,860	316	Scranton-Wiakes-Barre, PA	22,942	271,280
40	Oxnard-Ventura, CA	32,987	197,600	131	Decatur, IL	28,128	49,440	225	Jackson, MI	25,738	50,250	317	Gainesville, FL	22,859	68,280
41	Lake Charles, LA	32,849	60,770	132	Longview-Marshall, TX	28,121	61,530	226	Bakersfield, CA	25,737	154,180	318	Terre Haute, IN	22,849	48,050
42	Oklahoma City, OK	32,840	362,640	133	Des Moines, IA	28,060	140,920	227	Stockton, CA	25,732	135,780	319	Laredo, TX	22,785	29,640
43	West Palm Beach-Boca Raton-Delray Beach, FL	32,785	273,530	134	Manchester, NH(?)	28,029	47,130	228	Portland, ME(?)	25,716	81,300	320	New Bedford, MA(?)	22,760	62,200
44	Bristol, CT(?)	32,674	26,720	135	Tucson, AZ	27,999	219,180	229	Lafayette, IN	25,681	41,710	321	Altoona, PA	22,752	49,700
45	New London-Norwich, CT(?)	32,235	83,940	136	Worcester-Fitchburg-Leominster, MA(?)	27,985	228,880	230	Evansville, IN-KY	25,677	102,490	322	Eugene-Springfield, OR	22,741	106,640
46	Atlantic City, NJ	32,224	112,930	137	Amarillo, TX	27,980	72,290	231	Olympia, WA	25,657	52,670	323	McAllen-Edinburg-Mission, TX	22,702	91,370
47	Monmouth-Ocean, NJ	32,192	331,050	138	Lancaster, PA	27,961	131,120	232	Charleston, WV	25,638	98,250	324	Muskegon, MI	22,691	52,500
48	Rochester, NY	32,154	355,820	139	Sarasota, FL	27,922	102,510	233	Youngstown-Warren, OH	25,618	183,260	325	Johnstown, PA	22,666	160,480
49	Galveston-Texas City, TX	32,041	75,950	140	Springfield, IL	27,865	75,150	234	Vineland-Millville-Bridgeton, NJ	25,581	46,920	326	Fall River, MA-RI(?)	22,651	56,990
50	Colorado Springs, CO	31,927	121,820	141	Lansing-East Lansing, MI	27,844	143,240	235	Montgomery, AL	25,535	98,130	327	Huntington-Ashland, WV-KY-OH	22,604	120,050
51	Fort Lauderdale-Hollywood-Pompano Beach, FL	31,914	489,970	142	Roanoke, VA	27,839	85,520	236	Memphis, TN-AR-MS	25,426	315,770	328	Bangor, ME(?)	22,510	46,910
52	Minneapolis-St. Paul, MN-WI	31,830	792,990	143	Cincinnati, OH-KY-IN	27,831	494,830	237	Sioux City, IA-NE	25,421	42,310	329	Chico, CA	22,406	65,350
53	Santa Barbara-Santa Maria-Lompoc, CA	31,713	117,380	144	Indianapolis, IN	27,814	419,210	238	Panama City, FL	25,415	38,000	330	Columbus, GA-AL	22,358	78,190
54	Baton Rouge, LA	31,708	184,460	145	Portland, OR	27,799	429,200	239	South Bend-Mishawaka, IN	25,410	84,180	331	Redding, CA	22,337	50,040
55	Brazoria, TX	31,708	64,750	146	Appleton-Oshkosh-Neenah, WI	27,775	100,840	240	Fort Myers-Cape Coral, FL	25,379	97,150	332	Cumberland, MD	22,329	39,230
56	Chicago, IL	31,681	2,150,230	147	Cedar Rapids, IA	27,754	62,590	241	Wausau, WI	25,375	39,440	333	Ocala, FL	22,271	54,160
57	New London-Norwich, CT(?)	31,586	88,060	148	Syracuse, NY	27,741	232,570	242	Albany, GA	25,350	38,340	334	Tuscaloosa, AL	22,191	48,980
58	Rochester, MN	31,523	34,070	149	Salinas-Seaside-Monterey, CA	27,720	104,600	243	Greenville-Spartanburg, SC	25,338	209,770	335	Fayetteville, NC	22,120	79,140
59	Manchester-Nashua, NH(?)	31,437	100,850	150	Lubbock, TX	27,675	81,870	244	Kankakee, IL	25,272	35,780	336	Anderson, SC	22,095	69,770
60	Los Angeles-Long Beach, CA	31,311	2,856,590	151	Sheboygan, WI	27,668	36,200	245	Monroe, LA	25,260	54,060	337	Brownsville-Harlingen, TX	22,087	50,530
61	Baltimore, MD	31,230	784,590	152	Janesville-Beloit, WI	27,629	50,130	246	Eau Claire, WI	25,248	46,450	338	Visalia-Tulare-Porterville, CA	22,026	90,170
62	Seattle, WA	31,202	637,530	153	Reading, PA	27,629	118,230	247	Lakeland-Winter Haven, FL	25,248	128,040	339	Clarksville-Hopkinsville, TN-KY	21,873	50,670
63	Middletown, CT(?)	31,069	30,460	154	Bismarck, ND	27,625	31,870	248	Biloxi-Gulfport, MS	25,228	63,770	340	Anniston, AL	21,854	41,250
64	Wichita, KS	31,032	160,690	155	Waterloo-Cedar Falls, IA	27,617	57,030	249	Birmingham, AL	25,116	322,970	341	Joplin, MO	21,549	50,870
65	Atlanta, GA	31,012	825,120	156	Akron, OH	27,577	238,910	250	St. Cloud, MN	25,111	53,370	342	Lewiston-Auburn, ME(?)	21,228	35,710
66	Wilmington, DE-NJ-MD	30,987	184,680	157	Topeka, KS	27,562	58,810	251	Owensboro, KY	25,087	30,500	343	Fayetteville-Springdale, AR	21,059	37,920
67	Richland-Kennebec-Pasco, WA	30,945	56,490	158	Harrisburg-Lebanon-Carlisle, PA	27,525	212,310	252	Hagerstown, MD	25,082	41,700	344	Pine Bluff, AR	20,904	30,080
68	Santa Fe, NM	30,848	36,310	159	Pittsfield, MA(?)	27,523	52,260	253	Stuebenville-Weirton, OH-WV	25,029	56,530	345	Lewiston-Auburn, ME(?)	20,870	30,300
69	Peoria, IL	30,765	134,790	160	Albany-Schenectady-Troy, NY	27,507	316,100	254	Great Falls, MT	24,960	29,550				
70	New Haven-Meriden, CT(?)	30,574	182,250	161	Binghamton, NY	27,501	95,800	255	Danville, VA	24,917	40,950				
71	Aurora-Elgin, IL	30,505	111,690	162	Grand Forks, ND	27,495	23,400	256	Jersey City, NJ	24,906	202,890				
72	Ann Arbor, MI	30,484	93,710	163	Buffalo, NY	27,421	363,160	257	Mansfield, OH	24,877	46,510				
73	New Orleans, LA	30,400	469,900	164	Gary-Hammond, IN	27,399	212,080	258	Bradenton, FL	24,848	71,170				

Metro Area Retail Sales per Household Rank

April 1, 1983 to April 1, 1984—U.S. Average—\$14,505

Rank		\$	Households	Rank		\$	Households	Rank		\$	Households
1	Anchorage, AK	17,162	76,990	96	West Palm Beach-Boca Raton-			290	Lima, OH	13,683	54,580
2	Norwalk, CT(?)	17,060	44,850		Delray Beach, FL	14,903	273,530	291	El Paso, TX	13,669	164,120
3	Stamford, CT(?)	16,915	71,770	97	Madison, WI	14,896	124,890	291	Fresno, CA	13,669	198,020
4	Danbury, CT(?)	16,837	61,710	98	Norfolk-Virginia Beach-Newport			293	Altoona, PA	13,662	49,700
5	Nassau-Suffolk, NY	16,744	841,110		News, VA-NC	14,874	401,800	294	Florence, SC	13,633	38,320
6	Middlesex-Somerset-			99	Kansas City, MO-KS	14,863	543,160	295	Bangor, ME(?)	13,625	28,580
	Hunterdon, NJ	16,656	301,030	100	Orange County, NY	14,857	92,600	296	Bradenton, FL	13,616	71,170
7	Washington, DC-MD-VA	16,379	1,215,880	101	Bloomington-Normal, IL	14,854	43,860	297	New Bedford, MA(?)	13,615	62,200
8	Bridgeport-Stamford-Norwalk-			102	Melbourne-Titusville-Palm Bay,			298	Fall River, MA-RI(?)	13,614	56,990
	Danbury, CT(?)	16,362	285,320		FL	14,847	107,100	299	Salem, OR	13,606	94,400
9	San Jose, CA	16,358	505,060	102	Santa Barbara-Santa Maria-			300	Killeen-Temple, TX	13,605	79,580
10	Lake County, IL	16,331	147,190		Lompoc, CA	14,847	117,380	301	Bangor, ME(?)	13,604	46,910
11	Midland, TX	16,261	33,820	104	Decatur, IL	14,840	49,440	302	Fort Myers-Cape Coral, FL	13,602	97,150
12	Nashua, NH(?)	16,177	52,310	104	Waterbury, CT(?)	14,840	74,850	303	Elkhart-Goshen, IN	13,601	48,930
13	Bergen-Passaic, NJ	16,085	450,050	106	Janesville-Beloit, WI	14,837	50,130	304	Scranton-Wilkes-Barre, PA	13,600	271,280
14	Lowell, MA(?)	16,059	79,820	107	Hamilton-Middletown, OH	14,832	92,560	305	Springfield, MO	13,596	83,010
15	Bristol, CT(?)	16,026	26,720	107	Manchester, NH(?)	14,832	47,130	306	Bellingham, WA	13,578	42,840
16	Anaheim-Santa Ana, CA	16,003	784,280	109	Lansing-East Lansing, MI	14,829	143,240	307	Jacksonville, NC	13,569	31,470
17	Houston, TX	15,949	1,144,100	110	Appleton-Oshkosh-Neenah, WI	14,819	100,840	308	Johnstown, PA	13,567	92,810
18	Hartford, CT(?)	15,913	257,240	110	Sheboygan, WI	14,819	36,200	309	Chattanooga, TN-GA	13,561	156,280
19	Casper, WY	15,911	28,630	112	New Orleans, LA	14,808	469,900	310	Cumberland, MD	13,558	39,230
20	Brazoria, TX	15,903	64,750	113	Lancaster, PA	14,807	131,120	311	Terre Haute, IN	13,555	48,050
21	Lafayette, LA	15,887	70,560	114	Pittsfield, MA(?)	14,801	29,860	311	Texarkana, TX-AR	13,555	43,590
22	Denver, CO	15,885	597,150	115	Harrisburg-Lebanon-Carlisle,			313	Gadsden, AL	13,553	37,310
23	Hartford-New Britain-				PA	14,800	212,310	314	Asheville, NC	13,550	62,380
	Middletown-Bristol, CT(?)	15,819	378,180	116	Pittsburgh, PA	14,799	798,300	315	Huntington-Ashland, WV-		
24	Odessa, TX	15,799	45,570	117	Reno, NV	14,798	88,280		KY-OH	13,547	120,050
25	Poughkeepsie, NY	15,789	87,360	118	Worcester, MA(?)	14,797	142,990	316	Yakima, WA	13,532	64,960
26	Newark, NJ	15,759	647,570	119	Brookton, MA(?)	14,783	63,450	317	Bloomington, IN	13,506	34,770
27	Boulder-Longmont, CO	15,740	78,680	120	Corpus Christi, TX	14,781	115,600	318	Lawrence, KS	13,495	26,060
28	Salem-Gloucester, MA(?)	15,731	93,600	120	Rockford, IL	14,781	100,610	319	Eugene-Springfield, OR	13,490	106,640
29	Joliet, IL	15,681	124,850	122	Santa Rosa-Petaluma, CA	14,778	132,590	320	Tuscaloosa, AL	13,465	48,980
30	Trenton, NJ	15,671	108,430	123	Des Moines, IA	14,776	140,920	321	Las Cruces, NM	13,449	34,050
31	Victoria, TX	15,664	26,210	124	Worcester-Fitchburg-			322	Athens, GA	13,440	49,810
32	Richland-Kennebec-Pasco,				Leominster, MA(?)	14,775	228,880	323	Medford, OR	13,424	51,860
	WA	15,631	56,490	125	Reading, PA	14,767	118,230	324	Anderson, SC	13,422	50,530
33	New London-Norwich, CT(?)	15,606	83,940	126	Sharon, PA	14,760	45,230	325	Johnson City-Kingsport-Bristol,		
34	Bridgeport-Milford, CT(?)	15,605	152,830	127	Omaha, NE-IA	14,759	214,050		TN-VA	13,412	160,480
35	Middletown, CT(?)	15,601	30,460	127	Waterloo-Cedar Falls, IA	14,759	57,030	326	Dothan, AL	13,409	42,300
36	Oxnard-Ventura, CA	15,600	197,600	129	Springfield, IL	14,749	75,150	327	Yuba City, CA	13,397	39,440
37	Lake Charles, LA	15,584	60,770	130	Vancouver, WA	14,740	77,280	328	Anniston, AL	13,390	41,250
38	Honolulu, HI	15,569	248,860	131	Saginaw-Bay City-Midland, MI	14,739	139,700	329	Daytona Beach, FL	13,362	121,230
39	Houma-Thibodaux, LA	15,569	60,060	132	Niagara Falls, NY	14,738	81,800	330	Fayetteville, NC	13,329	79,140
40	Enid, OK	15,530	26,170	133	York, PA	14,728	143,720	331	Gainesville, FL	13,297	68,280
41	Rochester, NY	15,524	355,820	134	Syracuse, NY	14,718	232,570	332	Redding, CA	13,276	50,040
42	Rochester, MN	15,508	34,070	135	Kenosha, WI	14,709	44,130	333	Columbus, GA-AL	13,269	78,190
43	New London-Norwich, CT(?)	15,471	88,060	136	Wichita Falls, TX	14,700	45,700	334	Laredo, TX	13,236	29,640
44	Manchester-Nashua, NH(?)	15,459	100,850	137	Indianapolis, IN	14,699	419,210	335	Pine Bluff, AR	13,230	30,080
45	Boston, MA(?)	15,456	996,540	138	Huntsville, AL	14,695	66,870	336	Lewiston-Auburn, ME(?)	13,224	35,710
46	Oakland, CA	15,455	705,040	139	Bismarck, ND	14,692	31,870	337	Fort Smith, AR-OK	13,201	65,340
47	San Francisco, CA	15,452	629,740	140	Austin, TX	14,681	235,910	338	Chico, CA	13,151	65,350
48	Aurora-Elgin, IL	15,449	111,690	140	Buffalo, NY	14,681	363,160	339	McAllen-Edinburg-Mission, TX	13,119	91,370
49	Galveston-Texas City, TX	15,445	75,950	142	Los Angeles-Long Beach, CA	14,678	2,856,590	340	Lewiston-Auburn, ME(?)	13,109	30,300
50	Minneapolis-St. Paul, MN-WI	15,414	792,990	143	Akron, OH	14,666	230,940	341	Clarksville-Hopkinsville, TN-KY	13,105	50,670
51	Boston-Lawrence-Salem-			144	Phoenix, AZ	14,665	612,650	342	Joplin, MO	13,085	50,870
	Lowell-Brockton, MA(?)	15,410	1,300,710	145	Cincinnati, OH-KY-IN	14,652	494,830	343	Brownsville-Harlingen, TX	13,081	69,770
52	Beaver County, PA	15,396	72,070	146	Canton, OH	14,634	143,910	344	Valsala-Tulare-Porterville, CA	13,036	90,170
53	Peoria, IL	15,390	134,790	147	Albany-Schenectady-Troy, NY	14,632	316,100	345	Fayetteville-Springdale, AR	12,969	37,920
54	Dallas, TX	15,368	810,500	148	Topeka, KS	14,615	58,810	346	Ocala, FL	12,869	54,160
55	New Britain, CT(?)	15,352	51,810	149	Fort Walton Beach, FL	14,614	40,480				
56	Tulsa, OK	15,310	281,310	150	Binghamton, NY	14,606	95,800				
57	Baltimore, MD	15,301	784,590	151	Nashville, TN	14,603	315,250				
58	Seattle, WA	15,279	637,530	151	Portland, OR	14,603	429,200				
59	Monmouth-Ocean, NJ	15,274	331,050	153	Shreveport, LA	14,591	126,150				
60	Wilmington, DE-NJ-MD	15,237	184,680	154	Longview-Marshall, TX	14,580	61,530				
61	Chicago, IL	15,232	2,150,230	155	Tyler, TX	14,572	53,320				
62	Baton Rouge, LA	15,224	184,460	156	Las Vegas, NV	14,568	200,620				
63	Milwaukee, WI	15,224	494,610	157	San Diego, CA	14,556	765,180				
64	Wichita, KS	15,203	160,690	158	Dubuque, IA	14,545	30,360				
65	Beaumont-Port Arthur, TX	15,201	141,990	159	Springfield, MA(?)	14,544	205,160				
66	Lawrence-Haverhill, MA(?)	15,158	124,000	160	Orlando, FL	14,543	289,590				
67	Davenport-Rock Island-Moline,			161	Alton-Granite City, IL	14,542	95,920				
	IA-IL	15,152	141,570	161	Kokomo, IN	14,542	37,240				
67	Oklahoma City, OK	15,152	362,640	163	Springfield, MA(?)	14,541	184,160				
69	Colorado Springs, CO	15,143	121,820	164	Pittsfield, MA(?)	14,529	52,260				
70	St. Louis, MO-IL	15,142	639,520	165	Kalamazoo, MI	14,518	73,940				
71	Ann Arbor, MI	15,132	93,710	166	Billings, MT	14,514	43,480				
72	Flint, MI	15,130	149,980	167	Santa Cruz, CA	14,513	84,170				
73	New Haven-Meriden, CT(?)	15,122	182,250	168	Charlottesville, VA	14,505	44,480				
74	New Haven-Waterbury-			168	La Crosse, WI	14,505	33,290				
	Meriden, CT(?)	15,097	276,860	170	Toledo, OH	14,489	221,780				
75	Richmond-Petersburg, VA	15,091	280,210	171	Roanoke, VA	14,485	85,520				
76	Atlanta, GA	15,073	825,120	172	Tucson, AZ	14,478	219,180				
77	Burlington, VT(?)	15,044	41,980	173	Jackson, MI	14,474	50,250				
78	Santa Fe, NM	15,036	36,310	174	Bremerton, WA	14,471	58,940				
79	Cleveland, OH	15,031	664,820	175	Amarillo, TX	14,465	72,290				
80	Vallejo-Fairfield-Napa, CA	15,025	132,310	175	Fitchburg-Leominster, MA(?)	14,465	33,760				
81	Burlington, VT(?)	15,023	40,140	177	Fargo-Moorhead, ND-MN	14,444	52,860				
82	Atlantic City, NJ	15,015	112,930	178	Pawtucket-Woonsocket-						
83	Portsmouth-Dover-Rochester,				Attleboro, RI-MA(?)	14,426	113,730				
	NH(?)	15,006	102,640	179	Portsmouth-Dover-Rochester,						
84	Detroit, MI	14,985	1,486,440		NH(?)	14,423	71,200				
85	Lorain-Elyria, OH	14,980	93,080	180	Grand Rapids, MI	14,416	207,140				
86	Racine, WI	14,977	60,020	181	Providence, RI(?)	14,415	227,340				
87	Philadelphia, PA-NJ	14,975	1,635,200	182	Columbia, SC	14,405	144,300				
88	Gary-Hammond, IN	14,969	212,080	183	Steubenville-Weirton, OH-WV	14,404	56,530				
89	Fort Worth-Arlington, TX	14,967	394,620	184	Dayton-Springfield, OH	14,403	334,380				
90	Fort Collins-Loveland, CO	14,941	64,220	185	Raleigh-Durham, NC	14,401	215,210				
91	Fort Lauderdale-Hollywood-			186	Macon-Warner Robins, GA	14,397	93,850				
	Pompano Beach, FL	14,940	489,970	187	Youngstown-Warren, OH	14,385	183,260				
92	Allentown-Bethlehem, PA-NJ	14,935	239,410	188	Grand Forks, ND	14,383	23,400				
93	Green Bay, WI	14,920	62,040	188	Lexington-Fayette, KY	14,383	119,690				
94	Cedar Rapids, IA	14,915	62,590	190	Louisville, KY-IN	14,381	341,790				
95	Salt Lake City-Ogden, UT	14,905	327,760	191	New York, NY-NJ	14,367	3,175,660				
192	Elmira, NY	14,349	35,160								
193	Salinas-Seaside-Monterey, CA	14,347	104,600								
194	Tacoma, WA	14,331	182,450								
195	Providence-Pawtucket-										
	Woonsocket, RI(?)	14,330	319,960								
	San Angelo, TX	14,326	34,210								
197	Columbus, OH	14,319	462,860								

Metro Area Food Store Sales, Rank

April 1, 1983 to April 1, 1984

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, NY-NJ	9,963,460	94	Tacoma, WA	571,390	192	Killeen-Temple, TX	239,975	293	Naples, FL	128,873
2	Los Angeles-Long Beach, CA	9,104,830	95	Little Rock-North Little Rock, AR	539,140	193	Lafayette, LA	238,561	294	Fort Walton Beach, FL	128,608
3	Chicago, IL	7,044,270	96	New Bedford-Fall River-Attleboro, MA(1)	535,889	194	Beaver County, PA	237,988	295	Pascagoula, MS	128,008
4	Philadelphia, PA-NJ	5,289,690	97	Albuquerque, NM	527,154	195	Fayetteville, NC	235,153	296	Dothan, AL	126,229
5	Detroit, MI	4,810,640	98	Wichita, KS	525,679	196	Kalamazoo, MI	233,776	297	Wilmington, NC	125,781
6	Boston-Lawrence-Salem-Lowell-Brockton, MA(1)	4,298,290	99	Bridgeport-Milford, CT(2)	509,802	197	Lincoln, NE	233,062	298	Danville, VA	125,604
7	Washington, DC-MD-VA	4,206,630	100	Lake County, IL	508,106	198	Columbus, GA-AL	231,565	299	Bryan-College Station, TX	123,913
8	Houston, TX	3,879,470	101	El Paso, TX	496,584	199	Hickory, NC	229,309	300	Wausau, WI	123,177
9	Boston, MA(2)	3,300,370	102	Flint, MI	488,878	200	Portland, ME(2)	229,039	301	Anniston, AL	122,960
10	Nassau-Suffolk, NY	2,959,090	103	Johnson City-Kingsport-Bristol, TN-VA	478,951	201	Amarillo, TX	227,939	302	Glens Falls, NY	121,231
11	Atlanta, GA	2,682,100	104	Mobile, AL	477,249	202	Portsmouth-Dover-Rochester, NH(2)	224,209	303	State College, PA	119,477
12	Dallas, TX	2,672,880	105	Bakersfield, CA	476,756	203	Tallahassee, FL	221,679	304	Albany, GA	118,614
13	Anaheim-Santa Ana, CA	2,666,180	106	Chattanooga, TN-GA	470,139	204	Fort Pierce, FL	220,753	305	Cumberland, MD	117,997
14	Minneapolis-St. Paul, MN-WI	2,620,970	107	Charleston, SC	469,633	205	Brazoria, TX	219,080	306	Kokomo, IN	117,880
15	Baltimore, MD	2,578,960	108	Beaumont-Port Arthur, TX	464,462	206	Danbury, CT(2)	218,023	307	Santa Fe, NM	117,811
16	Pittsburgh, PA	2,559,890	109	Davenport-Rock Island-Moline, IA-IL	461,971	207	Boise City, ID	217,235	308	Yuba City, CA	117,612
17	San Diego, CA	2,423,770	110	Lansing-East Lansing, MI	460,016	208	Bradenton, FL	214,727	309	Columbia, MO	117,294
18	Oakland, CA	2,334,820	111	York, PA	459,235	209	Huntsville, AL	213,322	310	Midland, TX	116,367
19	Tampa-St. Petersburg-Clearwater, FL	2,285,170	112	Worcester, MA(2)	458,454	210	Provo-Orem, UT	211,927	311	Sheboygan, WI	116,194
20	Newark, NJ	2,176,090	113	Canton, OH	457,666	211	Waco, TX	208,942	312	Lawton, OK	115,858
21	Cleveland, OH	2,156,510	114	Columbia, SC	453,609	212	Fort Collins-Loveland, CO	207,393	313	Panama City, FL	115,781
22	Seattle, WA	2,093,370	115	Des Moines, IA	451,368	213	Wheeling, WV-OH	205,986	314	Florence, SC	115,728
23	St. Louis, MO-IL	2,085,820	116	Saginaw-Bay City-Midland, MI	446,625	214	Brownsville-Harlingen, TX	204,532	315	Rochester, MN	113,118
24	San Francisco, CA	2,085,190	117	Peoria, IL	444,984	215	Brockton, MA(2)	203,297	316	Sherman-Denison, TX	112,882
25	Miami-Hialeah, FL	2,066,880	118	Vallejo-Fairfield-Napa, CA	429,034	216	Gainesville, FL	202,523	317	Gadsden, AL	112,193
26	Denver, CO	2,018,730	119	Santa Rosa-Petaluma, CA	424,722	217	Lake Charles, LA	202,041	318	Burlington, NC	112,041
27	Phoenix, AZ	1,951,450	120	Lancaster, PA	420,618	218	Cedar Rapids, IA	201,863	319	Kankakee, IL	111,173
28	Riverside-San Bernardino, CA	1,948,750	121	Stockton, CA	420,278	219	Green Bay, WI	200,140	320	Fayetteville-Springdale, AR	110,479
29	Kansas City, MO-KS	1,747,240	122	Spokane, WA	418,023	220	Houma-Thibodaux, LA	199,994	321	Elmira, NY	110,199
30	San Jose, CA	1,745,660	123	Joliet, IL	417,992	221	Longview-Marshall, TX	195,145	322	San Angelo, TX	107,106
31	Milwaukee, WI	1,619,700	124	Lawrence-Haverhill, MA(2)	404,760	222	Yakima, WA	195,126	323	Fitchburg-Leominster, MA(2)	106,453
32	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,582,240	125	Madison, WI	402,411	223	Biloxi-Gulfport, MS	194,868	324	Lewiston-Auburn, ME(1)	105,499
33	Cincinnati, OH-KY-IN	1,575,130	126	Shreveport, LA	400,308	224	Racine, WI	194,167	325	La Crosse, WI	105,184
34	Bergen-Passaic, NJ	1,535,810	127	Jackson, MS	397,704	225	Fort Smith, AR-OK	192,799	326	Bloomington, IN	104,299
35	New Orleans, LA	1,507,500	128	Colorado Springs, CO	397,339	226	Chico, CA	192,306	327	Las Cruces, NM	101,824
36	Sacramento, CA	1,451,750	129	Fort Wayne, IN	393,247	227	Richland-Kennewick-Pasco, WA	188,665	328	Bismarck, ND	101,651
37	Columbus, OH	1,448,610	130	Lakeland-Winter Haven, FL	388,218	228	New Bedford, MA(2)	187,656	329	Middletown, CT(2)	101,585
38	Portland, OR	1,362,800	131	Reading, PA	378,517	229	Asheville, NC	187,553	330	St. Joseph, MO	101,241
39	Indianapolis, IN	1,337,540	132	Santa Barbara-Santa Maria-Lompoc, CA	377,299	230	Topeka, KS	186,851	331	Iowa City, IA	97,061
40	Norfolk-Virginia Beach-Newport News, VA-NC	1,293,250	133	Lexington-Fayette, KY	375,820	231	Bremerton, WA	185,909	332	Casper, WY	96,905
41	Fort Worth-Arlington, TX	1,276,010	134	Augusta, GA-SC	372,724	232	Champaign-Urbana-Rantoul, IL	184,517	333	Dubuque, IA	96,116
42	Hartford-New Britain-Middletown-Bristol, CT(1)	1,274,430	135	Corpus Christi, TX	370,361	233	Benton Harbor, MI	182,980	334	Pittsfield, MA(2)	95,761
43	San Antonio, TX	1,231,480	136	Aurora-Elgin, IL	369,786	234	Waterloo-Cedar Falls, IA	182,515	335	Jacksonville, NC	94,715
44	Oklahoma City, OK	1,183,360	137	Atlantic City, NJ	366,029	235	Nashua, NH(2)	179,266	336	Owensboro, KY	94,300
45	Rochester, NY	1,182,260	138	Trenton, NJ	362,842	236	Parkersburg-Marietta, WV-OH	177,703	337	Great Falls, MT	91,731
46	Buffalo, NY	1,157,630	139	Huntington-Ashland, WV-KY-OH	360,880	237	Steubenville-Weirton, OH-WV	177,699	338	Bristol, CT(2)	90,931
47	Charlotte-Gastonia-Rock Hill, NC-SC	1,120,420	140	Daytona Beach, FL	360,834	238	Fall River, MA-RI(2)	171,935	339	Lewiston-Auburn, ME(2)	88,962
48	Monmouth-Ocean, NJ	1,085,150	141	Pawtucket-Woonsocket-Attleboro, RI-MA(1)	357,899	239	New Britain, CT(2)	170,721	340	Pine Bluff, AR	88,900
49	Louisville, KY-IN	1,073,100	142	Utica-Rome, NY	347,046	240	Tyler, TX	169,044	341	Victoria, TX	87,673
50	Salt Lake City-Ogden, UT	1,056,570	143	Melbourne-Titusville-Palm Bay, FL	344,251	241	Fargo-Moorhead, ND-MN	166,502	342	Laredo, TX	87,632
51	Middlesex-Somerset-Hunterdon, NJ	1,054,800	144	Manchester-Nashua, NH(1)	344,044	242	St. Cloud, MN	166,068	343	Enid, OK	86,984
52	Dayton-Springfield, OH	1,051,060	145	Portsmouth-Dover-Rochester, NH(1)	332,531	243	Pittsfield, MA(1)	165,315	344	Bangor, ME(2)	86,277
53	Albany-Schenectady-Troy, NY	1,005,160	146	Modesto, CA	331,782	244	Lima, OH	165,268	345	Lawrence, KS	78,120
54	Providence-Pawtucket-Woonsocket, RI(1)	1,001,970	147	Salinas-Seaside-Monterey, CA	327,849	245	Olympia, WA	164,285	346	Grand Forks, ND	73,477
55	Nashville, TN	1,001,010	148	Pensacola, FL	327,661	246	Janesville-Beloit, WI	161,057			
56	Greensboro-Winston-Salem-High Point, NC	992,807	149	Appleton-Oshkosh-Neenah, WI	323,674	247	Norwalk, CT(2)	160,056			
57	Birmingham, AL	991,809	150	Rockford, IL	322,330	248	Lynchburg, VA	159,350			
58	Bridgeport-Stamford-Norwalk-Danbury, CT(1)	986,363	151	Eugene-Springfield, OR	319,602	249	Monroe, LA	159,233			
59	Memphis, TN-AR-MS	971,270	152	Sarasota, FL	319,194	250	Muskegon, MI	159,148			
60	Tulsa, OK	925,098	153	Evansville, IN-KY	319,194	251	Decatur, IL	158,866			
61	Oriando, FL	916,735	154	Salem-Gloucester, MA(2)	314,116	252	Jackson, MI	158,518			
62	Richmond-Petersburg, VA	911,627	155	Erie, PA	310,235	253	Ocala, FL	156,931			
63	New Haven-Waterbury-Meriden, CT(1)	900,987	156	Charleston, WV	307,260	254	Medford, OR	154,881			
64	West Palm Beach-Boca Raton-DeLray Beach, FL	881,637	157	East St. Louis-Bellefonte, IL	306,673	255	Odesa, TX	153,427			
65	Hartford, CT(2)	870,770	158	Ann Arbor, MI	305,491	256	Battle Creek, MI	153,105			
66	Jacksonville, FL	848,779	159	Duluth, MN-WI	304,348	257	Anderson, IN	152,828			
67	Honolulu, HI	828,698	160	Binghamton, NY	304,239	258	Manchester, NH(2)	151,375			
68	Scranton-Wilkes-Barre, PA	817,790	161	Alton-Granite City, IL	303,631	259	Anderson, SC	150,890			
69	Allentown-Bethlehem, PA-NJ	772,932	162	Montgomery, AL	302,401	260	Florence, AL	150,569			
70	Austin, TX	751,991	163	Lorain-Elyria, OH	301,172	261	Altoona, PA	150,318			
71	Syracuse, NY	742,765	164	Orange County, NY	297,789	262	Joplin, MO	149,162			
72	Akron, OH	735,620	165	Hamilton-Middletown, OH	297,305	263	Athens, GA	148,884			
73	Worcester-Fitchburg-Leominster, MA(1)	733,057	166	Macon-Warner Robins, GA	294,901	264	Pueblo, CO	148,790			
74	Providence, RI(2)	715,029	167	Foughtkeepsie, NY	293,969	265	Clarksville-Hopkinsville, TN-KY	148,732			
75	Toledo, OH	700,171	168	Poughkeepsie, NY	292,901	266	Greeley, CO	148,645			
76	Tucson, AZ	691,551	169	Fort Myers-Cape Coral, FL	292,901	267	Redding, CA	148,251			
77	Gary-Hammond, IN	685,839	170	New London-Norwich, CT(2)	291,855	268	Elkhart-Goshen, IN	147,515			
78	Omaha, NE-IA	685,005	171	Salem, OR	284,672	269	Alexandria, IN	146,896			
79	Harrisburg-Lebanon-Carlisle, PA	680,846	172	Reno, NV	283,064	270	Tuscaloosa, AL	146,595			
80	Raleigh-Durham, NC	676,400	173	New London-Norwich, CT(1)	280,003	271	Wichita Falls, TX	145,820			
81	Oxnard-Ventura, CA	658,963	174	Johnstown, PA	279,302	272	Vineland-Millville-Bridgeton, NJ	145,774			
82	Grand Rapids, MI	651,511	175	Anchorage, AK	276,009	273	Sharon, PA	144,758			
83	Springfield, MA(1)	649,488	176	Lowell, MA(2)	272,062	274	Mansfield, OH	144,588			
84	Knoxville, TN	648,496	177	Roanoke, VA	269,923	275	Terre Haute, IN	144,507			
85	Greenville-Spartanburg, SC	646,483	178	McAllen-Edinburg-Mission, TX	268,408	276	Eau Claire, WI	143,842			
86	Las Vegas, NV	635,886	179	Santa Cruz, CA	266,054	277	Bangor, ME(1)	141,451			
87	Jersey City, NJ	625,657	180	Boulder-Longmont, CO	264,147	278	Bloomington-Normal, IL	141,036			
88	Wilmington, DE-NJ-MD	605,167	181	Visalia-Tulare-Porterville, CA	263,695	279	Kenosha, WI	140,867			
89	Baton Rouge, LA	604,059	182	Niagara Falls, NY	261,502	280	Charlottesville, VA	140,541			
90	Fresno, CA	599,150	183	South Bend-Mishawaka, IN	260,678	281	Billings, MT	137,437			
91	New Haven-Meriden, CT(2)	593,831	184	Stamford, CT(2)	254,463	282	Burlington, VT(1)	136,260			
92	Springfield, MA(2)	582,925	185	Lubbock, TX	253,916	283	Muncie, IN	135,303			
93	Youngstown-Warren, OH	575,511	186	Portland, ME(1)	252,635	284	Abilene, TX	134,675			
			187	Galveston-Texas City, TX	251,401	285	Sioux Falls, SD	133,868			
			188	Springfield, MO	250,195	286	Williamsport, PA	132,112			
			189	Savannah, GA	247,367	287	Sioux City, IA-NE	131,757			
			190	Vancouver, WA	247,078	288	Texarkana, TX-AR	131,090			
			191	Waterbury, CT(2)	240,505	289	Burlington, VT(2)	130,150			
				Springfield, IL	240,379	290	Hagerstown, MD	129,995			
						291	Lafayette, IN	129,140			
						292	Bellingham, WA	128,996			

(1) County Basis.
(2) Official M.S.A.

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

U.S. TOTAL FOOD STORE SALES—\$266,569,000(000)

Metro Area Drug Store Sales, Rank

April 1, 1983 to April 1, 1984

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)				
1	New York, NY-NJ.....	1,574,550	94	Tacoma, WA.....	90,383	192	Columbus, GA-AL.....	37,688	293	Naples, FL.....	20,449
2	Los Angeles-Long Beach, CA.....	1,427,540	95	Little Rock-North Little Rock, AR.....	86,453	193	Springfield, IL.....	37,624	294	Pascagoula, MS.....	20,299
3	Chicago, IL.....	1,089,540	96	New Bedford-Fall River-Attleboro, MA(*).....	85,228	194	Waterbury, CT(*).....	37,557	295	Burlington, VT(*).....	20,232
4	Philadelphia, PA-NJ.....	823,282	97	Albuquerque, NM.....	83,443	195	Lincoln, NE.....	37,311	296	Fort Walton Beach, FL.....	20,197
5	Detroit, MI.....	748,555	98	Wichita, KS.....	81,364	196	Hickory, NC.....	36,880	297	Wilmington, NC.....	20,096
6	Boston-Lawrence-Salem-Lowell-Brockton, MA(*).....	661,994	99	El Paso, TX.....	79,936	197	Kalamazoo, MI.....	36,802	298	Danville, VA.....	20,079
7	Washington, DC-MD-VA.....	633,629	100	Bridgeport-Milford, CT(*).....	78,156	198	Beaver County, PA.....	36,666	299	Annisston, AL.....	19,945
8	Houston, TX.....	590,028	101	Johnson City-Kingsport-Bristol, TN-VA.....	77,644	199	Lafayette, LA.....	36,335	300	Bryan-College Station, TX.....	19,792
9	Boston, MA(*).....	507,755	102	Lake County, IL.....	76,615	200	Portland, ME(*).....	36,299	301	Wausau, WI.....	19,511
10	Nassau-Suffolk, NY.....	442,171	103	Mobile, AL.....	76,269	201	Amarillo, TX.....	35,932	302	Glens Falls, NY.....	19,443
11	Atlanta, GA.....	416,446	104	Chattanooga, TN-GA.....	75,903	202	Tallahassee, FL.....	35,604	303	State College, PA.....	19,098
12	Dallas, TX.....	412,066	105	Bakersfield, CA.....	75,898	203	Portsmouth-Dover-Rochester, NH(*).....	35,354	304	Yuba City, CA.....	19,074
13	Anaheim-Santa Ana, CA.....	405,003	106	Flint, MI.....	75,803	204	Fort Pierce, FL.....	34,931	305	Cumberland, MD.....	19,051
14	Minneapolis-St. Paul, MN-WI.....	403,627	107	Charleston, SC.....	74,330	205	Bradenton, FL.....	34,615	306	Albany, GA.....	18,877
15	Pittsburgh, PA.....	400,159	108	York, PA.....	71,914	206	Boise City, ID.....	34,535	307	Columbia, MO.....	18,777
16	Baltimore, MD.....	398,229	109	Beaumont-Port Arthur, TX.....	71,892	207	Provo-Orem, UT.....	34,005	308	Florence, SC.....	18,648
17	San Diego, CA.....	381,164	110	Lansing-East Lansing, MI.....	71,854	208	Waco, TX.....	33,529	309	Panama City, FL.....	18,572
18	Tampa-St. Petersburg-Clearwater, FL.....	365,686	111	Canton, OH.....	71,837	209	Brownsville-Harlingen, TX.....	33,465	310	Kokomo, IN.....	18,546
19	Oakland, CA.....	359,215	112	Worcester, MA(*).....	71,666	210	Huntsville, AL.....	33,434	311	Lawton, OK.....	18,428
20	Cleveland, OH.....	335,179	113	Columbia, SC.....	71,617	211	Brazoria, TX.....	33,356	312	Santa Fe, NM.....	18,309
21	Newark, NJ.....	332,414	114	Davenport-Rock Island-Moline, IA-IL.....	71,591	212	Gainesville, FL.....	32,936	313	Sheboygan, WI.....	18,154
22	Miami-Hialeah, FL.....	327,461	115	Des Moines, IA.....	70,597	213	Wheeling, WV-OH.....	32,916	314	Fayetteville-Springdale, AR.....	18,134
23	Seattle, WA.....	323,417	116	Saginaw-Bay City-Midland, MI.....	69,920	214	Danbury, CT(*).....	32,515	315	Gadsden, AL.....	18,117
24	St. Louis, MO-IL.....	323,322	117	Peoria, IL.....	68,566	215	Fort Collins-Loveland, CO.....	32,307	316	Sherman-Denison, TX.....	18,063
25	San Francisco, CA.....	320,828	118	Stockton, CA.....	66,873	216	Brockton, MA(*).....	31,793	317	Burlington, NC.....	17,825
26	Riverside-San Bernardino, CA.....	308,432	119	Spokane, WA.....	66,749	217	Yakima, WA.....	31,527	318	Kankakee, IL.....	17,656
27	Denver, CO.....	307,480	120	Vallejo-Fairfield-Napa, CA.....	66,687	218	Cedar Rapids, IA.....	31,465	319	Midland, TX.....	17,575
28	Phoenix, AZ.....	306,068	121	Santa Rosa-Petaluma, CA.....	66,426	219	Fort Smith, AR-OK.....	31,440	320	Elmira, NY.....	17,421
29	Kansas City, MO-KS.....	272,681	122	Lancaster, PA.....	65,737	220	Chico, CA.....	31,403	321	Rochester, MN.....	17,382
30	San Jose, CA.....	263,066	123	Joliet, IL.....	63,967	221	Biloxi-Gulfport, MS.....	31,210	322	Lewiston-Auburn, ME(*).....	17,192
31	Milwaukee, WI.....	250,569	124	Jackson, MS.....	63,557	222	Green Bay, WI.....	31,192	323	San Angelo, TX.....	16,944
32	Cincinnati, OH-KY-IN.....	247,127	125	Shreveport, LA.....	62,903	223	Lake Charles, LA.....	31,061	324	Bloomington, IN.....	16,864
33	Fort Lauderdale-Hollywood-Pompano Beach, FL.....	246,473	126	Madison, WI.....	62,755	224	Houma-Thibodaux, LA.....	30,685	325	Fitchburg-Leominster, MA(*).....	16,781
34	New Orleans, LA.....	235,595	127	Lawrence-Haverhill, MA(*).....	62,716	225	Longview-Marshall, TX.....	30,673	326	La Crosse, WI.....	16,565
35	Bergen-Passaic, NJ.....	232,865	128	Lakeland-Winter Haven, FL.....	62,427	226	Asheville, NC.....	30,289	327	Las Cruces, NM.....	16,490
36	Sacramento, CA.....	229,867	129	Fort Wayne, IN.....	62,276	227	New Bedford, MA(*).....	30,251	328	St. Joseph, MO.....	16,227
37	Columbus, OH.....	229,215	130	Colorado Springs, CO.....	61,590	228	Racine, WI.....	30,219	329	Bismarck, ND.....	15,933
38	Portland, OR.....	214,082	131	Augusta, GA-SC.....	59,682	229	Topeka, KS.....	29,344	330	Middletown, CT(*).....	15,574
39	Indianapolis, IN.....	209,605	132	Lexington-Fayette, KY.....	59,368	230	Champaign-Urbana-Rantoul, IL.....	29,317	331	Iowa City, IA.....	15,482
40	Norfolk-Virginia Beach-Newport News, VA-NC.....	201,784	133	Reading, PA.....	59,216	231	Bremerton, WA.....	29,302	332	Jacksonville, NC.....	15,288
41	Fort Worth-Arlington, TX.....	198,641	134	Santa Barbara-Santa Maria-Lompoc, CA.....	58,910	232	Benton Harbor, MI.....	29,219	333	Dubuque, IA.....	15,120
42	San Antonio, TX.....	195,161	135	Daytona Beach, FL.....	58,576	233	Richland-Kennebec-Pasco, WA.....	28,906	334	Owensboro, KY.....	15,015
43	Hartford-New Britain-Middletown-Bristol, CT(*).....	194,409	136	Huntington-Ashland, WV-KY-OH.....	58,287	234	Waterloo-Cedar Falls, IA.....	28,560	335	Pittsfield, MA(*).....	14,969
44	Oklahoma City, OK.....	183,385	137	Corpus Christi, TX.....	57,919	235	Parkersburg-Marietta, WV-OH.....	28,252	336	Casper, WY.....	14,751
45	Rochester, NY.....	181,581	138	Atlantic City, NJ.....	56,913	236	Steubenville-Weirton, OH-WV.....	28,056	337	Great Falls, MT.....	14,574
46	Buffalo, NY.....	181,483	139	Aurora-Elgin, IL.....	56,900	237	Fall River, MA-RI(*).....	27,718	338	Lewiston-Auburn, ME(*).....	14,545
47	Charlotte-Gastonia-Rock Hill, NC-SC.....	177,511	140	Pawtucket-Woonsocket-Attleboro, RI-MA(*).....	56,476	238	Nashua, NH(*).....	27,128	339	Pine Bluff, AR.....	14,485
48	Louisville, KY-IN.....	169,527	141	Trenton, NJ.....	55,540	239	Lima, OH.....	26,594	340	Laredo, TX.....	14,276
49	Monmouth-Ocean, NJ.....	167,795	142	Utica-Rome, NY.....	55,244	240	Tyler, TX.....	26,576	341	Bangor, ME(*).....	13,906
50	Dayton-Springfield, OH.....	165,951	143	Melbourne-Titusville-Palm Bay, FL.....	53,749	241	St. Cloud, MN.....	26,355	342	Bristol, CT(*).....	13,806
51	Salt Lake City-Ogden, UT.....	164,730	144	Modesto, CA.....	52,938	242	New Britain, CT(*).....	26,330	343	Victoria, TX.....	13,422
52	Providence-Pawtucket-Woonsocket, RI(*).....	158,498	145	Pensacola, FL.....	52,040	243	Fargo-Moorhead, ND-MN.....	26,261	344	Enid, OK.....	13,360
53	Birmingham, AL.....	158,450	146	Salinas-Seaside-Monterey, CA.....	51,839	244	Olympia, WA.....	26,038	345	Lawrence, KS.....	12,634
54	Greensboro-Winston-Salem-High Point, NC.....	157,956	147	Portsmouth-Dover-Rochester, NH(*).....	51,715	245	Pittsfield, MA(*).....	26,017	346	Grand Forks, ND.....	11,607
55	Middlesex-Somerset-Hunterdon, NJ.....	157,920	148	Eugene-Springfield, OR.....	51,700	246	Ocala, FL.....	25,834			
56	Albany-Schenectady-Troy, NY.....	157,785	149	Manchester-Nashua, NH(*).....	51,389	247	Muskegon, MI.....	25,592			
57	Nashville, TN.....	157,247	150	Sarasota, FL.....	50,649	248	Monroe, LA.....	25,491			
58	Memphis, TN-AR-MS.....	155,042	151	Evansville, IN-KY.....	50,632	249	Lynchburg, VA.....	25,256			
59	Bridgeport-Stamford-Norwalk-Danbury, CT(*).....	148,629	152	Appleton-Oshkosh-Neenah, WI.....	50,571	250	Janesville-Beloit, WI.....	25,153			
60	Orlando, FL.....	144,228	153	Rockford, IL.....	50,409	251	Medford, OR.....	25,100			
61	Tulsa, OK.....	142,819	154	Erie, PA.....	49,331	252	Jackson, MI.....	24,982			
62	Richmond-Petersburg, VA.....	141,479	155	East St. Louis-Belleville, IL.....	48,930	253	Decatur, IL.....	24,809			
63	New Haven-Waterbury-Meriden, CT(*).....	139,815	156	Charleston, WV.....	48,636	254	Anderson, SC.....	24,454			
64	West Palm Beach-Boca Raton-Delray Beach, FL.....	137,456	157	Duluth, MN-WI.....	48,333	255	Joplin, MO.....	24,404			
65	Jacksonville, FL.....	135,224	158	Montgomery, AL.....	48,227	256	Clarksville-Hopkinsville, TN-KY.....	24,320			
66	Hartford, CT(*).....	132,542	159	Salem-Gloucester, MA(*).....	48,015	257	Anderson, IN.....	24,312			
67	Scranton-Wilkes-Barre, PA.....	131,891	160	Binghamton, NY.....	47,788	258	Battle Creek, MI.....	24,311			
68	Honolulu, HI.....	127,153	161	Alton-Granite City, IL.....	47,770	259	Altoona, PA.....	24,201			
69	Allentown-Bethlehem, PA-NJ.....	120,418	162	Ann Arbor, MI.....	47,366	260	Redding, CA.....	24,124			
70	Austin, TX.....	117,894	163	Fort Myers-Cape Coral, FL.....	47,236	261	Athens, GA.....	24,117			
71	Syracuse, NY.....	116,341	164	Lorain-Elyria, OH.....	46,870	262	Florence, AL.....	24,013			
72	Akron, OH.....	115,375	165	Macon-Warner Robins, GA.....	46,569	263	Greeley, CO.....	23,917			
73	Worcester-Fitchburg-Leominster, MA(*).....	114,655	166	Orange County, NY.....	46,483	264	Elkhart-Goshen, IN.....	23,789			
74	Providence, RI(*).....	112,859	167	Hamilton-Middletown, OH.....	46,437	265	Norwalk, CT(*).....	23,756			
75	Toledo, OH.....	110,306	168	Salem, OR.....	45,903	266	Tuscaloosa, AL.....	23,729			
76	Tucson, AZ.....	108,980	169	Johnstown, PA.....	45,085	267	Manchester, NH(*).....	23,644			
77	Omaha, NE-IA.....	107,185	170	New London-Norwich, CT(*).....	44,885	268	Pueblo, CO.....	23,612			
78	Raleigh-Durham, NC.....	106,801	171	Poughkeepsie, NY.....	44,873	269	Alexandria, LA.....	23,535			
79	Gary-Hammond, IN.....	106,761	172	Reno, NV.....	44,249	270	Odessa, TX.....	23,416			
80	Harrisburg-Lebanon-Carlisle, PA.....	106,427	173	McAllen-Edinburg-Mission, TX.....	43,870	271	Terre Haute, IN.....	23,335			
81	Knoxville, TN.....	104,164	174	Visalia-Tulare-Porterville, CA.....	43,202	272	Vineland-Millville-Bridgeton, NJ.....	23,151			
82	Greenville-Spartanburg, SC.....	103,095	175	New London-Norwich, CT(*).....	42,925	273	Mansfield, OH.....	22,957			
83	Grand Rapids, MI.....	102,832	176	Roanoke, VA.....	42,528	274	Eau Claire, WI.....	22,882			
84	Springfield, MA(*).....	102,179	177	Santa Cruz, CA.....	41,889	275	Wichita Falls, TX.....	22,852			
85	Oxnard-Ventura, CA.....	101,035	178	South Bend-Mishawaka, IN.....	41,470	276	Bangor, ME(*).....	22,810			
86	Las Vegas, NV.....	99,980	179	Lowell, MA(*).....	41,274	277	Sharon, PA.....	22,651			
87	Jersey City, NJ.....	99,743	180	Niagara Falls, NY.....	40,941	278	Charlottesville, VA.....	22,132			
88	Fresno, CA.....	96,446	181	Anchorage, AK.....	40,879	279	Kenosha, WI.....	22,069			
89	Wilmington, DE-NJ-MD.....	93,590	182	Boulder-Longmont, CO.....	40,367	280	Bloomington-Normal, IL.....	22,017			
90	Baton Rouge, LA.....	93,449	183	Springfield, MO.....	40,356	281	Billings, MT.....	21,638			
91	New Haven-Meriden, CT(*).....	92,095	184	Lubbock, TX.....	40,284	282	Muncie, IN.....	21,566			
92	Springfield, MA(*).....	91,715	185	Portland, ME(*).....	40,119	283	Abilene, TX.....	21,350			
93	Youngstown-Warren, OH.....	90,908	186	Savannah, GA.....	39,416	284	Williamsport, PA.....	21,202			
			187	Killeen-Temple, TX.....	38,697	285	Sioux Falls, SD.....	21,188			
			188	Galveston-Texas City, TX.....	38,687	286	Burlington, VT(*).....	21,171			
			189	Vancouver, WA.....	38,679	287	Texarkana, TX-AR.....	21,167			
			190	Fayetteville, NC.....	38,209	288	Sioux City, IA-NE.....	20,900			
			191	Stamford, CT(*).....	37,886	289	Bellingham, WA.....	20,817			
						290	Hagerstown, MD.....	20,607			
						291	Lafayette, IN.....	20,546			
						292	Dothan, AL.....	20,465			

(*) County Basis.
(?) Official M.S.A.

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

U.S. TOTAL DRUG STORE SALES—\$41,977,700(000)

Metro Area General Merchandise Store Sales, Rank

April 1, 1983 to April 1, 1984

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)				
1	New York, NY-NJ.....	6,710,310	94	Tacoma, WA.....	385,064	192	Springfield, IL.....	160,873	293	Burlington, VT(?).....	86,714
2	Los Angeles-Long Beach, CA.....	6,100,300	95	Little Rock-North Little Rock, AR.....	366,616	193	Waterbury, CT(?).....	160,716	294	Dothan, AL.....	86,463
3	Chicago, IL.....	4,677,860	96	New Bedford-Fall River-Attleboro, MA(?).....	362,430	194	Columbus, GA-AL.....	159,023	295	Pascagoula, MS.....	86,409
4	Philadelphia, PA-NJ.....	3,527,070	97	Albuquerque, NM.....	355,415	195	Lincoln, NE.....	158,310	296	Fort Walton Beach, FL.....	86,259
5	Detroit, MI.....	3,207,180	98	Wichita, KS.....	349,245	196	Beaver County, PA.....	157,637	297	Wilmington, NC.....	85,325
6	Boston-Lawrence-Salem-Lowell-Brockton, MA(?).....	2,846,430	99	El Paso, TX.....	338,538	197	Kalamazoo, MI.....	157,047	298	Danville, VA.....	85,236
7	Washington, DC-MD-VA.....	2,745,790	100	Bridgeport-Milford, CT(?).....	336,592	198	Lafayette, LA.....	156,840	299	Annis, AL.....	84,251
8	Houston, TX.....	2,548,160	101	Lake County, IL.....	331,883	199	Hickory, NC.....	156,239	300	Bryan-College Station, TX.....	84,044
9	Boston, MA(?).....	2,184,050	102	Johnson City-Kingsport-Bristol, TN-VA.....	328,048	200	Portland, ME(?).....	154,546	301	Wausau, WI.....	83,085
10	Nassau-Suffolk, NY.....	1,921,540	103	Flint, MI.....	325,176	201	Amarillo, TX.....	153,263	302	Glens Falls, NY.....	82,447
11	Atlanta, GA.....	1,785,590	104	Mobile, AL.....	323,800	202	Tallahassee, FL.....	150,901	303	State College, PA.....	81,074
12	Dallas, TX.....	1,771,190	105	Bakersfield, CA.....	322,649	203	Portsmouth-Dover-Rochester, NH(?).....	150,743	304	Cumberland, MD.....	80,602
13	Anaheim-Santa Ana, CA.....	1,749,840	106	Chattanooga, TN-GA.....	321,137	204	Fort Pierce, FL.....	148,800	305	Yuba City, CA.....	80,578
14	Minneapolis-St. Paul, MN-WI.....	1,735,570	107	Charleston, SC.....	316,610	205	Boise City, ID.....	146,881	306	Albany, GA.....	80,257
15	Pittsburgh, PA.....	1,711,770	108	Beaumont-Port Arthur, TX.....	308,583	206	Bradenton, FL.....	146,527	307	Columbia, MO.....	79,673
16	Baltimore, MD.....	1,710,750	109	Lansing-East Lansing, MI.....	307,454	207	Provo-Orem, UT.....	144,171	308	Kokomo, IN.....	79,159
17	San Diego, CA.....	1,627,150	110	York, PA.....	307,441	208	Brazoria, TX.....	144,001	309	Florence, SC.....	78,948
18	Tampa-St. Petersburg-Clearwater, FL.....	1,551,820	111	Davenport-Rock Island-Moline, IA-IL.....	307,167	209	Huntsville, AL.....	142,891	310	Panama City, FL.....	78,747
19	Oakland, CA.....	1,545,120	112	Canton, OH.....	306,864	210	Waco, TX.....	142,150	311	Santa Fe, NM.....	78,479
20	Cleveland, OH.....	1,436,640	113	Worcester, MA(?).....	306,567	211	Danbury, CT(?).....	141,398	312	Lawton, OK.....	78,363
21	Newark, NJ.....	1,433,400	114	Columbia, SC.....	305,311	212	Brownsville-Harlingen, TX.....	140,953	313	Sheboygan, WI.....	77,671
22	Miami-Hialeah, FL.....	1,394,350	115	Des Moines, IA.....	301,936	213	Wheeling, WV-OH.....	139,749	314	Sherman-Denison, TX.....	76,652
23	Seattle, WA.....	1,389,110	116	Saginaw-Bay City-Midland, MI.....	298,944	214	Gainesville, FL.....	139,007	315	Gadsden, AL.....	76,646
24	St. Louis, MO-IL.....	1,387,110	117	Peoria, IL.....	294,771	215	Fort Collins-Loveland, CO.....	138,365	316	Fayetteville-Springdale, AR.....	76,298
25	San Francisco, CA.....	1,379,970	118	Vallejo-Fairfield-Napa, CA.....	285,827	216	Brockton, MA(?).....	135,980	317	Midland, TX.....	76,087
26	Denver, CO.....	1,327,230	119	Stockton, CA.....	284,331	217	Cedar Rapids, IA.....	134,731	318	Burlington, NC.....	75,793
27	Riverside-San Bernardino, CA.....	1,313,780	120	Santa Rosa-Petaluma, CA.....	284,103	218	Lake Charles, LA.....	133,747	319	Kankakee, IL.....	75,118
28	Phoenix, AZ.....	1,307,770	121	Spokane, WA.....	283,463	219	Green Bay, WI.....	133,568	320	Rochester, MN.....	74,797
29	Kansas City, MO-KS.....	1,167,110	122	Lancaster, PA.....	281,225	220	Yakima, WA.....	133,352	321	Elmira, NY.....	74,234
30	San Jose, CA.....	1,139,790	123	Joliet, IL.....	275,657	221	Fort Smith, AR-OK.....	132,572	322	Lewiston-Auburn, ME(?).....	72,510
31	Milwaukee, WI.....	1,075,730	124	Chicago, MS.....	269,833	222	Biloxi-Gulfport, MS.....	132,405	323	San Angelo, TX.....	72,186
32	Cincinnati, OH-KY-IN.....	1,055,810	125	Lawrence-Haverhill, MA(?).....	269,100	223	Chico, CA.....	132,356	324	Fitchburg-Leominster, MA(?).....	71,578
33	Fort Lauderdale-Hollywood-Pompano Beach, FL.....	1,055,610	126	Madison, WI.....	268,668	224	Houma-Thibodaux, LA.....	132,113	325	Bloomington, IN.....	71,314
34	New Orleans, LA.....	1,007,890	127	Shreveport, LA.....	268,600	225	Longview-Marshall, TX.....	130,961	326	La Crosse, WI.....	70,680
35	Bergen-Passaic, NJ.....	1,006,760	128	Fort Wayne, IN.....	265,214	226	Racine, WI.....	129,464	327	Las Cruces, NM.....	69,695
36	Sacramento, CA.....	978,985	129	Lakeland-Winter Haven, FL.....	264,478	227	Asheville, NC.....	128,138	328	St. Joseph, MO.....	68,822
37	Columbus, OH.....	976,436	130	Colorado Springs, CO.....	264,235	228	New Bedford, MA(?).....	128,053	329	Bismarck, ND.....	68,093
38	Portland, OR.....	914,233	131	Reading, PA.....	253,241	229	Topeka, KS.....	125,326	330	Middletown, CT(?).....	67,073
39	Indianapolis, IN.....	895,862	132	Augusta, GA-SC.....	253,213	230	Bremerton, WA.....	124,992	331	Iowa City, IA.....	65,771
40	Norfolk-Virginia Beach-Newport News, VA-NC.....	863,729	133	Lexington-Fayette, KY.....	253,044	231	Champaign-Urbana-Rantoul, IL.....	124,713	332	Jacksonville, NC.....	64,687
41	Fort Worth-Arlington, TX.....	850,944	134	Santa Barbara-Santa Maria-Lompoc, CA.....	252,101	232	Benton Harbor, MI.....	124,516	333	Dubuque, IA.....	64,538
42	Hartford-New Britain-Middletown-Bristol, CT(?).....	838,717	135	Corpus Christi, TX.....	247,726	233	Waterloo-Cedar Falls, IA.....	122,127	334	Pittsfield, MA(?).....	64,032
43	San Antonio, TX.....	830,926	136	Daytona Beach, FL.....	247,373	234	Parkersburg-Marietta, WV-OH.....	120,156	335	Owensboro, KY.....	63,825
44	Oklahoma City, OK.....	786,822	137	Huntington-Ashland, WV-KY-OH.....	246,571	235	Staubenville-Weirton, OH-WV.....	119,605	336	Casper, WY.....	63,686
45	Rochester, NY.....	781,512	138	Aurora-Egin, IL.....	244,734	236	Nashua, NH(?).....	117,368	337	Great Falls, MT.....	61,997
46	Buffalo, NY.....	775,552	139	Atlantic City, NJ.....	243,905	237	Fall River, MA-RI(?).....	117,330	338	Lewiston-Auburn, ME(?).....	61,277
47	Charlotte-Gastonia-Rock Hill, NC-SC.....	755,852	140	Pawtucket-Woonsocket-Attleboro, RI-MA(?).....	240,807	238	Tyler, TX.....	113,461	339	Pine Bluff, AR.....	61,096
48	Louisville, KY-IN.....	722,564	141	Trenton, NJ.....	239,322	239	New Britain, CT(?).....	113,158	340	Laredo, TX.....	60,219
49	Monmouth-Ocean, NJ.....	720,485	142	Utica-Rome, NY.....	234,853	240	Lima, OH.....	112,643	341	Bristol, CT(?).....	59,659
50	Dayton-Springfield, OH.....	707,459	143	Melbourne-Titusville-Palm Bay, FL.....	230,018	241	St. Cloud, MN.....	112,156	342	Bangor, ME(?).....	58,867
51	Salt Lake City-Ogden, UT.....	705,307	144	Modesto, CA.....	224,871	242	Fargo-Moorhead, ND-MN.....	111,992	343	Victoria, TX.....	57,832
52	Middlesex-Somerset-Hunterdon, NJ.....	685,806	145	Portsmouth-Dover-Rochester, NH(?).....	221,615	243	Pittsfield, MA(?).....	111,036	344	Enid, OK.....	57,499
53	Providence-Pawtucket-Woonsocket, RI(?).....	675,251	146	Pensacola, FL.....	221,403	244	Olympia, WA.....	110,858	345	Lawrence, KS.....	53,423
54	Albany-Schenectady-Troy, NY.....	673,989	147	Manchester-Nashua, NH(?).....	221,049	245	Ocala, FL.....	108,590	346	Grand Forks, ND.....	49,474
55	Birmingham, AL.....	672,775	148	Salinas-Seaside-Monterey, CA.....	220,882	246	Muskegon, MI.....	108,424			
56	Greensboro-Winston-Salem-High Point, NC.....	671,621	149	Eugene-Springfield, OR.....	218,593	247	Monroe, LA.....	108,158			
57	Nashville, TN.....	671,526	150	Appleton-Oshkosh-Neenah, WI.....	216,365	248	Janesville-Beloit, WI.....	107,631			
58	Memphis, TN-AR-MS.....	658,488	151	Rockford, IL.....	215,602	249	Lynchburg, VA.....	107,526			
59	Bridgeport-Stamford-Norwalk-Danbury, CT(?).....	643,988	152	Sarasota, FL.....	215,585	250	Jackson, MI.....	106,568			
60	Orlando, FL.....	615,602	153	Evansville, IN-KY.....	215,504	251	Decatur, IL.....	106,163			
61	Tulsa, OK.....	613,581	154	Erie, PA.....	209,793	252	Medford, OR.....	106,060			
62	Richmond-Petersburg, VA.....	606,720	155	East St. Louis-Bellefonte, IL.....	207,846	253	Norwalk, CT(?).....	103,485			
63	New Haven-Waterbury-Meriden, CT(?).....	599,602	156	Charleston, WV.....	207,160	254	Battle Creek, MI.....	103,439			
64	West Palm Beach-Boca Raton-Delray Beach, FL.....	588,531	157	Salem-Gloucester, MA(?).....	206,999	255	Anderson, IN.....	103,377			
65	Jacksonville, FL.....	574,701	158	Duluth, MN-WI.....	205,639	256	Anderson, SC.....	103,331			
66	Hartford, CT(?).....	572,249	159	Montgomery, AL.....	204,891	257	Joplin, MO.....	102,791			
67	Scranton-Wilkes-Barre, PA.....	558,215	160	Binghamton, NY.....	204,085	258	Altoona, PA.....	102,488			
68	Honolulu, HI.....	547,447	161	Alton-Granite City, IL.....	203,896	259	Clarksville-Hopkinsville, TN-KY.....	102,455			
69	Allentown-Bethlehem, PA-NJ.....	515,713	162	Ann Arbor, MI.....	203,190	260	Florence, AL.....	102,018			
70	Austin, TX.....	503,810	163	Fort Myers-Cape Coral, FL.....	199,924	261	Athens, GA.....	101,923			
71	Syracuse, NY.....	497,330	164	Orange County, NY.....	198,940	262	Redding, CA.....	101,796			
72	Akron, OH.....	492,977	165	Hamilton-Middletown, OH.....	198,899	263	Greeley, CO.....	101,306			
73	Worcester-Fitchburg-Leominster, MA(?).....	490,367	166	Macon-Warner Robins, GA.....	198,515	264	Manchester, NH(?).....	101,169			
74	Providence, RI(?).....	481,178	167	Salem, OR.....	194,290	265	Odessa, TX.....	101,003			
75	Toledo, OH.....	470,595	168	Poughkeepsie, NY.....	193,546	266	Elkhart-Goshen, IN.....	100,888			
76	Tucson, AZ.....	464,892	169	New London-Norwich, CT(?).....	193,091	267	Pueblo, CO.....	100,483			
77	Omaha, NE-IA.....	458,352	170	Johnstown, PA.....	190,760	268	Tuscaloosa, AL.....	100,308			
78	Gary-Hammond, IN.....	457,355	171	Reno, NV.....	189,283	269	Alexandria, LA.....	99,831			
79	Raleigh-Durham, NC.....	455,291	172	New London-Norwich, CT(?).....	184,867	270	Terre Haute, IN.....	98,720			
80	Harrisburg-Lebanon-Carlisle, PA.....	455,269	173	McAllen-Edinburg-Mission, TX.....	184,844	271	Vineland-Milville-Bridgeton, NJ.....	98,497			
81	Knoxville, TN.....	441,469	174	Visalia-Tulare-Porterville, CA.....	181,886	272	Mansfield, OH.....	97,681			
82	Grand Rapids, MI.....	438,430	175	Roanoke, VA.....	181,431	273	Wichita Falls, TX.....	97,669			
83	Greenville-Spartanburg, SC.....	438,007	176	Santa Cruz, CA.....	178,748	274	Eau Claire, WI.....	97,299			
84	Springfield, MA(?).....	436,133	177	Lowell, MA(?).....	178,409	275	Sharon, PA.....	96,861			
85	Oxnard-Ventura, CA.....	435,108	178	Anchorage, AK.....	178,209	276	Bangor, ME(?).....	96,546			
86	Las Vegas, NV.....	426,833	179	South Bend-Mishawaka, IN.....	176,334	277	Charlottesville, VA.....	94,435			
87	Jersey City, NJ.....	423,811	180	Niagara Falls, NY.....	175,042	278	Kenosha, WI.....	94,332			
88	Fresno, CA.....	408,460	181	Boulder-Longmont, CO.....	174,041	279	Bloomington-Normal, IL.....	94,226			
89	Wilmington, DE-NJ-MD.....	401,839	182	Lubbock, TX.....	171,451	280	Billings, MT.....	92,334			
90	Baton Rouge, LA.....	401,188	183	Springfield, MO.....	170,794	281	Muncie, IN.....	91,640			
91	New Haven-Meriden, CT(?).....	395,037	184	Portland, ME(?).....	170,692	282	Abilene, TX.....	90,891			
92	Springfield, MA(?).....	391,457	185	Savannah, GA.....	167,510	283	Burlington, VT(?).....	90,755			
93	Youngstown-Warren, OH.....	387,486	186	Galveston-Texas City, TX.....	166,393	284	Sioux Falls, SD.....	90,252			
			187	Vancouver, WA.....	165,375	285	Williamsport, PA.....	89,884			
			188	Stamford, CT(?).....	164,853	286	Texarkana, TX-AR.....	89,552			
			189	Killeen-Temple, TX.....	163,790	287	Sioux City, IA-NE.....	88,957			
			190	Fayetteville, NC.....	161,310	288	Bellingham, WA.....	88,088			
			191			289	Hagerstown, MD.....	87,729			
						290	Lafayette, IN.....	87,360			
						291	Naples, FL.....	87,029			

(?) County Basis.
(*) Official M.S.A.

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

U.S. TOTAL GENERAL MERCHANDISE STORE SALES—\$179,115,000(000)

Metro Area Apparel Store Sales, Rank

April 1, 1983 to April 1, 1984

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	
1	New York, NY-NJ	2,156,750	94	Tacoma, WA	123,512	192	Springfield, IL	52,786
2	Los Angeles-Long Beach, CA	1,994,280	95	Lake County, IL	117,599	193	Springfield, MO	52,470
3	Chicago, IL	1,573,810	96	Wichita, KS	117,328	194	Danbury, CT(?)	51,205
4	Philadelphia, PA-NJ	1,171,210	97	Bridgeport-Milford, CT(?)	115,336	195	Kalamazoo, MI	50,898
5	Detroit, MI	1,065,490	98	New Bedford-Fall River-Attleboro, MA(?)	114,886	196	Killeen-Temple, TX	50,347
6	Washington, DC-MD-VA	975,000	99	Little Rock-North Little Rock, AR	114,118	197	Brazoria, TX	50,039
7	Boston-Lawrence-Salem-Lowell-Brockton, MA(?)	966,144	100	Albuquerque, NM	113,830	198	Amarillo, TX	49,527
8	Houston, TX	887,433	101	Flint, MI	108,834	199	Lincoln, NE	49,459
9	Boston, MA(?)	742,965	102	El Paso, TX	104,476	200	Portland, ME(?)	49,365
10	Nassau-Suffolk, NY	693,179	103	Beaumont-Port Arthur, TX	103,658	201	Fayetteville, NC	48,737
11	Anaheim-Santa Ana, CA	610,916	104	Davenport-Rock Island-Moline, IA-IL	102,926	202	Portsmouth-Dover-Rochester, NH(?)	48,596
12	Dallas, TX	599,955	105	Bakersfield, CA	102,053	203	Hickory, NC	48,310
13	Atlanta, GA	595,907	106	Mobile, AL	101,555	204	Columbus, GA-AL	47,865
14	Minneapolis-St. Paul, MN-WI	589,205	107	Charleston, SC	101,426	205	Fort Pierce, FL	47,693
15	Baltimore, MD	577,546	108	Lansing-East Lansing, MI	101,321	206	Tallahassee, FL	46,805
16	Pittsburgh, PA	563,195	109	Worcester, MA(?)	100,861	207	Huntsville, AL	46,752
17	San Diego, CA	528,530	110	York, PA	100,773	208	Boise City, ID	46,601
18	Oakland, CA	525,591	111	Canton, OH	100,080	209	Fort Collins-Loveland, CO	45,862
19	Newark, NJ	494,780	112	Peoria, IL	99,953	210	Lake Charles, LA	45,783
20	Tampa-St. Petersburg-Clearwater, FL	485,247	113	Johnson City-Kingsport-Bristol, TN-VA	99,637	211	Houma-Thibodaux, LA	45,196
21	Cleveland, OH	478,431	114	Des Moines, IA	99,222	212	Bradenton, FL	45,073
22	San Francisco, CA	469,356	115	Chattanooga, TN-GA	98,450	213	Provo-Orem, UT	44,814
23	Seattle, WA	468,450	116	Columbia, SC	98,332	214	Brockton, MA(?)	44,699
24	St. Louis, MO-IL	464,540	117	Saginaw-Bay City-Midland, MI	98,047	215	Cedar Rapids, IA	44,598
25	Denver, CO	460,854	118	Vallejo-Fairfield-Napa, CA	95,174	216	Green Bay, WI	44,226
26	Miami-Hialeah, FL	445,698	119	Joliet, IL	94,800	217	Waco, TX	44,175
27	Phoenix, AZ	427,225	120	Santa Rosa-Petaluma, CA	93,371	218	Wheeling, WV-OH	43,837
28	Riverside-San Bernardino, CA	420,874	121	Lancaster, PA	92,567	219	Racine, WI	42,994
29	San Jose, CA	404,345	122	Lawrence-Haverhill, MA(?)	90,199	220	Richland-Kennewick-Pasco, WA	42,719
30	Kansas City, MO-KS	385,327	123	Stockton, CA	90,034	221	Longview-Marshall, TX	42,587
31	Milwaukee, WI	361,764	124	Spokane, WA	89,067	222	Gainesville, FL	41,915
32	Bergen-Passaic, NJ	352,796	125	Madison, WI	88,844	223	Brownsville-Harlingen, TX	41,913
33	Fort Lauderdale-Hollywood-Pompano Beach, FL	349,888	126	Colorado Springs, CO	88,495	224	Biloxi-Gulfport, MS	41,325
34	Cincinnati, OH-KY-IN	344,673	127	Shreveport, LA	87,354	225	Nashua, NH(?)	41,301
35	New Orleans, LA	331,776	128	Fort Wayne, IN	84,855	226	Topeka, KS	40,828
36	Sacramento, CA	313,337	129	Jackson, MS	84,628	227	Yakima, WA	40,810
37	Columbus, OH	312,980	130	Aurora-Eloin, IL	83,227	228	Bremerton, WA	40,402
38	Portland, OR	297,656	131	Reading, PA	83,180	229	Waterloo-Cedar Falls, IA	40,095
39	Indianapolis, IN	293,189	132	Santa Barbara-Santa Maria-Lompoc, CA	83,152	230	Fort Smith, AR-OK	39,726
40	Hartford-New Britain-Middletown-Bristol, CT(?)	290,327	133	Trenton, NJ	82,266	231	Champaign-Urbana-Rantoul, IL	39,615
41	Norfolk-Virginia Beach-Newport News, VA-NC	285,299	134	Lakeland-Winter Haven, FL	81,811	232	Chico, CA	39,534
42	Fort Worth-Arlington, TX	282,438	135	Corpus Christi, TX	81,431	233	New Bedford, MA(?)	39,391
43	Rochester, NY	266,779	136	Lexington-Fayette, KY	81,402	234	Asheville, NC	39,255
44	San Antonio, TX	265,440	137	Atlantic City, NJ	81,159	235	Benton Harbor, MI	38,984
45	Oklahoma City, OK	263,648	138	Augusta, GA-SC	79,070	236	Steubenville-Weirton, OH-WV	38,520
46	Buffalo, NY	253,608	139	Pawtucket-Woonsocket-Attleboro, RI-MA(?)	77,646	237	New Britain, CT(?)	38,298
47	Middlesex-Somerset-Hunterdon, NJ	246,464	140	Melbourne-Titusville-Palm Bay, FL	75,870	238	Parkersburg-Marietta, WV-OH	38,117
48	Monmouth-Ocean, NJ	242,536	141	Huntington-Ashland, WV-KY-OH	75,522	239	Norwalk, CT(?)	37,826
49	Charlotte-Gastonia-Rock Hill, NC-SC	241,604	142	Manchester-Nashua, NH(?)	75,205	240	Tyler, TX	36,878
50	Salt Lake City-Ogden, UT	233,347	143	Daytona Beach, FL	74,897	241	Fargo-Moorhead, ND-MN	36,149
51	Louisville, KY-IN	232,407	144	Utica-Rome, NY	74,298	242	Fall River, MA-RI(?)	36,087
52	Bridgeport-Stamford-Norwalk-Danbury, CT(?)	228,498	145	Portsmouth-Dover-Rochester, NH(?)	73,709	243	Pittsfield, MA(?)	36,008
53	Dayton-Springfield, OH	227,832	146	Salem-Gloucester, MA(?)	71,355	244	St. Cloud, MN	35,719
54	Albany-Schenectady-Troy, NY	219,777	147	Appleton-Oshkosh-Neenah, WI	71,264	245	Janesville-Beloit, WI	35,483
55	Nashville, TN	218,640	148	Salinas-Seaside-Monterey, CA	70,911	246	Olympia, WA	35,405
56	Providence-Pawtucket-Woonsocket, RI(?)	216,574	149	Rockford, IL	70,868	247	Decatur, IL	35,002
57	Greensboro-Winston-Salem-High Point, NC	212,716	150	Modesto, CA	70,774	248	Odessa, TX	34,929
58	Birmingham, AL	211,154	151	Pensacola, FL	70,392	249	Lima, OH	34,790
59	Tulsa, OK	207,232	152	Sarasota, FL	68,749	250	Jackson, MI	34,456
60	Memphis, TN-AR-MS	207,043	153	Evansville, IN-KY	68,705	251	Lynchburg, VA	34,343
61	Richmond-Petersburg, VA	202,685	154	Ann Arbor, MI	68,013	252	Monroe, LA	33,793
62	New Haven-Waterbury-Meriden, CT(?)	200,346	155	Poughkeepsie, NY	66,908	253	Muskegon, MI	33,536
63	Orlando, FL	199,778	156	Eugene-Springfield, OR	66,718	254	Manchester, NH(?)	33,343
64	Hartford, CT(?)	198,969	157	Lorain-Elyria, OH	66,692	255	Battle Creek, MI	32,903
65	West Palm Beach-Boca Raton-Delray Beach, FL	194,712	158	Erie, PA	66,527	256	Anderson, IN	32,752
66	Honolulu, HI	187,256	159	Binghamton, NY	66,460	257	Medford, OR	32,237
67	Jacksonville, FL	181,479	160	Charleston, WV	66,347	258	Florence, AL	32,142
68	Scranton-Wilkes-Barre, PA	171,538	161	Alton-Granite City, IL	66,166	259	Pueblo, CO	32,005
69	Allentown-Bethlehem, PA-NJ	170,890	162	New London-Norwich, CT(?)	65,736	260	Wichita Falls, TX	31,963
70	Austin, TX	164,734	163	Orange County, NY	65,655	261	Ocala, FL	31,833
71	Syracuse, NY	162,934	164	Hamilton-Middletown, OH	65,488	262	Sharon, PA	31,801
72	Worcester-Fitchburg-Leominster, MA(?)	161,146	165	East St. Louis-Bellefonte, IL	65,422	263	Altoona, PA	31,617
73	Akron, OH	161,049	166	Anchorage, AK	65,410	264	Anderson, SC	31,404
74	Providence, RI(?)	155,066	167	Duluth, MN-WI	65,392	265	Vineland-Millville-Bridgeton, NJ	31,320
75	Toledo, OH	152,274	168	Montgomery, AL	64,555	266	Greeley, CO	31,296
76	Gary-Hammond, IN	151,818	169	Macon-Warner Robins, GA	63,909	267	Alexandria, LA	31,135
77	Omaha, NE-IA	150,488	170	New London-Norwich, CT(?)	63,349	268	Bloomington-Normal, IL	31,090
78	Tucson, AZ	150,333	171	Lowell, MA(?)	62,449	269	Mansfield, OH	31,076
79	Harrisburg-Lebanon-Carlisle, PA	149,795	172	Reno, NV	62,275	270	Athens, GA	31,011
80	Oxnard-Ventura, CA	149,057	173	Fort Myers-Cape Coral, FL	61,443	271	Elkhart-Goshen, IN	30,946
81	Raleigh-Durham, NC	146,609	174	Boulder-Longmont, CO	61,025	272	Kenosha, WI	30,892
82	Springfield, MA(?)	141,545	175	Stamford, CT(?)	60,825	273	Eau Claire, WI	30,826
83	Grand Rapids, MI	141,294	176	Salem, OR	59,730	274	Redding, CA	30,653
84	Las Vegas, NV	138,703	177	Roanoke, VA	58,695	275	Charlottesville, VA	30,583
85	Greenville-Spartanburg, SC	138,020	178	Johnstown, PA	58,504	276	Joplin, MO	30,569
86	Knoxville, TN	136,903	179	Santa Cruz, CA	57,914	277	Tuscaloosa, AL	30,569
87	Wilmington, DE-NJ-MD	135,228	180	Niagara Falls, NY	57,401	278	Clarksville-Hopkinsville, TN-KY	30,510
88	Baton Rouge, LA	134,918	181	Galveston-Texas City, TX	56,576	279	Terre Haute, IN	30,251
89	Jersey City, NJ	133,637	182	South Bend-Mishawaka, IN	55,861	280	Burlington, VT(?)	30,244
90	New Haven-Meriden, CT(?)	132,160	183	McAllen-Edinburg-Mission, TX	55,097	281	Billings, MT	29,919
91	Springfield, MA(?)	127,023	184	Lubbock, TX	54,640	282	Bangor, ME(?)	29,676
92	Fresno, CA	126,054	185	Lafayette, LA	54,463	283	Abilene, TX	29,014
93	Youngstown-Warren, OH	124,664	186	Portland, ME(?)	54,285	284	Sioux Falls, SD	28,910
			187	Vancouver, WA	54,244	285	Muncie, IN	28,909
			188	Visalia-Tulare-Porterville, CA	53,919	286	Burlington, VT(?)	28,867
			189	Beaver County, PA	53,468	287	Sioux City, IA-NE	28,359
			190	Waterbury, CT(?)	52,992	288	Fort Walton Beach, FL	28,103
			191	Savannah, GA	52,876	289	Hagerstown, MD	28,008
						290	Williamsport, PA	27,928
						291	Naples, FL	27,724
						292	Lafayette, IN	27,671
						293	Pascagoula, MS	27,564
						294	Texarkana, TX-AR	27,445
						295	Bellingham, WA	27,031
						296	Midland, TX	26,874
						297	Wilmington, NC	26,776
						298	Danville, VA	26,716
						299	Wausau, WI	26,570
						300	Bryan-College Station, TX	26,389
						301	Dothan, AL	26,256
						302	Santa Fe, NM	26,141
						303	Kokomo, IN	25,688
						304	Glens Falls, NY	25,653
						305	Sheboygan, WI	25,583
						306	Annisland, AL	25,556
						307	Rochester, MN	25,509
						308	State College, PA	25,415
						309	Albany, GA	25,402
						310	Columbia, MO	24,891
						311	Lawton, OK	24,834
						312	Cumberland, MD	24,707
						313	Panama City, FL	24,495
						314	Yuba City, CA	24,451
						315	Florence, SC	24,309
						316	Burlington, NC	24,007
						317	Sherman-Denison, TX	23,972
						318	Kankakee, IL	23,885
						319	Elmira, NY	23,843
						320	Gadsden, AL	23,486
						321	San Angelo, TX	23,147
						322	Fitchburg-Leominster, MA(?)	23,130
						323	Middletown, CT(?)	22,981
						324	La Crosse, WI	22,887
						325	Fayetteville-Springdale, AR	22,520
						326	Bismarck, ND	22,275
						327	Casper, WY	22,141
						328	Bloomington, IN	21,788
						329	Lewiston-Auburn, ME(?)	21,762
						330	St. Joseph, MO	21,445
						331	Las Cruces, NM	21,218
						332	Pittsfield, MA(?)	21,070
						333	Dubuque, IA	20,949
						334	Bristol, CT(?)	20,850
						335	Iowa City, IA	20,715
						336	Owensboro, KY	20,181
						337	Victoria, TX	19,874
						338	Jacksonville, NC	19,841
						339	Great Falls, MT	19,697
						340	Enid, OK	19,628
						341	Pine Bluff, AR	18,342

Metro Area Home Furnishing Store Sales, Rank

April 1, 1983 to April 1, 1984

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)					
1	New York, NY-NJ.....	2,297,030	94	Tacoma, WA.....	131,381	192	Brazoria, TX.....	55,744	293	Lafayette, IN.....	29,204	
2	Los Angeles-Long Beach, CA.....	2,145,910	95	Fresno, CA.....	130,841	193	Savannah, GA.....	55,686	294	Williamsport, PA.....	29,117	
3	Chicago, IL.....	1,722,050	96	Wichita, KS.....	128,272	194	Kalamazoo, MI.....	54,484	295	Santa Fe, NM.....	28,440	
4	Philadelphia, PA-NJ.....	1,271,900	97	Bridgeport-Milford, CT(?).....	127,505	195	Visalia-Tulare-Porterville, CA.....	54,462	296	Texarkana, TX-AR.....	28,356	
5	Detroit, MI.....	1,157,420	98	New Bedford-Fall River-Attleboro, MA(?).....	121,312	196	Springfield, MO.....	54,301	297	Wausau, WI.....	28,211	
6	Washington, DC-MD-VA.....	1,098,760	99	Albuquerque, NM.....	120,970	197	Amarillo, TX.....	52,923	298	Rochester, MN.....	28,126	
7	Boston-Lawrence-Salem-Lowell-Brockton, MA(?).....	1,062,440	100	Little Rock-North Little Rock, AR.....	119,115	198	Portland, ME(?).....	52,375	299	Wilmington, NC.....	28,094	
8	Houston, TX.....	989,808	101	Flint, MI.....	118,732	199	Killeen-Temple, TX.....	52,123	300	Danville, VA.....	28,009	
9	Boston, MA(?).....	818,037	102	Beaumont-Port Arthur, TX.....	113,322	200	Portsmouth-Dover-Rochester, NH(?).....	51,852	301	Bellingham, WA.....	27,954	
10	Nassau-Suffolk, NY.....	787,583	103	Davenport-Rock Island-Moline, IA-IL.....	112,361	201	Lincoln, NE.....	51,747	302	Bryan-College Station, TX.....	27,698	
11	Anaheim-Santa Ana, CA.....	682,301	104	Peoria, IL.....	109,855	202	Fort Pierce, FL.....	50,709	303	Sheboygan, WI.....	27,651	
12	Dallas, TX.....	658,995	105	Lansing-East Lansing, MI.....	109,543	203	Lake Charles, LA.....	50,586	304	Kokomo, IN.....	27,520	
13	Atlanta, GA.....	649,022	106	Worcester, MA(?).....	108,940	204	Huntsville, AL.....	50,332	305	Dothan, AL.....	26,962	
14	Minneapolis-St. Paul, MN-WI.....	648,004	107	York, PA.....	108,605	205	Hickory, NC.....	50,208	306	Albany, GA.....	26,797	
15	Baltimore, MD.....	633,182	108	El Paso, TX.....	108,444	206	Houma-Thibodaux, LA.....	49,919	307	Glens Falls, NY.....	26,770	
16	Pittsburgh, PA.....	608,320	109	Charleston, SC.....	107,805	207	Fayetteville, NC.....	49,878	308	State College, PA.....	26,648	
17	Oakland, CA.....	578,685	110	Bakersfield, CA.....	107,615	208	Fort Collins-Loveland, CO.....	49,751	309	Annisston, AL.....	26,224	
18	San Diego, CA.....	566,528	111	Canton, OH.....	107,536	209	Boise City, ID.....	49,235	310	Lawton, OK.....	26,219	
19	Newark, NJ.....	549,195	112	Des Moines, IA.....	107,097	210	Columbus, GA-AL.....	48,859	311	Columbia, MO.....	26,043	
20	Cleveland, OH.....	520,434	113	Mobile, AL.....	106,518	211	Tallahassee, FL.....	48,742	312	Panama City, FL.....	25,557	
21	San Francisco, CA.....	516,732	114	Saginaw-Bay City-Midland, MI.....	105,704	212	Cedar Rapids, IA.....	48,343	313	Cumberland, MD.....	25,532	
22	Seattle, WA.....	513,258	115	Joliet, IL.....	105,013	213	Brookton, MA(?).....	48,255	314	Middletown, CT(?).....	25,404	
23	Denver, CO.....	513,190	116	Columbia, SC.....	104,859	214	Green Bay, WI.....	47,948	315	Elmira, NY.....	25,382	
24	Tampa-St. Petersburg-Clearwater, FL.....	507,984	117	Vallejo-Fairfield-Napa, CA.....	103,523	215	Richland-Kennebec-Pasco, WA.....	47,258	316	Burlington, NC.....	25,337	
25	St. Louis, MO-IL.....	506,964	118	Johnson City-Kingsport-Bristol, TN-VA.....	102,331	216	Provo-Orem, UT.....	46,733	317	Kankakee, IL.....	25,269	
26	Miami-Hialeah, FL.....	473,083	119	Chattanooga, TN-GA.....	101,742	217	Racine, WI.....	46,693	318	Florence, SC.....	25,194	
27	Phoenix, AZ.....	459,512	120	Santa Rosa-Petaluma, CA.....	100,787	218	Bradenton, FL.....	46,684	319	Sherman-Denison, TX.....	25,096	
28	San Jose, CA.....	455,445	121	Lancaster, PA.....	100,009	219	Nashua, NH(?).....	46,323	320	Yuba City, CA.....	25,098	
29	Riverside-San Bernardino, CA.....	447,343	122	Lawrence-Haverhill, MA(?).....	98,486	220	Waco, TX.....	46,060	321	Fitchburg-Leominster, MA(?).....	24,716	
30	Kansas City, MO-KS.....	417,049	123	Colorado Springs, CO.....	96,580	221	Wheeling, WV-OH.....	45,984	322	Casper, WY.....	24,716	
31	Milwaukee, WI.....	395,744	124	Madison, WI.....	96,248	222	Longview-Marshall, TX.....	45,679	323	San Angelo, TX.....	24,618	
32	Bergen-Passaic, NJ.....	394,806	125	Stockton, CA.....	95,007	223	Topeka, KS.....	43,841	324	La Crosse, WI.....	24,487	
33	Fort Lauderdale-Hollywood-Pompano Beach, FL.....	379,564	126	Shreveport, LA.....	93,771	224	Norwalk, CT(?).....	43,266	325	Gadsden, AL.....	24,264	
34	Cincinnati, OH-KY-IN.....	370,567	127	Spokane, WA.....	93,528	225	Waterloo-Cedar Falls, IA.....	43,252	326	Bismarck, ND.....	23,978	
35	New Orleans, LA.....	358,464	128	Aurora-Elgin, IL.....	91,620	226	Biloxi-Gulfport, MS.....	43,208	327	Bristol, CT(?).....	23,299	
36	Sacramento, CA.....	332,857	129	Trenton, NJ.....	91,104	227	Bremerton, WA.....	43,179	328	Pittsfield, MA(?).....	22,760	
37	Columbus, OH.....	332,778	130	Fort Wayne, IN.....	90,121	228	Gainesville, FL.....	42,838	329	Fayetteville-Springdale, AR.....	22,678	
38	Hartford-New Britain-Middletown-Bristol, CT(?).....	322,754	131	Santa Barbara-Santa Maria-Lompoc, CA.....	89,946	229	Brownsville-Harlingen, TX.....	42,426	330	Bloomington, IN.....	22,466	
39	Portland, OR.....	319,503	132	Reading, PA.....	89,756	230	Yakima, WA.....	42,127	331	Dubuque, IA.....	22,447	
40	Indianapolis, IN.....	315,684	133	Jackson, MS.....	88,763	231	New Britain, CT(?).....	42,048	332	St. Joseph, MO.....	22,400	
41	Norfolk-Virginia Beach-Newport News, VA-NC.....	308,872	134	Atlantic City, NJ.....	88,243	232	Champaign-Urbana-Rantoul, IL.....	41,886	333	Lewiston-Auburn, ME(?).....	22,171	
42	Fort Worth-Arlington, TX.....	306,639	135	Corpus Christi, TX.....	87,909	233	Stuebenville-Weirton, OH-WV.....	41,076	334	Victoria, TX.....	22,006	
43	Rochester, NY.....	294,306	136	Lexington-Fayette, KY.....	86,743	234	Benton Harbor, MI.....	40,934	335	Las Cruces, NM.....	21,827	
44	Oklahoma City, OK.....	287,814	137	Lakeland-Winter Haven, FL.....	85,048	235	New Bedford, MA(?).....	40,801	336	Iowa City, IA.....	21,785	
45	San Antonio, TX.....	281,642	138	Pawtucket-Woonsocket-Attleboro, RI-MA(?).....	82,859	236	Asheville, NC.....	40,549	337	Enid, OK.....	21,654	
46	Middlesex-Somerset-Hunterdon, NJ.....	279,486	139	Manchester-Nashua, NH(?).....	82,809	237	Fort Smith, AR-OK.....	40,428	338	Owensboro, KY.....	21,276	
47	Buffalo, NY.....	272,932	140	Augusta, GA-SC.....	82,703	238	Parkersburg-Marietta, WV-OH.....	40,268	339	Great Falls, MT.....	20,828	
48	Monmouth-Ocean, NJ.....	265,466	141	Melbourne-Titusville-Palm Bay, FL.....	82,070	239	Chico, CA.....	40,144	340	Jacksonville, NC.....	20,512	
49	Bridgeport-Stamford-Norwalk-Danbury, CT(?).....	257,400	142	Portsmouth-Dover-Rochester, NH(?).....	80,121	240	Tyler, TX.....	39,545	341	Bangor, ME(?).....	18,769	
50	Charlotte-Gastonia-Rock Hill, NC-SC.....	256,448	143	Salem-Gloucester, MA(?).....	79,144	241	Odessa, TX.....	38,810	342	Pine Bluff, AR.....	18,691	
51	Salt Lake City-Ogden, UT.....	252,866	144	Utica-Rome, NY.....	78,356	242	Fargo-Moorhead, ND-MN.....	38,600	343	Lewiston-Auburn, ME(?).....	18,499	
52	Louisville, KY-IN.....	247,632	145	Huntington-Ashland, WV-KY-OH.....	78,001	243	Pittsfield, MA(?).....	38,558	344	Laredo, TX.....	18,432	
53	Dayton-Springfield, OH.....	242,943	146	Appleton-Oshkosh-Neenah, WI.....	77,022	244	Janesville-Beloit, WI.....	38,371	345	Grand Forks, ND.....	16,959	
54	Albany-Schenectady-Troy, NY.....	236,128	147	Daytona Beach, FL.....	76,760	245	Decatur, IL.....	37,854	346	Lawrence, KS.....	16,815	
55	Nashville, TN.....	234,691	148	Rockford, IL.....	76,504	246	St. Cloud, MN.....	37,828				
56	Providence-Pawtucket-Woonsocket, RI(?).....	230,362	149	Salinas-Seaside-Monterey, CA.....	75,469	247	Olympia, WA.....	37,560				
57	Tulsa, OK.....	227,249	150	Anchorage, AK.....	74,971	248	Fall River, MA-RI(?).....	37,375				
58	Greensboro-Winston-Salem-High Point, NC.....	224,497	151	Pensacola, FL.....	74,468	249	Jackson, MI.....	36,830				
59	Hartford, CT(?).....	221,726	152	Modesto, CA.....	74,397	250	Lynchburg, VA.....	36,435				
60	Birmingham, AL.....	221,570	153	Poughkeepsie, NY.....	74,328	251	Lima, OH.....	36,129				
61	Richmond-Petersburg, VA.....	220,880	154	Ann Arbor, MI.....	74,203	252	Manchester, NH(?).....	36,051				
62	New Haven-Waterbury-Meriden, CT(?).....	218,355	155	Sarasota, FL.....	72,867	253	Monroe, LA.....	35,358				
63	Memphis, TN-AR-MS.....	217,507	156	Evansville, IN-KY.....	72,808	254	Muskegon, MI.....	34,861				
64	Orlando, FL.....	214,023	157	Lorain-Elyria, OH.....	72,433	255	Battle Creek, MI.....	34,819				
65	West Palm Beach-Boca Raton-Delray Beach, FL.....	210,999	158	New London-Norwich, CT(?).....	72,409	256	Anderson, IN.....	34,573				
66	Honolulu, HI.....	206,811	159	Binghamton, NY.....	71,348	257	Wichita Falls, TX.....	34,414				
67	Jacksonville, FL.....	191,172	160	Orange County, NY.....	71,044	258	Sharon, PA.....	34,306				
68	Allentown-Bethlehem, PA-NJ.....	185,356	161	Alton-Granite City, IL.....	70,882	259	Pueblo, CO.....	33,897				
69	Scranton-Wilkes-Barre, PA.....	177,554	162	Hamilton-Middletown, OH.....	70,807	260	Florence, AL.....	33,811				
70	Austin, TX.....	177,279	163	Charleston, WV.....	70,508	261	Bloomington-Normal, IL.....	33,637				
71	Syracuse, NY.....	175,546	164	Erie, PA.....	70,265	262	Kenosha, WI.....	33,275				
72	Worcester-Fitchburg-Leominster, MA(?).....	173,935	165	New London-Norwich, CT(?).....	70,035	263	Vineland-Millville-Bridgeton, NJ.....	33,136				
73	Akron, OH.....	173,221	166	Lowell, MA(?).....	69,843	264	Medford, OR.....	33,125				
74	Providence, RI(?).....	165,420	167	Duluth, MN-WI.....	69,187	265	Burlington, VT(?).....	32,913				
75	Gary-Hammond, IN.....	164,838	168	East St. Louis-Bellefonte, IL.....	68,776	266	Mansfield, OH.....	32,888				
76	Oxnard-Ventura, CA.....	164,761	169	Eugene-Springfield, OR.....	68,747	267	Altoona, PA.....	32,810				
77	Toledo, OH.....	162,844	170	Stamford, CT(?).....	68,298	268	Charlottesville, VA.....	32,723				
78	Omaha, NE-IA.....	162,343	171	Macon-Warner Robins, GA.....	68,134	269	Alexandria, LA.....	32,540				
79	Harrisburg-Lebanon-Carlisle, PA.....	161,801	172	Montgomery, AL.....	67,906	270	Eau Claire, WI.....	32,539				
80	Tucson, AZ.....	160,707	173	Reno, NV.....	67,264	271	Greeley, CO.....	32,506				
81	Raleigh-Durham, NC.....	156,323	174	Boulder-Longmont, CO.....	66,596	272	Anderson, SC.....	32,267				
82	Springfield, MA(?).....	151,643	175	Fort Myers-Cape Coral, FL.....	63,603	273	Elkhart-Goshen, IN.....	32,034				
83	Grand Rapids, MI.....	150,731	176	Roanoke, VA.....	62,761	274	Billings, MT.....	32,023				
84	Las Vegas, NV.....	148,713	177	Galveston-Texas City, TX.....	62,276	275	Ocala, FL.....	31,901				
85	Wilmington, DE-NJ-MD.....	147,987	178	Santa Cruz, CA.....	61,982	276	Athens, GA.....	31,886				
86	Baton Rouge, LA.....	147,590	179	Niagara Falls, NY.....	61,879	277	Tuscaloosa, AL.....	31,467				
87	Greenville-Spartanburg, SC.....	145,196	180	Salem, OR.....	61,841	278	Burlington, VT(?).....	31,394				
88	New Haven-Meriden, CT(?).....	144,144	181	Lafayette, LA.....	60,650	279	Redding, CA.....	31,300				
89	Knoxville, TN.....	142,552	182	Johnstown, PA.....	60,476	280	Terre Haute, IN.....	31,254				
90	Jersey City, NJ.....	140,646	183	South Bend-Mishawaka, IN.....	58,962	281	Joplin, MO.....	30,946				
91	Springfield, MA(?).....	136,071	184	Beaver County, PA.....	58,774	282	Clarksville-Hopkinsville, TN-KY.....	30,915				
92	Youngstown-Warren, OH.....	132,852	185	Vancouver, WA.....	58,483	283	Abilene, TX.....	30,771				
93	Lake County, IL.....	132,380	186	Danbury, CT(?).....	58,293	284	Sioux Falls, SD.....	30,726				
			187	Lubbock, TX.....	57,889	285	Bangor, ME(?).....	30,721				
			188	Portland, ME(?).....	57,439	286	Muncie, IN.....	30,433				
			189	Waterbury, CT(?).....	57,310	287	Midland, TX.....	30,201				
			190	Springfield, IL.....	56,924	288	Fort Walton Beach, FL.....	30,177				
			191	McAllen-Edinburg-Mission, TX.....	55,866	289	Sioux City, IA-NE.....	30,051				
						290	Hagerstown, MD.....	29,707				
						291	Naples, FL.....	29,366				
						292	Pascagoula, MS.....	29,221				

(1) County Basis.
(2) Official M.S.A.

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

Metro Area Service Station Sales

April 1, 1983 to April 1, 1984

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, NY-NJ	4,047,580	94	Tacoma, WA	232,026	192	Springfield, IL	98,067	293	Naples, FL	52,258
2	Los Angeles-Long Beach, CA	3,711,670	95	Little Rock-North Little Rock, AR	217,594	193	Beaver County, PA	97,757	294	Pascagoula, MS	51,922
3	Chicago, IL	2,888,680	96	New Bedford-Fall River-Attleboro, MA(1)	217,085	194	Killeen-Temple, TX	96,606	295	Bellingham, WA	51,912
4	Philadelphia, PA-NJ	2,163,320	97	Wichita, KS	215,503	195	Kalamazoo, MI	95,132	296	Wilmington, NC	50,848
5	Detroit, MI	1,967,600	98	Albuquerque, NM	213,997	196	Fayetteville, NC	94,335	297	Danville, VA	50,765
6	Boston-Lawrence-Salem-Lowell-Brockton, MA(1)	1,765,840	99	Lake County, IL	210,612	197	Lincoln, NE	94,133	298	Dothan, AL	50,690
7	Washington, DC-MD-VA	1,744,430	100	Bridgeport-Milford, CT(2)	209,850	198	Portland, ME(2)	92,927	299	Bryan-College Station, TX	50,099
8	Houston, TX	1,602,290	101	Flint, MI	200,262	199	Columbus, GA-AL	92,824	300	Wausau, WI	49,988
9	Boston, MA(2)	1,356,490	102	El Paso, TX	200,069	200	Amarillo, TX	92,701	301	Anniston, AL	49,366
10	Nassau-Suffolk, NY	1,231,140	103	Bakersfield, CA	193,045	201	Hickory, NC	92,423	302	Glens Falls, NY	48,924
11	Anaheim-Santa Ana, CA	1,101,740	104	Mobile, AL	192,912	202	Portsmouth-Dover-Rochester, NH(2)	91,066	303	State College, PA	48,290
12	Atlanta, GA	1,098,030	105	Johnson City-Kingsport-Bristol, TN-VA	192,342	203	Danbury, CT(2)	90,782	304	Santa Fe, NM	48,212
13	Dallas, TX	1,097,620	106	Charleston, SC	190,656	204	Brazoria, TX	90,442	305	Midland, TX	48,203
14	Minneapolis-St. Paul, MN-WI	1,076,800	107	Beaumont-Port Arthur, TX	190,403	205	Fort Pierce, FL	89,628	306	Albany, GA	48,035
15	Baltimore, MD	1,058,320	108	Davenport-Rock Island-Moline, IA-IL	189,285	206	Tallahassee, FL	89,404	307	Kokomo, IN	47,982
16	Pittsburgh, PA	1,044,930	109	Chattanooga, TN-GA	189,159	207	Boise City, ID	88,017	308	Cumberland, MD	47,475
17	San Diego, CA	986,770	110	Lansing-East Lansing, MI	187,839	208	Huntsville, AL	86,978	309	Sheboygan, WI	47,441
18	Oakland, CA	959,634	111	York, PA	187,313	209	Bradenton, FL	86,454	310	Columbia, MO	47,375
19	Tampa-St. Petersburg-Clearwater, FL	923,140	112	Worcester, MA(2)	187,138	210	Provo-Orem, UT	85,508	311	Yuba City, CA	47,223
20	Newark, NJ	897,107	113	Canton, OH	186,480	211	Fort Collins-Loveland, CO	84,786	312	Lawton, OK	46,931
21	Cleveland, OH	882,475	114	Columbia, SC	184,353	212	Waco, TX	84,300	313	Panama City, FL	46,722
22	Seattle, WA	858,857	115	Des Moines, IA	184,201	213	Lake Charles, LA	83,341	314	Flora, SC	46,604
23	San Francisco, CA	857,009	116	Peoria, IL	182,773	214	Wheeling, WV-OH	83,265	315	Rochester, MN	46,517
24	St. Louis, MO-IL	854,533	117	Saginaw-Bay City-Midland, MI	182,192	215	Brockton, MA(2)	82,969	316	Sherman-Denison, TX	45,602
25	Miami-Hialeah, FL	838,708	118	Vallejo-Fairfield-Napa, CA	175,562	216	Cedar Rapids, IA	82,502	317	Burlington, NC	45,380
26	Denver, CO	833,257	119	Santa Rosa-Petaluma, CA	173,330	217	Houma-Thibodaux, LA	82,296	318	Gadsden, AL	45,136
27	Phoenix, AZ	795,408	120	Joliet, IL	172,188	218	Green Bay, WI	81,803	319	Kankakee, IL	45,063
28	Riverside-San Bernardino, CA	791,132	121	Lancaster, PA	171,710	219	Brownsville-Harlingen, TX	81,787	320	Elmira, NY	44,761
29	San Jose, CA	723,758	122	Stockton, CA	170,215	220	Gainesville, FL	81,212	321	Fayetteville-Springdale, AR	44,112
30	Kansas City, MO-KS	713,722	123	Spokane, WA	169,035	221	Longview-Marshall, TX	79,466	322	San Angelo, TX	43,490
31	Milwaukee, WI	664,141	124	Lawrence-Haverhill, MA(2)	165,855	222	Racine, WI	79,410	323	Fitchburg-Leominster, MA(2)	43,293
32	Fort Lauderdale-Hollywood-Pompano Beach, FL	646,847	125	Madison, WI	164,433	223	Biloxi-Gulfport, MS	78,690	324	La Crosse, WI	42,795
33	Cincinnati, OH-KY-IN	641,931	126	Shreveport, LA	163,030	224	Yakima, WA	78,481	325	Lewiston-Auburn, ME(1)	42,265
34	Bergen-Passaic, NJ	635,131	127	Colorado Springs, CO	162,786	225	Richland-Kennewick-Pasco, WA	77,680	326	Bloomington, IN	41,935
35	New Orleans, LA	615,416	128	Jackson, MS	160,758	226	Fort Smith, AR-OK	77,215	327	Midtown, CT(2)	41,815
36	Sacramento, CA	589,255	129	Fort Wayne, IN	159,605	227	Chico, CA	76,968	328	Bismarck, ND	41,444
37	Columbus, OH	588,158	130	Lakeland-Winter Haven, FL	156,483	228	Topeka, KS	76,117	329	Las Cruces, NM	40,911
38	Portland, OR	555,091	131	Reading, PA	154,456	229	Bremerton, WA	75,612	330	St. Joseph, MO	40,869
39	Indianapolis, IN	545,381	132	Santa Barbara-Santa Maria-Lompoc, CA	154,091	230	New Bedford, MA(2)	75,555	331	Casper, WY	40,009
40	Norfolk-Virginia Beach-Newport News, VA-NC	528,324	133	Lexington-Fayette, KY	152,701	231	Asheville, NC	75,450	332	Iowa City, IA	39,267
41	Hartford-New Britain-Middletown-Bristol, CT(1)	525,701	134	Aurora-Elgin, IL	151,977	232	Champaign-Urbana-Rantoul, IL	74,778	333	Dubuque, IA	39,125
42	Fort Worth-Arlington, TX	521,803	135	Corpus Christi, TX	151,151	233	Waterloo-Cedar Falls, IA	74,469	334	Pittsfield, MA(2)	39,090
43	San Antonio, TX	499,652	136	Augusta, GA-SC	150,527	234	Nashua, NH(2)	74,208	335	Owensboro, KY	38,181
44	Rochester, NY	486,272	137	Atlantic City, NJ	149,759	235	Benton Harbor, MI	73,989	336	Jacksonville, NC	38,112
45	Oklahoma City, OK	484,860	138	Trenton, NJ	149,455	236	Steubenville-Weirton, OH-WV	72,219	337	Bristol, CT(2)	37,583
46	Buffalo, NY	471,945	139	Pawtucket-Woonsocket-Attleboro, RI-MA(2)	145,489	237	Parkersburg-Marietta, WV-OH	71,997	338	Great Falls, MT	37,177
47	Charlotte-Gastonia-Rock Hill, NC-SC	454,649	140	Huntington-Ashland, WV-KY-OH	145,173	238	New Britain, CT(2)	70,095	339	Victoria, TX	36,110
48	Monmouth-Ocean, NJ	445,047	141	Daytona Beach, FL	144,815	239	Fall River, MA-RI(2)	69,224	340	Enid, OK	35,777
49	Middlesex-Somerset-Hunterdon, NJ	438,507	142	Melbourne-Titusville-Palm Bay, FL	140,594	240	Tyler, TX	68,830	341	Pine Bluff, AR	35,618
50	Louisville, KY-IN	436,002	143	Utica-Rome, NY	140,529	241	Fargo-Moorhead, ND-MN	67,699	342	Lewiston-Auburn, ME(2)	35,586
51	Salt Lake City-Ogden, UT	431,779	144	Manchester-Nashua, NH(1)	137,300	242	St. Cloud, MN	67,337	343	Laredo, TX	35,112
52	Dayton-Springfield, OH	427,158	145	Portsmouth-Dover-Rochester, NH(1)	136,041	243	Pittsfield, MA(1)	67,280	344	Bangor, ME(2)	34,740
53	Albany-Schenectady-Troy, NY	409,547	146	Modesto, CA	134,207	244	Norwalk, CT(2)	66,775	345	Lawrence, KS	31,406
54	Bridgeport-Stamford-Norwalk-Danbury, CT(1)	408,966	147	Salinas-Seaside-Monterey, CA	133,154	245	Olympia, WA	66,653	346	Grand Forks, ND	29,855
55	Nashville, TN	407,732	148	Pensacola, FL	132,814	246	Lima, OH	66,595			
56	Providence-Pawtucket-Woonsocket, RI(1)	406,867	149	Appleton-Oshkosh-Neenah, WI	132,151	247	Janesville-Beloit, WI	65,770			
57	Greensboro-Winston-Salem-High Point, NC	402,110	150	Rockford, IL	131,548	248	Decatur, IL	64,876			
58	Birmingham, AL	400,962	151	Sarasota, FL	129,522	249	Lynchburg, VA	64,652			
59	Memphis, TN-AR-MS	392,803	152	Salem-Gloucester, MA(2)	129,460	250	Jackson, MI	64,475			
60	Tulsa, OK	379,663	153	Evansville, IN-KY	129,455	251	Monroe, LA	64,315			
61	Richmond-Petersburg, VA	373,291	154	Eugene-Springfield, OR	128,476	252	Muskegon, MI	64,149			
62	Orlando, FL	373,153	155	Erie, PA	125,684	253	Odessa, TX	63,276			
63	New Haven-Waterbury-Meriden, CT(1)	368,949	156	Ann Arbor, MI	125,143	254	Ocala, FL	62,573			
64	West Palm Beach-Boca Raton-Delray Beach, FL	360,291	157	Charleston, WV	124,731	255	Medford, OR	62,208			
65	Hartford, CT(2)	359,521	158	East St. Louis-Bellefonte, IL	124,053	256	Battle Creek, MI	62,066			
66	Jacksonville, FL	343,567	159	Binghamton, NY	123,927	257	Anderson, IN	61,903			
67	Honolulu, HI	340,993	160	Alton-Granite City, IL	123,590	258	Manchester, NH(2)	61,812			
68	Scranton-Wilkes-Barre, PA	329,195	161	Duluth, MN-WI	123,369	259	Florence, AL	60,919			
69	Allentown-Bethlehem, PA-NJ	315,970	162	Lorain-Elyria, OH	123,175	260	Anderson, SC	60,604			
70	Austin, TX	306,567	163	Montgomery, AL	122,349	261	Altoona, PA	60,557			
71	Syracuse, NY	302,928	164	Orange County, NY	121,633	262	Pueblo, CO	60,333			
72	Akron, OH	299,839	165	Hamilton-Middletown, OH	121,402	263	Greeley, CO	59,900			
73	Worcester-Fitchburg-Leominster, MA(1)	299,157	166	Poughkeepsie, NY	121,228	264	Athens, GA	59,811			
74	Providence, RI(2)	290,633	167	New London-Norwich, CT(2)	119,975	265	Joplin, MO	59,648			
75	Toledo, OH	284,831	168	Macon-Warner Robins, GA	119,841	266	Clarksville-Hopkinsville, TN-KY	59,492			
76	Tucson, AZ	281,288	169	Fort Myers-Cape Coral, FL	117,908	267	Wichita Falls, TX	59,457			
77	Gary-Hammond, IN	280,468	170	Reno, NV	115,545	268	Redding, CA	59,433			
78	Omaha, NE-IA	279,495	171	New London-Norwich, CT(1)	115,259	269	Elkhart-Goshen, IN	59,383			
79	Harrisburg-Lebanon-Carlisle, PA	277,920	172	Anchorage, AK	115,250	270	Alexandria, LA	59,310			
80	Raleigh-Durham, NC	274,887	173	Salem, OR	114,602	271	Vineland-Millville-Bridgeton, NJ	59,090			
81	Oxnard-Ventura, CA	271,236	174	Lowell, MA(2)	112,485	272	Sharon, PA	59,064			
82	Grand Rapids, MI	264,817	175	Johnstown, PA	112,385	273	Tuscaloosa, AL	58,911			
83	Springfield, MA(1)	264,375	176	Roanoke, VA	109,800	274	Mansfield, OH	58,615			
84	Greenville-Spartanburg, SC	261,569	177	Boulder-Longmont, CO	108,877	275	Eau Claire, WI	58,263			
85	Knoxville, TN	261,530	178	Santa Cruz, CA	108,260	276	Terre Haute, IN	58,137			
86	Las Vegas, NV	258,905	179	McAllen-Edinburg-Mission, TX	107,382	277	Bloomington-Normal, IL	57,604			
87	Jersey City, NJ	253,177	180	Niagara Falls, NY	106,672	278	Kenosha, WI	57,446			
88	Wilmington, DE-NJ-MD	248,177	181	Stamford, CT(2)	106,027	279	Charlottesville, VA	57,182			
89	Baton Rouge, LA	247,688	182	South Bend-Mishawaka, IN	105,585	280	Bangor, ME(1)	56,943			
90	New Haven-Meriden, CT(2)	243,233	183	Visalia-Tulare-Porterville, CA	105,380	281	Billings, MT	55,926			
91	Fresno, CA	241,391	184	Galveston-Texas City, TX	103,319	282	Burlington, VT(1)	55,768			
92	Springfield, MA(2)	237,272	185	Lubbock, TX	102,972	283	Muncie, IN	54,756			
93	Youngstown-Warren, OH	233,844	186	Portland, ME(1)	102,409	284	Abilene, TX	54,634			
			187	Vancouver, WA	100,792	285	Sioux Falls, SD	54,345			
			188	Springfield, MO	100,708	286	Sioux City, IA-NE	53,436			
			189	Savannah, GA	100,121	287	Williamsport, PA	53,300			
			190	Lafayette, LA	98,470	288	Burlington, VT(2)	53,255			
			191	Waterbury, CT(2)	98,216	289	Texarkana, TX-AR	52,740			
						290	Hagerstown, MD	52,737			
						291	Fort Walton Beach, FL	52,391			
						292	Lafayette, IN	52,306			

(1) County Basis.
(2) Official M.S.A.

NOTE

The Consumer Market Data that appears in SRDS publications (with the exception of Puerto Rico data) is provided by National Decision Systems in Encinitas, California.

U.S. TOTAL SERVICE STATION SALES—\$108,461,000(000)

Metro Area Passenger Cars, Rank

April 1, 1984

Rank		Rank		Rank		Rank		
1	Los Angeles-Long Beach, CA	4,491,020	94	Wichita, KS	288,730	192	Lowell, MA(?)	126,120
2	Chicago, IL	2,713,860	95	New Haven-Meriden, CT(?)	279,100	193	Fayetteville, NC	125,990
3	Detroit, MI	2,400,670	96	Johnson City-Kingsport-Bristol, TN-VA	278,620	194	Kalamazoo, MI	124,930
4	Philadelphia, PA-NJ	2,212,250	97	Bakersfield, CA	277,000	195	Fort Collins-Loveland, CO	123,050
5	New York, NY-NJ	2,040,990	98	El Paso, TX	269,450	196	Lafayette, LA	123,030
6	Houston, TX	1,987,090	99	Chattanooga, TN-GA	263,080	197	Huntsville, AL	122,310
7	Washington, DC-MD-VA	1,872,460	100	Mobile, AL	261,140	198	Niagara Falls, NY	121,890
8	Boston-Lawrence-Salem-Lowell-Brockton, MA(+)	1,750,510	101	Lake County, IL	260,870	199	Savannah, GA	120,840
9	Anaheim-Santa Ana, CA	1,478,150	102	Springfield, MA(?)	259,350	200	Stamford, CT(?)	120,790
10	Nassau-Suffolk, NY	1,446,050	103	Beaumont-Port Arthur, TX	253,690	201	Springfield, IL	120,530
11	Dallas, TX	1,440,460	104	Flint, MI	252,950	202	Waco, TX	119,900
12	Atlanta, GA	1,409,470	105	York, PA	248,770	203	Columbus, GA-AL	119,220
13	Minneapolis-St. Paul, MN-WI	1,305,020	106	Bridgeport-Milford, CT(?)	245,050	204	Chico, CA	118,980
14	Boston, MA(?)	1,304,820	107	Lansing-East Lansing, MI	244,550	205	Portland, ME(+)	118,050
15	San Diego, CA	1,303,270	108	Canton, OH	244,080	206	Yakima, WA	117,150
16	Oakland, CA	1,159,150	109	Columbia, SC	243,420	207	Tallahassee, FL	116,690
17	Baltimore, MD	1,134,220	110	New Bedford-Fall River-Attleboro, MA(+)	242,230	208	Waterbury, CT(?)	116,230
18	Riverside-San Bernardino, CA	1,125,390	111	Vallejo-Fairfield-Napa, CA	242,130	209	Danbury, CT(?)	114,720
19	Seattle, WA	1,112,290	112	Santa Rosa-Petaluma, CA	242,020	210	Fort Smith, AR-OK	113,450
20	Pittsburgh, PA	1,083,160	113	Davenport-Rock Island-Moline, IA-IL	240,950	211	Beaver County, PA	113,310
21	Phoenix, AZ	1,079,960	114	Des Moines, IA	240,030	212	Longview-Marshall, TX	112,530
22	Tampa-St. Petersburg-Clearwater, FL	1,078,300	115	Saginaw-Bay City-Midland, MI	239,520	213	Richland-Kennewick-Pasco, WA	111,340
23	Denver, CO	1,064,180	116	Charleston, SC	236,430	214	Portsmouth-Dover-Rochester, NH(?)	111,120
24	St. Louis, MO-IL	1,008,150	117	Spokane, WA	236,260	215	Gainesville, FL	110,890
25	Cleveland, OH	994,250	118	Stockton, CA	233,110	216	Lake Charles, LA	110,070
26	San Jose, CA	944,910	119	Peoria, IL	228,410	217	Cedar Rapids, IA	108,530
27	Newark, NJ	937,060	120	Jackson, MS	221,140	218	Fort Pierce, FL	107,730
28	Kansas City, MO-KS	916,190	121	Joliet, IL	221,130	219	Brownsville-Harlingen, TX	107,320
29	Miami-Hialeah, FL	902,730	122	Colorado Springs, CO	220,420	220	Bremerton, WA	106,170
30	San Francisco, CA	856,900	123	Fort Wayne, IN	214,230	221	Portland, ME(?)	106,040
31	Sacramento, CA	821,000	124	Lancaster, PA	211,630	222	Biloxi-Gulfport, MS	106,030
32	Cincinnati, OH-KY-IN	772,140	125	Shreveport, LA	208,870	223	Asheville, NC	102,720
33	Columbus, OH	757,560	126	Lakeland-Winter Haven, FL	208,870	224	Bradenton, FL	102,380
34	Fort Worth-Arlington, TX	738,590	127	Santa Barbara-Santa Maria-Lompoc, CA	207,710	225	Topeka, KS	102,140
35	Milwaukee, WI	731,380	128	Worcester, MA(?)	204,690	226	Houma-Thibodaux, LA	102,000
36	Portland, OR	715,210	129	Corpus Christi, TX	201,680	227	Wheeling, WV-OH	101,540
37	Fort Lauderdale-Hollywood-Pompano Beach, FL	714,470	130	Augusta, GA-SC	198,870	228	Green Bay, WI	101,000
38	Bergen-Passaic, NJ	702,820	131	Lexington-Fayette, KY	196,940	229	Waterloo-Cedar Falls, IA	100,740
39	Indianapolis, IN	699,160	132	Huntington-Ashland, WV-KY-OH	193,190	230	Tyler, TX	98,630
40	San Antonio, TX	660,070	133	Modesto, CA	192,900	231	Benton Harbor, MI	98,520
41	New Orleans, LA	656,690	134	Aurora-Elgin, IL	192,380	232	Medford, OR	97,790
42	Oklahoma City, OK	653,720	135	Eugene-Springfield, OR	192,370	233	Racine, WI	97,750
43	Norfolk-Virginia Beach-Newport News, VA-NC	631,190	136	Madison, WI	190,540	234	St. Cloud, MN	96,790
44	Charlotte-Gastonia-Rock Hill, NC-SC	619,650	137	Lawrence-Haverhill, MA(?)	186,240	235	Olympia, WA	96,500
45	Salt Lake City-Ogden, UT	617,390	138	Reading, PA	183,950	236	Greeley, CO	95,660
46	Hartford-New Britain-Middletown-Bristol, CT(+)	616,200	139	Salinas-Seaside-Monterey, CA	181,540	237	Parkersburg-Marietta, WV-OH	95,340
47	Greensboro-Winston-Salem-High Point, NC	568,190	140	Melbourne-Titusville-Palm Bay, FL	180,850	238	Brookton, MA(?)	94,930
48	Dayton-Springfield, OH	557,260	141	Daytona Beach, FL	177,860	239	Redding, CA	94,800
49	Louisville, KY-IN	553,400	142	Pensacola, FL	175,100	240	Lima, OH	93,300
50	Birmingham, AL	543,440	143	Evansville, IN-KY	174,750	241	Florence, AL	92,390
51	Rochester, NY	540,720	144	Jersey City, NJ	172,090	242	Champaign-Urbana-Rantoul, IL	91,920
52	Middlesex-Somerset-Hunterdon, NJ	536,430	145	Portsmouth-Dover-Rochester, NH(?)	171,330	243	Fargo-Moorhead, ND-MN	91,410
53	Nashville, TN	534,690	146	Rockford, IL	169,130	244	Steubenville-Weirton, OH-WV	90,890
54	Monmouth-Ocean, NJ	522,370	147	Appleton-Oshkosh-Neenah, WI	168,760	245	Nashua, NH(?)	88,170
55	Tulsa, OK	505,810	148	Pawtucket-Woonsocket-Attleboro, RI-MA(?)	167,740	246	Anderson, SC	88,000
56	Buffalo, NY	488,130	149	Salem, OR	165,490	247	Muskegon, MI	87,500
57	Memphis, TN-AR-MS	481,250	150	Lorain-Elyria, OH	163,490	248	Joplin, MO	87,370
58	Bridgeport-Stamford-Norwalk-Danbury, CT(+)	480,690	151	Visalia-Tulare-Porterville, CA	163,330	249	Pueblo, CO	87,070
59	Orlando, FL	477,170	152	Montgomery, AL	162,220	250	Odessa, TX	86,860
60	Providence-Pawtucket-Woonsocket, RI(+)	471,050	153	Utica-Rome, NY	161,460	251	Athens, GA	86,830
61	Richmond-Petersburg, VA	447,680	154	Trenton, NJ	161,430	252	Ocala, FL	86,650
62	Albany-Schenectady-Troy, NY	445,890	155	Hamilton-Middletown, OH	161,410	253	Jackson, MI	86,610
63	New Haven-Waterbury-Meriden, CT(+)	426,680	156	Reno, NV	159,930	254	Monroe, LA	86,190
64	Jacksonville, FL	426,120	157	Alton-Granite City, IL	159,910	255	Lynchburg, VA	85,300
65	Hartford, CT(?)	414,650	158	Manchester-Nashua, NH(+)	158,250	256	Janesville-Beloit, WI	84,410
66	Austin, TX	411,840	159	Atlantic City, NJ	156,410	257	Clarksville-Hopkinsville, TN-KY	83,870
67	West Palm Beach-Boca Raton-Delray Beach, FL	404,820	160	Ann Arbor, MI	156,010	258	Anderson, IN	83,670
68	Scranton-Wilkes-Barre, PA	389,110	161	Macon-Warner Robins, GA	154,780	259	Elkhart-Goshen, IN	83,440
69	Akron, OH	387,660	162	Charleston, WV	154,690	260	Tuscaloosa, AL	83,190
70	Honolulu, HI	387,330	163	Duluth, MN-WI	154,140	261	Decatur, IL	82,790
71	Oxnard-Ventura, CA	380,430	164	East St. Louis-Belleveille, IL	152,960	262	Billings, MT	82,300
72	Allentown-Bethlehem, PA-NJ	378,270	165	Sarasota, FL	151,010	263	Wichita Falls, TX	82,070
73	Tucson, AZ	374,740	166	Lubbock, TX	149,790	264	New Britain, CT(?)	82,030
74	Knoxville, TN	367,380	167	Santa Cruz, CA	148,880	265	Norwalk, CT(?)	81,180
75	Raleigh-Durham, NC	365,140	168	Vancouver, WA	148,200	266	New Bedford, MA(?)	80,190
76	Greenville-Spartanburg, SC	359,640	169	Boulder-Longmont, CO	147,540	267	Abilene, TX	79,260
77	Grand Rapids, MI	357,360	170	Fort Myers-Cape Coral, FL	147,370	268	Battle Creek, MI	79,260
78	Toledo, OH	353,730	171	Erie, PA	146,920	269	Terre Haute, IN	79,190
79	Omaha, NE-IA	349,690	172	New London-Norwich, CT(?)	146,120	270	Mansfield, OH	78,850
80	Fresno, CA	349,690	173	McAllen-Edinburg-Mission, TX	145,070	271	Alexandria, LA	78,820
81	Las Vegas, NV	346,610	174	Binghamton, NY	143,990	272	Eau Claire, WI	78,200
82	Gary-Hammond, IN	344,150	175	Springfield, MO	143,750	273	Fall River, MA-RI(?)	77,670
83	Harrisburg-Lebanon-Carlisle, PA	340,490	176	Orange County, NY	142,940	274	Bellingham, WA	77,400
84	Syracuse, NY	338,730	177	Poughkeepsie, NY	141,040	275	Sioux Falls, SD	76,400
85	Providence, RI(?)	336,860	178	Salem-Gloucester, MA(?)	140,910	276	Altoona, PA	74,870
86	Worcester-Fitchburg-Leominster, MA(+)	333,270	179	Roanoke, VA	140,900	277	Pascagoula, MS	74,580
87	Baton Rouge, LA	326,460	180	New London-Norwich, CT(+)	140,360	278	Texarkana, TX-AR	74,460
88	Tacoma, WA	322,230	181	Hickory, NC	140,030	279	Charlottesville, VA	74,460
89	Youngstown-Warren, OH	306,220	182	Johnstown, PA	138,340	280	Pittsfield, MA(+)	73,920
90	Albuquerque, NM	306,000	183	Anchorage, AK	138,040	281	Muncie, IN	73,860
91	Wilmington, DE-NJ-MD	303,430	184	Provo-Orem, UT	137,700	282	Bloomington-Normal, IL	73,320
92	Little Rock-North Little Rock, AR	302,950	185	Boise City, ID	135,750	283	Vineland-Millville-Bridgeton, NJ	73,230
93	Springfield, MA(+)	293,070	186	Killeen-Temple, TX	133,870	284	Dothan, AL	73,220
			187	Amarillo, TX	133,780	285	Kenosha, WI	72,950
			188	South Bend-Mishawaka, IN	132,960	286	Fort Walton Beach, FL	72,070
			189	Brazoria, TX	130,890	287	Bryan-College Station, TX	71,750
			190	Galveston-Texas City, TX	130,000	288	Yuba City, CA	71,660
			191	Lincoln, NE	128,670	289	Anniston, AL	70,810
						290	Bangor, ME(+)	70,800
						291	Santa Fe, NM	69,600
						292	Sharon, PA	69,170
						293	Fayetteville-Springdale, AR	69,160
						294	Sioux City, IA-NE	68,980
						295	Lafayette, IN	68,950
						296	Hagerstown, MD	68,500
						297	Manchester, NH(?)	67,730
						298	Wausau, WI	67,520
						299	Danville, VA	66,340
						300	Sherman-Denison, TX	66,340
						301	Gadsden, AL	66,220
						302	Williamsport, PA	66,070
						303	Columbia, MO	65,500
						304	Wilmington, NC	65,360
						305	Naples, FL	65,290
						306	Kokomo, IN	65,180
						307	Midland, TX	64,940
						308	Burlington, NC	64,660
						309	Burlington, VT(+)	64,390
						310	Panama City, FL	64,050
						311	Lawton, OK	63,640
						312	Las Cruces, NM	62,550
						313	Albany, GA	62,490
						314	San Angelo, TX	61,900
						315	State College, PA	61,190
						316	Cumberland, MD	60,980
						317	Burlington, VT(?)	60,940
						318	Florence, SC	60,830
						319	Glens Falls, NY	60,170
						320	Bismarck, ND	59,810
						321	Rochester, MN	59,650
						322	Casper, WY	58,460
						323	Sheboygan, WI	57,920
						324	Kankakee, IL	57,660
						325	Bloomington, IN	56,180
						326	Great Falls, MT	54,340
						327	La Crosse, WI	53,270
						328	Midletown, CT(?)	53,200
						329	Owensboro, KY	52,660
						330	St. Joseph, MO	52,270
						331	Jacksonville, NC	51,110
						332	Dubuque, IA	50,190
						333	Elmira, NY	50,080
						334	Iowa City, IA	49,730
						335	Lewiston-Auburn, ME(+)	49,220
						336	Fitchburg-Leominster, MA(?)	49,180
						337	Victoria, TX	48,610
						338	Pine Bluff, AR	48,540
						339	Enid, OK	47,430

Standard Rate & Data Service provides...

time saved because SRDS does a large part of the "legwork" for you by making available complete media information in a single, useable service.

accuracy you can depend on when ever-present time limitations demand specific answers at once. Media listings in SRDS are checked each month, rechecked and checked again to insure the most accurate media information available to the advertising industry.

standardized information on all media in logical sequence. No need to hunt for what is needed in a listing. SRDS prepares all information in standard order— aids quick comparison of listings—ends searching through promotional material for factual buying information.

current information. Media have long recognized SRDS as the prime source used by buyers of media. Each month SRDS receives thousands of changes from all types of media—changes that are sent on to its users in the shortest possible time.

constant improvement because of the dynamic nature of the advertising industry, SRDS has been in a constant state of change for over half a century, constantly improving service—adding features needed by buyers—simplifying and clarifying the data of a complicated industry always "on the move."

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RADIO STATIONS IN METRO AREAS

RADIO STATIONS IN METRO AREAS—cont

BRIDGEPORT-MILFORD, CT
WADS, Ansonia WMMW, Westport
WATR, Waterbury WMMW, Meriden
WAVZ, New Haven WNAB, Bridgeport
WDAO (FM), WNHG, New Haven
Danbury WNLK, Norwalk
WDJZ, Bridgeport WNVF, Naugatuck
WEBE (FM), Westport WPLR (FM), New Haven
WELL, New Haven WOOV, Waterbury
WEZN (FM), WRKI (FM), Brookfield
Bridgeport WSCR, Hamden
WFIF, Milford WSTC, Stamford
WGCH, Greenwich WWGO, Waterbury
WICC, Bridgeport WYYZ (FM),
Waterbury
WINE, Brookfield WYBC (FM),
New Haven
WIOF (FM), Waterbury WYRS (FM), Stamford
WKCI (FM), Hamden
WLAD, Danbury
WLYO (FM), Norwalk

BROCKTON, MA

WAMK, Brockton WCAV (FM), Brockton
WATD (FM), WFLM/WPLM-FM,
Marshfield Plymouth
WBET, Brockton

BROWNSVILLE-HARLINGEN, TX

KBQR, Brownsville † KRGV, Weslaco
KELT (FM), Harlingen KRIX (FM),
KGBT, Harlingen Brownsville
KJWW (FM), KTXF (FM),
Harlingen Brownsville

BRYAN-COLLEGE STATION, TX

KAGC, Bryan College Station
KORA (FM), Bryan WTAW,
KTAM, Bryan College Station
KTAW-FM,

BUFFALO, NY

WBEN, Buffalo WKBW, Buffalo
WBEN-FM, Buffalo WNYN, Buffalo
WBLK (FM), Depew WNYN-FM, Buffalo
WBUF (FM), Buffalo WPHD (FM), Buffalo
WDCX (FM), Buffalo WUFG, Amherst
WECK, Cheektowaga WXRL, Lancaster
WGR, Buffalo WYRK (FM), Buffalo
WGR-FM, Buffalo WYSL, Buffalo
WJYE (FM), Buffalo

BURLINGTON, NC

WBAG, WPCM (FM),
Burlington-Graham
WBBC, Burlington-Graham
WZUU (FM),
WHNI, Mebane Burlington-Graham

BURLINGTON, VT

WDOT, Burlington WQCR (FM),
WEZF (FM), Burlington
WJOY, Burlington WVMT, Burlington

CANTON, OH

WDJO (FM), Alliance WNYN, Canton
WFAH, Alliance WQOS (FM), Canton
WHBC, Canton WRCW, Canton
WHBC-FM, Canton WTCV, Massillon
WINW, Canton WTOF (FM), Canton

CASPER, WY

KATI, Casper KTRS (FM), Casper
KAWY (FM), Casper KTWO, Casper
KQLT (FM), Casper KVQC, Casper

CEDAR RAPIDS, IA

KCDR, Cedar Rapids Iowa City
KCRG, Cedar Rapids KOCR (FM),
† KFMW (FM), Waterloo Cedar Rapids
KHAH, Cedar Rapids KTOF (FM),
KHAH-FM, Cedar Rapids
Cedar Rapids WMT, Cedar Rapids
† KKRO (FM), WMT-FM, Cedar Rapids

CHAMPAIGN-URBANA-RANTOUL, IL

WDNL (FM), Danville WKIO (FM), Urbana
WDWS, Champaign WLRW (FM),
WDWS-FM, Champaign
WIAI (FM), Danville WPGU (FM), Urbana
WITY, Danville WRTL, Rantoul
WJTX, Urbana WRTL (FM), Rantoul
† WVVV-FM, Covington

CHARLESTON, SC

WAZS, Summerville WOKF, Charleston
WBFR, Moncks Corner WPAL, Charleston
WCSC, Charleston WOIZ, St. George
WEZL (FM), WSSX (FM),
Charleston
WGCA, Charleston WTMJ, Charleston
WIXR, Mount Pleasant WVVZ (FM),
WKN, North Summerville
Charleston WXLY (FM),
North Charleston
WKQB (FM), WXTX (FM),
St. George Charleston
WLWV (FM), Moncks Corner

CHARLESTON, WV

WBES (FM), WSCW, South
Charleston Charleston
WCAW, Charleston WTIP, Charleston
WCHS, Charleston WVAF (FM),
Charleston
WKAZ, St. Albans WVKV, Hurricane
WKLK-FM, St. Albans WWSR (FM),
WMON, Montgomery Charleston
WQBE, Charleston WXIT, Charleston
WQBE-FM,

CHARLOTTE - GASTONIA - ROCKHILL, NC-SC

WAAK, Dallas WLTC, Gastonia
† WAGL, Lancaster SC WLVV, FM,
WAME, Charlotte Statesville
WBCY (FM), Charlotte WMAF, Monroe
WBT, Charlotte WPEG (FM),
WBZK, York, SC Concord
WCGC, Belmont WQCC, Charlotte
WCSL, Cherryville WRDX (FM),
Salisbury
WDEX, Monroe WRHI, Rock Hill SC
WEGO, Concord WRKB, Kannapolis
WEZC (FM), WRNA, China Grove
Charlotte WRQC, Charlotte
WGS, South Gastonia WRQO, Charlotte
WGV, Charlotte WRO-Charlotte
WGN, Gastonia WSAT, Salisbury
WGPC, Charlotte WSOQ, Charlotte
WGT, Kannapolis WSOC-FM, Charlotte
WHT, Charlotte WSTP, Salisbury
WIXE, Monroe WTPY, Rock Hill SC
WJZR (FM), WZXI (FM),
Kannapolis Gastonia

CHARLOTTEVILLE, VA

WCHV, Charlottesville Charlottesville
WINA, Charlottesville WJVA (FM),
WKAV, Charlottesville Charlottesville
WPED/WPED-FM, Crozet WVVV, Charlottesville
WQMC (FM),

CHATTANOOGA, TN-GA

WCHU/WCHU-FM, Mountain
Chattanooga WGOV, Chattanooga
WDEF, Chattanooga WJTT (FM), Red Bank
WDEF-FM, WNOQ, Chattanooga
Chattanooga WOVE (FM),
WDD, Chattanooga Rossville, GA
WDD-FM, WSDT, Soddy-Daisy
Chattanooga WSKZ (FM),
WDSI, Rossville GA
WEPG, South Pittsburg † WUSY (FM), Cleveland
WLFA, La Fayette GA WZRA, Chattanooga
WFLI, Lookout

CHICAGO, IL

WAGQ (FM), WJPC, Chicago
Elmwood Park WKDQ, Elmhurst
WAT, Chicago WKQX (FM), Chicago
WBBM, Chicago WLAJ, Chicago
WBBM-FM, Chicago WLNK (FM),
WBEE, Harvey Lansing
WBMX, Oak Park WLOQ (FM), Chicago
WBMX-FM, Oak Park WLS, Chicago
WCEV, Cicero WLS-FM, Chicago
WCFL, Chicago WLUP (FM), Chicago
WCGQ, Chicago WMAQ, Chicago
Heights WMCW, Harvard
WCLR-FM, Skokie WMET (FM),
Chicago WMPF, Chicago
WCAW, Evanston WMPF, Chicago
WEDC, Chicago Heights
WEEF, Highland Park WNIB (FM), Chicago
WEFM (FM), Michigan WUOJ (FM), Evanston
City IN WQNX, Evanston
WFMT (FM), WRMN, Elgin
Chicago WSSC, Chicago
WFRY (FM), WSEX (FM), Arlington
Chicago Heights
WGC, Chicago WTAQ, LaGrange
WGC-FM, Chicago WTAS (FM), Crete
Chicago WTKS (FM), Chicago
WGN, Chicago WYON, Cicero
WIMS, WVVX-FM, Highland
Michigan City IN Park
WIND, Chicago WXET (FM),
WIVS, Crystal Lake Woodstock
WJJD, Chicago WYEN (FM),
WJKL (FM), Elgin Des Plaines
WJMK (FM), Chicago

CHICO, CA

KEWE (FM), KNVR (FM), Paradise
Oroville KORY, Oroville
KEWO, Paradise KPAY, Chico
KFME (FM), Chico KPAV-FM, Chico
KHSL, Chico KRJ, Paradise

CINCINNATI, OH - KY - IN

† WBLZ (FM), Hamilton Cincinnati
WCIN Cincinnati † WLLT (FM), Fairfield
WCKY, Cincinnati WLV, Cincinnati
WCLY, Covington KY WLYK (FM), Milford
WDOJ, Cincinnati WNOP, Newport KY
WEBN (FM), WRRM (FM), Cincinnati
Cincinnati WSAI, Cincinnati
WHKK (FM), WSCH (FM),
Erlanger KY Aurora IN
WKRC, Cincinnati WTSJ, Cincinnati
WKRO (FM), Cincinnati WUBE (FM), Cincinnati
WKXF-FM, WVEZ (FM), Cincinnati

CLARKSVILLE (TN) - HOPKINSVILLE (KY)

WABD, Fort Campbell KY WHOP-FM,
WABD-FM, Fort Hopkinsville KY
Campbell KY WJZM, Clarksville KY
† WAKO (FM), WKOA, Hopkinsville KY
Russellville KY WKOA-FM,
Hopkinsville KY
WHOP, Hopkinsville KY WKVL, Clarksville

CLEVELAND, OH

WABO, Cleveland WJW, Cleveland
† WAEZ (FM), Akron WLTF (FM), Cleveland
WBBG, Cleveland WMJI (FM),
Cleveland
† WBEA (FM), Elyria WMM5 (FM),
WBCK, Chardon Cleveland
WCLV (FM), Cleveland WMOA (FM),
WDBN (FM), Medina Cleveland
WDMT (FM), Cleveland WODK (FM),
WDOT (FM), Cleveland
WELW, Willoughby WROC (FM),
WERE, Cleveland Cleveland Hts.
WGAR, Cleveland WSUM, Parma
WGAR-FM, Cleveland WVVVE, Cleveland
WGCL (FM), Cleveland WZAK (FM),
WHK, Cleveland Cleveland
WJMO, Cleveland Hts.

CLEVELAND, TN

WBAC, Cleveland Cleveland
WCLE, Cleveland WUSY, Cleveland
WONE (FM),

COLORADO SPRINGS, CO

KCMN, Colorado Springs
KIKX, Manitou Springs KRDO, Colorado
KIKX-FM, Manitou Springs
KIRO (FM), Colorado Springs
KJCS-FM, Colorado Springs
KKFM (FM), Colorado Springs
KKHT, Colorado Springs
KPIK, Colorado Springs
KRDQ, Colorado Springs
KRVR (FM), Davenport
KXKR, Davenport
WGEN/WGEN-FM, East Moline IL
WHPB, Rock Island IL WXPB (FM), Moline IL

COLUMBIA, MO

KARO (FM), Columbia KFRU, Columbia
KCMQ (FM), Columbia KTGR, Columbia
KFMZ (FM), Columbia

COLUMBIA, SC

WBLR, Batesburg WNOK, Columbia
WCEZ (FM), Columbia WNOK-FM, Columbia
WCOS, Columbia WOIC, Columbia
WCOS-FM, Columbia WQXL, Columbia
WDPN (FM), Columbia WSCQ (FM), West
Columbia
WIGL (FM), Orangeburg
WIS, Columbia WTGH, Cayce
WKWO (FM), † WWDN (FM), Sumter
Batesburg WXAX, Lexington
WZLD (FM), Cayce

COLUMBUS, GA

WCGQ (FM), WHYD, Columbus
Columbus WIZY, Columbus
WDAK, Columbus WOKS, Columbus
WEIZ (FM), Phenix WPNX, Columbus
City AL WRCC, Columbus
WFXE (FM), Columbus WVOC (FM), Columbus

COLUMBUS, OH

WBBY (FM), WNCI (FM), Columbus
Westerville WNKO (FM), Newark
WBNS, Columbus WNRN/WNRN-FM,
WBNS-FM, Columbus Circleview
WCKX (FM), London WFRD, Columbus
WCLT, Newark WRMZ (FM),
WCOL, Columbus Columbus
WDLR, Delaware WSNY (FM),
Columbus
† WHQK (FM), WTVN, Columbus
Lancaster WVKO, Columbus
WHTH, Heath WXTG (FM), Columbus
WLOH, Lancaster WZZT (FM),
WLVO (FM), Columbus Johnstown
WMNI, Columbus

CORPUS CHRISTI, TX

KCCT, Corpus Christi † KOUL (FM), Sinton
KCTA, Corpus Christi KROB, Robstown
KEXX (FM), Corpus Christi KROB-FM, Robstown
Christi KRYS, Corpus Christi
KRYS-FM, Corpus Christi
KEYS, Corpus Christi Corpus Christi
KFLZ (FM), Bishop KFLZ (FM), Bishop
† KIKN, Sinton KSIX, Corpus Christi
KIOU (FM), KUNO, Corpus Christi
Corpus Christi KZFM (FM), Corpus
KITE (FM), Portland Christi
† KNCN (FM), Sinton

CORVALLIS, OR

KEJO (FM), Corvallis KLOO/KFAT, Corvallis
KFLY, Corvallis

CUMBERLAND, MD - WV

WALI, Cumberland WKLP, Keyser WV
WCBC, Cumberland WOZK (FM),
WFRB, Frostburg Keyser WV
WFRB-FM, Frostburg WROG (FM),
WFGO (FM), Cumberland
WTKO, Cumberland WTBO, Cumberland

DALLAS, TX

KAAM, Dallas KOZY (FM), Dallas
KAFM (FM), Dallas KRLD, Dallas
KBEC, Waxahachie KRQX, Dallas
KDNT, Denton KSOS (FM), Fort Worth
KEGL (FM), Fort Worth KSKY, Dallas
† KESS (FM), Fort KTER, Terrell
Worth KTKS (FM), Denton
KKDA, Grand Prairie KTLR-FM, Terrell
KKDA-FM, Grand Prairie KTXO (FM),
KLIF, Dallas Fort Worth
KLUV (FM), Dallas KVIL/KVIL-FM,
KMEZ, Dallas Highland Park
KMEZ-FM, Dallas KXYI, Plano
KMGC (FM), Dallas KZBW (FM), Dallas
KMKN (FM), McKinney † WBAF, Fort Worth
† KNOK-FM, Fort Worth WRR (FM), Dallas
KPBC, Dallas

DANVILLE, VA

WAKG (FM), Danville WKBY, Chatham
WBTM, Danville WMNA/WMNA-FM,
WDVA, Danville Gretna
WILA, Danville WVOV, Danville

DAVENPORT, IA-ROCK ISLAND-MOLINE, IL

KBQC (FM), Bettendorf
KLIK (FM), Davenport
KKZZ, Davenport
KRVR (FM), Davenport
KXKR, Davenport
WGEN/WGEN-FM, East Moline IL
Geneseo IL WMRZ, Moline IL
WHPB, Rock Island IL WOC, Davenport
WXPB (FM), Moline IL

DAYTON, OH

WAVI, Dayton WING, Dayton
WBZI (FM), Xenia WONE, Dayton
WCTM, Eaton † WPPB-FM, Middletown
WDAO (FM), Dayton WPTW, Piqua
WELX, Xenia WPTW-FM, Piqua
WFCJ (FM), Miamisburg WTUE (FM), Dayton
WVIC, Xenia WVUD (FM), Kettering
WGTZ (FM), Eaton WYMJ (FM),
WHIO, Dayton Beaver Creek
WHIQ-FM, Dayton

DAYTONA BEACH, FL

WCCZ, New Smyrna WNCB, Daytona Beach
WCFI (FM), † WNFI (FM), Palatka
Daytona Beach WRDQ, Daytona Beach
WDAT, Ormond Beach † WSB8, New Smyrna
WDLF, De Land Beach
WLEF (FM), De Land
WVOC, Daytona Beach WZIP, South Dayton

DECATUR, AL

WAJF, Decatur WHRT, Hartselle
WDRM (FM), Decatur WMSL, Decatur
WHQS, Decatur WRSA (FM), Decatur

DECATUR, IL

WDZ, Decatur WSOY, Decatur
WDZO (FM), Decatur WSOY-FM, Decatur

DENVER, CO

KAZY (FM), Denver KMJI (FM), Denver
† KBCQ (FM), Boulder KNU5, Denver
KBNQ, Denver KOA, Denver
KBPI (FM), Denver KQAA (FM), Denver
KBRQ, Denver KQSI (FM), Denver
KBRQ-FM, Denver KPKE (FM), Denver
KDEN, Denver KQXI, Arvada
KDEQ, Littleton KRKS, Denver
KDKW, Aurora KRKY (FM), Castle
KHOU, Denver Rock
KIMN, Denver KRXY, Lakewood
KJJZ, Denver KRZN, Englewood
KLSZ, Denver KVOD (FM), Denver
KLTT, Brighton KYGO (FM), Denver
KLZ, Denver

DES MOINES, IA

KBAB, Indianola KLYF (FM), Des
KDLS, Perry Moines
KDLS-FM, Perry KMBK (FM), Des Moines
KDMI (FM), Des Moines KMBK, Des Moines
Moines KRNO (FM), Des
Moines
† KEZT (FM), Ames KRNT, Des Moines
KQCA, Des Moines KSO, Des Moines
KJJA (FM), Ankeny KWKY, Des Moines
WHO, Des Moines

DETROIT, MI

† CFXX (FM), WJZZ (FM), Detroit
Windsor CN WLSB (FM), Mt.
Clemens
† CKLW, Windsor, CN WLLZ (FM), Detroit
WCAR, Livonia WLOV, Detroit
WCL5 (FM), Detroit
WCXI, Detroit WMUJ (FM), Birmingham
WDXI-FM, Detroit WMUZ (FM), Detroit
WCHB, Inkster † WNIC-FM, WNIC,
WDEY, Lapeer Dearborn
WDEY-FM, Lapeer WOHM (FM), Detroit
WDRQ (FM), Detroit WPHM, Port Huron
WEXL, Royal Oak WPON, Pontiac
WGRB (FM), Detroit WOBH, Detroit
WHL5, Port Huron WORS (FM), Detroit
WHMI, WHMI-FM, WRIF (FM), Detroit
Howell WSAC (FM), Port
Huron
† WHND, Monroe WSMA, Marine City
WHYT (FM), Detroit WWHK, Mt. Clemens
WJLB (FM), Detroit WWJ, Detroit
WJOI (FM), Detroit WWWV (FM), Detroit
WJR, Detroit WXYT, Detroit

DOOTHAN, AL
 WAYD, Ozark
 WAGF, Dothan
 WOAB (FM), Ozark
 WOOF, Dothan
 WOOF-FM, Dothan

DOVER, DE
 WDOV, Dover
 WDSB (FM), Dover

DUBUQUE, IA
 KATF (FM), Dubuque
 KDTH, Dubuque
 KLXL (FM), Dubuque

DULUTH, MN-WI
 KBXT, Duluth
 KCMT (FM), Alexandria
 KDAL, Duluth
 KODS (FM), Duluth
 KXRA, Alexandria
 KXRA-FM, Alexandria
 KXTP, Superior WI
 KZIO (FM), Superior WI
 WAKX (FM), Superior WI
 WAVC (FM), Duluth

EAST ST. LOUIS-BELLEVIEW, IL
 WIBV, Belleville
 WESL, East St. Louis

EAU CLAIRE, WI
 WAXX (FM), Eau Claire
 WAWY, Chippewa Falls
 WBIZ (FM), Eau Claire

ELKHART, IN
 WCMR, Elkhart
 WFRN (FM), Elkhart
 WKAM, Goshen

ELMIRA, NY
 WEHH, Elmira
 WELM, Elmira
 WENY, Elmira
 WIOT, Horseheads
 WLEZ (FM), Elmira
 WLTV (FM), Elmira
 † WNGZ (FM), Elmira

EL PASO, TX
 KALY, El Paso
 KAMZ, El Paso
 KAMZ (FM), El Paso
 KELP, El Paso
 KEZB (FM), El Paso
 KFIM (FM), El Paso
 KHEY, El Paso
 KHEY-FM, El Paso
 KISO, El Paso
 KLAO (FM), El Paso
 KLOZ (FM), El Paso
 KR0D, El Paso

ENID, OK
 KCRC, Enid
 KGWA, Enid
 KNID (FM), Enid

ERIE, PA
 WCCK (FM), Erie
 WEYZ, Erie
 WHYP/WHYP-FM, North East
 WJET, Erie

EUGENE-SPRINGFIELD, OR
 KASH, Eugene
 KBMC (FM), Eugene
 KDJK (FM), Eugene
 KEED, Eugene
 KNND, Cottage Grove
 KORE, Eugene
 Eugene-Springfield
 KPNW, Eugene

EVANSVILLE, IN-KY
 WBKR (FM), Owensboro KY
 WBNL/WBNL-FM, Boonville
 WGBF, Evansville
 WHKC (FM), Henderson KY
 WIKY (FM), Evansville

FAIRBANKS, AK
 KAYY (FM), Fairbanks
 KCBF, Fairbanks
 KFAR, Fairbanks
 KIAK, Fairbanks

FARGO-MOORHEAD, ND-MN
 KFGO, Fargo
 KOWB, Fargo
 KOWB-FM, Fargo
 KVOX, Moorhead MN

FAYETTEVILLE-SPRINGDALE, AR
 KBRS, Springdale
 KOIZ (FM), Springdale
 KEZA (FM), Fayetteville
 KFAY, Fayetteville
 KHOG, Fayetteville

FAYETTEVILLE, NC
 WFAI, Fayetteville
 WFLB, Fayetteville
 WFNC, Fayetteville
 WIDU, Fayetteville

FLINT, MI
 WCRZ (FM), Flint
 WZZF-FM, Flint
 WFDE, Flint
 WFLT, Flint
 WGMZ, Flint

FLORENCE, AL
 WBCF, Florence
 WBTG (FM), Sheffield
 WLAY, Muscle Shoals
 WLAY-FM, Muscle Shoals
 WOLT (FM), Florence

FLORENCE, SC
 † WJAR, Darlington
 WFGF (FM), Lake City
 WJMX, Florence
 WJMX-FM, Florence

FORT COLLINS-LOVELAND, CO
 KOOL, Fort Collins
 KOOL-FM, Fort Collins
 KILX, Fort Collins
 KLOV, Loveland

FORT LAUDERDALE-HOLLYWOOD, FL
 WAVS, Fort Lauderdale
 WAXY (FM), Fort Lauderdale
 WBSB, Pompano Beach
 WCKO (FM), Pompano Beach
 WEXY, Oakland Park
 WFTL, Fort Lauderdale
 WHYI (FM), Fort Lauderdale

FORT MYERS-CAPE CORAL, FL
 WCAI, Fort Myers
 † WCVU (FM), Naples
 † KGTR, Lehigh Acres
 WHEW (FM), Fort Myers
 WINK, Fort Myers
 WINK-FM, Fort Myers

FORT PIERCE, FL
 KGR (FM), Fort Pierce
 † WAWW (FM), Vero Beach

FORT SMITH, AR-OK
 KAJJ (FM)/KACJ, Greenwood
 KAYR, Van Buren
 KFDF, Van Buren
 KFPW, Fort Smith
 KFSM, Fort Smith
 KSA, Fort Smith
 KSRB (FM), Fort Smith

FORT WAYNE, IN
 WAFX, Fort Wayne
 WEZV (FM), Fort Wayne
 WFCV, Fort Wayne
 WFWO (FM), Fort Wayne
 WGL, Fort Wayne
 WIFF, Auburn
 WIFF-FM, Auburn

FORT WALTON BEACH, FL
 WAAZ (FM), Crestview
 WCNU, Crestview
 WFSH, Valparaiso-Niceville
 WFTW, Fort Walton Beach

FORT WORTH-ARLINGTON, TX
 KCLE, Cleburne
 KEGL (FM), Fort Worth
 KESS (FM), Fort Worth
 KFJZ, Fort Worth
 KNOJ-FM, Fort Worth
 KPLX (FM), Fort Worth
 KSAX, Fort Worth

FRESNO, CA
 KBIF, Fresno
 KEAP, Fresno
 KFIS, Fresno
 KFIS-FM, Fresno
 KFRE, Fresno
 KFRY (FM), Fresno
 KFFE (FM), Fresno
 KGST, Fresno
 KIRV, Fresno
 KKDJ (FM), Fresno
 KKNU (FM), Fresno

GADSDEN, AL
 WAAX, Gadsden
 WGAD, Gadsden

GAINESVILLE, FL
 WDVH, Gainesville
 WGGG, Gainesville
 WMGI, Gainesville
 WRUF, Gainesville
 WRUF-FM, Gainesville

GALVESTON-TEXAS CITY, TX
 KGBC, Galveston
 KILE, Galveston

GARY-HAMMOND-EAST CHICAGO, IN
 WAKE, Valparaiso
 WJOB, Hammond
 WLJE (FM), Valparaiso
 WLTH, Gary
 WNNI, Valparaiso

GLENS FALLS, NY
 WBZA, Glens Falls
 WENU (FM), Hudson Falls
 WNO (FM), Hudson Falls

GRAND FORKS, ND
 KKXL, Grand Forks
 KKXL-FM, Grand Forks
 KNOX, Grand Forks
 KRRK/KRRK-FM, East Grand Forks MN
 KYTN (FM), Grand Forks

GRAND RAPIDS, MI
 WCJZ/WCJZ-FM, Grand Rapids
 WFUR, Grand Rapids
 WFUR-FM, Grand Rapids
 WGHN, Grand Haven
 WGHN-FM, Grand Haven
 WGRD-FM, Grand Rapids
 WHTC, Holland
 WJBL, Holland
 WJFM (FM), Grand Rapids
 WJPW, Rockford
 WKLO (FM), Holland
 WKWM, Kentwood

GREAT FALLS, MT
 KAAK (FM), Great Falls
 KEIN, Great Falls
 KLFM (FM), Great Falls
 KMON, Great Falls

GREELEY, CO
 KFKA, Greeley
 KGBS (FM), Greeley
 KGRE, Greeley

GREEN BAY, WI
 WDUZ, Green Bay
 WDUZ-FM, Green Bay
 WGEF, Green Bay

GREENSBORO, WINSTON-SALEM, HIGH POINT, NC
 WAAA, Winston-Salem
 WAIR, Winston-Salem
 † WBAF (FM), Burlington-Graham
 WBB, Burlington
 WBFJ, Winston-Salem
 WBIG, Greensboro
 WBUY (FM), Lexington
 WCOG, Greensboro
 WCSE (FM), Asheboro
 WDSL, Mocksville
 WEAL, Greensboro
 WEYE (FM), Thomasville
 WGLD-FM, Greensboro
 WGO, High Point
 WGR, Asheboro
 WKEW, Greensboro
 WKTE, King
 † WKZL (FM), Winston-Salem
 WLXN, Lexington

GREENVILLE, MS
 WBAD (FM), Leland
 WBAO (FM), Greenville
 WDDT, Greenville
 WDMS (FM), Greenville

GREENVILLE-SPARTANBURG, SC
 WASC, Spartanburg
 WBBR, Travelers Rest
 WCCP, Clemson
 WCKI, Greer
 WEAB, Greer
 WELP, Easley
 WELP-FM, Easley
 WESC, Greenville
 WESC-FM, Greenville
 WFBC, Greenville
 WFBC-FM, Greenville
 WFIS, Fountain Inn
 WGLV, Spartanburg

HAGERSTOWN, MD
 WARK, Hagerstown
 WHAG, Halfway
 WJEF, Hagerstown
 WOCM (FM), Halfway
 WWMD (FM), Hagerstown

HAMILTON-MIDDLETOWN, OH
 WBLZ (FM), Hamilton
 WCNW, Fairfield
 WLLT (FM), Fairfield
 WMOH, Hamilton

HARRISBURG, PA
 WCMB, Harrisburg
 WHGB, Harrisburg
 WHP, Harrisburg
 WHP-FM, Harrisburg
 † WHYL/WHYL-FM, Carlisle
 WIOO, Carlisle
 WKBO, Harrisburg
 WKCD (FM), Harrisburg

HARTFORD-NEW BRITAIN-BRISTOL, CT
 WBIS, Bristol
 WCCC, Hartford
 WCCC-FM, Hartford
 WDR, Hartford
 WDR-FM, Hartford
 WHCN (FM), Hartford
 † WIOF (FM), Waterbury
 WKCI (FM), Hamden
 WKCI-FM, Manchester
 WKND, Windsor
 WKSS (FM), Hartford-Meriden

HICKORY, NC
 WHKY/WHKY-FM, Hickory
 WIRC, Hickory
 WMNC, Morganton
 WNNC, Newton
 WOXX (FM), Morganton

HONOLULU, HI
 KAIM, Honolulu
 KAIM-FM, Honolulu
 KCCN, Honolulu
 KDOE, Waipahu
 KGU, Honolulu
 KHVH, Honolulu
 KIFH, Honolulu
 KIKI, Honolulu
 KISA, Honolulu
 KKUA, Honolulu
 KLEI, Kailua
 KMAI (FM), Honolulu

HOUMA-THIBODAUX, LA
 KCIL (FM), Houma
 KHOM (FM), Houma
 KJIN, Houma
 KLEB, Golden Meadow

HOUSTON, TX
 KBRZ, Lake Jackson-Freerport
 KBUK, Baytown
 KCOH, Houston
 KEYH, Houston
 KFMK (FM), Houston
 KFRD, Rosenberg-Richmond
 KFRD-FM, Rosenberg-Richmond
 KGOL (FM), Lake Jackson
 KIKK, Pasadena
 KIKK-FM, Pasadena
 KIKR, Conroe
 KILT, Houston
 KXAS (FM), Houston
 KJCH, Cleveland
 KKBO, Houston
 KLAT, Houston
 KLEF (FM), Houston

continued

RADIO STATIONS IN METRO AREAS

RADIO STATIONS IN METRO AREAS—cont

HUNTINGTON-ASHLAND, WV-KY-OH
WAMX (FM), Ashland KY
WCAK (FM), Catlettsburg KY
WCMI, Ashland KY
WEMM (FM), Huntington WV
WGNT, Huntington WV
WGOH, Grayson KY
WHEZ, Huntington, WV
WIRO, Ironton OH
WITO (FM), Ironton OH

HUNTSVILLE AL
WAAV, Huntsville
WABT, Madison
WAHR (FM), Huntsville
WBHP, Huntsville
WEUP, Huntsville

WFIX, Huntsville
WNDA (FM), Huntsville
WTAK, Huntsville
WZYP (FM), Athens

INDIANAPOLIS, IN
WATI, Indianapolis
WBRI, Indianapolis
WCBK/WCBK-FM, Martinsville
WENS (FM), Shelbyville
WFBM, Noblesville
WFBO (FM), Indianapolis
WFMS (FM), Indianapolis
WGAO (FM), Franklin
WGRT (FM), Danville
WIBC, Indianapolis
WIRE, Indianapolis

WMLF, Indianapolis
WNAP (FM), Indianapolis
WNDE, Indianapolis
WNON (FM), Lebanon
WNTS, Indianapolis
WTVL, Shelbyville
WTLG (FM), Indianapolis
WXIR (FM), Indianapolis
WXLW, Indianapolis
WXTZ (FM), Indianapolis
WZPL (FM), Greenfield

IOWA CITY, IA
KCJJ, Iowa City
KKRQ (FM), Iowa City

KRNA (FM), Iowa City
KRX, Iowa City

JACKSON, MI
WIBM (FM), Jackson
WJXO (FM), Jackson

WKHM, Jackson
WXCM, Jackson

JACKSON, MS
WCCL, Jackson
WHJT, Clinton
WJDX, Jackson
WJMI (FM), Jackson
WJXN, Jackson
WKKE, Pearl
WXLI, Jackson
WLIN (FM), Jackson
WMOG, Canton

WOAD, Jackson
WMSI (FM), Jackson
WOKJ, Jackson
WRJH (FM), Brandon
WRKN, Brandon
WSLI, Jackson
WTVX (FM), Jackson
WYYN (FM), Jackson
WZXO (FM), Canton

JACKSONVILLE, FL
WAIV-FM, Jacksonville
WACC, St. Augustine
WAPE, Jacksonville
WAYR, Orange Park
WBIX, Jacksonville Beach
WBKF-FM, Macclenny
WCGI, Jacksonville
WCRJ, Jacksonville
WCRJ-FM, Jacksonville
WEXI, Jacksonville
WFOY, St. Augustine
WFFV, Atlantic Beach
WHOG, Fernandina Beach
WIVY-FM, Jacksonville
WJAX, Jacksonville

WJAX-FM, Jacksonville
WJNJ, Atlanta Beach
WKUE (FM), Green Cove Springs
WMKM (FM), St. Augustine
WOKY, Jacksonville
WPDQ, Jacksonville
WQIK, Jacksonville
WQIK-FM, Jacksonville
WROS, Jacksonville
WRXJ, Jacksonville
WUVU (FM), St. Augustine
WVOJ, Jacksonville
WZAZ, Jacksonville

JACKSONVILLE, NC
WIIZ, Jacksonville
WJNC, Jacksonville
WLAS, Jacksonville
WRCM (FM), Jacksonville

WJAX-FM, Jacksonville
WJNJ, Atlanta Beach
WKUE (FM), Green Cove Springs
WMKM (FM), St. Augustine
WOKY, Jacksonville
WPDQ, Jacksonville
WQIK, Jacksonville
WQIK-FM, Jacksonville
WROS, Jacksonville
WRXJ, Jacksonville
WUVU (FM), St. Augustine
WVOJ, Jacksonville
WZAZ, Jacksonville

JANESVILLE-BELOIT, WI
WBEL, South Beloit IL
WCLO, Janesville

WGEZ, Beloit
WJVL (FM), Janesville

JOHNSON CITY-KINGSPOUR-BRISTOL, TN-VA
WABN (FM), Abingdon VA
WBBI, Abingdon VA
WBCV, Bristol VA
WBEJ, Elizabethton, TN
WEMB, Erwin, TN
WETB, Johnson City, TN
WFGH, Bristol VA
WGAT, Gate City, VA
WGOC, Kingsport TN
WIDD, Johnson City, TN
WIDD-FM, Johnson City, TN
WJCW, Johnson City, TN

Johnson City, TN
WJSO, Jonesboro, TN
WKIN, Kingsport TN
WKPT, Kingsport TN
WMCH, Church Hill TN
WOPJ, Bristol, TN
WOUT (FM), Johnson City, TN
WRGS, Rogersville TN
WTFM (FM), Kingsport TN
WXBQ (FM), Bristol, VA
WXIS (FM), Erwin TN
WZAP, Bristol VA
WZXY (FM), Kingsport TN

JOHNSTOWN, PA
WADJ, Somerset
WAJE, Ebensburg
WAMO, Loretto
WCRO, Johnstown
WGLU (FM), Johnstown
WYO (FM), Ebensburg
WJAC, Johnstown
WJNL, Johnstown

WJNL-FM, Johnstown
WKYE (FM), Johnstown
WNCC, Barnesboro
WVSC, Somerset
WVSC-FM, Somerset
WVBR, Windber
WVZE (FM), Central City

JOLIET, IL
WAJP (FM), Joliet
WCOG (FM), Cresthill
WCJS, Morris
WCJS-FM, Morris

WJOL, Joliet
WJRC, Joliet
WLLI (FM), Joliet
WTAS (FM), Crete

JOPLIN, MO
KDMO, Carthage
KFSB, Joplin
KKOY, Pittsburg KS
KKUZ (FM), Joplin
KLES, Joplin

KOYX, Joplin
KRGK (FM), Carthage
KSNV (FM), Joplin
WMBH, Joplin

KALAMAZOO, MI
WBUK, Portage
WKLZ, Kalamazoo
WKMI, Kalamazoo
WKPR, Kalamazoo

WKZO, Kalamazoo
WNNW (FM), Coldwater
WOLR (FM), Kalamazoo

KANKAKEE, IL
WBYG (FM), Kankakee

WKAN, Kankakee

KANSAS CITY, MO-KS
KBEA, Mission KS
KBK (FM), Lexington
KBEO (FM), Kansas City
KCFX (FM), Harrisonville
KCCV, Independence
KCFX-FM, Harrisonville
KCLO, Leavenworth KS
KCMO, Kansas City
KCMO-FM, Kansas City
KCNW, Fairway KS
KCXL, Kansas City
KEXS, Excelsior Springs
KFKF, Kansas City KS
KFKF-FM, Kansas City KS

KIEE (FM), Harrisonville
KJLA, Kansas City
KKCI, Liberty
KKCI-FM, Liberty
KLEX, Lexington
KLSI (FM), Kansas City
KMBR (FM), Kansas City
KMBZ, Kansas City
KPRS (FM), Kansas City
KPRT, Kansas City
KXTR (FM), Kansas City
KUDL-FM, Kansas City
KXYS (FM), Kansas City
KZZC (FM), Leavenworth KS
WDAF, Kansas City
WHB, Kansas City

KENOSHA, WI
WJZO (FM), Kenosha

WLIP, Kenosha

KILLEEN-TEMPLE, TX
KILZ, Killeen
KIXS-FM, Killeen
KOOV (FM), Copperas Cove
KPEP (FM), Temple

Gatesville
KPLE (FM), Temple
KTEM, Temple
KTON/KTON-FM, Belton

KNOXVILLE, TN
WATO, Oak Ridge
WBMK, Knoxville
WEAG, Alcoa
WETO (FM), Oak Ridge
WEZK (FM), Knoxville
WGAP, Maryville
WOKI, Knoxville
WIMZ, Knoxville
WIMZ-FM, Knoxville
WITA, Knoxville
WIVK-FM, Knoxville
WJFC, Jefferson City
WKGN, Knoxville

WJKO (FM), Jefferson City
WKKY, Knoxville
WSEV, Sevierville
WYSH, Clinton

KOKOMO, IN
WIOU, Kokomo
WSHW (FM), Frankfort

WWKI (FM), Kokomo
WZVZ (FM), Kokomo

LA CROSSE, WI
WIZM, La Crosse
WIZM-FM, La Crosse
WKTY, La Crosse

WXLR, La Crosse
WXLRFM, La Crosse
WSPL (FM), La Crosse

LAFAYETTE, LA
KDEA (FM), New Iberia
KJCB, Lafayette
KPEL, Lafayette

KSMB (FM), Lafayette
KTDY (FM), Lafayette
KVOL, Lafayette
KXKW, Lafayette

LAFAYETTE-WEST LAFAYETTE, IN
WASK, Lafayette
WASK-FM, Lafayette
WAZY (FM), Lafayette

WCFY, Lafayette
WXUS (FM), Lafayette

LAKE CHARLES, LA
KAOK, Lake Charles
KBIU (FM), Lake Charles
KEZM, Sulphur
KHLA (FM), Lake Charles

KLCL, Lake Charles
KLOU, Lake Charles
KTQQ (FM), Sulphur
KYKZ (FM), Lake Charles

LAKE COUNTY, IL
WEEF, Highland Park
WKRS, Waukegan
WNIZ, Zion
WNIZ-FM, Zion

WVXV-FM, Highland Park
WXLC (FM), Waukegan

LAKELAND-WINTER HAVEN, FL
WBAR, Bartow
WGTO, Cypress Gardens
WIP, Lake Wales
WLKF, Lakeland
WONN, Lakeland
WPCV (FM), Winter Haven

WPUL, Bartow
WSIR, Winter Haven
WTHN, Haines City
WTWB, Auburndale
WVFM (FM), Lakeland
WVAB, Lakeland
WYXY, Winter Haven

LANCASTER, PA
WDAC-FM, Lancaster
WGSA, Ephrata
WHEX, Columbia
WIOV (FM), Ephrata
WLAN, Lancaster

WLAN-FM, Lancaster
WLPA, Lancaster
WNCE (FM), Lancaster
WPDC, Elizabethtown
WRKZ (FM), Hershey

LANSING-EAST LANSING, MI
WFMK (FM), East Lansing
WGWY, Charlotte
WILS-FM, Lansing
WITL, Lansing
WITL-FM, Lansing
WJIM, Lansing

WJIM-FM, Lansing
WKLH, St. Johns
WMLL-FM, St. Johns
WMMO (FM), Charlotte
WVIC, East Lansing
WVIC-FM, East Lansing
WXLA, Dimondale

LAREDO, TX
KLAR, Laredo
KOYE-FM, Laredo
KRRG-FM, Laredo
KVOZ, Laredo

XEAS, Nuevo Laredo
XEK, Nuevo Laredo
XENU, Nuevo Laredo
XEWL, Nuevo Laredo

LAS CRUCES, NM
KASK, Las Cruces
KGRT, Las Cruces
KGRF-FM, Las Cruces

KOBE, Las Cruces
KOPE-FM, Mesilla Park

LAS VEGAS, NV
KDWN, Las Vegas
KENO, Las Vegas
KFMS (FM), Las Vegas
KITT (FM), Las Vegas
KLAY, Las Vegas
KLUC (FM), Las Vegas
KMJJ, North Las Vegas
KMZO (FM), Las Vegas

Henderson
KNUU, Las Vegas
KOMP (FM), Las Vegas
KORK, Las Vegas
KRAM, Las Vegas
KREL, Henderson
KUDO (FM), Las Vegas
KYEG, Henderson
KXTZ (FM), Henderson
KYRK (FM), Las Vegas

LAWRENCE, KS
KLWN, Lawrence

KLZR (FM), Lawrence

LAWTON, OK
KCCO, Lawton
KLAW (FM), Lawton
KMGZ-FM, Lawton

KRLG (FM), Lawton
KSWO, Lawton

LEWISTON-AUBURN, ME
WAYU (FM), Lewiston
WBLM (FM), Lewiston
WCOU, Lewiston

WKZS (FM), Auburn
WLAM, Lewiston
WRXV, Auburn

LEXINGTON-FAYETTE, KY
WBBE, Georgetown
WFMI (FM), Winchester
WJIM (FM), Versailles
WKOO (FM), Lexington
WLAP, Lexington
WNCW (FM), Paris

WNVL, Nicholasville
WRMA (FM), Georgetown
WRZP, Paris
WTKC, Lexington
WVLL, Lexington
WVLLK-FM, Lexington
WVWKY, Winchester

LIMA, OH
WAXC (FM), Wapakoneta
WCF, Lima
WDOH (FM), Delphos

WIMA, Lima
WIMT (FM), Lima
WTKI (FM), Celina
WLSR (FM), Lima

LINCOLN, NE
KECK, Lincoln
KFMO (FM), Lincoln
KFOR, Lincoln
KFRX (FM), Lincoln
KHAT (FM), Lincoln

KLIN, Lincoln
KLIN-FM, Lincoln
KLMS, Lincoln
KSRD (FM), Seward
KXSS (FM), Lincoln

LITTLE ROCK-NORTH LITTLE ROCK, AR
KAAV, Little Rock
KAKI (FM), Benton
KARN, Little Rock
KAUL, Little Rock
KBBA, Benton
KBOT, Cabot
KBOX, North Little Rock
KCON, Conway
KELC, England
KEZO (FM), Jacksonville
KGGK, Benton
KIEL, Jacksonville

Little Rock
Little Rock
KKYK (FM), Little Rock
KLAZ/KLAZ-FM, Little Rock
KLPO (FM), Little Rock
KLRA, Little Rock
KMLX (FM), Conway
KSOH, Little Rock
KSSN (FM), Little Rock
KTOD, Conway

LONGVIEW, TX
KCUL, Marshall
KEES, Gladewater
KFRO, Longview
KKTJ (FM), Kilgore
KLUE, Longview

KMHT, Marshall
KMHT-FM, Marshall
KNIF (FM), Gilmer
KOCA, Kilgore
KYKX (FM), Longview

LORAIN-ELYRIA, OH
WBEA, Elyria
WEOL, Elyria
WOBL, Oberlin

WRKG, Lorain
WZLE (FM), Lorain

LOS ANGELES-LONG BEACH, CA
KABC, Los Angeles
KACE, Inglewood
KALL, San Gabriel
KAVL, Lancaster
KBIG (FM), Los Angeles
KBOB (FM), West Covina
KBAT, Avalon
KBAT, Santa Monica
KEZY, Anaheim
KEZY-FM, Anaheim
KFAC/KFAC-FM, Los Angeles
KFI, Los Angeles
KFOX (FM), Redondo Beach
KFRW, Los Angeles
KGER, Long Beach
KGFJ, Los Angeles
KGLL, San Fernando
KGLL-FM, San Fernando
KGRB, West Covina
KHJ, Los Angeles
KHTZ (FM), Los Angeles
KIEV, Glendale
KIIS, Los Angeles
KIIS-FM, Los Angeles
KIKF (FM), Garden Grove
KIQQ (FM), Los Angeles
KJLH (FM), Compton
KJUI (FM), Los Angeles
KKGQ (FM), Los Angeles
KKHR (FM), Los Angeles

KKZZ (FM), Lancaster
KLAC, Los Angeles
KLOS (FM), Los Angeles
KLVE (FM), Los Angeles
KMAX (FM), Arcadia
KMET (FM), Los Angeles
KMGG (FM), Los Angeles
KMPC, Long Beach
KNAC, Long Beach
KNOB (FM), Long Beach
KNX, Los Angeles
KOCM (FM), Newport Beach
KOST (FM), Los Angeles
KOTL, Los Angeles
KOTE, Lancaster
KPPC, Pasadena
KRLA, Pasadena
KROC, Burbank
KROQ-FM, Pasadena
KRTH (FM), Los Angeles
KRUZ (FM), Santa Barbara
KSKO, Los Angeles
KSFR (FM), Santa Monica
KTNO, Los Angeles
KTSJ, Pomona
KTYM, Inglewood
KUTE (FM), Glendale
KUTY, Palmdale
KWKW, Pasadena
KWOW, Pomona
KZLA-FM, Los Angeles
XETRA, San Diego

LOUISVILLE, KY-IN
WAKY, Louisville
WAMZ (FM), Louisville
WAVE, Louisville
WVND, Shelbyville
WCII, Louisville
WFLA, Louisville
WHAS, Louisville
WINN, Louisville
WJDW, Corydon
WJYL (FM), Jeffersontown
WKJJ-FM, Louisville
WLOU, Louisville

WLRS (FM), Louisville
WOBNS, New Albany IN
WOMF (FM), Jeffersonville IN
WRKA (FM), St. Matthews
WTMT, Louisville
WVEZ (FM), Louisville
WXLN (FM), Louisville
WXXV, Louisville
WXXV-FM, Jeffersonville IN

LUBBOCK, TX
KBBL, Lubbock
KCAS, Slaton
KEND, Lubbock
KFMX (FM), Lubbock
KFYO, Lubbock
KJAK (FM), Slaton
KLFB, Lubbock
KLLL-FM, Lubbock

KRLB, Lubbock
KRLB-FM, Lubbock
KRUX (FM), Lubbock
KSEL, Lubbock
KSEL-FM, Lubbock
KTEZ (FM), Lubbock
KWAZ, Lubbock

LYNCHBURG, VA
WAMV/WCNV (FM), Amherst
WBRG, Lynchburg
WGOL (FM), Lynchburg
WJJS (FM), Lynchburg
WKDE, Altavista
WKDE-FM, Altavista

WKZZ (FM), Lynchburg
WLGW, Lynchburg
WLLL, Lynchburg
WLVA, Lynchburg
WODI, Brookneal
WWOD, Lynchburg
WXLK (FM), Roanoke

MACON, GA
WAYS (FM), Macon
WBML, Macon
WCOP, Warner Robins
WDDO, Macon
WDEN-FM, Macon
WIBB, Macon
WMAZ, Macon
WNEK, Macon

WPEZ (FM), Macon
WPTC, Macon
WPGA, Perry
WPGA-FM, Perry
WRBN, Warner Robins
WRBN-FM, Warner Robins

MADISON, WI
WERU, Sun Prairie
WHIT, Madison
WIBA, Madison
WIBA-FM, Madison
WMAD (FM), Sun Prairie

WMGN (FM), Madison
WDY, Madison
WTSO, Madison
WWOM-FM, Middleton
WZEE (FM), Madison

MANCHESTER-NASHUA, NH
WFEA, Manchester
WGR, Manchester
WGR-FM, Manchester
WKBR, Manchester
WLYT (FM), Haverhill MA
WOTW, Nashua

WOTW-FM, Nashua
WSMN, Nashua
WMDK (FM), Peterborough
WRPT, Peterborough
WRPT-FM, Peterborough
WZEE (FM), Manchester

MANSFIELD, OH
WCLW, Mansfield
WCLW-FM, Mansfield
WMAN, Mansfield

WNGO-FM, Ashland
WVNO (FM), Mansfield

CALIFORNIA

Los Angeles—cont

KIQQ (FM)

KIQQ

1948
LOS ANGELES



Media Code 4 205 3379 8.00 Mid 008610-000
The Outlet Co.
6430 Sunset Blvd., Hollywood, CA 90028. Phone 213-469-1631. Sales 464-5388.

PROGRAMMING DESCRIPTION

KIQQ (FM): Contemporary; current hits and past hits. Contact Representative for further details. Rec'd 12/14/73.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—George Wilson.
General Sales Manager—Tom Mosher.
Program Director—Paula Matthews.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 5,100 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,060 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12, 13h, 14h.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 28b, 28c, 30.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KJOI (FM)

1954
LOS ANGELES



Media Code 4 205 3383 3.00 Mid 008611-000
Noble Multimedia Communications
2555 Briarcrest Rd., Beverly Hills, CA 90210. Phone 213-278-5990.

- REPRESENTATIVES**
Major Radio Sales.
Rates have been temporarily withdrawn by station.

KKGO (FM)

1958
LOS ANGELES

Media Code 4 205 3384 6.00 Mid 008612-000
Mt. Wilson FM Broadcasters, Inc.
10880 Wilshire Blvd., Los Angeles, CA 90024. Phone 213-475-9494.

- REPRESENTATIVES**
Rosin Radio Sales.
Rates have been temporarily withdrawn by station.

KKHR (FM)

1948
LOS ANGELES

CBS-FM NATIONAL SALES



A CBS Owned Station

Media Code 4 205 3387 9.00 Mid 008619-000
CBS Radio, a div. of CBS, Inc.
6121 Sunset Blvd., Los Angeles, CA 90028. Phone 213-460-3203.

PROGRAMMING DESCRIPTION

KKHR (FM): Programmed for mass appeal. MUSIC: Contemporary hit. Contact Representative for further details. Rec'd 8/1/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert L. Nelson.
General Sales Manager—Miles Sexton.
National Sales Manager—Michael Sonberg.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 54,000 w.; 93.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,870 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; 15th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. services: 80, 81, 82.
AM facilities: KNX.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLAC

1924
LOS ANGELES



EASTMAN RADIO, INC.



Media Code 4 205 3390 3.00 Mid 008613-000
Capital Cities Communications
4000 W. Alameda Ave., Box 7806, Burbank, CA 91510.
Phone 818-842-0500.

PROGRAMMING DESCRIPTION

KLAC: Programmed for adults. MUSIC: Country's top hits; live AIR PERSONALITIES handle all segments. NEWS: local coverage at :60 am-6 pm; sports & news at :30 in drivetimes. SPORTS: Lakers basketball, Indy 500 & Long Beach Grand Prix coverage. COMMERCIAL POLICY: 14 units per hr maximum. Contact Representative for further details. Rec'd 1/14/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Verners J. Ore.
General Sales Manager—Desmond Phelan.
Operations Manager—Bill Mayne.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days, 5,000 w. nights; 570 khz, Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 net time. Bills payable as rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 24a, 24b, 28c.
Contracts: 40c, 45.
Comb.: Cont. Discounts: 60b, 60c, 60i, 61a, 62a.
Cancellation: 70a, 70e, 71a, 73b.
Rates are guaranteed for 13 weeks from effective date of any increase, provided that advertising equalling weekly expenditure of 350.00 is actually running at time of effective date of increase, & provided that the broadcasts continue without interruption during rate protection period.
FM facilities KZLA-FM.
Affiliated with Eastman Radio Network.
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



AN ABC OWNED RADIO STATION

KLOS (FM)

1957
LOS ANGELES



Katz Radio



Media Code 4 205 3405 9.00 Mid 008614-000
American Broadcasting Company
3321 S. LaCienega Blvd., Los Angeles, CA 90016. Phone 213-557-7000, TWX910-340-7068.

PROGRAMMING DESCRIPTION

KLOS (FM): Programmed to general young adults 18-34. MUSIC: album oriented rock albums & hit singles; tele/talk show Sun 5-9 am, Mon 1-5:30 am. Contact Representative for further details. Rec'd 10/4/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bill Sommers.
General Sales Manager—Simon T.
Sales Manager—Kevin McCarthy.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 63,100 w. (horiz.), 63,100 (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,129 ft. above average terrain.

- GENERAL ADVERTISING See coded regulations**
General: 2a.
Rates Protection: 30 days, 15e.
Basic Rates: 20a, 31.
Comb.: Cont. Discounts: 60k.
Cancellation: 70e, 71a, 72, 73a.
Affiliated with ABC Rock Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
No. 19 Eff 10/1/83—Rev. 2/6/84—Rec'd 2/8/84.
AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat & Sun 8 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-1 am.
B—Mon thru Sun 1-5 am.
 - SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
AAA	405	395	385	345	335	325		
AA	295	285	275	250	240	230		
A	220	210	200	185	175	165		

B: Flat 50.00.

(A)

KLVE (FM)

1959
LOS ANGELES

CABALLERO
SPANISH RADIO

Media Code 4 205 3412 5.00 Mid 008615-000
Klove Radio Broadcasting, Inc.
5724 Hollywood Blvd., Hollywood, CA 90028. Phone 213-465-3171.

PROGRAMMING DESCRIPTION

KLVE (FM): Programmed for young adults & housewives. MUSIC: Current hits both singles & albums mixed with selected vocal & instrumental gold hits. NEWS: Emphasis on local news & sports. SPORTS: Local, nat'l & internat'l events; play-by-play live broadcast of major league baseball. Play-by-play live broadcast of professional football. Contact Representative for further details. Rec'd 5/24/84.

- PERSONNEL**
General Manager—Elias Liberman.
General Sales Manager—Julio Liberman.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
ERP 34,000 w. (horiz.), 34,000 w. (vert.), circular polarized; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5,800 ft. above sea level.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Rates include translation from English to Spanish.
AM facilities: KTNQ.
Affiliated with Caballero Radio Network.
Sold in combination with KTNQ. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.



KMET (FM)

1961
LOS ANGELES



A Metromedia Station

Media Code 4 205 3420 8.00 Mid 008616-000
Metromedia Stereo, Division of Metromedia, Inc.
5746 Sunset Blvd., Los Angeles, CA 90028. Phone 213-464-5638.

PROGRAMMING DESCRIPTION

KMET (FM): Programmed to general young adult 18-34 audience. MUSIC: contemporary popular albums & hit singles. AIR PERSONALITIES handle all segments. Emphasis on community involvement & public affairs. NEWS: AM drive, 5 min at :60; 10 min at 6 a. Washington news office plus correspondents. Tele/talk Show Sat 7-9 am. COMMERCIAL POLICY: 9 min per hour, 10 units. Contact Representative for further details. Rec'd 7/11/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Howard Bloom.
Program Director—Mike Harrison.
General Sales Manager—Karen Sanchez.
Local Sales Manager—Ms. Nancy Leichter.
- REPRESENTATIVES**
Selcom Radio, Inc.

- FACILITIES**
ERP 58,000 w. (horiz.), 58,000 w. (vert.); 94.7 mhz. Quadraphonic.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,835 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time. Bills payable as rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 4a, 4d, 5.
Basic Rates: 20a, 23a.
Comb.: Cont. Discounts: 60k.
Cancellation: 70e.
Rates are guaranteed for 13 weeks from effective date of any increase in the rates, provided that advertising equalling a weekly expenditure of 350.00 is actually running at the time of effective date of increase, and that broadcasts continue without interruption during rate protection period.
Affiliated with NBC—The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

LA's Magic
106 FM

KMGG (FM)

1956
LOS ANGELES

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 205 3435 6.00 Mid 008624-000
Emmis Broadcasting Corporation
Suite 418, 6430 W. Sunset Blvd., Los Angeles, CA 90028.
Phone 213-467-1224.

PROGRAMMING DESCRIPTION

KMGG (FM): Programmed for 18-49. MUSIC: Easy Rock, Oldies & currents. NEWS: news & traffic in drive times; PERSONALITY in AM drive, emphasis on music. Contact Representative for further details. Rec'd 5/31/83.

- PERSONNEL**
President—Jeff Smulyan.
Vice-Pres. & Gen'l Mgr.—Doyle L. Rose.
General Sales Manager—Paulette Williams.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 72,000 w. (horiz.), 72,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,000 ft. above sea level.
- AGENCY COMMISSION**
15/0; payable 10 days following invoice date.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4c, 4d, 5, 6a, 7b, 8.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24b, 28a, 28c, 29a.
Contracts: 40c, 41, 44a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60c, 60g, 61c.
Cancellation: 70d, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with RKO Radio Networks.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KMPC

1927
LOS ANGELES

Selcom radio
Broadcast Representatives



GOLDEN WEST BROADCASTERS, INC.



Media Code 4 205 3450 8.00 Mid 008617-000
KMPC-Golden West Broadcasters
5858 Sunset Blvd., Box 710, Los Angeles, CA 90078.
Phone 213-460-5672.

PROGRAMMING DESCRIPTION

KMPC: Programmed for adults 25-54. MUSIC: MOR "Unforgettables" featuring best of 40's-70's; big bands & selected current vocals & ballads. NEWS: extensive news & traffic coverage featuring airplane, mobile units & wire services. SPORTS: live play-by-play Angels baseball, Rams football, UCLA Bruins college football & basketball. Contact Representative for further details. Rec'd 11/29/82.

- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
50,000 w.; 640 khz. Non-directional. 1A clear channel.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0; bills payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 24c, 26.
Contracts: 40c, 41, 42a, 43, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60e, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: KOST (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFWB
KFWB NEWS 98
1926
LOS ANGELES
GROUP
Westinghouse Broadcasting and Cable, Inc.



Media Code 4 205 3210 3.00 Mid 008604-000
Westinghouse Broadcasting & Cable Company, Inc.
6230 Yucca St., Los Angeles, CA 90028. Phone 213-462-5392, TWX, 910-321-0466.

PROGRAMMING DESCRIPTION

KFWB: All news; local staff of 51 newscasters, 9 mobile units; corporate nat'l & internat'l service with Washington news bureau foreign service, corporate commentators; regular features include sports & features, traffic reports, entertainment reviews, investigative documentary reports, editorials, weather reports. Contact Representative for further details. Rec'd 3/21/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David Graves.
Station Manager—Erie Younker.
National Sales Manager—William (Bill) Reitz.

- 2. REPRESENTATIVES**
Blair/RAR, Inc.

- 3. FACILITIES**
5,000 w.; 980 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**
15/0; time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 14e.
Basic Rates: 20b, 24b, 24c, 33d.
Contracts: 40c, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i.
Cancellation: 70a, 70c, 71a, 73a.
Announcement schedules accepted by station subject to change within same rate classifications.
Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast.
Time sold under WB & CC standard terms and conditions printed on WB & CC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies will be binding on station. Subject to short-rate to current rate card.

POLITICAL
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Rules and Regulations appertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both federal and state.
Station reserves the right to limit the number of spots which it will sell to any one class of candidates and to determine the political contests for which it will accept spot schedules.

Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGFJ
1928
LOS ANGELES
NRBA

Media Code 4 205 3270 7.00 Mid 008605-000
Inner City Broadcasting Corp. of Los Angeles
1989 Riverside Dr., Los Angeles, CA 90039. Phone 213-669-1000.

- 2. REPRESENTATIVES**
Masia Radio.
Rates have been temporarily withdrawn by station.

KGIL-FM



1958
SAN FERNANDO



(This is a paid duplicate of the listing under Los Angeles Urban Area, California.)

Media Code 4 205 3855 5.00 Mid 030448-000
Buckley Communications, Inc.
14800 Lassen St., Box 1260, Mission Hills, CA 91345.
Phone 213-894-9191, 877-3466.

PROGRAMMING DESCRIPTION
KGIL-FM: Programmed for young adults. MUSIC: Easy Rock Adult Contemporary featuring hits of today plus soft recurrences & hits from past. NEWS: AM drive at .20. Contact Representative for further details. Rec'd 7/22/83.

- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr. (West. Reg'n'l Supvr.)—Stanley G. Warwick.
Prog. & Music Dir.—Mike Lundy.
General Sales Manager—Richard F. (Dick) McGeary.

- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 80 ft. below average terrain.

- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KHJ



1922
LOS ANGELES



Media Code 4 205 3330 9.00 Mid 008606-000
KHJ Radio
5515 Melrose Ave., Hollywood, CA 90038. Phone 213-462-2133, Telex, 9103214491.

PROGRAMMING DESCRIPTION
KHJ: Programmed mass appeal targeted to adults 25-54. MUSIC: Contemporary Hit Radio. NEWS: at 80, emphasis on in depth traffic reports 6x/hrly. Contact Representative for further details. Rec'd 8/28/84.

- 1. PERSONNEL**
Vice Pres. & Gen'l Mgr.—Ron C. Thompson.
General Sales Manager—Jeff Peck.

- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.

- 3. FACILITIES**
5,000 w.; 930 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60d, 60f.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with Satellite Music Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

SRDS publications
are designed with you,
the user, in mind. If you
have ideas, suggestions,
or questions about this
publication, please call
or write the Editor.
We welcome your input.

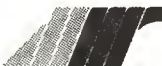
KHTZ (FM)



1954
LOS ANGELES



Greater Media Station



MAJOR MARKET RADIO SALES

Mass Appeal/Adult Contemporary



Media Code 4 205 3363 0.00 Mid 008608-000
Greater Los Angeles Radio Station, Inc.
3580 Wilshire Blvd., Los Angeles, CA 90010. Phone 213-383-4222.

PROGRAMMING DESCRIPTION
KHTZ (FM): Programmed for mass appeal & foreground contemporary for adults 18-54; elements that make up programming are information, talent & music. Contact Representative for further details. Rec'd 6/29/82..

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert K. Moore.
Gen'l & Nat'l Sales Mgr.—Jim Freeman.
Local Sales Manager—Gayle Halebian.

- 2. REPRESENTATIVES**
Major Market Radio Sales.

- 3. FACILITIES**
ERP 55,000 w. circular polarized, 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 770 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 81c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KIEV

1931
GLENDALE
A Beaton Station

(This is a paid duplicate of the listing under Los Angeles Urban Area, California.)

Media Code 4 205 3367 1.00 Mid 008638-000
Southern California Broadcasting Co.
104 N. Glendale Ave., Glendale, CA 91206. Phone 213-245-2388.

Remote Studio
Arco Plaza, 505 S. Flower St., Los Angeles, CA 90071.

PROGRAMMING DESCRIPTION
KIEV: Programmed for 25-55 age group. TALK: programs daily with AIR PERSONALITIES. NEWS: stock market reports 2x daily M-S; UPI audio plus local & mobile coverage. SPORTS: network daily plus horse race programs direct from local tracks; college football; pro basketball, LA Clippers. Contact Representative for further details. Rec'd 11/9/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—William J. Beaton.
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.
National Sales Manager—Fred S. Beaton.

- 2. REPRESENTATIVES**
Roslin Radio Sales.

- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 870 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Program contracts subject to cancellation on 14 days prior written notice.

TIME RATES

Eff. Rec'd 11/21/84.

- 6. SPOT ANNOUNCEMENTS**
- | | | |
|---------------|-------|--------|
| | 1 min | 30 sec |
| 6 am-8 pm | 150 | 110 |
| 8 pm-midnight | 100 | 75 |
| Midnight-6 am | 75 | 45 |

- 8. PROGRAM TIME RATES**
- | | | | | |
|--------|------|--------|--------|-------|
| BLOCK: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
| Ea | 900 | 450 | 300 | 200 |

KIIS

(formerly KPRZ)
1927
LOS ANGELES



A Gannett Broadcasting Group Station

Media Code 4 205 3369 7.00 Mid 008621-000
1150 Corp.
6255 Sunset Blvd., Los Angeles, CA 90028. Phone 213-466-8381.

PROGRAMMING DESCRIPTION
KIIS: Programmed for adults 18-49. MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 12/21/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Wally Clark.
Vice-Pres. & Gen'l Sales Mgr.—Lynn Anderson-Powell.
National Sales Manager—David Urbach.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
5,000 w.; 1150 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**
15% time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24c, 28a, 29a.
Contracts: 40c, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 61i, 62a, 62b.
Cancellation: 70a, 70c.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KIIS-FM



1948
LOS ANGELES



McGAVREN GUILD RADIO

Gannett Broadcasting Group



Media Code 4 205 3376 2.00 Mid 008609-000
1150 Corp.
6255 Sunset Blvd., Los Angeles, CA 90028. Phone 213-466-8381.

PROGRAMMING DESCRIPTION
KIIS-FM: Programmed for adults 18-49. MUSIC: contemporary hit, featuring identifiable AIR PERSONALITIES; highlighting information, community involvement & promotion. NEWS: news staff emphasizing local coverage in conjunction with network, nat'l news, wire service & news bureau audio. FEATURES: "Weekly Top Forty" Show, forum, file & life style reports. COMMERCIAL POLICY: 10 units per hr. Contact Representative for further details. Rec'd 10/19/83.

- 1. PERSONNEL**
Pres./Gen'l Mgr.—Wally Clark.
Vice-Pres. & Gen'l Sales Mgr.—Lynn Anderson-Powell.
National Sales Manager—David Urbach.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
ERP 8,300 w.; 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,790 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24c, 28a, 29a.
Contracts: 40c, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73b.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

CALIFORNIA

Los Angeles—cont

KALI

1950
SAN GABRIEL

Mid 006628-000
5723 Melrose Ave., Hollywood, CA 90038. Phone 213-466-6161.
See listing under city of license.

KBIG (FM)

1959
LOS ANGELES



Torbet Radio

ndb **RAB** **NRBA**

Media Code 4 205 3060 2.00 Mid 008601-000
A Division of Bonneville International Corp.
7755 Sunset Blvd., Los Angeles, CA 90046. Phone 213-874-7700.

PROGRAMMING DESCRIPTION

KBIG (FM): Programmed for adults 25-54. MUSIC: hit vocals of past 25 yrs & popular & stnd selections, basically instrumental. NEWS: 20x/daily (every 1/2 hr 6-9 am). Contact Representative for further details. Rec'd 5/27/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jack Adamson.
General Sales Manager—Jeff Johnson.
Vice-Pres. Programming—Rob Edwards.

2. REPRESENTATIVES

Torbet Radio, Inc

3. FACILITIES

ERP 105,000 w. (horiz.), 105,000 w. (vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht: 5,800 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5.
Basic Rates: 20a, 24c, 25a, 28c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81.
Consult station for acceptance policy on piggy back and 30/30.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KDAY

1580-KDAY

1947
SANTA MONICA

Black

NRBA

A Rollins Group Station

(This is a paid duplicate of the listing under Los Angeles Urban Area, California.)

Media Code 4 205 3780 5.00 Mid 008631-000
Rollins Broadcasting of Delaware, Inc.
1700 N. Alvarado, Los Angeles, CA 90026. Phone 213-665-1105., TWX, 910-321-3026.

PROGRAMMING DESCRIPTION

KDAY: MUSIC: R & B, featuring top R & B hit singles and lp's, presented by black personalities. NEWS: local and network. Contact Representative for further details. Rec'd 3/12/74.

1. PERSONNEL

Vice-Pres. Radio, Rollins, Inc.—Bill Jaeger.
General Manager—Edward J. Kerby.
Sales Manager—Robert Carter.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

50,000 w.; 1580 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28c, 31, 32b, 33d.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

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801/355-4641



Charles Vais
Continental Terrace West
2701 Alcott, Suite 464
Denver, Colorado 80211
303/455-4111

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D)

KFAC

1931
LOS ANGELES

KFAC-FM

1948
LOS ANGELES



McGAVREN GUILD RADIO



Media Code 4 205 3150 1.00 Mid 008602-000
ASI Communications, Inc.
6735 Yucca St., Los Angeles, CA 90028. Phone 213-466-9566.

PROGRAMMING DESCRIPTION

KFAC: MUSIC: Classical Albums presented by PERSONALITIES; light & popular classical; local, reg'l & nat'l live concerts. NEWS: network & local; fine arts community news. KFAC-FM: MUSIC: Serious & Traditional Classical. Contact Representative for further details. Rec'd 7/24/78.

1. PERSONNEL

President—George R. Fritzinger.
Exec. Vice-Pres. & Gen'l Sls Mgr.—Edward Argow.
National Sales Manager—Susan Wallace.
Vice Pres./Pro—Carl Princi.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.; 1330 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
FM-ERP 55,000 w.; 92.3 mhz.
Operating schedule: Same as AM. PST.
Antenna ht.: 2,835 ft. above average terrain.
Simulcast 7 pm-6 am, 9-10 am & noon-1 pm.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14d.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 44a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 42 Eff 7/1/84—Rec'd 5/11/84.

AA—Mon thru Sat 5-10 am, 3-8 pm; Sat 5 am-8 pm; Sun 9 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Mon thru Fri 10 am-3 pm; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

	AA	A
High Range	260	208 230 184
Low Range	145	116 125 100

Fixed position, extra 20.00.

Narrowing of time periods take High Range Grid.

8. PROGRAM TIME RATES

	1 hr	1/2 hr
Sun 6 am-noon	1500	800
All other times	1900	1000

	AA	A
PER WK:	1 11 5 11 10 11	1 11 5 11 10 11
5 min	300 275 250 270 250 230	270 250 230

PROGRAM DISCOUNT

26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
Executive Report—5 min rotating 7:05 am, 5:05 & 6:05 pm, incl open & close plus 1 1-min spot.
PER WK: 1 11 5 11 10 11
Ea 345 320 295
Vignettes:
A Word on Travel, 270.00.
A Word on the 7 Arts, 280.00.
A Word on Books, 280.00.
A Word on Food & Wine, 270.00.

KFI

KFI RADIO
KFI 640

1922
LOS ANGELES



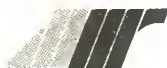
Media Code 4 205 3180 8.00 Mid 008603-000
Cox Broadcasting Corp.
610 S. Ardmore Ave., Los Angeles, CA 90005. Phone 213-385-0101. TWX, 910-321-3570.

PROGRAMMING DESCRIPTION

KFI: Programmed for 18-49 audience. MUSIC: adult contemporary, mass appeal presented by top personalities, with emphasis on lightly directed information & entertainment. NEWS: at 6:0 & 3:30 AM drive; at noon & 5:55 pm, 5 min ea; air traffic reports in am/pm drive. Community involvement & promotion integrated as formative elements all dayparts. Contact Representative for further details. Rec'd 3/10/80.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Don Dalton.
General Sales Manager—Howard E. Neal.

KRQK (FM)1979
LOMPOC

MAJOR MARKET RADIO SALES

Media Code 4 205 2850 7.00 Mid 008599-000
Sunshine Wireless Company of California
516 North H St., Lompoc, CA 93436. Phone 805-736-5656, Santa Maria, 805-925-0112.**PROGRAMMING DESCRIPTION**

KRQK (FM): Programmed for mass audience appeal, adults 18+. MUSIC: contemporary popular hits of today & past 10 yrs. PERSONALITIES handle all segments. NEWS: 2-min network lifestyle & human interest news at :58; local newscasts AM/PM drive & at noon. FEATURES: live on-location broadcasts; constant promotions. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNELPres. & Gen'l Mgr—Andrew Reimer.
Operations Manager—Ken Burke.
Traffic & Continuity—Ida Henry.**2. REPRESENTATIVES**

Major Market Radio Sales.

3. FACILITIESERP 510 w. (horiz.); 510 w. (vert.) 100.9 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 800 ft. above average terrain.**4. AGENCY COMMISSION**

15%; payable when rendered or 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 5, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60h, 60j, 60k, 61c, 62d, 62e.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 60, 61, 62.
AM facilities: KLLB.
Affiliated with MBS.**TIME RATES**No. 4 Eff 8/1/83—Rec'd 5/29/84.
AAAA—Mon thru Fri 6-10 am; Sat/Sun 10 am-7 pm.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.
A—Mon thru Sun 7 pm-1 am.
B—Mon thru Sun 1-6 am.**6. SPOT ANNOUNCEMENTS**

1 MINUTE

GRID:	I	II	III	IV	V
AAAA	36	32	28	25	22
AAA	29	26	24	22	20
AA	27	24	22	20	18
A	22	20	18	17	16
B	10	9	8	7	6

30 SECONDS

AAAA	28	25	22	20	18
AAA	23	21	19	18	16
AA	21	19	17	16	15
A	18	16	14	14	12
B	8	8	7	6	5

7. PACKAGE PLANS

TAP 1—6 AM-7 PM, 7 DAY ROTATION

GRID:	1 min				30 sec			
	20 ti	30 ti	40 ti	20 ti	30 ti	40 ti	20 ti	
I	28	26	25	22	21	20	18	
II	26	23	22	21	18	17	15	
III	23	20	19	18	16	15	13	
IV	20	18	17	16	14	13	11	
V	18	16	14	14	13	12	10	

TAP 2—6-1 AM

I	24	23	22	19	18	17
II	22	21	20	18	17	16
III	20	19	18	16	15	14
IV	18	17	16	14	13	12
V	16	15	14	13	12	11

5 day rotation, extra 10%.

KROK (FM)/KLLB COMBINATION

KROK (FM) rate plus 5.00 for 30-sec; 7.00 for 1-min.

(D)

KXCC (FM)(formerly KLPC (FM))
1968
LOMPOCMedia Code 4 205 2880 4.00 Mid 008596-000
Golden Coast Broadcasting, Inc.
111 S. I St., Lompoc, CA 93436. Phone 805-735-7656.
1 min rate 1x: 8.00.**STATION IDENTIFICATION**

Every station's programming is different. Find out **how** it's different from the Programming Description at the top of the station's listing. If there's no description there, let the station or its rep know how useful it would be to you.

R

Long BeachLos Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.**See Los Angeles Urban Area**

M.O.R.

KNOB FM98

Transmitting from Long Beach

SEE OUR LISTING UNDER L.A. URBAN AREA

KNOB (FM)1949
LONG BEACH

Mid 008644-000

See listing under city of license.

Los AltosSanta Clara County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**See San Jose**

(including Fremont, Los Altos, Santa Clara)

Keep informed. Consult the most current SRDS Issue for your facts in planning and buying. As you know, each new issue contains additions, deletions, changes and updates. Being misinformed can prove costly. Use the latest SRDS edition for profitable results.

And when you're looking for that something extra, read the SRDS Service-Ads. They supply you with a broader range of information you can use along with the SRDS listings. Look to the Service-Ads to aid you in efficient, informed decision making.

Los Angeles (and) Los Angeles Urban Area

STATIONS IN LOS ANGELES:

KABC	KLAC
KBIG (FM)	KLOS (FM)
KFAC, KFAC-FM	KLVE (FM)
KFI	KMET (FM)
KFWB	KMGG (FM)
KGFJ	KMPC
KNX	KNX
KHTZ (FM)	KOST (FM)
KIIS-FM	KPRZ
KIOO (FM)	KRTH (FM)
KJOI (FM)	KSKO
KKGO (FM)	KTNO
KKHR (FM)	KZLA-FM

STATIONS IN LOS ANGELES URBAN AREA:

Los Angeles Urban Area stations are listed immediately following the listings for Los Angeles stations.

KACE, Inglewood
KAL, San Gabriel
KBOB (FM), West Covina
KBRT, Avalon
KDAY, Santa Monica
KEZY, Anaheim
KEZY-FM, Anaheim
KFOX (FM), Redondo Beach
KGER, Long Beach
KGIL, San Fernando
KGIL-FM, San Fernando
KGRB, West Covina
KIEV, Glendale
KIKF (FM), Garden Grove
KJLH (FM), Compton
KMAX (FM), Arcadia
KNAC, Long Beach
KNOB (FM), Long Beach
KNSE, Ontario
KNTF-FM, Ontario
KOCM (FM), Newport Beach
KPPC, Pasadena
KRLA, Pasadena
KROO, Burbank
KROO-FM, Pasadena
KSRF (FM), Santa Monica
KTSJ, Pomona
KTYM, Inglewood
KUTE (FM), Glendale
KWIZ, Santa Ana
KWIZ-FM, Santa Ana
KWKW, Pasadena
KWQW, Pomona
KYMS (FM), Santa Ana

Los AngelesLos Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

KABC

KABC TALKRADIO 791929
LOS ANGELES**Katz Radio**Media Code 4 205 2910 9.00 Mid 008600-000
American Broadcasting Co., A Division of American Broadcasting Companies, Inc.
3321 S. LaCienega Blvd., Los Angeles, CA 90016. Phone 213-557-7900**PROGRAMMING DESCRIPTION**

KABC: Programmed for adults 25-54. Highly directed tele/talk, news, sports format. 4 hr AM personality show 5-9 am with local, nat'l, network news, sports, financial & commentary. Network & local news at :60. Tele/talk shows 9 am-1 pm topical, 1-2 pm talk/psychology, 4-7 pm sportstalk, 7-9 pm contemporary lifestyle, 9 pm-12M topical, 12M-5 am topical. SPORTS: play-by-play Dodger baseball. Editorials. Contact Representative for further details. Rec'd 7/30/84.

1. PERSONNELGeneral Manager—George Green.
General Sales Manager—Cliff Levine.
Sales Manager—Pat Duffy.**2. REPRESENTATIVES**

Katz Radio.

3. FACILITIES5,000 w.; 790 khz. Directional nights.
Operating schedule: 24 hours daily, PST.**4. AGENCY COMMISSION**

15/0 rates shown; payable when rendered.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 15e.
Basic Rates: 20b, 22a, 24a, 25a, 27, 28a, 29a, 30.
Contracts: 40b, 42a, 44b, 45, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a.
Affiliated with ABC Information Radio Network.
Affiliated with Talkradio Network.
Affiliated with Katz Radio Network**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

SRDS LISTINGS TELL YOU HOW TO BUY.

SRDS MEDIA ADS TELL YOU WHAT TO BUY ... and WHY!

How one medium
is distinguished
from its
contemporaries
in content
in coverage
in advertising
in cost and value

CALIFORNIA

Lancaster-Palmdale—cont KUTY—cont

- 3. FACILITIES**
5,000 w. days, 500 w. nights; 1470 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 29b, 30.
Contracts: 40a, 44a, 44b, 46, 47c, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60k.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 82.
Affiliated with Music Country Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Lemoore

Kings County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KJOP

1963
LEMOORE

Mid 008590-000

See SRDS Spot Radio Small Markets Edition.

KQIQ

1960
LEMOORE

Mid 062591-000

See SRDS Spot Radio Small Markets Edition.

KQYZ (FM)

1981
LEMOORE

Mid 035516-000

See SRDS Spot Radio Small Markets Edition.

Livermore

Alameda County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KKIQ (FM)

1968
LIVERMORE



Media Code 4 205 2665 9.00 Mid 008592-000
Tri-Valley Broadcasters Inc.
1603 Barcelona St., Livermore, CA 94550. Phone 415-455-4500.

PROGRAMMING DESCRIPTION
KKIQ (FM): Programmed for adults 25-49. MUSIC: Adult contemporary with heavy emphasis on local news.ite news. Rec'd 1/24/85.

- 1. PERSONNEL**
President—Helen L. Pedotti.
General Manager—Greg Everett.
Operations Manager—Toni Everett.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15c, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 28b, 28c, 29a, 33c.
Contracts: 40c, 43, 44a, 45, 46, 47c, 48, 51a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 1/24/85.
AAA—Mon thru Sat 6-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—Mon thru Sat 8 pm-midnight.

- 7. PACKAGE PLANS**
- | PER WK, 1 MIN: | AAA | AA | A |
|----------------|-----|----|----|
| 12 ti | 31 | 28 | 23 |
| 24 ti | 30 | 27 | 22 |
| 36 ti | 29 | 26 | 21 |

Lodi

San Joaquin County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KCVR

1946
LODI

CABALLERO SPANISH RADIO



Media Code 4 205 2700 4.00 Mid 008593-000
Steve Snell, B. Floyd Farr, Mardikians, KCVR Radio
19250 N. Lower Sacramento Rd., Box 600, Lodi, CA
95241. Phone 209-368-0626, Sacramento, 916-444-
0626, Stockton, 209-466-0626.

PROGRAMMING DESCRIPTION
KCVR: Spanish language programming. General for Spanish speaking with 6 AIR PERSONALITIES & news staff, MUSIC: Popular Latin American mostly by request; provides listeners with toll free telephone request calls from Sacramento, Stockton & Lodi. FEATURES: heavy emphasis on community involvement through sports & rodeo coverage, dances, fiestas, beauty contests. NEWS: Hispanic UPI satellite audio & teletype news service from Mexico City; public service in Spanish language. Personalities available for remote pick up. COMMERCIAL POLICY: commercials translated free. Contact Representative for further details. Rec'd 8/19/84.

- 1. PERSONNEL**
General Manager—George L. Sampson.
Gen'l Sls. Mgr. & Prog. Dir.—G. Sampson.
- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
- 3. FACILITIES**
5,000 w. days; 1570 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset. PST.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47b, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KWIN (FM).
Affiliated with Caballero Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 53 Eff 2/1/81—Rec'd 3/15/82.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK, EA: | 6 ti | 12 ti | 18 ti | 24 ti |
|-----------------------|------|-------|-------|-------|
| 1 min | 20 | 19 | 18 | 17 |
| 30 sec | 13 | 12 | 11 | 10 |
| 10 sec: 50% of 1-min. | | | | |
- 8. PROGRAM TIME RATES**
- | 1 x | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|-----|------|--------|--------|-------|
| | 200 | 150 | 100 | 50 |
- 10. SPECIAL FEATURES**
5 min newscast—25.00. (CR-2)

KNGT (FM)

1973
JACKSON

Mid 008581-000

See listing under city of license.

KWIN (FM)

1959
LODI



Media Code 4 205 2730 1.00 Mid 008594-000
Snell Brothers Partnership, B. Floyd Farr, Haig and
Anita Naz Mardikian dba KWIN (FM)
7808 Kelley Dr., Box 7871, Stockton, CA 95209. Phone
Stockton, 209-951-8165, Lodi, 209-334-5946.

PROGRAMMING DESCRIPTION
KWIN (FM): Contemporary Hit Radio. MUSIC: current hits & selected oldies. NEWS: 6x/daily. SPORTS: 7x/daily at :30. Contact Representative for further details. Rec'd 10/1/84.

- 1. PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Roger Turnbeaugh.
Co-Op Director—Ken Fernandes.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47b, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60g, 61a.
Cancellation: 70e, 71a, 72a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KCVR.

TIME RATES

No. 8 Eff 7/1/83—Rec'd 5/13/83.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-noon.

B—Mon thru Sun 7 pm-midnight.

C—Mon thru Sun midnight-6 am.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | - 1 min | - 30 sec |
|---------|---------------|-------------------|
| 10 ti | AA A B AA A B | 28 24 18 22 18 14 |
| 20 ti | | 27 23 17 21 17 13 |
| 30 ti | | 26 22 16 20 16 12 |
| 40 ti | | 25 21 15 19 15 11 |
| 50 ti | | 24 20 14 18 14 10 |
- 10 sec: 60% of 1-min.
C: 50% of A.

- 7. PACKAGE PLANS**
BULK—WITHIN 52 WEEKS
- | PER YR: | - 1 min | - 30 sec |
|---------|---------------|-------------------|
| 400 x | AA A B AA A B | 22 20 18 16 16 12 |
| 600 x | | 20 18 12 16 14 10 |
| 800 x | | 18 16 10 14 12 8 |

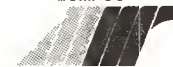
- 10. SPECIAL FEATURES**
- | Ea | 5 min news | 3 min sports |
|----|---------------|-------------------|
| | AA A B AA A B | 22 20 14 19 17 11 |
- (D)

Lompoc

Santa Barbara County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KLLB

1963
LOMPOC



MAJOR MARKET RADIO SALES



Media Code 4 205 2745 9.00 Mid 008597-000
Sunshine Wireless Company of California
516 North H St., Lompoc, CA 93436. Phone 805-736-5656.

PROGRAMMING DESCRIPTION
KLLB: Target adults 18-54. MUSIC: Modern Country plus current hits. AIR PERSONALITIES handle all day parts. NEWS: local news dept with newscasts throughout day; Vandenberg Air Force Base events; local sports; farm reports. FEATURES: community involvement in AM drive with local civic & group leaders; remotes regularly from local communities. Contact Representative for further details. Rec'd 8/22/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Andrew Reimer.
Operations Manager—Ken Burke.
Traffic & Continuity—Ida Henry.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
500 w. days; 1410 khz. Directional.
Operating schedule: 6 am-local sunset. PST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 11g, 13g, 14g, 15b, 15d.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 41a, 45, 46, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60k, 60h, 60j, 62d, 62e.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KR0K (FM).
Affiliated with MBS.
Sold in combination with KR0K (FM). See that listing.

TIME RATES

Eff—Rec'd 8/22/83.

AAA—6-10 am & 3-7 pm.

AA—10 am-3 pm.

- 6. SPOT ANNOUNCEMENTS**
- | AAA | - 1 min | - 30 sec |
|-------|-------------|----------|
| 12 ti | 12 11 10 10 | 9 8 |
| AA | 8 7 6 6 | 5 5 |
- 7. PACKAGE PLANS**
WEEKLY CAMPAIGNS—7 DAYS
- | Pkg | 21 ti | 35 ti | 49 ti | 21 ti | 35 ti | 49 ti |
|----------------------------|-------|-------|-------|-------|-------|-------|
| 5-day rotation, extra 10%. | 168 | 245 | 270 | 135 | 195 | 220 |

KLOM

1962
LOMPOC

Media Code 4 205 2760 8.00 Mid 008595-000
Dorsey Broadcasting Inc.
605 Bodger Rd., Box 697, Lompoc, CA 93438. Phone
805-735-3302.
Rates have been temporarily withdrawn by station.

KNEZ

1958
LOMPOC

Media Code 4 205 2790 5.00 Mid 008598-000
KNEZ, Inc.
322 North H St., Lompoc, CA 93436. Phone 805-736-3496, 735-2070.

- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
1 min rate 1x: 15.00.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz. Operating schedule: 24 hours daily. PST. Antenna ht.: 252 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KVIM.
Member: Southwest Agri-Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/23/83.

6. SPOT ANNOUNCEMENTS

1 MINUTE		30 SECONDS	
YR:	1x	50x	100x
AA	16.00	15.00	14.00
A	14.00	13.00	12.00
AA	12.00	11.50	11.00
A	9.00	8.50	8.00

10 sec: 50% of 1-min. (SMD) (D-CR)

KRCQ

1946
INDIO

Mid 008580-000

See SRDS Spot Radio Small Markets Edition.

KVIM

1960
COACHELLA



(This is a paid duplicate of the listing under Coachella, California.)

Media Code 4 204 1425 9.00 Mid 008525-000

Coachella Valley Broadcasting Co.,
Drawer HH, Indio, CA 92220. Phone 714-398-0693.

PROGRAMMING DESCRIPTION
KVIM: All Spanish Language programming. Contact Representative for further details. Rec'd 10/27/82.

- 1. PERSONNEL**
Gen'l & Sls Mgr.—Gilberto P. Esquivel.
Program Director—Marco A. Alcaraz.
News Director—Alfonso Garfias.
- 2. REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 970 khz. Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: KCHV (FM).
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/83—Rec'd 1/25/83.

6. SPOT ANNOUNCEMENTS

SATURATION, 4 WEEK MINIMUM		1 MINUTE		30 SECONDS	
PER YR:	1x	52x	156x	260x	312x
1 min	18	17	16	15	14
30 sec	15	14	13	12	11
15 sec	12	11	10	9	8

15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	18 ti	24 ti	36 ti	48 ti
1 min	16	15	14	13	12
30 sec	13	12	11	10	9

SPECIAL PACKAGES—QUARTERLY, SEMI-ANNUAL & ANNUAL BTA

PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
13 wk	15	14	13	12	11	10
26 wk	14	13	12	11	10	9
52 wk	13	12	11	10	9	8

15 sec: 50% of 1-min. (SMD) (D-2)

Inglewood

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Jackson

Amador County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KNGT (FM)

1973
JACKSON



Media Code 4 205 2445 6.00 Mid 008581-000
Gold Country Broadcasting, Inc.
2 N. Hwy. 49 & 88, Box 609, Jackson, CA 95642. Phone 209-223-0241.

PROGRAMMING DESCRIPTION
KNGT (FM): Programed for adults 25-54. MUSIC: Adult contemporary mix. NEWS: at :60, local & network. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 11/10/83.

- 1. PERSONNEL**
Pres. & Sta. Mgr.—Laurence Rutter.
- 2. REPRESENTATIVES**
Radio Time Sales/International.

- 3. FACILITIES**
ERP 330 w. (horiz.), 330 w. (vert.); 94.3 mhz. Stereo. Operating schedule: 5:45 am-midnight. PST. Antenna ht.: 1,090 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES
Eff 10/1/83—Rec'd 8/25/83.

6. SPOT ANNOUNCEMENTS
BTA—EQUAL ROTATION

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00

10 sec: 50% of 1-min. (SMD) (CR-2)

King City

Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KLFA (FM)

1981
KING CITY

Mid 027261-000
See SRDS Spot Radio Small Markets Edition.

KRKC

1958
KING CITY

RADIO TIME SALES International



Media Code 4 205 2480 5.00 Mid 008582-000
Radio del Rey—King City Communications Corp.
1134 Broadway, Box 5, King City, CA 93930. Phone 408-385-5421, 674-2278.

PROGRAMMING DESCRIPTION
KRKC: Programmed for adults 25-54. MUSIC: current & golden hits from 1955. MOR. NEWS: daily news plus news director with local city council, police & civic newsmakers; agri business reports, farm. Agriculture to 5:10-6:30 am, 12:35-12:40 & 5:30-5:35 pm. M-F. SPORTS: San Francisco 49ers, Oakland A's baseball, Stanford football, King City High School football & basketball, Gonzales High School football. Contact Representative for further details. Rec'd 1/30/85.

- 1. PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Bill Gittler.
- 2. REPRESENTATIVES**
Radio Time Sales/International
- 3. FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5 am-10 pm. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: California Agri-Radio Network.

TIME RATES
No. 11 Eff 8/30/82—Rec'd 1/24/83.

6. SPOT ANNOUNCEMENTS
FIXED

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	17	12	10	9	8
30 sec	14	10	8	7	6

7. PACKAGE PLANS
TAP

PER WK:	12 ti	18 ti	24 ti	PER WK:	12 ti	18 ti	24 ti
1 min	9	8	7	30 sec	8	7	6

(SMD)

Lake Arrowhead

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

KBON (FM)

1978
LAKE ARROWHEAD

Mid 008583-000
See SRDS Spot Radio Small Markets Edition.

Lake Isabella

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KVLI

1977
LAKE ISABELLA

Media Code 4 205 2475 3.00 Mid 008584-000
John M. & Janet C. Ridenour
248 Barlow Dr., Lake Isabella, CA 93240. Phone 619-379-4146.

Mailing Address: Drawer T, Lake Isabella, CA 93240.
PROGRAMMING DESCRIPTION
KVLI: MUSIC: M-Sat Country 6-10 am; Bright & Beautiful 10 am-4 pm; Contemporary 4 pm-sign-off: Sun Bright & Beautiful 6 am-1 pm; Country 1-3 pm; Talk 3 pm-sign-off. NEWS: 5-min network at :60, 1-min at :30; local 7:45 am & 12:10 pm; weather & lake conditions hly. Contact Representative for further details. Rec'd 11/21/83.

- 1. PERSONNEL**
General Manager—John M. Ridenour.
Program Director—Debra Alexander.
- 2. REPRESENTATIVES**
Western Regional Broadcast Sales.
- 3. FACILITIES**
500 w.; 1140 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES
Eff 1/1/84—Rec'd 1/16/84.

7. PACKAGE PLANS
TAP—1/3MORNING, 1/3MIDDAY, 1/3EVENING

7 DAYS, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.30	8.50	7.40	6.95
30 sec	8.00	7.40	6.75	6.00	5.15
10/15 sec	5.00	4.60	4.20	3.85	3.50

8. PROGRAM TIME RATES

1 x	5 min	10 min	1/4 hr	1/2 hr	1 hr
17.85	23.60	35.70	71.15	143.30	

TERM DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20% (SMD)

Lakeport

Lake County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KBLC

1966
LAKEPORT

Mid 008585-000
See SRDS Spot Radio Small Markets Edition.

KXBX (FM)

1984
LAKEPORT

Mid 034263-000
See SRDS Spot Radio Small Markets Edition.

Lancaster-Palmdale

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAVL

1950
LANCASTER



Media Code 4 205 2520 6.00 Mid 008586-000
Antelope Broadcasting Co., Inc.
2501 W. Ave. 1, Lancaster, CA 93534. Phone 805-942-1121.

PROGRAMMING DESCRIPTION
KAVL: Programmed for audience 18 and up. MUSIC: MOR. NEWS: AP at :60 and :30, local & reg'l including sports and weather. SPORTS: play-by-play local high school, college football & basketball. Contact Representative for further details. Rec'd 10/26/81.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mel Ryan.
Asst. & Prod Mgr.—Curtis Davis.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
1,000 w. days, 500 w. nights; 610 khz. Directional separate patterns day & night.
Operating schedule: 5 am-11:15 pm. PST.
- 4. AGENCY COMMISSION**
15/0 time only; rendered and payable on 1st.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b. Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 30. Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51c. Comb. Cont. Discounts: 60a, 60b, 60c, 60e, 60f, 60i, 61a. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with Supernet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 3/1/84—Rec'd 3/21/84.

AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min		30 sec	
12 ti	18 ti	24 ti	36 ti
13.75	13.00	12.40	11.70
11.70	11.25	10.55	9.90
9.35	9.00	8.45	7.90

7. PACKAGE PLANS
TAP—1/2 DRIVE, 1/2 MIDDAY

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	9.80	9.40	9.00	8.20
30 sec	8.20	7.60	7.00	6.00

PER YR, 1/2 AAA, 1/2 AA:
1 min 10.25 9.50
30 sec 8.20 7.60

Per mo **Per yr**
48 ti 72 ti 96 ti 144 ti 156x 312x 624x 1000x
1 min .. 9.00 8.55 8.30 8.00 8.50 8.30 8.00 7.50
30 sec 7.20 6.85 6.65 6.40 6.80 6.65 6.40 6.00

KDOL

1958
MOJAVE

Mid 008690-000
Sales Office: 858 W. Jackman, Suite 101, Lancaster, CA 93534. Phone 805-945-2626.
See listing under city of license.

KKZZ (FM)

1956
LANCASTER

Media Code 4 205 2550 3.00 Mid 008587-000
Antelope Broadcasting Inc.
44748 N. Elm Ave., Box 1152, Lancaster, CA 93534.
Phone 805-948-7521.

- 2. REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KOTE

1970
LANCASTER

Media Code 4 205 2565 1.00 Mid 008588-000
Antelope Broadcasting Inc.
44748 N. Elm Ave., Box 1152, Lancaster, CA 93534.
Phone 805-948-7521.

- 2. REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KTPJ (FM)

1981
TEHACHAPI-MOJAVE

Mid 030276-000
858 W. Jackman, Suite 112, Lancaster, CA 93534. Phone 805-945-9454.
See listing under city of license.

KUTY

1957
PALMDALE

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 205 2580 0.00 Mid 008589-000
Ware Communications, Inc.
38201 6th St., E., Palmdale, CA 93550. Phone 805-947-3107.

- PROGRAMMING DESCRIPTION**
KUTY: Basic audience 25-55. MUSIC: Modern Country with heavy emphasis on local news; overnight live satellite broadcasts from Nashville featuring music & interviews with country stars. NEWS: nat'l at :55; local at :60; headlines at :30. Contact Representative for further details. Rec'd 4/29/83.
- 1. PERSONNEL**
President—Paul D. Ware.
Vice-Pres. & Gen'l Mgr.—P. Dale Ware.
Station Manager—Arthur W. Furtado.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

continued

CALIFORNIA

Gilroy

Santa Clara County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KAZA
1957
GILROY

CABALLERO
SPANISH RADIO

All Spanish

NRBA

Media Code 4 205 2250 0.00 Mid 008568-000
Radio Fiesta Corp.
Stevens Creek Blvd., Suite 355, Box 1290, San Jose, CA 95108. Phone 408-984-1290.

PROGRAMMING DESCRIPTION

KAZA: MUSIC: All Spanish. NEWS: news/sports/community. Contact Representative for further details. Rec'd 1/27/83

- PERSONNEL**
President—Albert Sidnu Rodrigues.
General Manager—Judy Castillo Murray.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
5,000 w. days; 1290 khz. Directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Caballero Radio Network.

TIME RATES

No. 10 Eff 8/1/84—Rec'd 9/18/84.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
AM/PM DRIVE	52 48 45 40 37 33	46 43 39 36 32 28
ROS	46 43 39 36 32 28	46 43 39 36 32 28

Fixed, extra 10%.
- PROGRAM TIME RATES**
MON-SUN 10 AM-3 PM: 5 min 1/4 hr
Ea 55 105
(SMD) (CR)

KWSS (FM)
1969
GILROY



MCGAVREN GUILD RADIO

Media Code 4 205 2275 7.00 Mid 008569-000
W. Palmer Pyle
454 El Paseo de Saratoga, San Jose, CA 95130. Phone 408-866-5886.

PROGRAMMING DESCRIPTION

KWSS (FM): Target audience adults 18-34. MUSIC: Contemporary Mass Appeal. NEWS: 8x/daily, AM drive. FEATURES: Countdown America Sun 9 am. COMMERCIAL POLICY: 11 commercial units per hr. Contact Representative for further details. Rec'd 6/27/83.

- PERSONNEL**
General Manager—Palmer Pyle.
Operations Director—Dave Van Stone.
 - REPRESENTATIVES**
McGavren Guild Radio.
 - FACILITIES**
ERP 1150 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,580 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D-CR)

Glendale

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Goleta

Santa Barbara County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KMGQ (FM)

1981
GOLETA
RAB

Media Code 4 205 2279 9.00 Mid 017672-000
Goleta Communications Corp.
354-C S. Fairview Ave., Goleta, CA 93117. Phone 805-964-9821.

- REPRESENTATIVES**
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

Grass Valley

Nevada County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KNCO

1978
GRASS VALLEY
KNCO-FM

1982
GRASS VALLEY

Adult Contemporary

ndb

RAB

Media Code 4 205 2283 1.00 Mid 008570-000
Nevada County Broadcasters, Inc.
206 W. Main St., Grass Valley, CA 95945. Phone 916-272-3424.

PROGRAMMING DESCRIPTION

KNCO/KNCO-FM: Locally programmed live for general interest; target demographic adults 25-54. NEWS: 7-8:15 am block; 10-11 am talk show with guests; noon-12:15 pm Paul Harvey; 12:15-12:30 & 5-5:15 pm local news; all other hrs 10-min newscast at :60; local & reg'l weather & road reports 4x/hr. SPORTS: Giants baseball plus local football & basketball. FEATURES: Stump the Audience game show 12:30-1 pm; Swap Shop wklys 4:10-4:30 pm & Sat 8-9 am; AIR PERSONALITIES host all music segments. Rec'd 12/18/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chuck Grater.
Vice-Pres. & Adv. Mgr.—Ken Hollingsworth.
Vice-President for News & Programming—Fred Anderson.
 - FACILITIES**
500 w. days; 1,000 w. nights; 1250 khz. Directional.
Operating schedule: 6 am-midnight. PST.
ERP 290 w. (horiz.); 290 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 980 ft. above average terrain.
Simulcast 6 am-midnight.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
No. 1 Eff 7/1/84—Rec'd 7/19/84.
- | PER WK: | AAA | AA | A | B | AAA | AA | A | B |
|---------|-----|----|----|----|-----|----|----|---|
| 20 wk | 14 | 12 | 11 | 5 | 11 | 10 | 9 | 3 |
| 21 wk | 15 | 13 | 12 | 7 | 12 | 11 | 10 | 5 |
| 14 wk | 16 | 14 | 13 | 8 | 13 | 12 | 11 | 6 |
| 7 wk | 18 | 15 | 14 | 9 | 14 | 13 | 12 | 7 |
| 1 wk | 20 | 18 | 16 | 10 | 16 | 14 | 13 | 8 |
- CONSECUTIVE DISCOUNT**
52 wk—10% 26 wk—7% 13 wk—5%
Consecutive 7-day scheduling—5%; consecutive & equal 7-day scheduling—10%.
(SMD)

Hanford

Kings County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KLTK (FM)

1976
HANFORD
NRBA

Media Code 4 205 2301 1.00 Mid 008572-000
Sunrise Communications of Central California
Suite 117, 4991 E. McKinley Ave., Fresno, CA 93727.
Phone 209-453-1075.
Visalia, Phone 209-733-4020.

PROGRAMMING DESCRIPTION

KLTK (FM): Programmed for adults 18-49. MUSIC: Light Rock. NEWS: local, state & nat'l at :30 during drivetimes. Contact Representative for further details. Rec'd 1/15/85.

- PERSONNEL**
General Manager—Al Lobeck.
Station Manager—Ray McCarty.
General Sales Manager—Joe Ferguson.

2. REPRESENTATIVES

- Weiss & Powell, Inc.
- FACILITIES**
ERP 18,500 w. (horiz.), 18,500 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 790 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; payable 30 days.
 - GENERAL ADVERTISING** See coded regulations
AM facilities: KNKS.
Sold in combination with KNKS. See that listing.
TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 20% from KNKS/KLTK (FM) combination.
(SMD) (CR-2)

KMGX (FM)

1976
HANFORD

Republic Radio

Media Code 4 205 2305 2.00 Mid 008571-000
Western Sun Communications
1765 N. Fine, Fresno, CA 93727. Phone 209-252-8994.

PROGRAMMING DESCRIPTION

KMGX (FM): Programmed for mass appeal with Top 40 format. NEWS: RKO Network at 6, 7 & 8 am, 12N & 5 pm. AIR PERSONALITIES handle all other segments; Public affairs Sun 9 pm-midnight; incl 1 hr of local P.A. plus 2 hrs of RKO News and P.A. elements. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Bob Sieloff.
Program Manager—John Berry.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING** See coded regulations
Affiliated with RKO Radio Networks.
Affiliated with Connecticut Radio Network.
TIME RATES
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D)

KNGS

1948
HANFORD

ndb

RAB

NRBA

Media Code 4 205 2310 2.00 Mid 008573-000
Sunrise Communications of Central California
Hwy 198, Box 49, Hanford, CA 93232. Phone 209-582-0361.

Other Office: Suite 117, 4991 E. McKinley, Fresno, CA 93727. Phone 209-453-1075. Fresno Office, Visalia, Phone 209-733-4020.
Mailing Address: Box 49, Hanford, CA 93232.

PROGRAMMING DESCRIPTION

KNGS: MUSIC: Modern Country. Contact Representative for further details. Rec'd 8/1/77.

- PERSONNEL**
Station Manager—Al Lobeck.
Director of Program—Scott Huskey.
Station Manager—Ray McCarty.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 620 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KLTK (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
TIME RATES

- KNKS/KLTK (FM) COMBINATION
No. 1 Eff 2/1/84—Rec'd 2/9/84.
- | | AAA | AA | A | B |
|--|-----|----|---|---|
| AAA—Mon thru Sat 6-10 am & 3-7 pm. | | | | |
| AA—Mon thru Sat 10 am-3 pm; Sun all day. | | | | |
| A—Mon thru Sun 7 pm-midnight. | | | | |
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
Fixed times. Grid I AAA plus 20%.
 - SPECIAL FEATURES**
News & sports, Grid I AAA plus 20%.
- KNKS only: Deduct 20% from KNKS/KLTK (FM) combination.
(SMD) (CR-2)

Healdsburg

Sonoma County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Santa Rosa (including Healdsburg)

Hemet

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KHSJ

1959
HEMET
ndb

Media Code 4 205 2340 9.00 Mid 008574-000
KHSJ Radio, Inc. (2588 Newport Corp.)
Kirby & Devonshire Aves., Box 1076, Hemet, CA 92343.
Phone 714-925-1320.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 18.00.

KHYE (FM)

1964
HEMET
ndb

Media Code 4 205 2355 7.00 Mid 008575-000
KHSJ Radio, Inc. (2588 Newport Corp.)
Kirby & Devonshire Aves., Box 1076, Hemet, CA 92343.
Phone 714-925-9000.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 18.00.

Hollister

San Benito County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KHIP (FM)

1979
HOLLISTER

Mid 029007-000
See SRDS Spot Radio Small Markets Edition.

KMPG

1966
HOLLISTER

Mid 008576-000
See SRDS Spot Radio Small Markets Edition.

Imperial

Imperial County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

KOZN (FM)

1980
IMPERIAL

Mid 008577-000
See SRDS Spot Radio Small Markets Edition.

Independence

Inyo County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KESR

1974
INDEPENDENCE

Mid 008578-000
See SRDS Spot Radio Small Markets Edition.

Indio

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KCHV (FM)

1954
COACHELLA
ndb

(This is a paid duplicate of the listing under Coachella, California.)
Media Code 4 205 1410 1.00 Mid 008524-000

Coachella Broadcasting Co.
48630 Monroe, Indio, CA 92202. Phone 619-347-2333.
Mailing Address: Drawer 11, Indio, CA 92201.

PROGRAMMING DESCRIPTION

KCHV (FM): Adult programming. SPORTS: pro baseball, football, golf & tennis. AIR PERSONALITIES with time segments. NEWS: 2 mobile units, stock market reports. FARM: network 5:30-6 am, morning airway report. Contact Representative for further details. Rec'd 1/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert P. Osterberg.
National Sales Manager—Larry Thorm.

KLTK (FM)1976
HANFORDSuite 117, 4991 E. McKinley Ave., Fresno, CA 93727.
Phone 209-453-1075.
See listing under city of license.**KMAK**1953
FRESNO**McGAVREN GUILD RADIO**Media Code 4 205 2100 7.00 Mid 008561-000
McCarthy Broadcasting Co., Inc.
2020 E. McKinley Ave., Fresno, CA 93703. Phone 209-266-9448.**PROGRAMMING DESCRIPTION**

KMAK: MUSIC: modern country. NEWS: network & state audio. Contact Representative for further details. Rec'd 9/11/78.

- PERSONNEL**
President—John F. McCarthy.
Exec. Vice-Pres. & Gen'l Mgr.—Stephen D. Miller.
Operations Director—Bob Martin.
Program Director—Charlie Scott.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 33c.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KBOS (FM), Tulare.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMGX (FM)1976
HANFORD

(This is a paid duplicate of the listing under Hanford, California.)

Media Code 4 205 2305 2.00 Mid 008571-000
Western Sun Communications
1765 N. Fine, Fresno, CA 93727. Phone 209-252-8994.**PROGRAMMING DESCRIPTION**

KMGX (FM): Programmed for mass appeal with Top 40 format. NEWS: RKO Network at 6, 7 & 8 am, 12N & 5 pm. AIR PERSONALITIES handle all other segments; Public affairs Sun 9 pm-midnight; incl 1 hr of local P.A. plus 2 hrs of RKO News and P.A. elements. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Bob Sietloff.
Program Manager—John Berry.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Networks.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

KMJ1922
FRESNO**NRBA**Media Code 4 205 2130 4.00 Mid 008562-000
McClatchy Broadcasting Co.
3636 N. First St., Suite 106, Fresno, CA 93726. Phone 209-224-5734, TWX, 910-362-3193.**PROGRAMMING DESCRIPTION**

KMJ: News/Talk programming. NEWS: NBC at :60; 7-member dept w/international, nat'l, state & local, weather & agribusiness; blocks 5-9 am, 12N-1 pm & 4-6 pm. SPORTS: Pro football, college football & basketball, Indy 500 & horse racing coverage. FEATURES: talk show 9 am-noon & 1-4 pm & 6 pm-5 am. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Don Schrack.
Sales Manager—Joe Heslet.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES5,000 w.; 580 khz. Non-directional.
Operating schedule: 24 hours daily. PST.**4. AGENCY COMMISSION**

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KNAX (FM).
Affiliated with NBC—Talknet.
Affiliated with MBS.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more form information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KNAX (FM)1949
FRESNO**Katz Radio**Media Code 4 205 2131 2.00 Mid 008563-000
McClatchy Broadcasting Co.
3636 N. First St., Suite 106, Fresno, CA 93726. Phone 209-224-5734, TWX, 910-362-3193.**PROGRAMMING DESCRIPTION**

KNAX (FM): MUSIC: modern country. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
General Manager—Don Schrack.
Sales Manager—Lou Costanza.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 48,000 w.; 97.9 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.
AM facilities: KMJ.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNGS1948
HANFORDHwy 198, Box 49, Hanford, CA 93232. Phone 209-582-0361.
See listing under city of license.**KOJY (FM)**1975
DINUBA

See listing under city of license.

KTED (FM)1980
FOWLER5755 E. Kings Canyon Rd., Fresno, CA 93727. Phone 209-252-9797.
See listing under city of license.**KXEX**1962
FRESNO**Spanish Language**Media Code 4 205 2160 1.00 Mid 008564-000
Atlas Broadcasting Inc.
Box 12223, Fresno, CA 93777. Phone 209-233-8803.**PROGRAMMING DESCRIPTION**

KXEX: MUSIC: Mexican. NEWS: 6 min at 6:23, 6:53, 7:53, 8:23, 8:53, 9:53, 10:53 11:53 am, 12:53, 1:53, 2:53, 3:53, 4:53 pm. Contact Representative for further details. Rec'd 11/29/77.

- PERSONNEL**
General Manager—John W. Sonder.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
5,000 w. days, 2,500 w. nights; 1550 khz. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20a, 22b, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a, 70e, 73a.
Affiliated with Caballero Radio Network.

TIME RATES

Eff 10/1/82—Rec'd 10/25/82.

- SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	19.00	18.00	17.00	16.50	16.00	15.00
30 sec	14.00	13.50	13.00	12.00	11.50	11.00

7. PACKAGE PLANS

	BULK
1 min	52x 156x 260x 312x 624x 1000x
30 sec	19.00 18.00 17.00 16.50 16.00 15.00
10 sec: 50% of 1-min	14.00 13.50 13.00 12.00 11.50 11.00

KXTC1977
CLOVISMedia Code 4 205 2190 8.00 Mid 008565-000
Clovie Broadcasters
5255 E. Alluvial, Clovis, CA 93612. Phone 209-298-5982.
Mailing Address: Box 9790, Fresno, CA 93794.

- REPRESENTATIVES**
Market 4 Radio.
Farm—J. L. Farmakis, Inc.
1 min rate 1x: 18.00.

KYNO1947
FRESNO**BLAIR RADIO**Media Code 4 205 2220 3.00 Mid 008566-000
Brown Broadcasting Co.
2125 N. Barton, Fresno, CA 93703. Phone 209-255-8383.**PROGRAMMING DESCRIPTION**

KYNO: Programmed for adults 35+ highlighted by air personalities. MUSIC: MOR featuring hit parade from 50's, 60's & 70's. NEWS: heavy emphasis on local plus network at :60 & :30 during drive time, hrly throughout day plus business reports. SPORTS: local & nat'l reports 2x/hour during drive time. Pro sports broadcast. Contact Representative for further details. Rec'd 1/11/85.

- PERSONNEL**
General Manager—Tom Hopfensperger.
General Sales Manager—Sam Carter.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1300 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 33c.
Contracts: 40a, 41, 44b, 46, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KYNO-FM1970
FRESNO**BLAIR RADIO**Media Code 4 205 2221 1.00 Mid 008567-000
Brown Broadcasting Co.
2125 N. Barton, Fresno, CA 93703. Phone 209-255-8383.**PROGRAMMING DESCRIPTION**

KYNO-FM: Programmed for mass appeal, ages 12-49, highlighted by air personalities. MUSIC: contemporary top 40 hits blending of current & recent hits. NEWS: local & Nat'l at :60 & :30 in AM drive. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 1/11/85.

- PERSONNEL**
General Manager—Tom Hopfensperger.
General Sales Manager—Sam Carter.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 33c.
Contracts: 40a, 41, 44b, 46, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

GarbervilleHumboldt County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.**KERG (FM)**1982
GARBERVILLEMedia Code 4 205 2235 1.00 Mid 028383-000
Eel River Broadcasting
Box 7, Garberville, CA 95440. Phone 707-923-2052.**PROGRAMMING DESCRIPTION**

KERG (FM): Programmed for general audience appeal. MUSIC: MOR, oldies, w/hits of 50's-70's & select current hits. FEATURES: tele/talk show 1 hr/day; eves & wknds block programmed to incl old radio programs, jazz, classics. Rec'd 12/8/82.

- PERSONNEL**
General Manager—Patrice Healy.
- FACILITIES**
ERP 1,000 w.; 100.1 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 2,500 ft. above average terrain.
- AGENCY COMMISSION**
15%; deduct 5% in advance, 2% within 10 days.

TIME RATES

Eff—Rec'd 10/23/84.

- SPOT ANNOUNCEMENTS**

PER WK, ROS:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	10.92	10.01	9.10	8.19	7.28
30 sec	9.10	8.19	7.28	6.37	5.46

DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20% (SMD) (CR)**Garden Grove**Orange County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.**See Anaheim-Santa Ana-Garden Grove in the Los Angeles Urban Area****Rx:**For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

CALIFORNIA

Fresno—cont

KFIG—cont

PER YR:	300x	500x	1000x	1500x	2000x	2500x
A	17.00	15.00	13.00	11.00	9.00	8.00
B	13.00	11.00	9.00	8.00	7.00	5.00
C	6.50	5.50	4.50	4.00	3.50	2.50

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	1-12 WEEKS—1 MINUTE					
	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
AAA	54.00	50.00	46.00	42.00	38.00	34.00
AA	50.00	46.00	42.00	38.00	34.00	30.00
A	46.00	42.00	38.00	34.00	30.00	26.00
B	24.00	22.00	20.00	18.00	16.00	14.00
C	12.00	11.00	10.00	9.00	8.00	7.00

PER WK:	1-12 WEEKS—30 SECONDS					
	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
AAA	50.00	46.00	42.00	38.00	34.00	30.00
AA	46.00	42.00	38.00	34.00	30.00	26.00
A	42.00	38.00	34.00	30.00	26.00	22.00
B	22.00	20.00	18.00	16.00	14.00	12.00
C	11.00	10.00	9.00	8.00	7.00	6.00

PER WK:	13-51 WEEKS—1 MINUTE					
	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
AAA	50.00	46.00	42.00	38.00	34.00	30.00
AA	46.00	42.00	38.00	34.00	30.00	26.00
A	42.00	38.00	34.00	30.00	26.00	22.00
B	22.00	20.00	18.00	16.00	14.00	12.00
C	11.00	10.00	9.00	8.00	7.00	6.00

PER WK:	13-51 WEEKS—30 SECONDS					
	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
AAA	46.00	42.00	38.00	34.00	30.00	26.00
AA	42.00	38.00	34.00	30.00	26.00	22.00
A	38.00	34.00	30.00	26.00	22.00	18.00
B	18.00	16.00	14.00	12.00	10.00	8.00
C	9.00	8.00	7.00	6.00	5.00	4.00

PER WK:	BULK—1 MINUTE					
	500x	1000x	1500x	2000x	2500x	3000x
AAA	48.00	44.00	40.00	36.00	32.00	28.00
AA	44.00	40.00	36.00	32.00	28.00	24.00
A	40.00	36.00	32.00	28.00	24.00	20.00
B	20.00	18.00	16.00	14.00	12.00	10.00
C	10.00	9.00	8.00	7.00	6.00	5.00

PER WK:	BULK—30 SECONDS					
	500x	1000x	1500x	2000x	2500x	3000x
AAA	44.00	40.00	36.00	32.00	28.00	24.00
AA	40.00	36.00	32.00	28.00	24.00	20.00
A	36.00	32.00	28.00	24.00	20.00	16.00
B	16.00	14.00	12.00	10.00	8.00	6.00
C	8.00	7.00	6.00	5.00	4.00	3.00

KFIG-FM

1961
FRESNO



Torbet Radio

NRBA

Media Code 4 205 2000 9.00 Mid 008553-000
Radio KFIG (FM)
732 N. Van Ness, Fresno, CA 93728. Phone (office), 209-268-8801, (studio), 209-486-8181

PROGRAMMING DESCRIPTION

KFIG-FM: MUSIC: Adult Contemporary featuring AIR PERSONALITIES. NEWS: at :60 incl local & AP, AP audio, weather wire/computer for local & nat'l environment reports. Contact Representative for further details. Rec'd 10/11/82.

1. PERSONNEL
President—Philip C. Davis.
Exec. Vice-Pres., Gen'l Mgr. & Prog. Dir.—Bill Weaver.
Station Manager—Bob Eurich.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 352 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Affiliated with Supernet.
Sold in combination with AM. See that listing.

TIME RATES

Eff 10/1/84—Rec'd 10/22/84.
AAA—Mon thru Fri 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am & 3-7 pm; Sun 5:30 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

PER WK:	1-12 WEEKS—1 MINUTE					
	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	50.00	46.00	42.00	38.00	34.00	30.00
AA	48.00	44.00	40.00	36.00	32.00	28.00
A	46.00	42.00	38.00	34.00	30.00	26.00
B	20.00	18.00	16.00	14.00	12.00	10.00
C	10.00	9.00	8.00	7.00	6.00	5.00

PER WK:	1-12 WEEKS—30 SECONDS					
	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	48.00	44.00	40.00	36.00	32.00	28.00
AA	46.00	42.00	38.00	34.00	30.00	26.00
A	44.00	40.00	36.00	32.00	28.00	24.00
B	18.00	16.00	14.00	12.00	10.00	8.00
C	9.00	8.00	7.00	6.00	5.00	4.00

PER WK:	13-51 WEEKS—1 MINUTE					
	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	45.00	41.00	37.00	33.00	29.00	25.00
AA	43.00	39.00	35.00	31.00	27.00	23.00

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
A	41.00	37.00	33.00	29.00	27.00	25.00
B	18.00	16.00	14.00	12.00	10.00	9.00
C	9.00	8.00	7.00	6.00	5.00	4.50

13-51 WEEKS—30 SECONDS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	43.00	39.00	35.00	31.00	29.00	27.00
AA	41.00	37.00	33.00	29.00	27.00	25.00
A	39.00	35.00	31.00	27.00	25.00	23.00
B	16.00	14.00	12.00	10.00	9.00	8.00
C	8.00	7.00	6.00	5.00	4.50	4.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER YR:	BULK—1 MINUTE					
	300x	500x	1000x	1500x	2000x	2500x
AAA	40.00	36.00	34.00	32.00	30.00	28.00
AA	38.00	34.00	32.00	30.00	28.00	26.00
A	36.00	32.00	30.00	28.00	26.00	24.00
B	17.00	15.00	13.00	11.00	9.00	8.00
C	8.50	7.50	6.50	5.50	4.50	4.00

PER YR:	BULK—30 SECONDS					
	300x	500x	1000x	1500x	2000x	2500x
AAA	38.00	34.00	32.00	30.00	28.00	26.00
AA	36.00	32.00	30.00	28.00	26.00	24.00
A	34.00	30.00	28.00	26.00	24.00	22.00
B	15.00	13.00	11.00	9.00	8.00	7.00
C	7.50	6.50	5.50	4.50	4.00	3.50

10 sec: 60% of 1-min.

SUN 12:01 AM THRU TUES 11:59 PM

40 ti	1 min	30 sec
20.00	18.00	16.00
21.00	19.00	17.00
22.00	20.00	18.00

WEEKEND, FRI 7 PM-SUN MIDNIGHT

35 ti	17.00
19.00	17.00

KFRE

1937
FRESNO



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 205 2010 8.00 Mid 008554-000
KFRE Broadcasting, Inc.
999 N. Van Ness, Fresno, CA 93728. Phone 209-441-7600.

PROGRAMMING DESCRIPTION

KFRE: MUSIC: Modern country. 6 AIR PERSONALITIES. NEWS: 5-min at :60; 5-min at :30 6:30 & 9:30 am. FARM: news at 5-6 am. Frost warning reports, daily fog reports. COMMERCIAL POLICY: 12-min per hr. Contact Representative for further details. Rec'd 8/22/83.

1. PERSONNEL
President—Walter Lake.
Vice-Pres. & Gen'l Mgr.—Tal Jonz.
Vice-Pres. & Sales Mgr.—Robert E. Wacker.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
50,000 w.; 940 khz. Directional separate patterns day & night. Stereo.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 25a, 29a, 33c.
Contracts: 40a, 41, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60a, 61b, 62d, 60f.
Cancellation: 70a, 70c, 71a, 72a, 73b.
FM facilities: KFRY (FM).
Affiliated with ABC Information Radio Network.
Member: California Agri-Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KFRY (FM)

1948
FRESNO



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 205 2017 3.00 Mid 008555-000
Lake Enterprises, Inc.
999 Van Ness Ave, Fresno, CA 93728. Phone 209-411-7600.

PROGRAMMING DESCRIPTION

KFRY (FM): MUSIC: modern country. COMMERCIAL POLICY: 3 breaks per hour. Contact Representative for further details. Rec'd 1/2/80.

1. PERSONNEL
President—Walter B. Lake.
Vice-Pres. & Gen'l Mgr.—Tal Jonz.
Vice-Pres. & Sta. Mgr.—Robert Walker.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 1,800 w.; 101.9 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,880 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 25a, 29a, 33c.
Contracts: 40a, 41, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60a, 61b, 62d, 60f.
Cancellation: 70a, 70c, 71a, 72a, 73b.
AM facilities: KFRE

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KFYE (FM)

1946
FRESNO



Broadcast Representatives



Media Code 4 205 2025 6.00 Mid 008556-000
KFYE-FM Inc., dba Y94
Fresno Townhouse, Suite 535, Fresno, CA 93721. Phone 209-486-5294.

PROGRAMMING DESCRIPTION

KFYE (FM): Programmed for young adults 25-54. MUSIC: adult contemporary. COMMERCIAL POLICY: 12 minutes max per hr. Contact Representative for further details. Rec'd 10/21/82.

1. PERSONNEL
General Manager—Michael Purcell.
Sales Manager—Tony Perlongo.
Farm Director—John Sealander.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 68,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,950 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 42b, 44b, 46, 51a, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

KFMI (FM)1968
EUREKAMedia Code 4 205 1735 1.00
Signal Associates
890 South G St., Drawer I, Arcata, CA 95521. Phone 707-822-7223.

Mid 008542-000

2. REPRESENTATIVESSelcom, Inc.
1 min rate 1x: 18.75.**KINS**1946
EUREKAMedia Code 4 205 1740 1.00
Eureka Broadcasting Co.
1101 Marsh Rd., Box O, Eureka, CA 95501. Phone 707-442-5744.

Mid 008543-000

PROGRAMMING DESCRIPTION

KINS: MUSIC: Adult Contemporary. NEWS: network hrly; local 6x/day M-F. SPORTS: network & local, play-by-play. Contact Representative for further details. Rec'd 5/18/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Hugo Papstein.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 980 khz. Directional nights.

Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

Affiliated with CBS Radio Network.

Affiliated with NBC—Talknet.

TIME RATESNo. 19 Eff 10/1/84—Rec'd 8/28/84.
AA—6:10 am & 3-7 pm.
A—All other times.**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA					
	5 ti	10 ti	15 ti	20 ti	25 ti	
1 min	10.75	9.70	9.30	9.00	8.60	
30 sec	8.60	7.75	7.45	7.20	6.90	
1 min	CLASS A					
	5 ti	10 ti	15 ti	20 ti	25 ti	
30 sec	6.90	6.20	5.90	5.75	5.50	
10 sec	50% of 1-min.					

KNCR1966
FORTUNAMedia Code 4 205 1755 9.00
Woodruff Broadcasting Systems, Inc.
Box 1090, Fortuna, CA 95540. Phone 707-725-9363.

Mid 008544-000

2. REPRESENTATIVES

Radio Time Sales/International.

1 min rate 1x: 8.50.

KPDJ (FM)1979
EUREKAMedia Code 4 205 1762 8.00
KPDJ-FM, Inc.
5640 S. Broadway, Eureka, CA 95501. Phone 707-443-5072.

Mid 008545-000

PROGRAMMING DESCRIPTION

KPDJ (FM): MUSIC: adult contemporary with soft rock. NEWS: network at :60. Weather: local at :05 every hr. COMMERCIAL POLICY: maximum of 11 commercial units in 1 hour. Contact Representative for further details. Rec'd 9/21/81.

1. PERSONNELPresident—James N. Hoff.
Program Director—Dan A. Hoff.**2. REPRESENTATIVES**Masla Radio,
OR, WA—Art Moore, Inc.**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz.

Stereo.
Operating schedule: 5:20-1 am. PST.
Antenna ht.: 2,870 ft. above sea level.**4. AGENCY COMMISSION**

15% time only; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4c, 5, 6b, 7b.

Rate Protection: 10a, 11a, 12a, 15b.

Comb.; Cont. Discounts: 60b, 60a.

AM facilities: KRED.

Sold in combination with KRED. See that listing.

TIME RATES**6. SPOT ANNOUNCEMENTS**

50% of KRED/KPDJ (FM) combination.

KRED1933
EUREKA**Modern Country**Media Code 4 205 1770 8.00
Hoff Broadcasting, Inc.
5640 S. Broadway, Eureka, CA 95501. Phone 707-443-1621.

Mid 008546-000

PROGRAMMING DESCRIPTION

KRED: MUSIC: modern country. NEWS: network at :60; UPI wire. Stock market reports M-F 7:40, 8:07 am, 12:10, 2:10 & 5:06 pm. FARM: M-F 6:15 am. Live call in talk show M-F 8:20-9:30 am. Contact Representative for further details. Rec'd 9/21/81.

1. PERSONNELPres. & Gen'l Mgr.—James N. Hoff.
Program Director—Dan A. Hoff.**2. REPRESENTATIVES**Masla Radio,
WA, OR—Art Moore, Inc.**3. FACILITIES**

5,000 w. days, 1,000 w. nights; 1480 khz. Non-directional.

Operating schedule: 5:20-1 am. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

FM facilities: KPJD (FM).

TIME RATESNATIONAL AND LOCAL RATES SAME
KRED/KPDJ (FM) COMBINATION
No. 2B Eff 10/10/81—Rec'd 6/27/83.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.**6. SPOT ANNOUNCEMENTS**

GRID:	1 min						30 sec						
	I	II	III	IV	I	II	III	IV	I	II	III	IV	
AA	26	23	21	19	22	20	18	16	18	16	15	13	12
A	18	16	15	13	16	14	13	12					

KRED only: 70% of KRED/KPDJ (FM) combination.

KXGO (FM)1972
ARCATA

See listing under city of license.

Mid 008489-000

FairfieldSolano County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.**KUIC (FM)**1973
VACAVILLE

See listing under city of license.

Mid 008905-000

FallbrookSan Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.**KAVO (FM)**1977
FALLBROOK

See SRDS Spot Radio Small Markets Edition.

Mid 008547-000

FolsomSacramento County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**See Sacramento**

(including Carmichael, Folsom, Roseville)

Fort BraggMendocino County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.**KDAC**1948
FORT BRAGG

See SRDS Spot Radio Small Markets Edition.

Mid 008548-000

KOZT (FM)

FORT BRAGG

Mid 018037-000
See SRDS Spot Radio Small Markets Edition.**Fortuna**Humboldt County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.**See Eureka**

(including Fortuna)

KXGO (FM)1972
ARCATA

See listing under city of license.

Mid 008489-000

FowlerFresno County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.**KLIP**1962
FOWLER

See SRDS Spot Radio Small Markets Edition.

Mid 008549-000

KTED (FM)1980
FOWLERMedia Code 4 205 1880 7.00
Blimar Communications, Inc.
5755 E. Kings Canyon Rd., Fresno, CA 93727. Phone 209-252-9797.

Mid 028022-000

PROGRAMMING DESCRIPTION

KTED (FM): Programmed for young adults. MUSIC: Contemporary Christian. Contact Representative for further details. Rec'd 2/27/84.

1. PERSONNELPresident—William E. Donohue.
General Manager—Robert Langstaff.**2. REPRESENTATIVES**

Unirep Broadcasting Co.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.

Operating schedule: 20 hours daily. PST.

Antenna ht.: 316 ft. above average terrain.

4. AGENCY COMMISSION

15% on time.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD)(CR)

FremontAlameda County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.**See San Jose**

(including Fremont, Los Altos, Santa Clara)

FresnoFresno County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

Station contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBIF1947
FRESNOA Cascade Broadcasting Corporation Station
Media Code 4 205 1920 9.00
Cascade Broadcasting Corp.
261 N. Broadway, Fresno, CA 93701. Phone 209-266-0791.

Mid 008551-000

PROGRAMMING DESCRIPTION

KBIF: Programmed for adults & young adults. News programs. Rec'd 8/23/82.

1. PERSONNELPresident—David M. Jack.
Office Manager—Linda Lopez.**3. FACILITIES**

1,000 w. days; 900 khz. Non-directional.

Operating schedule: 6 am-6 pm. PST.

4. AGENCY COMMISSION

15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4c.
Rate Protection: 10f, 11f, 14g.
Basic Rates: 20b, 21b, 22a, 28b, 29a.
Cancellation: 70a, 71a, 72, 73a.**TIME RATES**

Eff 1/1/85—Rec'd 1/2/85.

6. SPOT ANNOUNCEMENTS

PER	1 min						30 sec					
	20 ti	40 ti	60 ti	100 ti	20 ti	40 ti	60 ti	100 ti	20 ti	40 ti	60 ti	100 ti
ea	40	35	30	25	30	26	22	18				

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
52 x	175	125	75	50
260 x	150	100	50	40
312 x	125	90	45	35

KEAP1957
FRESNOMedia Code 4 205 1980 3.00
H.B.C. Broadcasters Inc.
305 N. Valentine, Fresno, CA 93706. Phone 209-486-2980.

Mid 008552-000

2. REPRESENTATIVESSan Francisco—The Sandberg-Glenn Company.
New York, Chicago—Radio Station Representatives, Inc.
David Carpenter Company, Inc.
Dallas—Riley Representatives.
1 min rate 1x: 12.00.**KFIG**

(formerly KARM)

1938
FRESNO

Torbet Radio

Media Code 4 205 1990 2.00
Radio KFIG
732 N. Van Ness, Fresno, CA 93728. Phone (office), 209-268-8801. (studio), 209-486-1430.

Mid 008550-000

PROGRAMMING DESCRIPTION

KFIG: Programmed for adults. MUSIC: Adult Contemporary. NEWS: AP audio & network; business reports; weather computer. FARM: farm news programs. Contact Representative for further details. Rec'd 5/22/84.

1. PERSONNELPresident—Philip C. Davis.
Exec. Vice-Pres., Gen'l Mgr. & Prog. Dir.—Bill Weaver.
Sta. Mgr. & Gen'l Sls Mgr.—Bob Eurich.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIES

5,000-w.; 1430 khz. Directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Affiliated with Supernet.**TIME RATES**Eff 5/1/84—Rec'd 5/17/84.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 5:30-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5:30 am.**6. SPOT ANNOUNCEMENTS**

PER WK:	1-12 WEEKS—1 MINUTE									
	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti				
AAA	27.00	25.00	23.00	21.00	19.00	17.00				
AA	25.00	23.00	21.00	19.00	17.00	15.00				
A	23.00	21.00	19.00	17.00	15.00	13.00				
B	18.00	16.00	14.00	12.00	10.00	8.00				
C	9.00	8.00	7.00	6.00	5.00	4.00				

PER WK:	1-12 WEEKS—30 SECONDS									
	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti				
AAA	25.00	23.00	21.00	1						

CALIFORNIA

Concord—cont

KWUN

KWUN
1961
CONCORD



Media Code 4 205 1470 5.00 Mid 008527-000
Burgundy Broadcasting Corp.
300 Holly Dr., Concord, CA 94521. Phone 415-685-1480.

PROGRAMMING DESCRIPTION
KWUN: Programmed for adults 18-49. MUSIC: Adult Contemporary/Contemporary Hit, w/emphasis on hits of late 60's-80's; local PERSONALITIES w/community involvement. NEWS: full-time local dept; UPI Audio & wire for nat'l coverage. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard M. Helzberg.
General Operations Manager—Lillian Lum.
- FACILITIES**
500 w.; 1480 khz. Directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12a, 13d, 14a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28b, 29a, 30, 33c.
Contracts: 40a, 41, 44b, 45, 46, 47c, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61c.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 7 Eff 10/24/84—Rec'd 11/19/84.

- PACKAGE PLANS**
TAP—1/4 AM DRIVE, 1/4 PM DRIVE, 1/2 ALL OTHER TIMES
- | | Open | 12 ti | 18 ti | 24 ti |
|--------------|------|-------|-------|-------|
| 1 min | 40 | 38 | 35 | 33 |
| 30 sec | 32 | 30 | 28 | 26 |
- Specific dayparts, extra 15%.

- SPECIAL FEATURES**
Newscasts, extra 20%; traffic reports, billboards, extra 10%. (CR)

Corona

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Riverside-San Bernardino
(including Corona, Redlands)

Crescent City

Del Norte County—Map Location A-2
See SRDS Consumer market map and data at beginning of the state.

KCRE

1950
CRESCENT CITY
KCRE-FM
CRESCENT CITY

Mid 017675-000

See SRDS Spot Radio Small Markets Edition.

KPOD

1959
CRESCENT CITY

Mid 008529-000

See SRDS Spot Radio Small Markets Edition.

Davis

Yalo County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KYLO (FM)

1979
DAVIS

Mid 008530-000

See SRDS Spot Radio Small Markets Edition.

Delano

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KCHJ

1950
DELANO

Mid 008531-000

See SRDS Spot Radio Small Markets Edition.

KDNO (FM)

1968
DELANO

Mid 008532-000

See SRDS Spot Radio Small Markets Edition.

KXEM

1970
MCFARLAND

Mid 008668-000

See listing under city of license.

Dinuba

Tulare County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KOJY (FM)

1975
DINUBA



Media Code 4 205 1610 6.00 Mid 008533-000
Radio Dinuba Co.
597 N. Alta Ave., Dinuba, CA 93618. Phone 209-486-1130, 591-1130.

PROGRAMMING DESCRIPTION

KOJY (FM): Easy Listening music programmed for primary target of adults 25-54. Rec'd 11/19/84.

- PERSONNEL**
President—David L. Hofer.
General Manager—Scott W. Moseley.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
ERP 19,000 w. (horiz.), 19,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 820 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: KRDU.
Affiliated with KBS.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (CR-2)

KRDU

1946
DINUBA

Mid 008534-000

See SRDS Spot Radio Small Markets Edition.

El Cajon

San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

See San Diego
(including Carlsbad, El Cajon, Escondido, Vista)

El Centro

Imperial County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

KAMP

1958
EL CENTRO

Mid 008535-000

Media Code 4 205 1650 2.00
El Centro Radio, Inc.
KAMP Bldg., Box 1018, El Centro, CA 92244. Phone 619-352-2277.

- REPRESENTATIVES**
Los Angeles—Hugh Wallace, Inc.
San Francisco—The Sandeberg-Glenn Company.
New York, Chicago—Radio Station Representatives, Inc.
Dallas—Riley Representatives.
1 min rate 1x: 8.00.

KICO

1947
CALEXICO



Masla Radio

Mid 008517-000

Box 861, El Centro, CA 92244. Phone 619-357-1490.
Considered by ABC Entertainment and Information Networks as their El Centro outlet. See listing under city of license.

KROP

1946
BRAWLEY

Mid 008515-000

See listing under city of license.

KXO

1927
EL CENTRO

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 205 1680 9.00 Mid 008536-000
KXO, Inc.
Box 140, 1681 W. Main St., El Centro, CA 92243. Phone 619-352-1230.

PROGRAMMING DESCRIPTION

KXO: Adult contemporary, AIR PERSONALITIES 5 am-12M. Contact Representative for further details. Rec'd 2/28/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ed Muzy.
Vice-Pres. & Sales Mgr.—Gene Brister.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 5 am-midnight. PST.
Partial simulcast operation. Simulcast 5-min at :60.
For non-simulcast facilities see KXO-FM.
 - AGENCY COMMISSION**
15/0: time only.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with NBC Radio Network.
Member: Southwest Agri-Radio Network, California Ag Radio Group.
- TIME RATES**
No. 22 Eff 5/1/84—Rec'd 5/29/84.
- 7. PACKAGE PLANS**
- | PER MO, ROS: | 25 ti | 50 ti | 75 ti | 150 ti |
|--------------|-------|-------|-------|--------|
| 1 min | 11.30 | 10.50 | 9.40 | 8.35 |
| 30 sec | 9.35 | 8.60 | 8.00 | 7.05 |
- 10 sec: 50% of 1-min.**
- 8. PROGRAM TIME RATES**
- | 12-MO, ROS: | 1x | 50x | 100x | 200x |
|--------------|-----|-----|------|------|
| 5 min | 32 | 28 | 26 | 22 |
| 1/2 hr | 65 | 59 | 54 | 49 |
| 55 min | 106 | 98 | 91 | 85 |
- Guaranteed time, 6-10 am & 3-7 pm, extra per spot 1.00.

KXO-FM

1976
EL CENTRO

Beautiful Music



Media Code 4 205 1681 7.00 Mid 008537-000
KXO, Inc.
1681 W. Main St., Box 140, El Centro, CA 92243. Phone 619-352-1230.

PROGRAMMING DESCRIPTION

KXO-FM: Beautiful music. NEWS: 5-min at :60. Contact Representative for further details. Rec'd 5/3/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ed Muzy.
Vice-Pres. & Sales Mgr.—Gene Brister.
News Director—Carroll Buckley.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
ERP 25,000 w. Circular polarized. 107.5 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 198 ft. above average terrain.
Partial simulcast operation. Operated separately except for news. For simulcast facilities see KXO.
 - AGENCY COMMISSION**
15/0: time only.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with NBC and KBS.
- TIME RATES**
No. 7 Eff 5/1/84—Rec'd 5/29/84.
- 6. SPOT ANNOUNCEMENTS**
- | | CLASS AA | 25 ti | 50 ti | 75 ti | 150 ti |
|-------------|----------|-------|-------|-------|--------|
| PER MO: | | 12.50 | 11.65 | 10.60 | 9.50 |
| 1 min | | 10.50 | 9.75 | 9.20 | 8.25 |
- CLASS A**
- | | 25 ti | 50 ti | 75 ti | 150 ti |
|--------------|-------|-------|-------|--------|
| 1 min | 11.30 | 10.50 | 9.40 | 8.35 |
| 30 sec | 9.35 | 8.60 | 8.00 | 7.05 |

XEWV

1955
MEXICALI, MX

Mid 015620-000

U. S. Sales Office: Box 155, San Ysidro, CA 92073.
Phone 1-70-66-88-3616.
See listing in Medios Publicitarios Mexicanos under Mexicali, Mexico.

Escondido

San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

See San Diego
(including Carlsbad, El Cajon, Escondido, Vista)

KOWN

1958
ESCONDIDO

Mid 008539-000

Suite 212, 1523 E. Valley Pkwy., Escondido, CA 92025.
Phone 619-745-8511.
See listing under city of license.

KOWN-FM

1966
ESCONDIDO

Mid 008540-000

Suite 212, 1523 E. Valley Pkwy., Escondido, CA 92027.
Phone 619-745-8511.
See listing under city of license.

Eureka

(including Fortuna)
Humboldt County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KEKA

1979
EUREKA



Media Code 4 205 1723 7.00 Mid 008541-000
Redwood Broadcasting Co.
540 E. St., Box KEKA, Eureka, CA 95501. Phone 707-445-9211.

PROGRAMMING DESCRIPTION
KEKA: Programs MOR for adults 30-64, emphasizing community involvement with local news, sports & actualities. Daily 5-min 12N hr farm show. Daily live interview show. Contact Representative for further details. Rec'd 2/24/83.

- PERSONNEL**
President—Patricia Smullin.
Mgr. & Prog. Dir.—Ian Evans.
 - REPRESENTATIVES**
San Francisco, Los Angeles—Unirep Broadcasting Co.
 - FACILITIES**
5,000 w.; 790 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. PST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 5, 8.
Affiliated with ABC Information Radio Network.
- TIME RATES**
Eff 12/17/79—Rec'd 12/10/79.
- AA—6-9 am, noon-2 pm & 4-6 pm/sunset, whichever comes note.
A—All other times.
- SPOT ANNOUNCEMENTS**
- | | CLASS AA | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
|--------------|----------|-------|-------|-------|-------|-------|
| PER WK: | | 10 | 10 | 10 | 10 | 10 |
| PER MO: | | 20 | 40 | 60 | 80 | 100 |
| 1 min | | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| 30 sec | | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 |
- CLASS A**
- | | 7.50 | 7.00 | 6.50 | 6.00 | 5.00 |
|--------------|------|------|------|------|------|
| 1 min | 7.50 | 7.00 | 6.50 | 6.00 | 5.00 |
| 30 sec | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
- 10/15 sec: 50% of 1-min.
Specified times, extra 15%.

KERG (FM)

1982
GARBERVILLE

MOR/Oldies

Mid 028383-000

See listing under city of license.

KNVR (FM)1977
CHICO-PARADISEMedia Code 4 205 1365 7.00 Mid 008718-000
Paradise Broadcasting
Box 1167, 5907 Skyway, Paradise, CA 95969. Phone 916-893-4797, 895-1197.**PROGRAMMING DESCRIPTION**

KNVR (FM): MUSIC: Contemporary Hit Radio; album review Mon 8-9 pm; American Top 40 Sun noon-4 pm. NEWS: network/local 6x/day. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
General Manager—Robb Cheal.
Sales & Ass't Gen'l Mgr.—Nick Clark.
Program Director—Andy Manuel.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KORV1947
OROVILLE

Mid 008697-000

See listing under city of license.

KPAY1949
CHICOMedia Code 4 205 1380 6.00 Mid 008522-000
Richardson Broadcasting Co.
2654 Cramer Lane, Chico, CA 95926. Phone 916-345-0021, TWX910-536-0337.**PROGRAMMING DESCRIPTION**

KPAY: Programmed for adults 25-54. MUSIC: Blend of adult popular releases & hits of the past. AIR PERSONALITIES handle all music. NEWS: Network at 6:00 followed by local news. SPORTS: 7:30 am & 5:30 pm. FARM: News at 6:30-6:35 am, farm weather at 6 pm-12M during critical frost periods for almonds, walnuts & grapes. Contact Representative for further details. Rec'd 5/20/83.

- PERSONNEL**
President—Charles H. Wilson.
General Manager—Monty Ivey.
Sales Manager—David West.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
10,000 w.; 1060 khz. Directional nights. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 33b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with NBC Radio Network.

TIME RATES

No. 11 Eff 9/1/84—Rec'd 9/28/84.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 sec
MO: 26 ti 52 ti 78 ti 104 ti 26 ti 52 ti 78 ti 104 ti
YR: 156x 260x 312x 520x 156x 260x 312x 520x
AAA ... 17 16 15 14 13 12 11 10
AA 15 14 13 12 13 12 11 10
A 14 13 12 11 12 11 10 9
- PACKAGE PLANS**
TAP—5:30 AM-MIDNIGHT 1/4 IN EACH DAYPART
PER WK: 6 ti 12 ti 18 ti 24 ti
PER MO: 26 ti 52 ti 78 ti 104 ti
PER YR: 156x 260x 312x 520x
1 min 14 13 12 11 10
30 sec 12 11 10 9

AM/FM COMBINATION

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 sec
MO: 26 ti 52 ti 78 ti 104 ti 26 ti 52 ti 78 ti 104 ti
YR: 156x 260x 312x 520x 156x 260x 312x 520x
AAA ... 27 25 24 23 22 20 19 18
AA 25 23 21 19 20 18 17 15
A 24 22 20 18 19 17 16 14
- PACKAGE PLANS**

TAP—5:30 AM-MIDNIGHT 1/4 IN EACH DAYPART
PER WK: 6 ti 12 ti 18 ti 24 ti
PER MO: 26 ti 52 ti 78 ti 104 ti
PER YR: 156x 260x 312x 520x
1 min 24 22 20 18
30 sec 19 17 16 14**KPAY-FM**1972
CHICOMedia Code 4 205 1381 4.00 Mid 008523-000
Richardson Broadcasting Co.
2654 Cramer Lane, Chico, CA 95926. Phone 916-345-0021, TWX910-536-0337.**PROGRAMMING DESCRIPTION**

KPAY-FM: MUSIC: Easy Listening. NEWS: reg'l & local at :60 even hrs; frequent weather reports. Contact Representative for further details. Rec'd 1/21/85.

- PERSONNEL**
President—Charles H. Wilson.
General Manager—Monty Ivey.
Sales Manager—David West.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 8,000 w. (horiz.), 8,000 w. (vert.); 95.1 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 33b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 62a, 62d.
Sold in combination with KPAY. See that listing.

TIME RATES

No. 11 Eff 9/1/84—Rec'd 9/28/84.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 sec
MO: 26 ti 52 ti 78 ti 104 ti 26 ti 52 ti 78 ti 104 ti
YR: 156x 260x 312x 520x 156x 260x 312x 520x
AAA ... 13 12 11 10 11 10 9 8
AA 12 11 10 9 10 9 8 7
A 11 10 9 8 9 8 7 6
- PACKAGE PLANS**
TAP—5:30 AM-MIDNIGHT 1/4 IN EACH DAYPART
PER WK: 6 ti 12 ti 18 ti 24 ti
PER MO: 26 ti 52 ti 78 ti 104 ti
PER YR: 156x 260x 312x 520x
1 min 13 12 11 10
30 sec 10 9 8 7

KRIJ (FM)1983
PARADISEMedia Code 4 205 5471 9.00 Mid 032644-000
Jibo Broadcasting Corporation
6177 Skyway, Paradise, CA 95969. Phone 916-872-9270.**PROGRAMMING DESCRIPTION**

KRIJ (FM): Target audience 25-54. MUSIC: Contemporary Country format. NEWS: local news hourly 6 am-7 pm; network news from Satellite hourly 24 hours daily; weather updates twice hourly; frost reports Feb-Apr. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
General Manager—Jim Flood.
Operations Director—Cindy Fahey.
Sales Manager—Teri Keefer.
- REPRESENTATIVES**
Radio Time Sales/International.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 620 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.

TIME RATES

No. 11 Eff 9/1/84—Rec'd 10/2/84.

- SPOT ANNOUNCEMENTS**
MON THRU SUN 6 AM-7 PM
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 45 ti
1 min ... 10.90 10.60 10.30 10.00 9.70 9.40 9.10 8.80
30 sec ... 8.75 8.50 8.25 8.00 7.75 7.50 7.25 7.00
WK: 50 ti 55 ti 60 ti
1 min 8.50 8.20 7.90
30 sec 6.75 6.50 6.25
- PACKAGE PLANS**
TAP—MON THRU SUN 5 AM-MIDNIGHT
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 45 ti
1 min 10.30 10.00 9.70 9.40 9.10 8.80 8.50 8.20
30 sec ... 8.25 8.00 7.75 7.50 7.25 7.00 6.75 6.50
WK: 50 ti 55 ti 60 ti
1 min 7.90 7.60 7.30
30 sec 6.25 6.00 5.85

- SPECIAL FEATURES**
Newscasts—incl open plus 1 1-min spot: 11.90.

(SMD)(D)

ClovisFresno County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.**See Fresno**
(including Clovis)**Coachella**Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.**KCHV (FM)**1954
COACHELLAMedia Code 4 205 1410 1.00 Mid 008524-000
Coachella Broadcasting Co.
48630 Monroe, Indio, CA 92202. Phone 619-347-2333.
Mailing Address: Drawer 11, Indio, CA 92201.**PROGRAMMING DESCRIPTION**

KCHV (FM): Adult programming. SPORTS: pro baseball, football, golf & tennis. AIR PERSONALITIES with time segments. NEWS: 2 mobile units, stock market reports. FARM: network 5:30-6 am, morning airwatch report. Contact Representative for further details. Rec'd 1/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert P. Osterberg.
National Sales Manager—Larry Thom.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz. Operating schedule: 24 hours daily. PST. Antenna ht.: 252 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KVM. Member: Southwest Agri-Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/23/83.

- SPOT ANNOUNCEMENTS**
1 MINUTE
YR: 1x 50x 100x 250x 500x 750x 1000x
AA 16.00 15.00 14.00 13.00 12.00 11.00 10.00
A 14.00 13.00 12.00 11.00 10.00 9.00 8.00
30 SECONDS
AA 12.00 11.50 11.00 10.50 10.00 9.50 9.00
A 9.00 8.50 8.00 7.50 7.00 6.50 6.00
10 sec: 50% of 1-min.

(SMD) (D-CR)

KVM1960
COACHELLAMedia Code 4 205 1425 9.00 Mid 008525-000
Coachella Valley Broadcasting Co.,
Drawer HH, Indio, CA 92202. Phone 714-398-0693.**PROGRAMMING DESCRIPTION**

KVM: All Spanish Language programming. Contact Representative for further details. Rec'd 10/27/82.

- PERSONNEL**
Gen'l & Sls Mgr.—Gilberto P. Esquivel.
Program Director—Marco A. Alcaraz.
News Director—Alfonso Garfias.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 970 khz. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KCHV (FM).
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 2/1/83—Rec'd 1/25/83.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 52x 156x 260x 312x 624x 1000x
1 min 18 17 16 15 14 13 12
30 sec 15 14 13 12 11 10 9
15 sec: 50% of 1-min.

- PACKAGE PLANS**
SATURATION, 4 WEEK MINIMUM
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 45 ti
1 min 16 15 14 13 12
30 sec 13 12 11 10 9
SPECIAL PACKAGES—QUARTERLY, SEMI-ANNUAL & ANNUAL BTA
PER WK: 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
13 wk 15 14 13 12 11 10
26 wk 14 13 12 11 10 9
52 wk 13 12 11 10 9 8
15 sec: 50% of 1-min.

(SMD) (D-2)

CoalingaFresno County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.**KOLI**1979
COALINGA

Mid 008526-000

See SRDS Spot Radio Small Markets Edition.

ComptonLos Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.**See Los Angeles Urban Area****Concord**

(including Walnut Creek)

Contra Costa County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KINQ (FM)1959
WALNUT CREEKMedia Code 4 205 1458 0.00 Mid 008911-000
Chabin Communications Corp.
1975 Diamond Blvd., Concord, CA 94520. Phone 415-682-2832.**PROGRAMMING DESCRIPTION**

KINO (FM): Programmed for adults 18-49. MUSIC: Adult Hits from 60's-80's with emphasis on familiar. AIR PERSONALITIES. FEATURES: health, money, current lifestyle. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
General Manager—Jim Chabin.
Sales Manager—Ron Hall.
Operations Manager—Chip Morgan.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w.; 92.1 mhz. Operating schedule: 24 hours daily. PST. Antenna ht.: 89 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KKIS, Pittsburg.

TIME RATES

Eff—Rec'd 10/26/84.

AAA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight.
A—Mon thru Sun 6-10 am & midnight-2 am.

- SPOT ANNOUNCEMENTS**
GRID: — 1 min — 30 sec —
AAA AA A AAA AA A
1 77 69 63 62 56 51
2 70 63 57 56 51 46
3 53 48 43 43 39 35
4 48 43 39 38 34 31
5 43 39 35 34 31 28
Night Rates: 20% of AAA.

PACKAGE PLANSTAP—WED THRU SAT 6 AM-MIDNIGHT
GRID: — 1 2 3 4 5
1 min 74 67 50 46 41
30 sec 58 53 41 36 32
TAP—MON THRU SUN 6 AM-MIDNIGHT
1 min 66 60 45 41 37
30 sec 53 48 37 33 29

KINQ (FM)/KKIS, Pittsburg, sold in combination. Deduct 10% from combined rate.

CALIFORNIA

Brawley

Imperial County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

KROP
1946
BRAWLEY



Media Code 4 205 1020 8.00 Mid 008515-000
Ronke, Inc., dba KROP
120 S. Plaza, Box 283, Brawley, CA 92227. Phone 619-344-1300.

PROGRAMMING DESCRIPTION
KROP: Adult oriented 25-54. MUSIC: Modern Country, top artists, incl crossovers. FARM: local & reg'l plus state farm network; 3 programs/day w/full-time broadcaster. NEWS: at :60 plus features; UPI Audio. SPORTS: local sports, college & high school, pro baseball & football play-by-play. Contact Representative for further details. Rec'd 4/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—John (Jack) B. Stodelle.
Station Manager—Stephen Stodelle.
Farm Director—Mary Ganir.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 1300 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 10/24/83.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- PACKAGE PLANS**
1/3AA, 1/3A, 1/3B
PER WK: 12 ti 18 ti 24 ti PER WK: 12 ti 18 ti 24 ti
1 min 10.00 9.50 8.50 10 sec 5.00 4.75 4.25
30 sec 8.50 8.00 7.50

- SPECIAL FEATURES**
Farm News & Programming—Mon thru Sat 5-7 am; Mon thru Fri 11:30 am-1 pm & 4-4:30 pm, flat 1-min 25.00; 30-sec 20.00; 10-sec 12.50.
DISCOUNT
26 wk—5% 52 wk—10%

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (A)

KSIQ (FM)
1981
BRAWLEY

Mid 015880-000
See SRDS Spot Radio Small Markets Edition.

Burbank

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Burney

Shasta County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KAVA
1967
BURNLEY

Mid 008516-000
See SRDS Spot Radio Small Markets Edition.

Calexico

Imperial County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

KICO
1947
CALEXICO

Media Code 4 205 1050 5.00 Mid 008517-000
KICO, Inc.
Box 861, El Centro, CA 92244. Phone 619-357-1490.
Calexico Studio.
695 Freeway 111, Calexico, CA 92231.

PROGRAMMING DESCRIPTION
KICO: Programmed for Spanish & English audience. MUSIC: easy listening. NEWS: hriy; networks, commentators, state networks & American Farm bureau daily. Contact Representative for further details. Rec'd 12/1/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—W. L. Gleeson.
Sec'y & Treas.—Mary Gleeson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION**
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations**
Station will translate to Spanish.
Affiliated with ABC Information Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES
Eff 1/1/84—Rec'd 11/11/83.

- SPOT ANNOUNCEMENTS**
DAYS
1 min (English only) 9.00
1 min (30 sec English/30 sec Spanish) 12.00
30 sec (all English) 6.00
30 sec (all Spanish) 7.50

NIGHTS

Discount 30% from day rate.

- PROGRAM TIME RATES**
Ea 1 hr 1/2 hr 1/4 hr 5 min
120.00 75.00 45.00 22.50
NIGHTS
Discount 30% from day rate.
CONTRACT DISCOUNT
3 mo—5% 1 yr—15%
6 mo—10%

(SMD) (CR)

Camarillo

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Oxnard-Ventura
(including Camarillo, Ojai, Port Hueneme, Santa Paula)

Capitola

Santa Cruz County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

See Aptos-Capitola

Carlsbad

San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

See San Diego
(including Carlsbad, El Cajon, Escondido, Vista)

Carmel

Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

See Monterey-Seaside
(including Carmel, Pacific Grove)

Carmichael

Sacramento County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

See Sacramento
(including Carmichael, Folsom, Roseville)

Carnelian Bay

Placer County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KHTX (FM)
1974
CARNELIAN BAY



Media Code 4 205 1195 9.00 Mid 008518-000
The December Group
24 Highway 28, Box 1365, Crystal Bay, NV 89402. Phone 702-831-5102, 916-546-5936.
Main Office, 304 S. Broadway, Suite 520, Los Angeles, CA 90013.

PROGRAMMING DESCRIPTION
KHTX (FM): Programmed for adults 18-49. MUSIC: Contemporary hits featuring AIR PERSONALITIES. NEWS: extensive local news, weather & recreation reports. FEATURES: network Top 30 Countdown; heavy audience participation & promotion; Lake Tahoe features. Contact Representative for further details. Rec'd 4/20/84.

- PERSONNEL**
President—Tom Quinn.
General Manager—Karl Crass.
Sales Manager—Bill Wilson.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 9,720 ft. above mean sea level.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7b.
Basic Rates: 20a, 20b, 21b, 22a.
Comb.: 60f, 60i, 60j, 60k.
Prod. Services: 80, 82.
AM facilities: KTRT, Truckee, CA.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

Cathedral City

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Palm Springs
(including Cathedral City)

Ceres

Stanislaus County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KLOC
1963
CERES

Media Code 4 205 1320 2.00 Mid 008519-000
Clock Broadcasting, Inc.
Box 542, Modesto, CA 95353. Phone 209-521-5562.
Studio: 1303 10th St., Modesto, CA 95353.

PROGRAMMING DESCRIPTION
KLOC: Spanish format. Rec'd 7/6/81.

- PERSONNEL**
President—Armour Smith.
General Manager—Mike Sturtevant.
- FACILITIES**
500 w. days, 2,500 w. nights; 920 khz. Directional.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15/0 time and talent.

TIME RATES
Eff Rec'd 8/24/83.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 7 ti 13 ti 19 ti 25+
1 min 18 17 15 14 13
30 sec 15 14 13 12 11

(SMD) (D)

Chico

Butte County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KEWE (FM)
1979
OROVILLE

Mid 008696-000
See listing under city of license.

KFMF (FM)
1967
CHICO

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 205 1330 1.00 Mid 008520-000
Kragwood Broadcasting Inc.
Box 266, Chico, CA 95927. Phone 916-343-8461.

PROGRAMMING DESCRIPTION
KFMF (FM): Programmed for audience 18-40, emphasis 18-34. MUSIC: Contemporary Rock & Roll. COMMERCIAL POLICY: 10 min per hour. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Manager—Jeff Kragel.
Sales Manager—Rich Carpenter.
Program Director—Ron Woodward.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 290 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

TIME RATES
Eff Rec'd 9/24/84.

- SPOT ANNOUNCEMENTS**

GRID:	Specified			
	I	II	III	IV
1 min	18.00	17.00	16.00	15.00

GRID:	ROS			
	I	II	III	IV
1 min	16.50	15.50	14.50	13.50

 30 sec/less: 80% of 1-min rate.

KHSL
1935
CHICO



Media Code 4 205 1350 9.00 Mid 008521-000
Golden Empire Broadcasting Co.
Box 489, Chico, CA 95926. Phone 916-893-8926,
TWX910-538-0336.

PROGRAMMING DESCRIPTION
KHSL: Top Country, country artists, incl some Crossovers. Adult oriented 25-54. NEWS: local at :55, network at :60. AIR PERSONALITIES 19 1/2 hrs per day. Agribusiness reports 5:06-5:30 am M-F. Frost warning weather reports 6-11 pm at :55 during critical frost periods. Contact Representative for further details. Rec'd 1/21/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mickey McClung.
Executive Vice-President—Charles H. Kinsley, Jr.
Station Manager—Jim Lynch.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 1290 khz. Directional nights.
Operating schedule: 19 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 1/1/85—Rec'd 1/21/85.

Drive—Mon thru Sat 6-10 am & 3-7 pm.
Prime—Mon-Sat 7 am-7 pm.

- SPOT ANNOUNCEMENTS**
DRIVE
PER MO: Open 48 ti 72 ti 96 ti 144 ti
PER WK: Open 12 ti 18 ti 24 ti 36 ti
1 min 17.00 15.50 15.00 13.75 13.25
30 sec 15.50 14.50 14.00 13.50 13.00
PRIME
1 min 15.50 14.50 14.00 13.50 13.00
30 sec 14.00 13.50 12.50 12.50 12.00
Fixed, extra 10%.

DISCOUNT
52 wk—10% 13 wk—5%
13 wk, minimum 200 ti; 52 wk, minimum 500 ti.

- PACKAGE PLANS**
TAP—ROS MON-SUN 7 AM-MIDNIGHT
PER MO: Open 48 ti 72 ti 96 ti 144 ti
PER WK: Open 12 ti 18 ti 24 ti 36 ti
1 min 14.00 13.50 13.00 12.50 12.00
30 sec 13.00 12.50 12.00 11.50 11.00
Fixed, extra 10%.

- SPECIAL FEATURES**
Agri-Business Today—M-F 5:06 am, 15-min feature incl Farm Bureau Report from Sacramento, minimum 13 wk: 1-min 10.50; 30-sec 9.50.

CBS World News Roundup, 7 am 1 min 20
*Local news at :55 16
New in California Agriculture, 12:30 pm 16
+ Frost Report 16
+ Weather 7:20 am, 12:35 & 5:25 pm M-F 20
Ag-News adjacency, 12:29 M-F 13
+ Ski report (in season) 12
(* Incl open & close.
(+) Incl billboard.

KPMC

1933
BAKERSFIELD



Media Code 4 205 0750 1.00 Mid 008502-000
Dan B. Speare Broadcast Enterprises, Inc.
230 Truxton Ave., Bakersfield, CA 93301. Phone 805-327-5121, 327-2596.
Mailing Address: Bin 1736, Bakersfield, CA 93302.

PROGRAMMING DESCRIPTION

KPMC: Adult oriented. NEWS: local/reg'l emphasis, networks; blocks 5:30-9 am; news & farm 12N-1:30 pm M-F. FARM: programming wkly 5:30-7 am M-Sat. SPORTS: Local/reg'l emphasis. Pro, college & local football. RELIGION: Sun. Contact Representative for further details. Rec'd 2/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dan B. Speare.
Business Manager—Mary Speare.
Director of Sales—John Rader.

2. REPRESENTATIVES

Masla Radio.
J.L. Farmakis, Inc.

3. FACILITIES

10,000 w., 1560 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61b, 62b, 62d.

Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

Affiliated with MBS.

Affiliated with CBS Radio Network.

Member: California Ag Radio Group.

TIME RATES

Eff—Rec'd 12/22/83.
AA—Mon thru Sat 5:30-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA
6 ti 12 ti 18 ti 24 ti 30 ti
1 min 20 19 18 17 16
30 sec 18 17 16 15 14

CLASS A
1 min 18 17 16 15 14
30 sec 16 15 14 13 12

8. PROGRAM TIME RATES

5 min, AA 1x 65x 130x 200x 300x
5 min, A 28.00 23.00 20.00 18.00 17.00
1/4 hr 40.00 30.00 27.50 24.50 20.00
1/2 hr 60.00 50.00 45.00 40.00 35.00
1 hr 100.00 85.00 75.00

10. SPECIAL FEATURES

Farm/News block—5:30-9 am & noon-1:30 pm, AA rates apply.

KQXR (FM)

1948
BAKERSFIELD



Media Code 4 205 0765 9.00 Mid 008499-000
Eagle Broadcasting
Box 2700, Bakersfield, CA 93303. Phone 805-832-1410.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KUZZ

1958
BAKERSFIELD



Katz Radio

Modern Country



A Buck Owens Station

Media Code 4 205 0780 8.00 Mid 008503-000
Buck Owens Production Company, Inc.
1209 N. Chester Ave., Bakersfield, CA 93308. Phone 805-393-1500.

PROGRAMMING DESCRIPTION

KUZZ: Adult oriented country music. NEWS: local events. Radio equipped staff. Contact Representative for further details. Rec'd 1/3/77.

1. PERSONNEL

President—Buck Owens.
Sta., Reg. & Nat'l Sales Mgr.—Mel Owens, Jr.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

1,000 w.; 970 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KXXX (FM).
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KWAC

BAKERSFIELD



LOTUS
ALBERTINI
HISPANIC REPS



Media Code 4 205 0810 3.00 Mid 008504-000
KMAP, Inc.
5200 Standford St., Bakersfield, CA 93308. Phone 805-327-9711.

PROGRAMMING DESCRIPTION

KWAC: 100% Spanish language; full complement service to Spanish speaking population. MUSIC: Traditional Contemporary Mexican & Latin with general appeal; requests, dedications; AIR PERSONALITIES. NEWS: 5 min hrly UPI CustomNews via satellite; local news of interest to Spanish population; sports wrapup PM; Cal-Trans road & weather conditions. FEATURES: talk shows & programs directed to Spanish community; free commercial & PSA translation. Contact Representative for further details. Rec'd 11/7/83.

1. PERSONNEL

President—Edwards R. Hoppie.
Vice-President—Robert J. Duffy.
National Sales Manager—Ken Ramsey.

2. REPRESENTATIVES

Lotus Albertini Hispanic Reps.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 25a, 26, 28c, 29a, 29b.
Basic Rates: 20b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 29b.
Contracts: 40c, 44a, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Lotus—Albertini Spanish Radio Network.

TIME RATES

Eff—Rec'd 10/22/84.
AAA—Mon thru Sun 6 am-7 pm.
AA—Mon thru Sun 5 am-8 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA
GRID: I II III IV GRID: I II III IV
1 min 32 29 26 23 30 sec 26 24 21 19

7. PACKAGE PLANS

TAP—CLASS AA
GRID: I II III IV GRID: I II III IV
1 min 29 26 23 20 30 sec 23 21 18 16

Banning

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KGUD

1978
BANNING

Media Code 4 205 0840 0.00 Mid 008505-000
KOLA Corp.
5005 La Mart Drive, Suite 100, Riverside, CA 92507.
Phone 714-684-9992, 825-9952.

PROGRAMMING DESCRIPTION

KGUD: Programmed for adults+. MUSIC: combines Popular w/top albums & hit singles. NEWS: 5 min at :60. SPORTS: Dodger baseball, L.A. Clippers basketball. COMMERCIAL POLICY: max 10 min/hr. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Frederick R. Cote.
General Sales Manager—Al Barnett.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KOLA (FM), Riverside.
Affiliated with ABC Direction Radio Network.

TIME RATES

No. 1 Eff 12/1/78—Rec'd 11/3/78.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti
AA 15 13 12 11
A 13 11 10 9
B 10 9 8 7
30 sec: 80% of 1-min; 10 sec: 80% of 1-min.

(SMD) (CR)

Barstow

(including Yermo)

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KIOT

1960
BARSTOW

Adult Contemporary



Media Code 4 205 0870 7.00 Mid 008506-000
D. L. Developments
Box 1000, Barstow, CA 92311. Phone 619-256-2175.

PROGRAMMING DESCRIPTION

KIOT: MUSIC: Adult Contemporary w/AIR PERSONALITIES. FEATURES: Sun 6 hrs ethnic Hispanic programming; 1/2-hr air trade show w/listener participation M-F. NEWS: local 5x daily; 3x Sat; nat'l updates 8x daily. Contact Representative for further details. Rec'd 11/29/82.

1. PERSONNEL

President—D. L. Van Voorhis.
Station Manager—Bruce Van Voorhis.
Assistant Manager—Mike Haloran.

2. REPRESENTATIVES

Western Regional Broadcast Sales.

3. FACILITIES

5,000 w. days; 1310 khz. Directional.
Operating schedule: PST.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 1-R Eff 7/1/83—Rec'd 9/7/83.

6. SPOT ANNOUNCEMENTS

PER WK: 7 ti 14 ti 21 ti 28 ti
1 min 12.00 11.50 11.00 10.50
30 sec 10.00 9.50 9.00 8.50

PER MO:

80 ti 120 ti 80 ti 120 ti
Ea 11.00 9.00 10.50 8.50

Specified day parts, extra 1.00.

7. PACKAGE PLANS

ANNUAL BULK: 1 min 30 sec
1000x 10,000 7,000

Specified day parts, extra 1.00.

10. SPECIAL FEATURES

NEWSCAST: 1 min 30 sec
Ea 14 12

Specified day parts, extra 1.00.

(SMD)

KPRD

1946
BARSTOW

Mid 008507-000
See SRDS Spot Radio Small Markets Edition.

KRXV (FM)

1980
YERMO



Media Code 4 205 0915 0.00 Mid 008916-000
KRXV, Inc.
12327 Santa Monica Blvd., Suite 202, Box 25606, Los Angeles, CA 90025. Phone 213-820-4628.

PROGRAMMING DESCRIPTION

KRXV (FM): Target audience 25+. MUSIC: MOR foreground sound of currently popular entertainers mixed with stds. NEWS: nat'l at :60 AP Radio network, reg'l & weather at :30; reports of interest to travelers hrly on weather, highways, driving conditions from government centers. Contact Representative for further details. Rec'd 10/30/81.

1. PERSONNEL

President—Howard B. Anderson.
Station Manager—Jack Spring.
Sales Manager—Jack Gilday.

2. REPRESENTATIVES

New York—Shelly Katz Radio Sales, Inc.
Los Angeles—Gillis Broadcasting Representatives.
San Francisco—Radio Time Sales/International.

3. FACILITIES

ERP 10,500 w. (horiz.), 10,500 w. (vert.); 98.1 mhz. Stereo.

Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,333 ft. above average terrain.

Simulcast 24 hours daily with KXVR (FM), Mountain Pass.

4. AGENCY COMMISSION

15% time only.

TIME RATES

SIMULCAST KRXX (FM)/KXVR (FM) MOUNTAIN PASS
Eff 1/1/84—Rec'd 11/21/83.

AAA—Wed-Sun 9 am-10 pm.

AA—Mon & Tues 9 am-10 pm.

A—Mon thru Sun 6-9 am & 10 pm-midnight.

B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec
12 ti 18 ti 36 ti 12 ti 18 ti 36 ti
AAA 40 39 38 33 32 31
AA 25 24 23 22 21 20
A 12 11 10 11 10 9
B: 1-min 7.00; 30-sec 5.00.

(SMD)

KVVQ (FM)

1980
VICTORVILLE

Mid 008908-000
See listing under city of license.

KZNS (FM)

1981
BARSTOW

Mid 030389-000
See SRDS Spot Radio Small Markets Edition.

Berkeley

Alameda County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See San Francisco-Oakland

(including Alameda, Berkeley, San Mateo, San Rafael)

Big Bear Lake

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

KBBV

1964
BIG BEAR LAKE

Mid 008509-000
See SRDS Spot Radio Small Markets Edition.

KTOT (FM)

1975
BIG BEAR LAKE

Mid 008510-000
See SRDS Spot Radio Small Markets Edition.

Bishop

Inyo County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KIBS

1953
BISHOP

Mid 008511-000
See SRDS Spot Radio Small Markets Edition.

KIOQ (FM)

1974
BISHOP

Mid 008512-000
See SRDS Spot Radio Small Markets Edition.

Blythe

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KJMB

1947
BLYTHE

Mid 008514-000
See SRDS Spot Radio Small Markets Edition.

KJMB-FM

1975
BLYTHE

Mid 008513-000
See SRDS Spot Radio Small Markets Edition.

CALIFORNIA

Arroyo Grande

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KKAL

1960
ARROYO GRANDE

Mid 008490-000

See SRDS Spot Radio Small Markets Edition.

Atascadero

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KIQO (FM)

1979
ATASCADERO



Media Code 4 205 0510 9.00
Midway Broadcasters
14350 Morningside Dr., Box Q, Atascadero, CA 93423.
Phone 805-466-6511.

NRBA

Mid 008491-000

PROGRAMMING DESCRIPTION
KIQO (FM): Mass appeal for audience 25-54. MUSIC: Lite Hits, current hits 40%; lite hits from 1970 to present, 40%; lite oldies from 50's-60's 20%. NEWS: satellite network at :60; 7 local reports daily; UPL. FEATURES: AIR PERSONALITY w/Nat'l Music survey Sun 9 am-noon. FARM: 10 min/day incl agri-weather. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary Brill.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 5,600 w. (horiz.), 5,600 w. (vert.); 104.5 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,410 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

No. 7-84 Eff 1/1/84—Rec'd 1/3/84.

- SPOT ANNOUNCEMENTS**
GRID: I II III IV V
1 min 22 18 16 14 12 30 sec 16 14 12 11 10
15 sec: 50% of 1-min.

(SMD) (D)

Auburn

Placer County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KAHI

1957
AUBURN



NRBA

Media Code 4 205 0540 8.00
Auburn Broadcasting Corp.
Suite 120, 1230 High St., Auburn, CA 95603. Phone 916-885-5636.
Sacramento Sales Office.
4811 Chippendale Dr., Suite 802, Sacramento, CA 95841.
Phone 916-338-2800.

PROGRAMMING DESCRIPTION
KAHI: MUSIC: Big Band. NEWS: extensive local coverage M-F in AM & PM drive times. Contact Representative for further details. Rec'd 10/22/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Kenneth Cunningham.
Auburn Sales Manager—Daniel Songer.
Program Director—Jim Huggins.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 950 khz. Directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15/5 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KHYL (FM).

TIME RATES

No. 21 Eff 9/1/83—Rec'd 8/26/83.

- SPOT ANNOUNCEMENTS**
LEVEL 1
1 min 13 wk 52 wk 1 wk 13 wk 52 wk
12 ti 17.00 15.00 13.50 13.50 12.00 11.00
18 ti 16.50 14.50 13.00 13.25 11.75 10.50
24 ti 16.00 14.25 12.50 12.75 11.50 10.00
30 ti 15.50 14.00 12.25 12.50 11.25 9.75
LEVEL 2
12 ti 15.00 13.50 12.00 12.00 10.75 9.75
18 ti 14.50 13.00 11.50 11.75 10.50 9.25
24 ti 14.25 12.50 11.25 11.50 10.25 9.00
30 ti 14.00 12.25 11.00 11.25 10.00 8.75
LEVEL 3
12 ti 13.00 11.75 10.50 10.50 9.50 8.50
18 ti 12.50 11.50 10.25 10.00 9.25 8.25
24 ti 12.00 11.25 10.00 9.50 9.00 8.00
30 ti 11.50 11.00 9.75 9.25 8.75 7.75

	1 min		30 sec			
	1 wk	13 wk	52 wk	1 wk	13 wk	52 wk
LEVEL 4						
12 ti	11.00	10.00	9.00	8.75	8.00	7.25
18 ti	10.50	9.75	8.75	8.50	7.75	7.00
24 ti	10.25	9.25	8.50	8.25	7.50	6.75
30 ti	10.00	9.00	8.00	7.25	6.50	6.50

Level 1: All spots guaranteed scheduled specifically by dayparts, 6-10 am, 10 am-3 pm & 3-7 pm.
Level 2: All spots guaranteed scheduled over 5 consecutive days evenly in all dayparts.
Level 3: All spots guaranteed scheduled over 6 consecutive days evenly in all dayparts.
Level 4: All spots guaranteed scheduled over 7 consecutive days evenly in all dayparts.
To eliminate any one daypart, increase rates one level.

7. PACKAGE PLANS

YR:	1 min			
	1	2	3	4
LEVEL:				
250x	14.25	12.75	11.25	10.00
500x	13.75	12.25	10.75	9.50
750x	13.25	11.75	10.25	9.00
1000x	12.75	11.25	9.75	8.50

YR:	30 sec			
	1	2	3	4
LEVEL:				
250x	11.50	10.25	9.00	8.00
500x	11.00	9.75	8.75	7.50
750x	10.75	9.50	8.25	7.25
1000x	10.25	9.00	7.75	7.00

(SMD)

KHYL (FM)

1961
AUBURN



NRBA

Media Code 4 205 0555 4.00
Mid 008493-000
Auburn Broadcasting Corp.
Ste. 120, 1230 High St., Auburn, CA 95603. Phone 916-885-5636.

PROGRAMMING DESCRIPTION
KHYL (FM): MUSIC: Adult Contemporary w/oldies emphasis, hits of '60's-'80's, incl current hits. FEATURES: special programs incl Dick Clark's Rock, Roll and Remember Sun 6-10 pm, Saturday Night Flashback 7-11 pm & Top 30 USA Sun 3-6 pm. Contact Representative for further details. Rec'd 10/22/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Kenneth Cunningham.
Sales Manager—Helen G. Bridges.
Program Director—Sue Ryan.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 101.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 465 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KAHJ.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (CF)

Avalon, (Catalina Island)

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Bakersfield

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KAFY

1946
BAKERSFIELD



BLAIR RADIO



Media Code 4 205 0570 3.00
Mid 008494-000
Sunset Broadcasting Corp.
Suite 300, 1527 19th St., Bakersfield, CA 93301. Phone 805-324-4411.

PROGRAMMING DESCRIPTION
KAFY: Country. NEWS: network, local editorial; radio equipped cars. COMMERCIAL POLICY: 12 min max. Contact Representative for further details. Rec'd 7/26/82.

- PERSONNEL**
General Manager—Steve McGavren.
Sales Manager—Gary Woodruff.
Program Director—Bill O'Brian.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w.; 950 khz.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Blair Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KERN

1932
BAKERSFIELD



NRBA

Media Code 4 205 0630 5.00
Mid 008495-000
Brandon Communications, Inc.
Box 2700, Bakersfield, CA 93303. Phone 805-832-1410.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KGEO

1946
BAKERSFIELD



NRBA

Media Code 4 205 0660 2.00
Mid 008496-000
Kern Broadcasting Corporation
207 Truxtun Ave., Box 260, Bakersfield, CA 93302. Phone 805-327-3587.

PROGRAMMING DESCRIPTION
KGEO: MUSIC: Oldies with PERSONALITY. NEWS: at :60. Contact Representative for further details. Rec'd 5/21/81.

- PERSONNEL**
General Manager—Gary Conard.
Program Director—Mike Evans.
Local Sales Manager—Randy Russell.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KGFM (FM).
Affiliated with NBC Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGFM (FM)

1964
BAKERSFIELD



NRBA

Media Code 4 205 0675 0.00
Mid 008497-000
Kern Broadcasting Corporation
207 Truxtun Ave., Box 260, Bakersfield, CA 93302. Phone 805-327-3587.

PROGRAMMING DESCRIPTION
KGFM (FM): Beautiful music. Contact Representative for further details. Rec'd 12/4/78.

- PERSONNEL**
General Manager—Gary Conard.
Program Director—Pat Flom.
Local Sales Manager—Steve Katomski.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 4,800 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 1,280 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KGEO.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KKXX (FM)

1968
BAKERSFIELD



Katz Radio

"Stereo Rock"



NRBA

A Buck Owens Station

Media Code 4 205 0690 9.00
Mid 008498-000
Buck Owens Production Company, Inc.
1209 N. Chester Ave., Bakersfield, CA 93308. Phone 805-393-1500.

PROGRAMMING DESCRIPTION
KKXX (FM): Targeted to 18-34 age group, with appeal to 12-40. MUSIC: CHR format consisting of Current Hit singles & Oldies researched for maximum familiarity. Contact Representative for further details. Rec'd 12/5/83.

- PERSONNEL**
President—Buck Owens.
Sta. Reg. & Nat'l Sales Mgr.—Mel Owens, Jr.
Program Director—Chris Squires.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 5,500 w. (horiz.), 5,500 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,340 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KUZZ.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLYD

1958
BAKERSFIELD



Media Code 4 205 0705 5.00
Mid 008501-000
Ask Broadcasting Corp.
924 Truxtun Ave., Box 1499, Bakersfield, CA 93301.
Phone 805-327-5772.

- REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 25.00.

KLYD-FM

1978
BAKERSFIELD



Torbet Radio



Media Code 4 205 0735 2.00
Mid 008500-000
Community Services Broadcasters, Inc.
924 Truxtun Ave., Box 1499, Bakersfield, CA 93302.
Phone 805-327-5772.

- PERSONNEL**
President—Alex Klein.
Gen'l & Sls Mgr.—Peter Elieff.
Program Director—Bob Hallaway.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 3000 w.; 97.7 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Eff 4/1/84—Rec'd 6/22/84.
AAA—3 pm-midnight.
AA—6 am-3 pm
- | | AAA | AA | AA | AA |
|-------|-----|----|----|----|
| 12 ti | 28 | 26 | 24 | 23 |
| 24 ti | 26 | 24 | 21 | 19 |
| 36 ti | 24 | 21 | 19 | 17 |

CALIFORNIA

CALIFORNIA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

California Ag Radio Group

Comprised of Non-Interconnected Stations

KPMC—Bakersfield
KJMB—Blythe
KXO—El Centro
KXTC—Clovis
KLBS—Los Banos
KCEY—
Modesto/Turlock
KWS/D/KEDY-FM—
Mt. Shasta
KVON—Napa
KNTF (FM)—Ontario

KTOB—Petaluma
KTIP—Porterville
KCKC—San Bernardino
KCOK—Tulare
KUIC (FM)—
Vacaville
KQIN—Victorville
KNDE—Visalia
KERI—Wasco
KIOS—Willows
KUBA—Yuba City

Media Code 4 204 9908 9.00 Mid 030255-000
Box 1004, New Canaan, CT 06840. Phone 203-966-1746.
Midwest Office:
Box 4446, Cedar Rapids, IA 52407. Phone 319-895-6723.
Western Office:
1510 Winding Way, Belmont, CA 94002. Phone 415-593-1294.

PROGRAMMING DESCRIPTION

CALIFORNIA AG RADIO GROUP: Agri-Business news (local, re'l nat'l & internat'l), hly frost reports in season, agri-weather & burn days, livestock & grain market updates, commodity reports, fruit, vegetable & citrus news, consumer reports. Contact Representative for further details. Rec'd 8/27/84.

1. PERSONNEL

President—Jack Farmakis,
Vice-Pres. & Media Dir.—Jan Anderson.

2. REPRESENTATIVES

J. L. Farmakis, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

All spots aired in guaranteed farm times. Advertiser may buy any number of stations, or special stations for target groups. Rates are dependent upon each advertiser's station line-up.

TIME RATES

Eff 9/25/84—Rec'd 9/25/84.

6. SPOT ANNOUNCEMENTS

Flat 363
(D)

CALIFORNIA AGRI-RADIO NETWORK



Comprised of Interconnected Stations

KLVD—Bakersfield
KCHJ—Delano
KFRE—Fresno
KRKC—King City
KTRB—Modesto
KORV—Oroville
KPRL—Paso Robles
KBLF—Red Bluff

KIST—Santa Barbara
KSM—Santa Maria
KWG—Stockton
KNDE—Visalia
KOMY—Watsonville
KSYC—Yreka
KUBA—Yuba City

Media Code 4 204 9947 7.00 Mid 030258-000
1320 Fourth St., Box 5906, Yuma, AZ 85364. Phone 602-782-1440.

PROGRAMMING DESCRIPTION

CALIFORNIA AGRI-RADIO NETWORK: Today In Farming M-F 5-7 am, 2 5-min programs daily on internat'l, nat'l & reg'l news of importance to farmers; Research In Agriculture M-F noon-1 pm, 3 1/2-min program; Commodities M-F 3:30-6 pm, 3 1/2-min program of closing prices & market summary. Contact Representative for further details. Rec'd 4/25/83.

1. PERSONNEL

Director—George Gately,
Associate Director—Tiyá Tonn.

2. REPRESENTATIVES

Blair Radio.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Blair Represented State Networks.

TIME RATES

Eff 9/1/84—Rec'd 9/25/84.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	
	Total Network	Breakouts
Today 1 & 2	234	200
Research	216	180
Commodities	180	140
	30 SECONDS	
Today 1 & 2	187	160
Research	183	144
Commodities	144	112

Schedules rotate in programs in day parts purchased. 90% clearance guaranteed on all stations within day parts purchased.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-003
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York:
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

CALIFORNIA STATE GROUP

Comprised of Non-Interconnected Stations

KXGO (FM)—Arcata
KERI—Bakersfield
KLOT—Barstow
KIBS—Bishop
KWRM—Corona
KCRE/KCRE-FM—Crescent City
KRDU—Dinuba
KXO—El Centro
KXO-FM—El Centro
KOWN—Escondido
KDAC—Fort Bragg
KIRV—Fresno
KNGT (FM)—Jackson
KRKC—King City
KLV—Lake Isabella
KLLB—Lompoc

KLBS—Los Banos
KMYC—Marysville
KDOL—Mojave
KEZL—Oceanside
KDAR (FM)—Oxnard
KWXY/KWXY-FM—Palm Springs
KEWQ—Paradise
KPCO—Quincy
KWG—Stockton
KYBB (FM)—Stockton
KSUE—Susanville
KSUE-FM—Susanville
KTKR—Taft
KIAH (FM)—Ukiah
KUKI—Ukiah
KIQS/KIOS-FM—Willows

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station line-up.

For complete listing see Regional Networks & Groups

Alameda

Alameda County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See San Francisco-Oakland (including Alameda, Berkeley, San Mateo, San Rafael)

Alturas

Modoc County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KCNO

1951

ALTURAS

Mid 008485-000

See SRDS Spot Radio Small Markets Edition.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Anaheim-Santa Ana-Garden Grove

Anaheim, Orange County—Map Location F-10
Santa Ana, Orange County—Map Location F-10
Garden Grove, Orange County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

M.O.R.

KNOB FM98

Offices and Studios in Anaheim
SEE OUR LISTING UNDER L.A. URBAN AREA

KNOB (FM)

1949
LONG BEACH

Mid 008644-000
505 N. Euclid, Anaheim, CA 92801. Phone 714-772-5662.
See listing under city of license.

Anderson

Shasta County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

See Redding (including Anderson)

Apple Valley

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

KAPV (FM)

1968
APPLE VALLEY

Mid 027831-000
See SRDS Spot Radio Small Markets Edition.

KAVR

1954
APPLE VALLEY

Mid 008486-000
See SRDS Spot Radio Small Markets Edition.

Aptos-Capitola

Santa Cruz County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

KMFO

1977
APTOS-CAPITOLA

Mid 008487-000
See SRDS Spot Radio Small Markets Edition.

Arcadia

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

Arcata

Humboldt County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

KATA

1956
ARCATA

Selcom radio
Broadcast Representatives

nab RAB NRBA

Media Code 4 205 0450 8.00 Mid 008488-000
Signal Associates
South "G" St., Drawer I, Arcata, CA 95521. Phone 707-822-7223.

PROGRAMMING DESCRIPTION

KATA: Programmed for adults 18-49. MUSIC: contemporary format centered around oldies. AIR PERSONALITIES: local, reg'l & local; sport scores; ski & surfing reports. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 7/26/83.

1. PERSONNEL

General Manager—Grant Maynard.
Program Director—Scott O. Marcus.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 khz. Non-directional. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Supernet.

TIME RATES

KATA/KFMI (FM), EUREKA COMBINATION
No. 1 Eff 1/1/81—Rec'd 4/1/81.
High—Mon thru Sat 5:30-10 am, 10 am-3 pm & 3-8 pm.
Low—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	High		Low	
	7 ti	14 ti	7 ti	14 ti
1 min	25	24	22	16
30 sec	20	19	18	13

KATA only: 75% of KATA/KFMI (FM), Eureka combination.

(SMD)

KXGO (FM)

1972
ARCATA

nab NRBA

Media Code 4 205 0465 6.00 Mid 008489-000
Starjurt Corp.
Box 00, Arcata, CA 95521. Phone 707-822-3666.

PROGRAMMING DESCRIPTION

KXGO (FM): Programmed mass appeal. MUSIC: Popular 24 hrs emceed live by 7 AIR PERSONALITIES. NEWS: nat'l, reg'l & local; sport scores; ski & surfing reports. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 1/21/85.

1. PERSONNEL

Gen'l Mgr. & Prog. Dir.—James C. Nelly.
National Sales Manager—Gregory Clemens.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 250 w. (horiz.), 250 w. (vert.); 93.5 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,750 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network. Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 10 Eff 1/1/85—Rec'd 12/17/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	A	AAA
12 ti	25	24	23	20
18 ti	24	23	22	19
24 ti	23	22	21	18

10 sec: 60% of 1-min. Specified times, extra 1.00.

7. PACKAGE PLANS

TAP 1—1/2AAA, 1/2AA

PER WK:	1 min		30 sec	
	AAA	AA	A	AAA
12 ti	18	17	16	14
18 ti	17	16	15	13
24 ti	16	15	14	12

Within 7 days/less.
BULK—1/2AAA, 1/4AA, 1/4A

EA: 1 min 30 sec
100 ti 13

10 sec: 60% of 1-min. Specified times, extra 1.00.

10. SPECIAL FEATURES

News/sports: 30.00.

(SMD) (CR-2)

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				—Total Retail Sales— Per Household (\$)		By Selected Store Types										
				00000	15000	35000	50000	(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)				Service Station (\$000)	
San Jose Metro Area	1,411.6	505.06	19,120,500	37,858	18.1	35.2	21.7	25.0	8,261,820	16,358	1,745,660	263,066	1,139,790	404,345	455,445	1,410,330	723,758	944.91	47.7	247.01
Santa Clara	89.7	35.07	1,208,760	34,467	567,784	16,190	120,266	18,191	78,714	27,718	31,099	96,869	49,786	62.52	1.6	13.23
Sunnyvale	112.2	46.73	1,688,420	36,131	765,797	16,388	161,732	24,356	105,552	37,497	42,266	130,738	67,074	83.56	2.7	13.14
SANTA CRUZ B-7	217.7	84.17	2,497,190	29,668	32.6	37.4	14.7	15.3	1,221,580	14,513	266,054	41,889	178,748	57,914	61,982	207,097	108,260	148.88	1.7	31.99
Santa Cruz	45.9	18.79	477,446	25,410	257,834	13,722	57,015	9,166	38,835	12,021	12,502	43,556	22,985	28.78	.8	4.01
Santa Cruz Metro Area	217.7	84.17	2,497,190	29,668	32.6	37.4	14.7	15.3	1,221,580	14,513	266,054	41,889	178,748	57,914	61,982	207,097	108,260	148.88	1.7	31.99
SHASTA B-3	133.3	50.04	1,117,730	22,337	41.1	40.8	10.8	7.2	664,314	13,276	148,251	24,124	101,796	30,653	31,300	111,979	59,433	94.80	.8	3.98
Redding	48.2	19.32	468,907	24,271	263,326	13,630	58,337	9,401	39,800	12,252	12,696	44,464	23,491	34.00	.5	1.31
Redding Metro Area	133.3	50.04	1,117,730	22,337	41.1	40.8	10.8	7.2	664,314	13,276	148,251	24,124	101,796	30,653	31,300	111,979	59,433	94.80	.8	3.98
SIERRA C-4	3.4	1.43	29,792	20,834	43.5	39.2	11.8	5.5	18,912	13,225	4,224	688	2,903	872	889	3,187	1,69322
SISKIYOU B-2	42.9	16.47	340,241	20,658	42.3	43.7	9.4	4.7	214,623	13,031	48,152	7,890	33,216	9,843	9,940	36,131	19,241	30.87	.7	2.04
SOLANO B-5	262.8	90.99	2,561,370	28,150	28.7	41.4	18.3	11.5	1,358,950	14,935	293,749	45,762	195,988	64,950	70,452	230,786	120,085	165.06	31.0	27.68
Fairfield	63.3	20.32	559,295	27,524	299,384	14,733	64,950	10,170	43,480	14,253	15,362	50,801	26,492	36.70	7.8	6.42
Vacaville	51.5	17.56	521,036	29,672	272,042	15,492	58,251	8,953	38,523	13,132	14,476	46,300	23,953	34.30	2.8	6.13
Vallejo	84.2	30.77	750,301	24,384	437,266	14,211	95,772	15,197	64,675	20,603	21,824	74,033	38,836	50.58	16.1	7.10
Vallejo-Fairfield-Napa Metro Area	373.0	132.31	3,893,960	29,431	26.9	40.8	18.8	13.4	1,987,970	15,025	429,034	66,687	285,827	95,174	103,523	337,732	175,562	242.13	32.0	37.27
SONOMA B-5	343.2	132.59	3,816,120	28,781	29.0	40.7	17.2	13.0	1,959,420	14,778	424,722	66,426	284,103	93,371	100,787	332,548	173,330	242.02	4.0	23.85
Petaluma	37.8	13.42	411,213	30,642	209,912	15,642	44,841	6,868	29,587	10,158	11,243	35,745	18,465	25.22	.5	2.34
Santa Rosa	95.1	38.89	1,109,840	28,538	566,230	14,560	123,219	19,378	82,722	26,868	28,799	96,012	50,165	66.09	1.1	5.03
Santa Rosa-Petaluma Metro Area	343.2	132.59	3,816,120	28,781	29.0	40.7	17.2	13.0	1,959,420	14,778	424,722	66,426	284,103	93,371	100,787	332,548	173,330	242.02	4.0	23.85
STANISLAUS C-6	299.7	107.78	2,801,610	25,994	34.8	42.1	13.3	9.7	1,508,720	13,998	331,782	52,938	224,871	70,774	74,397	255,199	134,207	192.90	3.5	44.96
Modesto	120.4	45.05	1,228,960	27,280	647,898	14,382	141,447	22,345	95,239	30,636	32,645	109,778	57,471	78.77	2.1	12.02
Modesto Metro Area	299.7	107.78	2,801,610	25,994	34.8	42.1	13.3	9.7	1,508,720	13,998	331,782	52,938	224,871	70,774	74,397	255,199	134,207	192.90	3.5	44.96
SUTTER C-5	57.5	20.88	535,175	25,631	35.9	39.4	14.0	10.7	291,869	13,978	64,211	10,251	43,536	13,685	14,375	49,365	25,967	39.39	.6	6.71
Yuba City	22.0	8.83	187,419	21,225	115,046	13,029	25,815	4,231	17,811	5,275	5,325	19,367	10,315	14.47	.3	2.52
Yuba City Metro Area	109.7	39.44	914,781	23,194	40.5	39.4	11.9	8.2	528,361	13,397	117,612	19,074	80,578	24,451	25,096	89,116	47,223	71.66	3.0	11.25
TEHAMA B-4	43.3	16.34	319,722	19,567	44.8	42.8	8.1	4.2	207,541	12,701	46,907	7,759	32,563	9,437	9,380	34,877	18,660	30.56	.1	2.37
TRINITY B-3	13.7	5.26	105,463	20,050	43.1	43.7	8.0	5.2	67,373	12,809	15,186	2,503	10,518	3,073	3,072	11,329	6,051	10.4937
TULARE E-8	271.9	90.17	1,986,080	22,026	46.5	39.2	9.1	5.2	1,175,490	13,036	263,695	43,202	181,886	53,919	54,462	197,898	105,380	163.33	3.9	81.10
Porterville	21.2	7.04	142,760	20,278	89,951	12,777	20,299	3,351	14,073	4,098	4,086	15,122	8,083	11.78	.2	5.12
Tulare	24.5	8.39	178,745	21,305	109,396	13,039	24,542	4,021	16,929	5,018	5,067	18,417	9,807	14.51	1.3	6.60
Visalia	56.8	20.79	520,756	25,048	289,083	13,905	63,686	10,186	43,234	13,534	14,178	48,878	25,733	37.42	.6	10.28
Visalia-Tulare-Porterville Metro Area	271.9	90.17	1,986,080	22,026	42.6	41.1	9.6	6.7	1,175,490	13,036	263,695	43,202	181,886	53,919	54,462	197,898	105,380	163.33	3.9	81.10
TUOLUMNE D-6	38.8	14.92	339,041	22,724	38.7	42.4	12.3	6.6	200,508	13,439	44,590	7,222	30,524	9,289	9,552	33,826	17,914	29.14	.4	2.04
VENTURA D-9	598.6	197.60	6,518,200	32,987	28.0	40.7	17.5	13.8	3,082,500	15,600	658,963	101,035	435,108	149,057	164,761	524,814	271,236	380.43	12.7	128.04
Camarillo	44.6	15.64	587,900	37,590	260,223	16,638	54,755	8,200	35,606	12,789	14,499	44,462	22,760	30.74	.5	4.64
Oxnard	123.9	38.57	1,042,700	27,034	555,531	14,403	121,233	19,141	81,599	26,280	28,024	94,136	49,270	67.91	7.2	55.29
Oxnard-Ventura Metro Area	598.6	197.60	6,518,200	32,987	22.7	38.8	20.2	18.3	3,082,500	15,600	658,963	101,035	435,108	149,057	164,761	524,814	271,236	380.43	12.7	128.04
Simi Valley	85.8	24.69	953,444	38,617	426,415	17,271	88,941	13,142	57,339	21,142	24,287	72,999	37,174	55.83	.9	7.95
Thousand Oaks	93.4	31.47	1,272,850	40,446	531,891	16,902	111,511	16,607	72,255	26,237	29,910	90,953	46,458	65.03	.8	5.43
Ventura	80.1	31.26	907,592	29,034	465,571	14,894	100,712	15,706	67,241	22,234	24,086	79,053	41,152	54.31	.9	10.57
YOLO B-5	123.4	45.56	1,139,180	25,004	38.5	37.7	13.4	10.3	630,746	13,844	139,128	22,290	94,552	29,489	30,819	106,615	56,174	76.99	2.1	21.05
YUBA C-4	52.2	18.56	379,606	20,453	45.7	39.5	9.5	5.3	236,492	12,742	53,401	8,823	37,042	10,765	10,721	39,751	21,256	32.33	2.3	4.58

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984										Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	% Distribution of Households to 15000 35000 50000 14999 34999 49999 and to over				Total Retail Sales—		By Selected Store Types										
				Household (\$)	14999	34999	49999	50000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)			
West Covina	84.2	27.60	1,107,710	40,134					468,786	16,985	98,165	14,593	63,534	23,152	26,440	80,183	40,928	57.38	4.7	18.23
Whittier	69.0	26.91	953,970	35,450					410,317	15,248	88,221	13,639	58,568	19,722	21,591	69,768	36,184	47.80	4.7	16.20
MADERA D-7	72.2	24.22	547,182	22,582	40.9	40.9	11.2	7.0	323,676	13,364	72,098	11,703	49,424	15,342	14,967	54,584	28,936	46.17	2.5	19.36
MARIN B-5	232.2	93.50	4,152,330	44,410	14.9	32.3	22.6	30.1	1,548,050	16,557	326,143	48,935	212,347	75,987	85,978	264,430	135,465	164.01	5.7	9.60
Novato	48.1	17.01	709,797	41,728					285,695	16,796	59,984	6,953	38,924	14,472	16,006	48,838	24,968	32.19	.9	2.23
San Rafael	44.8	18.86	731,104	38,765					297,703	15,785	63,465	9,687	41,782	14,440	16,039	50,720	26,166	31.54	1.0	2.14
MARIPOSA D-6	13.4	5.10	109,648	21,500	41.3	42.1	10.9	5.6	66,940	13,125	14,988	2,449	10,318	3,078	3,122	11,275	5,996	9.77	.1	.61
MENDOCINO A-4	74.0	28.11	608,560	21,649	40.9	43.3	10.0	5.7	371,342	13,210	82,986	13,529	57,052	17,107	17,418	62,573	33,240	51.01	4.4	4.09
MERCED C-7	150.1	50.19	1,120,530	22,326	42.0	41.3	9.9	6.9	656,911	13,038	147,189	24,078	101,421	30,173	30,553	110,624	58,863	88.39	7.6	37.98
MODOC C-2	9.1	3.41	74,522	21,854	43.7	40.1	10.1	6.1	44,433	13,030	9,969	1,633	6,877	2,038	2,058	7,480	3,984	6.55		.38
MONO E-6	10.7	4.37	124,006	28,389	29.0	47.3	12.0	11.7	62,870	14,387	13,726	2,169	9,243	2,973	3,167	10,652	5,577	8.70		.51
MONTEREY C-8	313.1	104.60	2,899,460	27,720	31.5	45.2	13.9	9.5	1,500,710	14,347	327,849	51,839	220,882	70,911	75,469	254,237	133,154	181.54	20.3	80.99
Monterey	28.1	11.75	303,731	25,489					166,801	14,186	36,544	5,801	24,685	7,857	8,318	28,239	14,816	17.50	1.8	1.71
Salinas	87.5	29.44	726,852	24,689					411,916	13,992	90,594	14,457	61,407	19,321	20,306	69,674	36,643	50.93	1.5	33.61
Salinas-Seaside																				
Monterey Metro Area	313.1	104.60	2,899,460	27,720	30.7	43.7	14.4	11.2	1,500,710	14,347	327,849	51,839	220,882	70,911	75,469	254,237	133,154	181.54	20.3	80.99
Seaside	37.4	10.24	219,795	21,464					134,053	13,091	30,037	4,914	20,697	6,157	6,234	22,575	12,012	15.76	11.1	3.87
NAPA B-5	110.2	41.32	1,332,590	32,250	25.8	39.2	18.9	16.0	629,017	15,223	135,265	20,925	89,839	30,224	33,070	106,947	55,477	77.06	1.0	9.59
Napa	56.2	22.04	649,249	29,458					331,617	15,046	71,545	11,115	47,649	15,882	17,285	56,342	29,262	40.01	.1	4.76
Vallejo-Fairfield-Napa Metro Area	373.0	132.31	3,893,960	29,431	26.9	40.8	18.8	13.4	1,987,970	15,025	429,034	66,687	285,827	95,174	103,523	337,732	175,562	242.13	32.0	37.27
NEVADA C-4	62.3	24.40	582,917	23,890	37.0	42.0	12.9	8.1	335,939	13,768	74,213	11,914	50,504	15,680	16,339	56,763	29,936	47.64	.1	1.85
ORANGE F-10	2,186.1	784.28	29,164,100	37,186	21.1	39.8	19.6	19.6	12,551,100	16,003	2,666,180	405,003	1,749,840	610,916	682,301	2,139,970	1,101,740	1,478.15	28.6	323.88
Anaheim	242.8	87.26	2,766,900	31,709					1,326,600	15,226	285,777	44,208	189,795	63,832	69,831	225,887	117,182	159.73	2.7	43.88
Anaheim-Santa Ana Metro Area	2,186.1	784.28	29,164,100	37,186	20.2	36.7	19.7	23.4	12,551,100	16,003	2,666,180	405,003	1,749,840	610,916	682,301	2,139,970	1,101,740	1,478.15	28.6	323.88
Buena Park	67.6	23.44	762,409	32,526					368,464	15,719	78,617	12,020	51,815	17,853	19,797	62,761	32,398	45.89	.8	11.99
Costa Mesa	88.5	35.44	1,130,410	31,996					541,021	15,266	116,296	17,974	77,189	26,011	28,487	91,997	47,706	63.19	.6	9.05
Cypress	44.0	13.94	1,377,792	41,448					241,390	17,316	50,320	7,428	32,422	11,975	13,769	41,330	21,039	29.77	.6	4.92
Fairtair Valley	65.7	20.14	869,085	43,152					356,866	17,719	74,001	10,835	47,429	17,796	20,619	61,171	31,042	44.26	.5	4.73
Fullerton	110.5	41.65	1,464,240	35,156					649,186	15,587	138,810	21,289	91,674	31,385	34,679	110,523	57,128	77.24	1.8	14.93
Garden Grove	127.5	43.79	1,372,660	31,346					684,293	15,827	146,224	22,406	96,512	33,104	36,617	116,516	60,203	84.57	1.1	17.62
Huntington Beach	197.5	71.70	2,704,880	37,725					1,171,070	16,333	247,528	37,322	161,675	57,293	64,697	199,891	102,603	141.75	1.4	15.51
Irvine	82.3	28.57	1,480,210	31,810					516,835	18,090	106,669	15,502	68,042	25,892	30,201	88,683	44,879	55.93	1.2	5.53
La Habra	47.7	17.24	603,099	34,983					271,636	15,756	57,925	8,849	38,157	13,169	14,616	46,274	23,879	32.41	.1	10.28
Newport Beach	68.3	31.17	1,795,250	57,608					520,042	16,884	109,357	16,362	71,071	25,579	29,021	88,868	45,475	57.52	.2	1.97
Orange	99.5	35.01	1,207,480	34,490					548,113	15,656	117,072	17,927	77,238	26,528	29,366	93,338	48,214	67.00	1.0	12.87
Santa Ana	227.2	72.66	1,902,230	26,180					1,049,610	14,445	228,881	36,098	153,947	49,694	53,066	177,891	93,063	124.47	9.0	100.35
Westminster	76.3	25.90	891,758	34,431					417,554	16,122	88,537	13,413	58,006	20,362	22,808	71,222	36,628	50.91	.5	9.44
PLACER C-4	134.1	49.37	1,412,140	28,603	30.1	40.1	16.6	13.2	724,572	14,676	157,340	24,670	105,422	34,461	37,079	122,922	64,140	100.39	.5	9.39
PLUMAS C-4	19.9	7.70	1,64,872	21,412	39.6	44.7	10.3	5.4	101,809	13,222	22,747	3,707	15,635	4,692	4,779	17,156	9,112	14.85	.2	.73
RIVERSIDE G-10	753.0	278.77	7,634,120	27,385	30.6	40.8	16.5	12.1	3,941,180	14,138	864,399	137,420	584,456	185,425	195,902	667,065	350,224	491.84	35.0	141.26
Corona	42.2	13.42	412,286	30,722					206,339	15,375	44,269	6,823	29,330	9,940	10,922	35,102	18,181	25.75	4.1	11.66
Riverside	184.6	65.85	1,821,130	27,656					960,290	14,583	208,883	32,830	140,177	45,588	48,902	162,847	85,062	117.66	12.6	30.23
Riverside-San Bernardino Metro Area	1,740.0	622.97	16,810,400	26,984	32.7	41.0	15.2	11.1	8,914,010	14,309	1,948,750	308,432	1,313,780	420,874	447,343	1,509,880	791,132	1,125.39	87.9	324.16
SACRAMENTO C-5	853.3	329.94	8,699,730	26,368	32.6	41.4	15.5	10.5	4,723,580	14,316	1,032,490	163,379	695,971	223,061	237,158	800,123	419,200	564.47	64.2	80.76
Sacramento	283.7	117.25	2,683,150	22,884					1,580,740	13,482	351,252	56,833	240,277	73,297	75,500	266,727	141,183	171.56	36.9	40.05
Sacramento Metro Area	1,214.4	464.49	12,266,900	26,409	32.9	41.2	15.2	10.7	6,638,600	14,292	1,451,750	229,867	978,985	313,337	332,857	1,124,390	589,255	821.00	68.0	116.67
SAN BENITO C-7	28.0	8.92	225,569	25,288	31.6	46.1	13.4	8.9	126,186	14,146	27,671	4,398	18,707	5,938	6,275	21,359	11,213	17.05	.1	12.80
SAN BERNARDINO	987.1	344.20	9,176,290	26,660	19.5	40.5	24.8	15.2	4,972,830	14,448	1,084,350	171,013	729,322	235,450	251,441	842,817	440,909	633.23	52.7	182.92
Chino	46.3	12.99	412,704	31,771					208,887	16,081	44,321	6,721	29,056	10,180	11,390	35,625	18,328	27.19	2.3	12.64
Fontana	40.9	13.84	352,096	25,440					198,753	14,361	43,406	6,860	29,235	9,395	10,005	33,674	17,633	25.84	2.2	7.58
Ontario	99.7																			

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Alameda—Alameda	Chula Vista—San Diego	Fullerton—Orange	Livermore—Alameda	Oceanside—San Diego	Rialto—San Bernardino	Santa Clara—Santa Clara	Upland—San Bernardino
Alhambra—Los Angeles	Compton—Los Angeles	Gardena—Los Angeles	Lompoc—Santa Barbara	Ontario—San Bernardino	Richmond—Contra Costa	Santa Cruz—Santa Cruz	Vacaville—Solano
Anaheim—Orange	Concord—Contra Costa	Garden Grove—Orange	Long Beach—Los Angeles	Orange—Orange	Riverside—Riverside	Santa Maria—Santa Barbara	Vallejo—Solano
Antioch—Contra Costa	Corona—Riverside	Glendale—Los Angeles	Los Angeles—Los Angeles	Oxnard—Ventura	Rosemead—Los Angeles	Santa Monica—Los Angeles	Ventura—Ventura
Arcadia—Los Angeles	Costa Mesa—Orange	Hawthorne—Los Angeles	Lynwood—Los Angeles	Palo Alto—Santa Clara	Sacramento—Sacramento	Santa Rosa—Sonoma	Visalia—Tulare
Bakersfield—Kern	Cypress—Orange	Hayward—Alameda	Milpitas—Santa Clara	Pasadena—Los Angeles	Salinas—Monterey	Seaside—Monterey	Walnut Creek—Contra Costa
Baldwin Park—Los Angeles	Daly City—San Mateo	Huntington Beach—Orange	Modesto—Stanislaus	Petaluma—Sonoma	San Bernardino—San Bernardino	Simi Valley—Ventura	West Covina—Los Angeles
Bellflower—Los Angeles	Downey—Los Angeles	Huntington Park—Los Angeles	Montebello—Los Angeles	Pico Rivera—Los Angeles	San Bernardino—San Bernardino	South Gate—Los Angeles	Westminster—Orange
Berkeley—Alameda	El Cajon—San Diego	Inglewood—Los Angeles	Monterey—Monterey	Pomona—Los Angeles	San Diego—San Diego	South San Francisco—San Mateo	Whittier—Los Angeles
Buena Park—Orange	El Monte—Los Angeles	Irvine—Orange	Monterey Park—Los Angeles	Porterville—Tulare	San Francisco—San Francisco	Stockton—San Joaquin	Yuba City—Sutter
Burbank—Los Angeles	Escondido—San Diego	La Habra—Orange	Mountain View—Santa Clara	Rancho Cucamonga—San Bernardino	San Jose—Santa Clara	Sunnyvale—Santa Clara	
Camano—Ventura	Fairfield—Solano	Lakewood—Los Angeles	Napa—Napa	Redding—Shasta	San Leandro—Alameda	Thousand Oaks—Ventura	
Carson—Los Angeles	Fontana—San Bernardino	La Mesa—San Diego	Newport Beach—Orange	Redlands—San Bernardino	San Mateo—San Mateo	Torrance—Los Angeles	
Cerritos—Los Angeles	Fountain Valley—Orange	La Mirada—Los Angeles	Novato—Marin	Redondo Beach—Los Angeles	San Rafael—Marin	Tulare—Tulare	
Chico—Butte	Fremont—Alameda	Lancaster—Los Angeles	Oakland—Alameda	Redwood City—San Mateo	Santa Ana—Orange	Union City—Alameda	
Chino—San Bernardino	Fresno—Fresno				Santa Barbara—Santa Barbara		

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984										Retail Sales—1984							Passenger		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales Per Household (\$000)	By Selected Store Types				Service Station (\$000)	Auto motive (\$000)	Home Furn. (\$000)	Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
				14999	15000 34999	35000 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)							Auto motive (\$000)	
CALIFORNIA STATE TOTALS	25,521.5	9,395.83	289,110,709	30,770	30.0	38.0	16.0	15.9	139,141,608	14,809	30,143,652	4,710,797	20,153,283	6,634,378	7,168,288	23,617,845	12,305,899	15,928.97	1,917.4	4,864.92
ALAMEDA B-6	1,138.0	442.81	13,578,000	30,663	42.7	33.6	10.5	13.2	6,680,850	15,087	1,440,380	223,566	958,701	320,188	348,878	1,135,260	589,773	682.77	209.6	133.80
Alameda	63.4	26.75	815,281	30,478	403,177	15,072	86,947	13,500	57,885	19,317	21,039	68,507	35,595	38.57	2.7	5.31
Berkeley	100.1	43.68	1,112,210	25,463	594,491	13,610	131,740	21,239	27,650	28,637	100,376	53,040	51.78	20.1	5.06	
Fremont	146.4	49.89	2,011,650	40,322	855,977	17,157	178,818	26,486	115,460	42,374	48,566	146,487	74,665	101.45	3.7	20.44
Hayward	95.4	35.37	1,127,700	31,883	551,760	15,600	117,956	18,086	77,887	26,680	29,490	93,940	48,551	62.64	5.5	19.75
Livermore	53.0	18.14	663,063	36,553	305,581	16,846	64,114	9,559	41,574	15,062	17,151	52,246	26,699	36.43	4.24
Oakland	336.4	142.77	3,396,930	23,793	1,929,520	13,515	428,452	69,260	292,906	89,540	92,360	325,632	172,287	167.66	157.9	32.21
Oakland Metro Area	1,844.0	705.04	23,281,400	33,021	26.0	35.4	19.0	19.6	10,896,100	15,455	2,334,820	359,215	1,545,120	525,591	578,685	1,854,130	959,634	1,159.15	276.1	194.45
San Leandro	62.9	27.26	819,978	30,080	415,974	15,260	89,423	13,822	59,358	19,997	21,898	70,732	36,681	44.66	8.28
Union City	49.5	15.26	531,257	34,814	256,455	16,806	53,840	8,035	34,934	12,633	14,371	43,840	22,412	30.61	4.1	13.81
ALPINE D-5	1.3	13,267	27,640	37.9	36.4	10.9	14.9	6,727	14,015	1,477	235	1,000	316	333	1,138	598
AMADOR C-5	22.7	8.91	195,554	21,948	38.4	44.4	11.6	5.7	119,358	13,396	26,565	4,308	18,198	5,524	5,672	20,132	10,667	17.64	2.10
BUTTE C-4	163.3	65.35	1,464,210	22,406	48.2	35.0	9.4	7.4	859,413	13,151	192,306	31,403	132,356	39,534	40,144	144,772	76,968	118.98	1.9	8.56
Chico	31.2	12.64	268,675	21,256	163,219	12,913	36,713	6,036	25,382	7,463	7,495	27,461	14,648	22.36	1.70
Chico Metro Area	163.3	65.35	1,464,210	22,406	43.4	38.9	10.2	7.4	859,413	13,151	192,306	31,403	132,356	39,534	40,144	144,772	76,968	118.98	1.9	8.56
CALAVERAS C-5	23.8	9.31	220,971	23,735	36.4	44.0	11.2	8.4	127,218	13,665	28,159	4,533	19,197	5,925	6,150	21,486	11,345	18.38	1.05
COLUMBIA B-4	13.2	4.89	142,075	29,054	31.5	39.5	14.0	15.0	70,701	14,458	15,411	2,429	10,362	3,349	3,579	11,984	6,268	9.06	2.57
CONTRA COSTA B-6	706.0	262.23	9,703,370	37,003	39.0	40.0	13.2	7.8	4,215,230	16,075	894,443	135,649	586,416	205,403	229,807	718,872	369,861	478.41	64.7	60.04
Antioch	48.8	17.29	519,142	30,026	268,442	15,526	57,457	8,825	37,983	12,964	14,301	45,691	23,632	32.38	6.78
Concord	110.1	41.17	1,371,670	33,317	658,199	15,987	139,850	21,251	91,805	32,030	35,759	112,217	57,782	76.10	1.8	7.85
Richmond	73.5	28.29	656,091	23,192	387,610	13,701	85,744	13,790	58,421	18,064	18,773	65,473	34,559	40.40	34.8	7.59
Walnut Creek	58.6	25.75	1,036,350	40,247	423,414	16,443	89,350	13,439	58,267	20,749	23,418	72,299	37,074	42.33	2.00
DEL NORTE A-2	19.8	7.47	149,853	20,061	44.8	41.0	9.6	4.6	96,041	12,857	21,629	3,561	14,969	4,385	4,393	16,154	8,623	13.36	1.11
EL DORADO C-5	103.6	39.63	1,015,810	25,632	32.2	44.3	13.8	9.7	559,703	14,123	122,787	19,527	83,040	26,326	27,800	94,727	49,741	80.81	4.80
FRESNO D-7	565.0	198.02	4,912,780	24,810	41.7	39.4	11.5	7.5	2,706,770	13,669	599,150	96,446	408,460	126,054	130,841	457,145	241,391	349.69	27.8	165.55
Fresno	233.7	88.00	2,000,920	22,738	1,175,720	13,360	261,912	42,519	179,560	54,362	55,711	198,267	105,113	141.63	21.5	55.32
Fresno Metro Area	565.0	198.02	4,912,780	24,810	38.1	40.6	12.1	9.2	2,706,770	13,669	599,150	96,446	408,460	126,054	130,841	457,145	241,391	349.69	27.8	165.55
GLENN B-4	23.2	8.46	198,891	23,510	37.7	42.7	11.5	8.2	114,741	13,563	25,455	4,110	17,388	5,330	11,744	19,368	10,242	16.43	2.76
HUMBOLDT A-3	113.8	44.01	1,016,859	23,105	39.4	40.5	12.0	8.1	597,903	13,586	132,575	21,390	90,518	27,791	28,748	100,939	53,357	58.74	3.92
IMPERIAL H-11	101.4	31.29	715,759	22,875	42.5	39.4	10.2	7.8	412,200	13,174	92,191	15,045	63,424	19,872	19,284	69,445	36,909	74.10	2.5	56.56
INYO F-7	19.2	7.80	199,258	25,546	35.1	38.8	16.2	9.9	110,751	14,199	24,259	3,850	16,383	5,218	5,526	18,751	9,837	14.25	1.16
KERN E-9	439.9	154.18	3,968,160	25,737	30.4	40.6	16.8	12.2	2,171,550	14,085	476,756	75,898	322,649	102,053	107,615	367,459	193,045	277.00	23.1	94.98
Bakersfield	118.1	43.95	1,266,320	28,813	644,779	14,671	140,030	21,960	93,834	30,662	32,985	109,382	57,079	76.59	12.0	17.98
Bakersfield Metro Area	439.9	154.18	3,968,160	25,737	34.3	41.6	14.2	9.9	2,171,550	14,085	476,756	75,898	322,649	102,053	107,615	367,459	193,045	277.00	23.1	94.98
KINGS D-8	77.8	25.06	580,411	23,161	38.0	43.1	11.8	7.1	338,285	13,499	75,143	12,153	51,987	15,692	16,175	57,085	30,210	44.16	3.8	20.93
LAKE B-4	43.2	18.24	351,575	19,275	49.8	36.7	8.5	5.1	226,694	12,428	51,564	8,599	35,991	10,231	10,024	38,036	20,434	32.02	2.24
LASSEN C-3	23.9	8.31	181,485	21,839	38.2	45.0	11.3	5.5	110,916	13,347	24,715	4,014	16,947	5,127	5,252	18,703	9,917	15.81	1.57
LOS ANGELES E-10	7,750.1	2,856.59	89,442,600	31,311	15.6	39.0	25.8	19.6	41,930,000	14,678	9,104,830	1,427,540	6,100,300	1,994,280	2,145,910	7,113,380	3,711,670	4,491.02	978.4	2,141.42
Alhambra	66.4	27.06	659,809	24,383	377,080	13,935	83,028	13,270	56,337	17,664	18,524	63,764	33,559	40.90	24.97
Arcadia	46.5	18.39	781,833	42,514	300,442	16,337	63,499	9,573	41,472	14,700	16,550	51,283	26,322	34.19	3.20
Baldwin Park	52.6	14.55	331,336	22,772	202,166	13,895	44,552	7,129	30,253	9,462	9,906	34,180	17,998	26.28		

CALIFORNIA

Map Explanation

Read figures in THOUSANDS

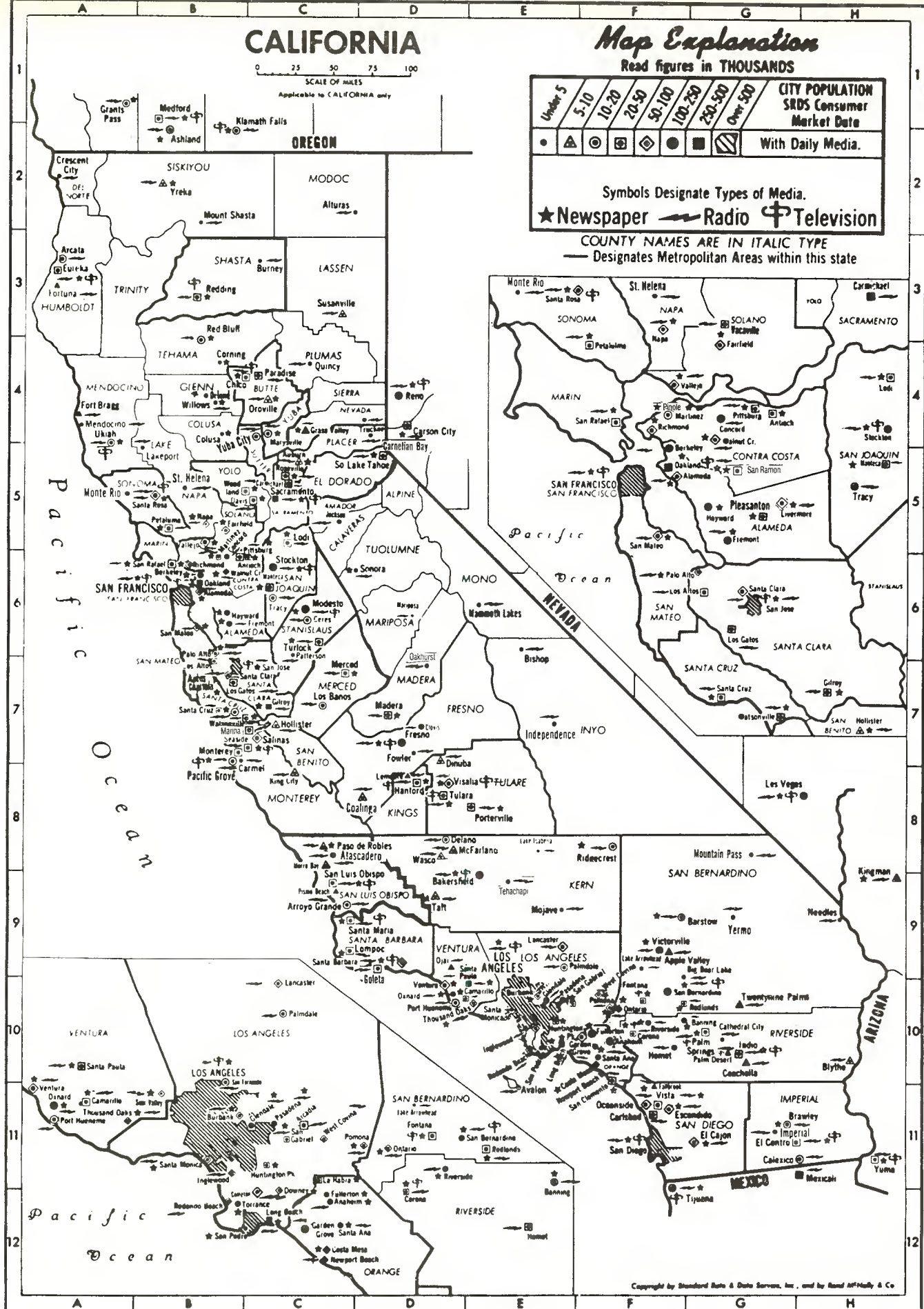
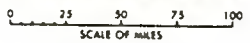
Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
○	△	◐	◑	◒	◓	◔	◕	With Daily Media.

Symbols Designate Types of Media.

★ Newspaper ⚡ Radio ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state



The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

ARKANSAS

Warren—cont

KWRF-FM

1976
WARREN

Mid 008482-000
See SRDS Spot Radio Small Markets Edition.

West Helena

Phillips County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Helena
(including West Helena)

West Memphis

Crittenden County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

See Memphis TN
(including Germantown, Millington, TN; West Memphis, AR)

Wynne

Cross County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KWYN

1956
WYNNE

Mid 008483-000
See SRDS Spot Radio Small Markets Edition.

KWYN-FM

1969
WYNNE

Mid 008484-000
See SRDS Spot Radio Small Markets Edition.

Yellville

Marion County—Map Location E-1
See SRDS Consumer market map and data at beginning of the state.

KCTT

1980
YELLVILLE

Mid 030581-000
See SRDS Spot Radio Small Markets Edition.

KCTT-FM

1983
YELLVILLE

Mid 033090-000
See SRDS Spot Radio Small Markets Edition.

Searcy

White County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KSER (FM)

1973
SEARCY

Mid 008468-000

See SRDS Spot Radio Small Markets Edition.

KWCK

1951
SEARCY

Mid 008469-000

See SRDS Spot Radio Small Markets Edition.

Sheridan

Grant County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KKDI

1982
SHERIDAN

KKBE (FM)

SHERIDAN

Mid 027262-000

See SRDS Spot Radio Small Markets Edition.

Siloam Springs

Benton County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KMCK (FM)

1943
SILOAM SPRINGS



Media Code 4 204 8305 9.00 Mid 008470-000
Apple Broadcasting, Inc.
Box 1386, Fayetteville, AR 72701. Phone 501-521-5128, 524-3172.

PROGRAMMING DESCRIPTION

KMCK (FM): MUSIC: Adult Contemporary, Top 40. Contact Representative for further details. Rec'd 3/31/83.

- PERSONNEL**
President/Gen'l Mgr—Jess Smith.
Sales Manager—Woody Bell.
Program Director—Dan Hentschel.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht: 415 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 2/7/83.

6. SPOT ANNOUNCEMENTS		1x 51x 101x	
1 min	30 25 19 30 sec	19 15 14	(SMD) (D)

KUOA

1923
SILOAM SPRINGS

Mid 008471-000

See SRDS Spot Radio Small Markets Edition.

Springdale

Washington County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KBRS

1949
SPRINGDALE

Media Code 4 204 8470 1.00 Mid 008472-000
Northwest Arkansas Broadcasting and Telecasting Co., Inc.
2307 Hwy. 71 North, Springdale, AR 72764. Phone 501-751-4675.
1 min rate 1x: 16.00.

KCIZ (FM)

1968
SPRINGDALE



Media Code 4 204 8525 2.00 Mid 008473-000
Johnson Communications, Inc.
Box 168, Springdale, AR 72764. Phone 501-756-6121.
1 min rate 1x: 9.30.

KQXK

1966
SPRINGDALE



Media Code 4 204 8580 7.00 Mid 008474-000
Johnson Communications, Inc.
Box 168, Springdale, AR 72764. Phone 501-756-6121.
1 min rate 1x: 7.05.

Stamps

Lafayette County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KMSL-FM

1982
STAMPS

Mid 026890-000

See SRDS Spot Radio Small Markets Edition.

Stuttgart

Arkansas County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KWAK

1948
STUTT GART

Mid 008475-000

See SRDS Spot Radio Small Markets Edition.

Texarkana

Ark.—Miller County—Map Location C-7
Tex.—Bowie County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KADO I AM ONLY BLACK RADIO REACHING TEXARKANA METRO

KADO

1961
TEXARKANA



(This is a paid duplicate of the listing under Texarkana, Texas.)
Media Code 4 245 7806 0.00 Mid 014597-000
KATQ Radio, Inc.
303 W. Broad St., Texarkana, TX 75501. Phone 214-793-4671.

PROGRAMMING DESCRIPTION

KADO: MUSIC: Urban Contemporary. FEATURES: black AIR PERSONALITIES available for remotes & commercial production; mobile studios for remotes. RELIGIOUS: gospel M-F 607 am; Sun. NEWS: network at :52. COMMERCIAL POLICY: maximum of 10 min clustered in segments each hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
President—Floyd Bell.
Vice-Pres. & Gen'l Mgr.—John H. Bell.
Sls. & Traffic Coordinator—Gay Harwell.
- REPRESENTATIVES**
R.A. Lazar & Company.
- FACILITIES**
2,500 w.; 940 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KTWN (FM), Texarkana AR.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 9/1/83—Rec'd 5/29/84.

AAA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.		A—ROS.		BTA—At least 1/2 in AAA.	
6. SPOT ANNOUNCEMENTS					
PER WK:	1 min	12	24	12	24
AAA	17	16	15	12	11
A	15	14	13	10	9
BTA	16	15	14	11	10

(D)(A)

KCMC

1932
TEXARKANA, TX

Mid 014598-000

Licensed as a Texarkana, TX. station. See listing under Texarkana, TX.

KOSY

1951
TEXARKANA



SAVALLI & SCHUTZ

INCORPORATED



Media Code 4 204 9020 3.00 Mid 008477-000
Gateway Broadcasting Co.
2324 Arkansas Blvd., Texarkana, TX 75502. Phone 501-772-3771.

Mailing Address: Box 2018, Texarkana, TX 75501.

PROGRAMMING DESCRIPTION

KOSY: MUSIC: Contemporary Country. AIR PERSONALITIES handle all segments. NEWS: AP Radio Network, reg'l & full local coverage; stock markets edition M-F. FARM: county agent reports M-F. SPORTS: pro, college & local sports. Contact Representative for further details. Rec'd 12/28/81.

- PERSONNEL**
General Manager—James K. Smith.
Program Director—Don Rushin.
Chief Engineer—Dick Wetherbee.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 790 khz. Directional nights only.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.; Cont. Discounts: 61c.
Cancellation: 70e, 71a, 73a.
Member: Arkansas Radio Network.

TIME RATES

No. 18CC Eff 10/1/84—Rec'd 10/25/84.

6. SPOT ANNOUNCEMENTS		FIXED		ROS	
PER YR:	1x 52x 104x 260x 520x 1040x				
1 min	15.00 14.00 13.50 12.50 11.50 11.00				
30 sec	12.00 11.50 11.00 10.50 10.00 9.50				
1 min	11.00 10.50 10.00 9.00 8.00 8.50				
30 sec	10.00 9.50 9.00 8.50 8.00 7.50				

KOSY-FM

1965
TEXARKANA, TX

Mid 014599-000

Licensed as a Texarkana, TX station. See listing under Texarkana, TX.

KTFS

1946
TEXARKANA, TX

Mid 014600-000

Licensed as a Texarkana, TX. station. See Listing under Texarkana, TX.

KTWN (FM)

1968
TEXARKANA



Media Code 4 204 9185 4.00 Mid 008476-000
KATQ Radio, Inc.
303 W. Broad St., Texarkana, TX 77501. Phone 214-793-4671.

PROGRAMMING DESCRIPTION

KTWN (FM): Modern Country music for 18 plus audience. MUSIC: blend of Country hits, recurrenents & Oldies presented in structured segments. NEWS: local at :57; network at :27; Paul Harvey 7:30 am, noon, 5 pm M-F. Sat noon. FARM: market reports & AG forecast early AM & 12:30 pm. FEATURES: fishing report M-F 5:50 am; mobile studios for remotes; religion Sun AM. COMMERCIAL POLICY: 10 min maximum clustered in segments each hr. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

President—Floyd Bell.
Vice-Pres. & Gen'l Mgr.—John H. Bell.
Sales & Traffic Coordinator—Gay Harwell.

2. REPRESENTATIVES

The Robert's Associates.

3. FACILITIES

ERP 980 w.; 107.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht: 490 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KADO, Texarkana TX.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff 9/1/83—Rec'd 5/29/84.

AAA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.		A—ROS.		BTA—At least 1/2 in AAA.	
6. SPOT ANNOUNCEMENTS					
PER WK:	1 min	12	24	12	24
AAA	17	16	15	12	11
A	15	14	13	10	9
BTA	16	15	14	11	10

(D)(A)

Trumann

Poinsett County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

KXRQ

1963
TRUMANN

Mid 008478-000

See SRDS Spot Radio Small Markets Edition.

Van Buren

Crawford County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Fort Smith (including Van Buren)

Waldron

Scott County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KRWA (FM)

1982
WALDRON

Mid 027541-000

See SRDS Spot Radio Small Markets Edition.

Walnut Ridge

Lawrence County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

KCAZ (FM)

1977
WALNUT RIDGE

Mid 008479-000

See SRDS Spot Radio Small Markets Edition.

KRLW

1951
WALNUT RIDGE

Mid 008480-000

See SRDS Spot Radio Small Markets Edition.

Warren

Bradley County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KWRF

1953
WARREN

Mid 008481-000

See SRDS Spot Radio Small Markets Edition.

ARKANSAS

Pine Bluff—cont
KADL (FM)—cont

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KABS.
Affiliated with ABC Direction Radio Network.
Affiliated with Brownfield Network.

TIME RATES

Eff 11/1/81—Rec'd 10/22/81.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9
A	10	9	8	7

30 sec: 80% of 1-min.

KCAT

1963
PINE BLUFF

Media Code 4 204 7370 4.00 Mid 008456-000
J. B. Scanlon
Box 8808, Pine Bluff, AR 71611. Phone 501-534-5001.

2. REPRESENTATIVES

Frederick W. Smith.
1 min rate 1x: 14.00.

KCLA

1947
PINE BLUFF

Country



Media Code 4 204 7480 1.00 Mid 008457-000
KCLA, Inc.
Apple St., Box 1004, Pine Bluff, AR 71613. Phone 501-535-1241.

PROGRAMMING DESCRIPTION

KCLA: MUSIC: Modern Country. NEWS: 5 min at :55, 3 meteorologists, radar weather updates at :15 & :45. Contact Representative for further details. Rec'd 5/22/84.

1. PERSONNEL

Executive Vice-President—Selton Sims.
Program Director—Chuck Sullivent.
Chief Engineer—B. Pearson.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/70 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Member: Arkansas Radio Network.

TIME RATES

No. 7 Eff 1/15/84—Rec'd 1/23/84.
A—Mon thru Sat 5-9 am & 3-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	CLASS A				
	5 ti	10 ti	15 ti	20 ti	30 ti
	13.50	13.00	12.50	12.00	11.50
30 sec	11.50	11.00	10.50	10.00	9.50
1 min	CLASS B				
	17.00	16.00	15.00	14.00	13.00
	13.00	12.00	11.00	10.00	9.50
PER WK:	SATURATION				
	1 min	30 sec			
100 ti	900.00	700.00			

KFXE (FM)

1959
PINE BLUFF



Media Code 4 204 7535 2.00 Mid 008458-000
Eagle Broadcasting Group, Inc.
920 Commerce Rd., Pine Bluff, AR 71601. Phone 501-534-0092.
1 min rate 1x: 12.00.

KOTN

1934
PINE BLUFF



Media Code 4 204 7590 7.00 Mid 008459-000
Eagle Broadcasting Group, Inc.
920 Commerce Rd., Pine Bluff, AR 71601. Phone 501-534-8732.

PROGRAMMING DESCRIPTION

KOTN: 5-10 am, family programming, info, local news, weather traffic, temperature, civic affairs, events, school activities, sports, tele/talk program, guest interviews, visiting celebrities, controversial local issues debated with audience input. 10 am-12N, program hosted by personality, local news, tele/talk about topical subjects. 12N-1 pm, nat'l, local & city news, sports, job opportunities, stock market & farm market reports. 1-3 pm trading post—opportunity for listeners to participate by trading, buying/selling personal items. 5-6 pm, local, state reg'l news, sports (nat'l & local), Wall Street reports, farm market reports, weather, community calendar. 6-11 pm sports alternated with popular MOR music & information. 5 am-2:30 pm farm market reports. Rec'd 1/29/85.

1. PERSONNEL

General Manager—Ron Barnhart.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 25a, 26, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KFXE (FM).
Affiliated with FKO Radio Networks.
Affiliated with The Agriculture Radio Network (TARN).

TIME RATES

Eff—Rec'd 5/16/83.
AAA—5-10 am.
AA—3-7 pm.
A—5 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min					30 sec						
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	39	36	33	30	20	19	18	17	16	15	14	13
AA	35	32	29	26	18	17	16	15	14	13	12	11

Specified time, extra 5.00.

7. PACKAGE PLANS

PER WK:	TAP				
	6 ti	12 ti	18 ti	24 ti	6 ti
Ea	25	22	19	16	13

Specified time, extra 5.00.

10. SPECIAL FEATURES

(*) NEWS AT :20 & :40-ROTATING

PER WK:	6 ti	3 ti
5 am-noon	29	33
noon-6 pm	21	25

(t) AGRI WEATHER

Rotating	30	35
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(t) AGRI NEWS

Rotating	35	40
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(*) Incl 15-sec open & close, plus 1-min spots.
(t) Incl open/close 1-min, spot.

KYDE

1957
PINE BLUFF



Media Code 4 204 7700 2.00 Mid 008460-000
Southwest Communications, Inc.
Studio/Package: 19 Chapel Village, Pine Bluff, AR 71603.
Phone 501-879-4343.
Mailing Address: Box 5086, Pine Bluff, AR 71611.

2. REPRESENTATIVES

Masla Radio.
1 min rate 1x: 10.50.

Pocahontas

Randolph County—Map Location H-1
See SRDS Consumer market map and data at beginning of the state.

KCYN (FM)

1969
POCAHONTAS

Mid 008461-000
See SRDS Spot Radio Small Markets Edition.

KPOC

1950
POCAHONTAS

Mid 008462-000
See SRDS Spot Radio Small Markets Edition.

Prescott

Nevada County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KTPA

1960
PRESCOTT

Mid 008463-000

See SRDS Spot Radio Small Markets Edition.

Rogers

Benton County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KAMO

1954
ROGERS

Mid 008464-000

See SRDS Spot Radio Small Markets Edition.

KAMO-FM

1971
ROGERS

Mid 008465-000

See SRDS Spot Radio Small Markets Edition.

KURM

1979
ROGERS

Mid 028161-000

See SRDS Spot Radio Small Markets Edition.

Russellville

Pope County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KARV

1946
RUSSELLVILLE



Media Code 4 204 8140 0.00 Mid 008466-000
Horne Industries, Inc.
2nd & Boulder, Box 190, Russellville, AR 72801. Phone 501-968-1184, 6100.

PROGRAMMING DESCRIPTION

KARV: Reg'l programming. FARM: news & markets 6:15-6:30 am; open quotations & local updates mid-am, noon & closing; 11 hrs wkly. NEWS: local/reg'l hly; news & markets 6-8 am w/extended broadcasts at 9:30 am, 12:30 & 5 pm; 3 mobile units, newsplane; 6-man staff; special events; weather radar. SPORTS: high school & major college games. FEATURES: tele/call-in programs daily. Contact Representative for further details. Rec'd 7/24/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—Michael Horne.
National Sales Manager—Bill Stephens.

2. REPRESENTATIVES

Broadcast Representatives, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 610 khz. Directional.
Separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

Eff 5/1/82—Rec'd 5/5/82.
AM Drive—5-7 & 3-9:30 am.
Midday—9:30 am-noon & 1-3:30 pm.
PM Drive—noon-1 pm & 3:30-7 pm.
Nighttime—7 pm-5 am.

6. SPOT ANNOUNCEMENTS

30 sec	AMD/PMD	MD	NT
1 min; 2x applicable rate.	11.75	8.65	5.90

10. SPECIAL FEATURES

News Block—7-8 am, 30-sec 17.65.

KCAB

1964
DARDANELLE



(This is a paid duplicate of the listing under Dardanelle, Arkansas.)

Media Code 4 204 1650 5.00 Mid 008361-000
Central Arkansas Broadcasting Co. Inc.
Box 89, Dardanelle, AR 72834. Phone 501-968-4949.

PROGRAMMING DESCRIPTION

KCAB: MUSIC: Traditional Country. NEWS: network at :55; Arkansas Radio Network, FARM, NOAA weather, full report at 7 am, noon & 5 pm. FARM: am market reports, daily programming. SPORTS: state & local college & high school varsity football & basketball. Contact Representative for further details. Rec'd 1/21/85.

1. PERSONNEL

President—Ron Rye.
National Sales Manager—Margaret Boren.

2. REPRESENTATIVES

Broadcast Representatives, Inc.

3. FACILITIES

1,000 w.; 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities KWKK (FM).
Affiliated with ABC Contemporary Radio Network.
Sold in combination with KWKK (FM). See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 4/1/84—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT	6-9 AM & 3-6 PM				
	1x	53x	261x	521x	781x
1 min	14.30	13.60	12.90	12.30	11.70
30 sec	11.50	10.90	10.30	9.80	9.30
ALL OTHER TIMES					
1 min	12.30	11.70	11.10	10.50	10.00
30 sec	9.90	9.30	8.80	8.30	7.90

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

Ea	1 hr	1/2 hr	1/4 hr
	100	50	25

(SMD) (D)

KWKK (FM)

1965
DARDANELLE



(This is a paid duplicate of the listing under Dardanelle, Arkansas.)

Media Code 4 204 1705 7.00 Mid 008362-000
Central Arkansas Broadcasting Co., Inc.
Drawer K, Dardanelle, AR 72834. Phone 501-968-4949.

PROGRAMMING DESCRIPTION

KWKK (FM): MUSIC: Adult Contemporary. NEWS: network hly; NOAA weather service; local weather; comprehensive report at 7 am, noon & 5 pm. FARM: AM market reports, daily programming. SPORTS: state & local college & high school varsity football & basketball in season. Contact Representative for further details. Rec'd 1/18/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—G. Ron Rye.
National Sales Manager—Margaret Boren.

2. REPRESENTATIVES

Broadcast Representatives, Inc.

3. FACILITIES

ERP 3,000 w.; 102.3 mhz.
Operating schedule: 5-1 am. CST.
Antenna ht.: 406 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KCAB.
Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 4/1/84—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT	6-9 AM & 3-6 PM				
	1x	53x	261x	521x	781x
1 min	12.30	11.70	11.10	10.50	10.00
30 sec	9.90	9.30	8.80	8.30	7.90
ALL OTHER TIMES					
1 min	10.30	9.80	9.30	8.80	8.30
30 sec	8.30	7.90	7.50	7.10	6.70

10 sec: 50% of 1-min.

Marked Tree

Poinsett County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

KPCA
1956
MARKED TREE

See SRDS Spot Radio Small Markets Edition. Mid 008434-000

Marshall

Searcy County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KCGS
1975
MARSHALL

See SRDS Spot Radio Small Markets Edition. Mid 008435-000

McGehee

Desha County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KVSA
1953
MCGEHEE



Media Code 4 204 6050 3.00 Mid 008436-000
Southeast Arkansas Broadcasters, Inc.
US Hwy. 65, Box 110, McGehee, AR 71654. Phone 501-222-4200.

PROGRAMMING DESCRIPTION

KVSA: Programmed for general interest. MUSIC: block programming incl Pop, Country Western, top 100, Easy Listening, Classical & Religious. FARM: market reports, news by county agents & area agronomist; weather. NEWS: local, reg'l, state, nat'l & internat'l; AP: nat'l weather service. SPORTS: U football; local, state & nat'l sports round-up. Contact Representative for further details. Rec'd 7/28/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—Abbott F. Kinney.
- REPRESENTATIVES**
Corlett Associates.
- FACILITIES**
1,000 w. days, 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.

TIME RATES
Eff 1/1/82—Rec'd 1/6/82.

- SPOT ANNOUNCEMENTS**

	260x	208x	156x	104x	52x	26x	13x	1x
30 sec	3.15	3.30	3.45	3.55	3.65	3.75	3.85	3.95
1 min	4.00	4.20	4.40	4.55	4.65	4.75	4.85	4.95

(SMD) (CR)

Mena

Polk County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KENA
1950
MENA

See SRDS Spot Radio Small Markets Edition. Mid 008437-000

KUOL (FM)
1969
MENA

See SRDS Spot Radio Small Markets Edition. Mid 008438-000

Monette

Craighead County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KXXA
1964
MONETTE

See SRDS Spot Radio Small Markets Edition. Mid 008439-000

Monticello

Drew County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

KHBM
1955
MONTICELLO

See SRDS Spot Radio Small Markets Edition. Mid 008440-000

KHBM-FM
1967
MONTICELLO

See SRDS Spot Radio Small Markets Edition. Mid 008441-000

Morrilton

Conway County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KVOM
1952
MORRILTON
KVOM-FM
1981
MORRILTON

See SRDS Spot Radio Small Markets Edition. Mid 008442-000

Mountain Home

Baxter County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KTLO
1953
MOUNTAIN HOME

See SRDS Spot Radio Small Markets Edition. Mid 008443-000

KTLO-FM
1971
MOUNTAIN HOME

See SRDS Spot Radio Small Markets Edition. Mid 008444-000

Mountain View

Stone County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KWOZ (FM)

1981
MOUNTAIN VIEW

Media Code 4 204 6655 9.00 Mid 015879-000
Mountain View Broadcasting Corp.
Hwy. 25 E., Box 53, Mountain View, AR 72560. Phone 501-269-4306.

PROGRAMMING DESCRIPTION

KWOZ (FM): MUSIC: Modern Country w/wkly folk music programs. NEWS: local, reg'l, state, nat'l; weather & sports at 7, 9 am, noon & 4 pm daily; network at :30 & weather at :15 balance of day; stock market & business reports. FEATURES: frequent specials (top 30 country). SPORTS: U football & basketball, high school sports. FARM: 3 reports daily. RELIGIOUS: 6 hrs Sun AM. Contact Representative for further details. Rec'd 11/9/81.

- PERSONNEL**
General Manager—Gary W. Bridgman.
Sales Manager—Johnnie Gleghorn.
Prog. & Prom. Mgr.—Bob Owens.
- REPRESENTATIVES**
Broadcast Representatives, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 980 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to stations.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KAB, Batesville.
Affiliated with Satellite Music Network.
Member: The Agriculture Radio Network (TARN).

TIME RATES
Eff ———— Rec'd 10/27/83.

- SPOT ANNOUNCEMENTS**

1 min	30 sec
1 ti	14.00 7.85
- PACKAGE PLANS**

ROS	30 sec 1 min
29 ti/less	7.85 14.00
30 ti/1 wk	7.00 12.35
50 ti/2 wk	6.50 11.55
100 ti/4 wk	5.75 10.45
1300x /52 wk	5.75 10.45

	SATURATION	30 sec 1 min
30 ti/4 days	5.75 10.45	
	*PRIME	
Ea	9.90 16.80	
(*) 6-9 am, noon-1 pm, 3:30-5 pm & during/adjacent to newscast.		
8. PROGRAM TIME RATES	5 min 1/4 hr 1/2 hr 1 hr	
Ea	34.00 39.50 81.40 145.00	(SMD)

Nashville

Howard County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KBHC
1959
NASHVILLE

See SRDS Spot Radio Small Markets Edition. Mid 008445-000

KNAS (FM)
1977
NASHVILLE

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035518-000

Newport

Jackson County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KNBY
1949
NEWPORT

See SRDS Spot Radio Small Markets Edition. Mid 008446-000

KOKR (FM)
1967
NEWPORT

See SRDS Spot Radio Small Markets Edition. Mid 008447-000

North Little Rock

Pulaski County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Little Rock
(including Jacksonville, North Little Rock)

Osceola

Mississippi County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.

KHFO (FM)
1960
OSCEOLA

See SRDS Spot Radio Small Markets Edition. Mid 008448-000

KOSE
1949
OSCEOLA

See SRDS Spot Radio Small Markets Edition. Mid 008449-000

Ozark

Franklin County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KZRK
1969
OZARK

See SRDS Spot Radio Small Markets Edition. Mid 008450-000

KZRK-FM
1980
OZARK

See SRDS Spot Radio Small Markets Edition. Mid 029021-000

Paragould

Greene County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KDRS
1947
PARAGOULD

See SRDS Spot Radio Small Markets Edition. Mid 008451-000

KDXY (FM)
1971
PARAGOULD

See SRDS Spot Radio Small Markets Edition. Mid 008452-000

KLQZ (FM)
1983
PARAGOULD

See SRDS Spot Radio Small Markets Edition. Mid 029010-000

Paris

Logan County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KCCL
1959
PARIS

See SRDS Spot Radio Small Markets Edition. Mid 008453-000

Piggott

Clay County—Map Location J-1
See SRDS Consumer market map and data at beginning of the state.

KTEI (FM)
1983
PIGGOTT

See SRDS Spot Radio Small Markets Edition. Mid 033459-000

Pine Bluff

Jefferson County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KABS
1960
PINE BLUFF
NRBA

Media Code 4 204 7260 7.00 Mid 008455-000
Jefferson County Broadcasting Co.
111 W. Fifth St., Box 8216, Pine Bluff, AR 71611. Phone 501-535-1270.
1 min rate 1x: 5.00.

KADL (FM)
1971
PINE BLUFF

Radio Station Representatives, Inc.

NRBA

Media Code 4 204 7261 5.00 Mid 008454-000
Jefferson County Broadcasting Co.
111 W. Fifth St., Box 8216, Pine Bluff, AR 71611. Phone 501-535-1270.

PROGRAMMING DESCRIPTION

KADL: Country & Western. MUSIC: Current Top 40 hits, old hits & new records ea hr; AIR PERSONALITIES handle all segments. NEWS: 2 15-min casts ea day 7-7:15 am & noon-12:15 pm; 5 min at :60 all other times. FARM: news & weather 6-7 am & during noontime. Contact Representative for further details. Rec'd 6/15/84.

- PERSONNEL**
General Manager—A. M. Smith.
Station Manager—Ralph Taylor.
Farm & News Dir.—Bentley Flourer.
- REPRESENTATIVES**
Radio Station Representatives, Inc.
- FACILITIES**
ERP 28,000 w.; 94.9 mhz.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 145 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.

continued

ARKANSAS

Little Rock—cont

KGKO

1963
BENTON

See listing under city of license.

Mid 008340-000

KIEL

1963
JACKSONVILLE

Media Code 4 204 4874 8.00 Mid 008418-000
National Black Media Coalition
10000 Warden Rd. N., Little Rock, AR 72116. Phone 501-985-1531.
Rates have been temporarily withdrawn by station.

KITA (FM)

1956
LITTLE ROCK

Media Code 4 204 4878 9.00 Mid 008419-000
Forus Communications of Arkansas, Inc.
723 W. 14th St., Little Rock, AR 72202. Phone 501-375-1440.
Rates have been temporarily withdrawn by station.

KKYK (FM)

1961
LITTLE ROCK



BLAIR RADIO



Media Code 4 204 4881 3.00 Mid 008420-000
Snider Corp.
Box 4189, Little Rock, AR 72214. Phone 501-661-7570.
PROGRAMMING DESCRIPTION
KKYK (FM): Adult contemporary. MUSIC: current hits blended with recent hits & oldies. NEWS: at :20. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 12/22/82.

- PERSONNEL**
General Manager—Jim Grant.
 - REPRESENTATIVES**
Blair Radio.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,510 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; 10th of following month.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KARN.
Affiliated with Blair Represented Network.
Sold in combination with KARN. See that listing.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Deduct 40% from KARN/KKYK (FM) combination.

KLAZ

1927
LITTLE ROCK

Media Code 4 204 4885 4.00 Mid 008424-000
Curtis Communications Group
1501 N. University, Suite 768, Little Rock, AR 72207.
Phone 501-661-0150.
Rates have been temporarily withdrawn by station.

KLAZ-FM

1972
LITTLE ROCK

Media Code 4 204 4902 7.00 Mid 033096-000
Curtis Communications Group
1501 N. University, Suite 768, Little Rock, AR 72207.
Phone 501-661-0150.
Rates have been temporarily withdrawn by station.

KLPQ (FM)

1960
LITTLE ROCK



Katz Radio



Media Code 4 204 4919 1.00 Mid 008422-000
KLPQ (FM): a subsidiary of Multimedia Radio, Inc.
2400 Cottondale Ln., Box 1790, Little Rock, AR 72203.
Phone 501-664-6666.

- PROGRAMMING DESCRIPTION**
KLPQ (FM): Modern country/personality. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 2/27/84.
- PERSONNEL**
General Manager—Terrell L. Metheny, Jr.
General Sales Manager—Bob Hendrickson.
Program Director—Scott Howard.
 - REPRESENTATIVES**
Katz Radio.
 - FACILITIES**
ERP 100,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 770 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; bills payable upon receipt.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12l, 13f, 14f, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47c, 47e, 50, 50b.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KAAV.
Affiliated with KKO Radio Networks.
Sold in combination with KAAV. See that listing.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Deduct from KAAV/KLPQ (FM) combination: 1-min 5.00; 30-sec 4.00.

KLRA

1927
LITTLE ROCK



Christal Radio



Media Code 4 204 4950 6.00 Mid 008423-000
Little Rock Media Corp.
RT 1, Box 100, Little Rock, AR 72117. Phone 501-945-7113.

- PROGRAMMING DESCRIPTION**
KLRA: All Hit Country with emphasis on news & sports. AIR PERSONALITIES. FARM: (farm news, reports, markets & weather). SPORTS: U. football & basketball, travler baseball, race results in season. Contact Representative for further details. Rec'd 11/30/84.
- PERSONNEL**
General Sales Manager—Eddie Graham.
 - REPRESENTATIVES**
Christal Radio.
 - FACILITIES**
10,000 w. days, 5,000 w. nights; 1010 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0; 10th of following month.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Satellite Music Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMJX (FM)

1967
CONWAY



HILLIER, NEWMARK, WECHSLER & HOWARD



(This is a paid duplicate of the listing under Conway, Arkansas.)
Media Code 4 204 1265 2.00 Mid 008356-000
Coastal Communications Ltd.,
11300 Rodney Parham Rd., Little Rock, AR 72212. Phone 501-224-6500.

- PROGRAMMING DESCRIPTION**
KMJX (FM): Targeted 18-49. MUSIC: Contemporary, current & old hits. AIR PERSONALITIES handle all segments. NEWS: at 5:50, 6:20, 6:50, 7:20, 7:50, 8:20, 8:50, 9, 10 & 11:50 am. FEATURES: Contests & on-air promo-

tions; network features throughoutday; Sun 9 am album countdown; Sun 8 pm concerts. COMMERCIAL POLICY: 10-min per hr. Contact Representative for further details. Rec'd 12/19/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard D. Booth.
Vice-Pres. & Sales Mgr.—Gordon Heiges.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 534 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Rock Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSOH

1947
LITTLE ROCK



Media Code 4 204 5335 9.00 Mid 008425-000
Dynamic Communications, Inc.
2700 River Rd., N. Little Rock, AR 72114. Phone 501-375-1050.
1 min rate 1x: 9.50.

KSSN (FM)

1966
LITTLE ROCK

EASTMAN RADIO, INC.



Media Code 4 204 5362 3.00 Mid 008426-000
Firstcom Corp.
8114 Cantrell, 3rd Flr., Little Rock, AR 72207. Phone 501-227-9696.
Mailing Address: Box 96, Little Rock, AR 72203.

- PROGRAMMING DESCRIPTION**
KSSN (FM): MUSIC: Country. Wkly Country Music Countdown Sun 9 am-12N. FARM: state, local & reg'l farm reports. NEWS: Paul Harvey news & comment M-F 7:50 am & Mon-Sat 12:45-1 pm. SPORTS: race results during Oak Lawn Racing season. FEATURES: Lifestyle associated promotions with 12 month listener involvement. Daily Listening Post & Happy Day. Music supported by on going music research. Contact Representative for further details. Rec'd 8/20/84.
- PERSONNEL**
Sta. Mgr. & Nat'l Sales Mgr.—Joanne Scott.
General Sales Manager—Ron Collar.
Farm Director—Gordon Barnes.
 - REPRESENTATIVES**
Eastman Radio, Inc.
 - FACILITIES**
ERP 100,000 w.; 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,664 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with Eastman Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Lonoke

Lonoke County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KWTD (FM)

1982
LONOKE

Media Code 4 204 5390 4.00 Mid 030550-000
Dunn Broadcasting Corporation
315 Roberts St., Box 433, Lonoke, AR 72086. Phone 501-375-1318, Little Rock, 372-6292.

- PROGRAMMING DESCRIPTION**
KWTD (FM): MUSIC: Urban Contemporary format: Jazz program wkly. RELIGIOUS: Sun/blues & oldies wkly. Contact Representative for further details. Rec'd 6/4/84.
- PERSONNEL**
Pres. & Gen'l Mgr.—Waymon Dunn.
Operations Director—Danny L. Dunn.
 - REPRESENTATIVES**
Roslin Radio Sales.
 - FACILITIES**
ERP 3,000 w.; 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 290 ft. above average terrain.

- AGENCY COMMISSION**
15/0; payable 10th of month.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
- TIME RATES**
No. 3 Eff 8/1/83—Rec'd 1/18/84.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-3 pm.
A—Mon thru Fri 10 am-3 pm, 7 pm-midnight & 3 pm-midnight.
 - SPOT ANNOUNCEMENTS**
1 min _____ 30 sec _____
6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
AA 36 32 30 28 30 28 26 24
A 30 26 24 22 26 24 22 20
Specified times, extra 2.00.
 - PACKAGE PLANS**
TAP—1/2AA, 1/2A
6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
1 min 32 29 26 24
30 sec 29 26 24 21
Specified times, extra 2.00.

Magnolia

Columbia County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KVMA

1948
MAGNOLIA

See SRDS Spot Radio Small Markets Edition.

KVMA-FM

1970
MAGNOLIA

See SRDS Spot Radio Small Markets Edition.

Malvern

Hot Spring County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KBOK

1951
MALVERN

See SRDS Spot Radio Small Markets Edition.

**Mammoth Spring (AR)-
Thayer (MO)**

Mammoth Spring, Fulton County—Map Location G-1
Thayer, Oregon County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALM

1953
THAYER, MO

See SRDS Spot Radio Small Markets Edition.

KAMS (FM)

1955
MAMMOTH SPRING

See SRDS Spot Radio Small Markets Edition.

Marianna

Lee County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KZOT

1961
MARIANNA

See SRDS Spot Radio Small Markets Edition.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3c, 4a, 5, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KXS.
Member: The Agriculture Radio Network (TARN).

TIME RATES
Eff 6/1/84—Rec'd 6/22/84.

6. **SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|-------|-------|-------|-------|
| 1 min | 26.00 | 24.00 | 22.00 | 20.00 |
| 30 sec | 21.00 | 19.00 | 17.50 | 16.00 |
- Specified hr, extra 3.00.
ROS, deduct 5.00.
10. **SPECIAL FEATURES**
FARM:
Mon thru Sun 6:25 am-5 pm 1 min 30 sec
Adjacency 45 36
Live spots by farm director, extra 5.00. 35 28

KJBR (FM)

1947
JONESBORO



Media Code 4 204 4372 3.00 Mid 008410-000
Patterson Brothers
KBTM Bldg., 603 Madison St., Jonesboro, AR 72401.
Phone 501-935-5598.

2. **REPRESENTATIVES**
Atlanta, Dallas—Busby, Finch, Lathom & Widman.
30 sec: 80% of 1-min.

KNEA

1950
JONESBORO



Media Code 4 204 4400 2.00 Mid 008412-000
Radio Jonesboro, Inc.
218 W. Washington St., Jonesboro, AR 72401. Phone
501-932-8381.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 11.50.

Lake Village

Chicot County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KUUZ (FM)

1977
LAKE VILLAGE



Media Code 4 204 4455 6.00 Mid 008413-000
Foxcom, Ltd.
118 Main St., Box 845, Lake Village, AR 71653. Phone
501-265-2215. Greenville, 601-335-9600.

PROGRAMMING DESCRIPTION
KUUZ (FM): MUSIC: Full time progressive country; Satellite Music Network. Rec'd 1/31/83.

1. **PERSONNEL**
General Manager—Monte Lyons.
Program Director—Steve Edwards.
Office Manager—Kim Burns.
3. **FACILITIES**
ERP 3,000 w.; 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 310 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Satellite Music Network.
Member: Arkansas Radio Network, The Agriculture Radio Network (TARN).

TIME RATES
Eff 9/1/82—Rec'd 1/31/83.

6. **SPOT ANNOUNCEMENTS**
- | Specified | ROS | | | |
|-----------|-------|-------|-------|-------|
| | 6 ti | 12 ti | 18 ti | 18 ti |
| 1 min | 14.70 | 12.35 | 9.77 | 8.23 |
| 30 sec | 12.35 | 9.77 | 7.64 | 5.29 |
- | Specified | ROS | | | |
|-----------|-------|------|------|-------|
| | 1x | 100x | 500x | 1000x |
| 52 wk | 10.00 | 8.60 | 7.30 | 6.25 |
| 12 wk | 9.00 | 7.80 | 6.60 | 5.65 |
| Open | 8.00 | 6.85 | 5.80 | 4.95 |
- | Specified | ROS | | | |
|-----------|------|------|------|-------|
| | 1x | 100x | 500x | 1000x |
| 52 wk | 8.00 | 6.85 | 5.80 | 4.95 |
| 12 wk | 7.20 | 6.15 | 5.30 | 4.50 |
| Open | 6.50 | 5.55 | 4.70 | 4.00 |
- (SMD) (CR)

Little Rock

(including Jacksonville, North Little Rock)
Pulaski County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAAY



1924
LITTLE ROCK



Katz Radio



Media Code 4 204 4510 8.00 Mid 008414-000
KAAY, a subsidiary of Multimedia Radio Inc.
2400 Cottdale Ln., Box 1790, Little Rock, AR 72203.
Phone 501-661-1090.

PROGRAMMING DESCRIPTION

KAAY: Pop-adult/personality. NEWS: network, 4 person staff broadcasts 9 local cast at :00; AP wire plus headlines in AM only, & weather at :24; agricultural news wire. AIR PERSONALITIES available for remotes. MUSIC: pop adult/personality. FARM: 6 am & 12:05 pm handled by farm director. RELIGION: weekly & Sat 9 pm-midnight. Contact Representative for further details. Rec'd 5/23/84.

1. **PERSONNEL**
General Manager—Terrell L. Metheny, Jr.
General Sales Manager—Bob Hendrickson.
Program Director—David B. Treadway.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
50,000 w.; 1090 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0; bills payable upon receipt.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47c, 47e, 50, 50b.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KLPO (FM).
Affiliated with RKO Radio Networks.

TIME RATES

KAAY/KLPO (FM) COMBINATION
No. 12 Eff 8/13/84—Rec'd 8/28/84.

- AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**
- | | AAA | AA | A |
|----------------------------|-----|----|----|
| 1 min | 70 | 50 | 40 |
| 30 sec/less: 80% of 1-min. | | | |

KAAY ONLY

- Deduct from KAAY/KLPO (FM) combination: 1-min 5.00;
30-sec 4.00.

9. **PARTICIPATING PROGRAMS**
BLUES ALLEY—TUES THRU SUN, MIDNIGHT-5:15 AM
GRID: I II III IV GRID: I II III IV
1 min 25 23 21 19 30 sec 20 18 16 14

10. **SPECIAL FEATURES**
FARM—MON THRU SAT 6:15 AM, MON THRU FRI
12:05-12:30 PM
GRID: I II III IV GRID: I II III IV
1 min 75 70 65 30 sec 60 55 50

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KAKI (FM)

1979
BENTON

Mid 008338-000

See listing under city of license.

KARN

1928
LITTLE ROCK



Media Code 4 204 4730 2.00 Mid 008415-000
Snider Corp.
4021 W. 8th St., Little Rock, AR 72204. Phone 501-661-7500.

PROGRAMMING DESCRIPTION

KARN: Programming news & information. NEWS: block 5-9 am, noon-1 pm & 4-6 pm. FARM: block 5:30-6 am & noon-12:30 pm. TALK: block 9 am-noon, 1-4 pm & 6 pm-5 am. SPORTS: live 6-7 pm. Contact Representative for further details. Rec'd 10/20/83.

1. **PERSONNEL**
President—Ted L. Snider.
General Manager—Larry Wilson.
Operations Manager—Chuck Martin.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
5,000 w.; 920 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0; 10th of following month.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KKYK (FM).
Affiliated with Blair Represented Network.
Affiliated with CBS.
Member: Arkansas Radio Network, The Agriculture Radio Network (TARN).

TIME RATES
KARN/KKYK (FM) COMBINATION
Eff—Rec'd 12/16/83.

6. **SPOT ANNOUNCEMENTS**
Mon thru Sun, 24-hr BTA 50.00

KARN only: Deduct 40% from KARN/KKYK (FM) combination.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KAUL

1957
NORTH LITTLE ROCK

Al Ham's

THE "MUSIC OF YOUR LIFE"



Media Code 4 204 4840 9.00 Mid 008416-000
Ainsley Communication Corp.
Business Office: Box 2661, Little Rock, AR 72203.
Phone 501-376-1380.

PROGRAMMING DESCRIPTION

KAUL: MUSIC: "The Music of Your Life." COMMERCIAL POLICY: max 12 units/hr. Contact Representative for further details. Rec'd 2/17/83.

1. **PERSONNEL**
President—Bill Henslee.
Vice-Pres., Gen'l & Gen'l Sls. Mgr.—Monroe Looney.

2. **REPRESENTATIVES**
Roslin Radio Sales.

3. **FACILITIES**
5,000 w.; 1380 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0; time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3c, 4a, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21d, 23a, 28b, 28c, 29a.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 61a.
Prod. Services: 81.
Affiliated with NBC Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KBOX

1946
NORTH LITTLE ROCK



Media Code 4 204 4848 2.00 Mid 008427-000
KEZQ Limited Partnership
314 Main St., North Little Rock, AR 72114. Phone 501-372-7740.

Mailing Address: Box 100, Little Rock, AR 72203.

PROGRAMMING DESCRIPTION
KBOX: programmed for adult appeal. MUSIC: current light pop hits & familiar standards. NEWS: comprehensive coverage of news, sports, weather, traffic, stocks. Contact Representative for further details. Rec'd 3/5/84.

1. **PERSONNEL**
General Manager—Wally Tucker.
Sales Manager—Kenn Flemmons.
Station Manager—Ted Jones.

2. **REPRESENTATIVES**
Selcom Radio.

3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1150 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42b, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KEZQ (FM).
Affiliated with Supernet.
Sold in combination with KEZQ (FM). See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KEZQ (FM)

1969
JACKSONVILLE



Media Code 4 204 4857 3.00 Mid 008417-000
KEZQ Limited Partnership
314 Main St. Rd., N. Little Rock, AR 72114.
Mailing Address: Box 100, Little Rock, AR 72203.
Phone 501-372-7740.

PROGRAMMING DESCRIPTION
KEZQ (FM): MUSIC: Current & past favorite adult selections programmed into easy listening format; 30% vocals, original artists. 2-man PERSONALITY team in AM & Daybreak program: live programming with personalities in ea day part. NEWS: news & weather 2x/hr in drives, hrly other times; traffic reports during drives; ongoing promotions. Contact Representative for further details. Rec'd 4/19/84.

1. **PERSONNEL**
General Manager—Wally Tucker.
Sales Manager—Kenn Flemmons.
Station Manager—Ted Jones.

2. **REPRESENTATIVES**
Selcom Radio.

3. **FACILITIES**
ERP 44,200 w., 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,369 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4d.
Basic Rates: 20a, 22a, 28c.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e, 71a.
Affiliated with Supernet.
AM facilities: KBOX.

TIME RATES
KEZQ (FM)/KBOX COMBINATION
No. 4 Eff 7/1/84—Rec'd 6/15/84.

6. **SPOT ANNOUNCEMENTS**
- | GRID: | MON-SAT 5:30-10 AM | | | | I | II | III | IV |
|--------|--------------------|--------|-------|--------|---|----|-----|----|
| | 1 min | 30 sec | 1 min | 30 sec | | | | |
| 1 min | 65 | 60 | 55 | 50 | | | | |
| 30 sec | 55 | 50 | 45 | 40 | | | | |
- | Specified | MON-SAT 10 AM-3 PM | | | |
|-----------|--------------------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec |
| 1 min | 60 | 55 | 50 | 45 |
| 30 sec | 50 | 45 | 40 | 35 |
- | Specified | MON-SAT 3-8 PM | | | |
|-----------|----------------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec |
| 1 min | 55 | 50 | 45 | 40 |
| 30 sec | 45 | 40 | 35 | 30 |
- | Specified | MON-SAT 8 PM-MIDNIGHT, SUN ALL DAY | | | |
|-----------|------------------------------------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec |
| 1 min | 30 | 25 | 20 | 15 |
| 30 sec | 25 | 20 | 15 | 10 |

KEZQ only: Rates have been temporarily withdrawn by station.

ARKANSAS

Greenwood

Sebastian County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KAJJ (FM)

1981
GREENWOOD
KACJ
1979
GREENWOOD

Mid 008391-000
See SRDS Spot Radio Small Markets Edition.

Hardy

Sharp County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KSRB

1946
HARDY

Mid 008393-000
See SRDS Spot Radio Small Markets Edition.

Harrison

Boone County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KCWD (FM)

1982
HARRISON



Media Code 4 204 3492 0.00 Mid 024726-000
Harrison Radio Station, Inc.
801 S. Pine St., Box 850, Harrison, AR 72601. Phone 501-741-1402.

PROGRAMMING DESCRIPTION
KCWD (FM): Programmed for adults. MUSIC: country. NEWS: at :30 & :60. Rec'd 6/28/82.

- PERSONNEL**
Manager—Tom Arnold.
Sales Manager—Bob Hodges.
Engineer—Glenn Rowe.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 156 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; 10th of following month.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
No. 4 Eff 8/1/84—Rec'd 7/19/84.
- SPOT ANNOUNCEMENTS**
- | | 30 sec | 1 min |
|-------------------|--------|-------|
| Day—5 am-7 pm | 9.41 | 18.82 |
| Evening—7 pm-5 am | 7.06 | 14.12 |
- (SMD)

KHOZ

1946
HARRISON

Mid 008394-000
See SRDS Spot Radio Small Markets Edition.

KHOZ-FM

1963
HARRISON

Mid 008395-000
See SRDS Spot Radio Small Markets Edition.

Heber Springs

Cleburne County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KAWW

1967
HEBER SPRINGS
KAWW-FM

1972
HEBER SPRINGS

Mid 008396-000
See SRDS Spot Radio Small Markets Edition.

Helena

(including West Helena)
Phillips County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KCRI-FM

1971
HELENA



Media Code 4 204 3623 0.00 Mid 008397-000
Delta Broadcasting, Inc.
302 Cherry St., Box 430, Helena, AR 72342. Phone 501-338-8331.

PROGRAMMING DESCRIPTION
KCRI-FM: MUSIC: Adult Contemporary; live AIR PERSONALITIES; emphasis on music entertainment; target audience 25-49. NEWS: local updates hrly; state 6-9 am & 3-6 pm. FARM: 4 market reports daily M-F. FEATURES: Paul Harvey 3x daily M-F. ABC Entertainment network; American Top 40 Countdown; community involvement; mobile units for remotes; local promotion. Rec'd 10/1/84.

- PERSONNEL**
General Manager—Tom McBee.
Sales Manager—Curtis Jeffries.
Operations Manager—George Hays.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 W. (vert.); 103.1 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KFFA.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Progressive Farmer Network.

TIME RATES
Eff—Rec'd 8/20/84.

- SPOT ANNOUNCEMENTS**
- | | 30 sec | 1 min |
|------------------------------|--------|-------|
| 6-10 am, 11 am-1 pm & 3-7 pm | 8.25 | 10.25 |
| All other times | 6.75 | 8.50 |
- (SMD)

KFFA

1941
HELENA



Media Code 4 204 3630 5.00 Mid 008398-000
Delta Broadcasting, Inc.
302 Cherry St., Box 430, Helena, AR 72342. Phone 501-338-8361.

PROGRAMMING DESCRIPTION
KFFA: Target audience 25-54. MUSIC: Contemporary Country; live AIR PERSONALITIES. NEWS: local & state hrly. FARM: 18 daily market reports; agri-weathercasts & news M-F. FEATURES: community involvement; mobile units for remotes; local promotion. Rec'd 10/1/84.

- PERSONNEL**
General Manager—Tom McBee.
Sales Manager—Curtis Jeffries.
Operations Manager—George Hays.
- FACILITIES**
1,000 w., 1360 khz. Directional nights.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KCRI-FM.
Affiliated with MBS.
Member: The Agriculture Radio Network (TARN), Arkansas Radio Network.

TIME RATES
Eff—Rec'd 10/25/84.

- SPOT ANNOUNCEMENTS**
- | | 30 sec | 1 min |
|------------------------------|--------|-------|
| 6-10 am, 11 am-1 pm & 3-7 pm | 12 | 15 |
| All other times | 10 | 12 |
- SPECIAL FEATURES**
FARM PROGRAMS
- | | 30 sec | 1 min |
|--|--------|-------|
| | 14.00 | 17.50 |
- (SMD)

KWHA

1980
WEST HELENA

Mid 034718-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Hope

Hempstead County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KHPA-FM

1977
HOPE

Mid 008400-000
See SRDS Spot Radio Small Markets Edition.

KXAR

1947
HOPE

Mid 008401-000
See SRDS Spot Radio Small Markets Edition.

Horseshoe Bend

Izard County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KHAM

1978
HORSESHOE BEND

Mid 008402-000
See SRDS Spot Radio Small Markets Edition.

Hot Springs

Garland County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KACQ (FM)

1971
HOT SPRINGS

Media Code 4 204 3795 6.00 Mid 008403-000
Noalmark Broadcasting Corp.
Buena Vista Rd., Box 1739, Hot Springs, AR 71901.
Phone 501-525-1301.

- REPRESENTATIVES**
Savalli & Schutz, Inc.
1 min rate 1x: 10.50.

KBHS

1953
HOT SPRINGS

Contemporary Country

Media Code 4 204 3850 9.00 Mid 008404-000
KBHS Broadcasting Co., Inc.
113 3rd St., Box 2309, Hot Springs, AR 71901. Phone 501-623-6661.

PROGRAMMING DESCRIPTION
KBHS: Target audience 18-49. MUSIC: Contemporary Country. NEWS: 5-min at :60. SPORTS: high school & college football & basketball; pro football, horse race results. FARM: 1 hour. Contact Representatives for further details. Rec'd 1/21/85.

- PERSONNEL**
General Manager—James Melton.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
5,000 w.; 590 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60g, 61c, 62b.
Cancellation: 70e, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: KSPA (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSPA (FM)

1964
HOT SPRINGS

Media Code 4 204 3930 9.00 Mid 008406-000
KBHS Broadcasting Co., Inc.
113 3rd St., Box 2309, Hot Springs, AR 71901. Phone 501-624-5683.

- REPRESENTATIVES**
Paul Miller & Company.
Rates have been temporarily withdrawn by station.

KWBO (FM)

1969
HOT SPRINGS

Media Code 4 204 3945 7.00 Mid 008405-000
Hennrich Broadcasting Stations, Inc.
600 W. Main, Box O, Hot Springs, AR 71902. Phone 501-623-1340.
1 min rate 1x: 12.00.

KXOW

1966
HOT SPRINGS

Media Code 4 204 3960 6.00 Mid 008408-000
Noalmark Broadcasting Corp.,
Buena Vista Rd., Box 1739, Hot Springs, AR 71901.
Phone 501-525-1301.

- REPRESENTATIVES**
Savalli & Schutz, Inc.
1 min rate 1x: 10.50.

KZNG

1953
HOT SPRINGS

Al Ham's "The Music of Your Life"

NRBA

Media Code 4 204 4125 5.00 Mid 008407-000
Hennrich Broadcasting Stations, Inc.
Box O, Hot Springs, AR 71901. Phone 501-623-1340.

PROGRAMMING DESCRIPTION
KZNG: Target audience 35+-. MUSIC: "The Music of Your Life". NEWS: network at :60; local in 5 or 1-min breaks hrly. SPORTS: high school & college football; horse racing results. Rec'd 7/8/82.

- PERSONNEL**
General Manager—Donald C. Harbour.
Program Director—Charlie Faax.
Sports/News Director—Ken Moore.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 6 am-midnight. CST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Cancellations subject to short rate; will be made 30 days after receipt of written notification.
FM facilities: KWBO (FM).
Affiliated with CBS Radio Network.
- TIME RATES**
No 3 Eff 3/1/84—Rec'd 6/19/84.

- SPOT ANNOUNCEMENTS**
GUARANTEED, FIXED 6-10 AM & 3-7 PM
- | | 1 min | 30 sec |
|--------------|-------|--------|
| Minimum 5 ti | 8.50 | 7.25 |
- ROS, 6 AM-MIDNIGHT
- | | 1 ti | 10 ti | 30 ti | 50 ti |
|----------------------|------|-------|-------|-------|
| 1 min, minimum 5 ti | 6.50 | 6.00 | 5.50 | 5.00 |
| 30 sec, minimum 5 ti | 5.50 | 5.00 | 4.50 | 4.00 |

Jacksonville

Pulaski County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Little Rock (including Jacksonville, North Little Rock)

Jonesboro

Craighead County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KBTM

1930
JONESBORO



Media Code 4 204 4290 7.00 Mid 008409-000
Patterson Brothers
KBTM Bldg., 603 Madison St., Jonesboro, AR 72401.
Phone 501-935-5597.

- REPRESENTATIVES**
Radio Station Representatives, Inc.
Atlanta, Dallas—Busby, Finch, Lathom & Widman.
30 sec: 80% of 1-min.

KFIN (FM)

JONESBORO



Media Code 4 204 4345 9.00 Mid 008411-000
Duke Broadcasting Corp.
410 S. Main St., Box 1691, Jonesboro, AR 72401. Phone 501-932-1079.

PROGRAMMING DESCRIPTION
KFIN (FM): MUSIC: Contemporary Country; live AIR PERSONALITIES; community involvement. NEWS: local dept. features special assignments plus state network news hrly. FARM: 6:30 am-5 pm, 16/day M-F, 5/day Sat & Sun comprised of local state farm reports, complete market reports & agri weather. COMMERCIAL POLICY: limited to 12 minutes per hr. Rec'd 10/6/83.

- PERSONNEL**
President—Larry A. Duke.
General Manager—Sam Cousley.
Farm Director—James Guthrie.

May be combined with KKEG (FM) for frequency discount.

KHOG

1946
FAYETTEVILLE

Media Code 4 204 2530 8.00 Mid 008374-000
Bowman & Caselman Enterprises, Inc.
103 W. Mountain, Box 550, Fayetteville, AR 72702.
Phone 501-442-2322.

2. REPRESENTATIVES

Radio Station Representatives, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
1 min rate 1x: 12.00.

KKEG (FM)

1964
FAYETTEVILLE



Media Code 4 204 2560 8.00 Mid 008375-000
Pat Demaree
1780 Holly, Fayetteville, AR 72701. Phone 501-521-5566.

PROGRAMMING DESCRIPTION

KKEG (FM), MUSIC: Top 40. SPORTS: Mon 1 hr sport-
sline. Daily 5-min reg'l & nat'l sports coverage. Football &
basketball. Contact Representative for further details.
Rec'd 1/24/83.

1. PERSONNEL

Owner & Pres.—Pat Demaree.
Prog. Dir./Oper. Mgr.—Mike Landers.
Station Manager—Bokie Alpe Cleghorn.

2. REPRESENTATIVES

Gert Bunchez & Associates.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION

15%.
GENERAL ADVERTISING See coded regulations
AM facilities: KFAY.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 20 Eff 6/1/83—Rec'd 7/11/83.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.50	20.00	18.00	16.00
30 sec	18.80	16.00	14.40	12.00

26-52 consec wk buy, 18 ti—per wk on either or both
stations—1 min 12.00; 30 sec 7.20.

May be combined with KFAY for frequency discount.

KKIX (FM)



STEREO COUNTRY
1966
FAYETTEVILLE



Media Code 4 204 2590 2.00 Mid 008376-000
Noalmark Broadcasting Corp.
Box 1104, Fayetteville, AR 72702. Phone 501-521-0104.

PROGRAMMING DESCRIPTION

KKIX (FM): Music & personality oriented. MUSIC: Con-
temporary Country. NEWS: 10 locally anchored briefs/
day. SPORTS: U of AR Razorback football. COM-
MERCIAL POLICY: 12 min/hr. Rec'd 1/28/85.

1. PERSONNEL

General Manager—Doug Whitman.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 510 ft. above average terrain.

4. AGENCY COMMISSION

15%.
TIME RATES
Eff 10/1/84—Rec'd 8/16/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	PER WK:	1 ti
1 min	19	30 sec	11

KMCK (FM)

1943
SILOAM SPRINGS



(This is a paid duplicate of the listing under Siloam
Springs, Arkansas.)
Media Code 4 204 830S 9.00 Mid 008470-000
Apple Broadcasting, Inc.
Box 1386, Fayetteville, AR 72701. Phone 501-521-5128,
524-3172.

PROGRAMMING DESCRIPTION

KMCK (FM): MUSIC: Adult Contemporary, Top 40. Con-
tact Representative for further details. Rec'd 3/31/83.

1. PERSONNEL

President/Gen'l Mgr—Jess Smith.
Sales Manager—Woody Bell.
Program Director—Dan Hentschel.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 415 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Supernet.

TIME RATES

Eff—Rec'd 2/7/83.

6. SPOT ANNOUNCEMENTS

1x 51x 101x	1x 51x 101x
1 min	30 25 19 30 sec
	19 15 14

(SMD) (D)

Fordyce

Dallas County—Map Location E-6
See SRDS Consumer market map and data at beginning of
the state.

KBJT

1959
FORDYCE

Mid 008377-000

See SRDS Spot Radio Small Markets Edition.

KQEW (FM)

1982
FORDYCE

Mid 027478-000

See SRDS Spot Radio Small Markets Edition.

Forrest City

St. Francis County—Map Location H-4
See SRDS Consumer market map and data at beginning of
the state.

KBFC (FM)

1960
FORREST CITY

Mid 008378-000

See SRDS Spot Radio Small Markets Edition.

KXJK

1949
FORREST CITY

Mid 008379-000

See SRDS Spot Radio Small Markets Edition.

Fort Smith

(including Van Buren)

Fort Smith, Sebastian County—Map Location B-4
Van Buren, Crawford County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply that
all of the stations provide equal coverage of the entire
area or cities involved. It is part of the time buying
function to determine the extent of individual station
coverage, audience delivered, etc. within the area.

KAYR

1978
VAN BUREN



Media Code 4 204 280S 4.00 Mid 008380-000
Crawford County Communications, Inc.
Box 5084, Ft. Smith, AR 72913. Phone 501-474-3422.
1 min rate 1x: 15.00.

KFDF

1958
VAN BUREN



Media Code 4 204 2850 9.00 Mid 008381-000
George V. Domesse
225 Central Mall, Fort Smith, AR 72903.
Business Office and Studio: 711-1/2 Main, Van Buren,
AR 72956.
1 min rate 1x: 35.00.

KFPW

1930
FORT SMITH



Media Code 4 204 2970 6.00 Mid 008382-000
Border Broadcasting Company
314 North Greenwood, Box 303, Fort Smith, AR 72902.
Phone 501-783-5379.

2. REPRESENTATIVES

Unirep Broadcasting Co.
1 min rate 1x: 11.00.

KFPW-FM

1978
FORT SMITH



Media Code 4 204 302S 8.00 Mid 008389-000
Border Broadcasting Company
314 North Greenwood, Box 303, Fort Smith, AR 72902.
Phone 501-783-5379.

2. REPRESENTATIVES

Unirep Broadcasting Co.
1 min rate 1x: 11.00.

KFSA

1947
FORT SMITH



Media Code 4 204 3080 3.00 Mid 008383-000
Fred S. Baker, Sr.
Box 488, Fort Smith, AR 72901. Phone 501-782-9125.
1 min rate 1x: 15.00.

KISR (FM)

1971
FORT SMITH



Media Code 4 204 3200 7.00 Mid 008384-000
Megmedia
Box 3100, Fort Smith, AR 72913. Phone 501-785-2526.
1 min rate 1x: 30.00.



KMAG (FM)

1964
FORT SMITH

Media Code 4 204 3250 2.00 Mid 008385-000
The Valley Corp.
Box 143, N. 5th & Garrison Ave., Fort Smith, AR 72901.
Phone 501-782-8888.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
1 min rate 1x: 12.00.

KTCS

1956
FORT SMITH

Media Code 4 204 3300 5.00 Mid 008386-000
Big Chief Broadcasting Co.
Box 1017, Fort Smith, AR 72902. Phone 501-646-6151.
1 min rate 1x: 15.30.

KTCS-FM

1964
FORT SMITH

Media Code 4 204 3501 3.00 Mid 008387-000
Big Chief Broadcasting Co.
Box 1017, Fort Smith, AR 72902. Phone 501-646-6151.
1 min rate 1x: 15.30.

KWHN

1947
FORT SMITH

Media Code 4 204 3410 2.00 Mid 008388-000
The Valley Corp.
N. 5th & Garrison Ave., Box 143, Fort Smith, AR 72902.
Phone 501-782-8888.

PROGRAMMING DESCRIPTION

KWHN: Programmed for young adults and adults. MUSIC:
super country. Farm, market, weather, news and sports.
NEWS: at :30 & :55; local; national. SPORTS: pro
baseball, college football, high school football and bas-
ketball. Music 75%, news 15%, sports 10%. Contact
Representative for further details. Rec'd 9/22/83.

1. PERSONNEL

President—Horace C. Boren.
Vice-Pres. & Gen'l Mgr. Glenn A. O'Neal.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

3. FACILITIES

5,000 w.; 1320 khz. Directional nights.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast during news
and select sports only. For non-simulcast facilities
see KMAG (FM).

4. AGENCY COMMISSION

15/0 on net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 73a.
FM facilities: KMAG (FM).
Member: Arkansas Radio Network, The Agriculture Radio
Network (TARN).

TIME RATES

Eff 6/1/82—Rec'd 6/3/82.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	312x
1 min	12.00	11.40	11.10	10.80	10.20	9.60
30 sec	8.65	8.20	8.00	7.80	7.35	6.95

7. PACKAGE PLANS

SATURATION PACKAGES

PER WK:	- 1 min/30 sec -
Ea	10 ti 15 ti 20 ti
	10.80 10.20 9.60

8. PROGRAM TIME RATES

1x	26x	52x	260x	312x
1/2 hr	48.00	45.60	44.40	38.40
1/4 hr	32.00	30.40	29.60	25.60
5 min	17.95	16.50	15.60	13.30

KXXI (FM)

1983
VAN BUREN



Media Code 4 204 3427 6.00 Mid 032032-000
Crawford County Communications, Inc.
Box 5084, Ft. Smith, AR 72913. Phone 501-474-3422.
1 min rate 1x: 15.00.

KZZE (FM)

(formerly KLUP (FM))
1988
POTEAU



(This is a paid duplicate of the listing under Poteau,
Oklahoma.)



Media Code 4 237 6928 0.00 Mid 013170-000
Audiophase Communications, Inc.
Box 5475, Fort Smith, AR 72913. Phone 918-647-2268.

PROGRAMMING DESCRIPTION

KZZE (FM): Programmed for adults 18-49. MUSIC: Con-
temporary. NEWS: local & network M-Sat at 5:50, 6:20,
6:50, 7:20, 7:50, 8:20, 8:50 am, 4:20 & 5:20 pm; accu-
weather hrly. FEATURES: network specials. COM-
MERCIAL POLICY: limit 12 units/hr. Rec'd 1/22/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Curt Van Loon.
General Sales Manager—Van Comer.
Program Director—John O'Dea.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 2,000 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KLUP.
Affiliated with NBC-The Source.

TIME RATES

No. 3 Eff 2/20/80—Rec'd 3/3/80.
AAA—6-10 am & 4-7 pm.
AA—10 am-4 pm & 7 pm-midnight.
ROS—BTA.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA					
	100x	200x	500x	750x	1000x	
	6 ti	12 ti	18 ti	30 ti	36 ti	48 ti
PER WK:	12.00	11.50	11.00	10.50	10.00	9.50
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50
1 min	CLASS AA					
	9.00	8.50	8.00	7.50	7.00	6.00
	30 sec	7.00	6.50	6.00	5.50	5.00
1 min	ROS					
	10.00	9.50	9.00	8.50	8.00	7.50
	30 sec	8.00	7.50	7.00	6.50	6.00
10 sec:	50% of 1-min.					

(SMD)(D)

Glenwood

Pike County—Map Location D-6
See SRDS Consumer market map and data at beginning of
the state.

KWXI

1980
GLENWOOD

Mid 008390-000

See SRDS Spot Radio Small Markets Edition.

ARKANSAS

Dardanelle—cont

KCAB—cont

5. GENERAL ADVERTISING See coded regulations
FM facilities KWKK (FM).
Affiliated with ABC Contemporary Radio Network.
Sold in combination with KWKK (FM). See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 4/1/84—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT 6-9 AM & 3-6 PM

1 min	14.30	13.80	12.90	12.30	11.70	11.10
30 sec	11.50	10.90	10.30	9.80	9.30	8.80
ALL OTHER TIMES						
1 min	12.30	11.70	11.10	10.50	10.00	9.50
30 sec	9.90	9.30	8.80	8.30	7.90	7.50
10 sec: 50% of 1-min.						

8. PROGRAM TIME RATES

Ea	1 hr	1/2 hr	1/4 hr
	100	50	25
(SMD) (D)			

KWKK (FM)

1965
DARDANELLE



Media Code 4 204 1705 7.00 Mid 008362-000

Central Arkansas Broadcasting Co., Inc.
Drawer K, Dardanelle, AR 72834. Phone 501-968-4949.

PROGRAMMING DESCRIPTION

KWKK (FM): MUSIC: Adult Contemporary. NEWS: network hrly; NOAA weather service; local weather; comprehensive report at 7 am, noon & 5 pm. FARM: AM market reports, daily programming. SPORTS: state & local college & high school varsity football & basketball in season. Contact Representative for further details. Rec'd 1/18/85.

1. PERSONNEL
Pres. & Gen'l Mgr.—G. Ron Rye.
National Sales Manager—Margaret Boren.

2. REPRESENTATIVES
Broadcast Representatives, Inc.

3. FACILITIES
ERP 3,000 w.; 102.3 mhz.
Operating schedule: 5-11 am. CST.
Antenna ht.: 406 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KCAB.
Affiliated with ABC Information Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 4/1/84—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT 6-9 AM & 3-6 PM

1 min	12.30	11.70	11.10	10.50	10.00	9.50
30 sec	9.90	9.30	8.80	8.30	7.90	7.50
ALL OTHER TIMES						
1 min	10.30	9.80	9.30	8.80	8.30	7.90
30 sec	8.30	7.90	7.50	7.10	6.70	6.30
10 sec: 50% of 1-min.						

8. PROGRAM TIME RATES

Ea	1 hr	1/2 hr	1/4 hr
	100	50	25

KWKK(FM)/KCAB COMBINATION
Deduct 20% from applicable rate.

(SMD) (D)

De Queen

Sevier County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KDQN

1956
DE QUEEN

See SRDS Spot Radio Small Markets Edition.

KDQN-FM

1978
DE QUEEN

See SRDS Spot Radio Small Markets Edition.

Dermott

Chicot County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KAKA

1981
DERMOTT

See SRDS Spot Radio Small Markets Edition.

KAKA-FM

1981
DERMOTT

See SRDS Spot Radio Small Markets Edition.

De Witt

Arkansas County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KDEW

1968
DE WITT

KDEW-FM

1970
DE WITT

See SRDS Spot Radio Small Markets Edition.

Dumas

Desha County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KDDA

1966
DUMAS

KDDA-FM

1982
DUMAS

See SRDS Spot Radio Small Markets Edition.

El Dorado

Union County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KAYZ (FM)

1963
EL DORADO



A Noalmark Broadcasting Corp. Station

Media Code 4 204 1925 1.00 Mid 008368-000

Noalmark Broadcasting Corp.
2525 Northwest Ave., El Dorado, AR 71730. Phone 501-862-1031.

PROGRAMMING DESCRIPTION

KAYZ (FM): Programmed for general audiences. MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: network at :60; local at 6:05, 7:05, 8:05 am, 12:05, 5:05 & 10:05 pm; noon & closing market report from broker M-F. SPORTS: college & high school football & basketball. COMMERCIAL POLICY: 18-min per hr, excluding political. Rec'd 1/23/84.

1. PERSONNEL
General Manager—Bob Parks.
Program Director—Jim Lewis.
Sales Manager—Paul Starr.

3. FACILITIES
ERP 3,000 w.; circular polarized; 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21c, 22b, 23a, 24b, 25a, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
AM facilities: KELD.
Affiliated with NBC.
Member: Arkansas Radio Network, The Agriculture Radio Network (TARN).

TIME RATES
Eff—Rec'd 11/7/84.

6. SPOT ANNOUNCEMENTS

DRIVE:	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	10.00
30 sec	12.00	10.50	9.50	8.00

7. PACKAGE PLANS

	TAP			
	6 ti	12 ti	18 ti	24 ti
1 min	13.00	12.00	10.50	9.00
30 sec	10.50	9.50	8.50	7.00

KDMS



1949
EL DORADO



Media Code 4 204 1980 6.00 Mid 008369-000
Lowery Broadcasting Co.
Box 1565, W. Hillsboro, El Dorado, AR 71730. Phone 501-863-5121.

PROGRAMMING DESCRIPTION

KDMS: Programmed for general interest. Emphasis on news. Nat'l network at :55; local at 7, 8 am, noon & 5 pm. MUSIC: Country with 20% gold hits & album selections. AIR PERSONALITIES handle all segments. Sun AM, religious. Rec'd 2/3/84.

1. PERSONNEL
President—John T. Lowery.
General Manager—Jeff Murphree.
Sales Manager—Paul Swint.

3. FACILITIES
5,000 w. days; 1200 khz. Non-directional.
Operating schedule: 6 am-local sunset or 1 hr after sunset. CST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21d, 22b, 23a, 25a, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KLBO (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Satellite Music Network.

TIME RATES
Eff 2/15/84—Rec'd 2/3/84.

7. PACKAGE PLANS

	PLAN I—SPECIFIED				
	1x	300x	600x	1000x	1500x
1 min	14.00	12.00	11.00	10.00	9.00
30 sec	11.00	10.00	9.00	8.00	7.00
	PLAN II—TAP				
1 min	12.00	10.00	9.00	8.00	7.50
30 sec	10.00	8.00	7.00	6.50	6.00

KELD

1935
EL DORADO



Media Code 4 204 2090 3.00 Mid 008370-000

Noalmark Broadcasting Corp.
2525 Northwest Ave., El Dorado, AR 71730. Phone 501-863-6126.

PROGRAMMING DESCRIPTION

KELD: Programmed for general interest. MUSIC: adult contemporary, live. AIR PERSONALITIES: NEWS: network at :30; local at 6, 7, 8 am, noon, 5 & 10 pm; briefs at 9:30, 10:30, 11:30 am, 1:30, 2:30, 3:30 & 4:30 pm; noon & closing stock report from broker M-F. SPORTS: U & local high school football & basketball. COMMERCIAL POLICY: max 16-min per hr., excluding political. Rec'd 6/18/83.

1. PERSONNEL
General Manager—Bob Parks.
Program Director—Dub Armstrong.
Sales Manager—Paul Starr.

3. FACILITIES
1,000 w.; 1400 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21c, 22b, 23a, 24b, 25a, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
FM facilities: KAYZ (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Member: Arkansas Radio Network, The Agriculture Radio Network (TARN).

TIME RATES
Eff—Rec'd 11/1/84.

6. SPOT ANNOUNCEMENTS

DRIVE:	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	10.00
30 sec	12.00	10.50	9.50	8.00

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti
1 min	13.00	12.00	10.50	9.00
30 sec	10.50	9.50	8.50	7.00

KLBO (FM)



1963
EL DORADO



Media Code 4 204 2200 8.00 Mid 008371-000
Lowery Broadcasting Co.
1904 W. Hillsboro, El Dorado, AR 71730. Phone 501-863-5121.

PROGRAMMING DESCRIPTION
KLBO (FM): MUSIC: adult contemporary mixed with 20% gold top 40. NEWS: at :55, network AIR PERSONALITIES handle all segments. Rec'd 6/4/82.

1. PERSONNEL
President—John T. Lowery.
General Manager—Jeff Murphree.
Sales Manager—Paul Swint.

3. FACILITIES
ERP 3,000 w.; circular polarized, 99.3 mhz. Stereo.
Operating schedule: 24 hrs daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KDMS.
Affiliated with ABC Contemporary Radio Network.

7. PACKAGE PLANS

	PLAN I—SPECIFIED				
	1x	300x	600x	1000x	1500x
1 min	14.00	12.00	11.00	10.00	9.00
30 sec	11.00	10.00	9.00	8.00	7.00
	PLAN II—TAP				
1 min	12.00	10.00	9.00	8.00	7.50
30 sec	10.00	8.00	7.00	6.50	6.00

England

Lonoke County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KELC

1979
ENGLAND

See SRDS Spot Radio Small Markets Edition.

Fayetteville

Washington County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KEZA (FM)

1982
FAYETTEVILLE



Media Code 4 204 2365 9.00 Mid 030005-000

Hendren Communications, Inc.
112 W. Center, Suite 630, Fayetteville, AR 72701. Phone 501-521-8108.
Rates have been temporarily withdrawn by station.

KFAY

KFAY
1957
FAYETTEVILLE



Media Code 4 204 2420 2.00 Mid 008373-000

Pat Demaree
1780 Holly, Fayetteville, AR 72701. Phone 501-442-9859.

PROGRAMMING DESCRIPTION
KFAY: MUSIC: Modern country & western. SPORTS: Football, 2.5-min programs daily, AP radio sports. Contact Representative for further details. Rec'd 7/6/81.

1. PERSONNEL
Owner & Pres.—Pat Demaree.
Station Manager—Charles Nordan.
Program Director—Mike Lander.

2. REPRESENTATIVES
Gert Bunchez & Associates.

3. FACILITIES
1,000 w.; 1250 khz.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM: facilities: KKEG (FM).
Affiliated with Gert Bunchez & Associates Group.

	TIME RATES NATIONAL AND LOCAL RATES SAME No. 29 Eff 6/1/83—Rec'd 7/11/83.				
	6. SPOT ANNOUNCEMENTS				
	PER WK:				
	1 ti	12 ti	18 ti	24 ti	
1 min	23.50	20.00	18.00	16.00	
30 sec	18.80	16.00	14.40	12.00	
26-52 consec wk buy, 18 ti+ per wk on either or both stations—1-min 12.00; 30-sec 7.20.					

1. PERSONNEL

Owner & Gen'l Mgr.—Preston Bridges.

3. FACILITIES

ERP 2,500 w. (horiz.), 2,500 w. (vert.); 107.1 mhz. Stereo. Antenna ht.: 325 ft. above average terrain. Operating schedule: 6 am-10 pm. CST.

Partial simulcast operation. Operated separately 9 am-4 pm & 6-10 pm. For simulcast facilities see KGKO.

5. GENERAL ADVERTISING See coded regulations AM facilities: KGKO. Sold in combination with KGKO. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Separate rates have been temporarily withdrawn by station.

(SMD) (CR)

KBBA1953
BENTON

Mid 008339-000

See SRDS Spot Radio Small Markets Edition.

KGKO1963
BENTON

Mid 008340-000

Media Code 4 204 0371 9.00

Bridges Broadcasting Service
202 E. Cross, Benton, AR 72015, Phone 501-778-8257.**PROGRAMMING DESCRIPTION**
KGKO: MUSIC: Oldies Rock 'n Roll from '50's-'60's. NEWS: local, state & nat'l. Rec'd 10/23/84.**1. PERSONNEL**

Owner & Gen'l Mgr.—Preston Bridges.

3. FACILITIES

1,000 w.; 850 khz. Non-directional. Operating schedule: Sunrise-local sunset. CST.

Partial simulcast operation. Simulcast 6-9 am & 4-6 pm, plus all news. For non-simulcast facilities see KAKI (FM).

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations FM facilities: KAKI (FM). Affiliated with MBS.**TIME RATES**NATIONAL AND LOCAL RATES SAME
KGKO/KAKI (FM) COMBINATION
No. 12 Eff. Rec'd 10/23/84.**6. SPOT ANNOUNCEMENTS**

30 sec 1 min

Ea 7.50 10.00

8. PROGRAM TIME RATES

5 min 1/4 hr

Ea 15 30

KGKO only: Rates have been temporarily withdrawn by station.

(SMD) (CR)

BentonvilleBenton County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.**KJEM**1979
BENTONVILLE

Mid 008341-000

See SRDS Spot Radio Small Markets Edition.

BerryvilleCarroll County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.**KSCC (FM)**1974
BERRYVILLE

Mid 008342-000

See SRDS Spot Radio Small Markets Edition.

KTHS1958
BERRYVILLE

Mid 008343-000

See SRDS Spot Radio Small Markets Edition.

BlythevilleMississippi County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.**KHLS (FM)**1948
BLYTHEVILLE

Mid 008344-000

See SRDS Spot Radio Small Markets Edition.

KLCN1922
BLYTHEVILLE

Mid 008345-000

See SRDS Spot Radio Small Markets Edition.

BrinkleyMonroe County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.**KBRI**1959
BRINKLEY

Mid 008346-000

See SRDS Spot Radio Small Markets Edition.

KBRI-FM1959
BRINKLEY

Mid 008347-000

See SRDS Spot Radio Small Markets Edition.

CabotLonoke County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**KBOT**1980
CABOT

Mid 008348-000

See SRDS Spot Radio Small Markets Edition.

CamdenOuachita County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.**KAMD**1946
CAMDEN

Mid 008349-000

See SRDS Spot Radio Small Markets Edition.

KJWH1963
CAMDEN

Mid 008350-000

See SRDS Spot Radio Small Markets Edition.

KWEH (FM)1967
CAMDEN

Media Code 4 204 1048 8.00

Mid 008351-000

Camden Radio, Inc.
113 Madison, Camden, AR 71701, Phone 501-836-8197.**PROGRAMMING DESCRIPTION**
KWEH (FM): Programmed for adults & young 18-plus. MUSIC: Beautiful Rock. Rec'd 3/30/82.**1. PERSONNEL**

General Manager—Freda Carter.

3. FACILITIES

ERP 39,000 w. (horiz.), 39,000 w. (vert.); 97.1 mhz. Stereo.

Operating schedule: 5 am-midnight. CST. Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations AM facilities: KAMD. Affiliated with MBS.**TIME RATES**

No 4 Eff 1/1/83—Rec'd 6/20/83.

AAA—5:30-10 am & 3-7 pm.

AA—All other times.

6. SPOT ANNOUNCEMENTS

1x 300x 1000x 1x 300x 1000x

1 min 7.00 6.50 5.90 6.50 5.90 5.25

30 sec 4.70 4.10 3.50 4.10 3.50 2.95

(SMD)

Cherokee VillageFulton County—Map Location G-1
See SRDS Consumer market map and data at beginning of the state.**KFCM (FM)**1981
CHEROKEE VILLAGE

Media Code 4 204 3461 5.00

Mid 017664-000

Foothills Communications Corp.
RFD 2, Box 101, Hardy, AR 72542, Phone 501-856-3249.**PROGRAMMING DESCRIPTION**
KFCM (FM): MUSIC: MOR; Drake-Chenault's "Hitparade"; NEWS: nat'l & internat'l hrsly daily, reg'l & local news 3x/day; business news 4x/day. SPORTS: state U football & basketball, local football. WEATHER: nat'l weather service 8-10x/day. Rec'd 1/24/85.**1. PERSONNEL**Gen'l & Prog Dir.—Farren E. Bennett.
Sales Mgr., Sec'y Treas.—A. R. Wetenkamp.**3. FACILITIES**

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations Affiliated with KBS.

Affiliated with Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff. Rec'd 2/23/84.

7. PACKAGE PLANS

WEEKLY

1 ti 20 ti 40 ti 60 ti

1 min 7.65 6.50 6.15 5.90

30 sec 6.30 5.10 4.70 4.40

MONTHLY

20 ti 60 ti 150 ti 300 ti

1 min 7.00 6.50 6.00 5.60

30 sec 5.60 5.00 4.60 4.30

6 MONTHS

100x 300x 500x 100x 300x 500x

1 min 7.00 6.50 6.00 30 sec ... 5.60 5.00 4.50

15 sec: 50% of 1-min.

10. SPECIAL FEATURES

SRN NEWS SPONSORSHIPS

CONTRACT: 52 wk 26 wk 13 wk

1 min 6.75 7.30 7.65

(SMD)

ClarksvilleJohnson County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**KLYR**1957
CLARKSVILLE

Mid 008352-000

See SRDS Spot Radio Small Markets Edition.

KLYR-FM1974
CLARKSVILLE

Mid 008353-000

See SRDS Spot Radio Small Markets Edition.

ClintonVan Buren County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**KGFL**1977
CLINTON

Mid 008354-000

See SRDS Spot Radio Small Markets Edition.

KHPQ (FM)1982
CLINTON

Mid 029016-000

See SRDS Spot Radio Small Markets Edition.

ConwayFaulkner County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**KCON**1950
CONWAY

Mid 008355-000

See SRDS Spot Radio Small Markets Edition.

KMJX (FM)1967
CONWAY

Media Code 4 204 1265 2.00

Mid 008356-000

Coastal Communications Ltd.,
11300 Rodney Parham Rd., Little Rock, AR 72112. Phone
501-224-6500.**PROGRAMMING DESCRIPTION**

KMJX (FM): Targeted 18-49. MUSIC: Contemporary, current & old hits. AIR PERSONALITIES handle all segments. NEWS: at 5:50, 6:20, 6:50, 7:20, 7:50, 8:20, 8:50, 9, 10 & 11:50 am. FEATURES: Contests & on-air promotions; network features throughout; Sun 9 am album countdown; Sun 8 pm concerts. COMMERCIAL POLICY: 10-min per hr. Contact Representative for further details. Rec'd 12/19/83.

1. PERSONNELPres. & Gen'l Mgr.—Richard D. Booth.
Vice-Pres. & Sales Mgr.—Gordon Heiges**2. REPRESENTATIVES**

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.

Operating schedule: 24 hours daily. CST. Antenna ht.: 534 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations Affiliated with ABC Rock Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD) (D)

KTOD1961
CONWAY

Mid 008357-000

See SRDS Spot Radio Small Markets Edition.

CorningClay County—Map Location J-1
See SRDS Consumer market map and data at beginning of the state.**KCCB**1959
CORNING

Mid 008358-000

See SRDS Spot Radio Small Markets Edition.

CrossettAshley County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.**KAGH**1951
CROSSETT

Mid 008359-000

See SRDS Spot Radio Small Markets Edition.

KAGH-FM1967
CROSSETT

Mid 008360-000

See SRDS Spot Radio Small Markets Edition.

DardanelleYell County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.**KCAB**1964
DARDANELLE

Media Code 4 204 1630 5.00

Mid 008361-000

Central Arkansas Broadcasting Co. Inc.
Box 89, Dardanelle, AR 72834, Phone 501-968-4949.**PROGRAMMING DESCRIPTION**

KCAB: MUSIC: Traditional Country. NEWS: network at :55; Arkansas Radio Network, TARN, NOAA weather, full report at 7 am, noon & 5 pm. FARM: am market reports, daily programming. SPORTS: state & local college & high school varsity football & basketball. Contact Representative for further details. Rec'd 1/21/85.

1. PERSONNELPresident—Ron Rye.
National Sales Manager—Margaret Boren.**2. REPRESENTATIVES**

Broadcast Representatives, Inc.

3. FACILITIES

1,000 w.; 980 khz. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%.

continued

ARKANSAS

ARKANSAS

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

ARKANSAS RADIO NETWORK



Comprised of Interconnected Stations

KVRC—Arkadelphia
KMCW—Augusta
KABK (FM)—Augusta
KBBA—Benton
KSCC (FM)—Berryville
KTHS—Berryville
KHL5 (FM)—Blytheville
KLCN—Blytheville
KBRI—Brinkley
KBRI-FM—Brinkley
KJWH—Camden
KLYR—Clarksville
KLYR-FM—Clarksville
KAGH—Clinton
KAGH-FM—Crossett
KDON—DeQueen
KDON-FM—DeQueen
KDDA—Dumas
KDDA-FM—Dumas
KAYZ (FM)—El Dorado
KELD—El Dorado
KXIX (FM)—Fayetteville
KBJT—Fordyce
KXJK—Forrest City
KWHN—Fort Smith
KWXL—Glenwood
KSRB—Hardy
KHOZ—Harrison
KAWW/KAWW-FM—Heber Springs
KFFA—Helena
KXAR—Hope
KXOW—Hot Springs
KFIN (FM)—Jonesboro
KUUZ—

Lake Village
KARN—Little Rock
KFMV (FM)—Magnolia
KVMA—Magnolia
KBOK—Malvern
KZOT—Marianna
KCGS—Marshall
KENA—Mena
KUOL (FM)—Mena
KCBM—Monticello
KHBH—Monticello
KHBH-FM—Monticello
KVVOM—Morrilton
KTLO—Morrilton
KTLO-FM—Morrilton
KWOZ—Mountain View
KBHC—Nashville
KNBY—Newport
KHFO (FM)—Osceola
KHOZ—Fayetteville
KOSE—Osceola
KZRK—Ozark
KZRK-FM—Ozark
KCLA—Pine Bluff
KCVN (FM)—Pocahontas
KTPA—Prescott
KAMO—Rogers
KAMO-FM—Rogers
KSAR (FM)—Salem
KADI/KKBE (FM)—Sheridan
KWAK—Stuttgart
KOSY—Texarkana
KRWV (FM)—Waldron
KWRF—Warren
KWRF-FM—Warren
KSDU—West Memphis TN

(*) Limited programming.

Media Code 4 204 0050 9.00 Mid 008332-000
Snider Corp.
Box 4189, Little Rock, AR 72214. Phone 501-661-7550.

PROGRAMMING DESCRIPTION

ARKANSAS RADIO NETWORK: State news at :55 18 hours daily. Agricultural news, market & weather broadcast 9x daily. Sports features. Contact Representative for further details. Rec'd 4/28/75.

1. **PERSONNEL**
General Manager—Larry Wilson.
Executive Assistant—Vicki Smith.
General Sales Manager—Ted Viola.

2. **REPRESENTATIVES**
Logue Farm Radio.

4. **AGENCY COMMISSION**
15/0 time only.

TIME RATES

No. 14 Eff 10/1/83—Rec'd 11/16/83.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
C—Mon thru Sun, ROS.

6. **SPOT ANNOUNCEMENTS**

	AAA	AA	A	B	Sun	ROS
1 min	200	175	150	100	125	175
30 sec	150	125	100	75	100	125

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-002
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 w. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

ARKANSAS STATE GROUP

Comprised of Non-Interconnected Stations

KMLA (FM)—Ashdown
KMCW/KABK (FM)—Augusta
KBTA—Batesville
KBBA—Benton
KJEM—Bentonville
KSCC (FM)—Berryville
KTHS—Berryville
KBRI—Brinkley
KBRI-FM—Brinkley
KJWH—Camden
KLYR—Clarksville
KLYR-FM—Clarksville
KAGH—Clinton
KAGH-FM—Crossett
KDON—DeQueen
KDON-FM—DeQueen
KDDA—Dumas
KDDA-FM—Dumas
KAYZ (FM)—El Dorado
KELD—El Dorado
KXIX (FM)—Fayetteville
KBJT—Fordyce
KXJK—Forrest City
KWHN—Fort Smith
KWXL—Glenwood
KSRB—Hardy
KHOZ—Harrison
KAWW/KAWW-FM—Heber Springs
KFFA—Helena
KXAR—Hope
KXOW—Hot Springs
KFIN (FM)—Jonesboro
KUUZ—

Hot Springs
KXOW—Hot Springs
KFIN (FM)—Jonesboro
KNEA—Jonesboro
KUUZ—Lake Village
KVMA—Magnolia
KBOK—Malvern
KAMS (FM)—Mammoth Spring
KZOT—Marianna
KPCB—Marked Tree
KCGS—Marshall
KWEH (FM)—Camden
KGFL—Clinton
KCON—Conway
KCOB—Corning
KCAB—Dardanelle
KWKK (FM)—Dardanelle
KAKA—Dermott
KVOM—Morrilton
KDEW/KDEW-FM—Dewitt
KDON—De Queen
KDON-FM—De Queen
KAYZ (FM)—El Dorado
KELD—El Dorado
KELC—England
KHOZ—Fayetteville
KXIX (FM)—Fayetteville
KBJT—Fordyce
KOEW (FM)—Fordyce
KBFC (FM)—Forrest City
KXJK—Forrest City
KFPW—Fort Smith
KARV—Russellville
KSAR (FM)—Salem
KSER (FM)—Searcy
KWCK—Searcy
KBR5—Springdale
KMSL-FM—Stamps
KWAK—Stuttgart
KXAR—Hope
KHAM—Horse Shoe Bend
KACO (FM)—Hot Springs
KBHS—Hot Springs
KSPA (FM)—

Less than full state list may be purchased.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates are dependent upon each advertiser's station lineup.

For complete listing see Regional Networks & Groups

KeyStone BROADCASTING SYSTEM, INC.

PROGRESSIVE FARMER NETWORK

ARKANSAS GROUP



Business Office: Brown Bldg., Main St., Box 2000, Starkville, MS 39759. Phone 601-324-0949.
See listing under National Radio Networks and Groups.

(CR-5)

THE AGRICULTURE RADIO NETWORK (TARN)



Comprised of Interconnected Stations

KVRC—Arkadelphia, A, B, C, D, E, F
KBRI—Brinkley, A, C, D, E, F, G
KBRI-FM—Brinkley, A, C, D, E, F, G
KBOT—Cabot, A, C, D, E, F
KLYR—Clarksville, A, C, D, F
KLYR-FM—Clarksville, A, C, D, F
KGFL—Clinton, A, B, C, D, E, F, G
KDON—DeQueen, A, B, C, E, F, G
KDON-FM—DeQueen, A, B, C, D, E, F, G
KDDA—Dumas, A, C, D, E, F
KELD—El Dorado, A, C, D, F
KAYZ (FM)—El Dorado, A, B, C, D, E, F
KXIX (FM)—Fayetteville, A, B, C, D, E, F, G
KBJT—Fordyce, A, C, D, E, F
KXJK—Forrest City, A, B, C, D, E, F
KWHN—Fort Smith, A, B, C, D, E, F, G
KWXL—Glenwood, A, C, D, E, F, G
KSRB—Hardy, A, C, D, E, F, G
KHOZ—Harrison, A, C, D, E, F
KAWW—Heber Springs, A, C, D, F, G
KAWW-FM—Heber Springs, A, C, D, F, G
KFFA—Helena, A, C, D, E, F, G
KXAR—Hope, A, B, C, D, E, F, G
KFIN (FM)—Jonesboro, A, B, C, D, E, F, G
KUUZ—Lake Village, A, B, C, D, E, F, G
KARN—Little Rock, A, B, C, D, E, F, G
KFMV (FM)—Magnolia, A, C, D, E, F, G
KVMA—Magnolia, A, B, C, E, F, G
KZOT—Marianna, A, C, D, E, F, G
KPCB—Marked Tree, A, B, C, D, E, F, G
KCGS—Marshall, A, C, D, E, F, G
KENA—Mena, A, B, C, D, F, G
KUOL (FM)—Mena, A, C, D, F, G
KHBH—Monticello, A, C, D, E, F
KHBH-FM—Monticello, A, C, D, E, F
KTLO—Mountain Home, A, C, D, E, F
KTLO-FM—Mountain Home, A, C, D, E, F
KHFO (FM)—Osceola, A, C, D, F, G
KOSE—Osceola, A, C, D, E, F, G
KZRK—Ozark, A, C, D, E, F, G
KZRK-FM—Ozark, A, C, D, E, F, G
KZRK-FM—Ozark, A, C, D, E, F
KURM—Rogers, A, C, D, F
KAMO—Rogers/Bentonville, A, C, D, E, F
KAMO-FM—Rogers/Bentonville, A, C, D, E, F
KSAR (FM)—Salem, A, C, E, F, G
KSHR (FM)—Sheridan, A, B, C, D, E, F, G
KKBK (FM)—Stamps, A, C, F
KMSL-FM—Stamps, A, C, F
KWAK—Stuttgart, A, C, F
KRWV (FM)—Waldron, A, B, C, D, E, F
KWRF—Warren, A, B, C, F
KWRF-FM—Warren, A, B, C, F
KSDU—West Memphis TN, A, C, D, F

Media Code 4 204 0073 1.00 Mid 008331-000
Snider Corp.
Box 4189, Little Rock, AR 72214. Phone 501-661-7550.

1. **PERSONNEL**
General Manager—Larry Wilson.
Executive Assistant—Vicki Smith.
General Sales Manager—Ted Viola.
Farm Director—Bob Bruce.
Farm Director—John Philpot.
Farm Director—Mike Ramsey.

2. **REPRESENTATIVES**
Logue Farm Media.
4. **AGENCY COMMISSION**
15/0 time only.

TIME RATES

No. 12 Eff 11/16/83.
AAA—6-10 am.
AA—3-7 pm.
A—10 am-3 pm.
BTA—6 am-7 pm.

6. **SPOT ANNOUNCEMENTS**

	AAA	AA	A	BTA
1 min	250	200	175	175
30 sec	200	150	125	125

10. **SPECIAL FEATURES**
- A—Meteorologist Gordon Barnes—Mon-Fri 5-min at 6:01 am; 1-min 210.00; 30-sec 150.00. Mon-Fri 5-min at 7:10 am; 1-min 250.00; 30-sec 190.00. Mon-Fri 5-min at 8:30 am; 1-min 200.00; 30-sec 150.00. Mon-Fri 5-min at 12:35 pm; 1-min 175.00; 30-sec 135.00. Mon-Fri 5-min at 3:40 pm; 1-min 175.00; 30-sec 135.00. Mon-Fri 5-min at 4:35 pm; 1-min 175.00; 30-sec 135.00.
- B—Agri-Almanac—Mon-Fri 6-min at 6:06 am; 1-min 210.00; 30-sec 150.00.
- C—Delta Farm Show—Mon-Fri 1/4 hr at 6:15 am; 1-min 315.00; 30-sec 230.00.
- D—Agribusiness Report—Mon-Fri 10-min at 6:30 am; 1-min 250.00; 30-sec 190.00.
- E—Agri-Weather—Mon-Sat 3-min at 6:51 am & 12:30 pm; 1-min 250.00; 30-sec 190.00.
- F—Opening Commodity Report—Mon-Fri 5-min at 9:45 am; 1-min 195.00; 30-sec 150.00. Early Commodity Report—Mon-Fri 5-min at 10:15 am; 1-min 195.00; 30-sec 150.00. Mid-Session Commodity Report—Mon-Fri 5-min at 11:20 am; 1-min 165.00; 30-sec 125.00. Board of Trade Closing Report—Mon-Fri 5-min at 1:20 pm; 1-min 150.00; 30-sec 125.00. Closing Commodity Report—Mon-Fri 5-min at 2:20 pm; 1-min 150.00; 30-sec 125.00.
- G—Livestock Market News—Mon thru Fri 5 min at 11:30 am; 1-min 275.00; 30-sec 210.00.
- H—Midday Agribusiness Report—Mon thru Fri 1/4 hr at 12:15 pm; 1-min 250.00; 30-sec 190.00.
- I—Market Re-Cap—Mon thru Fri 5 min at 3:30 pm; 1-min 150.00; 30-sec 125.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(D)

Arkadelphia

Clark County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KDEL (FM)

1977
ARKADELPHIA

Mid 008333-000
See SRDS Spot Radio Small Markets Edition.

KVRC

1947
ARKADELPHIA

Mid 008334-000
See SRDS Spot Radio Small Markets Edition.

Ashdown

Little River County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KMLA (FM)

1972
ASHDOWN

Mid 008335-000
See SRDS Spot Radio Small Markets Edition.

Augusta

Woodruff County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KMCW

1968
AUGUSTA

KABK (FM)

1979
AUGUSTA

Mid 008336-000
See SRDS Spot Radio Small Markets Edition.

Bald Knob

White County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KAPZ

1980
BALD KNOB

Mid 023353-000
See SRDS Spot Radio Small Markets Edition.

Batesville

Independence County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KAAB

1980
BATESVILLE

Mid 015878-000
See SRDS Spot Radio Small Markets Edition.

KBTA

1950
BATESVILLE

Mid 008337-000
See SRDS Spot Radio Small Markets Edition.

KZLE (FM)

1982
BATESVILLE

Mid 027688-000
See SRDS Spot Radio Small Markets Edition.

Benton

Saline County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KAKI (FM)

1979
BENTON

Media Code 4 204 0248 9.00 Mid 008338-000
Bridges Broadcasting Service
202 E. Cross, Benton, AR 72015. Phone 501-778-8257.

PROGRAMMING DESCRIPTION
KAKI (FM): MUSIC: Oldies Rock 'n Roll from '50's-'60's. NEWS: local state & nat'l. Rec'd 10/23/84.

Rx:

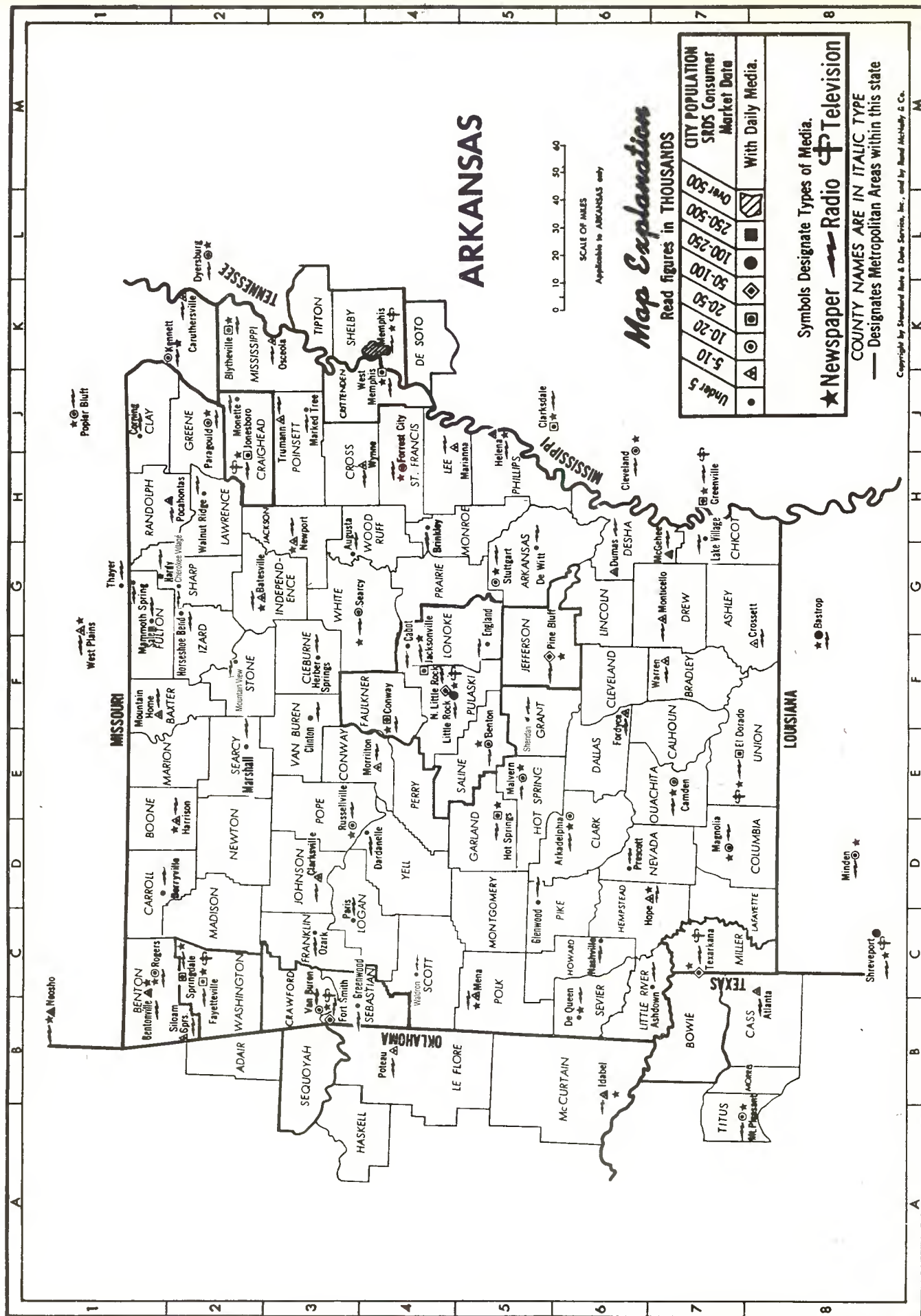
For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Fayetteville—Washington		Fort Smith—Sebastian		Little Rock—Pulaski		North Little Rock—Pulaski		Pine Bluff—Jefferson		Springdale—Washington		Texarkana—Miller																													
Estimates for:		Gross Household Income—1984								Retail Sales—1984								Passenger Cars		Black Pop.		Spanish Pop.																			
STATE	City	Population 4/1/84	Households 4/1/84	Per Household (\$000)	% Distribution 14999	15000 to 34999	35000 to 49999	50000 and over	Total Retail Sales (\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)																				
COUNTY—Map Loc.	Metropolitan Area	(000)	(000)	(000)																																					
ARKANSAS STATE TOTALS																						2,338.1	841.39	17,631,317	20,955	44.4	39.6	9.8	6.1	10,877,745	12,928	2,445,881	401,932	1,690,468	497,605	500,127	1,830,271	976,055	1,436.85	368.5	18.27
AR KANSAS G-5																						23.4	8.69	193,850	22,307	44.8	37.5	9.9	7.8	113,837	13,100	25,504	4,172	17,573	5,229	5,296	19,171	10,200	15.38	4.7	.11
ASHLEY G-7																						25.8	8.85	181,254	20,481	44.1	39.2	11.6	5.1	118,341	13,372	26,358	4,278	18,068	5,473	5,610	19,957	10,579	15.15	7.0	.16
BAXTER F-1																						31.1	12.77	260,110	20,369	43.2	44.8	8.1	3.9	161,540	12,650	36,552	6,056	25,400	7,336	7,272	27,139	14,531	21.11		.17
BENTON C-1																						84.2	31.08	729,635	23,476	36.3	45.2	11.2	7.3	421,351	13,557	93,484	15,095	63,863	19,571	20,221	71,122	37,610	56.88	1.1	.61
BOONE D-1																						27.6	10.44	185,500	17,768	53.3	36.8	5.8	4.0	125,521	12,023	28,833	4,868	20,291	5,598	5,360	21,010	11,359	19.01		.16
BRADLEY F-7																						13.5	4.95	84,350	17,040	54.2	36.7	6.3	2.8	60,432	12,208	13,822	2,321	9,692	2,709	2,621	10,126	5,459	8.10	3.9	.08
CALHOUN F-7																						6.0	2.11	38,259	18,132	51.2	38.3	6.2	3.9	26,271	12,451	5,966	993	4,158	1,188	1,168	4,410	2,366	3.65	1.7	.02
CARROLL D-1																						17.2	6.87	116,608	16,974	54.0	36.6	6.1	3.4	82,371	11,990	18,940	3,201	13,340	3,669	3,505	13,784	7,457	12.42		.12
CHICOT H-7																						17.1	5.79	98,429	17,000	62.3	27.0	5.4	5.4	69,072	11,930	15,908	2,694	11,220	3,071	2,921	11,554	6,257	8.09	9.0	.21
CLARK D-6																						23.1	8.10	173,640	21,437	47.4	37.0	10.6	5.0	104,938	12,955	23,582	3,872	16,291	4,803	4,834	17,659	9,414	14.03	5.0	.17
CLAY J-1																						20.5	7.91	133,043	16,820	57.2	34.8	5.0	3.1	93,145	11,776	21,532	3,663	15,232	4,122	3,886	15,566	8,450	13.03		.13
CLEBURNE F-3																						18.7	7.14	135,924	19,037	49.0	39.7	6.9	4.4	88,114	12,341	20,087	3,359	14,047	3,966	3,866	14,776	7,949	12.99		.09
CLEVELAND F-6																						8.0	2.84	52,575	18,512	48.7	37.8	10.6	2.6	35,966	12,664	8,128	1,344	5,641	1,636	1,626	6,044	3,234	5.08	1.2	.02
COLUMBIA D-7																						25.6	9.19	193,900	21,100	47.9	36.8	9.4	5.9	118,222	12,864	26,621	4,383	18,422	5,399	5,410	19,885	10,614	14.88	8.9	.20
CONWAY E-3																						19.8	6.94	139,365	20,081	45.5	39.5	9.8	5.2	89,710	12,927	20,170	3,314	13,939	4,104	4,126	15,095	8,049	12.03	3.0	.11
CRAIGHEAD J-2																						64.6	22.98	492,033	21,411	43.6	42.0	8.7	5.7	296,879	12,919	66,766	10,974	46,153	13,578	13,641	49,950	26,641	40.50	2.9	.43
CRAWFORD C-3																						38.7	13.26	262,674	19,810	43.2	44.5	8.4	3.9	170,687	12,872	38,432	6,327	26,593	7,796	7,813	28,710	15,324	24.96	5	.26
CRITTENDEN J-3																						48.3	15.40	311,115	20,202	48.9	36.0	9.8	5.2	197,777	12,843	44,561	7,342	30,852	9,026	9,032	33,261	17,761	23.45	20.7	.58
CROSS H-3																						19.9	6.49	136,016	20,958	45.2	40.9	8.3	5.6	82,894	12,786	18,715	3,087	12,968	3,783	3,777	13,953	7,455	11.17	4.9	.13
DALLAS E-6																						10.2	3.64	75,741	20,808	47.9	39.9	7.2	4.9	45,805	12,584	10,381	7,223	2,076	2,051	7,692	4,123	5.39	3.8	0.08	
DESHA H-6																						19.0	6.44	127,420	19,786	53.1	31.4	9.7	5.7	80,808	12,548	18,326	3,045	12,759	3,660	3,610	13,568	7,275	9.81	8.1	.22
DREW G-7																						18.1	6.32	122,714	19,417	48.9	36.5	10.7	3.9	80,816	12,756	18,195	3,005	12,617	3,672	3,660	13,552	7,244	10.53	4.9	.12
FAULKNER F-4																						49.7	16.88	368,138	21,809	40.9	42.8	10.6	5.6	223,833	13,260	49,966	8,134	34,318	10,325	10,536	37,727	20,027	30.73	4.0	.22
FRANKLIN C-3																						15.6	5.51	95,744	17,376	49.5	41.0	6.7	2.5	67,339	12,221	15,382	2,579	10,774	3,024	2,934	11,287	6,080	10.34	2	.15
FULTON G-1																						10.4	3.96	55,327	13,971	62.4	33.6	2.6	1.3	44,026	11,118	10,366	1,803	7,443	1,904	1,709	7,323	4,024	7.22		.04
GARLAND D-5																						74.1	29.84	661,770	22,177	43.4	39.4	10.6	6.6	392,180	13,143	87,768	14,335	60,414	18,038	18,311	66,062	35,125	46.69	6.1	.63
GRANT F-5																						13.8	4.80	105,942	22,071	41.2	40.9	12.0	5.9	65,085	13,559	14,441	2,332	9,865	3,023	3,123	10,986	5,810	9.54	4	.09
GREENE J-2																						31.5	11.57	227,382	19,653	46.5	41.5	8.4	3.7	145,511	12,577	32,984	5,477	22,955	6,594	6,521	24,436	13,098	20.23		.15
HEMPSTEAD E-8																						24.2	8.83	154,189	17,462	51.8	38.2	7.1	2.9	108,904	12,333	24,830	4,153	17,365	4,901	4,776	18,262	9,826	14.77	7.2	.17
HOT SPRING C-5																						27.9	10.15	206,279	20,323	44.8	39.6	11.4	4.2	132,291	13,034	29,681	4,864	20,476	6,067	6,126	22,271	11,860	18.83	3.1	.19
HOWARD C-6																						13.7	4.92	96,052	19,523	48.5	39.3	8.4	3.7	62,077	12,617	14,061	2,333	9,780	2,815	2,785	10,426	5,586	8.57	2.5	.12
INDEPENDENCE G-3																						31.1	11.32	210,740	18,617	47.5	41.4	7.9	3.2	141,692	12,517	32,157	5,348	22,403	6,412	6,314	23,787	12,761	20.69	6	.23
IZARD F-2																						11.8	4.74	81,363	17,165	53.5	37.2	6.1	3.2	57,137	12,054	13,113	2,211	9,222	2,551	2,447	9,566	5,169	8.33		.10
JACKSON H-3																						21.2	7.66	146,371	19,108	51.4	36.5	7.1	5.0	94,532	12,341	21,547	3,603	15,066	4,256	4,150	15,853	8,528	12.54	2.8	.12
JEFFERSON F-5																						88.7	30.08	628,783	20,904	48.4	35.5	10.1	6.0	397,963	13,230	88,900	14,485	61,096	18,342	18,691	67,066	35,618	48.54	36.0	.72
Pine Bluff																						54.1	19.21	381,004	19,834					248,238	12,922	55,824	9,175	38,587	11,354	11,408	41,767	22,275	28.82	26.2	.47
Pine Bluff Metro Area																						88.7	30.08	628,783	20,904	45.1	36.9	11.2	6.9	397,963	13,230	88,900	14,485	61,096	18,342	18,691	67,066	35,618	48.54	36.0	.72
JOHNSON D-3																						18.1	6.70	131,460	19,621	48.7	40.0	7.2	4.0	82,999	12,388	18,898	3,155	13,201	3,741	3,657	13,923	7,484	11.61	3	.09
LAFAYETTE D-7																						9.8	3.47	54,673	15,756	59.4	30.2	7.3	3.1	41,611	11,992	9,564	1,616	6,733	1,855	1,773	6,964	3,766	5.18	4.0	.14
LAWRENCE H-2																						18.5	6.88	113,505	16,498	56.8	34.7	5.5	3.0	81,647	11,867	18,829	3,194	13,294	3,624	3,436	13,653	7,400	11.61	1.1	.11
LEE H-4																						13.6	4.35	62,266	14,314	65.8	26.6	4.6	2.8	49,489	11,377	11,555	1,990	8,241	1,987	1,987	8,250	4,508	5.96	7.4	.17
LINCOLN G-6																						13.2	3.88	66,662	17,181	55.8	33.2	7.6	3.3	46,890	12,085	10,751	1,811	7,555	2,096	2,015	7,852	4,240	6.46	4.7	.08
LITTLE RIVER B-6																						14.4	4.92	103,802	21,098	46.6	35.4	10.1	7.9	64,871	13,185	14,505	2,366	9,977	3,037	3,037	10,930	5,808	9.02	3.6	.09
LOGAN C-4																						20.7	7.30	132,678	18,175	52.2	36.2	7.5	4.2	89,064	12,201	20,369	3,420	14,282	3,993	3,864	14,924	8,045	13.04	3	.13
LONOKE G-4																						36.4	12.11	263,131	21,728	41.5	41.4	11.4	5.7	161,305	13,320	35,963	5,844	24,673	7,451	7,624	27,196	14,426	22.52	4.4	.22
MADISON C-2																						11.6	4.21	63,434	15,067	59.2	35.8	3.4	1.6	48,285	11,469	11,254	1,934	8,015	2,115	1,952	8,053	4,395	8.16		.06
MARION E-1																						12.5	4.78	81,721	17,096	55.9	34.1	5.3	4.6	56,901	11,904	13,106	2,220	9,244	2,529	2,406	9,518	5,155	8.34		.07
MILLER C-7																						38.1	13.67	264,565	19,354	48.4	40.2	7.2	4.2	174,869											

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



KTUC
1926
TUCSON

All News

NRBA

Media Code 4 203 8850 6.00 Mid 008319-000

KTUC Investments, a partnership
76 S. Stone, Tucson, AZ 85701. Phone 602-622-3344.
PROGRAMMING DESCRIPTION
KTUC: News. Contact Representative for further details.
Rec'd 2/4/85.

- PERSONNEL**
Managing Partner—Thomas A. Maples.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 500 w. nights; 1400 khz. Non directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.
Member: Southwest Agri-Radio Network.

TIME RATES

Eff 1/1/84—Rec'd 12/30/83.
AAA—6-10 am.
AA—3-7 pm.

7. PACKAGE PLANS

	WEEKLY					
	AAA	AA	BTA	AAA	AA	BTA
1 min	30	sec 1 min	30 sec	1 min	30 sec	1 min
6 ti	22	18	20	16	18	14
12 ti	20	17	18	15	16	13
	MONTHLY					
30 ti	18	15	16	13	14	12
	YEARLY					
250 x	16	14	14	12	12	10

KVOI
1953
TUCSON

NRBA

Media Code 4 203 8875 3.00 Mid 027545-000
Abundant Life Ministries
4909 North La Canada, Tucson, AZ 85704. Phone 602-293-6172.
Mailing Address: Box 36717, Tucson, AZ 85740.

- REPRESENTATIVES**
Frederick W. Smith
1 min rate 1x: 14.25.

KWFM (FM)

1969
TUCSON



MAJOR MARKET RADIO SALES



Media Code 4 203 8900 9.00 Mid 008320-000
KWFM, Suncom Ltd.
2100 N. Silverbell Rd., Tucson, AZ 85745. Phone 602-623-7556.

PROGRAMMING DESCRIPTION

KWFM (FM): Programmed for 18-49. MUSIC: Contemporary Album hits; 50% current, 50% library w/emphasis on 1980's. COMMERCIAL POLICY: 9 units/hr. FEATURES: emphasis on community involvement. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Stephen O. Jacobs.
General Sales Manager—Laury Browning.
Program Director—Howie Castle.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 93,000 w. (horiz.), 93,000 w. (vert.); 92.9 mhz.
Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,036 ft. above average terrain.
- AGENCY COMMISSION**
15%. Bills payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KCEE.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KXEW
1968
TUCSON

Spanish

Media Code 4 203 9000 7.00 Mid 008321-000
Cactus Broadcasting,
889 El Puente Ln., Tucson, AZ 85713. Phone 602-623-6429.

PROGRAMMING DESCRIPTION

KXEW: Programmed 100% Spanish with music directed to Spanish & bilingual speaking population. MUSIC: 80% Balada Fina (Adult Contemporary); 20% Ranchero. NEWS: 8 am, noon, 5 pm. Contact Representative for further details. Rec'd 8/23/84.

- PERSONNEL**
General Manager—Patricio Barraza.
Sales Manager—Patricio Barraza.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
1,000 w. days: 1600 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24b, 24e, 25a, 26, 28b, 28c, 30, 33a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47e, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.
Rates include translation from English to Spanish.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Wickenburg

Maricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KUUK

1963
WICKENBURG

Media Code 4 203 9525 3.00 Mid 008322-000
See SRDS Spot Radio Small Markets Edition.

Willcox

Cochise County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KHIL

1959
WILLCOX

Media Code 4 203 9525 3.00 Mid 008323-000
See SRDS Spot Radio Small Markets Edition.

KWCX (FM)

1983
WILLCOX

Media Code 4 203 9525 3.00 Mid 031891-000
See SRDS Spot Radio Small Markets Edition.

Williams

Coconino County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KDAN

1977
WILLIAMS

Media Code 4 203 9525 3.00 Mid 008324-000
See SRDS Spot Radio Small Markets Edition.

Window Rock

Apache County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KHAC

1967
WINDOW ROCK

Media Code 4 203 9525 3.00 Mid 008325-000
See SRDS Spot Radio Small Markets Edition.

Winslow

Navajo County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KINO

1962
WINSLOW

Media Code 4 203 9550 1.00 Mid 008326-000
See SRDS Spot Radio Small Markets Edition.

Yuma

Yuma County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KBLU

1940
YUMA



Media Code 4 203 9500 6.00 Mid 008327-000
Sun Country Broadcasting Inc.
1320 S. 4th Ave., Box 5609, Yuma, AZ 85364. Phone 602-782-3881.

PROGRAMMING DESCRIPTION

KBLU: Demographics 25-49. MUSIC: Adult Contemporary; live AIR PERSONALITIES handle all time periods. NEWS: network at :20, followed by local at :56. FARM: 5-6 am M-S, & features in news/information blocks. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lee E. Warrington.
Director of Programming—Lee Poole.
Chief Engineer—Richard E. Davis.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w., 560 khz. Directional night.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.
Member: Southwest Agri-Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KEZC

(formerly KVOY)
1950
YUMA



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 203 9525 3.00 Mid 008330-000
Magnamedia, Inc.
699 Ave. B, Box 228, Yuma, AZ 85364. Phone 602-782-4321.

PROGRAMMING DESCRIPTION

KEZC: Demographics 25+. MUSIC: MOR; Easy Contemporary; AIR PERSONALITIES handle all segments. NEWS: network at :60, followed by local; 7-8 am & 5-6 pm. FARM: 6-7 am, market & ag reports 5x/day & fruit frost reports. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Stowe.
General Sales Manager—Vern Batterson.
Farm Director—Tiya Tonn.
- REPRESENTATIVES**
Hillier, Newark, Wechsler & Howard.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KJOK (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

KEZC/KJOK (FM) COMBINATION
Eff 11/1/84—Rec'd 10/29/84.

- AMD/PM—6-10 am & 3-7 pm.
Day—10 am-3 pm.
Evening—7 pm-6 am.
BTA/ROS—6 am-7 pm.
- SPOT ANNOUNCEMENTS**
- | | 1 min | | 30 sec | |
|---------|-------|-------|--------|-------|
| | 10 ti | 15 ti | 10 ti | 15 ti |
| AMD/PM | 36 | 34 | 32 | 28 |
| Day | 30 | 28 | 26 | 22 |
| Eve | 28 | 26 | 22 | 20 |
| BTA/ROS | 34 | 32 | 26 | 24 |

10 sec: 50% of 1-min.

KEZC only: 70% of KEZC/KJOK (FM) combination.

KJOK (FM)

1972
YUMA



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 203 9550 1.00 Mid 008328-000
Magnamedia, Inc.
699 Ave. B, Box 228, Yuma, AR 85364. Phone 602-782-3544.

PROGRAMMING DESCRIPTION

KJOK (FM): Demographic 18+. MUSIC: Contemporary. News. FARM: Ag markets & reports 5x/day. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Stowe.
General Sales Manager—Vern Batterson.
Farm Director—Tiya Tonn.
- REPRESENTATIVES**
Hillier, Newark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w.; 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 80 ft. above average terrain.
- AGENCY COMMISSION**
15%.

GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KEZC.
Sold in combination with KEZC. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
70% of KEZC/KJOK (FM) combination.

KTTI (FM)

1970
YUMA



Media Code 4 203 9575 8.00 Mid 008329-000
Sun Country Broadcasting, Inc.
Box 5609, Yuma, AZ 85364. Phone 602-782-4355.

- REPRESENTATIVES**
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

ARIZONA

Tucson—cont

KAIR—cont

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b, 12b.
 Basic Rates: 20b, 22a.
 Contracts: 40c.
 Comb.: Cont. Discounts: 60f.
 Cancellation: 70c, 71a, 73b.
 Prod. Services: 80.
 Total frequency earned within 12-month period is retroactive.
 FM facilities: KJYK (FM).
 Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KAPR

1953
DOUGLAS

Mid 024674-000

See listing under city of license.

KCEE

1958
TUCSON



MAJOR MARKET RADIO SALES



Media Code 4 203 7500 8.00 Mid 008308-000
 Behan Broadcasting Co.
 2100 N. Silverbell Rd., Box 5886, Tucson, AZ 85745.
 Phone 602-623-7556.

PROGRAMMING DESCRIPTION

KCEE: Programmed for adults 25-49. MUSIC: handled by personalities, current hits plus oldies from 1955. NEWS: twice per hour during AM & PM drive M-F, network at :60; business reports, stock market 3x 6-10 am, 3x 3-6 pm, network. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNEL
 Executive Vice-President—Stephen O. Jacobs.
 General Sales Manager—Laury Browning.
 Program Director—Bill Mortimer.

2. REPRESENTATIVES
 Major Market Radio Sales.

3. FACILITIES
 5,000 w. days. 500 w. nights. 790 khz. Directional.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.
 Contracts: 40c, 41, 42a, 44b, 45, 46.
 Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 61b, 61c, 62b, 62d.
 Cancellation: 70a, 70e, 71a.
 FM facilities: KWFM (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KCUB

1929
TUCSON



Katz Radio



Media Code 4 203 7650 1.00 Mid 008309-000
 Rex Broadcasting Corp.
 575 W. Roger Rd., Box 50006, Tucson, AZ 85703. Phone 602-887-1000.

PROGRAMMING DESCRIPTION

KCUB: Programmed for adults. NEWS: 5-min reports all hrs. MUSIC: country with personalities and contests. COMMERCIAL POLICY: 13-min per hr, max. Contact Representative for further details. Rec'd 10/30/82.

1. PERSONNEL
 President—Jim Slone.
 Assistant General Manager—Jay Price.
 Program Director—Tim Tyler.

2. REPRESENTATIVES
 Katz Radio.

3. FACILITIES
 1,000 w., 1290 khz. Non-directional.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3d, 4a, 5, 6a.
 Rate Protection: 10b, 11b, 12b, 15b, 15d.
 FM facilities: KIIM (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
 KCUB/KIIM (FM) COMBINATION
 No. 22 Eff 9/15/84—Rec'd 12/3/84.

AAA—Mon thru Fri 5:30-10 am; Sat 6 am-3 pm.
 AA—Mon thru Sat 3-7 pm.
 A—Mon thru Fri 10 am-3 pm; Sun 7:30 am-7 pm.
 B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
 GRID: AAA AA A B AAA AA A B
 Ea 110 90 80 34 90 72 64 28

KCUB only: Rates have been temporarily withdrawn by station.

KEZG (FM)

1983
GREEN VALLEY

Mid 028734-000

See listing under city of license.

KGVV

1981
GREEN VALLEY

Big Band

Mid 015877-000

See listing under city of license.

KHYT

1957
TUCSON

Republic Radio



Media Code 4 203 8175 8.00 Mid 008311-000
 Golden State Broadcasting Corp.
 2820 S. 8th St.S., Tucson, AZ 85713. Phone 602-623-7501.

Mailing Address: Box 26040, Tucson, AZ 85726.
PROGRAMMING DESCRIPTION
 KHYT: Target audience 12-49. MUSIC: Contemporary Hit format. NEWS: M-F for 6 min at 6:35, 7:35, 8:35, 9:35 am, 12:35 pm; news incl local & nat'l news, lighter side of news, sports, job mart & weather. COMMERCIAL POLICY: 3 sponsors in each news cast. Contact Representative for further details. Rec'd 10/20/83.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Laurie N. Fagin.
 Program Director—Sherman Cohen.

2. REPRESENTATIVES
 Republic Radio Sales, Inc.

3. FACILITIES
 500 w. days, 5,000 w. nights; 1330 khz. Non-directional days, directional nights.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 12c.
 Basic Rates: 20b, 22a, 24b, 25c, 28a, 29a, 33d.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 50, 51b.
 Comb.: Cont. Discounts: 60b, 61a.
 Cancellation: 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KIIM (FM)

1954
TUCSON

Mid 008316-000

Media Code 4 203 8240 0.00
 Rex Broadcasting Corp.
 575 W. Roger Rd., Box 50006, Tucson, AZ 85703. Phone 602-887-1000.

2. REPRESENTATIVES
 Katz Radio.
 Separate rates have been temporarily withdrawn by station.

KJYK (FM)

1973
TUCSON



Media Code 4 203 8306 9.00 Mid 008313-000
 Citadel Communications Corp.
 3438 N. Country Club Rd., Tucson, AZ 85716. Phone 602-795-1490.

PROGRAMMING DESCRIPTION

KJYK (FM): MUSIC: Beautiful. Music segments are interrupted 4/x per hour. NEWS: brief at :60. COMMERCIAL POLICY: no more than 8 commercial units per hour. Contact Representative for further details. Rec'd 10/26/83.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Fritz T. Beesemyer.
 General Sales Manager—George Wallace.
 Program Director—Robert Gaskins.

2. REPRESENTATIVES
 Selcom Radio.

3. FACILITIES
 ERP 80,000 w.; 94.9 mhz.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b, 12b.
 Basic Rates: 20b, 22a.
 Contracts: 40c.
 Comb.: Cont. Discounts: 60f.
 Cancellation: 70c, 71a, 73b.
 Prod. Services: 80.
 Total frequency earned within 12-month period is retroactive.
 AM facilities: KAIR.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KKRK (FM)

1979
DOUGLAS

Mid 024676-000

See listing under city of license.

KLPX (FM)

1967
TUCSON



A Lotus Communications Corporation Station
 Media Code 4 203 8334 1.00 Mid 008314-000
 Arizona Lotus Corp.
 2020 W. Grant Rd., Box 5585, Tucson, AZ 85703. Phone 602-622-6711.

PROGRAMMING DESCRIPTION
 KLPX (FM): Programmed for 18-34. MUSIC: Album oriented rock. COMMERCIAL POLICY: max 10 units per hr (8-1/2 min). NEWS: AP Wire & Audio Service; 2x/hr 6-9 am & 1x/hr until 6 pm. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL
 Chairman—Howard A. Kalmenson.
 General Manager—Lee Dombrowski.

2. REPRESENTATIVES
 Torbet Radio, Inc.

3. FACILITIES
 ERP 93,000 w. (horiz.), 93,000 w. (vert.); 96.1 mhz.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 505 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5.
 Rate Protection: 10b.
 Basic Rates: 20a, 22a.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60f.
 Cancellation: 70e, 71a, 73b.
 Prod. Services: 82.
 AM facilities: KTKT.
 Affiliated with Supernet.
 From and after May 1, 1984, in addition to station rates for advertising, your obligation includes paying the station for all applicable state, city or other governmental transaction privilege, occupation, gross receipts or sales taxes.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KNST

1963
TUCSON



M^cGAVREN GUILD RADIO



Media Code 4 203 8362 2.00 Mid 008315-000
 Western Cities Broadcasting Inc.
 La Placita Village, Magdalena Bldg., Box 3068, Tucson, AZ 85702. Phone 602-624-2431.

PROGRAMMING DESCRIPTION
 KNST: News/talk format. COMMERCIAL POLICY: maximum 16 min per hr. Contact Representative for further details. Rec'd 12/30/81.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Michael Cutchall.
 Program Director—Bob Lee.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 1,000 w. days, 250 w. nights: 940 khz.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 22a, 22b, 23a, 25a, 28b, 29a.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60f, 60k, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: KRQQ (FM).
 Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KOPO (FM)

1984
MARANA

Mid 035522-000

See listing under city of license.

KRQQ (FM)

1971
TUCSON



M^cGAVREN GUILD RADIO



Media Code 4 203 8475 2.00 Mid 008317-000
 Western Cities Broadcasting Inc.
 Magdalena Bldg., La Placita Village, Box 3068, Tucson, AZ 85702. Phone 602-624-2431.

PROGRAMMING DESCRIPTION
 KRQQ (FM): Programmed for 20-40. MUSIC: Contemporary. COMMERCIAL POLICY: 12 units per hour. Contact Representative for further details. Rec'd 3/29/82.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Michael Cutchall.
 Program Director—Nancy Norris.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 ERP 25,500 w. (horiz.), 25,500 w. (vert.); 93.7 mhz.
 Stereo.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b.
 Basic Rates: 22a, 22b, 23a, 25a, 28b, 29a.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60f, 60k, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 AM facilities: KNST.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KTKT

1949
TUCSON



Torbet Radio



A Lotus Communications Corporation Station
 Media Code 4 203 8700 3.00 Mid 008318-000
 Arizona Lotus Corp.
 Box 5585, 2020 W. Grant Rd., Tucson, AZ 85703. Phone 602-622-6711.

PROGRAMMING DESCRIPTION
 KTKT: MUSIC: Adult Contemporary. NEWS: RKO; AP Audio & Wire Service; 2x/hr 6-9 am, 1x/hr til 12M. COMMERCIAL POLICY: Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL
 President—Howard A. Kalmenson.
 General Manager—Lee Dombrowski.

2. REPRESENTATIVES
 Torbet Radio, Inc.

3. FACILITIES
 10,000 w. days, 1,000 w. nights; 990 khz. Directional.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5.
 Rate Protection: 10b.
 Basic Rates: 20a, 22a.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60f.
 Cancellation: 70e, 71a, 73b.
 Prod. Services: 82.
 AM facilities: KLPX (FM).
 Affiliated with Supernet.
 From and after May 1, 1984, in addition to station rates for advertising, your obligation includes paying the station for all applicable state, city or other governmental transaction privilege, occupation, gross receipts or sales taxes.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KNOT-FM1977
PRESCOTT

Mid 008296-000

See SRDS Spot Radio Small Markets Edition.

KYCA1940
PRESCOTT**CBS Radio Network**

Media Code 4 203 6750 0.00

Mid 008297-000

Southwest Broadcasting Co.
N. Mt. Vernon Ave. Ext., Box 1631, Prescott, AZ 86301.
Phone 602-445-1700.**PROGRAMMING DESCRIPTION**

KYCA: 50% News/Talk, 50% Adult Contemporary music w/AIR PERSONALITIES. NEWS: network & state network; 15 daily local newscasts. MUSIC: 9 am-5 pm. FEATURES: talk show 8-11 pm. SPORTS: high school & college football, college basketball, college & major league baseball. Contact Representative for further details. Rec'd 6/29/81.

1. PERSONNELGeneral Manager—Lou Silverstein.
Operations Manager—Larry Riley.
Sales Service Manager—Carolyn Evans.**2. REPRESENTATIVES**Denver—Bob Hix Co., Inc.
Harlan G. Oakes, Inc.**3. FACILITIES**1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5:45 am-midnight. MST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsFM facilities: KAHM (FM).
Affiliated with CBS Radio Network.
Member: Southwest Agri-Radio Network.
Sold in combination with KAHM (FM). See that listing.**TIME RATES**No. 9 Eff 2/1/81—Rec'd 3/2/81.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA			
	1 wk	26 wk	52 wk	30 sec
1 ti	12.00	11.00	10.00	9.00
6 ti	11.00	10.00	9.00	8.00
12 ti	10.00	9.00	8.50	7.00
18 ti	9.00	8.50	8.00	6.50
24+	8.50	8.00	7.50	6.00
1 ti	8.50	8.00	7.50	7.00
6 ti	8.00	7.50	7.00	6.50
12 ti	7.50	7.00	6.50	6.00
18 ti	7.00	6.50	6.00	5.25
24+	6.50	6.00	5.50	4.75

8. PROGRAM TIME RATES

	1 wk	13 wk	26 wk	52 wk
1 hr	60	55	50	45
1/2 hr	50	45	40	35
1/4 hr	40	35	30	25
5 min	25	20	18	15

(SMD)

SaffordGraham County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**KATO**1961
SAFFORD

Mid 008298-000

See SRDS Spot Radio Small Markets Edition.

KXKQ (FM)1979
SAFFORD

Mid 008299-000

See SRDS Spot Radio Small Markets Edition.

ScottsdaleMaricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**See Phoenix**

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

SedonaCoconino County—Map Location F-2
Yavapai County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.**KAZM**1974
SEDONAMedia Code 4 203 6955 5.00 Mid 008300-000
Tabback Broadcasting Co.,
Hwy. 89A, Box 1525, Sedona, AZ 86336. Phone 602-282-4154.**PROGRAMMING DESCRIPTION**

KAZM: Programmed for adults. MUSIC: 30's-80's Contemporary. Easy Listening featuring Pop, showtunes, big bands, MOR, Beautiful, block programmed. Live AIR PERSONALITIES handle all segments. NEWS: 5-min at :30, 15-min at 9 am, 12M, 5 pm; headlines at :30; weather at :15; emphasis on local financial news at 9:30 am & 3:30 pm. SPORTS: at :45. Rec'd 11/5/84.

1. PERSONNEL

Owner/Manager—Joseph P. Tabback.

3. FACILITIES5,000 w. days, 500 w. nights; 780 khz.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15%.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 8 Eff 1/1/85—Rec'd 11/5/84.**6. SPOT ANNOUNCEMENTS**

1 min rate 1x: 12.50.

(SMD) (CR-2)

Show LowNavajo County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.**KRFM (FM)**1983
SHOW LOW

Mid 032203-000

See SRDS Spot Radio Small Markets Edition.

KVSL1968
SHOW LOW

Mid 008301-000

See SRDS Spot Radio Small Markets Edition.

KVWM1957
SHOW LOW

Mid 008302-000

See SRDS Spot Radio Small Markets Edition.

KVWM-FM1964
SHOW LOW

Mid 008303-000

See SRDS Spot Radio Small Markets Edition.

Sierra VistaCochise County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.**KSVA**1980
SIERRA VISTAMedia Code 4 203 7125 4.00 Mid 008304-000
BW Broadcasting, Inc.
3514 Kings Court Dr., Sierra Vista, AZ 85635. Phone 602-459-1470.
1 min rate 1x: 15.00.**KTAN**1957
SIERRA VISTAMedia Code 4 203 7200 5.00 Mid 008305-000
Richter Broadcasting Inc.
2300 Busby Dr., Sierra Vista, AZ 85635. Phone 602-458-4313.**PROGRAMMING DESCRIPTION**

KTAN: modern country music. UPI audio. Rec'd 8/2/79.

1. PERSONNEL

Pres. & Gen'l Mgr.—David S. Richter.

3. FACILITIES1,000 w. days, 500 w. nights; 1420 khz. Directional nights.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KTAZ (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 9/1/82—Rec'd 5/20/83.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE—BTA 6 AM-7 PM			
	1 wk	13 wk	26 wk	52 wk
1 ti	13	12	11	10
11 ti	12	11	10	9
19 ti	11	10	9	8
27+	10	9	8	7
1 ti	10	9	8	7
11 ti	9	8	7	6
19 ti	9	7	6	5
27+	8	7	6	5
1 ti	11	10	9	8
11 ti	10	9	8	7
19 ti	9	8	7	6
27+	8	7	6	5
1 ti	9	8	7	6
11 ti	8	7	6	5
19 ti	7	6	5	4
27+	6	5	4	3

10. SPECIAL FEATURES

News sponsorship, use 1 week rate at applicable frequency.

KTAN/KTAZ (FM) COMBINATION

PER WK:	1 MINUTE—BTA 6 AM-7 PM			
	1 wk	13 wk	26 wk	52 wk
1 ti	18	17	16	15
11 ti	17	16	15	14
19 ti	16	15	14	13
27+	15	14	13	12
1 ti	14	13	12	11
11 ti	13	12	11	10
19 ti	12	11	10	9
27+	11	10	9	8
1 ti	16	15	14	13
11 ti	15	14	13	12
19 ti	14	13	12	11
27 ti	13	12	11	10
1 ti	12	11	10	9
11 ti	11	10	9	8
19 ti	10	9	8	7
27+	9	8	7	6

Specified, extra 1.00.

Exact, extra 2.00.

KTAZ (FM)1974
SIERRA VISTAMedia Code 4 203 7275 7.00 Mid 008306-000
Richter Broadcasting Inc.
2300 Busby Dr., Sierra Vista, AZ 85635. Phone 602-458-4313.
1 min rate 1x: 13.00.**Springerville**Apache County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.**KRVZ**1982
SPRINGERVILLE-EAGAR

Mid 028279-000

See SRDS Spot Radio Small Markets Edition.

Sun CityMaricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**See Phoenix**

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

TempeMaricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**See Phoenix**

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

ThatcherGraham County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**KFMM (FM)**1980
THATCHERMedia Code 4 203 7312 8.00 Mid 015961-000
Wick Broadcasting, Inc.
301 B East Hwy. 70, Box 1330, Safford, AZ 85548. Phone 602-428-0916.**PROGRAMMING DESCRIPTION**

KFMM (FM): Programmed for adults 35+. MUSIC: MOR; 5% Big Band & Oldies; block-programmed wknds, 3 hrs County, 3 hrs Contemporary, 3 hrs Oldies; Sun AM 3 hrs religious. NEWS: network at :60, local at 7:05, 8:05 am, 12:05, 5:05 & 8:05 pm. AIR PERSONALITIES M-F 6-10 am. SPORTS: network nat'l at 7:15 am & 5:30 pm, local at 12:15 & 5:15 pm; live play-by-play of area high schools. FARM: report from network 4x/day. Contact Representative for further details. Rec'd 12/3/84.

1. PERSONNELGeneral Manager—Bruce Rosenberg.
Sales Manager—Lorri Rosenberg.**2. REPRESENTATIVES**

Frederick W. Smith.

3. FACILITIESERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 5 am-midnight. MST.
Antenna ht.: 6,571 ft. above average terrain.**4. AGENCY COMMISSION**

15/2%.

5. GENERAL ADVERTISING See coded regulationsAM Facilities: KCUZ, Clifton.
Affiliated with MBS.
Member: Southwest Agri Radio Network.**TIME RATES**

Eff 11/1/84—Rec'd 12/3/84.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x	1248x
1 min	9.90	9.65	9.10	8.55	7.70	6.90
30 sec	7.70	7.45	6.90	6.35	5.50	4.75

Fixed position, extra 1.00.

8. PROGRAM TIME RATES

5 min	8.60	7.70	6.60
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(SMD)

TollesonMaricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**See Phoenix**

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

TucsonPima County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**KAIR**1956
TUCSON

Broadcast Representatives

Media Code 4 203 7350 8.00 Mid 008307-000
Citadel Communication Corp.
3438 N. Country Club, Tucson, AZ 85716. Phone 602-795-1490.**PROGRAMMING DESCRIPTION**

KAIR: Programmed for 25-54. MUSIC: Adult contemporary, pop vocals, country cross-over. AIR PERSONALITIES handle all segments. NEWS: Local & nat'l at :60 with 1/2 hr newscast in AM; meteorologist at 7:05, 8:05 am & 5:05 pm, with local forecasts 4x/hr; wknd forecast Fri at 12N. SPORTS: scores & reports thru-out day. SPECIAL FEATURES: 1-min public service editorials aired 8x/day; Top 30 USA Adult Contemporary Countdown Sat 6-9 pm. COMMERCIAL POLICY: Max 5 per 1/2 hr, 1-min adjacent to newscast. 1 spot in newscast & 3 spots in cluster with separation. Sponsored newscast & weather-cast include open & close IDs. Contact Representative for further details. Rec'd 10/24/83.

1. PERSONNELPres. & Gen'l Mgr.—Fritz T. Beesemeyer.
General Sales Manager—George Wallace.
Program Director—Robert Gaskins.**2. REPRESENTATIVES**

Selcom Radio.

3. FACILITIES1,000 w. days, 500 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15/0.

continued

ARIZONA

Phoenix—cont

KPHX
1958
PHOENIX



Media Code 4 203 4950 8.00 Mid 008282-000
Continental Broadcasting Corporation of Arizona
1975 S. Central Ave., Phoenix, AZ 85004. Phone 602-257-1351.

2. **REPRESENTATIVES**
Caballero Spanish Media, Inc.
Rates have been temporarily withdrawn by station.

KQYT (FM)
1955
PHOENIX



EASTMAN RADIO, INC.



An Edens Broadcasting, Inc. Station

Media Code 4 203 5062 1.00 Mid 008283-000
Edens Broadcasting, Inc.
840 N. Central Ave., Phoenix, AZ 85004. Phone 602-264-0123.

PROGRAMMING DESCRIPTION

KQYT (FM): Programmed for adults. AIR PERSONALITIES handle all segments. MUSIC: 95% film music, showtunes, standards, light classic, current hits. NEWS: in summary form at :60. SPORTS: in newscasts. COMMERCIAL POLICY: max 8 min/hr. Contact Representative for further details. Rec'd 7/29/82.

- PERSONNEL**
President—Gary D. Edens.
Vice-Pres. & Gen. Mgr.—R. Michael Horne.
National Sales Manager—Bob Zimmerman.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.: 1,550 ft. above average terrain.
- AGENCY COMMISSION**
15/0: payable by 15th.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 28a, 29a
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 60i, 60k, 62b.
Cancellation: 70e, 71a, 78b.
Prod. Services: 80
Affiliated with Eastman Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KRDS
1960
TOLLESON



Media Code 4 203 S100 9.00 Mid 008284-000
Interstate Broadcasting Systems, Inc.
8611 N. Black Canyon Hwy. Suite 114, Phoenix, AZ 85021. Phone 602-995-9555.
1 min rate 1x: 20.75.

KSTM (FM)

1973
APACHE JUNCTION

Media Code 4 203 S400 3.00 Mid 008285-000
Beta Communications Inc.
525 W. Southern Ave., Mesa, AZ 85202. Phone 602-835-1767.

PROGRAMMING DESCRIPTION

KSTM (FM): Programmed for adults 18-49. MUSIC: Progressive, album oriented. AIR PERSONALITIES handle all segments. Features: emphasis on live concert tie-ins & local music involvement. Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
President—F. Pat Nugent.
General Manager—Steve Allison.
Sales Manager—Tom Duran.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; 10th of following month.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 51b.
Cancellation: 70b, 70c, 71b, 72, 73b.
AM facilities: KVVA.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTAR

KTAR 620 NEWS

1922
PHOENIX

A Pulitzer Station

Represented by **CBS RADIO SPOT SALES**



Media Code 4 203 S700 6.00 Mid 008286-000
Phoenix Broadcasting Inc.
301 W. Osborn Rd., Phoenix, AZ 85013. Phone 602-274-6200.

PROGRAMMING DESCRIPTION

KTAR: news/midday talk/interview shows. SPORTS: talk & play-by-play; pro basketball, major league baseball, college football, basketball & baseball. NEWS: 23 person staff, 4 mobile units, meteorologist, airborne traffic reports. Contact Representative for further details. Rec'd 8/25/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Johnny Andrews.
General Sales Manager—Mike Shields.
Operations Manager—Bob Grossfeld.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
5,000 w.; 620 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KKLT (FM).
Affiliated with ABC Information Radio Network.
Affiliated with MBS.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KUKQ
1960
TEMPE



Media Code 4 203 S793 1.00 Mid 008287-000
Tri-State Broadcasting Co.
2021 E. Thomas Rd., Phoenix, AZ 85016. Phone 602-957-2710.

PROGRAMMING DESCRIPTION

KUKQ: Programmed for young adults. MUSIC: adult contemporary, mass appeal dance. COMMERCIAL POLICY: maximum of 12 minutes per hour. Contact Representative for further details. Rec'd 6/08/82.

- PERSONNEL**
Vice-Pres. & Sta. Mgr.—Lloyd Melton.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 days, 500 w. nights; 1060 khz. Non-directional days.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40c, 41, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb. Cont. Discounts: 60d, 60c, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KUPD-FM.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KUPD-FM
1960
TEMPE



Media Code 4 203 5887 1.00 Mid 008288-000
Tri-State Broadcasting Co.
2021 E. Thomas Rd., Phoenix, AZ 85016. Phone 602-957-2710.

2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KVVA

1949
PHOENIX

Spanish



Media Code 4 203 S981 2.00 Mid 008273-000
Betacom of Phoenix, Inc.
147 E. Garfield, Phoenix, AZ 85001. Phone 602-257-9363.

PROGRAMMING DESCRIPTION

KVVA: Programmed 100% Spanish. MUSIC: mixture of ballads, Tex-Mex, Nortena, Ranchera, Tropical & Salsa. NEWS: dept with hly newscasts incl sports. FEATURES: interview shows & swap & sell shows. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
President—Pat Nugent.
Manager—Bob Feinman.
Program Director—Roberto San Martin.
- REPRESENTATIVES**
Lotus Albertini Hispanic Reps.
- FACILITIES**
1,000 w.; 860 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%; 30 days net.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 51b.
Cancellation: 70b, 70c, 71b, 72, 73b.
FM facilities: KSTM (FM).

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KXEG

1962
TOLLESON



Media Code 4 203 6112 3.00 Mid 008291-000
KXEG
1817 N. 3rd St., Suite 202, Phoenix, AZ 85004. Phone 602-254-5001.
1 min rate 1x: 10.50.

KZZP

1946
MESA

KZZP-FM

1950
MESA



McGAVREN GUILD RADIO



Media Code 4 203 6450 7.00 Mid 008293-000
Western Cities Broadcasting Inc.
727 South Extension, Mesa, AZ 85202. Phone 602-964-4000.

PROGRAMMING DESCRIPTION

KZZP: Programmed to 18-44 adults with contemporary mass appeal format. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 6/17/82.

- PERSONNEL**
General Manager—Bill Phalen.
Gen'l Sales Mgrs—Chuck Duncan & Michael Madigan.
Program Director—Charlie Quinn.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 500 w. nights; 1310 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,550 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 15b.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 44b, 46.
Comb.: Cont. Discounts: 60f, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

No. 9 Eff. 5/7/84.
AAA—Mon thru Fri 5:30 am-8 pm & Sat 10 am-3 pm.
AA—All other times.

GRID:	CLASS AAA				
	I	II	III	IV	V
1 min	110	100	90	80	70
30 sec	100	90	80	72	63
GRID:	CLASS AA				
	I	II	III	IV	V
1 min	95	85	75	65	55
30 sec	85	75	65	57	48

Specified, extra 10.00 per spot.
10 sec, use 30-sec rate.

PACKAGE PLANS

GRID:	TAP					GRID:	TAP				
	I	II	III	IV	V		I	II	III	IV	V
1 min	95	85	75	65	55	30 sec	85	75	65	57	48

Prescott

Yavapai County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KAHM (FM)

CALM RADIO

1981
PRESCOTT



Media Code 4 203 652S 6.00 Mid 008294-000
Southwest FM Broadcasting Co., Inc.
N. Mt. Vernon Ave. Ext., Box 2529, Prescott, AZ 86301.
Phone 602-445-7800.

PROGRAMMING DESCRIPTION

KAHM (FM): Programmed to 35-64 age group. MUSIC: Easy Listening, featuring blend of today's popular music & familiar stds. NEWS: at :30 in AM drive; alternate hrs thereafter. COMMERCIAL POLICY: maximum 10 units per hr. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
General Manager—Lou Silverstein.
Operations Manager—Nancy Bennett.
Sales Service Manager—Phillina Wallace.
- REPRESENTATIVES**
Denver—Bob Hix Co., Inc.
Harlan G. Oakes, Inc.
- FACILITIES**
ERP 630 w. (horiz.), 630 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KYCA.

TIME RATES

No. 1 Eff 7/1/81—Rec'd 5/20/81.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.

PER	CLASS AA					
	1 min	30 sec	1 min	30 sec	1 min	
WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
1 ti	12.00	11.00	10.00	11.00	10.00	9.00
6 ti	11.00	10.00	9.00	10.00	9.00	8.00
12+	10.00	9.00	8.00	9.00	8.00	7.00
PER	CLASS A					
	1 min	30 sec	1 min	30 sec	1 min	
1 ti	10.00	9.50	9.00	9.00	8.50	8.00
6 ti	9.50	9.00	8.50	8.50	8.00	7.50
12+	9.00	8.50	8.00	8.00	7.50	7.50

KAHM (FM)/KYCA COMBINATION

PER	CLASS AA					
	1 min	30 sec	1 min	30 sec	1 min	
WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
1 ti	22.00	21.00	20.00	18.00	17.00	16.00
6 ti	21.00	20.00	19.00	17.00	16.00	15.00
12 ti	20.00	19.00	18.00	16.00	15.00	14.00
18 ti	19.00	18.00	17.00	15.00	14.00	13.00
24 ti	18.00	17.00	16.00	14.00	13.00	12.00
30+	17.00	16.00	15.00	13.00	12.00	11.00
PER	CLASS A					
	1 min	30 sec	1 min	30 sec	1 min	
1 ti	17.00	16.00	15.00	14.00	13.50	13.00
6 ti	16.00	15.00	14.00	13.50	13.00	12.50
12 ti	15.00	14.00	13.50	13.00	12.50	12.00
18 ti	14.00	13.50	13.00	12.50	12.00	11.50
24 ti	13.50	13.00	12.50	12.00	11.50	11.00
30+	13.00	12.50	12.00	11.50	11.00	10.50

KAZM

1974
SEDONA

Media Code 4 203 6450 7.00 Mid 008300-000
Western Cities Broadcasting Inc.
727 South Extension, Mesa, AZ 85202. Phone 602-964-4000.

See listing under city of license.

KNOT

1957
PRESCOTT

Media Code 4 203 6450 7.00 Mid 008295-000
Western Cities Broadcasting Inc.
727 South Extension, Mesa, AZ 85202. Phone 602-964-4000.

See SRDS Spot Radio Small Markets Edition.

KJJJ-FM
(formerly KEZC (FM))
1979
GLENDALE



MAJOR MARKET RADIO SALES



Media Code 4 203 4244 6.00 Mid 028570-000
The Broadcast Group, Inc.
631 N. First Ave., Phoenix, AZ 85003. Phone 602-258-6161, 254-0707.

PROGRAMMING DESCRIPTION

KJJJ-FM: MUSIC: Contemporary Country, personality-oriented. NEWS: full-service; traffic reports. FEATURES: community involvement. Contact Representative for further details. Rec'd 1/20/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Charles Artigue.
General Sales Manager—Mike Knox.
Vice-President of Programming—Charlie Ochs.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 880 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with RKO.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KKLT (FM)

K-Lite Light
Rock **99FM**

1960
PHOENIX

A Pulitzer Station

Represented by **CBS RADIO**
SPOT SALES



Media Code 4 203 4251 1.00 Mid 008268-000
Phoenix Broadcasting Inc.
301 W. Osborn Rd., Phoenix, AZ 85013. Phone 602-274-6200.

PROGRAMMING DESCRIPTION

KKLT (FM): MUSIC: mass appeal adult contemporary. Contact Representative for further details. Rec'd 4/6/82.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Johnny Andrews.
Director of Sales—Mike Shields.
Program Director—Sam Church.
- 2. REPRESENTATIVES**
CBS Radio Spot Sales.
- 3. FACILITIES**
ERP 115,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,650 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KTAR.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLFF

1946
GLENDALE

NRBA

Media Code 4 203 4255 1.00 Mid 008276-000
Canyon Communications Corp.
100 W. Clarendon St., Suite 1720, Phoenix, AZ 85013.
Phone 602-266-1360.

- 2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 65.00.

KLZI (FM)

1984
PHOENIX



Torbet Radio

NRBA

Media Code 4 203 4270 1.00 Mid 033775-000
TransCOM Limited Partnership I/KLZI Radio
5220 N. 7th St., Suite 121, Phoenix, AZ 85014. Phone
602-263-0100.

PROGRAMMING DESCRIPTION

KLZI: Programmed for adults 25-44. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 5/25/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Eric Hauenstein.
General Sales Manager—Michael Collins.
Business Manager—Rene Evans.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,680 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; payable 10 days.
- 5. GENERAL ADVERTISING See coded regulations**
Advertiser's obligation includes paying all applicable state, city or other governmental transaction privilege, occupation, gross receipt, or sales taxes.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMEO

1957
PHOENIX

KMEO-FM

1964
PHOENIX



McGAVREN GUILD RADIO



Media Code 4 203 4275 0.00 Mid 008277-000
Scripps-Howard Broadcasting Co.
3719 N. 32nd Ave., Phoenix, AZ 85017. Phone 602-279-5577.

PROGRAMMING DESCRIPTION

KMEO: Programmed for adults 25-54; PERSONALITIES host all music segments. MUSIC: familiar Standards, Easy Listening arrangements of contemporary hits presented in 1/4 hr segments. NEWS: every other hr except every hr & 1/2 hr during AM drive. COMMERCIAL POLICY: max 10 units per hr. Contact Representative for further details. Rec'd 5/1/84.

- 1. PERSONNEL**
Gen'l & Sales Mgr.—Steve Wrath.
Operations Manager—W. Lane Rogers.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
1,000 w.; 740 khz. Directional.
Operating schedule: Sunrise-local sunset. MST.
FM-ERP 100,000 w. (horiz.) 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,556 ft. above average terrain.
Simulcast sunrise-9 am.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a, 33d.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMZK (FM)

1975
SUN CITY

NRBA

Media Code 4 203 4368 3.00 Mid 031425-000
Canyon Communications Corp.
1724 E. Indian School Rd., Phoenix, AZ 85016. Phone
602-266-1360.

- 2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 47.60.

KNIX

1960
TEMPE

KNIX-FM

1969
PHOENIX



Katz Radio

Country Music



Media Code 4 203 4462 4.00 Mid 008278-000
Buck Owens Broadcasting Inc.
Box 3174, Tempe, AZ 85281. Phone 602-966-6236.

PROGRAMMING DESCRIPTION

KNIX: Programmed for adults. MUSIC: Country with AIR PERSONALITIES. NEWS: at :55 in drivetimes; traffic watch with personality/air plane pilot during drivetimes. SPORTS: sports emphasis in news at :25 in AM drive with personality. Contact Representative for further information. Rec'd 10/3/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael L. Owens.
General Sales Manager—Robert A. Podolsky.
National Sales Manager—Carolyn A. Howe.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
50,000 w. days; 10,000 w. nights; 1580 khz. Non-directional days.
Operating schedule: 24 hours daily. MST.
ERP 100,000 w.: 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,610 ft. above average terrain.
Simulcast Mon-Fri midnight-5 am & Sun midnight-10 am.
- 4. AGENCY COMMISSION**
15%; 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Katz Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNTS

(formerly KDJQ)
1962
MESA



Media Code 4 203 4579 5.00 Mid 008269-000
KNTS Broadcasting Co., Inc.
65 E. First Ave., Mesa, AZ 85202. Phone 602-969-6200.
1 min rate 1x: 12.75.

KOOL

1947
PHOENIX



Media Code 4 203 4603 3.00 Mid 008266-000
Tom Chauncey
2196 E. Camelback, Phoenix, AZ 85016. Phone 602-956-9696.

- 2. REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

KOOL-FM

1960
PHOENIX



Media Code 4 203 4651 2.00 Mid 008279-000
KOOL-FM
2196 E. Camelback, Phoenix, AZ 85016. Phone 602-956-9696.

- 2. REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

KOPA-FM

1969
SCOTTSDALE

KOPA

(formerly KXAM)
1956
SCOTTSDALE



Broadcast Representatives

NRBA

Media Code 4 203 4726 2.00 Mid 008280-000
First Media Corporation
4601 N. Scottsdale Rd., Box 1827, Scottsdale, AZ 85251.
Phone 602-941-1007.

PROGRAMMING DESCRIPTION

KOPA-FM: Target adults 25-49. MUSIC: Contemporary Adult; Top 40 Countdown 2x/Sun 9 am-1 pm & 8 pm-12M. FEATURES: emphasis on listener involvement with ongoing contests & promotions. Contact Representative for further details. Rec'd 5/21/84.

- 1. PERSONNEL**
General Manager—Gary Guthrie.
Sales Manager—Jerry Del Core.
Program Director—Reggie Blackwell.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
FM-ERP 100,000 w., 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,847 ft. above average terrain.
5,000 w. days; 1440 khz. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
Simulcast sunrise-local sunset.
- 4. AGENCY COMMISSION**
15% time only; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOY

1922
PHOENIX

EASTMAN RADIO, INC.



A Harte-Hanks Radio Station

Media Code 4 203 4800 5.00 Mid 008281-000
Harte-Hanks Radio, Inc.
840 N. Central Ave., Phoenix, AZ 85004. Phone 602-258-8181.

PROGRAMMING DESCRIPTION

KOY: Programmed for adults; AIR PERSONALITIES handle all segments. NEWS: 2x daily 5:30-9 am & 4:30-5:30 pm; 5 min at :60 all other hrs; airborne traffic watch reports; all segments emphasize local, topical information. ENTERTAINMENT: 5:30-10 am 6 AIR PERSONALITIES, comedy, audience phone participation. MUSIC: Adult Contemporary with audience participation & personality 10 am-6 pm. TALK: show with live studio guests 6-9 pm; Talknet 9 pm-12/84. Contact Representative for further details. Rec'd 10/8/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Gary D. Edens.
Vice-Pres. & Sta. Mgr.—R. Michael Horne.
National Sales Manager—Bob Zimmerman.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights 550 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.
Affiliated with NBC Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

ARIZONA

Lake Havasu City—cont

KFWJ

1970
LAKE HAVASU CITY

Adult Contemporary



Media Code 4 203 2775 1.00 Mid 008259-000
London Bridge Broadcasting, Inc.
2001 Industrial Blvd., Lake Havasu City, AZ 86403. Phone
602-855-4098.

PROGRAMMING DESCRIPTION

KFWJ: MUSIC: Adult Contemporary, programmed for adults. AIR PERSONALITIES handle all segments. NEWS: twice per hour. APR national news, 5 min on hour; local/regional 5 min on half hour. Business news at :15; sports at :45. Remote broadcasts for special sports & commercial events. Strong community involvement with emphasis also on tourists. Rec'd 5/13/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lee Shoblom.
Vice-Pres./Gen'l Sales Mgr.—Denise A. Shoblom.
Office Manager—Kim Belders.

3. FACILITIES

1,000 w.; 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KBBC (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff. 12/3/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	9.50	8.00
51 x	8.50	7.00
351 x (minimum 30x/mo)	8.00	6.50
701 x (minimum 60x/mo)	7.50	6.00
1001-1500 x (minimum 90x/mo)	7.00	5.50

10. SPECIAL FEATURES

5-MIN NEWS AT :60

	Prime	Non-prime
1 min	9.00	8.25
30 sec	7.00	6.25
5-MIN LOCAL NEWS AT :30		
1 min	8.00	6.00
30 sec	7.25	5.25

(SMD)

Marana

Pima County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KOPO (FM)

1984
MARANA



Media Code 4 203 2812 2.00 Mid 035522-000
Saguaro Broadcasting Co.
5780 West Moore Rd., Tucson, AZ 85741. Phone 602-791-9939.

PROGRAMMING DESCRIPTION

KOPO (FM): Programmed for adults. MUSIC: Contemporary Country blended w/traditional hits of past. AIR PERSONALITIES handle all segments. NEWS: network at :60 except when local airs at :60 5-9 am & 4-6 pm. FEATURES: community involvement. COMMERCIAL POLICY: max 10 min/hr. Rec'd 1/28/85.

1. PERSONNEL

President—Tom Curley.
Vice-Pres. & Gen'l Mgr.—Steven R. Russell.
Sales Manager—Liz Coffman.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20b, 22a.
Contracts: 40c.
Comb.; Cont. Discounts: 60k.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff. 1/28/85.

	1 min	30 sec
AAA AA A AAA AA A	17 15 8	15 13 7
10 ti	16 14 8	14 12 7
25 ti	14 12 7	12 10 6
50 ti	12 10 6	10 8 6
100 ti+	12 10 7	10 8 6

CONTRACT DISCOUNTS
13 wk—10% 26 wk—12% 52 wk—15%

(SMD)(CR)

Mesa

Maricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Phoenix

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

Miami

Gila County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KIKO

1977
MIAMI

Mid 008261-000

See SRDS Spot Radio Small Markets Edition.

Nogales

Santa Cruz County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KAYN (FM)

1977
NOGALES

Mid 008262-000

See SRDS Spot Radio Small Markets Edition.

KFBR

1967
NOGALES

Mid 008263-000

See SRDS Spot Radio Small Markets Edition.

Page

Coconino County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KPGE

1971
PAGE

Mid 008264-000

See SRDS Spot Radio Small Markets Edition.

KXAZ (FM)

1983
PAGE

Mid 032967-000

See SRDS Spot Radio Small Markets Edition.

Parker

Yuma County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KLPZ

1974
PARKER

Frederick W. Smith



Media Code 4 203 3237 1.00 Mid 008265-000
The Scofield Broadcasting Co., Inc.
816 Sixth St., Parker, AZ 85344. Phone 602-669-9274.

PROGRAMMING DESCRIPTION

KLPZ: MUSIC: Adult Contemporary w/30% Contemporary Country mix. AIR PERSONALITIES handle all segments. NEWS: nat'l at :60, local 6x/day. SPORTS: w/ky local wrap-up; remotes. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL

Station Manager—A. J. Percuoco.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

2,500 w.; 1380 khz. Non-directional. Stereo.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Member: Southwest Agri-Radio Network.

TIME RATES
Eff 11/7/84—Rec'd 11/9/84.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min	11.09 9.18	8.32 6.89

Premium & guaranteed times, extra 1.75.
Programs, add 2.70 per program.

(SMD)

KMDX (FM)

1978
PARKER

Mid 026892-000

See SRDS Spot Radio Small Markets Edition.

Phoenix

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)
Maricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KASA

1966
PHOENIX



Media Code 4 203 3300 7.00 Mid 008267-000
KASA, Inc.
1445 W. Baseline Rd., Phoenix, AZ 85009. Phone 602-276-4241.
1 min rate 1x: 8.00.

KDKB-FM

1967
MESA



BLAIR RADIO



Media Code 4 203 3676 0.00 Mid 008270-000
Sandusky Newspapers, Inc.
1167 W. Javelina Ave., Mesa, AZ 85202. Phone 602-897-9300.

PROGRAMMING DESCRIPTION

KDKB-FM: MUSIC: Contemporary album hits, consisting of approximately 75% album cuts & 25% singles, new releases by top artists & hot records. AIR PERSONALITIES handle all segments. NEWS: network & local at :20; 2 person staff. Contact Representative for further details. Rec'd 6/28/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Tommy R. Vasco.
Station Manager—Elizabeth Young.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,550 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 23a, 27, 28b, 28c.
Contracts: 40b, 41, 46, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
From and after May 1, 1984 in addition to station rates for advertising, your obligation includes paying the station for all applicable state, city, or other governmental transaction privilege, occupation, gross receipt, or sales taxes.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KHEP

1956
PHOENIX



Media Code 4 203 4050 7.00 Mid 008271-000
Grand Canyon Broadcasters, Inc.
3883 N. 38th Ave., Phoenix, AZ 85019. Phone 602-278-5555.
1 min rate 1x: 12.00.

KHEP-FM

1964
PHOENIX

cmbs

concert music broadcast sales, inc.



Media Code 4 203 4051 5.00 Mid 008272-000
Grand Canyon Broadcasters, Inc.
3883 N. 38th Ave., Phoenix, AZ 85019. Phone 602-278-5555.

PROGRAMMING DESCRIPTION

KHEP-FM: Programming covers the entire spectrum of recorded classical music, including symphonic works, chamber music, concert, compositions for solo instrument, choral works & opera. Special features include w/ky concert broadcasts of the major American symphony orchestras, live w/ky broadcast of opera & variety of special programs in cooperation with local classical music organizations. Contact Representative for further details. Rec'd 1/24/77.

1. PERSONNEL

Gen'l & Com'l Mgr.—Herm Gebert.

2. REPRESENTATIVES

Concert Music Broadcast Sales, Inc.

3. FACILITIES

ERP 100,000 w. circular polarized; 101.5 mhz. Stereo.
Operating schedule: 6-11 am. MST.
Antenna ht.: 1,740 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3d, 4b, 4d.
Basic Rates: 20a, 23a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60k, 61b, 62b, 62d, 62e.
Cancellation: 70a, 70c.
Tobacco advertising not accepted.
Affiliated with Concert Music Network.

TIME RATES

No. 11 Eff 7/1/81—Rec'd 5/19/83.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	AA	12 ti	18 ti	6 ti	A	12 ti	18 ti
1 min	50	46	44	40	36	34		
30 sec	40	37	35	32	29	27		

Guaranteed time, extra 10% to AA or A rates.

KJJJ

1940
PHOENIX



MAJOR MARKET RADIO SALES

Country Music

Media Code 4 203 4237 0.00 Mid 008274-000
The Broadcast Group, Inc.
631 N. First Ave., Phoenix, AZ 85003. Phone 602-258-6161.

PROGRAMMING DESCRIPTION

KJJJ: MUSIC: Contemporary Country blended w/traditional hits of past. NEWS: full-service; traffic reports. FEATURES: community involvement. Contact Representative for further details. Rec'd 9/20/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Charles Artigue.
General Sales Manager—Mike Knox.
Vice-President of Programming—Charlie Ochs.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

5,000 w.; 910 khz. Directional nights.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with RKO Radio Networks.
Affiliated with Satellite Music Network.
Member: Southwest Agri-Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo. Operating schedule: Sunrise-local sunset. MST. Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; 10% discount cash with order.
- 5. GENERAL ADVERTISING** See coded regulations
AM facilities: KAFF.
English to Spanish translation, no charge.

TIME RATES

No. 2 Eff 3/1/82—Rec'd 6/28/82.

7. PACKAGE PLANS	
BULK—1 YEAR MAXIMUM	
	3000x 2000x 1000x 500x 250x 125x 80x
30 sec	3.90 4.05 4.20 4.35 4.50 4.65 4.80
1 min	5.65 5.80 5.95 6.05 6.20 6.35 6.50
	60x 30x 1x
30 sec	4.95 5.10 5.25
1 min	6.65 6.80 6.95

Guaranteed times, extra 10%. (SMD) (CR)

Eagar

Apache County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KRVZ

1982
SPRINGVILLE-EAGAR

Mid 028279-000
Licensed as Springville-Eagar station. See listing under Springville, AZ.

Flagstaff

Coconino County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KAFF (FM)

1962
FLAGSTAFF

Modern Country

Media Code 4 203 2100 2.00 Mid 008250-000
Guy Christian
1 mile west on Hwy. 66, Box 1930, Flagstaff, AZ 86002. Phone 602-774-5231.

PROGRAMMING DESCRIPTION
KAFF: MUSIC: Country, Nashville sound. SPORTS: Arizona State U football; Dodger baseball. NEWS: emphasis on local, remote broadcasts, network. Rec'd 4/24/84.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Guy Christian.
Sales Manager—Jane Johnson.
Office Mgr. & Bookkeeper—Ann Christian.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.9 mc. Operating schedule: 24 hours daily. MST. Antenna ht.: above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: KFLG.
Affiliated with ABC Information Radio Network.

TIME RATES

No. 18 Eff 1/1/84—Rec'd 11/21/83.

6. SPOT ANNOUNCEMENTS	
	1 min 30 sec 15 sec
13 ti	17.50 16.50 14.50
53 ti	16.50 15.50 13.50
156 ti	15.50 14.50 12.50

7. PACKAGE PLANS	
	1 min 30 sec 15 sec
15 ti/5 day	15.50 14.50 13.50
20 ti/7 day	13.00 14.00 13.00
30 ti/7 day	14.50 13.50 12.50

8. PROGRAM TIME RATES	
	1x 26x 52x
1/2 hr	85 80 75 5 min 50 45 40

KAZM

1974
SEDONA

Mid 008300-000
See listing under city of license.

KCLS

1950
FLAGSTAFF



Media Code 4 203 2250 5.00 Mid 008251-000
Saunders Broadcasting Co.
Box 640, Flagstaff, AZ 86001. Phone 602-779-0336.
1 min rate 1x: 12.95.

KFLG

1968
FLAGSTAFF

Adult Contemporary

Media Code 4 203 2437 8.00 Mid 008253-000
Guy Christian
1 Mile W. on Hwy. 66, Box 1930, Flagstaff, AZ 86002. Phone 602-774-5231.

PROGRAMMING DESCRIPTION

KFLG: MUSIC: Adult Contemporary. NEWS: heavy local & state, features network. Rec'd 4/24/84.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Guy Christian.
Sales Manager—Jane Johnson.
Office Mgr. & Bookkeeper—Ann Christian.
- 3. FACILITIES**
5,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-6 pm. MST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KAFF (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

No. 18 Eff 1/1/84—Rec'd 11/21/83.

6. SPOT ANNOUNCEMENTS	
	1 min 30 sec 15 sec
13 x	16.00 15.00 13.00
52 x	15.00 14.00 12.00
156 x	14.00 13.00 11.00

7. PACKAGE PLANS	
	1 min 30 sec 15 sec
15 ti/5 day	14.00 13.00 12.00
20 ti/7 day	13.50 12.50 11.50
30 ti/7 day	13.00 12.00 11.00

8. PROGRAM TIME RATES	
	1x 26x 52x
1/2 hr	75.00 70.00 65.00
5 min	45.00 40.00 35.00

KSOJ (FM)

1975
FLAGSTAFF

Media Code 4 203 2451 9.00 Mid 027546-000
Harvest Ministries, Inc.
Suite 2, 2710 N. Steves Blvd., Flagstaff, AZ 86001. Phone 602-526-0940.
1 min rate 1x: 12.50.

KZZK

1958
FLAGSTAFF

Adult/Contemporary

Media Code 4 203 2465 9.00 Mid 008254-000
KZZK Radio
2690 Huntington Dr., Flagstaff, AZ 86001. Phone 602-526-2700.

PROGRAMMING DESCRIPTION

KZZK: Target audience 18-54; core target 25-44. MUSIC: Solid Gold hits from 55-83 mixed with current top 20 A/C hits. NEWS: at :60 hrly; NBC, RKO, AP. SPORTS: high school football; Indy 500; Phoenix Suns basketball; Arizona Wranglers football. FEATURES: Evolution of Rock; 60's Lunch-Break; Top 7 at 7; Sat Tradio, 15-min 7 am news report; Rick Dees Weekly Top 40. COMMERCIAL POLICY: 18 units per hr maximum. Rec'd 10/18/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Todd Wallace.
Sta. & Sales Mgr.—Dick Raymond.
Operations Manager—Brian Barclay.
- 3. FACILITIES**
1,000 w. days, 500 w. nights; 690 khz. Directional.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 14c.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
TAX ON ADVERTISING: 1% City Sales Tax.
Affiliated with NBC Radio Network.

TIME RATES

Eff 10/1/84—Rec'd 10/18/84.

6. SPOT ANNOUNCEMENTS	
	High Low
GRID:	AAA AA A BTA AAA AA A BTA
30 sec	33 24 22 21 18 15 14 11
1 min	41 30 27 24 23 20 18 15

Live tags, per 10 words, extra 4.00.

10. SPECIAL FEATURES

SPONSORSHIPS	
	Extra
News	20 7 am News 25
Weather	15 7 am Weather 22
Sports	10 7 am Sports 15

Glendale

Maricopa County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Phoenix

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

Globe

Gila County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KIKO-FM

1980
GLOBE

Mid 008255-000
See SRDS Spot Radio Small Markets Edition.

Green Valley

Pima County—Map location F-5
See SRDS Consumer market map and data at beginning of the state.

KEZG (FM)

1983
GREEN VALLEY

Easy Listening



Media Code 4 203 2521 9.00 Mid 028734-000
Canoa Broadcasting Corp.
1145 S. La Canada, Box G, Green Valley, AZ 85622. Phone 602-625-9200, Tucson, 602-792-0920.

PROGRAMMING DESCRIPTION

KEZG (FM): Targeted to adults 25-54+. MUSIC: easy listening. NEWS: at :60; stock market briefs at :30. COMMERCIAL POLICY: 8 commercial units per hr. Contact Representative for further details. Rec'd 1/30/85.

- 1. PERSONNEL**
General Manager—Frank R. Barreca.
General Sales Manager—Vito Mariani.
- 2. REPRESENTATIVES**
Unirep Broadcasting Co.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo. Operating schedule: 5:30 am-midnight. MST. Antenna ht.: 130 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; 10th of month.

TIME RATES

Eff 11/27/84.

AAA—Mon thru Sat 3-7 pm; Mon thru Fri 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5-10 am; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS	
	1 min 30 sec 15 sec
GRID:	AAA AA A BTA AAA AA A BTA
I	26 21 17 24 19 15
II	24 19 15 22 17 13
III	20 17 13 18 15 11
IV	18 15 11 16 13 9

- 7. PACKAGE PLANS**
TAP—1/3AAA, 1/3AA, 1/3A
- | | 12 ti 18 ti 24 ti 30 ti |
|---------|-------------------------|
| PER WK: | 18 16 14 13 |
| 1 min | 16 14 13 12 |
- Available Mon thru Fri/Mon thru Sun.
CONSECUTIVE WEEK DISCOUNT
52 wk—10% (SMD) (CR)

KGTV

1981
GREEN VALLEY



Media Code 4 203 2535 9.00 Mid 015877-000
Crystal Sets, Inc.
Box 767, Green Valley, AZ 85622. Phone 602-625-0700.

PROGRAMMING DESCRIPTION

KGTV: MUSIC: Big Band; original sounds of orchestras & performers of 30's-50's. NEWS: AP audio, 3-min at :60; local 5-min at :30; stocks & sports at :15 & :45 as pertinent. COMMERCIAL POLICY: 11 min/hr limit. Contact Representative for further details. Rec'd 12/27/84.

- 1. PERSONNEL**
Pres., Gen'l & Sales Mgr.—Joe Crystal.
Program Director—Woody Woodruff.
Music Director—Bob Ladson.
- 2. REPRESENTATIVES**
Roslin Radio Sales.

- 3. FACILITIES**
1,000 w.; 1080 khz. Non-directional.
500 w. Pre-sunrise.
Operating schedule: 5:55 am-local sunset. MST.

- 4. AGENCY COMMISSION**
15%.

TIME RATES

Eff—Rec'd 5/22/84.

7. PACKAGE PLANS	
	1 ti 10 ti 18 ti 24 ti 30 ti 36 ti
PER WK:	18.00 16.00 14.00 12.00 10.00
30 sec	16.00 14.00 12.00 10.00 8.00

Fixed position, extra 2.00 per spot.
PER MO: 1 min 30 sec
100 ti 950.00 800.00

8. PROGRAM TIME RATES	
	5 min 10 min 1/4 hr 1/2 hr
Ea	25 50 75 100

(SMD)(CR)

Holbrook

Navajo County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KDJI

1955
HOLBROOK

Mid 008256-000
See SRDS Spot Radio Small Markets Edition.

Kingman

Mohave County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KAAA

1949
KINGMAN



Media Code 4 203 2700 9.00 Mid 008257-000
Mohave Sun Broadcasting
Box 3939, Kingman, AZ 86401. Phone 602-753-2537.

PROGRAMMING DESCRIPTION
KAAA: MUSIC: Country. Rec'd 2/11/83.

- 1. PERSONNEL**
General Manager—Art Brooks.
- 3. FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5 am-midnight. MST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
FM facilities: KZZZ-FM.

TIME RATES

No. 4 Eff 1/1/85—Rec'd 12/20/84.

6. SPOT ANNOUNCEMENTS	
	1 min 30 sec 15 sec
PER WK:	1 ti 12 ti 18 ti 24 ti 30 ti 36 ti
30 sec	9.60 8.70 8.25 7.90 7.55 7.15
1 min	16.60 15.35 14.15 13.75 13.35 12.70

KAAA/KZZZ-FM COMBINATION	
	1 min 30 sec 15 sec
30 sec	17.30 15.70 14.90 14.20 13.60 12.90
1 min	29.80 27.70 25.50 24.80 24.00 22.90

Specified times, extra 20%. (SMD)

KGMM (FM)

1984
KINGMAN

Mid 032932-000
See SRDS Spot Radio Small Markets Edition.

KZZZ-FM

1973
KINGMAN

Mid 008258-000
See SRDS Spot Radio Small Markets Edition.

Lake Havasu City

Mohave County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KBBC (FM)

1974
LAKE HAVASU CITY

Mid 008260-000
See SRDS Spot Radio Small Markets Edition.

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Total Retail Sales—					Retail Sales—1984					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Per Household (\$)	By Selected Store Types												
				00000 to 14999	15000 to 34899	35000 to 49998	50000 and over		Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
ARIZONA STATE TOTALS	3,020.1	1,073.67	28,976,357	26,988	31.3	42.1	15.4	11.3	15,374,086	14,319	3,360,374	531,708	2,265,034	726,039	771,982	2,604,226	1,364,368	1,884.23	83.3	487.59	
APACHE G-2	57.1	13.96	232,939	16,686	54.1	34.2	8.4	3.3	172,067	12,326	39,236	6,564	27,444	7,742	7,542	28,853	15,525	22.01	.3	2.17	
COCHISE G-5	92.7	31.66	691,389	21,838	39.5	43.2	11.3	6.0	420,164	13,271	93,774	15,261	64,394	19,386	19,791	70,822	37,591	55.50	3.5	24.72	
COCONINO F-2	85.2	25.30	612,283	24,201	35.5	41.7	14.1	8.6	353,351	13,966	77,756	12,417	52,731	16,564	17,390	59,760	31,440	46.39	1.4	8.31	
GILA G-4	39.2	13.71	292,532	21,337	40.6	41.2	13.0	5.2	185,172	13,506	41,127	6,650	28,121	8,591	8,857	31,249	16,535	24.70	.1	8.16	
GRAHAM G-4	25.3	7.39	158,134	21,398	42.3	40.2	10.8	6.7	97,522	13,196	21,797	3,554	14,987	4,492	4,572	16,433	8,730	13.20	.5	6.04	
GREENLEE H-4	11.8	3.77	112,095	29,733	21.7	41.4	26.4	10.6	59,621	15,815	12,700	1,937	8,357	2,894	3,218	10,159	5,239	7.46	5.65	
LA PAZ E-4	13.6	4.51	97,247	21,563	42.8	39.4	11.2	6.7	59,356	13,161	13,279	2,168	9,137	2,731	2,775	9,999	5,315	7.87	.4	3.99	
MARICOPA F-4	1,682.4	612.65	17,587,200	28,707	29.6	43.3	15.8	11.3	8,984,770	14,665	1,951,450	306,068	1,307,770	427,225	459,512	1,524,170	795,408	1,079.96	53.6	221.87	
Glendale	116.8	39.80	1,126,130	28,295	596,876	14,977	128,884	20,048	85,907	28,559	31,035	101,390	52,722	73.58	2.1	14.80	
Mesa	179.1	64.36	1,744,810	27,110	938,278	14,579	204,104	32,081	136,976	44,541	47,774	159,112	83,114	116.55	2.2	16.14	
Phoenix	848.6	307.15	8,520,520	27,741	4,466,300	14,541	972,236	152,966	652,890	211,859	226,953	757,268	395,737	537.61	40.6	125.56	
Phoenix Metro Area	1,682.4	612.65	17,587,200	28,707	28.7	42.6	16.2	12.5	8,984,770	14,665	1,951,450	306,068	1,307,770	427,225	459,512	1,524,170	795,408	1,079.96	53.6	221.87	
Scottsdale	94.0	37.00	1,394,930	37,701	588,505	15,906	125,200	19,060	82,288	28,601	31,866	100,306	51,688	68.05	.4	2.90	
Tempe	120.1	42.32	1,343,660	31,750	653,483	15,441	140,061	21,556	92,708	31,514	34,685	111,194	57,558	79.34	2.2	9.91	
MOHAVE E-2	66.1	25.18	534,697	21,235	42.2	41.9	9.9	6.0	328,150	13,032	73,619	12,063	50,783	15,500	15,200	55,244	29,419	48.10	.1	2.54	
NAVAJO G-2	73.7	20.09	396,558	19,739	45.4	38.9	10.5	5.1	261,137	12,998	58,626	9,615	40,465	11,967	12,068	43,955	23,417	33.37	.7	4.94	
PIMA F-5	590.3	219.18	6,136,900	27,999	36.4	41.6	13.6	8.4	3,173,210	14,478	691,551	108,980	464,892	150,333	160,707	537,879	281,288	374.74	16.8	123.75	
Tucson	348.3	134.03	3,242,790	24,195	1,851,460	13,814	408,642	65,524	277,869	86,502	90,296	312,906	164,929	216.83	12.5	85.40	
Tucson Metro Area	590.3	219.18	6,136,900	27,999	31.2	40.8	15.7	12.3	3,173,210	14,478	691,551	108,980	464,892	150,333	160,707	537,879	281,288	374.74	16.8	123.75	
PINAL F-5	99.3	31.36	717,197	22,870	37.1	44.9	11.4	6.6	426,748	13,608	94,577	15,249	64,546	19,846	20,550	72,052	38,076	55.73	3.3	29.22	
SANTA CRUZ G-6	22.5	6.65	158,975	23,906	38.0	42.7	11.1	8.2	89,670	13,484	19,920	3,222	13,623	4,159	4,286	15,131	8,008	11.49	.1	16.74	
YAVAPAI F-3	76.8	30.26	644,326	21,293	43.4	40.9	10.0	5.7	394,559	13,039	88,504	14,499	61,043	18,099	18,284	66,426	33,370	54.86	.2	4.74	
YUMA E-4	84.1	28.00	603,885	21,567	35.4	40.4	15.4	8.8	368,589	13,164	82,458	13,461	56,741	16,960	17,230	62,094	33,007	48.85	2.3	24.75	
Yuma	45.6	15.47	381,015	24,629	217,132	14,036	47,718	7,607	32,322	10,193	10,728	36,733	19,310	26.48	1.7	12.19	

ARIZONA

ARIZONA

See SRDS Consumer market map and data at beginning of the state.

STATE NETWORKS

SOUTHWEST AGRI-RADIO NETWORK



Comprised of Interconnected Stations

KJMB—Blythe CA
KXO—El Centro CA
KCHV (FM)—
Coachella/Indio CA
KCUZ—Clifton
KCKY—Coolidge
KLPZ—Parker
KJJJ—Phoenix
KFMM (FM)—Safford
KRVZ—Springville
KTUC—Tucson
KBLU—Yuma
KTTI (FM)—Yuma
KHIL—Willcox

Media Code 4 203 0413 1.00 Mid 008241-000
Business Office: 1320 S. 4th Ave., Box 5609, Yuma, AZ
85364. Phone 602-782-1440.

PROGRAMMING DESCRIPTION

SOUTHWEST AGRI-RADIO NETWORK: Today in Farming M-F 5-7 am, 2 5-min programs daily on internet, nat'l & reg'l news affecting farmers; Research in Agriculture M-F noon-1 pm, 3 1/2 min program; Commodities M-F 3:30-6 pm, 3 1/2 min program of closing prices & market summary. Rec'd 11/21/83.

1. PERSONNEL
Director—George Gatley.
Associate Director—Tiya Tonn.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented State Networks.

TIME RATES
Eff 9/1/84—Rec'd 9/25/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Today in Farming	198	158
Research	180	144
Commodities	162	130

Apache Junction

Pinal County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Phoenix

(including Apache Junction, Glendale, Mesa, Scottsdale, Sun City, Tempe, Tolleson)

Benson

Cochise County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KAVV (FM)

1983
BENSON

Mid 033461-000
See SRDS Spot Radio Small Markets Edition.

Bisbee

Cochise County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KZMK (FM)

1980
BISBEE

Mid 008243-000
See SRDS Spot Radio Small Markets Edition.

Black Canyon City

Yavapai County—Location F-3
See SRDS Consumer market map and data at beginning of the state.

KUET

1981
BLACK CANYON CITY

Mid 015876-000
See SRDS Spot Radio Small Markets Edition.

Casa Grande

Pinal County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KBBT (FM)

1976
CASA GRANDE

Mid 008245-000
See SRDS Spot Radio Small Markets Edition.

KPIN

1956
CASA GRANDE

Mid 008244-000
See SRDS Spot Radio Small Markets Edition.

Clifton

Greenlee County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KCUZ

1969
CLIFTON

Mid 008246-000
See SRDS Spot Radio Small Markets Edition.

Coolidge

Pinal County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KCKY

1948
COOLIDGE

Mid 008247-000
See SRDS Spot Radio Small Markets Edition.

KQEZ-FM

1981
COOLIDGE

Media Code 4 203 1575 6.00 Mid 028160-000
FM 103 Broadcasting Co.
Coolidge Industrial Park, Box 1437, Coolidge, AZ 85228.
Phone 1-602-723-5435

PROGRAMMING DESCRIPTION

KQEZ-FM: MUSIC: Adult Oriented Country Western.
NEWS: AP; local. FARM: ag reports. Rec'd 3/14/83.

1. PERSONNEL
Sales Manager—Gary Linscott.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff — Rec'd 8/22/84.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	50 ti
Drive (Mon-Sat 6-10 am & 3-7 pm)	15	12	9
ROS/BTA	10	8	6
30 sec: 80% of 1-min.			
10 sec: 50% of 1-min.			

(SMD)

Cottonwood

Yavapai County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KVRD

1963
COTTONWOOD

Mid 008248-000
See SRDS Spot Radio Small Markets Edition.

Douglas

Cochise County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KAPR

1958
DOUGLAS

Media Code 4 203 1800 8.00 Mid 024674-000
Doug-Comm, Inc.
Rte. 1, Box 243, Douglas, AZ 85607. Phone 602-364-4495.

PROGRAMMING DESCRIPTION

KAPR: MUSIC: Modern & Spanish Country Western.
NEWS: network & local commentary; business & farm reports; local news & weather. FEATURES: call-in Swap Shop, audience trading post & opinion/idea exchange; Partyline call-in plus job line; topical interviews & features; old time Western music 2 hrs on wknds. Rec'd 8/4/84.

1. PERSONNEL
Pres. & Mgr.—E. V. Tetrault.

3. FACILITIES
2,500 w. days; 930 khz.
Operating schedule: sunrise-local sunset. MST.

4. AGENCY COMMISSION
15%; 10% discount cash with order.

5. GENERAL ADVERTISING See coded regulations
English to Spanish translation, no charge.
FM facilities: KKRK (FM).

TIME RATES

No. 2 Eff 3/1/82—Rec'd 6/28/82.

7. PACKAGE PLANS

	BULK—1 YEAR MAXIMUM				
	3000x	2000x	1000x	500x	250x
30 sec	3.90	4.05	4.20	4.35	4.50
1 min	5.65	5.80	5.95	6.05	6.20
				60x	30x
				1x	
30 sec	4.95	5.10	5.25	5.40	5.55
1 min	6.65	6.80	6.95	7.10	7.25

- 10 sec: 60% of 30-sec.
20 sec: 80% of 30-sec.
Guaranteed times, extra 10%.

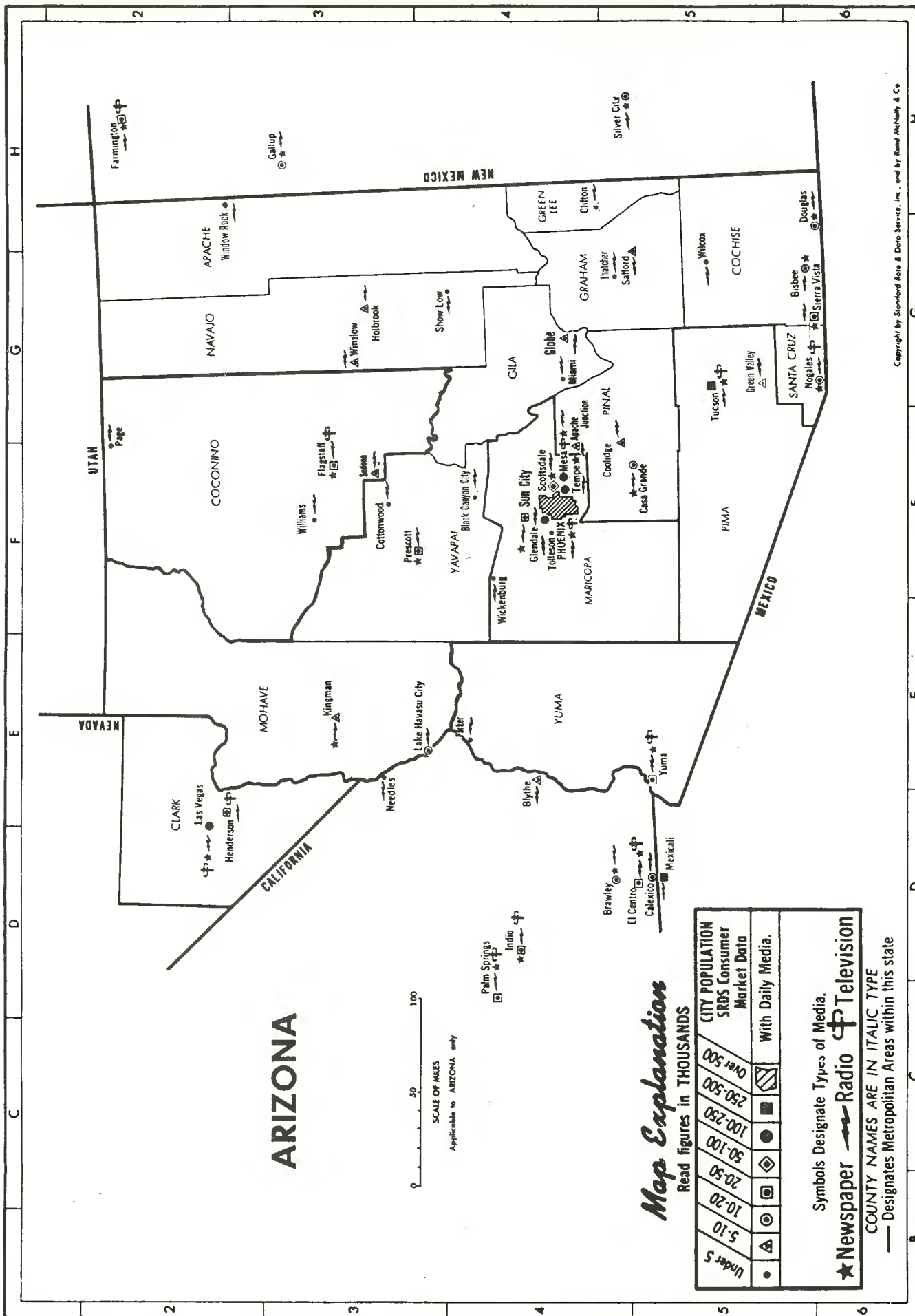
(SMD) (CR)

KDAP

1946
DOUGLAS

Mid 008249-000
See SRDS Spot Radio Small

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



ALASKA

Fairbanks—cont

KJNP-FM

1977
NORTH POLE



Media Code 4 202 5876 6.00 Mid 008229-000
Evangelistic Alaska Missionary Fellowship
Box O, North Pole, AK 99705. Phone 907-448-2216.
30 sec, 1 ti: 7.00.

KQRZ (FM)

1983
FAIRBANKS

Media Code 4 202 4218 2.00 Mid 033574-000
Box 73410, Fairbanks, AK 99707. Phone 907-452-1931.

2. REPRESENTATIVES

Weiss & Powell, Inc.
The Tacher Company, Inc.
1 min rate 1x: 35.00.

Glennallen

Valdez-Chitina-Whittier Census Division—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KCAM

1964
GLENNALLEN

Media Code 4 202 2300-000 Mid 008230-000
See SRDS Spot Radio Small Markets Edition.

Homer

Kenai Peninsula Census Division—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KGTL

1981
HOMER

Media Code 4 202 2211-000 Mid 030221-000
See SRDS Spot Radio Small Markets Edition.

KGTL-FM

1979
HOMER

Media Code 4 202 2222-000 Mid 030222-000
See SRDS Spot Radio Small Markets Edition.

Juneau

Juneau Census Division—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KINY

1935
JUNEAU



Media Code 4 202 6500 1.00 Mid 008231-000
KINY Associates
1107 Eighth St. Suite 2, Juneau, AK 99801. Phone 907-586-1800.

1. PERSONNEL

Station Manager—Ken Wiley.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Northwest—Katz Radio.

3. FACILITIES

5,000 w.; 800 khz. Non-directional.
Operating schedule: 24 hours daily. YST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 6/25/84.
AAA—6-9 am & 4-7 pm.
BTA—6 am-7 pm.

6. SPOT ANNOUNCEMENTS

AAA	1 min	30 sec	1 min	30 sec
66	33	BTA	38	19

8. PROGRAM TIME RATES

NIGHT TIME AMERICA

Midnight-5 am	1 min	30 sec
	12	7

(SMD)

KJNO

1952
JUNEAU



Media Code 4 202 7000 1.00 Mid 008232-000
Southeastern Alaska Broadcasters, Inc., a division of
Media, Inc.
3161 Channel Dr., Juneau, AK 99801. Phone 907-586-3630.

1. PERSONNEL

President—E. Roy Paschal.
General Manager—Dennis W. Egan.

2. REPRESENTATIVES

The Tacher Company, Inc.

3. FACILITIES

1,000 w. days. 500 w. nights; 630 khz. Non-directional.
Operating schedule: 5:30-1 am. YST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

No. 21 Eff 11/1/83—Rec'd 11/22/83.
AAA—Mon thru Fri 6-9 am, 11 am-noon & 4-7 pm; Sat 8 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9-11 am & noon-4 pm; Sat 6-8 am & 7 pm-midnight; Sun 9 am-noon.
A—Mon thru Fri 7 pm-midnight; Sun 6-9 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
PER WK:	6 ti	18 ti	24 ti	36 ti	
PER YR:	300x	600x	1000x	1000x	
AAA	26.00	21.00	19.50	18.00	
AA	24.00	19.00	17.50	16.00	
A	21.00	18.00	16.50	14.00	

	30 SECONDS				
AAA	16.00	15.00	14.50	13.00	
AA	19.00	16.00	14.50	13.00	
A	17.00	14.00	12.50	11.00	

10 sec: 60% of 1-min.
Fixed position, extra 1.00.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

	Per wk	Per mo
1 min	342	420
30 sec	288	348

TAP—1/3 EACH TIME CLASS

CONTRACT:	13 wk	26 wk	52 wk
Earns AA rate	300x	600x	1000x

(SMD)

Kenai

Kenai Cook Inlet Census Division—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KWHQ (FM)

1978
KENAI

Media Code 4 202 2333-000 Mid 008233-000
See SRDS Spot Radio Small Markets Edition.

Ketchikan

Ketchikan Census Division—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KTKN

1942
KETCHIKAN

Media Code 4 202 2344-000 Mid 008234-000
See SRDS Spot Radio Small Markets Edition.

Nome

Nome Census Division—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KICY

1960
NOME

Media Code 4 202 2355-000 Mid 008235-000
See SRDS Spot Radio Small Markets Edition.

KICY-FM

1977
NOME

Media Code 4 202 2366-000 Mid 008236-000
See SRDS Spot Radio Small Markets Edition.

North Pole

Fairbanks Census Division—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

See Fairbanks
(including North Pole)

Seward

Seward Census Division—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KRXA

1972
SEWARD

Media Code 4 202 2377-000 Mid 008237-000
See SRDS Spot Radio Small Markets Edition.

Sitka

Sitka Census Division—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KIFW

1949
SITKA



Media Code 4 202 9000 9.00 Mid 008238-000
Sitka Broadcasting Co. Inc. A Div. of Media Inc.
611 Lake St., Box 299, Sitka, AK 99835. Phone 907-747-6627.

PROGRAMMING DESCRIPTION

KIFW: TALK; plus information M-Sat 11 am-12:45 pm.
MUSIC: Adult Contemporary/Country all other times.
Contact Representative for further details. Rec'd 9/28/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dennis Egan.
Station Manager—Don Fleeman.

2. REPRESENTATIVES

Unirep Broadcasting Co.
WA, OR, ID—The Tacher Company, Inc.

3. FACILITIES

250 w., 1230 khz. Non-directional.
Operating schedule: 6 am-midnight. YST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

No. 5 Eff 11/1/83—Rec'd 3/5/84.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
PER WK:	6 ti	18 ti	24 ti	36 ti	
PER YR:	300x	600x	1000x	1000x	
1 min	21.00	16.00	14.50	13.00	
30 sec	19.00	14.00	12.50	11.00	

	CLASS AA				
1 min	19.00	14.00	12.50	11.00	
30 sec	17.00	12.00	10.50	9.00	

	CLASS A				
1 min	17.00	12.00	10.50	9.00	
30 sec	15.00	10.00	8.50	7.00	

CONTRACT

13 wk, 300x rate;	26 wk, 600x rate;	52 wk, 1000x rate.
10 sec: 60% of 1-min.		
Live, extra 3.00.		
Fixed position, extra 2.00.		

7. PACKAGE PLANS

TAP 1—1/3AAA, 1/3AA, 1/3A

	Per wk	Per mo
1 min	252	300
30 sec	216	252

TAP 2—6 AM-7 PM

1 min	270	324	432
30 sec	234	276	360

10 sec: 60% of 1-min.
Live, extra 3.00.
Fixed position, extra 2.00.

(SMD)

Soldotna

Kenai Cook Inlet Census Division—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KSRM

1967
SOLDOTNA

Media Code 4 202 2399-000 Mid 008239-000
See SRDS Spot Radio Small Markets Edition.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 71a.
AM facilities: KHAR.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/84—Rec'd 10/29/84.

AAA—Mon thru Sat 6-10 am & 10 am-4 pm.
AA—Mon thru Sat 4-9 pm; Sun 6 am-9 pm.
A—Mon thru Sun 9 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	GRID I				GRID II				GRID III			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	37	35	34	30	32	30	29	25	30	29	25	23
AA	33	31	29	28	28	26	24	23	27	25	23	22
A	27	25	24	23	22	20	19	18	21	19	18	17
AAA	34	32	29	27	30	28	25	23	28	25	23	22
AA	30	29	27	26	26	25	23	22	27	25	23	22
A	25	23	22	21	21	19	18	17	21	19	18	17
AAA	30	28	26	24	26	24	22	20	27	25	23	22
AA	27	26	24	23	23	22	20	19	24	22	20	19
A	22	21	20	19	18	17	16	15	21	19	18	17

10 sec: 60% of 1-min.
Specified time, extra 25%.

7. PACKAGE PLANS

PER WK:	1-1/2AAA, 1/2AA				1-1/3AAA, 1/3AA			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	366	531	672	795	336	477	576	675
AA	336	477	576	675	336	477	576	675
A	336	477	576	675	336	477	576	675

10 sec: 60% of 1-min.
Specified time, extra 25%.

KNIK (FM)

1960 ANCHORAGE

Media Code 4 202 4000 4.00 Mid 008221-000
Northern Television Inc.
Box 10-2200, Anchorage, AK 99510. Phone 907-562-3456. Telex: 09025427.

Studio: 1007 W. 32nd, Anchorage, AK 99503.

PROGRAMMING DESCRIPTION
KNIK (FM): Bonneville Easy Listening. NEWS: at :60 M-F 6-9 am, noon & 4-6 pm. FEATURES: M-F 7-9 pm masterworks; Sat 8-10 pm big band show. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL

President—Ron Moore.
Chief Executive Officer—A. G. Hiebert.
General Manager—Bill Walker.

2. REPRESENTATIVES

Roslin Radio Sales.
WA, OR, B. C.—Art Moore, Inc.

3. FACILITIES

ERP 60,000 w.; 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. YST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KBYR.
Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 13 Eff 2/15/84—Rec'd 1/25/85.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	7 ti	14 ti	28 ti	14 ti	7 ti	14 ti	28 ti	14 ti
AAA	25	23	21	20	18	16	15	14
AA	21	20	18	17	16	15	14	13

7. PACKAGE PLANS

PER WK:	TAP—1/2AAA, 1/2AA				ANNUAL					
	1 min	30 sec	1 min	30 sec	500x	750x	1000x	500x	750x	1000x
AAA	23	21	19	19	17	15	15	17	15	15
AA	20	18	16	16	15	13	13	15	13	13

KRKN (FM)

1973 ANCHORAGE

Media Code 4 202 3625 9.00 Mid 008219-000
Cook Inlet Broadcasters, Inc.
MacKay Bldg., 335 Denali St., Anchorage, AK 99501.
Phone 907-271-2655.
1 min rate 1x: 40.00.

KTNX

1975 ANCHORAGE

Media Code 4 202 4187 9.00 Mid 008212-000
Community Pacific Broadcasting, Inc.
1549 E. Tudor Rd., Anchorage, AK 99507. Phone 907-561-1877.

2. REPRESENTATIVES

Unirep Broadcasting Co.
Northwest—Blair/Northwest Radio Representatives.
1 min rate 1x: 25.00.

KWHL (FM)

1982 ANCHORAGE

M^cGAVREN GUILD RADIO

Rock



Media Code 4 202 4218 2.00 Mid 033571-000
Pioneer Broadcasting Co., Inc.
9200 Lake Otis Pkwy., Anchorage, AK 99507. Phone 907-344-9622.

PROGRAMMING DESCRIPTION

KWHL (FM): MUSIC: Rock & Roll with AIR PERSONALITIES. Target audience adults 18-49. NEWS: M-F 5:30-9 am, at :30 & :60; 2-min at :30, 3-min at :60. M-F 3:55, 4:55 & 5:55 pm, 1 1/2 min ea. COMMERCIAL POLICY: Max 9 units per hr, max 1 spot per client per hr. Contact Representative for further details. Rec'd 4/23/84.

1. PERSONNEL

President—Matthew N. Clapp II.
Vice-Pres. & Gen'l Mgr.—Roy Robinson.
Assistant Station Manager—Trini Amador.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. YST.
Antenna ht.: 99 ft. below average terrain.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5.
Rate protection: 15b.
Basic Rates: 20b, 22a, 28b, 28c.
Contracts: 40a, 44a, 45.
Comb., Cont. Discounts: 60f.
Cancellation: 71a, 72, 73a.
AM facilities: KFQD.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 9/1/84—Rec'd 9/24/84.

AAAA—Mon thru Fri 6-10 am; Sat 10 am-3 pm.
AAA—Mon thru Sun 3-7 pm; Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAAA				CLASS AAA				CLASS AA				CLASS A			
	1 ti	10 ti	20 ti	30 ti	40 ti	1 ti	10 ti	20 ti	30 ti	40 ti	1 ti	10 ti	20 ti	30 ti	40 ti	
PER WK:	150x	500x	750x	1200x	54	52	50	48	46	44	46	44	42	40	38	
PER YR:	798	1146	3056	710	1014	278	25	24	23	22	26	25	24	23	22	

7. PACKAGE PLANS

PER WK:	TAP—20%AAAA, 20%AAA, 30%AA, 30%A				20 ti/wk 30 ti/wk 80 ti/mo										
	1 min	30 sec	1 min	30 sec	798	1146	3056	710	1014	278	25	24	23	22	
PER YR:	798	1146	3056	710	1014	278	25	24	23	22	26	25	24	23	22

*TAP 1—AAAA, AAA, AA, A, EACH 1 TIME PER DAY
MON THRU SUN

7 day/28 ti 980 868
30 day/120 ti 3960 3480
(* Firm schedule, no substitutions.)

KYAK

1967 ANCHORAGE

Media Code 4 202 4250 5.00 Mid 008222-000
Bingham Broadcasting Co.
2800 E. Dowling Rd., Anchorage, AK 99507. Phone 907-563-3311.

2. REPRESENTATIVES

Weiss & Powell, Inc.
WA, OR.—The Tacher Company.
Rates have been temporarily withdrawn by station.

Big Lake

Matanuska-Sustina County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KABN

1979 BIG LAKE

Media Code 4 202 4250 5.00 Mid 008223-000
See SRDS Spot Radio Small Markets Edition.

College

Fairbanks North Star County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KSUA (FM)

1984 COLLEGE

Mid 033465-000
See SRDS Spot Radio Small Markets Edition.

Cordova

Cordova-McCarthy Census Division—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KLAM

1954 CORDOVA

Mid 008224-000
See SRDS Spot Radio Small Markets Edition.

Fairbanks

(including North Pole)

Fairbanks Census Division—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAYY (FM)

1981 FAIRBANKS

M^cGAVREN GUILD RADIO



Media Code 4 202 4625 8.00 Mid 027566-000
Interior Broadcasting Corp.
3504 Industrial Ave., Fairbanks, AK 99701. Phone 907-452-5299.

PROGRAMMING DESCRIPTION

KAYY (FM): Programmed for adults 18-49, emphasis on adults 25-34. MUSIC: Adult contemporary featuring current & recent soft rock hits plus album cuts by popular artists. NEWS: Network at :30; local at 6, 7, 8 am, 12N & 5 pm. SPECIAL FEATURES: Wkly music specials from network & other sources; nightly network show via satellite with PERSONALITY, popular music M-F 12M-5 am. COMMERCIAL POLICY: 6 stopsets per hr, 3 3-sec units per set; limit 10 spots per day per account, limit 1 spot per hr. Contact Representative for further details. Rec'd 5/23/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jay Lewis.
Oper. & Tech. Dir.—Dann Farquhar.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 25,000 w. (horiz.), 25,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. YST.
Antenna ht.: 370 ft. above average terrain.

4. AGENCY COMMISSION

15/5; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

No. 4 Eff 1/15/83—Rec'd 2/18/83.

AAA—10 am-7 pm.
AA—6-10 am.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				CLASS AA				CLASS A						
	7 ti	14 ti	28 ti	35 ti	42 ti	7 ti	14 ti	28 ti	35 ti	42 ti	7 ti	14 ti	28 ti	35 ti	42 ti
PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti	28	26	25	24	23	22	21	20	19	18
PER YR:	300x	600x	900x	1200x	1500x	21	20	19	18	17	16	15	14	13	12

1 min 28 26 25 24 23 22
30 sec 21 20 19 18 17 16
1 min 24 23 22 21 19 18
30 sec 18 17 16 15 14 13
1 min 14 13 12 11 9 8
30 sec 10 9 8 7 6 5
Time restriction within depart, not allowed on ROS; maximum 4 hour restriction on TAP.
15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	TAP				ROK					
	7 ti	14 ti	28 ti	35 ti	42 ti	7 ti	14 ti	28 ti	35 ti	42 ti
PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti	22	21	19	18	17
PER YR:	300x	600x	900x	1200x	1500x	16	15	14	13	12

1 min 20 19 17 16 15 14
30 sec 15 14 13 12 11 10
Time restriction within daypart, extra 1.00, not allowed on ROS; maximum 4 hour restriction on TAP.
15 sec: 50% of 1-min.

KCBF

(formerly KFRB)
1948 FAIRBANKS

Roslin Radio



Media Code 4 202 4750 4.00 Mid 008225-000
Northern Television, Inc.
Northward Bldg., Third & Lacy, Box 950, Fairbanks, AK 99701. Phone 907-452-5121.

PROGRAMMING DESCRIPTION

KCBF: Target audience 25+; MUSIC: Great Gold, syndicated by Drake-Chenault Enterprises, Inc. NEWS: network, emphasis on local. COMMERCIAL POLICY: client saturation limited to 1 spot/hr. Contact Representative for further details. Rec'd 4/13/84.

1. PERSONNEL

President—Henry Hove.
Manager—Chuck Benson.
Sales Manager—Lowell Purcell.

2. REPRESENTATIVES

Roslin Radio Sales.
WA, OR, B. C.—Art Moore, Inc.

3. FACILITIES

50,000 w.; 820 khz. Non-directional.
Operating schedule: 24 hours daily. YST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Par Household (\$000)	By Selected Store Type				Service Station (\$000)						
				14999 to 19999	20000 to 24999	25000 to 29999	30000 to 34999		35000 to 39999	40000 and over	Food (\$000)	Drug (\$000)		General Mdae. (\$000)	Apparel (\$000)				Home Furn. (\$000)
WRANGELL-PETERSBURG F-5	7.8	2.64	128,411	48,641	14.2	26.7	21.0	38.0	45,607	17,275	9,516	1,407	6,137	2,260	2,595	7,807	3,976	3.03	.11
YUKON-KOYUKUK D-2	9.3	2.74	79,263	28,928	42.6	25.8	12.8	18.8	38,433	14,027	8,451	1,348	5,727	1,803	1,896	6,501	3,419	2.19	.1

ALASKA

ALASKA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Anchorage

Anchorage Census Division—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KBYR

1948
ANCHORAGEMedia Code 4 202 2000 6.00 Mid 008214-000
Northern Television Inc.
Box 10-2200, Anchorage, AK 99510. Phone 907-562-3456, Telex: 09025427.
Studio: 1007 W. 32nd, Anchorage, AK 99503.**PROGRAMMING DESCRIPTION**
KBYR: Adult contemporary with accent on news & sporting events. NEWS: blocks 7-8 am & 5-6 pm. SPORTS: local, reg'l, state & nat'l. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
President—Ron Moore.
Chrm. & CEO—A. G. Hiebert.
General Manager—Bill Walker.
- REPRESENTATIVES**
Roslin Radio Sales.
WA, OR, B. C.—Art Moore, Inc.
- FACILITIES**
1,000 w. days, 1,000 w. nights; 700 khz. Non-directional.
Operating schedule: 24 hours daily. YST.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KNIK (FM).
Affiliated with CBS Radio Network.
Affiliated with Satellite Music Network.

PER WK:	TIME RATES					
	7 ti	14 ti	28 ti	7 ti	14 ti	28 ti
AAA	20	19	18	16	15	14
AA	17	16	15	14	13	12
A	16	14	13	13	11	10

PER WK:	TIME RATES					
	14 ti	28 ti	42 ti	14 ti	28 ti	42 ti
AAA	17	15	13	30 sec	14	12
AA	17	15	13	30 sec	14	12
A	17	15	13	30 sec	14	12

KCMG (FM)

1978
ANCHORAGEMedia Code 4 202 2250 7.00 Mid 008213-000
Pacific Rim Broadcasters, Inc.
2550 Denali Suite 1305, Anchorage, AK 99503. Phone 907-278-4631.**PROGRAMMING DESCRIPTION**
KCMG (FM): MUSIC: modern country for 25/49. Contact Representative for further details. Rec'd 5/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Howard R. Trickey.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 25,000 w.; 100.5 khz. Stereo.
Operating schedule: 24 hours daily. YST.
Antenna ht.: 179 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
- | PER WK: | TIME RATES | | | | | |
|---------|------------|-------|-------|-------|------|-------|
| | 1 ti | 10 ti | 20 ti | 30 ti | 1 ti | 10 ti |
| AAA | 18 | 16 | 15 | 14 | 13 | 12 |
| AA | 14 | 12 | 11 | 10 | 12 | 10 |
| A | 9 | 8 | 7 | 6 | 8 | 7 |

Fixed:	*WEEKLY TAP	
	1 min	30 sec
28 ti/wk	300	255

Fixed:	*MONTHLY TAP	
	1225	1040
120 ti	1225	1040

(*) 1 spot per day part ea. day.

Use applied rate	ANNUAL BULK PLAN		
	250x	520x	1040x
10 ti	20 ti	30 ti	

KENI

1948
ANCHORAGE

Katz Radio

Media Code 4 202 2500 5.00 Mid 008215-000
Ken Associates
1777 Forest Park Dr., Anchorage, AK 99503. Phone 907-272-7461, Telex: 25-186.**PROGRAMMING DESCRIPTION**
KENI: MUSIC: Adult CHR; Sat 7-11 pm, Rick Dees Top 40; Sun 3-7 pm, Casey Kasem American Top 40. NEWS: hrly; 2x/hr in drivetimes; Paul Harvey News & Comments 6:55 & 10 am, noon & 5:33 pm. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
Business Manager—Diana Ostrom.
Sales Manager—Robert Gardner.
General Manager—Jack Frost.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 550 khz. Non-directional.
Operating schedule: 24 hours daily. YST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 28b.
Contracts: 40a, 41, 42b.
Cancellation: 71b.
Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

PER WK/LESS:	TIME RATES					
	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	74	72	70	68	66	66
30 sec	64	62	60	58	56	56

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	50	48	46	44	42	42
30 sec	44	42	40	38	36	36

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	48	46	44	42	40	40
30 sec	42	40	38	36	34	34

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	25	24	23	22	21	21
30 sec	22	21	20	19	18	18

PER WK:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	48	43	38	41	37	32
AA	47	42	37	40	36	32
AA	38	35	33	33	30	28
A	32	30	28	27	25	23
B	10	10	10	8	8	8

PER WK:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	35	34	30	25	10	8
30 sec	30	29	25	20	10	8

KFQD

1924
ANCHORAGE

McGAVREN GUILD RADIO

Media Code 4 202 3000 5.00 Mid 008216-000
Pioneer Broadcasting Co., Inc.
9200 Lake Otis Pky., Anchorage, AK 99507. Phone 907-344-9622.
Other Office: 2108 Seattle Tower, Seattle, WA 98101.**PROGRAMMING DESCRIPTION**
KFQD: MUSIC: adult contemporary. NEWS: at :60. FEATURES: public opinion talk show nightly 10 pm-midnight. Contact Representative for further details. Rec'd 12/11/78.

- PERSONNEL**
President—Matthew N. Clapp, Jr.
Exec. Vice-Pres. & Gen'l Mgr.—Roy Robinson.
- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
50,000 w.; 750 khz. Non-directional.
Operating schedule: 24 hours daily. YST.
- AGENCY COMMISSION**
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Service: 82.
FM facilities: KWHL (FM).
Affiliated with McGavren-Guild Radio Network.

PER WK/LESS:	TIME RATES					
	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	74	72	70	68	66	66
30 sec	64	62	60	58	56	56

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	50	48	46	44	42	42
30 sec	44	42	40	38	36	36

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	48	46	44	42	40	40
30 sec	42	40	38	36	34	34

PER WK/LESS:	TIME RATES					
	1 min <th>10 ti</th> <th>20 ti</th> <th>30 ti</th> <th>40 ti</th> <th>50 ti</th>	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	25	24	23	22	21	21
30 sec	22	21	20	19	18	18

- SPOT ANNOUNCEMENTS**
CLASS AAAA
PER WK/LESS: 1 ti 10 ti 20 ti 30 ti 40 ti
PER YR, CONTRACT: 250x 500x 750x 1500x
1 min 74 72 70 68 66
30 sec 64 62 60 58 56
CLASS AAA
1 min 50 48 46 44 42
30 sec 44 42 40 38 36
CLASS AA
1 min 48 46 44 42 40
30 sec 42 40 38 36 34
CLASS A
1 min 25 24 23 22 21
30 sec 22 21 20 19 18
- PERSONNEL**
Business Manager—Diana Ostrom.
Sales Manager—Robert Gardner.
General Manager—Jack Frost.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 550 khz. Non-directional.
Operating schedule: 24 hours daily. YST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 28b.
Contracts: 40a, 41, 42b.
Cancellation: 71b.
Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	996	1434	860	1230	3924	3280
30 sec	860	1230	3924	3280	3120	2680

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	814	1170	704	1005	3120	2680
30 sec	704	1005	3120	2680	3120	2680

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	814	1170	704	1005	3120	2680
30 sec	704	1005	3120	2680	3120	2680

- SPOT ANNOUNCEMENTS**
DAYTIME AUDIENCE—20%AAA, 30%AAA, 50%AA
PER WK/LESS: 20 ti 30 ti
1 min 996 1434
30 sec 860 1230
PER MO/LESS: 1 min 30 sec
80 ti TAP—10%AAAA, 20%AAA, 40%AA, 30%A
PER WK/LESS: 20 ti 30 ti
1 min 814 1170
30 sec 704 1005
TAP—10%AAAA, 20%AAA, 40%AA, 30%A
PER MO/LESS: 1 min 30 sec
80 ti 3120 2680
SPECIAL AUDIENCE PLAN—FIRM SCHEDULE
PER WK: 1 min 30 sec
7 days+ TAP I 1092 924
30 days+ 4440 3720
7 days+ TAP II 1008 868
30 days+ 4080 3720
TAP I: AAAA, AAA, AA, A, 1 each day Mon thru Sat; AAA, 2 Sun; AA & A, 1 Sun.
TAP II: AAAA, 1 Tues, Thurs & Sat; AAA, 1 Mon, Wed, Fri & Sat, 2 Sun; AA, 2 each day Mon thru Fri, 1 Sat & Sun; A, 1 each day Mon thru Sun.

KGOT (FM)

1975
ANCHORAGEMedia Code 4 202 3250 6.00 Mid 008217-000
Bingham Broadcasting Co.
2800 E. Dowling Rd., Anchorage, AK 99507. Phone 907-563-3555.

- REPRESENTATIVES**
Weiss & Powell, Inc.
WA, OR—The Tacher Company.
Rates have been temporarily withdrawn by station.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

KHAR

1961
ANCHORAGE

EASTMAN RADIO, INC.

Beautiful Music

Media Code 4 202 3500 4.00 Mid 008218-000
Sourdough Broadcasters Inc.
South Station, Box 111566, Anchorage, AK 99511. Phone 907-522-3422.**PROGRAMMING DESCRIPTION**
KHAR: Programmed for adults 25+. MUSIC: Beautiful. Contact Representative for further details. Rec'd 9/29/78.

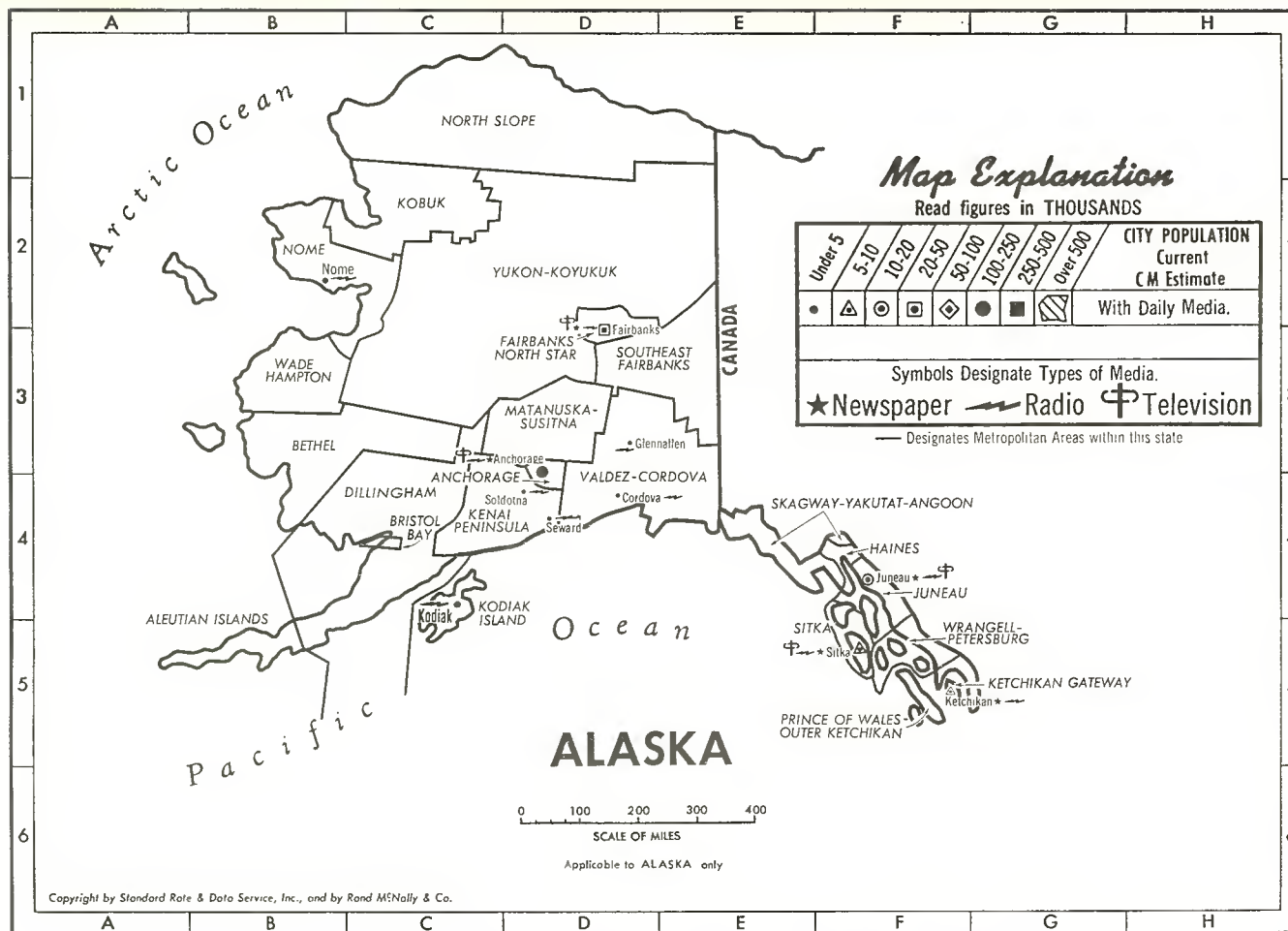
- PERSONNEL**
President—Patricia E. Harpel.
Gen'l & Sales Mgr.—Ronald Clement.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5000 w.; 590 khz. Non-directional.
Operating schedule: 24 hours daily. YST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62c.
Cancellation: 71a.
FM facilities: KKLK (FM).
Affiliated with Eastman Radio Network.

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	814	1170	704	1005	3120	2680
30 sec	704	1005	3120	2680	3120	2680

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	814	1170	704	1005	3120	2680
30 sec	704	1005	3120	2680	3120	2680

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	45	43	40	38	41	38
30 sec	36	34	32	30	21	28
AA	32	30	27	25	27	25
A	24	23	21	20	19	16

PER WK/LESS:	TIME RATES					
	1 min	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	42	39	37	35	37	34
30 sec	33	31	30	28	26	25
AA	30					



The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

ALASKA

State, County, City, Metro Area Data

ALASKA

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Anchorage—Anchorage Juneau—Juneau

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				—Total Retail Sales—		Retail Sales—1984 —By Selected Store Types						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)				
			Per Household (\$000)	% Distribution of Households			Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)							
				14999	15000 to 34999	35000 to 49999												50000 and over			
ALASKA STATE TOTALS.....	499.7	166.20	7,515,278	45,218	16.9	26.8	17.6	38.7	2,771,470	16,676	582,887	87,231	378,871	136,275	154,602	473,588	242,365	267.39	17.0	11.82	
ALEUTIAN ISLANDS																					
B-5.....	8.8	1.92	86,134	44,861	20.6	35.8	16.9	26.7	30,418	15,843	6,474	986	4,257	1,478	1,645	5,184	2,672	2.30	.4	.34	
ANCHORAGE D-3.....	219.2	76.99	3,805,310	49,426	14.3	26.5	17.5	41.7	1,321,270	17,162	276,009	40,879	178,209	65,410	74,971	226,116	115,250	138.04	11.6	6.56	
Anchorage.....	219.2	76.99	3,805,340	49,426					1,321,270	17,162	276,009	40,879	178,209	65,410	74,971	226,116	115,250	138.04	11.6	6.56	
Anchorage Metro Area.....	219.2	76.99	3,805,310	49,426	14.3	26.5	17.5	41.7	1,321,270	17,162	276,009	40,879	178,209	65,410	74,971	226,116	115,250	138.04	11.6	6.56	
BETHEL B-4.....	13.4	3.30	101,419	30,733	34.5	31.3	14.4	19.8	47,773	14,477	10,409	1,640	6,996	2,264	4,234	8,098	4,234	1.14		.07	
BRISTOL BAY C-4.....	1.2	.29	19,404	66,910	10.6	18.2	23.3	47.9	5,309	18,307	1,095	159	697	266	311	911	461	.55	.1	.03	
DILLINGHAM C-4.....	5.6	1.47	57,051	38,810	30.8	26.8	17.3	25.1	22,562	15,348	4,846	748	3,214	1,086	1,191	3,837	1,989	1.18		.03	
FAIRBANKS NORTH STAR D-3.....	64.8	22.33	884,306	39,602	23.0	28.9	16.6	31.6	357,546	16,012	75,939	11,533	49,832	17,406	19,445	60,964	31,384	38.52	3.6	1.86	
HAINES E-4.....	2.0	.70	24,168	34,526	24.9	32.9	20.7	21.6	10,874	15,534	2,324	356	1,534	526	582	1,852	957	1.31		.02	
JUNEAU F-4.....	24.8	9.03	481,158	53,284	9.7	23.0	19.6	47.7	161,912	17,930	33,481	4,881	21,398	8,096	9,418	27,771	14,070	13.94	.2	.49	
Juneau.....	24.8	9.03	481,158	53,284					161,912	17,930	33,481	4,881	21,398	8,096	9,418	27,771	14,070	13.94	.2	.49	
KENAI PENINSULA D-4.....	32.6	11.11	439,635	39,571	23.8	27.5	16.7	32.0	179,344	16,143	38,018	5,757	24,902	8,748	9,803	30,592	15,731	19.80	.1	.46	
KETCHIKAN GATEWAY G-5.....	13.5	4.80	213,795	44,541	16.7	24.7	20.9	37.7	82,885	17,268	17,291	2,556	11,150	4,109	4,719	14,189	7,226	7.05	.1	.25	
KOBUK C-2.....	5.9	1.41	49,431	35,057	29.2	30.1	17.2	23.4	21,863	15,506	4,683	720	3,097	1,055	1,163	3,721	1,925	.35		.02	
KODIAK ISLAND C-5.....	11.5	3.57	156,754	43,909	20.3	27.0	19.7	33.0	58,695	16,441	12,386	1,863	8,077	2,876	3,246	10,022	5,139	5.31	.1	.35	
MATANUSKA-SUSITNA D-3.....	24.6	7.98	309,876	38,832	22.2	28.9	18.5	30.4	130,113	16,305	27,510	4,150	17,974	6,364	7,160	22,208	11,401	15.27	.1	.31	
NOME B-2.....	7.8	2.09	66,244	31,696	35.5	29.2	13.3	22.0	30,601	14,642	6,648	1,043	4,456	1,455	1,564	5,191	2,709	1.02		.03	
NORTH SLOPE C-1.....	5.1	1.22	67,612	55,420	16.5	19.7	15.2	48.6	21,026	17,234	4,389	649	2,831	1,042	1,195	3,599	1,834	.41		.04	
PRINCE OF WALES-OUTE F-5.....	4.3	1.29	54,445	42,205	19.9	26.3	24.2	29.6	23,621	16,760	4,543	679	2,950	1,064	1,209	3,695	1,890	1.19		.04	
SITKA F-5.....	9.6	3.06	139,115	45,462	11.5	27.0	23.2	38.3	51,557	17,502	11,133	1,637	7,154	2,664	3,075	9,175	4,663	4.29	.1	.13	
SKAGWAY-YAKUTAT- ANGO E-4.....	4.2	1.34	46,873	34,980	26.8	30.4	16.1	26.7	20,953	15,637	4,480	687	2,959	1,013	1,119	3,567	1,844	1.36		.05	
SOUTHEAST FAIRBANKS D-3.....	7.0	2.11	64,408	30,525	30.6	35.0	16.8	17.6	30,735	14,566	6,689	1,052	4,491	1,458	1,563	5,211	2,723	3.26	.4	.25	
VALDEZ-CORDOVA D-3.....	11.0	3.64	208,599	57,307	18.8	20.4	13.3	47.5	61,707	16,952	12,926	1,923	8,368	3,046	3,477	10,554	5,388	5.71	.1	.26	
WADE HAMPTON B-3.....	5.7	1.17	31,867	27,237	36.4	34.0	14.5	15.1	16,668	14,246	3,647	578	2,461	786	834	2,823	1,480	.17		.01	

ALABAMA

Tuscaloosa—cont

WACT, WACT-FM—cont

	1 ti	26 ti	51 ti	76 ti	100+
	ROS				
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min	20
1 ti	75	40	30	20	15
12 ti	60	30	23	18	15
22+	50	25	20	15	15

6 pm-6 am: 80% of earned rates.

WAQT (FM)

1970
CARROLLTON

Mid 008060-000

See listing under city of license.

WFFX (FM)

1952
TUSCALOOSA

Mid 008204-000

Media Code 4 201 8865 8.00
Keymarket Communications of Alabama, Inc.
15th St. at Forest Lake, Box 2000, Tuscaloosa, AL 35403.
Phone 205-758-5523.

PROGRAMMING DESCRIPTION

WFFX (FM): Programmed for 18-49. MUSIC: Contemporary NEWS: 6, 7, 8 am & noon, locally originated. SPORTS: 6, 7, 8 am & 5 pm, locally originated; Alabama football & basketball. Contact Representative for further details. Rec'd 7/11/84.

1. PERSONNEL

General Manager—George O'Rear.
Sales Manager—Susan Richards.
Program Director—Sander Walker.

2. REPRESENTATIVES

Atlanta, Dallas—Busby, Finch, Latham & Widman.

3. FACILITIES

ERP 100,000 w. circular polarized; 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 15e.
Basic Rates: 20b, 21b, 24b.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70c, 71a.
AM facilities: WRLX.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WHKW (FM)

1977
FAYETTE

Mid 008091-000

See listing under city of license.

WJRD

1936
TUSCALOOSA



Torbet Radio Contemporary Country Music

Media Code 4 201 8900 3.00
GMC Broadcasting Inc.
Drawer 4, Tuscaloosa, AL 35402. Phone 205-339-3700.

PROGRAMMING DESCRIPTION

WJRD: Programmed to adults & young adults, emphasis on music, news, contests & promotions. MUSIC: contemporary country with personalities. NEWS: Emphasis on local; local news staff. 2-way radio equipped news cars, radio equipped plane & boats. SPORTS: 2 local sportscasts daily; University of Alabama football & basketball. SEC football. Contact Representative for further details. Rec'd 7/31/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jim Smith.
Vice President—Walter B. Grant.
Program Director—Steve Russell.
Operation—Sammy Watson.
Sales Manager—Dan Tidwell.
Development Director—Dave Lawrence.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w., 1,000 w. nights; 1150 khz. Directional nights.
Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b.
Rate Protection: 10d, 11d, 12d, 13d, 14c.
Basic Rates: 20a, 23, 24a, 25, 26, 27a.
Contracts: 40a, 41b, 42a, 43a, 44a.
Cancellation: 70b, 70f, 72, 73b.
Affiliated with CBS Radio Network.
Affiliated with TRN Farm News Network.
Affiliated with Supernet.

TIME RATES

Eff _____ Rec'd 2/14/84.

6. SPOT ANNOUNCEMENTS

	MON THRU FRI 6-10 AM & 3-7 PM				
PER WK:	12 ti	18 ti	24 ti	36 ti	
1 min	15.00	14.00	13.00	9.50	
30 sec	11.00	10.50	10.00	9.50	
	MON THRU FRI 10 AM-3 PM				
1 min	13.50	12.50	11.50	8.00	
30 sec	9.50	9.00	8.50	8.00	
	MON THRU FRI 8 PM-6 AM; SAT & SUN ALL DAY				
1 min	13.00	11.50	10.50	7.50	
30 sec	9.00	8.50	8.00	7.50	

7. PACKAGE PLANS

	ROS—MON THRU SUN 6 AM-8 PM				
PER	1 min	30 sec			
MO:	100 ti	75 ti	50 ti	100 ti	75 ti
Ea	9.00	9.50	10.00	7.00	7.50

WNPT

1951
TUSCALOOSA

Media Code 4 201 8970 6.00
West Alabama Broadcasting Co. Inc.
Box 2787, Tuscaloosa, AL 35403. Phone 205-758-3311.
1 min rate 1x: 9.50.

WRLX

1946
TUSCALOOSA

Media Code 4 201 9040 7.00
Keymarket Communications of Alabama, Inc.
15th St. at Forest Lake, Box 2000, Tuscaloosa, AL 35403.
Phone 205-758-5523.

PROGRAMMING DESCRIPTION

WRLX: Target audience 35+. MUSIC: Easy Listening. NEWS: 6, 7, 8 am & noon, locally originated. SPORTS: 6, 7, 8 am & 5 pm, locally originated; Alabama football & basketball. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

General Manager—George O'Rear.
Sales Manager—Susan Richards.
Program Director—Don Vaughn.

2. REPRESENTATIVES

Atlanta, Dallas—Busby, Finch, Latham & Widman.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 28b.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 73a.
FM facilities: WFFX (FM).
Affiliated with KBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WTSK

(formerly WTUG)
1958
TUSCALOOSA

Media Code 4 201 9110 8.00
Radio South Inc.
142 Skyland Blvd., Tuscaloosa, AL 35405. Phone 205-345-1415.
1 min rate 1x: 7.00.

WTUG (FM)

1979
TUSCALOOSA

Media Code 4 201 9127 2.00
Radio South Inc.
142 Skyland Blvd., Tuscaloosa, AL 35405. Phone 205-345-7200.

2. REPRESENTATIVES

Weiss & Powell, Inc.
1 min rate 1x: 12.00.

Tuscumbia

Colbert County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Florence-Sheffield (including Muscle Shoals, Tuscumbia)

Tuskegee

Macon County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WBIL

1952
TUSKEGEE

News & Information

ndb

RAB

Media Code 4 201 9215 5.00
WBIL All Channel TV Service Inc.
Union Springs Hwy., Box 666, Tuskegee, AL 36083.
Phone 205-727-2100.

PROGRAMMING DESCRIPTION

WBIL: News & Information. RELIGIOUS: all day Sun.
Rec'd 12/27/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—George Clay.

3. FACILITIES

500 w.; 580 khz.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 5 Eff 12/1/83—Rec'd 11/21/83.
AA—6-9 am & 3:30 pm sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA					A					
PER	10 ti	15 ti	20 ti	25 ti	10 ti	15 ti	20 ti	25 ti			
WK:	10.00	9.00	8.00	7.00	8.00	7.20	6.60	5.80			
1 min	9.00	8.00	7.00	6.00	7.00	6.20	5.60	5.00			
30 sec	9.00	8.00	7.00	6.00	7.00	6.20	5.60	5.00			

Fixed position, within 5 min, extra 10%.
Minimum order 50.00.

7. PACKAGE PLANS

	BULK, ROS		1 min	30 sec
PER MO:	100 ti	ea	5.00	4.50
				(SMD)

WBIL-FM

1975
TUSKEGEE

Urban Contemporary

ndb

Media Code 4 201 9222 1.00
New World Communications, Inc.
Union Springs Hwy., Box 666, Tuskegee, AL 36083.
Phone 205-727-2100.

PROGRAMMING DESCRIPTION

WBIL-FM: MUSIC: R & B, Jazz, MOR. Rec'd 11/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—George Clay.

3. FACILITIES

ERP 2,700 w. (horiz.), 2,700 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 5-11 am. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 5 Eff 12/1/83—Rec'd 11/21/83.
AA—6-9 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA					A					
PER	10 ti	15 ti	20 ti	25 ti	10 ti	15 ti	20 ti	25 ti			
WK:	10.00	9.00	8.00	7.00	8.00	7.20	6.60	5.80			
1 min	9.00	8.00	7.00	6.00	7.00	6.20	5.60	5.00			
30 sec	9.00	8.00	7.00	6.00	7.00	6.20	5.60	5.00			

Fixed position, within 5 min, extra 10%.
Minimum order 50.00.

7. PACKAGE PLANS

	BULK, ROS		1 min	30 sec
PER MO:	100 ti	ea	5.00	4.50

10. SPECIAL FEATURES

5-min newscasts—2 x 1-min rate.

Union Springs

Bullock County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WSCA (FM)

1977
UNION SPRINGS

Media Code 4 201 9226 0.00
See SRDS Spot Radio Small Markets Edition.

Vernon

Lamar County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WVSA

1966
VERNON

Mid 008207-000

See SRDS Spot Radio Small Markets Edition.

Wetumpka

Elmore County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WETU

1954
WETUMPKA

Mid 008208-000

See SRDS Spot Radio Small Markets Edition.

Winfield

Marion County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WEZQ

1953
WINFIELD

Mid 008209-000

See SRDS Spot Radio Small Markets Edition.

York

Sumter County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WSLY (FM)

1976
YORK

Mid 008210-000

See SRDS Spot Radio Small Markets Edition.

WYLS

1970
YORK

Mid 008211-000

See SRDS Spot Radio Small Markets Edition.

WHBB

1935
SELMA



Media Code 4 201 8200 8.00 Mid 008184-000
Holder Communications dba WHBB/WTUN
505 Lauderdale St., Box 1055, Selma, AL 36702. Phone
205-875-3350.

PROGRAMMING DESCRIPTION

WHBB: MUSIC: Country daytime, Urban Contemporary nights. TALK: guest show M-F 9:30 am-noon; talk show M-F 1-2 pm. NEWS: local w/staff of 3; network at :55; state & AP. FARM: M-Sat 4:45-6 am, commentator direct from farm; 12:30-1 pm, marketing report. SPORTS: high school & U football & basketball; pro football. Contact Representative for further details. Rec'd 6/1/84.

1. PERSONNEL

General Manager—George Swift, Jr.
Business Manager—Jamie Wallace.

2. REPRESENTATIVES

Busby, Finch, Latham & Widman.

3. FACILITIES

1,000 w. days; 250 w. nights; 1490 khz.
Operating schedule: 4 am-midnight. CST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21c, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 82.
FM facilities: WTUN (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with TRN Farm News Network.

TIME RATES

No. 18 Eff 4/1/84—Rec'd 6/1/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	YR:	AAA	AA	A	AAA	AA	A
1 ti	312x	11.77	10.00	8.53	9.41	8.00 6.82
12 ti	624x	11.41	9.71	8.24	9.13	7.76 6.59
18 ti	936x	11.07	9.52	8.07	8.86	7.61 6.46
24 ti	1248x	10.74	9.33	7.91	8.59	7.46 6.33
30 ti	1560x	10.41	9.14	7.74	8.33	7.32 6.19
36 ti	1872x	10.09	8.95	7.59	8.07	7.16 6.07
42 ti	2148x	9.80	8.85	7.44	7.83	7.08 5.95
48 ti	2496x	9.51	8.67	7.28	7.60	6.94 5.82
60 ti	3120x	9.21	8.49	7.14	7.36	6.80 5.72

7. PACKAGE PLANS

WEEKLY	1 min	30 sec
12 ti (2AAA, 3AA, 7A)	109.60	87.65
18 ti (4AAA, 4AA, 10A)	163.06	130.47
24 ti (5AAA, 6AA, 13A)	212.46	169.98
30 ti (6AAA, 8AA, 16A)	259.47	207.53
36 ti (7AAA, 9AA, 20A)	303.01	242.39
42 ti (8AAA, 11AA, 23A)	346.74	277.51
48 ti (10AAA, 12AA, 26A)	388.46	310.71
60 ti (12AAA, 18AA, 30A)	477.68	382.32

DISCOUNT

13 wk—10% 52 wk—20%

26 wk—15%

8. PROGRAM TIME RATES

1 hr 247.07 5 min 17.65

10. SPECIAL FEATURES

COL. MILES HARDY FARM SHOW: 6 days
Per wk participating 10.65

WIGC (FM)

1972
TROY

Mid 008196-000

See listing under city of license.

WMRK

1946
SELMA



Media Code 4 201 8235 4.00 Mid 008185-000
Alexander Broadcasting Co. Inc.
Rt. 2, Persimmon Tree Rd., Box 460A, Selma, AL 36701.
Phone 875-9360, 9361.

2. REPRESENTATIVES

Frederick W. Smith.
1 min rate 1x: 7.75.

WTQX

1956
SELMA

Media Code 4 201 8270 1.00 Mid 008186-000
WTQX Radio
27 1/2 Franklin St., Selma, AL 36701. Phone 205-874-
9062.
1 min rate 1x: 8.00.

WTUN (FM)

1965
SELMA



Media Code 4 201 8300 6.00 Mid 008187-000
Holder Communications dba WHBB/WTUN
505 Lauderdale St., Box 1055, Selma, AL 36702. Phone
205-875-3350.

PROGRAMMING DESCRIPTION

WTUN (FM): Programmed for 24-54 age appeal. MUSIC: Adult Contemporary. NEWS: Local, written & delivered by local staff of 3; network at :60; AP. FARM: 6-7 am & 12N-1 pm. SPORTS: U football & basketball plus other college & pro games, auto races, local high school & junior college; local sports reporter. Contact Representative for further details. Rec'd 5/1/84.

1. PERSONNEL

General Manager—George Swift, Jr.
Business Manager—Jamie Wallace.

2. REPRESENTATIVES

Southern Spot Sales, Inc.
MidSouth Spot Sales, Inc.

3. FACILITIES

ERP 2,500 w. (horiz.), 2,500 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 4 am-midnight. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21c, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 82.
AM facilities: WHBB.

TIME RATES

No. 2 Eff 4/1/84—Rec'd 6/1/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	YRLY:	AAA	AA	A	AAA	AA	A
1 ti	312x	11.77	10.00	8.53	9.41	8.00 6.82
12 ti	624x	11.41	9.71	8.24	9.13	7.76 6.59
18 ti	936x	11.07	9.52	8.07	8.86	7.61 6.46
24 ti	1248x	10.74	9.33	7.91	8.59	7.46 6.33
30 ti	1560x	10.41	9.14	7.74	8.33	7.32 6.19
36 ti	1872x	10.09	8.95	7.59	8.07	7.16 6.07
42 ti	2148x	9.80	8.85	7.44	7.83	7.08 5.95
48 ti	2496x	9.51	8.67	7.28	7.60	6.94 5.82
60 ti	3120x	9.21	8.49	7.14	7.36	6.80 5.72

7. PACKAGE PLANS

WEEKLY	1 min	30 sec
12 ti (2AAA, 3AA, 7A)	109.60	87.67
18 ti (4AAA, 4AA, 10A)	163.06	130.47
24 ti (5AAA, 6AA, 13A)	212.46	169.98
30 ti (6AAA, 8AA, 16A)	259.47	207.53
36 ti (7AAA, 9AA, 20A)	303.01	242.39
42 ti (8AAA, 11AA, 23A)	346.74	277.51
48 ti (10AAA, 12AA, 26A)	388.46	310.71
60 ti (12AAA, 18AA, 30A)	477.68	382.32

CONTRACT DISCOUNT

13 wk—10% 52 wk—25%

26 wk—15%

8. PROGRAM TIME RATES

1 hr 247.07 5 min 17.65

10. SPECIAL FEATURES

COL. MILES HARDY FARM SHOW: 6 days
Per wk participating 10.65

Sheffield

Colbert County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Florence-Sheffield

(including Muscle Shoals, Tuscumbia)

Stevenson

Jackson County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WVSV (FM)

1977
STEVENS

Mid 008188-000
See SRDS Spot Radio Small Markets Edition.

Sylacauga

Talladega County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WFEB

1944
SYLACAUGA

Mid 008189-000
See SRDS Spot Radio Small Markets Edition.

WMLS-FM

1959
SYLACAUGA

Mid 030306-000
See SRDS Spot Radio Small Markets Edition.

WYEA

1948
SYLACAUGA

Mid 008190-000
See SRDS Spot Radio Small Markets Edition.

Talladega

Talladega County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WEYY

1956
TALLADEGA

Mid 008191-000
See SRDS Spot Radio Small Markets Edition.

WHTB (FM)

1972
TALLADEGA

Mid 008192-000
See SRDS Spot Radio Small Markets Edition.

WNUZ

1945
TALLADEGA

Mid 008193-000
See SRDS Spot Radio Small Markets Edition.

Tallassee

Elmore County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WTLS

1954
TALLASSEE

Mid 008194-000
See SRDS Spot Radio Small Markets Edition.

Thomasville

Clarke County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WJDB

1956
THOMASVILLE

WJDB-FM

1972
THOMASVILLE

Mid 008195-000
See SRDS Spot Radio Small Markets Edition.

Troy

Pike County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WIGC (FM)

1972
TROY

Mid 008196-000

Media Code 4 201 8725 4.00 Mid 008196-000
Shelley Broadcasting Co., Inc.
231 Highway South, Box 708, Troy, AL 36081. Phone
205-566-5545.

PROGRAMMING DESCRIPTION

WIGC (FM): Programmed for adults 25-54. MUSIC: adult Contemporary flavored with traditional MOR artists. NEWS: local newstaff of 3 provides news & weather coverage, at :30. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

President—H. Jack Mizell.
General Sales Manager—Lila Destits.
Program Director—Dan Day.

2. REPRESENTATIVES

Jack Bolton Associates.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,854 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15c, 16.
Basic Rates: 21a, 22a, 24c, 25a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 51b.

TIME RATES

Eff—Rec'd 12/28/84.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

1 min AAA AA A AAA AA A
22 18 15 30 sec 19 16 13
Rates are preemptible by volume.

(SMD) (CR-3) (D)

WTBF

1946
TROY



Media Code 4 201 8760 1.00 Mid 008197-000
Troy Broadcasting Corp.
College Drive, Box 747, Troy, AL 36081. Phone 205-566-
0300.

PROGRAMMING DESCRIPTION

WTBF: Programmed for adults days; young adults nights & wknds. MUSIC: Adult Contemporary. NEWS: network at :60; local & state at :05; community news, agriculture weather, farm agent reports & market news. SPORTS: U football, high school games & youth play-offs. Contact Representative for further details. Rec'd 6/1/82.

1. PERSONNEL

General Manager—Asa Dudley.
Sales Manager—Jim Roiling.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

5,000 w., days, 500 w. nights; 970 khz. Directional nights.
Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS and KBS.
Affiliated with TRN Farm News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 12 Eff 10/1/83—Rec'd 9/26/83.

AA—5:45-10 am & 3-7 pm; BTA.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	100 ti	100 ti	100 ti	100 ti	100 ti
7.15	6.65	5.45	5.00	6.05	5.45	4.30 3.80
6.05	5.45	4.65	4.30	4.80	4.30	3.45 3.10
4.80	4.40	3.60	3.20	3.60	3.20	2.35 2.05

(SMD)

Tuscaloosa

Tuscaloosa County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WACT

1958
TUSCALOOSA

WACT-FM

1966
TUSCALOOSA



ALABAMA

Montgomery—cont

WXVI

1947
MONTGOMERY


Media Code 4 201 7325 4.00 Mid 008161-000
WXVI Radio, Inc., Attaway Broadcast Group
422 S. Court St., Box 4280, Montgomery, AL 36195.
Phone 205-263-2459.

PROGRAMMING DESCRIPTION

WXVI: MUSIC: Blend of R & B, jazz, urban contemporary & classic black oldies; gospel M-F 9 am-noon & 8 pm-12m. NEWS: network; local news; hly with 2-man news team. SPORTS: college football & basketball. FEATURES: Sat 1-hr interview program; Wed 1/2 hr sports talk show. Contact Representative for further details. Rec'd 8/24/84.

1. **PERSONNEL**
President—Wes Attaway.
Operation Consultant—Robert N. Burns.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
5,000 w. days, 1,000 w. night; 1600 khz. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15%; payable in 30 days.

5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d & 6a.
Rate Protection: 10g, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 60a, 60i.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

Eff—Rec'd 2/22/83.

6. **SPOT ANNOUNCEMENTS**
DRIVETIMES—6-10 AM & 3-7 PM

1 min	12 ti	18 ti	24 ti
30 sec	32	30	28
	28	26	24

ROS—1/3 DRIVE, 2/3 NON-DRIVE

1 min	28	26	24
30 sec	24	22	20

WZTN

1963
MONTGOMERY

Media Code 4 201 7342 9.00 Mid 008150-000
WZTN Amendment One Inc.
634 E. Patton Ave., Suite 5, Montgomery, AL 36111.
Phone 205-284-4510.
1 min rate 1x: 12.00.

Moulton

Lawrence County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WHIY

1963
MOULTON

Mid 008162-000
See SRDS Spot Radio Small Markets Edition.

Muscle Shoals

Colbert County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Florence Sheffield
(including Muscle Shoals, Tusculmbia)

Oneonta

Blount County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WCRL

1952
ONEONTA

Mid 008163-000
See SRDS Spot Radio Small Markets Edition.

WKLD (FM)

1968
ONEONTA

Mid 008164-000
See SRDS Spot Radio Small Markets Edition.

Opelika

Lee County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Auburn-Opelika

Opp

Covington County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WAMI

1952
OPP

WAMI-FM

1973
OPP

Mid 008165-000
See SRDS Spot Radio Small Markets Edition.

WOPP

1980
OPP

Media Code 4 201 7577 0.00 Mid 008166-000
Opp Radio Inc.
1101 Cameron Rd., Box 560, Opp, AL 36467. Phone 205-493-4545.

PROGRAMMING DESCRIPTION

WOPP: Programmed for adults & young adults 18-55. MUSIC: current hits, Modern Country & stds. AIR PERSONALITIES handle all segments. NEWS: local 8x; update at :60; local dept. AP. SPORTS: scoreboard, local high school & college coverage, local football. FARM: urban & ranch update 9:45 am, 12:45 pm & 2:45 pm; local interview 9-9:15 am. Contact Representative for further details. Rec'd 7/28/83.

1. **PERSONNEL**
General Manager—Robert H. Boothe, Jr.
Station Manager—Ruth T. Boothe.
Program Director—Wayne Caylor.

2. **REPRESENTATIVES**
Frederick W. Smith.

3. **FACILITIES**
2,500 w. days, 500 w. nights; 1290 khz. Directional.
Operating schedule: 5 am-midnight. CST.

4. **AGENCY COMMISSION**
None; agencies add commission to rates shown.

5. **GENERAL ADVERTISING See coded regulations**
Member: Alabama Information Network.

TIME RATES

No. 1 Eff 10/1/79—Rec'd 11/9/79.

6. **SPOT ANNOUNCEMENTS**

	312x	260x	104x	52x	26x	1x
10 sec	1.45	1.50	1.55	1.60	1.65	1.70
20 sec	2.05	2.10	2.15	2.20	2.25	2.30
30 sec	2.30	2.40	2.50	2.60	2.70	2.80
1 min	2.80	3.00	3.20	3.40	3.60	3.80

Fixed times: To run 13 wks.

Specified time, extra 1.00.

Live spot each spot extra 1.00.

8. PROGRAM TIME RATES

	312x	260x	104x	52x	26x	1x
5 min	7.50	8.00	8.50	9.00	9.50	10.00
			1/4 hr	1/2 hr	1 hr	
Wk days			35.00	60.00	100.00	
Wknds			25.00	40.00	70.00	

Fixed times: To run 13 wks.

Specified time, extra 1.00.

Live spot each spot, extra 1.00.

(SMD) (CR)

Ozark

Dale County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WAYD

1968
OZARK

Mid 008167-000
See SRDS Spot Radio Small Markets Edition.

WOAB (FM)

1967
OZARK

Mid 008168-000
See SRDS Spot Radio Small Markets Edition.

WORJ (FM)

1974
OZARK

Mid 027692-000
See SRDS Spot Radio Small Markets Edition.

WOZK

1953
OZARK

Mid 008169-000
See SRDS Spot Radio Small Markets Edition.

Pell City

St. Clair County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WFHK

1956
PELL CITY

Mid 008170-000
See SRDS Spot Radio Small Markets Edition.

Phenix City

Russell County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Columbus, GA
(including Phenix City, AL)

Piedmont

Calhoun County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WPID

1952
PIEDMONT

Mid 008171-000
See SRDS Spot Radio Small Markets Edition.

Prattville

Autauga County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

See Montgomery
(including Prattville)

Prichard

Mobile County—Map Location B-10.
See SRDS Consumer market map and data at beginning of the state.

See Mobile
(including Chickasaw, Prichard)

Rainsville

De Kalb County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WVSM

1967
RAINSVILLE

Mid 008174-000
See SRDS Spot Radio Small Markets Edition.

Red Bay

Franklin County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WRMG

1968
RED BAY

Mid 008175-000
See SRDS Spot Radio Small Markets Edition.

Roanoke

Randolph County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WELR

1949
ROANOKE

Mid 008176-000
See SRDS Spot Radio Small Markets Edition.

WELR-FM

1968
ROANOKE

Mid 008177-000
See SRDS Spot Radio Small Markets Edition.

Russellville

Franklin County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WKAX

1974
RUSSELLVILLE

Mid 008178-000
See SRDS Spot Radio Small Markets Edition.

WVWR

1949
RUSSELLVILLE

Mid 008179-000
See SRDS Spot Radio Small Markets Edition.

Scottsboro

Jackson County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WKEA

1952
SCOTTSBORO



Media Code 4 201 8000 2.00 Mid 008182-000
KEA Radio, Inc.
Box 966, Scottsboro, AL 35768. Phone 205-574-2156.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Ronald H. Livengood.
Station Manager—Linda B. Wray.
News Director—Denise Jackson.

3. **FACILITIES**
5,000 w. days; 1330 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. **AGENCY COMMISSION**
None; all rates net to station.

5. **GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with NBC Radio Network.

TIME RATES

Eff—Rec'd 3/21/83.

AAA—6-10 am & 3-7 pm.

AA—All other times.

6. **SPOT ANNOUNCEMENTS**

	CLASS AAA			Per wk	Per yr
	1 ti	10 ti	20 ti	100x	
1 min	8.00	7.15	6.65	4.80	
30 sec	5.90	5.30	4.85	3.20	

	CLASS AA			Per wk	Per yr
1 min	6.65	6.30	5.90	4.35	
30 sec	4.85	4.40	4.35	2.40	

8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	40	25	15

(SMD) (CR)

WKEA-FM

1966
SCOTTSBORO

Mid 008180-000
See SRDS Spot Radio Small Markets Edition.

WWIC

1950
SCOTTSBORO

Mid 008181-000
See SRDS Spot Radio Small Markets Edition.

Selma

Dallas County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WALX (FM)

1973
SELMA

Media Code 4 201 8065 5.00 Mid 008183-000
Alexander Broadcasting Co.
Rt. 2, Persimmon Tree Rd., Box 460A, Selma, AL 36701.
Phone 205-875-9360.

2. **REPRESENTATIVES**
Frederick W. Smith.
1 min rate 1x: 7.75.

Montgomery

(including Prattville)

Montgomery County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBAM
1953
MONTGOMERY

Torbet Radio



Media Code 4 201 6940 1.00 Mid 008151-000
Deep South Broadcasting Co.
4740 Radio Rd., Montgomery, AL 36198. Phone 205-288-0150.

Mailing Address: Box 11411, Montgomery, AL 36111.

PROGRAMMING DESCRIPTION

WBAM: Programmed for adults, AIR PERSONALITIES handle all segments. FARM: 6-7 am & noon-1 pm by Director. MUSIC: modern country blended with country gold. NEWS UPI, network news; news director. SPORTS: college football, local sports, mobile units & contacts statewide. NDA weather wire, direct line to fire dept. Contact Representative for further details. Rec'd 3/19/84.

1. PERSONNEL
President—Frances Brennan.
General Manager—Robert G. Brennan.
Program Director—Karl Morgan.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
50,000 w. days; 740 khz. Directional.
500 w. pre-sunrise; 184 w. post-sunset.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 60 days.
Contracts: 40a.
Affiliated with NBC Radio Network.
Affiliated with TRN Farm News Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WBAM-FM
1978
MONTGOMERY



Media Code 4 201 6941 9.00 Mid 008152-000
Deep South Broadcasting Co. Inc.
4740 Radio Rd., Montgomery, AL 36198. Phone 205-288-0150.

Mailing Address: Box 11411, Montgomery, AL 36111.

PROGRAMMING DESCRIPTION

WBAM-FM: Programmed for adults & young adults. MUSIC: Adult Contemporary. NEWS: UPI wire, weather wire, news director, mobile units & contacts statewide. SPORTS: state univ. football & basketball, local sports. Contact Representative for further details. Rec'd 3/19/84.

1. PERSONNEL
President—Frances Brennan.
General Manager—Robert G. Brennan.
Program Director—Mike Rainier.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 730 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 60 days.
Contracts: 40a.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WCOV

1939
MONTGOMERY



Media Code 4 201 7010 2.00 Mid 008153-000
WCOV, Inc.
Box 2505, Montgomery, AL 36105. Phone 205-288-7020, TWX, 810-728-6246.

PROGRAMMING DESCRIPTION

MUSIC: popular stds. NEWS: At :60, 6 min. network, 3 min local; 5 man local news staff; 2 radio equipped news cars. Traffic reports continuous. Weather at :15 & :45. SPORTS: U football; major league baseball. Wall Street Journal, bowl games, world series emphasis on community involvement. COMMERCIAL POLICY: 14 minutes per hr. Rec'd 12/14/81.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Karl Richards.
Reg'l & Nat'l Sales Mgr.—Bill Hiner.
Local Sales Manager—Ed Johnson.
Operations Manager—Joe Marcus.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 1170 khz. Directional—separate patterns day & night.
Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21b.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 70c, 71a.
Prod. Services: 82.
TV facilities: WCOV-TV.
Affiliated with CBS Radio Network.
Affiliated with Satellite Music Network.
Member: Capitol Agri-Net.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WHYY

1930
MONTGOMERY

WHYY-FM

1965
MONTGOMERY



McGAVREN GUILD RADIO

Media Code 4 201 7150 6.00 Mid 008155-000
Holt-Robinson Communications Corp.
3435 Norman Bridge Rd., Box 2744, Montgomery, AL 36105. Phone 205-264-2288, 2289.

PROGRAMMING DESCRIPTION

WHYY: Adult Contemporary with 60% current & 40% Gold; heavy commitment to community involvement. COMMERCIAL POLICY: 12 min per hr.
WHYY-FM: Adult Contemporary playing Current Hits & Oldies; emphasis on AIR PERSONALITIES & community involvement. COMMERCIAL POLICY: 11 min per hr. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL
President—Bob Robinson.
General Manager—Ann Collier.
Operation Director—Larry Stevens.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days, 1,000 nights; 1440 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w. circular polarized; 101.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,050 ft. above average terrain.

Simulcast Mon thru Sun 5-10 am.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.
Basic Rates: 21a, 22a, 24c, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WIGC (FM)

1972
TROY



(This is a paid duplicate of the listing under Troy, Alabama.)



Media Code 4 201 8725 4.00 Mid 008196-000
Shelley Broadcasting Co., Inc.
231 Highway South, Box 708, Troy, AL 36081. Phone 205-566-6545

PROGRAMMING DESCRIPTION

WIGC (FM): Programmed for adults 25-54. MUSIC: adult Contemporary flavored with traditional MOR artists. NEWS: local newstaff of 3 provides news & weather coverage, at :30. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL
President—H. Jack Mizell.
General Sales Manager—Lila Destits.
Program Director—Dan Day.

2. REPRESENTATIVES
Jack Bolton Communications.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,854 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15c, 16.
Basic Rates: 21a, 22a, 24c, 25a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 51b.

TIME RATES

Eff—Rec'd 12/28/84.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

AAA AA A
1 min 22 18 15 30 sec 19 16 13
Rates are preemptible by volume.

(SMD) (CR-3) (D)

WIQR

(formerly WPXC)
1969
PRATTVILLE



Media Code 4 201 7176 1.00 Mid 008172-000
JMB Communications, Inc.
Box 9098, Prattville, AL 36067. Phone 205-365-6727.

2. REPRESENTATIVES
Frederick W. Smith.
1 min rate 1x: 10.50.



WLSQ

1953
MONTGOMERY



Media Code 4 201 7202 5.00 Mid 008157-000
Brien Broadcasting Corp.
Box 5000, 10 High St., Montgomery, AL 36192. Phone 205-832-4295.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 25.00.

WLWI (FM)

1969
MONTGOMERY



HILLIER, NEWMARK, WECHSLER & HOWARD

Uptown Country



Media Code 4 201 7211 6.00 Mid 008158-000
Colonial Broadcasting Co. Inc.
671 S. Perry, Montgomery, AL 36109. Phone 205-264-7392.

Mailing Address: Box 4999, Montgomery, AL 36101.

PROGRAMMING DESCRIPTION

WLWI (FM): Uptown country, audience 18+ adults. MUSIC: current hits & oldies. AIR PERSONALITIES. NEWS: at :40, updates at :10. 4 person staff, mobile unit, AP & network. Weather. FARM: news & information wkly. SPORTS: at :10 in AM/PM news & nighttime. COMMERCIAL POLICY: 10 minutes per hour limit. Contact Representative for further details. Rec'd 5/19/83.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Don Markwell.
General Sales Manager—Sammy George.
Program Manager—Sam Faulk.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 100,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 12a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 24a, 21c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Affiliated with RKO TWO.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WMGY

1946
MONTGOMERY

Media Code 4 201 7220 7.00 Mid 008159-000
George H. Buck Jr.
2305 Upper Wetumpka Rd., Montgomery, AL 36107.
Phone 205-834-3710.
1 min rate 1x: 7.00.

WQIM (FM)

1977
PRATTVILLE



Media Code 4 201 7247 0.00 Mid 008173-000
Downs Broadcasting Inc.
E. Main St., Pratt Plaza Mall, Box 604, Prattville, AL 36067. Phone 205-365-0393.

PROGRAMMING DESCRIPTION

WQIM (FM): Super Soul format. Contact Representative for further details. Rec'd 2/8/79.

1. PERSONNEL
President—Paul H. Downs.
General Manager—W. Huntsberry.
Prog. Dir. & Oper. Mgr.—Frenche Be.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 3,000 w.; 95 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 230 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Supernet.

TIME RATES

No. 3 Eff 2/1/83—Rec'd 3/4/83.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—Mon thru Sun 1-6 am.

GRID:	CLASS AAA												
	1 min		30 sec		1 min		30 sec						
I	6	12	11	18	11	24	6	12	11	18	11	24	11
II	29	27	25	23	25	23	23	21	19	17	15	13	11
III	27	25	23	21	23	21	19	17	15	13	11	9	7
IV	25	23	21	19	21	19	17	15	13	11	9	7	5
V	23	21	19	17	19	17	15	13	11	9	7	5	3
CLASS AA													
I	29	27	25	23	25	23	21	19	17	15	13	11	9
II	27	25	23	21	23	21	19	17	15	13	11	9	7
III	25	23	21	19	21	19	17	15	13	11	9	7	5
IV	23	21	19	17	19	17	15	13	11	9	7	5	3
V	21	19	17	15	17	15	13	11	9	7	5	3	1
CLASS A													
I	23	21	19	17	19	17	15	13	11	9	7	5	3
II	21	19	17	15	17	15	13	11	9	7	5	3	1
III	19	17	15	13	15	13	11	9	7	5	3	1	0
IV	17	15	13	11	13	11	9	7	5	3	1	0	0
V	16	14	12	10	11	9	7	5	3	1	0	0	0

7. PACKAGE PLANS

GRID:	TAP												
	1 min		30 sec		1 min		30 sec						
I	6	12	11	18	11	24	6	12	11	18	11	24	11
II	29	27	25	23	25	23	23	21	19	17	15	13	11
III	28	26	24	22	24	22	22	20	18	16	14	12	10
IV	26	24	22	20	22	20	18	16	14	12	10	8	6
V	24	22	20	18	20	18	16	14	12	10	8	6	4
V	22	20	18	16	18	16	14	12	10	8	6	4	2

WREZ (FM)

1961
MONTGOMERY



Media Code 4 201 7275 1.00 Mid 008160-000
Brien Broadcasting Corp.
Box 5000, Capitol Towers, Montgomery, AL 36192.
Phone 205-832-4295.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 25.00.

ALABAMA

Mobile—cont

WABB-FM

1973
MOBILE



Christal Radio

Media Code 4 201 6101 0.00 Mid 008137-000
WABB Inc.
1551 Springhill Ave., Box 2148, Mobile, AL 36601. Phone
205-432-5572.

PROGRAMMING DESCRIPTION

WABB-FM: MUSIC: Adult Contemporary top album hits & oldies, featuring personality team. Contact Representative for further details. Rec'd 8/27/81.

- PERSONNEL**
Pres., Nat'l Sales & Gen'l Mgr.—Bernard Dittman.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST
Antenna ht.: 1,050 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 10-5 am & Sun 1 pm-9 am. For simulcast facilities see WABB.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 82a, 82b, 82d.
Cancellation: 70a, 70b, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Christal Radio Network.
Sold in combination with WABB. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 10% from AM/FM combination.

WBLX (FM)

1973
MOBILE



HILLIER, NEWMARK, WECHSLER & HOWARD



A Beasley Station

Media Code 4 201 6135 8.00 Mid 008138-000
Trio Broadcasters Inc.
1204 Dauphin St., Box 2823, Mobile, AL 36652. Phone
205-432-7609.

PROGRAMMING DESCRIPTION

WBLX (FM): Programmed for adults 18+. MUSIC: R & B, album cuts. NEWS: network at :20, local at :24. Contact Representative for further details. Rec'd 7/30/82.

- PERSONNEL**
General Manager—Larry L. Williams.
Sales Manager—Harry Williams.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 63,000 w. (horiz.), 63,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 470 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 24b, 25c, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with RKO ONE.

TIME RATES

No. 16 Eff 9/1/83—Rec'd 10/10/83.
AAA—Mon thru Sat 6-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**

	AAA	AA
6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti		
1 min	70 67 64 61 63 60 57 54	
30 sec	56 54 51 49 50 48 46 44	
10 sec: 50% of 1-min.		

WDLT (FM)

1980
CHICKASAW

Adult Contemporary



Media Code 4 201 6152 3.00 Mid 008140-000
EJM Broadcasting
2402 Wolf Ridge Rd., Mobile, AL 36618. Phone 205-344-3698.

PROGRAMMING DESCRIPTION

WDLT (FM): Programmed for adults & young adults. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 8/8/84.

- PERSONNEL**
President—Edmond J. Muniz.
General Manager—Robert E. Barnett.
Oper. Mgr. & Prog. Dir.—Jim Cassidy.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 3,000 (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 10th of month.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGOK

1958
MOBILE

Media Code 4 201 6170 5.00 Mid 008139-000
Roberts Broadcasting Inc.
Box 1425, Mobile, AL 36633. Phone 205-432-8661.

- REPRESENTATIVES**
Roslin Radio Sales.
1 min rate 1x: 19.00.

WKRQ

1946
MOBILE



Katz Radio

CBS Radio Network

Media Code 4 201 6240 6.00 Mid 008141-000
WKRG TV Inc.
555 Broadcast Dr., Box 160587, Mobile, AL 36616. Phone
205-479-5555. TWX, 205-342-7286.

PROGRAMMING DESCRIPTION

WKRG: MUSIC: MOR. NEWS: nat'l network at :60 & :30; local news at :55; blocks 6:30-8:30 am. Female talk show 10 am-noon. Open line talk show 12:30-2 pm. News block 5-6 pm. SPORTS: major league baseball, pro, college & high school football, college basketball & specials. FARM: 5-5:30 am M-F. Contact Representative for further details. Rec'd 12/2/83.

- PERSONNEL**
General Manager—Rocky Reich.
Sales Manager—Holcombe Kelly.
Program Director—Dick Scott.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
1,000 w. days, 500 w. nights; 710 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 9a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 22b, 23a, 25a, 27, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 51c.
Comb.; Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
TV facilities: WKRG-TV.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with NBC Radio Network.

TIME RATES

AM/FM COMBINATION
No. 4 Eff 8/30/82—Rec'd 9/3/82.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**

EA:	AAA	AA	A	B
1 min	70	65	55	50
30 sec: 80% of 1-min.				

AM only: Deduct 5.00 from AM/FM combination.

WKRG-FM

1947
MOBILE



Katz Radio

Media Code 4 201 6241 4.00 Mid 008142-000
WKRG TV INC.
555 Broadcast Drive, Box 160587, Mobile, AL 36616.
Phone 205-479-5555. TWX, 205-342-7286.

PROGRAMMING DESCRIPTION

WKRG-FM: Top 30 current hits & oldies with emphasis on community involvement. Programmed for 18-49 yr. olds. NEWS: 5 min at :50 AM & PM drive times. COMMERCIAL POLICY: 10 minutes per hour maximum 6 am-7 pm; 8 minutes per hour 7 pm-6 am. Contact Representative for further details. Rec'd 6/8/78.

- PERSONNEL**
General Manager—Rocky Reich.
Program Director—Scott O'Brien.
Sales Manager—Billy Bazzel.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 22b, 23a, 25a, 27, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 51c.
Comb.; Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
TV facilities: WKRG-TV.
Sold in combination with WKRG. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 5.00 from AM/FM combination.

WKSJ

1954
PRICHARD



BLAIR RADIO



Media Code 4 201 6245 5.00 Mid 008143-000
Capitol Broadcasting Corp.
917 Western America Circle, Suite 500, Mobile, AL
36609. Phone 205-344-9900.

PROGRAMMING DESCRIPTION

WKSJ: MUSIC: Contemporary Country format with hits from 60's thru present. NEWS: network, local dept., & public affairs. SPORTS: programs, U football & basketball, auto races. Contact Representative for further details. Rec'd 8/1/83.

- PERSONNEL**
President—Ken Johnson.
General Manager—Jay Childress.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1270 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 46, 48, 49, 51h
Comb.; Cont. Discounts: 60h, 61a.
Cancellation: 70d, 71a, 72, 73b.
Prod. Service: 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKSJ-FM

1971
MOBILE



Media Code 4 201 6250 5.00 Mid 020350-000
Capitol Broadcasting Corp.
917 Western America Circle, Suite 500, Mobile, AL
36609. Phone 205-344-9900.

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

WLPR (FM)

1964
MOBILE



Media Code 4 201 6380 0.00 Mid 008144-000
Sound Broadcast Corp.
31 N. Royal St., Ste. MO5, Box 1944, Mobile, AL 36633.
Phone 205-432-0401.
1 min rate 1x: 23.00.

WMML

1930
MOBILE



Media Code 4 201 6415 4.00 Mid 033878-000
Tillis Communications of Alabama
1257 Springhill Ave., Box 2567, Mobile, AL 36652. Phone
205-438-4514.

- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
Rates have been temporarily withdrawn by station.

WMOO

1965
MOBILE



Media Code 4 201 6450 1.00 Mid 008146-000
Trio Broadcasters Inc.
1204 Dauphin St., Mobile, AL 36604. Phone 205-432-0595.

Mailing Address: Box 1967, Mobile, AL 36633.
1 min rate 1x: 20.00.

WWAX

1947
MOBILE

Media Code 4 201 6660 5.00 Mid 008145-000
Bay Broadcasting Corp.
Box 16425, Mobile, AL 36616. Phone 205-344-3800.

- REPRESENTATIVES**
Jack Bolton Associates.
1 min rate 1x: 20.00.

Monroeville

Monroe County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WMFC

1952
MONROEVILLE

Mid 008148-000
See SRDS Spot Radio Small Markets Edition.

WMFC-FM

1965
MONROEVILLE

Mid 008149-000
See SRDS Spot Radio Small Markets Edition.

WYNI

1982
MONROEVILLE

Mid 031400-000
See SRDS Spot Radio Small Markets Edition.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

- 1. PERSONNEL**
Operations Manager—John Scott.
Program Director—Carrol G. King.
- 2. REPRESENTATIVES**
Frederick W. Smith.
Southeast, Southwest — Busby, Finch, Lathom & Widman.
St. Louis—Eugene F. Gray Co., Inc.
Pearse Sales.
- 3. FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 time only; monthly.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 8.
Basic Rates: 20a, 22a, 23a, 24a, 24b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC Radio Network.
Member: Alabama Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 21 Eff 5/1/82—Rec'd 8/13/82.

AM Drive—Mon thru Sat 6-10 am.
Midday—Mon thru Sun 10 am-3 pm.
PM Drive—Mon thru Sun 3-7 pm.
BTA—Mon thru Sun 6 am-9 pm.
Evening—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti	120 ti
PER YR:	200x	400x	600x	800x	1000x	1200x
AMD	15.00	13.75	12.75	12.00	11.50	11.25
MD	12.25	11.00	10.00	9.25	8.75	8.50
PMD	14.50	13.25	12.25	11.50	11.00	10.75
EVE	9.00	8.00	7.00	6.25	5.75	5.50
BTA	13.25	12.00	11.00	10.25	9.75	9.50

30 SECONDS

AMD	12.00	11.00	10.20	9.60	9.20	9.00
MD	9.80	8.80	8.00	7.40	7.00	6.80
PMD	11.60	10.60	9.80	9.20	8.80	8.60
EVE	7.20	6.40	5.60	5.00	4.60	4.40
BTA	10.60	9.60	8.80	8.20	7.80	7.60

Fixed times (except BTA) extra 10%.

7. PACKAGE PLANS

TAP—1/3DRIVE, 1/3MIDDAY, 1/3EVENING

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER MO:	15 ti	30 ti	45 ti	60 ti	75 ti	100 ti
PER YR:	200x	400x	600x	800x	1000x	1200x
1 min	12.00	10.75	9.75	9.00	8.50	8.25
30 sec	9.60	8.60	7.80	7.80	6.80	6.60

WKEA

1952
SCOTTSBORO

See listing under city of license.

Mid 008182-000

WKZF

(formerly WIXC)
1970
FAYETTEVILLE, TN

See listing under city of license.

Mid 013965-000

WNDA (FM)

1960
HUNTSVILLE



Media Code 4 201 5750 5.00
Wells Broadcasting Co. Inc.
2407 9th Ave. S.W., Huntsville, AL 35805. Phone 534-2432, 534-2434.
1 min rate 1x: 10.85.

Mid 008127-000

WTAK

1968
HUNTSVILLE

Media Code 4 201 5785 1.00
Gant Broadcasting Corporation
6420 Stringfield Rd., Box 554, Huntsville, AL 35804.
Phone 205-859-6100.

Mid 008128-000

PROGRAMMING DESCRIPTION

WTAK: Programmed to 25+ market. MUSIC: Oldies exclusively, 1954-78. AIR PERSONALITIES in all day parts. NEWS: network at :57 or when it happens. Contact Representative for further details. Rec'd 1/22/85.

- 1. PERSONNEL**
Gen'l Mgr. & Sales Mgr.—Tom M. Percer.
Program Director—Rob Hunter.

2. REPRESENTATIVES

Roslin Radio Sales

3. FACILITIES

10,000 w.; 1,000 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 25c.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60a, 60f, 60k.
Cancellation: 70a, 70c, 73a.
Affiliated with ABC Entertainment Network.

TIME RATES

No. GRC 2 Eff 11/15/82—Rec'd 4/24/84.

AM Drive—Mon thru Fri 6-10 am.
PM Drive: Mon thru Fri 3-7 pm; Sat & Sun 10 am-3 pm.
BTA: Mon thru Fri 10-3 am; all other times wknd.

6. SPOT ANNOUNCEMENTS

AMD

WK:	—	1 min	—	—	30 sec	—
GRID:	I	II	III	IV	I	II III IV
12 ti	18	17	16	15	15	14 13 12
18 ti	17	16	15	14	14	13 12 11
24 ti	16	15	14	13	13	12 11 10
36+	15	14	13	12	12	11 10 9

PMD

12 ti	17	16	15	14	14	13 12 11
18 ti	16	15	14	13	13	12 11 10
24 ti	15	14	13	12	12	11 10 9
36+	14	13	12	11	11	10 9 8

BTA

12 ti	16	15	14	13	13	12 11 10
18 ti	15	14	13	12	12	11 10 9
24 ti	14	13	12	11	11	10 9 8
36 ti	13	12	11	10	10	9 8 7

DISCOUNT

52 wk—10% 26 wk—5%

9. PARTICIPATING PROGRAMS

Dick Clark Rock Roll & Remember Sun 10 am-2 pm, major sponsor 160.00 per wk; minor sponsor 80.00 per week.

10. SPECIAL FEATURES

News—incl open & close plus 1 30-sec spot, 12.00.
PER WK: PER WK:
Howard Cosell Sports .. 45 ABC News 45

WZYP (FM)

1958
ATHENS



(This is a paid duplicate of the listing under Athens, Alabama.)

Media Code 4 201 1155 1.00
Athens Broadcasting Co. Inc.
Hines St., Box 389, Athens, AL 35611. Phone 205-233-1414.

WZYP (FM): MUSIC: Hit Contemporary. NEWS: 2-man staff w/local; network via satellite. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Homer F. Dunnivant.
Vice-President—Bill Dunnivant.
Traffic—Mitzi Legg.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w.; 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht: 760 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WJMW.
Affiliated with RKO ONE.
Affiliated with Supernet.

TIME RATES

No. 20 Eff 10/31/84—Rec'd 10/26/84.

Specified—5-10 am, 10-3 pm & 3-8 pm.

BTA—5-1 am.

6. SPOT ANNOUNCEMENTS

SPECIFIED

GRID:	I	II	III	IV
1 min	40	36	33	30
30 sec	30	28	26	24

BTA

1 min	29	27	25	23
30 sec	25	23	21	19

ROS

1 min	21	19	17	15
30 sec	18	16	14	12

(SMD) (D)

Irondale

Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

See Birmingham
(including Homewood, Irondale)

Jackson

Clarks County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WHOD

1950
JACKSON

WHOD-FM

1964
JACKSON

Mid 008129-000

See SRDS Spot Radio Small Markets Edition.

Jasper

Walker County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WARF

1956
JASPER

Mid 008130-000
See SRDS Spot Radio Small Markets Edition.

WPYK

1982
JASPER

Mid 028159-000
See SRDS Spot Radio Small Markets Edition.

WWWB

1946
JASPER

Mid 008131-000
See SRDS Spot Radio Small Markets Edition.

WWWB-FM

1962
JASPER

Mid 008132-000
See SRDS Spot Radio Small Markets Edition.

Lafayette

Chambers County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WTXN

1979
LAFAYETTE

Mid 031411-000
See SRDS Spot Radio Small Markets Edition.

Lanett

Chambers County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WRLD

1940
LANETT, AL-WEST POINT, GA

Mid 009729-000
Licensed as a Lanett, AL-West Point, GA station. See listing under West Point, GA.

Lexington

Lauderdale County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

WWLX

1981
LEXINGTON

Mid 033619-000
See SRDS Spot Radio Small Markets Edition.

Lineville

Clay County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WZZX

1967
LINEVILLE

Mid 008133-000
See SRDS Spot Radio Small Markets Edition.

Luverne

Crenshaw County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WLVN

1970
LUVERNE

Mid 008134-000
See SRDS Spot Radio Small Markets Edition.

Madison

Madison County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Huntsville
(including Madison)

Marion

Perry County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WAJO

1951
MARION

Mid 008135-000
See SRDS Spot Radio Small Markets Edition.

Mobile

(including Chickasaw, Prichard)
Mobile County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABB

1948
MOBILE



Christal Radio

Media Code 4 201 6100 2.00
Voice of Mobile
1551 Springhill Ave., Box 2148, Mobile, AL 36601. Phone 205-432-5572.

PROGRAMMING DESCRIPTION

WABB: Programmed for adults 18-49. MUSIC: current 45's & LP cuts with Solid Gold Hits. NEWS: Skywatch traffic in AM; news staff; 5 min at :20. FEATURES: Community club; Clubwomen, civic organization 18-64; public affairs department, editorials & local information. Contact Representative for further details. Rec'd 7/25/83.

1. PERSONNEL

Pres., Nat'l Sales & Gen'l Mgr.—Bernard Dittman.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

5,000 w.; 1480 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast Mon thru Sat 5-10 am & Sun 9 am-1 pm. For non-simulcast facilities see WABB-FM.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 49, 50, 51a, 51b, 51c.
Comb.: Cont Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70b, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Christal Radio Network.
Affiliated with ABC Contemporary Radio Network.
Affiliated with NBC-Talknet.
Member: Alabama Information Network.

TIME RATES

AM/FM COMBINATION
Eff—Rec'd 1/28/85.

AAA—Mon thru Sat 5-10 am.
AA

ALABAMA

Geneva

Geneva County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WGEA

1953
GENEVA

Mid 008111-000

See SRDS Spot Radio Small Markets Edition.

WGEA-FM

1969
GENEVA

Mid 008112-000

See SRDS Spot Radio Small Markets Edition.

Greenville

Butler County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WGYV

1948
GREENVILLE

Mid 008113-000

See SRDS Spot Radio Small Markets Edition.

WKXN (FM)

1977
GREENVILLE

Mid 008114-000

See SRDS Spot Radio Small Markets Edition.

Guntersville

Marshall County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WGSV

1950
GUNTERSVILLE

Mid 008115-000

See SRDS Spot Radio Small Markets Edition.

WTWX (FM)

1969
GUNTERSVILLE

Mid 008116-000

See SRDS Spot Radio Small Markets Edition.

Haleyville

Winston County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WJBB

1948
HALEYVILLE

Mid 008117-000

See SRDS Spot Radio Small Markets Edition.

WJBB-FM

1979
HALEYVILLE

Mid 008118-000

See SRDS Spot Radio Small Markets Edition.

Hamilton

Marion County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WERH

1950
HAMILTON

Mid 008119-000

See SRDS Spot Radio Small Markets Edition.

WERH-FM

1968
HAMILTON

Mid 008120-000

See SRDS Spot Radio Small Markets Edition.

Hartselle

Morgan County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WHRT

1956
HARTSELLE

Mid 008121-000

See SRDS Spot Radio Small Markets Edition.

Homewood

Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

See Birmingham
(including Homewood, Irondale)

Huntsville

(including Madison)

Madison County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAAY

1946
HUNTSVILLE

M Masla Radio

RAB

Media Code 4 201 5400 7.00 Mid 008122-000
Smith Broadcasting System
1015 County Rd., Box 2041, Huntsville, AL 35804. Phone 205-533-9190.

PROGRAMMING DESCRIPTION

WAAY: Programmed for today's adult contemporary audience. MUSIC: Contemporary Hit Radio. PERSONALITIES: 2-man personality show in AM drive. NEWS: 10-min newscast each hr presented by dir. & news team. Program ea Sun 10 am-2 pm-Casey Casem. Contact Representative for further details. Rec'd 4/25/84.

- PERSONNEL**
General Manager—Glenn Buxton.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
50,000 w. days, 500 w. nights; 1550 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 net on time and talent; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c.
Contracts: 40c, 47a, 48.
Comb.; Cont. Discounts: 60h, 60i.
Cancellation: 70a, 70c.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. GGC-1 Eff 11/1/79—Rec'd 11/1/79.

AAAA—Mon thru Fri 6-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm;
Sun 10 am-7 pm.
A—Mon thru Sun 5-6 am & 7 pm-midnight.

7. PACKAGE PLANS

GRID, WK:	1 MINUTE							
	1	13	25	36+	1	13	25	36+
I	26	24	22	20	24	22	20	18
II	25	23	21	19	23	21	19	17
III	24	22	20	18	22	20	18	16
IV	23	21	19	17	21	19	17	15

GRID, WK:	1 MINUTE							
	1	13	25	36+	1	13	25	36+
I	20	19	17	16	16	15	14	13
II	19	17	16	15	14	13	12	11
III	18	16	15	14	14	13	12	11
IV	17	15	14	13	13	12	11	10

30 sec: 80% of 1-min.
10 sec: 60% of 1-min.
Specified time, extra 10%.

WABT

1983
MADISON
RAB

Media Code 4 201 5435 3.00 Mid 029071-000
The Great American Broadcasting Corp.
200 Main St., Box 36, Madison, AL 35758. Phone 205-772-0661.

PROGRAMMING DESCRIPTION

WABT: Targeted to 18-plus. MUSIC: Modern Country. AIR PERSONALITIES. NEWS: NEWS: at :30 & :60, weather 4x/hr; Mutual news. SPORTS: Nascar Auto Racing. Rec'd 2/23/84.

- PERSONNEL**
General Manager—Wayne H. Steele.
Sales Manager—Chuck Sparks.
Program Director—Marlena Michaels.
- FACILITIES**
500 w.; 1360 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Alabama Information Network.

TIME RATES

No. 3A Eff 9/1/83—Rec'd 8/26/83.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
ROS—Mon thru Sun sign-on/sign-off (25% guaranteed in AA time).

- SPOT ANNOUNCEMENTS**
1 min 30 sec
PER MO: 12 ti 24 ti 36 ti 48 ti 12 ti 24 ti 36 ti 48 ti
AA 7.00 6.50 6.00 5.50 6.00 5.50 5.00 4.50
ROS 6.50 6.00 5.50 5.00 5.50 5.00 4.50 4.00
10 sec: 60% of 1-min.
Add 1.00 for specific days or times.

10. SPECIAL FEATURES

NEWSCASTS/WEATHERCAST
PER DAY: 2 ti 4 ti
Mon-Sat per wk 72 120
Incl open & 30-sec spot; minimum 13 wks.

WAHR (FM)

1959
HUNTSVILLE

ndb

Media Code 4 201 5470 0.00 Mid 008123-000
WAHR Inc.
11th Floor Times Bldg, Huntsville, AL 35801. Phone 205-536-1568.

PROGRAMMING DESCRIPTION

WAHR (FM): MUSIC: mass appeal Current & past Hits targeted to contemporary adults. NEWS: network & local at :50 AM & PM drive. FEATURES: contests. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Arnold Hornbuckle.
Vice-Pres., Sales—Bill Lane.
Station Manager—Art Winkle.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.; Cont. Discounts: 60a, 60c.
Affiliated with ABC FM Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBHP

1937
HUNTSVILLE

Katz Radio

RAB

Media Code 4 201 5540 0.00 Mid 008124-000
W. H. Pollard
2101 Governors Dr. S.W., Box 547, Huntsville, AL 35804.
Phone 205-534-3521.

PROGRAMMING DESCRIPTION

WBHP: MUSIC: adult contemporary country. 6 AIR PERSONALITIES available for remotes. NEWS: 2 man staff with 2 fully equipped news cars; network news at :60; state & local at :30; weather at :20 & :50. SPORTS: college football & basketball. Contests & promotions. FARM: 5-6 am wkdays with farm news, weather, interviews & farm information. Contact Representative for further details. Rec'd 12/10/80.

- PERSONNEL**
General Manager—W. H. Pollard, Jr.
Sales Manager—Ron Bailey.
News & Farm Director—Paul Peterson.
- REPRESENTATIVES**
Katz Radio.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12h, 14b, 15b, 15e.
Contracts: 40a, 41, 45, 46, 47a.
Basic Rates: 20a, 21a, 24c, 25a, 29b.
Comb.; Cont. Discounts: 60a, 60f, 60k.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.
Affiliated with TRN Farm News Network.

TIME RATES

No. 23 Eff 3/26/84—Rec'd 3/23/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Mon thru Fri 5-6 am & noon-1 pm.
AA—Mon thru Fri 10 am-noon & 1-3 pm; Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK: AAA AA A
1 min 60 55 35
30-sec: 80% of 1-min.

10. SPECIAL FEATURES

Farm M-F 5-6 am & noon-1 pm—1-min 60.00.
30 sec: 80% of 1-min.

Black Powerhouse
24 Hours
WEUP

WEUP

1958
HUNTSVILLE

ndb

Media Code 4 201 5610 1.00 Mid 008125-000
Garrett Broadcasting Service
2609 Jordan Lane N.W., Huntsville, AL 35806. Phone 205-837-9387, 1600.

PROGRAMMING DESCRIPTION

WEUP: Programmed for Black community, adults & teens, also 18-35. MUSIC: popular, R & B, jazz, disco religious, drama, services, sermons, etc. AIR PERSONALITIES handle all segments. NEWS: network, AP audio, wire. Taped commercials by air personalities are interchangeable. Community activities, fund drives, etc. Personalities for remotes, shopping mall sale days, store openings, etc. Rec'd 10/3/84.

- PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—Viola Garrett.
Regional Sales Manager—Bruce H. Garrett.
- FACILITIES**
5,000 w. days, 500 w. night; 1600 khz. Directional nights. 500 w. pre-sunrise.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7, 8.
Rate Protection: 10c, 13c, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g, 61b, 62d.
Prod. Services: 81, 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

Eff 8/1/83—Rec'd 10/2/84.
AA—3-10 am & 3-10 pm.
A—10 am-3 pm & 10 pm-3 am.

7. PACKAGE PLANS

7 DAYS:	AA			A		
	1x	312x	624x	1x	312x	624x
1 ti	12	24	12	12	24	12
1 min	20.50	20.00	19.50	20.00	19.50	19.00
30 sec	13.00	12.50	12.00	12.50	12.00	11.50
10 sec	9.50	9.25	9.00	8.50	8.25	8.00

8. PROGRAM TIME RATES

7 DAYS:	AA			A		
	1x	312x	624x	1x	312x	624x
1/2 hr	75	70	65	67	64	58
1/4 hr	48	45	42	42	40	38

(A)

WFIK

1945
HUNTSVILLE

A. J. B. Falt, Jr. Station

Media Code 4 201 5680 4.00 Mid 008126-000
Huntsville Broadcasting Company, Inc.
2305 W. Holmes Ave., Box 7, Huntsville, AL 35804.
Phone 205-533-1450.

PROGRAMMING DESCRIPTION

WFIK: MUSIC: Adult Contemporary, from 60's—80's. AIR PERSONALITIES handle all segments that relate to 25+ audience. NEWS: emphasis on local news with local reports & statewide coverage from Alabama Information Network at :55; NBC network news at :60; features (network) at :25. SPORTS: Alabama football & basketball. Contact Representative for further details. Rec'd 2/27/84.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA															
	1 min				30 sec				1 min				30 sec			
GRID:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
I	40	36	33	30	38	34	31	28	36	32	29	26	34	30	27	24
II	36	34	31	28	34	32	29	26	32	30	27	24	30	28	25	22
III	34	32	29	26	32	30	27	24	30	28	25	22	28	26	23	20
IV	32	30	27	24	30	28	25	22	28	26	23	20	26	24	21	18
V	30	28	25	22	28	26	23	20	26	24	21	18	24	22	19	16

7. PACKAGE PLANS

PER WK:	TAP I—6 AM-7 PM															
	1 min				30 sec				1 min				30 sec			
GRID:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
I	36	34	32	30	34	32	30	28	34	32	30	28	34	32	30	28
II	34	32	30	28	32	30	28	26	32	30	28	26	32	30	28	26
III	32	30	28	26	30	28	26	24	30	28	26	24	30	28	26	24
IV	30	28	26	24	28	26	24	22	28	26	24	22	28	26	24	22
V	28	26	24	22	26	24	22	20	26	24	22	20	26	24	22	20

10. SPECIAL FEATURES

Applicable rate plus 10%.
WOLT (FM) only: 90% of WQLT (FM)/WSBM combination.

WSBM
(formerly WXOR)
1945
FLORENCE

Easy Listening



Media Code 4 201 4287 9.00 Mid 008102-000
Big River Broadcasting Corp.
624 S. Chestnut, Box 932, Florence, AL 35630. Phone 205-764-8121

PROGRAMMING DESCRIPTION
WSBM: Programmed for adults. MUSIC: Easy Listening. NEWS: live staff; UPI, network at :57 plus state & local at :27 during drivetimes M-F. Contact Representative for further details. Rec'd 11/16/84.

1. **PERSONNEL**
President—Sam Phillips.
Vice-Pres. & Gen'l Mgr.—Charles E. Manson.
Program Director—Tom Willett.

2. **REPRESENTATIVES**
Torbet Radio, Inc.

3. **FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Stereo.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15%; payable when rendered.

5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 29a.
Contracts: 40c, 42b, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellations: 71a.
Continuing discounts allowed.
FM facilities: WQLT (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.
Sold in combination with WOLT (FM). See that listing.

6. **SPOT ANNOUNCEMENTS**
90% of WOLT (FM)/WSBM combination.

WSHF

1963
SHEFFIELD

A Huntsville Broadcasting Company Station

Media Code 4 201 4340 6.00 Mid 008099-000
Sheffield Broadcasting Co. Inc.
4421 Country Boy Ln., Box 606, Sheffield, AL 35660.
Phone 205-383-1290.

PROGRAMMING DESCRIPTION
WSHF: MUSIC: Live Modern Country; Gospel 6-6:30 am daily. FEATURES: Partyline, live call in program with items for sale/swap 2x/day M-Sat. RELIGIOUS: Sun programming. Contact Representative for further details. Rec'd 3/26/84.

1. **PERSONNEL**
Manager—Chet Rumore.
Music Director—Jan Smith.

2. **REPRESENTATIVES**
Frederick W. Smith.
Southeast, Southwest—Busby, Finch, Latham & Widman.
St. Louis—Eugene F. Gray Co., Inc.
Pearse Sales.

3. **FACILITIES**
1000 w.; 1290 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; payable by 10th.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 26, 28b, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60f, 60i, 61b.
Cancellation: 72.
Prod. Services: 82.

TIME RATES

No. 15 Eff 10/1/82—Rec'd 7/1/83.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	8.50	7.50	6.50	5.50
30 sec	5.00	4.50	3.50	3.00
10 sec	3.20	2.80	2.40	2.00

9. PARTICIPATING PROGRAMS

PARTYLINE—MON THRU SAT 8:30-10:30 AM, 12:15-12:30 PM, 4-4:30 PM
14 MIN: (*) (+) 14 MIN: (*) (+)
Per Mo 500 400 3 mo 450 350
(*) sole sponsorship: 1 30-sec spot AM & PM drives; 3 1-min spots during segment.
(+) sponsorship only: 1 1-min spot, ea 9:00; 1 30-sec spot, ea 6:00.
3 mo contract: 1-min 8.50; 30-sec 5.50.
6 mo contract: 1-min 8.00; 30-sec 5.00.

WVNA
1955
TUSCUMBIA

News/Sports/Talk



Media Code 4 201 4410 7.00 Mid 008100-000
Elton H. Darby
509 N. Main St., Tuscumbia, AL 35674. Phone 205-383-3500.

Mailing Address: Box 477, Tuscumbia, AL 35674.
Other Office: Box 748, Florence, AL 35630.
PROGRAMMING DESCRIPTION
WVNA: Programmed for general interest with all news, sports & talk format. NEWS: mix of national, international, area, state & local; special features on Financial, Business, Health, Medicine & Hollywood news; comprehensive weather coverage; sources incl 3 major networks, state network, wire service, special weather wire and full time local news reporters. SPORTS: national, state, local sports broadcasts. TALK: local & network call-in Shows. Contact Representative for further details. Rec'd 11/21/83.

1. **PERSONNEL**
President—M. M. Darby.
General Manager—Jim Hall.
Sales Manager—M. M. Darby.

2. **REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.

3. **FACILITIES**
5,000 w.; 1590 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0 time only; 15 days.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14g, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 42b, 44a, 47e.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Affiliated with ABC Talkradio.
Affiliated with MBS.
Member: Alabama Information Network, Capitol Agri-Net.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 11/1/84—Rec'd 10/29/84.
AA—5:30-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	5 ti	10 ti	15 ti	20 ti	30 ti	10 ti
1 min	17.00	16.00	15.00	13.50	12.00	10.00
30 sec	14.00	13.00	12.00	10.50	9.50	8.00

PER WK:	CLASS A					
	1 min	30 sec	15.00	14.00	13.00	11.50
1 min	15.00	14.00	13.00	11.50	10.00	8.50
30 sec	12.50	11.50	10.50	9.50	8.00	7.00

PER WK:	AM/FM COMBINATION					
	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
1 min	17.25	15.00	13.50	15.75	13.50	12.00
30 sec	14.25	12.00	10.75	13.00	11.00	9.50

WVNA-FM
1961
TUSCUMBIA

Adult Contemporary



Media Code 4 201 4411 5.00 Mid 008101-000
Elton H. Darby
509 N. Main St., Tuscumbia, AL 35674. Phone 205-383-3500.

Mailing Address: Box 477, Tuscumbia, AL 35674.
Other Office: Box 748, Florence, AL 35630.
PROGRAMMING DESCRIPTION
WVNA-FM: Programmed for adults & young adults 18-49. MUSIC: Soft Adult Contemporary programmed for 18-49 group. NEWS: Network news at 6, 7 & 8 am; 4, 5, & 6 pm, all followed by local news. Weather reports twice hourly. SPORTS: University & high school sports. Contact Representative for further details. Rec'd 11/3/83.

1. **PERSONNEL**
President—M. M. Darby.
General Manager—Jim Hall.
Sales Manager—M. M. Darby.

2. **REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.

3. **FACILITIES**
ERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 278 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; 15 days.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14g, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 42b, 44a, 47e.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.
Affiliated with CBS RADIO RADIO.
Sold in combination with AM. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 11/1/84—Rec'd 10/29/84.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	5 ti	10 ti	15 ti	20 ti	30 ti	10 ti
1 min	20.00	18.50	17.50	16.50	15.00	12.00
30 sec	16.50	15.50	14.50	13.50	12.00	10.00

PER WK:	CLASS A					
	1 min	30 sec	18.50	17.50	16.50	15.00
1 min	18.50	17.50	16.50	15.50	14.00	11.00
30 sec	15.50	14.50	13.50	12.50	11.00	9.00

WZZA

1960
TUSCUMBIA

Media Code 4 201 4462 8.00 Mid 008103-000
Muscle Shoals Broadcasting Inc.
1570 Woodmont Dr., Tuscumbia, AL 35674. Phone 205-381-1862.
1 min rate 1x: 7.50.

Foley

Baldwin County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WHEP

1953
FOLEY

Mid 008104-000
See SRDS Spot Radio Small Markets Edition.

Fort Payne

De Kalb County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WFPA

1950
FORT PAYNE

Mid 008105-000
See SRDS Spot Radio Small Markets Edition.

WZOB

1950
FORT PAYNE

Mid 008106-000
See SRDS Spot Radio Small Markets Edition.

Gadsden

Etowah County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WAAX
1947
GADSDEN



Media Code 4 201 4690 4.00 Mid 008107-000
Big Thicket Broadcasting Inc. of Alabama
Box 570, Gadsden, AL 35999. Phone 205-543-9229.

2. **REPRESENTATIVES**
Atlanta—Busby, Finch, Latham & Widman.
1 min rate 1x: 29.50.

WGAD

1947
GADSDEN
NRBA

Media Code 4 201 4760 5.00 Mid 008108-000
Coosa Broadcasting Co. Inc.
Box 1350, Gadsden, AL 35902. Phone 205-546-1611.

PROGRAMMING DESCRIPTION
WGAD: MUSIC: Adult Contemporary (Popular & Pop Country) 5 am-12 M. NEWS: 8 min network, local & state at :60; 3 newscasters with mobile units & state network strings; nat'l weather service wire; weather at 15 & :45 & on all newscasts. SPORTS: college football & basketball; pro football; major league baseball; high school football; tournament & bowl games, plus drive sportscasts. AIR PERSONALITIES feature live music, conduct games & contests & midmorning talk show. Contact Representative for further details. Rec'd 4/25/83.

1. **PERSONNEL**
Pres./Gen'l Mgr./Sls. Mgr.—Ed Z. Carrell.
Assistant Manager—Joe Holland.
Program Director—Tim Logan.

2. **REPRESENTATIVES**
Pates/Walton Radio - USA.

3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1350 khz. Directional nights.
Operating schedule: 4:54 am-midnight. CST.

4. **AGENCY COMMISSION**
15/0 time only; rendered 1st of following month.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32a, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Member: Alabama Information Network.

TIME RATES
Eff 11/1/84—Rec'd 12/16/82.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 6-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min						30 sec					
	AAA	AA	A	AAA	AA	A	AAA	AA	A	AAA	AA	A
5 ti	15.00	12.50	9.00	12.00	10.00	7.20	10.00	7.50	5.00	7.50	5.00	2.50
10 ti	13.00	11.50	8.50	10.40	9.20	6.80	9.20	8.00	6.00	8.00	6.00	4.00
20 ti	12.00	11.00	8.00	9.60	8.80	6.40	8.80	8.00	6.00	8.00	6.00	4.00
30 ti	11.50	10.50	7.50	9.20	8.40	6.00	8.40	7.60	5.60	7.60	5.60	3.60
40 ti	11.00	10.00	7.25	8.80	8.00	5.80	8.00	7.20	5.40	7.20	5.40	3.60

7. PACKAGE PLANS

PER YR:	1 min						30 sec					
	AAA	AA	A	AAA	AA	A	AAA	AA	A	AAA	AA	A
260 x	12.00	10.50	8.00	9.60	8.40	6.40	9.60	8.80	6.80	8.80	6.80	4.80
520 x	11.00	9.50	7.50	8.80	7.60	6.00	8.80	8.00	6.00	8.00	6.00	4.00
1040 x	10.50	9.00	7.00	8.40	7.20	5.60	8.40	7.60	5.60	7.60	5.60	3.60

PER WK:	TAP—1/3AAA, 1/3AA, 1/3A		
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ALABAMA

Dothan—cont

WTVY (FM)—cont

- PERSONNEL**
General Manager—Chris Bence.
Sales Manager—David Wadsworth.
Traffic Manager—Debbie Adams.
- REPRESENTATIVES**
McGavern Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,078 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11e, 12g, 13e, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 29a, 33c.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 47e, 50, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWNT

1947
DOTHAN

Media Code 4 201 3555 0.00 Mid 008081-000
2WNT Radio
226 N. Foster St., Box 1828, Dothan, AL 36302. Phone
205-792-2161.
1 min rate 1x: 9.41.

WXLE (FM)

1968
ABBEVILLE

Urban Contemporary

Mid 008009-000
1711 Montgomery Hwy, Suite 301, Dothan, AL 36303.
Phone 205-793-9450.
See listing under city of license.

Elba

Coffee County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WELB

1958
ELBA

See SRDS Spot Radio Small Markets Edition. Mid 008082-000

Enterprise

Coffee County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WIRB

1948
ENTERPRISE

See SRDS Spot Radio Small Markets Edition. Mid 008083-000

WKMX (FM)

1974
ENTERPRISE



Media Code 4 201 3675 6.00 Mid 008084-000
WKMX, Inc.
100 N. Main St., Box 840, Enterprise, AL 36331. Phone
205-347-2278, Dothan 794-3752.

PROGRAMMING DESCRIPTION

WKMX (FM): Programmed for adults 18-49. AIR PERSONALITIES. Audience participation. MUSIC: Contemporary current hits & oldies from last 15 yrs. NEWS: AP Audio plus dept staff presenting 20/20 News. FEATURES: emphasis on community involvement. SPORTS: live play-by-play U football; AIR sportsline at :50; area high school reports. FARM: APR agreport; state & local news, weather 3x/hr 5-7 am. COMMERCIAL POLICY: 12 min/hr max. Contact Representative for further details. Rec'd 8/22/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Terry Duffie.
Prog. & Oper. Dir.—Phil Thomas.
Chief Engineer—Hal Edwards.
- REPRESENTATIVES**
Roslin Radio Sales.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 432 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable by 10th.

TIME RATES

No. 10 Eff 2/1/84—Rec'd 2/27/84.

AAAA—Mon thru Sat 5-10 am.				
AAA—Mon thru Sat 3-8 pm.				
AA—Mon thru Sat 10 am-3 pm; Sun all day.				
A—Mon thru Sat 8 pm-1 am.				

SPOT ANNOUNCEMENTS

PER	30 sec			
WK:	7 ti	14 ti	21 ti	35 ti
AAAA	16.25	15.35	14.65	14.00
AAA	14.30	13.60	12.90	12.15
AA	12.15	11.45	10.75	10.00
A	10.75	10.00	9.30	8.60

PER	1 min			
WK:	7 ti	14 ti	21 ti	35 ti
AAAA	20.75	20.00	19.30	18.60
AAA	19.00	18.25	17.50	16.80
AA	16.50	15.75	15.00	14.30
A	14.70	14.00	13.25	12.50

Exact times (subject to availability), extra, 1-min 1.50; 30-sec 1.00.

Minimum 40% of bulk spots must run during 1st 6 mo of 1-yr contract.

(SMD)

	BULK			
	30 sec			
AAAA	730x	1095x	1460x	1825x
AAA	14.65	14.30	13.60	12.90
AA	12.90	12.50	11.80	11.10
A	10.75	10.40	9.65	9.00

Exact times (subject to availability), extra 1-min 1.50; 30-sec 1.00.

Minimum 40% of bulk spots must run during 1st 6 mo of 1-yr contract.

(SMD)

Eufaula

Barbour County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WKQK (FM)

1971
EUFAULA

See SRDS Spot Radio Small Markets Edition. Mid 008086-000

WULA

1948
EUFAULA

See SRDS Spot Radio Small Markets Edition. Mid 008087-000

Evergreen

Conecuh County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WEGN

1957
EVERGREEN
WEGN-FM

1982
EVERGREEN

See SRDS Spot Radio Small Markets Edition. Mid 008088-000

Fairhope

Baldwin County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WABF

1961
FAIRHOPE

See SRDS Spot Radio Small Markets Edition. Mid 008089-000

WZEW (FM)

1974
FAIRHOPE

See SRDS Spot Radio Small Markets Edition. Mid 008090-000

Fayette

Fayette County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WHKW (FM)

1977
FAYETTE

Media Code 4 201 3902 4.00 Mid 008091-000
Drawer 570, Fayette, AL 35555. Phone 205-932-6761.

PROGRAMMING DESCRIPTION

WHKW (FM): MUSIC: Adult Contemporary & Gold. 5 AIR PERSONALITIES handle all segments. NEWS: RKO ONE Network, local staff w/nat'l AP wire & weather wire; local & state actualities. SPORTS: current information & scores thru day. COMMERCIAL POLICY: limit 14 min/hr. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ben Yarber.
Program Director—Kelsey Scott.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO TWO.

TIME RATES

Eff—Rec'd 1/31/83.

SPOT ANNOUNCEMENTS	SATURATION PLAN					
MO/ROS:	30 ti	60 ti	90 ti	120 ti	150 ti	200 ti
30 sec, ea	8.70	8.00	7.70	7.00	6.70	6.00
1 min, ea	12.05	11.25	10.50	9.75	9.05	8.50

Guaranteed time, extra 20%.

	SATURATION PLAN			
	RATEHOLDER			
PER WK, ROS, EA:	15 ti	25 ti	30 ti	50 ti
30 sec	6.90	6.50	6.00	5.50
1 min	9.85	9.25	8.50	7.75

Guaranteed time, extra 20%.

Minimum 6 spots w/ky to maintain 52 wk discount.

(SMD) (CR-3)

WWWV

1949
FAYETTE

See SRDS Spot Radio Small Markets Edition. Mid 008092-000

Flomaton

Escambia County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WPIK

1955
FLOMATON

See SRDS Spot Radio Small Markets Edition. Mid 008093-000

Florence-Sheffield

(including Muscle Shoals, Tuscumbia)
Florence, Lauderdale County—Map Location C-2
Muscle Shoals, Colbert County—Map Location C-2
Sheffield, Colbert County—Map Location C-2
Tuscumbia, Colbert County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBFC

1945
FLORENCE



Media Code 4 201 4060 0.00 Mid 008094-000
Benny Carle Broadcasting Inc.
201 North Pine St., Courtview Towers, Suite 22, Florence, AL 35630. Phone 205-764-8170.
1 min rate 1x: 10.00.

WBTG (FM)

1969
SHEFFIELD

Media Code 4 201 4095 6.00 Mid 008095-000
Stanton and Associates Broadcasters Inc.
112 1/2 Main St., Box 517, Tuscumbia, AL 35674. Phone
205-381-6800.
1 min rate 1x: 8.50.

WLAY

1933

MUSCLE SHOALS



Media Code 4 201 4130 1.00 Mid 008096-000
Stanton Quick Co. Inc.
620 E. Second St., Muscle Shoals, AL 35660. Phone 205-389-2525.
Mailing Address: Box 359, Florence, AL 35630.

- REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 11.40.

WLAY-FM

1964

MUSCLE SHOALS

"Great American Country"



Media Code 4 201 4131 9.00 Mid 008097-000
Stanton Quick Co. Inc.
620 E. Second St., Muscle Shoals, AL 35660. Phone 205-389-2525.
Mailing Address: Box 359, Florence, AL 35630.

PROGRAMMING DESCRIPTION
WLAY-FM: Programming aimed at 18-49 group with modern country. Adult, modern approach to music & presentation. SPORTS: state U & high school. NEWS: local emphasis. Contact Representative for further details. Rec'd 11/28/77.

- PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—D. Mitchell Self.
Ass't Mgr. & Prog. Dir.—Jim Smith.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26.
Contracts: 40a, 41, 42c, 44a, 45, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60i, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 24 Eff 3/1/81—Rec'd 4/3/81.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—All other times.

	1 min				30 sec			
	1 ti	12 ti	15 ti	25 ti	1 ti	12 ti	15 ti	25 ti
AA	11.40	11.10	10.80	10.50	10.20	9.90	9.60	9.30
A	9.50	9.25	9.00	8.75	8.50	8.25	8.00	7.75

WQLT (FM)

1967
FLORENCE

See SRDS Spot Radio Small Markets Edition. Mid 008098-000

Adult Contemporary



Media Code 4 201 4235 8.00 Mid 008098-000
Big River Broadcasting Corp.
624 S. Chestnut, Box 932, Florence, AL 35630. Phone
205-764-8121.

PROGRAMMING DESCRIPTION
WQLT (FM): Programmed for audience 18-49. MUSIC: Adult Contemporary; 6 AIR PERSONALITIES available for remotes. NEWS: live staff; UPI; ABC-FM News; network at :55; local during drivetimes. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
President—Sam Phillips.
Vice-Pres. & Gen'l Mgr.—Charles E. Manson.
Program Director—Tom D. Pepper.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 29a.
Contracts: 40c, 42b, 46, 48.
Comb.: Cont. Discounts: 60b.
Cancellation: 71a.
Continuing discounts allowed.
AM facilities: WSBM.
Affiliated with ABC FM Radio Network.
Affiliated with Supernet.

TIME RATES

WQLT (FM)/WSBM COMBINATION

Eff 11/1/84—Rec'd 10/26/84.

AAA—Mon thru Sun 5:30-10 am & 2-7 pm.
AA—Mon thru Sun 10 am-2 pm.
A—Mon thru Sun 7 pm-midnight.

WKLF1947
CLANTON

See SRDS Spot Radio Small Markets Edition. Mid 008066-000

CullmanCullman County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**WFMH**1949
CULLMAN
WFMH-FM1949
CULLMAN

See SRDS Spot Radio Small Markets Edition. Mid 008067-000

WKLN (FM)1967
CULLMAN

See SRDS Spot Radio Small Markets Edition. Mid 008068-000

WXXR1946
CULLMAN

See SRDS Spot Radio Small Markets Edition. Mid 008069-000

DadevilleTallapoosa County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.**WDLK**1981
DADEVILLE

See SRDS Spot Radio Small Markets Edition. Mid 033190-000

DecaturMorgan County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**WAJF**1953
DECATUR

Huntsville Broadcasting Company

Media Code 4 201 3080 9.00 Mid 008070-000
Falt Broadcasting Co. Inc.
1301 Central Pkwy., Decatur, AL 35601. Phone 205-353-9253.Mailing Address: Box 1009, Decatur, AL 35602.
PROGRAMMING DESCRIPTION
WAJF: MUSIC: Contemporary Country. AIR PERSONALITIES. NEWS: network at :60, local & AP wire at :57; local news staff with director. FARM: 5-6 am daily. SPORTS: U of Alabama football & basketball. Football scoreboard Sat. Contact Representative for further details. Rec'd 10/24/83.

- PERSONNEL**
General Manager—Robert E. Palmer.
- REPRESENTATIVES**
Frederick W. Smith
S.E., S.W.—Busby, Finch, Latham & Widman.
St. Louis—Eugene F. Gray Co., Inc.
Pearse Sales.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15%. Bills rendered 1st of month, payable by 10th.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATESNo. 4 Eff 10/1/70—Rec'd 10/6/70.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | 30 sec | 1 min | 30 sec |
|---------|-------|--------|-------|--------|
| 11 ti | 7.50 | 5.00 | 6.00 | 4.50 |
| 6 ti | 7.00 | 5.00 | 5.50 | 4.00 |
| 12 ti | 6.50 | 4.50 | 5.00 | 3.50 |
| 18 ti | 6.00 | 4.25 | 4.50 | 3.25 |
| 24 ti | 5.50 | 4.00 | 4.00 | 3.00 |
- 10 sec: 50% of 1-min.

Spots of all lengths combine to earn frequency.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%**WDRM (FM)**1951
DECATURMedia Code 4 201 3115 3.00 Mid 008071-000
Dixie Broadcasting Inc.
406 Bank St., Decatur, AL 35601. Phone 205-353-1750.
Mailing Address: Box 789, Decatur, AL 35601.**PROGRAMMING DESCRIPTION**
WDRM (FM): MUSIC: Country. NEWS: ABC Network at :55; local with staff. SPORTS: 2 high school M-F sportscasts/day, Sat & Sun 8 sportscasts. Contact Representative for further details. Rec'd 12/21/83.

- PERSONNEL**
General Manager—Don Fortune.
Sales Manager—Glenda Fortune.
Music Director—Terry Wunderlin.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 102.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WHOS.

TIME RATESNo. C-13 Eff 1/1/83—Rec'd 11/14/83.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat 8 am-3 pm.
A—Mon thru Fri 10 am-noon, 1-3 pm & 7 pm-6 am; Sat 3 pm-8 am; Sun all day till midnight.

- SPOT ANNOUNCEMENTS**
- | | — 1 min — | — 30 sec — |
|-------|-----------|------------|
| 6 ti | 16.00 | 13.00 |
| 12 ti | 15.00 | 12.00 |
| 18 ti | 14.00 | 11.00 |
| 24 ti | 13.00 | 10.00 |

WHOS1948
DECATURMedia Code 4 201 3150 0.00 Mid 008072-000
Dixie Broadcasting Inc.
406 Bank St., Decatur, AL 35601. Phone 205-353-1810.
Mailing Address: Box 789, Decatur, AL 35601.**PROGRAMMING DESCRIPTION**
WHOS: MUSIC: Country-Gospel. NEWS: network at :30; local w/staff. FARM: daily reports. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
Gen'l & Sales Mgr.—J. Mack Bramlett.
Program Director—Becky Bramlett.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days; 800 khz. Non-directional.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15%; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WDRM (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with TRN Farm News Network.

TIME RATESNo. C-13 Eff 11/1/83—Rec'd 11/14/83.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-6 pm; Sat 8 am-3 pm.
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat 3-6 pm; Sun all day till 6 pm.

- SPOT ANNOUNCEMENTS**
- | | — 1 min — | — 30 sec — |
|-------|-----------|------------|
| 6 ti | 16.00 | 13.00 |
| 12 ti | 15.00 | 12.00 |
| 18 ti | 14.00 | 11.00 |
| 24 ti | 13.00 | 10.00 |

WMSL1935
DECATURMedia Code 4 201 3220 1.00 Mid 008073-000
New Decatur Radio Inc.
718 Bank St., Box 248, Decatur, AL 35601. Phone 205-353-0361.**PROGRAMMING DESCRIPTION**
WMSL: Target adults 18-40. MUSIC: Contemporary w/ variety of genres. AIR PERSONALITIES handle all segments. NEWS: 5 am-6 pm news at :55, local, state & nat'l; 6 pm-5 am 5-min hrly. SPORTS: play-by-play football & basketball of local high school teams & state U; remotes wkly. FARM: M-F at 5:35 am. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. H. (Clete) Quick.
Sales Manager—Lamar Manley.

- REPRESENTATIVES**
Unirep Broadcasting Co.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 13a, 14a, 15a.
Basic Rates: 21a, 23a, 25a, 28a.
Contracts: 40a, 43, 44b, 45, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 81.
Affiliated with MBS and KBS.
Member: Alabama Information Network.

TIME RATESEff 3/1/83—Rec'd 2/24/83.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7-10 pm.
A—10 pm-6 am.

- SPOT ANNOUNCEMENTS**
- | PER WK: | 1 MINUTE | 6x | 12x | 18x | 24x |
|---------|----------|-------|-------|------|------|
| AAA | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
| AA | 10.00 | 9.00 | 8.00 | 7.00 | 6.00 |
| A | 7.00 | 6.00 | 5.00 | 4.00 | 3.00 |
- 30 sec: 80% of 1-min.
10 sec: 50% of 1-min.
BTA: AA rates apply.

WRSA (FM)1965
DECATURMedia Code 4 201 3255 7.00 Mid 008074-000
WRSA Radio
Rt. 1, Lacey's Spring, AL 35754. Phone 205-498-2634.**Demopolis**Marengo County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**WNAN (FM)**1975
DEMOPOLIS

See SRDS Spot Radio Small Markets Edition. Mid 008075-000

WXAL1947
DEMOPOLIS

See SRDS Spot Radio Small Markets Edition. Mid 008076-000

DothanHouston County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.**WAGF**(formerly WDBM)
1932
DOTHAN**"Stardust" Nostalgia**Media Code 4 201 3360 5.00 Mid 008077-000
J-Frank Enterprises, Inc.
1205 WAGF Rd., Box 5507, Dothan, AL 36302. Phone 205-792-1101.**PROGRAMMING DESCRIPTION**
WAGF: Nostalgia format programmed for adults 35+. AIR PERSONALITIES handle all segments. Audience participation. NEWS: local blocks at 7:20 & 8:20. FARM: 2 shows daily, state & local at 5:30 am & 12:05 pm. SPORTS: live play-by-play Univ. & high school football & basketball; major league baseball. Rec'd 12/28/84.

- PERSONNEL**
General Manager—Frank Johnson.
Sales Manager—W. V. Bill Bryant.
Music Director—Marcus Willis.
 - FACILITIES**
1,000 w., 1320 khz.
Operating schedule: 19 hours daily. CST.
 - AGENCY COMMISSION**
15/0 time only; 10th of month.
 - TIME RATES**
Eff 1/1/85—Rec'd 12/28/84.
 - SPOT ANNOUNCEMENTS**
- | | 7 ti | 14 ti | 21 ti | 28 ti | 35 ti |
|--------|------|-------|-------|-------|-------|
| 30 sec | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 |
| 1 min | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 |

WIGC (FM)1972
TROY

See listing under city of license. Mid 008196-000

WOOF1947
DOTHAN**Stereo Country**Media Code 4 201 3500 6.00 Mid 008078-000
WOOF Inc.
Columbia Hwy., Box 1427, Dothan, AL 36302. Phone 205-792-1149.**PROGRAMMING DESCRIPTION**
WOOF: MUSIC: Country M-F & Sat am; Black Gospel Sat & Sun. NEWS: concentration in AM drive M-F. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Agnes Simpson.
Office Manager—Leigh Simpson.
Prog. Mgr. & Dir.—Hart Dowling.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
5,000 w. days; 560 khz. Non-directional. Stereo.
Operating schedule: 6 am-6 pm or local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11e, 13e, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a.
Prod. Services: 80a, 82.
Affiliated with ABC.

TIME RATES

Eff—Rec'd 3/13/84.

- SPOT ANNOUNCEMENTS**
1 min rate 1x: 10.00
- AM/FM may be combined for 20% discount.

WOOF-FM1964
DOTHAN**Soft Sounds**Media Code 4 201 3501 4.00 Mid 008079-000
WOOF Inc.
Columbia Hwy., Box 1427, Dothan, AL 36302. Phone 205-792-1149.**PROGRAMMING DESCRIPTION**
WOOF FM: MUSIC: Soft Contemporary. NEWS: hrly. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Agnes W. Simpson.
Off. Mgr. & Prog. Dir.—Leigh Simpson.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 342 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11e, 13e, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a.
Prod. Services: 80a, 82.
Affiliated with ABC.

TIME RATES

Eff—Rec'd 9/24/84.

- SPOT ANNOUNCEMENTS**
1 min rate 1x: 16.00.
- FM/AM may be combined for 20% discount.

WTVY (FM)1968
DOTHAN**M^cGAVREN GUILD RADIO****Contemporary Country**Media Code 4 201 3540 2.00 Mid 008080-000
WTVY, Inc.
Box 1089, Dothan, AL 36301. Phone 205-792-0047.**PROGRAMMING DESCRIPTION**
WTVY (FM): MUSIC: Contemporary country for 18+ adults; top air personalities playing blended format to incl current hits; hits of past 6 mo, best selling steds of past couple yrs plus major oldies. NEWS: Network hrly plus state & reg'l, 4x/day. FARM: 53-min 2x daily at 5:07 am & 12:30 pm with internat'l, nat'l, state & local markets, commodities, futures, trends, agri-weather & interviews with local area farmers. COMMERCIAL POLICY: 10 min per hr max. Contact Representatives for further details. Rec'd 3/1/84.

- 1. PERSONNEL**
Chairman of the Board—Gene Autry.
President, Golden West Radio Division—Bill Ward.
Vice-President, Sales—Stanley Spero.
National Sales Manager—Donald McGovern.
Local Sales Manager—Susan Hinsche.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
50,000 w. days, 10,000 w. nights; 710 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Advertisers cooperating in group broadcasts required to make individual contracts.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 33 Eff 4/1/82—Rec'd 11/29/82.
AAAA—Mon thru Fri 5:30-10 am; Sat 7-10 am.
AAA—Mon thru Sat 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 7 am-6 pm.
A—Mon thru Fri 5:30-8 am; Mon thru Sat 8 pm-midnight; Sat 5-7 am; Sun 6 pm-midnight.
B—Mon thru Sat midnight-5 am; Sun midnight-7 am.

6. SPOT ANNOUNCEMENTS

	GRID			
	1 min	30 sec	1 min	30 sec
I	300	230	150	125
II	275	205	125	110
III	260	190	120	100
IV	250	180	115	95
V	240	170	110	90
VI	230	160	105	85
VII	220	150	100	80

B: 1 min/30 sec, flat 30.00.
Amount of Drive time subject to availability.
Night Flight: 25 class B 1-min per wk/5 per night Tues-Sun, flat 500.00.
10-sec: 40% of 1-min rate, AAAA, AAA, AA, A only.
Preemptible.
20-sec: 50% of 1-min.

8. PROGRAM TIME RATES

5-min, incl open & close ID, applicable rate plus 25.00.

KNX

1920
LOS ANGELES

CBS Owned

Represented by **CBS RADIO SPOT SALES**

All News/Information



Media Code 4 205 3480 2.00 Mid 008618-000
CBS Radio, A div. of CBS, Inc.
6121 Sunset Blvd., Los Angeles, CA 90028. Phone 213-460-3000.

Address all program and advertising copy to the sales service manager.

PROGRAMMING DESCRIPTION

KNX: Total news & information format. NEWS: network & local block 5-10 am, 11 am-3 pm, 3-8 pm & 8 pm-5 am, incl sports, financial & business news, weather & traffic commentary; all news on wknd. Food news/phone program. SPORTS: pro football, Orange, Super & Sun Bowl, pro Mon night football, univ football & basketball, world series, league playoffs, golf tournaments & events; top tennis tournaments; horse racing. Drama hour M-F 9-10 pm. 5 mobile units plus out-of-town news bureaus. Daily editorials. Contact Representative for further details. Rec'd 5/26/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—George Nicholas.
Sales Manager—W. Dean LeGras.
Local Sales Manager—Richard A. Leader.
National Sales Manager—Tom McMillan.

2. REPRESENTATIVES

CBS Radio Spot Sales

3. FACILITIES

50,000 w., 1070 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 net time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. services: 80, 81, 82.
FM facilities: KKHR (FM).
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/82—Rec'd 10/1/81.
AM Drive—Mon thru Fri 5:30-10 am; Sat 6-10 am.
PM Drive—Mon thru Fri 3-8 pm.
Daytime—Mon thru Fri 5:5-30 am & 10 am-3 pm; Sat 10 am-8 pm; Sun 6 am-8 pm.
Nighttime—Mon thru Sun 8 pm-1 am; Sat & Sun 5-6 am.

7. PACKAGE PLANS

TAP—1/6 AMD, 1/3 DT, 1/6 PMD, 1/3 NT.	AMD	PMD	DT	NT
1 min	500	250	200	130
30 sec	400	200	160	104

10. SPECIAL FEATURES

News—Mon thru Sun 1-5 am, 30.00.
Food News Hour—Mon thru Fri 10:06-11 am, flat 175.00.

KOST (FM)

1957
LOS ANGELES



A Cox Broadcasting Corporation Station

Media Code 4 205 3490 1.00 Mid 008620-000
Cox Broadcasting Corp.
610 S. Ardmore Ave., Los Angeles, CA 90005. Phone 213-385-0101.
Mailing Address: Box 76860, Los Angeles, CA 90076.

PROGRAMMING DESCRIPTION

KOST (FM): Programmed for adult contemporary audience. MUSIC: Soft hits geared for 25-49. NEWS: AM & PM drive times at :20 & 12M-6 am wkdays. 2-min headlines coupled with Bruce Wayne Eye in the Sky traffic reports during drive times; 4-min newscasts all night. COMMERCIAL POLICY: 8 spot units hly max. 2 units adjacent to newscasts with one of those units available for news sponsorship. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Don Dalton.
General Sales Manager—Howard E. Neal.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 12,500 w. (horiz.), 12,500 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 6,100 ft. above sea level.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KFI.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KPRZ

KIIS

Mid 008621-000

Call letters have been changed to:



KRTH (FM)

1941
LOS ANGELES



Media Code 4 205 3567 6.00 Mid 008622-000
RKO General Broadcasting
5901 Venice Blvd., Los Angeles, CA 90034. Phone 213-937-5230, TWX 910-321-4491.

PROGRAMMING DESCRIPTION

KRTH (FM): MUSIC: adult contemporary. NEWS: 7 min newscast at 6, 7, 8, 9 am; updates 6:30, 7:30 & 8:30 am. Traffic updates each half hour 8:30-9 am. Midday news noon. Afternoon news 4, 5 & 6 pm. Contact Representative for further details. Rec'd 5/23/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Allan D. Chlowitz.
General Sales Manager—Jan Kopic.
Program Director—Bob Hamilton.
National Sales Manager—Sheri Wish.

2. REPRESENTATIVES

Republic Radio Sales, Inc.

3. FACILITIES

ERP 51,000 w. (horiz.), 51,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,130 ft. above average terrain.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

MUSI (FM)

1961
SANTA BARBARA



(This is a paid duplicate of the listing under Santa Barbara, California.)

Media Code 4 205 8610 9.00 Mid 008857-000
The Schuele Organization
Hotel Carrillo, Chupala and Carrillo Sts., Santa Barbara, CA 93101. Phone 805-963-1831.

PROGRAMMING DESCRIPTION

KRUZ (FM): MUSIC: Easy listening aimed at 25-54. Album, Broadway & show tunes, vocals & instrumentals in 1/4 hr segments. COMMERCIAL POLICY: max 8-min/hr; ea 1/4 hr segment approx 13-min music plus 2 spots. NEWS: 6, 7, 8 & 9 am, noon, 5 & 6 pm; weather reports from surfside harbormaster. SPECIAL FEATURES: audience question of day 4x between 6:30-9:30 am w/ voting; results thru-out day. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carl L. Schuele.

2. REPRESENTATIVES

Katz Radio

3. FACILITIES

ERP 105,000 w. (horiz.), 105,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,980 ft above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 26a.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/85—Rec'd 12/20/84.
AAA—Mon thru Sun 6 am-6 pm.
A—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	30	24	18	12	6	12	6
AAA	36	40	42	46	48		
A	12	14	16	18	20		

DISCOUNT

26 wk—5% 52 wk—10%

7. PACKAGE PLANS

TAP 1—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-8 pm
PER WK: 30 24 18 12 6 12 6
1 min 30 34 38 40 42
TAP 2—1/4 6 AM-NOON, 1/4 NOON-6 PM, 1/4 6-10 PM, 1/4 10 PM-6 AM

1 min 20 22 24 26 28
30 sec/less: 80% of 1-min.

10. SPECIAL FEATURES

FLAT, EA: 1 min
News Sponsorship, 6 am-8 pm 55
Call Cruise Question of Day, M-F 6:30 am 45
Surfside Harbormaster Report, M-Sat 7-8 am 55
Wall Street Reports, M-F 6 am-8 pm 55
Slumber Seminar—4 hr sleep teaching program, Tues thru Fri 1-5 am: Flat, 360.00.



KSKQ

(formerly KZLA)
LOS ANGELES

Contemporary Spanish



Media Code 4 205 3570 0.00 Mid 008625-000
Spanish Broadcasting System of California
5700 Sunset Blvd., Los Angeles, CA 90028. Phone 213-466-3001.

PROGRAMMING DESCRIPTION

KSKQ: Programmed for modern Hispanics. MUSIC: Contemporary Spanish, variety of Hispanic artists. NEWS: emphasis local, nat'l & internat'l; live input from major Latin Am. capitols. FEATURES: public affairs programming; community involvement; contests & promotions. SPORTS: at :30. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNEL

Chairman of the Board—Raul Alarcon.
President—Jose Gmallt Mestre.
Exec. Vice-Pres. of Sales & Oper.—Raul Alarcon, Jr.
Executive Vice-President of Corporate Affairs—Adriano Garcia.
Executive Vice-President, Administration—Rafael Diaz Gutierrez.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

50,000 w., 10,000 w. nights; 1540 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 21, 2b, 3a, 3b, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 27, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60f.
Cancellation: 70a, 70c, 72.
Affiliated with Caballero Radio Network.

TIME RATES

No. 1 Eff 12/17/84—Rec'd 10/30/84.
AAAA—5-10 am & 3-7 pm.
AAA—10 am-3 pm.
AA—7 pm-midnight.
A—midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AAAA	90	72
AAA	60	48
AA	40	32
A	20	16

7. PACKAGE PLANS

WEEKLY TAP

	1 min	30 sec
ROS:		
15 ti (4AAAA, 7AAA, 4AA)	690	555
25 ti (6AAAA, 13AAA, 6AA)	1100	880

KTNQ

1925
LOS ANGELES



Media Code 4 205 3573 4.00 Mid 008623-000
K-LOVE Radio Broadcasting, Inc.
5724 Hollywood Blvd., Hollywood, CA 90028. Phone 213-465-3171.

PROGRAMMING DESCRIPTION

KTNQ: 100% Spanish, programmed for young adults' interest. MUSIC: modern Mexican-Spanish. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60, emphasis on local. SPORTS: local, nat'l & internat'l events; play-by-play live broadcast of major league baseball & Professional football. Contact Representative for further details. Rec'd 5/24/84.

1. PERSONNEL

General Manager—Elias Liberman.
Sales Manager—Julio Liberman.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

50,000 w.; 1020 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Rate include translation from English to Spanish.
FM facilities: KLYE (FM).
Affiliated with Caballero Radio Network.

TIME RATES

KTNO/KLYE (FM) COMBINATION

Eff 5/24/84.
AAA—Mon thru Sat 5-10 am & 3-8 pm.
AA—Mon thru Sat 10 em-3 pm; Sun 5:30-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AAA	120	120
AA	150	143
AA	140	136
A	104	99

KTNO only: Rates have been temporarily withdrawn by station.

KUTE (FM)

1951
GLENDALE



Adult Contemporary

NRBA

(This is a paid duplicate of the listing under Los Angeles Urban Area, California.)

Media Code 4 205 4260 7.00 Mid 008654-000
Inner City Broadcasting Corp. of Los Angeles
1989 Riverside Dr., Los Angeles, CA 90039. Phone 213-669-1000.

PROGRAMMING DESCRIPTION

KGIL

1947
SAN FERNANDO



Media Code 4 205 3840 7.00

Buckley Broadcasting Corp. of California
14800 Lassen St., Box 1260, Mission Hills, CA 91345.
Phone 213-894-9191, 877-3466.

PROGRAMMING DESCRIPTION

KGIL: Programmed for adults. MUSIC: MOR; blend of familiar entertainers doing Standards & hits. NEWS: valley news at :60; sports during drive periods; traffic reports drivetimes; skywatch, fixed wing aircraft; live remotes available 4 hrs daily. Contact Representative for further details. Rec'd 10/26/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—West. Regnl. Supvr.—Stanley G. Warwick.
Prog. & Music Dir.—Mike Lundy.
General Sales Manager—Richard F. (Dick) McGeary.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w.; 1260 khz. Directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGIL-FM

1958
SAN FERNANDO



Media Code 4 205 3855 5.00

Buckley Communications, Inc.
14800 Lassen St., Box 1260, Mission Hills, CA 91345.
Phone 213-894-9191, 877-3466.

PROGRAMMING DESCRIPTION

KGIL-FM: Programmed for young adults. MUSIC: Easy Rock Adult Contemporary featuring hits of today plus soft recurrences & hits from past. NEWS: AM drive at :20. Contact Representative for further details. Rec'd 7/22/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—(West. Regnl. Supvr.)—Stanley G. Warwick.
Prog. & Music Dir.—Mike Lundy.
General Sales Manager—Richard F. (Dick) McGeary.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 80 ft. below average terrain.

- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGRB

1963
WEST COVINA

Media Code 4 205 3870 4.00

Robert Burdette & Associates, Inc.
751 Echelon Ave., City of Industry, CA 91744. Phone 213-330-5211, Los Angeles, 213-686-0300.
1 min rate 1x: 20.00.

KIEV

1931
GLENDALE
A Beaton Station

Media Code 4 205 3990 9.00

Southern California Broadcasting Co.
104 N. Glendale Ave., Glendale, CA 91206. Phone 213-245-2388.

Remote Studio.
Arco Plaza, 505 S. Flower St., Los Angeles, CA 90071.

PROGRAMMING DESCRIPTION

KIEV: Programmed for 25-55 age group. TALK: programs daily with AIR PERSONALITIES. NEWS: stock market reports 2x daily M-S; UPI audio plus local & mobile coverage. SPORTS: network daily plus horse race programs direct from local tracks; college football; pro basketball, LA Clippers Contact Representative for further details. Rec'd 11/9/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—William J. Beaton.
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.
National Sales Manager—Fred S. Beaton.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 870 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Program contracts subject to cancellation on 14 days prior written notice.

TIME RATES

Eff. 11/21/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
6 am-8 pm	150	110
8 pm-midnight	100	75
Midnight-6 am	75	45

8. PROGRAM TIME RATES

BLOCK:	1 hr	1/2 hr	1/4 hr	5 min
Ea	900	450	300	200

KIKF (FM)



1961
GARDEN GROVE



HILLIER, NEWMARK, WECHSLER & HOWARD

Country



Media Code 4 205 3915 7.00

Orange Broadcasting Corp.
Two City Blvd. E., Suite 183, Orange, CA 92668. Phone 714-835-1300.

PROGRAMMING DESCRIPTION

KIKF (FM): MUSIC: Modern Country. Special features thru day with local news headlines, sports & weather. COMMERCIAL POLICY: 10 min per hr. Contact Representative for further details. Rec'd 10/7/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—N. Arthur Astor.
Station Manager—James A. Votaw.
Operations—John Dzima.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 3,000 w. circular polarized; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 245 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b.
Contracts: 40a, 41, 44a, 46, 51a.
Comb.; Cont. Discounts: 60i.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 2/1/85—Rec'd 1/22/85.

7. PACKAGE PLANS

PER WK:	TAP	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	58	54	50	46	42	40	40
30 sec	44	42	40	36	34	32	32

10 sec: 50% of 1-min.
Fixed: Extra 25%, within specified time periods.

10. SPECIAL FEATURES

Newscasts—extra 25%, within specified time periods.

CONTINUOUS WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

KJLH (FM)

1965
COMPTON



Media Code 4 205 3930 6.00

Taxi Productions
3847 Crenshaw Blvd., Los Angeles, CA 90008. Phone 213-299-2992, 2993, 2994.

PROGRAMMING DESCRIPTION

KJLH (FM): Programmed for young adults and adults 18-49. MUSIC: contemporary; R & B, pop, jazz & Latin, AIR PERSONALITIES: M-Sat. NEWS: at :60. COMMERCIAL POLICY: 12 minutes maximum. RELIGIOUS: 10 black churches, Sun 6 am-noon. Contact Representative for further details. Rec'd 10/22/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—J. B. Stone.
General Sales Manager—Joe Watts.

2. REPRESENTATIVES

Radio Station Representatives, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 14e.
Basic Rates: 21b, 22a, 23a, 24a, 28c, 29b, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b, 62d.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMAX (FM)



1960
ARCADIA

Specialized Programming



A Universal Broadcasting Corporation Station

Media Code 4 205 4005 8.00

KMAX Inc.
3844 E. Foothill Blvd., Pasadena, CA 91107. Phone 213-681-2496.

PROGRAMMING DESCRIPTION

KMAX (FM): Daily foreign language, religion, tele/talk, gospel music, Japanese, Farsi, Thai, Vietnamese, Arabic, Hungarian, Greek, Korean, Hebrew, Hindi, Iranian, Romanian, Samoan, Filipino, Contact Representative for further details. Rec'd 5/25/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Darby Cunningham.
Operations Manager—Bob Gourley.
Traffic Manager—Diane Golden.

2. REPRESENTATIVES

Radio Spot Sales, Inc.
Universal Broadcasting Corporation.

3. FACILITIES

ERP 3,000 w.; 107.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,000 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNAC (FM)

105.5 FM Knac

1961
LONG BEACH

Rock 'n Rhythm



Media Code 4 205 4020 5.00

Flagship Broadcasting
Suite 1000, 320 Pine Ave., Long Beach, CA 90802.

PROGRAMMING DESCRIPTION

KNAC (FM): Modern rock artists incl Eurythmics, Culture Club, Bill Idol, The Cars, Bruce Springsteen, Cyndi Lauper, Huey Lewis, Pretenders, some Classic Rock/Soul Oldies; current rotation Reggae stars Steel Pulse, The Go-Go's, Bowie, Fxix, U-2; oldie selections incl classics from 60's & early 70's, from the Everly Brothers & Chuck Berry to Jimi Hendrix, Dave Clark 5, The Beatles, The Four Tops, & The Supremes. Modern rock with classic oldies, appeals to 18-34 market. Rec'd 10/1/84.

1. PERSONNEL

General Manager—Gary W. Price.
General Sales Manager—Nicki Randolph.
Program Director—Jimmy Christopher.

3. FACILITIES

ERP 1,600 w. (horiz.), 1,600 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25b, 26, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 42b, 42d, 44b, 47a, 47e, 48, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME

Eff 10/1/84—Rec'd 10/1/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Sat 6-9am, Sun 8-11 pm	50	44	30
Midnight-6 am	30	26	18

1 min 30 sec 10 sec
MON THRU FRI 6 AM-MIDNIGHT, SAT 9 AM-
MIDNIGHT, SUN 9 AM-8 PM

High	70	48
Low	80	70
	60	52
		36

KNOB (FM)

KNOB FM 98

1949
LONG BEACH



Masla Radio

Middle of the Road



Media Code 4 205 4050 2.00

Pennino Music Co., Inc.
505 N. Euclid, Anaheim, CA 92801. Phone 714-772-5662.
Mailing Address: Box 3159, Anaheim, CA 92803.

PROGRAMMING DESCRIPTION

KNOB (FM): Target audience 25-54. MUSIC: Std & Adult Contemporary vocal artists. NEWS: at 60 & :30 AM drive, noon & :60 PM drive; live traffic reports every 15 min AM/PM drive. AIR PERSONALITIES & promotions. Contact Representative for further details. Rec'd 3/21/83.

1. PERSONNEL

President—Jeanette B. Banoczi
Vice-Pres. & Gen'l Mgr.—John R. Banoczi.
Prod/Promotion Mgr.—Dominic Vlasic.
Oper./Prog. Dir.—Madelaine Pennino Vlasic.

2. REPRESENTATIVES

Masla Radio.
Los Angeles—Gillis Broadcasting Representatives.

3. FACILITIES

ERP 79,000 w. (horiz.), 79,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 7b, 8.
Rate Protection: 10e, 11e, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 27, 28c, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47b, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i.
Cancellation: 70b, 70d, 71a, 72, 73a.

TIME RATES

Eff 10/84—Rec'd 11/19/84.

AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 5-10 am & 3-8 pm.
A—Mon thru Sat 8 pm-midnight; Sun 8 am-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	I	II	III	IV
AAA	105	100	95	90	84	80	76	72
AA	100	95	90	85	80	76	72	68
A	95	90	85	80	76	72	68	64

Fixed, extra 10.00.

(CR-2) (A)

KNSE

1946
ONTARIO



Media Code 4 205 4052 8.00

Coronado Four Counties Broadcasting, Inc.
8729 E. Ninth St., Rancho Cucamonga, CA 91730. Phone 714-981-8893.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
1 min rate 1x: 30.00.

KNTF (FM)

1947
ONTARIO

CALIFORNIA

Los Angeles Urban Area—cont KNTF (FM)—cont

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack L. Siegal.
Sales Manager—Max Sirstins.
Program Director—Kevin O'Neill.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,052 ft. above sea level.
- AGENCY COMMISSION**
15% time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b,
24c, 25a, 27, 28c, 29a, 29b, 33d.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 50, 51a,
51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 60k, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: California Ag Radio Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR)

KOCM (FM)

KOCM 103.1

1964
NEWPORT BEACH



Media Code 4 205 4056 9.00 Mid 008647-000
Donrey Inc.
130 Newport Center Dr, Suite 210, Newport Beach, CA
92660. Phone 714-644-2727.

PROGRAMMING DESCRIPTION
KOCM (FM): Programmed for adults. MUSIC: Contemporary
beautiful instrumentals combined with contemporary
& std. vocals in 1/4 hr music sweeps. NEWS: every hr at
:57 during drive times; every other hr at :57 other times;
Washington D. C. Bureau. Marine weather 10x/day at :30.
Contact Representative for further details. Rec'd 2/23/
84.

- PERSONNEL**
President—Donald W. Reynolds.
General Manager—Elliot A. Lazarus.
Sales Manager—Caroline Weyher.
- REPRESENTATIVES**
Western Regional Broadcast Sales.
- FACILITIES**
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0; bills rendered and payable monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23b, 24a, 24b, 24c,
25a, 28b, 30, 33d.
Contracts: 40a, 41, 44b, 46, 51c.
Comb.; Cont. Discounts: 60d, 60k, 62d, 62e.
Cancellation: 70c, 71a.

TIME RATES

No. 21 Eff 10/15/84—Rec'd 10/2/84.

7. PACKAGE PLANS		TAP—AM/PM DRIVE, MD, EVE				
1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk	
6 ti	33	30	27	25	22	
12 ti	32	29	26	24	21	
18 ti	31	28	25	23	20	
24 ti	29	26	24	22	19	
30 ti	28	25	23	21	18	
30 SEC:		27	25	22	20	
6 ti	26	24	21	19	17	
12 ti	25	23	20	18	16	
18 ti	23	21	19	17	15	
24 ti	22	20	18	16	14	
PREFERRED DAYPARTS—AMD, MD, PMD						
1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk	
6 ti	38	35	32	30	27	
12 ti	37	34	31	29	26	
18 ti	36	33	30	28	25	
24 ti	34	31	29	27	24	
30 ti	33	30	28	26	23	
30 SEC:		32	30	27	25	
6 ti	31	29	26	24	22	
12 ti	30	28	25	23	21	
18 ti	28	26	24	22	20	
24 ti	27	25	23	21	19	

Fixed positions, extra 20%
BULK—TAP
Open 312x 624x 936x 1248x 1560x
1 min 33 25 24 23 22 21
30 sec 27 20 19 18 17 16
Preferred dayparts, extra 5.00.

SATURATION
40+ PER WK: 1 min 30 sec
1 wk 26 20
4 wk 23 18

ALTERNATING WEEKLY
13/26 ti apply 13 wk rate; 26/52 ti, apply 26 wk rate, all
rates plus 1.00.

10. SPECIAL FEATURES
Marine weather—Minimum participation 3 mo, 70 ti per
mo, open & close plus 30-sec spot:
3 mo 6 mo 1 yr
Per mo 1750 1540 1400

Newscasts—3-min AP & local, open & close plus 30-sec
spot:
1x 78x 156x 312x 624x
Ea 40 39 35 31 28

KPPC

1924
PASADENA



Media Code 4 205 4075 9.00 Mid 008648-000
KPPC, Inc.
3844 E. Foothill Blvd., Pasadena, CA 91107. Phone 213-
681-2486.

- REPRESENTATIVES**
Radio Spot Sales, Inc.
Universal Broadcasting Corporation.
1 min rate 1x: 20.00.

KRLA

1941
PASADENA



Media Code 4 205 4110 4.00 Mid 008649-000
KRLA Inc.
1401 South Oak Knoll, Pasadena, CA 91109. Phone 818-
793-3330.
Sales Office: 7120 Sunset Blvd., Los Angeles, CA
90046. Phone 213-851-2100.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KROQ

1947
BURBANK

Media Code 4 205 4155 9.00 Mid 008650-000
George E. Cameron Communications
1642 N. Cahuenga Blvd., Hollywood, CA 90028. Phone
213-466-8692.

- REPRESENTATIVES**
U. L. C. Radio & Television Reps.
1 min rate 1x: 50.00.

KROQ-FM

1962
PASADENA

Media Code 4 205 4158 7.00 Mid 008651-000
Burbank Broadcasting Co.
117 South Los Robles Ave, Pasadena, CA 91101. Phone
213-578-0830.

- PERSONNEL**
General Manager—Michael Brandt.
General Sales Manager—Michael A. Sambor.
Program Director—Raymond Banister.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 25,500 w.; 106.7 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,600 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 23a.
Comb.; Cont. Discounts: 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSRR (FM)

1960
SANTA MONICA

Contemporary



Media Code 4 205 4200 3.00 Mid 008652-000
Santa Monica Broadcasting, Inc.
1425 Fifth St., Santa Monica, CA 90401. Phone 213-393-
9681. Sales: 451-8166.

PROGRAMMING DESCRIPTION
KSRR (FM): Programmed for adults. MUSIC: contemporary.
NEWS: briefs at alternate hours COMMERCIAL POLICY:
8 minutes per hour in 1/4 hr breaks. Contact
Representative for further details. Rec'd 5/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—George A. Baron.
Program Director—Nick Toth.
Sales Manager—Jack Bell.
- REPRESENTATIVES**
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 95 ft. below average terrain.
- FACILITIES**
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11b, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c,
25a, 28c, 30.
Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTSJ

1960
POMONA



Media Code 4 205 4215 1.00 Mid 008641-000
Creative Communications of Pomona, Inc.
163 Pomona Mall West, Box 1220, Pomona, CA 91769.
Phone 714-623-6728.
1 min rate 1x: 13.00.

KTYM

1958
INGLEWOOD

Religious & Foreign



Media Code 4 205 4230 0.00 Mid 008653-000
Trans-American Broadcasting
6803 West Blvd., Inglewood, CA 90302. Phone 213-678-
3731.

PROGRAMMING DESCRIPTION
KTYM: Religious, Bible teachings, gospel, civic news,
sports, 2-way call-in programs. Weekend foreign
programs in German, Italian, Japanese, Armenian,
Spanish, Hungarian, Croatian, Russian, Serbian,
Lithuanian, French, Ukrainian, Romanian. Rec'd 4/11/
83.

- PERSONNEL**
President—A. J. Williams.
Vice-Pres. & Gen'l Mgr.—Gerardo Borrego.
Sales Director—E. L. Brooks.
- FACILITIES**
5,000 w. days; 500 w. nights; 1460 khz. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a.
Rate Protection: 10c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 27.
Contracts: 40a, 41, 45, 47a, 48, 49.
Comb.; Cont. Discounts: 61a, 62.
Cancellation: 70b, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 4/11/83.

	AA	20+	A			
AA—6:10 am & 3-7 pm.						
A—10 am-3 pm, 7 pm-6 am.						
7. PACKAGE PLANS						
	5 ti	10 ti	20+	5 ti	10 ti	20+
1 min	18.00	15.00	12.50	16.50	14.00	11.00
30 sec	14.00	12.00	10.00	13.00	11.00	9.00

- PROGRAM TIME RATES**
- | | AA | A | | | | |
|---------|--------|--------|-------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 1 hr | 1/2 hr | 1/4 hr | |
| 1 x | 130.00 | 85.00 | 50.00 | 115.00 | 70.00 | 42.50 |
| 26-360x | 120.00 | 75.00 | 45.00 | 110.00 | 65.00 | 40.00 |

KUTE (FM)

1951
GLENDALE



Masla Radio

Adult Contemporary



Media Code 4 205 4260 7.00 Mid 008654-000
Inner City Broadcasting Corp. of Los Angeles
1989 Riverside Dr., Los Angeles, CA 90039. Phone 213-
669-1000.

PROGRAMMING DESCRIPTION
KUTE (FM): Adult contemporary presented by personalities.
Promotional activity in all dayparts. NEWS: at :50
AM drive, noon & PM drive. Traffic reports in AM/PM
drive. Contact Representative for further details. Rec'd
3/9/84.

- PERSONNEL**
General Manager—Bill Shearer.
Nat'l & Gen'l Sales Mgr.—Dick Warshaw.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 690 w. (horiz.), 690 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5,800 feet above sea level.
- AGENCY COMMISSION**
15%. Bills rendered on 1st of month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 73a.
AM facilities: KGFJ.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

KWIZ

1926
SANTA ANA



Torbet Radio

Media Code 4 205 4305 0.00 Mid 008655-000
Voice of the Orange Empire, Inc., Ltd.
3101 W. Fifth St., Santa Ana, CA 92703. Phone 714-554-
5000.

PROGRAMMING DESCRIPTION
KWIZ: Programmed for adults 18-49. MUSIC: Mixture of
gen'l popular stnds incl past & present hits & selected
new releases. 6 AIR PERSONALITIES. NEWS: 5-min
each hr with local coverage & local news staff. COM-
MERCIAL POLICY: Max 14-min per hr. Contact
Representative for further details. Rec'd 11/23/81.

- PERSONNEL**
President—Phil C. Davis.
Exec. V. P., Gen'l & Prog. Mgr.—Bill Weaver.
Sta. & Sales Mgr.—Dave Armstrong.
Local Sales Manager—Carla Buchanan.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 1480 khz.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; time only. Bills rendered and payable monthly.
Payments after 60 days, extra 2%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a,
27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
(* Except for 52 week advertisers.
Affiliated with Supernet.

- SPOT ANNOUNCEMENTS**
- | | AA | A | B | AA | A | B |
|--------|----|----|----|----|----|----|
| 1 WK: | 99 | 73 | 26 | 78 | 60 | 23 |
| 5 ti | 95 | 71 | 25 | 73 | 58 | 21 |
| 10 ti | 93 | 69 | 24 | 71 | 57 | 20 |
| 20 ti | 89 | 67 | 23 | 69 | 55 | 19 |
| 30 ti | 85 | 61 | 22 | 67 | 53 | 18 |
| 40 ti | 79 | 59 | 21 | 65 | 50 | 17 |
| 50 ti | 89 | 66 | 23 | 70 | 54 | 21 |
| 13 WK: | 85 | 64 | 22 | 66 | 52 | 19 |
| 5 ti | 83 | 62 | 21 | 64 | 51 | 18 |
| 10 ti | 80 | 60 | 20 | 62 | 49 | 17 |
| 20 ti | 76 | 55 | 19 | 60 | 48 | 16 |
| 30 ti | 71 | 53 | 18 | 58 | 45 | 15 |

- SPOT ANNOUNCEMENTS**

	AA	A	B	AA	A	B
1 WK:	99	73	26	78	60	23
5 ti	95	71	25	73	58	21
10 ti	93	69	24	71	57	20
20 ti	89	67	23	69	55	19
30 ti	85	61	22	67	53	18
40 ti	79	59	21	65	50	17
50 ti	89	66	23	70	54	21
13 WK:	85	64	22	66	52	19
5 ti	83	62	21	64	51	18
10 ti	80	60	20	62	49	17
20 ti	76	55	19	60	48	16
30 ti	71	53	18	58	45	15

- PACKAGE PLANS**
- | | AA | A | B | AA | A | B |
|--------|----|----|----|----|----|----|
| PER | 85 | 63 | 22 | 66 | 51 | 20 |
| 300 x | 81 | 61 | 21 | 63 | 49 | 18 |
| 500 x | 79 | 59 | 20 | 60 | 48 | 17 |
| 1000 x | 76 | 57 | 19 | 59 | 46 | 16 |
| 1500 x | 7 | | | | | |

KWIZ-FM1948
SANTA ANA**Torbet Radio**Media Code 4 205 4306 8.00 Mid 008656-000
Voice of the Orange Empire, Inc., Ltd.
3101 W. 5th St., Santa Ana, CA 92703. Phone 714-554-5000.**PROGRAMMING DESCRIPTION**

KWIZ-FM: Programmed for young adults. MUSIC: Personality Adult Contemporary. NEWS: 1-min local & reg'l/hr. COMMERCIAL POLICY: max 8 minutes/hr. Contact Representative for further details. Rec'd 7/29/83.

1. PERSONNELPresident—Phil C. Davis.
Exec. V. P., Gen'l & Prog. Mgr.—Bill Weaver.
Sta. & Sales Mgr.—Dave Armstrong.
Local Sales Manager—Carla Buchanan.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIESERP 3,000 w.; 96.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 855 ft. above average terrain.**4. AGENCY COMMISSION**15/0; time only. Bills rendered and payable monthly.
Payments after 60 days, extra 2%.**5. GENERAL ADVERTISING See coded regulations**General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60l, 60k, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Affiliated with Supernet.(*) Except for 52 week advertisers.
Sold in combination with AM. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Separate rates have been temporarily withdrawn by station.

KWKW1942
PASADENA**LOTUS
ALBERTINI**
HISPANIC REPS**Spanish Language**A Lotus Communications Corporation Station
Media Code 4 205 4320 9.00 Mid 008657-000
Lotus Communications Corp.
6777 Hollywood Blvd., Suite 400, Hollywood, CA 90028.
Phone 213-466-8111.**PROGRAMMING DESCRIPTION**

KWKW: Spanish language. MUSIC: emphasis on Mexican pop, with personality DJ's. NEWS: 5-min at :60, headlines at :30 with sports, weather & traffic reports; news hr 7-8 am & 4-5 pm. SPORTS: noon-12:10, 6-6:10 pm, with news of interest to Mexican-Americans; mobile unit & remote studio. Contact Representative for further details. Rec'd 3/21/83.

1. PERSONNELGeneral Manager—Jose Cabrera.
Program Director—Alfredo Rodriguez.
News & Sports Dir.—Luis Alberto Bravo.**2. REPRESENTATIVES**

Lotus-Albertini Hispanic Reps.

3. FACILITIES5,000 w. days, 1,000 w. nights; 1300 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. PST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60l, 60j.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.**TIME RATES**No. 27 Eff 1/1/85—Rec'd 12/28/84.
AAA—Mon thru Sun 5-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight.
B—Mon thru Sun midnight-5 am.**6. SPOT ANNOUNCEMENTS****FIXED WITHIN SPECIFIED DAYPART**

PER WK:	1 min		30 sec	
	AAA	AA	A	B
12 ti	99	85	66	30
18 ti	96	83	63	28
24 ti	92	80	59	23
30 ti	89	78	56	20

7. PACKAGE PLANS

PER WK:	TAP I—MON-SUN 2/3AAA, 1/3AA			
	12 ti	18 ti	24 ti	30 ti
1 min	87	84	80	77
30 sec	69	67	64	62

PER WK:	TAP II—MON-SUN 1/3AAA, 1/3AA, 1/3A			
	12 ti	18 ti	24 ti	30 ti
1 min	82	79	75	72
30 sec	66	64	61	58

(D)

KWOW1947
POMONAMedia Code 4 205 4330 8.00 Mid 008658-000
Wickstrom Broadcasting Co.
South Mills & Olive Rds., Pomona, CA 91766. Phone 714-628-5541, 213-331-0794.
Rates have been temporarily withdrawn by station.**KWVE (FM)**

SAN CLEMENTE



(This is a paid duplicate of the listing under San Clemente, California.)

Media Code 4 205 6690 3.00 Mid 008778-000
El Camino Broadcasting Corp.
800 S. El Camino Real, San Clemente, CA 92672. Phone 714-492-9800.**PROGRAMMING DESCRIPTION**

KWVE (FM): MUSIC: Satellite Music's "Star Station" Contemporary programmed for adults 25-54, 12M-7 pm; Night Waves "Lead the Fish" 7 pm-12M. NEWS: at :60; 2-min features on weather, marine weather, community bulletins, community affairs. Ford Mullins drive time 5-9 am. COMMERCIAL POLICY: max 12 min/hr in music format presented in 10-min sweeps. Rec'd 10/30/84.

1. PERSONNELPresident—Jon Ross.
Vice-Pres./Oper. Mgr.—Peter Smith.
Vice-Pres. & Sta. Mgr.—Martha (Mart) Aspegren.**3. FACILITIES**ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 500 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Satellite Music Network.

TIME RATES

No. 10 Eff 1/1/84—Rec'd 12/30/83.

6. SPOT ANNOUNCEMENTS**ROS—6 AM-7 PM**

PER WK:	1 min		30 sec	
	1 wk	13 wk	26 wk	52 wk
1 ti	31	29	27	25
12 ti	30	28	26	24
18 ti	29	27	25	23
24 ti	28	26	24	22
30 ti	27	25	23	21
36 +	26	24	22	20

10 sec: 50% of 1-min.
All other times, 60% of above rates.

Rates may be combined for frequency discount.

(D)

KYMS (FM)1964
SANTA ANA**Contemporary Christian**Media Code 4 205 4340 7.00 Mid 008659-000
Interstate Broadcasting Systems
1748 W. Katella Ave., Orange, CA 92667. Phone 714-835-1063.**PROGRAMMING DESCRIPTION**

KYMS (FM): Programmed for adults 18-49; 90% music, 10% programs. MUSIC: Contemporary Christian M-F 6 am-6:30 pm, 9 pm-6 am; Sat 12M-8 am, 11 am-12M; Sun 12M-8 am & 12:30-6 pm. RELIGIOUS: Christian Ministry programs M-F 6:30-9 pm; Sat 8-11 am; Sun 8 am-12:30 pm & 6-11:30 pm. Rec'd 9/28/84.

1. PERSONNELGeneral Manager—Jack Kandel.
General Sales Manager—David Toberty.
Operations Director—Greg Fast.**3. FACILITIES**ERP 3,000w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 130 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; payable in 30 days.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3c, 4b, 4d, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 15a, 14d.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 51c.
Comb.; Cont. Discounts: 60h, 60i, 60k, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 10/29/84.

PER WK:	6. SPOT ANNOUNCEMENTS											
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti	60 ti	72 ti	84 ti	96 ti	108 ti
1 min	45	36	29	25	23	21	18	16	14	13	12	11
30 sec	35	29	23	20	18	17	14	13	12	11	10	9

7. PACKAGE PLANS

PER YR:	BULK					
	300x	450x	600x	900x	1200x	1500x
1 min	25	23	21	18	16	14
30 sec	20	18	17	14	13	11

Los BanosMerced County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**KLBS**1961
LOS BANOS**Foreign Language/Farm News/Religious**Media Code 4 205 4350 6.00 Mid 008660-000
Ethnic Radio, Inc.
Box 1468, Los Banos, CA 93635. Phone 209-826-0578.
Studio and Other office:
401 Pacheco Blvd., Los Banos, CA 93635. Phone 209-826-4996.**PROGRAMMING DESCRIPTION**

KLBS: 90% foreign language; 5% religious; 5% farm programs. NEWS: farm 7:30-8 & 11:30 am-noon; 30-min news at noon M-Sat, also at 4:30 pm M-F; open line 5-6 pm M-W-T-H-F. FEATURES: Spanish 6-7:30 am M-Sat; religious 6-7 & 9-10 am Sun; Portuguese remainder of schedule. Contact Representative for further details. Rec'd 3/30/84.

1. PERSONNELGen'l & Sales Mgr.—Mike McAdam.
Operations Director—Marlene McAdam.**2. REPRESENTATIVES**

Farm: J. L. Farmakis, Inc.

3. FACILITIES500 w. days; 1330 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.**4. AGENCY COMMISSION**

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Member: California Ag Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 1/28/80.

6. SPOT ANNOUNCEMENTS

1 min	1x	50x	100x	250x	500x	750x
10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50

7. PACKAGE PLANS

13 WK PLAN, PER WK:	10 ti	26 ti	51 ti	75 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.50	7.00	6.50	5.00

(SMD)

KSNN (FM)1966
LOS BANOSMid 008661-000
See SRDS Spot Radio Small Markets Edition.**Los Gatos**Santa Clara County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**KRVE (FM)**1966
LOS GATOS

Mid 008662-000

Contemporary Top-40 & Foreign LanguageMedia Code 4 205 4352 2.00 Mid 008662-000
Ethnic Radio, Inc.
227 N. Santa Cruz Ave., Los Gatos, CA 95030. Phone 408-354-6622.**PROGRAMMING DESCRIPTION**

KRVE (FM): 60% English, 40% foreign language. NEWS: 2 min midnight-5 am; 3 min 6-11 am; 1/2 hr noon & 4:30 pm; M-F Open Line 5-6 pm. MUSIC: Adult Contemporary M-F midnight-noon & wknd midnight-7 am; Star Song 7x/wk 9 pm-midnight. FEATURES: Portuguese M-F noon-9 pm; foreign languages wknds 7 am-9 pm. Rec'd 11/21/83.

1. PERSONNELGeneral Manager—Deborah J. Abronzino.
Program Director—Rich Amooi.**3. FACILITIES**ERP 370 w. circular polarized; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 860 ft. above average terrain.**4. AGENCY COMMISSION**

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11d, 12a, 13d, 14f, 15b, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 22a, 24b, 24c, 25a, 26, 28c, 33b.
Contracts: 40a, 45, 47e.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.**TIME RATES**

No. 20 Eff 11/1/84—Rec'd 10/25/84.

6. SPOT ANNOUNCEMENTS

1 min	1x	25x	100x	250+
32	26	20	14	12
30 sec	26	20	14	12

8. PROGRAM TIME RATES

EA:	1 hr
Mon thru Sat 9 am-8 pm	144
Mon thru Sat 8 pm-9 am	132
Sun 9 am-8 pm	138
Sun 8 pm-9 am	132
OPEN:	1/2 hr 1/4 hr 5 min
Mon thru Sun	78 54 42

MaderaMadera County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.**KHOT**1956
MADERAMid 008663-000
See SRDS Spot Radio Small Markets Edition.**KUUL (FM)**1974
MADERAMid 008664-000
See SRDS Spot Radio Small Markets Edition.**Mammoth Lakes**Mono County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**KMMT (FM)**1973
MAMMOTH LAKESMid 008665-000
See SRDS Spot Radio Small Markets Edition.**Manteca**San Joaquin County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.**KSJQ (FM)**(formerly KROI (FM))
1979
MANTECAMid 008666-000
Jonsson Communications Corporation
8911 Brady Road, Manteca, CA 95316. Phone 209-575-9797, 464-9797.

Mailing Address: Box 2424, Sacramento, CA 95811.

2. REPRESENTATIVESSelcom Radio.
Rates have been temporarily withdrawn by station.**Marina**Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.**KBOQ (FM)**1982
MARINAMid 023352-000
Del Rio Tortilla Company
223 Reindollar Ave., Marina, CA 93933. Phone 408-384-5755.**Classical**Media Code 4 205 4455 3.00 Mid 023352-000
Del Rio Tortilla Company
223 Reindollar Ave., Marina, CA 93933. Phone 408-384-5755.

CALIFORNIA

Marina—cont

KBOQ (FM)—cont

2. REPRESENTATIVES

Weiss & Powell, Inc.
San Francisco—Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 1,000 w. (horiz.), 1,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 6-2 am, PST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

TIME RATES

Eff—Rec'd 1/4/84.

6. SPOT ANNOUNCEMENTS

PER WK, BTA: 1 ti 15 + PER WK, BTA: 1 ti 15 +
1 min 20 18 30 sec 16 14

9. PARTICIPATING PROGRAMS

13-WK MINIMUM PROGRAM CONTRACT/NET
*EA: Per wk
The Masters Concert—M-F 8-10 pm 300
(*Ea daily program contains 4 spots plus open & close with name mention.)

(SMD) (CR)

Mariposa

Mariposa County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KUBB (FM)

1956
MARIPOSA

Mid 008671-000

See SRDS Spot Radio Small Markets Edition.

Marysville

Yuba County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See Yuba City-Marysville

McFarland

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KXEM

1970
MCFARLAND

CABALLERO SPANISH RADIO

Media Code 4 205 4477 7.00 Mid 008668-000
Caballero Spanish Radio, Inc.
Box 326, McFarland, CA 93250. Phone 805-792-2128.

PROGRAMMING DESCRIPTION

KXEM: Programming—100% Spanish. Contact Representative for further details. Rec'd 2/3/83.

1. PERSONNEL

Oper. & Office Mgr.—Frances C. Torres
Office Manager—Frances C. Torres.
Pro./News Dir.—Julio Gallegos.

2. REPRESENTATIVES

Caballero Spanish Media.

3. FACILITIES

500 w.; 1590 khz. Directional.
Operating schedule: 6 am-6 pm, PST.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Caballero Radio Network.

TIME RATES

Eff 1/4/82—Rec'd 2/3/83.

AA—Mon thru Sat 6-9 am & 3 pm-sign-off.

A—Mon thru Sun 9 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AA			
	6 ti	12 ti	18 ti	24 ti
30 sec	12.00	11.00	10.00	9.00
1 min	15.00	14.00	13.00	12.00

	A			
	6 ti	12 ti	18 ti	24 ti
30 sec	9.50	9.00	8.50	8.00
1 min	13.00	12.00	11.00	10.00

(SMD)(CR)

Mendocino

Mendocino County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.

KMFB-FM

1966
MENDOCINO

Mid 008669-000

See SRDS Spot Radio Small Markets Edition.

KPMO

1966
MENDOCINO

Mid 008670-000

See SRDS Spot Radio Small Markets Edition.

Merced

Merced County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KLOQ

1956
MERCED

Mid 034773-000

Media Code 4 205 4502 2.00
Madison Fielding Corp.
15250 Ventura Blvd., Suite 310, Sherman Oaks, CA 91430. Phone 213-872-2777.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
1 min rate 1x: 15.75.

KMYT (FM)

1975
MERCED



Media Code 4 205 4508 9.00 Mid 008672-000
Radio One, Inc.
1744 "G" St., Box 717, Merced, CA 95340. Phone 209-723-2193.

PROGRAMMING DESCRIPTION

KMYT (FM). MUSIC: Easy listening. Contact Representative for further details. Rec'd 8/22/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Maurice Hill.
Nat'l Sls Mgr. & Sta. Mgr.—Patricia Mullins.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mhz. Stereo.

Operating schedule: 24 hours daily, PST.
Antenna ht.: 493 ft. above average terrain.
Partial simulcast operation. Simulcast Mon-Fri 5-6 am. For non-simulcast facilities see KYOS.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KYOS.
Affiliated with Supernet.

TIME RATES

No. 7 Eff 12/1/83—Rec'd 12/20/83.

AAA—6-10 am, 3-7 pm.

AA—10 am-3 pm.

A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	15/30	1 min	15/30	1 min	15/30
6 ti	16.00	15.00	14.00	13.00	13.00	12.00
12 ti	15.50	14.50	13.50	12.50	12.50	11.50
18 ti	15.00	14.00	13.00	12.00	12.00	11.00
24 ti	14.00	13.00	12.00	11.00	11.00	10.00
30 ti	13.00	12.00	11.00	10.00	10.00	9.00

10. SPECIAL FEATURES

Farm show—Mon thru Fri 5-6 am, 1 min 20:00; 30 sec 18.00.

(CR-2)

KYOS

1936
MERCED

Torbet Radio

Media Code 4 205 4560 0.00 Mid 008673-000
Radio One, Inc.
1744 "G" St., Box 717, Merced, CA 95340. Phone 209-723-2193.

PROGRAMMING DESCRIPTION

KYOS: Programmed for mass appeal. MUSIC: adult contemporary/contemporary hit radio. Heavily day-parted. NEWS: full time local dept. amounts to about 75% of each newscast; news at :55 during drivetimes & noon hr. FARM: 5-6 am M-F. SPORTS: local play-by-play. Contact Representative for further details. Rec'd 12/27/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Maurice Hill.
Nat'l Sls Mgr. & Sta. Mgr.—Patricia Mullins.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w.; 1480 khz. Directional—night only.
Operating schedule: 24 hours daily, PST.

Partial simulcast operation. Operated separately M-F 6-5 am. For simulcast facilities see KMYT (FM).

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
FM facilities: KMYT (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.

TIME RATES

No. 6 Eff 12/1/83—Rec'd 12/20/83.

AAA—6-10 am, 3-7 pm.

AA—10 am-3 pm.

A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	15/30	1 min	15/30	1 min	15/30
6 ti	16.00	15.00	14.00	13.00	13.00	12.00
12 ti	15.50	14.50	13.50	12.50	12.50	11.50
18 ti	15.00	14.00	13.00	12.00	12.00	11.00
24 ti	14.00	13.00	12.00	11.00	11.00	10.00
30 ti	13.00	12.00	11.00	10.00	10.00	9.00

10. SPECIAL FEATURES

Farm show—Mon thru Fri 5-6 am, 1-min 20:00; 30-sec 18.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Modesto

Stanislaus County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KBEE-FM

1948
MODESTO



Media Code 4 205 4591 5.00 Mid 008675-000
Modesto Broadcasting Co., Inc.
Box 3131, Modesto, CA 95353. Phone 209-523-7756.

2. REPRESENTATIVES

McGavren Guild Radio.
1 min rate 1x: 40.00.

KCEY

1949
TURLOCK



(This is a paid duplicate of the listing under Turlock, California.)
Media Code 4 205 9360 0.00 Mid 008898-000
FMW Broadcasting, Inc.
4043 Geer Rd., Box 979, Modesto, CA 95354. Phone 209-883-0433.

PROGRAMMING DESCRIPTION

KCEY: Programmed for general interest. MUSIC: Adult Contemporary, utilizing 6 AIR PERSONALITIES for all segments. NEWS: at :57; weather at :45. FARM: market, weather & info M-F 6:10-7 am; Sat 6:40-7 am. FEATURES: Portuguese Sun 6-8 am. Contact Representative for further details. Rec'd 5/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bud McMurray.
Farm Director—Buck Clausen.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

5,000 w.; 1390 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 6.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
FM facilities: KMIX (FM).
Affiliated with MBS.

Affiliated with Satellite Music Network.

Member: California Ag Radio Group.

TIME RATES

KCEY/KMIX (FM) COMBINATION
No. 80-1 Eff 8/1/80—Rec'd 5/30/84.

6. SPOT ANNOUNCEMENTS

MON THRU FRI 6-10 AM & 3-8 PM.

GRID:	I	II	III
1 min	33	31	29
30 sec	26	25	23
MON THRU FRI 10 AM-3 PM; SAT & SUN 6 AM-8 PM			
1 min	30	28	26
30 sec	24	22	21
MON THRU SUN 8 PM-MIDNIGHT			
1 min	33	31	29
30 sec	26	25	23

KCEY only: Deduct 5.00 from KCEY/KMIX (FM) combination.

(D)

KFIV-FM

1975
MODESTO



A Community Pacific Broadcasting Station.
Media Code 4 205 4651 7.00 Mid 008677-000
Community Modesto Broadcasting
2437 E. Orangeburg Ave., Modesto, CA 95355. Phone 209-527-6100.
Mailing Address: Box 3408, Orangeburg, CA 95353.

PROGRAMMING DESCRIPTION

KFIV-FM: Euro-Urban-Rock for 18-34 target with PERSONALITIES: involved in station/community promotions. NEWS: 102 second updates in AM drive. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL

General Manager—Gary L. Halladay.
Prog. & Music Dir.—Jay Walker.
Sales Manager—Don Craig.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25b, 26c, 29a, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60e, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KZUN.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KHOP (FM)

1949
MODESTO



BLAIR RADIO



Media Code 4 205 4670 7.00 Mid 008678-000
The Pete Pappas Co.
1192 Norwegian, Box 3839, Modesto, CA 95352. Phone 209-526-8600.

PROGRAMMING DESCRIPTION

KHOP (FM): Programmed for 18-49 demographics. MUSIC: adult contemporary. NEWS: Network 1x/hr. Contact Representative for further details. Rec'd 10/4/82.

1. PERSONNEL

Owner—Pete Pappas.
Manager

TIME RATES		Eff		Rec'd 8/24/83.	
6. SPOT ANNOUNCEMENTS	1	7	13	19	25-
PER WK:	18	17	15	14	13
1 min	15	14	13	12	11
30 sec					(SMD) (D)

KMIX (FM)

1977
TURLOCK



(This is a paid duplicate of the listing under Turlock, California.)
Media Code 4 205 9375 8.00 Mid 008899-000
FMW Broadcasting, Inc.
4043 Geer Rd., Box 979, Modesto, CA 95354. Phone 209-883-0433.

PROGRAMMING DESCRIPTION

KMIX (FM): Programmed for general interest. MUSIC: Country with 5 AIR PERSONALITIES for all day parts. NEWS: at :60; weather at :38. Contact Representative for further details. Rec'd 9/28/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bud McMurray.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 1,620 w. (horiz.), 1,620 w. (vert.); 98.3 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a.
Contracts: 41, 42a, 45, 46, 49.
Comb.; Cont. Discounts: 60a, 60e, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KCEY.

TIME RATES

KMIX (FM)/KCEY COMBINATION
Eff—Rec'd 5/25/84.

6. SPOT ANNOUNCEMENTS		MON THRU FRI 6-10 AM & 3-8 PM.	
GRID:		I	II III
1 min		33	31 29
30 sec		30	29 27
MON THRU FRI 10 AM-3 PM; SAT & SUN 6 AM-6 PM			
1 min		30	28 26
30 sec		27	25 23
MON THRU SUN 8 PM-MIDNIGHT			
1 min		33	31 29
30 sec		30	29 27

KMIX (FM) only: Deduct 5.00 from KMIX (FM)/KCEY combination. (D)

KMYT (FM)

1975
MERCED

Mid 008672-000

See listing under city of license.

KOSO (FM)

1966
PATTERSON



(This is a paid duplicate of the listing under Patterson, California.)
Media Code 4 205 5520 3.00 Mid 008721-000
KOSO, Inc.
Box 93, Modesto, CA 95353. Phone 209-578-1306.

PROGRAMMING DESCRIPTION

KOSO (FM): Programmed for adults. MUSIC: Contemporary. AIR PERSONALITIES handle all segments. NEWS: AP Network & UPI, local AM & PM drive at :25; AM drive reports. Contact Representative for further details. Rec'd 9/11/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Wally Armstrong.
Sales Manager—Walt Koschnitzke.
Operations Manager—Mike Novak.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 2,950 w.; 93.1 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,790 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

Eff 8/1/84—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS		14		21		28	
1 MIN:		40	38	36			
5:30 am-midnight							(SMD) (D)

KTRB

1933
MODESTO



BLAIR RADIO

Country/News



Media Code 4 205 4710 1.00 Mid 008679-000
The Pete Pappas Co.
1192 Norwegian Ave., Box 3839, Modesto, CA 95352.
Phone 209-526-8600.

PROGRAMMING DESCRIPTION

KTRB: Country music. Heavy emphasis on news. Contact Representative for further details. Rec'd 1/26/82.

- PERSONNEL**
Owner—Pete Pappas.
Station Manager—Dave Jacob.
Operations Manager—Cal Purviance.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 860 khz. Directional—separate pattern day & night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4e, 5, 6a, 7a.
Rate Protection: 10d, 11e, 12d, 13d, 14d.
Basic Rates: 23a, 24b, 29a.
Contracts: 40c, 45.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70e.
FM facilities: KHOP (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Blair Represented Network.
Member: California Agri-Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
KTRB/KHOP (FM) COMBINATION
Eff—Rec'd 1/23/85.

6. SPOT ANNOUNCEMENTS		MON THRU SAT 5-10 AM & 3-8 PM.	
1 min		50.00	30 sec 40.00
MON-SAT 10 AM-3 PM & 8 PM-1 AM; SUN ALL DAY			
1 min		44.00	30 sec 35.50

KTRB only: 50% of KTRB/KHOP (FM) combination to nearest .50.

KZUN

1950
MODESTO



Media Code 4 205 4725 9.00 Mid 008676-000
Community Modesto Broadcasting
E. Orangeburg Ave., Box 1360, Modesto, CA 95353.
Phone 209-529-0229.

PROGRAMMING DESCRIPTION

KZUN: MUSIC: Hit Country. AIR PERSONALITIES. NEWS: at :60 & :30 in AM drive; noon news. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gary L. Halladay.
Sales Manager—Don Craig.
Program Director—Ed. Nickus.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1360 khz. Directional—separate patterns day and night.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KFIV-FM.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Mojave

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KDOL

1958
MOJAVE

Mid 008680-000

See SRDS Spot Radio Small Markets Edition.

KDOL-FM

1966
MOJAVE

Mid 008681-000

See SRDS Spot Radio Small Markets Edition.

KTPI (FM)

1981
TEHACHAPI-MOJAVE

Mid 030276-000

Licensed as a Tehachapi-Mojave, CA station. See listing under Tehachapi, CA.

Monterey-Seaside

(Including Carmel, Pacific Grove)

Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KIDD

1954
MONTEREY



Media Code 4 205 4770 5.00 Mid 008683-000
Walton Radio, Inc.
400 Pacific St., Box 1799, Monterey, CA 93940. Phone 408-649-6622.

- REPRESENTATIVES**
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

KMBY (FM)

1972
SEASIDE



Media Code 4 205 4795 2.00 Mid 008685-000
Johnston Broadcasting Corp.
1143 Echo Ave., Seaside, CA 93955. Phone 408-394-9000.
Mailing Address: Box 1271, Monterey, CA 93942.

PROGRAMMING DESCRIPTION

KMBY (FM): Programmed for adults 18-34 with target audience 25-34. MUSIC: album oriented rock & hit singles. NEWS: Emphasis local :20 in AM drive. COMMERCIAL POLICY: 8 min per hr. Contact Representative for further details. Rec'd 10/20/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stoddard P. Johnston.
General Sales Manager—Leonard A. Cohen.
Program Director—Mark Kaufmann.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 910 w. (horiz.), 910 w. (vert.); 107.1 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 570 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40c, 41, 42a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/85—Rec'd 11/20/84.

- | AM Drive—Mon thru Sun 5-10 am. | PM Drive—Mon thru Sun 3-8 pm. | Daytime—Mon thru Sun 10 am-3 pm. | Nighttime—Mon thru Sun 8 pm-1 am. | Overnight—Mon thru Sun 1-5 am. |
|------------------------------------|-------------------------------|----------------------------------|-----------------------------------|--------------------------------|
| 6. SPOT ANNOUNCEMENTS | | | | |
| CLASS I—SPECIFIED HOUR | | | | |
| PER WK, FLAT: | | 1 min | 30 sec | |
| Minimum 6 ti | | 23 | 21 | |
| CLASS II—SPECIFIED DAYPART | | | | |
| Minimum 6 ti | | 19 | 17 | |
| 7. PACKAGE PLANS | | | | |
| TAP I—1/4AMD, 1/4PMD, 1/4DT, 1/4NT | | | | |
| PER WK, FLAT: | | 1 min | 30 sec | |
| Minimum 6 ti | | 17 | 15 | |
| TAP II—1/3AMD/PM, 1/3DT, 1/3NT | | | | |
| Minimum 6 ti | | 16 | 14 | |
| Overnight, 1 min/30 sec 4.50. | | | | |
| 10. SPECIAL FEATURES | | | | |
| Local news (:10/:60/:10): | | 26.00 | | |
| Local headlines (:10/:30/:10): | | 24.00 | | |

(CR)

KNRY

1935
MONTEREY



A Beeton Station

Media Code 4 205 4802 6.00 Mid 008682-000
Southern California Broadcasting Co.
651 KNRY Row, Box 2108, Monterey, CA 93940. Phone 408-373-1234.
Southern California Office.
1064 N. Glendale Ave., Glendale, CA 91206. Phone 213-245, 2388.

PROGRAMMING DESCRIPTION

KNRY: Programs hits from 55-70's for adults 25-49; 6-10 am Rick Ward, 10 am-3 pm Mark C., 3-7 pm Mark Grauer, 7 pm-12M Bob Morgan. FEATURES: Graffiti Scrapbook Sun AM. NEWS: AP, MBS & local. SPORTS: LA Raiders & Nebraska Cornhusker football games. Contact Representative for further details. Rec'd 1/7/85.

- PERSONNEL**
General Manager—Bill Beaton, Jr.
Program Director—Rick Ward.
Sales Manager—Shelby Smith.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional. Stereo. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR-2)

KOCN (FM)

1976
PACIFIC GROVE

Media Code 4 205 4804 2.00 Mid 008708-000
Monarch Broadcasters, Inc.
121 Sloat Ave., Box KOCN, Pacific Grove, CA 93950.
Phone 408-375-2242.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 13.00.

KRML

1957
CARMEL



Media Code 4 205 4807 5.00 Mid 033379-000
Edwards Broadcasting Co., Inc.
Carmel Rancho Blvd., Rancho Shopping Center, Carmel, CA 93923. Phone 408-624-6431.
Mailing Address: Box 22440, Carmel, CA 93922.
1 min rate 1x: 24.00.

KWAV (FM)

1961
MONTEREY



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 205 4810 9.00 Mid 008686-000
Buckley Broadcasting Corp. of Monterey
1900 Garden Rd., Suite 100, Monterey, CA 93940. Phone 408-649-0969.

PROGRAMMING DESCRIPTION

KWAV (FM): Programmed to 25+ adults, with emphasis on 25-44. MUSIC: adult contemporary consisting of current hits & oldies. NEWS: local during daytime; full time news director; ap wire & audio service. COMMERCIAL POLICY: 10 min per hr (12 min/hr in AM drive). Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Terry W. Gillingham.
General Sales Manager—Kathy Baker.
Operations Manager—Scott O'Brien.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 18,000 w. (vert), 18,000 w. (horiz.); 96.9 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 2,575 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.

continued

CALIFORNIA

Monterey-Seaside—cont KWAV (FM)—cont

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 22a, 23b, 24b, 24c, 25a, 28a,
28c, 29a.
Contracts: 40c, 41, 42a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KWST (FM)

1971
CARMEL

NRBA

Media Code 4 205 4811 7.00 Mid 008684-000
Carmel Broadcasting, Inc.
Box 3904, Carmel, CA 93921. Phone 408-375-2369.
Studio: 400 Pacific St., Monterey, CA 93940.

2. REPRESENTATIVES
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

Monte Rio

Sonoma County—Map Location B-5
See SRDS Consumer market map and data at beginning of
the state.

KRJB (FM)

1977
MONTE RIO

Mid 008687-000

See SRDS Spot Radio Small Markets Edition.

Morro Bay

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of
the state.

KBAI

1974
MORRO BAY

Mid 008688-000

See SRDS Spot Radio Small Markets Edition.

Mountain Pass

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of
the state.

KXVR (FM)

1980
MOUNTAIN PASS

Mid 008689-000

See SRDS Spot Radio Small Markets Edition.

Mount Shasta

Siskiyou County—Map Location B-2
See SRDS Consumer market map and data at beginning of
the state.

KWSD

1947
MOUNT SHASTA

KEDY-FM

1977
MOUNT SHASTA

Mid 008690-000

See SRDS Spot Radio Small Markets Edition.

Napa

Napa County—Map Location B-5
See SRDS Consumer market map and data at beginning of
the state.

KVON

1947
NAPA



Media Code 4 205 4860 4.00 Mid 008691-000
Young Radio, Inc.
Box 2250, 1124 Foster Rd., Napa, CA 94558. Phone 707-
252-1440.

PROGRAMMING DESCRIPTION
KVON: Demographically programmed for mass appeal.
PERSONALITIES handle air shifts. 6-9 am news, sports,
weather, talk, hunting & fishing information. M-F 9-11:00
am open phone; 11-1 pm news; 1-5 pm adult contempo-
rary; 5-6:30 pm news, recreational information, network
features; 6:30-9 pm, contemporary music & features;
network persontly at 9-11 pm. NEWS: 30 min at 7 & 8 am,
noon, 5 & 6 pm. State & local at :60, national at :30. Su 6-
11 am Spanish. Contact Representative for further details.
Rec'd 6/28/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas L. Young.
General Sales Manager—George Carl.
Program Director—Gorden Speck.

2. REPRESENTATIVES
Masla Radio,
Farm—J. L. Farmakis, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 khz. Directional.
Operating schedule: 5:30 am-1 am. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: KVVN (FM), St. Helena.
Affiliated with ABC Entertainment Radio Network.
Member: California Ag Radio Group.

TIME RATES

No. G-15 Eff 9/1/84—Rec'd 9/13/84.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Sat 3-7 pm; Sat 6-10 am.
A—Sun thru Sat 10 am-3 pm; Sun 3-7 pm.
B—Sun thru Sat 7 pm-midnight.

1 MIN.	A				B				
	1 wk	13 wk	52 wk	1 wk	13 wk	52 wk	1 wk	13 wk	52 wk
PER WK:	30.00	28.00	26.50	26.50	25.00	24.00	24.00	23.00	22.50
1 ti	28.00	27.00	26.00	25.50	24.00	23.00	23.00	22.50	22.50
5 ti	27.50	26.00	25.00	24.00	23.50	22.50	22.50	21.50	21.50
10 ti	26.50	25.00	24.50	23.50	23.00	21.50	21.50	20.50	20.50
15 ti	26.00	24.00	23.50	23.00	22.50	21.50	21.50	20.50	20.50
20 ti	24.00	23.50	23.00	22.50	22.50	21.50	21.50	20.50	20.50

7. PACKAGE PLANS
BULK, ROS: 100x 200x 350x 500x 1000x
1 min 24.00 23.00 21.50 20.00 16.50
30 sec: 80% of 1-min; 15 sec: 50% of 1-min.

9. PARTICIPATING PROGRAMS
Spanish Language—Sun 6-11 am 25.00

10. SPECIAL FEATURES

1 min	5 MIN NEWCAST				
	1-13x	26x	52x	104x	156x 200x
1 min	35	32	30	28	27 25

(CR)

KVYN (FM)

1976
ST. HELENA

Mid 008771-000

1124 Foster Rd., Box 2250, Napa, CA 94558. Phone 707-
252-1440.
See listing under city of license.

Needles

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of
the state.

KSFJ

1952
NEEDLES

Mid 008692-000

See SRDS Spot Radio Small Markets Edition.

Newport Beach

Orange County—Map Location F-10
See SRDS Consumer market map and data at beginning of
the state.

See Los Angeles Urban Area

Oakhurst

Madera County—Map Location D-7
See SRDS Consumer market map and data at beginning of
the state.

KAAT (FM)

1982
OAKHURST

Mid 028591-000

See SRDS Spot Radio Small Markets Edition.

Oakland

Alameda County—Map Location B-6
See SRDS Consumer market map and data at beginning of
the state.

See San Francisco-Oakland (including Alameda, Berkeley, San Mateo, San Rafael)

Oceanside

San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of
the state.

KEZL

1956
OCEANSIDE



Mid 008694-000

Par Broadcasting Co.
2950 Oceanside Blvd., Box K-1320, Oceanside, CA
92054. Phone 619-757-1320.

PROGRAMMING DESCRIPTION
KEZL: Target audience 25-54 adults. MUSIC: Great Hits
of all time 1956-present; live AIR PERSONALITIES.
News: at :60 hrly. Contact Representatives for further
details. Rec'd 8/30/84.

1. PERSONNEL
General Manager—Larry Shushan.
Operations—Tom Lyons.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
500 w.; 1320 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 15a.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 28b.
Contracts: 40a, 43, 45.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KEZL-FM

1961
OCEANSIDE



Media Code 4 205 4935 4.00 Mid 008693-000
Par Broadcasting Co.
2950 Oceanside Blvd., Box K-1320, Oceanside, CA
92054. Phone 619-757-1320.

PROGRAMMING DESCRIPTION
KEZL-FM: Target audience 25-54. MUSIC: Soft Hits, current
& old from 1960 to present with live AIR PER-
SONALITIES. NEWS: at :60, plus :30 during am drive.
Contact Representative for further details. Rec'd 2/4/85.

1. PERSONNEL
General Manager—Larry Shushan.
Operations Director—Dino Matela.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 102.1 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 15a.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 28b.
Contracts: 40a, 43, 45.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(D)

KOWN

1958
ESCONDIDO

Mid 008539-000

See listing under city of license.

KOWN-FM

1966
ESCONDIDO

Mid 008540-000

See listing under city of license.

Ojai

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of
the state.

See Oxnard-Ventura (including Camarillo, Ojai, Port Hueneme, Santa Paula)

Ontario

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of
the state.

See Los Angeles Urban Area

Oroville

Butte County—Map Location C-4
See SRDS Consumer market map and data at beginning of
the state.

KEWE (FM)

1979
OROVILLE



Media Code 4 205 5002 2.00 Mid 008696-000
Crovillo Radio, Inc.
2854 Olive Hwy, Suite B, Box 1340, Oroville, CA 95965.
Phone 916-533-3700.

PROGRAMMING DESCRIPTION
KEWE (FM): Programmed for 29-54. MUSIC: Great
Times format with music history 1940-80. NEWS:
network supplemented with local news & weather incl
seasonal agricultural frost reports Nov-Apr; public affairs;
daily 15 min agriculture report, plus 2 daily local farm re-
ports; network commentaries; local features. COM-
MERCIAL POLICY: 3 brks per hr, 9 commercial units, no
back-to-back commercials or double spotting. Contact
Representative for further details. Rec'd 7/21/83.

1. PERSONNEL
General Manager—Vernon H. Uecker.
Sales Manager—James H. Moll.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 5:45-12:05 am. PST.
Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KORY.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 6 Eff 6/1/82 Rec'd 6/1/82.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti
PER YR: 60x 120x 180x 240x 500x 1000x
1 min 13.00 12.00 11.00 10.00 9.00 8.00
30 sec 10.40 9.60 8.80 8.00 7.20 6.40
7 pm thru sign-off—flat 1-min 6.00, 30-sec 4.80.
15 sec: 50% of 1-min.
Fixed position, extra 1.00.

10. SPECIAL FEATURES
News sponsorship—1 min only, extra 3.00.

(SMD) (CR-2)

KORV
1947
OROVILLE



Media Code 4 205 5040 2.00 Mid 008687-000
Oroville Radio, Inc.
1340 Suite B-2854 Olive Hwy., Box 1340, Oroville, CA
95965. Phone 916-533-1340.

PROGRAMMING DESCRIPTION
KORV: Target audience 18-50. MUSIC: Contemporary;
information & entertainment. NEWS: local, county &
valley 5 15-min newscasts daily at 6:30, 7:30 & 8:30 am,
12:30 & 5:30 pm. SPORTS: 5-min local & area sports at
6:45, 7:45, 8:45 am, 12:45 & 5:45 pm. FARM: markets &
agri-news. FEATURES: tele/talk 10:05, 11 am; views &
community calendar provide local news items & public af-
fairs features. Contact Representative for further details.
Rec'd 12/4/78.

- PERSONNEL**
General Manager—Vernon H. Uecker.
Sales Manager—James H. Moil.
- REPRESENTATIVES**
The Sandeberg-Glenn Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5:45-12:05 am. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KEWE (FM).
Affiliated with ABC Information Radio Network.
Member: California Agri-Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 1/31/85.
Prime—Mon thru Fri 6-10 am & 3-7 pm.
ROS—Daytime 10 am-3 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

WK:	1 min			
	6 ti	12 ti	18 ti	24 ti
YR:	60x	120x	180x	240x
Prime	16.00	15.00	14.00	13.00
ROS	14.00	13.00	12.00	11.00
WK:	30 sec			
	6 ti	12 ti	18 ti	24 ti
YR:	60x	120x	180x	240x
Prime	12.80	12.00	11.20	10.40
ROS	11.20	10.40	9.60	8.80
WK:	1 min			
	50 ti	100 ti	150 ti	200 ti
YR:	500x	1000x	2000x	3000x
Prime	12.00	11.00	10.00	9.00
ROS	10.00	9.00	8.00	7.00
WK:	30 sec			
	50 ti	100 ti	150 ti	200 ti
YR:	500x	1000x	2000x	3000x
Prime	9.60	8.80	8.00	7.20
ROS	8.00	7.20	6.40	5.60

7. PACKAGE PLANS

WK:	TAP	1 min			
		6 ti	12 ti	18 ti	24 ti
YR:		60x	120x	180x	240x
1 min		15.00	14.00	13.00	12.00
30 sec		12.00	11.20	10.40	9.60
WK:	TAP	30 sec			
		50 ti	100 ti	150 ti	200 ti
YR:		500x	1000x	2000x	3000x
1 min		11.00	10.00	9.00	8.00
30 sec		8.80	8.00	7.20	6.40

(SMD) (CR-2)

Oxnard-Ventura

(including Camarillo, Ojai, Port Hueneme, Santa Paula)

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAAP

(formerly KKBZ)
1948
SANTA PAULA



Media Code 4 205 5055 0.00 Mid 032964-000
Kachina Broadcasting Corp.
Studio: 15115 Faulkner Rd., Santa Paula, CA 93060.
Phone 805-647-1400.
Rates have been temporarily withdrawn by station.

KBBQ
1947
VENTURA



Katz Radio



Media Code 4 205 5077 4.00 Mid 008700-000
Forrest Radio Co., Inc.
Box 5151, Ventura, CA 93003. Phone 805-656-6300.

PROGRAMMING DESCRIPTION
KBBQ: MUSIC: Modern Country & Western; Satellite Music Network. NEWS: network at :60 followed by local news during drive time. SPORTS: sports at :30 AM drive; AG & oil hr 5-6 am. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 8/24/83.

- PERSONNEL**
President—Robert A. Forrest.
Vice-Pres. & Gen'l Mgr.—Scott Brody.
General Sales Manager—Jack Scott.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1590 khz. Directional—same pattern day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15e.
Basic Rates: 23a, 24b, 29a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60c, 60f, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a.
FM facilities: KBBY (FM).
Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
KBBQ/KBBY (FM) COMBINATION
No. 8 Eff 3/1/84—Rec'd 5/25/84.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
AAA AA A B
1 min 40 36 32 28 30 sec 32 29 26 22
KBBQ only: Deduct from KBBQ/KBBY (FM) combination:
1-min 10.00; 30-sec 8.00.

KBBY (FM)

1962
VENTURA



Katz Radio



Media Code 4 205 5085 7.00 Mid 008701-000
Forrest Radio Co., Inc.
Box 5151, Ventura, CA 93003. Phone 805-656-6300.

PROGRAMMING DESCRIPTION
KBBY (FM): Programmed for young adults 18-49. MUSIC:
Contemporary. NEWS: local at :40 during drive time.
COMMERCIAL POLICY: 12 units per hour. Contact
Representative for further details. Rec'd 8/24/83.

- PERSONNEL**
President—Robert A. Forrest.
Vice-Pres. & Gen'l Mgr.—Scott Brody.
General Sales Manager—Jack Scott.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 28,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 315 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 23a, 24b, 29a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a.
AM facilities: KBBQ.
Sold in combination with KBBQ. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 10.00 from KBBQ/KBBY (FM) combination.

KCAQ (FM)

91.05 FM

1958
OXNARD



McGAVREN GUILD RADIO



Media Code 4 205 5086 5.00 Mid 008699-000
Sunbeam Radio Partners
3434 Dodge Rd., Oxnard, CA 93030. Phone 805-488-0901.

Mailing Address: Box 1520, Oxnard, CA 93034.
PROGRAMMING DESCRIPTION
KCAQ (FM): Programmed for ages 12-49. MUSIC:
blending of current & recent hits, year round contests,
emphasis on promotion & personality. Contact
Representative for further details. Rec'd 2/21/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harold A. Frank.
General Sales Manager—BJ Young.
Program Director—Brian Thomas.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 2,850 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KTRO.
Affiliated with ABC FM Radio Network.
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

KDAR (FM)

1974
OXNARD

Media Code 4 205 5088 1.00 Mid 008702-000
KDAR Broadcasting Co.
500 Esplanade Dr., Suite 1510, Oxnard, CA 93030. Phone
805-485-8881, 656-5327.
1 min rate 1x: 15.00.

KHAY (FM)

1961
VENTURA

"Great American Country Music"



Media Code 4 205 5096 4.00 Mid 008704-000
KVEN Broadcasting Corp.
3897 Market St., Ventura, CA 93003. Phone 805-642-8595.

Mailing Address: Box 699, Ventura, CA 93002.
PROGRAMMING DESCRIPTION
KHAY (FM): MUSIC: country & western. Contact
Representative for further details. Rec'd 12/21/73.

- PERSONNEL**
President—Robert L. Fox.
Vice-Pres. & Gen'l Mgr.—David Loe.
Vice-Pres. & Sta. Mgr.—Ira Laufer.
- REPRESENTATIVES**
Radio Time Sales/International.
CA—Contact station direct.
- FACILITIES**
ERP 39,000 w. (horiz.), 39,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hrs daily. EST.
Antenna ht.: 2,250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 71a, 73a.
AM facilities: KVEN.
Sold in combination with KVEN. See that listing.
- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 wk 13 wk 26 wk 52 wk
AA AA AA AA AA AA
6 ti 31 25 29 24 28 23 25 20
12 ti 28 23 26 21 25 20 23 18

PER WK:	1 wk				13 wk				26 wk				52 wk			
	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	
18 ti	25	20	24	19	23	18	20	16	24	19	21	18	20	16	18	
24 ti	23	19	21	18	20	16	18	15	21	18	20	16	18	15	16	
30 ti	21	18	20	16	19	15	16	14	19	16	18	15	16	14	12	

PER WK:	1 wk				13 wk				26 wk				52 wk			
	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	AA	
6 ti	25	20	24	19	23	18	20	16	24	19	21	18	20	16	18	
12 ti	23	19	21	18	20	16	18	15	21	18	20	16	18	15	16	
18 ti	20	18	19	16	18	15	16	14	19	16	18	15	16	14	12	
24 ti	19	16	18	15	16	14	15	13	18	15	16	14	15	13	12	
30 ti	18	15	16	14	15	13	14	12	17	14	15	13	14	12	10	

- PACKAGE PLANS**
TAP EQUALLY 5 CONSEC DAYS—35%AA, 65%AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 26 24 21 20 19
30 sec 21 20 19 17 16
10 sec: 60% of 1-min.
AM drive only: AA rate plus 20%.

- SPECIAL FEATURES**
NEWSCASTS: 65x 130x 260x 520x
AA 30 29 28 27
A 24 23 22 21
Incl open & close plus 1 1-min spot.

KKBZ-FM

1977
SANTA PAULA



Media Code 4 205 5098 0.00 Mid 008705-000
Kachina Broadcasting Corp
Studio: 15115 Faulkner Rd., Santa Paula, CA 93060.
Phone 805-647-1400.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KMYX (FM)

1972
OJAI

Media Code 4 205 5099 8.00 Mid 008695-000
Ojai Radio, Inc.
1205-A Maricopa Hwy., Box 1060, Ojai, CA 93023. Phone
805-646-1055, 647-1055.

PROGRAMMING DESCRIPTION
KMYX (FM): Programmed for adults 18-44. MUSIC: TM
"Urban One". NEWS: local & ABC news at :20 (drive
times); weather at :25. COMMERCIAL POLICY: 5 breaks
hly with max of 12 min/hr. Contact Representative for
further details. Rec'd 2/3/84.

- PERSONNEL**
President—Robert W. Spencer.
General Manager—Mike Thomas.
Program Director—Howard Thomas.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 115 w. (horiz.), 115 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,260 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 11 Eff 4/1/84—Rec'd 9/4/84.
AA—Mon thru Sat 3 pm-midnight.
A—Mon thru Sat 6 am-3 pm; Sun 6 am-midnight.
B—Mon thru Sun noon-6 am.

- SPOT ANNOUNCEMENTS**
1 min 17.00 13.50 13.50 11.00
30 sec 16.00 13.00 13.00 10.50
15 sec 15.00 12.00 12.00 9.50
10 sec 14.00 11.50 11.50 9.25
7.5 sec 13.50 11.00 11.00 9.00
5 sec 13.00 10.50 10.50 8.50
3.5 sec 12.50 10.00 10.00 8.00
2.5 sec 12.00 9.50 9.50 7.50
1.5 sec 11.00 9.00 9.00 7.25
B—1/2 applicable A rates.
15 sec: 65% of applicable 1-min rate.

- PACKAGE PLANS**
TAP—1/3AA, 1/3A DAYS, 1/3B EVE
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 15.00 14.00 13.00 12.00
30 sec 12.00 11.50 10.50 9.50

- PROGRAM TIME RATES**
5 min: 1 1/2x applicable 1-min rate.
3 min: 1 1/2x applicable 30-sec rate.

CALIFORNIA

Oxnard-Ventura—cont

KOXR
1955
OXNARD



Spanish



Media Code 4 205 5100 4.00 Mid 008706-000

Lotus Oxnard Corp.
418 W. 3rd St., Oxnard, CA 93030. Phone 805-487-0444.

PROGRAMMING DESCRIPTION

KOXR: Programmed 100% Spanish language. MUSIC: Mexican pop with personality DJ's. NEWS: 5 min at :60, headlines at :30; AP wire service. Features: remotes, requests, dedications, contests, sports, community leader interviews with emphasis on community involvement. Contact Representative for further details. Rec'd 5/26/81.

- PERSONNEL**
President—Howard Kalmenson.
Executive Vice-President—Norman Posen.
Gen'l & Sales Mgr.—Manuel Perez.
Operations Director—Marco Antonio.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
5,000 w. days, 1,000 w. night; 910 khz. Directional, separate patterns day & night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60i, 60j.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

No. 26 Eff 7/1/84—Rec'd 7/2/84.

- SPOT ANNOUNCEMENTS**
1 min 1x 52x 104x 156x 208x 312x 500x 750x
30 sec 23 22 21 20 19 18 17 16
10 sec: 50% of 1-min.
- PACKAGE PLANS**
BTA—1/3 5-9 AM & 4-7 PM, 1/3 9 AM-4 PM, 1/3 7 PM-MIDNIGHT
WK: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 25 24 23 22 20
30 sec 21 20 19 18 16
- SPECIAL FEATURES**
5 min newscasts—30.00.
3 min sportscast—25.00.

KTRO



Media Code 4 205 5175 6.00 Mid 008698-000

Sunbeam Radio Partners
3434 Dodge Rd., Oxnard, CA 93030. Phone 805-488-0901.

Mailing Address: Box 1520, Oxnard, CA 93034.

PROGRAMMING DESCRIPTION

KTRO: Programmed for adults 18-49. MUSIC: Modern Contemporary hits in Spanish. FEATURES: strong community involvement, promotions & contests; audience participation. NEWS: emphasis local. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Pres. & Gen'l Mgr. Harold A. Frank.
General Sales Manager—BJ Young.
Program Director—Albert Vera.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
50,000 w. days; 1,000 w. nights; 1520 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KCAQ (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

KVEN
1948
VENTURA

News/Talk/Sports



Media Code 4 205 5250 7.00 Mid 008707-000

KVEN Broadcasting Corp.
3897 Market St., Ventura, CA 93003. Phone 805-642-8595.

Mailing Address: Box 699, Ventura, CA 93002.

PROGRAMMING DESCRIPTION

KVEN: NEWS blocks, talk. SPORTS: major league baseball, university football & basketball, pro basketball. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
President—Robert L. Fox.
Vice-Pres. & Gen'l Mgr.—David Loe.
Vice-Pres. & Sta. Mgr.—Ira Laufer.
- REPRESENTATIVES**
Radio Time Sales/International.
CA—Contact station direct.
- FACILITIES**
1,000 w. days, 250 w. nights 1450 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 71a, 73a.
FM facilities: KHAY (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13 Eff 6/1/84—Rec'd 5/24/84.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 wk 13 wk 26 wk 52 wk
AA A AA A AA A AA A
6 ti 23 17 20 16 18 14 17 13
12 ti 21 16 19 14 17 13 16 12
18 ti 19 15 17 13 16 12 15 11
24 ti 18 14 16 12 15 11 14 10
30 ti 17 13 15 11 14 10 13 9
- PACKAGE PLANS**
TAP EQUALLY 5 CONSEC DAYS—35%AA, 65%A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 18 17 16 15 14
30 sec 15 14 13 12 11
10 sec: 60% of 1-min.
AM drive only: AA rate plus 20%.

- SPECIAL FEATURES**
NEWSCASTS: 65x 130x 260x 520x
AA 30 29 28 27
A 24 23 22 21
Incl open & close plus 1 1-min spot.

KVEN/KHAY (FM) COMBINATION

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 1 wk 13 wk 26 wk 52 wk
AA A AA A AA A AA A
6 ti 45 33 40 31 38 30 33 28
12 ti 40 32 38 30 33 28 31 25
18 ti 37 29 33 26 31 25 29 22
24 ti 33 26 31 23 29 22 26 20
30 ti 31 23 29 22 26 20 23 18
- PACKAGE PLANS**
TAP EQUALLY 5 CONSEC DAYS—35%AA, 65%A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 37 33 30 28 25
30 sec 30 28 24 22 21
10 sec: 60% of 1-min.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KCAQ (FM).

(A)

KZTR (FM)

1972
CAMARILLO



Media Code 4 205 5257 2.00 Mid 008703-000
Pacific Horizons Broadcasting, Inc.
2284 S. Victoria Ave., 1-A, Ventura, CA 93003. Phone 805-656-3696.

- REPRESENTATIVES**
Selcom Radio.
1 min rate 1x: 16.00.

Pacific Grove

Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

See Monterey-Seaside
(including Carmel, Pacific Grove)

Palmdale

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Lancaster-Palmdale

Palm Desert

Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KEZN (FM)

1977
PALM DESERT



Media Code 4 205 5272 1.00 Mid 008579-000

Classic Broadcasting, Inc.
74-133 El Paseo, Box 291, Palm Desert, CA 92260.

Phone 714-340-9383.

Operating schedule: 24 hours daily. PST.

Antenna ht.: 590 ft. above average terrain.

- PERSONNEL**
President—Paul Posen.
General Manager—Jon P. Harmon.
Station Manager—Linda J. Ward.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 640 w. (horiz.), 640 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.

Eff—Rec'd 8/2/84.

- PACKAGE PLANS**
FIXED POSITION
GRID: I II III IV
1 min 40 35 31 28
30 sec 32 28 25 23
6 AM-6 PM
1 min 30 25 21 18
30 sec 24 20 17 15
BTA 5-1 AM
1 min 25 21 18 16
30 sec 20 16 13 10
- PROGRAM TIME RATES**
1x 13x 26x 52x 156x 312x 624x
1 hr 200 190 180 170 160 150 140
(SMD) (D)

KGUY

1963
PALM DESERT



Media Code 4 205 5280 4.00 Mid 008709-000

Media Women, Inc.
4310 Cook St., Box 1270, Palm Desert, CA 92261.

Phone 619-346-1270.

Operating schedule: 24 hours daily. PST.

Antenna ht.: 540 ft. above average terrain.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

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Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(CR)

Palm Springs

(including Cathedral City)
Riverside County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCHV (FM)

1954
COACHELLA

Mid 008524-000

See listing under city of license.

ADVERTISEMENT

- PERSONNEL**
General Manager—Robert P. Osterberg.
- REPRESENTATIVES**
Weiss & Powell.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz.
Operating schedule: 24 hours daily. PST.
- RATES**
For rate information see Indio & Coachella listings.

KCMJ

1946
PALM SPRINGS



Media Code 4 205 5310 9.00 Mid 008710-000

KCMJ Radio
490 South Farrell Dr., Box 1626, Palm Springs, CA 92263.

Phone 619-320-6818.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 20.00.

KDES-FM

1963
PALM SPRINGS



McGAVREN GUILD RADIO



Media Code 4 205 5341 4.00 Mid 008712-000

Tourtelot Broadcasting Co.
Box 2000, Palm Springs, CA 92263. Phone 619-325-1211,
346-8764.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

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Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

Operating schedule: 24 hours daily. PST.

KEZN (FM)1977
PALM DESERT

(This is a paid duplicate of the listing under Palm Desert, California.)

Media Code 4 205 5272 1.00 Mid 008579-000
Classic Broadcasting, Inc.
74-133 El Paseo, Box 291, Palm Desert, CA 92260.
Phone 714-340-9383.**PROGRAMMING DESCRIPTION**

KEZN (FM); MUSIC: TM Easy Listening Music. Contact Representative for further details. Rec'd 9/6/83.

- PERSONNEL**
President—Paul Posen.
General Manager—Jon P. Harmon.
Station Manager—Linda J. Ward.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 640 w. (horiz.), 640 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 590 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES
Eff—Rec'd 8/2/84.

7. PACKAGE PLANS		FIXED POSITION			
GRID:		I	II	III	IV
1 min	40	35	31	28
30 sec	32	28	25	23
6 AM-6 PM					
1 min	30	25	21	18
30 sec	24	20	17	15
BTA 5-1 AM					
1 min	25	21	18	16
30 sec	20	16	13	10

8. PROGRAM TIME RATES		1x	13x	26x	52x	156x	312x	624x
1 hr	200	190	180	170	160	150	140

(SMD) (D)

KGUY1963
PALM DESERT

Mid 008709-000

See listing under city of license.

KKAM1956
PALM SPRINGS**McGAVREN GUILD RADIO**Media Code 4 205 5349 7.00 Mid 008711-000
Tourtelot Broadcasting Co.
Box 2000, Palm Springs, CA 92263. Phone 619-322-0045,
346-8764.**PROGRAMMING DESCRIPTION**

KKAM: MUSIC: Nostalgia, Standards and Big Bands targeted to adults 35+. 6 AIR PERSONALITIES, commenting on community involvement. NEWS: 5-min at :60 & 5-min at :30 in drive; UPI wire; full-time staff. PUBLIC AFFAIRS: Sun 10 pm & network program 11 pm Sun. SPORTS: Play-by-play California Angels Baseball, LA Rams football; coverage of golf & tennis tournaments. COMMERCIAL POLICY: max 6 breaks per hr; 10-min product separation guaranteed. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
President—Joseph L. Tourtelot.
Nat'l Sales & Gen'l Mgr.—Joseph V. Tourtelot.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional. Stereo.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KDES-FM.
Affiliated with RKO TWO.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KKAM/KDES-FM COMBINATION
No. 25 Eff 1/1/85—Rec'd 1/2/85.

6. SPOT ANNOUNCEMENTS		1 min	30 sec	1 min	30 sec
GRID: AAA AA AAA AA	GRID: AAA AA AAA AA	1	27	3	20
1	60	52	42	24
2	50	42	34	20
Grid 4 (BTA, ROS): 1-min 36.00; 30-sec 30.00.					
Wed-Sat schedule, use Grid 1; Mon-Sun schedule, use Grid 2; Sun-Tues schedule, use Grid 3.					

KKAM only: 75% of KKAM/KDES-FM combination.

KPLM (FM)1983
PALM SPRINGS**Big Band**Media Code 4 205 5358 8.00 Mid 029672-000
RTC Broadcasting Corp.
1276 N. Palm Canyon Dr., Suite 106, Palm Springs, CA 92262. Phone 619-320-4550.**PROGRAMMING DESCRIPTION**

KPLM (FM): Programmed for adults 35 plus. MUSIC: Big Band, Dixieland, Jazz, ballads, ballroom blues; heavy audience/community involvement. NEWS: Network & local; weather at :60 in am & pm. FEATURES: Do You Remember? 6:30-7:30 pm M-Sat; Jam Session M-Sat 8-9 pm; Sun Treat 12N-10 pm. AIR PERSONALITIES. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rose Casalan.
Sales Manager—Donald A. Gordon.
Program Director—Montague.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 370 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable upon receipt.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KPSI1954
PALM SPRINGS**Christal Radio**Media Code 4 205 5375 2.00 Mid 008713-000
KPSI Radio Corp.
2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. Phone 619-325-2582.**PROGRAMMING DESCRIPTION**

KPSI: Programmed for adults, all Talk format. NEWS: ABC Information at :60; local at :30 6 am-6 pm; on scene coverage. TALK: local drive w/phone interviews, sports, financial & commentary; daily editorials. SPORTS: Dodger baseball. Contact Representative for further details. Rec'd 12/14/84.

- PERSONNEL**
President—Rozone R. Supple.
Sales Manager—Judy Gilliard.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 32b, 33a.
Contracts: 40a, 42b, 44b, 45, 46, 51a.
Comb. Cont. Discounts: 60b, 60e, 60f, 60i, 60k, 62c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KPSI-FM1980
PALM SPRINGS**Christal Radio**Media Code 4 205 5376 0.00 Mid 008714-000
KPSI Radio Corp.
2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. Phone 619-325-2582.**PROGRAMMING DESCRIPTION**

KPSI-FM: Programmed for young adults 18-34. MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
President—Rozone R. Supple.
Sale Manager—Judy Gilliard.
- REPRESENTATIVES**
Christal Radio.

- FACILITIES**
ERP 3,000 w.; 101 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only; within 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 32b, 33a.
Contracts: 40a, 42b, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 60k, 62c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KVIM1960
COACHELLA

(This is a paid duplicate of the listing under Coachella, California.)

Media Code 4 205 1425 9.00 Mid 008525-000
Coachella Valley Broadcasting Co.,
Drawer HH, Indio, CA 92202. Phone 714-398-0693.**PROGRAMMING DESCRIPTION**

KVIM: All Spanish Language programming. Contact Representative for further details. Rec'd 10/27/82.

- PERSONNEL**
Gen'l & Sls Mgr.—Gilberto P. Esquivel.
Program Director—Marco A. Alcaraz.
News Director—Alfonso Garfias.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 970 khz.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KCHV (FM).
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/83—Rec'd 1/25/83.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 52x 156x 260x 312x 624x 1000x
1 min 18 17 16 15 14 13 12
30 sec 15 14 13 12 11 10 9
15 sec: 50% of 1-min.
- PACKAGE PLANS**
SATURATION, 4 WEEK MINIMUM
PER WK: 10 ti 18 ti 24 ti 36 ti 48 ti
1 min 16 15 14 13 12
30 sec 13 12 11 10 9
SPECIAL PACKAGES—QUARTERLY, SEMI-ANNUAL & ANNUAL BTA
PER WK: 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
13 wk 15 14 13 12 11 10
26 wk 14 13 12 11 10 9
52 wk 13 12 11 10 9 8
15 sec: 50% of 1-min.

(SMD) (D-2)

KWXY1964
CATHEDRAL CITY
KWXY-FM1968
CATHEDRAL CITY**EASTMAN RADIO, INC.****Fine Music**Media Code 4 205 5402 4.00 Mid 008715-000
Glen Barnett
68700 Avenue 34, Palm Springs, CA 92264. Phone 714-328-1104.**PROGRAMMING DESCRIPTION**

KWXY: Programmed for adults. Music broadcast in uninterrupted segments. NEWS: 5-min at :45, & features (Canadian news, commentary, business news, interviews, markets, local information) at :15 each hr. MUSIC: limited to melodic arrangements of stnds, showtunes, film music & light semi-classical principally. However, compatible arrangements of other types are used for variety. String orchestras, dance bands, symphony orchestras & combos predominate. Vocals are limited to 2 or 3 each hr period. COMMERCIAL POLICY: 3-min max each 1/4 hr period. 15-min product separation guaranteed. Contact Representative for further details. Rec'd 10/20/84.

- PERSONNEL**
Owner—Glen Barnett.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 500 ft. above average terrain.
Simulcast 24 hours daily.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 23b, 28a, 28c, 30, 33b.
Contracts: 40a, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/26/84—Rec'd 1/23/84.AAA—Mon thru Sun 6 am-3 pm.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 7 pm-midnight.

GRID:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I	36	29	33	26	20	16
II	32	26	29	23	18	14
III	28	22	25	20	16	13
IV	24	19	21	17	14	11

Fixed position, extra 25%.

Palo AltoSanta Clara County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**KDFC**1949
PALO ALTO
KDFC-FM1948
SAN FRANCISCOMedia Code 4 205 5430 5.00 Mid 008716-000
Sundial Broadcasting Corp.
2822 Van Ness Ave., San Francisco, CA 94109. Phone 415-441-5332.**PROGRAMMING DESCRIPTION**

KDFC, KDFC-FM: Programmed for adults. MUSIC: Classical of every period, with selections determined by audience composition & time of day; commute & Baroque programs; Sat eve—full dress opera; Sun eve—new releases of technologically produced records, programs representative of specific artists, orchestras, composers & conductors; premiere recordings, musical editorials; news of cultural events emphasized. COMMERCIAL POLICY: 8-min per hr, no interruption of concert selections (scheduled spots run immediately on conclusion of performance). Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
General Manager—Edward Davis.
Sales Manager—Laura Zarco.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
5,000 w. days; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 33,000 w.; 102.1 mhz. Stereo.
Operating schedule: 18 hours daily. PST.
Antenna ht.: 1,360 ft. above average terrain.
Simulcast 6 am-local sunset.

- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 22 Eff 1/1/85—Rec'd 11/24/84.

Balcony—ROS 6 am-midnight.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 13 ti 19 ti 25+ 1 ti 13 ti 19 ti 25+
Grand Tier .. 60 58 56 54 48 47 46 45
(* Selected dayparts.)
- PACKAGE PLANS**
ORCHESTRA
TAP—1/3 6-10 AM & 3-8 PM, 1/3 10 AM-3 PM, 1/3 8 PM-MIDNIGHT
PER WK: 1 ti 13 ti 19 ti 25+
1 min 52 50 47 46
30 sec 41 40 39 38

- SPECIAL FEATURES**
Cultural Notes/Financial Notes—2 1/2-min program, ea 90.00.
Program Adjacencies—Saturday Night Opera, In Our Opinion, Direct to Disc, Concert Hall, Sacred Concert, Lincoln's Music in America, ea 72.00.

ParadiseButte County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.**KEWQ**1960
PARADISEMid 008717-000
See SRDS Spot Radio Small Markets Edition.

CALIFORNIA

Paradise—cont

KNVR (FM)

1977
CHICO-PARADISE

Mid 008718-000

Licensed as a Chico-Paradise station. See listing under Chico.

KRIJ (FM)

1983
PARADISE



Media Code 4 205 5471 9.00 Mid 032644-000
Jibo Broadcasting Corporation
6177 Skyway, Paradise, CA 95969. Phone 916-872-9270.

PROGRAMMING DESCRIPTION

KRIJ (FM): Target audience 25-54. MUSIC: Contemporary Country format. NEWS: local news hourly 6 am-7 pm; network news from Satellite hourly 24 hours daily; weather updates twice hourly; frost reports Feb-Apr. Contact Representative for further details. Rec'd 2/24/84.

1. PERSONNEL

General Manager—Jim Flood.
Operations Director—Cindy Fahey.
Sales Manager—Teri Keefer.

2. REPRESENTATIVES

Radio Time Sales/International.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 10/2/84.

6. SPOT ANNOUNCEMENTS

MON THRU SUN 6 AM-7 PM	
WK:	10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 45 ti
1 min	10.90 10.60 10.30 10.00 9.70 9.40 9.10 8.80
30 sec	8.75 8.50 8.25 8.00 7.75 7.50 7.25 7.00
WK:	50 ti 55 ti 60 ti
1 min	8.50 8.20 7.90
30 sec	6.75 6.50 6.25

7. PACKAGE PLANS

TAP—MON THRU SUN 5 AM-MIDNIGHT	
WK:	10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 45 ti
1 min	10.30 10.00 9.70 9.40 9.10 8.80 8.50 8.20
30 sec	8.25 8.00 7.75 7.50 7.25 7.00 6.75 6.50
WK:	50 ti 55 ti 60 ti
1 min	7.90 7.60 7.30
30 sec	6.25 6.00 5.85

10. SPECIAL FEATURES

Newscasts—incl open plus 1 1-min spot: 11.90.

(SMD) (D)

Pasadena

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Paso Robles

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KDDB (FM)

(formerly KPRA (FM))
1971
PASO ROBLES



Media Code 4 205 5475 0.00 Mid 008719-000
Dellar-Davis Broadcasting Co.
32nd & Oak St., Box 7, Paso Robles, CA 93446. Phone 805-238-5772.

PROGRAMMING DESCRIPTION

KDDB (FM): MUSIC: Country, C/W. Contact Representative for further details. Rec'd 8/9/83.

1. PERSONNEL

Owner & Gen'l Mgr.—Don Davis.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 17,000 w.; 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 762 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KPRL.
Affiliated with Satellite Music Network.

TIME RATES

No. 12-3 Eff 4/1/84—Rec'd 4/23/84.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
	6 ti 12 ti 18 ti 24 ti 36 ti
6-10 am	14.00 13.00 12.00 11.00 10.00
10 am-3 pm	13.00 12.00 11.00 10.00 9.00
3-7 pm	14.00 13.00 12.00 11.00 10.00
7 pm-midnight	13.00 12.00 11.00 10.00 9.00

When sold in combination with KPRL deduct 1.00.

(SMD) (D)

KPRL

1946
PASO ROBLES



Media Code 4 205 5490 0.00 Mid 008720-000
Dellar-Davis Broadcasting Co.
32nd & Oak St., Box 7, Paso Robles, CA 93446. Phone 805-238-1230.

PROGRAMMING DESCRIPTION

KPRL: MUSIC: Contemporary MOR for 25-54; news/sports. Contact Representative for further details. Rec'd 8/26/83.

1. PERSONNEL

Owner & Gen'l Mgr.—Don Davis.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KDDB (FM).
Affiliated with ABC Information Radio Network.
Member: California Agri-Radio Network.

TIME RATES

No. 12-3 Eff 4/1/84—Rec'd 4/23/84.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
	6 ti 12 ti 18 ti 24 ti 36 ti
6-10 am	12.00 11.00 10.00 9.00 8.00
10 am-3 pm	11.00 10.00 9.00 8.00 7.00
3-7 pm	11.25 10.60 10.00 9.50 8.00
7 pm-midnight	11.00 10.00 9.00 8.00 7.00

When sold in combination with KDDB (FM) deduct 1.00.

(SMD)

Patterson

Stanislaus County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KOSO (FM)

1966
PATTERSON



Media Code 4 205 5520 3.00 Mid 008721-000
KOSO, Inc.
Box 93, Modesto, CA 95353. Phone 209-578-1306.

PROGRAMMING DESCRIPTION

KOSO (FM): Programmed for adults. MUSIC: Contemporary. AIR PERSONALITIES handle all segments. NEWS: AP Network & UPI; local AM & PM drive at :25; AM drive reports. Contact Representative for further details. Rec'd 9/11/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Wally Armstrong.
Sales Manager—Wall Koschnitzke.
Operations Manager—Mike Novak.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 2,950 w.; 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,790 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

Eff 8/1/84—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS

1 MIN:	
	14 ti 21 ti 28 ti
5:30 am-midnight	40 38 36

(SMD) (D)

Petaluma

Sonoma County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KTOB

1949
PETALUMA

Media Code 4 205 5550 0.00 Mid 008722-000
KTOB Broadcasting Co.
58 E. Washington St., Petaluma, CA 94952. Phone 707-763-1505.

PROGRAMMING DESCRIPTION

KTOB: Programmed for adults 25-54. MUSIC: Adult Contemporary. NEWS: at :60; 90 min news block 6:30-8 am M-F featuring network & local news, business, sports reports, weather & traffic alerts; sports reports daily & weekends; Larry King. Contact Representative for further details. Rec'd 2/1/85.

1. PERSONNEL

President—Robert S. Lipman.
Gen'l, Nat'l Sales Mgr.—Al Sturges.
Traffic Director—Jennie Robertson.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1490 khz.
Operating schedule: 5:30-2 am.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13b, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 46, 47.
Comb; Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 10/2/84.

AAA—5:30-10 am.
AA—3:30-7 pm.
A—10 am-3:30 pm.
Eve—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE	
	6 ti 12 ti 18 ti 24 ti
AAA	23.30 22.55 22.10 21.20
AA	18.55 18.00 17.60 17.20
A	16.95 16.30 15.90 15.60
Eve	12.60 12.20 11.75 11.20
30 SECONDS	
AAA	20.40 19.90 19.60 19.15
AA	16.75 16.40 15.95 15.60
A	14.80 14.40 14.00 13.55
Eve	10.00 9.40 9.20 8.80

7. PACKAGE PLANS

	1/4AAA, 1/4AA, 1/4A, 1/4EVE	24 ti 36 ti 48 ti
1 min	14.95 14.15 13.15	
30 sec	12.95 12.20 11.60	

Pismo Beach

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KPGA (FM)

1974
PISMO BEACH

Mid 008723-000

See SRDS Spot Radio Small Markets Edition.

Pittsburg

Contra Costa County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KKIS

1949
PITTSBURG



Media Code 4 205 5580 7.00 Mid 008724-000
Chabin Communications Corp.
1975 Diamond Blvd., Concord, CA 94520. Phone 415-682-2832.

2. REPRESENTATIVES

Roslin Radio Sales.
1 min rate 1x: 66.00.

Pomona

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Porterville

Tulare County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KIOO (FM)

1972
PORTERVILLE

Mid 008725-000

See SRDS Spot Radio Small Markets Edition.

KTIP

1947
PORTERVILLE

Mid 008726-000

See SRDS Spot Radio Small Markets Edition.

Port Hueneme

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Oxnard-Ventura

(including Camarillo, Ojai, Port Hueneme, Santa Paula)

Quincy

Plumas County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KNXN (FM)

1983
QUINCY

Mid 033593-000

See SRDS Spot Radio Small Markets Edition.

KPCO

1963
QUINCY

Mid 008727-000

See SRDS Spot Radio Small Markets Edition.

Red Bluff

Tehama County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KALF (FM)

1978
RED BLUFF



Media Code 4 205 5684 7.00 Mid 008729-000
Wireless Associates.

2090 W. Walnut, Box 1010, Red Bluff, CA 96080. Phone 916-527-3511.
Redding Office:
2051 Hilltop Dr., Redding, CA 96002. Phone 916-221-7488.

PROGRAMMING DESCRIPTION

KALF (FM): MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 8/10/82.

1. PERSONNEL

Managing Partner—Gary Katz.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 280 w. (horiz.); 280 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,080 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KBLF.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (CR)

Redding

(including Anderson)
Shasta County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALF (FM)

1978
RED BLUFF

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

Mid 008729-000

Redding Office:
2051 Hilltop Dr., Redding, CA 96002. Phone 916-221-7488.
See listing under city of license.

KCLM

1958
REDDING



Media Code 4 205 5730 8.00 Mid 008730-000
DeBeau Broadcasting of California, Inc.
1330 Hartnell Ave., Box KCLM, Redding, CA 96099.
Phone 916-221-1330.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 10.00.

KEWB (FM)

B94FM

1983
ANDERSON



Media Code 4 205 5737 3.00 Mid 030380-000
Prather-Breck Broadcasting Inc.
2660 Gateway Dr., Anderson, CA 96007. Phone 916-365-2573.

PROGRAMMING DESCRIPTION

KEWB (FM): Programmed for ages 18-49. MUSIC: Contemporary Top 40. AIR PERSONALITIES: live music & entertainment. NEWS: 11x/day at 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 4, 5, & 6 pm. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 5/16/83.

- PERSONNEL
General Manager—Bob Breck.
Program Director—Kevin Kahl.
- REPRESENTATIVES
Weiss & Powell, Inc.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION
15/0.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 8/15/84—Rec'd 8/24/84.

6. SPOT ANNOUNCEMENTS		6 ti	12 ti	18 ti	24 ti
PER WK:		30	26	22	18
1 min		24	21	18	15
30 sec					
10 sec					

KPAK

1956
REDDING

EASTMAN RADIO, INC.



Media Code 4 205 5745 6.00 Mid 008732-000
KPAK Radio
6478C Westside Rd., Box 1917, Redding, CA 96001.
Phone 916-243-0343.

PROGRAMMING DESCRIPTION

KPAK: MUSIC: Contemporary country featuring today's popular country crossover artists blended with classic gold from 70's. NEWS: hrlly ABC network nat'l news; Paul Harvey & Howard Cosell daily commentaries; fully staffed local news department covering news & sports throughout Shasta County. Contact Representative for further details. Rec'd 12/26/84.

- PERSONNEL
Manager—Robert A. Koroluck.
Operations Manager—Billy Pilgrim.
- REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/83—Rec'd 7/14/83.

AA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		AA	AA	AA	A
GRID:		I	II	III	IV
1 min		26	23	20	17
30 sec		21	18	16	14

KQMS

1954
REDDING

Selcom radio

Broadcast Representatives



Media Code 4 205 5760 5.00 Mid 008731-000
Radio Redding, Inc.
Box 1400, 3380 Alta Mesa, Redding, CA 96099. Phone 916-221-1400.

PROGRAMMING DESCRIPTION

KOMS: Programmed for adults 25+ . NEWS: local blocks 6-8:30 am, noon-12:30 pm & 5-6 pm; network at :60; local at :30. SPORTS: major league baseball, pro football. Open line tele/talk show M-F 8:30-10 am. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harry E. Barker.
Operation Manager—Irwin Fust.
Sales Manager—Rod Long.

- REPRESENTATIVES
Selcom Radio.
S/R Reprs, Inc.

- FACILITIES
1,000 w. days; 1400 khz. Non-directional.
Operating schedule: 5-11 am. PST.

- AGENCY COMMISSION
15/0.

- GENERAL ADVERTISING See coded regulations
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Supernet.

TIME RATES

No. 15 Eff 4/1/82—Rec'd 4/6/82.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 10 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		1 min		30 sec	
PER WK:		12 ti	18 ti	24 ti	24 ti
PER YR:		100x	200x	300x	100x
AAA		16	14	12	13
AA		12	11	10	10
A		10	9	8	7

KSHA (FM)

1981
REDDING

Media Code 4 205 5805 8.00 Mid 008733-000
Redding FM
Mailing Address: Box 4634, Redding, CA 96099.
1151 Hilltop Dr., Redding, CA 96003. Phone 916-223-5742.

PROGRAMMING DESCRIPTION

KSHA (FM): Programmed, adult contemporary music. Contact Representative for further details. Rec'd 8/18/82.

- PERSONNEL
Pres. & Gen'l Mgr.—Gene Hill.
Vice Pres. & Pro. Dir.—Jerry O. McGee.

- REPRESENTATIVES
McGavren Guild Radio.

- FACILITIES
ERP 100,000 w.(horiz.), 100,000 w.(vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,560 ft. above average terrain.

- AGENCY COMMISSION
15%.

TIME RATES

Eff 1/1/84—Rec'd 12/27/83.

6. SPOT ANNOUNCEMENTS		6 am-7 pm		6 am-midnight	
GRID:		1 min	30 sec	1 min	30 sec
I		23	18	19	15
II		21	17	17	14
III		19	15	15	12
IV		17	14	13	11
V		15	12	11	10

KSXO

1939
REDDING



Christal Radio



Media Code 4 205 5820 7.00 Mid 008734-000
Norcal Broadcasting Corp.
Box 1918, Redding, CA 96001. Phone 916-243-1515.
TWX, 910-536-0336.

PROGRAMMING DESCRIPTION

KSXO: Personality; adult contemporary for adults 18-49. MUSIC: dayparted to audience moods throughout day. NEWS: strong local emphasis with nat'l AP backup; at :50 during drive times & lunch time. SPORTS: local & nat'l updates. Contact Representative for further details. Rec'd 7/2/79.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jeffrey Martin.
Sales Manager—Mike Martin.
Program Director—Johnny Logan.

- REPRESENTATIVES
Christal Radio.

- FACILITIES
1,000 w.; 600 khz. Directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION
15/0 time only.

TIME RATES

Eff 5/1/82—Rec'd 11/22/82.
AA—Mon thru Sat 6-10 am & 3-7 pm; Sun 9 am-1 pm.
A—Mon thru Sat 10-3 pm & 7-midnight; Sun 1 pm-midnight.

- SPOT ANNOUNCEMENTS

GRID:		AAA		AA	
I		12 ti	18 ti	24 ti	24 ti
II		13	18	17	16
III		17	16	15	14
		15	14	13	12

Redlands

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Riverside-San Bernardino
(including Corona, Redlands)

Redondo Beach

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Ridgecrest

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KFIO (FM)

1979
RIDGECREST

Mid 008735-000

See SRDS Spot Radio Small Markets Edition.

KLOA

1956
RIDGECREST

Mid 008736-000

See SRDS Spot Radio Small Markets Edition.

KZIQ

1974
RIDGECREST

Mid 008737-000

See SRDS Spot Radio Small Markets Edition.

KZIQ-FM

1978
RIDGECREST

Mid 008738-000

See SRDS Spot Radio Small Markets Edition.

Riverside-San Bernardino

(including Corona, Redlands)
Riverside, Riverside County—Map Location G-10
San Bernardino, San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCAL

1954
REDLANDS

100% Spanish



Media Code 4 205 5919 7.00 Mid 008739-000
Southwest Broadcasting Co.
Box 390, Redlands, CA 92373. Phone 714-793-2757, 825-5020.

PROGRAMMING DESCRIPTION

KCAL: 100% Spanish language programming. MUSIC: all popular latin hits with general appeal. Emphasis on events of interest to Hispanic-Americans. Features local, nat'l, internat'l news, sports. Heavy community involvement. Commercials & public service translations. COMMERCIAL POLICY: maximum 16 minutes per hour. Contact Representative for further details. Rec'd 3/13/79.

- PERSONNEL
Pres. & Gen'l Mgr.—Andy James.
Station Manager—Jim James.
Traffic—Carole Turlek.

- REPRESENTATIVES
Lotus-Albertini Hispanic Reprs.

- FACILITIES
5,000 w. days, 1,000 w. nights; 1410 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION
15/0; time only.

- GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 42a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KCAL-FM

1965
REDLANDS

Alum Rock



Media Code 4 205 5920 5.00 Mid 008740-000
Southwest Broadcasting Co., Inc.
Greenspot Rd., East Highlands, CA 92329. Phone 714-793-2757, 825-5020.
Mailing Address: Box 390, Redlands, CA 92373.

PROGRAMMING DESCRIPTION

KCAL-FM: Programmed for people who enjoy rock from last 10 yrs to presentincl modern music. Album premiers M-Thurs at 10 pm. NEWS: at :50 6 am-6 pm, news blimp Sat & Sun. COMMERCIAL POLICY: 9 minutes per hour. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL
General Manager—Jim James.
- REPRESENTATIVES
Weiss & Powell, Inc.

- FACILITIES
ERP 3,000 w.; 96.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION
15/0; time only.

- GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 42a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

CALIFORNIA

Riverside-San Bernardino—cont

KCKC

1947
SAN BERNARDINO



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 205 5922 1.00 Mid 008741-000

KINL, Inc.
3225 N. "E" St., San Bernardino, CA 92405. Phone 714-862-2575, 714-877-2575.

Mailing Address: Box 2565, San Bernardino, CA 92406.

PROGRAMMING DESCRIPTION

KCKC: Programmed for adults and young adults. MUSIC: 100% modern country. AIR PERSONALITIES handle all segments. NEWS: ABC Information network and local. FARM: M-Sat 5-6 am. RELIGIOUS: programs Sun 6-9 am. COMMERCIAL POLICY: 13 units per hr. TALK: local show M-F 9-11 pm. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL
Owner—Jerome Maltz.
General Manager—James R. Markham.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
5,000 w. days, 500 w. nights; 1350 khz. Directional.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with McGavren-Guild Radio Network.
Member: California Ag Radio Group.

TIME RATES
Eff—Rec'd 4/2/84.

6. SPOT ANNOUNCEMENTS
BTA—5 AM-MIDNIGHT
GRID: I II III IV GRID: I II III IV
1 min 34 30 27 24 30 sec 31 27 24 21

KDIG

1947
SAN BERNARDINO

Country Hits



Media Code 4 205 5923 9.00 Mid 008742-000

Kotcom Broadcasting Investment Corp.
992 Inland Center Dr., San Bernardino, CA 92412. Phone 714-885-6555.

Mailing Address: Box 5066, San Bernardino, CA 92412.

PROGRAMMING DESCRIPTION

KDIG: Programmed for adults. MUSIC: Country. AIR PERSONALITIES handle all segments. NEWS: local & network. COMMERCIAL POLICY: maximum 14 minutes per hr. Rec'd 9/17/84.

1. PERSONNEL
President—Dana Kott.
General Manager—Thomas M. Jones.
General Sales Manager—Dexter Taylor.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 khz.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KBON (FM), Lake Arrowhead.
Affiliated with Selcom Radio.

TIME RATES
Eff—Rec'd 9/17/84.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	
1 min	56	53	50	48	
30 sec	45	42	40	38	

GRID I

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AA	56	53	50	48	45	42	40	38
A	50	47	45	43	40	37	36	34

GRID II

AA	53	50	47	45	42	40	37	36
A	48	45	41	38	38	36	32	30

GRID III

AA	46	43	40	37	36	34	32	29
A	41	37	34	30	32	29	27	24

KDIG only: Rates have been temporarily withdrawn by station.

KDUO (FM)

1958
RIVERSIDE



Media Code 4 205 5924 7.00 Mid 008743-000
Henry Broadcasting Co.
Box 50005, San Bernardino, CA 92412. Phone 714-825-5555.

PROGRAMMING DESCRIPTION

KDUO (FM): MUSIC: Familiar album music, standards, showtunes, choral selections & single vocals—live programming. NEWS: local & nat'l news, sports & weather; UPI. COMMERCIAL POLICY: 8 commercial units per hr. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL
General Manager—Al Anthony.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 72,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,570 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a.
AM facilities: KFXM.
Affiliated with Torbet Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KFXM

1929
SAN BERNARDINO



Media Code 4 205 5925 2.00 Mid 008744-000
Henry Broadcasting Co.
Box 50005, San Bernardino, CA 92412. Phone 714-825-5555.

PROGRAMMING DESCRIPTION

KFXM: MUSIC: Current best selling Contemporary Hits, best of rock & roll classic flashbacks. COMMERCIAL POLICY: Maximum 12 commercial units per hour. Contact Representative for further details. Rec'd 11/21/83.

1. PERSONNEL
General Manager—Al Anthony.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w.; 590 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a.
FM facilities: KDUO (FM).
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KGGI (FM)

1965
RIVERSIDE



M^cGAVREN GUILD RADIO



Media Code 4 205 5927 0.00 Mid 008745-000
Commonwealth Broadcasting
Box 1290, San Bernardino, CA 92402. Phone 714-889-2651.

PROGRAMMING DESCRIPTION

KGGI (FM): MUSIC: mass appeal/contemporary. NEWS: locally produced AM & PM drive. Contact Representative for further details. Rec'd 10/22/79.

1. PERSONNEL
General Manager—Dex Allen.
Sales Manager—Bob Ridzak.
Program Director—Cliff Roberts.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 2,070 w. (horiz.), 2,070 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1560 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Cancellation: 70e.
AM facilities: KMEN, San Bernardino.
Sold in combination with KMEN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Separate rates have been temporarily withdrawn by station.

KGUD

1978
BANNING

Adult Contemporary

Media Code 4 205 5931 2.00 Mid 008747-000
Riverside County Broadcasters
7351 Lincoln Ave., Riverside, CA 92504. Phone 714-688-1570.

See listing under city of license.

KMAY

1957
RIVERSIDE



Media Code 4 205 5931 2.00 Mid 008747-000
Riverside County Broadcasters
7351 Lincoln Ave., Riverside, CA 92504. Phone 714-688-1570.

2. REPRESENTATIVES
Hugh Wallace, Inc.
Rates have been temporarily withdrawn by station.

KMEN

1947
SAN BERNARDINO



M^cGAVREN GUILD RADIO



Media Code 4 205 5934 6.00 Mid 008748-000
Commonwealth Broadcasting
Box 1290 2255 E. Bessant St., San Bernardino, CA 92402. Phone 714-889-2651.

PROGRAMMING DESCRIPTION

KMEN: Middle demographic that delivers 25-44 audience. MUSIC: Blend of hits from 50's-70's. NEWS: Local in AM & PM drive; network all day. Contact Representative for further details. Rec'd 9/29/80.

1. PERSONNEL
General Manager—Dex Allen.
Sales Manager—Bob Ridzak.
Program Director—Bill Micheals.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w.; 1290 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGGI (FM), Riverside.
Affiliated with CBS RADIORADIO Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KGGI (FM)/KMEN COMBINATION
Eff—Rec'd 6/24/83.

AA—Mon thru Fri 5-10 am, Sat 3-7 pm; 10 pm-5 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
PER WK:	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti
AA	63 58 52 47 56 50 45 39	50 45 37 32
A	50 45 39 34 43 38 32 29	

KMEN only: Rates have been temporarily withdrawn by station.

KNTF (FM)

1947
ONTARIO

See listing under city of license.

Mid 008646-000

KOLA (FM)

1959
SAN BERNARDINO



Media Code 4 205 5935 3.00 Mid 008749-000
KOLA Corp.
5005 La Mart Dr., Suite 100, Riverside, CA 92507. Phone 714-684-9992, 825-9952.

PROGRAMMING DESCRIPTION

KOLA (FM): Programmed to adults 18-49. MUSIC: Contemporary mass appeal, incl popular albums & hit singles. NEWS: 4-min network, 4-min local at :55, 2 mobile units; local documentaries & editorials; active in fund drive & community affairs. AIR PERSONALITIES available for remotes. COMMERCIAL POLICY: 12 units per hr max. Contact Representative for further details. Rec'd 2/21/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederick R. Cote.
General Sales Manager—Al Barnett.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1630 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15e, 16.
Basic Rates: 20b, 24b, 28c.
Contracts: 40a, 43, 45.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e.
Prod. Services: 82.
AM facilities: KGUD, Banning.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff—Rec'd 8/29/83.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat 6-10 am & 8 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AA	I	II	III	IV	V
GRID:						
1 min		50	45	40	35	30
30 sec		43	39	35	31	26

CLASS A

1 min	45	40	35	30	25
30 sec	39	35	31	26	22

KPRO

1941
RIVERSIDE

Media Code 4 205 5938 7.00 Mid 008750-000
Klein/Ray Broadcasting
3701 Merrill, Box 1440, Riverside, CA 92502. Phone 714-683-1440, 714-877-1440.

2. REPRESENTATIVES
Unirep Broadcasting Co.
Rates have been temporarily withdrawn by station.

KQLH (FM)

1974
SAN BERNARDINO

Media Code 4 205 5939 5.00 Mid 008751-000
Major Market Stations, Inc.
507 Inland Center, Box 5640, San Bernardino, CA 92412.
Phone 714-825-9525.

Rates have been temporarily withdrawn by station.

KWDJ (FM)

1959
RIVERSIDE

Contemporary Country



Media Code 4 205 5941 1.00 Mid 008746-000
Riverside County Broadcasters
7351 Lincoln Ave., Riverside, CA 92504. Phone 714-824-9292, 688-1570.

PROGRAMMING DESCRIPTION

KWDJ (FM): Programmed for adults. MUSIC: contemporary country hits presented by personable DJ's. NEWS: local & network. COMMERCIAL POLICY: maximum of 10 minutes per hour. Contact Representative for further details. Rec'd 12/17/84.

1. PERSONNEL
General Manager—O. L. Sherban.
Ass't Mgr. & Sales Mgr.—Bob Gord.
Operations Manager—Dave Thomas.

2. REPRESENTATIVES
Gillis Broadcasting Representatives.

3. FACILITIES
ERP 3,000 w.; 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,230 ft. above sea level.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70e, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KMAY.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 3/7/83—Rec'd 3/3/83.

AA—Mon thru Sun 6 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA	CLASS A				
	I	II	III	IV	V
1 min	24	22	20	18	16
30 sec	22	20	18	16	14
CLASS A					
1 min	20	18	16	14	12
30 sec	18	16	14	12	10

KWRM
1948
CORONA



Media Code 4 20S S942 9.00
Major Market Stations, Inc.
Parkridge Rd., Corona, CA 91720. Phone 714-683-1370,
737-1370.
Rates have been temporarily withdrawn by station.



Mid 008752-000

Roseville

Placer County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See Sacramento

(including Carmichael, Folsom, Roseville)

Sacramento

(including Carmichael, Folsom, Roseville)
Sacramento County—Map Location C-5
Roseville, Placer County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAER (FM)
1948
SACRAMENTO



Katz Radio



A McClatchy Broadcasting Station
Media Code 4 20S S945 2.00
McClatchy Broadcasting
1440 Ethan Way, Suite 200, Sacramento, CA 95825.
Phone 916-929-3277, TWX, 910-367-0296.

PROGRAMMING DESCRIPTION

KAER (FM): MUSIC: country. NEWS: Periodic newscasts with greater frequency in AM drive. COMMERCIAL POLICY: Max 8-units per hr. Contact Representative for further details. Rec'd 5/6/82.

1. PERSONNEL
General Manager—Paul Aaron.
Sales Manager—Stan Weisberger.

2. REPRESENTATIVES
Katz Radio,
McClatchy Broadcasting Stations.

3. FACILITIES
ERP 115,000 w.; 92.5 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 14b, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KFBK.
Affiliated with KATZ Radio Network.
Affiliated with MBS.
Sold in combination with KFBK. See that listing.

TIME RATES

No. 4 Eff 8/1/83—Rec'd 7/27/83.

AAA—Mon thru Sat 5-10 am (farm).
AA—Mon thru Sat 3-8 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B
1 min	95	85	65	55
30 sec: 80% of 1-min.				

KCTC (FM)
1947
SACRAMENTO



Christal Radio



Media Code 4 20S S955 1.00
WGN of California, Inc.
2225 19th St., Sacramento, CA 95818. Phone 916-441-5282.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Henley.
General Sales Manager—Harvey Fisher.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
ERP 45,000 w. (horiz.), 45,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 520 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time; 15th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 48, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KGNR.
Sold in combination with KGNR. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KCVR
1946
LODI



Media Code 4 20S S93-000
19250 N. Lower Sacramento Rd., Box 600, Lodi, CA 95241. Phone 209-368-0626, Sacramento, 916-444-0626, Stockton, 209-466-0626.
See listing under city of license.

ADVERTISEMENT

1. PERSONNEL
General Manager—George L. Sampson.
Prog. Dir. & Gen'l Sales Mgr.—G. Sampson.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.

3. FACILITIES
5,000 w. 1570 khz. DA Day.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS

	6x	12x	18x	24x
1 min	\$20.00	\$19.00	\$18.00	\$17.00
30 sec	13.00	12.00	11.00	10.00

8. PROGRAM TIME RATES

	1hr	1/2hr	1/4hr	5 min
x	200	150	100	50

KENZ
1937
SACRAMENTO



Media Code 4 20S S959 3.00
KENZ
620 Bercut Dr., Sacramento, CA 95814. Phone 916-446-5769.
Mailing Address: Box 2424, Sacramento, CA 95811.

- 2. REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KFBK
1922
SACRAMENTO



Katz Radio



Media Code 4 20S S970 0.00
McClatchy Broadcasting
1440 Ethan Way, Suite 200, Sacramento, CA 95825.
Phone 916-929-5325, TWX, 910-367-0296.

PROGRAMMING DESCRIPTION

KFBK: News/Talk. NEWS: blocks 5-9 am, noon-12:30 pm, 3:30-6 pm. TALK: 9-noon, 12:30-3:30 pm, 6 pm-5 am. FEATURES: Wall Street Journal business reports, private weather service. SPORTS: play-by-play sports, sports talk. 2-way tele/talk. FARM: agribusiness reports; agricultural reports M-Sat 5 am-7 pm. Contact Representative for further details. Rec'd 1/29/85.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Paul Aaron.
Local Sales Manager—Tom Pate.
News Director—Norm Woodruff.

2. REPRESENTATIVES
Katz Radio,
McClatchy Broadcasting Stations.

3. FACILITIES
50,000 w.; 1530 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 14b, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KAER (FM).
Affiliated with MBS.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.
Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

No. 4 Eff 8/1/83—Rec'd 7/27/83.
AAA—Mon thru Sat 5-10 am (farm).
AA—Mon thru Sat 3-8 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B
1 min	95	85	65	20
30 sec: 80% of 1-min.				

KFBK/KAER (FM) COMBINATION

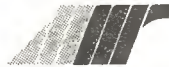
	AAA	AA	A	B
1 min	145	130	100	65
30 sec: 80% of 1-min.				

KFIA
1978
CARMICHAEL



Media Code 4 20S S985 8.00
Olympic Broadcasters, Inc.
5738 Marconi Ave., Carmichael, CA 95608. Phone 916-485-7710.
1 min rate 1x: 36.00.

KGMS
1952
SACRAMENTO



MAJOR MARKET RADIO SALES

Media Code 4 20S 6000 5.00
Duffy Broadcasting Corp. of Sacramento
937 Enterprise Dr., Sacramento, CA 95825. Phone 916-929-5467.

PROGRAMMING DESCRIPTION
KGMS: Programmed for adults. MUSIC: MOR, popular/standards in uninterrupted segments. NEWS: CBS & sports. Local dept with mobile facilities. Traffic, farm, business reports daily. Ski info & road reports in winter plus ski phone. Contact Representative for further details. Rec'd 6/25/82.

1. PERSONNEL
President—Martin Greenberg.
Vice-Pres. & Gen'l Mgr.—Jerry E. McKenna.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES
5,000 w. days, 5,000 w. nights; 1380 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: KFSM (FM), Woodland.
Affiliated with CBS.
Sold in combination with KGMS/KFSM (FM), Woodland.
See that listing under Sacramento.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGMS
1952
SACRAMENTO
KFSM (FM)

1961
WOODLAND



(This is a paid listing.)
Media Code 4 20S 6001 3.00
Duffy Broadcasting Corp. of Sacramento
KGMS, 937 Enterprise Dr., Sacramento, CA 95825.
Phone 916-929-5467.
KFSM (FM).
500 Main St., Suite I, Woodland, CA 95695. Phone 916-662-1047.

PROGRAMMING DESCRIPTION

KGMS: See KGMS listing in Sacramento for station's programming. See KFSM (FM) listing in Woodland for station's programming description.

1. PERSONNEL
President—Martin Greenberg.
Vice-Pres. & Gen'l Mgr.—Jerry E. McKenna.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES
5,000 w.; 1380 khz. Directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 50,000 w.; 102.5 mhz. Stereo.
Operating schedule: Same as AM. PST.
Antenna ht.: 535 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with CBS Radio Network.

TIME RATES
Eff.—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS

	MON-FRI AM/PM DRIVE	SAT & SUN 10 AM-7 PM
1 min	135	125
30 sec: 80% of 1-min.		

GRID:

	I	II	III	IV	V
1 min	135	125	100	85	70
30 sec: 80% of 1-min.					

MON-SUN 7 PM-MIDNIGHT; SAT & SUN 6 AM-10 PM

	I	II	III	IV	V
1 min	130	120	95	80	65
30 sec: 80% of 1-min.					

KGMS only: Rates have been temporarily withdrawn by station.
KFSM (FM) only: Rates have been temporarily withdrawn by station.

(SO)

KGMR
1945
SACRAMENTO



Christal Radio



Media Code 4 20S 6030 2.00
WGN of California, Inc.
2225 19th St., Sacramento, CA 95818. Phone 916-441-5272.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Henley.
General Sales Manager—Harvey Fisher.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
5,000 w.; 1320 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KCTC (FM).
Affiliated with ABC Information Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES
KGMR/KCTC (FM) COMBINATION
No. 81-1 Eff 10/19/81—Rec'd 10/29/81

continued

CALIFORNIA

Sacramento—cont

KGNR—cont

6. SPOT ANNOUNCEMENTS

Mon thru Fri 5-10 am	1 min	150
Mon thru Fri 10 am-3 pm		120
Mon thru Fri 3-8 pm		130
All other times		90

KGNR only: Rates have been temporarily withdrawn by station.

KHWY

1984
FOLSOM



Torbet Radio



Media Code 4 205 6045 0.00 Mid 034724-000
EI Dorado Broadcasters
409 Glenn Drive, Folsom, CA 95630. Phone 916-351-1030.

PROGRAMMING DESCRIPTION

KHWY: Programmed for adults. MUSIC: Country. News & sports at :55 & :25 during AM & PM drive; :55 all other times. Emphasis on highway, road conditions, ski areas, traffic, recreation areas & weather. Community involvement. Personality disc jockeys. Contact Representative for further details. Rec'd 10/2/84.

1. PERSONNEL

General Manager—John M. McRae.
Program Director—George Sepulveda.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

50,000 w. days, 1,000 w. nights; 1030 khz. Stereo. Directional—separate patterns day & night. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 5, 6b, 7b, 8.
Rate Protection: 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60g, 60i, 60j, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KHYL (FM)

1961
AUBURN



Torbet Radio

See listing under city of license.

Mid 008493-000

ADVERTISEMENT

Auburn Broadcasting Corp.
Ste. 120, 1230 High St., Auburn, CA 95603. Phone 916-885-5636.
Sacramento Sales Office.
4811 Chippendale Dr., Suite 802, Sacramento, CA 95841.
Phone 916-338-2800.

PROGRAMMING DESCRIPTION

KHYL (FM): MUSIC: Adult Contemporary w/oldies emphasis, hits of 60's-80's, incl current hits. FEATURES: special programs incl Dick Clark's Rock, Roll and Remember Sun 6-10 pm, Saturday Night Flashback 7-11 pm & Top 30 USA Sun 3-6 pm. Contact Representative for further details. Rec'd 10/22/84.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Kenneth Cunningham.
Sales Manager—Helen G. Bridges.
Prog. Director—Sue Ryan.
News Director—Pete Dufuur.
Music Director—Pam Farris.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 50,000 w.; 101.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 465 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KAHL.

TIME RATES

Rates temporarily withdrawn.

KJAY

1963
SACRAMENTO



Media Code 4 205 6060 9.00 Mid 008761-000
Broadcast Ranch
Box 1430, Rt. 1, W. Sacramento, CA 95691. Phone 916-371-5101.
1 min rate 1x: 27.00.

KPOP (FM)

1970
ROSEVILLE

THE FULLER-JEFFREY GROUP



Media Code 4 205 6112 8.00 Mid 008763-000
K-POP Radio
5301 Madison Ave., #402, Sacramento, CA 95841.
Phone 916-334-7777.

PROGRAMMING DESCRIPTION

KPOP (FM): MUSIC: Contemporary Pop Hits; AIR PERSONALITIES & local emphasis. Contact Representative for further details. Rec'd 2/9/84.

1. PERSONNEL

Reg'l Vice-Pres. & Gen'l Mgr.—William M. Cloutier.
President—Robert F. Fuller.
Senior Vice President—J. J. Jeffrey.

2. REPRESENTATIVES

CBS/FM National Sales.

3. FACILITIES

ERP 3,000 w. Non-directional. 93.5 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 306 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KRCC.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRAK

1926
SACRAMENTO

Affiliated Broadcasting, Inc.



Media Code 4 205 6120 1.00 Mid 008764-000
Affiliated Broadcasting, Inc.
3336 El Camino Ave., Sacramento, CA 95821. Phone 916-482-7100.
Mailing Address: Box 60408, Sacramento, CA 95860.

PROGRAMMING DESCRIPTION

KRAK: Programmed for adults. MUSIC: Modern Country. NEWS: at :30 plus supplementary news at :30 in AM drive. Emphasis on community involvement with many public affairs projects. FARM: Agribusiness 5-5:30 am M-Sat with Agribusiness updates 6, 7, 8 am, noon, 1, 7, & 8 pm. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

Exec. Vice-Pres. & Chf. Oper. Off.—John A. Winkel.
Station Manager—Randy Warwick.
Program Director—Don Langford.
Farm Director—Mike Side.
National Sales Coordinator—Regina B. Smith.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

50,000 w.; 1140 khz. Directional.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: KSCK (FM).
Affiliated with Eastman Radio Network.

TIME RATES

KRAK/KSCK (FM) COMBINATION

No. 6 Eff 7/1/84—Rec'd 7/23/84.

AAA—Mon thru Fri 5:30-10 am; Sat 9 am-4 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 3-8 pm; Sat 6-10 am; Sun 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE/30 SECONDS

GRID:	I	II	III	IV	V
AAA	210	190	170	150	130
AA	185	170	155	140	120
A	175	160	145	130	110
B	105	95	85	65	55

KRAK ONLY

80% of KRAK/KSCK (FM) combination.

10. SPECIAL FEATURES

AGRI-BIZ

GRID: 1 min/30 sec 90 80 70 150 135 120
(*) Mon thru Fri 5:15-5:30 am & Sat 5-6 am.
(†) Mon thru Fri 6-8:10 am, 7-7:10 am, 8-8:10 am, noon-12:10 pm, 1-1:10 pm, 7-7:10 pm, 8-8:10 pm (adjacencies to Ag capsules within news).

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KRCX

1968
ROSEVILLE

THE FULLER-JEFFREY GROUP



Spanish Language

Media Code 4 205 6135 9.00 Mid 008762-000
KRCX Radio
8842 Quail Ln., Roseville, CA 95678. Phone 916-969-5747.

PROGRAMMING DESCRIPTION

KRCX: Fulltime Spanish language programming, featuring Spanish music, news, sports & public service programs. Contact Representative for further details. Rec'd 2/9/84.

1. PERSONNEL

Reg'l Vice-Pres. & Gen'l Mgr.—William M. Cloutier.
President—Robert F. Fuller.
Senior Vice President—J. J. Jeffrey.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

5000 w. days; 500 w. nights 1110 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KPOP (FM).
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KSAC (FM)

(formerly KROY-FM)

1959
SACRAMENTO



Media Code 4 205 6151 6.00 Mid 008766-000
Jonsson Communications
620 Bercut Dr., Sacramento, CA 95814. Phone 916-446-5769.
Mailing Address: Box 2424, Sacramento, CA 95811.

2. REPRESENTATIVES

Selcom Radio.
Rates have been temporarily withdrawn by station.

KSCK (FM)

1959
SACRAMENTO

Affiliated Broadcasting, Inc.

EASTMAN RADIO, INC.



Media Code 4 205 6165 6.00 Mid 008755-000
Affiliated Broadcasting, Inc.
Box 60408, Sacramento, CA 95860. Phone 916-488-8300.
Mailing Address: Box 60408, Sacramento, CA 95860.

PROGRAMMING DESCRIPTION

KSCK (FM): Programmed for adults. MUSIC: Adult Contemporary Country. COMMERCIAL POLICY: 3 commercial segments with maximum 8 commercial units per hr. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

Exec. Vice-Pres. & Chf. Oper. Off.—John A. Winkel.
Station Manager—Randy Warwick.
National Sales Coordinator—Regina B. Smith.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.) 50,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 500 ft. above average terrain.
1,360 ft. above sea level.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81.
AM facilities: KRAK.
Affiliated with Eastman Radio Network.
Sold in combination with KRAK. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

60% of KRAK/KSCK (FM) combination.

KWOD (FM)

1957
SACRAMENTO



Media Code 4 205 6180 5.00 Mid 008767-000
Rice International Broadcasting Corp.
777 Campus Commons Dr, Sacramento, CA 95825.
Phone 916-929-5000.

PROGRAMMING DESCRIPTION

KWOD (FM): Programmed for adults 18-54. Music, personalities & news. MUSIC: contemporary mass appeal, plus gold hits with 30-min uninterrupted sweeps hourly. Interviews with contemporary & AOR recording artists 2x/day. Wkly specials featuring music blocks & personal interviews with popular artists Wed 11 pm. AIR PERSONALITIES: Emphasis on community involvement & promotion. NEWS: blocks M-Sat mornings & afternoon drives; local, reg'l & nat'l coverage; live & taped actualities employing earth satellite, mobile ENG van & 2-way units. Weather hrly. COMMERCIAL POLICY: 4 comm'l showcases with 12 comm'l units hrly. Contact Representative for further details. Rec'd 12/27/82.

1. PERSONNEL

Pres., Nat'l Sales & Gen'l Mgr.—Edward R. Stolz, II.
Local Sales Manager—Ron Ganzow.
Program Director—Tom Chase.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 50,000 w. (horiz.) 50,000 w. (vert.); 106.5 mhz. Quadraphonic.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above sea level.

4. AGENCY COMMISSION

15/2 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10e, 11h, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 24c, 25a, 27, 28b, 28c, 30, 31.
Contracts: 40c, 41, 42a, 43, 45, 46.
Comb.: Cont. Discounts: 60f, 60h, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with RK0 & CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 1/15/84—Rec'd 12/5/83.

AA—Mon thru Fri 5:30-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Sat & Sun 5:30-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	GRID—CLASS AA											
	1 min											
	24 ti	18 ti	12 ti	6 ti	24 ti	18 ti	12 ti	6 ti	30 sec	18 ti	12 ti	6 ti
I	75	80	85	90	60	64	68	72	56	60	64	68
II	65	70	75	80	52	56	60	64	48	52	56	60
III	60	65	70	75	48	52	56	60	44	48	52	56
IV	55	60	65	70	44	48	52	56	40	44	48	52
V	50	55	60	65	40	44	48	52	36	40	44	48
	CLASS A											
I	70	75	80	85	56	60	64	68	48	52	56	60
II	60	65	70	75	48	52	56	60	44			

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 12c.
 Basic Rates: 20b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a.
 Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46.
 Comb.: Cont. Discounts: 60g, 60i, 62d.
 Cancellation: 70c, 71a, 72, 73b.
 Prod. Services: 80.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KXOA-FM

1947
 SACRAMENTO



BLAIR RADIO

Media Code 4 205 6211 8.00 Mid 008769-000
 KXOA, Inc.
 Box 1677 1017 Front St., Sacramento, CA 95808. Phone 916-446-4965.

PROGRAMMING DESCRIPTION

KXOA-FM: MUSIC: easy rock. Familiar music from albums & singles mixed with classic songs from last 10 yrs. NEWS: local 5x 6-8:30 am, noon; 3x 3-6 pm. Contact Representative for further details. Rec'd 3/2/82.

1. **PERSONNEL**
 President—Willet H. Brown.
 Vice-President—Michael J. Brown.
 General Manager—Phil Melrose.

2. **REPRESENTATIVES**
 Blair Radio.

3. **FACILITIES**
 ERP 27,500 w. (horiz.), 27,500 w. (vert.); 108 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 420 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/0 net time.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 33c.
 Contracts: 40a, 41, 44b, 46, 51a, 51b.
 Comb.: Cont. Discounts: 60c, 60d, 60f, 60h, 60i, 61b, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KZAP (FM)

1959
 SACRAMENTO



McGAVREN GUILD RADIO

Media Code 4 205 6240 7.00 Mid 008770-000
 Western Cities Broadcasting Inc.
 Box 15985 298 Commerce Circle, Sacramento, CA 95815. Phone 916-925-3700.

PROGRAMMING DESCRIPTION

KZAP (FM): album oriented rock, mass appeal contemporary, emphasis mainstream hits artists. Contact Representative for further details. Rec'd 1/11/79.

1. **PERSONNEL**
 Pres.—Pres. & Gen'l Mgr.—Thomas L. Weidle.
 Sales Manager—Spade Cooley.

2. **REPRESENTATIVES**
 McGavren Guild Radio.

3. **FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.5 mhz. Operating schedule: 24 hours. PST. Antenna ht.: 495 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/0 time only; 10th of following month.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 23a, 29a.
 Contracts: 45, 46, 48.
 Comb.: Cont. Discounts: 60a, 60k.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

St. Helena

Napa County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

KVYN (FM)

1976
 ST. HELENA



Media Code 4 205 6247 2.00 Mid 008771-000
 Young Radio, Inc.
 1124 Foster Rd., Box 2250, Napa, CA 94558. Phone 707-252-1440.

PROGRAMMING DESCRIPTION

KVYN (FM): Programmed for adults & young adults. MUSIC: 1/4-hr segments of Adult Contemporary. NEWS: 3-min local & nat'l capsule summaries at :60; expanded at

7 & 8 am, detailed 7:30 & 8:30 am; seasonal frost reports 7:30, 8:30, 10:30, 11:30 pm. COMMERCIAL POLICY: max commercial load 2 units per 1/4 hr. Contact Representative for further details. Rec'd 6/29/84.

1. **PERSONNEL**

Pres. & Gen'l Mgr.—Thomas L. Young.
 Sales Manager—George Carl.
 Program Director—Don Defesi.

2. **REPRESENTATIVES**
 Masla Radio.

3. **FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo. Operating schedule: 6 am-midnight. PST. Antenna ht.: 1,200 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/2 time only; within 10 days.
5. **GENERAL ADVERTISING** See coded regulations
 AM facilities: KVON, Napa.

TIME RATES

No. 12 Eff 9/1/84—Rec'd 9/13/84.
 Drive time—6-9 am & 3-7 pm.

7. **PACKAGE PLANS**

	YEARLY BULK					
	1000x	750x	500x	260x	156x	20x
30 sec	13.25	15.25	16.00	16.75	18.00	20.00
1 min	16.50	19.00	20.00	21.00	22.00	25.00
						1x
30 sec						22.00
1 min						26.00

Drive/specified times, extra 10%.

10. **SPECIAL FEATURES**
 NEWS, SPORTS & PROGRAM SPONSORSHIPS
- | | 520x | 280x | 156x | 104x | 52x | 26x |
|--------|-------|-------|-------|-------|-------|-------|
| 30 sec | 20.00 | 22.00 | 21.50 | 22.50 | 23.50 | 24.50 |
| 1 min | 25.00 | 26.00 | 27.00 | 28.00 | 29.00 | 31.00 |
- (SMD) (CR-2)

Salinas

Monterey County—Map Location C-8
 See SRDS Consumer market map and data at beginning of the state.

KCTY

1963
 SALINAS

Spanish

Media Code 4 205 6270 4.00 Mid 008772-000
 KCTY Spanish Radio
 190 Natividad Rd., Salinas, CA 93906. Phone 408-449-2421.

Mailing Address: Box 1939, Salinas, CA 93902.
 KCTY: Programmed for Spanish speaking persons of all age groups; 86% of Mexican heritage; large agricultural community. MUSIC: traditional Mexican & music of southwest. NEWS: heavy coverage; public affairs offering variety of practical information. Contact Representative for further details. Rec'd 5/22/84.

1. **PERSONNEL**
 General Manager—Martin Kline.
 Manager—A. Trevino.
 Sales Manager—Pat Cooney.

2. **REPRESENTATIVES**
 Lotus-Albertini Hispanic Reps.

3. **FACILITIES**
 1,000 w.; 980 khz. Directional.
 Operating schedule: 6 am-6 pm. PST.

4. **AGENCY COMMISSION**
 15/0.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 20b, 21a, 21d, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 32b, 33d.
 Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 50.
 Comb.: Cont. Discounts: 60a, 61a, 62b, 62d.
 Cancellation: 70c, 71a, 72.
 Prod. Services: 80.
 Translations free of charge.
 FM facilities: KRAY (FM).
 Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

KCTY/KRAY (FM) COMBINATION
 No. 20 Eff 3/1/84—Rec'd 6/18/84.

6. **SPOT ANNOUNCEMENTS**
 PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
 1 min 34 32 30 28 26
 30 sec: Deduct 1.00 from 1-min.

7. **PACKAGE PLANS**
- | | ANNUAL | | | |
|---------------------------------|--------|------|------|-------|
| | 156x | 312x | 624x | 1000+ |
| 1 min | | 30 | 28 | 26 |
| 30 sec: Deduct 1.00 from 1-min. | | | | 24 |

- KCTY only: Deduct 1.00 from KCTY/KRAY (FM) combination.

KDON

1947
 SALINAS



Katz Radio



Media Code 4 205 6300 9.00 Mid 008773-000
 Grace Broadcasting, Inc.
 269 Main St., Box 81460, Salinas, CA 93912. Phone 408-422-5363.

PROGRAMMING DESCRIPTION
 KDON: MUSIC: Big Bands; Satellite Music Network. NEWS: local & nat'l; block 6-9 am. Contact Representative for further details. Rec'd 2/4/85.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—Michael O. Lareau.
 Sales & Marketing Manager—Al Snyder.
 Business Manager—Jeremy Estabrooks.

2. **REPRESENTATIVES**
 Katz Radio.

3. **FACILITIES**
 5,000 w.; 1460 khz. Directional.
 Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
 15%.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 15e.
 Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a, 28c, 29a.
 Contracts: 40a, 41, 42b, 43, 44b, 45, 46.
 Comb.: Cont. Discounts: 60b, 60k, 61c, 62b, 62d.
 Cancellation: 70b, 70c, 71a.
 Prod. Services: 80, 82.
 Affiliated with Katz Radio Network.
 Affiliated with Satellite Music Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KDON-FM

1960
 SALINAS



Katz Radio



Media Code 4 205 6301 7.00 Mid 008774-000
 Grace Broadcasting, Inc.
 269 Main St., Box 81460, Salinas, CA 93912. Phone 408-422-5363.

PROGRAMMING DESCRIPTION
 KDON-FM: MUSIC: Rock; Contemporary format provides changing library of current hits, recurrences & oldies blended & day-parted. Contact Representative for further details. Rec'd 6/8/82.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—Michael O. Lareau.
 Sales & Marketing Manager—Al Snyder.
 Business Manager—Jeremy Estabrooks.

2. **REPRESENTATIVES**
 Katz Radio.

3. **FACILITIES**
 ERP 18,500 w.; 102.5 mhz. Stereo.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.: 2,270 ft. above average terrain.

4. **AGENCY COMMISSION**
 15%.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 15e.
 Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a, 28c, 29a.
 Contracts: 40a, 41, 42b, 43, 44b, 45, 46.
 Comb.: Cont. Discounts: 60b, 60k, 61c, 62b, 62d.
 Cancellation: 70b, 70c, 71a.
 Prod. Services: 80, 82.
 Affiliated with Katz Radio Network.
 Sold in combination with AM. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KMBY (FM)

1972
 SEASIDE



See listing under Monterey-Seaside, CA. Mid 008885-000

KNRY

1935
 MONTEREY

See listing under city of license. Mid 008682-000

KRAY (FM)

1977
 SALINAS

Spanish



Media Code 4 205 6349 6.00 Mid 008775-000
 KRAY Spanish Radio
 190 Natividad Rd., Salinas, CA 93906. Phone 408-449-2421.

Mailing Address: Box 1939, Salinas, CA 93902.
PROGRAMMING DESCRIPTION
 KRAY (FM): Contemporary Spanish music. NEWS: local, regional, national & international at :55. Contact Representative for further details. Rec'd 12/27/82.

1. **PERSONNEL**
 General Manager—Martin Kline.
 Business Manager—Rachel Ybarra.
 Sales Manager—Pat Cooney.

2. **REPRESENTATIVES**
 Lotus-Albertini Hispanic Reps.

3. **FACILITIES**
 ERP 3,000 w.; 103.9 mhz. Stereo.
 Operating schedule: 5 am-11 pm. PST.
 Antenna ht.: 225 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/0.
5. **GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 21a, 22a, 23a, 24b, 25a, 26, 28b, 28c.
 Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60i, 61c, 62d.
 Cancellation: 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Translations free of charge.
 AM facilities: KCTY.
 Affiliated with Lotus-Albertini Spanish Radio Network.
 Sold in combination with KCTY. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Deduct 1.00 from KCTY/KRAY (FM) combination.

KTOM

1947
 SALINAS



MAJOR MARKET RADIO SALES



Media Code 4 205 6398 3.00 Mid 008776-000
 Community Salinas Broadcasting.
 933 N. Main St., Box 81380, Salinas, CA 93912. Phone 408-422-7484.

PROGRAMMING DESCRIPTION
 KTOM: Programmed for adults & young adults. MUSIC: modern country. Contact Representative for further details. Rec'd 7/31/78.

1. **PERSONNEL**
 Chairman of Board—David Benjamin.
 President—Charles Banta.
 General Manager—Stephen E. Dean.

2. **REPRESENTATIVES**
 Major Market Radio Sales.

3. **FACILITIES**
 5,000 w.; 1380 khz. Directional.
 Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
 15/0 time only; 20th following month.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10, 11c, 13c, 14c, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 25a, 26, 27, 29a, 29b.
 Contracts: 40a, 41, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60a, 60c.
 Cancellation: 70e, 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

AM/FM COMBINATION
 Eff—Rec'd 4/15/83.

AAA—Mon thru Sat 5-10 am, 10 am-3 pm & 3-7 pm.
 AA—Sun 10 am-7 pm.
 A—Mon thru Sun 7 pm-midnight; Sun 5-10 am.

6. **SPOT ANNOUNCEMENTS**

GRID:	CLASS AAA				
	I	II	III	IV	V
1 min	62	56	50	44	38
30 sec	50	44	40	36	32

1 min <th colspan="5">CLASS AA</th>	CLASS AA				
	54	48	42	36	32
30 sec	44	38	34	28	26

1 min <th colspan="5">CLASS A</th>	CLASS A				
	50	44	38	34	28
30 sec	40	36	30	26	28

1 min <th colspan="5">CLASS B</th>	CLASS B				
	32	28	24	20	16
30 sec	26	24	20	16	13

Maximum contract 1 year.

AM only: 60% of AM/FM combination.

KTOM-FM

1965
 SALINAS



Media Code 4 205 6413 0.00 Mid 008777-000
 Community Salinas Broadcasting, Corp.
 Box 81380, Salinas, CA 93912. Phone 408-424-1428.

PROGRAMMING DESCRIPTION
 KTOM-FM: Program

CALIFORNIA

Salinas—cont

KTOM-FM—cont

4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11b, 12g, 13g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Sold in combination with AM. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 60% from AM/FM combination.

KXES

1970
SALINAS

Media Code 4 205 6551 7.00 Mid 034297-000
Salinas-Monterey Radio Inc.
7 Midtown Lane, Box 3618, Salinas, CA 93912. Phone
408-757-1910.

2. **REPRESENTATIVES**
Caballero Spanish Media, Inc.
1 min rate 1x: 12.00.

San Bernardino

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of
the state.

See Riverside-San Bernardino
(including Corona, Redlands)

San Clemente

Orange County—Map Location F-10
See SRDS Consumer market map and data at beginning of
the state.

KWVE (FM)
SAN CLEMENTE



Media Code 4 205 6690 3.00 Mid 008778-000
El Camino Broadcasting Corp.
800 S. El Camino Real, San Clemente, CA 92672. Phone
714-492-9800.

PROGRAMMING DESCRIPTION

KWVE (FM): MUSIC: Satellite Music's "Star Station"
Contemporary programmed for adults 25-54 12M-7 pm;
Night Wave, "Jed the Fish" 7 pm-12M. NEWS: at :60; 2-
min features on weather, marine weather, community bul-
letins, community affairs. Ford Mullins drive time 5-9 am.
COMMERCIAL POLICY: max 12 min/hr in music format
presented in 10-min sweeps. Rec'd 10/30/84.

1. **PERSONNEL**
President—Jon Ross.
Vice-Pres./Oper. Mgr.—Peter Smith.
Vice-Pres. & Sta. Mgr.—Martha (Mart) Aspegren.
3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mhz.
Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 500 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.

TIME RATES

No. 10 Eff 1/1/84—Rec'd 12/30/83.

6. **SPOT ANNOUNCEMENTS**
ROS—6 AM-7 PM

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	31	29	27	25
12 ti	30	28	26	24
18 ti	29	27	25	23
24 ti	28	26	24	22
30 ti	27	25	23	21
36 +	26	24	22	20
PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	26	24	22	20
12 ti	25	23	21	19
18 ti	24	22	20	18
24 ti	23	21	19	17
30 ti	22	20	18	16
36 +	21	19	17	15

10 sec: 50% of 1-min.
All other times, 60% of above rates.

Rates may be combined for frequency discount.

San Diego

(including Carlsbad, El Cajon, Escondido, Vista)
San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of
the state.

Stations contiguous to the major city are consolidated
under the major city headings. This is not to imply that
all of the stations provide equal coverage of the entire
area or cities involved. It is part of the time buying
function to determine the extent of individual station
coverage, audience delivered, etc. within the area.

KBZT (FM)

1960
SAN DIEGO
NRBA

Media Code 4 205 6720 8.00 Mid 008779-000
Alta Broadcasting Co.
9191 Towne Centre Dr., Suite 350, San Diego, CA 92122.
Phone 619-452-9595.

2. **REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

KCBQ

KCBQ
Country

1946
SAN DIEGO



Media Code 4 205 6750 5.00 Mid 008780-000
Audio House, Inc.
9416 Mission Gorge Rd., Santee, CA 92071. Phone 619-
286-1170.

Mailing Address: Box 1629, San Diego, CA 92112.

PROGRAMMING DESCRIPTION

KCBO: Programmed for mass appeal, emphasis per-
sonalities, information & music. MUSIC: 100% modern
country, hit singles & album cuts. 8 AIR PERSONALITIES.
NEWS: 10 min hr AM/PM drive, 90 sec updates middays;
3 min network nights. SPORTS: 2 min AM/PM drive &
wknds. COMMERCIAL POLICY: maximum of 14 min in
AM drive, 10-12 min in other day parts. Contact
Representative for further details. Rec'd 10/30/80.

1. **PERSONNEL**
General Manager—Peter Moore.
General Sales Manager—Jim Donahoe.
Program Director—Joe Patrick.
2. **REPRESENTATIVES**
Republic Radio Sales, Inc.
3. **FACILITIES**
50,000 w. days, 5,000 w. nights; 1170 khz. Direction-
al—separate pattern day & night.
Operating schedule: 24 hours daily, PST.
4. **AGENCY COMMISSION**
15/0 gross billings less applicable discounts.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60e, 60f, 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Satellite Music Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KCBQ-FM

Q105
1954
SAN DIEGO
nab

Media Code 4 205 6787 7.00 Mid 008781-000
Audio House, Inc.
9416 Mission Gorge Rd., Santee, CA 92071. Phone 619-
286-1170.

Mailing Address: Box 1629, San Diego, CA 92112.

PROGRAMMING DESCRIPTION

KCBQ-FM: MUSIC: hit country. COMMERCIAL POLICY: 8
minutes per hour. Contact Representatives for further
details. Rec'd 7/31/81.

1. **PERSONNEL**
General Manager—Peter Moore.
General Sales Manager—Jim Donahoe.
Program Director—Fuzzy Herron.
2. **REPRESENTATIVES**
Republic Radio Sales, Inc.
3. **FACILITIES**
ERP 29,000 w. circular polarized; 105.3 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 620 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 20b, 22b, 23a, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70c, 71a, 73b.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KEZL

1956
OCEANSIDE

See listing under city of license.

Mid 008694-000

KEZL-FM

1961
OCEANSIDE
NRBA

(This is a paid duplicate of the listing under Oceanside,
California.)

Media Code 4 205 4935 4.00 Mid 008693-000
Par Broadcasting Co.
2950 Oceanside Blvd., Box K-1320, Oceanside, CA
92054. Phone 619-757-1320.

PROGRAMMING DESCRIPTION

KEZL-FM: Target audience 25-54. MUSIC: Soft Hits, cur-
rent & old from 1960 to present, with live AIR PER-
SONALITIES. NEWS: at :60, plus :30 during am drive.
Contact Representative for further details. Rec'd 2/4/85.

1. **PERSONNEL**
General Manager—Larry Shushan.
Operations Director—Dino Matela.
2. **REPRESENTATIVES**
Selcom Radio.
3. **FACILITIES**
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 102.1 mhz.
Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,000 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0; 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 15a.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 28b.
Contracts: 40a, 43, 45.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFMB

1941
SAN DIEGO



MCGAVREN GUILD RADIO



Media Code 4 205 6840 4.00 Mid 008783-000
Midwest Television, Inc.
7677 Engineer Rd., San Diego, CA 92111. Phone 619-
292-7600, TWX, 910-335-1210.

PROGRAMMING DESCRIPTION

KFMB: Programmed for mass adult audience highlighted
by air personalities, music & news. NEWS: 5 min at :60;
plus 5 min at :30 in drivetimes; API, UPI & network; full
time air news staff. MUSIC: top hits of past 20 yrs plus
current singles & hit albums. SPORTS: pro baseball.
Contact Representative for further details. Rec'd 7/22/
83.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Paul E. Palmer.
General Sales Manager—Peter P. Hallisay.
Sales Manager—Chuck Cotton.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
5,000 w.; 760 khz. Directional nights.
Operating schedule: 24 hours daily, PST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 22a, 25a, 28c, 29a, 33d.
Contracts: 40a, 42a, 44b, 46, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFMB-FM

1959
SAN DIEGO



Media Code 4 205 6841 2.00 Mid 008784-000
Midwest Television, Inc.
7767 Engineer Rd., San Diego, CA 92111. Phone 619-
292-7600.

2. **REPRESENTATIVES**
McGavren-Guild, Inc.
Rates have been temporarily withdrawn by station.

KFSD (FM)

1949
SAN DIEGO

Classical Music



A Lotus Communications Corp. Station
Media Code 4 205 6870 1.00 Mid 008785-000
Lotus Communications, Inc.
1540 Sixth Ave., San Diego, CA 92101. Phone 619-239-
9091.

PROGRAMMING DESCRIPTION

KFSD (FM): MUSIC: Classical. NEWS: 8 am, noon & 5:55
M-F; 6, 8, 9, 10, 11 am, noon & 2:55 pm wknds; Wall
Street financial report. Contact Representative for further
details. Rec'd 8/22/83.

1. **PERSONNEL**
Vice Pres. & Gen'l Mgr.—Hal Rosenberg.
Station Manager—Russ Haberle.
2. **REPRESENTATIVES**
Christal Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 641 ft. above average terrain, atop Mt.
Soledad.
4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGB-FM

1959
SAN DIEGO



Katz Radio

NRBA

Media Code 4 205 6901 4.00 Mid 008787-000
KGB, Inc.
7150 Engineer Rd., San Diego, CA 92111. Phone 619-
292-1360.

PROGRAMMING DESCRIPTION

KGB-FM: Format directed to 18-34 age group. MUSIC:
Popular albums. COMMERCIAL POLICY: 8 per hour 24
hrs/day. Contact Representative for further details. Rec'd
8/31/84.

1. **PERSONNEL**
General Manager—Tom Baker.
General Sales Manager—Bob Iafraite.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
ERP 50,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 577 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 15e.
Basic Rates: 20a, 22a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e.
AM facilities: KPQP.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KIFM (FM)

KIFM98

1959
SAN DIEGO

Media Code 4 205 6915 4.00 Mid 008788-000
West Coast Media, Inc.
7807 Conroy Ct. Suite 210, San Diego, CA 92111. Phone
619-560-9800.

PROGRAMMING DESCRIPTION

KIFM (FM): Designed to reach young adult market,
demographics 18-49, 50-min of music every hr. COM-
MERCIAL POLICY: limitation of spot breaks, max 12-min
per hr. Contact Representative for further details. Rec'd
1/27/83.

- 1. PERSONNEL**
Vice-Pres., Gen'l Mgr. & Nat'l Sales Mgr.—Bruce Walton.
Local Sales Manager—Scotty Morache.
Operations Manager—Bruce Bauer.
- 2. REPRESENTATIVES**
CBS/FM National Sales.
- 3. FACILITIES**
ERP 28,000 w. (horiz.); 28,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,000 ft. above sea level.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b, 33d.
Contracts: 40a, 41, 44a, 46, 51a.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KJQY (FM)

KJQY FM 104



Westinghouse Broadcasting and Cable Inc.

BLAIR RAR INC.



Media Code 4 205 6952 7.00 Mid 008789-000
Westinghouse Broadcasting Co.
625 Broadway, Suite 1200, San Diego, CA 92101. Phone 619-238-1037.

PROGRAMMING DESCRIPTION

KJQY (FM): Programmed for adults 25-54. MUSIC: up to 54 min of Easy Listening standard & current favorites. Live AIR PERSONALITIES. 4 intermissions hrly. NEWS: 15 headline reports daily; weather, sports & time. COMMERCIAL POLICY: up to 8 units per hr. Contact Representative for further details. Rec'd 3/14/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bob Bolinger.
Program Director—Mike Burnette.
General Sales Manager—Joe Armao.
- 2. REPRESENTATIVES**
Blair/RAR, Inc.
- 3. FACILITIES**
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 650 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 15g.
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.; Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KKOS (FM)



1965 CARLSBAD



Media Code 4 205 6963 4.00 Mid 008790-000
Tri-Cities Broadcasting, Inc.
Box 949, 800 Grand Ave., Carlsbad, CA 92008. Phone 714-729-5945.

PROGRAMMING DESCRIPTION

KKOS (FM): Programmed for adults 18-49. MUSIC: adult contemporary. NEWS: & sports M-F at 7, 8, 9, am, noon, 3, 4, & 5 pm. COMMERCIAL POLICY: maximum of 12 commercial units per hr. Rec'd 6/1/82.

- 1. PERSONNEL**
President—Jeffrey Chandler.
General Manager—John B. Oehrlein.
- 3. FACILITIES**
ERP 3,000 (horiz.), 3,000 (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 305 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only; payable when rendered.

- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14e, 15c.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a.
Contracts: 40c, 41, 42c, 43, 44a, 45.
Comb.; Cont. Discounts: 61c, 62a, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME

AAAA—5:30-10 am.
AAA—3-8 pm.
AA—10 am-3 pm.
A—8 pm-2 am.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | 30 sec |
|---------|-------------------------|-------------------------|
| AAAA | 71 67 63 59 48 44 40 36 | 12 11 18 11 24 11 36 11 |
| AAA | 70 66 62 58 47 43 39 35 | 12 11 18 11 24 11 36 11 |
| AA | 69 65 61 57 46 42 38 34 | 12 11 18 11 24 11 36 11 |
| A | 49 45 41 37 30 28 26 24 | 10 sec: 80% of 30-sec. |

- 7. PACKAGE PLANS**
- TAP—1/4AAAA, 1/4AAA, 1/4AA, 1/4A
- | PER WK: | 1 min | 30 sec |
|---------|-------------|-------------------------|
| 1 min | 60 56 52 48 | 12 11 18 11 24 11 36 11 |
| 30 sec | 39 36 33 30 | 12 11 18 11 24 11 36 11 |
- SUPER TAP—1/3AAAA, 1/3AAA
- | 1 min | 30 sec |
|------------------------|-------------|
| 69 65 61 57 | 46 42 38 34 |
| 10 sec: 80% of 30-sec. | |

KLZZ
(formerly KOGO)
1926
SAN DIEGO

EASTMAN RADIO, INC.



NRBA

Media Code 4 205 6966 7.00 Mid 008793-000
Southwest Broadcasters, Inc.
8665 Gibbs Dr., Suite 201, Box 545, San Diego, CA 92123. Phone 619-565-6006, TWX, 910-335-2099.

PROGRAMMING DESCRIPTION

KLZZ: Targeted to 25-54 audience. MUSIC: Adult Contemporary. AIR PERSONALITIES. NEWS: full service, weather & sports. Contact Representative for further details. Rec'd 1/29/85.

- 1. PERSONNEL**
Station Manager—Don Walker.
Local Sales Manager—Chris Franklin.
Program Director—George Johns.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
5,000 w.; 600 khz. Directional.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.
Affiliated with NBC Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLZZ-FM
1960
SAN DIEGO

EASTMAN RADIO, INC.



NRBA

Media Code 4 205 6969 1.00 Mid 008794-000
SBI, Inc.
8665 Gibbs Dr. Suite 201, San Diego, CA 92123. Phone 619-565-6006.

PROGRAMMING DESCRIPTION

KLZZ-FM: Targeted to 25-54 audience. MUSIC: Adult Contemporary. AIR PERSONALITIES. NEWS: full service, weather & sports. Contact Representative for further details. Rec'd 2/24/84.

- 1. PERSONNEL**
Station Manager—Don Walker.
Program Director—George Johns.
Local Sales Manager—Chris Franklin.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
ERP 50,000 w.; 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 442 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32a, 32b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMJC

1965
EL CAJON

Religious

Media Code 4 205 6975 8.00 Mid 008791-000
KMJC, Inc.
Box 2908, San Diego, CA 92112. Phone 714-579-0910.

PROGRAMMING DESCRIPTION

KMJC: fundamental gospel inspirational programs, ethnic language & music covering English & homeland translations, Sat & Sun. Daily church news bulletins, community involvement, spot news & weather. Contact Representative for further details. Rec'd 11/4/80.

- 1. PERSONNEL**
General Manager—Richard Bartell.
- 2. REPRESENTATIVES**
J. C. Gales & Company.
- 3. FACILITIES**
5,000 w.; 910 khz. Directional—separate pattern day & night.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4d, 4b, 4c, 4d, 5, 6a, 7a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k.

TIME RATES
NATIONAL AND LOCAL RATES SAME

- No. 15 Eff 8/1/80—Rec'd 1/20/82.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 30 sec |
|-------|--------|
| 31.25 | 24.75 |
- 8. PROGRAM TIME RATES**
- | 1/2 hr | 1x | 52x | 104x | 260x | 312x | 365x |
|--------|--------|-------|-------|-------|-------|-------|
| 125.50 | 103.50 | 97.75 | 86.25 | 80.50 | 77.00 | |
| 1/4 hr | 96.50 | 76.00 | 68.50 | 61.00 | 55.00 | 53.00 |

KMLO



1967
VISTA

Al Ham's "The Music of Your Life"

Media Code 4 205 6982 4.00 Mid 008792-000
North County Broadcasting Co.
1463 W. Vista Way, Box 1000, Vista, CA 92083. Phone 619-724-8333.
San Diego Office, 3570 First Ave., San Diego, CA 92103. Phone 619-695-3439.

PROGRAMMING DESCRIPTION

KMLO: Programmed for adults 35-64. MUSIC: Al Ham's "The Music of Your Life", popular non-rock hits of 40's, 50's, 60's & 70's featuring only all time stds by popular vocalists, big bands & orchestras. NEWS: UPI M-Sun min at 2, 4, 6, 7, 7:30, 8, 8:30, 9 am, noon, 5, 6, 9 pm & midnight; Time World Newsradio wklys 8:30 am, 12:30 & 5:30 pm. COMMERCIAL POLICY: 13 commercial units per hr. Rec'd 6/25/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Gene Alfred.
General Sales Manager—Jerry Lee.
- 3. FACILITIES**
2,500 w. days, 250 w. nights; 1000 khz. Directional.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rates Protection: 10b, 11a, 12a, 13a, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28b, 29c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- Eff 1/1/83—Rec'd 2/3/83.
- | AAA—Mon thru Sat 6-10 am & 3-7 pm. | AA—Mon thru Sat 10 am-3 pm. | A—Mon thru Sun 7 pm-midnight. |
|------------------------------------|-----------------------------|-------------------------------|
| 85 75 65 55 60 52 44 | 75 65 58 50 60 52 47 40 | 65 57 48 40 52 46 39 32 |
- 6. SPOT ANNOUNCEMENTS**
- | GRID: | 1 min | 30 sec |
|-------|-------------------------|-------------------------|
| AAA | 85 75 65 55 60 52 44 | 12 11 18 11 24 11 36 11 |
| AA | 75 65 58 50 60 52 47 40 | 12 11 18 11 24 11 36 11 |
| A | 65 57 48 40 52 46 39 32 | 10 sec: 80% of 30-sec. |

- 7. PACKAGE PLANS**
- TAP—1/3AAA, 1/3AA, 1/3A*
- | 1 min | 30 sec |
|-------------|----------|
| 65 58 50 30 | 52 47 40 |
- (*Mon thru Sun 6 am-midnight.) (CR)

KOWN

1958
ESCONDIDO

Media Code 4 205 6994 9.00 Mid 008539-000
Palomar Broadcasters Corp.
Suite 212, 1523 E. Valley Pkwy, Escondido, CA 92025.
Phone 619-745-8511.

PROGRAMMING DESCRIPTION

KOWN: MUSIC: Adult MOR PERSONALITY; traditional MOR blended with contemporary; emphasis on entertainment & information. NEWS: network, emphasis on local at :60. SPORTS: pro football & basketball, college football & basketball, high school game-of-wk. FEATURES: community involvement & tele/talk programs on current subjects; Community Calendar & entertainment calendar. Contact Representative for further details. Rec'd 9/10/84.

- 1. PERSONNEL**
President—Jack Feldman.
Vice-Pres. & Gen'l Mgr.—Dave Ruleman.
- 2. REPRESENTATIVES**
Los Angeles, Orange, San Francisco—Western Regional Broadcast Sales.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 19 hours daily. PST.
- 4. AGENCY COMMISSION**
15% time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
No. 18 Eff 12/1/82—Rec'd 12/27/82.

- 6. SPOT ANNOUNCEMENTS**
- | FIXED: | 6 ti | 12 ti | 18 ti | 24 ti |
|--------|------|-------|-------|-------|
| 1 min | 40 | 38 | 36 | 34 |
| 30 sec | 32 | 30 | 28 | 26 |

- 7. PACKAGE PLANS**
- TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-12M
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|-------|-------|-------|
| 1 min | 36 | 34 | 32 | 30 |
| 30 sec | 28 | 26 | 24 | 22 |
- DRIVE TIME MIX—6-10 AM, 10 PM-3 PM, 3-7 PM
- | 1 min | 30 sec |
|-------------|-------------|
| 38 36 34 32 | 38 36 34 32 |

- 10. SPECIAL FEATURES**
NEWS—INCL OPEN & CLOSE PLUS 1 1-MINUTE SPOT
26x 52x 104x
Ea 35 30 25
SPORTS/WEATHER—INCL OPEN & CLOSE PLUS 1
30-SECOND SPOT
Ea 30 25 20

AM/FM COMBINATION

- 6. SPOT ANNOUNCEMENTS**
- | FIXED: | 6 ti | 12 ti | 18 ti | 24 ti |
|--------|------|-------|-------|-------|
| 1 min | 50 | 48 | 46 | 44 |
| 30 sec | 42 | 40 | 38 | 36 |

- 7. PACKAGE PLANS**
- DRIVE TIME MIX—6-10 AM, 10 AM-3 PM, 3-7 PM
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|-------|-------|-------|
| 1 min | 48 | 46 | 44 | 42 |
| 30 sec | 40 | 38 | 36 | 34 |
- TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-12M
- | 1 min | 30 sec |
|-------------|-------------|
| 46 44 42 40 | 38 36 34 32 |
- (CR-2)

KOWN-FM

1966
ESCONDIDO

Media Code 4 205 6995 6.00 Mid 008540-000
Palomar Broadcasters Corp.
Suite 212, 1523 E. Valley Pkwy., Escondido, CA 92027.
Phone 619-745-8511.

PROGRAMMING DESCRIPTION

KOWN-FM: Programmed for adults 25-44. MUSIC: Adult Contemporary/light Album Rock. Contact Representative for further details. Rec'd 9/24/84.

- 1. PERSONNEL**
Vice-President—David A. Ruleman.
- 2. REPRESENTATIVES**
Los Angeles, Orange, San Francisco—Western Regional Broadcast Sales.
- 3. FACILITIES**
ERP 270 w.; 92.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,620 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 22a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 62a.
Sold in combination with AM. See that listing.

TIME RATES
No. 18R Eff 3/1/83—Rec'd 9/24/84.

- 6. SPOT ANNOUNCEMENTS**
- | FIXED: | 6 ti | 12 ti | 18 ti | 24 ti |
|--------|------|-------|-------|-------|
| 1 min | 40 | 38 | 36 | 34 |
| 30 sec | 32 | 30 | 28 | 26 |

continued

CALIFORNIA

San Diego—cont

KOWN-FM—cont

7. PACKAGE PLANS	
DRIVE TIME MIX—6-10 AM, 10 AM-3 PM, 3-7 PM	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min	38 36 34 32
30 sec	30 28 26 24
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-12M	
1 min	36 34 32 30
30 sec	28 26 24 22

10. SPECIAL FEATURES	
NEWS—INCL OPEN & CLOSE PLUS 1 1-MINUTE SPOT	
Ea	26x 52x 104x
SPORTS/WEATHER—INCL OPEN & CLOSE PLUS 1 30-SECOND SPOT	40 35 30
Ea	40 35 30

(CR-2)

KPQP
1922
SAN DIEGO



Katz Radio

NRBA

Media Code 4 205 6997 2.00 Mid 008786-000
KGB, Inc.
7150 Engineer Rd., San Diego, CA 92111. Phone 714-292-1360, TWX 910-291-0783.

PROGRAMMING DESCRIPTION

KPQP: MUSIC: MOR nostalgia format with hits from 40's-70's; emphasis on personality. NEWS: local news during drive; network :60. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
General Manager—Tom Baker.
General Sales Manager—Bob lafrate.
 - REPRESENTATIVES**
Katz Radio.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1360 khz. Non-directional. Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 15c.
Basic Rates: 20a, 22a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e.
FM facilities: KGB-FM.
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSDO
1947
SAN DIEGO



HILLIER, NEWMARK, WECHSLER & HOWARD

Gannett Broadcasting Group

ABC Information Radio Network

NewsTalk



NRBA

Media Code 4 205 7050 9.00 Mid 008795-000
Gannett Broadcast Group
3180 University Ave., San Diego, CA 92104. Phone 619-283-7121.

PROGRAMMING DESCRIPTION

KSDO: NEWS/TALK/SPORTS/variety. 35 person news dept. ABC/ network & all major news services. 5 mobile units. News, sports, business, consumer news, traffic reports, features, weather throughout day. Tele/talk shows. SPORTS: college football/basketball. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Price.
Operations Manager—John Mainelli.
Vice-Pres. & Gen'l Sales Mgr.—John Shean.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
10,000 w.; 1130 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSDO-FM

1963
SAN DIEGO



HILLIER, NEWMARK, WECHSLER & HOWARD

Gannett Broadcasting Group



NRBA

Media Code 4 205 7065 7.00 Mid 008782-000
Gannett Broadcast Group
3180 University Ave., San Diego, CA 92104. Phone 619-283-7121.

PROGRAMMING DESCRIPTION

KSDO-FM: Programmed for 12-49. MUSIC: Contemporary Hit Radio. PERSONALITIES & promotion. NEWS: local AM drive times. News airs at :55, news headlines at :25 in AM drive. SPORTS: 6:25, 7:25 & 8:25 am.COMMERCIAL POLICY: 9 units per hour. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Price.
Acting Program Director—Mike Preston.
Vice-Pres. & Gen'l Sales Mgr.—John Shean.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 1,950 w. (horiz.), 1,950 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,840 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60i, 60j, 60k, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Affiliated with ABC Direction Radio Network.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSON
1946
SAN DIEGO

Country Music



NRBA

A McKinnon Enterprise Station

Media Code 4 205 7110 1.00 Mid 008796-000
Broadmoor Broadcasting Corp.
7520 El Cajon Blvd., Box 1240, La Mesa, CA 92041.
Phone 619-589-1240.

PROGRAMMING DESCRIPTION

KSON: Programmed for adults 25-54. MUSIC: Hit country format. COMMERCIAL POLICY: 16 commercial minutes each hour. Contact Representative for further details. Rec'd 8/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don N. Nelson.
Program Director—Mike Shepard.
General Sales Manager—Mike Stafford.
 - REPRESENTATIVES**
Blair Radio.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional. Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.
Affiliated with ABC Information Radio Network.
Affiliated with Music Country Radio Network.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSON-FM

1964
SAN DIEGO

Country Music



NRBA

A McKinnon Enterprise Station

Media Code 4 205 7111 9.00 Mid 008797-000
Broadmoor Broadcasting Corp.
7520 El Cajon Blvd., Box 1240, La Mesa, CA 92041.
Phone 619-589-1240.

PROGRAMMING DESCRIPTION

KSON-FM: Programmed for adults 18-49. MUSIC: Modern country. COMMERCIAL POLICY: 8 min per hr. Contact Representative for further details. Rec'd 10/26/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don N. Nelson.
General Sales Manager—Mike Stafford.
Program Director—Mike Shepard.
 - REPRESENTATIVES**
Blair Radio.
 - FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 445 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KYXY (FM)

1960
SAN DIEGO



Torbet Radio



Media Code 4 205 7125 9.00 Mid 008796-000
Parker Broadcasting Co.
8033 N. Linda Vista Rd., San Diego, CA 92111. Phone 691-571-7600.

PROGRAMMING DESCRIPTION

KYXY (FM): MUSIC: top adult contemporary & gold hits targeted at 25-49 age group. PERSONALITIES handle all segments. NEWS: hrlly at :30 during peak drivetimes. Live talent. COMMERCIAL POLICY: maximum of 9 commercial minutes/hour. Contact Representative for further details. Rec'd 2/8/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edwin J. Denker, Jr.
General Sales Manager—Allan J. Stelmach.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
ERP 41,000 w. (horiz.), 41,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 540 ft. above sea level.
 - AGENCY COMMISSION**
15%; 15th of following month.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Supernet.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

XEMMM

1962
TIJUANA, MX

Box 155, San Ysidro, CA 92073. Phone 1-70-66-88-3616.
See listing in Medios Publicitarios Mexicanos under Mexicali, Mexico.

XEMO

1932
TIJUANA, MX

CABALLERO SPANISH RADIO



(This is a paid listing.)

Media Code 4 205 7230 7.00 Mid 008801-000
J. C. Gates & Co., Inc.
3648 Main Street, Suite F, Chula Vista, CA 92011. Phone 619-426-5700.

Los Angeles office:
1944 Hillhurst Ave., Los Angeles, CA 90027. Phone 213-669-8066.

PROGRAMMING DESCRIPTION

XEMO: Programmed for adults 18-49. MUSIC: Contemporary. Current top hit/favorites covering Hispanic, Latin American recording artists. Live personalities handle all segments. NEWS: Community news bulletins, spot news & weather. Contact Representative for further details. Rec'd 6/30/81.

- PERSONNEL**
Station Manager—Gustavo Astiazaran.
Sales Manager—Robert France.
 - REPRESENTATIVES**
Caballero Spanish Media, Inc.
 - FACILITIES**
5,000 w.; 860 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0; payable when rendered.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 7a.
Rate Protection: 10b, 11b, 14b.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Prod. Services: 80.
Affiliated with Caballero Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 1-85 Eff 1/1/85—Rec'd 1/21/85
AA—Mon thru Sat 5-10 am & 3-8 pm.
A—Mon thru Sat 10 am-3 pm & 8 pm-1:30 am; Sun 5 am-1:30 am.

7. PACKAGE PLANS	
CLASS AA	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti
1 min	33.00 30.50 28.00 25.50 23.20
30 sec	26.40 24.40 22.40 20.40 18.55
CLASS A	
1 min	29.30 26.80 24.40 22.00 19.50
30 sec	23.45 21.45 19.50 17.60 15.60
TAP—50% AA, 50% A	
1 min	30.00 28.00 26.00 24.00 22.00
30 sec	24.00 22.40 20.80 19.20 17.60

(SO)

XETRA



1934
TIJUANA, MX



(This is a paid listing.)

Media Code 4 205 7260 4.00 Mid 008802-000
Noble Multimedia Communications
4891 Pacific Hwy., San Diego, CA 92110. Phone 619-291-9191, TWX, 910-322-1066.

Los Angeles Office: 2555 Briarcrest Rd., Beverly Hills, CA 90210. Phone 213-278-5930.

PROGRAMMING DESCRIPTION

XETRA: Programmed in English for 25-54. MUSIC: Hits of 60's & 70's plus current. AIR PERSONALITIES in all dayparts. Contact Representative for further details. Rec'd 11/26/84.

- PERSONNEL**
Chief Executive Officer—John T. Lynch.
General Manager—Bob Griffith.
National Sales Manager—Bill Arbenz.
General Sales Manager—Don Stein.
 - REPRESENTATIVES**
Major Market Radio Sales.
 - FACILITIES**
50,000 w.; 690 khz.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 62b, 62d.
Cancellations: 70c, 71a, 73a, 73b.
Prod. Services: 80.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SO)(D)

XETRA-FM
91X FM
1969
TIJUANA, MX
ndb

(This is a paid listing.)

Media Code 4 205 7270 3.00 Mid 008803-000
Noble Multimedia Communications, Inc.
4891 Pacific Hwy., San Diego, CA 92110. Phone 619-291-9191, TWX, 910-322-1066.
Los Angeles Office: 2555 Briarcrest Rd., Beverly Hills, CA 90210. Phone 213-278-5990.

PROGRAMMING DESCRIPTION
XETRA-FM: Programmed in English for young adults 16-34. MUSIC: Progressive MOR w/emphasis of Rock 'n Roll of 80's. AIR PERSONALITIES in all segments. COMMERCIAL POLICY: 8 units/hr. Contact Representative for further details. Rec'd 11/26/84.

- PERSONNEL**
Chief Executive Officer—John T. Lynch.
National Sales Manager—Bill Arbenz.
Sales Manager—Tom Jimenez.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100,000 w.; 91.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 62b, 62d.
Cancellations: 70c, 71a, 73a, 73b.
Prod. Services: 80.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SO)

XEXX
1946
TIJUANA, MX
LOTUS ALBERTINI
HISPANIC REPS

(This is a paid listing.)

Media Code 4 205 7320 6.00 Mid 008804-000
Operadora De Radio Y Television S.A.
Box 648, San Ysidro, CA 92073.

PROGRAMMING DESCRIPTION
XEXX: 100% in Spanish. MUSIC: Mexican Country 5-9:45 am; Ranchera & Nortena 9:45 am-2:30 pm; nostalgic Ranchera 2:30-7:15 pm; Ranchera 7:15-10 pm, romantic & cultural 10 pm-midnight. NEWS: plus interviews & information 7:30-9 am. SPORTS: all San Diego Padre games. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
General Manager—Gustavo Lopez Moreno.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
2,000 w.; 1420 khz. Non-directional.
Operating schedule: 5 am-midnight. PST.
- AGENCY COMMISSION**
15% time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Lotus-Albertini Spanish Radio Network.
Eff 10/1/84—Rec'd 10/3/84.

SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x
1 min	30	29	28	27	26	25	24
30 sec	26	25	24	23	22	21	20

10 sec: 50% of 1-min rate.

PACKAGE PLANS

SATURATION—BTA, 4 WEEK MINIMUM

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	28	27	26	25	24	23
30 sec	23	22	21	20	19	18

10 sec: 50% of 1-min rate.

- PROGRAM TIME RATES**
5-min newscasts, (1-1/2 min spot) minimum 6/wk 44.00. (SO)

San Francisco-Oakland

(including Alameda, Berkeley, San Mateo, San Rafael)

Alameda, Alameda Co.—Map Location B-6
Berkeley, Alameda County—Map Location B-6
Oakland, Alameda County—Map Location B-6
San Francisco, San Francisco County—Map Location B-6
San Mateo, San Mateo County—Map Location B-6
San Rafael, Marin County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KABL
1925
OAKLAND
KABL-FM
1965
SAN FRANCISCO



Christal Radio



Media Code 4 205 7350 3.00 Mid 008805-000
KABL-Shamrock Broadcasting Co., Inc.
1025 Battery St., San Francisco, CA 94111. Phone 415-788-5225.

- PERSONNEL**
General Manager—Mike Grinsell.
General Sales Manager—Ronni Brand.
Sales Manager—George Stoltz.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 960 khz. Directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 100,000. 98.1 mhz. Stereo.
Operating schedule: Same as AM.
Simulcast Mon thru Sat 4-10 am.
- AGENCY COMMISSION**
15/0 net time if paid by 20th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 14e, 15a, 15b, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 24c, 25a, 28b, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60e, 60i, 60j, 61a, 62b, 62d, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.

TIME RATES
No. 84-1 Eff 3/15/84—Rec'd 3/8/84.

SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V
1+ MON THRU FRI 5:30-10 AM & SAT 10 AM-3 PM	300	250	200	175	160
1+ MON THRU FRI 10 AM-8 PM	290	240	190	170	155

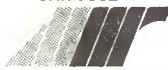
MON-SUN 8 PM-MIDNIGHT, SAT 5:30-10 AM & 3-8 PM, SUN 6 AM-8 PM

1+	30 sec/less:	80%	1-min.
150	130

- SPECIAL FEATURES**
Newscasts—Applicable 1-min, plus 30.00.
AM/FM only, available at 90% of applicable rate.

KBAY (FM)

1963
SAN JOSE



MAJOR MARKET RADIO SALES

Media Code 4 205 7410 5.00 Mid 008836-000
United Broadcasting Co., P.O. Box 6616, San Jose, CA 95150. Phone (408) 370-1370.
San Francisco Office: 240 Stockton St., San Francisco, CA 94108. Phone 415-989-5229.
See listing under city of license.

ADVERTISEMENT

KBAY (FM)/KEEN SAN JOSE COMBINATION RATES
United Broadcasting Co., P.O. Box 6616, San Jose, CA 95150. Phone (408) 370-1370.
San Francisco Office: 240 Stockton St., San Francisco, CA 94108. Phone 415-989-5229.

STATION'S PROGRAMMING DESCRIPTION
KBAY (FM): Easy Listening, KEEN: modern Country music.

- PERSONNEL**
KBAY (FM): V.P. & General Manager—Steve Snell.
KEEN: V.P. & General Manager—Christopher Snell.
National Sales Manager—Bill Holmberg.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
KBAY (FM): ERP 14,500 w. Ant. 2,580 ft. 100.3 mhz.
KEEN: 5,000 w. 1370 khz. Full time.
- AGENCY COMMISSION**

TIME RATES
NATIONAL AND LOCAL RATES SAME
KBAY (FM)/KEEN COMBINATION
No. 8 eff 7/31/84.

GRID:	I	II	III	IV	V	VI
1 min	159	151	144	137	130	122
30 sec	135	128	122	116	111	104

CLASS AAA

CLASS AA	I	II	III	IV	V	VI
1 min.	73	74	68	63	58	52
30 sec	67	63	58	54	49	44

A: 1 min, flat 20.00; 30 sec, flat 16.00

Individual Rates listed in San Jose

KBLX (FM)

KBLX 102.9 FM
1949
BERKELEY

Media Code 4 205 7365 1.00 Mid 008806-000
Inner City Broadcasting Corp. of Berkeley
601 Ashby Ave., Berkeley, CA 94710. Phone 415-848-7713.

PROGRAMMING DESCRIPTION
KBLX (FM): Programmed for contemporary adults. MUSIC: Pop, Jazz fusion, international, show tunes. Contact Representative for further details. Rec'd 2/29/84.

- PERSONNEL**
General Manager—Harvey A. Stone.
General Sales Manager—Barry Rose.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w.; 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,285 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4d, 5, 6b, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, *47a, 47e, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 60k, 61a, 61b, 62d.
Cancellations: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
(*) Programs less than 30 minutes.
(†) Programs more than 30 minutes.
AM facilities: KRE.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

KBLY (FM)/KRE COMBINATION
No. 6A Eff 7/1/84—Rec'd 7/20/84.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 9 am-8 pm.
A—Mon thru Sat 5-5:30 am; Mon thru Sun 8 pm-1 am.
Nite—Mon thru Sun 1-5 am.

SPOT ANNOUNCEMENTS

GRID:	AAA	AA	A	AAA	AA	A
VI	220	200	180	187	170	153
V	200	180	160	170	153	136
IV	180	160	140	153	136	119
III	160	140	120	136	119	102
II	140	120	100	119	102	85
I	120	100	80	102	85	68

Nite: 1-min, flat 10.00; 30-sec, flat 8.00.
10 sec: 60% of 1-min.

- SPECIAL FEATURES**
Sponsorships use applicable Grid plus 10%.

KBLY (FM) only: Rates have been temporarily withdrawn by station.

KCBS

1909
SAN FRANCISCO
CBS Owned

Represented by **CBS RADIO SPOT SALES**

All News & Information



Media Code 4 205 7410 5.00 Mid 008808-000
CBS Radio a division of CBS, Inc.
One Embarcadero Center, San Francisco, CA 94111.
Phone 415-765-4101.

PROGRAMMING DESCRIPTION
KCBS: Continuous news & information format. Local, reg'l, nat'l & internat'l reports & features. Network news & programs. Emphasis on traffic, business, sports & weather, 50 newscasters, 4 mobile units. Tele/talk M-F 1-4 pm; Sat real estate 2-4 pm, space exploration 6-8 pm; Sun gardening 10 am-noon, health magazine noon-2 pm, wknd newsmagazine 2-4 pm, investment magazine 7-9 pm. SPORTS: play-by-play univ & pro football, conference & super bowl contests; baseball all star game, playoffs, World Series; master's golf; local horse race track stretch calls, nat'l derby's. Call-in sports Sat 10 am-noon. Contact Representative for further details. Rec'd 1/14/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray Barnett.
General Sales Manager—Bill Gilreath.
National Sales Manager—Dee Harris.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 740 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23b, 24b, 24c, 25a, 27, 28b, 28c, 30.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KROR (FM).
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 26 Eff 9/24/81—Rec'd 11/16/81

AA—Mon thru Sat 5-10 am.
A—Mon thru Fri 3-8 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 6 am-8 pm.
C—Mon thru Sun 8 pm-midnight.

SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
I	450	360
II	425	340
III	405	324
IV	380	304
V	350	280
VI	325	260

KDFC

1949
PALO ALTO

KDFC-FM

1948
SAN FRANCISCO

(This is a paid duplicate of the listing under Palo Alto, California.)

Media Code 4 205 5430 5.00 Mid 008716-000
Sundial Broadcasting Corp.
2822 Van Ness Ave., San Francisco, CA 94109. Phone 415-441-5332.

PROGRAMMING DESCRIPTION
KDFC, KDFC-FM: Programmed for adults. MUSIC: Classical of every period, with selections determined by audience composition & time of day; commute & Baroque programs; Sat eve—full dress opera; Sun eve—new releases of technologically produced records, programs representative of specific artists, orchestras, composers & conductors, premiere recordings, musical editorials; news of cultural events emphasized. COMMERCIAL POLICY: 8-min per hr, no interruption of concert selections (scheduled spots run immediately on conclusion of performance). Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
General Manager—Edward Davis.
Sales Manager—Laura Zarco.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
5,000 w. days; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 33,000 w.; 102.1 mhz. Stereo.
Operating schedule: 18 hours daily. PST.
Antenna ht.: 1,360 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 22 Eff 1/1/85—Rec'd 11/24/84.

Balcony—ROS 6 am-midnight.

SPOT ANNOUNCEMENTS

PER WK:	1 ti	13 ti	19 ti	25+	1 ti	13 ti	19 ti	25+
*Grand Tier ..	60	58	56	54	48	47	46	45

(*) Selected dayparts.

PACKAGE PLANS

—ORCHESTRA—
TAP—1/3 6-10 AM & 3-8 PM, 1/3 10 AM-3 PM, 1/3 8 PM-MIDNIGHT

PER WK:	1 ti	13 ti	19 ti	25+
1 min	52	50	47	46
30 sec	41	40	39	38

- SPECIAL FEATURES**
Cultural Notes/Financial Notes—2 1/2-min program, ea 90.00.
Program Adjacencies—Saturday Night Opera, In Our Opinion, Direct to Disc, Concert Hall, Sacred Concert, Lincoln's Music in America, ea 72.00.

(D)

San Fernando

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

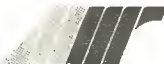
See Los Angeles Urban Area

CALIFORNIA

San Francisco-Oakland—cont

KEEN

1947
SAN JOSE



MAJOR MARKET RADIO SALES

San Francisco Office:
240 Stockton St., San Francisco, CA 94108. Phone 415-989-5229.
See listing under city of license.

Mid 008838-000

KEST

1922
SAN FRANCISCO

A Universal Broadcasting Corporation Station

Inspirational/Talk/Foreign Language

NRBA

Media Code 4 205 7455 0.00 Mid 008811-000
KEST Radio
1231 Market St., San Francisco, CA 94103. Phone 415-626-5585.

PROGRAMMING DESCRIPTION

KEST: Programmed for adult audiences. RELIGION: all faiths & cultures, black gospel, foreign languages, inspirational music. Tele/talk programs, health nutrition, diet, exercise topics. Contact Representative for further details. Rec'd 9/28/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Alan P. Schultz.
Sales Manager—Jamie Arbora.
Program Director—Tom Johnson.
- REPRESENTATIVES**
Universal Broadcasting Corporation.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 45, 46, 48, 51c.
Cancellation: 71a, 72, 73b.
Prod. Services: 82

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 1/1/85—Rec'd 2/4/85.

AAA—Mon thru Sun 7-9 am & 4-7 pm.
AA—Mon thru Sun 9 am-4 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-7 am.

	1 min				30 sec			
	1 ti	12 ti	18 ti	24-36 ti	1 ti	12 ti	18 ti	24-36 ti
AAA	60	50	45	40	40	37	35	30
AA	45	40	35	30	35	32	30	28
A	30	27	25	22	25	22	20	18
B	1 ti	12 ti	18 ti	24-36 ti	1 ti	12 ti	18 ti	24-36 ti
1 min	23	21	20	30 sec	20	17	15	

	1 ti		52 ti		104 ti		260 ti		312 ti		365 ti	
	1 hr	1/2 hr	1 hr	1/2 hr	1 hr	1/2 hr	1 hr	1/2 hr	1 hr	1/2 hr	1 hr	1/2 hr
1 hr	300	250	230	210	200	175						
1/2 hr	180	160	150	140	130	120						
1/4 hr	110	90	80	75	70	65						

KFAX

1925
SAN FRANCISCO

Media Code 4 205 7470 9.00 Mid 008812-000
Salem Broadcasting Co.
1470 Pine St., San Francisco, CA 94109. Phone 415-673-4148.
1 min rate 1x: 34.00.

KFOG (FM)

1960
SAN FRANCISCO

A Susquehanna Station

nab

RAB

NRBA

Media Code 4 205 7500 3.00 Mid 008813-000
Radio San Francisco, Inc.
900 North Point, San Francisco, CA 94109. Phone 415-885-1045.

PROGRAMMING DESCRIPTION

KFOG (FM): Programmed for adults 18-34 with target toward 25-34. MUSIC: AOR. NEWS: at :60. COMMERCIAL POLICY: 10 units in drive times, 8 units in mid-days & evenings. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. /Carlson.
Station Manager—Tony Salvadoro.
Local Sales Manager—Patrick Cline.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 7,900 w.; 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,454 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 24c, 25a.
Contracts: 40b, 41, 42b, 45, 46.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC-The Source.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFRC

KFRC 7610
AM STEREO

1924
SAN FRANCISCO

Republic Radio

nab

RAB

An RKO Radio Station

Media Code 4 205 7530 0.00 Mid 008814-000
RKO General, Inc.
415 Bush St., San Francisco, CA 94108. Phone 415-986-6100. TWX, 910-372-7756.

PROGRAMMING DESCRIPTION

KFRC: Demographic target 18-34; features AIR PERSONALITIES Don Rose, Dave Sholin, Chuck Browning, The Slim One, Don Sainte John, Jim Bridges, Barry Wood. MUSIC: Top 40, Contemporary Hit Radio. NEWS: M-F AM/PM drives & midday; public affairs in AM daily. FEATURES: Countdown America Sun Am; wknd music specials. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Patrick W. Norman.
General Sales Manager—Dick Ferrante.
Program Director—Mike Phillips.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
5,000 W; 610 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28b.
Contracts: 40h, 41, 42a, 45, 46, 51b.
Comb.; Cont. Discounts: 60i, 62a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFYI

KFYI
1920
OAKLAND

(formerly KDIA)

nab

Media Code 4 205 7545 8.00 Mid 008810-000
Powell Communications (West), Inc.
100 Swan Way, Oakland, CA 94621. Phone 415-430-9100.

PROGRAMMING DESCRIPTION

KFYI: NEWS: 24 hours. Headline updates 3x/hr. Air traffic reports 6x/hr. SPORTS: hrlly at :15 & :45. Business news from floor of Pacific Stock Exchange at :25 & :55. News staff of 35 using two way radios & cellular telephones for

news gathering. Staff meteorologist. AP wire services, AP audio, three UPI wire services & Bay Cities News Service. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack M. Sabella.
Sales Manager—Jay Adair.
Director of Operations—Mark T. Melchin.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
5,000 w.; 1310 khz. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10h, 12h, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61d, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGO

1924
SAN FRANCISCO

Newstalk

RAB

Media Code 4 205 7560 7.00 Mid 027537-000
American Broadcasting Co.
900 Front St., San Francisco, CA 94111. Phone 415-954-8100, 8108.

PROGRAMMING DESCRIPTION

KGO: News/talk programmed for adults. NEWS: AM-PM drive & noon with jet helicopter & airplane traffic reports, business, sports, weather, Paul Harvey, consumer features & editorials. TALK: Personalities, guests & callers discuss high interest areas for current events, human interest topics, medicine & psychology. SPORTS: Play-by-play pro football, college football & basketball. Contact Representative for further details. Rec'd 5/18/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael Luckoff.
General Sales Manager—Roland Galli.
Sales Manager—Bill Bactgalupi.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
50,000 W; 810 khz.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 42a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
Affiliated with ABC Information Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

No. 84 Eff 4/2/84—Rec'd 11/16/84.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sun 3-9 pm.
A—Mon thru Sun 10 am-3 pm.
B—Mon thru Sun 8 pm-1 am.
AN—Mon thru Sun 1-5 am.

GRID:	1 MINUTE				
	IV	III	II	I	
PER YR:	900x	600x	300x		
AAA	24 ti	18 ti	12 ti	6 ti	
AA	425	475	525	550	
A	275	300	325	375	
B	300	325	350	400	
AN	100	125	150	175	
	30	35	40	45	
	30/10 SECONDS				
AAA	360	405	445	470	
AA	235	260	275	320	
A	260	275	300	340	
B	85	105	130	150	

GRID, EA:	TAP	
	1 min	30 sec
III/28 ti(SAAA, 6AA, 7A, 6B, 4AN)	212	180
II/21 ti(SAAA, 4AA, 5A, 5B, 3AN)	234	199
I/14 ti(2AAA, 3AA, 3A, 4B, 2AN)	241	205
WEEKEND—6 PM FRI—1 AM MON		
	30 ti	20 ti
1 min, ea:	120	130
	140	150

- SPECIAL FEATURES**
Traffic, business, weather, sports, world news reports—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm, incl open with sponsor ID & 1-min spot: AM 650.00; noon & PM 550.00.
All special feature advertisers rotate within AM or PM periods.

KIOI (FM)

K-101

1957
SAN FRANCISCO



MAJOR MARKET RADIO SALES

nab

NRBA

Media Code 4 205 7605 0.00 Mid 008816-000
Bay Broadcasting, a subsidiary of Price Communication Corp.
700 Montgomery St., San Francisco, CA 94111. Phone 415-956-5101.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack McSorley.
General Sales Manager—Dick Stein.
Program Director—Jeff Sattler.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 125,000 w. (horiz.), 125,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KIQI

1957
SAN FRANCISCO

All Spanish

Media Code 4 205 7612 6.00 Mid 008817-000
Oro Spanish Broadcasting Inc.
2601 Mission St., San Francisco, CA 94110. Phone 415-648-8800.

PROGRAMMING DESCRIPTION

KIQI: All Spanish music & news. MUSIC: Spanish MOR from all Latin America & late releases. 4 AIR PERSONALITIES: representative of Mexico, Central & South America. NEWS: local staff of 5; UPI Spanish wire; 5-min city news bureau at :60 7-8:30 am, noon-12:30 pm & 5-5:30 pm. SPORTS: 5-min reports at 7:25, 8:15 am, 12:25 & 5:25 pm; 30-sec at :60. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rene De La Rosa.
Nat'l Sales & Sta. Mgr.—Walter Conway.
Operations Manager—Carlos Demarty.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
10,000 w.; 1010 khz. Directional. Stereo.
Operating Schedule: 6 am-6 pm. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Caballero Radio Network.

TIME RATES

No. 4 Eff 10/1/83—Rec'd 8/2/83.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	58	56	54	52	48	46	44	42
AA	54	52	50	48	44	42	40	38

Specified time, extra 10%.

7. PACKAGE PLANS

TAP—EQUAL ROTATION 6 AM-7 PM
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 50 48 46 44
30 sec 42 40 38 36
10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5-min news, incl 10-sec open & close: fixed rate plus 20%.
5-min sports cast in news, M-Sat: fixed rate plus 20%.
Community Calendars—ROS, 3-min: spot rate plus 20%. (CP)

KITS (FM)

1959
SAN FRANCISCO

Hot Hits

NRBA

An Entercom Station

Media Code 4 205 7616 7.00 Mid 008807-000
Entercom, Inc.
50 Ninth St., San Francisco, CA 94103. Phone 415-626-1053.

Mailing Address: 1355 Market St., Ste 152, San Francisco, CA 94103.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Edward Krampf.
Program Director—Richard Scuds.
General Sales Manager—Jodell F. Seagrave.

- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,200 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b, 16.
Basic Rates: 20a, 22a, 22b.
Contracts: 40c, 41, 48, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KJAZ (FM)

1959
ALAMEDA

Media Code 4 205 7620 900 Mid 008818-000
KJAZ, Inc.
1509-1/2 Webster St., Alameda, CA 94501. Phone 415-523-9300.

PROGRAMMING DESCRIPTION

KJAZ (FM): Jazz. MUSIC: Jazz 24 hrs. daily presented by 12 personalities during wk. Live remote broadcasts, interviews with leading jazz players. Contact Representative for further details. Rec'd 5/3/82.

- 1. PERSONNEL**
General Sales Manager—lan Epstein.
- 2. REPRESENTATIVES**
Roslin Radio Sales.
- 3. FACILITIES**
ERP 1,850 w. (horiz.), 1,850 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 550 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25c, 26, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44b, 45, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60c, 60e, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KKHI

1947
SAN FRANCISCO
KKHI-FM
1959
SAN FRANCISCO

Classical



Media Code 4 205 7650 600 Mid 008819-000
Buckley Broadcasting Corp.
St. Francis Hotel, 335 Powell St., San Francisco, CA 94102. Phone 415-986-2151.

PROGRAMMING DESCRIPTION

KKHI: Programmed for over 18 group. MUSIC: serious from Renaissance to present ranging from operetta & grand opera chamber works to complete symphonies, lieder to cantatas. Lighter selections during drive time (6-9 am & 3-6 pm) features dances, overtures & popular encores; stock market, traffic from AAA & weather reports given frequently in drive time. Midday & eve prime time features include opera & symphony news. Contact Representative for further details. Rec'd 11/2/81.

- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—James P. Hickey, Jr.
National Sales Manager—John Hofmann.
Local Sales Manager—Leonard Mattson.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
10,000 w.; 1550 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, PST.
F.M-ERP 8,600 w. (horiz.), 8,600 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,473 ft. above average terrain.
Simulcast 24 hours daily.
- 4. AGENCY COMMISSION**
15/0; 15th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLOK-FM

1924
SAN FRANCISCO



Media Code 4 205 7657 100 Mid 008815-000
Davis Weaver Broadcasting
1177 Polk St., San Francisco, CA 94109. Phone 415-788-2022, 820052 Easylink.

PROGRAMMING DESCRIPTION

KLOK-FM: Programmed for adults. MUSIC: Personality/Adult contemporary. NEWS: full service news dept.; community involvement. FEATURES: full metro traffic reports; Sports with Monty Stickers; local bureau reports & ski reports. Rec'd 7/20/84.

- 1. PERSONNEL**
President—Philip C. Davis.
Vice-Pres., Gen'l Mgr. & Prog. Dir.—Bill Weaver.
Sta. & Gen'l Sales Mgr.—Judy Currier.
- 3. FACILITIES**
ERP 7,800 w. (horiz.), 7,800 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,470 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 42a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
AM facilities: KLOK, San Jose.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



KMEL (FM)
1960
SAN FRANCISCO



Christal Radio



Media Code 4 205 7665 400 Mid 008821-000
Century Broadcasting Corp.
2300 Stockton, San Francisco, CA 94133. Phone 415-391-9400.

PROGRAMMING DESCRIPTION

KMEL (FM): MUSIC: Contemporary Hit Radio. NEWS: commitment to local news, sports & features. Contact Representative for further details. Rec'd 11/15/84.

- 1. PERSONNEL**
President—Howard Grafman.
Vice-Pres. & Gen'l Mgr.—Rick Lee.
National Sales Manager—Lee Jamison.
Program Director—Nick Bazoo.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
ERP 69,000 w. (horiz.), 69,000 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,240 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10d, 11d, 13d, 14d.
Basic Rates: 22a, 23a.
Contracts: 40a, 41a.
Comb.; Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNBR

1922
SAN FRANCISCO



McGAVREN GUILD RADIO

NBC Radio Network



Media Code 4 205 7710 800 Mid 008823-000
National Broadcasting Company, Inc.
1700 Montgomery St., San Francisco, CA 94111. Phone 415-951-7000.

PROGRAMMING DESCRIPTION

KNBR: Target demographic 25-54. MUSIC: Adult Contemporary presented by AIB. PERSONALITIES incl Frank & Mike in AM segments. NEWS: plus weather, sports, traffic reports & information during AM. TALK: Joel A. Spivak in PM segments; nightly sports call-in show; NBC—Talknet overnight; Dr. Ruth Westheimer's "Sexually Speaking" Sunday nights. SPORTS: Giants baseball. FEATURES: heavy promotions & community involvement; fund raising for local charities. Contact Representative for further details. Rec'd 10/2/84.

- 1. PERSONNEL**
General Manager—William Dwyer.
General Sales Manager—Dave Kendrick.
Sales Manager—David Bramnick.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
50,000 w. clear channel; 680 khz. Non-directional.
Operating schedule: 24 hours daily, PST.
- 4. AGENCY COMMISSION**
15% on net time.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a.
Contracts: 40b, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 60h.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KYUU (FM).
Affiliated with NBC Radio Network.

TIME RATES

No. 40 Eff.—Rec'd 5/24/84.
AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Sat 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-1 am.
B—Mon thru Sun 1-5 am.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | 1 MINUTE | | | | 30 SECONDS | | | |
|-------|----------|-----|-----|-----|------------|--|--|--|
| | AAAA | AAA | AA | A | B | | | |
| High | 350 | 250 | 225 | 150 | 25 | | | |
| + Low | 250 | 150 | 125 | 50 | 5 | | | |
| High | 280 | 200 | 180 | 120 | 20 | | | |
| + Low | 200 | 120 | 100 | 40 | 4 | | | |
- (*) Maximum 40% of any schedule.
(+) Preemptible.
- 7. PACKAGE PLANS**
- | GRID: | + TAP—ROTATING ROS | | | | 30 sec | | | |
|-------|--------------------|-------|-------|-------|--------|-------|-------|-------|
| | 12 ti | 18 ti | 24 ti | 30 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| High | 2220 | 3330 | 4440 | 5550 | 1776 | 2664 | 3552 | 4440 |
| Low | 1620 | 2430 | 3240 | 4050 | 1296 | 1944 | 2592 | 3240 |
- (+) Preemptible.

KNEW

1922
OAKLAND

Modern Country



A Malrite Station

Media Code 4 205 7740 500 Mid 008824-000
Malrite Communications Group, Inc.
66 Jack London Square, Oakland, CA 94607. Phone 415-836-0910.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Steve Edwards.
General Sales Manager—Joel Schwartz.
Promotion/Advertising Mgr.—Steve Jordan.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
5,000 w.; 910 khz. Directional nights.
Operating schedule: 24 hours daily, PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 12e, 14e, 15a.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 40b, 41, 44b, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with Katz Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOFY

1946
SAN MATEO

Spanish

Media Code 4 205 7770 200 Mid 008825-000
Radio Espanol, Inc.
1818 Glibreth Rd., Burlingame, CA 94010. Phone 415-692-2433.

PROGRAMMING DESCRIPTION

KOFY: Spanish programming. MUSIC: international in flavor, spanning Mexico to Central America, including latest hits. NEWS & SPORTS: twice per hr, soccer from Central America & San Francisco Giant baseball. Contact Representative for further details. Rec'd 9/24/84.

- 1. PERSONNEL**
Station Manager—Rolando Orellana.
Sales Manager—Douglas Pledger.
- 2. REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- 3. FACILITIES**
1,000 w. days; 1050 khz. Non-directional.
Operating schedule: Sunrise-local sunset, PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Prod. Services: 80.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

Eff.—Rec'd 2/14/83.

- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 10x | 20x | 50x | 150x | 312x |
|---------|----|-----|-----|-----|------|------|
| 1 min | 40 | 37 | 34 | 31 | 28 | 25 |
| 30 sec | 30 | 27 | 24 | 21 | 18 | 15 |
- 7. PACKAGE PLANS**
- | PER WK: | ROS PLANS—MINIMUM 4 WEEKS | | | |
|---------|---------------------------|-------|-------|-------|
| | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min | 28 | 27 | 26 | 25 |
| 30 sec | 18 | 17 | 16 | 15 |

KOIT

1926
SAN FRANCISCO



Media Code 4 205 7785 000 Mid 008833-000
Bonneville International Corp.
77 Maiden Lane St., San Francisco, CA 94108. Phone 415-434-0964.

- 2. REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 190.00.

KOIT-FM

1959
SAN FRANCISCO



Media Code 4 205 7800 700 Mid 008826-000
Bonneville International Corp.
77 Maiden Lane, San Francisco, CA 94108. Phone 415-434-0965.

PROGRAMMING DESCRIPTION

KOIT-FM: Programmed for adults. MUSIC: Current & Pop Standards & vocals utilizing contemporary orchestral forms, hosted by live PERSONALITIES. NEWS: ea 1/2 hr in AM drive; thereafter bi-hrly; 2 wire services & Washington correspondent. COMMERCIAL POLICY: 4 breaks/hr. Contact Representative for further details. Rec'd 3/5/84.

- 1. PERSONNEL**
Vice-Pres. & Sta. Mgr.—Kari Johnson Winston.
National Sales Manager—Kari Johnson Winston.
Local Sales Manager—Michael Day.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 33,000 w. (horiz.), 33,000 w. (vert.); 96.5 mhz.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 890 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5.
Rate Protection: 10e, 11e, 13e, 14e.
Basic Rates: 20a, 24c, 25a, 28c.
Contracts: 40c, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with Supernet.

TIME RATES

FM/AM COMBINATION
Eff.—Rec'd 6/4/84.

- AMD—Mon thru Sat 5:30-10 am.
Middy—Mon thru Sat 10 am-3 pm.
PMD—Mon thru Sat 3-8 pm.
EVE—Mon thru Sun 8 pm-midnight.
EMD—Mon thru Sat 5:30-10 am.
Sunday 8 am-8 pm.
- 6. SPOT ANNOUNCEMENTS**
- | GRID: | 1 min | | | 30 sec | | |
|-------|-------|-----|-----|--------|-----|-----|
| | 1 | 2 | 3 | 1 | 2 | 3 |
| AMD | 225 | 200 | 175 | 150 | 191 | 170 |
| MD | 265 | 235 | 205 | 175 | 225 | 200 |

continues

CALIFORNIA

San Francisco-Oakland—cont

KOIT-FM—cont

GRID:	1 min				30 sec			
	1	2	3	4	1	2	3	4
PMD	225	200	175	150	191	170	149	128
EVE/EMD	65	60	55	50	55	51	47	43
Sun	80	75	70	65	68	64	60	55

10. SPECIAL FEATURES

Premium, extra 20.00.
FM only: Deduct 5% from FM/AM combination.

KQAK (FM)

1959
SAN FRANCISCO

Media Code 4 205 7815 8.00 Mid 008822-000
U.S. Broadcasting, Inc.
1311 Sutter St., San Francisco, CA 94109. Phone 415-474-9100.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KRE



1400 AM

1922
BERKELEY

Media Code 4 205 7830 4.00 Mid 008827-000
Inner City Broadcasting Corp. of Berkeley
601 Ashby Ave., Berkeley, CA 94710. Phone 415-848-7713.

PROGRAMMING DESCRIPTION

KRE: MUSIC: R&B; Top 40; Reggae 6 hrs/wk, Blues 6 hrs/wk. NEWS: at :50 7 am-9 pm. RELIGION: Sun AM. Contact Representative for further details. Rec'd 12/26/84.

1. PERSONNEL

General Manager—Harvey A. Stone.
General Sales Manager—Barry Rose.
Program Director—Jeff Harrison.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KBLX (FM).
Affiliated with Sheridan Broadcasting Network.
Sold in combination with KBLX (FM). See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Separate rates have been temporarily withdrawn by station.

KRQR (FM)

1948
SAN FRANCISCO



Media Code 4 205 7865 0.00 Mid 008809-000
CBS/FM Broadcasting. A Service of CBS Radio, a division of CBS, Inc.
One Embarcadero Center, San Francisco, CA 94111.
Phone 415-765-4097.

PROGRAMMING DESCRIPTION

KRQR (FM): MUSIC: Album oriented rock. Contact Representative for further details. Rec'd 6/1/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—George L. Sosson.
General Sales Manager—Tom Matheson.
Program Director—Dave Roberts.

2. REPRESENTATIVES

CBS/FM Sales.

3. FACILITIES

ERP 82,000 w.; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24c, 25a, 30.
Contracts: 45.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80.
AM facilities: KCBS.

TIME RATES

No. 13 Eff 7/7/82—Rec'd 9/27/82.
AAA—Mon thru Fri 6 am-8 pm; Sat 9 am-8 pm; Sun 10 am-3 pm.
AA—Mon thru Fri 8 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN: AAA AA GRID, 1 MIN: AAA AA
High Range 220 185 Low Range 130 110
30 sec: 90% of 1-min.

KSAN (FM)

1958
SAN FRANCISCO



Media Code 4 205 7900 5.00 Mid 008828-000
Malrite Communications Group, Inc.
66 Jack London Square, Oakland, CA 94607. Phone 415-836-0910.

2. REPRESENTATIVES

Katz Radio.
Rates have been temporarily withdrawn by station.

KSFO

1925
SAN FRANCISCO

EASTMAN RADIO, INC.



Media Code 4 205 7950 0.00 Mid 008829-000
King Broadcasting
300 Broadway, San Francisco, CA 94133. Phone 415-398-5600.

PROGRAMMING DESCRIPTION

KSFO: Demographic target 25-54. PERSONALITY, Sports, MOR. NEWS: emphasis news & sports; meteorologist; airborne traffic. SPORTS: A's baseball, Stanford football & basketball. Contact Representative for further details. Rec'd 12/20/83.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Ronald S. Saito.
Gen'l & Nat'l Sales Mgr.—Robert C. Scherner.
Local Sales Manager—Perry Adams.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

5,000 w.; 560 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 net time and talent: payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 13c, 14c.
Basic Rates: 20a, 21d, 29a, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: KYA-FM.
Affiliated with Eastman Radio, Inc.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KSOL (FM)

1962
SAN MATEO



A Tele-Broadcasters Station

Media Code 4 205 8040 9.00 Mid 008831-000
KSOL Radio
1 Pennsula Pl., 1730 S. Amphlett Blvd., San Mateo, CA 94402. Phone 415-341-8777.

2. REPRESENTATIVES

Masla Radio.
Rates have been temporarily withdrawn by station.

KTIM

1947
SAN RAFAEL

Marin Broadcasting



Media Code 4 205 8055 7.00 Mid 008832-000
Marin Broadcasting Co., Inc.
The Heritage House-1623 Fifth Ave., San Rafael, CA 94901. Phone 415-458-1510.

PROGRAMMING DESCRIPTION

KTIM: Programmed for adults 35+. MUSIC: Big Band & Swing. NEWS: local & nat'l. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 11/1/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—N. Arthur Astor.
Station Manager—Susan E. Bice.
General Sales Manager—Michael C. Sobol.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1510 khz. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION

15/0 time only; 10 days from date of invoice.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b.
Basic Rates: 20b, 21a, 24a, 25a, 28a.
Contracts: 40c, 44a, 45.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

No. 9 Eff 2/1/85—Rec'd 1/22/85.

7. PACKAGE PLANS

TAP—1/2 SIGNON-10 AM & 3 PM-SIGNOFF, 1/2 10 AM-3 PM
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 34 32 30 26 22
30 sec 26 24 22 20 18
Must run 6 consecutive days.
10 sec: 50% of 30-sec.
Fixed position, extra 25%.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

News casts, extra 25%.

AM/FM COMBINATION

7. PACKAGE PLANS

TAP PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 66 64 60 56 50
30 sec 50 48 44 42 40
10 sec: 50% of 30-sec.
Fixed position, extra 25%.

KTIM-FM

1961
SAN RAFAEL

Marin Broadcasting



Masla Radio



Media Code 4 205 8062 3.00 Mid 027185-000
Marin Broadcasting Co., Inc.
The Heritage House, 1623 Fifth Ave., San Rafael, CA 94901. Phone 415-456-1510.

PROGRAMMING DESCRIPTION

KTIM-FM: Programmed for adults 18-49. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: Local & nat'l. COMMERCIAL POLICY: 10-min per hr. Contact Representative for further details. Rec'd 11/1/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—N. Arthur Astor.
Station Manager—Susan E. Bice.
Program Director—Ken Duncan.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 2,200 w. circular polarized; 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 360 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days from date of invoice.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b.
Basic Rates: 20b, 21a, 24a, 25a, 28a.
Contracts: 40c, 44a, 45.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80.
Sold in combination with AM. See that listing.

TIME RATES

No. 9 Eff 2/1/85—Rec'd 1/22/85.

7. PACKAGE PLANS

TAP—1/3 6-10 AM & 3-7 PM, 1/3 10 AM-3 PM, 1/3 7 PM-MIDNIGHT
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 54 52 48 44 40
30 sec 40 38 34 32 30
Must run 6 consecutive days.
10 sec: 50% of 30-sec.
Fixed position, extra 25%.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

News casts, extra 25%.

KWSS (FM)

1969
GILROY

Mid 008569-000

See listing under city of license.

KWUN

1961
CONCORD

Mid 008527-000

See listing under city of license.

KYA-FM

1959
SAN FRANCISCO

EASTMAN RADIO, INC.

Media Code 4 205 8074 8.00 Mid 008820-000
King Radio Broadcasting Co.
300 Broadway, San Francisco, CA 94133. Phone 415-398-5600.

1. PERSONNEL

Vice President/General Manager—Ronald S. Saito.
Gen'l & Nat'l Sales Mgr.—Robert C. Scherner.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 31,100 w.; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 593 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSFO.
Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KYUU (FM)

1949
SAN FRANCISCO



M'GAVREN GUILD RADIO



Media Code 4 205 8078 9.00 Mid 008834-000
National Broadcasting Co., Inc.
530 Bush St., San Francisco, CA 94108. Phone 415-951-7200.

PROGRAMMING DESCRIPTION

KYUU (FM): Programmed for adults 18-54 with primary target 25-34; features AIR PERSONALITIES Don Bleu, Rick Shaw, & Jeff McNeal. MUSIC: Adult Contemporary. NEWS: anchored by Gil Haar & Vickie Jenkins, includes traffic & sports reports. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNEL

Vice Pres. & Gen'l Mgr.—Terry De Voto.
General Sales Manager—Bob Barnett.
Manager, Programming—Ric Lippincott.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 45,000 w. (horiz.) 45,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,240 ft. above average terrain.

4. AGENCY COMMISSION

15% net time.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KNBR.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

San Gabriel

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area



For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

San Jose

(including Fremont, Los Altos, Santa Clara)

Santa Clara County—Map Location C-7
See SFDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KARA (FM)

1964
SANTA CLARA

An Empire Broadcasting Station

Selcom radio
Broadcast Representatives

RAB

NRBA

Media Code 4 205 8085 4.00 Mid 008835-000
Santa Clara Broadcasters, Inc.
2775 Park Ave., Santa Clara, CA 95050. Phone 408-243-3200.

San Francisco Sales Office:
649 Mission St., San Francisco, CA 94105. Phone 415-567-5525.

PROGRAMMING DESCRIPTION

KARA (FM): Programmed for young adults. Contact Representative for further details. Rec'd 9/20/82.

1. PERSONNEL

President—Robert S. Kieve.
National Sales Manager—A. Stuart Hinkle.
Local Sales Manager—Terry Rust.

2. REPRESENTATIVES

Selcom, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1860 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70c, 71a, 73b.
AM facilities: KLVJ.
Affiliated with Supernet.

TIME RATES

No. 15 Eff 4/1/84—Rec'd 4/6/84.

AAA—Mon thru Fri 5:30 am-7 pm; Sat & Sun 8 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sat & Sun 5:30-8 am.
A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

WK, GRID:	CLASS AAA, 1 MINUTE						
	I	II	III	IV	V	VI	VII
6 ti	80	75	70	65	60	55	50
12 ti	78	73	68	63	58	53	48
18 ti	76	71	66	61	56	51	46
24 ti	74	69	64	59	54	49	44
30 ti	72	67	62	57	52	47	42

WK, GRID:	30 SECONDS						
	I	II	III	IV	V	VI	VII
6 ti	64	60	56	52	48	44	40
12 ti	62	58	54	50	46	42	38
18 ti	61	57	53	49	45	41	37
24 ti	59	55	51	47	43	39	35
30 ti	58	54	50	46	42	38	34

KARA (FM)/KLIV COMBINATION

No. 3 Eff 4/1/84—Rec'd 4/6/84

WK, GRID:	CLASS AAA, 1 MINUTE						
	I	II	III	IV	V	VI	VII
6 ti	132	123	114	105	96	87	78
12 ti	128	119	110	101	92	83	74
18 ti	124	115	106	97	88	79	70
24 ti	120	111	102	93	84	75	66
30 ti	116	107	98	89	80	71	62

WK, GRID:	30 SECONDS						
	I	II	III	IV	V	VI	VII
6 ti	106	98	91	84	77	70	62
12 ti	102	95	88	81	74	66	59
18 ti	96	89	82	74	67	60	53
24 ti	93	86	78	71	64	57	50

AA: 1/2 AAA rate.
A: 1/4 AAA rate.
YEARLY DISCOUNT
250x—5% 500x—10% 1000x—15%
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KAZA

1957
GILROY

Stevens Creek Blvd., Suite 355, Box 1290, San Jose, CA 95108. Phone 408-984-1290.
See listing under city of license.

Mid 008568-000

KBAY (FM)

KDBAY FM 100
1963
SAN JOSE



MAJOR MARKET RADIO SALES

nab

NRBA

A Golden Pacific Group Station

Media Code 4 205 8130 8.00 Mid 008836-000
United Broadcasting Co.
Box 6616, San Jose, CA 95150. Phone 408-370-7377.
San Francisco office:
240 Stockton St., San Francisco, CA 94108. Phone 415-989-5229.

PROGRAMMING DESCRIPTION

KBAY (FM): Programmed for adults. MUSIC: Easy Listening. COMMERCIAL POLICY: 10 units per hour. Contact Representative for further details. Rec'd 8/15/83.

1. PERSONNEL

President—George D. Snell.
Vice-Pres. & Gen'l Mgr.—Steve Snell.
National Sales Manager—Bill Holmberg.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 14,500 w. (horiz.), 14,500 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,580 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 71a.
AM facilities: KEEN.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 31 Eff 9/1/84—Rec'd 7/30/84.

AAA—Mon thru Sun 5:30 am-8 pm.

AA—Mon thru Sun 8 pm-midnight.

A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA					
	I	II	III	IV	V	VI
1 min	105	100	96	92	88	84
30 sec	89	85	82	78	75	71

GRID:	CLASS AA					
	I	II	III	IV	V	VI
1 min	47	44	41	38	35	32
30 sec	40	37	35	32	30	27

A: 1 min 12:00; 30 sec 10:00.

7. PACKAGE PLANS

TAP—25% AM, 20% DT, 25% PM, 30% EVE
GRID: I II III IV V VI
1 min 80 76 73 69 30 sec 68 65 62 59
All spots run Mon thru Sun with equal rotation.

KBAY (FM)/KEEN COMBINATION

Eff—Rec'd 8/28/84.

AAA—Mon thru Sun 5:30 am-8 pm.

AA—Mon thru Sun 8 pm-midnight.

A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA					
	I	II	III	IV	V	VI
1 min	159	151	144	137	130	122
30 sec	135	128	122	116	111	104

GRID:	CLASS AA					
	I	II	III	IV	V	VI
1 min	79	74	68	63	58	52
30 sec	67	63	58	54	49	44

A: 1-min 20:00; 30-sec 16:00.

KBRG (FM)

1961
FREMONT

Spanish

Media Code 4 205 8145 6.00 Mid 008837-000
Crosby Broadcasting, Inc.
39111 Paseo Padre Pkwy, Box 1430, Fremont, CA 94538.
Phone 415-791-1049.

PROGRAMMING DESCRIPTION

KBRG (FM): Programmed for Spanish Adult Contemporary. MUSIC: Top 40 hits (Spanish). NEWS: local. SPORTS: major league baseball & soccer. FEATURES: public affairs programming. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

Owner—Leon A. Crosby.
General Manager—Ricardo Helmick.
General Sales Manager—Al Dougherty.

2. REPRESENTATIVES

Los Angeles—Hugh Wallace, Inc.
New York, Dallas, Chicago, Atlanta—P/W Radio Representatives.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 50.
Comb.; Cont. Discounts: 60a, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.

TIME RATES

No. 4 Eff 12/1/84—Rec'd 10/25/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	12 ti	18 ti	24 ti	30 ti	12 ti	18 ti	24 ti	30 ti
I	40	37	34	32	29	26	23	20
II	35	32	29	28	25	22	19	16
III	30	27	24	24	21	18	15	12

KEEN

1947
SAN JOSE

MAJOR MARKET RADIO SALES

nab

NRBA

A Golden Pacific Group Station

Media Code 4 205 8160 5.00 Mid 008838-000
United Broadcasting Co.
Box 6616, San Jose, CA 95150. Phone 408-370-1370.
San Francisco Office:
240 Stockton St., San Francisco, CA 94108. Phone 415-989-5229.

PROGRAMMING DESCRIPTION

KEEN: MUSIC: Modern Country. AIR PERSONALITIES. NEWS: emphasis local at :60 & :30 in AM drive. Contact Representative for further details. Rec'd 6/28/82.

1. PERSONNEL

General Manager—Christopher Snell.
National Sales Manager—Bill Holmberg.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

5,000 w.: 1370 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 71a.
FM facilities: KBAY (FM). See that listing.
Sold in combination with KBAY (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/28/84.

AAA—Mon thru Sun 5:30 am-7 pm.

AA—Mon thru Sun 7 pm-midnight.

A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA					
	I	II	III	IV	V	VI
1 min	72	68	64	60	56	52
30 sec	61	58	54	51	48	44

GRID:	CLASS AA					
	I	II	III	IV	V	VI
1 min	41	38	35	32	29	26
30 sec	35	32	30	27	25	22

A: 1-min 10:00; 30-sec 9:00.

7. PACKAGE PLANS

TAP—1/3 DRIVE, 1/3 MIDDAY, 1/3 EVENING
GRID: I II III IV V VI
1 min 53 50 46 43 30 sec 45 43 39 37
(CR)

KEZR (FM)

1967
SAN JOSE



Christal Radio

RAB

NRBA

Media Code 4 205 8205 8.00 Mid 008839-000
Alta Broadcasting Co.
777 N. First St., Box 2337, San Jose, CA 95109. Phone 408-287-5775.

Regional/National Sales Office, One Halladine Plaza, Suite 701, San Francisco, CA 94102. Phone 415-781-3318.

PROGRAMMING DESCRIPTION

KEZR (FM): Programmed for adults 25-49 yrs old. MUSIC: adult contemporary. Contact Representative for further details. Rec'd 9/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—James F. Smith.
National Sales Manager—Rick Holmberg.
Program Director—Bob Harlow.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 430 ft. above average terrain

4. AGENCY COMMISSION

15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2

CALIFORNIA

San Jose—cont

KLIV—cont

- 3. FACILITIES**
5,000 w.; 1590 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60g.
Cancellation: 70d, 71a, 73b.
FM facilities: KARA (FM).
Affiliated with Supernet.
Sold in combination with KARA (FM). See that listing.

TIME RATES

No. 29 Eff 4/1/84—Rec'd 4/6/84.

AAA—Mon thru Fri 5:30 am—7 pm.
AA—Mon thru Sun 7 pm-midnight; Sat & Sun 5:30-8 am.
A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA, 1 MINUTE

WK. GRID:	I	II	III	IV	V	VI	VII
6 ti	62	58	54	50	46	42	38
12 ti	60	56	52	48	44	40	36
18 ti	58	54	50	46	42	38	34
24 ti	56	52	48	44	40	36	32
30 ti	54	50	46	42	38	34	30

30 SECONDS

6 ti	50	46	43	40	37	34	30
12 ti	48	45	42	38	35	32	29
18 ti	46	43	40	37	34	30	27
24 ti	45	42	38	35	32	29	26
30 ti	43	40	37	34	30	27	24

AA: 1/2 AAA rate.
A: 1/4 AAA rate.

YEARLY DISCOUNT
250x—5% 500x—10% 1000x—15%
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KLOK
KLOK
1946
SAN JOSE

WEISS & POWELL, INC.
RADIO SALES



NRBA

Media Code 4 205 8250 4.00 Mid 008841-000
Radio KLOK, Inc.
Box 21248, San Jose, CA 95151. Phone 408-274-1170.
San Francisco Sales Office.
1177 Polk St., San Francisco, CA 94109.

PROGRAMMING DESCRIPTION

KLOK: Programmed for adults. MUSIC: adult contemporary/featuring personalities. AIR PERSONALITIES handle all segments. NEWS: at :30, :30, :15 & :45 traffic times, other times at :30 & :30, newscasts include traffic & weather reports, local & national news. ENTERTAINMENT: human interest personalities, community relations & discussion features, traffic reports, weather wire for local & nat'l environmental reports. Contact Representative for further details. Rec'd 10/4/82.

- 1. PERSONNEL**
President—Phil Davis.
Exec. V. P., Gen'l Mgr. & Prog. Dir.—Bill Weaver.
General Sales Manager—Judy Carrier.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
50,000 w. days, 5,000 w. night; 1170 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 net time only. Payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
FM facilities: KLOK-FM, San Francisco.
(* Except for 52 week advertisers.)

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLOK-FM

1924
SAN FRANCISCO

Mid 008815-000

See listing under city of license.

KLZE (FM)

(formerly KPEN (FM))

1960
LOS ALTOS

Media Code 4 205 8252 0.00 Mid 008844-000
Dowe Communications
2540 California St., Suite 106-B, Mountain View, CA 94040. Phone 415-948-0977.

2. REPRESENTATIVES

Roslin Radio, Inc.
1 min rate 1x: 41.00.

KNTA

1963
SANTA CLARA

Spanish Language

NRBA

A Tamarack Communications, Inc. Station

Media Code 4 205 8254 6.00 Mid 008842-000
Tamarack Communications, Inc.
Box 631, 1241 Franklin Mall, Santa Clara, CA 95052.
Phone 408-244-1430.

PROGRAMMING DESCRIPTION

KNTA: Spanish programming. NEWS: 5-min at :60, 2-min at :30. Contact Representative for further details. Rec'd 4/20/84.

1. PERSONNEL

President—David M. Jack.
General Manager—Gene Hogan.
Sales Manager—Gene Hogan.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

1,000 w.; 1430 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24c, 25c, 28a, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i.
Cancellation: 70c, 71a, 73b.
Rates include translation from English to Spanish.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

No. 106 Eff 1/1/84—Rec'd 12/12/83.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 7-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
B—Mon thru Sun 7 pm-midnight.
C—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	44	40	36	32	34
30 sec	40	36	34	32	30
CLASS A					
1 min	42	38	36	34	32
30 sec	38	34	32	30	28
CLASS B					
1 min	40	36	34	32	28
30 sec	36	32	30	28	26
CLASS C					
1 min	32	30	28	26	24
30 sec	28	26	24	22	20
CLASS D					
1 min	24	22	20	18	16
30 sec	20	18	16	14	12

7. PACKAGE PLANS

PER WK:	DAY—1/3AAA, 1/3AA, 1/3A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	44	36	34	32	30
30 sec	35	32	30	28	26
DAY/NIGHT—25%AAA, 25%AA, 25%A, 25%B					
1 min	36	33	31	29	27
30 sec	32	29	27	25	23
24 HR—20%AAA, 20%AA, 20%A, 20%B, 20%C					
1 min	30	27	25	24	23
30 sec	27	24	22	20	19

250 x	1 min		30 sec	
	Day	D/N	24 hr	Day D/N
500 x	30	26	22	26
750 x	28	24	20	24
1000 x	27	23	19	23
1500 x	25	21	17	21
2000 x	24	20	16	20
	23	19	15	16

KOME (FM)

1959
SAN JOSE



Torbet Radio



NRBA

Media Code 4 205 8258 7.00 Mid 008843-000
Audio House, Inc.
1245 S. Winchester Blvd., San Jose, CA 95128. Phone 408-246-6811.
San Francisco Sales Office.
40 Gold St., San Francisco, CA 94133. Phone 415-956-6656.

PROGRAMMING DESCRIPTION

KOME (FM): Programmed for young adults 18-34. MUSIC: popular rock 'n roll. Emphasis on community involvement. COMMERCIAL POLICY: maximum of 9 minutes per hour. Contact Representative for further details. Rec'd 12/14/81.

1. PERSONNEL

General Manager—Jim Hardy.
General Sales Manager—Julie Natichioni.
San Francisco Sales—Rick Gardner.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 12,500 w.; 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 880 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Contracts: 40c, 45.
Comb.; Cont. Discounts: 60d, 60e, 60i.
Cancellation: 70a, 70e, 73b, 72.
Prod Services: 82.
Affiliated with Supernet.

TIME RATES

No. 20 Eff 3/1/84—Rec'd 3/2/84.

6. SPOT ANNOUNCEMENTS

1 MINUTE

GRID:	I	II	III	IV
Mon thru Sat 5-10 am	150	110	90	80
Mon thru Sat 3-8 pm	150	110	90	80
Sat 10 am-3 pm	150	110	90	80
Mon thru Fri 10 am-3 pm	140	100	80	70
Mon thru Sat 8 pm-1 am	130	90	70	60
Sun 5-1 am	130	90	70	60

30 sec: 85% of 1-min.

KSJO (FM)

1947
SAN JOSE

A Sterling Recreation
Organization Station

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD



NRBA

Media Code 4 205 8310 6.00 Mid 008845-000
KSJO
1420 Koll Circle, San Jose, CA 95112. Phone 408-288-5400.
San Francisco Sales Office:
916 Kearney St., San Francisco, CA 94113. Phone 415-543-3834.

PROGRAMMING DESCRIPTION

KSJO (FM): Programmed to affluent 18-34 adult. MUSIC: album Contemporary; personality & tight rotation of researched album hit music. Outside promotions. Contact Representative for further details. Rec'd 1/28/85.

1. PERSONNEL

General Manager—Fred N. Schumacher.
Local Sales Manager—Alice Shockey.
San Francisco Sales Manager—Thom Bennett.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 50,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 68 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5.
Rate Protection: 11g, 12d.
Basic Rates: 22a, 25a.
Contracts: 40a.
Cancellation: 70c, 71a.
AM facilities: KHTT.

TIME RATES

KSJO (FM)/KHTT COMBINATION

No. 18 Eff 1/85—Rec'd 1/28/85.

AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sat & Sun 6-10 am.
B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5
AAA	120	110	100	90	80
AA	110	100	90	80	70
A	100	90	80	70	60
B	30	20	20	10	10

30 sec: 80% of 1-min.

KSJO (FM) only: 80% of KSJO (FM)/KHTT combination.

KWSS (FM)

1969
GILROY



McGAVREN GUILD RADIO

(This is a paid duplicate of the listing under Gilroy, California.)

Media Code 4 205 2275 7.00 Mid 008569-000
W. Palmer Pyle
454 El Paseo de Saratoga, San Jose, CA 95130. Phone 408-866-5886.

PROGRAMMING DESCRIPTION

KWSS (FM): Target audience adults 18-34. MUSIC: Contemporary Mass Appeal. NEWS: 8x/daily, AM drive. FEATURES: Countdown America Sun 9 am. COMMERCIAL POLICY: 11 commercial units per hr. Contact Representative for further details. Rec'd 6/27/83.

1. PERSONNEL

General Manager—Palmer Pyle.
Operations Director—Dave Van Stone.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 11,500 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,580 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D-CR)

San Luis Obispo

San Luis Obispo County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KATY

1949

SAN LUIS OBISPO



Media Code 4 205 8370 0.00 Mid 008847-000
Wischnia Communications Corporation
Box 841, 1146 Monterey St., San Luis Obispo, CA 93406.
Phone 805-543-1340.

2. REPRESENTATIVES

P/W Radio Representatives.
California—Western Regional Broadcast Sales.
1 min rate 1x: 8.00.

KDDB (FM)

(formerly KPRA (FM))

1971

PASO ROBLES



(This is a paid duplicate of the listing under Paso Robles, California.)

KKUS (FM)

1984
SAN LUIS OBISPO



Media Code 4 205 8392 4.00 Mid 033278-000
Cabrillo Communications
396 Buckley Rd., San Luis Obispo, CA 93401. Phone 805-541-8795.
Mailing Address: Box 5107, San Luis Obispo, CA 93403.

PROGRAMMING DESCRIPTION

KKUS (FM): Programmed for adults 25-54. MUSIC: mix of Oldies & current Adult Contemporary. NEWS: local at :60 & :30 6:30-8:30 am & 4-6 pm. COMMERCIAL POLICY: 8 minutes per hr in 4 breaks. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dick Mason.
Vice-Pres. & Gen'l Sls. Mgr.—Cheryle Hangartner.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 3,600 w. (horiz.), 3,600 w. (vert.); 98.1 mhz. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,620 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. Eff 7/1/84—Rec'd 7/23/84.

AAA—Mon thru Sat 5:30 am-8 pm; Sun 10 am-8 pm.
AA—Mon thru Sun 9 pm-midnight; Sun 5:30-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
GRD:	AAA AA A AAA AA A	
I	25 18 13	20 16 11
II	22 16 11	17 14 9
III	19 14 9	15 12 7
IV	16 12 7	12 10 6

KSLS (FM)

1972
SAN LUIS OBISPO



Media Code 4 205 8400 5.00 Mid 008849-000
San Luis Obispo Broadcasting, Inc.
1880 Santa Barbara St., Box 1400, San Luis Obispo, CA 93401. Phone 805-543-9400.

PROGRAMMING DESCRIPTION

KSLS (FM): Programmed for audience 18-44. MUSIC: Contemporary Hit Radio. NEWS: 6, 6:30, 7, 7:30, 8 & 8:30 am. Contact Representative for further details. Rec'd 2/6/84.

1. PERSONNEL

General Manager—Guy Hackman.
General Sales Manager—Janet Hutcheson.
Program Director—Joe Collins.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 5,600 w. (horiz.), 5,600 w. (vert.); 96.1 mhz. Operating schedule: 24 hours daily. PST. Antenna ht.: 1,410 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3b.
AM facilities: KUNA.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KUNA

1960
SAN LUIS OBISPO



Beautiful Music



Media Code 4 205 8415 3.00 Mid 008848-000
San Luis Obispo Broadcasting, Inc.
Box 1400, San Luis Obispo, CA 93406. Phone 805-543-9400.

PROGRAMMING DESCRIPTION

KUNA: Programmed for adult audience. MUSIC: Easy Listening MOR & Beautiful. NEWS: 9x daily; stocks probes report, 2x daily. Contact Representative for further details. Rec'd 2/6/84.

1. PERSONNEL

General Manager—Guy Paul Hackman.
General Sales Manager—Janet Hutcheson.
Program Director—Joe Collins.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23c, 24b, 25c, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 49, 51a, 51e.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 75a, 75b.
Prod. Services: 80, 81, 82.
FM facilities: KSLS (FM).
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KVEC

1937
SAN LUIS OBISPO

The Greentree Group

Media Code 4 205 8430 2.00 Mid 008850-000
Century Broadcasting Co.
Box 787, 820 Walnut St., San Luis Obispo, CA 93401.
Phone 805-543-8830.

PROGRAMMING DESCRIPTION

KVEC: Programmed for adults of all ages with bright MOR & light rock oldies. Emphasis news & sports, with blocks AM, mid-day & PM drives. NEWS: network. SPORTS: baseball & football networks. Rec'd 12/18/79.

1. PERSONNEL

President—Charlie Powers.
General Manager—Dan Clarkson.

3. FACILITIES

1,000 w. days; 500 w. nights. 920 khz. Non-directional. Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Network

TIME RATES

Eff 8/1/83—Rec'd 8/22/83.

AA—Mon thru Sat 6-10 am, noon-1 pm, 3-7 pm & fixed position.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
WK:	1 ti 6 ti 12 ti 18 ti	
AA	25.00 21.00 18.75 17.50	
		30 sec
WK:	1 ti 6 ti 12 ti 18 ti	
AA	20.00 16.30 15.00 14.00	

7. PACKAGE PLANS

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min: 15.85 15.60 14.40 13.70
30 sec: 13.20 12.25 11.30 10.35
15 sec: flat 8.00.

KZOO (FM)

1961
SAN LUIS OBISPO

Media Code 4 205 8472 4.00 Mid 008851-000
Kal Coast Radio, Inc.
129 Halcyon Rd., Box 220, Arroyo Grande, CA 93420.
Phone 805-544-5093.

2. REPRESENTATIVES

McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

San Mateo

San Mateo County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See San Francisco-Oakland
(including Alameda, Berkeley, San Mateo, San Rafael)

San Rafael

Marin County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See San Francisco-Oakland
(including Alameda, Berkeley, San Mateo, San Rafael)

Santa Ana

Orange County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

See Anaheim-Santa Ana-Garden Grove in the Los Angeles Urban Area

Santa Barbara

Santa Barbara County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KBLS

1962
SANTA BARBARA



Media Code 4 205 8513 5.00 Mid 008852-000
Premier Broadcasting, Inc.
1216 State St., Santa Barbara, CA 93101. Phone 805-963-5973.

PROGRAMMING DESCRIPTION

KBLS: Programmed for adults 30+. MUSIC: Jon Holiday's Swing Era II, pop hits of 30's, 40's, 50's up to present; non-rock classics; original hit recordings of big bands & popular vocalists. Live AIR PERSONALITIES M-Sun. FEATURES: continuous promotion, fan club, dance concerts, on-air contests; listener involvement. NEWS: nat'l & local from network & station staff at :60; ABC Network News & Paul Harvey, Gordon Williams Business report; also business & financial at 4:40 pm; network commentator M-F 8 am, noon & 3 pm, Sat noon. SPORTS: World of Sports at :06, Sat 6 am-6 pm, Sun 9 am-6 pm. Contact Representative for further details. Rec'd 11/30/84.

1. PERSONNEL

President—Robert Yamin.
Vice-Pres. & Gen'l Mgr.—Bob Jones.
Program Operations—Randall Chase.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

1,000 w. days; 990 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

Eff 1/29/85—Rec'd 1/29/85.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	Open	12 ti	18 ti
1 min	22	21	20
30 sec	18	17	16

52 wk—10%

KCAQ (FM)

1958
OXNARD



(This is a paid duplicate of the listing under Oxnard-Ventura, California.)

Media Code 4 205 5086 5.00 Mid 008699-000
Sunbeam Radio Partners
3434 Dodge Rd., Oxnard, CA 93030. Phone 805-488-0901.
Mailing Address: Box 1520, Oxnard, CA 93034.

PROGRAMMING DESCRIPTION

KCAQ (FM): Programmed for ages 12-49. MUSIC: blending of current & recent hits, year round contests, emphasis on promotion & personality. Contact Representative for further details. Rec'd 2/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Harold A. Frank.
General Sales Manager—BJ Young.
Program Director—Brian Thomas.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 2,850 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,500 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KTRO.
Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KDB

1926
SANTA BARBARA

KDB-FM

1960
SANTA BARBARA

Classical Music

Media Code 4 205 8521 8.00 Mid 008854-000
Pacific Broadcasting Co.
23 W. Micheltorena St., Santa Barbara, CA 93101. Phone 805-966-4131.

PROGRAMMING DESCRIPTION

KDB/KDB-FM: MUSIC: Classical, programmed local plus concerts of major city symphonies; emphasis is on music with informal announcing. COMMERCIAL POLICY: limited to 7 per hr max. NEWS: AM wake-up, noon & PM drive; full length local newscasts available for sponsorship; public affairs: variety of opinions on subjects of timely interest—public forum; local promotions. SPORTS: LA Rams & Lakers; California Angels. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

President—Richard Marsh.
Sec'y. Treas. & Gen'l Mgr.—Robertson C. Scott.

2. REPRESENTATIVES

Hillier, Newman, Wechsler & Howard.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 12,500 w.; 93.7 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 870 ft. above average terrain.
Simulcast 24 hours daily.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b.
Contracts: 40a, 41, 42d, 46, 47a, 51a.
Comb.; Cont. Discounts: 60h, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KIST

1946
SANTA BARBARA



Media Code 4 205 8580 4.00 Mid 008855-000
Cross Creek Communications, Inc.
735 State St., Santa Barbara, CA 93101. Phone 805-966-3981, 2, 3.

News Department, Phone 805-962-0515.

2. REPRESENTATIVES

McGavren Guild Radio.
1 min rate 1x: 35.00.

KKOO (FM)

(formerly KTMS-FM)
1957
SANTA BARBARA



Media Code 4 205 8595 2.00 Mid 008859-000
Santa Barbara News-Press
Drawer NN, Santa Barbara, CA 93102. Phone 805-963-1976.

PROGRAMMING DESCRIPTION

KKOO (FM): Programmed for adults 18-49. MUSIC: Rock 95%, news & information 15%, reports on cultural events weather & sports. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL

Program Director—Robert Senn.
Sales Manager—Claudia Bratton.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 17,500 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: KTMS.
Affiliated with NBC-The Source.
Sold in combination with KTMS. See that listing.

CALIFORNIA

Santa Barbara—cont

KKOO (FM)—cont

	30 sec	1 min	15 sec
WK:	6 ti	12 ti	18 ti
YR:	200x	400x	600x
AAA	20.50	17.50	16.00
AA	14.00	13.00	12.50
A	13.00	11.00	10.50

15 sec: 70% of 1-min.
Adjacencies/Specific times, extra 3.00.

KRUZ (FM)

1961
SANTA BARBARA



Media Code 4 205 8610 9.00

The Schuele Organization
Hotel Carrillo, Chapala and Carrillo Sts., Santa Barbara,
CA 93101. Phone 805-963-1831.

PROGRAMMING DESCRIPTION

KRUZ (FM): MUSIC: Easy listening aimed at 25-54.
Album, Broadway & show tunes, vocals & instrumentals in
1/4 hr segments. COMMERCIAL POLICY: max 8-min/hr;
ea 1/4 hr segment approx 13-min music plus 2 spots.
NEWS: 6, 7, 8 & 9 am, noon, 5 & 6 pm; weather reports
from surfside harbormaster. SPECIAL FEATURES:
audience question of day 4x between 6:30-9:30 am w/
voting; results thru-out day. Contact Representative for
further details. Rec'd 1/23/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carl L. Schuele.

2. REPRESENTATIVES

Katz Radio

3. FACILITIES

ERP 105,000 w. (horiz.), 105,000 w. (vert.); 103.3 mhz.

Stereo.
Operating schedule: 24 hours daily. PST.

Antenna ht.: 2,980 ft above average terrain.

4. AGENCY COMMISSION

15/70 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 28a.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/85—Rec'd 12/20/84.

AAA—Mon thru Sun 6 am-6 pm.

A—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	30 ti	24 ti	18 ti	12 ti	6 ti
AAA	36	40	42	46	48
A	12	14	16	18	20

30 sec/less: 80% of 1-min.

DISCOUNT

26 wk—5% 52 wk—10%

7. PACKAGE PLANS

TAP 1—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-8 pm

PER WK: 30 ti 24 ti 18 ti 12 ti 6 ti

1 min 30 34 38 40 42

TAP 2—1/4 6 AM-NOON, 1/4 NOON-6 PM, 1/4 6-10

PM, 1/4 10 PM-6 AM

1 min 20 22 24 26 28

30 sec/less: 80% of 1-min.

10. SPECIAL FEATURES

FLAT, EA: 1 min

News Sponsorship, 6 am-8 pm 55

Call Cruise Ouestion of Day, M-F 6-9:30 am 45

Surfside Harbormaster Report, M-Sat 7-8 am 55

Wall Street Reports, M-F 6 am-8 pm 55

Slumber Siminar—4 hr sleep teaching program, Tues thru

Fri 1-5 am; Flat, 360.00. (D)

KTMS

1937
SANTA BARBARA

NBC Radio Network



Media Code 4 205 8640 6.00

Santa Barbara News-Press
Drawer NN, Santa Barbara, CA 93102. Phone 805-963-
1975.

PROGRAMMING DESCRIPTION

KTMS: Programmed for mass appeal. News & talk 85%,
sports 5%, entertainment & MOR music 10%. NEWS:
network at :60, AM block w/local news, 3 hr in AM & 2 hr
in eve; 4 newsmen, & report from daily newspaper staff;
network & APR news. SPORTS: network plus play-by-play
major league baseball. Contact Representative for further
details. Rec'd 11/23/82.

1. PERSONNEL

President—B. Dale Davis.
General Manager—Malcolm G. Morehouse.
General Sales Manager—Claudia Bratton.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

1,000 w.; 1250 khz. Directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KKOO (FM).
Affiliated with ABC TALKRADIO.
Affiliated with NBC-The Source.
Affiliated with NBC-Talknet.
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

KTMS/KKOO (FM) COMBINATION
No. 31 Eff 9/1/82—Rec'd 5/24/84.

AAA—6-10 am & 3-7 pm.

AA—10 am-3 pm & 7 pm-midnight.

A—Sign-on-sign-off. ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
PER WK:	200x	400x	600x	900x
AAA	17.50	16.00	14.50	13.50
AA	12.50	11.00	10.50	9.50
A	11.00	10.00	9.50	8.50

30 SECONDS

AAA	14.00	13.00	11.50	10.50
AA	10.00	9.00	8.50	7.50
A	9.00	8.50	7.50	7.00

KTMS ONLY

1 MINUTE

AAA	19.00	17.00	16.00	15.00
AA	13.00	12.00	11.00	10.00
A	12.00	11.00	10.00	9.00

30 SECONDS

AAA	15.00	13.50	13.00	12.00
AA	10.50	9.50	9.00	8.00
A	9.50	9.00	8.00	7.50

15 sec: 80% of 1-min.

Adjacencies/Specific times, extra 3.00.

7. PACKAGE PLANS

TAP—SPOTS IN DIFFERENT TIME PERIODS

PLAN 1:	1 min	30 sec
3 AM	33.00	27.00
3 PM	40.50	33.00

PLAN 2:

8 AM	88.00	72.00
8 PM	108.00	88.00

PLAN 3:

6 ti	72.00	57.00
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8. PROGRAM TIME RATES

	1x	150x	250x	300x
4 min/less	23	20	19	18
5 min	25	22	21	20
10 min	36	34	33	31

10. SPECIAL FEATURES

Rotating newscasts, flat 16.00.

KTRO

(formerly KACY)

1958

PORT HUENEME



(This is a paid duplicate of the listing under Oxnard-Ven-
tura, California.)

Media Code 4 205 5175 6.00

Sunbeam Radio Partners
3434 Dodge Rd., Oxnard, CA 93030. Phone 805-488-
0901.

Mailing Address: Box 1520, Oxnard, CA 93034.

PROGRAMMING DESCRIPTION

KTRO: Programmed for adults 18-49. MUSIC: Modern
Contemporary hits in Spanish. FEATURES: strong
community involvement, promotions & contests; audience
participation. NEWS: emphasis local. Contact
Representative for further details. Rec'd 8/28/84.

1. PERSONNEL

Pres. & Gen'l Mgr. Harold A. Frank.
General Sales Manager—BJ Young.
Program Director—Albert Vera.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

50,000 w. days; 1,000 w. nights; 1520 khz. Directional—
separate patterns day & night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/70.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KCAO (FM).

TIME RATES

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	12.00	11.50	11.00	10.50	10.00
AA	10.00	9.50	9.00	8.50	8.00

30 sec: 80% of 1-min.

Rates have been temporarily withdrawn by station.

KTYD-FM

1962
SANTA BARBARA



Media Code 4 205 8655 4.00

Mid 008860-000

Liggett Broadcast Group
5360 Hollister Ave., Santa Barbara, CA 93111. Phone
805-967-4511.

2. REPRESENTATIVES

Selcom Radio.
Rates have been temporarily withdrawn by station.

Santa Clara

Santa Clara County—Map Location C-7
See SRDS Consumer market map and data at beginning of
the state.

See San Jose (including Fremont, Los Altos, Santa Clara)

Santa Cruz

Santa Cruz County—Map Location B-7
See SRDS Consumer market map and data at beginning of
the state.

BQOQ (FM)

1982
MARINA

See listing under city of license.

Mid 023352-000

KNRY

1935
MONTEREY

See listing under city of license.

Mid 008682-000

KSCO

1947
SANTA CRUZ

KSCO-FM

1961
SANTA CRUZ



Media Code 4 205 8670 3.00

Mid 008861-000

Radio Santa Cruz
2300 Portola Dr., Box 1080, Santa Cruz, CA 95061.
Phone 408-475-1080.

PROGRAMMING DESCRIPTION

KSCO: MUSIC: Easy Listening. NEWS: heavy emphasis
on local news; mobil units. Contact Representative for
further details. Rec'd 2/11/80.

1. PERSONNEL

General Manager—C. Vernon Berlin.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1080 khz. Directional
nights.
Operating schedule: 5:30-12:08 am. PST.
FM-ERP 24,000 w.; 99.1 mhz.

Operating schedule: 5:30-12:08 am. PST.

Antenna ht.: 250 ft. below average terrain.

4. AGENCY COMMISSION

15/70 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

No. 11 Eff 4/1/81—Rec'd 8/28/81.

AA—Sun thru Sat 6-10 am & 3-7 pm.

A—Sun thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	12.00	11.50	11.00	10.50	10.00
A	10.00	9.50	9.00	8.50	8.00

30 sec: 80% of 1-min.

AM or FM only: 70% of above rates.

Santa Maria

Santa Barbara County—Map Location D-9
See SRDS Consumer market map and data at beginning of
the state.

KRQK (FM)

1979
LOMPOC



MAJOR MARKET RADIO SALES



(This is a paid duplicate of the listing under Lompoc,
California.)

Media Code 4 205 2850 7.00

Mid 008599-000

Sunshine Wireless Company of California
516 North H St, Lompoc, CA 93436. Phone 805-736-
5656, Santa Maria, 805-925-0112

KSMA
1945
SANTA MARIA

Torbet Radio
CBS Radio Network

nab NRBA

Media Code 4 205 8760 2.00 Mid 008863-000
Bayliss Broadcasting Company.
110 W. Cypress St., Santa Maria, CA 93454. Phone 805-925-2582.

Mailing Address: Box 1240, Santa Maria, CA 93454.
PROGRAMMING DESCRIPTION
KSMA: Programmed for adult audiences. MUSIC: nostalgia format incl artists Sinatra, Page, Cole, Goodman; live personalities. NEWS: blocks M-Sat 6-9am, noon-12:45, 5-5:45 & 6-6:45 pm; CBS network news hrly. FARM: news/weather at 5:15 am & 12:35 pm. SPORTS: Angels baseball; Rams football; Lakers basketball; UCLA football & basketball; local sports. Contact Representative for further details. Rec'd 8/3/84.

- PERSONNEL**
President—Alice Bayliss.
General Manager—John F. Bayliss, Jr.
General Sales Manager—Joe Bayliss.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 48.
Cancellation: 70c, 71a, 73a.
FM facilities: KSNI (FM).
Affiliated with CBS Radio Network.
Affiliated with Supernet.
Member: California Agri-Radio Network, Southwest Agri-Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KSNI (FM)
1958
SANTA MARIA

Torbet Radio
Stereo Country

nab NRBA

Media Code 4 205 8768 5.00 Mid 008864-000
Bayliss Broadcasting Co.
110 W. Cypress St., Santa Maria, CA 93454. Phone 805-925-2582.

Mailing Address: Box 1240, Santa Maria, CA 93454.
PROGRAMMING DESCRIPTION
KSNI (FM): Programmed for adults. MUSIC: Drake Chenault's Great American Country. Contact Representative for further details. Rec'd 4/2/82.

- PERSONNEL**
President—Alice Bayliss.
General Manager—John F. Bayliss, Jr.
General Sales Manager—Joe Bayliss.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 39,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 48.
Cancellation: 70c, 71a, 73a.
AM facilities: KSMA.
Affiliated with CBS.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

March 1, 1985

KUHL
1946
SANTA MARIA

Selcom radio
Broadcast Representatives

nab RAB NRBA

Media Code 4 205 8775 0.00 Mid 008865-000
James H. Ranger
211 E. Fesler, Box 166, Santa Maria, CA 93454. Phone 805-922-7727.

PROGRAMMING DESCRIPTION
KUHL: Programmed for 24-54. News/talk/sports. AIR PERSONALITIES. NEWS: network hrly; 11 local newscasts, news/talk/sports M-F. SPORTS: major league baseball & local sports scores. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
General Manager—James H. Ranger.
Program Director—Brad Ranger.
News Director—Tom Hiscox.
- REPRESENTATIVES**
Selcom Radio.
Seattle—Art Moore, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1440 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20a, 22a, 25a, 28b, 28c, 29a, 30.
Contracts: 40c, 44a, 45, 46, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62a.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: KXFM (FM).
Affiliated with ABC Information Network.
Affiliated with NBC—Talknet.
Affiliated with Supernet.
Sold in combination with KXFM (FM). See that listing.

TIME RATES

AA—6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 18 17 16 15 14
30 sec 16 15 14 13 12
CLASS A
1 min 16 15 14 13 12
30 sec 14 13 12 11 10
- PACKAGE PLANS**
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 17 16 15 14 13
30 sec 15 14 13 12 13

KXFM (FM)
1959
SANTA MARIA

Selcom radio
Broadcast Representatives

nab RAB NRBA

Media Code 4 205 8798 7.40 Mid 008866-000
KXFM Broadcasting, Inc.
211 E. Fesler, Box 1964, Santa Maria, CA 93454. Phone 805-922-2156.

PROGRAMMING DESCRIPTION
KXFM (FM): Programmed for 18-49. MUSIC: Contemporary hits w/blend of oldies from past 20 yrs; music specials, features & information aimed at target audience. NEWS: local news with staff. Contact Representative for further details. Rec'd 10/28/83.

- PERSONNEL**
General Manager—Steve Stagnaro.
Operations Director—John Oumby.
News Director—Tom Hiscox.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 2,500 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20a, 22a, 25a, 28b, 28c, 29a, 30.
Contracts: 40c, 44a, 45, 46, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62a.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: KUHL.
Affiliated with Supernet.

TIME RATES

AA—6 pm-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 18 17 16 15 14
30 sec 16 15 14 13 12
CLASS A
1 min 16 15 14 13 12
30 sec 14 13 12 11 10

- PACKAGE PLANS**
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 17 16 15 14 13
30 sec 15 14 13 12 11
- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 28 26 24 22 20
30 sec 26 24 22 20 18
CLASS A
1 min 26 24 22 20 18
30 sec 24 22 20 18 16
- PACKAGE PLANS**
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 27 25 23 21 19
30 sec 25 23 21 19 17

KZON
1962
SANTA MARIA

Media Code 4 205 8820 4.00 Mid 008867-000
Abel De Luna
104 W. Chapel, Box 1116, Santa Maria, CA 93456. Phone 805-928-4334.

- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
1 min rate 1x: 14.50.

Santa Monica

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Santa Paula

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Oxnard-Ventura
(including Camarillo, Ojai, Port Hueneme, Santa Paula)

Santa Rosa

(including Healdsburg)
Sonoma County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KPLS
1964
SANTA ROSA

Media Code 4 205 8880 8.00 Mid 008868-000
Radio 1150, Inc.
Box 6004, Santa Rosa, CA 95406. Phone 707-544-1150.
Studio: 238 Coddington Center, Santa Rosa, CA 95406.

PROGRAMMING DESCRIPTION
KPLS: Programmed to adults 24-54. MUSIC: Modern Country. FEATURES: local community involvements incl promotions & contests; farm & Spanish programming. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
President—F. Robert Fenton.
Gen'l & Sales Mgr.—Brad Kahn.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w. days, 500 w. nights; 1150 khz. Directional—separate patterns day and night.
Operating schedule: 5-2 am. PST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 63b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & Sun.
A—Mon thru Sat 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 12 ti 18 ti 24 ti 30 ti 12 ti 18 ti 24 ti 30 ti
AAA 28 26 24 22 25 23 21 19
AA 25 24 22 20 23 22 20 18
A 19 18 17 16 17 16 15 14
Fixed position, extra 1.00 per spot.

KQTE
1962
SANTA ROSA

Media Code 4 205 8887 3.00 Mid 008869-000
Visionary Radio Euphonics, Inc.
1415 Farmers Ln., Box 1712, Santa Rosa, CA 95402.
Phone 707-544-3752.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KREO (FM)
1980
HEALDSBURG

WEISS & POWELL, INC.
RADIO SALES

nab RAB NRBA

Media Code 4 205 8895 6.00 Mid 008870-000
North Coast Communications, Inc.
1150 "D" Coddington Center, Santa Rosa, CA 95401.
Phone 707-578-9300.
Studio: 840 Healdsburg Ave., Healdsburg, CA 95448.

PROGRAMMING DESCRIPTION
KREO (FM): Programmed for adults 18-49. MUSIC: Rock, Current & recent Hits. NEWS: 3-min reports at :60 & :30 6-9 am. COMMERCIAL POLICY: 10-min or 13 units per hr max, 3 breaks per hr. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
General Manager—George Moody.
Sales Manager—Bill Hales.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 2,300 w. (horiz.), 2,300 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,500 ft. above mean sea level.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14e, 15c.
Basic Rates: 20a, 22a, 24b, 25b, 29a.
Contracts: 40a, 41, 44a, 44b, 44c, 51b.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70b, 70d, 71a.
Prod. Service: 80, 81.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 6/6/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat 5:30-10 am & 8 pm-midnight; Sun 5:30 am-midnight.

- SPOT ANNOUNCEMENTS**
GRID, 1 MIN:
AAA 43 40 37 34 31
AA 39 36 33 30 27
30 sec: 90% of 1-min.
Fixed, extra 5.00.

KSRO
1937
SANTA ROSA

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab RAB NRBA

Media Code 4 205 8910 3.00 Mid 008871-000
Finley Broadcasting Co.
Box 1598-627 College Ave., Santa Rosa, CA 95403.
Phone 707-545-3313.

PROGRAMMING DESCRIPTION
KSRO: MUSIC: Adult Contemporary. NEWS: local 5 min at :60, headlines at :30; network news at :45, plus features & sports; UPI & UPI Audio via satellite, mobile ground & air units; & PERSONALITY meteorologist. COMMERCIAL POLICY: max 18 min per hr. Contact Representative for further details. Rec'd 4/1/82.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—Frank McLaurin.
Sales Manager—Gordon Loftgren.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w.; 1350 khz. Directional—night.
Operating schedule: 5 am-midnight. PST.
- AGENCY COMMISSION**
15/0 net time; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 23a, 24a, 24b, 28b, 28c, 29a, 33c.
Contracts: 40c, 43, 44a, 45, 46, 47c, 49, 51a.
Comb.: Cont. Discounts: 60b, 60e, 61c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES

No. 37 Eff 1/1/85—Rec'd 1/23/85.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 12 ti 18 ti 24 ti 30 ti 12 ti 18 ti 24 ti 30 ti
AAA 32 30 28 26 26
1 30 28 26 24
3 28 26 24 22
4 26 24 22 20

continued

CALIFORNIA

Santa Rosa—cont

GRID, 1 MIN:	KSRO—cont			
	12 ti	18 ti	24 ti	36 ti
1	28	26	24	22
2	26	24	22	20
3	24	22	20	18
4	22	20	18	16

5 AM-MIDNIGHT
30 sec/less: 90% of 1-min.
Fixed position, extra 2.00.

10. SPECIAL FEATURES

News & weather, extra 10%.

KVRE-FM

1974
SANTA ROSA

Media Code 4 205 8925 1.00 Mid 008872-000
Visionary Radio Euphonics, Inc.
1415 Farmers Ln., Box 1712, Santa Rosa, CA 95402.
Phone 707-544-5873.

2. REPRESENTATIVES

Roslin Radio Sales.
1 min rate 1x: 288.00.

KZST (FM)

1971
SANTA ROSA

Adult Contemporary



Media Code 4 205 8970 7.00 Mid 008874-000
Redwood Empire Stereocasters
Box SS, 499 Humbolt St., Santa Rosa, CA 95402. Phone
707-528-4434.

PROGRAMMING DESCRIPTION
KZST (FM): MUSIC: familiar Adult Contemporary designed to appeal to adults 25-54; emphasis on personality approach with AIR PERSONALITIES. NEWS: coverage of local events; sponsorship of community happenings; fulltime local news dept featuring UPI wire service & live mobile unit; 9 min each 1/2 hr in AM drive; every hr in PM drive. **COMMERCIAL POLICY:** 13 units maximum of commercials per hr. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gordon D. Zlot.
General Sales Manager—Tom Skinner.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15/2; payable within 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29b, 33d.
Contracts: 40c, 41a, 43, 44b, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 1/1/85—Rec'd 12/20/84.
AAA—Mon thru Sun 5:30 am-8 pm.
AA—Mon thru Sun 8 pm-1 am.

GRID:	CLASS AAA			
	1	2	3	4
12 ti	36	34	32	30
18 ti	35	33	31	29
24 ti	34	32	30	28

GRID:	CLASS AA			
	1	2	3	4
12 ti	31	29	27	25
18 ti	30	28	26	24
24 ti	29	27	25	23

GRID:	TAP—MON-SUN 3/4AAA, 1/4AA			
	1	2	3	4
12 ti	33	31	29	27
18 ti	32	30	28	26
24 ti	31	29	27	25

30 sec: Ea spot deduct 2.00.

Seaside

Monterey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

See Monterey-Seaside (including Carmel, Pacific Grove)

Sonora

Tuolumne County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KVML

1949
SONORA



Media Code 4 205 8985 5.00 Mid 008876-000
Crown-Sierra Broadcasting Co.
Box 578, Sonora, CA 95370. Phone 209-532-7426.

PROGRAMMING DESCRIPTION
KVML: Programmed for adults 25-54. MUSIC: Country. NEWS: ABC; local; AP wire; weather; Paul Harvey; news block at noon. Contact Representative for further details. Rec'd 8/30/84.

- PERSONNEL**
President—David W. Winters.
Operations Manager—Jim Guidi.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 5 am-midnight. PST.
 - AGENCY COMMISSION**
15/10.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
- TIME RATES**
AM/FM COMBINATION
Eff 10/1/84—Rec'd 10/3/84.

PER WK, BTA:	MON THRU SUN EQUAL ROTATION			
	6 ti	12 ti	18 ti	24 ti
1 min	24	23	22	21
30 sec	21	20	19	18

AM only: Deduct 10% from AM/FM combination. (SMD)

KVML-FM

(formerly KROG (FM))
1971
SONORA



Media Code 4 205 9000 2.00 Mid 008875-000
Crown-Sierra Broadcasting Co.
Box 578, Sonora, CA 95370. Phone 209-532-7426.

PROGRAMMING DESCRIPTION
KVML-FM: Programmed for adults 18-49. MUSIC: Adult Contemporary. NEWS: plus weather in drive; time-weather interspersed through day & eve; AP wire. Contact Representative for further details. Rec'd 8/30/84.

- PERSONNEL**
President—David W. Winters.
Operating Manager—Jim Guidi.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
ERP 3,000 w.; 92.7 mhz. Stereo.
Operating schedule: 5 am-midnight. PST.
Antenna ht.: 560 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
Sold in combination with AM. See that listing.
- TIME RATES**

South Lake Tahoe

El Dorado County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KOWL

1956
SOUTH LAKE TAHOE



Media Code 4 205 9015 0.00 Mid 008877-000
KOWL, Inc.
Tahoe Keys Marina, Box 15460, So. Lake Tahoe, CA 95702. Phone 916-541-6681.

PROGRAMMING DESCRIPTION
KOWL: Programmed for adults 18-plus. MUSIC: Contemporary. Local AIR PERSONALITIES, heavy audience participation & promotion; live road/ski reports ea winter. NEWS: live local during drive hrs, M-F, ABC network; live mobile. Paul Harvey at 8 am, noon & 5 pm; sports trivia at 7:15 am & 5:45 pm. Rec'd 7/23/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David H. Isenberg.
 - FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
- TIME RATES**
No. 9 Eff 7/1/84—Rec'd 7/23/84.

PER WK:	ROS				
	12 ti	18 ti	24 ti	30 ti	35 ti
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	13.00	12.00	11.00	10.00	9.00

AM drive (6-10 am) extra 2.00.
PM drive (4-7 pm) extra 1.00.

(SMD)

KRLT (FM)

1976
SOUTH LAKE TAHOE



Media Code 4 205 9017 6.00 Mid 008878-000
Entertainment Enterprise, Inc.
297 Kingsbury Grade, Box 5310, Stateline, NV 89499.
Phone 702-568-5107.

PROGRAMMING DESCRIPTION
KRLT (FM): Target demographic 25-45. MUSIC: current Contemporary hits & album cuts, mixed w/yesterday's hits. NEWS: AP audio with comprehensive local coverage; heavy weather & road condition reports; ski reports in season. FEATURES: community interest; resort area, local promotions; live assist AM/PM. Rec'd 7/23/84.

- PERSONNEL**
General Manager—Larry Bauer.
Sales Manager—Sue Graham Archambault.
Engineer—Keith Harvey.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
ERP 6,000 w.; 93.9 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 188 ft. below average terrain.
 - AGENCY COMMISSION**
15%.
- TIME RATES**
Eff—Rec'd 8/23/83.

PER WK/MO:	6 ti				12 ti				18 ti				24 ti				30 ti			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18		
15 sec	5.00	4.75	4.50	4.25	8.00	7.75	7.50	7.25	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00		
30 sec	8.00	7.75	7.50	7.25	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00	2.00		
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00	2.00	1.00	0.00	0.00	0.00		

(SMD)

KTHO

1963
SOUTH LAKE TAHOE



Media Code 4 205 9020 0.00 Mid 008879-000
Emerald Broadcasting Co., Inc.
3351 Lake Tahoe Blvd., So. Lake Tahoe, CA 95705.
Phone 916-544-6471.
Mailing Address: Box AM, South Lake Tahoe, CA 95705.

PROGRAMMING DESCRIPTION
KTHO: Programming for mass appeal, music, personality, news, information. MUSIC: Adult-contemporary, oldies, standards. NEWS: News blocks AM drive & 12N, network & local at :60, weather 4x/hr, snow & road conditions featured; seasonal live ski reports from over 20 local & reg'l resorts; tele/talk with PERSONALITY, network features. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Chairman & CEO—Donald C. McBrain.
President—Norm Hankoff.
Vice-Pres. & Gen'l Mgr.—Oliver W. Hayden.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
2,500 w. days, 500 w. nights; 590 khz. Directional night.
500 w. pre-sunrise. Non-directional.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0 time only; 10th of month.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10d.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 44a, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60i, 60j, 60k, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KZFR (FM).
Affiliated with CBS Radio Network.
- TIME RATES**
Eff—Rec'd 2/6/84.

PER YR:	BTA/STANDARD DAYPARTS			
	1x	26x	104x	260x
1 min	18.00	17.25	16.50	15.75
30 sec	14.25	13.75	13.00	12.50
10 sec	9.00	8.50	8.25	8.00

SPECIFIED TIMES

PER YR:	1 min	30 sec	10 sec
Extra	2.00	1.50	1.00

(SMD)

KZFR (FM)

1966
SOUTH LAKE TAHOE

Media Code 4 205 9024 2.00 Mid 008880-000
Emerald Broadcasting Co., Inc.
3351 Lake Tahoe Blvd., So. Lake Tahoe, CA 95705.
Phone 916-544-6471.
Mailing Address: Box AM, South Lake Tahoe, CA 95705.

PROGRAMMING DESCRIPTION
KZFR (FM): Programmed for adults 25-54. MUSIC: Easy Listening; blend of Standards, Show Tunes, Contemporary Good Music, MOR & Popular, both instrumental & vocal presented in uninterrupted 1/4 hr segments; live assist AM drive. NEWS: every 1/2 hr AM drive, every 2 hrs throughout day; weather & roads every 1/4 hr AM drive, every 1/2 hr remainder of day. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
President—Norm Hankoff.
Vice-Pres. & Gen'l Mgr.—Oliver W. Hayden.
Station Manager—Curtis Fong.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 493 ft. below average terrain.
 - AGENCY COMMISSION**
15/0 time only; 10th of month.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5a, 6b, 7b, 8.
Rate Protection: 10d.
AM facilities: KTHO.
- TIME RATES**
Eff—Rec'd 2/6/84.

PER YR:	BTA/STANDARD DAYPARTS			
	1x	26x	104x	260x
1 min	15.00	14.25	13.75	13.00
30 sec	11.75	11.50	10.75	10.50
10 sec	7.50	7.25	7.00	6.50

Specified times, extra 1 min 2.00; 30 sec 1.50; 10 sec 1.00. (SMD)

Stockton

San Joaquin County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KCVR
1946
LODI

CABALLERO
SPANISH RADIO

See listing under city of license. Mid 008593-000

KFMR (FM)

KFMR FM 100

1980
STOCKTON



Media Code 4 205 9025 9.00 Mid 028428-000
Susan Carson
1120 N. San Joaquin St., Stockton, CA 95202. Phone
209-462-5367.

PROGRAMMING DESCRIPTION
KFMR (FM): MUSIC: Contemporary continuous country; top 30 music countdown Sun 9 am-noon. NEWS: M-F AM drive. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
Owner & Gen'l Mgr.—Susan Carson.
Sales Manager—Valerie Hubbard.
Director of Operations—Chuck Gillespie.
 - REPRESENTATIVES**
CBS/FM National Sales.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4c, 5, 6b.
Rate Protection: 10a, 12a, 15a, 15b.
Basic Rates: 20a, 29b.
Contracts: 40b, 44b.
Cancellation: 71a.
- TIME RATES**

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KHOP (FM)

1949
MODESTO



(This is a paid duplicate of the listing under Modesto, California.)

Media Code 4 205 4870 7.00 Mid 008678-000
The Pete Pappas Co.
1192 Norwegian, Box 3839, Modesto, CA 95352. Phone 209-526-8500.

PROGRAMMING DESCRIPTION
KHOP (FM): Programmed for 18-49 demographics. MUSIC: adult contemporary. NEWS: Network 1x/hr. Contact Representative for further details. Rec'd 10/4/82.

1. **PERSONNEL**
Owner—Pete Pappas.
Manager—Dave Jacob.
Program Director—David Kraham.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
ERP 50,000 w.; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 499 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10d, 11e, 12d, 13d, 14d.
Basic Rates: 23a, 24b, 29a.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70e.
AM facilities: KTRB.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KHOP (FM)/KTRB COMBINATION
Eff 1/23/85. Rec'd 1/23/85.

6. **SPOT ANNOUNCEMENTS**
MON THRU SAT 5-10 AM & 3-8 PM
1 min 50.00 30 sec 40.00
MON-SAT 10 AM-3 PM & 8 PM-1 AM; SUN ALL DAY
1 min 44.00 30 sec 35.50

KHOP (FM) only: 50% of KHOP (FM)/KTRB combination to nearest .50.

(D)

KJAX (FM)

1968
STOCKTON



McGAVREN GUILD RADIO



Media Code 4 205 9026 7.00 Mid 008881-000
Joseph Gamble Stations, Inc.
110 N. Eldorado St., Stockton, CA 95202. Phone 209-944-5529.

PROGRAMMING DESCRIPTION
KJAX (FM): MUSIC: beautiful, easy listening. NEWS: brief hrly local & network. COMMERCIAL POLICY: 4 commercial intermissions per hour. Contact Representative for further details. Rec'd 7/24/84.

1. **PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—Ort J. Loffhus.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht: 331 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 51a.
Comb.: Cont. Discounts: 60f, 60j, 60k, 61a, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
AM facilities: KJOY.
Affiliated with McGavren-Guild Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KJOY

1947
STOCKTON



McGAVREN GUILD RADIO



Media Code 4 205 9030 9.00 Mid 008882-000
Joseph Gamble Stations, Inc.
110 North El Dorado St., Stockton, CA 95201. Phone 209-948-5569.

Mailing Address: Drawer Y, Stockton, CA 95201.

PROGRAMMING DESCRIPTION
KJOY: MUSIC: Top 40, current hits. SPORTS: University of the Pacific football & basketball; San Francisco NFL, Forty-Niner football. Contact Representative for further details. Rec'd 8/24/84.

1. **PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—Ort J. Loffhus.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
1,000 w.; 1280 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 51a.
Comb.: Cont. Discounts: 60f, 60j, 60k, 61a, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
AM facilities: KJAX (FM).
Affiliated with McGavren-Guild Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNGT (FM)

1973
JACKSON

See listing under city of license. Mid 008581-000

KSTN

1949
STOCKTON

Media Code 4 205 9060 6.00 Mid 008884-000
San Joaquin Broadcasting Co.
2171 Ralph Ave., Stockton, CA 95206. Phone 209-948-5786.

2. **REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KSTN-FM

1962
STOCKTON

Media Code 4 205 9061 4.00 Mid 008885-000
Valley Broadcasters, Inc.
2171 Ralph Ave., Stockton, CA 95206. Phone 209-948-5786.

2. **REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KWG

STOCKTON



Katz Radio



Media Code 4 205 9090 3.00 Mid 008886-000
Central Valley Communications, Inc.
1325 N. Center, Suite 1, Stockton, CA 95203. Phone 209-943-1230.

PROGRAMMING DESCRIPTION
KWG: Programmed for adults & young adults. MUSIC: Oldies of the mid 50's to mid 70's. AIR PERSONALITIES handle all segments. NEWS: complete news, sports & information with news top & bottom hour during drive times; hrly updates local with network. FARM: 5-6 am & noon-12:15 pm. SPORTS: talk show M-F 7-8 pm, local sports play-by-play, pro football. Contact Representative for further details. Rec'd 11/21/83.

1. **PERSONNEL**
General Manager—Kenneth B. Thompson.
National Sales Manager—James Taylor.
Local Sales Manager—Dick Ringness.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. **AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 33d.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 60k, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYBB (FM), Tracy.
Affiliated with MBS.
Member: California Agri-Radio Network.

TIME RATES

KWG/KYBB (FM) COMBINATION
Eff 2/15/81—Rec'd 3/6/81.

6. SPOT ANNOUNCEMENTS

BTA, M-SUN 6 AM-7 PM: 12 ti 18 ti 24 ti
1 min 30 28 26
30 sec 27 25 23
All other times 75% of earned rate.
Guaranteed AM drive, extra 10%.

KWG only: Deduct 6:00 from KWG/KYBB (FM) combination.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KWIN (FM)

1959
LODI



MAJOR MARKET RADIO SALES



(This is a paid duplicate of the listing under Lodi, California.)

Media Code 4 205 2730 1.00 Mid 008594-000
Snell Brothers Partnership, B. Floyd Farr, Haig and Anita Naz Mardikian dba KWIN (FM)
7808 Kelley Dr., Box 7871, Stockton, CA 95209. Phone Stockton, 209-951-8165, Lodi, 209-334-5946.

PROGRAMMING DESCRIPTION

KWIN (FM): Contemporary Hit Radio. MUSIC: current hits & selected oldies. NEWS: 6x/daily. SPORTS: 7x/daily at :30. Contact Representative for further details. Rec'd 10/1/84.

1. **PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Roger Turnbaugh.
Co-Op Director—Ken Fernandes.

2. **REPRESENTATIVES**
Major Market Radio Sales.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0; time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 47b, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60g, 61a.
Cancellation: 70e, 71a, 72a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KQVR.

TIME RATES

No. 8 Eff 7/1/83—Rec'd 5/13/83.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-noon.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. **SPOT ANNOUNCEMENTS**
PER WK: - 1 min - 30 sec
AA A B AA A B
10 ti 28 24 18 22 18 14
20 ti 27 23 17 21 17 13
30 ti 26 22 16 20 16 12
40 ti 25 21 15 19 15 11
50 ti 24 20 14 18 14 10
10 sec: 60% of 1-min.
C: 50% of A.

7. PACKAGE PLANS

BULK—WITHIN 52 WEEKS

PER YR: - 1 min - 30 sec
AA A B AA A B
400 x 22 20 14 18 16 12
600 x 20 18 12 16 14 10
800 x 18 16 10 14 12 8

10. SPECIAL FEATURES

5 min news 3 min sports
AA A B AA A B
Ea 22 20 14 19 17 11
(D)

Susanville

Lassen County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KSUE

1948
SUSANVILLE

See SRDS Spot Radio Small Markets Edition. Mid 008887-000

KSUE-FM

1976
SUSANVILLE

Mid 008888-000
See SRDS Spot Radio Small Markets Edition.

Taft

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KTKR

1948
TAFT

Mid 008889-000
See SRDS Spot Radio Small Markets Edition.

Tehachapi

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KTPJ (FM)

1981

TEHACHAPI-MOJAVE
Media Code 4 205 9162 0.00 Mid 030276-000
Chambers Broadcasting
858 W. Jackman, Suite 112, Lancaster, CA 93534. Phone 805-945-9454.

PROGRAMMING DESCRIPTION
KTPJ (FM): MUSIC: Modern Country. NEWS: network at :60 followed by local. FEATURES: Sat, American Country Countdown. SPORTS: L.A. Dodger baseball. Contact Representative for further details. Rec'd 6/25/84.

1. **PERSONNEL**

Owner—George Chambers.
General Manager—Bob Adelman.
Sales Manager—Bob Nedman.

2. **REPRESENTATIVES**
Western Regional Broadcast Sales.

3. **FACILITIES**
ERP 860 w. (horiz.), 860 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5035 ft. above average terrain.

4. **AGENCY COMMISSION**
15%; payable when rendered.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (CR)

Thousand Oaks

Ventura County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KMDY

1971
THOUSAND OAKS



Media Code 4 205 9175 2.00 Mid 008890-000
Comedy Broadcasting Co.
2701 E. Thousand Oaks Blvd., Thousand Oaks, CA 91362. Phone 805-497-8511.

2. **REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 26.00.

KNJO (FM)

1963
THOUSAND OAKS

Media Code 4 205 8210 7.00 Mid 008891-000
Thousand Oaks Radio Corp.
1776 Moorpark Rd., Box 1348, Thousand Oaks, CA 91360. Phone 805-495-2124.

PROGRAMMING DESCRIPTION
KNJO (FM): Programmed for adults 25+. MUSIC: live, albums, 45's, pre-recorded popular source. NEWS: at :60 throughout day & additional newscasts at :30 during AM/PM drive; strong emphasis on local; UPI audio, state & county information; stock market; marine weather. SPORTS: reports hrly during drive. Rec'd 11/10/83.

1. **PERSONNEL**
General Manager—Stuart Levy.
Program Director—Mike Tanner.

3. **FACILITIES**
ERP 560 w. (horiz.), 560 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 630 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28c.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a, 60c, 60h.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

CALIFORNIA

Tracy

San Joaquin County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KYBB (FM)
1966
TRACY

Mid 008892-000
See SRDS Spot Radio Small Markets Edition.

Truckee

Nevada County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KTRT
1959
TRUCKEE

Mid 008893-000
See SRDS Spot Radio Small Markets Edition.

Tulare

Tulare County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KBOS (FM)
1965
TULARE



McGAVREN GUILD RADIO



Media Code 4 205 9285 9.00 Mid 008894-000
KBOS, Inc.
2020 E. McKinley, Fresno, CA 93703. Phone 209-237-9361.

PROGRAMMING DESCRIPTION

KBOS (FM): Contemporary Hit radio. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Stephen D. Miller.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
ERP 16,500 w. (horiz.), 16,500 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5,700 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING See coded regulations**
AM facilities: KMAK, Fresno.
Affiliated with ABC Contemporary Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

KCOK
1946
TULARE

Mid 008895-000
See SRDS Spot Radio Small Markets Edition.

KGEN
1957
TULARE

Mid 008896-000
See SRDS Spot Radio Small Markets Edition.

KJUG (FM)
1964
TULARE

Mid 008897-000
See SRDS Spot Radio Small Markets Edition.

Turlock

Stanislaus County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KCEY
1949
TURLOCK



Media Code 4 205 9360 0.00 Mid 008898-000
FMW Broadcasting, Inc.
4043 Geer Rd., Box 979, Modesto, CA 95354. Phone 209-883-0433.

PROGRAMMING DESCRIPTION

KCEY: Programmed for general interest. MUSIC: Adult Contemporary, utilizing 6 AIR PERSONALITIES for all segments. NEWS: at :57; weather at :45. FARM: market, weather & info M-F 6:10-7 am; Sat 6:40-7 am. FEATURES: Portuguese Sun 6-8 am. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bud McMurray.
Farm Director—Buck Clausen.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1390 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 49.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82
FM facilities: KMIX (FM).
Affiliated with MBS.
Affiliated with Satellite Music Network.
Member: California Ag Radio Group.

TIME RATES

KCEY/KMIX (FM) COMBINATION
No. 80-1 Eff 8/1/80—Rec'd 5/30/84.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III
1 min	33	31	29
30 sec	26	25	23
MON THRU FRI 10 AM-3 PM; SAT & SUN 6 AM-8 PM			
1 min	30	28	26
30 sec	24	22	21
MON THRU SUN 8 PM-MIDNIGHT			
1 min	33	31	29
30 sec	26	25	23

KCEY only: Deduct 5.00 from KCEY/KMIX (FM) combination.

(D)

KMIX (FM)
1977
TURLOCK



Media Code 4 205 9375 8.00 Mid 008899-000
FMW Broadcasting, Inc.
4043 Geer Rd., Box 979, Modesto, CA 95354. Phone 209-883-0433.

PROGRAMMING DESCRIPTION

KMIX (FM): Programmed for general interest. MUSIC: Country with 5 AIR PERSONALITIES for all day parts. NEWS: at :60; weather at :38. Contact Representative for further details. Rec'd 9/28/82.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Bud McMurray.

2. **REPRESENTATIVES**
Christal Radio.

3. **FACILITIES**
ERP 1,620 w. (horiz.), 1,620 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 390 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a.
Contracts: 41, 42a, 45, 46, 49.
Comb.; Cont. Discounts: 60a, 60e, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KCEY.

TIME RATES

KMIX (FM)/KCEY COMBINATION
Eff—Rec'd 5/25/84.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III
1 min	33	31	29
30 sec	30	29	27
MON THRU FRI 10 AM-3 PM; SAT & SUN 6 AM-8 PM			
1 min	30	28	26
30 sec	27	25	23
MON THRU SUN 8 PM-MIDNIGHT			
1 min	33	31	29
30 sec	30	29	27

KMIX (FM) only: Deduct 5.00 from KMIX (FM)/KCEY combination.

(D)

KMYT (FM)
1975
MERCED

Mid 008672-000

See listing under city of license.

Twentynine Palms

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

KDHI
1961
TWENTYNINE PALMS

Mid 008900-000

See SRDS Spot Radio Small Markets Edition.

KQYN (FM)
1965
TWENTYNINE PALMS

Mid 008901-000

See SRDS Spot Radio Small Markets Edition.

Ukiah

Mendocino County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.

KIAH (FM)
1974
UKIAH

Mid 008902-000

See SRDS Spot Radio Small Markets Edition.

KUKI
1950
UKIAH

Mid 008903-000

See SRDS Spot Radio Small Markets Edition.

KWNE (FM)

K Wine 94.5 FM

1966
UKIAH



Media Code 4 205 9455 8.00 Mid 008904-000
Broadcasting Corporation of Mendocino County
Box 1056, Ukiah, CA 95482. Phone 707-462-1451.

PROGRAMMING DESCRIPTION

KWNE (FM): Targeted to adult 18+. MUSIC: Adult Contemporary. NEWS: UPI audio; state & weather hlry; emphasis on local services; sports & farm reports; farm weather. FEATURES: community calendar 5x/day; AOR evenings, concerts & specials; Jazz Show Sun AM; contests. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**
President—Gail Dye.
Station Manager—Mike Spencer.
Business Manager—Gudrun Dye.

2. **REPRESENTATIVES**
Masla Radio.

3. **FACILITIES**
ERP 2,350 w. (horiz.), 2,350 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,910 ft. above average terrain.

4. **AGENCY COMMISSION**
None; agencies add commission to rates shown.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 12/20/84—Rec'd 12/20/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	10 ti	20 ti	30 ti	40 ti	60 ti	60 ti
PER MO:	20 ti	45 ti	70 ti	90 ti	140 ti	140 ti
PER YR:	100x	250x	360x	720x	900x	900x
1 min	15.50	15.30	15.00	14.60	14.20	14.20
30 sec	12.00	11.80	11.50	11.20	10.90	10.90
CLASS AA						
1 min	13.70	13.40	13.00	12.60	12.30	12.30
30 sec	10.60	10.30	10.00	9.70	9.40	9.40
BTA						
1 min	12.10	11.70	11.30	10.90	10.50	10.50
30 sec	9.30	9.00	8.70	8.40	8.10	8.10
10 sec: 1/2 of 1-min, minimum 6.20.						

7. PACKAGE PLANS

PER WK:	TAP	
	30 sec	1 min
10 ti	136	177

(SMD)

Vacaville

Solano County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KUIC (FM)
1973
VACAVILLE

Adult Contemporary



Media Code 4 205 9465 7.00 Mid 008905-000
KUIC-Quick Broadcast, Inc.
California-Hawaii Bldg., 419 Mason St., Suite 203, Vacaville, CA 95688. Phone 707-446-0200.

PROGRAMMING DESCRIPTION

KUIC (FM): MUSIC: Adult Contemporary. NEWS: at :20 & :50 in AM drive & at 11:50 at 12:20, 3:50, 4:20, 4:50, & 5:50; AP; local weather service. SPORTS: local. FEATURES: special events. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**
President—Harry Benton.
General Manager—Andy Santamaria.
Sales Manager—Warren Whitlock.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.

3. **FACILITIES**
ERP 2,850 w. (horiz.), 2,850 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 205 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: California Ag Radio Group.

TIME RATES

Eff—Rec'd 12/20/84.
AA—Mon thru Sat 6 am-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

AA	1 MINUTE			B	12 ti	18 ti	24 ti
	25	23	21				
30 sec:	60%	60%	60%	18	16	14	14

(CR)

Vallejo

Solano County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KNBA
1947
VALLEJO



Media Code 4 205 9480 6.00 Mid 008906-000
KNBA, Inc.
3267 Sonoma Blvd., Vallejo, CA 94590. Phone 707-644-8944.

2. **REPRESENTATIVES**
A/D Media Sales.
1 min rate 1x: 21.00.

KVON
1947
NAPA

Mid 008691-000
See listing under city of license.

KVYN (FM)
1976
ST. HELENA

Mid 008771-000
See listing under city of license.

Ventura

Ventura County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Oxnard-Ventura
(including Port Hueneme; Santa Paula)

Victorville

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

KCIN

1961
VICTORVILLE



Media Code 4 205 9540 7.00 Mid 008907-000
Sidney King dba Crown Broadcasting Services
Holiday Inn-15494 Palmdale Rd., Box 1428, Victorville,
CA 92392. Phone 619-245-8635.



PROGRAMMING DESCRIPTION
KCIN: Community involved, programmed for adults.
MUSIC: MOR Country. NEWS: network at :30, 5 local
newscasts daily; 1-hr daily talk show. Contact
Representative for further details. Rec'd 1/21/80.

- PERSONNEL**
General Manager—Sidney King.
- REPRESENTATIVES**
Western Regional Broadcast Sales.
Farm—J. L. Farmakis, Inc.
- FACILITIES**
500 w. days; 1590 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15% time only; 30 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Member: California Ag Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 83-C Eff 12/1/83—Rec'd 11/21/83.

AA—Mon thru Fri 6-10 am & 3:30-6:30 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	SPECIAL PAC				
	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	13.00	12.00	11.00	10.50	9.50
30 sec	11.00	10.00	9.50	9.00	8.50
ROS, 50% AA guaranteed.					
AA: Extra 10%; A: Deduct 5%.					

(SMD)

KVVQ (FM)

1980
VICTORVILLE



Media Code 4 205 9555 5.00 Mid 008908-000
Ken Orchard
14420 Civic Dr., Box 1477, Victorville, CA 92392. Phone
619-243-4636.



PROGRAMMING DESCRIPTION
KVVQ (FM): Programmed for adults 18-54. MUSIC: cur-
rent hits with a mixture of oldies. NEWS: AP audio
network news & sports. Full time news staff. Contact
Representative for further details. Rec'd 6/11/82.

- PERSONNEL**
Manager—Ken Orchard.
- REPRESENTATIVES**
Hugh Wallace, Inc.
- FACILITIES**
ERP 97 w. (horiz.), 97 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,500 ft. above average terrain.
- AGENCY COMMISSION**
15%; 10th of following month.

TIME RATES
No. 4 Eff 3/1/84—Rec'd 3/1/84.

BTA:	30 sec				
	10 ti	15 ti	20 ti	25+	1 min
1 wk	15.60	15.00	14.40	13.80	13.80
4 wk	13.80	13.20	12.60	12.00	12.00
24 wk	12.60	12.00	11.40	10.80	10.80
52 wk	11.40	10.80	10.20	9.60	9.60

BTA:	30 sec				
	10 ti	15 ti	20 ti	25+	1 min
1 wk	14.40	13.80	13.20	12.60	12.60
4 wk	12.60	12.00	11.40	10.80	10.80
24 wk	11.40	10.80	10.20	9.60	9.60
52 wk	10.20	9.60	9.00	8.40	8.40
Fixed, extra 20%.					

(SMD) (CR)

Visalia

Tulare County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KCOK

1946
TULARE

Box 3730, Visalia, CA 93277. Phone 209-625-5265.
See listing under city of license.

Mid 008895-000

KLTK (FM)

1976
HANFORD

Visalia, Phone 209-733-4020.
See listing under city of license.

Mid 008572-000

KNDE

(formerly KONG)
1946
VISALIA



Media Code 4 205 9570 4.00 Mid 008909-000
Air Waves, Inc.
Box 3320, 2200 W. Main St., Visalia, CA 93277. Phone
209-733-1400.



- REPRESENTATIVES**
Hugh Wallace, Inc.
1 min rate 1x: 14.00.

KNGS

1948
HANFORD

Mid 008573-000

Visalia, Phone 209-733-4020.
See listing under city of license.

KNTN (FM)

(formerly KONG-FM)
1961
VISALIA



Media Code 4 205 9571 2.00 Mid 008910-000
Air Waves, Inc.
Box 3329, 2200 W. Main St., Visalia, CA 93277. Phone
209-733-1400.
1 min rate 1x: 16.00.



KOJY (FM)

1975
DINUBA

Mid 008533-000

See listing under city of license.

Vista

San Diego County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

See San Diego
(including Carlsbad, El Cajon, Escondido, Vista)

KMLO

1967
VISTA

Mid 008792-000

1463 W. Vista Way, Box 1000, Vista, CA 92083. Phone
619-724-8333.
See listing under San Diego, Calif.

Walnut Creek

Contra Costa County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See Concord
(including Walnut Creek)

Wasco

Kern County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KERI

1950
WASCO

Mid 008912-000

See SRDS Spot Radio Small Markets Edition.

Watsonville

Santa Cruz County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

KOMY

1937
WATSONVILLE



Media Code 4 205 9660 3.00 Mid 008913-000
Frontier Broadcasting Co. of California
Box 778, 40 Atkinson Ln., Watsonville, CA 95076. Phone
408-724-5641.

- REPRESENTATIVES**
Radio Time Sales/International.
Caballero Spanish Media, Inc.
1 min rate 1x: 14.50.

West Covina

Los Angeles County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Los Angeles Urban Area

Willows

Glenn County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KIQS

1961
WILLOWS

Mid 008914-000

See SRDS Spot Radio Small Markets Edition.

KIQS-FM

1983
WILLOWS

Mid 033198-000

See SRDS Spot Radio Small Markets Edition.

Woodland

Yolo County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KSFM (FM)

1961
WOODLAND



Media Code 4 205 9720 5.00 Mid 008915-000
Duffy Broadcasting Corp. of Sacramento
500 Main St., Suite 1, Woodland, CA 95695. Phone 916-
662-1047.
Other Office: 937 Enterprise Dr., Sacramento, CA
95825. Phone 916-929-5467.

PROGRAMMING DESCRIPTION

KSFM (FM): Programmed for adults 18-34. MUSIC: album
cuts and current hits. Contact Representative for further
details. Rec'd 5/6/74.

- PERSONNEL**
President—Martin Greenberg.
Vice-Pres. & Gen'l Mgr.—Jerry E. McKenna.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 50,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 535 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
AM facilities: KGMS. Sacramento.
Sold in combination with KGMS/KSFM (FM). See that
listing under Sacramento.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Yermo

San Bernardino County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Barstow
(including Yermo)

Yreka City

Siskiyou County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KSYC

1947
YREKA CITY

Mid 008917-000

See SRDS Spot Radio Small Markets Edition.

KYRE (FM)

1983
YREKA CITY

Mid 030224-000

See SRDS Spot Radio Small Markets Edition.

Yuba City-Marysville

Yuba City, Sutter County—Map Location C-4
Marysville, Yuba County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are
consolidated under multiple city headings. This is not to
imply that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the time
buying function to determine the extent of individual
station coverage, audience delivered, etc. within the
area.

KEWE (FM)

1979
OROVILLE

Mid 008696-000

See listing under city of license.

KMYC

1940
MARYSVILLE

Media Code 4 205 9755 1.00 Mid 008918-000
River Cities Radio Corp.
1605 Simpson Ln., Box 631, Marysville, CA 95901. Phone
916-742-5555.

- REPRESENTATIVES**
McGavren Guild Radio.
1 min rate 1x: 16.00.

KOBO



1953
YUBA CITY



Media Code 4 205 9760 1.00 Mid 008919-000
Yuba-Sutter Communications Corp.
Box 1056, Yuba City, CA 95991. Phone 916-673-7677.

PROGRAMMING DESCRIPTION

KOBO: MUSIC: MOR. NEWS: AP wire & audio network;
news block & talk with 4 local newscasters/reporters at
6:30-9 am & 4:30-5:30 pm M-F, incl agribusiness &
meteorologist; local involvement emphasized. SPORTS:
Oakland A's baseball. Contact Representative for further
details. Rec'd 10/23/84.

- PERSONNEL**
Commercial Manager—David Reichert.
Farm/News Director—Larry Cooper.
- REPRESENTATIVES**
Los Angeles—Gillis Broadcasting Representatives.
San Francisco—Radio Time Sales/International.
New York, Chicago & Atlanta—Frederick W. Smith.
- FACILITIES**
500 w. days; 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5:30 am-midnight; Sun 6 am-10 pm.
PST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 4a, 5.

Rate Protection: 15b

Basic Rates: 21b, 22a, 23a, 29b.

Contracts: 40a, 44b, 45, 46, 51a.

Comb.; Cont. Discounts: 60k, 62d.

Cancellation: 70b, 70c, 71a.

Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 8/1/83—Rec'd 7/19/83.

AA—Mon thru Fri 9 am-4 pm; Sat & Sun 5:30 am-6 pm.

A—6pm-midnight.

- SPOT ANNOUNCEMENTS**

PER WK:	- 1 min - 30 sec	
	AA	A
25 ti per wk/100 ti per mo	8.00	5.50
26+ per wk/101+ per mo	7.50	5.00
DISCOUNT		
13 wk—2-1/2%	26 wk—5%	53 wk—10%

- SPECIAL FEATURES**

NEWS BLOCKS/TALK—MON-FRI 6:30-9 AM & 4-6 PM

1 min 30 sec

25 ti per wk/100 ti per mo
 10.50 | 8.50 |

26+ per wk/101+ per mo
 10.00 | 8.00 |

5-min newscast 13.50 ea; 13-wk minimum. Incl open &
close plus 1 1-min spot.

KORV

1947
OROVILLE

Mid 008697-000

See listing under city of license.

CALIFORNIA

Yuba City-Marysville—cont

KRFD (FM)

1947
MARYSVILLE



McGAVREN GUILD RADIO



Media Code 4 205 9762 7.00 Mid 008920-000
River Cities Corp.
Box 631, 1605 Simpson Lane, Marysville, CA 95901.
Phone 916-742-5555.

PROGRAMMING DESCRIPTION

KRFD (FM): MUSIC: Adult Contemporary. Contact
Representative for further details. Rec'd 9/24/84.

- 1. PERSONNEL**
General Manager—Les Crook.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 50,000 w.; 99.9 mhz. Stereo.
Operating schedule: 5:30-1 am. PST.
Antenna ht.: 2,118 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
AM facilities: KMYC.
Affiliated with NBC-The Source.

TIME RATES

No. 84-A Eff 8/1/84—Rec'd 1/24/85.

7. PACKAGE PLANS

PER WK:	FIXED POSITION					
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22.00	21.00	20.00	19.00	18.00	17.00
30 sec	18.00	17.00	16.00	15.00	14.00	13.00
PRIME (ANY THREE DAYPARTS) 6-10 AM, 10 AM-3 PM, 3-7 PM & 7 PM-1 AM						
1 min	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	13.50	12.50	11.50	10.50	9.50	8.50
BULK						
PER MO:	50 ti	100 ti	150 ti			
1 min	13.00	12.00	11.50			
30 sec	9.00	8.00	7.50			

KUBA

1947
YUBA CITY



Media Code 4 205 9765 0.00 Mid 008921-000
KUBA/KXEZ (FM) Radio
Box 309, Yuba City, CA 95992. Phone 916-673-1600.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 14.00.

KXEZ (FM)

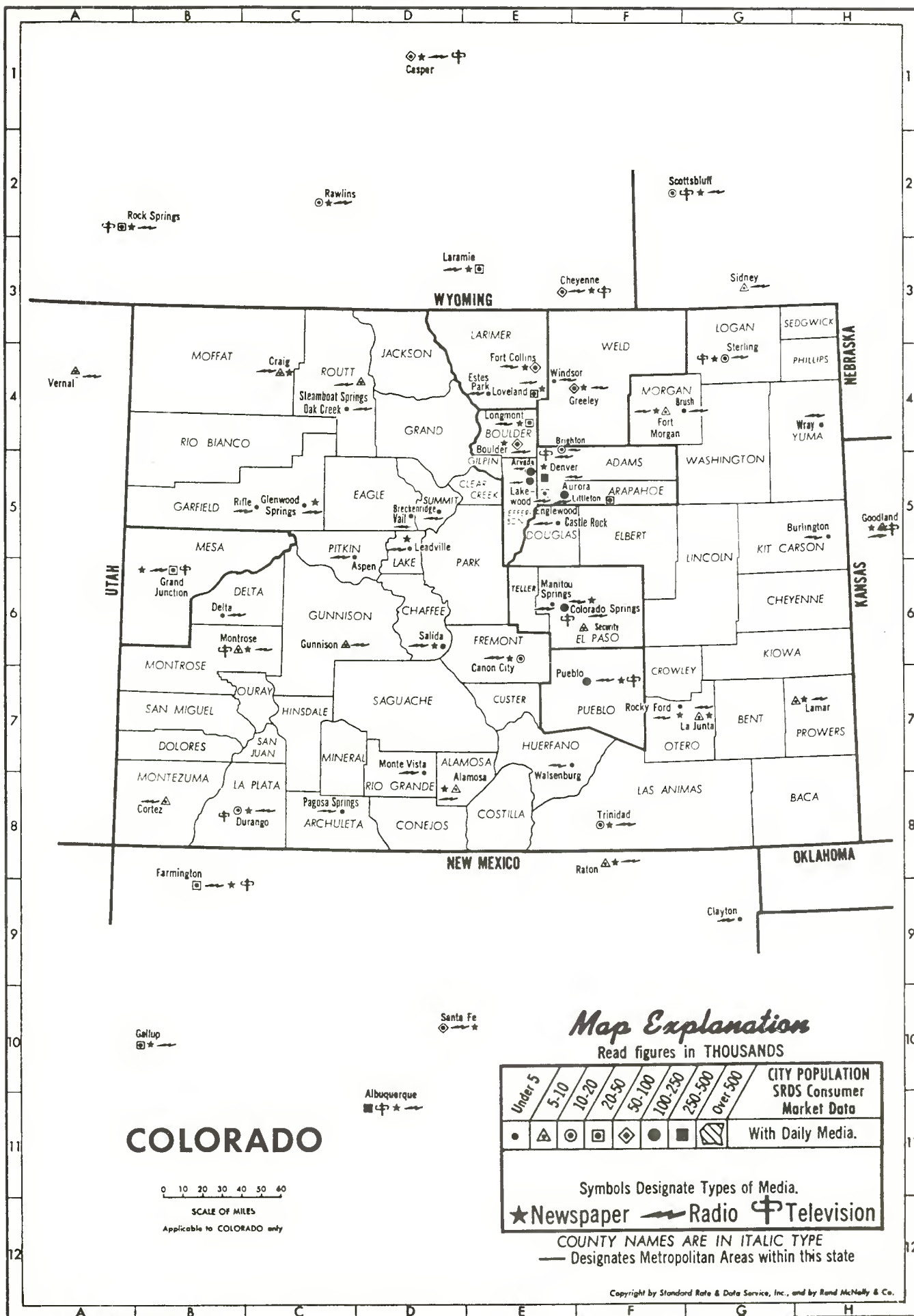
1974
YUBA CITY



Media Code 4 205 9882 3.00 Mid 008922-000
KUBA/KXEZ (FM) Radio
Box 309, Yuba City, CA 95992. Phone 916-673-1600.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 14.00.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



COLORADO

0 10 20 30 40 50 60
SCALE OF MILES
Applicable to COLORADO only

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Arvada—Jefferson Aurora—Arapahoe		Boulder—Boulder Colorado Springs—El Paso		Denver—Denver Fort Collins—Larimer		Greeley—Weld Lakewood—Jefferson		Longmont—Boulder Loveland—Larimer		Pueblo—Pueblo		Thornton—Adams		Westminster—Adams							
Estimates for:		Gross Household Income—1984								Retail Sales—1984											
STATE	COUNTY—Map Loc.	Population	Households	Per	% Distribution	15000	35000	50000	Total Retail Sales		By Selected Store Types						Passen-	Black	Spanish		
City	Metropolitan Area	4/1/84	4/1/84	Household	to	to	to	and	(\$000)	Per	Food	Drug	General	Apparel	Home	Auto	Service	Cars	Pop.	Pop.	
		(000)	(000)	(\$)	14999	34999	49999	over	(\$000)	Household	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	4/1/84	4/1/84	4/1/84	
																		(000)	(000)	(000)	
COLORADO STATE TOTALS																					
		3,196.4	1,185.98	38,593,204	32,541	25.6	38.7	18.2	17.5	18,142,839	15,298	3,897,701	601,899	2,585,646	872,790	956,789	3,085,471	1,599,441	2,195.64	105.8	362.56
ADAMS F-5	Thornton	272.7	94.53	3,144,990	33,270	11.6	34.3	28.6	25.4	1,512,510	16,000	321,311	48,812	210,889	73,617	82,213	257,881	132,771	186.15	7.0	42.65
	Westminster	48.5	16.53	568,516	34,393					272,612	16,492	57,486	8,637	37,462	13,369	15,105	46,557	23,864	32.78	.5	6.93
	ALAMOSA D-7	60.7	20.27	795,577	39,249					350,290	17,281	73,059	10,794	47,097	17,369	19,954	59,968	30,537	41.83	.5	6.70
	ARAPAHOE F-5	12.5	4.22	97,324	23,063	43.8	39.0	9.7	7.4	55,887	13,243	12,480	2,032	8,574	2,577	2,628	9,419	5,001	7.67	.1	3.99
	Aurora	348.8	127.58	5,221,680	40,929	16.0	39.3	23.2	21.5	2,126,460	16,668	447,283	66,948	290,674	104,548	118,588	363,360	185,967	248.09	10.0	14.84
	ARCHULETA C-8	192.1	72.04	2,577,540	35,779					1,183,390	16,427	249,788	37,585	162,933	57,977	65,407	202,056	103,629	132.93	13.2	9.66
	BACA H-8	4.1	1.40	26,941	19,244	47.9	40.8	5.8	5.5	17,420	12,443	3,959	660	2,762	787	772	2,923	1,570	2.70		1.28
	BENT G-7	5.4	2.08	39,654	19,064	50.1	36.0	7.2	6.7	25,802	12,405	5,870	979	4,098	1,164	1,140	4,329	2,326	4.15		.33
	BOULDER E-4	5.8	1.97	41,944	21,291	43.5	40.5	10.9	5.0	25,465	12,926	5,725	940	3,956	1,172	4,285	2,285	3.72			1.47
	Boulder	212.8	78.68	2,793,750	35,508	20.2	44.0	20.9	14.9	1,238,420	15,740	264,147	40,367	174,041	60,025	66,596	210,955	108,877	147.54	1.9	11.55
	Boulder-Longmont Metro Area	80.1	30.73	977,102	31,796					453,038	14,743	98,260	15,381	65,764	21,575	26,787	80,085	40,085	51.02	1.2	3.17
	Longmont	212.8	78.68	2,793,750	35,508	22.2	37.2	18.9	21.7	1,238,420	15,740	264,147	40,367	174,041	60,025	66,596	210,955	108,877	147.54	1.9	11.55
	CHAFFEE D-6	50.2	18.26	583,417	31,951					286,775	15,705	61,203	9,361	40,347	13,892	15,398	48,844	25,718	34.64	.2	4.36
	CHEYENNE G-6	14.6	5.34	133,835	25,063	32.3	45.0	15.3	7.4	76,238	14,277	76,238	2,642	11,250	3,899	3,819	12,911	6,268	10.65	.1	1.42
	CLEAR CREEK E-5	2.1	.80	14,733	18,416	48.6	41.7	5.5	4.3	9,803	12,254	2,237	374	1,565	441	429	1,644	885	1.60		.05
	CONEJOS D-8	8.2	3.24	122,382	37,772	15.9	39.7	21.4	23.1	53,887	16,632	11,337	1,697	7,372	2,449	3,003	9,208	3,003	6.70		.30
	COSTILLA E-7	7.9	2.43	36,974	15,216	58.2	35.1	5.2	1.4	28,075	11,553	6,528	1,118	4,639	1,234	1,146	4,685	2,553	4.77		4.86
COSTILLA F-7		3.1	1.04	24,131	23,203	49.9	32.5	9.5	8.1	13,302	12,790	2,999	494	2,077	607	606	2,237	1,195	1.95		2.38
CROWLEY F-8		3.1	1.18	18,013	15,265	58.6	34.7	4.4	2.3	13,657	11,574	3,178	545	2,260	600	556	2,279	1,242	2.27		.61
CUSTER E-7		1.6	.62	12,491	20,147	43.8	41.9	10.0	4.3	8,138	13,126	1,823	298	1,256	374	379	1,371	729	1.23		.04
DELTA B-6		23.9	9.02	196,909	21,830	41.5	40.2	12.1	6.2	119,560	13,255	26,696	4,347	18,340	5,623	20,151	10,699	17.25			2.00
DENVER E-5		486.3	211.34	6,170,490	29,197	32.1	39.3	14.7	13.8	3,050,940	14,436	665,412	104,972	447,632	144,421	154,172	517,062	270,529	301.69	58.5	91.22
	Denver	486.3	211.34	6,170,490	29,197					3,050,940	14,436	665,412	104,972	447,632	144,421	154,172	517,062	270,529	301.69	58.5	91.22
	Denver Metro Area	1,573.6	597.15	21,384,300	35,811	21.2	37.1	20.2	21.5	9,485,940	15,885	2,018,730	307,480	1,327,230	460,854	513,190	1,616,690	833,257	1,064.18	83.7	179.95
	Consolidated Area	1,786.4	675.82	24,178,100	35,776	21.4	37.1	20.1	21.5	10,724,400	15,869	2,282,880	347,847	1,501,270	520,879	579,787	1,827,640	942,135	1,211.52	85.8	191.71
	DOLORES B-7	31.8	10.05	455,391	45,313	39.3	42.3	11.2	6.6	8,484	13,684	1,877	302	1,280	395	410	1,433	757	1.30		.06
	DOUGLAS E-5	15.9	6.32	262,564	41,545	11.4	32.3	24.5	31.8	174,305	17,344	36,325	5,360	23,398	8,650	9,949	29,845	15,190	24.50	.1	.77
	EAGLE D-5	8.1	2.73	71,328	26,127	33.5	39.2	17.9	9.4	39,544	14,485	8,618	1,358	5,793	1,874	2,003	6,703	3,505	6.22		1.17
	ELBERT F-5	343.9	121.82	3,889,380	31,927	26.1	40.7	17.2	16.0	1,844,670	15,143	397,339	61,590	264,235	88,495	96,580	313,527	162,786	220.42	21.2	27.78
	EL PASO F-6	237.1	90.35	2,843,770	31,475					1,356,450	15,013	292,821	45,532	195,130	64,921	70,583	230,430	119,803	158.13	13.1	20.15
	Colorado Springs	343.9	121.82	3,889,380	31,927	24.7	41.0	17.8	16.4	1,844,670	15,143	397,339	61,590	264,235	88,495	96,580	313,527	162,786	220.42	21.2	27.78
	Colorado Springs Metro Area	343.9	121.82	3,889,380	31,927	24.7	41.0	17.8	16.4	1,844,670	15,143	397,339	61,590	264,235	88,495	96,580	313,527	162,786	220.42	21.2	27.78
	FREMONT E-6	32.0	11.48	272,647	23,750	37.5	41.0	13.9	7.6	158,613	13,816	35,003	5,611	23,798	7,412	7,739	26,807	14,128	21.60	.4	2.55
	GARFIELD B-5	25.9	9.47	361,537	38,177	20.7	31.6	20.5	27.2	153,601	16,220	32,523	4,917	21,279	7,501	8,421	26,208	13,467	19.17		1.07
GILPIN E-5		2.9	1.17	47,061	40,223	18.8	26.3	25.2	29.7	19,815	16,936	4,153	618	2,690	978	1,115	3,389	1,731	2.49		.10
GRAND D-4		9.1	3.44	114,779	33,366	20.1	39.7	21.7	18.5	54,944	15,972	11,675	1,774	7,664	2,674	2,985	9,367	4,823	7.28		.31
GUNNISON C-6		12.1	4.39	110,458	25,161	34.4	42.2	13.2	10.2	61,879	14,095	13,582	2,161	9,189	2,909	3,069	10,472	5,500	7.95		.38
HINSDALE C-7		5	2.0	7,913	39,565	23.2	33.8	22.7	20.2	3,159	15,795	672	102	441	154	171	539	277	4.0		.01
HUERFANO E-7		6.5	2.44	47,490	19,463	49.3	36.4	7.4	6.9	30,762	12,607	6,968	1,156	4,846	1,395	1,380	5,167	2,768	4.38		2.85
JACKSON D-4		1.9	.67	16,007	23,891	29.8	52.5	12.7	4.9	9,351	13,957	2,056	328	1,393	439	462	1,582	832	1.42		.05
JEFFERSON E-5		434.1	153.64	6,391,770	41,602	12.1	32.4	27.4	28.1	2,621,720	17,084	548,402	81,389	354,551	129,618	148,269	448,540	228,800	317.49	2.3	22.74
	Arvada	99.6	34.06	1,376,610	40,417					587,633	17,253	122,602	18,123	79,062	29,127	33,446	100,593	51,234	70.96	.5	5.61
	Lakewood	123.9	45.82	1,866,810	40,742					769,096	16,785	161,505	24,112	104,818	37,876	43,072	131,468	67,218	92.36	.6	7.28
	KIOWA G-6	2.0	.75	15,190	20,253	44.5	41.0	7.8	6.6	9,625	12,833	2,171	358	1,505	439	438	1,618	859	1.65		.04
	KIT CARSON G-5	7.7	2.84	57,211	20,145	43.8	42.2	8.9	5.1	36,226	12,967	8,271	1,357	5,711	1,687	1,699	6,198	3,303	5.75		.36
	LAKE D-5	9.1	3.15	106,678	33,866	16.0	40.6	28.1	15.4	51,634	16,392	10,901	1,641	7,112	2,529	2,852	8,816	4,522	6.43		2.17
	LA PLATA C-8	30.8	11.13	306,442	27,533	32.1	40.6	15.5													

COLORADO

COLORADO

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Alamosa

Alamosa County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KALQ (FM)

1968
ALAMOSA

Mid 008923-000
See SRDS Spot Radio Small Markets Edition.

KGIW

1929
ALAMOSA

Mid 008924-000

Media Code 4 206 0280 7.00
Community Broadcasting Co.
Box 179, Alamosa, CO 81101. Phone 303-589-6644.

PROGRAMMING DESCRIPTION

KGIW: MUSIC: adult contemporary. 6-8 am farm markets. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Manager—Neil J. Hammer.
Operations Manager—Patsy Garcia.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15/0 time only; 1st of month.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KALO (FM).
Affiliated with ABC Information Network.
Affiliated with MBS.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 49 Eff 7/1/81—Rec'd 8/24/81.
A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.
B—All other times.

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	8.50	8.30	8.10	7.90	7.70	7.50
30 sec	6.80	6.65	6.50	6.30	6.15	5.90
CLASS B						
1 min	6.70	6.50	6.30	6.10	5.70	5.50
30 sec	5.30	5.20	5.05	4.90	4.50	4.30

PER WK:	KGIW/KALO (FM) COMBINATION SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.90	12.20	11.90	11.70	11.50	11.30
30 sec	10.30	9.75	9.50	9.35	9.20	9.00
CLASS B						
1 min	10.70	10.50	10.30	10.10	9.70	9.50
30 sec	8.50	8.40	8.25	8.10	7.75	7.50

PER WK:	KSLV MONTE VISTA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	18.20	17.50	17.20	16.90	16.50	16.20
30 sec	12.00	11.60	11.40	11.20	11.00	10.80

KSLV

1954
MONTE VISTA

Mid 009013-000
See listing under city of license.

Arvada

Jefferson County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Aspen

Pitkin County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KNSO

1964
ASPEN

Mid 008925-000
See SRDS Spot Radio Small Markets Edition.

KSPN (FM)

1970
ASPEN

Adult AOR



Media Code 4 206 0480 3.00 Mid 008926-000
Recreation Broadcasting of Aspen, Inc.
Floradora Bldg., 400 W. Main St., Aspen, CO 81611.
Phone 303-925-5776.

PROGRAMMING DESCRIPTION

KSPN (FM): Programmed to 25-40. MUSIC: Adult Album Oriented Rock & AIR PERSONALITIES; emphasis on community involvement. NEWS: network hrly 6 am-7 pm; nat'l 12x/day M-F, 2x Sat & 3x Sun; local 7x/day M-F, 3x/day wknds. SPORTS: complete coverage 3x/day M-Sat, 5x Sun; ski & road reports; special weather service. FEATURES: on-air contests & outside concert & sports promotions. COMMERCIAL POLICY: units limited to 12 per hr in 4 breaks. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
Sta. & Sales Mgr.—R. J. Gallagher Jr.
Sales Manager—R. J. Gallagher.
Program Director—Gary Whipple.
- REPRESENTATIVES**
Denver, Salt Lake City—John L. McGuire, Inc.
- FACILITIES**
ERP 3,000 w.; 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 84 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with ABC Direction Radio Network.

TIME RATES

PER WK:	EFF—Rec'd 10/30/84.					
	AAA	AA	A	B	C	D
1 min	53	47	41	35	29	23
30 sec	35	30	26	21	18	14

(SMD)

Aurora

Arapahoe County—Map Location F-5
Adams County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Boulder

Boulder County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KADE

1973
BOULDER



Media Code 4 206 0520 6.00 Mid 008927-000
Centennial Wireless, Inc.
4840 Riverbend Rd., Boulder, CO 80301. Phone 303-444-5600.

PROGRAMMING DESCRIPTION

KADE: MUSIC: Adult oriented rock/contemporary hit. Format designed towards 25 plus audience. Information & news handled by full news staff. FEATURES: oldies show 3 pm Fri. Contact Representative for further details. Rec'd 5/24/84.

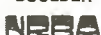
- PERSONNEL**
General Manager—Ray Skibitsky.
Program Director—John Hancock.
Sales Manager—Bob Nordberg.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1190 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5.
Rate Protection: 10b.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a, 51b.
Comb.; Cont. Discounts: 61a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
FM facilities: KBCO (FM).
Sold in combination with KBCO. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
50% of KBCO (FM)/KADE combination.

KBCO (FM)

1945
BOULDER



Media Code 4 206 0540 4.00 Mid 008928-000
Centennial Wireless, Inc.
4840 Riverbend Rd., Boulder, CO 80301. Phone 303-444-5600.

PROGRAMMING DESCRIPTION

KBCO (FM): Programmed to adult & young adult audience. MUSIC: localized blend of Adult Rock presented in sets; Current & recent variety AOR. COMMERCIAL POLICY: units limited to 9 per hour. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
President—Robert Greenlee.
Gen'l/Sls Mgr.—Ray Skibitsky.
Operations Manager—Dennis Constantine.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 33,000 w.; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5.
Rate Protection: 10b.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a, 51b.
Comb.; Cont. Discounts: 61a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
AM facilities: KADE.

TIME RATES

PER WK:	KBCO (FM)/KADE COMBINATION					
	AAA	AA	A	B	C	D
1 min	180	160	140	120	100	70
30 sec	160	140	120	100	80	60

(*) Immediately preemptible without notice.
KBCO (FM) only: 80% of KBCO (FM)/KADE combination. (D)

KBOL

1947
BOULDER



Media Code 4 206 0560 2.00 Mid 008929-000
KBOL, Inc.
Box 146, 3080 Bluff St., Boulder, CO 80302. Phone 303-444-1490.

PROGRAMMING DESCRIPTION

KBOL: Programmed for adults 25-54. MUSIC: Contemporary mix, including popular, country, top 40, album cuts, solid gold wknds. Personality oriented, heavy on-air phones, local community involvement. NEWS: network hrly, major local casts 8x/day. News commentator. SPORTS: local 6x/day; play-by-play univ, city, high school, bowl games. Features: city council reports, school reports, univ updates, remote broadcasts, Public access channel, daily women's interest programs. Contact Representative for further details. Rec'd 8/3/81.

- PERSONNEL**
President—Russ Shaffer.
General Manager—Rusty Shaffer.
Sales Manager—Dave Lowe.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KBVL (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

PER WK:	KBOL/KBVL (FM) COMBINATION SATURATION PLAN—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	41.90	38.10	36.20	34.40	32.50	30.60
30 sec	35.60	32.40	30.60	28.70	26.80	24.90
CLASS AA						
1 min	34.10	31.00	29.20	27.30	25.40	23.50
30 sec	27.90	25.40	23.50	21.70	19.80	17.90
CLASS A						
1 min	34.10	31.00	29.20	27.30	25.40	23.50
30 sec	28.00	25.40	23.50	21.70	19.80	17.90

KBOL ONLY

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	29.10	26.50	25.30	24.10	23.00	21.90
30 sec	25.30	23.00	21.80	20.60	19.40	18.20

- PACKAGE PLANS**

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	23.40	21.20	20.00	18.80	17.70	16.50
30 sec	19.50	17.70	16.50	15.30	14.10	12.90

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	19.50	17.70	16.50	15.30	14.10	12.90
30 sec	15.50	14.10	13.00	11.80	10.60	9.40

PER WK:	PROGRAM TIME RATES					
	1x	104x	260x	512x	1280x	3150x
5 min	36.00	31.50	29.00	26.00	23.00	20.00

KBVL (FM)

1971
BOULDER



Media Code 4 206 0580 0.00 Mid 008930-000
Boulder Valley Broadcasters, Inc.
3085 Bluff St. Box 146, Boulder, CO 80306. Phone 303-444-1490.

PROGRAMMING DESCRIPTION

KBVL (FM): Classical & fine arts programming, adults 25-54. Features: major symphony orchestra concerts, World music festival, City philharmonic concerts, live interviews, community fine arts involvement, annual philharmonic fund-a-thon. Contact Representative for further details. Rec'd 8/3/81.

- PERSONNEL**
President—Russ Shaffer.
General Manager—Rusty Shaffer.
Sales Manager—David A. Lowe.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 30,000 w. dual polarized; 94.7 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 69 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25c, 28b, 29c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: KBOL.
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

PER WK:	No. 50 Eff 1/1/83—Rec'd 2/21/83.					
	AAA	AA	A	B	C	D
1 min	23.30	21.20	20.00	18.80	17.60	16.40
30 sec	19.50	17.70	16.50	15.30	14.10	12.90

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	19.50	17.70	16.50	15.30	14.10	12.90
30 sec	15.50	14.10	13.00	11.80	10.60	9.40
CLASS A						
1 min	23.20	21.20	20.00	18.80	17.70	16.50
30 sec	19.50	17.70	16.50	15.30	14.10	12.90

Breckenridge

Summit County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KLGT (FM)

1975
BRECKENRIDGE

Mid 008931-000
See SRDS Spot Radio Small Markets Edition.

Brighton

Adams County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KLTT

1956
BRIGHTON

Mid 008932-000
See SRDS Spot Radio Small Markets Edition.

Brush

Morgan County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KCMP

1977
BRUSH

Media Code 4 206 0735 0.00 Mid 008933-000
Brush-Morgan Broadcasting, Inc.
1516 Mill St., Box 707, Brush, CO 80723. Phone 303-842-5005.

PROGRAMMING DESCRIPTION

KCMP: Format—MOR music with heavy agricultural, weather & local/reg'l/nat'l news & information emphasis. Weather with contract meteorologist 3x/day & weather

COLORADO

Brush—cont

KCMP—cont

radar reports. NEWS: Network hly; 11 major local news-casts, 10 local news-briefs per day. FARM: Agricultural reports from local farm director, network & local commodities brokers; 15 ag reports per day. Rec'd 6/25/81.

- PERSONNEL**
Station Manager—Jim Crall.
Program Director—Roger Alan.
- FACILITIES**
5,000 w.; 1010 khz. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 5/15/84—Rec'd 5/29/84.

AAA—Mon thru Sat 6-9 am & 11:30 am-1 pm.
AA—Mon thru Sat 3-6 pm.
A—Mon thru Sat 9-11:30 am & 1-3 pm; Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**
Fixed—6-8 am & 11:45 am-1:15 pm, flat: 1-min 15.00; 30-sec 12.00.

7. PACKAGE PLANS

PER WK:	SATURATION			30 sec		
	1 min	1 min	30 sec	1 min	1 min	30 sec
6 ti	13.70	10.60	7.90	10.80	8.50	6.30
12 ti	13.50	10.40	7.70	10.60	8.30	6.10
18 ti	13.30	10.20	7.50	10.40	8.15	5.90
24 ti	13.10	10.00	7.30	10.20	8.00	5.70
36 ti	12.90	9.80	7.10	10.00	7.80	5.50

9/85 (SMD)

Burlington

Kit Carson County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KNAB

1967
BURLINGTON
KNAB-FM

1980
BURLINGTON


Media Code 4 206 0770 7.00 Mid 008934-000
KNAB Inc.
17534 County Rd. 49, Box 516, Burlington, CO 80807.
Phone 303-346-8600.

- PERSONNEL**
General Manager—Bette Bailly.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w., 1140 khz. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
FM-ERP 28,000 w.; 104.1 mhz. Stereo.
Operating schedule: Sunrise-local sunset. MST.
Antenna ht.: 358 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Intermountain FM Network.
Affiliated with High Plains Farm & Ranch Network.

TIME RATES

No. 11 Eff 12/1/84—Rec'd 11/30/84.

A—Mon thru Sat 6-8 am & 11:45 am-1:15 pm.
AA—ROS.

- SPOT ANNOUNCEMENTS**
Class AA: 1-min flat 15.90; 30 sec flat 11.90.
CLASS A
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 36 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min | 10.50 | 10.00 | 9.80 | 9.60 | 9.20 |
| 30 sec | 8.40 | 8.00 | 7.85 | 7.70 | 7.35 |

10. SPECIAL FEATURES

Agricultural reports (participations or adjacencies), 1-min 19.40; 30 sec 16.90.

9/85 (SMD)

Canon City

Fremont County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KRLN

1947
CANON CITY
KRLN-FM

1975
CANON CITY

Mid 008935-000

See SRDS Spot Radio Small Markets Edition.

Castle Rock

Douglas County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KRKY (FM)

1978
CASTLE ROCK

Mid 008936-000

See SRDS Spot Radio Small Markets Edition.

Colorado Springs

(Including Manitou Springs, Security)

El Paso County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCMN

1964
COLORADO SPRINGS



Media Code 4 206 0945 5.00 Mid 008939-000
Craddock-Chapman Communications, Inc.
847 South Circle Dr., Colorado Springs, CO 80910. Phone 303-636-5266.

2. REPRESENTATIVES

Masla Radio.
Denver—Bob Hix Co., Inc.
1 min rate 1x: 20.00.

KIKX

(formerly KIIQ)
1956
MANITOU SPRINGS



Media Code 4 206 0962 0.00 Mid 008945-000
Wisnes/Abaris KIKX Partnership
1108 Manitou Ave., Box 431, Manitou Springs, CO 80829.
Phone 303-685-5646.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KIKX-FM

(formerly KIIQ-FM)
1953
MANITOU SPRINGS

Media Code 4 206 0980 2.00 Mid 008937-000
Wisnes/Abaris KIKX Partnership
1108 Manitou Ave., Box 431, Manitou Springs, CO 80829.
Phone 303-685-5646.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KILO (FM)

1966
COLORADO SPRINGS



Christal Radio



Media Code 4 206 1015 6.00 Mid 008938-000
KILO Broadcasting Co., Inc.
707 S. Tejon, Box 2080, Colorado Springs, CO 80903.
Phone 303-634-4996.

PROGRAMMING DESCRIPTION

KILO (FM): MUSIC: Adult Rock. NEWS: local at 6, 7, 8, 9 am, noon and 5 pm; weather at :20. FEATURES: nightly concert; merchandising & promotion. Contact Representative for further details. Rec'd 12/5/83.

1. PERSONNEL

Gen'l Mgr. & Nat'l Sls. Mgr.—James Pinkston
Station Manager—Lou Mellini.
Program Director—Rich Hawk.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 83,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,110 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 28a, 30, 33b.
Contract: 40a, 41, 42b, 42d, 44a, 45, 46, 47c, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KKCS-FM

1967
COLORADO SPRINGS

Media Code 4 206 1050 3.00 Mid 008940-000
Walton Studios of Colorado, Inc.
1604 S. 21st., Colorado Springs, CO 80904. Phone 303-632-1561.

2. REPRESENTATIVES

Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

KKFM (FM)

1958
COLORADO SPRINGS



Media Code 4 206 1120 4.00 Mid 008941-000
Ski Hi, Inc.
225 S. Academy Blvd., Colorado Springs, CO 80910.
Phone 303-596-5536.

PROGRAMMING DESCRIPTION

KKFM (FM): Target adults 12-44. MUSIC: Contemporary Hit. Contact Representative for further details. Rec'd 10/21/82.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Jerry Lee.
General Sales Manager—Sam Fuller.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 23,000 w.; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 46, 47e, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KKHT

1956
COLORADO SPRINGS



Media Code 4 206 1190 7.00 Mid 008950-000
Business Office and Studio: 1604 S. 21st., Colorado Springs, CO 80904. Phone 303-634-1511.

2. REPRESENTATIVES

Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

KPIK

1957
COLORADO SPRINGS



Media Code 4 206 1260 8.00 Mid 008942-000
Locos Broadcast Group, Ltd.
120 E. Platte Ave., Colorado Springs, CO 80903. Phone 303-634-1503.

2. REPRESENTATIVES

Paul Miller & Company.
Rates have been temporarily withdrawn by station.

KRDO
1947
COLORADO SPRINGS



HILLIER, NEWMARK, WECHSLER & HOWARD

Contemporary Hits



Media Code 4 206 1400 0.00 Mid 008943-000
Pikes Peak Broadcasting Co.
3. S. Seventh St., Box 1457, Colorado Springs, CO 80901. Phone 303-632-1515.

Denver office:
Pavilion Towers One, 2851 S. Parker Rd., Aurora, CO 80014. Phone 303-337-1308.

PROGRAMMING DESCRIPTION

KRDO: Programmed for adults 18-49. MUSIC: Adult oriented format playing current selections plus selected oldies. AIR PERSONALITIES handle all segments. NEWS: Local during drive times; mobile traffic watch news car AM & PM drivetimes. SPORTS: Local during AM & PM drives; Pikes Peak hill climb auto races. Contact Representative for further details. Rec'd 2/27/84.

1. PERSONNEL

President—Harry W. Hoth, Jr.
General Manager—Neil O. Kloocksiem.
Sales Manager—Phill Emmert.
Assistant General Manager—Patti Hoth Crouse.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60a, 60f.

Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 37 Eff 12/1/81—Rec'd 6/7/82.

AAAA—Mon thru Fri 6-10 am.

AAA—Mon thru Fri 5-6 am & 3-7 pm; Sat & Sun 10 am-7 pm.

AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.

A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	DT	MD	NT	1 MIN:	DT	MD	NT
I	25	23	20	III	20	17	14
II	23	20	17				

CONTRACT DISCOUNT
6 wk—5% 12 wk—8% 26 wk—10% 52 wk—15%

May be combined with FM for frequency discount.

KRDO-FM

1969
COLORADO SPRINGS

“Bonneville Easy Listening”



Media Code 4 206 1401 8.00 Mid 008944-000
Pikes Peak Broadcasting Co.
Box 1457, 3 S. Seventh St., Colorado Springs, CO 80901.
Phone 303-632-1515.

PROGRAMMING DESCRIPTION

KRDO-FM: Programmed for adults. MUSIC: Bonneville, in 15 min segments. NEWS: hly. Contact Representative for further details. Rec'd 2/21/83.

1. PERSONNEL

President—Harry W. Hoth, Jr.
General Manager—Neil O. Kloocksiem.
Sales Manager—Phill Emmert.
Assistant General Manager—Patti Hoth Crouse.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 96,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,040 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.

Comb.; Cont. Discounts: 60a, 60f.

Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

Eff—Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN:	DT	MD	NT	GRID, 1 MIN:	DT	MD	NT
I	44	42	28	III	36	44	20
II							

KSPZ (FM)1960
COLORADO SPRINGSMedia Code 4 206 1610 4.00 Mid 008946-000
KSPZ-FM, Inc., a subsidiary of Sunbelt Communications, Ltd.,
615 E. Brookside, Box 966, Colorado Springs, CO 80901.
Phone 303-632-3536.**2. REPRESENTATIVES**Selcom Radio.
Rates have been temporarily withdrawn by station.**KSSS**1955
COLORADO SPRINGSMedia Code 4 206 1680 7.00 Mid 008947-000
Radio Colorado Springs, Inc.
2860 South Circle Dr., Suite 1200, Colorado Springs, CO
80906. Phone 303-579-0880.**PROGRAMMING DESCRIPTION**

KSSS: Programmed for adults. MUSIC: Modern Country w/PERSONALITIES. NEWS: network & local at :60, local at :30 in drive. FEATURES: remote van & mobile units for news & special events. Rec'd 8/29/83.

1. PERSONNELGeneral Manager—Bill Struck.
Sales Manager—Dean Ianni.
Program Director—Dan Jackson.**2. REPRESENTATIVES**

McGavren Guild Radio.

3. FACILITIES1,000 w. days, 250 w. nights; 740 khz.
Directional—separate patterns day & night.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29a, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KVUU (FM), Pueblo.
Affiliated with MBS.**TIME RATES**KSSS/KVUU (FM), PUEBLO COMBINATION
No. 4 Eff 9/28/84—Rec'd 10/25/84.AAA—Sat 5-10 am.
AA—3-8 pm.
A—10 am-3 pm.
B—Evenings.
C—Mon thru Sun 1-5 am.**6. SPOT ANNOUNCEMENTS**

GRID:	1	2	3	4	5	*6
AAA	85	75	65	55	45	35
AA	75	65	55	45	35	30
A	65	55	45	40	30	20
B	60	50	40	35	25	20

30 sec: 80% of 1-min.

(*) Preemptible.

KSSS only: 60% of KSSS/KVUU (FM), Pueblo combination.

KVOR1921
COLORADO SPRINGSMedia Code 4 206 1820 9.00 Mid 008948-000
KVOR-AM Inc., a subsidiary of Sunbelt Communications, Ltd.
Box 966, 615 E. Brookside, Colorado Springs, CO 80901.
Phone 303-632-3536.**2. REPRESENTATIVES**Selcom Radio.
Rates have been temporarily withdrawn by station.**KVUU (FM)**1976
PUEBLO(This is a paid duplicate of the listing under Pueblo, Colorado.)
Media Code 4 206 8837 6.00 Mid 009028-000
Radio Colorado Springs, Inc.
2600 Hiway 50 West, Pueblo, CO 81002. Phone 303-544-4961.
Mailing Address: Cheyenne Center, 2860 S. Circle Dr., Colorado Springs, CO 80906. Phone 303-579-0880.**PROGRAMMING DESCRIPTION**

KVUU (FM) Programmed for adults with emphasis on 25-49 demographic. MUSIC: Adult Contemporary with personality approach; AIR PERSONALITIES. FEATURES: continuous promotion activities & community affairs involvement. NEWS: local & reg'l coverage; business & lifestyle features; accu-weather satellite reports hrly. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNELGeneral Manager—Bill Struck.
Sales Manager—Dean Ianni.
Program Director—Bobby Irwin.**2. REPRESENTATIVES**

McGavren-Guild, Inc.

3. FACILITIESERP 68,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,000 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSSS, Colorado Springs.

TIME RATESKVUU (FM)/KSSS, COLORADO SPRINGS COMBINATION
No. 4 Eff 9/28/84—Rec'd 10/25/84.AAA—5-10 am.
AA—3-8 pm.
A—Sat 10 am-3 pm.
B—Evenings.
C—Mon thru Sun 1-5 am.**6. SPOT ANNOUNCEMENTS**

GRID, 1 MIN:	1	2	3	4	5	*6
AAA	85	75	65	55	45	35
AA	75	65	55	45	35	30
A	65	55	45	40	30	20
B	60	50	40	35	25	20

30 sec: 80% of 1-min.

(*) Preemptible.

KVUU (FM): 80% of KVUU (FM)/KSSS, Colorado Springs combination. (D)

KWYD (FM)1973
SECURITYMedia Code 4 206 1890 2.00 Mid 008949-000
Edward J. Patrick
Box 5668, Security, CO 80911. Phone 303-392-4219.
1 min rate 1x: 16.00.**Cortez**Montezuma County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.**KISZ (FM)**1978
CORTEZMedia Code 4 206 2030 4.00 Mid 008951-000
Sound 74, Inc.
2402 E. Main St., Box 740, Cortez, CO 81321. Phone
303-565-3409, Farmington, NM, 505-327-5396, Albuquerque, 505-883-8759.
1-800-221-3098
Durango, 303-259-1098, Toll-Free.**PROGRAMMING DESCRIPTION**KISZ (FM): Programmed for reg'l audience 25-50.
MUSIC: Adult Contemporary with AIR PERSONALITIES.
NEWS: hrly 5-8 am, noon; at :30 6:30-8:30 am & 12:30 pm; sports news 4x daily; 2 mobile units; weather wire; satellite earth station. Contact Representative for further details. Rec'd 8/14/84.**1. PERSONNEL**

Pres. & Gen'l Mgr.—Rich Hamilton.

2. REPRESENTATIVESArt Moore, Inc.
Denver, Salt Lake City—John L. McGuire, Inc.**3. FACILITIES**ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1310 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only; due 10th of following month.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KVFC.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 8A Eff 7/1/84—Rec'd 8/3/84.**6. SPOT ANNOUNCEMENTS**

Feature	Specified	ROS
30 sec	1 min	30 sec
12.40	24.80	11.20
22.40	8.85	17.70
10.60	21.20	9.40
18.80	7.05	14.10

(*) Wkly/3-12 mo.

10. SPECIAL FEATURES

Features, weather, news, feature hrs—Extra 3.55. (SMD)(D)

KVFC1955
CORTEZ

See SRDS Spot Radio Small Markets Edition.

CraigMoffat County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.**KQZR (FM)**1981
CRAIGMid 029005-000
See SRDS Spot Radio Small Markets Edition.**KRAI**1948
CRAIGMid 008953-000
See SRDS Spot Radio Small Markets Edition.**KXRC (FM)**1948
CRAIGMid 008954-000
See SRDS Spot Radio Small Markets Edition.**Delta**Delta County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.**KDTA**1955
DELTAMedia Code 4 206 2380 3.00 Mid 008955-000
Columbine Broadcasting Co.
Box 452, Delta, CO 81416. Phone 303-874-4411.**1. PERSONNEL**

General Manager—David J. Watts.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 6 am-10 pm. MST.**4. AGENCY COMMISSION**

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.

Affiliated with Intermountain Network.

Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 5 Eff 3/1/82—Rec'd 1/28/82.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.

B—All other times.

7. PACKAGE PLANS

SATURATION PLAN—CLASS A

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	8.60	8.40	8.20	8.00	7.80	7.60
30 sec	6.00	5.90	5.80	5.60	5.50	5.30

CLASS B

	7.60	7.40	7.20	7.00	6.80	6.60
1 min	5.30	5.20	5.10	4.90	4.70	4.60

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
5 min	10.30	10.10	9.80	9.60	9.40	9.20

9/85

(SMD)

Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Denver, Denver County—Map Location E-5
Aurora, Adams County—Map Location F-5
Englewood, Arapahoe County—Map Location F-5
Lakewood, Jefferson County—Map Location E-5
Littleton, Arapahoe County—Map Location F-5

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAZY (FM)1962
DENVERA Group One
StationMedia Code 4 206 2485 0.00 Mid 008957-000
Group One Broadcasting Co.
2149 S. Holly St., Denver, CO 80222. Phone 303-759-5600.**1. PERSONNEL**President—Alfred G. Grosby.
Nat'l Sls & Gen'l Mgr.—Marvin Rosenberg.**2. REPRESENTATIVES**

McGavren Guild Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 960 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KLZ.

Affiliated with NBC-The Source.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KBCO (FM)1945
BOULDER**Masla Radio**(This is a paid duplicate of the listing under Boulder, Colorado.)
Media Code 4 206 0540 4.00 Mid 008928-000
Centennial Wireless, Inc.
4840 Riverbend Rd., Boulder, CO 80301. Phone 303-444-5600.**PROGRAMMING DESCRIPTION**

KBCO (FM): Programmed to adult & young adult audience. MUSIC: localized blend of Adult Rock presented in sets; Current & recent variety AOR. COMMERCIAL POLICY: units limited to 9 per hour. Contact Representative for further details. Rec'd 6/19/84.

1. PERSONNELPresident—Robert Greenlee.
Gen'l Sls Mgr.—Ray Skibitsky.
Operations Manager—Dennis Constantine.**2. REPRESENTATIVES**

Masla Radio.

3. FACILITIESERP 33,000 w.; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 920 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5.

Rate Protection: 10b.

Basic Rates: 20a, 21b, 22a, 25a.

Contracts: 40a, 51b.

Comb.; Cont. Discounts: 61a, 62d.

Cancellation: 71a, 73b.

Prod. Services: 82.

AM facilities: KADE.

TIME RATES

KBCO (FM)/KADE COMBINATION

No. 4 Eff 5/24/84.

AAA—Mon thru Fri 5 am-8 pm; Sat & Sun 10 am-8 pm.

AA—Mon thru Fri 8 pm-1 am; Sat & Sun 5-10 am.

A—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	*V
1 min	180	160	140	120	100
30 sec	160	140	120	100	80

A, flat 30.00.

(*) Immediately preemptible without notice.

KBCO (FM) only: 80% of KBCO (FM)/KADE combination. (D)

KBNO1954
DENVERMedia Code 4 206 2502 0.00 Mid 008958-000
Latino Broadcasting Corp.
4760 Tejon St., Denver, CO 80211. Phone 303-455-0275.**PROGRAMMING DESCRIPTION**

KBNO: Programmed to 18-34 young adult. MUSIC: Spanish Contemporary, bilingual format. Contact Representative for further details. Rec'd 4/11/83.

1. PERSONNELPresident—Edward O. Romero.
Station Manager—Santiago Hinojos.
Sales Manager—Frank Fisher.**2. REPRESENTATIVES**

Caballero Spanish Media, Inc.

3. FACILITIES

1,000 w. days; 1220 khz. Non-directional.

Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a.

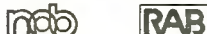
COLORADO

Denver—cont

KBPI (FM)

1965
DENVER

Selcom radio
Broadcast Representatives



Media Code 4 206 2520 4.00 Mid 008959-000
Sandusky Newspapers, Inc.
4460 Morrison Rd., Denver, CO 80219. Phone 303-936-2313.

PROGRAMMING DESCRIPTION

KBPI (FM): Programmed to 18-34 young adult. MUSIC: Adult Contemporary & AIR PERSONALITIES. FEATURES: emphasis on community involvement & public affairs. NEWS: hrlly report in AM & PM w/special weather reports. COMMERCIAL POLICY: max 10 units/hr in 4 breaks. Contact Representative for further details. Rec'd 6/14/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Toney Brooks.
General Sales Manager—Louise Crawford.
Local Sales Manager—Dave Kirby.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. vert.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 900 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c.
Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Competing advertisers will be guaranteed a minimum of 20 minutes separation on any log. No more than one commercial per hour for any one advertiser.
AM facilities: KNUS.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KBRQ

1948
DENVER



Torbet Radio



Media Code 4 206 2660 8.00 Mid 008960-000
Denver Great Empire Broadcasting, Inc.
1165 Delaware St., Denver, CO 80204. Phone 303-573-1280.

PROGRAMMING DESCRIPTION

KBRQ: Programmed to appeal to traditional country music audience 18+. MUSIC: traditional country. NEWS: hrlly at :50 & :30. SPORTS: hrlly at :45. Weather hrlly at :15. 6 man news staff with mobile equipment. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
General Manager—R. W. (Skip) Schmidt.
Program Director—Roger Mundy.
Sales Manager—Robert Proffitt.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 1280 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 12h, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 28a, 29a, 29b, 32b, 33a.
Contracts: 40b, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.
Affiliated with Music Country Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KBRQ-FM

1956
DENVER



Torbet Radio



Mid 008956-000

Denver Great Empire Broadcasting Inc.
1165 Delaware St., Denver, CO 80204. Phone 303-573-1280.

PROGRAMMING DESCRIPTION

KBRQ-FM: Programmed for mass audience 18+. MUSIC: country. Contact Representative for further details. Rec'd 3/4/82.

- PERSONNEL**
General Manager—R.W. (Skip) Schmidt.
Sales Manager—D. Robert Proffitt.
Program Director—Jon Lawrence.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily MST.
Antenna ht.: 175 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 12h, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 28a, 29a, 29b, 32b, 33a.
Contracts: 40b, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KDEN

1956
DENVER



Media Code 4 206 2800 0.00 Mid 008961-000
KDEN Broadcasting Co.
5660 S. Syracuse Circle, Englewood, CO 80111. Phone 303-771-6000.

- REPRESENTATIVES**
Savalli & Schutz, Inc.
Rates have been temporarily withdrawn by station.

KDKO

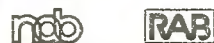
1957
LITTLETON



Media Code 4 206 2940 4.00 Mid 008962-000
KDKO, Inc.
7880 E. Berry Pl., Englewood, CO 80111. Phone 303-779-8797.
Studio/Offices/Transmitter:
13208 N. US Hwy. 65, Littleton, CO 80120.
1 min rate 1x: 75.00.

KEZW

1954
AURORA



Media Code 4 206 3045 1.00 Mid 008964-000
Republic Media Corp.
1565 Elmira St., Aurora, CO 80010. Phone 303-343-1430.

PROGRAMMING DESCRIPTION

KEZW: Programmed primarily for appeal to 25-64 age group. MUSIC: non-rock hits from 40's-70's. NEWS: includes 2 daily 15 min round-ups & hrlly 5 min world, nat'l, local & sports news. Contact Representative for further details. Rec'd 6/5/81.

- PERSONNEL**
President—W. L. Armstrong.
General Manager—Dick McMahon.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
5,000 w.; 1430 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60h, 60i, 60k, 61b, 62e.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KHOW

1925
DENVER

METROMEDIA RADIO

EASTMAN RADIO, INC.



Media Code 4 206 3500 5.00 Mid 008966-000
Metromedia Broadcasting Co., Inc.
8975 E. Kenyon Ave., Denver, CO 80237. Phone 303-694-6300.

PROGRAMMING DESCRIPTION

KHOW: Programmed for audience 25-54. MUSIC: Adult Contemporary; AIR PERSONALITIES. NEWS: full-service dept. w/sports, airplane traffic reports; emphasis on local news, sports, community service. SPORTS: U of CO football & basketball play-by-play. Contact Representative for further details. Rec'd 2/9/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bud Stiker.
General Sales Manager—Richard Marston.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 630 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15% time only, payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 63B Eff 12/1/84—Rec'd 12/10/84.

- A—Mon thru Sat 5-10 am.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 3-8 pm; Sun 5-10 am.
C—Mon thru Fri 3-8 pm; Sat & Sun 10 am-3 pm.
D—Mon thru Sun 8 pm-midnight.
E—Mon thru Sun—Midnight-5 am.
F—Mon thru Sat 5 am-8 pm.
G—Mon thru Sat 5 am-midnight.
H—Mon thru Sat 5 am-5 am.
I—Mon thru Sun 10 am-midnight.
J—Sat & Sun 5 am-8 pm.

GRID:	CLASS A					
	II	III	IV	V	VI	
1 min	220	250	275	300	330	
30 sec	175	200	220	240	270	
CLASS B						
1 min	70	80	90	100	110	
30 sec	56	64	72	80	90	
CLASS C						
1 min	90	100	115	130	145	
30 sec	72	80	92	104	115	
CLASS D						
1 min	25	30	35	40	50	
30 sec	20	24	28	32	40	
CLASS E						
1 min/30 sec	15	20	25	30	40	
CLASS F						
1 min	100	112	124	135	142	
30 sec	80	90	100	110	115	
CLASS G						
1 min	72	82	90	100	110	
30 sec	58	66	72	80	90	
CLASS H						
1 min	66	73	79	86	94	
30 sec	53	58	63	72	80	
CLASS I						
1 min	48	53	60	67	74	
30 sec	38	42	48	54	62	
CLASS J						
1 min	44	48	54	62	70	
30 sec	35	38	43	50	54	

KIMM

1922
DENVER



BLAIR RADIO



Media Code 4 206 3640 9.00 Mid 008967-000
Jefferson-Pilot Broadcasting, Inc.
1035 S. Monaco Parkway, Denver, CO 80224. Phone 303-234-9500.

- PERSONNEL**
General Manager—Steven C. Keeney.
General Sales Manager—Jeffrey Clark.
Program Director—Doug Erickson.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 950 khz. Directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KYGO (FM).
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equating a weekly expenditure of 100.00 is actually running at the time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLSZ

(formerly KKBB)
1972
DENVER



Media Code 4 206 3850 4.00 Mid 008969-000
Payne Broadcasting Co.
1790 Grant St., Denver, CO 80203. Phone 303-832-1090.

- REPRESENTATIVES**
P/W Radio Representatives.
1 min rate 1x: 50.00.

KLZ

1922
DENVER



A Group One Station



Media Code 4 206 4200 1.00 Mid 008971-000
Group One Broadcasting Co.
2149 S. Holly St., Denver, CO 80222. Phone 303-759-5600.

- PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—Alfred G. Grosby.
- REPRESENTATIVES**
McGavren Guild Radio.
McDermott Broadcast Sales Ltd.
- FACILITIES**
5,000 w.; 560 khz. Directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KAZY (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by the station.

KMJI (FM)1959
DENVER**Christal Radio**

A Division of Duffy Broadcasting

Media Code 4 206 4235 7.00 Mid 008970-000
KLIR, Inc.
5350 S. Roslyn, Englewood, CO 80111. Phone 303-741-5654.Mailing Address: Box 261150, Lakewood, CO 80226.
PROGRAMMING DESCRIPTION
KMJI (FM): MUSIC: Programmed for mass appeal to adults 18-49 with primary emphasis on 25-34. MUSIC: contemporary hits & adult appeal hits of the 70's. NEWS: at :60 & :30 AM drive. Contact Representative for further details. Rec'd 6/12/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Craig McKee.
General Sales Manager—Catherine Rubenstein.
Program Director—Chris Elliott.
Operations Manager—Joel Grey.
Business Manager—Lori Harris.
National Sales Manager—Gayle Shaw.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. circular polarized; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29b, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KNUS1981
DENVER**Selcom radio**
Broadcast RepresentativesMedia Code 4 206 4270 4.00 Mid 008963-000
Sandusky Newspapers, Inc.
4450 Morrison Rd., Denver, CO 80219. Phone 303-937-1200.**PROGRAMMING DESCRIPTION**
KNUS: Talk format. AIR PERSONALITIES discuss current events, consumerism, psychology, human interest, financial, special features. NEWS: nat'l & local, traffic reports & weather. SPORTS: play-by-play baseball & football. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Pres./Gen'l Mgr.—Toney Brooks.
Local Sales Manager—Kip Gilbert.
National Sales Manager—Louise Crawford.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
5,000 w.; 710 khz. Directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23c, 24c, 25a, 28b, 28c.
Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KBPI (FM).
Affiliated with Supernet.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOA1924
DENVER**Katz Radio****CBS Radio Network**Media Code 4 206 4340 5.00 Mid 008972-000
Belo Broadcasting Co.
1380 Lawrence St., Suite 1300, Denver, CO 80204.
Phone 303-893-8500, TWX, 910-931-2643.**PROGRAMMING DESCRIPTION**
KOA: TALK: Talk shows 9 am-1 pm & 1-3:30 pm; tele/talk quest show 6-8 pm. NEWS: programmed in blocks 3x daily M-F 5:30-9 am; noon-1 pm, 3:30-6 pm; 12 newsmen featuring news, sports, weather, traffic reports daily, community affairs, agri business, news feeds; 15 reg'l stringers. SPORTS: live home & away; pro football, basketball, college football & Indy 500. FARM: agri news feeds M-Sat 5-6 am w/features in all 3 news blocks. SPECIAL FEATURES: recreation reports daily; sports tele/talk quest show 6:08-8 pm; tele/talk 8 pm-12M; 12M-5 am. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Sales Manager—Richard Carlson.
National Sales Manager—George Kirkpatrick.
Local Sales Manager—Doug Wayland.
Operations Director—Tom Bender.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w. 850 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15e.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 28a, 28b, 29a, 30.
Contracts: 40b, 41, 42a, 44b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KOAQ (FM).
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOAQ (FM)1961
DENVER**Contemporary Hit Radio**Media Code 4 206 4410 6.00 Mid 008973-000
Belo Broadcasting Co.
1380 Lawrence St., Suite 1300, Denver, CO 80204.
Phone 303-893-0103.**PROGRAMMING DESCRIPTION**
KOAQ (FM): Programmed for young adults 18-34. MUSIC: Contemporary Hits, top 30; music programmed 50+ minutes per hr. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Sales Manager—Richard Carlson.
Local Sales Manager—Pam Kenny.
Program Director—Jack Regan.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,061 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15e.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 28b, 29a, 30.
Contracts: 40b, 41, 42a, 44b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KOA.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOSI (FM)1968
DENVER

Westinghouse Broadcasting and Cable, Inc.

**BLAIR RAR INC.**Media Code 4 206 4481 7.00 Mid 008974-000
Westinghouse Broadcasting & Cable, Inc.
10200 E. Girard Ave., B-131, Denver, CO 80231. Phone 303-696-1714.**PROGRAMMING DESCRIPTION**
KOSI (FM): MUSIC: "lite music", presented in 1/4 hr segments & featuring instrumental & vocal versions of stds & contemporary tunes. COMMERCIAL POLICY: maximum of 8 units in 4 brks each hr. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John Irwin.
General Sales Manager—Bob Salvato.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
ERP 100,000 w. Circular polarized; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 22b, 23a, 25a.
Contracts: 40b, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

**KPKE (FM)**1968
DENVER

A Doubleday Station



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 206 4515 2.00 Mid 008975-000
Doubleday Broadcasting Co., Inc.
8973 E. Kenyon Ave., Denver, CO 80237. Phone 303-694-1080.**PROGRAMMING DESCRIPTION**
KPKE (FM): Targeted to adults 12-34. MUSIC: all hits, Contemporary Hit Radio. AIR PERSONALITIES. NEWS: AM drive. COMMERCIAL POLICY: maximum 8 min per hr. Contact Representative for further information. Rec'd 8/1/83.

- PERSONNEL**
President—Gary Stevens.
General Manager—Eric N. Stenberg.
General Sales Manager—Ross Allie.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 725 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a, 27, 29a, 29c, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KPPL1954
DENVERMedia Code 4 206 4567 3.00 Mid 008965-000
Golden Bear Communications, Inc.
5350 W. 20th Ave., Denver, CO 80214. Phone 303-233-5550.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KQXI1961
ARVADA**Religious Programming & Gospel Music**Media Code 4 206 4620 0.00 Mid 008977-000
Radio Station KOXI
Mailing Address: 2700 S. Platte River Dr., Englewood, CO 80110. Phone 303-761-1550.**PROGRAMMING DESCRIPTION**
KOXI: Programmed for an adult Christian audience. MUSIC: Gospel, easy listening; MOR. News: International, local & church at :60. Sun: all Religious programs. Rec'd 8/22/83.

- PERSONNEL**
President—Harold Schwartz.
General Manager—George Spicer.
- FACILITIES**
10,000 w. days: 1550 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of month following.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 10 Eff 7/1/81—Rec'd 5/3/82.

- SPOT ANNOUNCEMENTS**
1 min 30 sec 10 sec
1 ti 10 8 5
- PROGRAM TIME RATES**
5 min 1/4 hr 1/2 hr 1 hr
1 x 16 39 65 110
26 x 14 34 60 105
52 x 12 30 55 100

KRKS1953
DENVERMedia Code 4 206 4760 4.00 Mid 008978-000
KRKS Radio
6535 W. Jewell Ave., Denver, CO 80226. Phone 303-922-5511.
1 min rate 1x: 12.00.**KRXY**

(formerly KLAK)

1955
LAKEWOOD**A Malrite Station**

MAJOR MARKET RADIO SALES

Country Hits**NRBA**Media Code 4 206 4807 3.00 Mid 008968-000
Outer Banks Cablevision, Inc.
7075 W. Hampden Ave., Denver, CO 80227. Phone 303-985-8771.**PROGRAMMING DESCRIPTION**
KRXY: Targeted to adults 25-34 primary demo; 18-44 secondary demo; AIR PERSONALITIES. MUSIC: Adult Contemporary/Contemporary Hit Radio. NEWS: plus sports, airborne traffic reports. TALK: Sportstalk, PM drive call in show M-F. Contact Representative for further details. Rec'd 8/9/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Gregori.
Operations Manager—Robin Mitchell.
General Sales Manager—Linda Forem.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
5,000 w. days, 5,000 w. nights; 1600 khz. Directional nights.

continued

COLORADO

Denver—cont

KRXY—cont

Operating schedule: 24 hours daily. MST.
Partial simulcast operation. Simulcast 6 am-2 pm Monday thru Friday. For non-simulcast facilities see KRXY-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 32b.
 Contracts: 40a, 44b, 45, 46, 47a, 51d.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRXY-FM

(formerly KPPL (FM))
 1966
 LAKEWOOD

A Malrite Station



MAJOR MARKET RADIO SALES

Adult Contemporary

NRBA

Media Code 4 206 4808 1.00 Mid 008976-000
 Outer Banks Cablevision, Inc., c/o KRXY-FM
 7075 W. Hampden Ave., Denver, CO 80227. Phone 303-989-1075.

PROGRAMMING DESCRIPTION

KRXY-FM: Targeted to adults 25-34 primary demo; 18-44 secondary demo; AIR PERSONALITIES. MUSIC: Adult Contemporary/Contemporary Hit Radio. NEWS: plus sports; airborne traffic reports. Contact Representative for further details. Rec'd 11/20/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jim Gregori.
 Operations Manager—Robin Mitchell.
 General Sales Manager—Linda Forem.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz. Stereo.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 670 ft. above average terrain.
Partial simulcast operation. Operated separately 2 pm-6 am Monday thru Friday; Sat & Sun all day.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10e, 11e, 15b.
 Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24c, 25a.
 Contracts: 41a, 44b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
 Cancellation: 70a, 70e, 71a, 73b.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRZN

1952
 ENGLEWOOD

Media Code 4 206 4855 2.00 Mid 008980-000
 Duffy Broadcasting Corp.
 5350 S. Roslyn, Suite 210, Englewood, CO 80110. Phone 303-741-5654.

2. REPRESENTATIVES

Christal Radio.
 Rates have been temporarily withdrawn by station.

KVOD (FM)

1959
 DENVER

Classical Music



Media Code 4 206 4950 1.00 Mid 008979-000
 Henry Broadcasting Co.
 1601 W. Jewell Ave., Denver, CO 80223. Phone 303-936-3428.

PROGRAMMING DESCRIPTION

KVOD (FM): Programmed for adults. MUSIC: Classical. COMMERCIAL POLICY: average of max 6 1-min commercials/hr. FEATURES: cultural activities highlighted throughout day; interviews w/people in fine arts. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

General Manager—James L. Teeson.
 Program Director—Richard Brehm.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w.; 99.5 mhz. Stereo.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; 5% discount for advance payment.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Concert Music Network.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KYGO (FM)

1953
 DENVER



Media Code 4 026 5017 8.00 Mid 008981-000
 Jefferson-Pilot Broadcasting Inc.
 Box 14008, 5350 W. 20th Ave., Denver, CO 80214.
 Phone 303-321-0950.

2. REPRESENTATIVES

Blair Radio.
 Rates have been temporarily withdrawn by station.

Durango

La Plata County—Map Location C-8
 See SRDS Consumer market map and data at beginning of the state.

KDGO

1958
 DURANGO



Media Code 4 206 5040 0.00 Mid 008982-000
 Broadcast Management, Inc.
 730 Main St., Box 2468, Durango, CO 81301. Phone 303-247-1407.

PROGRAMMING DESCRIPTION

KDGO: MUSIC: Adult Contemporary. NEWS: network at :60; local in drive plus specific times during day; weather tied into ski conditions. Contact Representative for further details. Rec'd 10/5/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ron Ford.
 News Director—Warren Stricker.
 Program Director—Dave Nelson.

2. REPRESENTATIVES

Masla Radio.
 Mountain States—Bob Hix Co., Inc.
 Kansas City/St. Louis—Eugene F. Gray Co., Inc.
 Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
 Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with CBS Radio Network.

TIME RATES

Eff 3/84—Rec'd 3/26/84.
 AAA—Mon thru Sat 6-9 am.
 AA—Mon thru Sat 11:30 am-1:30 pm & 4-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	24 ti	36 ti	12 ti	24 ti	36 ti
AAA	9.50	9.30	9.10	7.70	7.50	7.30
AA	8.50	8.30	8.10	7.10	6.90	6.70
A	6.80	6.60	6.40	5.60	5.40	5.20

ANNUAL PLAN
 Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36 ti rate regardless of number of spots in any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

8. PROGRAM TIME RATES

PER YR:	52x	156x	312x
1/4 hr	21.00	19.00	16.50
10 min	16.75	14.75	12.75
5 min	11.70	11.00	9.30

(SMD)

KIQX (FM)

1981
 DURANGO



Media Code 4 206 5110 1.00 Mid 026854-000
 Mountain States Broadcasting Investments Corp.
 166 Turner Dr., Box X, Durango, CO 81301. Phone 303-259-4444.

1. PERSONNEL

President—Dan Lacy.
 Vice-Pres. & Gen'l Mgr.—Hugh LeVrier.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.3 mhz. Stereo.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 390 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Eastman Radio, Inc./Intermountain.
 Affiliated with ABC Direction Radio Network.
 Affiliated with Intermountain FM Network.

TIME RATES

No. 784A Eff 7/84—Rec'd 9/14/84.
 AAAA—6-10 am.
 AAA—2-7 pm.
 AA—10 am-2 pm.
 A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	36 ti
AAAA	22.00	20.00	18.25	16.50
AAA	17.00	15.50	14.00	13.00
AA	14.00	13.00	11.75	10.50
A	13.00	11.75	10.50	9.75

PER WK:	1 ti	12 ti	24 ti	36 ti
AAAA	17.75	16.25	14.75	13.50
AAA	14.00	13.00	11.75	10.50
AA	11.75	10.50	9.50	8.50
A	10.50	9.75	9.25	8.25

9/85 (SMD)

KIUP

1935
 DURANGO



Media Code 4 206 5180 4.00 Mid 008983-000
 Fordstone, Inc.
 Drawer P, 25860 Hwy. 160, Durango, CO 81301. Phone 303-247-4464.

PROGRAMMING DESCRIPTION

KIUP: easy listening MOR/full service. Contact Representative for further details. Rec'd 9/23/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Karen Maas.
 Station Manager—John Mackley.

2. REPRESENTATIVES

Denver-Mountain Media, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 930 khz. Directional nights.
 Operating schedule: 19 hours daily. MST.

4. AGENCY COMMISSION

15/2.

5. GENERAL ADVERTISING See coded regulations
 FM facilities: KRJS (FM).
 Affiliated with MBS.

TIME RATES

Eff—Rec'd 1/22/85.
 AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	36 ti
AA	14.50	10.90	11.30	8.85
12 ti	13.25	10.00	10.85	8.15
24 ti	12.00	9.10	9.85	7.40
36 ti	11.55	8.75	9.45	7.10

KIUP/KRJS (FM) COMBINATION

PER WK:	1 min	30 sec
AA	12.40	10.30
B	9.45	7.95

Minimum 10 ti per station. (SMD)

KRSJ (FM)

1972
 DURANGO



Media Code 4 206 5215 8.00 Mid 008984-000
 Fordstone, Inc.
 25860 Hwy. 160, Drawer P, Durango, CO 81301. Phone 303-247-4464.

PROGRAMMING DESCRIPTION

KRSJ (FM): Programmed for mass audience. MUSIC: Country. Contact Representative for further details. Rec'd 6/29/77.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Karen Maas.
 Station Manager—John Mackley.

2. REPRESENTATIVES

Mountain Media, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.5 mhz. Stereo.
 Operating schedule: 19 hours daily. MST.
 Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
 AM facilities: KIUP.
 Affiliated with ABC Information Radio Network.

TIME RATES

Eff 12/31/84—Rec'd 1/22/85.
 AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AA	14.50	10.90
12 ti	13.25	10.00
24 ti	12.00	9.10
36 ti	11.55	8.75

(SMD)

Englewood

Arapahoe County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Estes Park

Larimer County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

KSIR

1967
 ESTES PARK

Mid 008985-000
 See SRDS Spot Radio Small Markets Edition.

Fort Collins

Larimer County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

KCOL

1946
 FORT COLLINS



Media Code 4 206 5320 6.00 Mid 008986-000
 See: Empire Broadcasting Co.
 1612 La Porte Ave., Box 1339, Fort Collins, CO 80522.
 Phone 303-482-5991.

PROGRAMMING DESCRIPTION

KCOL: Programmed for adults 25-49. MUSIC: Adult Contemporary & Gold. NEWS: network at :60; local at :05; extended reports 7 am, noon & 5 pm; network & local commentary daily, mobile units; 5-person local staff, private weather service. SPORTS: USFL & NFL football; U & selected high school football & basketball; network specials. TALK: network 10 pm-3 am. Contact Representative for further details. Rec'd 3/30/82.

1. PERSONNEL

Executive Vice-President—Bob Thomas.
 Vice-Pres. & Gen'l Mgr.—Jack Miller.
 Vice-Pres., Station & Sales Mgr.—Don Grant.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

1,000 w.; 1410 khz. Directional nights.
 Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 22a, 24c, 28b.
 Contracts: 41, 45, 46, 51b.
 Comb.: Cont. Discounts: 60f, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Information Radio Network.
 Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 57 Eff 1/1/84—Rec'd 1/23/84.
 AAA—Sun thru Sat 5-10 am, noon-1 pm & 3-7 pm.
 AA—Sun thru Sat 10 am-noon & 1-3 pm.
 A—Sun thru Sat 7 pm-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AAA	27.80	22.60

30 DAYS:	30 ti	42 ti	72 ti	100 ti	150 ti
	1/3AAA	1/3AA	1/3A		
1 min	35.00	31.70	30.20	28.70	27.10
30 sec	28.00	25.30	24.40	23.10	21.70
	9/85				

KCOL-FM

1975
FORT COLLINS



Media Code 4 206 S321 4.00 Mid 008987-000
Beef Empire Broadcasting Co.
1612 La Porte Ave., Box 1339, Fort Collins, CO 80522.
Phone 303-482-5991.



PROGRAMMING DESCRIPTION
KCOL-FM: Programmed for adults. MUSIC: 90%; Beautiful. NEWS: 5 min; 10x/day. FEATURES: public affairs local & syndicated, 1, 3 & 5 min features; local commentary 3x/day. COMMERCIAL POLICY: 4 brks per hr. Contact Representative for further details. Rec'd 11/29/82.

1. **PERSONNEL**
Executive Vice-President—Bob Thomas.
Vice-Pres. & Gen'l Mgr.—Jack Miller.
Vice-Pres., Station & Sales Mgr.—Don Grant.

2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.

3. **FACILITIES**
ERP 100,000 w.; 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 470 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0; time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.

Basic Rates: 20b, 21b, 22a, 24c, 28b.
Contracts: 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Intermountain Network.
Affiliated with The Intermountain FM Network.
Sold in combination with KCOL. See that listing.

TIME RATES

No. 57 Eff 1/1/84—Rec'd 1/23/84.
AAA—Sun thru Sat 5-10 am & 3 pm-midnight.
AA—Sun thru Sat 10 am-3 pm.
A—Sun thru Sat midnight-6 am.

6. **SPOT ANNOUNCEMENTS**

PER WK.	1 min		30 sec	
BTA:	AAA	AA	A	AAA
6 ti	27.80	22.60	17.20	22.30
12 ti	26.60	21.60	16.60	21.30
18 ti	25.60	20.60	15.60	20.50
24 ti	24.10	19.70	14.70	19.30

DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

7. **PACKAGE PLANS**

30 DAYS:	30 ti	42 ti	72 ti	100 ti	150 ti
1 min	24.50	22.20	21.10	20.10	19.10
30 sec	19.60	17.60	16.90	16.10	15.20
	1/2AAA, 1/2AA				
1 min	22.10	20.50	19.20	18.20	17.20
30 sec	17.60	16.10	15.20	14.40	13.70
	1/3AAA, 1/3AA, 1/3A				
1 min	19.70	17.80	16.90	16.10	15.30
30 sec	15.70	14.20	13.50	12.90	12.20

8. **PROGRAM TIME RATES**

5 MINUTES:	1x	52x	104x	156x	260x	312x
AAA	50.50	48.20	45.70	43.50	41.70	39.80
AA	41.10	37.80	36.10	35.30	33.70	32.30
A	31.70	28.60	27.50	27.00	25.80	24.70

9/85

KIIX

1959
FORT COLLINS



Media Code 4 206 S500 3.00 Mid 008988-000
The WREN Broadcasting Co., Inc.
1608 Riverside, Box 2204, Fort Collins, CO 80524. Phone
303-484-5449, Denver phone, 303-571-1232.



2. **REPRESENTATIVES**
Bob Hix Co., Inc.
1 min rate 1x: 16.00.

KTCL (FM)

1965
FORT COLLINS



Media Code 4 206 S620 9.00 Mid 008989-000
The WREN Broadcasting Co., Inc.
1608 Riverside, Box 2204, Fort Collins, CO 80524. Phone
303-493-5330, Denver phone, 303-571-1232.
1 min rate 1x: 30.00.



KUAD-FM

1974
WINDSOR



Media Code 4 206 S620 9.00 Mid 009042-000
The WREN Broadcasting Co., Inc.
1608 Riverside, Box 2204, Fort Collins, CO 80524. Phone
303-493-5330, Denver phone, 303-571-1232.
1 min rate 1x: 30.00.

See listing under city of license.

Fort Morgan

Morgan County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KBRU (FM)

1968
FORT MORGAN

Mid 008990-000
See SRDS Spot Radio Small Markets Edition.

KFTM

1949
FORT MORGAN

Mid 008991-000
See SRDS Spot Radio Small Markets Edition.

Glenwood Springs

Garfield County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KGLN

1950
GLENWOOD SPRINGS

Mid 008992-000
See SRDS Spot Radio Small Markets Edition.

KMTS (FM)

1977
GLENWOOD SPRINGS

Modern Country

Media Code 4 206 S950 0.00 Mid 008993-000
Colorado West Broadcasting, Inc.
1322 1/2 Grand Ave., Box 1028, Glenwood Springs, CO
81601. Phone 303-945-9124.

PROGRAMMING DESCRIPTION

KMTS: MUSIC: Modern Country; country count down 9 am-noon Sat. NEWS: commentators, local news. SPORTS: pro & college football, high school football & basketball. Contact Representative for further details. Rec'd 7/25/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Allen L. Bell.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 5:30-1 am. MST.
Antenna ht.: 300 ft. below average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

TIME RATES

No. 5 Eff 7/1/81—Rec'd 11/22/82.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
AA—Sun thru Sat 6 am-midnight, ROS.

7. **PACKAGE PLANS**

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	18.00	16.50	16.00	15.50	15.20	15.00
30 sec	15.00	13.50	13.00	12.50	12.20	12.00
	CLASS AA					
1 min	16.00	14.50	14.00	13.50	13.20	13.00
30 sec	13.00	11.50	11.00	10.50	10.20	10.00

PER YR:	BULK			
	250x	500x	800x	1000x
1 min	16.00	15.50	15.00	14.70
30 sec	13.00	12.50	12.00	11.70
	AA			
1 min	14.00	13.50	13.00	12.70
30 sec	11.00	10.50	10.00	9.70

8. **PROGRAM TIME RATES**

5 min	1x	26x	52x	104x	156x	260x
	40.00	29.00	28.00	27.00	26.00	25.00

(SMD)

Grand Junction

Mesa County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KEXO

1947
GRAND JUNCTION

Donrey Media Group



Media Code 4 206 6020 1.00 Mid 008994-000
Donrey Media Inc.
Valley Federal Plaza, 225 N. Fifth St., Suite 1016, Grand
Junction, CO 81501. Phone 303-243-1230.



PROGRAMMING DESCRIPTION
KEXO: Programmed for adults 35+. MUSIC: vintage nostalgia. NEWS: network hrly; local & reg'l throughout day. FEATURES: commentator 3x/day M-F, noon Sat; personality 2x/day M-F; AIR PERSONALITIES handle all

segments; public affairs dealing w/community needs 75x/wk; 30-min program Sun; remote pkgs available; strong community involvement. Contact Representative for further details. Rec'd 3/6/84.

1. **PERSONNEL**
President—Donald W. Reynolds.
Sales Manager—Ron DeRose.
Station Manager—Joe Ryan.

2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain.

3. **FACILITIES**
1,000 w. days; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. **AGENCY COMMISSION**
15/0; time only.

5. **GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with Satellite Music.
Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 54 Eff 1/15/84—Rec'd 1/26/84.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. **SPOT ANNOUNCEMENTS**

GRID:	1 min		30 sec	
	AAAA	AAA	AA	A
I	25	21	17	14
II	20	18	15	12
III	18	15	12	10
IV	15	12	10	8

10 sec: 50% of 1-min.
Adjacencies/fixd positions, extra 2.00.

8. **PROGRAM TIME RATES**

5 min	1x	52x	104x	156x	260x
	27	26	25	24	23

9/85

KIIO

(formerly KREX)
1926
GRAND JUNCTION



Media Code 4 206 6055 7.00 Mid 008997-000
Western Slope Broadcasting Co.
Box 769, Grand Junction, CO 81502. Phone 303-241-
1192, TWX, 910-929-6992.



2. **REPRESENTATIVES**
Colorado—John L. McGuire, Inc.
1 min rate 1x: 21.00.

KQIL

1959
GRAND JUNCTION



Media Code 4 206 6090 4.00 Mid 008995-000
Mesa Broadcasting Co.
421 Glenwood Ave., Grand Junction, CO 81501. Phone
303-245-9000.
Mailing Address: Box 340, Grand Junction, CO 81502.



PROGRAMMING DESCRIPTION
KQIL: MUSIC: Country, 5 air personalities. NEWS: 22.5-min local newscasts daily; network hrly; 3 full-time newscasters. SPORTS: 6.5-min sportscasts daily; full-time dir. FEATURES: continuous promotions, 2 mobile units. Rec'd 9/21/84.

1. **PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Dave Beck.
Exec. Vice-Pres. & Sta. Mgr.—Don Rhea.
General Sales Manager—Dave Beck.

3. **FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
FM facilities: KOIX (FM).
Affiliated with NBC Radio Network.

TIME RATES

KQIL/KQIX (FM) COMBINATION
No. 19 Eff 7/1/84—Rec'd 10/25/84.

6. **SPOT ANNOUNCEMENTS**

PER WK:	30 sec		1 min	
	6 ti	12 ti	18 ti	24 ti
AM/PM Drive	52	51	50	49
Midday	49	48	47	46
Evening	40	39	38	37

7. **PACKAGE PLANS**
EQUAL DISTRIBUTION—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-8 PM

PER WK:	6 ti		12 ti		18 ti		24 ti	
	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
1 min	47	46	45	44	82	80	78	76

KOIL only: 80% of KOIL/KQIX (FM) combination.

KQIX (FM)

1973
GRAND JUNCTION



Media Code 4 206 6125 8.00 Mid 008996-000
Mesa Broadcasting Co.
421 Glenwood Ave., Grand Junction, CO 81501. Phone
303-245-9000.
Mailing Address: Box 340, Grand Junction, CO 81502.



PROGRAMMING DESCRIPTION
KOIX (FM): MUSIC: Soft Rock days, Top 40 nights. 5 air personalities. NEWS: all local newscasts; AP wire; 3 full-time newscasters. FEATURES: continuous promotions & on-air contests, concerts, 2 mobile units; American Top 40 Sun 9 am-1 pm. Rec'd 9/21/84.

1. **PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Dave Beck.
Exec. Vice-Pres. & Sta. Mgr.—Don Rhea.
Program Director—Mike O'Brian.

3. **FACILITIES**
ERP 26,300 w.; 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,027 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
AM facilities: KOIL.
Sold in combination with KOIL. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
80% of KQIL/KQIX (FM) combination.

KSTR

1957
GRAND JUNCTION



Media Code 4 206 6300 7.00 Mid 008999-000
Transwestern Corp., Inc. dba Wiens Communications
680 Rood Ave., Box 1120, Grand Junction, CO 81502.
Phone 303-243-1722.

2. **REPRESENTATIVES**
Denver—Mountain Media, Inc.
1 min rate 1x: 22.50.

KVEE (FM)

(formerly KREX-FM)
1960
GRAND JUNCTION



Media Code 4 206 6440 1.00 Mid 008998-000
Western Slope Broadcasting Co.
Box 769, Grand Junction, CO 81502. Phone 303-241-
9230, TWX, 910-929-6992.



2. **REPRESENTATIVES**
Colorado—John L. McGuire, Inc.
1 min rate 1x: 17.00.

Greeley

Weld County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KFKA

COLORADO

Greeley—cont

KGRE
(formerly KYOU)
1948
GREELEY



Media Code 4 206 6720 6.00 Mid 009003-000
O'Kieffe Broadcasting Co.
816 9th St., Box 1607, Greeley, CO 80631. Phone 303-356-1450.



Mid 009003-000

PROGRAMMING DESCRIPTION

KGRE: Programmed for adults 25-54. MUSIC: Country. AIR PERSONALITIES handle all segments. NEWS: local at 6:00. Contact Representatives for further details. Rec'd 10/24/83.

- PERSONNEL**
General Manager—Frank Gunn.
Sales Manager—Marc McLean.
Operations Manager—Ken Schroeder.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50.
Comb.: Cont. Discounts: 60f, 60h, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYOU (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Satellite Music Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 49 Eff 9/1/84—Rec'd 9/28/84.

GRID:	(*)		(†)		(‡)	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I.....	32	28	28	24	22	18
II.....	28	24	24	20	18	14
III.....	24	20	20	16	14	11
IV.....	20	16	16	12	11	10
V.....	16	12	12	9	9	7

GRID:	(*)		(†)		(‡)	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I.....	32.00	28.00	28.00	24.00	22.00	18.00
II.....	28.00	24.00	24.00	20.00	18.00	14.00
III.....	24.00	20.00	20.00	16.00	14.00	11.00
IV.....	20.00	16.00	16.00	12.00	11.00	10.00
V.....	16.00	12.00	12.00	9.00	9.00	7.00

GRID:	KGRE/KYOU (FM) COMBINATION					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I.....	53.00	49.30	49.30	42.20	38.70	33.10
II.....	49.30	42.20	42.20	36.20	33.10	24.60
III.....	42.20	36.20	36.20	28.10	24.60	19.40
IV.....	36.20	28.10	28.10	21.10	19.40	17.60
V.....	28.10	21.10	21.10	15.80	15.80	12.30

(*) Mon-Fri 5:30-9 am.
(†) Mon-Fri 9 am-7 pm; Sat 5:30 am-7 pm.
(‡) Mon-Sat 7 pm-midnight; Sun 6 am-midnight.
9/85

KUAD-FM
1974
WINDSOR

Mid 009042-000

See listing under city of license.

KYOU (FM)
(formerly KGRE (FM))
1967
GREELEY



Media Code 4 206 6860 0.00 Mid 009002-000
O'Kieffe Broadcasting Co.
816 9th St., Box 1607, Greeley, CO 80631. Phone 303-356-1450.



Mid 009002-000

PROGRAMMING DESCRIPTION
KYOU (FM): MUSIC: Modern Country; Satellite Music Network. NEWS: 15x/day, 1-1/2 min length. COMMERCIAL POLICY: limit 12 units/hr. Contact Representative for further details. Rec'd 8/23/84.

- PERSONNEL**
General Manager—Frank Gunn.
Sales Manager—Marc McLean.
Operations Manager—Ken Schroeder.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 25,000 w.; 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 470 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50.
Comb.: Cont. Discounts: 60f, 60h, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGRE.
Affiliated with Satellite Music Network.
Sold in combination with KGRE. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 49 Eff 9/1/84—Rec'd 9/28/84.

6. SPOT ANNOUNCEMENTS

GRID:	(*)		(†)		(‡)	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I.....	32	28	28	24	22	18
II.....	28	24	24	20	18	14
III.....	24	20	20	16	14	11
IV.....	20	16	16	12	11	10
V.....	16	12	12	9	9	7

(*) Mon-Fri 5:30-9 am.
(†) Mon-Fri 9 am-7 pm; Sat 5:30 am-7 pm.
(‡) Mon-Sat 7 pm-midnight; Sun 6 am-midnight.
9/85

Gunnison

Gunnison County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KGUC
1960
GUNNISON
KGUC-FM
GUNNISON



Media Code 4 206 7000 2.00 Mid 009004-000
Gunnison Broadcasting Co.
113 E. Georgia, Gunnison, CO 81230. Phone 303-641-1780.

- PERSONNEL**
Co-owner & Gen'l Mgr.—Roger W. Pepperd.
Co-owner & Sta. Mgr.—Ernie Pepperd.
Sales Manager—Larry Swank.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 6 am-10 pm. MST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 6 am-10 pm. MST.
Antenna ht.: 304 ft. above average terrain.
Simulcast 6 am-10 pm.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
No 11 Eff 8/15/83—Rec'd 8/1/83.
A—Mon thru Sat 6-10 am, noon-1 pm, 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION					
	5 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	8.80	8.60	8.40	8.20	8.00	7.80
30 sec	7.05	6.90	6.70	6.55	6.40	6.25

DISCOUNT

PER WK:	13 wk—10%
1 min	8.00
30 sec	6.40

8. PROGRAM TIME RATES

5 min	1x					52x					104x					156x					260x				
	11.00	10.60	10.40	10.20	10.00	11.00	10.60	10.40	10.20	10.00	11.00	10.60	10.40	10.20	10.00	11.00	10.60	10.40	10.20	10.00	11.00	10.60	10.40	10.20	10.00
	9/85 (SMD)																								

KVLE (FM)
1980
GUNNISON

Mid 033464-000

See SRDS Spot Radio Small Markets Edition.

Hayden

Routt County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KKMX
1983
HAYDEN

Mid 031279-000

See SRDS Spot Radio Small Markets Edition.

La Junta

Otero County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KBLJ (FM)
1974
LA JUNTA

Media Code 4 206 7070 5.00 Mid 009005-000
La Junta Broadcasters, Inc.
116 Dalton Ave., Box 485, La Junta, CO 81050. Phone 303-384-5456.

- PROGRAMMING DESCRIPTION**
KBLJ (FM): MUSIC: C & W. FARM. Contact Representative for further details. Rec'd 10/3/83.
- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—C. A. Denney.
 - REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 5:45 am-11 pm. MST.
Antenna ht.: 301 ft. above average terrain.
Partial simulcast operation. Simulcast 6-9 am & noon-1 pm. For non-simulcast facilities see KBZZ.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: KBZZ.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/84—Rec'd 5/29/84.
AAA—Mon thru Sat 6-9 am & noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	14.20	13.90	13.60	13.30	13.00	12.70
30 sec	11.30	11.10	10.90	10.60	10.40	10.20

CLASS A

PER WK:	CLASS A					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.60	7.20	6.80	6.40	6.00

9/85 (SMD)

KBZZ
1936
LA JUNTA

Mid 009006-000

See SRDS Spot Radio Small Markets Edition.

Lakewood

Jefferson County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Lamar

Prowers County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KLMR
1960
LAMAR

Mid 009007-000

See SRDS Spot Radio Small Markets Edition.

KSEC (FM)
1978
LAMAR

Mid 009008-000

See SRDS Spot Radio Small Markets Edition.

Leadville

Lake County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KLRR
1960
LEADVILLE

Mid 009009-000

See SRDS Spot Radio Small Markets Edition.

Littleton

Arapahoe County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Longmont

Boulder County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KLMO
1949
LONGMONT



Media Code 4 206 7560 5.00 Mid 009010-000
Radio Longmont
614 Kimbark, Box 799, Longmont, CO 80501. Phone 303-776-2323, Denver/Boulder, phone, 303-449-3224.

- REPRESENTATIVES**
Minneapolis—Weiss & Powell, Inc.
1 min rate 1x: 18.00.

KLMO-FM

1964
LONGMONT



Media Code 4 206 7561 3.00 Mid 009011-000
Radio Longmont, Inc.
614 Kimbark, Box 799, Longmont, CO 80501. Phone 303-776-2323, Denver/Boulder, phone, 303-449-3224.

- REPRESENTATIVES**
Minneapolis—Weiss & Powell, Inc.
1 min rate 1x: 16.00.

Loveland

Larmer County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KLOV
1955
LOVELAND



Media Code 4 206 7700 7.00 Mid 009012-000
KLOV AM/FM, Inc.
1570 W. First St., Box 8509, Loveland, CO 80537. Phone 303-667-1570.

- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
1 min rate 1x: 10.00.

KLOV-FM
1966
LOVELAND



Media Code 4 206 7735 3.00 Mid 034642-000
KLOV AM/FM, Inc.
1570 W. First St., Box 8509, Loveland, CO 80537. Phone 303-667-1570.

- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
1 min rate 1x: 14.00.

Manitou Springs

El Paso County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Colorado Springs
(including Manitou Springs, Security)

Meeker

Rio Blanco County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KMKR
1980
MEEKER

Mid 032577-000

See SRDS Spot Radio Small Markets Edition.

Monte Vista

Rio Grande County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KSLV
1954
MONTE VISTA

Country Music



Media Code 4 206 7840 1.00 Mid 009013-000
San Luis Valley Broadcasting, Inc.
109 Adams St., Box 631, Monte Vista, CO 81144. Phone 303-852-3581.

- PROGRAMMING DESCRIPTION**
KSLV: MUSIC: Hit Country. AIR PERSONALITIES handle all segments. NEWS: emphasis on local actualities, AP wire. SPORTS: high school football, basketball, wrestling, track, volleyball, baseball & Indy 500; Denver Broncos Gold pro football. FARM: 5 hrs/wk; dir. reports daily at 6:30-7 am & 12:30-1 pm incl local news commodity & livestock reports. FEATURES: drivetime & wknd programming incl sports, weather, news & agriculture; emphasis community involvement. Contact Representative for further details. Rec'd 3/30/84.
- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Gourley.
Program Director—Jim Moeny.
Sales Manager—Mary Cole.

- 2. REPRESENTATIVES**
Kansas City, St. Joseph, Wichita, Tulsa—Eugene F. Gray Co., Inc.
Denver—John L. McGuire, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. night; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. MST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES
Eff—Rec'd 3/30/84.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|------------------------|-------|-------|-------|-------|
| | 6 ti | 12 ti | 18 ti | 24 ti |
| M-Sat 5-10 am & 3-7 pm | 11.00 | 10.45 | 10.20 | 9.90 |
| All other times | 10.00 | 8.50 | 8.20 | 7.95 |
- (SMD)(CR)

Montrose

Montrose County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KKXX (FM)

1976
MONTROSE



Media Code 4 206 7910 2.00 Mid 009014-000
Woodland Broadcasting Co.
Box 970, Montrose, CO 81401. Phone 303-249-4546.
PROGRAMMING DESCRIPTION
KKXX (FM): MUSIC: Country. Contact Representative for further details. Rec'd 10/5/81.

- 1. PERSONNEL**
President—L. Robert Hale.
Operations Manager—Neil Shurts.
Sales Manager—Larry Millhouse.
- 2. REPRESENTATIVES**
Masla Radio.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Mountain States—Bob Hix Co., Inc.
- 3. FACILITIES**
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1,750 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KUBC.

TIME RATES
KUBC/KKXX (FM) COMBINATION
Eff—Rec'd 10/4/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat noon-1 pm & 3-7 pm.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | | | |
|------|----------|----------|
| WK: | 1 min | 30 sec |
| EA: | 27 23 19 | 23 20 16 |
| 1 ti | 26 22 18 | 22 19 15 |
- ANNUAL PLAN
Contracts in advance for 312/624/936 spots within 52-wk period will earn 12/24/36 plan rate regardless of number run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

70% of KUBC/KKXX (FM) combination.

(SMD)

KUBC

1947
MONTROSE

Mid 009015-000

See SRDS Spot Radio Small Markets Edition.

KWDE (FM)

1979
MONTROSE

Mid 009016-000

See SRDS Spot Radio Small Markets Edition.

Oak Creek

Routt County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KFMU (FM)

1976
OAK CREEK

Mid 009017-000

See SRDS Spot Radio Small Markets Edition.

Pagosa Springs

Archuleta County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KPAG

1975
PAGOSA SPRINGS

Mid 009018-000

See SRDS Spot Radio Small Markets Edition.

Pueblo

Pueblo County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KAYK

1963
PUEBLO

Media Code 4 206 8120 7.00 Mid 009024-000

Erway Broadcasting Corp.
4211 N. Elizabeth, Pueblo, CO 81008. Phone 303-542-1480.

- 2. REPRESENTATIVES**
Denver—John L. McGuire, Inc.
1 min rate 1x: 6.60.

KCCY (FM)

1975
PUEBLO



M'GAVREN GUILD RADIO NRBA

Media Code 4 206 8190 0.00 Mid 009019-000

Kennebec-Colorado Broadcasting Corp.
106 W. 24th St., Box 5010, Pueblo, CO 81002. Phone 303-545-2080.

PROGRAMMING DESCRIPTION

KCCY (FM): MUSIC: Modern country, AIR PERSONALITIES, staff meteorologist. Contact Representative for further details. Rec'd 10/20/82.

- 1. PERSONNEL**
President—Robert F. Fuller.
Vice-Pres. & Gen'l Mgr.—Michael John.
Sales Manager—Danielle Whitmore.
- 2. REPRESENTATIVES**
McGavren-Guild Radio.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Operating schedule: 24 hours daily. MST.
Antenna ht.: 320 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KCSJ

1947
PUEBLO

Media Code 4 206 8260 1.00 Mid 009020-000

Sunbrook Broadcasting, Inc.
First & Main, Box 235, Pueblo, CO 81002. Phone 303-543-5900.

PROGRAMMING DESCRIPTION

KCSJ: News, Talk, Sports. NEWS: 6-8:30 am, noon-1 pm & 5-6 pm. TALK: local talk show 3-5 pm; Talknet 6 pm-12M; Larry King 12M-5 am. SPORTS: high school & Univ football & basketball; Air Force football. MUSIC: Adult Contemporary. Farm reports: 5:55 am & 12:45 pm. Contact Representative for further details. Rec'd 11/21/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Larry Roberts.
Sales Manager—Steve Arveschoug.
Operations Director—Andrew Fuller.
- 2. REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- 3. FACILITIES**
1,000 w.; 590 khz. Directional.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10g, 11g.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24c, 25b, 27, 28b, 28c, 29c, 30, 32a, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47c.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 6 Eff 11/1/84—Rec'd 11/30/84.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
ROS—Mon thru Sun 6 am-midnight.

7. PACKAGE PLANS

PER WK:	SATURATION			
	1 min	30 sec	18 ti	24 ti
AAA	16.00	15.00	14.00	13.00
AA	11.00	10.50	10.00	9.50
A	10.00	9.50	9.00	8.50
B	6.00	5.50	5.00	4.50
ROS	9.00	8.50	8.00	7.50

PER WK:	CONTRACTS			
	13 wks	26 wks	52 wks	24
AAA	14.00	13.00	12.00	11.00
AA	9.00	8.50	8.00	7.50
A	8.00	7.50	7.00	6.50
B	5.00	4.50	4.00	3.50
ROS	8.00	7.50	7.00	6.50

Specified; extra 10%.

WITHIN 1 YR: 12 18 24

9/85

Pueblo's Best Combo Buy!



Adult AM/FM Contemporary

KDZA

1947
PUEBLO



Media Code 4 206 8400 3.00 Mid 009021-000
United Communication, Inc.
201 W. Eighth, Box 93, Pueblo, CO 81002. Phone 303-544-5646.

PROGRAMMING DESCRIPTION

KDZA: Programmed for adults & young adults. MUSIC 85%: current hits. Singles 98%, albums 2%. 6 AIR PERSONALITIES. NEWS 15%: local & regional 50%. 5 min at :54. Locally prepared using AP audio service, AP wire, local actualities & 2 mobile news cars. Expanded news at 7 am, noon & 5 pm. Weather news 3x/hr. School, community news hrly. Sports scores, current news. Editorialize daily. Contact Representative for further details. Rec'd 1/27/81.

- 1. PERSONNEL**
General Sales Manager—Tony Spicola.

- 2. REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Seattle—Broadcast Northwest.

- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4c, 5, 6b, 7b.
Rate Protection: 90 days.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24c, 25b, 27, 28b, 28c, 29a, 30, 32a, 33c.
Contracts: 40a, 41, 42c, 43, 44c, 45, 46, 47c.
Comb.; Cont. Discounts: 60f, 60h, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KZLO (FM).

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KFEL

1956
PUEBLO



Media Code 4 206 8540 6.00 Mid 009022-000
KFEL, Inc.
4411 Goodnight Ave., Pueblo, CO 81005. Phone 303-561-4884.
1 min rate 1x: 10.00.

KIDN

1927
PUEBLO



Torbet Radio



Media Code 4 206 8610 7.00 Mid 009023-000
Martec Broadcasting
U.S. Hwy. 50 W., Box 293, Pueblo, CO 81002. Phone 303-542-5570.

PROGRAMMING DESCRIPTION

KIDN: Programmed for adults 18-49. MUSIC: Modern Country format w/album cuts in day parts; 6 AIR PERSONALITIES. NEWS: network & local at :60 & :30 6-8:30 am & 4-6 pm; network & local at :60 10 am-3 pm; network at :60 7 pm-5 am; 3-person news staff; expanded at 7 am & 5 pm. SPORTS: play by play Univ So Colo football & basketball. 2 locally produced sportscasts daily. Contact Representative for further details. Rec'd 3/12/84.

- 1. PERSONNEL**
Vice Pres. & Gen'l Mgr.—J. Michael DeMarco.
Sales Manager—Gary M. Buchanan.
Program Director—Bob Campbell.

- 2. REPRESENTATIVES**
Torbet Radio, Inc.
Denver—John L. McGuire, Inc.

- 3. FACILITIES**
5,000 w. days; 1,000 w. nights; 1350 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. MST.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.

Rate Protection: 15b.
Basic Rates: 20a, 21b, 23a, 25a, 28a, 28c, 30.
Contracts: 40a, 42d, 44b, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60i, 60k, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 3/12/84.
AAA—Mon thru Sat 5:30-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm & 8 pm-midnight; Sun 9 am-10 pm.
A—Mon thru Sun midnight-5:30 am.

7. PACKAGE PLANS

PER WK:	1 min				30 sec			
	18 ti	24 ti	36 ti	18 ti	24 ti	36 ti	18 ti	24 ti
AAA	24	22	20	22	20	18	22	18
A	22	20	18	20	18	16	18	16

AP—MON THRU SAT 5:30 AM-MIDNIGHT
1/2AAA, 1/2AA: 1 min 30 sec
Ea 19 17

KKMG (FM)

1967
PUEBLO



Media Code 4 206 8715 4.00 Mid 009027-000
Whale Communications, Inc.
44 E. Spalding, W., Box 7089, Pueblo, CO 81005. Phone 303-564-5450.
Rates have been temporarily withdrawn by station.

KRMX

1958
PUEBLO

Media Code 4 206 8824 4.00 Mid 009025-000
KA-PI, Inc.
2829 Lowell Blvd., Pueblo, CO 81003. Phone 303-545-2883.

- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
1 min rate 1x: 18.00.

KRMX-FM

1979
PUEBLO

Media Code 4 206 8826 9.00 Mid 009026-000
KAPI, Inc.
2829 Lowell, Pueblo, CO 81003. Phone 303-545-2883.
1 min rate 1x: 12.00.

COLORADO

Pueblo—cont

KVUU (FM)



Media Code 4 206 8837 6.00 Mid 009028-000
Radio Colorado Springs, Inc.
2600 Hiway 50 West, Pueblo, CO 81002. Phone 303-544-4961

Mailing Address: Cheyenne Center, 2860 S. Circle Dr., Colorado Springs, CO 80906. Phone 303-579-0880.

PROGRAMMING DESCRIPTION

KVUU (FM) Programmed for adults with emphasis on 25-49 demographic. MUSIC: Adult Contemporary with personality approach; AIR PERSONALITIES. FEATURES: continuous promotion activities & community affairs involvement. NEWS: local & reg'l coverage; business & lifestyle features; accu-weather satellite reports hrly. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
General Manager—Bill Struck.
Sales Manager—Dean Ianni.
Program Director—Bobby Irwin.
- REPRESENTATIVES**
McGavren-Guild, Inc.
- FACILITIES**
ERP 68,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,000 ft above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KSSS, Colorado Springs.

TIME RATES

KVUU (FM)/KSSS, COLORADO SPRINGS COMBINATION
No. 4 Eff 9/28/84—Rec'd 10/25/84.
AAA—5-10 am.
AA—3-8 pm.
A—Sat 10 am-3 pm.
B—Evenings.
C—Mon thru Sun 1-5 am.

- SPOT ANNOUNCEMENTS**
GRID, 1 MIN:

AAA	85	75	65	55	45	35
AA	75	65	55	45	35	30
A	65	55	45	40	30	20
B	60	50	40	35	25	20

30 sec: 80% of 1-min.
(* Preemptible.

KVUU (FM): 80% of KVUU (FM)/KSSS, Colorado Springs combination. (D)

KZLO (FM)

1976 PUEBLO



Media Code 4 206 8855 8.00 Mid 009029-000
United Communications, Inc.
201 W. Eighth, Box 93, Pueblo, CO 81002. Phone 303-544-9648

PROGRAMMING DESCRIPTION

KZLO (FM): MUSIC: Programmed adult contemporary with familiar hits current & gold. NEWS: at :45, local, regional & nat'l. SPORTS: weekly commentary. FEATURES: community editorials. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
Sales Manager—Tony Spicola.
- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Seattle—Broadcast Northwest.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4c, 5, 6b, 7b.
Rate Protection: 90 days.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24c, 25b, 27, 28b, 28c, 29a, 30, 32a, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47c.
Comb., Cont. Discounts: 60f, 60h, 61b, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
AM facilities: KDZA.
Affiliated with RKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

Rifle

Garfield County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KWSR

1967 RIFLE

Media Code 4 206 8870 7.00 Mid 009030-000
Oil Shale Broadcasting Co., Inc.
436 East Ave., Box 1210, Rifle, CO 81650. Phone 303-625-2299.

PROGRAMMING DESCRIPTION

KWSR: MUSIC: Adult Contemporary & Country, mix of current & oldies. NEWS: network at :60, weather at :15, & :45. FARM: market information at 7:06 am & 12:20 pm. FEATURES: local high school & community events; public affairs & current event interviews M-F 9:30 am; live remotes. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
Pres., Gen'l Mgr. & Chief Eng.—Charles Price.
Station Manager—Marge Price.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 810 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 6 Eff 5/15/82—Rec'd 6/4/82.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	11.00	10.50	10.00	9.50	9.00

CLASS B

1 min	12.50	12.00	11.50	11.00	10.50
30 sec	9.50	9.00	8.50	8.00	7.50

- PROGRAM TIME RATES**
5 min 1x 52x 104x 156x 260x
9/85 (SMD)

Rocky Ford

Otero County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KAVI

1955 ROCKY FORD

Media Code 4 206 8855 8.00 Mid 009031-000
See SRDS Spot Radio Small Markets Edition.

KAVI-FM

1966 ROCKY FORD

Media Code 4 206 8855 8.00 Mid 009032-000
See SRDS Spot Radio Small Markets Edition.

Salida

Chaffee County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KVRH

1948 SALIDA

KVRH-FM

1971 SALIDA

Media Code 4 206 8855 8.00 Mid 009033-000
See SRDS Spot Radio Small Markets Edition.

Security

El Paso County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Colorado Springs
(including Manitou Springs, Security)

Steamboat Springs

Routt County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KBCR

1976 STEAMBOAT SPRINGS

Media Code 4 206 8855 8.00 Mid 009034-000
See SRDS Spot Radio Small Markets Edition.

KSBT (FM)

STEAMBOAT SPRINGS

Mid 009035-000
See SRDS Spot Radio Small Markets Edition.

Sterling

Logan County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KSTC

1925 STERLING



Media Code 4 206 9240 2.00 Mid 009036-000
KSTC, Inc.
803 W. Main, Box 830, Sterling, CO 80751. Phone 303-522-1607.

PROGRAMMING DESCRIPTION

KSTC: MUSIC: Country. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
General Manager—Jim Terlouw.
Sales Manager—Harry Lockhart.
Program Director—Dennis Brown.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 19 hours daily. MST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with High Plains Farm & Ranch Network.

TIME RATES

Eff—Rec'd 4/20/84.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11:30 am-1 pm, flat 1-min 16:60; 30-sec 13.40.
- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	15.50	15.00	14.50	14.00	13.50
30 sec	12.50	12.10	11.75	11.40	10.60

CLASS B

1 min	14.30	13.85	13.30	12.90	12.00
30 sec	11.55	11.20	10.85	10.40	9.70

- PROGRAM TIME RATES**
5 min 1x 52x 104x 156x 260x
21.20 20.15 19.70 19.25 18.65

AM/FM COMBINATION

- SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11:30 am-1 pm; flat 1-min 30:00; 30-sec 24.20.
- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	28.00	27.10	26.20	25.30	24.40
30 sec	22.60	21.90	21.25	20.60	19.20

CLASS B

1 min	25.85	25.05	24.05	23.30	21.70
30 sec	20.90	20.25	19.65	18.80	17.55

- PROGRAM TIME RATES**
5 min 1x 52x 104x 156x 260x
38.25 36.35 35.55 34.75 33.65
9/85 (SMD)

KSTC-FM

1974 STERLING



Media Code 4 206 9241 0.00 Mid 009037-000
KSTC, Inc.
803 W. Main, Box 830, Sterling, CO 80751. Phone 303-522-1607.

PROGRAMMING DESCRIPTION

KSTC-FM: MUSIC: Adult Rock. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Jim Terlouw.
Sales Manager—Harry Lockhart.
Program Director—Dennis Brown.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 100,000 w.; 104.7 mhz.
Operating schedule: 19 hours daily. MST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Intermountain FM Network.
Sold in combination with KSTC. See that listing.

TIME RATES

Eff—Rec'd 4/20/84.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11:30 am-1 pm, flat 1-min 16:60; 30-sec 13.40.
- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	15.50	15.00	14.50	14.00	13.50
30 sec	12.50	12.10	11.75	11.40	10.60

CLASS B

1 min	14.30	13.85	13.30	12.90	12.00
30 sec	11.55	11.20	10.85	10.40	9.70

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	260x
	21.20	20.15	19.70	19.45	18.65
	9/85				(SMD)

Trinidad

Las Animas County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KCRT

1946 TRINIDAD

Media Code 4 206 9520 7.00 Mid 009038-000
Colorado Broadcasting Corporation
Box 772, Trinidad, CO 81082. Phone 303-846-3355.

- PERSONNEL**
General Manager—Tony A. Cranford.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
250 w.; 1240 khz.
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 49 Eff 7/15/83—Rec'd 8/1/83.
A—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.00	6.80	6.60	6.40	6.20	...
30 sec	5.60	5.40	5.30	5.10	5.00	...

CLASS B

1 min	6.20	6.00	5.80	5.60	5.40	5.20
30 sec	5.00	4.80	4.60	4.50	4.30	4.10

- PROGRAM TIME RATES**
5 min 1x 52x 104x 156x 260x
9.50 9.10 8.90 8.70 8.50

AM/FM COMBINATION

- PACKAGE PLANS**
SATURATION—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	11.70	11.50	11.40	11.20	11.00	...
30 sec	10.10	9.70	9.50	9.20	9.00	...

CLASS B

1 min	11.00	10.80	10.50	10.10	9.70	9.40
30 sec	9.00	8.70	8.30	8.10	7.80	7.40

- PROGRAM TIME RATES**
5 min 1x 52x 104x 156x 260x
16.10 15.40 15.10 14.80 14.50
9/85 (SMD)

KCRT-FM

1981 TRINIDAD

Media Code 4 206 9520 7.00 Mid 017779-000
See SRDS Spot Radio Small Markets Edition.

Vail

Eagle County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KVMT (FM)

1975 VAIL

Media Code 4 206 9520 7.00 Mid 009039-000
See SRDS Spot Radio Small Markets Edition.

Walsenburg

Huerfano County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KFLJ

1957 WALSENBURG

Media Code 4 206 9520 7.00 Mid 009040-000
See SRDS Spot Radio Small Markets Edition.

Windsor

Weld County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KSGR

1969 WINDSOR

Media Code 4 206 9520 7.00 Mid 009041-000
See SRDS Spot Radio Small Markets Edition.

KUAD-FM1974
WINDSORMedia Code 4 206 9751 8.00 Mid 009042-000
Brewer Broadcasting Corp.
Box 117, 1200 Carousel Dr., Windsor, CO 80550. Phone
303-686-2791.

1. **PERSONNEL**
President—Philip L. Brewer.
Station Manager—Rosemary Larson.
National Sales Manager—Dennis W. Lamme.
2. **REPRESENTATIVES**
Mountain Media, Inc.
3. **FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 600 ft. above average terrain.
4. **AGENCY COMMISSION**
15/5 time only; 10th of following month.
5. **GENERAL ADVERTISING** See coded regulations
AM facilities: KSGR.

TIME RATESNATIONAL AND LOCAL RATES SAME
KUAD-FM/KSGR COMBINATION

Eff. _____ Rec'd 3/28/83.

AAA—Mon thru Sat 6-10 am, 3-7 pm.
AA—Mon thru Sat 10 am-3 pm, 7 pm-midnight; Sun 6 am-noon.7. **PACKAGE PLANS**

GRID:	TAP—1/2AAA, 1/2AA							
	1 min				30 sec			
	12 ti	18 ti	24 ti	36 ti	12 ti	18 ti	24 ti	36 ti
I	26	25	24	23	22	21	20	19
II	24	23	22	21	20	19	18	17
III	22	21	20	19	18	17	16	15
IV	20	19	18	17	16	15	14	13
V	18	17	16	15	14	13	12	11
VI	16	15	14	13	12	11	10	9

Grid VI subject to immediate preemption without notice.
All AAA time: Add 1 Grid.
All AA time: Less 1 Grid.
Specified days: Add 1 Grid.

KUAD-FM only: 80% of KUAD-FM/KSGR combination.

(SMD)(CR-2)

WrayYuma County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.**KRQZ**1977
WRAY

Mid 009043-000

See SRDS Spot Radio Small Markets Edition.

KRQZ-FM1983
WRAY

Mid 031398-000

See SRDS Spot Radio Small Markets Edition.

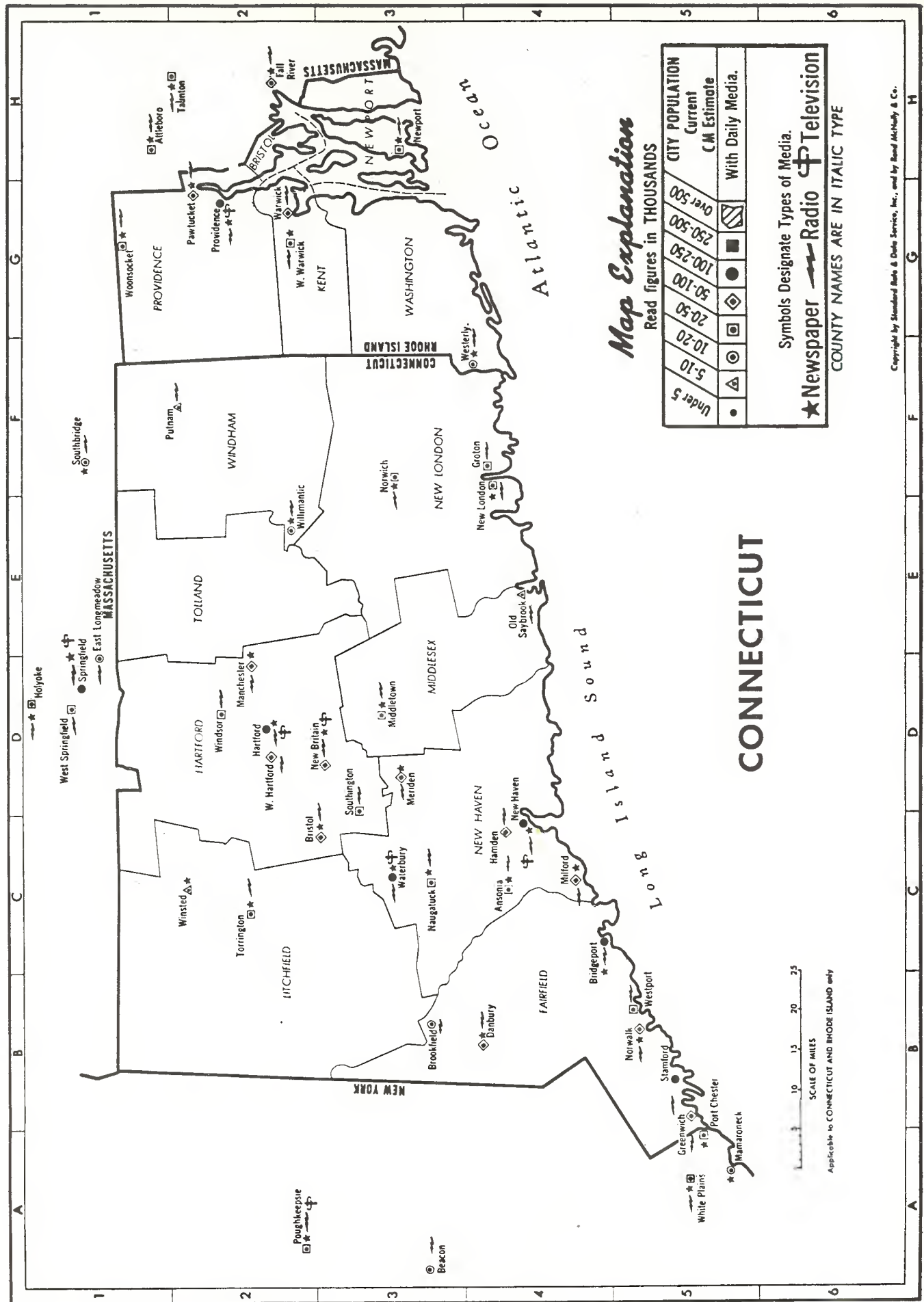
YumaYuma County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.**KJCO (FM)**1978
YUMA

Mid 028924-000

See SRDS Spot Radio Small Markets Edition.

CONNECTICUT

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
CONNECTICUT STATE TOTALS.....	3,143.7	1,115.43	39,384,545	35,309	25.1	37.7	18.4	18.8	17,515,436	15,703	3,738,226	571,787	2,464,473	848,422	940,357	2,983,218	1,540,258	1,823.48	219.2	125.41	
FAIRFIELD B-4	814.2	285.32	12,801,300	44,866	19.6	37.1	21.2	22.1	4,668,530	16,362	986,363	148,629	643,987	228,498	257,400	796,948	408,966	480.69	66.7	45.51	
Bridgeport	137.2	50.62	1,119,810	22,122	683,475	13,502	151,803	24,547	103,801	31,708	32,691	115,339	61,033	58.77	28.8	25.68	
Bridgeport-Milford Metro Area (Official MSA).....	436.9	152.83	5,170,490	33,832	24.4	36.7	19.2	19.7	2,384,950	15,605	509,802	78,156	336,592	115,336	127,505	406,060	209,850	245.05	36.3	30.82	
Bridgeport-Stamford- Norwalk-Danbury Metro Area (county basis).....	814.2	285.32	12,801,300	44,866	19.8	30.9	18.0	31.2	4,668,530	16,362	986,363	148,629	643,988	228,498	257,400	796,948	408,966	480.69	66.7	45.51	
Danbury	64.5	22.76	778,543	34,207	358,479	15,750	76,452	11,681	50,367	17,378	19,284	61,066	31,515	37.01	3.7	2.15	
Danbury Metro Area (Official MSA).....	184.7	61.71	2,653,230	42,995	15.7	31.1	20.9	32.3	1,038,990	16,837	218,023	32,515	141,398	51,205	58,293	177,632	90,782	114.72	4.8	3.59	
Fairfield Town	53.9	18.09	849,767	46,974	306,409	16,938	64,201	9,553	41,576	15,123	17,256	52,403	26,757	33.95	.4	.78	
Greenwich Town	59.6	21.69	1,457,130	67,180	375,519	17,313	78,286	11,558	50,445	18,628	21,415	64,293	32,731	38.70	1.1	1.24	
Norwalk	77.3	28.43	1,133,080	39,855	462,699	16,275	97,884	14,778	63,987	22,617	25,427	78,963	40,552	47.73	10.8	4.49	
Norwalk Metro Area (Official MSA).....	126.4	44.85	2,402,140	53,559	15.1	26.9	17.6	40.4	765,134	17,060	160,056	23,756	103,485	37,826	43,266	130,902	66,775	81.18	11.2	5.12	
Stamford	100.1	37.85	1,594,350	42,123	614,064	16,224	130,008	19,651	85,052	29,992	33,675	104,776	53,835	58.36	15.0	5.63	
Stamford Metro Area (Official MSA).....	196.1	71.77	4,073,330	56,755	16.2	27.4	17.1	39.3	1,213,970	16,915	254,463	37,886	164,853	59,894	68,298	207,598	106,027	120.79	16.5	7.31	
Stamford Metro Area (Official MSA).....	50.9	18.86	693,644	36,779	305,669	16,207	64,730	9,787	42,356	14,926	16,753	52,153	26,800	31.67	3.1	.97	
HARTFORD D-2	805.5	291.10	9,989,510	34,316	22.5	37.4	20.2	19.9	4,590,610	15,770	978,700	149,464	644,561	222,610	247,166	782,060	403,521	457.98	66.2	41.29	
Bristol	58.2	20.98	665,378	31,715	330,878	15,771	70,540	10,772	46,456	16,046	17,816	56,369	29,084	34.71	1.0	.96	
Bristol Metro Area (Official MSA).....	75.3	26.72	873,047	32,674	18.7	41.9	23.7	15.7	428,207	16,026	90,931	13,806	59,659	20,850	23,299	73,015	37,583	45.93	1.1	1.13	
East Hartford Town	50.6	19.28	575,367	29,842	295,601	15,332	63,468	9,793	42,079	14,229	15,614	50,278	26,054	30.57	1.9	1.20	
Enfield Town	41.3	12.99	477,979	36,796	220,299	16,959	46,141	6,861	29,869	10,878	12,419	37,679	19,235	24.24	.6	.45	
Hartford	128.0	48.30	939,682	19,455	612,824	12,688	138,551	22,929	96,210	27,856	27,666	102,976	55,107	42.44	43.4	26.19	
Hartford Metro Area (Official MSA).....	719.3	257.24	9,042,960	35,154	21.6	36.8	20.4	21.2	4,093,550	15,913	870,770	132,542	572,249	198,969	221,726	697,734	359,521	414.65	62.2	34.31	
Hartford-New Britain-Middletown- Bristol Metro Area (county basis).....	1,061.0	378.18	12,873,700	34,041	21.8	38.1	20.7	19.3	5,982,310	15,819	1,274,430	194,409	838,717	290,327	322,754	1,019,330	525,701	616.20	73.6	44.59	
Hartford-New Britain-Middletown Consolidated Area.....	1,021.4	366.22	12,433,800	33,952	21.9	38.1	20.8	19.2	5,792,350	15,817	1,234,010	188,252	812,139	281,098	312,476	986,951	509,014	595.57	72.7	44.01	
Manchester Town	50.5	18.90	626,753	33,162	299,198	15,831	63,724	9,717	41,928	14,524	16,152	50,983	26,290	30.99	1.0	.53	
New Britain	70.0	27.24	697,565	25,608	388,868	14,276	85,068	13,476	57,383	18,347	19,478	65,858	34,521	36.95	4.1	6.07	
New Britain Metro Area (Official MSA).....	141.2	51.81	1,571,470	30,331	24.4	41.2	20.4	13.9	795,372	15,352	170,721	26,330	113,158	38,298	42,048	135,293	70,095	82.03	4.9	7.02	
West Hartford Town	59.0	22.69	1,014,970	44,732	374,090	16,487	78,894	11,856	51,419	18,343	20,722	63,885	32,748	36.08	.7	.77	
LITCHFIELD C-2	160.6	57.50	1,842,470	32,043	22.7	42.4	19.9	15.0	888,353	15,450	190,372	29,292	125,992	42,848	47,170	151,164	78,241	102.81	1.3	1.16	
MIDDLESEX D-3	135.9	48.85	1,556,380	31,860	28.2	42.5	18.5	10.8	768,449	15,731	163,931	25,058	108,027	37,240	41,307	130,895	67,564	86.75	5.1	1.89	
Middletown	40.5	14.78	399,910	27,058	128,081	14,755	47,293	7,401	31,649	10,387	11,203	37,008	19,295	22.87	3.9	1.04	
Middletown Metro Area (Official MSA).....	85.6	30.46	946,369	31,069	22.3	41.0	22.0	14.7	475,217	15,601	101,585	15,574	67,073	22,981	25,404	80,909	41,815	53.20	4.6	1.42	
NEW HAVEN C-4	769.9	276.86	8,275,870	29,892	24.2	40.3	20.7	14.8	4,179,640	15,097	900,987	139,815	599,602	200,346	218,355	710,259	368,949	426.68	68.2	27.62	
Hamden Town	51.7	19.14	609,827	31,861	295,436	15,436	63,328	9,748	41,922	14,246	15,676	50,269	26,023	30.06	3.4	.37	
Meriden	57.9	21.49	624,076	29,040	324,393	15,095	69,928	10,851	46,537	15,549	16,947	55,125	28,635	33.51	1.9	4.76	
Milford Town	49.3	17.13	593,727	34,660	282,848	16,512	59,630	8,956	38,849	13,874	15,683	48,307	24,757	30.41	.7	.69	
New Haven	121.5	45.60	888,974	19,495	579,098	12,700	130,890	21,653	90,869	26,331	26,167	97,316	52,069	45.19	38.8	9.68	
New Haven-Meriden Metro Area (Official MSA).....	506.3	182.25	5,572,170	30,574	27.4	38.9	18.5	15.2	2,755,910	15,122	593,831	92,095	395,037	132,160	144,144	468,365	243,233	279.10	53.0	18.61	
New Haven-Waterbury- Meriden Metro Area (county basis).....	769.9	276.86	8,275,870	29,892	27.2	40.0	18.7	14.1	4,179,640	15,097	900,987	139,815	599,602	200,346	218,355	710,259	368,949	426.68	68.2	27.62	
Waterbury	101.6	37.70	874,824	23,205	519,185	13,771	114,686	18,410	78,043	24,234	25,256	87,727	46,264	49.99	11.8	6.80	
Waterbury Metro Area (Official MSA).....	208.9	74.85	2,116,350	28,275	28.2	42.5	17.8	11.5	1,110,750	14,840	240,505	37,557	160,716	52,992	57,310	188,561	98,216	116.23	13.2	8.07	
West Haven	53.5	20.51	532,734	25,974	299,820	14,618	65,171	10,233	43,707	14,244	15,299	50,852	26,551	30.25	4.9	.82	
NEW LONDON F-3	242.5	83.94	2,705,770	32,235	22.9	39.7	20.3	17.1	1,309,930	15,606	280,003	42,925	184,867	63,349	70,035	223,028	115,259	140.36	9.1	4.75	
Groton Town	41.9	13.44	422,128	31,408	207,693	15,453	44,505	6,847	29,452	10,018	11,030	35,342	18,292	20.90	1.9	1.04	
New London	28.2	10.24	232,976	22,752	138,586	13,534	30,765	4,971	21,027	6,433	6,639	23,390	12,373	12.36	4.2	1.79	
New London-Norwich Metro Area (Official MSA).....	254.3	88.06	2,781,490	31,586	23.6	40.6	19.7	16.2	1,362,390	15,471	291,855	44,885	193,091	65,736	72,409	231,845	119,975	146.12	8.9	4.80	
New London-Norwich Metro Area (county basis).....	242.5	83.94	2,705,770	32,235	22.9	39.7	20.3	17.1	1,309,930	15,606	280,003	42,925	184,867	63,349	70,035	223,028	115,259	140.36	9.1	4.75	
Norwich	37.1	14.07	359,486	25,550	201,982	14,356	44,122	6,976	29,724	9,545	10,160	34,219	17,921	20.48	1.3	.56	
TOLLAND E-2	119.6	38.24	1,327,810	34,723	17.6	39.3	23.4	19.7	623,250	16,298											

CONNECTICUT

CONNECTICUT

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

CONNECTICUT RADIO NETWORK

CONNECTICUT GROUP

Business Office: 1125 Dixwell Ave., Chimney Square, Hamden, CT 06514. Phone 203-562-9400.

Comprised of

Interconnected Stations
 WGCH—Greenwich
 WLTV (FM)—Norwalk
 WNLK—Norwalk
 WRCH-FM—Hartford
 WRCO—Hartford
 WELI—New Haven
 WPLR (FM)—New Haven
 WSCR—New Haven
 WNAB—Bridgeport
 WATR—Waterbury
 WOOV—Waterbury
 WYYZ (FM)—Waterbury
 WSTC—Stamford
 WYRS (FM)—Stamford
 WMMW—Westport
 WLAD—Danbury
 WDAQ (FM)—Danbury
 WRKI (FM)—Danbury
 WINE—Danbury
 WSNG—Torrington
 WMMW—Meriden
 WCNX—Middletown
 WNLG—New London
 WTYD (FM)—New London
 WICH—Norwich
 WCTY (FM)—Norwich
 WILI—Willimantic
 WINY—Putnam
 WBIS—Bristol
 WLIS—Old Saybrook

See listing under Regional Radio Networks and Groups.

(CR)

Ansonia

New Haven County—Map Location C-4
 See SRDS Consumer market map and data at beginning of the state.

See Bridgeport
 (including Ansonia)

Bridgeport

(including Ansonia)

Fairfield County—Map Location B-4
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WADS

1956
 ANSONIA

Media Code 4 207 0400 9.00 Mid 009045-000
 Connecticut Communications House, Inc.,
 361 E. Main St., Box 110, Ansonia, CT 06401. Phone
 203-735-4606.
 1 min rate 1x: 24.00.

WDJZ

1977
 BRIDGEPORT



Media Code 4 207 0490 4.00 Mid 009046-000
 WDJZ Broadcasting Co., Inc.,
 513 Boston Ave., Bridgeport, CT 06610. Phone 203-335-
 2544.

2. REPRESENTATIVES
 Shelly Katz Radio Sales, Inc.
 1 min rate 1x: 24.00.

WEZN (FM)

1950
 BRIDGEPORT



Katz Radio



Media Code 4 207 0500 6.00 Mid 009047-000
 Katz Broadcasting Co.,
 Park City Plaza 10 Middle St., Bridgeport, CT 06604.
 Phone 203-366-9321.

PROGRAMMING DESCRIPTION

WEZN (FM): Programmed for adults 25-54. MUSIC: current, popular, standard, MOR, & show tunes in uninterrupted 1/4 hr segments. NEWS & information: 6%. AIR PERSONALITY 6-10 am, plus news, weather, commuter reports. COMMERCIAL POLICY: Island or cluster effect used in commercial presentation, limited to double-spot maximum, four clusters per hour. Contact Representative for further details. Rec'd 12/11/78.

- PERSONNEL**
 President—Richard A. Ferguson.
 Vice-Pres. & Gen'l Mgr.—James T. Morley.
 General Sales Manager—John S. Ryan.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 ERP 25,000 w., 99.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
 Rate Protection: 10b, 13b.
 Basic Rates: 20b, 22a.
 Contracts: 40a, 45, 46, 48, 49.
 Comb.: Cont. Discounts: 60d.
- SPOT ANNOUNCEMENTS**
 1 min/less AAA AA
 145 115
- PACKAGE PLANS**
 BONUS REACH OPTION
 For additional spots in overnight 12:15-5:45 am program, equal to same number of spots ordered between 6 am & midnight, extra 10%.
- SPECIAL FEATURES**
 News Sponsorship—3/6x per wk minimum 13 wks, incl open plus 1 1-min spot, extra 10.00.

WICC

1926
 BRIDGEPORT



Media Code 4 207 0600 4.00 Mid 009048-000
 Connecticut Broadcasting Co., Inc.,
 177 State St., Bridgeport, CT 06604. Phone 203-366-
 9383.

PROGRAMMING DESCRIPTION

WICC: Information & entertainment. MUSIC: Adult contemporary & PERSONALITIES. NEWS: Traffic, weather, business reports, movie/TV reviews & sports. Telephone talk at night. Contact Representative for further details. Rec'd 2/8/84.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Ray Gardella.
 National Sales Manager—Jeri Calviello.
- REPRESENTATIVES**
 Christal Radio.
 New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
 1,000 w. days, 500 w. nights; 600 khz. Directional—separate patterns day & night.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3d, 4a, 4d, 5, 7b.
 Rate Protection: 10g.
 Basic Rates: 20a, 21b, 22a, 22b.
 Contracts: 40a, 43, 45, 46.
- SPOT ANNOUNCEMENTS**

SECTION, 1 MIN:	GRID	1	2	3	4
I		140	100	90	70
II		130	90	80	60
III		120	80	70	50
IV		110	70	60	40

WNAB

1941
 BRIDGEPORT



Media Code 4 207 1000 6.00 Mid 009049-000
 WNAB Inc.,
 474 E. Washington St., Bridgeport, CT 06608. Phone 203-
 333-5551.

2. REPRESENTATIVES

Roslin Radio Sales.
 1 min rate 1x: 40.00.

WRKI (FM)

1957
 BROOKFIELD

Roslin Radio



(This is a paid duplicate of the listing under Danbury, Connecticut.)

Media Code 4 207 2000 5.00 Mid 009054-000
 Housatonic Valley Broadcasting Co., Inc.,
 Box 95, Danbury, CT 06810. Phone 203-775-1212,
 Bridgeport, 579-9995.

PROGRAMMING DESCRIPTION

WRKI (FM): Programmed for 16-35. MUSIC: Contemporary Rock. COMMERCIAL POLICY: 9 per hr, regardless of length. Contact Representative for further details. Rec'd 4/4/83.

- PERSONNEL**
 President—Ronald J. Tarsi.
 Vice-Pres./Gen'l Mgr.—John F. Fullam.
 Program Director—Buz Knight.
- REPRESENTATIVES**
 New York, Boston, Western States—Roslin Radio Sales.
- FACILITIES**
 ERP 50,000 w.; 95.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30, 32b, 33d.
 Contracts: 40a, 41, 44a, 45, 46, 48, 49, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 60j, 62d.
 Cancellation: 71a, 72a, 73b.
 Prod. Services: 80, 82.
 AM facilities: WINE.
 Affiliated with NBC-The Source.
 Affiliated with Connecticut Radio Network.
 Member: New York Suburban Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 12 Eff 7/1/84—Rec'd 7/23/84.

- SPOT ANNOUNCEMENTS**
 WITHIN 1 CLOCK HR:
 1 min 12 ti 18 ti 24 ti 30 ti
 30 sec: Deduct 10% from 1-min. 68 66 64 62
- PACKAGE PLANS**
 MORNING AFTERNOON, NIGHT 1/4 5:30-10 AM, 1/4
 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-1 AM
 PER WK: 12 ti 18 ti 24 ti 30 ti
 1 min 60 58 56 54
 TAP—20% 5:30-10 AM, 20% 10 AM-3 PM, 20% 3-7
 PM, 20% 7 PM-1 AM, 20% 1 AM-6 AM
 PER WK: 10 ti 20 ti 30 ti 40 ti
 1 min 50 49 48 46
 30 sec: Deduct 10% from 1-min. (D)

Bristol

Hartford County—Map Location D-2
 See SRDS Consumer market map and data at beginning of the state.

WBIS

1948
 BRISTOL



Media Code 4 207 1200 2.00 Mid 009050-000
 Dawn Broadcasting, Inc.,
 1021 Farmington Ave., Box 297, Bristol, CT 06010. Phone
 203-583-9265.

- REPRESENTATIVES**
 New England—The Queen Company.
 1 min rate 1x: 16.50.

Brookfield

Fairfield County—Map Location B-4
 See SRDS Consumer market map and data at beginning of the state.

See Danbury
 (including Brookfield)

Danbury

(including Brookfield)
 Fairfield County—Map Location B-4
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDAQ (FM)

1954
 DANBURY



Masla Radio

Media Code 4 207 1400 8.00 Mid 009051-000
 Berkshire Broadcasting Corp.,
 198 Main St., Danbury, CT 06810. Phone 203-744-4800.

PROGRAMMING DESCRIPTION

WDAQ (FM): Programmed for adults. MUSIC: Easy Listening, featuring up-tempo vocals & instrumentals. COMMERCIAL POLICY: 8 min or 8 units/hr. Contact Representative for further details. Rec'd 5/25/84.

- PERSONNEL**
 Vice-Pres./Gen'l Mgr.—Robert N. Putnam, Jr.
 Program Director—Ron Landry.
- REPRESENTATIVES**
 Masla Radio.
 Boston, New England—The Queen Company.
- FACILITIES**
 ERP 1,300 w. (horiz.), 1,300 w. (vert.); 98.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15c, 16.
 Basic Rates: 20, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 30a, 32b, 33a.
 Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60k, 61c, 62b, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
 AM facilities: WLAD.
 Affiliated with Connecticut Radio Network.
 Sold in combination with WLAD. See that listing.
- SPOT ANNOUNCEMENTS**
 Deduct 20% from WLAD/WDAQ (FM) combination.

WINE

1963
 BROOKFIELD

Roslin Radio



Media Code 4 207 1600 3.00 Mid 009052-000
 Housatonic Valley Broadcasting Co., Inc.,
 Box 95, Danbury, CT 06810. Phone 203-775-1212.

PROGRAMMING DESCRIPTION

WINE: Programmed for adults. MUSIC: Adult Contemporary, emphasis on Gold. AIR PERSONALITIES: NEWS: local at :60 & AM drive at :30 & :60. COMMERCIAL POLICY: maximum 14 min per hr. SPORTS: at 6:35, 7:05, 7:35, 8:05, 8:35 am & 4:05, 5:05 pm. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
 Vice-Pres./Gen'l Mgr.—James Principi.
 Program Director—Bruce Goldsen.
 Sales Manager—Al Tacca.
- REPRESENTATIVES**
 New York, Boston, Western States—Roslin Radio Sales.
- FACILITIES**
 1,000 w.; 940 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 44a, 45, 46, 48, 49, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 60j, 62d.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 82.
 FM facilities: WRKI (FM).
 Affiliated with CBS RADIORADIO.
- SPOT ANNOUNCEMENTS**
 TIME RATES
 Eff 1/1/85—Rec'd 1/23/85.
 MON THRU SAT 6-10 AM & 3-7 PM

	12 ti	18 ti	24 ti	30 ti
1 min	31	30	29	27
30 sec	26	25	24	23
- PACKAGE PLANS**
 TAP

	12 ti	18 ti	24 ti	30 ti
1 min	27	26	25	24
30 sec	22	21	20	19

WLAD
1947
DANBURY

M Masla Radio

Media Code 4 207 1800 9.00 Mid 009053-000
Berkshire Broadcasting Corp.
198 Main St., Danbury, CT 06810. Phone 203-744-4800.

PROGRAMMING DESCRIPTION
WLAD: Programmed for adults 20-54. NEWS: 14 5-min reports & 3 15-min summaries/day, 70% local & state, 30% nat'l & internat'l; local weather conditions & forecasts 3x/day w/staff meteorologist. SPORTS: AM & evening reports: Sat special; scholastic football & basketball, bowling, special events. MUSIC: Pop Adult hits of today & past. Contact Representative for further details. Rec'd 9/2/80.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert N. Putnam, Jr.
Program Director—Glen O'Brien.
- REPRESENTATIVES**
Masla Radio.
Boston, New England—The Queen Company.
- FACILITIES**
1,000 w. days; 800 khz. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 30, 32b, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
FM facilities: WDAO (FM)
Affiliated with Connecticut Radio Network.

TIME RATES

WLAD/WDAO (FM) COMBINATION

Eff 6/1/84—Rec'd 5/25/84.

AAA—Mon thru Fri 6-10 am; Sat 10 am-3 pm.
AA—Mon thru Sat 3-7 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm & all other times.

SPOT ANNOUNCEMENTS

GRID: I II III IV V
AAA 75 70 65 60 55 A 65 60 55 50 45
AA 70 65 60 55 50
30 sec/less: 80% of 1-min.

WLAD only: Deduct 20% from WLAD/WDAO (FM) combination.

WRKI (FM)

1957
BROOKFIELD



Media Code 4 207 2000 5.00 Mid 009054-000
Housatonic Valley Broadcasting Co., Inc.
Box 95, Danbury, CT 06810. Phone 203-775-1212,
Bridgeport, 579-9995.

PROGRAMMING DESCRIPTION
WRKI (FM): Programmed for 16-35. MUSIC: Contemporary Rock. COMMERCIAL POLICY: 9 per hr, regardless of length. Contact Representative for further details. Rec'd 4/4/83.

- PERSONNEL**
President—Ronald J. Tarsi.
Vice-Pres./Gen'l Mgr.—John F. Fullam.
Program Director—Buzz Knight.
- REPRESENTATIVES**
New York, Boston, Western States—Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 62d.
Cancellation: 71a, 72a, 73b.
Prod. Services: 80, 82.
AM facilities: WINE.
Affiliated with NBC-The Source.
Affiliated with Connecticut Radio Network.
Member: New York Suburban Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 7/1/84—Rec'd 7/23/84.

- SPOT ANNOUNCEMENTS**
WITHIN 1 CLOCK HR:
1 min 12 ti 18 ti 24 ti 30 ti
30 sec: Deduct 10% from 1-min. 68 66 64 62
- PACKAGE PLANS**
MORNING AFTERNOON, NIGHT 1/4 5:30-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-1 AM
PER WK: 12 ti 18 ti 24 ti 30 ti
1 min 60 58 56 54
TAP—20% 5:30-10 AM, 20% 10 AM-3 PM, 20% 3-7 PM, 20% 7 PM-1 AM, 20% 1 AM-6 AM
PER WK: 10 ti 20 ti 30 ti 40 ti
1 min 50 49 48 46
30 sec: Deduct 10% from 1-min.

Greenwich

Fairfield County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WGCH

WGCH

1948
GREENWICH



Media Code 4 207 2200 1.00 Mid 009055-000
Greenwich Broadcasting Corp.
1490 Dayton Ave., Box 1490, Greenwich, CT 06830.
Phone 203-869-1490.

PROGRAMMING DESCRIPTION

WGCH: Programmed for adults 25+.
NEWS: all news & information M-F 6-9 am, noon-1 pm & 5-7 pm featuring news, weather, sports, traffic, business news, special features; news/weather at :60 throughout rest of day; weather reports live from local airport. FEATURES: Classical Sunday, interview programs; public affairs; documentaries; live remote coverage of town meetings; board of education; golf, tennis & other special events; People-to-People tele-talk with guests M-F 8-11 pm. MUSIC: Contemporary Easy Listening; AIR PERSONALITIES handle all music segments. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Manager—Dennis Jackson.
Sales Manager—Michael Fray.
Program Manager—Christopher A. Lucas.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. 1490 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time; 1st of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47b, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60h, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.
Member: Masla Suburban Group.

TIME RATES

Eff—Rec'd 5/22/84.

AM Drive—Mon thru Sat 5:30-10 am.
Daytime—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7-midnight.

- SPOT ANNOUNCEMENTS**
PER WK: — AMD — — DT — — PMD — — NT —
1 min (*) 1 min (*) 1 min (*) 1 min (*)
6 ti 48 40 36 30 42 35 27 22
12 ti 45 37 33 27 39 32 25 20
18 ti 42 34 30 24 36 29 23 18
Restricted Rotation, earned rate plus 3.00.
(*) 30 sec.

- PACKAGE PLANS**
TAP: 5:30-10 10-3 3-7 7-MID 1 min
12 ti 3 4 3 2 ... 372
18 ti 5 5 4 4 ... 522
24 ti 6 6 6 6 ... 648
30 ti 8 8 7 7 ... 780
36 ti 9 9 9 9 ... 828
48 ti 12 12 12 12 ... 960
30 sec: 80% of 1-min rate.
10 sec: 50% of 1-min rate.

- PARTICIPATING PROGRAMS**
Polka Party—Sun 8:05-9 pm 1 min 20.00
Irish Hour—Sun 8:05-9 pm 20.00
Italian/American Hour—Sun 7:05-8 pm 25.00

- SPECIAL FEATURES**
News/traffic/sports/business/feature sponsorship, earned rate plus 5:00. (CR)

Groton

New London County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

See New London-Groton

Hamden

New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See New Haven (including Hamden)

Hartford-New Britain

(including Manchester, West Hartford, Windsor)
Hartford County—Map Location D-2
Middlesex County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCCC

1947
HARTFORD

Selcom radio

Broadcast Representatives

Media Code 4 207 2600 2.00 Mid 009056-000
Greater Hartford Communications Corp.
243 S. Whitney, Hartford, CT 06105. Phone 203-233-4426.

PROGRAMMING DESCRIPTION

WCCC: Programmed for mass appeal 18-54. MUSIC: today's Top 40 Contemporary Hits; Dick Clark's National Music Countdown Sat noon. NEWS: live at :55 6-11 am, traffic reports. Contact Representative for further details. Rec'd 12/6/84.

- PERSONNEL**
President—Sy Dresner.
Gen'l Mgr. & Sales Mgr.—Milt Aninger.
Program Director—David Grossman.
- REPRESENTATIVES**
Selcom Radio.
New England—Smithers Spot Radio.
- FACILITIES**
500 w. days; 1290 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61b.
Cancellation: 71a, 73a.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCCC-FM

1960
HARTFORD

Media Code 4 207 2700 0.00 Mid 035202-000
Greater Hartford Communications Corp.
243 S. Whitney, Hartford, CT 06105. Phone 203-2213-4426.

PROGRAMMING DESCRIPTION

WCCC-FM: Programmed for adults 18-49. MUSIC: Adult Contemporary Album Rock, emphasis on current top album tracks & classic Album Rock from 60's & 70's live & recorded; concerts broadcast wkly. NEWS: at :35 6-9 am; traffic reports. Contact Representative for further details. Rec'd 12/6/84.

- PERSONNEL**
President—Sy Dresner.
Gen'l Mgr. & Sales Mgr.—Milt Aninger.
Program Director—David Grossman.
- REPRESENTATIVES**
Selcom Radio.
New England—Smithers Spot Radio.
- FACILITIES**
ERP 23,000 w. (horiz.), 23,000 w. (vert.); 1006.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 720 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13, 14c.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61b.
Cancellation: 71a, 73a.
Affiliated with ABC FM Radio Network.
Affiliated with NBC-The Source.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDRC
1922
HARTFORD



McGAVREN GUILD RADIO



NRBA

Media Code 4 207 2800 8.00 Mid 009057-000
Buckley Broadcasting Corp. of Conn.
869 Blue Hills Ave., Bloomfield, CT 06002. Phone 203-243-1115.

- PERSONNEL**
Executive Vice-President—Richard S. Korsen.
Vice-Pres. & Prog. Dir.—Ken Trimble.
General Sales Manager—Jim Esposito.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 1360 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 14g, 15e.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b.
Comb.: Cont. Discounts: 60d, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDRC-FM

1939
HARTFORD



McGAVREN GUILD RADIO



NRBA

Media Code 4 207 2801 6.00 Mid 009058-000
Buckley Broadcasting Corp. of Conn.
869 Blue Hills Ave., Bloomfield, CT 06002. Phone 203-243-1115.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard S. Korsen.
General Sales Manager—James Esposito.
Vice-Pres. & Prog. Dir.—Ken Trimble.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 19,500 w. (horiz.), 19,500 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 14g, 15e.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHCN (FM)

1939
HARTFORD



BECK-ROSS COMMUNICATIONS, INC.



Media Code 4 207 3400 6.00 Mid 009059-000
WHCN, Inc., a division of Beck-Ross Communications
1039 Asylum Ave., Hartford, CT 06105. Phone 203-247-1060.

PROGRAMMING DESCRIPTION
WHCN (FM): Programmed for young adults 18-34. MUSIC: contemporary album rock, emphasizing popular LP's. Live personalities, adult delivery. NEWS: comprehensive study of current events, expanded in drive times to include weather, traffic & sports. Contact Representative for further details. Rec'd 2/3/75.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Boyd E. Arnold.
General Sales Manager—Donald L. Ambrose.
Program Director—Dan F. Hayden.
- REPRESENTATIVES**
Masla Radio.
Boston—The Queen Company.
- FACILITIES**
ERP 16,000 w.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 867 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

CONNECTICUT

Hartford-New Britain—cont

WHCN (FM)—cont

5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Basic Rates: 20a, 23a, 29a.
Contracts: 40a, 42a, 45.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Affiliated with ABC FM Radio Network.
Affiliated with The Beck-Ross Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 Eff 10/1/84—Rec'd 7/31/84.

7. PACKAGE PLANS

WEEKLY

1 min/less 7 ti 14 ti 21 ti 28 ti
Fixed days/*dayparts, flat 100.00. 80 78 76 74

ANNUAL BULK

1 min/less 200x 400x 600x 800x 1000x
Fixed *dayparts, extra 20.00. 74 72 70 68 64

(*) Dayparts: Mon thru Sun 5:30-10 am, 10 am-3 pm, 3-8 pm & 8 pm-1 am. Schedules must rotate in all dayparts, minimum 5 consecutive days.

OVERNIGHT

1-5:30 am, flat 40.00.

WIOF (FM)

1967
WATERBURY

EASTMAN RADIO, INC.



A Merv Griffin Station

(This is a paid duplicate of the listing under Waterbury, Connecticut.)

Media Code 4 207 8000 9.00 Mid 009098-000
Greater Connecticut Broadcasting, Inc.
Box 2719, Waterbury, CT 06720. Phone 203-758-4459.
Studio: Music Mt., Rt. 69, Prospect, CT

PROGRAMMING DESCRIPTION

WIOF (FM): MUSIC: Adult Contemporary artists w/ minimum talk. COMMERCIAL POLICY: 8 commercial units per hr. Contact Representative for further details. Rec'd 4/29/83.

1. PERSONNEL

President—Merv Griffin.
General Manager—Al Pellegrino.

2. REPRESENTATIVES

Eastman Radio, Inc.
Boston, New England—
Kadetsky Broadcasting Properties, Inc.

3. FACILITIES

ERP 14,000 w. (horiz.), 14,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 835 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WPOP, Hartford.
Affiliated with Eastman Radio Network.
Affiliated with CBS RADIORADIO.
Sold in combination with WPOP. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 10% from WPOP/WIOF combination.

WKHT

1958
MANCHESTER



Media Code 4 207 3600 1.00 Mid 009060-000
WKHT Broadcast Management of Conn. Inc.
257 E. Center St., Manchester, CT 06040. Phone 203-646-1230.

PROGRAMMING DESCRIPTION

WKHT: Programmed for general mass appeal with air personalities. MUSIC: Modern Country format. NEWS: Mutual & national hourly; local news at :30; financial reports. Contact Representative for further details. Rec'd 4/27/84.

1. PERSONNEL

President—Daniel J. Konover.
Vice-Pres. & Gen'l Mgr.—Jay M. Epstein.

2. REPRESENTATIVES

P/W Radio Representatives.
New England Spot Sales, Inc.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Connecticut Radio Network.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKND

1961
WINDSOR
NRBA

Media Code 4 207 3700 9.00 Mid 009061-000
Hartcom, Inc.
Box 1480, Windsor, CT 06095. Phone 203-688-6221.

2. REPRESENTATIVES

Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WKSS (FM)

1947
HARTFORD-MERIDEN

MAJOR MARKET RADIO SALES

NRBA

Media Code 4 207 3760 3.00 Mid 009062-000
Precision Media
60 Washington St., Hartford, CT 06106. Phone 203-243-9577.

PROGRAMMING DESCRIPTION

WKSS (FM): Contemporary Hit Radio. MUSIC: Contemporary Hits; PERSONALITIES host all shifts. NEWS: 3 min/hr in AM; 1 min-35 sec at 4:22 & 5:22 pm. COMMERCIAL POLICY: 9 units per hr. Contact Representative for further details. Rec'd 10/18/84.

1. PERSONNEL

General Manager—Timothy J. A. Montgomery.
General Sales Manager—Robert D. Lang.
Program Director—Bob Mitchell.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 16,500 w. 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24e, 25a, 33d.
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WLVB (FM)

1939
HARTFORD

All Spanish

Media Code 4 207 3825 4.00 Mid 009063-000
WLVB, Inc.
18 Asylum St., Hartford, CT 06103. Phone 203-549-1175.

PROGRAMMING DESCRIPTION

WLVB (FM): Programmed for Spanish population. MUSIC: Spanish popular; M-F 6-7 am Puerto Rico country music. 5 AIR PERSONALITIES. NEWS: 1/2 hr at 7 am, noon, 6 & 11 pm; 5-min at :60, 3-man dept.; nat'l, state area & local; AP San Juan wires. FEATURES: M-F comedy at 1 pm; talk show 5 pm; Sun religion. SPORTS: Sun baseball; audience involvement & live remotes. Contact Representative for further details. Rec'd 11/22/82.

1. PERSONNEL

President—Jose' Grimalt.
Chief Engineers—Daniel Darnfeld, Harold Kneller.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

ERP 21,000 w. (horiz.), 21,000 w. (vert.); 93.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 780 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

Eff 3/1/84—Rec'd 9/4/84.
AAA—Mon thru Sun 6-10 am.

AA—Mon thru Sun 10 am-3 pm.

A—Mon thru Sun 3-7 pm.

B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
7 ti	AAA/AA B	AAA/AA B
14 ti	45 36 30	36 29 24
21 ti	36 33 25	29 29 20
28 ti	33 31 20	26 25 16

10 sec; 50% of 1-min.

(*) Fixed.

(†) Annual bulk 500x rate.

7. PACKAGE PLANS

TAP—13-52-WEEK CONTRACT

PER WK ROS:	1 min	30 sec
17 ti (3AAA, 9AA, 3A, 2B)	550	440
25 ti (5AAA, 10AA, 5A, 5B)	750	600
40 ti (7AAA, 10AA, 5A, 18B)	1100	...

10. SPECIAL FEATURES

News—applicable rate plus 50%.

Weather—applicable rate plus 25%.

Novelas—applicable rate plus 50%.

WMLB



1963
WEST HARTFORD



Media Code 4 207 3912 0.00 Mid 009064-000
WMLB, Inc.
630 Oakwood Ave., West Hartford, CT 06110. Phone 203-521-1550.

PROGRAMMING DESCRIPTION

WMLB: C & W for adults 18-49. Rec'd 1/23/85.

1. PERSONNEL

President—Leonard I. Ackerman.
Vice-President—Barry R. Chaiken.
General Manager—Philip Burgess.

3. FACILITIES

1,000 w. days; 1550 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 22b, 24a, 26, 29b.
Contracts: 40a, 44b, 47a, 49, 51b.
Comb.; Cont. Discounts: 60d, 60k, 61b.
Cancellation: 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

Eff Rec'd 10/7/82.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec
10 sec	20	18

10 sec; 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10%

WPOP

1935
HARTFORD

EASTMAN RADIO, INC.

News - Information



A Merv Griffin Station

Media Code 4 207 4000 3.00 Mid 009065-000
Greater Connecticut Broadcasting, Inc.
Newington Branch, Box 11-1410, Hartford, CT 06111.
Phone 203-666-1411, 278-2775, 229-5215.

PROGRAMMING DESCRIPTION

WPOP: Programmed with news for general audience appeal; CBS news at :60, CBS NetAlerts & news features throughout day with locally produced newscasts AM & PM drive & noon; midday broadcasts feature interviews & expanded coverage of breaking news events from both CBS & local staff of reporters; headlines at :59, :15, :30 & :45; hrly Weather Center forecasts; Wall Street Reports 2x/hr in drive & midday; AP radio. SPORTS: at :12 & :42; Off-Track betting, state lottery & seasonal Jai-Alai results broadcast throughout day; New York Yankees baseball coverage. FEATURES: Larry King Show Tues-Sun 12M-5 am; Barry Farber Show Mon 12M-5 am. Contact Representative for further details. Rec'd 1/10/83.

1. PERSONNEL

President—Merv Griffin.
Vice-Pres. & Gen'l Mgr.—Al Pellegrino.

2. REPRESENTATIVES

Eastman Radio, Inc.
New England, Boston—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

5,000 w.; 1410 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 39a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIOF (FM), Waterbury.
Affiliated with CBS Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
WPOP/WIOF COMBINATION
Eff 9/1/84—Rec'd 9/10/84.

AA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30 am-8 pm.
A—all other times.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V
1 min	100	90	80	90	70
30 sec	80	72	64	72	56

WPOP ONLY

Deduct 10% from WPOP/WIOF combination.

10. SPECIAL FEATURES

Sponsorships—inclu open plus 1 1-min spot, applicable 1-min rate plus 10.00.

WRICH **SOLD**
FM 100 in combination
WRCH
AM 910

WRCH-FM

1968
NEW BRITAIN



Media Code 4 207 4201 7.00 Mid 009066-000
Radio Corp. of Hartford
Radio Park, Farmington, CT 06032. Phone 203-678-9100.

PROGRAMMING DESCRIPTION

WRCH-FM: Programmed for adults. MUSIC: Standard Popular & current favorites, 57 minutes/hr max. COMMERCIAL POLICY: 4 intermissions/hr; up to 8 units/hr. NEWS: 19 reports/day; weather hrly. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL

President—Enzo De Dominicis.
General Manager—Richard P. Bremkamp.
General Sales Manager—Pete Vincelette.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 7,500 w. Circular polarized; 100.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1250 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11i, 12i, 13i, 15c, 15e, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
AM facilities: WRCH.
Affiliated with ABC Direction Radio Network.

TIME RATES

WRCH-FM/WRCH COMBINATION

Eff 10/15/84—Rec'd 10/23/84.

AAA—Mon thru Fri 5:30 am-8 pm.
AA—Mon thru Sun, 2/3 5:30 am-8 pm & 1/3 8 pm-midnight.

WRCQ1949
NEW BRITAIN

Media Code 4 207 4300 7.00 Mid 009067-000

Radio Corp. of Hartford
Radio Park, Farmington, CT 06032. Phone 203-678-9100.**PROGRAMMING DESCRIPTION**

WRCQ: Adult programming target 25-54. MUSIC: featuring all time Standards by popular vocalists, Big Bands & orchestras of the 40's to 80's with AIR PERSONALITIES. NEWS: network plus emphasis on local news; sports; traffic copier & staff weather personality. Contact Representative for further details. Rec'd 6/27/83.

- PERSONNEL**
President—Enzo De Dominicis.
General Manager—Richard P. Bremkamp.
General Sales Manager—Pete Vincelleite.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 910 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11i, 12i, 13i, 15c, 15e, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
FM facilities: WRCH-FM.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Connecticut Radio Network.
Sold in combination with WRCH-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by the station. (A)

WRYM1946
NEW BRITAIN

Media Code 4 207 4400 5.00 Mid 009068-000

Hartford County Broadcasting Corp.
1056 Willard Ave., Newington, CT 06111. Phone 203-666-5646.**PROGRAMMING DESCRIPTION**

WRYM: Spanish programming with personalities & popular music, interviews, novelas, community calendar. NEWS: UPI Spanish wire, Italian & Polish programs. Contact Representative for further details. Rec'd 4/27/81.

- PERSONNEL**
President—Sylvia Sodokoff.
Gen'l & Sales Mgr.—Barry A. Karsman.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
1,000 w. days; 840 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60c, 61a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Caballero Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
PER WK: 12 ti 18 ti 24 ti PER WK: 12 ti 18 ti 24 ti
1 min 24 22 20 30 sec 19 17 15

WTIC1925
HARTFORD**Katz Radio**

Media Code 4 207 4500 0.00 Mid 009069-000

The Ten Eighty Corp.
1 Financial Plaza, Hartford, CT 06103. Phone 203-522-1080.**PROGRAMMING DESCRIPTION**

WTIC: Programmed for general interest. MUSIC: Std Pop & MOR; drive time & midday AIR PERSONALITIES; tele-talk evenings. SPORTS: major league baseball & hockey, major golf tournament. Contact Representative for further details. Rec'd 8/29/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Perry S. Ury.
Sr. Vice-Pres./Sls & Mktg.—Bob Dunn.
Local Sales Manager—Warren Lada.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES50,000 w.; 1080 khz. Directional nights.
Operating schedule: 24 hours daily.**4. AGENCY COMMISSION**

15/0 time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 33a.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

AM/FM COMBINATION
No. 11 Eff 9/5/84—Rec'd 9/10/84.
AAA—Mon thru Sat 5-10 am, 3-7 pm or 4-8 pm.
AA—Mon thru Sat 5-5:30 am 7-8 pm & 10 am-3 pm; Sun 5 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN, PER WK:	AAA	AA	A
1 min	485	335	285

30 sec: 90% of 1-min.
AAA spots must rotate equally in AM & PM drive.

AM only: Deduct 1-min 5.00; 30-sec 4.00 from AM/FM combination.

WTIC-FM1940
HARTFORD**Katz Radio**

Media Code 4 207 4601 8.00 Mid 009070-000

The Ten Eighty Corp.
1 Financial Plaza, Hartford, CT 06103. Phone 203-522-1080.**PROGRAMMING DESCRIPTION**

WTIC-FM: Contemporary hit. Audience participation promotions. MUSIC: Mass appeal, current contemporary with gold. NEWS: Local with traffic report & weather service. AIR PERSONALITIES. COMMERCIAL POLICY: 1 spot per hr. per advertiser. Contact Representative for further details. Rec'd 8/22/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Perry S. Ury.
Sr. Vice-President—Bob Dunn.
Local Sales Manager—Gary Zenobi.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 20,000 w. (horiz), 20,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 33a.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

WWYZ (FM)1961
WATERBURY

(This is a paid duplicate of the listing under Waterbury, Connecticut.)

Media Code 4 207 8600 3.00 Mid 009102-000

WWYZ, Inc.
1 Broadcast Ln., Waterbury, CT 06706. Phone 203-755-3111.**PROGRAMMING DESCRIPTION**

WWYZ (FM): MUSIC: Light & Easy. NEWS: 4 min local & network hrlly AM/PM drive & noon. Community service features hrlly. COMMERCIAL POLICY: maximum 4 brks per hr. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
President—B. Preston Gilmore.
General Manager—Fred Erwin.
Operations Manager—Steven P. Gilmore.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 17,800 w. (horiz.), 17,800 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 860 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.

Rate Protection: 10b, 13b.

Basic Rates: 20b, 22a.

Contracts: 40a, 45, 46, 48, 49.

Comb.; Cont. Discounts: 60d.

AM facilities: WATR.

Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

Manchester

Hartford County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

**See Hartford-New Britain
(including Manchester, West Hartford,
Windsor)****Meriden**

New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WKSS (FM)1947
HARTFORD-MERIDENMid 009062-000
Licensed as a Hartford-Meriden station. See listing under Hartford-New Britain, CT.**WMMW**1947
MERIDEN

Media Code 4 207 4800 6.00 Mid 009071-000

Sound Media, Inc.
21 Colony St., Meriden, CT 06450. Phone 203-235-5747.**PROGRAMMING DESCRIPTION**

WMMW: Programmed for general audience. MUSIC: Contemporary for younger audience with 1-min lifestyle info. FEATURES: countdown, electronic van broadcast live from wknd events. SPORTS: College football & major league baseball. NEWS: Nat'l, internat'l, state, local, sports & weather news; every 1/2 hr in prime time, every hr in midday; AP radio. Rec'd 3/1/82.

- PERSONNEL**
General Manager—George E. Clark, III.
Program Director—Todd Spencer.
Office Manager—Françoise Cyr.
- FACILITIES**
1,000 w. days; 1470 khz. Non-directional.
Operating schedule: 6 am-6 pm. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff—Rec'd 8/28/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sat 7 pm-midnight.
C—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 min	AAA	AA	A	B	C
30 sec	20	20	18	16	9
10 sec: 50% of 1-min.	16	16	14	12	6

DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

- SPECIAL FEATURES**
Newscast—1-min plus 30-sec rate.

Middletown

Middlesex County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WCNX1948
MIDDLETOWN

Media Code 4 207 5000 2.00 Mid 009072-000

Jan Peek Communications, Inc.
777 River Rd., Box 359, Middletown, CT 06457. Phone 203-347-2565.

- REPRESENTATIVES**
Market 4 Radio.
New England—Kettell-Carter, Inc.
Rates have been temporarily withdrawn by station.

Milford

New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WFIF1964
MILFORD

Media Code 4 207 5200 8.00 Mid 009073-000

K.W. Dolmar Broadcasting Co., Inc.
90 Kay Ave., Milford, CT 06460. Phone 203-878-5915.
1 min rate 1x: 22.00.**Naugatuck**

New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

**See Waterbury
(including Naugatuck)****New Britain**

Hartford County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

**See Hartford-New Britain
(including Manchester, West Hartford,
Windsor)****New Haven**

(including Hamden)
New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAVZ1947
NEW HAVEN**A Northeast Broadcasting
Corporation Station****McGAVREN GUILD RADIO**

Media Code 4 207 5400 4.00 Mid 009074-000

WAVZ a div of Northeast Broadcasting Corp.
59 Quinipiac Ave., North Haven, CT 06473. Phone 203-777-7809.**PROGRAMMING DESCRIPTION**

WAVZ: Programmed for adults. MUSIC: Adult favorites, stds from 40's, 50's, 60's & 70's plus current. NEWS: ABC Network news with expanded local news atnoon & during drivetimes; traffic reports in drivetimes; meteorologist for weather reports. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Howard J. McAnany.
General Sales Manager—Andrew Gambardella.
Operations Director—Michael Scalzi.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1300 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
FM facilities: WKCI (FM).
Affiliated with McGavren-Guild Radio Network.
Affiliated with ABC International Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

CONNECTICUT

New Haven—cont

WELI

1935
NEW HAVEN



BLAIR RADIO



Media Code 4 207 5800 5.00 Mid 009075-000
Broad Street Communications Corporation
Box 85, New Haven, CT 06501. Phone 203-281-9600.
Shipping Address:
495 Benham Street, Hamden, CT 06514.

PROGRAMMING DESCRIPTION

WELI: Programmed for adults & young adults; community involvement; 70% entertainment, 30% news & information. NEWS: 9 local newscasts plus network; 10-min at :30 & :60 AM drive; business reports; local editorials; 20 drivetime traffic reports. SPORTS: at :15 & :45 in drive. FEATURES: Feature Magazines: midday noon-1 pm, afternoon 4-6 pm; women's feature at :30, 9:30 am-2:30 pm; tele/talk 6 pm-5:30 am; summer maritime reports wknds & holiday; winter ski condition reports. Contact Representative for further details. Rec'd 6/22/84.

- PERSONNEL**
President—Fred E. Walker.
Station Manager—Stan Shields.
Operations Manager—Chuck Gross.
- REPRESENTATIVES**
Blair Radio.
Canada—Tele-Capital/Unicom Ltd.
- FACILITIES**
5,000 w.; 960 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 24c, 25a, 29a, 29b, 30.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60k, 62d.
Cancellation: 70a, 70g, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 7/1/84—Rec'd 8/28/84.
AAAA—Mon thru Fri 5:30-10 am.
AAA—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-8 pm.
A—All other times.

WK:	AAAA				AAA				
	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
YR:	104x	260x	520x	104x	260x	520x	104x	260x	520x
1 min	134	132	130	86	84	82	75	73	73
30 sec	123	121	119	77	75	73	69	68	68
10 sec	116	115	114	70	69	68			

WK:	AA				A				
	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
YR:	104x	260x	520x	104x	260x	520x	104x	260x	520x
1 min	74	72	70	29	28	27	25	24	24
30 sec	66	64	63	27	25	24	23	22	21
10 sec	59	57	55	23	22	21			

WEZN (FM)

1950
BRIDGEPORT



Katz Radio

See listing under city of license. Mid 009047-000

WKCI (FM)

1969
HAMDEN

A Northeast Broadcasting Corporation Station



McGAVREN GUILD RADIO



Media Code 4 207 5900 3.00 Mid 009076-000
WKCI, a div. of Northeast Broadcasting Corp.
59 Quinipac Ave., North Haven, CT 06473. Phone 203-777-7809.

PROGRAMMING DESCRIPTION

WKCI (FM): Programmed for adults & young adults. MUSIC: Contemporary Top 40 mass appeal. NEWS: Extended local news & traffic reports at noon & during drivetimes. Live PERSONALITIES at all times. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Howard J. McAnany.
General Sales Manager—Andrew Gambardella.
Operations Director—Michael Scalzi.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 10,000 w. circular polarized; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,070 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
AM facilities: WAVZ.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNHC

1944
NEW HAVEN

Media Code 4 207 6000 1.00 Mid 009077-000
WNHC, Inc.
Box 1340, New Haven, CT 06505. Phone 203-776-1340.

- REPRESENTATIVES**
Savalli & Schutz, Inc.
1 min rate 1x: 40.00.

WPLR (FM)

1944
NEW HAVEN



Christal Radio

NRBA

Media Code 4 207 6050 6.00 Mid 009078-000
Southern Starr Broadcast Group, Inc.
1294 Chapel St., New Haven, CT 06511. Phone 203-777-6617.

PROGRAMMING DESCRIPTION

WPLR (FM): Programmed for young adults 18-44. MUSIC: Contemporary Rock, emphasizing top albums & mainstream favorites; live AIR PERSONALITIES, 45-50 minutes of music hrv. NEWS: local news; investigative reports, special consumer & informational reports; traffic, time & weather, extended in drive times. Contact Representative for further details. Rec'd 11/28/83.

- PERSONNEL**
Pres./Gen'l Mgr.—Peter Starr.
General Sales Manager—Manuel Rodriguez.
- REPRESENTATIVES**
Christal Radio.
Boston—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 99.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Rate protection: 10b, 11b, 12b, 13b, 14b, 15c.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 7/1/84—Rec'd 3/5/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight; Sat/Sun 6-10 am; Sun 3-8 pm.

GRID:	High Range				Low Range				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
1 min	100	90	80	70	60	50	80	72	64
30 sec	80	72	64	56	48	40			

- SPECIAL FEATURES**
News sponsorship—1-min rate plus 5.00.

WSCR

1969
HAMDEN



Christal Radio

NRBA

Media Code 4 207 6075 3.00 Mid 009079-000
WSCR, Inc.
473 Denslow Hill Rd., Hamden, CT 06514. Phone 203-248-1220.

PROGRAMMING DESCRIPTION

WSCR: Programmed to adults 25-49 stressing listener involvement with contests and radio auction. MUSIC: Modern Country hits. NEWS: local business news & general news 95% New Haven County. 5% national. Paid religious shows Sun AM. 2 hour Italian music & news Sun AM. 1 hour Gospel music Sun AM. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Chris Dante.
Sales Manager—Ann Surface.
Program Director—John Saville.
- REPRESENTATIVES**
Christal Radio.
Boston—The Queen Company.
- FACILITIES**
1,000 w. days; 1220 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 24a, 25a, 28a, 29a.
Contracts: 40a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYBC (FM)

1959
NEW HAVEN

Media Code 4 207 6100 9.00 Mid 009080-000
Yale Broadcasting Co., Inc.
Yale Station, Box WYBC, New Haven, CT 06520. Phone 203-436-1176.
1 min rate 1x: 18.00.

New London-Groton

New London County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCTY (FM)

1968
NORWICH

Media Code 4 207 6200 7.00 Mid 009089-000
Affiliated with ABC Radio Network.
See listing under city of license.

WNLC

1936
NEW LONDON

Media Code 4 207 6200 7.00 Mid 009081-000
New London Broadcasting
Box 1031, New London, CT 06320. Phone 203-442-5328.

PROGRAMMING DESCRIPTION

WNLC: MUSIC: Adult Contemporary; AIR PERSONALITIES handle all segments. NEWS: complete local coverage augmented with CBS network. AP extended reports every 1/2 hr 6-9 am, noon-12:15 pm & 6-6:30 pm; noon & 5 pm include stock market reports; ski, boating & beach reports seasonally. SPORTS: pro baseball, basketball & football; high school basketball & football; college basketball. TALK: M-Thurs 6:30-7 pm. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
President—Norman S. Drubner.
General Manager—Gary Girard.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 10,000 w. days, 5,000 w. nights; 1510 khz. Directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15%; bills payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73d.
Prod. Services: 80, 81, 82.
FM facilities: WTYD (FM).
Affiliated with CBS Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 8/1/84—Rec'd 9/5/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6 ti	— 1 min —				— 30 sec —				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
12 ti	32	29	22	26	23	18	31	28	20
18 ti	31	28	20	25	22	16	30	26	18

WORQ (FM)

1981
STONINGTON

Media Code 4 207 6300 5.00 Mid 031070-000
See listing under city of license.

WQGN (FM)

1971
GROTON

Adult Stereo Rock



Media Code 4 207 6300 5.00 Mid 009082-000
Lightfoot Broadcasting Corp.
1064 Poquonock Rd., Groton, CT 06340. Phone 203-446-1980.

PROGRAMMING DESCRIPTION

WQGN (FM): Programmed for adults 18-34. MUSIC: rock with blend of contemporary, recurrent & oldie hits. 13-min continuous flow of music with pauses on 1/4 hr for 3 spot units. NEWS: weather & service features every hr. COMMERCIAL POLICY: 10 spot units per hr. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
President—Richard R. Lightfoot.
General Manager—Patrick Crafton.
Station Manager—Mike Mansfield.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSUB.

TIME RATES

No. 9 Eff 6/1/84—Rec'd 6/1/84.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7; Sat 10 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.
A—Midnight-6 am.

WK:	1 min			
	7 ti	14 ti	21 ti	28 ti
EA:	29.00	27.75	26.50	25.50
AAA	25.50	24.25	23.00	22.00

WK:	30 sec			
	7 ti	14 ti	21 ti	28 ti
EA:	23.25	22.25	21.25	20.50
AAA	20.50	19.50	18.50	17.50

- SPECIAL FEATURES**
News & Weather adjacencies, applicable rate plus 3.00 ea.

WSUB

1958
GROTON



Media Code 4 207 6400 3.00 Mid 009083-000
Lightfoot Broadcasting Corp.
1064 Poquonock Rd., Groton, CT 06340. Phone 203-446-1980.

PROGRAMMING DESCRIPTION

WSUB: "Music of Your Life". Programmed for adults 30-64. MUSIC: popular non-rock hits of 40's, 50's, 60's & 70's, featuring only all-time stds by popular vocalists, big bands & orchestra. AIR PERSONALITIES. Audience participation includes daily talk shows. NEWS: emphasis on local news & public affairs. Meteorologist weather reports. AP. Contact Representative for further details. Rec'd 9/23/83.

- PERSONNEL**
President—Richard B. Lightfoot.
General Manager—Patrick Crafton.
Station Manager—Mike Mansfield.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Boston—Kettell-Carter, Inc.
- FACILITIES**
1,000 w. days; 980 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WQGN (FM).

TIME RATES

No. 5 Eff 6/1/84—Rec'd 6/1/84.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun noon-7 pm.
A—All other times.

6 ti	— 1 min —			
	7 ti	14 ti	21 ti	28 ti
PER	23.50	21.75	20.00	18.25
AAA	20.00	18.25	16.50	14.75
A	18.00	16.50	15.00	13.25

PER				30 sec
WK:	7 ti	14 ti	21 ti	28 ti
AAA	18.75	17.50	16.00	14.75
AA	16.00	14.50	13.25	11.75
A	14.50	13.25	12.00	10.50

10. SPECIAL FEATURES

5-min local newscast, extra 6.00 per spot.
2-min updates/weather, extra 3.50 per spot.

WTYD (FM)

1970
NEW LONDON

Easy Listening

Media Code 4 207 6500 0.00 Mid 009084-000
New London Broadcasting
Box 1031, New London, CT 06320. Phone 203-443-8811.

PROGRAMMING DESCRIPTION

WTYD (FM): Programmed for adults 25-64. MUSIC: Easy Listening, blend of soft contemporary vocals & instrumentals. COMMERCIAL POLICY: up to 8 min per hr. Contact Representative for further details. Rec'd 9/5/84.

1. PERSONNEL

Owner—Norman S. Drubner.
General Manager—Gary Girard.

2. REPRESENTATIVES

McGavren Guid Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo. Operating schedule: 6 am-midnight daily. EST. Antenna ht.: 531 ft. above mean sea level.

4. AGENCY COMMISSION

15%; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b. Contracts: 40a, 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c. Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 61c, 62b, 62d. Cancellation: 70a, 70e, 71a, 72, 73a, 73d. Prod. Services: 80, 81, 82. AM facilities: WNLK. Affiliated with Connecticut Radio Network.

TIME RATES

Eff 8/1/84—Rec'd 9/5/84.

AAA—Mon thru Sun 7 am-7 pm.

AA—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
AAA AA	32	29	26	23
18 ti	30	26	24	21
12 ti	31	28	25	22

Norwalk

(including Westport)

Fairfield County—Map Location B-4

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WEBE (FM)

1962
WESTPORT

Media Code 4 207 6550 5.00 Mid 009085-000
The 108 Radio Co.
50 Washington St., Norwalk, CT 06854. Phone 203-853-9108.

2. REPRESENTATIVES

Roslin Radio Sales.
1 min rate 1x: 60.00.

WLYQ (FM)

Q96fm
1966
NORWALK

Media Code 4 207 6600 8.00 Mid 009086-000
Hanson Communications, Inc.
Box 1350, Norwalk, CT 06852. Phone 203-838-5566.

PROGRAMMING DESCRIPTION

WLYQ (FM): MUSIC: Contemporary hits with live AIR PERSONALITIES. NEWS: plus commuter rail & road reports in AM & PM drive; weather & lifestyle information throughout day. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Michael F. Hanson.
Vice-President for Sales—Howard Klarman.
Program Director—Mike Raub.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 3d, 4a, 5, 6b, 7b.

Rate Protection: 10c, 11c, 12c.

Basic Rates: 20a, 22a.

Contracts: 40a, 45, 46, 48, 49, 51a, 51b.

Comb.; Cont. Discounts: 60d, 62d.

Cancellation: 70c, 71a, 73a, 73b.

AM facilities: WNLK.

Affiliated with ABC FM Radio Network.

Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WMMM

1959
WESTPORT



Media Code 4 207 6700 6.00 Mid 009087-000
The Westport Broadcasting Co.
163 Main St., Westport, CT 06880. Phone 203-227-5133.
Bridgeport, 203-335-9185.

2. REPRESENTATIVES

Unirep Broadcasting Co.
Rates have been temporarily withdrawn by station.

WNLK

1947
NORWALK



Media Code 4 207 6750 1.00 Mid 009088-000
Hanson Communications, Inc.
Box 1350, Norwalk, CT 06852. Phone 203-838-5566.

PROGRAMMING DESCRIPTION

WNLK: Programmed for general audience appeal. MUSIC: Adult Contemporary; AIR PERSONALITIES on all shows with news & features. NEWS: local & network; 1hr 5-6 pm; Accu-Weather forecasts; traffic reports; public affairs features. FEATURES: Afternoon Magazine 3-5 pm; talkback phone-in show 6-7 pm; Time Machine Oldies show & Musical wknds. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Michael Hanson.
Vice Pres./Sales—Howard Klarman.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

1,000 w. days, 500 w. nights; 1350 khz. Directional nights. Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c. Contracts: 40a, 41, 44b, 45, 46, 47a, 51a, 51b. Comb.; Cont. Discounts: 60d, 60g, 60i, 60j, 60k, 61a, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80. FM facilities: WLYQ (FM). Affiliated with ABC Entertainment Radio Network. Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Norwich

New London County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WCTY (FM)

1968
NORWICH

Country Music



Media Code 4 207 6775 8.00 Mid 009089-000
WICH, Inc.
Box 551, Norwich, CT 06360. Phone 203-887-3511.

PROGRAMMING DESCRIPTION

WCTY (FM): MUSIC: Country. NEWS: local area & network news; sports. Contact Representative for further details. Rec'd 7/22/75.

1. PERSONNEL

President—Richard P. Reed.
Operations Director—Karen F. Dole.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo. Operating schedule: 5:30 am-midnight. EST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only, when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.

Contracts: 40a, 45, 46, 47a.

Comb.; Cont. Discounts: 60a, 61a.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with ABC FM Radio Network.

Affiliated with Music Country Radio Network.

AM facilities: WICH.

Affiliated with Connecticut Radio Network.

Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(CR)

WICH

1946
NORWICH



Media Code 4 207 6800 4.00 Mid 009090-000
WICH, Inc.
Box 551, Norwich, CT 06360. Phone 203-887-1613.

2. REPRESENTATIVES

Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

WORQ (FM)

1981
STONINGTON

Mid 031070-000

See listing under city of license.

Old Saybrook

Middlesex County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WLIS

1956
OLD SAYBROOK

Mid 009091-000

See SRDS Spot Radio Small Markets Edition.

Putnam

Windham County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WINY

1953
PUTNAM



Media Code 4 207 7200 6.00 Mid 009092-000
The Nutmeg Broadcasting Co.
Putnam Div., 45 Pomfret St., Putnam, CT 06260. Phone 203-928-2721.

PROGRAMMING DESCRIPTION

WINY: MUSIC: Adult contemporary. Rec'd 10/30/81.

1. PERSONNEL

General Manager—Michael J. Gerardi.

3. FACILITIES

1,000 w.; 1350 khz. Non-directional. Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Connecticut Radio Network. Sold in combination with WLIS, Old Saybrook & WILI, Willimantic. Combo rate 5% discount for 2 stations, 10% discount for 3 stations.

TIME RATES

Eff.—Rec'd 10/30/81.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 8 am-6 pm.

6. SPOT ANNOUNCEMENTS

PER	1 min	30 sec
WK:	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	6 ti 12 ti 18 ti
AA	19	18
A	17	16
10 sec:	50% of 1-min, not available 6-10 am.	

7. PACKAGE PLANS

ROS—MON-SUN 6 AM-7 PM, 60%AA, 40%A
PER WK: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
Ea 18 17 16 14 13 12

10. SPECIAL FEATURES

News—1-min rate plus 40%.

(SMD)

Ridgefield

Fairfield County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

Southington

Hartford County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WNTY

1969
SOUTHINGTON



Media Code 4 207 7300 4.00 Mid 009093-000
WNTY Associates
Old Turnpike Rd., Box 990, Southington, CT 06489.
Phone 203-628-0311.

2. REPRESENTATIVES

Shelly Katz Radio Sales, Inc.
Boston—New England Spot Sales, Inc.
1 min rate 1x: 20.00.

Stamford

Fairfield County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WGCH

1948
GREENWICH

Mid 009055-000

See listing under city of license.

WSTC

1941
STAMFORD

Roslin Radio



Media Code 4 207 7400 2.00 Mid 009094-000
Radio Stamford, Inc.
117 Prospect St., Stamford, CT 06901. Phone 203-327-1400.

PROGRAMMING DESCRIPTION
WSTC: NEWS: at :50 & :30, local & state; nat'l news from network; actualities from sources around state, weather. MUSIC: "Music of Your Life" Mon thru Sat; Sun "Music of Your Life" mixed with religion & ethnic. SPORTS: local & nat'l. Contact Representative for further details. Rec'd 4/2/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—A. J. Donahue.
Vice-Pres. & Sta. Mgr.—Sylvia Dowling.
General Sales Manager—Dennis J. Donahue.
Local & Rgl Sls. Mgr.—Peter A. Mutino.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8. Rate Protection: 10c, 11c, 13c, 14c, 15a. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 32b, 33a. Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60b, 60d, 60i, 60j, 60k, 61b, 61c, 62d. Cancellation: 71a, 72, 73a, 73b. Prod. Services: 82. FM facilities: WYRS (FM). Affiliated with ABC Information Radio Network. Affiliated with Connecticut Radio Network. Affiliated with The Wall Street Journal Radio Network. Member: Connecticut State Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn

CONNECTICUT

Stonington

New London County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WORQ (FM)

1981
STONINGTON

Media Code 4 207 7550 4.00 Mid 031070-000
Shoreline Communications, Inc.
Liberty Street Ext., Pawcatuck, CT 06379. Phone 203-599-2214, 447-1045.

Mailing Address: Box 97, Mystic, CT 06355.
PROGRAMMING DESCRIPTION
WORQ (FM): Programmed for adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Adult Contemporary incl Oldies. NEWS: blocks in AM & PM drive; traffic & weather; community information; beach reports. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 8/3/84.

- PERSONNEL**
General Manager—Dave Quinn.
Sales Manager—Karen Quinn.
Program Director—Don Thomas.
- REPRESENTATIVES**
Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 3,000 w., circular polarized; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 439 ft. above sea level.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 62a, 62c.
Cancellation: 70b, 70c, 71a, 73a.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 7/1/84—Rec'd 8/3/84.

AAA—5:30-10 am & 3-7 pm.
AA—10 am-3 pm & 7-10 pm.
A—10 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA			
	1 min	30 sec	1 min	30 sec
I	12	18	24	12
II	30	29	28	24
III	26	25	24	21
IV	23	22	21	18
V	22	21	20	17
VI	21	20	19	16
VII	20	19	18	15
VIII	19	18	17	14
IX	18	17	16	13
X	17	16	15	12
XI	16	15	14	11
XII	15	14	13	10

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

GRID:	CLASS AA			
	1 min	30 sec	1 min	30 sec
I	12	18	24	12
II	24	23	22	19
III	21	20	19	17
IV	18	17	16	14
V	17	16	15	13
VI	16	15	14	12
VII	15	14	13	11
VIII	14	13	12	10

(SMD) (CR-2)

Torrington

Litchfield County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

WSNG

1947
TORRINGTON



Media Code 4 207 7600 7.00 Mid 009096-000
Old Post Office Square
8 Church St., Box 657, Torrington, CT 06790. Phone 203-489-4181.

- REPRESENTATIVES**
Roslin Radio Sales.
1 min rate 1x: 25.00.

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Waterbury

(including Naugatuck)

New Haven County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WATR

1934
WATERBURY



Media Code 4 207 7800 3.00 Mid 009097-000
WATR Co., Inc.
1 Broadcast Lane, Waterbury, CT 06706. Phone 203-755-1121.

PROGRAMMING DESCRIPTION

WATR: Programmed for adults 25-49. MUSIC: adult contemporary with emphasis on personality. NEWS: network at :30; local at :30. M-F 10 am-1 pm tele/talk. Heavy community involvement. Local news staff of 3. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 8/30/79.

- PERSONNEL**
President—B. Preston Gilmore.
General Manager—Frederick J. Erwin.
Program Director—Gary Peters.
Sales Manager—Harley P. Saresky.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1320 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; weekly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24c, 25a, 26, 27, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WWYZ (FM).
Affiliated with CBS Radio Network.
affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIOF (FM)

1967
WATERBURY



A Merv Griffin Station

Media Code 4 207 8000 9.00 Mid 009098-000
Greater Connecticut Broadcasting, Inc.
Box 2719, Waterbury, CT 06720. Phone 203-758-4459.
Studio: Music Mt., Rt. 69, Prospect, CT

PROGRAMMING DESCRIPTION

WIOF (FM): MUSIC: Adult Contemporary artists w/ minimum talk. COMMERCIAL POLICY: 8 commercial units per hr. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
President—Merv Griffin.
General Manager—Al Pellegrino.
- REPRESENTATIVES**
Eastman Radio, Inc.
Boston, New England—
Kadetsky Broadcasting Properties, Inc.
- FACILITIES**
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 835 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WPOP, Hartford.
Affiliated with Eastman Radio Network.
Affiliated with CBS RADIO/RADIO.
Sold in combination with WPOP. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 10% from WPOP/WIOF combination.

(D)

WNVR

1961
NAUGATUCK



Media Code 4 207 8200 5.00 Mid 009099-000
Naugatuck Valley Radio, Inc.
Box 1413, Waterbury, CT 06721. Phone 203-729-2291.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WQQW

1934
WATERBURY



Media Code 4 207 8300 3.00 Mid 009100-000
Waterbury Radio, Inc.
499 Boyden Street, Waterbury, CT 06704. Phone 203-753-2121.

PROGRAMMING DESCRIPTION

WQQW: Programmed for adults 25-64. MUSIC: featuring popular non-rock hits from 40's, 50's, 60's & 70's to present; all-time stds by popular vocalists, big bands & orchestras. AIR PERSONALITIES handle all segments. NEWS: local at :30, 6-10 am, 3-7 pm & 12:30 pm; national at :30; UPI wire; local staff; mobile units; SPORTS: 15 shows w/ky; Scores, news & features throughout day; state Univ basketball, football. COMMERCIAL POLICY: maximum of 10 minutes per hour. Rec'd 2/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Marshall A. Pite.
Station Manager—Thomas W. Coffey.
- FACILITIES**
5,000 w.; 1590 khz. Directional.
Operating schedule: 20 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 44b, 46, 47a, 51c.
Comb.; Cont. Discounts: 60k, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Connecticut Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 7/1/84—Rec'd 8/28/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm, 7-9 pm & 5-6 am; Sun 5 am-9 pm.
A—Mon thru Sun 9 pm-1 am.

6. SPOT ANNOUNCEMENTS

WK:	1 MIN:			
	1 ti	12 ti	24 ti	36 ti
AAA	36	34	33	32
AA	31	29	28	27
A	24	23	22	21

30 sec: 80% of 1-min.
CONSECUTIVE WEEK DISCOUNT
17 wk—5% 34 wk—10% 52 wk—15%

WWCO

1946
WATERBURY

Media Code 4 207 8400 1.00 Mid 009101-000
Greater Radio, Inc.
2030 Straits Turnpike, Box 2777, Waterbury, CT 06723.
Phone 203-758-2468.

PROGRAMMING DESCRIPTION

WWCO: Targeted to audience 25-54 with full service emphasizing news, features & community involvement. MUSIC: Adult Contemporary; AIR PERSONALITIES. NEWS: local backed by UPI audio & wire; local 4x hrly in most wky drive hrs; lifestyle vignettes. Contact Representative for further details. Rec'd 11/9/84.

- PERSONNEL**
General Manager—Sam Brownstein.
Station Manager—Bill Raymond.
- REPRESENTATIVES**
Roslin Radio Sales.
Boston—Smithers Spot Radio.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29c, 29a, 29b, 30, 32b.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73d.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 10/1/84—Rec'd 11/9/84.

Section I—Mon thru Fri 6-10 am & 3-7 pm.
Section II—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
Section III—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

I MIN:	1 ti				5 ti				10 ti				15 ti				20 ti				25 ti				30 ti			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
AAA	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	1	1	1	1	1	1	1
AA	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	1	1	1	1	1	1	1	1	1
A	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	1	1	1	1	1	1	1	1	1	1	1

30 sec: 80% of 1-min.

WWYZ (FM)

1961
WATERBURY



Media Code 4 207 8600 6.00 Mid 009102-000
WWYZ, Inc.
1 Broadcast Ln., Waterbury, CT 06706. Phone 203-755-3111.

PROGRAMMING DESCRIPTION

WWYZ (FM): MUSIC: Light & Easy. NEWS: 4 min local & network hrly AM/PM drive & noon. Community service features hrly. COMMERCIAL POLICY: maximum 4 brks per hr. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
President—B. Preston Gilmore.
General Manager—Fred Erwin.
Operations Manager—Steven P. Gilmore.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 17,800 w. (horiz.), 17,800 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 860 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10b, 13b.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60d.
AM facilities: WATR.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

West Hartford

Hartford County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

See Hartford-New Britain

(including Manchester, West Hartford, Windsor)

Westport

Fairfield County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

See Norwalk

(including Westport)

Willimantic

Windham County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WILI

1957
WILLIMANTIC



Media Code 4 207 8800 2.00 Mid 009103-000
The Nutmeg Broadcasting Co.
948 Main St., Box 496, Willimantic, CT 06226. Phone 203-423-1621, Hartford, 643-6402.

PROGRAMMING DESCRIPTION

WILI: Programmed for adults 18-49. MUSIC: Contemporary Hit Radio. NEWS: hrly 12M-6 pm; every half hr in drive times; every other hr 6 pm-12M; local staff is a reporting/investigative dept. SPORTS: COMMERCIAL POLICY: 12-14 min per hr. Rec'd 9/8/80.

- PERSONNEL**
General Manager—David M. Evan.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Sold in combination with WINY, Putnam & WLIS, Old Saybrook. Combo rate: 5% discount for 2 stations, 10% discount for 3 stations.

TIME RATES

Eff 1/26/84.

AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 8 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	24	23	22	21	20	19	18	17
AA	22	21	20	19	18	17	16	15
A	20	19	18	17	16	15	14	13

10 sec: 50% of 1-min, not available 5:30-10 am.

7. PACKAGE PLANS

ROS—MON-SUN 6 AM-7 PM, 60%AAA, 40%AA
 PER _____ 1 min _____ 30 sec _____
 WK: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
 Ea 23 22 21 20 19 18
 TAP—MON-SUN 40%AAA, 30%AA, 20%A, 10%B
 Ea 21 20 19 18 17 16

10. SPECIAL FEATURES

NEWS: 1 ti 3 ti 5 ti
 Ea 30 28 27
 Larry King Show, overnight, class B rates apply.

(SMD)

WNOU (FM)

1975
 WILLIMANTIC

Urban Contemporary

Media Code 4 207 9399 4.00 Mid 009104-000
 Delta Communication Corp.
 Bridge Street Plaza, Box 98, Willimantic, CT 06226.
 Phone 203-456-2251.

PROGRAMMING DESCRIPTION

WNOU (FM): Programmed for ages 18+. MUSIC: Urban Contemporary format, blend of contemporary Jazz, progressive Reggae, Rhythm & Blues. NEWS: plus sports at :05 hrly. COMMERCIAL POLICY: 4 breaks per hr. Rec'd 8/12/84.

1. PERSONNEL

General Manager—Sullivan Brown.
 Program Director—Gregory Dixon.

3. FACILITIES

ERP 3,000 w. (horiz.), (3,000 w. (vert.); 98.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable upon receipt.

TIME RATES

Eff _____ Rec'd 9/24/84.
 AA—6-10 am & 3-7 pm.
 A—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	12 ti	18 ti	24 ti	36 ti	12 ti	18 ti	24 ti	36 ti
AA	45	42	38	36	36	32	28	26
A	42	39	35	33	33	29	25	23
(*)	35	31	26	22	28	23	20	19

(*) Midnight-6 am.

(SMD)

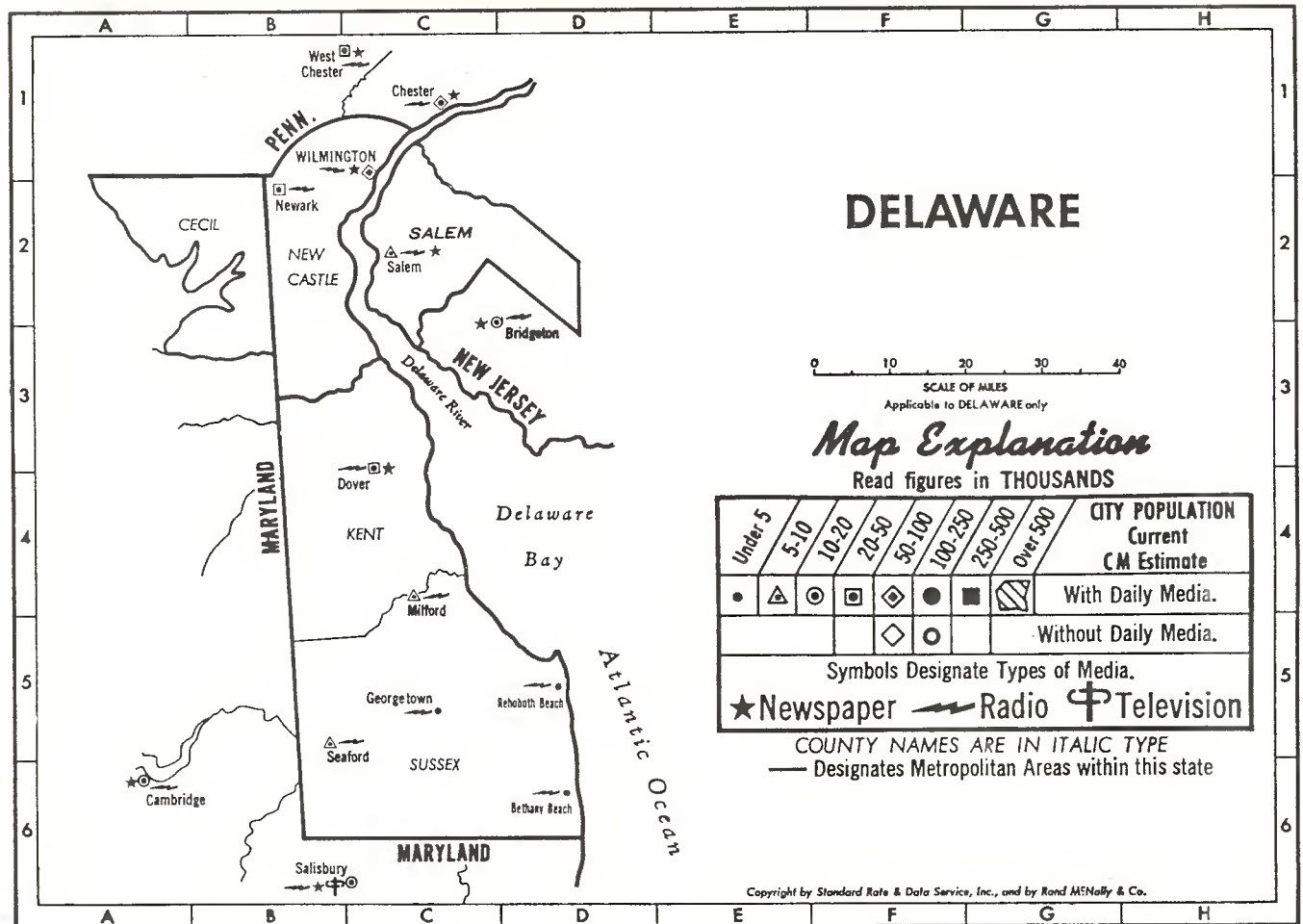
Windsor

Hartford County—Map Location D-2
 See SRDS Consumer market map and data at beginning of the state.

See Hartford-New Britain
 (including Manchester, West Hartford,
 Windsor)

DELAWARE

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



DELAWARE

State, County, City, Metro Area Data

DELAWARE

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				—Total Retail Sales— Per Household		—By Selected Store Types—											
				00000	15000	35000	50000	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
14999	34999	49999	over	(\$000)	(\$)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)						
DELAWARE STATE TOTALS.....	609.0	213.99	6,351,595	29,682	30.8	39.2	16.5	13.5	3,168,126	14,898	689,599	107,531	460,382	152,266	164,973	541,346	281,794	355.38	98.4	9.86	
KENT C-4.....	103.6	34.86	852,533	24,456	33.6	39.2	17.1	10.2	485,833	13,937	106,968	17,095	72,577	22,760	23,871	82,155	43,237	59.95	18.7	1.82	
Dover.....	24.6	8.45	219,480	25,974	121,424	14,370	26,514	4,189	17,855	5,740	6,115	20,573	10,772	13.41	6.6	.49	
NEW CASTLE B-2.....	400.9	141.03	4,548,630	32,253	48.1	35.0	9.7	7.2	2,170,910	15,393	465,660	71,748	308,456	104,606	114,976	369,328	191,270	227.73	60.5	7.16	
Wilmington.....	66.3	25.77	562,905	21,843	333,486	12,941	74,970	12,317	51,806	15,259	15,343	56,115	29,921	24.76	33.9	3.23	
Wilmington Metro Area.....	530.6	184.68	5,722,680	30,987	26.2	39.6	18.5	15.7	2,814,040	15,237	605,167	93,590	401,839	135,228	147,987	478,460	248,177	303.43	74.1	8.64	
SUSSEX C-5.....	104.5	38.10	950,432	24,946	34.4	42.8	14.4	8.3	531,383	13,947	116,971	18,688	79,349	24,900	26,126	89,863	47,287	67.70	19.2	8.8	

DELAWARE

DELAWARE

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

AGRI BROADCASTING NETWORK OF PENNSYLVANIA, INC.

DELAWARE GROUP



Mid 013328-002

Business Office: 505 W. Main St., Box 157, New Holland, PA 17557. Phone 717-354-4496.

Comprised of

Non-Interconnected Stations
 WKEN—Dover WAFB—Milford
 WJWL—Georgetown WYUS—Milford
 See listing under Regional Radio Networks and Groups. (CR-3)

Bethany Beach

Sussex County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WWTR-FM

1974
 BETHANY BEACH

Mid 009105-000

See SRDS Spot Radio Small Markets Edition.

Dover

Kent County—Map Location C-4
 See SRDS Consumer market map and data at beginning of the state.

WDOV

1948
 DOVER

Mid 009106-000

See SRDS Spot Radio Small Markets Edition.

WDSO (FM)

1955
 DOVER

Mid 009107-000

Media Code 4 208 0790 3.00
 Dover Broadcasting, Inc.
 Denny Rd. & Du Pont Hwy., Drawer B, Dover, DE 19903.
 Phone 302-734-5816

PROGRAMMING DESCRIPTION
 WDSO (FM): Target audience 25-54. MUSIC: Contemporary Country, 50% current, 50% past hits. FEATURES: Solid Gold Country M-F; Country Music's Top 10 Wed; Weekly Country Music Countdown Fri; Lee Arnold on a Country Road Sat; The Liberty Flyer Sun. NEWS: network at :60, local at :35 in drivetimes. SPORTS: network 2:35 & 7:35 pm, local 7:05 am & 5:05 pm. FARM: U of DE Ag Report 5:40 am; Agrinet 5:45 am; Agribroadcasting report 6:40 am; farm/market summary 12:35 pm; Agrinet 1:32 pm. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
 General Manager—Stephen Wodlinger.
 Sales Manager—James Schwartz.
 Program Director—Robert Reinhardt.
- REPRESENTATIVES**
 Selcom Radio.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING See coded regulations**
 AM facilities: WDOV.
 Affiliated with MBS.
 Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.
 Affiliated with Supernet.

TIME RATES

WDSO (FM)/WDOV COMBINATION
 No. 24 Eff 9/1/84—Rec'd 7/19/84.
 AAA—Mon thru Sat 5-10 am.
 AA—Mon thru Sat 3-7 pm.
 A—Mon thru Sat 10 am-3 pm.
 B—Mon thru Sat 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				I	II	III	IV	
	J	II	III	IV					
AAA	70	65	60	55	A	60	55	50	45
AA	65	60	55	50	B	55	50	45	40

30 sec/less: 80% of 1-min.

WDSO (FM) only: 75% of WDSO (FM)/WDOV combination.

(SMD)(CR)

WKEN

1957
 DOVER

ABC Entertainment Radio Network

Media Code 4 208 1000 4.00 Mid 009108-000
 Capitol Broadcasting Corp.
 Walker Rd., Box 553, Dover, DE 19901. Phone 1-302-674-1234.

PROGRAMMING DESCRIPTION
 WKEN: aimed at adult audience 21-50. NEWS: emphasis local w/15 casts at :30; 17 ABC Entertainment Network newscasts at :60 per day. Stock market reports 6x/da. Commentator 5x/da. Paul Harvey 8:25 am, noon, 12:30 & 5:05 pm M-F; Jack Costello 7:45 am & 12:45 pm M-F. FARM: 32 programs wkly on agriculture. SPORTS: Philadelphia Phillies Baseball Network, network commentator 2x/da; local high school football games. Hr tele/talk show M-F 1-2 pm. Wkly programs from city, county, chamber of commerce, human interest. Rec'd 1/2/85.

- PERSONNEL**
 Pres. & Gen'l Mgr.—tu Wayne.
- REPRESENTATIVES**
 New York, Chicago, Minneapolis & Detroit—Shelly Katz Radio Sales, Inc.
- FACILITIES**
 5,000 w. days, 1,000 w. night; 1600 khz. Directional.
 Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with ABC Entertainment Radio Network.
 Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

Eff—Rec'd 6/18/83.

PER YR:	WITHIN 1 YEAR				ROS 5 AM-8 PM				
	1x	500x	1000x	1x	500x	1000x	1x	500x	1000x
1 min	13.90	12.65	10.50	11.10	9.90	8.05	10.90	9.45	8.00
30 sec	10.90	9.45	8.00	9.45	8.00	5.95	10.90	9.45	8.00

WITHIN 7 DAYS

YR:	WITHIN 7 DAYS				ROS 6 AM-7 PM			
	15 ti	20 ti	30 ti	40 ti	15 ti	20 ti	30 ti	40 ti
1 min	13.30	12.55	11.25	10.50	9.60	8.35	7.95	7.80
30 sec	10.25	9.80	9.25	8.80	8.15	6.95	6.40	6.05
15 sec	7.90	7.80	7.25	6.60	5.45	4.50	4.20	3.50

(*) Fixed or AM/PM drive.

(SMD)

Georgetown

Sussex County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WJWL

1951
 GEORGETOWN

Media Code 4 208 1500 3.00 Mid 009109-000
 Scott Broadcasting Company of Delaware
 Rte 113, Box 111, Georgetown, DE 19947. Phone 302-856-2567.

PROGRAMMING DESCRIPTION
 WJWL: AIR PERSONALITIES handle all segments. MUSIC: Music of Your Life. NEWS: network at :60, local at :30; 3-man local news dept. FARM: reports daily 6-7 am & noon-1 pm. SPORTS: pro & college football, pro baseball. FEATURES: fishing reports Apr-Sept; daily contests. Contact Representative for further details. Rec'd 4/20/84.

- PERSONNEL**
 President—Faye Scott.
 General Manager—Michael T. Burns.
 Sales Manager—Deborah J. Holson.
- REPRESENTATIVES**
 P/W Radio Representatives.
- FACILITIES**
 1,000 w.; 900 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
 FM facilities: WSEA (FM).
 Affiliated with MBS.
 Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

Eff 9/1/83—Rec'd 10/17/83.

1 MIN:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	17	15	14	13	12
13 wk	15	13	12	11	10
26 wk	14	12	11	10	9
52 wk	13	11	10	9	8

1 MIN:	CLASS A				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	15	13	12	11	10
13 wk	13	11	10	9	8
26 wk	12	10	9	8	7
52 wk	11	9	8	7	6

30 sec: 80% of 1-min.
 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

1 MIN:	NEWS/WEATHER/SPORTS/FARM				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	20	18	17	16	15
13 wk	18	16	15	14	13
26 wk	16	14	13	12	11
52 wk	15	13	12	11	10

30 sec: 80% of 1-min.
 10 sec: 50% of 1-min.

(SMD)

WSEA (FM)

1969
 GEORGETOWN

Mid 009110-000

See SRDS Spot Radio Small Markets Edition.

Milford

Sussex County-Kent County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WAFB-FM

MILFORD

Mid 027538-000

See SRDS Spot Radio Small Markets Edition.

WYUS

1953
 MILFORD

Mid 009111-000

See SRDS Spot Radio Small Markets Edition.

Newark

New Castle County—Map Location B-2
 See SRDS Consumer market map and data at beginning of the state.

WNRK

1964
 NEWARK



Media Code 4 208 2000 3.00 Mid 009112-000
 Arc Broadcasting, Inc.
 Box 8152, Newark, DE 19714. Phone 302-737-5200.

PROGRAMMING DESCRIPTION
 WNRK: Target audience 25-54. MUSIC: 60% music; 50% Adult Contemporary, 50% Oldies. AIR PERSONALITIES handle daily contests & promos. NEWS: at :55; local at :25. SPORTS: at :60 & :30; high school, pro football, motor racing, & horse racing. FARM: M-F at 6:10 am. FEATURES: M-F live tele/talk show 2-3 pm. Contact Representative for further details. Rec'd 11/26/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Al R. Campagnone.
- REPRESENTATIVES**
 Frederick W. Smith.
- FACILITIES**
 1,000 w.; 1260 khz. Directional days.
 Operating schedule: 6 am-7 pm. EST.
- AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations**
 Member: The Maryland News Network, Inc.

Eff—Rec'd 3/26/84.

6-10 am & 3-7 pm.	TAP			
	6 ti	12 ti	18 ti	24 ti
1 min	13.00	11.75	10.50	10.00
30 sec	10.40	9.40	8.40	8.00

7. PACKAGE PLANS

PER WK:	TAP			
	6 ti	12 ti	18 ti	24 ti
1 min	10.50	9.90	9.40	8.90
30 sec	8.40	7.90	7.50	7.10

(CR)

Rehoboth Beach

Sussex County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WGMD (FM)

1975
 REHOBOTH BEACH



Media Code 4 208 2500 2.00 Mid 009113-000
 Resort Broadcasting Co.,
 P.O. Box 530, Rehoboth Beach, DE 19971. Phone 302-945-2050.

Other Office: Suite 324, One Plaza E., Salisbury, MD 21801. Phone 301-543-8000.
 Other Office: Montego Bay Station, P.O. Box 1842, Ocean City, MD 21842. Phone 301-543-8000.

PROGRAMMING DESCRIPTION
 WGMD (FM): Programmed for adult general interest 25-54. MUSIC: Easy listening; 50% Contemporary vocals, 25% Stnds, 25% instrumentals. AIR PERSONALITIES handle all segments. NEWS: hrly at :60 & 6:30, 7:30, 8:30 am, 4:30 & 5:30 pm; 3-person local staff, mobile unit, accu-weather every 1/2 hr, beach conditions, sun tanning index, marine weather & tides, weather phone. FARM: ag-weather & farm reports 2x/day. SPORTS: locally produced reports 8x/day, high school football & basketball. Rec'd 1/23/84.

- PERSONNEL**
 Station Manager—T. Christopher Gullett.
 Sales Manager—Steve Stone.
 Office Manager—Sandra Shelton.

- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
 None; all rates net to station.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (SMD)(CR)

Seaford

Sussex County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WSUX

1955
 SEAFORD

WSUX-FM

1972
 SEAFORD

Mid 009114-000

See SRDS Spot Radio Small Markets Edition.

Wilmington

New Castle County—Map Location B-2
 See SRDS Consumer market map and data at beginning of the state.

WAMS

1947
 WILMINGTON



Broadcast Representatives



A Rollins Group Station

Media Code 4 208 3000 2.00 Mid 009115-000
 Rollins Broadcasting of Delaware, Inc.
 Box 3677, Wilmington, DE 19807. Phone 302-654-8881.

PROGRAMMING DESCRIPTION
 WAMS: Programmed for adults 25-54; AIR PERSONALITIES handle all segments. MUSIC: Modern Country, NEWS: 4-man team with mobile unit; 5 min at :60 of local, nat'l & internat'l news; 5 min at :30 in AM/PM drives; traffic reports 2x/hr in drivetimes; ABC Direction; AP; mediawire. SPORTS: 5 min during AM/PM drive; 2 min hrly wknd afternoons & evenings. FEATURES: Paul Harvey; Country Calendar; American Country Countdown; Silver Eagle; Live form Gilley's; talents available for remotes. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
 General Manager—Steve Courtin.
 Program Director—Chris Michaels.
 Sales Manager—Hyman Farban.

- REPRESENTATIVES**
 Selcom Radio.

- FACILITIES**
 5,000 w. days, 1,000 w. nights; 1380 khz. Directional. Stereo.
 Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
 15/0 net time; 10th of following month.

continued

DELAWARE

Wilmington—cont

WAMS—cont

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 23a, 24a, 29a.
Contracts: 40c, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Direction Radio Network.
Affiliated with Music Country Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDEL

1922
WILMINGTON



Media Code 4 208 3500 1.00
Delmarva Broadcasting Co.
2727 Shipley Rd., Wilmington, DE 19803. Phone 302-478-2700.



Mid 009116-000

PROGRAMMING DESCRIPTION

WDEL: Programmed for adults 25+. MUSIC: popular, current best selling singles blended with all-time favorites from past 19 years. NEWS: 5 min network at :60. Extended summaries at 6:50, 8 am & noon. All news blocks 4:30-6 pm. 8-man news staff, stringers. SPORTS: 2 reports per hour in drive time. Live major league baseball, college football & basketball. Business news & stock market reports 8:05 am & 5:50 pm. Weather: forecasts 5x per hour plus extended reports. FARM: 6:15, 9:15 am & 12:15 pm. Contact Representative for further details. Rec'd 7/2/80.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—C. Robert Taylor.
General Sales Manager—Charles R. Ward.
Promotions Manager—Richard V. Aydelotte.

2. **REPRESENTATIVES**
Eastman Radio, Inc.

3. **FACILITIES**
5,000 w.; 1150 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only; 20th following month.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSTW (FM).
Affiliated with NBC Radio Network.
Affiliated with Connecticut Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDSD (FM)

1955
DOVER



Mid 009107-000

See listing under city of license.

WILM

1922
WILMINGTON

News and Information



Media Code 4 208 4000 1.00
Delaware Broadcasting Co.
1215 French St., Wilmington, DE 19801. Phone 302-656-9800.

PROGRAMMING DESCRIPTION

WILM: Programmed for adults and young adults. NEWS: Network news service with local & state news covered by station news staff & mobile unit; business reports & sports; traffic reports & weather hrv. Contact Representative for further details. Rec'd 10/29/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Sally V. Hawkins.
Program Manager—Marty Jacobs.
General Sales Manager—Carl Jones.

2. **REPRESENTATIVES**
Savalli & Schutz, Inc.
New England—New England Spot Sales, Inc.

3. **FACILITIES**
1,000 w.; 1450 khz.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; 15th following month.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 7b.
Rate Protection: 10c.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 25a, 29a.
Contracts: 40c, 41, 42b, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

Eff—Rec'd 1/10/85.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	12 ti	24 ti
1 min	25.88	23.53	21.18

WJBR

1947
WILMINGTON



Media Code 4 208 4250 2.00
Reynolds Broadcasting Co.
2617 Ebright Rd., Wilmington, DE 19810. Phone 302-475-4000.

PROGRAMMING DESCRIPTION

WJBR: Programmed for adults. MUSIC: Nostalgia; dance bands & hit standards from 40's, 50's & 60's blended with adult contemporary selections from recent yrs. NEWS: 2-min at :60; brief weather at :30; local, reg'l, nat'l, internat'l; sports & weather. Rec'd 5/1/84.

1. **PERSONNEL**
Gen'l Mgr. & Gen'l Sales Mgr.—John B. Reynolds, Jr.

3. **FACILITIES**
1,000 w.; 1290 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3b, 3d, 4a, 5, 6b.

Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 26, 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73, 73a, 73b.

TIME RATES

AM/FM COMBINATION
Eff 3/1/84—Rec'd 9/24/84.

7. PACKAGE PLANS

MON-SAT 5:30 AM-8 PM:	SUN 10 AM-7 PM
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min	60.00 58.50 56.00 54.00
30 sec	48.00 46.80 44.80 43.20

AM only: 1/3 of AM/FM combination.

WJBR-FM

1957
WILMINGTON



Media Code 4 208 4251 0.00
Reynolds Broadcasting Co.
2617 Ebright Rd., Wilmington, DE 19810. Phone 302-475-4000.

PROGRAMMING DESCRIPTION

WJBR-FM: Programmed for adults. MUSIC: Beautiful music. Popular instrumental stnds, 4 vocals per hr. NEWS: at :60; 5-min at 6, 7, 8 am, & 2-min summaries at :60 rest of day. Emphasis nat'l & internat'l, plus local & reg'l. Weather 5x daily. COMMERCIAL POLICY: 9-min per hr max. Rec'd 12/20/84.

1. **PERSONNEL**
General Manager—John B. Reynolds, Jr.

3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht: 500 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
General: 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a.
Sold in combination with WJBR. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
85% of AM/FM combination.

WNRK

1964
NEWARK

Mid 009112-000

See listing under city of license.

WSTW (FM)

1949
WILMINGTON



Media Code 4 208 4700 6.00
Delmarva Broadcasting Co.
2727 Shipley Rd., Wilmington, DE 19803. Phone 302-478-2700.

PROGRAMMING DESCRIPTION

WSTW (FM): MUSIC: Contemporary Hits. NEWS: hrvly with emphasis on local & area news/sports. Area weather reports twice each hr. Contact Representative for further details. Rec'd 10/26/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—C. Robert Taylor.
General Sales Manager—Charles R. Ward.

2. **REPRESENTATIVES**
Eastman Radio, Inc.

3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 460 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; 20th of following month.

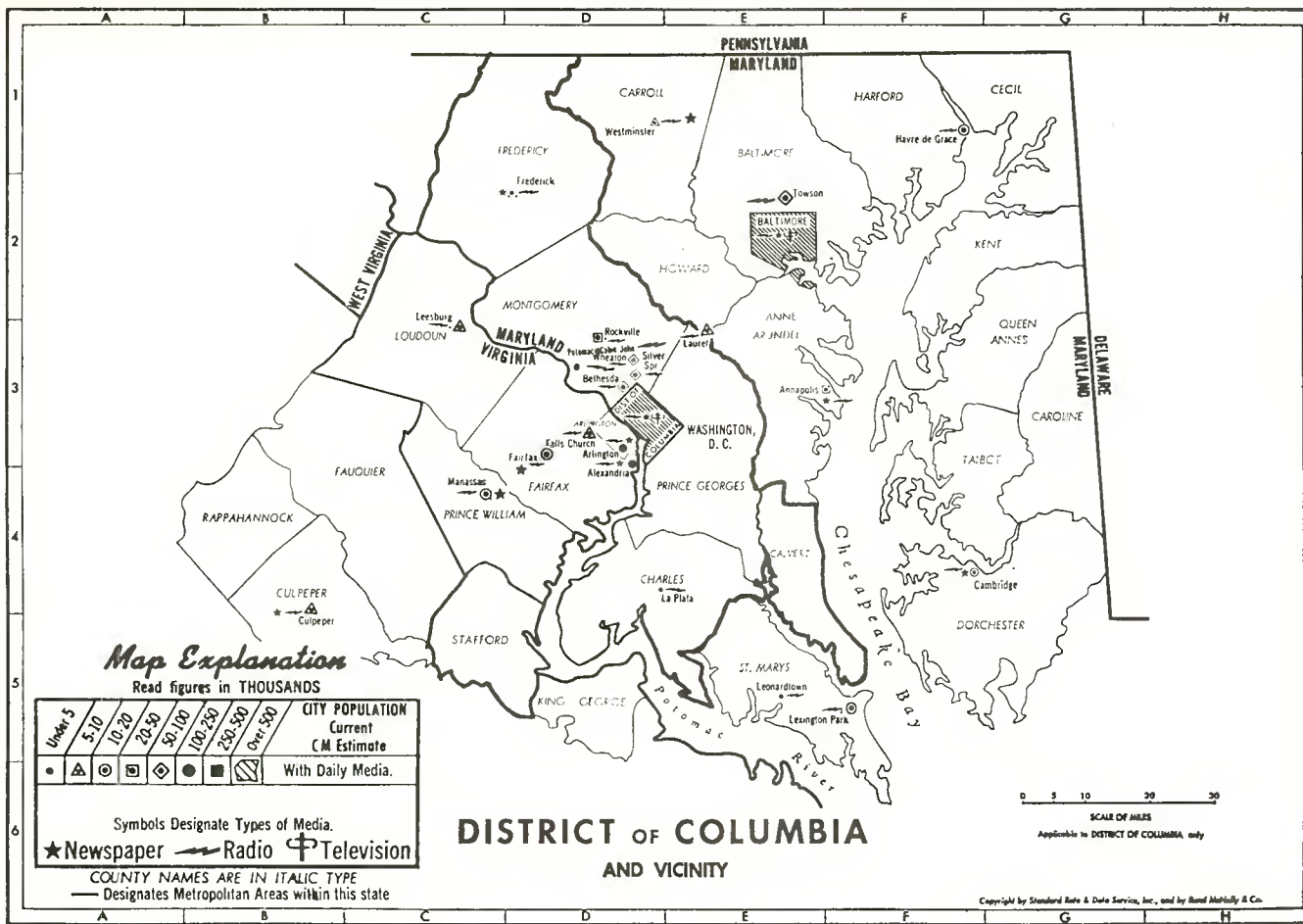
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WDEL.
Affiliated with Connecticut Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

DISTRICT OF COLUMBIA

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



DISTRICT OF COLUMBIA

District, Metro Area Data

DISTRICT OF COLUMBIA

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Total Retail Sales—Per Household (\$)				Retail Sales—1984—By Selected Store Types					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
			Per Household (\$000)	% Distribution of Households				Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
				14999	15000 to 34999	35000 to 49999	50000 and over													
DISTRICT OF COLUMBIA TOTALS	619.3	247.42	8,159,980	32,980	31.1	36.0	14.2	18.7	3,642,570	14,722	790,348	123,783	529,162	173,392	186,833	618,067	322,346	212.77	435.5	17.15
DISTRICT OF COLUMBIA Washington Metro Area	619.3	247.42	8,159,980	32,980	31.1	36.0	14.2	18.7	3,642,570	14,722	790,348	123,783	529,162	173,392	186,833	618,067	322,346	212.77	435.5	17.15
Area	3,353.1	1,215.88	48,593,600	39,966	18.0	34.2	19.7	28.1	19,915,400	16,379	4,206,630	633,629	2,745,790	975,000	1,098,760	3,399,880	1,744,430	1,872.46	898.0	97.96

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Washington

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)
 Alexandria, Arlington Co., VA—Map Location J-3
 Arlington, Arlington Co., VA—Map Location J-3
 Fairfax, Fairfax Co., VA—Map Location K-3
 Falls Church, Fairfax Co., VA—Map Location J-3
 Bethesda, Montgomery Co., MD—Map Location G-4
 Bladensburg, Prince Georges Co., MD—Map Location H-5
 Potomac-Cabin John, Montgomery Co., MD—Map Location G-4
 Rockville, Montgomery Co., MD—Map Location G-4
 Silver Spring, Montgomery Co., MD—Map Location G-4
 Wheaton, Montgomery Co., MD—Map Location G-4
 Woodbridge, Prince William Co., VA—Map Location J-3
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABS

1946
ARLINGTON, VA



Media Code 4 209 0200 9.00 Mid 009121-000
 Radio Seven Eighty Inc.
 5545 Lee Hwy., Arlington, VA 22207. Phone 703-534-2000.
 1 min rate 1x: 20.00.

WANN

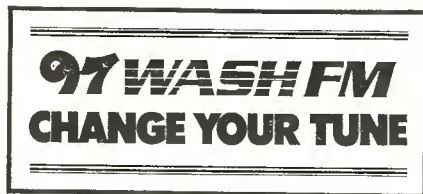
ANNAPOLIS, MD

Mid 010902-000

See listing under city of license.

Questions left unanswered?

Turn to Service-Ads. SRDS Service-Ads work with the listings to give you the information you need to make more efficient decisions.



WASH (FM)

1945
WASHINGTON



A Metromedia Station

Media Code 4 209 0400 5.00 Mid 009122-000
 Metromedia Stereo, A Division of Metromedia, Inc.
 5151 Wisconsin Ave. N. W., Washington, DC 20016.
 Phone 202-244-9700, Telex:89-612.

PROGRAMMING DESCRIPTION

WASH: Target at adults 18-44. MUSIC: Contemporary Hit Radio/40 with variety of pop music. AP & UP; weather; airborne traffic advisories. Contact representative for further details. Rec'd 1/3/84.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Jim Smith.
 General Sales Manager—Kevin J. O'Grady.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 ERP 22,500 w.; 97.1 mhz. Circular polarized. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 690 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 15th of month.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
 Rate Protection: 10e, 11c, 12b, 13c, 14c.
 Basic Rates: 21d, 22b, 23a, 24a, 24c, 25c, 27, 30, 33d.
 Contracts: 41, 44b, 46, 49.
 Comb.; Cont. Discounts: 60e, 60i, 61a, 61b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 82.
 Affiliated with Katz Radio Network.
 Affiliated with Satellite Music Network.

RATE PROTECTION

Rates quoted herein are guaranteed against any increase for period of 13 weeks from effective date, provided that 6 spots per wk runs at time of effective date of increase and provided that these broadcasts continue without interruption during rate protection period. 30-day rate protection allowed on TAP.

TIME RATES

No. V. Eff 1/1/84—Rec'd 6/18/84.
 AA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
 A—Mon thru Sat 3-8 pm.
 B—Mon thru Fri 10 am-3 pm; Sun 9 am-8 pm.
 C—Mon thru Sun 8 pm-midnight.

PER WK:	GRID			
	1 min	30 sec	15 sec	10 sec
AA	300	270	250	230
A	210	200	190	180
B	180	170	160	150
D	30	25	20	15

Must rotate thru all hours & days of time classes. Spots scheduled over less than 5 days, add 10% to earned rate. Fixed position, extra 10%.
 30 sec/less: 80% of 1-min.

WAVA (FM)

1946
ARLINGTON, VA

db A Doubleday Station

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 209 0800 6.00 Mid 009123-000
 Doubleday Broadcasting
 5232 Lee Hwy., Arlington, VA 22207. Phone 703-534-0320.

PROGRAMMING DESCRIPTION

WAVA (FM): Targeted to teen & adults 18-44. MUSIC: mass appeal Contemporary Hit Radio consisting of today's Current Hits; AIR PERSONALITIES. NEWS: in AM drive. COMMERCIAL POLICY: max 8 min per hr. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
 President—Gary Stevens.
 Reg'l Vice-Pres. & Gen'l Mgr.—Alan Goodman.
 Station Manager—Bill Kunkel.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.1 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

BMW (FM)

(formerly WEZR (FM))
 1968
 MANASSAS

WEISS & POWELL, INC.

RADIO SALES



(This is a paid duplicate of the listing under Manassas, Virginia.)

Media Code 4 248 4163 3.00 Mid 014814-000
 EZ Communications, Inc.
 10380 Democracy Ln., Fairfax, VA 22030. Phone 703-691-1900.

PROGRAMMING DESCRIPTION

BMW (FM): MUSIC: Adult Contemporary/personality. NEWS: internat'l, nat'l, local & reg'l 1 min/hr. COMMERCIAL POLICY: max 9 min/hr; spots clustered at 1/4 hr. Contact Representative for further details. Rec'd 1/3/85.

- PERSONNEL**
 General Manager—Bonnie Brooks Reich.
 General Sales Manager—Dick Eury.
 Program Director—Jeff Ballentine.
- REPRESENTATIVES**
 Weiss & Powell, Inc.
- FACILITIES**
 ERP 50,000 w.; 106.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD)/(D)

WCTN

1965
POTOMAC-CABIN JOHN, MD

Media Code 4 209 1000 2.00 Mid 009124-000
 Seven Locks Broadcasting Co. Inc.
 7825 Tuckerman Ln., Suite 211, Potomac, MD 20854.
 Phone 301-299-7026.
 1 min rate 1x: 14.00.

WDJY (FM)

1949
WASHINGTON



Media Code 4 209 1300 6.00 Mid 009139-000
 The United Broadcasting Co.
 5321 First Pl. N.E., Washington, DC 20011. Phone 202-722-1000.

2. REPRESENTATIVES

Masla Radio.
 Rates have been temporarily withdrawn by station.

WEEL

1955
FAIRFAX, VA

Beautiful Music

NRBA

Media Code 4 209 1700 7.00 Mid 009126-000
 George Mason University
 3909 Oak St., Box 908, Fairfax, VA 22030. Phone 703-273-4000.

PROGRAMMING DESCRIPTION

WEEL: MUSIC: Beautiful Music. NEWS: local, AP wire, state network. Contact Representative for further details. Rec'd 1/14/85.

- PERSONNEL**
 General Manager—Suzanne Daugherty.
 Program Director—Tom Coll.
- REPRESENTATIVES**
 Herbert E. Groskin Co.
- FACILITIES**
 5,000 w. days, 500 w. nights; 1310 khz. Directional.
 Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
 Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60e, 62a.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: Virginia News Network.

TIME RATES

Eff—Rec'd 2/29/84.

6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti
 1 min 30 29 28 27 26 25 24
 30 sec 24 23 22 21 20 19 18

8. PROGRAM TIME RATES

PER WK: 1x 2x 3x 4x 5x 6x 7x
 5 min 90 86 82 78 74 70 66

WFAX

1948
FALLS CHURCH, VA

Media Code 4 209 2400 3.00 Mid 009127-000
 Newcomb Broadcasting Corp.
 161-B Hillwood Ave, Falls Church, VA 22046. Phone 703-532-1220.

PROGRAMMING DESCRIPTION

WFAX: Programmed for adults of all ages. Inspirational & devotional programs featuring syndicated & locally produced programs representing all faiths. Rec'd 9/3/74.

- PERSONNEL**
 President—Lamar A. Newcomb.
 Gen'l & Sales Mgr.—Mitchell A. Miller.
- FACILITIES**
 5,000 w.; 1220 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 15/2 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3b, 3c, 4b, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
 Basic Rates: 20b, 21a, 21c, 22a, 23a, 24a, 25a, 28a, 29b, 30, 32a, 33d.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 47a, 48, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62a.
 Cancellation: 70a, 70c, 71b, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with KBS.

TIME RATES

1/1/85—Rec'd 12/19/84.

6. SPOT ANNOUNCEMENTS

PER WK: 1x 50x 150x 350x 500x 1000x
 1 min 25 23 21 20 19 18
 30 sec 21 20 19 18 17 16

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr
 1 x 185 110 70

10. SPECIAL FEATURES

5-min newscast—1-min rate plus 5.00.

WGAY-FM

1959
WASHINGTON



MAJOR MARKET RADIO SALES



Media Code 4 209 2050 7.00 Mid 034539-000
 Greater Media, Inc.
 8121 Georgia Ave., Silver Spring, MD 20910. Phone 301-587-4900.

PROGRAMMING DESCRIPTION

WGAY-FM: Programmed for adults & young adults. MUSIC: popular Standards, Show Tunes & soft Easy Listening arrangements of Current Hits; original vocals; music clustered in uninterrupted 15-min segments; non personality format. NEWS: at :30; headlines at :60; stock market report M-F 4:30; metro reports Am & PM drive. FEATURES: Broadway show with narration Sun 1 pm. Contact Representative for further details. Rec'd 9/11/84.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Ted Dorf.
 National Sales Manager—Robert B. Paris.
 Operations Manager—Bob Chandler.
- REPRESENTATIVES**
 Major Market Radio Sales.
- FACILITIES**
 ERP 21,000 w.; 99.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 780 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3d, 4a, 5, 7b, 8.
 Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29.
 Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80.
 AM facilities: WWRC.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGMS
1946
BETHESDA, MD
WGMS-FM
1946
WASHINGTON



An RKO Radio Station



Media Code 4 209 3200 6.00 Mid 009129-000
RKO General Inc.
One Central Plaza, 11300 Rockville Pike, Rockville, MD
20852. Phone 301-463-1800.

PROGRAMMING DESCRIPTION

WGMS: Classical; full service. MUSIC: shorter, more popular Classical works during AM & PM drives interspersed with fine arts news, PSA's, performance reviews & periodic listener contests; thematic block programming during other day parts focusing on various periods of classical music & featuring broadcast concerts by major American symphony orchestras & opera companies; jazz 3 hrs Sat eve. NEWS: local & nat'l plus time, weather & traffic reports in AM & PM drives. FEATURES: religious & public affairs programs wkly; live interviews with performing artists at noon. Contact Representative for further details. Rec'd 5/13/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael G. Ferrel.
Program Director—Paul W. Teare.
Sales Manager—Joan M. Homa.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 570 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
FM-ERP 20,000 w. (horiz.), 20,000 w. (vert.); 103.5 mhz. Stereo.
Antenna ht.: 435 ft. above average terrain.
Simulcast 24 hours daily.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 47, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHUR (FM)

1971
WASHINGTON



Media Code 4 209 3800 3.00 Mid 009131-000
Howard University Radio
529 Bryant St. N.W., Washington, DC 20059. Phone 202-636-6680.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 200.00.

WINX
1940
ROCKVILLE, MD
NRBA

Media Code 4 209 4000 9.00 Mid 009132-000
Montgomery County Broadcasting Co. Inc.
8 Baltimore Rd., Box 1726, Rockville, MD 20850. Phone 301-424-9292.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

WKYS
93 FM STEREO

WKYS (FM)

1947
WASHINGTON



Media Code 4 209 4600 6.00 Mid 009134-000
National Broadcasting Co., Inc.
4001 Nebraska Ave. N.W., Washington, DC 20016. Phone 202-885-4330.

PROGRAMMING DESCRIPTION

WKYS (FM): Programmed for young adult lifestyle. MUSIC: Urban Contemporary. NEWS: at :20 & :50 in AM drive; at :50 in PM drive. Contact Representative for further details. Rec'd 3/4/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bartley Walsh.
Director of Sales—Frank Iorio, Jr.
General Sales Manager—Donna Ragland.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 485 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 47, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES

No. 17 Eff 6/1/84—Rec'd 1/22/85.
AAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

- SPOT ANNOUNCEMENTS**
GRID: AAA AA A B
I 400 300 270 160 IV 300 240 215 110
II 370 280 250 140 V 250 215 190 90
III 330 260 230 130
30 sec: 80% of 1-min.

WLTT (FM)

1949
BETHESDA, MD



Gulf Broadcast
Group



Media Code 4 209 4700 4.00 Mid 009133-000
Gulf Broadcast Group
5912 Hubbard Dr., Rockville, MD 20852. Phone 301-984-6000.

Mailing Address: Box 70067, Washington, DC 20088.

PROGRAMMING DESCRIPTION

WLTT (FM): Programmed for contemporary adults 25-49. MUSIC: Mass appeal adult contemporary, 25-49. COMMERCIAL POLICY: 10 commercials per hr. Newsbreaks hourly. Never more than one announcement per hr for any advertiser. Metro traffic reports AM/PM drive. Contact Representative for further details. Rec'd 2/3/83.

- PERSONNEL**
General Manager—James M. Keating.
Operations Manager—Robert J. Hughes.
General Sales Manager—Tom Walker.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 21,000 w. (horiz.), 21,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 780 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMAL



1925
WASHINGTON



AN ABC OWNED RADIO STATION



M^cGAVREN GUILD RADIO



Media Code 4 209 4800 2.00 Mid 009135-000
WMAL, Inc., A wholly owned subsidiary of the American Broadcasting Co., Inc.
4400 Jenifer St. N.W., Washington, DC 20015. Phone 202-686-3050.

PROGRAMMING DESCRIPTION

WMAL: AM Stereo. Programmed for adult general interest. AIR PERSONALITIES handle all segments. 5:30-10 am, comedy, information, news, airborne traffic reports, music. 10 am-3 pm entertainment, information, music, news. 3-7 pm comedy, information, news, airborne traffic reports, music. 7-9 pm sports talk. 9 pm-1 am music, news, information. 1-6 am music, news, information. SPORTS: pro football, univ football & basketball, tennis, ski reports, golf. Contact Representative for further details. Rec'd 5/12/84.

- PERSONNEL**
Executive Vice-President—Andy Ockershausen.
General Sales Manager—Tony Renaud.
Sales Manager—Dennis Reese.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 630 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WROX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with McGavren-Guild Network.

TIME RATES

No. 44 Eff 1/1/84—Rec'd 9/28/84.

- SPOT ANNOUNCEMENTS**
MON-FRI 5-10 AM
I II III IV V
1 min 505 485 465 440 410
30 sec 430 413 396 374 349
10 sec 177 170 163 154 144
MON-FRI 3-8 PM/SAT 5 AM-3 PM
1 min 300 285 265 245 210
30 sec 255 243 226 209 179
10 sec 105 100 93 86 74
MON-FRI 10 AM-3 PM/SUN 8 AM-3 PM
1 min 185 165 150 140 125
30 sec 158 141 128 119 107
10 sec 65 58 53 49 44
MON-FRI 8-10 PM/SAT 3-7 PM
1 min 160 145 135 120 100
30 sec 136 124 115 102 85
10 sec 56 51 48 42 35
MON-FRI 10 PM-1 AM/SAT 7 PM-MIDNIGHT/SUN 3 PM-MIDNIGHT
1 min 125 115 105 95 85
30 sec 107 98 90 81 73
10 sec 44 41 37 34 30
MON-FRI 1-5 AM/SAT MIDNIGHT-5 AM/SUN MIDNIGHT-6 AM
1 min 70 60 50 40 ...
30 sec 60 51 43 34 ...

- SPECIAL FEATURES**
News sponsorships—AM drive 525.00; PM drive 325.00.
Traffic report adjacencies—AM drive 505.00; PM drive 300.00.

WMDO

1954
WHEATON, MD

A Lotus Communication
Corporation Station



**LOTUS
ALBERTINI**
HISPANIC REPS

Spanish Language



Media Code 4 209 4900 0.00 Mid 009136-000
Maryland Lotus Corporation
2647 University Blvd. West, Wheaton, MD 20902. Phone 301-933-6920.

PROGRAMMING DESCRIPTION

WMDO: Programmed totally in Spanish. NEWS: in AM drive, 1-1/2 hr news block consisting of internal¹, local, nat'l, business, sports. Emphasis is placed on Central & South American news; other news, 1/2 hrly wrap-up & 1/2 hr block in PM drive. Mobile unit & remote van used for local news gathering. MUSIC: blend of popular Latin & traditional music from Central & South American as well as Spanish favorites determined by market surveys. DJ PERSONALITIES host all segments. Contact Representative for further details. Rec'd 10/30/81.

- PERSONNEL**
General Manager—Allan S. Klamer.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
5,000 w.; 1540 khz.
Operating schedule: 6 am-local sunset. EST.
15/0 time only.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Cancellation: 71a, 72, 73c.
Prod. Services: 80, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/81—Rec'd 10/26/81
AAA—Mon thru Sat 5-10 am & 3-7 pm; Sun 10 am-7 pm.
AA—Mon thru Sun 7-9 pm; Mon thru Sat 10 am-3 pm; Sun 5-10 am.

- SPOT ANNOUNCEMENTS**
AAA AA
1 min 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
30 sec 51 49 47 45 46 44 42 39
30 sec 41 39 38 36 37 35 34 32

PACKAGE PLANS

TAP, 7-DAY ROTATION—1/2AAA, 1/2 AA
12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
1 min 43 40 37 30 sec 35 32 30

SPECIAL FEATURES

NEWSCASTS—MON THRU SUN AT :30
WK, 5-MIN: 6 ti 12 ti 18 ti
3-7 pm 75 70 65
9 am-2:30 pm, & 7-9 pm 70 65 60
AM Drive 80 75 70
Incl open & close.

WMTG

(formerly WJOK)
1983

GAITHERSBURG, MD

Media Code 4 209 4925 7.00 Mid 028488-000
Montgomery Radio, Inc.
20201 Watkins Mill Rd., Gaithersburg, MD 20879. Phone 301-428-3555.
1 min rate 1x: 45.00.

WMZQ

(formerly WEAM)
1947

ARLINGTON, VA



A Viacom International, Inc. Station
Media Code 4 209 4950 5.00 Mid 009125-000
Viacom International, Inc.
5513 Connecticut Ave. NW, Washington, DC 20015.
Phone 202-362-8330.

- PERSONNEL**
General Manager—Brian Bieler.
Program Director—Cliff Blake.
Sales Manager—Frank Byrne.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1390 khz. Directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Fri 5-10 am. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

DISTRICT OF COLUMBIA

Washington—cont



WMZQ-FM
1946
WASHINGTON



A Viacom International, Inc. Station

Media Code 4 209 5000 8.00 Mid 009137-000
Viacom International, Inc.
5513 Connecticut Ave. N.W., Washington, DC 20015.
Phone 202-362-8330.

PROGRAMMING DESCRIPTION

WMZQ-FM: MUSIC: Top Country Hits & Oldies; adult MOR by AIR PERSONALITIES. NEWS: full service format incl weather service, sports & news at :60; headlines in drive. CONTACT Representative for further details. Rec'd 9/26/84.

- PERSONNEL**
General Manager—Brian Bieler.
General Sales Manager—Frank Byrne.
Program Director—Cliff Blake.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above average terrain.

Partial simulcast operation. Operated separately Sat & Sun; Mon thru Fri 10-5 am. For simulcast facilities see AM.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33b.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with Christal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNTR
(formerly WGAY)
1945
SILVER SPRING, MD



Media Code 4 209 5100 6.00 Mid 009128-000
Interstate Communications, Inc.
1250 Downsville Pike, Hagerstown, MD 21740. Phone
301-588-6406.

- REPRESENTATIVES**
P/W Radio Representatives.
1 min rate 1x: 81.00.

WOL
1924
WASHINGTON
An Almic Broadcasting, Inc. Station

Media Code 4 209 5200 4.00 Mid 009138-000
Almic Broadcasting, Inc.
1680 Wisconsin Ave. N.W., Washington, DC 20007.
Phone 202-338-5600.
1 min rate 1x: 40.00.

WPGC

1954
MORNINGSIDE, MD
WCLY (FM)
(formerly WPGC-FM)
1957
MORNINGSIDE, MD



Torbet Radio



Media Code 4 209 6000 7.00 Mid 009140-000
First Media Corp.
Deliveries, pick-ups & special mailings, 6301 Ivy Ln., Suite
800, Greenbelt, MD 20770. Phone 301-441-3500.
Mailing Address: Box 10239, Washington, DC 20018.

PROGRAMMING DESCRIPTION

WPGC/WCLY (FM): Programmed for adults 25-54.
MUSIC: adult contemporary, mass appeal presented by
PERSONALITIES, with emphasis on information & en-
tertainment. Regular features include news, weather &
sports. Community involvement & promotions are in-
tegrated as formative elements in all dayparts. Contact
Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
General Manager—Jeanne Oates.
Program Director—Al Casey.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
10,000 w. days; 1580 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mhz.
Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 496 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 6a, 7b, 8.
Basic Rates: 20a, 21b, 22a, 22b, 24c, 25a, 27, 28b, 28c,
30.
Contracts: 40a, 41, 42b, 43, 45, 46, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



WPKX-FM

1958
WOODBIDGE, VA
WPKX
ALEXANDRIA, VA



Media Code 4 209 6699 6.00 Mid 024016-000
Metroplex Communications of Virginia, Inc.
510 King St., Alexandria, VA 22314. Phone 703-683-3000.

PROGRAMMING DESCRIPTION

WPKX-FM: Programmed for ages 18-54. MUSIC: Modern
Country with current hits plus recent gold. AIR PER-
SONALITIES handle all segments. NEWS: news,
weather, sports & traffic reports daily. Contact
Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
President—Norman Wain.
Executive Vice-President—Robert C. Weiss.
Vice-Pres. & Gen'l Mgr.—William Sherard.
General Sales Manager—Robert Woodward.
Local Sales Manager—Christopher Broullire.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
5,000 w. days; 730 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
Simulcast Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-
3 pm.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 26, 27, 28a,
28c, 29a, 33a.
Contracts: 40c, 44a, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPRW

1957
MANASSAS, VA

Mid 014815-000

See listing under city of license.



WRQX (FM)

1948
WASHINGTON



BLAIR RADIO



An ABC Radio Station

Media Code 4 209 7400 8.00 Mid 009143-000
WMAL, Inc., a wholly owned subsidiary of the American
Broadcasting Co., Inc.
4400 Jenifer St. N.W., Washington, DC 20015. Phone
202-686-3071, TWX, 710-822-2017.

PROGRAMMING DESCRIPTION

WROX (FM): Programmed for ages 12-49. MUSIC:
Popular Contemporary; current hit singles, album cuts &
selected gold. FEATURES: highlights promotion, com-
munity involvement & personality. NEWS: emphasis on
local during drive & midday. Contact Representative for
further details. Rec'd 4/26/79.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ernest D. Fears, Jr.
General Sales Manager—Mary Groark.
Sales Manager—Tricia Zigarelli.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 50,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27,
28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WMAL
Affiliated with ABC Contemporary Radio Network.

TIME RATES

AAA—Mon thru Sat 5-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-2 am;
Sun 9 am-8 pm.

- SPOT ANNOUNCEMENTS**

GRID:	CLASS AAA					
	I	II	III	IV	V	
1 min	450	400	350	300	260	
30 sec	405	360	315	270	235	
CLASS AA	1 min	350	310	280	250	225
	30 sec	315	280	250	225	205

(A)

WTKS (FM)

1961
BETHESDA, MD



Media Code 4 209 7500 5.00 Mid 009130-000
Outlet Company
4853 Cordell Ave., Bethesda, MD 20014. Phone 202-364-
5800.
Mailing Address: 4646 40th St., N.W., Washington, DC
20016.

- REPRESENTATIVES**
CBS Radio Spot Sales.
Rates have been temporarily withdrawn by station.

WTOP

1926
WASHINGTON

Represented by **CBS RADIO SPOT SALES**



An Outlet Company Station

Media Code 4 209 7600 3.00 Mid 009144-000
Washington Radio, Inc., A Subsidiary of The Outlet
Company
4646 40th St. N.W., Washington, DC 20016. Phone 202-
364-5800.

PROGRAMMING DESCRIPTION

WTOP: Continuous all-news & information. Weather &
sports, 7 days per wk. NEWS: more than 50 com-
mentators, editors & newscasters plus 6 mobile units;
network features & sports; AP & UPI wire services; AP
audio & network private line news exchange; network at
:60 augmented by investigative reports on social,
economic & political topics. SPORTS: play-by-play
broadcasts of major league & pro hockey, basketball,
football & baseball & world series. Contact Representa-
tive for further details. Rec'd 3/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael L. Douglass.
General Sales Manager—David E. Gerard.
National Sales Manager—Garry M. Lewis.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 1500 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time after discounts.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 11e, 15b.
Basic Rates: 20b, 24a, 27, 28c, 30.
Contracts: 40c, 41, 42b, 45, 46, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTKS (FM).
Affiliated with CBS Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WUST

1947
WASHINGTON



Media Code 4 209 8000 5.00 Mid 009145-000
District Group Communications, Inc.
815 Vee St. N.W., Washington, DC 20001. Phone 202-
462-0011.

- PERSONNEL**
President—James T. McQueen.
General Manager—Perry P. Walders.
Program Director—Cal Hackett.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w. days; 1120 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15e.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. discounts: 60f, 60k, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 4 Eff 8/1/72—Rec'd 7/27/72.

AA—Mon thru Sat 6-10 am & 3-8 pm.

A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti
AA 28 26 25 23
A 25 23 21 19
30 sec: 80% of 1-min; 10 sec: 60% of 1-min.
- SPECIAL FEATURES**
5 min news—1-1/2x 1-min.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WWDC

1941
WASHINGTON



Christal Radio

Media Code 4 209 8400 7.00 Mid 009146-000
Capitol Broadcasting Co.
1150 Connecticut Ave. N.W. Suite 200, Washington, DC
20036. Phone 202-828-9932.

PROGRAMMING DESCRIPTION

WWDC: 35+ target. MUSIC: Personality/MOR. Major
morning personality. COMMERCIAL POLICY: maximum
18 commercial units per hr. Contact Representatives for
further details. Rec'd 3/21/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Goff Lebar.
Vice-Pres./Prog. & Oper.—Don Davis.
Vice-Pres./Sales—Jeff Hedges.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES5,000 w.; 1260 khz. Non-directional days.
Operating schedule: 24 hours daily, EST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 5, 8,
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 20b, 21b, 21d, 22a.
Contracts: 40c, 41, 45, 46.
Cancellation: 70c, 72, 73a.
Prod. Services: 81.
Affiliated with RKO TWO.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WWDC-FM**DC 101**
AM/FM1947
WASHINGTONMedia Code 4 209 8401 5.00 Mid 009147-000
Capitol Broadcasting Co.
1150 Connecticut Ave., N.W., Suite 200, Washington, DC
20036. Phone 202-828-9932.**PROGRAMMING DESCRIPTION**WWDC-FM: Personality rock designed for adults 18-49.
MUSIC: AOR. Major personalities in AM & PM drive.
COMMERCIAL POLICY: max 9 spot units per hr. Contact
Representative for further details. Rec'd 7/25/83.**1. PERSONNEL**Pres. & Gen'l Mgr.—Goff Lebar.
Vice-Pres./Prog. & Oper.—Don Davis.
Vice-Pres./Sales—Jeff Hedges.**2. REPRESENTATIVES**

Christal Radio.

3. FACILITIESERP 50,000 w.; 101.1 mhz.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 500 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 5, 8,
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 20b, 21b, 21d, 22a.
Contracts: 40c, 41, 45, 46.
Cancellation: 70c, 72, 73a.
Prod. Services: 81.
Affiliated with RKO ONE.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WWRC1923
WASHINGTON

MAJOR MARKET RADIO SALES

Media Code 4 209 8800 8.00 Mid 009142-000
Greater Media, Inc.
8121 Georgia Ave., Silver Spring, MD 20910. Phone 301-
587-4900.**PROGRAMMING DESCRIPTION**WWRC: Full service. AIR PERSONALITIES. MUSIC:
MOR from 40's-70's; morning team 5-9 am. FEATURES:
NBC Talknet 8 pm-5 am daily; All Sinatra Hour 11 am-
noon M-F. NEWS: at :60 hrly with additional news,
weather, traffic & sports in AM drive. Contact
Representative for further details. Rec'd 9/11/84.**1. PERSONNEL**Vice-Pres. & Gen'l Mgr.—Ted Dorf.
National Sales Manager—Robert B. Paris.
Program Manager—Ken Mellgren.**2. REPRESENTATIVES**

Major Market Radio Sales.

3. FACILITIES5,000 w.; 980 khz. Directional—night only.
Operating schedule: 24 hours daily, EST.**4. AGENCY COMMISSION**

15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c,
29.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WGAY-FM.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WXTR-FM1965
LA PLATA, MD**Oldies**
WXTR1968
LA PLATA, MDMedia Code 4 209 9000 4.00 Mid 010954-000
The Dalton Group, Inc.
Box 1670, La Plata, MD 20646. Phone 301-932-1440,
870-3100.**PROGRAMMING DESCRIPTION**WXTR-FM/WXTR: MUSIC: Adult Oldies, hits of 50's, 60's
& 70's. NEWS: at :60. Contact Representative for further
details. Rec'd 6/4/82.**1. PERSONNEL**Pres. & Gen'l Mgr.—William L. Dalton.
Vice-Pres. & Gen'l Sales Mgr.—Susan Toren Dalton.
Program Director—Bob Duckman.**2. REPRESENTATIVES**

Masla Radio.

3. FACILITIESFM-ERP 50,000 w. (horiz), 50,000 w. (vert.); 104.1 mhz.
Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 500 ft. above average terrain.
1,000 w.; 1560 khz. Non-directional.
Operating schedule: Sunrise-local sunset, EST.

Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

15% time only.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/25/84—Rec'd 7/18/84.A—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10
am-3 pm.
B—Mon thru Fri 10 am-3 pm; Sat 3-8 pm; Sun 5:30 am-8
pm.
C—Mon thru Sun 8 pm-1 am.
D—Mon thru Sun 1-5:30 am.**6. SPOT ANNOUNCEMENTS**

ROTATING GRID:	1 min				30 sec			
	A	B	C	D	A	B	C	D
I	150	105	63	26	127	90	54	22
II	135	95	57	24	115	80	48	20
III	120	85	51	22	102	72	43	18

Less than full rotation and/or more than one spot per hour, extra 10%.

7. PACKAGE PLANS

GRID:	*TAP			GRID:	I	II	III
	I	II	III				
1 min	105	95	85	30 sec	90	80	72

(* 30 ti (12A, 9B, 9C) or 20 ti (8A, 6B, 6C) or 15 ti (6A, 5B, 4C) or 10 ti (4A, 3b, 3c).
CONSECUTIVE WEEK DISCOUNTS—MINIMUM 2 SPOTS/WEEK
52 wk—15% 26 wk—10%

10. SPECIAL FEATURES

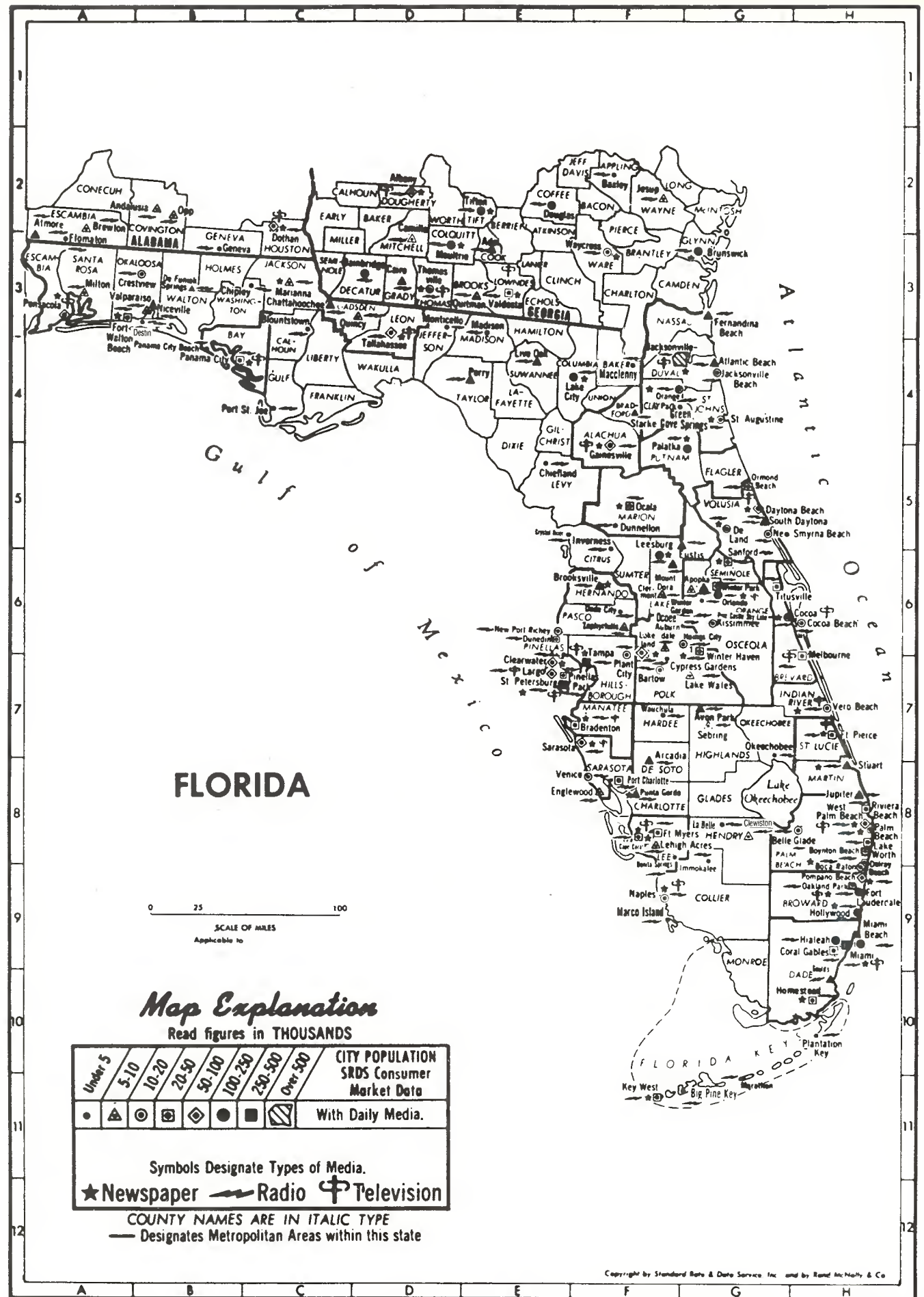
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FLORIDA

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State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Boca Raton—Palm Beach Bradenton—Manatee Clearwater—Pinellas Coral Gables—Dade Coral Springs—Broward Daytona Beach—Volusia	Deerfield Beach—Broward Delray Beach—Palm Beach Fort Lauderdale—Broward Fort Myers—Lee Fort Pierce—St. Lucie Fort Walton Beach—Okaloosa	Gainesville—Alachua Hialeah—Dade Hollywood—Broward Jacksonville—Duval Lakeland—Polk	Largo—Pinellas Lauderhill—Broward Margate—Broward Melbourne—Brevard Miami—Dade	Miami Beach—Dade Naples—Collier North Miami—Dade Ocala—Marion Orlando—Orange	Palm Bay—Brevard Panama City—Bay Pembroke Pines—Broward Pensacola—Escambia Plantation—Broward	Pompano Beach—Broward St. Petersburg—Pinellas Sarasota—Sarasota Sunrise—Broward Tallahassee—Leon	Tampa—Hillsborough Titusville—Brevard West Palm Beach—Palm Beach Winter Haven—Polk
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ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				10000 to 14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
FLORIDA STATE TOTALS	10,879.0	4,220.97	116,209,981	27,532	35.2	39.4	13.5	11.9	59,616,217	14,124	13,078,733	2,079,964	8,845,159	2,804,015	2,961,002	10,089,732	5,298,186	6,344.87	1,478.3	938.23	
ALACHUA F-4	167.7	61.30	1,414,000	23,067	43.5	35.5	11.4	9.6	815,520	13,304	181,887	29,574	124,827	37,656	38,497	137,486	72,943	99.46	32.0	5.44	
Gainesville Metro	85.5	30.14	717,798	23,815	405,089	13,440	90,091	14,594	61,675	18,765	19,295	68,339	36,193	46.28	16.1	3.36	
Area	189.6	68.28	1,560,800	22,859	44.5	35.8	11.1	8.6	907,915	13,297	202,523	32,936	139,007	41,915	42,838	153,057	81,212	110.89	36.5	5.71	
BAKER F-4	17.7	5.02	110,753	22,062	36.0	47.8	11.8	4.4	68,024	13,551	15,095	2,438	10,313	3,159	3,263	11,482	6,072	8.93	2.7	2.1	
BAY B-4	106.0	38.00	965,758	25,415	43.8	34.4	10.9	10.8	524,440	13,801	115,781	18,572	78,747	24,495	25,557	88,627	46,722	64.05	12.7	1.67	
Panama City Metro	38.4	14.78	357,574	24,193	198,551	13,434	44,164	7,156	30,238	9,196	9,453	33,495	17,741	21.67	9.2	4.6	
Area	106.0	38.00	965,758	25,415	37.6	38.8	12.8	10.8	524,440	13,801	115,781	18,572	78,747	24,495	25,557	88,627	46,722	64.05	12.7	1.67	
BRADFORD F-4	21.9	6.98	146,796	21,031	42.5	40.3	11.3	5.9	92,395	13,237	20,637	3,362	14,180	4,259	4,342	15,571	8,269	11.43	4.5	2.8	
BREVARD G-7	285.3	107.10	3,125,180	29,180	32.3	40.2	16.4	11.1	1,590,090	14,847	344,251	53,749	230,018	75,870	82,070	269,941	140,594	180.85	24.9	5.58	
Melbourne	48.0	17.99	458,155	25,467	252,887	14,057	55,546	8,848	37,607	11,879	12,515	42,788	22,485	28.91	5.2	1.03	
Melbourne-Titusville- Palm Bay Metro Area	285.3	107.10	3,125,180	29,180	27.7	41.0	17.8	13.4	1,590,090	14,847	344,251	53,749	230,018	75,870	82,070	269,941	140,594	180.85	24.9	5.58	
Palm Bay	22.5	8.54	263,114	30,810	132,983	15,572	28,440	4,363	18,785	6,428	7,101	22,639	11,703	14.02	1.4	0.67	
Titusville	31.6	11.70	309,718	26,472	168,249	14,380	36,732	5,803	24,733	7,956	8,477	28,508	14,925	19.65	3.4	0.58	
Area	1,186.2	489.97	15,636,900	31,914	27.2	39.6	16.5	16.7	7,320,260	14,940	1,582,240	246,473	1,055,610	349,888	379,564	1,243,190	646,847	714.47	132.4	46.97	
BROWARD H-9	52.1	16.08	712,552	44,313	273,225	16,992	57,209	8,503	37,023	13,495	15,414	49,735	23,853	29.46	4.4	1.55	
Coral Springs	48.3	22.94	532,802	23,226	308,557	13,451	68,606	11,110	46,957	14,297	14,708	52,057	27,565	27.40	8.4	1.07	
Deerfield Beach	159.8	71.25	2,311,690	32,445	1,028,020	14,428	224,248	35,384	150,876	48,655	51,925	174,219	91,161	97.48	33.3	6.39	
Fort Lauderdale- Hollywood-Pompano Beach Metro Area	1,186.2	489.97	15,636,900	31,914	27.2	39.6	16.5	16.7	7,320,260	14,940	1,582,240	246,473	1,055,610	349,888	379,564	1,243,190	646,847	714.47	132.4	46.97	
Hollywood	128.2	54.60	1,691,000	30,971	793,235	14,528	172,711	27,182	116,005	37,618	40,282	134,487	70,291	76.45	5.2	6.72	
Lauderhill	48.7	21.89	679,149	31,026	330,030	15,077	71,163	11,047	47,371	15,815	17,228	56,080	29,136	30.00	6.4	1.48	
Margate	47.4	19.34	582,281	30,108	293,626	15,182	63,207	9,789	42,008	14,096	15,400	49,913	25,905	27.10	2.1	1.32	
Pembroke Pines	44.8	16.00	706,728	44,171	279,516	17,470	58,149	8,557	37,990	13,894	16,023	47,979	24,344	29.00	1.0	2.85	
Plantation	58.8	20.54	960,339	46,755	351,491	17,113	73,472	10,892	47,469	17,390	19,131	60,144	30,667	37.54	6.6	2.16	
Pompano Beach	57.9	26.93	889,768	33,040	403,900	14,998	87,213	13,566	58,130	19,326	21,003	68,610	35,676	37.30	10.1	1.24	
Sunrise	52.7	21.88	625,592	28,592	323,753	14,797	70,150	10,966	46,908	15,434	16,871	54,951	28,635	30.33	4.4	1.70	
CALHOUN C-3	9.8	3.43	62,406	18,194	51.9	35.1	8.6	4.5	42,690	12,446	9,707	1,618	6,774	1,927	1,890	7,163	3,848	5.54	1.2	0.4	
CHARLOTTE F-8	70.5	31.48	765,846	24,328	36.7	44.1	11.5	7.7	422,460	13,420	93,993	15,234	64,369	19,561	20,097	71,262	37,751	45.02	1.3	0.83	
CITRUS F-5	68.8	29.16	658,563	22,584	40.7	41.8	11.0	6.5	381,767	13,092	85,534	13,990	58,934	17,536	17,938	64,281	34,208	43.55	2.2	0.96	
CLAY F-4	80.0	26.03	736,547	28,296	27.8	42.1	18.4	11.7	386,370	14,843	83,655	13,063	55,899	18,434	19,936	65,591	34,164	49.39	4.1	1.35	
COLLIER G-9	109.9	41.41	1,433,300	34,612	19.0	29.9	14.3	36.7	588,391	14,209	128,873	20,449	87,029	27,724	29,366	99,920	52,258	69.29	5.5	11.18	
Naples	21.3	9.83	609,551	62,009	160,746	16,353	33,967	5,119	22,179	7,967	8,860	27,441	14,082	15.20	1.3	0.32	
Naples Metro Area	109.9	41.41	1,433,300	34,612	33.5	38.4	11.2	16.9	588,391	14,209	128,873	20,449	87,029	27,724	29,366	99,920	52,258	69.29	5.5	11.18	
COLUMBIA F-4	38.9	13.50	307,943	22,811	41.5	41.0	11.7	5.8	180,972	13,405	40,275	6,530	27,588	8,377	8,602	30,525	16,173	22.62	7.5	4.0	
DADE H-10	1,752.3	662.06	19,226,900	29,041	22.6	30.5	13.8	33.1	9,447,380	14,270	2,066,880	327,461	1,394,350	445,698	473,083	1,599,950	838,708	902.73	302.3	626.21	
Coral Gables	43.2	16.40	823,803	50,232	261,327	15,935	55,570	8,454	36,507	12,706	14,167	44,546	22,948	24.83	1.7	13.18	
Hialeah	159.8	53.52	1,218,970	22,776	793,697	13,709	162,278	26,095	110,554	34,198	35,552	123,937	65,412	84.38	3.2	117.77	
Miami	348.6	135.50	2,890,960	21,335	1,721,850	12,707	389,115	64,358	270,099	78,306	77,848	289,364	154,807	146.73	87.8	194.78	
Miami-Hialeah Metro Area	1,752.3	662.06	19,226,900	29,041	35.2	36.9	13.6	14.3	9,447,380	14,270	2,066,880	327,461	1,394,350	445,698	473,083	1,599,950	838,708	902.73	302.3	626.21	
Miami-Fort Lauderdale Consolidated Area	2,938.5	1,152.03	34,863,800	30,263	31.8	38.1	14.8	15.3	16,767,600	14,555	3,649,120	573,934	2,449,960	795,586	852,647	2,843,140	1,485,560	1,615.14	437.9	690.52	
Miami Beach	99.1	57.87	1,140,750	19,712	689,585	11,916	158,848	26,909	112,047	30,651	29,146	115,344	62,471	33.36	9.9	21.99	
North Miami	45.2	20.75	538,579	25,956	287,971	13,878	63,478	10,161	43,114	13,473	14,099	48,683	25,640	28.37	2.2	6.62	
DE SOTO F-8	21.7	7.27	136,111	18,722	50.5	38.9	5.3	5.3	89,266	12,279	20,381	3,415	14,271	4,010	3,895	14,964	8,058	11.51	4.1	7.0	
DIXIE E-5	8.7	3.04	57,744	18,995	52.1	35.7	6.1	6.1	37,050	12,188	8,476	1,424	5,945	1,561	1,605	6,208	3,347	4.97	1.0	0.08	
DUVAL G-4	584.8	214.80	5,504,580	25,627	35.9	40.8	13.8	9.4	3,002,040	13,976	660,475	105,448	447,828	140,756	147,835	507,741	267,091	321.36	144.0	10.74	
Jacksonville Jacksonville Metro Area	552.5	202.02	5,132,690	25,407	2,820,160	13,960	620,655	99,133	420,948	132,182	138,746	476,943	250,940	301.96	140.6	10.00	
Area	760.7	274.89	7,101,670	25,835	35.0	40.9	14.2	9.9	3,863,940	14,056											

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					—Total Retail Sales— Per Household		Retail Sales—1984 By Selected Store Types					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)			
			Per Household (\$)	% Distribution of Households				(\$000)	(\$)	Food (\$000)	Drug (\$000)	General						Auto motive (\$000)	Service Station (\$000)	
				00000	15000	35000	50000					Mdas. (\$000)	Apparel (\$000)	Home Furn. (\$000)						
LEVY E-5	22.5	8.28	151,491	18,296	52.2	38.1	6.0	3.7	99,746	12,047	22,902	3,864	16,110	4,451	4,267	16,698	9,024	13.80	3.6	2.9
LIBERTY C-4	4.6	1.60	30,099	18,812	49.3	38.7	7.6	4.4	19,857	12,411	4,519	754	3,155	896	877	3,331	1,790	2.97	5	.03
MADISON E-3	15.3	5.13	86,323	16,827	55.7	33.9	6.5	4.0	61,852	12,057	14,197	2,395	9,985	2,761	2,648	10,355	5,595	8.20	6.5	1.4
MANATEE F-7	169.1	71.17	1,768,430	24,848	39.8	42.4	11.0	6.7	969,022	13,616	214,727	34,615	146,527	45,073	46,684	163,616	86,454	102.38	15.1	3.63
Bradenton	33.6	13.53	304,953	22,539	180,108	13,312	40,166	6,530	27,563	8,317	8,505	30,365	16,109	18.39	6.2	.73
Bradenton Metro Area	169.1	71.17	1,768,430	24,848	36.0	43.9	11.5	8.6	969,022	13,616	214,727	34,615	146,527	45,073	46,684	163,616	86,454	102.38	15.1	3.63
MARION F-5	144.6	54.16	1,206,180	22,271	44.1	37.1	9.3	9.6	696,982	12,869	156,931	25,834	108,590	31,833	31,901	117,234	62,573	86.65	23.9	2.38
Ocala	44.5	16.44	400,763	24,377	215,897	13,132	48,325	7,895	33,269	9,928	10,074	36,366	19,338	24.47	11.8	.61
Ocala Metro Area	144.6	54.16	1,206,180	22,271	44.5	39.8	8.7	6.9	696,982	12,869	156,931	25,834	108,590	31,833	31,901	117,234	62,573	86.65	23.9	2.38
MARTIN H-8	79.2	32.39	998,846	30,838	30.1	39.6	15.2	15.0	474,100	14,637	103,023	16,169	69,072	22,532	24,213	80,417	41,979	50.09	5.8	2.58
MONROE G-9	65.5	27.48	763,889	27,798	33.6	40.1	13.6	12.7	385,931	14,044	84,797	13,514	57,428	18,121	19,080	65,293	34,319	39.96	3.9	7.42
NASSAU F-3	37.3	12.54	330,410	26,348	31.6	42.4	16.0	10.0	181,971	14,511	39,629	6,239	26,623	8,628	9,235	30,850	16,126	22.67	5.1	5.1
OKALOOSA B-3	117.6	40.48	1,198,660	29,611	27.4	38.2	17.5	16.9	591,592	14,614	128,608	20,197	86,259	28,103	30,177	100,336	52,391	72.07	10.1	2.76
Fort Walton Beach	22.4	7.86	251,166	31,955	118,106	15,026	25,491	3,963	16,984	5,654	6,149	20,064	10,431	13.82	2.5	.44
Fort Walton Beach Metro Area	117.6	40.48	1,198,660	29,611	29.2	40.3	16.1	14.4	591,592	14,614	128,608	20,197	86,259	28,103	30,177	100,336	52,391	72.07	10.1	2.76
OKEECHOBEE G-7	23.9	8.34	192,518	23,084	40.9	41.8	10.4	6.8	109,637	13,146	24,533	4,006	16,885	5,043	5,121	18,469	9,819	13.92	2.0	1.14
ORANGE G-6	520.0	190.29	5,387,730	28,314	38.6	38.8	12.9	9.7	2,747,800	14,440	599,249	94,524	403,094	130,083	138,886	465,695	243,842	307.61	76.8	21.78
Orlando	132.8	49.59	1,232,010	24,844	679,747	13,707	150,346	24,176	102,425	31,684	32,937	114,823	60,602	68.05	38.3	5.08
Orlando Metro Area	795.7	289.59	8,367,820	28,895	30.2	41.0	15.7	13.1	4,211,470	14,543	916,735	144,228	615,602	199,778	214,023	714,066	373,153	477.17	103.0	29.52
OSCEOLA G-6	58.9	22.43	520,532	23,207	38.7	42.6	11.5	7.2	300,575	13,401	66,901	10,849	45,832	13,911	14,281	50,697	26,863	35.24	3.6	1.30
PALM BEACH H-8	667.5	273.53	8,967,790	32,785	27.7	39.9	15.7	16.7	4,076,380	14,903	881,637	137,456	588,531	194,712	210,999	692,188	360,291	404.82	89.8	32.98
Boca Raton	58.2	24.00	1,088,900	45,371	389,639	16,235	82,456	12,455	53,919	19,039	21,393	66,490	34,153	38.26	1.1	2.65
Delray Beach	40.3	17.26	562,231	32,574	256,720	14,874	55,550	8,667	37,098	12,256	13,270	43,587	22,694	24.77	9.4	1.68
West Palm Beach	65.8	27.88	696,720	24,990	377,923	13,555	83,848	13,539	57,279	17,554	18,137	63,792	33,734	36.07	18.3	5.63
West Palm Beach-Boca Raton-Delray Beach Metro Area	667.5	273.53	8,967,790	32,785	28.3	38.5	15.8	17.4	4,076,380	14,903	881,637	137,456	588,531	194,712	210,999	692,188	360,291	404.82	89.8	32.98
PASCO F-6	237.5	100.69	2,221,700	22,065	39.6	44.6	10.0	5.8	1,306,980	12,979	293,535	48,168	202,685	59,859	60,303	219,952	117,216	140.77	4.9	5.77
PINELLAS E-7	815.1	360.28	9,632,450	26,736	32.5	42.2	13.6	11.8	5,020,380	13,935	1,105,420	176,680	750,067	235,178	246,624	848,945	446,803	489.18	61.8	11.78
Clearwater	95.4	42.48	1,172,950	27,612	598,045	14,078	131,314	20,908	88,878	28,102	29,627	101,196	53,167	57.05	7.9	1.19
Largo	70.0	31.73	848,954	26,756	448,914	14,148	98,441	15,646	66,549	21,125	22,326	75,984	39,889	44.61	2.5	7.4
St Petersburg	249.1	109.92	2,558,470	23,276	1,447,040	13,164	323,704	52,841	222,737	66,587	67,654	243,776	129,581	138.64	42.8	4.42
Tampa-St. Petersburg-Clearwater Metro Area	1,818.3	746.57	19,456,800	26,062	35.2	41.1	13.4	10.3	10,369,000	13,889	2,285,170	365,686	1,551,820	485,247	507,984	1,753,020	923,140	1,078.30	167.3	90.45
POLK F-7	356.3	128.04	3,232,700	25,248	37.3	41.5	12.3	8.9	1,755,210	13,708	388,218	62,427	264,478	81,811	85,048	296,491	156,483	208.48	53.5	10.68
Lakeland	50.3	20.33	493,007	24,250	270,695	13,315	60,362	9,812	41,418	12,502	12,786	45,638	24,210	28.41	9.9	1.09
Lakeland-Winter Haven Metro Area	356.3	128.04	3,232,700	25,248	37.3	41.5	12.3	8.9	1,755,210	13,708	388,218	62,427	264,478	81,811	85,048	296,491	156,483	208.48	53.5	10.68
Winter Haven	24.4	9.73	247,148	25,401	133,534	13,724	29,526	4,746	20,110	6,226	6,476	22,558	11,904	14.51	5.2	1.49
PUTNAM F-5	55.7	20.42	463,278	22,687	42.6	38.9	11.9	6.6	270,424	13,243	60,388	9,835	41,488	12,469	12,715	45,576	24,200	32.56	11.4	6.6
ST JOHNS G-4	58.6	21.52	530,133	24,634	38.6	39.6	12.1	9.7	293,562	13,641	65,020	10,475	44,350	13,662	14,164	49,572	26,186	34.42	8.5	1.28
ST LUCIE H-7	101.5	38.15	1,022,250	26,796	49.0	33.0	9.4	8.6	535,842	14,046	117,730	18,761	79,728	25,162	26,496	90,657	47,649	57.67	22.2	2.03
Fort Pierce	37.9	14.13	313,306	22,173	182,399	12,909	41,032	6,747	28,371	8,339	8,373	30,667	16,370	18.18	16.4	1.00
Fort Pierce Metro Area	180.7	70.54	2,021,100	28,652	32.9	39.5	14.6	13.1	1,009,940	14,317	220,753	34,931	148,800	47,693	50,709	171,074	89,628	107.73	28.4	4.57
SANTA ROSA A-3	62.6	20.97	571,055	27,232	31.7	39.9	16.0	12.4	304,409	14,516	66,294	10,437	44,538	14,433	15,448	51,607	26,977	38.46	2.8	.84
SARASOTA F-8	231.9	102.51	2,862,280	27,922	40.7	40.8	10.1	8.4	1,458,520	14,228	319,341	50,649	215,585	68,749	72,867	246,961	129,522	151.01	12.0	3.43
Sarasota	51.4	23.02	554,880	24,104	305,295	13,262	68,154	11,095	46,812	14,082	14,369	51,457	27,317	30.66	8.4	1.30
Sarasota Metro Area	231.9	102.51	2,862,280	27,922	31.2	43.2	13.9	11.7	1,458,520	14,228	319,341	50,649	215,585	68,749	72,867	246,961	129,522	151.01	12.0	3.43
SEMINOLE G-6	216.9	76.88	2,459,520	31,992	25.9	39.8	17.8	16.4	1,163,090	15,129	250,585	38,855	166,677	55,784	60,856	197,673	102,648	134.88	21.8	6.22
SUMTER F-6	28.2	10.12	190,122	18,787	47.7	40.6	7.7	4.0	126,596	12,509	28,742	4,782	20,030	5,726	5,634	21,251	11,403	16.96	5.3	5.9
SUWANNEE E-4	24.6	8.62	174,805	20,279	46.1	37.8	10.1	5.9	110,958	12,872	24,984	4,113	17,288	5,068	5,078	18,663	9,962	14.54	4.3	3.0
TAYLOR E-4	17.6	6.23	153,944	24,710	40.9	33.4	14.7	11.0	86,608	13,902	19,081	3,052	12,953	4,055	4,247	14,643	7,710	10.42	3.7	1.4
UNION F-4	11.0	2.42	51,730	21,376	39.3	43.9	12.5	4.3	32,810	13,558	7,280	1,176	4,973	1,524	1,574	5,538	2,929	4.06	3.2	.29
VOLUSIA G-5	293.9	121.23	2,868,860	23,665	50.9	36.4	7.8	4.9	1,619,820	13,362	360,834	58,576	247,373	74,897	76,760	273,159	144,815	177.86	32.8	4.68
Daytona Beach	57.1	24.44	463,378	18,960	302,622	12,382	68,910	11,508	48,142	13,640	13,330	50,763	27,290	29.78	18.3	.88
Daytona Beach Metro Area	293.9	121.23	2,868,860	23,665	39.3	41.2	11.4	8.0	1,619,820	13,362	360,834	58,576	247,373	74,897	76,760	273,159	144,815	177.86	32.8	4.68
WAKULLA D-4	12.9	4.45	87,025	19,556	44.0	42.6	9.4	4.0	56,934	12,794	12,839	2,118	8,896	2,596	2,592	9,573	5,115	7.89	2.1	1.12
WALTON B-3	23.1	8.77	169,754	19,356	48.7	37.8	9.5	4.0	111,1											

FLORIDA

FLORIDA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

Florida Farm Network

Comprised of
Interconnected by Satellite Stations

WVVOJ (FM)—Avon Park
WSWN—Belle Glade
WKMK—Blountstown
WVJB—Brooksville
WDCF—Dade City
WFTP—Fort Pierce
WKAE (FM)—High Springs
WODI—Homestead
WGRQ—Lake City
WIPC—Lake Wales
VWHG (FM)—La Belle
WPCV (FM)—Lakeland

WZST—Leesburg
WTYS—Marianna
WMAF—Madison
WMFL—Monticello
WSGL (FM)—Naples
WSUZ—Palatka
WGKR—Perry
WCNH/WWSD (FM)—Quincy
WFOY—St. Augustine
WJCM—Sebring
WSTU—Stuart
WAUC—Wauchula

Media Code 4 210 0025 8.00 Mid 034495-000
Susquehanna Broadcasting Co., Inc.
Box 740, Orlando, FL 32802. Phone 305-295-4800.

PROGRAMMING DESCRIPTION

FLORIDA FARM NETWORK: 3 5-min reports per day M-F. AM Market Review Feed Time 6:20 am; Recap of closing market prices from previous day, plus agri-business news feature. Florida Ag report, Feed Time 12:05 pm incl local, state & nat'l summary of agri-news. PM Market Review, Feed Time 5:15 pm incl closing market prices of day plus agri-business news feature. AM & PM Market Reviews incl prices on grain, hogs, cattle, vegetables, field crops & seasonal commodities such as citrus. Contact Representatives for further details. Rec'd 9/4/84.

1. PERSONNEL
Sales Manager—Patty Nicholson.
Affiliate Relations Manager—Rod Hemphill.

2. REPRESENTATIVES
Logue Farm Media.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff 7/15/84—Rec'd 9/4/84.

6. SPOT ANNOUNCEMENTS		FULL NETWORK		
GRID:		I	II	III
1 min	300	250	200
30 sec	240	200	160
Non-preemptible.				
PARTIAL NETWORK—30 SECONDS				
15 stations/less	150	125	100
16-20 stations	175	150	125
21-25 stations	200	175	150
Even rotation.				

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

FLORIDA NETWORK, INC.



Comprised of
Interconnected by Satellite Stations

WAPG/WOKD (FM)—Arcadia
WWBF—Bartow
WSWN—Belle Glade
WSWN-FM—Belle Glade
WKMK/WRTM (FM)—Blountstown
WTRL—Bradenton
WVJB—Brooksville
WWFL—Clermont
WAFM—Clewiston
WCNU—Crestview
WDCF—Dade City
WNDB—Daytona Beach
WGTX—De Funiak Springs
WOUH (FM)—De Funiak Springs
WENG—Englewood
WEUS—Eustis
WLEO (FM)—Ft. Myers
WKEM—Immokalee
WKIQ—Inverness
WEXI—Jacksonville
WVHG (FM)—La Belle
WGRO—Lake City
WIPC—Lake Wales
WMAF—Madison
WTOT—Marianna

WXBM (FM)—Milton/Pensacola
WSGL (FM)—Naples
WCCZ—New Smyrna Beach
WTMC—Ocala
WVCF—Ocoee
WOKC—Okeechobee
WKIS—Orlando
WIYD—Palatka
WDLF—Panama City
WGNE (FM)—Panama City
WPRY—Perry
WPLP—Pinellas Park
WCNH/WWSD (FM)—Quincy
WFOY—St. Augustine
WUVU (FM)—St. Augustine
WVJZ—Sanford
WSPB—Sarasota
WJCM—Sebring
WSTU—Stuart
WNTN—Tallahassee
WAUC—Wauchula
WJNC—West Palm Beach
WYXY—Winter Haven

Media Code 4 210 0050 6.00 Mid 009150-000
Susquehanna Broadcasting Co., Inc.
Business Office: 3500 W. Colonial Dr., Orlando, FL 32808. Phone 305-295-4800.

PROGRAMMING DESCRIPTION

FLORIDA NETWORK, INC.: Statewide network providing hly newscasts, sports & weather reports 7 days/wk. Contact Representative for further details. Rec'd 12/18/84.

- 1. PERSONNEL**
General Manager—Bob Poe.
Sales Manager—Patty Nicholson.
Operations Manager—Rod Hemphill.
- 2. REPRESENTATIVES**
Blair Radio.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
Affiliated with Blair Represented State Networks.

TIME RATES

Eff 1/15/84—Rec'd 3/2/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS		— 1 min — 30 sec —		
GRID:		I	II	III
AAA	325	275	250
AA	250	225	200

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-023
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

FLORIDA STATE GROUP

Comprised of
Non-Interconnected Stations

WAPG/WOKD (FM)—Arcadia
WSWN—Belle Glade
WSWN-FM—Belle Glade
WKMK—Blountstown
WRTM (FM)—Blountstown
WVJB—Brooksville
WENO—Chattahoochee
WLOH—Chiefland
WBGC—Chipley
WWFL—Clermont
WAFM—Clewiston
WCNU—Crestview
WGTX—De Funiak Springs
WOUH (FM)—De Funiak Springs
WHOG—Fernandina Beach
WCAI—Fort Myers
WFTP—Fort Pierce
WFXI—Haines City
WKIQ—Inverness
WROS—Jacksonville
WBIX—Jacksonville Beach
WVHG (FM)—LaBelle
WGRO—Lake City
WIPC—Lake Wales
WLIZ—Lake Worth

WLBE—Leesburg
WZST—Leesburg
WNER—Live Oak
WUHL (FM)—Live Oak
WMAF—Madison
WJAO (FM)—Marianna
WTOT—Marianna
WCKC—Milton
WXBM (FM)—Milton
WBGB—Mount Dora
WCCZ—New Smyrna Beach
WMOP—Ocala
WOKC—Okeechobee
WTLN—Orlando
WTLN-FM—Orlando
WSUZ—Palatka
WGKR—Perry
WPLA—Plant City
WJST (FM)—Port St. Joe
WJBU—Port St. Joe
WAOC—St. Augustine
WFOY—St. Augustine
WVJZ—Sanford
WPKX—Starke
WTAL—Tallahassee
WAUC—Wauchula
WPAS—Zephyrhills

Less than full state list may be purchased.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates are dependent upon each advertiser's station lineup. (D)



Apopka

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WTLN

1964
APOPKA

Mid 009151-000
See SRDS Spot Radio Small Markets Edition.

WTLN-FM

1969
APOPKA

Mid 009152-000
See SRDS Spot Radio Small Markets Edition.

Arcadia

De Soto County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WAPG

1955
ARCADIA

WOKD (FM)

1977
ARCADIA

Mid 009153-000
See SRDS Spot Radio Small Markets Edition.

Atlantic Beach

Duval County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Jacksonville

(including Atlantic Beach, Jacksonville Beach)

Auburndale

Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WTWB

1956
AUBURNDALE

Mid 009155-000
See SRDS Spot Radio Small Markets Edition.

Avon Park

Highlands County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WAPR

1970
AVON PARK

Mid 009156-000
See SRDS Spot Radio Small Markets Edition.

WVOJ (FM)

1982
AVON PARK
NRBA

Media Code 4 210 0337 7.00 Mid 028130-000
Highlands Ridge Inc.
U.S. Hwy 27 S., Longshore Plaza, Box 1060, Avon Park, FL 33825. Phone 813-452-1227, Sebring, 813-382-1227.

PROGRAMMING DESCRIPTION

WVOJ (FM): Programmed for young adults. MUSIC: MOR/Easy Listening, with music of 70 & 80's. AIR PERSONALITIES. NEWS: 6-min at :60, NBC Network at :60, expanded to 10-min 6 & 8 am, 12N & 5 pm; stock/business reports 3x daily M-F. SPORTS: Daily local & nat'l

reports from NBC, play-by-play NFL football, U. of Fla. Gators & Miami Hurricanes football. FEATURES: Comment on the News 6:30 pm M-F. COMMERCIAL POLICY: 16 units max per hr. Rec'd 1/25/85.

- 1. PERSONNEL**
President—Ralph B. Hunter.
General Manager—Don Ray.
General Sales Manager—Gregory B. Cohane.
- 3. FACILITIES**
3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 5 am-midnight, EST.
Antenna ht.: 380 ft. above average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 12/31/84—Rec'd 1/25/85.

- 6. SPOT ANNOUNCEMENTS**
SPECIFIED DAYPARTS
- | GRID: | 1 | 2 | 3 | 4 |
|--------|-------|------|------|------|
| 1 min | | 9.95 | 8.95 | 7.95 |
| 30 sec | | 8.50 | 7.50 | 6.50 |
| BTA | | | | |
| 1 min | | 7.95 | 6.95 | 5.95 |
| 30 sec | | 6.50 | 5.50 | 4.50 |
- 7. PACKAGE PLANS**
TAP—2/3 6-10 AM & 3-7 PM, 1/3 10 AM-3 PM
- | GRID: | 1 | 2 | 3 | 4 |
|--------|-------|------|------|------|
| 1 min | | 8.95 | 7.95 | 6.95 |
| 30 sec | | 7.50 | 6.50 | 5.50 |
- Saturation plan—40+ per wk, 1-min/less, use grid 4.
- 10. SPECIAL FEATURES**
Newscasts on hour with weather 12.00. (SMD) (CR)

Bartow

Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WBAR

1953
BARTOW

Mid 009157-000
See SRDS Spot Radio Small Markets Edition.

WWBF

1969
BARTOW

Mid 009158-000
See SRDS Spot Radio Small Markets Edition.

Belle Glade

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

WSWN

1947
BELLE GLADE

Mid 009159-000
See SRDS Spot Radio Small Markets Edition.

WSWN-FM

1965
BELLE GLADE

Mid 009160-000
See SRDS Spot Radio Small Markets Edition.

Big Pine Key

Monroe County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WWUS (FM)

1980
BIG PINE KEY

Mid 009161-000
See SRDS Spot Radio Small Markets Edition.

Blountstown

Calhoun County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WKMK

1962
BLOUNTSTOWN

Mid 009162-000
See SRDS Spot Radio Small Markets Edition.

WRTM (FM)

1968
BLOUNTSTOWN

Mid 032658-000
See SRDS Spot Radio Small Markets Edition.

FLORIDA

Boca Raton

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See West Palm Beach
(including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach and Riviera Beach)

Bonita Springs

Lee County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WLEQ (FM)

1974
BONITA SPRINGS



Media Code 4 210 0551 3.00 Mid 009163-000
Gold Coast Broadcasting Group
096 Blvd., Rte. 22., Fort Myers, FL 33908. Phone 813-334-8135, Naples, 813-597-7196.

PROGRAMMING DESCRIPTION

WLEQ (FM): Programmed for adults 25-54; 6 AIR PERSONALITIES handle all segments. MUSIC: Satellite Music Network's Star Station Adult Contemporary format; Current Top Hits plus Solid Gold Hits 1955-present. NEWS: network, local in AM, midday & PM drive. COMMERCIAL POLICY: limited spot load, max 8-min spots per hr. Contact Representative for further details. Rec'd 6/24/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jan F. Kantor.
Station Manager—Richard A. Dreves.
Business Manager—Debbie Blackwood.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 1,100 w.; 95.9. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with RKO.
Affiliated with Supernet.
Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff. 8/31/83—Rec'd 5/31/83.

- PACKAGE PLANS**
BULK, PER QUARTER: 225x 150x 75x
1 min 24 28 32
30 sec 20 24 28

- SPECIAL FEATURES**
News, sports, music specials, incl open & close, plus 1 1-min spot, 13 wk minimum, per wk fixed: 225.00; 26 wk minimum, per wk fixed: 200.00.

(SMD) (D)

Boynton Beach

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See West Palm Beach
(including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach and Riviera Beach)

Bradenton

Manatee County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

See Sarasota-Bradenton
(including Venice)

Brooksville

Hernando County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WWJB

1958
BROOKSVILLE

Mid 009164-000
See SRDS Spot Radio Small Markets Edition.

Cape Coral

Lee County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

See Fort Myers
(including Cape Coral)

Chattahoochee

Gadsden County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WENO

1963
CHATTAHOOCHEE

Mid 009165-000
See SRDS Spot Radio Small Markets Edition.

Chiefland

Levy County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WLQH

1968
CHIEFLAND

Mid 009166-000
See SRDS Spot Radio Small Markets Edition.

Chipley

Washington County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WBGC

1956
CHIPLEY

Mid 009167-000
See SRDS Spot Radio Small Markets Edition.

Clearwater

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Clermont

Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WWFL

1962
CLERMONT



Media Code 4 210 0675 0.00 Mid 009168-000
K.A.B. Communications, Inc.
1295 1/2 Hwy. 50, Box 948, Clermont, FL 32711. Phone 904-394-2000.

PROGRAMMING DESCRIPTION

WWFL: Satellite Music Network Stardust MUSIC: original adult hits 40's-70's with AIR PERSONALITIES. NEWS: network at :60 hrly; local & weather at :30. FEATURES: brief programs on business, finance, education, crime prevention, senior citizen programs & local issues scheduled throughout wk. SPORTS: high school play-by-play. COMMERCIAL POLICY: 8 units maximum per hr. Rec'd 1/21/85.

- PERSONNEL**
General Manager—Kenneth R. Peach.
Operations Manager—Tony Crane.
 - FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
15/0; 30 days.
 - GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Affiliated with Satellite Music Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/1/84—Rec'd 1/21/85.

- SPOT ANNOUNCEMENTS**
PER YR, ROS: 1x 100x 250+
1 min 9 8 7
30 sec 6 5 4
Drivetime, extra 1.00.

- PACKAGE PLANS**
IMPACT—ROS 6 AM-MIDNIGHT
PER WK: 25 ti 35 ti PER WK: 25 ti 35 ti
1 min 200 245 30 sec 125 140

- SPECIAL FEATURES**
Program sponsorship, extra 1.00.

(SMD) (CR)

Clewiston

Hendry County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WAFB-FM

1979
CLEWISTON

Mid 026885-000
See SRDS Spot Radio Small Markets Edition.

Cocoa-Cocoa Beach

Brevard County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAJX (FM)

1968
TITUSVILLE

Mid 009427-000
See listing under city of license.

WAMT

1957
TITUSVILLE

Mid 009428-000
See listing under city of license.

WCKS (FM)



1962
COCOA BEACH

Media Code 4 210 0690 9.00 Mid 009169-000
Radio WCKS
210 Center Blvd., Cape Canaveral, FL 32920. Phone 305-783-9257.
Mailing Address: Box 520, Cocoa Beach, FL 32931.

PROGRAMMING DESCRIPTION

WCKS (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 6/29/84.

- PERSONNEL**
General Manager—Les Roberson.
National Sales Manager—Leslie Morris.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 24b, 24c, 25a.
Contracts: 40a, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70c, 71a, 72, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WEZY-FM

1965
COCOA

WEZY

1957
COCOA

Roslin Radio

Easy Listening



Media Code 4 210 0721 2.00 Mid 009171-000
EZY-COM., Inc.
Box 2029, 2405 Broadcast Ct., Cocoa, FL 32922. Phone 305-636-4411.

PROGRAMMING DESCRIPTION

WEZY-FM/WEZY: Programmed for adults, easy listening popular stnds; smooth instrumental arrangements of current hits blended with vocal groups & solos. NEWS: Briefs hrly with weather at :30; expanded news, sports, weather,

scheduled during AM drive; financial news & trends scheduled thru-out the day parts: COMMERCIAL POLICY: 12-min per hr. Contact Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
General Manager—James C. Pride.
General Sales Manager—Robert G. (Jerry) Webb.
Program Director—Kim Flick.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 317 ft. above average terrain.
1,000 w.; 1350 khz. Directional nights.
Operating schedule 24 hours daily. EST.
Simulcast 24 hours daily.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 12g.
Contracts: 45, 46.

TIME RATES

No. 10 Eff 8/1/84—Rec'd 7/30/84.
AAA—Mon thru Sun 6 am-8 pm.
AA—BTA Mon thru Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
1 MINUTE
GRID: I II III IV
AAA 26 24 22 20
AA 22 20 18 16
30 SECONDS
AAA 20 18 16 14
AA 18 16 14 12

(CR)

WJZX

1952
COCOA



Media Code 4 210 0765 9.00 Mid 009172-000
Dickson/Fry Broadcasting Group Inc.
200 S. Burnett Rd., Box 3387, Cocoa, FL 32924. Phone 305-636-2411.
1 min rate 1x: 22.00.

WRKT

1959
COCOA BEACH

WRKT-FM

1962
COCOA BEACH



A Guy Gannett Broadcasting Services Station
Media Code 4 210 0780 8.00 Mid 009173-000
Cocoa Beach Broadcasting Co.
2355 Pluckebaum Rd., Box 3845, Cocoa, FL 32924.
Phone 305-632-1300.

PROGRAMMING DESCRIPTION

WRKT: MUSIC: Contemporary country. NEWS: Computweather, AP, network, Silver Eagle, Coors Country & Paul Harvey. FEATURES: Wed night special, top ten at ten. Live from Gilley's. Wkly country music countdown. Contact Representative for further details. Rec'd 1/3/85.

- PERSONNEL**
General Manager—Robert H. Clarke.
Sales Manager—Larry Weiss.
Program Director—Allen Jackson.
- REPRESENTATIVES**
Hillier, Newmark, Weschler & Howard.
- FACILITIES**
5,000 w. days; 1,000 w night.
Operating schedule: 24 hours daily. EST.
FM-ERP 30,000 w. horiz.; 30,000 w. vert. 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 165 ft. above average terrain.
Simulcast midnight-5 am.
- AGENCY COMMISSION**
15%; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 22a, 24c, 25a, 28b, 28c, 30, 33c.
Contracts: 40a, 41, 44a, 45, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR-2)

WWBC1964
COCOAMedia Code 4 210 0810 3.00 Mid 009174-000
Astro Enterprises, Inc.
1150 W. King St., Cocoa, FL 32922. Phone 305-632-1510.
1 min rate 1x: 4.00.**Cocoa Beach**Brevard County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.**See Cocoa-Cocoa Beach****Coral Gables**Dade County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.**See Miami-Miami Beach**
(including Coral Gables, Goulds, Hialeah)**Crestview**Okaloosa County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.**WAAZ (FM)**1965
CRESTVIEWMid 009175-000
See SRDS Spot Radio Small Markets Edition.**WCNU**1948
CRESTVIEWMid 009176-000
See SRDS Spot Radio Small Markets Edition.**WJSB**1954
CRESTVIEWMid 009177-000
See SRDS Spot Radio Small Markets Edition.**Crystal River**Citrus County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**WRYO (FM)**1976
CRYSTAL RIVERMid 009178-000
See SRDS Spot Radio Small Markets Edition.**Cypress Gardens**Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.**See Winter Haven**
(including Cypress Gardens)**Dade City**Pasco County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.**WDCF**1954
DADE CITYMid 009179-000
See SRDS Spot Radio Small Markets Edition.**Davie**Broward County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.**See Fort Lauderdale-Hollywood**
(including Davie, Oakland Park, Pompano Beach)**Daytona Beach**(including Ormond Beach, South Daytona)
Volusia County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCFI (FM)1967
DAYTONA BEACHMedia Code 4 210 1137 0.00 Mid 009181-000
Abell Communications.
Santando Center, 2170 SR 434 West, Longwood, FL 32779. Phone 305-788-1400.
Mailing Address: Box Q102, Daytona Beach, FL 32015.**2. REPRESENTATIVES**Katz Radio.
Rates have been temporarily withdrawn by station.**WDAT**1957
ORMOND BEACHMedia Code 4 210 1150 3.00 Mid 009180-000
Hale Communications
432 S. Nova Rd., Ormond Beach, FL 32074. Phone 904-677-4122.**2. REPRESENTATIVES**Weiss & Powell, Inc.
1 min rate 1x: 18.50.**WDIZ (FM)**1952
ORLANDOA Shamrock Station
(This is a paid duplicate of the listing under Orlando, Florida.)Media Code 4 210 5785 2.00 Mid 009334-000
WDIZ Radio
2699 Le Rd., Suite 470, Winter Park, FL 32789. Phone 305-645-1802.**PROGRAMMING DESCRIPTION**

WDIZ (FM): Programmed for adults & young adults. MUSIC: Blend of current & recurrent contemporary hit singles & album cuts. COMMERCIAL POLICY: Max 12 units per hr within 3 breaks. Contact Representative for further details. Rec'd 3/26/82.

1. PERSONNELGeneral Manager—George F. Duffy.
Sales Manager—Bob Osburn.
Program Director—Rad Messick.**2. REPRESENTATIVES**

Selcom Radio.

3. FACILITIESERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 890 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; payable on receipt.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 26b, 28c, 29a, 30, 31, 32a.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with Supernet.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WELE (FM)1967
DE LAND**Modern Country**

(This is a paid duplicate of the listing under De Land, Florida.)

Media Code 4 210 1465 5.00 Mid 009190-000
WELE Radio, Div. of Elyria-Lorain Broadcasting Co.
Drawer F, De Land, FL 32720. Phone 904-775-4611.
Daytona, 788-0245, Orlando, 305-628-0940.**PROGRAMMING DESCRIPTION**

WELE (FM): MUSIC: Modern C & W. NEWS: local, state, nat'l & global; 5-min at :30 followed by weather summary; weather report at :15; headlines at :30; sports/community bulletin board at :45; time & temperature; mobile unit FEATURES: tele/interviews & contests. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 14 minutes max/hr. Contact Representative for further details. Rec'd 10/29/81.

1. PERSONNELPresident—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—Bill Stipsits.**2. REPRESENTATIVES**

Roslin Radio Sales.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 600 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

TIME RATESNo. 18 Eff 9/15/84—Rec'd 9/27/84.
AAA—Mon thru Fri 5:30 am-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sat & Sun 5:30-10 am.
A—BTA (minimum 1/2 guaranteed AAA) 5:30 am-midnight.**6. SPOT ANNOUNCEMENTS**

PER	1 min			30 sec		
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
AAA	46	44	42	40	37	35
AA	28	26	24	22	24	22
A	38	36	34	32	32	30

10. SPECIAL FEATURES

News sponsorship—Mon thru Fri 6-10 am, incl open & 1 1-min spot, minimum 5 shows/wk: Ea 50.00.

(SMD) (D-2)

WMFJ1935
DAYTONA BEACHMedia Code 4 210 1215 4.00 Mid 009182-000
WMFJ
340 S. Beach St., Daytona Beach, FL 32014. Phone 904-255-9600.
1 min rate 1x: 13.00.**WNDB**1948
DAYTONA BEACHMedia Code 4 210 1260 0.00 Mid 009183-000
Broadcast Management Corp. of Florida
Love Park, Daytona Beach, FL 32015. Phone 904-253-1150.**2. REPRESENTATIVES**Christal Radio.
Rates have been temporarily withdrawn by station.**WNFI (FM)**1972
PALATKA

(This is a paid duplicate of the listing under Palatka, Florida.)

Media Code 4 210 6017 9.00 Mid 027282-000
Ronette Communications Corp.
801 W. Granada Blvd., Ormond Beach, FL 32074. Phone 904-672-9210.
Other Office: 900 River St., Palatka, FL 32077. Phone 904-328-5161.**PROGRAMMING DESCRIPTION**

WNFI (FM): Programmed for 18-49 year-old target with secondary emphasis on 12-49. MUSIC: Contemporary Hit Radio, recurrents & past hits throughout day with heavy on & off air promotions. AIR PERSONALITIES handle all segments. NEWS: AM at :25 & :55 from 5:55-9:55 am. Features: visible van, remotes; beach reports; spring break; concerts throughout year with special emphasis on community oriented events; weekend network news & sports breaks; major merchandising & in store promotions/displays. Rec'd 8/28/84.

1. PERSONNELNational Sales Manager—Carl Como.
General Sales Manager—Tom Panucci.**3. FACILITIES**ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1249 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC FM Radio Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**Rates have been temporarily withdrawn by station.
(SMD)(D)(CR-4)**WROD**1947
DAYTONA BEACHMedia Code 4 210 1350 9.00 Mid 009184-000
WROD Radio, a broadcast service of the First Daytona Investment Corp.
Box 991, Wilder Blvd. & S. Beach St., Daytona Beach, FL 32015. Phone 904-253-0000.**2. REPRESENTATIVES**Weiss & Powell, Inc.
1 min rate 1x: 20.00.**WWLV (FM)**1947
DAYTONA BEACHMedia Code 4 210 1372 3.00 Mid 009185-000
Broadcast Management of Florida, Ltd.
Love Park, Daytona Beach, FL 32015. Phone 904-258-5683.**2. REPRESENTATIVES**Christal Radio.
Rates have been temporarily withdrawn by station.**WZIP**1957
SOUTH DAYTONAMedia Code 4 210 1383 0.00 Mid 009186-000
Creative Broadcasting, Inc.
Box 4010, Daytona Beach, FL 32021. Phone 904-767-1131.**2. REPRESENTATIVES**Jack Bolton Associates.
South—Contact station direct.
1 min rate 1x: 14.00.**De Funiak Springs**Walton County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.**WGTX**1956
DE FUNIAK SPRINGSMid 009187-000
See SRDS Spot Radio Small Markets Edition.**WQUH (FM)**1973
DE FUNIAK SPRINGSMid 034831-000
See SRDS Spot Radio Small Markets Edition.**WZEP**1955
DE FUNIAK SPRINGSMid 009188-000
See SRDS Spot Radio Small Markets Edition.**De Land**Volusia County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.**WELE (FM)**1967
DE LANDMedia Code 4 210 1465 5.00 Mid 009190-000
WELE Radio, Div. of Elyria-Lorain Broadcasting Co.
Drawer F, De Land, FL 32720. Phone 904-775-4611.
Daytona, 788-0245, Orlando, 305-628-0940.**PROGRAMMING DESCRIPTION**
WELE (FM): MUSIC: Modern C & W. NEWS: local, state, nat'l & global; 5-min at :60 followed by weather summary; weather report at :15; headlines at :30; sports/community bulletin board at :45; time & temperature; mobile unit.

continued

FLORIDA

De Land—cont

WELE (FM)—cont

FEATURES: tele/interviews & contests. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 14 minutes max/hr. Contact Representative for further details. Rec'd 10/29/81.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—Bill Stipsits.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

No. 18 Eff 9/15/84—Rec'd 9/27/84.
AAA—Mon thru Fri 5:30 am-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sat & Sun 5:30-10 am.
A—BTA (minimum 1/2 guaranteed AAA) 5:30 am-midnight.

- SPOT ANNOUNCEMENTS**
PER
WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
4 wk 46 44 42 40 37 35 33 31
13 wk 28 26 24 22 24 22 20 18
26 wk 38 36 34 32 32 30 28 26
A 38 36 34 32 32 30 28 26

- SPECIAL FEATURES**
News sponsorship—Mon thru Fri 6-10 am, incl open & 1 1-min spot, minimum 5 shows/wk; Ea 50.00.
(SMD) (D-2)

WXVQ

1948
DE LAND

Mid 009191-000

See SRDS Spot Radio Small Markets Edition.

Delray Beach

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

WDBF

1954
DELRAY BEACH
NRBA

Mid 009192-000

Quality Broadcasting Corp.
Box 1420, Delray Beach, FL 33444. Phone 305-278-1420.

PROGRAMMING DESCRIPTION

WDBF: Programmed for adults 35-64. MUSIC: Big Band format. NEWS: network & local at :60, extended in AM & PM drive. FEATURES: heavy audience/community involvement, audience quizzes, contests, women's program, AIR PERSONALITIES; remotes. Weather, stocks, general information features. SPORTS: pro, college & high school football; auto races; drivetime sportscasts by sports director. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
Pres. & Nat'l Sales Mgr.—Victor M. Knight.
Program Manager—Ted Knight.
Operation Manager—Jeff Rudolph.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1420 khz. Directional.
Operating schedule: 5:30 am-midnight EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 33a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60d, 60e.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 19 Eff 10/1/79—Rec'd 12/10/79.

AA—Mon thru Fri 6-9 am & 3-6 pm & all fixed position adjacencies to news & program features.
A—Mon thru Fri 9 am-3 pm; Sat & Sun all day with 30% in A if available.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER
WK: 1 ti 21 ti 41+ 1 ti 21 ti 41+
4 wk 18.00 17.00 16.00 17.00 16.00 15.00
13 wk 17.50 16.50 15.50 16.50 15.50 14.50
26 wk 16.00 14.50 13.50 15.00 14.00 12.50
52 wk 14.50 13.50 12.50 13.00 12.00 11.00
CLASS A/BTA
1x 27x 53x 105x 261x (*)
1 min 17.00 16.50 16.00 15.50 15.00 14.50
30 sec 15.00 14.50 14.00 13.50 13.00 12.50
(*) 520-1000x

- PROGRAM TIME RATES**
BTA:
1 hr 120 116 112 110 106 100
1/2 hr 69 66 64 62 60 58
1/4 hr 49 47 45 43 41 39
5 min 28 26 24 23 21 20
(*) 520-1000x.

Destin

Ocala County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

See Fort Walton Beach (including Destin)

Dunedin

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa St. Petersburg (including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Dunnellon

Marion County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WTRS

1970
DUNNELLON

Mid 009193-000

See SRDS Spot Radio Small Markets Edition.

WTRS-FM

1969
DUNNELLON

Mid 009194-000

See SRDS Spot Radio Small Markets Edition.

Englewood

Sarasota County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WENG

1964
ENGLEWOOD

Mid 009195-000

See SRDS Spot Radio Small Markets Edition.

Eustis

Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WEUS

1955
EUSTIS

Mid 009196-000

See SRDS Spot Radio Small Markets Edition.

WLBE

1949
LEESBURG-EUSTIS

Mid 009270-000

Licensed as a Leesburg-Eustis, FL station. See listing under Leesburg, FL.

Fernandina Beach

Nassau County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WHOG

1955
FERNANDINA BEACH

Mid 009197-000

See SRDS Spot Radio Small Markets Edition.

WLKC (FM)

1983
ST. MARYS, GA

Mid 033777-000

See listing under city of license.

Fort Lauderdale-Hollywood

(including Davie, Oakland Park, Pompano Beach)

Broward County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAVS

1970
FORT LAUDERDALE

Media Code 4 210 1800 3.00 Mid 009198-000

Radio WAVS, Inc.
4124 S.W. 64th Ave., Davie, FL 33314. Phone 305-584-1170.

Rates have been temporarily withdrawn by station.

WAXY (FM)

1960
FORT LAUDERDALE

Republic Radio Sales, Inc.



An RKO Radio Station



Media Code 4 210 1825 0.00 Mid 009199-000

RKO General
Offices & Studios: 1975 E. Sunrise Blvd., Fort Lauderdale, FL 33304. Phone 305-463-9299.
Sales offices: 3000 Biscayne Blvd., Miami, FL 33137. Phone 620-9299.
350 Royal Palm Way, Palm Beach, FL 33480. Phone 659-6848.

PROGRAMMING DESCRIPTION

WAXY (FM): MUSIC: adult contemporary with an oldies flair highlighted with PERSONALITIES; wkly music magazine w/personality. Community oriented, public affairs programs wkly. Editorials on major issues. Contact Representative for further details. Rec'd 7/2/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Douglas Donoho.
General Sales Manager—Gary Lawrence.
Program Director—Rick Shaw.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mhz Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,049 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Contracts: 41, 45, 46, 48.
Comb.; Cont. Discounts: 60d, 60e, 60f.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(D) (A)

WBSS

1959
POMPAN0 BEACH

Media Code 4 210 1827 6.00 Mid 009205-000

Sunrise Broadcasting Corp.
1001 N. W. 31 Ave., Pompano Beach, FL 33060. Phone 305-973-1700, Miami, Tie-line, 305-945-7782.
1 min rate 1x: 81.00.

WCKO (FM)

WCKO
K-102
ROCK OF THE 80'S
1969
POMPAN0 BEACH



Media Code 4 210 1830 0.00 Mid 009200-000

Rose Broadcasting Co.
4431 Rock Island Rd., Ft. Lauderdale, FL 33319. Phone 305-731-4800.
Miami tie-line 305-949-3101, Palm Beach tie-line 305-737-4996.

PROGRAMMING DESCRIPTION

WCKO (FM): AOR, emphasis on promotions. Contact Representative for further details. Rec'd 9/2/81.

- PERSONNEL**
Chrmn. & Gen'l Mgr.—John H. O'Neil, Jr.
Director of Sales—Laura Lawlis.
- REPRESENTATIVES**
Weiss & Powell, Inc.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
AM facilities: WRBD.

TIME RATES

Eff—Rec'd 7/24/84.

- SPOT ANNOUNCEMENTS**
PER
WK: 1 ti 12 ti 18 ti 23+ 1 ti 12 ti 18 ti 23+
I 115 105 96 88 95 87 80 73
II 95 87 78 71 79 73 65 60
III 86 74 67 60 75 69 63 58
Grid I applies to guaranteed specified dayparts & rotations that incl only Thur, Fri/Sat.
Grid II applies to specified dayparts with full wk rotation.
Grid III is total exposure plan with spots broadcast in equal proportions throughout all dayparts to rotations that incl only Sun, Mon, Tue & Wed.
(D)

WEXY

1963
OAKLAND PARK

Media Code 4 210 1835 9.00 Mid 009201-000

Celebrities Inc.
539 E. Oakland Park Blvd., Ft. Lauderdale, FL 33334.
Phone 305-561-1520.

- REPRESENTATIVES**
Radio Spot Sales, Inc.
1 min rate 1x: 18.00.

WFTL

1946
FORT LAUDERDALE



Media Code 4 210 1845 8.00 Mid 009202-000

WFTL Broadcasting Co.
Box 70310, Fort Lauderdale, FL 33307. Phone 305-485-4111, Miami, 940-4755.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WHYI (FM)

WHYI (FM) 100.7

1963
FORT LAUDERDALE

Media Code 4 210 1935 7.00 Mid 009203-000

Metroplex Communications of Florida, Inc.
2741 N. 29th Ave., Hollywood, FL 33020. Phone Broward, 305-925-7117, Dade Phone, 305-944-1956.

PROGRAMMING DESCRIPTION

WHYI (FM): Programmed for ages 12-49. MUSIC: blending of current & recent hits. Yr round contests. Emphasis promotion & personality. COMMERCIAL POLICY: max 8-min per hr guaranteed. Contact Representative for further details. Rec'd 4/27/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—David R. Ross.
Vice-President—Norman Wain.
Vice-President—Robert C. Weiss.
General Sales Manager—Dave Harris.
Local Sales Manager—Jeff Monda.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(D)

WINZ1946
MIAMI

A Guy Gannett Broadcasting Services Station
(This is a paid duplicate of the listing under Miami-Miami Beach, Florida.)

Media Code 4 210 4980 7.00 Mid 009295-000
WINZ Inc.
4330 N. W. 207 Drive, Miami, FL 33055. Phone Miami & Dade, 305-624-6101; Ft. Lauderdale, & Broward phone, 305-763-7222.

PROGRAMMING DESCRIPTION

WINZ: All news 5 am-7 pm & information, programmed for general mass appeal; anchor teams backed by writers, editors, reporters & specialists, integrated with CBS network coverage; emphasis on local news, public affairs & sports; live aerial traffic reports AM & PM; midday ground traffic coverage; stock market reports all day combined with evening business recap/talk program. TALK: Neil Rogers 8 pm-midnight; Bill Calder midnight-5 am. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

General Manager—Stanley A. Cohen,
General Sales Manager—Murray Levine,
Prog./News Dir.—David Hosley.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

50,000 w. days, 25,000 w. nights; 940 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 14g, 15e.
Basic Rates: 20a.
Contracts: 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70c.
Affiliated with Katz Radio Network.
Affiliated with CBS Radio Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (D)

WINZ-FM1961
MIAMI BEACH

A Guy Gannett Broadcasting Services Station
(This is a paid duplicate of the listing under Miami-Miami Beach, Florida.)

Media Code 4 210 4991 5.00 Mid 009296-000
WINZ, Inc.
4330 N. W. 207 Drive, Miami, FL 33055. Phone Miami & Dade, 305-624-9490. Broward phone, 305-764-8288.

PROGRAMMING DESCRIPTION

WINZ-FM: Programmed for ages 12-54. MUSIC: blending of current & recent hits. Year 'round contests. Emphasis on promotion & personality. Contact Representative for further details. Rec'd 11/28/83.

1. PERSONNEL

General Manager—Stanley J. Cohen.
Program Manager—Keith Isley,
General Sales Manager—Rick Charnack.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (D)

WKQS (FM)1965
BOCA RATON

HILLIER, NEWMARK, WECHSLER & HOWARD

A Sunshine Wireless Co., Inc. Station

(This is a paid duplicate of the listing under West Palm Beach, Florida.)

Media Code 4 210 9033 3.00 Mid 009442-000
Sunshine Wireless Co., Inc.

Business Office and Studio: 9881 Sheridan St., Hollywood, FL 33024. Phone 305-431-6200, Dade, 621-4300, Palm Beach, 482-5477.

PROGRAMMING DESCRIPTION

WKQS (FM): Programmed for adults & young adults. MUSIC: Continuous country. COMMERCIAL POLICY: 10 commercial units per hr. Contact Representative for further details. Rec'd 1/26/83.

1. PERSONNEL

President—Dan Cohen.
Vice President—Jeffrey Greenhawt.
Sales Manager—Ray Perry.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 930 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 28c, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60k, 61c, 62a, 62d.
Cancellations: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81.
AM facilities: WLOY. Fort Lauderdale-Hollywood.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (D-2)

WLQY

LUCKY 13 AM

1953

FORT LAUDERDALE



HILLIER, NEWMARK, WECHSLER & HOWARD

A Sunshine Wireless Co., Inc. Station

Media Code 4 210 1987 1.00 Mid 009204-000
Sunshine Wireless Co., Inc.

Business Office and Studio: 9881 Sheridan St., Hollywood, FL 33024. Phone 305-621-4300, Broward, 431-6200, Palm Beach, 482-5477.

PROGRAMMING DESCRIPTION

WLQY: MUSIC: "The Music of Your Life," all time great non-rock popular hits of 30's thru 70's. COMMERCIAL POLICY: 4 breaks hrly; total of 12 units per hr. Contact Representative for further details. Rec'd 10/31/83.

1. PERSONNEL

President—Dan Cohen.
Vice President—Jeffrey Greenhawt.
Sales Manager—Ray Perry.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w.; 1320 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 28c, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60c, 60k, 61c, 62a, 62d.
Cancellations: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81.
FM facilities: WKOS (FM), Boca Raton.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (CR)

WRBD1959
POMPANO BEACH**Black**

Media Code 4 210 2070 2.00 Mid 009206-000
Rose Broadcasting Co.
4431 Rock Island Rd., Ft. Lauderdale, FL 33319. Phone 305-949-3311. Palm Beach, lie-line, 305-7374996.

PROGRAMMING DESCRIPTION

WRBD: MUSIC: R & B, Gospel, Pop, Network news at :50. Contact Representative for further details. Rec'd 5/2/79.

1. PERSONNEL

General Manager—Joe Fisher.
Director of Sales—Robert F. Bell.
General Sales Manager—Steven Mootry.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 2,500 w. nights; 1470 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSHE (FM).
Affiliated with Eastman Radio Network.

Affiliated with CBS Radio Network.

TIME RATES

No. 3 Eff 1/1/83—Rec'd 1/28/83.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1	11	12	18	24	PER WK:	1	11	12	18	24
AAA	48	44	41	A	42	38	36				
AA	46	42	39								

30 sec: 80% of 1-min; 10 sec: 60% of 1-min.
Post midnight, 15.00.

(CR)

WSHE (FM)1959
FORT LAUDERDALE

Media Code 4 210 2085 0.00 Mid 009207-000
TK Communications, Inc.
3000 S. W. 60th Ave., Ft. Lauderdale, FL 33314. Phone 305-581-1580.
Miami 944-2964, Boca Raton 392-3700, West Palm Beach 655-2044.

PROGRAMMING DESCRIPTION

WSHE (FM): Programmed for mass appeal 18-49 & older teens. MUSIC: adult album rock. NEWS: local twice each hr. in AM drive, once each hr overnight. Special features interspersed with regular programming. Contact Representative for further details. Rec'd 9/27/84.

1. PERSONNEL

Pres. & Chief Exec. Off.—John Tenaglia.
Executive Vice-President—Steven Dinetz.
Vice-Pres. & Gen'l Mgr.—Charles Bortnick.
Vice-President Corp. Programming—Rick Peters.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSRF.
Affiliated with Eastman Radio Network.
Affiliated with NBC-The Source.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (D)

WSRF1955
FORT LAUDERDALE

Media Code 4 210 2115 5.00 Mid 009208-000
TK Communications, Inc.
3000 S. W. 60th Ave., Ft. Lauderdale, FL 33314. Phone 305-581-1580.
Miami 944-2964, Boca Raton 392-3700, West Palm Beach 655-2044.

PROGRAMMING DESCRIPTION

WSRF: Programmed for mass appeal 25-54. MUSIC: classic rock hits from 1963-1974. NEWS: every hour at :30. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

Pres. & Chief Exec. Off.—John Tenaglia.
Executive Vice-President—Steven Dinetz.
Vice-Pres. & Gen'l Mgr.—Charles Bortnick.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1580 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSHE (FM).
Affiliated with Eastman Radio Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WWJF (FM)1963
FORT LAUDERDALE

Media Code 4 210 2137 9.00 Mid 009209-000
Tremont Group Ltd.
2100 N. W. 21st Ave., Box 5333, Ft. Lauderdale, FL 33310. Phone 305-484-8107, Dade, 621-8107.

PROGRAMMING DESCRIPTION

WWJF (FM): Programmed for adults 25-54. MUSIC: emphasis on familiar vocals. NEWS: news, traffic, weather & business reports. Contact Representative for further details. Rec'd 10/21/82.

1. PERSONNEL

Chief Executive Officer—Joseph C. Amatore.
President/Radio Division—Monte Lang.
General Manager—James Butler.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w.; 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 26, 28b.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
Cancellation: 70e, 73b.
Prod. Services: 80, 82.
AM facilities: WFTL.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station. (D)

Fort Myers

(including Cape Coral)

Lee County—Map Location F-8
See SPDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCAI1964
FORT MYERS

Media Code 4 210 2160 1.00 Mid 009210-000
Ercona South Inc.
Box 06199, 3448 Canal St., Fort Myers, FL 33906. Phone 813-334-1350.

2. REPRESENTATIVES

Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WCVU (FM)1962
NAPLES

(This is a paid duplicate of the listing under Naples-Marco Island, Florida.)

Media Code 4 210 5265 5.00 Mid 009316-000
Palmer Communications, Inc.
333 8th St., S. Naples, FL 33940. Phone 813-263-6580.
Sales Office: 2419 E. Mall Dr., Fort Myers, FL 33901.
Phone 813-939-0604.

PROGRAMMING DESCRIPTION

WCVU (FM): MUSIC: melodic arrangements of familiar standards programmed in uninterrupted segments with 4 commercial breaks per hour consisting of 2-commercial clusters at :15, :30, :45 & :57. NEWS: 2-min summaries at :58 incl business reports 11 am-4 pm. Contact Representative for further details. Rec'd 6/4/82.

1. PERSONNEL

General Manager—Homer L. Dixon.
Station Manager—John D. Garbo.
Sales Manager—Jack Mutzabaugh.

2. REPRESENTATIVES

Chnstal Radio.

3. FACILITIES</

FLORIDA

Fort Myers—cont

WCVU (FM)—cont

AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				
	1	2	3	4	5
AAA	75	65	60	55	45
AA	70	60	55	50	40
A	50	45	35	30	25

GRID:	30 SECONDS				
	1	2	3	4	5
AAA	70	60	55	50	40
AA	65	55	50	45	35
A	45	40	30	25	20

Selected dayparts, extra 3.00 per spot.
YEARLY DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

(SMD) (D)

WGTR

(formerly WOOJ)
1970
LEHIGH ACRES



EASTMAN RADIO, INC.

(This is a paid duplicate of the listing under Lehigh Acres, Florida.)

Media Code 4 210 3975 1.00 Mid 009272-000
Dwyer Broadcasting, Inc.
The Ratters Mall, 3858 College Pky., Fort Myers, FL 33907. Phone Sales, 813-481-0001.

PROGRAMMING DESCRIPTION
WGTR: Programmed to 18-49. MUSIC: Hit Country. Contact Representative for further details. Rec'd 8/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert A. Dwyer.
Sales Manager—Scott J. McIntyre.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1440 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WOOJ-FM.
Affiliated with NBC-The Source.
Affiliated with Eastman Radio Network.
Sold in combination with WOOJ-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 50% from WOOJ-FM/WGTR combination.

(SMD)(D)

WHEW FM 101.9

Your Country Music Giant
For All of Southwest Florida
with 71,000 Watts of Stereo Power.

WHEW (FM)

1959
FORT MYERS

Media Code 4 210 2180 9.00 Mid 009211-000
Robert Hecksher
Box 216, 2835 Hanson St., Fort Myers, FL 33902. Phone 813-332-2102.

- PERSONNEL**
Owner & Mgr.—Robert Hecksher.
- FACILITIES**
ERP 71,000 w.; 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 207 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WMYR.

TIME RATES

Eff 1/15/85—Rec'd 12/28/84.

- SPOT ANNOUNCEMENTS**
YR: 1x 26x 52x 104x 156x 260x 312x 365x
30 sec 35 34 33 32 30 28 27 26
1 min 47 46 44 41 40 37 35 34

7. PACKAGE PLANS

YR:	SPECIAL FLIGHT			
	1 min	30 sec	15 sec	10 sec
WITHIN:	24 ti	50 ti	100 ti	24 ti
2 consec wk	38	36	31	29
4 consec wk	35	35	31	28

15 sec: 100x, 8.25, within 4 weeks.
All packages must be used within 4 consec wks.

8. PROGRAM TIME RATES

5 min	71
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WINK

1940
FORT MYERS



M'GAVREN GUILD RADIO



Media Code 4 210 2205 4.00 Mid 009212-000
Fort Myers Broadcasting Co.
1412 Jackson St., Box 331, Fort Myers, FL 33902. Phone 813-337-2346, TWX, 510-951-7371.

PROGRAMMING DESCRIPTION
WINK: Target audience adults 35+. MUSIC: MOR/nostalgia format includes classic pop hits from 40's, 50's, 60's, 70's to present with big band & vocals. NEWS: network at :60, local at :30; radar weather reports by staff meteorologist throughout day, live traffic reports in drive from air traffic reporter; stock market & financial reports in drive. SPORTS: pro football & baseball on wknds. FEATURES: most network programming, network talk show Tues-Sun 12M-5:30 am. COMMERCIAL POLICY: 12 min per hr. Contact Representative for further details. Rec'd 8/23/82.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—Robert F. Doty.
Station Manager—Joe Schwartzel.
Nat'l & Reg'l Sls Mgr.—Nick Puddicombe.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 28c.
Contracts: 40c, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Sold in combination with WINK-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 1-min 20.00; 30-sec 10.00 from FM/AM combination.

WINK-FM

1964
FORT MYERS



M'GAVREN GUILD RADIO



Media Code 4 210 2206 2.00 Mid 009213-000
Fort Myers Broadcasting Co.
1412 Jackson St., Box 331, Fort Myers, FL 33902. Phone 813-337-2346, TWX, 510-951-7371.

PROGRAMMING DESCRIPTION
WINK-FM: Contemporary Hits programmed for adults & young adults 18-49; local AIR PERSONALITIES. MUSIC: blend of current hit singles; 97-min music marathons; 4 commercial interruptions per hr. NEWS: local staff; local updates at :50 7, 8, 11 am, 4 & 5 pm; selected new-breaks incl weather reports from 2 meteorologists & live air traffic reports. FEATURES: contests & promotions; Rick Dees Top 40 Countdown Sat 8 pm-12M; Dick Clark National Music Survey Sun 9 am-noon. Contact Representative for further details. Rec'd 4/2/84.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—Robert F. Doty.
Station Manager—Joe Schwartzel.
Nat'l & Reg'l Sls Mgr.—Nick Puddicombe.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 833 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 28c.
Contracts: 40c, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
FM/AM COMBINATION
No. 6-C Eff 7/27/84—Rec'd 8/24/84.

AAA—Mon thru Fri 5-10 am & 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 5 am-8 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
I	120	110	90	100	90	70	100	90	70
II	110	100	80	90	80	65	90	80	65
III	100	90	70	80	70	55	80	70	55
IV	90	80	60	70	65	50	70	65	50
V	80	70	50	65	55	40	65	55	40
VI	70	60	40	60	50	35	60	50	35

FM only: Deduct 10.00 from FM/AM combination.

WLEQ (FM)

1974
BONITA SPRINGS



(This is a paid duplicate of the listing under Bonita Springs, Florida.)

Media Code 4 210 0551 3.00 Mid 009163-000
Gold Coast Broadcasting Group
One Blvd., Rte. 22, Fort Myers, FL 33908. Phone 813-334-8135, Naples, 813-587-7196.

PROGRAMMING DESCRIPTION
WLEQ (FM): Programmed for adults 25-54; 6 AIR PERSONALITIES handle all segments. MUSIC: Satellite Music Network's Star Station Adult Contemporary format; Current Top Hits plus Solid Gold Hits 1955-present. NEWS: network, local in AM, midday & PM drive. COMMERCIAL POLICY: limited spot load, max 8-min spots per hr. Contact Representative for further details. Rec'd 6/24/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jan F. Kantor.
Station Manager—Richard A. Dreves.
Business Manager—Debbie Blackwood.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 110,000 w.; 95.9 Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO.
Affiliated with Supernet.
Affiliated with Satellite Music Network.

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 5/31/83.

- PACKAGE PLANS**
BULK, PER QUARTER: 225x 150x 75x
1 min 24 28 32
30 sec 20 24 28

- SPECIAL FEATURES**
News, sports, music specials, incl open & close, plus 1 1-min spot, 13 wk minimum, per wk fixed: 225.00; 26 wk minimum, per wk fixed: 200.00.

(SMD) (D)

WMYR 1410

"CONTEMPORARY PLUS"

Covering Southwest Florida
With 5,000 Watts 24 Hours a Day
The Radio Station Southwest
Florida Grew Up With.

WMYR

1952
FORT MYERS



Media Code 4 210 2250 0.00 Mid 009214-000
Robert Hecksher
Box 216, 2835 Hanson St., Fort Myers, FL 33902. Phone 813-332-1410.

- PERSONNEL**
Owner & Mgr.—Robert Hecksher.
- FACILITIES**
5,000 w. days, 5,000 w. nights; 1410 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WHEW (FM).
Affiliated with MBS.

TIME RATES

Eff 1/15/85—Rec'd 12/28/84.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 26x 52x 104x 156x 260x 312x 365x
30 sec 35 34 33 32 30 28 27 26
1 min 47 46 44 41 40 37 35 34
- PACKAGE PLANS**
SPECIAL FLIGHT 1 min 30 sec 15 sec
100 ti/4 consec wks 38.00 31.00 8.25
50 ti/2 consec wks 36.00 29.00
24 ti/2 consec wks 35.00 28.00

8. PROGRAM TIME RATES

PER YR:	1x
5 min	71.00

(A)

WOOJ-FM

1975
LEHIGH ACRES



EASTMAN RADIO, INC.

(This is a paid duplicate of the listing under Lehigh Acres, Florida.)

Media Code 4 210 3990 0.00 Mid 034412-000
Dwyer Broadcasting, Inc.
The Ratters Mall, 3858 College Pky., Fort Myers, FL 33907. Phone Sales, 813-481-0001.

PROGRAMMING DESCRIPTION
WOOJ-FM: Programmed to 18-49. MUSIC: Adult Rock. Contact Representative for further details. Rec'd 8/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert A. Dwyer.
Sales Manager—Scott J. McIntyre.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WGTR.
Affiliated with NBC-The Source.
Affiliated with Eastman Radio Network.

NATIONAL AND LOCAL RATES SAME
WOOJ-FM/WGTR COMBINATION
No. 1 Eff 9/15/84—Rec'd 10/3/84.

AAA—Mon thru Sat 5-10 am; Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
GRID: I II III IV V
1 min 80 75 70 65 60
30 sec 68 64 60 55 51
- CLASS AA**
1 min 75 70 65 60 55
30 sec 64 60 55 51 47
10 sec: 60% of 1-min.

- SPECIAL FEATURES**
Program sponsorship—news & vignettes: 1-min rate plus 10.00.

WOOJ-FM only: Deduct 10% from WOOJ-FM/WGTR combination.

(SMD)(D)

WRCC (FM)

1975
CAPE CORAL

Media Code 4 210 2267 4.00 Mid 009215-000
Radio Cape Coral, Inc., a wholly owned subsidiary of TransFlorida Broadcasting, Inc.
2600 Pine Island Rd., Box 189, Cape Coral, FL 33910.
Phone 813-283-1039.

PROGRAMMING DESCRIPTION
WRCC (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
General Sales Manager—Mark Clancy.
Program Director—Peter Clancy.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24c, 28a, 29a.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60b, 61a, 61b.
Cancellation: 70c, 73b.
Prod. Services: 80, 82.
Member: Florida Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Fort Myers Beach

Lee County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.



Media Code 4 210 2292 2.00 Mid 032946-000
M. P. P., Inc.
2010 San Carlos Blvd., Suite E-Z, Fort Myers Beach, FL 33931. Phone 813-463-1199

PROGRAMMING DESCRIPTION
WQEZ (FM): Programmed for Adults 25-plus. MUSIC: Easy Listening, instrumental & vocal arrangements of Contemporary & familiar stndds in uninterrupted segments. NEWS: 2-min capsules at :60 6-10 am & 5-8 pm; financial capsules hrlly 12:30-4:30 pm. COMMERCIAL POLICY: 8 units/hr in 4 breaks/hr. Contact Representative for further details. Rec'd 2/2/84.

- PERSONNEL**
General Manager—Ron Pierce.
Operations Manager—Kevin Pierce.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
- TIME RATES**
Eff—Rec'd 8/27/84.
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|-------|-------|-------|-------|
| 1 min | 24.00 | 23.00 | 22.00 | 21.00 |
| 30 sec | 19.25 | 18.50 | 17.75 | 17.00 |
- WFTF**
1952
FORT PIERCE

Fort Pierce

St. Lucie County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.



Media Code 4 210 2305 2.00 Mid 009218-000
Gulfstream Broadcasting Co., Inc.
600 Atlantic Ave., Fort Pierce, FL 33450. Phone 305-461-0099.

PROGRAMMING DESCRIPTION
KGR (FM): MUSIC: Contemporary Rock, music drawn from Adult Contemporary, Contemporary & Rock formats; specifically programmed for 20-49 demo. Contact Representative for further details. Rec'd 3/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Garret Clancy.
General Sales Manager—Martin Perrone.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 100,000 w.; 98.7 mhz. Operating schedule: 24 hours daily. EST. Antenna ht.: 1,250 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; 10th of following month.
- TIME RATES**
Eff—Rec'd 12/22/83.
- | PER WK: | 12 ti | 18 ti | 24 ti | 36 ti |
|---------|-------|-------|-------|-------|
| AAA | 15 | 14 | 13 | 12 |
| AA | 14 | 13 | 12 | 11 |
| A | 13 | 12 | 11 | 10 |
- WIRA**
1946
FORT PIERCE



Media Code 4 210 2340 9.00 Mid 009217-000
Southwind Broadcasting, Inc.
706 N. 7th St., Box 3032, Fort Pierce, FL 33448. Phone 305-464-1400.

PROGRAMMING DESCRIPTION
WAVW: Programmed for adults 25-54. MUSIC: Modern Country interspersed w/cross-over Rock selections. NEWS: AP & local at :60. SPORTS: headlines hrlly. 2-way radio equipped news cars. Contact Representative for further details. Rec'd 9/7/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert T. Rowland.
General Sales Manager—Doug Peralta.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15%.

- PERSONNEL**
General Manager—Ron Pierce.
Program Director—George Gordon.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
1,000 w. days, 500 w. nights; 1330 khz. Directional nights. Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
Eff—Rec'd 3/26/84.
- | PER WK: | 12 ti | 18 ti | 24 ti | 36 ti |
|---------|-------|-------|-------|-------|
| AAA | 15 | 14 | 13 | 12 |
| AA | 14 | 13 | 12 | 11 |
| A | 13 | 12 | 11 | 10 |

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
 - REPRESENTATIVES**
Dora-Clayton Agency, Inc.
 - FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
 - AGENCY COMMISSION**
15%; 20th of month.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 11/1/82—Rec'd 11/29/82.
- | PER MO, BTA: | 1 ti | 25 ti | 50 ti | 100+ |
|--------------|-------|-------|-------|------|
| 1 min | 11.05 | 10.20 | 8.90 | 7.80 |
| 30 sec | 8.80 | 8.15 | 7.12 | 6.25 |
- WFTW-FM**
1965
FORT WALTON BEACH

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
 - REPRESENTATIVES**
Dora-Clayton Agency, Inc.
 - FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
 - AGENCY COMMISSION**
15%; 20th of month.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/1/84.
- | PER WK: | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|---------|-------|-------|-------|-------|-------|
| AAA | 25.88 | 24.12 | 22.94 | 21.18 | 19.41 |
| 30 sec | 19.41 | 18.23 | 17.06 | 15.88 | 14.70 |

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Sales Manager—George Spring.
Program Director—Joyce Mercer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- PERSONNEL**
General Manager—Jim Lord Chaplin.
Local Sales Manager—Denny Ecklund.
Operations Manager—Bill James.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 518 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

Fort Walton Beach

(including Destin)
Okaloosa County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.



Media Code 4 210 2363 9.00 Mid 024431-000
Vacationland Broadcasting Co., Inc.
225 W. Hollywood Blvd., Box 10, Fort Walton Beach, FL 32549. Phone 904-243-7676.

PROGRAMMING DESCRIPTION
WFTW: MUSIC: Easy Listening with variety mix of best of old & new targeted to adults 35+; emphasis on AIR PERSONALITIES. NEWS: AP & local hrlly. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
 - REPRESENTATIVES**
Dora-Clayton Agency, Inc.
 - FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
 - AGENCY COMMISSION**
15%; 20th of month.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 11/1/82—Rec'd 11/29/82.
- | PER MO, BTA: | 1 ti | 25 ti | 50 ti | 100+ |
|--------------|-------|-------|-------|------|
| 1 min | 11.05 | 10.20 | 8.90 | 7.80 |
| 30 sec | 8.80 | 8.15 | 7.12 | 6.25 |

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
 - REPRESENTATIVES**
Dora-Clayton Agency, Inc.
 - FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
 - AGENCY COMMISSION**
15%; 20th of month.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/1/84.
- | PER WK: | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|---------|-------|-------|-------|-------|-------|
| AAA | 25.88 | 24.12 | 22.94 | 21.18 | 19.41 |
| 30 sec | 19.41 | 18.23 | 17.06 | 15.88 | 14.70 |

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

- PERSONNEL**
President—Wilbur R. Powell.
General Manager—Zola M. Rowley.
Station Manager—Rod Powell.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION**
15%; 20th of month.

FLORIDA

Fort Walton Beach—cont

WMMK (FM)

1981
DESTIN

Modern Country



Media Code 4 210 2418 3.00 Mid 028295-000
Gulfcoast Broadcasting Inc.
Main & Legion Streets, Box 817, Destin, FL 32541. Phone
904-837-0101.

PROGRAMMING DESCRIPTION

WMMK (FM): Programmed for ages 24+. MUSIC: modern country with compatible mix of adult contemporary. NEWS: NBC network & local news & weather hly at :50. SPORTS: college football & NBC. COMMERCIAL POLICY: 6 breaks per hr. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Sales Manager—Rick Gordon.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 294 ft. above average terrain.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.

TIME RATES

Eff 8/84—Rec'd 7/23/84.
Drive—5:30-10 am & 3-7 pm.
Midday—10 am-3 pm.
ROS—5:30 am-midnight.

DRIVE		MIDDAY		ROS		
PER WK:	1 ti	19 ti	37+	1 ti	19 ti	37+
1 min	17.55	16.15	14.70	15.20	13.90	12.50
30 sec	14.70	13.30	11.90	12.45	11.00	9.65
1 min	14.25	12.95	11.55	14.25	12.95	11.55
30 sec	11.50	10.15	8.80	11.50	10.15	8.80

- PACKAGE PLANS**
COMBINATION—1/2 DRIVE, 1/2 ROS
PER WK: 1 ti 19 ti 37+
1 min 16.45 15.05 13.65
30 sec 13.60 12.25 10.85
100 spots/mo confirmed in advance earns low-end rate.

WNUE

1956
FORT WALTON BEACH



Media Code 4 234 3562 7.00 Mid 009221-000
Smith Radio, Inc.
118 Wright Pkwy., Fort Walton Beach, FL 32548. Phone
904-243-6188.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 17.15.

Gainesville

Alachua County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WDVH

1954
GAINESVILLE



Media Code 4 210 2475 3.00 Mid 009222-000
Dae Broadcasting Co.
Box 1068, 3135 S.E. 27th St., Gainesville, FL 32602.
Phone 904-372-2528.

PROGRAMMING DESCRIPTION

WDVH: Programmed to adults & young adults, emphasis on 25-34 & 35+ age group. AIR PERSONALITIES: all segments. NEWS: local & nat'l hly at :30 in AM & PM drive; 5-person local staff with stringers; commentator at 8:55 am, 12:30 & 3:30 pm; farm report 6:45 am; wkly editorials. Contact Representative for further details. Rec'd 8/23/84.

- PERSONNEL**
General Manager—Larry Edwards.
Sales Manager—Bill Tilghman.
Program Director—Jim Brand.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Atlanta—Bernard I. Ochs Co.
- FACILITIES**
5,000 w. days; 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 43, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 82.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 19 Eff 9/1/84—Rec'd 8/23/84.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3 pm-sign-off.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun all day.

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	25	24	23	22	21	20	19	18
AA	23	22	21	20	19	18	17	16

Guaranteed, extra 1.00.

WGCG

1948
GAINESVILLE



Media Code 4 210 2520 6.00 Mid 009223-000
U.S. Broadcasting Co., Inc.
115 S. Main St., Gainesville, FL 32601. Phone 904-376-1230.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 16.00.

WGVL(FM)

Call letters have been changed to:

WYKS (FM)

Mid 009227-000

WJRW (FM)

1983
WILLISTON

3181 N.W. 13th St., Gainesville, FL 32609. Phone 904-371-3692.
See listing under city of license.

WMGI

1961
GAINESVILLE



HILLIER, NEWMARK, WECHSLER & HOWARD



A Sunshine Wireless Co., Inc. Station
Media Code 4 210 2554 5.00 Mid 009224-000
Sunshine Wireless Co., Inc.
4908 NW 34th St., Suite 11, Gainesville, FL 32605. Phone
904-375-2200.

PROGRAMMING DESCRIPTION

WMGI: Programmed to reach adults 18-49, with emphasis on 25-34 demographic. MUSIC: Soft Contemporary blend of rhythm/hits/jazz, incl current & past favorites. NEWS: RKO network hly at :45. COMMERCIAL POLICY: 12 commercial minutes per hr. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
President—Dan Cohen.
Vice-President—Jeffrey D. Greenhawt.
General Manager—Darwin Paustian.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w. days; 1390 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24a, 24c, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 48, 50, 51c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
FM facilities: WYKS (FM).
Affiliated with RKO TWO.
Sold in combination with WYKS (FM). See that listing.

TIME RATES

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	25	24	23	21	19	18	17	16
AA	24	23	22	20	18	17	16	15
A	23	21	20	19	17	16	15	14

13 wk—5% 26 wk—10% 52 wk—15%

- PACKAGE PLANS**
WITHIN 30 CONSEC DAYS: 1 min 30 sec
100 ti (40AAA, 60AAA/A) 10.00 9.00
80 ti (30AAA, 50AAA/A) 10.50 9.50
60 ti (20AAA, 40AAA/A) 11.25 10.25

WNFI (FM)

1972
PALATKA

Mid 027222-000
See listing under city of license.

WRUF

1928
GAINESVILLE

CBS Radio Network

Media Code 4 210 2565 1.00 Mid 009225-000
State and University of Florida
U of Florida, 3100 Weimer Hall, Gainesville, FL 32611.
Phone 904-392-0771.

Mailing Address: Box 14444, Gainesville, FL 32604.
PROGRAMMING DESCRIPTION
WRUF: Programmed for adults 35+. MUSIC: Traditional MOR. AIR PERSONALITIES handle all segments. NEWS: network at :60; local & state update at :06; expanded local at 6-7 am, noon & 5:06 pm. SPORTS: 5x/day mainly in drive; play-by-play U football & basketball. FARM: 6-7 am & 12N-1 pm. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Director—Bob Leach.
General Sales Manager—Marvin Halberstein.
Sales Manager—Sue Smith.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
5,000 w.; 850 khz. Directional night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 28b.
Contracts: 40c, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70c, 71a.
Affiliated with CBS Radio Network.

TIME RATES

Eff 1/15/82—Rec'd 12/28/81.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	16.00	14.00	13.00	12.00	14.00	13.00	11.00	10.00
AA	13.50	12.50	11.50	10.50	12.50	11.50	10.50	9.50
A	11.50	10.50	10.00	9.00	10.50	10.00	9.00	8.50

13 wk—5% 26 wk—10% 52 wk—15%

- PACKAGE PLANS**
WITHIN 30 CONSEC DAYS: 1 min 30 sec
100 ti (40AAA, 60AAA/A) 10.00 9.00
80 ti (30AAA, 50AAA/A) 10.50 9.50
60 ti (20AAA, 40AAA/A) 11.25 10.25

WRUF-FM

1948
GAINESVILLE

Media Code 4 210 2566 9.00 Mid 009226-000
State and University of Florida
U of Florida, 3100 Weimer Hall, Gainesville, FL 32611.
Phone 904-392-0771.

Mailing Address: Box 14444, Gainesville, FL 32604.
PROGRAMMING DESCRIPTION
WRUF-FM: Programmed for adults 18-34. MUSIC: contemporary rock with selected album cuts. NEWS: network at :50. FEATURES: history of rock program Sun 8 am, special concerts, rock album countdown Sun 9 am. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL**
Director—Bob Leach.
General Sales Manager—Marvin Halberstein.
Sales Manager—Sue Smith.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 344 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 28b.
Contracts: 40c, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70c, 71a.
Affiliated with CBS.

TIME RATES

Eff 9/1/84—Rec'd 8/28/84.
AAA—Mon thru Sat 3-7 pm; Mon thru Fri 6-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

- SPOT ANNOUNCEMENTS**
WITHIN 7 CONSECUTIVE DAYS
1 min 30 sec
AAA 25 24 23 21 19 18 17 16
AA 24 23 22 20 18 17 16 15
A 23 21 20 19 17 16 15 14
13 wk—5% 26 wk—10% 52 wk—15%
- PACKAGE PLANS**
WITHIN 30 CONSEC DAYS: 1 min 30 sec
100 ti (40AAA, 60AAA/A) 10.00 9.00
80 ti (30AAA, 50AAA/A) 10.50 9.50
60 ti (20AAA, 40AAA/A) 11.25 10.25

WYGC (FM)

(formerly WMFM (FM))
1982
GAINESVILLE



Masla Radio

NRBA

Media Code 4 210 2582 6.00 Mid 029442-000
University City Broadcasting Company
4424 N.W. 13th St., Suite C-4, Gainesville, FL 32601.
Phone 904-375-1317.

PROGRAMMING DESCRIPTION
WYGC (FM): Programmed for adults 25-54. MUSIC: Contemporary Adult Country. NEWS: 7x in AM drive; late-breaking reports. SPORTS: updates throughout wknd. FEATURES: 1/2 hr public affairs report Sun 8:30 am. Contact Representative for further details. Rec'd 1/9/85.

- PERSONNEL**
General Manager—Gary Hiatt.
Program Director—Jim Quin.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYKS (FM)

(formerly WGVL (FM))
1970
GAINESVILLE



HILLIER, NEWMARK, WECHSLER & HOWARD



A Sunshine Wireless Co., Inc. Station
Media Code 4 210 2599 0.00 Mid 009227-000
Sunshine Wireless Co., Inc.
4908 N. W. 34th St., Suite 11, Gainesville, FL 32605.
Phone 904-375-2200.

PROGRAMMING DESCRIPTION
WYKS (FM): Programmed for mass appeal adults & young marrieds 18-49 with emphasis on 25-34. MUSIC: Contemporary Adult featuring hits from past 10-15 yrs, incl selected hit album cuts. NEWS: hly at :55. COMMERCIAL POLICY: 12 commercial min per hr. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
President—Dan Cohen.
Vice-President—Jeffrey D. Greenhawt.
General Manager—Darwin Paustian.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w.; 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24a, 24c, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
AM facilities: WMGI.
Affiliated with RKO ONE.

TIME RATES

WYKS (FM)/WMGI COMBINATION
No. III Eff 1/1/83—Rec'd 12/29/82.
AAA—Mon thru Sat 6 am-7 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
GRID: I II III IV V
1 min 40 36 32 30 28
30 sec 32 28 26 24 22
CLASS AA
1 min 26 22 20 18 16
30 sec 20 18 17 15 13
Fixed, extra 20%.
 - SPECIAL FEATURES**
News/sports/special features, extra 20%.
- WYKS (FM) only: 60% of WYKS (FM)/WMGI combination.

Goulds

Dade County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See Miami-Miami Beach
(including Coral Gables, Goulds, Hialeah)

Green Cove Springs

Clay County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WSVE (FM)

1978
GREEN COVE SPRINGS

Mid 009228-000
See SRDS Spot Radio Small Markets Edition.

Haines City

Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WTHN

1960
HAINES CITY

Mid 009229-000
See SRDS Spot Radio Small Markets Edition.

Hialeah

Dade County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See Miami-Miami Beach

(including Coral Gables, Gouids, Hialeah)

High Springs

Alachua County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WKAE (FM)

1984
HIGH SPRINGS

Mid 034007-000
See SRDS Spot Radio Small Markets Edition.

Holiday

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Hollywood

Broward County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See Fort Lauderdale-

Hollywood

(including Davie, Oakland Park, Pompano Beach)

Homosassa Springs

Citrus County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WXCXV (FM)

1983
HOMOSASSA SPRINGS

Mid 032380-000
See SRDS Spot Radio Small Markets Edition.

Immokalee

Collier County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WIKX (FM)

1984
IMMOKALEE

Mid 033867-000
See SRDS Spot Radio Small Markets Edition.

WKEM

1964
IMMOKALEE

Mid 009231-000
See SRDS Spot Radio Small Markets Edition.

Inverness

Citrus County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WKIQ

1965
INVERNESS



Media Code 4 210 2790 5.00

WKIQ, Inc. Inverness, FL 32651. Phone 904-726-2170.
Box 2229.



Mid 009232-000

PROGRAMMING DESCRIPTION
WKIQ: Programmed for adults. 50% information. NEWS: local, state, nat'l 2x/hr; weather, sports. FEATURES: local live talk program on community issues M-F 9:30-10 am; Top 30 Countdown Sun 1 pm. Contact Representative for further details. Rec'd 9/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert D. Stoehr.
Station Manager—John C. McFall III.
Business Manager—Betty Stoehr.
- REPRESENTATIVES**
Jack Bolton Associates.
Florida—Troy Glidewell.
- FACILITIES**
5,000 w.; 1560 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with RKO Radio Networks.
Member: Florida Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 5/1/84—Rec'd 9/19/84.

AAA—6-10 am & 3-6 pm.
AA—10 am-3 pm & 6 pm-signoff.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec			
PER MO:	AAA	AA	BTA	AAA	AA	BTA
10 ti	13.50	12.00	10.50	9.00	8.00	7.00
25 ti	12.00	10.50	9.00	8.00	7.00	6.00
54 ti	10.50	9.00	7.50	7.00	6.00	5.00
101+	9.00	7.50	6.00	6.00	5.00	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4/hr	5 min
Ea	60	45	30	15

FREQUENCY DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

News, sports, music specials—incl open & close plus 5 1-min spot: 150.00. (SMD) (A)

Jacksonville

(including Atlantic Beach, Jacksonville Beach)

Duval County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAIV-FM

1969
JACKSONVILLE

Affiliated Broadcasting, Inc.



BLAIR RADIO



Media Code 4 210 2802 8.00

Affiliated Broadcasting, Inc. Jacksonville, FL 32236.
Box 6877, 6869 Lenox Ave., Phone 904-783-3711



Mid 009233-000

PROGRAMMING DESCRIPTION
WAIV-FM: Programmed for adults. MUSIC: Adult contemporary, emphasis on yesterday's & today's favorites. NEWS: at :60 & :30 during AM drive. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 12/8/83.

- PERSONNEL**
General Manager—Leonard Bolton.
General Sales Manager—Jay Schneider.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 935 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60k, 61c, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WOKV.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WAPE

1958
JACKSONVILLE

Media Code 4 210 2835 8.00
Statewide Broadcasting of Jacksonville
Box 486, Orange Park, FL 32073. Phone 904-264-4523.
1 min rate 1x: 25.00.

WBIX

1947
JACKSONVILLE BEACH

Media Code 4 210 2860 6.00
Twin Ten Radio, Inc.
Box 16656, Jacksonville, FL 32216. Phone 904-641-1010.

2. REPRESENTATIVES

North—Frederick W. Smith.
1 min rate 1x: 9.00.

WCGL

1948
JACKSONVILLE

Media Code 4 210 2872 1.00
Antelope Broadcasting, Inc.
4035 Atlantic Blvd., Jacksonville, FL 32207. Phone 904-399-0606.

2. REPRESENTATIVES

Rawlins Radio Sales.
1 min rate 1x: 40.00.

WCRJ

1976
JACKSONVILLE

WCRJ-FM

1977
JACKSONVILLE

RAB

Media Code 4 210 2881 2.00
Abell Communications
5900 Picketville Rd., Jacksonville, FL 32205. Phone 904-781-0107.

PROGRAMMING DESCRIPTION

WCRJ: MUSIC: Hit Country. Contact Representative for further details. Rec'd 1/24/84.

- PERSONNEL**
General Manager—Linda J. Byrd.
General Sales Manager—Paul Rogers.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w.; 1530 khz. Directional.
Operating schedule: sunrise-local sunset. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 350 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 22a, 22b, 24c, 25c, 26, 28c, 33c.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/84—Rec'd 2/27/84.

AAAA—Mon thru Fri 5-10 am.
AAA—Mon thru Fri 3-8 pm; Sat 9 am-4 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30-9 am & 4-8 pm.
A—Sun 5:30 am-midnight.
B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAAA	AAA	AA	A	B
1 min	98	93	88	65	60
30 sec	88	84	79	59	54

WEXI

1948
JACKSONVILLE



Media Code 4 210 2925 7.00
Hayes Broadcasting Co.
5621 Commerce St., Jacksonville, FL 32211. Phone 904-744-1280.

2. REPRESENTATIVES

Market 4 Radio.
1 min rate 1x: 28.00.

WFYV (FM)

1957
ATLANTIC BEACH

METROPLEX COMMUNICATIONS

Superstars



Media Code 4 210 2936 4.00
Metroplex Communications, Inc./Jacksonville Division
9090 Hogan Rd., Jacksonville, FL 32216. Phone 904-642-1055.

PROGRAMMING DESCRIPTION

WFYV (FM): Programmed for adults 18-49. MUSIC: Contemporary Hit Albums. Contact Representative for further details. Rec'd 5/7/84.

- PERSONNEL**
Chairman—Norman Wain.
Vice-Chairman—Robert C. Weiss.
President—Vic Aderhold.
General Sales Manager—Yulee Godfrey Commander.
Program Director—Chris Jones.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC-The Source.
Affiliated with Eastman Radio Network.

TIME RATES

No. 3 Eff 9/24/84—Rec'd 9/27/84.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat & Sun 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec			
GRID:	AAA	AA	A	AAA	AA	A
I	220	180	140	198	162	126
II	190	155	120	171	140	108
III	160	130	100	144	117	90
IV	130	105	80	117	95	72

WIVY-FM

1965
JACKSONVILLE

Torbet Radio



Media Code 4 210 2947 1.00
Torrid Broadcasting Corp.
3100 University Blvd., S., Jacksonville, FL 32216. Phone 904-721-9111.

PROGRAMMING DESCRIPTION

WIVY-FM: Programmed for adults 18-49. MUSIC: Adult contemporary. NEWS: 5 min at :60; 2 min at :30 5:30-9:30 AM; 5 min at 11:55 am. Features: Sports commentary 3x mornings M-F. Contact Representative for further details. Rec'd 8/31/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Thomas C. Chiusano.
Program Director—Mike Fuszner.
National Sales Manager—Terri Igen.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 635 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60d, 60e, 60i.
Cancellation: 70a, 70e, 72, 73b.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

No. 9 Eff 8/27/84—Rec'd 9/24/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 9 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sat 5-9 am.
B—Mon thru Sun 1-5:30 am.

continued

FLORIDA

Jacksonville—cont

WIVY-FM—cont

6. SPOT ANNOUNCEMENTS

GRID:	1 min				*30 sec			
	AAA	AA	A	B	AAA	AA	A	B
I	140	112	120	96	90	72	40	32
II	110	88	100	80	75	60	35	28
III	95	72	80	64	60	48	30	24
IV	75	56	60	48	45	36	25	20

(*) Or less.

WJAX

1925
JACKSONVILLE

Media Code 4 210 2970 3.00 Mid 009243-000
Silver Star Communications
Box 1740, Jacksonville, FL 32201. Phone 904-356-5554.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WJAX-FM

1948
JACKSONVILLE

Media Code 4 210 2971 1.00 Mid 009244-000
Silver Star Communications
Box 1740, Jacksonville, FL 32201. Phone 904-356-5554.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WKTZ-FM

1949
JACKSONVILLE

Media Code 4 210 3016 4.00 Mid 009247-000
The Kravis Company of Jacksonville, Inc.
5353 Arlington Expwy., Jacksonville, FL 32211. Phone 904-743-2400.

2. REPRESENTATIVES

Salcom Radio.
WKTZ-FM/WRXJ combination 1 min 1x rate 85.00.

WNFI (FM)

1972
PALATKA

Mid 027282-000

See listing under city of license.

WOKV

(formerly WAIV)
1942
JACKSONVILLE

Affiliated Broadcasting,
Inc.



BLAIR RADIO

Media Code 4 210 3071 8.00 Mid 009248-000
Affiliated Broadcasting, Inc.
6869 Lenox Ave., Box 6877, Jacksonville, FL 32236.
Phone 904-783-3711.

PROGRAMMING DESCRIPTION

WOKV: FEATURES: 6-10 am local news/talk; 10 am-7 pm ABC TALKRADIO; 7-9 pm local sports/talk; 9 pm-12M NBC Talknet; 12M-6 am ABC TALKRADIO; Sat 8 am-12N local talk; 12N-8 pm ABC TALKRADIO; Sun 10 am-8 pm ABC TALKRADIO. SPORTS: Univ of Florida football & basketball; Atlanta Braves Baseball, ABC USFL, Tampa Bay Buccaneers football. NEWS: Paul Harvey news. COMMERCIAL POLICY: 9-1/2 min per hr. Contact Representative for further details. Rec'd 12/8/83.

- PERSONNEL**
General Manager—Leonard Bolton.
General Sales Manager—Jay Schneider.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 600 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WAIV-FM.
Affiliated with ABC TALKRADIO Network.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPDQ

1927
JACKSONVILLE



Media Code 4 210 3138 6.00 Mid 009250-000
Broadcast Enterprises National, Inc.
9090 Hogan Rd., Jacksonville, FL 32216. Phone 904-642-0530.

PROGRAMMING DESCRIPTION

WPDQ: Black/Urban. AIR PERSONALITIES handle all segments, available for store openings & promotions. Remote equipment available. Public service events. News & weather hly. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Charles J. Broadus.
Program Director—Bob Scott.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1460 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%; payable when rendered.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQBR

(formerly WJNJ)
1958
ATLANTIC BEACH



Media Code 4 210 3152 7.00 Mid 035242-000
First Coast Broadcasting Corp.
535-J Atlantic Blvd., Atlantic Beach, FL 32233. Phone 904-247-0016.
Rates have been temporarily withdrawn by station.

WQIK

1940
JACKSONVILLE



M'GAVREN GUILD RADIO



Media Code 4 210 3166 7.00 Mid 009253-000
Jacor Broadcasting of Florida
5555 Radio Ln., Jacksonville, FL 32205. Phone 904-388-7711.

PROGRAMMING DESCRIPTION

WQIK: Programmed for adults 25-54. MUSIC: Country hits, current Top 40, recurrenents, classics. NEWS: CBS at :60 with local news at :30 in drive; live announcers 24 hrs daily; emphasis on AIR PERSONALITIES; daily traffic reports. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Bill G. Mize.
Program Director—Lee Shannon.
Assistant Program Director—Sabrina.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 1320 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQIK-FM

1965
JACKSONVILLE



M'GAVREN GUILD RADIO



Media Code 4 210 3195 6.00 Mid 009251-000
Jacor Broadcasting of Florida
5555 Radio Ln., Jacksonville, FL 32205. Phone 904-388-7711.

PROGRAMMING DESCRIPTION

WQIK-FM: Programmed for adults 18-54. MUSIC: mass appeal contemporary country evenly mixed with strong familiar country oldies. AIR PERSONALITIES handle all segments. NEWS: 3 1/2 min at :60 & :30. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
General Manager—Bill G. Mize.
Program Director—Allen Matthews.
Assistant Program Director—Sandy McBride.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 620 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WQIK.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WROS

1955
JACKSONVILLE

Media Code 4 210 3240 0.00 Mid 009252-000
Good News Broadcasting of Jacksonville
5590 Rio Grande, Jacksonville, FL 32205. Phone 904-353-1050.
1 min rate 1x: 18.00.

WRXJ

(formerly WKTZ)
1957
JACKSONVILLE



Media Code 4 210 3256 6.00 Mid 009246-000
The Kravis Company of Jacksonville, Inc.
5353 Arlington Expwy., Jacksonville, FL 32211. Phone 904-743-2400.

- REPRESENTATIVES**
Selcom Radio.
Sold only in combination with WKTZ-FM.

WVOJ

1974
JACKSONVILLE

Media Code 4 210 3273 1.00 Mid 009249-000
WBOM, Inc.
2427 University Blvd., N. Jacksonville, FL 32211. Phone 904-743-6970.
1 min rate 1x: 10.00.

WZAZ

(formerly WERD)
1950
JACKSONVILLE

Media Code 4 210 3290 5.00 Mid 009239-000
Pres. Jas. Inc.
Box 5635, Jacksonville, FL 32207. Phone 904-389-1111.

- REPRESENTATIVES**
R.A. Lazar & Company.
1 min rate 1x: 26.00.

Jacksonville Beach

Duval County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Jacksonville
(including Atlantic Beach, Jacksonville Beach)

Jensen Beach

Martin County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

WHLG (FM)

1980
JENSEN BEACH

Easy Listening/MOR



Media Code 4 210 3307 7.00 Mid 009388-000
WHLG, Inc.
1000 Alice Ave., Stuart, FL 33494. Phone 305-692-1000.

PROGRAMMING DESCRIPTION

WHLG (FM): MUSIC: Easy Listening, MOR. NEWS: nat'l network at :50, local, stocks, community focus, feature program. Contact Representative for further details. Rec'd 6/13/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Genevieve H. Glascock.
General Sales Manager—Lawrence P. Baronoff.
Program Director—Lee McGuire.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 15 days.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WSTU, Stuart.
Affiliated with CBS RADIORADIO.

TIME RATES

Eff—Rec'd 7/30/84.

- SPOT ANNOUNCEMENTS**
- | PER WK, ROS: | 1 ti | 15 ti | 30 ti | 40 ti |
|--------------|------|-------|-------|-------|
| 1 min | 21 | 17 | 16 | 15 |
| 30 sec | 19 | 15 | 14 | 13 |
- Drive time: Extra 15%.

WHLG (FM)/WSTU, STUART COMBINATION

PER WK:	24 ti	36 ti	48 ti	PER WK:	24 ti	36 ti	48 ti
1 min	15	14	13	30 sec	13	12	11

(SMD) (CR)

Jupiter

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See West Palm Beach
(including Boca Raton, Boynton Beach, Jupiter,
Lake Worth, Palm Beach and Riviera Beach)

Key West

Monroe County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WAIL (FM)

(formerly WYFK (FM))
1982
KEY WEST

Media Code 4 210 3341 6.00 Mid 027883-000
Long Communications
7 MacDonald Ave., Key West, FL 33040. Phone 305-294-1600.

PROGRAMMING DESCRIPTION

WAIL (FM): Programmed for adults & young adults. MUSIC: CHR. NEWS: Mutual at :60; local in drive. FEATURES: AIR PERSONALITIES, contests, audience participation, sports, weather & remotes. Contact Representative for further details. Rec'd 11/14/84.

- PERSONNEL**
General Manager—Bobby F. Hearion.
General Sales Manager—Alan Craney.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
Troy Gildewell.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 245 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d, 16.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 28b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 51a, 51b.
Comb; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 60j, 61a, 62a, 62e.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WKWF.

TIME RATES

Eff—Rec'd 11/14/84.

6. SPOT ANNOUNCEMENTS

30 SECONDS		I	II	III
GRID:				
6 am-7 pm		20	18	16
7 pm-midnight		19	17	15
BTA		18	16	14
1 MINUTE				
6 am-7 pm		22	20	18
7 pm-midnight		21	19	17
BTA		20	18	16

10. SPECIAL FEATURES

NEWS & SPORTS		I	II	III
GRID:				
1 min	25 23 21 30 sec	22	23	19

Sponsorship incl open & close.

WAIL (FM)/WKWF COMBINATION

30 SECONDS		I	II	III
GRID:				
6 am-7 pm		24	22	20
7 pm-midnight		23	21	19
BTA		22	20	18
1 MINUTE				
6 am-7 pm		26	24	22
7 pm-midnight		25	23	21
BTA		24	22	20

WFYF (FM)

1966
KEY WEST

Adult Contemporary
Music



Media Code 4 210 3375 4.00 Mid 009255-000
Florida Keys Broadcasting Corp.
Box 2515, Key West, FL 33040. Phone 305-294-2523.

PROGRAMMING DESCRIPTION

WFYF (FM): Programmed for adults 18-54. MUSIC: Adult Contemporary featuring blend of familiar hits & recurrenents + hits of past 10 yrs. NEWS: lull time local news director & staff; AP newswire; local at 6:55-7 am, 8-8:10 am, noon-12:10 pm, 4:55-5 pm & 6-6:05 pm; headlines & weather at :20 & :40 in AM/PM drive; mobile unit for live reports. Contact Representative for further details. Rec'd 9/2/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Gayle D. Swofford.
Program Director—Timothy Lee.
News Director—Greg Artman.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 100,000 w.; 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 541 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 13a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 30.
AM facilities: WKIZ.

TIME RATES
Eff 11/1/84—Rec'd 11/15/84.

6. SPOT ANNOUNCEMENTS		7	11	10	11	15	11	24	11	30	11
PER WK:											
1 min		13.00	11.00	9.50	8.50	8.00					

WIIS (FM)

1977
KEY WEST

Mid 009256-000
See SRDS Spot Radio Small Markets Edition.

WKIZ

1959
KEY WEST

Contemporary MOR



Media Code 4 210 3420 8.00 Mid 009257-000
Florida Keys Broadcasting Corp.
Box 2515, Key West, FL 33040. Phone 305-294-2523.

PROGRAMMING DESCRIPTION

WKIZ: MUSIC: MOR, current plus past hits from 1955; AIR PERSONALITIES handle all segments. NEWS: emphasis local; local bureau w/director & staff; AP wire; NOAA weather; mobile unit w/scanner for live reports; 10-min local news & weather at 8 am & noon; 5-min at 6:55 am, 4:55, & 6 pm; 4-min all other hrs. FEATURES: promotions monthly w/on-going contests daily. SPORTS: reports every 20 min in AM/PM drive; pro football; mobile trailer; live fishing & diving reports ea AM & afternoon. Contact Representative for further details. Rec'd 9/2/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Gayle D. Swofford.
Program Director—Timothy Lee.
News Director—Greg Artman.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

250 w.; 1500 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 13a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 30.
Contracts: 40a, 42b, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WFYF (FM).
Affiliated with CBS Radio Network.

TIME RATES
Eff 11/1/84—Rec'd 11/15/84.

6. SPOT ANNOUNCEMENTS		7	11	10	15	11	24	11	30	11
PER WK:										
1 min		13.00	11.00	9.50	8.50	8.00				

WKWF

1945
KEY WEST

Media Code 4 210 3465 3.00 Mid 009258-000
Long Communications
7 MacDonald Ave., Key West, FL 33040. Phone 305-296-7575.

PROGRAMMING DESCRIPTION

WKWF: Programmed for general adult interest. MUSIC: Music of Your Life from 50's-70's & big band. NEWS: local in drive time, MBS at :60, stock market reports, business reports, weather, audience participation. SPORTS: reports, college football. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL

General Manager—Bobby F. Hearin.

2. REPRESENTATIVES

Shelly Katz Radio Sales, Inc.
Troy Glidewell.

3. FACILITIES

500 w.; 1600 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WAIL (FM).
Sold in combination with WAIL(FM). See that listing.

TIME RATES
Eff 11/1/84—Rec'd 11/14/84.

6. SPOT ANNOUNCEMENTS		7	11	10	15	11	24	11	30	11
PER WK:										
1 min		13.00	11.00	9.50	8.50	8.00				

Kissimmee

Osceola County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WFIV

1965
KISSIMMEE

Media Code 4 210 3510 6.00 Mid 009259-000
Edward C. Allmon, Radio Florida Broadcasters
1080 Country Blvd., Kissimmee, FL 32741. Phone 305-847-4422, Orlando, 305-425-0623.
Mailing Address: Drawer 5519, Orlando, FL 32855.

PROGRAMMING DESCRIPTION

WFIV: Programmed for adults. MUSIC: Modern & traditional country. AIR PERSONALITIES handle all segments. NEWS: Local 3x/day; world/nat'l & state at :60 from network; weather reports from weather service & network meteorologist. FARM: Agribusiness reports 12x/day; incl livestock, citrus, market & business. Stock market reports at 12N & late afternoon. Spanish language Sun 12N-4 pm. Live remote broadcasts. Rec'd 11/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edward C. Allmon.
Women's News Director—Carolyn Missroon.

3. FACILITIES

10,000 w.; 1080 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only. Bills payable when rendered.

TIME RATES
Eff 4/1/84—Rec'd 7/23/84.

6. SPOT ANNOUNCEMENTS		1	25	11	10	11	20	11	30	11	40	11
1 min		20.90	19.40	18.10	16.80	15.50	14.20	12.90				
30 sec		16.90	15.90	14.90	13.90	12.90	11.90	10.90				
10 sec		12.90	12.30	11.70	11.10	10.50	9.90	9.30				

8. PROGRAM TIME RATES

13 wk		159.00	105.00	67.00	33.50
26 wk		129.00	86.00	54.00	27.00
52 wk		94.50	62.50	39.75	19.75

10. SPECIAL FEATURES

NEWSCASTS, ROS: EA
5-min news/weather 28
Incl open & close plus 1 1-min spot.

(SMD) (D)

WMJK

1977
KISSIMMEE

Mid 009260-000
See SRDS Spot Radio Small Markets Edition.

La Belle

Hendry County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

VVHG (FM)

1979
LA BELLE

Mid 017781-000
See SRDS Spot Radio Small Markets Edition.

Lake City

Columbia County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WDSR

1946
LAKE CITY

Mid 009261-000
See SRDS Spot Radio Small Markets Edition.

WGRO

1958
LAKE CITY

Mid 009262-000
See SRDS Spot Radio Small Markets Edition.

WQHL (FM)

1973
LIVE OAK

Mid 009275-000
See listing under city of license.

WQPD (FM)

1969
LAKE CITY

Mid 009263-000
See SRDS Spot Radio Small Markets Edition.

Lakeland

Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WLKF

1936
LAKE LAKE

NRBA

Media Code 4 210 3700 3.00 Mid 009265-000
Root Communications
1412 E. Lime St., Box 827, Lakeland, FL 33802. Phone 813-682-3143.

2. REPRESENTATIVES

Torbet Radio, Inc.
1 min rate 1x: 16.00.

WONN

1949
LAKE LAKE

NRBA

Media Code 4 210 3735 9.00 Mid 009264-000
Hall Communications, Inc.
404 W. Lime St., Box 2038, Lakeland, FL 33806. Phone 813-682-8184, 8185.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WPCV (FM)

1963
WINTER HAVEN

NRBA

Media Code 4 210 9290 9.00 Mid 009452-000
Hall Communications, Inc.
Box 2038, Lakeland, FL 33806. Phone 813-682-8184.

PROGRAMMING DESCRIPTION

WPCV (FM): MUSIC: Contemporary country mixed with compatible past hits. NEWS: Local news & weather at :51 daily; agr-reports daily. SPORTS: Daily reports, Tampa Bay Buccaneers. Country Calendar & Super Star Weekends featured. Contact Representative for further details. Rec'd 5/22/84.

1. PERSONNEL

General Manager—Arthur J. Rowbotham.
Program Director—Dave Wright.
Operations Manager—Nancy Cattarius.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 499 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WONN, Lakeland.
Member: Florida Farm Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (SMD) (D)

WVFM (FM)

1965
LAKE LAKE



Media Code 4 210 3780 5.00 Mid 009266-000
Root Communications
Box 2598, Lakeland, FL 33803. Phone 813-682-4191.

2. REPRESENTATIVES

Torbet Radio, Inc.
1 min rate 1x: 31.00.

WWAB

1957
LAKE LAKE

Media Code 4 210 3825 8.00 Mid 009267-000
1203 Chase St., Box 65, Lakeland, FL 33802. Phone 813-646-2151.
1 min rate 1x: 8.00.

Lake Wales

Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WIPC

1951
LAKE WALES

Mid 009268-000
See SRDS Spot Radio Small Markets Edition.

Lake Worth

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See West Palm Beach

(including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach and Riviera Beach)

Largo

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Leesburg

Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WHLY (FM)

1969
LEESBURG

Contemporary Hit Radio

NRBA

Media Code 4 210 3892 8.00 Mid 009269-000
General Broadcasting of Florida
233 North Lake Blvd., Altamonte Spring, FL 32701.
Phone 305-393-1067.

PROGRAMMING DESCRIPTION

WHLY (FM): Programmed for 25-34. MUSIC: Contemporary Hits. AIR PERSONALITIES handle all segments. 85% music, 15% news & special interests. Contact Representative for further details. Rec'd 8/6/84.

1. PERSONNEL

President—Peter H. Starr.
Vice-Pres. & Gen'l Mgr.—Alan Rock.

2. REPRESENTATIVES

The Christal Company, Inc.

FLORIDA

Leesburg—cont

WHLY (FM)—cont

3. **FACILITIES**
ERP 100,000 w.; 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 875 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only; 30 days.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Connecticut Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 9/15/84—Rec'd 11/19/84.

6. **SPOT ANNOUNCEMENTS**
MON THRU SUN 5:30 AM-8 PM
- | | | | | |
|--------|-----|-----|-----|----|
| GRID: | 1 | 2 | 3 | 4 |
| 1 min | 150 | 120 | 100 | 85 |
| 30 sec | 120 | 100 | 80 | 70 |
- MON THRU SUN 8 PM-MIDNIGHT
- | | | | | |
|--------|-----|----|----|----|
| 1 min | 110 | 90 | 80 | 70 |
| 30 sec | 90 | 75 | 65 | 60 |
- ROS
- | | | | | |
|--------|----|----|----|----|
| 1 min | 95 | 80 | 70 | 65 |
| 10 sec | 80 | 65 | 60 | 55 |
- 10 sec: 60% of 1-min.
Fixed position, Grid 1 plus 20%.
Wed-Sat schedules or less/specified time, extra 15.00.

7. **PACKAGE PLANS**
TAP—1/3 10 AM-3 PM, 1/3 3-8 PM, 1/3 8 PM-MIDNIGHT
- | | | | | | | | | | | |
|--------|-----|-----------|----|----|--------|-----|----|----|----|--|
| GRID: | 1 | 2 | 3 | 4 | GRID: | 1 | 2 | 3 | 4 | |
| 1 min | 125 | 100 | 90 | 75 | 30 sec | 100 | 80 | 75 | 60 | |
| 10 sec | 60% | of 1-min. | | | | | | | | |
- Fixed position, Grid 1 plus 20%.
Wed-Sat schedules or less/specified time, extra 15.00.

(SMD)(D)

WLBE

1949
LEESBURG-EUSTIS



Media Code 4 210 3915 7.00 Mid 009270-000
Lake County Radio, Inc.
Radio Rd., Box 799, Leesburg, FL 32748. Phone 904-787-7900.

PROGRAMMING DESCRIPTION

WLBE: Target audience 25+. MUSIC: MOR, all hit. NEWS: network hrly newscasts, stock market reports; public affairs daily. SPORTS: high school, college & pro football. Rec'd 10/24/83.

1. **PERSONNEL**
Gen'l & Sales Mgr.—James L. Bryant.
News & Prog. Dir.—Dick Ravenhill.
3. **FACILITIES**
5,000 w., 1,000 w. nights. 790 khz. Directional nights.
Operating schedule: 20 hours daily. EST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.
Member: Florida Network, Inc.

TIME RATES
Eff 7/1/84—Rec'd 6/19/84.

6. **SPOT ANNOUNCEMENTS**
YR, ROS:
- | | | | | |
|--------|-------|------|------|------|
| 1x | 52x | 156x | 260x | 312x |
| 1 min | 10.00 | 9.50 | 9.00 | 8.50 |
| 30 sec | 8.00 | 7.50 | 7.25 | 7.00 |
- 10/15 sec: 60% of 1-min.
Guaranteed 6-10 am, extra 1.25.

7. **PACKAGE PLANS**
7-DAY PLAN—ROS
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|--------|
| EA: | 12 ti | 24 ti | 36 ti | 48 ti | 72 ti | 108 ti |
| 1 min | 8.50 | 8.00 | 7.50 | 7.00 | 6.50 | 6.00 |
| 30 sec | 6.75 | 6.50 | 6.00 | 5.50 | 5.25 | 5.00 |
- 4 CONSECUTIVE WEEKS
- | | | | | | | |
|--------|------|------|------|------|------|------|
| 1 min | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 30 sec | 6.00 | 5.50 | 5.25 | 5.00 | 4.75 | 4.50 |
- 10/15 sec: 60% of 1-min.

8. **PROGRAM TIME RATES**
PER YR:
- | | | | |
|-------|--------|--------|------|
| 5 min | 1/4 hr | 1/2 hr | 1 hr |
| 1 x | 17 | 51 | 93 |
| 52 x | 14 | 44 | 84 |
| 156 x | 12 | 39 | 74 |
| 260 x | 11 | ... | ... |

10. **SPECIAL FEATURES**
Spots within NBC News & Features, extra 1.75; adjacent, extra 1.25.
Party Line, Sunday Gospel, ea extra 1.75.

(SMD)

WZST
1957
LEESBURG

Mid 009271-000

See SRDS Spot Radio Small Markets Edition.

Lehigh Acres

Lee County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WGTR

(formerly WOOJ)
1970
LEHIGH ACRES



Media Code 4 210 3975 1.00 Mid 009272-000
Dwyer Broadcasting, Inc.
The Rafter's Mall, 3858 College Pky., Fort Myers, FL 33907. Phone Sales, 813-481-0001.

PROGRAMMING DESCRIPTION

WGTR: Programmed to 18-49. MUSIC: Hit Country. Contact Representative for further details. Rec'd 8/27/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Robert A. Dwyer.
Sales Manager—Scott J. McIntyre.
2. **REPRESENTATIVES**
Eastman Radio, Inc.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1440 khz.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING** See coded regulations
FM facilities: WOOJ-FM.
Affiliated with NBC-The Source.
Affiliated with Eastman Radio Network.
Sold in combination with WOOJ-FM. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 50% from WOOJ-FM/WGTR combination.

(SMD)(D)

WOOJ-FM

1975
LEHIGH ACRES



Media Code 4 210 3990 0.00 Mid 034412-000
Dwyer Broadcasting, Inc.
The Rafter's Mall, 3858 College Pky., Fort Myers, FL 33907. Phone Sales, 813-481-0001.

PROGRAMMING DESCRIPTION

WOOJ-FM: Programmed to 18-49. MUSIC: Adult Rock. Contact Representative for further details. Rec'd 8/27/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Robert A. Dwyer.
Sales Manager—Scott J. McIntyre.
2. **REPRESENTATIVES**
Eastman Radio, Inc.
3. **FACILITIES**
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING** See coded regulations
AM facilities: WGTR.
Affiliated with NBC-The Source.
Affiliated with Eastman Radio Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
WOOJ-FM/WGTR COMBINATION
No. 1 Eff 9/15/84—Rec'd 10/3/84.
- AAA—Mon thru Sat 5-10 am; Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—All other times.

6. **SPOT ANNOUNCEMENTS**
CLASS AAA
- | | | | | | |
|--------|----|----|-----|----|----|
| GRID: | I | II | III | IV | V |
| 1 min | 80 | 75 | 70 | 65 | 60 |
| 30 sec | 68 | 64 | 60 | 55 | 51 |
- CLASS AA
- | | | | | | |
|--------|----|----|----|----|----|
| 1 min | 75 | 70 | 65 | 60 | 55 |
| 30 sec | 64 | 60 | 55 | 51 | 47 |
- 10 sec: 60% of 1-min.

10. **SPECIAL FEATURES**
Program sponsorship—news & vignettes: 1-min rate plus 10.00.
WOOJ-FM only: Deduct 10% from WOOJ-FM/WGTR combination.

(SMD)(D)

Live Oak

Suwanee County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WNER

1949
LIVE OAK

Mid 009274-000

See SRDS Spot Radio Small Markets Edition.

WQHL (FM)

1973
LIVE OAK



Media Code 4 210 4027 0.00 Mid 009275-000
WNER Radio Inc.
Box 130, Live Oak, FL 32060. Phone 904-362-1250.

PROGRAMMING DESCRIPTION

WQHL (FM): MUSIC: modern country with standards & current hits. NEWS: network; Paul Harvey. SPORTS: 7:05 am & 5:05 pm. Commentator 8:30 am, 12:05 & 3:05 pm M-F; Sat 12:05 pm. College & local high school football & basketball. Pro football. Regular audience participation contest & promotions. Rec'd 11/15/84.

1. **PERSONNEL**
President—Norman O. Protsman.
Vice-Pres. & Gen'l Mgr.—George R. Day, Jr.
Sales Manager—Jack Hall.
3. **FACILITIES**
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 470 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
AM facilities: WNER.
Affiliated with ABC Information Radio Network.

TIME RATES

- No. 10 Eff 7/1/84—Rec'd 11/15/84.
6. **SPOT ANNOUNCEMENTS**
- | | | | | |
|---------|-------|-------|-------|--------|
| PER MO: | 25 ti | 50 ti | 75 ti | 100 ti |
| 1 min | 7.00 | 6.50 | 6.00 | 5.50 |
| 30 sec | 5.00 | 4.75 | 4.50 | 4.00 |

WOHL (FM)/WNER COMBINATION

- | | | | | |
|--------|-------|-------|-------|------|
| 1 min | 12.00 | 11.00 | 10.00 | 9.00 |
| 30 sec | 9.00 | 8.00 | 7.00 | 6.50 |
- Specified times, extra 1.00.

(SMD) (CR)

Maccleddy

Baker County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WBKF-FM

1978
MACCLEDDY

Mid 009276-000
See SRDS Spot Radio Small Markets Edition.

Madison

Madison County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WMAF

1956
MADISON

Mid 009277-000

See SRDS Spot Radio Small Markets Edition.

Marathon

Monroe County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WFFG

1962
MARATHON

Mid 009278-000

See SRDS Spot Radio Small Markets Edition.

WMUM (FM)

1976
MARATHON

Mid 009279-000

See SRDS Spot Radio Small Markets Edition.

Marco Island

Collier County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Naples-Marco Island

Marianna

Jackson County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WJAQ (FM)

1964
MARIANNA

Mid 009280-000

See SRDS Spot Radio Small Markets Edition.

WTOT

1958
MARIANNA

Mid 009281-000

See SRDS Spot Radio Small Markets Edition.

WTYS

1948
MARIANNA

Mid 009282-000

See SRDS Spot Radio Small Markets Edition.

Melbourne

Brevard County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WAMT

1957
TITUSVILLE

Mid 009428-000

See listing under city of license.

WEZY-FM

1965
COCOA

WEZY

1957
COCOA

Mid 009171-000

See listing under city of license.

WMEL

1956
MELBOURNE



Masla Radio



NRBA

Media Code 4 210 4200 3.00 Mid 009284-000
WMEL, Inc., A Division of Elyria-Lorain
Turtle Mound & Aurora Rds., Box 1318, Melbourne, FL 32935. Phone 305-254-2282.

PROGRAMMING DESCRIPTION

WMEL: Programmed for adults 25+. MUSIC: Adult contemporary. AIR PERSONALITIES handle all segments. NEWS: network at :60, local at :30. Weather at :15 & :45 including marine & beach. SPORTS: network & local, U football. Contact Representative for further details. Rec'd 6/4/82.

1. **PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—T. C. Weberling.
2. **REPRESENTATIVES**
Masla Radio.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional night.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15/0: 10 days.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

WMMB/WYRL
 MUSIC YOU LOVE/ MODERN
 AND REMEMBER COUNTRY
 #1 In
 Melbourne

WMMB
 1947
 MELBOURNE
 NRBA

Media Code 4 210 4225 000 Mid 009285-000
 Miller Broadcasting, Inc.
 2221 Front St., Melbourne, FL 32901. Phone 305-723-1240.

PROGRAMMING DESCRIPTION

WMMB: MUSIC: Adult listening from 40's, 50's & 60's 5:30 am-midnight. TALK: Larry King Show midnight-5:30 am. Contact Representative for further details. Rec'd 6/8/84.

- PERSONNEL**
 President—Howard A. Miller.
 Station Manager—Fayrene Stevenson.
 Sales Manager—Pat Yatauro.
- REPRESENTATIVES**
 Savalli & Schutz, Inc.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
 Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.
 Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 61b, 62a, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WYRL (FM).
 Affiliated with MBS.

TIME RATES

Eff—Rec'd 3/25/83.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
 AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS			
PER WK: 24 ti	1 min	30 sec	
AAA	11.50	9.50	
AA	9.50	8.00	
7. PACKAGE PLANS			
PER MO: 100 ti	1 min	30 sec	
BTA	7.50	6.00	(A)

WRKT

1959
 COCOA BEACH
WRKT-FM
 1962
 COCOA BEACH

See listing under city of license. Mid 009173-000

WTAI

WTAI
 1580
 1968
 MELBOURNE
 NRBA

Media Code 4 210 4250 800 Mid 009286-000
 Silicon East Communications, Inc.
 1355 Jones Rd., Melbourne, FL 32935. Phone 305-254-1560.

PROGRAMMING DESCRIPTION

WTAI: Talk & information targeted for adults 25+. Rec'd 3/19/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Gary Hess.
 Vice-President—Sylvan Tapfigner.
 Treasurer—Martin Spector.
- FACILITIES**
 5,000 w. days; 1560 khz. Non-directional.
 Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 FM facilities: WVTI (FM).
 Sold in combination with WVTI (FM). See that listing.

TIME RATES

No. 84-1 Eff 3/1/84—Rec'd 3/19/84.

6. SPOT ANNOUNCEMENTS			
	MON-SAT 6-10 AM		
PER WK:	1 ti	12 ti	24 ti
1 min	15	12	10
30 sec	12	10	8
	ALL OTHER DAYPARTS		
1 min	12	10	8
30 sec	10	8	6

WVTI (FM)
WVTI
 1972
 MELBOURNE
 NRBA

Media Code 4 210 4262 300 Mid 009283-000
 Silicon East Communications, Inc.
 1355 Jones Rd., Melbourne, FL 32935. Phone 305-254-1560.

PROGRAMMING DESCRIPTION

WVTI (FM): Programmed for adults 25-49. MUSIC: Adult Contemporary with live AIR PERSONALITIES. Rec'd 3/19/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Gary Hess.
 Vice-President—Sylvan Tapfigner.
 Treasurer—Martin Spector.
- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
 15/5; 10 days.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WTAI.

TIME RATES

No. 84-2 Eff 8/1/84—Rec'd 8/28/84.

6. SPOT ANNOUNCEMENTS			
PER WK:	1 ti	12 ti	24 ti
1 min	25	22	20
30 sec	19	17	15
7. PACKAGE PLANS			
PER WK:	18 ti	24 ti	30 ti
1 min	18	16	14
30 sec	14	12	11
	(* Mon-Sat 1/3 6-10am & 3-7 pm, 1/3 10 am-3 pm, 1/3 3-7 pm-midnight, Sat & Sun 6 am-9 pm.		

WVTI (FM)/WTAI COMBINATION

1 min, extra 5.00; 30 sec, extra 4.00.

WYRL (FM)
 1966
 MELBOURNE
 NRBA

Media Code 4 210 4275 500 Mid 009287-000
 Miller Broadcasting, Inc.
 2221 Front St., Melbourne, FL 32901. Phone 305-723-1240.

PROGRAMMING DESCRIPTION

WYRL (FM): Modern Country. Contact Representative for further details. Rec'd 6/8/84.

- PERSONNEL**
 President—Howard A. Miller.
 Station Manager—Fayrene Stevenson.
 Sales Manager—Pat Yatauro.
- REPRESENTATIVES**
 Savalli & Schutz, Inc.
- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 239 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.
 Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 61b, 62a, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WMMB.
 Affiliated with MBS.

TIME RATES

Eff—Rec'd 3/25/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
 AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS			
PER WK: 24 ti	1 min	30 sec	
AAA	15	12	
AA	12	10	
7. PACKAGE PLANS			
PER MO: 24 ti	1 min	30 sec	
BTA	10	9	(A)

Rx:

For best results,
 use only as directed.
 Use the most current
 SRDS editions for
 efficient planning
 and buying.

Miami-Miami Beach

(including Coral Gables, Goulds, Hialeah)
 Dade County—Map Location H-10
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAIA (FM)

97.1A
 1946
 MIAMI



Christal Radio

nab

RAB

NRBA

A Cox Communications Station

Media Code 4 210 4290 400 Mid 009288-000
 Miami Valley Broadcasting Corp.
 1401 N. Bay Causeway, Miami, FL 33141. Phone 305-759-4311.
 Mailing Address: Box 1177, Miami, FL 33138.

PROGRAMMING DESCRIPTION

WAIA (FM): Programmed for young adults 18-49. MUSIC: adult contemporary. PERSONALITIES: host all day-parts. NEWS: at :20 & :50 in AM drive traffic, during drive times. Contact Representative for further details. Rec'd 6/23/82.

- PERSONNEL**
 General Manager—Joel Day.
 General Sales Manager—Phil Costin.
 Program Director—Chris Gable.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 ERP 98,000 w.; 97.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 net time; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 27, 30.
 Contracts: 40a, 41, 45, 46, 47a, 48, 50.
 Comb.; Cont. Discounts: 60b, 60i, 62b.
 Cancellation: 70a, 70e, 72, 73a.
 Prod. Services: 80, 81, 82.
 AM facilities: WIOD.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

For more information
 about the media listed

in this edition,
 read the Service-Ads!

In Service-Ad copy

the various media
 communicate with

you in their own words.

For your convenience,

there's an Index to

Service-Ads at the back

of this book.

WAXY
FM

**The Adult Contemporary
 With Personalities**

MIAMI • FT. LAUDERDALE • PALM BEACH

WAXY (FM)

WAXY FM 105.9

1960
 FORT LAUDERDALE

Republic Radio Sales, Inc.

nab

RAB

An RKO Radio Station

(This is a paid duplicate of the listing under Fort Lauderdale-Hollywood, Florida.)

Media Code 4 210 1825 000 Mid 009199-000
 RKO General
 Offices & Studios: 1975 E. Sunrise Blvd., Fort Lauderdale, FL 33304. Phone 305-463-9299.
 Sales offices: 3000 Biscayne Blvd., Miami, FL 33137. Phone 620-9299.
 350 Royal Palm Way, Palm Beach, FL 33480. Phone 659-6848.

PROGRAMMING DESCRIPTION

WAXY (FM): MUSIC: adult contemporary with an oldies flair highlighted with PERSONALITIES; wkly music magazine w/personality. Community oriented, public affairs programs wkly. Editorials on major issues. Contact Representative for further details. Rec'd 7/2/82.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Douglas Donoho.
 General Sales Manager—Gary Lawrence.
 Program Director—Rick Shaw.
- REPRESENTATIVES**
 Republic Radio Sales, Inc.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,049 ft. above average terrain.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
 Contracts: 41, 45, 46, 48.
 Comb.; Cont. Discounts: 60d, 60e, 60f.
 Cancellation: 70e, 71a, 73a.
 Prod. Services: 80, 81.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

(D) (A)

WCKO (FM)

1969
 POMPANO BEACH

nab

RAB

(This is a paid duplicate of the listing under Fort Lauderdale-Hollywood, Florida.)

Media Code 4 210 1830 000 Mid 009200-000
 Rose Broadcasting Co.
 4431 Rock Island Rd., Ft. Lauderdale, FL 33319. Phone 305-731-4800.
 Miami tie-line 305-949-3101, Palm Beach tie-line 305-737-4996.

PROGRAMMING DESCRIPTION

WCKO (FM): AOR, emphasis on promotions. Contact Representative for further details. Rec'd 9/2/81.

- PERSONNEL**
 Chrmn. & Gen'l Mgr.—John H. O'Neil, Jr.
 Director of Sales—Laura Lawlis.
- REPRESENTATIVES**
 Weiss & Powell, Inc.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; time only.

FLORIDA

Miami-Miami Beach—cont
WCKO (FM)—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 62d.
 Cancellation: 70b, 70d, 71a, 73a.
 Prod. Services: 81, 82.
 AM facilities: WRBD.

TIME RATES
 Eff—Rec'd 7/24/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
GRID:	1 ti 12 ti 18 ti 23 +	1 ti 12 ti 18 ti 23 +
I	115 105 96 88 95 87 80 73	
II	95 87 78 71 79 73 65 60	
III	86 74 67 60 75 69 63 58	

Grid I applies to guaranteed specified dayparts & rotations that incl only Thur, Fri/Sat.
 Grid II applies to specified dayparts with full wk rotation.
 Grid III is total exposure plan with spots broadcast in equal proportions throughout all dayparts to rotations that incl only Sun, Mon, Tue & Wed.

WCMQ

1954
 MIAMI



MAJOR MARKET RADIO SALES

Spanish Popular Music & News

NRBA

Media Code 4 210 4352 2.00 Mid 009289-000
 Radio WCMQ, Inc.
 1411 Coral Way, Miami, FL 33145. Phone 305-854-1830.

PROGRAMMING DESCRIPTION

WCMQ: Programmed for Spanish speaking adults. AIR PERSONALITIES handle all segments. MUSIC: top adult contemporary/MOR favorites of past & present. NEWS: 10-min at :60; 5-min at :30 in drivetimes. Traffic reports & sport news. Contact Representative for further details. Rec'd 2/28/83.

- PERSONNEL**
 President—Herbert S. Dolgoff.
 General Sales Manager—Howard B. Dolgoff.
- REPRESENTATIVES**
 Major Market Radio Sales.
- FACILITIES**
 25,000 w. days, 2,500 w. nights; 1210 khz. Directional. Stereo.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
 General: 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10b.
 Basic Rates: 20a, 23a, 23b, 29a.
 Contracts: 41, 44b, 45, 46.
 Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c.
 Cancellation: 70a, 70c, 71a, 72.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WCMQ-FM

1969
 HIALEAH



MAJOR MARKET RADIO SALES

Spanish Popular Music & News

NRBA

Media Code 4 210 4353 0.00 Mid 009290-000
 Great Joy Broadcasting Co.
 1411 Coral Way, Miami, FL 33145. Phone 305-854-1830.

PROGRAMMING DESCRIPTION

WCMQ-FM: Programmed for Spanish-speaking adults. MUSIC: Latin Soft Contemporary. AIR PERSONALITIES all segments. NEWS: briefs :45; traffic report in drivetimes. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
 President—Herbert S. Dolgoff.
 General Sales Manager—Howard B. Dolgoff.
- REPRESENTATIVES**
 Major Market Radio Sales.

- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
 General: 3a, 5a, 5, 6b, 7b, 8.
 Rate Protection: 10b.
 Basic Rates: 20a, 23a, 23b, 29a.
 Contracts: 41, 44b, 45, 46.
 Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c.
 Cancellation: 70a, 70c, 71a, 72.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WEDR (FM)

1963
 MIAMI

R & B/Jazz

Media Code 4 210 4365 4.00 Mid 009291-000
 WEDR, Inc.
 1437 N.W. 35th St., Miami, FL 33142. Phone 305-633-1487, 7685.

PROGRAMMING DESCRIPTION

WEDR (FM): MUSIC: urban contemporary. NEWS: 5 times daily. Rec'd 12/21/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Jerry Rushin.
- FACILITIES**
 ERP 70,000 w.; 99.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
 General: 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 23a, 24b.
 Contracts: 47a.
 Comb.; Cont. Discounts: 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.



WGBS

1939
 MIAMI



Media Code 4 210 4500 6.00 Mid 009292-000
 Jefferson-Pilot Broadcasting
 20450 NW Second Ave., Miami, FL 33169. Phone 305-653-8811.

PROGRAMMING DESCRIPTION

WGBS: Full service News/Talk/Information. NEWS: blocks 5-10 am M-F, 5 am-2 pm Sat & Sun, all other times news at :60 & :30. Strong community involvement. Well-known talk personalities. Airborne traffic reports; accu-weather. SPORTS: UF football; univ of Miami baseball. COMMERCIAL POLICY: 20 units per hr. Contact Representative for further details. Rec'd 6/29/84.

- PERSONNEL**
 Vice-Pres & Gen'l Mgr.—Dennis P. Collins.
 General Sales Manager—Bob Ballantine.
- REPRESENTATIVES**
 Blair Radio.
- FACILITIES**
 50,000 w.; 710 khz. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 12g, 14g.
 Contracts: 40a, 42a, 45, 46.
 Comb.; Cont. Discounts: 60b, 60k.
 Cancellation: 70a, 70e, 71a, 73a.
 90 days protection for consecutive advertisers.
 FM facilities: WLYF.
 Affiliated with MBS.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WGLY (FM)

1975
 GOULDS

NRBA

Media Code 4 210 4545 1.00 Mid 009293-000
 Fine Arts Broadcasting
 20938 S. Dixie Hwy., Miami, FL 33189. Phone 305-253-4393.
 Rates have temporarily withdrawn by station.

WHQT (FM)

(formerly WEZI (FM))

1958
 CORAL GABLES



MAJOR MARKET RADIO SALES

Media Code 4 210 4567 5.00 Mid 009310-000
 EZ Communications, Inc.
 377 Alhambra Circle, Coral Gables, FL 33134. Phone 305-445-5411.

PROGRAMMING DESCRIPTION

WHQT (FM): MUSIC: Urban Contemporary. NEWS: 5-min updates in AM drive. COMMERCIAL POLICY: 10 units morning, 8 units remainder of day. Contact Representative for further details. Rec'd 1/31/85.

- PERSONNEL**
 President—Arthur Kellar.
 General Manager—Chuck Goldman.
 Operations Manager—Bill Tanner.
- REPRESENTATIVES**
 Major Market Radio Sales.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
 15/0.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WHYI (FM)

WHYI (FM) 100

1963
 FORT LAUDERDALE



McGAVREN GUILD RADIO



NRBA

(This is a paid duplicate of the listing under Fort Lauderdale-Hollywood, Florida.)

Media Code 4 210 1935 7.00 Mid 009203-000
 Metroplex Communications of Florida, Inc.
 2741 N. 29th Ave., Hollywood, FL 33020. Phone Broward, 305-925-7117, Dade Phone, 305-944-1956.

PROGRAMMING DESCRIPTION

WHYI (FM): Programmed for ages 12-49. MUSIC: blending of current & recent hits. Yr round contests. Emphasis promotion & personality. COMMERCIAL POLICY: max 8-min per hr guaranteed. Contact Representative for further details. Rec'd 4/27/78.

- PERSONNEL**
 Pres. & Gen'l Mgr.—David R. Ross.
 Vice-President—Norman Wain.
 Vice-President—Robert C. Weiss.
 General Sales Manager—Dave Harris.
 Local Sales Manager—Jeff Monda.
- REPRESENTATIVES**
 McGavren Guild Radio.
- FACILITIES**
 ERP 100,000 w.; 100.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.
 Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60c, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WINZ

94 NEWS WINZ

1946
 MIAMI



Katz Radio

CBS RADIO AFFILIATE

All News



NRBA

A Guy Gannett Broadcasting Services Station
 Media Code 4 210 4590 7.00 Mid 009295-000
 WINZ, Inc.
 4330 N. W. 207 Drive, Miami, FL 33055. Phone Miami & Dade, 305-624-6101; Ft. Lauderdale, & Broward phone, 305-763-7222.

PROGRAMMING DESCRIPTION

WINZ: All news 5 am-7 pm & information, programmed for general mass appeal; anchor teams backed by writers, editors, reporters & specialists, integrated with CBS network coverage; emphasis on local news, public affairs & sports; live aerial traffic reports AM & PM; midday ground traffic coverage; stock market reports all day combined with evening business recap/talk program. TALK: Neil Rogers 8 pm-midnight; Bill Calder midnight-5 am. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
 General Manager—Stanley A. Cohen.
 General Sales Manager—Murray Levine.
 Prog./News Dir.—David Hosley.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 50,000 w. days, 25,000 w. nights; 940 khz. Directional.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10e, 14g, 15e.
 Basic Rates: 20a.
 Contracts: 42a, 45, 46, 48.
 Comb.; Cont. Discounts: 60b, 60f.
 Cancellation: 70c.
 Affiliated with Katz Radio Network.
 Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WINZ-FM

100 FM

1961
 MIAMI BEACH



Katz Radio



NRBA

A Guy Gannett Broadcasting Services Station
 Media Code 4 210 4591 5.00 Mid 009296-000
 WINZ, Inc.
 4330 N. W. 207 Drive, Miami, FL 33055. Phone Miami & Dade, 305-624-8490. Broward phone, 305-764-8288.

PROGRAMMING DESCRIPTION

WINZ-FM: Programmed for ages 12-54. MUSIC: blending of current & recent hits. Year round contests. Emphasis on promotion & personality. Contact Representative for further details. Rec'd 11/28/83.

- PERSONNEL**
 General Manager—Stanley J. Cohen.
 Program Manager—Keith Isley.
 General Sales Manager—Rick Charnack.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 ERP 100,000 w.; 94.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WIOD
WIOD
1926
MIAMI



Christal Radio



A Cox Communications Station

Media Code 4 210 4635 0.00 Mid 009297-000
Miami Valley Broadcasting Corp.
1401 N. Bay Causeway, Miami, FL 33141. Phone 305-759-4311.

Mailing Address: Box 381177, Miami, FL 33238.

PROGRAMMING DESCRIPTION

WIOD: Programmed for general interest; live AIR PERSONALITIES handle all segments; 5-10 am with emphasis on news, sports, traffic, music, business & weather information. 10 am-talk shows with guest interviews & listener phone-ins on all subjects to 8:30 pm. SPORTS: 6:30-8 pm sports talk & pro baseball, Miami Dolphins, Miami Hurricanes football or 8 pm/overnight NBC-Talknet live with listener phone-ins. Contact Representative for further details. Rec'd 6/27/84.

- PERSONNEL**
General Manager—Joel Day.
General Sales Manager—Phil Costin.
Program Manager—Marc Kuhn.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
10,000 w.; 610 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 27, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 50.
Comb.; Cont. Discounts: 60b, 60i, 62b.
Cancellation: 70a, 70e, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WAIA (FM).
Affiliated with NBC—Talknet.
Affiliated with ABC Information Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKAT

1937
MIAMI BEACH

Media Code 4 210 4680 6.00 Mid 009298-000
WKAT, Inc.
1759 Bay Rd., Miami Beach, FL 33139. Phone 305-531-8181.

- REPRESENTATIVES**
P/W Radio Representatives.
Rates have been temporarily withdrawn by station.

WKQS (FM)

KISS
WKQS 99.7
FM

1965
BOCA RATON

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

A Sunshine Wireless Co., Inc. Station

(This is a paid duplicate of the listing under West Palm Beach, Florida.)

Media Code 4 210 9033 3.00 Mid 009442-000
Sunshine Wireless Co., Inc.
Business Office and Studio: 9881 Sheridan St., Hollywood, FL 33024. Phone 305-431-6200, Dade, 621-4300, Palm Beach, 482-5477.

PROGRAMMING DESCRIPTION

WKQS (FM): Programmed for adults & young adults. MUSIC: Continuous country. COMMERCIAL POLICY: 10 commercial units per hr. Contact Representative for further details. Rec'd 1/26/83.

- PERSONNEL**
President—Dan Cohen.
Vice President—Jeffrey Greenhawt.
Sales Manager—Ray Perry.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic rates: 20a, 21a, 22a, 23a, 24a, 28c, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60k, 61c, 62a, 62d.
Cancellations: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81.
AM facilities: WLOY, Fort Lauderdale-Hollywood.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D-2)

WLQY

1953
FORT LAUDERDALE

Mid 009204-000

See listing under city of license.

Love
74 FM
WLVE

WLVE (FM)

1962
MIAMI BEACH



Masla Radio

NRBA

Media Code 4 210 4697 0.00 Mid 009309-000
Gilmore Broadcasting Corp.
814 First St., Miami Beach, FL 33139. Phone 305-672-2500.

PROGRAMMING DESCRIPTION

WLVE (FM): Programmed for adults & young adults, mass appeal. MUSIC: Adult Contemporary, current hits & popular albums. Live PERSONALITIES handle all segments. NEWS: local staff. FEATURES: community involvement; live public affairs program; jazz show, entertainment reviews, mini-features, live concerts. Contact Representative for further details. Rec'd 3/28/84.

- PERSONNEL**
President—Jim Gilmore, Jr.
Executive Vice-President—Harold Poole.
General Manager—Dean M. Goodman.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 6b, 7b, 8.
Rate Protection: 10b, 10d, 11b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25c, 27, 28b, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.



WLYF (FM)

1948
MIAMI



Media Code 4 210 4715 0.00 Mid 009299-000
Jefferson-Pilot Broadcasting
20450 NW 2nd Ave., Miami, FL 33169. Phone 305-653-8811.

PROGRAMMING DESCRIPTION

WLYF: MUSIC: "Bonnevillie Easy Listening" format. Familiar stnds. melodic arrangements & single artist vocals of current favorites programmed in uninterrupted segments with 4 commercial breaks per hr. NEWS: Capsules at :58. Contact Representative for further details. Rec'd 6/29/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dennis P. Collins.
General Sales Manager—Bob Ballantine.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 813 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WGBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

WMBM

1949
MIAMI BEACH



Masla Radio



Media Code 4 210 4725 9.00 Mid 009300-000
Community Service Broadcasters, Inc.
814 First St., Miami Beach, FL 33139. Phone 305-672-1100.

PROGRAMMING DESCRIPTION

WMBM: MUSIC: Gospel 24 hrs/day with 12 spot units/hr. NEWS: local; community service. Contact Representative for further details. Rec'd 10/25/84.

- PERSONNEL**
President—Allan B. Margolis.
Vice-Pres & Gen'l Mgr.—Edward Margolis.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNWS

1947
MIAMI

Media Code 4 210 4811 7.00 Mid 009301-000
Rockoff Broadcasting, Inc.
8000 S. W. 67th Ave., Miami, FL 33143. Phone 305-665-4833.

PROGRAMMING DESCRIPTION

WNWS: NEWS: 4-hr blocks 7 days/wk plus news & information daily. TALK: personality shows 9 am-noon, noon-3 pm, 3-6 pm, 6-8 pm 8 pm-12M & 12M-5 am. SPECIAL FEATURES: traffic reports, Dow Jones Wall Street Journal, sports report, weather report Gold & Silver report, critic & commentaries interspersed throughout day w/news. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Neil Rockoff.
Director of Sales—Steve Lapa.
National Sales Manager—Marilyn Simmons.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
25,000 w.; 790 khz. Directional. Separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOCN

1947
MIAMI



Media Code 4 210 4860 4.00 Mid 009302-000
Minority Broadcasters, Inc.
1779 W. Flagler St., Miami, FL 33135. Phone 305-649-1450.

PROGRAMMING DESCRIPTION

WOCN: Spanish news/talk; all news & talk M-Sat; Sun news talk 4 hrs of live shows & sports. NEWS: AP wire services; 3 mobile units; local & reg'l news; community involvement. Contact Representative for further details. Rec'd 8/22/83.

- PERSONNEL**
President—Percy Lopez-Capestany.
General Manager—Carlos B. Fernandez.
Sta. Mgr. & Prog. Dir.—Marie Pouget.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQAM

1921
MIAMI



BLAIR RADIO



A Storz Station

Media Code 4 210 4905 7.00 Mid 009303-000
Storz Broadcasting Co.
767-41st St., Miami Beach, FL 33140. Phone 305-531-6651.

- PERSONNEL**
Pres. & Chairman of the Board—Robert H. Storz.
General Manager—Matthew A. Bell.
Program Director—Mike Bell.
- REPRESENTATIVES**
Blair Radio.
Canada—Tele-Capital/Unicom Ltd.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 560 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time and talent; 15th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.
Affiliated with NBC Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

No. 26 Eff 6/15/81—Rec'd 6/3/81.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm
AA—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am; Sun 5:30 am-8 pm
A—Mon thru Sun 8 pm-midnight.

FLORIDA

Miami-Miami Beach—cont

WQAM—cont

6. SPOT ANNOUNCEMENTS

AAA AA A	AAA AA A
1 min 110 100 90	30 sec 88 80 72

WQBA

1947
MIAMI

A Susquehanna Station

EASTMAN RADIO, INC.

Spanish Information & Music



Media Code 4 210 4925 5.00
Susquehanna Broadcasting Co.
701 S. W. 27th Ave., Miami, FL 33135. Phone 305-649-8989.



Mid 009304-000

PROGRAMMING DESCRIPTION

WQBA: 4-10 am news information, weather, traffic reports & sports. 10 am-noon music hosted by personality with free classified for merchandise & employment; noon-2 pm newscast including stock market report, weather information & sports; 2-2:30 pm comedy program; 2:30-3:30 soap opera; 3:30-4 pm docu-dramas; 4-6 pm newscast, including stock market report, traffic reports & sports wrap up; 6-8 pm talk show hosted by personality with listeners telephone participation; 8-10 pm variety show hosted by personality, music interviews & phone participation, 10 pm-midnight newscast wrap up. News at :60, headlines at :30 in all entertainment segments. Contact Representative for further details. Rec'd 10/20/82.

1. **PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. Carlson.
Vice-Pres. & Gen'l Mgr.—George C. Hyde.
National Sales Manager—Jack Nobles.

2. **REPRESENTATIVES**
Eastman Radio, Inc.
Caballero Spanish Media, Inc.

3. **FACILITIES**
50,000 w. days, 10,000 w. nights; 1140 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 net time only; payable when rendered.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with Caballero Radio Network.

AM/FM COMBINATION
Eff—Rec'd 8/24/84.

6. **SPOT ANNOUNCEMENTS**
Mon thru Sun 24 hrs daily, equal rotation, flat 250.00.

AM only: 60% of AM/FM combination.

WQBA-FM

1974
MIAMI

EASTMAN RADIO, INC.



Media Code 4 210 4926 3.00
Susquehanna Broadcasting Co.
701 S. W. 27th Ave., Miami, FL 33135. Phone 305-649-8989.



Mid 009305-000

PROGRAMMING DESCRIPTION

WQBA-FM: Programmed for young adult Latins, 18-49. MUSIC: popular blend of American music ranging from contemporary to recent oldies plus Spanish music including Salsa, ballads & recent Spanish oldies. NEWS: AM & PM drive at :60. COMMERCIAL POLICY: max of 8 spots per hr. Contact Representative for further details. Rec'd 8/24/84.

1. **PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. Carlson.
Vice-Pres. & Gen'l Mgr.—George C. Hyde.
National Sales Manager—Jack Nobles.

2. **REPRESENTATIVES**
Eastman Radio, Inc.
Caballero Spanish Media, Inc.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Caballero Radio Network.
Affiliated with Eastman Radio Network.
Sold in combination with WQBA. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
40% of AM/FM combination.

WQDI

1957
MIAMI



Media Code 4 210 4938 8.00
Greater Miami Broadcasting Inc.
507 N. W. 2nd St., Homestead, FL 33030. Phone 305-247-9444.

Mid 009230-000

2. **REPRESENTATIVES**
Bernard I. Ochs Co.
1 min rate 1x: 45.00.

WRBD

1959

POMPANO BEACH

Black

Mid 009206-000

See listing under city of license.

WRHC

1966

CORAL GABLES



HILLIER, NEWMARK, WECHSLER & HOWARD

Spanish News/Talk

Media Code 4 210 4950 3.00
RadioCentro Broadcasting Co.
2260 S. W. Eighth St., Miami, FL 33135. Phone 305-643-1121.

Mid 009306-000

PROGRAMMING DESCRIPTION

WRHC: all news, talk M-Sat, Sun music. NEWS: staff; emphasis local regional & commentaries; UPI; director; mobile unit & capitol reporter. Emphasis community involvement. Religion Sun morn. Contact Representative for further details. Rec'd 11/12/79.

1. **PERSONNEL**
President—Salvador Lew.
General Sales Manager—Guillermo (Bill) Novo.
Program Co-ordinator—Ricardo Jorge.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Caballero Spanish Media, Inc.

3. **FACILITIES**
10,000 w.; 1550 khz. Directional days.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 14a, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 48.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
Eff—Rec'd 12/6/82.

6. **SPOT ANNOUNCEMENTS**
5 AM-8 PM: 6 ti 12 ti 18 ti 24 ti
1 min 150 140 130 120
30 sec 110 100 90 88
8 pm-5 am, 50% discount.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

WSHE (FM)

1959
FORT LAUDERDALE

EASTMAN RADIO, INC.

(This is a paid duplicate of the listing under Fort Lauderdale-Hollywood, Florida.)

Media Code 4 210 2085 0.00
TK Communications, Inc.
3000 S. W. 60th Ave., Ft. Lauderdale, FL 33314. Phone 305-581-1580.

Mid 009207-000

Miami 944-2964, Boca Raton 392-3700, West Palm Beach 655-2044.

PROGRAMMING DESCRIPTION

WSHE (FM): Programmed for mass appeal 18-49 & older teens. MUSIC: adult album rock. NEWS: local twice each hr. in AM drive, once each hr overnight. Special features interspersed with regular programming. Contact Representative for further details. Rec'd 9/27/84.

1. **PERSONNEL**
Pres. & Chief Exec. Off.—John Tenaglia.
Executive Vice-President—Steven Dinetz.
Vice-Pres. & Gen'l Mgr.—Charles Borinick.
Vice-President Corp. Programming—Rick Peters.

2. **REPRESENTATIVES**
Eastman Radio, Inc.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSRF.
Affiliated with Eastman Radio Network.
Affiliated with NBC-The Source.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSUA

Es. Radio Suave
wsua
1260AM

1958
MIAMI

CABALLERO
SPANISH RADIO

Smooth and Easy Spanish Music

Media Code 4 210 4960 2.00
S. R. Associates, Inc.
825 41st St., Miami Beach, FL 33140. Phone 305-674-1260.

Mid 009294-000

PROGRAMMING DESCRIPTION

WSUA: Programmed for Latin adults. MUSIC: blend of popular vocal & instrumental Latin music. NEWS: at :60; 5 min in drivetime; shorter midday & at night. Features: short 30 to 90 sec each hr. PERSONALITIES: schooled in universally appealing Spanish. COMMERCIAL POLICY: limited—only 12 commercial min per hr distributed evenly in 4 brks. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**
President—Herbert M. Levin.
Vice-Pres. & Gen'l Mgr.—Enrique Landin.

2. **REPRESENTATIVES**
Caballero Spanish Media, Inc.

3. **FACILITIES**
5,000 w.; 1260 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15% time only; net 30 days.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11h, 15b.
Basic Rates: 20a, 28b, 28c.
Contracts: 40a, 41, 42b, 45, 46.
Comb.: Cont. Discounts: 60f, 60i.
Cancellation: 70c, 71a.

Affiliated with Caballero Radio Network.

TIME RATES

Eff—Rec'd 8/28/84.
6. **SPOT ANNOUNCEMENTS**
12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
1 min 55 50 45 30 sec 40 36 32
Equal rotation 6-10 am, 10 am-3 pm, 3-7 pm & 7 pm-midnight.
Fixed times, extra 30%.

WTMI (FM)

WTMI FM

1971
MIAMI

cmbs

concert music broadcast sales, inc.

Classical Music



Media Code 4 210 4970 1.00
Marlin Ltd. Broadcasting, Inc.
2951 S. Bayshore Dr., Miami, FL 33133. Phone 305-443-5251.

Mid 009307-000

PROGRAMMING DESCRIPTION

WTMI (FM): Classical music blends repertory favorites with unpretentious patter. Simulcasts of televised operas & concerts. AM/PM drive time segments a mix of lively selections & commentary. Evening includes concert performances and 6 hrs of jazz 12M-6 am. Morning includes frequent time & weather reports. News & public affairs. NEWS: public affairs, business & traffic reports, movie, theatre & concert reviews. Contact Representative for further details. Rec'd 5/24/84.

1. **PERSONNEL**
President—Howard P. Tanger.
Vice-Pres. & Gen'l Mgr.—Sam Rosenblatt.
Vice-Pres. & Treas.—Steven I. Krakow.
General Sales Manager—Marvin F. Ceder.
Vice-Pres. & Oper. Dir.—Alvis Sherouse.

2. **REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.

3. **FACILITIES**
ERP 95,500 w.; 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,006 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24e, 27, 28a, 29a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
Affiliated with Concert Music Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVCG

1948
CORAL GABLES



Media Code 4 210 4995 8.00
Statewide Broadcasting, Inc.
377 Alhambra Circle, Coral Gables, FL 33134. Phone 305-445-1080.
1 min rate 1x: 30.00.

Mid 009308-000

WWJF (FM)

WWJF
JOY 107 FM

1963
FORT LAUDERDALE



Torbet Radio

(This is a paid duplicate of the listing under Fort Lauderdale-Hollywood, Florida.)

Media Code 4 210 2137 9.00
Tremont Group Ltd.
2100 N. W. 21st Ave., Box 5333, Ft. Lauderdale, FL 33310. Phone 305-484-8107. Dade, 621-8107.

Mid 009209-000

PROGRAMMING DESCRIPTION
WWJF (FM): Programmed for adults 25-54. MUSIC: emphasis on familiar vocals. NEWS: news, traffic, weather & business reports. Contact Representative for further details. Rec'd 10/21/82.

1. **PERSONNEL**
Chief Executive Officer—Joseph C. Amato.
President/Radio Division—Monte Lang.
General Manager—James Butler.

2. **REPRESENTATIVES**
Torbet Radio, Inc.

3. **FACILITIES**
ERP 100,000 w.; 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3d, 4a, 4d, 5, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 21b, 21d, 22b, 23a, 26, 28b.
 Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
 Cancellation: 70e, 73b.
 Prod. Services: 80, 82.
 AM facilities: WFTL.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station. (D)

Miami Beach

Dade County—Map Location H-10
 See SRDS Consumer market map and data at beginning of the state.

See Miami-Miami Beach
 (including Coral Gables, Goulds, Hialeah)

Milton

Santa Rosa County—Map Location A-3
 See SRDS Consumer market map and data at beginning of the state.

WCKC

1958
 MILTON

Mid 009311-000

See SRDS Spot Radio Small Markets Edition.

WXBM (FM)

1964
 MILTON



Media Code 4 210 5175 6.00 Mid 009312-000
 WXBM-FM, Inc.
 1687 Quinzel Rd., Milton, FL 32570. Phone 904-994-5357.

PROGRAMMING DESCRIPTION
 WXBM (FM): MUSIC: Modern Country, Top 50 plus Gold Hits. Live AIR PERSONALITIES, remotes. NEWS: local staff; nat'l network at :60; Paul Harvey 3x/day; weather & tides at :20, :40 & :60. SPORTS: local & nat'l reports; college football. FARM: local & nat'l reports. Contact Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Lou Mahacek.
 Local Sales Manager—Nette Franklin.
 Operations Director—John B. Canterbury.
- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 4a, 5, 6a.
 Rate Protection: 15d.
 Basic Rates: 21a, 22a.
 Contracts: 46, 51b.
 Comb. Cont. Discounts: 62d.
 Cancellation: 70e, 71a, 73.
 Prod. Services: 82.
 Affiliated with ABC Information Radio Network.
 Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 8-84 Eff 8/1/84—Rec'd 7/31/84.
 AAA—Mon thru Sat 5-10 am.
 AA—Mon thru Sat 3-8 pm.
 A—Mon thru Sat 10 am-3 pm; Sun all day.
 B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA A	B	AAA AA A B
I	45	42	40	28 35 33 31 22
II	42	40	38	26 33 31 29 20
III	38	36	34	24 29 27 25 18
IV	34	32	30	22 27 25 23 16
V	30	28	26	20 25 23 21 14

10 sec/less: 50% of 1-min. (SMD) (D)

Monticello

Jefferson County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

WMFL

1969
 MONTICELLO

Mid 009313-000

See SRDS Spot Radio Small Markets Edition.

Mount Dora

Lake County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WBGB

1974
 MOUNT DORA

Mid 009314-000

See SRDS Spot Radio Small Markets Edition.

WJYO (FM)

(formerly WORJ (FM))
 1969
 MOUNT DORA



McGAVREN GUILD RADIO



Media Code 4 210 5205 1.00 Mid 009315-000
 Metroplex Communications of Orlando Inc.
 2001 Mercy Dr., Orlando, FL 32808. Phone 305-298-5510.

PROGRAMMING DESCRIPTION

WJYO (FM): Programmed for adults 25-49. MUSIC: Soft Adult Contemporary. NEWS: hrly 6-10 am. Contact Representative for further details. Rec'd 3/11/83.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Harvey J. Tate.
 Program Director—David Sousa.
- REPRESENTATIVES**
 McGavren-Guild Radio.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 829 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time and talent; monthly.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e, 16.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a.
 Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
 Comb. Cont. Discounts: 60b, 60f.
 AM facilities: WORL, Orlando.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (SMD) (D)

Naples-Marco Island

Collier County—Map Location G-9
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCVU (FM)

1962
 NAPLES

Mid 009316-000

Media Code 4 210 5265 5.00
 Palmer Communications, Inc.
 333 8th St., S. Naples, FL 33940. Phone 813-263-6580.
 Sales Office: 2419 E. Mail Dr., Fort Myers, FL 33901.
 Phone 813-939-0604.

PROGRAMMING DESCRIPTION

WCVU (FM): MUSIC: melodic arrangements of familiar standards programmed in uninterrupted segments with 4 commercial breaks per hour consisting of 2-commercial clusters at :15, :30, :45 & :57. NEWS: 2-min summaries at :58 incl business reports 11 am-4 pm. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
 General Manager—Homer L. Dixon.
 Station Manager—John D. Garbo.
 Sales Manager—Jack Mutzabaugh.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 ERP 100,000 w.; 94.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 689 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WNOG.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 12 Eff 8/1/83—Rec'd 8/26/83.
 AAA—Mon thru Sun 10 am-3 pm.
 AA—Mon thru Sun 6-10 am & 3-8 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				
	1	2	3	4	5
AAA	75	65	60	55	45
AA	70	60	55	50	40
A	50	45	35	30	25

GRID:

	1	2	3	4	5		
AAA	30	SECONDS	70	60	55	50	40
AA	65	55	50	45	35		
A	45	40	30	25	20		

Selected dayparts, extra 3.00 per spot.
 YEARLY DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—15% (SMD) (D)

WNOG

1954
 NAPLES



Media Code 4 210 5310 9.00 Mid 009318-000
 Palmer Communications, Inc.
 333 8th St. S., Naples, FL 33940. Phone 813-263-6580.

PROGRAMMING DESCRIPTION

WNOG: Programming AIR PERSONALITIES with emphasis on news/information/talk/features. MUSIC: MOR/Adult standards; big bands Sat 8 pm-12M. NEWS: hrly M-F; information blocks 7-9 am & 4-6 pm M-F; phone talk M-F. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
 Station Manager—John D. Garbo.
 Program Director—John Conrad.
 Sales Manager—David Lowe.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 1000 w.; 1270 khz. Directional, night.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
 FM facilities: WCVU (FM).
 Affiliated with MBS.
 Affiliated with CBS Radio Network.
 Affiliated with NBC—Talknet.
 Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff—Rec'd 2/27/84.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sat 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; all other times.

6. SPOT ANNOUNCEMENTS

WK:	GRID 1				
	1 min	30 sec	1 min	30 sec	1 min
6 ti	32	28	27	24	19
12 ti	30	26	25	22	17
18 ti	28	24	23	19	15

WK:	GRID 2				
	1 min	30 sec	1 min	30 sec	1 min
6 ti	28	24	24	21	16
12 ti	26	22	22	19	14
18 ti	24	20	20	16	12

WK:	GRID 3				
	1 min	30 sec	1 min	30 sec	1 min
6 ti	25	21	21	17	14
12 ti	23	19	19	15	12
18 ti	21	17	17	13	10

Fixed, extra 2.00 per spot.

- SPECIAL FEATURES**
 Features—Spot rate plus 2.50 ea.
 DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—15% (SMD)

WRGI-FM

1971
 NAPLES



Media Code 4 210 5332 3.00 Mid 009319-000
 Collier to Arkelian Broadcasting Company
 950 Manatee Rd., Naples, FL 33962. Phone 813-775-3321.

PROGRAMMING DESCRIPTION

WRGI-FM: Programmed for 25-54 adults. MUSIC: adult contemporary PERSONALITY announcers, request line, road show. NEWS: network at :60; local newflash; UPI. SPORTS: high school football. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
 President—Arthur Arkelian.
 General Sales Manager—Kim Styles.
 - REPRESENTATIVES**
 Roslin Radio Sales.
 - FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
 15%.
 - GENERAL ADVERTISING** See coded regulations
 AM facilities: WWWW.
 Affiliated with RKO Radio Networks.
- TIME RATES**
 Eff—Rec'd 10/8/84.
 AM/PM Drive—6-10 am & 3-7 pm.
 Midday—10 am-3 pm.
 Night—7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | AM/PM D | | MD | | NT | |
|---------|---------|--------|-------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec |
| 10 ti | 30 | 24 | 25 | 19 | 22 | 19 |
| 20 ti | 28 | 22 | 24 | 18 | 21 | 17 |
| 30 ti | 26 | 20 | 23 | 17 | 20 | 16 |
- 7. PACKAGE PLANS**
- | PER WK: | TAP-ROS | | PER WK: | |
|---------|---------|-------|---------|-------|
| | 10 ti | 20 ti | 10 ti | 20 ti |
| 1 min | 24 | 22 | 21 | 19 |
| 30 sec | 19 | 18 | 17 | 17 |

10. SPECIAL FEATURES

3 hrs	G83 ROAD SHOW	975.00
9/day	NEWS FLASH	108.00
13 wk—5%	FREQUENCY DISCOUNT	
26 wk—10%		
52 wk—15%		

(SMD)

WSGL (FM)

1980
 NAPLES



Masla Radio

NRBA

Media Code 4 210 5366 1.00 Mid 009320-000
 Sterling Communications
 98 Country Rd., Box 8899, Naples, FL 33941. Phone 813-775-3698.

PROGRAMMING DESCRIPTION

WSGL: Programmed for adults & young adults 18-49. MUSIC: modern country with slds & current hits. AIR PERSONALITIES handle all segments. NEWS: state at :30; Nat'l network at :60; nat'l network weather bureau forecast 9x/day. SPORTS: local & nat'l network; auto racing on stock car network. Contact Representative for further details. Rec'd 12/31/81.

- PERSONNEL**
 General Manager—John L. Norman.
- REPRESENTATIVES**
 Masla Radio.
- FACILITIES**
 ERP 2,000 w. (horiz.), 2,000 w. (vert.); 97.7 mhz. Stereo.
 Operating schedule: 5 am-midnight. EST.
 Antenna ht.: 384 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 Affiliated with NBC Radio Network.
 Member: Florida Network, Inc., Florida Farm Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 4 Eff 7/1/84—Rec'd 7/20/84.
 AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 7 am-7 pm; Sun noon-7 pm.
 AA—Mon thru Fri 5-6 am, 10 am-3 pm & 7 pm-midnight; Sat 6-7 am & 7 pm-2 am; Sun 6 am-noon & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA	1 min			
	6 ti	12 ti	18 ti	24 ti
AAA	22.75	21.05	19.60	18.00
AA	19.60	18.00	16.45	14.95

AAA	30 sec			
	6 ti	12 ti	18 ti	24 ti
AAA	18.00	16.45	14.95	13.35
AA	14.95	13.35	12.55	10.95

- PACKAGE PLANS**
 ANNUAL BULK
 EA: 500x 1000x EA: 500x 1000x
 30 sec 9.40 8.60 1 min 13.25 11.65

- SPECIAL FEATURES**
 Features—Applicable spot rate plus 1.00.
 DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—15% (SMD)

WWWO

(formerly WMIB)
 1975
 MARCO ISLAND



Media Code 4 210 5383 6.00 Mid 009317-000
 Collier to Arkelian Broadcasting Company
 950 Manatee Rd., Naples, FL 33962. Phone 813-775-1510.

PROGRAMMING DESCRIPTION

WWWO: Modern Country personality announcers programmed for adults. NEWS: network at :60; local at :30; Paul Harvey news, UPI. SPORTS: pro football. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
 President—Arthur Arkelian.
 General Sales Manager—Kim Styles.
 - REPRESENTATIVES**
 Roslin Radio Sales.
 - FACILITIES**
 1,000 w.; 1510 khz. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 - AGENCY COMMISSION**
 15%.
 - GENERAL ADVERTISING** See coded regulations
 FM facilities: WRGI-FM.
 Affiliated with ABC Information Radio Network.
- TIME RATES**
 No. 5 Eff 7/1/82—Rec'd 10/7/82.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 10 ti | | 20 ti | | 30 ti | |
|---------|-------|----|-------|----|--------|----|
| | 1 min | 16 | 15 | 14 | 30 sec | 14 |
| 1 min | 16 | 15 | 14 | 13 | 30 sec | 12 |
- Fixed position, 1-min 17.00; 30-sec 15.00.

FLORIDA

Naples-Marco Island—cont
WWWO—cont

10. SPECIAL FEATURES
5-MIN NEWS, PER WK: 2 1 3 ti 5 ti
Ea 18 17 16
FREQUENCY DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
(SMD)

New Port Richey

Pasco County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Holiday, Largo,
New Port Richey, Pinellas Park, Safety Harbor)

New Smyrna Beach

Volusia County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WCCZ

1962
NEW SMYRNA BEACH

Mid 009321-000
See SRDS Spot Radio Small Markets Edition.

WSBB

1951
NEW SMYRNA BEACH

Mid 009322-000
See SRDS Spot Radio Small Markets Edition.

Oakland Park

Broward County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See Fort Lauderdale-
Hollywood
(including Davie, Oakland Park, Pompano
Beach)

Ocala

Marion County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WFUZ (FM)

1960
OCALA

Adult Listening



Media Code 4 210 5467 7.00 Mid 009323-000
WMOP, Inc.
4 S.E. Fort King St., Box 1973, Ocala, FL 32678. Phone
904-732-0937

PROGRAMMING DESCRIPTION
WFUZ (FM): Programmed for adults, 25+. MUSIC: MOR
light Contemporary days/Country nights & stds. PER-
SONALITY announcers. NEWS: at :60 & :30, APR news.
SPORTS: pro & state U football, state u basketball, local
high school football, horse race results. FEATURES:
tele/talk show 10-10:30 am. Contact Representative for
further details. Rec'd 3/23/84.

- PERSONNEL
General Manager—Tom Catalano.
Station Manager—Gene Schneider.
National Sales Manager—Rick Hoffman.
- REPRESENTATIVES
Southern Spot Sales, Inc.
- FACILITIES
ERP 100,000 w. (horiz.), 78,000 w. (vert.); 93.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 252 ft. above average terrain.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
AM facilities: WMOP.

TIME RATES
No. 10 Eff 7/1/84—Rec'd 6/13/84.

6. SPOT ANNOUNCEMENTS
PER YR: 1x 121x 301x 721+
1 min 15.50 14.80 14.00 12.75
30 sec 12.00 11.25 10.35 9.40

WMFQ (FM)

1977
OCALA

Contemporary Easy Listening

Media Code 4 210 5478 4.00 Mid 009324-000
Greater Ocala Broadcasting Corp.
The Cascades, 1515 E. Silver Springs Blvd., Box 2092,
Ocala, FL 32678. Phone 904-732-2442.

PROGRAMMING DESCRIPTION
WMFQ (FM): Programmed for adults 25+. MUSIC: Con-
temporary Easy Listening, up to 57 min per hr, primarily
instrumental, albums, performances of standard & con-
temporary songs. NEWS: UPI Radio network. COM-
MERCIAL POLICY: 4 intermissions per hr (at 1/4 hr
breaks) with maximum of 11 commercial announcements
per hr. Contact Representative for further details. Rec'd
7/5/83.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert M. Hauck.
General Sales Manager—Robert Davis.
Operations Manager—Fred Petty.
- REPRESENTATIVES
Savalli & Schutz, Inc.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
AM facilities: WOCA.

TIME RATES

No. 8 Eff 1/1/85—Rec'd 12/20/84.
ROS—6 am-midnight.
ROS DAY—6 am-7 pm.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.
A—Mon thru Sat 7 pm-midnight.
All Nite—midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	Open	1 min	2	3
ROS	12.00	11.50	11.00	10.25
ROS Day	13.00	12.50	12.00	11.00
AAA	14.00	13.50	13.00	12.00
AA	13.00	12.50	12.00	11.00
A	11.00	10.50	10.00	9.00
All Nite	6.00	5.50	5.00	4.00

GRID:	Open	1 min	2	3
ROS	10.50	10.00	9.50	9.00
ROS Day	12.00	11.50	11.00	10.50
AAA	13.00	12.50	12.00	11.50
AA	12.00	11.50	11.00	10.50
A	9.50	9.00	8.50	8.00
All Nite	5.50	5.00	4.50	4.00

Specified, extra 1.00.
CONSECUTIVE WEEK DISCOUNT
13 wk—Sec. 1 26 wk—Sec. 2 54 wk—Sec. 3
YEARLY BULK DISCOUNT
101 x—Sec. 1 300 x—Sec. 2 500+—Sec. 3

7. PACKAGE PLANS

PLAN	A—ROS 6 AM-MIDNIGHT	PER MO:	20 ti	40 ti	80 ti
30 sec	10.50	10.00	9.50	9.00	8.50
1 min	11.50	11.00	10.50	10.00	9.50
PLAN B—1/3AAA, 1/3AA, 1/3A					
30 sec	11.50	11.00	10.50	10.00	9.50
1 min	12.50	12.00	11.50	11.00	10.50

10. SPECIAL FEATURES
UPI NETWORK NEWS ROTATOR VIA SATELLITE
Open 4 wk 13 wk 26 wk 52 wk
Daily 19 18 17 16 15
Ea sponsorship incl open plus 1 1-min & 1 30-sec spot.

WMOP

1953
OCALA

Country Music



Media Code 4 210 5490 9.00 Mid 009325-000
WMOP, Inc.
4 S.E. Fort King St., Box 1136, Ocala, FL 32670. Phone
904-732-2010.

PROGRAMMING DESCRIPTION
WMOP: MUSIC: Country, current & goldies, for adults
18+. FEATURES: Ralph Emery 1-2 pm M-F; Tele/talk,
farm, horse race results. NEWS: at :60 & :30. Contact
Representative for further details. Rec'd 4/19/84.

- PERSONNEL
General Manager—Tom Catalano.
Station Manager—Carol Carpenter.
National Sales Manager—Rick Hoffman.
- REPRESENTATIVES
Southern Spot Sales, Inc.
- FACILITIES
5,000 w. days; 900 khz. Stereo. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: WFUZ (FM).
Affiliated with KBS.

TIME RATES

No. 17 Eff 7/1/84—Rec'd 6/13/84.

6. SPOT ANNOUNCEMENTS
PER YR: 1x 121x 301x 721+
1 min 17.00 16.65 16.00 15.35
30 sec 11.60 11.30 10.75 10.25

WNFI (FM)

1972
PALATKA

See listing under city of license.

Mid 027282-000

WOCA

1957
OCALA

Media Code 4 210 5512 0.00 Mid 009327-000
Greater Ocala Broadcasting Corp.
1515 E. Silver Springs Blvd., Box 1056, Ocala, FL 32678.
Phone 904-732-8000.

PROGRAMMING DESCRIPTION
WOCA: Target 25-54. MUSIC: Drake-Chenault Con-
temporary MOR. NEWS: UPI audio network. Contact
Representative for further details. Rec'd 3/24/83.

- PERSONNEL
Pres. & Gen'l Mgr.—Robert M. Hauck.
Sales Manager—Gary Kruger.
Operations Manager—Bill Donovan.
- REPRESENTATIVES
Miami—Troy Glidewell.
- FACILITIES
1370 khz. Stereo. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.
Basic Rates: 20a, 21d, 22a, 28b.
Contracts: 40a, 42a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 70c.
Prod. Services: 80.
FM facilities: WMFQ (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES

No. 3 Eff 1/1/85—Rec'd 12/20/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

GRID:	Open	1 min	2	3
ROS	11.00	10.50	9.50	9.00
AAA	12.00	11.45	10.50	10.00
AA	10.50	10.00	9.00	8.50

1 MINUTE

ROS	12.50	11.90	10.50	10.00
AAA	13.50	12.50	12.00	11.50
AA	12.00	11.25	10.50	10.00

7. PACKAGE PLANS

SHORT TERM—1/2AAA, 1/2AA	12 ti	18 ti	24 ti	36 ti
PER WK:	120	165	216	306
30 sec	150	207	252	342
PER MO:	20 ti	40 ti	60 ti	80 ti
30 sec	180	340	480	560
1 min	230	420	570	720

PER YR: Applicable grid 101x 300x 500+
1 2 3
CONSECUTIVE WEEK DISCOUNT
13 wk—1 26 wk—2 52 wk—3

10. SPECIAL FEATURES
*NEWS SPONSORSHIPS
Open Wk Per 1 2 3
1-3wk 5-6 wk Mo 13 wk 26 wk 52 wk
Ea 13.50 12.50 12.00 11.50 10.00 9.25
*SPECIAL FEATURES
Ea 11.50 11.00 10.00 9.50 8.50 7.75
SPECIAL NETWORK ADJACENCIES
Ea 13.00 12.00 11.00 10.50 10.00 9.50
(*) News at :60, features at :30—incl open & close plus
1 1-min spot.
Fixed times, extra 3.00.

WTMC

WTMC 1290 am

1939
OCALA

Adult MOR



Media Code 4 210 5525 1.00 Mid 009326-000
Kingdom of the Sun Broadcasting
321 S. Magnolia Ave., Box 897, Ocala, FL 32678. Phone
904-629-8008.

PROGRAMMING DESCRIPTION
WTMC: Programmed for 35-plus. MUSIC: Drake-
Chenault's Hit Parade, Hits of 40's, 50's, 60's & 70's sup-
plemented by current artists. NEWS: local & network;
weather & selected sports coverage. Rec'd 7/19/84.

- PERSONNEL
General Manager—William Izzard.
Sales Manager—Frank Howell.
Program Director—Fred Mullen.
- FACILITIES
5,000 w. days, 1,000 w. night; 1290 khz.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g.
Basic Rates: 20b, 21d, 22a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c.
Prod. Services: 80.

TIME RATES

No. 1 Eff 6/1/84—Rec'd 6/4/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	Open	30 sec	1 min	2	3
AAA	12	11	10	9	8
AA	11	10	9	8	7
A	10	9	8	7	6
ROS days	11	10	9	8	7
CONSECUTIVE WEEK DISCOUNT—MINIMUM 5 TI/WK					
13 wk—Grid 1	26 wk—Grid 2	52 wk—Grid 3			
YEARLY DISCOUNT					
101x—Grid 1	300x—Grid 2	500+—Grid 3			

7. PACKAGE PLANS

WEEKLY	Open	30 sec	1 min	2	3
AAA	12	11	10	9	8
AA	11	10	9	8	7
A	9	8	7	6	5

MONTHLY

30 ti	40 ti	50 ti	60 ti	30 ti	40 ti	50 ti	60 ti
AAA	11	10	9	8	13	12	11
AA	10	9	8	7	12	11	10
A	9	8	7	6	11	10	9

ROS—MON-SUN 6 AM-7 PM

PER WK: Open 12 ti 18 ti 24 ti 30 ti
30 sec 11 10 9 8
1 min 13 12 11 10

TAP—MON-SUN 6 AM-MIDNIGHT

30 sec 9 8 7 6
1 min 11 10 9 8

10. SPECIAL FEATURES
NEWS: THE VOICE OF MARION COUNTY

PER WK:	AAA	AA	A
13 wk	16.00	15.00	14.00
26 wk	14.25	13.25	12.50
52 wk	13.50	12.50	11.75

SPORTS/WEATHER/STOCKS

13 wk	15.00	14.00	13.00
26 wk	13.25	12.50	11.50
52 wk	12.50	11.75	11.00

Incl open & close plus 1 1-min or 30-sec spot.

3 ti 6 ti 3 ti 6 ti 3 ti 6 ti
13 wk 16.00 15.00 14.00 13.00 10.00 9.00
26 wk 14.25 13.25 12.50 11.50 9.00 8.00
52 wk 13.50 12.50 11.75 11.00 8.50 7.50

13 wk 15.00 14.00 13.00 11.00 10.00
26 wk 13.25 12.50 11.50 9.75 9.00
52 wk 12.50 11.75 11.00 9.25 8.50
Incl open & close plus 1 1-min or 30-sec spot.

Ocoee

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WVCF

1951
OCOEE

Mid 009328-000
See SRDS Spot Radio Small Markets Edition.

Okeechobee

Okeechobee County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WOKC

1962
OKEECHOBEE

Mid 009329-000
See SRDS Spot Radio Small Markets Edition.

Orange Park

Clay County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WAYR

1960
ORANGE PARK

Mid 009330-000
See SRDS Spot Radio Small Markets Edition.

Orlando

(including Pine Castle-Sky Lake, Winter Park)
Orange County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAJL

1977
WINTER PARK



Media Code 4 210 5693 8.00 Mid 015884-000
Alleluia Broadcasting Corp.
5325 Edgewater Dr., Box 1-7777, Orlando, FL 32866.
Phone 305-291-9255.
1 min rate 1x: 13.00.

WBJW(formerly WCOT)
1940
ORLANDONATIONWIDE
COMMUNICATIONS
INC.**BLAIR RADIO**Media Code 4 210 5704 3.00 Mid 009339-000
Nationwide Communications, Inc.
1801 Lee Rd., Suite 270, Box 8105, Winter Park, FL
32789. Phone 305-629-5105.**PROGRAMMING DESCRIPTION**WBJW: Programmed for adults 18-34. MUSIC: Con-
temporary Hits. Satellite Music Network's Rock America.
NEWS: at :20 & :50; traffic at :15 & :45 AM drive. Contact
Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
General Manager—Mickey Franko.
General Sales Manager—Rick Weinkauf.
Program Director—Kevin Casey.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 950 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b,
24c, 25a, 27, 28b, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48, 50, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60i, 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.
Sold in combination with FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
30% of FM/AM combination.

WBJW-FM1967
ORLANDONATIONWIDE
COMMUNICATIONS
INC.**BLAIR RADIO**Media Code 4 210 5716 7.00 Mid 009331-000
Nationwide Communications, Inc.
1801 Lee Rd., Suite 270, Box 8105, Winter Park, FL
32789. Phone 305-629-5105.**PROGRAMMING DESCRIPTION**WBJW-FM: Programmed for adults 18-34. MUSIC: Con-
temporary hits. Live AIR PERSONALITIES handle all segments.
NEWS: at :20 & :50 & traffic reports at :15 &
a:45 in am drive. Contact Representative for further
details. Rec'd 1/31/83.

- PERSONNEL**
General Manager—Mickey Franko.
General Sales Manager—Rick Weinkauf.
Program Director—Kevin Casey.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w.; 105.1 mhz. Stereo.
Operating Schedule: 24 hours daily. EST.
Antenna ht.: 1,310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b,
24c, 25a, 27, 28b, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48, 50, 51b,
51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60i, 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

FM/AM COMBINATION

Efl 8/1/83—Rec'd 8/31/83.

- AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30 am-8
pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5:30-10 am.

SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				GRID:	1 MINUTE			
	I	II	III	IV		I	II	III	IV
AAA	200	180	160	140	A	150	130	110	90
AA	175	160	145	130					
30 sec:	80% of 1-min.								

FM only: 90% of FM/AM combination.

WCKS (FM)**CK101**1962
COCOA BEACH(This is a paid duplicate of the listing under Cocoa-Cocoa
Beach, Florida.)Media Code 4 210 0690 9.00 Mid 009169-000
Radio WCKS
210 Center Blvd., Cape Canaveral, FL 32920. Phone 305-
783-9257.Mailing Address: Box 520, Cocoa Beach, FL 32931.
PROGRAMMING DESCRIPTION
WCKS (FM): MUSIC: Adult Contemporary. Contact
Representative for further details. Rec'd 6/29/84.

- PERSONNEL**
General Manager—Les Roberson.
National Sales Manager—Leslie Morris.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 24b, 24c, 25a.
Contracts: 40a, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70c, 71a, 72, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WDBO1924
ORLANDO**Katz Radio**Media Code 4 210 5760 5.00 Mid 009332-000
Katz Broadcasting Company of Florida, Inc.
58 S. Ivanhoe Blvd., Orlando, FL 32804. Phone 305-843-
5800.**PROGRAMMING DESCRIPTION**WDBO: Programmed for adults 25-54; emphasis on per-
sonality. MUSIC: adult hits of past & present. NEWS: at
:60 hrly with heavy drive time coverage incl updates every
15 min; staff meteorologist, storm control center; air traffic
reports during AM & PM drive. FEATURES: network
commentator all night; talk show M-F 6 pm-5 am; 7 pm-
midnight Saturday & Sunday Night Oldies Party, hits of
50's & 60's. SPORTS: full-time sports director with sports
reports during AM & PM drive; FSU football; Tampa Bay
Buccaneers; Citrus Bowl. COMMERCIAL POLICY: 13 min
per hr maximum. Contact Representative for further
details. Rec'd 7/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert J. Longwell.
National Sales Manager—Frank Celebre.
Program Director—David J. Bernstein.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 580 khz. Directional—night only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 15b.
Basic Rates: 21d, 22d, 23a, 24c, 25a, 26, 27, 30, 32b,
33a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
FM Facilities: WWKA (FM).

TIME RATES

WDBO/WWKA (FM) COMBINATION

No. 31 Efl 1/21/85—Rec'd 2/1/85.

- AAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

SPOT ANNOUNCEMENTS

1 min	AAA AA A B			
	AAA	AA	A	B
30 sec:	300	275	265	140

WDBO only: Deduct 5.00 from WDBO/WWKA (FM)
combination.**WDIZ (FM)**1952
ORLANDO

Broadcast Representatives



A Shamrock Station

Media Code 4 210 5785 2.00 Mid 009334-000
WDIZ Radio
2699 Lee Rd., Suite 470, Winter Park, FL 32789. Phone
305-645-1802.**PROGRAMMING DESCRIPTION**WDIZ (FM): Programmed for adults & young adults.
MUSIC: Blend of current & recurrent contemporary hit
singles & album cuts. COMMERCIAL POLICY: Max 12
units per hr within 3 breaks. Contact Representative for
further details. Rec'd 3/26/82.

- PERSONNEL**
General Manager—George F. Duffy.
Sales Manager—Bob Osburn.
Program Director—Rad Messick.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26,
28b, 28c, 29a, 30, 31, 32a.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47e, 48, 49,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60g, 60i, 61a, 61b, 62b,
62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WELE (FM)1967
DE LAND**Modern Country**(This is a paid duplicate of the listing under De Land,
Florida.)Media Code 4 210 1465 5.00 Mid 009190-000
WELE Radio, Div. of Elyria-Lorain Broadcasting Co.
Drawer F, De Land, FL 32720. Phone 904-775-4611,
Daytona, 788-0245, Orlando, 305-628-0940.**PROGRAMMING DESCRIPTION**WELE (FM): MUSIC: Modern C & W. NEWS: local, state,
nat'l & global; 5-min at :50 followed by weather summary;
weather report at :15; headlines at :30; sports/community
bulletin board at :45; time & temperature; mobile unit.
FEATURES: tele-interviews & contests. AIR PER-
SONALITIES handle all segments. COMMERCIAL
POLICY: 14 minutes max/hr. Contact Representative for
further details. Rec'd 10/29/81.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—Bill Stipsits.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

No. 18 Efl 9/15/84—Rec'd 9/27/84.

- AAA—Mon thru Fri 5:30 am-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sat & Sun 5:30-10 am.
A—BTA (minimum 1/2 guaranteed AAA) 5:30 am-
midnight.

SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	46	44	42	40	37	35	33	31
AA	28	26	24	22	24	22	20	18
A	38	36	34	32	32	30	28	26

SPECIAL FEATURESNews sponsorship—Mon thru Fri 6-10 am, incl open & 1
1-min spot, minimum 5 shows/wk; Ea 50.00.

(SMD) (D-2)

WFIV1965
KISSIMMEE(This is a paid duplicate of the listing under Kissimmee,
Florida.)Media Code 4 210 3510 6.00 Mid 009259-000
Edward C. Allmon, Radio Florida Broadcasters
1080 Country Blvd., Kissimmee, FL 32741. Phone 305-
847-4422, Orlando, 305-425-0623.
Mailing Address: Drawer 5519, Orlando, FL 32855.**PROGRAMMING DESCRIPTION**WFIV: Programmed for adults. MUSIC: Modern & tradi-
tional country. AIR PERSONALITIES handle all segments.
NEWS: Local 3x/day; world/nat'l & state at :60 from
network; weather reports from weather service & network
meteorologist. FARM: Agribusiness reports 12x/day, incl
livestock, citrus, market & business. Stock market reports
at 12N & late afternoon. Spanish language Sun 12N-4
pm. Live remote broadcasts. Rec'd 11/21/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward C. Allmon.
Women's News Director—Carolyn Missroun.
- FACILITIES**
10,000 w.; 1080 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only. Bills payable when rendered.
TIME RATES
Efl 4/1/84—Rec'd 7/23/84.
- SPOT ANNOUNCEMENTS**
1 ti 26 ti 51 ti 101 ti 201 ti 301 ti 401 ti
1 min 20.90 19.40 18.10 16.80 15.50 14.20 12.90
30 sec 16.90 15.90 14.90 13.90 12.90 11.90 10.90
10 sec 12.90 12.30 11.70 11.10 10.50 9.90 9.30
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
13 wk 159.00 105.00 67.00 33.50
26 wk 129.00 86.00 54.00 27.00
52 wk 94.50 62.50 39.75 19.75
- SPECIAL FEATURES**
NEWSCASTS, ROS: EA
5-min news/weather 28
Incl open & close plus 1 1-min spot. (SMD) (D)

WGTO1955
CYPRESS GARDENS

See listing under Winter Haven, FL. Mid 009451-000 (D)

WHLY (FM)1969
LEESBURG**NRBA**(This is a paid duplicate of the listing under Leesburg,
Florida.)Media Code 4 210 3892 8.00 Mid 009269-000
General Broadcasting of Florida
233 North Lake Blvd., Altamonte Spring, FL 32701.
Phone 305-339-1067.**PROGRAMMING DESCRIPTION**WHLY (FM): Programmed for 25-34. MUSIC: Contem-
porary Hits. AIR PERSONALITIES handle all segments.
85% music, 15% news & special interests. Contact
Representative for further details. Rec'd 8/6/84.

- PERSONNEL**
President—Peter H. Starr.
Vice-Pres. & Gen'l Mgr.—Alan Rock.
- REPRESENTATIVES**
The Christal Company, Inc.
- FACILITIES**
ERP 100,000 w.; 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 875 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 30 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Connecticut Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Efl 9/15/84—Rec'd 11/19/84.

- SPOT ANNOUNCEMENTS**
MON THRU SUN 5:30 AM-8 PM
GRID: 1 2 3 4
1 min 150 120 100 85
30 sec 120 100 80 70
MON THRU SUN 8 PM-MIDNIGHT
1 min 110 90 80 70
30 sec 90 75 65 60
ROS
1 min 95 80 70 65
30 sec 80 65 60 55
10 sec: 60% of 1-min.
Fixed position. Grid 1 plus 20%.
Wed-Sat schedules or less/specified time, extra 15.00.

- PACKAGE PLANS**
TAP—1/3 10 AM-3 PM, 1/3 3-8 PM, 1/3 8 PM-
MIDNIGHT
GRID: 1 2 3 4 GRID: 1 2 3 4
1 min 125 100 90 75 30 sec 100 80 75 60
10 sec: 60% of 1-min.
Fixed position. Grid 1 plus 20%.
Wed-Sat schedules or less/specified time, extra 15.00. (SMD) (D)

FLORIDA

Orlando—cont

WHOO
1947
ORLANDO

Torbet Radio

nab

Media Code 4 210 5850 4.00 Mid 009336-000
WHOO Radio, Inc.
1 WHOO Rd., Box 15310, Orlando, FL 32858. Phone 305-295-3990.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—W. Max Rein.
General Sales Manager—Charlie Mastin.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
50,000 w. days, 5,000 w. nights; 990 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21c, 24b, 24c, 25a, 28c, 33d.
Contracts: 40a, 40c, 42a, 42c, 43, 44a, 45, 46, 47e, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70b, 70e, 71a.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Music Country Radio Network.
Affiliated with Supernet.

TIME RATES
AM/FM COMBINATION
Efr—Rec'd 10/21/82.

AAAA—Mon thru Sat 5-10 am; Sat 10 am-3 pm.
AAA—Mon thru Sat 3-8 pm.
AA—All other times.

GRID:	AAAA	AAA	AA
High Range	180	145	135
Low Range	150	125	120

30 sec: 80% of above rate.

AM only: 75% of AM/FM combination.

WHOO-FM
1952
ORLANDO

Torbet Radio

nab

Media Code 4 210 5851 2.00 Mid 009337-000
WHOO Radio, Inc.
Box 15310, 1 WHOO Rd., Orlando, FL 32858. Phone 305-295-3990.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—W. Max Rein.
General Sales Manager—Charlie Mastin.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 493 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21c, 24b, 25a, 28c, 33d.
Contracts: 40a, 40c, 42a, 42c, 43, 44a, 45, 46, 47e, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70b, 70e, 71a.
Prod. Services: 80, 82.
Affiliated with Supernet.
Sold in combination with WHOO. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
75% of AM/FM combination.

WJYO (FM)
(formerly WORJ (FM))
1969
MOUNT DORA

McGAVREN GUILD RADIO

RAB

(This is a paid duplicate of the listing under Mount Dora, Florida.)

Media Code 4 210 5205 1.00 Mid 009315-000
Metroplex Communications of Orlando Inc.
2001 Mercy Dr., Orlando, FL 32808. Phone 305-298-5510.

- PROGRAMMING DESCRIPTION**
WJYO (FM): Programmed for adults 25-49. MUSIC: Soft Adult Contemporary. NEWS: hrlly 6-10 am. Contact Representative for further details. Rec'd 3/11/83.
- PERSONNEL**
Pres. & Gen'l Mgr.—Harvey J. Tate.
Program Director—David Sousa.
- REPRESENTATIVES**
McGavren-Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 829 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f.
AM facilities: WORL, Orlando.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

WKIS
1948
ORLANDO

A Susquehanna Station

News/Talk

nab

RAB

Media Code 4 210 5895 9.00 Mid 009338-000
Susquehanna Broadcasting Co.
Box 740, Orlando, FL 32802. Phone 305-295-0740.

- PROGRAMMING DESCRIPTION**
WKIS: NEWS: block AM/PM drive, weather, traffic. Local origination 2-way phone talk outside of news. SPORTS: Sportstalk play by play pro & college sports. Contact Representative for further details. Rec'd 2/13/84.
- PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. Carlson.
General Manager—Mike Gaier.
Operations Manager—Gene Burns.
General Sales Manager—Don Griffin.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 740 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Member: Florida Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLOQ (FM)

1966
WINTER PARK

Media Code 4 210 5985 8.00 Mid 009340-000
WLOO Stereo Radio
174 Comstock Ave., Winter Park, FL 32789. Phone 305-647-5557.

PROGRAMMING DESCRIPTION
WLOQ (FM): MUSIC: sophisticated adult contemporary with blend of popular jazz. NEWS: hrlly, financial emphasis with stock market report; reg'l emphasis also. Rec'd 10/23/84.

- PERSONNEL**
General Manager—John Gross.
General Sales Manager—M. F. Kershner.
Program Director—Bob Church.

- FACILITIES**
ERP 3,000 w.; 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20b, 21b, 22b, 24a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 73b.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNFI (FM)

1972
PALATKA

Mid 027282-000

See listing under city of license.

WOKB

1958
WINTER GARDEN

M Masla Radio

Mid 009450-000

1111 S. Division Ave., Orlando, FL 32805. Phone 305-841-1600.
See listing under city of license.

WORL

1957
ORLANDO

McGAVREN GUILD RADIO

RAB

Media Code 4 210 5992 4.00 Mid 009341-000
Metroplex of Orlando, Inc.
2001 Mercy Dr., Orlando, FL 32808. Phone 305-298-5510.

- PROGRAMMING DESCRIPTION**
WORL: Programmed for 12-49. MUSIC: Urban Contemporary. LP cuts & top singles. NEWS: throughout day. Contact Representative for further details. Rec'd 8/16/83.
- PERSONNEL**
General Manager—Willie Martin.
- REPRESENTATIVES**
McGavren-Guild Radio.
- FACILITIES**
5,000 w.; 1270 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time and talent; payable monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WJYO (FM), Mount Dora.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WREM

1977
PINECASTLE-SKY LAKE

Media Code 4 210 5997 3.00 Mid 009335-000
Suntime Radio, Inc.
631 E. Oak Ridge Rd., Orlando, FL 32809. Phone 305-859-4350.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WWFL

1962
CLERMONT

See listing under city of license.

Mid 009168-000

WWJZ

1947
SANFORD

See listing under city of license.

Mid 009372-000

WWKA (FM)
1950
ORLANDO

Katz Radio

Katz Radio

RAB

Media Code 4 210 6000 5.00 Mid 009333-000
Katz Broadcasting Company of Florida, Inc.
58 S. Ivanhoe Blvd., Orlando, FL 32804. Phone 305-843-5800, TELEX

PROGRAMMING DESCRIPTION
WWKA (FM): Programmed for adults 18-54. MUSIC: Country. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Vice Pres. & Gen'l Mgr.—Robert J. Longwell.
National Sales Manager—Frank Celebre.
Program Director—Steve Holbrook.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,341 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 15b.
Basic Rates: 21d, 22b, 23a, 24c, 25a, 26, 27, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WDBO.
Affiliated with Katz Radio Network.
Sold in combination with WDBO. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 5.00 from WDBO/WWKA (FM) combination.

Ormond Beach

Volusia County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

See Daytona Beach

(including Ormond Beach, South Daytona)

Palatka

Putnam County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WIYD

1947
PALATKA

Mid 009342-000

See SRDS Spot Radio Small Markets Edition.

WNFI (FM)

1972
PALATKA

RAB

Media Code 4 210 6017 9.00 Mid 027282-000
Ronette Communications Corp.
801 W. Granada Blvd., Ormond Beach, FL 32074. Phone 904-672-9210.
Other Office: 900 River St., Palatka, FL 32077. Phone 904-328-5161.

PROGRAMMING DESCRIPTION
WNFI (FM): Programmed for 18-49 year-old target with secondary emphasis on 12-49. MUSIC: Contemporary Hit Radio, recurrents & past hits throughout day with heavy on & off air promotions. AIR PERSONALITIES handle all segments. NEWS: AM at :25 & :55 from 5:55-9:55 am. Features: visible van, remotes; beach reports; spring break; concerts throughout year with special emphasis on community oriented events; weekend network news & sports breaks; major merchandising & in store promotions/displays. Rec'd 8/28/84.

- PERSONNEL**
National Sales Manager—Carl Como.
General Sales Manager—Tom Panucci.
- FACILITIES**
ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1249 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC FM Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)(CR-4)

WSUZ1957
PALATKA

Mid 009344-000

See SRDS Spot Radio Small Markets Edition.

Palm BeachPalm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.**See West Palm Beach**

(Including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach and Riviera Beach)

Panama CityBay County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.**WDLP**1940
PANAMA CITY**Torbet Radio**Media Code 4 210 6120 1.000 Mid 009345-000
Janus Broadcasting Co., Inc.
Box 759, Panama City, FL 32402. Phone 904-769-6161.**PROGRAMMING DESCRIPTION**

WDLP: Programmed for adults 18-49. MUSIC: popular, current & gold. AIR PERSONALITIES handle all segments. NEWS: emphasis local & state stories. Daily commentary & editorial involvement with community. Contact Representative for further details. Rec'd 3/8/79.

1. PERSONNELGeneral Manager—Fredrick L. Lindholm.
General Sales Manager—Donald G. McCoy.
Operations Manager—Jim Dooley.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIES1,000 w.; 590 khz. Directional nights.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11h, 12h, 13b, 14b, 15a, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGNE (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.
Member: Florida Network, Inc.**TIME RATES**

WDLP/WGNE (FM) COMBINATION

No. 19 Eff 5/1/81—Rec'd 6/8/82.

6. SPOT ANNOUNCEMENTS

	Open	12 tl	24 tl
Mon thru Sat 6-10 am & 3-7 pm	33	31	27
All other times	28	26	24

30 sec: 80% of 1-min.

WDLP only: 65% of WDLP/WGNE (FM) combination.

WGNE (FM)1970
PANAMA CITY**Torbet Radio**Media Code 4 210 6166 4.000 Mid 009346-000
Janus Broadcasting Co., Inc.
Box 759, Panama City, FL 32402. Phone 904-769-6161.**PROGRAMMING DESCRIPTION**

WGNE (FM): Programmed for adults 18+. MUSIC: contemporary MOR. NEWS: hrlly with emphasis on local/reg'l stories. COMMERCIAL POLICY: 10 units per hr maximum. Contact Representative for further details. Rec'd 8/1/83.

1. PERSONNELGeneral Manager—Fredrick L. Lindholm.
General Sales Manager—Donald G. McCoy.
Operations Manager—Jim Dooley.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIESERP 100,000 w. circular polarized; 98.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11h, 12h, 13b, 14b, 15a, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WJST.
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.
Member: Florida Network, Inc.
Sold in combination with WDLP. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

65% of WDLP/WGNE (FM) combination.

WJST (FM)1977
PORT ST. JOE**NRBA**

(This is a paid duplicate of the listing under Port St. Joe, Florida.)

Media Code 4 210 6817 2.000 Mid 031850-000
Brown Broadcasting of Florida, Inc.
3101 W. Hwy 98, Suite 10, Box 880, Panama City, FL 32402. Phone 904-785-9540.**PROGRAMMING DESCRIPTION**

WJST (FM): Target audience 18-49. MUSIC: Contemporary. SPORTS: live daily coverage of college & pro. NEWS: AP audio & wire. Contact Representative for further details. Rec'd 11/28/83.

1. PERSONNELPresident—John E. Brown, Jr.
General Manager—Julia Brown.**2. REPRESENTATIVES**

Hillier, Newmark, Wechsler & Howard.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WJBU.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD) (D)

WPAP (FM)1967
PANAMA CITY**McGAVREN GUILD RADIO**Media Code 4 210 6230 8.000 Mid 009347-000
Shore Broadcasting Co., Inc.
210 Harrison Ave., Box 2288, Panama City, FL 32402.
Phone 904-769-1408.**PROGRAMMING DESCRIPTION**

WPAP (FM): Programmed for adults. MUSIC: live modern country. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNELGeneral Manager—Bo Bowman.
Program Director—Kevin O'Neal.**2. REPRESENTATIVES**

McGavren Guild Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,230 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(CR)

WPCF1958
PANAMA CITY**NRBA**Media Code 4 210 6253 0.000 Mid 009348-000
Community Service Broadcasting, Inc.
Box 4398, Panama City, FL 32401. Phone 904-234-3128.
1 min rate 1x: 4.90.**WPFM (FM)**1964
PANAMA CITYMedia Code 4 210 6277 9.000 Mid 009349-000
Culpepper Communications, Inc.
4510 Magnolia Beach Rd., Box 1430, Panama City, FL 32401. Phone 904-234-8858.**2. REPRESENTATIVES**Christal Radio.
1 min rate 1x: 25.00.**WWWQ**1949
PANAMA CITYMedia Code 4 210 6322 3.000 Mid 009350-000
Culpepper Communications, Inc.
4510 Magnolia Beach Rd., Box 1430, Panama City, FL 32401. Phone 904-234-6592.**2. REPRESENTATIVES**Christal Radio.
1 min rate 1x: 15.50.**Pensacola**Escambia County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

#1	WTKX	#1	MEN	18-34	18-49
#1	WBOP	#1	WOMEN	18+	
#1	WBOP & WTKX	Combo	ADULTS	18+	18-34 18-49 25-54

Pensacola, Florida
WEISS-POWELL, INC.
RADIO SALES
A/R/B Six 84 M-S-F M-TSA Avg Pers

WBOP1956
PENSACOLAMedia Code 4 210 6345 4.000 Mid 009351-000
Tri-Cities Broadcasting Co., Inc.
Box 12764, 111 N. Baylen, Pensacola, FL 32575. Phone 904-438-7543.**PROGRAMMING DESCRIPTION**

WBOP: Programmed for black listeners. MUSIC: Top Rhythm & Blues hits. 9 am-12N only. Religious programs, spirituals, church & civic news. NEWS: Network. News & public relations director. 24 hr direct line weather service at :60. Local news, 6:30 am, 7:00 am, 8:55 am & 5:00 pm. Sports news, 12:15 pm. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNELPresident—Zane D. Roden.
Station Manager—Wayne Coleman.**2. REPRESENTATIVES**

Weiss & Powell, Inc.

3. FACILITIES1,000 w.; 980 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22a, 25a.
Contracts: 40a, 41, 42b, 46.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WTKX (FM).**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(A)

WBSR1946
PENSACOLAMedia Code 4 210 6390 0.000 Mid 009352-000
Seaway Broadcasting, Inc.
WBSR Bldg., Pacific Blvd., Box 17049, Pensacola, FL 32522. Phone 904-432-6172.**2. REPRESENTATIVES**Selcom Radio.
Rates have been temporarily withdrawn by station.**WCOA**1926
PENSACOLAMedia Code 4 210 6433 3.000 Mid 009353-000
Summit Communications, Inc.
Box 12487, Pensacola, FL 32573. Phone 904-456-5751.**2. REPRESENTATIVES**McGavren Guild Radio.
Rates have been temporarily withdrawn by station.**WHYM**1962
PENSACOLAMedia Code 4 210 6446 0.000 Mid 009354-000
Sunlife Radio
2800 Hollywood Ave., Pensacola, FL 32505. Phone 904-438-1605.

Rates have been temporarily withdrawn by station.

WJLQ (FM)1966
PENSACOLAMedia Code 4 210 6458 5.000 Mid 009355-000
Summit Communications, Inc.
Box 12487, Lakewood Rd., Pensacola, FL 32573. Phone 904-456-5751.**2. REPRESENTATIVES**McGavren Guild Radio.
Rates have been temporarily withdrawn by station.**WMEZ (FM)**1960
PENSACOLAMedia Code 4 210 6480 8.000 Mid 009356-000
WMEZ FM, Inc.
Box 8057, Town & Country Plaza, Pensacola, FL 32505.
Phone 904-432-4775.**PROGRAMMING DESCRIPTION**

WMEZ (FM): MUSIC: familiar Standards & Current Hits programmed in uninterrupted segments with 4 commercial breaks per hr. NEWS: capsules at :56. Contact Representative for further details. Rec'd 1/23/84.

1. PERSONNELPres. & Gen'l Mgr.—Frederic T. C. Brewer.
Sales Manager—Gene Pfalzer.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIESERP 100,000 w. (horiz.), 56,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4d, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21c, 22a.
Affiliated with Supernet.
Affiliated with ABC FM Network.**TIME RATES**

Eff—Rec'd 7/24/84.

AAA—Mon thru Fri 5 am-8 pm.

AA—Mon thru Fri 8 pm-midnight.

A—Sat & Sun 5 am-midnight.

continued

FLORIDA

Pensacola—cont

WMEZ (FM)—cont

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	81.90	78.00	74.10	70.20
AA	78.00	74.10	70.20	66.30
A	58.50	56.55	54.60	52.65

30 sec: 80% of 1-min.

7. PACKAGE PLANS

	TAP—1/3AAA, 1/3AA, 1/3A			
1 min	6 ti	12 ti	18 ti	24 ti
30 sec	72.15	68.25	64.35	58.50

WNVY

1947
PENSACOLA

Media Code 4 210 6525 1.00 Mid 009357-000
Pensacola Broadcasting Corp.
2070 N. Palafox St., Pensacola, FL 32501. Phone 904-433-5666.

2. REPRESENTATIVES

Lotus Reps.
1 min rate 1x: 15.00.

WOWW (FM)

1976
PENSACOLA

Uptown Country



Media Code 4 210 6570 7.00 Mid 009358-000
Colonial Broadcasting Co., Inc.
4220 N. Davis Hwy., Box 2788, Pensacola, FL 32503.
Phone 904-434-7988.

PROGRAMMING DESCRIPTION

WOWW (FM): Programmed for audience 18+ adults. MUSIC: Uptown country, both current hits & oldies. AIR PERSONALITIES handle all segments. NEWS: at :55; updates at :25; 6 person news staff; mobile equipped, AP, network; weather reports aired thru continuing updates. SPORTS: Updates at :40 in AM/PM drive & nighttime. FARM: News & info aired wkly. COMMERCIAL POLICY: 12-min per hr limit. Contact Representative for further details. Rec'd 1/24/83.

1. PERSONNEL

General Manager—Jim Colley.
Sales Manager—Barbara Currie.
Operations Manager—Chris Hampton.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO TWO

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WPFA

1955
PENSACOLA



Media Code 4 210 6615 0.00 Mid 009359-000
Miracle Radio, Inc.
4151 N. Pace Blvd., Box 8127, Pensacola, FL 32505.
Phone 904-433-1141.
1 min rate 1x: 10.00.

WTKX (FM)

1971
PENSACOLA



Media Code 4 210 6637 4.00 Mid 009360-000
Tri-Cities Broadcasting Co., Inc.
111 N. Baylen St., Box 12764, Pensacola, FL 32575.
Phone 904-438-7543.

PROGRAMMING DESCRIPTION

WTKX (FM): Programmed for target young adult audience 18-39. MUSIC: contemporary album oriented rock. Promotions. COMMERCIAL POLICY: 10 minutes per hour. Contact Representative for further details. Rec'd 6/29/79.

1. PERSONNEL

President—Zane Roden.
Station Manager—Wayne Coleman.
Sales Manager—Mike Carr.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 100,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 493 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22a, 25a.
Contracts: 40a, 41, 42b, 46.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WBOP.
Affiliated with ABC Rock Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WXBM (FM)

1964
MILTON

Country



(This is a paid duplicate of the listing under Milton, Florida.)

Media Code 4 210 5175 6.00 Mid 009312-000
WXBM-FM, Inc.
1687 Quintet Rd., Milton, FL 32570. Phone 904-994-5357.

PROGRAMMING DESCRIPTION

WXBM (FM): MUSIC: Modern Country, Top 50 plus Gold Hits. Live AIR PERSONALITIES, remotes. NEWS: local staff; nat'l network at :60; Paul Harvey 3x/day; weather & tides at :20; :40 & :50. SPORTS: local & nat'l reports; college football. FARM: local & nat'l reports. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lou Mahacek.
Local Sales Manager—Nette Franklin.
Operations Director—John B. Canterbury.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a.

Rate Protection: 15d.

Basic Rates: 21a, 22a.

Contracts: 46, 51b.

Comb.; Cont. Discounts: 62d.

Cancellation: 70c, 71a, 73.

Prod. Services: 82.

Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8-84 Eff 8/1/84—Rec'd 7/31/84.

AAA—Mon thru Sat 5-10 am.

AA—Mon thru Sat 3-8 pm.

A—Mon thru Sat 10 am-3 pm; Sun all day.

B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA A B	AAA	AA A B
I	45	42 40 28	35	33 31 22
II	42	40 38 26	33	31 29 20
III	38	36 34 24	29	27 25 18
IV	34	32 30 22	27	25 23 16
V	30	28 26 20	25	23 21 14

10 sec/less: 50% of 1-min.

(SMD) (D)

Perry

Taylor County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WGKR

1963
PERRY

Mid 009361-000
See SRDS Spot Radio Small Markets Edition.

WPRY

1976
PERRY

Mid 009362-000
See SRDS Spot Radio Small Markets Edition.

Pine Castle-Sky Lake

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Orlando

(including Pine Castle-Sky Lake, Winter Park)

Pinellas Park

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Plantation Key

Monroe County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WXOS (FM)

1969
PLANTATION KEY

Mid 009363-000
See SRDS Spot Radio Small Markets Edition.

Plant City

Hillsborough County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WPLA

1949
PLANT CITY

Mid 009364-000
See SRDS Spot Radio Small Markets Edition.

Pompano Beach

Broward County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See Fort Lauderdale-

Hollywood
(including Davie, Oakland Park, Pompano Beach)

Port Charlotte

Charlotte County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WEEJ (FM)

PORT CHARLOTTE

Mid 027684-000
See SRDS Spot Radio Small Markets Edition.

Port St. Joe

Gulf County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WJBU

1956
PORT ST. JOE

Media Code 4 210 6795 0.00 Mid 009365-000
Brown Broadcasting of Florida, Inc.
3101 W. Hwy 98, Suite 10, Box 880, Panama City, FL 32402. Phone 904-785-9549.

PROGRAMMING DESCRIPTION

WJBU: MUSIC: Adult Contemporary. NEWS: AP audio & wire; local AIR PERSONALITIES. Rec'd 11/16/84.

1. PERSONNEL

President—John Brown, Jr.
General Manager—Jerry W. Patton.

3. FACILITIES

1,000 w.; 1080 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WJST (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD)

WJST (FM)

1977
PORT ST. JOE



Media Code 4 210 6817 2.00 Mid 031850-000
Brown Broadcasting of Florida, Inc.
3101 W. Hwy 98, Suite 10, Box 880, Panama City, FL 32402. Phone 904-785-9540.

PROGRAMMING DESCRIPTION

WJST (FM): Target audience 18-49. MUSIC: Contemporary. SPORTS: live daily coverage of college & pro. NEWS: AP audio & wire. Contact Representative for further details. Rec'd 11/28/83.

1. PERSONNEL

President—John E. Brown, Jr.
General Manager—Julia Brown.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WJBU.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D)

Punta Gorda

Charlotte County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WCCF

1961
PUNTA GORDA

Mid 009366-000
See SRDS Spot Radio Small Markets Edition.

WQLM (FM)

1970
PUNTA GORDA

Mid 009367-000
See SRDS Spot Radio Small Markets Edition.

Quincy

Gadsden County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WCNH

1966
QUINCY

WWSD (FM)

1947
QUINCY

Mid 009358-000
See SRDS Spot Radio Small Markets Edition.

Riviera Beach

Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See West Palm Beach

(including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach, Riviera Beach)

Safety Harbor

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

St. Augustine

St. Johns County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WAOC

1954
ST. AUGUSTINE

Mid 009369-000
See SRDS Spot Radio Small Markets Edition.

WFOY

1936
ST. AUGUSTINE

Mid 009370-000
See SRDS Spot Radio Small Markets Edition.

WMKM (FM)

1982
ST. AUGUSTINE



Media Code 4 210 6987 3.00
Radio San Agustín, Inc.
99 Arapaho Ave., St. Augustine, FL 32084. Phone 904-824-0833.



Mid 027928-000

PROGRAMMING DESCRIPTION

WMKM (FM): Programmed for adults, 18-54. MUSIC: Adult Contemporary, Soft Rock from Satellite Music Network Star Stations. NEWS: 3 1/2-min network, 4-min local in AM drive; weather 2x/hr. COMMERCIAL POLICY: max 8-minutes/hr. Rec'd 10/24/84.

1. PERSONNEL

General Manager—Marty Rowland.
General Sales Manager—Dennis Levesque.
Program Director—Steve McAlon.

2. REPRESENTATIVES

Dora-Clayton Agency, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

TIME RATES

No. 3 Eff 8/1/84—Rec'd 8/28/84.

AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

GRID:	1	2	3	4	5	6
AAA	40	37	32	27	21	15
AA	36	33	29	24	19	14
A	33	30	26	22	17	10

30 SECONDS

AAA	27	25	22	18	14	10
AA	24	23	20	16	13	9
A	22	20	18	15	11	7

7. PACKAGE PLANS

TAP—WED THRU SAT 6 AM-8 PM

GRID:	1	2	3	4	5	6
1 min	38	35	30	26	20	14
30 sec	26	24	21	17	13	10

TAP—MON THRU SUN 6 AM-MIDNIGHT

1 min	34	32	27	23	18	11
30 sec	23	21	19	15	12	7

10. SPECIAL FEATURES

Sponsorship, local news/sports/weather—20% of applicable grd. (SMD)

WUVU (FM)

1965
ST. AUGUSTINE

Mid 009371-000
See SRDS Spot Radio Small Markets Edition.

St. Petersburg

Pinellas County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor)

Sanford

Seminole County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WWJZ

1947
SANFORD



Media Code 4 210 7020 2.00
Metro Orlando Broadcasters, Inc.
1516 E. Celery Rd., Box 1568, Sanford, FL 32771. Phone 305-322-1400.

Mid 009372-000

PROGRAMMING DESCRIPTION

WWJZ: Broad appeal, programmed for adults 25-54. MUSIC: Foreground Adult Contemporary; top hits from 50's-80's. NEWS: network w/local & state coverage at :30 6:30 am-5:30 pm; weather 6 am-6 pm at :45 & :15. SPORTS: network at 7:10, 8:10 am & 5:10 pm. FEATURES: hrlly community events. Rec'd 6/20/84.

1. PERSONNEL

President—William A. Masi.
Vice-President—John Ondo.
General Manager—Marie Ondo.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Same pattern day & night. Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Member: Florida Network, Inc.

TIME RATES

No. 5 Eff 6/1/84—Rec'd 6/20/84.

6. SPOT ANNOUNCEMENTS

PER MO, ROS:	1	ti	31	ti	90	+
10 sec	5	4	3	2	1	3
30 sec	7	6	5	4	3	5
1 min	9	8	7	6	5	7

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	90	49	29	15

DISCOUNTS
52 x—5% 104 x—10% 260 x—20% 365 x—25%

10. SPECIAL FEATURES

Florida Network, Inc. spots—30 sec: 10.00; 1 min: 15.00.
Radio—ea: 7.00 (CR)

Sarasota-Bradenton

(including Venice)

Sarasota, Sarasota County—Map Location F-8
Bradenton, Manatee County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAMR

1960
VENICE



Media Code 4 210 7042 6.00
Comco Inc. of Florida
282 N. Auburn Rd., Venice, FL 33595. Phone 813-484-2636.



Mid 009373-000

PROGRAMMING DESCRIPTION

WAMR: Targeted to 35+ demographic. MUSIC: Big Bands & current MOR hits & favorites. NEWS: Network at :60 followed by local headlines, plus headlines, sports & weather at :30. Rec'd 3/26/84.

1. PERSONNEL

Director—Walter Windsor.
General Manager—Jim Day.
Operations Manager—Jerry Reed.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1320 khz. Directional. Separate patterns day and night. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only; 20th following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 4c, 5, 6a, 7a, 8, 9, 10, 11, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 28b, 28c, 29b, 33c.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WRVAV (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WAVE (FM)

1973
SARASOTA

Media Code 4 210 7053 3.00
Cosmos Broadcasting Corp.
4306 N. Tamiami Trail, Sarasota, FL 33580. Phone 813-355-7131.

Mid 009381-000

PROGRAMMING DESCRIPTION

WAVE (FM): Programmed for young adults 25-49. MUSIC: Adult Contemporary & Jazz 10 min/hr; structured music; live AIR PERSONALITIES. Contact Representative for further details. Rec'd 6/27/83.

1. PERSONNEL

General Manager—Joe Ademy.
General Sales Manager—Drew Rashbaum.
Program Director—Steve Huntington.

2. REPRESENTATIVES

CBS/FM National Sales.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8, 9, 10, 11, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 22a, 23a, 28b, 28c, 30, 31.
Contracts: 40a, 42b, 44b, 45.

TIME RATES

No. 2 Eff 12/1/79—Rec'd 4/1/82.

AAA—Mon thru Sun 6-8 am & 3-7 pm.

AA—Mon thru Sun 10 am-3 pm.

A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	High Range	Low Range
AAA	AA	AA
1 min	70	65 60 40 35 30
30 sec:	80% of 1-min.	

(D)

WBRD

1957
BRADENTON

Adult Contemporary



Media Code 4 210 7065 7.00
Sunshine State Broadcasting Co., Inc.
2148 26th Ave., E. Bradenton, FL 33508. Phone 813-746-2183.

Mid 009375-000

Mailing Address: Box 1038, Bradenton, FL 33505.

PROGRAMMING DESCRIPTION

WBRD: MUSIC: Adult contemporary. Emphasis on local & community service. Contact Representative for further details. Rec'd 7/23/84.

1. PERSONNEL

Vice-Pres & Gen'l Mgr—Robert W. Nelson.
General Sales Manager—David Jahn.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

2,500 w. days; 1,000 w. nights; 1420 khz. Directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8, 9, 10, 11b, 12b, 13b, 14b, 15b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WDUV (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WDUV (FM)

1963
BRADENTON

Beautiful Music



Media Code 4 210 7088 9.00
Sunshine State Broadcasting Co., Inc.
2148 26th Ave. East, Bradenton, FL 33508. Phone 813-746-9173.

Mid 009376-000

Mailing Address: Box 240, Bradenton, FL 33506.

PROGRAMMING DESCRIPTION

WDUV (FM): Adult contemporary beautiful music with standard instrumentals & vocals in uninterrupted 1/4 hr segments. NEWS: world & state at :60. Contact Representative for further details. Rec'd 8/11/77.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert W. Nelson.
General Sales Manager—David K. Jahn.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 100,000 w. circular polarization; 103.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 649 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8, 9, 10, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WBRD.
Affiliated with MBS.
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKXY

1949
SARASOTA



Media Code 4 210 7110 1.00
Sarasota Broadcasting Co.
2500 10th St., Box 2500, Sarasota, FL 33578. Phone 813-366-4422.

Mid 009377-000

2. REPRESENTATIVES

Southeast—Southern Spot Sales, Inc.
1 min rate 1x: 12.00.

WMLO (FM)

1966
SARASOTA

Mellow Rock



A Weeks Broadcasting, Inc. Station

Media Code 4 210 7143 2.00
Weeks Broadcasting, Inc.
City Island, Drawer Z, Sarasota, FL 33578. Phone 813-388-2131.

Mid 009380-000

PROGRAMMING DESCRIPTION

WMLO (FM): Programmed for 24-49 adults. MUSIC: mellow hits with emphasis on oldies. NEWS: updates in drivetimes only. COMMERCIAL POLICY: 12 commercial units maximum per hr. Contact Representative for further details. Rec'd 12/22/82.

1. PERSONNEL

President—Robert Weeks.
Senior Vice President—Frank D. Ward.
Executive Vice President—Dick Reynolds.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 3,000 w.; 106.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8, 9, 10, 11, 12, 13, 14, 15.
Rate Protection: 15c.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb. Cont. Discounts: 60k, 61a, 61b.
Cancellations: 71a, 73a.
AM facilities: WSPB.
Affiliated with RKO Radio Networks.
Sold in combination with WSPB. See that listing.

TIME RATES

Eff—Rec'd 2/4/82.

AAA—Mon thru Sun 6-10 am & 3-7 pm.

AA—Mon thru Sun 10 am-3 pm & 7-11 pm.

6. SPOT ANNOUNCEMENTS

1 min 30 sec

AAA 25 20 AA 1 min 30 sec 23 18

7. PACKAGE PLANS

PER YR: 1 min 30 sec

Ea 20 16

WQSA

1960
SARASOTA



JACK BOLTON
ASSOCIATES

News/Talk



Media Code 4 210 7177 0.00
Horizon Communications, Ltd.
One Radio Way, Box 7700, Sarasota, FL 33578. Phone 813-366-0424.

Mid 009378-000

PROGRAMMING DESCRIPTION

WQSA: News/Talk; all news AMD & PMD with 2-way talk midday; emphasis on local current events. AP & network. Contact Representative for further details. Rec'd 4/12/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jim Seemiller.
News Director—John Clark Wheeler.

2. REPRESENTATIVES

Jack Bolton Associates.
Miami—Troy Gildewell.

3. FACILITIES

1,000 w.; 1220 khz. Directional. Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

FLORIDA

Sarasota-Bradenton—cont
WRAV (FM)—cont

- 2. REPRESENTATIVES**
Roslin Radio Sales.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 315 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only; 20th following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26b, 28c, 29b, 33c.
Contracts: 40a, 41, 44a, 46.
Comb.: Cont. Discounts: 60b, 60f, 60i, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSPB
1939
SARASOTA

CBS RADIO NETWORK

MOR/Personality



A Weeks Broadcasting, Inc. Station

Media Code 4 210 7200 0.00 Mid 0093979-000
Weeks Broadcasting, Inc.
City Island, Drawer Z, Sarasota, FL 33578. Phone 813-388-2131.

PROGRAMMING DESCRIPTION

WSPB: Programmed for adults. MUSIC: hits from 1940-present. Live PERSONALITIES handle all time segments. Emphasis news, sports & weather. NEWS: network & features daily. Personality show nightly. SPORTS: college & pro football. Stock market reports 3x/day from local exchange. Contact Representative for further details. Rec'd 9/11/81.

- 1. PERSONNEL**
President—Robert Weeks.
Senior Vice President—Frank D. Ward.
Executive Vice President—Dick Reynolds.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only; 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb. Cont. Discounts: 60k, 61a, 61b.
Cancellations: 71a, 73a.
FM facilities: WMLQ (FM).
Affiliated with CBS Radio Network.
Member: Florida Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 8/24/83.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7-11 pm.

- 6. SPOT ANNOUNCEMENTS**
AAA 1 min 30 sec 1 min 30 sec
AA 20 16 AA 18 14
- 7. PACKAGE PLANS**
PER YR: 1 min 30 sec
Ea 15 13

WTRT
(formerly WOFN)
1946
BRADENTON



Media Code 4 210 7245 5.00 Mid 009382-000
Highlands Communications, Inc.
Memorial Pier, Box 1490, Bradenton, FL 33506. Phone 813-748-1490.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 20.00.

WWZZ
1961
SARASOTA

Al Ham's "The Music of Your Life"



Media Code 4 210 7290 1.00 Mid 009383-000
Central Florida Broadcasters, Inc.
Box 3618, Sarasota, FL 33578. Phone 813-365-0700.
Studio: 2101 Hammock Pl., Sarasota, FL 33580.

PROGRAMMING DESCRIPTION

WWZZ: MUSIC: Programs Al Ham's "Music of Your Life", 25% big bands & 75% vocalists from 40's-70's. NEWS: AP Audio at :60; local at :30 in drive. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 10/29/84.

- 1. PERSONNEL**
General Manager—Jim Sanders.
Operations Manager—Don Clark.
- 2. REPRESENTATIVES**
P/W Radio Representatives.
- 3. FACILITIES**
500 w. days; 1280 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 11/1/84—Rec'd 10/29/84.

- 6. SPOT ANNOUNCEMENTS**
1 wk 14 wk 26-52 wk
1 min 16.00 14.50 13.00
30 sec 14.00 12.50 11.20

Sebring

Highlands County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WCAC (FM)

1967
SEBRING

Mid 009386-000

See SRDS Spot Radio Small Markets Edition.

WITS

1959
SEBRING

Mid 009385-000

See SRDS Spot Radio Small Markets Edition.

WJCM

1950
SEBRING

Media Code 4 210 7335 4.00 Mid 009384-000
WJCM, Inc.
Box 960, Sebring, FL 33870. Phone 813-385-7140.

PROGRAMMING DESCRIPTION

WJCM: MUSIC: Top non-rock hits of last 40 yrs by orig. artists. Music of Your Life format with live AIR PERSONALITIES. NEWS: Florida Network/local at :30; ABC network at :60; market reports hrly 11:30 am-5:30 pm M-F. Paul Harvey 4/x daily 8:30 am, 12:05 2:05 & 5:15 pm. SPORTS: at 7:05 am, 12:05 & 5:05 pm M-F; Fearless Foursom Sports Panel 5:30 pm Fri & 9 am Sat; network hrly sports wknds. Contact Representative for further details. Rec'd 2/27/84.

- 1. PERSONNEL**
President—E. E. (Jim) Eshleman.
Station Manager—David Eakin.
- 2. REPRESENTATIVES**
Jack Bolton Associates.
Florida—Troy Gidewell.
- 3. FACILITIES**
1,000 w.; 960 khz. Directional.
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Member: Florida Network, Inc., Florida Farm Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 9/1/84—Rec'd 7/26/84.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- 6. SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 3 ti 6 ti 12 ti 18 ti 24 ti
1 min 12.00 11.50 11.00 10.50 10.00
30 sec 10.00 9.50 9.00 8.50 8.00
CLASS A
1 min 10.00 9.50 9.00 8.50
30 sec 8.00 7.50 7.00 6.50

PER WK: 3 ti 6 ti 12 ti 18 ti 24 ti
CLASS B
1 min 8.00 7.50 7.00 6.50
30 sec 6.50 6.00 5.60 5.20

DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

- 7. PACKAGE PLANS**
TAP—1/3AA 1/3A, 1/3B
PER WK: 12 ti 18 ti 24 ti 36 ti
1 min 9.00 8.50 8.00 7.50
30 sec 7.20 6.80 6.40 6.00

DISCOUNTS
13 wk—10% 26 wk—15% 52 wk—20%
BULK—1/3AA, 1/3A, 1/3B

- PER YR:** 312x 624x 780x 1040x
1 min 8.50 8.00 7.50 7.00
30 sec 6.80 6.40 6.00 5.60 (SMD)

WVOJ (FM)

1982
AVON PARK

Mid 028130-000

See listing under city of license.

Sky Lake

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Pine Castle-Sky Lake

South Daytona

Volusia County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

See Daytona Beach (including Ormond Beach, South Daytona)

Starke

Bradford County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WPXE

1957
STARKE
WPXE-FM

1978
STARKE

Mid 009387-000

See SRDS Spot Radio Small Markets Edition.

Stuart

Martin County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

WHLG (FM)

1980
JENSEN BEACH

Mid 009388-000

1000 Alice Ave., Stuart, FL 33494. Phone 305-692-1000.
See listing under city of license.

WRIT (FM)

1964
STUART

Easy Listening/MOR



Media Code 4 210 7470 9.00 Mid 009389-000
Nettete Broadcasting Co.
Drawer 359, Stuart, FL 33495. Phone 305-335-9748, Ft. Pierce, 878-9748.

PROGRAMMING DESCRIPTION

WRIT (FM): Programmed for adults. MUSIC: Easy Listening Std & Contemporary. NEWS: AP at :60; local in drive, noon & evenings. FEATURES: live all night show, daily fishing, consumer chronicles & stockmarket reports. Rec'd 11/10/80.

- 1. PERSONNEL**
General Manager—Fred L. Nettete.
Sales Manager—Chip Green.
Program Manager—Nick White.
- 2. REPRESENTATIVES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.
- 3. FACILITIES**
- 4. AGENCY COMMISSION**
15%.

TIME RATES

Eff 6/1/84—Rec'd 5/24/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
All Night—Mon thru Sun midnight-6 am

- 6. SPOT ANNOUNCEMENTS**
GRID, 30 SEC: I II III IV
AAA 24 22 20 18
AA 23 21 19 17
A 21 19 17 15
All night 11 10 9 8
1 min, extra 4.00 per spot.

- 7. PACKAGE PLANS**
WEEKLY ROS
GRID, 30 SEC: I II III IV
14 ti 308 280 252 224
21 ti 462 420 378 336
28 ti 616 560 504 448

- ANNUAL**
PER YR: 260x 365x 520x 728x 1000x
30 sec 15.00 14.50 14.00 13.50 13.00
1 min, extra 4.00 per spot. (SMD)

WSTU

1954
STUART

Adult Contemporary/MOR



Media Code 4 210 7515 1.00 Mid 009390-000
WSTU, Inc.
1000 Alice Ave., Stuart, FL 33494. Phone 305-692-1000.

PROGRAMMING DESCRIPTION
WSTU: MUSIC: Adult Contemporary. NEWS: network at :60; local at :30 & :55; expanded local coverage with accent on actualities. SPORTS: local play-by-play network events plus local show AM & PM. FEATURES: public opinion talk show with guests 12:45-1 pm M, W & F; commentator 4x/day. Contact Representative for further details. Rec'd 9/24/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Genevieve H. Glascock.
General Sales Manager—Lawrence P. Baronoff.
Program Director—Lee McGuire.
- 2. REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable in 15 days.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WHLG (FM), Jensen Beach.
Affiliated with ABC Information Radio Network.
Member: Florida Network, Inc., Florida Farm Network.

TIME RATES

Eff—Rec'd 7/30/84.

- 6. SPOT ANNOUNCEMENTS**
PER WK, ROS: 1 ti 15 ti 30 ti 40 ti
1 min 21 17 16 15
30 sec 19 15 14 13
Drive time: Extra 15%.

WSTU/WHLG (FM), JENSEN BEACH COMBINATION
PER WK: 24 ti 36 ti 48 ti PER WK: 24 ti 36 ti 48 ti
1 min 15 14 13 30 sec 13 12 11 (SMD)

Tallahassee

Leon County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

TALLAHASSEE E'S FAVORITE COMBO!
WANM/WGLF

#1 12+ 37.2%
18-34 44.3%
18-49 39.3%
25-54 31.4%

M/J Arbitron 1984 6A-12M

WANM

1974
TALLAHASSEE



Media Code 4 210 7537 5.00 Mid 009391-000
WANM, Inc.
300 W. Tennessee St., Box 10174, Tallahassee, FL 32302. Phone 904-222-1070.

PROGRAMMING DESCRIPTION
WANM: Programmed for mass appeal. MUSIC: AIR PERSONALITIES handle all segments. FEATURES: live remote van, heavy community involvement. SPORTS: college. Contact Representative for further details. Rec'd 7/29/82.

- 1. PERSONNEL**
General Manager—Robert H. Badger.
Program Director—Joe Bullard.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
10,000 w.; 1070 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WGLF (FM).
Affiliated with Sheridan Broadcasting Network.

TIME RATES

WANM/WGLF (FM) COMBINATION

No B-4 Eff 2/1/84—Rec'd 7/9/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA AA A AAA AA A	65 60 45	58 54 40
I	60 55 40	54 50 36
II	55 50 36	50 45 32
III	50 45 32	45 40 29
IV	45 40 28	40 36 25

WANM only: Deduct 1-min 10.00, 30-sec 9.00 from WANM/WGLF (FM) combination.

- 6. SPOT ANNOUNCEMENTS**
Deduct 1-min 10.00; 30-sec 9.00 from WANM/WGLF (FM) combination. (A)

TIME RATES

WHFL (FM)

1984

TALLAHASSEE

Media Code 4 210 7591 2.00 Mid 033949-000
Rivera/Tallahassee Communications, Inc.
706 Hwy 27 South, Havana, FL 32333. Phone 904-539-5817.

- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WJAD (FM)

1967

BAINBRIDGE, GA

Mid 009519-000

See listing under city of license.

WKQE

1959

TALLAHASSEE

Media Code 4 210 7602 7.00 Mid 009394-000
Statewide Broadcasting of Tallahassee
109 Ridgeland Rd., Box 3168, Tallahassee, FL 32315.
Phone 904-385-1156.

- 2. REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

WMGR

1946

BAINBRIDGE, GA

Mid 009520-000

See listing under city of license.

WMNX (FM)

1982

TALLAHASSEE

M'GAVREN GUILD RADIO



Media Code 4 210 7637 3.00 Mid 029723-000
Metropolitan Broadcasting Corp.
107 W. 5th Ave., Box 1110, Tallahassee, FL 32302.
Phone 904-222-3696.

PROGRAMMING DESCRIPTION
WMNX (FM): MUSIC: Modern Country programmed for adults 18-49; Personalities handle all day parts. 4 breaks per hr; Live 24 hrs. COMMERCIAL POLICY: Max of 12 min per hr commercial content. Contact Representative for further details. Rec'd 2/24/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Richard T. Drury.
Sales Manager—Edward J. Mueller.
Program Director—Matt Ray.
- 2. REPRESENTATIVES**
Mc Gavren Guild Radio.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 405 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 23b, 24c, 25a, 28b.
Contracts: 40a, 41, 42a, 43, 51b.
Comb.; Cont. Discounts: 60f, 60i, 60k, 62d.
Cancellation: 70a, 70e, 73b.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOWD (FM)

1976
TALLAHASSEE



A Kelly Communications, Inc. Station

Media Code 4 210 7672 0.00 Mid 009396-000
Kelly Communications, Inc.
Box 12337, Tallahassee, FL 32317. Phone 904-386-5141.

PROGRAMMING DESCRIPTION

WOWD (FM): Programmed for 18-44. MUSIC: rock. Contact Representative for further details. Rec'd 9/26/83.

- 1. PERSONNEL**
Gen'l & Sales Mgr.—Jay Martin.
Program Director—Jeff Michaels.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 3,000 w.; 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 20b, 21d, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60k, 61c, 62d.
Cancellation: 70c, 71a, 72.
Affiliated with RKO Radio Networks.
Affiliated with Supernet.

TIME RATES

No. 8 Eff 1/1/83—Rec'd 1/25/83.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | I | II | III | IV | GRID: | I | II | III | IV |
|-------|----|----|-----|----|--------|----|----|-----|----|
| 1 min | 35 | 32 | 30 | 28 | 30 sec | 28 | 26 | 24 | 22 |

WPAP (FM)

1967

PANAMA CITY

Modern Country

Mid 009347-000

See listing under city of license.

WTAL

1935

TALLAHASSEE

Media Code 4 210 7695 1.00 Mid 009397-000
Radio Florida, Inc.
1940 N. Monroe, Suite 85, Box 1369, Tallahassee, FL 32302. Phone 904-386-3145.

- 2. REPRESENTATIVES**
P/W Radio Representatives
New England Spot Sales, Inc.
1 min rate 1x: 12.50.

WTNT

1935

TALLAHASSEE



Katz Radio



Media Code 4 210 7740 5.00 Mid 009398-000
Palmer Communications, Inc.
325 John Knox Rd., Bldg E 200, Tallahassee, FL 32303.
Phone 904-386-6143.

PROGRAMMING DESCRIPTION

WTNT: News, information, Adult Contemporary music. NEWS: network hrly, local news programming hrly with heavier drive time emphasis; accu-weather hrly; SPORTS: hrly local sportscasts; U football, basketball & baseball, major league baseball & pro football; sports talk 6-15-7 pm. Contact Representative for further details. Rec'd 1/27/84.

- 1. PERSONNEL**
General Manager—Jack Lenz.
Sales Manager—Mark A. Leopold.
Program Manager—John Faulk.
- 2. REPRESENTATIVES**
Katz Radio.
Christal Radio.
- 3. FACILITIES**
5,000 w.; 1270 khz. Directional—night only.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with NBC.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with NBC—Talknet.
Member: Florida Network, Inc.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTNT-FM

1967
TALLAHASSEE



Katz Radio



Media Code 4 210 7770 2.00 Mid 009395-000
Palmer Communications, Inc.
325 John Knox Rd., Bldg E 200, Tallahassee, FL 32303.
Phone 904-386-6143.

PROGRAMMING DESCRIPTION

WTNT-FM: Programmed for adults 18-54. MUSIC: contemporary Country hits with 4 breaks per hr, live all day. COMMERCIAL POLICY: maximum 12 units per hr. Contact Representative for further details. Rec'd 12/27/84.

- 1. PERSONNEL**
General Manager—Jack Lenz.
Program Manager—John Faulk.
Sales Manager—Mark A. Leopold.
- 2. REPRESENTATIVES**
Katz Radio.
Christal Radio.
- 3. FACILITIES**
ERP 100,000 w.; 94.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 850 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Tampa-St. Petersburg

(including Clearwater, Dunedin, Holiday, Largo, New Port Richey, Pinellas Park, Safety Harbor) Tampa, Hillsborough County—Map Location F-7 Clearwater, Dunedin, Pinellas Park, St. Petersburg, Pinellas County—Map Location E-7

See SFDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAMA

1959
CLEARWATER

Spanish Popular Music & News



Media Code 4 210 7800 7.00 Mid 027912-000
Efrain Archilla-Roig dba Archilla Spanish Radio
5203 N. Armenia Ave., Tampa, FL 33603. Phone 813-875-0066.

PROGRAMMING DESCRIPTION

WAMA: Spanish format for all Hispanics with emphasis on 25+. Offers everyone a small piece of their native Hispanic country. Live personalities. NEWS: 7:30-8 am, noon-12:45 & 5:30-6 pm; 10 mini-newscasts throughout the day & night 3-min each at :55. Great community involvement. Contact Representative for further details. Rec'd 3/29/84.

- 1. PERSONNEL**
Pres./Owner—Efrain Archilla-Roig.
General Manager—Victor Lenz.
Sales Manager—Victor Marrero.
- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
- 3. FACILITIES**
500 w. days, 500 w. nights; 860 khz. Directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/2 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 25b, 27, 28b, 33d.
Contracts: 40a, 45, 47e, 51a.
Comb. Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c.
Prod. Services: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 1 Eff 5/15/82—1/5/83.

continued

FLORIDA

Tampa-St. Petersburg—cont WAMA—cont

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	13 ti	25+
1 min	20.00	18.00	16.00
30 sec	15.00	13.50	12.00

CONSECUTIVE WEEK CONTRACT DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%

WAVE (FM)

1973
SARASOTA

CBS-FM NATIONAL SALES

(This is a paid duplicate of the listing under Sarasota-Bradenton, Florida.)

Media Code 4 210 7053 3.00 Mid 009381-000
Cosmos Broadcasting Corp.
4306 N. Tamiami Trail, Sarasota, FL 33580. Phone 813-355-7131.

PROGRAMMING DESCRIPTION

WAVE (FM): Programmed for young adults 25-49. MUSIC: Adult Contemporary & Jazz 10 min/hr; structured music; live AIR PERSONALITIES. Contact Representative for further details. Rec'd 6/27/83.

- PERSONNEL**
General Manager—Joe Ademy.
General Sales Manager—Drew Rashbaum.
Program Director—Steve Huntington.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 570 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11h, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 22a, 23a, 28b, 28c, 30.
Contracts: 40a, 42b, 44b, 45.

TIME RATES

No. 2 Eff 12/1/79—Rec'd 4/1/82.
AAA—Mon thru Sun 6-8 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	High Range	Low Range
1 min	AAA AA A AAA AA A	70 65 60 40 35 30
30 sec:	80% of 1-min.	

WCBF

1960
TAMPA



Media Code 4 210 7865 0.00 Mid 009407-000
Sudbrink Broadcasting of Florida
17185 Rte. 574, Box 1010, Seffner, FL 33584. Phone 813-689-8185.
1 min rate 1x: 13.00.

WDAE

1922
TAMPA



McGAVREN GUILD RADIO

Gannett Broadcasting Group



Media Code 4 210 7920 3.00 Mid 009401-000
Gannett Broadcasting Group
504 Reo St., Tampa, FL 33609. Phone 813-876-0455, St. Petersburg, Phone 813-442-0455.

PROGRAMMING DESCRIPTION

WDAE: MUSIC: 5 decades of American Popular hits. NEWS: hrly at :60; half hrly in drives; traffic 4x hrly drives; network; features at :20 7, 8, 10 am & 3-5 pm M-F plus 9-10 pm M-F, 7-10 pm Sat & 9-11 pm Sun. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jay Cook.
Vice-President/Operations—Jim Nettleton.
Vice-President/Sales—David Strubbe.
- REPRESENTATIVES**
McGavren-Guild Radio.

- FACILITIES**
5,000 w.; 1250 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 29c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b, 51c, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFLA

1925
TAMPA



Media Code 4 210 7965 8.00 Mid 009402-000
Blair Broadcasting Corporation of Florida
801 Jackson St., Tampa, FL 33602. Phone 813-228-9797.

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

WFLA-FM

1948
TAMPA



Media Code 4 210 7987 2.00 Mid 009403-000
Blair Broadcasting Corporation of Florida
801 Jackson St., Tampa, FL 33602. Phone 813-229-0093.

- REPRESENTATIVES**
Blair Radio.
Canada—Tele-Capitol/Unicom Ltd.
Rates have been temporarily withdrawn by station.

WFNN

Call letters have been changed to:
WVTY

Mid 009424-000

WGUL

1963
NEW PORT RICHEY



Media Code 4 210 8010 2.00 Mid 009404-000
Richey Airwaves, Inc.
1233 U. S. Hwy. 19 N., New Port Richey, FL 33552.
Phone 813-849-2285.

PROGRAMMING DESCRIPTION

WGUL: Variety programming for general mass appeal. MUSIC: blend of Classic music of 40's & 50's with selections from 60's & 70's that reflect same flavor. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60; headlines at :30; editorials & commentaries, local news team with AP & Mutual network. FEATURES: open line 2 hr participation program, M-F 10 am-noon with open discussions, guest interviews & regular features. Contact Representative for further details. Rec'd 7/1/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ralph B. Johnson.
Sales Manager—Jean Graham.
 - REPRESENTATIVES**
Southern Spot Sales, Inc.
 - FACILITIES**
250 w.; 1500 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Rate Protection: 10g, 11g, 12g, 14g.
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WGUL-FM

1969
NEW PORT RICHEY

Media Code 4 210 8032 6.00 Mid 009411-000
Richey Airwaves, Inc.
1233 U. S. Hwy. 19 N., New Port Richey, FL 33552.
Phone 813-849-2285.

PROGRAMMING DESCRIPTION

WGUL-FM: Variety programming for general mass appeal. MUSIC: blend of Classic music of 40's & 50's with selections from 60's & 70's that reflect same flavor. NEWS: 5 min at :60; headlines at :30; local news team with AP & Mutual network; editorials & commentaries. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ralph B. Johnson.
Sales Manager—Jean Graham.

- REPRESENTATIVES**
Southern Spot Sales, Inc.
 - FACILITIES**
ERP 3,000 w.; 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Rate Protection: 10g, 11g, 12g, 14g.
- TIME RATES
- SPOT ANNOUNCEMENTS**
Rate have been temporarily withdrawn by station.

WHBO

1948
TAMPA

Golden Oldies

Media Code 4 210 8055 7.00 Mid 009405-000
Buccaneer Broadcasting, Inc.
12211 49th St. N., Clearwater, FL 33520. Phone 813-578-1040.

PROGRAMMING DESCRIPTION

WHBO: Programmed for adults. MUSIC: 50's & 60's rock & roll. SPORTS: Speed Sport Roundup. NEWS: UPI. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Charles Acton, Sr.
- FACILITIES**
5000 w. days; 1040 khz. Non-directional.
Operating schedule: sunrise-sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51b, 51c, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 Eff 10/84—Rec'd 11/21/84.

- SPOT ANNOUNCEMENTS**
- | | | | | | | | | |
|--------|----|----|----|----|----|----|----|----|
| 1 min | 12 | 11 | 18 | 24 | 12 | 11 | 18 | 24 |
| 30 sec | 25 | 20 | 30 | 30 | 24 | 20 | 30 | 30 |

WQI (FM)

W-101

1947
TAMPA

Gannett Broadcasting Group



McGAVREN GUILD RADIO



Media Code 4 210 8167 0.00 Mid 009408-000
Gannett Broadcasting Group
504 Reo St., Tampa, FL 33609. Phone 813-876-0455, St. Petersburg, 442-0455.

PROGRAMMING DESCRIPTION

WQI (FM): Programmed for adults. MUSIC: Mix of current Adult Contemporary blended w/Pop hits of past. FEATURES: 2-man AM team w/humor, lifestyle features, weather & traffic. NEWS: at :55. SPORTS: at :25. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/5/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jay Cook.
Vice-President/Operations—Bob DeCarlo.
Vice-President/Sales—David F. Strubbe.
 - REPRESENTATIVES**
McGavren-Guild Radio.
 - FACILITIES**
ERP 100,000 w.; 100.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 503 ft. above average terrain.
 - AGENCY COMMISSION**
15% time only; 15th of following month.
 - GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 24a, 25a, 28b, 28c, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51b, 51c, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 81, 82.
- TIME RATES
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLFW

LIFE 680 AM

1946
ST. PETERSBURG
NRBA

Media Code 4 210 8175 3.00 Mid 009423-000
WLFW Radio/Central Broadcasting Corp.
9549 Koger Blvd. St. Petersburg, FL 33702. Phone 813-576-6868, Tampa phone, 813-229-6089.

PROGRAMMING DESCRIPTION

WLFW: Programming targeted at 35-64 demographic. MUSIC: Easy Listening. NEWS: stock market report & network news at :60. Rec'd 7/31/84.

- PERSONNEL**
President—Howard Grafman.
General Manager—William Dutcher.
Sales Manager—Ted Wolfe.
 - FACILITIES**
1,000 w.; 680 khz.
500 w. pre-sunrise; 205 w. post sunset.
Operating schedule: 6 am-local sunset or 2 hours after sunset. EST.
 - AGENCY COMMISSION**
15%; 20th of following month.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51c, 51d, 51e, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62d.
Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with The Wall Street Journal Radio Network.
- TIME RATES
- Eff—Rec'd 1/3/85.
- PACKAGE PLANS**
- | | | |
|--------|----------------------------|----------|
| | TAP | |
| 1 min | 1 ti 18+ | 1 ti 18+ |
| 30 sec | 45 35 30 sec | 35 25 |
| Fixed: | 1 min 60.00; 30 sec 50.00. | |

WMGG (FM)

MAGIC 96

1963
CLEARWATER



Media Code 4 210 8178 7.00 Mid 009400-000
Metroplex Communications of Tampa Bay, Inc.
51 S. Main Ave., Suite 96, Clearwater, FL 33575. Phone 813-461-9666, St. Petersburg, 813-461-9666, Tampa, 813-228-9666.

PROGRAMMING DESCRIPTION

WMGG (FM): MUSIC: current hits blended with hits from the 60's & 70's for young adult appeal. Emphasis on AIR PERSONALITIES. NEWS/weather/traffic in AM & PM drive. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
President/Metroplex Communications—Norman Wain.
Exec. Vice-Pres./Metroplex Comm.—Robert C. Weiss.
Pres. & Gen'l Mgr.—Jonathan Pinch.
General Sales Manager—Gary A. Weiss.
 - REPRESENTATIVES**
Major Market Radio Sales.
 - FACILITIES**
ERP 100,000 w.; 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 507 ft. above average terrain.
 - AGENCY COMMISSION**
15/5 cash in advance.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 52b, 51c, 51d, 51e, 52b, 53b, 54b, 55b, 56b, 57b, 58b, 59b, 60b, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Connecticut Radio Network.
- TIME RATES
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPLP

1966
PINELLAS PARK

News Talk



Media Code 4 210 8224 9.00 Mid 009410-000
Guy Gannett Broadcasting Services, Gannett Radio of Tampa Bay, Inc.
Box 570, Pinellas Park, FL 33565. Phone 813-392-2215, Tampa phone, 813-223-6465.

PROGRAMMING DESCRIPTION

WPLP: NEWS/weather/sports/talk. NEWS: from 5:30-9 am with CBS at :60 & Mutual at :30; local updates after CBS; update 6-7 pm. TALK: shows with Harry Cup M-F 9 am-noon; Tim Coles noon-3 pm; Ed Benedict 3-6 pm; Sports Talk 7-8 pm daily. FEATURES: specialty shows on auto, electronic repair, gardening, business, medical, computer, restaurant; hosts highlight wknd activities with

major network sporting events. SPORTS: NFL/USFL super bowl, world series, Mon Night Football, Wimbledon. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—Timothy Ames Williams.
Prog. Mgr./News Dir.—Don Richards.
Sales Manager—Michael Raymond.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w. days, 1,000 w. nights; 570 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with MBS.
Member: Florida Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/84—Rec'd 12/21/84.

AM Drive—Mon thru Fri 5-9 am.	1 min	30 sec
Midday—Mon thru Fri 9 am-3 pm.		
PM Drive—Mon thru Fri 3-7 pm.		
Sportstalk—Mon thru Fri 7-8 pm.		
PM Talk—Mon thru Fri 8 pm-midnight.		
Overnite—Mon thru Sun midnight-5 am.		
Weekend—Sat & Sun 5 am-midnight.		

GRID:	I	II	III	IV	I	II	III	IV
AM Drive	60	55	50	45	48	44	40	36
Mid	50	45	40	35	40	36	32	28
PMD	45	40	35	30	36	32	28	24
OVN	25	20	15	10	20	16	12	8
Wknd	40	35	30	25	32	28	24	20

Fixed position, extra 5.00.

- PACKAGE PLANS**
TAP—1/3AMD, 1/3MID, 1/3PMD

	1 min	30 sec
Ea	36	29
Ea	34	27
Ea	30	24
Ea	28	22
Ea	22	18
Ea	29	23

Fixed position, extra 5.00.
Equal rotation Mon thru Fri.
(*) Equal rotation Mon thru Sun.

- SPECIAL FEATURES**

GRID:	I	II	III	IV	I	II	III	IV
Pstlstk	40	35	30	25	32	28	24	20
PM Talk	35	30	25	20	28	24	20	16

Fixed position, extra 5.00.

WQYK-FM

WQYK 99

1958
ST. PETERSBURG

Media Code 4 210 8313 000 Mid 009413-000
Suncoast Stereo Corp.
Box 20087, St. Petersburg, FL 33742. Phone 813-576-6055, Tampa Phone, 813-224-0183.

- PERSONNEL**
President—William J. Edwards.
Vice Pres. & Gen'l Mgr.—Rod Brosig.
Program Director—Bill Jenkins.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. circular polarized; 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47c, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by the station.

(A)

WRBQ

1939
ST. PETERSBURG



EDENS BROADCASTING



Media Code 4 210 8315 000 Mid 009409-000
Edens Broadcasting, Inc.
5510 Gray St., Suite 130, Tampa, FL 33609. Phone 813-879-1420, St. Petersburg, 813-821-0708, TWX, 810-876-0858.

PROGRAMMING DESCRIPTION

WRBQ: Programmed for ages 12-54. MUSIC: Blend of current and recent gold hits. Year round contests. COMMERCIAL POLICY: Maximum 8 min. per hour. Contact Representative for further details. Rec'd 2/25/83.

- PERSONNEL**
General Manager—Michael D. Osterhout.
Operations Manager—Mason Dixon.
General Sales Manager—Luis D. Albertini.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 1380 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; all bills payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20b, 21a, 23a, 24b, 25a.
Contracts: 40a, 41, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRBQ-FM

1954
TAMPA



EDENS BROADCASTING

EASTMAN RADIO, INC.



Media Code 4 210 8317 100 Mid 009414-000
Edens Broadcasting, Inc.
5510 Gray St., Suite 130, Tampa, FL 33609. Phone 813-879-1420, St. Petersburg, 813-821-0708, TWX, 810-876-0858.

PROGRAMMING DESCRIPTION

WRBQ-FM: Programmed for ages 12-54. MUSIC: Blend of current and recent gold hits. Year round contests. COMMERCIAL POLICY: Maximum 8 min. per hour. Contact Representative for further details. Rec'd 2/25/83.

- PERSONNEL**
General Manager—Michael D. Osterhout.
Operations Manager—Mason Dixon.
General Sales Manager—Luis D. Albertini.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. circular polarized; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 555 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47b, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRXB

1957
ST. PETERSBURG

Media Code 4 210 8321 300 Mid 009415-000
WRXB
3000 34th St. S., Suite 206B, St. Petersburg, FL 33712.
Phone 813-864-1515, Tampa 223-5764.

- REPRESENTATIVES**
R. A. Lazar & Company.
Rates have been temporarily withdrawn by station.

WSST

1972
LARGO



Media Code 4 210 8347 800 Mid 009416-000
WSST Radio
800 S.E. 8th Ave., Box 800, Largo, FL 33541. Phone 813-581-9424.
1 min rate 1x: 20.00.

WSUN

1927
ST. PETERSBURG



Katz Radio



A Taft Company Station

Media Code 4 210 8370 000 Mid 009417-000
WSUN Radio
Mailing Address: Box 761, St. Petersburg, FL 33731.
9720 Executive Center Dr., Suite 200, St. Petersburg, FL 33702. Phone 813-576-6090, Tampa phone, 813-228-6090.

PROGRAMMING DESCRIPTION

WSUN: Programmed for adults, with emphasis on personalities & information. MUSIC: Modern Country. 5:30-10 am features music, news, 3 traffic reports per hr, sports & radar weather. NEWS: 12N-12:30 pm features block farm & Paul Harvey commentary. NEWS: Every hr at :60 & :30 plus updates at :15 & :45 during AM drive & morning block, 5-5:40 am with weather & AG reports. AP wire service. FEATURES: Sports talk Mon 7-8 pm & Paul Harvey. NFL Tampa Bay Buccaneers football. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ed Sander.
Programming Director—Carey Curelop.
General Sales Manager—Shawn Portmann.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 620 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; bills payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Product Protection
All reasonable care will be exercised to avoid the scheduling of advertising in an obviously competitive manner. It is the station's intent to provide at least 10 minutes separation between directly competitive products; however, liability for rebates, credits or makegoods is limited to those occasions when both commercials are originated by the station.
FM facilities: WYFN (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with RKO TIME.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTAN

1948
CLEARWATER

Media Code 4 210 8415 300 Mid 009418-000
Shore Broadcasting Inc.
200 Pierce Blvd., Clearwater, FL 33516. Phone 813-461-1341.

PROGRAMMING DESCRIPTION

WTAN: Programmed to 50+ audience. MUSIC: Stds, mix of 1/3 current, 2/3 Oldies; Sun 8 pm-1 am, Big Band Show. FEATURES: Sat talk show on gardening 9:05-11 am, investments 11:05 am-1 pm; talk show M-F 9-11 am & 11 am-noon; Big Band show M-F 12:30-3 pm; Big Band Bingo Mon 2-3 pm. SPORTS: live coverage of major league baseball plus local high school football; Miami Hurricanes football. NEWS: 30-min newscasts M-F 7:30 am, noon & 5 pm. Rec'd 9/24/84.

- PERSONNEL**
General Manager—Dennis D. Crabtree.
General Sales Manager—Kenneth Brombacher.
Operations Director—Jennifer Johnson.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11b, 12a, 13b, 15b, 15d.
Basic Rates: 20b, 21a, 21b.
Contracts: 40a, 42a, 43, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
1-min 22.00; 30-sec 18.00.

WTIS

1946
TAMPA

Media Code 4 210 8460 900 Mid 009419-000
Forus Communications of Florida, Inc.
311 112th Ave. N.E., St. Petersburg, FL 33702. Phone 813-576-2234, Tampa 224-0708.
Rates have been temporarily withdrawn by station.

WTMP

1954
TAMPA

Media Code 4 210 8505 100 Mid 009420-000
Westerville Communications
Box 1101, 5207 Washington Blvd., Tampa, FL 33601.
Phone 813-626-4108.
Rates have been temporarily withdrawn by station.

WTYM

Tampa's #1 in SPANISH

Strategy Research May 1984

WTYM

1950
TAMPA



Media Code 4 210 8515 000 Mid 009421-000
WTYM
1711 W. Kennedy Blvd., Tampa, FL 33606. Phone 813-254-1300.

PROGRAMMING DESCRIPTION

WTYM: Programmed in Spanish for all ages. MUSIC: MOR popular Spanish. Features: news, Spanish Novelas (soap operas); community interest. SPORTS: complete schedules of NFL Buccaneers & USFL Bandits. Contact Representative for further details. Rec'd 11/30/83.

- PERSONNEL**
President—Myles P. Berkman.
General Manager—Monroe E. Berkman.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1300 khz. Directional.
Operating schedule: Mon-Fri 6 am-midnight; Sat & Sun 24 hours. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 22b, 24a, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 60k, 61c, 62d.
Cancellation: 70a, 70d, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 29 Eff 7/15/84—Rec'd 8/29/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

PER WK, 30 SEC:	6 ti	12 ti	18 ti	24 ti
AAA	30	25	23	20
AA	25	23	20	18
A	20	20	18	16

1 min: Extra 20%.

- PACKAGE PLANS**
ROS: AA rates apply.
- SPECIAL FEATURES**
News & special features—extra 50%.

(A)

WVTV

(formerly WFNN)
1954
DUNEDIN



Media Code 4 210 8520 000 Mid 009424-000
Bay Area Communications, Inc.
Box 1961, Dunedin, FL 33528. Phone 813-447-0571, 849-1065.

- REPRESENTATIVES**
Hillier, Newark, Wechsler & Howard.
1 min rate 1x: 30.00.

WVTY-FM

1979
HOLIDAY



Media Code 4 210 8520 000 Mid 009406-000
Variety Broadcasting, Inc.
1473 Springer Rd., Port Richey, FL 33568. Phone 813-849-1065.

FLORIDA

Tampa-St. Petersburg—cont
WVTV-FM—cont

- 2. REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
 1 min rate 1x: 30.00.

WWBA (FM)

WWBA Radio

1965
 ST. PETERSBURG

Republic Radio



NRBA

Media Code 4 210 8526 7.00 Mid 009422-000
 Metromedia Stereo, a Div. of Metromedia, Inc.
 Koger Executive Center, Suite 200, Box 22000, St.
 Petersburg, FL 33742. Phone 813-576-1073, Tampa
 phone, 813-229-8650.

PROGRAMMING DESCRIPTION
 WWBA (FM): MUSIC: Beautiful. COMMERCIAL POLICY:
 limit 7 unites/hr. NEWS: at :60; live Wall Street Journal
 Report 6 am-8 pm. Contact Representative for further
 details. Rec'd 9/26/84.

- 1. PERSONNEL**
 General Manager—Bill Burns.
 General Sales Manager—Richard Roslow.
 Program Director—David McKay.

- 2. REPRESENTATIVES**
 Republic Radio Sales, Inc.

- 3. FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 649 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15%; 20th of following month.

- 5. GENERAL ADVERTISING See coded regulations**
 General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 15a, 15b, 16.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 29a, 30,
 33a.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 60h, 60j.
 Cancellation: 70a, 70c, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80.
 Affiliated with The Wall Street Journal Radio network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WXCR (FM)

1983
 SAFETY HARBOR

Media Code 4 210 8534 1.00 Mid 034844-000
 Tampa Bay Concert Radio, Inc.
 Box 8, Safety Harbor, FL 33572. Phone 813-797-9927,
 Tampa, 223-3692.

PROGRAMMING DESCRIPTION
 WXCR (FM): MUSIC: Classics, 90% light & up-beat.
 FEATURES: Sat Broadway; Sun nite opera; 10% devoted
 to interviews w/local & internat'l performing artists.
 NEWS: local & nat'l business reports; M-F UPI hrly. Con-
 tact Representative for further details. Rec'd 11/19/84.

- 1. PERSONNEL**
 General Manager—Dan L. Johnson.
 Station Manager—Jo Johnson.
 Sales Manager—Paul Tappin.

- 2. REPRESENTATIVES**
 Concert Music Broadcast Sales, Inc.

- 3. FACILITIES**
 ERP 1700 w. (horiz.), 1700 w. (vert.); 92.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 400 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15%.

- 5. GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3d, 4a, 4c, 5, 6a.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15d, 15e,
 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30,
 31.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51b,
 51c.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i,
 60k, 61a, 61b, 62b, 62c, 62d, 62e.
 Cancellation: 70a, 70b, 70c, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WYNF (FM)

95FM

1970
 TAMPA



NRBA

A Taft Station

Media Code 4 210 8543 2.00 Mid 009425-000
 Taft Broadcasting Co.
 9720 Executive Center Dr., Suite 200, St. Petersburg, FL
 33702. Phone 813-576-6090, 228-6090.

PROGRAMMING DESCRIPTION
 WYNF (FM): Programmed for adults 18-34. MUSIC: cur-
 rent hit albums & classic album trax. 6 personalities.
 NEWS: 5-min at :20 & :50 between 6 & 10 am. Contact
 Representative for further details. Rec'd 2/18/81.

- 1. PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Christopher J. Wheat.
 Sales Manager—Wayne Greenberg.
 Program Director—Tim Smith.

- 2. REPRESENTATIVES**
 Katz Radio.

- 3. FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mhz.
 Stereo.
 Operating schedule: 24 hours. EST.
 Antenna ht.: 1,460 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15/10 time only; all bills payable when rendered.

- 5. GENERAL ADVERTISING See coded regulations**
 General: 2b, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
 Basic Rates: 20b, 21a, 23a, 24b, 25a.
 Contracts: 40a, 41, 45, 46, 47a, 51c.
 Comb.; Cont. Discounts: 60a, 60i, 60g, 60j.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WSUN.
 Affiliated with ABC FM Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WYOU

1965
 TAMPA

Spanish Entertainment & Information

Media Code 4 210 8550 7.00 Mid 009426-000
 WYOU Radio Inc.
 1333 W. Cass St., Box 1988, Tampa, FL 33601. Phone
 813-253-6071.

PROGRAMMING DESCRIPTION
 WYOU: MUSIC: Popular blend of Latin music incl Current
 Hits & Latin hits of past; all music segments hosted by
 AIR PERSONALITIES. NEWS: Blocks noon-12:30 pm &
 4:30-5 pm; 3-man staff with direct reports other news
 centers; UPI Spanish. FEATURES: 1/2 hr soap opera 10
 am & 1 pm; 1/2 hr comedy show 4 pm. Contact
 Representative for further details. Rec'd 5/1/84.

- 1. PERSONNEL**
 Vice-Pres., Gen'l & Nat'l Sales Mgr.—John W. Rhea.
 Prog. & News Dir.—Jorge Suarez.
 Music Director—Jorge Capdevica.

- 2. REPRESENTATIVES**
 Lotus-Albertini Hispanic Reps.

- 3. FACILITIES**
 10,000 w. days; 1550 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.

- 4. AGENCY COMMISSION**
 15/10 time only; payable in 30 days.

- 5. GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
 Basic Rates: 20a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26,
 28b, 29a, 30, 31, 33c.
 Contracts: 40a, 41, 42d, 44a, 45, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60d, 61a, 62b.
 Cancellation: 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WZNE (FM)

1968
 CLEARWATER



Christal Radio



Media Code 4 210 8561 4.00 Mid 009412-000
 DKM Broadcasting Corp.
 Mailing Address: Box 4809, Clearwater, FL 33518.
 8320 Starkey Rd., Seminole, FL 33543. Phone 813-391-
 9988, Tampa Phone, 813-224-0742.

PROGRAMMING DESCRIPTION
 WZNE (FM): Programming for adults & young adults 18-
 49. MUSIC: Contemporary Hit Radio. Contact
 Representative for further details. Rec'd 6/20/84.

- 1. PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Don Hibbits.
 General Sales Manager—Kevin Malone.
 Program Director—Bob Kaghan.
- 2. REPRESENTATIVES**
 Christal Radio.
- 3. FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 639 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15/10 time only; net 10 days.
- 5. GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 12h.
 Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73d.
 Affiliated with Katz Radio Group Network.
 Affiliated with NBC-The Source.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

Titusville

Brevard County—Map Location G-7
 See SRDS Consumer market map and data at beginning of
 the state.

WAJX (FM)

1968
 TITUSVILLE

Dora-Clayton Agency, Inc.
 ADVERTISING REPRESENTATIVES

Media Code 4 210 8572 1.00 Mid 009427-000
 Ogden Broadcasting of Florida, Inc.
 1500 Queen St., Box 1060, Titusville, FL 32781. Phone
 305-267-2141.

PROGRAMMING DESCRIPTION
 WAJX (FM): Programmed for adults 25-54. MUSIC: TM's
 Adult Contemporary. NEWS: extensive local; ABC En-
 tertainment updates at :50; stock market reports. FEAT-
 URES: Florida Trend Magazine; Canadian news;
 Movie news; Kennedy Space Center launches & landings;
 heavy community involvement. SPORTS: Titusville & As-
 tronaut High School football & basketball play-by-play.
 Contact Representative for further details. Rec'd 8/24/
 84.

- 1. PERSONNEL**
 President—G. Ogden Nutting.
 Vice-President—R. David Ridgeway.
 General Manager—Sebastian Russo.

- 2. REPRESENTATIVES**
 Dora-Clayton Agency, Inc.

- 3. FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 350 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15%.
- 5. GENERAL ADVERTISING See coded regulations**
 AM facilities: WAMT.

TIME RATES

- No. 4 Eff 9/1/84—Rec'd 8/24/84.

- 6. SPOT ANNOUNCEMENTS**
 6-10 AM & 3-7 PM
- | | | | |
|--------------|-------|-------|-------|
| PER WK: | 1 ti | 19 ti | 36-49 |
| 1 min | 21.15 | 16.45 | 11.75 |
| 30 sec | 16.90 | 13.15 | 9.40 |
| | BTA | | |
| 1 min | 14.10 | 11.75 | 9.40 |
| 30 sec | 11.30 | 9.40 | 7.50 |
| | (CR) | | |

WAMT

1957
 TITUSVILLE

Dora-Clayton Agency, Inc.
 ADVERTISING REPRESENTATIVES

Media Code 4 210 8595 2.00 Mid 009428-000
 Ogden Broadcasting of Florida, Inc.
 1500 Queen St., Box 1060, Titusville, FL 32781. Phone
 305-267-1060.

PROGRAMMING DESCRIPTION
 WAMT: Programmed for adults 25-54. MUSIC: Drake-
 Chenault's Great American Country. NEWS: local & ABC
 Direction at :60; stock market reports; weather 2x/hr.
 FEATURES: daily Country Calendar; American Country
 Countdown wknds; Kennedy Space Center shuttle
 launches & landings; heavy county involvement.
 SPORTS: U of Florida Gators football; NFL Miami
 Dolphins football; USFL Tampa Bay Bandits. Contact
 Representative for further details. Rec'd 8/24/84.

- 1. PERSONNEL**
 President—G. Ogden Nutting.
 Vice-President—R. David Ridgeway.
 General Manager—Sebastian Russo.

- 2. REPRESENTATIVES**
 Dora-Clayton Agency, Inc.

- 3. FACILITIES**
 10,000 w. days, 4,000 w. nights; 1060 khz. Directional.
 Operating schedule: 24 hours daily. EST.

- 4. AGENCY COMMISSION**
 15%.
- 5. GENERAL ADVERTISING See coded regulations**
 FM facilities: WAJX (FM).

TIME RATES

- Eff 9/1/84—Rec'd 8/24/84.

6. SPOT ANNOUNCEMENTS

	6-10 AM & 3-7 PM		
PER WK:	1 ti	19 ti	36-49
1 min	23.50	18.80	14.10
30 sec	18.80	15.05	11.30
	BTA		
1 min	16.45	14.10	11.75
30 sec	13.15	11.30	9.40
	(CR-2)		

WRKT

1959
 COCOA BEACH

WRKT-FM

1962
 COCOA BEACH

Mid 009173-000

See listing under city of license.

Valparaiso-Niceville

Okaloosa County—Map Location B-3
 See SRDS Consumer market map and data at beginning of
 the state.

Stations located within the combined coverage area are
 consolidated under multiple city headings. This is not to
 imply that all of the stations provide equal coverage of
 the entire area or cities involved. It is part of the time
 buying function to determine the extent of individual
 station coverage, audience delivered, etc. within the
 area.

WFSH

1959

VALPARAISO-NICEVILLE

Mid 009429-000

See SRDS Spot Radio Small Markets Edition.

Venice

Sarasota County—Map Location F-8
 See SRDS Consumer market map and data at beginning of
 the state.

See Sarasota-Bradenton
 (including Venice)

Vero Beach

Indian River County—Map Location H-7
 See SRDS Consumer market map and data at beginning of
 the state.

WAVV (FM)

1979
 VERO BEACH



NRBA

Media Code 4 210 8707 3.00 Mid 009430-000
 Rowland Stereo Radio, Inc.
 Box 489, Vero Beach, FL 32960. Phone 305-562-5085.
 Studio: 7300 N. Federal Hwy., Ft. Pierce, FL 33450.
 Phone 305-465-7825.

PROGRAMMING DESCRIPTION
 WAVV: Programmed for adults 25-54. MUSIC: Modern
 Country interspersed w/cross-over Rock selections.
 NEWS: AP & local at :60. SPORTS: headlines hrly, 2-way
 radio equipped news cars. Contact Representative for
 further details. Rec'd 9/7/79.

- 1. PERSONNEL**
 Pres. & Gen'l Mgr.—Robert T. Rowland.
 General Sales Manager—Doug Peralta.

- 2. REPRESENTATIVES**
 Weiss & Powell, Inc.

- 3. FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 350 ft. above average terrain.

- 4. AGENCY COMMISSION**
 15%.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 8/27/84.
 AAA—Mon thru Sat 6-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6
 am-7 pm.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|--------------|-----------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 24.00 | 23.00 | 22.00 | 21.00 |
| 30 sec | 19.25 | 18.50 | 17.75 | 17.00 |
| | AA | | | |
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 22.00 | 21.00 | 20.00 | 19.00 |
| 30 sec | 17.75 | 17.00 | 16.00 | 15.25 |
| | (SMD) (D) | | | |

WAXE

1954

VERO BEACH

Mid 009431-000

See SRDS Spot Radio Small Markets Edition.

WGYL (FM)1970
VERO BEACH

Mid 009432-000

See SRDS Spot Radio Small Markets Edition.

WTTB1954
VERO BEACH

Mid 009433-000

See SRDS Spot Radio Small Markets Edition.

WauchulaHardee County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.**WAUC**1958
WAUCHULA

Mid 009434-000

See SRDS Spot Radio Small Markets Edition.

West Palm Beach(including Boca Raton, Boynton Beach, Jupiter, Lake Worth, Palm Beach, Riviera Beach)
Palm Beach County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KGR (FM)1961
FORT PIERCE**Contemporary**

(This is a paid duplicate of the listing under Fort Pierce, Florida.)

Media Code 4 210 2305 2.00 Mid 009218-000
Gulfstream Broadcasting Co., Inc.
600 Atlantic Ave., Fort Pierce, FL 33450. Phone 305-461-0099.**PROGRAMMING DESCRIPTION**

KGR (FM): MUSIC: Contemporary Rock, music drawn from Adult Contemporary, Contemporary & Rock formats; specifically programmed for 20-49 demo. Contact Representative for further details. Rec'd 3/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Garret Clancy.
General Sales Manager—Martin Perrone.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 100,000 w.; 98.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; 10th of following month.
- TIME RATES**
- Eff—Rec'd 12/22/83.
- AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 10 am-6 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun 8 pm-midnight; Sat & Sun 6-10 am.

- SPOT ANNOUNCEMENTS**
AAA AA A AAA AA A
1 min 45 40 37 30 sec 40 35 32
(D)

WCGY1948
WEST PALM BEACH**Katz Radio**

A Curt Gowdy Station

Media Code 4 210 8865 9.00 Mid 009436-000
Curt Gowdy Broadcasting Corp.
2406 S. Congress Ave., West Palm Beach, FL 33406.
Phone 305-965-5500.**PROGRAMMING DESCRIPTION**

WCGY: Programmed for adults. MUSIC: Blend of songs from past 25 yrs; recent & current Pop Adult hits. NEWS: expanded to 1/2 hr during drive; entertainment & information features. SPORTS: play-by-play baseball; Dolphins & college football. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
President—Curt Gowdy.
General Manager—Jim Connor.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 850 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only

- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10i, 11i, 12i, 13i, 14g, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 82.
FM facilities: WEAT-FM.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDBF**WDBF/1420**1954
DELRAY BEACH**CBS Radio Network****Big Band****NRBA**

(This is a paid duplicate of the listing under Delray Beach, Florida.)

Media Code 4 210 1575 1.00 Mid 009192-000
Quality Broadcasting Corp.
Box 1420, Delray Beach, FL 33444. Phone 305-278-1420.**PROGRAMMING DESCRIPTION**

WDBF: Programmed for adults 35-64. MUSIC: Big Band format. NEWS: network & local at :60, extended in AM & PM drive. FEATURES: heavy audience/community involvement, audience quizzes, contests, women's program, AIR PERSONALITIES; remotes. Weather, stocks, general information features. SPORTS: pro, college & high school football; auto races; drivetime sportscasts by sports director. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
Pres. & Nat'l Sales Mgr.—Victor M. Knight.
Program Manager—Ted Knight.
Operation Manager—Jeff Rudolph.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1420 khz. Directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 33a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60d, 60e.
Affiliated with CBS Radio Network.

TIME RATES**NATIONAL AND LOCAL RATES SAME**

No. 19 Eff 10/1/79—Rec'd 12/10/79.

AA—Mon thru Fri 6-9 am & 3-6 pm & all fixed position
adjacencies to news & program features.
A—Mon thru Fri 9 am-3 pm; Sat & Sun all day with 30%
in AA if available.

PER	CLASS AA					
	1 min		30 sec		15/0	
WK:	1 ti	21 ti	41+	1 ti	21 ti	41+
4 wk	18.00	17.00	16.00	17.00	16.00	15.00
13 wk	17.50	16.50	15.50	16.50	15.50	14.50
26 wk	16.00	14.50	13.50	15.00	14.00	12.50
52 wk	14.50	13.50	12.50	13.00	12.00	11.00

CLASS A/B/T

PER	CLASS A/B/T					
	1x		50x		105x	
1 min	17.00	16.50	16.00	15.50	15.00	14.50
30 sec	15.00	14.50	14.00	13.50	13.00	12.50

(*) 520-1000x

- PROGRAM TIME RATES**

BT:	1x	27x	53x	106x	261x	(*)
1 hr	120	116	112	110	106	100
1/2 hr	69	66	64	62	60	58
1/4 hr	49	47	45	43	41	39
5 min	28	26	24	23	21	20

(*) 520-1000x.

WEAT-FM1969
WEST PALM BEACH**Katz Radio**

A Curt Gowdy Station

Media Code 4 210 8866 7.00 Mid 009437-000
Curt Gowdy Broadcasting Corp.
2406 S. Congress Ave., West Palm Beach, FL 33406.
Phone 305-965-5500.**PROGRAMMING DESCRIPTION**WEAT-FM: Programmed for adults. MUSIC: Popular, Standard & current Easy Listening programmed in uninterrupted segments. NEWS: capsules at :60.
COMMERCIAL POLICY: 4 commercial breaks/hr. Contact Representative for further details. Rec'd 4/20/84.

- PERSONNEL**
President—Curt Gowdy.
General Manager—Jim Connor.

2. REPRESENTATIVES

- Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10i, 11i, 12i, 13i, 14g, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 82.
AM facilities: WCGY.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIRK-FM1965
WEST PALM BEACH**M^cGAVREN GUILD RADIO**Media Code 4 210 8956 6.00 Mid 009439-000
Atlantic Broadcasting Corp.
Box 15768, West Palm Beach, FL 33416. Phone 305-965-9211.**PROGRAMMING DESCRIPTION**

WIRK-FM: MUSIC: Modern country. NEWS: AP audio & local staff, sports, stock reports, weather & contests within musical segments. Contact Representative for further details. Rec'd 10/5/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James L. Barnette.
General Sales Manager—Stephen L. Berger.
- REPRESENTATIVES**
McGavren-Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-midnight Mon thru Sat. For simulcast facilities see WIRK.
- AGENCY COMMISSION**
15/0 net time; rendered monthly.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WPCK.
Affiliated with McGavren Guild Radio Network.
Sold in combination with WIRK. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WJNO1936
WEST PALM BEACH**BLAIR RADIO**A Fairbanks Station
Media Code 4 210 9000 2.00 Mid 009440-000
Fairbanks Broadcasting Co.
Box 189, 1500 N. Flagler Dr., West Palm Beach, FL 33402. Phone 305-838-4300.**PROGRAMMING DESCRIPTION**

WJNO: News & Talk/Info. Live news performers handle all news segments; nat'l networks plus network commentators. Contact Representative for further details. Rec'd 1/31/84.

- PERSONNEL**
President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—George Mills.
Sales Manager—Warren Chiavaroli.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 22b, 23a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62d, 62e.
Cancellation: 70c, 71a, 73b.
Prod. Services: 82.
FM facilities: WRMF (FM).
Affiliated with CBS Radio Network.
Affiliated with Blair Represented Network.
Affiliated with ABC Entertainment Radio Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.
Member: Florida Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKAO1973
BOYNTON BEACHMedia Code 4 210 9022 6.00 Mid 009441-000
Beach Broadcasting Co., Inc.
Box 1510, Boynton Beach, FL 33435. Phone 305-737-5000, 276-1510.
Rates have been temporarily withdrawn by station.**WKQS (FM)**1965
BOCA RATONHILLIER, NEWMARK, WECHSLER & HOWARD
A Sunshine Wireless Co., Inc. StationMedia Code 4 210 9033 3.00 Mid 009442-000
Sunshine Wireless Co., Inc.
Business Office and Studio: 9881 Sheridan St., Hollywood, FL 33024. Phone 305-431-6200, Dade, 621-4300, Palm Beach, 482-5477.**PROGRAMMING DESCRIPTION**

WKQS (FM): Programmed for adults & young adults. MUSIC: Continuous country. COMMERCIAL POLICY: 10 commercial units per hr. Contact Representative for further details. Rec'd 1/26/83.

- PERSONNEL**
President—Dan Cohen.
Vice President—Jeffrey Greenhawt.
Sales Manager—Ray Perry.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 28c, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60k, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81.
AM facilities: WLOY. Fort Lauderdale-Hollywood.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLIZ1959
LAKE WORTHMedia Code 4 210 9045 7.00 Mid 009443-000
WLIZ Radio
1939 Seventh Ave. North, Lake Worth, FL 33461. Phone 305-585-5533.
1 min rate 1x: 10.00.**WNGS (FM)**1975
WEST PALM BEACHMedia Code 4 210 9063 0.00 Mid 009444-000
Pearl Broadcasting, Inc.
Mailing Address: Box 669, West Palm Beach, FL 33402.
301 Broadway, Riviera Beach, FL 33404. Phone 305-844-6343.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 36.00.

FLORIDA

West Palm Beach—cont

WNJY (FM)

1971
RIVIERA BEACH



Christal Radio

NRBA

Media Code 4 210 9072 1.00 Mid 009445-000
Lapin Communications-Fla. Inc.
100 W. Blue Heron Blvd., Box 10386, Riviera Beach, FL
33404. Phone 305-842-4616.

PROGRAMMING DESCRIPTION

WNJY (FM): Programmed for upscale 35+ adult. MUSIC: "The Music of Your Life." Hits of 40's-80's presented by live AIR PERSONALITIES on all day parts. NEWS: full service 24 hrs daily; business & financial news & weather every 15 min. Contact Representative for further details. Rec'd 6/23/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Joseph Nuckols.
Operations Manager—Bud Davies.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10i, 11i, 12i, 13i, 14g, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c,
29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPBR

1941
PALM BEACH

News/Talk



Media Code 4 210 9082 0.00 Mid 009446-000
WPBR, Inc.
3000 S. Ocean Blvd., Box 1340, Palm Beach, FL 33480.
Phone 305-582-7401.

PROGRAMMING DESCRIPTION

WPBR: Programmed for adults 25+. NEWS: network at :50 followed by local news, sports & weather. Nat'l & local headlines at :30. News block 7-9 am. TALK: air personalities handle all segments featuring news, weather, sports, public affairs, commentary, analysis, discussion, celebrity & newsmaker interviews, telephone call-ins, stock market reports, consumer reports, fishing & marine reports, movie & book reviews. Contact Representative for further details. Rec'd 6/7/76.

- PERSONNEL**
Pres. & Gen'l Mgr.—Everett H. Aspinwall, Jr.
Program Director—Valerie R. Aspinwall.
Sales Manager—Harvey Murphey.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a,
26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with ABC Talkradio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPCK

1947
WEST PALM BEACH



Media Code 4 210 9091 1.00 Mid 009438-000
Atlantic Broadcasting Corp.
Box 15768, West Palm Beach, FL 33416. Phone 305-965-
9211.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WPOM

1959
RIVIERA BEACH



Urban Contemporary

NRBA

Media Code 4 210 9100 0.00 Mid 009447-000
Riviera Communications Inc.
4286 Uptowne Ln., West Palm Beach, FL 33407.
Phone 305-686-8000.

PROGRAMMING DESCRIPTION

WPOM: Urban Contemporary adult, disco. Contact Representative for further details. Rec'd 12/2/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rodney G. Dore.
Program Director—James M. Howie.
News Director—Lawrence White.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w.; 1600 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 42a, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Sheridan Broadcasting Network.

TIME RATES
Eff 3/1/82—Rec'd 3/15/82.

- SPOT ANNOUNCEMENTS**
MON-SAT 6-10 AM & 3-7 PM
GRID: 1 2 3 4 5
1 min 31 28 25 22 19
30 sec 25 22 20 18 15
MON-SAT 10 AM-3 PM & 7 PM-MIDNIGHT
1 min 28 25 22 19 16
30 sec 22 20 18 15 13
ALL OTHER TIMES
1 min 27 24 21 18 15
30 sec 21 19 17 14 12

WRMF (FM)

1957
PALM BEACH



BLAIR RADIO



A Fairbanks Station

NRBA

Media Code 4 210 9142 2.00 Mid 009448-000
Fairbanks Communications Co., Inc.
Box 189, 1500 N. Flagler Dr., West Palm Beach, FL
33402. Phone 305-838-4300.

PROGRAMMING DESCRIPTION

WRMF (FM): Adult contemporary, contests & promotions. NEWS, sports & traffic commitment in AM & PM drive. PERSONALITIES in all day parts. Adults 24-54, featuring hits of the present & past. Contact Representative for further details. Rec'd 1/31/84.

- PERSONNEL**
Gen'l Mgr. & Vice-Pres.—George Mills.
Sales Manager—Donald Loughran.
Program Director—Russ Morley.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 22b, 23a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 62d, 63c.
Cancellation: 70c, 71a, 73b.
Prod. Services: 82.
AM facilities: WJNO.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSBR

1965
BOCA RATON



Media Code 4 210 9185 1.00 Mid 009449-000
Goldcoast Communications Inc.
5700 N. Federal Hwy., Boca Raton, FL 33431. Phone
305-997-0074.

PROGRAMMING DESCRIPTION

WSBR: News, soft music, sports programmed for adults 30-64. MUSIC: Easy Listening of 40's, 50's, 60's, 70's, 80's. NEWS: nat'l/local 5:30-9 am, noon-1 pm, 4-7 pm plus UPI & AP. SPORTS: USFL, NFL, N.E. Patriots, baseball, masters golf, Kentucky Derby, Belmont Stakes, US tennis, NCAA basketball. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
President—Sam Cook Digges.
Vice-Pres./Ass't. Gen'l Mgr.—Kevin Kelly.
Operations Manager—Paul Beers.
- FACILITIES**
1,000 w. days, 500 w. nights; 740 khz. Directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Affiliated with CBS Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- Eff 8/1/83—Rec'd 11/23/83.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
 - SPOT ANNOUNCEMENTS**
— 1 min — - 30 sec —
AAA AA A AAA AA A
12 ti 40 38 28 32 30 22
18 ti 38 36 26 30 28 20
24 ti 36 34 24 28 26 19
 - PACKAGE PLANS**
TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM
1 min 34 32 30
30 sec 27 25 24
ROS—MON THRU SUN
1 min 28 26 24
30 sec 22 20 19
 - PARTICIPATING PROGRAMS**
Paul Harvey rotation—Mon thru Sat 13-wk minimum 8:30 & 10:00 am, 12:06, 2:06 & 6:40 pm, ea 50.00.
Words & Music—Mon thru Sat minimum 13 wks rotating 1 hr sponsorship 7 pm-midnight, incl open plus 6 spots, ea 100.00.
 - SPECIAL FEATURES**
CBS World News Roundup, M-Sat/Gordon Williams, M-F/Local News Sponsorship, ea 40.00.

WVSI

1968
JUPITER
WVSI-FM



Media Code 4 210 9227 1.00 Mid 009435-000
R & R Broadcasting Corp.
10 N. Delaware Ave., Jupiter, FL 33458. Phone 305-746-
5191.
Rates have been temporarily withdrawn by station.

Williston

Levy County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WJRQ (FM)

1983
WILLISTON



Media Code 4 210 9248 7.00 Mid 034484-000
WJRQ Broadcasting, Inc.
3181 N.W. 13th St., Gainesville, FL 32609. Phone 904-
371-3692.

PROGRAMMING DESCRIPTION

WJRQ (FM): MUSIC: Modern Country. Satellite Music Network. NEWS: network at :50. local headlines, sports & weather at :20. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: max. 10 min/hr. Rec'd 9/5/84.

- PERSONNEL**
Vice-President—Jim Shields.
General Manager—Bob Brown.
Program Director—John Boyer.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 525 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.

TIME RATES

- No. 4 Eff 11/1/84—Rec'd 1/3/85.
Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.

(*)—Mon thru Fri 6 am-7 pm; Sat 6 am-3 pm.
Midday—Mon thru Fri 10 am-3 pm; Sat 3-7 pm.
Evening—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Drive	17 16 15 14 13 12	12 11 10 9 8 7
(*)	15 14 13 12 11 10	10 9 8 7 6 5
Midday	13 12 11 10 9 8	8 7 6 5 4 3
Evening	11 10 9 8 7 6	6 5 4 3 2 1

10 sec: 60% of 1-min.

7. PACKAGE PLANS

	1 min	12 ti	18 ti	24 ti	30 sec	12 ti	18 ti	24 ti
1 min	14	13	12	30 sec	11	10	9	
10 sec: 60% of 1-min.								

(SMD)(CR)

Winter Garden

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WOKB

1958
WINTER GARDEN

Media Code 4 210 9270 1.00 Mid 009450-000
Lesli Broadcasting Co., Inc.
1111 S. Division Ave., Orlando, FL 32805. Phone 305-
841-1600.

PROGRAMMING DESCRIPTION
WOKB: MUSIC: black adult contemporary. NEWS: network & local 2x hrly. SPORTS: high school & college. Contact Representative for further details. Rec'd 3/23/83.

- PERSONNEL**
General Manager—Arnold Schorr.
Sales Manager—Diane Chenault.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1600 khz. Directional. Separate patterns day & night.
Operating schedule: 24 hours daily EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.

TIME RATES
Eff—Rec'd 8/1/84.

	1 min	30 sec
Drive	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	40 38 36 36 34 32
Midday/Evening	10 am-3 pm & 7 pm-midnight.	37 35 33 33 31 29

15% time only.

6. SPOT ANNOUNCEMENTS

Winter Haven

(including Cypress Gardens)
Polk County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.



WGTO-AM54

WGTO

1955
CYPRESS GARDENS



Media Code 4 210 9280 0.00 Mid 009451-000
Hubbard Broadcasting, Inc.
Business Office (and Studio):
Box 123, Cypress Gardens, FL 33880. Phone 813-324-
5400.

PROGRAMMING DESCRIPTION
WGTO: Programmed for adults 18+. MUSIC: Country, Modern & Traditional Country plus late releases. NEWS: network at :55 followed by 5 min local news, weather & sports; weather hrly at :36 plus continuous area radar reports. SPORTS: hrly at :26. FARM: citrus/agri-business/livestock/markets/weather at 6, 7 am, & noon. Contact Representative for further details. Rec'd 8/29/83.

- PERSONNEL**
President—Stanley S. Hubbard.
General Manager—Jim Bocock.
General Sales Manager—Dick Bennick.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w. days; 1,000 w. nights; 540 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 66 Eff 9/1/83—Rec'd 8/29/83.

AAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Sun 10 am-3 pm.
B—Mon thru Fri 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
Wk:	AAA	AA	A	B	AAA	AA	A	B
1 ti	35	33	31	29	22	21	20	19
6 ti	32	30	28	26	20	19	18	17
12 ti	29	27	25	23	18	17	16	15
18 ti	22	20	18	16	15	14	13	12
24 ti	23	21	19	17	14	13	12	11

7. PACKAGE PLANS

PER WK:	TAP					
	1 ti	6 ti	12 ti	18 ti	24 ti	
1 min	32	29	26	23	20	
30 sec	21	19	17	15	13	

(SMD) (CR) (A)

WPCV (FM)

1963
WINTER HAVEN



Media Code 4 210 9290 9.00 Mid 009452-000
Hall Communications, Inc.
Box 2038, Lakeland, FL 33806. Phone 813-682-8184.

PROGRAMMING DESCRIPTION

WPCV (FM): MUSIC: Contemporary country mixed with compatible past hits. NEWS: Local news & weather at :51 daily; agri-reports daily. SPORTS: Daily reports, Tampa Bay Buccaneers, Country Calendar & Super Star Weekends featured. Contact Representative for further details. Rec'd 5/22/84.

1. PERSONNEL

General Manager—Arthur J. Rowbotham.
Program Director—Dave Wright.
Operations Manager—Nancy Cattarius.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 499 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WONN, Lakeland.
Member: Florida Farm Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D)

WSIR

1947
WINTER HAVEN

Mid 009453-000

See SRDS Spot Radio Small Markets Edition.

WYXY

1958
CYPRESS GARDENS

Mid 009454-000

See SRDS Spot Radio Small Markets Edition.

Winter Park

Orange County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Orlando

(including Pine Castle-Sky Lake, Winter Park)

Zephyrhills

Pasco County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

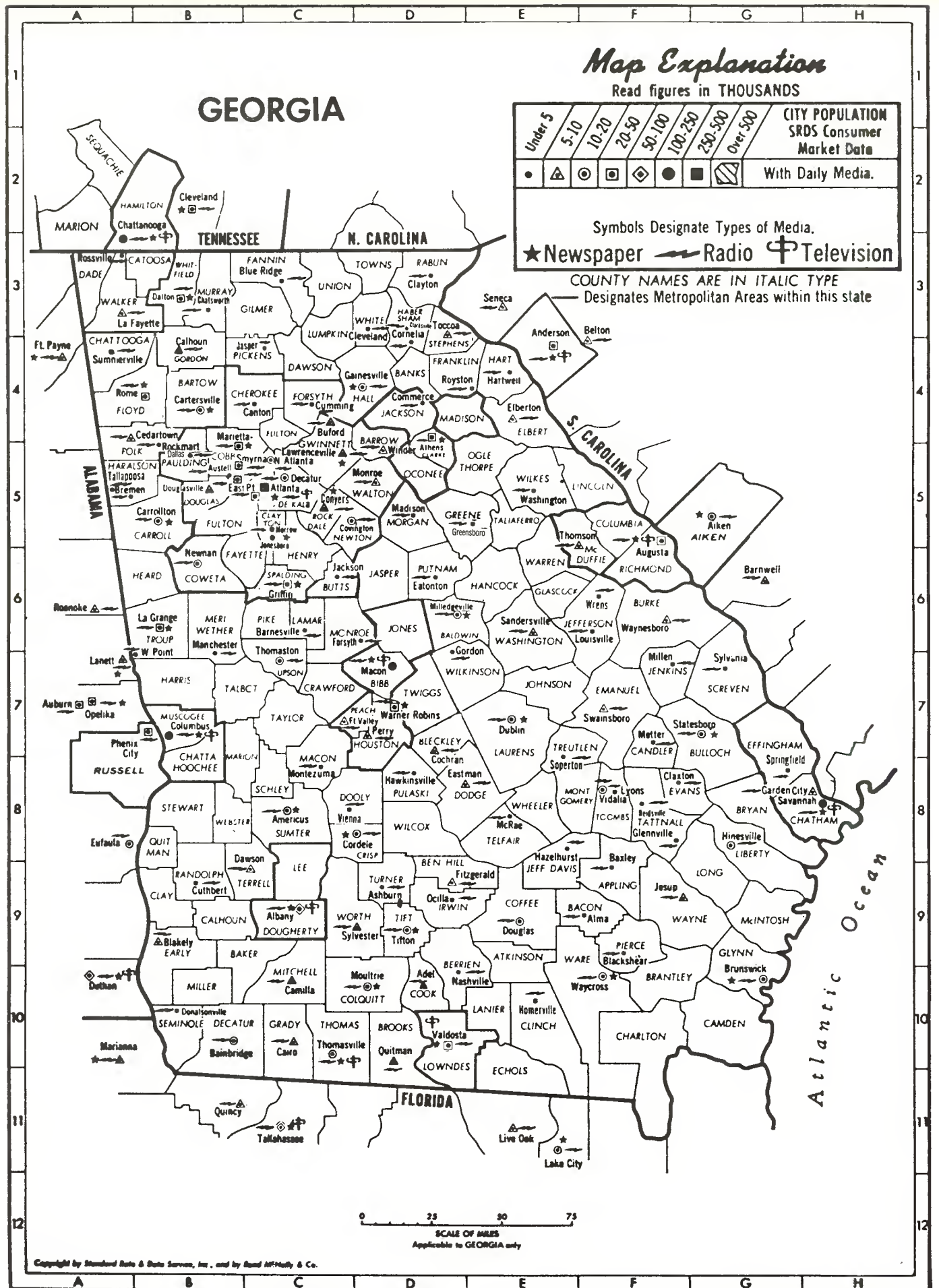
WPAS

1962
ZEPHYRHILLS

Mid 009455-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Albany—Dougherty		Athens—Clarke		Atlanta—Fulton				Augusta—Richmond				Columbus—Muscogee				Macon—Bibb				Savannah—Chatham				Warner Robins—Houston																	
Estimates for:		Gross Household Income—1984								Retail Sales—1984								Passenger Cars				Black Pop.		Spanish Pop.																	
STATE	COUNTY—Map Loc.	Population	Households	Per Household		% Distribution of Households		Total Retail Sales		Per Household		By Selected Store Types				4/1/84	4/1/84	4/1/84	4/1/84	4/1/84	4/1/84																				
City	Metropolitan Area	(000)	(000)	(\$000)	(\$)	14999	15000 to 34999	35000 to 49999	50000 and over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	(000)	(000)	(000)																				
GEORGIA STATE TOTALS																						5,791.9	2,002.90	52,151,885	26,038	37.3	39.0	13.5	10.3	28,177,387	14,068	6,188,209	985,572	4,189,119	1,323,752	1,395,057	4,767,687	2,505,197	3,395.20	1,509.4	64.35
APPLING F-9																						16.7	5.54	116,840	21,090	45.8	38.6	10.0	5.6	71,800	12,960	16,137	2,650	11,149	3,286	3,306	12,082	6,441	9.78	3.4	.13
ATKINSON E-9																						6.2	2.05	35,903	17,514	54.8	34.6	6.0	4.6	24,856	12,125	5,698	960	4,003	1,111	1,069	4,163	2,247	3.58	1.7	.06
BACON E-9																						9.8	3.29	59,269	18,015	51.2	37.4	7.3	4.1	40,748	12,385	9,282	1,551	6,486	1,836	1,793	6,835	3,675	5.96	1.5	.05
BAKER C-9																						3.7	1.20	21,418	17,848	52.2	36.3	8.1	3.3	14,739	12,283	3,362	563	2,352	663	645	2,471	1,330	1.87	1.9	.04
BALDWIN D-6																						34.7	10.25	287,899	28,088	30.5	41.9	15.3	12.3	147,803	14,420	32,247	5,089	21,699	6,994	7,462	25,047	13,107	16.98	13.0	.45
BANKS D-4																						9.2	3.24	62,288	19,225	45.8	44.8	6.1	3.3	40,207	12,410	9,152	1,528	6,392	1,813	1,773	6,745	3,625	6.29	5.5	.04
BARROW D-4																						23.1	8.00	177,481	22,185	39.4	43.3	11.4	6.0	107,906	13,488	23,977	3,880	16,402	5,003	5,154	18,208	9,638	14.48	3.4	.16
BARTOW B-4																						44.0	15.04	358,861	23,860	34.8	46.1	13.3	5.9	207,836	13,819	45,867	7,353	31,185	9,712	10,140	35,126	18,513	27.42	5.1	.25
BEN HILL D-9																						17.0	6.10	110,142	18,056	52.3	36.6	7.5	3.6	75,372	12,356	17,173	2,870	12,004	3,395	3,313	12,641	6,798	9.21	5.1	.09
BERRIEN D-9																						14.1	4.91	91,974	18,732	48.8	40.2	7.1	3.9	61,087	12,441	13,891	2,316	9,693	2,758	2,704	10,250	5,506	8.98	1.8	.12
BIBB D-7																						151.9	53.69	1,393,070	25,947	40.9	37.8	13.3	7.9	762,817	14,208	167,078	26,512	112,830	35,942	38,070	129,152	67,750	82.78	58.7	1.05
Macon																						114.2	41.45	971,078	23,428	565,869	13,652	125,301	20,180	85,449	26,342	27,323	95,561	50,472	58.90	50.6	.81
Macon-Warner Robins Metro Area																						273.7	93.85	2,488,000	26,510	33.7	39.2	16.4	10.7	1,351,160	14,397	294,901	46,569	198,515	63,909	68,134	228,951	119,841	154.78	92.1	2.41
BLECKLEY D-7																						10.9	3.62	177,315	21,358	42.9	39.5	12.1	5.4	48,339	13,353	10,772	1,749	7,387	2,234	2,288	8,151	4,322	5.97	2.4	.11
BRANTLEY F-10																						9.9	3.18	53,427	16,801	50.6	41.1	6.3	2.0	38,492	12,104	8,827	1,487	6,204	1,720	1,653	6,445	3,481	5.93	6.0	.06
BROOKS D-10																						15.8	5.22	89,834	17,210	56.3	32.1	8.1	3.6	63,873	12,236	14,592	2,447	10,223	2,868	2,781	10,706	5,687	8.42	7.0	.18
BRYAN G-8																						11.7	3.73	73,849	19,799	41.0	47.9	7.5	3.6	48,341	12,960	10,664	1,784	7,505	2,213	2,226	8,135	4,337	6.72	2.5	.10
BULLOCH G-7																						37.1	11.93	254,866	21,363	44.7	40.1	9.3	5.9	154,687	12,966	34,752	5,705	24,001	7,083	7,132	26,033	13,875	20.72	9.9	.35
BURKE F-6																						19.5	6.33	141,523	22,358	44.8	35.5	11.6	8.0	83,810	13,240	18,719	3,049	12,862	3,684	3,938	14,124	7,500	9.59	10.5	.27
BUTTS C-6																						15.0	4.46	105,269	23,603	37.3	41.5	13.5	7.7	61,387	13,764	13,562	2,178	9,230	2,865	2,985	10,372	5,471	8.26	5.9	.21
CALHOUN B-9																						5.5	1.77	36,613	20,685	46.5	36.5	10.2	6.8	23,099	13,050	5,177	847	3,568	1,061	1,074	3,890	2,070	2.69	3.1	.05
CAMDEN G-7																						14.1	4.68	115,307	24,638	38.2	36.2	15.6	10.1	65,635	14,025	14,428	2,301	9,775	3,080	3,241	11,103	5,838	7.85	4.5	.12
CANDLER F-10																						7.9	2.69	46,399	17,249	58.4	32.6	4.9	4.0	31,993	11,893	7,377	1,251	5,208	1,420	1,347	5,350	2,900	4.73	2.5	.10
CARROLL B-5																						61.1	20.88	484,931	23,225	37.8	42.6	13.2	6.5	287,016	13,746	63,431	10,189	43,183	13,390	13,942	48,492	25,581	37.77	10.5	.41
CATOOSA B-3																						40.3	13.91	296,003	21,280	36.6	47.2	12.3	6.9	188,312	13,538	41,792	6,751	28,557	8,744	9,029	31,784	16,811	26.04	3.8	.25
CHARLTON F-10																						8.0	2.44	53,809	22,053	41.0	41.6	11.3	6.0	32,386	13,273	7,229	1,177	4,964	1,494	1,525	5,459	2,898	3.85	2.3	.04
CHATHAM H-8																						206.9	73.73	1,924,140	26,097	42.9	36.9	11.7	8.6	1,032,390	14,002	227,018	36,219	153,856	48,433	50,919	174,631	91,833	108.75	79.1	2.33
Savannah																						139.0	50.41	1,161,470	23,040	675,086	13,392	150,288	24,377	102,974	31,237	32,055	113,861	60,339	66.58	68.0	1.73
Savannah Metro Area																						227.0	80.15	2,090,110	26,077	36.6	38.3	14.3	10.8	1,125,960	14,048	247,367	39,416	167,510	52,876	55,686	100,121	122,84	120.84	83.1	2.48
CHATTAHOOCHEE B-7																						19.0	2.38	45,446	19,095	40.1	51.2	6.3	2.3	29,512	12,400	6,721	1,122	4,696	1,330	1,300	4,950	2,661	3.80	6.1	1.33
CHATTOOGA A-4																						22.6	8.07	143,811	17,820	47.5	43.5	6.6	2.5	100,216	12,418	22,803	3,804	15,920	4,521	4,426	16,814	9,034	13.52	2.0	.17
CHEROKEE C-4																						59.9	19.74	496,179	25,136	30.0	46.9	16.3	6.8	284,269	14,401	62,039	9,796	41,759	13,447	14,338	48,170	25,213	39.81	1.3	.40
CLARKE D-5																						79.5	28.91	716,245	24,775	48.6	32.7	10.4	8.3	395,816	13,691	87,576	14,089	59,680	18,442	19,159	66,856	35,293	46.35	18.7	1.02
Athens																						42.0	15.07	326,269	21,650	193,901	12,867	43,661	7,188	30,214	8,855	8,873	32,614	17,408	20.92	11.1	.58
Athens Metro Area																						140.0	49.81	1,153,950	23,167	40.8	39.2	12.2	7.8	669,440	13,440	148,884	24,117	101,923	31,011	31,886	112,935	59,811	86.83	25.3	1.46
CLAY B-9																						3.5	1.18	22,672	19,214	59.8	26.8	6.7	6.7	14,429	12,228	3,301	554	2,315	647	626	2,418	1,304	1.53	2.2	.02
CLAYTON C-5																						174.6	59.18	1,923,840	32,508	19.3	42.3	22.8	15.6	940,420	15,891	200,121	30,478	131,563	45,691	50,885	160,278	82,606	113.46	12.2	1.88
CLINCH E-10																						6.8	2.18	42,552	19,519	48.2	39.7	9.2	3.0	27,402	12,570	6,210	1,031	4,322	1,242	1,227	4,602	2,466	3.57	2.0	.06
COBB B-5																						338.3	122.39	4,088,780	33,408	20.1	41.3	20.6	17.9	1,934,380	15,805	412,183	62,898	271,322	93,854	104,298	329,581	170,000	237.87	14.8	3.23
COFFEE E-9																						28.6	9.59	181,405	18,916	49.7	39.0	6.7	4.6	119,402	12,451	27,142	4,523	18,934	5,393	5,291	20,037	10,760	16.94	7.3	.27
COLOUITT D-10																						36.5	12.67	267,181	21,088	44.4	39.8	9.9	5.9	164,580	12,990	36,958	6,063	25,515	7,540	7,599	27,701	14,760	21.28	8.5	.37
COLUMBIA F-5																						46.8	15.12	429,055	28,377	25.6	44.0	18.3	11.1	226,024	14,949	48,850	7,608	32,588	10,840	11,723	38,386	19,972	29.52	6.9	.63
COOK D-10																						14.0	4.70	84,558	17,991	51.6	39.0	5.3	4.1	56,835	12,093	13,034	2,196	5,100	2,441	2,540	9,517	5,140	7.98	4.3	.07
COWETA B-6																						42.1	14.41	374,602	25,996	36.2	39.6	14.7	9.5	203,407	14,116	44,631	7,099	30,188	9,565	10,098	34,424	18,078	25.72	11.5	.32
CRAWFORD C-7																						8.4	2.61	62,455	23,929	38.3	45.6	11.9	4.2	35,334	13,538	7,839	1,266	5,355	1,641	1,696	5,964	3,154	4.86	3.3	.09
CRISP D-8																						20.3	6.89	144,524	20,976	47.3	38.3	9.4	3.0	88,873	12,899	19,996	3,288	13,827	4,063	4,078	14,951	7,976	10.71	7.9	.20
DADE A-3																						13.3	4.38	85,578	19,538	44.0	44.4	8.3	5.4	56,571	12,916	12,727	2,093	8,800	2,586	2,596	9,517				

State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984										Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$)	% Distribution of Households to to to to 14999 15000 34999 49999 and over				—Total Retail Sales— Per Household (\$)		—By Selected Store Types—										
				(0000)	14999	15000	34999	49999	and over	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)				
JEFFERSON F-6	18.8	6.15	103,854	16,887	55.6	34.1	6.5	3.8	74,542	12,121	17,081	2,875	11,996	3,335	3,212	12,485	6,739	9.09	10.3	.27
JENKINS F-7	9.0	2.98	54,304	18,223	53.6	34.4	6.8	5.2	36,746	12,331	8,377	1,401	5,858	1,654	1,612	6,162	3,315	4.59	3.7	.14
JOHNSON E-7	9.0	3.10	54,711	17,649	51.9	38.6	6.1	3.5	38,126	12,299	8,698	1,456	6,086	1,715	1,669	6,392	3,441	5.09	2.9	.10
JONES D-6	18.1	5.81	151,580	26,090	32.7	46.1	14.3	6.8	81,809	14,081	17,965	2,861	12,160	3,844	4,051	13,843	7,273	11.25	5.5	.11
LAMAR C-6	12.8	4.23	85,874	20,301	43.9	40.7	9.5	5.8	55,120	13,031	12,370	2,028	8,535	2,527	2,551	9,279	4,942	7.31	4.4	.16
LANIER E-10	5.9	1.91	34,211	17,912	52.0	35.4	8.9	3.7	23,454	12,280	5,355	897	3,749	1,054	1,024	3,932	2,117	3.40	1.4	.04
LAURENS E-7	38.2	13.00	278,387	21,414	44.0	38.6	11.0	6.5	170,913	13,147	38,244	6,245	26,322	7,862	7,984	28,791	15,307	21.64	12.6	.33
LEE C-9	13.7	4.34	115,747	26,670	31.9	45.1	15.9	7.1	62,384	14,374	13,621	2,152	9,172	2,950	3,142	10,570	5,534	8.07	3.3	.09
LIBERTY G-8	42.6	11.36	202,560	17,831	50.1	41.4	5.6	2.9	136,904	12,051	31,429	5,302	22,107	6,110	5,859	22,919	12,386	16.67	15.6	1.65
LINCOLN F-5	7.0	2.31	52,247	22,618	39.9	44.9	10.3	4.9	30,779	13,324	6,858	1,114	4,702	1,423	1,458	5,190	2,752	4.15	3.0	.10
LONG G-9	4.7	1.62	26,215	16,182	55.3	36.0	7.1	1.6	19,637	12,122	4,500	758	3,161	878	846	3,289	1,775	2.84	1.2	.07
LOWNDES D-10	73.2	24.67	558,192	22,626	42.5	39.9	10.8	6.7	325,590	13,198	72,779	11,868	50,045	14,996	15,260	54,861	29,147	41.19	22.2	.94
LUMPKIN C-3	11.5	3.68	88,485	24,045	41.6	41.6	11.7	5.1	48,645	13,219	10,867	1,771	7,469	2,242	2,284	8,198	4,354	6.96	2.0	.07
MC DUFFIE F-5	20.0	6.82	146,663	21,505	42.3	42.5	8.9	6.2	90,076	13,208	20,130	3,282	13,840	4,150	4,225	15,178	8,063	11.55	7.2	.27
MC INTOSH G-9	8.5	2.79	57,109	20,469	45.3	37.5	12.3	4.9	36,417	13,053	8,166	1,337	5,631	1,671	1,689	6,131	3,264	4.66	3.8	.04
MACON C-7	14.4	4.54	92,609	20,398	49.6	35.1	8.7	6.7	57,408	12,645	12,995	2,154	9,033	2,606	2,581	9,644	5,165	6.84	8.1	.16
MADISON D-4	19.3	6.74	121,933	18,091	48.6	42.3	6.7	2.4	82,731	12,275	18,888	3,165	13,225	3,717	3,611	13,869	7,468	13.27	2.1	.15
MARION B-7	5.3	1.72	25,874	15,043	62.2	29.2	5.6	3.0	20,069	11,668	4,653	794	3,300	885	828	3,351	1,823	2.81	2.5	.05
MERIWETHER B-6	21.8	7.12	149,792	21,038	43.4	39.6	11.1	5.9	94,175	13,227	21,036	3,427	14,456	4,341	4,424	15,871	8,428	11.59	9.8	.25
MILLER B-10	7.2	2.50	42,015	16,806	53.9	35.7	6.5	3.9	30,528	12,211	6,981	1,172	4,894	1,369	1,325	5,116	2,757	4.41	2.1	.08
MITCHELL C-10	21.9	6.78	141,839	20,920	47.3	36.0	10.0	6.7	88,149	13,001	19,792	3,246	13,662	4,039	4,072	14,857	7,905	10.93	10.5	.22
MONROE C-6	15.8	5.11	125,464	24,553	36.2	41.6	12.6	9.5	70,745	13,844	15,602	2,499	10,662	3,308	3,458	11,937	6,300	9.10	6.0	.19
MONTGOMERY F-8	7.4	2.37	43,881	18,515	53.2	34.2	7.4	5.2	29,101	12,279	6,643	1,113	4,651	1,308	1,271	4,878	2,627	3.93	2.3	.09
MORGAN D-5	12.4	3.98	95,584	24,016	36.5	43.1	12.4	8.1	54,306	13,645	12,027	1,937	8,203	2,528	2,621	9,171	4,844	6.98	5.1	.11
MURRAY B-3	22.4	7.50	158,365	21,115	39.7	47.9	8.0	4.4	97,828	13,044	21,940	3,593	15,130	4,489	4,536	16,471	8,769	14.4415
MUSCOGEE B-7	169.8	59.56	1,375,950	23,102	41.1	40.4	11.1	7.4	797,052	13,382	177,474	28,794	121,621	36,873	37,824	134,425	71,245	90.24	57.8	3.52
Columbus ²	169.1	59.33	1,372,060	23,126	794,289	13,388	176,840	28,687	121,177	36,749	37,705	133,963	70,996	89.96	57.8	3.52
Columbus Metro Area	235.7	78.19	1,748,180	22,358	42.2	40.3	10.7	6.8	1,037,490	13,269	231,565	37,688	159,023	47,865	48,859	174,876	92,824	119.22	82.4	5.43
NEWTON D-5	38.6	12.42	331,128	26,661	31.0	41.3	17.3	10.4	180,022	14,495	39,220	6,178	26,358	8,532	9,126	30,517	15,956	22.60	9.8	.26
OCONEE D-5	14.1	4.87	113,364	23,278	35.9	45.3	11.8	7.0	66,706	13,697	14,757	2,374	10,055	3,108	3,230	11,267	5,948	10.10	1.4	.10
OGLETHORPE E-5	9.4	3.14	65,077	20,725	41.8	44.0	9.6	4.5	40,986	13,053	9,188	1,504	6,334	1,881	1,903	6,901	3,673	5.94	3.0	.12
PAULDING B-5	29.7	10.05	222,276	22,117	36.7	46.0	12.0	5.3	137,712	13,703	30,458	4,898	22,276	20,749	6,673	23,262	12,277	19.70	1.4	.16
PEACH D-7	20.1	6.57	160,503	24,430	41.7	34.6	14.5	9.1	90,214	13,731	19,945	3,205	13,583	4,207	4,377	15,240	8,042	10.30	10.2	.15
PICKENS C-4	12.5	4.50	99,836	22,186	43.0	40.2	10.3	6.6	58,955	13,101	13,210	2,161	9,102	2,708	2,742	9,928	5,283	8.33	3.0	.07
PIERCE F-9	12.9	4.30	72,585	16,880	51.4	39.1	6.4	3.1	52,712	12,259	12,036	2,017	8,428	2,368	2,300	8,836	4,759	7.89	1.8	.14
PIKE C-6	9.5	3.07	70,909	23,097	37.2	41.8	14.5	6.6	42,260	13,765	9,332	1,497	6,349	1,973	2,058	7,141	3,765	6.07	2.5	.14
POLK B-4	33.8	12.02	235,409	19,585	45.1	41.9	8.8	4.2	154,818	12,880	34,848	5,735	24,108	7,093	7,093	26,043	13,898	20.37	5.0	.29
PULASKI D-8	9.3	3.20	59,344	18,545	49.3	38.1	9.1	3.5	40,485	12,652	9,164	1,519	6,370	1,838	1,820	6,801	3,642	5.23	3.2	.06
PUTNAM D-6	11.0	3.66	89,291	24,396	39.3	37.3	12.9	10.5	50,682	13,848	11,178	1,791	7,596	2,477	2,591	8,567	4,513	6.51	4.5	.06
QUITMAN B-8	2.4	.80	13,128	16,410	57.5	33.9	5.2	3.4	9,547	11,934	2,201	373	1,553	424	402	1,597	865	1.14	1.4	.02
RABUN D-3	11.3	4.23	78,910	18,655	49.1	39.2	6.7	5.0	52,217	12,344	11,903	1,990	8,323	2,350	2,291	8,757	4,711	7.66	1.0	.05
RANDOLPH B-9	9.8	3.24	60,514	18,677	58.5	33.0	4.4	4.0	38,462	11,871	8,869	1,505	6,262	1,707	1,619	6,432	3,486	4.73	5.5	.18
RICHMOND F-6	186.3	61.77	1,434,520	23,224	59.2	29.8	5.8	5.3	832,536	13,478	185,004	29,936	126,559	38,601	39,757	140,477	74,359	92.64	69.7	3.73
Augusta	42.8	17.46	297,588	17,044	208,085	11,918	47,930	8,119	33,806	9,250	8,797	34,806	18,850	18.56	22.7	4.1
Augusta Metro Area	362.9	121.92	2,963,700	24,309	36.5	41.6	13.4	8.5	1,690,470	13,865	372,724	59,682	253,213	79,070	82,703	285,766	150,527	198.87	112.0	5.42
ROCKDALE C-5	44.6	14.22	444,642	31,269	22.0	40.9	21.2	15.9	222,585	15,653	47,542	7,280	31,366	10,773	11,925	37,904	19,579	29.27	3.9	.31
SCHLEY C-8	3.6	1.18	27,543	23,342	41.5	35.1	14.2	9.3	16,127	13,667	3,568	574	2,432	751	781	2,724	1,438	1.96	1.3	.09
SCREVEN G-7	14.4	4.93	81,700	16,572	58.6	32.7	5.1	3.7	58,298	11,825	13,458	2,286	9,510	2,584	2,444	9,746	5,286	7.90	6.5	.16
SEMINOLE B-10	9.9	3.38	63,241	18,710	51.2	34.1	9.0	5.6	42,791	12,660	9,676	1,602	6,721	1,945	1,930	7,190	3,848	5.99	3.2	.18
SPALDING C-6	51.2	17.47	435,427	24,924	38.2	40.4	13.1	8.3	239,545	13,712	52,981	8,519	36,093	11,166	11,608	40,464	21,356	28.93	13.9	.45
STEPHENS D-3	22.3	8.05	156,093	19,390	45.4	44.5	7.0	3.1	100,974	12,543	22,907	3,807	15,952	4,571	4,506	16,953	9,092	13.83	2.7	.17
STEWART B-8	5.6	1.81	28,681	15,846	58.8	32.6	5.5	3.1	21,560	11,912	4,968	842	3,505	958	910	3,606	1,953	2.59	3.6	.07
SUMTER C-7	30.2	9.84	216,603	22,013	42.2	39.8	10.3	7.8	130,169	13,229	29,077	4,738	19,982	6,000	6,114	21,937	11,650	15.75	13.3	.30
TALBOT C-8	6.5	2.09	47,505	22,730	40.5	41.0	11.1	7.5	28,041	13,417	6,242	1,012	4,276	1,298	1,332	4,730	2,506	3.25	4.2	.07
TALIAFERRO F-5	1.9	.70	11,443	16,347	55.5	36.3	6.5	1.7	8,343	11,919	1,924	326	1,359	370	351	1,395	756	1.04	1.2	.02
TATTNALL E-8																				

GEORGIA

GEORGIA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

GEORGIA FARM NEWS SERVICE



Comprised of Interconnected Stations

WGPC—Albany
WDEC—Americus
WMES—Ashburn
WRFC—Athens
WAEC—Atlanta
WGST—Atlanta
WPCH (FM)—Atlanta
WYZE—Atlanta
WGAC—Augusta
WCKZ—Austell
WMGR—Bainbridge
WBAF—Barnesville
WBYZ (FM)—Baxley
WUFE—Baxley
WKUB (FM)—Blackshear
WBBK—Blakely
WPPL (FM)—Blue Ridge
WSLE—Bremen
WBGAA—Brunswick
WGIG (FM)—Brunswick
WDYX—Buford
WGOO (FM)—Buford
WTCO (FM)—Cairo
WEBS—Calhoun
WOFF (FM)—Camilla
WCHK—Canton
WCHK-FM—Canton
WBTR (FM)—Carrollton
WBHF—Cartersville
WOMT (FM)—Chatsworth
WGHC—Clayton
WCLA/WCLA-FM—Claxton
WRWH—Cleveland
WDAK—Columbus
WRCG—Columbus
WJJC—Commerce
WCGA—Conyers
WFAV (FM)—Cordele
WJMJ—Cordele
WCON/WCON-FM—Cornelia
WGFS—Covington
WHNE—Cumming
WGRF—Dahlonega
WKRK—Dallas
WBLJ—Dalton
WGMK (FM)—Donalsonville
WSEM—Donalsonville
WOKA—Douglas
WOKA-FM—Douglas
WMLT—Dublin
WOZY (FM)—Dublin
WUFF/WUFF-FM—Eastman
WXPQ—Eatonton
WSGC—Elberton
WLEJ—Ellijay
WWRK (FM)—Elberton
WBHB—Fitzgerald
WOBZ (FM)—Fort Valley
WDUN—Gainesville
WGRG (FM)—Greensboro
WKEU—Griffin
WKEU-FM—Griffin
WCEH—Hawkinsville
WCEH-FM—Hawkinsville
WVOH/WVOH-FM—Hazelhurst
WGML—Hinesville
WIFO (FM)—Jesup
WLOP—Jesup
WLFA—Lafayette
WLAG—La Grange
WRLD—Lanett AL/West Point
WPEH/WPEH-FM—Louisville
WBBT—Lyons
WMAZ—Macon
WYTH—Madison
WVFJ—Manchester
WVFJ-FM—Manchester
WZAL—McDonough
WDAX/WDAX-FM—McRae
WHCG (FM)—Metter
WMAA—Metter
WMVG—Milledgeville
WGSR—Millen
WRED—Monroe
WMNZ—Montezuma
WSSA—Morrow
WMGA—Moultrie
WNEA—Newnan
WSIZ—Ocilla
WPGA—Perry
WPGA-FM—Perry
WFSB—Quitman
WTNL—Reidsville
WPLK—Rockmart
WZOT (FM)—Rockmart

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PROGRAMMING DESCRIPTION

GEORGIA FARM NEWS SERVICE: Morning market reports, 6:10 & 6:45 am; farm news updates, 7:10 & 7:45 am; midday market updates, 12:10 & 12:45. Contact Representative for further details. Rec'd 5/7/82.

1. PERSONNEL
Operations Director—Richard Warner.
Farm Director—Jimmy Lee.
Assistant Farm Director—Steve Malone.

2. REPRESENTATIVES
Katz Radio.

4. AGENCY COMMISSION
15%.

TIME RATES

Eff—Rec'd 6/22/84.

6. SPOT ANNOUNCEMENTS

1 min	30 sec
155	100

(D)

For more information about the media listed in this edition, read the Service-Ads! In Service-Ad copy the various media communicate with you in their own words. For your convenience, there's an Index to Service-Ads at the back of this book.

GEORGIA RADIO NEWS SERVICE



Comprised of Interconnected by Satellite Stations

WGPC—Albany
WGPC-FM—Albany
WDDO (FM)—Americus
WDEC—Americus
WMES—Ashburn
WRFC—Athens
WAEC—Atlanta
WGST—Atlanta
WPCH (FM)—Atlanta
WYZE—Atlanta
WGAC—Augusta
WCKZ—Austell
WMGR—Bainbridge
WBAF—Barnesville
WBYZ (FM)—Baxley
WUFE—Baxley
WKUB (FM)—Blackshear
WBBK—Blakely
WPPL (FM)—Blue Ridge
WSLE—Bremen
WBGAA—Brunswick
WGIG (FM)—Brunswick
WDYX—Buford
WGOO (FM)—Buford
WTCO (FM)—Cairo
WEBS—Calhoun
WOFF (FM)—Camilla
WCHK—Canton
WCHK-FM—Canton
WBTR (FM)—Carrollton
WBHF—Cartersville
WOMT (FM)—Chatsworth
WGHC—Clayton
WCLA/WCLA-FM—Claxton
WRWH—Cleveland
WDAK—Columbus
WRCG—Columbus
WJJC—Commerce
WCGA—Conyers
WFAV (FM)—Cordele
WJMJ—Cordele
WCON/WCON-FM—Cornelia
WGFS—Covington
WHNE—Cumming
WGRF—Dahlonega
WKRK—Dallas
WBLJ—Dalton
WGMK (FM)—Donalsonville
WSEM—Donalsonville
WOKA—Douglas
WOKA-FM—Douglas
WMLT—Dublin
WOZY (FM)—Dublin
WUFF/WUFF-FM—Eastman
WXPQ—Eatonton
WSGC—Elberton
WLEJ—Ellijay
WWRK (FM)—Elberton
WBHB—Fitzgerald
WOBZ (FM)—Fort Valley
WDUN—Gainesville
WGRG (FM)—Greensboro
WKEU—Griffin
WKEU-FM—Griffin
WCEH—Hawkinsville
WCEH-FM—Hawkinsville
WVOH/WVOH-FM—Hazelhurst
WGML—Hinesville
WIFO (FM)—Jesup
WLOP—Jesup
WLFA—Lafayette
WLAG—La Grange
WRLD—Lanett AL/West Point
WPEH/WPEH-FM—Louisville
WBBT—Lyons
WMAZ—Macon
WYTH—Madison
WVFJ—Manchester
WVFJ-FM—Manchester
WZAL—McDonough
WDAX/WDAX-FM—McRae
WHCG (FM)—Metter
WMAA—Metter
WMVG—Milledgeville
WGSR—Millen
WRED—Monroe
WMNZ—Montezuma
WSSA—Morrow
WMGA—Moultrie
WNEA—Newnan
WSIZ—Ocilla
WPGA—Perry
WPGA-FM—Perry
WFSB—Quitman
WTNL—Reidsville
WPLK—Rockmart
WZOT (FM)—Rockmart

WRGA—Rome
WBLW—Royston
WSNT/WSNT-FM—Sandersville
WWSA—Savannah
WYNX—Smyrna
WPTB—Statesboro
WJAT—Swainsboro
WJAT-FM—Swainsboro
WSYL—Sylvania
WSFT—Thomaston
WLOP—Thomasville
WTUF (FM)—Thomasville
WTHO-FM—Thomson
WTWA—Thomson
WNEG—Toccoa
WCUP (FM)—Tifton
WWGS—Tifton
WGA—Valdosta
WTCO (FM)—Vidalia
WVOP—Vidalia
WRBN—Warner Robins
WRBN-FM—Warner Robins
WLOV/WLOV-FM—Washington
WAYX—Waycross
WLTE (FM)—Waycross
WBRO—Waynesboro
WIMO—Winder

Media Code 4 211 0156 9.00 Mid 009458-000
550 Pharr Rd. N.E., Atlanta, GA 30305. Phone 404-231-1888.

PROGRAMMING DESCRIPTION

GEORGIA RADIO NEWS SERVICE: NEWS: State at :30 & :54; nat'l at :60, 5:55 am-7:55 pm M-Sat; Sun newscasts run same times from 11:54 am-7:00 pm. FARM: market reports at 6:10 & 6:45 am; farm news updates at 7:10 & 7:45 am; midday market updates at 12:10 & 12:45 pm. SPORTS: M-Sat, nry in drive; Larry Munson Sports Comment, Fall Football Scoreboard. FEATURES: daily health, travel, financial, business & entertainment reports. Contact Representatives for further details. Rec'd 1/22/85.

1. PERSONNEL
Network Manager—Paul C. Stone.
Network Operations Manager—Richard Warner.
Network News Manager—Kirk Dorn.
Network Coordinator—Sandy Anderson.
Sports Director—Steve Holman.
Farm Director—Jimmy Lee.
Assistant Farm Director—Steve Malone.

2. REPRESENTATIVES
Katz Radio.

4. AGENCY COMMISSION
15%.

TIME RATES

No. 3 Eff 11/22/82—Rec'd 12/27/82.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V	VI
1 min	400	350	300	275	250	225
30 sec	320	280	240	220	200	180

(D)

FOR THE BENEFIT OF THE USERS OF SRDS ALL ADVERTISEMENTS RELATING TO AUDIENCE/RATING DATA SHOULD BE CONSTRUED AS INFORMATION BASED ON SURVEY ESTIMATES AND SUBJECT TO THE QUALIFICATIONS DESCRIBED IN SAID SURVEY REPORT.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-004
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602, Phone 312-782-8900.
New York
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

GEORGIA STATE GROUP

Comprised of Non-Interconnected Stations

WBIT—Adel
WDOZ—Adel
WJAZ—Albany
WULF—Alma
WXAG—Athens
WCKZ—Austell
WMGR—Bainbridge
WBAF—Barnesville
WUFE—Baxley
WBSG—Blackshear
WKUB (FM)—Blackshear
WBBK—Blakely
WPPL (FM)—Blue Ridge
WSLE—Bremen
WBGAA—Brunswick
WPIQ—Brunswick
WGIG (FM)—Brunswick
WYNR—Brunswick
WDYX—Buford
WGOO (FM)—Buford
WGRA—Cairo
WTGO (FM)—Cairo
WEBS—Calhoun
WCLB—Camilla
WOFF (FM)—Camilla
WBTR (FM)—Carrollton
WLB—Carrollton
WBHF—Cartersville
WGAA—Cedartown
WIAF—Clarksville
WCLA/WCLA-FM—Claxton
WGHC—Clayton
WRWH—Cleveland
WVMG—Cochran
WHYD—Columbus
WPNX—Columbus
WJJC—Commerce
WCGA—Conyers
WCUG—Cuthbert
WKRK—Dallas
WBLJ—Dalton
WHIA—Dawson
WAZE (FM)—Dawson
WXLL—Decatur
WSEM—Donalsonville
WDMG/WDMG-FM—Douglas
WKKZ (FM)—Dublin
WXL—Dublin
WUFF/WUFF-FM—Eastman
WXKO—Fort Valley
WGA—Gainesville
WGRJ—Griffin
WHIE—Griffin
WIMO—Winder
WCEH—Hawkinsville
WVOH/WVOH-FM—Hazelhurst
WBLU (FM)—Hinesville
WJGA-FM—Jackson
WYFZ—Jasper
WIFO (FM)—Jesup
WLOP—Jesup
WLFA—La Fayette
WPEH/WPEH-FM—Louisville
WYTH—Madison
WVFJ—Manchester
WVFJ-FM—Manchester
WOCK (FM)—Manchester
WFOM—Marietta
WZAL—McDonough
WDAX/WDAX-FM—McRae
WKRZ (FM)—Milledgeville
WMVG—Milledgeville
WGSR—Millen
WKUN—Monroe
WMTM—Moultrie
WNEA—Newnan
WSIZ—Ocilla
WPGA—Perry
WFSB—Quitman
WTNL—Reidsville
WPLK—Rockmart
WZOT (FM)—Rockmart
WYN—Rome
WBLW—Royston
WMPZ—Soperton
WMCD (FM)—Statesboro
WPTB—Statesboro
WSYL—Sylvania
WRSG—Sylvester
WKNG—Tallapoosa
WSFT—Thomaston
WLOP—Thomasville
WTUF (FM)—Thomasville
WTWA—Thomson
WCUP (FM)—Tifton
WTIF—Tifton
WWGS—Tifton
WNEG—Toccoa
WVOP—Vidalia
WRBN—Warner Robins
WLOV/WLOV-FM—Washington
WCMJ (FM)—West Point
WZZZ—West Point
WIMO—Winder

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station line-up.



TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK) GEORGIA STATE GROUP



Executive Office:
711 Hillsborough St., Box 12800, Raleigh, NC 27605.
Phone 919-850-6046, Call Collect.
See listing under Regional Radio Networks and Groups.

Mid 015392-001

(D) CR-4

GEORGIA

Adel

Cook County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WBIT

1955
ADEL

Mid 009460-000
See SRDS Spot Radio Small Markets Edition.

WDDQ (FM)

1979
ADEL

Mid 009461-000
See SRDS Spot Radio Small Markets Edition.

Albany

Dougherty County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WALG

#1 CONTEMPORARY RADIO
STATION METRO SURVEY AREA
25-54, M-F 6A-7P
5th CONSECUTIVE YEAR
March 29-June 20, 1984 ARB

WALG

1941
ALBANY



Media Code 4 211 0365 4.00 Mid 009462-000
Albany Radio, Inc.
Box W., Albany, GA 31702. Phone 912-436-7233, 7234.

PROGRAMMING DESCRIPTION
WALG: Programmed for adults 18-54, emphasis on 25-54.
MUSIC: adult contemporary, Drake-Chenault; also top feature music programs (concerts); local & network PERSONALITIES. NEWS: local at 7, 8, 9:52 am, noon, 2:52, 3:52, 5 pm; network at :55; commentator at 8:30 am, 12:30 & 5:45 pm. SPORTS: commentator at 8:25 am & 5:25 pm; high school, college, pro football & bowl games. Contact Representatives for further details. Rec'd 8/8/83.

- PERSONNEL**
General Manager—Mark Shor.
Program Director—Dave Miller.
Chief Engineer—Bill Birchfield.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1590 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70e.
FM facilities: WKAK (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WAZE (FM)

1969
DAWSON

Mid 009577-000
See listing under city of license.

WCUP (FM)

1975
TIFTON

Mid 027581-000
See listing under city of license.

WGPC

1933
ALBANY



Media Code 4 211 0440 7.00 Mid 009463-000
The Albany Broadcasting Co.
2011 Gillioville Rd., Albany, GA 31707. Phone 912-883-6500.

PROGRAMMING DESCRIPTION
WGPC: Programmed for adults w/emphasis on 25+.
MUSIC: bright sound w/updated new recordings & arrangements from all eras; contemporary music auditioned & aired compatible w/target audience of 25+.
NEWS: network hrly 6 am-midnight; regional network news on the :30. SPORTS: pro baseball, U & pro football, network features, series games, pro golf. Contact Representative for further details. Rec'd 7/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Leonard M. George.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6-12:10 am. EST.
Partial simulcast operation. Simulcast 6-9 am Mon thru Sat. For non-simulcast facilities see WGPC-FM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.
Member: Georgia Farm News Service, Georgia Radio News Service.

TIME RATES

Eff 11/15/82—Rec'd 11/22/82.
AAA—Mon thru Sat 6-9 am.
AA—Mon thru Sat 9-10 am; Mon thru Fri 3-7 pm.
A—All other times & specified.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min:			30 sec		
	AAA	AA	A	AAA	AA	A
1-5 II	13.75	12.10	9.90	10.00	8.80	7.70
10 II	12.50	11.00	8.80	8.75	7.70	6.60
20 II	11.20	9.90	7.70	7.50	6.80	5.50
30 II	10.00	8.80	6.60	6.25	5.50	4.40
PER YR:						
156x	5.65	4.95	4.40	4.50	3.95	3.50
260x	5.00	4.40	3.85	4.00	3.50	3.05
312x	4.15	3.65	3.00	3.25	2.75	2.40

15 sec: 50% of 1-min. 1/2 total used for frequency discount; ROS only.

May be combined with FM for frequency discount.

WGPC-FM

1963
ALBANY



Media Code 4 211 0441 5.00 Mid 009464-000
Albany Broadcasting Co.
2011 Gillioville Rd., Albany, GA 31707. Phone 912-883-6500.

- REPRESENTATIVES**
Southern Spot Sales.
1 min rate 1x: 13.75.
- WJAD (FM)**
1967
BAINBRIDGE
(This is a paid duplicate of the listing under Bainbridge, Georgia.)
Media Code 4 211 2560 0.00 Mid 009519-000
Decatur Broadcasting Company, Inc.
1609 E. Shotwell St., Box 706, Bainbridge, GA 31717.
Phone 912-246-1650, 1651, 1654.
Albany, GA Phone 912-439-9700, 9704.
- PROGRAMMING DESCRIPTION**
WJAD (FM): Programmed for 18-49 demographics. Community involvement & audience participation with contests & promotions. COMMERCIAL POLICY: Max 12-min per hr. Rec'd 9/2/83.
- PERSONNEL**
President—John A. Dowdy.
General Manager—Charles E. Rowe.
Program Director—Skip Eliot.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. circular polarized; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

No. 7 Eff 11/1/83—Rec'd 11/28/83.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat & Sun 8 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN:	I	II	III	IV
AAA		20	18	16
AA		17	15	13

30 sec: 80% of 1-min.

(SMD)(D-CR)

WJAZ

1952
ALBANY



Media Code 4 211 0495 1.00 Mid 009465-000
Dr. Charles Finney, dba WJAZ Radio
Box 505, 2700 N. Slappey Blvd., Albany, GA 31702.
Phone 912-432-9181.

- REPRESENTATIVES**
T-N Spot Sales.
Shelly Katz Radio Sales, Inc.
1 min rate 1x: 10.95.

WJIZ (FM)

1966
ALBANY

Media Code 4 211 0550 3.00 Mid 009466-000
James S. Rivers, Inc.
Box 545, Slappey Dr., Albany, GA 31702. Phone 912-432-7447.
1 min rate 1x: 16.00.

WKAK (FM)

K-Country 101

#1 Country Station in 18 County TSA
5th Consecutive Year
March 29-June 20, 1984 ARB

WKAK (FM)

1972
ALBANY

Modern Country

NRBA

Media Code 4 211 0577 6.00 Mid 009468-000
Albany Radio, Inc.
Box W., Albany, GA 31702. Phone 912-435-9929.

PROGRAMMING DESCRIPTION
WKAK (FM): Programmed for adults 18-64 with emphasis on 25-54. MUSIC: modern country, Drake-Chenault. NEWS: local at 7:30 am, 12:30 & 5:30 pm; network at :60; state at 8:30, 9:30, 10:30, 11:30 am, 1:30, 2:30, 3:30, 4:30, 6:30 pm; network PERSONALITIES; commentator at 8:30 am, 12:35 & 5:40 pm. SPORTS: commentator at 7:35 am & 5:35 pm; NASCAR races Sun; high school, college & pro football & bowl games. Contact Representative for further details. Rec'd 8/8/83.

- PERSONNEL**
General Manager—Mark Shor.
Traffic Coordinator—Paris Johnson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.; 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28c.
Contracts: 40a, 45, 51a.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 71a.
AM facilities: WALG.
Affiliated with ABC Information Radio Network.
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMGR

1946
BAINBRIDGE

Mid 009520-000
See listing under city of license.

WQDE

1962
ALBANY



Media Code 4 211 0605 5.00 Mid 009467-000
Dave Mack Broadcasting Co., Inc.
2804 N. Jefferson, Albany, GA 31701. Phone 912-436-0544.

PROGRAMMING DESCRIPTION
WQDE: MUSIC: Urban Contemporary/Black adult. AIR PERSONALITIES. NEWS: business reports & commentator, network news. Contact Representative for further details. Rec'd 5/27/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Virgie C. Landry.
Sales Manager—Dave McGriff.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Atlanta—Gusby, Finch, Latham & Widman.

- FACILITIES**
1,000 w. days; 1250 khz. Non-directional.
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**
20%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c.
Basic Rates: 21b, 21c, 22a, 23a, 25c, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Alma

Bacon County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WULF

1957
ALMA

Mid 009469-000
See SRDS Spot Radio Small Markets Edition.

Americus

Sumter County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WADZ (FM)

1964
AMERICUS

Mid 009470-000
See SRDS Spot Radio Small Markets Edition.

WDEC

1947
AMERICUS

Mid 009471-000
See SRDS Spot Radio Small Markets Edition.

WISK

1962
AMERICUS

Mid 009472-000
See SRDS Spot Radio Small Markets Edition.

WPUR (FM)

1973
AMERICUS

Mid 009473-000
See SRDS Spot Radio Small Markets Edition.

Ashburn

Turner County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WMES

1960
ASHBURN

Mid 009474-000
See SRDS Spot Radio Small Markets Edition.

Athens

Clarke County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WAGQ (FM)

1964
ATHENS

Media Code 4 211 0852 3.00 Mid 009475-000
The McClure Group
2500 W. Broad, Suite 205 Executive Park, Athens, GA 30606. Phone 404-546-7350.

PROGRAMMING DESCRIPTION
WAGQ (FM): Programmed for adults & young adults 18-49. MUSIC: Mix of current & past hits, album cuts & Contemporary leatures. NEWS: network; UPI; local 2-man staff handles drive. SPORTS: director covers local reg'l & nat'l in drive; SPORTS: college. AIR PERSONALITIES handle all segments. FEATURES: college involvement w/sports & concerts; yr-round contests & promotions. Contact Representative for further details. Rec'd 6/3/83.

- 1. PERSONNEL**
Station Manager—Donna Snow.
General Sales Manager—Dan Greene, Jr.
Program Director—Dan Murray.
- 2. REPRESENTATIVES**
Busby, Finch, Latham & Widman.
- 3. FACILITIES**
ERP 50,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 240 ft. above average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14h.
Basic Rates: 20a, 21c, 22a, 23a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61b, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/84—Rec'd 5/25/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7-midnight; Sat 6-10 am & 3 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	1 ti	2 ti	13 ti	25 ti	50+	100+
PER MO:	70	14	13	12	11	10
PER YR:	250x	500x	1000x			
1 min	20	15	14	13	12	12
30 sec	17	13	12	11	10	10
CLASS AA						
1 min	18	13	12	11	10	8
30 sec	15	11	10	9	9	8

A: 1-min 8.00; 30-sec 6.00.

WFOX (FM)

1965
GAINESVILLE

Mid 009597-000

See listing under city of license.

WGAU

1938
ATHENS

CBS Radio Network



A Clarke Broadcasting Corporation Station

Media Code 4 211 0935 6.00 Mid 009477-000
Clarke Broadcasting Corp.
850 Bobbin Mill Rd., Athens, GA 30610. Phone 404-549-1340.

PROGRAMMING DESCRIPTION

WGAU: Programmed for adults 25-54. MUSIC: Bonnevill/The FM 100 Plan Beautiful Contemporary format; classical 1 hr nightly. NEWS: AP wire, network at 30; local at :06 plus 7, 8 am, 12:15 & 5:50 pm, all 10 min in length; 3 man local news team plus public affairs director. Editorials wkly. Direct weather bureau broadcasts 3x/day. FARM: news features from state Univ. extension. SPORTS: pro games plus Mon night football; commentator 3x/daily; football hotline 1 hr wkly during season with personality; basketball with personality in season; major bowl games, tennis, golf plus daily network sports features & sports director with 2 programs daily. Contact Representative for further details. Rec'd 7/21/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—H. Randolph Holder.
Sales Manager—Richard A. Mattocks.
Station Manager—Mary L. Betts.
- 2. REPRESENTATIVES**
Southern Spot Sales, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-Directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 32a.
Contracts: 40a, 44a, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WNGC (FM).
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/82—Rec'd 8/10/82.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	25 ti	50 ti
	PER MO:	20	10	10
PER YR:	200x	500x	900x	
1 min	14.00	11.75	9.50	8.25
30 sec	10.50	8.80	7.05	5.90

WNGC (FM)

1948
ATHENS

Country & Western



A Clarke Broadcasting Corporation Station

Media Code 4 211 0955 4.00 Mid 009478-000
Clarke Broadcasting Corp.
850 Bobbin Mill Rd., Athens, GA 30610. Phone 404-549-1340.

PROGRAMMING DESCRIPTION

WNGC (FM): MUSIC: Country, stds & Popular. NEWS: 4 major newscasts daily-7, 8 am & 12:15, 5:50 pm. Local and regional 65%, state 15%, nat'l & internat'l 20%. Editoriales wkly; wire service; 3-man news staff; weathercasts direct from weather bureau 3X daily. SPORTS: coverage, college & professional by 2-man staff. FARM: state poultry report live plus all markets 12:30 pm. RELIGION: daily gospel music program, daily 10 min meditation. Contact Representative for further details. Rec'd 7/21/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—H. Randolph Holder.
Station Manager—Mary L. Betts.
Sales Manager—Richard Mattocks.
- 2. REPRESENTATIVES**
Southern Spot Sales, Inc.
- 3. FACILITIES**
ERP 100,000 w., 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 605 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 32a.
Contracts: 40a, 44a, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WGAU.
Affiliated with Music Country Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/84—Rec'd 7/24/84.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-midnight; Sun all day.
A—midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	1 ti	10 ti	25 ti	50 ti	100 ti	150 ti
PER MO:	29.40	24.70	20.00	15.30	12.94	10.50
1 min	24.70	20.00	16.47	12.94		
CLASS AA						
1 min	24.70	21.18	17.65	12.94		
30 sec	21.18	17.65	14.12	10.60		

A: Flat 1-min 9.41; 30-sec 7.05.

WRFC

1948
ATHENS



Media Code 4 211 0990 1.00 Mid 009479-000
AM 96, Inc.
255 S. Millledge Ave., Athens, GA 30605. Phone 404-549-6222.
1 min rate 1x: 15.00.

WXAG

1957
ATHENS



Media Code 4 211 1003 2.00 Mid 009476-000
Classic Communications Dimensions
2145 S. Millledge Ave., Athens, GA 30605. Phone 404-549-1470.
1 min rate 1x: 10.00.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Atlanta

(including Decatur, East Point, Marietta,
Morrow, North Atlanta, Smyrna)

Atlanta:
Fulton County—Map Location C-4
East Point, Fulton County—Map Location C-4
Decatur, De Kalb County—Map Location C-5
Marietta, Smyrna, Cobb County—Map Location B-5
Morrow, Clayton County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAEC

1948
ATLANTA

Media Code 4 211 1017 2.00 Mid 009480-000
WAEC Radio
1430 W. Peachtree St., Suite 718, Atlanta, GA 30309.
Phone 404-875-7777.
Rates have been temporarily withdrawn by station.

WAOK



1934
ATLANTA



Media Code 4 211 1045 3.00 Mid 009481-000
Atlanta OK Broadcasting Co., Inc.
401 W. Peachtree St., Suite 1947, Atlanta, GA 30365.
Phone 404-659-1380.

PROGRAMMING DESCRIPTION

WAOK: Programmed for Black community with news/sports/talk/information/features/music. MUSIC: Contemporary R&B & mainstream classic Black artists. NEWS: at :60 & :30; business 4x/day. SPORTS: 4x/day. FEATURES: entertainment 4x/day; consumer reports; Gospel music & programs; live remotes; black AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 10/5/81.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard Greener.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
5,000 w.; 1380 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

No. 30 Eff 11/15/84—Rec'd 10/25/84.
High—Fixed times, news, weather, sports, traffic & features.
Low—Mon thru Sun ROS.

6. SPOT ANNOUNCEMENTS

GRID:	High	Low	GRID:	High	Low
1 min	165	65	30 sec	135	55

WCNN

1967
NORTH ATLANTA



Media Code 4 211 1134 5.00 Mid 009496-000
Ring Radio Company, an affiliate of Turner Broadcasting System, Inc.
1422 W. Peachtree St., Suite 800, Atlanta, GA 30309.
Phone 404-872-0068.

- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WFOM

1946
MARIETTA

Media Code 4 211 1223 6.00 Mid 009484-000
Wofum, Inc.
835 S. Cobb Dr., Marietta, GA 30060. Phone 404-428-3396.

- 2. REPRESENTATIVES**
Jack Bolton Associates.
1 min rate 1x: 23.00.

WFOX (FM)

1965
GAINESVILLE



(This is a paid duplicate of the listing under Gainesville, Georgia.)



Media Code 4 211 5305 7.00 Mid 009597-000
Shamrock Broadcasting Co.
2000 Riveredge Parkway, Suite 797, Atlanta, GA 30328.
Phone 404-953-9369.

PROGRAMMING DESCRIPTION

WFOX (FM): MUSIC: Adult Contemporary incl classic hits of 60's-80's; 60/40 current & re-current to gold mix. FEATURES: PERSONALITY AM show w/news, traffic & weather. COMMERCIAL POLICY: 8-min/hr. Contact Representative for further details. Rec'd 9/5/84.

- 1. PERSONNEL**
General Manager—Martin Sherry.
Station Manager—Linda B. Guest.
General Sales Manager—Eddie Esserman.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1566 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D) (CR)

WGKA

1955
ATLANTA



concert music broadcast sales, inc.

Media Code 4 211 1265 7.00 Mid 009485-000
WGKA, Inc.
2999 Piedmont Rd., N. E., Box 52128, Atlanta, GA 30355.
Phone 404-231-1190.

PROGRAMMING DESCRIPTION

WGKA: MUSIC: Classical, fine arts, news & information. Contact Representative for further details. Rec'd 4/2/76.

- 1. PERSONNEL**
General Manager—Eathel Holley.
- 2. REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- 3. FACILITIES**
5,000 w. days; 1190 khz. Non-directional. Stereo.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with Concert Music Network.
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGST

1922
ATLANTA



Katz Radio



Media Code 4 211 1320 0.00 Mid 009486-000
Meredith Corporation
550 Pharr Rd. N. E., Atlanta, GA 30305. Phone 404-231-0920.

PROGRAMMING DESCRIPTION

WGST: News, information & sports format. News hosts backed by editors, reporters, feature writers, state-wide correspondents. 4 local casts plus network casts hrly. Sports 2x/hr AM & PM drive. Traffic reports 6x/hr AM & PM drive. Editorials, business news, stock reports, commentary & other information features. SPORTS: 16 casts daily plus pro & college football & basketball. Contact Representative for further details. Rec'd 8/29/77.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John E. Lauer.
General Sales Manager—Robert D. Jackson.
Station Manager—Chris Davala.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0.

GEORGIA

Atlanta—cont

WGST—cont

- 5. GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 29a, 33c.
 Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WPCH (FM).
 Affiliated with Katz Radio Network.
 Affiliated with CBS Radio Network.
 Affiliated with The Wall Street Journal Radio Network.
 Affiliated with NBC—Talknet.
 Member: Georgia Radio News Service.

TIME RATES

WGST/WPCH (FM) COMBINATION
 No. 11 Eff 3/19/84—Rec'd 3/29/84.

- AAA—Mon thru Sat 5:30-10 am.
 AA—Mon thru Fri 10 am-3 pm.
 A—Mon thru Fri 3-8 pm.
 B—Sat 10 am-8 pm & Sun 5:30 am-8 pm.
 C—Mon thru Sun 8 pm-midnight.
 D—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B	C	D
1 min	330	350	320	220	170	110
30 sec	80% of 1-min.					

WGST ONLY

No. 6 Eff 8/29/83—Rec'd 9/6/83.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B	C	D
1 min	170	110	130	110	80	60
30 sec	80% of 1-min.					

10. SPECIAL FEATURES

Features—Extra 10%.

WGUN

1947
ATLANTA

Media Code 4 211 1275 400 Mid 009487-000
 WGUN Inc., A Dee Rivers Station
 Box 67, 215 Church St., Decatur, GA 30031. Phone 404-373-2521.

2. REPRESENTATIVES

Stars, Inc.
 Rates have been temporarily withdrawn by station.

WIGO

1948
ATLANTA

Media Code 4 211 1430 700 Mid 009488-000
 Brunson Broadcasting Co. of Georgia, Inc. dba WIGO Radio
 Penthouse, 1422 West Peachtree St., N. W., Atlanta, GA 30309. Phone 404-892-8000.

PROGRAMMING DESCRIPTION

WIGO: MUSIC: Adult contemporary. NEWS: 3-1/2 min at :50. Contact Representative for further details. Rec'd 12/27/82.

1. PERSONNEL

General Manager—Nell McElhaney.
 General Sales Manager—Wesley Morgan.
 National Sales Manager—Marvin Lewis.

2. REPRESENTATIVES

CitiMedia, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

TIME RATES

No. 11 Eff 8/20/84—Rec'd 1/21/85.
 AAA—Mon thru Fri 6-10 am & 3-7 pm.
 AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
GRID:	AAA AA BTA AAA AA BTA	
I	80 65 50 64 52 40	
II	70 55 45 56 44 40	
III	60 45 40 48 36 32	
10 sec:	50% of 1-min.	

10. SPECIAL FEATURES

News sponsorship, 4 min—open & close plus 1 1-min spot, 80.00 per sponsorship, 10 10-sec spots per wk.
 Sports sponsorship, 3 min—open & close plus 1 1-min spot, 85.00 per sponsorship, 10 10-sec spots per wk.

WJYA-FM

1947
LA GRANGE
WJYA
1955
MARIETTA

Al Ham's

THE "MUSIC OF YOUR LIFE"



Media Code 4 211 1440 600 Mid 009483-000
 LWB Atlanta Corporation
 19 Atlanta St., Box 1080, Marietta, GA 30061. Phone 404-424-1080.

PROGRAMMING DESCRIPTION

WJYA-FM/WJYA: MUSIC: "The Music of Your Life".
 Contact Representative for further details. Rec'd 7/20/84.

1. PERSONNEL

President—Robert L. Williams.
 General Manager—Rick Ellis.
 General Sales Manager—Garnett Nash.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1200 ft. above average terrain.
 10,000 w.; 1080 khz. Directional.
 Operating schedule: Sunrise-local sunset. EST.
 Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1, 2a, 3c, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 29a, 33c.
 Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 6 Eff 5/1/84—Rec'd 5/21/84.
 AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
 AA—Mon thru Fri 10 am-3 pm; Sat 3-7 pm.
 A—Mon thru Sun 7 pm-midnight; Sat 6-10 am; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	I	II	III	IV	V
1 min	100	90	80	70	60	60
30 sec	90	80	70	60	50	50
	CLASS AA					
1 min	75	65	55	45	35	35
30 sec	65	55	45	35	25	25
	CLASS A					
1 min	70	60	50	40	30	30
30 sec	60	50	40	30	20	20

7. PACKAGE PLANS

TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT
GRID: I II III IV V **GRID:** I II III IV V
 1 min 75 65 55 45 35 30 sec 65 55 45 35 25
 BTA, 6 am-midnight, flat 1 min 30.00; 30 sec 25.00.

WKHX (FM)

1950
MARIETTA

Selcom radio
 Broadcast Representatives



Media Code 4 211 1457 000 Mid 009482-000
 Capital Cities Communications, Inc.
 360 Interstate North, Suite 101, Atlanta, GA 30339.
 Phone 404-955-0101.

PROGRAMMING DESCRIPTION

WKHX (FM): Continuous country. Contact Representative for further details. Rec'd 12/4/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Norman S. Schrott.
 General Sales Manager—Victor Sansone.
 Operations Manager—Neil McGinley.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w.; 101.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 900 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
 Basic Rates: 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 30, 32b, 33d.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51a, 51c.
 Comb.: Cont. Discounts: 60e, 60f, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKLS

1949
ATLANTA



Media Code 4 211 1485 100 Mid 009489-000
 Gulf Broadcast Group, Inc.
 1800 Century Blvd. N. E., Suite 1200, Atlanta, GA 30345.
 Phone 404-325-0960.

PROGRAMMING DESCRIPTION

WKLS: AOR. Contact Representative for further details. Rec'd 1/5/81.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dick Meeder.
 Business Manager—Ailee DePasque.
 Sales Manager—Alan Rothenberg.

3. FACILITIES

5,000 w.; 970 khz. Non-Directional.
 Operating schedule: 6 am-local sunset. EST.
 Partial simulcast operation. Operated separately Mon thru Fri 10 am-3 pm & 7 pm-6 am. For simulcast facilities see WKLS-FM.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 15c.
 Basic Rates: 20a, 22a, 23a, 29a.
 Contracts: 40a, 45, 46, 48.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKLS-FM

1960
ATLANTA

Gulf Broadcast Group

M Masla Radio



Media Code 4 211 1567 600 Mid 009490-000
 Gulf Broadcast Group, Inc.
 1800 Century Blvd., N. E., Suite 1200, Atlanta, GA 30345.
 Phone 404-325-0960.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dick Meeder.
 Business Manager—Leigh Shepherd.
 Sales Manager—Alan Rothenberg.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 950 ft. above average terrain.
 Partial simulcast operation. Simulcast Mon thru Fri 6-10 am & 3-7 pm. For non simulcast facilities see WKLS.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e.
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28c, 29a.
 Contracts: 40a, 45, 46, 50.
 Comb.: Cont. Discounts: 60b, 60f.
 Cancellation: 70a, 71a, 73a.
 Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WPCH (FM)

1962
ATLANTA

Katz Radio



Media Code 4 211 1730 000 Mid 009492-000
 Meredith Corp.
 550 Pharr Rd., N. E., Atlanta, GA 30363. Phone 404-261-9500.

PROGRAMMING DESCRIPTION

WPCH (FM): Programmed for adults. MUSIC: Familiar Pop Standards, primarily instrumental, some vocals; full orchestrated versions of recent hits; programmed in uninterstrated segments w/4 pauses per hr. NEWS: capsules at :58. COMMERCIAL POLICY: 8 min per hr. Contact Representative for further details. Rec'd 1/3/84.

1. PERSONNEL

Operating Manager—Jim Hutto.
 National Sales Manager—Rob Jackson.
 Local Sales Manager—Don Carle.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 890 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WGST.
 Affiliated with Katz Radio Network.
 Member: Georgia Radio News Service.
 Sold in combination with WGST. See that listing.

TIME RATES

No. 6 Eff 8/1/83—Rec'd 9/19/83.

- AAA—Mon thru Sat 5:30-10 am.
 AA—Mon thru Fri 10 am-3 pm.
 A—Mon thru Fri 3-8 pm.
 B—Sat 10 am-8 pm; Sun 5:30 am-8 pm.
 C—Mon thru Sun 8 pm-midnight.
 D—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B	C	D
1 min	165	225	190	155	120	60
30 sec	80% of 1-min.					

10. SPECIAL FEATURES

Features—Extra 10%.

WPLO

1937
ATLANTA



A DKM Broadcasting Corporation Station

Media Code 4 211 1760 600 Mid 009493-000
 DKM Broadcasting Corp.
 Renaissance Square, 120 Ralph McGill Blvd., Suite 1000,
 Atlanta, GA 30365. Phone 404-898-8900.

2. REPRESENTATIVES

McGavren Guild Radio.
 Rates have been temporarily withdrawn by station.

WQXI



1948
ATLANTA



BLAIR RADIO



Media Code 4 211 1815 900 Mid 009494-000
 Jefferson Pilot Broadcasting Co.
 Suite 240, 3340 Peachtree Rd., N. E., Atlanta, GA 30026.
 Phone 404-261-2970, TWX, 810-751-3541.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Gerald S. Blum.
 General Sales Manager—Mark Kanov.
 Program Director—Fleetwood Gruver.

2. REPRESENTATIVES

Blair Radio.

WQXI-FM1962
SMYRNA**BLAIR RADIO**Media Code 4 211 1816 7.00 Mid 009495-000
Jefferson Pilot Broadcasting Co.
Suite 240, 3340 Peachtree Rd., N. E., Atlanta, GA 30026.
Phone 404-261-2970.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gerald S. Blum.
General Sales Manager—Mark Kanov.
Program Director—Jim Morrison.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w.; 94.1 mhz.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 914 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23b, 24c, 25a, 27.
Contracts: 40a, 45, 46, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.

Rates quoted herein guaranteed for a period of 30 days from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATESFM/AM COMBINATION
No. 31 Eff 4/1/84—Rec'd 7/20/84.AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 PM.
B—Mon thru Sat 8 pm-1 am; Sun 10 am-7 pm.**SPOT ANNOUNCEMENTS**

GRID:	CLASS AAA					
	I	II	III	IV	V	VI
1 min	650	500	425	375	360	340
30 sec	560	425	375	330	300	290

CLASS AA	CLASS A					
	1 min	425	375	325	275	250
30 sec	385	340	295	250	225	200

CLASS B	CLASS A					
	1 min	400	375	300	275	240
30 sec	340	320	250	230	200	175

CLASS B	CLASS A					
	1 min	200	160	150	140	110
30 sec	170	130	110	100	95	85

Fixed day preferences Wed thru Sat, Grid II applies.

PACKAGE PLANS**7-DAY ROTATION**

	8 ti	12 ti	18 ti	24 ti
5-10 AM	1	2	3	4
10 AM-10 PM	5	7	10	13
(*)	2	3	5	7
1 min	250	235	225	215
30 sec	215	205	195	185

(*) 10 pm-midnight; Sun 10 am-7 pm.

SPECIAL FEATURES

Newscasts, sports & fixed features. Grid I applies.

FM only: Deduct 10.00 from FM/AM combination.

(A)

WRMM (FM)1963
ATLANTA**A Susquehanna Station****EASTMAN RADIO, INC.**Media Code 4 211 1843 1.00 Mid 009491-000
Susquehanna Broadcasting Co.
1459 Peachtree St., N. E., Atlanta, GA 30309. Phone 404-892-7766.**PROGRAMMING DESCRIPTION**
WRMM (FM): Programmed for adults. MUSIC: Adult Contemporary/Soft Rock. NEWS: every 1/2 hr in AM drive, hly other times. Contact Representative for further details. Rec'd 4/19/84.

- PERSONNEL**
Station Manager—Julii Dorff.
Sales Manager—Vickie Hall.
General Sales Coordinator—Joyce Harms.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATESEff—Rec'd 1/21/85.
AAA—Mon thru Fri 5:30-8 pm; Sat 10 am-4 pm.
AA—Sat & Sun 5:30-10 am & 4-8 pm; Sun 10 am-4 pm.
A—Mon thru Sun 8 pm-5:30 am.**SPOT ANNOUNCEMENTS**

1 MINUTE

GRID:	AAA AA A		
	High Range	300	150
Low Range	165	80	50

PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

GRID:	High Low	
	1 min	180

WSB1922
ATLANTA**Christal Radio**Media Code 4 211 1870 4.00 Mid 009497-000
Cox Communications, Inc.
1601 W. Peachtree St., N. E., Atlanta, GA 30309. Phone 404-897-7540, TWX, 810-751-8288.**PROGRAMMING DESCRIPTION**

WSB: Variety—adult programming with mass appeal. MUSIC: adult contemporary, current & past hits handled by AIR PERSONALITIES. NEWS: at :60 & :30 plus extended newscasts in AM & PM drive; news breaks at any moment; 16 skyreporter traffic reports daily, editorials & commentary; 10 person local news team & nat'l news bureau; UPI. Local radar weather. SPORTS: U of Georgia football & basketball; Braves baseball; Falcons football. Contact Representative for further details. Rec'd 11/26/84.

- PERSONNEL**
General Manager—Michael J. Faherty.
General Sales Manager—Robert E. Huntley.
Program Manager—Walt Williams.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w.; 750 khz. Clear channel. Non-directional.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 25a, 29a, 30.
Contracts: 40c, 41, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60c, 60i, 60k.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSSA1959
MORROWMedia Code 4 211 1900 9.00 Mid 009499-000
Wings Radio Co., Inc.
Box 831, Morrow, GA 30260. Phone 404-361-8843.
1 min rate 1x: 18.00.**WTJH**1949
EAST POINTMedia Code 4 211 1925 6.00 Mid 009500-000
Silverstar Communications-Albany, Inc.
2120 Dodson Dr., Box 967, East Point, GA 30364. Phone 404-344-2233.
1 min rate 1x: 9.50.**WVEE (FM)**1948
ATLANTA**MCGAVREN GUILD RADIO**

A OKM Broadcasting Corporation Station

Media Code 4 211 1937 1.00 Mid 009501-000
DKM Broadcasting Corp.
Renaissance Square, 120 Ralph McGill Blvd., Suite 1000,
Atlanta, GA 30365. Phone 404-898-8900.**PROGRAMMING DESCRIPTION**

WVEE (FM): Full service Urban Contemporary. FEATURES: helicopter traffic reports, hly drive time local news, meteorologist & community oriented promotions. Contact Representative for further details. Rec'd 9/6/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—C. B. (Rik) Rogers.
General Sales Manager—George F. Reed.
Operations Manager—Jim Clemens.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w., 103.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on net time. Bills payable when rendered.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WPLD.
Affiliated with RKO ONE.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by the station.

WXLL1964
OECATURMedia Code 4 211 1965 2.00 Mid 009502-000
R. F. B. Radio, Inc.
2218 B. Candler Rd., Decatur, GA 30034. Phone 404-288-4000.

- REPRESENTATIVES**
Rawlins Radio Sales.
Rates have been temporarily withdrawn by station.

WYNX1962
SMYRNAMedia Code 4 211 1980 1.00 Mid 009503-000
Jonquill Broadcasting Co., Inc.
2460 Atlanta Rd., Smyrna, GA 30080. Phone 404-436-6171.
1 min rate 1x: 20.00.**WYZE**1956
ATLANTAMedia Code 4 211 2035 3.00 Mid 009504-000
WYZE Radio
1111 Boulevard, S. E., Atlanta, GA 30312. Phone 404-622-4444.
1 min rate 1x: 16.50.**WZGC (FM)**1955
ATLANTAMedia Code 4 211 2055 1.00 Mid 009505-000
First Media Corp.
Mailing Address: Box 54577, Atlanta, GA 30365. Phone 404-881-0093.
Deliveries & special mailings:
603 W. Peachtree St., Suite 930, Atlanta, GA 30308.

- REPRESENTATIVES**
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

Augusta

(including North Augusta, SC)

Richmond County—Map Location F-6
See SFDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBBQ**WBBQ AM/FM**1946
AUGUSTA**WBBQ-FM**1956
AUGUSTAMedia Code 4 211 2145 0.00 Mid 009506-000
Savannah Valley Broadcasting Co.
Box 2066 (13), Augusta, GA 30913.
Studio and Offices:
1305 Georgia Ave., N. Augusta, SC 29841. Phone 803-279-6610.**PROGRAMMING DESCRIPTION**

WBBQ, WBBQ-FM: Programmed for adults, young adults & teens. Audience participation. MUSIC: mass appeal current Contemporary Hits, album cuts & oldies. NEWS: emphasis local w/7 news reporters, 4 mobile units, network & AP. AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/30/82.

- PERSONNEL**
President—George G. Weiss.
Exec. Vice-Pres. & Gen'l Mgr.—Edward H. Dunbar.
Oper. & Prog. Dir.—Harley R. Drew, Jr.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily, EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.), 104.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,003 ft. above average terrain.
Simulcast Mon thru Fri 6-10 am & 3-7 pm.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with ABC Contemporary Radio Network.

TIME RATESNo. 25 Eff 1/1/85—Rec'd 1/28/85.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 5:30 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 5:30 am & 7 pm-midnight.**SPOT ANNOUNCEMENTS**

PER WK:	1 min		30 sec	
	AAAA	AAA AA A	AAAA	AAA AA A
1 ti	115	97	86	67
12 ti	108	94	81	63
18 ti	100	92	77	58

PROGRAM TIME RATES

5-min—1 1/2x applicable 1-min rate.

AM deduct 40%; FM 10%, during non-simulcast.

(A)

WCKJ1946
AUGUSTAMedia Code 4 211 2200 3.00 Mid 009507-000
SKC, Inc.
821 Broad St., Box 2186, Augusta, GA 30903. Phone 404-724-0001.**PROGRAMMING DESCRIPTION**

WCKJ: Programmed for adults 25-54. MUSIC: Adult Contemporary, incl popular current hits & oldies. AIR PERSONALITIES handle all segments. NEWS: emphasis on local; AP audio & wire; morning driver personalities with news updates. SPORTS: Auburn football; weekend sports scoreboard. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
General Manager—Eva Gibson.
Operations Manager—Norman King.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: EST.
- AGENCY COMMISSION**
15/0.

continued

GEORGIA

Augusta—cont

WCKJ—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 30, 33d.
 Contracts: 40b, 45, 46, 47e, 43, 49, 51a.
 Comb.; Cont. Discounts: 60f, 61c, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WFMG (FM)

1952
AUGUSTA



Media Code 4 211 2255 7.00 Mid 009515-000
 Amrecorp Communications of Georgia, Inc.
 552 Laney-Walker Ext., Box 669, Augusta, GA 30903.
 Phone 404-722-1302.

PROGRAMMING DESCRIPTION

WFMG (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary; AIR PERSONALITIES handle all segments. NEWS: emphasis local; accu-weather; sports reports. COMMERCIAL POLICY: 12 commercial units per hr; no more than 1 commercial per product per hr. Contact Representative for further details. Rec'd 4/2/84.

1. PERSONNEL

President—Richard E. Tomlinson.
 Gen'l & Gen'l Sls Mgr.—David Vantrease.
 Operations Manager—Tom Barclay.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mhz. Stereo.
 Operating schedule: 24 hours-daily. EST.
 Antenna ht.: 83 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable 15 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 32b.
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 60f, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities WHGI.
 Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGAC

1940
AUGUSTA

CBS Radio Network



Media Code 4 211 2310 0.00 Mid 009508-000
 Beasley Broadcast Group.
 Business Office and Studio: 3632 Washington Rd., Box 11045, Augusta, GA 30907. Phone 404-863-5800.

PROGRAMMING DESCRIPTION

WGAC: Programmed for adults 35+. MUSIC: Easy/MOR. NEWS: local. SPORTS: Atlanta Braves baseball, U of Georgia football, NASCAR auto races. Contact Representative for further details. Rec'd 10/8/84.

1. PERSONNEL

President—George Beasley.
 General Manager—Coni O'Neal.

2. REPRESENTATIVES

Republic Radio Sales, Inc.

3. FACILITIES

ERP 5,000 w. days, 1,000 w. nights; 580 khz. Directional night only. Separate pattern day & night.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
 Basic Rates: 20b, 21b, 22b, 24a, 24b, 25c, 26, 28a, 28c, 29b.
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60d, 61b, 62d.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.
 Member: Georgia Radio News Network.

TIME RATES

No. 11 Eff 4/1/84—Rec'd 10/12/84.

6. SPOT ANNOUNCEMENTS

	Live			Recorded		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6:30-10:30 am	20.00	18.00	10.00	18.00	16.00	9.00
10:30 am-3 pm	14.00	13.00	7.00	13.00	12.00	6.50

	Live			Recorded		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
3-7:30 pm	16.00	14.00	8.00	15.00	13.00	7.50
7:30 pm-midnight	11.00	10.00	5.50	10.00	9.00	5.00
Midnight-6:30 am	8.50	7.50	4.25	7.50	6.50	3.75

7. PACKAGE PLANS

	1 min	30 sec
TAP—6:30-10:30 AM, 10:30 AM-3 PM, 3-7:30 PM	495	450
45 ti (15 ti ea daypart)	312	288
24 ti (8 ti ea daypart)		

CONTRACT DISCOUNT

52 wk—15%.

WGUS

1958
NORTH AUGUSTA, SC



McGAVREN GUILD RADIO

Country



Media Code 4 211 2365 4.00 Mid 009509-000
 Broadcasting Associates of America, Inc.
 Box 1475, Augusta, GA 30903. Phone 803-279-1380.

PROGRAMMING DESCRIPTION

WGUS: Programmed for adults, young adults. MUSIC: Modern Country; audience participation, news, sports & PERSONALITIES. Contact Representative for further details. Rec'd 6/5/79.

1. PERSONNEL

President—E. Donald Kern.
 General Manager—Edith Buchanan.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w. days; 1380 khz. Non-directional.
 Operating schedule: 6 am-local sunset daily. EST.
 Partial simulcast operation. Simulcast 6-10 am & 3-7 pm. For non-simulcast facilities see WGUS-FM.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
 Basic Rates: 20a, 21b, 22b, 23b, 24b, 25c, 26, 28a, 28c, 29a, 30, 31, 32b, 33b.
 Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47e, 49, 50, 51a.
 Comb.; Cont. Discounts: 60a, 60e, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with McGavren Guild/Internet Radio Networks.

TIME RATES

Eff—Rec'd 8/1/83.

Mon thru Sat 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	12 ti	18 ti	24 ti	18 ti
I	53	51	47	45
II	47	45	41	39
III	41	39	35	33
IV	35	33	30	27

AM/FM COMBINATION

Sun 6 am-7 pm, flat 1-min 24.00; 30-sec 20.00.

WGUS-FM

1967
AUGUSTA



Media Code 4 211 2366 2.00 Mid 009510-000
 Broadcasting Associates of America, Inc.
 Box 1475, Augusta, GA 30903. Phone 803-279-1380.

PROGRAMMING DESCRIPTION

WGUS-FM: Programmed for adults & young adults. MUSIC: Stereo Country. NEWS: traffic, sports & weather. 4 PERSONALITIES. Contact Representative for further details. Rec'd 6/20/83.

1. PERSONNEL

President—E. Donald Kern.
 General Manager—Edith Buchanan.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 280 ft. above average terrain.
 Partial simulcast operation. Operated separately 10 am-3 pm & 7 pm-signoff.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
 Basic Rates: 20a, 21b, 22b, 23b, 24b, 25c, 26, 28a, 28c, 29a, 30, 31, 32b, 33b.
 Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47e, 49, 50, 51a.
 Comb.; Cont. Discounts: 60a, 60e, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with McGavren Guild/Internet Radio Networks.
 Sold in combination with AM. See that listing.

TIME RATES

Eff 8/1/83—Rec'd 8/15/83.

6. SPOT ANNOUNCEMENTS

Mon thru Sun 7 pm-midnight, flat 1-min 17.00; 30-sec 13.00.

WHGI

1952
AUGUSTA



Media Code 4 211 2379 5.00 Mid 009511-000
 Amrecorp Communications of Georgia, Inc.
 552 Laney-Walker Ext., Box 669, Augusta, GA 30903.
 Phone 404-722-1302.
 Rates have been temporarily withdrawn by station.

WKZK

1962
NORTH AUGUSTA, SC



Media Code 4 211 2393 6.00 Mid 009512-000
 Gospel Radio, Inc.
 Box 1454 2 Milledge Rd., Augusta, GA 30903. Phone 404-738-9191.
 1 min rate 1x: 18.00.

WRDW

1930
AUGUSTA

Urban Contemporary

Media Code 4 211 2420 7.00 Mid 009513-000
 Val-Tel Communications
 1534 Walton Way, Box 1405, Augusta, GA 30903. Phone 404-724-1480.

PROGRAMMING DESCRIPTION

WRDW: Programmed for black total audience. MUSIC: Contemporary black hits, oldies & album cuts. AIR PERSONALITIES handle all segments. NEWS: emphasis on local with 3-man staff. Contact Representative for further details. Rec'd 2/7/83.

1. PERSONNEL

General Manager—Terry L. Brown.
 General Sales Manager—Ed Linville.
 Program Director—Sonny Burroughs.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w; 1480 khz. Directional nights.
 Operating Schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rates Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 31, 33d.
 Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60e, 60h, 60i, 61b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WTHB

1960
AUGUSTA



Torbet Radio



Media Code 4 211 2475 1.00 Mid 009514-000
 Southern States Communications
 Box 1584, Augusta, GA 30903. Phone 803-279-2330.

PROGRAMMING DESCRIPTION

WTHB: R & B & gospel music. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 10/31/77.

1. PERSONNEL

Gen'l & Sales Manager—Walter A. Brumbeloe.
 Sales Manager—Pat Glass.
 Operations Manager—Tony Sewell.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w. days; 1550 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 24c, 25a.
 Contracts: 40a, 44a, 44b, 45, 47a.
 Comb.; Cont. Discounts: 60a, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 82.
 FM facilities: WZZW (FM).

TIME RATES

No. 16 Eff 9/1/84—Rec'd 9/6/84.

6. SPOT ANNOUNCEMENTS

	MON THRU SUN, ALL DAYPARTS					
	WK:	1 ti	24 ti	48 ti	62 ti	96 ti
MO:		48	96	124	192	192
YR:		400x	600x	800x	1000x	
1 min		17.65	16.47	15.29	14.12	12.94
30 sec		14.12	12.94	11.76	10.59	9.41
15 sec:		preemptible & ROS only,	flat 9.50.			

WZZW (FM)

1968
AUGUSTA



Media Code 4 211 2487 6.00 Mid 009516-000
 North Augusta Broadcasting Co., Inc.
 Box 1584, Augusta, GA 30903. Phone 803-279-2330.

2. REPRESENTATIVES

Torbet Radio, Inc.
 1 min rate 1x: 19.00.

Austell

Cobb County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WCKZ

1968
AUSTELL

Mid 009517-000

See SRDS Spot Radio Small Markets Edition.

Bainbridge

Decatur County—Map Location B-10
 See SRDS Consumer market map and data at beginning of the state.

WJAD (FM)

1967
BAINBRIDGE



Media Code 4 211 2560 0.00 Mid 009519-000
 Decatur Broadcasting Company, Inc.
 1609 E. Shotwell St., Box 706, Bainbridge, GA 3

WYSE1958
BAINBRIDGE

See SRDS Spot Radio Small Markets Edition. Mid 009518-000

BarnesvilleLamar County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.**WBAF**1966
BARNESVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009521-000

BaxleyAppling County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.**WBYZ (FM)**1983
BAXLEY

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035119-000

WUFE1954
BAXLEY

See SRDS Spot Radio Small Markets Edition. Mid 009522-000

BlackshearPierce County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.**WGIA**1961
BLACKSHEAR

See SRDS Spot Radio Small Markets Edition. Mid 009523-000

WKUB (FM)1979
BLACKSHEAR

See SRDS Spot Radio Small Markets Edition. Mid 009524-000

BlakelyEarly County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.**WBBK**1959
BLAKELY

See SRDS Spot Radio Small Markets Edition. Mid 009525-000

WBBK-FM1984
BLAKELY

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035517-000

Blue RidgeFannin County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.**WPPL (FM)**1971
BLUE RIDGE

See SRDS Spot Radio Small Markets Edition. Mid 009526-000

BremenHaralson County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.**WSLE**1957
BREMEN

See SRDS Spot Radio Small Markets Edition. Mid 009527-000

BrunswickGlynn County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.**WBGA**1949
BRUNSWICK**Oldies/Adult Contemporary**

A Kirk Broadcasting Station

Media Code 4 211 2915 6.00 Mid 009528-000
A Division of Kirk Broadcasting, Inc.
801 Mansfield St., Brunswick, GA 31520. Phone 912-265-3870.**PROGRAMMING DESCRIPTION**

WBGA. MUSIC: Adult Contemporary. AIR PERSONALITIES; on-air promos monthly. SPORTS: local high school; play-by-play football & basketball. NEWS: emphasis on local involvement with local newscasts in AM, noon & PM drive. FEATURES: talk show Breakfast with Brunswick, discussion of local topics 2 days per wk; beach reports from Islands. Rec'd 1/28/85.

1. PERSONNELGeneral Manager—Joe Sousa.
Program Director—Sid Ingram.**3. FACILITIES**5,000 w. days, 1,000 w. nights; 1440 khz. Directional nights.
Operating schedule: 18 hours daily. EST.**4. AGENCY COMMISSION**

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulationsFM facilities: WGIG (FM).
Affiliated with ABC Information Radio Network.
Member: Georgia Radio News Service.**TIME RATES**NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/83—Rec'd 9/26/83.

AAA—6-9 am & 3-6 pm.

AA—9 am-3 pm; Sat 9 am-Sun midnight.

6. SPOT ANNOUNCEMENTSCLASS AAA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 9.50 9.30 9.10 8.70 8.40 7.90
30 sec 8.00 7.70 7.50 7.20 7.00 6.50CLASS AA
1 min 7.00 6.80 6.60 6.40 6.20 5.90
30 sec 5.70 5.50 5.30 5.10 4.90 4.70
15 sec: 80% of 30-sec.
Fixed position/adjacencies, extra 10%.**7. PACKAGE PLANS**ROS, 6 AM-9 PM—50%AAA, 50%AA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 8.25 8.05 7.85 7.55 7.30 6.90
30 sec 6.85 6.60 6.40 6.15 5.95 5.60
Fixed position/adjacencies, extra 10%.**8. PROGRAM TIME RATES**5 min 1/4 hr 1/2 hr
Ea 13 25 50
Fixed positions/adjacencies, extra 10%. (SMD)**WGIG (FM)**1965
BRUNSWICK**Country**

A Kirk Broadcasting Station

Media Code 4 211 2942 0.00 Mid 009531-000
A Division of Kirk Broadcasting, Inc.
801 Mansfield St., Brunswick, GA 31523. Phone 912-265-3870.**PROGRAMMING DESCRIPTION**

WGIG (FM): MUSIC: Country; live PERSONALITIES: American Country Countdown Sat 9 am-noon. NEWS: local at :30 during AM/PM drive & noon; network news. SPORTS: university football. FEATURES: beach, weather & tourist info. Rec'd 1/28/85.

1. PERSONNELGeneral Manager—Joe Sousa.
Program Director—Sid Ingram.**3. FACILITIES**ERP 60,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.**4. AGENCY COMMISSION**

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulationsAM facilities: WBGA.
Affiliated with ABC Entertainment Radio Network.
Member: Georgia Radio News Service.**TIME RATES**

No. 5 Eff 9/1/83—Rec'd 9/26/83.

AAA—6-9 am & 3-6 pm.

AA—9 am-3; Sat 9 am-Sun midnight.

6. SPOT ANNOUNCEMENTSCLASS AAA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 9.50 9.30 9.10 8.70 8.40 7.90
30 sec 8.00 7.70 7.50 7.20 7.00 6.50CLASS AA
1 min 7.00 6.80 6.60 6.40 6.20 5.90
30 sec 5.70 5.50 5.30 5.10 4.90 4.70
15 sec: 80% of 30-sec.
Fixed position/adjacencies, extra 10%.

CONTRACT WEEK DISCOUNT

52 wk—10%

7. PACKAGE PLANSROS, 6 AM-9 PM—50%AAA, 50%AA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 8.25 8.05 7.85 7.55 7.30 6.90
30 sec 6.85 6.60 6.40 6.15 5.95 5.60**8. PROGRAM TIME RATES**5 min 1/4 hr 1/2 hr
Ea 13 25 50
Fixed positions/adjacencies, extra 10%. (SMD)**WMOG**1940
BRUNSWICKMedia Code 4 211 2970 1.00 Mid 009529-000
WBA Broadcasting Corp.
Torras Causeway, Box 100, Brunswick, GA 31520. Phone 912-265-5980.**PROGRAMMING DESCRIPTION**

WMOG: MUSIC: Your Music; AIR PERSONALITIES handle all segments. NEWS: heavy on local, nat'l & state; news director. SPORTS: play-by-play major league baseball, football, basketball; college basketball; high school sports. Entertainment; varied music (current, stds, albums) with public service. Contact Representative for further details. Rec'd 4/29/82.

1. PERSONNELGen'l & Sales Mgr.—William E. Powley.
Office Manager—Sherry Collins.
News Director—John Lane.**2. REPRESENTATIVES**

Roslin Radio Sales.

3. FACILITIES1,000 w.; 1490 khz.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

No. 18 Eff 1/1/85—Rec'd 1/22/85.

AAA—6-10 am.

AA—3-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTSCLASS AAA
PER WK: 1 ti 6 ti 12 ti 18 ti 1 ti 6 ti 12 ti 18 ti
1 min 11.00 10.50 10.00 9.50 9.00 8.50 8.00 7.50
(*) AAA/AA.**7. PACKAGE PLANS**TAP/ROS—1/3AAA, 1/3AA, 1/3A
PER WK: 1 ti 6 ti 12 ti 18 ti
1 min 10.00 9.50 9.00 8.50
30 sec 8.00 7.50 7.00 6.50TAP—1 WEEK, 1/3AAA, 1/3AA, 1/3A
ROS: 30 ti 50 ti 75 ti ROS: 30 ti 50 ti 75 ti
1 min 9.00 8.50 7.50 30 sec 7.00 6.50 6.00
15 sec: 5.00.**10. SPECIAL FEATURES**NEWS
5 min 1 wk 13 wk 26 wk 52 wk
16 14 12 10
10 min 20 18 16 14
1/4 hr 35 30 25 20
1/2 hr 60 55 50 45 (SMD)**WPIQ (FM)**1966
BRUNSWICK

See SRDS Spot Radio Small Markets Edition. Mid 009530-000

WYNR1966
BRUNSWICK

See SRDS Spot Radio Small Markets Edition. Mid 009532-000

BufordGwinnett County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WDYX**1956
BUFORD

See SRDS Spot Radio Small Markets Edition. Mid 009533-000

WGCO (FM)1969
BUFORD

See SRDS Spot Radio Small Markets Edition. Mid 009534-000

CairoGrady County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.**WGRA**1950
CAIRO

See SRDS Spot Radio Small Markets Edition. Mid 009535-000

WTGQ (FM)1983
CAIROMedia Code 4 211 3120 2.00 Mid 031147-000
Cairo Broadcasting Company, Inc.
133 E. Jackson St., Box 1357, Thomasville, GA 31799.
Phone 912-228-1853.**PROGRAMMING DESCRIPTION**

WTGQ (FM): MUSIC: Adult Contemporary, 2-man AM show; Satellite Music Network "Star Stations" format. NEWS: full-time news director; mobile news van; local/state news 6x/daily; network news at :60; weather at :32 from local TV 6 meteorologist. COMMERCIAL POLICY: 5 breaks, 12 min per hr. SPORTS: Larry Munson at 6:40, 7:10, 8:10 am & 5:20 pm; high school football. Contact Representative for further details. Rec'd 12/19/83.

1. PERSONNELPresident—Orson Woodall.
Vice-Pres./Gen'l Mgr.—Michael H. Minor.
Operations Manager—Bill Logan.**2. REPRESENTATIVES**

Atlanta—Busby, Finch, Latham & Widman.

3. FACILITIESERP 3,000 w. (horiz), 3,000 w. (vert); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulationsAffiliated with Satellite Music Network.
Member: Georgia Radio News Service.**TIME RATES**

Eff—Rec'd 7/14/83.

AAA—Mon thru Fri 6-9 am, noon-1 pm, 3-6 pm; Sat 8 am-3 pm.

AA—Mon thru Fri 9 am-noon, 1-3 pm, 6-9 pm; Sun 10 am-4 pm.

A—Mon thru Fri 9 pm-6 am, Sat 6-8 am, 3 pm-midnight; Sun midnight-10 am, 4 pm-midnight.

6. SPOT ANNOUNCEMENTSCLASS AAA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
1 min 7.00 6.50 6.00 5.50
30 sec 6.00 5.50 5.00 4.50CLASS AA
1 min 7.00 6.00 5.50 5.00 4.50
30 sec 6.00 5.00 4.50 4.00 3.50CLASS A
1 min 4.00 3.50 3.00 2.50 2.00
30 sec 3.50 3.00 2.50 2.00 1.50
Fixed, extra 10%. (SMD) (CR)**Calhoun**Gordon County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.**WEBS**1966
CALHOUN

See SRDS Spot Radio Small Markets Edition. Mid 009536-000

WJTH1977
CALHOUNMedia Code 4 211 3175 6.00 Mid 009537-000
Cherokee Broadcasting Co.
102 Memorial Rd., Box 1119, Calhoun, GA 30701. Phone 404-629-6397.**PROGRAMMING DESCRIPTION**

WJTH: Programmed for adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Modern & Contemporary Country 6 am-signoff. NEWS: network at :56; state network at :30; local w/major newscasts at 7:00 am, noon & 5 pm. SPORTS: network commentator at :40; college & high school football. FARM: at 6:35 am, 12:20 & 5:20 pm. RELIGIOUS: Sun Gospel music 7-11 am; 11 am worship service from area churches; noon-5 pm religious programming. Rec'd 8/28/84.

1. PERSONNELGen'l & Sales Mgr.—Sam Thomas.
Operations Manager—Lamar Gravitt.**3. FACILITIES**1,000 w.; 900 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

GEORGIA

Calhoun—cont

WJTH—cont

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 11/1/84—Rec'd 11/19/84.

7. PACKAGE PLANS

YEARLY TAP—*EVEN DISTRIBUTION

520x	1 min	30 sec	
1000x	6.25	4.75	
	MONTHLY SUCCESS	6.50	4.50
100 ti		450.00	650.00

(*) All drivetimes, extra .50.

	WEEKLY		
	1 min	30 sec	15 sec
1 ti/Drive	7.50	5.50	4.50
10+	7.00	5.00	4.00
	WEEKLY SUCCESS		
25 ti		175.00	125.00

(SMD)

Camilla

Mitchell County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WCLB

1954
CAMILLA


Media Code 4 211 3190 5.00 Mid 009S38-000
Donald E. White and Sons, Inc.
Old Pelham Rd., Drawer 113, Camilla, GA 31730. Phone
912-336-5614.

PROGRAMMING DESCRIPTION

WCLB: Programmed for farming area adults 25+. MUSIC: country & western. Emphasis on farm programming, market reports, agriculture news & weather from 5:30-8 am & 11:30 am 1:30 pm M-Sat. Daily farm, home tips, county agent. Rural development center reports; recorded farm reports, special programs—nightly soul show, gospel show Sun. Rec'd 1/29/85.

- PERSONNEL**
Gen'l & Sales Mgr.—Jerry E. White.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 5:30 am-11 pm. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with TRN Farm News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 1/10/78.

- SPOT ANNOUNCEMENTS**
50x 300x 500x
1 min 4.25 3.90 3.30 30 sec 3.30 2.90 2.60
10 sec: 50% of 1-min. (SMD)

WOFF (FM)

1977
CAMILLA

Mid 009S39-000
See SRDS Spot Radio Small Markets Edition.

Canton

Cherokee County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WCHK

1957
CANTON

Mid 009S40-000
See SRDS Spot Radio Small Markets Edition.

WCHK-FM

1964
CANTON

Mid 009S41-000
See SRDS Spot Radio Small Markets Edition.

Carrollton

Carroll County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WBTR (FM)

1964
CARROLLTON

Mid 009S42-000
See SRDS Spot Radio Small Markets Edition.

WLBB

1946
CARROLLTON

Mid 009S43-000
See SRDS Spot Radio Small Markets Edition.

WPPI

1975
CARROLLTON

Mid 009S44-000
See SRDS Spot Radio Small Markets Edition.

Cartersville

Bartow County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WBHF

1946
CARTERSVILLE

Mid 009S45-000
See SRDS Spot Radio Small Markets Edition.

WYXC

1961
CARTERSVILLE

Mid 009S46-000
See SRDS Spot Radio Small Markets Edition.

Cedartown

Polk County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WGAA

1941
CEDARTOWN

Mid 009S47-000
See SRDS Spot Radio Small Markets Edition.

Chatsworth

Murray County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WQMT (FM)

1976
CHATSWORTH

Media Code 4 211 3533 6.00 Mid 009S48-000
  
Cohutta Broadcasting Co., Inc.
Studio: Hwy. 52 E., Box 738, Chatsworth, GA 30705.
Phone 404-695-4144.
Sales Office: 318 W. Walnut Ave., Dalton, GA 30720.
Phone 404-278-9950.

PROGRAMMING DESCRIPTION

WQMT (FM): MUSIC: Programming 3 plus consec Modern Country hits. NEWS: music director handles local/area news during drive & noon hr; network at various times. SPORTS: network during drive; motor racing network; local high school coverage; college football play-by-play in season. COMMERCIAL POLICY: limit 12 commercial min/hr. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—Carmen D. Trevitt.
Sales Manager—Donnie Trevitt.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w. Circular polarized. 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Member: Georgia Radio News Service.

TIME RATES
No. 13 Eff 11/26/84—Rec'd 11/28/84.

AAAA—Mon thru Fri 5-10 am & 3-7 pm; Sat 6-9 am & noon-3 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 9 am-3 pm.
AA—Mon thru Fri 7 pm-midnight; Sat 3 pm-midnight; Sun 6 am-6 pm.
A—Mon thru Fri midnight-5 am; Sat midnight-6 am; Sun 6 pm-6 am.

- SPOT ANNOUNCEMENTS**
30 SECONDS
PER WK: 10 ti 20 ti 30 ti 40 ti
PER MO: 50 ti 100 ti
AAAA 14.00 13.00 12.00 12.00
AAA 12.00 11.00 10.00 9.00
AA 9.00 8.00 7.00 6.00
A 7.00 6.00 5.00 4.00
1 min: AAAA/AAA extra 30%; AA/A extra 20%.
Fixed: Extra 25%.
- PACKAGE PLANS**
TAP—25% AAAA, 25% AAA, 25% AA, 25% A
PER WK: 10 ti 20 ti 30 ti 40 ti
PER MO: 50 ti 100 ti
30 sec 10.50 9.50 8.50 7.50
1 min: extra 20%. (SMD)(D)

Clarkesville

Habersham County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WIAF

1975
CLARKESVILLE

Mid 009S49-000
See SRDS Spot Radio Small Markets Edition.

Claxton

Evans County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WCLA

1958
CLAXTON

WCLA-FM

1972
CLAXTON

Mid 009S50-000
See SRDS Spot Radio Small Markets Edition.

Clayton

Rabun County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WGHC

1961
CLAYTON

Mid 009S51-000
See SRDS Spot Radio Small Markets Edition.

Cleveland

White County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WRWH

1958
CLEVELAND

Mid 009S52-000
See SRDS Spot Radio Small Markets Edition.

Cochran

Beckley County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WVMG

1966
COCHRAN

Mid 009S53-000
See SRDS Spot Radio Small Markets Edition.

WVMG-FM

1966
COCHRAN

Mid 009S54-000
See SRDS Spot Radio Small Markets Edition.

Columbus



(including Phenix City, AL)

Muscogee County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCGQ (FM)

1966
COLUMBUS

Media Code 4 211 3767 0.00 Mid 009S55-000
 
McClure Broadcasting Co.
1327 Warren Williams Rd., Box 1537, Columbus, GA
31994. Phone 404-327-1217.

- REPRESENTATIVES**
Selcom Radio.
1 min rate 1x: 24.00.

WDAK

1940
COLUMBUS

EASTMAN RADIO, INC.





Media Code 4 211 3850 4.00 Mid 009S57-000
Radio Columbus, Inc.
Box 1640, 1846 Buena Vista Rd., Columbus, GA 31902.
Phone 404-322-5447.

PROGRAMMING DESCRIPTION
WDAK: Programmed for adults 25-49. MUSIC: Top 40 oldies. NEWS: network at :22 in key dayparts with local newscasts at :54 during drive times. SPORTS: network hrly on wknds with select sports events, scores & sports shorts during newscasts. 6 AIR PERSONALITIES handle all segments. 2-man news dept with 6 radio equipped mobile units. Remote van. COMMERCIAL POLICY: 12 min per hr maximum drive times. 10-min all other times. Contact Representative for further details. Rec'd 1/24/84.

- PERSONNEL**
President—Allen Woodall, Jr.
General Sales Manager—Jeff R. Tate.

- REPRESENTATIVES**
Eastman Radio, Inc.

- FACILITIES**
5,000 w. days; 500 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: WEIZ (FM).
Affiliated with Eastman Radio Network.
Member: Georgia Radio News Service.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEIZ (FM)

1971
PHENIX CITY, AL

EASTMAN RADIO, INC.







Media Code 4 211 3905 6.00 Mid 009S58-000
Chattahoochee Broadcasting Co., Inc.
1846 Buena Vista Rd., Box 1640, Columbus, GA 31994.
Phone 404-322-1000.

PROGRAMMING DESCRIPTION
WEIZ (FM): Programmed for adults 18+. MUSIC: Adult Contemporary; live 6 am-10 pm; live PERSONALITIES with 4 commercial breaks per hr; Boston Pops Orchestra every Sun eve. NEWS: local during drivetimes at :25; network news at :55 every hour; Paul Harvey 3 times daily. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
President—Allen Woodall, Jr.
General Sales Manager—Jeff R. Tate.

- REPRESENTATIVES**
Eastman Radio, Inc.

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: WDAK.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFXE (FM)1969
COLUMBUS**Contemporary**Media Code 4 211 3932 0.00 Mid 009559-000
Silver Starr Communications, Inc.
1230 Second Ave., Box 1100, Columbus, GA 31902.
Phone 404-324-3708.**PROGRAMMING DESCRIPTION**

WFXE (FM): Programmed for adults & young adults. MUSIC: blend of contemporary hits mixed with cross-overs, album tracks & jazz, programmed in sweeps & commercial clusters. NEWS: network & weather hrly; 6 local casts in AM & PM. Features: modern & progressive jazz Sun 7 pm-12M. Contact Representative for further details. Rec'd 6/30/81.

- PERSONNEL**
General Manager—B. Ken Woodfin.
Operations Manager—Tony Lype.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 24b, 25a, 26, 27, 29a, 32b.
Contracts: 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WOKS.
Affiliated with ABC FM Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHYD1947
COLUMBUSMedia Code 4 211 3960 1.00 Mid 009560-000
CLW, Inc.
1825 Buena Vista Rd., Columbus, GA 31906. Phone 404-323-3603.
1 min rate 1x: 13.00.**WIGC (FM)**1972
TROY, AL

See listing under city of license. Mid 008196-000

WIZY1955
COLUMBUSMedia Code 4 211 3987 4.00 Mid 009556-000
Muscookee Broadcasting Co., Inc.
1610 280 By-pass, Phenix City, AL 36867. Phone 205-298-1580.
Mailing Address: Box 766, Columbus, GA 31902.
1 min rate 1x: 6.25.**WOKS**1959
COLUMBUS

HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 211 4015 3.00 Mid 009561-000
Silver Star Communications, Inc.
Box 1998, Columbus, GA 31902. Phone 404-324-0261.**PROGRAMMING DESCRIPTION**

WOKS: Black programmed primarily for entire black community. MUSIC: R & B. Top 40, jazz & gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min network at :60 regional and national, 3 min local capsule at :30 regional and national, 5 min community news 3 times daily, at 6:50 am, 9:50 am, & 8:50 pm. Daily housewife program features household hints, recipes, health tips and guests. Subjects of interest to listeners are discussed. Participate in fund drives and community activities, etc. Contact Representative for further details. Rec'd 1/27/77.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—B. Ken Woodfin.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard
- FACILITIES**
1,000 w. cays, 250 w. nights; 1340 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; when rendered.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 24b, 25a, 26, 27, 29a, 32b.
Contracts: 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WFXE (FM).
Affiliated with Sheridan Broadcasting Network.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPNX1952
COLUMBUS, GA-PHENIX CITY, AL

HILLIER, NEWMARK, WECHSLER & HOWARD

NRBAMedia Code 4 211 4070 8.00 Mid 009562-000
JRM Broadcasting, Inc.
Box 687, Columbus, GA 31902. Phone 404-322-2270.
Studio: Airport Dr., Box 1287, Phenix City, AL 36867.
Phone 404-322-2270.**PROGRAMMING DESCRIPTION**

WPNX: Programmed for adults of all ages. MUSIC: modern country. Contact Representative for further details. Rec'd 2/25/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jim Martin.
Sales Manager—JoAnn Wade.
Operations Manager—Ken Carille.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1460 khz. Directional nights. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRCG1928
COLUMBUSMedia Code 4 211 4135 9.00 Mid 009563-000
WGBA, Inc.
1327 Warren Williams Rd., Box 1537, Columbus, GA 31902. Phone 404-324-0338.
Rates have been temporarily withdrawn by station.**WVOC (FM)**1946
COLUMBUSMedia Code 4 211 4157 3.00 Mid 009564-000
A. B. Coleman dba WVOC-FM
1430 Wynton Rd., Columbus, GA 31906. Phone 404-324-2441.
Mailing Address: Box 5387, Columbus, GA 31995.**PROGRAMMING DESCRIPTION**

WVOC (FM): Programmed for adults. MUSIC: Contemporary Country. NEWS: local, reg'l & nat'l; weather reporter w/local, reg'l, nat'l in drivetimes; mobile news unit & stock market reports. SPORTS: sports director covers local, regional & national sports with drivetime reports, plus on the spot coverage of major regional events. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
General Sales Manager—Stan Reed.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 102.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 1,521 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Rate Protection: 60 days.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

CommerceJackson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.**WJJC**1957
COMMERCE

See SRDS Spot Radio Small Markets Edition. Mid 009565-000

ConyersRockdale County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WCGA**1979
CONYERS

See SRDS Spot Radio Small Markets Edition. Mid 009566-000

CordeleCrisp County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.**WFAV (FM)**1969
CORDELE

See SRDS Spot Radio Small Markets Edition. Mid 009567-000

WMJM1940
CORDELE

See SRDS Spot Radio Small Markets Edition. Mid 009568-000

CorneliaHabersham County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**WCON**1953
CORNELIA**WCON-FM**1965
CORNELIAMedia Code 4 211 4290 2.00 Mid 009569-000
Habersham Broadcasting Co., Inc.
Burrell St., Box 100, Cornelia, GA 30531. Phone 404-778-2241.**PROGRAMMING DESCRIPTION**

WCON: MUSIC: MOR: 50% std pop, 40% C & W, 10% Rock n' Roll. Rec'd 5/29/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bobbie C. Foster.
 - FACILITIES**
1,000 w. 250 w. nights; 1450 khz. Non-directional. Operating schedule: 5:30 am-11 pm. EST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Operating schedule: 5:30 am-11 pm. EST. Antenna ht.: 420 ft. above average terrain. Simulcast 5:30 am-11 pm.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network. Member: Georgia Radio News Service.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 10/1/83—Rec'd 10/24/83.
- SPOT ANNOUNCEMENTS**
PER MO, EA: 1 ti 16 ti 31+
1 min 3.65 3.40 3.15
30 sec 2.80 2.55 2.30
15 sec 1.95 1.70 1.45
 - SPECIAL FEATURES**
Time Signals, ea .80. (SMD)(CP)

CovingtonNewton County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**WGFS**1953
COVINGTON

See SRDS Spot Radio Small Markets Edition. Mid 009570-000

CummingForsyth County—Map County C-4
See SRDS Consumer market map and data at beginning of the state.**WHNE**1961
CUMMING

See SRDS Spot Radio Small Markets Edition. Mid 009571-000

CuthbertRandolph County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.**WCUG**1971
CUTHBERT

See SRDS Spot Radio Small Markets Edition. Mid 009572-000

DahlonegaLumpkin County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.**WDGR**1982
DAHLONEGA

See SRDS Spot Radio Small Markets Edition. Mid 031396-000

DallasPaulding County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.**WKRP**1978
DALLAS

See SRDS Spot Radio Small Markets Edition. Mid 026871-000

DaltonWhitfield County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.**WBLJ**1940
DALTON

See SRDS Spot Radio Small Markets Edition. Mid 009573-000

WQMT (FM)1976
CHATSWORTH

(This is a paid duplicate of the listing under Chatsworth, Georgia.)

Media Code 4 211 3533 6.00 Mid 009548-000
Cohutta Broadcasting Co., Inc.
Studio: Hwy. 52 E., Box 738, Chatsworth, GA 30705.
Phone 404-695-4144.
Sales Office: 318 W. Walnut Ave., Dalton, GA 30720.
Phone 404-278-9950.**PROGRAMMING DESCRIPTION**

WQMT (FM): MUSIC: Programming 3 plus consec Modern Country hits. NEWS: news director handles local/area news during drive & noon hr; network at various times. SPORTS: network during drive; motor racing network; local high school coverage; college football play-by-play in season. COMMERCIAL POLICY: limit 12 commercial min/hr. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—Carmen D. Trevitt.
Sales Manager—Donnie Trevitt.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w. Circular polarized. 99.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Georgia Radio News Service.

TIME RATESNo. 13 Eff 11/26/84—Rec'd 11/28/84.
AAAA—Mon thru Fri 5-10 am & 3-7 pm; Sat 6-9 am & noon-3 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 9 am-3 pm.
AA—Mon thru Fri 7 pm-midnight; Sat 3 pm-midnight; Sun 6 am-6 pm.
A—Mon thru Fri midnight-5 am; Sat midnight-6 am; Sun 6 pm-6 am.

GEORGIA

Dalton—cont

WQMT (FM)—cont

6. SPOT ANNOUNCEMENTS

30 SECONDS

PER WK:	10 ti	20 ti	30 ti	40 ti
PER MO:	50 ti	100 ti	150 ti	200 ti
AAAA	14.00	13.00	12.00	12.00
AAA	12.00	11.00	10.00	9.00
AA	9.00	8.00	7.00	6.00
A	7.00	6.00	5.00	4.00

1 min: AAAA/AAA extra 30%; AA/A extra 20%.
Fixed: Extra 25%.

7. PACKAGE PLANS

TAP—25% AAAA, 25% AAA, 25% AA, 25% A

PER WK:	10 ti	20 ti	30 ti	40 ti
PER MO:	50 ti	100 ti	150 ti	200 ti
30 sec	10.50	9.50	8.50	7.50
1 min: extra 20%.				

(SMD)(D)

WRCD

1954
DALTON

Mid 009574-000

See SRDS Spot Radio Small Markets Edition.

WTTI

1965
DALTON

Mid 009575-000

See SRDS Spot Radio Small Markets Edition.

Dawson

Terrell County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WAZE (FM)

1969
DAWSON

Adult Contemporary

Media Code 4 211 4620 0.00 Mid 009577-000
Dawson Broadcasting Co.,
110 N. Main St., Box 390, Dawson, GA 31742. Phone
912-995-5846.

PROGRAMMING DESCRIPTION

WAZE (FM): MUSIC: Adult Contemporary. COM-
MERCIAL POLICY: 12 per hr. Contact Representative for
further details. Rec'd 5/23/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John F. Thacker.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WHIA.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (CR)

WHIA

1948
DAWSON

Mid 009576-000

See SRDS Spot Radio Small Markets Edition.

Decatur

DeKalb County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

See Atlanta

(including Decatur, East Point, Marietta,
Morrow, North Atlanta, Smyrna)

Donalsonville

Seminole County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

WGMK (FM)

1980
DONALSONVILLE

Mid 009578-000

See SRDS Spot Radio Small Markets Edition.

WSEM

1963
DONALSONVILLE

Mid 009579-000

See SRDS Spot Radio Small Markets Edition.

Douglas

Coffee County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WDMG

1947
DOUGLAS
WDMG-FM

1978
DOUGLAS

Mid 009580-000

See SRDS Spot Radio Small Markets Edition.

WOKA

1962
DOUGLAS

Mid 009581-000

See SRDS Spot Radio Small Markets Edition.

WOKA-FM

1971
DOUGLAS

Mid 009582-000

See SRDS Spot Radio Small Markets Edition.

Douglasville

Douglas County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WDGL

1964
DOUGLASVILLE

Mid 009583-000

See SRDS Spot Radio Small Markets Edition.

Dublin

Laurens County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WKKZ (FM)

1967
DUBLIN

Mid 009584-000

See SRDS Spot Radio Small Markets Edition.

WMLT

1945
DUBLIN

Mid 009585-000

See SRDS Spot Radio Small Markets Edition.

WQZY (FM)

1978
DUBLIN

Mid 033048-000

See SRDS Spot Radio Small Markets Edition.

WXLI

1958
DUBLIN

Mid 009587-000

See SRDS Spot Radio Small Markets Edition.

Eastman

Dodge County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WUFF

1961
EASTMAN
WUFF-FM

1979
EASTMAN

Mid 009588-000

See SRDS Spot Radio Small Markets Edition.

East Point

Fulton County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See Atlanta

(including Decatur, East Point, Marietta,
Morrow, North Atlanta, Smyrna)

Eatonton

Putnam County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WXPQ

1965
EATONTON

Mid 009589-000

See SRDS Spot Radio Small Markets Edition.

Elberton

Elbert County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WSGC

1946
ELBERTON

Mid 009590-000

See SRDS Spot Radio Small Markets Edition.

WWRK (FM)

1973
ELBERTON

Mid 009591-000

See SRDS Spot Radio Small Markets Edition.

Ellijay

Gilmer County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WLEJ

1978
ELLIJAY

Mid 032829-000

See SRDS Spot Radio Small Markets Edition.

Fitzgerald

Ben Hill County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WBHB

1946
FITZGERALD

Mid 009592-000

See SRDS Spot Radio Small Markets Edition.

Forsyth

Monroe County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WFNE (FM)

1973
FORSYTH

Mid 009593-000

See SRDS Spot Radio Small Markets Edition.

Fort Valley

Peach County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WQBZ (FM)

1981
FORT VALLEY

Mid 009594-000

See SRDS Spot Radio Small Markets Edition.

WXKO

1951
FORT VALLEY

Mid 009595-000

See SRDS Spot Radio Small Markets Edition.

Gainesville

Hall County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WCON

1953
CORNELIA

WCON-FM

1965
CORNELIA

Mid 009589-000

See listing under city of license.

WDUN

1949
GAINESVILLE

Mid 009596-000

See SRDS Spot Radio Small Markets Edition.

WFOX (FM)

1965
GAINESVILLE



NRBA

Media Code 4 211 5305 7.00 Mid 009597-000
Shamrock Broadcasting Co.,
2000 Riveredge Parkway, Suite 797, Atlanta, GA 30328.
Phone 404-953-9369.

PROGRAMMING DESCRIPTION

WFOX (FM): MUSIC: Adult Contemporary incl classic hits
of 60's-80's; 60/40 current & re-current to gold mix.
FEATURES: PERSONALITY AM show w/news, traffic &
weather. COMMERCIAL POLICY: 8-min/hr. Contact
Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
General Manager—Martin Sherry.
Station Manager—Linda B. Guest.
General Sales Manager—Eddie Esserman.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1566 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D) (CR)

WGGA

1941
GAINESVILLE

Mid 009598-000

See SRDS Spot Radio Small Markets Edition.

WLBA

1957
GAINESVILLE

Mid 009599-000

See SRDS Spot Radio Small Markets Edition.

WWLT (FM)

1949
GAINESVILLE

Mid 009600-000

See SRDS Spot Radio Small Markets Edition.

Garden City

Chatham County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

See Savannah
(including Garden City)

Glennville

Tattnall County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WKIG

1961
GLENNVILLE

Mid 009601-000

See SRDS Spot Radio Small Markets Edition.

WKIG-FM
1977
GLENNVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009602-000

Gordon

Wilkinson County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WQXM
1969
GORDON
WQXM-FM
1976
GORDON

See SRDS Spot Radio Small Markets Edition. Mid 009603-000

Greensboro

Greene County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WGRG (FM)
1980
GREENSBORO

See SRDS Spot Radio Small Markets Edition. Mid 028167-000

Griffin

Spaulding County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WGRI
1960
GRIFFIN

See SRDS Spot Radio Small Markets Edition. Mid 009604-000

WHIE
1952
GRIFFIN

See SRDS Spot Radio Small Markets Edition. Mid 009605-000

WKEU
1934
GRIFFIN

See SRDS Spot Radio Small Markets Edition. Mid 009606-000

WKEU-FM
1966
GRIFFIN

See SRDS Spot Radio Small Markets Edition. Mid 009607-000

Hartwell

Hart County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WKLY
1947
HARTWELL

See SRDS Spot Radio Small Markets Edition. Mid 009608-000

Hawkinsville

Pulaski County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WCEH
1952
HAWKINSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009609-000

WCEH-FM
1968
HAWKINSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009610-000

Hazlehurst

Jeff Davis County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WVOH
1962
HAZLEHURST
WVOH-FM
1976
HAZLEHURST

See SRDS Spot Radio Small Markets Edition. Mid 009611-000

Hinesville

Liberty County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WBLU (FM)
1982
HINESVILLE



Media Code 4 211 5802 3.00 Mid 029000-000
Hinesville Broadcasting Corp.
120 South St., Box 1280, Hinesville, GA 31313. Phone
912-368-9258.

PROGRAMMING DESCRIPTION
WBLU (FM): Programmed for 18-49. MUSIC: Contemporary Hit Radio. NEWS: local at 6:30, 7:30, 8:30, 11:55 am & 5:55 pm; emphasis on local; sports at 7:20, 8:20 am, 4:20 & 5:20 pm; actualities used primarily, editorials 1x/wk; 50's, 60's & early 70's every Sun 6 pm-12M. RELIGIOUS: Sun: 3 hrs of religion 6 am-12N. Contact Representative for further details. Rec'd 7/23/84.

- PERSONNEL**
General Manager—E. Lloyd Kilday, Jr.
General Sales Manager—Wayne Watkins.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.

TIME RATES

No. 2 Eff 5/1/83—Rec'd 5/31/83.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat & Sun 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-1 am; Sun 6-10 am.
A—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

	— 1 min — - 30 sec —			
	AAA	AA	AAA	AA
5 ti	26.00	22.00	21.00	18.00
12 ti	25.00	20.00	19.00	16.00
18 ti	23.00	18.00	16.00	12.00
24 ti	20.00	16.00	14.00	10.00
36 ti	18.00	14.00	12.00	9.00
CLASS A				
Minimum 200 x	1 min 30 sec		4.00 2.50	
BTA				
5-36 x	9.00		6.00	
10 sec: 60% of 1-min.				

7. PACKAGE PLANS

	*TAP				
	5 ti	12 ti	18 ti	24 ti	36 ti
1 min	22.00	18.00	15.00	11.00	10.00
30 sec	18.00	15.50	11.50	9.00	7.00
(*) Mon thru Sun, 1/4 5:30-10 am, 1/4 10 am-3 pm, 1/4 3-8 pm, 1/4 8 pm-1 am.					
10 sec: 60% of 1-min.					

(SMD)(CR)

WGML
1958
HINESVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009612-000

Homerville

Clinch County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WBTY (FM)
1980
HOMERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009613-000

Jackson

Butts County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WJGA-FM
1968
JACKSON

See SRDS Spot Radio Small Markets Edition. Mid 009614-000

Jasper

Pickens County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WYYZ
1973
JASPER

See SRDS Spot Radio Small Markets Edition. Mid 009615-000

Jesup

Wayne County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WIFO (FM)
1966
JESUP

See SRDS Spot Radio Small Markets Edition. Mid 009616-000

WLOP
1948
JESUP

See SRDS Spot Radio Small Markets Edition. Mid 009617-000

WSOJ (FM)
1974
JESUP

See SRDS Spot Radio Small Markets Edition. Mid 009618-000

Kings Bay

Camden County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

WLKC (FM)
1983
ST. MARYS

See listing under city of license. Mid 033777-000

La Fayette

Walker County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

WLFA
1954
LA FAYETTE

See SRDS Spot Radio Small Markets Edition. Mid 009619-000

La Grange

Troup County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WJYA-FM
1947
LA GRANGE
WJYA
1955
MARIETTA

See listing under Atlanta, GA. Mid 009483-000

WLAG

1941
LA GRANGE



Media Code 4 211 5995 5.00 Mid 009620-000
LWB Atlanta Corp.
303 Broome St., Box 1429, La Grange, GA 30241. Phone
404-882-3505

PROGRAMMING DESCRIPTION

WLAG: Music & information. MUSIC: Contemporary Country, 60% Current, 40% Standards. NEWS: by staff reporters; AP; state-wide weather from meteorologists. SPORTS: pro & local. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
President—Robert L. Williams.
General Manager—John C. Long.
Program Director—John Roach.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%
- GENERAL ADVERTISING** See coded regulations
Member: Georgia Radio News Service.

TIME RATES

Eff—Rec'd 12/20/84.

6. SPOT ANNOUNCEMENTS

ROS	1 min 30 sec	12	10
			(SMD)

WTRP
1953
LA GRANGE

See SRDS Spot Radio Small Markets Edition. Mid 009621-000

Lawrenceville

Gwinnett County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WLAW
1959
LAWRENCEVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009623-000

Louisville

Jefferson County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WPEH
1960
LOUISVILLE
WPEH-FM
1971
LOUISVILLE

See SRDS Spot Radio Small Markets Edition. Mid 009624-000

Lyons

Toombs County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WBBT
1959
LYONS

See SRDS Spot Radio Small Markets Edition. Mid 009625-000

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

GEORGIA

Macon

Bibb County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WAYS (FM)
(formerly WMAZ-FM)
1947
MACON



Katz Radio



A Multimedia Station

Media Code 4 211 6242 1.00 Mid 009632-000
Multimedia Broadcasting Co.
Mailing Address: Box 5008, Macon, GA 31208.
1314 Gray Hwy., Macon, GA 31211. Phone 912-746-7311.

PROGRAMMING DESCRIPTION
WAYS (FM): Programmed for young adults. MUSIC: adult contemporary. NEWS: network 17 times daily at :15. Contact Representative for further details. Rec'd 1/8/79.

- PERSONNEL**
General Manager—Fred L. Newton.
Sales Manager—Otis Hughes, Jr.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 662 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 20b, 21a, 21d, 24c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
AM facilities: WMAZ.
Affiliated with CBS RADIORADIO.
Affiliated with Katz Radio Network.
Sold in combination with WMAZ. See that listing.

TIME RATES

No 8 Eff 5/1/84—Rec'd 5/1/84.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun 6 am-7 pm; (1/2 6-10 am, 3-7 pm & 10 am-3 pm).

- SPOT ANNOUNCEMENTS**
AAA AA A B
Ea 64 58 56 62

WBML
1940
MACON



Media Code 4 211 6270 2.00 Mid 009626-000
WBML RADIO
735 Reese St., Box 6298, Macon, GA 31208. Phone 912-743-5453.
1 min rate 1x: 9.00.

WDDO
1957
MACON

Black



Media Code 4 211 6337 9.00 Mid 009627-000
Piedmont Communications Corp.
544 Mulberry St., Box 900, Macon, GA 31202. Phone 912-745-3375.

PROGRAMMING DESCRIPTION
WDDO: Programmed for primary target of 18-49. MUSIC: Black. NEWS: National Black Network. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
General Manager—Wayne B. Sawyer.
Operations Manager—Charles Richardson.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: WPEZ (FM).
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/84—Rec'd 6/25/84.
Drive—Mon thru Sat 5:30-10 am & 3-8 pm.
Midday—Mon thru Sat 10 am-3 pm.
Evening—Mon thru Sun 8 pm-midnight.

- SPOT ANNOUNCEMENTS**
— 1 min — — 30 sec —
GRID: I II III IV I II III IV
Drive 23 21 19 17 18 17 14 12
MD 17 16 15 13 14 13 12 11
EVE 14 13 12 10 9 8 7
ROS 19 18 16 14 14 12 11 10
Overnight, 25% of drive.

WDEN-FM

1968
MACON



McGAVREN GUILD RADIO



Media Code 4 211 6351 0.00 Mid 009629-000
WDEN Communications Ltd.
Box 46, 173 First St., Macon, GA 31297. Phone 912-745-3383.

PROGRAMMING DESCRIPTION
WDEN-FM: MUSIC: Adult contemporary country. 7 AIR PERSONALITIES. NEWS: local news dept. COMMERCIAL POLICY: 18-min per hr. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Owner & Gen'l Mgr.—Thom Smith.
Program Manager—Lee Durant.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION**
15%, due when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WPTC.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIBB
1948
MACON



Media Code 4 211 6380 9.00 Mid 009630-000
King Management Corp/dba WIBB Radio
369 Second St., Macon, GA 31201. Phone 912-742-2505.
Mailing Address: Box 6517, Macon, GA 31213.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 35.00.

WMAZ
1922
MACON



Katz Radio



Media Code 4 211 6435 1.00 Mid 009631-000
Multimedia Broadcasting Co.
1314 Gray Hwy., Macon, GA 31211. Phone 912-741-9494.
Mailing Address: Box 5008, Macon, GA 31208.

PROGRAMMING DESCRIPTION
WMAZ: Full service; AIR PERSONALITIES handle music, telephone audience participation. MUSIC: Adult Contemporary. NEWS: local follows CBS 6 am-midnight; 5-person local staff; 3 mobiles; traffic reports; accurate weather meteorologists. SPORTS: Braves baseball; NFL & Georgia football; college basketball; local sports at 6:20 & 7:20 am & 5:50 pm; SportsTalk call-in show 7-8 pm. FARM: 6-min report 5:30 am; 5 min at 12:20 pm. FEATURES: Larry King talk 12M-5 am; heavy community involvement. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
General Manager—Fred L. Newton.
Sales Manager—Otis Hughes.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 940 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 20b, 21a, 21d, 24c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WAYS (FM).
Affiliated with Katz Radio Network.
Member: Georgia Farm News Service, Georgia Radio News Service.

TIME RATES

No. 8 Eff 5/1/84—Rec'd 5/1/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun 6 am-7 pm; (1/2 6-10 am, 3-7 pm & 1/2 10 am-3 pm).

- SPOT ANNOUNCEMENTS**
AAA AA A B
Ea 60 54 51 57
30 sec; Deduct 3.00 from 1-min.

WMAZ/WAYS (FM) COMBINATION

- SPOT ANNOUNCEMENTS**
AAA AA A B
Ea 104 92 62 97
30 sec; deduct 3.00 of 1-min.

WNEX

1945
MACON



Media Code 4 211 6490 6.00 Mid 009633-000
Macon Broadcasting Co.
Box 6318, Macon, GA 31208. Phone 912-745-3301.

- REPRESENTATIVES**
P/W Radio Representatives.
Media Sales/South.
1 min rate 1x: 13.00.

WPEZ (FM)

1973
MACON

Sekom radio
Broadcast Representatives



Media Code 4 211 6517 6.00 Mid 009634-000
Piedmont Communications Corp.
544 Mulberry St., Box 900, Macon, GA 31202. Phone 912-746-6286.

PROGRAMMING DESCRIPTION
WPEZ (FM): Programmed for adults 25-54. MUSIC: Easy Hits. AIR PERSONALITIES handle AM/PM drive; other dayparts emphasize music w/limited interruptions. FEATURES: promotions, community involvement. NEWS: AP network. COMMERCIAL POLICY: limited commercial unit impressions. Contact Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
General Manager—Wayne B. Sawyer.
Operations Manager—Matt Caesar.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
AM facilities: WDDO.

TIME RATES

Eff 6/1/84—Rec'd 6/25/84.
AM Drive—Mon thru Sat 5:30-10 am.
Midday—Mon thru Sat 10 am-3 pm.
PM Drive—Mon thru Sat 3-8 pm.
Evening—Mon thru Sun 8 pm-midnight.

- SPOT ANNOUNCEMENTS**
— 1 min — — 30 sec —
GRID: I II III IV I II III IV
AMD 36 33 30 26 27 25 22 20
MD 28 26 23 21 21 19 17 16
PMD 33 31 27 24 25 22 20 18
EVE 22 20 18 16 17 15 13 11
ROS 29 27 24 22 22 20 18 17
Overnight, 25% of AM Drive.

WPGA

1956
PERRY

See listing under city of license. Mid 009656-000

WPGA-FM

1966
PERRY

See listing under city of license. Mid 009657-000

WPTC

1967
MACON



McGAVREN GUILD RADIO



Media Code 4 211 6531 7.00 Mid 009628-000
WDEN Communications, Ltd.
Box 46, 173 First St., Macon, GA 31297. Phone 912-745-3383.

PROGRAMMING DESCRIPTION
WPTC: MUSIC: Unforgettable, classic hits from 40's-80's. NEWS: local at :60. COMMERCIAL POLICY: 18 min per hr. Contact Representative for further details. Rec'd 3/15/82.

- PERSONNEL**
Owner & Gen'l Mgr.—Thom Smith.
Station Manager—Aron Bowers.
Program Manager—Lee Durant.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1500 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: WDEN-FM.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRBN

(formerly WQCK)
1966
WARNER ROBINS

See listing under city of license. Mid 009719-000

WRBN-FM

1969
WARNER ROBINS

See listing under city of license. Mid 009720-000

Madison

Morgan County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WYTH

1955
MADISON

See SRDS Spot Radio Small Markets Edition. Mid 009635-000

Manchester

Meriwether County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WVFJ

1957
MANCHESTER

See SRDS Spot Radio Small Markets Edition. Mid 009636-000

WVFJ-FM

1966
MANCHESTER

See SRDS Spot Radio Small Markets Edition. Mid 009637-000

Marietta

Cobb County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Atlanta

(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

McDonough

Henry County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WZAL
1979
MCDONOUGH

Mid 009638-000

See SRDS Spot Radio Small Markets Edition.

McRae

Telfair County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WDAX
1957
MCRAE
WDAX-FM
1979
MCRAE

Mid 009639-000

See SRDS Spot Radio Small Markets Edition.

Metter

Candler County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WHCG (FM)
1971
METTER

Mid 009640-000

See SRDS Spot Radio Small Markets Edition.

WMAC
1961
METTER

Mid 009641-000

See SRDS Spot Radio Small Markets Edition.

Milan

Dodge County—Map Location E-8
Telfair County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WMCG (FM)
1982
MILAN

Mid 029088-000

See SRDS Spot Radio Small Markets Edition.

Milledgeville

Baldwin County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WKQG
1975
MILLEDGEVILLE

Mid 009644-000

See SRDS Spot Radio Small Markets Edition.

WKZR (FM)
1966
MILLEDGEVILLE

Mid 009642-000

See SRDS Spot Radio Small Markets Edition.

WMVG
1946
MILLEDGEVILLE

Mid 009643-000

See SRDS Spot Radio Small Markets Edition.

Millen

Jenkins County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WGSR
1958
MILLEN

Mid 009645-000

See SRDS Spot Radio Small Markets Edition.

Monroe

Walton County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WKUN
1971
MONROE

Mid 009646-000

See SRDS Spot Radio Small Markets Edition.

WRED
1978
MONROE

Mid 009647-000

See SRDS Spot Radio Small Markets Edition.

Montezuma

Macon County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WMNZ
1961
MONTEZUMA

Mid 009648-000

See SRDS Spot Radio Small Markets Edition.

Morrow

Clayton County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

Moultrie

Colquitt County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WMGA
1939
MOULTRIE

All News & Information



Media Code 4 211 709S 2.00 Mid 009649-000
John F. Pidcock and Roy F. Zess
Box 1380, Moultrie, GA 31768. Phone 912-985-1130.

PROGRAMMING DESCRIPTION

WMGA: MUSIC: Contemporary Country & AOR. NEWS: local, regional, state & national; network; editorials, news features & commentaries daily. SPORTS: pro baseball & FSU football. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—Bennett T. Willis.
Farm Director—Harry Thompson.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
Farm—T-N Spot Sales.
- FACILITIES**
10,000 w. days, 250 w. nights; 1130 khz. Directional nights.
Operating schedule: 6:00 am-11:05 pm. EST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with TRN Farm News Network.
Member: Georgia Radio News Service, Georgia Farm News Service.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/83—Rec'd 10/25/83.

AAA—6-9:30 am, 11:30 am-1:30 pm & 4-6:30 pm.
AA—All other times.

8. SPOT ANNOUNCEMENTS

	CLASS AAA					
	1x	26x	52x	156x	312x	500x 1000x
1 min	12	11	10	9	8	7 6 5
30 sec	11	10	9	8	7	6 5

1x 26x 52x 156x 312x 500x 1000x

	CLASS AA					
	1x	26x	52x	156x	312x	500x 1000x
1 min	11	10	9	8	7	6 5 4
30 sec	10	9	8	7	6	5 4

20 sec: 60% of 1-min.
10 sec: 45% of 1-min.

8. PROGRAM TIME RATES

	CLASS AAA					
	1x	26x	52x	156x	312x	500x 1000x
1 hr	90.00	72.00	60.00	48.00	36.00	
1/2 hr	60.00	42.00	36.00	30.00	24.00	
1/4 hr	30.00	24.00	22.00	19.00	16.00	
5 min	20.00	16.00	14.50	13.00	11.00	

	CLASS AA					
	1x	26x	52x	156x	312x	500x 1000x
1 hr	78.00	60.00	50.00	42.00	30.00	
1/2 hr	50.00	36.00	30.00	25.00	20.00	
1/4 hr	24.00	22.00	18.00	16.00	14.00	
5 min	17.00	13.50	12.00	11.00	9.50	

(SMD)

WMTM
1953
MOULTRIE

Mid 009650-000

See SRDS Spot Radio Small Markets Edition.

WMTM-FM
1964
MOULTRIE

Mid 009651-000

See SRDS Spot Radio Small Markets Edition.

Nashville

Berrien County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WNGA
1960
NASHVILLE

Mid 009652-000

See SRDS Spot Radio Small Markets Edition.

Newnan

Coweta County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WCOH
1947
NEWMAN

Mid 009653-000

See SRDS Spot Radio Small Markets Edition.

WNEA
1961
NEWMAN

Mid 009654-000

See SRDS Spot Radio Small Markets Edition.

WRNG (FM)
1948
NEWMAN

Mid 033041-000

See SRDS Spot Radio Small Markets Edition.

North Atlanta

De Kalb County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

Ochlocknee

Thomas County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WJEP
1984
OCHLOCKNEE

Mid 033578-000

See SRDS Spot Radio Small Markets Edition.

Ocilla

Inwin County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WSIZ
1961
OCILLA

Mid 009655-000

See SRDS Spot Radio Small Markets Edition.

Perry

Houston County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WPGA
1956
PERRY

Mid 009656-000

See SRDS Spot Radio Small Markets Edition.

(CF)

WPGA-FM
1966
PERRY

Media Code 4 211 7426 9.00 Mid 009657-000
312 Carroll Blvd., Drawer 980, Perry, GA 31069. Phone 912-987-2980.

PROGRAMMING DESCRIPTION
WPGA-FM: Programmed for black community. MUSIC: Soul; AIR PERSONALITIES. NEWS: at :60. SPORTS: 4x/day. FEATURES: live remotes. Rec'd 3/18/83.

- PERSONNEL**
General Manager—Lowell L. Register.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None.
- GENERAL ADVERTISING** See coded regulations
Member: Georgia Radio News Service.

TIME RATES

Eff 6/1/84—Rec'd 5/22/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	6 ti	12 ti	6 ti	12 ti
WK:	20.00	19.00	18.00	17.00
AAA	17.00	16.00	15.00	14.00
AA	15.00	14.00	13.00	12.00
A				

(SMD)(CF)

Quitman

Brooks County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WSFB
1955
QUITMAN

Mid 009658-000

See SRDS Spot Radio Small Markets Edition.

Reidsville

Tattnall County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WTNL
1977
REIDSVILLE

Mid 009659-000

See SRDS Spot Radio Small Markets Edition.

Rockmart

Polk County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WPLK
1959
ROCKMART

Mid 009660-000

See SRDS Spot Radio Small Markets Edition.

WZOT (FM)
1972
ROCKMART

Mid 009661-000

See SRDS Spot Radio Small Markets Edition.

GEORGIA

Rome

Floyd County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WGTA

1950
SUMMERVILLE

Mid 009688-000

Rome Office:
216 S. Broad St., Rome, GA 30161. Phone 404-857-2466.
See listing under city of license.

WIYN

1962
ROME

Mid 009662-000

Media Code 4 211 7590 2.00
WIYN Radio, Inc.
Box 5226, Rome, GA 30161. Phone 404-291-9496.
1 min rate 1x: 11.95.

WKCX (FM)

1966
ROME

Media Code 4 211 7617 3.00
Coosa Valley Radio Co.
710 Turner-McCall Blvd., Box 1546, Rome, GA 30161.
Phone 404-291-9705.

PROGRAMMING DESCRIPTION
WKCX (FM): MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 3/8/82.

1. PERSONNEL
General Manager—Charles E. Doss.
General Sales Manager—Gene Doss.
Program Director—Randy Quirk.

3. FACILITIES
ERP 3,000 w.; 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12e, 14a, 15a.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60i, 61a.
Cancellations: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WROM.

TIME RATES

Eff 11/1/82—Rec'd 11/8/82.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min	30 sec
WK:	1 ti 12 ti 24 ti 36 ti 1 ti 12 ti 24 ti 36 ti	
AAA:	15 12 11 10 12 11 10 9	
AA:	12 11 10 9 11 10 9 8	

15 sec: BTA, ea 5.00.

WLAQ

1947
ROME

nab

Media Code 4 211 7645 4.00
Forrest Broadcasting Co., Inc.
Mt. Alto Rd., Box 228, Rome, GA 30161. Phone 404-232-7767.

2. REPRESENTATIVES
Southern Spot Sales, Inc.
1 min rate 1x: 8.50.

WQTU (FM)

1966
ROME

Media Code 4 211 7672 8.00
McDougal Broadcasting Corp.
Sixth Ave. Bldg., Box 1187, Rome, GA 30161. Phone 404-295-1023.
1 min rate 1x: 11.65.

WRGA

1929
ROME

nab

Media Code 4 211 7700 7.00
McDougal Broadcasting Corp.
Sixth Ave. Bldg., Box 1187, Rome, GA 30161. Phone 404-291-9742.

2. REPRESENTATIVES

Radio Representatives, Inc.
Atlanta—Busby, Finch, Latham & Widman.
1 min rate 1x: 11.20.

WROM

1946
ROME

nab

RAB

Media Code 4 211 7755 1.00
Coosa Valley Radio Co.
710 Turner-McCall Blvd., Box 1546, Rome, GA 30161.
Phone 404-291-9766.

PROGRAMMING DESCRIPTION
WROM: MUSIC: '71 Country-Contemporary Country.
NEWS: emphasis on local news & public affairs; editorials. Rec'd 10/24/83.

1. PERSONNEL
General Manager—Charles Doss.
General Sales Manager—Gene Doss.
Program Director—Randy Quirk.

3. FACILITIES
1,000 w.; 710 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12e, 14a, 15a.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60i, 61a.
Cancellations: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKCX (FM).
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 11/22/82.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min	30 sec
WK:	1 ti 12 ti 24 ti 36 ti 1 ti 12 ti 24 ti 36 ti	
AAA:	12 11 10 9 11 10 9 8	
AA:	11 10 9 8 10 9 8 7	

15 sec: BTA, ea 5.00.

Rossville

Walker County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

See Chattanooga, TN
(including Lookout Mountain, Red Bank,
Soddy-Daisy, TN; Rossville, GA)

Royston

Franklin County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WBLW

1971
ROYSTON

Mid 009668-000
See SRDS Spot Radio Small Markets Edition.

St. Marys

Camden County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

WLKC (FM)

1983
ST. MARYS

Media Code 4 211 7795 7.00
Casey Broadcasting Co., Inc.
302 Osborne St., St. Marys, GA 31558. Phone 912-882-3000, 904-261-5293.

PROGRAMMING DESCRIPTION
WLKC (FM): Programmed for general audience 18 plus.
MUSIC: Adult Contemporary, Pop Country, Oldies show;
AIR PERSONALITIES. NEWS: network, sports, Paul Harvey; local in AM, noon, PM drive; live reports incl AM fishing, AM & PM beach, closing stock. SPORTS: Georgia Bulldog & Florida Gator football. RELIGIOUS: live & recorded programs Sun 6 am-noon. Rec'd 5/29/84.

1. PERSONNEL
President—Lois V. Casey.
General Manager—Randy Horn.
General Sales Manager—Paul L. Hafer.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 W. (vert.); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 8/1/83—Rec'd 5/29/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT

	1 min	30 sec
6 am-7 pm	8.00	6.00
7 pm-midnight	5.00	3.50
15 sec: 50% of 1-min.		
Specified times, extra 10%.		

10. SPECIAL FEATURES

BUMPER STICKER

PER WK: 30 sec
20 ti 6 am-7 pm 100
Minimum 4 wks.

(SMD) (CR-2)

Sandersville

Washington County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WSNT

1956
SANDERSVILLE

WSNT-FM

1975
SANDERSVILLE

Mid 009669-000
See SRDS Spot Radio Small Markets Edition.

Savannah

(including Garden City)

Chatham County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAEV (FM)

1969
SAVANNAH

BLAIR RADIO

nab

RAB

NRBA

Media Code 4 211 7850 0.00
Bay Communications, Inc.
Mailing Address: Box 727, Savannah, GA 31402.
221 E. York St., Savannah, GA 31401. Phone 912-232-0097.

PROGRAMMING DESCRIPTION
WAEV (FM): Programmed for adults 18-44. MUSIC: Contemporary; current & past hits; live AIR PERSONALITIES handle all segment. NEWS: network & local news during drive, targeted at affluent young adults. COMMERCIAL POLICY: max 10-min spots/1 hr segment. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL
General Manager—A. J. (Butch) Guest.
General Sales Manager—Millard Ganey.
Program Director—Angel Morris.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 100,000 w.; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 51a.
Comb.; Cont. Discounts: 61a, 62d.
Cancellations: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WSOK.
Affiliated with RKO.
Affiliated with Blair Represented Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WBLU (FM)

1982
HINESVILLE

Mid 029000-000
See listing under city of license.

WCHY (FM)

1946
SAVANNAH

Torbet Radio

nab

RAB

Media Code 4 211 7865 8.00
Bluegrass Broadcasting Co., Inc.
Box 1247, 245 Alfred St., Savannah, GA 31408. Phone 912-964-7794.

PROGRAMMING DESCRIPTION
WCHY (FM): MUSIC: Modern Country for adults. NEWS: handled by local staff, network. SPORTS: Nascar racing. FEATURES: American Country Countdown; Silver Eagle; Ralph Emery Show. Contact Representative for further details. Rec'd 10/25/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Truman Conley.
General Sales Manager—Tim Graham.
Program Director—Randall Bush.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,320 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellations: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WWSA.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WEAS-FM

1967
SAVANNAH

Black

Media Code 4 211 7928 4.00
WEAS, Inc.
2403 Bonaventure Rd., Box 3538, Savannah, GA 31414.
Phone 912-234-7264.

PROGRAMMING DESCRIPTION
WEAS-FM: MUSIC: R & B, disco & jazz; current & progressive hits. NEWS: nat'l, state & local with emphasis on black events; nat'l black network. Contact Representative for further details. Rec'd 2/3/84.

1. PERSONNEL
General Manager—Robert (Bob) Bryant.

2. REPRESENTATIVES
Stars, Inc.

3. FACILITIES
ERP 100,000 w.; 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 355 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11c, 13g, 14g, 15b, 15d.
Basic Rates: 20b, 21a, 21b, 24c, 27, 28c, 30, 33d.
Contracts: 42b, 44a, 45, 49.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellations: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WIXV (FM)

1972
SAVANNAH

Media Code 4 211 7931 8.00
Savannah Broadcasting Co., East Pines Sub-Div.
Outland Island, Savannah, GA 31410. Phone 912-897-1529.
Mailing Address: Box 876, Savannah, GA 31498.

2. REPRESENTATIVES
Katz Radio.
Rates have been temporarily withdrawn by station.

WJCL (FM)
1972
SAVANNAH

TM Programming
NRBA

Media Code 4 211 7935 9.00 Mid 009674-000
Lewis Broadcasting Corp.
Box 13646, 10001 Abercorn Ext., Savannah, GA 31406.
Phone 912-925-0022, TWX, 810-784-5679.

PROGRAMMING DESCRIPTION
WJCL (FM): Beautiful music, 4 breaks per hr with live drive shows 6-10 am & 3-7 pm. News & sportscasts. COMMERCIAL POLICY: no more than 4 interruptions per hour. Contact Representative for further details. Rec'd 8/27/82.

- PERSONNEL**
Executive Vice-President—J. Fred Pierce.
Vice-Pres. & Gen'l Mgr.—Al Jennings.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,232 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20b, 21b, 22b, 24a, 28c.
Contracts: 40c, 42b, 45, 48, 51b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKBX

1939
SAVANNAH

Media Code 4 211 7942 5.00 Mid 009675-000
Savannah Broadcasting Co., East Pines Sub-Division
Oatland Island, Savannah, GA 31410. Phone 912-897-1529.
Mailing Address: Box 876, Savannah, GA 31498.

- REPRESENTATIVES**
Katz Radio.
1 min rate 1x: 11.00.

WNMT

1968
GARDEN CITY



Media Code 4 211 7950 8.00 Mid 009676-000
WNMT Radio
2105 Hwy. 80 W., Box 7042, Garden City, GA 31408.
Phone 912-964-8124.
1 min rate 1x: 4.50.

WSGA

1956
SAVANNAH



Media Code 4 211 8030 8.00 Mid 009678-000
WSGA, Inc.
Box 8247, 206 E. Broughton, Savannah, GA 31412.
Phone 912-233-8807.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WSOK

1946
SAVANNAH



BLAIR RADIO



Media Code 4 211 8085 2.00 Mid 009680-000
Bay Communications, Inc.
221 E. York St., Savannah, GA 31401. Phone 912-232-0097.
Mailing Address: Box 727, Savannah, GA 31402.

PROGRAMMING DESCRIPTION
WSOK: Programmed for adult black audience. MUSIC: R & B Hits & Oldies. AIR PERSONALITIES handle all segments. NEWS: emphasis local & community involvement. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
General Manager—A. J. (Butch) Guest.
General Sales Manager—Millard Ganey.
Program Director—Jay Bryant.
- REPRESENTATIVES**
Blair Radio.

- FACILITIES**
1,000 w.; 1230 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0; 10th of month.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 51a.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WAEV (FM).
Affiliated with Sheridan Broadcasting Network.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWAM

1946
SAVANNAH

News/Talk



Media Code 4 211 8112 4.00 Mid 009677-000
BEN Broadcasting Corp.
206 Upper Factor's Walk, Savannah, GA 31401. Phone 912-236-4444.
Mailing Address: Box 2026, Savannah, GA 31402.

PROGRAMMING DESCRIPTION
WWAM: Programmed for adults 25-54. NEWS: at :60 & :30; local at :20; sports at :40; 15+ local casts per day. SPORTS: pro & college football & basketball; pro baseball; auto racing; golf & tennis tournaments; local & nat'l live sportscasts. TALK: major community involvement with talk & public service; ABC 10 am-4 pm daily with 30-sec availabilities at :21, :49 & :59; NBC 8:06 pm-midnight daily; 30-sec availabilities at 7:40, :27, :30 & :50; local talk & sports within news programs 6-10 am & 4-8 pm. Contact Representative for further details. Rec'd 2/2/84.

- PERSONNEL**
President—Ben A. Korngold.
General Manager—Don Ogle.
Sports Director—Rick Johnstone.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
1,000 w. days; 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6 am-midnight. EST.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Affiliated with ABC Talkradio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWJD

1950
SAVANNAH

Media Code 4 211 8126 4.00 Mid 009672-000
WWJD, Inc.
2403 Bonaventure Rd., Box 5860, Savannah, GA 31414.
Phone 912-238-0059.

PROGRAMMING DESCRIPTION
WWJD: Gospel programmed to general market. Rec'd 2/27/84.

- PERSONNEL**
General Manager—E. W. Bie.
Station Manager—Gloria Adams.
Commercial Manager—Charles Lewallen.

- FACILITIES**
5,000 w. days; 900 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11c, 13g, 14g, 15b, 15d.
Basic Rates: 20b, 21a, 21b, 24c, 27, 28c, 30, 33d.
Contracts: 42b, 44a, 45, 49.
Comb.: Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWSA
1929
SAVANNAH



Torbet Radio



Media Code 4 211 8140 5.00 Mid 009681-000
Bluegrass Broadcasting Co., Inc.
245 Alfred St., Box 1247, Savannah, GA 31408. Phone 912-964-7794.

PROGRAMMING DESCRIPTION
WWSA: Programmed for adults 25-54. MUSIC: soft Adult Contemporary, current & past hits handled by AIR PERSONALITIES. NEWS: full-time local staff; 3 mobile units, plus nat'l & state networks; 17 local newscasts per day, 8 in AM drive; network commentator. SPORTS: college football, pro baseball, Indy 500, local & reg'l golf tournaments; local & nat'l sportscasts in drivetime. FEATURES: heavy community involvement/wkly public affairs/news magazine; Larry King talk show 12M-5 am. Contact Representative for further details. Rec'd 10/29/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Truman Conley.
General Sales Manager—Tim Graham.
Program Director—Randall Bush.

- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
5,000 w.; 1290 khz. Directional night.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 net time only; 10th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WCHY (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WZAT (FM)

1971
SAVANNAH



Media Code 4 211 8158 7.00 Mid 009682-000
Weis Broadcasting Co.
Box 1326, 206 E. Broughton St., Savannah, GA 31402.
Phone 912-233-8177.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

Smyrna

Cobb County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Atlanta
(including Decatur, East Point, Marietta,
Morrow, North Atlanta, Smyrna)

Soperton

Treutlen County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WMPZ

1975
SOPERTON

Mid 009683-000
See SRDS Spot Radio Small Markets Edition.

WMPZ-FM

1982
SOPERTON

Mid 032492-000
See SRDS Spot Radio Small Markets Edition.

Springfield

Efingham County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WGEC (FM)

1977
SPRINGFIELD

Mid 009684-000
See SRDS Spot Radio Small Markets Edition.

Statesboro

Bulloch County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WMCD (FM)

1967
STATESBORO

Mid 009685-000
See SRDS Spot Radio Small Markets Edition.

WPTB

1976
STATESBORO

Mid 009686-000
See SRDS Spot Radio Small Markets Edition.

WWNS

1946
STATESBORO

Mid 009687-000
See SRDS Spot Radio Small Markets Edition.

Summerville

Chatooga County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.

WGTA

1950
SUMMERVILLE



JACK BOLTON ASSOCIATES



Media Code 4 211 8250 2.00 Mid 009688-000
Tri-State Broadcasting Co., Inc.
State Hwy. 100, Box 200, Summerville, GA 30747. Phone 404-857-2466.
Rome Office:

216 S. Broad St., Rome, GA 30161. Phone 404-857-2466.

PROGRAMMING DESCRIPTION
WGTA: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: at :25. SPORTS: local baseball & football live. MUSIC: 6 am-noon modern country, farm market, weather; noon-3 pm std popular; 3-5 pm country; 5 pm-sign-off rock. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—William B. Farrar.
Commercial Manager—Charles C. Farrar.

- REPRESENTATIVES**
Jack Bolton Associates.

- FACILITIES**
5,000 w.; 950 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
None; agencies add commission to rates shown.

TIME RATES

No. 5 Eff 7/1/82—Rec'd 6/28/82.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—All other times.

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	8.00	6.00	7.50	5.60	7.00	5.40
26 x	7.60	5.70	7.10	5.40	6.60	5.10
52 x	7.20	5.40	6.80	5.10	6.40	4.80
104 x	6.80	5.10	6.40	4.80	6.00	4.50

Fixed position, extra 1.00. (SMD)(CR)

Swainsboro

Emanuel County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WJAT

1950
SWAINSBORO

Mid 009689-000
See SRDS Spot Radio Small Markets Edition.

WJAT-FM

1966
SWAINSBORO

Mid 009690-000
See SRDS Spot Radio Small Markets Edition.

WXRS

1978
SWAINSBORO

Mid 009691-000
See SRDS Spot Radio Small Markets Edition.

GEORGIA

Swainsboro—cont

WXRS-FM

1982
SWAINSBORO

Mid 029074-000

See SRDS Spot Radio Small Markets Edition.

Sylvania

Screven County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WSYL

1955
SYLVANIA

Mid 009692-000

See SRDS Spot Radio Small Markets Edition.

Sylvester

Worth County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WRSG

1963
SYLVESTER

Mid 009693-000

See SRDS Spot Radio Small Markets Edition.

Tallapoosa

Haralson County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

WKNG

1977
TALLAPOOSA

Mid 009694-000

See SRDS Spot Radio Small Markets Edition.

Thomaston

Upson County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WSFT

1947
THOMASTON

Mid 009695-000

See SRDS Spot Radio Small Markets Edition.

WTGA

1962
THOMASTON

Mid 009696-000

See SRDS Spot Radio Small Markets Edition.

WTZQ (FM)

1982
THOMASTON

Mid 030223-000

See SRDS Spot Radio Small Markets Edition.

Thomasville

Thomas County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WLOR

1947
THOMASVILLE

Mid 009697-000

See SRDS Spot Radio Small Markets Edition.

WPAX

1922
THOMASVILLE

Mid 009698-000

See SRDS Spot Radio Small Markets Edition.

WTGQ (FM)

1983
CAIRO

133 E. Jackson St., Box 1357, Thomasville, GA 31799.
Phone 912-228-1853.
See listing under city of license.

WTUF (FM)

1971
THOMASVILLE

Mid 009699-000

See SRDS Spot Radio Small Markets Edition.

Thomson

McDuffie County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WTHO-FM

1970
THOMSON

Mid 009700-000

See SRDS Spot Radio Small Markets Edition.

WTWA

1947
THOMSON

Mid 009701-000

See SRDS Spot Radio Small Markets Edition.

Tifton

Tift County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WCUP (FM)

1975
TIFTON



Media Code 4 211 8738 6.00 Mid 027581-000
WWGS/WCUP Partnership
700 W. Second St., Box 1466, Tifton, GA 31794. Phone
912-382-1100.

PROGRAMMING DESCRIPTION
WCUP (FM): MUSIC: Contemporary/Top 40. Rec'd 12/7/84.

- PERSONNEL**
General Manager—Michael A. Levine.
Sales Manager—Joe Williams.
News Director—Les Simpson.
- FACILITIES**
ERP 100,000 w.(horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WWGS.
Affiliated with NBC-The Source.

TIME RATES
Eff 12/7/84—Rec'd 12/7/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-1 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 1 pm-midnight; Sun all day.
A—Midnight-6 am.

	1 min		30 sec	
	AAA	AA	A	AAA
1 ti	13.20	11.00	8.00	9.60
13-24 ti	11.60	8.80	6.25	7.68

DISCOUNT
26-52 wk—5%.

(SMD)(CR)

WTIF

1957
TIFTON

Mid 009703-000

See SRDS Spot Radio Small Markets Edition.

WWGS

1946
TIFTON

Mid 009704-000

See SRDS Spot Radio Small Markets Edition.

Toccoa

Stephens County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WLET

1941
TOCCOA
NRBA

Media Code 4 211 8855 8.00 Mid 009705-000
Kelott, Inc.
423 Prather Bridge Rd., Toccoa, GA 30577. Phone 404-886-2191.

PROGRAMMING DESCRIPTION

WLET: Top 100 Country. NEWS: UPI audio network; news director, SPORTS; in news. FEATURES: community calendar; school report. Rec'd 2/15/84.

- PERSONNEL**
Pres & Gen'l Mgr.—H. Otto McDonald, Jr.
Commercial Manager—Gene Bollinger.
- FACILITIES**
5,000 w. days; 1420 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/15/84—Rec'd 2/15/84.

	6-9 AM					
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
30 sec	7.90	7.00	6.50	6.20	6.00	5.90
1 min	11.00	9.70	8.80	8.45	8.15	7.90

9 AM-SIGN-OFF

30 sec	6.85	5.95	5.45	5.15	4.95	4.85
1 min	10.00	8.65	7.75	7.45	7.15	6.85

- SPECIAL FEATURES**
Area Newsbeat, Swap Shop & Larry Munson Sports 1-min ea 7.00.
Billy Dilworth Show 11.00; Weather Update 4.50; Audio Update 4.25 ea 30-sec.

(SMD)

WLET-FM

1947
TOCCOA

Mid 009706-000

See SRDS Spot Radio Small Markets Edition.

WNEG

1956
TOCCOA

Mid 009707-000

See SRDS Spot Radio Small Markets Edition.

Valdosta

Lowndes County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WAAC (FM)

(formerly WGOV-FM)

1966
VALDOSTA

Mid 009711-000

Media Code 4 211 8923 4.00
WAAC Inc.
Hwy 84 W., Quitman Hwy., Box 1207, Valdosta, GA 31603. Phone 912-242-4513.
Sales Office: 1708 N. Ashley, Valdosta, GA 31602. Phone 912-247-0178.

- REPRESENTATIVES**
Stars, Inc.
Rates have been temporarily withdrawn by station.

WAFT (FM)

1971
VALDOSTA



Mid 009708-000

Media Code 4 211 8937 4.00
Christian Radio Fellowship, Inc.
Box 338, 94 W. Morven Rd., Valdosta, GA 31601. Phone 912-244-5180.
1 min rate 1x: 3.50.

WGAF

1951
VALDOSTA



Mid 009709-000

Media Code 4 211 8965 5.00
WGAF, Inc.
1708 N. Ashley St., Box 100, Valdosta, GA 31601. Phone 912-242-5520.

- REPRESENTATIVES**
Busby, Finch, Latham & Widman
1 min rate 1x: 12.50.

WGOV

1940
VALDOSTA

Media Code 4 211 9020 8.00- Mid 009710-000
WGOV Inc.
Box 1207, Hwy. 84 W., Quitman Hwy., Valdosta, GA 31601. Phone 912-242-4513.

- REPRESENTATIVES**
Valdosta—Advertising Representatives, Inc.
Stars, Inc.
Rates have been temporarily withdrawn by station.

WJEM

1955
VALDOSTA

Mid 009712-000

Media Code 4 211 9075 2.00
Lowndes County Broadcasting Co.
Waycross Hwy., Box 368, Valdosta, GA 31601. Phone 912-242-1565.

PROGRAMMING DESCRIPTION

WJEM: Programmed for adults and general interest with segments of news coverage. Country music with air personalities. 8 mobile news units. Personality DJ's handle all segments all day long. Rec'd 10/21/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vernon Arnold.
Program Director—Jim Ray.
Farm Director—Tom Elam.
- REPRESENTATIVES**
Roslin Radio Sales.

- FACILITIES**
5,000 w. days; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 11/1/82—Rec'd 10/21/82.

- PACKAGE PLANS**
PER WK: 10 ti 20 ti 30+ PER WK: 10 ti 20 ti 30+
1 min 12 10 9 30 sec 8 7 6
30 sec: 50% of 1-min.

WLGA (FM)

1977
VALDOSTA

Mid 009713-000

Media Code 4 211 9102 4.00
Metro Media Broadcasting Inc.
Box 1327, 1001 W. Gordon, Valdosta, GA 31601. Phone 912-244-8642.

PROGRAMMING DESCRIPTION

WLGA (FM): Demographics, young adults 18-49. MUSIC: adult contemporary; with restricted commercial time of 12 units per hr. NEWS: AP & local news staff. SPORTS. COMMERCIAL POLICY: 12 commercial units per hour. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
Gen'l & Sta. Mgr.—Harrison Cooper.
Off. Mgr. & Bkpr.—Linda Cooper.
- REPRESENTATIVES**
Jack Bolton Associates.

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
15/0; 10th of following month.

TIME RATES
Eff 1/85—Rec'd 1/23/85.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 6-8 am & 3 pm-midnight; Sun all day.
A—Mon thru Sun midnight-6 am.

	GRID I					
	AAA	AA	AA	A	A	A
1-10 ti	18.25	14.55	12.90	11.10	9.35	6.85
15 ti	16.85	13.45	12.85	10.30	8.60	6.35
20 ti	15.60	12.45	11.85	9.50	8.00	5.90
25 ti	14.45	11.55	11.00	8.80	7.40	5.50

	GRID II					
	AAA	AA	AA	A	A	A
1-10 ti	20.00	16.00	15.30	12.20	10.25	7.50
15 ti	18.50	14.80	14.10	11.30	9.45	7.00
20 ti	17.15	13.70	13.00	10.45	8.80	6.50
25 ti	15.85	12.70	12.10	9.65	8.10	6.00

	GRID III					
	AAA	AA	AA	A	A	A
1-10 ti	22.00	17.60	16.80	13.40	11.25	8.25
15 ti	20.35	16.25	15.50	12.40	10.40	7.70
20 ti	18.85	15.10	14.30	11.50	9.70	7.15
25 ti	17.45	14.00	13.30	10.60	8.90	6.60

AAA—Fixed position, extra 10%.
AA—Fixed position, extra 20%.

WVLD

1959
VALDOSTA

Mid 009714-000

Media Code 4 211 9130 5.00
Valdosta Media Service, Inc.
Box 1529, Valdosta, GA 31601. Phone 912-242-4821.

- REPRESENTATIVES**
Jack Bolton Associates.
1 min rate 1x: 13.30.

Vidalia

Toombs County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WTCQ (FM)

1969
VIDALIA

Mid 009715-000

See SRDS Spot Radio Small Markets Edition.

WVOP

1946
VIDALIA

Mid 009716-000

See SRDS Spot Radio Small Markets Edition.

Vienna

Dooly County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WWWN

1979
VIENNA

Mid 009717-000

See SRDS Spot Radio Small Markets Edition.

Warner Robins

Houston County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WCOP

1954
WARNER ROBINS



Mid 009718-000

Media Code 4 211 9240 2.00
W. A. F. A. Broadcasting Inc.
1350 Radio Loop, Box 2127, Warner Robins, GA 31099.
Phone 912-923-4261.
1 min rate 1x: 7.25.

WRBN

(formerly WQCK)
1966
WARNER ROBINS

Mid 009719-000

Media Code 4 211 9267 5.00
WRBN, Inc.
707 Elberta Rd., Box 5051, Warner Robins, GA 31099.
Phone 912-923-0394, 929-2600.

PROGRAMMING DESCRIPTION

WRBN: MUSIC: Southern Gospel. NEWS: state networks; local news & public affairs. SPORTS: high school & college. Rec'd 9/25/84.

1. PERSONNEL
General Manager—Orvil Nichols.
Program Director—Glenn Milan.

3. FACILITIES
2500 w. days, 500 w. nights; 1600 khz. Directional.
Operating schedule: 6 am-12 pm. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Member: Georgia Radio News Service.

TIME RATES

Eff—Rec'd 1/21/85.

6. SPOT ANNOUNCEMENTS
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 12.00 11.25 11.00 10.75 10.50
30 sec 11.00 10.25 10.00 9.75 9.50
Drive, extra .50.

(CR)

WRBN-FM

1969
WARNER ROBINS

Adult Rock

Media Code 4 211 9268 3.00
WRBN Inc.
707 Elberta Rd., Box 5051, Warner Robins, GA 31099.
Phone 912-922-2222.

PROGRAMMING DESCRIPTION

WRBN-FM: MUSIC: contemporary rock with emphasis on young adults 18-34. Personality DJ's. NEWS: nat'l & state network. SPORTS: commentator; high school & college sports. Rec'd 1/21/85.

1. PERSONNEL
General Manager—John Lynn.
Program Director—Reid Scott.

3. FACILITIES
ERP 3,000 w., 101.7 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 205 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES

Eff 6/1/84—Rec'd 5/24/84.

6. SPOT ANNOUNCEMENTS

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 12.00 11.25 11.00 10.75 10.50
30 sec 11.00 10.25 10.00 9.75 9.50
Drive, extra .50.

(CR)

Washington

Wilkes County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WLOV

1955
WASHINGTON
WLOV-FM

1970
WASHINGTON

Mid 009721-000

See SRDS Spot Radio Small Markets Edition.

Waycross

Ware County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WACL

1951
WAYCROSS

ABC Contemporary Radio Network

Media Code 4 211 9405 1.00
Teletronics, Inc.
Memorial Dr., Box 858, Waycross, GA 31501. Phone 912-283-4660.

Mid 009722-000

PROGRAMMING DESCRIPTION

WACL: MUSIC: Country. NEWS: 3 1/2 min network at :56, state & local at :3:53, 4:53, 5:30 & 6:30 pm. Weather concludes newscasts & at 1/2 hr. 2 mobile units. 30 min block 12:15-12:45. 15 min local followed by network commentator at 12:30 pm. FARM: daily 5 min county agent program. SPORTS: State U.; 3 1/2 national & state sportscasts 8 times daily M-F. Rec'd 9/26/83.

1. PERSONNEL
Sales Manager—W. T. Parker.

3. FACILITIES
5,000 w.; 570 khz. Directional nights.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 11/30/84.

6. SPOT ANNOUNCEMENTS

1x 10x 25x 50x 100x 150x
1 min 9.40 9.10 8.80 8.50 8.25 7.65
30 sec 7.65 7.35 7.05 6.75 6.45 6.15
10 sec 5.05 4.90 4.70 4.55 4.40 4.25

25x 350x 500x 750x 1000x
1 min 7.35 7.05 6.80 6.20 5.90
30 sec 5.90 5.60 5.30 5.00 4.70
10 sec 4.10 3.80 3.60 3.45 3.30

8. PROGRAM TIME RATES

1x 10x 25x 50x 100x
1 hr 95.00 93.00 91.00 89.00 87.00
1/2 hr 53.00 52.00 51.00 50.00 49.00
1/4 hr 33.00 32.00 31.00 30.00 29.00
5 min 16.50 16.00 15.50 15.00 14.50

150x 250x 350x 500x
1 hr 85.00 83.00 79.00 77.00
1/2 hr 48.00 47.00 45.00 44.00
1/4 hr 28.00 27.00 25.00 24.00
5 min 14.00 13.50 12.50 12.00

(SMD)

WACL-FM

1972
WAYCROSS

Top 40 & Rock

Media Code 4 211 9406 9.00
Teletronics, Inc.
Memorial Dr., Box 858, Waycross, GA 31501. Phone 912-283-4660.

Mid 009723-000

PROGRAMMING DESCRIPTION

WACL-FM: MUSIC: Rock, blends, current, recurrent, oldies & albums; demographics 18-49. SPORTS: local high school. TALK: 6 am-12:15 pm & 2-7 pm incl AIR PERSONALITIES with music, gags, giveaways, ad-lib commercials, time, temperature, weather & requests by phone. Rec'd 12/28/84.

1. PERSONNEL
Sales Manager—Jim Miller.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 440 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable monthly.

TIME RATES

No. 21 Eff 1/1/85—Rec'd 11/30/84.

7. PACKAGE PLANS

EQUAL DAYPART ROTATION—6-10 AM, 10 AM-3 PM,

3-7 PM

1x 10x 25x 50x 100x 150x 250x
1 min 11.75 11.35 10.95 10.50 10.05 9.60 9.10
30 sec 9.40 9.05 8.70 8.35 8.00 7.65 7.30

350x 500x 750x 1000x
1 min 8.65 8.20 7.70 7.35
30 sec 6.95 6.60 6.25 5.90

10% discount for equal schedule WACL & WACL-FM.

7 pm-midnight, 75% of above rates.

Drivetimes: Extra 10%.

(SMD)

WAYX

1936
WAYCROSS

Mid 009724-000

See SRDS Spot Radio Small Markets Edition.

WQCW (FM)

1971
WAYCROSS

Mid 009725-000

See SRDS Spot Radio Small Markets Edition.

Waynesboro

Burke County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WBRO

1954
WAYNESBORO

Mid 009726-000

See SRDS Spot Radio Small Markets Edition.

WWGA (FM)

1981
WAYNESBORO

Mid 009727-000

See SRDS Spot Radio Small Markets Edition.

West Point

Troup County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WCJM (FM)

1965
WEST POINT

Mid 009728-000

See SRDS Spot Radio Small Markets Edition.

WRLD

1940
LANETT, AL-WEST POINT

Mid 009729-000

See SRDS Spot Radio Small Markets Edition.

WZZZ

1958
WEST POINT

Mid 009730-000

See SRDS Spot Radio Small Markets Edition.

Winder

Barrow County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WIMO

1952
WINDER

Mid 009731-000

See SRDS Spot Radio Small Markets Edition.

Wrens

Jefferson County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WRNZ (FM)

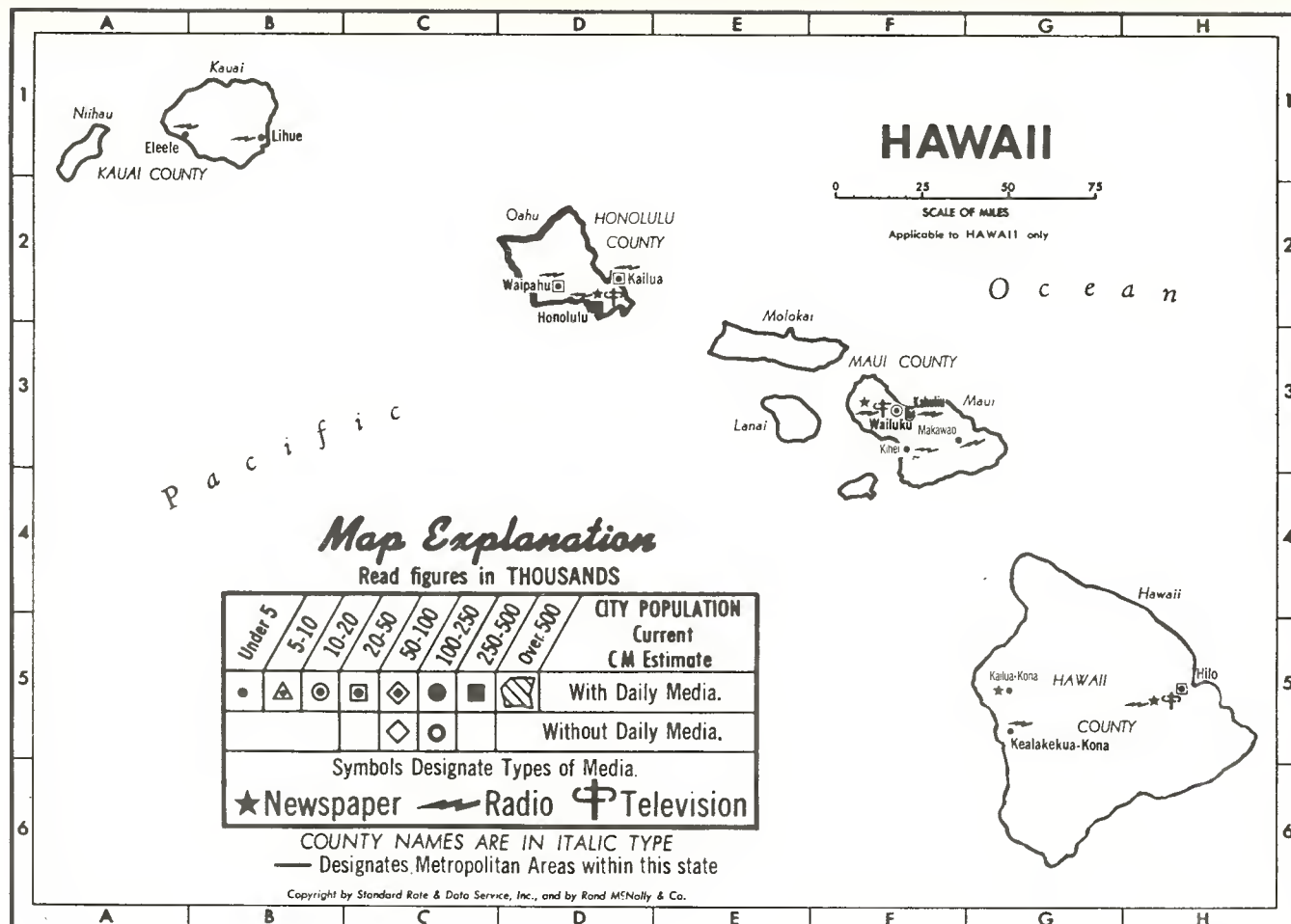
1979
WRENS

Mid 009732-000

See SRDS Spot Radio Small Markets Edition.

HAWAII

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



HAWAII

State, County, City, Metro Area Data

HAWAII

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Total Retail Sales—				Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$)	% Distribution of Households			Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types										
				00000	15000	35000				50000	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
HAWAII STATE TOTALS.....	1,037.3	319.62	10,725,810	33,558	24.5	36.5	17.5	21.5	4,913,861	15,374	1,054,348	162,525	698,611	236,700	260,029	835,915	432,991	517.64	18.6	76.69
HAWAII G-5	101.6	32.58	847,608	26,016	34.7	40.6	13.5	11.2	459,258	14,096	100,806	16,043	68,207	21,589	22,775	77,718	40,823	58.53	.3	9.05
HONOLULU D-2	815.4	248.86	8,677,540	34,869	10.4	31.3	24.7	33.6	3,874,510	15,569	828,698	127,153	547,447	187,256	206,811	659,583	340,993	387.33	18.0	58.34
Honolulu	381.2	134.61	4,615,960	34,291	2,039,980	15,155	439,315	68,076	292,091	97,887	106,868	346,739	180,007	184.59	4.4	19.97
Honolulu Metro Area..	815.4	248.86	8,677,540	34,869	23.6	36.1	18.1	22.2	3,874,510	15,569	828,698	127,153	547,447	187,256	206,811	659,583	340,993	387.33	18.0	58.34
Kailua	36.4	10.89	457,178	41,981	185,365	17,022	38,797	5,763	25,097	9,159	10,468	31,709	16,181	20.93	.3	2.27
Kaneohe	30.7	8.47	360,447	42,556	148,412	17,522	30,850	4,534	19,821	7,383	8,524	25,426	12,922	17.09	.2	2.15
Pearl City	47.5	12.52	559,830	44,715	226,214	18,068	46,703	6,791	29,800	11,329	13,208	38,813	19,645	25.20	.5	3.18
KALAWOO F-31	.06	850	14,167	66.7	25.4	3.2	4.8	709	11,817	166	29	119	31	28	118	65	.1201
KAUAI B-1	41.7	12.94	381,987	29,520	26.3	42.7	17.8	13.2	194,175	15,006	41,925	6,521	27,943	9,292	10,099	32,985	17,151	25.36	.1	3.49
MAUI F-3	78.5	25.18	817,825	32,479	25.7	39.2	18.0	17.1	385,209	15,298	82,753	12,779	54,895	18,532	20,316	65,511	33,959	46.30	.2	5.80

HAWAII

HAWAII

See SRDS Consumer market map and data at beginning of the state.

Eleele

(Kauai County)
See SRDS Consumer market map and data at beginning of the state.

KUAI
1965
ELEELE

Mid 009733-000

See SRDS Spot Radio Small Markets Edition.

Hilo

(Hawaii County)
See SRDS Consumer market map and data at beginning of the state.

KHLO
1950
HILO



Media Code 4 212 1200 2.00 Mid 009734-000
Mid-Pacific Broadcasting Co.
1650 Kalaniana'ole Ave., Hilo, HI 96720. Phone 808-935-1952.
1 min rate 1x: 13.00.

KIPA
1947
HILO



Media Code 4 212 1500 5.00 Mid 009735-000
Big Island Broadcasting Co., Ltd.
688 Kimoole St., Hilo, HI 96720. Phone 808-935-6858.
1 min rate 1x: 15.00.

KKBG (FM)
1980
HILO



Media Code 4 212 1650 8.00 Mid 009736-000
Philip L. Brewer dba K-BIG Radio
913 Kanoelehua Ave., Hilo, HI 96720. Phone 808-961-0651.
1 min rate 1x: 16.00.

KPUA
1930
HILO



Media Code 4 212 1800 9.00 Mid 009737-000
Hawaii Broadcasting Co., Inc.
1145 Kilauea Ave., Hilo, HI 96720. Phone 808-935-5461.
1 min rate 1x: 14.40.

KWXX (FM)
1983
HILO



Media Code 4 212 2100 3.00 Mid 034877-000
Hawaii Broadcasting Co., Inc.
1145 Kilauea Ave., Hilo, HI 96720. Phone 808-935-5461.
1 min rate 1x: 12.50.

Honolulu

(including Kailua, Waipahu)
(Honolulu County)
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAIM
1955
HONOLULU



Media Code 4 212 2400 7.00 Mid 009738-000
Christian Broadcasting Assoc.
Box 375, 3555 Harding Ave., Honolulu, HI 96809. Phone 808-732-6602.
1 min rate 1x: 11.55.

KAIM-FM
1953
HONOLULU

Media Code 4 212 2401 5.00 Mid 020413-000
Christian Broadcasting Assoc.
Box 375, 3555 Harding Ave., Honolulu, HI 96809. Phone 808-732-6602.
1 min rate 1x: 8.55.

KCCN
1966
HONOLULU



Media Code 4 212 2700 0.00 Mid 009740-000
Lee Optical Pension Trust Fund dba KCCN Radio
900 Fort St., Suite 400, Honolulu, HI 96813. Phone 808-536-2728.

PROGRAMMING DESCRIPTION

KCCN: Programmed for adults. MUSIC: Music of the Islands. Local PERSONALITIES. FEATURES: news, public service, sports, weather & local community involvement; promotion oriented; personalities available for remotes. Contact Representative for further details. Rec'd 8/27/83.

- PERSONNEL**
General Manager—Ronnie Hope.
Sales Manager—Alan Boyd.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w.; 1420 khz. Non-directional.
Operating schedule: 24 hours daily. HST.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KDEO
1950
WAIPAHU

Media Code 4 212 2850 3.00 Mid 009741-000
KDEO Country Radio
94-1088 Farrington Hwy., Waipahu, HI 96797. Phone 808-671-2851.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KGU
1922
HONOLULU



Media Code 4 212 3600 1.00 Mid 009743-000
Communications Hawaii, Inc.
2255 Kuhio Ave. #1201, Waikiki Trade Center, Honolulu, HI 96813. Phone 808-923-7600.

- REPRESENTATIVES**
Blair Radio.
1 min rate 1x: 20.00.

KHVH

1957
HONOLULU



Media Code 4 212 4200 9.00 Mid 009744-000
KHVH, Inc.
Pauahi Tower, Ste 660, 1001 Bishop St., Honolulu, HI 96813. Phone 808-524-3111, Telex: 723-8536, 8536 KHVH HI

PROGRAMMING DESCRIPTION

KHVH: News, sports, commentary & features. NEWS: 4 network newscasts hrly. SPORTS: reports at :15 & :45; pro baseball, football & basketball. Contact Representative for further details. Rec'd 3/27/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—L. S. Berger.
General Sales Manager—R. L. Bowen.
National Sales Manager—Ray Sweeney.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w.; 990 khz. Non-directional.
Operating schedule: 24 hours daily. HST.
- AGENCY COMMISSION**
15/0; 15th following month.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 24c, 28c.
Contracts: 40a, 42b, 45, 46, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC-The Source.
Affiliated with ABC Information Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with MBS.
Affiliated with NBC Radio Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

No. 1984-A Eff 8/1/84—Rec'd 8/24/84.

- AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

7. PACKAGE PLANS

	1 min	18 ti	24 ti	30 sec	18 ti	24 ti
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti
AAA	70	65	60	58	55	52
AA	50	48	45	43	39	37
A	40	38	36	34	32	29
B	23	22	21	20	18	17
C	Flat 1-min 11.00; 30-sec 9.00.					

CUME

WKLY:	1 min	30 sec
14 ti (3AAA, 4AA, 4A, 3B)	500	370
22 ti (5AAA, 6AA, 6A, 5B)	700	525
35 ti (8AAA, 9AA, 9A, 9B)	975	755

DOUBLE DRIVE—5-10 AM & 3-7 PM

M-F:	1 min	30 sec
6 ti (3AAA, 3AA)	300	245
12 ti (6AAA, 6AA)	560	445
20 ti (10AAA, 10AA)	900	690

10 ti (6AA, 4A) 320 250
20 ti (12AA, 8A) 575 445
*CONSECUTIVE WEEK BONUS
13 wk—5% 26 wk—10% 52 wk—15%
10 sec: 50% of 1-min.
Fixed position, extra 35%.

(*) Does not apply to Cume or Double Drive plans.

10. SPECIAL FEATURES

- WEEKEND/SPORTS
6 AM-6 PM: 1 min 30 sec
10 ti Sat, 10 ti Sun 450 295
Incl 1 spot inside live sports.
10 sec: 50% of 1-min.
Fixed Position, extra 35%.

KIFH
1946
HONOLULU



Media Code 4 212 4350 2.00 Mid 009755-000
Sudbrink Broadcasting Company of Hawaii
The Dillingham Transportation Bldg., 741 Bishop St., Honolulu, HI 96813. Phone 808-524-1040.
Rates have been temporarily withdrawn by station.

KIKI
1951
HONOLULU

Media Code 4 212 4500 2.00 Mid 009745-000
Island Communications Corp.
841 Bishop St. Suite 1700, Honolulu, HI 96813. Phone 808-531-4602. Cable Code: KIKI, .

- REPRESENTATIVES**
Katz Radio.
1 min rate 1x: 37.00.

KISA
1973
HONOLULU



Media Code 4 212 4725 5.00 Mid 009747-000
Manayan Ventures, Inc., dba KISA Radio
904 Kohou St. Suite 204, Honolulu, HI 96817. Phone 808-841-4555.

- REPRESENTATIVES**
Gillis Broadcasting Representatives.
1 min rate 1x: 20.00.

KKUA
1947
HONOLULU



Media Code 4 212 4800 6.00 Mid 009749-000
Aloha Broadcasting Co., Inc.
765 Amama St., Honolulu, HI 96814. Phone 808-946-1611, Sales 2869.

PROGRAMMING DESCRIPTION

KKUA: Programmed 18-54 with emphasis on 25-49. MUSIC: Adult Contemporary, Contemporary Hawaiian. AIR PERSONALITIES emcee music. FEATURES: stock, surf & night life reports, sports updates, island weather. SPORTS: live U of H football & basketball; Honolulu marathon live; Hawaii Islanders baseball; reports on state running events; various other sports. Contact Representative for further details. Rec'd 1/24/84.

- PERSONNEL**
General Manager—Don Metzger.
Sales Manager—Lynette Ching.
National Sales Manager—Lindsey Lambert.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
10,000 w.; 690 khz. Non-directional.
Operating schedule: 24 hours daily. HST.
Partial simulcast operation. Simulcast Mon thru Fri midnight-5 am. For non-simulcast facilities see KQM (FM).
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
FM facilities: KQM (FM).
Affiliated with Supernet.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 5/18/84—Rec'd 7/24/84.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti
1 min	44	40	36	32
30 sec	38	34	30	28
ROS 1-min flat 22.00; 30-sec 20.00.	Fixed, extra 20%.			

7. PACKAGE PLANS

	1 ti	12 ti	18 ti	24 ti
1 min	34	32	30	26
30 sec	28	26	24	22
Fixed, extra 20%.				

KKUA/KQM (FM) COMBINATION

7. PACKAGE PLANS

	1 ti	12 ti	18 ti	24 ti
1 min	65	60	55	50
30 sec	55	50	45	40

KLEI
1953
KAILUA

Bright, Beautiful & Hawaiian

Media Code 4 212 4950 9.00 Mid 009750-000
The Schuele Organization-Hawaii Inc.
32 Kainehe St. Suite 202, Kailua, HI 96734. Phone 808-262-6988.

PROGRAMMING DESCRIPTION

KLEI: Programmed for adults 18+. MUSIC: Beautiful MOR, 25% Hawaiian. Broadway show, album, orchestras, vocals & instrumentals uninterrupted segments all hrs. NEWS: local oriented. Casts hrly day & night, bulletins store/office hrs 9 am-noon & 2-4 pm. COMMERCIAL POLICY: 5 commercial islands hrly. 10 min of music, commercial, sponsored feature 60-90 seconds & back to music. Contact Representative for further details. Rec'd 8/5/80.

- PERSONNEL**
President—Carl L. Schuele.
General Manager—Lucille Cordeiro.
- FACILITIES**
10,000 w.; 1130 khz. Non-directional.
Operating schedule: 5 am-midnight. HST.
- AGENCY COMMISSION**
15/0 time only.

continued

HAWAII

Honolulu—cont

KLEI—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c.
 Basic Rates: 20a, 20b, 21b, 21d, 22b, 24a, 25a, 27, 28c, 29a, 33a.
 Contracts: 40a, 41, 42b, 44b, 46, 47a, 51a.
 Comb. Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 81, 82.
 TAX ON ADVERTISING: 4% State Tax applicable in all net billing.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 3/1/78—Rec'd 3/6/78.

AAAA—Mon thru Sat 6-10 am & 3-7 pm.
 AAA—Mon thru Sat 10 am-3 pm.
 AA—Mon thru Sat 7-10 pm; Sun all day.
 A—Mon thru Sat 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	30 ti	24 ti	18 ti	12 ti	6 ti
AAAA	8.00	9.00	10.00	11.00	12.00
AAA	7.00	7.50	8.00	8.50	9.00
AA	6.00	6.50	7.00	7.50	8.00
A	4.00	4.50	5.00	5.50	6.00
ROS	7.50	7.75	8.00	8.25	8.50

30 sec or less: 80% of 1-min.
 CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

7. PACKAGE PLANS

CO-OP PACKAGE

36 1-min spots per wk, ea 6.50. Minimum 13 wk contract.

10. SPECIAL FEATURES

AM/PM traffic, news, stock reports, sports sponsorship, flat 15.00; adjacency 1 min flat 12.00; 30 sec flat 9.60.

KMAI (FM)

1978
HONOLULU

NRBA

Media Code 4 212 S025 9.00 Mid 0097S1-000
 Island Communications Corp.
 841 Bishop St., Suite 1700, Honolulu, HI 96813. Phone 808-531-4602. Cable Code: KIKL.

2. REPRESENTATIVES

Katz Radio.
 1 min rate 1x: 26.00.

KNDI

1960
HONOLULU

Media Code 4 212 S100 0.00 Mid 0097S2-000
 James T. Ownby
 1734 S. King St., Honolulu, HI 96826. Phone 808-946-2844.
 Mailing Address: Box 1516, Honolulu, HI 96806.
 1 min rate 1x: 8.80.

KOHO

1959
HONOLULU

Media Code 4 212 S400 4.00 Mid 0097S3-000
 Cosmopolitan Broadcasting Corp.
 1142 12th Ave., Honolulu, HI 96816. Phone 808-737-5511.

2. REPRESENTATIVES

Pacific Area—Harlan G. Oakes, Inc.
 1 min rate 1x: 15.10.

KORL

1946
HONOLULU

Media Code 4 212 S700 7.00 Mid 0097S4-000
 Kori/Pacific Broadcasting Corp.
 1200 College Walk, Honolulu, HI 96817. Phone 808-524-6560.
 Mailing Address: Box 27888, Honolulu, HI 96827.
 1 min rate 1x: 60.00.

KPOI-FM

1963
HONOLULU

NRBA

Media Code 4 212 6150 4.00 Mid 009742-000
 Sudbrink Broadcasting Company of Hawaii
 The Dillingham Transportation Bldg., 741 Bishop St., Honolulu, HI 96813. Phone 808-524-7100.
 Rates have been temporarily withdrawn by station.

KMQQ (FM)

1967
HONOLULU

Selcom radio
 Broadcast Representatives

NRBA

Media Code 4 212 6300 S.00 Mid 0097S6-000
 Aloha Broadcasting Co., Inc.
 765 Amama St., Honolulu, HI 96814. Phone 808-946-2869.

Sales Office: Phone 808-946-1611.

PROGRAMMING DESCRIPTION

KOMO (FM): Programmed for 12-34/emphasis on 18-24. MUSIC: latest hits from Rock, R & B, CHR/Urban. FEATURES: giveaways & listener phone involvement. NEWS: RKO & AP, astrological forecast, surf reports. SPORTS: complete water sports coverage, sports commentaries, high school sport reports. Contact Representative for further details. Rec'd 9/26/83.

1. PERSONNEL

General Manager—Don Metzger.
 Sales Manager—Lynette Ching.
 National Sales Manager—Lindsey Lambert.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 54,000 w. (horiz.), 54,000 w. (vert.); 93.1 mhz. Stereo.
 Operating schedule: 24 hours daily. HST.
 Antenna ht.: 119 ft. below sea level.

Partial simulcast operation. Operated separately Mon thru Fri 5 am-midnight. For simulcast facilities see KKUA.

4. AGENCY COMMISSION

15%; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3c, 4a, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 29a.
 Contracts: 40a, 45, 46.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 73a, 73b.
 Prod. Services: 82.
 AM facilities: KKUA.
 TAX ON ADVERTISING: 4% State Tax applicable to all net billing.
 Affiliated with Supernet.
 Sold in combination with KKUA. See that listing.

TIME RATES

Eff 5/18/84—Rec'd 7/24/84.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti
1 min	36	31	28	26
30 sec	32	29	25	23

ROS 1-min 20.00; 30-sec 18.00.
 Fixed, extra 20%.

7. PACKAGE PLANS

TAP

	1 ti	12 ti	18 ti	24 ti
1 min	34	30	26	24
30 sec	31	26	23	21

Fixed, extra 20%.

KRTR (FM)

(formerly KSHO (FM))

1978

KAILUA

Media Code 4 212 6375 7.00 Mid 009748-000
 Mauna Kea Broadcasting Co.
 Pali Palms Plaza, 970 N. Kalaheo, Suite 314, Kailua, HI 96734. Phone 808-254-5826.
 Other Office: 10880 Wilshire Blvd., Suite 2006, Los Angeles, CA 90024. Phone 213-475-8525.

2. REPRESENTATIVES

Roslin Radio Sales.
 1 min rate 1x: 15.00.

KSSK

1929
HONOLULU

EASTMAN RADIO, INC.

NRBA

A Heftel Station

Media Code 4 212 6450 8.00 Mid 0097S7-000
 Heftel Broadcasting Corp.
 1599 Kapiolani Blvd., Honolulu, HI 96814. Phone 808-949-6131.

PROGRAMMING DESCRIPTION

KSSK: Personalities, adult programming, hrly news, helicopter reports. Contact Representative for further details. Rec'd 7/6/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Earl McDaniel.
 Nat'l & Gen'l Sales Mgr.—Jim Stovall.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

5,000 w.; 500 khz.
 Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
 Basic Rates: 20a, 21b, 22a, 24c, 25a, 28b, 28c, 30, 33b.
 Contracts: 40a, 41, 45, 46, 48, 49, 51b.
 Comb.; Cont. Discounts: 60h, 61c, 62a, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 FM facilities: KULA (FM).
 Affiliated with Eastman Radio Network.
 TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

KSSK/KULA (FM) COMBINATION
 NATIONAL AND LOCAL RATES SAME
 No. 8 Eff 6/15/84—Rec'd 6/18/84.

AAA—Mon thru Sat 5:30-10 am.
 AA—Mon thru Fri 2-7 pm; Sat 10 am-7 pm.
 A—Mon thru Fri 10 am-2 pm; Sun 6 am-7 pm.
 B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	AAA	AA	A	B	AAA	AA	A	B
I	210	170	150	75	180	145	130	60
II	185	145	130	65	160	125	110	52
III	160	125	110	55	135	105	95	44
IV	140	105	90	45	115	90	80	36

KSSK only: Deduct 30% from KSSK/KULA (FM) combination.

KULA (FM)

1977
WAIPAHU

EASTMAN RADIO, INC.

A Heftel Station

Media Code 4 212 6525 7.00 Mid 0097S8-000
 Heftel Broadcasting Corp.
 1599 Kapiolani Blvd., Honolulu, HI 96814. Phone 808-949-6131.

PROGRAMMING DESCRIPTION

KULA (FM): MUSIC: Contemporary Lite Rock, less talk. Album & singles. 2 or 3 intermissions any hour of day. NEWS: 14 headline reports daily; weather, sports & time. COMMERCIAL POLICY: max 9 units per hr. Contact Representative for further details. Rec'd 12/29/83.

1. PERSONNEL

General Manager—Earl McDaniel.
 Nat'l & Gen'l Sales Mgr.—Jim Stovall.
 Program Director—Jim Peters.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
 Operating schedule: 24 hours daily. HST.
 Antenna ht.: 1,685 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 5, 6b, 7b, 8.
 Basic Rates: 20a, 21b, 22a, 24c, 25a, 28b, 28c, 30, 33b.
 Contracts: 40a, 41, 45, 46, 48, 49, 51b.
 Comb.; Cont. Discounts: 60h, 61c, 62a, 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 AM facilities: KSSK.
 Affiliated with Eastman Radio Network.
 TAX ON ADVERTISING: 4% State Tax applicable to all net billing.
 Sold in combination with KSSK. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 30% from KSSK/KULA (FM) combination.

KUMU

1963
HONOLULU

KUMU-FM

1967
HONOLULU

NRBA

Media Code 4 212 6600 8.00 Mid 0097S9-000
 John Hutton Corp.
 2005 Kalia Rd., Honolulu, HI 96815. Phone 808-941-1566.
 Telex: 397192, (WU).

2. REPRESENTATIVES

Torbet Radio, Inc.
 Rates have been temporarily withdrawn by station.

KZHI

1970
HONOLULU

NRBA

Media Code 4 212 6750 1.00 Mid 009746-000
 KZHI Radio, Inc.
 Suite 301, 2301 Kuhio Ave., Honolulu, HI 96815. Phone 808-926-4444.
 1 min rate 1x: 20.00.

KZOO

1963
HONOLULU

Media Code 4 212 6900 2.00 Mid 009760-000
 Polynesian Broadcasting Inc.
 250 Ward Ave., Suite 209, Honolulu, HI 96814. Phone 808-537-6915.
 1 min rate 1x: 11.00.

Kahului

(Maui County)
 See SRDS Consumer market map and data at beginning of the state.

KHUI (FM)

1984
KAHULUI

Mid 034736-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

KNUI

1962
KAHULUI

NRBA

NRBA

Media Code 4 212 7050 S.00 Mid 009761-000
 Ke-Nui Corp.
 311 Ano St., Kahului, Maui, HI 96732. Phone 808-877-5566.

PROGRAMMING DESCRIPTION

KNUI: Programmed for island mass appeal. MUSIC: Soft Hits/Adult Contemporary appeal, with addition of Contemporary local island music; 60% oldies, 40% current. NEWS: dept plus 3 mobile units; 5 min hrly, except 2x AM & PM drive. Daily editorials & news features. Swap shop program mixed with music 10 am-noon. Filipino language program 4:30-6 am. AIR PERSONALITIES handle all segments. Rec'd 6/30/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Tom Elkins.
 Vice-Pres./Sales—Norma Clair.
 Program Director—Rod Henke.

3. FACILITIES

5,000 w.; 900 khz. Non-directional.
 Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION

15/2 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.
 FM facilities: KHUI (FM).

TIME RATES

No. 20 Eff 11/17/83—Rec'd 4/23/84.

6. SPOT ANNOUNCEMENTS

PER WK:	DRIVE—6-10 AM & 3-7 PM	20 ti	30 ti	40 ti	50 ti
PER MO:		40 ti	60 ti	80 ti	120 ti
1 min	18.00	16.50	15.00	13.50	
30 sec	14.50	13.00	11.50	11.00	

MIDDAY—10 AM-3 PM

1 min	16.50	15.50	14.00	13.00
30 sec	13.00	12.00	11.00	10.50

EVE—7-11 PM

1 min	12.50	11.50	11.00	10.50
30 sec	10.00	9.50	9.00	8.75

BTA—6 AM-11 PM

1 min	15.50	14.00	13.00	12.50
30 sec	12.00	11.00	10.50	10.00

DRIVE—6-10 AM & 3-7 PM

PER YR:	1x	52x	156x	260x	520x	1000x
1 min	20.00	18.00	16.50	15.00	13.50	13.00
30 sec						

Kealahou-Kona

(Hawaii County)

See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KKON

1969
KEALAKEKUA-KONA

Mid 009762-000

See SRDS Spot Radio Small Markets Edition.

KOAS (FM)

1982
KEALAKEKUA-KONA

Mid 029018-000

See SRDS Spot Radio Small Markets Edition.

Kihei

(Maui County)

See SRDS Consumer market map and data at beginning of the state.

KHEI

1979
KIHEI

Mid 009763-000

See SRDS Spot Radio Small Markets Edition.

Lihue

(Kauai County)

See SRDS Consumer market map and data at beginning of the state.

KIPO

1940
LIHUE

Mid 009764-000

See SRDS Spot Radio Small Markets Edition.

KIPO-FM

1983
LIHUE

Mid 033189-000

See SRDS Spot Radio Small Markets Edition.

Makawao

(Maui County)

See SRDS Consumer market map and data at beginning of the state.

KVIB (FM)

1981
MAKAWAO

Mid 009765-000

See SRDS Spot Radio Small Markets Edition.

Wailuku

(Maui County)

See SRDS Consumer market map and data at beginning of the state.

KAOI (FM)

1974
WAILUKU

Mid 009766-000

See SRDS Spot Radio Small Markets Edition.

KMVI

1946
WAILUKU

Mid 009767-000

See SRDS Spot Radio Small Markets Edition.

KMVI-FM

1984
WAILUKU

Mid 034245-000

See SRDS Spot Radio Small Markets Edition.

Waipahu

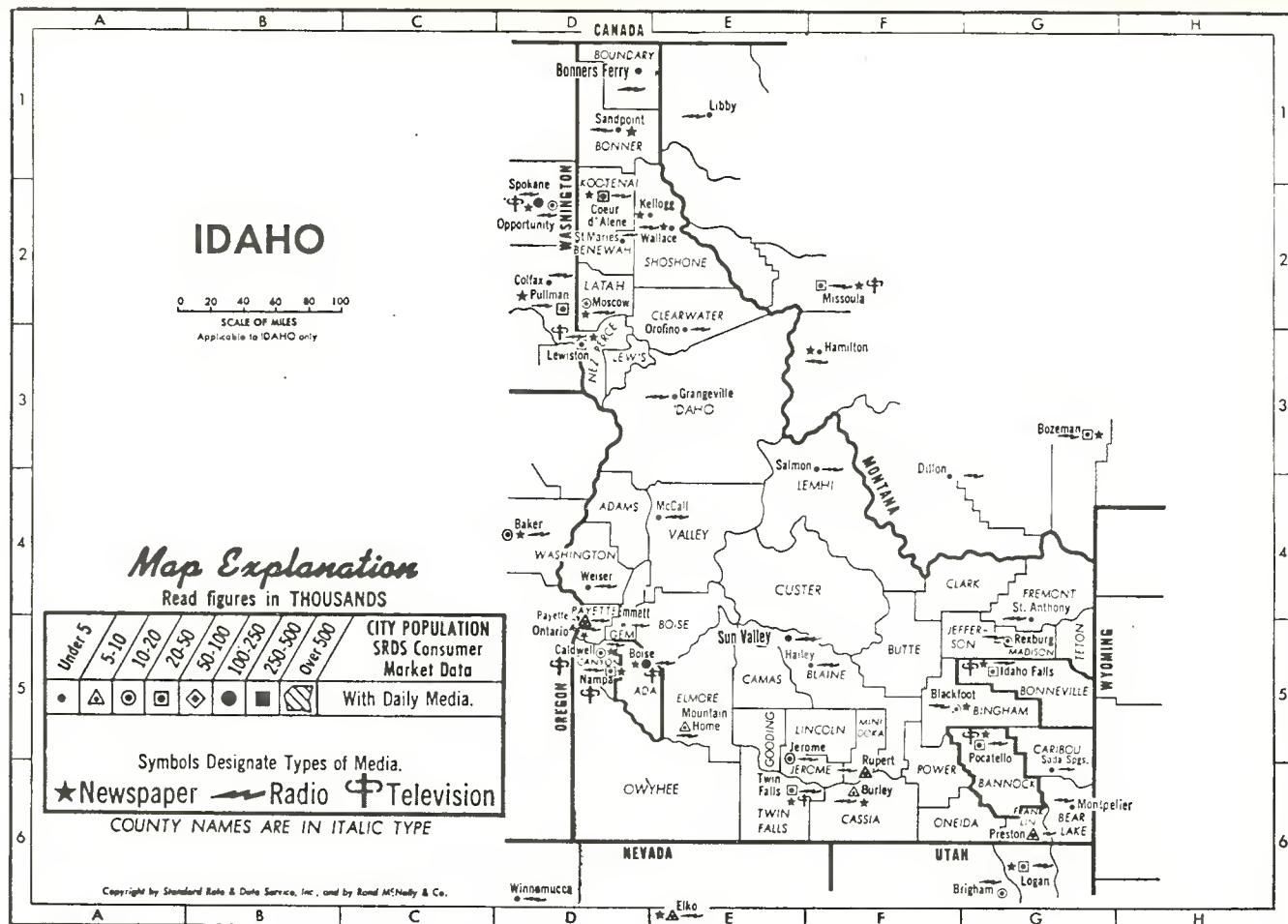
(Honolulu County)

See SRDS Consumer market map and data at beginning of the state.

See Honolulu

(including Kailua, Waipahu)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Total Retail Sales—		Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$000)	% Distribution of Households to to to to 14999 34999 49999 over				Per Household (\$000)	Food (\$000)	By Selected Store Types					Service Station (\$000)					
				00000	15000	35000	50000			General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)							
IDAHO STATE TOTALS	998.9	345.99	8,063,966	23,307	35.9	44.5	12.3	7.2	4,723,374	13,652	1,045,880	168,432	713,223	219,886	228,084	797,663	421,290	665.83	2.8	38.66
ADA D-5	190.3	70.06	1,811,460	25,856	34.0	43.9	13.0	9.2	990,483	14,138	217,235	34,535	146,881	46,601	49,235	167,645	88,017	135.75	.8	4.23
Boise City	105.6	42.02	1,073,840	25,555	585,278	13,929	128,884	20,602	87,460	27,414	28,743	98,968	52,091	76.57	.5	2.43
Boise City Metro Area	190.3	70.06	1,811,460	25,856	31.8	45.1	13.9	9.2	990,483	14,138	217,235	34,535	146,881	46,601	49,235	167,645	88,017	135.75	.8	4.23
ADAMS D-4	3.4	1.24	24,449	19,717	41.2	47.7	7.8	3.3	15,953	12,865	3,592	591	729	730	2,683	1,432	2,55203
BANNOCK G-6	67.1	23.23	558,890	24,059	33.6	45.8	13.2	7.4	325,770	14,024	71,605	11,418	48,511	15,290	16,088	55,110	28,973	44.92	.5	2.31
Pocatello	47.9	17.55	419,364	23,895	244,927	13,956	53,909	8,612	36,567	11,478	12,046	41,421	21,795	32.75	.5	1.92
BEAR LAKE G-6	7.1	2.29	53,357	23,300	33.9	47.2	12.6	6.3	31,891	13,926	7,024	1,123	4,767	1,493	1,565	5,392	2,839	4.5810
BENEWAH D-2	8.8	3.14	76,777	24,451	31.5	46.2	15.1	7.2	45,169	14,385	9,860	1,557	6,638	2,136	2,277	7,653	4,006	6.0208
BINGHAM G-5	37.8	11.23	264,523	23,555	34.1	44.7	14.2	7.0	156,781	13,961	34,503	5,511	23,401	7,349	7,714	26,515	13,950	22.52	2.34
BLAINE F-5	11.2	4.55	121,133	26,623	35.5	42.5	12.5	9.6	62,797	13,802	13,865	2,224	9,431	2,933	3,059	10,612	5,595	8.6121
BOISE E-4	3.4	1.25	24,490	19,592	40.9	49.2	6.5	3.4	15,887	12,710	3,593	595	2,495	722	717	2,669	1,429	2.4408
BONNER D-1	26.6	9.77	179,473	18,370	48.6	39.4	8.0	4.0	122,972	12,587	27,869	4,626	19,392	5,574	5,506	20,652	11,069	18.8324
BONNEVILLE G-5	68.9	22.43	593,800	26,473	27.6	46.5	16.2	9.6	327,697	14,610	71,243	11,189	47,786	15,566	16,713	55,578	29,021	43.32	.2	1.74
BOUNDARY D-1	7.7	2.65	44,615	16,836	50.6	42.0	6.0	1.4	32,191	12,148	7,372	1,240	5,175	1,389	5,392	2,910	4.8709
BUTTE F-5	3.4	1.10	24,203	22,003	40.7	42.6	11.2	5.5	14,643	13,312	3,261	529	2,235	647	694	2,469	1,309	2.2310
CAMAS E-5	.9	.31	6,679	21,545	38.9	48.9	7.4	4.8	3,952	12,748	893	148	620	180	179	664	355	6.701
CANYON D-5	89.6	30.71	672,470	21,897	40.2	43.7	10.5	5.6	405,176	13,194	90,577	14,772	62,288	18,659	18,985	68,269	36,273	59.26	.2	8.70
CARIBOU G-5	9.2	2.86	72,140	25,224	27.3	52.8	12.7	7.2	41,753	14,599	9,080	1,427	6,092	1,983	2,127	7,081	3,698	5.9216
CASSIA F-6	19.7	6.25	152,727	24,436	34.1	44.2	14.1	7.6	86,581	13,853	19,092	3,058	12,972	4,049	4,234	14,636	7,710	12.09	1.81
CLARK F-4	.8	.28	5,102	18,221	39.5	50.0	8.0	2.5	3,437	12,275	781	130	545	155	152	577	310	5.603
CLEARWATER E-2	9.6	3.38	73,997	21,893	35.3	47.8	11.7	5.1	45,845	13,564	10,171	1,642	6,947	2,100	2,201	7,739	4,092	6.3107
CLUSTER E-4	3.5	1.28	27,266	21,302	40.1	43.9	10.5	5.5	16,852	13,166	3,771	616	2,596	775	787	2,839	1,509	2.5106
ELMORE E-5	22.3	7.14	159,977	22,406	35.6	49.0	11.0	4.4	93,802	13,138	20,994	3,429	14,452	4,314	4,378	15,800	8,401	12.98	.8	1.84
FRANKLIN G-6	9.2	2.77	58,223	21,019	34.8	51.6	10.4	3.2	36,851	13,304	8,217	1,335	5,638	1,702	1,741	6,213	3,296	5.4214
FREMONT G-4	11.3	3.44	76,594	22,266	36.6	46.0	11.8	5.6	46,424	13,495	10,310	1,667	7,049	2,154	2,221	7,834	4,146	6.8231
GEM D-4	12.6	4.48	87,769	19,591	45.6	39.5	10.2	4.7	58,070	12,962	13,049	2,143	9,014	2,658	2,676	9,772	5,209	8.8140
GOODING E-5	12.8	4.51	94,893	21,041	42.0	42.1	9.7	6.3	58,518	12,975	13,141	2,156	9,072	2,681	2,702	9,849	5,248	8.7584
IDAHO E-3	14.8	5.19	98,101	18,902	35.2	43.2	8.3	3.3	65,273	12,577	14,796	2,457	10,297	2,958	2,921	10,961	5,876	9.8312
JEFFERSON F-5	15.9	4.65	109,052	22,162	46.1	45.3	13.1	5.5	63,767	13,713	14,103	2,268	9,608	2,972	3,090	10,772	5,685	9.3072
KEROME E-6	16.4	5.65	131,665	23,304	35.3	46.3	11.4	6.9	72,547	13,548	16,982	2,742	11,601	3,556	3,674	12,921	6,833	11.5862
KOOTENAI D-2	67.1	24.22	552,413	22,808	37.5	43.3	12.6	6.6	330,378	13,641	73,171	11,787	49,908	15,376	15,942	55,790	29,470	46.2085
LATAH D-2	29.2	10.52	240,789	22,889	39.6	40.7	12.7	7.0	142,612	13,556	31,639	5,108	21,612	6,625	6,846	24,073	12,729	18.59	.1	.35

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				—Total Retail Sales—		Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
			Per Household (\$000)	% Distribution of Households			Per Household (\$000)	By Selected Store Types											
				00000	15000	35000		50000	Food	Drug	General Mds.	Apparel	Home Furn.	Auto motive				Service Station	
			14999	34999	49999	over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
LEMHI E-4	7.9	2.87	51,984	18,113	46.8	43.9	6.8	2.5	35,524	12,378	8,093	1,352	5,656	1,600	1,562	5,958	3,204	5.40	.10
LEWIS D-3	4.1	1.51	37,933	25,121	34.3	40.9	16.0	8.7	21,432	14,193	4,696	746	3,173	1,009	1,068	3,628	1,904	2.86	.05
LINCOLN E-5	3.5	1.21	23,518	19,436	44.2	44.7	7.7	3.4	15,284	12,631	3,457	572	2,401	694	689	2,568	1,375	2.27	.24
MADISON G-5	21.3	5.55	125,629	22,636	37.1	44.5	11.9	6.5	74,296	13,387	16,541	2,683	11,334	3,438	3,527	12,531	6,641	9.98	.43
MINIDOKA F-5	20.6	6.51	164,704	25,300	29.7	48.5	14.1	7.7	92,429	14,198	20,248	3,214	13,676	4,354	4,611	15,648	8,210	13.24	3.12
NEZ PERCE D-3	33.1	12.53	287,098	22,913	38.6	42.2	12.6	6.6	171,140	13,658	37,887	6,100	25,831	7,969	8,270	28,903	15,263	23.46	.1
ONEIDA F-6	3.3	1.12	18,810	16,795	48.5	44.4	5.4	1.7	13,549	12,097	3,104	522	2,179	606	584	2,269	1,225	2.15	.04
OWYHEE D-6	8.7	2.82	53,777	19,070	49.5	38.1	7.7	4.8	34,952	12,394	7,960	1,330	5,562	1,575	1,539	5,863	3,152	5.56	.1
PAYETTE D-4	16.5	5.91	99,002	16,752	53.6	38.6	5.2	2.6	70,178	11,874	16,185	2,746	11,428	3,115	2,953	11,735	6,361	11.14	.71
POWER F-5	7.2	2.33	69,371	29,773	27.5	41.5	19.3	11.8	34,984	15,015	7,553	1,175	5,033	1,674	1,820	5,943	3,090	4.79	.53
SHOSHONE E-2	18.5	6.65	160,168	24,085	31.8	48.0	14.1	6.1	94,581	14,223	20,714	3,286	13,987	4,457	4,722	16,014	8,400	11.74	.29
TETON G-5	3.0	.94	17,734	18,866	43.2	45.1	8.6	3.1	11,897	12,656	2,687	444	1,865	541	539	1,999	1,069	1.89	.06
TWIN FALLS E-6	55.5	19.95	460,349	23,075	38.2	44.9	10.0	6.9	266,262	13,346	59,333	9,636	40,688	12,307	12,604	44,898	23,807	38.42	2.44
VALLEY E-4	6.2	2.30	49,353	21,458	36.8	47.5	11.2	4.4	30,658	13,330	6,837	1,111	4,691	1,418	1,448	5,169	2,742	4.56	.09
WASHINGTON D-4	8.9	3.21	53,509	16,669	56.1	35.0	5.4	3.5	38,136	11,880	8,796	1,492	6,210	1,693	1,605	6,377	3,457	6.13	.62

IDAHO

IDAHO

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Blackfoot

Bingham County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KBLI

1951
BLACKFOOT



Media Code 4 213 0400 7.00 Mid 009768-000
Western Communications Inc.
Box 699, Blackfoot, ID 83221. Phone 208-785-1400.

PROGRAMMING DESCRIPTION

KBLI: MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—M. Kent Frandsen.
General Manager—Richard K. Stoddart.
Sales Manager—Keith A. Walker.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days; 690 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KLCE (FM).
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

KBLI/KLCE (FM) COMBINATION

Eff—Rec'd 8/28/84.

AAA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
AA—All other times.

PER	1 min			
	6 ti	12 ti	18 ti	24 ti
WK:	6 ti	12 ti	18 ti	24 ti
AAA	15.00	14.50	14.00	13.50
AA	13.00	12.50	12.00	11.50
PER	30 sec			
	6 ti	12 ti	18 ti	24 ti
WK:	6 ti	12 ti	18 ti	24 ti
AAA	12.00	11.50	11.00	10.50
AA	10.00	9.50	9.00	8.50

KBLI only: 80% of KBLI/KLCE (FM) combination.

PROGRAM TIME RATES	1x 26x 52x 104x 156x 260x						
	5 min	17.00	16.50	16.00	15.50	15.00	14.00
		9/85					(SMD)(CR)

KLCE (FM)

(formerly KBLI-FM)

1975

BLACKFOOT



Media Code 4 213 0550 9.00 Mid 034463-000
Western Communications, Inc.
Box 699, Blackfoot, ID 83221. Phone 208-735-1400.

PROGRAMMING DESCRIPTION

KLCE (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—M. Kent Frandsen.
General Manager—Richard K. Stoddart.
Sales Manager—Keith A. Walker.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network

- FACILITIES**
ERP 3,000 w.; 97.7 mhz.
Operating schedule: 5:30-11 am. MST.
Antenna ht.: 253 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KBLI.
Affiliated with Intermountain Network.
Affiliated with Intermountain FM Network.
Sold in combination with KBLI. See that listing.

TIME RATES

Eff—Rec'd 8/28/84.

- PACKAGE PLANS**
80% of KBLI/KLCE (FM) combination.
- PROGRAM TIME RATES**
1x 26x 52x 104x 156x 260x
5 min 17.00 16.50 16.00 15.50 15.00 14.00
9/85 (SMD)

Boise

Ada County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KBBK (FM)

1968

BOISE

Media Code 4 213 0700 0.00 Mid 009769-000
Southwood Broadcasting Corp.
1114 Meridian St., Box 625, Meridian, ID 83642. Phone 208-888-0093.

- REPRESENTATIVES**
Roslin Radio Sales.
Seattle, Portland—S/R Reps, Inc.
1 min rate 1x: 19.00.

KBNY (FM)

1976

NAMPA

Media Code 4 213 0800 8.00 Mid 009810-000
KBOI, Inc.
1419 W. Bannock, Box 1280, Boise, ID 83701. Phone 208-336-3670, TWX, 910-970-5932.

See listing under city of license.

KBOI



1947

BOISE



Katz Radio



Media Code 4 213 0800 8.00 Mid 009770-000
KBOI, Inc.
1419 W. Bannock, Box 1280, Boise, ID 83701. Phone 208-336-3670, TWX, 910-970-5932.

PROGRAMMING DESCRIPTION

KBOI: Programmed for adults 25-54. MUSIC: contemporary adult, new releases & hits of 60's & 70's. AIR PERSONALITIES handle all music. NEWS: AP & UPI & network at 5:00; local & regional w/sports, weather, ski reports, road conditions follows network; local news & sports update 6:30, 7:30 am, 4:30 & 5:30 pm. U football, basketball. FARM: 5:35 am & commodity reports. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
President—Charles H. Wilson.
Vice-Pres. & Gen'l Mgr.—Al Vuylsteke.
Sales Manager—Bob Rosenthal.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w.; 670 khz. Directional—Nights only.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15b, 15d, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.: Cont. Discount: 60b, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 34 Eff 8/15/84—Rec'd 8/20/84.

AAA—Mon thru Sat 5:30-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—Mon thru Sat 7 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
AAA AA A B
1 min 38 27 25 15
30 sec 32 21 19 12

KBOI/KBOI-FM COMBINATION

1 min 52 43 39 24
30 sec 42 36 32 20

KBOI-FM

1969

BOISE

Easy Listening Music



Media Code 4 213 0801 6.00 Mid 009771-000
KBOI, Inc.
1419 W. Bannock, Box 1280, Boise, ID 83701. Phone 208-336-3670, TWX, 910-970-5932.

PROGRAMMING DESCRIPTION

KBOI-FM: Programmed for adults. MUSIC: orchestral, selected vocals & popular standards. NEWS: nat'l, regional & local at 6:00. Weather at 6:00. Contact Representative for further details. Rec'd 4/19/76.

- PERSONNEL**
President—Charles H. Wilson.
Vice-Pres. & Gen'l Mgr.—Al Vuylsteke.
Sales Manager—Bob Rosenthal.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 47,000 w. (horiz.), 47,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,510 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15b, 15d, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.: Cont. Discount: 60b, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Sold in combination with KBOI. See that listing.

TIME RATES

No. 34 Eff 8/15/84—Rec'd 8/17/84.

AAA—Mon thru Sat 5:30-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—Mon thru Sat 7 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
AAA AA A B
1 min 22 22 22 15 30 sec 18 18 18 12 (SMD)(D)

KBXL (FM)

1960

CALDWELL



(This is a paid duplicate of the listing under Caldwell, Idaho.)

Media Code 4 213 2300 7.00 Mid 009783-000
Christian Broadcasting Co.
3303 E. Chicago St., Caldwell, ID 83605. Phone 208-459-3635.

PROGRAMMING DESCRIPTION

KBXL (FM): Programmed for adults 25-49. MUSIC: beautiful music. Uninterrupted 1/4 hr. segments. NEWS 23x daily. COMMERCIAL POLICY: 12 minute per hr. Contact Representative for further details. Rec'd 5/2/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—Nelson M. Wilson.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Seattle—Broadcast Northwest.
- FACILITIES**
ERP 40,000 w. (horiz.), 40,000 w. (vert.), 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KBGN.

TIME RATES

No. 11 Eff—Rec'd 2/25/83.

Drive—6-10 am & 3-7 pm.
Midday—10 am-3 pm.
Evening—7-10 pm.
DM/D—8 am-7 pm.
BTA—24 hour rotation.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
PER QUARTER: 39 ti 78 ti 156 ti 234 ti 312 ti
PER YR: 104x 156x 312x 624x 936x
Drive 12.25 11.75 11.25 10.75 10.25
MD 11.00 10.50 10.00 9.50 9.00
EVE 8.75 8.25 7.75 7.25 6.75
DMD 11.75 11.25 10.75 10.25 9.75
BTA 9.00 8.50 8.00 7.50 7.00
30 SECONDS
Drive 10.25 9.75 9.25 8.75 8.25
MD 9.00 8.50 8.00 7.50 7.00
EVE 6.75 6.25 5.75 5.25 4.75
DMD 9.75 9.25 8.75 8.25 7.75
BTA 7.00 6.50 6.00 5.50 5.00
10 sec: 50% of 1-min.

- PACKAGE PLANS**
TAP—1/3 DR, 1/3 MD, 1/3 EVE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
PER QUARTER: 39 ti 78 ti 156 ti 234 ti 312 ti
PER YR: 104x 156x 312x 624x 936x
1 min 10.50 10.00 9.50 9.00 8.50
30 sec 8.50 8.00 7.50 7.00 6.50
10 sec: 50% of 1-min.

IDAHO

Boise—cont

KFXD-FM

1974
NAMPA



BLAIR RADIO



(This is a paid duplicate of the listing under Nampa, Idaho.)

Media Code 4 213 5201 4.00 Mid 009809-000
Boise Broadcasting LTD.
455 W. Amity Rd., Meridian, ID 83642. Phone 208-888-4321.

Mailing Address: Box 107, Boise, ID 83701.
PROGRAMMING DESCRIPTION
KFXD-FM: Programmed for young adults 18-34. MUSIC: Contemporary Hits. NEWS: 6-10 am with 2-man team & traffic reporter & 4-6 pm. FEATURES: American Top sun 10 am-2 pm; The Hot Ones (RKO) Sat 7-8 pm. Contact Representative for further details. Rec'd 11/2/84.

- PERSONNEL**
General Manager—W. Tom Simmons.
Sales Manager—Mary Simmons.
Program Director—Larry Doss.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 46,000 w.; 94.9 mhz. Stereo.
Operating Schedule: 24 hours daily. MST.
Antenna ht.: 2,520 ft. above average terrain.
- AGENCY COMMISSION**
15/2; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40c, 42b, 44a, 49.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod Services: 80, 82.

TIME RATES
Eff—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS	
6-10 am	1 min 30 sec
10 am-3 pm	21 16
3-7 pm	17 13
7 pm-midnight	14 11
ROS	10 7
	13 10

7. PACKAGE PLANS	
TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM	1 min 30 sec
Ea	17 13

AM/FM COMBINATION

Contact: 6. SPOT ANNOUNCEMENTS	
6-10 am	1 min 30 sec
10 am-3 pm	32 26
3-7 pm	26 20
7 pm-midnight	22 16
ROS	14 8
	20 14

7. PACKAGE PLANS	
TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM	1 min 30 sec
Ea	26 20

KGEM

1946
BOISE



Media Code 4 213 1400 6.00 Mid 009773-000
Gem State Broadcasting Corp.
5601 Cassia, Box 5278, Boise, ID 83705. Phone 208-344-3511. Studios: Boise and Nampa, Idaho, 466-2421.

PROGRAMMING DESCRIPTION
KGEM: Programmed for general interest. MUSIC: 90% modern country. NEWS: national & regional network. SPORTS: high school play-by-play. 12M-6 am night owl program. FARM: 5-6 am. 6 am-noon general. Noon-1 pm local & regional news, weather, road reports. 1-4 pm country club program. M-F, 4-6 pm country music. 6-7 pm nat'l network news & commentary. 7 pm-12M top 50 country music. Sat. on location remote broadcasts. Religion & public affairs Sun AM & PM. Contact Representative for further details. Rec'd 1/7/72.

- PERSONNEL**
President—George C. Hatch.
Vice-President—Homer K. Peterson.
Station Manager—R. C. Weisenburger.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
10,000 w.; 1140 khz. Directional.
Operating Schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0; 10 days.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 29a, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KJOT (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
9/85

KIDO

1928
BOISE



Christal Radio

Media Code 4 213 1600 1.00 Mid 009774-000
Sundance Broadcasting of Idaho
Box 63, Boise, ID 83707. Phone 208-344-6363.

PROGRAMMING DESCRIPTION

KIDO: Programmed for general adult interest. MUSIC: MOR, Popular. NEWS: block 6-8:30 am w/news, sports, accu-weather, health & money specials, business updates; hrly summaries at :30; local, nat'l business reports at 4:30 & 5:30 pm. FARM: report at 5:50 am. SPORTS: capsules in drive; yr-round coverage incl Indy 500, World Series & Super Bowl. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 6/22/84.

- PERSONNEL**
President—Michael D. Jorgenson.
Vice-Pres. & Gen'l Mgr.—Roy Dittman.
Nat'l/Reg'l Sales Mgr.—Gary Bates.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 630 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
RATE PROTECTION
Rates quoted herein are guaranteed against any increase for a period of 18 wks from effective date provided that advertising equalling 150.00 wky is actually running at time of effective date of increase, and providing that these broadcasts continue, without interruption during rate protection.
Affiliated with CBS Radio Network.
FM facilities: KUUB (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KIZN (FM)

1982
BOISE



Media Code 4 213 1637 3.00 Mid 029242-000
ConlidaCom, Limited A Constant Communications Company
The Johnson House, 1002 W. Franklin St., Boise, ID 83702. Phone 208-343-9393.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle & Portland—The Tacher Company, Inc.
1 min rate 1x: 46.00.

KJOT (FM)

1979
BOISE



Media Code 4 213 1650 6.00 Mid 009776-000
Gem State Broadcasting Corp.
5601 Cassia, Box 5278, Boise, ID 83705. Phone 208-344-3511. Studios: Boise And Nampa, 466-2421.

PROGRAMMING DESCRIPTION
KJOT (FM): Programmed for general interest. MUSIC: 90% Modern Country. NEWS: nat'l, reg'l & local; nat'l & reg'l networks. Contact Representative for further details. Rec'd 4/23/79.

- PERSONNEL**
President—George C. Hatch.
Vice-President—Homer K. Peterson.
Station Manager—R. C. Weisenburger.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 43,000 w. (horiz.), 43,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,574 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 days.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 82.
AM facilities: KGEM.
Affiliated with The Intermountain FM Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
9/85

KKIC

1961
BOISE



Media Code 4 213 1675 3.00 Mid 009772-000
Northwest Broadcasting, Inc.
50 S. Cole, Box 4489, Boise, ID 83704. Phone 208-377-3131.
1 min rate 1x: 11.00.

KSPD

1959
BOISE

Media Code 4 213 1700 9.00 Mid 009777-000
New Life Enterprises, Inc.
5201 Overland Rd., Boise, ID 83705. Phone 208-345-3790.
1 min rate 1x: 8.75.

KTOX

1955
BOISE



Media Code 4 213 1800 7.00 Mid 009778-000
ConlidaCom, Limited
The Johnson House, 1002 W. Franklin St., Boise, ID 83702. Phone 208-343-9393.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle & Portland—The Tacher Company, Inc.
1 min rate 1x: 46.00.

KUUB (FM)

(formerly KIDD (FM))
1979
BOISE



Christal Radio

Media Code 4 213 1850 2.00 Mid 009775-000
Sundance Broadcasting of Idaho
Box 63, Boise, ID 83707. Phone 208-344-6363.

PROGRAMMING DESCRIPTION

KUUB (FM): Targeted for 25-49. MUSIC: Adult Contemporary. FEATURES: AIR PERSONALITIES, news, community involvement; traffic advisories, sports; comedy during AM. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
President—Michael D. Jorgenson.
Vice-Pres./Gen'l Mgr.—Roy Dittman.
Nat'l/Reg'l Sales Mgr.—Gary Bates.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 43,000 w. (horiz.), 43,000 w. (vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,574 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
RATE PROTECTION
Rates quoted herein are guaranteed against any increase for a period of 18 wks from effective date provided that advertising equalling 150.00 wky is actually running at time of effective date of increase, and providing that these broadcasts continue, without interruption during rate protection.
AM facilities: KIDO.
Affiliated with CBS RADIORADIO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Bonnors Ferry

Boundary County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KBFI

1977
BONNORS FERRY

Mid 009779-000
See SRDS Spot Radio Small Markets Edition.

Burley

Cassia County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KBAR

1946
BURLEY



Media Code 4 213 2000 3.00 Mid 009780-000
Mini-Cassia Broadcasting, Inc.
1841 W. Main, Box 430, Burley, ID 83318. Phone 208-678-2244.

PROGRAMMING DESCRIPTION

KBAR: MUSIC: MOR mix incl Country Western, show-tunes, film music, Rock, old & current stnds. Contact Representative for further details. Rec'd 5/1/80.

- PERSONNEL**
General Manager—Richard A. Huizinga.
Assistant Manager—Gerald Thaxton.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KZDX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 47R Eff 7/1/82—Rec'd 7/22/82.
A—Mon thru Sat 6-10 am, 11:30 am-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	1 min			
	6 ti	12 ti	18 ti	24 ti
A	16.20	15.80	15.30	14.90
B	14.00	13.50	13.10	12.60
PER WK:	30 sec			
	6 ti	12 ti	18 ti	24 ti
A	14.00	13.50	13.10	12.60
B	12.20	11.70	11.30	10.80

8. PROGRAM TIME RATES

5 min	1 ti				52 ti				104 ti				156 ti				260 ti			
	18.00	17.00	16.50	16.00	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50			

KBAR/KZDX (FM) COMBINATION

7. PACKAGE PLANS

PER WK:	1 min			
	6 ti	12 ti	18 ti	24 ti
A	16.20	15.80	15.30	14.90
B	14.00	13.50	13.10	12.60
PER WK:	30 sec			
	6 ti	12 ti	18 ti	24 ti
A	14.00	13.50	13.10	12.60
B	12.20	11.70	11.30	10.80

9/85

(SMD)

KZDX (FM)

(formerly KMVC (FM))
1975
BURLEY



Media Code 4 213 2100 1.00 Mid 009781-000
Mini-Cassia Broadcasting, Inc.
1841 W. Main, Box 430, Burley, ID 83318. Phone 208-678-2244.

PROGRAMMING DESCRIPTION

KZDX (FM): MUSIC: Contemporary Hit Radio. NEWS: networks & AP, local hrly. SPORTS: B.Y.U. sports. Contact Representative for further details. Rec'd 11/16/84.

- PERSONNEL**
Manager—Richard Huizinga.
Assistant Manager—Gerald Thaxton.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight. MST.
Antenna ht.: 4,400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KBAR.
Affiliated with Intermountain Network.
Affiliated with ABC FM Radio Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Intermountain FM Network.
Sold in combination with KBAR. See that listing.

TIME RATES

No. 3 Eff 2/1/82—Rec'd 7/22/82.
A—Mon thru Sat 6-10 am, 11:30 am-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
A	9.00	8.75	8.50	8.25	7.75	7.50	7.25	7.00
B	7.75	7.50	7.25	7.00	6.75	6.50	6.25	6.00

8. PROGRAM TIME RATES

5 min	1 ti				26 ti				52 ti				104 ti				156 ti				260 ti			
	18.00	17.50	17.00	16.50	16.00	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50						

9/85

(SMD)

Caldwell

Canyon County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KBGN

1960
CALDWELL

Mid 009782-000

See SRDS Spot Radio Small Markets Edition.

KBXL (FM)

1960
CALDWELL



Media Code 4 213 2300 7.00 Mid 009783-000
Christian Broadcasting Co.
3303 E. Chicago St., Caldwell, ID 83605. Phone 208-459-3635.

PROGRAMMING DESCRIPTION
KBXL (FM): Programmed for adults 25-49. MUSIC: beautiful music. Uninterrupted 1/4 hr. segments. NEWS 23x daily. COMMERCIAL POLICY: 12 minute per hr. Contact Representative for further details. Rec'd 5/2/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—Nelson M. Wilson.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Seattle—Broadcast Northwest.
- FACILITIES**
ERP 40,000 w. (horiz.), 40,000 w. (vert.), 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KBGN.

TIME RATES

No. 11 Eff. Rec'd 2/25/83.

Drive—6-10 am & 3-7 pm.
Midday—10 am-3 pm.
Evening—7-10 pm.
DMD—6 am-7 pm.
BTA—24 hour rotation.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	6 ti	12 ti	18 ti	24 ti	30 ti
PER QUARTER:	39 ti	78 ti	117 ti	156 ti	234 ti
PER YEAR:	104x	156x	312x	624x	936x
Drive	12.25	11.75	11.25	10.75	10.25
MD	11.00	10.50	10.00	9.50	9.00
EVE	8.75	8.25	7.75	7.25	6.75
DMD	11.75	11.25	10.75	10.25	9.75
BTA	9.00	8.50	8.00	7.50	7.00

PER WK:	30 SECONDS				
	10.25	9.75	9.25	8.75	8.25
MD	9.00	8.50	8.00	7.50	7.00
EVE	6.75	6.25	5.75	5.25	4.75
DMD	9.75	9.25	8.75	8.25	7.75
BTA	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	TAP—1/3 DR, 1/3 MD, 1/3 EVE				
	6 ti	12 ti	18 ti	24 ti	30 ti
PER QUARTER:	39 ti	78 ti	117 ti	156 ti	234 ti
PER YEAR:	104x	156x	312x	624x	936x
1 min	10.50	10.00	9.50	9.00	8.50
30 sec	8.50	8.00	7.50	7.00	6.50

(SMD)(D)

KCID

1946
CALDWELL

Mid 009784-000

See SRDS Spot Radio Small Markets Edition.

KCID-FM

1983
CALDWELL

Mid 033020-000

See SRDS Spot Radio Small Markets Edition.

KLCI (FM)

1982
CALDWELL

Mid 033833-000

See SRDS Spot Radio Small Markets Edition.

Coeur d'Alene

Kootenai County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KCDA (FM)

1979
COEUR D'ALENE

Mid 009785-000

See SRDS Spot Radio Small Markets Edition.

KVNI

1946
COEUR D'ALENE



Media Code 4 213 2600 0.00 Mid 009786-000
North Idaho Broadcasting Co.
First & Lakeside, Box 308, Coeur d'Alene, ID 83814.
Phone 208-664-9271.

PROGRAMMING DESCRIPTION

KVNI: Target audience 18-49. MUSIC: Modern Contemporary, some Cross-over Country. NEWS: nat'l, reg'l, local, network, AP wire serv, mobile unit. SPORTS: high school, U & college. FARM: 1 hr/wk. Contact Representative for further details. Rec'd 11/23/81.

- PERSONNEL**
President—Duane B. Hagadone.
General Manager—Ron Grisham.
Commercial Manager—Bob Angel.
- REPRESENTATIVES**
Los Angeles—Gillis Broadcasting Representatives.
San Francisco—Radio Time Sales/International.
Seattle, Portland—The Tacher Company, Inc.
New York, Chicago—Savalli & Schutz, Inc.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 1080 khz. Directional nights.
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**
15/5; 15th of the month.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

No. 4 Eff 3/1/84—Rec'd 12/21/84.

6. SPOT ANNOUNCEMENTS

MO:	ANNUAL CONTRACT						
	Open	10 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	14.00	13.50	13.00	12.50	12.00	11.50	11.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS

PER MO:	ANNUAL CONTRACT						
	30 ti	60 ti	90 ti	120 ti	150 ti	180 ti	210 ti
PER YEAR:	360x	720x	1080x	1440x	1800x	2160x	2520x
1 min	11.00	10.50	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

(SMD)

Emmett

Gem County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KMFE (FM)

1973
EMMETT

Mid 009787-000

See SRDS Spot Radio Small Markets Edition.

Grangeville

Idaho County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KORT

1954
GRANGEVILLE

Mid 009788-000

See SRDS Spot Radio Small Markets Edition.

KORT-FM

1979
GRANGEVILLE

Mid 009789-000

See SRDS Spot Radio Small Markets Edition.

Hailey-Sun Valley

Blaine County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KSKI

1960
HAILEY



Media Code 4 213 2900 4.00 Mid 009790-000
Sun Valley Radio, Inc.
Hwy. 75, Box 1340, Hailey, ID 83333. Phone 208-788-4504.

PROGRAMMING DESCRIPTION

KSKI: Programmed to 35+ rural demographic. MUSIC: 6-10 am soft Contemporary Rock, album format; 10 am-12M cross-over Country/Adult Contemporary. Contact Representative for further details. Rec'd 10/4/82.

- PERSONNEL**
President—M. Kent Frandsen.
General Manager—James W. Paxton.
Operations Manager—Frank Lee.



2. REPRESENTATIVES

The Resort Representatives

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5:30-1 am. MST.
Partial simulcast operation. Operated separately Mon thru Fri 10-6 am & Sat 12-6 am. For simulcast facilities see KSKI-FM.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

No. 8 Eff 12/1/84—Rec'd 1/4/85.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—BTA.

7. PACKAGE PLANS

A/B	SATURATION	
	1 min	30 sec
.....	10.50	8.50

8. PROGRAM TIME RATES

5 min	1 ti	52 ti	104 ti	156 ti	260 ti
	12.00	11.00	10.50	10.00

AM/FM COMBINATION

7. PACKAGE PLANS

A	SATURATION		B
	1 min	30 sec	
.....	15.25	12.75	13.25
.....			10.75

(SMD)

KSKI-FM

1977
SUN VALLEY

Mid 009791-000

See SRDS Spot Radio Small Markets Edition.

Idaho Falls

Bonneville County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KBLI

1951
BLACKFOOT

Mid 009768-000

See listing under city of license.

KID

1928
IDAHO FALLS

CBS Radio Network Adult Contemporary



Media Code 4 213 3000 2.00 Mid 009792-000
KID Broadcasting Corp.
East 17th St., Box 2008, Idaho Falls, ID 83401. Phone 208-522-5100, TWX Idaho Falls.

PROGRAMMING DESCRIPTION

KID: Programmed for adults. MUSIC: Adult contemporary, 5 am-12M; 8 AIR PERSONALITIES handle all segments. NEWS: network schedule of news, features & sports, plus local news department with 4 men plus a farm director (UPI plus a farm director (UPI plus weather wire)). SPORTS: 2 sportscasters to play-by-play of local sports. SPECIAL FEATURES: N. F. L. football, B. Y. U. sports, coaches corner, scholastic tournaments with local high schools, mobile-remote equipment for on-location broadcasts, air-to-ground traffic reports on holidays. FARM: agriculture & livestock market reports, farm news & interviews, weather (including long range forecasts), soil temperatures, potato report, roundup, farm bureau report & county extension forum. Contact Representative for further details. Rec'd 8/18/83.

- PERSONNEL**
General Manager—J. Allen Jensen.
Station Manager—Roy Southwick.
National Sales—Vera Gillespie.
- REPRESENTATIVES**
Torbet Radio, Inc.
Pacific Northwest—Art Moore, Inc.
Denver, Salt Lake City—John L. McGuire, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 590 khz. Directional nights.
Operating schedule: 19 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KUPI.
Affiliated with ABC Contemporary Radio Network.
Affiliated with The Intermountain FM Network.
Affiliated with The Intermountain Farm/Ranch Network.
Sold in combination with KUPI. See that listing.

TIME RATES

AM/FM COMBINATION
Eff 11/1/81—Rec'd 10/1/81.
AA—Mon thru Fri 5:30 am, 8-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	12 ti		18 ti	24 ti	1 MIN:	12 ti		18 ti	24 ti
	AA				30	30		
.....	35	32	30	A	30	27	25	30

30 sec/less: 80% of 1-min.

Fixed position: All dayparts Mon.-Fri, vert. & horiz. rotation, if less than 5 days or time period designated, extra 10%.

AM ONLY

60% of AM/FM combination.

10. SPECIAL FEATURES

Farm—5:30-8 am & noon-1 pm, flat 1-min 22.00; 30-sec 17.60.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KID-FM

1965
IDAHO FALLS

NBC Radio Network

Easy Listening



Media Code 4 213 3001 0.00 Mid 009793-000
KID Radio Inc.
East 17th St., Box 2008, Idaho Falls, ID 83401. Phone 208-522-5100, TWX Idaho Falls.

PROGRAMMING DESCRIPTION

KID-FM: MUSIC: Easy Listening. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Ken Brown.
National Sales Director—Vera Gillespie.
- REPRESENTATIVES**
Torbet Radio, Inc.
Pacific Northwest—Art Moore, Inc.
Denver, Salt Lake City—John L. McGuire, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz. Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 73a.
Affiliated with NBC Radio Network.
Affiliated with NBC-Talknet.
Affiliated with Torbet Network.
Sold in combination with KID. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

50% of AM/FM combination.

KQPI (FM)

1975
IDAHO FALLS

Media Code 4 213 3100 0.00 Mid 009794-000
Communications Investment Corp.
854 Lindsay Blvd., Idaho Falls, ID 83401. Phone 208-522-1101.

PROGRAMMING DESCRIPTION

KQPI (FM): MUSIC: Adult Contemporary, emphasis on hits & past hits, w/daily featured artists; top 40 Sat & Sun. NEWS: UPI audio; local news dept. & mobile units. SPORTS: local play-by-play, U football, ski & snowmobile reports, fish & game reports. Contact Representative for further details. Rec'd 8/9/79.

- PERSONNEL**
President—George C. Hatch.
Executive Vice-President—Homer K. Peterson.
General Manager—James C. Garchow.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 41,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KUPI.
Affiliated with ABC Contemporary Radio Network.
Affiliated with The Intermountain FM Network.
Affiliated with The Intermountain Farm/Ranch Network.
Sold in combination with KUPI. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 2/1/85—Rec'd 1/31/85.
A—Mon thru Sat 6-9 am & 4-6 pm.
B—All other time/BTA.

IDAHO

Idaho Falls—cont
KQPI (FM)—cont

7. PACKAGE PLANS

PER WK:	SATURATION			
	— 1 min —		— 30 sec —	
	A	B	A	B
6 ti	22.00	17.50	17.00	14.50
12 ti	21.50	17.00	16.50	14.00
18 ti	21.00	16.50	15.00	13.50
24 ti	20.50	16.00	15.50	13.00

9/85

KTEE

1960
IDAHO FALLS



Media Code 4 213 3200 8.00
Communications Corp. of Idaho
Box 2147, Idaho Falls, ID 83401. Phone 208-523-3710.



Mid 009795-000

2. REPRESENTATIVES

Selcom, Inc.
Northwest—The Tacher Company, Inc.
1 min rate 1x: 11.50.

KUPI

1957
IDAHO FALLS

Media Code 4 213 3400 4.00
KUPI, Inc.
854 Lindsay Blvd., Idaho Falls, ID 83401. Phone 208-522-1101.

Mid 009796-000

PROGRAMMING DESCRIPTION

KUPI: 100% Country; emphasis on current hits, occasional classics. NEWS: UPI audio; local news dept. & mobile units for on-spot coverage. FARM: farm director covers agriculture events. SPORTS: play-by-play at local events; U football; ski reports, fish & game reports; road conditions when necessary. Contact Representative for further details. Rec'd 8/20/75.

1. PERSONNEL

President—George C. Hatch.
Executive Vice-President—Homer K. Peterson.
Vice-Pres. & Gen'l Mgr.—James C. Garchow.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 980 khz. Non-directional. Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KQPI (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 2/1/85—Rec'd 1/31/85.

A—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
B—All other times/BTA.

7. PACKAGE PLANS

PER WK:	SATURATION			
	— 1 min —		— 30 sec —	
	A	B	A	B
6 ti	22.00	17.50	17.00	14.50
12 ti	21.50	17.00	16.50	14.00
18 ti	21.00	16.50	15.00	13.50
24 ti	20.50	16.00	15.50	13.00

KUPI/KOPI (FM) COMBINATION

6 ti	35.00	28.00	28.00	23.00
12 ti	34.00	27.00	27.00	22.00
18 ti	33.00	26.00	26.00	21.00
24 ti	32.00	25.00	25.00	20.00

9/85

Jerome

Jerome County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KART

1956
JEROME

See SRDS Spot Radio Small Markets Edition.

KFMA (FM)

1970
JEROME

See SRDS Spot Radio Small Markets Edition.

Lewiston

(including Clarkston, WA)

Lewiston, Nez Perce County, Idaho—Map Location D-3
Clarkston, Asotin County, Wash.—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCLK

1971
CLARKSTON, WA

KCLK-FM

1972
CLARKSTON, WA

Media Code 4 213 3700 7.00
Clarkston Broadcasters
1859 5th Ave., Box 669, Clarkston, WA 99403. Phone 509-758-3361.

Mid 009799-000

PROGRAMMING DESCRIPTION

KCLK: Programmed for adults 25+-. MUSIC: Modern Country. NEWS: network at :30, local & reg'l at :60; local sources. FARM: local & nat'l features M-F 6-8 am & noon. Contact Representative for further details. Rec'd 11/23/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—W. E. Lawrence.
Station Manager—Julie Benedictson.
Program Director—Jack McGee.

2. REPRESENTATIVES

Market 4 Radio.
Seattle, Portland—The Tacher Company.
Denver—Bob Hix Co., Inc.
J.L. Farmakis, Inc.

3. FACILITIES

500 w.; 1430 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 100,000 w.; 94.1 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1230 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b, 62d.
Cancellation: 71a, 82.
Affiliated with MBS.
Member: Washington Ag Radio Group.

TIME RATES

No. 10 Eff 1/1/85—Rec'd 10/30/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti	180 ti	
PER YR:	120x	180x	300x	420x	525x	750x	
1 min	13.30	12.80	12.30	12.00	11.45	11.10	10.55
30 sec	10.30	10.00	9.90	9.60	9.25	8.85	8.55

Drive, specified, extra 20%.

8. PROGRAM TIME RATES

5 min: 2x 1-min 1/4 hr: 3x 1-min 1/2 hr: 5x 1-min

KMOK (FM)

1983
LEWISTON



Media Code 4 213 3750 2.00
Ida-Vend Co., Inc.
805 Stewart, Lewiston, ID 83501. Phone 208-746-5056.

PROGRAMMING DESCRIPTION

KMOK (FM): Programmed for adults 18-35. AIR PERSONALITIES handle all segments. MUSIC: 80% emphasis on contemporary Album Hits & Oldies. NEWS: local, reg'l, nat'l, internat'l & sports from AP daily at 6:23, 7:23, & 8:23 am; 12:23, 4:23 & 5:23 pm; local & reg'l weather hly at :08; lifestyle & consumer information M-F 10:38 am & 1:38 pm. ENTERTAINMENT: album preview Wed 9 pm; album review Wed 10 pm; recorded live concerts Sun 9 pm; Rock Trivia Quiz M-F 8:38 am & 4:38 pm; Rock Calendar daily 6:38 am & 3:38 pm. COMMERCIAL POLICY: 8 minutes max per hr, utilizing 4 spot sets all hrs. Contact Representative for further details. Rec'd 9/1/83.

1. PERSONNEL

President—Robert Prasil.
News Director—Jeff Howard.

2. REPRESENTATIVES

Masia Radio.
Northwest—Art Moore, Inc.
Salt Lake, Denver—John L. McGuire, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.): 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,230 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 22a, 22b, 23a, 28b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES

Eff.....Rec'd 8/24/84.

AAA—6-9 am & 4-7 pm.
AA—9 am-4 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

30 sec ..	9.50	7.75	6.75	1 min	12.50	20.00	8.50
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7. PACKAGE PLANS

TAP:	30 sec	1 min	TAP:	30 sec	1 min
50 ti	335	375	100 ti	620	720

(CR-2)

KOZE

1955
LEWISTON

Media Code 4 213 3800 5.00
4-K Radio, Inc.
Box 936, Lewiston, ID 83501. Phone 208-743-2502.

PROGRAMMING DESCRIPTION

KOZE: Programmed for young adults 18-40. MUSIC: Personality Contemporary; 6 AIR PERSONALITIES handle all segments. NEWS: network with 2 man staff; local, reg'l dept with mobile units & statewide correspondents; public affairs Sun 6-8 am. SPORTS: high school football & basketball play-by-play. FEATURES: top 40 Sun 8 am-noon. FARM: features & weather M-F 6-7 am; commentator at :35; Idaho Farming M-F 6 am. Contact Representative for further details. Rec'd 11/16/84.

1. PERSONNEL

Partners—Gene Hamblin, Mike Ripley.

2. REPRESENTATIVES

Seattle, Portland—Blair/Northwest Radio Representatives.
San Francisco, Los Angeles, Chicago, New York—Radio Time Sales/International.
Farm—J. L. Farmakis, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 950 khz. Directional. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/2; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 71a.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 1/1/85—Rec'd 11/16/84.

AAA—6-9 am & 4-7 pm.

AA—9 am-4 pm.

A—7 pm-5 am.

6. SPOT ANNOUNCEMENTS

30 sec	7	6	5	1 min	11	9	7
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KOZE-FM

1961
LEWISTON

Media Code 4 213 3801 3.00
4-K Radio, Inc.
Box 936, Lewiston, ID 83501. Phone 208-743-2282.

2. REPRESENTATIVES

Seattle, Portland—Blair/Northwest Radio Representatives.
San Francisco, Los Angeles, Chicago, New York—Radio Time Sales/International.
Farm—J. L. Farmakis, Inc.
1 min rate 1x: 7.00.

KRCL

1935
LEWISTON



Media Code 4 213 4000 1.00
IDA-VEND, CO., INC.
805 Stewart Ave., Lewiston, ID 83501. Phone 208-743-1551.

PROGRAMMING DESCRIPTION

KRCL: Programmed for adults 25-49. MUSIC: adult contemporary. NEWS: AP network at :60; AP wire. Local news at :15, 7:15 am, 12:15 & 5:15 pm. Local news 2-min update at 6:15, 8:15, 9:15, 10:15, 11:15 am, 3:15, 4:15 & 6:15 pm. FARM: reg'l, AP reports at :25 in AM. National weather service 7:12 am, 12:12 & 5:12 pm. AP Sportsline 5:46 & 7:21 am, 2:45 & 7:45 pm. Stock market report by Edward D. Jones at 5:21 pm. Stegner Grain Report at 12:21 pm. Live call-in talk show Wed AM. Contact Representative for further details. Rec'd 1/6/84.

1. PERSONNEL

President—Robert Prasil.
News Director—Jeff Howard.

2. REPRESENTATIVES

Masia Radio.
Northwest—Art Moore, Inc.
Salt Lake, Denver—John L. McGuire, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1350 khz. Directional. Operating Schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 22a, 22b, 23a, 28b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff.....Rec'd 8/24/84.

AAA—6-9 am & 4-7 pm.

AA—9 am-4 pm.

A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 min	10.75	9.50	6.50	30 sec	7.25	6.00	4.50
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7. PACKAGE PLANS

TAP:	30 sec	1 min	TAP:	30 sec	1 min
50 ti	250	375	100 ti	450	675

McCall

Valley County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KMCL

1965
MCCALL

Mid 009803-000

See SRDS Spot Radio Small Markets Edition.

Montpelier

Bear Lake County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KVSI

1965
MONTPELIER



Media Code 4 213 4400 3.00
Tri-State Broadcasting Co., Inc.
Box 340, Montpelier, ID 83254. Phone 208-847-1450.

PROGRAMMING DESCRIPTION

KVSI: Programmed for general interest. Contact Representative for further details. Rec'd 1/15/83.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Keith Martindale.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 6 am-7 pm. MST.

4. AGENCY COMMISSION

SPORTS: U network. FARM: Farm editor with regular programs & market reports. SPECIAL FEATURES: Top 40 Sun 2-6 pm. Contact Representative for further details. Rec'd 12/27/84.

- 1. PERSONNEL**
General Manager—Tom Neal.
Station Manager—Dennis Deccio.
Sales Manager—Joe Stanosch.
- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff 3/1/84—Rec'd 2/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

PER WK:	1 min			
	12 ti	18 ti	24 ti	36 ti
AAA	18.00	17.00	16.00	15.00
AA	17.00	16.00	15.00	14.00
A	16.00	15.00	14.00	13.00

PER WK:	30 sec			
	12 ti	18 ti	24 ti	36 ti
AAA	14.40	13.60	12.80	12.00
AA	13.60	12.80	12.00	11.20
A	12.80	12.00	11.20	10.40

7. PACKAGE PLANS

TAP I—2/3AAA, 1/3AA

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	17.00	16.00	15.00	14.00
30 sec	13.60	12.80	12.00	11.20

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	16.00	15.00	14.00	13.00
30 sec	12.80	12.00	11.20	10.40

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			
	12 ti	18 ti	24 ti	36 ti
AAA	23.00	21.00	20.00	19.00
AA	22.00	20.00	19.00	18.00
A	21.00	19.00	18.00	17.00

PER WK:	30 sec			
	12 ti	18 ti	24 ti	36 ti
AAA	18.40	16.80	16.00	15.20
AA	17.60	16.00	15.20	14.40
A	16.80	15.20	14.40	13.60

7. PACKAGE PLANS

TAP I—2/3AAA, 1/3AA

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	22.00	20.00	19.00	18.00
30 sec	17.60	16.00	15.20	14.40

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60

(SMD)

KRPL-FM

1972
MOSCOW

See SRDS Spot Radio Small Markets Edition. Mid 009806-000

Mountain Home

Elmore County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KJCY

1962
MOUNTAIN HOME

See SRDS Spot Radio Small Markets Edition. Mid 009807-000

KQKZ-FM

1982
MOUNTAIN HOME

See SRDS Spot Radio Small Markets Edition. Mid 027539-000

Nampa

Canyon County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KBNY (FM)

1976
NAMPA
RAB

Media Code 4 213 5000 0.00 Mid 009810-000
Sun Continental Group LTD.
1104 12th Ave. S., Nampa, ID 83651. Phone 208-888-9797.

PROGRAMMING DESCRIPTION

KBNY (FM): Target 18-49. MUSIC: Adult Contemporary, mass appeal, 70% late 60's & 70's gold, 30% current adult hits presented in 2-5 song sweeps. AIR PERSONALITIES handle all segments. NEWS: UPI audio wire, network, local in drivetimes & at noon. Mon thru Fri. SPORTS: Local in drivetimes Mon thru Fri. UPI sports hourly 11 am-5 pm Sat & Sun. Rec'd 10/26/84.

- 1. PERSONNEL**
General Manager—Bruce Wetten.
Program Director—Barry Lewis.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
ERP 44,000 w. (horiz.), 44,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2520 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/10.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 9/84—Rec'd 10/26/84.
AAA—Mon thru Fri 5:30-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat/Sun 5:30 am-7 pm.
A—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
AAA	20	18	16	17	15	13	11	13
AA	17	15	13	15	13	11	9	11
A	10	9	8	8	7	6	5	6

ANNUAL DISCOUNT
500 x—5% 1000 x—10%

7. PACKAGE PLANS

TAP I—6 AM-7 PM

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	15	14	12	12
30 sec	13	12	10	9

TAP II—1/2AAA, 1/4AA, 1/4A

1 min	13	12	10	9
30 sec	11	10	9	8

ROS

1 min	12	11	10	9
30 sec	10	9	8	7

(CR)

KFXD

1922
NAMPA
nab

Media Code 4 213 5200 6.00 Mid 009808-000
Boise Broadcasting LTD.
Studio: 455 W. Amity, Meridian, ID 83642. Phone 208-888-4321.

PROGRAMMING DESCRIPTION

KFXD: Programmed for persons 25-44. MUSIC: Adult Contemporary. NEWS: Newscasts incl 3-min local & network at :60, 6-10 am & 3-6 pm. FEATURES: Solid Gold Scrapbook Sun 10 am-noon. SPORTS: U football, basketball games coverage. Contact Representative for further details. Rec'd 1/2/85.

- 1. PERSONNEL**
General Manager—W. Tom Simmons.
Sales Manager—Mary Simmons.
Program Director—Larry Doss.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
5,000 w.; 580 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15/2 time only; payable 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40c, 42b, 44a, 49.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS

6-10 am	1 min		30 sec	
	18	14	14	11
10 am-3 pm	14	11	12	9
3-7 pm	12	9	8	5
7 pm-midnight	8	5	5	4
ROS	11	8	8	5

7. PACKAGE PLANS

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM

Ea	1 min		30 sec	
	14	11	14	11

KFXD-FM

1974
NAMPA
nab

Media Code 4 213 5201 4.00 Mid 009809-000
Boise Broadcasting LTD.
455 W. Amity Rd., Meridian, ID 83642. Phone 208-888-4321.

Mailing Address: Box 107, Boise, ID 83701.
PROGRAMMING DESCRIPTION
KFXD-FM: Programmed for young adults 18-34. MUSIC: Contemporary Hits. NEWS: 6-10 am with 2-man team & traffic reporter & 4-6 pm. FEATURES: American Top Sun 10 am-2 pm; The Hot Ones (RKO) Sat 7-8 pm. Contact Representative for further details. Rec'd 11/2/84.

- 1. PERSONNEL**
General Manager—W. Tom Simmons.
Sales Manager—Mary Simmons.
Program Director—Larry Doss.
- 2. REPRESENTATIVES**
Blair Radio.

- 3. FACILITIES**
ERP 46,000 w.; 94.9 mhz. Stereo.
Operating Schedule: 24 hours daily. MST.
Antenna ht.: 2,520 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/2; payable 10th of month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40c, 42b, 44a, 49.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS

6-10 am	1 min		30 sec	
	21	16	17	13
10 am-3 pm	17 <td>13 <td>14 <td>11 </td></td></td>	13 <td>14 <td>11 </td></td>	14 <td>11 </td>	11
3-7 pm	10	7	10	7
7 pm-midnight	10	7	13	10
ROS	13	10	13	10

7. PACKAGE PLANS

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM

Ea	1 min		30 sec	
	17	13	17	13

AM/FM COMBINATION
Contact: 6. SPOT ANNOUNCEMENTS

6-10 am	1 min		30 sec	
	32	26	26	20
10 am-3 pm	26 <td>20 <td>22 <td>16 </td></td></td>	20 <td>22 <td>16 </td></td>	22 <td>16 </td>	16
3-7 pm	14 <td>8 <td>14 <td>8 </td></td></td>	8 <td>14 <td>8 </td></td>	14 <td>8 </td>	8
ROS	20 <td>14 <td>20 <td>14 </td></td></td>	14 <td>20 <td>14 </td></td>	20 <td>14 </td>	14

7. PACKAGE PLANS

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM

Ea	1 min		30 sec	
	26	20	26	20

(D)

KNPA

1961
NAMPA

Media Code 4 213 5350 9.00 Mid 009811-000
Boise Area Radio Stations, Inc.
1603 5th St. So., Nampa, ID 83651. Phone 208-888-5000.
Mailing Address: Box 129, Nampa, ID 83653.

- 2. REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

Orofino

Clearwater County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KLER

1958
OROFINO

Mid 009812-000
See SRDS Spot Radio Small Markets Edition.

KLER-FM

1979
OROFINO

Mid 009813-000
See SRDS Spot Radio Small Markets Edition.

Payette

Payette County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KYET

1965
PAYETT

Mid 009814-000
See SRDS Spot Radio Small Markets Edition.

Pocatello

Bannock County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KPKY (FM)

1975
POCATELLO

Media Code 4 213 5562 9.00 Mid 009815-000
KPKY, Inc.
257 E. Center, Box 670, Pocatello, ID 83201. Phone 208-233-7020.

PROGRAMMING DESCRIPTION
KPKY (FM): Programmed for 18+. MUSIC: Adult Contemporary. NEWS: network, UPI wire, remote facilities, regularly scheduled public affairs. SPORTS: high school sports. Contact Representative for further details. Rec'd 12/27/83.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—James Fox.
Vice-Pres./Sales—Bruce Hopkins.
Program Director—Rich Terry.
- 2. REPRESENTATIVES**
Eastman Radio Inc./Intermountain Network.

- 3. FACILITIES**
ERP 73,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,000 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 25a, 26, 28c, 29a.
Contracts: 40a, 44a, 44b, 45.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: KWIK.
Affiliated with ABC Contemporary Radio Network.
Affiliated with The Intermountain Network.
Affiliated with The Intermountain FM Network.
Sold in combination with KWIK. See that listing.

TIME RATES

No. 3 Eff 6/15/84—Rec'd 6/26/84.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

SATURATION

WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
A	14.00	13.75	13.50	13.25	12.00	11.75	11.50	11.25
B	13.00	12.00	11.00	10.00	13.00	12.00	11.00	10.00

9/85

KSEI

1926
POCATELLO



RKO RADIO NETWORK



A Pacific Northwest Broadcasting Corp. Station
Media Code 4 213 5600 7.00 Mid 009817-000
Pacific Northwest Broadcasting Corp.
544 N. Arthur, Box 40, Pocatello, ID 83201. Phone 208-233-2121.

PROGRAMMING DESCRIPTION
KSEI: Target 18-49, emphasis women. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: network at :60; news department; UPI wire; remote facilities. FEATURES: regularly scheduled public affairs programs. FARM: programs w/market reports. SPORTS: ISU football & basketball; play-by-play coverage. Contact Representative for further details. Rec'd 9/7/84.

- 1. PERSONNEL**
General Manager—Ron Johnson.
Local Sales Manager—Dave Molitor.
Program Director—Tom Johnson.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
5,000 w.; 930 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- 4. AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with RKO Radio Networks.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/1/84—Rec'd 9/7/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	AAA	AA	A	AAA	AA	A	AAA	AA
1	20	17	15	17	14	12	14	12
2	19	16	14	16	13	11	14	11
3	18	15	13	15	12	10	14	11
4	17	14	12	14	11	9	13	10
5	16	13	11	13	10	8	12	9

10/15-sec: 60% of 1-min.

7. PACKAGE

IDAHO

Pocatello—cont

GRID:	KSEI—cont				
	1	2	3	4	5
1 min	26	24	22	20	18
30 sec	20	18	16	14	12

ROS—6 AM-MIDNIGHT
10/15 sec: 60% of 1-min.

KSEI-FM
(formerly KRBU (FM))
1978
POCATELLO


Media Code 4 213 5600 7.00 Mid 009816-000
Pacific Northwest Broadcasting Corp.
544 N. Arthur Ave., Box 40, Pocatello, ID 83201. Phone 208-233-2121, TWX, 910-977-5707.

2. REPRESENTATIVES
Katz Radio.
1 min rate 1x: 20.00.

KWIK
1946
POCATELLO

Media Code 4 213 6000 9.00 Mid 009818-000
KWIK Broadcasting Co., Inc.
257 N. Center, Box 998, Pocatello, ID 83201. Phone 208-233-1133.

PROGRAMMING DESCRIPTION
KWIK: MUSIC: Modern Country. NEWS: 3-man local dept; local at 5:30, 6:30, 7:30, 8:35 am, 12:30, 4:40, 5:45, 6:30, 7:30 pm. SPORTS: high school, college basketball, Indianapolis 500; other special local events. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL
Owner & Gen'l Mgr.—James W. Fox.
Vice-Pres./Sales—Bruce Hopkins.
Program Director—Rich Terry.

2. REPRESENTATIVES
Eastman Radio Inc./Intermountain Network.

3. FACILITIES
1,000 w.; 1240 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 25a, 26, 28c, 29a.
Contracts: 40a, 44a, 44b, 45.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KPKY (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 114 Eff 6/15/84—Rec'd 12/21/84.
AA—6-9 am, 11:30 am-1 pm & 4-6:30 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AA					ROS/BTA				
	1 ti	6 ti	12 ti	18 ti	24 ti	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11	10	12	11	10	9	8
30 sec	12	11	10	9	8					

KWIK/KPKY (FM) COMBINATION

1 min	26	24	22	20	18
30 sec	22	20	18	16	14

15 sec: 1/2 of 1-min. 9/85

KZBQ
(formerly KISU)
1956
POCATELLO

Media Code 4 213 6100 7.00 Mid 009819-000
KSNM Broadcasting Co., Inc.
538 S. Main, Pocatello, ID 83201. Phone 208-234-1290.

2. REPRESENTATIVES
Lotus Repts.
Oregon, Washington—The Tacher Company, Inc.
Colorado—Bob Fix Co., Inc.
1 min rate 1x: 10.00.

KZBQ-FM
(formerly KSNM)
1969
POCATELLO


Media Code 4 213 6150 2.00 Mid 009820-000
KSNM Broadcasting Co., Inc.
538 S. Main, Pocatello, ID 83201. Phone 208-234-1290.

2. REPRESENTATIVES
Masla Radio.
Oregon, Washington—The Tacher Company, Inc.
Colorado—Bob Fix Co., Inc.
1 min rate 1x: 17.00.

Preston

Franklin County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KACH
1948
PRESTON

Mid 009821-000
See SRDS Spot Radio Small Markets Edition.

Rexburg

Madison County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KADQ (FM)
1975
REXBURG

Mid 009822-000
See SRDS Spot Radio Small Markets Edition.

KRXK
1951
REXBURG

Media Code 4 213 6400 1.00 Mid 009823-000
Snake River Valley Radio Inc.,
Cemetery Rd., Box 458, Rexburg, ID 83440. Phone 208-356-3651.

PROGRAMMING DESCRIPTION
KRXK: MUSIC: Adult Contemporary. NEWS: & information. Contact Representative for further details. Rec'd 8/13/82.

1. PERSONNEL
President—Jerry Black.

2. REPRESENTATIVES
Eastman Radio, Inc.
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/82—Rec'd 8/13/82.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
PER MO: 1 ti 50 ti 100+ PER MO: 1 ti 50 ti 100+
30 sec ... 4.25 4.00 3.75 1 min ... 5.00 4.75 4.50
10 ti+ per day, 100 ti rate applies.

7. PACKAGE PLANS

WK:	A					B				
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	9.50	9.00	8.50	8.00	7.50	6.00	5.50	5.00	4.50	4.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.00	3.50	3.00	2.50	2.00

9/85 (SMD)

Rupert

Minidoka County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KAYT
1955
RUPERT

Mid 009824-000
See SRDS Spot Radio Small Markets Edition.

KNAQ (FM)
1978
RUPERT

Mid 009825-000
See SRDS Spot Radio Small Markets Edition.

St. Anthony

Fremont County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KIGO
1966
ST. ANTHONY

Mid 009826-000
See SRDS Spot Radio Small Markets Edition.

St. Maries

Benewah County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KOFE
1970
ST. MARIES

Mid 009827-000
See SRDS Spot Radio Small Markets Edition.

Salmon

Lemhi County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KSRA
1959
SALMON

Mid 009828-000
See SRDS Spot Radio Small Markets Edition.

Media Code 4 213 7000 8.00
Salmon River Radio & Television Co.
North Broadway, Box 950, Salmon, ID 83467. Phone 208-756-2218.

PROGRAMMING DESCRIPTION
KSRA: MUSIC: MOR/country. Contact Representative for further details. Rec'd 5/1/79.

1. PERSONNEL
General Manager—Dale J. Smith.

2. REPRESENTATIVES
Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
1,000 w.; 960 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/80—Rec'd 8/29/80.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION				
	1 min	30 sec	1 min	30 sec	1 min
A	6 ti	12 ti	18 ti	24 ti	30 ti
B	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

1/2 hr	1x					26x					52x					104x					156x					260x				
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec								
5 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50								

9/85 (SMD)

Sandpoint

Bonner County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KPND (FM)
1980
SANDPOINT

Mid 009829-000
See SRDS Spot Radio Small Markets Edition.

KSPT
1949
SANDPOINT

Mid 009830-000
See SRDS Spot Radio Small Markets Edition.

Soda Springs

Caribou County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KBRV
1957
SODA SPRINGS

Mid 009831-000
See SRDS Spot Radio Small Markets Edition.

Sun Valley

Blaine County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Hailey-Sun Valley

Twin Falls

Twin Falls County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KEEP

1946
TWIN FALLS





A Capps Broadcast Group Station
Media Code 4 213 7600 5.00 Mid 009832-000
KEEP, Inc.
415 Park Ave., Box 346, Twin Falls, ID 83301. Phone 208-733-7512.

PROGRAMMING DESCRIPTION
KEEP: MUSIC: Adult Contemporary. NEWS: CBS & AP. Contact Representative for further details. Rec'd 1/25/83.

1. PERSONNEL
General Manager—David N. Capps.
Office Manager—Susan Carlson.

2. REPRESENTATIVES
Torbet Radio, Inc.
Northwest—Art Moore, Inc.
John L. McGuire, Inc.

3. FACILITIES
1,000 w.; 1,450 khz. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 25a, 30.
Contracts: 40a, 44a, 45.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80.
FM facilities: KEZJ (FM).
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/84—Rec'd 6/22/84.

AAA—Mon thru Sun any specified time or daypart.
AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 24-hr rotation.

6. SPOT ANNOUNCEMENTS

PER MO:	AAA		AA		A	
	30 sec	1 min	30 sec	1 min	30 sec	1 min
12 ti	9.50	11.50	8.50	10.00	7.00	9.00
36 ti	9.00	10.50	8.00	9.50	6.50	8.50
60-100 ti	8.50	10.00	7.50	9.00	6.00	8.00

KEEP/KEZJ (FM) COMBINATION

PER MO:	AAA		AA		A	
	30 sec	1 min	30 sec	1 min	30 sec	1 min
12 ti	17.00	20.00	14.00	16.00	12.00	16.00
36 ti	16.00	19.00	13.00	17.00	11.00	15.00
60-100 ti	15.00	18.00	12.00	16.00	10.00	14.00

Advance contract for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

7. PACKAGE PLANS

PER YR:	ANNUAL CONTRACTS				
	300x	600x	1200x	2000x	3000x
AA	12	11	10	9	8
A	11	10	9	8	7

PER YR: 300x 600x 1200x 2000x
AA: 15 15 14 12
A: 15 14 12 11
AAA: Extra 25%.

KEZJ (FM)

1976
TWIN FALLS





A Capps Broadcast Group Station
Media Code 4 213 7700 3.00 Mid 009833-000
KEEP, Inc.
415 Park Ave., Box 346, Twin Falls, ID 83301. Phone 208-733-7512.

PROGRAMMING DESCRIPTION
KEZJ (FM): MUSIC: Modern Country. Contact Representative for further details. Rec'd 1/4/80.

1. PERSONNEL
General Manager—David N. Capps.
Office Manager—Susan Carlson.

2. REPRESENTATIVES
Torbet Radio, Inc.
Northwest—Art Moore, Inc.
John L. McGuire, Inc.

3. FACILITIES
ERP 50,000 w.; 95.7 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 680 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 25a, 30.
Contracts: 40a, 44a, 45.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80.
AM facilities: KEEP.
Sold in combination with KEEP. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/84—Rec'd 6/22/84.

AAA—Mon thru Sun any specified time or daypart.

AA—Mon thru Sun 6 am-7 pm.

A—Mon thru Sun 24 hour rotation.

6. SPOT ANNOUNCEMENTS

PER MO:	AAA	AA	A
12 ti	30 sec 1 min 30 sec 1 min 30 sec 1 min	9.50 11.50 8.50 10.00	7.00 9.00
36 ti	9.00 10.50 8.00 9.50	6.50 8.50	
60-100 ti	8.50 10.00 7.50 9.00	6.00 8.00	

Advance contract for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

7. PACKAGE PLANS

PER YR:	ANNUAL CONTRACTS			
	AA	A		
300 x	30 sec 1 min 30 sec 1 min	7.00 9.00 6.00 8.00		
600 x	6.50 8.50 5.50 7.50			
1200 x	6.00 8.00 5.00 7.00			
2000 x	5.00 7.00 4.50 6.00			

AAA: Extra 25%.

KLIX

1946
TWIN FALLS



Media Code 4 213 7800 1.00 Mid 009834-000
Sawtooth Radio Corp.
Box 1259, Twin Falls, ID 83301. Phone 208-733-1310.

PROGRAMMING DESCRIPTION

KLIX: Modern country music. Emphasis local news. Personality. Party line. Local sports. Contact Representative for further details. Rec'd 7/26/82.

1. PERSONNEL

Pres. & Sls Mgr.—Charlie Tuma.
Program Director—Dennis Conrad.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

5,000 w. days; 2,500 w. nights; 1310 khz. Directional nights.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION

15/0 on time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KMTW (FM).
Affiliated with Satellite Music Network.
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Sold in combination with KMTW (FM). See that listing.

TIME RATES

No. 48 Eff 3/1/82—Rec'd 12/1/83.
AA—Mon thru Sat 6-9 am, 11:45-1 pm & 4-7 pm.
A—Mon thru Sat 9-11:45 am & 1-4 pm; Sun all day.

7. PACKAGE PLANS

PER WK:	SATURATION			
	1 min			
AA	6 ti 12 ti 18 ti 24 ti	27.00 23.00 21.00 19.00		
A	15.60 14.60 13.60 12.60			

PER WK:

PER WK:	30 sec			
	1 min			
AA	6 ti 12 ti 18 ti 24 ti	21.60 18.40 16.80 15.20		
A	12.50 11.70 10.90 10.10			

TAP—25%DR, 50%MD, 25%EVE

1/2 hr	1x 26x 52x	1x 26x 52x
1/2 hr	69 67 65 5 min	30 29 28

8. PROGRAM TIME RATES

1/2 hr	1x 26x 52x	1x 26x 52x
1/2 hr	69 67 65 5 min	30 29 28

10. SPECIAL FEATURES

Farm/Ranch—Mon thru Sat 6-7:30 am & 11:45 am-1 pm, fixed 1-min 30.00; 30-sec 24.00.
Farm/Ranch Adjacencies—ROS 6 am-7 pm, 1-min 14.00; 30-sec 11.20.

KLIX/KMTW (FM) COMBINATION

7. PACKAGE PLANS

PER WK:	SATURATION			
	1 min			
AA	6 ti 12 ti 18 ti 24 ti	32.80 29.10 27.10 25.00		
A	19.80 18.70 17.50 16.40			

PER WK:

PER WK:	30 sec			
	1 min			
AA	6 ti 12 ti 18 ti 24 ti	26.20 23.30 21.70 20.00		
A	15.80 15.00 14.00 13.10			

TAP—25%DR, 50%MD, 25%EVE

PER WK:

1 min	6 ti 12 ti 18 ti 24 ti	14.70 14.20 13.80 13.10
30 sec	11.80 11.40 11.00 10.50	

9/85

KMTW (FM)

1974
TWIN FALLS



Media Code 4 213 7900 9.00 Mid 009835-000
Sawtooth Radio Corp.
Box N., Twin Falls, ID 83301. Phone 208-423-4622.

PROGRAMMING DESCRIPTION

KMTW (FM): MUSIC: Contemporary/Top 40. Contact Representative for further details. Rec'd 1/17/77.

1. PERSONNEL

General Manager—Charlie Tima.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 5 am-midnight. MST.
Antenna ht.: 130 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.
Affiliated with The Intermountain FM Network.
Affiliated with Intermountain Network.
Affiliated with Satellite Music Network.

TIME RATES

No. 1 Eff 1/1/82—Rec'd 1/12/82.

A—6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.10	14.90	14.55	13.80	11.85	9.80
30 sec	12.85	11.90	11.65	11.05	9.45	7.80

TAP—CLASS B

1 min	9.20	8.55	8.35	7.85	7.70	7.50
30 sec	7.40	6.80	6.65	6.30	6.20	6.00

7. PACKAGE PLANS

KMTW (FM)/KLIX COMBINATION
20% discount when equal schedules are aired on both stations.

9/85

KTFI

1928
TWIN FALLS

The Greentree Group



Media Code 4 213 8000 7.00 Mid 009836-000
Greentree Broadcasting Co.
111 Second St., W., Box 65, Twin Falls, ID 83301. Phone 208-733-3381.

PROGRAMMING DESCRIPTION

KTFI: Programmed for 24-55 audience. MUSIC: adult MOR, combination of current, recurrent & stds, soft mix of adult music. Contact Representative for further details. Rec'd 10/25/84.

1. PERSONNEL

President—Charlie Powers.
General Manager—Kris Harvey.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1270 khz. Non-directional.
Operating schedule: 19 hours daily. MST.

4. AGENCY COMMISSION

15/0 net time only; 1st month following.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

Eff—Rec'd 2/23/84.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	25 ti
1 min	11.00	10.50	10.00	9.00
30 sec	10.50	9.50	8.50	7.50
PER YR:	104x	156x	260x	312x 624x
1 min	11.00	10.50	9.50	8.50 7.50
30 sec	10.00	9.50	8.50	7.50 6.50

Wallace

Shoshone County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KWAL

1939
WALLACE

Mid 009837-000

See SRDS Spot Radio Small Markets Edition.

Weiser

Washington County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KWEI

1947
WEISER

Mid 009838-000

See SRDS Spot Radio Small Markets Edition.

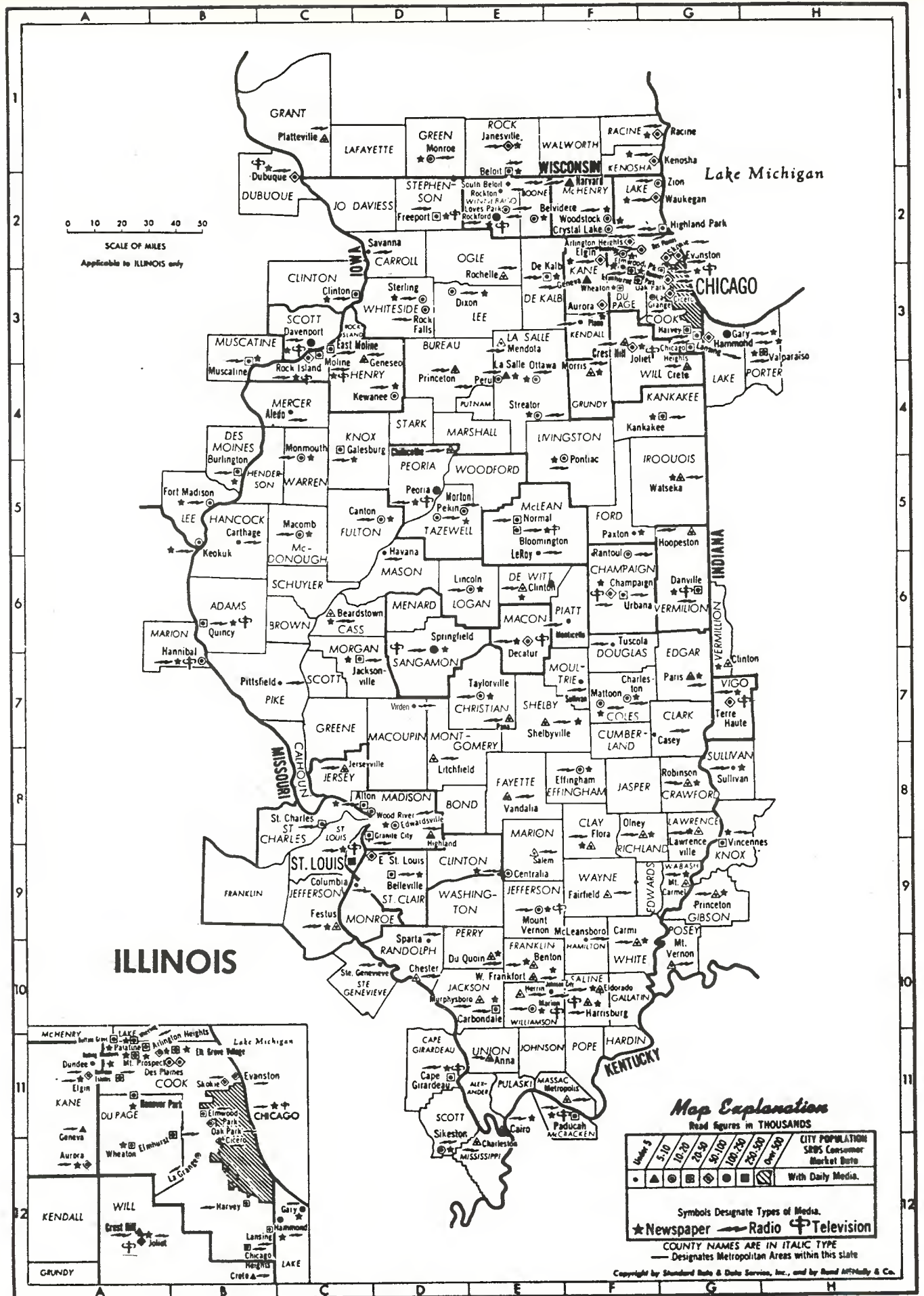
KWEI-FM

1984
WEISER

Mid 035555-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for:		Gross Household Income—1984							Retail Sales—1984											Passenger Cars		Black Pop.		Spanish Pop.	
STATE	COUNTY—Map Loc.	Population	Households	Per Household	% 00000 to 14999	% 15000 to 34999	% 35000 to 49999	% 50000 and over	Total Retail Sales	Per Household	Food	Drug	General Mdse.	By Selected Store Types			Service Station	4/1/84	4/1/84	4/1/84	4/1/84				
	City	(000)	(000)	(\$000)					(\$000)	(\$)	(\$000)	(\$000)	(\$000)	Apparel	Home Furn.	Auto motive	(\$000)	(000)	(000)	(000)					
ILLINOIS STATE	TOTALS	11,494.2	4,101.64	121,146,607	29,536	30.4	39.5	16.6	13.5	61,134,191	14,905	13,222,010	2,061,434	8,826,232	2,920,143	3,164,424	10,380,867	5,403,333	6,016.50	1,648.3	629.66				
ADAMS B-6	Quincy	72.2	26.86	617,623	22,994	40.3	43.6	9.8	6.2	364,147	13,557	80,784	13,043	55,182	16,916	17,481	61,468	32,503	44.27	1.7	.31				
ALEXANDER E-11	41.1	16.11	357,473	22,190	213,778	13,270	47,712	7,765	32,764	9,863	10,069	36,034	19,126	23.74	1.6	.21				
BOND D-8	17.1	6.24	131,481	21,071	44.0	40.1	10.4	5.5	81,740	13,099	18,310	2,994	12,614	3,756	3,805	13,766	7,324	10.68	.4	.06				
BOONE E-2	29.8	10.20	280,217	27,472	25.3	45.6	18.8	10.3	152,971	14,997	33,028	5,137	22,013	7,320	7,956	25,985	13,512	18.39	.1	1.29				
BROWN C-6	5.3	2.08	37,962	18,251	50.3	38.5	6.6	4.6	25,791	12,400	5,871	980	4,101	1,163	1,137	4,326	2,32602				
BUREAU D-3	39.2	14.40	357,926	24,856	33.1	45.9	13.2	7.9	201,136	13,968	44,259	7,068	30,014	9,429	9,900	34,017	17,896	26.8381				
CALHOUN C-8	5.9	2.13	39,844	18,706	48.0	40.5	7.3	4.3	26,798	12,581	6,076	1,009	4,230	1,214	1,198	4,500	2,413	3.9223				
CARROLL D-2	18.5	6.92	180,233	26,045	31.9	43.0	15.5	9.6	98,976	14,303	21,639	3,425	14,590	4,673	4,966	16,765	8,785	11.81	.1	.02				
CASS C-6	15.4	5.82	131,255	22,552	37.9	44.3	11.9	5.8	79,380	13,639	17,579	2,832	11,989	3,695	3,832	13,405	7,080	10.0908				
CHAMPAIGN F-6	169.7	59.44	1,563,360	26,301	40.3	37.3	11.9	10.5	841,640	14,159	184,517	29,317	124,713	39,615	41,886	142,466	74,778	91.92	14.8	2.42				
Champaign	58.5	21.84	548,508	25,115	299,285	13,704	66,204	10,648	45,107	13,948	14,496	50,554	26,684	30.47	7.3	.70				
Champaign-Urbana-Rantoul Metro Area	169.7	59.44	1,563,360	26,301	34.4	40.1	14.5	11.1	841,640	14,159	184,517	29,317	124,713	39,615	41,886	142,466	74,778	91.92	14.8	2.42				
Rantoul	18.0	4.76	112,838	23,705	63,833	13,410	14,205	2,303	9,729	2,955	10,767	5,704	5,774	7.76	2.0	.66				
Urbana	36.5	12.41	297,624	23,983	169,202	13,634	37,478	6,038	25,565	7,874	8,162	28,572	15,093	16.61	3.5	.63				
CHRISTIAN E-7	36.3	13.76	322,574	23,443	36.4	42.7	13.6	7.2	189,766	13,791	41,900	6,722	28,501	8,862	9,244	32,068	16,907	23.08	.1	.11				
CLARK G-7	17.1	6.59	146,694	22,260	41.3	42.2	10.5	6.1	87,515	13,280	19,531	3,178	13,412	4,038	4,123	14,752	7,830	11.7805				
CLAY F-8	15.5	5.95	119,677	20,114	45.1	40.7	9.3	4.9	76,287	12,821	17,197	2,835	11,912	3,479	3,478	12,828	6,852	10.1105				
CLINTON E-9	34.1	11.37	261,577	23,006	34.3	46.8	12.8	6.1	156,784	13,789	34,171	5,553	23,547	7,322	7,638	26,495	13,968	19.81	.3	.19				
COLES F-7	53.8	19.40	433,532	22,347	39.7	42.1	11.4	6.8	260,445	13,425	57,940	9,389	39,675	12,061	12,394	43,934	23,272	32.04	.9	.24				
COOK G-3	5,132.3	1,850.58	56,955,400	30,777	24.5	41.1	18.1	16.4	27,738,800	14,989	5,990,540	932,045	3,993,500	1,327,040	1,441,730	4,711,760	2,450,310	2,191.39	1,315.4	487.79				
Arlington Heights	66.4	22.87	1,050,810	45,947	405,664	17,738	84,097	12,308	53,885	20,235	23,453	69,540	35,284	40.38	.3	1.28				
Berwyn	44.4	18.96	527,374	27,815	277,852	14,655	30,360	9,470	40,458	13,209	14,202	47,132	24,600	22.98	1.07				
Calumet City	42.2	16.75	557,385	33,277	269,816	16,108	57,223	8,672	37,498	13,155	14,730	46,020	23,670	24.81	2.4	1.62				
Chicago	2,848.9	1,046.82	25,662,600	24,419	14,435,800	13,790	3,187,650	511,448	2,168,440	674,105	703,037	2,439,460	1,286,180	918.03	1,134.8	400.14				
Chicago Metro Area	6,015.5	2,150.23	68,121,600	31,681	27.2	37.4	18.3	17.1	32,753,200	15,232	7,044,270	1,089,540	4,677,860	1,573,810	1,722,050	5,568,780	2,888,680	2,713.86	1,344.3	515.80				
Chicago-Gary-Lake County Consolidated Area	7,946.2	2,790.17	88,238,200	31,625	26.2	38.7	18.7	16.5	42,664,100	15,291	9,166,860	1,415,850	6,081,820	2,052,150	2,249,170	7,255,470	3,761,370	3,795.85	1,559.0	633.15				
Cicero	58.4	23.29	559,146	24,008	324,510	13,933	71,455	11,421	48,486	15,201	15,940	54,874	28,881	27.06	5.02				
Des Plaines	51.5	18.87	688,274	36,475	314,040	16,642	36,078	9,895	42,969	15,435	17,498	53,658	27,467	31.86	.1	2.18				
Evanston	70.2	26.76	1,000,780	37,398	418,941	15,655	89,483	13,703	59,037	20,276	22,444	71,341	36,852	31.17	15.1	1.63				
Hoffman Estates	45.1	16.11	675,781	41,948	283,541	17,600	58,878	8,639	37,789	14,120	16,327	48,588	24,677	28.76	6.1	1.32				
Mount Prospect	53.2	19.53	769,906	39,422	330,881	16,942	69,327	10,315	44,894	16,332	18,635	56,588	28,894	33.76	.4	1.42				
Oak Lawn	60.6	21.04	807,533	38,381	348,880	16,582	73,477	11,019	47,824	17,131	19,394	59,598	30,525	35.1376				
Oak Park	51.6	21.38	668,919	31,287	325,638	15,231	70,040	10,834	46,514	15,646	17,118	55,365	28,720	24.93	5.6	1.28				
Schaumburg	63.4	21.27	896,052	42,128	380,518	17,890	78,733	11,488	50,351	19,016	22,102	65,257	33,073	38.66	.8	1.80				
Skokie	56.8	21.21	918,021	43,282	358,620	16,908	75,174	11,193	48,703	17,693	20,174	61,326	31,322	33.82	.6	1.52				
CRAWFORD G-8	21.1	8.24	202,349	24,557	35.0	43.1	13.8	8.2	115,214	13,982	25,347	4,046	17,185	5,402	5,675	19,487	10,250	14.5508				
CUMBERLAND F-7	11.5	4.21	85,482	20,305	41.9	45.4	8.0	4.7	54,216	12,878	12,202	2,008	8,441	2,477	2,485	9,120	4,867	7.7004				
DEKALB E-3	75.5	24.90	686,529	27,571	28.6	42.5	17.5	11.3	368,319	14,792	79,813	12,478	53,374	17,557	18,961	62,515	32,578	41.44	1.7	1.42				
DE WITT E-6	18.4	7.03	163,720	23,289	34.3	47.4	12.5	5.8	97,050	13,805	21,420	3,435	14,566	4,534	4,733	16,402	8,645	12.24	1.11				
DOUGLAS F-7	20.0	7.35	176,637	24,032	33.0	47.3	13.1	6.6	102,278	13,915	22,526	3,602	15,289	4,790	5,020	17,294	9,103	12.6721				
DUPAGE F-3	721.8	245.60	9,377,650	38,183	8.7	26.2	28.0	37.0	4,148,210	16,890	869,804	129,567	563,687	204,593	233,183	709,321	362,347	440.91	8.6	18.96				
Downers Grove	45.0	16.55	611,988	36,978	274,197	16,568	57,760	8,665	37,602	13,461	15,234	46,838	23,993	28.20	.6	.69				
Elmhurst	41.7	14.39	544,345	37,828	238,645	16,584	50,259	7,537	32,711	11,718	13,267	40,767	20,880	25.30	.2	.82				
Naperville	50.4	15.51	697,196	44,951	279,182	18,000	57,683	8,398	36,836	13,971	16,271	47,893	24,252	28.61	4.4	5.2				
Wheaton	45.8	15.30	597,943	39,081	258,239	16,878	54,155	8,069	35,101	12,735	14,511	44,156	22,558	25.78	1.1	6.5				
EDGAR G-7	21.6	8.37	170,953	20,424	44.5	41.1	9.1	5.3	107,777	12,877	24,264	3,994	16,788	4,923	4,935	18,129	9,675	13.6611				
EDWARDS F-9	8.3	3.26	75,907	23,284	37.9	44.3	11.5	6.3	44,516	13,655	9,859	1,588	6,724	2,072	2,148	7,517	3,971	5.5703				
EFFINGHAM																									

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					—Total Retail Sales—		Retail Sales—1984						Passen- gar Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
			Par Household (\$)	% Distribution of Households				Par Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				14999	15000 to 34999	35000 to 49999	50000 to and over				General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
LOGAN E-6	31.0	11.06	267,439	24,181	32.9	46.5	13.8	6.7	154,900	14,005	34,063	5,435	23,087	7,267	7,639	26,201	13,779	18,59	.8	.18
MC DONOUGH C-5	38.2	12.91	301,712	23,370	40.6	39.6	12.2	7.6	174,029	13,480	38,674	6,258	26,457	8,069	8,310	29,364	15,544	21,05	1.0	.30
MCHENRY F-2	161.4	54.05	1,788,510	33,090	18.4	42.3	23.0	16.3	866,172	16,025	183,931	27,925	120,674	42,176	47,131	147,694	76,023	99,22	.1	3.30
MC LEAN E-5	123.8	43.86	1,272,710	29,018	33.8	40.4	15.1	10.7	651,509	14,854	141,036	22,017	94,226	31,090	33,637	110,606	57,604	73,32	4.9	1.16
Bloomington	44.9	18.46	498,066	26,981	262,266	14,207	57,449	9,117	38,800	12,356	13,085	44,403	23,294	27.31	2.3	.63
Bloomington-Normal	123.8	43.86	1,272,710	29,018	28.5	40.7	17.9	12.9	651,509	14,854	141,036	22,017	94,226	31,090	33,637	110,606	57,604	73.32	4.9	1.16
Normal	38.5	10.86	323,303	29,770	164,901	15,184	35,498	5,498	23,593	7,916	8,648	28,031	14,549	18.92	2.3	.30
MACON E-6	133.3	49.44	1,390,660	28,128	28.4	42.8	17.3	11.5	733,694	14,840	158,866	24,909	106,163	35,002	37,854	124,552	64,876	82.79	14.0	.76
Decatur	93.5	35.85	958,890	26,747	516,257	14,400	112,670	17,790	75,840	24,420	26,038	87,480	45,788	54.15	13.4	.57
Decatur Metro Area	133.3	49.44	1,390,660	28,128	28.4	42.8	17.3	11.5	733,694	14,840	158,866	24,909	106,163	35,002	37,854	124,552	64,876	82.79	14.0	.76
MACOUPIN D-7	51.1	18.98	404,704	21,323	40.1	43.1	11.7	5.1	254,328	13,400	56,607	9,179	38,779	11,771	12,084	42,897	22,730	32.26	.3	.25
MARSHALL E-4	245.1	88.81	2,319,880	26,122	42.4	42.0	11.1	4.6	1,296,700	14,601	281,961	44,295	189,157	61,581	66,099	219,913	114,846	146.98	14.1	2.47
Alton	31.5	12.12	252,373	20,823	160,280	13,224	35,809	5,836	24,612	7,386	7,525	27,010	14,346	17.09	6.6	.37
Alton-Granite City	266.3	95.92	2,484,240	25,899	30.5	43.5	17.1	8.9	1,394,860	14,542	303,631	47,770	203,896	66,166	70,882	236,501	123,590	159.91	14.2	2.57
Granite City	34.4	12.65	317,335	25,086	181,975	14,385	39,723	6,274	26,743	8,606	9,173	30,834	16,141	18.94	.6	.54
MARION E-9	44.9	17.11	375,088	21,922	40.9	42.1	11.3	5.7	228,105	13,332	50,849	8,262	34,881	10,539	10,785	38,460	20,399	27.83	1.6	.28
MARSHALL E-4	14.9	5.36	148,290	27,666	27.8	44.6	16.3	11.4	79,795	14,887	17,263	2,693	11,527	3,810	4,127	13,549	7,054	9.5006
MASON D-6	20.6	7.69	175,046	22,763	36.7	46.0	10.8	6.4	104,136	13,542	23,114	3,734	15,796	4,835	4,991	17,576	9,297	13.4010
MASSAC F-11	15.4	5.93	112,046	18,895	47.9	39.5	9.1	3.5	75,360	12,708	17,029	2,816	11,820	3,428	3,408	12,665	6,775	9.61	.9	.06
MENARD D-6	12.5	4.51	113,594	25,187	29.4	46.9	16.7	7.0	65,288	14,476	14,231	2,243	9,568	3,093	3,305	11,066	5,788	8.3705
MERCER C-4	20.0	7.10	198,871	28,010	29.0	40.1	20.0	10.9	106,224	14,961	22,952	3,573	15,307	5,079	5,513	18,041	9,385	13.5912
MONROE C-9	20.6	7.25	206,707	28,511	26.7	42.5	19.6	11.2	109,138	15,054	23,540	3,656	15,674	5,228	5,636	18,544	9,636	13.3213
MONTGOMERY D-8	32.1	12.23	258,949	21,173	42.1	41.5	10.8	5.6	161,963	13,243	36,169	5,891	24,850	7,468	7,614	27,296	14,494	20.49	.1	.17
MORGAN C-7	37.9	13.89	389,475	28,040	31.6	40.7	17.1	10.6	201,580	14,513	43,902	6,912	29,495	9,557	10,229	34,174	17,864	23.02	1.1	.22
MOULTRIE F-7	15.0	5.36	124,816	23,287	34.1	47.4	12.1	6.4	73,865	13,781	16,313	2,618	11,098	3,449	3,596	12,482	6,581	9.5907
OGLE E-2	47.7	16.92	461,893	27,299	26.8	45.9	18.0	9.2	251,193	14,846	54,385	8,492	36,339	11,985	12,964	42,643	22,211	30.01	.1	1.08
PEORIA D-5	202.0	74.52	2,303,160	30,907	29.3	39.5	16.6	14.6	1,134,790	15,228	244,079	37,756	162,095	54,523	59,651	192,936	100,086	119.76	21.7	2.49
Peoria	122.0	46.13	1,376,410	29,838	683,776	14,823	148,095	23,135	98,989	32,612	35,253	116,071	60,468	67.89	20.1	1.68
Peoria Metro Area	374.0	134.79	4,146,810	30,765	23.7	42.4	19.2	14.7	2,074,440	15,390	444,984	68,566	294,771	99,953	109,855	352,912	182,773	228.41	22.3	3.47
PERRY E-10	22.4	8.46	190,999	22,577	39.7	40.1	13.7	6.5	115,593	13,663	25,593	4,121	17,452	5,382	5,583	19,521	10,310	14.44	.4	.08
PIATT F-6	16.9	6.12	158,427	25,887	28.6	48.7	14.3	8.4	87,722	14,334	19,168	3,032	12,916	4,144	4,409	14,860	7,784	11.5807
PIKE C-7	18.8	7.33	137,425	18,748	49.8	39.3	6.8	4.1	90,473	12,343	20,625	3,449	14,423	4,072	3,969	15,172	8,162	12.6908
POPE F-11	4.6	1.64	30,697	18,718	49.8	36.9	9.5	3.8	20,707	12,626	4,687	777	3,258	940	931	3,478	1,863	2.85	.2	.03
PULASKI E-11	8.8	3.34	53,711	16,081	57.5	32.7	6.3	3.6	40,173	12,028	9,228	1,558	6,494	1,792	1,715	6,724	3,635	4.82	2.9	.04
PUTNAM E-4	6.5	2.32	67,086	28,916	24.7	44.2	19.6	11.6	35,324	15,226	7,595	1,174	5,043	1,698	1,858	6,006	3,115	4.3503
RANDOLPH D-10	36.9	12.40	310,720	25,058	31.7	45.0	15.0	8.3	177,012	14,275	38,725	6,135	26,123	8,351	8,865	29,978	15,714	21.24	2.3	.24
RICHLAND G-8	17.8	6.87	190,594	27,743	32.3	40.9	16.9	9.9	98,862	14,390	18,862	3,408	14,526	4,676	4,985	16,752	8,769	12.1208
ROCK ISLAND C-3	165.6	61.41	1,820,710	29,648	25.4	40.6	19.2	14.8	936,356	15,248	201,335	31,130	133,670	45,004	49,263	159,210	82,575	102.08	9.8	7.19
Moline	45.1	17.99	551,524	30,657	275,557	15,317	59,183	9,136	39,251	13,260	14,543	46,866	24,290	28.73	.5	2.43
Rock Island	45.8	17.19	461,764	26,862	248,925	14,481	54,245	8,548	36,464	11,794	12,609	42,195	22,065	24.88	6.9	1.51
Davenport-Rock Island-Moline Metro Area	390.0	141.57	4,146,340	29,288	25.8	42.2	19.2	12.8	2,145,100	15,152	461,971	71,591	307,167	102,926	112,361	364,602	189,285	240.95	17.4	11.74
ST CLAIR D-9	257.5	88.25	2,159,670	24,472	36.9	39.5	14.8	8.8	1,237,800	14,026	272,056	43,376	184,300	58,100	61,138	209,400	110,084	133.34	70.9	3.26
Bellefonte	39.7	15.64	394,232	25,207	221,315	14,151	48,523	7,711	32,799	10,416	11,012	37,462	19,664	23.88	.9	.37
East St Louis	48.8	14.80	217,460	14,693	175,470	11,856	40,479	6,870	28,588	7,785	7,376	29,339	15,906	13.31	46.4	.46
East St. Louis-Bellefonte Metro Area	291.6	99.61	2,421,250	24,307	36.6	40.3	14.5	8.5	1,394,580	14,000	306,673	48,930	207,846	65,422	68,776	235,895	124,053	152.96	71.9	3.47
SALINE F-10	29.2	11.64	237,319	20,388	47.8	35.6	10.6	6.0	150,888	12,963	33,905	5,567	23,420	6,908	6,952	25,392	13,536	18.37	.9	.15
SANGAMON D-7	181.3	70.64	1,980,450	28,036	32.5	41.5	15.5	10.5	1,043,080	14,766	226,148	35,381	151,305	49,694	53,619	177,020	92,279	112.20	11.7	1.04
Springfield	99.4	41.26	1,087,750	26,363	589,794	14,295	128,976	20,421	86,973	27,838	29,573	99,894	52,351	58.31	10.5	.65
Springfield Metro Area	193.7	75.15	2,094,400	27,865	28.4	42.8	17.7	11.1	1,108,370	14,749	240,379	37,624	160,873	52,786	56,924	188,087	98,067	120.53	11.8	1.09
SCHUYLER C-6	8.4	3.23	63,085	19,531	45.1	42.8	7.6	4.5	41,126	12,733	9,289	1,535	6,444	1,872	1,863	6,912	3,697	5.7903
SCOTT C-7	6.1	2.32	53,390	23,013	38.5	42.9	12.3	6.4	31,738	13,680	7,025	1,131	4,790	1,478	1,534	5,360	2,830	4.1702
SHELBY E-7	24.5	8.98	200,488	22,326	37.9	45.9	10.6	5.6	120,347	13,402	26,786	4,344	18,350	5,570	5,718	20,299	10,756	16.3312
STARK D-4	7.3	2.63	76,949	29,258	26.4	42.5	18.2	12.9	39,894	15,169	8,590	1,331	5,711	1,915	2,091	6,781	3,520	4.7703
STEPHENSON D-2	49.7	18.65	481,869	25,837	30.2	45.6	16.1	8.1	268,305	14,386	58,568	9,251	39,431	12,689	13,524	45,462	23,799	30.42	2.7	.25
TAZEWELL D-5	136.9	48.50	1,516,400	31,259	20.8	43.8	20.5	14.9	761,950	15,710	162,602	24,887	107,186	36,912	40,919	129,778	67,0			

ILLINOIS

ILLINOIS

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME. See SRDS Consumer market map and data at beginning of the state.

STATE NETWORKS

BROWNFIELD NETWORK

(A division of Learfield Communications, Inc.)

ILLINOIS GROUP



Mid 011638-001

Business Office: 216 E. McCarty St., Jefferson City, MO 65101. Phone 314-636-5141.

See listing under Regional Radio Networks and Groups. (CR-3)

ILLINOIS FARM BUREAU RADIO NETWORK



Comprised of Interconnected Stations ILLINOIS

WRMJ (FM)—Aledo
WIBV—Belleville
WROL (FM)—Benton
WBYS—Canton
WBYS-FM—Canton
WCAZ—Carthage
WCAZ-FM—Carthage
WKZI—Casey
WDWS—Champaign
WEIC—Charleston
WHOW—Clinton
WHOW-FM—Clinton
WIVS—Crystal Lake
WDAN—Danville
WLBK—DeKalb
WIXN—Dixon
WCRA—Effingham
WCRC (FM)—Effingham
WRMN—Elgin
WFIW—Fairfield
WFIW-FM—Fairfield
WFPS (FM)—Freeport
WXO (FM)—Freeport
WAAG (FM)—Galesburg
WGIL—Galesburg
WEBQ—Harrisburg
WDUK (FM)—Havana
WHPO (FM)—Hoopston
WHPO-FM—Joliet/Crest Hill
WKAN—Kankakee
WTWN (FM)—Leroy/Bloomington
WPRC—Lincoln

INDIANA

WRIN—Rensselaer
KCPS—Burlington
KGMO (FM)—

IOWA

KLNT—Clinton
MISSOURI
Cape Girardeau

Media Code 4 214 0028 4.00 Mid 030151-000
Business Office: 1701 Towanda Ave., Box 2901, Bloomington, IL 61701. Phone 309-557-2234.

PROGRAMMING DESCRIPTION
ILLINOIS FARM BUREAU RADIO NETWORK: A live, wired network. Commercial availability. Less than full network also available. All farm programming. Early morning news summary. Live half-hour programming 5:30-7 am including Agri-news, markets, weather, features, hourly market reports throughout day, Ag weather update at 8:30 & noon, opening cash livestock report at 8:30, 5 minute news update 11 am-1 pm. Some stations carry less than full schedule of programming. Contact Representative for further details. Rec'd 4/18/83.

1. PERSONNEL
Director of Radio—Alan Jarand.
Broadcast Editor—Lou Hansen.

2. REPRESENTATIVES
J. L. Farmakis, Inc.

4. AGENCY COMMISSION
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by network.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-005
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

ILLINOIS STATE GROUP

Comprised of

WRMJ—Aledo
WKKD—Aurora
WRMS/WRMS-FM—Beardstown
WROL (FM)—Benton
WIHN (FM)—Bloomington
WCAZ/WCAZ-FM—Carthage
WEIC—Charleston
WEIC-FM—Charleston
KSGM—Chester
WLBK—De Kalb
WKSJ (FM)—El Dorado
WFIW—Fairfield
WFPS (FM)—Freeport
WGEN/WGEN-FM—Geneseo
WGNJ—Granite City
WEBQ—Harrisburg
WMCW—Harvard
WDUK (FM)—Havana
WHPI—Herrin
WHPO (FM)—Hoopston
WEAI (FM)—Jacksonville
WDS—Jacksonville
WJBM—Jerseyville
WCCQ (FM)—Joliet
WAJK (FM)—LaSalle
WLPO—LaSalle
WLUV—Loves Park

WKAI (FM)—Macomb
WLRB—Macomb
WRAM—Monmouth
WVLI (FM)—Monticello
WCSJ—Morris
WYER—Mount Carmel
WYER-FM—Mount Carmel
WINI—Murphysboro
WACF (FM)—Paris
WPRS—Paris
WPXN (FM)—Paxton
WVVO (FM)—Peru
WBBA—Pittsfield
WRTL—Rantoul
WJBD/WJBD-FM—Salem
WCCJ (FM)—Savanna
WTFM—Taylorville
WPMB—Vandalia
WGFA/WGFA-FM—Wateka
WKRS—Waukegan
WXLC (FM)—Waukegan
WFRX/WFRX-FM—West Frankfort

Less than full state list may be purchased. (D)



For complete listing see Regional Networks & Groups

Aledo

Merced County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WRMJ (FM)

1979

ALEDO

Mid 009840-000

See SRDS Spot Radio Small Markets Edition.

Alton

Madison County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WOKZ

1948

ALTON

Media Code 4 214 0110 0.00 Mid 009841-000
Box 615, Alton, IL 62002. Phone 618-466-3535.
1 min rate 1x: 8.50.

WZEN (FM)

1961

ALTON

Mid 011801-000

See listing under St. Louis, Mo.

Anna

Union County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.

WRAJ

1957

ANNA

WRAJ-FM

1958

ANNA

Mid 009842-000
See SRDS Spot Radio Small Markets Edition.

Arlington Heights

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Aurora

Kane County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WAUR (FM)

1965
AURORA



Media Code 4 214 0255 3.00 Mid 009843-000
Stevens Communications Corp.
620 Eola Rd., Box 2010, Aurora, IL 60507. Phone 312-851-4600.

PROGRAMMING DESCRIPTION

WAUR (FM): Adult Contemporary. MUSIC: 30% current releases, 70% oldies. Plus oldies on wknds. AIR PERSONALITIES: handle all segments. Regular audience participation contests, promotions. NEWS: 3-person local staff, 2 mobile units; News, sports, weather & traffic 5:00, 2x/hr 5:30-9 am & 3-6 pm, 1x/hr 3-6 pm with traffic, noon report. FEATURES: Locally produced public affairs 30-min/wk. COMMERCIAL POLICY: 14 units max/hrs. Rec'd 7/18/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold L. Brokaw.
Promotion Director—Folly Stevens.
General Sales Manager—Charles T. Williams.

3. FACILITIES
ERP 22,500 w.; 107.9 mhz. Stereo.
Operating schedule: —. CST.
Antenna ht.: 750 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 28a, 29a, 33c.
Contracts: 40b, 45, 46.
Comb. Cont. Discounts: 60i, 60k, 62d.
Prod. Services: 81, 82.
AM facility: WMRO.

TIME RATES

Eff ——— Rec'd 9/20/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	32	29	27	25	22
30 sec	27	24	22	19	17
15 sec	14	13	12

10. SPECIAL FEATURES

Local news/sports, ea 32.00.
Weather special, ROS 12x/wk, 240.00.

WKKD

1960
AURORA



Media Code 4 214 0275 1.00 Mid 009844-000
Salter Broadcasting Co.
Box C-1730, Aurora, IL 60507. Phone 312-898-1580.
1 min rate 1x: 15.00.

WKKD-FM

1961
AURORA



Media Code 4 214 0316 3.00 Mid 009845-000
WKKD FM 96, Inc.
Box C-1730, Aurora, IL 60507. Phone 312-898-6668.
1 min rate 1x: 32.00.

WMRO

1938
AURORA



Media Code 4 214 0385 8.00 Mid 009846-000
Stevens Broadcasting Corp.
620 Eola Rd., Box 2010, Aurora, IL 60507. Phone 312-851-0100.
1 min rate 1x: 26.00.

Beardstown

Cass County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WRMS

1959
BEARDSTOWN

WRMS-FM

1977
BEARDSTOWN

PATES/WALTON RADIO-USA

Media Code 4 214 0440 1.00 Mid 009847-000
Beardstown Broadcasting Co., Inc.
108 E. Main St., Box 380, Beardstown, IL 62618. Phone 217-323-1790.

PROGRAMMING DESCRIPTION
WRMS: MUSIC: Easy Listening, Country & Beautiful. Contact Representative for further details. Rec'd 7/25/77.

1. PERSONNEL
President—Daniel A. Mac Fee.
Vice-Pres. & Gen'l Mgr.—John W. Conner.

2. REPRESENTATIVES
Pates/Walton Radio - USA.

3. FACILITIES
500 w. days; 790 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 210 ft. above average terrain.

Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Contemporary Radio Network.
Affiliated with KBS.
Affiliated with Brownfield Network.

TIME RATES

Eff 5/15/71—Rec'd 5/28/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	6.50	5.25			
PER YR:	52x	156x	260x	520x	1000x
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	5.00	4.75	4.50	4.25	4.00

7. PACKAGE PLANS
1 MIN OR LESS, ROS: 20 ti 30 ti 50 ti
Ea 5.50 5.00 4.50 (SMD)

Belleville

St. Clair County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WIBV

1947
BELLEVILLE



Media Code 4 214 0495 5.00 Mid 009848-000
Belleville Broadcasting Co.
Box A, 3199 S. Illinois St., Belleville, IL 62222. Phone 618-233-5000.
1 min rate 1x: 27.00 (net).

Belvidere

Boone County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Rockford
(including Belvidere, Loves Park)

Benton

Franklin County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WQRL (FM)

1973
BENTON

Mid 009850-000
See SRDS Spot Radio Small Markets Edition.

ILLINOIS

Bloomington

(including Normal)
McLean County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBNQ (FM)

1947
BLOOMINGTON



Torbet Radio



Media Code 4 214 0525 9.00 Mid 009851-000
Bloomington Broadcasting Corp.
236 Greenwood Ave., Box 8, Bloomington, IL 61701.
Phone 309-829-1221.

PROGRAMMING DESCRIPTION

WBNQ (FM): Programmed for 18-34, 18-49 adults. MUSIC: mass appeal contemporary hits. AIR PERSONALITIES handle all segments. NEWS: 8 local 3-min newscasts daily handled by local news dept. FARM: farmbreak Mon thru Fri 5:20 & 5:50am. FEATURES: American Top 40 Sun 8 am-noon. COMMERCIAL POLICY: 10 units per hr max; promotions designed for audience participation. Contact Representative for further details. Rec'd 2/23/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Johnson.
Station Manager—Craig Jacobus.
Program Director—Mike Justin.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 50,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 28b, 29a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WJBC
Affiliated with Supernet.

TIME RATES

Eff 1/1/85—Rec'd 12/20/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	6 ti	12 ti	24 ti	6 ti	12 ti	24 ti	6 ti	12 ti
High	33	30	28	31	28	26	28	26
Low	30	28	26	28	26	24		

10. SPECIAL FEATURES

Newsbreaks/American Top-40, extra 6.00.

(D)

WIHN (FM)

1973
NORMAL



Media Code 4 214 0565 5.00 Mid 009852-000
Bell-Mason Communications, Inc.
207 W. Jefferson, Box 3188, Bloomington, IL 61701.
Phone 309-827-8236.
Rates have been temporarily withdrawn by station.

WJBC

1925
BLOOMINGTON



McGAVREN GUILD RADIO



Media Code 4 214 0605 9.00 Mid 009853-000
Bloomington Broadcasting Corp.
236 Greenwood Ave., Bloomington, IL 61701. Phone 309-829-1221.

PROGRAMMING DESCRIPTION

WJBC: Programmed for adults & young adults. NEWS: 5-min local at :30; expanded at 7:30, 8 am, 12:20, 5:30 pm, 3 land & 1 air mobile; correspondents in state & nat'l capitols; network at :60. Editorials 2x/wk; 10 community leaders rotate on daily commentaries. Network commentary. TALK: Open line program with occasional guests

1-2:30 pm & 6:30-8 pm M-F, 9-10 am Sat. PERSONALITIES utilize phone talk. SPORTS: local high school, Ill. State U. & Ill. Wesleyan U. play-by-play basketball & football. St. Louis Cardinal baseball. Daily reports. FARM: Daily reports from dir. with dept mobile unit, homemaking & agriculture; live commodity & livestock reports 12x daily; programming 5:15-6:30 am & 11:30 am-1 pm. Agricultural weather from weather wire. RELIGIOUS: spot announcements & vignettes weekdays; 9:30 am-12N Sun. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL

General Manager—Richard Johnson.
Sales Manager—John H. McDermott.
Program Director—Don Munson.
Farm Director—Art Sechrest.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 28a, 29a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WBNQ (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 11/16/84.

AAA—Mon thru Sat 5:15-10 am & 11:29 am-2:30 pm.
AA—Mon thru Sat 10:11:29 am & 2:30-7 pm; Sun 5:15 am-7 pm.
A—Mon thru Sun 7 pm-1 am.
B—Mon thru Sun 1-5:15 am.

6. SPOT ANNOUNCEMENTS

1 min

WK:	3 ti				6 ti				12 ti				18 ti			
	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B
PER	69.00	68.00	67.00	66.00	54.00	53.00	52.00	51.00	24.00	23.00	22.00	21.00	13.50	13.00	12.50	12.00

30 sec

WK:	3 ti				6 ti				12 ti				18 ti			
	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B
PER	55.00	54.00	53.00	52.00	45.00	44.00	43.00	42.00	20.00	19.00	18.00	17.00	12.50	12.00	11.50	11.00

10 sec: 60% of 1-min.

DISCOUNT

13 wk—10%

10. SPECIAL FEATURES

PER WK, EA: 3 ti 6 ti
3-5 min Farm show 80 78
Farm time—Mon thru Sat 5:15-6:30 am & 11:29 am-1 pm, AAA rate applies.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WMLA

(formerly WRBA)
1962
NORMAL

Modern Country

Media Code 4 214 0660 4.00 Mid 009854-000
W. Russell Withers, Jr. Stations
1218 Main St., Normal, IL 61761. Phone 309-454-3333.

PROGRAMMING DESCRIPTION

WMLA: Programmed for adults 25-49. MUSIC: Modern, Contemporary Country. SPORTS: IL State football & basketball play-by-play; Bob Donewald pre-game & post-game shows; U of IL football & basketball; Chicago White Sox & Cubs. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL

General Manager—Keith Andre.
Operations Manager—George Sterling Smith.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1440 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WTWN (FM), Leroy.
Affiliated with MBS.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

WMLA/WTWN (FM), LEROY COMBINATION

No. 1 Eff 1/1/85—Rec'd 1/3/85.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 min

6 ti	AAA				AA				A				BTA			
	AAA	AA	A	BTA	AAA	AA	A	BTA	AAA	AA	A	BTA	AAA	AA	A	BTA
25	22	18	22	20	18	16	18	18	12	10	16	18	21	18	14	12

WMLA only: Deduct 3.00 from WMLA/WTWN (FM), Leroy combination.

WTWN (FM)

1979
LEROY



(This is a paid duplicate of the listing under Leroy, Illinois.)

Media Code 4 214 6188 0.00 Mid 009981-000
W. Russell Withers, Jr. Stations
1218 Main, Normal, IL 61716.
Studio: 208 E. Center St., LeRoy, IL 61752. Phone 309-454-3333.

PROGRAMMING DESCRIPTION

WTWN (FM): Targeted to adults 18-34. MUSIC: Top 40 Contemporary hits, incl oldies & recurrents. COMMERCIAL POLICY: minimum 51 min of music/hr. NEWS: 1 min in selected hrs. Contact Representative for further details. Rec'd 1/3/85.

1. PERSONNEL

General Manager—Keith Andre,
Operations Manager—George Sterling Smith.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WMLA, Normal.

TIME RATES

WTWN (FM)/WMLA, NORMAL COMBINATION

No. 1 Eff 1/1/85—Rec'd 1/3/85.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

6 ti	AAA				AA				A				BTA			
	AAA	AA	A	BTA	AAA	AA	A	BTA	AAA	AA	A	BTA	AAA	AA	A	BTA
25	22	18	22	20	18	16	18	18	12	10	16	18	21	18	14	12

WTWN (FM) only: Deduct 4.00 from WTWN (FM)/WMLA, Normal combination. (SMD)(D)

Cairo

Alexander County—Map Location E-11.

See SRDS Consumer market map and data at beginning of the state.

WKRO

1942
CAIRO

See SRDS Spot Radio Small Markets Edition. Mid 009855-000

Canton

Fulton County—Map Location D-5

See SRDS Consumer market map and data at beginning of the state.

WBYS

1947
CANTON

See SRDS Spot Radio Small Markets Edition. Mid 009856-000

WBYS-FM

1968
CANTON

See SRDS Spot Radio Small Markets Edition. Mid 009857-000

Carbondale

Jackson County—Map Location D-10

See SRDS Consumer market map and data at beginning of the state.

WCIL

1946
CARBONDALE



Media Code 4 214 0825 3.00 Mid 009858-000
McRoy Corp.
211 W. Main St., Drawer 801, Carbondale, IL 62901.
Phone 618-457-8114.

PROGRAMMING DESCRIPTION

WCIL: Programmed for adults 25-55. MUSIC: Adult Contemporary; blends old & new pop favorites w/emphasis on familiar presented by live PERSONALITIES. NEWS: network at top of :60, 7-person local staff; 5-min at 6:05, 7:05, 8:05, 8:30 & 11:05 am; 4:05 & 5:05 pm; 10-min at 7:35 am & 12:15 pm; staff meteorologist weather, incl farm weather information hly. TALK: 1/2 hr at 8:35 am M-F featuring local, state & nat'l guests; Paul Harvey 7:30 am & noon. SPORTS: U & Chicago Cubs play-by-play; local reports throughout day. FARM: news & market prices 6 & 11:10 am, 12:20 & 3:05 pm; agri-weather 11:30 am; 1-hr live farm & garden show Sat w/audience call-ins. FEATURES: on & off air promotions targeted at adult audience. Rec'd 7/26/84.

1. PERSONNEL

General Manager—Paul H. McRoy.
General Sales Manager—Dennis Lyle.
Program Director—Matt McCann.

3. FACILITIES

1,000 w. days; 1020 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Direction Radio Network.

TIME RATES

Eff—Rec'd 7/26/84.

6. SPOT ANNOUNCEMENTS

PER WK, ROS: 1 min 30 sec
1 ti 13.38 10.45

AM/FM COMBINATION

1 ti 24.18 20.09

WCIL-FM

1968
CARBONDALE

Top 40/Contemporary



Media Code 4 214 0826 1.00 Mid 009859-000
McRoy Corp.
211 W. Main St., Drawer 801, Carbondale, IL 62901.
Phone 618-457-8114.

PROGRAMMING DESCRIPTION

WCIL-FM: Programmed for 12-49. MUSIC: Top 40, Contemporary & oldies. NEWS: local & network at :57. Rec'd 10/5/81.

1. PERSONNEL

General Manager—Paul H. McRoy.
General Sales Manager—Dennis Lyle.
Program Director—Tony Waitekus.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

Affiliated with ABC Contemporary Radio Network.

Sold in combination with AM. See that listing.

TIME RATES

Eff—Rec'd 7/31/84.

AAA—Mon thru Fri 6-10 am; Sat 10 am-3 pm.

AA—Mon thru Sat 3-7 pm; Sat 6-10 am.

A—Mon thru Fri 10 am-3 pm; Mon thru Sat 7 pm-midnight.

ROS—6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 TI: AAA AA A ROS
1 min 20.75 19.35 17.97 17.49
30 sec 19.35 16.58 15.20 14.85
Overnight: Ea, 8.29.

Carlinville

Macoupin County—Map Location D-7

See SRDS Consumer market map and data at

5. GENERAL ADVERTISING See coded regulations

FM facilities: WRUL (FM)
Affiliated with KBS.
Affiliated with Brownfield Network.

TIME RATES

Eff 1/1/85—Rec'd 1/24/85.

AAAA—6-9 am.
AAA—11:30 am-1 pm & 3:30-6 pm.
AA—9-11:30 am & 1-3:30 pm.
A—After 6 pm.

6. SPOT ANNOUNCEMENTS

FIXED 15 MINUTE SEGMENTS

	AAAA	AAA	AA	A
30 sec	12	10	9	8
1 min	15	13	12	11

7. PACKAGE PLANS

AD PAK—ROS

	5 ti	10 ti	100+
PER WK:	25 ti	50 ti	100+
PER MO:	11.00	10.00	9.00
30 sec	13.50	12.50	11.50
1 min			10.00

(SMD)

WRUL (FM)

1951
CARM

Country



Media Code 4 214 0907 9.00 Mid 009861-000
Carmi Broadcasting Co.
Box 31, Carmi, IL 62821. Phone 618-382-4161.

PROGRAMMING DESCRIPTION

WRUL (FM): MUSIC: Country. NEWS: at :50: weather at :20 & :40. FARM: agriculture news. SPORTS: motor racing. Contact Representative for further details. Rec'd 8/25/83.

- 1. PERSONNEL**
Gen'l & Sls. Mgr—Rudy Rodolph.
Music Director—Scott Mareing.
Traffic—Irma Dennis.

- 2. REPRESENTATIVES**
Pates/Walton Radio - USA.

- 3. FACILITIES**
ERP 50,000 w.; 97.3 mhz. Stereo.
Operating schedule: 6 am midnight. CST.
Antenna ht.: 195 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WROY.
Affiliated with Brownfield Network.

TIME RATES

Eff 1/1/85—Rec'd 1/24/85.

AAAA—6-9 am.
AAA—11:30 am-1 pm & 3:30-6 pm.
AA—9-11:30 am & 1-3:30 pm.
A—After 6 pm.

6. SPOT ANNOUNCEMENTS

FIXED 15 MINUTE SEGMENTS

	AAAA	AAA	AA	A
30 sec	15	13	10	7
1 min	18	16	13	10

7. PACKAGE PLANS

AD PAK—ROS

	5 ti	10 ti	25+
PER WK:	25 ti	50 ti	100+
PER MO:	13.00	12.00	11.00
30 sec	16.50	15.50	14.00
1 min			

(SMD)

Carthage

Hancock County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WCAZ

1921
CARTHAGE

Mid 009862-000

See SRDS Spot Radio Small Markets Edition.

WCAZ-FM

1978
CARTHAGE

Mid 035465-000

See SRDS Spot Radio Small Markets Edition.

Casey

Clark County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WKZI

1963
CASEY

Mid 009863-000

See SRDS Spot Radio Small Markets Edition.

Centralia

Marion County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WILY

1946
CENTRALIA

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 214 1045 7.00 Mid 009864-000
PrairieLand Broadcasters Inc.
302 S. Poplar, Box 528, Centralia, IL 62801. Phone 618-532-1885.

PROGRAMMING DESCRIPTION

WILY: Programs Contemporary/MOR music format with heavy emphasis on news & information. NEWS: network; Paul Harvey News & Comments at 7:30 am M-F & Paul Harvey news M-Sat at noon. Hotline, talk/interview show, M-F 9:05-11 am. Weather radar unit and ground reports of weather conditions. Contact Representative for further details. Rec'd 5/6/83.

- 1. PERSONNEL**
President—Samuel A. Hassan.
General Manager—Cathy Wilson.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
1,000 w.; 1210 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WRXX (FM).
Affiliated with ABC Information Radio Network PSP.
Affiliated with Progressive Farmer Network.

TIME RATES

Eff—Rec'd 9/21/83.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	24 ti
30 sec	14.00	13.00	12.00	10.00
1 min	23.00	22.00	20.00	18.00

WILY/WRXX (FM) COMBINATION

	1 ti	6 ti	12 ti	24 ti
30 sec	22.00	21.00	20.00	18.00
1 min	36.00	35.00	33.00	31.00

	13.20	12.60	12.00	11.00
30 sec	22.00	21.00	20.00	19.00
1 min				

(SMD)

WRXX (FM)

1964
CENTRALIA

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 214 1045 7.00 Mid 009865-000
PrairieLand Broadcasters Inc.
302 S. Poplar, Box 528, Centralia, IL 62801. Phone 618-532-1885.

PROGRAMMING DESCRIPTION

WRXX (FM): Programs Country music. NEWS: newscasts are generally at top of hour. Local and regional news and ABC Entertainment news. Paul Harvey news & comments M-F at 8 am. News wrap-up, half hour report at 10:30 pm. SPORTS: area high school football, basketball & baseball. Weather radar & ground reports. Contact Representative for further details. Rec'd 5/6/83.

- 1. PERSONNEL**
President—Sam Hassan.
General Manager—Cathy Wilson.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
ERP 3,000 w.; 95.3 mhz.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 225 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WILY.
Sold in combination with WILY. See that listing.

TIME RATES

Eff—Rec'd 9/21/83.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	24 ti
30 sec	14.00	13.00	12.00	10.00
1 min	23.00	22.00	20.00	18.00

	9.00	8.00	7.00	6.00
30 sec	14.00	13.00	12.00	11.00
1 min				

(SMD)

Champaign-Urbana

Champaign County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDWS

1937
CHAMPAIGN

News/Talk/MOR



Media Code 4 214 1100 0.00 Mid 009867-000
D.W.S., Inc.
S. Nell St. Rd., Box 677, Champaign, IL 61820. Phone 217-351-5300.

PROGRAMMING DESCRIPTION

WDWS: Programming targeted at adults 25+. MUSIC: adult contemporary. NEWS: network at :60: local at 6:30, 7:30, 8:05, 8:30 & 11:36 am, 12:06, 12:50 3:30, 4:30, 5:06 & 10:06 pm. FARM: 5:06, 5:15, 5:20, 6:25 & 9:40 am, 12:20 & 5:40 pm. Talk show 10:06 am-12N, 1-5 pm. SPORTS: play-by-play univ, college & high school football & basketball; major league baseball; Indy 500; pro football. Contact Representative for further details. Rec'd 1/2/85.

- 1. PERSONNEL**
Station Manager—James G. Turpin.
Assistant Manager—Constance Vogt.
Local Sales Manager—Jack Whitman.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
1,000 w.; 1400 khz.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Fri 5-7:15 am. For non-simulcast facilities see WDWS-FM.

- 4. AGENCY COMMISSION**
15/0 net time only; payable when rendered.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.

- Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.

- Affiliated with CBS Radio Network.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

No. 24 Eff 3/15/84—Rec'd 3/15/84.

- AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
	AAA	AA
6 ti	70	64
12 ti	69	63
18 ti	68	62
24 ti	67	61

7. PACKAGE PLANS

TAP—25%AAA, 25%AA, 50% A

	6 ti	12 ti	18 ti	24 ti
1 min	64	63	62	61
30 sec	52	51	50	49

10. SPECIAL FEATURES

FARM NEWS & INFORMATION MON THRU FRI 5-7 AM
6 ti 12 ti 18 ti 24 ti
1 min 70 69 68 67
30 sec 57 56 55 54
AM only: Mon thru Fri noon-1 pm.

AM only: Deduct 1-min 15.00; 30-sec 10.00, from AM/FM combination.

WDWS-FM

1948
CHAMPAIGN

"Beautiful Music"



Media Code 4 214 1101 8.00 Mid 009868-000
D.W.S., Inc.
S. Nell St. Rd., Box 677, Champaign, IL 61820. Phone 217-351-5300.

PROGRAMMING DESCRIPTION

WDWS-FM: Programmed for adults. MUSIC: beautiful (FM100 plan). NEWS: 6:30, 7:30, 8, 8:30, 9:30, 11:30 am, 12:30, 1:30, 3:30, 4:30, 5:30 pm, 12M, 1, 2, 3, 4, 5, 6 am. Weather at :60 & :30. Contact Representative for further details. Rec'd 7/6/81.

- 1. PERSONNEL**
Station Manager—Jim Turpin.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
ERP 50,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 424 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 7:15-5 am. For simulcast facilities see WDWS.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Sold in combination with WDWS. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 1-min 15.00; 30-sec 10.00 from AM/FM combination.

WJTX

1948
URBANA

Media Code 4 214 1128 1.00 Mid 009866-000
Yankee Ridge Broadcasting Inc.
2603 W. Bradley Ave., Box 3369, Champaign, IL 61821.
Phone 217-359-1580.
1 min rate 1x: 15.00.

WKIO (FM)



1967
URBANA

Media Code 4 214 1155 4.00 Mid 009869-000
505 S. Locust, Champaign, IL 61820. Phone 217-352-1040.

PROGRAMMING DESCRIPTION

WKIO (FM): Programmed to adult audience 18-49. MUSIC: Contemporary popular albums & singles mixed with music of past 15 yrs. NEWS: local & network; live AIR PERSONALITIES, emphasis news/public affairs & community involvement; weather, staff meteorologist. COMMERCIAL POLICY: max 9-min per hr with certain other hrs further restricted to allow 30-min music sweeps. Contact Representative for further details. Rec'd 6/1/82.

- 1. PERSONNEL**
Chief Operating Officer—William A. Earman.
General Manager—Jeff Balding.

- 2. REPRESENTATIVES**
Selcom Radio

- 3. FACILITIES**
ERP 3,000 w.; 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 150 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.

- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 22a, 25c, 28c, 29a.

- Contracts: 40a, 41, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 71a.
Prod. Services: 80, 81, 82.
Affiliated with RKO Radio Networks.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 8/22/84.

AAA—Mon thru Fri 5-10 am, 10 am-3 pm & 3-8 pm; Sat 10 am-8 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
	AAA	AA
GRD:	1	2
AAA	49	43
AA	37	31
	34	28
	25	22

WLRW (FM)

1963
CHAMPAIGN



HILLIER, NEWMARK, WECHSLER & HOWARD

ILLINOIS

Champaign-Urbana—cont

WLRW (FM)—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c,
 25b, 26c, 29a, 30.
 Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WPGU (FM)

1967
 URBANA

Album Oriented Rock

NRBA

Media Code 4 214 1320 4.00 Mid 009871-000
 Illini Publishing Co.,
 204 E. Peabody Dr., Champaign, IL 61820. Phone 217-
 333-2016.

PROGRAMMING DESCRIPTION

WPGU (FM): Programmed to adults 18-34 & college students. MUSIC: album oriented rock. FEATURES: featured album Thur 11 pm-12M; Classic Album Mon 10:30 pm-12M & Tues 11 pm-12M; live recorded concerts Fri & Sat 11 pm-12:30 am; BBC rock hr & new wave Thurs 12M-1am; Friday Videos 11:30 pm-1 am; Power Cuts Sun 5-7 pm; talk show Sun 9-10 pm. NEWS: hrly 6 am-12M at :25 & :55 6-10 am & 4-6 pm. SPORTS: 7:25, 8:25 am, 4:55 pm & 12M. Contact Representative for further details. Rec'd 4/24/84.

1. **PERSONNEL**
 General Manager—Jay Shatz.
 Sales Manager—Charles Smith.
 Program Director—Rick Kaempfer.

2. **REPRESENTATIVES**
 Masla Radio.

3. **FACILITIES**
 ERP 3,000 w.; 107.1 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 235 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3d, 4a, 4c, 4d, 5, 6a, 6b, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
 Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 27, 28a, 30.
 Contracts: 40a, 44a, 45, 48, 51a.
 Comb.: Cont. Discounts: 60c, 60i, 62d.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC-The Source.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

Charleston

Coles County—Map Location F-7
 See SRDS Consumer market map and data at beginning of the state.

WEIC
 1954
 CHARLESTON



RAB

Media Code 4 214 1375 8.00 Mid 009872-000
 Com-Stat Communications, Inc.
 R R 2, Box 185A, Charleston, IL 61920. Phone 217-345-
 2148, Mattoon, 217-234-9392.

WEIC: Community involved programming. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: network. SPORTS: major league baseball, U & local high school sports. FARM: farm director; weather every 30-min. Contact Representative for further details. Rec'd 5/23/83.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—Steve Garman.
 Farm Director—Natalie Dowell.
 Program Director—Steve Stone.

2. **REPRESENTATIVES**
 Weiss & Powell, Inc.

3. **FACILITIES**
 1,000 w. days, 500 w. nights; 1270 khz. Directional.
 Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
 15/0 time only, payable when rendered.

5. **GENERAL ADVERTISING** See coded regulations
 Affiliated with Satellite Music Network.
 Member: Illinois Farm Bureau Radio Network.

TIME RATES

AAA—Mon thru Fri 5:30-9 am & 3-7 pm; Sat 10 am-3 pm.
 AA—Mon thru Fri 9 am-3 pm & 7 pm-midnight.
 BTA—All other times, up to 25% overnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	11	21+	30 sec	11	21+
AAA	21	19	17	17	14	13
AA	20	18	16	16	14	12
BTA	19	17	15	15	12	11

26 wk—10%.

Deduct 15% for AM/FM combination, 15+ per wk.

10. SPECIAL FEATURES

FARM—MON-FRI 6:45, 7:45, 8:45, 9:30, 10:02, 11:02
 AM, 12:02, 12:20, 2:20, 1:20, 3:20, 5:20 PM

EA	1 min	25	30 sec	20
EA	25	30	sec	20

Subtract 25% for total rotation of farm times. (SMD) (CR)

WEIC-FM

1965
 CHARLESTON



Media Code 4 214 1430 1.00 Mid 022001-000
 Com-Stat Communications, Inc.
 R R 2, Box 185A, Charleston, IL 61920. Phone 217-345-
 2148, Mattoon 234-9392.

PROGRAMMING DESCRIPTION

WEIC-FM: Programmed to adults 25-54. MUSIC: Popular adult music & top 30 countdown wkly. NEWS: Local & U; continuous hrly contests. Rec'd 3/5/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Stephen H. Garman.
 Operations Coordinator—Steven Hamm.

3. FACILITIES

ERP 2,200 w.; 92.1 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING

Affiliated with Satellite Music Network.

TIME RATES

AAA—Mon thru Fri 6-10 am & 7 pm-midnight.
 AA—All other times.
 BTA—Combination of AAA & AA; up to 25% overnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	11	21+	30 sec	11	21+
AAA	21	19	17	17	15	13
AA	20	18	16	16	14	12
BTA	19	17	15	15	13	11

26 wk—10%.

Deduct 15% for AM/FM combination, 15+ per week.

10. SPECIAL FEATURES

EA	1 min	18.00	30 sec	15.00
EA	18.00	30	sec	15.00

NIGHT ROCK SUN THRU FRI 7 PM-5 AM
 Affiliated with Satellite Music Network. (SMD) (CR)

WLBH-FM

1949
 MATTOON

Beautiful Music

Mid 009990-000

See listing under city of license.

Chester

Randolph County—Map Location D-10
 See SRDS Consumer market map and data at beginning of the state.

KSGM

1947
 CHESTER

Mid 009873-000

See SRDS Spot Radio Small Markets Edition.

Consult the listings
 and the Service-Ads
 for a broader range
 of information to
 help you plan and buy.

Chicago (and) Chicago Urban Area

STATIONS IN CHICAGO:
 WAIT WKOX
 WBBM WLAK
 WBBM-FM WLOO
 WCFL WLS
 WCRW WLS-FM
 WEDC WLUP
 WFMT (FM) WMAO
 WFYR (FM) WMET (FM)
 WGCI-FM WNIB (FM)
 WGN WSCB
 WIND WUSN
 WJJD WGCI
 WJMK (FM) WXRT (FM)
 WJPC

STATIONS IN CHICAGO URBAN AREA:

Chicago Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Chicago listings.

WAGO (FM), Elmwood Park
 WBEH, Harvey
 WBMX, Oak Park
 WBMX-FM, Oak Park
 WCEV, Cicero
 WCGO, Chicago Heights
 WCLR (FM), Skokie
 WEAW, Evanston
 WEEF, Highland Park
 *WJOB, Hammond, Ind.
 WKDC, Elmhurst
 *WKRS, Waukegan
 *WLNR (FM), Lansing
 *WLTH, Gary, Ind.
 *WMPP, Chicago Heights
 WOJO (FM), Evanston
 WONX, Evanston
 WSEX, Arlington Heights
 WTAO, La Grange
 WTAS (FM), Crele
 WVVX-FM, Highland Park
 *WWCA, Gary, Ind.
 *WXLG (FM), Waukegan
 WXOL, Cicero
 *WYCA (FM), Hammond, Ind.
 WYEN (FM), Des Plaines
 (*) See listing under city of license.

Chicago

Cook County—Map Location G-3
 See SRDS Consumer market map and data at beginning of the state.

WAGO (FM)

WAGO/G106

1947
 ELMWOOD PARK



Katz Radio



(This is a paid duplicate of the listing under Chicago Urban Area, Illinois.)

Media Code 4 214 2832 7.00 Mid 009917-000
 WAGO-FM, Inc., a subsidiary of Cox Communications, Inc.
 150 N. Michigan Ave., Suite 1040, Chicago, IL 60601.
 Phone 312-781-7300.

PROGRAMMING DESCRIPTION
 WAGO (FM): Programmed for adults 18-49. MUSIC: Contemporary. Contact Representative for further details. Rec'd 12/27/84.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Marc W. Morgan.
 General Sales Manager—Michael G. Disney.
 Program Director—Jan Jefferies.

2. **REPRESENTATIVES**
 Katz Radio.

3. **FACILITIES**
 ERP 4,200 w. (horiz.), 4,200 w. (vert.); 105.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,575 ft. above average terrain.

4. **AGENCY COMMISSION**
 15%.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7, 8.
 Rate Protection: 10c, 11c, 12, 13c, 14c, 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 26, 28a, 28c, 29a.
 Contracts: 40a, 41, 44a, 44b, 45, 46.
 Comb.: Cont. Discounts: 60a, 60c, 60i, 61c.
 Cancellation: 70e, 71a, 72, 73a, 73b.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.



WAIT
 1941
 CHICAGO



Katz Radio

Media Code 4 214 1595 1.00 Mid 009874-000
 WAIT Century Broadcasting
 875 N. Michigan Ave., Chicago, IL 60611. Phone 312-440-
 3100.

Send only copy, transcriptions and instructions, airmail/
 special delivery to:
 WAIT Radio, 869 Church Rd., Elmhurst, IL 60126.

PROGRAMMING DESCRIPTION

WAIT: Programmed for adults 35-64. MUSIC: selections from 40's, 50's, & 60's featuring Big Bands & singers. AIR PERSONALITIES. NEWS: at :60; stock market reports at 8:30 & 10:30 am, 12:30, 2:30, 3:30 & 5:30 pm; traffic reports in drivetimes. COMMERCIAL POLICY: up to 12 min per hr. Contact Representative for further details. Rec'd 7/20/83.

1. **PERSONNEL**
 Pres., Century Broadcasting—Howard Grafman.
 Vice-Pres. & Gen'l Mgr.—Al Wilson.
 General Sales Manager—Craig Wilbraham.

2. **REPRESENTATIVES**
 Katz Radio.

3. **FACILITIES**
 5,000 w. days, 1,000 w. nights; 820 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

5. GENERAL ADVERTISING

See coded regulations
 General: 2b, 3a, 3d, 4a, 5.
 Rate Protection: 10g, 11g, 12g, 14g.
 Basic Rates: 22a, 23a.
 Contracts: 45.
 Comb.: Cont. Discounts: 60d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 FM facilities: WLOO (FM).
 Affiliated with Satellite Music Network.
 Sold in combination with WLOO (FM). See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 3/1/82—Rec'd 3/1/82.
 AAA—Mon thru Sat 10 am-3 pm.
 AA—Mon thru Sat 5:30-10 am & 3-8 pm; Sun 7 am-8 pm.
 A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	11	21	30 sec	11	21
AAA	100	80	70	60	85	70
AA	80	70	60	50	70	60
A	60	50	40	30	50	40

Less than full rotation of day/daypart, next higher grid applies. (A)

WBBM



1923
 CHICAGO

CBS Owned

Represented by **CBS RADIO SPOT SALES**

All News - Information



Media Code 4 214 1650 4.00 Mid 009875-000
 CBS owned. Operated by CBS Radio Division.
 Business Office and Studio—, 630 N. McClurg Court,
 Chicago, IL 60611. Phone 312-944-6000.
 Address all programs and advertising copy to Continuity Editor.

PROGRAMMING DESCRIPTION
 WBBM: All news; local & network features. NEWS: full-time reporters for suburbs, City Hall, state capitol, Midwest Stock Exchange & entertainment scene; frequent updates from Computer Traffic Control & Weather Command. SPORTS: at :15 & :45 hrly; play-by-play of Chicago Bears football, NFL Monday night football, Super Bowl, baseball playoffs, World Series & other sporting events. Contact Representative for further details. Rec'd 6/25/84.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Gregg L. Peterson.
 General Sales Manager—Junior Winokur.
 National Sales Manager—Ron Jordan.
 Retail Sales Manager—Linda Muskin.

2. **REPRESENTATIVES**
CBS Radio Spot Sales.
3. **FACILITIES**
50,000 w.; 780 khz. Non-directional Clear channel.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 24b, 24c, 25a, 27, 28b, 28c.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60i, 60j, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBBM-FM
1941
CHICAGO

CBS-FM NATIONAL SALES

nab

RAB

A CBS Station

Media Code 4 214 1651 2.00 Mid 009876-000
CBS-FM Broadcasting, a service of CBS Radio, a division of Columbia Broadcasting Systems, Inc. 630 N. McClurg Court, Chicago, IL 60611. Phone 312-944-6000.
Address all programs and advertising copy to: Director of Business Affairs, WBBM-FM, 630 N. McClurg Court, Chicago, IL 60611.

PROGRAMMING DESCRIPTION

WBBM-FM: Music & PERSONALITIES programmed for young adults & teens. MUSIC: emphasizes today's hits. Contact Representative for further details. Rec'd 5/25/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Brian Pussillano.
General Sales Manager—Dave Plowden.
Local Sales Manager—Nancy Dieterich.
Program Director—Buddy Scott.
2. **REPRESENTATIVES**
CBS/FM National Sales.
3. **FACILITIES**
ERP 6,200 w. (horiz.), 6,200 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a.
Contracts: 41.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBMX-FM
1950
OAK PARK

nab

A Sonderling Station

(This is a paid duplicate of the listing under Chicago Urban Area, Illinois.)

Media Code 4 214 2887 1.00 Mid 009902-000
Sonderling Radio Corp.
408 S. Oak Park Ave., Oak Park, IL 60302. Phone 312-626-1030.

PROGRAMMING DESCRIPTION

WBMX-FM: Programmed for adults. MUSIC: Contemporary black album cuts & singles of soul, blues, jazz, gospel & reggae. NEWS: M-Sat 5:50 am-5:50 pm; UPI city news, traffic & sports. SPECIAL FEATURES: gospel Sun 4:30-8:30 am; public affairs program Sun 8:30 am-noon. COMMERCIAL POLICY: 3 stop sets/hr. Contact Representative for further details. Rec'd 9/21/83.

1. **PERSONNEL**
President—Egmont, Sonderling.
General Manager—Kernie L. Anderson.
Sales Manager—Edwyn Thomas.
2. **REPRESENTATIVES**
Masla Radio.
3. **FACILITIES**
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time and spots only.
5. **GENERAL ADVERTISING See coded regulations**
Rate Protection: 10g.

TIME RATES

Drive & Weekend—Mon thru Fri 5-10 am & 3-8 pm; Sat & Sun 5 am-midnight.
Midday—Mon thru Fri 10 am-3 pm.
Evening—Mon thru Fri 8 pm-midnight.

6. **SPOT ANNOUNCEMENTS**
DRIVE & WEEKEND

GRID:	I				II				III				IV			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Fixed	250	225	200	175	200	175	200	180	180	160	150	140	150	140	130	120
6 ti	240	215	190	165	190	170	155	140	140	125	115	105	115	105	95	85
12 ti	230	210	180	160	180	160	150	140	140	130	120	110	120	110	100	90

MIDDAY

Fixed	230	205	180	160	185	165	145	130
6 ti	220	190	170	155	175	155	140	125
12 ti	210	180	160	150	170	150	130	120

EVENING

Fixed	210	185	160	150	170	150	130	120
6 ti	200	175	155	145	165	145	125	115
12 ti	190	160	150	140	160	140	120	110

(*) Preemptible.

10. **SPECIAL FEATURES**
Features—Applicable fixed position rate plus 25%.

WCFL
1926
CHICAGO

nab

NRBA

Media Code 4 214 1760 1.00 Mid 009877-000
Statewide Broadcasting of Chicago, Inc.
Marina City Comm'l Bldg., 300 N. State St., Chicago, IL 60610. Phone 312-836-1000.
1 min rate 1x: 75.00.

WCLR-FM

WCLR 102 FM

1961
SKOKIE

Torbet Radio

nab

RAB

NRBA

(This is a paid duplicate of the listing under Chicago Urban Area, Illinois.)

Media Code 4 214 2940 8.00 Mid 009905-000
The WCLR Building
8833 Gross Point Rd, Skokie, IL 60077. Phone 312-677-5900.

PROGRAMMING DESCRIPTION

WCLR-FM: Programmed for adults. MUSIC: foreground Adult Contemporary presented by AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/27/85.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Chet Redpath.
Vice-Pres./Sales & Ass't-Sta. Mgr.—Chuck Tweedle.
2. **REPRESENTATIVES**
Torbet Radio, Inc.
3. **FACILITIES**
ERP 4,600 w. (horiz.), 4,600 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,520 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a.
*Rate Protection: 10, 11, 12, 13, 14.
Cancellation: 70c.
(*) 60 days.
Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCRW
1926
CHICAGO

nab

Media Code 4 214 1815 3.00 Mid 009878-000
WCRW, Inc.
Embassy Hotel 2756 Pine Grove Ave., Chicago, IL 60614.
Phone 312-327-6860.
1 min rate 1x: 15.00.

Z-107 FM WZVN radio
achieves high reach of the 25-54
Northwest Indiana Market...
at low CPM!
Fall '84 Birch
219-738-1730

WEDC
1926
CHICAGO

nab

Media Code 4 214 1980 5.00 Mid 009879-000
Foreign Language Broadcasts Inc.
5475 N. Milwaukee Ave., Chicago, IL 60630. Phone 312-631-0700.
1 min rate 1x: 35.00.

WFMT (FM)
1951
CHICAGO

cmbs

concert music broadcast sales, inc.

NRBA

Media Code 4 214 2145 4.00 Mid 009881-000
WFMT Inc.
Three Illinois Center 303 E. Wacker Dr., Chicago, IL 60601. Phone 312-565-5060, 312-565-5000, Toll Free NY: 212-797-1320.

PROGRAMMING DESCRIPTION

WFMT (FM): Fine arts entertainment & news. MUSIC 90%: 95% classical, 5% folk; 25% of music originates from live or taped sources, including 8 symphony orchestras, 6 opera companies, 20 internat'l music festivals. TALK 5%: 50% interviews, discussions; 50% drama, prose, poetry, humor, business, cultural news. NEWS 5%: Ten daily newscasts vary in length. 6-10 am includes frequent time, weather, traffic, news reports. COMMERCIAL POLICY: average 3-4 min per hr, no triple spotting, 15 min protection. Commercial copy adapted for live delivery by station announcers. Contact Representative for further details. Rec'd 9/24/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Raymond Nordstrand.
General Sales Manager—Rich Marschner.
Local Sales Manager—Tony Judge.
2. **REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
3. **FACILITIES**
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,167 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12c, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40a, 41, 44a, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Concert Music Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFYR (FM)

WFYR 103½ FM

1957
CHICAGO

Republic Radio

nab

RAB

Media Code 4 214 2157 9.00 Mid 009882-000
WFYR
130 E. Randolph-Prudential Plaza, Chicago, IL 60601.
Phone 312-861-8100.

PROGRAMMING DESCRIPTION

WFYR (FM): PERSONALITIES present contemporary adult format with emphasis on greatest hits of all time. News & information services. Public affairs & public service programming. On & off air promotions, targeted at adult audience. COMMERCIAL POLICY: 10 min max per hr. Contact Representative for further details. Rec'd 3/24/77.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bernie Kvale.
Program Director—Glen Martin.
2. **REPRESENTATIVES**
Republic Radio Sales, Inc.
3. **FACILITIES**
ERP 4,300 w. (horiz.), 4,300 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,548 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 on net time charges.
5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4c, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 25c.
Contracts: 45.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80.

WROK/WZOK

... Rockford's
Two #1 Leaders

The Rockford market's **DOUBLY HOT**
— with two #1 radio stations that
give Rockford the best in music, in-
formation, personality & fun! Sta-
tions that give you two ways to make
an unbeatable Rockford buy:

WROK

#1 in Adult Contemporary
Sound

#1 AM & PM Drive Times
Adults 25 +, Adults 25-54

#1 Mon-Sun 6am-Midnight
Adults 25 +, Adults 25-54

(ARB Spring '84, Agh, MSA)

In touch with the Rockford Adult Contem-
porary audience, WROK is a winning mixture
of adult music, news & information, top per-
sonalities and exciting promotions.

WZOK

#1 in Contemporary Rock
with Young Adults

#1 AM & PM Drive Times
Adults 18-34

#1 Mon-Sun 6am-Midnight
Adults 18-34

(ARB Spring '84, Agh, MSA, TSA)

WZOK FM captures the listening ears of
Rockford's young adults... keeping them
tuned in with a format of new contemporary
music and favorite gold presented by upbeat
air personalities... highlighted by innova-
tive contests, giveaways and special appear-
ances.

Double Your Reach in Rockford
with Two #1 Buys

97 WZOK
WROK 1440

(815-399-2233)

Represented by

M/GAVREN GUILD

continued

ILLINOIS

Chicago—cont

WFYR (FM)—cont
TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGCI

1924
CHICAGO

Gannett Broadcasting
Group



Media Code 4 214 2167 8.00
Globe Broadcasting Co.
6 N. Michigan Ave., Chicago, IL 60602. Phone 312-984-1400.

Mid 009899-000

PROGRAMMING DESCRIPTION

WGCI: Target black adults 25-54 & 35-64. MUSIC: Black Adult Contemporary. NEWS: incl sports, traffic & weather. FEATURES: pm talk show, Late Late Show; Sun: religious programming; extensive community involvement with special promotional events & on-air features. Contact Representative for further details. Rec'd 11/17/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Marv Dyson.
Vice-President/Sales—Maynard Grossman.
Vice-Pres. & Gen'l Sls Mgr.—Abe Thompson, Jr.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.; 1390 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Sheridan Broadcasting Network.
Affiliated with McGavren-Guild Radio Network.
Sold in combination with FM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 5.00 from FM/AM combination.

WGCI-FM
WGCI-FM
107.5 FM
1965
CHICAGO



Media Code 4 214 2178 5.00
Globe Broadcasting Co.
6 N. Michigan Ave., Chicago, IL 60602. Phone 312-984-1450.

Mid 009883-000

PROGRAMMING DESCRIPTION

WGCI-FM: Target audience 18-49. MUSIC: Urban Contemporary w/AIR PERSONALITIES. NEWS: incl sports, traffic & weather. FEATURES: special promotions with extensive client participation. Contact Representative for further details. Rec'd 4/5/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Marv Dyson.
Vice-President/Sales—Maynard Grossman.
Vice-Pres. & Gen'l Sales Mgr.—Abe Thompson, Jr.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

ERP 33,000 w. (horiz.), 33,000 w. (vert.); 107.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

FM/AM COMBINATION

Eff—Rec'd 9/4/84.

AAA—Mon thru Fri 5:20-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat 5:20-10 am; Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-2 am.

6. SPOT ANNOUNCEMENTS

1 min	AAA	AA	A	B
30 sec	350	315	275	200
	280	252	220	160

10 sec: 60% of applicable rate.

FM only: Deduct 5.00 from FM/AM combination.



WGN

1922
CHICAGO



Christal Radio



Media Code 4 214 2200 7.00
WGN Continental Broadcasting Co.
2501 Bradley Place, Chicago, IL 60618. Phone 312-528-2311, TWX, 910-221-1924.

Mid 009884-000

PROGRAMMING DESCRIPTION

WGN: Programming to adult interest with sports for mass. MUSIC: MOR featuring personalities—sports, 5:30-10 am music, service, contests, audience phone, traffic/w/ reports. 10 am-noon music interviews. Noon-1:05 pm farm news, markets, weather. 1:05-2 pm music, occasional interviews. 2-6:30 pm audience phone talk, humor, music, traffic/w/ reports, service. 6:30-7 pm sports talk & interviews, traffic/w/ reports. 7-11 pm interviews, audience phone. 11 pm-5 am phone talk, music, service features, interviews. 5:05-5:30 am farm news. SPORTS: major league baseball, college football & basketball. Features: 16 traffic/w/ reports, weather talk program with telephone audience participation, early morning farm, business reports. NEWS: 5-10 min hrly with all services & UPI audio. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

Pres. & Chief Exec. Off.—James C. Dowdle.
Vice-Pres. & Sta. Mgr.—Wayne R. Vriesman.
General Sales Manager—Kelly C. Seaton.
National Sales Manager—Michael C. Hillstrom.
Local Sales Manager—Robert Sparr.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w.; 720 khz. Non-directional. Clear channel.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 on or before due date.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 23b, 26, 27, 28c, 29a, 30.
Contracts: 40b, 41, 42a, 42c, 43, 44b, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60c, 60e, 61b.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

(*) All programs subject to continuing approval.
(†) Political: Regular rates apply prior to 45 days for a primary and 60 days for a general election when lowest unit rate applies. Payment in advance. Time and facilities sold on the basis of conformity with station policies, the Communications Act and government rules and regulations.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

WIND

WIND TALKRADIO 56



Westinghouse Broadcasting and Cable, Inc.



BLAIR RAR INC.



Media Code 4 214 2255 1.00
Westinghouse Broadcasting and Cable, Inc.
625 N. Michigan Ave., Chicago, IL 60611. Phone 312-751-5560, TWX, 910-222-0737.

Mid 009885-000

NOTE: Address all advertising copy and transcription to continuity editor.

PROGRAMMING DESCRIPTION

WIND: Talk format. NEWS: AM drive news block 5:00-5:30 am; news/telephone talk, 24 hrs ea day. SPORTS: play-by-play pro hockey, pro basketball & Notre Dame football-NFL game of the week. Contact Representative for further details. Rec'd 10/10/84.

1. PERSONNEL

Vice-Pres., Gen'l & Gen'l Sales Mgr.—Jan Hrubic-Shay.
National Sales Manager—Judi Staples.
Program Manager—Ed Curran.

2. REPRESENTATIVES

Blair/RAR, Inc.

3. FACILITIES

5,000 w.; 560 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10e, 11e, 12e, 13e, 16.
Basic Rates: 29a.
Contracts: 40c, 48.
Cancellation: 73a.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with MBS.
Announcement schedules accepted by station subject to change within same rate classification.

Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast. Firm contracts, for program periods of 13 weeks or more, may be accepted 60 days in advance of initial broadcast; otherwise, 30 days.
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will be binding on station.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act, with the Federal Communications Commission rules and regulations pertaining to political broadcasting, and the Federal Election Campaign Act of 1971, and to all other pertinent statutes, rules, and regulations, both Federal and State. Station reserves the right to limit the number of spots which it will sell in any one class to candidates and to determine the political contests for which it will accept spot schedules.

TIME RATES

Eff—Rec'd 8/21/84.

AAA—5:30-10 am.

AA—3-7 pm.

A—10-3 pm.

6. SPOT ANNOUNCEMENTS

1 min	AAA	AA	A
30 sec; 80% of 1-min.	200	125	85

10. SPECIAL FEATURES

Sponsorships: Extra 20%.

WJJD



1924
CHICAGO

MAJOR MARKET RADIO SALES



An Infinity Broadcasting Station
Media Code 4 214 2310 4.00
Infinity Broadcasting Corp. of Illinois
180 N. Michigan Ave., Chicago, IL 60601. Phone 312-977-1800.

Mid 009887-000

PROGRAMMING DESCRIPTION

WJJD: Music and personalities for adults featuring hits from 40's to today. Includes traffic reports, news, weather and contests. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Harvey A. Pearlman.
Program Director—Jay Miller.
General Sales Manager—Lois Gredell.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 1160 khz. Directional—pattern day and night.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 29a.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WJMK (FM).
Affiliated with RKO TVC.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.



The Greatest Hits of All Time!

WJMK (FM)

1953
CHICAGO



MAJOR MARKET RADIO SALES



An Infinity Broadcasting Station

Media Code 4 214 2328 6.00
Infinity Broadcasting Corp. of Illinois
180 N. Michigan Ave., Chicago, IL 60601. Phone 312-977-1800.

Mid 009886-000

PROGRAMMING DESCRIPTION

WJMK (FM): MUSIC: Solid Gold Hits of the 50's, 60's & 70's presented by air personalities. News, weather, traffic reports & contests. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Harvey A. Pearlman.
Program Director—Gary Price.
General Sales Manager—Lois Gredell.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 18,500 w. (horiz.), 18,500 w. (vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 29a.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WJJD.
Affiliated with RKO TVC.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WJPC

1922
CHICAGO

Black



Media Code 4 214 2347 6.00
Johnson Communications, Inc.
820 S. Michigan Ave., Chicago, IL 60605. Phone 312-322-9400.

Mid 009888-000

PROGRAMMING DESCRIPTION

WJPC: MUSIC: Black contemporary. Black PERSONALITIES: Contests, promotions, public service announcements. Sat music, public service 10-11 am; Sun 6-10 am religious & talk, jazz music program 10 am-noon. FEATURES: Commentary 2x/da. NEWS: 3 min local at :50, network at :53. Rec'd 6/30/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Charles Mootry.
General Sales Manager—Gregory Brown.
Program Director—Sonny Taylor.

3. FACILITIES

1,000 w. days, 5,000 w. nights; 950 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40c.
Cancellation: 70e.

TIME RATES

No. 12 Eff 12/1/82—Rec'd 12/8/82.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA			
	1 wk	13 wk	26-52	sec
1 min	125	103	98	114
30 sec	119	98	114	94
18 ti	114	94	108	90
CLASS AA				
1 min	97	81	93	76
30 sec	93	76	89	73
18 ti	89	73	84	70

10. SPECIAL FEATURES

NEWS: 1 min 30 sec NEWS: 1 min 30 sec
AAA 155 135 AA 140 120
Incl open & close.

WKQX (FM)

1948
CHICAGO

An NBC Owned Station

EASTMAN RADIO, INC.

Adult Contemporary

Media Code 4 214 2366 5.00 Mid 009889-000
National Broadcasting Co.
Merchandise Mart, Chicago, IL 60654. Phone 312-861-7979, TWX, 910-221-0205.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—G. Michael Donovan.
Program Director—Dan O'Toole.
General Sales Manager—W. Michael Fowler.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 6,000 w. (horiz.), 6,000 w. (vert.). 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 13a, 14e, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24c, 25a, 27, 30, 33b.
Contracts: 40b, 42a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellations: 70a, 70d, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WMAQ.
Affiliated with Eastman Radio Network.
Affiliated with NBC-The Source.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13 Eff 10/22/84—Rec'd 2/4/85.

AAAA—Mon thru Fri 5-10 am.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 8 pm-1 am; Sat & Sun 6-10 am.
A—Mon thru Fri 1-5 am; Sat & Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAAA				
	I	II	III	IV	V
1 min	450	400	350	325	305
30 sec	360	320	280	260	244
CLASS AAA					
1 min	300	250	210	190	170
30 sec	240	200	168	152	136
CLASS AA					
1 min	175	135	105	90	75
30 sec	140	108	84	72	60
CLASS A					
1 min	75	65	55	45	35
30 sec	60	52	44	36	28

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

WLAK (FM)

1969
CHICAGO

Christal Radio

Love Songs

nab

RAB

A Viacom Station

Media Code 4 214 2385 6.00 Mid 009890-000
WLAK FM 94
400 N. Michigan Ave., Suite 1200, Chicago, IL 60611.
Phone 312-329-9002.
Send all copy & copy instructions to WLAK (FM),
Sears Tower, 233 S. Wacker Dr., Suite 9020, Chicago, IL 60606. Phone 312-876-0737.

PROGRAMMING DESCRIPTION

WLAK (FM): Programming targets adults 25-54. MUSIC: pop adult hits from the 60's and 70's combined with today's adult contemporary music. Hosted by live personalities. COMMERCIAL POLICY: maximum 10 units per hour. Contact Representative for further details. Rec'd 9/8/83.

1. PERSONNEL

General Manager—Michael Murphy.
General Sales Manager—Larry Lemanski.
National Sales Manager—Patrick Joyce.
Program Director—Mark McCoy.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 4,600 w. (horiz.), 4,600 w. (vert.); 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,581 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only, payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3c, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Announcements missed due to late copy arrival from the agency or its agent will be billed as ordered. Makegoods will run on an ROS basis over the ordered flight, with station endeavoring to run spots in comparable time periods.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLOO (FM)

FM 100.

1947
CHICAGO

Katz Radio

Media Code 4 214 2402 9.00 Mid 009891-000
Century Broadcasting Corp.
875 N. Michigan Ave., Chicago, IL 60611. Phone 312-440-3100.

PROGRAMMING DESCRIPTION

WLOO (FM): Programmed for adults, emphasis 25-54. MUSIC: Continuous segments of today's beautiful music, combining current selections with new arrangements of all time standards. Up to 54 min of music with 4 intermissions any hr. NEWS: 15 reports daily with weather, time, sports, & news bulletins. COMMERCIAL POLICY: up to 8 units per hour. Contact Representative for further details. Rec'd 8/27/81.

1. PERSONNEL

Pres., Century Broadcasting—Howard Grafman.
Vice-Pres. & Exec. Mgr.—Harvey Wittenberg.
General Sales Manager—Craig Wilbraham.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 6,200 w. (horiz.), 6,200 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,167 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 15g.
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.; Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WAIT.

TIME RATES

NATIONAL AND LOCAL RATES SAME

WLOO (FM)/WAIT COMBINATION

No. 31 Eff 12/1/83—Rec'd 4/18/84.

AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 5:30-10 am & 3-8 pm; Sun 7 am-8 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	I	II	III	IV	I	II	III	IV
AAA	350	325	295	280	315	295	265	250
AA	325	290	275	260	295	260	250	235
A	160	140	120	100	145	125	110	90

Less than full rotation of day/daypart moves to next highest Grid than one prevailing.

WLOO (FM) only: Deduct 5.00 from WLOO (FM)/WAIT combination.

WLS

WLS

1924
CHICAGO

abc AN ABC OWNED RADIO STATION

BLAIR RADIO

nab

RAB

Media Code 4 214 2420 1.00 Mid 009892-000
American Broadcasting Co. A division of American Broadcasting Companies Inc.
360 N. Michigan Ave., Chicago, IL 60601. Phone 312-984-5308.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jeff E. Trumper.
General Sales Manager—Simon T.
National Sales Manager—Jack R. Johnson, Jr.
Local Sales Manager—Linda Lay.

2. REPRESENTATIVES

Blair Radio.
Canada—Tel-Capital/Unicom Ltd.

3. FACILITIES

50,000 w.; 890 khz. Non-directional. Clear channel.
Operating Schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast Mon thru Fri 5:30-10 am & 7-11 pm. For non-simulcast facilities see WLS-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

AM/FM COMBINATION

Eff—Rec'd 10/24/84.

AAAA—Mon thru Fri 5-10 am.
AAA—Mon thru Sat 2:30-8 pm.
AA—Mon thru Fri 10 am-2:30 pm; 5:30 am Sat-1 am Sun; Sun 7 am-10 pm.
A—Mon thru Fri 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	(*) AA A			1 MIN:	(*) AA A		
	I	II	III		I	II	III
I	630	405	290	IV	540	340	230
II	600	380	270	V	510	315	210
III	570	365	250				

30 sec: 90% of 1-min.
10 sec: 60% of 1-min.
(*) AAAA/AAA.

AM only: Rates have been temporarily withdrawn by station.

WLS-FM

WLS

1946
CHICAGO

abc AN ABC OWNED RADIO STATION

BLAIR RADIO

nab

RAB

Media Code 4 214 2421 9.00 Mid 009893-000
American Broadcasting Co. Inc. A division of American Broadcasting Companies Inc.
360 N. Michigan Ave., Chicago, IL 60601. Phone 312-984-0890.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John R. Gehron.
General Sales Manager—Craig B. McKee.
National Sales Manager—Jack R. Johnson, Jr.

2. REPRESENTATIVES

Blair Radio.
Canada—Tele-Capital/Unicom Ltd.

3. FACILITIES

ERP 6,200 w. (horiz.), 6,200 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Fri 10 am-8 pm & 1-5 am. For simulcast facilities see WLS.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3c, 3d.
Rate Protection: 11h, 12h, 14h.
Contracts: 40a.
Cancellation: 71a.
Affiliated ABC Rock Radio Network.

TIME RATES

AM/FM COMBINATION

Eff—Rec'd 10/24/84.

AAAA—Mon thru Fri 5-10 am.
AAA—Mon thru Sat 2:30-8 pm.
AA—Mon thru Fri 10 am-2:30 pm; 5:30 am Sat-1 am Sun (excluding 2:30-7 pm Sat); Sun 7 am-10 pm Sun.
A—Mon thru Fri 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	(*) AA A				GRID:	(*) AA A			
	I	II	III	IV		I	II	III	IV
I	630	405	290	IV	540	340	230		
II	600	380	270	V	510	315	210		
III	570	365	250						

30 sec: 90% of 1-min.
10 sec: 60% of 1-min.
(*) AAAA/AAA.

FM only: Rates have been temporarily withdrawn by station.

WLUP (FM)

the Loop FM 98

1942
CHICAGO

MAJOR MARKET RADIO SALES

nab

NRBA

Media Code 4 214 2475 5.00 Mid 009894-000
H & W Communications, dba Hefel Broadcasting Co.
875 N. Michigan Ave., Chicago, IL 60611. Phone 312-440-5270.

PROGRAMMING DESCRIPTION

WLUP (FM): Programmed for 18-44 demographic. MUSIC: Adult/Personality Rock & Roll hits. NEWS/SPORTS: plus traffic in drive. Contact Representative for further details. Rec'd 4/12/84.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—James E. deCastro.
Station Manager—John I. Coulter.
General Sales Manager—Kathy Stinehour.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 6,000 w. (horiz.), 6,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5.
Rate Protection: 10g, 12g.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMAQ

1922
CHICAGO

EASTMAN RADIO, INC.

NBC Radio Network

Country Music

NAIFB

nab

RAB

Media Code 4 214 2530 7.00 Mid 009895-000
National Broadcasting Co. Inc.
Merchandise Mart, Chicago, IL 60654. Phone 312-861-5555, TWX, 312-222-0207.

PROGRAMMING DESCRIPTION

WMAQ: Features AIR PERSONALITIES w/variety of talk programs. NEWS: NBC hrly; local; weather & traffic; farm & health reports; public affairs Sun 9-10 10 pm & 11:30 pm-12M incl Chicago News Conference & Law & Controversy. SPORTS: reports; Chet Coppock w/sports

continued

ILLINOIS

Chicago—cont

WMAQ—cont

authorities, guests & call-ins M-F 6-7 pm. FEATURES: all night truckers show w/road reports M-F. RELIGIOUS: Sun 6-9:15 am & 10-11:30 pm. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—B. Thomas Hoyt.
Program Manager—Bill Gamble.
Sales Manager—Jeff Chardell.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w.; 670 khz. Non-directional. Clear channel. Operating schedule: 24 hours Daily. CST.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24c, 25a, 27, 30, 33b.
Contracts: 40b, 42a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellations: 70a, 70d, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WKOX (FM).
Affiliated with Eastman Radio Network.
Affiliated with NBC Radio Network.

TIME RATES

No. 40 Eff 6/1/84—Rec'd 5/15/84.
AAAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 5-10 am & 3-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 10 am-8 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA A	AAA	AA A
I	340	250 220 180	272	200 176 144
II	310	230 200 150	248	184 160 128
III	280	210 180 140	224	168 144 112
IV	250	190 160 120	200	152 128 96
V	220	170 140 100	176	136 112 80

ROS, BTA: 1-min 150.00; 30-sec 120.00.

7. PACKAGE PLANS

8 ti	WEEKEND ROTATOR—FRI 3 PM-MON 8 PM	
	1 min 30 sec	1200 960

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data

WMMET 95.5 FM ADULT CONTEMPORARY

WMMET (FM)

1959
CHICAGO



A Doubleday Station



Media Code 4 214 2557 0.00 Mid 009896-000
Doubleday Broadcasting Co., Inc.
444 N. Michigan Ave., Chicago, IL 60611. Phone 312-645-9550.

PROGRAMMING DESCRIPTION

WMMET (FM): Programmed for adults. MUSIC: Mass Appeal presented by AIR PERSONALITIES. NEWS: Staff emphasizing local coverage & heavy commuting involvement. COMMERCIAL POLICY: 12 units per hr; aggressive promotion policy. Contact Representative for further details. Rec'd 1/21/85.

- PERSONNEL**
President—Gary Stevens.
Vice-Pres. & Gen'l Mgr.—Robert D. Gould.
General Sales Manager—Kevin Driscoll.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 95.5 mhz. Stereo. Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WNIB (FM)

1955
CHICAGO

Classical Music



Media Code 4 214 2585 1.00 Mid 009897-000
Northern Illinois Broadcasting Co. Inc.
1140 W. Erie St., Chicago, IL 60622. Phone 312-633-9700.

PROGRAMMING DESCRIPTION

WNIB (FM): MUSIC: Classical with emphasis on familiar. COMMERCIAL POLICY: max 8 minutes per hr. Rec'd 7/27/83.

- PERSONNEL**
Manager—Sonia Florian.
Sales Manager—Steve Adler.
Program Director—Ron Ray.
- FACILITIES**
ERP 8,400 w.; 97.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,196 ft. above average terrain.
Partial simulcast operation. Operated separately 11 pm-6 am. For simulcast facilities see WNIZ-FM, Zion IL.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 46, 47e, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 9/15/84—Rec'd 8/24/84.

- SPOT ANNOUNCEMENTS**
1 min 12 ti 18 ti 24 ti
30 sec: 80% of 1-min. 85 75 65

WOJO (FM)

1946
EVANSTON

Spanish: Espanol



(This is a paid duplicate of the listing under Chicago Urban Area, Illinois).
Media Code 4 214 3272 5.00 Mid 009910-000
Broadcast Communications Inc.
2425 Main St., Evanston, IL 60202. Phone 312-273-4010.
Sales & Marketing:
Phone 312-280-1550.

PROGRAMMING DESCRIPTION

WOJO (FM): Programmed 100% Spanish; entertainment; PERSONALITY DJs. NEWS: 6 am, noon, 4:30; reports at :55; hrly headlines at :30; weather, sports, traffic & features. MUSIC: various styles of Spanish music from around the world; featured artists & Top 40. SPORTS: major league baseball; playoffs & World Series; soccer reports from Mexico w/Alvaro Rico. FEATURES: live remotes involving Hispanic community; local, nat'l & internat'l sports & concerts live via satellite; parades; public affairs incl programs on legal issues, political debates, consumer & employment information. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
President—Jane D. Hall.
Executive Vice-President—James L. Hall.
Vice-Pres & Gen'l Mgr.—Athena Sofios.
Director of Broadcasting—Jorge Infante.
General Sales Manager—Maura Donohue.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
ERP 6,200 w.; 105.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Prod. Services: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 8 Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sun 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7-11 pm.
B—Mon thru Sun 11 pm-5 am.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	AAA	AA A	AAA	AA A
6 ti	90	76 55 24	70	60 44 19
12 ti	87	74 53 21	68	58 42 17
18 ti	84	72 51 19	65	56 40 15
24 ti	81	70 49	63	54 37
30 ti	79	68 45	61	50 33

7. PACKAGE PLANS

PER WK:	TAP ROTATING—1/3AAA, 1/3AA, 1/3A			
	6 ti	12 ti	18 ti	24 ti
1 min	74	72	70	66
30 sec	58	55	52	48

(D)

WSBC

1925
CHICAGO



Media Code 4 214 2695 8.00 Mid 009898-000
WSBC Broadcasting Co., Inc.
4949 W. Belmont Ave., Chicago, IL 60641. Phone 312-777-1700.

PROGRAMMING DESCRIPTION

WSBC: Programmed for foreign and black audience. Per wk Spanish 33 1/2 hrs; Polish 10-1/2; Hindi-Pak 1-1/2; Ukrainian 1 1/2; Japanese 1; Black Gospel 6; Public Affairs 2. NEWS: UPI. Rec'd 12/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Daniel R. Lee.
Program/General Sls. Mgr.—Roy J. Bellavia.
Chief Engineer—H.C. Williams.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WXRT (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 11/30/73.

- SPOT ANNOUNCEMENTS**
AA—6 am-10 pm.
A—11 pm-midnight.
- | PER WK: | 1 ti 20 ti 40+ | | 1 ti 20 ti 40+ | |
|---------|----------------|--------|----------------|--------|
| | 1 min | 30 sec | 1 min | 30 sec |
| 1 min | 26 | 24 | 22 | 18 |
| 30 sec | 80% of 1-min. | 72 | 22 | 18 |
| 10 sec | 50% of 1-min. | | | |

WUSN (FM)

1940
CHICAGO

Media Code 4 214 2728 7.00 Mid 009880-000
First Media of Ill.
875 N. Michigan Ave., Chicago, IL 60611. Phone 312-649-0099.

PROGRAMMING DESCRIPTION

WUSN (FM): Programmed for adults 18-49. MUSIC: Country, Contemporary. Contact Representative for further details. Rec'd 12/29/82.

- PERSONNEL**
General Manager—Drew M. Horowitz.
General Sales Manager—John J. Martin.
Program Director—Lee Logan.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 6,000 w. (horiz.); 6,000 w. (vert.); 99.5 mhz. Stereo. Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 27, 29a.
Contracts: 40a, 41, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62a.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WXRT (FM)

1959
CHICAGO

Media Code 4 214 2805 3.00 Mid 009900-000
WSBC Broadcasting Co. Inc.
4949 W. Belmont Ave., Chicago, IL 60641. Phone 312-777-1700.

PROGRAMMING DESCRIPTION

WXRT (FM): Adult rock. Contact Representative for further details. Rec'd 2/3/84.

- PERSONNEL**
General Manager—Seth Mason.
National Sales Manager—Vance Harrison, Jr.
Local Sales Manager—Harvey Wells.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 6,700 w. (horiz.), 6,710 w. (vert.); 93.1 mhz. Stereo. Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 73a.
AM facilities: WSBC.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Chicago Urban Area

WAGO (FM)

1947
ELMWOOD PARK



Media Code 4 214 2832 7.00 Mid 009917-000
WAGO-FM, Inc., a subsidiary of Cox Communications, Inc.
150 N. Michigan Ave., Suite 1040, Chicago, IL 60601.
Phone 312-781-7300.

PROGRAMMING DESCRIPTION

WAGO (FM): Programmed for adults 18-49. MUSIC: Contemporary. Contact Representative for further details. Rec'd 12/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Marc W. Morgan.
General Sales Manager—Michael G. Disney.
Program Director—Jan Jefferies.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 4,200 w. (horiz.), 4,200 w. (vert.); 105.9 mhz. Stereo. Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,575 ft. above average terrain.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7, 8.
Rate Protection: 10c, 11c, 12, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c.
Cancellation: 70e, 71a, 72, 73a, 73b.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WBEE

1955
HARVEY

Media Code 4 214 2860 8.00 Mid 009901-000
Rollins Broadcasting Inc.
35 E. Wacker Dr. Suite 2390, Chicago, IL 60601. Phone 312-726-6842.
Studio: 15700 Campbell, Harvey, IL 60426.
Rates have been temporarily withdrawn by station.

WBMX

1950
OAK PARK



A Sonderling Station
Media Code 4 214 2873 1.00 Mid 009912-000
Sonderling Radio Corp.
408 S. Oak Park Ave., Oak Park, IL 60302. Phone 312-848-5760, Chicago, 312-378-4653.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 40.00.

WBMX-FM

1950
OAK PARK



A Sonderling Station
Media Code 4 214 2887 1.00 Mid 009902-000
Sonderling Radio Corp.
408 S. Oak Park Ave., Oak Park, IL 60302. Phone 312-626-1030.

PROGRAMMING DESCRIPTION

WBMX-FM: Programmed for adults. MUSIC: Contemporary black album cuts & singles of soul, blues, jazz, gospel & reggae. NEWS: M-Sat 5:50 am-5:50 pm; UPI, city news, traffic & sports. SPECIAL FEATURES: gospel Sun 4:30-8:30 am; public affairs program Sun 8:30 am-noon. COMMERCIAL POLICY: 3 stop sets/hr. Contact Representative for further details. Rec'd 9/21/83.

- PERSONNEL**
President—Egmont, Sonderling.
General Manager—Kernie L. Anderson.
Sales Manager—Edwyn Thomas.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mhz. Stereo. Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and spots only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10g.

TIME RATES

Eff—Rec'd 5/21/84.
Drive & Weekend—Mon thru Fri 5-10 am & 3-8 pm; Sat & Sun 5 am-midnight.
Midday—Mon thru Fri 10 am-3 pm.
Evening—Mon thru Fri 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

DRIVE & WEEKEND

GRID:	1 min				30 sec			
	I	II	III	*IV	I	II	III	*IV
Fixed	250	225	200	175	200	180	160	150
6 ti	240	215	190	165	190	170	155	145
12 ti	230	210	180	160	180	160	150	140

MIDDAY

Fixed	230	205	180	160	185	165	145	130
6 ti	220	190	170	155	175	155	140	125
12 ti	210	180	160	150	170	150	130	120

EVENING

Fixed	210	185	160	150	170	150	130	120
6 ti	200	175	155	145	165	145	125	115
12 ti	190	160	150	140	160	140	120	110

(* Preemptible.

10. SPECIAL FEATURES

Features—Applicable fixed position rate plus 25%.

(D)

WCEV
1979
CICERO

Ethnic
nab

Media Code 4 214 2901 0.00 Mid 009903-000
Migala Communications Corp.
5356 W. Belmont Ave., Chicago, IL 60641. Phone 312-282-6700.
Cicero Office, 5341 W. Cermak Rd, Cicero, IL 60650.
Phone 312-652-8300.

PROGRAMMING DESCRIPTION

WCEV: Programmed for ethnic Americans; programs in English, Polish, Italian, Spanish, Ukrainian, Lithuanian, Czechoslovakian, Croatian, Serbian & Insh; English & ethnic-language music 70%; 50% MOR, 40% folk, 10% classical & light classical; interview & tele/talk shows in English & other languages. NEWS: AP wire; 5-min local, nat'l & internat'l at :60 in English; area news 2x/daily; daily news in ethnic languages; editorials daily. COMMERCIAL POLICY: 16-min max per hr. Contact Representative for further details. Rec'd 7/25/84.

1. PERSONNEL

Vice-Pres. & Prog. Dir.—Lucyna Migala.
Vice-Pres. & Bus. Mgr.—Diana Maria Migala.
General Sales Manager—Herman Rowe.

3. FACILITIES

1,000 w.; 1450 khz. Non-directional.
Operating schedule: 1-10 pm. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 21a, 22b, 24c, 28c, 29a.
Contracts: 40c, 41, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62d.
Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 1/15/82—Rec'd 1/14/82.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24+
1 min	38	36	34	32
30 sec	34	32	30	28

WCGO

1959
CHICAGO HEIGHTS

nab

Media Code 4 214 2915 0.00 Mid 009904-000
South Cook Broadcasting Inc.
3313 Chicago Rd., Chicago Heights, IL 60411. Phone 312-756-6100.
1 min rate 1x: 22.00.

WCLR-FM

WCLR 102 FM

1961
SKOKIE

T

Torbet Radio

nab

RAB

NRBA

Media Code 4 214 2940 8.00 Mid 009905-000
The WCLR Building
8833 Gross Point Rd, Skokie, IL 60077. Phone 312-677-5900.

PROGRAMMING DESCRIPTION

WCLR-FM: Programmed for adults. MUSIC: foreground Adult Contemporary presented by AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/27/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Chet Redpath.
Vice-Pres./Sales & Ass't-Sta. Mgr.—Chuck Tweedle.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 4,600 w. (horiz.), 4,600 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,520 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a.
*Rate Protection: 10, 11, 12, 13, 14.
Cancellation: 70c.
(* 60 days.

Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D)

WEAW

1947
EVANSTON

Media Code 4 214 2975 4.00 Mid 030972-000
Forus Communicatious of Illinois, Inc.
4320 Dundee Rd., Northbrook, IL 60062. Phone 312-498-3350.
Mailing Address: 311 112th Ave NE, St. Petersburg, FL 33702.
Rates have been temporarily withdrawn by station.

WEFF

1963
HIGHLAND PARK

Media Code 4 214 3011 7.00 Mid 009906-000
Winston AM Radio, Inc.
210 Skokie Valley Hwy., Highland Park, IL 60035. Phone 312-831-5440.
1 min rate 1x: 18.00.

WIVS

1965
CRYSTAL LAKE

Media Code 4 214 3052 4.00 Mid 009924-000
See listing under city of license.

WJOB

1928
HAMMOND, IN

Media Code 4 214 3016 0.00 Mid 010136-000
See listing under city of license.

WKDC

1974
ELMHURST

Media Code 4 214 3052 1.00 Mid 009907-000
DuPage Broadcasting, Inc.
130 N. York, Elmhurst, IL 60126. Phone 312-530-1530.
1 min rate 1x: 18.00.

WKRS

1949
WAUKEGAN

Media Code 4 214 3052 1.00 Mid 010067-000
See listing under city of license.

WLNR (FM)

1958
LANSING

RAB

Media Code 4 214 3135 4.00 Mid 009908-000
Illiana FM Broadcasters Inc.
2915 Bernice Rd., Lansing, IL 60438. Phone 312-895-1400.
1 min rate 1x: 26.00.

WLTH

1952
GARY, IN

Media Code 4 214 3129 0.00 Mid 010129-000
See listing under city of license.

WMPP

1963
CHICAGO HEIGHTS

nab

Media Code 4 214 3190 8.00 Mid 009909-000
JANA Broadcasting Co. Inc.
1000 Lincoln Hwy., East Chicago Heights, IL 60411.
Phone 312-758-8200.
1 min rate 1x: 22.00.

WOJO (FM)

1946
EVANSTON

CABALLERO
SPANISH RADIO

Spanish: Espanol

nab

Media Code 4 214 3272 5.00 Mid 009910-000
Broadcast Communications Inc.
2425 Main St., Evanston, IL 60202. Phone 312-273-4010.
Sales & Marketing:
Phone 312-280-1550.

PROGRAMMING DESCRIPTION

WOJO (FM): Programmed 100% Spanish; entertainment; PERSONALITY DJs. NEWS: 6 am, noon, 4:30; reports at :55; hiry headlines at :30; weather, sports, traffic & features. MUSIC: various styles of Spanish music from around the world; featured artists & Top 40. SPORTS: major league baseball, playoffs & World Series; soccer reports from Mexico w/Alvaro Rico. FEATURES: live remotes involving Hispanic community; local, nat'l & internat'l sports & concerts live via satellite; parades; public affairs incl programs on legal issues, political debates, consumer & employment information. Contact Representative for further details. Rec'd 10/24/84.

1. PERSONNEL

President—Jane D. Hall.
Executive Vice-President—James L. Hall.
Vice-Pres & Gen'l Mgr—Athena Sofios.
Director of Broadcasting—Jorge Infante.
General Sales Manager—Maura Donohue.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

ERP 6,200 w.; 105.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Prod. Services: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 8 Eff 9/1/84—Rec'd 8/24/84.

AAA—Mon thru Sun 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7-11 pm.
B—Mon thru Sun 11 pm-5 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
6 ti	90	76	55	24	70	60
12 ti	87	74	53	21	68	58
18 ti	84	72	51	19	65	56
24 ti	81	70	49	...	63	54
30 ti	79	68	45	...	61	50

7. PACKAGE PLANS

TAP ROTATING—1/3AAA, 1/3AA, 1/3A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 74 72 70 66 62
30 sec 58 55 52 48 44

(D)

WONX

1946
EVANSTON

nab

Media Code 4 214 3313 7.00 Mid 009911-000
Kovas Communications
2100 Lee St., Evanston, IL 60202. Phone 312-475-1590.
1 min rate 1x: 20.00.

WSEX (FM)

1960
ARLINGTON HEIGHTS

Media Code 4 214 3547 0.00 Mid 009915-000
DPPI Corp.
120 W. University Dr., Arlington Heights, IL 60004. Phone 312-255-5800.
1 min rate 1x: 30.00.

WTAQ

1950
LA GRANGE

nab

Media Code 4 214 3520 7.00 Mid 009913-000
WTAQ, Inc.
9355 W. Joliet Rd., La Grange, IL 60525. Phone 312-352-1300.
1 min rate 1x: 15.00.

WTAS (FM)

1964
CRETE

nab

Media Code 4 214 3575 1.00 Mid 009914-000
South Cook Broadcasting Inc.
3313 Chicago Rd., Chicago Heights, IL 60411. Phone 312-756-6100.
1 min rate 1x: 18.90.

WVON

1979
CICERO

Media Code 4 214 3609 8.00 Mid 009919-000
Midway Broadcasting Corp.
3350 S. Kedzie Ave., Chicago, IL 60623. Phone 312-247-6200.

PROGRAMMING DESCRIPTION

WVON: Programmed for black adult audience. MUSIC: 70% blues, also contemporary & gospel music M-Sat 5-6 am. NEWS: AP & local wire services. Wkly programs on law enforcement community problems, consumer reports & religion. Telephone audience participations program M-F 10 pm-12M. COMMERCIAL POLICY: up to 12 units per hr. Contact Representative for further details. Rec'd 9/5/84.

1. PERSONNEL

Gen'l & Gen'l Sls. Mgr—Wesley W. South.
Operations Manager—Pervis Spann.

2. REPRESENTATIVES

R. A. Lazar & Company.

3. FACILITIES

1,000 w.; 1450 khz. Non-directional.
Operating schedule: 10-11 pm. CST.

4. AGENCY COMMISSION

15%; end of broadcast month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20a, 21b, 22a, 22b, 23b, 26, 27, 28c, 29a, 30.
Contracts: 40b, 41, 44b, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60c, 60e, 61b.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 1 Eff 8/1/79—Rec'd 5/8/80.

AAA—Mon thru Sat 5:30-9 am.
AA—Mon thru Sat 9 am-1 pm; Sat 8:30 pm-midnight & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA			
	1 wk	14 wk	27 wk	40-52
6 ti	60.00	57.50	55.75	54.00
12 ti	57.50	55.75	54.00	52.00
18 ti	55.75	54.00	52.00	50.25
24 ti	54.00	52.00	50.25	48.75
36 ti	52.00	50.25	48.75	47.00
PER WK:	30 sec			
1 wk	14 wk	27 wk	40-52	
6 ti	51.00	49.00	47.50	46.50
12 ti	49.00	47.50	46.50	45.00
18 ti	47.50	46.50	45.00	44.00
24 ti	46.50	45.00	44.00	42.75
36 ti	45.00	44.00	42.75	41.00

1-5 ti per wk, 1-min ea 65.00; 30-sec 56.50.

CLASS AA

6 ti	50.00	48.00	46.00	44.00
12 ti	48.00	46.00	44.00	42.25
18 ti	46.00	44.00	42.25	40.25
24 ti	44.00	42.25	40.25	38.75
36 ti	42.25	40.25	38.75	37.50
6 ti	40.			

ILLINOIS

Chicago Urban Area—cont WVVX-FM—cont

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William E. Paar, Jr.
National Sales Manager—John Wilks.
- REPRESENTATIVES**
Lotus Albertini Hispanic Reps.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 245 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES
Eff—Rec'd 5/29/84.

- SPOT ANNOUNCEMENTS**
1 min rate 1x: 35.00.

WWCA

1949
GARY, IN

See listing under city of license. Mid 010130-000

WXET (FM)

1967
WOODSTOCK

See listing under city of license. Mid 010069-000

WXLC (FM)

1963
WAUKEGAN

See listing under city of license. Mid 009918-000

WYCA (FM)

1959
HAMMOND, IN

See listing under city of license. Mid 010137-000

WYEN (FM)

1971
DES PLAINES

See listing under city of license. Mid 009920-000

Media Code 4 214 3765 8.00
Walk-West Enterprises Inc.
2400 E. Devon Ave., Des Plaines, IL 60018. Phone 312-297-8430.

- REPRESENTATIVES**
Herbert E. Groskin & Co.
1 min rate 1x: 38.00.

Chicago Heights

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Chillicothe

Peoria County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WTRX (FM)

1977
CHILLICOTHE

See listing under city of license. Mid 009921-000

Media Code 4 214 3780 7.00
Midwest Radio, Inc.
2606 N. Knoxville, Peoria, IL 61604. Phone 309-274-2161.

- PERSONNEL**
Gen'l Mgr. & Nat'l Sales Mgr.—Bill Bro.
Farm Director—Mary Dries.
Operations Manager—Donald J. Elliott.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above sea level.

- AGENCY COMMISSION**
15%; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D)

Cicero

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Clinton

DeWitt County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WHOW

1947
CLINTON

See SRDS Spot Radio Small Markets Edition. Mid 009922-000

WHOW-FM

1975
CLINTON

See SRDS Spot Radio Small Markets Edition. Mid 009923-000

Columbia

Monroe County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See St. Louis, MO

(including Alton, Columbia, East St. Louis,
Granite City, Wood River, IL; Clayton,
Crestwood, Florissant, St. Charles, MO)

Crest Hill

Will County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Joliet (including Crest Hill)

Crete

Will County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Crystal Lake

McHenry County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WIVS

1965
CRYSTAL LAKE

See listing under city of license. Mid 009924-000

Media Code 4 214 3905 0.00
Lake Valley Broadcasters Inc.
300 Commerce Dr., Crystal Lake, IL 60014. Phone 312-648-0552.

- PERSONNEL**
General Manager—Dean Phelps.
National Sales Manager—Mark Krieschen.
Local Sales Manager—Paula Cepicka.
- REPRESENTATIVES**
Hooper Jones Associates, Inc.
Chicago, Milwaukee, Rockford—Contact station direct.
- FACILITIES**
500 w.; 850 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WXET (FM), Woodstock.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff—Rec'd 12/18/84.

- SPOT ANNOUNCEMENTS**
12 ti 18 ti 24 ti
1 min 31 30 29 30 sec 19 18 17
Deduct 5% for WIVS/WXET (FM) combination.
(SMD) (CR)

Danville

Vermilion County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WDAN

1938
DANVILLE

M Masla Radio

Media Code 4 214 3960 5.00 Mid 009925-000
Sangamon Broadcasting-Danville Inc.
1501 N. Washington Ave., Danville, IL 61832. Phone 217-442-1700.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Taylor.
Local Sales Manager—Pat Swanson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Not effective until 28 days after start of broadcasts under said contract.)
FM facilities: WDNL (FM).
Affiliated with RKO Radio Networks.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 40% from WDAN/WDNL (FM) combination.

WIAI (FM)

1970
DANVILLE



Media Code 4 214 4020 7.00 Mid 009927-000
Kickapoo Broadcasting Co.
4 N. Vermilion St., Danville, IL 61832. Phone 217-443-5500.



PROGRAMMING DESCRIPTION
WIAI (FM): Targets adults 25-54 & 35+. MUSIC: Modern Country. NEWS: nat'l at :60; local at :30 6

6. SPOT ANNOUNCEMENTS											
1 min				30 sec							
AAA	26	25	24	24	21	21	21	21	20	21	18
AAA	26	25	24	24	21	21	21	21	20	21	18
AA	24	23	22	21	21	21	20	20	19	18	

Decatur

Macon County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.



Media Code 4 214 4125 4.00 Mid 009929-000
Prairieland Broadcasters
337 N. Water St., Decatur, IL 62523. Phone 217-423-9744.

PROGRAMMING DESCRIPTION
WDZ: Programmed for adults 25-54. MUSIC: Adult Contemporary. NEWS: at :60. FARM: markets & features 6-8 am & 11:30-12:30 pm. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Manager—Jim Biggs.
Farm Director—Jack Stower.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days; 1050 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WDZO (FM).
Affiliated with Supernet.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



Media Code 4 214 4152 8.00 Mid 009930-000
Prairieland Broadcasters of Decatur, Inc.
337 N. Water St., Decatur, IL 62523. Phone 217-423-9744.

PROGRAMMING DESCRIPTION
WDZO (FM): Modern Country. FARM: 17 hrs wkly. Contact Representative for further details. Rec'd 10/14/80.

- PERSONNEL**
General Manager—Jim Biggs.
Farm Director—Jack Stower.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WDZ.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WSOY
1925
DECATUR

McGAVREN GUILD RADIO



Media Code 4 214 4180 9.00 Mid 009931-000
WSOY, Inc.
1100 E. Pershing Rd., Box 2250, Decatur, IL 62526.
Phone 217-877-5371.

PROGRAMMING DESCRIPTION
WSOY: Programmed for general interest. MUSIC: MOR & contemporary current hits, oldies, standards, 5 am-7 pm; good music 7 pm-5 am. NEWS: network at :60, network features at :30, local at :58 plus 5:30, 5:55, 6:30, 7:15, 7:55, 8:55 am, 12:11, 3:30, 10 pm plus 5-6 pm; 4 person news staff, 1 mobile unit, statehouse correspondent. SPORTS: 12:30, 2:30, 4:30, 7:30, 5:15, 5:45, 6:25, & 10:15 pm; play-by-play high school, college football & basketball, major league baseball. Talk: 10-10:30 am, guests & phone calls; tele/talk interviews mixed with music 10:30-11:45 am. FARM: markets at 5:33, 11:45 am, 12:25 pm; board of trade every half hr 10:30 am-1:30 pm. Weather 5 min general 6:55 am, 12:06, 5:40 & 10:10 pm; farmers weather 6:06 am, 12:30 pm. Remotes wkly 1-5 pm from mobile studio. Contact Representative for further details. Rec'd 7/27/83.

- PERSONNEL**
General Manager—C. R. Griggs.
National Sales Manager—Richard N. Helm.
Farm Director—Hank Haynes.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 5-6 am. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a.
Comb.; Cont. Discounts: 60b, 60i, 61b.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.

TIME RATES

No. 33 Eff 9/1/84—Rec'd 9/24/84.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-6 pm.

PER WK:	GRID I							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	46	45	44	43	38	37	36	35
AA	43	42	41	40	35	34	33	32
A	40	39	38	37	32	31	30	29
AAA	43	42	41	40	36	35	34	33
AA	40	39	38	37	33	32	31	30
A	37	36	35	34	30	29	28	27
AAA	40	39	38	37	32	31	30	29
AA	38	37	36	35	29	28	27	26
A	34	33	32	31	26	25	24	23

10. SPECIAL FEATURES
FARM—MON-SAT 5-7 AM & MON-FRI 11:30 AM-1 PM.
PER WK: 1 ti 6 ti 12 ti 18 ti
1 min 65 60 58 56
30 sec 52 48 46 44

PER WK:	AM/FM COMBINATION							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	80	78	75	72	64	62	60	58
AA	74	72	69	65	59	57	55	53
A	68	66	63	59	54	52	50	48

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WSOY-FM
1946
DECATUR

Media Code 4 214 4181 7.00 Mid 009932-000
WSOY, Inc.
1100 E. Pershing Rd., Box 2250, Decatur, IL 62526.
Phone 217-877-5371.

PROGRAMMING DESCRIPTION
WSOY-FM: Programmed for 18-49 audience, emphasis 18-34. MUSIC: rock. NEWS: at :60 & :30, 6-9 am & at :60 all other times. COMMERCIAL POLICY: maximum 9 minutes per hour. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
General Manager—C. R. Griggs.
National Sales Manager—Richard N. Helm.
Farm Director—Hank Haynes.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 54,000 w. (horiz.), 54,000 w. (vert.); 102.9 mhz. Quadrophonic.
Operating schedule: 24 hours daily. CST.

Antenna ht.: 450 ft. above average terrain.
Partial simulcast operation. Operated separately 6-5 am. For simulcast facilities see AM.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a.
Comb.; Cont. Discounts: 60b, 60i, 61b.
Cancellation: 71a, 73a.
Sold in combination with WSOY. See that listing.

TIME RATES

No. 14 Eff 9/1/84—Rec'd 9/24/84.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7-10 pm.
A—All other times.

PER WK:	GRID I							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	46	45	44	43	38	37	36	35
AA	43	42	41	40	35	34	33	32
A	40	39	38	37	32	31	30	29
AAA	43	42	41	40	36	35	34	33
AA	40	39	38	37	33	32	31	30
A	37	36	35	34	30	29	28	27
AAA	40	39	38	37	32	31	30	29
AA	38	37	36	35	29	28	27	26
A	34	33	32	31	26	25	24	23

De Kalb

De Kalb County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WDEK (FM)

1961
DE KALB
Media Code 4 214 4235 1.00 Mid 009933-000
DeKalb Radio Studios Inc.
Box 925-711 N. First St., De Kalb, IL 60115. Phone 815-756-9250.

PROGRAMMING DESCRIPTION
WDEK (FM): Programmed for young adults 20-40 yrs. MUSIC: free-form AOR. Album of the wk, Rock Line Interview, Retro-Rock, Modern Music Sun-Thurs 10:30-11:30. Touch of Jazz Sun 12N-5. Trivia Showcase Sun-Thurs 9:30 pm; Fri & Sat 10:30 pm. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
Program Director—Ward Holmes.
Sales Manager—Ken Huske.
General Sales Manager—Joe Barrie.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 20,000 w. circular polarized; 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22b, 28c, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 80, 82.
AM facilities: WLKB.

TIME RATES

1 min	11/1/84—Rec'd 9/26/84.			
	6 ti	12 ti	18 ti	24 ti
1 min	25	24	23	22
30 sec	21	20	19	18

WLKB
1947
DE KALB

Media Code 4 214 4290 6.00 Mid 009934-000
DeKalb Radio Studios Inc.
Box 448-711 N. First St., De Kalb, IL 60115. Phone 815-758-8686.

PROGRAMMING DESCRIPTION
WLKB: Programmed for general interest. 6-7 am news, farm news, markets, weather, general popular music, MOR. 7-9 am local, state & nat'l news with actualities, program features, sports, devotional, livestock report. 9-10 am telephone audience participation, guests, interviews, 10 am-noon women's features, fashions, births, community calendar, area news. Noon-1 pm local, state, nat'l news, farm reports, weather, interviews, sports, hrl news, phone in buy, sell or trade, campus news. Contact Representative for further details. Rec'd 4/6/81.

- PERSONNEL**
General Manager—Dianne Leifheit.
Sales Manager—Joe Barrie.
Farm Director—Bob Brown.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days; 1360 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22b, 28c, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: WDEK (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 11/1/84—Rec'd 9/26/84.
AAA—Mon thru Fri 6-9 am & noon-1 pm.
AA—All other times.

1 ti	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 ti	31	27	26	22
6 ti	30	26	25	21
12 ti	29	25	24	20
18 ti	28	24	23	19

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Des Plaines

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Dixon

Lee County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WIXN
1961
DIXON

Mid 009935-000
See SRDS Spot Radio Small Markets Edition.

WIXN-FM
1965
DIXON

Mid 022511-000
See SRDS Spot Radio Small Markets Edition.

WSDR
1949
STERLING

Mid 010058-000
Dixon Studio:
Box 85, 102 W. Second St., Dixon, IL 61021. Phone 815-288-3400.
See listing under city of license.

Dundee

Kane County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WCRM (FM)
1967
DUNDEE

Mid 009936-000
See SRDS Spot Radio Small Markets Edition.

Du Quoin

Perry County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WDQN
1951
DU QUOIN
WDQN-FM
1969
DU QUOIN

Mid 009937-000
See SRDS Spot Radio Small Markets Edition.

East Moline

Rock Island County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Davenport (IA)-Rock Island (IL) under Iowa (including Bettendorf, IA, East Moline, IL)

ILLINOIS

East St. Louis

St. Clair County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See St. Louis, MO

(including Alton, Columbia, East St. Louis, Granite City, Wood River, IL; Clayton, Crestwood, Florissant, St. Charles, MO)

Effingham

Effingham County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WCRA

1947
EFFINGHAM



Media Code 4 214 4510 7.00 Mid 009938-000
Effingham Broadcasting Co.
Box 568, Effingham, IL 62401. Phone 217-342-4141.

PROGRAMMING DESCRIPTION

WCRA: MUSIC: MOR. Programmed for general interest. Emphasis on local & area news, weather. FARM: markets, news and information. Contact Representative for further details. Rec'd 3/3/77.

- PERSONNEL**
General Manager—E. W. Howard.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days; 1090 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am & noon-1 pm. For non-simulcast facilities see WCRC.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WCRC (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 9/25/84.
AA—Mon thru Sat 6-8 am & noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			
	1 ti	3 ti	6 ti	12 ti
AA	28.85	26.95	26.00	23.50
A	18.00	17.20	16.35	15.00

PER WK:	30 sec			
	1 ti	3 ti	6 ti	12 ti
AA	23.95	23.10	21.95	20.30
A	14.25	13.45	12.25	10.60

(SMD)

WCRC (FM)

1963
EFFINGHAM



Media Code 4 214 4524 8.00 Mid 009939-000
Effingham Broadcasting Co.
201 N. Banker St., Effingham, IL 62401. Phone 217-342-4141.

PROGRAMMING DESCRIPTION

WCRC (FM): Country music. Contact Representative for further details. Rec'd 3/3/77.

- PERSONNEL**
General Manager—E. W. Howard.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 50,000 w.; 95.7 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 405 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-noon & 1 pm-midnight. For simulcast facilities see WCRA.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WCRA.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 9/25/84.
AA—Mon thru Sat 6-8 am & noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	3 ti	6 ti	12 ti
	AA	28.85	26.95	26.00
A	18.00	17.20	16.35	15.00

(SMD)

Eldorado

Saline County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WKSI (FM)

1975
ELDORADO

Mid 009940-000
See SRDS Spot Radio Small Markets Edition.

Elgin

Kane County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WJKL (FM)

1961
ELGIN



Media Code 4 214 4565 1.00 Mid 009941-000
Elgin Broadcasting Co.
18 1/2 Douglas Ave., Elgin, IL 60120. Phone 312-741-7700.
1 min rate 1x: 18.80.

WRMN

1949
ELGIN



Media Code 4 214 4620 4.00 Mid 009942-000
Elgin Broadcasting Co.
18 1/2 Douglas Ave., Elgin, IL 60120. Phone 312-741-7700.
1 min rate 1x: 35.30.

Elmhurst

Du Page County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Elmwood Park

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Evanston

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Fairfield

Wayne County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WFIW

1953
FAIRFIELD

Media Code 4 214 4675 8.00 Mid 009943-000
Wayne County Broadcasting Co. Inc.
Hwy 15 East, Box 310, Fairfield, IL 62837. Phone 618-842-2159.

PROGRAMMING DESCRIPTION

WFIW: Programmed for general interest; local community involvement. FARM: 6-7 am, 11:25 am-1 pm, 5:15-5:20 pm & update on grain, livestock & business market reports. NEWS: UPI wire, network; local news 6:15, 7:15 am, 12:15, 3, & 5 pm; daily local editorials & syndicated features. MUSIC: "Music of Your Life". SPORTS: college football. Rec'd 1/31/83.

- PERSONNEL**
President—Tom Land.
Manager—Dave Land.
Sales Manager—Bill Arthur.
 - FACILITIES**
1,000 w.; 1390 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast Sun 6 am-12:30 pm.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Member: Illinois Farm Bureau Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 10/1/84—Rec'd 8/14/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				
	10 ti	15 ti	20 ti	25+	
1 wk	11.50	11.00	10.50	10.00	
4 wk	10.50	10.00	9.50	9.00	
26 wk	9.30	8.80	8.40	8.00	
52 wk	8.40	8.20	7.90	7.50	

PER WK:	30 sec				
	10 ti	15 ti	20 ti	25+	
1 wk	8.00	7.70	7.40	7.00	
4 wk	7.50	7.00	6.50	6.00	
26 wk	6.50	6.20	6.00	5.80	
52 wk	6.20	6.00	5.80	5.50	

Open: 1-min 13.80; 30-sec 9.30.
15 sec: 60% of 1-min.
Specified times, extra 1.00.

May be combined with FM for frequency discount.

WFIW-FM

1965
FAIRFIELD



Media Code 4 214 4681 6.00 Mid 029268-000
Wayne County Broadcasting Co., Inc.
Hwy 15 East, Box 310, Fairfield, IL 62837. Phone 618-842-2159.

PROGRAMMING DESCRIPTION

WFIW-FM: Local community involvement. FARM: 5:25-6:30 am & update on grain, livestock & business market reports. NEWS: UPI wire, network; local news at 6:15, 7:15 am, 12:15, 3 & 5 pm; daily local editorials & syndicated features. MUSIC: Adult Contemporary. SPORTS: high school basketball, football. Rec'd 1/31/83.

- PERSONNEL**
President—Tom Land.
Manager—Dave Land.
Sales Manager—Bill Arthur.
- FACILITIES**
ERP 3,000 w. circular polarized; 104.9 mhz. Stereo.
Operating schedule: 5:25 am-midnight. CST.
Antenna ht.: 273 ft. above average terrain.
- Partial simulcast operation. Simulcast Sun 6 am-12:30 pm.**
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Illinois Farm Bureau Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 10/1/84—Rec'd 8/14/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				
	10 ti	15 ti	20 ti	25+	
1 wk	11.50	11.00	10.50	10.00	
4 wk	10.50	10.00	9.50	9.00	
26 wk	9.30	8.80	8.40	8.00	
52 wk	8.40	8.20	7.90	7.50	

PER WK:	30 sec				
	10 ti	15 ti	20 ti	25+	
1 wk	8.00	7.70	7.40	7.00	
4 wk	7.50	7.00	6.50	6.00	
26 wk	6.50	6.20	6.00	5.80	
52 wk	6.20	6.00	5.80	5.50	

Open: 1-min 13.80; 30-sec 9.30.
15 sec: 60% of 1-min.
Specified times, extra 1.00.

May be combined with AM for frequency discount.

Flora

Clay County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WNOI (FM)

1971
FLORA

Mid 009944-000
See SRDS Spot Radio Small Markets Edition.

Freeport

Stephenson County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WFPS (FM)

1970
FREEPORT



Media Code 4 214 4700 4.00 Mid 009945-000
WEIS, Inc.
Box 701, Hwy. 20 W., Freeport, IL 61032. Phone 815-235-7191.
1 min rate 1x: 16.00.

WFRL

1947
FREEPORT



McGAVREN GUILD RADIO



Media Code 4 214 4785 5.00 Mid 009946-000
WFRL Inc.
834 N. Tower Rd., Box 810, Freeport, IL 61032. Phone 815-235-4113.

PROGRAMMING DESCRIPTION

WFRL: Programmed for adult audience 25+. MUSIC: Contemporary Country current hits, oldies & stds w/emphasis on local information & events. NEWS: network at :60, network features at :30; local at :58 plus expanded local at 6:30, 7:15 am & 12:05 pm; 3-person local staff plus local sports director. FARM: expanded programs by director 6-7, 7:25 am, 12:15-12:45 pm M-F featuring local, reg'l, nat'l farm news & markets, special features; market updates 7x/day M-F; Sat 6-6:30, 6:50 & 7:25 am; weather service forecasts daily. Contact Representative for further details. Rec'd 3/1/82.

- PERSONNEL**
President—C. R. Griggs.
Vice Pres. & Gen'l Mgr.—James D. McQuality
Farm Director—Jim Douglas.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days; 1570 khz.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15/0 time only; payable in 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 21a, 21b, 23b, 24a, 24c, 25a, 28b, 28c, 29b.
Contracts: 40a, 42a, 45, 46, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WXXO (FM).
Affiliated with CBS Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 1/23/84.
Farm—Mon thru Sun 6-7:30 am & 11:30 am-1:30 pm.
AA—Mon thru Sun 7:30-11:30 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

Farm	1 min 30 sec		A	1 min 30 sec	
	25	28		20	16
AA	35	28			

10. SPECIAL FEATURES

Market Updates: 8:30, 9:30, 10:05, 10:30, 11:05 am, 2:05, 4:05 pm, sponsorship with credits: 1-min, 25.00; 30-sec, 20.00.

WXXQ (FM)

1965
FREEPORT



Media Code 4 214 4798 8.00 Mid 009947-000
WFRL Inc.
834 N. Tower Rd., Box 810, Freeport, IL 61032. Phone 815-235-4113.

PROGRAMMING DESCRIPTION

WXXO (FM): Programmed for 18-49 audience. MUSIC: Contemporary TM Rock, emphasis on current hits & gold. PERSONALITIES handle all segments; promotions & community involvement; audience participation through promotional contests & 1-to-1 communication. NEWS: 3-min capsule newscasts hrly emphasizing local & reg'l interests w/actualities; weather 4x/day. FARM: local 5-6 am M-F; network 5:30-6 am. SPORTS: daily & highlights in newscasts. Contact Representative for further details. Rec'd 11/3/82.

- PERSONNEL**
President—C. R. Griggs.
Vice Pres. & Gen'l Mgr.—James D. McQuality.
Farm Director—Marlene Vorthman.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
ERP 50,000 w.; 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable in 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 21a, 21b, 23b, 24a, 24c, 25a, 28b, 28c, 29b.
Contracts: 40a, 42a, 45, 46, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WFRL.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 3/21/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm; Sun all day.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA	1 min 30 sec		A	1 min 30 sec	
	25	23		20	18
AA	22	20			

10. SPECIAL FEATURES

Farm, 5-6 & 7-10 am—1 min: 25.00; 30 sec: 23.00.

Galesburg

Knox County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WAAG (FM)

1967
GALESBURG
NRBA

Media Code 4 214 4812 7.00 Mid 009948-000
Galesburg Broadcasting Co.
154 E. Simmons St., Box 1227, Galesburg, IL 61401.
Phone 309-342-5131.

PROGRAMMING DESCRIPTION
WAAG (FM): Modern Country. NEWS: nat'l at :60, local & reg'l at :30, meteorologist following ea report. FARM: 5-7 am & 12:30-1 pm. SPORTS: area high school & college. Rec'd 5/2/83.

- PERSONNEL**
General Manager—Don Sharp.
Sales Manager—Robert Simmons.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
ERP 50,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5.
AM facilities: WGIL.
Member: Illinois Farm Bureau Radio Network.
Affiliated with Music Country Radio Network.

TIME RATES
Eff 9/1/84—Rec'd 7/17/84.

GRID:	Fixed	1	2	3
30 sec	12.50	11.50	10.50	9.50
1 min	16.50	15.50	14.50	13.50

(A)

WAIK

1957
GALESBURG
NRBA

Media Code 4 214 4840 8.00 Mid 009949-000
Radio Communications Group Ltd.
235 E. Main St., Galesburg, IL 61401. Phone 309-342-3161.

- REPRESENTATIVES**
Masla Radio.
1 min rate 'x': 18.00.

WGBQ (FM)

WGBQ-FM

1979
GALESBURG
NRBA

Media Code 4 214 4867 1.00 Mid 009950-000
Radio Communications Group Ltd.
235 E. Main St., Galesburg, IL 61401. Phone 309-342-7193.

PROGRAMMING DESCRIPTION
WGBQ (FM): Targeted at 18-34 audience, after 8 pm, aimed at 12-34 demographic. MUSIC: Contemporary/Rock. COMMERCIAL POLICY: load limit of 8 min/hr. Contact Representative for further details. Rec'd 4/19/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Michael Fulton.
Operations Director—Steve Larson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w.; 92.7 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 355 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WAIK.
Affiliated with ABC Rock Radio Network.

TIME RATES
Eff 8/29/83.

AAA—any 4 hr period.	AA—6 am-7 pm.	ROS—6 am-midnight.
6. SPOT ANNOUNCEMENTS		
WK:	1 min	
AAA	12 tl 24 tl 36 tl 48 tl	
AA	14.00 13.25 12.50 11.75	
ROS	12.50 11.75 11.00 10.25	
WK:	30 sec	
AAA	12 tl 24 tl 36 tl 48 tl	
AA	12.00 11.25 10.50 9.75	
ROS	10.50 9.75 9.00 8.25	

WGIL

1938
GALESBURG



NRBA

Media Code 4 214 4895 2.00 Mid 009951-000
Galesburg Broadcasting Co.
154 E. Simmons St., Box 1227, Galesburg, IL 61401.
Phone 309-342-5131.

PROGRAMMING DESCRIPTION
WGIL: MUSIC: Adult Contemporary. FARM: 5:20-6:30 am, 11:30-1:30 pm & 5:45-6 pm, plus hrly market updates. NEWS: at :60 with major news at 7:30 am, 12:30, 5 & 10 pm; pro meteorologists at :15 & :45. SPORTS: major reports & updates daily, high school & college football, basketball & pro baseball; co-sponsorship of city golf tournaments. TALK: 10:10-11:30 am. Rec'd 5/2/83.

- PERSONNEL**
General Manager—Don Sharp.
Sales Manager—Robert Simmons.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a, 4d, 5.
FM facilities: WAAG (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES
Eff 9/1/84—Rec'd 7/17/84.

GRID:	Fixed	1	2	3
30 sec	16.25	13.25	12.25	11.25
1 min	22.50	19.50	18.50	17.50

7. PACKAGE PLANS

TAP	30 sec	1 min
Ea	24.00	30.00

(A)

Geneese

Henry County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WGEN

1963
GENESEEO
WGEN-FM
1977
GENESEEO

Media Code 4 214 5335 8.00 Mid 009952-000
Greentree Broadcasting Co.
200 North Park Ave., Box 550, Herrin, IL 62948. Phone 618-942-2181.

Geneva

Kane County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WFXW

1961
GENEVA

Media Code 4 214 5335 8.00 Mid 009954-000
Greentree Broadcasting Co.
200 North Park Ave., Box 550, Herrin, IL 62948. Phone 618-942-2181.

Granite City

Madison County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

See St. Louis, MO

(including Alton, Columbia, East St. Louis, Granite City, Wood River, IL; Clayton, Crestwood, Florissant, St. Charles, MO)

Harrisburg

Saline County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WEBQ

1923
HARRISBURG

Media Code 4 214 5335 8.00 Mid 009955-000
Greentree Broadcasting Co.
200 North Park Ave., Box 550, Herrin, IL 62948. Phone 618-942-2181.

WEBQ-FM

1947
HARRISBURG

Media Code 4 214 5335 8.00 Mid 009956-000
Greentree Broadcasting Co.
200 North Park Ave., Box 550, Herrin, IL 62948. Phone 618-942-2181.

Harvard

McHenry County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WMCW

1955
HARVARD

Media Code 4 214 5390 3.00 Mid 009957-000
Progressive Broadcasting Corp.
Box 303, Highland, IL 62249. Phone 618-654-7521.

Harvey

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Havana

Mason County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WDUK (FM)

1969
HAVANA

Media Code 4 214 5390 3.00 Mid 009958-000
Progressive Broadcasting Corp.
Box 303, Highland, IL 62249. Phone 618-654-7521.

Herrin

Williamson County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WHPI

1940
HERRIN

The Greentree Group

Media Code 4 214 5335 8.00 Mid 009959-000
Greentree Broadcasting Co.
200 North Park Ave., Box 550, Herrin, IL 62948. Phone 618-942-2181.

PROGRAMMING DESCRIPTION
WHPI: MUSIC: Easy Country. Rec'd 2/5/80.

- PERSONNEL**
President—Charles D. Powers.
General Manager—Dennis J. Bernhard.
- FACILITIES**
1000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
None, all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/79—Rec'd 3/14/79.

AM Drive—6-10 am.
PM Drive—3-7 pm.
Daytime—10 am-3 pm.
Evening—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WK:	1 min	30 sec
YR:	6 tl 12 tl 18 tl 24 tl	6 tl 12 tl 18 tl 24 tl
(*)	156x 312x 624x 936x	156x 312x 624x 936x
DT	10.00 9.80 9.60 9.40	8.00 7.80 7.60 7.40
EVE	9.50 9.30 9.10 8.90	7.50 7.30 7.10 6.90
(*)AMD/PM.	7.00 6.80 6.60 6.40	5.00 4.80 4.60 4.40

(SMD)

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Highland

Madison County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.



WINU

1963
HIGHLAND



Media Code 4 214 5390 3.00 Mid 009960-000
Progressive Broadcasting Corp.
Box 303, Highland, IL 62249. Phone 618-654-7521.

PROGRAMMING DESCRIPTION
WINU: Programmed for mass audience appeal in age range 18-49. MUSIC: Easy Mellow Rock from current charts mixed with Golden Hits. NEWS: AP audio & local news summary at :60; news, farm markets, sports, financial reports, features 7-8 am M-Sa; news blocks, sports, weather, & market reports daily noon-12:35 pm M-F. Emphasis area involvement, public affairs; tele/talk 11 am-noon. SPORTS: Chicago Cubs baseball; Illini football; live local area coverage. Contact Representative for further details. Rec'd 7/20/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Glenn F. Bircher.
- REPRESENTATIVES**
Pates/Walton Radio - USA.
- FACILITIES**
1,000 w.; 1510 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; bills payable monthly.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 39B Eff 12/12/80.
AA—Mon thru Sat 6-9 am, 11 am-1 pm; 4-7 pm.
A—Mon thru Sat 9-11 am, 1-4 pm, after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
WKLY:	12.00	11.75	11.50	11.25	11.00	10.75	10.50
30 sec	9.00	8.75	8.50	8.25	8.00	7.50	7.00
	CLASS A						
1 min	10.50	10.25	10.00	9.75	9.50	9.25	9.00
30 sec	7.50	7.25	7.00	6.75	6.50	6.25	6.00
20/30 sec:	80% of 1-min; 10 sec: 50% of 1-min.						

(SMD)(CR) (A)

Highland Park

Lake County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Hoopeston

Vermillion County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WHPO (FM)

1979
HOOPESTON

Media Code 4 214 5420 8.00 Mid 009961-000
Jacksonville Radio & Television Broadcasting Corp.
E. Old State Rd., Box 1180, Jacksonville, IL 62651. Phone 217-243-2323.

Jacksonville

Morgan County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WEAI (FM)

1948
JACKSONVILLE



Media Code 4 214 5420 8.00 Mid 009962-000
Jacksonville Radio & Television Broadcasting Corp.
E. Old State Rd., Box 1180, Jacksonville, IL 62651. Phone 217-243-2323.

PROGRAMMING DESCRIPTION
WEAI (FM): Programmed for young adults. MUSIC: Contemporary Soft Rock. NEWS: nat'l from AP, local by 4-person staff. SPORTS: major league baseball, reg'l high school football & basketball; annual state high school basketball tournaments. Rec'd 5/24/78.

- PERSONNEL**
General Manager—Emily J. Thomson.
Station Manager—Jerry Symons.
Sales Manager—Richard Smith.

continued

ILLINOIS

Jacksonville—cont

WEAI (FM)—cont

- 3. FACILITIES**
ERP 10,000 w. (vert.), 10,000 w. (horiz.); 100.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only; net 30 days.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WLDS.

TIME RATES

Eff 3/1/82—Rec'd 10/24/83.

- AA—10 am-3 pm.
A—7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | | CLASS AA | | | | |
|--------|----------|-------|-------|-------|-------|
| | 1x | 51x | 101x | 301x | 501x |
| 1 min | 18.00 | 17.75 | 17.50 | 17.25 | 17.00 |
| 30 sec | 14.00 | 13.75 | 13.50 | 13.25 | 13.00 |
-
- | | CLASS A | | | | |
|--------|---------|-------|-------|-------|-------|
| | 1x | 51x | 101x | 301x | 501x |
| 1 min | 16.00 | 15.75 | 15.50 | 15.25 | 15.00 |
| 30 sec | 12.00 | 11.75 | 11.50 | 11.25 | 11.00 |
- (SMD)

WJIL

1961
JACKSONVILLE



Media Code 4 214 5445 5.00
Morgan County Broadcasting Co. Inc.
1 Central Park Plaza, Box 1065, Jacksonville, IL 62651.
Phone 217-245-5119.



Mid 009963-000

PROGRAMMING DESCRIPTION
WJIL: Programmed for general adult audience. MUSIC: Country. PERSONALITIES: Audience participation contests & promotions. NEWS: network at 6:00, followed by local staff reporting area news. 2 mobile units. Time & weather reports. FARM: 6-7 am, 11:25 am-12:30 pm, 4:15-4:30 pm, live farm market reports, commodities reports 9:30, 10:30, 11:30 am, 12:30 & 1:30 pm from local brokers, livestock reports daily. SPECIAL FEATURES: public affairs 5 min M-Sat 2:10 pm; breakfast show Sat 8:10-10 am. Telephone forums. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 8/20/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ron Gray.
Sales Manager—Bob Straczek.
Farm Service Director—Michael Perrine.
- 2. REPRESENTATIVES**
Market 4 Radio.
- 3. FACILITIES**
1,000 w. days; 1550 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset. CST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.

TIME RATES

Eff 2/28/84—Rec'd 5/3/84.

- 6. SPOT ANNOUNCEMENTS**
- | | ROS | | | | | |
|--------|------|-------|-------|-------|-------|----|
| | 1 ti | 12 ti | 18 ti | 24 ti | 36 ti | ti |
| 1 min | 17 | 16 | 15 | 14 | 13 | 9 |
| 30 sec | 13 | 12 | 11 | 10 | 9 | 9 |
- Specified time, extra 2.50.

- 10. SPECIAL FEATURES**
- | | FARM | | | | |
|--------|-------|-------|-------|-------|--|
| | 1x | 76x | 131x | 251+ | |
| 1 min | 20.50 | 20.00 | 19.50 | 18.50 | |
| 30 sec | 16.50 | 16.00 | 15.00 | 14.00 | |

For more farm information, see listing in Consumer Magazine and Agri-Magazine and Agri-Media Rates and Data.

(SMD)

WLDS

1941
JACKSONVILLE



Media Code 4 214 5800 7.00
Jacksonville Radio & Television Broadcasting Corp.
E. Old State Rd., Box 1180, Jacksonville, IL 62651.
Phone 217-245-7171.



Mid 009964-000

PROGRAMMING DESCRIPTION
WLDS: Programmed for adults. MUSIC: Adult Contemporary. NEWS: & information from APR & nat'l features; local by 4-person staff; weather service. FARM: commodity, livestock & grain market reports throughout day. Rec'd 1/6/82.

- 1. PERSONNEL**
General Manager—Emily J. Thomson.
Station Manager—Jerry Symons.
Sales Manager—Don Hamilton.
Farm Director—Mike Adams.

- 3. FACILITIES**
1,000 w. days; 1180 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

- 4. AGENCY COMMISSION**
15% time only; net 30 days.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WEAI (FM).

TIME RATES

Eff 4/1/83—Rec'd 2/22/84.

- 6. SPOT ANNOUNCEMENTS**
- | | FARM & DRIVETIME | | | | |
|--------|------------------|-------|-------|-------|-------|
| | 1x | 51x | 101x | 301x | 501x |
| 1 min | 24.00 | 23.75 | 23.50 | 23.25 | 23.00 |
| 30 sec | 20.00 | 19.75 | 19.50 | 19.25 | 19.00 |
-
- | | ALL OTHER TIMES | | | | |
|--------|-----------------|-------|-------|-------|-------|
| | 1x | 51x | 101x | 301x | 501x |
| 1 min | 22.00 | 21.75 | 21.50 | 21.25 | 21.00 |
| 30 sec | 18.00 | 17.75 | 17.50 | 17.25 | 17.00 |

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

Jerseyville

Jersey County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WJBM

1959
JERSEYVILLE

See SRDS Spot Radio Small Markets Edition.

WJBM-FM

1967
JERSEYVILLE

See SRDS Spot Radio Small Markets Edition.

Johnston City

Williamson County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WDDD

1979
JOHNSTON CITY

See SRDS Spot Radio Small Markets Edition.

Joliet

(including Crest Hill)
Will County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAJP (FM)

1960
JOLIET



Media Code 4 214 5638 5.00
WAJP, Inc.
451 Ruby St., Joliet, IL 60435. Phone 815-726-3760.
1 min rate 1x: 10.00.

WCCQ (FM)

1976
CREST HILL



Media Code 4 214 5651 8.00
CHB Venture
1520 N. Rock Run Dr., Joliet, IL 60435. Phone 815-729-4400.

PROGRAMMING DESCRIPTION
WCCQ (FM): Programmed for adults 25-54. MUSIC: Satellite Music Network's Country. NEWS: UP; local 7x daily. FARM: 1 hr/wk. SPORTS: local high school basketball & football play-by-play; commentary & reports 8:20 am & 5:20 pm daily. Rec'd 5/11/84.

- 1. PERSONNEL**
General Manager—Robert Channick.
Sales Manager—Brian Faracy.
Program Director—Robert Zak.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 21b, 22a, 24b, 25a, 26.
Contracts: 44a, 44b, 45, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 5/11/84.

- 6. SPOT ANNOUNCEMENTS**
- | | PER WK: | | | | | | | |
|--------|---------|-------|-------|-------|-------|-------|--|--|
| | 1 ti | 6 ti | 9 ti | 14 ti | 19 ti | 28 ti | | |
| 1 min | 16.50 | 16.35 | 16.10 | 15.90 | 15.65 | 15.30 | | |
| 30 sec | 14.10 | 14.00 | 13.75 | 13.55 | 13.20 | 12.95 | | |
-
- | | PER YR: | | | | | | | |
|--------|---------|-------|-------|-------|-------|--|--|--|
| | 312x | 466x | 726x | 988x | 1456x | | | |
| 1 min | 15.50 | 15.25 | 15.00 | 14.75 | 14.40 | | | |
| 30 sec | 13.10 | 12.90 | 12.65 | 12.40 | 12.05 | | | |

- 7. PACKAGE PLANS**
- | | 1 min | 30 sec |
|---------------|-------|--------|
| 35 ti/5 days | 415 | 330 |
| 75 ti/10 days | 795 | 620 |

- 10. SPECIAL FEATURES**
News & sports sponsorships—incl open & close plus 1 30-sec spot: 16.00.

WJOL

1924
JOLIET



Media Code 4 214 5665 8.00
WJOL
601 Walnut St., Joliet, IL 60434. Phone 815-726-4761.



Mid 009970-000

- 2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 32.00.

WJRC

1964
JOLIET



Media Code 4 214 5775 5.00
WJRC
125 N. Chicago, Box 914, Joliet, IL 60434. Phone 815-727-5176.
1 min rate 1x: 15.00.

WLLI (FM)

1959
JOLIET



Media Code 4 214 5802 7.00
WJOL Inc.
601 Walnut St., Joliet, IL 60434. Phone 815-726-4761.



Mid 009972-000

- 2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 20.00.

Kankakee

Kankakee County—Map Location G-4.
See SRDS Consumer market map and data at beginning of the state.

WBYG (FM)

RADIO 9-99
1962
KANKAKEE



Masla Radio



Media Code 4 214 5830 8.00
Gene Milner Broadcasting Company, Inc.
Box 183, Kankakee, IL 60901. Phone 815-939-4541.



Mid 009973-000

PROGRAMMING DESCRIPTION
WBYG (FM): Programmed for adults & young adults. MUSIC: Contemporary Album Rock. NEWS: network & local; Chicagoland weather & traffic. SPORTS: nat'l & local. Contact Representative for further details. Rec'd 4/24/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Gene Milner.
General Sales Manager—Tim Milner.
Regional Sales Manager—Kathy Robinson.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.

- 5. GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15d.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 49, 51a.
Comb.; Cont. Discounts: 60k, 61b, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 82.
Affiliated with ABC FM Network.

TIME RATES

Eff 4/2/84—Rec'd 4/24/84.

- AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5-10 am; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-2 am.

- 6. SPOT ANNOUNCEMENTS**
- | | — 1 min — 30 sec — | | | | | | | |
|-----|--------------------|----|----|-----|----|----|---|---|
| | AAA | AA | A | AAA | AA | A | A | A |
| I | 64 | 60 | 52 | 54 | 50 | 42 | | |
| II | 58 | 54 | 46 | 48 | 44 | 36 | | |
| III | 52 | 48 | 40 | 42 | 38 | 30 | | |
| IV | 46 | 42 | 34 | 36 | 32 | 24 | | |
| V | 40 | 36 | 30 | 30 | 26 | 20 | | |

WKAN

1947
KANKAKEE



Media Code 4 214 5885 2.00
Mid America Audio-Video Inc.
6 Dearborn Sq., Kankakee, IL 60901. Phone 815-937-2750.



Mid 009974-000

PROGRAMMING DESCRIPTION
WKAN: Programmed for adults & young adults. MUSIC: adult contemporary. NEWS: 19 local newscasts daily, 3 weather shows, 3 sports shows. FARM: 6-7 am & noon-1 pm M-F, market reports at 10:15, 11:15 am & 2:55 pm M-F. SPORTS: local high school football & basketball play-by-play; state univ football & basketball play-by-play. Contact Representative for further details. Rec'd 3/7/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Volney Lamb, Jr.
Farm Director—Marla Behrends.
Program Director—Larry Timpe.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
1,000 w. days; 500 w. nights; 1320 khz. Directional.
Operating schedule: 5 am-midnight. CST.

- 4. AGENCY COMMISSION**
15/0.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25c, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70c, 71a.
Prod. Services: 80, 81, 82.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff—Rec'd 3/7/84.

- AAA—Mon thru Sun 5:30 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.

- 6. SPOT ANNOUNCEMENTS**
- | | CLASS AAA | | | | | | | |
|--------|-----------|-------|-------|-------|-------|-------|-------|--|
| | 1x | 52x | 156x | 260x | 365x | 520x | 1040x | |
| 1 min | 26.00 | 25.00 | 24.00 | 22.00 | 21.00 | 19.00 | 18.00 | |
| 30 sec | 21.00 | 20.00 | 19.00 | 18.00 | 17.00 | 15.00 | 14.50 | |
-
- | | CLASS AA | | | | | | | |
|--------|----------|-------|-------|-------|-------|-------|-------|--|
| | 1x | 52x | 156x | 260x | 365x | 520x | 1040x | |
| 1 min | 21.00 | 20.00 | 19.00 | 18.00 | 17.00 | 14.00 | 13.00 | |
| 30 sec | 17.00 | 16.00 | 15.00 | 14.50 | 13.50 | 11.00 | 10.50 | |
- Fixed time, extra 6.00.

- 10. SPECIAL FEATURES**
FARM—6-7 AM, 10-11 AM, NOON-1 PM & 2-3 PM
1 min 35 30 sec 28

Kewanee

Henry County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WJRE (FM)

1966
KEWANEE

See SRDS Spot Radio Small Markets Edition.

WKEI

1952
KEWANEE

See SRDS Spot Radio Small Markets Edition.

La Grange

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Lansing

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

La Salle

La Salle County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WJJK (FM)

1964
LA SALLE



Media Code 4 214 5995 9.00 Mid 009977-000
LaSalle County Broadcasting Corp.
Ivy Way Dr., Box 215, La Salle, IL 61301. Phone 815-223-3100.

PROGRAMMING DESCRIPTION

WJJK (FM): Target audience 18-34. MUSIC: Adult Contemporary format with emphasis on current hits blended with greatest oldies. NEWS: Local newscasts. COMMERCIAL POLICY: 5 stop sets per hr, 12-min max; on & off air promotions targeted at adult audience. Rec'd 8/26/83.

- PERSONNEL**
Vice-President, Sales—Robert F. Vickrey.
News Director—Joe Hogan.
Music Director—Jim Dornbusch.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo. Operating schedule: 5:30 am-midnight, CST. Antenna ht.: 305 ft. above average terrain.
- AGENCY COMMISSION**
15/2 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WLPO.

TIME RATES

Eff—Rec'd 8/27/84.

- SPOT ANNOUNCEMENTS**
PER WK: Open 12 ti 18 ti 24 ti 30 ti 36 ti 72 ti
1 min 19.00 16.50 15.50 15.00 14.00 13.00 11.00
30 sec 15.25 13.25 12.50 12.00 11.25 10.50 8.75

7. PACKAGE PLANS

	BULK			
	1x	52x	104x	156x 260x
1 min	19.00	16.50	15.50	15.00 14.00
30 sec	15.25	13.25	12.50	12.00 11.25
1 min	13.00	12.25	11.50	11.00
30 sec	10.50	9.75	9.25	8.75

10 SEC PACKAGE 100/14 CONSEC DAYS

- Open 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
Ea 5.50 6.50
13-wk flight, minimum 325.00.
May be split between WJJK (FM)/WLPO, 100/14 consec days.
One-liners: 1 line of copy, 60% of 10-sec.

10. SPECIAL FEATURES

LOCAL NEWS SPONSORSHIPS

- PER WK: Open 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti
5 min 22 18 17 16 15 14 13 12
(SMD)(D) (A)

WLPO

1947
LA SALLE



Media Code 4 214 6050 2.00 Mid 009978-000
LaSalle County Broadcasting Corporation
Ivy Way Dr., Box 215, La Salle, IL 61301. Phone 815-223-3100.

PROGRAMMING DESCRIPTION

WLPO: Programmed for adults 25-54; emphasis on news & information. MUSIC: MOR featuring PERSONALITIES. NEWS: local at :30, 6:30 am-5 pm by local director; nat'l at :60 AP. FEATURES: audience phone, service, contests, wky interviews, sports talk, business reports. FARM: 6-7 am, 11:30 am-1 pm & 4-5 pm. SPORTS: 7-15, 8 am, 12:05, 12:45 & 5:15 pm by local sports director; major league baseball, U football & basketball, high school football, baseball & basketball. TALK: 10 am-1 pm with audience participation; women's shows: 9-10 am & feminine features thru day; weather every 15 min. RELIGION: Sun AM. Rec'd 10/23/84.

- PERSONNEL**
Vice-President, Sales—Robert F. Vickrey.
Local News Director—Joe Hogan.
Farm Editor—Don Zukowski.
- FACILITIES**
1,000 w. days; 1220 khz. Directional.
Operating schedule: 6 am-7 pm. CST.
- AGENCY COMMISSION**
15/2 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WJJK (FM).

TIME RATES

Eff—Rec'd 8/27/84.

- SPOT ANNOUNCEMENTS**
YR CONTRACT: 1x 52x 104x 156x 260x
1 min 23.00 20.50 19.75 19.00 18.00
30 sec 18.50 16.50 15.75 15.25 14.50
1 min 312x 365x 520x *1040x
1 min 17.25 16.25 15.50 15.00
30 sec 13.75 13.00 12.50 12.00
(* Minimum 10 per wk.

7. PACKAGE PLANS

PER WK:	SATURATION IMPACT						
	12 ti	18 ti	24 ti	30 ti	36 ti	72 ti	72 ti
1 min	20.50	19.75	19.00	18.00	17.25	15.00	15.00
30 sec	16.50	15.75	15.25	14.50	13.75	12.00	12.00

10-SEC PACKAGE 100/14 CONSEC DAYS

Ea	Open	
	1 ti	2 ti
.....	6.50	8.00

13-wk flight, minimum 325.00.
May be split between WLPO/WAJK (FM), 100/14 consec days.
One-liners: 1 line of copy, 60% of 10-sec.

8. PROGRAM TIME RATES

PER WK:	Open						
	1 ti	2 ti	3 ti	5 ti	6 ti	7 ti	7 ti
3 min	28	27	26	25	24	23	22
5 min	38	35	33	31	28	26	24
10 min	48	45	42	38	35	32	30
1/4 hr	58	55	52	49	45	42	39

(SMD)(D) (A)

Lawrenceville

Lawrence County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WAKO

1959
LAWRENCEVILLE

See SRDS Spot Radio Small Markets Edition.

WAKO-FM

1965
LAWRENCEVILLE

See SRDS Spot Radio Small Markets Edition.

Leroy

McLean County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WTWN (FM)

1979
LEROY

Contemporary Hit



Media Code 4 214 6188 0.00 Mid 009981-000
W. Russell Withers, Jr. Stations
1218 Main, Norman, IL 61716.
Studio: 208 E. Center St., LeRoy, IL 61752. Phone 309-454-3333.

PROGRAMMING DESCRIPTION

WTWN (FM): Targeted to adults 18-34. MUSIC: Top 40 Contemporary Hits, incl oldies & re-currents. COMMERCIAL POLICY: minimum 51 min of music/hr. NEWS: 1 min in selected hrs. Contact Representative for further details. Rec'd 1/3/85.

- PERSONNEL**
General Manager—Keith Andre.
Operations Manager—George Sterling Smith.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo. Operating schedule: 24 hours daily, CST. Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WMLA, Normal.

TIME RATES

WTWN (FM)/WMLA, NORMAL COMBINATION
No. 1 Eff 1/1/85—Rec'd 1/3/85.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

6 ti	1 min			30 sec		
	AAA	AA	A	BTA	AAA	AA
.....	25	22	18	22	20	18
12 ti	23	20	16	20	18	14
18 ti	21	18	14	18	14	12

WTWN (FM) only: Deduct 4.00 from WTWN (FM)/WMLA, Normal combination.
(SMD)(D)

Lincoln

Logan County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WLRX (FM)

1971
LINCOLN

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

WPRC

1947
LINCOLN

Media Code 4 214 6215 1.00 Mid 009982-000
Capital Broadcasting Inc.
Box 190-800 S. Postville Dr., Lincoln, IL 62656. Phone 217-735-2337.

PROGRAMMING DESCRIPTION

WPRC: Emphasizes local news & information. MUSIC: uptempo country directed to adults. Farm, Local & area sports. Rec'd 3/23/84.

- PERSONNEL**
General Manager—William R. Wheeler.
- FACILITIES**
1,000 w.; 1370 khz. Non-directional.
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WLRX (FM).
Affiliated with Brownfield Network.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)

Litchfield

Montgomery County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WSMI

1950
LITCHFIELD



Media Code 4 214 6270 6.00 Mid 009983-000
Talley Broadcasting Corp.
Box 10, Litchfield, IL 62056. Phone 217-324-5921, Hillsboro, 532-2066, Greenville, 618-664-3232.
West Side of Square, Carlinville, IL 62626. Phone 217-854-2312.

PROGRAMMING DESCRIPTION

WSMI: News, information, farm, MOR music. Contact Representative for further details. Rec'd 1/5/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—Hayward L. Talley.
Traffic Manager—Debbie Prange.
Farm Director—Max Stewart.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
IL & MO—Contact station direct.
 - FACILITIES**
1,000 w. days; 1540 khz. Non-directional.
Operating schedule: Sunrise-local sunset, CST.
Partial simulcast operation. Operated separately Mon thru Sat 8:45 am-12:15 pm & 12:40 pm-sunset; Sun 9 am-noon & 12:30 pm-sunset. For simulcast facilities see WSMI-FM.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Sold in combination with WSMI-FM. See that listing.
- TIME RATES
Eff—Rec'd 3/26/84.
AAA—5:30-10 am, 11:30 am-1:30 pm & 3-6 pm.
AA—All other times.
- SPOT ANNOUNCEMENTS**
1 MINUTE
PER YR: 1x 156x 312x 1000x
AAA 33.00 28.00 25.00 24.50
AA 25.88 22.00 19.65 19.25
 - SPECIAL FEATURES**
Farm—5:30-7 am, 11:30 am-1:30 pm, & hourly markets 1 min, 35.00.
30 sec: 80% of 1-min.
(SMD)(CR)

WSMI-FM

WSMI FM
106

1950
LITCHFIELD



Media Code 4 214 6271 4.00 Mid 009984-000
Talley Broadcasting Corp.
Box 10, Litchfield, IL 62056. Phone 217-324-5921, Hillsboro, 217-532-2066, Greenville, 618-664-3232.

PROGRAMMING DESCRIPTION

WSMI-FM: Farm markets, weather, interviews, local & network news. Farm director & county agents participate with farm news & agricultural info. Hryl grain & commodity markets. Livestock markets direct from nat'l stock-yards. Special farm features incl commentary by nat'l figure & farm profit. MUSIC: modern country. AOR at night. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Hayward L. Talley.
Traffic Manager—Debbie Prange.
Farm Director—Max Stewart.
- REPRESENTATIVES**
Weiss & Powell, Inc.
IL & MO—Contact station direct.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mhz. Operating schedule: 5:30-1 am. CST. Antenna ht.: 500 ft. above average terrain.

Partial simulcast operation. Simulcast Mon thru Sat 5:30-8:45 am & 12:15-12:40 pm; Sun noon-12:30 pm. For non-simulcast facilities see WSMI.

4. AGENCY COMMISSION

15/0.

TIME RATES

Eff—Rec'd 3/26/84.
AAA—5:30-10 am, 11:30 am-1:30 pm & 3-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	1x	156x	312x	1000x
AAA	33.00	28.00	25.00	24.50
AA	25.88	22.00	19.65	19.25

10. SPECIAL FEATURES

Farm—5:30-7 am & 11:30 am-1:30 pm & hly markets: 1 min, 35.00.

FM/AM COMBINATION

Farm—5:30-7 am & 11:30 am-1:30 pm & hourly markets: 1 min, 63.00.

(SMD)(CR-2)

Loves Park

Winnebago County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Rockford

(including Belvidere, Loves Park)

Macomb

McDonough County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WJEQ (FM)

1983
MACOMB

See SRDS Spot Radio Small Markets Edition.

WKAI-FM

1966
MACOMB

Media Code 4 214 6381 1.00 Mid 009986-000
Lipper Broadcasting Co.
119 W. Carroll St., Box 250, Macomb, IL 61455. Phone 309-833-5581.

PROGRAMMING DESCRIPTION

WKAI-FM: Rock music targeted to area university age group. SPORTS: WIU & Macomb High events. Contact Representative for further details. Rec'd 12/18/84.

- PERSONNEL**
General Manager—George Lipper.
Sales Manager—Pam Hunt.
Program Director—Jim Bartlett.
 - REPRESENTATIVES**
Midwest—Eugene F. Gray Co., Inc.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo. Operating schedule: 5 am-midnight, CST. Antenna ht.: 200 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WLRB.
Member: Illinois Farm Bureau Radio Network.
- TIME RATES
Eff 12/1/84—Rec'd 12/18/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Sun 6 am-midnight, BTA.

- SPOT ANNOUNCEMENTS**
PER YR, AA
100x 300x 500x 800x 1000x
30 sec 5.50 4.75 4.25 4.00 3.75
1 min 8.25 7.15 6.40 6.00 5.65
PER MO, AA:
30 ti 50 ti 70 ti
30 sec 6.00 5.50 5.00
1 min 9.00 8.25 7.50
PER WK, AAA:
6 ti 18 ti 24 ti
30 sec 8.00 7.75 7.50
1 min 12.00 11.65 11.25

- PACKAGE PLANS**
48-HOUR SATURATION, CLASS AA
30 sec 30 ti 50 ti
4.25 3.75

- SPECIAL FEATURES**
AAA/Specialized programming—30 sec: 12.00; 1 min: 18.00.

(SMD) (A)

ILLINOIS

Macomb—cont

WLRB 1510 **WKAI**
FM 100
Talk Spot • Rock Spot

For further details call us at
309-837-WLRB

WLRB
1947
MACOMB

Media Code 4 214 6394 4.00 Mid 009985-000
Lipper Broadcasting Co.
119 W. Carroll St., Box 250, Macomb, IL 61455. Phone
309-833-5561.

PROGRAMMING DESCRIPTION

WLRB: News/talk with emphasis on local information; farm programming; sports; locally hosted call-in shows; nostalgia music. Contact Representative for further details. Rec'd Dec 18/84.

1. PERSONNEL
General Manager—George Lipper.
Sales Manager—Pam Hunt.
Farm Director—Julie Terstriep.

2. REPRESENTATIVES
Midwest—Eugene F. Gray Co., Inc.

3. FACILITIES
1,000 w. days; 1510 khz. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WKAI-FM.
Member: Illinois Farm Bureau Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/84—Rec'd 12/18/84.

6. SPOT ANNOUNCEMENTS

YR, BTA:	100x	200x	400x	500x	800x
30 sec	5.50	4.75	4.25	4.00	3.75
1 min	8.25	7.15	6.40	6.00	5.65
MO, BTA:	30 ti	50 ti	MO, BTA:	30 ti	50 ti
30 sec	6.00	5.00	1 min	9.00	8.25
WK, FIXED:	6 ti	18 ti	24 ti		
30 sec	8.00	7.75	7.50		
1 min	12.00	11.65	11.25		

7. PACKAGE PLANS

BTA:	100x	200x	400x	500x	800x	1000x
30 sec	4.75	4.25	4.00	3.75	3.50	3.00
1 min	5.70	5.10	4.80	4.50	4.20	3.60

10. SPECIAL FEATURES
Specialized programming—30-sec: 12.00; 1-min: 18.00.
(SMD) (A)

Marion

Williamson County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WDDD-FM
1970
MARION

Mid 009987-000
See SRDS Spot Radio Small Markets Edition.

WGGH
1949
MARION

Mid 009988-000
See SRDS Spot Radio Small Markets Edition.

Mattoon

Coles County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WEIC
1954
CHARLESTON

Mid 009872-000
See listing under city of license.

WEIC-FM
1965
CHARLESTON

Mid 022001-000
See listing under city of license.

WLBH

1946
MATTOON
RAB

Media Code 4 214 6585 7.00 Mid 009989-000
Mattoon Broadcasting Co.
North Rte. 45, Box 1848, Mattoon, IL 61938. Phone 217-234-6464, Charleston, 217-345-2526.

PROGRAMMING DESCRIPTION

WLBH: Programs, information & entertainment. 6 am-2 pm 68% consists of talk with local & network news; farm interviews, markets & weather. Editorials by ownership; sports news; daily news remotes; public affairs & informational interviews. Telephone programs daily. Commodities & stock market reports. 32% is MOR music. 2 pm-sign-off country jamboree, news, markets, weather & sports. Rec'd 7/28/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. R. Livesay.
Station Manager—Ken L. Wooddell.

3. FACILITIES
5,000 w.; 1170 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 5:45-8:15 am.
For non-simulcast facilities see FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Brownfield Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD)

WLBH-FM

1949
MATTOON
RAB

Media Code 4 214 6600 4.00 Mid 009990-000
Mattoon Broadcasting Co.
North Rte. 45, Box 1848, Mattoon, IL 61938. Phone 217-234-6464, Charleston, 217-345-2526.

PROGRAMMING DESCRIPTION

WLBH-FM: General popular music, programs, news, weather, markets & sports information. 5:45-8:15 am/noon-1 pm/3-7 pm consists of AM & PM drive information & mid-day report with state, local area & network news; sports; commodities, farm & stock market reports; weather; editorials by ownership & music. 8:15-9:15 am & 9-10 pm personality morn & eve music/talk shows. 9:15 am-noon/1-3 pm/7-9 pm/10 pm-midnight consists of state, local area & UPI audio network news every hr; markets, weather, sports & music. Rec'd 7/28/83.

1. PERSONNEL
Station Manager—Jim Livesay.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 8:15 am-midnight. For simulcast facilities see AM.

4. AGENCY COMMISSION
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD) (CR)

McLeansboro

Hamilton County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WMCL

1968
MCLEANSBORO



Community Service Broadcasting



NRBA

Media Code 4 214 6680 6.00 Mid 009991-000
Community Service Broadcasting, Inc.
Rt. 142 W., McLeansboro, IL 62859. Phone 618-643-2311.

Mt. Vernon Office:
811 Broadway, Mt. Vernon, IL 62864. Phone 618-242-4023.

PROGRAMMING DESCRIPTION

WMCL: Programmed for adults. MUSIC: Contemporary Country. FARM: livestock & market reports & other information at 6:25, 9:40, 9:55, 10:35, 11:35 am, 12:05, 12:35, 1:45 & 3:55 pm; business news at 7, noon & 4 pm. Rec'd 1/30/84.

1. PERSONNEL
General Manager—Bill Glassman.
Sales Manager—Cynthia Sharer.

3. FACILITIES
2,500 w.; 1060 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

TIME RATES

No. 12 Eff 4/84—Rec'd 4/10/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	22	21	20	19
30 sec	18	17	16	15

10. SPECIAL FEATURES
Farm—Extra 3.00 to applicable rate.
CONSECUTIVE WEEK DISCOUNT
4 wk—5% 8 wk—10% 13+ wk—15%
(SMD)(CR)

Mendota

La Salle County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WGLC
1964
MENDOTA

Mid 009992-000
See SRDS Spot Radio Small Markets Edition.

WGLC-FM
1965
MENDOTA

Mid 009993-000
See SRDS Spot Radio Small Markets Edition.

Metropolis

Massac County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

WMOK
1950
METROPOLIS

Mid 009994-000
See SRDS Spot Radio Small Markets Edition.

Moline

Rock Island County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Davenport (IA)-Rock Island-Moline (IL) under Iowa (including Bettendorf, IA, East Moline, IL)

Monmouth

Warren County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WMOI (FM)
1977
MONMOUTH

Mid 009995-000
See SRDS Spot Radio Small Markets Edition.

WRAM

Farm Country Radio

#1 By Far In Our Home County

WARREN w/44.8% Cume Audience

Source: 1983 ARB County Report

Warren County: \$146 Million Gross Farm Income

WRAM
1957
MONMOUTH

Mid 009996-000
Coleman Broadcasting Co.
707 N. Main St., Box 367, Monmouth, IL 61462. Phone 309-734-2111.

PROGRAMMING DESCRIPTION

WRAM: Programmed for community-minded adults. MUSIC: Modern Country. FEATURES: 6-10 am: farm markets, local & nat'l news, talk & music; noon agricultural programming & area news; afternoon major league sports, music & news. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
President—Roger H. Coleman.
Sales Marketing Director—Anna Bullwinkle.
Farm Director—Denny Schumacher.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
1,000 w. days; 1330 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS and MBS.
Member: Illinois Farm Bureau Radio Network.

TIME RATES
Eff 7/1/84—Rec'd 5/22/84.

6. SPOT ANNOUNCEMENTS

1 min	6 ti	12 ti	18 ti	24 ti
30 sec	11.00	9.50	8.50	7.00
	9.50	8.50	7.50	6.00

(SMD)(A)

Monticello

Platt County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WVLJ (FM)
1972
MONTICELLO

Mid 009997-000
See SRDS Spot Radio Small Markets Edition.

Morris

Grundy County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WCSJ
1964
MORRIS

Mid 009998-000
See SRDS Spot Radio Small Markets Edition.

WCSJ-FM
1962
MORRIS

Mid 009999-000
See SRDS Spot Radio Small Markets Edition.

Morton

Tazewell County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Peoria (including Morton, Pekin)

Mount Carmel

Wabash County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WYER
1949
MOUNT CARMEL

Mid 010000-000
See SRDS Spot Radio Small Markets Edition.

WYER-FM
1960
MOUNT CARMEL

Mid 017788-000
See SRDS Spot Radio Small Markets Edition.

Mount Vernon

Jefferson County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WMCL
1968
MCLEANSBORO

Mid 009991-000
Mt. Vernon Office:
811 Broadway, Mt. Vernon, IL 62864. Phone 618-242-4023.
See listing under city of license.

WMIX
1946
MOUNT VERNON
WEISS & POWELL, INC.
RADIO SALES



A Withers Broadcasting Company Station

Media Code 4 214 7150 9.00 Mid 010001-000
Withers Broadcasting Co. of Ill.
121-1/2 N. Nineth St., Box 1238, Mount Vernon, IL
62864. Phone 618-242-3500, TWX, 910-996-2381.

PROGRAMMING DESCRIPTION

WMIX: Programmed for adults & young adults. MUSIC: Contemporary MOR, current hits with PERSONALITIES in all segments. NEWS: Network at :60; local at 6:30, 7:05, 8, 11 am, 12N & 5 pm. FARM: agriculture features hrly. SPORTS: High school football & basketball, college & pro football. Rec'd 9/2/83.

- PERSONNEL**
Owner—W. Russell Withers, Jr.
Station Manager—Bruce Cox.
Program Director—Tom Sheldon.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w. days. 500 w. nights; 940 khz.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 1/1/83—Rec'd 8/22/84.
AAA—5:30-9 am, 11 am-1 pm, 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS			
CLASS AAA			
PER WK:	1 ti	12 ti	24 ti
1 min	22.00	21.00	19.00
30 sec	20.00	19.00	17.00
CLASS AA			
1 min	18.00	17.50	16.00
30 sec	16.00	15.50	14.00

AM/FM COMBINATION
CLASS AAA

PER WK:	1 ti	12 ti	24 ti
1 min	36.00	35.00	33.00
30 sec	32.00	31.00	29.00
CLASS AA			
1 min	30.00	29.00	27.00
30 sec	27.00	26.00	24.00

(SMD)

WMIX-FM
1946
MOUNT VERNON

Country Music



A Withers Broadcasting Company Station

Media Code 4 214 7151 7.00 Mid 010002-000
Withers Broadcasting Company of Ill.
Box 1238, Mount Vernon, IL 62864. Phone 618-242-3500,
TWA910-996-2481.

PROGRAMMING DESCRIPTION

WMIX-FM: Programmed for adults. MUSIC: Country, with emphasis on modern. NEWS: hrly capsules; expanded news at 7, 8, 11 am, noon, 3 & 5 pm. FARM: farm programming; hrly agricultural features. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Owner—W. Russell Withers, Jr.
Station Manager—Bruce Cox.
Program Director—Bob Hoffman.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 50,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 612 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.
Member: Illinois Farm Bureau Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

Eff 1/1/83—Rec'd 1/28/83.
AAA—5:30-9 am, 11 am-1 pm & 3-6 pm.
AA—BTA.

6. SPOT ANNOUNCEMENTS			
CLASS AAA			
PER WK:	1 ti	12 ti	24 ti
1 min	22.00	21.00	19.00
30 sec	20.00	19.00	17.00
CLASS AA			
1 min	18.00	17.50	16.00
30 sec	16.00	15.50	14.00

(SMD)

Murphysboro

Jackson County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WINI
1954
MURPHYSBORO

See SRDS Spot Radio Small Markets Edition. Mid 010003-000

WTAO (FM)
1972
MURPHYSBORO

See SRDS Spot Radio Small Markets Edition. Mid 010004-000

Normal

McLean County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Bloomington
(including Normal)

Oak Park

Cook County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

Olney

Richland County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WSEI (FM)
1953
OLNEY



Media Code 4 214 7397 6.00 Mid 029031-000
McPherson Media, Inc.
Radio Tower Rd., Drawer L, Olney, IL 62450. Phone 618-393-2156.

PROGRAMMING DESCRIPTION

WSEI (FM): MUSIC: Adult contemporary daytime; rock 7 pm-sign-off. NEWS: AP at :60, 8 reg'l newscasts & 3 radar weather shows daily. SPORTS: Pro baseball, high school & college football & basketball. Rec'd 1/31/83.

- PERSONNEL**
National Sales Manager—Nancy McPherson.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WVLN.

TIME RATES

Eff — Rec'd 1/31/83.
AM Drivetime—6-10 am.
Daypart—10 am-3 pm.
PM Drivetime—3-7 pm.
Nighttime—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS				
AMD				
1 min	19.16	17.80	16.38	15.00
30 sec	14.35	13.35	12.25	11.25
DAYPART				
1 min	13.60	12.35	11.15	9.85
30 sec	10.20	9.30	8.35	7.40
PMD				
1 min	14.35	13.35	12.25	11.25
30 sec	10.75	10.05	9.25	8.40
NIGHT				
1 min	10.25	9.30	8.45	7.70
30 sec	7.65	6.95	6.30	5.75

(SMD) (A)

WVLN THE FARM GIANT OF S.E. ILLINOIS

Blanketing 9 counties with a gross farm income of
\$473,000,000.

Source: SRDS mkt. data

WVLN
1947
OLNEY



Media Code 4 214 7370 3.00 Mid 010005-000
McPherson Media, Inc.
Radio Tower Rd., Drawer L, Olney, IL 62450. Phone 618-393-2156.

PROGRAMMING DESCRIPTION

WVLN: MUSIC: Foreground beautiful music. NEWS: news & farm, AP at :60; 6 reg'l newscasts daily, 5 radar weather shows. FARM: 7 daily farm programs, farm director, county stringers, 4H reports, aerial crop reports. Contact Representative for further details. Rec'd 1/31/83.

- PERSONNEL**
National Sales Manager—Nancy McPherson.
Farm Director—Jim Clinton.
- FACILITIES**
250 w.; 740 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WSEI (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff — Rec'd 9/6/83.
Drivetime—6-10 am & 3-7 pm.
Daypart—10 am-3 pm.

6. SPOT ANNOUNCEMENTS				
DRIVETIME				
1 min	19.16	17.80	16.38	15.00
30 sec	14.35	13.35	12.25	11.25
DAYPART				
1 min	13.60	12.35	11.15	9.85
30 sec	10.20	9.30	8.35	7.40

- SPECIAL FEATURES**
Farm program 12:30-1 pm, drivetime rates apply. (SMD) (A)

Ottawa

La Salle County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WCMY
1952
OTTAWA



Media Code 4 214 7425 5.00 Mid 010006-000
Virginia Broadcasting Corp.
216 W. LaFayette St., Ottawa, IL 61350. Phone 815-434-6050.

PROGRAMMING DESCRIPTION

WCMY: MUSIC: Popular non-Rock Hits of past 4 decades 8-10 am, 1-4 pm, 4:30-6 pm & wknds. NEWS: local at :60 with expanded reports 7-8 am, noon-1 pm & 4-4:30 pm; weather; sports. FARM: AM report 6-7 am plus info during noon-1 pm news. TALK: Viewpoint talk show 10 am-noon. Rec'd 6/18/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Dan Parker.
Program Director—Richard Parker.
- FACILITIES**
500 w. days; 1430 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WRKX (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 19 Eff 6/1/84—Rec'd 11/16/84.
AA—6 am-1 pm.
A—1-6 pm & wknds.

7. PACKAGE PLANS				
BULK—CLASS AA				
PER YR:	Open	156x	260x	520x
30 sec	18.00	14.50	13.00	12.00
1 min	20.50	17.00	15.50	14.50
30 sec	15.00	11.50	10.00	9.00
1 min	17.50	14.00	12.50	11.50
CLASS A				
30 sec	15.00	11.50	10.00	9.00
1 min	17.50	14.00	12.50	11.50
WEEKLY—1/2AA, 1/2A				
EA:	12 ti	18 ti	24 ti	36 ti
30 sec	13.00	11.50	10.50	9.50
1 min	15.50	14.00	13.00	12.00

For more farm information, see listing in consumer Magazine and Agri-Media Rates and Data. (SMD)

WRKX (FM)
1964
OTTAWA

Adult Contemporary



A Virginia Broadcasting Corporation Station

Media Code 4 214 7480 0.00 Mid 010007-000
Virginia Broadcasting Corp.
216 W. LaFayette St., Ottawa, IL 61350. Phone 815-434-6050.

PROGRAMMING DESCRIPTION

WRKX (FM): MUSIC: Adult Contemporary; Satellite Music Network. NEWS: network at :60 with local in drivetimes. SPORTS: Chicago White Sox baseball; Indy 500; Ottawa & Marquette High football & basketball. Rec'd 11/16/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Dan Parker.
Program Director—Richard Parker.
- FACILITIES**
ERP 3,000 w.; 95.3 mhz. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WCMY.
Affiliated with Satellite Music Network.

TIME RATES

No. 19 Eff 6/1/84—Rec'd 6/18/84.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7-10 pm.

7. PACKAGE PLANS				
BULK—CLASS AA				
PER YR:	Open	156x	260x	520x
30 sec	14.00	10.50	9.00	8.00
1 min	16.50	13.00	11.50	10.50
30 sec	13.00	9.50	8.00	7.00
1 min	15.50	12.00	10.50	9.50
WEEKLY—1/2AA, 1/2A				
EA:	12 ti	18 ti	24 ti	36 ti
30 sec	10.00	8.50	7.50	6.50
1 min	12.50	11.00	10.00	9.00

(SMD)

Pana

Christian County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WKXX (FM)
1977
PANA

See SRDS Spot Radio Small Markets Edition. Mid 010008-000

Paris

Edgar County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WACF (FM)
1952
PARIS

See SRDS Spot Radio Small Markets Edition. Mid 010009-000

WPRS
1951
PARIS

See SRDS Spot Radio Small Markets Edition. Mid 010010-000

Paxton

Ford County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WPXN (FM)
1984
PAXTON

See SRDS Spot Radio Small Markets Edition. Mid 034419-000

Pekin

Tazewell County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Peoria
(including Morton, Pekin)

ILLINOIS

Peoria

(including Morton, Pekin)
Peoria County—Map Location D-5
Tazewell County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBNQ (FM)

1947
BLOOMINGTON



This is a paid duplicate of the listing under Bloomington, Illinois.

Media Code 4 214 0525 9.00 Mid 009851-000
Bloomington Broadcasting Corp.
236 Greenwood Ave., Box 8, Bloomington, IL 61701.
Phone 309-829-1221.

PROGRAMMING DESCRIPTION

WBNQ (FM): Programmed for 18-34, 18-49 adults. MUSIC: mass appeal contemporary hits. AIR PERSONALITIES handle all segments. NEWS: 8 local 3-min newscasts daily handled by local news dept. FARM: farmbreak Mon thru Fri 5:20 & 5:50am. FEATURES: American Top 40 Sun 8 am-noon. COMMERCIAL POLICY: 10 units per hr max; promotions designed for audience participation. Contact Representative for further details. Rec'd 2/23/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Johnson.
Station Manager—Craig Jacobus.
Program Director—Mike Justin.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 50,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.

Basic Rates: 20a, 21b, 21d, 28b, 29a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WJBC
Affiliated with Supernet.

TIME RATES
Eff 1/1/85—Rec'd 12/20/84.

GRID:	1 min		30 sec	
	6 ti	12 ti	24 ti	24 ti
High	33	30	28	31
Low	30	28	26	26

10. SPECIAL FEATURES
Newsbreaks/American Top-40, extra 6.00.

WGLO (FM)

1964
PEKIN

WVEL

1946
PEKIN

Media Code 4 214 7617 7.00 Mid 010018-000
Dick Lashbrook Corp.
28 S. 4th St., Pekin, IL 61554. Phone 309-346-2134.
Rates have been temporarily withdrawn by station.

1947
PEORIA

EASTMAN RADIO, INC.



Media Code 4 214 7700 1.00 Mid 010011-000
Mid-America Media Inc.
Box 3335, W. Glen Station, Peoria, IL 61614. Phone 309-694-6262.

PROGRAMMING DESCRIPTION

WIRL: Programmed for adults 18-49. MUSIC: 78% blend of best adult songs of past & present with AIR PERSONALITIES. NEWS 15%: at :60 & :30, 5-8:30 am; 10 min at noon; 5 min at 4, 5, & 6 pm; at :60 midnight-5 am. Remote traffic condition reports at :05 & :35, 6-8:30 am. Editorials or mini documentaries daily. SPORTS: M-F 6:40-7:40 am, college basketball play-by-play sportscasts. Audience participation contests run continually. Contact Representative for further details. Rec'd 9/17/79.

1. PERSONNEL
Vice Pres.—Gen'l Mgr.—Ken Brown.
Sales Manager—Greg Scirocco.
Program Director—Gene Konrad.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1290 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24a, 28c, 29a, 31.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60h, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WSWT (FM).
Affiliated with Eastman Radio Network.

TIME RATES
WIRL/WSWT (FM) COMBINATION
No. 5 Eff 8/27/84—Rec'd 9/14/84.

AAA—Mon thru Sat 9:30-10 am.
AA—Mon thru Fri 10 am-8 pm; Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA	AAA	AA
I	90	85	50	77
II	80	75	45	68
III	70	65	40	60
IV	60	55	35	51

10. SPECIAL FEATURES

Traffic reports: Incl open & 30-sec spot 6-8:30 am & 3-5:30 pm, add 5.00 to earned rate.
News sponsorship: at top & bottom of hour where available, incl open or close & :60 or :30-sec spot, add 5.00 to earned rate.

WKQA (FM)

1973
PEKIN



BLAIR RADIO



Media Code 4 214 7727 4.00 Mid 010012-000
Peoria Valley Broadcasting Inc.
3641 Meadowbrook Rd., Peoria, IL 61604. Phone 309-685-5975.

PROGRAMMING DESCRIPTION

WKQA (FM): MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: local staff. FEATURES: continuous on & off air promotions; community involvement. Contact Representative for further details. Rec'd 9/27/84.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Dick Lewis.
Local Sales Manager—Jackie B. Price.
Program Director—Lee Malcolm.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 3,000 w. (horiz.), 3000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11g, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 32a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WXCI.
Affiliated with Blair Represented Network.
Affiliated with RKO ONE.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WKZW (FM)

KZ93

1946
PEORIA



Media Code 4 214 7755 5.00 Mid 010013-000
Midwest Television Inc.
3131 N. University St., Peoria, IL 61604. Phone 309-688-3131, TWX, 910-652-0139.

PROGRAMMING DESCRIPTION

WKZW (FM): Programmed for mass appeal audiences, 12-49 yrs. MUSIC: Contemporary, top current hits. AIR PERSONALITIES handle all segments. NEWS: 4 min 2x/hr AM drive & at 11:50 am & 1:50 pm. FEATURES: audience participation promotions. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL
Station Manager—David McAley.
General Sales Manager—John Kennedy.
Program Director—Keith Edwards.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 548 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, *15e, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) or 30 days.
AM facilities: WMBD.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 12/1/84—Rec'd 11/29/84.

AAA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Sat 5-10 am; Mon thru Fri 10 am-3 pm; Sat 5-10 am; Sun 5 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec/less	
	AAA	AA	AAA	AA
6 ti	48	46	42	38
12 ti	46	44	40	37
18 ti	44	42	38	35
24 ti	42	40	36	33
30 ti	40	38	34	32

B: Flat 1-min/less 8.00.
Fixed position/less than 6 ti, extra 15%.

WMBD

1927
PEORIA



Media Code 4 214 7810 8.00 Mid 010014-000
Midwest Television Inc.
3131 N. University St., Peoria, IL 61604. Phone 309-688-3131, TWX, 910-652-0139.

PROGRAMMING DESCRIPTION

WMBD: Programmed for adult interest with news, info, 2-way talk, farm & sports. MUSIC: AIR PERSONALITIES play Adult Contemporary 5 am-6 pm. NEWS: 17-person local dept. state capital correspondent; network & local at :60 & :30 6-9 am & 4-6 pm; traffic reports AM/PM. FARM: 2-person dept handles shows 5-7 am, 11:45 am-1:15 pm & close/wrap-up at 2:30 & 6 pm. SPORTS: play-by-play college football & basketball, 2-way sports tele/talk show 6:07-7 pm wkdays. Contact Representative for further details. Rec'd 8/22/83.

1. PERSONNEL
Station Manager—David W. McAley.
General Sales Manager—John Kennedy.
Program Director—Gary Bruce.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1470 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, *15e, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) or 30 days.
FM facilities: WKZW (FM).
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 41 Eff 12/1/84—Rec'd 11/29/84.

AAA—Mon thru Fri 5-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-noon & 1-7 pm; Sat 5-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 5 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA—1 MINUTE			
	1 ti	6 ti	12 ti	18 ti
I	55	52	50	48
II	52	50	48	46
III	50	48	46	44

PER WK:	CLASS AAA—30 SECONDS			
	1 ti	6 ti	12 ti	18 ti
I	44	42	40	38
II	42	40	38	37
III	40	38	37	35

CLASS AA
1 min 38 36 34 32 30
30 sec/less 30 28 27 26 24

CLASS A
1 min 26 24 22 20 18
30 sec/less 20 19 17 16 15
Spots less than 30-sec available only in AA & A.

10. SPECIAL FEATURES

FARM—MON-FRI 7-11 AM & 11:45 AM-1:15 PM
GRID: I II III GRID: I II III
1 min 85 80 75 30 sec/less 68 64 60
Fixed position, extra 15%.
Farm Market Close Mon thru Fri 2:30 pm & Farm Market Wrap-up Mon thru Fri 6:10 pm—1-min 45.00; 30-sec/less 36.00.

NEWSCASTS—SPORTSCASTS
Fixed position—incl 1-min open/close, 1-min rate plus 15%.

For more form information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WPEO

1946
PEORIA



Media Code 4 214 7920 5.00 Mid 010015-000
Kankakee Cable TV Co. Inc.
Suite 217-121 N. Jefferson St., Peoria, IL 61602. Phone 309-674-1020.

2. REPRESENTATIVES

Market 4 Radio.
1 min rate 1x: 15.00.

WSWT (FM)

1966
PEORIA

EASTMAN RADIO, INC.



Media Code 4 214 7930 4.00 Mid 010016-000
Kankakee Cable TV Co. Inc.
Box 3335 West Glen Sta., Peoria, IL 61614. Phone 309-694-6268.

PROGRAMMING DESCRIPTION

WSWT (FM): Programmed for adults. MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hr. NEWS: hrly at :57; business reports at 11 am, 2 & 5 pm. Hrly updates; weather at :30. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ken Brown.
Station Manager—John Krogstad.
Operations Manager—Randy Rundle.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 50,000 w. (vert.), 50,000 w. (horiz.); 106.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24a, 28c, 29a, 31.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60h, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WIRL.
Affiliated with Eastman Radio Network.
Sold in combination with WIRL. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 20% from WIRL/WSWT (FM) combination.

WTAZ (FM)

1976
MORTON



Media Code 4 214 7937 9.00 Mid 010017-000
Morton-Washington Broadcasting Co. Inc.
Laketand Rd NW of Morton, IL, RR 1, Morton, IL 61550.
Phone 309-263-0102, Peoria, 745-8102, Washington, 309-444-8457.

2. REPRESENTATIVES

Lotus Reps.
1 min rate 1x: 9.00.

WTXR (FM)

1977
CHILlicothe



(This is a paid duplicate of the listing under Chillicothe, Illinois.)

Media Code 4 214 3780 7.00 Mid 009921-000
Midwest Radio, Inc.
2606 N. Knoxville, Peoria, IL 61604. Phone 309-274-2161.

PROGRAMMING DESCRIPTION

WTXR (FM): Programmed for adults & young adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Modern Country incl Standards & Current Hits. FEATURES: regular audience participation contests & promotions; cooking program; local psychic. NEWS: anchored by local television personalities AM & PM; airplane for traffic emergency reports; remote unit. FARM: early AM, midday & afternoon. SPORTS: daily quiz hosted by former NFL official. COMMERCIAL POLICY: average 8-min spots/hr. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

Gen'l Mgr. & Nat'l Sales Mgr.—Bill Bro.
Farm Director—Mary Dries.
Operations Manager—Donald J. Elliott.

2. REPRESENTATIVES

- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above sea level.
- 4. AGENCY COMMISSION**
15%; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.
- TIME RATES**
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

WWCT (FM)1971
PEORIA**H&H**

HILLIER NEWMARK, WECHSLER & HOWARD

nab**NRBA**Media Code 4 214 7945 2.00 Mid 010019-000
Central Illinois Broadcasting Inc.
414 Hamilton Blvd., Peoria, IL 61602. Phone 309-674-2000.**PROGRAMMING DESCRIPTION**

WWCT (FM): Programmed for adults & young adults 18-49. MUSIC: album oriented rock current LP's, oldies & album selections. AIR PERSONALITIES handle all segments. NEWS: 2x/hr in AM drive, noon & during PM drive. Contact Representative for further details. Rec'd 12/29/81.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Bruce Foster.
Sales Manager—Rich Fruin.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 571 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 20b, 21c, 21d, 22b, 23a, 24b, 25a, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC-The Source.
- TIME RATES**
Eff 3/28/83—Rec'd 3/21/83.
- AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 6-10 am & 7 pm-midnight; Sun 6 am-midnight.
- 6. SPOT ANNOUNCEMENTS**
1 MINUTE
- | | | | | | |
|-------|----|----|-----|----|----|
| GRID: | I | II | III | IV | V |
| AA | 40 | 37 | 33 | 29 | 26 |
| A | 36 | 33 | 29 | 26 | 22 |
- 30 SECONDS
- | | | | | | |
|----|----|----|----|----|----|
| AA | 36 | 32 | 28 | 25 | 22 |
| A | 32 | 28 | 25 | 22 | 19 |
- 7. PACKAGE PLANS**
TAP
- | | | | | | | | | | | | |
|-------|----|----|-----|----|----|--------|----|----|-----|----|----|
| GRID: | I | II | III | IV | V | GRID: | I | II | III | IV | V |
| 1 min | 33 | 29 | 26 | 22 | 19 | 30 sec | 28 | 25 | 22 | 19 | 16 |

WXCL1946
PEORIA**BLAIR RADIO****nab****NRBA**Media Code 4 214 7975 9.00 Mid 010020-000
Peoria Valley Broadcasting Inc.
3641 Meadowbrook Rd., Peoria, IL 61604. Phone 309-685-5975.**PROGRAMMING DESCRIPTION**

WXCL: MUSIC: Modern Country. AIR PERSONALITIES handle all segments; emphasis on personality & community service. NEWS: local staff; Paul Harvey M-Sat. FARM: agn reports in AM M-F. SPORTS: Bradley college basketball play-by-play. Contact Representative for further details. Rec'd 9/27/84.

- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Dick Lewis.
National Sales Manager—Larry Whitaker.
Local Sales Manager—Nancy Shelton.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
1,000 w.; 1350 khz. Directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0; time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11g, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 32a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WKQA (FM).
Affiliated with Blair Represented Network.
Affiliated with ABC Information Radio Network.
Affiliated with RKO TWO.
- TIME RATES**
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

PeruLa Salle County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**WAJK (FM)**1964
LA SALLE**nab****RAB****NRBA**Media Code 4 214 5995 9.00 Mid 009977-000
LaSalle County Broadcasting Corp.
Ivy Way Dr., Box 215, La Salle, IL 61301. Phone 815-223-3100.**PROGRAMMING DESCRIPTION**

WAJK (FM): Target audience 18-34. MUSIC: Adult Contemporary format with emphasis on current hits blended with greatest oldies. NEWS: Local newscasts. COMMERCIAL POLICY: 5 stop sets per hr, 12-min max; on & off air promotions targeted at adult audience. Rec'd 8/26/83.

- 1. PERSONNEL**
Vice-President, Sales—Robert F. Vickrey.
News Director—Joe Hogan.
Music Director—Jim Dornbusch.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 305 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/2 time only.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WLPO.
Affiliated with ABC Contemporary Radio Network.
- TIME RATES**
Eff—Rec'd 8/27/84.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|-------|
| PER WK: | Open | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti | 72 ti |
| 1 min | 19.00 | 16.50 | 15.50 | 15.00 | 14.00 | 13.00 | 11.00 |
| 30 sec | 15.25 | 13.25 | 12.50 | 12.00 | 11.25 | 10.50 | 8.75 |
- 7. PACKAGE PLANS**
BULK
- | | | | | |
|--------|-------|-------|-------|-------|
| 1x | 52x | 104x | 156x | 260x |
| 1 min | 19.00 | 18.50 | 15.50 | 15.00 |
| 30 sec | 15.25 | 13.25 | 12.50 | 12.00 |
- 312x 365x 520x 1040x
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 13.00 | 12.25 | 11.50 | 11.00 |
| 30 sec | 10.50 | 9.75 | 9.25 | 8.75 |
- 10 SEC PACKAGE 100/14 CONSEC DAYS
- | | |
|------|-----------|
| Open | 1 ti |
| Ea | 5.50 6.50 |
- 13-wk flight, minimum 325.00.
May be split between WAJK (FM)/WLPO, 100/14 consec days.
One-liners: 1 line of copy, 60% of 10-sec.
- 10. SPECIAL FEATURES**
LOCAL NEWS SPONSORSHIPS
- | | | | | | | | | |
|---------|------|------|------|------|------|------|------|------|
| PER WK: | Open | 1 ti | 2 ti | 3 ti | 4 ti | 5 ti | 6 ti | 7 ti |
| 5 min | 22 | 18 | 17 | 16 | 15 | 14 | 13 | 12 |
- (SMD)(D) (A)

WIVQ (FM)1970
PERU**nab****RAB****NRBA**Media Code 4 214 6050 2.00 Mid 009978-000
LaSalle County Broadcasting Corporation
Ivy Way Dr., Box 215, La Salle, IL 61301. Phone 815-223-3100.**PROGRAMMING DESCRIPTION**

WLPO: Programmed for adults 25-54; emphasis on news & information. MUSIC: MOR featuring PERSONALITIES. NEWS: local at :30, 6:30 am-5 pm by local director; nat'l at :60 AP. FEATURES: audience phone, service, contests, wkly interviews, sports talk, business reports. FARM: 6-7 am, 11:30 am-1 pm & 4-5 pm. SPORTS: 7:15, 8 am, 12:05, 12:45 & 5:15 pm by local sports director; major league baseball, U football & basketball, high school football, baseball & basketball. TALK: 10 am-1 pm with audience participation; women's shows: 9-10 am & feminine features thru day; weather every 15 min. RELIGION: Sun AM. Rec'd 10/23/84.

- 1. PERSONNEL**
Vice-President, Sales—Robert F. Vickrey.
Local News Director—Joe Hogan.
Farm Editor—Don Zukowski.

- 3. FACILITIES**
1,000 w. days; 1220 khz. Directional.
Operating schedule: 6 am-7 pm. CST.
- 4. AGENCY COMMISSION**
15/2 time only.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WAJK (FM).
- TIME RATES**
Eff—Rec'd 8/27/84.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------------|-------|-------|-------|-------|-------|
| YR CONTRACT: | 1x | 52x | 104x | 156x | 260x |
| 1 min | 23.00 | 20.50 | 19.75 | 19.00 | 18.00 |
| 30 sec | 18.50 | 16.50 | 15.75 | 15.25 | 14.50 |
- 312x 365x 520x 1040x
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 17.25 | 16.25 | 15.50 | 15.00 |
| 30 sec | 13.75 | 13.00 | 12.50 | 12.00 |
- (*) Minimum 10 per wk.
- 7. PACKAGE PLANS**
SATURATION IMPACT
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti | 72 ti |
| 1 min | 20.50 | 19.75 | 19.00 | 18.00 | 17.25 | 15.00 |
| 30 sec | 16.50 | 15.75 | 15.25 | 14.50 | 13.75 | 12.00 |
- 10-SEC PACKAGE 100/14 CONSEC DAYS
- | | |
|------|-----------|
| Open | 1 ti |
| Ea | 6.50 8.00 |
- 13-wk flight, minimum 325.00.
May be split between WLPO/WAJK (FM), 100/14 consec days.
One-liners: 1 line of copy, 60% of 10-sec.
- 8. PROGRAM TIME RATES**
- | | | | | | | | |
|---------|------|------|------|------|------|------|------|
| PER WK: | Open | 1 ti | 2 ti | 3 ti | 5 ti | 6 ti | 7 ti |
| 3 min | 28 | 27 | 26 | 25 | 24 | 23 | 22 |
| 5 min | 38 | 35 | 33 | 31 | 28 | 26 | 24 |
| 10 min | 48 | 45 | 42 | 38 | 35 | 32 | 30 |
| 1/4 hr | 58 | 55 | 52 | 49 | 45 | 42 | 39 |
- (SMD)(D) (A)

PittsfieldPike County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**WBBA**1954
PITTSFIELDMid 010022-000
See SRDS Spot Radio Small Markets Edition.**WBBA-FM**1966
PITTSFIELDMid 010023-000
See SRDS Spot Radio Small Markets Edition.**Plano**Kendall County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.**WSPY (FM)**1974
PLANOMid 010024-000
See SRDS Spot Radio Small Markets Edition.**Pontiac**Livingston County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**WPOK**1966
PONTIACMid 010025-000
See SRDS Spot Radio Small Markets Edition.**WPOK-FM**1969
PONTIACMid 010026-000
See SRDS Spot Radio Small Markets Edition.**Princeton**Bureau County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**WZOE**1961
PRINCETONMedia Code 4 214 8195 3.00 Mid 010027-000
WZOE Inc.
Broadcast Center, South Main St., Box 69, Princeton, IL 61356. Phone 815-875-8014.**PROGRAMMING DESCRIPTION**

WZOE: Programmed for adult interest, emphasis on information. MUSIC: Adult Contemporary, emphasis on Oldies 50-70's; Solid Gold-Sat Night 7-11 pm. NEWS: hrly at :60, expanded at 7, 8, 9, 10 am, 12-30, 5, 10 pm; AP; heavy actualities; regional stringer staff; Capitol Informa-

tion Bureau. TALK: 11 am-12N, general interest interviews; lifestyle features throughout AM & PM. FARM: 5:50-6:40 am & 11:45 am-12:50 pm. 16 spot market reports daily; commodity news serv. wire; USDA, Brownfield Network & local sources; 20 Ag reports daily. SPORTS: Expanded at 7:45 am & 5:20 pm, 10 summaries daily at :45; live coverage of U of I football; Bradley U basketball; local high school football & basketball. RELIGION: Sun AM. Rec'd 11/29/84.

- 1. PERSONNEL**
General Manager—Steve Samet.
Program Director—Barry Martell.
News Director—David Van Drew.
- 3. FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with Brownfield Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 11/29/84.
- AA—Mon thru Sat 6-8:30 am; Mon thru Fri 11:30 am-1 pm.
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
CLASS AA
- | | | | |
|-------|-------|--------|-------|
| 1 min | 20.25 | 30 sec | 17.25 |
|-------|-------|--------|-------|
- CLASS A
- | | | | |
|--------|-------|-------|-------|
| 1 min | 1x | 312x | 624x |
| 1 min | 20.25 | 19.75 | 19.25 |
| 30 sec | 17.25 | 16.75 | 16.25 |
- (SMD) (A)

WZOE-FM1980
PRINCETON**nab**Media Code 4 214 8196 1.00 Mid 010028-000
WZOE Inc.
Broadcast Center, South Main St., Box 69, Princeton, IL 61356. Phone 815-875-8014.**PROGRAMMING DESCRIPTION**
WZOE-FM: Entertainment for wide interest & long listening. MUSIC: uninterrupted segments of instrumentals & vocals blended for variety of moods throughout day; incl Current music for adult audience. NEWS: hrly at :57; weather hrly at :30. COMMERCIAL POLICY: 4 commercial breaks per hr. Rec'd 3/5/84.

- 1. PERSONNEL**
General Manager—Steve Samet.
Program Director—Barry Martell.
News Director—David Van Drew.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 11/29/84.
- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|--------|-------|-------|-------|
| ROS: | 1x | 312x | 624x |
| 1 min | 16.25 | 15.75 | 15.25 |
| 30 sec | 13.25 | 12.75 | 12.25 |
- (SMD) (A)

QuincyAdams County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.**KGRC (FM)****KGRC**1968
HANNIBAL**NAB**Media Code 4 226 2340 5.00 Mid 011893-000
Great River Communications Inc.
3702 Palmyra Rd., Box 1017, Hannibal, MO 63401.
Phone 314-221-2221, Quincy, IL Sales Office, 217-224-4102.

- PROGRAMMING DESCRIPTION**
KGRC (FM): Programmed for adults. MUSIC: Mass appeal contemporary. NEWS: Local, reg'l & nat'l at :30 & :60 during AM drive; at :60 during non-drive times up to 6 pm; 3-person team. FARM: 8 commodity reports daily plus farm features. Contact Representative for further details. Rec'd 5/2/84.
- 1. PERSONNEL**
Station Manager—Michael O'Connor.
Farm Director—Ron Hendren.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.

continued

ILLINOIS

Quincy—cont

KGRC (FM)—cont

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10g, 11g, 12g, 13g, 14g.

Affiliated with ABC FM Radio Network.

TIME RATES

Eff 11/1/84—Rec'd 10/2/84.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm; 7 pm-midnight.
A—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	AAA	AA
1 ti	39	32	26	22
6 ti	37	30	24	20
12 ti	35	28	22	18
18 ti	33	26	20	16
24 ti	31	24	18	14

Fixed position, extra 3.00.

10. SPECIAL FEATURES

FARM & FARM FEATURES 6-7:30 AM & 11:30 AM-1 PM

PER WK:	1 ti 6 ti		PER WK:	1 ti 6 ti	
	1 min	30 sec		1 min	30 sec
1 min	43	30	30 sec	35	33

Sponsorship—1-min 50.00; 30-sec 40.00.

(SMD) (D)

KHMO

1941
HANNIBAL, MO

Mid 011694-000

Considered by Mutual Broadcasting System as their Quincy, IL outlet. See listing under city of license.

KIDS (FM)

1981
PALMYRA



(This is a paid duplicate of the listing under Palmyra, Missouri.)



Media Code 4 226 5588 6.00 Mid 028412-000
Palmyra Broadcasting Co.
104 E. Lafayette, Box 352, Palmyra, MO 63461. Phone 314-769-2044, Hannibal, 221-2044, Quincy, IL, 217-228-2044.

PROGRAMMING DESCRIPTION

KIDS (FM): MUSIC: programmed Current Country blended with recurrent & Classic Country hits from 50's forward presented for adults by live announcers. FARM: local stock & commodity broker with markets M-F 5:30, 9:50 am, 12:20 & 2:10 pm. NEWS: expanded local casts M-F 6:55, 8 am, noon & 5 pm. FEATURES: Ralph Emery Show M-F 1-2 pm; wkly music specials Sat 6:30-9 pm. Contact Representative for further details. Rec'd 8/2/84.

1. PERSONNEL

President—Frank C. Bick.
Vice-Pres. & Gen'l Mgr.—Bud Janes.
Sales Manager—Dennis Polk.

2. REPRESENTATIVES

Bruce Schneider & Co., Inc.

3. FACILITIES

ERP 2,400 w. (horiz.), 2,400 w. (vert.); 98.3 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 356 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 7b, 8.

Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.

Basic Rates: 20a, 21b, 21d, 22a, 22b, 25b, 29a.

Contracts: 40a, 41, 42a, 45, 47c, 48, 51c.

Cancellation: 70a, 70c, 71a.

Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 8/2/84.

AAA—5-9 am & 3-7 pm.
AA—9 am-3 pm & 7 pm-midnight.
A—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	AAA	AA
1 ti	25.00	20.00	15.00	12.00
6 ti	23.00	18.50	13.75	11.00
12 ti	21.00	16.75	12.50	10.00
24 ti	18.00	14.50	11.25	9.00

10. SPECIAL FEATURES

Farm markets—5:30, 9:50 am, 12:20, 2:10 pm: Extra 2.00.
Local news—6:55, 8 am noon, 5 pm: Extra 2.00.

(SMD) (D)

WGEM

1947
QUINCY



M'GAVREN GUILD RADIO



Media Code 4 214 8250 6.00 Mid 010029-000
Quincy Broadcasting Co.
Hotel Quincy, Quincy, IL 62301. Phone 217-228-6600, TWX, 910-246-3209.

PROGRAMMING DESCRIPTION

WGEM: Adult Contemporary format incl information, news, AIR PERSONALITIES, farm, sports. MUSIC: Adult Contemporary. FARM: 5:30-6 am incl capsule reports, market summaries & weather reports. NEWS: at :60 & :30. Paul Harvey News. SPORTS: high school, college, football, basketball, soccer. Contact Representative for further details. Rec'd 10/31/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard Herbst.
Station Manager—Leo Henning.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.: 1440 khz. Directional—Separate patterns day and night. Stereo. Operating schedule: 5:30-1 am. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62b.

Cancellation: 70a, 70e, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with ABC Information Radio Network.

Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 12/27/84—Rec'd 12/27/84.

AA—Mon thru Sat 6-9 am & 3-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	6 ti	12 ti	18 ti	24 ti
1 min	32	30	26	23
30 sec	23	21	19	18

10. SPECIAL FEATURES

PAUL HARVEY—MON-SAT NOON-12:15 PM
1 min 30 sec
1+, 1lat 1 min 30 sec
6 am-7 pm rotator 24 18
GEM Nighttime, 7:30 pm-midnight—A rates apply.
Farm Markets, 12:30-12:45 pm—AA rates apply.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	6 ti	12 ti	18 ti	24 ti
1 min	50	48	43	38
30 sec	38	36	31	28

10. SPECIAL FEATURES

PAUL HARVEY—MON-SAT NOON-12:15 PM
1 min 30 sec
1 ti/more, 1lat 60 44
6 am-7 pm Rotator 42 27
Illinois RFD—Simulcast Mon thru Fri 5:30-6 am: 1 min 28.00; 30-sec 23.00.

WGEM-FM

1947
QUINCY



M'GAVREN GUILD RADIO



Media Code 4 214 8251 4.00 Mid 010030-000
Quincy Broadcasting Co.
Hotel Quincy, Quincy, IL 62301. Phone 217-228-6600, TWX, 910-246-3209.

PROGRAMMING DESCRIPTION

WGEM-FM: Country music, information, news, farm, sports. MUSIC: Country incl top 25 re-current hits & oldies. Farm: 5:30-6 am, farm profit 6:20 am & 5:20 pm; markets 9:40, 10:30, 11:30 am, 12:15, 1:30 & 2:15 pm. Contact Representative for further details. Rec'd 8/18/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard Herbst.
Station Manager—Leo Henning.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 27,500 W. (horiz.), 27,500 w. (vert.); 105.1 mhz. Stereo. Operating schedule: 5:30-1 am. CST. Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24e, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Radio Network.
Member: Illinois Farm Bureau Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

Eff—Rec'd 12/27/84.

AA—Mon thru Sat 6-9 am & 3-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	6 ti	12 ti	18 ti	24 ti
1 min	32	30	26	23
30 sec	23	21	19	18

10. SPECIAL FEATURES

PAUL HARVEY NEWS—MON-SAT NOON-12:15 PM
1 min 30 sec
1+, 1lat 36 29
6 am-7 pm rotator 24 18
Farm Markets, 12:15-12:30 pm—AA rates apply.

WQCY (FM)

1948
QUINCY

Beautiful Music



A Lee Enterprises Station

Media Code 4 214 8277 9.00 Mid 010031-000
Lee Enterprises Inc. (Lee Broadcasting Div.)
Box 905, Quincy, IL 62301. Phone 217-222-6200, 217-222-6215. TWX 910-246-3204.

PROGRAMMING DESCRIPTION

WQCY (FM): MUSIC: Beautiful. Blend of established standards with instruments of best music of today. NEWS: local AM news block at 6:15 & 7:15 am, network at :60, brief local & weather reports during day. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNEL

General Manager—Gary Schmedding.
National Sales Manager—Bob Fruehe.
Local Sales Manager—Mike Lawrence.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 27,000 w.; 99.5 mhz. Stereo. Operating schedule: 5:30-1 am. CST. Antenna ht.: 750 ft. above average terrain. Partial simulcast operation. Operated separately 5:40 am-11 pm. For simulcast facilities see WTAD.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15e, 16.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.

Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 48, 49, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.

Cancellation: 70a, 70e, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

AM facilities: WTAD.

Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WTAD

1926
QUINCY



Katz Radio

CBS Radio Network



A Lee Enterprises Station

Media Code 4 214 8305 8.00 Mid 010032-000
Lee Enterprises, Inc. (Lee Broadcasting Div.)
Box 905, Quincy, IL 62306. Phone 217-222-6200, 217-222-6215. TWX 910-246-3204.

PROGRAMMING DESCRIPTION

WTAD: Entertainment/talk format. 9:15-10 am newslines, 10:11 am people to people, 11-11:30 am buying, selling & trading, 1:30-2 pm soap scope, 2-3 pm nostalgia hour, 3-4:45 pm WTAD PM, 4:45-5:30 pm evening drive. MUSIC: Adult contemporary. NEWS: Network at :60, local at 5:55, 6:15, 7:15 & 8:15 am, 12:06-5 pm. SPORTS: Major League baseball, pro football high school & college football, basketball. FARM: Capsule reports, interviews & market summaries AM, 12N & PM. Contact Representative for further details. Rec'd 10/25/84.

1. PERSONNEL

General Manager—Gary Schmedding.
National Sales Manager—Bob Fruehe.
Farm Director—Gwynne Bender.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 930 khz. Directional—night only. Operating schedule: 5:30-1 am. CST.

Partial simulcast operation. Simulcast 11 pm-1 am.

For non-simulcast facilities see WQCY (FM).

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10e, 12e, 13e, 14e, 15e, 16.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.

Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 48, 49, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.

Cancellation: 70a, 70e, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

FM facilities: WQCY (FM).

Affiliated with CBS Radio Network.

Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Rock Falls

Whiteside County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WSDR
1949
STERLING

Mid 010056-000

See listing under city of license.

Rockford

(including Belvidere, Loves Park)

Winnebago County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WKKN
1964
ROCKFORD

Modern Country



A Midwest Family Station

Media Code 4 214 8552 5.00

Mid 010037-000

WKKN
1901 Reidfarm Rd., Rockford, IL 61111. Phone 815-877-3075.

PROGRAMMING DESCRIPTION

WKKN: MUSIC: modern country. NEWS: at :60 & :30 6-10 am, at :60 thereafter. FARM: midwest livestock reports, area grain reports, market trends. SPORTS: included in news. Contact Representative for further details. Rec'd 12/19/78.

1. PERSONNEL
Pres. & Gen'l Mgr.—Duane Daniels.
Sales Manager—Tom Koser.
Program Director—Curtis King.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
1,000 w. days; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discount: 60a, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WYFE-FM.
Affiliated with NBC Radio Network.
Sold in combination with WYFE-FM. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 14 Eff 7/1/82—Rec'd 6/23/82.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 7 pm-sign-off; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min					30 sec						
	6 ti	12 ti	18 ti	30 ti	6 ti	12 ti	18 ti	30 ti	6 ti	12 ti	18 ti	30 ti
AAA	18	17	16	15	15	14	13	12	12	11	10	9
AA	17	16	15	14	14	13	12	10	10	9	8	7
A	15	14	13	12	12	11	10	9	9	8	7	6

WLUV

1962
LOVES PARK

WLUV-FM

1964
LOVES PARK



Media Code 4 214 8580 6.00

Mid 010038-000

Loves Park Broadcasting Company
Box 2201, Loves Park, IL 61111. Phone 815-887-6037.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 15.00.

WROK is #1 18+ in Rockford

WROK
1923
ROCKFORD

Adult Contemporary



Media Code 4 214 8690 3.00

Mid 010039-000

WROK Inc.
1100 Tamarack Lane, Box 6186, Rockford, IL 61125.
Phone 815-399-2233.

PROGRAMMING DESCRIPTION

WROK: Programmed for 25+ . MUSIC: adult contemporary, selected from current top lists & recurrent & familiar oldies. Passive research employed to select music. NEWS: at :55 with 5 man news staff & 3 mobile units. SPORTS: included in news. FARM: included in news. Contact Representative for further details. Rec'd 8/27/80.

1. PERSONNEL
President—Vernon A. Nolte.
Exec. Vice-Pres. & Gen'l Mgr.—David W. Salisbury.
Operations Manager—Kippur McGee.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days, 500 w. nights; 1440 khz. Directional days.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 61a, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WZOK (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 28 Eff 8/1/84—Rec'd 8/14/84.
AAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3-7 pm; Sat 5 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min					30 sec						
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	59	57	55	53	50	48	47	45	45	44	42	41
AA	46	44	42	40	39	37	36	34	34	33	31	30
A	40	38	36	34	34	32	31	29	29	28	26	25
B	18	17	16	15	14	14	13	12	12	11	10	9

May be combine with WZOK (FM) for frequency discount. (A)

WRWC (FM)
1961
ROCKTON

Adult Contemporary

(This is a paid duplicate of the listing under Rockton, Illinois.)

Media Code 4 214 8935 2.00
Mid 010043-000
Salter Broadcasting Co.
Box 345, Rockton, IL 61072. Phone Beloit, 608-362-3813, Rockford, 815-624-2603.

PROGRAMMING DESCRIPTION

WRWC (FM): Programmed for ages 18+ . MUSIC: Adult Contemporary format, weather at :30. SPORTS: at 6:40, 7:40 am, & 5:20 pm. COMMERCIAL POLICY: 4 breaks per hr. Rec'd 8/19/83.

1. PERSONNEL
Pres. & Mgr.—Bill Dommer.
Sales Manager—James Stockwell.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WBEL, Beloit, Wis.

TIME RATES

	Eff—					Rec'd 1/26/84.						
	6 ti	12 ti	18 ti	30 ti	6 ti	12 ti	18 ti	30 ti	6 ti	12 ti	18 ti	30 ti
PER WK:	25.50	24.50	23.50	22.50	22.50	21.50	20.50	19.50	22.50	21.50	20.50	19.50
30 sec	22.50	21.50	20.50	19.50	19.50	18.50	17.50	16.50	19.50	18.50	17.50	16.50

10. SPECIAL FEATURES

	NEWS/SPORTS				
	6 ti	12 ti	18 ti	30 ti	6 ti
1 min	28.50	27.50	26.50	25.50	25.50
30 sec	25.50	24.50	23.50	22.50	22.50

(SMD)(D)

WXTA
ROCKFORD



Masla Radio



Mid 010040-000

Sentry Broadcasting Inc.
2830 Sandy Hollow Rd., Rockford, IL 61109. Phone 815-874-7861.

PROGRAMMING DESCRIPTION

WXTA: Programmed for audience 35+ . MUSIC: MOR. NEWS: local at :60; ABC at :30. SPORTS: hrly, wknds. Contact Representative for further details. Rec'd 9/20/84.

1. PERSONNEL
President—Don Colby.
General Manager—David J. Armstrong.
Sales Manager—Bob Ambrozic.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
1,000 w.; 1330 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12i, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WYBR (FM), Belvidere.
Affiliated with ABC Information Radio Network.

TIME RATES

WXTA/WYBR (FM) COMBINATION
No. 4 Eff 3/31/84—Rec'd 3/22/84.
AAAA—6-10 am.
AAA—3-6 pm.
AA—10 am-3 pm.
A—6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
	6 ti	12 ti	18 ti	30 ti	6 ti
PER WK:	28	27	26	25	25
AAAA	26	25	24	23	23
AAA	24	23	22	21	21
AA	21	20	19	18	18

10 sec: 50% of 30-sec.
A: Flat, 1 min 15.00; 30 sec 12.00.

7. PACKAGE PLANS

	BULK, WITHIN 52 WEEKS—1 MINUTE				
	250x	500x	750x	1000x	250x
PER YR:	25	24	23	22	22
AAAA	23	22	21	20	20
AAA	21	20	19	18	18
AA	21	20	19	18	18

10 sec: 50% of 30-sec.
A: Flat, 1 min 15.00; 30 sec 12.00.

10. SPECIAL FEATURES

News—Flat, 1 min: 28.00; 30 sec: 24.00.
WXTA only: 30% of WXTA/WYBR (FM) combination.

WYBR (FM)

1975
BELVIDERE



Masla Radio



Media Code 4 214 8855 2.00

Mid 027972-000

Sentry Broadcasting
2830 Sandy Hollow Rd., Rockford, IL 61109. Phone 815-874-7861.

PROGRAMMING DESCRIPTION

WYBR (FM): Programmed for 18-49. MUSIC: Contemporary. NEWS: local at :20, network at :50. Contact Representative for further details. Rec'd 9/20/84.

1. PERSONNEL
President—Don Colby.
General Manager—David J. Armstrong.
Sales Manager—Bob Ambrozic.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating Schedule: 24 hours daily. CST.
Antenna ht.: 308 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 3d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 23a, 25a, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 70e, 71a, 72.
AM facilities: WXTA, Rockford.
Affiliated with RKO ONE.

TIME RATES

WYBR (FM)/WXTA COMBINATION
No. 4 Eff 3/31/84—Rec'd 3/22/84.
AAAA—5:30-10 am.
AAA—3-7 pm.
AA—10 am-3 pm.
A—Mon thru Fri 7 pm-midnight; Sat 3 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
	6 ti	12 ti	18 ti	30 ti	6 ti
PER WK:	28	27	26	25	25
AAAA	26	25	24	23	23
AAA	24	23	22	21	21
AA	21	20	19	18	18

10 sec: 50% of 30-sec.
A: Flat, 1 min 15.00; 30 sec 12.00.

7. PACKAGE PLANS

	BULK, WITHIN 52 WEEKS—1 MINUTE				
	250x	500x	750x	1000x	250x
PER YR:	25	24	23	22	22
AAAA	23	22	21	20	20
AAA	21	20	19	18	18
AA	21	20	19	18	18

10 sec: 50% of 30-sec.
A: Flat, 1 min 15.00; 30 sec 12.00.

10. SPECIAL FEATURES

News—Flat, 1 min: 28.00; 30 sec: 24.00.

WYBR (FM) only: 70% of WYBR (FM)/WXTA combination.

WYFE-FM
1973
ROCKFORD

Album Oriented Rock



A Midwest Family Station

Media Code 4 214 8910 5.00

Mid 010041-000

WYFE Radio
1901 Reidfarm Rd., Rockford, IL 61111. Phone 815-877-3075.

PROGRAMMING DESCRIPTION

WYFE-FM: MUSIC: Album oriented rock. AIR PERSONALITIES handle all segments. Familiar rock albums & tracks of today & past, emphasis on stars. NEWS: at :20 5-10 am. COMMERCIAL POLICY: maximum 12 minutes. Contact Representative for further details. Rec'd 6/23/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—Duane Daniels.
Sales Manager—Tom Koser.
Program Director—Wes Davis.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 515 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 46,

ILLINOIS

Rockford—cont



WZOK (FM)
1948
ROCKFORD

Contemporary Rock



Media Code 4 214 8923 8.00 Mid 010042-000
WROK Inc.
1100 Tamarack Lane, Box 6186, Rockford, IL 61125.
Phone 815-399-2233.

PROGRAMMING DESCRIPTION

WZOK (FM): Programmed for a young adult audience 18-34. MUSIC: Contemporary current & non-current singles. AIR PERSONALITIES handle all segments live. NEWS: capsules 2x/hr 6-10 am, ea hr thru rest of day with 5 man staff & 3 mobile units. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/1/80.

- PERSONNEL**
President—Vernon A. Nolte.
Exec. Vice-Pres. & Gen'l Mgr.—David W. Salisbury.
Operations Manager—Kippur McGee.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w.; 97.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 235 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 61a, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WROK.

TIME RATES

No. 28 Eff 8/1/84—Rec'd 8/14/84.
AAA—Mon thru Fri 5-10 am; Sat/Sun 5 am-7 pm.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight.

PER WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	48	47	46	45	41	40	39	38
AA	46	45	44	43	39	38	37	37
A	44	43	42	41	37	37	36	35
B	34	33	32	31	29	28	27	26

May be combine with WROK for frequency discount. (A)

Rock Island

Rock Island County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Davenport (IA)-Rock Island-Moline (IL) under Iowa (including Bettendorf, IA, East Moline, IL)

Rockton

South Beloit, Ill., Winnebago County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WRWC (FM)

1961
ROCKTON

Media Code 4 214 8935 2.00 Mid 010043-000
Salter Broadcasting Co.
Box 345, Rockton, IL 61072. Phone Beloit, 608-362-3813,
Rockford, 815-624-2603.

PROGRAMMING DESCRIPTION

WRWC (FM): Programmed for ages 18+. MUSIC: Adult Contemporary format; weather at :30. SPORTS: at 6:40, 7:40 am, & 5:20 pm. COMMERCIAL POLICY: 4 breaks per hr. Rec'd 8/19/83.

- PERSONNEL**
Pres. & Mgr.—Bill Dommmer.
Sales Manager—James Stockwell.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 5-11 am. CST.
Antenna ht.: 300 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WBEL, Beloit, Wis.
TIME RATES
Eff—Rec'd 1/26/84.
- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti
1 min 25.50 24.50 23.50
30 sec 22.50 21.50 20.50
- SPECIAL FEATURES**
NEWS/SPORTS
PER WK: 6 ti 12 ti 18 ti
1 min 28.50 27.50 26.50
30 sec 25.50 24.50 23.50
(SMD)(D)

Salem

Marion County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WJBD

1956
SALEM

WJBD-FM

1972
SALEM

Mid 010044-000

See SRDS Spot Radio Small Markets Edition.

Savanna

Carroll County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WCCI (FM)

1971
SAVANNA

Mid 010045-000

See SRDS Spot Radio Small Markets Edition.

Shelbyville

Shelby County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WSHY

1972
SHELBYVILLE

WSHY-FM

1969
SHELBYVILLE

NRBA

Media Code 4 214 8995 6.00 Mid 010046-000
Graham Broadcasting.
West South 5th St., Box 149, Shelbyville, IL 62565. Phone
217-774-2146.

PROGRAMMING DESCRIPTION

WSHY/WSHY-FM: Programmed for local & general interest. FARM: 5:30-6 am; 12N-1 pm & farm markets every 1/2 hr from market open-close. Mon thru Fri, grain & livestock market reports. NEWS: at :60, incl. SPORTS: High school football & basketball play-by-play; frequent scoreboards & sports news programs daily. Recreational reports from large outdoor recreation area nearby, remotes, personalities, telephone talk. MUSIC: blend of Modern Country & Adult Contemp. Rec'd 8/10/83.

- PERSONNEL**
Owner—Orv Graham.
- FACILITIES**
500 w. 1560 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 104.9 mhz. Stereo.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 161 ft. above average terrain.
Simulcast 5:30 am-10 pm.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Member: Illinois Farm Bureau Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 7/29/83.
AAA—Sign-on-10 am & noon farm.
AA—3-7 pm.
A—Midday & evening.

PER WK:	AAA				AA			
	1 ti	6 ti	12 ti	20 ti	1 ti	6 ti	12 ti	20 ti
30 sec	7.00	6.50	6.00	5.50	6.50	6.00	5.50	5.00
1 min	10.00	9.00	8.25	7.50	9.00	8.25	7.50	7.00

PER WK:	A			
	1 ti	6 ti	12 ti	20 ti
30 sec	5.50	5.00	4.00	3.50
1 min	7.50	7.00	6.50	6.00

(SMD)

Skokie

Cook County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

See Chicago Urban Area

South Beloit

Winnebago County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Beloit, WI (including South Beloit, IL)

Sparta

Randolph County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WHCO

1955
SPARTA



Media Code 4 214 9020 2.00 Mid 010047-000
Hirsch Communication Engineering Corp.
Hwy. 154 W., Sparta, IL 62286. Phone 618-443-2121.
Other Office: 324 Broadway, Cape Girardeau, MO

PROGRAMMING DESCRIPTION

WHCO: Programmed Town & Country. MUSIC: Adult Contemporary; Gospel 11-12 am, Nashville Country 3-5 pm, polka 5-6 pm, w/AIR PERSONALITIES, drive entertainment. FARM: Journals 6-7:30 am, 8:40 am, 9:30 am, 11:30 am-1:45 pm, 2:40 pm, 3:40 pm, 5-6:30 pm, incl bureau reports & agri-business news, markets, stocks, trend analysis, 4-H, trading post, home extension, projected agri-weather local/state, nat'l agri-interviews & commodities. TALK: tele/talk featured guest daily. SPORTS: major league baseball, football; high school football/baseball play-by-play & college sports reports. Reports 1st & 3rd quarter ea hr. TEENAGE FEATURES: queen pageant. NEWS: at :60 headlines at :30. Weather every 15-min, 30-min local at 10 am, noon, 2 & 6 pm. Rec'd 9/2/83.

- PERSONNEL**
Gen'l & Com'l Mgr.—J. L. Scheper.
Farm Director—Mike Hoefft.
Sports Director—Dan L. Schnoeker.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Member: Illinois Farm Bureau Radio Network.
- TIME RATES
No. 12 Eff 10/1/83—Rec'd 10/28/83.
- | SPOT ANNOUNCEMENTS | 1x 13x 26x 52x 104x 156x 312x | | | | | | |
|--------------------|-------------------------------|----|----|----|----|---|---|
| | 1 min | 16 | 13 | 12 | 11 | 9 | 8 |
| 30 sec | 13 | 11 | 10 | 9 | 8 | 7 | 6 |
-
- | PROGRAM TIME RATES | 1x 13x 26x 52x 104x 156x 312x | | | | | | |
|--------------------|-------------------------------|-----|----|----|----|----|----|
| | 1 hr | 100 | 90 | 80 | 70 | 60 | 50 |
| 1/2 hr | 70 | 65 | 60 | 50 | 45 | 35 | 25 |
| 1/4 hr | 50 | 45 | 40 | 30 | 25 | 23 | 19 |
| 5 min | 35 | 32 | 27 | 22 | 20 | 16 | 12 |

Springfield

Sangamon County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WCVS

1922
SPRINGFIELD



M^cGAVREN GUILD RADIO



Media Code 4 214 9075 6.00 Mid 010048-000
Springfield Advertising Co.
3055 S. 4th St., Box 2989, Springfield, IL 62708. Phone
217-544-9855.

PROGRAMMING DESCRIPTION

WCVS: Programmed primarily for 25-49 audiences. FARM: agriculture news; markets 5-6:30 am, noon-12:30 pm; National Weather Service; local & area reports. MUSIC: Current Hits 40%; 6 AIR PERSONALITIES handle all segments. NEWS: network at :60, local at :05 & :30; livestock & grain markets incl in noon news; 3-man news staff; 2 mobile units; personalities available for remote broadcasts. SPORTS: 5-min sports wrap-ups on weekdays & weekends & play-by-play of special events; Indy 500. Contact Representative for further details. Rec'd 11/23/84.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Geoffrey H. Neuhoff.
General Sales Manager—James W. Palmer.

- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24c, 25a, 29a, 29b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 51a, 51c.
Comb.: Cont. Discounts: 60e, 60i, 62d.
Cancellation: 70b, 70e, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WFM (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDBR (FM)

1948
SPRINGFIELD

EASTMAN RADIO, INC.



Media Code 4 214 9100 2.00 Mid 010049-000
Sentry Broadcasting Inc.
712 S. Dirksen Pky., Box 2759, Springfield, IL 62708.
Phone 217-753-5400.

PROGRAMMING DESCRIPTION

WDBR (FM): Programmed adults & young adults, 18-49. MUSIC: Contemporary Hits. AIR PERSONALITIES handle information, community involvement & promotions. NEWS: at :25 & :55 in AM drive, at :25 other hrs. FEATURES: Continuous History of Rock N' Roll; 60-sec lp; rock quiz. COMMERCIAL POLICY: max 10 min/hr. Contact Representative for further details. Rec'd 10/2/84.

- PERSONNEL**
General Manager—Shelby T. Harbison.
Station Manager—Skip Joeckel.
National Sales Manager—Ed Mahoney.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 318 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 25a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WTAX.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFMB (FM)

1965
SPRINGFIELD

M^cGAVREN GUILD RADIO

Popular Country



Media Code 4 214 9130 9.00 Mid 010050-000
Springfield Advertising Co.
3055 S. Fourth, Box 2989, Springfield, IL 62708. Phone
217-528-3033.

PROGRAMMING DESCRIPTION

WFMB (FM): Programmed for ages 25-54; 6 AIR PERSONALITIES handle all segments. MUSIC: Popular Country. FARM: markets 5-6:30, 9:50 am, noon-12:30 & 1:50 pm. NEWS: network at :60; local at :30; local & area reports; weather in all newscasts; National Weather Service; 3-man news staff; 2 mobile units; personalities available for remotes. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Geoffrey H. Neuhoff.
General Sales Manager—James W. Palmer.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 43,000 w. (horiz.), 43,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 427 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations
 General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 24a, 25a, 26, 28c, 29b.
 Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51c.
 Comb.: Cont. Discounts: 60e, 61a, 62b.
 Cancellation: 70a, 71a, 73b.
 Prod. Services: 80.
 AM facilities: WCVS.
 Affiliated with ABC Information Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WMAY
 1950
 SPRINGFIELD

Contemporary Country



nab

A Midwest Family Station

Media Code 4 214 9185 3.00 Mid 010051-000
 WMAY Inc.
 Box 460, Springfield, IL 62705. Phone 217-629-7077.

PROGRAMMING DESCRIPTION

WMAY: Contemporary country. AIR PERSONALITIES handle all segments. FEATURES: continuous on-air contests, give-aways & promotions. NEWS: 5-min at :60 & :30 in AM/PM drive; 5-1/2 min all other time segments; weather forecast 18x/da following news at :60. FARM: 5-7:30 am & 11 am-1 pm incl farm news, weather & analysis; market open 9:30 am; market updates at 10:30, 11:30 am & 12:30 pm; market close/analysis at 1:30 pm. COMMERCIAL POLICY: all products considered on an individual basis. Contact Representative for further details. Rec'd 7/29/82.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Thomas M. Kushak.
 General Sales Manager—Patti Donsbach.
 Farm Director—John Hawkins.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
 1,000 w. days, 500 w. nights; 970 khz. Directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 net time.
- GENERAL ADVERTISING** See coded regulations
 General: 3a, 3d, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 21a, 21c, 24c, 25a, 27, 29a, 33d.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 FM facilities: WNNF (FM).
 Affiliated with NBC Radio Network.
 Affiliated with Music Country Radio Network.
 Member: Illinois Farm Bureau Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WNNF (FM)
 1980
 SPRINGFIELD

Adult Contemporary



A Midwest Family Station

Media Code 4 214 9212 5.00 Mid 010052-000
 Midwest Broadcasting Company, Inc.
 Box 460, Springfield, IL 62705. Phone 217-629-7077.

PROGRAMMING DESCRIPTION

WNNF (FM): MUSIC: Radio Art's Sound 10 format. NEWS: news & information. COMMERCIAL POLICY: 12 units per hr maximum. Contact Representative for further details. Rec'd 9/1/83.

- PERSONNEL**
 General Manager—Thomas M. Kushak.
 General Sales Manager—Patti Donsbach.
 Program Director—Rob Baxter.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15%; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate protection: 10a, 11a, 12a, 13a, 14a, 15a, 15d.
 Basic Rates: 20b, 21b, 22b, 23b, 24b, 24c, 25b, 27, 28c, 29a, 30, 32a, 33b.
 Contracts: 40a, 41, 42b, 42c, 44a, 45, 46, 47a, 51c.
 Comb.: Cont. Discounts: 60b, 60c, 60h, 60k, 61c, 62d, 62e.
 Cancellation: 70b, 71a, 73a.
 Prod. Services: 80, 82.
 AM facilities: WMAY.
 Affiliated with RKO.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WSMI-FM

WSMI FM
 106

1950
 LITCHFIELD



Mid 009984-000

See listing under city of license.

WTAX

1930
 SPRINGFIELD



Mid 010053-000

WTAX: Programmed for 25+. News, sports, personalities. MUSIC: MOR/contemporary. NEWS: network hrly; local twice hrly, newscasts 6:55-8:10 am & 5-5:40 pm, 8 full time newscasts; 2 drive time news hosts. FARM: farm director; 5:45-6:45 am, 11:55 am-1 pm & 1:50-2 pm; live market update 9:35, 10:35 & 11:35 am. SPORTS: minor league baseball, major league baseball & football, univ football & basketball, high school basketball. COMMERCIAL POLICY: maximum 18 min per hr. Contact Representative for further details. Rec'd 9/8/80.

- PERSONNEL**
 General Manager—Shelby T. Harbison.
 National Sales Manager—Ed Mahoney.
 Farm Director—Peggy Kaye Fish.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 1,000 w.; 1240 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 14b, 15b.
 Basic Rates: 20a, 20b, 21a, 22b, 23a, 25a, 29a.
 Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60d, 61a, 61d.
 Cancellation: 70e, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 FM facilities: WDBR (FM).
 Affiliated with CBS Radio Network.
 Affiliated with Eastman Radio Network.

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WVEM (FM)
 1965
 SPRINGFIELD



Media Code 4 214 9260 4.00 Mid 010054-000
 Dan Menghini
 Box 1407, Springfield, IL 62705. Phone 217-544-3544.

- REPRESENTATIVES**
 Masla Radio.
 1 min rate 1x: 18.00.

Sterling

Whiteside County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

WJVM (FM)
 1966
 STERLING

Mid 010055-000
 See SRDS Spot Radio Small Markets Edition.

WSDR

1949
 STERLING



Media Code 4 214 9405 5.00 Mid 010056-000
 WSDR, Inc.
 218 First Ave., Box 399, Sterling, IL 61081. Phone 815-625-3400, TWX910-625-3400.
 Dixon Studio.
 Box 85, 102 W. Second St., Dixon, IL 61021. Phone 815-288-3400.

PROGRAMMING DESCRIPTION

WSDR: Programmed for total audience. MUSIC: Country in PM; Big Band 8 pm-12M; Inspirational 12M-5 am. NEWS: 40 newscasts daily; blocks 6-8:30 am, noon-1 pm, 4:30-6:30 pm & 10-10:30 pm; 6-person staff. UPI Audio, satellite station; meteorologist, state & nat'l capital correspondents. FARM: full time director; market reports at 9:12, 9:32, 9:56, 10:27, 10:56, 11:30, 11:56 am, 12:30, 1:10, 1:47 & 2:10 & 5:19 pm; expanded at 5:30-5:35, 6:25-6:30 & 7:27-7:29 am, 12:20-12:55, 3:10-3:13, 4:39-4:42 & 6:15-6:28 pm M-F; 5:30, 6:20 am, 12:38-12:44 & 5:15-5:55 pm Sat; 12:23-12:50 & 5:15-5:28 pm Sun. SPORTS: full time director with 2-person staff; 11 reports daily; expanded at 5:30-6 pm; live coverage of 4 high schools. Full time Spanish director, programming 6:30-7:30 pm Sat. FEATURES: talk show with audience participation 8:30 am-noon M-Sat, 6:30-8 pm M-F. Commentaries & editorials. Contact Representative for further details. Rec'd 7/23/84.

- PERSONNEL**
 President—Thomas L. Davis.
 Vice Pres. & Gen'l Mgr.—Lindsay Wood Davis.
 Vice President of Sales—Don Oberbillig.
 Farm Director—Nancy Fey.
- REPRESENTATIVES**
 Masla Radio.
- FACILITIES**
 500 w. days, 250 w. nights 1240 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15%.

TIME RATES

- Eff 6/1/84—Rec'd 5/7/84.
 AAAA—Mon thru Sat 5-10 am & noon-1 pm.
 AAA—Mon thru Sat 3-8 pm.
 AA—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-----|------|------|------|------|
| 1 MIN: | 50x | 100x | 200x | 300x | 500x |
| AAAA | 55 | 54 | 53 | 52 | 48 |
| AAA | 50 | 49 | 48 | 47 | 43 |
| AA | 45 | 44 | 43 | 42 | 38 |
- 30-sec: 85% of 1-min.
- 7. PACKAGE PLANS**
- | | | | | |
|----------------|-------|-------|-------|-------|
| 1 MIN/30 DAYS: | 20 ti | 40 ti | 60 ti | 90 ti |
| AAAA | 55 | 54 | 53 | 49 |
| AAA | 50 | 49 | 48 | 44 |
| AA | 45 | 44 | 43 | 39 |
- 30-sec: 85% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (SMD)(CR-2)

Streator

La Salle County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

WIZZ

1953
 STREATOR

MOR/Contemporary



A Prairieland Station
 Media Code 4 214 9460 0.00 Mid 010057-000
 Streator Broadcasting Corp.
 Rte. 23 N., Box 377, Streator, IL 61364. Phone 815-672-2947.

PROGRAMMING DESCRIPTION

WIZZ: MUSIC: MOR, talk. NEWS: hrly 6 am-6 pm; major newscasts 7 am, noon, 5 pm; nat'l state & local; weather & sports. 1 1/2 hr live talk show with audience participation M-F 9:30-11 am; Sat morning sports talk show 9-11 am. FARM: market, livestock, grain, hog & commodity reports; farm news & commentaries. Rec'd 1/17/85.

- PERSONNEL**
 Gen'l & Sales Manager—Joel Fletcher.
 Program/Music Director—Terry Cavanaugh.
- FACILITIES**
 500 w. days; 1250 khz. Directional.
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 FM facilities: WSTO (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with Brownfield Network.

TIME RATES

- No. 7 Eff 2/1/84 Rec'd 1/17/85.
 Prime—Mon thru Fri 6-10 am, noon-1 pm & 3-6 pm.
 BTA—Mon thru Fri 10 am-noon, 1-3 pm & 6 pm-signoff; Sat & Sun all day.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|--------|------|------|------|------|------|------|-------|
| 1 MIN | 5.00 | 6.50 | 7.50 | 8.50 | 9.00 | 9.50 | 10.00 |
| 30 sec | 3.00 | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 | 6.50 |
- NON-CONTRACT MONTHLY
 300 ti 250 ti 200 ti 175 ti 150 ti 125 ti 100 ti

1 min	7.50	10.50	11.00	11.50	12.00	15.00
30 sec	7.00	7.50	8.00	8.50	9.00	12.00

(*) Within 30 consec. days.

CONTRACT ANNUALLY—PRIME

1 min	2080x	1560x	1040x	780x	520x
30 sec	8.50	9.50	10.50	11.00	11.50
1 min	6.00	7.00	7.50	8.50	9.00
30 sec	390x	260x	260x	156x	52x
1 min	12.00	12.50	13.00	13.50	14.00
30 sec	9.50	10.00	10.50	11.00	11.00

CONTRACT ANNUALLY—BTA

1 min	2080x	1560x	1040x	780x	520x
30 sec	6.50	7.50	8.50	9.00	9.50
1 min	4.00	5.00	6.00	6.50	7.00
30 sec	390x	260x	156x	52x	52x
1 min	10.00	10.50	11.00	11.50	11.50
10 sec	50% of 1-min.	7.50	8.00	8.50	9.00

- 10. SPECIAL FEATURES**
 Farm adjacency, extra 1.00.

(SMD)

WSTQ (FM)
 1964
 STREATOR

Soft Rock/Adult Contemporary



A Prairieland Station

Media Code 4 214 9515 1.00 Mid 010058-000
 Streator Broadcasting Corp.
 Rte. 23 N., Box 377, Streator, IL 61364. Phone 815-672-2947.

PROGRAMMING DESCRIPTION

WSTQ (FM): MUSIC: Soft Rock & Adult Contemporary. NEWS: network at :60; local at :30. SPORTS: football, basketball in season. Rec'd 11/16/84.

- PERSONNEL**
 General Manager—Joel Fletcher.
- FACILITIES**
 ERP 3,000 w. circular polarized; 97.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 142 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; rendered 25th, due 10th.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WIZZ.

TIME RATES

- Eff 1/1/84—Rec'd 3/26/84.
 Prime—6 am-5 pm.
 ROS—5 pm-6 am.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|-------|-------|-------|-------|-------|
| PER WK: | 1 ti | 7 ti | 14 ti | 21 ti | 28 ti |
| 1 min | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| 30 sec | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
- 7. PACKAGE PLANS**
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| BULK | 52x | 260x | 364x | 728x | 1050x | 1456x |
| 1 min | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 | 9.00 |
| 30 sec | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 | 7.00 |
- (SMD)

Sullivan

Moultrie County—Map Location F-7
 See SRDS Consumer market map and data at beginning of the state.

WSAK (FM)
 1974
 SULLIVAN

Mid 010059-000
 See SRDS Spot Radio Small Markets Edition.

Sycamore

De Kalb County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

WLBK

1947
 DE KALB



(This is a paid duplicate of the listing under De Kalb, Illinois.)
 Media Code 4 214 4290 6.00 Mid 009934-000
 DeKalb Radio Studios Inc.
 Box 448-711 N. First St., De Kalb, IL 60115. Phone 815-758-8686.

PROGRAMMING DESCRIPTION

WLBK: Programmed for general interest. 6-7 am news, farm news, markets, weather, general popular music, MOR, 7-9 am local, state & nat'l news with actualities, program features, sports, devotional, livestock report, 9-10 am telephone audience participation, guests, interviews, 10 am-noon women's features, fashions, births, community calendar, area news. Noon-1 pm local, state, nat'l news, farm reports, weather, interviews, sports, hrly news, phone in buy, sell or trade, campus news. Contact Representative for further details. Rec'd 4/6/81.

- PERSONNEL**
 General Manager—Dianne Leifheit.
 Sales Manager—Joe Barrie.
 Farm Director—Bob Brown.
- REPRESENTATIVES**
 Masla Radio.

continued

ILLINOIS

Sycamore—cont

WLBK—cont

3. **FACILITIES**
1,000 w. days; 1360 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22b, 28c, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: WDEK (FM).
Member: Illinois Farm Bureau Radio Network.

TIME RATES

Eff 11/1/84—Rec'd 9/26/84.
AAA—Mon thru Fri 6-9 am & noon-1 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 ti	31	27	26	22
6 ti	30	26	25	21
12 ti	29	25	24	20
18 ti	28	24	23	19

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(D)

WSQR

1981
SYCAMORE

Mid 010060-000

See SRDS Spot Radio Small Markets Edition.

Taylorville

Christian County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WTIM

1952
TAYLORVILLE

Mid 010062-000

See SRDS Spot Radio Small Markets Edition.

WTJY (FM)

1968
TAYLORVILLE

Mid 010061-000

See SRDS Spot Radio Small Markets Edition.

Urbana

Champaign County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Champaign-Urbana

Vandalia

Fayette County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WKRV (FM)

1974
VANDALIA

Mid 010064-000

See SRDS Spot Radio Small Markets Edition.

WPMB

1963
VANDALIA

Mid 010065-000

See SRDS Spot Radio Small Markets Edition.

Virden

Nacoupin County—Map Location D-7.
See SRDS Consumer market map and data at beginning of the state.

WRVI (FM)

1982
VIRDEN

Mid 023310-000

See SRDS Spot Radio Small Markets Edition.

Watseka

Iroquois County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WGFA

1961
WATSEKA

WGFA-FM

1962
WATSEKA

PATES/WALTON RADIO-USA

Media Code 4 214 9680 3.00 Mid 010066-000
Iroquois County Broadcasting Co.
Rt. 4, Watseka, IL 60970. Phone 815-432-4955.

PROGRAMMING DESCRIPTION

WGFA, WGFA-FM: Programmed for adults; general interest with emphasis on farm. MUSIC: MOR; beautiful after 8:30 pm. NEWS: network at :30; 5 local newscasts daily. FARM: minimum of 18 hrs/wk; 8 commodity reports daily. SPORTS: high school & college football & basketball. FEATURES: 8 am-noon incl births, community news & phone-in buy/sell/trade program; M-F several 5-min capsules of public affairs. Contact Representative for further details. Rec'd 9/17/82.

1. PERSONNEL

Station Manager—Ron Hunt.

2. REPRESENTATIVES

Pates/Walton Radio - USA.

3. FACILITIES

1,000 w.; 1360 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 50,000 w.; 94.1 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 370 ft. above average terrain.

Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Affiliated with KBS.

TIME RATES

Eff 1/1/84—Rec'd 1/23/84.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x
1 min	15.50	15.00	14.50	14.00	13.50	13.00
30 sec	11.75	11.25	10.75	10.25	9.75	9.25

20 sec: 40% of 1-min.

(SMD)

Waukegan

Lake County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WKRS

1949
WAUKEGAN

News-Information-Teletalk



Media Code 4 214 9845 2.00 Mid 010067-000
WKRS, Inc.
3250 Belvidere, Waukegan, IL 60085. Phone 312-336-7900.

PROGRAMMING DESCRIPTION

WKRS: Format—news, information, teletalk. MUSIC: MOR. Rec'd 5/5/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Roger E. Kaplan.

3. FACILITIES

1,000 w. days; 1220 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Basic Rates: 21b, 23b, 24b, 26, 27, 28b, 29b.
Affiliated with ABC Direction Radio Network.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/81—Rec'd 9/4/81.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 10 am-2 pm. Sun all day.

A—Mon thru Sat 2 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	30 sec	1 min	30 sec	1 min	30 sec	1 min
Open	30.00	37.50	20.00	25.00	10.00	12.50
25 x	28.50	35.50	19.00	23.75	9.50	11.75
50 x	27.00	33.75	18.00	22.50	9.00	11.25
100 x	25.50	32.00	17.00	21.25	8.50	10.50
200 x	24.00	30.00	16.00	20.00	8.00	10.00
300 x	22.50	28.00	15.00	18.75	7.50	9.25
500 x	21.00	26.25	14.00	17.50	7.00	8.75
1000 x	19.50	24.25	13.00	16.25	6.50	8.25

WXLC (FM)

1963
WAUKEGAN



Media Code 4 214 9872 6.00 Mid 009918-000
WXLC Inc.
3250 Belvidere Rd, Waukegan, IL 60085. Phone 312-336-7900.

PROGRAMMING DESCRIPTION

WXLC (FM): Programmed for adult audience 18-49. MUSIC: adult top 40. NEWS: network local nat'l, internat'l. Contact Representative for further details. Rec'd 1/25/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Roger E. Kaplan.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC FM Radio Network.
Affiliated with KBS.

TIME RATES

No. 5 Eff 8/1/83—Rec'd 7/25/83.

6. SPOT ANNOUNCEMENTS

	1000x	750x	500x	250x	1x
1 min	19.00	21.25	23.75	26.00	28.25
30 sec	14.25	16.00	17.75	19.50	21.25

West Frankfort

Franklin County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WFRX

1951
WEST FRANKFORT
WFRX-FM

1973
WEST FRANKFORT

Mid 010068-000

See SRDS Spot Radio Small Markets Edition.

Wood River

Madison County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

See St. Louis, MO

(including Alton, Columbia, East St. Louis, Granite City, Wood River, IL; Clayton, Crestwood, Florissant, St. Charles, MO)

Woodstock

McHenry County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WXET (FM)

1967
WOODSTOCK

Adult Contemporary Music



Media Code 4 214 9912 0.00 Mid 010069-000
Lake Valley Broadcasters Inc.
300 Commerce Dr., Crystal Lake, IL 60014. Phone 312-648-0552.

PROGRAMMING DESCRIPTION

WXET (FM): Target adults 18-49. MUSIC: Satellite Music Network Star Stations Adult Contemporary format. SPORTS: White Sox baseball. Rec'd 5/22/84.

1. PERSONNEL

General Manager—Dean Phelps.
National Sales Manager—Mark Krieschen.
Local Sales Manager—Paula Cepicka.

2. REPRESENTATIVES

Hooper Jones Associates, Inc.
Chicago, Milwaukee, Rockford—Contact station direct.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WIVS, Crystal Lake.
Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 12/18/84.

6. SPOT ANNOUNCEMENTS

	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti	
1 min	31	30	29	30 sec	19	18	17

Deduct 5% for WXET (FM)/WIVS combination.

(SMD) (CR)

Zion

Lake County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WNIZ

1967
ZION

Mid 010070-000

See SRDS Spot Radio Small Markets Edition.

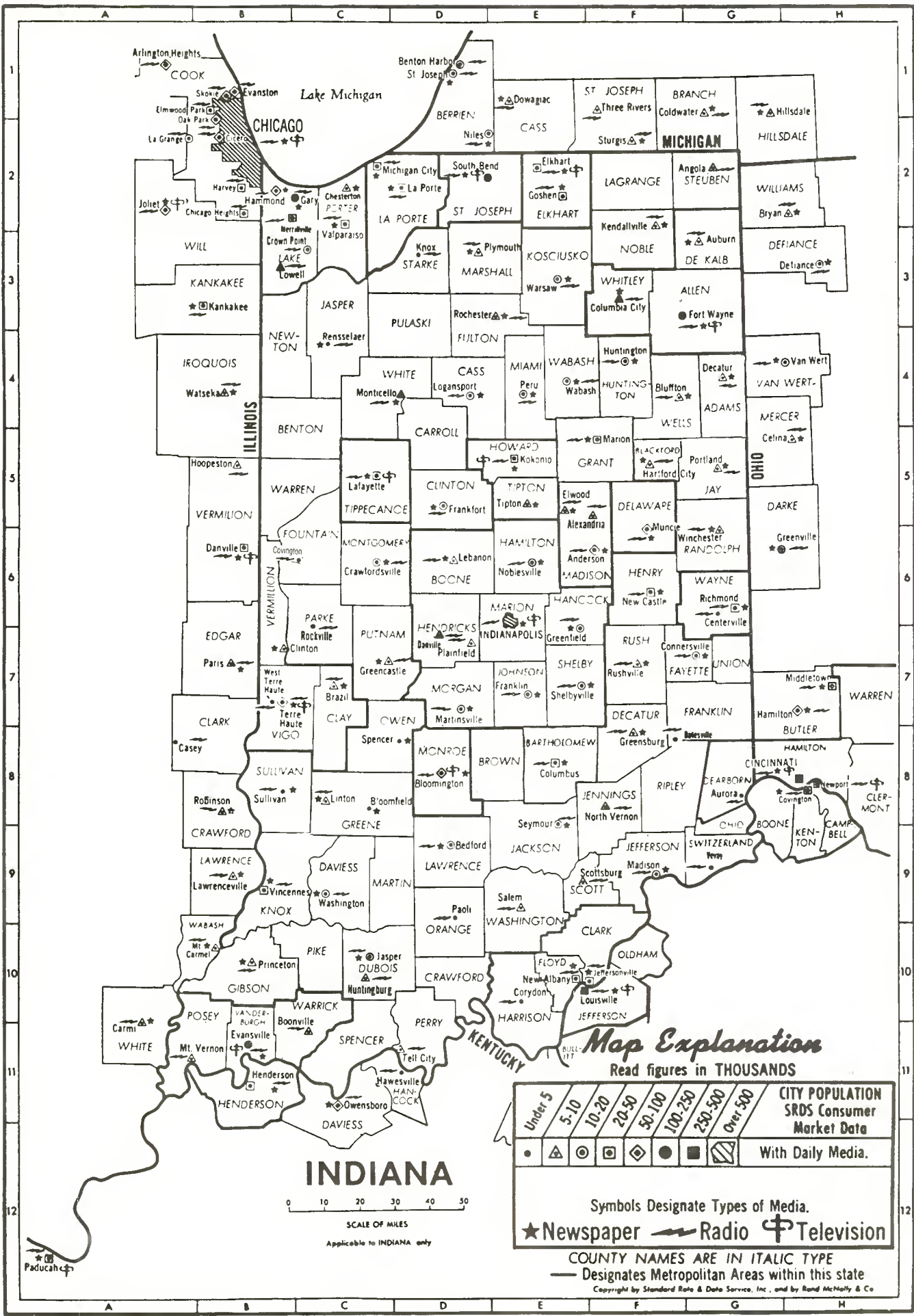
WNIZ-FM

1962
ZION

Mid 010071-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984											Passen-ger Cars			Black Pop.		Spanish Pop.	
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$)	% Distribution of Households					Total Retail Sales— Per Household (\$)	By Selected Store Types						Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)			
				00000 14999	15000 34999	35000 49999	50000 and over	Food (\$000)		Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)											
INDIANA STATE TOTALS.....	5,412.7	1,914.23	47,897,453	25,022	33.4	44.4	14.0	8.2	27,044,877	14,128	5,932,632	943,377	4,011,922	1,272,171	1,343,620	4,577,305	2,403,437	3,260.50	401.6	84.34						
ADAMS G-4	29.8	9.79	220,789	22,553	34.4	48.2	11.6	5.8	132,777	13,563	29,450	4,754	20,114	6,169	6,378	22,414	11,850	17.46	82					
ALLEN G-3	293.0	104.82	2,761,750	26,348	37.7	45.7	11.1	5.4	1,509,940	14,405	329,510	52,024	221,784	71,430	76,171	255,864	133,917	175.32	26.3	4.72						
Fort Wayne	162.9	62.68	1,395,860	22,270	840,460	13,409	187,041	30,325	128,119	38,904	39,949	141,764	75,110	92.07	23.7	3.60						
Fort Wayne Metro Area.....	353.9	125.86	3,239,730	25,741	30.0	47.1	14.8	8.1	1,798,040	14,286	393,247	62,276	265,214	84,855	90,121	304,527	159,605	214.23	26.4	5.16						
BARTHOLOMEW E-8	66.7	23.58	617,843	26,202	30.2	46.3	14.6	8.9	337,456	14,311	73,771	11,675	49,732	15,934	16,937	57,160	29,949	43.39	1.0	4.4						
BENTON C-5	9.5	3.42	74,297	21,724	37.7	47.2	9.3	5.8	45,040	13,170	10,073	1,644	6,929	2,073	2,108	7,588	4,033	6.16	05					
BLACKFORD F-5	15.2	5.48	107,007	19,527	41.3	47.0	9.1	2.6	70,697	12,901	15,903	2,615	10,996	3,232	3,246	11,894	6,345	9.67	07					
BOONE D-6	37.5	13.12	359,933	27,434	29.5	44.6	14.7	11.2	190,062	14,486	41,414	6,525	27,836	9,006	9,631	32,218	16,847	24.94	23					
BROWN E-8	13.3	4.82	116,042	24,075	32.1	46.6	14.4	6.9	67,546	14,014	14,850	2,369	10,062	3,170	3,334	11,426	6,008	9.56	10					
CARROLL D-5	20.0	7.16	160,733	22,449	34.6	49.9	10.4	5.1	96,313	13,452	21,413	3,467	14,655	4,463	4,592	16,249	8,604	13.49	11					
CASS D-4	40.3	14.60	327,901	22,459	34.8	48.4	12.1	4.6	199,096	13,637	44,100	7,105	30,882	9,265	9,604	33,620	17,760	25.41	18					
CLARK F-10	91.9	32.36	776,639	24,000	31.4	48.3	14.0	6.3	455,587	14,079	100,038	15,929	67,711	21,407	22,567	77,090	40,503	56.84	4.5	4.5						
CLAY C-7	24.5	9.19	181,258	24,000	42.1	45.4	9.3	3.2	118,779	12,925	26,713	4,391	18,466	5,432	5,457	19,985	10,559	16.19	07					
CLINTON D-5	31.4	11.38	268,808	23,621	35.7	46.1	12.1	6.1	155,143	13,633	34,368	5,538	23,445	7,219	7,482	26,197	13,840	19.54	42					
CRAWFORD D-10.....	10.4	3.70	66,269	17,911	50.1	38.3	8.5	3.1	46,038	12,443	10,466	1,744	7,302	2,079	2,040	7,726	4,149	6.59	05					
DAVISS C-9	27.7	9.91	202,837	20,468	43.8	41.9	9.6	4.7	128,499	12,967	28,868	4,739	19,937	5,884	5,925	21,626	11,526	16.37	09					
DEARBORN G-8	35.2	11.91	286,958	24,094	32.3	46.4	14.4	6.8	167,997	14,106	36,864	5,865	24,937	7,900	8,338	28,431	14,932	21.48	13					
DECATUR F-8	23.7	8.10	180,492	22,283	36.3	46.8	11.1	5.8	109,619	13,533	24,332	3,931	16,629	5,089	5,253	18,501	9,786	14.85	08					
DE KALB G-3	34.0	11.67	269,157	23,064	31.9	50.9	11.9	5.3	160,231	13,730	35,424	5,693	24,124	7,472	7,775	27,069	14,283	21.25	29					
DELAWARE F-5	125.4	43.86	1,080,330	24,631	43.3	40.2	10.0	6.5	615,737	14,039	135,303	21,566	91,640	28,909	30,433	104,170	54,756	73.86	7.4	7.9						
Muncie	73.1	25.95	564,740	21,763	340,860	13,135	76,299	12,465	52,529	15,674	15,904	57,415	30,531	38.41	6.9	5.8						
Muncie Metro Area.....	125.4	43.86	1,080,330	24,631	34.8	42.8	14.3	8.1	615,737	14,039	135,303	21,566	91,640	28,909	30,433	104,170	54,756	73.86	7.4	7.9						
DUBOIS E-2	34.7	11.46	296,261	25,852	31.4	47.8	13.5	7.2	161,623	14,103	35,474	5,645	24,001	7,598	8,016	27,351	14,366	21.19	14					
ELKHART E-2	138.3	48.93	1,157,120	23,648	39.1	45.6	9.6	5.8	665,517	13,601	147,515	23,789	100,688	30,946	32,034	112,363	59,383	83.44	5.8	1.73						
Elkhart-Goshen Metro Area.....	138.3	48.93	1,157,120	23,648	33.4	49.3	11.2	6.1	665,517	13,601	147,515	23,789	100,688	30,946	32,034	112,363	59,383	83.44	5.8	1.73						
Goshen	19.8	7.35	157,571	21,438	96,259	13,096	21,567	3,528	14,861	4,421	4,478	16,210	8,625	11.91	56					
FAYETTE G-7	28.7	10.20	212,518	20,835	38.7	46.8	10.2	4.3	134,295	13,166	30,043	4,904	20,673	6,179	6,278	22,624	12,026	16.84	13					
FLOYD E-10	61.9	21.92	548,438	25,020	31.5	45.0	15.8	7.6	312,908	14,275	68,451	10,943	46,173	14,764	15,674	52,994	27,768	38.14	2.2	3.5						
FOUNTAIN C-6	18.9	6.99	157,255	22,497	35.9	46.4	12.4	5.3	95,175	13,616	21,087	3,399	14,387	4,428	4,587	16,071	8,491	12.52	08					
FRANKLIN G-7	20.1	6.35	138,479	21,808	38.2	46.2	10.2	5.3	83,926	13,217	18,751	3,056	12,888	3,868	3,940	14,143	7,512	12.31	11					
FULTON D-4	19.8	7.43	155,492	20,928	39.2	46.9	8.9	5.0	96,846	13,034	21,728	3,560	14,988	4,442	4,485	16,304	8,682	13.25	09					
GIBSON B-10.....	33.4	12.39	302,466	24,412	35.0	42.3	14.6	8.1	173,798	14,027	38,197	6,089	25,874	8,586	8,586	29,402	15,456	22.22	14					
GRANT F-5	77.9	27.09	645,099	23,813	34.0	44.7	14.2	7.1	378,138	13,959	83,222	13,293	56,444	17,723	18,603	63,950	33,647	46.43	5.1	1.22						
GREENE C-8	31.2	11.91	242,850	20,390	43.3	41.8	10.8	4.1	155,162	13,028	34,809	5,703	24,011	7,117	7,188	26,122	13,910	20.88	10					
HAMILTON E-6	90.8	30.47	1,073,970	35,227	19.6	40.6	19.9	19.9	484,017	15,885	103,002	15,885	67,718	23,516	26,187	82,492	42,516	60.00	48					
HANCOCK E-10	46.9	15.58	426,365	27,379	24.6	46.7	19.6	9.1	235,518	15,117	50,756	8,873	33,769	11,293	12,314	40,025	20,788	30.88	29					
HARRISON E-10	29.3	9.86	220,111	22,324	35.0	49.0	11.1	4.9	133,209	13,510	29,578	4,781	20,220	6,182	6,377	22,481	11,894	19.09	12					
HENDRICKS D-6	74.5	24.45	505,978	28,874	21.6	46.4	21.4	10.5	378,650	15,487	81,097	12,468	53,642	18,274	20,137	64,440	33,342	49.44	29					
HENRY F-6	52.5	18.65	404,130	21,669	37.0	46.7	11.5	4.8	250,594	13,437	55,736	9,029	38,158	11,607	11,934	42,275	22,390	33.36	27					
HOWARD E-5	86.9	31.31	842,150	26,897	36.8	42.0	12.7	8.6	459,563	14,678	99,792	15,647	66,862	21,858	23,519	77,964	40,681	54.09	4.3	9.4						
Kokomo	46.8	18.01	421,260	23,390	248,423	13,794	54,849	8,799	37,308	11,602	12,103	41,981	22,133	27.90	66					
Kokomo Metro Area.....	103.4	37.24	983,100	26,399	29.9	42.8	16.1	11.2	541,534	14,542	117,880	18,546	79,159	25,688	27,520	91,818	47,982	65.18	4.3	1.05						
HUNTINGTON F-4	35.0	12.26	273,070	22,273	35.2	49.5	10.6	4.7	173,982	13,375	36,552	5,927	25,034	7,754	7,775	24,659	14,659	21.57	19					
JACKSON E-9	37.0	13.26	271,171	20,450	39.7	47.2	9.6	3.6	173,412	13,078	38,861	6,358	26,781	7,964	8,061	29,202	15,540	23.51	16					
JASPER C-3	27.6	8.86	238,209	26,886	27.1	48.2	15.2	9.5	128,889	14,547	28,051	4,412	18,833	6,115	6,554	21,855	11,419	16.62	29					
JAY G-5	22.6	8.20	157,571	19,216	42.7	46.0	7.7	3.5	103,797	12,658	23,481	3,889	16,313	4,715	4,677	17,439	9,336	14.61	13					
JEFFERSON F-9	31.1	10.61	251,720	23,725	35.5	43.2	14.2	7.0	146,408	13,799	32,323	5,185	21,984	6,838												

State, County, City, Metro Area Data

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984						Retail Sales—1984								Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$000)	% Distribution of Households				—Total Retail Sales—		By Selected Store Types—										
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motiva (\$000)	Service Station (\$000)				
Mishawaka	39.2	15.76	345,586	21,928					210,450	13,353	46,886	7,613	32,147	9,729	9,969	35,488	18,816	23.09	.4	.27
South Bend	99.8	38.42	857,665	22,323					513,771	13,372	114,422	18,569	78,428	23,762	24,364	86,645	45,928	52.45	18.1	2.34
South Bend-Mishawaka Metro Area	234.3	84.18	2,138,980	25,410	32.2	45.4	13.9	8.5	1,187,960	14,112	260,678	41,470	176,334	55,861	58,962	201,045	105,585	132.96	20.9	3.55
SCOTT F-9	21.3	7.09	147,797	20,846	38.4	47.6	9.8	4.2	93,523	13,191	20,912	3,412	14,383	4,306	4,379	15,757	8,373	12.57		.24
SHELBY E-7	40.0	13.97	341,947	24,477	30.9	48.7	13.7	6.7	196,913	14,095	43,219	6,877	29,241	9,257	9,767	33,323	17,503	25.36	.3	.15
SPENCER C-11	19.7	6.58	146,888	22,323	37.4	44.5	12.0	6.2	89,247	13,563	19,794	3,195	13,518	4,147	4,288	15,066	7,965	12.59	.1	.08
STARKE D-3	22.7	7.75	148,253	19,129	43.4	45.3	8.4	2.9	98,835	12,753	22,315	3,686	15,477	4,500	4,482	16,613	8,883	13.69		.24
STUBEN G-2	26.0	9.31	224,149	24,076	33.6	47.0	12.6	6.8	129,054	13,862	28,458	4,558	19,336	6,036	6,311	21,815	11,492	16.77	.1	.13
SULLIVAN B-8	20.9	7.93	162,964	20,550	41.8	43.4	10.3	4.4	103,676	13,074	23,241	3,804	16,021	4,759	4,814	17,457	9,292	13.95		.06
SWITZERLAND G-9	7.4	2.66	51,455	19,344	45.2	43.2	7.6	4.0	33,895	12,742	7,650	1,263	5,305	1,544	1,539	5,698	3,046	4.65		.06
TIPPECANOE C-5	123.5	41.71	1,071,170	25,681	34.7	46.5	12.1	6.6	588,488	14,109	129,140	20,546	87,360	27,671	29,204	99,592	52,306	68.95	2.1	1.41
Lafayette	41.9	16.77	398,026	23,734					229,830	13,705	50,835	8,175	34,633	10,712	11,136	38,823	20,490	25.50	.7	.49
Lafayette Metro Area	123.5	41.71	1,071,170	25,681	33.5	42.4	14.4	9.7	588,488	14,109	129,140	20,546	87,360	27,671	29,204	99,592	52,306	68.95	2.1	1.41
TIPTON E-5	16.5	5.93	140,950	23,789	33.6	46.0	13.3	7.1	81,971	13,823	18,088	2,899	12,297	3,831	4,001	13,854	7,301	11.07		.11
UNION G-7	6.8	2.39	45,936	19,220	44.4	43.9	8.4	3.3	30,453	12,742	6,880	1,137	4,774	1,385	1,378	5,118	2,738	4.32		.02
VANDERBURGH B-11... ..	162.4	62.58	1,582,860	25,293	40.1	42.4	10.8	6.7	873,264	13,954	192,204	30,703	130,370	40,926	42,951	147,683	77,707	100.14	11.6	7.4
Evansville	124.6	49.41	1,117,480	22,616					659,957	13,357	147,027	23,871	100,804	30,512	31,264	111,289	59,003	73.95	11.0	.61
Evansville Metro Area	277.2	102.49	2,631,630	25,677	33.3	42.7	15.0	9.0	1,457,710	14,223	319,194	50,632	215,504	68,705	72,808	246,819	129,455	174.75	15.6	1.28
VERMILLION B-6	18.2	6.98	148,219	21,235	40.0	43.3	11.6	5.0	93,402	13,381	20,794	3,373	14,248	4,322	4,435	15,753	8,348	12.14		.07
VIGO B-7	108.1	38.86	916,645	23,588	45.1	41.7	8.4	4.8	532,525	13,704	117,793	18,944	80,254	24,819	25,797	89,953	47,478	63.04	5.9	.83
Terre Haute	56.0	21.07	418,196	19,848					268,997	12,767	60,706	10,023	42,088	12,253	12,218	45,221	24,172	29.55	4.8	.44
Terre Haute Metro Area	132.6	48.05	1,097,900	22,849	37.8	43.7	11.9	6.6	651,305	13,555	144,507	23,335	98,720	30,251	31,254	109,937	58,137	79.19	6.0	.90
WABASH E-4	36.2	12.52	282,992	22,603	35.6	48.5	10.9	5.0	168,064	13,424	37,393	6,061	25,608	7,782	7,995	28,350	15,018	21.78	.1	.22
WARREN B-5	8.8	3.07	65,199	21,237	37.4	49.4	8.5	4.7	40,219	13,101	9,005	1,472	6,201	1,849	1,875	6,774	3,603	6.07		.03
WARRICK C-10	45.8	15.31	431,630	28,193	24.9	42.8	21.6	10.7	234,507	15,317	50,366	7,775	33,403	11,285	12,376	39,884	20,672	31.11	.3	.17
WASHINGTON E-9	22.5	7.81	142,889	18,296	47.0	43.5	6.3	3.1	96,328	12,334	21,960	3,673	15,357	4,336	4,226	16,154	8,691	14.43		.10
WAYNE G-6	72.8	26.43	610,107	23,084	42.8	41.3	9.9	6.1	360,529	13,641	79,851	12,864	54,466	16,779	17,396	60,881	32,160	42.51	3.7	.35
Richmond	39.1	14.83	317,284	21,395					194,370	13,107	43,536	7,118	29,989	8,931	9,051	32,735	17,414	20.32	3.4	.24
WELLS F-4	25.5	8.96	214,890	23,963	32.0	48.5	13.0	6.5	124,874	13,937	27,491	4,393	18,651	5,851	6,137	21,117	11,113	16.75		.21
WHITE D-4	24.3	9.05	191,887	21,203	36.7	49.2	9.9	4.3	119,549	13,210	26,720	4,357	18,371	5,507	5,605	20,144	10,702	16.15		.11
WHITLEY F-3	26.8	9.36	208,827	22,311	33.0	51.0	12.2	3.7	127,868	13,661	28,312	4,559	19,306	5,953	6,175	21,594	11,405	17.74		.14

Angola

Steuben County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WLKI (FM)

1974
ANGOLA

Mid 010080-000

See SRDS Spot Radio Small Markets Edition.

Auburn

De Kalb County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WIFF

1968
AUBURN

Mid 010081-000

See SRDS Spot Radio Small Markets Edition.

WIFF-FM

1967
AUBURN

Mid 031868-000

See SRDS Spot Radio Small Markets Edition.

Aurora

Dearborn County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WSCH (FM)

1970
AURORA

Mid 010082-000

See SRDS Spot Radio Small Markets Edition.

Batesville

Ripley County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WRBI (FM)

1977
BATESVILLE

Mid 010083-000

See SRDS Spot Radio Small Markets Edition.

Bedford

Lawrence County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WBIF (FM)

1975
BEDFORD



A Central Broadcasting Corporation Station

Media Code 4 215 0352 5.00 Mid 010084-000
Bedford Broadcasting Corp.
424 Heltonville Rd., Box 1307, Bedford, IN 47421. Phone 812-275-7555.

PROGRAMMING DESCRIPTION

WBIF (FM): MUSIC: Adult Rock Century 21 Z format). NEWS: 1-min headlines at :20, weather at :50. SPORTS: area high school & U games. Contact Representative for further details. Rec'd 5/21/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—L. Dean Spencer.
Sales Manager—Cheryl Fields.

2. **REPRESENTATIVES**
Market 4 Radio.
Regional Reps Corp.
Kansas City, St. Joseph, Wichita, Tulsa—Eugene F. Gray Co., Inc.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 243 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
AM facilities: WBIF.
Member: Indiana Broadcasters Group.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporary withdrawn by station.

12/85

(SMD)

WBIW

1948
BEDFORD



A Central Broadcasting Corporation Station

Media Code 4 215 0380 6.00 Mid 010085-000
Bedford Broadcasting Corp.
424 Heltonville Rd., Box 1307, Bedford, IN 47421. Phone 812-275-7555.

PROGRAMMING DESCRIPTION

WBIW: MUSIC: Adult Contemporary: day-time, up-beat MOR; current hits; standards; nights; soft Rock, Jazz. NEWS: 5 min at :60 & :30, 15 min at 7:30 am & 5:45 pm, 30 min at 12:30 pm; 75% local & reg'l; LPI wire, weather wire, network; mobile unit. FARM: 6:55, 9:35, 11:50 am, 12:06 pm. SPORTS: daily shows & commentary; area high school & U games; major league football & baseball. Contact Representative for further details. Rec'd 5/21/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—L. Dean Spencer.
Sales Manager—Cheryl T. Fields.

2. **REPRESENTATIVES**
Market 4 Radio.
Regional Reps Corp.
Kansas City, St. Joseph, Wichita, Tulsa: Eugene F. Gray Co., Inc.

3. **FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
FM facilities: WBIF (FM).
Affiliated with ABC Information Radio Network.
Member: Indiana Broadcasters Group.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

12/85

(SMD)

Bloomington

Monroe County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WBWB (FM)

1978
BLOOMINGTON



Masla Radio



Media Code 4 215 0403 6.00 Mid 010086-000
Indiana Communications, Inc.
304 State Rd. 446, Bloomington, IN 47401. Phone 812-332-9292.

PROGRAMMING DESCRIPTION

WBWB (FM): MUSIC: Contemporary Hits. FEATURES: regular audience participation contests & promotion. NEWS: 5-min local w/weather, sports at :55 5x in AM drive, 2x at noon & 3x in PM drive. Contact Representative for further details. Rec'd 5/24/84.

1. **PERSONNEL**
President—Roland Johnson.
General Manager—Alan Hay.
Sales Manager—Ron Gates.

2. **REPRESENTATIVES**
Masla Radio.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 278 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 29b, 30, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60k, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 8/28/84.
AAAA—Mon thru Sat 6-10 am.
AAA—3 pm-midnight.
AA—10 am-3 pm.
A—midnight-6 am.
ROS—6 am-7 pm.

6. **SPOT ANNOUNCEMENTS**

PER WK:	24 hr	18 hr	12 hr	12 hr	12 hr	12 hr
AAAA/AAA	17.50	19.00	20.75	20.25	21.75	23.00
AA	15.50	17.25	18.75	17.50	19.00	20.75
ROS	17.00	18.50	20.00	19.50	21.00	22.50

A: 30-sec flat 9.50; 1-min flat 10.25.

WGTC

1959
BLOOMINGTON



Media Code 4 215 0427 5.00 Mid 010087-000
Sarkes Tarzian, Inc.
535 S. Walnut St., Bloomington, IN 47401. Phone 812-332-3366.

PROGRAMMING DESCRIPTION

WGTC: MUSIC: Modern Country. NEWS: consolidated local & nat'l news/sports/weather every 1/2 hr. SPORTS: Indiana U basketball & football play-by-play. Contact Representative for further details. Rec'd 7/19/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—R. G. Holben.
Sales Manager—Dave Nathan.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Reps Corp.

3. **FACILITIES**
5,000 w. days, 500 w. nights; 1370 khz. Directional separate patterns day & night.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4c, 4d, 5, 6a, 8.
Rate Protection: 10c, 14c.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 29a, 30.
Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTTS (FM).
Member: Network Indiana, Indiana Broadcasters Group.

TIME RATES

No. 17 Eff 8/8/83—Rec'd 6/8/84.
AAA—Wed, Thurs & Fri 5 am-8 pm.
AA—Mon, Tue, Sat & Sun 5 am-8 pm.
A—Mon thru Sat 7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**

PER WK:	1000x	700x	400x	200x	24 hr	18 hr	12 hr	12 hr	12 hr	6 hr
PER YR:	18	19	20	22	24	25	26	27	28	29
1	17	18	19	20	23	24	25	26	27	28
2	16	17	18	19	22	23	24	25	26	27
3	15	16	17	18	20	22	23	24	25	26
4	12	13	15	17	19	20	21	22	23	24
5	11	12	13	15	17	19	20	21	22	23

CLASS AA

PER WK:	16 hr	17 hr	18 hr	20 hr	23 hr	24 hr
1	15	16	17	19	22	23
2	13	15	16	17	19	20
3	13	15	16	18	20	22
4	12	13	15	17	19	20
5	11	12	13	16	18	19

CLASS A

PER WK:	12 hr	13 hr	15 hr	16 hr	17 hr	18 hr
1	12	13	15	16	17	18
2	11	12	13	15	16	17
3	10	11	12	13	15	16
4	9	10	11	12	13	15
5	8	9	10	11	13	...

30 SECONDS—CLASS AAA

PER WK:	16 hr	17 hr	18 hr	19 hr	20 hr	22 hr
1	15	16	17	18	19	20
2	13	15	16	17	18	19
3	13	15	16	17	18	19
4	12	13	15	16	17	18
5	10	11	12	13	16	17

CLASS AA

PER WK:	12 hr	13 hr	15 hr	16 hr	17 hr	19 hr
1	12	13	15	16	17	19
2	12	13	15	16	18	19
3	13	15	16	17	18	19
4	10	11	12	13	16	17
5	9	10	11	12	15	16

CLASS A

PER WK:	11 hr	12 hr	13 hr	15 hr	16 hr	17 hr
1	11	12	13	15	16	17
2	10	11	12	13	15	16
3	9	10	11	12	13	15
4	8	9	10	11	12	13
5	6	8	9	10	11	12

12/85

WTTS (FM)

1949
BLOOMINGTON



Media Code 4 215 0475 4.00 Mid 010088-000
Sarkes Tarzian, Inc.
535 S. Walnut St., Bloomington, IN 47401. Phone 812-332-3366.

PROGRAMMING DESCRIPTION

WTTS (FM): MUSIC: Adult Contemporary. NEWS: consolidated local & nat'l news/sports/weather every 1/2 hr. SPORTS: play-by-play. Contact Representative for further details. Rec'd 7/19/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—R. G. Holben.
Sales Manager—Dave Nathan.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Reps Corp.

3. **FACILITIES**
ERP 37,200 w.; 92.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,091 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4c, 4d, 5, 6a, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 29a, 30.
Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WGTC.
Affiliated with ABC Entertainment Radio Network.
Member: Network Indiana.

TIME RATES

No. 17 Eff 8/8/83—Rec'd 6/8/84.
AAAA—Wed, Thurs & Fri 5-10 am.
AAA—Mon & Tue 5-10 am; Sat 5 am-3 pm.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun noon-8 pm.
A—Mon thru Sun 8 pm-5 am.

6. **SPOT ANNOUNCEMENTS**

PER WK:	1000x	700x	400x	200x	24 hr	18 hr	12 hr	12 hr	6 hr
PER YR:	20	23	24	26	29	30	29	29	30
1	19	22	23	24	26	29	29	29	30
2	18	19	22	23	24	26	29	29	30
3	18	19	22	23	24	26	29	29	30
4	17	18	19	22	23	24	26	29	30
5	16	17	18	19	22	23	24	26	29

CLASS AAAA

PER WK:	19 hr	22 hr	23 hr	24 hr	26 hr	29 hr
1	18	19	22	23	24	26
2	18	19	22	23	24	26
3	17	18	19	22	23	24
4	16	17	18	19	22	23
5	15	16	17	18	19	22

CLASS AAA

PER WK:	18 hr	19 hr	22 hr	23 hr	24 hr	26 hr
1	17	18	19	22	23	24
2	17	18	19	22	23	24
3	16	17	18	19	22	23
4	15	16	17	18	19	22
5	13	15	16	17	18	19

CLASS AA

PER WK:	15 hr	16 hr	18 hr	19 hr	22 hr	23 hr
1	13	15	16	17	18	19
2	13	15	16	17	18	19
3	12	13	15	15	17	18
4	11	12	13	13	16	17
5	10	11	12	12	15	16

30 SECONDS—CLASS AAAAA

INDIANA

Centerville

Wayne County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WHON
1964
CENTERVILLE
RAB

Media Code 4 215 0950 6.00 Mid 010093-000
Brewer Broadcasting Corp.
Box 1647, Richmond, IN 47374. Phone 317-962-1595.

PROGRAMMING DESCRIPTION

WHON: MUSIC: Modern Country. Contact Representative for further details. Rec'd 7/30/79.

- PERSONNEL**
General Manager—David L. Strycker.
- REPRESENTATIVES**
Regional Reprs Corp.
Savalli & Schutz, Inc.
- FACILITIES**
500 w. days; 930 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WQLK (FM), Richmond.
Member: Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 12/19/83.

6. SPOT ANNOUNCEMENTS				
	6 ti	12 ti	24 ti	36 ti
1 min	11.75	10.50	10.00	9.25
30 sec	9.25	8.75	8.25	7.75
	12/85 (SMD)(D)			

Columbia City

Whitley County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WKSJ (FM)
1968
COLUMBIA CITY

Mid 010094-000
See SRDS Spot Radio Small Markets Edition.

Columbus

Bartholomew County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WCSI
1950
COLUMBUS

Media Code 4 215 1045 4.00 Mid 010095-000
White River Broadcasting Co., Inc.
501-1/2 Washington St., Box 709, Columbus, IN 47202.
Phone 812-372-4448.

PROGRAMMING DESCRIPTION

WCSI: Adult contemporary. NEWS: at :60 & :30; 15-min at 7:30 am & 12:30 pm; 1/2 hr at 5:30 pm; AP; 1 mobile unit; emphasis local news; radar weather reports 5x/day. FARM: 12:05 pm. SPORTS: daily reports; Indy 500. Contact Representative for further details. Rec'd 3/2/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James F. Kauper.
Sales Manager—Martin J. Brown.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
500 w. days; 1010 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 5-8 am. For non-simulcast facilities see WCSI-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24c, 25c, 26, 29a, 30.
Contracts: 40a, 41, 45, 46, 47e.
Comb. Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: Indiana Broadcasters Group.

TIME RATES
No. 16 Eff 3/1/84—Rec'd 3/2/84.

6. SPOT ANNOUNCEMENTS				
CLASS AAAA				
PER MO:	1 ti	30 ti	60 ti	90 ti
1 min	17.65	16.70	15.70	14.90
30 sec	14.45	13.70	12.90	12.20
10 sec	10.60	10.00	9.40	8.95
	CLASS AAA			
1 min	14.65	13.80	12.95	12.25
30 sec	12.00	11.35	10.60	10.05
10 sec	8.75	8.30	7.75	7.35

CLASS AAAA				
PER YR:	360x	600x	900x	1200x
1 min	15.05	14.35	13.70	12.95
30 sec	12.35	11.75	11.25	10.60

CLASS AAA				
1 min	12.55	11.95	11.35	10.75
30 sec	10.30	9.75	9.30	8.80

8. PROGRAM TIME RATES				
	1x	156x	260x	312x
3 min	15.60	14.40	14.10	13.80
5 min	30.60	24.70	21.75	20.00
1/4 hr	50.60	43.55	41.75	40.00

- SPECIAL FEATURES**
Newscasts—Program rates apply.
12/85

WCSI-FM
1958
COLUMBUS



Media Code 4 215 1046 2.00 Mid 010096-000
White River Broadcasting Co., Inc.
501-1/2 Washington St., Box 709, Columbus, IN 47202.
Phone 812-372-4448.

PROGRAMMING DESCRIPTION

WCSI-FM: Modern country music. NEWS: at :30; radar weather reports 5x/da. FARM: 12:50 pm. SPORTS: local high schools play-by-play. Contact Representative for further details. Rec'd 3/2/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James F. Kauper.
Sales Manager—Martin J. Brown.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 20,000 w.; 101.5 mhz. Stereo.
Operating schedule: 5-11 am. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WCSI.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Member: Indiana Broadcasters Group.

TIME RATES
No. 16 Eff 3/1/84—Rec'd 3/2/84.

6. SPOT ANNOUNCEMENTS				
CLASS AAAA				
PER MO:	1 ti	30 ti	60 ti	90 ti
1 min	17.65	16.70	15.70	14.90
30 sec	14.45	13.70	12.90	12.20
	CLASS AAA			
1 min	15.30	14.45	13.60	12.90
30 sec	12.55	11.90	11.10	10.60
	CLASS AA			
1 min	11.45	10.90	10.20	9.65
30 sec	9.40	8.95	8.35	7.90

6. SPOT ANNOUNCEMENTS				
CLASS AAAA				
PER YR:	360x	600x	900x	1200x
1 min	15.05	14.35	13.70	12.95
30 sec	12.35	11.75	11.25	10.60
	CLASS AAA			
1 min	13.05	12.40	11.90	11.20
30 sec	10.70	10.20	9.70	9.20
	CLASS AA			
1 min	9.80	9.30	8.90	8.35
30 sec	8.05	7.65	7.30	6.80

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James F. Kauper.
Sales Manager—Martin J. Brown.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 20,000 w.; 101.5 mhz. Stereo.
Operating schedule: 5-11 am. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WCSI.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Member: Indiana Broadcasters Group.

TIME RATES
No. 16 Eff 3/1/84—Rec'd 3/2/84.

6. SPOT ANNOUNCEMENTS				
CLASS AAAA				
PER MO:	1 ti	30 ti	60 ti	90 ti
1 min	17.65	16.70	15.70	14.90
30 sec	14.45	13.70	12.90	12.20
	CLASS AAA			
1 min	15.30	14.45	13.60	12.90
30 sec	12.55	11.90	11.10	10.60
	CLASS AA			
1 min	11.45	10.90	10.20	9.65
30 sec	9.40	8.95	8.35	7.90

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James F. Kauper.
Sales Manager—Martin J. Brown.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 20,000 w.; 101.5 mhz. Stereo.
Operating schedule: 5-11 am. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WCSI.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Member: Indiana Broadcasters Group.

WWVY (FM)

1975
COLUMBUS

Media Code 4 215 1093 4.00 Mid 010097-000
Bartholomew County Broadcasting Co., Inc.
1333 Washington St., Box 487, Columbus, IN 47201.
Phone 812-372-9933.

PROGRAMMING DESCRIPTION

WWVY (FM): Programmed for adults 18+. MUSIC: easy adult contemporary NEWS: local at :60; nat'l at :30; expanded at 7, 8 am, 12N & 5 pm. Emphasis on local. Nat'l, state & rural network news, mobile unit. SPORTS: local high school football, basketball, baseball; major league baseball; pro & U. football & basketball. FARM: 5:40, 6:10, 11:45 am, 12:25 & 2:45 pm. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James J. Ganley.
Operations Manager—Dennis Rediker.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w.; 104.9 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Affiliated with KBS.
Member: Network Indiana, Harry Martin's Rural Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6c Eff 5/1/84—Rec'd 6/18/84.

7. PACKAGE PLANS

ANNUAL						
*BTA	1560x	1300x	1040x	780x	520x	260x
1 min	7.85	8.50	9.25	9.85	10.50	11.25
30 sec	6.25	6.75	7.35	7.85	8.40	8.85
MONTHLY						
*BTA	100 ti	80 ti	60 ti	40 ti	20 ti	1 ti
1 min	9.25	10.25	11.25	12.25	13.65	15.25
30 sec	7.55	8.25	8.95	9.65	11.00	12.30
WEEKLY SATURDAY						
*BTA	100 ti	75 ti	50 ti	*BTA	100 ti	75 ti
1 min	7.85	8.75	9.95	30 sec	6.35	7.00

- PROGRAM TIME RATES**
PER WK: 1 ti 3 ti 5 ti
5 min 19.50 17.50 16.00
10 min 33.00 29.50 26.50

Connersville

Fayette County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WIFE
1948
CONNERSVILLE
WCNB-FM

1948
CONNERSVILLE
Mid 010098-000
See SRDS Spot Radio Small Markets Edition.

Corydon

Harrison County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WJDW
1964
CORYDON

Mid 010100-000
See SRDS Spot Radio Small Markets Edition.

Covington

Fountain County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WVWV-FM
1982
COVINGTON

Mid 028414-000
See SRDS Spot Radio Small Markets Edition.

Crawfordsville

Montgomery County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WCVL
1964
CRAWFORDSVILLE



Media Code 4 215 1330 0.00 Mid 010101-000
Composite Communications, Inc.
Rd. 200 W., Box 603, Crawfordsville, IN 47933. Phone 317-362-8200.

PROGRAMMING DESCRIPTION
WCVL: Targeted for 35-64 adults. MUSIC: Adult Contemporary. FARM: 6:15-6:50 am, 11:15-noon, 12:30-1 pm, 9 commodity market reports/day; farm director; weather wire. NEWS: 3-man dept; 1/2 hr at 7:30 am, noon, 5 pm, UPI; business news. SPORTS: play-by-play high school & college basketball & football. FEATURES: swap-shop, births, deaths. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
General Manager—Gary Haveus.
 - REPRESENTATIVES**
Logue Farm Media.
 - FACILITIES**
250 w.; 1550 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
None; all rates are net to station.
 - GENERAL ADVERTISING See coded regulations**
FM facilities: WLFO (FM).
Affiliated with ABC Information Radio Network.
- TIME RATES**
No. 1 Eff 12/7/84—Rec'd 2/4/85.
- | 6. SPOT ANNOUNCEMENTS | | | | |
|-----------------------|-------|-------|-------|------|
| CLASS AAAA | | | | |
| PER MO: | AAA | AA | A | B |
| 1 min | 15.75 | 14.50 | 13.25 | 6.00 |
| 30 sec | 10.50 | 9.75 | 8.75 | 4.00 |

7. PACKAGE PLANS

IMPACT ROS—MON-SUN 6 AM-7 PM		
Ea	1 min	30 sec
	12	8

- SPECIAL FEATURES**
National Farm: 1-min 30.00; 30-sec 20.00.
(SMD)

WLFO (FM)
1974
CRAWFORDSVILLE

Adult Contemporary



Media Code 4 215 1352 4.00 Mid 010102-000
Composite Communications, Inc.
Rd. 200 W., Box 603, Crawfordsville, IN 47933. Phone 317-362-8200.

PROGRAMMING DESCRIPTION
WLFO (FM): MUSIC: Adult Contemporary. COMMERCIAL POLICY: maximum 3 breaks per hour, 3 units per break. Rec'd 9/23/83.

- PERSONNEL**
General Manager—Gary Haveus.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 920 w. (horiz.), 920 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates are net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WCVL.

TIME RATES
No. 1 Eff 12/7/84—Rec'd 2/4/85.

6. SPOT ANNOUNCEMENTS				
CLASS AAAA				
Ea	AAA	AA	A	B
	12.00	11.50	10.00	5.00
	ROS 6.00 (SMD)			

WNDY (FM)
1953
CRAWFORDSVILLE

Mid 010103-000
See SRDS Spot Radio Small Markets Edition.

Crown Point

Lake County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WWJY (FM)
1972
CROWN POINT

Mid 010104-000
See SRDS Spot Radio Small Markets Edition.

Danville

Hendricks County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WGRT (FM)
1975
DANVILLE

Mid 010105-000
See SRDS Spot Radio Small Markets Edition.

Decatur

Adams County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WADM
1964
DECATUR

Mid 010106-000
See SRDS Spot Radio Small Markets Edition.

WADM-FM
1966
DECATUR

Mid 010107-000
See SRDS Spot Radio Small Markets Edition.

Elkhart

Elkhart County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.



Country Music



Media Code 4 215 1S20 8.00 Mid 010108-000
Progressive Broadcasting System, Inc.
Box 307, Elkhart, IN 46515. Phone 219-875-5166.

PROGRAMMING DESCRIPTION

WCMR: Programmed to general adult interest. MUSIC: Country. NEWS: 17 local & 24 network shows daily. Weather every 20 min incl Ag, weather, sports, stocks & markets. AIR PERSONALITIES handle all segments. Interviews, telephone guests & community events & affairs. FARM: 5-7 am & 11 am-1 pm M-F; farm director & staff present market information, agricultural business analysis, 3 county agents' reports, interviews, feature stories & other farm news. Commodity wire, weather wire & hly market summaries. Contact Representative for further details. Rec'd 5/6/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Edwin C. Moore.
General Sales Manager—Ken Woodcox.
Farm Sales Director—Dave Miller.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1270 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 29a, 30.
Contracts: 40a, 44b, 45, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60k, 60l, 62d.
Cancellation: 71a, 73b.
FM facilities: WFRN (FM).
Affiliated with MBS.

TIME RATES

Eff 10/1/84—Rec'd 9/14/84.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat all other times before 7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	6 ti	12 ti	18 ti	24 ti
AA	30	28	27	23
A	25	23	22	19

Fixed position, extra 3.00.

10. SPECIAL FEATURES

Farm, Mon thru Fri 5-7 am & 11 am-1 pm—rotating, flat 37.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

6. SPOT ANNOUNCEMENTS

	AA		A	
	6 ti	12 ti	18 ti	24 ti
1 min	30	28	27	23
30 sec	25	23	22	19

Fixed, extra 3.00.

(CR)

WTRC

1931 ELKHART



Christal Radio



Media Code 4 215 181S 4.00 Mid 010110-000
Pathfinder Communications Corp.
58096 Cr 7 S., Box 699, Elkhart, IN 46515. Phone 219-293-5611.

PROGRAMMING DESCRIPTION

WTRC: Programmed for general interest of adults. MUSIC: AC/MOR with AIR PERSONALITIES. NEWS: 14 local & 18 network news casts daily; 5-11:30 am music, weather sports & news; 11:30 am-1 pm local news, tele/talk show & sports; 1-6 pm music, news, sports, weather; 6-6:30 pm newscast; 6:30-11 pm music, weather, sports & news; 11 pm-12M tele/talk show. SPORTS: local & college football & basketball in season. Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
General Manager—Ed Huot.
Sales Manager—Dick Rhodes.
Program Director—Allen Strike.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: WYEZ (FM).
Affiliated with NBC Radio Network.

TIME RATES

No. 5A Eff 11/1/84—Rec'd 12/19/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 5-6 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

WK:	1 min		30 sec	
	6 ti	12 ti	18 ti	24 ti
AAA	38	36	34	32
AA	30	28	26	24
A	27	25	23	21
B	14	13	12	11

(CR)

WYEZ (FM)

1947 ELKHART



Media Code 4 215 17S7 4.00 Mid 010111-000
Truth Radio Corp.
1030 E. Jefferson Blvd., Box 100, South Bend, IN 46624.
Phone 219-234-4106, 674-5951.

PROGRAMMING DESCRIPTION

WYEZ (FM): Programmed for adults. MUSIC: blend of soft Contemporary, instrumentals & vocals, sound tracks, showtunes, sds & MOR presented in live personality format; 1/4 hr segments w/news, weather, sports, financial & commentary. COMMERCIAL POLICY: limit 10 units/hr. Contact Representative for further details. Rec'd 10/6/80.

- PERSONNEL**
General Manager—Robert H. Elliott.
Sales Manager—Patrick J. Ferraro.
Operations Director—Gene Walker.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: WTRC.

TIME RATES

Eff 7/27/84.
AAAA—Mon thru Fri 5-10 am & 3-8 pm.
AAA—Mon thru Fri 8 pm-1 am; Sat & Sun 5-1 am.
AA—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1 MINUTE				
	1x	52x	104x	156x	208x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAAA	41	36	35	34	33
AAA	44	40	38	37	35
AA	30	27	25	24	22

30 SECONDS

AAAA	34	31	29	28	26
AAA	38	33	32	30	28
AA	25	22	20	19	17

Mon thru Sun midnight-6 am, Flat 6.00.
CONTRACT DISCOUNT
13 wk—5%; 26 wk—7-1/2%; 52 wk—10%.

(D)

WZZP (FM)

(formerly WXMG (FM))
1964 SOUTH BEND

NRBA

A Booth Station

(This is a paid duplicate of the listing under South Bend, Indiana.)

Media Code 4 215 8336 0.00 Mid 010217-000
Booth Broadcasting Co.
Professional Bldg., 100 Center, Box 644, Mishawaka, IN 46544. Phone 219-256-1836.

PROGRAMMING DESCRIPTION

WZZP (FM): Adult Personality programming for 18+.
MUSIC: Adult hits, Oldies with AIR PERSONALITIES.
COMMERCIAL POLICY: 8-min per hr. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Vince Ford.
General Sales Manager—O. J. Jackson.
Program Director—J. J. Duling.
- REPRESENTATIVES**
Masia Radio.
- FACILITIES**
ERP 3,000 w.; 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(D) (A)

Elwood

Madison County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WBMP (FM)

1964 ELWOOD

See SRDS Spot Radio Small Markets Edition.

Evansville

Vanderburgh County—Map Location B-11
See SRDS Consumer market map and data at beginning of the state.

WBKR (FM)

1948 OWENSBORO

Modern Country



(This is a paid duplicate of the listing under Owensboro, Kentucky.)

Media Code 4 218 706S 0.00 Mid 010638-000
Owensboro Broadcasting Co.
Box 1330, 3121 Frederica St., Owensboro, KY 42301.
Phone 502-683-1558.

PROGRAMMING DESCRIPTION

WBKR (FM): MUSIC: Modern country. NEWS: Network & local at 5, 6, 7, 8 am, noon & 5 pm; agri-news M-F 5:30, 6:30, 7:30, 9:45, 10:45, 11:45 am, 12:30, & 2 pm. SPORTS: NASCAR auto racing. Contact Representative for further details. Rec'd 8/27/84.

- PERSONNEL**
Manager—Paul Daniel.
Sales Manager—Bob Burns.
Program Director—Bill Love.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 77,000 w. circular polarized; 92.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 427 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 22a, 27, 28c.
Contracts: 40a, 41, 49, 51a.
Comb.; Cont. Discounts: 60c, 60k, 62b, 62d.
Prod. Services: 80, 82.
AM facilities: WOMI.

TIME RATES

WBKR (FM)/WOMI COMBINATION
Eff 6/1/83—Rec'd 4/27/83.
AAA—Mon thru Sun 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	I II III IV V VI				
	70	65	60	55	50
1 min	70	65	60	55	50
30 sec: 80% of 1-min.	70	65	60	55	50

WBKR (FM) ONLY

70% of WBKR (FM)/WOMI combination.

10. SPECIAL FEATURES

Agri-Business Programming—Mon thru Fri 5-8:30 am or 11:30-1:30 pm, may specify hour; 1-min 65.00; 30-sec 52.00.
Helming Report Sponsorship—Mon thru Fri 6:30, 9:45 or 11:45 am; 1-min 90.00; 30-sec 72.00.
Helming Adjacencies—1-min 80.00; 30-sec 64.00.

(D) (A)



THE FARMER'S CHOICE
The Tri-State's
Country Powerhouse

Men 18-34 #1 NAFB Station
Men 18-49 #1 NAFB Station
Men 25-49 #1 NAFB Station
Men 25-54 #1 NAFB Station

Evansville ARB; Spring '84 TSA. AVG 1.4 HR

WGBF

1923 EVANSVILLE

Adult Contemporary

Media Code 4 215 1900 0.00 Mid 010113-000
Metro Radio Co., Inc.
Box 3486, 3809 Washington Ave., Evansville, IN 47734.
Phone 812-477-8811.

PROGRAMMING DESCRIPTION

WGBF: Programmed for audience 25-54. MUSIC: Adult Contemporary with classic Oldies; AIR PERSONALITIES handle all segments. NEWS: DJ/news team M-F 6-9 am; Paul Harvey 3x/daily; 3 mobile units; community editorial series; Washington correspondent. FEATURES: frequent promotions; community involvement; Dick Bartley's Sat night Oldies show; Rare & Scratchy Rock 'n Roll Sat 11 pm-2 am; daily Oldies hr 11 am. FARM: Orion Samuelson Report 5 am. Contact Representative for further details. Rec'd 10/8/84.

- PERSONNEL**
Exec. Vice-Pres./Gen'l Mgr.—Bill Bromley.
Program Director—Rich Allen.
Promotions Director—Ron Richards.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1280 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c.
Contracts: 40c, 41, 42b, 45, 46.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WHKC (FM), Henderson, KY.
Affiliated with ABC Information Radio Network.

TIME RATES

WGBF/WHKC (FM) COMBINATION
Eff 5/29/84.
AAAA—Mon thru Fri 5-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 5 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 5 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA	AAA	AA
I	70	65	60	55
II	65	60	55	50
III	60	55	50	45
IV	55	50	45	40
V	50	45	40	35

Fixed, extra 5.00.

WGBF only: Deduct 1-min 15.00; 30-sec 12.00 from WGBF/WHKC (FM) combination.

INDIANA

Evansville—cont

WHKC (FM)

1974
HENDERSON

Contemporary Hit Radio

NRBA

(This is a paid duplicate of the listing under Henderson, Kentucky.)

Media Code 4 218 3117 3.00 Mid 010562-000
Metro Radio Co., Inc.
Corporate Offices, 3809 Washington Ave., Box 3486,
Evansville, IN 47734. Phone 812-477-8811.

PROGRAMMING DESCRIPTION

WHKC (FM): MUSIC: Contemporary Hit Radio; AIR PERSONALITIES handle all segments live. Contact Representative for further details. Rec'd 2/25/83.

- PERSONNEL**
Exec. Vice-Pres./Gen'l Mgr.—Bill Bromley.
Program Director—Fast Eddie Ashton.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c.
Contract: 40c, 41, 42b, 45, 46.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WGBF, Evansville, IN.
Affiliated with ABC Contemporary Radio Network.
Sold in combination with WGBF, Evansville, IN. See that listing.

TIME RATES

No. 4 Eff 9/1/83—Rec'd 9/6/83.
AAA—Mon thru Sun 10 am-7 pm.
AA—All other times.

7. PACKAGE PLANS

CLASS	CLASS AAA			
	I	II	III	IV V
1 min	45	40	35	30 25
30 sec	36	32	28	24 20
CLASS AA	CLASS AA			
	I	II	III	IV V
1 min	40	35	30	25 20
30 sec	32	28	24	20 16

Fixed position, extra 3.00.

(D)

WIKY (FM)

1948
EVANSVILLE



Christal Radio



Media Code 4 215 1996 8.00 Mid 010114-000
South Central Communications Corp.
Box 3848, Evansville, IN 47736. Phone 812-424-8284.

PROGRAMMING DESCRIPTION

WIKY (FM): Programmed for adults 25-plus. MUSIC: MOR: 75% album, 25% singles. Current Hits & std selections; AIR PERSONALITIES 6 am-6 pm; Easy Listening 6 pm-6 am. NEWS: 6-person local staff; local at 6, 6:30, 7, 7:30, 8, 8:30, 9, 10, 11 am, noon, 1, 2, 3, 3:30, 4, 4:30, 5 & 5:30 pm M-F; Sat & Sun 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 1, 2, 3, 4 pm. SPORTS: 7:45 am & 5:45 pm; U of Evansville basketball. FEATURES: editorials, social calendar, remote mobile studio, special events. ENTERTAINMENT: topical humor, games. FARM: 5-6:30 am, 11 am-1 pm features & news of local, reg'l & state interest. Contact Representative for further details. Rec'd 9/20/84.

- PERSONNEL**
President—John D. Engelbrecht.
General Manager—Charles A. Blake.
Farm Editor—Gene Crawford.
- REPRESENTATIVES**
Christal Radio.
Regional Reps Corp.
- FACILITIES**
ERP 39,000 w.; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WROZ.
Affiliated with Supernet.
Member: Indiana Broadcasters Group.

TIME RATES

Eff 4/1/84—Rec'd 3/23/84.
6. SPOT ANNOUNCEMENTS
GRID: I II III IV V
1 min 75 70 65 60 55
30 sec: 80% of 1-min.

- SPECIAL FEATURES**
Agri-Business—Mon thru Fri 5-6:30 am & 11 am-1 pm; 1-min 65.00.

WIKY (FM)/WROZ COMBINATION

6. SPOT ANNOUNCEMENTS
GRID: I II III IV V
1 min 95 90 85 80 75
30 sec: 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

WKDQ (FM)

1946
HENDERSON



Broadcast Representatives

A Lackey Station

(This is a paid duplicate of the listing under Henderson, Kentucky.)

Media Code 4 218 3130 6.00 Mid 010563-000
Henderson Broadcasting Co., Inc.
3020 Second St., Box 418, Henderson, KY 42420. Phone
502-826-3923, Evansville IN, 812-422-5995.

PROGRAMMING DESCRIPTION

WKDQ (FM): MUSIC: contemporary. Contact Representative for further details. Rec'd 5/5/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Henry G. Lackey.
Vice-Pres. & Sta. Mgr.—G. Martin Riemenschneider.
- REPRESENTATIVES**
Selcom Radio.

On the Farm
or in the City,

We're #1



WIKY/WROZ provides greater farm coverage of the Tri-State area than TV -- at a much more affordable cost! Anyway you look at it WIKY/WROZ is your #1 buy to reach the farm, the city or both!

#1 Adults 18-49/23.3 Share
#1 Adults 25-54/33.6 Share
#1 Adults 35-64/48.9 Share

(ARB Spring '84, M-S, 6A-MID)

For more information call



Charles Blake or Gene Crawford, Farm Editor.
Represented by
Christal Radio, Inc.

(812) 424-8284.

- FACILITIES**
ERP 50,000 w.; 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
AM facilities: WSON.
Affiliated with RKO.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

WROZ

1936
EVANSVILLE



Media Code 4 215 2185 7.00 Mid 010116-000
South Central Communications Corp.
1162 Mt. Auburn Road, Evansville, IN 47712. Phone 812-422-4171.

Mailing Address: Box 139, Evansville, IN 47701.

PROGRAMMING DESCRIPTION

WROZ: Programmed for adults. MUSIC: Country. FARM: 5-6:30 am & 11 am-1 pm. NEWS: local M-F at 6, 6:30, 7, 7:30, 8, 8:30, 9, 10, 11 am, noon, 1, 2, 3, 3:30, 4, 4:30, 5 & 5:30 pm; Sat & Sun, 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 1, 2, 3, 4 pm. SPORTS: local high school, U football & basketball. AIR PERSONALITIES available for remote broadcasts. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 9/21/84.

- PERSONNEL**
President—John D. Engelbrecht.
General Manager—Charles A. Blake.
Farm Editor—Gene Crawford.
- REPRESENTATIVES**
Christal Radio.
Regional Reps Corp.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% on time charges.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23b, 24a, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c.
Cancellation: 60a, 61a, 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WIKY (FM).
Affiliated with Supernet.
Member: Indiana Broadcasters Group.
Sold in combination with WIKY (FM). See that listing.

TIME RATES

Eff 4/1/84—Rec'd 3/26/84.

- SPOT ANNOUNCEMENTS**
GRID: I II III IV V
1 min 45 42 39 35 33
30 sec: 80% of 1-min.
- SPECIAL FEATURES**
Agri-Business—M-F 5-6:30 am & 11 am-1 pm, 1-min 35.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

WSON

1941
HENDERSON, KY

Mid 010564-000

See listing under city of license.

WSTO (FM)

1948
OWENSBORO

NRBA

(This is a paid duplicate of the listing under Owensboro, Kentucky.)
Media Code 4 218 7200 3.00 Mid 010640-000
Owensboro-on-the-Air, Inc.
#1 Industrial Dr., Box 1828, Owensboro, KY 42301.
Phone 502-695-2991.

PROGRAMMING DESCRIPTION

WSTO (FM): MUSIC: Popular & Contemporary hits; broadcast in sweeps. NEWS: network & local at :15 & :45; network commentator 7:45 AM, noon. SPORTS: local college basketball, home & away. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray Wettstein.
Ass't Gen'l & Gen'l Sls. Mgr.—Leonard J. Norcia.
- REPRESENTATIVES**
Masla Radio.
Regional Reps Corp.
- FACILITIES**
ERP 100,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: WVJS.
Affiliated with ABC FM Radio Network.
Member: Kentucky Radio Network.

TIME RATES

No. 18 Eff 9/14/84—Rec'd 10/3/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—Mon thru Sun Midnight-6 am.

PER	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
1 ti	45	41	31	25	39	36	26	21
6 ti	39	37	25	20	36	33	21	17
12 ti	38	36	24	19	34	32	20	16
18 ti	37	34	23	18	33	31	19	14
24 ti	36	33	21	17	32	30	17	13
YR:								
360 x	37	34	25	19	32	31	21	16
500 x	34	32	23	17	30	29	19	13
1000 x	32	30	20	14	29	26	17	11
1500 x	31	29	19	12	27	25	16	10
2000 x	29	26	17	11	26	24	14	9

(D) (A)

WVHI

1948
EVANSVILLE

Media Code 4 215 2232 7.00 Mid 010115-000
Geyer Broadcasting Co., Inc.
Box 3636, Evansville, IN 47735. Phone 812-425-2221.
1 min rate 1x: 8.00.

WYNG (FM)

1964
EVANSVILLE



Media Code 4 215 2280 6.00 Mid 010117-000
Beasley Broadcasting of Evansville Inc.
6621 Kratzville Rd., Evansville, IN 47710. Phone 812-425-4226.

- REPRESENTATIVES**
Republic Radio Sales, Inc.
Rates have been temporarily withdrawn by station.

Fort Wayne

Allen County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WAFX

1948
FORT WAYNE



Media Code 4 215 2300 2.00 Mid 010121-000
Daisy Communications, Inc.
2210 Inwood Dr., Fort Wayne, IN 46801. Phone 219-482-9520.

PROGRAMMING DESCRIPTION

WAFX: Programmed for adults 35-64. MUSIC: "The Music of Your Life". AIR PERSONALITIES handle all segments. CBS on hour. Contact Representative for further details. Rec'd 1/24/84.

- PERSONNEL**
President—Wayne Shive.
General Manager—Fred Gage.
Program Director—Matt Dekker.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/5 time only; 20 days, net 30.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15d.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 28b, 33d.
Contracts: 40a, 41, 45, 48, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60h, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Member: Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 11/1/83.

6. SPOT ANNOUNCEMENTS	6 ti				12 ti				18 ti				24 ti				30 ti			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec		
1 min	22	20	18	16	14	12	10	8	6	4	2	1	1	1	1	1	1	1		
30 sec	20	18	16	14	12	10	8	6	4	2	1	1	1	1	1	1	1	1		

WEZV (FM)
WEZV 102 FM
 1970
 FORT WAYNE

M Masla Radio

RAB **NRBA**

Media Code 4 215 2305 1.00 Mid 010118-000
 Fairfield Broadcasting Co.
 Station Manager—Tom Scheitke.
 424 Reed Rd., Fort Wayne, IN 46815. Phone 219-422-4646.

PROGRAMMING DESCRIPTION
 WEZV (FM): Programmed for adults. MUSIC: Easy Listening presented in uninterrupted 1/4 hr segments. NEWS: locally edited & reported—financial summaries & commentaries. COMMERCIAL POLICY: limit 8 commercial min/hr, max 10 units. Contact Representative for further details. Rec'd 8/31/84.

- PERSONNEL**
 President—Stephen C. Trivers.
 Station Manager—Tom Scheitke.
 Sales Manager—Charles King.
- REPRESENTATIVES**
 Masla Radio.
- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING See coded regulations**
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a, 15b. Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 33d. Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47c, 50. Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80, 81, 82.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 5 Eff 4/1/83—Rec'd 6/10/83.
 AAA—Mon thru Fri 6 am-7 pm.

6. SPOT ANNOUNCEMENTS
 CLASS AAA

GRID, 1 MIN:	6 ti	12 ti	18 ti	24 ti
I	50	48	46	44
II	48	46	44	42
III	45	43	41	39

BTA, PREEMPTIBLE

I	26	24	22	20
II	24	22	20	18
III	21	19	17	15

30 sec: 85% of 1-min.

7. PACKAGE PLANS
 TAP—1/3 6-11 AM, 1/3 11 AM-4 PM, 1/3 4-9 PM

GRID, 1 MIN:	6 ti	12 ti	18 ti	24 ti
I	40	38	36	34
II	38	36	34	32
III	35	33	31	29

ROTATOR—1/3 6 AM-12M, 1/3 12N-6 PM, 1/3 6 PM-12M

I	32	30	28	26
II	30	28	26	24
III	27	25	23	21

30 sec: 85% of 1-min.
 All plans preemptible.

7-DAY DISCOUNT
 When 1/3 of schedule runs Sat, Sun & Mon, deduct 10%.
WKND DISCOUNT
 Sat, Sun & Mon only schedules, minimum 18 ti, deduct 15%.

OVERNIGHT
 Match schedule 1-5 am for extra 10%.
CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 52 wk—10%

10. SPECIAL FEATURES
 NEWS, WALL STREET & SPORT FEATURES

PER WK:	3 ti	6 ti	12 ti	PER WK:	3 ti	6 ti	12 ti
AAA	60	55	50	Rotator	40	35	30
TAP	50	45	40	BTA	35	30	25

Incl open & close plus 1 1-min spot, minimum 3x/wk.

WFCV
 1968
 FORT WAYNE

Media Code 4 215 2325 9.00 Mid 010119-000
 Bott Broadcasting Co.
 909 Coliseum Blvd., Fort Wayne, IN 46805. Phone 219-423-2337.
 Executive Offices:
 10841 E. 28th St., Independence, MO 64052. Phone 816-252-5050.
 1 min rate 1: 15.00.

WFWQ (FM)
 1959
 FORT WAYNE

RAB

Media Code 4 215 2350 7.00 Mid 010124-000
 WFWQ (FM), Division of Sarkes Tarzian, Inc.
 Suite 230, 2260 Lake Ave., Fort Wayne, IN 46805. Phone 219-423-3676.

PROGRAMMING DESCRIPTION
 WFWQ (FM): Adults 25-49. MUSIC: Contemporary currents, recurrents & oldies; live AIR PERSONALITIES; emphasis on music. NEWS: local & nat'l; radar weather forecasts. Rec'd 4/29/83.

- PERSONNEL**
 President—Thomas Tarzian.
 General Manager—R. Geoffrey Vargo.
 General Sales Manager—Candace Wendling.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
 ERP 44,000 w. (horiz.), 44,000 w. (vert.); 95.1 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3d, 4a, 4d, 5, 7b. Rate Protection: 15b, 16, 20a, 22a, 23a, 25a, 28b, 28c, 29a. Contracts: 40a, 42a, 46. Comb.; Cont. Discounts: 60k. Cancellation: 70a, 70c, 71a. Affiliated with RKO ONE.

TIME RATES
 No. 5 Eff 1/2/84—Rec'd 4/19/84.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5	6
Mon-Sat 5-10 am	60	55	50	45	40	35
Mon-Fri 10 am-3 pm	50	45	40	36	32	28
Mon-Sat 3-7 pm	60	55	50	45	40	35
Mon-Sat 7 pm-midnight	40	35	31	28	25	22
Sat 10 am-3 pm	60	55	50	45	40	35
Sun 6 am-midnight	50	45	40	36	32	28

30 sec: 93% of 1-min.
 Fixed: extra 5.00.

CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

WGL
 1924
 FORT WAYNE

Media Code 4 215 2375 4.00 Mid 010120-000
 Kovas Communications
 2000 Lower Huntington Rd., Fort Wayne, IN 46819.
 Phone 219-747-1511.
 Rates have been temporarily withdrawn by station.

WMEE (FM)
 1965
 FORT WAYNE

Christal Radio

Media Code 4 215 2630 2.00 Mid 010122-000
 Pathfinder Communications Corp.
 2915 Maples Rd., Fort Wayne, IN 46816. Phone 219-447-5511.

PROGRAMMING DESCRIPTION
 WMEE (FM): Programmed for adults 18-49. MUSIC: blend of Contemporary & Oldies. Live AIR PERSONALITIES featured on all programs; Music personalities make frequent appearances locally at major events, remotes, contests, on air giveaways, local drives, educational & community events; regular audience comprehensive local, reg'l, nat'l stories, commentaries & editorials. Contact Representative for further details. Rec'd 6/6/83.

- PERSONNEL**
 President—John F. Dille, Jr.
 General Manager—Robert H. Elliott.
 Nat'l/Reg'l Sales Mgr.—Michael L. Johnston.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 ERP 48,000 w. (horiz.), 48,000 w. (vert.); 97.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 28b, 33d. Contracts: 40a, 41, 45, 46, 51a. Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 60k, 62d. Cancellation: 70a, 70c, 71a, 73a, 73b. Prod. Services: 81. AM facilities: WOJK.

TIME RATES
 6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

SRDS publications
 are designed with you,
 the user, in mind. If you
 have ideas, suggestions,
 or questions about this
 publication, please call
 or write the Editor.
 We welcome your input.

WOWO
 1925
 FORT WAYNE

Katz Radio

NAT FB

RAB

Media Code 4 215 2660 9.00 Mid 010123-000
 Wayne Broadcasting Corp.
 203 W. Wayne, Fort Wayne, IN 46802. Phone 219-424-2400, TWX, 810-332-1515.

PROGRAMMING DESCRIPTION
 WOWO: Featuring AIR PERSONALITIES Dugan Fry, Paul Ellis, Jim O'Brien, Chris Roberts & Ron Gregory. MUSIC: Contemporary Hits; Oldies; special music wknds. NEWS: 5-min at :60; 10-min at 6, 7, 8 am & 3, 4 pm; 30-min 12N & 5 pm; updates at 5:30, 6:30, 7:30 8:30 am, 3:30 & 4:30 pm; series & documentaries; weather hrlly; meteorologists; weather bulletins; FARM: Dir anchors coverage 5-7 am & 11 am-1 pm. FEATURES: Christmas Penny Pitch, Three Rivers Festival Balloon Race; parades & fairs; Historic Fort Wayne Fundraiser; mobile live reports; Mass Evacuation School Fire Drill; wintertime official storm center; concerts; contests; direct mailings; listener parties; community service reports daily; Paul Harvey 3x & Howard Cosell 1x daily. NBC—Talknet 9 pm-4 am M-F. SPORTS: Indianapolis Colts football; Fort Wayne Komets hockey; Ind. U football & basketball; Hoosier Hysteria high school finals; live reporters. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
 Executive Vice-Pres. & Gen'l Mgr.—William G. Latz.
 Program Manager—Chris Roberts.
 Farm Director—Dave Russell.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 50,000 w.; 1190 khz. Directional nights. Stereo. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15% net time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16. Basic Rates: 22a, 22b, 23a, 25a, 33a. Contracts: 40b, 41, 42a, 45, 46. Comb.; Cont. Discounts: 60b, 60i, 60k, 62d. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 82. Affiliated with NBC—Talknet.

TIME RATES
 6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.
 For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WQHK
 1947
 FORT WAYNE

Christal Radio

NAT FB

RAB

Media Code 4 215 2778 9.00 Mid 010125-000
 Pathfinder Communications Corp.
 2915 Maples Rd., Fort Wayne, IN 46816. Phone 219-447-5511.

PROGRAMMING DESCRIPTION
 WQHK: Programmed for adults 25-54. MUSIC: Modern Country, traditional plus current country. Live AIR PERSONALITIES featured on all programs; emphasis on information AM drive; community-oriented air staff makes regular appearances at major events, remotes, contests; on air giveaways & community drives; frequent audience participation in all day parts. NEWS: Comprehensive local, reg'l, nat'l stories, commentaries, 7 editorials. WEATHER: Pro meteorologist, local actualities; school closings. SPORTS: 3x/day in AM drive; local, reg'l, nat'l stories. Contact Representative for further details. Rec'd 6/6/83.

- PERSONNEL**
 President—John F. Dille, Jr.
 General Manager—Robert H. Elliott.
 Nat'l/Reg'l Sales Mgr.—Michael L. Johnston.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 5,000 w.; 1,380 khz. Directional—separate patterns day and night. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only.

- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d. Contracts: 40a, 41, 46, 51a. Comb.; Cont. Discounts: 60a, 60c, 60e, 62d. Cancellation: 70a, 70c, 71a, 73a, 73b. Prod. Services: 81. FM facilities: WMEE (FM). Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.
 For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WXKE (FM)
 1976
 FORT WAYNE

Media Code 4 215 2802 7.00 Mid 010126-000
 WXKE Radio Station
 4740 Coldwater Rd., Fort Wayne, IN 46825. Phone 219-484-0580.

- REPRESENTATIVES**
 Selcom Radio.
 Rates have been temporarily withdrawn by station.

Frankfort

Clinton County—Map Location D-5
 See SRDS Consumer market map and data at beginning of the state.

WILO
 1953
 FRANKFORT



Media Code 4 215 2850 6.00 Mid 010127-000
 Kaspar Broadcasting Co., Inc.
 1401-10 W. Barner St., Box 545, Frankfort, IN 46041.
 Phone 317-659-3339, Kokomo, 452-9955.

PROGRAMMING DESCRIPTION
 WILO: Programmed for service/information. MUSIC: Popular. NEWS: local, regional, state 18x/da. 15 min at 7:30, 10 am, noon, 4, 5:30 & 8 pm. FARM: director, 6-7 am & 11:45 am-1 pm programs, plus daily 5 min commodity news service market reports. Weather & sports hrlly. SPECIAL: U sports coverage, press conferences from UPI audio. County & state fairs. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
 General Manager—Vern Kaspar.
 Advertising Manager—Russell Kaspar.
 Farm Director—Jim Riggs.

- REPRESENTATIVES**
 Weiss & Powell, Inc.
 Regional Repts Corp.

- FACILITIES**
 250 w.; 1570 khz. Non-directional.
 250 w. pre-sunrise; 250 w. post-sunset. EST.
 Operating schedule: 6 am-local sunset.

- AGENCY COMMISSION**
 15% time only.

- GENERAL ADVERTISING See coded regulations**
 FM facilities: WSHW (FM).
 Member: Indiana Broadcasters Group.

TIME RATES
 Eff—Rec'd 6/27/83.
 AAA—Mon thru Fri 6-8:30 am.
 AA—Mon thru Fri 8:30-10 am & 3:30-6 pm; Sat 5:30 am-6 pm.
 A—Mon thru Fri 10-11:45 am & 1-3:30 pm; Sat 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1x	52x	312x
AA	16.00	14.00
A	14.00	12.00
AAA:	16.00	14.00

1x 52x 312x 624x 1x 52x 312x 624x
 16.00 14.00 12.00 11.75 9.50 8.25 7.05 6.95
 14.00 12.00 10.00 9.75 8.25 7.05 5.90 5.75
 AAA: Flat 1-min 20.50; 30-sec 16.50.

7. PACKAGE PLANS
 POWER PLAN—10%AAA, 50%AA, 40%A

WITHIN 1 WEEK:	10 ti	20 ti	30 ti
1 min	15.00	14.50	14.00
30 sec	8.75	8.50	8.25

- SPECIAL FEATURES**
 Expanded Report & Farm at noon—Mon thru Fri 6-8:30 am & 12:15-1 pm; class AAA rates apply.

INDIANA

Frankfort—cont

WSHW (FM)

1962
FRANKFORT

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 215 2897 7.00 Mid 024014-000
Kaspar Broadcasting Co., Inc.
1401-03 W. Barner St., Box 545, Frankfort, IN 46041.
Phone 317-659-3339, Kokomo, 452-9955.

PROGRAMMING DESCRIPTION
WSHW (FM): Programmed for adults. MUSIC: adult contemporary, current popular blended with hits from 60's, 70's & 80's. FARM: director updates futures markets, livestock trade & agri-business news from 6:40 am-4:40 pm daily with 30-min expanded report at noon. NEWS: 10 updated newscasts daily from 4:20 am-6:20 pm; 2 mobile units; continuous weather updates using 24-hr weather wire & weather station. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vern Kaspar.
Advertising Manager—Russell Kaspar.
Farm Director—Jim Riggs.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Reprs Corp.

- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 460 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WIL0
Member: Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 8/16/82.

AM Drive—5-10 am.
Daytime—10 am-3 pm.
PM Drive—3-7 pm.
Nighttime—7 pm-5 am.

- SPOT ANNOUNCEMENTS**
1 MINUTE
YR: 52x 312x 624x
WK: 1 ti 6 ti 12 ti 18 ti 24 ti
AMD 25 24 23 22 21 20
DT 22 21 20 19 18 17
PMD 23 22 21 20 19 18
NT 18 17 16 15 14 13
30 sec: Deduct 5.00.

- SPECIAL FEATURES**
Agri-business noon report—1 min 29.00; 30 sec 23.00.
(SMD)(D)

Franklin

Johnson County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WGAQ (FM)

1961
FRANKLIN

Mid 010128-000
See SRDS Spot Radio Small Markets Edition.

French Lick

Orange County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WFLQ (FM)

1983
FRENCH LICK

Mid 034737-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Gary

Lake County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WLTH

1952
GARY



Media Code 4 215 3040 3.00 Mid 010129-000
Inter-Urban Broadcasting Co., Inc.
3669 Broadway, Box 1937, Gary, IN 46409. Phone 219-884-9409, Chicago, 312-978-6784.

PROGRAMMING DESCRIPTION
WLTH: For adults general interest & young adults. MUSIC: Urban Contemporary format with oldies from 50's-70's; Sun gospel, ethnic & jazz. AIR PERSONALITIES with live & recorded entertainment guest interviews; Gary Law Show 11 am; Eric Blakey 11 am-2 pm; Jan Wolfe Show 4 pm-sign-off; "Let's Talk", 6-10 am call-in. NEWS: emphasis on local & regl, also area sports, at :15 & :45, 6-9 am, 11:45 am-1 pm & 2:45 sign-off; CB based traffic network reports AM & PM drives; Northwest public affairs programs at :15, 10, 11 am & 2 pm; Job Watch M-F at 9:35 am. Rec'd 8/21/84.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—Judith A. Burks.
General Sales Manager—Victor H. Howell.
Program Director—Gary Law.
- FACILITIES**
1,000 w.; 1370 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70a, 70c, 73a.
Prod. Services: 81, 82.

TIME RATES
No. 11 Eff 1/1/84—Rec'd 2/22/84.

- SPOT ANNOUNCEMENTS**
CLASS AA

PER WK:	1 wk	13 wks	26 wks	52 wks
6 ti	27	26	25	24
12 ti	26	25	24	23
18 ti	25	24	23	22
24 ti	24	23	22	21
36 ti	23	22	21	20

PER WK:	1 wk	13 wks	26 wks	52 wks
6 ti	22	21	20	19
12 ti	21	20	19	18
18 ti	20	19	18	17
24 ti	19	18	17	16
36 ti	18	17	16	15

- SPOT ANNOUNCEMENTS**
CLASS A
- | PER WK: | 1 wk | 13 wks | 26 wks | 52 wks |
|---------|------|--------|--------|--------|
| 6 ti | 25 | 24 | 32 | 22 |
| 12 ti | 24 | 23 | 22 | 21 |
| 18 ti | 23 | 22 | 21 | 20 |
| 24 ti | 22 | 21 | 20 | 19 |
| 36 ti | 21 | 20 | 19 | 18 |
| 6 ti | 20 | 19 | 18 | 17 |
| 12 ti | 19 | 18 | 17 | 16 |
| 18 ti | 18 | 17 | 16 | 15 |
| 24 ti | 17 | 16 | 15 | 14 |
| 36 ti | 16 | 15 | 14 | 13 |

- SPECIAL FEATURES**
News—1-min rate plus 10%.
(CR)

WWCA

1949
GARY



Media Code 4 215 3135 1.00 Mid 010130-000
Metro Communications Corp.
545 Broadway, Gary, IN 46402. Phone 219-886-9171, Chicago, 312-734-5400.
Rates have been temporarily withdrawn by station.

Goshen

Elkhart County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WKAM

1949
GOSHEN



Media Code 4 215 3230 0.00 Mid 010131-000
Kosciusko Broadcasting Corp.
930 E. Lincoln, Goshen, IN 46526. Phone 219-533-1460.

PROGRAMMING DESCRIPTION
WKAM: Adult general interest. MUSIC: MOR. AIR PERSONALITIES handle all segments. NEWS: emphasis on local. 2 person news staff, state, nat'l & internat'l wire; 5 min at :60 & :30 6-9 am, then at :60 with 15 min at noon. SPORTS: univ football & basketball; county & area high school sports & pro baseball. 2 sportscasts early AM & late PM. Weather at :15 & :45. Local civic government, city council meetings. Contact Representative for further details. Rec'd 10/31/80.

- PERSONNEL**
Gen'l & Sales Mgr.—Bill Musser.
Sales Manager—Randall Sharkey.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
1,000 w. days, 500 w. nights; 1460 khz. Directional nights.
Operating schedule: 6 am-11 pm. EST.
Partial simulcast operation. Simulcast Mon thru Sat 6-11 pm, Sun 7:25 am-9 pm. For non-simulcast facilities see WZOW.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WZOW (FM).
Affiliated with KBS.
Member: Indiana Broadcasters Group, Network Indiana.

TIME RATES

No. 22 Eff 4/1/82—Rec'd 3/15/82.
AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 11:30 am-1 pm & 4-7 pm; fixed.
A—ROS.

- SPOT ANNOUNCEMENTS**
CLASS A
- | PER YR: | 1x | 104x | 156x | 260x | 520x |
|-----------------------|-------|-------|-------|------|------|
| PER WK: | 10.00 | 9.40 | 8.80 | 8.25 | 7.65 |
| 1 min | 8.80 | 8.25 | 7.65 | 7.05 | 6.45 |
| 30 sec | 11.00 | 10.35 | 9.70 | 9.05 | 8.40 |
| 1 min | 9.70 | 9.05 | 8.40 | 7.75 | 7.10 |
| 30 sec | 12.00 | 11.30 | 10.60 | 9.90 | 9.20 |
| 1 min | 10.60 | 9.90 | 9.20 | 8.45 | 7.75 |
| 10 sec: 50% of 1-min. | | | | | |

WZOW (FM)

1977
GOSHEN



Media Code 4 215 3277 1.00 Mid 010132-000
Kosciusko Broadcasting Corp.
Box 497, 930 E. Lincoln Ave., Goshen, IN 46526. Phone 219-533-1460.

PROGRAMMING DESCRIPTION
WZOW (FM): MUSIC: Soft rock. NEWS: emphasis local, 5 min at :60 6 am-6 pm. Weather at :15 & :45. SPORTS: high school in season. 5 min casts at 7:30, 8:30 am, 4:30 & 5:30 pm. Coverage of auto races. Contact Representative for further details. Rec'd 4/7/78.

- PERSONNEL**
Gen'l & Sales Mgr.—Bill Musser.
Sales Manager—Randall Sharkey.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 6 am-6 pm. For simulcast facilities see WKAM.

- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WKAM.
Member: Indiana Broadcasters Group.

TIME RATES
No. 22 Eff 4/1/82—Rec'd 3/15/82.

- SPOT ANNOUNCEMENTS**
CLASS AAA

PER YR:	1x	104x	156x	260x	520x
PER WK:	10.00	9.40	8.80	8.25	7.65
1 min	8.80	8.25	7.65	7.05	6.45
30 sec	11.00	10.35	9.70	9.05	8.40
1 min	9.70	9.05	8.40	7.75	7.10
30 sec	12.00	11.30	10.60	9.90	9.20
1 min	10.60	9.90	9.20	8.45	7.75
10 sec: 50% of 1-min.					

- SPOT ANNOUNCEMENTS**
CLASS A

Greencastle

Putnam County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WJNZ (FM)

1966
GREENCVILLE



Media Code 4 215 3325 8.00 Mid 010133-000
Radio Greencastle
Rte. 4, Dunbar Hill, Box 494, Greencastle, IN 46135.
Phone 317-653-9717.

PROGRAMMING DESCRIPTION
WJNZ (FM): Programmed for adults & young adults. MUSIC: MOR/Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: state & local at :60; network at :30; expanded news, markets, 7 am, noon & 6 pm. SPORTS: high school, college, state. Phone-in swap shop, talk show, 3 personality local news, features, interviews 7:30-9 am M-F. Open mike 1-1:20 M-F, public affairs. Contact Representative for further details. Rec'd 11/9/81.

- PERSONNEL**
President—Jinsie S. Bingham.
- REPRESENTATIVES**
Regional Reprs Corp.

- FACILITIES**
ERP 3,000 w.; 94.3 mhz.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 160 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Member: Indiana Broadcasters Group, Network Indiana, Harry Martin's Rural Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 11/16/84.

- SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 15 sec |
|---------------------------|-------|--------|--------|
| 1 ti | 9.95 | 8.85 | 7.65 |
| 25 ti/wk | 8.25 | 6.75 | 6.25 |
| 100 ti/mo | 7.65 | 6.50 | 5.30 |
| 100 ti/mo (1 yr contract) | 7.35 | 6.25 | 5.00 |
- 12/85 (SMD)

Greenfield

Hancock County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WZPL (FM)

1962
GREENFIELD

Media Code 4 215 3420 7.00 Mid 010134-000
H & W, Inc.
1440 N. Meridian St., Indianapolis, IN 46202. Phone 317-637-8000, TWX 810-341-3303.

PROGRAMMING DESCRIPTION
WZPL (FM): Contemporary. Contact Representative for further details. Rec'd 4/10/83.

- PERSONNEL**
General Manager—Roger Ingram.
Sales Manager—Rick Miles.
Program Director—Mark Driscoll.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert); 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable upon receipt.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D)

Greensburg

Decatur County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WRZQ (FM)

1968
GREENSBURG

Mid 034346-000
See SRDS Spot Radio Small Markets Edition.

WTRE

1962
GREENSBURG

Mid 010135-000
See SRDS Spot Radio Small Markets Edition.

Hammond

Lake County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WJOB

1928
HAMMOND

Media Code 4 215 3610 3.00 Mid 010136-000
Colby Broadcasting Corporation
Radio Center, 6405 Olcott Ave., Hammond, IN 46320.
Phone 219-844-1230, Chicago, 312-375-4220.

PROGRAMMING DESCRIPTION
WJOB: Programmed for adults and young adults. MUSIC: current hits, album selections & past hits with air personalities. NEWS: 12 man staff, 15 min community news at 7 am, noon & 5 pm; 5 min at :60 & :30 balance of day. TELE/TALK: women's commentary & buy-sell trade 6-10 am & noon-2 pm. SPORTS: play-by-play college & high school; morning & evening sports. SUN: ethnic, religious & community service. Rec'd 2/10/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Julian Colby.
Vice-Pres. & Sta. Mgr.—Judith Grambo.
Sales Manager—Jerry Locasto.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%; bills due and payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 60j, 60k, 61c.
Cancellation: 71a, 73b.

TIME RATES
 Eff—Rec'd 11/16/84.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sat 3-7 pm; Sun 6 am-10 pm.
 A—Mon thru Sat 10 am-3 pm & 7-10 pm.
 B—Mon thru Sun midnight-6 am & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

WK:	1 MINUTE										
	36 ti	24 ti	18 ti	12 ti	6 ti	3 ti	1 ti				
AAA	28	31	33	36	40	43	44				
AA	24	26	28	31	35	38	39				
A	21	24	26	28	31	35	36				
B	9	10	11	12	13	14	16				
ROS	18	20	22	25	27	29	...				

30 sec: 75% of 1-min; 10 sec: 50% of 1-min.
 CONSECUTIVE WEEK DISCOUNT

Deduct per min	13 wk			26 wk			52 wk		
	1.00	2.00	4.00	1.00	2.00	4.00	1.00	2.00	4.00

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	25 min	1/2 hr	1 hr
1 x	53	67	88	112	132

10. SPECIAL FEATURES

NEWSCASTS:	312x	156x	52x	1x
15 min	77	96	103	123
5 min newscast—1-1/4x 1-min.				

WYCA (FM)

1959
HAMMOND



Media Code 4 215 3660 8.00 Mid 010137-000
 Crawford Broadcasting Co.
 6336 Calumet Ave., Hammond, IN 46324. Phone 219-933-4455, Chicago, 312-734-4455.
 1 min rate 1x: 25.00.

Hartford City

Blackford County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

WWHC (FM)

1965
HARTFORD CITY

Media Code 4 215 3708 1.00 Mid 010138-000
 Three J. Radio Corp.
 211 W. Main St., Box 185, Hartford City, IN 47348. Phone 317-348-2665.

PROGRAMMING DESCRIPTION

WWHC (FM): Programmed for adults. MUSIC: Adult Contemporary. SPORTS: play-by-play high school, college & pro. NEWS: 10 min at 7, 8 am & 5 pm; 15 min at noon; 5 min at :60 remainder of day. Contact Representative for further details. Rec'd 2/11/80.

1. PERSONNEL

President—John R. Maddox.
 General Manager—David H. Murray.
 Sales Manager—Kathy Brown.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 3,000 w.; 104.9 mhz.
 Operating schedule: 6 am-10 pm, EST.
 Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Member: Indiana Broadcasters Group, Harry Martin's Rural Radio Network, Network Indiana.

TIME RATES

Eff—Rec'd 1/28/85.

6. SPOT ANNOUNCEMENTS

Ea	1 min			30 sec			15 sec		
	6.00	4.50	3.00	6.00	4.50	3.00	6.00	4.50	3.00
13 wk—4%	26 wk—6%	52 wk—10%							
12/85 (SMD)									

Huntingburg

Dubois County—Map Location C-10
 See SRDS Consumer market map and data at beginning of the state.

WBDC (FM)

1975
HUNTINGBURG

Media Code 4 215 3708 1.00 Mid 010139-000
 See SRDS Spot Radio Small Markets Edition.

Huntington

Huntington County—Map Location F-4
 See SRDS Consumer market map and data at beginning of the state.

WCER

1957
HUNTINGTON

Media Code 4 215 3708 1.00 Mid 033072-000
 See SRDS Spot Radio Small Markets Edition.

WJRY (FM)

1965
HUNTINGTON

See SRDS Spot Radio Small Markets Edition. Mid 010140-000

Indianapolis

Marion County—Map Location E-6
 See SRDS Consumer market map and data at beginning of the state.

WATI

1963
INDIANAPOLIS



Media Code 4 215 3990 9.00 Mid 010141-000
 Sarkes Tarzian, Inc.
 3490 Bluff Rd., Indianapolis, IN 46217. Phone 317-783-9284.

2. REPRESENTATIVES

Masla Radio.
 1 min rate 1x: 22.00.

WBRI

1963
INDIANAPOLIS



Media Code 4 215 4085 7.00 Mid 010142-000
 Radio One Five Hundred, Inc.
 4802 E. 62nd St., Indianapolis, IN 46220. Phone 317-255-5484.
 1 min rate 1x: 24.00.

WENS (FM)

(formerly WSVL-FM)
 1964
SHELBYVILLE



Christal Radio



(This is a paid duplicate of the listing under Shelbyville, Indiana.)

Media Code 4 215 7933 5.00 Mid 010211-000
 Emmis Broadcasting Corp.
 Suite 1197, 1099 N. Meridian St., Indianapolis, IN 46204.
 Phone 317-266-9700, 266-0100.

PROGRAMMING DESCRIPTION

WENS (FM): Programmed for adults 25-54. MUSIC: mass appeal Adult from past 20 yrs, plus currents. AIR PERSONALITIES emphasize music flow & community involvement. NEWS: drivetimes at :58 & :28; updates throughout day; UPI; public affairs programming integrated throughout schedule. Contact Representative for further details. Rec'd 11/29/83.

1. PERSONNEL

President—Jeffrey H. Smulyan.
 General Manager—Christine Woodward.
 General Sales Manager—Jon Horton.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 30,000 w. (horiz.), 30,000 w. (vert.); 97.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 9/25/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	5	4	3	5	4	3
1 ti	90	100	110	72	80	88
10+	87	97	107	70	78	86

(SMD)(D)

WFBM

1971
NOBLESVILLE

See listing under city of license. Mid 010188-000

WFBQ (FM)

1959
INDIANAPOLIS



Katz Radio



A Gulf Broadcast Group-Rahall Division Station

Media Code 4 215 4228 3.00 Mid 010143-000
 Rahall Broadcasting of Indiana, Inc.
 6161 Fall Creek Rd., Indianapolis, IN 46220. Phone 317-257-7565.

PROGRAMMING DESCRIPTION

WFBQ (FM): Programmed for adults 18-34. MUSIC: contemporary, album rock & rock singles; NEWS: 1 person staff; network news. AIR PERSONALITIES: community involvement & public affairs; COMMERCIAL POLICY: 9 units per hour. Contact Representative for further details. Rec'd 3/23/83.

1. PERSONNEL

General Manager—D. Rossman.
 General Sales Manager—M. McConnell.
 Program Director—B. Wise.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 52,000 w.; 94.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 850 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
 Basic Rates: 20b, 25a, 29a, 30, 33a.
 Contracts: 40a, 42a, 43, 45, 46.
 Comb.; Cont. Discounts: 60a, 60e, 60f.
 Cancellation: 70a, 70c, 71a.
 AM facilities: WNDE.
 Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WFMS (FM)

1957
INDIANAPOLIS

A Susquehanna Station

Stereo Country



Media Code 4 215 4275 4.00 Mid 010144-000
 Radio Indianapolis, Inc.
 8120 Knue Rd., Indianapolis, IN 46250. Phone 317-842-9550.

PROGRAMMING DESCRIPTION

WFMS (FM): Programmed for mass appeal. MUSIC: Modern Country; AIR PERSONALITIES: handle all segments; NEWS: 5 min at :60 with half reports during AM/PM drive, including traffic reports, sports & weather. Contact Representative for further details. Rec'd 7/25/83.

1. PERSONNEL

Senior Vice-President—A. W. Carlson.
 Sta. Mgr. & Nat'l Sales Mgr.—Kevin Aufmann.
 Operations Manager—Herb Allen.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 13,000 (horiz.), 13,000 (vert.); 95.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
 Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.

TIME RATES

No. 18 Eff 8/1/83—Rec'd 7/25/83.

A—Mon thru Sat 5-10 am; Sat 10 am-8 pm.
 B—Mon thru Fri 10 am-3 pm.
 C—Mon thru Fri 3-8 pm; Sun 10 am-8 pm.
 D—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	A B C D				GRID:	A B C D			
	A	B	C	D		A	B	C	D
High	135	130	100	55	Low	90	85	70	32
30 sec:	85% of 1-min.								

WIBC

1938
INDIANAPOLIS



BLAIR RADIO



Media Code 4 215 4465 1.00 Mid 010145-000
 Blair Broadcasting Of Indiana, Inc.
 9292 N. Meridian St., Indianapolis, IN 46260. Phone 317-844-7200.

PROGRAMMING DESCRIPTION

WIBC: Programmed for adults & young adults. MUSIC: MOR, familiar albums, current top singles, golden oldies from past 15 yrs w/AIR PERSONALITIES; emphasis on community affairs. SPORTS: NFL Indianapolis Colts football, NBA Indiana Pacers. FARM: news, weather & market reports; dir. 5-5:30 am & 12:15-1 pm. NEWS: mobile units, AP audio; 15-min at noon; 10-min at 7, 8 am & 4, 5:30, 6 pm; 5-min at 6:30, 7:30, 8:30 am & 4:30 pm; balance of day 5-min at :60; traffic helicopter reports in AM, PM drive. FEATURES: community service, public affairs & religious. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Roy Cooper.
 General Sales Manager—Tim Medland.
 Local Sales Manager—Jack Marsella.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 1070 khz. Directional—separate pattern day & night.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
 Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 26, 27, 29b, 30, 33a.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 FM facilities: WNAP (FM).
 Affiliated with Blair Represented Network.
 Affiliated with NBC—Talknet.

TIME RATES

Eff 1/1/84—Rec'd 8/23/84.

AAA—Mon thru Fri 5:30-10 am.
 AA—Mon thru Fri 3-8 pm.
 A—Mon thru Fri 10 am-noon & 1-3 pm; Sat 7 am-3 pm;
 Sun 8 am-8 pm.
 B—Mon thru Sat 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
I	235	130	110	75	235	120
II	220	120	105	70	220	110
III	200	110	100	45	200	100

Farm—Mon thru Fri 5-5:30 am & noon-1 am; Sat 5-7 am, Flat 1 min 150.00, 30 sec 135.00.

WIBC/WNAP (FM) COMBINATION

AAA—Mon thru Fri 5:30-10 am.
 AA—Mon thru Fri 3-8 pm; Sat 10 am-3 pm.
 A—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-8 pm.
 B—Mon thru Sat 8 pm-midnight; Sun 8 am-8 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
High	255	160	140	110	255	150
Low	245	150				

INDIANA

Indianapolis—cont

WIRE—cont

4. **AGENCY COMMISSION**
15/0 net charge; payable when rendered.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70c, 71a, 73a.
FM facilities: WXTZ (FM).
Affiliated with Eastman Radio Network.
Affiliated with ABC Entertainment Radio Network.
Affiliated with RKO.
Affiliated with Connecticut Radio Network.
Member: Network Indiana.

TIME RATES

NATIONAL AND LOCAL RATES SAME
WIRE/WXTZ (FM) COMBINATION
No. 10 Eff 6/1/83—Rec'd 6/13/83.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30-10 am.
AA—Mon thru Thu 10 am-3 pm; Sat 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec				
	I	II	III	IV	I	II	III	IV
AAA	220	200	180	160	198	180	162	144
AA	200	180	160	140	180	162	144	126
A	120	110	100	90	108	99	90	81

Fixed position, extra 10%.

10. SPECIAL FEATURES

News reports, earned rate plus 20%.

WIRE ONLY

6. **SPOT ANNOUNCEMENTS**
Deduct 40% from WIRE/WXTZ (FM) combination.

10. SPECIAL FEATURES

Paul Harvey, weather & sports, earned rate plus 20%.
AGRICULTURE NEWS—5:20, 5:50, 6:40, 11:50 AM,
12:08, 12:20 & 6 PM

GRID:	1 min			30 sec				
	I	II	III	IV	I	II	III	IV
1 min	175	150	125	100	140	120	100	80
30 sec	140	120	100	80	110	90	70	50

Fixed, extra 10%.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WMLF

1941
INDIANAPOLIS

Media Code 4 215 4690 4.00 Mid 010148-000
NEWSystems of Indiana, Inc.
2940 N. Meridian St., #420, Indianapolis, IN 46208.
Phone 317-927-5100.

2. REPRESENTATIVES

McGavren Guild Radio.
Regional Reprs Corp.
1 min rate 1x: 60.00.

WNAP (FM)

1960
INDIANAPOLIS



BLAIR RADIO



A Blair Station

Media Code 4 215 4725 8.00 Mid 010148-000
Blair Broadcasting of Indiana, Inc.
9292 N. Meridian St., Indianapolis, IN 46260. Phone 317-844-7200.

PROGRAMMING DESCRIPTION

WNAP (FM): SPORTS: NFL Indianapolis Colts football, NBA Indiana Pacers. Contact Representative for further details. Rec'd 9/24/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Roy Cooper.
General Sales Manager—Tim Medland.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 50,000 w.; 93.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,022 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WIBC.
Affiliated with Blair Represented Network.
Sold in combination with WIBC. See that listing.

TIME RATES

Eff 1/1/84—Rec'd 7/23/84.
AAA—Mon thru Fri 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm & 8 pm-1 am.
B—Sat 6-10 am & 3 pm-midnight; Sun 8 am-8 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
I	85	75	70	65	75	65
II	80	70	65	60	70	60
III	75	65	60	55	65	55

1-5:30 am, flat 15.00.

7. PACKAGE PLANS

TAP—1/3AAA/AA, 1/3A, 1/3B: 1 min 30 sec
Minimum 18 tr 56 52

WNDE

1924
INDIANAPOLIS



Katz Radio



A Gulf Broadcast Group-Rahall Division Station
Media Code 4 215 4748 0.00 Mid 010149-000
Radio Station WNDE
6161 Fall Creek Rd., Indianapolis, IN 46220. Phone 317-257-7565.

PROGRAMMING DESCRIPTION

WNDE: Programmed for adults 25-54. MUSIC: solid gold rock & roll hits from 50's & 60's. AIR PERSONALITIES. NEWS: 3 person staff.COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 3/12/83.

1. PERSONNEL

General Manager—D. Rossman.
General Sales Manager—M. McConnell.
Program Director—J. Roberts.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1260 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e, 16.
Basic Rates: 20b, 25a, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60f.
Cancellation: 70a, 70c, 71a.
FM facilities: WFBO (FM).
Affiliated with Katz Radio Network.
Affiliated with ABC.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNON (FM)

1967
LEBANON

See listing under city of license. Mid 010168-000

WNYS

1956
INDIANAPOLIS

Media Code 4 215 4772 0.00 Mid 010150-000
S & M Broadcasting Co., Inc.
4800 E. Raymond St., Indianapolis, IN 46203. Phone 317-359-5591.
1 min rate 1x: 21.00.

2. REPRESENTATIVES

McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WTLC (FM)

1961
INDIANAPOLIS



Media Code 4 215 4820 7.00 Mid 010151-000
Beni of Indiana, Inc.
Box 687, 2128 N. Meridian St., Indianapolis, IN 46206.
Phone 317-923-1456.

2. REPRESENTATIVES

McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WXLW

1948
INDIANAPOLIS

Traditional Christian

Media Code 4 215 4845 4.00 Mid 010152-000
Shirk Inc.
3003 Kessler Blvd., Indianapolis, IN 46222. Phone 317-925-6494.

PROGRAMMING DESCRIPTION

WXLW: Religious programming; local & nat'l programs.
Rec'd 6/28/82.

1. PERSONNEL

President—William S. Pooman.
Vice-Pres. & Gen'l Mgr.—Eddie Sears.

3. FACILITIES

5,000 w.; 950 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21b, 21c, 22a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73b.

Eff _____ Rec'd 3/26/84.

AAA—6-10 am.
AA—10 am-6 pm.

7. PACKAGE PLANS

TAP 1/3 6-10 AM, 1/3 10 AM-2 PM, 1/3 2-6 PM
PER WK: 18 tr 24 tr 36 tr 18 x 24x 36x
1 min 8 7 6 10 9 8
30 sec 6 5 4 8 7 6

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	180	162	150	144	138	132
1/2 hr	102	96	90	78	72	66
1/4 hr	72	66	60	54	48	42
10 min	48	43	41	38	36	34
5 min	36	29	28	26	25	22

WXTZ (FM)

1964
INDIANAPOLIS

EASTMAN RADIO, INC.



Media Code 4 215 4895 9.00 Mid 010153-000
Mid-American Radio Inc.
4560 Knollton Rd., Indianapolis, IN 46208. Phone 317-927-4200.

PROGRAMMING DESCRIPTION

WXTZ (FM): Programmed for adults 25+. MUSIC: an easy listening blend of instrumentals, standards & current vocals. NEWS: 14 newscasts daily & 3 money reports daily. M-Su. Public affairs & information integrated into music. COMMERCIAL POLICY: maximum of 9 units per hr. Contact Representative for further details. Rec'd 8/24/84.

1. PERSONNEL

Station Manager—Galen Scott.
Program Director—Bill Franzman.
Local Sales Manager—Galen Scott.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 18,000 w. (vert.), 18,000 (horiz); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 860 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net charge; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70c, 71a, 73a.
AM facilities: WIRE.
Affiliated with Eastman Radio Network.
Member: Network Indiana.
Sold in combination with WIRE. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 30% from WIRE/WXTZ (FM) combination.

10. SPECIAL FEATURES

Stock reports, earned rate plus 20%.

WZPL (FM)

1962
GREENFIELD

Media Code 4 215 3420 7.00 Mid 010134-000
H & W, Inc.
1440 N. Meridian St., Indianapolis, IN 46202. Phone 317-637-8000, TWX, 810-341-3303.

PROGRAMMING DESCRIPTION

WZPL (FM): Contemporary. Contact Representative for further details. Rec'd 4/10/83.

1. PERSONNEL

General Manager—Roger Ingram.
Sales Manager—Rick Miles.
Program Director—Mark Driscoll.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert); 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable upon receipt.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)/D

Jasper

Dubois County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WITZ

1948
JASPER



Media Code 4 215 4940 3.00 Mid 010154-000
Jasper On The Air, Inc.
State Hwy. 45 S., Box 167, Jasper, IN 47546. Phone 812-482-2131.

PROGRAMMING DESCRIPTION

WITZ: Programs contemporary music throughout day to target audience 25-49. FARM: AM farm weather & agriculture reports at 6:30. 11 am-noon daily livestock market reports from 4 stockyards, commodity reports from Chicago Board of Trade as well as 5 minute farm service radio network program. Farm closing market reports at 5:10 pm. SPORTS: coverage includes Indianapolis 500 race, Purdue University football & over 100 area high school athletic events annually. Contact Representative for further details. Rec'd 4/25/83.

1. PERSONNEL

Manager—Earl Metzger.

2. REPRESENTATIVES

Regional Reprs Corp.

3. FACILITIES

1,000 w.; 990 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Member: Indiana Broadcasters Group, Network Indiana.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9-C Eff 10/28/84—Rec'd 9/13/84.

AAA—5-9 am, 11 am-1 pm & 4-7 pm.
AA—9-11 am, 1-4 pm & 7-9 pm.
A—9 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 x	17.20	15.70	14.50	13.65	12.10	10.95
52 x	15.90	14.40	13.55	12.45	11.00	10.10
104 x	14.75	13.45	12.60	11.65	10.25	9.40
156 x	13.75	12.35	11.55	10.65	9.50	8.85
365 x	12.65	11.35	10.45	9.75	8.75	7.90
500 x	11.40	10.35	9.55	9.00	8.00	7.25
1000 x	9.60	8.55	7.35	6.65	5.65	4.65

12/85 (SMD)

WITZ-FM

1954
JASPER



Media Code 4 215 4940 3.00 Mid 015929-000
Jasper On The Air, Inc.
State Hwy 45 S., Box 167, Jasper, IN 47546. Phone 812-482-2131.

PROGRAMMING DESCRIPTION

Kendallville

Noble County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WAWK

1955
KENDALLVILLE

Mid 010155-000

See SRDS Spot Radio Small Markets Edition.

WBTU (FM)

1964
KENDALLVILLE

Mid 010156-000

See SRDS Spot Radio Small Markets Edition.

Knox

Starke County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WKVI

1970
KNOX

WKVI-FM

1969
KNOX

Mid 010157-000

See SRDS Spot Radio Small Markets Edition.

Kokomo

Howard County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WIOU

1948
KOKOMO



Media Code 4 215 5225 8.00 Mid 010158-000
Kokomo Community Service Radio, Inc.
304 N. Main St., Kokomo, IN 46901. Phone 317-453-1212.

2. REPRESENTATIVES
Masla Radio
1 min rate 1x: 23.55.

WSHW (FM)

1962
FRANKFORT



(This is a paid duplicate of the listing under Frankfort, Indiana.)

Media Code 4 215 2897 7.00 Mid 024014-000
Kaspar Broadcasting Co., Inc.
1401-03 W. Barner St., Box 545, Frankfort, IN 46041.
Phone 317-659-3339, Kokomo, 452-9955.

PROGRAMMING DESCRIPTION

WSHW (FM): Programmed for adults. MUSIC: adult contemporary, current popular blended with hits from 60's, 70's & 80's. FARM: director updates futures markets, livestock trade & agri-business news from 6:40 am-4:40 pm daily with 30-min expanded report at noon. NEWS: 10 updated newscasts daily from 4:20 am-6:20 pm; 2 mobile units; continuous weather updates using 24-hr weather wire & weather station. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Vern Kaspar.
Advertising Manager—Russell Kaspar.
Farm Director—Jim Riggs.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Repts Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WILCO.
Member: Indiana Broadcasters Group.

TIME RATES

Eff—Rec'd 8/16/82.

AM Drive—5-10 am.
Daytime—10 am-3 pm.
PM Drive—3-7 pm.
Nighttime—7 pm-5 am.

6. SPOT ANNOUNCEMENTS

YR:	1 MINUTE									
WK:	1 ti	6 ti	12 ti	18 ti	24 ti	52x	312x	624x		
AMD	25	24	23	22	21	20				
DT	22	21	20	19	18	17				
PMD	23	22	21	20	19	18				
NT	18	17	16	15	14	13				

30 sec: Deduct 5.00.

10. SPECIAL FEATURES

Agri-business noon report—1 min 29.00; 30 sec 23.00.
(SMD)(D)

WWKI (FM)

1962
KOKOMO

Modern Country



Media Code 4 215 5250 6.00 Mid 010159-000
BGS Broadcasting Co., Inc.
304 N. Main St., Kokomo, IN 46901. Phone 317-459-4191.

PROGRAMMING DESCRIPTION

WWKI (FM): Programmed for adult audience 25+.
MUSIC: current top 50 country hits, past hits in country cross-over. AIR PERSONALITIES ea segment. NEWS: 5-min local originated at :60; 15-min at 7 am, noon & 5 pm; 2 mobile units, radar unit for severe weather. SPORTS: local high school play-by-play, 2-man sports team. FEATURES: 1 hr tele/talk call-in show M-F. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
President—Donald R. Rice.
General Manager—Jim Day.
Program Director—Don Rogan.
- REPRESENTATIVES**
Kansas City, St. Joseph, Kansas, Oklahoma—Eugene F. Gray Co., Inc.
Masla Radio.
- FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 100.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Cancellation: 71a.
Member: Harry Martin's Rural Radio Network, Indiana Broadcasters Group.

TIME RATES

Eff—Rec'd 10/24/84.

Drive—5-9 am & 2-7 pm.
Midday—9 am-2 pm.
Nite—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

MO:	1 ti	40 ti	60 ti	80 ti	100 ti	120 ti	140 ti		
1 min	23.41	22.88	22.12	21.24	20.47	19.71	19.35		
MO:							160 ti		
1 min							18.88		

30 sec: 80% of 1-min.
Drive, extra 10%.

7. PACKAGE PLANS

MO:	1 ti	40 ti	60 ti	80 ti	100 ti	120 ti	140 ti		
1 min	20.24	19.59	18.77	17.82	17.29	16.71	16.29		
MO:							160 ti		
1 min							16.00		

30 sec: 80% of 1-min.

10. SPECIAL FEATURES

1 MINUTE			
Male Call			43.53
News—7 am, noon, 5 pm			32.94
News—5 am 7pm/Weather/Farm—5:30-7 am;			
11:30 am-1 pm			27.06

30 sec: 80% of 1-min.

WZVZ (FM)

1964
KOKOMO



Media Code 4 215 5285 2.00 Mid 010160-000
Kokomo Community Service Radio, Inc.
State Rd. 26, Box 2208, Kokomo, IN 46901. Phone 317-453-1212.

2. REPRESENTATIVES

Masla Radio.
1 min rate 1x: 25.90.

Lafayette

Tippecanoe County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WASK

1942
LAFAYETTE



Media Code 4 215 5320 7.00 Mid 010161-000
Lafayette Broadcasting Inc.
3575 McCarty Ln., Box 7880, Lafayette, IN 47903. Phone 317-447-2186.

PROGRAMMING DESCRIPTION

WASK: Programmed for adults 25-54. MUSIC: Adult Contemporary w/AIR PERSONALITIES. NEWS: 5-man team; 100+ newscasts/wk; network; business & amrket updates M-F 6x/day; meteorologists conduct all weather forecasts. TALK: daily show 1-2 pm & NBC—Talknet evenings. FARM: 12 1/2 hrs/wk. SPORTS: high school & Colts football & basketball play-by-play & specials; Purdue, coaches shows. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Hal Youart.
Sales Manager—John Trent.
Program Manager—Keith Harris.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Repts Corp.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%; net 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Member: Indiana Broadcasters Group.

TIME RATES

No. 20 Eff 8/1/83—Rec'd 1/30/84.

AM Drive—5:30-10 am.
Daytime—10 am-2 pm.
PM Drive—2-7 pm.
Nighttime—7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AMD	DT	PMD	NT
1 ti	30.60	22.35	25.90	21.20
5 ti	28.25	21.20	24.70	20.00
15 ti	27.05	18.80	22.35	17.65
25 ti	23.50	16.50	20.00	15.30

PER YR:

52 x	27.05	18.80	22.35	17.65
156 x	24.70	17.65	21.20	15.30
312 x	21.20	15.30	16.50	12.95
624 x	20.00	14.10	15.30	11.75
1000 x	18.80	12.95	14.10	10.60

30 sec: 80% of 1-min.

AM/FM COMBINATION

Eff—Rec'd 8/22/84.

PER WK, 1 MIN, EA:	AMD	DT	PMD	NT
10 ti (5AM, 5FM)	54.10	37.60	44.70	35.30
30 ti (15AM, 15FM)	47.00	33.00	40.00	30.60
50 ti (25AM, 25FM)	42.40	30.60	33.00	25.50

30 sec: 80% of 1-min. (A)

WASK-FM

1964
LAFAYETTE



Media Code 4 215 5321 5.00 Mid 010162-000
Lafayette Broadcasting, Inc.
3575 McCarty Ln., Box 7880, Lafayette, IN 47903. Phone 317-447-2186.

PROGRAMMING DESCRIPTION

WASK-FM: Programmed for adults & young adults. MUSIC: Contemporary Country presented by AIR PERSONALITIES. NEWS: 5-person staff plus 2 mobile units; 4 min at :55 & :25 in AM/PM drive; 10 min at noon; ac-cuweather 2x hrly. Paul Harvey 3x daily. FARM: early AM reports; 12:10 pm farm show & busy commodity reports handled by farm broadcaster M-F. SPORTS: 4 reports daily; area high school play-by-play events. Contact Representative for further details. Rec'd 7/9/84.

- PERSONNEL**
General Manager—Hal Youart.
General Sales Manager—John Trent.
Program Manager—Don Riley.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Repts Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 375 ft. above average terrain.
- AGENCY COMMISSION**
15%; net 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Radio Network.
Member: Indiana Broadcasters Group.
Sold in combination with WASK. See that listing.

TIME RATES

No. 11 Eff 10/1/84—Rec'd 8/22/84.

AM Drive—5:30-10 am.
Daytime—10 am-2 pm.
PM Drive—2-7 pm.
Nighttime—7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

WK, 1 MIN:	AMD	DT	PMD	NT
1 ti	30.60	22.35	25.90	21.15
5 ti	28.20	21.15	24.70	20.00
15 ti	27.05	18.80	22.35	17.65
25 ti	23.50	16.50	20.00	15.30

PER YR:

52 x	27.05	18.80	22.35	17.65
156 x	24.70	17.65	21.15	15.30
312 x	21.15	15.30	16.50	12.95
624 x	20.00	14.10	15.30	11.75
1000 x	18.80	12.95	14.10	10.60

30 sec: 80% of 1-min. (A)

WAZY (FM)

1964
LAFAYETTE



american contemporary
radio network



Media Code 4 215 5415 5.00 Mid 010164-000
Lightfoot Broadcasting Group
South 18th St., Box 1410, Lafayette, IN 47902. Phone 317-474-1410.

PROGRAMMING DESCRIPTION

WAZY (FM): Programmed for 18-34. MUSIC: blend of Contemporary Hits & established Oldies; AIR PERSONALITIES handle all day parts. NEWS: AM & PM drive. FEATURES: American Top 40 Sun 9 am-1 pm. Rec'd 8/2/84.

- PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Roger Bauer.
Program Director—Jim Stacy.
- FACILITIES**
ERP 50,000 w.; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 23a, 25a, 26, 28c, 29a, 30.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 60j.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Indiana Broadcasters Group.

continued

WASK^{am}

WASK FM 105

GREATER LAFAYETTE'S ADULT LEADERS

COMBINED SHARE

42% 25-54

63% 35+

6a-12, M-Su, ARB, Fall, 1984

We Are:

THE MARKETS ONLY NAB FARM STATIONS
LAFAYETTE'S NEWS AND SPORTS VOICE

INDIANA

Lafayette—cont

WAZY (FM)—cont

TIME RATES

No. 17A Eff 1/1/85—Rec'd 12/27/84.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat 5:30 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun all day.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
AAA	29.50	27.00	26.00	24.75	23.50
AA	26.00	23.50	22.25	21.25	20.00

30 SECONDS

AAA	23.50	21.75	20.50	20.00	18.75
AA	20.50	18.75	17.75	17.00	16.00

10 sec: 60% of 1-min.
A: Flat 1 min 8.25; 30 sec 6.50.

Fixed positions/narrowed hrs, extra 10%.

7. PACKAGE PLANS

BULK—1 MINUTE

182x	364x	728x	1092x	1456x	1820x
AAA	23.50	22.25	21.25	20.00	18.75
AA	21.25	20.00	18.75	17.75	16.50

30 SECONDS

AAA	18.75	18.25	17.00	16.00	15.25
AA	17.00	16.00	15.25	14.25	13.00

A: Flat 1 min 6.00; 30 sec 4.75.

10. SPECIAL FEATURES

News sponsorships, incl open & close, extra 6.00 per spot.

WCFY

(formerly WFTE)

1959

LAFAYETTE

MOR/Christian Music



Media Code 4 215 5416 3.00 Mid 010163-000
First Assembly of God Church
108 Beck Ln., Lafayette, IN 47905. Phone 317-474-4436.

PROGRAMMING DESCRIPTION

WCFY: Programmed for adults 25-54. MUSIC: MOR/Christian. AIR PERSONALITIES handle all segments. NEWS: network at :55, local drivetimes at :25; AP wire. SPORTS: local high school football & basketball reports. FARM: AM & midday commodity updates. Rec'd 9/5/84.

1. PERSONNEL

Gen'l. Gen'l. Sales Mgr. & Prog. Dir.—Stevan Speheger.

3. FACILITIES

1,000 w. days; 1410 khz. Directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 23a, 23b, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Harry Martin's Rural Radio Network.

TIME RATES

Eff 7/1/84—Rec'd 9/8/84.

Drive—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

30 SECONDS

PER WK:	24 ti	12 ti	6 ti	1 ti
Drive	5.50	6.00	6.50	8.00
All other times	4.50	5.00	5.50	7.00

PER YR:	1000x	624x	312x	156x	52x
Drive	4.00	4.50	5.00	5.50	7.50
All other times	3.00	3.50	4.00	4.50	6.50

1 min: 1 1/2x 30-sec rate.
Fixed position, extra 1.00.

10. SPECIAL FEATURES

1 MIN: 52 wk 13 wk

Network news 9.25 13.00
Talkback with Bob Larson 9.25 10.75

WXUS (FM)

1970

LAFAYETTE



Masla Radio



Media Code 4 215 5455 1.00 Mid 010165-000
U.S. Broadcasting, Inc.
Box 70-93, 2200 Elmwood Ave., Lafayette, IN 47903.
Phone 317-448-1566.

PROGRAMMING DESCRIPTION

WXUS (FM): Programmed for adults 25-49. MUSIC: adult contemporary featuring air personalities, news, AP, weather & community service announcements. COMMERCIAL POLICY: maximum 12 min comm'l clearance per hr. Contact Representative for further details. Rec'd 7/27/83.

1. PERSONNEL

General Manager—James R. Bricker.

General Sales Manager—Eric F. McCart.

Program Director—Bob Vizza.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 5, 6a.

Rate Protection: 10a, 11a, 15b, 15d.

Basic Rates: 21a, 21b, 22a, 23a, 24b, 25c, 28c.

Contracts: 41, 42a, 43, 45, 47a, 48, 50, 51b.

Comb.; Cont. Discounts: 60a, 60i, 62d.

Cancellation: 70a, 70b, 71a, 72, 73a.

Prod. Services: 80, 81, 82a.

TIME RATES

Eff 9/1/84—Rec'd 9/25/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

AAA	1 min 30 sec	1 min 30 sec
AAA	24	21
AA	21	18

La Porte

La Porte County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WCOE (FM)

1964

LA PORTE



Media Code 4 215 5482 5.00 Mid 010166-000
La Porte County Broadcasting Co., Inc.,
902 1/2 Lincolnway, La Porte, IN 46350. Phone 219-362-5290.

PROGRAMMING DESCRIPTION

WCOE (FM): MUSIC: Modern Country. FARM: News at 5:30-7 am, 12:15-12:30 pm & 5:15-5:30 pm. NEWS: 15-min, 7, 8 am, noon & 5 pm; 5-min at :60 all other times. SPORTS: reports at 7:15, 8:15 am, 12:10 & 5:10 pm; Chicago Cubs baseball; ind. U football & basketball; high school football volleyball, basketball & baseball; Indianapolis 500. Contact Representative for further details. Rec'd 12/27/83.

1. PERSONNEL

Pres. & Gen'l. Mgr.—Kenneth S. Coe.

Sales Manager—Charlie Alvey.

2. REPRESENTATIVES

Regional Reprs Corp.

3. FACILITIES

ERP 3,000 w. 96.7 mhz.

Operating schedule: 5:30 am-10:05 pm. CST.

Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, *5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20a, 21b, 22a, 23b, 24c, 25a, 28b, 28c.

Contracts: 40a, 44a, 45, 46, 51a.

Cancellation: 71a.

(*) Political: Regular rates apply prior to 45 days for primary & 60 days for general election when lowest unit rate applies. Payment in advance. Time & facilities sold on basis of conformity with station policies, The Communications Act & government rules & regulations.

AM facilities: WLOI.

Affiliated with ABC Entertainment Radio Network.

Member: Harry Martin's Rural Radio Network, Indiana Broadcasters Group, Network Indiana.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 17 Eff 1/1/85—Rec'd 10/16/84.

AAAA—Mon thru Sat 5:30-10 am.

AAA—Mon thru Sat 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—Mon thru Sat 7-10:05 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA	AAA	AA	A
1 ti	15.00	13.80	12.35	11.20
12 ti	13.80	12.35	11.20	10.00
24+	12.35	11.20	10.00	9.10

PER WK:	AAAA	AAA	AA	A
1 ti	12.35	11.20	10.00	9.10
12 ti	11.20	10.00	8.55	7.95
24+	10.00	8.55	7.35	6.45

Specified time, extra 10%.

BTA—6 AM-7 PM

PER WK:	12 ti	18 ti	24 ti	36 ti	48+
1 min	12.35	11.75	11.20	10.60	10.00
30 sec	10.00	9.10	8.55	7.95	7.35
10 sec	6.45	5.90	5.30	4.70	4.10

DISCOUNTS

26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

Agri-Business 5:30-7 am, 12:15 & 5:15 pm; Showcase 8:30-9 am; Tradio 9:30-10 am; Extra 10%.

Fixed position news, AAAA, extra 20%.

Fixed position news & Sound-Off, AAA & AA, extra 20%.

12/85

(SMD)

WLOI

1948

LA PORTE



Media Code 4 215 5510 3.00 Mid 010167-000
La Porte County Broadcasting Co.,
902 1/2 Lincolnway, La Porte, IN 46350. Phone 219-362-6144.

PROGRAMMING DESCRIPTION

WLOI: MUSIC: MOR/talk/news. FARM: news sign-on 7 am (not available Dec & Jan), 12:15-12:30 pm & 5:15-5:30 pm (not available Nov, Dec, Jan, Feb). NEWS: 15 min at 7, 8 am, noon & 5 pm; 5 min at :60 all other times.

TALK: 8:30-9 am Showcase, interviews with local & reg'l newsmakers; 12:30-1 pm & 5:30-6 pm Sound-Off-Phone-In talk show. SPORTS: reports at 7:15, 8:15 am, 12:10 & 5:10 pm; Purdue U football. Contact Representative for further details. Rec'd 2/22/84.

1. PERSONNEL

Pres & Gen'l Mgr.—Kenneth S. Coe.

Sales Manager—Charlie Alvey.

2. REPRESENTATIVES

Regional Reprs Corp.

3. FACILITIES

250 w. days; 1540 khz. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, *5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20a, 21b, 22a, 23b, 24c, 25a, 28b, 28c.

Contracts: 40a, 44a, 45, 46, 51a.

Cancellation: 71a.

(*) Political: Regular rates apply prior to 45 days for primary & 60 days for general election when lowest unit rate applies. Payment in advance. Time & facilities sold on basis of conformity with station policies, The Communications Act & government rules & regulations.

FM facilities: WCOE (FM).

Affiliated with ABC Contemporary Radio Network.

Member: Harry Martin's Rural Radio Network, Indiana Broadcasters Group, Network Indiana.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 17 Eff 1/1/85—Rec'd 10/16/84.

AAAA—Mon thru Sat sunrise-10 am.

AAA—Mon thru Sat 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—Mon thru Sat 7 pm-local sunset; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA	AAA	AA	A
1 ti	15.00	13.80	12.35	11.20
12 ti	13.80	12.35	11.20	10.00
24+	12.35	11.20	10.00	9.10

PER WK:	AAAA	AAA	AA	A
1 ti	12.35	11.20	10.00	9.10
12 ti	11.20	10.00	8.55	7.95
24+	10.00	8.55	7.35	6.45

Specified time, extra 10%.

BTA—6 AM-7 PM

PER WK:	12 ti	18 ti	24 ti	36 ti	48+
1 min	12.35	11.75	11.20	10.60	10.00
30 sec	10.00	9.10	8.55	7.95	7.35
10 sec	6.45	5.90	5.30	4.70	4.10

26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

Agri-Business 5:30-7 am, 12:15 & 5:15 pm; Showcase 8:30-9 am; Tradio 9:30-10 am; Extra 10%.

Fixed position news, AAAA, extra 20%.

Fixed position news & Sound-Off, AAA & AA, extra 20%.

PER WK:	30 SECOND	AMD	DT	PMD	NT
1 ti	8.00	6.00	7.00	4.40	
12 ti	7.40	5.40	6.70	4.15	
18 ti	6.90	5.00	6.25	3.75	
24 ti	6.50	4.75	5.90	3.55	
PER YR:					
50 x	7.40	5.40	6.70	4.15	
150 x	7.00	5.20	6.40	3.90	
300 x	6.50	4.75	6.00	3.70	
700 x	6.00	4.30	5.40	3.30	
1500 x	5.00	3.70	4.50	2.85	
2500 x	4.00	3.00	3.50	2.35	

PER WK:	1 MINUTE	AMD	DT	PMD	NT
1 ti	10.00	7.45	8.75	5.55	
12 ti	9.25	6.75	8.40	5.20	
18 ti	8.60	6.25	7.90	4.70	
24 ti	8.10	5.90	7.40	4.45	
PER YR:					
50 x	9.25	6.75	8.40	5.20	
150 x	8.75	6.50	8.00	4.85	
300 x	8.10	5.90	7.45	4.65	
700 x	7.45	5.35	6.75	4.10	
1500 x	6.25	4.65	5.65	3.55	
2500 x	5.00	3.80	4.40	2.95	

PER WK:	15 SECOND	AMD	DT	PMD	NT
1 ti	6.50	5.00	6.00	3.70	
30 ti	4.85	3.75	4.40	2.70	
PER MO:					
100 ti	3.60	3.00	3.30	2.10	

12/85 (SMD)

WSAL-FM

1965
LOGANSPOUR



Media Code 4 215 5723 2.00 Mid 010172-000
Logansport Broadcasting Corp.
Box 719, East Main St. at Hamilton, Logansport, IN
46947. Phone 219-722-4000.

PROGRAMMING DESCRIPTION
WSAL-FM: MUSIC: Adult Contemporary. Contract
Representative for further details. Rec'd 10/24/83.

- PERSONNEL**
General Manager—Joseph A. Wiler.
Assistant General Manager—Vic Tanguy.
Sales Manager—Dick Cornell.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz.
Operating schedule: 5:30-midnight. EST.
Antenna ht.: 341 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Indiana Broadcasters Group.

TIME RATES
Eff 6/1/84—Rec'd 5/21/84.

AMD—Mon thru Sat 5:30-9 am.
PMD—Mon thru Sat 3-7 pm.
DT—Mon thru Sat 9 am-3 pm; Sun sign-on-7 pm.
NT—Mon thru Sun 7 pm-sign-off.

PER WK:	30 SECOND	AMD	DT	PMD	NT
1 ti	8.90	6.65	7.75	4.90	
12 ti	8.20	6.00	7.45	4.60	
18 ti	7.65	5.55	6.95	4.15	
24 ti	7.20	5.25	6.55	3.95	
PER YR:					
50 x	8.20	6.00	7.45	4.60	
150 x	7.75	5.75	7.10	4.30	
300 x	7.20	5.25	6.65	4.10	
700 x	6.65	4.75	6.00	3.65	
1500 x	5.55	4.10	5.00	3.15	
2500 x	4.45	3.35	3.90	2.60	

PER WK:	1 MINUTE	AMD	DT	PMD	NT
1 ti	11.15	8.30	9.70	6.15	
12 ti	10.25	7.50	9.30	5.75	
18 ti	9.55	6.95	8.70	5.20	
24 ti	9.00	6.55	8.20	4.95	
PER YR:					
50 x	10.25	7.50	9.30	5.75	
150 x	9.70	7.20	8.90	5.40	
300 x	9.00	6.55	8.30	5.15	
700 x	8.30	5.95	7.50	4.55	
1500 x	6.95	5.15	6.25	3.95	
2500 x	5.55	4.20	4.90	3.25	

PER WK:	15 SECOND	AMD	DT	PMD	NT
1 ti	7.20	5.55	6.65	4.10	
30 ti	5.40	4.15	4.90	3.00	
PER MO:					
100 ti	4.00	3.35	3.65	2.35	

12/85 (SMD)

Lowell

Lake County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WZVN (FM)

1972
LOWELL

Media Code 4 215 5747 1.00 Mid 010173-000
Northwest Indiana Radio, Inc.
405 E. Commercial Ave., Box 311, Lowell, IN 46356.
Phone 219-696-7731, 219-738-1730.

PROGRAMMING DESCRIPTION
WZVN (FM): Targeted to adults 25-49. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: nat'l & reg'l info; live newscasts incl sports, weather plus traffic updates; 5-min at :55 & :25 in AM drive; :55 in PM drive; 11:55 am & 12:25 pm; headlines at :25 in PM drive; AP radio & Network Indiana resources. Rec'd 6/20/83.

- PERSONNEL**
Operations Manager—Jim Holly.
General Sales Manager—Tricia Roberts.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
Member: Network Indiana, Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 9/28/83.

AAA—Mon thru Fri 5:30-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-midnight; Sun 6 am-6 pm.
A—Mon thru Fri 7 pm-midnight.

PER WK:	CLASS AAA	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:		52 x	156 x	260 x	312 x	520 x
1 min		23.00	22.35	21.75	22.15	20.50
30 sec		18.80	18.20	17.65	17.05	16.45
	CLASS AA					
1 min		19.40	18.80	18.25	17.65	17.05
30 sec		16.15	15.55	15.00	14.40	13.80
	CLASS A					
1 min		15.85	15.30	14.70	14.10	13.50
30 sec		13.50	12.95	12.35	11.75	11.15
	DISCOUNT					
		26 wk—5%	52 wk—10%			

- PROGRAM TIME RATES**
5 min/less, applicable rate plus 3.00. (SMD) (A)

Madison

Jefferson County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WCJC (FM)

1950
MADISON

Media Code 4 215 5772 0.00 Mid 027729-000
See SRDS Spot Radio Small Markets Edition.

WORX

1956
MADISON

Media Code 4 215 5774 0.00 Mid 010174-000
See SRDS Spot Radio Small Markets Edition.

Marion

Grant County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WBAT

1947
MARION

Media Code 4 215 5890 9.00 Mid 010175-000
A Central Broadcasting Corporation Station
Marion Radio Corp.
Box 839, 120 N. Miller Ave., Marion, IN 46952. Phone
317-664-6239.

PROGRAMMING DESCRIPTION
WBAT: MUSIC: Lite Hits format from Drake-Chenault; Contemporary for adults 25-54+; AIR PERSONALITIES handle all segments. NEWS: 5 min local at :55, network at :60; 4 mobile units; 4-man staff. SPORTS: local & college football & basketball; NCAA Basketball Tournament; major league baseball; 7 min special features 5 days. FEATURES: Swap Shop 2x/wk. RELIGIOUS: 8 hrs Sun. Rec'd 7/18/84.

- PERSONNEL**
President—William M. Quigg.
Exec. Vice-Pres. & Gen'l Mgr.—William C. Fowler.
Sales Manager—David G. Poehler.
- REPRESENTATIVES**
Call station direct.
- FACILITIES**
ERP 50,000 w.; 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 25a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Affiliated with CBS Radio Network.
Member: Indiana Broadcasters Group.

TIME RATES

Eff—Rec'd 10/30/84.
AAA—Mon thru Fri 5-10 am & 2-7 pm; Sat 5:30 am-noon.
AA—Mon thru Fri 10 am-2 pm & 7 pm-midnight; Sat noon-8 pm; Sun 7 am-8 pm.

PER WK:	1 ti	10 ti	15 ti	20 ti	25 ti	50 ti
AAA	14.00	13.75	13.50	13.25	13.00	12.75
AA	12.75	12.50	12.25	12.00	11.75	11.50
30 sec	80% of 1-min; 15 sec: 60% of 1-min.					

WGOM

1955
MARION



Media Code 4 215 5985 7.00 Mid 010176-000
WMRI, Inc.
Box 538, 820 S. Pennsylvania St., Marion, IN 46952.
Phone 317-664-7396.

PROGRAMMING DESCRIPTION
WGOM: Programmed for adults 18-49. MUSIC: country music hits & past hits. NEWS: 5 min at :30; 1/2 hr at noon & 5 pm; 3 man news staff; networks, AP & 4 mobile units. Features: talk show 11:10 am M-F. SPORTS: at :60; telephone talk show, high school & college basketball, football, baseball. Contests & promotions. Contact Representative for further details. Rec'd 6/1/82.

- PERSONNEL**
President—Frank Bove.
Vice-Pres. & Gen'l Mgr.—Michael Day.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
250 w. days; 860 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11g, 12g, 13a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 25a, 28b, 28c, 33a.
Contracts: 40c, 44a, 44b, 45, 47e, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WMRI (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 26 Eff 9/1/84—Rec'd 9/19/84.

PER WK, AAA:	5 ti	15 ti	25 ti	50 ti	70 ti
1 min	14.10	13.50	11.75	11.15	10.60
30 sec	11.15	10.60	9.40	8.80	8.25
ROS:					
1 min	11.75	11.15	10.60	10.00	9.40
30 sec	9.40	8.80	8.25	7.65	7.05
Fixed, extra 10%.					
CONSECUTIVE WEEK DISCOUNT					
3 mo—5%	12 mo—10%				
15 sec: 50% of 1-min.					

12/85

WMRI (FM)

1948
MARION



Media Code 4 215 6020 2.00 Mid 010177-000
WMRI, Inc.
820 S. Pennsylvania St., Box 538, Marion, IN 46952.
Phone 317-664-7396.

PROGRAMMING DESCRIPTION
WMRI (FM): Programmed for adults 25 and over. MUSIC: 70% instrumental, 15% chorus with orchestra 15% vocal solo. NEWS: 5-min local at :60; 3 man staff; AP; 4 mobile units. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
President—Frank Bove.
Vice-Pres. & Gen'l Mgr.—Michael Day.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 50,000 w.; 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11g, 12g, 13a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 25a, 28b, 28c, 33a.
Contracts: 40c, 44a, 44b, 45, 47e, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: WGOM.
Affiliated with ABC Entertainment Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/84—Rec'd 1/23/85.

PER WK:	1 ti	10 ti	15 ti	20 ti	25 ti	50 ti
AAA	14.10	13.50	11.75	11.15	10.60	10.00
AA	12.75	12.50	12.25	12.00	11.75	11.50
30 sec	80% of 1-min; 15 sec: 60% of 1-min.					

6. SPOT ANNOUNCEMENTS

PER MO:	5 ti	25 ti	50 ti	75 ti
AAA	20.00	17.65	17.05	16.45
AA	17.65	15.30	14.70	14.10
A	12.95	10.60	10.00	9.40
PER YR:				
MO:	5 ti	25 ti	50 ti	75 ti
AAA	17.00	15.00	14.50	14.00
AA	15.00	13.00	12.50	12.00
A	11.00	9.00	8.50	8.00

7. PACKAGE PLANS

PER WK, EA:	TAP—6 AM-9 PM	5 ti	25 ti	50 ti	75 ti
1 min		17.05	14.70	14.10	13.50
30 sec		14.50	12.50	12.00	11.50
ROTATOR—6 AM-11 PM					
1 min		15.30	12.95	12.35	11.75
30 sec		13.00	11.00	10.50	10.00
BTA-55-1 AM					
1 min		14.10	11.75	11.15	10.60
30 sec		12.00	10.00	9.50	9.00
CONSECUTIVE WEEK DISCOUNTS—(MINIMUM 6 TI PER WK)					
13 wk—5%	52 wk—10%				
TAP—6 AM-9 PM					

INDIANA

Michigan City—cont

WIMS—cont

7. PACKAGE PLANS									
WEEKLY—WITHIN 7 DAYS									
6 ti 12 ti 24 ti									
1 min	14	12	30 sec	10	9	8			
*YEARLY									
— 1 min — 30 sec —									
AAA AA A AAA AA A									
156 x	14	13	12	11	9	8			
260 x	13	12	11	10	8	7			
312 x	12	11	10	9	7	6			
(*) 10 sec: ROS, any number, 6.00.									

Monticello

White County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WWET (FM)

1967
MONTICELLO

Mid 010181-000

See SRDS Spot Radio Small Markets Edition.

Mount Vernon

Posey County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

WPCC

1955
MOUNT VERNON

Mid 010182-000

See SRDS Spot Radio Small Markets Edition.

Muncie

Delaware County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WERK

1965
MUNCIE

NRBA

Media Code 4 215 6460 0.00 Mid 010183-000
Galesburg Printing & Publishing Co.
State Rd. 3S., Box 2465, Muncie, IN 47302. Phone 317-289-3311.

PROGRAMMING DESCRIPTION

WERK: Programmed for 25-54 audience. MUSIC: Adult Contemporary. NEWS: Emphasis on local & community involvement. AP wire. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—Al Rent.
Sales Manager—George Crasner.
- REPRESENTATIVES**
Masla Radio Sales.
New England Spot Sales, Inc.
- FACILITIES**
250 w.; 990 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 62b.
Cancellation: 73a.
Member: Network Indiana.

TIME RATES

No. A-85 Eff 1/1/85—Rec'd 1/3/85.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS									
1 MINUTE									
PER WK:	12 ti	18 ti	24 ti	30 ti					
PER YR:	12.94	12.35	11.76	11.17					
AA	11.76	11.47	11.17	10.88					
30 SECOND									
AA	10.35	9.88	9.41	8.94					
A	9.41	9.17	8.94	8.70					
7. PACKAGE PLANS									
TAP—1/2AA, 1/2A									
1—WITHIN 90 DAYS									
100 ti	990	792							
2—WITHIN 45 DAYS									
50 ti	500	400							

WLBC

1926
MUNCIE

nab

NRBA

Media Code 4 215 6555 7.00 Mid 010184-000
Tri-City Radio Corp.
820 E. 29th St., Muncie, IN 47302. Phone 317-288-4403.

PROGRAMMING DESCRIPTION

WLBC: Programmed for adults 35+. MUSIC: Drake-Chenaults "Hit Parade". NEWS: Network. SPORTS: Local high school & state U., Major League baseball. Contact Representative for further details. Rec'd 7/23/82.

- PERSONNEL**
General Manager—Jack Craig.
Sales Manager—Dana Pruitt.
- REPRESENTATIVES**
Masla Radio.
Regional Reps Corp.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Indiana Broadcasters Group, Harry Martin's Rural Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 25 Eff 10/1/84—Rec'd 10/22/84.

AM Drive—5:30-10 am.
Daytime—10 am-3 pm.
PM Drive—3-7 pm.
Nighttime—7 pm-midnight.

6. SPOT ANNOUNCEMENTS									
1 MINUTE									
PER WK:	1 ti	10 ti	20 ti	30 ti	60 ti				
AMD	15.50	14.50	13.50	12.50	11.50				
DT/PMD	13.50	12.50	11.50	10.50	9.50				
NT	11.50	10.50	9.50	8.50	7.50				
30 SECONDS									
AMD	12.40	11.60	10.80	10.00	9.20				
DT/PMD	10.80	10.00	9.20	8.40	7.60				
NT	9.20	8.40	7.60	6.80	6.00				
15 sec: 60% of 1-min.									
7. PACKAGE PLANS									
MINIMUM 3 DAYPARTS									
PER YR:	500x	1000x	1500x	2000x					
1 min	9.60	8.65	7.70	6.75					
30 sec	9.60	8.65	7.70	6.75					
TAP									
PER WK:	1 min	30 sec							
20 ti in 4 wk	11.20	9.00							
40 ti in 2 wk	10.10	8.10							
80 ti in 1 wk	9.00	7.20							

10. SPECIAL FEATURES
LOCAL NEWS, SPORTS, WEATHER

AMD	1 ti	13 ti	52 ti	156 ti
24	23	22	18	
DT/PMD	22	21	19	17

May be combined with FM for frequency discount.
12/85

WLBC-FM

1947
MUNCIE

nab

NRBA

Media Code 4 215 6556 5.00 Mid 010185-000
Tri-City Radio Corp.
820 E. 29th St., Muncie, IN 47302. Phone 317-288-4403.

PROGRAMMING DESCRIPTION

WLBC-FM: Programmed for listeners 18-39. MUSIC: XT-40 Rock. NEWS: 1 5-min newscast/hr. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 12/29/80.

- PERSONNEL**
General Manager—Jack Craig.
Sales Manager—Dana Pruitt.
- REPRESENTATIVES**
Masla Radio.
Regional Reps Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 505 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 21 Eff 10/1/84—Rec'd 10/22/84.

AM Drive—5:30-10 am.
Daytime—10 am-3 pm.
PM Drive—3-7 pm.
Nighttime—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE									
PER WK:	1 ti	10 ti	20 ti	30 ti	60 ti				
AMD	18.50	17.50	16.50	15.50	14.50				
DT	16.50	15.50	14.50	13.50	12.50				
PMD	17.50	16.50	15.50	14.50	13.50				
NT	14.50	13.50	12.50	11.50	10.50				
30 SECONDS									
AMD	14.80	14.00	13.20	12.40	11.60				
DT	13.20	12.40	11.60	10.80	10.00				
PMD	14.00	13.20	12.40	11.60	10.80				
NT	11.60	10.80	10.00	9.20	8.40				
15 sec: 60% of 1-min.									

7. PACKAGE PLANS									
MINIMUM 3 DAYPARTS									
PER YR:	500x	1000x	1500x	2000x					
1 min	14.90	13.70	12.50	11.30					
30 sec	1.90	1.95	1.00	9.05					
TAP									
PER WK:	1 min	30 sec							
25 ti in 4 wk	13.40	10.75							
50 ti in 2 wk	12.30	9.85							
100 ti in 1 wk	11.20	8.95							

10. SPECIAL FEATURES									
LOCAL NEWSCASTS									
AMD	1 ti	13 ti	52 ti	156 ti					
22	21	20	18						
DT	20	19	18	16					
PMD	21	20	19	17					

May be combined with AM for frequency discount.
12/85

WMDH (FM)

1947
NEW CASTLE

RAB

(This is a paid duplicate of the listing under New Castle, Indiana.)

Media Code 4 215 6770 2.00 Mid 010187-000
Mohr-Engelwood Broadcasting, Inc.
200 E. Jackson St., Suite 430, Merchants Bank Bldg., Box 906, Muncie, IN 47305. Phone 317-289-5655.

WMDH (FM): MUSIC: Country. News briefs & weather. 5 AIR PERSONALITIES. FEATURES: contests & giveaways. Contact Representative for further details. Rec'd 8/29/84.

- PERSONNEL**
Chairman of Board—K. Stephen Mohr.
Pres. & Gen'l Mgr.—Mark E. Engledow.
Sales Manager—Jackie Fischer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WCTW.
Affiliated with Music Country Radio Network.
Member: Network Indiana.

TIME RATES

Eff—Rec'd 11/1/84.

6. SPOT ANNOUNCEMENTS									
SPECIFIED									
GRID:	I	II	GRID:	I	II				
1 min	33	30	30 sec	25	22				
7. PACKAGE PLANS									
TAP A—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM									
GRID:	I	II							
1 min	28	25							
30 sec	21	19							
TAP B—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT									
1 min	24	21							
30 sec	18	16							
ROS									
1 min	21	18							
30 sec	16	13							
OVERNITE—MIDNIGHT-6 AM									
1 min	14	12							
30 sec	11	10							

New Albany

Floyd County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Louisville, KY
(including Jeffersontown, KY; Jeffersonville, New Albany, IN)

New Castle

Henry County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WCTW

1960
NEW CASTLE

Mid 010186-000

See SRDS Spot Radio Small Markets Edition.

WMDH (FM)

1947
NEW CASTLE

RAB

Media Code 4 215 6770 2.00 Mid 010187-000
Mohr-Engelwood Broadcasting, Inc.
200 E. Jackson St., Suite 430, Merchants Bank Bldg., Box 906, Muncie, IN 47305. Phone 317-289-5655.

PROGRAMMING DESCRIPTION

WMDH (FM): MUSIC: Country. News briefs & weather. 5 AIR PERSONALITIES. FEATURES: contests & giveaways. Contact Representative for further details. Rec'd 8/29/84.

- PERSONNEL**
Chairman of Board—K. Stephen Mohr.
Pres. & Gen'l Mgr.—Mark E. Engledow.
Sales Manager—Jackie Fischer.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WCTW.
Affiliated with Music Country Radio Network.
Member: Network Indiana.

TIME RATES

Eff—Rec'd 11/1/84.

6. SPOT ANNOUNCEMENTS									
SPECIFIED									
GRID:	I	II	GRID:	I	II				
1 min	33	30	30 sec	25	22				
7. PACKAGE PLANS									
TAP A—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM									
GRID:	I	II							
1 min	28	25							
30 sec	21	19							
TAP B—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT									
1 min	24	21							
30 sec	18	16							
ROS									
1 min	21	18							
30 sec	16	13							
OVERNITE—MIDNIGHT-6 AM									
1 min	14	12							
30 sec	11	10							

Noblesville

Hamilton County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WFMB

1971
NOBLESVILLE

nab

mutual broadcasting system, inc.

nab

Media Code 4 215 6795 9.00 Mid 010188-000
Broadcast Communications Inc.
830 Logan St., Noblesville, IN 46060. Phone 317-773-7444.

PROGRAMMING DESCRIPTION

WFMB: Programmed for adults. MUSIC: MOR Standards from 50's-60's. NEWS: nat'l at :30, local at :30. MBS. FEATURES: business news summary; Golden Age of Radio Theatre M-F w/d-time radio greats. FARM: farm & commodity reports & features daily; AM & noon. SPORTS: incl local high school features plus Notre Dame football, NFL Sun pm games, college games & pro baseball home games. Contact Representative for further details. Rec'd 4/9/84.

- PERSONNEL**
Vice President—Jim Mathis.
Operations Manager—Michael J. Mathis.
Program Director—Kevin Weinman.
- REPRESENTATIVES**
Pates/Walton Radio - USA.
- FACILITIES**
1,000 w.; 1110 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Harry Martin's Rural Radio Network.

TIME RATES

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North Vernon

Jennings County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WINN 1955 NORTH VERNON

Media Code 4 215 6840 3.00 Mid 010189-000
Southeast Indiana Radio, Inc.
Hwy. 50, Box 46, North Vernon, IN 47265. Phone 812-346-2777.

PROGRAMMING DESCRIPTION

WINN: MUSIC: Country Coast To Coast from Satellite Music Network. Contact Representative for further details. Rec'd 8/2/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jimmie A. Wooley.
- REPRESENTATIVES**
IN, KY, OH, Southwest—Regional Reps Corp.
- FACILITIES**
1,000 w.; 1460 khz. Non-directional. Stereo. Operating schedule: 6 am-local sunset. EST. Simulcast newscasts at :60.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WNNI (FM).
Affiliated with Satellite Music Network.
Member: Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 8/4/83.

6. SPOT ANNOUNCEMENTS									
MO:	1 ti	13 ti	26 ti	52 ti	104 ti	156 ti	312 ti	30 sec	
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50		
30 sec	4.25	4.15	3.85	3.65	3.45	3.30	3.00		

8. PROGRAM TIME RATES									
MO:	1 ti	5 min	10 min	1/4 hr	1/2 hr	1 hr			
1 ti	10.00	13.00	19.00	27.65	47.30	81.50			
1 ti/wk	7.50	9.50	13.00	21.10	34.00	66.25			
3 ti/wk	5.75	7.60	10.60	15.20	28.40	...			
6 ti/wk	4.75	6.65	9.50	12.35	24.75	...			

10. SPECIAL FEATURES									
NEWSCASTS									
PER WK:	1 ti	3 ti	6 ti						
PER MO:	16.00	13.00	26.00						
Ea	12/85								(SMD)

WNNI (FM) 1963 NORTH VERNON

Mid 031319-000
See SRDS Spot Radio Small Markets Edition.

Paoli

Orange County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WKKX 1963 PAOLI

Mid 010190-000
See SRDS Spot Radio Small Markets Edition.

WUME-FM 1972 PAOLI

Mid 010191-000
See SRDS Spot Radio Small Markets Edition.

Peru

Miami County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WARU 1954 PERU

Mid 010192-000
See SRDS Spot Radio Small Markets Edition.

WARU-FM 1965 PERU

Mid 034374-000
See SRDS Spot Radio Small Markets Edition.

Petersburg

Pike County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WFPC (FM) 1984 PETERSBURG

Mid 034795-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Plainfield

Hendricks County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WXIR (FM) 1964 PLAINFIELD

Mid 010193-000
See SRDS Spot Radio Small Markets Edition.

Plymouth

Marshall County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WNZE (FM) 1966 PLYMOUTH

Mid 010195-000
See SRDS Spot Radio Small Markets Edition.

WTCA 1964 PLYMOUTH

Media Code 4 215 7125 8.00 Mid 010194-000
Community Service Broadcasters
112 W. Washington, Plymouth, IN 46563. Phone 219-936-4096.
PROGRAMMING DESCRIPTION
WTCA: Programmed for general interest. Rec'd 9/21/77.

- PERSONNEL**
Pres. & Gen'l Mgr.—Kenneth E. Kunze.
- REPRESENTATIVES**
Regional Reps Corp.
Savalli & Schutz, Inc.
- FACILITIES**
250 w.; 1050 khz. Directional. Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0; 15th of following month.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WNZE (FM).
Affiliated with KBS.
Member: Harry Martin's Rural Radio Network.

TIME RATES
Eff—Rec'd 1/5/81.

6. SPOT ANNOUNCEMENTS			
	Open	500x	1000x
1 min	9.41	5.41	4.70
30 sec	7.64	4.50	4.00

7. PACKAGE PLANS WITHIN 7 DAYS:			
	5 ti	10 ti	20 ti
1 min	7.64	7.04	6.76
30 sec	6.35	6.00	5.76

Portland

Jay County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WPGW 1950 PORTLAND

Mid 010196-000
See SRDS Spot Radio Small Markets Edition.

WPGW-FM 1975 PORTLAND

Mid 031571-000
See SRDS Spot Radio Small Markets Edition.

Princeton

Gibson County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

WRAY 1950 PRINCETON WRAY-FM 1960 PRINCETON

Mid 010197-000
See SRDS Spot Radio Small Markets Edition.

Rensselaer

Jasper County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WLQI (FM) 1974 RENSELAEER

Mid 010198-000
See SRDS Spot Radio Small Markets Edition.

WRIN 1963 RENSELAEER

Mid 010199-000
See SRDS Spot Radio Small Markets Edition.

Richmond

Wayne County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WHON 1964 CENTERVILLE

(This is a paid duplicate of the listing under Centerville, Indiana.)
Media Code 4 215 0950 6.00 Mid 010093-000
Brewer Broadcasting Corp.
Box 1647, Richmond, IN 47374. Phone 317-962-1595.
PROGRAMMING DESCRIPTION
WHON: MUSIC: Modern Country. Contact Representative for further details. Rec'd 7/30/79.

- PERSONNEL**
General Manager—David L. Strycker.
- REPRESENTATIVES**
Regional Reps Corp.
Savalli & Schutz, Inc.
- FACILITIES**
500 w. days; 930 khz. Directional. Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WOLK (FM), Richmond.
Member: Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 12/19/83.

6. SPOT ANNOUNCEMENTS				
	6 ti	12 ti	24 ti	36 ti
1 min	11.75	10.50	10.00	9.25
30 sec	9.25	8.75	8.25	7.75

WKBV 1926 RICHMOND

Media Code 4 215 7695 0.00 Mid 010200-000
Central Broadcasting Corp.
Box 1646, 2301 W. Main St., Richmond, IN 47374. Phone 317-962-6533.

PROGRAMMING DESCRIPTION
WKBV: MOR & talk format. FARM: 6:40-8:55 am, 11:30-11:40 am & 12:10-12:20 pm, M-F. Contact Representative for further details. Rec'd 7/26/82.

- PERSONNEL**
President—William Ouigg.
General Manager—William Ouigg.
Sales Manager—Phil Stigleman.
- REPRESENTATIVES**
Masla Radio.
Eugene F. Gray Co., Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1490 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/5; payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 28c, 33a.
Contracts: 40a, 41, 44b, 47a, 49, 51c.
Comb.; Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WRIA (FM).
Affiliated with ABC Information Radio Network.
Member: Network Indiana.

TIME RATES

No. 13 Eff 2/1/78—Rec'd 4/7/78.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6-10 am.
AA—Mon thru Fri 10 am-4 pm; Sat 9 am-6 pm; Sun noon-6 pm.
A—All other times.
B—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	16.00	15.00	14.00	13.00
AA	14.25	13.25	12.25	11.25
A	12.25	11.25	10.25	9.25

B: 30% of A.
30 sec: 80% of 1-min; 10 sec: 60% of 1-min.
12/85

WQLK (FM) 1960 RICHMOND



Media Code 4 215 7708 1.00 Mid 010201-000
Brewer Broadcasting Corp.
Box 1647, Richmond, IN 47374. Phone 317-966-3932.
PROGRAMMING DESCRIPTION
WQLK (FM): MUSIC: adult contemporary. NEWS: local at :60. Contact Representative for further details. Rec'd 6/7/82.

- PERSONNEL**
General Manager—David L. Strycker.
- REPRESENTATIVES**
Regional Reps Corp.
Savalli & Schutz, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.1 mhz. Operating schedule: 24 hours daily. EST. Antenna ht.: 356 ft. above average terrain.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a.
Contracts: 40a, 41, 44a, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHON, Centerville.
Affiliated with RKO TWO.
Member: Indiana Broadcasters Group.

TIME RATES
Eff—Rec'd 12/19/83.

6. SPOT ANNOUNCEMENTS				
	6 ti	12 ti	24 ti	36 ti
1 min	15.25	13.50	13.00	12.25
30 sec	12.25	11.75	11.00	10.50

WRIA (FM) 1960 RICHMOND

Media Code 4 215 7714 9.00 Mid 010202-000
Central Broadcasting Corp.
Box 1646, Richmond, IN 47374. Phone 317-962-6533.

PROGRAMMING DESCRIPTION
WRIA (FM): MUSIC: Contemporary. NEWS: state network at :50. Contact Representative for further details. Rec'd 5/7/79.

- PERSONNEL**
President—William Ouigg.
General Manager—William Ouigg.
Regional Sales—Jay Schultz.
- REPRESENTATIVES**
Masla Radio.
Eugene F. Gray Co., Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**
15/5; payable 15th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 28c, 33a.
Contracts: 40a, 41, 44b, 47a, 49, 51c.
Comb.; Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WKBV.
Member: Network Indiana.

TIME RATES
Eff—Rec'd 5/7/79.

6. SPOT ANNOUNCEMENTS				
PER WK:	6 ti	10 ti	20 ti	30-
1 min	12.00	11.00	10.00	9.00
30 sec	9.60	8.80	8.00	7.20

continued

INDIANA

Richmond—cont

PER WK:	WRIA (FM)—cont				
	6 ti	10 ti	20 ti	30+	AA
1 min	11.00	10.00	9.00	8.00	
30 sec	8.80	8.00	7.20	6.40	
	12/85				

Rochester

Fulton County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WROI (FM)

1971

ROCHESTER

Media Code 4 215 7720 6.00 Mid 010203-000
Manitou Broadcasting Corp.
116 W 9th St, Rochester, IN 46975. Phone 219-223-6059.

PROGRAMMING DESCRIPTION

WROI (FM): Area oriented to agri business community. MUSIC: Adult Contemporary aimed at 24-54 age group. FARM: M-F 6 commodity reports daily; farm news program; agri business features. NEWS: 3 15-min newscasts 6 days/wk. SPORTS: local high school & Purdue football & basketball. FEATURES: Earl Nightingale; Norman Vincent Peale. Contact Representative for further details. Rec'd 5/22/84.

- PERSONNEL**
Vice-President—Richard E. Purlee.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo. Operating schedule: 5:30 am-11 pm. EST. Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Member: Harry Martin's Rural Radio Network.
TIME RATES
Eff 1/1/85—Rec'd 1/22/85.
AAA—Mon thru Sun 5:30-9 am & 3-6 pm.
AA—Mon thru Sun 9 am-3 pm.
A—Mon thru Sun 6-11 pm.
- SPOT ANNOUNCEMENTS**
WEEKLY

	30 sec		1 min	
	AAA	AA	AAA	AA
6 ti	5.25	4.25	3.25	6.75
12 ti	5.00	4.00	3.00	6.50
18 ti	4.75	3.75	2.75	6.00
24 ti	4.50	3.50	2.50	5.75
YEARLY				
312 x	4.75	3.75	2.75	6.25
624 x	4.50	3.50	2.50	6.00
1000 x	4.00	3.00	2.00	5.50
10 SECONDS				
	AAA	AA	A	
6 ti/wk	4.50	3.75	2.75	
24 ti/wk	4.00	3.25	2.50	
100 ti/mo	3.50	2.75	2.00	
	12/85 (SMD)			

Rockville

Parke County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WAXI (FM)

1977

ROCKVILLE

See SRDS Spot Radio Small Markets Edition. Mid 010204-000

Rushville

Rush County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WRCR (FM)

1971

RUSHVILLE

Media Code 4 215 7740 4.00 Mid 010205-000
Rush County Broadcasting Co., Inc.
102 N. Perkins St., Rushville, IN 46173. Phone 317-932-3983.

PROGRAMMING DESCRIPTION

WRCR (FM): Programmed for adults & young adults. NEWS: casts, weather, sports, community spotlight 7 am, noon, 5:30 & 10 pm. Local & state at :60, network at :30. FARM: news 6:15 am & 12:35 pm. Livestock & grain reports at 11:07 & 11:55 am. Futures 10:40, 11:40 am, 1:40, 2:40 & 6:10 pm. Open line 9:05 am M-F. Time to trade 10:05 am. M-F. Hospital news 11:06 am & 2:06 pm. SPORTS: bowling 5:20 pm, M, W & F; outdoors 6:35 pm Wed; athletic report 5:05 pm Mon. SPECIAL: Symphony of swing 6:35 pm Tues. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Exec. Vice-Pres., & Gen'l Mgr.—Edward Roehling. Administrative Assistant—Sandra Roehling. Operations Manager—Rick Conklin.
- REPRESENTATIVES**
Regional Reps. Corp.
Chicago—Masla Radio.
- FACILITIES**
ERP 740 w. (horiz.), 740 w. (vert.); 94.3 mhz. Stereo. Operating schedule: 5:30 am-10:30 pm. EST. Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION

15%.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Member: Indiana Broadcasters Group, Indiana Radio, Network Indiana, Harry Martin's Rural Radio Network.
TIME RATES
No. 9C Eff 5/1/83—Rec'd 4/6/83.
A—Mon thru Sat 6-9 am; Mon thru Fri 11:30 am-1 pm & Mon thru Fri 3-6 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	WEEKLY MERCHANDISE PLAN			
	-1 min	30 sec	A	B
5 ti	9.10	8.60	8.60	8.05
10 ti	8.85	8.35	8.15	7.70
15 ti	8.35	7.90	7.70	7.20
20 ti	7.90	7.45	7.20	6.75
25 ti	7.45	7.00	6.75	6.30
30 ti	7.00	6.40	6.30	5.85
35 ti	6.40	5.95	5.85	5.40
40 ti	5.95	5.40	5.40	4.90
50+	5.40	4.90	4.90	4.45
Guaranteed adjacency, extra, per spot. 50.				
	12/85 (SMD)			

Salem

Washington County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WSLM

1952

SALEM

Farm



Media Code 4 215 7790 9.00 Mid 010206-000
Don H. Martin
Hwy. 56 East, Box 385, Salem, IN 47167. Phone 812-883-5750.

PROGRAMMING DESCRIPTION

WSLM: Programmed for adults & young adults. Blocked feature programming in 15-min segments. FARM: markets w/dir. 6-7 am & noon-1 pm. NEWS: nat'l, state & local 9 & 10 am, 12:30 & 5:15 pm. MUSIC: drivetime pop hits 85%, 7-8 am & 4:30-6 pm; Country w/AIR PERSONALITIES 2-5 pm. RELIGIOUS: Sun 8:00, wkdays 9:30 am, 11:30 am & 1:30 pm. FEATURES: talk show w/AIR PERSONALITIES 5:30-8 pm; 5 mobile units, 2 mobile studios, 3 sound trucks, sound equipment. SPORTS: live; high school & college basketball, college football, major auto races. COMMERCIAL POLICY: 3 1-min spots in 15-min segments; 1 1-min spot between 15-min programs. Contact Representative for further details. Rec'd 7/29/82.

- PERSONNEL**
Farm Director—Bob Hollis.
Owner & Mgr.—Don H. Martin.
Sales Manager—Elmo Ray Brough.
 - REPRESENTATIVES**
Indiana, Ohio, Kentucky—Regional Reps Corp.
South—David Carpenter Company, Inc.
 - FACILITIES**
5,000 w. days; 1,220 khz. Directional.
438 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
Member: Indiana Broadcasters Group, Harry Martin's Rural Radio Network.
TIME RATES
Eff 3/15/84—Rec'd 5/15/84.
 - SPOT ANNOUNCEMENTS**

	1x 10x 25x 50x 100x 200x	
	1 min	30 sec
1 min	25	24
30 sec	20	19
	250x	300x
1 min	19	18
30 sec	14	13
 - SPECIAL FEATURES**
Farm—6-7 am & noon-1 pm, 1-min 25.00; 30 sec 20.00.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (SMD)

WSLM-FM

1962

SALEM

Farm/Gospel



Media Code 4 215 7791 7.00 Mid 010207-000
Don H. Martin
Hwy. 56 East, Box 385, Salem, IN 47167. Phone 812-883-5750.

PROGRAMMING DESCRIPTION

WSLM-FM: Programmed for religious young adults & mature audiences. 85% religious & gospel, 15% news & sports; 7 am-noon blocked religious programs in 15 & 30-min segments; 2-5 pm Contemporary gospel music; 6:30-8:30 pm news & sports; 8:30 pm-12M southern gospel music slanted to 35-64 age group. Religious & gospel format for nat'l programs & spots. COMMERCIAL POLICY: max 3 1-min spots between programs. Contact Representative for further details. Rec'd 2/5/80.

1. PERSONNEL

Owner & Mgr.—Don H. Martin.
Sales Manager—David Stuart.
Farm Director—Bob Hollis.

2. REPRESENTATIVES

Indiana, Ohio, Kentucky—Regional Reps Corp.
South—David Carpenter Company, Inc.

3. FACILITIES

ERP 50,000 w.; 98.9 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

Partial simulcast operation. Operated separately 7 am-noon & 1 pm-midnight. For simulcast facilities see AM.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 3/15/84—Rec'd 5/15/84.

6. SPOT ANNOUNCEMENTS

	1x 10x 25x 50x 100x 200x					
	1 min	30 sec	20	19	18	17
1 min	19	18	17	16	15	14
30 sec	14	13	12	11	10	

8. PROGRAM TIME RATES

	1x 10x 25x 50x 100x 200x					
	1/2 hr	1/4 hr	25x	300x	400x	500x
1/2 hr	35.00	30.00	25.00	27.50	26.00	25.00
1/4 hr	24.00	23.50	23.00	22.50	22.00	

10. SPECIAL FEATURES

Farm—6-7 am & noon-1 pm, 1-min 25.00; 30-sec 20.00. (SMD)

Scottsburg

Scott County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WMPI (FM)

1966

SCOTTSBURG



Media Code 4 215 7825 3.00 Mid 010208-000
Tunza Entertainment, Inc.
Box 270, Scottsburg, IN 47170. Phone 812-752-3688.

PROGRAMMING DESCRIPTION

WMPI (FM): MUSIC: Hit Country. NEWS: Local 7:05-7:10 am, 10:32-10:45 am & 5:05-5:15 pm. Network at :60 & :30. UPI wire. Headlines at :30. FARM: news, local & nat'l market reports at 6:15-6:30 am & 12:35-1 pm. SPORTS: pro baseball, local high school football & basketball. Network sports 6:35 & 7:35 am. Contact Representative for further details. Rec'd 1/3/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Chuck Patyk.
Operations Manager—Mary A. Miller.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 3,000 w.; 100.9 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

Affiliated with MBS.

TIME RATES

Eff 1/1/84—Rec'd 1/3/84.

6. SPOT ANNOUNCEMENTS

1 min, ea.	7.62	30 sec, ea.	4.35
	12/85 (SMD)		

Seymour

Jackson County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WJCD

1949

SEYMOUR

See SRDS Spot Radio Small Markets Edition. Mid 010209-000

WJCD-FM

1960

SEYMOUR

See SRDS Spot Radio Small Markets Edition. Mid 010210-000

Shelbyville

Shelby County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WENS (FM)

(formerly WSVL-FM)

1964

SHELBYVILLE



Media Code 4 215 7933 5.00 Mid 010211-000
Emmis Broadcasting Corp.
Suite 1197, 1099 N. Meridian St., Indianapolis, IN 46204.
Phone 317-266-9700, 266-0100.

PROGRAMMING DESCRIPTION

WENS (FM): Programmed for adults 25-54. MUSIC: mass appeal Adult from past 20 yrs, plus currents. AIR PERSONALITIES emphasize music flow & community involvement. NEWS: drivetimes at :58 & :28; updates throughout day; UPI; public affairs programming integrated throughout schedule. Contact Representative for further details. Rec'd 11/29/83.

1. PERSONNEL

President—Jeffrey H. Smulyan.
General Manager—Christine Woodward.
General Sales Manager—Jon Horton.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 30,000 w. (horiz.), 30,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 9/25/84.

6. SPOT ANNOUNCEMENTS

GRID:	— 1 min — 30 sec					
	5	4	3	5	4	3
1 ti	90	100	110	72	80	88
10+	87	97	107	70	78	86
	12/85 (SMD)(D)					

WSVL

1961

SHELBYVILLE

Media Code 4 215 7980 6.00 Mid 010212-000
Shelby County Broadcasting Co., Inc.
Box 338, Shelbyville, IN 46176. Phone 317-398-9757.

PROGRAMMING DESCRIPTION

WSVL: MUSIC: Adult contemporary. Contact Representative for further details. Rec'd 7/7/81.

1. PERSONNEL

General Manager—John A. Hartnett.
Sales Manager—George Lambert.
Operations Manager—Patricia Stevens.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w. days, 250 w. nights; 1520 khz. Directional.
Operating schedule: 5 am-midnight.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
Member: Harry Martin's Rural Radio Network, Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 7/1/83—Rec'd 6/27/83.

6. SPOT ANNOUNCEMENTS

1 min	52x	104x	156x	260x	312x	520x
30 sec	14.90	13.55	12.35	11.30	10.35	9.40
30 sec	11.95	10.80	9.95	9.10	8.25	7.50
Preferred position, extra 1.50. Fixed position, extra 1.75.						

7. PACKAGE PLANS

WEEKEND SATURATIONS—SAT AND/OR SUN
Plan 10 ti 20 ti 30 ti
64.70 123.55 176.50

WCMR
1956
ELKHART

Mid 010108-000

See listing under city of license.

WFRN (FM)
ELKHART

Mid 010109-000

See listing under city of license.

WHME (FM)
1967
SOUTH BEND



Media Code 4 215 8028 3.00 Mid 010214-000
LeSea, Inc.
61300 S. Ironwood Rd., Box 12, South Bend, IN 46624.
Phone 219-291-3200.
1 min rate 1x: 13.00.

WNDU
1944
SOUTH BEND



McGAVREN GUILD RADIO



Media Code 4 215 8170 3.00 Mid 010215-000
Michiana Telecasting Corp.
Mailing Address: Box 1616, South Bend, IN 46634.
Phone 219-239-1616, TWX, 810-299-2594.
Shipping Address:
54516 Business U.S. 31 N., South Bend, IN 46637.

PROGRAMMING DESCRIPTION

WNBU: Programmed for 25-54 audience. MUSIC: Pop Country; 2 hrs R&B M-F 10:30 pm-12:30 am. SPORTS: U football, basketball, hockey. Contact Representative for further details. Rec'd 2/27/81.

- PERSONNEL**
General Sales Manager—Bob Nowicki.
Program Director—Steve Delaney.
Promotion Manager—Karen Heisler.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

AM/FM COMBINATION

No. 21 Eff 8/1/84—Rec'd 8/29/84.

AA—Mon thru Sun 5:30-10 am, 3-8 pm.
A—Mon thru Sun 10 am-3 pm.
B—All other times.

PER WK:	A		B	
	1 min	30 sec	1 min	30 sec
6 li	100	80	95	76
12 li	95	76	90	72
18 li	90	72	85	68
24 li	85	68	80	64

AM only: 45% of AM/FM combination.

(A)

WNDU-FM
1962
SOUTH BEND



Media Code 4 215 8171 1.00 Mid 010216-000
Michiana Telecasting Corp.
Box 1616, South Bend, IN 46634. Phone 219-239-1616.
TWX, 810-292-9295.

PROGRAMMING DESCRIPTION

WNDU-FM: Targeted to younger adult, 18-34. MUSIC: Contemporary; live AIR PERSONALITIES feature top 40 singles & popular album cuts. Contact Representative for further details. Rec'd 10/5/79.

- PERSONNEL**
General Sales Manager—Bob Nowicki.
Program Director—Steve Delaney.
Promotion Manager—Karen Heisler.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 12,500 w. (horiz.), 12,500 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Sold in combination with AM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
75% of AM/FM combination.

(A)

WNSN (FM)
1962
SOUTH BEND

Pop Adult



Media Code 4 215 8218 0.00 Mid 010219-000
WSBT, Inc.
300 W. Jefferson Blvd., South Bend, IN 46601. Phone 219-233-3141, TWX, 810-299-2500.

PROGRAMMING DESCRIPTION

WNSN (FM): Programmed for adults 25+. MUSIC: Pop Adult from Satellite network. Live AIR PERSONALITIES integrated w/local AM/PM drivetime personalities; wknd specials & wkly countdown program. NEWS: hrly. Contact Representative for further details. Rec'd 3/26/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. Berry Smith.
Director of Radio Operations—Joe Kelly, Jr.
General Sales Manager—Terry Knust.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 9,400 w. (horiz.), 9,400 (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 967 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 13c, 14a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 72a.
Prod. Services: 80, 81, 82.
AM facilities: WSBT.
TV Facilities: WSBT-TV.
Affiliated with Katz Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSBT
1922
SOUTH BEND



Katz Radio



Media Code 4 215 8265 1.00 Mid 010218-000
WSBT, Inc.
300 W. Jefferson Blvd., South Bend, IN 46601. Phone 219-233-3141, TWX, 810-299-2500.

PROGRAMMING DESCRIPTION

WSBT: Programmed for adults. MUSIC: soft hits from 1955 thru present. NEWS: local from 23 person news team plus hrly network news. SPORTS: live university basketball & football, high school football & basketball game of wk; daily reports. FEATURES: air personalities, frequent contests & interviews; weather, agriculture & farm market reports, road reports, hrly community bulletin board, ski reports, local stocks, air personality remotes & network features. Contact Representative for further details. Rec'd 2/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—E. Berry Smith.
Director of Radio Operations—Joe Kelly, Jr.
General Sales Manager—Terry Knust.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 960 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 13e, 14a, 15e.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WNSN (FM).
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.
Member: Network Indiana.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTRC
1931
ELKHART

Mid 010110-000

See listing under city of license.

WYEE (FM)
1947
ELKHART



(This is a paid duplicate of the listing under Elkhart, Indiana.)
Media Code 4 215 1757 4.00 Mid 010111-000
Truth Radio Corp.
1030 E. Jefferson Blvd., Box 100, South Bend, IN 46624.
Phone 219-234-4106, 674-5951.

PROGRAMMING DESCRIPTION

WYEE (FM): Programmed for adults. MUSIC: blend of soft Contemporary, instrumentals & vocals, sound tracks, showtunes, stds & MOR presented in live personality format; 1/4 hr segments w/news, weather, sports, financial & commentary. COMMERCIAL POLICY: limit 10 units/hr. Contact Representative for further details. Rec'd 10/6/80.

- PERSONNEL**
General Manager—Robert H. Elliott.
Sales Manager—Patrick J. Ferraro.
Operations Director—Gene Walker.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: WTRC.

TIME RATES

Eff — Rec'd 7/27/84.

AAAA—Mon thru Fri 5-10 am & 3-8 pm.
AAA—Mon thru Fri 8 pm-1 am; Sat & Sun 5-1 am.
AA—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
- | PER WK: | 1 MINUTE | | | | |
|---------|----------|-----|------|------|------|
| | 1x | 52x | 104x | 156x | 260x |
| AAAA | 41 | 36 | 35 | 34 | 33 |
| AAA | 44 | 40 | 38 | 37 | 35 |
| AA | 30 | 27 | 25 | 24 | 22 |

PER YR:	1x 52x 104x 156x 260x				
	1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	30 SECONDS				
AAAA	34	31	29	28	26
AAA	38	33	32	30	28
AA	25	22	20	19	17
Mon thru Sun midnight-6 am, Flat 6.00					
CONTRACT DISCOUNT					
13 wk—5%; 26 wk—7-1/2%; 52 wk—10%.					

(D)

Serving the 10 county market of:
South Bend, Elkhart, Niles and Mishawaka... 24 hours.

WZZP (FM)
(formerly WXMG (FM))
1964
SOUTH BEND

NRBA
A Booth Station

Media Code 4 215 8336 0.00 Mid 010217-000
Booth Broadcasting Co.
Professional Bldg., 100 Center, Box 644, Mishawaka, IN 46544. Phone 219-256-1836.

PROGRAMMING DESCRIPTION

WZZP (FM): Adult Personality programming for 18+. MUSIC: Adult hits, Oldies with AIR PERSONALITIES. COMMERCIAL POLICY: 8-min per hr. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Vince Ford.
General Sales Manager—O. J. Jackson.
Program Director—J. J. Duling.
- REPRESENTATIVES**
Masta Radio.
- FACILITIES**
ERP 3,000 w.; 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D) (A)

Sullivan

Sullivan County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

WNDI
1963
SULLIVAN

Mid 010220-000

See SRDS Spot Radio Small Markets Edition.

WNDI-FM
1982
SULLIVAN

Mid 031700-000

See SRDS Spot Radio Small Markets Edition.

MARKET DATA!

SRDS presents the latest figures for Consumer Market data: Population, Gross Household Income, Total Retail Sales, market data summaries by state and by MSA.

Consult the table of contents for location.

N-R

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

INDIANA

Tell City

(including Hawesville, KY)
Perry County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WKCM
1972
HAWESVILLE, KY



GERT BUNCHEZ & ASSOCIATES



Media Code 4 215 8425 1.00 Mid 010221-000
Hancock Communications, Inc.
US Hwy. 60 W., Box 1160, Hawesville, KY 42348. Phone 502-927-8121.
Other Office: 645 Main St., Box 1160, Tell City, IN 47586. Phone 812-547-8121.



Mid 010221-000

PROGRAMMING DESCRIPTION

WKCM: Programmed for adults. MUSIC: Contemporary Country w/familiar hits from 60's-80's. Audience participation with PERSONALITIES. NEWS: local at :60 & :30, network 1hr; reg'l weather summary 2x/hr. SPORTS: U & high school football & basketball plus live seasonal events. FARM: agribusiness features. COMMERCIAL POLICY: max 10 local minutes. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
President—Bayard Walters.
General Manager—Mary Phillips.
Program Director—Phil Eans.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
2,500 w. days, 1,000 w. nights; 1160 khz. Directional nights.
Operating schedule: 4 am-11:30 pm. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Gert Bunchez & Associates Group.
Member: Kentucky Network, Inc., Kentucky Agri-Net.

TIME RATES
Eff—Rec'd 1/22/85.

- SPOT ANNOUNCEMENTS**
ROS, PER WK: 6 ti 12+ ROS, PER WK: 6 ti 12+
1 min 7.50 6.00 30 sec 6.50 5.25
Fixed position, extra 2.00.

(SMD)

WTCJ
1948
TELL CITY



Media Code 4 215 8455 8.00 Mid 010222-000
James R. Brewer
Hwy 66, Box 397, Tell City, IN 47586. Phone 812-547-2345.



Mid 010222-000

PROGRAMMING DESCRIPTION

WTCJ: Music & information programming directed toward adult audience. MUSIC: Current Pop w/some Country Crossover & Oldies; AIR PERSONALITIES Ron Phillips in AM w/Breakfast Table Trivia & Jeff Morgan at midday w/ Out To Lunch Club featuring greatest hits of past. NEWS: 7 min/hr. FEATURES: promotions, contests & broadcast remotes. SPORTS: local & U of I football & basketball. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
General Manager—Jay R. Brewer.
Sales Mgr.—Don Wrye.
Program Director—Ron Phillips.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Network.
Member: Indiana Broadcasters Group, Harry Martin's Rural Radio Network.

TIME RATES
No. 9 Eff 10/1/84—Rec'd 10/22/84.

- SPOT ANNOUNCEMENTS**
MO, EA: 1 ti 10 ti 20 ti 40 ti 60 ti 100 ti 150 ti
1 min 9.75 8.40 7.80 6.70 5.45 5.05 4.55
30 sec 7.80 6.70 6.25 5.35 4.35 4.05 3.65
MO, EA: 200 ti
1 min 4.00
30 sec 3.20

12/85

(SMD)

Terre Haute

(including West Terre Haute)
Vigo County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBOW
1927
TERRE HAUTE



Torbet Radio



Media Code 4 215 8645 4.00 Mid 010225-000
Contemporary Media, Inc.
1301 Ohio St., Terre Haute, IN 47807. Phone 812-232-5034.

PROGRAMMING DESCRIPTION

WBOW: Programmed for adults. MUSIC: Adult Contemporary, familiar albums, current top selling adult singles; live AIR PERSONALITIES putting emphasis on community. NEWS: 4-man team airing 90+ local newscasts per wk with local & network audio & mobile unit; commentator 3x daily, editorials, community service, public affairs & religious programming, along with network newscasts; frequent editorials & remotes; weather reports plus local meteorologist in drive. FARM: director at 5:30-6:30 am with market reports & 12:15-12:30 pm M-F. SPORTS: director, local sports reports, high school & U football & basketball play-by-play, sports specials & weekly sports talk show. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
President—Mike Rice.
General Manager—William Kepler.
Program Director—Ron Dennington.
- REPRESENTATIVES**
Torbet Radio.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 25a, 27, 28b.
Contracts: 40c, 41, 45, 46, 48.
Comb.: Cont. Discounts: 60e, 60f, 60h, 60i, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
FM facilities: WZZO (FM).
Affiliated with RKO.
Affiliated with ABC Information Radio Network.
Affiliated with NBC-Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPFR
(formerly WAAC)
1956
TERRE HAUTE

Media Code 4 215 8692 6.00 Mid 010223-000
Oak Ridge Boys Broadcasting Corp. of Indiana
643 Ohio St., Terre Haute, IN 47807. Phone 812-232-1300.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

WPFR-FM
1962
TERRE HAUTE



Media Code 4 215 8740 3.00 Mid 010226-000
The Oak Ridge Boys Broadcasting Corp., of Indiana
643 Ohio St., Terre Haute, IN 47807. Phone 812-232-1300.

PROGRAMMING DESCRIPTION

WPFR-FM: Mass appeal targeted to 18-49 demographic. Live AIR PERSONALITIES handle all segments. MUSIC: Contemporary. NEWS: local plus sports. COMMERCIAL POLICY: 12 units/hr. FEATURES: remotes; client merchandising; Sun American Top 40, jazz Sun evenings. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Jerry Scott.
Program Director—Beth Surette.
General Sales Manager—Tony Clark.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11c, 12c, 13c, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23b, 24b, 28b, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e.
Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC FM Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTHI
1947
TERRE HAUTE



Katz Radio



Media Code 4 215 8835 1.00 Mid 010227-000
Wabash Valley Broadcasting Corp.
918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481, TWX, 810-356-2137.



Mid 010227-000

PROGRAMMING DESCRIPTION
WTHI: Programmed for adult audience 25+. MUSIC: nostalgia. NEWS: emphasis on local; mobile capabilities; network at :60; local at :30; nat'l weather service radar. SPORTS: Indy 500. Contact Representative for further details. Rec'd 9/28/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Russell Arnold.
Station Manager—David L. Liston.
Sales Manager—Ted Kraly.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1480 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 13g, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 25a, 27, 28b.
Contracts: 40c, 41, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WTHI-TV.
Affiliated with CBS Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTHI-FM
1948
TERRE HAUTE



Media Code 4 215 8836 9.00 Mid 010228-000
Wabash Valley Broadcasting Corp.
918 Ohio St., Terre Haute, IN 47808. Phone 812-232-9481, TWX, 810-356-2137.



Mid 010228-000

PROGRAMMING DESCRIPTION
WTHI-FM: Programmed for adult audience, 25+. MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: emphasis on local, mobile all capabilities; network news at :60, local at :30; nat'l weather service radar. SPORTS: univ football & basketball, pro basketball, Indy 500. FARM: 6-7 am & 12:15-1 pm; 1 farm director on staff. Contact Representative for further details. Rec'd 8/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Russell Arnold.
Station Manager—David L. Liston.
Sales Manager—Ted Kraly.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 50,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 13g, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 25a, 27, 28b.
Contracts: 40c, 41, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 52d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Music Country Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVTS (FM)
1960
TERRE HAUTE

WEISS & POWELL, INC.
RADIO SALES

IRRI
REGIONAL REPS



Media Code 4 215 8930 0.00 Mid 010229-000
West Pines Broadcasting Corp.
U. S. 40 West, Box 260, West Terre Haute, IN 47885.
Phone 812-533-2141.

PROGRAMMING DESCRIPTION

WVTS (FM): Programmed for adults 18-44. MUSIC: contemporary hits; blend of current & familiar favorites of past 10-12 yrs. COMMERCIAL POLICY: limited to 12 units/hr. NEWS: local in AM & PM drive. Contact Representative for further details. Rec'd 9/30/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert Rouse.
Program Director—Jim Bell.
Sales Manager—Keith Gaddis.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Regional Repts Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 41, 44b, 46, 48.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES

NO. 6 Eff 5/3/82—Rec'd 9/30/82.
Drive—Mon thru Sat 6-10 am & 3-7 pm.
Midday—Mon thru Sat 10 am-3 pm, Sun 10 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
— 1 min — — 30 sec —
PER WK: DR MD EVE DR MD EVE
12 ti 20 18 14 18 16 12
18 ti 19 17 13 17 15 11
24 ti 17 15 11 15 13 9
36 ti 16 14 10 14 12 8

- PACKAGE PLANS**
TAP—1/3DR, 1/3MD, 1/3EVE
PER WK: 12 ti 18 ti 24 ti 36 ti
1 min 18 17 16 14
30 sec 15 14 13 11

WWVR (FM)

1967
WEST TERRE HAUTE

Media Code 4 215 8953 2.00 Mid 010241-000
United Broadcasting Co., Inc.
RR #11 Box 154 A, Box 207, W Terre Haute, IN 47885.
Phone 812-533-1663.

PROGRAMMING DESCRIPTION

WWVR (FM): Specializing in talk programs. MUSIC: Gospel. NEWS: UPI. Rec'd 1/22/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Howard E. Huey.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz.
Operating schedule: 5:25 am-midnight. EST.
Antenna ht.: 314 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 10th of following month.

TIME RATES

- SPOT ANNOUNCEMENTS**
Eff—Rec'd 11/11/83.
1 min rate 1x: 10.00.

WZZQ (FM)
1967
TERRE HAUTE



Torbet Radio



Media Code 4 215 8977 1.00 Mid 010224-000
Contemporary Media, Inc.
1301 Ohio St., Terre Haute, IN 47807. Phone 812-232-5034.

PROGRAMMING DESCRIPTION

WZZQ (FM): Programmed for adults 18-49. MUSIC: blend of current hits, mass appeal contemporary album cuts of past & present, in sweeps of 13 min segments, popular progressive album cut evenings. NEWS: hly at :50 with both nation al network & local. FEATURES: from area colleges along with concert news, live rock concerts, artist interviews & specials. Contact Representative for further details. Rec'd 8/10/83.

- 1. PERSONNEL**
 General Manager—William Kepler.
 Sales Manager—Brian Schimmel.
 Operations Director—Kevin Young.
- 2. REPRESENTATIVES**
 Torbet Radio, Inc.
- 3. FACILITIES**
 ERP 27,500 w. (horiz.), 27,500 w. (vert.); 107.5 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 670 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
 General: 2b, 3d, 4a, 5, 6a.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20a.
 Comb.; Cont. Discounts: 60e, 62d.
 Contracts: 40a, 41, 44b.
 Cancellation: 70b, 70d, 71a, 72, 73b.
 AM facilities: WBOW.
 Affiliated with ABC Entertainment Radio Network.
- TIME RATES**

- 6. SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

Valparaiso

Porter County—Map Location C-3
 See SRDS Consumer market map and data at beginning of the state.

WAKE

1964
 VALPARAISO

Mid 010230-000
 See SRDS Spot Radio Small Markets Edition.

WLJE (FM)

1967
 VALPARAISO

Mid 010231-000
 See SRDS Spot Radio Small Markets Edition.

WNWI

1966
 VALPARAISO

Mid 010232-000
 See SRDS Spot Radio Small Markets Edition.

Vevay

Switzerland County—Map Location G-9
 See SRDS Consumer market map and data at beginning of the state.

WAVV (FM)

1974
 VEVA

Mid 010233-000
 See SRDS Spot Radio Small Markets Edition.

Vincennes

Knox County—Map Location B-9
 See SRDS Consumer market map and data at beginning of the state.

WAOV

1940
 VINCENNES

Media Code 4 215 9215 5.00 Mid 010234-000
 Green Broadcasting Co.
 6th Floor Executive Inn, Box 2000, Vincennes, IN 47591.
 Phone 812-882-6060.

PROGRAMMING DESCRIPTION

WAOV: MUSIC: Country. Contact Representative for further details. Rec'd 7/23/84.

- 1. PERSONNEL**
 Manager—Phillip L. Smith.
 Sales Manager—Dan Ravellette.
- 2. REPRESENTATIVES**
 Savalli & Schutz, Inc.
 Regional Reps Corp.
- 3. FACILITIES**
 1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
 15%; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
 FM facilities: WRTB (FM).
 Affiliated with CBS.
 Member: Indiana Broadcasters Group, Network Indiana.

TIME RATES

No. 3 Eff 11/15/80—Rec'd 7/23/84.
 AAA—Mon thru Sat 6-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | WK: | CLASS AAA | | | | | |
|----------|-----------|-------|-------|-------|-------|-------|
| | 1 ti | 12 ti | 24 ti | 36 ti | 48 ti | 60 ti |
| 1 min | 15.00 | 12.40 | 10.70 | 9.90 | 8.95 | 8.15 |
| 30 sec | 12.00 | 9.90 | 8.55 | 7.90 | 7.15 | 6.50 |
| CLASS AA | | | | | | |
| 1 min | 13.80 | 10.40 | 9.50 | 8.65 | 7.80 | 6.50 |
| 30 sec | 11.05 | 8.30 | 7.60 | 6.90 | 6.25 | 5.55 |
| CLASS A | | | | | | |
| 1 min | 13.25 | 9.70 | 8.80 | 7.95 | 7.10 | 6.25 |
| 30 sec | 10.60 | 7.75 | 7.05 | 6.35 | 5.70 | 5.00 |

YR:	CLASS AAA			
	520x	780x	1040x	1560x
1 min	9.85	9.00	8.10	7.45
30 sec	7.90	7.20	6.50	5.95
CLASS AA				
30 sec	6.90	6.25	5.55	4.85
CLASS A				
1 min	7.95	7.10	6.25	5.35
30 sec	6.35	5.70	5.00	4.30

ROS: AA rates apply.

WRTB (FM)

1965
 VINCENNES

Mid 010235-000
 See SRDS Spot Radio Small Markets Edition.

Wabash

Wabash County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

WAYT

1971
 WABASH

Media Code 4 215 9275 9.00 Mid 010236-000
 Conaway Communications Corp.
 1360 S. Wabash, Wabash, IN 46992. Phone 219-563-1161.

PROGRAMMING DESCRIPTION

WAYT: MUSIC: Contemporary Adult format. NEWS: emphasis local & nat'l hrly w/UPI & networks. Contact Representative for further details. Rec'd 12/29/78.

- 1. PERSONNEL**
 President—Daniel C. Schram.
 Vice-Pres. & Gen'l Mgr.—Sandra M. Schram.
- 2. REPRESENTATIVES**
 Regional Reps Corp.
- 3. FACILITIES**
 250 w. days; 1510 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
 None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
 Affiliated with KBS.
 Member: Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 5 Eff 12/31/80—Rec'd 1/5/81.
 AAA—Mon thru Sat 6-10 am.
 AA—3:30-5:30 pm.
 A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | | AAA | | AA | | A | |
|--------|-------|--------|-------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec |
| 1000 x | 6.60 | 5.00 | 5.90 | 4.55 | 5.00 | 3.85 |
| 520 x | 6.95 | 5.15 | 6.20 | 4.80 | 5.30 | 4.10 |
| 312 x | 7.25 | 5.35 | 6.60 | 5.00 | 5.60 | 4.25 |
| 260 x | 7.65 | 5.55 | 6.95 | 5.20 | 5.90 | 4.40 |
| 156 x | 7.95 | 5.90 | 7.25 | 5.35 | 6.15 | 4.55 |
| 104x | 8.30 | 6.25 | 7.65 | 5.55 | 6.50 | 4.70 |
| 52 x | 8.65 | 6.50 | 7.95 | 5.90 | 6.75 | 5.00 |
| 26 x | 9.00 | 6.70 | 8.30 | 6.25 | 7.05 | 5.30 |
| 13 x | 9.35 | 6.95 | 8.65 | 6.50 | 7.35 | 5.50 |
| 1 x | 9.70 | 7.30 | 9.00 | 6.95 | 7.65 | 5.90 |

- 8. PROGRAM TIME RATES**
- | | 1x | 13x | 26x | 52x | 1x | 13x | 26x | 52x |
|--------|----|-----|-----|-----|----|-----|-----|-----|
| 1 hr | 80 | 75 | 70 | 65 | 40 | 35 | 30 | 25 |
| 1/2 hr | 55 | 50 | 45 | 40 | | | | |

- 10. SPECIAL FEATURES**
 News, farm & sports programs. Swap Shop & Community Forum—extra 10%.

WKUZ (FM)

1966
 WABASH

Mid 010237-000
 See SRDS Spot Radio Small Markets Edition.

Warsaw

Kosciusko County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

WRSW

1951
 WARSAW

Mid 010238-000
 See SRDS Spot Radio Small Markets Edition.

WRSW-FM

1948
 WARSAW

Mid 010239-000
 See SRDS Spot Radio Small Markets Edition.

Washington

Daviess County—Map Location C-9
 See SRDS Consumer market map and data at beginning of the state.

WAMW

1955
 WASHINGTON

WFML (FM)

1948
 WASHINGTON



Media Code 4 215 9500 0.00 Mid 010240-000
 Draper Broadcasting Co., Inc.
 3 E. Vantrees St., Box 616, Washington, IN 47501. Phone 812-254-4300, 4301.

PROGRAMMING DESCRIPTION

WAMW, WFML (FM): MUSIC: Crossover Country & Pop Rock. FARM: 15 hrs wkly. NEWS: UPI news, Paul Harvey. SPORTS: I.U. football & basketball; St. Louis Cardinals; Purdue University basketball; motor racing, Indy 500. Contact Representative for further information. Rec'd 11/16/84.

- 1. PERSONNEL**
 Gen'l Mgr. & Owner—David A. Draper.
- 2. REPRESENTATIVES**
 Regional Reps Corp.
- 3. FACILITIES**
 250 w. days; 1580 khz. Non-directional.
 Operating schedule: sunrise-local sunset. EST.
 FM-ERP 50,000 w.; 106.5 mhz. Stereo.
 Operating schedule: 5-2 am. EST.
 Antenna ht.: 340 ft. above average terrain.
- 4. AGENCY COMMISSION**
- 5. GENERAL ADVERTISING See coded regulations**
 Affiliated with ABC Information Radio Network.
 Member: Indiana Broadcasters Group, Harry Martin's Rural Radio Network.

TIME RATES

Eff—Rec'd 10/29/82.

- 6. SPOT ANNOUNCEMENTS**
- | | |
|-----------|-------|
| 1 min, 1x | 13.70 |
|-----------|-------|
- 12/85 (SMD)

West Terre Haute

Vigo County—Map Location B-7
 See SRDS Consumer market map and data at beginning of the state.

See Terre Haute (including West Terre Haute)

Winchester

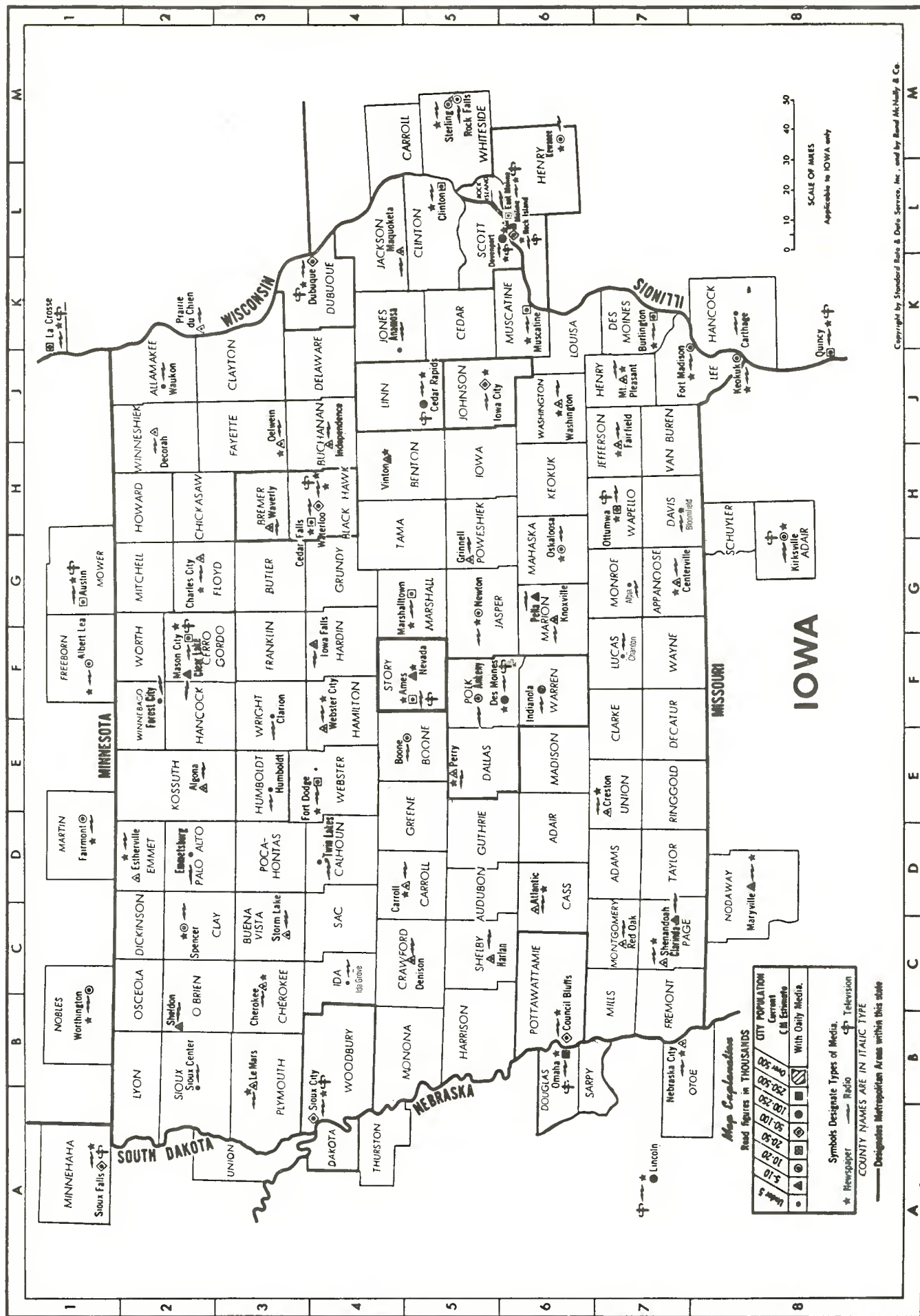
Randolph County—Map Location G-6
 See SRDS Consumer market map and data at beginning of the state.

WZZY (FM)

1967
 WINCHESTER

Mid 010242-000
 See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ames—Story Cedar Falls—Black Hawk		Cedar Rapids—Linn		Council Bluffs— Pottawattamie		Davenport—Scott Des Moines—Polk		Dubuque—Dubuque		Iowa City—Johnson		Sioux City—Woodbury		Waterloo—Black Hawk						
Estimates for:		Gross Household Income—1984								Retail Sales—1984										
STATE		% Distribution of Households				—Total Retail Sales—				—By Selected Store Types—				Passenger		Black		Spanish		
COUNTY—Map Loc.	Population	Households	Per	00000	15000	35000	50000	—Total Retail Sales—	Food	Drug	General	Apparel	Home	Auto	Service	Cars	Pop.	Pop.	Pop.	
CITY	4/1/84	4/1/84	Household	to	to	to	and	Per	(\$000)	(\$000)	Mdsse.	(\$000)	Furn.	(\$000)	Station	4/1/84	4/1/84	4/1/84		
Metropolitan Area	(000)	(000)	(\$000)	(S)	14999	34999	49999	over	(S000)	(S)	(S000)	(S000)	(S000)	(S000)	(S000)	(000)	(000)	(000)		
IOWA STATE TOTALS..	2,901.8	1,056.59	26,740,225	25,308	32.9	43.6	14.4	9.1	14,933,364	14,134	3,275,464	520,768	2,214,798	702,539	742,153	2,527,511	1,327,045	1,839,766	41.2	25.68
ADAIR D-6	9.3	3.57	69,454	19,455	46.8	39.3	8.4	5.6	45,250	12,675	10,235	1,695	7,110	2,056	2,040	7,603	4,070	6.3302
ADAMS D-7	5.4	2.08	37,815	18,180	47.0	44.4	5.5	3.1	25,760	12,385	5,867	980	4,100	1,161	1,134	4,321	2,323	4.0001
ALLAMAKEE J-2	14.8	5.13	95,540	18,824	46.7	42.5	7.3	3.5	64,371	12,548	14,599	2,426	10,165	2,915	2,875	10,808	5,796	8.9403
APPANOOSE G-7	15.2	5.93	115,161	18,420	46.9	39.5	10.0	3.7	75,675	12,761	17,080	2,821	11,844	3,446	3,436	12,721	6,800	9.7309
AUDUBON D-5	7.9	2.96	60,888	20,570	42.5	43.3	7.7	6.5	37,892	12,801	8,541	1,408	5,915	1,729	1,728	6,372	3,403	5.2908
BENTON H-4	23.4	8.55	193,282	23,308	35.2	45.8	12.1	6.9	117,768	13,774	26,011	4,175	17,698	5,498	5,731	19,900	10,494	16.0102
BLACK HAWK H-4	137.2	48.29	1,349,110	27,938	24.5	44.2	17.6	13.6	716,877	14,845	155,210	24,235	103,711	34,204	36,996	121,699	63,387	84.23	8.5	.94
Cedar Falls	36.9	11.93	352,995	29,589	179,957	15,084	38,800	6,023	25,826	8,624	9,396	30,579	15,886	21.74	3	.23
Waterloo	74.6	26.02	751,012	26,803	408,104	14,565	88,799	13,963	59,608	19,368	20,764	69,202	36,154	45.59	8.1	.57
Waterloo-Cedar Falls Metro Area	162.6	57.03	1,575,010	27,617	27.9	44.6	17.0	10.5	841,715	14,759	182,515	28,560	122,127	40,095	43,252	142,842	74,466	100.74	8.6	1.03
BOONE E-5	25.4	9.50	234,857	24,722	34.0	43.4	14.5	8.1	133,434	14,046	29,320	4,673	19,857	6,265	6,596	22,575	11,869	16.9109
BREMER H-3	25.4	8.74	225,894	25,846	31.4	45.5	14.5	8.6	124,838	14,284	27,305	4,325	18,417	5,891	6,256	21,143	11,082	16.5508
BUCHANAN J-4	23.0	7.77	188,276	24,231	35.7	42.4	13.7	8.3	108,282	13,936	23,843	3,811	16,178	5,072	5,319	18,130	9,637	14.1809
BUENA VISTA C-3	20.5	7.61	190,445	25,026	35.6	43.6	11.7	9.1	104,744	13,764	23,143	3,716	15,752	4,888	5,092	17,698	9,334	13.3507
BUTLER G-3	17.7	6.40	148,150	23,148	35.9	46.1	11.5	6.5	87,460	13,666	19,364	3,118	13,204	4,072	4,224	14,770	7,800	12.0304
CALHOUN D-4	13.0	4.66	123,662	24,932	36.2	41.7	12.8	9.3	68,990	13,909	15,197	2,430	10,315	3,230	3,385	11,665	6,141	8.9510
CARROLL D-5	22.7	7.83	195,816	25,008	33.6	45.4	12.2	8.8	109,012	13,922	24,011	3,839	16,296	5,105	5,350	18,433	9,703	13.9305
CASS D-6	16.6	6.46	145,893	22,584	39.8	42.0	11.9	6.4	86,588	13,404	19,268	3,124	13,197	4,008	4,117	14,606	7,738	11.2804
CEDAR K-5	18.3	6.71	166,942	24,880	32.8	44.0	13.8	9.4	94,938	14,149	20,816	3,308	14,071	4,468	4,723	16,070	8,435	12.5510
CERRO GORDO F-2	47.6	18.49	462,033	24,988	33.1	45.1	13.3	8.5	260,225	14,063	57,108	9,096	38,660	12,215	12,873	43,997	23,119	30.92	2	.93
CHEROKEE C-3	15.5	5.75	142,786	24,832	36.8	42.1	11.4	9.9	79,109	13,758	17,481	2,807	11,899	3,691	3,844	13,366	7,050	10.3504
CHICKASAW H-2	15.4	5.39	117,539	21,807	37.5	46.5	10.2	5.8	72,241	13,403	16,075	2,606	11,010	3,344	3,435	12,186	6,456	9.9603
CLARKE C-7	19.6	7.45	158,504	24,831	46.3	40.0	6.5	5.2	103,539	12,547	9,876	1,641	6,877	1,971	1,944	7,310	3,920	6.0603
CLAY C-2	18.6	7.45	158,504	24,831	37.5	43.1	12.5	8.8	102,701	13,785	22,676	3,638	15,424	4,796	5,003	17,355	9,150	13.1905
CLAYTON J-3	20.9	7.47	183,504	24,831	43.6	41.8	8.9	5.7	96,436	12,910	21,695	3,568	15,002	4,409	4,426	16,224	8,655	13.1607
CLINTON L-5	58.4	20.25	534,531	26,397	27.8	45.9	17.7	9.6	298,508	14,741	64,749	10,136	43,339	14,214	15,325	50,654	26,413	34.47	5	.29
CRAWFORD C-5	18.4	6.52	156,176	23,953	36.1	42.0	14.5	7.3	90,983	13,954	20,025	3,199	13,582	4,264	4,475	15,387	8,096	11.7211
DALLAS E-5	30.4	11.09	292,438	26,370	29.0	45.2	16.9	8.9	161,987	14,607	35,223	5,533	23,630	7,693	8,257	27,472	14,347	20.79	1	.20
DAVIS H-7	9.3	3.37	70,221	20,837	44.7	39.9	8.5	6.9	43,909	13,029	9,851	1,614	6,796	2,014	2,033	7,392	3,937	6.2003
DECATUR E-7	8.7	3.44	64,179	18,657	48.3	38.0	9.2	4.5	43,754	12,719	9,883	1,633	6,857	1,991	1,982	7,354	3,933	5.8408
DELAWARE J-4	18.8	6.23	137,075	22,002	38.1	45.2	10.1	6.7	83,552	13,411	18,589	3,013	12,730	3,869	3,975	14,094	7,466	11.3106
DES MOINES K-7	45.2	17.10	430,106	25,152	32.6	44.4	15.1	7.8	242,538	14,184	53,151	8,440	35,911	11,421	12,085	41,059	21,546	29.31	1.0	.46
DICKINSON C-2	16.6	6.47	163,486	25,268	33.3	46.4	11.5	8.8	89,418	13,820	19,300	3,162	13,412	4,179	4,365	15,113	7,964	11.8305
DUBUQUE K-4	94.0	30.36	813,514	26,796	31.7	43.8	15.6	8.9	441,591	14,545	96,116	15,120	64,538	20,949	22,447	74,874	39,125	50.19	2	.46
Dubuque	61.5	20.89	547,242	26,196	299,709	14,347	65,472	10,351	44,108	14,162	15,074	50,775	26,592	31.85	2	.35
Dubuque Metro Area	94.0	30.36	813,514	26,796	29.6	45.0	16.1	9.3	441,591	14,545	96,116	15,120	64,538	20,949	22,447	74,874	39,125	50.19	2	.46
EMMET D-2	12.8	4.68	117,856	25,183	33.4	44.7	13.4	8.4	65,799	14,060	14,450	2,301	9,782	3,091	3,258	11,133	5,850	8.2004
FAYETTE J-3	24.5	8.79	193,002	21,957	40.6	42.7	10.4	6.3	117,203	13,334	26,127	4,245	17,923	5,415	5,541	19,761	10,481	15.2420
FLOYD G-2	19.3	7.04	156,659	22,253	37.4	45.5	11.4	5.7	95,177	13,519	21,131	3,415	14,444	4,418	4,558	16,063	8,498	12.6810
FRANKLIN F-3	12.8	4.94	112,437	22,761	37.0	45.7	11.1	6.3	67,148	13,593	14,887	2,402	10,164	3,121	3,230	11,336	5,992	8.9012
FREMONT B-7	9.3	3.56	75,593	21,234	42.1	40.8	10.5	6.5	47,143	13,242	10,527	1,714	7,232	2,174	2,217	7,946	4,219	6.6805
GREENE E-5	11.7	4.55	103,558	22,738	39.8	41.8	11.5	6.9	61,365	13,487	13,637	2,207	9,329	2,845	2,930	10,354	5,481	8.1302
GRUNDY G-4	14.2	5.20	146,871	26,244	27.7	44.5	16.0	11.8	76,774	14,764	16,647	2,605	11,138	3,657	3,946	13,029	6,792	9.5404
GUTHRIE D-5	11.7	4.50	92,102	20,467	44.1	40.9	9.4	5.5	58,447	12,988	13,128	2,155	9,066	2,677	2,696	9,837	5,242	8.2602
HAMILTON F-4	17.5	6.55	167,692	25,602	31.2	46.2	12.7	9.9	92,627	14,142	20,316	3,230	13,736	4,358	4,604	15,678	8,231	12.0409
HANCOCK F-2	13.6	4.95	112,153	22,657	35.8	48.0	9.8	6.4	66,263	13,386	14,749	2,392	10,104	3,067	3,148	11,176	5,922	9.0509
HARDIN F-4	21.3	8.03	193,306	24,073	34.9	45.7	11.5	7.9	110,650	13,780	24,434	3,921	16,622	5,167	5,388	18,698	9,859	14.0608
HARRISON B-5	16.1	5.93	126,432	21,321	43.1	40.2	10.3	6.3	78,052											

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984					Retail Sales—1984					Retail Sales—1984					Paaner-ger Car 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				—Total Retail Sales—		By Selected Store Types										
				00000	15000	35000	50000	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)				Service Station (\$000)	
POWESHIEK H-5	19.3	6.92	154,922	22,388	37.4	45.6	11.6	5.4	93,514	13,514	20,764	3,356	14,194	4,340	4,477	15,782	8,350	12.21	.1	.07
RINGGOLD E-7	5.9	2.33	40,218	17,261	56.4	33.0	6.1	4.5	28,191	12,099	6,464	1,089	4,542	1,260	1,212	4,721	2,549	4.1802
SAC C-4	13.3	5.09	117,144	23,015	37.3	46.1	9.3	7.4	67,958	13,351	15,143	2,459	10,384	3,141	3,218	11,459	6,076	9.0303
SCOTT L-5	164.5	58.75	1,795,250	30,557	28.3	43.3	17.2	11.1	904,830	15,401	194,057	29,894	128,527	43,606	47,941	153,940	79,716	100.91	6.8	3.65
Davenport	103.8	38.55	1,072,790	27,829	569,771	14,780	123,503	19,316	82,613	27,151	29,308	96,700	50,402	59.92	6.3	2.87
Davenport-Rock Island-Moline Metro Area	390.0	141.57	4,146,340	29,288	25.8	42.2	19.2	12.8	2,145,100	15,152	461,971	71,591	307,167	102,926	112,361	364,602	189,285	240.95	17.4	11.74
SHELBY C-5	14.5	5.08	115,630	22,762	37.7	45.5	9.4	7.4	67,880	13,362	15,124	2,456	10,371	3,138	3,214	11,446	6,069	9.6905
SIOUX B-2	31.3	10.18	238,871	23,465	33.3	49.3	10.0	7.3	139,331	13,687	30,827	4,959	21,007	6,492	6,745	23,534	12,423	18.2909
STORY F-4	75.3	24.94	643,473	25,801	36.6	38.4	14.1	10.8	354,211	14,203	77,588	12,313	52,399	16,688	17,674	59,970	31,460	43.27	.8	.64
Ames	47.9	14.99	380,491	25,383	210,313	14,030	46,222	7,369	31,311	9,872	10,389	35,579	18,704	24.43	.8	.56
TAMA H-4	18.8	6.87	161,753	23,545	35.5	44.4	13.8	6.4	95,144	13,849	20,986	3,362	14,262	4,448	4,649	16,082	8,473	12.3808
TAYLOR D-7	7.9	3.13	55,201	17,636	53.2	35.4	7.2	4.2	38,126	12,181	8,722	1,465	6,117	1,709	1,652	6,388	3,444	5.5403
UNION E-7	13.7	5.29	112,566	21,279	42.8	41.5	10.1	5.6	69,502	13,138	15,559	2,542	10,713	3,196	3,242	11,707	6,226	9.2304
VAN BUREN H-7	8.3	3.09	51,405	16,636	52.9	38.1	5.7	3.4	37,277	12,084	8,551	1,441	6,011	1,665	1,600	6,242	3,371	5.5802
WAPELLO H-7	38.4	14.82	343,189	23,157	38.4	43.3	12.3	6.3	201,302	13,583	44,639	7,203	30,480	9,356	9,677	33,983	17,965	24.53	.3	.16
WARREN F-6	37.2	12.39	320,462	25,865	27.1	47.4	17.8	7.7	182,450	14,726	39,581	6,198	26,496	8,687	9,363	30,959	16,145	24.44	.1	.19
WASHINGTON J-6	20.2	7.28	171,212	23,518	37.7	42.6	11.5	8.2	98,851	13,578	21,918	3,536	14,965	4,536	4,753	16,688	8,821	13.1211
WAYNE F-7	8.0	3.25	53,270	16,391	56.3	36.2	4.0	3.5	38,053	11,709	8,811	1,502	6,241	1,681	1,578	6,357	3,454	5.5602
WEBSTER E-4	44.2	16.35	402,054	24,590	35.4	42.8	13.3	8.6	227,350	13,905	50,086	8,011	34,001	10,644	11,151	38,440	20,238	28.10	.8	.46
WINNEBAGO F-2	12.8	4.81	108,321	22,520	36.7	47.6	10.2	5.5	64,360	13,380	14,334	2,326	9,825	2,977	3,052	10,854	5,753	8.1908
WINNEBUEK J-2	21.5	7.00	155,403	22,200	41.3	41.5	10.3	6.9	92,470	13,210	20,663	3,368	14,204	4,261	4,339	15,582	8,277	12.63	.1	.06
WOODBURY B-4	98.7	36.08	915,902	25,385	34.0	42.2	14.6	9.2	511,157	14,167	112,040	17,797	75,712	24,065	25,455	86,529	45,412	57.91	1.1	1.12
Sioux City	79.4	29.35	755,555	25,743	416,640	14,196	91,269	14,486	61,643	19,628	20,784	70,538	37,006	45.17	1.1	1.05
Sioux City Metro Area	116.6	42.31	1,075,550	25,421	33.1	43.8	14.4	8.8	601,702	14,221	131,757	20,900	88,957	28,359	30,051	101,879	53,436	68.98	1.2	1.62
WORTH F-2	8.9	3.40	77,111	22,680	37.3	46.4	10.1	6.2	45,241	13,306	10,086	1,639	6,919	2,090	2,139	7,628	4,046	6.1307
WRIGHT F-3	15.7	6.05	150,019	24,797	36.0	41.9	12.9	9.2	83,758	13,844	18,471	2,958	12,551	3,917	4,095	14,158	7,459	10.5208

IOWA

IOWA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

BROWNFIELD NETWORK

(A division of Learfield Communications, Inc.)

IOWA GROUP



Mid 011638-002

Business Office: 216 E. McCarty St., Jefferson City, MO 65101. Phone 314-636-5141.

See listing under Regional Radio Networks and Groups. (CR-3)

Iowa Ag Radio Group

Comprised of Non-Interconnected Stations

KLBA—Albia
KLG—Algona
KLEH—Anamosa
KXOF—Bloomfield
KWBG—Boone
KPCS—Burlington
KCOG—Centerville
KCHA/KCHA-FM—Charles City
KCHE—Cherokee
KOIS (FM)—Clarinda
KRIT (FM)—Clarion
KDEC—Decorah
KADR/KCTN (FM)—Elkader/Garnaville
KEMB (FM)—Emmetsburg
KILR—Estherville
KLOW (FM)—Forest City
KBKB—Fort Madison
KGRN—Grinnell

Media Code 4 216 0060 2.00 Mid 034001-000
Box 1004, New Canaan, CT 06840. Phone 203-966-1746.
Midwest Office.
Box 4446, Cedar Rapids, IA 52407. Phone 319-895-6723.
Western Office.
1510 Winding Way, Belmont, CA 94002. Phone 415-593-1249.

PROGRAMMING DESCRIPTION

IOWA AG RADIO GROUP: Local, regional, national & international agri-business news, ag weather, commodity reports, livestock & grain market updates. Contact Representative for further details. Rec'd 7/2/84.

1. PERSONNEL

President—Jack Farmakis.
Vice-Pres., Media Director—Jan Anderson.
Sales Coordinator—Debbie Erichs.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.

IOWA RADIO NETWORK



Comprised of Interconnected Stations

KJAN/KJAN-FM—Atlantic
KROS—Clinton
KSAY (FM)—Clinton
KTR (FM)/KSIB—Creston
KDSN—Dennison
KDSN-FM—Dennison
WDBQ—Dubuque
KILR—Estherville
KILR-FM—Estherville
KVFD—Fort Dodge

Media Code 4 216 0120 4.00 Mid 010244-000
Mailing Address: 319-21 E. 5th St., Des Moines, IA 50309. Phone 515-244-2115.

PROGRAMMING DESCRIPTION

IOWA RADIO NETWORK: UPI newscasts M-Sat 4:30 am, hly at :60; news feeds M-F at :10. Sportscasts M-F at :45, 5:45 am-9:45 pm; also at 1:25 pm. Weather for participating stations 6:10 am, 10:30 am, state at 10:45 am. Market reports 6:45, 8:30, 9:59, 10:36, 10:59, 11:35, 11:59 am, 12:35 (ll. report), 12:50 (Omaha), 1:45 pm. Business reports at 1:45, 2:45 pm. Grain Futures at 10:59. Peoria Market report 11:35 am. IRN news exchange at 11:48 am. Replacement cattle & feeder pig report at 11:54 am. Afternoon IRN news exchange, statehouse feed at 4:10 & 4:48. Sat network news feed 6:05 am & 9:05 am. Replacement cattle & feeder pig report 11:54 am. U. N. week, 14-1/2 min at 11:25 am. Contact Representative for further details. Rec'd 11/29/79.

1. PERSONNEL

President—Dave Rieck.
Nat'l Sales Mgr. & Treas.—C. Ross Martin.

2. REPRESENTATIVES

Midwest Radio Reps.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.

Comb., Cont. Discounts: 60k.

Cancellation: 71a, 73a.

Stations can be bought in any combination desired.
Programs may originate from any one of the 16 stations.
Production services of each of the stations available to advertisers for programs and specialized spot announcements.
Uniform Product Surveys and Merchandising assistance available on all accounts.

TIME RATES

Individual rates apply for each station. 5% discount for 7 or more stations. 10% discount for all stations.

THE LEIGHTON FARM GROUP



Media Code 4 216 0210 3.00 Mid 034452-000
Box 774, Independence, IA 50644. Phone 319-334-2549.

PROGRAMMING DESCRIPTION

THE LEIGHTON FARM GROUP: Farm programs for reg'l & local audience; hly market reports; soybean, corn & pork updates; interviews with leading farm spokesman; 7 men Farm Advisory Board. Contact Representative for further details. Rec'd 6/15/84.

1. PERSONNEL

Manager—Jack Teiken.
Farm Director—Bill Dalquist.

2. REPRESENTATIVES

Market 4 Radio.
MO, KS, OK, CO—Eugene F. Gray Co., Inc.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 7/15/84.

6. SPOT ANNOUNCEMENTS

GUARANTEED TIMES—6:8:30 AM & 11:30 AM-1 PM
GROUP: 1 min GROUP: 1 min
KCII/KCII-FM 21 KOUR/KOUR-FM 21
KNIA 18

Albia

Monroe County—Map Location G-7

See SRDS Consumer market map and data at beginning of the state.

KLBA

1979

ALBIA

Mid 028885-000

See SRDS Spot Radio Small Markets Edition.

Algona

Kossuth County—Map Location E-2

See SRDS Consumer market map and data at beginning of the state.

KLG

1956

ALGONA

KLG-FM

1970

ALGONA

Mid 010245-000

See SRDS Spot Radio Small Markets Edition.

Ames

Story County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KASI

1948

AMES



Media Code 4 216 0480 2.00 Mid 010246-000
Ames Broadcasting Co., Inc., a subsidiary of Cowle Enterprises Ltd.
Box 728, Radio Center, Ames, IA 50010. Phone 515-232-1430.

PROGRAMMING DESCRIPTION

KASI: Target audience adults 25+. MUSIC: Country. NEWS: emphasis local & reg'l. 5-min casts at :60; 3-30-min casts daily. Farm news & market reports in 12N news. SPORTS: play-by-play U & local high school football & basketball. Rec'd 3/26/82.

1. PERSONNEL

President—Dale Cowle.
Vice-Pres. & Gen'l Mgr.—Betty A. Baudler.

3. FACILITIES

1,000 w. days; 1430 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 21a, 22a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51c

Comb., Cont. Discounts: 60a, 60e, 60i, 61a, 62b

Cancellation: 70a, 70c, 71a, 72.

Prod. Service: 80, 81, 82.

FM facilities: KCCO (FM).

TIME RATES

Eff—Rec'd 5/29/84.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun all day.

3. **FACILITIES**
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time and talent.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
AM facilities: KASI.

TIME RATES
Elif—Rec'd 5/29/84.

AA—6-9 am & 4-6 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti | 12 ti | 24 ti | 6 ti | 12 ti | 24 ti |
|---------|---------------|-------|-------|-------|-------|-------|
| 1 min | 18.00 | 17.75 | 16.50 | 16.00 | 15.25 | 14.50 |
| 30 sec | 80% of 1-min. | | | | | |

May be combined with KASI for frequency discount.

KEZT (FM)

1967
AMES



Media Code 4 216 0600 5.00
Bunce Broadcasting Corp.
428 Fifth St., Box 1647, Ames, IA 50010. Phone 515-232-0104, Des Moines, 244-0115.



Mid 010248-000

PROGRAMMING DESCRIPTION

KEZT (FM): Programmed for adults 18-49. MUSIC: Easy Contemporary format. COMMERCIAL POLICY: max 9 min/hr. Rec'd 6/3/82.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Robert D. Bunce.
Operations Manager—Rich Weiss.
Sales Coordinator—Diane Schaal Potter.
2. **REPRESENTATIVES**
Masla Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 465 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 net time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 26, 28b.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 6/1/84—Rec'd 6/25/84.

AAA—10 am-7 pm.
AA—6-10 am.
A—7 pm-1 am.

6. **SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | 30 sec |
|---------|-------|--------|
| 6 ti | 18 | 16 |
| 12 ti | 17 | 15 |
| 24 ti | 16 | 14 |
| 6 ti | 15 | 13 |
| 12 ti | 14 | 12 |
| 18 ti | 13 | 11 |
| 24 ti | 12 | 10 |
- Specified times, extra 2.50.
7. **PACKAGE PLANS**
WEEKEND ROS—6 SAT, 6 SUN, 6 MON/6 SUN, 6 MON, 6 TUES
- | 1 min | 30 sec |
|------------------------------|--------|
| 18 ti | 16 |
| Specified times, extra 2.50. | |

Anamosa

Jones County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

KLEH

1979
ANAMOSA

See SRDS Spot Radio Small Markets Edition. Mid 010249-000

Ankeny

Polk County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KJJY (FM)

1978
ANKENY

Media Code 4 216 0660 9.00
Ankeny Broadcasting Corp.
1551 N. E. 66th Ave., Des Moines, IA 50313. Phone 515-289-2444.

PROGRAMMING DESCRIPTION

KJJY (FM): MUSIC: Mass appeal Pop Country. NEWS: full time local dept w/UPI wire service. Contact Representative for further details. Rec'd 2/28/83.

1. **PERSONNEL**
President—Robert F. (Doc) Fuller.
Senior Vice-President—J. J. Jeffrey.
Reg'l Vice-Pres. & Gen'l Mgr.—William M. Cloutier.

2. **REPRESENTATIVES**
Roslin Radio Sales.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Networks.
Affiliated with Supernet.
- TIME RATES**
6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)

Atlantic

Cass County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KJAN

1950
ATLANTIC

KJAN-FM

1966
ATLANTIC



Media Code 4 216 0720 1.00 /
Nishna Valley Broadcasting Co., Inc.
Box 389, Atlantic, IA 50022. Phone 712-243-3920.



Mid 010251-000

PROGRAMMING DESCRIPTION

KJAN/KJAN-FM: Programmed for general interest. MUSIC: MOR daytime, C & W nighttime. FARM: emphasis farm information, markets, weather, extension reports & news; farm hr 6-7 am. NEWS: UPI wire & audio; emphasis local; weather service. SPORTS: play-by-play high school & college. Contact Representative for further details. Rec'd 4/14/77.

1. **PERSONNEL**
Regional Sales Manager—E. G. (Red) Faust.
Local Sales Manager—Bob Bebensee.
Farm Director—Bob Einhaus.
2. **REPRESENTATIVES**
Midwest Radio Reps.
3. **FACILITIES**
250 w. days; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 103.7 mhz.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 405 ft. above average terrain.
Simulcast 6 am-local sunset.
4. **AGENCY COMMISSION**
15/0 monthly.

TIME RATES

No. 18 Eff 6/1/83—Rec'd 4/7/83.
AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm.
A—9-11:30 am, 1:30-4 pm & 6:30-11 pm.

6. **SPOT ANNOUNCEMENTS**
- | CLASS AA | CLASS A |
|-------------|---------------------------|
| 1 min, flat | 16.00 20/30 sec, flat |
| 1 min | 1x 26x 52x 104x 156x |
| 20/30 sec | 10.00 9.50 9.00 8.75 8.50 |
| | 8.00 7.50 7.00 6.75 6.50 |
| 1 min | 260x 312x 520x 1040x |
| 20/30 sec | 8.25 8.00 7.75 7.50 |
| | 6.25 6.00 5.75 5.50 |

SATURATION—ROS

PER WK:	6 ti	12 ti	18 ti	24 ti	48 ti
1 min	9.00	8.75	8.50	8.25	8.00
30 sec/less	7.00	6.75	6.50	6.25	6.00

7. **PACKAGE PLANS**
- | CLASS AA | 1/4 hr | 10 min | 5 min |
|----------|---------|--------|-------|
| 1 x | 30.00 | 24.00 | 18.00 |
| | CLASS A | | |
| 1x | 26x | 52x | 104x |
| 25.00 | 22.00 | 20.00 | 18.00 |
| 17.50 | 16.00 | 15.00 | 14.00 |
| 15.00 | 13.00 | 12.00 | 11.50 |
| | 11.00 | 10.50 | 10.00 |
- (*) 1/4 hr.
(†) 10 min. (SMD)

Bettendorf

Scott County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

See Davenport (IA)—Rock
Island-Moline (IL)
(including Bettendorf, IA, East Moline, IL)

Bloomfield

Davis County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KXOF-FM

1982
BLOOMFIELD

Mid 027685-000
See SRDS Spot Radio Small Markets Edition.

Boone

Boone County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KWBG

1950
BOONE

Mid 010252-000
See SRDS Spot Radio Small Markets Edition.

KWBG-FM

1975
BOONE

Mid 010253-000
See SRDS Spot Radio Small Markets Edition.

Burlington

Des Moines County—Map Location K-7
See SRDS Consumer market map and data at beginning of the state.

KBUR

1941
BURLINGTON



McGAVREN GUILD RADIO



Media Code 4 216 0960 3.00
R. B. Co., Inc.
1411 N. Roosevelt Ave., Burlington, IA 52601. Phone 319-752-2701.

Mid 010254-000

PROGRAMMING DESCRIPTION

KBUR: MUSIC: MOR. PERSONALITIES handle all segments. NEWS: Network at :55 followed by local & reg'l; 24 hr news staff. Weather: nat'l service, official weather recording station. FARM: 14 hrs, farm markets, news & weather, market & state service reports. SPORTS: U. football & basketball play-by-play; 42 sport features wkly. Talk shows 1-2 pm, women's interest, outdoors & river. Contact Representative for further details. Rec'd 4/2/80.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—David H. Steinkle.
Sales Manager—James M. Livengood.
Farm Director—Cletus Paull.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only; monthly.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20a, 21b, 22a, 24a, 25b, 27, 28a, 28c, 29a, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGRS (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

No. 20 Eff 9/1/83—Rec'd 11/21/83.
Farm—Mon thru Sat 6:30 am & 11:30 am-1:30 pm.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—5-6 am, 10-11:30 am, 1:30-3 pm & 5 pm-midnight.
Overnight—Mon thru Sat midnight-5 am.

6. **SPOT ANNOUNCEMENTS**
- | CLASS AA | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
|--|---------|------|-------|-------|-------|
| 1 min | 25 | 24 | 23 | 22 | 21 |
| 30 sec | 20 | 19 | 18 | 17 | 16 |
| | CLASS A | | | | |
| 1 min | 22 | 21 | 20 | 19 | 18 |
| 30 sec | 18 | 17 | 16 | 15 | 14 |
| Overnight: 1-min, flat 10.00; 30 sec, flat 8.00. | | | | | |
7. **PACKAGE PLANS**
- | TAP—1/2AA, 1/2A | 12 ti | 18 ti | 24 ti |
|-----------------|-------|-------|-------|
| 1 min | 20 | 19 | 18 |
| 30 sec | 16 | 15 | 14 |
10. **SPECIAL FEATURES**
FARM: 1 ti 6 ti 12 ti FARM: 1 ti 6 ti 12 ti
1 min 35 33 28 30 sec 28 26 23

KCP5
1965
BURLINGTON

M Masla Radio

Media Code 4 216 0980 1.00
Town & Country Broadcasting Corp.
408 N. Main, Box 946, Burlington, IA 52601. Phone 319-754-7565.

Mid 010255-000

PROGRAMMING DESCRIPTION
KCP5: Programmed for general interest. MUSIC: 90% Modern Country; 10% Adult Contemporary. NEWS: network at :60, local 2x early AM, 1 midday, 1 evening; weather updates thru day. FARM: network 12x/day plus capsule reports & weather. SPORTS: network early AM & early evening plus 10 wknd reports; local & reg'l scores. Contact Representative for further details. Rec'd 10/25/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—James H. Honaker.
Farm & Prog. Dir.—Darrell Michelson.
2. **REPRESENTATIVES**
Masla Radio.
Farm—J. Farmakis, Inc.
3. **FACILITIES**
500 w.; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g, 15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with RKO TWO.
Affiliated with Brownfield Network.
Member: Iowa Ag Radio Group.

TIME RATES

No. 104 Eff 1/1/83—Rec'd 1/20/83.
AA—Mon thru Sat 6-10 am, noon-1:30 pm & 3:30 pm-sign-off.
A—Mon thru Sat 10:01-11:59 am & 1:31-3:29 pm; Sun 6 am-sign-off.

6. **SPOT ANNOUNCEMENTS**
- | CLASS AA | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
|-----------------------|---------|------|-------|-------|-------|
| 1 min | 18 | 17 | 16 | 15 | 14 |
| 30 sec | 15 | 14 | 13 | 12 | 11 |
| | CLASS A | | | | |
| 1 min | 15 | 14 | 13 | 12 | 11 |
| 30 sec | 12 | 11 | 10 | 9 | 8 |
| 10 sec: 50% of 1-min. | | | | | |
7. **PACKAGE PLANS**
BTA, PER WK: 12 ti 18 ti 24 ti
1 min 12 11 10
30 sec 10 9 8
10 sec: 50% of 1-min.
8. **PROGRAM TIME RATES**
1/4 hr 5 min
1 x 45 30

KDWD (FM)

1981
BURLINGTON

Media Code 4 216 0990 0.00
Hensley Broadcasting, Inc.
501 N. 3rd St., Box 832, Burlington, IA 52601. Phone 319-752-5402.
1 min rate 1x: 18.00.

Mid 029128-000

KGRS (FM)

1967
BURLINGTON

Media Code 4 216 1000 7.00
R. B. Co., Inc.
1411 N. Roosevelt Ave., Burlington, IA 52601. Phone 319-752-2701.

Mid 010256-000

PROGRAMMING DESCRIPTION
KGRS (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary—current hits plus gold from 60's, 70's & 80's. NEWS: 2-person full time staff for local & reg'l coverage; emphasis early AM & PM drive times plus noon hr; weather: nat'l wire service; official weather recording station. SPORTS: local, reg'l, & nat'l scores. Contact Representative for further details. Rec'd 7/18/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—David H. Steinkle.
Manager—James M. Livengood.
Program Director—Steve Hexom.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 21,500 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only; monthly.

IOWA

Burlington—cont

KGRS (FM)—cont

5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20a, 21b, 22a, 24a, 25b, 27, 28a, 28c, 29a, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61c, 62d.
Prod. Services: 80, 81, 82.
AM facilities: K BUR.
Affiliated with ABC FM Network.

TIME RATES

Eff. Rec'd 7/18/84.

AA—Mon thru Fri 6-11 am & 3-7 pm; Sat 10 am-3 pm.
BTA—Mon thru Sun 6 am-11 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AA	15 13 11 19 11 13 11 19 11	25 23 20 20 19 16
BTA	22 20 17 18 16 14	

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS:	11	13	19-24
Ea	22	20	18

Carroll

Carroll County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KCJM

1950
CARROLL

Mid 010257-000

See SRDS Spot Radio Small Markets Edition.

KKRL (FM)

1967
CARROLL

Mid 010258-000

See SRDS Spot Radio Small Markets Edition.

Cedar Falls

Black Hawk County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Waterloo (including Cedar Falls)

Cedar Rapids

Linn County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

KCDR

1949
CEDAR RAPIDS

NRBA

Media Code 4 216 1290 4.00 Mid 010259-000
Dulaney Broadcasting Co.
1957 Blairs Ferry Rd., N.E., Cedar Rapids, IA 52402.
Phone 319-393-1450.

2. REPRESENTATIVES

Christal Radio
Rates have been temporarily withdrawn by station.

KCRG

1947
CEDAR RAPIDS

Torbet Radio

Media Code 4 216 1320 9.00 Mid 010260-000
The Cedar Rapids Television Co.
Second Ave. at Fifth St., S. E., Cedar Rapids, IA 52401.
Phone 319-398-8422, TWX, 910-525-1341, TLX, 910-438-035.

PROGRAMMING DESCRIPTION

KCRG: Programmed for adults 30+. MUSIC: memorable hits from 40-70's. NEWS: network at :60 all day; additional local at :30 during drivetimes; radar weather forecasts in all newscasts; staff meteorologist. SPORTS: U of Iowa football. Contact Representative for further details. Rec'd 8/3/84.

1. PERSONNEL

Chairman of Board—Joseph F. Hladky, Jr.
Vice-Pres. & Gen'l Mgr.—Ed Lasko.
Sta. & Sales Mgr.—L. E. (Red) Rizer.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w.; 1600 khz. Directional nights.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 26, 28c, 29a, 30.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47e, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KFMW (FM)

1968
WATERLOO



(This is a paid duplicate of the listing under Waterloo, Iowa.)

Media Code 4 216 9180 9.00 Mid 010380-000
Forward Broadcasting of Iowa
Box 1330, Waterloo, IA 50704, Phone 319-234-2200.

PROGRAMMING DESCRIPTION

KFMW (FM): MUSIC: Contemporary hits; live AIR PERSONALITIES. COMMERCIAL POLICY: 12 min/hr. FEATURES: constant promotions & audience participation. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Cliff Thompson.
General Sales Manager—Steve Winkey.
Sales Assist. & Traffic—Kitty Jensen.

2. REPRESENTATIVES

Hillier, Newark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 1,800 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
AM facilities: KWLO.
Affiliated with NBC—The Source.
Sold in combination with KWLO. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 10.00 from KWLO/KFMW (FM) combination. (D) (A)

KHAK

1961
CEDAR RAPIDS



Media Code 4 216 1440 5.00 Mid 010261-000
A Stoner Broadcasting Systems, Inc.
100 First Ave., N. E., Suite 9, Cedar Rapids, IA 52402.
Phone 319-365-9431.

Rates have been temporarily withdrawn by station.

KHAK-FM

1961
CEDAR RAPIDS



M'GAVREN GUILD RADIO



Media Code 4 216 1441 3.00 Mid 010262-000
A Stoner Broadcasting Systems, Inc.
100 First Ave., N. E., Suite 9, Cedar Rapids, IA 52401.
Phone 319-365-9431.

PROGRAMMING DESCRIPTION

KHAK-FM: Programmed for adult audience 25-54. MUSIC: modern country. NEWS: network & local at :60 & :30. SPORTS: 7 sportscasts daily; live local high school football & basketball; univ football & basketball. FARM: 3 news, market & trends reports per day. Contact Representative for further details. Rec'd 6/21/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mary Quass.
Program Director—Jay Allan.
General Sales Manager—Kerry Murray.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w.; 98.1 mhz.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 485 ft. above average terrain.

Partial simulcast operation. Simulcast Mon thru Sat 6-9 am & 3-6 pm; Sun 6 am-noon. For non-simulcast facilities see KHAK.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 10e, 11b, 12b, 12e, 13b, 13e, 14b, 14e, 15c, 15e.
Contracts: 40a, 41, 44a, 45, 46.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with RKO TV.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KKRQ (FM)

1965
IOWA CITY



(This is a paid duplicate of the listing under Iowa City, Iowa.)

Media Code 4 216 5790 9.00 Mid 010326-000
Iowa City Broadcasting
North Dubuque & I-80, Box 2388, Iowa City, IA 52244.
Phone 319-354-9500.
Other Office: 3343 Southgate Ct., Cedar Rapids, IA 52404. Phone 319-362-4099.

PROGRAMMING DESCRIPTION

KKRQ (FM): Programs Adult Contemporary 18-34, to university audience. SPORTS: Univ play-by-play sports. MUSIC: blend of Current Hits & featured album cuts. Promotion oriented, Special music programs. Contact Representative for further details. Rec'd 4/30/80.

1. PERSONNEL

General Manager—Randy Holland.
Cedar Rapids Sales Manager—Steve Sinicropi.
Program Director—Ted Jacobsen.

2. REPRESENTATIVES

Hillier, Newark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 850 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING

See coded regulations
General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KXIC.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff. Rec'd 3/1/82.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—7 pm-midnight & Sun, ROS.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
WK:	6 12 12 24 48 48	
AAA	28.00 24.00 21.50 19.00	
AA	24.00 22.00 19.50 17.00	
ROS/A	22.00 20.00 17.50 15.00	

	6 ti	12 ti	24 ti	48 ti
WK:	6 12 12 24 48 48			
AAA	22.50 20.50 18.50 16.00			
AA	20.50 18.50 16.50 14.00			
ROS/A	18.50 16.50 14.50 12.00			

Specified, extra 10%. (D) (A)

KQCR (FM)

1975
CEDAR RAPIDS



Torbet Radio

NRBA

Media Code 4 216 1620 2.00 Mid 010263-000
Cedar Rapids Broadcasting Inc.
1110 26th Ave. S.W., Box 876, Cedar Rapids, IA 52406.
Phone 319-363-2061.

PROGRAMMING DESCRIPTION

KQCR (FM): Programmed for 18-49 young adult. MUSIC: Contemporary Hits, 75% currents, 25% gold from previous 20 yrs. AIR PERSONALITIES handle all segments. NEWS: 6-9 am & late afternoon; emphasis on local & reg'l, presented in format. SPORTS: 6-9 am, scores throughout day. FEATURES: 2 man AM show, Gary & Todd, American Top 40 Sun 10 am-2 pm, Rick Dees 7-11 pm. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

President—Dale Cowle.
General Manager—Bill Clymer.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 24b, 24c, 25a, 27, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 71a, 72.
Prod. Services: 81.

TIME RATES

Eff. Rec'd 4/2/84.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.

A—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

B—Mon thru-Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA	A	B	AA	A	B
1 min	35	30	20	30	sec	28 24 16

KRNA (FM)

KRNA-93

1974
IOWA CITY



Masla Radio

Mid 010327-000

See listing under city of license.

ADVERTISEMENT

KRNA, Inc., 2105 A.C.T. Circle, Iowa City, Ia. 52240.
Phone 319-351-9300.

1. PERSONNEL

General Manager—Eliot Keller.
Sales Manager—David Haney.

2. REPRESENTATIVES

Jack Masla Radio.

3. FACILITIES

ERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 590 ft. Above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 15 Eff 1/30/84—Rec'd 1/25/84.

Drive—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.

Midday—Mon thru Fri 10 am-3 pm.

Eve—Mon thru Sat 7 pm-midnight.

ROS—Mon thru Sun 5:30 am-midnight.

6. SPOT ANNOUNCEMENTS

WK:	1 min	30 sec
GRID:	1 2 3 4 1 2 3 4	
Drive	34 31 28 25 27 25 23 21	
Midday	29 26 23 21 22 20 18 17	
EVE/ROS	25 23 20 17 18 17 15 14	

KTOF (FM)

1971
CEDAR RAPIDS

Media Code 4 216 1650 9.00 Mid 015962-000
Young Broadcasting, Co.
1957 Blairs Ferry Rd., N. E., Cedar Rapids, IA 52402.
Phone 319-393-1045.

Rates have been temporarily withdrawn by station.

WMT

wmt radio 600

1922
CEDAR RAPIDS



Katz Radio



A Cosmos Broadcasting Station

Media Code 4 216 1680 6.00 Mid 010264-000
WMT-AM
Box 2147, 600-2 Old Marion Rd. N.E., Cedar Rapids, IA 52402. Phone 3

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Affiliated with CBS Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

WMT-FM

96
WMT-FM
1963

CEDAR RAPIDS



Katz Radio



A Cosmos Broadcasting Station



Media Code 4 216 1681 4.00 Mid 010265-000
WMT-FM
Box 2147, 600-2 Old Marion Rd., N.E., Cedar Rapids, IA 52402. Phone 319-395-0530. TWX, 910-525-1348.

PROGRAMMING DESCRIPTION
WMT-FM: Programmed for adults 25-49. MUSIC: mellow rock, oldies. NEWS: capsules at :59. COMMERCIAL POLICY: 6 commercial sequences per hour. Contact Representative for further details. Rec'd 11/1/82.

1. **PERSONNEL**
General Manager—Larry Edwards.
General Sales Manager—Vic McGill.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
- TIME RATES**
6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Centerville

Appanoose County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

KCOG
1949
CENTERVILLE

See SRDS Spot Radio Small Markets Edition.

Chariton

Lucas County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KYRS (FM)
1979
CHARITON

See SRDS Spot Radio Small Markets Edition.

Charles City

Floyd County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KCHA
1949
CHARLES CITY
KCHA-FM
1971
CHARLES CITY

Mid 010268-000
See SRDS Spot Radio Small Markets Edition.

Cherokee

Cherokee County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KCHE
1952
CHEROKEE

Mid 010269-000
See SRDS Spot Radio Small Markets Edition.

KCHE-FM
1976
CHEROKEE

Mid 010270-000
See SRDS Spot Radio Small Markets Edition.

Clarinda

Page County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KQIS (FM)
1977
CLARINDA

Mid 010271-000
See SRDS Spot Radio Small Markets Edition.

Clarion

Wright County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KRIT (FM)
1964
CLARION

Mid 010272-000
See SRDS Spot Radio Small Markets Edition.

Clear Lake

Cero Gordo County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KZEV (FM)
1977
CLEAR LAKE

Mid 010273-000
See SRDS Spot Radio Small Markets Edition.

Clinton

Clinton County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

KLNT
1956
CLINTON

Roslin Radio



Media Code 4 216 2280 4.00 Mid 010274-000
Brisco Broadcasting, Inc.
Tees Grove Rd., Box 875, Clinton, IA 52732. Phone 319-243-1390.

PROGRAMMING DESCRIPTION
KLNT: Programmed for adults 25-54. MUSIC: Country. AIR PERSONALITIES handle all segments. FARM: news 6-7 am & noon-1 pm. NEWS: network at :60, local at :30. Weather. SPORTS: Iowa Hawkeye football & live discussion show with area coaches Sat thru Apr. Contact Representative for further details. Rec'd 7/26/83.

1. **PERSONNEL**
General Manager—Kim W. Sanford.
Operations Manager—Glenn Faber.

2. **REPRESENTATIVES**
Roslin Radio Sales.
3. **FACILITIES**
1,000 w.; 1390 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24b, 28c, 29a.
Contracts: 40c, 44a, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72.
FM facilities: KNJY (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Illinois Farm Bureau Radio Network.

TIME RATES
Eff 6/1/83—Rec'd 6/21/83.

6. **SPOT ANNOUNCEMENTS**
- | | | |
|----|-------|--------|
| Ea | 1 min | 30 sec |
| | 25 | 20 |

KNJY (FM)

1970
CLINTON
nab

Media Code 4 216 2340 6.00 Mid 010275-000
Brisco Broadcasting, Inc.
Tees Grove Rd., Box 875, Clinton, IA 52732. Phone 319-243-1390.

PROGRAMMING DESCRIPTION

KNJY (FM): MUSIC: CHR. Rec'd 9/26/84.

1. **PERSONNEL**
General Manager—Kim W. Sanford.
Operations Manager—Glenn Faber.
3. **FACILITIES**
ERP 3,000 w.; 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24b, 28c, 29a.
Contracts: 40c, 44a, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73.
AM facilities: KLNT.
- TIME RATES**
Eff 6/1/83—Rec'd 6/1/83.

6. **SPOT ANNOUNCEMENTS**
- | | | |
|----|-------|--------|
| Ea | 1 min | 30 sec |
| | 12.50 | 10.00 |

KROS
1941
CLINTON
nab

Media Code 4 216 2400 8.00 Mid 010276-000
Gateway Broadcasting Corp.
106 S. 2nd St., Box 518, Clinton, IA 52732. Phone 319-242-1252.

2. **REPRESENTATIVES**
Midwest Radio Reps.
1 min rate 1x: 11.35.

KSAY (FM)
1947
CLINTON
nab

Media Code 4 216 2460 2.00 Mid 010277-000
Gateway Broadcasting Corp.
106 S. Second St., Box 708, Clinton, IA 52732. Phone 319-242-1252.
1 min rate 1x: 6.55.

Council Bluffs

Pottawamie County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

See Omaha, Neb.
(including Council Bluffs, Iowa)

Creston

Union County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KITR (FM)
1965
CRESTON
KSIB
1946
CRESTON

Mid 010278-000
See SRDS Spot Radio Small Markets Edition.

Davenport (IA)-Rock Island-Moline (IL)

(including Bettendorf, IA, East Moline, IL)
Bettendorf-Scott County, Iowa—Map Location L-5
Davenport-Scott County, Iowa—Map Location L-5
Rock Island-Rock Island County—Map Location C-3
Moline-Rock Island County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBQC (FM)

B93FM

1983
BETTENDORF



Media Code 4 216 2625 0.00 Mid 033735-000
Stromquist Broadcast of Iowa, Inc.
1821 State St, Box 764, Bettendorf, IA 52722. Phone 319-359-4427.

PROGRAMMING DESCRIPTION
KBQC (FM): Programmed for adults 25-54; AIR PERSONALITIES handle all segments; heavy on & off air promotions. MUSIC: Adult Contemporary. NEWS: local; nat'l. COMMERCIAL POLICY: 12 minutes max/hr. Rec'd 7/18/84.

1. **PERSONNEL**
President—Peter S. Stromquist.
Operations Manager—Barry F. Martin.
Gen'l & Nat'l Sales Mgr.—Lou Nielsen.
3. **FACILITIES**
ERP 3,000 w. (horiz), 3,000 w. (vert); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15/2.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4, 5, 6a.
Rate Protection: 10, 11, 14.
Basic Rates: 20a, 21a, 21c, 21d, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 43, 45, 46, 47e.

TIME RATES
Eff 1/1/85—Rec'd 12/20/84.
AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.
A—Mon thru Fri 8 pm-midnight; Sun all day.
B—Mon thru Fri overnight.

6. **SPOT ANNOUNCEMENTS**
- | | | | | |
|---------------|-----|----|----|----|
| GRID, 30 SEC: | AAA | AA | A | B |
| I | 40 | 35 | 30 | 25 |
| II | 35 | 30 | 27 | 20 |
| III | 30 | 27 | 23 | 15 |
- 1 min: Extra 20%; 10 sec: Deduct 20%.

7. **PACKAGE PLANS**
TAP—1/4AAA, 1/4AA, 1/4A, 1/4B
- | | | |
|--------|------|-----|
| GRID: | High | Low |
| 30 sec | 28 | 24 |

KIHK (FM)

1948
DAVENPORT



Christal Radio



Media Code 4 216 2680 5.00 Mid 010279-000
KIHK
805 Brady St. Davenport, IA 52808. Phone 319-383-7000. TWX: 910-525-1189.

PROGRAMMING DESCRIPTION
KIHK (FM): MUSIC: Adult contemporary music plus information & entertainment features. Contact Representative for further details. Rec'd 11/29/82.

1. **PERSONNEL**
General Manager—Kenneth H. MacQueen.
Manager of Operations—Jim O'Hara.
Sales Manager—Joe Cherry.
2. **REPRESENTATIVES**
Christal Radio.
Canada—Tele-Capital/Unicom Ltd.
3. **FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,220 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Beer advertising acceptable subject to certain restriction.
AM facilities: WOC.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

IOWA

Davenport (IA)-Rock Island-Moline (IL)—cont

KKZX
formerly (KSTT)
1946
DAVENPORT



Katz Radio



A Guy Gannett Broadcasting Services Sta.
Media Code 4 216 2682 1.00 Mid 010281-000
Quad Cities Broadcasting Co.
Box 3788, 1111 East River Dr., Davenport, IA 52808.
Phone 319-326-2541.

PROGRAMMING DESCRIPTION

KKZX: MUSIC: Top 30, CHR. NEWS: at :17 & :48 in drivetimes. SPORTS: high school; University of Iowa football; Chicago Cubs. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—William L. Adams.
Operations Manager—Gabe Baptiste.
Sales Manager—Ellie DeSmet.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
1,000 w.; 1170 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours. CST.
Partial simulcast operation. Simulcast Mon thru Fri 5:30-10 am & 7-11 pm. For non-simulcast facilities see WXLP (FM).
- AGENCY COMMISSION**
15/0 time only; 10th of following month
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 15e.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 45, 46, 51b.
Comb.: Cont. Discounts: *60e, 60f, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
(* Applies to minute and 30 seconds only.
FM facilities: WXLP (FM), Moline IL.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KRVR (FM)
1974
DAVENPORT

EASTMAN RADIO, INC.



Media Code 4 216 2685 4.00 Mid 010280-000
Mid America Audio Video
1706 Brady St., Davenport, IA 52803. Phone 319-322-2606.

PROGRAMMING DESCRIPTION

KRVR (FM): Programmed for adults. MUSIC: Easy Listening. NEWS: at :60 daily & 4 stock market reports daily. COMMERCIAL POLICY: max of 8 units per hr. Contact Representative for further details. Rec'd 7/25/83.

- PERSONNEL**
President—Les Small.
Operations Manager—David Whiskeyman.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 190 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Eastman Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/15/84—Rec'd 10/26/84.
AAA—Mon thru Fri 5:30 am-8 pm; Sat 10 am-8 pm.
AA—All other times.
- SPOT ANNOUNCEMENTS**
CLASS AAA

GRID:	I	II	III	IV
1 min	65	55	45	35
30 sec	55	47	38	30

 CLASS AA

1 min	60	50	40	30
30 sec	51	43	34	26

KXRK
1952
DAVENPORT



Media Code 4 216 2760 S.00 Mid 010282-000
Hallstrom Communications, Inc.
2114 E. 11th, Davenport, IA 52803. Phone 319-326-4407.

- REPRESENTATIVES**
P/W Radio Representatives.
Rates have been temporarily withdrawn by station.

WHBF
1925
ROCK ISLAND, IL



McGAVREN GUILD RADIO
CBS Radio Network



Media Code 4 216 2880 1.00 Mid 010283-000
The Rock Island Broadcasting Co.
231 18th St., Rock Island, IL 61201. Phone 309-786-5441, TWX 910-653-1508.

PROGRAMMING DESCRIPTION

WHBF: Programmed for adults 18+. MUSIC: modern contemporary country. Personalities & contests. NEWS: 30 person news staff; AP, UPI, CIB wire services, meteorologist, NOAA wire, weather radar, farm director, CNS wire service. SPORTS: football, basketball play-by-play, sport shows & scores. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Executive Vice-President—Edward E. DeLong.
Vice-Pres. & Gen'l Mgr.—Jack Z. Bennett.
Sales Manager—Gerald L. Sanders.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 1270 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 6a, 8.
Rate Protection: 10h, 14c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 26, 30.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62a, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WHBF-FM
1947
ROCK ISLAND, IL



McGAVREN GUILD RADIO



Media Code 4 216 2881 9.00 Mid 010284-000
The Rock Island Broadcasting Co.
231 18th St., Rock Island, IL 61201. Phone 309-786-5441, TWX 910-653-1508.

PROGRAMMING DESCRIPTION

WHBF-FM: Programmed for adults 18-49. MUSIC: adult contemporary. NEWS: 30 person staff; AP, UPI, CIB wire services, meteorologist, NOAA wire, weather radar, CNS wire service. SPORTS: limited so as not to interrupt music sweeps. COMMERCIAL POLICY: limit of 15 units per hr. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Executive Vice-President—Edward E. DeLong III
Vice-Pres & Gen'l Mgr.—Jack Z. Bennett.
Sales Manager—Gerald L. Sanders.

- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 39,000 w.; 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.; 900 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 6a, 8.
Rate Protection: 10h, 14c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 26, 30.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

SERVICE-ADS IN SRDS

Helping to keep you informed

When it's your job to select and recommend media, you must be able to back up your recommendations with fact. You must have media information ready at your fingertips to justify your choices.

As the questions and challenges to your judgment come up, you reach for your tools . . . for the media data you have accumulated—for the market information you have screened—for the notes you have made after talking to media representatives. But first, you reach for Standard Rate.

Both the SRDS listings and Service-Ads are invaluable to you at this time of selection justification. In the listing for each medium, you find the basic cost and requirement data . . . in the Service-Ads, you find a reiteration of the sales information you were sold on in the first place.

Service-Ads give you, in no-nonsense form, the reasons why a medium was chosen. They remind you of these reasons, concisely and completely, at the time you need them most, when you are selling your selections.

G

WLLR (FM)
1976
EAST MOLINE, IL



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 216 2940 3.00 Mid 010288-000
Mississippi Valley Broadcasting, Inc.
Corporate East, Ste. 12, 1910 E. Kimberly Rd., Davenport, IA 52807. Phone 319-355-5331.

PROGRAMMING DESCRIPTION

WLLR (FM): MUSIC: Contemporary Country programmed for adults 25-54; emphasis on AIR PERSONALITY AM & PM drive. FEATURES: promotional activity & community involvement; syndicated wknd programming. NEWS: local & AP wire; newscasts at :30 M-Sat 5-8 am & at :60 M-F 3-5 pm; sports at :15 AM drive; local meteorologist weather reports & NOAA. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 10/15/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Larry R. Rosmilso.
Sales Manager—Frank Pagano.
Program Director—Ray Randall.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; net 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 22a, 23a, 24c, 25a, 28b, 29a, 32b, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60j, 60k, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WMRZ.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMRZ
1946
MOLINE, IL



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 216 2970 0.00 Mid 010286-000
Mississippi Valley Broadcasting, Inc.
Corporate East, 1910 Kimberly Rd., Davenport, IA 52807.
Phone 319-355-5331.

PROGRAMMING DESCRIPTION

WMRZ: MUSIC: great hits of all times programmed for adults 25-54, featuring music from 1955-1984. SPORTS: high school football & basketball, daily sports show, racing information. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Larry R. Rosmilso.
Sales Manager—Frank Pagano.
Program Director—John Keith.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
At station's option, cancellation of contracts cannot become effective until 2 weeks after contract starting date.
FM facilities: WLLR (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOC
1922
DAVENPORT



Christal Radio

NBC Radio Network



Media Code 4 216 3000 5.00 Mid 010285-000
WOC Broadcasting Co.
805 Brady St., Davenport, IA 52808. Phone 319-383-7000, TWX, 910-525-1189.

PROGRAMMING DESCRIPTION

WOC: NEWS: 5:30-8:30 am, 11:30 am-12:30 pm & 5-6 pm M-F. Information & talk shows 8:30-11:30 am, 3-5 pm, 6-1 am, 1 am-5:30 am M-F & 4:30 am-7 pm Sat & Sun. SPORTS: U of Iowa football & basketball, college basketball. Contact Representative for further details. Rec'd 9/17/84.

1. PERSONNEL
National Sales Manager—Joe Cherry.
Program Manger—Charles King.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
5,000 w.; 1420 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Beer advertising acceptable subject to certain restrictions.
FM facilities: KIK (FM).
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with NBC.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WXL (FM)
1970
MOLINE



Katz Radio



A Guy Gannett Broadcasting Services Sta.

Media Code 4 216 3210 0.00 Mid 010287-000
Quad Cities Broadcasting Co.
Box 3788, 1111 E. River Dr., Davenport, IA 52808. Phone 319-326-2541.

PROGRAMMING DESCRIPTION

WXL (FM): 18-34 audience. MUSIC: AOR. NEWS: at :17 & :48 in drive times. Community involvement & heavy Promotions. Contact Representative for further details. Rec'd 9/20/84.

1. PERSONNEL
General Manager—William L. Adams.
Operations Manager—Gabe Baptiste.
Sales Manager—Ellie DeSmet.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 50,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

Partial simulcast operation. Operated separately Sat & Sun; Mon thru Fri 10 am-7 pm & 11 pm-5:30 am.
For simulcast facilities see KKZX.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM Facilities: KKZX, Davenport IA.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

Decorah

Winnebago County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KDEC

1947
DECORAH

See SRDS Spot Radio Small Markets Edition. Mid 010289-000

Denison

Crawford County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KDSN

1956
DENISON

See SRDS Spot Radio Small Markets Edition. Mid 010290-000

KDSN-FM

1968
DENISON

See SRDS Spot Radio Small Markets Edition. Mid 010291-000

Des Moines

Polk County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KDMI (FM)

1961
DES MOINES



Media Code 4 216 3600 2.00 Mid 010293-000
KDMI-FM, Inc.
2907 Merle Hay Rd., Des Moines, IA 50310. Phone 515-274-4968.
1 min rate 1x: 6.75.

KEZT (FM)

1967
AMES



(This is a paid duplicate of the listing under Ames, Iowa.)
Media Code 4 216 0600 5.00 Mid 010248-000
Bunce Broadcasting Corp.
428 Fifth St., Box 1847, Ames, IA 50010. Phone 515-232-0104, Des Moines, 244-0115.

PROGRAMMING DESCRIPTION

KEZT (FM): Programmed for adults 18-49. MUSIC: Easy Contemporary format. COMMERCIAL POLICY: max 9 min/hr. Rec'd 6/3/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert D. Bunce.
Operations Manager—Rich Weiss.
Sales Coordinator—Diane Schaaf Potter.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 465 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 26, 28b.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

AAA—10 am-7 pm. Eff 6/1/84—Rec'd 6/25/84.

AA—6-10 am.

A—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
AAA	26	25	24	23
AA	22	21	20	19
A	20	19	18	17

Specified times, extra 2.50.

7. PACKAGE PLANS

WEEKEND ROS—6 SAT, 6 SUN, 6 MON/6 SUN, 6 MON, 6 TUES

18 ti	16	14
1 min 30 sec	16	14

Specified times, extra 2.50.

(D)

KGGO (FM)

1964
DES MOINES



M^cGAVREN GUILD RADIO



A Stoner Station

Media Code 4 216 3710 9.00 Mid 010294-000
Stoner Broadcasting System
3900 N. E. Broadway, Des Moines, IA 50317. Phone 515-265-6181.

PROGRAMMING DESCRIPTION

KGGO (FM): Programmed for adults & young adults. MUSIC: Contemporary Hit Radio. NEWS: network, local. SPORTS: AM drive. Contact Representative for further details. Rec'd 4/24/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William V. Wells.
Program Director—Paul Fredencks.
Sales Manager—Claudia Johnston.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 100,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,065.5 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82
AM facilities: KSO.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KIOA

1947
DES MOINES



Media Code 4 216 3840 4.00 Mid 010295-000
KIOA/KMGK, Inc.
215 Keo Way, Des Moines, IA 50309. Phone 515-247-4533.

2. REPRESENTATIVES
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KJJY (FM)

1978
ANKENY

Roslin Radio

(This is a paid duplicate of the listing under Ankeny, Iowa.)

Media Code 4 216 0600 9.00 Mid 010290-000
Ankeny Broadcasting Corp.
1551 N. E. 66th Ave., Des Moines, IA 50313. Phone 515-289-2444.

PROGRAMMING DESCRIPTION

KJJY (FM): MUSIC: Mass appeal Pop Country. NEWS: full time local dept w/UP! wire service. Contact Representative for further details. Rec'd 2/28/83.

1. PERSONNEL
President—Robert F. (Doc) Fuller.
Senior Vice-President—J. J. Jeffrey.
Reg'l Vice-Pres. & Gen'l Mgr.—William M. Cloutier.

2. REPRESENTATIVES
Roslin Radio Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with RKO Radio Networks.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD)(D)

KLYF (FM)

1948
DES MOINES

Adult Contemporary



Media Code 4 216 3960 0.00 Mid 010296-000
WHO Broadcasting Co. (Div. of Palmer Communications)
1801 Grand Ave., Des Moines, IA 50308. Phone 551-242-3500, TWX, 901-520-2549.

PROGRAMMING DESCRIPTION

KLYF (FM): MUSIC: Adult Contemporary current & classic hits, presented by live. AIR PERSONALITIES: involved in community, NEWS: local staff with local & state emphasis. Contact Representative for further details. Rec'd 9/29/83.

1. PERSONNEL
Station Manager—Dennis Malloy.
Program Director—Bob Levine.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,700 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24b, 24c, 25a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
AM facilities: WHO.
Affiliated with Blair Represented Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KMGK (FM)

1964
DES MOINES



Media Code 4 216 3990 7.00 Mid 010297-000
KIOA/KMGK, Inc.
215 Keo Way, Des Moines, IA 50309. Phone 515-288-9493.

2. REPRESENTATIVES
Blair Radio.
Rates have been temporarily withdrawn by station.

KMRV

1947
DES MOINES

Roslin Radio



Media Code 4 216 400S 3.00 Mid 010292-000
KRMB Inc.
319 E. 5th St., Box 1404, Des Moines, IA 50305. Phone 515-280-1390.

PROGRAMMING DESCRIPTION

KMRV: Programmed for adults 35+. MUSIC: Nostalgia, Big Bands, Memories of past 40 yrs. NEWS: At :60 & :30. Contact Representative for further details. Rec'd 10/17/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—John G. Enoch.

2. REPRESENTATIVES
Roslin Radio Sales.

3. FACILITIES
1,000 w.; 1390 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15a.
Basic Rates: 20a, 21a, 22a, 24c, 25a, 26, 28b.
Contracts: 40a, 41, 42b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

IOWA

Des Moines—cont

KRNO (FM)

1970
DES MOINES



A Stauffer Communication, Inc. Station

Media Code 4 216 4020 2.00 Mid 010298-000
Stauffer Communication, Inc.
1416 Locust St., Box 1350, Des Moines, IA 50305. Phone
515-280-1350.

2. REPRESENTATIVES

Katz Radio.
Rates have been temporarily withdrawn by station.

KRNT

1935
DES MOINES



Katz Radio



A Stauffer Communication, Inc. Station

Media Code 4 216 4080 6.00 Mid 010299-000
Stauffer Communication, Inc.
1416 Locust St., Box 1350, Des Moines, IA 50305 Phone
515-280-1350.

PROGRAMMING DESCRIPTION

KRNT: MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. NEWS: 6 newscasts, 2 mobile units. Aerial traffic reports. SPORTS: major league baseball, Drake U basketball & football. Contact Representative for further details. Rec'd 8/20/84.

1. PERSONNEL

General Manager—Mike Lonneke.
General Sales Manager—Don Tool.
Program Director—Steve Gibbons.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1350 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KRNO (FM).
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KSO

1921
DES MOINES



McGAVREN GUILD RADIO



A Stoner Station

Media Code 4 216 4200 0.00 Mid 010300-000
Stoner Broadcasting System, Inc.
3900 N. E. Broadway, Des Moines, IA 50317. Phone 515-
265-6181.

PROGRAMMING DESCRIPTION

KSO: MUSIC: Modern country. NEWS: at :60 & :30. AIR PERSONALITIES handle all segments. FARM: markets, news & weather at 5:30, 5:50, 7:05, 9:20, 10:05 am, 11:05, 11:50 am, 12:20, 12:30, 1:30, 2:30 & 6 pm; farm director. COMMERCIAL POLICY: no more than 14.5 min per hr. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL

President—Glenn Bell.
Vice-Pres. & Gen'l Mgr.—William V. Wells.
Sales Manager—Jerry Swanson.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.; 1460 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KGGO (FM).
Affiliated with ABC Information Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KWKY

1948
DES MOINES



Media Code 4 216 4440 2.00 Mid 010301-000
Norseman Broadcasting Inc.
Box 662, Des Moines, IA 50303. Phone 515-981-0981.

PROGRAMMING DESCRIPTION

KWKY: Programmed for adults & young adults. MUSIC: contemporary gospel. AIR PERSONALITIES handle all segments. FARM: 5:55 am, noon & other. NEWS: 5 min at :60; headlines at :30. SPORTS: pro baseball & football, univ & high school football & basketball. Rec'd 2/2/81.

1. PERSONNEL

General Manager—Charles E. Putbren.

3. FACILITIES

1,000 w.; 1150 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; rendered weekly or monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70e, 701a, 73a.

TIME RATES

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm; Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	15 ti	18 ti	24 ti
AAA	12	11	10	9
AA	11	10	9	8
A	10	9	8	7

30 sec 80% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	20 ti	25 ti
1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.20	6.40	5.00

WHO

1924
DES MOINES

News/Information/Sports



Media Code 4 216 4560 7.00 Mid 010302-000
WHO Broadcasting Co. (Div of Palmer Communications)
1801 Grand Ave., Des Moines, IA 50308. Phone 515-242-
3500, TWX, 910-520-2549.

PROGRAMMING DESCRIPTION

WHO: Programmed for general adult interest. NEWS: 15 staff members; 6:30-8:30 am M-Sat; 4-6:30 pm M-F; local reg'l, nat'l, weather, sports, air traffic reports; business & stock reports; 10-10:30 pm local, state, reg'l, weather; network news at :60; local news at :30 remainder of day. FARM: 4 editors; 5-6:30 am, 11:30 am-1:30 M-Sat, markets, news, weather, features, market analysis; 9:30, 10:30 am, 2:30, 3:30, 5:50, 6:25 pm markets; 11:30 am-1:30 pm Sun special phone show. TALK: AIR PERSONALITIES featured on all programs. SPORTS: dir., U football, basketball, wrestling reports, college relays, high school basketball tournaments; 6:30-8 pm M-F sports phone show; 1-6 pm phone show, scores, features, interviews. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

Station Manager—Talmage Thompson.
General Sales Manager—Jim Gustafson.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w.; 1040 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24b, 24c, 25a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b, 62d, 62e.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
FM facilities: KLYF (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Dubuque

Dubuque County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

KATF (FM)

1967
DUBUQUE



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 216 4620 9.00 Mid 010304-000
Woodward Communications, Inc.
8th & Bluff St., Dubuque, IA 52001. Phone 319-588-5678.

PROGRAMMING DESCRIPTION

KATF (FM): Programmed for adults 25-49. MUSIC: Oldies, soft Rock. FEATURES: CBS RADIORADIO. Contact Representative for further details. Rec'd 1/3/85.

1. PERSONNEL

General Manager—Ward E. McCleary.
Sales Manager—John Hafkemeyer.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. circular polarized; 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KDTH.
Sold in combination with KDTH. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 10.00 from KDTH/KATF (FM) combination.

KDTH

1941
DUBUQUE



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 216 4680 3.00 Mid 010303-000
Woodward Communications, Inc.
Bluff St. & 8th Ave., Dubuque, IA 52001. Phone 319-588-
5700.

PROGRAMMING DESCRIPTION

KDTH: Programmed for adults 25+. NEWS: 6-person staff airing major newscasts at 6, 7 & 8 am noon, 4, 5 & 6 pm, M-Sat. FARM: grain, livestock, weather reports; full-time farm director airing farm, market & information 5:30-8, 9:35, 10:05, 10:10 am, 11:30 am-noon, 2:05 & 5:25 pm M-Sat. SPORTS: full-time director airing 3 major sport-casts daily M-Sat plus play-by-play local hockey, high school & college football & basketball. FEATURES: tele/talk 10:15-11:30 am, housewife recipe & tips exchange, problem solving, etc; 12:30-1 pm & 5:30-6 pm public affairs covering local issues, NBC Talknet 7 pm-4 am. MUSIC: MOR. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/3/85.

1. PERSONNEL

General Manager—Ward E. McCleary.
Sales Manager—Don Peterson.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w.; 1370 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KATF (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

KDTH/KATF (FM) COMBINATION
Eff. Rec'd 1/22/85.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AA				
	I	II	III	IV	V
1 min	64	56	48	40	32
30 sec	54	48	41	34	27

CLASS A	KDTH ONLY				
	I	II	III	IV	V
1 min	58	50	42	34	28
30 sec	49	43	36	29	24

Deduct 10.00 from KDTH/KATF (FM) combination.

10. SPECIAL FEATURES

Farm—1 min: 50.00; 30 sec: 42.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KLXL (FM)

1980
DUBUQUE



Media Code 4 216 4890 8.00 Mid 010306-000
Audiophase, Inc.
909 Main St., Dubuque, IA 52001. Phone 319-557-8888.
Rates have been temporarily withdrawn by station.

KLYV (FM)

1966
DUBUQUE



BLAIR RADIO



A Communications Properties, Inc. Station

Media Code 4 216 4905 4.00 Mid 010305-000
Communications Properties, Inc.
1170 Iowa St., Dubuque, IA 52001. Phone 319-557-1040.

PROGRAMMING DESCRIPTION

KLYV (FM): Programmed for young adults 15-34. MUSIC: live Contemporary. NEWS: local 5:55, 6:25, 6:55, 7:25, 7:55, 8:25, 8:55 am, 2:55, 3:55, 4:55, & 5:55 pm. Contact Representatives for further details. Rec'd 6/4/82.

1. PERSONNEL

President—P. T. Kelly.
General Manager—Loras Sabers.
Sales Manager—Kevin Kelly.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 44b, 45, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c,

WDBQ
1933
DUBUQUE



BLAIR RADIO



A Communications Properties, Inc. Station
Media Code 4 216 4920 3.00 Mid 010307-000
Communications Properties, Inc.
1170 Iowa St., Box 1280, Dubuque, IA 52001. Phone 319-583-6471.

PROGRAMMING DESCRIPTION

WDBQ: target audience 25-54. MUSIC: Adult Contemporary. NEWS: 4 man staff. Local at 6, 7, 8, 10 am, 12:15, 4, 5, 6, 10 pm & midnight; network at :55; commentator at noon. FARM: stock & commodity markets at 10:05, 11:55 am, 12:30, 2 & 3:30 pm. SPORTS: commentator M-F 7:25 am & 4:25 pm. Local 7:30 am, 12:25 & 5:25 pm. Mini-summaries at :25. Weather radar. Contact Representative for further details. Rec'd 9/21/83.

- PERSONNEL**
President—Philip T. Kelly.
General Manager—Loras Sabers.
Sales Manager—Tim Mathews.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 44b, 45, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KLYV (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 11/21/83.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 10 am-6 pm; Sun 8 am-6 pm.
A—Mon thru Sat 6-10 pm.
B—Mon thru Sat 10 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	26.00	25.00	24.00	23.00	22.00
30 sec	21.00	20.00	19.00	18.00	17.00
CLASS AA					
1 min	22.00	21.00	20.00	19.00	18.00
30 sec	16.50	15.50	14.50	13.50	12.50
CLASS A					
1 min	16.50	15.50	14.50	13.50	12.50
30 sec	12.00	11.50	11.00	10.50	10.00
CLASS B					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

Elkader

Clayton County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

KADR

1983
ELKADER

See SRDS Spot Radio Small Markets Edition. Mid 030225-000

Emmetsburg

Palo Alto County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KEMB (FM)

1977
EMMETSBURG

See SRDS Spot Radio Small Markets Edition. Mid 010308-000

Estherville

Emmet County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KILR

1967
ESTHERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 010309-000

KILR-FM

1964
ESTHERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 010310-000

Fairfield

Jefferson County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

KBCT (FM)

1976
FAIRFIELD

See SRDS Spot Radio Small Markets Edition. Mid 010311-000

KMCD

1958
FAIRFIELD

See SRDS Spot Radio Small Markets Edition. Mid 010312-000

Forest City

Winnebago County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KIOW (FM)

1978
FOREST CITY



Media Code 4 216 5070 6.00 Mid 010313-000
Pilot Knob Broadcasting of Forest City
Box 308, Forest City, IA 50436. Phone 515-582-3121.

PROGRAMMING DESCRIPTION

KIOW (FM): Programmed for adult farm audience. NEWS: major newscasts 6:40-8:05 am, 11:45 am-1:05 pm & 5:20-6:30 pm; network news at :60, reg'l at :30; mobile unit. SPORTS: live play-by-play local & area high schools & college; live coaches program from remote location Sat. FARM: major farm reports 6x/day; Ag prices updated 10x/day; local news broadcast live from 6 area towns. MUSIC: adult appeal all-time hits 6 am-6 pm, adult contemporary 6 pm-12M. Features: county extension directors, economists & 4H leaders wkly. Rec'd 10/25/82.

- PERSONNEL**
Pres., Gen'l Mgr. & Prog. Dir.—Tony Coloff.
Sales Mgr. & Sports Dir.—Orin Harris.
News Director—Marie Lovik.
- REPRESENTATIVES**
Farm—J.L. Farmakis, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo. Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Member: Iowa Ag Radio Group.

TIME RATES

Eff 1/1/84—Rec'd 1/23/85.

- PACKAGE PLANS**
PER MO, EA: 1 ti 30 ti 40 ti 50 ti
PLANS: A B C
30 sec 6.24 5.18 4.71 4.35
1 min 8.59 7.35 6.88 6.53
15 sec ID's: Minimum 30 ti, ea 4.06.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr
1 x 84.86 42.41 21.24
- SPECIAL FEATURES**
5-min news, weather, sports, ea 10.00.
FIXED FARM TIME
1 min 30 sec
Flat 17.65 14.12 (SMD)

Fort Dodge

Webster County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KKEZ (FM)

1966
FORT DODGE

Adult Contemporary

NRBA

Media Code 4 216 5100 1.00 Mid 010314-000
KWMT, Inc.
540 A St., Fort Dodge, IA 50501. Phone 515-955-4100.

PROGRAMMING DESCRIPTION

KKEZ (FM): Target audience 18-49. MUSIC: adult contemporary & greatest hits format. Personality oriented along with concentrated local news & sports. Network news. Contact Representative for further details. Rec'd 6/6/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—James W. Maurer.
Manager—Paulette Lundberg.
Farm Director—Doug Cooper.
- REPRESENTATIVES**
Eastman Radio, Inc.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations
General: 2c, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 29a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KWMT.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSMX (FM)

1975
FORT DODGE

Media Code 4 216 5115 9.00 Mid 010315-000
Radio of Fort Dodge, LTD.
Warden Plaza, 920 1st Ave. S., Suite M33, Fort Dodge, IA 50501. Phone 515-955-5656.

- REPRESENTATIVES**
Pates/Walton Radio - USA.
1 min rate 1x: 7.00.

KVFD

1939
FORT DODGE

Mutual Broadcasting System

Media Code 4 216 5160 5.00 Mid 010316-000
Fort Dodge Broadcasting Inc.
Warden Plaza, 912 1st Ave., So., Box 458, Fort Dodge, IA 50501. Phone 515-955-1400.
Studio: 912 First Ave., So., Fort Dodge, IA 50501.

PROGRAMMING DESCRIPTION

KVFD: Programmed for general interest. NEWS: every 30 min, network & local; 6 15-min newscasts/day; local editorials daily. FARM: & market shows 13x/day. MUSIC: AM, MOR; afternoon, general Popular; eve, Top 40; Sat PM, Country. FEATURES: women's show 9 am; live & phone interviews, discussions, debates, audience participation, local experts. SPORTS: all local sports play-by-play high school & college, U & pro football, major league baseball. Contact Representative for further details. Rec'd 3/30/81.

- PERSONNEL**
Pres., Mgr. & Sales Mgr.—Max E. Landes.
Program Director—Bill Higgins.
Farm Director—P. J. Winn.
- REPRESENTATIVES**
Jack Masla & Co., Inc.
Midwest Radio Reps.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 21a, 23a, 24a, 24b, 24c, 25b, 26.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

Eff 1/1/84—Rec'd 7/25/83.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti
1 min 20 19 18 17 16
30 sec: 80% of 1-min; 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 10 min 5 min
1 x 60 45 40 35 30

SRDS publications

are designed with you,
the user, in mind. If you
have ideas, suggestions,
or questions about this
publication, please call
or write the Editor.
We welcome your input.

KWMT
1956
FORT DODGE

EASTMAN RADIO, INC.



NRBA



Media Code 4 216 5280 1.00 Mid 010317-000
KWMT, Inc.
540 A St., Box 578, Fort Dodge, IA 50501. Phone 515-576-7333.

PROGRAMMING DESCRIPTION

KWMT: Modern country music. Programming farm entire day with weather, news, markets, farm programs, farm interviews, farm events & meetings. Direct from key marketing sources including quotations from markets opening to close. Contact Representative for further details. Rec'd 5/1/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—James W. Maurer.
Manager—Paulette Lundberg.
Farm Director—Doug Cooper.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days; 540 khz. Directional.
Operating Schedule: Sunrise-7 pm. CST.
- AGENCY COMMISSION**
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations
General: 2c, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 29a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KKEZ (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Fort Madison

Lee County—Map Location J-8
See SRDS Consumer market map and data at beginning of the state.

KBKB

kbkb

1947
FORT MADISON

KBKB-FM

1973
FORT MADISON



NRBA

Media Code 4 216 5400 5.00 Mid 010318-000
Talley Broadcasting Co.
Hwy. 61 North, Box 369, Fort Madison, IA 52627. Phone 319-372-1241. TWX, 910-319-1241.

PROGRAMMING DESCRIPTION

KBKB, KBKB-FM: MUSIC: Adult Contemporary. NEWS: local & reg'l at 6, 6:30, & 7 am on AM/FM; AM/FM split at 7:05—AM runs local, reg'l news & farm information from 7:10-7:20; local & nat'l sports 7:20-7:30 am; NBC features 7:30-7:40 am & repeat of local & reg'l news from 7:40-7:55 am; NBC nat'l news at 7:05 & 7:55 am; radar weatherwatch at 7:05, 7:19 & 7:45 am. 7:05-8 am FM programs Adult Contemporary music except for 2 min of local sports at 7:30 am. All other hrs simulcast. Other local & regional news at 10 am, noon, 3, 4 & 5 pm; radar weatherwatch follows all local & network newscasts. SPORTS: 7:20-7:30 am, 12:30 & 5:30 pm. FARM: AM programs farm & business news from 7:50-7:55 am. AM & FM program closing commodities markets at 1:35 pm, and closing stocks at 4:35 pm. Rec'd 6/19/84.

- PERSONNEL**
General Manager—John R. Peters.
- REPRESENTATIVES**
Farm—J. L. Farmakis, Inc.
- FACILITIES**
1,000 w. days; 1360 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 101.7 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 245 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.
Member: Iowa Ag Radio Group.

TIME RATES

Eff 8/1/83—Rec'd 8/22/83.

IOWA

Fort Madison—cont

KBKB, KBKB-FM—cont

6. SPOT ANNOUNCEMENTS

30 SEC:	1x	156x	312x	520x	1040x	2080x
AA	12.00	10.25	9.90	9.10	8.80	8.50
A	8.50	6.50	6.20	5.70	5.40	5.10
B	4.00	2.80	2.60	2.40	2.20	2.00

1 min counts as 2 30-sec volume discount apply.
10 sec, 2/3 of 30-sec rate flat.

7. PACKAGE PLANS

30 SEC:	1x	156x	312x	520x	1040x	2080x
TAP—1/3AA, 1/3A, 1/3B	7.50	6.00	5.70	5.20	4.90	4.60
BTA—5:30 AM						
7:30 PM	9.00	7.20	6.90	6.20	5.90	5.60
MAP—5 AM-12M	8.00	6.30	6.00	5.40	5.10	4.80

1 min counts as 2 30-sec volume discount apply.
10 sec, 2/3 of 30-sec rate flat.

10. SPECIAL FEATURES

Radar Weatherwatch—earned rate plus 1.00.

(SMD)

Garnavillo

Clayton County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

KCTN (FM)

1982
GARNAVILLO

Mid 030226-000

See SRDS Spot Radio Small Markets Edition.

Grinnell

Poweshiek County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KGRN

1957
GRINNELL

Mid 010319-000

See SRDS Spot Radio Small Markets Edition.

Grundy Center

Grundy County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KGCI (FM)

1983
GRUNDY CENTER

Mid 034717-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Hampton

Franklin County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KWGG (FM)

1983
HAMPTON

Mid 035487-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Harlan

Shelby County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KNOD (FM)

1980
HARLAN

Mid 010320-000

See SRDS Spot Radio Small Markets Edition.

Humboldt

Humboldt County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KHBT (FM)

1970
HUMBOLDT

Mid 010321-000

See SRDS Spot Radio Small Markets Edition.

Ida Grove

Ida County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KIDA-FM

1981
IDA GROVE

Mid 026889-000

See SRDS Spot Radio Small Markets Edition.

Independence

Buchanan County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

KOUR

1959
INDEPENDENCE

KOUR-FM

1972
INDEPENDENCE

Mid 010323-000

See SRDS Spot Radio Small Markets Edition.

Indianola

Warren County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KXLQ

1963
INDIANOLA

Mid 010324-000

See SRDS Spot Radio Small Markets Edition.

Iowa City

Johnson County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

KCJJ

1977
IOWA CITY

NRBA

Media Code 4 216 5775 0.00 Mid 010325-000
Braverman Broadcasting Corp.
R. R. #4, Sand Rd., Box 2118, Iowa City, IA 52240.
Phone 319-354-1242.

PROGRAMMING DESCRIPTION

KCJJ: Programmed for adults. Emphasis on news & sports with contemporary adult music (adult contemporary, crossover country). NEWS: network & local at :60, weather at :15; headlines at :45. SPORTS: M-F with news & thru wknd; univ & high school play-by-play. FARM: agri-business M-F 5:10, 6:20, 7:20, 11:05 am, 12:20, 3:10 & 4:20 pm. COMMERCIAL POLICY: limited to 9 local commercial min per hr including time in local features. Contact Representative for further details. Rec'd 7/6/81.

1. PERSONNEL

President—A. Kent Braverman.
Sales Development—Charlene Knox-Renfield.
Station Manager—Linwood Hagin.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

1,000 w. days, 1,000 w. nights; 1560 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

TIME RATES

Eff 11/1/84—Rec'd 2/22/84.

AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
AAA	15.00	16.50	18.00	19.00	20.00	21.00
BTA	10.00	11.50	13.00	14.00	15.00	16.00
RDS	8.00	8.50	10.00	11.00	12.00	13.00

1 min, extra 2.00.

7. PACKAGE PLANS

PER WK:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
30 sec	12.00	13.50	15.00	16.00	17.00	18.00

1 min, extra 2.00.

KKRQ (FM)

1965
IOWA CITY



Media Code 4 216 5790 9.00 Mid 010326-000
Iowa City Broadcasting
North Dubuque & I-80, Box 2388, Iowa City, IA 52244.
Phone 319-354-9500.

Other Office: 3343 Southgate Ct., Cedar Rapids, IA 52404. Phone 319-362-4000.

PROGRAMMING DESCRIPTION

KKRQ (FM): Programs: Adult Contemporary 18-34, to university audience. SPORTS: Univ play-by-play sports. MUSIC: blend of Current Hits & featured album cuts. Promotion oriented. Special music programs. Contact Representative for further details. Rec'd 4/30/80.

1. PERSONNEL

General Manager—Randy Holland.
Cedar Rapids Sales Manager—Steve Sinicropi.
Program Director—Ted Jacobsen.

2. REPRESENTATIVES

Hillier, Newark, Weshler & Howard.

3. FACILITIES

ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 850 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KXIC.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 3/1/82.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—7 pm-midnight & Sun, ROS.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	12 ti	24 ti	48 ti
AAA	26.00	24.00	21.50	19.00
AA	24.00	22.00	19.50	17.00
ROS/A	22.00	20.00	17.50	15.00

WK:	6 ti	12 ti	24 ti	48 ti
AAA	22.50	20.50	18.50	16.00
AA	20.50	18.50	16.50	14.00
ROS/A	18.50	16.50	14.50	12.00

Specified, extra 10%.

(D) (A)

KRNA (FM)

1974
IOWA CITY



Media Code 4 216 5820 4.00 Mid 010327-000
KRNA, Inc.
2105 A.C.T. Circle, Iowa City, IA 52240. Phone 319-351-9300.

PROGRAMMING DESCRIPTION

KRNA (FM): Mass appeal programmed for adults 18-49 & teens. MUSIC: Blend of current hits, mass appeal album cuts of past & present gold. Contemporary & live with AIR PERSONALITIES handling all segments. Emphasis audience promotional activities. NEWS: 3-min casts at 6:20, 7:20, 8:20, 9:20, 11:55 am, 4:20 & 5:20 pm; 1 min at 6:55, 7:55, 8:55 am. COMMERCIAL POLICY: Max 10-min per hr 6-1 am, 6-min per hr 1-6 am. Contact Representative for further details. Rec'd 11/21/84.

1. PERSONNEL

General Manager—Eliot Keller.
Sales Manager—David Haney.
Operations Director—Robert K. Norton, Jr.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 17.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 25a, 28b, 29a, 30, 32b.
Contracts: 40c, 41, 44b, 45, 46, 47e, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70a, 70f, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 1/23/85.

Drive—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.

Midday—Mon thru Fri 10 am-3 pm.

Evening—Mon thru Sat 7 pm-midnight.

ROS—Mon thru Sun 5:30 am-midnight.

7. PACKAGE PLANS

PER WK, GRID:	DRIVE	1	2	3	4
1 min		34	31	28	25
30 sec		27	25	23	21
	TAP/GUARANTEED 1/2 DRIVE/MD				
1 min		29	26	23	21
30 sec		22	20	18	17
	EVE/ROS				
1 min		25	23	20	17
30 sec		18	17	15	14

DRIVE

PER YR:	1000x	500x	100x
1 min	20	22	24
30 sec	17	19	20
	TAP/MD		
1 min	19	20	21
30 sec	15	16	17
	ROS/EVE		
1 min	15	16	17
30 sec	12	13	14

10 sec: 60% of 1-min.
Narrowing, fixed position or Wed, Thurs, Fri only purchases: move up one Grid; annual advertisers, extra 3.00.

10. SPECIAL FEATURES

All Nite Show, Mon thru Sun midnight-5:30 am—1-min 6:00; 30-sec 4.50.
News sponsorship: 8-wk minimum, incl open & close plus 1 30-sec spot—move up one Grid; annual advertisers, extra 3.00.

(CR)

KXIC

1948
IOWA CITY



Media Code 4 216 5880 8.00 Mid 010328-000
Iowa City Broadcasting
North Dubuque & I-80, Box 2388, Iowa City, IA 52244.
Phone 319-354-9500.

PROGRAMMING DESCRIPTION

KXIC: Programs to adults. MUSIC: Al Ham's "The Music of Your Life". NEWS: 4 person local staff, 2 mobile units; local (1/4 hr) at :45, RKO Network. Weather with meteorological service. SPORTS: 2 person with hrly reports at :15 & :55 U. play-by-play. NEWS: Major newscasts in AM drive, 12N, 4 & 5 pm. FARM: 6-6:30 am & 12:30-1 pm. FEATURES: in-depth features & talk shows. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNEL

General Manager—Randy Holland.

2. REPRESENTATIVES

Hillier, Newark, Weshler & Howard.

3. FACILITIES

1,000 w. days; 800 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KKRQ (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 4/1/82.

AAAA—Mon thru Sat 6-8 am & 11:30 am-1:30 pm.

AAA—Mon thru Sat 3-7 pm.

KOKX-FM1973
KEOKUKMid 010331-000
See SRDS Spot Radio Small Markets Edition.**Knoxville**Marion County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**KNIA**1960
KNOXVILLEMid 010333-000
See SRDS Spot Radio Small Markets Edition.**KRLS (FM)**1973
KNOXVILLEMid 010334-000
See SRDS Spot Radio Small Markets Edition.**KTAV (FM)**1973
KNOXVILLEMid 010335-000
See SRDS Spot Radio Small Markets Edition.**Le Mars**Plymouth County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.**KLEM**1954
LE MARSMid 010336-000
See SRDS Spot Radio Small Markets Edition.**KZZL (FM)**1967
LE MARS

Mid 010337-000

Media Code 4 216 6420 2.00
KLEM, Inc.
37 Second Ave., N. W., Box 1410, Le Mars, IA 51031.
Phone 712-546-4123.**PROGRAMMING DESCRIPTION**

KZZL (FM): Programmed for adults 25-54. MUSIC: Easy Listening, familiar stds & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: UPI at :60; major newscasts 8 am, 12N & 5 pm. Weather updates throughout day. Contact Representative for further details. Rec'd 9/26/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul W. Olson.
Sales Manager—Roger Miller.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w.; 99.5 mhz. Stereo.
Operating schedule: 18 hours daily. CST.
Antenna ht.: 794 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KLEM.

TIME RATES	
Eff	Rec'd 9/26/84.
AA—10 am-7 pm.	
A—6-10 am & 7 pm-midnight.	

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 1 ti 6 ti 12 ti 24 ti 48 ti
1 min 23 22 21 20 19
30 sec 20 19 18 17 16
CLASS A
1 min 21 20 19 18 17
30 sec 18 17 16 15 14

- PACKAGE PLANS**
TAP—EQUAL DAYPARTS
PER WK: 1 ti 6 ti 12 ti 24 ti 48 ti
1 min 22 21 20 19 18
30 sec 19 18 17 16 15
(SMD)(D)

MaquoketaJackson County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.**KMAQ**

MAQUOKETA

Mid 010338-000
See SRDS Spot Radio Small Markets Edition.**KMAQ-FM**1967
MAQUOKETAMid 010339-000
See SRDS Spot Radio Small Markets Edition.**Marshalltown**Marshall County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.**KDAO**1978
MARSHALLTOWN**ABC Contemporary Radio Network**Media Code 4 216 6540 7.00
MTN Broadcasting, Inc.
N. Center St., Box 538, Marshalltown, IA 50158. Phone 515-752-4122.**PROGRAMMING DESCRIPTION**

KDAO: Programmed 18-49 adults. MUSIC: adult contemporary. NEWS: 5 min at :60 & :30 drive time & at :60 midday; agri-news & sports incorporated in news segments. COMMERCIAL POLICY: 15 minutes per hour. Contact Representative for further details. Rec'd 2/12/79.

- PERSONNEL**
Gen'l & Sales Mgr.—Mark Osmundson.
- REPRESENTATIVES**
Pates/Walton Radio - USA.
- FACILITIES**
250 w. days; 1190 khz. Non-Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES	
Eff	Rec'd 12/27/83.
NATIONAL & LOCAL RATES SAME	
I—Guaranteed days & dayparts.	
II—Guaranteed days, preemptible by I.	

- SPOT ANNOUNCEMENTS**
30 SECONDS
YR: 156x 260x 312x 500x 1000x
I 8.50 8.25 8.00 7.75 7.50
II 7.00 6.75 6.50 6.25 6.00
1-min, extra 1.50.
- PACKAGE PLANS**
30 SECONDS
WK, EA: 6 ti 12 ti 24 ti 36 ti 48 ti
I 8.50 8.25 8.00 7.75 7.50
II 7.00 6.75 6.50 6.25 6.00
1 min, extra 1.50.

- PROGRAM TIME RATES**
1x 26x 52x 104x 156x 260x 312x
5 min 16.50 15.00 14.00 13.00 12.50 12.00
1.4 hr 33.00 30.00 28.00 27.00 26.00 25.00 24.00
1/2 hr 48.00 45.00 42.00 40.00 39.00 38.00 36.00
1 hr 66.00 60.00 56.00 54.00 52.00 50.00 48.00

KFJB1923
MARSHALLTOWNMedia Code 4 216 6600 9.00
Marshall Electric Co., Inc.
123 W. Main St., Marshalltown, IA 50158. Phone 515-753-3361.**PROGRAMMING DESCRIPTION**

KFJB: Full service. MUSIC: Adult contemporary. NEWS: UPI auto & wire. Emphasis on local & area coverage. SPORTS: Local coverage all sports plus St. Louis Cardinals and Kansas City Chiefs. FARM: Scheduled farm blocks, local markets & Wilhelm reports daily. Custom weather forecasts. Farm director. Contact Representative for further details. Rec'd 7/25/83.

- PERSONNEL**
General Manager—Allan N. Schrock.
Sales Manager—Steven Lang.
Farm Director—Bill White.
 - REPRESENTATIVES**
Midwest Radio Reps.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 6 am-midnight. CST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21b, 22a, 24c, 28b.
Contracts: 40a, 45, 46, 47b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71b, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network.
- | TIME RATES | |
|------------|----------------|
| Eff | Rec'd 7/19/84. |
- SPOT ANNOUNCEMENTS**
WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti 50 ti
1 min 9.50 8.75 8.25 8.00 7.50 7.25 6.75
30 sec 7.75 7.00 6.50 6.25 6.00 5.50 5.00

7. PACKAGE PLANS

PER YR:	350x	500x	750x	1000x
1 min	7.50	7.25	7.00	6.75
30 sec	5.75	5.50	5.25	5.00

KFJB-FM1967
MARSHALLTOWNMedia Code 4 216 6601 7.00
Marshall Electric Co., Inc.
123 W. Main St., Marshalltown, IA 50158. Phone 515-753-3361.
1 min rate 1x: 8.75.**Mason City**Cero Gordo County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.**KGLO**1936
MASON CITY**Katz Radio**Media Code 4 216 6720 5.00
B-Y Communications, Inc.
341 Yorktown Pike, Mason City, IA 50401. Phone 515-423-1300.**PROGRAMMING DESCRIPTION**

KGLO: MUSIC: MOR, current & past hits plus AIR PERSONALITIES. FARM: Direct wire commodity news service; morning 12N & afternoon news, Helming report & Pro Farmer, weather, markets & interviews with area extension directors & agri-industry leaders. NEWS: Cruiser, weather radar & meteorologist reports, monitors, UPI, Nat'l Weather Wire & direct wire commodity service; 13 stringers. SPORTS: U, area high school & college football & basketball, state tournaments, Twins baseball, Minn. Vikings football & other events. Contact Representative for further details. Rec'd 6/21/84.

- PERSONNEL**
General Manager—Jerry Breley.
General Sales Manager—Ozzie Ohl.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1300 khz. Directional nights.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51e.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
No. 10 Eff 7/1/84—Rec'd 5/15/84.	
AAA—Mon thru Sat 5-10 am.	
AA—Mon thru Sat 3-7 pm.	
A—Mon thru Sat 10-11:30 am, 1:30-3 pm & 7 pm-midnight; Sun 7 am-midnight.	

- SPOT ANNOUNCEMENTS**
— 1 min — 30 sec/less
GRID: AAA AA A AAA AA A
I 62 45 35 50 36 28
II 59 42 32 47 35 26
III 56 39 29 45 32 23
Fixed position, extra 5.00.

For more far information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KLSS (FM)1967
MASON CITYA Hedberg Broadcasting Group Station
Media Code 4 216 6775 9.00
Music Man Broadcasting, Inc.
Box 1837, Mason City, IA 50401. Phone 515-423-8634.**PROGRAMMING DESCRIPTION**

KLSS (FM): Programmed to 18-49. MUSIC: Adult Contemporary incl current & past hits. AIR PERSONALITIES, contests & promotions. FARM: market reports ea 1/2 hr. NEWS: AM, noon & afternoon newscasts; UPI wire; nat'l weather wire; network. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
President—Paul Hedberg.
Vice-Pres. & Gen'l Mgr.—Brett D. Paradis.

2. REPRESENTATIVESMcGavren Guild Radio.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.**4. AGENCY COMMISSION**15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21c, 22a, 22b, 24b, 25a, 26, 29a.
Contracts: 40a, 44a, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 71a, 72, 73a.
AM facilities: KSMN.
Affiliated with MBS.**TIME RATES**

Eff		Rec'd 2/4/85.				
SPOT ANNOUNCEMENTS		6 ti	12 ti	18 ti	24 ti	36 ti
PER WK:						
1 min	32	30	28	25	23
30 sec	25	23	21	18	16

10. SPECIAL FEATURES

FARM:	1 min	30 sec
Flat	40 32

May be combined with KSMN for frequency discount.

KRIB1948
MASON CITY**Roslin Radio**Media Code 4 216 6840 1.00
Radio Communications, Inc.
402 19th St. S. W., Mason City, IA 50401. Phone 515-424-1490.**PROGRAMMING DESCRIPTION**

KRIB: Personality radio. MUSIC: adult contemporary. NEWS: network at :55, commentator at 7:30 am & 12:15 pm; extended local at 6, 7, 8 am, noon & 5 pm. FARM: 5:15-6 am news & features. Markets at 11:03 am, 12:30 & 5:08 pm. Weather wire. SPORTS: local at 6:10, 7:10 am, 5:15 pm. Commentator at 7:30, 8:30 am, 12:15 pm. Play-by-play of local & univ teams in season. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
President—Ken Kjeldseth.
General Manager—Bob Wittnebel.
Sales Manager—Wayne Kohlhaas.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5-11 am. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 22a, 22b, 24a, 24b, 26, 28a.
Contracts: 40c, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff		Rec'd 6/1/84.				
AAA—Mon thru Sat 6-10 am.						
AA—Mon thru Sat 3-6 pm.						
A—Mon thru Sat 10 am-3 pm & 6 pm-1 am; Sun all day.						

- SPOT ANNOUNCEMENTS**
CLASS AAA
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
1 min 22.75 21.50 20.25 19.00 17.75
30 sec 18.50 17.50 16.50 15.50 14.50
CLASS AA
1 min 20.25 19.00 17.75 16.50 15.25
30 sec 16.50 15.50 14.50 13.50 12.50
CLASS A
1 min 17.75 16.50 15.25 14.00 12.75
30 sec 14.50 13.50 12.50 11.50 10.50
10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP*		6 ti	12 ti	18 ti	24 ti
PER WK:					
30 sec	15.70	14.70	13.70	12.70
1 min	19.70	18.40	17.10	15.90

(*1/3 6-10 am, 1/3 10 am-3 pm & 6 pm-1 am, 1/3 3-6 pm.

KSMN1947
MASON CITYA Hedberg Broadcast Group Station
Media Code 4 216 6960 7.00
River City Broadcasting, Inc.
Box 1837, Mason City, IA 50401. Phone 515-423-8634.**PROGRAMMING DESCRIPTION**

KSMN: FARM: agri-news plus market reports every 1/2 hr. MUSIC: Modern Country. NEWS: plus information; AM, noon, afternoon newscasts; UPI wire; nat'l weather wire; network. FEATURES: AIR PERSONALITIES, contests & promotions. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
President—Paul Hedberg.
Vice-Pres. & Gen'l Mgr.—Brett D. Paradis.

IOWA

Mason City—cont

KSMN—cont

2. REPRESENTATIVES
McGavren Guild Radio.
3. FACILITIES
1,000 w. days; 1010 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21c, 22a, 22b, 24b, 25a, 26, 29a.
Contracts: 40a, 44a, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 60g, 62d.
Cancellation: 71a, 72, 73a.
FM facilities: KLSS (FM).
Affiliated with MBS.

TIME RATES

Eff _____ Rec'd 2/4/85.
Premium—Before 9 am & news (except 7:44-8 am).
Regular—After 9 am.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 11.20 10.85 10.60 10.30 10.00 9.70
30 sec 8.95 8.70 8.45 8.20 8.00 7.80
10. SPECIAL FEATURES
FARM: 1 min 30 sec
Flat 38 30

May be combined with KLSS (FM) for frequency discount.

Mount Pleasant

Henry County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

KILJ

1974
MOUNT PLEASANT

Mid 010348-000
See SRDS Spot Radio Small Markets Edition.

KILJ-FM

1970
MOUNT PLEASANT

Mid 010347-000
See SRDS Spot Radio Small Markets Edition.

Muscatine

Muscatine County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

KFMH (FM)

1949
MUSCATINE



Media Code 4 216 7040 7.00 Mid 010349-000
Flambo Broadcasting, Inc.
3218 Mulberry Ave., Box 116, Muscatine, IA 52761.
Phone 319-263-2512.

PROGRAMMING DESCRIPTION

KFMH (FM): Programmed for 18-40 age group. MUSIC: Album Oriented Rock. AIR PERSONALITIES: Rec'd 9/28/81.

1. PERSONNEL
General Manager—John A. Flambo.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KWPC.

TIME RATES

Eff 10/15/81—Rec'd 9/28/81.

6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 11.20 10.85 10.60 10.30 10.00 9.70
30 sec 8.95 8.70 8.45 8.20 8.00 7.80

KWPC

1947
MUSCATINE



Media Code 4 216 7080 3.00 Mid 010350-000
Flambo Broadcasting, Inc.
3218 Mulberry Ave., Box 116, Muscatine, IA 52761.
Phone 319-263-2512.

PROGRAMMING DESCRIPTION

KWPC: Programmed to adult & farm audience. MUSIC: Modern Country. FARM: 6-7:30, 8:30, 9:30, 11:30 am-1 pm. NEWS: at :60, AP audio, AP wire service. Rec'd 9/28/81.

1. PERSONNEL
General Manager—John A. Flambo.

3. FACILITIES
250 w.; 860 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KFMH (FM).
Affiliated with Brownfield Network.

TIME RATES

Eff 10/15/81—Rec'd 9/28/81.

6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 11.20 10.85 10.60 10.30 10.00 9.70
30 sec 8.95 8.70 8.45 8.20 8.00 7.80

Newton

Jasper County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KCOB

1951
NEWTON

Mid 010351-000
See SRDS Spot Radio Small Markets Edition.

KLVN (FM)

1965
NEWTON

Mid 010352-000
See SRDS Spot Radio Small Markets Edition.

Oelwein

Fayette County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

KOEL

1950
OELWEIN



Media Code 4 216 7320 3.00 Mid 010353-000
Hawkeye Broadcasting, Inc.
Hwy. 150, South, Box 391, Oelwein, IA 50662. Phone 319-283-1234.

PROGRAMMING DESCRIPTION

KOEL: Programmed for adults 25-55; AIR PERSONALITIES featured on all programs. FARM: farm director 5 am-12:40 pm with markets, interviews, digest, forum & news; markets: 6:15 am helming report; 12:35 pm agri info report; 12:40 pm Today's Agri; CNS & local index open, mid-morn updates, noon, closing & 5:45 pm final; 17 hrs wkly farm. NEWS: local/reg'l hrlly, network hrlly; editorials & community affairs programs; in-studio color radar weather; fulltime meteorologist; 15-county weather network; computerized weather center; soil temp; emergency reports to livestock producers & shipping forecasts. SPORTS: state & high school play-by-play. ENTERTAINMENT: audience promotions thru yr. Contact Representative for further details. Rec'd 12/27/83.

1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Ray Leafstedt.
Farm Director—Dave Sylvester.
2. REPRESENTATIVES
Weiss & Powell, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 950 khz. Directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast 5-6:30 am. For non-simulcast facilities see KOEL-FM.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

No. 32 Eff 1/1/85 Rec'd 12/3/84.

AAA—Mon thru Sat 5 am-1:30 pm.
AA—Mon thru Sat 1:30-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti
AAA 65 60 57 54 52 50
AA 55 50 47 44 42 40
A 35 30 27 24 22 20

30 sec: 80% of 1-min.
ADVANCE CONTRACT CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%
Rateholder: Minimum 3 per wk.

10. SPECIAL FEATURES
Farm—1-min, flat 65.00.
Rates may be combined for frequency discount.
May be combined with FM for frequency discount.

For more farm information, see listing in Consumer Magazine adn Agri-Media Rates and Data.

(SMD)

KOEL-FM

1971
OELWEIN

WEISS & POWELL, INC.
RADIO SALES



A Stuart Broadcasting Company Station
Media Code 4 216 7321 1.00 Mid 010354-000
Hawkeye Broadcasting, Inc.
Hwy. 150, South, Box 391, Oelwein, IA 50662. Phone 319-283-1234.

PROGRAMMING DESCRIPTION

KOEL-FM: Programmed for adults. MUSIC: Modern Country. NEWS: local & network hrlly; updates; editorials & community affairs programs; in-studio radar weather; staff meteorologist; 15-county weather network; markets: quotations & local index open, mid-morn updates, noon, close & farm final. Contact Representative for further details. Rec'd 12/27/83.

1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Ray Leafstedt.
2. REPRESENTATIVES
Weiss & Powell, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 1,501 ft. above average terrain.
Partial simulcast operation. Operated separately 6:30 am-midnight. For simulcast facilities see KOEL.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES

No. 31 Eff 1/1/85—Rec'd 12/3/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti
AAA 50 48 46 44 42 40
AA 40 38 36 34 32 30
A 30 28 26 24 22 20

30 sec: 80% of 1-min.
ADVANCE CONTRACT CONSECUTIVE WEEK DISCOUNT—AAA, AA

26 wk—5% 52 wk—10%
Rateholder: Minimum 3 per wk.

10. SPECIAL FEATURES
Farm—1-min, flat 50.00.

Rates may be combined for frequency discount.
May be combined with AM for frequency discount.

(SMD) (A)

Osage

Mitchell County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KOSG (FM)

1980
OSAGE

Mid 030227-000
See SRDS Spot Radio Small Markets Edition.

Osceola

Clarke County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KJJC (FM)

1982
OSCEOLA

Media Code 4 216 7380 7.00 Mid 028293-000
J. B. Broadcast, Inc.
Rt. 2, Box 275, Osceola, IA 50213. Phone 515-342-6536.

PROGRAMMING DESCRIPTION

KJJC (FM): MUSIC: Modern Country programmed for farmers & adults 25-55; AIR PERSONALITIES handle all segments. FARM: 10 hrs wkly; local opens, mid-morn updates, noon, close & 5:16 final; local livestock markets, commodity news; Helming reports. NEWS: local 4x daily; network hrlly; AP wire service; wkly community affairs programs; weather expanded 4x daily, forecasts 2x hrlly, Ag 2x daily. SPORTS: high school play-by-play; Hawkeye football. Contact Representative for further details. Rec'd 12/3/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—M. W. Jack Beaman.
Sales Director—David P. Lynn.
2. REPRESENTATIVES
Kansas City, St. Joseph, St. Louis—Eugene F. Gray Co., Inc.
J. L. Farmakis, Inc.
3. FACILITIES
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Direction Radio Network.
Affiliated with Music Country Radio Network.
Affiliated with Brownfield Network.

TIME RATES

Eff _____ Rec'd 12/4/84.
AAA—Mon thru Fri 6-9 am, 11 am-1 pm & 5-6 pm.
AA—Mon thru Fri 9-11 am, 1-5 pm; Sat 6 am-6 pm.
A—Mon thru Sat 5-6 am & 6 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
PER WK: 1 MIN: 6 ti 12 ti 18 ti 30 ti 48 ti
AAA 12.00 11.70 11.40 11.10 10.80
AA 11.10 10.80 10.50 10.20 9.90
A 10.80 10.50 10.20 9.90 9.60

7. PACKAGE PLANS
TAP
PER WK: 6 ti 12 ti 18 ti 30 ti 48 ti
1 min 11.30 11.00 10.70 10.40 10.10
30 sec: 80% of 1-min.

10. SPECIAL FEATURES
Guaranteed farm time, extra 3.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

Oskaloosa

Mahaska County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KBOE

1950
OSKALOOSA

Mid 010355-000
See SRDS Spot Radio Small Markets Edition.

KOSK (FM)

1964
OSKALOOSA

Mid 034243-000
See SRDS Spot Radio Small Markets Edition.

Ottumwa

Wapello County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KBIZ

1941
OTTUMWA



Media Code 4 216 7560 4.00 Mid 010356-000
Gillbro Communications Limited Partnership
211 E. Second, Ottumwa, IA 52501. Phone 515-682-4538.

PROGRAMMING DESCRIPTION

KBIZ: Programmed for adults 25-54 & farm audience. MUSIC: Adult Pop & Country. NEWS: 2-man dept plus network; 24 newscasts/day. FARM: dir; 12 hrs/wk; livestock markets, agri features, commodity news 5:30-7 am, markets, news & summaries 11:30 am-1 pm. WEATHER: nat'l weather wire. SPORTS: 4 shows/day plus major league baseball, high school play-by-play, college football & basketball; pro football; Indy 500. FEATURES: women's editor; women's show 9:30-10 am, plus other features; Sun AM religious; remote van for on location. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL
General Manager—Frank Jonas.
Station Manager—John J. Reardon.
Farm Director—Dave Hill.
2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 4:55 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 28a, 29c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellation: 70b, 70d, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES

No. 19 Eff 6/1/84—Rec'd 5/29/84.

AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—All other times & Sun.

7. PACKAGE PLANS
PER WK: 1 min 30 sec
6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
AA 27 26 25 24 23 22 21 20
A 24 23 22 21 20 19 18 17

8. PROGRAM TIME RATES
5 min—1/1/2x 1-min.

10. SPECIAL FEATURES
Farm—5:30-7 am & 11:30 am-1 pm: 1 min 32.00; 30 sec 26.00.

KLEE
1954
OTTUMWA

Media Code 4 216 7680 0.00 Mid 010357-000
Kleeco Radio, Inc.
212-1/2 E. Main St., Ottumwa, IA 52501. Phone 515-682-8711.

2. REPRESENTATIVES
Pates/Walton Radio - USA.
1 min rate 1x: 7.00.

Pella

Marion County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KXJX (FM)
1976
PELLA

Adult Contemporary



Media Code 4 216 7740 2.00 Mid 010358-000
Tulip City Broadcasting Co.,
Hwy. 163, Box 45, Pella, IA 50219. Phone 515-627-5911.

PROGRAMMING DESCRIPTION
KXJX (FM): Programmed for adults 25-54 & farm audience; variety programming for general interest. AIR PERSONALITIES handle all segments. FARM: 6-7 am, noon-1 pm. NEWS: hrly network at :30. MUSIC: popular Adult Contemporary & oldies. SPORTS: Iowa Cubs baseball & Des Moines Buccaneers hockey; ABC with Paul Harvey. Rec'd 11/2/84.

- PERSONNEL**
Vice-President—John Linder.
General Sales Manager—Mark Lowe.
- FACILITIES**
ERP 100,000 w.; 103.3 mhz. Stereo.
Operating schedule: 5:30 am-midnight, Mon thru Fri; 24 hours Sat & Sun. CST.
Antenna ht.: 370 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Member: Iowa Ag Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Efr—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	19.00	18.50	18.00	17.50	17.00
30 sec	16.50	16.00	15.50	15.00	14.50

(SMD)

Perry

Dallas County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KDLS
1961
PERRY

Mid 010359-000
See SRDS Spot Radio Small Markets Edition.

KDLS-FM
1971
PERRY

Mid 010360-000
See SRDS Spot Radio Small Markets Edition.

Red Oak

Montgomery County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KOAK
1968
RED OAK

KOAK-FM
1979
RED OAK

Mid 010361-000
See SRDS Spot Radio Small Markets Edition.

Sheldon

O'Brien County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KIWA
1961
SHELDON
KIWA-FM
1971
SHELDON

Mid 010362-000
See SRDS Spot Radio Small Markets Edition.

Shenandoah

Page County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KMA
1925
SHENANDOAH
 Katz Radio



Media Code 4 216 8160 2.00 Mid 010363-000
May Broadcasting Company
Box 500, Shenandoah, IA 51603. Phone 712-246-5270.

PROGRAMMING DESCRIPTION
KMA: Programmed for adults & farmers. MUSIC: Adult Contemporary. NEWS: 3-man team, mobile unit & plane. News, farm & weather 5:30-8:30 am, 11:20 am-1:30 pm & 5-7 pm with editorials & commentary; network news & commentary. FARM: 2-man staff. Weather, markets & direct livestock reports. SPORTS: Pro baseball network; college football & basketball live. TALK: Women's dir at 9-10 am, M/F & 9-9:30 am Sat, with info, interviews. Contact Representative for further details. Rec'd 10/29/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Carl (Andy) Andersen.
Sales Manager—Bill Selby.
Farm Director—Craighton Knau.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 960 khz. Directional nights.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0; 10th of month.
- GENERAL ADVERTISING See coded regulations**
Alliliated with Katz Radio Network.

TIME RATES
No. 25 Efr 1/1/84—Rec'd 9/24/84.

AAA—Farm Mon thru Sat 5:30-8:30 am & 11:20 am-1:30 pm.
AA—Mon thru Sat 7-10 am & 4-7 pm; Sun 6 am-noon.
A—Mon thru Sat 5-5:30 am, 10-11 am & 1:30-4 pm; Sun noon-7 pm.

6. SPOT ANNOUNCEMENTS

GRID	1 min				30 sec			
	I	II	III	IV	I	II	III	IV
AA	60	55	53	50	48	44	42	40
A	50	47	45	43	40	38	36	34

10. SPECIAL FEATURES

GRID:	CLASS AAA				- 1 min - 30 sec -			
	I	II	III	IV	I	II	III	IV
Ea	85	80	75	70	68	64	60	56

Fixed position, extra 5.00.
FARM MARKET UPDATES, WITHIN/ADJACENT

GRID: 72 68 60 58 53 48
Updates—Mon thru Fri 8:30, 9:58, 9:30, 9:58, 10:30 am, 1:25, 1:45, 5:30 & 6:15 pm.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Sioux Center

Sioux County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KVDB
1969
SIOUX CENTER
PATES/WALTON
RADIO-USA



Media Code 4 216 8200 6.00 Mid 010364-000
Tri-State Broadcasters, Inc.
Box 35 A, Sioux Center, IA 51250. Phone 712-722-1090.

PROGRAMMING DESCRIPTION
KVDB: Programmed to adult & farm audiences. MUSIC: MOR & country. NEWS: 14 newscasts daily. WEATHER: nat'l weather wire & radar coverage. SPORTS: 4 sportscasts daily, local high school & college football, basketball & track. 80 events per yr. FARM: markets morning & noon. Woman's show 9 am daily. Gospel music 8 pm M-F. RELIGION: all day Sun. Contact Representative for further details. Rec'd 1/14/80.

- PERSONNEL**
General Manager—Donald Broek.
 - REPRESENTATIVES**
Pates/Walton Radio USA.
Farm—J. L. Farmakis, Inc.
 - FACILITIES**
500 w.; 1090 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-9 am & noon-12:30 pm. For non-simulcast facilities see KVDB-FM.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: Iowa Ag Radio Group.
- TIME RATES**
Efr—Rec'd 5/30/84.
6. SPOT ANNOUNCEMENTS
- | PER WK: | MON-SAT 6-9 AM & 11:30 AM-1 PM | | | |
|---------|--------------------------------|------|-------|-------------|
| | 1 ti | 6 ti | 12 ti | 18 ti 24 ti |
| 1 min | 9.25 | 8.00 | 7.80 | 7.60 7.50 |
| 30 sec | 7.50 | 6.75 | 6.50 | 6.25 6.10 |
- (SMD)

KVDB-FM
1973
SIOUX CENTER

Mid 010365-000
See SRDS Spot Radio Small Markets Edition.

Sioux City

Woodbury County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KGLI (FM)
(formerly KGLI (FM))
1974
SIOUX CITY



Media Code 4 216 8520 7.00 Mid 010368-000
Apple Broadcasting Corp.
Hwy. 75 North, Box 1379, Sioux City, IA 51102. Phone 712-239-2100.

PROGRAMMING DESCRIPTION
KGLI (FM): MUSIC: Pop/Adult Contemporary. NEWS: local & network; weather radar reports, live AIR PERSONALITIES. FEATURES: promotional activities & community involvement. FARM: markets & agri-business lectures 6-7:30 am & noon. Contact Representative for further details. Rec'd 2/6/85.

- PERSONNEL**
General Manager—Ted Mann.
Sales Manager—Paul Marshall.
Farm Director—Don Miller.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 898 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16, 26, 27, 28b, 29c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Connecticut Radio Network.
- TIME RATES**
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KMNS
1949
SIOUX CITY



McGAVREN GUILD RADIO



Media Code 4 216 8400 2.00 Mid 010367-000
Sentry Broadcasting, Inc.
901 Steuben St., Box 901, Sioux City, IA 51102. Phone 712-258-0628.

PROGRAMMING DESCRIPTION
KMNS: Programmed for adults 25-54. & farm audience. MUSIC: Country. NEWS: network at :60 local & reg'l at :05. Mobile news unit. FARM: Livestock reports, markets, agri lectures, weather 5:30-7, 12N hr show & commodity updates. SPORTS: Nebraska football, high school play-by-play football & basketball. SPECIAL FEATURES: live, on-location remote broadcasts. Contact Representative for further details. Rec'd 1/21/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James J. Shields.
Regional Sales Manager—Tom Markley.
Farm Director—Trish Gandrya.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 620 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KSEZ (FM):
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KSCJ

KSCJ
1927
SIOUX CITY

1360
INFORMATION
RADIO



Media Code 4 216 8520 7.00 Mid 010368-000
Apple Broadcasting Corp.
Hwy. 75 North, Box 1379, Sioux City, IA 51102. Phone 712-239-2100.

PROGRAMMING DESCRIPTION
KSCJ: Programming for adults 25-54 & farm audience; variety programming for general interest. AIR PERSONALITIES handle all segments. FARM: 6-7 am, noon-1 pm & 5-6 pm incl all agri-business. NEWS: hrly, network at :60; 4-person news dept for local & reg'l reporting; weather updates hrly. TALK: open line M-F 8:15-9:30, drive time, 4:10-5 pm telephone discussion on current issues. MUSIC: popular adult contemporary & oldies. SPORTS: Royals baseball, Iowa U football & basketball, local college & high school sports. Contact Representative for further details. Rec'd 10/29/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Larry Magnuson.
Vice-Pres. & Sta. Mgr.—Mike Newhouse.
Farm Director—Roger Mansfield.
 - REPRESENTATIVES**
Masla Radio.
Soderlund Company.
 - FACILITIES**
5,000 w.; 1360 khz. Directional nights.
Operating schedule: 5:30-1 am. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21a, 21d, 22a, 22b, 23b, 24b, 24c, 25a, 26, 27, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.
- TIME RATES**
Efr—Rec'd 8/6/82.
- AAA—6-10 am, noon-1 pm & 3-6 pm.
AA—5-6 am, 10 am-noon & 1-3 pm.
A—6 pm-1 am; Sun all day.
6. SPOT ANNOUNCEMENTS
- | PER WK: | MINUTE | | | | |
|---------|--------|-------|-------|-------|-------------|
| | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti 25 ti |
| PER YR: | 50x | 100x | 200x | 300x | 400x 500x |
| AAA | 22.00 | 21.00 | 20.25 | 19.50 | 18.75 18.00 |
| AA | 17.00 | 16.00 | 15.50 | 15.00 | 14.50 14.00 |
| A | 14.00 | 13.50 | 13.00 | 12.75 | 12.50 12.00 |
- (continued)

IOWA

Sioux City—cont

KSCJ—cont

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
PER YR:	50x	100x	200x	300x	400x	500x
30 SECONDS						
AAA	19.00	18.00	17.25	16.50	15.75	15.00
AA	15.00	14.00	13.50	13.00	12.50	12.00
A	12.00	11.50	11.00	10.75	10.50	10.00

7. PACKAGE PLANS

TAP—EQUAL DAYPARTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
PER YR:	100x	200x	300x	400x	500x
1 min	17.00	16.25	15.50	14.75	14.00
30 sec	15.00	14.25	13.50	12.75	12.00

8. PROGRAM TIME RATES

1 hr	110	105	100	94	88	82
1/2 hr	77	71	66	60	55	50
1/4 hr	50	45	40	35	30	25
5 min	40	38	35	30	28	20

KSEZ (FM)

1960
SIOUX CITY



Media Code 4 216 8580 1.00
Sentry Broadcasting, Inc.
901 Steuben St., Box 177, Sioux City, IA 51102. Phone
712-258-6740.



Mid 010369-000

PROGRAMMING DESCRIPTION

KSEZ (FM): Programmed for adults 18-49. MUSIC: current & recent hits blended with gold oldies. NEWS: local 6:30, 7:30, 8:30 am, noon, 4, 5 pm; network at 7, 8, 9, 11 am, 1, 3, 5, 7, & 10 pm. COMMERCIAL POLICY: maximum 4 commercial interruptions per hour. Contact Representative for further details. Rec'd 3/29/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James J. Shields.
Regional Sales Manager—Tom Markley.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 62,000 w.; 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KMNS.
Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KWSL

1938
SIOUX CITY



Media Code 4 216 8640 3.00
Cardinal Communications, Inc.
1113 Nebraska St., Box 3088, Sioux City, IA 51102.
Phone 712-255-1470.

PROGRAMMING DESCRIPTION

KWSL: Programmed for adults 25-54. MUSIC: Country, NEWS: local & network with in-house radar weather reports. FARM: Ag line reports with livestock & commodity markets. FEATURES: Mobile van with remote capability. Contact Representative for further details. Rec'd 6/29/84.

1. PERSONNEL

General Manager—Ted Mann.
Sales Manager—Paul Marshall.
Farm Director—Don Miller.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w.; 1470 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO Radio Networks.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KZZL (FM)

1967
LE MARS

WEISS & POWELL, INC.

RADIO SALES



(This is a paid duplicate of the listing under Le Mars, Iowa.)

Media Code 4 216 6420 2.00
KLEM, Inc.
37 Second Ave., N. W., Box 1410, Le Mars, IA 51031.
Phone 712-546-4123.

PROGRAMMING DESCRIPTION

KZZL (FM): Programmed for adults 25-54. MUSIC: Easy Listening, familiar stds & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: UPI at :60; major newscasts 8 am, 12N & 5 pm. Weather updates throughout day. Contact Representative for further details. Rec'd 9/26/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul W. Olson.
Sales Manager—Roger Miller.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 100,000 w.; 99.5 mhz. Stereo.
Operating schedule: 18 hours daily. CST.
Antenna ht.: 794 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KLEM.

TIME RATES

Eff Rec'd 9/26/84.
AA—10 am-7 pm.
A—6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA		1 ti	6 ti	12 ti	24 ti	48 ti
1 min	23	22	21	20	19	19
30 sec	20	19	18	17	16	16
CLASS A		1 ti	6 ti	12 ti	24 ti	48 ti
1 min	21	20	19	18	17	17
30 sec	18	17	16	15	14	14

7. PACKAGE PLANS

TAP—EQUAL DAYPARTS

PER WK:	1 ti	6 ti	12 ti	24 ti	48 ti
1 min	22	21	20	19	18
30 sec	19	18	17	16	15

(SMD)(D)

WNAX

1922
YANKTON, SD

Affiliated with CBS Radio Network.
See listing under city of license.

Mid 013894-000

Spencer

Clay County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KICD

1942
SPENCER



Katz Radio

Farm



Media Code 4 216 8760 9.00
Iowa Great Lakes Broadcasting Co.
Box 7248, Spencer, IA 51301. Phone 712-262-1240.

PROGRAMMING DESCRIPTION

KICD: FARM: 5:30-9 am, 11:30 am-1:15 pm M-Sat; farm features markets, news, weather; 18 farm markets daily; 31 hrs wky. MUSIC: MOR. Weather, radar, full time meteorologist. Contact Representative for further details. Rec'd 2/27/81.

1. PERSONNEL

Farm Director—Jim Marsh.
Farm Editor—Keith Bishop.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.

TIME RATES

AM/FM COMBINATION
No. 1 Eff 2/1/84—Rec'd 1/30/84.
AAA—Farm Mon thru Sat 5:30-8 am & 11:30 am-1:15 pm.

AA—Mon thru Sat 5:30-10 am.
A—Mon thru Sat 10:11:30 am & 1:15-7 pm; Sun all day.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AA A B		AA A B	
1 min	55 40 25	30 sec	44 32 20

10. SPECIAL FEATURES

CLASS AAA		1 min	30 sec
Flat	MARKET REPORTS, WITHIN/ADJACENT	65	50
9:35-9:40 am	55	44	
10:05-10:08/10:35-10:38/11:05-11:08 am/1:35-1:38/2:05-2:10/6:20-6:25 pm ..	50	40	

AM only: Deduct 1-min 10.00; 30-sec 8.00 from AM/FM combination.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

KICD-FM

SPENCER



Media Code 4 216 8761 7.00
Iowa Great Lakes Broadcasting Co.
Box 7248, Spencer, IA 51301. Phone 712-262-1240.

PROGRAMMING DESCRIPTION

KICD-FM: contemporary country/AP & UPI news. Contact Representative for further details. Rec'd 6/1/82.

1. PERSONNEL

President—W. R. Sanders.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 107.7 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 395 ft. above average terrain.

Partial simulcast operation. Operated separately 7 am-10 pm. For simulcast facilities see KICD.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct from AM/FM combination: 1 min 10.00; 30 sec 8.00.

(SMD)

KRGS (FM)

1979
SPENCER

See SRDS Spot Radio Small Markets Edition.

Mid 027244-000

Storm Lake

Buena Vista County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KAYL

1948
STORM LAKE

See SRDS Spot Radio Small Markets Edition.

Mid 010373-000

KAYL-FM

1949
STORM LAKE

See SRDS Spot Radio Small Markets Edition.

Mid 010374-000

Twin Lakes

Calhoun County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KTLB-FM

1974
TWIN LAKES

See SRDS Spot Radio Small Markets Edition.

Mid 010375-000

Washington

Washington County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KCII

1961
WASHINGTON
KCII-FM
1975
WASHINGTON

Mid 010376-000

See SRDS Spot Radio Small Markets Edition.

Waterloo

(including Cedar Falls)

Black Hawk County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCFI

1958
CEDAR FALLS
KCFI RADIO
1250

Roslin Radio

Media Code 4 216 9120 S.00
Radio Cedar Falls, Inc.
Box 157, Cedar Falls, IA 50613. Phone 319-277-1918.

PROGRAMMING DESCRIPTION

KCFI: Programmed for adults 25-54. MUSIC: modern country. NEWS: emphasis on local; network news. SPORTS: local univ & high school events. Contact Representative for further details. Rec'd 9/4/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ken E. Hamilton.
Vice-Pres. & Sales Mgr.—Ron Hamilton.
Local Sales Manager—Dave Pierce.

2. REPRESENTATIVES

Roslin Radio Sales.
The Hurley Company.
Farm—J.L. Farmakis, Inc.

3. FACILITIES

500 w., 1250 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15d.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 40c, 41, 43, 44b, 45, 46, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Iowa Ag Radio Group.

TIME RATES

No. 19 Eff 1/1/85—Rec'd 1/23/85.

AAA—5:30-10 am.
AA—5:30 am-8 pm, day rotation.

6. SPOT ANNOUNCEMENTS

GRID:	AAA	AA	AAA	AA	AAA	AA	AAA	AA
	I	II	III	IV				
1 min	26	23	20	17	18	16		

- 1. PERSONNEL**
General Manager—Fred Hendrickson.
Program Director—Jeff Christenson.
Sales Manager—Ken Hensley.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 569 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
Contracts: 40a, 42a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KXEL.
Affiliated with ABC Contemporary Radio Network PSP.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFMW 108

KFMW (FM)

1968
WATERLOO

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

ndb

RAB

Media Code 4 216 9180 9.00 Mid 010380-000
Forward Broadcasting of Iowa
Box 1330, Waterloo, IA 50704. Phone 319-234-2200.

PROGRAMMING DESCRIPTION

KFMW (FM): MUSIC: Contemporary hits; live AIR PERSONALITIES. COMMERCIAL POLICY: 12 min/hr. FEATURES: constant promotions & audience participation. Contact Representative for further details. Rec'd 9/24/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Cliff Thompson.
General Sales Manager—Steve Winkey.
Sales Assist. & Traffic—Kitty Jensen.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,800 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KWLO.
Affiliated with NBC—The Source.
Sold in combination with KWLO. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Deduct 10.00 from KWLO/KFMW (FM) combination.
(D) (A)

KLEU
1972
WATERLOO

ndb

RAB

Media Code 4 216 0150 2.00 Mid 010379-000
KLEU, Inc.
3232 Osage Rd., Waterloo, IA 50701. Phone 319-234-2811.

- 2. REPRESENTATIVES**
Lotus Reps.
1 min rate 1x: 12.50.

KWLO

Waterloo/Cedar Falls
The Farm/News Source

KWLO
1947
WATERLOO

ndb

RAB

Media Code 4 216 9240 1.00 Mid 010381-000
Forward Communications Corp.
Box 1330, Waterloo, IA 50704. Phone 319-234-2200.

PROGRAMMING DESCRIPTION

KWLO: Programmed for mass appeal to adults. NEWS: block 5:30-9 am w/nat'l, local, weather, sports, farm, meteorologist & Wash. D.C. correspondent; state capitol correspondent, 6-person team reports local, reg'l & nat'l; local at :60 & :30. MUSIC: 9 am-5:30 pm Contemporary current & past hits. AIR PERSONALITIES handle all segments. FARM: dir. reports live stock & grain markets w/related interviews; 48 programs/wk; news/farm reports noon-12:30 pm & 5-5:20 pm. SPORTS: highschool football & basketball. FEATURES: Talknet M-F 10 pm-4 am; audience participation, contests & promotions. Contact Representative for further details. Rec'd 1/21/85.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Cliff Thompson.
General Sales Manager—Steve Winkey.
Sales Assistant—Kitty Jensen.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
5,000 w.; 1330 khz. Directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: KFMW (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

KWLO/KFMW (FM) COMBINATION
Eff 1/1/85—Rec'd 1/21/85.

- 6. SPOT ANNOUNCEMENTS**
FIXED
- | | I | II | III |
|--------------|----|----|-----|
| 1 min | 70 | 65 | 60 |
| 30 sec | 56 | 52 | 50 |
- ROS—6 AM-MIDNIGHT
- | | | | |
|--------------|----|----|----|
| 1 min | 60 | 55 | 50 |
| 30 sec | 48 | 44 | 42 |

KWLO ONLY

Deduct 10.00 from KWLO/KFMW (FM) combination.

- 10. SPECIAL FEATURES**
Farm: Fixed, 1-min 60.00; 30-sec 48.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (A)

KXEL
1942
WATERLOO

T

Torbet Radio

NAIFB

ndb

Media Code 4 216 9360 7.00 Mid 010382-000
KXEL Broadcasting Co., Inc.
Hwy. 281 East, Box 1540, Waterloo, IA 50704. Phone 319-233-3371, TWX, 910-525-1272.

PROGRAMMING DESCRIPTION

KXEL: Programmed for adult regional & metro audience. MUSIC: Top Country hits & Traditional favorites; AIR PERSONALITIES. NEWS: network & sports at :60; local at :05 hrly 5 am-7 pm; Paul Harvey 3x daily; emphasis on community involvement. SPORTS: collegiate football play-by-play. FARM: agricultural dept with 10 commodity reports daily incl opening & closing market reports & updates throughout day; farm features; 30 min midday report at 12:30 pm & wknd market summaries. Contact Representative for further details. Rec'd 8/1/83.

- 1. PERSONNEL**
President—Cy N. Bahakel.
General Manager—Fred Hendrickson.
Sales Manager—Don Peterson.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
50,000 w.; 1540 khz. Clear channel. Directional—night.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15% time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
Contracts: 40a, 42a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KQNC (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Waukon

Allamakee County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KNEI
1967
WAUKON

KNEI-FM
1968
WAUKON

Mid 010383-000

See SRDS Spot Radio Small Markets Edition.

Waverly

Bremer County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KWAY
1958
WAVERLY

Mid 010384-000

See SRDS Spot Radio Small Markets Edition.

KWAY-FM
1970
WAVERLY

Mid 010385-000

See SRDS Spot Radio Small Markets Edition.

Webster City

Hamilton County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KQWC
1949
WEBSTER CITY

Mid 010386-000

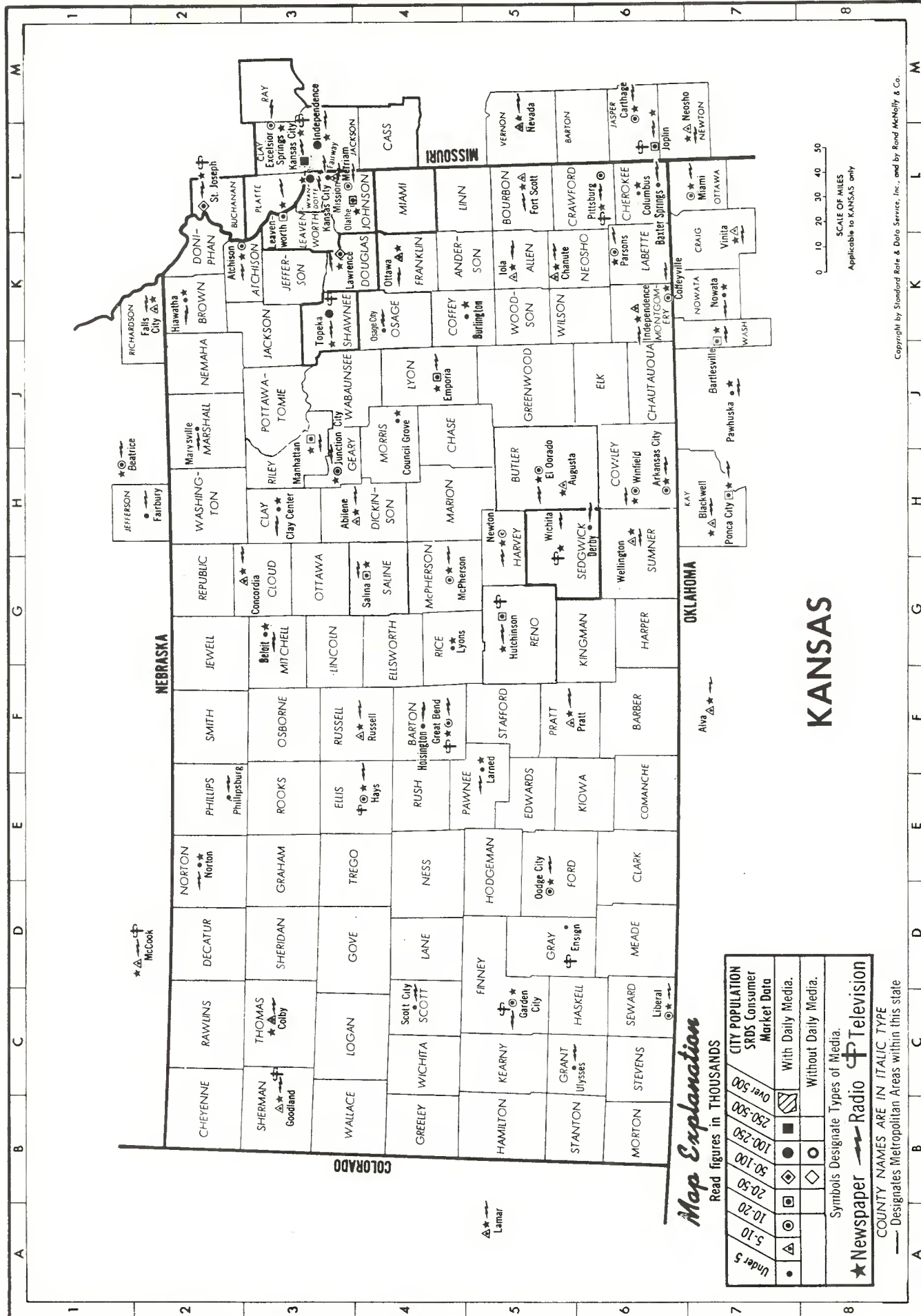
See SRDS Spot Radio Small Markets Edition.

KQWC-FM
1969
WEBSTER CITY

Mid 010387-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



SCALE OF MILES
0 10 20 30 40 50
Applicable to KANSAS only

KANSAS

Map Explanation

Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data
Over 500	With Daily Media.
250-500	Without Daily Media.
100-250	
50-100	
20-50	
10-20	
5-10	
Under 5	

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⊕ Television

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

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State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Hutchinson—Reno		Kansas City—Wyandotte		Lawrence—Douglas		Olathe—Johnson		Overland Park—Johnson		Salina—Saline		Topeka—Shawnee		Wichita—Sedgwick						
ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Total Retail Sales—		Retail Sales—1984				Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)					
			Per Household (\$000)	% Distribution 14999 to 34999	15000 to 49999	35000 to 50000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types										
								General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)								
KANSAS STATE TOTALS	2,438.3	908.16	24,273,320	26,728	32.1	41.8	15.2	10.9	12,956,563	14,267	2,834,567	449,082	1,912,208	611,262	648,831	2,194,254	1,150,238	1,645.67	127.5	65.47
ALLEN K-5.....	15.9	6.16	132,883	21,572	43.0	41.4	9.8	5.7	80,499	13,068	18,044	2,953	12,437	3,696	3,739	13,555	7,214	10.94	.3	.22
ANDERSON K-4.....	9.0	3.43	72,475	21,130	45.3	38.0	10.6	6.0	44,356	12,932	9,972	1,638	6,892	2,029	2,040	7,463	3,980	6.2606
ATCHISON K-2.....	18.4	6.30	131,534	20,878	42.2	42.7	10.1	5.0	82,512	13,097	18,481	3,022	12,730	3,792	3,842	13,896	7,392	10.86	1.1	.28
BARBER F-6.....	6.5	2.63	65,106	24,755	40.0	41.1	11.5	7.4	35,265	13,409	7,846	1,272	5,373	1,633	1,677	5,949	3,151	5.1307
BARTON F-4.....	32.1	12.20	350,985	28,769	28.5	42.5	16.9	12.0	179,805	14,738	39,001	6,105	26,104	8,562	9,231	30,511	15,910	22.65	3	.45
BOURBON L-5.....	16.5	6.67	128,793	19,309	47.5	39.7	7.9	4.9	84,240	12,630	19,069	3,161	13,255	3,824	3,787	14,151	7,579	11.62	4	.10
BROWN K-2.....	12.2	4.75	86,249	18,158	50.0	39.4	6.5	4.1	58,312	12,276	13,308	2,229	9,315	2,621	2,548	9,776	5,263	8.19	1	.19
BUTLER H-5.....	47.5	17.23	471,692	27,376	28.3	44.0	17.6	10.0	254,152	14,751	55,114	8,625	36,882	12,105	13,056	43,130	22,486	34.41	3	.59
CHASE J-4.....	3.3	1.32	25,266	19,141	46.4	43.0	6.9	3.8	16,675	12,633	3,778	627	2,628	756	747	2,800	1,501	2.5704
CHAUTAUQUA J-6.....	5.3	2.17	44,599	20,553	49.7	36.8	8.1	5.5	27,223	12,545	6,173	1,025	4,297	1,233	1,217	4,571	2,451	4.1604
CHEYENNE B-2.....	22.7	8.77	162,469	18,526	48.9	39.8	7.3	4.1	109,638	12,501	24,892	4,142	17,347	4,959	4,879	18,404	9,875	15.58	2	.11
CLARK E-6.....	2.5	1.03	21,510	20,883	42.7	43.6	8.2	5.4	13,294	12,907	2,994	493	2,072	607	608	2,236	1,194	2.0702
CLAY H-3.....	9.9	3.89	75,583	19,430	46.0	42.2	7.4	4.4	49,127	12,629	11,125	1,845	7,736	2,229	2,205	8,252	4,421	7.1004
CLOUD G-3.....	12.3	4.72	86,081	18,238	48.4	40.3	7.3	4.0	58,654	12,427	13,346	2,226	9,317	2,646	2,591	9,841	5,288	8.3105
COFFEY K-4.....	10.2	3.87	80,338	20,759	44.0	40.2	11.0	4.8	50,569	13,067	11,332	1,854	7,809	2,322	2,351	8,516	4,532	7.4604
COMANCHE E-6.....	2.6	1.02	22,297	21,860	39.6	46.4	7.1	6.8	13,277	13,017	2,982	489	2,059	608	613	2,235	1,191	2.0701
COWLEY H-6.....	37.7	14.37	351,372	24,452	36.5	43.7	12.9	6.9	197,429	13,739	43,644	7,013	29,718	9,208	9,582	33,354	17,598	25.90	9	.88
CRAWFORD L-6.....	38.3	15.51	308,463	19,888	47.4	37.9	9.7	4.9	199,446	12,859	44,917	7,396	31,087	9,107	9,122	33,546	17,907	25.74	4	.26
DECATUR D-2.....	4.4	1.77	36,087	20,388	44.4	41.2	7.5	6.2	22,422	12,668	5,061	836	3,509	1,021	1,018	3,769	2,015	3.4504
DICKINSON H-4.....	20.8	8.02	189,497	23,628	37.4	42.5	12.6	7.5	109,282	13,626	24,209	3,901	16,516	5,085	5,269	18,453	9,749	14.73	1	.34
DONIPHAN K-2.....	9.5	3.46	63,023	18,215	46.5	43.8	6.5	3.2	42,984	12,423	9,778	1,631	6,825	1,940	1,900	7,212	3,875	6.34	3	.07
DOUGLAS K-3.....	72.6	26.06	604,189	23,185	44.1	36.7	10.4	8.8	351,685	13,495	78,120	12,634	53,423	16,313	16,815	59,346	31,406	44.07	3.3	1.66
Lawrence Metro Area.....	56.3	20.43	456,149	22,327	270,096	13,221	60,348	9,836	41,481	12,446	12,677	45,515	24,175	32.69	3.1	1.51
EDWARDS E-5.....	4.2	1.72	31,759	18,465	47.7	41.5	5.8	5.0	21,247	12,353	4,841	809	3,384	957	934	3,564	1,916	3.1817
ELK J-6.....	4.0	1.68	27,808	16,552	56.3	34.7	5.7	3.3	19,961	11,882	4,602	780	3,248	886	841	3,338	1,809	3.1106
ELLIS E-3.....	27.0	9.64	247,754	25,701	32.8	43.7	15.5	8.0	137,294	14,242	30,056	4,766	20,288	6,473	6,862	23,248	12,191	17.93	1	.21
ELLSWORTH G-4.....	7.0	2.78	50,264	18,081	48.8	40.8	6.9	3.5	34,299	12,338	7,816	1,307	5,464	1,544	1,507	5,752	3,094	5.2820
FINNEY D-5.....	26.2	8.99	235,248	26,168	29.5	47.7	14.0	8.8	127,450	14,177	27,935	4,437	18,877	6,001	6,347	21,575	11,323	16.82	2	3.80
FORD E-5.....	25.5	9.31	221,635	23,806	35.4	44.7	12.2	7.8	129,206	13,878	28,483	4,430	19,347	6,045	6,325	21,843	11,504	16.97	4	1.63
FRANKLIN K-4.....	23.1	8.61	206,553	23,990	38.9	42.3	12.3	6.5	115,878	13,459	25,758	4,170	17,625	5,371	5,529	19,551	10,351	15.82	3	.37
GEARY H-3.....	31.4	10.75	268,449	24,972	36.4	42.8	13.0	7.8	145,597	13,544	32,311	5,219	22,077	6,761	6,982	24,575	12,957	16.56	6.0	1.86
GOVE D-3.....	3.7	1.38	25,425	18,424	49.5	39.0	5.5	5.0	16,711	12,109	3,818	640	2,675	750	727	2,801	1,509	2.9601
GRAHAM E-3.....	3.7	1.43	28,984	20,269	50.0	37.3	7.8	4.9	17,936	12,543	4,071	677	2,837	811	799	3,011	1,615	2.91	1	.02
GRANT C-6.....	7.5	2.53	63,764	25,203	27.6	52.8	12.1	7.5	35,514	14,037	7,801	1,243	5,282	1,668	1,757	6,009	3,158	4.93	1.20
GRAY D-5.....	5.5	1.92	43,523	22,668	35.2	49.3	9.8	5.6	25,736	13,404	5,728	929	3,924	1,191	1,223	4,341	2,300	4.0211
GREENE B-4.....	1.9	0.70	15,047	21,496	39.4	46.4	7.1	7.1	9,095	12,993	2,043	335	1,411	420	1,531	816	1.4812
GREENWOOD J-5.....	8.6	3.55	73,455	20,692	45.3	39.3	10.2	5.2	45,888	12,926	10,316	1,695	7,129	2,100	2,111	7,721	4,117	6.8107
HAMILTON B-5.....	2.5	0.96	17,779	18,520	46.6	41.6	9.0	2.8	12,212	12,721	2,761	457	1,917	555	552	2,052	1,098	1.8109
HARPER G-5.....	7.9	3.30	63,535	19,253	46.6	42.0	7.6	3.9	41,579	12,600	9,419	1,563	6,551	1,886	1,865	6,983	3,742	6.1808
HARVEY H-4.....	32.3	11.73	283,971	24,209	31.7	48.0	13.5	6.7	164,678	14,039	36,186	5,767	24,508	7,732	8,140	27,860	14,644	21.26	5	1.32
HASKELL C-6.....	3.9	1.34	28,673	21,398	37.7	49.3	7.7	5.2	17,552	13,099	3,934	644	2,711	806	816	2,956	1,573	2.7533
HODGEMAN D-5.....	2.1	0.82	16,813	20,504	41.4	45.5	6.9	6.2	10,545	12,860	2,377	392	1,646	481	481	1,773	947	1.7801
JACKSON K-3.....	12.1	4.35	92,921	21,361	37.9	46.7	11.2	4.2	58,218	13,383	12,962	2,103	8,882	2,693	2,783	9,819	5,204	8.6308
JEFFERSON K-3.....	16.4	5.78	136,391	23,597	33.6	45.2	14.8	6.4	81,180	14,045	17,837	2,843	12,080	3,812	4,013	13,734	7,219	11.77	1	.09
JEWELL G-2.....	5.0	2.02	33,060	16,366	55.0	35.5	6.1	3.5	24,118	11,940	5,549	939	3,910	1,074	1,024	4,035	2,184	4.05
JOHNSON L-3.....	292.5	105.85	4,198,130	39,661	12.6	37.8	23.9	25.7	1,759,890	16,626	370,385	55,488	240,914	86,471	97,993	300,672	153,938	203.66	3.4	4.37
Olathe.....	45.2	14.85	496,807	33,455	240,651	16,205	50,966	7,707	33,353	11,750	13,186	41,059	21,100	28.94	1.0	.54
Overland Park.....	83.9	30.92	1,221,690	39,511	522,143	16,887	109,492	16,312	70,963	25,751	29,346	89,282	45,610	59.56	8	1.24
KEARNY C-5.....	3.5	1.23	29,163	23,710	33.1	48.9	10.4	7.6	16,719	13,593	3,703	597	2,526	778	807	2,823	1,491	2.4747

Arkansas City

Cowley County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KIXR (FM)

1984
PONCA CITY, OK

See listing under city of license.

Mid 034858-000

KSOK

1946
ARKANSAS CITY

See SRDS Spot Radio Small Markets Edition.

Mid 010393-000

Atchison

Atchison County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.

KARE

1939
ATCHISON

See SRDS Spot Radio Small Markets Edition.

Mid 010394-000

Baxter Springs

Cherokee County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

KBLT (FM)

1979
BAXTER SPRINGS



Media Code 4 217 0487 5.00 Mid 010395-000
Cherokee Broadcasting Co., Inc.
Rte. 1, Box 249, Galena, KS 66739, Phone 316-389-2203.

PROGRAMMING DESCRIPTION

KBLT (FM): MUSIC: C&W, AIR PERSONALITIES.
NEWS: AP, agri. Rec'd 10/15/80.

1. **PERSONNEL**
President—Jack R. Maxton.
Sales Manager—Linda J. Bilke.
Farm Director—Ken Ford.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**
15%; payable within 60 days.

TIME RATES

Eff 11/1/83—Rec'd 10/31/83.

7. PACKAGE PLANS

MONTHLY

1 month 1 ti 100 ti 200 ti 1 ti 100 ti 200 ti

30 sec 6.75 4.75 4.50 6.50 4.50 4.25

ANNUALLY

300x 600x 900x 1200x 1800x 2400x

30 sec 5.85 5.50 5.25 4.15 4.00 3.93

WEEKLY—1-5 DAYS

30 sec 30 ti 40 ti 50 ti 60 ti

1 min, extra 3.00. 5.00 4.75 4.50 4.25

15 sec, 60% of applicable 30 sec rate.

10. SPECIAL FEATURES

NEWSCAST

1 min 11.00 30 sec 8.00

13 wk minimum; minimum of 6 days per wk.

(SMD) (CR)

Beloit

Mitchell County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KVSV

1979
BELOIT

See SRDS Spot Radio Small Markets Edition.

Mid 010396-000

KVSV-FM

1979
BELOIT

See SRDS Spot Radio Small Markets Edition.

Mid 028726-000

Chanute

Neosho County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

KIKS

1961
IOLA

KIKS-FM

(formerly KIOL (FM))
1977
IOLA

See listing under city of license.

Mid 010429-000

KKOY

1952
CHANUTE

ABC Information Radio Network

Media Code 4 217 0600 3.00 Mid 010397-000

Neosho County Broadcasting, Inc.,
Plummer & Beach, Box 788, Chanute, KS 66720. Phone
316-431-3700.

PROGRAMMING DESCRIPTION

KKOY: 6-9 am & noon-1 pm, 4-6 pm, 4 county local news,
mobileweather coverage, farm news, information 9 am-
noon & 1-4 pm, 6 pm-signoff adult contemporary 25-50
demographic, nat'l & state news, farm market features.
Rec'd 4/20/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Dale W. McCoy, Jr.
Station Manager—Timothy J. McCoy.

3. **FACILITIES**
1,000 w.; 1460 khz. Non-directional.
Operating schedule: 6 am local sunset. CST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations

Affiliated with ABC Information Radio Network.
Member: Kansas Agriculture Network, Kansas Information
Network.

TIME RATES

Eff 9/1/83—Rec'd 8/23/83.

Drive—6-9 am, noon-1 pm & 4-6 pm.

AAA—9 am-noon & 1-4 pm.

AA—All other times.

6. **SPOT ANNOUNCEMENTS**

1 min 30 sec 1 min 30 sec

Drive 12.00 9.50 AA 9.00 7.50

AAA 10.00 8.00

7. **PACKAGE PLANS**

CLASS AAA & AA

PER WK: 20 ti 30 ti 50 ti 80 ti

1 min 8.50 8.00 7.50 7.00

30 sec 7.00 6.50 6.00 5.50

(SMD)

KQSM (FM)

1971
CHANUTE

See SRDS Spot Radio Small Markets Edition.

Mid 010398-000

Clay Center

Clay County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KCLY (FM)

1978
CLAY CENTER

See SRDS Spot Radio Small Markets Edition.

Mid 010399-000

SRDS publications

are designed with you,
the user, in mind. If you
have ideas, suggestions,
or questions about this
publication, please call
or write the Editor.
We welcome your input.

Coffeyville

Montgomery County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

KGGF

1930
COFFEYVILLE



Media Code 4 217 0750 6.00 Mid 010400-000
Midwest Broadcasting Co., Inc.
306 W. 8th St., Box 1087, Coffeyville, KS 67337. Phone
316-251-3800.

PROGRAMMING DESCRIPTION

KGGF: 4:55-8:30 am & 11:30 am-1:10 pm farm, news,
weather, markets. 8:30-11:30 am & 1:10-5 pm MOR
music, news, farm reports, markets, weather & features.
6:30 pm-12M MOR music, news, pro, college & high
school play-by-play sports. Contact Representative for
further details. Rec'd 1/25/82.

1. **PERSONNEL**
Vice-Pres & Gen'l Mgr.—Robert L. Pratt.
Farm Director—Bob McBride.
Sales Manager—Bill Searle.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
Kansas City/St. Joseph—Eugene F. Gray Co., Inc.

3. **FACILITIES**
10,000 w. days, 5,000 w. nights; 690 khz. Directional—
separate patterns day and night.
Operating schedule: 5 am-midnight. CST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations

Affiliated with ABC Entertainment Radio Network.
Member: Mid-America Ag Network.

TIME RATES

No. 13 Eff 10/1/82—Rec'd 9/2/82.

AAA—5:45-8 am & 11:30 am-1 pm.

AA—8-10 am & 4-6 pm.

A—ROS.

6. **SPOT ANNOUNCEMENTS**

CLASS AAA

30 sec 1 min

Ea 19 24

Guaranteed adjacencies to Farm/News programming.

CLASS AA

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

30 sec 16.00 15.00 14.00 13.00 12.00 11.00

1 min 20.00 18.75 17.50 16.25 15.00 13.75

CLASS A

30 sec 12.80 12.00 11.20 10.40 9.60 8.80

1 min 16.00 15.00 14.00 13.00 12.00 11.00

10 sec: 50% of 1-min.

8. **PROGRAM TIME RATES**

1x 26x 52x 104x 156x 260x 312x

1/2 hr 77.50 73.50 69.50 65.50 61.50 57.50 53.50

1/4 hr 47.50 45.00 42.50 40.00 37.50 35.00 32.50

5 min 32.00 30.25 28.50 26.75 25.00 23.25 21.50

For more farm information, see listing in Consumer
Magazine and Agri-Media Rates and Data.

(SMD)

Colby

Thomas County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KQLS (FM)

1971
COLBY



M^cGAVREN GUILD RADIO



Media Code 4 217 0825 6.00 Mid 010402-000
Lesso, Inc.
Box 27, Colby, KS 67701. Phone 913-462-3305.

PROGRAMMING DESCRIPTION

KQLS (FM): MUSIC: adult contemporary. News, farm,
markets 6-8:30 am & 11:30 am-1:30 pm, 16 farm reports
& related information Mon-Fri. Contact Representative
for further details. Rec'd 2/28/83.

1. **PERSONNEL**
General Manager—Barry L. McCoy.
Farm Director—Steve Bughee.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz.
Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 660 ft. above average terrain.

4. **AGENCY COMMISSION**
15% time only; payable when rendered.

5. **GENERAL ADVERTISING** See coded regulations

Member: Mid-America Ag Network.

AM facilities: KXXX.

Sold in combination with KXXX. See that listing.

TIME RATES

No. 12 Eff 1/10/83—Rec'd 2/28/83.

AAA—6-8:30 am & 11:30 am-1:30 pm.

AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	3 ti	6 ti	12 ti
1 min	35	30	25	30	25	23
30 sec	25	21	19	21	19	16

AM/FM COMBINATION

1 min	65	60	55	55	50	45
30 sec	52	48	44	44	40	36

Fixed position, extra 5.00.

(SMD)

KXXX

1947
COLBY



Media Code 4 217 0900 7.00 Mid 010401-000
Lesso, Inc.
Box 27, Colby, KS 67701. Phone 913-462-3305.

PROGRAMMING DESCRIPTION

KXXX: MUSIC: Modern country. News, farm, markets 6-
8:30 am & 11:30 am-1:30 pm; 19 farm reports & related
information Mon thru Fri. Contact Representative for
further details. Rec'd 1/4/83.

1. **PERSONNEL**

General Manager—Barry L. McCoy.
Farm Director—Dennis Atwell.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**

5,000 w. days; 790 khz. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. **AGENCY COMMISSION**

15/0 time only; payable when rendered.

5. **GENERAL ADVERTISING** See coded regulations

FM facilities: KOLS-FM.

Affiliated with CBS Radio Network.

Member: Mid-America Ag Network.

TIME RATES

No. 12 Eff 1/10/83—Rec'd 1/10/83.

AAA—Farm, 6-8:30 am & 11:30 am-1:30 pm.

AA—All other times.

6. **SPOT ANNOUNCEMENTS**

	AAA	AA
1 min	55	50
30 sec	42	38

AM/FM COMBINATION

	AAA	AA
1 min	65	60
30 sec	52	48

Fixed position, extra 5.00.

(SMD)

Concordia

Cloud County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KCKS (FM)

1978
CONCORDIA

See SRDS Spot Radio Small Markets Edition.

Mid 010403-000

KNCK

1954
CONCORDIA

See SRDS Spot Radio Small Markets Edition.

Mid 010404-000

Derby

Sedgewick County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KAKZ-FM

1977
DERBY



Media Code 4 217 1125 0.00 Mid 010405-000
MISCO-FM 96 Limited, a subsidiary of Misco Broad-
casting Co.
257 N. Broadway, Wichita, KS 67202. Phone 316-265-
1240.

PROGRAMMING DESCRIPTION

K

KANSAS

Derby—cont

KAKZ-FM—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 14b, 15a, 15e.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b,
 28c, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 82.
 AM facilities: KAKZ, Wichita.
 Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (SMD) (D)

Dodge City

Ford County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

KDCK (FM)

1966
DODGE CITY



Media Code 4 217 1162 3.00 Mid 010406-000
 Dodge City Broadcasting Co., Inc.
 4004 Ave. A, Box 1398, Dodge City, KS 67801. Phone
 316-227-3151.

PROGRAMMING DESCRIPTION

KDCK (FM): Demographic target, 18-34. MUSIC: Hot hits
 Rock. NEWS: network hrly; local at :15 & :45 6-9 am &
 noon; concert news daily. FEATURES: promotions incl
 continuous on-air, newspaper, TV, contests. Live rock
 concerts via satellite, rock artist profiles & other long-form
 specials, wkly. Contact Representative for further details.
 Rec'd 10/2/84.

- PERSONNEL**
 General Manager—Bob Kirby.
 National Sales Managers—Bob Kirby, Eric Warshaw.
 Operations Manager—Bob Allen.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 ERP 100,000 w, circular polarized; 95.5 mhz. Stereo.
 Operating schedule: 5-1 am. CST.
 Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a.
 Contracts: 40a, 44a, 45, 47e.
 Cancellation: 71a.
 Prod. Services: 82.
 AM facilities: KGNO.
 Affiliated with CBS RADIORADIO.
 Sold in combination with KGNO. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 40% from KGNO/KDCK combination. (SMD)

KEDD

1961
DODGE CITY

WEISS & POWELL, INC.
 RADIO SALES



Media Code 4 217 1200 1.00 Mid 010407-000
 Seward County Broadcasting Co., Inc.
 3004 N. 14th St., Dodge City, KS 67801. Phone 316-227-
 7151.

PROGRAMMING DESCRIPTION

KEDD: Programming oriented toward 25-49 age group.
 MUSIC: Adult Contemporary. NEWS: network hrly; em-
 phasis local hrly. SPORTS: hrly during drive, local local
 reg'l coaches shows daily. FARM: local grain, commodity
 & livestock reports at 7:35 & 9:36 am, 12:25, 12:35, 1:28
 & 5:15 pm. Contact Representative for further details.
 Rec'd 2/28/83.

- PERSONNEL**
 General Manager—Linda Livingston.
 Sales Manager—Anthony Lyons.
- REPRESENTATIVES**
 Weiss & Powell, Inc.
- FACILITIES**
 1,000 w. days; 1550 khz. Directional.
 Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
 15/0 time and talent; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
 Affiliated with ABC Information Radio Network.
 Affiliated with KBS.
 Member: Kansas Information Network, Kansas Agriculture
 network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 5/1/81—Rec'd 5/4/81.

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
 1 min 15 13 12 11 10
 30 sec 11 9 8 7 6
 10 sec: 60% of 1-min.

10. SPECIAL FEATURES

GUARANTEED FARM—7:45 AM, NOON-1:30 PM & 5-
 6 PM
 PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
 1 min 18 16 14 12 10
 30 sec 16 14 12 10 8
 (SMD)

KGNO

1930
DODGE CITY

EASTMAN RADIO, INC.



Media Code 4 217 1350 4.00 Mid 010408-000
 Dodge City Broadcasting Co., Inc.
 4004 Ave. A, Box 1398, Dodge City, KS 67801. Phone
 316-227-3151.

PROGRAMMING DESCRIPTION

KGNO: Demographic target, adults 25 plus. MUSIC:
 MOR. NEWS: network hrly; local at :05 & :35 during AM
 drive, noon & PM drive. FARM: local livestock, grain,
 commodity reports at 5:30, 6:20, 7:25, 8:25, 9:35, 10:35,
 11:35 am, 12:20, 1:35, 2:35, 3:35, 4:30 & 5:25 pm; com-
 modity news farm-wire; full-time farm director; farm
 programming 18 hrs/wk. SPORTS: hrly during AM/PM
 drive, major league baseball, pro & U; state football.
 FEATURES: promotions incl continuous on-air,
 newspaper, TV, remotes & listener contests. Contact
 Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
 General Manager—Bob Kirby.
 National Sales Managers—Bob Kirby, Eric Warshaw.
 Farm Service Director—Roy Lee.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 1370 khz. Directional
 nights.
 Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
 15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a.
 Contracts: 40a, 44a, 45, 47e.
 Cancellation: 71a.
 Prod. Services: 82.
 FM facilities: KDCK (FM).
 Affiliated with CBS Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

KGNO/KDCK COMBINATION
 No. 1 Eff 9/26/83—Rec'd 9/30/83.
 AAA—Mon thru Sat 5-10 am & 3-8 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—Mon thru Sun 8 pm-midnight; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS

GRID: — 1 min — 30 sec —
 I II III IV I II III IV
 AAA 55 50 45 40 44 40 36 32
 AA 45 40 35 30 36 32 28 24
 A 35 30 25 20 28 24 20 16

KGNO ONLY

Deduct 10% from KGNO/KDCK combination.

- SPECIAL FEATURES**
 AGRI BUSINESS—MON THRU SAT 6-8 AM, MON
 THRU FRI 11 AM-1 PM
 GRID: I II III IV GRID: I II III IV
 1 min 60 55 50 45 30 sec 48 44 40 36

For more farm information, see listing in Consumer
 Magazine and Agri-Media Rates and Data. (SMD)

KTTL (FM)

1977
DODGE CITY

Mid 010409-000
 See SRDS Spot Radio Small Markets Edition.

El Dorado

Butler County—Map Location H-5
 See SRDS Consumer market map and data at beginning of
 the state.

KOYY

1953
EL DORADO

Mid 010410-000
 See SRDS Spot Radio Small Markets Edition.

KSPG (FM)

EL DORADO

Mid 027343-000
 See SRDS Spot Radio Small Markets Edition.

Emporia

Lyon County—Map Location J-4
 See SRDS Consumer market map and data at beginning of
 the state.

KFFX (FM)

(formerly KLRF (FM))
 1966
EMPORIA



Media Code 4 217 1575 6.00 Mid 010411-000
 Emporia Broadcasting, Inc.
 Box 968, Emporia, KS 66801. Phone 316-342-1400.

- REPRESENTATIVES**
 Eugene F. Gray Co., Inc.
 1 min rate 1x: 21.20.

KVOE

1939
EMPORIA



Media Code 4 217 1650 7.00 Mid 010412-000
 Emporia Broadcasting, Inc.
 Box 968, Emporia, KS 66801. Phone 316-342-1400.

- REPRESENTATIVES**
 Eugene F. Gray Co., Inc.
 1 min rate 1x: 23.55.

KZOC (FM)

1982
OSAGE CITY

Mid 028703-000

Emporia Office:
 1923 W. 6th, Suite 93, Emporia, KS 66801. Phone 316-
 342-7655.
 See listing under city of license.

Fairway

Johnson County—Map Location L-3
 See SRDS Consumer market map and data at beginning of
 the state.

See Kansas City, MO
 (including Fairway, Kansas City, Merriam,
 Mission, KS; Independence, Liberty, MO)

Fort Scott

Bourbon County—Map Location L-5
 See SRDS Consumer market map and data at beginning of
 the state.

KMDO

1954
FORT SCOTT

Mid 010413-000

See SRDS Spot Radio Small Markets Edition.

KOMB (FM)

1981
FORT SCOTT

Mid 017790-000

See SRDS Spot Radio Small Markets Edition.

Garden City

Finney County—Map Location D-5
 See SRDS Consumer market map and data at beginning of
 the state.

KBUF

1948
GARDEN CITY
KBUF-FM

1962
GARDEN CITY



Media Code 4 217 1875 0.00 Mid 010414-000
 KBUF Radio
 1309 E. Fulton St., Box 798, Garden City, KS 67846.
 Phone 316-276-2366, Kansas toll, free 1-800-742-
 9578.

- PROGRAMMING DESCRIPTION**
 KBUF/KBUF-FM: Target audience, adults 25-54. MUSIC:
 Country. FARM: agri-business 16 hrs/wk; livestock, grain
 & commodities markets 3 hrs/wk in 5 & 10-min reports

6:15 am-5:30 pm M-F & 6:15 am-1 pm Sat; reg'l & area
 weather hrly; local programs incl daily livestock sale re-
 ports, market commentaries, water management
 programs & county agent reports. NEWS: network & local
 hrly; Paul Harvey 3x/day. FEATURES: Spanish Sun 9-10
 am & 7-11 pm. SPORTS: area schools & state U
 network. Rec'd 1/24/83.

1. PERSONNEL

Gen'l Mgr. & Nat'l Sales Mgr.—Scott Smith.
 Local Sales Manager—Mike Triebold.
 Program Director—Ken Erickson.

3. FACILITIES

5,000 w.; 1050 khz. Directional.
 Operating schedule: 6 am-local sunset. CST.
 FM-ERP 25,000 w.; 97.3 mhz.
 Operating schedule: 5:45-2 am. CST.
 Antenna ht.: 230 ft. above average terrain.

Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15/0 time only; following month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.
 Affiliated with Satellite Music Network.
 Member: Mid-America Ag Network.

TIME RATES

Eff 8/1/80—Rec'd 8/5/80.

6. SPOT ANNOUNCEMENTS

ROS/BTA: 6 ti 12 ti 18 ti 24 ti
 1 min 17.40 16.80 16.30 15.75
 30 sec 11.60 11.20 10.85 10.50

10. SPECIAL FEATURES

GUARANTEED FARM—6-9:30 AM & 11:30 AM-2 PM
 1 min 26.10 25.20 24.45 23.60
 30 sec 17.40 16.80 16.30 15.75
 (SMD)

KIUL

1935
GARDEN CITY

Mid 010415-000

See SRDS Spot Radio Small Markets Edition.

Goodland

Sherman County—Map Location B-3
 See SRDS Consumer market map and data at beginning of
 the state.

KLOE

1947
GOODLAND



Media Code 4 217 2250 5.00 Mid 010416-000
 KLOE, Inc.
 Broadcast Plaza, Box 569, Goodland, KS 67735. Phone
 913-899-2309.

PROGRAMMING DESCRIPTION

KLOE: MUSIC: Adult w/Standards & some current hits.
 NEWS: CBS at :60; local at :30; weather reports at :35.
 FARM: news & market reports at :25 10x/day except
 wknds; special interest for farmers at 6-8 am & 11-1 pm;
 full-time farm & news directors. FEATURES: regular
 audience participation contests & promotions. Rec'd 10/
 24/84.

1. PERSONNEL

General Manager—Kay Melia.
 Farm Director—Julie Reitz.

3. FACILITIES

1,000 w.; 730 khz. Non-directional.
 Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.
 Member: Kansas Agriculture Network.

TIME RATES

Eff—Rec'd 9/21/84.

6. SPOT ANNOUNCEMENTS

6 ti 12 ti 18 ti 24 ti
 1 min 17 16 15 14
 30 sec 14 13 12 11

10. SPECIAL FEATURES

Guaranteed Farm Time—6-8 am & 11 am-1 pm, plus
 Kansas Agriculture Network adjacencies, rotating 1-min
 22:50; 30-sec 17:50.
 (SMD)

Great Bend

Barton County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KVGB

1937
GREAT BEND



A MEMBER OF
THE FORWARD GROUP



A Forward Group Station

Media Code 4 217 2400 6.00 Mid 010417-000
Forward of Kansas, Inc.
1200 Baker St., Box 609, Great Bend, KS 67530. Phone
316-792-4317.

PROGRAMMING DESCRIPTION

KVGB: NEWS: UPI audio. Rec'd 1/24/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert D. Hilgendorf.
- FACILITIES**
5,000 w.; 1590 khz. Directional nights.
Operating schedule: 6:00 am-11:15 p.m. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with N3C.

TIME RATES

No. 11 Eff 12/1/84—Rec'd 12/5/84.
AA—6-9 am, 11 am-1:30 pm & 4:30-6:30 pm.

SPOT ANNOUNCEMENTS

PER YR:	624x	312x	156x	1x
1 min	10.55	11.70	12.75	13.60
30 sec	8.30	9.35	10.25	10.90

PER YR:	624x	312x	156x	1x
1 min	8.30	9.30	10.05	11.80
30 sec	6.65	7.45	8.05	9.45

Fixed, within 1 hr, extra per spot 1.00.

DISCOUNT

24 per wk—10% 36 per wk—15% 48 per wk—20%

PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	10.10	9.55	9.30
30 sec	8.10	7.65	7.45

CLASS AA

1 min	12.95	12.35	12.05
30 sec	10.35	9.90	9.60

Fixed, within 1 hr, extra per spot 1.00.

(SMD)

KVGB-FM

1977
GREAT BEND

Modern Country



A Forward Group Station

Media Code 4 217 2401 4.00 Mid 010418-000
Forward of Kansas, Inc.
1200 Baker St., Box 609, Great Bend, KS 67530. Phone
316-792-4317.

PROGRAMMING DESCRIPTION

KVGB-FM: MUSIC: Modern Country. Rec'd 10/23/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert D. Hilgendorf.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.3 mhz.
Stereo.
Operating schedule: 6 am-11:15 pm. CST.
Antenna ht.: 858 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Member: Kansas Information Network, Kansas Agriculture Network.

TIME RATES

No. 4N Eff 12/1/84—Rec'd 12/5/84.
AA—6-9:30 am, 11 am-1:30 pm & 4:30-6:30 pm.

SPOT ANNOUNCEMENTS

PER YR:	936x	624x	312x	156x	1x
1 min	6.50	6.75	7.65	8.20	9.65
30 sec	5.15	5.40	6.10	6.55	7.70

AA: Extra 1.50.

SATURATION DISCOUNTS

24 per wk—10% 15 per wk—15% 20 per wk—20%

PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	PER WK:	10 ti	20 ti	30 ti
1 min	8.20	7.75	7.35	30 sec	6.55	6.20	5.90

AA: Extra 1.50.

(SMD)

Hays

Ellis County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KAYS

1948
HAYS

Mid 010419-000

See SRDS Spot Radio Small Markets Edition.

KJLS (FM)

1974
HAYS



Masla Radio

Media Code 4 217 2575 5.00 Mid 010420-000
Radio Inc.
Box 364, Hays, KS 67601. Phone 913-628-1064.

PROGRAMMING DESCRIPTION

KJLS (FM): MUSIC: Adult Contemporary. Live AIR PERSONALITIES handle all segments. NEWS: at :30. FARM: reports thru-out day. Contact Representatives for further details. Rec'd 11/23/83.

- PERSONNEL**
General Manager—Mike Rogers.
Sales Manager—Alvin Hammerschmidt.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. circular polarized; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 463 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with RKO Radio Networks.
Member: Mid-America Ag Network.

TIME RATES

Eff—Rec'd 7/19/84.

SPOT ANNOUNCEMENTS

PER MO:	1 ti	24 ti	48 ti	96 ti
30 sec	15	14	13	12
1 min	18	17	16	15

SPECIAL FEATURES

30 sec	1 ti	24 ti	48 ti	96 ti
20	19	18	17	17
1 min	24	22	20	19

(SMD)

Hiawatha

Brown County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.

KNZA (FM)

1977
HIAWATHA

Mid 010421-000

See SRDS Spot Radio Small Markets Edition.

Hoisington

Barton County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KHOK (FM)

1978
HOISINGTON

Mid 010422-000

See SRDS Spot Radio Small Markets Edition.

Hutchinson

Reno County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KHUT (FM)

1972
HUTCHINSON



Media Code 4 217 2396 1.00 Mid 010423-000
Nation's Center Broadcasting Co., Inc.
Box 1036, 17th & Harding St., Hutchinson, KS 67501.
Phone 316-662-4486.

- REPRESENTATIVES**
Kansas City, St. Joseph, Tulsa—Eugene F. Gray Co., Inc.
1 min rate 1x: 15.00.

KLFQ (FM)

1969
LYONS

Mid 028845-000

See listing under city of license.

KSKU (FM)

1968
HUTCHINSON



Media Code 4 217 2600 1.00 Mid 010424-000
Sampson Communications Co.
1120 N. Halstead, Hutchinson, KS 67501. Phone 316-
663-2115, 683-4566.
1 min rate 1x: 20.00.



KWBW

1935
HUTCHINSON



Media Code 4 217 2700 9.00 Mid 010425-000
Nation's Center Broadcasting Co., Inc.
Box 1036, 17th & Harding, Hutchinson, KS 67501. Phone
316-662-4486.

- REPRESENTATIVES**
Kansas City, St. Joseph, Tulsa—Eugene F. Gray Co., Inc.
1 min rate 1x: 16.50.

KWHK

1946
HUTCHINSON

Contemporary



Media Code 4 217 2850 2.00 Mid 010426-000
KWHK Broadcasting Co., Inc.
Box 1967, 525 N. Main St., Hutchinson, KS 67501. Phone
316-663-4461.

PROGRAMMING DESCRIPTION

KWHK: MUSIC: Adult contemporary. NEWS: Emphasis on local news. 4 mobile units. Contact Representatives for further details. Rec'd 7/26/82.

- PERSONNEL**
Chairman of the Board—William L. Mitchell.
Vice-Pres., & Sls. Mgr.—Ken Willard.
- REPRESENTATIVES**
Lotus Reps.
- FACILITIES**
1,000 w. days, 500 w. nights; Directional—separate pat-
terns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15d.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Independence

Montgomery County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

KIND

1947
INDEPENDENCE

Mid 010427-000

See SRDS Spot Radio Small Markets Edition.

KIND-FM

1969
INDEPENDENCE

Mid 010428-000

See SRDS Spot Radio Small Markets Edition.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Iola

Allen County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

KIKS

1961
IOLA

KIKS-FM

(formerly KIOL (FM))

1977
IOLA



Media Code 4 217 3130 6.00 Mid 010429-000
Iola Broadcasting Inc.
S. Hwy. 169, Box 710, Iola, KS 66749. Phone 316-365-
3151.

PROGRAMMING DESCRIPTION
KIKS/KIKS-FM: Programed for 25-54. MUSIC: Adult Contemporary. NEWS: plus features locally oriented from nat'l networks; weather 3x/hr. SPORTS: local high school football, basketball & track; major league baseball. Rec'd 12/20/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gary Lee Dunker.
- FACILITIES**
500 w.; 1370 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

No. 15 Eff 1/1/85—Rec'd 12/20/84.

SPOT ANNOUNCEMENTS

PER WK:	8 ti	11 ti	21 ti	31 ti	41+
1 min	10.30	9.95	9.60	9.25	8.90
30 sec	8.25	7.95	7.70	7.40	7.15

Prime time: 6-9 am, noon-1 pm & 5-6 pm, extra 10%.

DISCOUNT

13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

SPECIAL FEATURES

Trending Post 9-10 am, extra 50%.

Sponsored weather programs—26 ti, 45.00 per wk; 52 ti
40.00 per wk.

(SMD) (CR)

Junction City

Geary County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KJCK

1949
JUNCTION CITY

Mid 010430-000

See SRDS Spot Radio Small Markets Edition.

KJCK-FM

1965
JUNCTION CITY

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 217 3301 5.00 Mid 010431-000
Junction City Broadcasting Co., Inc.
W. Ash at U. S. 77, Box 789, Junction City, KS 66441.
Phone 913-762-5525.

PROGRAMMING DESCRIPTION
KJCK-FM: MUSIC: Top 40. Live PERSONALITIES; special music features after 12M M-F. NEWS: network at :30; weather at :20 & :40; local at 6:56, 8:56, 11:56 am, 1:56 & 4:56 pm; local staff & actualities; mobile studio PERSONALITIES available for remotes. Contact Representative for further details. Rec'd 10/4/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Steven D. Roesler.
Program Director—Julie Deppish.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 633 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with RKO ONE.
Member: Mid-America Ag Network.

TIME RATES

Eff 12/1/84—Rec'd 11/4/84.
AAA—5-9 am, noon-1 pm, 4-6 pm & specified time.
AA—BTA, thru-out day, no specified time.

SPOT ANNOUNCEMENTS

PER WK:	1 ti	18 ti	36 ti	54 ti	72 ti
30 sec	17.65	16.47	15.30	14.12	12.94
1 min	20.00	18.82	17.65	16.47	15.30

continued

KANSAS

Junction City—cont

KJCK-FM—cont	
PER WK:	1 ti 18 ti 36 ti 54 ti 72 ti
30 sec	15.30 14.12 12.94 11.77 10.59
1 min	17.65 16.47 15.30 14.12 12.94

10. SPECIAL FEATURES

Sponsorship—incl open & close, extra 15%. (SMD)

Kansas City

Wyandotte County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

See Kansas City, MO
(Including Fairway, Kansas City, Merriam, Mission, KS; Independence, Liberty, MO)

Larned

Pawnee County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KANS

1963
LARNED

See SRDS Spot Radio Small Markets Edition. Mid 010432-000

KANS-FM

1965
LARNED

See SRDS Spot Radio Small Markets Edition. Mid 010433-000

Lawrence

Douglas County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

KLWN

1951
LAWRENCE

Media Code 4 217 3600 0.00
Lawrence Broadcasters, Inc.
3035 Iowa St., Box 3007, Lawrence, KS 66044. Phone 913-843-1320.
1 min rate 1x: 21.50.

KLZR (FM)

1963
LAWRENCE

Media Code 4 217 3675 2.00
Lawrence Broadcasters, Inc.
3035 Iowa St., Box 3007, Lawrence, KS 66046. Phone 913-843-1320.

PROGRAMMING DESCRIPTION
KLZR (FM): Programmed for adults 18-34. MUSIC: Contemporary hit radio; special features daily. Live AIR PERSONALITIES host music. NEWS: 6 5-min local newscasts daily plus soft features; 6-person staff, plus APR, actualities, 4 mobile units. Phone concert line & request line. COMMERCIAL POLICY: Max 4 stops for news/spots, 12-min max per hr. Contact Representative for further details. Rec'd 9/2/83.

1. PERSONNEL
General Manager—Hank Booth.
Operations Manager—Bob Newton.
Business Manager—Lorraine Bodin.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 24c.
Contracts: 40a, 41, 46, 51a, 51b.
Comb.; Cont. Discounts: 60f, 62.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KLWN.

TIME RATES
NATIONAL AND LOCAL RATES SAME

No. 4 Eff 8/1/82—Rec'd 8/20/82.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS A—ROS	
PER WK:	6 ti 12 ti 18 ti 24 ti 36 ti
1 min	17.10 15.75 14.50 13.40 12.30
30 sec	12.50 11.50 10.60 9.75 9.00

CLASS B—ROS	
PER WK:	AA B PER WK: AA B
1 min	19.00 6.50 30 sec 14.00 4.75

7. PACKAGE PLANS

ANNUAL CONTRACT—CLASS A	
ROS:	500x 1000x 1500x 2000x
1 min	14.50 12.30 11.00 9.60
30 sec	10.60 9.00 8.00 7.00

CLASS B—ROS	
PER YR:	AA B PER YR: AA B
1 min	16.00 6.50 30 sec 11.70 4.75

WEEKLY TAP—1/2AA, 1/2A	
ROS:	6 ti 12 ti 18 ti 24 ti 36 ti
1 min	18.10 17.40 16.00 14.80 13.70
30 sec	13.25 12.70 11.70 10.80 10.00

ANNUAL TAP—1/2AA, 1/2A	
ROS:	500x 1000x 1500x 2000x
1 min	15.20 13.70 12.70 11.60
30 sec	11.10 10.00 9.25 8.50

Specified, extra 15%. (CR-2)

Leavenworth

Leavenworth County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

KCLO

1948
LEAVENWORTH

Media Code 4 217 3750 3.00
Wodlinger Broadcasting Company
335 Muncie Rd., Leavenworth, KS 66048. Phone 913-727-1410.

PROGRAMMING DESCRIPTION
KCLO: MUSIC: Contemporary Country. NEWS: strong local & reg'l. FARM: daily programs. SPORTS: Kansas City Royals Baseball. FEATURES: American Country Countdown; Silver Eagle; Country Report; Bluegrass Country. Contact Representative for further details. Rec'd 12/28/83.

1. PERSONNEL
General Managers—Constance J. & Mark L. Wodlinger.
Sales Manager—Rick Kimbrough.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
5,000 w.; 1410 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; net 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Satellite Music Network.

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KZZC (FM)

(formerly KTRO (FM))
1962
LEAVENWORTH

See listing under Kansas City, MO. Mid 010437-000

Liberal

Seward County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KLIB

1960
LIBERAL

See SRDS Spot Radio Small Markets Edition. Mid 010439-000

KSCB

1948
LIBERAL

WEISS & POWELL, INC.

RADIO SALES

Media Code 4 217 4050 7.00
Seward County Broadcasting Co., Inc.
1600 E. 8th St., Box K, Liberal, KS 67901. Phone 316-624-3891.

PROGRAMMING DESCRIPTION
KSCB: Audience target 25-54. MUSIC: Modern Country. NEWS: local at 7, 8 am, noon & 5 pm; Paul Harvey at noon. FARM: noon with Ron Hayes. SPORTS: college & high school football & basketball. Rec'd 9/27/84.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Stuart Melchert.
Local Sales Manager—Ted Mason.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1270 khz. Directional nights.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Contemporary Radio Network.
Affiliated with Satellite Music Network.
Member: Kansas Information Network.

TIME RATES

Eff 9/1/84—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS

CLASS A—ROS	
WK:	6 ti 12 ti 18 ti 24 ti 36 ti
30 sec	11.20 10.60 10.00 9.40 8.80
1 min	12.95 12.35 11.75 11.20 10.60

SPECIFIED	
30 sec	12.35 11.75 11.20 10.60 10.00
1 min	14.10 13.55 12.95 12.35 11.75

AM/FM COMBINATION

CLASS B—ROS	
PER WK:	24 ti 36 ti 48 ti 72 ti
30 sec	8.00 7.55 7.05 6.60
1 min	9.90 9.40 8.95 8.45

(SMD)

KSCB-FM

1978
LIBERAL

Mid 034726-000
See SRDS Spot Radio Small Markets Edition.

KSLs (FM)

1978
LIBERAL

Mid 034726-000
See SRDS Spot Radio Small Markets Edition.

McGAVREN GUILD RADIO

Media Code 4 217 4087 9.00
A Larry Steekline Station-Lesso, Inc.
1104 S. Kansas, Liberal, KS 67901. Phone 316-624-8156.

PROGRAMMING DESCRIPTION
KSLs (FM): Agriculturally oriented. MUSIC: Modern Country. Contact Representative for further details. Rec'd 8/29/83.

1. PERSONNEL
General Manager—Dennis Zimmerman.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5 mhz. Stereo.

Operating schedule: 6 am-midnight. CST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Mid-America Ag Network.

TIME RATES
Eff 9/1/83—Rec'd 10/3/83.

6. SPOT ANNOUNCEMENTS	
30 sec	10 ti 25 ti 50 ti 100 ti
1 min	8.15 7.80 7.50 6.90
6-8 am & 11:30 am-1 pm, 30-sec	10.00 9.70 9.40 8.75

(SMD)

Lyons

Rice County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KLFQ (FM)

1969
LYONS

Media Code 4 217 4143 0.00
Armer Communications, Inc.
Box 250, Lyons, KS 67554. Phone 316-278-3717.

PROGRAMMING DESCRIPTION
KLFQ (FM): Targeted at adults 25+. MUSIC: Adult Contemporary. NEWS: locally produced 5x/day M-Sat. FARM: M-F. SPORTS: local & reg'l. Rec'd 9/21/84.

1. PERSONNEL
General Manager—Lance Armer.
News & Sports Director—T. Jensen.
Program Director—Tammy McGlynn.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.1 mhz. Stereo.

Operating schedule: 6-11 am. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Satellite Music Network.

TIME RATES
No. 2 Eff 8/1/84—Rec'd 8/21/84.
AAA—Mon thru Fri 6-9 am, noon-1 pm & 4-6 pm.
AA—Mon thru Fri 9 am-noon & 1-4 pm; Sat all day.
A—Mon thru Fri 6 pm-am; Sun all day.

6. SPOT ANNOUNCEMENTS

30 SECONDS	
PER WK:	1 ti 12 ti 24 ti 36 ti
AAA	9.15 9.00 8.90 8.80
AA	7.75 7.60 7.50 7.25
A	5.00 4.90 4.25 4.00
BTA	7.00 6.75 6.50 6.25

Manhattan

Riley County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KMAN

1950
MANHATTAN

Media Code 4 217 4200 8.00
Manhattan Broadcasting Co.
2414 Casement Rd., Box 1350, Manhattan, KS 66502.
Phone 913-776-4851.

PROGRAMMING DESCRIPTION
KMAN: Target audience 30+. MUSIC: MOR, popular. NEWS: at :55; weather at :15 & :45; lake reports at :10 & :40; open line 10 am. FARM: markets at 6:40 am & 4 pm. SPORTS: Mutual sports, college football. Rec'd 4/18/84.

1. PERSONNEL
President—Edward Seaton.
Gen'l & Nat'l Sales Mgr.—Lowell E. Jack.

3. FACILITIES
500 w.; 1350 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 15b.

Basic Rates: 20b, 22a, 24b, 24c, 25a, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 71a, 72.

No political advertising in newscasts.
FM facilities: KMKF (FM).
Affiliated with MBS.

Member: Kansas Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 26 Eff 6/1/84—Rec'd 4/18/84.

AAA—Mon thru Sun 6 am-1 pm; 4-6 pm.
AA—Mon thru Sun 1-4 pm; 6 pm-signoff.

6. SPOT ANNOUNCEMENTS

CLASS AAA	
WK:	1 ti 15 ti 20 ti 30 ti 40 ti 50 ti 70 ti
YR:	1x 150x 250x 350x 500x 750x 1000x
1 min	18.60 16.80 16.30 15.60 14.40 13.45 12.50
30 sec	14.95 13.70 13.20 12.50 11.40 10.75 9.95

CLASS AA
1 min 16.70 14.95 14.50 13.80 12.75 11.85 10.95
30 sec 13.20 12.00 11.55 10.90 10.35 9.65 8.85
15 sec 10+; ea 8.00.

8. PROGRAM TIME RATES
5-min rate 40.00.

KMKF (FM)

1972
MANHATTAN

Media Code 4 217 4250 3.00
Manhattan Broadcasting Co., Inc.
2414 Casement Rd., Box 1350, Manhattan, KS 66502.
Phone 913-776-4851.

PROGRAMMING DESCRIPTION
KMKF (FM): Target audience 35 & under. MUSIC: Contemporary Hits. SPORTS: college basketball. Rec'd 10/24/83.

1. PERSONNEL
President—Edward Seaton.
Gen'l & Nat'l Sales Mgr.—Lowell E. Jack.

3. FACILITIES
ERP 1,500 w. (horiz.), 1,600 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 15b.

Basic Rates: 20b, 22a, 24b, 24c, 25a, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 71a, 72.

No political advertising in newscasts.
AM facilities: KMAN.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 6/1/84—Rec'd 4/18/84.

AAA—Mon thru Sun 5-10 am; 3-10 pm.
AA—Mon thru Sun 10 am-3 pm; 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA	
WK:	1 ti 15 ti 20 ti 30 ti 40 ti 50 ti 70 ti
YR:	1x 150x 250x 350x 500x 750x 1000x
1 min	18.60 16.80 16.30 15.60 14.40 13.45 12.50
30 sec	14.95 13.70 13.20 12.50 11.40 10.75 9.95

WK:	1 ti	15 ti	20 ti	30 ti	40 ti	50 ti	70 ti
YR:	1x	150x	250x	350x	500x	750x	1000x
CLASS AA							
1 min	16.70	14.95	14.50	13.80	12.75	11.85	10.95
30 sec	13.20	12.00	11.55	10.90	10.35	9.65	8.85
15-sec:	10+ ea. 8.00.						
Midnight-5 am: 50% applicable AA.							
6. PROGRAM TIME RATES							
5-min rate 40.00.							

Marysville

Marshall County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

KNDY

1956
MARYSVILLE

Mid 010445-000

See SRDS Spot Radio Small Markets Edition.

KNDY-FM

1974
MARYSVILLE

Mid 010446-000

See SRDS Spot Radio Small Markets Edition.

McPherson

McPherson County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KBBE (FM)

1974
MCPHERSON

Mid 010448-000

See SRDS Spot Radio Small Markets Edition.

KLFQ (FM)

1969
LYONS

Mid 028845-000

See listing under city of license.

KNGL

1948
MCPHERSON

Mid 010447-000

See SRDS Spot Radio Small Markets Edition.

Merriam

Johnson County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

See Kansas City, MO

(including Fairway, Kansas City, Merriam, Mission, KS; Independence, Liberty, MO)

Mission

Johnson County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

See Kansas City, MO

(including Fairway, Kansas City, Merriam, Mission, KS; Independence, Liberty, MO)

Newton

Harvey County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KJRG

1953
NEWTON

Mid 010449-000

ndb Media Code 4 217 4650 4.00
KJRG, Inc.
209 Meridian, Box 567, Newton, KS 67114. Phone 316-283-5150.

- PERSONNEL**
Manager—Gordon Anderson.
- FACILITIES**
500 w. days; 950 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KOEZ (FM).
- Member: Kansas Agriculture Network; Kansas Information Network.

TIME RATES

Eff 1/1/85—Rec'd 12/21/84.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	200x	300x
15 sec	6.55	6.15	5.85	5.05	4.35
30 sec	8.80	8.25	7.75	6.70	5.85
1 min	10.90	10.30	9.70	8.45	7.25

(SMD)

KOEZ (FM)

1959
NEWTON

Beautiful Music



Media Code 4 217 4725 4.00
KJRG, Inc.
209 Meridian, Box 567, Newton, KS 67114. Phone 316-283-5150.



Mid 010450-000

- PERSONNEL**
Manager—Gordon Anderson.
- FACILITIES**
ERP 100,000 w., 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KJRG.

TIME RATES

Eff 1/1/85—Rec'd 12/21/84.

A—BTA Mon thru Sun 6 am-midnight.					
AA—Mon thru Sun 6 am-7 pm.					
6. SPOT ANNOUNCEMENTS					
CLASS A					
	1x	50x	100x	200x	300x
15 sec	8.20	7.75	7.30	6.35	5.45
30 sec	11.00	10.40	9.70	8.45	7.30
1 min	13.70	12.90	12.10	10.60	9.10
CLASS AA					
15 sec	12.90	12.10	11.45	9.95	8.60
30 sec	17.30	16.20	15.25	13.30	11.45
1 min	21.35	20.15	19.00	16.20	14.30

(SMD)

Norton

Norton County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KQNK

1963
NORTON

Mid 010451-000

See SRDS Spot Radio Small Markets Edition.

Oberlin

Decatur County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KFNF (FM)

1977
OBERLIN

Eugene F. Gray Co., Inc.

Media Code 4 217 4884 9.00
Jerry Venable & Ernest McRae
Rte. 2, Box 125, Oberlin, KS 67749. Phone 913-475-2225.

PROGRAMMING DESCRIPTION

KFNF (FM): Programmed for general adult interest. MUSIC: Country presented by AIR PERSONALITIES. FARM: 17 market reports/day. NEWS: AP at :60 w/KS & NE reg'l at 7, 8 am, noon & 5 pm; weather 2x/hr. SPORTS: live reg'l reports; AP Sportsline. FEATURES: Business Barometer M-F; Sun AM-noon Songs of Faith. Contact Representative for further details. Rec'd 6/5/84.

- PERSONNEL**
Manager—Ken Rydquist.
Farm News Director—Loretta Morlan.
Sales Manager—Robert Spresser.
- REPRESENTATIVES**
Eugene F. Gray Co., Inc.
NE—Soderlund Company.
- FACILITIES**
ERP 100,000 w.; 101.0 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

KFNF (FM)/KSWN COMBINATION
Eff 5/18/84—Rec'd 6/5/84.

- SPOT ANNOUNCEMENTS**
- | | | |
|----|-------|--------|
| Ea | 1 min | 30 sec |
| | 24.00 | 20.00 |
- SPECIAL FEATURES**
Farm—Flat, 1 min: 25.00; 30 sec: 18.00.
- KFNF (FM) only: 75% of KFNF (FM)/KSWN combination.
(SMD)

Osage City

Osage County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

KZOC (FM)

1982
OSAGE CITY



Media Code 4 217 4968 0.00
Osage Radio, Inc.
520 Market, Box 93, Osage City, KS 66523. Phone 913-528-4128.
Emporia Office:
1923 W. 6th, Suite 93, Emporia, KS 66801. Phone 316-342-7655.



Mid 028703-000

PROGRAMMING DESCRIPTION
KZOC (FM): MUSIC: Country. NEWS: reg'l & local plus Farm news; Sports. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
General Manager—Gene McCoy.
- REPRESENTATIVES**
Bruce Schneider & Co., Inc.
- FACILITIES**
ERP 2,300 w. (horiz.), 2,300 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 341 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Member: Kansas Agriculture Network, Kansas Information Network.

TIME RATES

Eff 1/18/85—Rec'd 1/18/85.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|-------|--------|--------|--------|
| ROS: | 1 ti | 50 ti | 100 ti | 200 ti | 400 ti |
| 30 sec | 11.00 | 9.00 | 8.50 | 8.00 | 7.50 |
| 1 min | 21.00 | 16.50 | 16.00 | 15.50 | 15.00 |
- Farm news & specified times, 30-sec 14.50; 1-min 29.00.
(SMD) (CR)

Ottawa

Franklin County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

KKKX (FM)

1962
OTTAWA

Mid 010453-000

See SRDS Spot Radio Small Markets Edition.

KOFO

1949
OTTAWA

Mid 010454-000

See SRDS Spot Radio Small Markets Edition.

Parsons

Labette County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

KLKC

1948
PARSONS

Mid 010455-000

See SRDS Spot Radio Small Markets Edition.

KLKC-FM

1978
PARSONS

Mid 010456-000

See SRDS Spot Radio Small Markets Edition.

Phillipsburg

Phillips County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KKAN

1959
PHILLIPSBURG

Mid 010457-000

See SRDS Spot Radio Small Markets Edition.

KQMA (FM)

1984
PHILLIPSBURG

Mid 034770-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Pittsburg

Crawford County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

KKOW

1937
PITTSBURG



Media Code 4 217 5287 4.00
Mid 010458-000

KKOW Radio
Rte. 4, Box 5, Pittsburg, KS 66762. Phone 316-213-7200.

PROGRAMMING DESCRIPTION

KKOW: Programmed for adults & farm audience. MUSIC: Modern Country w/Stds & current Hits. FARM: 30 hrs/wk, 5 am-6 pm M-Sat; interviews, market reports, county agent reports, market analysis; 2-man dept. NEWS: 5-man staff; nat'l at :60 & local at :30. AIR PERSONALITIES handle all segments. SPORTS: capsulized reports thru day; wkly play-by-play area high school football game. Contact Contact Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
Sales Manager—Rob Freeman.
Program Director—Jeff Freeman.
Farm Director—Hugh Robinson.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 860 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with CBS Radio Network.

TIME RATES

Eff 8/1/83—Rec'd 4/30/84.

AA—Mon thru Sun 5 am-6 pm.
A—Mon thru Sun 6 pm-5 am.

- SPOT ANNOUNCEMENTS**
- | | | |
|-------|-------|--------------|
| | AA A | AA A |
| 1 min | 56.25 | 30 sec 45.20 |
- Fixed position or sponsorship: Extra per spot 10.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (D-CR)

KNZS

1947
PITTSBURG

Mid 027734-000

See SRDS Spot Radio Small Markets Edition.

KQWK (FM)

(formerly KDBO (FM))
1975
PITTSBURG

Contemporary Hit Radio



Media Code 4 217 5606 5.00
Mid 010459-000
Heartland Broadcasting, Inc.
1340 E. Quincy St., Box 0, Pittsburg, KS 66762. Phone 316-231-2800.

PROGRAMMING DESCRIPTION

KQWK (FM): Programmed for adults 18-49. MUSIC: Rock & Roll, Contemporary Hits mixed w/top tracts hits of past 20 yrs in sweeps; live AIR PERSONALITIES. NEWS: emphasis on local at :20; hrly from 6 am-6 pm daily; AP wire, mobile units. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 1/2/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tim Menowsky.
Vice-Pres. & Prog. Mgr.—Frank Bell.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KNZS.
Affiliated with NBC-The Source.

TIME RATES

Eff 1/2/85—Rec'd 1/2/85.

AAAA—5:30-10 am.
AAA—3-7 pm.

- SPOT ANNOUNCEMENTS**
- | | | |
|----------|-------|--------|
| | 1 min | 30 sec |
| GRID: | I | II |
| AAAA/AAA | 7.50 | 7.00 |
- 6.00 6.00 5.60 4.80
(SMD)

KANSAS

Pratt

Pratt County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KWLS
1962
PRATT

KGLS (FM)
1965
PRATT

McGAVREN GUILD RADIO

Media Code 4 217 5700 6.00 Mid 010460-000
Lesso, Inc.
Box 486, Pratt, KS 67124. Phone 316-672-5581.

PROGRAMMING DESCRIPTION

KWLS/KGLS (FM): Programmed for adult listeners. MUSIC: Modern Country. NEWS: local at :60; 30-min major newscasts at 7 am, noon & 5 pm; network at :60. FARM: blocks at 6-8:30 am & 11:30 am-1:30 pm; markets hrly thru day, 14 reports/day; weather every 20-min, local & state. SPORTS: 7:40 am, 12:10 & 5:20 pm; play-by-play sports. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Farm Director—Larry Steckline.
Assistant Farm Director—Frank Moore.
Gen'l Mgr./Sls. Mgr.—Chip McCoy.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 500 w. nights; 1290 khz. Directional—separate patterns day & night.
Operating schedule: 6 am-midnight. CST.
FM-ERP 100,000 w.; 93.1 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 550 ft. above average terrain.
Simulcast 6 am-7 pm.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Member: Mid-America Ag Network.

TIME RATES
Eff 9/1/83—Rec'd 10/28/83.

SPOT ANNOUNCEMENTS	6 ti	12 ti	24 ti	48 ti
PER MO, ROS:	20	18	16	14
1 min	15	14	13	11
30 sec				

- SPECIAL FEATURES**
Farm show—30 sec: 20.00; 1 min: 25.00. (SMD)

Russell

Russell County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KCAY (FM)

1965
RUSSELL

See SRDS Spot Radio Small Markets Edition. Mid 035505-000

KRSL
1956
RUSSELL

See SRDS Spot Radio Small Markets Edition. Mid 010461-000

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Salina

Salina County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KFRM
1947
SALINA

Katz Radio



Media Code 4 217 6150 3.00 Mid 010462-000
Great Plains Radio, Inc.
660 Westport Blvd, Salina, KS 67402. Phone 913-825-4611.

Mailing Address: Box 1857, Salina, KS 67401.
PROGRAMMING DESCRIPTION
KFRM: Programmed for adult interest. MUSIC: Modern Country. NEWS: at :30 & :60 w/5-min major newscasts at 8 am, noon & 5 pm; radar weather 4x/hr. FARM: market reports M-F 9:30, 10:50 am, 1:30, 2:50 & 3:50 pm, w/news & weather. Contact Representatives for further details. Rec'd 7/20/84.

- PERSONNEL**
Station Manager—Ted Ballenger.
Farm Director—Gary Wulf.
Program Director—L. J. Trant.
- REPRESENTATIVES**
Katz Radio.
Kansas City, St. Joseph, Lincoln & Omaha—Howard Anderson Company.
- FACILITIES**
5,000 w.; 550 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 24b, 25c, 28a, 29b, 30.
Contracts: 40b, 43, 44a, 44b, 45, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 61a, 62a, 62b.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KICT (FM), Wichita.
Affiliated with Katz Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES
No. 6 Eff 7/1/83—Rec'd 12/20/84.

SPOT ANNOUNCEMENTS	MON THRU SAT 6-6:30, 8-11:45 AM, 1:35-7 PM; SUN ALL DAY; ALL OTHER TIMES	- 1 min - 30 sec
GRID:	I II III I II III	
Ea	60 55 50 48 44 40	

SPOT ANNOUNCEMENTS	FARM—MON-FRI 6:30-8 AM & 11:45 AM-1:35 PM	- 1 min - 30 sec
GRID:	I II III I II III	
Ea	80 75 70 64 60 56	

FARM MARKETS—MON-FRI 9:31, 10:47, 11:46 AM, 12:38, 12:46, 1:31 & 3:47 PM

Ea	65 60 55 52 48 44
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For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KINA

91 Country KINA-AM

1964
SALINA



Media Code 4 217 6300 4.00 Mid 010463-000
Smoky Hill Broadcasting Co., Inc.
Box 778, Salina, KS 67401. Phone 913-825-0266.

PROGRAMMING DESCRIPTION
KINA: Programmed for young adults 25-54. MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60; 15 min extended newscasts at 6:45, 7:45 am & 12:15 pm using AP wire, UPI audio network, state network, state weather wire & meteorologist. FARM: network with personalities 6:15, 7:15, 8:15, 9:35, 11:35 am, 12:05, 1:35, 2:45 pm. SPORTS: 6:30, 7:30, 8:30 am. Contact Representative for further details. Rec'd 5/3/82.

- PERSONNEL**
Pres./Gen'l Mgr.—Russell W. Gibson.
Vice-Pres. & Gen'l Sls Mgr.—Kenneth Jennison.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
St. Louis, Kansas City, St. Joseph, Tulsa—Eugene F. Gray Co., Inc.
- FACILITIES**
500 w.; 910 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 23b, 24a, 24c, 25a, 27, 33a.
Contracts: 40a, 41, 45, 48, 51a.
Comb.: Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Mid-America Ag Network, Kansas Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/1/82—Rec'd 6/8/82.

AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

SPOT ANNOUNCEMENTS	AA	AA	A	AA
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	19	18	17	16
30 sec	15	14	13	12

- SPECIAL FEATURES**
Farm—1 min, flat 25.00; 30 sec, flat 19.00.
DISCOUNTS
13 wk—5% 26 wk—10%

KSAL
1937
SALINA



Media Code 4 217 6450 7.00 Mid 010464-000
Salina Broadcasting Co., Inc.
1510 E. Iron St., Box 180, Salina, KS 67402. Phone 913-823-1111.

PROGRAMMING DESCRIPTION
KSAL: Programmed for adults, 18-49. MUSIC: Adult Contemporary; current popular & gold hits. NEWS: Network at :60, local at :30; editorials, stock reports, mobile unit reports, nat'l weather wire, radar weather. FARM: dir. w/agri-business news, reports, markets, auction sales, 5-6:30 am, 12:30-12:45 pm, M-Sat. ENTERTAINMENT: major & minor audience promotions thru-out yr. SPORTS: pro baseball, college & high school play-by-play football & basketball. Contact Representative for further details. Rec'd 4/17/82.

- PERSONNEL**
President—R. W. Chapin.
Vice-Pres. & Gen'l Mgr.—Bill Scott.
Farm Director—Sonny Slater.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1150 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time and talent; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYEZ (FM).
Affiliated with ABC Information Radio Network.
Affiliated with NBC-Telnet.

TIME RATES
Eff 11/1/84—Rec'd 9/24/84.

SPOT ANNOUNCEMENTS	AAA	AAA	AA	AAA
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	36	35	34	33
30 sec	29	28	27	26

SPOT ANNOUNCEMENTS	FARM—MON-SAT 5:30-7 AM & 11:45 AM-1:45 PM	6 ti	12 ti
1 min	45	42	30
30 sec			36 34

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KSKG (FM)

1960
SALINA



Masla Radio



Media Code 4 217 6525 6.00 Mid 010465-000
Salina FM, Inc.
Box 995, Salina, KS 67401. Phone 913-825-4631.

PROGRAMMING DESCRIPTION
KSKG (FM): Programmed for adults 18-49. MUSIC: Contemporary hits and oldies. 6 air personalities local live. NEWS: 5 min at :55 combined ABC FM and local & regional. SPORTS: 7:25 am & 4:25 pm; outdoor report at 5:25 pm. Promotions continuous throughout year. Contact Representative for further details. Rec'd 4/25/83.

- PERSONNEL**
President—Wayne Pollard.
Sales Manager—Bob Roberts.
- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 565 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC FM Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 6/6/84.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-5 pm.
A—All other times.

SPOT ANNOUNCEMENTS	1 min	30 sec	1 min	30 sec
PER WK:	12 ti	18 ti	24 ti	12 ti
1 min	28	26	24	23
30 sec	20	19	18	17

KYEZ (FM)

1975
SALINA



Christal Radio



Media Code 4 217 6562 9.00 Mid 010466-000
Salina Broadcasting Co., Inc.
1512 E. Iron St., Box 180, Salina, KS 67401. Phone 913-827-9354.

PROGRAMMING DESCRIPTION
KYEZ (FM): Programmed for general adult audience. MUSIC: Modern Country Popular & Gold hits. NEWS: network & local, weather. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
President—Richard W. Chapin.
General Manager—Patty Fancher.
- REPRESENTATIVES**
Christal Radio.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KSAL.
Affiliated with NBC Radio Network.

TIME RATES
Eff—Rec'd 12/27/83.

AAA—Mon thru Sat 6-9 am, 11 am-1 pm & 3-6 pm.
AA—All other times.

SPOT ANNOUNCEMENTS	AAA	AAA	AA	AAA
PER WK:	1 min	30 sec	1 min	30 sec
6 ti	18	14	16	13
12 ti	17	13	15	12
18 ti	16	12	14	11
24 ti	15	11	13	10

Scott City

Scott County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KEZU (FM)

1964
SCOTT CITY



Media Code 4 217 6600 7.00 Mid 010468-000
Broadcasters of Scott City
Rt. 1, Box 14, Scott City, KS 67871. Phone 316-872-5345.

PROGRAMMING DESCRIPTION
KEZU (FM): Emphasis farm programming. NEWS: commodity audio 13x/da. MUSIC: Easy Listening. SPORTS: emphasis state & local. Rec'd 8/30/83.

- PERSONNEL**
Sales Manager—Bill Fry.
Business Manager—Warren Taylor.
- FACILITIES**
ERP 100,000 w.: 94.5 mhz.
Operating schedule: 6 am-11 pm. CST.
Partial simulcast operation. Simulcast 6-8:30 am, noon-12:15 pm & 5-5:15 pm. For non-simulcast facilities see KFLA.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KFLA.
Member: Kansas Information Network, Kansas Agriculture Network.

TIME RATES
Eff—Rec'd 10/19/83.

AA—Mon thru Fri 7 am-7 pm.
A—Mon thru Fri before 7 am & after 7 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER YR:	AA		A	
	20 sec	30 sec	1 min	20 sec
1 x	5.40	7.20	9.00	4.50
52 x	5.10	6.80	8.50	3.90
157 x	4.80	6.40	8.00	3.60
313 x	4.50	6.00	7.50	3.30
521 +	4.20	5.60	7.00	3.00

7. PACKAGE PLANS

30 DAYS:	CLASS AA			CLASS A		
	10 ti	25 ti	50 ti	100 ti	250 ti	400 ti
20 sec	48.00	112.50	210.00	400.00	525.00	650.00
30 sec	64.00	150.00	280.00	525.00	650.00	800.00
1 min	80.00	187.50	350.00	650.00	800.00	1000.00

10. SPECIAL FEATURES

TRADING POST, NEWS, SPORTS, WEATHER, AGRICULTURE
(5 min, 6 days per wk)
Per mo AA 175.00, A 125.00.
KZEU (FM)/KFLA COMBINATION
Per mo 275.70. (SMD)

KFLA
SCOTT CITY

Mid 010467-000

See SRDS Spot Radio Small Markets Edition.

Topeka

Shawnee County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

KDVV (FM)



1959
TOPEKA

Contemporary



Media Code 4 217 5712 0.00 Mid 010469-000
Harris Enterprises, Inc.
Box 1490, Topeka, KS 66601. Phone 913-234-3444.

PROGRAMMING DESCRIPTION

KDVV (FM): Programmed for 18-49 adults. MUSIC: Contemporary Hits with 8 AIR PERSONALITIES. NEWS: emphasis on local; 2 5-min news/sports/weather casts hriy AM drive M-Sat & 2 3-min casts hriy PM drive M-F; AP wire; nat'l weather service; 2 newscasts. FEATURES: wkly Top 10 Wed 9 pm; Rick Dees wkly Top 40 Sun 10 am-2 pm; Westwood One superstar concert series Sun 9 pm; Happy Hours, all requests Fri & Sat 10 pm-2 am; Sun Night LP 11 pm; promotion & local public service involvement incl movies nights, haunted house, birthday party, contests & concert ticket/album giveaways. Contact Representative for further details. Rec'd 1/7/84.

- PERSONNEL**
General Manager—Don L. Neer.
Program Director—Kevan Rabat.
Sales Manager—Gary Shorman.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 26, 27, 28b, 29c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47c, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
Cancellations: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80.
AM facilities: KTOP.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLZR (FM)

1963
LAWRENCE

Mid 010435-000

See listing under city of license.

KMAJ (FM)

1971
TOPEKA

Media Code 4 217 6740 1.00 Mid 017667-000
Midland Broadcasters, Inc.
5315 W. Seventh St., Box 4407, Topeka, KS 66604.
Phone 913-272-2122.

2. REPRESENTATIVES

Torbet Radio, Inc.
Denver—John L. McGuire, Inc.
Rates have been temporarily withdrawn by station.

KSKX

1947
TOPEKA



Media Code 4 217 6750 0.00 Mid 010470-000
Midland Broadcasters, Inc.
Box 4407, 5315 W. 7th St., Topeka, KS 66604. Phone 913-272-2122.

2. REPRESENTATIVES

Torbet Radio, Inc.
Denver—John L. McGuire, Inc.
Rates have been temporarily withdrawn by station.

KTOP



1947
TOPEKA

Easy Listening Oldies



Media Code 4 217 6900 1.00 Mid 010472-000
Harris Enterprises, Inc.
715 Harrison, Box 1490, Topeka, KS 66601. Phone 913-234-3444.

PROGRAMMING DESCRIPTION

KTOP: Programmed for 25 plus. MUSIC: Easy Listening Hits from 1930's thru 6 mo ago; ea hr incl music from 30's-80's; live AIR PERSONALITIES handle all segments. FEATURES: Sat 7 pm-12M mellow hits of 50's & 60's; Sun 8 am-noon hits of all years, showtunes & local interviews. NEWS: AM drive 5-min at :15 & :45, 2-min at :60 & :30; direct weather wire & audio line. SPORTS: in all news reports; play-by-play high school. U & pro. Contact Representative for further details. Rec'd 5/25/84.

- PERSONNEL**
General Manager—Don Neer.
Sales Manager—Gary Shorman.
Program Director—Richard Ward Fotherley.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w. 1490 khz. Non-directional.
Operating Schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 26, 27, 28b, 29c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47c, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
Cancellations: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80.
FM facilities: KDVV (FM).
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTPK (FM)

1974
TOPEKA



Media Code 4 217 6950 6.00 Mid 010473-000
Shawnee Broadcasting Co.
910 First National Bank Tower, Topeka, KS 66603. Phone 913-234-2627.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WIBW



1927
TOPEKA



RAB

Media Code 4 217 7050 4.00 Mid 010474-000
Stauffer Publications
5600 W. 6th St., Topeka, KS 66606. Phone 913-272-3456, TWX, 910-744-6709.
Mailing Address: Box 119, Topeka, KS 66601.

PROGRAMMING DESCRIPTION

WIBW: NEWS: Emphasis on major blocks 7-8 am, noon, & 6-7 pm; newscasts at :05 thru-out AM/PM hrs plus adult hit music; 2-person Am show; service & information; MBS special features; Night Show 12M-5 am; FARM: Agricultural programs 15 hrs/wk M-Sat 5:30-7, 9:30-9:35,

10:30-10:35 am & 11:30 am-12:30 pm plus wknd features, 3 farm reporters. SPORTS: Play-by-play major league baseball; college football & basketball; area & reg'l high school games; live sports talk M-F 6:30-7 pm. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
General Manager—Dick Painter.
Sales Manager—Jim Deines.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 580 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 14b, 15e.
Basic Rates: 20a, 21b, 23a, 25a.
Contracts: 40a, 41, 42a, 42c, 45.
Comb.: Cont. Discounts: 60b, 60f, 61b.
Cancellations: 70a, 70d, 71a, 73b.
Prod. Services: 80.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WIBW-FM



1961
TOPEKA



Media Code 4 217 7051 2.00 Mid 010475-000
Stauffer Publications
5600 W. 6th St., Topeka, KS 66606. Phone 913-272-3456, TWX, 910-744-6709.

- PERSONNEL**
General Manager—Dick Painter.
Sales Manager—Jim Deines.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1217 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 14b, 15e.
Basic Rates: 20a, 21b, 23a, 25a.
Contracts: 40a, 41, 42a, 42c, 45.
Comb.: Cont. Discounts: 60b, 60f, 61b.
Cancellations: 70a, 70d, 71a, 73b.
Prod. Services: 80.
Affiliated with Katz Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WREN

1926
TOPEKA



Media Code 4 217 7200 5.00 Mid 010476-000
The Radio Station WREN Co.,
1001 Fillmore, Topeka, KS 66601. Phone 913-232-0505,
Sales; 232-4000.

- REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 22.00.

Ulysses

Grant County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KULY

1964
ULYSSES

Mid 010477-000
See SRDS Spot Radio Small Markets Edition.

Wellington

Sumner County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KLEY

1966
WELLINGTON

Mid 010478-000

See SRDS Spot Radio Small Markets Edition.

KZED (FM)

1979
WELLINGTON

Mid 010479-000

See SRDS Spot Radio Small Markets Edition.

Wichita

Sedgewick County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KAKZ

1947
WICHITA



Christal Radio



Media Code 4 217 7650 1.00 Mid 010480-000
Misco Broadcasting Co.
257 N. Broadway, Wichita, KS 67202. Phone 316-265-1240.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—David Lyons.
General Sales Manager—G.A. Wiles.
News Director—Jeanne Morgan.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 14b, 15a, 15e.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b, 29c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 62d.
Cancellations: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KAKZ-FM, Derby.
Affiliated with MBS.
Member: Kansas Information Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KAKZ-FM

1977
DERBY



Christal Radio



(This is a paid duplicate of the listing under Derby, Kansas.)
Media Code 4 217 1125 0.00 Mid 010405-000
MISCO-FM 96 Limited, a subsidiary of Misco Broadcasting Co.
257 N. Broadway, Wichita, KS 67202. Phone 316-265-1240.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—David Lyons.
Sales Manager—G.A. Wiles.
News Director—Jeanne Morgan.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 1,170 w. (horiz.), 1,170 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15%.

KANSAS

Wichita—cont

KAKZ-FM—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 14b, 15a, 15e.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b, 28c, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 60j, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 82.
 AM facilities: KAKZ, Wichita.
 Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station. (SMD) (D)

KEYN-FM

1968
WICHITA



McGAVREN GUILD RADIO

NRBA

Media Code 4 217 7951 3.00 Mid 010482-000
 Long-Pride Broadcasting Co., Inc.
 2829 Salina Ave., Wichita, KS 67204. Phone 316-838-7744.

PROGRAMMING DESCRIPTION

KEYN-FM: Programmed for 25-49 & teens. Contact Representative for further details. Rec'd 8/23/82.

- PERSONNEL**
 President—H. Roger Dodson.
 Station Manager—Steve Brooks.
 Sales Manager—Bob Jenkins.
- REPRESENTATIVES**
 McGavren Guild Radio.
- FACILITIES**
 ERP 100,000 w.; 103.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 860 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only. 10th of month.
- GENERAL ADVERTISING See coded regulations**
 AM facilities: KQAM.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KFDI

1923
WICHITA



Torbet Radio



ndb

RAB

NRBA

Media Code 4 217 8100 6.00 Mid 010483-000
 Wichita Great Empire Broadcasting Inc.
 Box 1402, 42nd and Broadway, Wichita, KS 67201.
 Phone 316-838-9141.

PROGRAMMING DESCRIPTION

KFDI: Programmed for adults 25-54. FARM: 5-7, 9:40-9:45, 10:30-10:35 am, 11:30 am-1:30 pm & 5:15 pm; 90 sec & 5 min interviews & market reports; 2 man farm dept. AIR PERSONALITIES handle agents reports & market analysis. NEWS: 7 man dept; 5 min at :60; 2 min at :30; 15 min at 7 am, network commentator at noon & 5 pm. SPORTS: capsulized reports every hr. COMMERCIAL POLICY: personality endorsements permitted. MUSIC: modern country. Contact Representatives for further details. Rec'd 6/8/82.

- PERSONNEL**
 President—F. F. Mike Lynch.
 Exec. Vice Pres. & Gen'l Mgr.—Mike Oatman.
- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 10,000 w. days, 1,000 w. nights; 1070 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 22a, 23a, 25a, 29a.
 Contracts: 40c, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60b, 60k.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Supernet.
 Affiliated with Music Country Radio Network.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KFDI-FM

KFDI FM

1963

WICHITA

ndb

RAB

NRBA

Media Code 4 217 8101 4.00 Mid 010484-000
 Wichita Great Empire Broadcasting Inc.
 Box 1402, 42nd and Broadway, Wichita, KS 67201.
 Phone 316-838-9141.

PROGRAMMING DESCRIPTION

KFDI-FM: Programmed for adults 18-49. MUSIC: 90% continuous progressive country. COMMERCIAL POLICY: Limit 15-min per hr. NEWS: 4-min per hr; 7 man, 6 mobile news dept. Contact Representative for further details. Rec'd 7/6/82.

- PERSONNEL**
 Program Director—John Speer.
- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 ERP 100,000 w.; 101.3 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1130 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 22a, 23a, 25a, 29a.
 Contracts: 40c, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60b, 60k.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Supernet.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KFH

1922
WICHITA



EASTMAN RADIO, INC.



RAB

Media Code 4 217 8250 9.00 Mid 010485-000
 Radio Station KFH Co.
 104 S. Emporia, Wichita, KS 67202. Phone 316-262-4491.

PROGRAMMING DESCRIPTION

KFH: Programmed for adults 25-54; news/country format. NEWS: network at :60, local news at :30; 7-person local staff; 5 mobile units; 1 mobile bureau plus staff meteorologist with radar. FARM: major broadcast 5-7 am & 11:30 am-1:30 pm incl market reports & commodity updates plus coverage of local & reg'l farm interviews & guests. SPORTS: full-time director featuring coverage of college, high school, pro football, play-by-play; director handles sports in AM & FM drive. MUSIC: adult contemporary country; AIR PERSONALITIES handle all segments. FEATURES: sports talk show. COMMERCIAL POLICY: 13 min per hr. Contact Representative for further details. Rec'd 4/19/84.

- PERSONNEL**
 Acting General Manager—O. S. Gossard.
 Sales Manager—Lynda Carrier-Metz.
 Program Director—Steve McIntosh.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 5,000 w.; 1330 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 14b.
 Basic Rates: 20a, 21b, 22a, 24a, 25a, 28c, 30, 32b, 33b.
 Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61c, 62b.
 Cancellation: 70a, 70e, 71a, 73a.
 Prod. Services: 81, 82.
 FM facilities: KLZS (FM).
 Affiliated with CBS Radio Network.
 Affiliated with Eastman Radio Network.
 Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 10/1/84—Rec'd 12/18/84.

AMD—Mon thru Fri 5:30-10 am.
 PMD/SAT—Mon thru Fri 3-7 pm; Sat 5:30 am-7 pm.
 AA—Mon thru Fri 10 am-3 pm.
 A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	AMD	PMD/SAT	AA	A	BTA
1 min	46.40	43.00	36.00	26.00	21.00
30 sec	36.80	34.00	30.00	21.00	17.50

AMD PMD/SAT AA A BTA

KFH/KLZS (FM) COMBINATION

1 min	58.00	54.00	43.00	30.00	25.00
30 sec	46.00	43.00	34.00	24.00	20.00

Midnight-5:30 am, 20% of AA.
 AMD/PMD only, extra 10.00.
 Fixed, extra 10.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (A)

KICT (FM)

T-95

1972
WICHITA



Katz Radio

NRBA

Media Code 4 217 8325 9.00 Mid 010486-000
 Great Plains Radio, Inc.
 734 N. Maize Rd., Wichita, KS 67212. Phone 316-722-5600.

PROGRAMMING DESCRIPTION

KICT (FM): MUSIC: Album Oriented Rock programmed for young adults 18-34. NEWS: weather & sports. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
 General Manager—Jim Eddens.
 Sales Manager—Dan Hogan.
 Program/Operations Manager—Bill Bruun.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 ERP 100,000 w.; 95.1 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 970 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3d, 4a, 5.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 25a, 28c, 29a, 30.
 Contracts: 41, 44b, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60c, 60k, 61c, 62d.
 Cancellation: 73b.
 Prod. Services: 82.
 AM facilities: KFRM, Salina.
 Affiliated with Katz Radio Network.
 Affiliated with ABC Rock Radio Network.

TIME RATES

No. 3 Eff 1/1/85—Rec'd 1/16/85.

- AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 10 am-8 pm.
 AA—Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.
 A—Mon thru Sun 8 pm-midnight; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min/less	55	50	45

KKRD (FM)

1960
WICHITA

ndb

RAB

NRBA

Media Code 4 217 8400 0.00 Mid 010487-000
 KKRD Broadcasting Co., Inc.
 905 N. Main, Wichita, KS 67203. Phone 316-265-0721.
 Mailing Address: Box 333, Wichita, KS 67201.

- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
 1 min rate 1x: 40.00.

KLEO

1936
WICHITA

ndb

RAB

NRBA

Media Code 4 217 8437 2.00 Mid 010490-000
 Sampson Broadcasting
 5610 E. 29th N., Wichita, KS 67220. Phone 316-683-4566.

- REPRESENTATIVES**
 Christal Radio.
 1 min rate 1x: 20.00.

KLZS (FM)

(formerly KBRA (FM))

1948
WICHITA

RAB

Media Code 4 217 8456 2.00 Mid 010481-000
 Radio Station KFH Co.
 104 S. Emporia, Wichita, KS 67202. Phone 316-263-3377.

PROGRAMMING DESCRIPTION

KLZS (FM): Programmed for adults 21-49. MUSIC: Adult Contemporary, familiar hits of past & present. NEWS: 2x/hr in AM drive at :50 & :20. FEATURES: music specials & other program features scheduled periodically. Contact Representative for further details. Rec'd 11/16/84.

1. PERSONNEL

Exec. Vice-President—O. S. Gossard.
 Sales Manager—Lynda Carrier-Metz.
 Program Director—Steve McIntosh.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 100,000 w.; 97.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 14b.
 Basic Rates: 20a, 21b, 22a, 24a, 25a, 28c, 28c, 30, 32b, 33b.
 Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61c, 62b.
 Cancellation: 70a, 70e, 71a, 73a.
 AM facilities: KFH.
 Affiliated with CBS RADIORADIO.
 Affiliated with Eastman Radio Network.
 Sold in combination with KFH. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 12/27/84.

AMD—Mon thru Fri 5:30-10 am.
 PMD/SAT—Mon thru Fri 3-7 pm; Sat 5:30 am-7 pm.
 AA—Mon thru Fri 10 am-3 pm.
 A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

ROS	1 min	30 sec
AMD	43 38 35 33 34 31 28 26	1 11 11 11 11 11 11 11
MID	37 34 31 29 32 39 25 24	
PMD	40 36 34 32 35 31 28 26	
EVE	30 28 25 24 27 26 20 18	
ON	28 26 24 23 25 25 19 17	

(A)

KQAM

1950
WICHITA



McGAVREN GUILD RADIO

Media Code 4 217 8475 2.00 Mid 010488-000
 Long-Pride Broadcasting Co., Inc.
 2829 Salina Ave., Wichita, KS 67204. Phone 316-838-7744.

PROGRAMMING DESCRIPTION

KQAM: Programmed for 25-54. MUSIC: golden rock and contemporary. Contact Representative for further details. Rec'd 6/30/82.

- PERSONNEL**
 President—Roger Dodson.
 Station Manager—Steve Brooks.
 Program Director—Chuck (Sugar Bear) Robson.
- REPRESENTATIVES**
 McGavren Guild Radio.

- FACILITIES**
 5,000 w. days, 1,000 w. nights; 1410 khz. Directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0 time only. 10th of month.
- GENERAL ADVERTISING See coded regulations**
 FM facilities: KEYN-FM.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KSSL

1958
WICHITA



Media Code 4 217 8625 2.00 Mid 010489-000
 Agape Communications Inc.
 3337 W. Central St., Wichita, KS 67203. Phone 316-942-3231.
 1 min rate 1x: 10.00.

Winfield

Cowley County—Map Location H-6
 See SRDS Consumer market map and data at beginning of the state.

KNIC

1963
WINFIELD

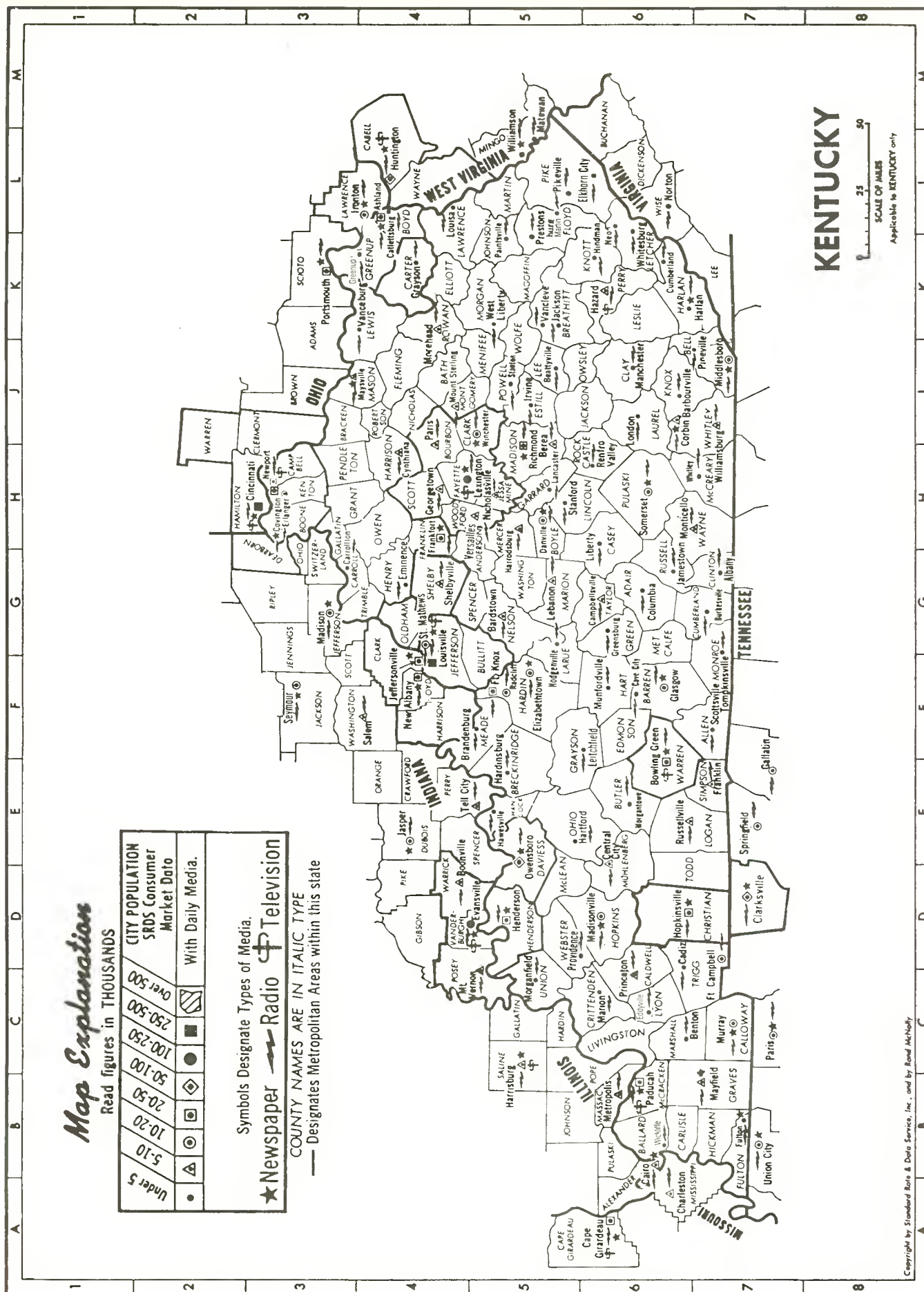
See SRDS Spot Radio Small Markets Edition. Mid 010491-000

KWKS (FM)

1980
WINFIELD

See SRDS Spot Radio Small Markets Edition. Mid 010492-000

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ashland—Boyd Bowling Green—Warren		Covington—Kenton		Fort Knox—Hardin		Frankfort—Franklin		Hopkinsville—Christian		Lexington—Fayette		Louisville—Jefferson		Owensboro—Davies									
ESTIMATES FOR:		GROSS HOUSEHOLD INCOME—1984								RETAIL SALES—1984								PASSENGER CARS		BLACK POP.		SPANISH POP.	
STATE	COUNTY—Map Loc.	Population 4/1/84	Households 4/1/84	Per Household (\$000)	% Distribution to 14999	% Distribution to 34999	% Distribution to 49999	% Distribution to 50000 and over	Total Retail Sales— Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)				
KENTUCKY STATE TOTALS		3,726.7	1,297.03	29,758,110	22,943	40.7	39.5	12.3	7.5	17,552,484	13,533	3,896,067	629,481	2,662,600	814,881	841,185	2,962,486	1,567,031	2,153,200	260.1	28.03		
ADAIR G-6		15.7	5.68	104,830	18,456	52.7	35.4	7.3	4.5	70,118	12,345	15,978	2,671	11,169	3,158	3,081	11,760	6,325	9.88	.5	.10		
ALLEN F-7		14.4	5.32	99,311	18,667	50.0	36.7	9.4	3.9	66,974	12,589	15,176	2,519	10,558	3,036	3,001	11,248	6,028	9.67	.2	.10		
ANDERSON G-4		13.4	4.74	108,156	22,818	34.1	47.1	14.1	4.7	65,518	13,738	14,391	2,312	9,797	3,038	3,163	11,002	5,804	8.92	.5	.05		
BALLARD B-6		8.6	3.21	64,452	20,079	45.4	37.1	12.3	5.2	42,321	13,184	9,462	1,543	6,507	1,949	1,983	7,131	3,789	5.86	.3	.03		
BARREN F-6		35.1	12.80	267,688	20,913	43.4	41.7	10.2	4.7	168,059	13,130	37,621	6,147	25,902	7,727	7,840	28,308	15,054	22.56	1.8	.24		
BATH J-4		10.0	3.47	62,347	17,967	50.8	36.2	9.0	3.9	43,467	12,527	9,867	1,641	6,875	1,966	1,936	7,297	3,915	5.82	.3	.07		
BELL J-7		34.6	11.60	218,545	18,440	52.8	34.4	8.5	4.3	144,395	12,448	32,827	5,471	22,902	6,521	6,396	24,231	13,013	15.85	.9	.31		
BOONE H-3		49.4	16.17	440,626	27,250	24.5	48.6	18.3	8.5	241,599	14,941	52,216	8,133	34,833	11,549	12,531	41,031	21,348	30.32	.2	.24		
BOURBON J-4		19.2	6.81	178,482	26,209	36.1	37.0	14.8	12.1	96,457	14,164	21,141	3,358	14,285	4,542	4,805	16,329	8,569	11.76	1.9	.09		
BOYD L-4		54.5	19.78	487,281	24,635	41.2	37.4	12.7	8.7	277,047	14,006	60,914	9,717	41,278	12,999	13,670	46,864	24,643	32.17	1.1	.24		
Bowling Green—Warren		24.8	9.81	242,744	24,744	133,683	13,627	29,620	4,774	20,210	6,219	6,443	22,572	11,926	14.14	.7	.12		
Huntington—Ashland Metro Area		337.0	120.05	2,713,670	22,604	39.9	41.1	12.5	6.5	1,626,260	13,547	360,880	58,287	246,571	75,522	78,001	274,495	145,173	193.19	7.3	1.63		
BOYLE H-5		25.5	9.05	229,003	25,304	38.1	38.8	15.6	7.6	125,317	13,847	27,644	4,429	18,788	5,858	6,122	21,182	11,161	14.87	2.4	.17		
BRACKEN J-3		7.7	2.73	58,110	21,286	41.4	40.8	11.9	5.9	36,610	13,410	8,149	1,321	5,582	1,694	1,739	6,175	3,272	4.4404		
BREATHITT K-5		17.6	5.45	128,188	23,521	49.2	26.8	12.5	11.5	72,961	13,387	16,241	2,634	11,127	3,376	3,466	12,306	6,521	8.0217		
BRECKINRIDGE E-5		17.1	6.02	109,492	18,188	52.4	35.4	8.6	3.6	74,220	12,329	16,926	2,832	11,840	3,339	3,252	12,445	6,697	10.66	.6	.09		
BULLITT G-5		48.5	14.62	354,988	24,281	27.6	51.4	15.6	5.4	210,676	14,410	45,968	7,256	30,935	9,968	10,633	35,701	18,684	28.73	.3	.22		
BUTLER E-6		11.2	3.93	67,976	17,297	51.6	38.4	6.8	3.3	48,666	12,383	11,085	1,852	7,746	2,193	2,141	8,163	4,389	6.9405		
CALDWELL D-6		13.2	5.00	102,394	20,479	43.3	40.7	10.9	5.2	65,534	13,107	14,677	2,399	10,109	3,053	3,053	9,871	5,871	8.67	.8	.09		
CALLOWAY H-7		30.1	10.91	220,114	20,175	46.4	40.2	8.4	5.0	139,195	12,758	31,417	5,188	21,785	6,340	6,320	23,399	12,509	19.08	.9	.16		
CAMPBELL C-3		78.8	27.30	685,923	25,125	32.1	43.3	16.4	8.1	391,256	14,332	85,495	13,523	57,613	18,483	19,662	66,279	34,718	41.74	.8	.36		
CARLISLE B-6		5.3	2.00	36,825	18,413	49.7	38.5	7.4	4.4	25,189	12,595	5,710	948	3,974	1,141	1,127	4,230	2,267	3.60	.1	.02		
CARROLL G-3		9.3	3.42	76,732	22,436	40.4	38.6	14.2	6.8	46,492	13,594	10,304	1,662	7,033	2,162	2,238	7,850	4,148	5.30	.2	.05		
CARTER K-4		26.4	8.72	156,674	17,967	51.3	37.4	7.6	3.7	108,932	12,492	24,744	4,119	17,251	4,924	4,839	18,284	9,814	15.1220		
CASEY H-6		15.2	5.34	82,151	15,384	61.0	30.6	5.2	3.2	62,114	11,632	14,414	2,464	10,229	2,736	2,554	10,370	5,644	8.9207		
CHRISTIAN D-7		69.9	20.87	430,570	20,631	45.0	35.4	12.2	7.3	266,113	12,751	60,074	9,922	41,662	12,117	12,075	44,733	23,915	32.57	17.9	2.10		
Hopkinsville Clarksville Hopkinsville Metro Area		28.7	10.53	234,435	22,264	139,589	13,256	31,165	5,074	21,408	6,438	6,567	23,527	12,491	15.91	7.3	.29		
CLARK J-4		160.0	50.67	1,108,310	21,873	42.5	40.6	10.7	6.2	664,010	13,105	148,732	24,320	102,455	30,510	30,915	111,828	59,492	83.87	33.9	4.20		
CLARK J-4		29.2	10.28	250,508	24,368	37.2	40.8	14.1	7.9	143,124	13,923	31,518	5,038	21,389	6,704	7,028	24,201	12,738	17.52	1.8	.17		
CLAY J-6		23.8	7.19	122,740	17,071	59.1	29.0	7.2	4.8	86,951	12,093	19,938	3,359	14,010	3,886	3,737	14,560	7,863	10.96	.4	.35		
CLINTON G-7		9.5	3.35	44,950	13,418	67.5	26.2	4.3	2.0	37,103	11,076	8,745	1,523	6,284	1,602	1,434	6,170	3,392	5.7907		
CRITTENDEN C-6		9.2	3.50	62,540	17,869	48.6	39.5	9.4	2.5	44,352	12,672	10,028	1,660	6,964	2,016	2,002	7,453	3,988	6.01	.1	.07		
CUMBERLAND G-7		7.2	2.67	40,200	15,056	62.4	30.8	3.3	3.4	30,610	11,464	7,135	1,226	5,082	1,341	1,237	5,105	2,786	3.98	.4	.06		
DAVIESS D-5		86.0	30.50	765,162	25,087	41.4	37.8	12.7	8.1	429,475	14,081	94,300	15,015	63,825	20,181	21,276	72,672	38,181	52.66	3.4	.42		
Owensboro Owensboro Metro Area		53.2	19.94	463,915	23,266	270,415	13,561	59,988	9,685	40,975	12,562	12,983	45,647	24,136	31.23	3.1	.29		
EDMONSON F-6		86.0	30.50	765,162	25,087	36.3	39.5	15.0	9.3	429,475	14,081	94,300	15,015	63,825	20,181	21,276	72,672	38,181	52.66	3.4	.42		
ELLIOTT K-4		10.1	3.45	60,727	17,602	50.3	39.9	6.9	2.8	42,429	12,298	9,682	1,621	6,776	1,907	1,855	7,113	3,829	6.04	.2	.06		
ESTILL J-5		7.0	2.26	34,010	15,049	59.1	32.7	6.3	1.9	26,773	11,846	6,179	1,049	4,366	1,187	1,123	4,476	2,427	3.8606		
FAYETTE H-4		14.6	4.98	93,186	18,712	49.4	36.6	10.5	3.5	63,812	12,814	14,389	2,373	9,969	2,909	2,906	10,730	5,732	7.9208		
Lexington Lexington-Fayette Metro Area		212.3	79.32	2,218,980	27,975	31.8	40.0	15.6	12.6	1,145,970	14,447	249,880	39,407	168,063	54,259	57,947	194,224	101,605	125.38	28.2	1.55		
FLEMING J-4		212.3	79.32	2,218,980	27,975	1,145,970	14,447	249,880	39,407	168,063	54,259	57,947	194,224	101,605	125.37	28.2	1.55		
FLOYD L-5		330.6	119.69	3,278,810	27,394	32.5	40.1	15.5	11.8	1,721,470	14,383	375,820	59,368	253,044	81,402	86,743	291,682	152,701	196.94	36.2	2.23		
FRANKLIN H-4		12.3	4.36	77,388	17,750	51.4	37.6	6.9	4.1	53,230	12,209	12,168	2,042	8,529	2,388	2,313	8,920	4,808	7.66	.2	.10		
FRANKLIN H-4		52.4	17.31	335,279	19,369	47.0	39.7	9.1	4.2	221,619	12,803	49,975	8,243	34,625	10,104	10,093	37,263	19,908	28.42	.2	.36		
FULTON B-7		43.4	16.45	419,623	25,509	32.2	43.7	14.9	9.2	231,944	14,100	50,908	8,101	34,443	10,904	11,504	39,251	20,617	27.43	3.5	.21		
GALLATIN H-3		27.5	10.48	268,442	25,615	148,138	14,135	32,491	5,165	21,969	6,969	7,363	25,073	13,164	17.32	2.3	.14		
GARRARD H-5		8.2	3.11	57,694	18,551	51.5	35.4	9.1	4.0	39,717	12,771	8,959	1,478	6,209	1,810	1,807	6,678	3,568	4.64	1.4	.05		
GARRARD H-5		5.0	1.72	39,457	22,940																		

Estimates for:		Gross Household Income—1984							Retail Sales—1984							Passenger Cars			Black Pop.		Spanish Pop.	
STATE	COUNTY—Map Loc.	Population 4/1/84	Households 4/1/84	Per Household (\$000)	% Distribution of Households	15000 to 14999	35000 to 34999	50000 to 49999	50000 and over	Total Retail Sales—Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)
MADISON J-5		56.1	17.98	350,465	19,492	46.8	38.9	10.0	4.4	230,624	12,827	51,976	8,567	35,994	10,522	10,523	38,783	20,713	29.89	3.3	.38	
MAGOFFIN K-5		14.3	4.44	86,651	19,966	51.9	30.9	11.1	6.1	56,805	12,794	12,811	2,113	8,877	2,590	2,586	9,551	5,103	7.18		.13	
MARION G-5		17.7	5.57	111,339	19,989	46.1	40.8	8.9	4.2	70,907	12,730	16,016	2,647	11,112	3,227	3,211	11,918	6,374	9.77	1.4	.12	
MARSHALL C-6		26.7	9.92	223,427	22,523	37.8	43.7	12.9	5.6	135,421	13,651	29,983	4,828	20,445	6,305	6,541	22,870	12,078	19.51		.13	
MARTIN L-5		15.3	4.63	101,160	21,849	46.2	31.5	13.7	8.6	62,768	13,561	13,932	2,250	9,519	2,916	3,012	10,598	5,605	8.14		.09	
MASON J-3		17.4	6.29	123,337	19,608	45.6	40.9	9.3	4.1	80,929	12,866	18,226	3,001	12,615	3,695	3,701	13,612	7,266	9.75	1.3	.11	
MEADE F-5		23.2	7.34	139,965	19,069	41.9	48.0	6.4	3.6	92,115	12,550	20,895	3,473	14,551	4,171	4,112	15,466	8,294	12.81	1.5	.48	
MENIFEE J-5		5.3	1.76	26,742	15,194	57.3	36.4	5.4	.9	20,959	11,909	4,828	818	3,406	932	886	3,506	1,899	3.15		.03	
MERCER H-5		19.7	7.14	153,281	21,468	40.4	41.7	13.0	4.9	96,331	13,492	21,397	3,460	14,631	4,469	4,607	16,256	8,602	12.64		.12	
METCALFE G-6		9.7	3.38	60,150	17,796	59.2	31.6	5.9	3.4	40,017	11,839	9,236	1,568	6,525	1,775	1,679	6,690	3,628	6.31		.09	
MONROE F-7		12.3	4.43	74,876	16,902	56.5	33.9	6.3	3.3	52,756	11,909	12,155	2,060	8,575	2,344	2,228	8,224	4,780	7.34		.10	
MONTGOMERY J-5		21.4	7.42	155,752	20,991	44.5	41.0	8.5	6.1	95,999	12,938	21,578	3,544	14,909	4,393	4,419	16,154	8,613	12.45	1.1	.16	
MORGAN K-5		12.6	4.20	64,924	15,458	63.3	27.9	5.1	3.7	48,876	11,637	11,344	1,939	8,051	2,152	2,008	8,160	4,441	6.86		.07	
MUHLENBERG E-6		33.1	11.54	244,740	21,208	42.5	40.3	11.4	5.8	153,422	13,295	34,225	5,566	23,492	7,083	7,238	25,864	13,724	20.33	1.7	.21	
NELSON G-5		28.2	8.94	199,465	22,312	39.2	44.1	11.8	4.9	120,076	13,431	26,710	4,328	18,289	5,561	5,716	20,256	10,729	16.46	1.8	.14	
NICHOLAS J-4		7.2	2.64	50,694	19,202	48.2	37.3	10.5	4.1	33,424	12,661	7,559	1,251	5,250	1,519	1,507	5,616	3,006	4.53		.05	
OHIO E-5		22.3	7.83	152,971	19,537	45.1	39.7	11.5	3.8	102,636	13,108	22,989	3,759	15,835	4,716	4,779	17,285	9,195	14.22	2.2	.09	
OLDHAM G-4		31.4	9.25	285,079	30,819	24.6	42.6	19.0	13.9	140,389	15,177	30,218	4,679	20,081	6,740	7,365	23,865	12,385	18.76	1.6	.17	
OWEN H-4		9.2	3.33	67,927	20,398	46.6	35.5	11.5	6.5	43,232	12,983	9,712	1,594	6,707	1,980	1,994	7,276	3,878	5.40	.2	.08	
OWSLEY J-5		5.7	1.91	27,915	14,615	65.0	27.3	4.9	2.8	21,870	11,450	5,100	877	3,634	957	882	3,647	1,991	3.01		.05	
PENDLETON H-3		11.0	3.77	76,588	20,315	41.8	43.2	11.2	3.8	50,084	13,285	11,177	1,819	7,675	2,311	2,359	8,442	4,481	6.49		.05	
PERRY K-6		35.7	11.29	250,143	22,156	43.4	36.6	12.4	7.6	151,653	13,433	33,729	5,464	23,091	7,025	7,222	25,584	13,550	17.68	7	.32	
PIKE L-5		86.6	28.43	615,168	21,638	42.5	41.1	10.9	5.5	377,159	13,266	84,187	13,703	57,817	17,399	17,758	63,572	33,745	48.25	3	.61	
POWELL J-5		12.1	3.86	71,018	18,398	49.2	39.6	8.1	3.1	48,074	12,454	10,927	1,820	7,622	2,172	2,131	8,068	4,332	6.57		.06	
PULASKI H-6		48.6	17.28	347,242	20,095	48.7	36.8	9.6	4.9	218,857	12,665	49,507	8,198	34,393	9,942	9,863	36,771	19,684	29.82	6	.42	
ROBERTSON J-4		2.3	.81	14,619	18,048	49.8	38.9	9.0	2.3	10,183	12,572	2,311	384	1,610	461	454	1,710	917	1.46		.03	
ROCKCASTLE H-6		14.2	4.85	78,247	16,133	58.4	32.7	5.7	3.2	56,883	11,728	13,168	2,244	9,326	2,513	2,360	9,503	5,163	8.09		.08	
ROWAN K-4		19.2	6.06	111,025	18,321	52.1	35.8	7.3	4.9	75,406	12,443	17,145	2,858	11,963	3,405	3,339	12,653	6,796	9.99	.2	.11	
RUSSELL G-6		14.5	5.27	85,212	16,169	61.0	30.0	5.6	3.4	61,670	11,702	14,288	2,437	10,126	2,722	2,551	10,300	5,600	8.89		.09	
SCOTT H-4		22.6	7.61	185,818	24,418	35.3	43.2	14.1	7.4	106,410	13,983	23,406	3,736	15,868	4,990	5,243	17,998	9,467	13.66	1.6	.11	
SHELBY G-4		24.2	8.22	210,065	25,555	35.0	40.9	15.2	8.9	116,734	14,201	25,574	4,060	17,275	5,499	5,822	19,763	10,369	14.89	2.7	.14	
SIMPSON E-7		15.1	5.42	121,464	22,410	40.6	40.7	12.2	6.4	72,850	13,441	16,197	2,623	11,085	3,376	3,473	12,291	6,508	9.38	1.8	.09	
SPENCER G-4		5.9	2.05	46,582	22,723	36.9	41.0	16.8	5.3	28,686	13,993	6,307	1,006	4,274	1,346	1,415	4,852	2,552	3.89		.03	
TAYLOR G-6		22.1	7.95	168,418	21,185	42.3	42.9	9.3	5.6	105,559	13,278	23,557	3,833	16,175	4,871	4,973	17,793	9,444	13.76	1.2	.17	
TODD D-7		11.9	4.19	80,411	19,191	49.1	37.6	7.4	5.9	52,365	12,498	11,888	1,977	8,283	2,369	2,331	8,791	4,716	7.06	1.4	.11	
TRIGG C-7		9.4	3.40	74,033	21,774	41.6	40.9	11.3	6.2	44,843	13,189	10,027	1,636	6,897	2,065	2,100	7,555	4,015	6.37	1.2	.08	
TRIMBLE G-3		6.5	2.2	47,591	21,486	40.3	43.1	11.2	5.4	29,409	13,277	6,563	1,068	4,506	1,357	1,386	4,957	2,631	4,099	2	.36	
UNION C-5		18.1	5.53	152,584	27,592	32.1	37.7	18.1	12.2	81,329	14,707	17,653	2,766	11,823	3,870	4,167	13,799	7,198	10.10	3.3	.19	
WARREN F-6		74.8	26.17	609,720	23,298	40.5	40.4	11.5	7.6	355,484	13,584	78,821	12,717	53,816	16,523	17,093	60,013	31,723	45.31	6.2	.55	
Bowling Green		42.4	14.98	345,729	23,079					201,587	13,457	44,816	7,256	30,670	9,342	9,613	34,011	18,008	24.24	4.0	.32	
WASHINGTON G-5		10.5	3.43	76,321	22,251	43.6	38.0	10.8	7.6	45,725	13,331	10,194	1,657	6,994	2,112	2,161	7,709	4,089	6.10	1.1	.09	
WAYNE H-7		17.6	6.07	88,900	14,646	62.1	32.0	3.7	2.2	69,309	11,418	16,180	2,785	11,537	3,030	2,785	11,554	6,312	9.90	.4	.12	
WEBSTER D-5		15.0	5.5	110,245	19,943	46.2	37.8	10.5	5.5	72,019	13,028	16,159	2,648	11,147	3,303	3,335	12,124	6,457	9,612	881	.68	
WHITLEY J-7		35.8	12.28	209,774	17,083	56.4	34.0	6.1	3.5	148,124	12,062	33,999	5,734	23,911	6,613	6,343	24,798	13,400	18.63	.2	.21	
WOLFE K-5		6.9	2.38	37,896	15,923	60.9	28.9	6.9	3.2	27,891	11,719	6,454	1,099	4,569	1,233	1,159	4,660	2,531	3.69		.05	
WOODFORD H-5		18.6	6.29	199,091	31,652	25.8	37.9	20.1	16.2	96,192	15,293	20,668	3,192	13,713	4,627	5,071	16,358	8,481	11.62	1.4	.12	

KENTUCKY

KENTUCKY

See SRDS Consumer market map and data at beginning of the state.

STATE NETWORKS

FARM SERVICE RADIO NETWORK



Comprised of

Non-Interconnected Stations

WBRT—Bardstown
WKCT—Bowling Green
WMMG (FM)—
Brandenburg
WLCB—Buffalo
WKDZ/WKDZ-FM—Cadiz
WIKI (FM)—
Carrollton
WDXN—Clarksville TN
WCYN—Cynthiana
WHIR—Danville
Wh.O—Danville
WIEL—Elizabethtown
WKMO (FM)—
Elizabethtown
WSTL—Eminence
WFKN—Franklin
WGGC (FM)—Glasgow
WKAY—Glasgow
WHIC/WHIC-FM—
Hardinsburg
WHOP-FM—
Hopkinsville
WIXI—Lancaster
WLSK (FM)—
Lebanon
WKHG (FM)—

Leitchfield
WMTL—Leitchfield
WNGO—Mayfield
WFTM—Maysville
WMSK/WMSK-FM—
Morganfield
WLCB—Morgantown
WLOC/WLOC-FM—
Munfordville
WSJP—Murray
WRAY—Princeton IN
WHRZ (FM)—
Providence
WEKY—Richmond
WRVK—Renfro Valley
WIDS
Russell Springs
WBVR (FM)—
Russellville
WRUS—Russellville
WSLM—Salem
WLCK—Scottsville
WLCK-FM—Scottsville
WLCK-FM—Scottsville
WCND—Shelbyville
WTL0—Somerset

Media Code 4 218 0019 4.00 Mid 010493-000
5801 Maryman Rd., Louisville, KY 40258. Phone 502-937-0125.

PROGRAMMING DESCRIPTION

FARM SERVICE RADIO NETWORK: Daily farm programs in 5-min segments incl gen'l nat'l, state-wide & local farm news information, farm marketing information, farm interviews & research & special commodity programs incl burley & dark tobacco, soybeans & corn production, livestock production, livestock producer news & interviews. Contact Representative for further details. Rec'd 1/21/83.

1. PERSONNEL
Owner & Farm Dir.—Jack M. Crowner.
Office Mgr./Treas.—Edith S. Crowner.

2. REPRESENTATIVES
Logue Farm Media.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a.
Rate Protection: 10d, 14d.
Basic Rates: 21d, 22a, 24b, 28c.
Contracts: 40c, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/82—Rec'd 4/2/84.

6. SPOT ANNOUNCEMENTS
TOTAL NETWORK
1 min 30 sec 1 min 30 sec
1 x 390 312 156 x 372 300
Less than full network may be purchased.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Kentucky Agri-Net



Comprised of Interconnected Stations

WANY—Albany
WANY-FM—Albany
WKXO—Berea
WBGN—Bowling Green
WMMG (FM)—
Bradenburg
WAIN/WAIN-FM—
Columbia
WCYN/WCYN-FM—
Cynthiana
WKLO—Danville
WSTL—Eminence
WGRK—Greensburg
WLLS—Hartford
WLLS-FM—Hartford
WKCM—Hawesville
WKMO (FM)—
Hodgenville
WKOA—Hopkinsville

Media Code 4 218 0028 5.00 Mid 010494-000
Business Office: 2043 Consul Crest Dr., Louisville, KY 40299. Phone 502-491-2377

PROGRAMMING DESCRIPTION

KENTUCKY AGRI-NET: 8 daily farm programs in 6-min segments. Reports cover trade of Kentucky grain & livestock markets, market influences as well as trends; state, reg'l, nat'l & internat'l developments affecting agriculture & Agri-business, interviews, research & development, special burley & dark tobacco. On-site live coverage of special events. Rec'd 10/25/82.

1. PERSONNEL
General Manager—Tom Stevens.
General Sales Manager—Kevin Moore.
Farm Director—Krit Stubblefield

4. AGENCY COMMISSION
15% time only.

TIME RATES

Eff Rec'd 1/17/84.
7. PACKAGE PLANS
GRID: 1 min 30 sec
High Range 165 140
Low Range 135 120

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (D)

KENTUCKY NETWORK, INC.



KENTUCKY NETWORK INC.

Comprised of Interconnected Stations

WANY—Albany
WANY-FM—Albany
WCMI—Ashland
WBRT—Bardstown
WKXO—Berea
WBGN—Bowling Green
WMMG (FM)—
Brandenburg
WCKO (FM)—
Campbellsville
WIKI (FM)—
Carrollton
WNES—Central City
WAIN/WAIN-FM—
Columbia
WYGO/WYGO-FM—Corbin
WCPC—Cumberland
WCYN/WCYN-FM—
Cynthiana
WKLO—Danville
WIEL—Elizabethtown
WEL (FM)—
Elkhorn City
WSTL—Eminence
WOK (FM)—Falmouth
WGRK/WGRK-FM—
Greensburg
WHIC/WHIC-FM—
Hardinsburg
WHBN/WHBN-FM—
Harrodsburg
WLLS—Hartford
WLLS-FM—Hartford
WKCM—Hawesville
WKIC—Hazard
WKCB/WKCB-FM—
Hindman
WKMO (FM)—Hodgen-
ville/Elizabethtown
WKOA—Hopkinsville
WEKG—Jackson

Media Code 4 218 0038 4.00 Mid 010495-000
Business Office: 11001 Bluegrass Parkway, Suite 390, Louisville, KY 40299. Phone 502-267-6757

PROGRAMMING DESCRIPTION

KENTUCKY NETWORK, INC.: NEWS: State at :30 & :55 14 hrs daily; weather. FARM: agricultural news & markets. SPORTS: 4x daily; university sports play-by-play. Rec'd 10/8/84.

1. PERSONNEL
Vice President/Operations—Tom Stevens.
Sales Manager—Kevin Moore.
Director of News Operations—Dave Greer.
Affiliate Director—Ginny Hagan.

4. AGENCY COMMISSION
15% time only.

TIME RATES

Eff Rec'd 2/27/84.

6. SPOT ANNOUNCEMENTS

GRID: 1 min 30 sec
High Range 260 220
Low Range 210 190
(D)

KENTUCKY RADIO NETWORK

IRRI REGIONAL REPS

Comprised of Non-Interconnected Stations

WANY—Albany
WANY-FM—Albany
WHEZ—Ashland
WTCR (FM)—Ashland
WYWY—Barbourville
WYWY-FM—
Barbourville
WBRT—Bardstown
WOKH (FM)—Bardstown
WBGN—Bowling Green
WMMG (FM)—
Brandenburg
WKYR—Burkesville
WCKO (FM)—
Campbellsville
WKXJ—Campbellsville
WIKI (FM)—
Carrollton
WAIN/WAIN-FM—
Columbia
WCTT—Corbin
WCTT-FM—Corbin
WCYN—Cynthiana
WHIR—Danville
WAGE (FM)—Danville
WIEL—Elizabethtown
WSTL—Eminence
WFKY—Frankfort
WKYV (FM)—Frankfort
WFKN—Franklin
WGGC (FM)—Glasgow
WKAY—Glasgow
WUGO (FM)—Grayson
WHIC/WHIC-FM—
Hardinsburg
WHN—Harian
WHBN/WHBN-FM—
Harrodsburg
WLLS—Hartford
WLLS-FM—Hartford
WKIC—Hazard
WSSG (FM)—Hazard
WKCB/WKCB-FM—
Hindman
WKMO (FM)—
Hodgenville
WHOP—Hopkinsville
WHOP-FM—
Hopkinsville
WIRV—Irvine
WEKG—Jackson
WJNS (FM)—Jackson
WIXI—Lancaster
WLBN—Lebanon
WLSK (FM)—Lebanon
WKHG (FM)—

Media Code 4 218 0075 6.00 Mid 010496-000
Business Office: 704 Holiday Park Tower, 644 Linn St., Cincinnati, OH 45203. Phone 513-651-1511.

1. PERSONNEL
General Manager—Don O. Hays.
Account Executive—Joe Hearn.
Manager-Media Services—Elaine Bradhold.

2. REPRESENTATIVES
Regional Reps Corp.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 73a.

TIME RATES
Eff Rec'd 8/3/83.

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertisers line-up. (D)

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-008
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York: 250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

KENTUCKY STATE GROUP

Comprised of Non-Interconnected Stations

WANY—Albany
WANY-FM—Albany
WBRT—Bardstown
WOKH (FM)—Bardstown
WLJC (FM)—
Beattyville
WKXO—Berea
WLBJ—Bowling Green
WLBJ-FM—
Bowling Green
WMMG (FM)—
Brandenburg
WLCB—Buffalo
WYCB—Burkesville
WKDZ/WKDZ-FM—Cadiz
WCAK (FM)—
Cattlettsburg
WNES—Central City
WAIN/WAIN-FM—
Columbia
WCPC—Cumberland
WCYN—Cynthiana
WHIR—Danville
WIEL—Elizabethtown
WSTL—Eminence
WIOK (FM)—Falmouth
WFKY—Frankfort
WKYV (FM)—Frankfort
WFKN—Franklin
WFUL—Fulton
WRMA (FM)—
Georgetown
WBBE—Georgetown
WCDS—Glasgow
WGRK/WGRK-FM—
Greensburg
WFSR—Harian
WHBN/WHBN-FM—
Harrodsburg
WLLS—Hartford
WSON—Henderson
WKMO (FM)—
Hodgenville
WKOA—Hopkinsville
WKOA-FM—
Hopkinsville
WIRV—Irvine

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station line-up. (D)



For complete listing see Regional Networks & Groups



Albany

Clinton County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WANY
1958
ALBANY

Mid 010497-000
See SRDS Spot Radio Small Markets Edition.

WANY-FM
1958
ALBANY

Mid 010498-000
See SRDS Spot Radio Small Markets Edition.

Ashland

Boyd County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

See Huntington (WV)-Ashland (KY) (including Ironton, OH) under West Virginia

Barbourville

Knox County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WYWY

1955
BARBOURVILLE



Media Code 4 218 0250 5.00 Mid 010499-000
Barbourville Community Broadcasting Co.
222 Daniel Boone Dr., Box 768, Barbourville, KY 40906.
Phone 606-546-4128.

PROGRAMMING DESCRIPTION

WYWY: MUSIC: Country/Gospel. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
Operations Manager—Jimmy Chafin.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w.; 950 khz. Non-directional.
300 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/81—Rec'd 7/19/84.

6. SPOT ANNOUNCEMENTS	1 min		30 sec	
	1 ti	13 ti	52 ti	1 ti
6-10 am	6.45	5.30	4.70	3.90
ROS	5.90	4.70	4.10	3.55

May be combined with FM for frequency discount.
12/85 (SMD)

WYWY-FM

1973
BARBOURVILLE



Media Code 4 218 0251 3.00 Mid 010500-000
Barbourville Community Broadcasting Co., Inc.
222 Daniel Boone Dr., Box 768, Barbourville, KY 40906.
Phone 606-546-4128.

PROGRAMMING DESCRIPTION

WYWY-FM: MUSIC: Easy Listening until 5 pm; Rock, 5-10 pm. Contact Representative for further details. Rec'd 4/25/83.

- PERSONNEL**
Operations Manager—Jimmy Chafin.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz. Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-10 pm. For simulcast facilities see AM.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/81—Rec'd 7/19/84.

6. SPOT ANNOUNCEMENTS	1 min		30 sec	
	1 ti	13 ti	52 ti	1 ti
6-10 am	6.45	5.30	4.70	3.90
ROS	5.90	4.70	4.10	3.55

May be combined with AM for frequency discount.
12/85 (SMD)

Bardstown

Nelson County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WBRT

1955
BARDSTOWN

Media Code 4 218 0360 2.00 Mid 010501-000
Nelson County Broadcasting Company, Inc.
103 W. Stephen Foster St., Bardstown, KY 40004. Phone 502-348-3943.

PROGRAMMING DESCRIPTION

WBRT: UP Audio Network. Contact Representative for further details. Rec'd 1/21/83.

- PERSONNEL**
Manager—Tom Isaac.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w. days; 1320 khz. Nondirectional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WOKH (FM).
Affiliated with TRN Farm News Network.
Member: Farm Service Radio Network, Kentucky Radio Network.

TIME RATES

Eff 5/1/82—Rec'd 6/1/82.

6. SPOT ANNOUNCEMENTS	1 min		30 sec	
	1 ti	13 ti	52 ti	1 ti
Guaranteed times, extra 1.00.	6.50	5.85	600+	3.25

12/85 (SMD)

WOKH (FM)

1980
BARDSTOWN

Media Code 4 218 0382 6.00 Mid 010502-000
Nelson County Broadcasting Co.
103 W. Stephen Foster St., Bardstown, KY 40004. Phone 502-348-3943.

PROGRAMMING DESCRIPTION

WOKH (FM): UP Audio Network. Contact Representative for further details. Rec'd 1/21/83.

- PERSONNEL**
Manager—Tom Isaac.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. days; 96.7 khz.
Operating schedule: 6 am-midnight.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WBRT.
Member: Kentucky Radio Network.

TIME RATES

Eff 1/1/83—Rec'd 1/7/83.

6. SPOT ANNOUNCEMENTS	1 min		30 sec	
	1 ti	13 ti	52 ti	1 ti
Guaranteed times, extra 1.00.	6.50	5.85	600+	3.25

12/85 (SMD)

Beattyville

Lee County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WLJC (FM)

1965
BEATTYVILLE

Mid 010503-000

See SRDS Spot Radio Small Markets Edition.

Benton

Marshall County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WCBL

1954
BENTON

Mid 010504-000

See SRDS Spot Radio Small Markets Edition.

WCBL-FM

1966
BENTON

Mid 010505-000

See SRDS Spot Radio Small Markets Edition.

Berea

Madison County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WKXO

1971
BEREA

Mid 010506-000

See SRDS Spot Radio Small Markets Edition.

Bowling Green

Warren County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WBGN

1959
BOWLING GREEN

Media Code 4 218 0540 9.00 Mid 010507-000
WBGN, Inc.
837 Fairview Ave., Box 900, Bowling Green, KY 42101.
Phone 502-842-1638.

PROGRAMMING DESCRIPTION

WBGN: Programmed for adults & young adults. MUSIC: Adult Contemporary with 4 oldies per hr. NEWS: mostly local with reg'l news from Kentucky News Network; heavy news in AM & PM drive; am drive features interviews with local people; nat'l & internat'l news from RKO; weather, sports & other local info. FARM: county extension agents, agri reports, weathercasts. SPORTS: local high school & University of Kentucky, play-by-play. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
General Manager—Kevin Proctor.
Sales Manager—Scott Thompson.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15%; payable in 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 4d, 5, 6a, 7b, 8.
Rate Protection: 11a, 12a, 13a.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with RKO TWO.
Member: Kentucky Agri-Net, Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 3/28/83.

AA—6-9 am, 11 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AA				
	1x	52x	156x	364x	624x
1 min	8.25	7.65	7.05	6.45	5.90
30 sec	6.10	5.90	5.60	5.30	4.70
PER YR:	CLASS A				
	1x	52x	156x	364x	624x
1 min	7.05	6.45	5.90	5.30	4.70
30 sec	5.55	5.00	4.40	3.90	3.80
15 sec: 80% of 30-sec.					

7. PACKAGE PLANS

PER YR:	TAP				
	1x	52x	156x	364x	624x
1 min	7.65	7.05	6.45	5.90	5.30
30 sec	5.80	5.45	5.00	4.60	4.30
15 sec: 80% of 30-sec.					

12/85

WDNS (FM)

1972
BOWLING GREEN

Adult Contemporary



Media Code 4 218 0585 4.00 Mid 010508-000
Daily News Broadcasting Co., Inc.
804 College St., Box 930, Bowling Green, KY 42101.
Phone 502-781-2121.

PROGRAMMING DESCRIPTION

WDNS (FM): MUSIC: Adult Contemporary featuring century 21, 2 format. NEWS: local headlines at :20, network :50. SPORTS: play-by-play of U football & basketball. Rec'd 1/23/84.

1. PERSONNEL

General Manager—Garland West.
Sales Manager—Hank Brosche.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 5-11 am. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11a, 12a, 13a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WKCT.
Affiliated with ABC FM Radio Network.

TIME RATES

No. 16 Eff 6/1/83—Rec'd 5/26/83.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	156x	260x	312x	364x	624x
PER YR:	9.95	8.65	7.80	7.25	5.90
AA	8.25	7.25	6.60	6.05	4.90
PER WK:	30 SECONDS				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	7.95	6.95	6.25	5.80	4.70
PER YR:	6.60	5.80	5.30	4.85	3.90

7. PACKAGE PLANS

PER WK:	TAP—1/2AA, 1/2A				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	60 ti	72 ti	120 ti		
PER YR:	156x	260x	312x	364x	624x
1 min	9.10	7.95	7.20	6.65	5.40
30 sec	7.30	6.35	5.75	5.30	4.30

WKCT

1947
BOWLING GREEN



Media Code 4 218 0630 8.00 Mid 010509-000
Daily News Broadcasting Co. (affiliated with Park City Daily News)
Box 930, 804 College St., Bowling Green, KY 42101.
Phone 502-781-2121.

PROGRAMMING DESCRIPTION

WKCT: Programmed for adults & young adults. MUSIC: adult with oldie blend. NEWS: mostly local & regional during morning, noon & evening drive times with additional headlines at :60. Farm market reports, county extension agents, weathercasts. SPORTS: local high school & U. play-by-play. Rec'd 1/23/84.

1. PERSONNEL

General Manager—Garland West.
Sales Manager—Hank Brosche.
Station Director—Betty Larue.

3. FACILITIES

5,000 w. days, 500 w. nights; 930 khz. Directional nights.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11a, 12a, 13a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WDNS (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with TRN Farm News Network.
Member: Farm Service Radio Network.

TIME RATES

No. 16 Eff 6/1/83—Rec'd 5/26/83.
AA—6-9 am, 11 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	156x	260x	312x	364x	624x
PER YR:	9.95	8.65	7.80	7.25	5.90
AA	8.25	7.25	6.60	6.05	4.90
PER WK:	30 SECONDS				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	7.95	6.95	6.25	5.80	4.70
PER YR:	6.60	5.80	5.30	4.85	3.90
15 sec: 80% of 30-sec.					

7. PACKAGE PLANS

PER WK:	TAP				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	156x	260x	312x	364x	624x
PER YR:	9.10	7.95	7.20	6.65	5.40
1 min	7.30	6.35	5.75	5.30	4.30
30 sec					
15 sec: 80% of 30-sec.					

WKCT/WDNS(FM) COMBINATION

PER WK:	1 MINUTE				
	12 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	156x	260x	312x	364x	624x
PER YR:	8.65	7.80	7.25	5.90	5.40
AA	7.25	6.60	6.05	4.90	4.55
PER WK:					

KENTUCKY

Brandenburg

Meade County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WMMG (FM)

1972
BRANDBURG

See SRDS Spot Radio Small Markets Edition. Mid 010512-000

Buffalo

Larue County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WLCB

1974
BUFFALO

See SRDS Spot Radio Small Markets Edition. Mid 010513-000

Burkesville

Cumberland County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WKYR

1975
BURKESVILLE

See SRDS Spot Radio Small Markets Edition. Mid 010514-000

Cadiz

Trigg County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WKDZ

1965
CADIZ

WKDZ-FM

1973
CADIZ

See SRDS Spot Radio Small Markets Edition. Mid 010515-000

Campbellsville

Taylor County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WCKQ (FM)

1965
CAMPBELLVILLE

Media Code 4 218 0900 5.00 Mid 010516-000
Taylor County Broadcasting Co.
Hwy 68, Box 1053, Campbellsville, KY 42718. Phone 502-789-2400, 2401.

PROGRAMMING DESCRIPTION

WCKQ (FM): MUSIC: Adult Contemporary, MOR. NEWS: network, local hrly at :55. SPORTS: U football & basketball. Contact Representative for further details. Rec'd 11/29/81.

- PERSONNEL**
Sales Manager—Marti Hazel-Patterson.
Sales Representative—Lewie Edwards.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w.; 103.9 mhz.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WKXJ.
Affiliated with KBS.
Affiliated with CBS Radio Network.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network, Kentucky Network, Inc.

TIME RATES
Eff 10/1/83—Rec'd 9/26/83.

6. SPOT ANNOUNCEMENTS							
	1x	100x	200x	400x	600x	1000x	1400+
1 min	15.00	13.00	12.00	11.00	10.00	9.00	8.50
30 sec	12.00	10.40	9.60	8.80	8.00	7.20	6.80

Fixed, extra 10%.

12/85

(SMD)

WKXJ

1948
CAMPBELLVILLE

Media Code 4 218 0916 1.00 Mid 015888-000
Taylor County Broadcasting Co.
U.S. Hwy. 68, Box 1053, Campbellsville, KY 42718.
Phone 502-789-1450.

PROGRAMMING DESCRIPTION

WKXJ: MUSIC: Modern Country. NEWS: Country Coast to Coast network via satellite; local hrly. SPORTS: local high school football & basketball. Contact Representative for further details. Rec'd 11/29/81.

- PERSONNEL**
Sales Manager—Marti Hazel-Patterson.
Sales Representative—Cheryl Caulk Phillips.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5:30-1 am. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WCKO (FM).
Affiliated with KBS and NBC.
Affiliated with Satellite Music Network.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network.

TIME RATES
Eff 10/1/83—Rec'd 9/26/83.

6. SPOT ANNOUNCEMENTS							
	1x	100x	200x	400x	600x	1000x	1400+
1 min	15.00	13.00	12.00	11.00	10.00	9.00	8.50
30 sec	12.00	10.40	9.60	8.80	8.00	7.20	6.80

Fixed, extra 10%.

12/85

(SMD)

Carrollton

Carroll County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WIKI (FM)

1979
CARROLLTON

See SRDS Spot Radio Small Markets Edition. Mid 010517-000

Catlettsburg

Boyd County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

See Huntington (WV)-Ashland (KY)
(including Ironton, OH)
under West Virginia

Cave City

Barren County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WKVE

1975
CAVE CITY

See SRDS Spot Radio Small Markets Edition. Mid 010519-000

Central City

Muhlenburg County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WKYA (FM)

1955
CENTRAL CITY

See SRDS Spot Radio Small Markets Edition. Mid 032904-000

WMTA

1955
CENTRAL CITY

See SRDS Spot Radio Small Markets Edition. Mid 010520-000

WNES

1955
CENTRAL CITY

See SRDS Spot Radio Small Markets Edition. Mid 010521-000

Columbia

Adair County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WAIN

1951
COLUMBIA
WAIN-FM

1968
COLUMBIA

Media Code 4 218 1170 4.00 Mid 010522-000
Tri-County Radio Broadcasting Corp.
Box 77, Columbia, KY 42728. Phone 502-364-2134, 2135.

PROGRAMMING DESCRIPTION

WAIN/WAIN-FM: MUSIC: Adult Contemporary. NEWS: ABC Contemporary; early AM emphasis on farm, local events & sports. SPORTS: UK sports. Contact Representatives for further details. Rec'd 11/21/83.

- PERSONNEL**
Gen'l & Comm'l Mgr.—Louise Wooten.
Program Director—Steve Jenkins.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w. days; 1270 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 93.5 mhz. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with ABC Contemporary Radio Network.
Member: Kentucky Radio Network, Kentucky Network, Inc., Kentucky Agri-Net.

TIME RATES
Eff 3/26/84—Rec'd 8/28/84.

6. SPOT ANNOUNCEMENTS							
PER YR:	1x	25x	50x	75x	100x	500+	
1 min	5.50	5.00	4.60	4.40	4.20	3.80	
30 sec	4.50	4.00	3.60	3.40	3.20	3.00	

- SPECIAL FEATURES**
2 MONTH MINIMUM

	Ea
ABC News, Mon-Fri	5.75
Local News, Mon-Fri	5.00
Kentucky Network News, Mon-Fri	5.00
*Man About Town, 6 days/wk	4.25
*Man About Town, 3 days/wks	4.50
Weather, Mon-Fri	4.10
Time Check, Mon-Fri	4.00
Farm Reports, Mon-Fri	4.30
Howard Cosell, Mon-Fri	4.00
Kentucky Network Sports, Mon-Fri	4.75
Kentucky Network Sports Headlines, Mon-Fri	4.00
Kentucky Network Sports Midday (FM only), Mon-Fri	3.25
Paul Harvey	4.50
Pondering Kentucky, Mon-Sat	4.25
Anything That Grows, Mon-Sat	4.00
	5 ti
American Top 40, Sat	20.00
Silver Eagle, Sat	22.50

(* One month minimum.

12/85

(SMD)

Corbin

Knox County—Map Location J-6
Whitley County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WCTT

1946
CORBIN

Media Code 4 218 1260 3.00 Mid 010523-000
Crawford Broadcasting, Inc.
Kentucky & Monroe, Box 372, Corbin, KY 40701. Phone 606-528-4717.

PROGRAMMING DESCRIPTION

WCTT: Programmed for general interest. MUSIC: 100% Country. Contact Representative for further details. Rec'd 9/30/82.

- PERSONNEL**
General Manager—John L. Crawford.
Assistant General Manager—John L. Crawford II.
Station Manager—Loren Hooker.
- REPRESENTATIVES**
North—Regional Repts Corp.
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
1,000 w.; 680 khz. Directional nights.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Member: Kentucky Radio Network.

TIME RATES
No. 13 Eff 1/1/84—Rec'd 3/8/84.

6. SPOT ANNOUNCEMENTS							
	1 ti	10 ti	20 ti	25 ti	35 ti		
1 min	7.95	7.05	6.90	6.70	6.55		
30 sec	6.65	6.20	5.90	5.70	5.45		

13 WEEKS

	1 min	30 sec
1 min	7.45	6.60
30 sec	6.25	5.75

After 6 pm: 1 min 3.25; 30 sec 2.95.

7. PACKAGE PLANS

BTA—1 WEEK

	1 ti	10 ti	20 ti	25 ti	35 ti
1 min	7.65	6.75	6.60	6.40	6.25
30 sec	6.35	5.90	5.65	5.40	5.20

13 WEEKS

	1 min	30 sec
1 min	7.20	6.30
30 sec	5.75	5.30

After 6 pm: 1 min 3.25; 30 sec 2.95.

May be combined with FM for frequency discount.

12/85

(SMD)

WCTT-FM

1967
CORBIN



Media Code 4 218 1261 1.00 Mid 010524-000
Crawford Broadcasting, Inc.
Kentucky & Monroe, Box 372, Corbin, KY 40701. Phone 606-528-4717.

PROGRAMMING DESCRIPTION

WCTT-FM: MUSIC: Adult Contemporary; Satellite Music Network. Contact Representative for further details. Rec'd 2/28/83.

- PERSONNEL**
General Manager—John L. Crawford.
Station Manager—Loren Hooker.
- REPRESENTATIVES**
North—Regional Repts Corp.
South—C. K. Beaver & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS and NBC.
Affiliated with Satellite Music Network.
Affiliated with NBC-The Source.
Member: Kentucky Radio Network.

TIME RATES

No. 13 Eff 1/1/84—Rec'd 3/8/84.

6. SPOT ANNOUNCEMENTS							
	1 ti	10 ti	20 ti	25 ti	35 ti		
1 min	5.95	5.30	5.20	5.05	4.90		
30 sec	5.00	4.65	4.40	4.30	4.10		

13 WEEKS

	1 min	30 sec
1 min	5.60	4.95
30 sec	4.70	4.35

After 6 pm: 1 min 2.40; 30 sec 2.25.

7. PACKAGE PLANS

BTA—1 WEEK

	1 ti	10 ti	20 ti	25 ti	35 ti
1 min	5.75	5.05	4.95	4.80	4.70
30 sec	4.75	4.40	4.25	4.05	3.90

13 WEEKS

	1 min	30 sec
1 min	5.40	4.70
30 sec	4.35	4.00

After 6 pm: 1 min 2.40; 30 sec 2.25.

May be combined with AM for frequency discount.

12/85

(SMD)

WYGO

1961
CORBIN

WYGO-FM

1967
CORBIN

See SRDS Spot Radio Small Markets Edition. Mid 010525-000

Covington

Kenton County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

See Cincinnati, OH

(including Covington, Erlanger, Newport, KY; Milford, OH)

Cumberland

Harlan County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WCMP

1951
CUMBERLAND

See SRDS Spot Radio Small Markets Edition. Mid 010526-000

Cynthiana

Harrison County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WCYN 1956 CYNTHIANA

Media Code 4 218 1530 9.00 Mid 010527-000
WCYN Radio, Inc.
10 Court St., Cynthiana, KY 41031. Phone 606-234-1400.

PROGRAMMING DESCRIPTION

WCYN: Block format. MUSIC: Country 6 am-2 pm; Adult Contemporary 2-11 pm. NEWS: at :55 & 15-min reports at 7:25 am, noon & 5:30 pm; commentator 3k/da; emergency weather. SPORTS: major league baseball; emphasis local coverage; U of KY football & basketball. TALK: Coffee Break daily 8:05-9 am. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Pres & Gen'l Mgr—Estil R. Anderson.
Asst. & Sls Mgr—Charlie Garnett.
Program Director—Chuck Gooden.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
500 w.; 1400 khz. Non-directional.
Operating schedule: 6 am-11 pm. EST.
Simulcast 6 am-11 pm.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network, Farm Service Radio Network.

TIME RATES
Eff 1/1/84—Rec'd 7/2/84.

PER YR:	1x	125x	250x	600x	1250x
1 min	6.60	5.85	5.35	4.75	4.20
30 sec	4.70	4.30	3.95	3.55	3.05
15 sec	3.25	3.00	2.75	2.50	2.15

12/85 (SMD)

WCYN-FM 1969 CYNTHIANA

Media Code 4 218 1575 4.00 Mid 035348-000
WCYN Radio, Inc.
10 Court St., Cynthiana, KY 41031. Phone 606-234-1400.

PROGRAMMING DESCRIPTION

WCYN-FM: Target age group 24-49. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Estil R. Anderson.
Asst. & Sales Mgr.—Charlie Garnett.
Program Director—Chuck Gooden.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 2,800 w.; 102.3 mhz.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 180 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
Eff 1/1/84—Rec'd 12/21/84.

PER YR:	1x	125x	250x	600x	1250x
1 min	6.60	5.85	5.35	4.75	4.20
30 sec	4.70	4.30	3.95	3.55	3.05

12/85 (SMD)

Danville

Boyle County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WHIR 1947 DANVILLE

Mid 010528-000
See SRDS Spot Radio Small Markets Edition.

WKLO 1980 DANVILLE

Mid 010529-000
See SRDS Spot Radio Small Markets Edition.

WMGE (FM) 1969 DANVILLE

Mid 010530-000
See SRDS Spot Radio Small Markets Edition.

Eddyville

Lyon County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WEAK 1981 EDDYVILLE

Mid 027588-000
See SRDS Spot Radio Small Markets Edition.

Elizabethtown

Hardin County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WIEL 1950 ELIZABETHTOWN

Media Code 4 218 1710 7.00 Mid 010531-000
Elizabethtown Broadcasting Co., Inc.
Leitchfield Rd., Box L, Elizabethtown, KY 42701. Phone 502-769-1400, 1401.

PROGRAMMING DESCRIPTION

WIEL: Programmed for 18-55 age group. MUSIC: Contemporary, 75% Adult Contemporary, 25% classics. NEWS: Local at 7 & 7:45 am, 12N, 4, 5 & 5:45 pm. Weather 7:15 am, noon & 6 pm. Livestock market report 5-min at 12:25 pm. Stock market & commodity 5-min at 5:10 pm. Commentator 8:30, 12:35 am & 4:05 pm. SPORTS: 8 am & 5:20 pm. High school & U football & basketball. Specials. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
General Manager—F. Alan Jones.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WKMO (FM), Hodgenville.
Affiliated with ABC Contemporary Radio Network.
Affiliated with KBS.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network, Farm Service Radio Network, Kentucky Network, Inc.

TIME RATES
No. 12-83 Eff 12/1/83—Rec'd 7/18/84.

PER YR:	1x	125x	250x	624x	936x
1 min	8.00	7.50	6.50	6.30	5.50
30 sec	7.00	6.50	5.50	5.30	4.85

- PERSONNEL**
General Manager—Don Bilyeu.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
1,000 w. days, 1370 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Member: Tennessee Radio Network.

Eminence

Henry County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WSTL 1956 EMINENCE

Mid 010535-000
See SRDS Spot Radio Small Markets Edition.

Erlanger

Kenton County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

See Cincinnati, OH (including Covington, Erlanger, Newport, KY; Milford, OH)

Falmouth

Pendleton County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WIOK (FM) 1981 FALMOUTH

Mid 032310-000
See SRDS Spot Radio Small Markets Edition.

Fort Campbell

Christian County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WABD 1963 FORT CAMPBELL

Media Code 4 218 1890 7.00 Mid 010536-000
Fort Campbell Broadcasting Co.
Box 521, Fort Campbell, KY 42223. Phone 615-431-4984.

PROGRAMMING DESCRIPTION

WABD: MUSIC: Urban Contemporary. Rec'd 10/30/84.

- PERSONNEL**
General Manager—Don Bilyeu.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
1,000 w. days, 1370 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Member: Tennessee Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/85—Rec'd 12/17/84.

PER YR:	30 sec	1 min	30 sec	1 min
Open	6.60	8.45	5.10	7.05
600 x	6.35	8.20	4.95	6.80
900 x	5.75	7.65	4.50	6.65
1200 x	5.45	7.35	4.25	6.20
1500 x	5.00	7.05	3.85	5.85

- PERSONNEL**
General Manager—Don Bilyeu.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
1,000 w. days, 1370 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Member: Tennessee Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/85—Rec'd 12/17/84.

PER YR:	30 sec	1 min	30 sec	1 min
Open	6.60	8.45	5.10	7.05
600 x	6.35	8.20	4.95	6.80
900 x	5.75	7.65	4.50	6.65
1200 x	5.45	7.35	4.25	6.20
1500 x	5.00	7.05	3.85	5.85

7. PACKAGE PLANS
7 CONSECUTIVE DAYS—AT LEAST 1/3AA
PER DAY, EA: 3 ti 6 ti PER DAY, EA: 3 ti 6 ti
30 sec 4.65 4.40 1 min 6.45 5.85
12/85 (SMD)(CR-2)

WABD-FM 1968 FORT CAMPBELL

Media Code 4 218 1891 5.00 Mid 010537-000
Fort Campbell Broadcasting Co.
Box 521, Fort Campbell, KY 42223. Phone 615-431-4984.

PROGRAMMING DESCRIPTION

WABD-FM: MUSIC: Adult Contemporary. COMMERCIAL POLICY: Max 10-min per hr. Rec'd 10/30/84.

- PERSONNEL**
General Manager—Don Bilyeu.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 80,000 w. (horiz.), 80,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES
No. 8 Eff 1/1/85—Rec'd 12/17/84.

PER YR:	30 sec	1 min	30 sec	1 min
Open	6.60	8.45	5.10	7.05
600 x	6.35	8.20	4.95	6.80
900 x	5.75	7.65	4.50	6.65
1200 x	5.45	7.35	4.25	6.20
1500 x	5.00	7.05	3.85	5.85

6. SPOT ANNOUNCEMENTS

PER YR:	30 sec	1 min	30 sec	1 min
Open	8.10	9.85	6.50	8.65
600 x	7.80	9.55	6.25	8.40
900 x	7.25	8.90	6.05	7.85
1200 x	6.65	8.55	5.80	7.55
1500 x	6.10	8.10	5.30	6.45

7. PACKAGE PLANS

PER DAY, EA:	3 ti	6 ti	1 min	PER DAY, EA:	3 ti	6 ti
30 sec	5.80	5.30	1 min	7.80	7.00	

(SMD)(CR-2)

Fort Knox

Hardin County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WBOL (formerly WSAC) 1955 FORT KNOX-RADCLIFF NRBA

Media Code 4 218 1980 6.00 Mid 010538-000
W & B Broadcasting Inc.
1463 N. Wilson Rd., Box 609, Radcliff, KY 40160. Phone 502-351-1188.
1 min rate 1x: 15.30.

WSAC-FM (formerly WWKK (FM)) 1966 FORT KNOX NRBA

Media Code 4 218 2025 9.00 Mid 010539-000
W & B Broadcasting Inc.
1463 N. Wilson Rd., Box 609, Radcliff, KY 40160. Phone 502-351-1188.
1 min rate 1x: 15.30.

Frankfort

Franklin County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WFKY 1946 FRANKFORT NRBA

Media Code 4 218 2070 5.00 Mid 010540-000
Radio Enterprises
28 Fountain Pl., Frankfort, KY 40601. Phone 502-223-8281.

PROGRAMMING DESCRIPTION

WFKY: Programmed for adults 25-54. MUSIC: Adult Contemporary; AIR PERSONALITIES handle all segments. NEWS: CBS network hrly; local at :06 & :30; 3-man staff plus meteorologist, stringers; weather forecast at :20 & :40. SPORTS: Cincinnati Reds baseball; NFL schedule; local high school play-by-play. RELIGION: Sun AM. FARM: 5:30-6 am. COMMERCIAL POLICY: 16 units/hr. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Christopher Johnson.
Sales Manager—Shari Carleton.
Operations Manager—Jim Gregory.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10, 11, 14, 15d, 15e.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 23b, 24a, 28b, 28c, 29b.
Contracts: 40b, 42c, 43, 46.
Comb.; Cont. Discounts: 61b.
Cancellation: 70a, 70c.
Prod. Services: 80, 82.
FM facilities: WKYW (FM).
Affiliated with CBS Radio Network.

TIME RATES
Eff 1/1/85—Rec'd 9/24/84.

PER WK:	4 ti	13 ti	25+
1 min	12.00	10.50	10.00

- PERSONNEL**
General Manager—Don Bilyeu.
- REPRESENTATIVES**
Regional Reprs Corp.
- FACILITIES**
ERP 80,000 w. (horiz.), 80,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES
No. 8 Eff 1/1/85—Rec'd 12/17/84.

PER YR:	30 sec	1 min	30 sec	1 min
Open	6.60	8.45	5.10	7.05
600 x	6.35	8.20	4.95	6.80
900 x	5.75	7.65	4.50	6.65
1200 x	5.45	7.35	4.25	6.20
1500 x	5.00	7.05	3.85	5.85

WFKY/WKYW (FM) combination: Above rates plus 3.50.
(CR)

Elkhorn City

Pike County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

WBPA 1979 ELKHORN CITY

Mid 010533-000
See SRDS Spot Radio Small Markets Edition.

WECL (FM) 1974 ELKHORN CITY

Mid 010534-000
See SRDS Spot Radio Small Markets Edition.

KENTUCKY

Frankfort—cont

WKED
1977
FRANKFORT



Media Code 4 218 2115 8.00 Mid 010541-000
Allan Communications, Inc.
115 Myrtle, Frankfort, KY 40601. Phone 502-875-1130.
1 min rate 1x: 9.50.

WKYW (FM)

1967
FRANKFORT



Media Code 4 218 2160 4.00 Mid 010542-000
Radio Enterprises
28 Fountain Pl., Frankfort, KY 40601. Phone 502-223-8281.

PROGRAMMING DESCRIPTION

WKYW (FM): Programmed for adults 18+; AIR PERSONALITIES handle all segments. MUSIC: Country Western; Countdown show Sun 6-7 pm. NEWS: local 8x/day; weather at :12 & :51; phone-in public affairs show M-F 9:30-10 am. RELIGIOUS: Sun 8-10 am. COMMERCIAL POLICY: 10 units per hr. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Christopher Johnson.
Sales Manager—Shari Carleton.
Operations Manager—James Gregory.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w.; 104.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WFKY.
Affiliated with KBS.
Sold in combination with WFKY. See that listing.

TIME RATES

No. 4 Eff 9/1/84—Rec'd 9/6/84.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec
Ea 6.00 5.00
(CR)

Franklin

Simpson County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WFKN
1954
FRANKLIN



Media Code 4 218 2250 3.00 Mid 010543-000
Franklin Favorite-WFKN, Inc.
103 N. High St., Box 309, Franklin, KY 42134. Phone 502-586-4481. TWX: 810-586-4481.

PROGRAMMING DESCRIPTION

WFKN: Programmed for general interest. Contact Representative for further details. Rec'd 4/16/79.

- PERSONNEL**
General Manager—Henry D. Stone.
Commercial Manager—Terry Reagan.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
250 w. days; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Member: Kentucky Radio Network, Farm Service Radio Network.

TIME RATES

Eff 6/1/82—Rec'd 4/12/82.

- SPOT ANNOUNCEMENTS**
1 min 1x 20x 208x 260x 312x 624x
30 sec 5.75 4.00 3.60 3.50 3.30 3.20
15 sec 4.70 3.30 3.00 2.75 2.65 2.40
1 min 3.30 2.20 1.90 1.75 1.70 1.65
- PACKAGE PLANS**
1 min, 50 ti within 2 wks 3.70; 30 sec 50 ti within 2 wks 3.10.

12/85

(SMD)

Fulton

Fulton County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

WFUL
1951
FULTON

Mid 010544-000
See SRDS Spot Radio Small Markets Edition.

WWKF (FM)

1951
FULTON

Mid 029421-000
See SRDS Spot Radio Small Markets Edition.

Georgetown

Scott County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WBBE
1957
GEORGETOWN

Mid 010545-000
See SRDS Spot Radio Small Markets Edition.

WRMA (FM)
GEORGETOWN

Mid 010546-000
See SRDS Spot Radio Small Markets Edition.

Glasgow

Barren County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WCDS
1962
GLASGOW

Mid 010547-000
See SRDS Spot Radio Small Markets Edition.

WGGC (FM)

1961
GLASGOW

Mid 010548-000
Heritage Communications, Inc.
510 Happy Valley Rd., Glasgow, KY 42141. Phone 502-651-2142.

PROGRAMMING DESCRIPTION

WGGC (FM): MUSIC: Country & Western, gospel. NEWS: UPI. Contact Representative for further details. Rec'd 6/2/82.

- PERSONNEL**
Vice-Pres. & Co-owner—Clovis Sadler.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mhz. Stereo.
Operating schedule: 4 am-10:15 pm. CST.
Antenna ht.: 385 ft. above average terrain.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WKAY.
Member: Farm Service Radio Network, Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 9/11/81.

- SPOT ANNOUNCEMENTS**
1 min 1x 52x 156x 312x
30 sec 9 8 7 6 5
8 7 6 5
- PACKAGE PLANS**
ROS, WKLY, EA: 1 min 30 sec
50 ti 5 4
- PROGRAM TIME RATES**
1/2 hr 1x 52x 156x 312x
1/4 hr 35.00 30.00 25.00 20.00
1/4 hr 22.50 20.00 17.50 15.00
5 min 17.50 15.00 12.50 10.00
12/85 (SMD)

WKAY
1946
GLASGOW

Mid 010549-000
See SRDS Spot Radio Small Markets Edition.

WOVO (FM)

1972
GLASGOW

Mid 010550-000
See SRDS Spot Radio Small Markets Edition.

Grayson

Carter County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WGOH
1959
GRAYSON

Mid 010551-000
See SRDS Spot Radio Small Markets Edition.

WUGO (FM)

1966
GRAYSON

Mid 010552-000
See SRDS Spot Radio Small Markets Edition.

Greensburg

Green County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WGRK

1972
GREENSBURG
WGRK-FM

1978
GREENSBURG

Mid 010553-000
See SRDS Spot Radio Small Markets Edition.

Greenup

Greenup County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WLGC (FM)

1982
GREENUP

Mid 028168-000
See SRDS Spot Radio Small Markets Edition.

Hardinsburg

Breckenridge County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WHIC

1968
HARDINSBURG
WHIC-FM

1970
HARDINSBURG

Mid 010554-000
H. I. C. Broadcasting, Inc.
U. S. Hwy. 60, Box 203, E. Hardinsburg, KY 40143. Phone 502-756-2105.

PROGRAMMING DESCRIPTION

WHIC/WHIC-FM: Programmed for adults and young adults. Contact Representative for further details. Rec'd 1/21/81.

- PERSONNEL**
General Manager—Jo Ann Keenan.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w.; 1520 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 290 ft. above average terrain.
Simulcast sunrise—local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.
Member: Kentucky Radio Network, Farm Service Radio Network, Kentucky Network, Inc.

TIME RATES

No. 8 Eff 11/1/84—Rec'd 10/29/84.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 25x 150x 500+
1 min 5.40 4.90 4.50 4.85
30 sec 4.90 4.50 4.00 3.60
- PROGRAM TIME RATES**
5 min 10 min 1/4 hr 1/2 hr 1 hr
1 ti 15.85 23.00 33.50 57.20 98.65
1 ti/wk 11.50 15.85 25.50 46.20 80.20
3 ti/wk 9.20 12.85 18.40 34.40 ...
6 ti/wk 8.05 11.50 15.85 30.00 ...
12/85 (SMD)

Harlan

Harlan County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WFSR
1976
HARLAN



Media Code 4 218 2840 1.00 Mid 010556-000
Eastern Broadcasting Co., Inc.
102 S. Cumberland Ave., Box 818, Harlan, KY 40831.
Phone 606-573-1470.

PROGRAMMING DESCRIPTION

WFSR: MUSIC: Modern country music with local playlist. NEWS: Network at :60; local at 6:05, 7:05, 8:05, 9:05 am, noon, 2, 4 & 5 pm. Public affairs 2 hrs/wk. Special: gospel 9 am Sat; Various Christian programming throughout day Mon thru Sun; countdown Sun 1-4 pm; 25 min talk show Wed 10:05 am. Contact Representative for further details. Rec'd 12/5/84.

- PERSONNEL**
General Manager—Tony Turner.
Program Director—Neil Middleton.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
5,000 w.; 1470 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/29/81

- SPOT ANNOUNCEMENTS**
1 min 30 sec
1 ti 4.85 3.75 10+ 4.35 3.25
15 sec, flat 2.36 10 sec, flat 1.50
(SMD)(CR)

WHLN

1941
HARLAN



Media Code 4 218 2880 7.00 Mid 010557-000
Radio Harlan, Inc.
Hendrickson Bldg., Suite 300, 110 N. 1st St., Box 898,
Harlan, KY 40831. Phone 606-573-2540.

PROGRAMMING DESCRIPTION

WHLN: MUSIC: Adult Contemporary. NEWS: AP at :60; local, state & reg'l at :03. FEATURES: Top 40 Sun 1-5 pm. Contact Representative for further details. Rec'd 12/1/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—James T. Morgan.
Vice-President—James O. Morgan.
Sec'y. Treas. Traffic—Dorothy O. Morgan.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
5,000 w. days; 1410 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.

TIME RATES

No. 18 Eff 4/1/81—Rec'd 11/30/81.

- SPOT ANNOUNCEMENTS**
1 min 1x 7x 30x 69x 90x 120x
8.45 8.40 8.35 8.30 8.25 8.05
30 sec 6.75 6.70 6.65 6.60 6.55 6.45
1 min 180x 260x 312x 1224x
7.90 7.70 7.65 7.10
30 sec 6.20 5.90 5.80 5.30
12/85 (SMD)

Harrodsburg

Mercer County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WHBN

1955
HARRODSBURG

WHBN-FM

1969
HARRODSBURG



Media Code 4 218 2970 6.00 Mid 010558-000
Fort Harrod Broadcasting Corp.
Opera House, Box 247, Harrodsburg, KY 40330. Phone 606-734-4321.

- PERSONNEL**
General Manager—Robert L. Martin.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1,000 w. days; 1420 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 99.3 mhz.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 198 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with KBS.
 Member: Kentucky Radio Network, Kentucky Network, Inc.

TIME RATES
 Eff 10/1/84—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS
 1x 13x 26x 52x 104x 156x 260x 312x
 1 min 5.40 5.30 5.15 5.05 4.95 4.85 4.20
 30 sec 4.00 3.85 3.35 3.25 3.00 2.85 2.50 2.25

8. PROGRAM TIME RATES
 1x 13x 26x 52x 104x 156x 260x
 1 hr 46.25 45.00 40.75 36.50 32.00 27.50 23.60
 1/2 hr 27.50 25.85 23.00 20.90 18.70 16.50 14.60
 1/4 hr 17.60 14.30 12.65 11.00 10.45 9.00 9.85
 10 min 12.10 11.25 10.70 9.90 9.35 8.80 8.45
 5 min 8.80 7.80 7.15 6.45 6.05 5.90 5.80

1 hr 19.00
 1/2 hr 12.35
 1/4 hr 9.55
 10 min 7.85
 5 min 5.60
 12/85 (SMD)

Hartford

Ohio County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

WLLS

1969
 HARTFORD

Mid 01059-000

See SRDS Spot Radio Small Markets Edition.

WLLS-FM

1972
 HARTFORD

Mid 033196-000

See SRDS Spot Radio Small Markets Edition.

Hawesville

Hancock County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

See Tell City, IN
 (including Hawesville, KY)

Hazard

Perry County—Map Location K-6
 See SRDS Consumer market map and data at beginning of the state.

WKIC

1947
 HAZARD

Media Code 4 218 3060 5.00 Mid 010560-000

Mountain Broadcasting Service, Inc.
 Peoples Bank Bldg., Box 898, Hazard, KY 41701. Phone
 606-436-2121.

PROGRAMMING DESCRIPTION

WKIC: MUSIC: MOR. Contact Representative for further details. Rec'd 11/29/78.

- PERSONNEL
 Pres. & Gen'l Mgr.—Ernest Sparkman.
- REPRESENTATIVES
 Regional Repts Corp.
- FACILITIES
 5,000 w. days, 1390 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
 Partial simulcast operation. Simulcast Mon thru Sat
 6:58-7:40, 11:58 am-12:30 pm & 4:28-5:17 pm. For
 non-simulcast facilities see WSGS (FM).
- AGENCY COMMISSION
 None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
 FM facilities: WSGS (FM).
 Affiliated with KBS.
 Affiliated with ABC Information Radio Network PSP.
 Member: Kentucky Radio Network, Kentucky Network,
 Inc.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No 14 Eff 5/1/84—Rec'd 7/23/84.

6. SPOT ANNOUNCEMENTS
 Flat 1 min 30 sec
 WKIC/WSGS (FM) SIMULCAST 8.25 5.90
 Flat 1 min 30 sec
 WKIC/WSGS (FM) SIMULCAST 17.65 12.95
 (SMD)

WSGS (FM)

1959
 HAZARD

Media Code 4 218 3105 8.00 Mid 010561-000

Mountain Broadcasting Service, Inc.
 Radio Bldg., Box 898, Hazard, KY 41701. Phone 606-436-
 2121.

PROGRAMMING DESCRIPTION

WSGS (FM): MUSIC: 100% country. Contact
 Representative for further details. Rec'd 11/29/78.

- PERSONNEL
 Manager—Ernest Sparkman.

2. REPRESENTATIVES

Regional Repts Corp.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,150 ft. above average terrain.
 Partial simulcast operation. Operated separately Mon
 thru Sat sunset-6:58 am, 7:40-11:58 am, 12:30-4:28 pm
 & 5:17-local sunset. For simulcast facilities see
 WKIC.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WKIC.

Member: Kentucky Radio Network.

TIME RATES

No. 6 Eff 5/1/84—Rec'd 7/23/84.

6. SPOT ANNOUNCEMENTS

Flat 1 min 30 sec
 9.40 7.05
 12/85 (SMD)

Henderson

Henderson County—Map Location D-5
 See SRDS Consumer market map and data at beginning of the state.

WHKC (FM)

1974
 HENDERSON
 NRBA

Media Code 4 218 3117 3.00 Mid 010562-000

Metro Radio Co., Inc.
 Corporate Offices: 3809 Washington Ave., Box 3486,
 Evansville, IN 47734. Phone 812-477-8811.

PROGRAMMING DESCRIPTION

WHKC (FM): MUSIC: Contemporary Hit Radio; AIR PER-
 SONALITIES handle all segments live. Contact
 Representative for further details. Rec'd 2/25/83.

- PERSONNEL
 Exec. Vice-Pres./Gen'l Mgr.—Bill Bromley.
 Program Director—Fast Eddie Ashton.
- REPRESENTATIVES
 McGavren Guild Radio.
- FACILITIES
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION
 15% time only.
- GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c,
 25a, 28b, 28c.
 Contract: 40c, 41, 42b, 45, 46.
 Comb.: Cont. Discounts: 60b, 60g, 61c, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WGBF, Evansville, IN.
 Affiliated with ABC Contemporary Radio Network.
 Sold in combination with WGBF, Evansville, IN. See that
 listing.

TIME RATES

No. 4 Eff 9/1/83—Rec'd 9/6/83.

AAA—Mon thru Sun 10 am-7 pm.

AA—All other times.

7. PACKAGE PLANS

CLASS AAA
 GRID: I II III IV V
 1 min 45 40 35 30 25
 30 sec 36 32 28 24 20
 CLASS AA
 1 min 40 35 30 25 20
 30 sec 32 28 24 20 16
 Fixed position, extra 3.00.

(D)

WKDQ (FM)

1946
 HENDERSON

Selcom radio
 Broadcast Representatives
 A Lackey Station

Media Code 4 218 3130 6.00 Mid 010563-000

Henderson Broadcasting Co., Inc.
 3020 Second St., Box 418, Henderson, KY 42420. Phone
 502-826-3923, Evansville IN, 812-422-5995.

PROGRAMMING DESCRIPTION

WKDQ (FM): MUSIC: contemporary. Contact
 Representative for further details. Rec'd 5/5/81.

- PERSONNEL
 Pres. & Gen'l Mgr.—Henry G. Lackey.
 Vice-Pres. & Sta. Mgr.—G. Martin Riemenschneider.
- REPRESENTATIVES
 Selcom Radio.
- FACILITIES
 ERP 50,000 w.; 99.5 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION
 15/0 time only.
- GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 AM facilities: WSON.
 Affiliated with RKO.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

(D)

WSON

1941
 HENDERSON

Selcom radio
 Broadcast Representatives

nab

Media Code 4 218 3150 4.00 Mid 010564-000
 Henderson Broadcasting Co., Inc.
 3020 Second, Box 418, Henderson, KY 42420. Phone
 502-826-3923, Evansville, 812-422-5995.

PROGRAMMING DESCRIPTION

WSON: MUSIC: Cross Country. NEWS: farm; local;
 sports. Contact Representative for further details. Rec'd
 9/24/84.

- PERSONNEL
 Pres. & Gen'l Mgr.—Henry G. Lackey.
 Station Manager—G. Martin Riemenschneider.
- REPRESENTATIVES
 Selcom Radio.
- FACILITIES
 377 w, 860 khz. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
 15/0 time only.
- GENERAL ADVERTISING See coded regulations
 Contracts: 40a.
 FM facilities: WKDO (FM).
 Affiliated with Supernet.
 Affiliated with KBS.
 Member: Kentucky Radio Network.
 Sold in combination with WKDQ (FM). See that listing.

TIME RATES

No. 15 Eff 10/1/82—Rec'd 10/20/82.

7. PACKAGE PLANS
 PER WK:
 1 min 11 6 11 12 18 21 24 30 31
 13.00 11.00 10.50 10.00 9.50 9.00
 30 sec 10.50 9.00 8.50 8.00 7.50 7.00
 MONTHLY CRASH PLAN
 1 min 30 sec
 100 x 9.00 7.00

YEARLY PLAN

1 min 260x 365x 500x 750x 1000x
 9.50 9.00 8.50 8.00 7.50
 30 sec 8.00 7.50 7.00 6.50 6.00
 6-10 am/fixed positions: extra 1.00.

8. PROGRAM TIME RATES
 SUN, AM:
 1 hr 1x 13x 26x 52x
 80 75 70 65
 1/2 hr 65 60 55 50
 1/4 hr 55 50 45 40

10. SPECIAL FEATURES
 Agri-business—extra 2.00. (CR)

Hindman

Knott County—Map Location K-6
 See SRDS Consumer market map and data at beginning of the state.

WKCB

1971
 HINDMAN
 WKCB-FM

1974
 HINDMAN

Mid 010565-000

See SRDS Spot Radio Small Markets Edition.

Hodgenville

Larue County—Map Location G-5
 See SRDS Consumer market map and data at beginning of the state.

WKMO (FM)

1974
 HODGENVILLE

nab

Media Code 4 218 3200 7.00 Mid 010566-000
 Mid-Kentucky Radio
 Leitchfield Rd., Box L, Elizabethtown, KY 42701. Phone
 502-765-2153, 2154.

PROGRAMMING DESCRIPTION

WKMO (FM): MUSIC: Country. NEWS: local 7, 7:45 am,
 noon, & 5 pm; network at :30. FARM: livestock market
 report 12:20 pm; commentator at 6:35 am. Contact
 Representative for further details. Rec'd 6/9/82.

- PERSONNEL
 General Manager—F. Alan Jones.
- REPRESENTATIVES
 Regional Repts Corp.
- FACILITIES
 ERP 1,500 w. (horiz.), 1,500 w. (vert.); 106.3 mhz. Stereo.
 Operating schedule: 6 am-11 pm. EST.
 Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION
 15%.
- GENERAL ADVERTISING See coded regulations
 AM facilities: WIEL, Elizabethtown.
 Affiliated with KBS.
 Affiliated with ABC Entertainment Radio Network.
 Member: Kentucky Agri-Net, Kentucky Radio Network,
 Kentucky Network, Inc., Farm Service Radio Network.

TIME RATES

No. 12-83 Eff 12/1/83—Rec'd 7/18/84.

6. SPOT ANNOUNCEMENTS

BTA—1-52 WEEKS

1x 1312x 520x 624x 936x
 1 min 7.50 6.50 5.00 4.75 4.20
 30 sec 6.00 5.40 4.86 4.10 3.45
 Fixed, extra 10%.

7. PACKAGE PLANS

Per wk Per mo
 25 ti 50 ti 25 ti 50 ti 75 ti
 1 min 6.50 5.50 6.90 6.00 5.00
 30 sec 5.50 3.75 5.60 4.80 3.75
 Fixed, extra 10%.
 12/85 (SMD)(CR)

Hopkinsville

Christian County—Map Location D-7
 See SRDS Consumer market map and data at beginning of the state.

WABD

1963
 FORT CAMPBELL

Mid 010536-000

See listing under city of license.

WABD-FM

1968
 FORT CAMPBELL

Mid 010537-000

See listing under city of license.

WHOP

1940
 HOPKINSVILLE

CBS Radio Network

nab

RAB

A Lackey Station

Media Code 4 218 3240 3.00 Mid 010567-000

Hopkinsville Broadcasting Co., Inc.
 Buttermilk Rd., Box 709, Hopkinsville, KY 42240. Phone
 502-885-5331.

PROGRAMMING DESCRIPTION

WHOP: Programmed for adults and commuters. Nat'l &
 local news 7-7:30 am. Popular & std music 7:30-10:30 am
 with personality. 10:30-11 am women's program, guests,
 interviews. 11 am-12:30 pm, weather & news, market re-
 ports, popular music. 12:30-5 pm popular music, nat'l &
 local news on hr. features on 1/2 hr. 5-7 pm roadshow. 7
 pm-12M popular & adult contemporary music. SPORTS:
 high school & college football & basketball, major league
 baseball. Mobile unit, news facilities. Contact
 Representative for further details. Rec'd 8/17/79.

- PERSONNEL
 Pres. & Gen'l Mgr.—Roger E. Jelfers.
- REPRESENTATIVES
 Pates/Walton Radio-USA.
 Regional Repts Corp.
- FACILITIES
 1,000 w. days, 250 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION
 15/0 on net time.
- GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c,
 29a.
 Contracts: 40a, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70e, 71a, 73a.
 Prod. Services: 82.
 Affiliated with CBS Radio Network.
 Affiliated with TRN Farm News Network.
 Member: Farm Service Radio Network, Kentucky Radio
 Network.

TIME RATES

No. 13 Eff 1/1/84—Rec'd 2/24/84.

6. SPOT ANNOUNCEMENTS
 PER WK:
 1 min 6 ti 12 ti 18 ti 24 ti 30 ti
 15.50 12.50 10.00 9.70 8.00
 30 sec 13.00 10.00 8.85 8.30 7.00
 15 sec: 60% of 1-min.

WHOP-FM

1948
 HOPKINSVILLE

"Great American Country"

nab

RAB

Media Code 4 218 3241 1.00 Mid 010568-000

Hopkinsville Broadcasting Co., Inc.
 Buttermilk Rd., Box 709, Hopkinsville, KY 42240. Phone
 502-885-5331.

PROGRAMMING DESCRIPTION

WHOP-FM: Programmed for adults & commuters. FARM:
 5-7 am & 11 am-noon. Contact Representative for further
 details. Rec'd 8/17/79.

- PERSONNEL
 Farm Director—Drury R. (Dink) Embry.
 Station Manager—Roger Jelfers.
- REPRESENTATIVES
 Pates/Walton Radio-USA.
 Regional Repts Corp.

continued

KENTUCKY

Hopkinsville—cont

WHOP-FM—cont

3. **FACILITIES**
ERP 100,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 304 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 on net time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with CBS.
Member: Kentucky Radio Network.

TIME RATES

No. 13 Eff 1/1/84—Rec'd 2/24/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.50	12.50	10.00	9.70	8.00
30 sec	13.00	10.00	8.85	8.30	7.00

15 sec: 60% of 1-min.

WKOA

1954
HOPKINSVILLE



Media Code 4 218 3330 2.00 Mid 010569-000
Pennyrite Broadcasting Co., Inc.
905 S. Main St., Box 951, Hopkinsville, KY 42240. Phone 502-886-1204.

PROGRAMMING DESCRIPTION
WKOA: MUSIC: Urban. NEWS: local, state & nat'l. Rec'd 11/19/84.

1. **PERSONNEL**
Chief Executive Officer—Sam Buchanan.
Operations Manager—Edward L. Owen.
Agency Sales—Leandra Haggard.

3. **FACILITIES**
1,000 w. days; 1480 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. **AGENCY COMMISSION**
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Contracts 40a.
Affiliated with ABC Entertainment Radio Network.
Member: Kentucky Network, Inc., Kentucky Radio Network.

TIME RATES

Eff—Rec'd 10/26/83.

6. SPOT ANNOUNCEMENTS

1 min	7.50	30 sec	6.00
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Fixed time, extra 10%.

WKOA-FM

1960
HOPKINSVILLE



Media Code 4 218 3420 1.00 Mid 010570-000
Pennyrite Broadcasting Co., Inc.
Box 951, 905 S. Main, Hopkinsville, KY 42240. Phone 502-886-1204.

PROGRAMMING DESCRIPTION
WKOA-FM: Programmed for adults 18-34. MUSIC: Contemporary Hit, 24 hours daily. Rec'd 10/26/83.

1. **PERSONNEL**
Chief Executive Officer—Sam Buchanan.
Operations Manager—Edward L. Owen.
Office Manager—Faye Luther.

3. **FACILITIES**
ERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 602 ft. above average terrain.

4. **AGENCY COMMISSION**
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Member: Kentucky Network, Inc., Kentucky Radio Network.

TIME RATES

Eff—Rec'd 10/26/83.

6. SPOT ANNOUNCEMENTS

1 min	15.00	30 sec	12.00
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Fixed time, extra 10%.

Irvine

Estill County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WBFC

1975
STANTON

Mid 010672-000

See listing under city of license.

WIRV

1960
IRVINE

Media Code 4 218 3510 9.00 Mid 010571-000
Marshall Sidebottom, owner
Rte 4, Box 281, Irvine, KY 40336. Phone 606-723-5138, 5139.

PROGRAMMING DESCRIPTION

WIRV: Targets young adult audience 18-45; AIR PERSONALITIES. MUSIC: blend of middle of the road Country with soft Adult Contemporary M-Sat. RELIGIOUS: all day Sun. NEWS: 10 min local M-Sat 3x daily at 8 am, noon & 5 pm. FEATURES: Trading Post 12:30-1 pm; heavy emphasis local programming. Contact Representative for further details. Rec'd 5/23/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Marshall Sidebottom
Sales Manager—Kelly Wallingford.

2. **REPRESENTATIVES**
Regional Reps Corp.

3. **FACILITIES**
1,000 w. days; 1550 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.

TIME RATES

Eff—Rec'd 1/1/84.

6. SPOT ANNOUNCEMENTS

1 ti	30 sec	1 min	30 sec	1 min
4.35	4.30	50-100 ti	3.75	4.35

12 CONSECUTIVE MONTH CONTRACT

PER YR:	500x	1000x	2000x	3500x	4000x
30 sec	3.65	3.45	2.90	2.60	2.30
1 min	4.25	4.05	3.75	3.45	3.20

12/85 (SMD)

Jackson

Breathitt County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WEKG

1969
JACKSON
WJNS (FM)

1969
JACKSON

Mid 010572-000

See SRDS Spot Radio Small Markets Edition.

Jamestown

Russell County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WJKY

1967
JAMESTOWN

Mid 010573-000

See SRDS Spot Radio Small Markets Edition.

WJRS (FM)

1966
JAMESTOWN

Mid 010574-000

See SRDS Spot Radio Small Markets Edition.

Jeffersontown

Jefferson County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Louisville

(including Jeffersontown, KY; Jeffersonville, New Albany, IN)

Jenkins

Letcher County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WIFX

1968
JENKINS

Mid 035580-000

Kincraff Industries
Box 312, Jenkins, KY 41537. Phone 606-832-4655.

PROGRAMMING DESCRIPTION
WIFX: Gospel. Contact Representative for further details. Rec'd 2/5/85.

1. **PERSONNEL**
Manager—G.C. Kincer.
Operations Director—Dennis Nelson.
Sales Manager—Frank Mullins.

2. **REPRESENTATIVES**
Regional Reps Corp.

3. **FACILITIES**
1,000 w.; 1000 khz. Non-directional. Clear channel.
Operating schedule: Sunrise-local sunrise. EST.

4. **AGENCY COMMISSION**
15/10; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO Radio Networks.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

12/85

(SMD)

WIFX-FM

1968
JENKINS

Mid 035581-000

Kincraff Industries
Box 312, Jenkins, KY 41537. Phone 606-832-4655.

PROGRAMMING DESCRIPTION

WIFX-FM: MUSIC: Adult Contemporary with blend of Country Crossover & Top 100 with live AIR PERSONALITIES. Contact Representative for further details. Rec'd 2/5/85.

1. **PERSONNEL**
Manager—G.C. Kincer.
Operations Manager—Dennis Nelson.
Sales Manager—Frank Mullins.

2. **REPRESENTATIVES**
Regional Reps Corp.

3. **FACILITIES**
ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,350 ft. above average terrain.

4. **AGENCY COMMISSION**
15/10; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO Radio Networks.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

12/85

(SMD)

Lancaster

Garrard County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WIXI

1966
LANCASTER

Mid 010576-000

See SRDS Spot Radio Small Markets Edition.

Lebanon

Marion County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WLBN

1954
LEBANON



Media Code 4 218 3780 8.00 Mid 010577-000
Lebanon-Springfield Broadcasting Co.
Lavitt Lane, Lebanon, KY 40033. Phone 502-692-3126, 3127.

Studio: Springfield, KY 40033. Phone 606-336-7486.

PROGRAMMING DESCRIPTION

WLBN: Diversified. Farm 6-8 am, local news 7:45, 9:50 am, 12N, 2, & 4:05 pm. 2 local news people. Mobile unit. Homemaker 8 am-12N with live open mike program 10:30 & 11:30 am daily. 12N-1 pm farm, 1-2 pm homemaker, 2-4 pm young adult, 4:30 pm-sign-off rock & soul with black jock. Sat & Sun pm all rock. AIR PERSONALITIES. AP, weather wire, pre-sunrise school closing, weather warning, emergency broadcasting. All U daytime games, local little league. Sun AM religious. Contact Representative for further details. Rec'd 1/26/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—J. T. Whitlock.
Assistant General Manager—Alan P. Baker.
Station Manager—Cherry Gibson.

2. **REPRESENTATIVES**
Ky., Ind., Ohio—Regional Reps Corp.

3. **FACILITIES**
1,000 w. days; 1590 khz. Non-directional.
Operating schedule: 5 am-local sunset. EST.

4. **AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WLSK (FM).
Affiliated with KBS and MBS.
Member: Kentucky Radio Network.

TIME RATES

No. 3 Eff 11/1/72—Rec'd 11/30/81.

6. **SPOT ANNOUNCEMENTS**

1 min	5.85	5.10	4.55	3.90	3.65	3.25
30 sec	4.55	3.95	3.55	3.10	2.65	2.35

8. **PROGRAM TIME RATES**

	13x	52x	156x	312x	500x	1000
1 hr	37.40	34.00
1/2 hr	23.65	20.35	19.25
1/4 hr	16.50	12.35	10.50	9.35
10 min	13.75	11.25	9.25	7.50
5 min	7.75	6.85	6.25	5.10	4.50	...

May be combined with WLSK (FM) for frequency discount.

12/85

(SMD)

WLSK (FM)

1979
LEBANON



Media Code 4 218 3825 1.00 Mid 010578-000
Lebanon-Springfield Broadcasting Co.
Lavitt Ln., Box 680, Lebanon, KY 40033. Phone 502-692-3126, 3127.

PROGRAMMING DESCRIPTION

WLSK (FM): MUSIC: Beautiful, 9 am-5 pm; upbeat Country 5 pm-9 am; music played in uninterrupted 3 tune segments. NEWS: 7-10 min local 7, 9, 11 am, 1, 3, 5 & 9 pm; 2-person staff; AP & nat'l weather service, mobile unit. SPORTS: state U sports; county & area football & basketball games. 2 black AIR PERSONALITIES, male & female. Contact Representative for further details. Rec'd 2/11/80.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—J. T. Whitlock.
Assistant Manager—Alan P. Baker.
Station Manager—Cherry Gibson.

2. **REPRESENTATIVES**
KY, IN, OH—Regional Reps Corp.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo.
Operating schedule: 19 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WLBN.
Affiliated with MBS.
Member: Kentucky Radio Network.

TIME RATES

No. 1 Eff 12/1/79—Rec'd 11/30/81.

6. **SPOT ANNOUNCEMENTS**

1 min	1x	53x	105x	313x	501x
30 sec	8.25	6.45	5.45	5.10	4.70
	6.75	5.30	4.40	3.80	3.55

WLSK (FM)/WLBN combinable for frequency discount, and an extra 10% discount on WLSK (FM)

7. PACKAGE PLANS

PER WK:	20 ti	25 ti	35 ti	50 ti
30 sec	6.00	5.50	5.00	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	65.00	42.50	30.00	20.00	12.00
53 x	50.00	35.00	22.00	17.50	8.50
105 x	40.00	28.00	16.00	13.50	7.75
313 x	...	22.00	12.50	10.00	6.60
501-1000 x	9.00	6.00

12/85 (SMD)

Leitchfield

Grayson County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WKHG (FM)

1967
LEITCHFIELD

Mid 010579-000

See SRDS Spot Radio Small Markets Edition.

WMTL

1959
LEITCHFIELD

Mid 010580-000

See SRDS Spot Radio Small Markets Edition.

Lexington

Fayette County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WFKY

1946
FRANKFORT

Mid 010540-000

See listing under city of license.

Rx:

Lexington's Fastest Growing Station

Adults 12+ #1 25.4% Cume
WFMI 100fm
 Women/Men 18-34
 Women 25-54
 Teens (50% Share +) #1

Call SELCOM Rep. for Details

Source: Birch-Jan., Feb., Mar., Apr., May, June, July, Aug., Sept., Oct., Nov., 1994

WFMI (FM)

1981
 WINCHESTER



Media Code 4 218 4025 7.00 Mid 010684-000

WFMI (WKDJ, Inc.)
 53 South Main St., Winchester, KY 40391. Phone 606-744-7639.

Lexington Office:
 The Idle Hour Center, Ste. 203, 2230 Richmond Rd., Lexington, KY 40502. Phone 606-268-2876, 231-7939.

PROGRAMMING DESCRIPTION

WFMI (FM): Programmed for 12-34 audience. MUSIC: Contemporary Hit Radio; live AIR PERSONALITIES in all day parts. NEWS: local/natl at :20 AM, noon & PM; local weather 2x/hr. SPORTS: U sports play-by-play. Contact Representative for further details. Rec'd 8/1/84.

- PERSONNEL**
 President—Bayard H. Walters.
 Vice-Pres. & Gen'l Mgr.—Larry A. Trimmer.
 General Sales Manager—Dave Griffith.
- REPRESENTATIVES**
 Selcom Radio.
 Indiana, Kentucky, Ohio—Regional Reps Corp.
- FACILITIES**
 ERP 3,000 w., 100.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with ABC FM Radio Network.
 Affiliated with Supernet.
 Member: Kentucky Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.
 (SMD)(CR)(A)

WKQQ (FM)

1969
 LEXINGTON



Christal Radio



Media Code 4 218 4095 0.00 Mid 010581-000
 Village Communications, Inc.
 Box 100, Lexington, KY 40590. Phone 606-252-6694.

PROGRAMMING DESCRIPTION

WKOO (FM): Programmed for young adults. MUSIC: album oriented rock. NEWS: 5 min/hr 6-10 am; 2 min/hr noon-1 pm; 2 1/2 min/hr 4-5 pm; 2 1/2 min/hr 5-6 pm; special news features, AP Network News. COMMERCIAL POLICY: 12 commercial units per hour. Contact Representative for further details. Rec'd 9/22/83.

- PERSONNEL**
 Sr. Vice-Pres./Broadcast Div.—Peter Jorgenson.
 General Manager—Keith Yarber.
 Sales Manager—Larry Melnick.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 ERP 100,000 w.; 98.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 551 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30, 31, 32a.
 Contracts: 40a, 41, 42d, 44b, 45, 47e, 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 9/22/83.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
5 am-2 pm	55	47
2-8 pm	65	56
8 pm-midnight	44	38

WKYW (FM)

1967
 FRANKFORT

See listing under city of license.

Mid 010542-000

WLAP

1922
 LEXINGTON



McGAVREN GUILD RADIO



Media Code 4 218 4140 4.00 Mid 010582-000

WLAP, Inc.
 Box 11670, 3549 Russell Cave Rd., Lexington, KY 40577.
 Phone 606-293-0563.

PROGRAMMING DESCRIPTION

WLAP: Programmed for adults 25-54. AIR PERSONALITIES handle all segments. MUSIC: Adult contemporary. NEWS: network at :30; local at :06 & :30, 6 am-6 pm expanded weather summaries at 6:35, 7:35 am, 12:05, 4:35 & 5:35 pm; 4 person staff plus meteorologists. Commentary editorials & interviews. SPORTS: major league baseball; 5-min summaries 20x/wknds. Tele/talk midnight-5:30 am Mon-Sat. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
 General Manager—James C. Allison II.
 Sales Manager—Lawrence M. Chiles.
 Operations Manager—Dan Dorsett.
- REPRESENTATIVES**
 McGavren Guild Radio.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 630 khz. Directional.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 time only; payable 1st of following month.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
 Contracts: 40a, 48.
 Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
 Cancellation: 70a, 70c, 71b, 73a.
 Affiliated with McGavren-Guild Network.
 Affiliated with RKO TWO.
 Affiliated with CBS Radio Network.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 12 R Eff 2/1/84—Rec'd 3/26/84.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—Mon thru Sat 7 pm-midnight; Sun all day.
 B—Mon thru Sun midnight-5:30 am.

- SPOT ANNOUNCEMENTS**

GRID:	AAA	AA	A	B	AAA	AA	A	B
I	32	28	24	6	28	24	20	4
II	30	26	22	6	26	22	18	4
III	28	24	20	6	24	20	16	4
IV	26	22	18	6	22	18	14	4
V	20	16	12	6	16	12	8	4

- PACKAGE PLANS**
 TAP—25% SCHEDULING IN ALL DAYPARTS, 5:30 AM-MIDNIGHT
 GRID: I II III IV V GRID: I II III IV V
 1 min 27 25 23 21 17 30 sec 23 21 19 17 13

AM/FM COMBINATION

- SPOT ANNOUNCEMENTS**

GRID:	AAA	AA	A	B	AAA	AA	A	B
I	66	62	46	12	58	54	38	8
II	62	58	42	12	54	50	34	8
III	58	54	38	12	50	46	26	8
IV	54	50	34	12	46	42	26	8
V	46	42	26	12	38	34	18	8

- PACKAGE PLANS**
 TAP
 GRID: I II III IV V GRID: I II III IV V
 1 min 58 54 50 46 40 30 sec 50 46 42 38 32

WLAP-FM

1950
 LEXINGTON



McGAVREN GUILD RADIO



Media Code 4 218 4141 2.00 Mid 010583-000

WLAP, Inc.
 3549 Russell Cave Rd., Box 11670, Lexington, KY 40577.
 Phone 606-293-0563.

PROGRAMMING DESCRIPTION

WLAP-FM: Programmed for young adults. MUSIC: Contemporary. NEWS: 3 min summaries at :50 12M-9 am & 3-5 pm; lifestyle information & features M-F at :50 9 am-3 pm plus weather; commentary & editorials. Contact Representative for further details. Rec'd 5/25/84.

- PERSONNEL**
 General Manager—James C. Allison II.
 Sales Manager—Lawrence M. Chiles.
 Operations Manager—Dan Dorsett.
- REPRESENTATIVES**
 McGavren Guild Radio.
- FACILITIES**
 ERP 100,000 w.; 94.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 660 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only; payable 1st of month.

- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 28b, 28c, 29a, 30.
 Contracts: 40a, 44a, 44b, 45, 46, 48, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
 Cancellation: 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with McGavren-Guild Network.
 Affiliated with RKO ONE.
 Sold in combination with WLAP. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 12 R Eff 2/1/84—Rec'd 3/26/84.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—Mon thru Sat 7 pm-midnight; Sun all day.
 B—25% scheduling in all dayparts, Tues-Sun midnight-5:30 am.

- SPOT ANNOUNCEMENTS**

GRID:	AAA	AA	A	B	AAA	AA	A	B
I	44	44	32	6	40	40	28	4
II	42	40	30	6	38	38	26	4
III	40	40	28	6	36	36	24	4
IV	38	38	26	6	34	34	22	4
V	32	32	20	6	28	28	16	4

- PACKAGE PLANS**
 TAP—25% ALL DAYPARTS 5:30 AM-MIDNIGHT
 GRID: I II III IV V GRID: I II III IV V
 1 min 41 39 37 35 29 30 sec 37 35 33 31 25

WTKC

1946
 LEXINGTON

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 218 4185 9.00 Mid 010584-000
 Group M Broadcasting
 Box 12678, Lexington, KY 40583. Phone 606-233-1515.

WTKC: Programmed for adults. MUSIC: Modern Country. AIR PERSONALITIES handle all time segments. NEWS: network at :60, local at :30 during drive times & at noon. Contact Representative for further details. Rec'd 11/4/82.

- PERSONNEL**
 President—Walter E. May.
 General Manager—Phillip M. Blake.
 Operations Manager—John Dalton.
- REPRESENTATIVES**
 Weiss & Powell, Inc.
 Regional Reps Corp.
- FACILITIES**
 2,500 w. days, 1,000 w. nights; 1300 kc. Directional.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 net time.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
 Rate Protection: 15e.
 Basic Rates: 20b, 22a, 22b, 24b, 26b, 28a, 29a.
 Contracts: 40a, 41, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
 Cancellation: 71a, 72, 73b.
 Affiliated with NBC Radio Network.
 Affiliated with Music Country Radio Network.
 Affiliated with Eastman Radio Network.
 Member: Kentucky Radio Network.

TIME RATES

No. 102 Eff 4/1/82—Rec'd 4/1/83.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sat 3-7 pm.
 A—All other times.

- SPOT ANNOUNCEMENTS**

GRID:	I	II	III	IV	I	II	III	IV
AAA	30	27	24	20	24	22	19	16
AA	25	22	19	16	20	17	15	13
A	21	19	17	15	17	15	14	12

WVLK

1947
 LEXINGTON



Torbet Radio



Media Code 4 218 4230 3.00 Mid 010585-000
 Bluegrass Broadcasting Co., Inc.
 Kincaid Towers, Broadway & Vine Sts., Lexington, KY 40507. Phone 606-253-5900.

PROGRAMMING DESCRIPTION

WVLK: Programmed for general interest. AIR PERSONALITIES handle segments. NEWS: 6-person dept.; local at :55, network hrv; traffic copier reports in drive; live mobile unit reports; live weather radar. SPORTS: U football & basketball play-by-play college football, coaches shows, high school basketball & football play-by-play; hrv reports in drive; Sportsline call-in 7-8 pm M-F; horse race results Mon-Sat 6.45 pm. Contact Representative for further details. Rec'd 3/29/82.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Ralph E. Hacker.
 General Sales Manager—Rick Shaw.
 Sales Manager—Jim Jordan.

- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 590 khz.
 Directional—separate patterns day and night.
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
 15/0 net time; monthly.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3b, 4a, 5, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
 Basic Rates: 20b, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a, 33a.
 Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Information Radio Network.
 Affiliated with Supernet.
 Affiliated with TRN Farm News Network.
 Member: Kentucky Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WVLK-FM

STEREO
K-93 WVLK-FM
 1961
 LEXINGTON

Torbet Radio



Media Code 4 218 4231 1.00 Mid 010586-000
 Bluegrass Broadcasting Co., Inc.
 3rd Floor Kincaid Towers, Lexington, KY 40507. Phone 606-253-5900.

Mailing Address: Box 1559, Lexington, KY 40592.

PROGRAMMING DESCRIPTION

WVLK-FM: Country. NEWS: news/weather hrvly. COMMERCIAL POLICY: 4 breaks per hr maximum, 10 units per hr. Contact Representative for further details. Rec'd 7/23/82.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Ralph E. Hacker.
 General Sales Manager—Rick Shaw.
 Sales Manager—Connie Joiner.
- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 ERP 100,000 w.; 92.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 854 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 net time; monthly.
- GENERAL ADVERTISING See coded regulations**
 General: 2b, 3d, 4a, 5, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
 Basic Rates: 20b, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a, 33a.
 Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.
 Sold in combination with WVLK. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

Liberty

Casey County—Map Location H-6
 See SRDS Consumer market map and data at beginning of the state.

WKDO

1963
 LIBERTY

WKDO-FM

1977
 LIBERTY

Mid 010587-000

See SRDS Spot Radio Small Markets Edition.

London

Laurel County—Map Location J-6
 See SRDS Consumer market map and data at beginning of the state.

WFTG

1955
 LONDON

Mid 010588-000

See SRDS Spot Radio Small Markets Edition.

KENTUCKY

London—cont

WWEL (FM)
1970
LONDON

Mid 010589-000

See SRDS Spot Radio Small Markets Edition.

Louisa

Lawrence County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WVKY
1970
LOUISA

Mid 010590-000

See SRDS Spot Radio Small Markets Edition.

Louisville

(including Jeffersontown, KY; Jeffersonville, New Albany, IN)

Jefferson County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAKY

Waky 790
1936
LOUISVILLE



Katz Radio



Media Code 4 218 4500 9.00
Multi Media
558 Fourth Ave., Louisville, KY 40202. Phone 502-589-7979.



Mid 010591-000

PROGRAMMING DESCRIPTION

WAKY: Programmed for adults & young adults; emphasis local involvement & PERSONALITIES. MUSIC: 1955-1975. NEWS: at :60 & :30 5:30 am-7 pm; at :60 all other hrs; Accu-Weather. SPORTS: Cincinnati Reds baseball. FEATURES: syndicated wknd programs & special wkday features. Contact Representative for further details. Rec'd 7/27/84.

- PERSONNEL**
General Manager—Joe McDevitt.
Program Director—Bob Moody.
Sales Manager—Ted Henle.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 790 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WVEZ (FM).
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
WAKY/WVEZ (FM) COMBINATION
No 14 Eff 5/15/83—Rec'd 3/2/83.

AAA—Mon thru Fri 5:30-10 am, 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	GRID		1 min		30 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	115	110	105	104	99	95
AA	105	100	95	95	90	86
A	93	88	83	84	79	75

WAKY only: Deduct 5.00 from WAKY/WVEZ (FM) combination.

WAMZ (FM)



1966
LOUISVILLE



Christal Radio

Modern Country/Stereo



Media Code 4 218 4545 4.00

Mid 010592-000

WAMZ, Inc.
520 W. Chestnut St., Louisville, KY 40202. Phone 502-582-7832, TWX, 810-535-3052.
Mailing Address: Box 1094, Louisville, KY 40201.

PROGRAMMING DESCRIPTION

WAMZ (FM): MUSIC: Modern Country for adults 18+.
NEWS: at :29 from staff. Contact Representative for further details. Rec'd 4/19/84.

- PERSONNEL**
Station Manager—G. A. Gamblin.
Program Director—Coyote Calhoun.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 505 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WHAS.
Affiliated with Music Country Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WAVG

1933
LOUISVILLE



Media Code 4 218 4590 0.00

Mid 010593-000

Radio 970, Inc.
725 S. Floyd St., Box 37970, Louisville, KY 40233. Phone 502-587-0970.

PROGRAMMING DESCRIPTION

WAVG: Programmed for adults & young adults. MUSIC: Adult Contemporary. AIR PERSONALITIES. NEWS: world & reg'l at :60 & :30; police air traffic reports AM & PM. SPORTS: minor league baseball & basketball, pro football. Contact Representative for further details. Rec'd 6/22/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward Henson, Jr.
Vice-Pres./Sta. Oper.—Jerry David Melloy.
General Sales Manager—Curt Smith.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
5,000 w.; 970 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WLRS (FM).
Affiliated with NBC Radio Network.
Member: Kentucky Network, Inc.
Sold in combination with WLRS (FM). See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/80—Rec'd 1/31/80.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight/Sat & Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**
- | WK: | AAA | | AA | | A | | B | |
|-------|-------|--------|-------|--------|-------|--------|-------|--------|
| | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec |
| 6 ti | 65 | 60 | 45 | 22 | 53 | 48 | 35 | 19 |
| 12 ti | 63 | 58 | 43 | 20 | 51 | 46 | 33 | 17 |
| 18 ti | 60 | 55 | 40 | 17 | 48 | 43 | 30 | 14 |
- 10 sec; 60% of 1-min.

WCII



1948
LOUISVILLE

EASTMAN RADIO, INC.



A Great Trails Station



Media Code 4 218 4635 3.00
Div. of Great Trails Broadcasting Corp.
307 W. Muhammad Ali Blvd., Louisville, KY 40202. Phone 502-589-4800.

PROGRAMMING DESCRIPTION

WCII: Adult programming for general mass appeal
MUSIC: MOF/country. Emphasis on personalities.
NEWS: Network & emphasis on local coverage. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Tom L. Perryman.
General Sales Manager—Fred Murr.
Program Director—Mark Williams.
- REPRESENTATIVES**
Eastman Radio Inc.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 1080 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23a, 23b, 25a, 28b, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73b.
FM facilities: WKJJ-FM.
Affiliated with CBS Radio Network.
Member: Kentucky Network, Inc.

TIME RATES

WCII/WKJJ-FM COMBINATION
No. 7 Eff 7/15/84—Rec'd 7/23/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—All other times.

	GRID		1 min		30 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I	180	170	160	100	162	153
II	160	150	140	85	144	135
III	140	130	120	70	126	117
IV	120	110	100	55	108	99

WCII only: Deduct 25% from WCII/WKJJ-FM combination.

WFIA

1946
LOUISVILLE



Media Code 4 218 4680 9.00

Mid 010595-000

Radio 900, Inc.
410 S. Third St., Louisville, KY 40202. Phone 502-583-4811.
1 min rate 1x: 13.50.

WHAS



1922
LOUISVILLE



Christal Radio



Media Code 4 218 4770 8.00

Mid 010596-000

WHAS, Inc.
520 W. Chestnut, Louisville, KY 40202. Phone 502-582-7801, TWX, 810-535-3052.
Mailing Address: Box 1084, Louisville, KY 40201.

PROGRAMMING DESCRIPTION

WHAS: Programmed for adults & young adults. MUSIC: Popular hits & selected Oldies. NEWS: local & nat'l at :60; 2 staff meteorologists; helicopter traffic reports; Paul Harvey 3x/day; network. SPORTS: play-by-play of KY & Louisville football & basketball; KY Derby, Indy 500; call-in talk shows 7 pm-12M. FARM: grain & livestock market reports AM, midday & afternoon; farm & garden 5:30-8 am. FEATURES: frequent audience phone participation in AM information show & PM call-in talk show; community involvement w/remotes; client merchandising w/on-air audience promotion. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Station Manager—G. A. Gamblin.
Program Director—Denny Nugent.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w.; 840 khz. Clear channel, non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WAMZ (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WJYL (FM)

1978
JEFFERSONTOWN



Media Code 4 218 4962 1.00



Mid 010598-000

Inter-Urban Broadcasting of Louisville, Inc.
10,000 Shelbyville Rd., Louisville, KY 40223. Phone 502-245-6601.
Rates have been temporarily withdrawn by station.

WKJJ-FM



1963
LOUISVILLE

EASTMAN RADIO, INC.



Media Code 4 218 4975 3.00



Mid 010599-000

Div. of Great Trails Broadcasting Corp.
307 W. Muhammad Ali Blvd., Louisville, KY 40202. Phone 502-589-4800.

PROGRAMMING DESCRIPTION

WKJJ-FM: Programmed for adults 25-49. MUSIC: Adult contemporary. Personalities-live copy. NEWS: Emphasis on local coverage. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
Gen'l & Nat'l Sls. Mgr.—Tom L. Perryman.
Program Director—Kevin Kenney.
- REPRESENTATIVES**
Eastman Radio Inc.
- FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 99.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 720 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23a, 23b, 25a, 28b, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73b.
AM facilities: WCII.
Sold in combination with WCII. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 25% from WCII/WKJJ-FM combination.

WLLV

1940
LOUISVILLE



Media Code 4 218 5097 5.00

Mid 010597-000

Full Force Broadcasting, Inc.
Airport Office Plaza, 120 E. Woodlawn Ave., Louisville, KY 40214. Phone 502-361-1240.

- REPRESENTATIVES**
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WLOU
1948
LOUISVILLE

Independent Black



Media Code 4 218 5220 3.00 Mid 010601-000
Johnson Communications, Inc.
2549 S. 3rd St., Box 8278, Louisville, KY 40208. Phone
502-636-3535.

PROGRAMMING DESCRIPTION

WLOU: Programmed to black listener. MUSIC: 60% popular R & B; 20% religion & religious music (gospel & spiritual); jazz. AIR PERSONALITIES handle all segments. Taped commercials by air personalities interchangeable. NEWS: 5 min network & local news at :50. News is community oriented, also national & international. Community bulletin board 3x daily, M-F with clubs, churches & school activities. Editorials 3x per day, Fri-Sun. Contact Representative for further details. Rec'd 11/15/82.

1. **PERSONNEL**
President—John H. Johnson.
Vice-Pres. & Gen'l Mgr.—Charles Mootry.
Management Consultant—William E. Summers III.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
5,000 w. days, 500 w. nights; 1350 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15% time only; 15th of following month.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26,
27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLRS (FM)
1964
LOUISVILLE



NRBA

Media Code 4 218 5310 2.00 Mid 010602-000
Kentucky Technical Institute
800 S. Fourth St., Louisville, KY 40203. Phone 502-585-
5178.

PROGRAMMING DESCRIPTION

WLRS (FM): Programmed for young adults. MUSIC:
Rock. NEWS: specially produced news features inter-
persed w/regular programming. COMMERCIAL
POLICY: max 10 units per hr. Contact Representative for
further details. Rec'd 6/29/82.

1. **PERSONNEL**
President—Edward Henson, Jr.
Exec. Vice-Pres. & Gen'l Mgr.—Louisa W. Henson.
General Sales Manager—Michael Grosso.

2. **REPRESENTATIVES**
Selcom Radio.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz.
Quadrophonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**
15%, 10 days.

5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25a, 26,
27, 28b, 28c, 29a, 30, 31, 32a, 33c, 33d.
Contracts: 40a, 41, 44a, 46, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81.
AM facilities: WAVG.
Affiliated with ABC Rock Radio Network.
Affiliated with NBC-The Source.
Affiliated with Supernet.

TIME RATES

- No. 81-1 Eff 6/1/81—Rec'd 5/1/81.
AAA—Mon thru Sat 6-10 am, Mon thru Fri 3-7 pm, Sat 10
am-7 pm.
AA—Mon thru Fri 10 am-3 pm, Mon thru Sun 7 pm-
midnight, Sun 6 am-7 pm.
A—Mon thru Sun midnight-6 am.

6. **SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti
AAA 60 56 52 48 51 48 44 41
AA 56 52 48 44 48 44 41 37
A: 1-min/less, flat 15.00.

WLRS (FM)/WAVG COMBINATION

- No. 1 Eff 10/19/81—Rec'd 10/23/81
AAA—Mon thru Fri 5:30-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat & Sun 5:30 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
EA: AAA AA A B EA: AAA AA A B
1 min 85 70 65 55 30 sec 68 56 52 44

WOBS

1949
NEW ALBANY, IN

Media Code 4 218 5332 6.00 Mid 010603-000
Christian Radio
Box 126, New Albany, IN 47150. Phone 812-944-7781.

2. **REPRESENTATIVES**
Pates/Walton Radio - USA.
1 min rate 1x: 9.00.

WQMF (FM)

1974
JEFFERSONVILLE, IN

Media Code 4 218 5355 7.00 Mid 010604-000
The Other Corporation, Inc.
Box 960, Louisville, KY 40201. Phone 502-589-4400.

2. **REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 85.00.

WRKA (FM)

1966
LOUISVILLE



BLAIR RADIO



Media Code 4 218 5467 0.00 Mid 010605-000
Capitol Broadcasting Corp.
10001 Linn Station Rd., Louisville, KY 40223. Phone 502-
423-9752.

PROGRAMMING DESCRIPTION

WRKA (FM): MUSIC: Adult Contemporary consisting of
60% oldies & 40% current. AIR PERSONALITIES handle
all segments. NEWS: at :52; extra in drivetime at :22;
weather forecasting service reports hrly. SPORTS: re-
ports wkdays at 7:25 & 8:25 am, 4:25 & 5:25 pm, wknds
as needed. Contact Representative for further details.
Rec'd 3/30/81.

1. **PERSONNEL**
General Manager—Joseph B. Koetter.
Sales Manager—Mark Thomas.
Program Director—Lee Tobin.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 21g, 22a, 24a, 25a, 26, 27, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60c, 60g, 60i.
Cancellation: 70c, 71a, 72, 73a, 73g.
Prod. Services: 82.
Affiliated with ABC Direction Radio Network.
Affiliated with Blair Represented Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- No. 6 Eff 7/1/83—Rec'd 11/21/83.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Sat 5:30-10 am, 3-8 pm; Sun 3-8 pm.
B—Mon thru Sun 8 pm-1 am.

6. **SPOT ANNOUNCEMENTS**
HIGH RANGE
— 1 min — — 30 sec —
GRID: AAA AA A AAA AA A
12 ti 82 80 51 66 64 41
18 ti 80 78 49 64 62 39
24 ti 78 74 45 62 59 36

- LOW RANGE
12 ti 70 68 41 56 54 33
18 ti 68 66 39 54 52 31
24 ti 66 62 37 52 50 30
Midnight-5:30 am, frequency doubles with extra expendi-
ture of 10%.
Ad-lib, extra 15%.
Fixed position, extra 20%.

7. PACKAGE PLANS

- TAP—1/3AAA, 1/3AA, 1/3A &/OR 1/3B
— 1 min — — 30 sec —
GRID: 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
High Range 66 62 60 52 49 47
Low Range 57 54 50 46 43 40
Midnight-5:30 am, frequency doubles with extra expendi-
ture of 10%.
Ad-lib, extra 15%.
Fixed position, extra 20%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10%

WTMT

1957
LOUISVILLE



Media Code 4 218 5580 0.00 Mid 010606-000
Jefferson Broadcasting Co., Inc.
162 W. Broadway, Louisville, KY 40202. Phone 502-583-
6200.

2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

WVEZ (FM)

WEZ FM 107

1967
LOUISVILLE



Katz Radio



Media Code 4 218 5625 3.00 Mid 010607-000
Multimedia Radio, Inc.
558 Fourth Ave., Louisville, KY 40202. Phone 502-589-
0107.

PROGRAMMING DESCRIPTION

WVEZ (FM): Programmed for adults & young adults.
MUSIC: Instrumental & vocal arrangements of Con-
temporary & familiar Standards in uninterrupted seg-
ments. NEWS: capsules at :58; business reports M-F
11:58 am & 4:58 pm. COMMERCIAL POLICY: 4 breaks
per hr, max 2 spots per break. Contact Representative
for further details. Rec'd 1/29/85.

1. **PERSONNEL**
General Manager—Joe McDevitt.
Program Director—Mark Strauss.
Sales Manager—Ted Henle.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
ERP 24,500 w. (horiz.), 24,500 w. (vert.); 106.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 670 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47c, 48, 51b.
Comb.: Cont. Discounts: 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
AM facilities: WAKY.
Affiliated with Katz Radio Network.
Affiliated with MBS.
Sold in combination with WAKY. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 5.00 from WAKY/WVEZ (FM) combination.

WXLN (FM)

1974
LOUISVILLE



Media Code 4 218 5647 7.00 Mid 010608-000
Radio 900, Inc.
410 S. Third St., Louisville, KY 40202. Phone 502-583-
4811.
1 min rate 1x: 21.00.

WXVW

1961
JEFFERSONVILLE, IN



Media Code 4 218 5670 9.00 Mid 010609-000
Sunnyside Communications, Inc.
Box 726, Jeffersonville, IN 47130. Phone 812-283-3577.

PROGRAMMING DESCRIPTION

WXVW: MUSIC: classic pop (non-rock) hits from 40-70's,
up to present. NEWS: nat'l & internat'l news; local & reg'l
in AM & PM drive periods; network plus wire service &
local sources. SPORTS: State U football & basketball
plus 70-90 high school football & basketball games
scheduled 99% in evening hrs except state tournament
play in March. Community club awards. COMMERCIAL
POLICY: Max 12 per hr. Contact Representative for
further details. Rec'd 2/10/81.

1. **PERSONNEL**
President—Charles J. Jenkins, Jr.
Operations—G. R. Daugherty.
Program Director—Al Ham.

2. **REPRESENTATIVES**
Regional Reprs Corp.
Shelly Katz Radio Sales, Inc.

3. **FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/2 time only; payable in advance.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 25b, 28b, 28c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.
Member: Indiana Broadcasters Group, Kentucky Radio
Network.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 7/20/84.
6. **SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti
Ea 30 25 21 18
Schedule duplicated midnight-6 am, extra 10%.
12/84

Madisonville

Hopkins County—Map Location D-6
See SRDS Consumer market map and data at beginning of
the state.

WFMW

1949
MADISONVILLE

Mid 010610-000
See SRDS Spot Radio Small Markets Edition.

WKTG (FM)

1949
MADISONVILLE

Mid 010611-000
See SRDS Spot Radio Small Markets Edition.

WTTL

1956
MADISONVILLE

Mid 010612-000
See SRDS Spot Radio Small Markets Edition.

Manchester

Clay County—Map Location J-6
See SRDS Consumer market map and data at beginning of
the state.

WKLW

1981
MANCHESTER

Mid 027788-000
See SRDS Spot Radio Small Markets Edition.

WWXL

1956
MANCHESTER

Mid 010613-000
See SRDS Spot Radio Small Markets Edition.

WWXL-FM

1967
MANCHESTER

Mid 010614-000
See SRDS Spot Radio Small Markets Edition.

Marion

Crittenden County—Map Location C-6
See SRDS Consumer market map and data at beginning of
the state.

WMJL

1967
MARION

Mid 010615-000
See SRDS Spot Radio Small Markets Edition.

Martin

Floyd County—Map Location L-5
See SRDS Consumer market map and data at beginning of
the state.

WMDJ

1982
MARTIN

Mid 029073-000
See SRDS Spot Radio Small Markets Edition.

Mayfield

Graves County—Map Location B-7
See SRDS Consumer market map and data at beginning of
the state.

WXID (FM)

1955
MAYFIELD

WNGO

1947
MAYFIELD



Media Code 4 218 6052 9.00 Mid 010617-000
West Kentucky Broadcasting, Inc.
Paducan Rd., Box 679, Mayfield, KY 42066. Phone 502-
247-5122.

PROGRAMMING DESCRIPTION

WXID (FM)/WNGO: MUSIC: Modern Country. NEWS:
plus weather, sports. Contact Representative for further
details. Rec'd 6/15/83.

continued

KENTUCKY

Mayfield—cont
WXID (FM), WNGO—cont

- PERSONNEL**
 General Manager—Roth Stratton.
 Commercial Manager—Roth Stratton.
- REPRESENTATIVES**
 Gert Bunchez & Associates.
 Regional Reps Corp.
- FACILITIES**
 FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mhz.
 Operating schedule: 5 am-midnight. CST.
 Antenna ht.: 400 ft. above average terrain.
 1,000 w. days; 1320 khz. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
 Simulcast 5:30 am-local sunset.
- AGENCY COMMISSION**
 15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with MBS.
 Affiliated with Gert Bunchez & Associates Group.
 Affiliated with TRN Farm News Network.
 Member: Kentucky Radio Network, Kentucky Network,
 Inc., Farm Service Radio Network.

TIME RATES
 Eff 1/15/85—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	156x
1 min	16.00	14.50	13.00	10.50	9.00
30 sec	13.50	12.50	11.50	9.50	8.50
	12/85				(SMD)

WYMC
 1976
 MAYFIELD

Superstar Country



Media Code 4 218 6075 0.00 Mid 010618-000
 Purchase Sound, Inc.
 Key Bottom Rd., Box V, Mayfield, KY 42066. Phone 502-247-1430.

PROGRAMMING DESCRIPTION
 WYMC: MUSIC: Superstar country format. AIR PERSONALITIES handle all segments; audience participation contests. NEWS: 5-min network at :60, local updates at :30; expanded local news at 6:30, 7, 7:30 am, noon, 4:30, 5 & 10 pm; remote facilities; public affairs program. SPORTS: college & high school; conference tournaments; golf, baseball, fishing reports & auto races. Rec'd 10/21/82.

- PERSONNEL**
 General Manager—Ron Gentry.
 Sales Manager—Jim Moore.
 Program Director—Dawn Sullivan.
- FACILITIES**
 1,000 w.; 1430 khz. Directional.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15% on time.

TIME RATES
 Eff—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS			
	AA A	AA A	AA A
1 min	10 8	30 sec	8 6
			(SMD)

Maysville

Mason County—Map Location J-3
 See SRDS Consumer market map and data at beginning of the state.

WFTM
 1948
 MAYSVILLE

Mid 010619-000
 See SRDS Spot Radio Small Markets Edition.

WFTM-FM
 1966
 MAYSVILLE

Mid 010620-000
 See SRDS Spot Radio Small Markets Edition.

Middlesboro

Bell County—Map Location J-7
 See SRDS Consumer market map and data at beginning of the state.

WFSR
 1976
 HARLAN

Mid 010556-000
 See listing under city of license.

WFXV
 1969
 MIDDLESBORO

Mid 010621-000
 See SRDS Spot Radio Small Markets Edition.

WMIK
 1948
 MIDDLESBORO

Mid 010622-000
 See SRDS Spot Radio Small Markets Edition.

WMIK-FM
 1971
 MIDDLESBORO

Mid 010623-000
 See SRDS Spot Radio Small Markets Edition.

Monticello

Wayne County—Map Location H-7
 See SRDS Consumer market map and data at beginning of the state.

WFLW
 1955
 MONTICELLO

Mid 010624-000
 See SRDS Spot Radio Small Markets Edition.

WKYM (FM)
 1965
 MONTICELLO

Mid 010625-000
 See SRDS Spot Radio Small Markets Edition.

Morehead

Rowan County—Map Location K-4
 See SRDS Consumer market map and data at beginning of the state.

WMOR
 1955
 MOREHEAD

Media Code 4 218 6390 3.00 Mid 010626-000
 Morehead Broadcasting Co., Inc.
 109 West Main, Box 40, Morehead, KY 40351. Phone 606-784-4141.

PROGRAMMING DESCRIPTION
 WMOR: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
 Sta. & Gen'l Mgr—Jim Forrest.
- REPRESENTATIVES**
 Regional Reps Corp.
- FACILITIES**
 1,000 w.; 1330 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with ABC Information Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 10/1/83—Rec'd 10/20/83.

6. SPOT ANNOUNCEMENTS					
PER WK:	1 min	30 sec	15 sec		
1 ti	5.00	3.75	2.50		
25+	4.75	3.50	2.50		
*Contract	4.25	3.00	2.25		
	(*) Minimum 120 spots per mo for 13 wks.				
8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	68.00	40.00	20.00	15.00	10.00
52 x	54.00	32.00	17.50	12.50	9.00
10. SPECIAL FEATURES					
Weathercasts, flat 2.25.					
Paul Harvey—30-sec 5.00; 1-min 7.00.					
	12/85				(SMD)

WMOR-FM
 MOREHEAD

Media Code 4 218 6435 6.00 Mid 010627-000
 Morehead Broadcasting Co., Inc.
 109 West Main St, Box 40, Morehead, KY 40351. Phone 606-784-4141.

- PROGRAMMING DESCRIPTION**
 WMOR-FM: MUSIC: Contemporary Hits/Top 40. Contact Representative for further details. Rec'd 7/25/83.
- PERSONNEL**
 Sta. & Gen'l Mgr—Jim Forrest.
 - REPRESENTATIVES**
 Regional Reps Corp.
 - FACILITIES**
 FM-ERP 3,000 w.; 92.1 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 20 ft. above average terrain.
 - AGENCY COMMISSION**
 None; all rates net to station.

- GENERAL ADVERTISING See coded regulations**
 Affiliated with ABC Information Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 10/1/83—Rec'd 10/20/83.

6. SPOT ANNOUNCEMENTS			
PER WK:	1 min	30 sec	15 sec
1 ti	5.50	4.00	2.75
25+	5.25	3.75	2.75
*Contract	5.00	3.50	2.50
	9 PM-5 AM		
1 ti	4.00	3.00	2.00
25+	3.50	2.50	2.00
*Contract	3.00	2.00	1.50
	(*) Minimum 120 spots per mo for 13 wks.		

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	68.00	40.00	20.00	15.00	10.00
52 x	54.00	32.00	17.50	12.50	9.00
10. SPECIAL FEATURES					
Weathercasts, flat 2.50.					
Paul Harvey—30-sec 5.00; 1-min 7.00.					
	12/85				(SMD)

Morganfield

Union County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WMSK
 1960
 MORGANFIELD
WMSK-FM
 1966
 MORGANFIELD

Media Code 4 218 6480 2.00 Mid 010628-000
 Union County Broadcasting Co., Inc.
 Hwy. 60 S., Box 369, Morganfield, KY 42437. Phone 502-389-1550, 1551.

- PERSONNEL**
 General Manager—Bob W. Hite.
- REPRESENTATIVES**
 Ind., Ohio, Ky. & Southwest—Regional Reps Corp.
 Corlett Associates.
- FACILITIES**
 250 w.; 1550 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.
 FM-ERP 3,000 w.; 95.3 mhz.
 Operating schedule: 5:43 am-10 pm. CST.
 Antenna ht.: 200 ft. above average terrain.
 Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
 None; all rates are net to station.
- GENERAL ADVERTISING See coded regulations**
 Affiliated with MBS.
 Member: Kentucky Radio Network, Kentucky Network,
 Inc., Farm Service Radio Network.

TIME RATES
 No. 3 Eff—Rec'd 10/31/77.

6. SPOT ANNOUNCEMENTS					
	1x	52x	100+	1x	52x
1 min	3.50	3.25	3.00	30 sec	2.75 2.50 2.00
8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	5 min	10 min
1 x	50.00	25.00	15.00	10.00	10.00
52 x	30.00	15.00	10.00	7.50	7.50
100+	25.00	12.50	7.50	5.00	5.00
	12/85				(SMD)

Morgantown

Butler County—Map Location E-6
 See SRDS Consumer market map and data at beginning of the state.

WLBO
 1976
 MORGANTOWN

Mid 010629-000
 See SRDS Spot Radio Small Markets Edition.

Mt. Sterling

Montgomery County—Map Location J-5
 See SRDS Consumer market map and data at beginning of the state.

WMST
 1957
 MT. STERLING

Mid 010630-000
 See SRDS Spot Radio Small Markets Edition.

WMST-FM
 1968
 MT. STERLING

Mid 010631-000
 See SRDS Spot Radio Small Markets Edition.

Munfordville

Hart County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WLOC
 1948
 MUNFORDVILLE
WLOC-FM
 1964
 MUNFORDVILLE

Mid 010632-000
 See SRDS Spot Radio Small Markets Edition.

Murray

Calloway County—Map Location C-7
 See SRDS Consumer market map and data at beginning of the state.

WAAW (FM)
 1967
 MURRAY

Mid 010633-000
 See SRDS Spot Radio Small Markets Edition.

WNBS
 1948
 MURRAY

Mid 010634-000
 See SRDS Spot Radio Small Markets Edition.

WSJP
 1978
 MURRAY

Mid 010635-000
 See SRDS Spot Radio Small Markets Edition.

Neon

Letcher County—Map Location K-6
 See SRDS Consumer market map and data at beginning of the state.

WNKY
 1955
 NEON

Mid 010636-000
 See SRDS Spot Radio Small Markets Edition.

Newport

Campbell County—Map Location H-3
 See SRDS Consumer market map and data at beginning of the state.

See Cincinnati, OH
 (including Covington, Erlanger, Newport, KY;
 Milford, OH)

Nicholasville

Jessamine County—Map Location H-5
 See SRDS Consumer market map and data at beginning of the state.

WNVL
 1961
 NICHOLASVILLE

Mid 010637-000
 See SRDS Spot Radio Small Markets Edition.

SRDS publications
 are designed with you,
 the user, in mind. If you
 have ideas, suggestions,
 or questions about this
 publication, please call
 or write the Editor.
 We welcome your input.

Owensboro

Daviess County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WBKR (FM)

1948
OWENSBORO

Modern Country



Media Code 4 218 7065 0.00 Mid 010638-000
Owensboro Broadcasting Co.
Box 1330, 3121 Frederica St., Owensboro, KY 42301.
Phone 502-683-1558.

PROGRAMMING DESCRIPTION

WBKR (FM): MUSIC: Modern country. NEWS: Network & local at 5, 6, 7, 8 am, noon & 5 pm; agr-news M-F 5:30, 6:30, 7:30, 9:45, 10:45, 11:45 am, 12:30, & 2 pm. SPORTS: NASCAR auto racing. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Manager—Paul Daniel.
Sales Manager—Bob Burns.
Program Director—Bill Love.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 77,000 w. circular polarized; 92.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 427 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 22a, 27, 28c.
Contracts: 40a, 41, 49, 51a.
Comb.; Cont. Discounts: 60c, 60k, 62b, 62d.
Prod. Services: 80, 82.
AM facilities: WOMI.
- TIME RATES**
WBKR (FM)/WOMI COMBINATION
Elif 6/1/83—Rec'd 4/27/83.
AA—Mon thru Sun 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.
- SPOT ANNOUNCEMENTS**
GRID: I II III IV V VI
1 min 70 65 60 55 50 45
30 sec: 80% of 1-min.

WBKR (FM) ONLY
70% of WBKR (FM)/WOMI combination.

- SPECIAL FEATURES**
Agri-Business Programming—Mon thru Fri 5-8:30 am or 11:30-1:30 pm, may specify hour; 1-min 65.00; 30-sec 52.00.
Helming Report Sponsorship—Mon thru Fri 6:30, 9:45 or 11:45 am; 1-min 90.00; 30-sec 72.00.
Helming Adjacencies—1-min 80.00; 30-sec 64.00.

WOMI

1938
OWENSBORO



Media Code 4 218 7110 4.00 Mid 010639-000
Owensboro Broadcasting Co.
3121 Frederica St., Box 1330, Owensboro, KY 42301.
Phone 502-683-1558.

PROGRAMMING DESCRIPTION

WOMI: Programmed for adults. Personality MOR. MUSIC: Adult foreground. TALK: AM drive & eve. NEWS: NBC hrly; 4-person local news/features staff. FARM: Full-time farm dir. SPORTS: University of Kentucky football & basketball Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Manager—Paul Daniel.
Sales Manager—Bob Burns.
Program Director—Keith Sharber.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 22a, 27, 28c.
Contracts: 40a, 41, 49, 51a.
Comb.; Cont. Discounts: 60c, 60k, 62b, 62d.
Prod. Services: 80, 82.
FM facilities: WBKR (FM).
Affiliated with NBC—Talknet.
Affiliated with NBC Radio Network.
Member: Kentucky Network, Inc.
Sold in combination with WBKR (FM). See that listing.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
50% of WBKR (FM)/WOMI combination.

WSTO (FM)

1948
OWENSBORO



Media Code 4 218 7200 3.00 Mid 010640-000
Owensboro-on-the-Air, Inc.
#1 Industrial Dr., Box 1828, Owensboro, KY 42301.
Phone 502-685-2991.

PROGRAMMING DESCRIPTION

WSTO (FM): MUSIC: Popular & Contemporary hits; broadcast in sweeps. NEWS: network & local at :15 & :45; network commentator 7:45 AM, noon. SPORTS: local college basketball, home & away. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray Wettstein.
Ass't Gen'l & Gen'l Sls. Mgr.—Leonard J. Norcia.
- REPRESENTATIVES**
Masla Radio.
Regional Reprs Corp.
- FACILITIES**
ERP 100,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: WVJS.
Affiliated with ABC FM Radio Network.
Member: Kentucky Radio Network.

TIME RATES

No. 18 Elif 9/14/84—Rec'd 10/3/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—Mon thru Sun Midnight-6 am.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 45 44 41 25 39 36 26 21
1 ti 45 44 41 25 39 36 26 21
6 ti 39 37 25 20 36 33 21 17
12 ti 38 36 24 19 34 32 20 16
18 ti 37 34 23 18 33 31 19 14
24 ti 36 33 21 17 32 30 17 13
YR:
360 x 37 34 25 19 32 31 21 16
500 x 34 32 23 17 30 29 19 13
1000 x 32 30 20 14 29 26 17 11
1500 x 31 29 19 12 27 25 16 10
2000 x 29 26 17 11 26 24 14 9

WVJS

1946
OWENSBORO



Media Code 4 218 7290 4.00 Mid 010641-000
Owensboro on the Air, Inc.
Box 1828, 1 Industrial Dr., Owensboro, KY 42301. Phone 502-685-2991.

PROGRAMMING DESCRIPTION

WVJS: MOR/Contemporary; popular, oldies. FARM: farm market reports, farm news. NEWS: local & network news; 8-man local news team; weather; network commentator 7:30 am, noon, 5:05 pm. SPORTS: local high school football & basketball; remote equipment. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray Wettstein.
Ass't Gen'l Mgr./Gen'l Sales Mgr.—Leonard J. Norcia.
- REPRESENTATIVES**
Masla Radio.
Regional Reprs Corp.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1420 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WSTO (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network.

TIME RATES

No. 18 Elif 5/30/83—Rec'd 5/23/83.
AAA—Mon-Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon-Sat 6 am-8 pm; BT.
A—Mon-Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm; Sun all day.
B—Mon-Sun 7 pm-6 am.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 26.50 24.00 22.00 18.00
1 x 26.00 23.00 20.50 18.50
150 x 24.00 22.00 20.00 16.00
360 x 23.00 20.50 17.50 14.00
500 x 21.00 19.00 16.00 12.50
1000 x 19.00 16.50 14.00 10.50
1500 x 18.00 15.00 12.50 10.00
2000 x 16.50 14.00 12.00 9.50

	AAA	AA	A	B
1 x	22.50	20.50	19.00	15.00
52 x	22.00	20.00	18.50	14.00
150 x	20.00	18.50	16.50	13.00
360 x	19.00	16.50	14.00	10.50
500 x	16.50	15.00	12.50	9.00
1000 x	15.50	13.00	10.50	8.50
1500 x	15.00	12.50	10.00	8.00
2000 x	14.00	12.00	9.00	7.00

10 sec: 60% of 1-min.
Sun noon-6 pm, extra 1.50 to A rate.

7. PACKAGE PLANS

	1 min			
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	23.50	22.50	21.00	20.00
AA	21.00	20.00	19.00	17.50
A	19.50	18.00	16.50	15.50
B	15.00	14.00	12.50	11.00

	30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	20.00	19.00	17.50	16.50
AA	18.00	17.00	16.00	14.50
A	16.50	15.50	14.00	12.50
B	12.50	10.50	9.50	8.50

10 sec: 60% of 1-min.
Sun noon-6 pm, A rate plus 1.50.

12/85

Owingsville

Bath County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WKCA (FM)

OWINGSVILLE

Mid 033663-000

See SRDS Spot Radio Small Markets Edition.

Paducah

McCracken County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WDDJ (FM)

1946
PADUCAH



GERT BUNCHEZ & ASSOCIATES

"Z Stereo Rock"



Media Code 4 218 7335 7.00 Mid 010642-000
Paducah Broadcasters, Inc.
1700 N. 8th St., Box 450, Paducah, KY 42001. Phone 502-442-8231.

PROGRAMMING DESCRIPTION

WDDJ (FM): MUSIC: current hits 75%, recurrences & oldies 25%, after 3 pm AOR 50-75%. Rock Concerts every weekend; All music programmed 48 min. 10 min commercials. FARM: items 5-6:15 am. NEWS: 2 min at :33. SPORTS: U football & basketball. Contact Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
Gen'l & Sales Mgr.—E. B. Fritts.
Oper. & Prog. Dir.—Dale Walker.
- REPRESENTATIVES**
Gert Bunchez & Associates.
Ohio, Indiana, Kentucky—Regional Reprs Corp.
- FACILITIES**
ERP 100,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 340 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 24b, 25a, 26, 29a.
Contracts: 42a, 42c, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WPAD.
Affiliated with NBC-The Source.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. J-47 Elif 9/1/83—Rec'd 10/11/83.
AA—Mon thru Fri 6-10 am, 3-7 pm & 7 pm-midnight.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti 50 ti
1 min 16.50 15.00 13.50 14.70 14.15 13.55
30 sec 12.35 11.80 11.20 10.60 10.00 9.45
CLASS A
1 min 14.70 14.15 13.55 12.95 12.35 11.80
30 sec 10.60 10.00 9.45 8.85 8.25 7.65
10 sec: 40% of 1-min.

May be combined with WPAD for frequency discount.

WDXR

1957
PADUCAH



market 4 radio

Unforgettable



Media Code 4 218 7380 3.00 Mid 010843-000
Pollack Communications, Inc.
Box 2250, Paducah, KY 42001. Phone 502-443-1737.

PROGRAMMING DESCRIPTION

WDXR: Programmed to reg'l adult listeners thru community information & entertainment. MUSIC: adult "Unforgettable" MOR. Variety of nostalgia music from 40's, 50's 60's & 70's. AIR PERSONALITIES handle all segments with emphasis on community needs. NEWS: network hrly, regional and state 12 times daily. Business Ag reports 4 times daily. UPL FARM: emphasis in AM & noon drives; Ag weather; commodity grain price reports. SPORTS: complete play-by-play of local high school sports, major league baseball & college football and basketball, NFL football, auto and horse racing. COMMERCIAL POLICY: maximum of 15 min per hr 5:30 am-midnight. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—William H. Pollack.
Sales Coordinator—Gene Willoughby.
Operations Manager—Bill McCarrey.
 - REPRESENTATIVES**
Market 4 Radio.
 - FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
- TIME RATES**
Elif 11/1/84—Rec'd 11/20/84.
- SPOT ANNOUNCEMENTS**
PER WK, ROS: 1 ti 12 ti 18 ti 24 ti
1 min 17.00 15.25 14.25 11.75
30 sec 13.50 11.50 10.00 8.75

WKYQ (FM)

1947
PADUCAH



Media Code 4 218 7425 6.00 Mid 010644-000
Bristol Broadcasting Corp.
Rt. 5 Old Mayfield Rd., Box 2397, Paducah, KY 42001.
Phone 502-554-0093.

PROGRAMMING DESCRIPTION

WKYQ (FM): MUSIC: Variety of modern mass appeal Country, featuring current hits & oldies by original artists w/2 album cuts hrly. NEWS: network commentator 7:30 & 11:30 am; sports commentator 7:25 am; emphasis on 2-person local & reg'l news AM/PM drive; network at :60. FARM: farm news talk show 12:07 pm. FEATURES: tele/talk show 6-6:30 pm, employment service every other hr. Contact Representative for further details. Rec'd 2/17/81.

- PERSONNEL**
Gen'l & Comm'l Mgr.—Buddy Scheerer.
Program Director—Kent King.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 89,000 w.; 93.3 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 71a, 73a.
AM facilities: WKYX.
Affiliated with ABC Information Radio Network.
Affiliated with KBS.
Sold in combination with WKYX. See that listing.

TIME RATES

Deduct 1-min 10.00; 30-sec 8.00 from WKYX/WKYQ (FM) combination.

KENTUCKY

Paducah—cont

WKYX
1946
PADUCAH

Contemporary



Media Code 4 218 7470 2.00 Mid 010645-000
Bristol Broadcasting Corp.
Rt. 5 Old Mayfield Rd., Box 2397, Paducah, KY 42001.
Phone 502-554-8255.

PROGRAMMING DESCRIPTION

WKYX: Programmed for adults 18-50. MUSIC: Adult Contemporary; hits by original artists, current chart material of mass appeal w/influence of oldies from 1965; 9 am-1 pm female appeal artists featured w/gold rush sequences hrly; 2 AIR PERSONALITIES emphasized with 2-persons AM/PM drive, music/talk/news. NEWS: network at :55; local & nat'l news at 6:55, 7:55 am, 3:55, 4:55 & 5:55 pm; headline news 2x/hr in AM/PM drive. Contact Representative for further details. Rec'd 2/17/81.

- PERSONNEL**
Gen'l & Com'l Mgr.—Buddy Scheerer.
Program Director—Frank Carvel.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 500 w. nights; 570 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Combs.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WKYO (FM).
Affiliated with KBS.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

WKYX/WKYO (FM) COMBINATION
Eff 8/1/83—Rec'd 11/7/83.

AAAA—Mon thru Sat 5:30-10 am, 3-8 pm.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 8 pm-midnight.

6. SPOT ANNOUNCEMENTS		1 MINUTE						
GRID:		1	2	3	4	5	6	7
AAAA	65	60	55	50	45	40	35
AAA	60	55	50	45	40	35	30
AA	55	50	45	40	35	30	25
		30 SECONDS						
AAAA	52	48	44	40	36	32	28
AAA	58	44	40	36	32	28	24
AA	44	40	36	32	28	24	20

WKYX only: Deduct 1-min 10.00; 30-sec 8.00 from WKYX/WKYO (FM) combination.

WPAD
1930
PADUCAH



GERT BUNCHEZ & ASSOCIATES

Adult Contemporary



Media Code 4 218 7560 0.00 Mid 010646-000
Paducah Broadcasters, Inc.
1700 N. 8th St., Box 450, Paducah, KY 42001. Phone 502-442-8231.

PROGRAMMING DESCRIPTION

WPAD: MUSIC: Top 30 Adult Contemporary plus oldies. AIR PERSONALITIES handle all segments; emphasis on local news, sports and farm. NEWS: 2-person dept.; local & area at 6:05, 6:30, 7:05, 7:30, 8:05 am, 12:05, 4:05 & 5:05 pm; network at :60. SPORTS: 3 sportscasters, local high school & U basketball & football. FARM: weather hrly; farm items: sat 7:30 am, 11:30 am-12:30 pm & 4-5:30 pm. RELIGIOUS: Sun 5:05-9:30 am. COMMERCIAL POLICY: max 12 minutes/hr. Contact Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward B. Britts.
Oper. & Prog. Dir.—Dale Walker.
- REPRESENTATIVES**
Gert Bunchez and Associates.
Ohio, Indiana, Kentucky—Regional Reps Corp.
- FACILITIES**
10,000 w. days, 1,000 w. nights; 1560 khz. Directional—separate patterns day and night, Stereo.
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 24b, 25a, 26, 29a.
Contracts: 42a, 42c, 47a, 51b, 51c.
Combs.: Cont. Discounts: 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WDDJ (FM).
Affiliated with Gert Bunchez & Associates Group.
Affiliated with Satellite Music Network.
Member: Kentucky Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. D-42 Eff 9/1/83—Rec'd 10/11/83.

AA—Mon thru Fri 5:30-10:00 am, 11:30 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

		CLASS AA					
PER WK:		6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	16.50	15.90	15.30	14.70	14.15	13.55
30 sec	12.35	11.80	11.20	10.60	10.00	9.45
		CLASS A					
1 min	14.70	14.15	13.55	12.95	12.35	11.80
30 sec	10.60	10.00	9.45	8.85	8.25	7.65
10 sec	40% of 1-min.					

May be combined with WDDJ (FM) for frequency discount.

Paintsville

Johnson County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WSIP

1949
PAINTSVILLE
WSIP-FM

1965
PAINTSVILLE



Media Code 4 218 7650 9.00 Mid 010647-000
Big Sandy Broadcasting Co., Inc.
121 Main St., Box 591, Paintsville, KY 41240. Phone 606-789-5311.

PROGRAMMING DESCRIPTION

WSIP: NEWS: UPI, local plus sports. Music. Contact Representative for further details. Rec'd 7/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul G. Fyffe.
Sales Manager—Al Songer.
Operations Manager—C. Michael Fyffe.
- REPRESENTATIVES**
Ind., Ohio, Ky. & Southwest—Regional Reps Corp.
Corlett Associates.
- FACILITIES**
1,000 w. days, 250 w. night; 1490 khz. Non-directional.
Operating schedule: 5:30 am-11 pm, EST.
FM-ERP 34,000 w.; 98.9 mhz.
Operating schedule: Same as AM.
Antenna ht.: 580 ft. above average terrain.
Simulcast 5:30 am-11 pm.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Member: Kentucky Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 12 Eff 8/1/83—Rec'd 7/25/83.

6. SPOT ANNOUNCEMENTS		1 MINUTE							
		1x	13x	26x	52x	104x	156x	260x	312x
1 min	10.50	9.00	8.25	7.50	7.00	6.75	6.50	6.25
30 sec	8.50	7.50	7.00	6.50	6.00	5.75	5.50	5.25
		500x 1000x 2000x							
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.25	
30 sec	5.00	4.75	4.25					

8. PROGRAM TIME RATES		1 hr				
		1 hr	1/2 hr	1/4 hr	5 min	
1 x	80.00	52.00	35.25	17.25	
13 x	73.00	42.00	28.25	14.25	
26 x	65.00	38.50	26.00	12.00	
52 x	62.00	35.00	25.00	11.25	
104 x	59.00	33.25	24.25	11.00	
156 x	53.00	31.00	23.00	10.50	
260 x	22.25	10.00	
312 x	21.00	9.50	
500 x	19.50	9.00	
1000 x	19.00	8.75	
2000 x	18.50	8.50	
		12/85				(SMD)

Paris

Bourbon County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WNCW (FM)

1968
PARIS

See SRDS Spot Radio Small Markets Edition.

WRPZ

1955
PARIS

See SRDS Spot Radio Small Markets Edition.

Pikeville

Pike County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

WDHR (FM)

1973
PIKEVILLE



Media Code 4 218 7785 3.00 Mid 010650-000
East Kentucky Broadcasting Corp.
1240 Radio Dr., Box 2228, Pikeville, KY 41501. Phone 606-432-8103.

- PERSONNEL**
General Manager—Walter E. May.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 6 am-midnight, EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WPKE.
Affiliated with Satellite Music Network.
Member: Kentucky Network, Inc., Kentucky Radio Network.

TIME RATES

No 7 Eff 11/1/84—Rec'd 11/29/84.

6. SPOT ANNOUNCEMENTS		1x				
PER YR:		1x	26x	100x	200x	300+
15 sec	10.50	9.25	7.90	6.65	5.25
30 sec	14.65	12.70	10.65	8.70	6.65
1 min	18.30	15.85	12.90	10.50	8.05
8. PROGRAM TIME RATES		1x				
PER YR:		1x	26x	100x	200x	300+
5 min	30.30	30.00	26.50	22.25	18.00
1/4 hr	92.85	76.70	60.20	42.75	26.30
1/2 hr	175.00	141.40	123.85	88.65	50.40
1 hr	275.00	250.25	209.00	170.50	136.25
		12/85				(SMD)

WLSI

1949
PIKEVILLE

See SRDS Spot Radio Small Markets Edition.

WPKE

1949
PIKEVILLE



Media Code 4 218 7920 6.00 Mid 010652-000
East Kentucky Broadcasting Co.
1240 Radio Dr., Box 2200, Pikeville, KY 41501. Phone 606-437-4051.

- PERSONNEL**
General Manager—Walter May.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WDHR (FM).
Affiliated with KBS and MBS.
Affiliated with Satellite Music Network.
Member: Kentucky Network, Inc., Kentucky Radio Network.

TIME RATES

No. 7 Eff 11/1/84—Rec'd 11/29/84.

6. SPOT ANNOUNCEMENTS		1x				
PER YR:		1x	26x	100x	200x	300+
15 sec	9.45	8.35	7.15	6.05	4.95
30 sec	13.55	11.65	9.85	8.05	6.25
1 min	16.55	14.25	12.05	9.85	7.60
8. PROGRAM TIME RATES		1x				
PER YR:		1x	26x	100x	200x	300+
5 min	29.15	26.15	23.25	19.50	16.70
1/4 hr	86.30	71.25	56.00	40.00	25.50
1/2 hr	157.25	127.00	111.15	83.00	46.50
1 hr	263.00	228.50	190.75	158.75	127.50
		12/85				(SMD)

Pineville

Bell County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WANO

1957
PINEVILLE

See SRDS Spot Radio Small Markets Edition.

WZKO (FM)

1973
PINEVILLE

See SRDS Spot Radio Small Markets Edition.

Pittsburg

Laurel County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WLPQ
1981
PITTSBURG

Adult Contemporary

Media Code 4 218 8077 4.00 Mid 033026-000
O Radio Group, Inc.
Business Office: Box 338, London, KY 40741. Phone 606-878-7711.

PROGRAMMING DESCRIPTION

WLPQ: Target audience adults with general interest in local news & public affairs. NEWS: nat'l PSA's; locally produced community affairs & news. SPORTS: live on cable. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 2/6/84.

- PERSONNEL**
General Manager—Marty Hensley.
Office Manager—Carole Herron.
Program Director—Marty Hensley.
- REPRESENTATIVES**
Jack Bolton Associates.
- FACILITIES**
1,000 w.; 980 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Networks.
Member: Kentucky Network, Inc., Kentucky Agri-Net.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Prestonsburg

Floyd County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

WDOC

1957
PRESTONSBURG



Media Code 4 218 8100 4.00 Mid 010655-000
WDOC, Inc.
Box 309, Prestonsburg, KY 41653. Phone 606-886-2338, 8409.

PROGRAMMING DESCRIPTION

WDOC: MUSIC: country, modern & older. NEWS: network at :60, regional & sports news; weather reports, school closings, severe weather warnings. Community interest programs & public affairs. Contact Representative for further details. Rec'd 3/3/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gormon Collins.
Station Manager—Gormon Collins, Jr.
Program Director—Dennis Walker.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
5,000 w.; 1310 khz. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WOXY (FM).
Affiliated with ABC Entertainment Radio Network PSP
Member: Kentucky Network, Inc., Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 17 Eff 11/1/81—Rec'd 2/5/82.

6. SPOT ANNOUNCEMENTS		1x						
YR:		104x	156x	208x	260x	312x	500x	1000x
1 min	12.50	12.05	11.60	11.10	10.75	10.35	9.65
30 sec	10.00	9.65	9.35	8.85	8.50	8.10	7.80
10 sec	7.55	7.30	7.05	6.75	6		

WQHY (FM)1962
PRESTONSBURG

Media Code 4 218 8210 1.00

Mid 010657-000

WOHY-FM
Box 309, Prestonsburg, KY 41653. Phone 606-886-8409.**PROGRAMMING DESCRIPTION**

WOHY (FM): MUSIC: 50% current top 40; 25% recurrent hits 6-18 mo old; 25% oldies. NEWS: at :54; emphasis on local at 6, 7, 8 am, noon & 5 pm; weather forecasts, school closings, severe weather warnings. SPORTS: reg'l high school, state football & basketball, major league baseball. FEATURES: public affairs & community interest programs & features. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gorman Collins.
Station Manager—Gorman Collins, Jr.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 202 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WDOC.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 17 Eff 11/1/81—Rec'd 2/5/82.

6. SPOT ANNOUNCEMENTS

YR: 10x 15x 20x 26x 31x 50x 100x
1 min 14.40 13.85 13.30 12.75 12.35 11.90 11.00
30 sec 11.35 11.05 10.90 10.10 9.70 9.25 8.95
10 sec 8.65 8.40 8.10 7.80 7.40 7.00 6.60
Preferred time extra 10%.

12/85

(SMD)

PrincetonCaldwell County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.**WPKY**1950
PRINCETON**WPKY-FM**1969
PRINCETON

See SRDS Spot Radio Small Markets Edition. Mid 010658-000

ProvidenceWebster County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**WHRZ (FM)**1976
PROVIDENCE

See SRDS Spot Radio Small Markets Edition. Mid 010659-000

RadcliffHardin County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**WBOL**(formerly WSAC)
1955
FORT KNOX-RADCLIFF

Licensed as a Fort Knox-Radcliff station. See listing under Fort Knox, KY. Mid 010538-000

Renfro ValleyRockcastle County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.**WRVK**1956
RENFRO VALLEY

See SRDS Spot Radio Small Markets Edition. Mid 010660-000

RichmondMadison County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.**WCBR**1970
RICHMOND**WCBR-FM**1972
RICHMOND

Media Code 4 218 8410 7.00

Mid 010661-000

WCBR Radio, Inc.
College Park Shopping Cntr., Box 0, Richmond, KY 40475. Phone 606-623-1295.**PROGRAMMING DESCRIPTION**

WCBR: MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: local, area & nat'l h'ry. SPORTS: UK basketball & football; Cincinnati Reds. Rec'd 10/25/84.

- PERSONNEL**
General Manager—David Humes.
Sales Manager—Jack Farmer.
- FACILITIES**
250 w. days; 1110 khz. Non-directional. Clear channel.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 18 hours daily. EST.
Antenna ht.: 230 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.
Affiliated with Satellite Music Network.
Member: Kentucky Network, Inc.

TIME RATES

No. 10182A Eff 11/1/81—Rec'd 8/23/82.

	BTA		Wkly		Yrly	
	10 ti	25 ti	50 ti	400x	500x	600x
30 sec	8.30	7.10	6.35	8.55	7.05	6.00
1 min	9.50	8.30	7.40	9.75	8.20	7.20
	FIXED					
30 sec	8.90	7.65	6.70	9.20	7.55	6.50
1 min	10.20	8.90	8.00	10.45	8.85	7.75

(SMD)

WEKY1953
RICHMOND

Media Code 4 218 8460 2.00

Mid 010662-000

Radio Richmond, Inc.
Foxhaven Dr., Box 747, Richmond, KY 40475. Phone 606-623-1340.**PROGRAMMING DESCRIPTION**

WEKY: Programmed to college after 8 p.m. MUSIC: Adult Contemporary. NEWS: 7 10-min local newscasts daily; local headlines h'ry; network at :30. SPORTS: 6 updates/day; U & high school football & basketball. FARM: farm news, livestock report, tobacco report, farm weather. Contact Representative for further details. Rec'd 1/21/83.

- PERSONNEL**
Pres. Gen'l & Gen'l Sls Mgr.—Bill Walters.
Farm—Jack Crowner.
- REPRESENTATIVES**
IN, OH, KY & Southwest—Regional Repts Corp.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 6-1 am. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with TRN Farm News Network.
Member: Farm Service Radio Network, Kentucky Radio Network.

TIME RATES

No. 2 Eff 11/1/84—Rec'd 2/4/85.

	1 MINUTE					
	1x	100x	200x	300x	400x	500x
BTA	12.80	11.65	10.70	10.10	9.05	8.35
Specified	15.30	14.00	12.80	12.10	10.90	10.00
	30 SECONDS					
BTA	11.65	10.70	9.65	8.70	8.00	7.20
Specified	14.00	12.80	11.50	10.45	9.65	8.60

	BTA		1 min 30 sec	
	Per wk, 30 ti	Per mo, 30 ti	Per wk, 30 ti	Per mo, 30 ti
7. PACKAGE PLANS	SPECIFIED		11.35	9.80
	SPECIFIED		12.75	11.35

12/85

(SMD)

Russell SpringsRussell County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**WIDS**1982
RUSSELL SPRINGSMid 030228-000
See SRDS Spot Radio Small Markets Edition.**Russellville**Logan County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.**WBVR (FM)**1965
RUSSELLVILLEMid 010663-000
See SRDS Spot Radio Small Markets Edition.**WRUS**1953
RUSSELLVILLE

Media Code 4 218 8550 0.00

Mid 010664-000

Keymarket Communications of Kentucky, Inc.
Box 110, Russellville, KY 42276. Phone 502-726-2471.**PROGRAMMING DESCRIPTION**

WRUS: Programmed for 25-54 age group. AIR PERSONALITIES handle all shows. MUSIC: Modern Country & Country Gold. NEWS: 4 15-min local & state newscasts daily, network. FARM: farm news, agricultural reports & information; tobacco, livestock & grain reports; complete weather at least 3 times daily. SPORTS: university & high school basketball & football; regional & state boys & girls high school basketball tournaments. FEATURES: Remote van available for grand openings, special events, & anniversary remotes. Rec'd 4/16/84.

- PERSONNEL**
General Manager—Chris Pellegrino.
Sales Manager—Hilton Ashby.
- FACILITIES**
2,500 w. days; 610 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WBVR (FM).
Affiliated with TRN Farm News Network.
Member: Farm Service Radio Network.

TIME RATES

Eff 11/1/81—Rec'd 10/22/84.

	AM Drive		Other	
	1 min	30 sec	AM Drive	Other
1 min	9.00	8.00	7.50	6.50

(SMD)

ScottsvilleAllen County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.**WLCK**1957
SCOTTSVILLE

Media Code 4 218 8640 9.00

Mid 010665-000

Target Radio, Inc.
306 E. Main St., Box 158, Scottsville, KY 42165. Phone 502-237-3148.**PROGRAMMING DESCRIPTION**

WLCK: MUSIC: Religious. NEWS: at :60. FARM: news at 6 am & noon. Contact Representative for further details. Rec'd 10/31/84.

- PERSONNEL**
President—J. B. Crawley.
Manager—Danny Tabor.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
500 w. days; 1250 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Member: Farm Service Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/81—Rec'd 10/31/84.

	1x 100x 200-364	
	1 min	30 sec
1 min	4.85	4.45
30 sec	3.80	3.75

	1x 52x 100x		
	1 hr	1/2 hr	1/4 hr
1 hr	60.00	50.00	45.00
1/2 hr	35.00	32.50	30.00
1/4 hr	20.00	17.50	15.00

5 min

1x 100x 364x

8.50 8.25 7.65

(SMD)

WLCK-FM1967
SCOTTSVILLE

Media Code 4 218 8685 4.00

Mid 034874-000

Target Radio, Inc.
306 E. Main St., Box 158, Scottsville, KY 42165. Phone 502-237-3148.**PROGRAMMING DESCRIPTION**

WLCK-FM: MUSIC: Country. NEWS: at :60. FARM: news at 6 am & noon. Contact Representative for further details. Rec'd 10/31/84.

- PERSONNEL**
President—J. B. Crawley.
Manager—Danny Tabor.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w.; 99.3 mhz.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Member: Farm Service Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/81—Rec'd 10/31/84.

	1x 100x 200-364		
	1 min	30 sec	1x 52x 100x
1 min	4.85	4.70	4.45
30 sec	3.80	3.70	3.55

6. SPOT ANNOUNCEMENTS

	1x 52x 100x		
	1 hr	1/2 hr	1/4 hr
1 hr	60.00	50.00	45.00
1/2 hr	35.00	32.50	30.00
1/4 hr	20.00	17.50	15.00

5 min

1x 100x 200-364

8.50 8.25 7.65

12/85

(SMD)

ShelbyvilleShelby County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**WCND**1964
SHELBYVILLE

Media Code 4 218 8730 8.00

Mid 010666-000

WCND, Inc.
Box 248, Shelbyville, KY 40065. Phone 502-633-3814.**PROGRAMMING DESCRIPTION**

WCND: Programmed for 18-54 age group. MUSIC: combination of Modern Country & golden oldies. FARM: 7-county market. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL**
General Manager—Dean Harden.
Assistant Manager—Kathy Yount.
Sales Representative—Vicki Huber.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
250 w.; 940 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.
Affiliated with TRN Farm News Network.
Member: Farm Service Radio Network.

TIME RATES

No. 16 Eff 4/1/83—Rec'd 3/21/83.

	1x 100x (*)		1x 100x (*)	
	1 min	30 sec	1x 100x (*)	1x 100x (*)
1 min	6.85	6.05	5.55	30 sec
30 sec	6.05	5.05	4.50	(*) 350-1000x.

6. SPOT ANNOUNCEMENTS

	1x 100x (*)		
	5 min	1/4 hr	1/2 hr
5 min	11.00	9.00	8.00
1/4 hr	25.00	22.50	19.50

12/85

(SMD)

SomersetPulaski County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.**WSEK (FM)**1964
SOMERSET

Media Code 4 218 8750 6.00

Mid 010667-000

First Radio, Inc.
N. Hwy. 1247, Box 740, Somerset, KY 42501. Phone 606-678-5153.**PROGRAMMING DESCRIPTION**

WSEK (FM): Modern Country. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—G. Nolan Kenner.
Chief Engineer—Kenneth Chestnut.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
ERP 3,000 w.; 96.7 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 215 ft. above average terrain.

continued

KENTUCKY

Somerset—cont

WSEK (FM)—cont

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WSFC.
Affiliated with NBC Radio Network.
Member: Kentucky Radio Network.

TIME RATES

No. G-85 Eff 1/1/85—Rec'd 11/26/84.
AA—6-9 am, noon-1 pm & 4:30-7:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AA					
	1x	13x	26x	52x	104x	
1 min	13.65	13.45	12.10	11.25	10.35	
30 sec	10.95	10.75	9.95	9.20	8.30	
			156x	260x	312x	364x
1 min	9.95	9.75	9.20	7.75		
30 sec		7.60	7.30	6.75	5.90	
CLASS A						
	1x	13x	26x	52x	104x	
1 min	12.20	12.00	10.65	9.75	8.90	
30 sec	9.45	9.30	8.45	7.70	6.80	
			156x	260x	312x	364x
1 min	8.45	8.30	7.70	6.30		
30 sec		6.10	5.80	5.30	4.40	

12/85

(SMD)

WSFC

1947
SOMERSET

Media Code 4 218 8820 700 Mid 010668-000
First Radio, Inc.
N. Hwy. 1247, Box 740, Somerset, KY 42501. Phone 606-678-5151.

PROGRAMMING DESCRIPTION

MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 2/16/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—G. Nolan Kenner.
Chief Engineer—Kenneth Chestnut.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WSEK (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with NBC—Talknet.
Affiliated with TRN Farm News Network.
Member: Kentucky Radio Network, Kentucky Network, Inc., Kentucky Agri-Net.

TIME RATES

No. G-85 Eff 1/1/85—Rec'd 11/26/84.
AA—6-9 am, noon-1 pm & 4:30-7:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AA					
	1x	13x	26x	52x	104x	
1 min	13.65	13.45	12.10	11.25	10.35	
30 sec	10.95	10.75	9.95	9.20	8.30	
			156x	260x	312x	364x
1 min	9.95	9.75	9.20	7.75		
30 sec		7.60	7.30	6.75	5.90	
CLASS A						
	1x	13x	26x	52x	104x	
1 min	12.20	12.00	10.65	9.75	8.90	
30 sec	9.45	9.30	8.45	7.70	6.80	
			156x	260x	312x	364x
1 min	8.45	8.30	7.70	6.30		
30 sec		6.10	5.80	5.30	4.40	

12/85

(SMD)

WTLO

1953
SOMERSET

Media Code 4 218 8820 700 Mid 010669-000
See SRDS Spot Radio Small Markets Edition.

Stanford

Lincoln County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WRSL

1961
STANFORD

Media Code 4 218 8820 700 Mid 010670-000
See SRDS Spot Radio Small Markets Edition.

WRSL-FM

1967
STANFORD

Media Code 4 218 8820 700 Mid 010671-000
See SRDS Spot Radio Small Markets Edition.

Stanton

Powell County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WBFC

1975
STANTON

Media Code 4 218 9135 900 Mid 010672-000
Jerry Wilson
Rt. #3, Box 131, Stanton, KY 40380. Phone 606-663-2888.

PROGRAMMING DESCRIPTION

WBFC: NEWS: UPI, gospel. Rec'd 7/22/81.

1. PERSONNEL
General Manager—Jerry Wilson.

3. FACILITIES
1,000 w.; 1470 khz. Non-Directional.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 9/1/81—Rec'd 7/22/81.

6. SPOT ANNOUNCEMENTS

PER MO:	25 ti 50 ti 75 ti 100 ti			
	1 min	30 sec	15 sec	15 sec
1 min	3.50	3.10	2.90	2.50
30 sec	2.45	2.20	2.00	1.90
15 sec	1.45	1.20	1.10	1.05
PER MO:	125 ti 150 ti 175 ti 200 ti			
	1 min	30 sec	15 sec	15 sec
1 min	2.20	2.00	1.85	1.75
30 sec	1.65	1.50	1.40	1.35
15 sec	1.00	.95	.80	.75
SHORT TERM, DAILY:	6 ti 12 ti 18 ti 24 ti			
	1 min	30 sec	15 sec	15 sec
1 min	3.70	3.30	2.90	2.50
30 sec	2.80	2.50	2.20	1.90
15 sec	1.80	1.50	1.20	1.00

8. PROGRAM TIME RATES

PER WK, EA:	Mon-Fri	Sat-Sun
1/4 hr, 1 ti	9	12
1/2 hr, 1 ti	15	20
5-7 ti, 1/4 hr 7:00; 1/2 hr 10:00.		
1 ti, 1 hr 32:00.		

(SMD)(CR)

WSKV (FM)

1974
STANTON

Media Code 4 218 9135 900 Mid 010673-000
See SRDS Spot Radio Small Markets Edition.

Tompkinsville

Monroe County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WTKY

1960
TOMPKINSVILLE

Media Code 4 218 9135 900 Mid 010674-000
See SRDS Spot Radio Small Markets Edition.

Vanceburg

Lewis County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WKKS

1958
VANCEBURG

Media Code 4 218 9135 900 Mid 010675-000
See SRDS Spot Radio Small Markets Edition.

WKKS-FM

1984
VANCEBURG

Media Code 4 218 9135 900 Mid 035473-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Vancleve

Breathitt County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WMTC

1948
VANCELEVE

Media Code 4 218 9135 900 Mid 010676-000
See SRDS Spot Radio Small Markets Edition.

Versailles

Woodford County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WJMM (FM)

1973
VERSAILLES

Media Code 4 218 9720 800 Mid 010677-000
See SRDS Spot Radio Small Markets Edition.

West Liberty

Morgan County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WLKS

1965
WEST LIBERTY

Media Code 4 218 9720 800 Mid 010678-000
See SRDS Spot Radio Small Markets Edition.

Whitesburg

Letcher County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WTCW

1953
WHITESBURG

Media Code 4 218 9720 800 Mid 010679-000
See SRDS Spot Radio Small Markets Edition.

WXKQ (FM)

1964
WHITESBURG

Media Code 4 218 9720 800 Mid 010680-000
See SRDS Spot Radio Small Markets Edition.

Whitley City

McCreary County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WEQO

1975
WHITLEY CITY

Media Code 4 218 9720 800 Mid 010681-000
See SRDS Spot Radio Small Markets Edition.

Wickliffe

Ballard County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WBCE

1981
WICKLIFFE

Media Code 4 218 9720 800 Mid 010682-000
See SRDS Spot Radio Small Markets Edition.

Williamsburg

Whitley County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WEKC

1981
WILLIAMSBURG

Media Code 4 218 9720 800 Mid 029486-000
See SRDS Spot Radio Small Markets Edition.

WEZJ

1959
WILLIAMSBURG

Media Code 4 218 9720 800 Mid 010683-000
See SRDS Spot Radio Small Markets Edition.

Winchester

Clark County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WFMI (FM)

1981
WINCHESTER

Media Code 4 218 9720 800 Mid 010684-000
See listing under Lexington, KY.

WWKY

1954
WINCHESTER



Media Code 4 218 9720 800 Mid 010685-000
WWKY, Inc.
53 S. Main St., Winchester, KY 40391. Phone 606-744-2864.

PROGRAMMING DESCRIPTION
WWKY: Programmed for adults 25+. MUSIC: Contemporary Country w/AIR PERSONALITIES. NEWS: network hrly; local 2x/hr; local weather 4x/hr. FARM: market reports & features early AM & midday. SPORTS: high school & U football & basketball. Rec'd 1/26/84.

1. PERSONNEL
Operations Manager—Dan Shouse.
News Director—Kim Allen.
Sales Manager—Shirley Hopper.

3. FACILITIES
1,000 w.; 1380 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
Member: Kentucky Network, Inc., Kentucky Agri-Net, Kentucky Radio Network.

TIME RATES
Eff—Rec'd 1/26/84.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min 9.00 8.00 7.50 30 sec 7.00 6.50 6.00
DISCOUNT

13 wk—10%.

(SMD) (A)

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500
•	△	◻	◻	◻	◻	◻	◻
CITY POPULATION SRDS Consumer Market Data							
With Daily Media.							

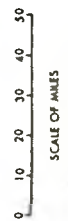
Symbols Designate Types of Media.

★ Newspaper ⚡ Radio ⊕ Television

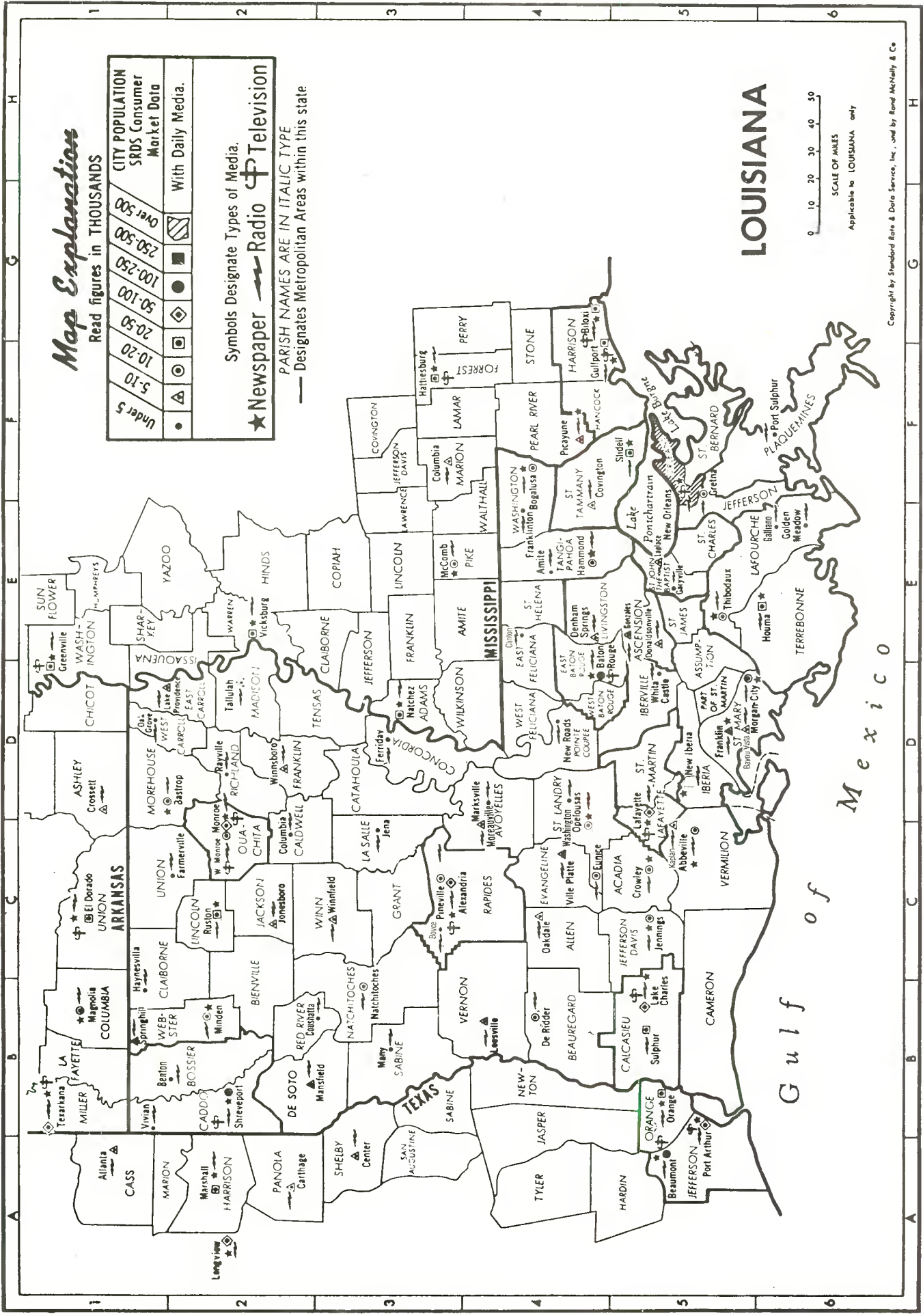
PARISH NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

LOUISIANA



Applicable to LOUISIANA only



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The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Alexandria—Rapides		Baton Rouge—East Baton Rouge		Bossier City—Bossier Houma—Terrebonne		Kenner—Jefferson Lafayette—Lafayette		Lake Charles—Calcasieu Monroe—Ouachita		New Orleans—Orleans		Shreveport—Caddo		Thibodaux—Lafourche								
Estimates for:		Gross Household Income—1984								Retail Sales—1984						Passenger Cars			Black Pop.		Spanish Pop.	
STATE	COUNTY—Map Loc.	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales—Per Household (\$)		By Selected Store Types						4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	
City	Metropolitan Area				14999	34999	49999	50000 and over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
LOUISIANA STATE TOTALS																						
		4,476.8	1,516.59	44,066.822	29,057	35.0	35.1	15.6	14.4	22,071,159	14,553	4,803,403	755,497	3,224,973	1,047,205	1,122,278	3,742,393	1,955,445	2,430.07	1,296.9	106.05	
ACADIA C-5		59.2	19.18	499,273	26,031	39.6	35.7	14.2	10.5	267,590	13,952	58,898	9,409	39,951	12,540	13,160	45,253	23,812	32.30	10.4	.70	
ALLEN C-4		21.8	7.47	161,514	21,622	45.3	34.4	13.6	6.7	101,046	13,527	22,434	3,626	15,335	4,690	4,839	17,053	9,022	12.35	4.5	.20	
ASCENSION E-5		55.8	17.43	528,309	30,310	28.9	32.4	23.5	15.3	267,811	15,365	57,468	8,859	38,081	12,899	14,169	45,557	23,599	31.63	12.5	1.22	
ASSUMPTION D-5		23.4	6.93	169,081	24,398	37.6	38.1	14.7	9.5	97,116	14,014	21,347	3,404	14,462	4,558	4,796	16,429	8,637	10.97	7.4	.55	
AVOYELLES D-4		43.4	14.36	286,971	19,984	51.2	33.8	8.7	6.4	181,981	12,673	41,154	6,813	28,583	8,269	8,208	30,577	16,366	22.66	11.1	.60	
BEAUREGARD B-4		32.9	10.67	262,549	24,606	39.5	37.5	13.4	9.6	148,346	13,903	32,685	5,229	22,191	6,944	7,273	25,081	13,206	19.99	5.3	.35	
BIENVILLE B-2		16.9	6.08	126,591	20,821	48.4	33.3	11.4	6.9	79,625	13,096	17,834	2,916	12,285	3,659	3,708	13,410	7,134	9.92	7.1	.18	
BOSSIER B-2		88.2	29.47	838,155	28,441	29.9	45.2	16.4	8.5	437,109	14,832	94,658	14,785	63,263	20,850	22,544	74,201	38,653	52.85	16.6	1.87	
Bossier City		54.0	18.26	475,877	26,061					262,626	14,387	57,333	9,056	38,602	12,419	13,235	44,499	23,296	31.47	8.1	1.40	
CADDO B-2		266.4	96.68	2,980,200	30,825	35.2	37.2	14.0	13.6	1,403,490	14,517	305,650	48,119	205,337	66,543	71,227	237,940	124,378	156.17	100.5	3.57	
Shreveport		213.9	78.30	2,319,580	29,624					1,118,380	14,283	244,615	38,741	164,983	52,776	56,045	189,413	99,277	118.23	88.6	2.89	
Shreveport Metro Area		354.5	126.15	3,818,350	30,268	32.2	38.0	15.7	14.1	1,840,600	15,591	400,308	62,903	268,600	87,394	93,771	312,141	163,030	208.87	117.6	5.42	
CALCASIEU B-5		178.4	60.77	1,996,230	32,849	30.4	37.9	17.6	14.1	947,052	15,684	202,508	31,061	133,747	45,783	50,586	161,232	83,341	110.07	33.7	2.38	
Lake Charles		75.0	26.73	789,561	29,538					396,821	14,846	85,913	13,414	57,406	18,934	20,480	67,366	35,087	43.98	27.2	1.14	
Lake Charles Metro Area		178.4	60.77	1,996,230	32,849	25.6	35.1	20.8	18.5	947,052	15,584	202,508	31,061	133,747	45,783	50,586	161,232	83,341	110.07	38.7	2.38	
CALDWELL C-2		11.5	4.20	88,036	20,961	51.3	33.5	8.9	6.4	52,909	12,597	11,986	1,989	8,338	2,399	2,372	8,886	4,762	6.72	2.1	.17	
CAMERON B-5		10.0	3.25	98,334	30,257	31.4	35.8	17.2	15.6	48,023	14,776	10,411	1,629	6,966	2,288	2,469	8,150	4,248	6.43		.19	
CATAHOULA D-3		12.4	4.14	105,900	25,580	46.6	30.8	10.9	11.7	55,518	13,410	12,358	2,004	8,467	2,569	2,637	9,364	4,962	7.25	3.2	.07	
CLAIBORNE C-2		17.4	6.25	152,366	24,379	43.8	31.9	13.8	10.6	86,121	13,779	19,024	3,054	12,946	4,020	4,189	14,552	7,674	9.76	8.1	.19	
CONCORDIA D-3		23.4	7.78	165,707	21,299	47.7	33.7	12.0	6.5	102,472	13,171	22,916	3,739	15,764	4,717	4,796	17,264	9,175	12.67	8.2	.17	
DE SOTO B-2		27.3	9.59	267,439	27,887	40.3	31.5	14.1	14.1	134,644	14,040	29,584	4,715	20,035	6,322	6,657	22,780	11,973	15.12	12.3	.40	
EAST BATON ROUGE																						
D-4		404.7	139.17	4,533,050	32,572	35.1	34.9	14.9	15.1	2,122,430	15,251	456,331	70,549	302,945	102,018	111,687	360,887	187,167	241.33	126.8	6.97	
Baton Rouge		229.8	83.63	2,466,160	29,489					1,203,660	14,393	262,727	41,492	176,868	56,928	60,683	203,953	106,762	132.84	83.1	4.16	
Baton Rouge Metro Area		548.9	184.46	5,848,940	31,708	28.7	34.3	19.4	17.6	2,808,250	15,224	604,059	93,449	401,188	134,918	147,590	477,450	247,688	326.46	152.8	9.36	
Area		11.6	3.58	71,079	19,854	59.9	24.3	7.2	8.6	43,907	12,265	10,026	1,680	7,021	1,972	1,915	7,360	3,964	4.85	7.1	.27	
EAST CARROLL D-2		19.7	5.33	140,588	26,377	35.1	37.5	15.8	11.6	76,656	14,382	16,739	2,645	11,273	3,624	3,860	12,988	6,800	9.31	9.6	.28	
EAST FELICIANA E-4		34.4	11.72	256,338	21,872	49.0	33.0	11.2	6.8	153,379	13,087	34,369	5,623	23,684	7,044	7,132	25,829	13,744	18.80	8.3	.57	
EVANGELINE C-4		24.6	8.30	149,471	18,009	57.2	30.5	7.4	4.8	101,251	12,199	23,162	3,890	16,244	4,539	4,389	16,965	9,147	13.28	7.9	.16	
FRANKLIN C-2		18.1	6.33	123,762	19,552	44.8	35.8	10.0	5.8	81,526	12,879	18,350	3,019	12,693	3,725	3,736	13,714	7,318	11.22	3.1	.17	
IBERIA D-5		67.2	21.20	773,236	36,473	24.1	33.2	21.3	21.5	336,315	15,864	71,592	10,909	47,082	16,334	18,181	57,315	29,546	35.78	18.6	2.46	
IBERVILLE D-5		33.3	10.08	274,296	27,212	38.8	31.6	16.9	12.7	143,854	14,271	31,469	4,985	21,227	6,787	7,206	24,363	12,770	15.75	16.0	.82	
JACKSON C-2		18.0	6.41	129,310	20,173	48.8	33.8	11.9	5.5	83,619	13,045	18,755	3,072	12,935	3,836	3,876	14,078	7,496	10.11	5.7	.12	
JEFFERSON E-5		510.8	176.61	5,932,230	33,589	17.2	38.0	22.6	22.2	2,779,160	15,736	592,830	90,608	390,635	134,692	149,416	473,401	244,342	293.45	70.8	24.46	
Kenner		82.5	26.36	983,355	37,305					431,827	16,382	91,208	13,737	59,531	21,142	23,828	73,721	37,824	46.72	11.7	6.25	
JEFFERSON DAVIS																						
C-5		33.7	11.00	295,320	26,847	36.1	35.8	17.1	10.9	158,254	14,387	34,544	5,456	23,255	7,485	7,978	26,815	14,037	18.97	6.4	.51	
LAFAYETTE C-5		168.2	57.13	2,359,840	41,306	26.4	32.3	17.4	23.9	923,880	16,172	195,755	29,623	128,161	45,087	50,561	157,611	81,020	100.61	34.0	4.17	
Lafayette		87.3	30.76	1,184,710	38,515					477,229	15,515	102,164	15,696	67,548	23,043	25,411	81,225	42,015	50.40	24.1	2.22	
Lafayette Metro Area		213.2	70.56	2,729,310	38,681	24.0	31.6	19.0	25.4	1,121,010	15,887	238,561	36,335	156,840	54,463	60,650	191,055	98,470	123.03	48.5	4.86	
LAFOURCHE E-6		89.0	27.68	915,694	33,081	31.9	35.9	15.7	16.3	426,990	15,426	91,529	14,089	60,592	20,589	22,655	72,653	37,611	47.83	9.8	1.77	
Thibodaux		16.9	5.28	168,147	31,846					77,341	14,648	15,795	2,634	11,254	3,678	3,957	13,121	6,846	8.00	4.3	.30	
LA SALLE C-3		18.8	6.78	144,012	21,241	47.0	35.3	12.3	5.3	88,963	13,121	19,918	3,255	13,715	4,090	4,148	14,984	7,969	11.79	1.8	.09	
LINCOLN C-2		42.4	13.38	335,480	25,073	40.8	33.8	13.8	11.5	185,188	13,841	40,850	6,545	27,763	8,658	9,047	31,302	16,493	23.08	15.6	.47	
LIVINGSTON E-4		68.1	21.64	595,521	27,519	29.0	40.1	19.7	11.1	323,406	14,945	69,896	10,866	46,627	15,460	16,774	54,925	28,576	42.87	4.6	.78	
MADISON D-2		16.6	5.45	89,405	18,239	62.9	25.9	5.9	5.3	64,977	11,922	14,968	2,536	10,559	2,888	2,745	10,868	5,887	7.19	9.7	.31	
MOREHOUSE D-1		36.1	12.17	234,010	19,228	54.2	30.0	9.4	6.4	154,622	12,705	34,943	5,780	24,256	7,032	6,990	25,985	13,802	19.00	14.5	.35	
NATCHITOCHE B-3		42.4	14.29	312,388	21,861	46.8	33.9	11.4	7.9	189,242	13,243	42,265	6,884	29,040	8,725	8,894	31,893	16,936	22.23			

LOUISIANA

LOUISIANA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-009
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

LOUISIANA STATE GROUP

Comprised of Non-Interconnected Stations

KDBS—Alexandria	KJEF/KJEF-FM—Jennings
KRRV (FM)—Alexandria	KLPL—Lake Providence
KTRY—Bastrop	KLPL-FM—Lake Providence
KTRY-FM—Bastrop	KWLA—Many
WBOX—Bogalusa	KASO—Minden
WIKC—Bogalusa	KNIR—New Iberia
KCTO—Columbia	KCLF—New Roads
KCTO-FM—Columbia	KGBM-FM—Oakdale
KRRP—Couchatta	KAGY—Port Sulphur
KSIG—Crowley	KXLA—Rayville
WLBI—Denham Springs	KRUS—Ruston
KDLA—DeRidder	KBCL—Shreveport
KEAS—DeRidder	KEVI (FM)—Shreveport
KEUN—Eunice	WSDL—Slidell
KTDL—Farmerville	KBYO (FM)—Tallulah
KWJM (FM)—Farmerville	KZZM—Tallulah
KFNV—Ferryday	KVPI—Ville Platte
KFNV-FM—Ferryday	KMAR/KMAR-FM—Winnsboro
WSLG—Gonzales	
WTGI (FM)—Hammond	
KLVU—Haynesville	
KCKW/KJNA (FM)—Jena	

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station lineup.

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC.

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

LOUISIANA AGRI-NEWS NETWORK

LN LOUISIANA NETWORK

Comprised of Interconnected Stations by Satellite

KSYL—Alexandria	KXXW—Lafayette
KOID (FM)—Alexandria	KLCL—Lake Charles
Alexandria	KLPL—Lake Providence
KJBS—Bastrop	KLPL-FM—Lake Providence
KVOB—Bastrop	WCKW (FM)—LaPlace
WBOX—Bogalusa	KWLA—Many
WOCK (FM)—Clinton	KMLB—Monroe
KCTO—Columbia	KLIL (FM)—Moreauville
KRRP—Coushatta	WWL—New Orleans
KSIG—Crowley	KCLF—New Roads
KDLA—DeRidder	KICR, Oakdale
KEAZ (FM)—DeRidder	KICR-FM—Oakdale
KPCH (FM)—Dubach/Ruston	KWCL—Oak Grove
KJJB-FM—Eunice	KWCL-FM—Oak Grove
KTDL—Farmerville	KPCH (FM)—Ruston
KWJM (FM)—Farmerville	KRMD/KRMD-FM—Shreveport
KFNV—Ferryday	KTQQ (FM)—Sulphur
KFNV-FM Ferryday	KXOR (FM)—Thibodaux
KFRA/KFRA-FM—Franklin	KVPI—Ville Platte
WFCG—Franklinton	KVPI-FM—Ville Platte
WKJN (FM)—Hammond	KNEK—Washington
KLVU—Haynesville	KSMI (FM)/KKAY—White Castle
KHOM (FM)—Houma	KMAR/KMAR-FM—Winnsboro
KCKW/KJNA (FM)—Jena	
Jena	
KJEF/KJEF-FM—Jennings	

Media Code 4 219 0063 0.00 Mid 010688-000
Business Office: 263 Riverside Mall, Baton Rouge, LA 70801. Phone 504-383-8695.

PROGRAMMING DESCRIPTION

LOUISIANA AGRI-NEWS NETWORK: NEWS: 15 min at 6:05 am; emphasis state & nat'l agriculture, commodity/livestock markets & analysis of market performance & future trends; state weather info w/emphasis on effects on crops & livestock. EARLY AGRI-WEATHER: 3 min at 6:35 am, state weather & extended outlook. MID-MORNING AGRI-WEATHER: 3 min at 8:35 am, updated state forecast. MARKET UPDATE: 3 min at 10:35 am & 3:35 pm, livestock & commodity markets on early report from nation's markets. MID-DAY AGRI-WEATHER: 3 min at 11:35 am; state forecast for today & tomorrow. STATE AGRI-NEWS: 5 min at 12:15 pm, updates, commodity & livestock markets & market trends for remainder of trading day; breaking news of state & nat'l agriculture during AM hrs. MARKET UPDATE: 3 min at 10:35 am & 3:35 pm, report on day's opening & closing prices at commodity & livestock exchanges. LATE AGRI-WEATHER: 3 min at 4:35 pm, state weather. Contact Representative for further details. Rec'd 11/21/83.

1. PERSONNEL

Farm Director—Reginal Wallace.
Pres. & Nat'l Sales Mgr.—Tim Patton.
Regional Sales Manager—Steve Davenport.
Manager Affiliate Relations—Don Molino.

2. REPRESENTATIVES

Logue Farm Media.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff 10/1/84—Rec'd 11/7/84.

6. SPOT ANNOUNCEMENTS

1 min 310 30 sec 248

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Rx:

For best results, use only as directed. Use the most current SRDS editions for efficient planning and buying.

THE LOUISIANA NETWORK

LN LOUISIANA NETWORK

Comprised of Interconnected Stations by Satellite

KOID (FM)—Alexandria	KLPL-FM—Lake Providence
KSYL—Alexandria	WCKW (FM)—LaPlace
KJBS (FM)—Bastrop	KVVP (FM)—Leesville
KVOB—Bastrop	KDXI—Mansfield
WBOX—Bogalusa	KJVC (FM)—Mansfield
WQCK (FM)—Clinton	KWLA—Many
KCTO—Columbia	KASO—Minden
KRRP—Coushatta	KASO-FM—Minden
WARR—Covington	KMLB—Monroe
KSIG—Crowley	KLIL (FM)—Moreauville
KEAZ (FM)—De Ridder	Moreauville
KDLA—De Ridder	KQKI-FM—Morgan City
KSMI (FM)—Donaldsonville	WWL—New Orleans
KPCH (FM)—Dubach/Ruston	KCLF—New Roads
KJJB-FM—Eunice	KOXL (FM)—New Roads
KRRP—Coushatta	KICR—Oakdale
KWJM (FM)—Farmerville	KICR-FM—Oakdale
KFNV—Ferryday	KWCL—Oak Grove
KFNV-FM—Ferryday	WVCL-FM—Oak Grove
KFRA/KFRA-FM—Franklin	KRMD/KRMD-FM—Shreveport
WFCG—Franklinton	KBSF—Springhill
KLEB—Golden Meadow	KTCC (FM)—Springhill
WKJN (FM)—Hammond/Baton Rouge	KTQQ (FM)—Sulphur
KLVU—Haynesville	KXOR (FM)—Thibodaux
KHOM (FM)—Houma	KVPI—Ville Platte
KCKW/KJNA (FM)—Jena	KVPI-FM—Ville Platte
Jennings	KNEK—Washington
KXXW—Lafayette	KVCL-FM—Winfield
KLPL—Lake Providence	KMAR/KMAR-FM—Winnsboro

Media Code 4 219 0077 0.00 Mid 010687-000
Business Office: 263 Riverside Mall, Baton Rouge, LA 70801. Phone 504-383-8695.

PROGRAMMING DESCRIPTION

THE LOUISIANA NETWORK: NEWS: 13 hr daily M-F; Sat 6-noon; news gathered by news staff, capitol correspondents & affiliate stations. Washington correspondent covers state's congressional delegation; state sports programs 3x/daily M-F. Rec'd 8/25/83.

1. PERSONNEL

Pres. & Nat'l Sales Mgr.—Tim Patton.
Regional Sales Manager—Steve Davenport.
Manager Affiliate Relations—Don Molino.
News Director—Beverly Lauren Joachim.
Office Manager—Lou Gaspard.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 10/1/84—Rec'd 11/7/84.
AAA—Mon thru Fri 6:25-10 am.
AA—Mon thru Fri 10 am-7 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA	313 293 273 253 238 221	
AA	259 249 239 210 202 194	

Addition of WWL, extra 1-min 44.00; 30-sec 34.00.

PROGRESSIVE FARMER NETWORK LOUISIANA GROUP



Business Office: Brown Bldg., Main St., Box 2000, Starkville, MS 39759. Phone 601-324-0949.
See listing under Regional Radio Networks and Groups.

(CR-5)

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

SOUTHERN STATES NETWORK

SOUTHERN STATES NETWORK

Comprised of Interconnected Stations by Satellite

KALB—Alexandria	KNAN (FM)—Monroe
WFMF (FM)—Baton Rouge	KMRC—Morgan City
WJBO—Baton Rouge	WQNZ (FM)—Natchez MS
WIKC—Bogalusa	KDBH (FM)—Natchitoches
WOCK (FM)—Clinton	KNOC—Natchitoches
KCTO—Columbia	KNIR—New Iberia
KCTO-FM—Columbia	WSMB—New Orleans
KSIG—Crowley	KWCL—Oak Grove
KSMI (FM)/KKAY—Donaldsonville/White Castle	KWCL-FM—Oak Grove
KEUN—Eunice	KWKH—Shreveport
KFNV-FM—Ferryday	WSDL—Slidell
WKQT—Garyville	KBSF—Springhill
WFPF—Hammond	KTCC (FM)—Springhill
WHMD (FM)—Hammond	KTOQ (FM)—Sulphur/Lake Charles
KHOM (FM)—Houma	KBYO (FM)—Tallulah
KVOC—Lafayette	KTIB—Thibodaux
KVVP (FM)—Leesville	KVPI (FM)—Ville Platte
KJVC (FM)—Mansfield	KSMI (FM)/KKAY—White Castle
KAPB—Marksville	
KWLB (FM)—Marksville	

Media Code 4 219 0087 9.00 Mid 034066-000
Business Office: 444 Florida St, Box 496, Baton Rouge, LA 70821. Phone 504-383-5271.

PROGRAMMING DESCRIPTION

SOUTHERN STATES NETWORK: NEWS: 2x hrly, 6 am-11 pm M-Sat & 7 am-11 pm Sun; 14-person staff; special events reported live. SPORTS: up-to-date nat'l & reg'l updates 6x/day plus LA State U play-by-play. FARM: 4x/day, incl commodity markets, weather, interviews, trends; research & development w/Doug Thomas. Contact Representatives for further details. Rec'd 9/26/84.

1. PERSONNEL

Manager—Larry Griffith.
News Director—Don Grady.
Sports Director—Bill Wagy.
Sales Manager—Dennis Gros.
Coordinator—Rick Logan.

2. REPRESENTATIVES

Blair Radio.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Blair Represented State Networks.

TIME RATES

Eff 10/1/84—Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS

Ea	1 min 30 sec	295 240
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For guaranteed specific, extra 10%.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Abbeville

Vermillion Parish—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KASC (FM)

1974
ABBEVILLE

Country Music



Media Code 4 219 0097 8.00 Mid 010688-000
Abbeville Broadcasting Service, Inc.
Hwy. 167 N., Box 610, Abbeville, LA 70510. Phone 318-893-2531.

PROGRAMMING DESCRIPTION

KASC (FM): MUSIC: Country. NEWS: plus sports. Rec'd 3/22/83.

1. PERSONNEL

General Manager—Garland Bernard.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 304 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KROF.

TIME RATES

No. 7 Eff 8/1/84—Rec'd 11/27/84.

6. SPOT ANNOUNCEMENTS
GUARANTEED/DRIVE TIME, 6-9 AM, 11 AM-1 PM & 4-6 PM—1 MINUTE

Per mo	15.00	14.70	14.40	14.10	13.80
3 mo+	13.80	13.50	13.20	12.90	12.60

30 SECONDS

1 mo	12.60	12.30	12.00	11.70	11.40
3 mo+	11.40	11.10	10.80	10.50	10.20

ROS—1 MINUTE

Per mo	12.50	12.25	12.00	11.75	11.50
3 mo+	11.50	11.25	11.00	10.75	10.50

30 SECONDS

Per mo	10.50	10.25	10.00	9.75	9.50
3 mo+	9.50	9.25	9.00	8.75	8.50

(SMD)

LOUISIANA

Abbeville—cont

KROF

1948
ABBEVILLE



Media Code 4 219 0105 9.00
Abbeville Broadcasting Service, Inc.
Hwy. 167 N., Box 610, Abbeville, LA 70510. Phone 318-893-2531.



Mid 010689-000

PROGRAMMING DESCRIPTION

KROF: MUSIC: Urban Contemporary. NEWS: emphasis state & local; sports. Rec'd 11/29/83.

- PERSONNEL
General Manager—Garland Bernard.
- FACILITIES
1,000 w.; 960 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
FM facilities: KASC (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 13 Eff 8/1/84—Rec'd 11/27/84.

- SPOT ANNOUNCEMENTS
GUARANTEED/DRIVE TIME, 6-9 AM, 11 AM-1 PM, 4-6 PM—1 MINUTE

	1 ti	10 ti	20 ti	40 ti	60+
Per mo	14.40	14.10	13.80	13.50	13.20
3 mo+	13.20	12.90	12.60	12.30	12.00
- 30 SECONDS

Per mo	12.00	11.70	11.40	11.10	10.80
3 mo+	10.80	10.50	10.20	9.90	9.60
- ROS—1 MINUTE

Per mo	12.00	11.75	11.50	11.25	11.00
3 mo+	11.00	10.75	10.50	10.25	10.00
- 30 SECONDS

Per mo	10.00	9.75	9.50	9.25	9.00
3 mo+	9.00	8.75	8.50	8.25	8.00
- PARTICIPATING PROGRAMS
Dr. Boogie Live—Sat & Sun 1-6 pm: 30-sec 12.00; 1-min 14.40.

(SMD)

Alexandria

(including Pineville, Tioga)

Rapides Parish—Map Location C-4

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALB

1935
ALEXANDRIA



Katz Radio



Media Code 4 219 0210 7.00
Alexandria Broadcasting Company, Inc.
Box 471, 601 Washington St., Alexandria, LA 71301.
Phone 318-443-2543, TWX, 510-445-5308.

PROGRAMMING DESCRIPTION

KALB: MUSIC: C & W with farm interest programs 4-7 am & 12N-1 pm. NEWS: at :30 with features at :25. Contact Representative for further details. Rec'd 6/23/80.

- PERSONNEL
General Manager—Bruce Rainey.
Station Manager—Rick Stevens.
- REPRESENTATIVES
Katz Radio.
- FACILITIES
5,000 w. days; 1,000 w. nights; 580 khz. Directional nights.
Operating schedule: 4 am-midnight. CST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 12c, 13c, 14e, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KTIZ (FM).
Affiliated with Satellite Music Network.
Member: Southern States Network.

TIME RATES

No. 1 Eff 3/15/82—Rec'd 3/15/82.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 10 am-noon & 1-7 pm; Sat 10 am-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	35	21	17
30 sec	21	17	10

KALB/KTIZ (FM) COMBINATION

No. 1 Eff 3/15/82—Rec'd 4/29/82.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 10 am-7 pm.

A—All other times.

	AAA	AA	A
1 min	48	35	24
30 sec	32	28	19

10. SPECIAL FEATURES

FARM—MON THRU FRI 5-7:30 AM & NOON-1 PM

GRID: I II III GRID: I II III

1 min 40 35 30 30 sec 32 28 24

KBCE (FM)

1982
BOYCE

Adult Black

Other Office: 806 Broadway, Alexandria, LA 71301.
See listing under city of license.

Mid 027815-000

KDBS

1953
ALEXANDRIA

"Adult Contemporary"



Media Code 4 219 0315 4.00
KDBS, Inc.
1515 Jackson St., Box 591, Alexandria, LA 71301. Phone 318-443-7454.

PROGRAMMING DESCRIPTION

KDBS: MUSIC: Adult Contemporary, Contemporary Gold. NEWS: in-depth local coverage plus sports & weather. FEATURES: interviews & issues M-F noon. Contact Representative for further details. Rec'd 8/30/84.

- PERSONNEL
General Manager—Irving Ward-Steinman.
Sales Director—Jack Sharp.
- REPRESENTATIVES
Savalli & Schutz, Inc.
- FACILITIES
1,000 w.; 1410 khz. days. Nondirectional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 25a, 26, 28c, 29b, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KRRV (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 8 Eff 1/1/83—Rec'd 8/30/84.

Eff—Rec'd 8/30/84.

- SPOT ANNOUNCEMENTS
MON THRU SAT 6 AM-6:30 PM

	1 ti	12 ti	18 ti	24 ti
1 min	13.00	12.50	12.00	11.50
30 sec/less	10.40	10.00	9.60	9.20

KDBS/KRRV COMBINATION

	1 ti	12 ti	18 ti	24 ti
1 min	27.00	26.00	25.00	24.00
30 sec/less	21.00	20.00	19.00	18.00

KISY (FM)

1984
TIOGA



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 219 0262 8.00
Cavaness Broadcasting, Inc.
92 W. Shamrock St., Pineville, LA 71360. Phone 318-445-5306.
Mailing Address: Box 1750, Tioga, LA 71477.

PROGRAMMING DESCRIPTION

KISY (FM): Target audience 18-49. MUSIC: mix of present interspersed with hits from past 15 yrs. FEATURES: special wknd programming with emphasis on Gold & Sat night Oldies show; 2-man personality AM show; remote broadcasts for grand openings & other events. NEWS: plus sports & weather with 2-man staff. COMMERCIAL POLICY: 12 min 6-10 am M-F; 8 min all other hrs. Contact Representative for further details. Rec'd 6/6/84.

- PERSONNEL
Chief Executive Officer—Roger W. Cavaness.
Sales Manager—Jay Coleman.
Program Director—Jim Steele.
- REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 456 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable 30 days.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KLIL (FM)

1980
MOREAUVILLE

Mid 010777-000

See listing under city of license.

KPAL

1947
PINEVILLE



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 219 0318 8.00
Sunbelt Broadcasting Corp.
92 W. Shamrock St., Pineville, LA 71360. Phone 318-445-5306.

PROGRAMMING DESCRIPTION

KPAL: Target audience 25+. MUSIC: Contemporary country, mass appeal country with a mix of contemporary & gold. AIR PERSONALITIES host segments. Day parting with emphasis on news & information. NEWS: 6-9 am news block featuring network news with local news, sports, weather, & agricultural & financial news; noon-12:30 pm news block plus news on hour & sports on half hour. RELIGIOUS: M-F 9 am, 12N; Sat. 6 am, 9 am; gospel music Sun 6 am, 1 pm. COMMERCIAL POLICY: 16-min per hr. Contact Representative for further details. Rec'd 3/2/84.

- PERSONNEL
Vice President—Roger W. Cavaness.
Sales Manager—Jay Coleman.
Farm Director—Beverly Robertson.
- REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
- FACILITIES
500 w.; 1110 khz. Non-directional.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
Affiliated with Progressive Farmer Network.

TIME RATES

Eff—Rec'd 9/26/83.

- PACKAGE PLANS
TAP, PER WK:

	1 min	30 sec
48 ti	6	5

KQID (FM)

1978
ALEXANDRIA



Media Code 4 219 0322 0.00
Cenla Broadcasting Inc.
1115 Texas Ave., Alexandria, LA 71301. Phone 318-487-0347.

- REPRESENTATIVES
Selcorn Radio.
Rates have been temporarily withdrawn by station.

KRRV (FM)

1973
ALEXANDRIA



Media Code 4 219 0330 3.00
KDBS, Inc.
1515 Jackson St., Box 591, Alexandria, LA 71301. Phone 318-443-7454, 8451.

PROGRAMMING DESCRIPTION

KRRV (FM): MUSIC: Modern Country. NEWS: in-depth local plus weather & sports. FEATURES: community involvement, annual rodeo, remotes & giveaways. Contact Representative for further details. Rec'd 8/30/84.

- PERSONNEL
General Manager—Irving Ward-Steinman.
Sales Director—Jack Sharp.
- REPRESENTATIVES
Savalli & Schutz Inc.
- FACILITIES
ERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 574 ft. above average terrain.
- AGENCY COMMISSION
15% time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 25a, 26, 28c, 29b, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46.
Comb.; Con. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KDBS.
Affiliated with ABC Entertainment Radio Network.
Sold in combination with KDBS. See that listing.

No. 8 Eff 8/1/84—Rec'd 8/30/84.

6. SPOT ANNOUNCEMENTS

6 AM-7 PM

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21	20	19	18
30 sec/less	16	15	14	13

KSYL

1946
ALEXANDRIA



Media Code 4 219 0420 2.00
Cenla Broadcasting, Inc.
Box 7057, 1115 Texas Ave., Alexandria, LA 71306. Phone 318-442-6611.



Mid 010694-000

- REPRESENTATIVES
Selcorn Radio.
Rates have been temporarily withdrawn by station.

KTIZ (FM)

1947
ALEXANDRIA



Katz Radio



Media Code 4 219 0472 3.00
Alexandria Broadcasting Co., Inc.
Box 7236, 1309 Texas Ave., Alexandria, LA 71306. Phone 318-448-4419.



Mid 010695-000

PROGRAMMING DESCRIPTION

KTIZ (FM): Urban Contemporary. Contact Representative for further details. Rec'd 12/14/82.

- PERSONNEL
General Manager—Bill Lynch.
- REPRESENTATIVES
Katz Radio.
- FACILITIES
ERP 100,000 w. circular polarized; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,450 ft. above average terrain.
- AGENCY COMMISSION
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 12c, 13c, 14e, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KALB.
Affiliated with CBS RADIORADIO.
Sold in combination with KALB. See that listing.

TIME RATES

No. 1 Eff 3/15/82—Rec'd 3/19/82.

- SPOT ANNOUNCEMENTS

AAA	1 min	30 sec	1 min	30 sec
AAA	18	15	AA	15
				12

Amite

Tangipahoa Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WABL

1955
AMITE

Mid 010696-000

See SRDS Spot Radio Small Markets Edition.

Bastrop

Morehouse Parish—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KJBS (FM)

1977
BASTROP

Media Code 4 219 0577 9.00
Hagan Broadcasting Inc.
121 Haynie Ave., Bastrop, LA 71220. Phone 318-281-1383, Monroe, 387-4400.

PROGRAMMING DESCRIPTION

KJBS (FM): Programmed for mass appeal. MUSIC: Modern Country. NEWS: state & national network hourly, sports programs throughout day. Early AM & noon farm programming. Network & local weather. AIR PERSONALITIES featured on all programs. Contact Representative for further details. Rec'd 1/31/84.

- PERSONNEL
President—Stan Hagan.
General Manager—Pat Couch.
Program Director—Wendy Johnson.
- REPRESENTATIVES
Masla Radio.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with RKO TWO.
AM facilities: KVOB.
Member: The Louisiana Network, Louisiana Agri-News
Network.

TIME RATES
Eff 2/1/85—Rec'd 1/14/85.

6. SPOT ANNOUNCEMENTS
PER WK: 1 hr 6 ti 12 ti 18 ti 24 ti
1 min 13 12 11 10 9
30 sec: 80% of 1-min.

(SMD) (CR)

KTRY
1948
BASTROP

Mid 010698-000
See SRDS Spot Radio Small Markets Edition.

KTRY-FM
1974
BASTROP

Mid 026870-000
See SRDS Spot Radio Small Markets Edition.

KVOB
1957
BASTROP

Mid 010699-000
See SRDS Spot Radio Small Markets Edition.

Baton Rouge

East Baton Rouge Parish—Map Location D-4
See SRDS Consumer market map and data at beginning of
the state.

WFMF (FM)
1941
BATON ROUGE



ABC FM Radio Network

nab **NRBA**

Media Code 4 219 0892 2.00 Mid 010701-000
Baton Rouge Broadcasting Co., Inc.
Box 496, 444 Florida St., Baton Rouge, LA 70821. Phone
504-383-5271.

PROGRAMMING DESCRIPTION
WFMF (FM): Programmed for adults 18-49. MUSIC: Adult
rock. NEWS: local, state & weather at :55. Contact
Representative for further details. Rec'd 9/27/78.

- PERSONNEL**
Program Director—Randy Rice.
Sales Manager—Marc Leunissen.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,360 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a,
29a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48,
51a
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellations: 70b, 70c, 71a, 72, 72b.
Prod. Services: 80, 83.
AM facilities: WJBO.
Affiliated with Blair Represented Network.
Affiliated with ABC FM Radio Network.
Affiliated with MBS.
Member: Southern States Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WGGZ (FM)
(formerly WAFB (FM))
1969
BATON ROUGE



nab **RAB** **NRBA**

Media Code 4 219 0918 5.00 Mid 010700-000
Guaranty Broadcasting Corp.
844 Government St., Baton Rouge, LA 70802. Phone
504-383-9999, TWX, 510-993-3406.
Mailing Address: Box 2671, Baton Rouge, LA 70821.

PROGRAMMING DESCRIPTION
WGGZ (FM): Programmed to reach adults 18-49. MUSIC:
CHR. Contact Representative for further details. Rec'd
1/22/85.

- PERSONNEL**
Manager—Manuel R. Broussard.
Sales Manager—Mike Norwood.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,550 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 28b, 29e.
Contracts: 40a, 41, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70b, 70e, 71a.
Prod. Services: 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 20 Eff 7/1/84—Rec'd 8/10/84.
AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 9 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5-9 am; Sun 6 am-8
pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS
AAA AA A
1 min 60 55 50 30 sec/less .. 55 50 45
Fixed position, extra 5.00.

WIBR
1948
BATON ROUGE



Easy Listening

nab **RAB**

Media Code 4 219 0945 8.00 Mid 010702-000
Community Broadcasting Co., Inc.
1815 Lafiton Lane, Port Allen, LA 70767. Phone 504-344-
2666.
Mailing Address: Box 1226, Baton Rouge, LA 70821.

PROGRAMMING DESCRIPTION
WIBR: Programmed for the 32 to 49 adults. MUSIC: lite &
easy listening. Contact Representative for further details.
Rec'd 1/11/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert Earle.
Station Manager—Steven Earle.
Sales Manager—Carl Enna, Jr.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1300 khz. Directional—
nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12e, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 28b, 29b, 30, 31.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60d, 61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WJBO
1934
BATON ROUGE



nab **NRBA**

Media Code 4 219 1050 6.00 Mid 010703-000
Baton Rouge Broadcasting Co., Inc.
444 Florida St., Box 496, Baton Rouge, LA 70821. Phone
504-383-5271.

PROGRAMMING DESCRIPTION
WJBO: Programmed for mass appeal. Contact
Representative for further details. Rec'd 9/27/78.

- PERSONNEL**
General Manager—George Jenne.
Sales Manager—Larry Griffith.
Program Director—Lee Randall.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1150 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a,
29a, 30, 32a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48,
51a
Comb.: Cont. Discounts: 60e, 61c, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WFMF (FM).
Affiliated with Blair Represented Network.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Member: Southern States Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WKJN (FM)
1965
HAMMOND

nab **RAB** **NRBA**
(This is a paid duplicate of the listing under Hammond,
Louisiana.)

Media Code 4 219 2940 7.00 Mid 010735-000
Keymarket Communications of La., Inc.
3029 Sherwood Forest Blvd., Baton Rouge, LA 70816.
Phone 504-292-9556.

PROGRAMMING DESCRIPTION
WKJN (FM): MUSIC: Personality/Country programmed for
adults 25-54. Contact Representative for further details.
Rec'd 10/2/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Barry Drake.
General Sales Manager—Michael Baer.
Operations Manager—Russ Schell.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,045 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Eastman Radio Network.
Member: Louisiana Agri-News Network, The Louisiana
Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD)(D)

WLUX
1963
BATON ROUGE

nab **RAB**

Media Code 4 219 1260 1.00 Mid 010705-000
Jimmy Swaggart Ministries, Sonlife Radio
Box 2550, Baton Rouge, LA 70821. Phone 504-769-3867.
1 min rate 1x: 10.00.

WQXY (FM)
1966
BATON ROUGE



nab

Media Code 4 219 1365 8.00 Mid 010706-000
Louisiana Broadcasting Corp.
One American Place, Baton Rouge, LA 70825. Phone
504-383-4411.

PROGRAMMING DESCRIPTION
WQXY (FM): Programmed for mass appeal to adults 18-
49 with primary emphasis on 25-34. MUSIC: Soft Rock
Contemporary hits & adult appeal hits of 70's. NEWS: at
:55 AM & PM drive. Contact Representative for further
details. Rec'd 8/1/84.

- PERSONNEL**
President—Richard E. Oppenheimer.
General Manager—Lew Campbell.
Sales Manager—Jean Koprowski.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 16.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 70c.
AM facilities: WXAM.
Affiliated with Christal Radio Network.

TIME RATES

No. 8184 Eff 8/1/84—Rec'd 8/1/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 8 am-6 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30-8 am; Sun 6 am-
8 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS
GRID: I II III IV GRID: I II III IV
AAA 90 80 70 60 A 70 60 50 40
AA 80 70 60 50

WTKL
1946
BATON ROUGE



Media Code 4 219 1417 7.00 Mid 010707-000
Venture Broadcasting Inc.
Box 15016, Baton Rouge, LA 70895. Phone 504-927-
3314.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 20.00.

WXAM
(formerly WLCS)
1946
BATON ROUGE



Media Code 4 219 1443 3.00 Mid 010704-000
Louisiana Broadcasting Corp.
Suite 2420, One American Place, Baton Rouge, LA
70825. Phone 504-383-4411.

- REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

WXOK
1952
BATON ROUGE

NRBA

Media Code 4 219 1470 6.00 Mid 010708-000
Winnfield Life Broadcasting, Inc.
6819 Cezanne Ave., Baton Rouge, LA 70806. Phone 504-
927-7060.
Mailing Address: Box 66475, Baton Rouge, LA 70896.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 32.00.

LOUISIANA

Baton Rouge—cont

WYNK

1956
BATON ROUGE



Torbet Radio

Modern Country Music

NRBA

Media Code 4 219 1575 200 Mid 010709-000
Miss-Lou Broadcasting Corp.
854 Main St., Box 2541, Baton Rouge, LA 70821. Phone
504-343-8348.

PROGRAMMING DESCRIPTION

WYNK: Programmed for adults 18-49. MUSIC: Modern Country. NEWS: local & reg'l at :60; network in brief at :26; at :30 Sa & Sun; weather at :15 & :45; community news at 9:23 am & 1:23 pm M-F; commentary 7:30 am, noon & 5:10 pm M-F; Sa 4:45 pm; mobile studio. Contact Representative for further details. Rec'd 1/24/77.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. D. McGregor.
Sales & Oper. Mgr.—Bernard Aucoin.
Program Director—Phil Williams.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w. days; 1380 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42c, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYNK-FM

1968
BATON ROUGE



Torbet Radio

Modern Country

NRBA

Media Code 4 219 1576 000 Mid 010710-000
Miss-Lou Broadcasting Corp.
854 Main St., Box 2541, Baton Rouge, LA 70821. Phone
504-343-8348.

PROGRAMMING DESCRIPTION

WYNK-FM: MUSIC: Modern country. Contact Representative for further details. Rec'd 2/27/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. D. McGregor.
Sales & Oper. Mgr.—Bernard Aucoin.
Program Director—Phil Williams.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.) 100,000 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 403 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42c, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Bayou Vista

St. Mary County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KQKI

1976
BAYOU VISTA



KQKI-FM

1976
BAYOU VISTA



Media Code 4 219 1615 600 Mid 028217-000
Teche Broadcasting Co.
10 Pluto St., Box 847, Morgan City, LA 70381. Phone
504-395-2853.

PROGRAMMING DESCRIPTION

KQKI-FM: MUSIC: Country & Western. NEWS: network hrly. SPORTS: 5 programs throughout day. Rec'd 10/13/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul Cook.
Sales Manager—Lila Hindmon.
Program Director—Ernest Dean Polk.
- FACILITIES**
ERP 3,000 w.; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: The Louisiana Network.

TIME RATES

PER WK:	10 ti	20 ti	40 ti	80 ti
30 sec	6.50	6.25	5.85	5.60
1 min	7.95	7.70	7.50	7.25

7. PACKAGE PLANS				
PER YR:	300x	600x	900x	1200x
30 sec	5.95	5.75	5.50	5.00
1 min	7.60	7.25	7.00	6.75

SATURATION WEEKLY PACKAGE

100 ti	15 sec	20 sec	1 min
	3.45	5.25	6.85

Benton

Bossier Parrish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KDKS-FM

1981
BENTON



Media Code 4 219 8268 700 Mid 010820-000
Benton Broadcasting Co., Inc.
2600 Jewella Ave., Suite C, Shreveport, LA 71109. Phone
318-635-5357.

PROGRAMMING DESCRIPTION

KDKS (FM): Programmed for ethnic audience 25+. MUSIC: Urban Progressive Contemporary. AIR PERSONALITIES handle all segments. NEWS: local at 6:50, 7:50 & 8:50 am 3:50, 4:50 & 5:50 pm; network 10 am-2 pm & 7-11 pm. FEATURES: Shooting the Breeze, Night Talk, Monday Magazine, Community Public Affairs. Contact Representative for further details. Rec'd 4/24/84.

- PERSONNEL**
General Manager—Zyphia A. Orr.
Prog. & Music Dir.—Steven (Steve Scott) Nobles.
News Director—Alycia Behling.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; 10 days.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)

Bogalusa

Washington Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WBOX

1954
BOGALUSA

Mid 010711-000
See SRDS Spot Radio Small Markets Edition.

WIKC

1947
BOGALUSA

See SRDS Spot Radio Small Markets Edition. Mid 010712-000

Boyce

Rapides Parish—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KBCE (FM)

1982
BOYCE

Adult Black



Media Code 4 219 1793 100 Mid 027815-000
Trinity Broadcasting Corp.
Box 69, Boyce, LA 71409. Phone 318-793-4003.
Other Office: 806 Broadway, Alexandria, LA 71301.

PROGRAMMING DESCRIPTION

KBCE (FM): Programmed for adults, 18-49. MUSIC: Mix of contemporary hits, blues, commercial jazz, oldies & recurrent album cuts. NEWS: news staff, AP wire, network news. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Managing Partner—Gus Lewis.
Traffic—Linda Jones.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(CR)

Clinton

East Feliciana Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WQCK (FM)

1981
CLINTON

Mid 031374-000
See SRDS Spot Radio Small Markets Edition.

Columbia

Caldwell Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KCTO

1968
COLUMBIA

Mid 010713-000
See SRDS Spot Radio Small Markets Edition.

KCTO-FM

1980
COLUMBIA

Mid 010714-000
See SRDS Spot Radio Small Markets Edition.

Coushatta

Red River Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KRRP

1981
COUSHATTA

Mid 010715-000
See SRDS Spot Radio Small Markets Edition.

Covington

St. Tammany Parish—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WARB

1953
COVINGTON

Mid 010716-000
See SRDS Spot Radio Small Markets Edition.

Crowley

Acadia Parish—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KAJN-FM

1977
CROWLEY

Media Code 4 219 1942 400 Mid 033484-000
Rice Capital Broadcasting Co., Inc.
110 W. Third, Box 1469, Crowley, LA 70527. Phone 318-783-1560.

PROGRAMMING DESCRIPTION

KAJN-FM: MUSIC: blend of bright Gospel. NEWS: local, reg'l, nat'l & internat'l; UPI at :60. FARM: local 5:45-6:30 am M-Sat. FEATURES: religious programs. French 2 hr/wk. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Barry D. Thompson.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,507 ft. above sea level.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KPWS.

TIME RATES

Eff 1/1/85—Rec'd 12/21/84.

6. SPOT ANNOUNCEMENTS	ROS			
	1 ti	5 ti	10 ti	20 ti
PER WK:	15.70	15.15	14.60	13.45
1 min	10.40	10.10	9.75	8.70
30 sec	Traffic			
PER WK:	1 ti	5 ti	10 ti	20 ti
1 min	17.95	17.40	16.80	16.25
30 sec	12.35	11.50	11.15	10.65

KPWS

(formerly KAJN)
1972
CROWLEY



Media Code 4 219 1968 900 Mid 010717-000
Rice Capital Broadcasting Co., Inc.
110 W. Third, Box 1469, Crowley, LA 70527. Phone 318-783-1560.

PROGRAMMING DESCRIPTION

KPWS: MUSIC: Black Gospel. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Barry D. Thompson.
Program Director—Leo Tyler.
- FACILITIES**
1,000 w., 1560 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KAJN-FM.

TIME RATES

Eff 1/1/85—Rec'd 12/21/84.

6. SPOT ANNOUNCEMENTS	ROS			
	1 min	30 sec	1 min	30 sec
PER WK:	8.95	5.60	10.95	7.60

KSIG

1947
CROWLEY

Mid 010718-000
See SRDS Spot Radio Small Markets Edition.

Denham Springs

Livingston Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WLBI

1959
DENHAM SPRINGS

Mid 010719-000
See SRDS Spot Radio Small Markets Edition.

De Ridder

Beauregard Parish—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KDLA

1951
DE RIDDER

Mid 010720-000
See SRDS Spot Radio Small Markets Edition.

KEAZ (FM)1965
DE RIDDERMid 028218-000
See SRDS Spot Radio Small Markets Edition.**KLLA**1956
LEESVILLEMid 010759-000
See listing under city of license.**Donaldsonville**Ascension Parish—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**KSMI (FM)**1972
DONALDSONVILLE
KKAY1976
WHITE CASTLEMid 010721-000
See SRDS Spot Radio Small Markets Edition.**Dubach**Lincoln County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.**KPCH (FM)**1984
DUBACHMid 034006-000
See SRDS Spot Radio Small Markets Edition.**Eunice**St. Landry Parish—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.**KEUN**1952
EUNICEMid 010722-000
See SRDS Spot Radio Small Markets Edition.**KJJB-FM**1981
EUNICEMid 028162-000
See SRDS Spot Radio Small Markets Edition.**Farmerville**Union Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.**KTDL**1962
FARMERVILLEMid 010723-000
See SRDS Spot Radio Small Markets Edition.**KWJM (FM)**1979
FARMERVILLEMid 010724-000
See SRDS Spot Radio Small Markets Edition.**Ferriday**Concordia Parish—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**KFNV**1956
FERRIDAYMid 010725-000
See SRDS Spot Radio Small Markets Edition.**KFNV-FM**1971
FERRIDAYMid 010726-000
See SRDS Spot Radio Small Markets Edition.**Franklin**St. Mary Parish—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**KFRA**1961
FRANKLIN**KFRA-FM**1975
FRANKLINMid 010727-000
See SRDS Spot Radio Small Markets Edition.**Franklinton**Washington Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**WFCG**1966
FRANKLINTONMid 010728-000
See SRDS Spot Radio Small Markets Edition.**Galliano**Lafourche Parish—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**KZZQ (FM)**1966
GALLIANOMid 010729-000
See SRDS Spot Radio Small Markets Edition.**Garyville**St. John the Baptist Parish—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WKQT**1970
GARYVILLEMid 010730-000
See SRDS Spot Radio Small Markets Edition.**Golden Meadow**Lafourche Parish—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**KLEB**1963
GOLDEN MEADOWMid 010731-000
See SRDS Spot Radio Small Markets Edition.**Gonzales**Ascension Parish—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WSLG**1969
GONZALESMid 010732-000
See SRDS Spot Radio Small Markets Edition.**Gretna**Jefferson Parish—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**See New Orleans
(including Gretna)****Hammond**Tangipahoa Parish—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**WFPR**1947
HAMMONDMedia Code 4 219 2835 900
Airweb, Inc.
200 E. Thomas St., Box 1829, Hammond, LA 70404.
Phone 504-542-1400.Mid 010733-000
PROGRAMMING DESCRIPTION
WFPR: MUSIC: Country. News & Sports. Rec'd 8/22/83.1. **PERSONNEL**
Pres. & Gen'l Mgr.—Nanette Chauvin Guerin.3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.4. **AGENCY COMMISSION**
None; all rates net to station.5. **GENERAL ADVERTISING** See coded regulations
FM facilities: WHMD (FM).
Member: Southern States Network.**TIME RATES**

Eff 1/1/85—Rec'd 11/22/84.

AAAA—Mon thru Sun 5-10 am.
AAA—Mon thru Sun 3-8 pm.
AA—Mon thru Sun 10-3 pm.
A—Mon thru Sun 8-10 am.6. **SPOT ANNOUNCEMENTS**
CLASS AAAA

GRID:	I	II	III	IV
1 min	26	23	21	19
30 sec	24	21	19	17
15 sec	19	16	14	12

CLASS AAA

1 min	23	20	18	16
30 sec	21	18	16	14
15 sec	16	13	11	9

CLASS AA

1 min	20	18	16	14
30 sec	18	16	14	12
15 sec	13	11	9	7

CLASS A

1 min	19	15	13	11
30 sec	17	13	11	9
15 sec	12	10	8	6

(SMD)

WHMD (FM)1974
HAMMONDMedia Code 4 219 2888 800
Airweb, Inc.
200 E. Thomas St., Box 1829, Hammond, LA 70404.
Phone 504-345-1070.Mid 010734-000
PROGRAMMING DESCRIPTION
WHMD (FM): MUSIC: rock. AIR PERSONALITIES handle all segments. NEWS: 1-min news & 1-min sports 2x/hr during AM & PM drive, covers local, state & nat'l. FEATURES: feature album night, Syndicated news, rock comedy. Rec'd 9/2/82.1. **PERSONNEL**
Pres., Sta. & Gen'l Mgr.—Nanette Chauvin Guerin.3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 325 ft. above average terrain.4. **AGENCY COMMISSION**
None; all rates net to station.5. **GENERAL ADVERTISING** See coded regulations
AM facilities: WFPR.
Member: Southern States Network.**TIME RATES**

Eff 8/26/84—Rec'd 8/20/84.

AAAA—Mon thru Sun 5-10 am.
AAA—Mon thru Sun 3-8 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-1 am.6. **SPOT ANNOUNCEMENTS**

GRID:	1	2	3	4	1	2	3	4
AAAA	19	17	16	15	17	15	14	13
AAA	18	16	15	14	16	14	13	12
AA	16	15	14	13	14	13	12	11
A	15	13	12	11	13	11	10	9

7. **PACKAGE PLANS**TAP—1/2AAAA & AAA, 1/4AAA, 1/4A
PER WK, GRID: 1 2 3 4
1 min 16 15 41 13
30 sec 14 13 12 11
Minimum 16 ti.

(SMD)

WKJN (FM)1965
HAMMONDMedia Code 4 219 2940 700
Keymarket Communications of La., Inc.
3029 Sherwood Forest Blvd., Baton Rouge, LA 70816.
Phone 504-292-9556.Mid 010735-000
PROGRAMMING DESCRIPTION
WKJN (FM): MUSIC: Personality/Country programmed for adults 25-54. Contact Representative for further details.
Rec'd 10/2/84.1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Barry Drake.
General Sales Manager—Michael Baer.
Operations Manager—Russ Schell.2. **REPRESENTATIVES**
Eastman Radio, Inc.3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,045 ft. above average terrain.4. **AGENCY COMMISSION**
15%.5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Eastman Radio Network.
Member: Louisiana Agri-News Network, The Louisiana Network.**TIME RATES**6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(D)

HaynesvilleClaiborne Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.**KLVU**1947
HAYNESVILLEMid 010736-000
See SRDS Spot Radio Small Markets Edition.**KLVU-FM**1984
HAYNESVILLEMid 033152-000
See SRDS Spot Radio Small Markets Edition.**Houma**Terrebonne Parish—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**KCIL (FM)**1965
HOUMA**Adult Contemporary****NRBA**Media Code 4 219 3151 000
South Louisiana Broadcasters, Inc.
906 Belanger St., Box 2068, Houma, LA 70360. Phone 504-851-1020.Mid 010737-000
PROGRAMMING DESCRIPTION
KCIL (FM): Programmed for 18-44 audience. MUSIC: Current Hits & Oldies. NEWS: 2 min at :60 in drive. COMMERCIAL POLICY: limit 12 units/hr. Contact Representative for further details. Rec'd 12/21/84.1. **PERSONNEL**
General Manager—Bill Underwood.
Program Director—Jan Jackson.2. **REPRESENTATIVES**
Weiss & Powell, Inc.3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 700 ft. above average terrain.4. **AGENCY COMMISSION**
15% time only; 15th of month.5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51c.
Comb. Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KJIN.**TIME RATES**

Eff 12/1/84—Rec'd 11/19/84.

6. **SPOT ANNOUNCEMENTS**

GRID:	I	II	III	GRID:	I	II	III
1 min	36	30	24	30 sec	30	25	19

(A)

LOUISIANA

Houma—cont

KHOM (FM)

1968
HOUMA

Adult Contemporary



Media Code 4 219 3175 9.00 Mid 010738-000
La Terr Broadcasting Corp.
2306 W. Main, Box 728, Station 2, Houma, LA 70360.
Phone 504-876-5466.
Studio: Houma & Thibodaux.

PROGRAMMING DESCRIPTION

KHOM (FM): Programmed for adults. MUSIC: Contemporary hits/recurrents/crossover. AIR PERSONALITIES handle all segments live. NEWS: predominantly local, 15 min at :50. SPORTS: local high school & pro football, local U. football, basketball. Special programming: French news & music 5-6 am M-Sat, nostalgia 7-10 pm Sun-F, Hot country nights 10 pm-5 am. Rec'd 3/29/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Raymond Saadi.
Station Manager—Mildred Regan.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 30c.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
AM facilities: KTIB, Thibodaux, La.
Affiliated with Music Country Radio Network.
Member: Southern States Network.

TIME RATES

Eff 1/1/84—Rec'd 12/27/83.

- SPOT ANNOUNCEMENTS**
ROS
60 ti/wk 1-min, 14.15; 30-sec, 11.20.

(D) (A)

KJIN

1946
HOUMA

Modern Country



Media Code 4 219 3200 5.00 Mid 010739-000
South Louisiana Broadcastes, Inc.
906 Belanger St., Box 2068, Houma, LA 70361. Phone 504-851-1020.

PROGRAMMING DESCRIPTION

KJIN: Programmed for general adult interest. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: emphasis local, state & nat'l, 5-min at 6, 7, 8, 9, 10 am, noon, 5, 6 & 10 pm; all other times 1-min headlines at :60. SPORTS: 8:05 am M-F, 3-min sports shorts; Tulane U. & local high school football. FEATURES: swap shop 10-11 am. Contact Representative for further details. Rec'd 6/21/84.

- PERSONNEL**
General Manager—Bill Underwood.
Program Director—Jan Jackson.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only; 15th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KCIL (FM).

TIME RATES

Eff—Rec'd 11/21/83.

- AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
A—All other times/BTA.

WK:	AA					
	12 ti	24 ti	36 ti	12 ti	24 ti	36 ti
1 min	22	21	20	21	20	19
30 sec	21	20	19	20	19	18

Jena

LaSalle Parish—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KCKW

1962
JENA

KJNA (FM)

1976
JENA

See SRDS Spot Radio Small Markets Edition. Mid 010740-000

Jennings

Jefferson Davis Parish—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KJEF

1950
JENNINGS

KJEF-FM

1963
JENNINGS

See SRDS Spot Radio Small Markets Edition. Mid 010741-000

Jonesboro

Jackson Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KJBQ (FM)

1967
JONESBORO

See SRDS Spot Radio Small Markets Edition. Mid 010743-000

KTOC

1958
JONESBORO

See SRDS Spot Radio Small Markets Edition. Mid 010742-000

Kaplan

Vermilion Parish—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KMDL (FM)

1981
KAPLAN



Media Code 4 219 3492 8.00 Mid 025031-000
Mid-Acadiana Broadcasting Corp.
400 East First St., Kaplan, LA 70548. Phone 318-643-1222, Lafayette, 232-2242.

PROGRAMMING DESCRIPTION

KMDL: Programmed for adults 25-54. AIR PERSONALITIES featured on all programs. MUSIC: Drake Chenault's Great American Country; French-Acadian 5-6 am M-Sat. NEWS: 5-min (French) at 5:30 am M-Sat; 3-min at 6:20 & 7:20 am M-Fri. Weather 2-min at 4:20, 5:20, 6:23 & 7:23 am, 12:20, 4:20 & 5:20 pm M-Fri. COMMERCIAL POLICY: max 6 commercial breaks per hr & 12 total commercial min per hr. Rec'd 4/5/84.

- PERSONNEL**
General Manager—Ernest J. Alexander.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 30 days.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 1/23/85.

SPOT ANNOUNCEMENTS	PER WK:					
	1 ti	14 ti	21 ti	35 ti	50 ti	50 ti
30 sec	10.00	9.50	9.00	8.50	8.00	
1 min	13.50	13.00	12.50	12.00	11.50	

Guaranteed drive, extra 30-sec 4.00; 1-min 5.00.
6 am-7 pm, extra 30-sec 2.00; 1-min 3.00.

(SMD)(CR)

Lafayette

Lafayette Parish—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KDEA (FM)

1969
NEW IBERIA



(This is a paid duplicate of the listing under New Iberia, Louisiana.)

Media Code 4 219 5932 1.00 Mid 010784-000
KDEA (FM) Stereo Radio, Inc.
Box 2218, 145 W. Main St., New Iberia, LA 70560. Phone 318-365-6651, Lafayette, 318-235-4126.

PROGRAMMING DESCRIPTION

KDEA (FM): Programmed for adults. MUSIC: blend of general popular music; instrumentals & vocals. Film music, showtunes & standards presented in uninterrupted 1/4 hr segments. NEWS: 5 min at :55 every other hr. 15 min at noon. Locally edited & reported with emphasis on local & area. Sugar report, financial summary & weather. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 1/26/76.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald Bonin.
Station Manager—Eddie Provost.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 441 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 23a, 25a.
Contracts: 40a, 46, 70a, 73a.
Cancellation: 70a, 70e, 73a.
Production Services: 80.

TIME RATES

No. 12 Eff 9/1/84—Rec'd 8/28/84.
AAA—Mon thru Sat 6-10 am, 10 am-3 pm & 3-7 pm.
BTA—Sun thru Sat 5 am-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AAA
PER WK:
1 min 6 ti 12 ti 18 ti 24 ti
1 min 19.20 18.50 18.00 17.40
30 sec 16.20 15.80 15.50 14.80
BTA
1 min 16.90 16.50 16.10 15.30
30 sec 14.50 14.10 13.90 13.20
- PACKAGE PLANS**
AA TAP—1/3 6-11 AM, 1/3 11 AM-4 PM, 1/3 4-9 PM
PER WK:
1 min 6 ti 12 ti 18 ti 24 ti
1 min 18.00 17.60 17.30 16.40
30 sec 15.30 15.10 14.80 14.10

- SPECIAL FEATURES**
News, business, sports, incl open & close—1 min: 22.60; 30 sec: 18.80.

(D)

KJCB

1980
LAFAYETTE



Media Code 4 219 3555 2.00 Mid 024012-000
Jackson Company Broadcasting Systems, Inc.
413 Jefferson St., Lafayette, LA 70501. Phone 318-233-4262.

PROGRAMMING DESCRIPTION

KJCB: Urban Contemporary programmed for adults. Heavy emphasis on community involvement, public affairs, news & sports. MUSIC: Progressive album, current contemporary, music mix of Jazz fusion, R & B, Gospel & oldies. Rec'd 1/9/84.

- PERSONNEL**
President—Joshua Jackson, SR.
Vice-Pres. & Sis. Dir.—Wendell R. Byers.
- FACILITIES**
1,000 w. days, 500 w. nights; 770 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24b, 28b, 28c.
Contracts: 40a, 41, 43, 45, 46.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.

TIME RATES

Eff 2/1/83—Rec'd 6/6/83.

- ROS—6 am-midnight.
AA—Mon thru Sat 6-10 am & 3-7 pm.
- | SPOT ANNOUNCEMENTS | WEEKLY—ROS | | | |
|--------------------|------------|-------|-------|-------|
| | 10 ti | 20 ti | 30 ti | 40 ti |
| 30 sec | 18 | 17 | 15 | 12 |
| 1 min | 23 | 21 | 19 | 16 |
- | SPOT ANNOUNCEMENTS | WEEKLY AA—FIXED | | | |
|--------------------|-----------------|----|----|----|
| | 22 | 20 | 17 | 14 |
| 30 sec | 22 | 20 | 17 | 14 |
| 1 min | 28 | 25 | 22 | 18 |

- SPECIAL FEATURES**
Local news, Mon thru Fri 5:30, 6:55, 7:55, 8:55 am; 4:55, 5:55 pm 1-min spot, ea 30.00. (minimum 5 spots).

KMDL (FM)

1981
KAPLAN

Stereo Country

See listing under city of license. Mid 025031-000

KPEL

1950
LAFAYETTE



Media Code 4 219 3570 1.00 Mid 010745-000
Lafayette Broadcasting, Inc.
1749 Bertrand Dr., Box 52046, Lafayette, LA 70505.
Phone 318-233-7003.

PROGRAMMING DESCRIPTION

KPEL: News/Talk oriented. TALK: open phone line programs; CBS, ABC & MBS programming. NEWS: drivetime blocks. SPORTS: local U football & basketball; Oklahoma U football; Yankee baseball. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ronald J. Gomez, SR.
Station Manager—Carol Ross.
News Manager—Bob Hamm.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w. days, 500 w. nights; 1420 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 46.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KTDY (FM).
Affiliated with ABC Information Radio Network PSP.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
15 minute separation from competitive announcements guaranteed.

TIME RATES

No. 5A Eff—Rec'd 11/21/84.

- AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & weekends.
- | SPOT ANNOUNCEMENTS | 1 min 30 sec | | 1 min 30 sec | |
|--------------------|--------------|----|--------------|----|
| | AA | 29 | 22 | A |
| | | | 23 | 17 |
- | SPECIAL FEATURES | 1 ti | |
|------------------|---------|-------|
| | PER WK: | 38.00 |
| 5 min | | |

KSMB (FM)

1965
LAFAYETTE



BLAIR RADIO



Media Code 4 219 3675 8.00 Mid 010746-000
Communications Broadcasting, Inc.
202 Galbert Rd., Lafayette, LA 70506.
Mailing Address: Box 3345, Lafayette, LA 70502.
Phone 318-232-1311.

PROGRAMMING DESCRIPTION

KSMB: MUSIC: CHR/Personalities. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
President—Tom Galloway.
Vice-Pres. & Gen'l Mgr.—Mike Mitchell.
Station Manager—Louis Cowen.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); circular polarized; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,150 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12f, 13f, 14b, 15c.
Basic Rates: 20b, 21a, 22a, 24b, 29a, 30.
Contracts: 40a, 42d, 44b, 45, 46, 47e, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 71a, 72.
Prod. Services: 82.
AM facilities: KXKW.
Sold in combination with KXKW. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KTDY (FM)

1965
LAFAYETTE



Media Code 4 219 3727 7.00 Mid 010747-000
Lafayette Broadcasting, Inc.
1749 Bertrand Dr., Box 52046, Lafayette, LA 70505.
Phone 318-233-6000.

PROGRAMMING DESCRIPTION

KTDY (FM): Contemporary music & young adult features local weather & news. Contact Representative for further details. Rec'd 3/29/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ronald J. Gomez, Sr.
Station Manager—Conrad Maxwell.
Program Director—Gregg Stevens.
- REPRESENTATIVES**
Christal Radio.

- FACILITIES**
ERP 100,000 w.; 99.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**

General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KPFL.

TIME RATES

No. 9A Eff 9/1/84—Rec'd 11/27/84.
AA—Mon thru Sat 6 am-7 pm; Sun noon-4 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-noon & 4 pm-midnight.

- SPOT ANNOUNCEMENTS**

1 min	AA	A	AA	A
1 min	37.50	30.00	30 sec	26.75 22.75

KVOL

1935
LAFAYETTE



McGAVREN GUILD RADIO



A Kirk Broadcasting Station

Media Code 4 219 3780 6.00 Mid 010748-000
KVOL, Inc.
123 E. Main, Box 3030, Lafayette, LA 70502. Phone 318-234-5151

PROGRAMMING DESCRIPTION

KVOL: MUSIC: Adult Contemporary/Solid Gold. NEWS: daily weather & traffic reports M-F. SPORTS: college football & basketball. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
Gen'l Mgr. & Sales Mgr.—E. Kirk Mattie.
Music Director—Don Lane.

- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
5,000 w. days, 1,000 w. nights; 1330 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15/0; 10th of month.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 24c, 25a, 28c, 30.
Contracts: 40a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Member: Southern States Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 21 Eff 4/1/83—Rec'd 6/25/84.
Drive—Mon thru Sat 6-10 am & 3-7 pm.
BTA—5 am-12 midnight.

- SPOT ANNOUNCEMENTS**

Drive	1 min	30 sec	1 min	30 sec
Drive	22	17	BTA	17 13
Guaranteed times, Drive only, extra 15%.				

- PACKAGE PLANS**

PER WK:	Drive	BTA
	1 min 30 sec	1 min 30 sec
5 ti	21	16 16 13
10 ti	20	15 15 12
15 ti	19	14 14 11
20 ti	18	13 13 10
40 ti	17	12 12 9
SATURATION—30 DAYS		
PER MO, BTA:	1 min 30 sec	
100x	11	9
50x	12	10
Max 10 spots daily.		

- SPECIAL FEATURES**

NEWS:	FEATURETTES
Flat	3 min 5 min
Traffic—5x/wk, 4 wks: 320.00	20 25
Weather—5x/wk, 4 wks: 345.00	

KXKW

1960
LAFAYETTE



BLAIR RADIO

Country



Media Code 4 219 3885 3.00 Mid 010749-000
KXKW, Inc.
611 S. Buchanan St., Box J, Lafayette, LA 70502. Phone 318-232-2632.

PROGRAMMING DESCRIPTION

KXKW: Programmed for adults 25-54. MUSIC: Contemporary Country. NEWS: emphasis on local, plus sports; Skywatch traffic reports, AIR PERSONALITIES. Contact Representative for further details. Rec'd 5/27/82.

- PERSONNEL**
President—Tom Galloway.
Vice Pres. & Gen'l Mgr.—Clark L. White.
Sales Manager—Robert Mouissett.

- REPRESENTATIVES**
Blair Radio.

- FACILITIES**
10,000 w. days, 500 w. nights; 1520 khz. Directional.
Operating schedule: 5 am-midnight, CST.

- AGENCY COMMISSION**
15/0; 10th of following month.

- GENERAL ADVERTISING See coded regulations**

General: 2b, 3a, 4a, 5, 8.
Rate Protection: 10b, 12c, 13b, 14b, 15c.
Basic Rates: 20b, 21b, 24c, 30.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60a, 60d, 60k, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: KSMB (FM).
Member: Louisiana Agri-News Network, The Louisiana Network.

TIME RATES

KXKW/KSMB (FM) COMBINATION.
Eff—Rec'd 1/23/85.

- SPOT ANNOUNCEMENTS**

Guaranteed	1 min	30 sec
ROS/BTA	56	45
	46	35

- PACKAGE PLANS**

Ea	TAP	1 min	30 sec
		50	39

KXKW only: Rates have been temporarily withdrawn by station.

Lake Charles

Calcasteu Parish—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KAOK

1947
LAKE CHARLES

Media Code 4 219 3990 1.00 Mid 010750-000
K-AOK Radio
Drawer S, Lake Charles, LA 70602. Phone 318-436-7541.
Studio: 645 15th St., Lake Charles, LA 70602.

- REPRESENTATIVES**
New York—Frederick W. Smith.
TX, OK, AR, NM—Milam & Cowart.
1 min rate 1x: 12.00.

KBIU (FM)

1976
LAKE CHARLES



Media Code 4 219 4017 2.00 Mid 010751-000
Dixie Broadcasters, Inc.
311 Alamo St., Lake Charles, LA 70601. Phone 318-436-7277.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 25.00.

KEZM

1955
SULPHUR

Mid 010835-000

See listing under city of license.

KHLA (FM)

(formerly KHEZ (FM))
1965
LAKE CHARLES

Adult Contemporary



Media Code 4 219 4031 3.00 Mid 010753-000
KLCL Radio, Inc.
Shady Ln. at Guillory St., Westlake, LA 70669. Phone 318-433-1641.
Mailing Address: Box 3067, Lake Charles, LA 70602.

PROGRAMMING DESCRIPTION

KHLA (FM): MUSIC: Adult Contemporary. NEWS: RKO, UPI wire & local. FEATURES: public affairs; concert bulletin board; Solid Gold Sat. Night; Nighttime America. Contact Representative for further details. Rec'd 12/27/84.

- PERSONNEL**
President—Perry S. Samuels.
General Manager—Les E. Samuels.

- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
ERP 34,600 w.; 99.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

- AGENCY COMMISSION**
None; all rates net to station.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11i, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KLCL.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLCL

1935
LAKE CHARLES



Media Code 4 219 4045 3.00 Mid 010752-000
KLCL Radio, Inc.
Shady Ln. at Guillory St., Westlake, LA 70669. Phone 318-433-1641.
Mailing Address: Box 3067, Lake Charles, LA 70602.

PROGRAMMING DESCRIPTION

KLCL: NEWS: Newsblocks—3 hrs AM, 1 hr midday & 1 hr afternoon; Newstalk from NBC & ABC. SPORTS: sportstalk 6-7 pm nightly; info; Dallas Cowboys football; New Orleans Saints football; Barbe High School football; McNeese football & basketball. Contact Representative for further details. Rec'd 12/27/84.

- PERSONNEL**
President—Perry S. Samuels.
General Manager—Les E. Samuels.

- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
5,000 w.; 1470 khz.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
None; all rates net to station.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11i, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KHLA (FM).
Affiliated with NBC-Talknet.
Affiliated with Talkradio Network.
Member: Louisiana Agri-News Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLOU

1947
LAKE CHARLES



Media Code 4 219 4200 4.00 Mid 010754-000
Dixie Broadcasters, Inc.
Box 1725, Lake Charles, LA 70602. Phone 318-436-7277.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 16.00.

KTQQ (FM)

1977
SULPHUR

Mid 010836-000

See listing under city of license.

KYKZ (FM)

KYKZ ★ 96

1976
LAKE CHARLES



Media Code 4 219 4252 5.00 Mid 010755-000
Radio 96 Inc.
Box 999, 716 Hodges, Lake Charles, LA 70602. Phone 318-439-3300.

PROGRAMMING DESCRIPTION

KYKZ (FM): MUSIC: Modern Country with PERSONALITIES; Pop, Standards & Country with AIR PERSONALITY emphasis. Contact Representative for further details. Rec'd 2/21/83.

- PERSONNEL**
General Manager—Bob Gambill.
Sales Manager—Dave Brooks.
Chief Engineer—Bob Crockett.

- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
ERP 100,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 427-1/2 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discount: 60k.
Cancellation: 72, 73a.
Prod. Services: 81, 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 1/29/85.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.

- SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
AA A (*) AA A (*)	19 15 13	15 12 11
1 ti	18 14 12	14 11 10
10 ti	17 13 11	13 10 9
20 ti	16 12 10	12 9 8
30 ti		
(*) All other times.		

Lake Providence

East Carroll Parish—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KLPL

1957
LAKE PROVIDENCE

Mid 010756-000

See SRDS Spot Radio Small Markets Edition.

KLPL-FM

1975
LAKE PROVIDENCE

Mid 010757-000

See SRDS Spot Radio Small Markets Edition.

Laplace

St. John the Baptist Parish—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WCKW (FM)

1966
LAPLACE

Mid 010758-000

See SRDS Spot Radio Small Markets Edition.

Leesville

Vernon Parish—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KJAE (FM)

1984
LEESVILLE

Mid 033096-000

See SRDS Spot Radio Small Markets Edition.

LOUISIANA

Leesville—cont

KLLA
1956
LEESVILLE



Media Code 4 219 4620 3.00 Mid 010759-000
Pene Broadcasting Co.
W. Texas Hwy., Box 1323, Leesville, LA 71446. Phone
318-239-3403.



PROGRAMMING DESCRIPTION
KLLA: MUSIC: Stardust/MOR, 30's-60's. Rec'd 1/24/83.

- PERSONNEL**
Owner/Manager—Nick Pollacia, Jr.
- FACILITIES**
1,000 w. days; 1570 khz. Non-directional.
Operating schedule: 5 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KJAE (FM).
Affiliated with Satellite Music Network.

TIME RATES

Eff 1/1/84—Rec'd 2/22/84.

- SPOT ANNOUNCEMENTS**

1x	51x	76x	101x
1 min	7.00	6.75	6.50
30 sec	4.75	4.50	4.25

(SMD)(CR)

KVVP (FM)
1977
LEESVILLE

Mid 010760-000
See SRDS Spot Radio Small Markets Edition.

Mansfield

De Soto Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KDXI
1954
MANSFIELD

Mid 010761-000
See SRDS Spot Radio Small Markets Edition.

KJVC (FM)
1976
MANSFIELD

Mid 010762-000
See SRDS Spot Radio Small Markets Edition.

Many

Sabine Parish—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KWLA
1962
MANY

Mid 010763-000
See SRDS Spot Radio Small Markets Edition.

KWLV (FM)
1979
MANY

Mid 010764-000
See SRDS Spot Radio Small Markets Edition.

Media Code 4 219 4882 9.00 Mid 010764-000
WLV-TV, Inc.
505 Fisher Rd., Box 1005, Many, LA 71449. Phone 318-
256-5924.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Tedd Wayne Dumas.
Program Director—Vicki Doan.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

Eff 3/5/79—Rec'd 3/5/79.

- SPOT ANNOUNCEMENTS**

1x	40x	120x	160x
1 min	3.50	3.00	2.50
30 sec	2.80	2.40	2.00
15 sec	1.75	1.50	1.25

(SMD)(CR)

Marksville

Avoyelles Parish—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KAPB
1954
MARKSVILLE

Mid 010765-000
See SRDS Spot Radio Small Markets Edition.

KWLB (FM)
1971
MARKSVILLE

Mid 010766-000
See SRDS Spot Radio Small Markets Edition.

Minden

Webster Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KASO
1952
MINDEN

Mid 010767-000
Cook Enterprises, Inc.
Box 1240, Lakeshore Drive, Minden, LA 71055. Phone
318-377-1240.

- PERSONNEL**
Pres. & Gen'l Mgr.—H. R. (Boe) Cook.
- REPRESENTATIVES**
Corlett Associates.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 6 am-10 pm. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: The Louisiana Network.

TIME RATES

Eff 6/30/83—Rec'd 6/30/83.

- SPOT ANNOUNCEMENTS**

1 ti	52 ti	156 ti	300+
1 min	7.00	6.15	5.60
30 sec	5.60	4.95	4.25

Minimum 5 spots.
- PACKAGE PLANS**

PER MO, EA:	10 ti	7 ti	5 ti	3 ti
30 sec	2.55	2.86	3.00	3.35

Minimum 5 spots.

(SMD)

KASO-FM
1978
MINDEN

Mid 010768-000
See SRDS Spot Radio Small Markets Edition.

Monroe

(including West Monroe)
Ouachita Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KJBS (FM)
1977
BASTROP

Mid 010697-000
M Masla Radio

See listing under city of license.

KLIC
1950
MONROE

Mid 010769-000
Broadcasting, Inc.
1700 Parkview Dr., Monroe, LA 71202. Phone 318-388-
1230.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 15.00.

KMBS
(formerly KUZN)
1956
WEST MONROE

Stardust MOR

Media Code 4 219 5197 1.00 Mid 010774-000
Morgan Broadcasting Corp.
516 Martin St., Box 547, West Monroe, LA 71291. Phone
318-322-1491.

PROGRAMMING DESCRIPTION

KMBS: MUSIC: Satellite Music Network; Stardust MOR format. NEWS: at 60. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
President—Chuck Morgan.
Manager—Chuck Howard.
Program Director—Kathy Oskojan.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days; 1310 khz. Non-directional.
Operating schedule: 5 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
FM facilities: KYEA (FM).
Affiliated with Satellite Music Network.

TIME RATES

Eff 10/24/84—Rec'd 10/24/84.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-sign-off.

- SPOT ANNOUNCEMENTS**

1 min	32 ti	6 ti	18 ti	32 ti
AAA	16	14	12	14
AA	14	12	10	12
- PACKAGE PLANS**

BULK	500x	1000x	2000x
1 min	12	10	8
30 sec	10	8	6

KMBS/KYEA (FM) COMBINATION: Extra 1-min 12.00;
30-sec 8.00.

KMLB
1930
MONROE

Middle-of-the-Road

Media Code 4 219 5250 8.00 Mid 010770-000
Cyrene Broadcasting Corp.
Box 4808, Monroe, LA 71211. Phone 318-388-2323.

PROGRAMMING DESCRIPTION

KMLB: Target audience 25-54. MUSIC: MOR. AIR PERSONALITIES: handle all music segments. NEWS: CBS on the hour. SPORTS: Tulane University football, N. O. Saints football, Monday Night Football, World Series, Super Bowl, local high school sports. FEATURES: entertainment & public affairs from network; Talknet. Contact Representative for further details. Rec'd 1/16/85.

- PERSONNEL**
President—Bob Powell.
General Manager—Larry Robinson.
Operations Manager—Chuck Halley.
- REPRESENTATIVES**
Rosin Radio Sales.
- FACILITIES**
5,000 w. days, 1,000 nights; 1440 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KWEZ (FM).
Affiliated with KBS.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Member: Louisiana Agri-News Network, The Louisiana Network.

TIME RATES

No. 11 Eff 6/1/81—Rec'd 8/3/81.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**

1 min	18 ti	12 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AAA	18	16	14	12	16	14	12
AA	16	14	12	10	14	12	10

A: Flat, 1 min 9.00; 30 sec 8.00.
10 sec: 50% of 1-min rate.

- PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A:	12 ti	18 ti	24 ti
1 min	15	12	9
30 sec	12	10	8

- PROGRAM TIME RATES**

5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	45	60	75	100

KNAN (FM)
1966
MONROE



Media Code 4 219 5302 7.00 Mid 010771-000
Hope Communications, Inc.
2716 N. 7th St., West Monroe, LA 71291. Phone 318-
387-3922.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 20.00.

KNOE
1944
MONROE



Media Code 4 219 5355 5.00 Mid 010772-000
James A. Noe Station
Box 4067, KNOE Bldg., Monroe, LA 71211. Phone 318-
322-8155. TWX, 510-977-5384.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Music Country Radio Network.

- PERSONNEL**
Pres. & Gen'l Mgr.—James A. Noe, Jr.
Manager—Richard H. Wilcox.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 540 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 1

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,650 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Direction Radio Network.
Sold in combination with KNOE. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 1-min 10.00; 30-sec 8.00 from AM/FM combination.

KWEZ (FM)

1946
MONROE

"Beautiful Music"



Media Code 4 219 5582 4.00 Mid 010775-000
Cyrene Broadcasting Corp.
Box 4808, Monroe, LA 71211. Phone 318-388-2323.

PROGRAMMING DESCRIPTION

KWEZ (FM): Programmed for adults 25+. MUSIC: TM Production's "Beautiful Music" series 1000. Programs of Boston Pops Orchestra, NY Metropolitan Opera, Monroe Symphony. NEWS: NBC top of the hour; local news at the bottom of the hour. COMMERCIAL POLICY: maximum 8 min each hr; 2 min each at :60, :15, :30 & :45. Contact Representative for further details. Rec'd 3/12/84.

- PERSONNEL**
President—Bob Powell.
General Manager—Larry Robinson,
Operations Manager—Chuck Halley.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w.; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KMLB.
Affiliated with KBS.
Affiliated with NBC Radio Network.

TIME RATES

No. 4 Eff 6/1/81—Rec'd 8/3/81.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
WK:	1 11 12 18 24 11 1 11 12 18 24 11	1 11 12 18 24 11 1 11 12 18 24 11
AAA	21 20 19 18 18 17 16 15	21 20 19 18 18 17 16 15
AA	20 19 18 17 17 16 15 14	20 19 18 17 17 16 15 14

A: Flat, 1 min 12.00; 30 sec 10.00.
10 sec: 50% of 1-min rate.

7. PACKAGE PLANS
ROS, PER MO, EA:

	30 ti	70 ti	150 ti
1 min	15	14	12
30 sec	12	11	10

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	50	70	80	120	200

KYEA (FM)

1968
WEST MONROE

Urban Contemporary



Media Code 4 219 5600 4.00 Mid 010776-000
Morgan Broadcasting Corp.
516 Martin St., Box 547, West Monroe, LA 71291. Phone 318-322-1491.

PROGRAMMING DESCRIPTION

KYEA (FM): Black programming. MUSIC: black disco soul, blues, jazz. AIR PERSONALITIES. NEWS: AP at :60. FEATURES: Gospel M-Sat 5-7 am, Sun 5 am-3 pm; full commercial production & remote facilities. COMMERCIAL POLICY: 18 minutes max, 15 minute separation. Contact Representative for further details. Rec'd 5/27/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chuck Morgan.
Program Director—Frank Smith.
News Director—Joe Hughes.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w.; 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 647 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KMBS.

TIME RATES

Eff—Rec'd 10/24/84.
AAA—6-9 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AAA	6 ti 18 ti 32 ti 6 ti 18 ti 32 ti	30 25 20 20 16 14
AA	25 20 15 16 14 12	

7. PACKAGE PLANS

BULK

	500x	1000x	1500x
1 min	25	20	15
30 sec	16	12	10

KYEA (FM)/KMBS: combination buy extra 1-min 8.00; 30-sec 5.00.

Moreauville

Avovelles Parish—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KLIL (FM)

1980
MOREAUVILLE



Media Code 4 219 5617 8.00 Mid 010777-000
Cajun Broadcasting, Inc.
Hwy. 1 North, Box 365, Moreauville, LA 71355. Phone 318-985-2929, 253-9611, 346-2285.

PROGRAMMING DESCRIPTION

KLIL (FM): MUSIC: Top 40 & oldies, phone requests. FEATURES: Gary Owens Super Tracks Sun 9 am-noon; Top 40 Countdown Sun 1 am-5 pm; AIR PERSONALITIES handle all music. NEWS: at :30 plus 6 am & noon; RKO at :60; weather at :15 plus in-depth at 6:35, 8:35, 11:35 am & 4:35 pm; color weather radar reports as necessary plus daily at :15 hrly. SPORTS: 5-min at 7:15 am & 5 pm; play-by-play high school football & basketball. FARM: commodity markets hrly at :45 plus 5:30, 6:05, 10:35 am, 12:15 & 3:35 pm; county agent at 6:20 am. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Manager—Louis B. Coco, Jr.
Sales Manager—Bob Mezzacapo.
Traffic Manager—Helen Roy.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
ERP 3,000 w.; 92.1 mhz.
Operating schedule: 4:30 am-midnight. CST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Louisiana Agri-News Network, The Louisiana Network.

TIME RATES

Eff 1/1/84—Rec'd 11/23/83.
Prime—5-9 am & 4-7 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	26 ti	52 ti	100+
1 min	7.00	6.50	6.00	5.50	5.25
30 sec	6.00	5.50	5.00	4.50	4.25
15 sec	5.25	4.75	4.25	3.75	3.50

Fixed, extra 10%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
Ea	110	85	65	55	45

(SMD)(CR)

Morgan City

St. Mary Parish—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KFXV (FM)

1967
MORGAN CITY

See SRDS Spot Radio Small Markets Edition.

KMRC

1954
MORGAN CITY

See SRDS Spot Radio Small Markets Edition.

Natchitoches

Natchitoches Parish—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KDBH (FM)

1966
NATCHITOCHES

See SRDS Spot Radio Small Markets Edition.

KNOG

1947
NATCHITOCHES

Mid 010782-000
See SRDS Spot Radio Small Markets Edition.

KWLV (FM)

1979
MANY

Mid 010764-000
See listing under city of license.

New Iberia

Iberia Parish—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KANE

1946
NEW IBERIA



Media Code 4 219 5880 2.00 Mid 010783-000
New Iberia Broadcasting Co., Inc.
2316 E. Main, New Iberia, LA 70560. Phone 318-365-3434.
1 min rate 1x: 16.20.

KDEA (FM)

1969
NEW IBERIA



Media Code 4 219 5932 1.00 Mid 010784-000
KDEA (FM) Stereo Radio, Inc.
Box 2218, 145 W. Main St., New Iberia, LA 70560. Phone 318-365-6651, Lafayette, 318-235-4126.

PROGRAMMING DESCRIPTION

KDEA (FM): Programmed for adults. MUSIC: blend of general popular music; instrumentals & vocals. Film music, showtunes & standards presented in uninterrupted 1/4 hr segments. NEWS: 5 min at :55 every other hr. 15 min at noon. Locally edited & reported with emphasis on local & area. Sugar report, financial summary & weather. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 1/26/76.

- PERSONNEL**
Pres. & Gen'l Mgr.—Donald Bonin.
Station Manager—Eddie Provost.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 441 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 23a, 25a.
Contracts: 40a, 46.
Cancellation: 70a, 70e, 73a.
Production Services: 80.

TIME RATES

No. 12 Eff 9/1/84—Rec'd 8/28/84.
AAA—Mon thru Sat 6-10 am, 10 am-3 pm & 3-7 pm.
BTA—Sun thru Sat 5 am-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	6 ti	12 ti	18 ti	24 ti
1 min	19.20	18.50	18.00	17.40	16.80
30 sec	16.20	15.80	15.50	14.80	

BTA

	1 min	30 sec
1 min	16.90	16.50
30 sec	14.50	14.10

7. PACKAGE PLANS
AA TAP—1/3 6-11 AM, 1/3 11 AM-4 PM, 1/3 4-9 PM

	6 ti	12 ti	18 ti	24 ti
1 min	18.00	17.60	17.30	16.40
30 sec	15.30	15.10	14.80	14.10

10. SPECIAL FEATURES
News, business, sports, incl open & close—1 min: 22.60; 30 sec: 18.80.

KNIR

1951
NEW IBERIA

Country Music/Farm



Media Code 4 219 5985 9.00 Mid 010785-000
KNIR, Techeland Broadcasting, Inc.
145 W. Main St., Box 1360, New Iberia, LA 70560. Phone 318-365-2401.

PROGRAMMING DESCRIPTION

KNIR: Programmed for adults & young adults. MUSIC: Blend of Country hits, recurrent selections & oldies of past 10 yrs presented in structured segments; 40 top Country hits recapped ea Sat. NEWS: 10 min at 7, 8 am, noon & 5 pm; 3 min at 10 am & 3 pm. FARM: extensive programming throughout day, market reports, AG fore-

casts, sugar reports, general farm news. COMMERCIAL POLICY: 18 minutes max clustered in 5 segments/hr. Contact Representative for further details. Rec'd 5/19/83.

- PERSONNEL**
President—Donald Bonin.
Sec'y, Treas. & Gen'l Mgr.—Guy Martin, Jr.
- REPRESENTATIVES**
South—MidSouth Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1360 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. CST.
- AGENCY COMMISSION**
15/0; payable within 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3b, 4a, 4d, 5, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 23a, 25a.
Contracts: 40a, 46.
Cancellation: 70a, 70e, 73a, 80.
Affiliated with KBS.
Member: Southern States Network.

TIME RATES

No. 12 Eff 10/1/83—Rec'd 10/23/84.

7. PACKAGE PLANS

ROS—1 MINUTE

	10 ti	20 ti	30 ti	40 ti	60 ti
PER MO:	13.65	13.15	12.55	12.15	11.65
1 mo	13.65	13.15	12.55	12.15	11.65
3 consec mo	12.00	11.60	11.15	10.75	10.25
6 consec mo	11.15	10.75	9.80	9.40	8.90
1 yr	9.45	9.10	8.70	8.25	7.70

30 SECONDS

	10 ti	20 ti	30 ti	40 ti	60 ti
1 mo	11.70	11.25	10.70	10.20	9.75
3 consec mo	10.25	9.80	9.40	8.90	8.50
6 consec mo	9.50	8.90	8.10	7.65	7.25
1 yr	7.90	7.50	7.15	6.65	6.10

6-9 am, 11 am-1 pm & 3-6 pm/specified, extra 1.00.

New Orleans

(including Gretna)
Orleans Parish—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KGLA

1969
GRETNA

All Spanish

Media Code 4 219 6037 8.00 Mid 010786-000
West Jefferson Broadcasting, Inc.
Box 428, Marrero, LA 70072. Phone 504-347-8491.

PROGRAMMING DESCRIPTION

KGLA: Programmed completely for Spanish ethnic audiences, featuring news, information, community services & music from Central, South American, Caribbean & Spain. Contact Representative for further details. Rec'd 11/26/80.

- PERSONNEL**
General Manager—Alberto Carrillo.
Sales Manager—Julio Guichard.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
500 w. 1540 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Service: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

Eff—Rec'd 12/28/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
PER WK:	10 ti 20 ti 30 ti	10 ti 20 ti 30 ti
6-10 am & 3-6 pm	20	18 16 18 16 14

7. PACKAGE PLANS
50% of above rates, guaranteed.

WAJV (FM)

1970
NEW ORLEANS



Media Code 4 219 6063 4.00 Mid 010787-000
Loyola University of the South
1024 N. Rampart St., New Orleans, LA 70116. Phone 504-529-5205.

PROGRAMMING DESCRIPTION

WAJV (FM): MUSIC: MOR, Pop Adult programmed from Schulke II. Contact Representative for further details. Rec'd 1/21/81.

- PERSONNEL**
General Sales Manager—Raymond M. Muro, Jr.
Local Sales Manager—Albert F. Widmer.
Program Director—Tom Krimnsier.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 825 ft. above average terrain.

LOUISIANA

New Orleans—cont
WAJY (FM)—cont

- 4. AGENCY COMMISSION**
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24c, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 43, 44a, 46, 47a, 49.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60l, 60n, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
AM facilities: WWL.
Sold in combination with WWL. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Deduct 1.00 from WWL/WAJY (FM) combination.

WBOK
1950
NEW ORLEANS



Media Code 4 219 6090 7.00 Mid 010788-000
WBOK
3301-1/2 Tulane Ave., New Orleans, LA 70119. Phone
504-827-1522.
1 min rate 1x: 50.00.

WBYU (FM)
1953
NEW ORLEANS

SWANSON BROADCASTING

Easy Listening



NRBA

A Swanson Station

Media Code 4 219 6150 9.00 Mid 010789-000
Swanson Broadcasting
1001 Howard Ave., New Orleans, LA 70113. Phone 504-
525-9600.

PROGRAMMING DESCRIPTION
WBYU (FM): MUSIC: Easy Listening presented in foreground manner. NEWS: plus traffic reports 2x/hr in AM drive, hly in PM drive; 5-day weather hly at :30; business barometer reports 3x daily; 3 min news every other hr outside of drivetimes. FEATURES: emphasis on audience participation promotion & community involvement. Contact Representative for further details. Rec'd 11/21/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—J. Richard Lamb.
Operations Manager—Bill Gerson.
Sales Manager—Trisha Quinn.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
ERP 100,000 w. (horz.), 60,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 71a.

TIME RATES

Eff 6/1/84—Rec'd 11/21/84.

- 6. SPOT ANNOUNCEMENTS**
MONDAY THRU SATURDAY
1 MINUTE
- | GRID: | I | II | III | IV | V |
|---|-----|-----|-----|----|----|
| 5:30-10 am | 100 | 90 | 80 | 70 | 60 |
| 10 am-3 pm | 115 | 105 | 95 | 85 | 75 |
| 3-8 pm | 105 | 95 | 85 | 75 | 65 |
| (*) | 65 | 60 | 55 | 50 | 45 |
| 30 SECONDS | | | | | |
| 5:30-10 am | 90 | 80 | 70 | 60 | 50 |
| 10 am-3 pm | 105 | 95 | 85 | 75 | 65 |
| 3-8 pm | 95 | 85 | 75 | 65 | 55 |
| (*) | 50 | 45 | 40 | 35 | 30 |
| (*) Mon-Sat 8 pm-midnight; Sun 5:30 am-8 pm.
30 sec: 90% of 1-min. | | | | | |

WEZB (FM)

B-97FM

1945
NEW ORLEANS



BLAIR RADIO



NRBA

Media Code 4 219 6301 8.00 Mid 010790-000
EZ Communications, Inc.
601 Loyola Ave., Poydras Plaza, New Orleans, LA 70113.
Phone 504-581-7002.
Mailing Address: Box 53447, New Orleans, LA 70153.

PROGRAMMING DESCRIPTION
WEZB (FM): Programmed for young adults. MUSIC: contemporary, current hits mixed with oldies & selected album cuts with PERSONALITY-oriented air staff. NEWS: 4 person news staff w/mobile units & drive time traffic reports; airplane traffic reports. SPORTS: sportscaster network TV commentary. Mobile units & airplane traffic reports. COMMERCIAL POLICY: 8 minutes or 10 units. Contact Representative for further details. Rec'd 7/26/82.

- 1. PERSONNEL**
President—Arthur Keller.
Vice-Pres. & Gen'l Mgr.—Bob Reich.
Local Sales Manager—Kenneth Nagim.
Program Manager—Kris O'Kelly.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 511 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% net time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with RKO.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Questions
left
unanswered?

Turn to Service-Ads.
SRDS Service-Ads work
with the listings to give
you the information you
need to make more effi-
cient decisions.

G

WNOE

1922
NEW ORLEANS



McGAVREN GUILD RADIO



NRBA

A James A. Noe Station

Media Code 4 219 6405 7.00 Mid 010793-000
WNOE, Inc.
529 Bienville St., New Orleans, LA 70130. Phone 504-
529-1212.

PROGRAMMING DESCRIPTION
WNOE: Programmed for adults. MUSIC: today's country with wide variety of oldies & album selections. Live PERSONALITIES. News: 5 min at :60 with headlines at :30 during drive times. SPORTS: at :32 in AM/PM drive. Public affairs features Sun AM. Specials on artists wknds. Contact Representative for further details. Rec'd 2/13/81.

- 1. PERSONNEL**
President—James A. Noe, Jr.
General Manager—Eric Anderson.
Program Director—Ron Harper.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
50,000 w. days, 5,000 w. nights; 1060 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 4a, 5, 6a, 7b.
Rate Protection: 10g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 28b, 29a, 31.
Contracts: 40c, 41, 42d, 44b, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with McGavren-Guild Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

AM/FM COMBINATION
Eff—Rec'd 10/19/83.

- 6. SPOT ANNOUNCEMENTS**
- | | |
|---------------------------|-------|
| 1 min, ROS: 200 per wk | 25.00 |
| 1 min, Midday: 200 per wk | 15.00 |
- 30 sec: 80% of 1-min.

AM only: Deduct 5.00 from AM/FM combination.

(A)

**NEW ORLEANS
TWO COUNTRY
GIANTS**

**NOE
COUNTRY
101 FM ☆ 1060 AM**

WNOE-FM

1969
NEW ORLEANS

A James A. Noe Station



NRBA

Media Code 4 219 6406 5.00 Mid 010794-000
WNOE, Inc.
529 Bienville St., New Orleans, LA 70130. Phone 504-
529-1212.

PROGRAMMING DESCRIPTION
WNOE-FM: Programmed for adults 25-54. MUSIC: Contemporary Country with AIR PERSONALITIES. COMMERCIAL POLICY: 10 min or 12 units/hr, whichever is greater, maximum; no spots inside a newscast except Paul Harvey. NEWS: at :60 during drivetimes & noon; Paul Harvey at 9 & 11:45 am; 7-person local news dept. with mobile units. Contact Representative for further details. Rec'd 10/19/83.

- 1. PERSONNEL**
General Manager—Eric Anderson.
Program Director—Kris Robbins.
Assistant Program Director—Ralph Cherry.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25a, 25b, 29a, 31.
Contracts: 40e, 41, 42d, 44b, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Network.
Sold in combination with WNOE. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Deduct 5.00 from AM/FM combination.

(A)

WQUE

1923
NEW ORLEANS



EASTMAN RADIO, INC.



NRBA

Mid 010791-000

Broad Street Communications Corp.
1440 Canal St., Suite 800, New Orleans, LA 70112.
Phone 504-581-1280.

PROGRAMMING DESCRIPTION

WQUE: Programmed for adults 18-49. MUSIC: Contemporary Hits format. NEWS: hly in drive. Contact Representative for further details. Rec'd 7/19/84.

- 1. PERSONNEL**
General Manager—Bill Stoeffhaas.
Program Director—Chris Bryan.
Promotion Director—Carol Gniady.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
5,000 w.; 1280 khz. Directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Fri 5:30-10 am. For non-simulcast facilities see FM.
- 4. AGENCY COMMISSION**
15%. Payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio, Inc.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQUE-FM

1948
NEW ORLEANS



EASTMAN RADIO, INC.



NRBA

Media Code 4 219 6542 7.00 Mid 010795-000
Broad Street Communications Corp.
1440 Canal St., Suite 800, New Orleans, LA 70112. Phone
504-581-1280.

PROGRAMMING DESCRIPTION

WQUE-FM: Programmed for adults & young adults; 93% entertainment & 7% news & information. MUSIC: Adult Contemporary. FEATURES: news, weather, information throughout day; 4 breaks per hr. COMMERCIAL POLICY: maximum 9 minutes. Contact Representative for further details. Rec'd 10/15/79.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William C. Stoeffhaas.
General Sales Manager—Paul B. Rogers.
Program Director—Kevin McCarthy.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
ERP 100,000 w.; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately Mon thru Fri 10:53-30 am & Sat & Sun. For simulcast facilities see AM.
Antenna ht.: 512 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%. Payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio, Inc.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

LOUISIANA

Oak Grove

West Carroll Parish—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KWCL

1958
OAK GROVE

Mid 010808-000
See SRDS Spot Radio Small Markets Edition.

KWCL-FM

1973
OAK GROVE

Mid 010809-000
See SRDS Spot Radio Small Markets Edition.

Opelousas

St. Landry Parish—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KOGM (FM)

1965
OPELOUSAS

Mid 010810-000
See SRDS Spot Radio Small Markets Edition.

KSLO

1947
OPELOUSAS

Mid 010811-000
See SRDS Spot Radio Small Markets Edition.

Pineville

Rapides Parish—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See Alexandria
(including Pineville, Tioga)

Port Sulphur

Plaquemines Parish—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KAGY

1966
PORT SULPHUR

Mid 010813-000
See SRDS Spot Radio Small Markets Edition.

Rayville

Richland Parish—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KXLA

1957
RAYVILLE

Mid 010814-000
See SRDS Spot Radio Small Markets Edition.

Ruston

Lincoln Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KRUS

1947
RUSTON

Mid 010815-000
See SRDS Spot Radio Small Markets Edition.

KXKZ (FM)

1968
RUSTON

Mid 010816-000
See SRDS Spot Radio Small Markets Edition.

Shreveport

Cadde Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KBCL

1957
SHREVEPORT



Media Code 4 219 8085 5.00
Results Unlimited
2375 Airline Dr., Bossier City, LA 71111. Phone 318-747-1070.
1 min rate 1x: 14.00.

NRBA

Mid 010817-000

KCIJ

1950
SHREVEPORT

Adult Black

Media Code 4 219 8190 3.00
Radiozark Broadcasting of Louisiana, Inc.
Box 197, Shreveport, LA 71161. Phone 318-425-7724.

- PERSONNEL**
President—John Mahaffey.
Exec. Vice-Pres. & Gen'l Mgr.—Hal Sell.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
5,000 w. days, 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60d, 60c, 60g, 61d, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KCOZ (FM)

1976
SHREVEPORT

Selcom radio
Broadcast Representatives

Beautiful Music



Media Code 4 219 8242 2.00
Mid America Media Co.
725 Austin Pl., Shreveport, LA 71101. Phone 318-227-8020.

- PROGRAMMING DESCRIPTION**
KCOZ (FM): Programmed for adults. MUSIC: familiar melodic arrangements of standards & current favorites. NEWS: every other hr at :57; weather at :30. COMMERCIAL POLICY: 8 commercials maximum per hour. Contact Representative for further details. Rec'd 3/4/77.
- PERSONNEL**
Managing Partner—James A. Reeder.
 - REPRESENTATIVES**
Selcom Radio.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz Stereo.
Operating schedule :24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15d.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 60h, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KOKA.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KDKS-FM

1981
BENTON



(This is a paid duplicate of the listing under Benton, Louisiana.)

Media Code 4 219 8268 7.00
Benton Broadcasting Co., Inc.
2600 Jewella Ave., Suite C, Shreveport, LA 71109. Phone 318-635-5357.

- PROGRAMMING DESCRIPTION**
KDKS (FM): Programmed for ethnic audience 25+.
MUSIC: Urban Progressive Contemporary. AIR PERSONALITIES handle all segments. NEWS: local at 6:50, 7:50 & 8:50 am 3:50, 4:50 & 5:50 pm; network 10 am-2 pm & 7-11 pm. FEATURES: Shooting the Breeze, Night Talk, Monday Magazine, Community Public Affairs. Contact Representative for further details. Rec'd 4/24/84.

- PERSONNEL**
General Manager—Zylphia A. Orr.
Prog. & Music Dir.—Steven (Steve Scott) Nobles.
News Director—Alycia Behling.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)

KEEL

1922
SHREVEPORT



A Multimedia Station.

Media Code 4 219 8295 0.00
KEEL, Inc.
Box 7, 710 Spring St., Shreveport, LA 71120. Phone 318-425-8692.

- PROGRAMMING DESCRIPTION**
KEEL: Programmed for adults 18-54; Adult Contemporary format with AIR PERSONALITY & local news emphasis. FEATURES: Paul Harvey. Contact Representative for further details. Rec'd 10/25/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Carl D. Hamilton.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
50,000 w. days, 5,000 w. nights; 710 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KMBQ (FM).
Affiliated with ABC Information Radio Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFLO

1975
SHREVEPORT

Media Code 4 219 8347 9.00
Nor-Max Broadcasting Co.
610 Marshall St., 318 Lane Bldg., Shreveport, LA 71101.
Phone 318-222-2744.
1 min rate 1x: 6.40.

KJOE

1954
SHREVEPORT

Media Code 4 219 8400 6.00
Coastal Broadcasting
Rt. 7, George Rd., Box 21108, Shreveport, LA 71120.
Phone 318-222-0732.
Rates have been temporarily withdrawn by station.

KMBQ (FM)

1968
SHREVEPORT



A Multimedia Station

Media Code 4 219 8450 1.00
KMBQ, Inc.
Box 7, 710 Spring St., Shreveport, LA 71120. Phone 318-425-8692.

- PROGRAMMING DESCRIPTION**
KMBQ (FM): Programmed for adults 18-49; secondary teens. MUSIC: Contemporary Hit Radio. NEWS: ABC network. COMMERCIAL POLICY: 12 commercial min maximum per hr. Contact Representative for further details. Rec'd 10/25/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Carl D. Hamilton.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,035 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KEEL.
Affiliated with ABC FM Radio Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOKA

1950
SHREVEPORT

Selcom radio
Broadcast Representatives

Urban Contemporary/Soul



Media Code 4 219 8505 2.00
Mid America Media Co.
725 Austin Place, Shreveport, LA 71101. Phone 318-222-3122.

- PROGRAMMING DESCRIPTION**
KOKA: Urban Contemporary Soul. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
Managing Partner—James A. Reeder.
Operations Manager—Sonrose Rutledge, Jr.
Sales Manager—Joe Miot.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
10,000 w. days, 500 w. nights; 1550 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KCOZ (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

KRMD
1928
SHREVEPORT
KRMD-FM
1948
SHREVEPORT



Katz Radio

Country Music



Media Code 4 219 8610 0.00 Mid 010827-000
Radio Station KRMD
Box 41011, 3109 Alexander St., Shreveport, LA 71104.
Phone 318-865-5173.

PROGRAMMING DESCRIPTION
KRMD/KRMD-FM: Programmed for adults. MUSIC: Country, live DJ's. NEWS: live at :60 6 am-6 pm; plus 7:30, 8:30 am & 5:30 pm; RKO 7 pm-5 am. FARM: M-Sat 5:45-6:15 am & 12:05-12:15 pm. SPORTS: New Orleans Saints, high school football & college basketball. Contact Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
General Manager—R. D. (Smockey) Hyde.
General Sales Manager—Jerry Black.
Oper. Mgr. & Prog. Dir.—Tom Philier.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
Simulcast Mon thru Fri 5:30 am-1 pm.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 60i, 60g, 60j, 61a.
Cancellation: 70a, 70c, 71a.
Station reserves the right to limit 50% of schedule to traffic times.
Affiliated with Katz Radio Network.
Member: Louisiana Agri-News Network, The Louisiana Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KTAL (FM)

1948
TEXARKANA, TX-SHREVEPORT



BLAIR RADIO



Media Code 4 219 8715 7.00 Mid 010829-000
KCMC, Inc.
3150 N. Market, Shreveport, LA 71107. Phone 318-425-2422.

PROGRAMMING DESCRIPTION
KTAL (FM): Programmed for adults 18-34; secondary adults 18-49. MUSIC: AOR, Contemporary Rock Hits mixed with Rock favorites of recent past. NEWS: reports at :50 6-9 am & 3-6 pm. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—H. Lee Bryant.
Sales Manager—Douglas Yoder.
Operations Manager—Chuck Ellis.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 1450 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable on receipt.

TIME RATES

Eff—Rec'd 1/25/85.

GRID:	1 min	30 sec
AAA	30	25 18 27 22 15
AA	25	18 15 22 15 12
A	20	15 13 17 13 10

KVKI (FM)

1959
SHREVEPORT



Media Code 4 219 8767 8.00 Mid 010822-000
Triple J Broadcasting
1300 Grimmer St., Shreveport, LA 71107. Phone 318-221-9696.

- REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 23.00.

KWKH

1925
SHREVEPORT



Torbet Radio



Media Code 4 219 8820 5.00 Mid 010830-000
Shreveport Great Empire Broadcasting, Inc.
6341 Westport Ave., Box 31130, Shreveport, LA 71130.
Phone 318-688-1130.

PROGRAMMING DESCRIPTION
KWKH: Programmed for adults. MUSIC: Country. NEWS: at :60; headlines at :30; 6-man staff; 3 mobile units; wire & severe weather service; weather at :15. SPORTS: roundup at :45, LSU football & basketball. FEATURES: remote broadcasts w/live appearances by AIR PERSONALITIES. Contact Representative for further details. Rec'd 7/14/80.

- PERSONNEL**
President—F. F. (Mike) Lynch.
General Manager—Gene Dickerson.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
50,000 w.; 1130 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately 5 am-midnight. For simulcast facilities see FM.
- AGENCY COMMISSION**
15%; 10th following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12h, 13g, 14g.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 52b.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KWKH-FM

(formerly KROK (FM))
1948
SHREVEPORT



Torbet Radio



Media Code 4 219 8846 0.00 Mid 010828-000
Shreveport Great Empire Broadcasting, Inc.
6341 Westport Ave., Box 31130, Shreveport, LA 71130.
Phone 318-688-1130.

PROGRAMMING DESCRIPTION
KWKH-FM: Target audience 18-49. MUSIC: Modern Country. NEWS: hrly coverage; traffic & sports reports in AM drive. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
President—F. F. (Mike) Lynch.
General Manager—Gene Dickerson.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.
Partial simulcast operation. Simulcast midnight-5 am. For non-simulcast operation see AM.
- AGENCY COMMISSION**
15%; 10th following month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12h, 13g, 14g.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 52b.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with RKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Slidell

St. Tammany Parish—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WLTS (FM)

(formerly WAIL (FM))
1970
SLIDELL

Media Code 4 219 8872 6.00 Mid 010831-000
Phase II Broadcasting Corp.
1639 Gentilly Blvd., New Orleans, LA 70119. Phone 504-943-9019.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

WSDL

1963
SLIDELL

Media Code 4 219 8925 2.00 Mid 010832-000
Inter American Broadcasters, Inc.
300 Commonwealth Bldg-140 Carondelet St., New Orleans, LA 70130. Phone 504-566-7485.
Mailing Address: Box 1175, Slidell, LA 70459. Phone 504-641-1560.
1 min rate 1x: 15.00.

Springhill

Webster Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KBSF

1954
SPRINGHILL

See SRDS Spot Radio Small Markets Edition. Mid 010833-000

KTKC (FM)

1954
SPRINGHILL

See SRDS Spot Radio Small Markets Edition. Mid 010834-000

Sulphur

Calcasieu Parish—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KEZM

1955
SULPHUR



Media Code 4 219 9135 7.00 Mid 010835-000
Media I, Inc.
320 W. Parish Rd., Sulphur, LA 70663. Phone 318-527-5202.

PROGRAMMING DESCRIPTION
KEZM: Programmed for 18-49 age group. MUSIC: Black Contemporary, current hits & oldies. NEWS: Network at :50, state & local during drive times and noon. SPORTS: Network at 7:20 am & 5:20 pm. Contact Representative for further details. Rec'd 7/25/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—Patrick Manuel.
Program Director—Darryl K. Moore.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
500 w. days; 1310 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Sheridan Broadcasting Network.

TIME RATES

Eff—Rec'd 12/4/81.

6. SPOT ANNOUNCEMENTS	PER WK:	Open	10 ti	20 ti	30 ti
1 min	15	14	13	12	
30 sec	12	11	10	9	

(SMD)(CR)

KTQQ (FM)

1977
SULPHUR



Media Code 4 219 9187 8.00 Mid 010836-000
Lalayette Broadcasting, Inc.
Box 172, Sulphur, LA 70664. Phone 318-625-7777.

PROGRAMMING DESCRIPTION
KTOO (FM): MUSIC: Modern country. AIR PERSONALITIES 24 hrs daily. NEWS: Local & network at :60. SPORTS: local high school football. LSU football, basketball. COMMERCIAL POLICY: 12-min spot load maintained. Rec'd 7/25/83.

- PERSONNEL**
Station Manager—Mario Caballero.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with RKO TWO.
Member: Louisiana Agri-News Network, The Louisiana Network, Southern States Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(CR)

Tallulah

Madison Parish—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KBYO (FM)

1983
TALLULAH

Media Code 4 219 9213 2.00 Mid 032992-000
Sco-Kim, Inc.
Box 1112, Tallulah, LA 71282. Phone 318-574-1500.

PROGRAMMING DESCRIPTION
KBYO (FM): FARM: country & ag programming. Rec'd 2/9/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chris C. Kimbell, Jr.
Program Director—Hub Turner.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 326 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KZZM.
Affiliated with Progressive Farmer Network.
Affiliated with KBS.
Member: Southern States Network.

TIME RATES

Eff 1/1/82—Rec'd 2/9/84.

6. SPOT ANNOUNCEMENTS	1 ti	26 ti	52 ti	102 ti	156 ti
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	11.00	10.50	10.00	9.50	9.00
20 sec	9.00	8.50	8.00	7.50	7.00

(SMD)

KZZM

1982
TALLULAH

See SRDS Spot Radio Small Markets Edition. Mid 010837-000

Thibodaux

Lafourche Parish—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KHOM (FM)

1968
HOUMA



(This is a paid duplicate of the listing under Houma, Louisiana.)
Media Code 4 219 3175 9.00 Mid 010738-000
La Terr Broadcasting Corp.
2306 W. Main, Box 728, Station 2, Houma, LA 70360.
Phone 504-876-5466.
Studio: Houma & Thibodaux.

PROGRAMMING DESCRIPTION
KHOM (FM): Programmed for adults. MUSIC: Contemporary hits/recurrents/crossover. AIR PERSONALITIES handle all segments live. NEWS: predominantly local. hrly at :60. SPORTS: local high school & pro football, local U. football, basketball. Special programming: French news & music 5-6 am M-Sat, nostalgia 7-10 pm Sun-F, Hot country nights 10 pm-5 am. Rec'd 3/29/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Raymond Saadi.
Station Manager—Mildred Regan.
- FACILITIES**
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

continued

LOUISIANA

Thibodaux—cont

KHOM (FM)—cont

4. **AGENCY COMMISSION**
15/0 time only; 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 30c.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
AM facilities: KTIB, Thibodaux, La.
Affiliated with Music Country Radio Network.
Member: Southern States Network.

TIME RATES

Eff 1/1/84—Rec'd 12/27/83.

6. **SPOT ANNOUNCEMENTS**
ROS
60 ti/wk 1-min, 14.15; 30-sec, 11.20.

(D) (A)

KTIB

1953
THIBODAUX

NRBA

Media Code 4 219 9345 2.00 Mid 010838-000
La Terr Broadcasting Corp.
108 Green St., Thibodaux, LA 70301. Phone 504-447-9006.

PROGRAMMING DESCRIPTION

KTIB: Programmed for general interest. MUSIC: Contemporary Country hits plus Country oldies & some southern reg'l hits. AIR PERSONALITIES handle all segments, interspersing news & community service items; contests, games regularly scheduled. NEWS: hrly at :60, predominantly local, plus AP wire via satellite; 4-person team for local & daily 1/2 hr live interviews 11:30 am-noon. SPORTS: local state U baseball; area football. Rec'd 9/27/82.

1. **PERSONNEL**
General Manager—Raymond Saadi.
Station Manager—Roy Pugh.
3. **FACILITIES**
500 w.; 630 khz. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.
5. **GENERAL ADVERTISING See coded regulations**
FM facilities: KHOM (FM), Houma, La.
Member: Southern States Network.

TIME RATES

No. 3C Eff 9/1/82—Rec'd 9/27/82.

7. **PACKAGE PLANS**
ROS
- | PER WK: | 12 ti | 24 ti | 36 ti |
|---------|-------|-------|-------|
| 30 sec | 11.75 | 10.85 | 10.30 |
| 1 min | 14.70 | 13.50 | 12.95 |
- GUARANTEED/SPECIFIED DAYPARTS
- | 30 sec | 12.95 | 12.05 | 11.45 |
|--------|-------|-------|-------|
| 1 min | 15.85 | 14.70 | 14.15 |
- SATURATION
- | 60 TI: | 30 sec | 1 min |
|--------------------|--------|-------|
| ROS | 9.70 | 12.95 |
| Guaranteed/specif. | 10.85 | 13.25 |
- CONSECUTIVE WEEK DISCOUNTS
- | | |
|-----------|-----------|
| 13 wk—5% | 52 wk—15% |
| 26 wk—10% | |

(SMD)

KXOR (FM)

1966
THIBODAUX

Mid 010839-000

See SRDS Spot Radio Small Markets Edition.

Tioga

Rapides Parish—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

See Alexandria
(including Pineville, Tioga)

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Ville Platte

Evangeline Parish—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KVPI

1953
VILLE PLATTE

Cajun Country Radio

ndb

NRBA

Media Code 4 219 9450 0.00 Mid 010840-000
Ville Platte Broadcasting Co., Inc.
336 W. Main St., Drawer J, Ville Platte, LA 70586. Phone 318-363-2124.

PROGRAMMING DESCRIPTION

KVPI: MUSIC: Country & Cajun. Emphasis on agricultural news, markets, etc. Contact Representative for further details. Rec'd 9/14/83.

1. **PERSONNEL**
General Manager—Jim Soileau.
Station Manager—Bill DeVille.
2. **REPRESENTATIVES**
Paul Miller & Company.
3. **FACILITIES**
250 w.; 1050 khz. Non-directional.
Operating schedule: 6 am-6 pm. CST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: The Louisiana Network, Louisiana Agri-News Network.

TIME RATES

No. 4 Eff 11/1/84—Rec'd 10/29/84.

7. **PACKAGE PLANS**
- | ROS: | 1x | 10x | 50x | 100x | 300x | 600+ |
|--------|------|------|------|------|------|------|
| 30 sec | 6.60 | 6.25 | 5.60 | 5.30 | 4.95 | 4.65 |
| 1 min | 8.50 | 7.90 | 7.05 | 6.75 | 6.30 | 6.00 |
- Specific times, extra 15%.
- BUCK-A-DIAL—MON THRU FRI 10-11 AM
- MINIMUM 13 WK: 1 min
Ea 11.00
8. **PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|---------|------|--------|--------|-------|
| 1 ti | 90 | 60 | 36 | 18 |
| 2 ti | 75 | 50 | 30 | 15 |

10. **SPECIAL FEATURES**
Sports Boosters—monthly 30.00.
Cajun Rendezvous—1-min 10.00.
French News spots—1-min 12.00.
La Tasse De Cafe—1-min 10.00.
French newscast—30.00.
Farmers Mart or Tradio (French/English)—1/4 hr 30.00.

(SMD)

KVPI-FM

1967
VILLE PLATTE

Mid 031973-000

See SRDS Spot Radio Small Markets Edition.

Vivian

Caddo Parish—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KNCB

1966
VIVIAN

Mid 010841-000

See SRDS Spot Radio Small Markets Edition.

Washington

St. Landry County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KNEK

1980
WASHINGTON

Mid 010842-000

See SRDS Spot Radio Small Markets Edition.

West Monroe

Ouachita Parish—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Monroe
(including West Monroe)

White Castle

Iberville Parish—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KSMI (FM)

1972
DONALDSONVILLE

KKAY

1976
WHITE CASTLE

Mid 010721-000

See listing under Donaldsonville, La.

Winnfield

Winn Parish—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KVCL

1955
WINNFIELD

Mid 010843-000

See SRDS Spot Radio Small Markets Edition.

KVCL-FM

1966
WINNFIELD

Mid 010844-000

See SRDS Spot Radio Small Markets Edition.

Winnsboro

Franklin Parish—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KMAR

1957
WINNSBORO

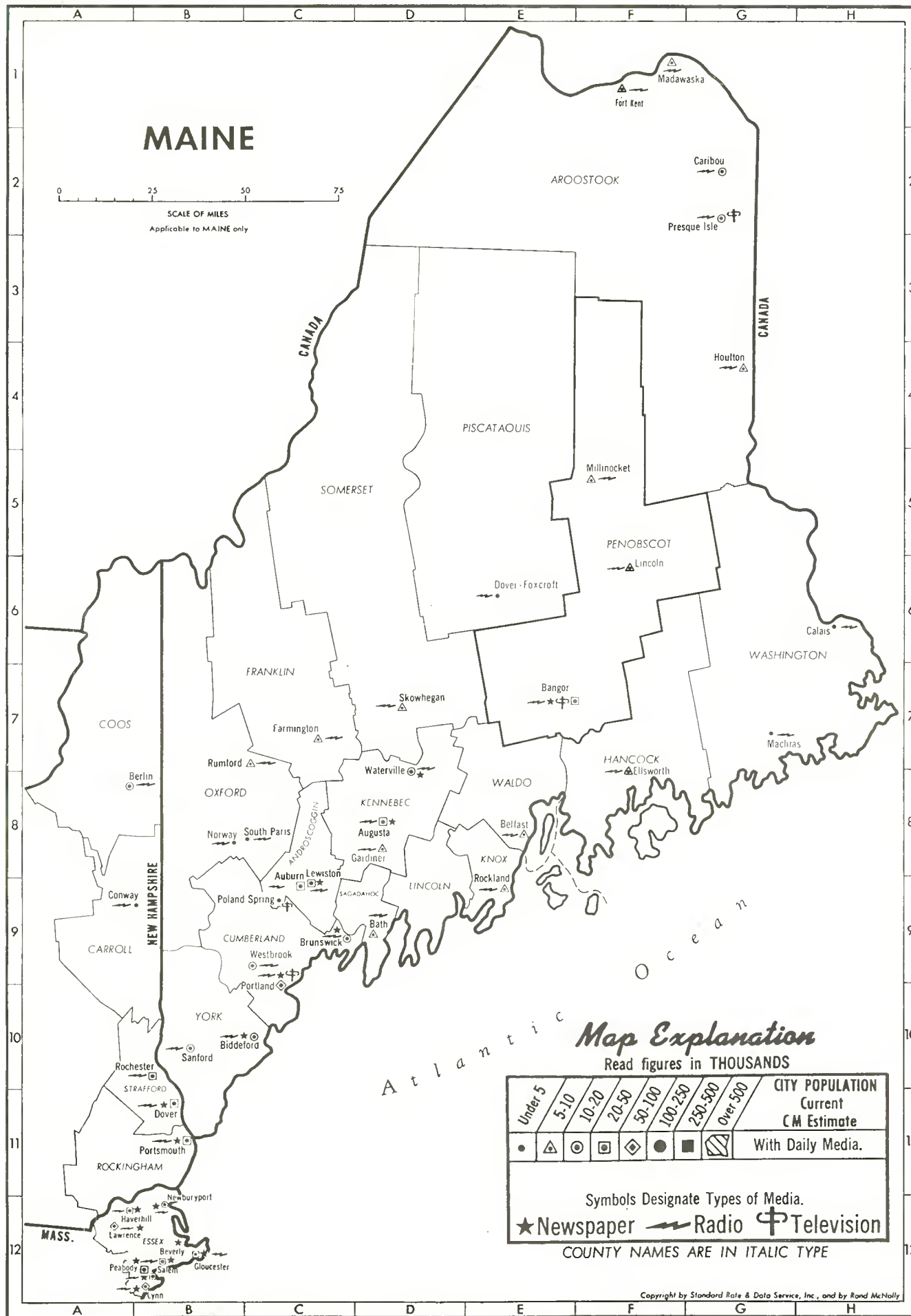
KMAR-FM

1969
WINNSBORO

Mid 010845-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Auburn—Androscoggin		Augusta—Kennebec				Bangor—Penobscot		Lewiston—Androscoggin				Portland—Cumberland		Passenger Ctrs 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)			
	Population 4/1/84 (000)	Households 4/1/84 (000)	% Distribution of Households 00000 15000 35000 50000 to to to to 14999 34999 49999 over				Total Retail Sales— Per Household		Retail Sales—1984 By Selected Store Types											
	(000)	(000)	Per Household (\$000)	Per Household (\$)	Per Household (\$)	Per Household (\$)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
MAINE STATE TOTALS	1,150.8	407.81	9,367,594	22,970	37.3	44.4	12.1	6.1	5,546,115	13,600	1,229,294	198,235	839,047	257,895	266,977	936,385	494,864	613.20	2.9	5.13
ANDROSCOGGIN C-8	100.2	35.71	758,060	21,228	42.1	42.2	10.1	5.7	472,221	13,224	105,499	17,192	72,510	21,762	22,171	79,578	42,265	49.22	.2	.53
Auburn	22.2	8.27	174,624	21,115	108,423	13,110	24,280	3,969	16,722	4,983	5,052	18,261	9,713	11.2309
Lewiston	38.8	14.42	288,605	20,014	185,430	12,859	41,761	6,877	28,903	8,467	8,480	31,188	16,649	16.5923
Lewiston-Auburn Metro Area (Official MSA)	84.3	30.30	632,360	20,870	41.0	44.7	9.6	4.8	397,207	13,109	88,962	14,545	61,277	18,253	18,499	66,897	35,586	40.13	.2	.43
Lewiston-Auburn Metro Area (county basis)	100.2	35.71	758,060	21,228	39.9	45.1	10.3	4.8	472,221	13,224	105,499	17,192	72,510	21,762	22,171	79,578	42,265	49.22	.2	.53
AROOSTOOK F-2	88.3	28.54	691,630	24,234	34.6	43.2	14.0	8.2	394,274	13,815	87,012	13,950	59,161	18,423	19,235	66,636	35,121	43.93	.8	.52
CUMBERLAND B-9	221.1	81.30	2,090,720	25,716	41.9	40.9	10.9	6.3	1,152,800	14,180	252,635	40,119	170,692	54,285	57,439	195,155	102,409	118.05	1.0	1.14
Portland	58.9	24.50	532,703	21,743	323,974	13,223	72,377	11,794	49,744	14,931	15,212	54,596	28,996	26.30	.5	.34
Portland Metro Area (Official MSA)	198.4	73.41	1,901,990	25,909	31.3	45.2	15.0	8.5	1,046,650	14,258	229,039	36,299	154,546	49,365	52,375	177,245	92,927	106.04	.8	.91
Portland Metro Area (county basis)	221.1	81.30	2,090,720	25,716	32.1	44.7	14.5	8.7	1,152,800	14,180	252,635	40,119	170,692	54,285	57,439	195,155	102,409	118.05	1.0	1.14
FRANKLIN C-7	28.3	9.92	206,273	20,794	40.7	44.9	9.5	4.7	129,070	13,011	28,955	4,744	19,972	5,920	5,979	21,729	11,571	15.9412
HANCOCK F-7	43.7	16.31	333,413	20,442	41.8	44.5	9.3	4.4	210,965	12,935	47,429	7,792	32,776	9,652	9,704	35,498	18,929	25.1118
KENNEBEC D-8	113.2	40.08	907,960	22,654	39.4	43.9	11.1	5.7	545,407	13,608	120,880	19,491	82,501	25,364	26,261	92,086	48,664	60.48	.1	.45
Augusta	21.6	8.39	183,712	21,897	112,137	13,366	24,975	4,053	17,119	5,186	5,317	18,911	10,025	11.1912
KNOX E-8	33.8	12.58	256,536	20,392	43.9	42.6	8.6	4.9	160,439	12,753	36,216	5,981	25,115	7,306	7,281	26,970	14,418	17.9013
LINCOLN D-9	27.1	10.09	230,756	22,870	37.5	43.3	12.7	6.5	136,834	13,561	30,353	4,900	20,731	6,357	6,571	23,098	12,213	16.1507
OXFORD B-8	49.6	17.80	371,032	20,844	41.6	44.6	9.2	4.6	230,231	12,934	51,761	8,504	35,770	10,534	10,590	38,740	20,657	27.6322
PENOBSCOT F-6	138.7	46.91	1,055,940	22,510	37.3	44.6	12.6	5.6	638,180	13,604	141,451	22,810	96,546	29,676	30,721	107,748	56,943	70.80	.3	.42
Bangor	30.6	11.46	263,992	23,036	153,277	13,375	34,136	5,540	23,398	7,089	7,269	25,849	13,702	14.69	.2	.14
Bangor Metro Area (county basis)	138.7	46.91	1,055,940	22,510	37.3	44.6	12.6	5.6	638,180	13,604	141,451	22,810	96,546	29,676	30,721	107,748	56,943	70.80	.3	.42
Bangor Metro Area (Official MSA)	83.9	28.58	659,292	23,068	37.4	43.2	12.9	6.5	389,405	13,625	86,277	13,906	58,867	18,116	18,769	65,752	34,740	41.45	.2	.30
PISCATAQUIS E-4	17.7	6.35	126,918	19,987	40.5	46.1	10.3	2.5	82,272	12,956	18,459	3,025	12,734	3,773	3,810	13,850	7,376	9.4608
SAGadahOC D-9	30.4	10.67	254,871	23,887	33.1	46.2	14.6	6.2	149,159	13,979	32,815	5,239	22,249	6,994	7,346	25,228	13,270	16.23	.2	.26
SOMERSET D-5	45.8	15.73	337,583	21,461	39.7	44.2	11.3	4.6	207,589	13,197	46,390	7,562	31,892	9,564	9,738	34,980	18,582	23.3714
WALDO E-8	29.8	10.39	185,564	17,860	48.5	42.9	5.9	2.8	126,655	12,190	28,974	4,866	20,320	5,677	5,489	21,221	11,442	16.5110
WASHINGTON G-7	36.2	12.77	240,128	18,804	48.0	39.0	9.1	3.8	160,722	12,586	36,411	6,041	25,328	7,288	7,205	26,994	14,464	19.3108
YORK B-10	146.9	52.66	1,320,210	25,070	30.6	47.2	15.4	6.8	749,297	14,229	164,054	26,019	110,750	35,320	37,437	126,874	66,540	83.11	.3	.69

MAINE

MAINE

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Auburn

Androscoggin County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

See Lewiston-Auburn

Augusta

Kennebec County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WFAU

1946
AUGUSTA

Mid 010846-000

See SRDS Spot Radio Small Markets Edition.

WKCG (FM)

1961
AUGUSTA

Mid 027476-000

See SRDS Spot Radio Small Markets Edition.

WRDO

1932
AUGUSTA

WRDO-FM

1981
AUGUSTA



Media Code 4 220 1250 0.00 Mid 010847-000
Augusta-Waterville Broadcasters, Inc.
One Memorial Circle, Augusta, ME 04330. Phone
Augusta, 207-623-4735, Waterville, 207-547-3272.

PROGRAMMING DESCRIPTION

WRDO: MUSIC: Mass appeal Pop Adult w/Solid Gold. AIR PERSONALITIES handle all segments. NEWS: network & mid-state local; Accu-weather. SPORTS: network & local; play-by-play high school football & basketball; ME Guides AAA baseball; ME Mariners hockey. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Hyatt.
General Sales Manager—Jim Mann.

2. REPRESENTATIVES
Kettell-Carter, Inc.
Savalli & Schutz, Inc.

3. FACILITIES
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 5,000 circular polarized. 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

Simulcast 24 hours daily.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC Radio Network.
Affiliated with RKO TWO.

TIME RATES

No. 2 Eff 5/1/84—Rec'd 5/29/84.

AM Drive—Mon thru Sat 5:30-10 am.
Daytime—Mon thru Sat 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sat 7 pm-midnight.
ROS/BTA—5:30 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	AMD	DT	PMD	EVE	ROS/BTA
Open	17.00	15.00	16.00	14.00	15.50
12 ti	16.00	14.00	15.00	13.00	14.50
18 ti	15.00	13.00	14.00	12.00	13.50

GRID II

Open	15.00	13.00	14.00	12.00	13.50
12 ti	14.00	12.00	13.00	11.00	12.50
18 ti	13.00	11.00	12.00	10.00	11.50

GRID III

Open	13.00	11.00	12.00	10.00	11.50
12 ti	12.00	10.00	11.00	9.00	10.50
18 ti	11.00	9.00	10.00	8.00	9.50

30 sec: Deduct 1.00 from 1-min. (SMD)

Bangor

(including Brewer)

Penobscot County—Map Location F-6

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABI

1924
BANGOR



Torbet Radio



Media Code 4 220 1500 0.00 Mid 010848-000
Community Broadcasting Service
35 Hildreth St., Bangor, ME 04401. Phone 207-947-8321,
TWX, 710-222-1645.

PROGRAMMING DESCRIPTION

WABI: Programmed for family. AIR PERSONALITIES handle all segments except syndicated specials on wknds. NEWS: 5-min at :60 & short reports at :30; 6-6:30 news, weather, sports. MUSIC: 5:45-10 am, M-F, Adult Contemporary w/features; 10 am-2 pm & 2-6 pm Adult Contemporary w/30% oldies; 6:30 pm-12M Adult Contemporary. SPORTS: high school, college games home & away. COMMERCIAL POLICY: 15 min/hr; personalities available for remotes & promotions. Contact Representative for further details. Rec'd 9/26/83.

1. PERSONNEL
Vice-Pres. & Mgr.—George Gonyar.

2. REPRESENTATIVES
Torbet Radio, Inc.
New England—Kettell-Carter, Inc.

3. FACILITIES
5,000 w.; 910 khz. Directional nights.
Operating schedule: 5:45-12:05 am. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33d.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WBGW (FM).
TV facilities: WABI-TV.
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

No. 25 Eff 9/24/84—Rec'd 9/19/84.

AAA—Mon thru Sun 5:39-10 am.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 3-7 pm.
B—Mon thru Sun 7 pm-12:05 am.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	1	2	3
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5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a,
 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33d.
 Contracts: 40c, 41c, 42a, 42c, 43, 44b, 45, 46, 47a, 49,
 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61b, 62b,
 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 30, 31, 32.
 AM facilities: WABI.
 Affiliated with Supernet.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 25 Eff 9/24/84—Rec'd 9/19/84.

AAA—Mon thru Sun 5:39-10 am.
 AA—Mon thru Sun 10 am-3 pm.
 A—Mon thru Sun 3-7 pm.
 B—Mon thru Sun 7 pm-1:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	30 sec	1 min	3 min
AAA	23.00	21.00	18.00
AA	17.60	16.00	14.00
A	16.50	15.00	13.00
B	8.80	8.00	7.00

15 sec: 75% of 30-sec.
 Fixed position, extra 2.00.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	5 min
Ea	250	175	45

WGUY (FM)

1979
 BREWER

Media Code 4 220 1750 9.00 Mid 010851-000
 Bangor Broadcasting Co., Div of Stone Communi-
 cations, Inc.
 Box 478, Brewer, ME 04412. Phone 207-947-7354.

PROGRAMMING DESCRIPTION

WGUY (FM): Programmed for adults 18-49. MUSIC: Current hits & standards. AIR PERSONALITIES handle all segments. NEWS: Twice hourly in AM & PM drive. NEWS: Emphasis on local & statewide. Radio-equipped vehicles. AP wire, police scanner. SPORTS: Stories & scores as part of newscasts. further details. Rec'd 11/5/84.

1. PERSONNEL

President—Melvin L. Stone.
 General Manager—Robert Mooney.
 Sales Manager—Neal Chamberlain.

2. REPRESENTATIVES

Masla Radio.
 Boston—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

ERP 1,000 w.; 100.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 484 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 23a.
 Contracts: 40a, 41, 43, 45, 46.
 Cancellation: 70e.
 Prod. Services: 81, 82.
 Affiliated with ABC Rock Radio Network.
 AM facilities: WMLI, Bangor.

TIME RATES

No. 21 Eff 3/1/84—Rec'd 1/25/85.

6. SPOT ANNOUNCEMENTS

	6-10 AM	3-7 PM
1 min	20.00	19.00
30 sec	16.00	15.25
	12.00	11.50
1 min	15.00	14.00
30 sec	12.00	11.25
	12.00	11.50
1 min	12.00	11.50
30 sec	9.75	9.25

WKSQ (FM)

1982
 ELLSWORTH



(This is a paid duplicate of the listing under Ellsworth, Maine.)

Media Code 4 220 3875 2.00 Mid 027791-000
 Acadia Broadcasting Co.
 45 High St., Ellsworth, ME 04605. Phone 207-667-7573.

PROGRAMMING DESCRIPTION

WKSQ (FM): Programmed for adults 18-49. AIR PERSONALITIES featured on all programs. NEWS: 5-min at :55 from 5 am-6 pm daily & at :25 from 5-9 am. Frequent weather updates. MUSIC: 50% current hits, 50% oldies, primarily from the last 10 yrs. SPORTS: Updates at :15 & :45 from 5-9 am daily. Contact Representative for further details. Rec'd 12/28/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mark Osborne.
 Executive Vice-President—Natalie Osborne.
 General Sales Manager—Keryn W. Smith.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 4B Eff 7/1/84—Rec'd 10/9/84.

AAA—Mon thru Sat 6 am-7 pm.
 AA—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	1	2	3	4	5
GRID:						
1 min		30	27	24	21	18
30 sec		24	22	19	17	15

WMLI

1947
 BANGOR

Middle of the Road

Media Code 4 220 1937 2.00 Mid 015894-000
 Bangor Broadcasting Co., Div. of Stone Communi-
 cations, Inc.
 7 Main St., Bangor, ME 04401. Phone 207-947-6728.

PROGRAMMING DESCRIPTION

WMLI: Programmed for adults 35+ . MUSIC: MOR. AIR PERSONALITIES handle all segments. NEWS: 2x/hr in drive; wire service, emphasis local & statewide. SPORTS: stories & scores as part of newscasts. Contact Representative for further details. Rec'd 11/5/84.

1. PERSONNEL

President—Melvin I. Stone.
 General Manager—Robert Mooney.
 Sales Manager—Neal L. Chamberlain.

2. REPRESENTATIVES

Masla Radio.
 Boston—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

5,000 w.; 1250 khz. Non-directional.
 500 w. post sunset.
 Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 23a.
 Contracts: 40a, 41, 43, 45, 46.
 Cancellation: 70e, 72.
 Prod. Services: 81, 82.
 FM facilities: WGUY (FM), Brewer.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 2 Eff 3/1/84—Rec'd 2/13/84.

6. SPOT ANNOUNCEMENTS

	6-10 AM	3-7 PM
1 min	20.00	19.00
30 sec	16.00	15.25
	12.00	11.50
1 min	15.00	14.00
30 sec	12.00	11.25

WPBC (FM)

1976
 BANGOR

Easy Listening



Media Code 4 220 2125 3.00 Mid 010852-000
 Penobscot Broadcasting Corp.
 27 State St., Bangor, ME 04401. Phone 207-947-3371.

PROGRAMMING DESCRIPTION

WPBC (FM): Lifestyle Easy Listening for adults & young adults, resident & seasonal tourist population plus business & professionals. MUSIC: 90% with emphasis on contemporary instrumentals, balance being standards and MOR/light contemporary vocals. News/weather/sports 3-min at :60, weather checks, stocks & business items within news & as regular features. Seasonal features: road, foliage, ski reports & other recreational. COMMERCIAL POLICY: max 10 commercial units per hrs. Contact Representative for further details. Rec'd 10/2/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—James H. Goff.
 Program Director—John Supranovich.
 Sales Manager—Judy Collier.

2. REPRESENTATIVES

Herbert E. Groskin & Co.
 Boston—Creed Associates, Inc.

3. FACILITIES

ERP 15,000 w. (horiz.), 15,000 w. (vert.); 92.9 mhz. Stereo.
 Operating schedule: 5:30-11 am. EST.
 Antenna ht.: 781 ft. above average terrain.

4. AGENCY COMMISSION

15/2; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 5, 8.
 Rate Protection: 10a, 11a, 12a, 14a, 15b, 15d.
 Basic Rates: 20b, 22b, 23a, 24a, 24b, 24c, 29a, 33d.
 Contracts: 40a, 41, 45.
 Comb.; Cont. Discounts: 60f, 62d.
 Cancellation: 70e, 71a, 72, 73b.

TIME RATES

No. 7 Eff 5/1/84—Rec'd 10/2/84.

6. SPOT ANNOUNCEMENTS

	1	5	10	15	20	25	30
WK:							
1 min	25	24	23	22	21	20	19
30 sec	20	19	18	17	16	15	14

WTOS (FM)

1968
 SKOWHEGAN

Mid 010899-000
 61 Main St., Bangor, ME 14401. Phone 207-942-6189.
 See listing under city of license.

WWMJ (FM)

1965
 ELLSWORTH



HILLIER, NEWMARK, WECHSLER & HOWARD

Mid 031708-000
 See listing under city of license.

WZON

1926
 BANGOR



Masla Radio



Media Code 4 220 2156 8.00 Mid 010849-000
 The Zone Corp.
 861 Broadway, Box 921, Bangor, ME 04401. Phone 207-942-4656.

PROGRAMMING DESCRIPTION

WZON: Programmed for mass appeal; emphasis adults 18-49. AIR PERSONALITIES handle all segments. NEWS: at :48 in drive 9x/day, followed by NBC network. SPORTS: 2x/hr 6-10 am. FEATURES: community service. COMMERCIAL POLICY: 12 minutes/hr. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL

General Manager—Christopher J. Spruce.
 General Sales Manager—Mark T. Wellman.
 Program Director—John Marshall.

2. REPRESENTATIVES

Masla Radio.
 New England—McGavern-Guild, Inc.

3. FACILITIES

5,000 w.; 620 khz. Directional nights. Stereo.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 14b.
 Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28b, 28c.
 Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 51b.
 Con. Disc. Renewal: 62b.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Bath

Sagadahoc County—Map Location D-9
 See SRDS Consumer market map and data at beginning of the state.

WIGY (FM)

1971
 BATH



Media Code 4 220 2187 3.00 Mid 010853-000
 Porter Broadcasting Services, Inc.
 Berry's Mill Rd., Box 329, Bath, ME 04530. Phone 207-443-5542.

1. PERSONNEL

General Manager—Roger L. Bertolini.

2. REPRESENTATIVES

Masla Radio.
 Kettell-Carter, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WJTO.
 Affiliated with Connecticut Radio Network.

TIME RATES

Eff 10/1/83—Rec'd 2/7/84.

6. SPOT ANNOUNCEMENTS

	1	10	20	30	1	10	20	30
GRID:								
I	40	38	36	34	34	32	30	28
II	34	32	30	28	29	27	25	23
III	28	26	24	22	24	22	20	18
IV	22	20	18	16	19	17	15	13

I—Specific dayparts, non-preemptible.
 II—Specific schedule, preemptible within ROS.
 III—ROS, 7 consecutive days 5-11 am.

IV—ROS, Sun thru Tue.
 Dayparts: 5-10 am; 10 am-3 pm; 3-8 pm 8 pm-1 am; 5-11 am.

7. PACKAGE PLANS

	TAP—7 DAYS, EQUAL ROTATION	15 ti	30 ti	45 ti	60 ti
1 min		20	19	18	17
30 sec		16	15	14	13

SPECIFIED SCHEDULES

	250x	500x	750x	1000x
1 min	26	25	24	23
30 sec	23	22	21	20

ROS
 21 20 19 18
 18 17 16 15
 Minimum 5% per month/25% per quarter.
 (SMD)(CR)

WJTO

1957
 BATH



Media Code 4 220 2250 9.00 Mid 010854-000
 Porter Broadcasting Services, Inc.
 Box 329, Berry's Mill Rd., West Bath, ME 04530. Phone 207-443-5542.

1. PERSONNEL

General Manager—Roger L. Bertolini.

3. FACILITIES

1,000 w.; 730 khz. Non-directional.
 84 w. pre-sunrise.
 Operating schedule: Sunrise-Local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WIGY (FM).
 Affiliated with Satellite Music Network.

TIME RATES

6. SP

MAINE

Biddeford-Saco—cont

WHYR (FM)—cont

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 20a, 21a.
Contracts: 40a, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 61b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 8/28/84.
AA—6 am-7 pm.
A—ROS 5:30 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	GUARANTEED DAY PART				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	11.50	11.00	10.50	10.00	9.50
30 sec	9.50	9.00	8.50	8.00	7.50
CLASS A					
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.50	7.00	6.50	6.00	5.50
CLASS AA					
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.50	8.00	7.50	7.00	6.50

WIDE BIDDEFORD



Media Code 4 220 2750 8.00 Mid 010857-000
Hoy Communications Corp.,
Box 667, 124 Main St, Biddeford, ME 04005, Phone 207-282-5121.

2. REPRESENTATIVES

New England—Kettell-Carter, Inc.
1 min rate 1x: 9.50.

Brewer

Penobscot County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Bangor (including Brewer)

Brunswick

Cumberland County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

WCLZ (FM)

1965
BRUNSWICK



Media Code 4 220 3000 7.00 Mid 010859-000
Clipper Communications
River Rd., Box 900, Brunswick, ME 04011, Phone 207-865-6168.

PROGRAMMING DESCRIPTION

WCLZ (FM): Programmed for adults 20-54. MUSIC: Adult Contemporary. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 3/22/83.

1. PERSONNEL

General Manager—David Kaufman.
Program Director—Jack Armstrong.

2. REPRESENTATIVES

Major Market Radio Sales.
New England—Doucette Radio.

3. FACILITIES

ERP 15,000 w.; 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff—Rec'd 10/25/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 10 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	Open	12 ti	24 ti	36 ti
AAA		38	37	36
AA		30	29	28
30 sec: 80% of 1-min.				

(SMD) (D)

WKXA

1955
BRUNSWICK

Mid 010858-000
See SRDS Spot Radio Small Markets Edition.

Calais

Washington County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WQDY

1959
CALAIS

WQDY-FM

1975
CALAIS



Media Code 4 220 3250 8.00 Mid 010860-000
WQDY, Inc.
281 Main St., Calais, ME 04619, Phone 207-454-7545.

PROGRAMMING DESCRIPTION

WQDY: Programmed for adults & young adults. MUSIC: mixture of adult contemporary, oldies & stds. Personalities & listener involvement, contests & continuous promotion. NEWS: local at :05; AP radio at :60. Interview show 10:15-10:45 am. SPORTS: major league baseball, local high school basketball, hockey. Tele/talk program to buy, sell or swap 9:15-10 am. Live remotes. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL

President—Daniel F. Hollingdale.
Sales Manager—Mike Goodine.

2. REPRESENTATIVES

Kadetsky Broadcast Properties, Inc.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz.
Operating schedule: 5 am-10:15 pm. EST.
Antenna ht.: 300 ft. above average terrain.

Simulcast Mon-Fri 5 am-midnight; Sun 5-10 am.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 4/1/84—Rec'd 11/26/84.
AA—6 am-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA A	AA A
1 min	14	12
30 sec	12	11

7. PACKAGE PLANS

ROS—6 AM-7 PM—SATURATION
PER WK: 10 ti 20 ti 30 ti PER WK: 10 ti 20 ti 30 ti
1 min 12 11 10 30 sec 11 10 9
(SMD)

Caribou

Aroostook County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WFST

1956
CARIBOU

Mid 010861-000
See SRDS Spot Radio Small Markets Edition.

Dover-Foxcroft

Placataquia County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WDME

1967
DOVER-FOXCROFT

WDME-FM

1981
DOVER-FOXCROFT

Mid 010862-000
See SRDS Spot Radio Small Markets Edition.

Ellsworth

Hancock County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WDEA

1958
ELLSWORTH

Mid 010863-000
See SRDS Spot Radio Small Markets Edition.

WKSQ (FM)

Kiss 94FM

1982
ELLSWORTH



Media Code 4 220 3875 2.00 Mid 027791-000
Acadia Broadcasting Co.
45 High St., Ellsworth, ME 04605, Phone 207-667-7573.

PROGRAMMING DESCRIPTION

WKSQ (FM): Programmed for adults 18-49. AIR PERSONALITIES featured on all programs. NEWS: 5-min at :55 from 5 am-6 pm daily & at :25 from 5-9 am. Frequent weather updates. MUSIC: 50% current hits, 50% oldies, primarily from the last 10 yrs. SPORTS: Updates at :15 & :45 from 5-9 am daily. Contact Representative for further details. Rec'd 12/28/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mark Osborne.
Executive Vice-President—Natalie Osborne.
General Sales Manager—Keryn W. Smith.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No 4B Eff 7/1/84—Rec'd 10/9/84.
AAA—Mon thru Sat 6 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA				
	1	2	3	4	5
1 min	30	27	24	21	18
30 sec	24	22	19	17	15
CLASS AA					
1 min	25	22	19	16	13
30 sec	20	17	15	13	11

(SMD)(D)

WWMJ (FM)

1965
ELLSWORTH



Media Code 4 220 3937 0.00 Mid 031708-000
Dudman Communications Corp.
68 State St., Ellsworth, ME 04605, Phone 207-667-9555,
9556, Bangor, 942-7575.

PROGRAMMING DESCRIPTION

WWMJ (FM): Programmed for 25-54. MUSIC: Adult Contemporary. NEWS: network at :60; local news staff; reg'l news & weather. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Helen Sloane Dudman.
Sales Manager—Linda D. Cummings.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 8,300 w. circular polarized; 95.7 mhz.
Operating schedule: 5-1 am. EST.
Antenna ht.: 1,029 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WDEA.
Affiliated with CBS RADIORADIO.

TIME RATES

Eff—Rec'd 9/24/84.
AAA Mon thru Sun 10 am-3 pm; Sat 7 pm-midnight.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Fri & Sun 7 pm-1 am; Mon thru Sun ROS 5-1 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	30	25	20
30 sec	80% of 1-min.		

(SMD) (CR)

Farmington

Franklin County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WKTJ

1959
FARMINGTON
WKTJ-FM

1973
FARMINGTON

Mid 010864-000
See SRDS Spot Radio Small Markets Edition.

Fort Kent

Aroostook County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WLVC

1975
FORT KENT

Mid 015914-000
See SRDS Spot Radio Small Markets Edition.

Gardiner

Kennebec County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WABK

1968
GARDINER

Mid 010865-000
See SRDS Spot Radio Small Markets Edition.

WABK-FM

1974
GARDINER

Mid 033171-000
See SRDS Spot Radio Small Markets Edition.

Gorham

Cumberland County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

WASY

1979
GORHAM

Mid 030233-000
See SRDS Spot Radio Small Markets Edition.

Houlton

Aroostook County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WHOU

1950
HOULTON

WHOU-FM

1975
HOULTON

Mid 010866-000
See SRDS Spot Radio Small Markets Edition.

Lewiston-Auburn

Androscoggin County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAYU (FM)

1948
LEWISTON



Media Code 4 220 4345 5.00 Mid 010867-000
Long Lake Broadcasting Corp.
159 Lisbon St., Box 330, Lewiston, ME 04240, Phone 207-784-6921.

2. REPRESENTATIVES

NY—Savalli & Schutz, Inc.
Boston—The Queen Company.
1 min rate 1x: 17.00.

WBLM (FM)

1973
LEWISTON



Media Code 4 220 4375 2.00 Mid 010868-000
Stereo Corp.
Box 478, Lewiston, ME 04240, Phone 207-783-2065.
Sales Office: 80 Exchange St., Portland, ME 04111.
Phone 207-774-6364.

PROGRAMMING DESCRIPTION

WBLM (FM): Programmed for adults 18-49. MUSIC: emphasis on personality popular hits, 60's & 70's oldies & current album favorites. Live & taped concerts wkly; folk, blues, new-wave & Jazz specials wkly. NEWS: at :60, :20 & :40 AM drive; 5-min at 12N; 5-min at 5 pm. Staff meteorologist with 5 live reports daily including Sat. Staff astrologist 3x/day. AIR PERSONALITIES live, in all time segments. COMMERCIAL POLICY: max 10 units hly regardless of length. Contact Representative for further details. Rec'd 2/26/81.

1. PERSONNEL

President—Robert F. (Doc) Fuller.
Executive Vice-President—J. J. Jeffrey.
Vice-Pres. & Gen'l Mgr.—R. L. (Bob) Caron.

2. REPRESENTATIVES

Selcom Radio
Boston—Kadetsky Broadcast Properties, Inc.

- 3. FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 612 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14g, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 27, 28b, 29a, 30, 32a, 33.
Contracts: 40a, 41, 42a, 42d, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WCOU

1938
LEWISTON

Media Code 4 220 4500 5.00 Mid 010869-000
Long Lake Broadcasting Corp.
159 Lisbon St., Box 330, Lewiston, ME 04240. Phone 207-784-6921.

- 2. REPRESENTATIVES**
NY—Savalli & Schutz, Inc.
Boston—The Queen Company.
1 min rate 1x: 13.00.

WKZS (FM)

1977
AUBURN



Media Code 4 220 4825 0.00 Mid 010872-000
The Great Down East Wireless Talking Machine Co., Inc.
Box 929, Lewiston, ME 04240. Phone 207-784-5401.
Studio: Washington St., Auburn, ME

PROGRAMMING DESCRIPTION

WKZS (FM): MUSIC: Soft hits. NEWS: at :60, 3-min news & commentary; staff weatherman. Contact Representative for further details. Rec'd 8/1/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Ron Frizzell.
Station Manager—Don Fitzgibbons.
Program Director—Mike Lawrence Binder.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 27, 28b, 29a, 30.
Contracts: 41, 42d, 44a, 45, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 9/24/84.

- 6. SPOT ANNOUNCEMENTS**
1 MINUTE
- | | | |
|---------------------|-------|-------|
| PER WK: | 10 ti | 20 ti |
| Guaranteed | 24 | 23 |
| ROS 6 am-12M | 18 | 17 |
| 30-sec: deduct 20%. | | |

- 7. PACKAGE PLANS**
- | | | | | |
|----------------------------------|-----------|-------|------|-------|
| PER YR: | BULK, ROS | | | |
| | 150x | 300x | 500x | 1000x |
| 1 min | 17 | 15 | 14 | 13 |
| 24 HOUR TAP | | | | |
| 1 min | 10 ti | 20 ti | | |
| Guaranteed dayparts, extra 6.00. | 21 | 20 | | |
| 30-sec: deduct 20%. | | | | |
| SPECIAL 24-HR WKND PACKAGE | | | | |
| 20 ti, 179.00. | | | | |

WLAM

1947
LEWISTON



Media Code 4 220 4750 6.00 Mid 010870-000
The Great Down East Wireless Talking Machine Co., Inc.
Box 929, Lewiston, ME 04240. Phone 207-784-5401.
Studio: Washington St., Auburn, ME

PROGRAMMING DESCRIPTION

WLAM: MUSIC: adult contemporary. NEWS: heavy local news commitment; news at :60; 3 man team; 2-way equipped mobile vehicle. Staff weatherman. FARM: reports at 6:05 am. Contact Representative for further details. Rec'd 9/16/80.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Ron Frizzell.
Sales Manager—Bill Craig.
Program Director—Gary Bruce.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
5000 w. 1470 khz. Directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 27, 28b, 29a, 30.
Contracts: 41, 42d, 44a, 45, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 9/24/84.

AA—Mon thru Fri 3-7 pm.

A—All other times.

ROS—5:30 am-midnight.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|---------|-----------|--------|-------|--------|
| PER WK: | SPECIFIED | | | |
| | 1 min | 30 sec | 1 min | 30 sec |
| 10 ti | 30.00 | 25.00 | 25.00 | 20.00 |
| 20 ti | 25.00 | 23.00 | 20.00 | 18.00 |
| 30 ti | 24.00 | 22.00 | 19.00 | 17.00 |
| 40 ti | 23.00 | 20.00 | 18.00 | 16.50 |
| 50 ti | 20.00 | 18.00 | 17.00 | 16.00 |
- WEEKLY**
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| ROS: | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti | 60 ti |
| 1 min | 20.00 | 18.90 | 16.15 | 14.50 | 14.00 | 13.15 |
| 30 sec | 15.30 | 14.45 | 13.70 | 12.45 | 11.90 | 11.05 |
- All orders ROS, 5:30 am-midnight.
Specified daypart, per spot, extra 6.00.
Specified hr, per spot, extra 4.00.
Less than 10 per week, per spot, extra 2.00.
15 sec: 60% of 1-min.

- 7. PACKAGE PLANS**
- | | | | | | |
|-----------------|--------|--------|-------|-------|-------|
| PER YR: | BULK | | | | |
| | 150x | 300x | 600x | 900x | 1200x |
| 1 min | 20.00 | 18.75 | 16.45 | 15.90 | 14.60 |
| 30 sec | 16.55 | 15.50 | 14.55 | 13.85 | 12.80 |
| 24 HOUR WEEKEND | | | | | |
| SAT & SUN: | 15 sec | 30 sec | 1 min | | |
| 15 ti | 120 | 150 | 165 | | |
- All orders ROS, 5:30 am-midnight.
Specified daypart, per spot, extra 4.00.
Specified hr, per spot, extra 5.00.
Less than 10 per week, per spot, extra 1.00.
15 sec: 60% of 1-min.

- 10. SPECIAL FEATURES**
NEWS/FARM/PAUL HARVEY ADJACENCIES/
WEATHER
- | | | | |
|---------|------|------|------|
| PER WK: | 2 ti | 3 ti | 5 ti |
| Ea | 32 | 30 | 26 |

WRXV

1968
AUBURN

Media Code 4 220 4875 1.00 Mid 010871-000
WRXV, Inc.
88 Court St., Auburn, ME 04210. Phone 207-784-1531.
1 min rate 1x: 12.00.

Lincoln

Penobscot County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WLKN

1964
LINCOLN

WLKN-FM

1975
LINCOLN

Mid 010873-000
See SRDS Spot Radio Small Markets Edition.

Machias

Washington County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WALZ (FM)

1979
MACHIAS

WMCS

1965
MACHIAS

Mid 010874-000
See SRDS Spot Radio Small Markets Edition.

Madawaska

Aroostook County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

WSJR

1962
MADAWASKA

Mid 010876-000
See SRDS Spot Radio Small Markets Edition.

Millinocket

Penobscot County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WMKR

1978
MILLINOCKET
WKTR (FM)

1978
MILLINOCKET

Mid 010877-000
See SRDS Spot Radio Small Markets Edition.

Monticello

Aroostook County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WOZW

1981
MONTICELLO

Mid 030234-000
See SRDS Spot Radio Small Markets Edition.

Norway

(including South Paris)
Oxford County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WOXO

1955
SOUTH PARIS

Mid 010878-000
See SRDS Spot Radio Small Markets Edition.

WOXO-FM

1970
NORWAY

Mid 029008-000
See SRDS Spot Radio Small Markets Edition.

Portland

(including Scarborough, Westbrook)
Cumberland County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBLM (FM)

1973
LEWISTON



(This is a paid duplicate of the listing under Lewiston-Auburn, Maine.)

Media Code 4 220 4375 2.00 Mid 010868-000
Stereo Corp.
Box 478, Lewiston, ME 04240. Phone 207-783-2065.
Sales Office: 80 Exchange St., Portland, ME 04111.
Phone 207-774-6364.

PROGRAMMING DESCRIPTION

WBLM (FM): Programmed for adults 18-49. MUSIC: emphasis on personality popular hits, 60's & 70's oldies & current album favorites. Live & taped concerts w/ky; folk, blues, new-wave & jazz specials w/ky. NEWS: at :60, :20 & :40 AM drive; 5-min at 12N; 5-min at 5 pm. Staff meteorologist with 5 live reports daily including Sat. Staff as-

trologist 3x/day. AIR PERSONALITIES live, in all time segments. COMMERCIAL POLICY: max 10 units hrly regardless of length. Contact Representative for further details. Rec'd 2/26/81.

- 1. PERSONNEL**
President—Robert F. (Doc) Fuller.
Executive Vice-President—J. J. Jeffrey.
Vice-Pres. & Gen'l Mgr.—R. L. (Bob) Caron.
- 2. REPRESENTATIVES**
Selcom Radio.
Boston—Kadetsky Broadcast Properties, Inc.
- 3. FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 612 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14g, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 27, 28b, 29a, 30, 32a, 33.
Contracts: 40a, 41, 42a, 42d, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WCLZ (FM)

1965
BRUNSWICK



(This is a paid duplicate of the listing under Brunswick, Maine.)

Media Code 4 220 3000 7.00 Mid 010859-000
Clipper Communications
River Rd., Box 900, Brunswick, ME 04011. Phone 207-865-6168.

PROGRAMMING DESCRIPTION

WCLZ (FM): Programmed for adults 20-54. MUSIC: Adult Contemporary. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 3/22/83.

- 1. PERSONNEL**
General Manager—David Kaufman.
Program Director—Jack Armstrong.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
New England—Doucette Radio.
- 3. FACILITIES**
ERP 15,000 w.; 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- TIME RATES**
- Eff—Rec'd 10/25/84.
- AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 10 am-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|-----------------------|------|-------|-------|-------|
| 1 MIN: | Open | 12 ti | 24 ti | 36 ti |
| AAA | 38 | 37 | 36 | 35 |
| AA | 30 | 29 | 28 | 27 |
| 30 sec: 80% of 1-min. | | | | |
- (SMD) (D)

WDCS (FM)

1960
SCARBOROUGH

Personality Classical Music

Media Code 4 220 6125 9.00 Mid 010880-000
Dirigo Communications, Inc.
10 Oak Hill Terrace, Scarborough, ME 04074. Phone 207-883-9596.

PROGRAMMING DESCRIPTION

WDCS (FM): Programmed for adults. MUSIC: Classical. 8 AIR PERSONALITIES handle all segments. Live symphony concerts every wk; live opera Sat afternoons Dec-July. 24 hr request lines. Jazz 2-6 pm Sun. Drive time consists of very short, up tempo classical selections, frequent time, temperature & weather checks. Promotions & contests during all segments. yr-rnd. Business & financial news 3x/day. M-F. NEWS: 11 times daily. SPORTS: ski reports Nov-Apr 2x daily; road condition reports Dec-Apr 6x daily. COMMERCIAL POLICY: 12 units per hr. Any commercial jingle is acceptable. 1/4 hr separation between competing accounts. Contact Representative for further details. Rec'd 11/2/84.

- 1. PERSONNEL**
President—Fred Miller.
Station Manager—Jane Graffam.
Program Director—Barbara Doane.
- 2. REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 18 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.

MAINE

Portland—cont

WDOS (FM)—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12a, 13g, 14a, 15.
 Basic Rates: 21b, 26, 28a, 29a, 33c.
 Contracts: 40a, 41, 42b, 46, 47a.
 Comb.; Cont. Discounts: 60c, 60j, 61a.
 Cancellation: 70b, 70d, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with Concert Music Network.
 Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WGAN

1938
 PORTLAND



BLAIR RADIO



Media Code 4 220 6250 5.00 Mid 010881-000
 Taylor Communications, Inc.
 Northport Plaza, Broadcast Center, Portland, ME 04104.
 Phone 207-797-0780.

PROGRAMMING DESCRIPTION

WGAN: MUSIC: Adult Contemporary, emphasis on PERSONALITY. NEWS: staff w/news at :60 & :30 AM/PM drive & at :60 rest of day. SPORTS: at :15 & :45 AM/PM drive; pro hockey; on location live sportstalk show with guests & calls. FEATURES: emphasis community involvement. Contact Representative for further details. Rec'd 2/1/85.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Cole Wilkins.
 Sales Manager—Robert Callegari.
 Program Manager—Peter Falconi.

2. REPRESENTATIVES
 Blair Radio.
 Canada—Tele-Capital/Unicom Ltd.

3. FACILITIES
 5,000 w.; 560 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 14b, 15a.
 Basic Rates: 20a, 26, 27, 29a, 29b, 32b, 33b.
 Contracts: 40a, 40c, 45, 46, 47a, 51c.
 Comb.; Cont. Discounts: 60g, 60j, 61b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Blair Represented Network.
 Affiliated with NBC—Talknet.

TIME RATES

AM/FM COMBINATION
 No. 27 Eff 4/1/81—Rec'd 10/19/82.
 AAA—Mon thru Sat 5:30-10 am.
 AA—Mon thru Sat 3-7 pm; Sat 10 am-3 pm.
 A—Mon thru Fri 10 am-3 pm & all other times.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III
PER WK:	1 min	30 sec	1 min
AAA	64	58	56
AA	61	55	53
A	57	52	50

AM only: 70% of AM/FM combination.
 Phone 207-797-0780.

WGAN-FM

1967
 PORTLAND



BLAIR RADIO



Media Code 4 220 6251 3.00 Mid 010882-000
 Taylor Communications, Inc.
 Northport Plaza, Broadcast Center, Portland, ME 04104.
 Phone 207-797-0780.

PROGRAMMING DESCRIPTION

WGAN-FM: Programmed for adults 18-34. MUSIC: Contemporary hits with emphasis on AIR PERSONALITIES & promotion. NEWS: updates at :60; 2x/hr in AM drive. FEATURES: nightly music countdowns & wknd music features; heavy regional involvement. Contact Representative for further details. Rec'd 2/1/85.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Cole Wilkins.
 Sales Manager—Robert Callegari.
 Program Manager—Peter Falconi.

2. REPRESENTATIVES
 Blair Radio.
 Canada—Tele-Capital/Unicom Ltd.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.), 102.9 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,470 ft above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 14b, 15a.
 Basic Rates: 20a, 26, 27, 29a, 29b, 32b, 33b.
 Contracts: 40a, 40c, 45, 46, 47a, 51c.
 Comb.; Cont. Discounts: 60g, 60j, 61b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Blair Represented Network.
 Sold in combination with WGAN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
 70% of AM/FM combination.

WHOM (FM)

1958
 MT. WASHINGTON



(This is a paid duplicate of the listing under Mt. Washington, New Hampshire.)
 Media Code 4 230 6600 0.00 Mid 012049-000
 NEWENGCO, Inc.
 765 Congress St., Portland, ME 04101. Phone 207-773-0209.

PROGRAMMING DESCRIPTION

WHOM (FM): Programmed for adults. MUSIC: Easy Listening, MOR album music. Format combination of instrumental & vocal selections of definite adult appeal including MOR, current popular, showtunes movie themes & standards. NEWS: at :55 & :26 in drivetime, news at :56 outside of drivetime. COMMERCIAL POLICY: 8 spots per hr. Contact Representative for further details. Rec'd 4/30/84.

1. PERSONNEL
 Station Manager—Herbert W. Crosby, Jr.
 Sales Manager—Bernard J. LaCroix.

2. REPRESENTATIVES
 Christal Radio.
 Kettell-Carter, Inc.

3. FACILITIES
 ERP 48,000 w. (horiz.), 48,000 w. (vert.); 94.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 3,756 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

TIME RATES

A—Drive.
 B—5:30 am-7 pm.
 C—10 am-10 pm.

6. SPOT ANNOUNCEMENTS

GRID, ROS:	A	B	C	GRID, ROS:	A	B	C
I	54	48	44	II	46	40	38

(SMD) (D)

WIGY (FM)

1971
 BATH

See listing under city of license. Mid 010883-000

WJBQ (FM)

1974
 PORTLAND

Media Code 4 220 6900 3.00 Mid 010883-000
 Greater Portland Radio Inc.
 583 Warren Ave., Portland, ME 04103. Phone 207-775-6321.

2. REPRESENTATIVES
 Christal Radio.
 New England—Kettell-Carter, Inc.
 1 min rate 1x: 55.00.

WJTO

1957
 BATH

See listing under city of license. Mid 010854-000

WKZS (FM)

1977
 AUBURN

(This is a paid duplicate of the listing under Lewiston-Auburn, Maine.)
 Media Code 4 220 4629 0.00 Mid 010872-000
 The Great Down East Wireless Talking Machine Co., Inc.
 Box 929, Lewiston, ME 04240. Phone 207-784-5401.
 Studio: Washington St., Auburn, ME

PROGRAMMING DESCRIPTION
 WKZS (FM): MUSIC: Soft hits. NEWS: at :60, 3-min news & commentary; staff weatherman. Contact Representative for further details. Rec'd 8/1/83.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Ron Frizzell.
 Station Manager—Don Fitzgibbons.
 Program Director—Mike Lawrence Binder.

2. REPRESENTATIVES
 Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5.
 Rate Protection: 10a, 11a, 12a, 15a.
 Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 27, 28b, 29a, 30.
 Contracts: 41, 42d, 44a, 45, 48, 49, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 81, 82.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 1 MINUTE

PER WK:	10 ti	20 ti
Guaranteed	24	23
ROS 6 am-12M	18	17

30-sec: deduct 20%.

7. PACKAGE PLANS

BULK, ROS

PER YR:	150x	300x	500x	1000x
1 min	17	15	14	13

24 HOUR TAP

1 min	10 ti	20 ti
Guaranteed dayparts, extra 6.00.	21	20

30-sec: deduct 20%.

SPECIAL 24-HR WKND PACKAGE
 20 ti, 179.00.

WLOB

1956
 PORTLAND

Media Code 4 220 6750 4.00 Mid 010884-000
 Portland Radio, Inc.
 779 Warren Ave., Portland, ME 04103. Phone 207-775-1310.
 1 min rate 1x: 10.00.

WMER

1959
 WESTBROOK

Media Code 4 220 6812 2.00 Mid 015896-000
 Chandler Broadcasting, Inc.
 583 Warren Ave., Portland, ME 04103. Phone 207-775-6321.

2. REPRESENTATIVES
 Christal Radio.
 New England—Kettell-Carter, Inc.
 1 min rate 1x: 25.00.

WMGX (FM)

1977
 PORTLAND



Torbet Radio



Media Code 4 220 6874 2.00 Mid 010885-000
 Sunshine Broadcasting, Inc.
 200 High St., Portland, ME 04101. Phone 207-774-4561.

PROGRAMMING DESCRIPTION
 WMGX (FM): MUSIC: adult rock, album cuts, current & 60's & 70's jazz. NEWS: local & nat'l. SPORTS: & weather every 1/2 hr 5:30-8:30 am M-F. Extensive locally produced public affairs specials wkly. COMMERCIAL POLICY: limit 12 commercial units per hour. Contact Representative for further details. Rec'd 7/2/84.

1. PERSONNEL
 President—George Silverman.
 Station Manager—Dave Dean.
 General Sales Manager—William C. Thomas.

2. REPRESENTATIVES
 Torbet Radio, Inc.

3. FACILITIES
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 315 Ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; payable on receipt.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with Supernet.
 Affiliated with CBS RADIORADIO.

TIME RATES

6. SPOT ANNOUNCEMENTS

12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min	58	56	54	30 sec	54

WPOR

1946
 PORTLAND

WPOR-FM

1967
 PORTLAND



McGAVREN GUILD RADIO



An Ocean Coast Properties Station

Media Code 4 220 7250 4.00 Mid 010886-000
 Ocean Coast Properties
 562 Congress St., Portland, ME 04102. Phone 207-773-8111.

PROGRAMMING DESCRIPTION
 WPOR: MUSIC: Modern Country. NEWS: 5 min locally produced 10x daily at :00. WEATHER: at :30, plus live broadcasts from weather service, 2x daily in drive time. Contact Representative for further details. Rec'd 7/6/82.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Robert J. Gold.
 Sales Manager—Bonnie Grant.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 1,000 w.; 1490 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.
 FM-ERP 50,000 w.; 101.9 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 492 ft. above average terrain.

Simulcast 5:30-10 am.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14c.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
 Cancellation: 70b, 70c, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.

Blanket contracts accepted for purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts not accepted for the purpose of rate protection.
 Affiliated with ABC Entertainment Radio Network.
 Affiliated with McGavren Guild Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WYNZ

1925
 PORTLAND



Media Code 4 220 7374 2.00 Mid 010887-000
 Buckley Broadcasting Corporation of Maine
 Box 1319, Portland, ME 04104. Phone 207-772-9797.

PROGRAMMING DESCRIPTION
 WYNZ: Programmed for adults. MUSIC: "Music of Your Life!" featuring Big Bands & vocals from the 40's thru today. NEWS: CBS at :60; local 2x/hr 5:30-9 am & 4-6 pm, at :06 9 am-4 pm. Contact Representative for further details. Rec'd 2/13/84.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Michael C. Schaefer.
 Sales Manager—George Baines.
 Operations Manager—Dean Rogers.

2. REPRESENTATIVES
 Eastman Radio, Inc.
 New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES
 5,000 w. days, 5,000 w. nights; 970 khz. Directional nights.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14c.
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
 Cancellation: 70b, 70c, 71a, 73a, 73b.
 Prod Services: 80, 81, 82.
 Affiliated with CBS Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WYNZ-FM

1976
WESTBROOK



Media Code 4 220 7375 9.00 Mid 010888-000
Buckley Broadcasting Corporation of Maine
Box 1319, Portland, ME 04104. Phone 207-775-0101.

PROGRAMMING DESCRIPTION

WYNZ-FM: MUSIC: Adult Contemporary. NEWS: 5 min in AM drive, 6-10 am. COMMERCIAL POLICY: limit 8 commercial units/hr. Contact Representative for further details. Rec'd 2/13/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael C. Schaefer.
Sales Manager—L. George Baines.
Operations Manager—Dean Rogers.
- REPRESENTATIVES**
Eastman Radio, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 225 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb., Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Presque Isle

Aroostook County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WDHP (FM)

1973
PRESQUE ISLE

Mid 010889-000
See SRDS Spot Radio Small Markets Edition.

WEGP

1960
PRESQUE ISLE

Contemporary



Media Code 4 220 7750 3.00 Mid 010890-000
K & M Corp.
Skyway Industrial Park, Airport Rd., Box 1177, Presque Isle, ME 04769. Phone 207-768-5141.

PROGRAMMING DESCRIPTION

WEGP: Contemporary for 18-34 old market. NEWS: nat'l, reg'l & local plus weather up-dated several times daily. SPORTS: High school basketball. Weather & sports phone. FARM 3 hrs. Give-aways for listener involvement. Live remotes & outside promotions. Programming day-parted. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
President—Frank (Skip) Carroll.
General Manager—Bertina Pulcifer.
- REPRESENTATIVES**
Masla Radio.
Boston—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
5,000 w.; 1390 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6-6:30 am Mon thru Fri. For non-simulcast facilities see WTMS (FM).
- AGENCY COMMISSION**
15% time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WTMS (FM).
Affiliated with MBS.
Member: Ag Radio Net.

TIME RATES

Eff 7/1/84—Rec'd 6/29/84.

- SPOT ANNOUNCEMENTS**
GUARANTEED 1/3 5-9 AM & 3-7 PM
PER WK: 6 ti 12 ti 18 ti 24 ti
30 sec 10.50 9.50 8.50 7.50
1 min, extra 50%.
(SMD)

WKZX

1931
PRESQUE ISLE



Media Code 4 220 7800 6.00 Mid 010891-000
Colonial Broadcasting Co.
Washburn Rd., Box 1251, Presque Isle, ME 04769. Phone 207-764-1650.

PROGRAMMING DESCRIPTION

WKZX: MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: network & local. FARM: 4 hrs/wk; ag report M-F, 6:05-6:30; weather 2x/hr. SPORTS: local events. FEATURES: Sun 6 am-noon music of '30's & '40's; '60's music show; ag & business report M-F 4:50 pm; 95-Live tele/talk show M-F 9:30-10 am; American Top 40 Sat 1 pm; Gospel America Sun 12:05 pm. Contact Representative for further details. Rec'd 10/8/84.

- PERSONNEL**
General Manager—Greg Freeman.
Sales Manager—Jerry Findlen.
Program Director—Ray Larson.
- REPRESENTATIVES**
Creative Broadcast Representatives, Inc.
New England—Kettell-Carter, Inc.
- FACILITIES**
5,000 w.; 950 khz. Directional.
Operating schedule: Mon thru Fri 5:30-1 am; Sat & Sun 6 am-midnight. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with MBS.

TIME RATES

No. 1 Eff 10/1/84—Rec'd 10/8/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times, ROS.
ROS—5:30 am-midnight.

- SPOT ANNOUNCEMENTS**

	1 min		30 sec		A
	AAA	AA	AAA	AA	A
1 x/fixd	14.75	9.75	7.00	12.75	8.75 6.75
2 x	12.00	8.00	6.50	10.25	7.50 5.75
200 x	9.75	7.50	6.00	8.00	7.00 5.25
500 x	8.00	6.50	5.50	7.25	5.50 4.75
750-1000	6.50	5.75	5.00	6.00	4.75 4.25

(SMD)

WOZI (FM)

1981
PRESQUE ISLE

Mid 030235-000
See SRDS Spot Radio Small Markets Edition.

WTMS (FM)

1979
PRESQUE ISLE

Mid 010893-000
See SRDS Spot Radio Small Markets Edition.

Rockland

Knox County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WMCM (FM)

1968
ROCKLAND



Media Code 4 220 7875 8.00 Mid 010892-000
Passamaquoddy Broadcasting, Inc.
415 Main St., Box 130, Rockland, ME 04841. Phone 207-594-8451.

PROGRAMMING DESCRIPTION

WMCM (FM): Programmed for 18-49. MUSIC: Contemporary Hits. NEWS: network, local, hly reports 6 am-12M w/coverage of mid-coast Maine. COMMERCIAL POLICY: 8 units/hr. Contact Representative for further details. Rec'd 1/10/84.83.

- PERSONNEL**
General Manager—Terrence Economy.
- REPRESENTATIVES**
Boston—Kettell-Carter, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz. Stereo.
Operating schedule: 5:30 am-midnight, EST.
Antenna ht.: 170 feet above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WRKD.
Affiliated with MBS.

TIME RATES

No. 5 Eff 1/1/85—Rec'd 1/9/85.

- SPOT ANNOUNCEMENTS**

	6 ti		12 ti		18 ti		24 ti		30 ti	
	MON	THRU	SAT	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM
1 min	12.50	12.00	11.50	11.00	10.50	10.50	10.50	10.50	10.50	10.50
30 sec	10.50	10.00	9.50	9.00	8.50	8.50	8.50	8.50	8.50	8.50

ALL OTHER TIMES

1 min	11.50	11.00	10.50	10.00	9.50
30 sec	9.50	9.00	8.50	8.00	7.50

(SMD)

WRKD

1952
ROCKLAND



Media Code 4 220 8000 2.00 Mid 010894-000
Passamaquoddy Broadcasting, Inc.
415 Main St., Box 130, Rockland, ME 04841. Phone 207-594-8451.

PROGRAMMING DESCRIPTION

WRKD: MUSIC: Adult MOR, entertainment. NEWS: network, local; 3-person full time staff; hly reports 6 am-12M; 2x hly during drive times. SPORTS: high school basketball, baseball & football, major league baseball, hockey & basketball. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
General Manager—Terrence Economy.
- REPRESENTATIVES**
Boston—Kettell-Carter, Inc.
- FACILITIES**
1000 w.; 1450 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WMCM (FM).
Affiliated with ABC Information Radio Network.
Affiliated with MBS.

TIME RATES

No. 13 Eff 1/1/85—Rec'd 1/9/85.

- SPOT ANNOUNCEMENTS**

	6 ti		12 ti		18 ti		24 ti		30 ti	
	MON	THRU	SAT	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM	6-10 AM
PER WK:	12.50	12.00	11.50	11.00	10.50	10.50	10.50	10.50	10.50	10.50
1 min	10.50	10.00	9.50	9.00	8.50	8.50	8.50	8.50	8.50	8.50
30 sec	11.50	11.00	10.50	10.00	9.50	9.50	9.50	9.50	9.50	9.50
10 AM-3 PM, 7-PM-MIDNIGHT & ALL DAY SUN	9.50	9.00	8.50	8.00	7.50	7.50	7.50	7.50	7.50	7.50
1 min	11.50	11.00	10.50	10.00	9.50	9.50	9.50	9.50	9.50	9.50
30 sec	9.50	9.00	8.50	8.00	7.50	7.50	7.50	7.50	7.50	7.50
10 sec: 60% of 1-min.										

(SMD)

Rumford

Oxford County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

WRUM

1954
RUMFORD

Mid 010895-000
See SRDS Spot Radio Small Markets Edition.

WWMR (FM)

(formerly WRUM-FM)
1975
RUMFORD

Mid 010896-000
See SRDS Spot Radio Small Markets Edition.

Saco

York County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

See Biddeford-Saco

Sanford

York County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

WSME

1957
SANFORD

WEBI (FM)

1975
SANFORD

Mid 010897-000
See SRDS Spot Radio Small Markets Edition.

Scarborough

Cumberland County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

See Portland (including Scarborough, Westbrook)

Skowhegan

Somerset County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WQMR

1956
SKOWHEGAN

Mid 010898-000
See SRDS Spot Radio Small Markets Edition.

WTOS (FM)

1968
SKOWHEGAN



Media Code 4 220 8875 7.00 Mid 010899-000
Windjammer Communications Corp.
Middle Rd., Box 159, Skowhegan, ME 04976. Phone 207-474-5171.

61 Main St., Bangor, ME 14401. Phone 207-942-6189.

PROGRAMMING DESCRIPTION
WTOS (FM): Programmed for adults 18-49. MUSIC: album oriented rock. NEWS: statewide reg'l news in AM & PM drives. FEATURES: NBC—The Source concerts & specials wkly; ski reports in season. COMMERCIAL POLICY: 9 minutes per hr. Contact Representative for further details. Rec'd 1/4/83.

- PERSONNEL**
General Manager—Robert H. MacDonald.
Program Director—Kent Thurston.
- REPRESENTATIVES**
Roslin Radio Sales.
New England—Doucette Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 5 am-midnight Mon-Fri. 6 am-midnight Sat/Sun. EST.
Antenna ht.: 2,420 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WQMR.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 7/21/83.
AAA—Mon thru Fri 5-9:30 am; Sat 6-10 am.
AA—All other times, except Sun 6 am-noon.

- SPOT ANNOUNCEMENTS**

	Open	12 ti	24 ti	36 ti	48 ti
1 MIN:		28	27	26	25
AAA	23	22	21	20	19
AA					
30 sec: 80% of 1-min.					

(SMD) (CR)

South Paris

Oxford County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

See Norway (including South Paris)

Waterville

Kennebec County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WTVL

1946
WATERVILLE

WTVL-FM

1968
WATERVILLE



Media Code 4 220 9250 2.00 Mid 010900-000
Kennebec Broadcasting Co.
Box 79, Waterville, ME 04901. Phone 207-873-3311.

PROGRAMMING DESCRIPTION
WTVL: Programmed for adults. MUSIC: Adult Contemporary. NEWS: plus weather updates at :60 6-10 am, noon & 1 pm, 4-6 & 10-11 pm. FEATURES: Super Gold Sat 9 pm-1 am. SPORTS: local college & high school; major league baseball, basketball, hockey. RELIGION: Sun programs, powerline. Rec'd 11/21/84.

- PERSONNEL**
General Manager—David D. Brown.
Sales National—Wilfred Johnson.
Program Director—Don Spencer.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 3,000 w.; 98.3 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 223 ft. above average terrain.
Simulcast 5:30 am-midnight.
- AGENCY COMMISSION**
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 20 Eff 10/1/84—Rec'd 11/21/84.
AM drive—5:30-10 am.

MAINE

Waterville—cont

WTVL, WTVL-FM—cont

Day—10 am-3 pm.
PM drive—3-7 pm.
Evening—7 pm-midnight.
ROS—Mon thru Sun BTA.

6. SPOT ANNOUNCEMENTS

	— 1 min —				— 30 sec —			
GRID:	1	2	3	4	1	2	3	4
AMD	15	14	13	12	13	12	11	10
Day	12	11	10	9	10	9	8	7
PMD	14	13	12	11	12	11	10	9
Eve	11	10	9	8	9	8	7	6
ROS	13	12	11	10	11	10	9	8

Fixed, extra 2.00.

(SMD)

Westbrook

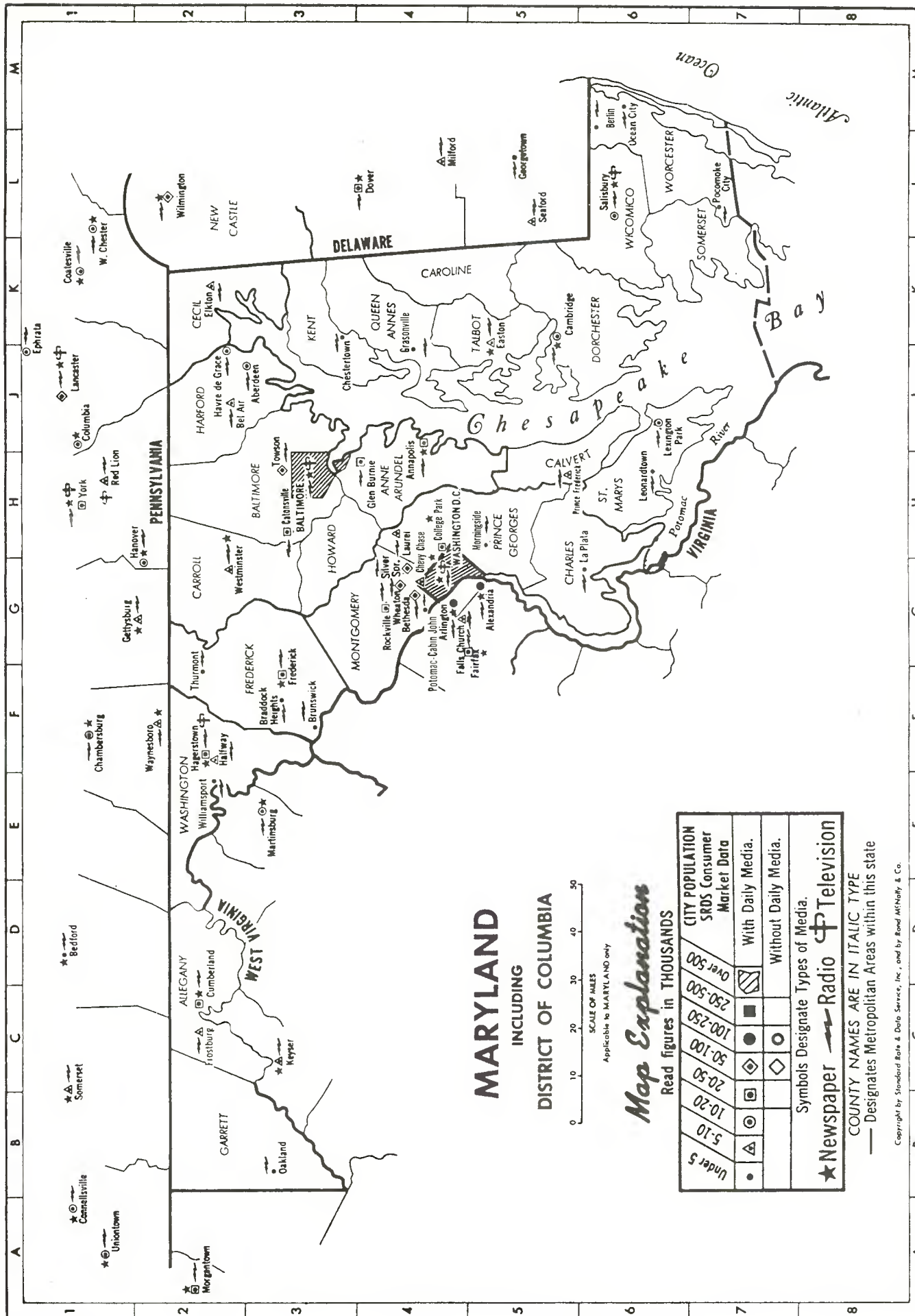
Cumberland County—Map Location B-9

See SRDS Consumer market map and data at beginning of the state.

See Portland

(including Scarborough, Westbrook)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



MARYLAND
INCLUDING
DISTRICT OF COLUMBIA

SCALE OF MILES
0 10 20 30 40 50
Applicable to MARYLAND only

Map Explanation

Read figures in THOUSANDS

CITY POPULATION SRDS Consumer Market Data	With Daily Media.		Without Daily Media.	
	With Daily Media.	Without Daily Media.	With Daily Media.	Without Daily Media.
Over 500	▨	▩	◊	◊
250-500	■	□	◊	◊
100-250	●	○	◊	◊
50-100	◊	◊	◊	◊
20-50	◊	◊	◊	◊
10-20	◊	◊	◊	◊
5-10	◊	◊	◊	◊
Under 5	◊	◊	◊	◊

Symbols Designate Types of Media.

★ Newspaper — Radio ☞ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

Copyright by Standard Rate & Data Service, Inc., and by Reed McHenry & Co.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Annapolis—Anne Arundel Baltimore—Baltimore Cumberland—Allegany Hagerstown—Washington Rockville—Montgomery

ESTimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types											
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mdis. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
MARYLAND STATE TOTALS.....	4,321.6	1,509.71	51,275,186	33,964	26.2	37.4	18.1	18.3	23,583,982	15,622	5,039,934	772,355	3,326,736	1,140,835	1,261,756	4,015,630	2,074,933	2,402.98	948.0	66.51
ALLEGANY C-2	79.1	29.40	665,218	22,626	43.8	39.8	10.8	5.6	399,716	13,596	88,609	14,292	60,487	18,584	19,233	67,484	35,667	44.66	1.3	.34
Cumberland	24.8	10.17	216,877	21,325	133,738	13,150	29,926	4,887	20,597	6,152	6,247	22,529	11,977	13.11	.7	.12
Cumberland Metro Area	107.2	39.23	875,950	22,329	38.8	43.2	12.2	5.8	531,878	13,558	117,997	19,051	80,602	24,707	25,532	89,781	47,475	60.98	2.1	.44
ANNE ARUNDEL H-4 ...	398.7	131.73	4,645,000	35,262	28.0	41.0	15.8	15.2	2,142,270	16,263	453,284	68,453	296,367	104,695	117,665	365,580	187,769	240.55	46.1	4.94
Annapolis	32.2	12.69	378,120	29,797	188,416	14,848	40,790	6,368	27,253	8,991	9,726	31,987	16,659	16.26	11.4	.42
BALTIMORE ² H-3	1,404.8	509.90	14,842,120	29,108	41.4	37.0	12.8	8.8	7,538,070	14,783	1,633,787	255,489	1,092,767	359,246	387,846	1,279,373	666,794	644.95	458.9	12.65
Baltimore	737.1	265.74	6,218,440	23,400	3,611,600	13,591	800,715	129,169	546,649	167,891	173,716	609,730	322,285	238.48	403.9	7.16
Baltimore Metro Area	2,236.4	784.59	24,502,900	31,230	26.0	38.4	19.2	16.4	12,005,000	15,301	2,578,960	398,229	1,710,750	577,546	633,182	2,041,650	1,058,320	1,134.22	570.4	22.00
CALVERT H-5	39.7	12.44	392,768	31,573	22.5	39.2	20.6	17.7	195,357	15,704	41,694	6,377	27,487	9,463	10,489	33,273	17,179	24.41	8.8	.30
CAROLINE K-4	24.4	8.77	196,403	22,395	38.5	43.4	12.3	5.7	119,162	13,587	26,419	4,262	18,036	5,539	5,732	20,118	10,634	15.33	4.1	.18
CARROLL G-2	106.6	34.33	1,051,480	30,629	21.1	43.8	22.3	12.8	537,225	15,649	114,760	17,576	75,722	25,998	28,773	91,481	47,258	67.41	3.1	.60
CECIL K-2	63.0	20.40	609,601	29,882	24.3	42.7	19.9	13.1	312,376	15,313	67,096	10,358	44,502	15,030	16,482	53,127	27,536	37.31	3.3	.42
CHARLES G-5	82.5	24.51	842,193	34,361	17.9	36.2	25.6	20.3	403,112	16,447	85,061	12,793	55,468	19,755	22,298	68,833	35,296	49.53	16.7	1.07
DORCHESTER J-6	30.8	11.51	278,505	24,197	37.5	41.4	12.3	8.8	157,952	13,723	34,924	5,613	23,785	7,365	7,662	26,684	14,080	18.28	9.1	.30
FREDERICK F-3	125.5	41.50	1,251,410	30,154	23.5	42.4	19.9	14.2	637,639	15,365	136,832	21,096	90,675	30,711	33,731	108,468	56,189	77.10	6.9	.90
GARRETT B-2	28.2	9.42	207,952	22,076	39.9	44.3	11.0	4.9	125,250	13,296	27,936	4,543	19,173	5,783	5,911	21,115	11,203	16.26	.1	.11
HARFORD J-2	157.9	50.94	1,791,660	35,172	18.7	36.6	23.8	20.9	827,856	16,252	175,197	26,465	114,567	40,451	45,449	141,268	72,566	94.05	13.2	1.90
HOWARD H-3	140.6	47.95	1,921,520	40,073	12.7	32.9	25.6	28.8	821,494	17,132	171,680	25,443	110,893	40,652	46,565	140,574	71,668	90.71	16.5	1.76
KENT K-3	17.0	6.29	161,451	25,668	35.2	40.8	13.8	10.2	87,460	13,905	19,268	3,082	13,080	4,095	4,289	14,787	7,785	10.47	3.7	.19
MONTGOMERY G-4	601.5	217.36	10,856,200	49,946	12.4	26.0	21.7	39.9	3,768,280	17,337	785,324	115,887	505,864	186,998	215,074	645,223	328,404	379.30	52.7	23.67
Rockville	43.7	14.45	681,537	47,165	252,584	17,480	52,542	7,731	33,781	12,557	14,482	43,266	21,997	25.74	3.1	1.73
PRINCE GEORGES H-5	665.1	226.94	8,179,830	36,044	17.2	38.3	21.2	23.4	3,687,110	16,247	780,346	117,888	510,327	180,148	202,388	629,173	323,203	379.56	247.9	14.42
QUEEN ANNES K-4	27.7	9.73	251,092	25,806	32.3	44.3	13.7	9.7	138,086	14,192	30,255	4,803	20,437	6,504	6,885	23,377	12,266	18.33	4.4	.25
ST MARYS H-6	64.3	20.40	623,567	30,567	23.8	39.8	21.4	15.0	315,029	15,443	67,515	10,390	44,686	15,194	16,724	53,605	27,747	36.98	10.2	.87
SOMERSET L-7	19.2	6.84	148,342	21,687	42.0	40.3	10.8	7.0	90,323	13,205	20,185	3,291	13,877	4,161	4,237	15,220	8,085	10.62	6.7	.13
TALBOT K-5	26.3	10.32	339,739	32,920	27.9	37.4	16.8	17.8	155,274	15,046	33,498	5,204	22,309	7,437	8,094	26,381	13,711	17.40	5.6	.14
WASHINGTON E-2	116.7	41.70	1,045,930	25,082	45.0	41.3	9.6	4.0	593,949	14,243	129,995	20,607	87,729	28,008	29,707	100,578	52,737	68.50	4.9	.69
Hagerstown	33.4	13.83	274,235	19,829	177,956	12,863	40,072	6,598	27,731	8,127	8,142	29,932	15,977	17.79	1.8	.25
Hagerstown Metro Area	116.7	41.70	1,045,930	25,082	32.7	43.6	15.3	8.4	593,949	14,243	129,995	20,607	87,729	28,008	29,707	100,578	52,737	68.50	4.9	.69
WICOMICO K-6	68.6	24.60	644,772	26,210	32.5	42.0	16.2	9.4	352,815	14,342	77,087	12,191	51,942	16,669	17,736	59,769	31,306	40.42	15.0	4.3
WORCESTER L-6	33.4	12.73	328,433	25,800	34.9	41.5	13.6	9.9	178,177	13,997	39,182	6,252	26,556	8,358	8,786	30,139	15,850	20.85	8.8	.25

(*) Baltimore County data includes independent city of Baltimore data.

MARYLAND

MARYLAND

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

AGRI BROADCASTING NETWORK OF PENNSYLVANIA, INC.

MARYLAND GROUP



Business Office: 505 W. Main St., Box 157, New Holland, PA 17557. Phone 717-354-4496.

Comprised of Non-Interconnected Stations

- WCEM—Cambridge
- WESP (FM)—Cambridge
- WCRT—Cherestown
- WFMD—Fredrick
- WBey (FM)—Grasonville
- WHAG—Hagerstown
- WASA—Havre de Grace
- WHDG (FM)—Havre de Grace
- WDMV—Pocomoke City
- WICO—Salisbury
- WTHU—Thurmont
- WTTR—Westminster

See listing under Regional Radio Networks and Groups.

The Maryland News Network, Inc.

Comprised of Interconnected Stations

- WYRE—Annapolis
- WHRR—Bel Air
- WCRT—Cherestown
- WALL—Cumberland
- WROG (FM)—Cumberland
- WCEI—Easton
- WCEI-FM—Easton
- WCTD (FM)—Federalburg
- WMTG—Gaithersburg
- WBET (FM)—Grasonville
- Grasonville
- WHAG—Hagerstown
- WOCM (FM)—Hagerstown
- WKLP—Keyser WV
- WQZK (FM)—Keyser WV
- WKIK—Leonardtown
- WNRK—Newark (Del)
- WMSG—Oakland
- WXIE (FM)—Oakland
- WKYZ (FM)—Salisbury

Media Code 4 220 9624 8.00 Mid 034047-000
Box 567, Bel Air, MD 21014. Phone 301-879-1520.

PROGRAMMING DESCRIPTION

MARYLAND NEWS NETWORK, INC.: NEWS: 14 state newscasts/day M/Sat incl reports from bureaus in Annapolis & Washington; business & sports features, skipjacks ice hockey. Rec'd 10/22/84.

1. PERSONNEL

President—James C. Swartz.
Sales Manager—Tom Gavin.
News Director—Steve Girard.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 8/1/84—Rec'd 7/6/84.
AA—Mon thru Sat 5-10 am.
A—Mon thru Sat 3-8 pm.
B—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

FULL NETWORK
30 sec 150 B 100
80% Clearance Guaranteed.

Aberdeen

Hartford County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

WAMD

1957

ABERDEEN

(CR-3)

See SRDS Spot Radio Small Markets Edition.

Mid 010901-000

Annapolis

Anne Arundel County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WANN

ANNAPOLIS



Media Code 4 221 0400 0.00 Mid 010902-000
Annapolis Broadcasting Corp.
1081 Bay Ridge Rd., Box 631, Annapolis, MD 21404.
Phone 301-269-0700, Wash. D.C. 301-261-2667.

PROGRAMMING DESCRIPTION

WANN: Programmed for black listener. MUSIC: Popular, R & B, Jazz, gospel & spirituals. News & weather at :60 & :30. SPORTS: M-F 8:25 am. Features: personality interviews & community affairs programs, featuring leaders in government, civic & business, in city, county & state. Contact Representative for further details. Rec'd 2/23/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Morris H. Blum
Vice-Pres./Sales—Robert Z. Goldberg.
Vice-Pres./Prog. Oper.—Jeffrey Blum.

2. REPRESENTATIVES

R. A. Lazar & Company.

3. FACILITIES

50,000 w.; 1190 khz. days. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8, 30.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 25a, 28c, 30.
Contracts: 40c, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60g, 60i, 60k.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

No. 2 Eff 10/1/84—Rec'd 7/19/84.

6. SPOT ANNOUNCEMENTS

PREEMPTIBLE-ROS
1x 260x 312x 1500x
1 min 21 17 16 14
30 sec 20 16 15 13
10 sec: Ea 12.00. Minimum 20 within 7 days, if less applicable, 30-sec rate applies.
Fixed position: 1x rate.

WYRE
1948
ANNAPOLIS

Contemporary Adult

Media Code 4 221 0800 1.00 Mid 010905-000
Anna-Del Broadcasting Co., Inc.
25 Silopanna Dr., Annapolis, MD 21401. Phone 301-263-9211, Baltimore, 301-269-0460, Washington, 202-261-2161.

PROGRAMMING DESCRIPTION

WYRE: Programmed for young adults & adults. MUSIC: current & past Adult Contemporary presented by 3 AIR PERSONALITIES; sweeps on hr & 1/2 hr. NEWS: 2 min hrly at :50, 90% local followed by marine weather; local weather & tide timetable at :20. Rec'd 11/21/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Neal Heaton.
Program Director—Mike O'Meara.
Sales Manager—Al Sellers.

3. FACILITIES

250 w. days; 810 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 62b.
Cancellation: 71a, 73a.
FM facilities: WBVEY (FM), Grasonville.
Member: The Maryland News Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 16-A Eff 2/1/83—Rec'd 2/4/83.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Sun 7 pm-sign-off; Mon thru Fri 10 am-7 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 min					
	11	12	18	24	30	36
1 min	26.00	24.50	23.00	22.00	21.00	20.00
30 sec	20.80	19.60	18.40	17.60	16.80	16.00
CLASS AA	1 min					
	11	12	18	24	30	36
1 min	22.00	20.50	19.00	18.00	17.00	16.00
30 sec	17.60	16.40	15.20	14.40	13.60	12.80
10 sec	Flat 9.00.					

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA	1 min					
	6	12	18	24	30	36
1 min	23.00	21.00	20.00	18.50	17.50	16.50
30 sec	18.40	16.80	16.00	14.80	14.00	13.20
BULK	1 min					
	200x	300x	600x	1000x	1500x	
1 min	19.00	18.00	17.00	16.00	15.00	
30 sec	15.90	14.40	13.60	12.80	12.00	
Combination buy, deduct 10%.						

MARINE WEATHER SPONSORSHIPS

1 min w/open	11 12 18 24 30 36					
	11	12	18	24	30	36
30 sec w/open	20.50	19.00	17.50	17.00		
MARINE WEATHER ADJACENCIES						
30 sec	19.00	18.00	16.50	16.00		
NEWSCASTS						
1 min w/open & close, earned rate plus 4.00.						
CONSECUTIVE WEEK DISCOUNT						
26 wk—10%	52 wk—15%					

WYRE/WBVEY, GRASONVILLE COMBINATION

CLASS AAA	1 min					
	12	24	36	48	60	72
1 min	237.60	448.20	631.80	777.60	918.00	
30 sec	190.08	358.56	505.44	622.08	734.40	
CLASS AA	1 min					
	12	24	36	48	60	72
1 min	199.80	372.60	518.40	626.40	729.00	
30 sec	159.84	298.08	414.72	501.12	583.20	

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA	1 min					
	12	24	36	48	60	72
1 min	210.60	383.40	542.70	648.00	756.00	842.40
30 sec	168.48	306.72	434.16	518.40	604.80	673.92

Baltimore

(including Bel Air, Catonsville, Glen Burnie, Towson)

Baltimore County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WANN
ANNAPOLIS

See listing under city of license.

WBAL
1925
BALTIMORE

Media Code 4 221 1200 3.00 Mid 010907-000
Hearst Corp.
3900 Hooper Ave., Baltimore, MD 21211. Phone 301-467-3000.
Studio: Maryland Broadcasting Center, Baltimore, MD 21211. Phone 301-467-3000.

2. REPRESENTATIVES

Blair Radio.
McDermott Broadcast Sales Ltd.
1 min rate 1x: 190.00.

WBGR
(formerly WYAE)
1955
BALTIMORE



Media Code 4 221 1300 1.00 Mid 010906-000
Mortenson Broadcasting Co.
334 N. Charles St., Baltimore, MD 21201. Phone 301-727-1177, Wash. D. C., 621-5699.
1 min rate 1x: 40.00.

WBMD
1947
BALTIMORE



Media Code 4 221 1400 9.00 Mid 010909-000
Key Broadcasting Corp.
5200 Moravia Blvd., Baltimore, MD 21206. Phone 301-495-2400.
1 min rate 1x: 12.00.

WBSB (FM)
1941
BALTIMORE

Torbet Radio
nab

Media Code 4 221 1500 6.00 Mid 010910-000
Scripps-Howard Broadcasting Co.
7 E. Lexington St., Baltimore, MD 21202. Phone 301-539-7808.

PROGRAMMING DESCRIPTION
WBSB (FM): Programmed for adults 18-49. MUSIC: contemporary mass appeal. AIR PERSONALITIES handle all segments. News, traffic, sports throughout day. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL

General Manager—James P. Fox.
Sales Manager—Bruce E. Fox.
Program Director—Steve Kingston.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 50,000 w.; 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WCAO
1922
BALTIMORE



McGAVREN GUILD RADIO
nab

Media Code 4 221 1600 4.00 Mid 010911-000
DKM Broadcasting Corp.
8001 Park Heights Ave., Baltimore, MD 21208. Phone 301-653-2200.

PROGRAMMING DESCRIPTION

WCAO: Programmed for adults 25-54. MUSIC: Modern Country; AIR PERSONALITIES handle all segments; Country Closeup with Lon Helton & Lee Arnold On a Country Road. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Owen Weber.
General Sales Manager—Jack Dewlin.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.; 600 khz. Directional.
Operating schedule: 24 hour daily. EST.

4. AGENCY COMMISSION

15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a, 40a, 42a, 45, 46, 47a, 48.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WXYV (FM).
Affiliated with RKO Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WCBM

NewsTALK 68 WCBM

1924
BALTIMORE



A Metromedia Station

Media Code 4 221 2000 6.00 Mid 010912-000
Metromedia Radio, A Metromedia Company
Business Office and Studio: 68 Radio Plaza, Baltimore, MD 21117. Phone 301-363-2000.

PROGRAMMING DESCRIPTION

WCBM: Programmed for adults 25-54. News & information, tele/talk format. Continuous information 5-10 am & 4-7 pm, over 25 commentators & editors plus 5 mobile units provide extensive local/reg'l coverage; network news at :60. Traffic & business reports, accu-weather, feature reports on entertainment, medicine, consumer information, travel, gardening, investigative reports; topical tele/talk 10 am-4 pm, nights & wknds. SPORTS: 2x/hrly; play-by-play pro football, sportstalk 10 pm-12M. Contact Representative for further details. Rec'd 8/20/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Myron Laufer.
General Sales Manager—Scott Savage.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 680 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 6b, 7b, 8.
Basic Rates: 20a, 22a, 23a.
Rate Protection: 15b.
Contracts: 40c 45, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 70c, 71a, 73a.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

Eff—Rec'd 2/23/84.
AAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat/Sun 5 am-8 pm.
E—Mon thru Sun 8 pm-midnight.
All Night—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min					
	AAA	AA	A	B	AAA	AA
I	220	120	100	60	176	96
II	190	100	90	50	156	80
III	170	90	80	40	136	72
IV	150	80	70	30	120	64
ALL NIGHT						

GRID:	1 min					
	I	II	III	IV	I	II
1 min/30 sec	35	30	25	20		
10 sec: 60% of 1-min, subject to availability.						
Spots must rotate throughout all hrs & days.						

WEBB
1955
BALTIMORE

CitiMedia, Inc.

Black Adult Contemporary

nab

Media Code 4 221 2200 2.00 Mid 010913-000
Brunson Broadcasting Co. of Maryland, Inc.
2018 Denison St., Baltimore, MD 21216. Phone 301-566-9200.

PROGRAMMING DESCRIPTION

WEBB: Programmed for black audience. MUSIC: Adult Contemporary, Gospel 6-10 am; Popular Adult 10 am-sign-off. Contact Representative for further details. Rec'd 1/30/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dorothy Brunson.
National Sales Manager—Marvin Lewis.
General Sales Manager—Vincent H. Mickens.

2. REPRESENTATIVES

CitiMedia, Inc.

3. FACILITIES

5,000 w. days; 1360 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25b, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61c.
Cancellation: 70b, 70e, 71a, 72.
Prod. Services: 81, 82.

TIME RATES

No. 12 Eff 6/1/83—Rec'd 7/5/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 3-7 pm.
A—Mon thru Fri 7 pm-sign-off; Sat & Sun 6-10 am & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

1 min	30 sec					
	6	12	18	24	30	36
AAA	45	42	39	35	36	34
AA	38	35	32	30	28	26
A	31	28	27	21	25	22

7. PACKAGE PLANS

7 DAY, ROS, PREEMPTIBLE:	12 ti 18 ti 24 ti					
	1 min	35	32	30		
30 sec	28	26	24			

WFBR
1922
BALTIMORE



MAJOR MARKET RADIO SALES

Media Code 4 221 2400 8.00 Mid 010914-000
Baltimore Radio Show, Inc.
13 E. 20th St., Baltimore, MD 21218. Phone 301-685-1300, TWX, 710-234-0001

PROGRAMMING DESCRIPTION

WFBR: Programmed for adults 25-54. MUSIC: current hits, 45's & selected oldies. AIR PERSONALITIES handle all segments. NEWS: local at :60, network overnight; news at :30 & :60 during drive times; traffic reports during drive. Telephone talk shows at night. SPORTS: 4 shows daily with personalities; pro baseball play-by-play. Major indoor soccer play-by-play. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Harry R. Shriver.
General Sales Manager—Michael J. Plumstead.
Program Director—Dale Andrews.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

5,000 w.; 1300 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20a, 21a, 22a

MARYLAND

Baltimore—cont

WHRR—cont

3. **FACILITIES**
250 w. days; 1520 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Member: The Maryland News Network, Inc.

TIME RATES

Eff—Rec'd 5/30/84.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm; Sat 6 am-noon.
B—All other times.

6. **SPOT ANNOUNCEMENTS**
- | | AA | A | B | | AA | A | B |
|--------|----|----|----|--------|----|----|---|
| 30 sec | 25 | 25 | 15 | 10 sec | 10 | 10 | 6 |

TAP—7 DAYS

	20 ti	30 sec	10 sec
20 ti (5AA, 6A, 9B)	250	100	
45 ti (10AA, 12A, 23B)	500	200	

10. **SPECIAL FEATURES**
News, business, sports—open, close & 1 1-min, AA 50.00; A 50.00; B 30.00.
Traffic report & weather—open & 1 30-sec, AA 30.00, A 30.00; B 25.00.

DISCOUNT

13 wk—5% (minimum 250.00 per wk).

WITH
1941
BALTIMORE



Media Code 4 221 3000 5.00 Mid 010915-000
Beni of Baltimore, Inc.
5 Light St., Baltimore, MD 21202. Phone 301-528-1230.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 75.00.

WIYY (FM)

1958
BALTIMORE



Media Code 4 221 3007 0.00 Mid 010916-000
WIYY
3800 Hooper Ave., Baltimore, MD 21211. Phone 301-889-0098.

2. **REPRESENTATIVES**
Blair Radio.
McDermott Broadcast Sales Ltd.
1 min rate 1x: 175.00.

WJRO

1963
GLEN BURNIE

Media Code 4 221 3011 2.00 Mid 018069-000
Erald Broadcasting, Inc.
159 8th Ave., Box 159, Glen Burnie, Md 21061. Phone 301-761-1590.

PROGRAMMING DESCRIPTION

WJRO: Religious format of black programming. MUSIC: Easy Listening, Beautiful/standard vocals. NEWS: 30 min local & nat'l at noon; 30 min weather. FEATURES: public service & informational features; Sun church service; Sat & Sun, 6 1/2 hrs, Polish polka show; 4 hours big band. Rec'd 8/21/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—George Dietrich.
3. **FACILITIES**
1,000 w. days, 1,000 w. nights; 1590 khz. Directional.
Operating schedule: 6 am-midnight. EST.
4. **AGENCY COMMISSION**
15%.

TIME RATES

No. 2 Eff 9/1/83—Rec'd 1/26/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.

6. **SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 15 sec |
|-------|-------|--------|--------|
| 1 ti | 15 | 12 | 11 |
| 5 ti | 12 | 11 | 10 |
| 10 ti | 11 | 10 | 9 |
| 15 ti | 10 | 9 | 8 |
| 20 ti | 9 | 8 | 7 |

8. **PROGRAM TIME RATES**
- | Block time | 1/4 hr | 1/2 hr | 1 hr |
|------------|--------|--------|------|
| | 25 | 50 | 100 |

10. **SPECIAL FEATURES**
NEWSCASTS/SPORTS/FEATURES
- | | 1 ti, AAA | 20 | 5 ti, A | 17 |
|----------|-----------|----|---------|----|
| 3 ti, AA | 19 | 10 | ti | 16 |

WLIF (FM)

1970
BALTIMORE



Christal Radio



Media Code 4 221 3025 2.00 Mid 010918-000
WLIF, Inc.
1570 Hart Rd., Baltimore, MD 21204. Phone 301-823-1570.

PROGRAMMING DESCRIPTION

WLIF (FM): Programmed for adults, emphasis 18-49. MUSIC: contemporary beautiful combining current selections with new arrangements of all-time sids programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/31/79.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—George C. Toulas.
Local Sales Manager—Winnie Brugman.
Operations Manager—Niles Seaberg.
2. **REPRESENTATIVES**
Christal Radio.
3. **FACILITIES**
ERP 13,500 w. (horiz.), 13,500 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 961 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMAR (FM)

1960
BALTIMORE



Katz Radio



Media Code 4 221 3087 2.00 Mid 010920-000
WMAR, Inc.
6212 York Rd., Baltimore, MD 21212. Phone 301-435-0106. TWX, 710-232-1804, TELEX, 087835.

PROGRAMMING DESCRIPTION

WMAR (FM): 90% music; 6% weather. MUSIC: Top 40 format; top 10 in hly rotation. COMMERCIAL POLICY: 8 commercial min per hr. Contact Representative for further details. Rec'd 8/31/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Stuart D. Frankel.
Local Sales Manager—Artie Gregory.
Program Manager—Ralph Wimmer.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
ERP 50,000 w.; 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 620 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0; time only.
5. **GENERAL ADVERTISING** See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70e.
Affiliated with Katz Radio Network.
- TIME RATES
Eff—Rec'd 1/22/85.
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6 am-10 pm; Mon thru Fri 10 am-3 pm.
A—Mon thru Sun—midnight-5 am.
6. **SPOT ANNOUNCEMENTS**
- | | 1 min | 30 sec | 15 sec |
|-------|-------|--------|--------|
| 1 min | 95 | 75 | 60 |
- 30 sec/less: 80% of 1-min.

WPOC (FM)

1959
BALTIMORE



NATIONWIDE COMMUNICATIONS INC.

EASTMAN RADIO, INC.



Media Code 4 221 3150 8.00 Mid 010921-000
Nationwide Communications, Inc.
711 W. 40th St., Baltimore, MD 21211. Phone 301-366-3693.

PROGRAMMING DESCRIPTION

WPOC (FM): MUSIC: Current Country hits & top country hits of past 20 yrs. NEWS: 5-min at :60 & :30 in drive 5:30-9 am & 3-6 pm; 5-min at :60 9 am-3 pm & wknds; emphasis on local news; news director, sports director & staff; AP facilities. FEATURES: live traffic airborne reports in drive daily & sports at 6:35, 7:35 & 8:35 am, 12:05 & 5:30 pm. COMMERCIAL POLICY: 12 minutes per hr. Contact Representative for further details. Rec'd 1/24/85.

1. **PERSONNEL**
General Manager—David C. Fuellhart.
General Sales Manager—William G. Branch.
2. **REPRESENTATIVES**
Eastman Radio, Inc.
3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 28b, 28c, 29a.
Contracts: 40a, 41, 43, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 60k, 61c, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a.
Production: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with ABC Direction Radio Network.

TIME RATES

No. 13 Eff 5/1/83—Rec'd 5/9/83.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am.
A—Mon thru Sat 8 pm-midnight; Sun 9 am-midnight.

6. **SPOT ANNOUNCEMENTS**
GRID:
- | | I | II | III | IV | I | II | III | IV |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| AAA | 200 | 180 | 160 | 140 | 160 | 144 | 128 | 112 |
| AA | 190 | 170 | 150 | 130 | 152 | 136 | 120 | 104 |
| A | 100 | 90 | 80 | 70 | 80 | 72 | 64 | 56 |

10. **SPECIAL FEATURES**
Newscast, rotating, extra 35.00.
Newscast, fixed position, extra 40.00.

WQSR (FM)

1963
CATONSVILLE

Media Code 4 221 3175 5.00 Mid 010917-000
Key Broadcasting Corp.
5200 Moravia Rd., Baltimore, MD 21206. Phone 301-485-2400.
Rates have been temporarily withdrawn by station.

WRBS (FM)

1960
BALTIMORE

Media Code 4 221 3200 1.00 Mid 010922-000
Peter and John Radio Fellowship
3600 Georgetown Rd., Baltimore, MD 21227. Phone 301-247-4100.
1 min rate 1x: 15.00.

WTOW

1955
TOWSON



Media Code 4 221 3600 2.00 Mid 010924-000
Jacor Communications, Inc.
724 Dulaney Valley Rd., Baltimore, MD 21204. Phone 301-823-5357.
1 min rate 1x: 25.00.

WWIN
1948
BALTIMORE

Black



Media Code 4 221 3800 8.00 Mid 010925-000
Belvedere Broadcasting Corp.
Waverly Tower Center, 2800 Mathews St., Baltimore, MD 21218. Phone 301-366-1400.

PROGRAMMING DESCRIPTION

WWIN: Programmed for Black community. MUSIC: Rhythm & Blues at all times except Gospel Sun 8 am-noon & Jazz 2:30-4 pm. NEWS: 5 min at :55 hly. FEATURES: full-time public service director with all types of public service programming for community daily. SPORTS: capsules featured daily throughout day and night. Contact Representative for further details. Rec'd 5/4/83.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—H. Shelton Earp.
Sales Manager—H. Shelton Earp.
Program Director—Curtis Anderson.
2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
3. **FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24c, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 15 Eff 1/1/82—Rec'd 12/1/81.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun thru Sat 7 pm-2 am; Sun 6 am-7 pm.

6. **SPOT ANNOUNCEMENTS**
- | PER WK: | 1 WEEK | | | |
|---------|--------|--------|--------|-------|
| | 1 min | 30 sec | 15 sec | ID's |
| 6 ti | 45.00 | 36.00 | 29.30 | 35.00 |
| 12 ti | 44.50 | 35.60 | 29.00 | 34.50 |
| 18 ti | 44.00 | 35.20 | 28.70 | 34.00 |
| 24 ti | 43.50 | 34.80 | 28.40 | 33.50 |
| 30 ti | 43.00 | 34.40 | 28.10 | 33.00 |
| 36 ti | 42.50 | 34.00 | 27.80 | 32.50 |
- | PER WK: | 26 WEEKS | | | |
|---------|----------|--------|--------|-------|
| | 1 min | 30 sec | 15 sec | ID's |
| 6 ti | 44.50 | 35.60 | 29.00 | 34.50 |
| 12 ti | 44.00 | 35.20 | 28.70 | 34.00 |
| 18 ti | 43.50 | 34.80 | 28.40 | 33.50 |
| 24 ti | 43.00 | 34.40 | 28.10 | 33.00 |
| 30 ti | 42.50 | 34.00 | 27.80 | 32.50 |
| 36 ti | 42.00 | 33.60 | 27.50 | 32.00 |
- | PER WK: | 52 WEEKS | | | |
|---------|----------|--------|--------|-------|
| | 1 min | 30 sec | 15 sec | ID's |
| 6 ti | 44.00 | 35.20 | 28.70 | 34.00 |
| 12 ti | 43.50 | 34.80 | 28.40 | 33.50 |
| 18 ti | 43.00 | 34.40 | 28.10 | 33.00 |
| 24 ti | 42.50 | 34.00 | 27.80 | 32.50 |
| 30 ti | 42.00 | 33.60 | 27.50 | 32.00 |
| 36 ti | 41.50 | 33.20 | 27.20 | 31.50 |

WWIN-FM

1983
BALTIMORE

Urban Contemporary



Media Code 4 221 3850 3.00 Mid 030281-000
Belvedere Broadcasting Corp.
Waverly Tower Center, 2800 Mathews St., Baltimore, MD 21218. Phone 301-366-1400.

PROGRAMMING DESCRIPTION

WWIN-FM: Programmed for Black community. MUSIC: Rhythm & Blues at all times. NEWS: 5 min at :55 hly. FEATURES: full-time public service director with all types of public service programming for community daily. SPORTS: capsules featured daily throughout day & night. Contact Representative for further details. Rec'd 11/28/83.

1. **PERSONNEL**
Vice-Pres. & Sls. Mgr.—H. Shelton Earp.
Program Director—Curtis Anderson.
Promo. & Mdsq. Mgr.—Keith Newman.
2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24c, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WXYV (FM)1947
BALTIMORE**McGAVREN GUILD RADIO**Media Code 4 221 3900 6.00 Mid 010926-000
DKM Broadcasting Corp.
8001 Park Heights Ave., Baltimore, MD 21208. Phone
301-653-2200.**PROGRAMMING DESCRIPTION**

WXYV: Programmed for adults 18-49. MUSIC: Urban Contemporary. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Owen Weber.
General Sales Manager—Tina Myrick.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w.; 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a,
40a, 42a, 45, 46, 47a, 48.
Contracts: 40c, 41, 41a, 45, 46, 47a, 49, 50, 51a, 51e.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod Services: 80, 81, 82.
AM facilities: WCAO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYST1947
BALTIMOREMedia Code 4 221 3925 3.00 Mid 010923-000
United Broadcasting Co.
1111 Park., Penthouse, Baltimore, MD 21201. Phone 301-
523-6900.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

WYST-FM1960
BALTIMOREMedia Code 4 221 3950 1.00 Mid 010919-000
United Broadcasting Co.
1111 Park Ave., Penthouse, Baltimore, MD 21201. Phone
301-523-6900.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

Bel AirHarford County—Map Location J-2
See SRDS Consumer market map and data at beginning of
the state.**See Baltimore**(including Bel Air, Catonsville, Glen Burnie,
Towson)**Berlin**Worcester County—Map Location L-6
See SRDS Consumer market map and data at beginning of
the state.**WOCQ (FM)****OC104FM**1981
BERLIN**Masla Radio**Media Code 4 221 4150 7.00 Mid 010928-000
Musicradio of Maryland, Inc.
Box 1850, Ocean City, MD 21842. Phone 301-641-0001.**PROGRAMMING DESCRIPTION**WOCQ (FM): For adults 18-49. MUSIC: Adult Contemporary
format; current hits & solid gold. Live AIR PER-
SONALITIES. American Top 40. NEWS: network at :30;local M-F 7, 8 am, noon, 4, 5 pm; Paul Harvey, Howard
Cosell. FEATURES: weather, beach conditions, remotes.
Contact Representative for further details. Rec'd 3/26/
84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Darryl Nixon.
Executive Vice-President—Rick Goines.
Sales Manager—Gary Smith.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 1/22/85.

GRID:	GUARANTEED 1 MINUTE			
	I	II	III	IV
Mon-Sun 6-10 am	24	20	17	13
Mon-Fri 10 am-3 pm	18	14	12	9
Sat-Sun 10 am-3 pm	27	21	17	13
Mon-Sun 3-7 pm	21	18	14	10
Mon-Sun 7 pm-2 am	15	13	10	8
Mon-Sun 2-6 am	6	5	4	3

GRID:	30 SECONDS			
	I	II	III	IV
Mon-Sun 6-10 am	19	16	13	10
Mon-Fri 10 am-3 pm	14	11	9	7
Sat-Sun 10 am-3 pm	22	17	13	10
Mon-Sun 3-7 pm	17	14	11	8
Mon-Sun 7 pm-2 am	12	10	8	6
Mon-Sun 2-6 am	5	4	3	2

GRID:	WEEKLY—BTA							
	1 min		30 sec		1 min		30 sec	
I	20	18	17	15	15	14	13	12
II	15	14	13	12	12	11	10	9
III	13	12	10	9	10	9	8	7
IV	10	9	8	6	8	7	6	5

Grid II: 4/1-5/31 & 9/11-9/30; Grid III: 10/1-12/31; Grid
IV: 1/1-3/31. (SMD) (D-CR)**Bethesda**Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.**See Washington, D.C.**(including Bethesda, Gaithersburg,
Morningside, Potomac-Cabin John, Rockville,
Silver Spring, Wheaton, Md.; Alexandria,
Arlington, Fairfax, Falls Church, Woodbridge,
Va.)**Braddock Heights**Frederick County—Map Location F-3
See SRDS Consumer market map and data at beginning of
the state.**See Frederick**

(including Braddock Heights)

BrunswickFrederick County—Map F-3
See SRDS Consumer market map and data at beginning of
the state.**WTRI**1966
BRUNSWICKMid 010929-000
See SRDS Spot Radio Small Markets Edition.**Cambridge**Dorchester County—Map Location J-6
See SRDS Consumer market map and data at beginning of
the state.**WCEM**1947
CAMBRIDGEMid 010930-000
See SRDS Spot Radio Small Markets Edition.**WCEM-FM**1968
CAMBRIDGEMid 010931-000
See SRDS Spot Radio Small Markets Edition.**Catonsville**Baltimore County—Map Location H-3
See SRDS Consumer market map and data at beginning of
the state.**See Baltimore**(including Bel Air, Catonsville, Glen Burnie,
Towson)**Chestertown**Kent County—Map Location K-3
See SRDS Consumer market map and data at beginning of
the state.**WCTR**1963
CHESTERTOWNMid 010932-000
See SRDS Spot Radio Small Markets Edition.**Cumberland**Allegany County—Map Location C-2
See SRDS Consumer market map and data at beginning of
the state.**WALI**1948
CUMBERLANDMedia Code 4 221 4650 6.00 Mid 010934-000
Community Service Broadcasters, Inc.
516 White Ave., Cumberland, MD 21502. Phone 301-777-
5400.
Rates have been temporarily withdrawn by station.**WCBC**1953
CUMBERLANDMedia Code 4 221 4700 9.00 Mid 010933-000
Cumberland Broadcasting Co.
Box 1290, 35 Baltimore St., Cumberland, MD 21502.
Phone 301-724-5000.
1 min rate 1x: 11.70.**WKGO (FM)**1962
CUMBERLANDMedia Code 4 221 5000 3.00 Mid 010936-000
WTBO-WKGO Corp.
350 Byrd Ave., Box 1644, Cumberland, MD 21502. Phone
301-722-6666.

- REPRESENTATIVES**
Dome & Associates, Inc.
1 min rate 1x: 14.90.

WROG (FM)1948
CUMBERLANDMedia Code 4 221 5100 1.00 Mid 010935-000
Community Service Broadcasters, Inc.
516 White Ave., Cumberland, MD 21502. Phone 301-777-
5400.
Rates have been temporarily withdrawn by station.**WTBO**1928
CUMBERLANDMedia Code 4 221 5200 9.00 Mid 010937-000
WTBO-WKGO Corp.
350 Byrd Ave., Box 1644, Cumberland, MD 21502. Phone
301-722-6666.

- REPRESENTATIVES**
Dome & Associates, Inc.
1 min rate 1x: 10.15.

EastonTalbot County—Map Location J-5
See SRDS Consumer market map and data at beginning of
the state.**WCEI**1960
EASTONMid 010938-000
See SRDS Spot Radio Small Markets Edition.**WCEI-FM**1975
EASTONMid 027475-000
See SRDS Spot Radio Small Markets Edition.**Elkton**Cecil County—Map Location K-2
See SRDS Consumer market map and data at beginning of
the state.**WSER**1963
ELKTONMid 010939-000
See SRDS Spot Radio Small Markets Edition.**Federalsburg**Caroline County—Map Location K-4
See SRDS Consumer market map and data at beginning of
the state.**WCTD (FM)**1979
FEDERALSBURGMid 030392-000
See SRDS Spot Radio Small Markets Edition.**Frederick**

(including Braddock Heights)

Frederick County—Map Location F-3
See SRDS Consumer market map and data at beginning of
the state.Stations contiguous to the major city are consolidated
under the major city headings. This is not to imply that
all of the stations provide equal coverage of the entire
area or cities involved. It is part of the time buying
function to determine the extent of individual station
coverage, audience delivered, etc. within the area.**WFMD**1936
FREDERICK**CBS Radio Network**Media Code 4 221 5700 8.00 Mid 010940-000
Jim Gibbons Radio
Box 151, Grove Hill Rd., Frederick, MD 21701. Phone
301-663-4181, 694-9363.**PROGRAMMING DESCRIPTION**WFMD: Programmed for adults 25-54. AIR PERSONAL-
ITIES handle all segments. MUSIC: combines current
hits with selected oldies. NEWS: network at :60; local &
reg'l at :30; expanded news coverage at noon with farm,
6 & 11 pm. FARM: 5-7 am & 11 am-1 pm. SPORTS:
major league baseball, pro football, U football & bas-
ketball, local high school football & basketball; sport-
scasts at 6:30, 7:30, 8:30 am, 4:40 & 6:15 pm; sports talk
at 7 pm Mon. Rec'd 5/18/83.

- PERSONNEL**
General Manager—Frank X. Veinhmeyer.
Sales Manager—Tom McCanner.
Program Director—John Feiseler.
- FACILITIES**
- GENERAL ADVERTISING** See coded regulations
5,000 w. days, 1,000 w. nights; 930 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26,
29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WFRE (FM).
Affiliated with CBS Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania,
Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

MARYLAND

Frederick—cont

WFRE (FM)

1959
FREDERICK

Stereo



Media Code 4 221 5800 8.00 Mid 010941-000
Jim Gibbons Radio
21701, Phone 301-663-4337.

PROGRAMMING DESCRIPTION

WFRE (FM): Target audience adults 25+, specifically 25-54. MUSIC: Familiar favorites in uninterrupted 1/4 hr segments. NEWS: Local dept.; 24 newscasts a day. SPORTS: Local dept, 6 reports a day. COMMERCIAL POLICY: Max to 12 units per hr. Rec'd 9/26/83.

1. PERSONNEL

General Manager—Frank X. Veihmeyer.
Station Manager—Tom Gibbons.
Operations Manager—Jim Titus.

3. FACILITIES

ERP 9,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,123 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WFMD.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

#1 18-49 & 18-34!
(#2 25-54, too!)
FREDERICK COUNTY
(Spring 1984 Arbitron, Frederick County, Monday-Sunday, 6am-Midnite, AOH & Curme comparing all Frederick County stations)
CHECK OUR RATINGS, THEN CHECK OUR RATES!
Z-104 is Simulcast WZY0 AM-FM

WZYQ

1960
FREDERICK

WZYQ-FM

1972
BRADDOCK HEIGHTS

Media Code 4 221 5900 4.00 Mid 010942-000
Musical Heights, Inc.
6633 Mt. Philip Rd., Frederick, MD 21701. Phone 301-663-5400.

PROGRAMMING DESCRIPTION

WZYQ: Programmed for young adults, target 18-49. AIR PERSONALITIES handle all segments. MUSIC: top 10 hits & gold with mix of top album tracks. Consistent day in, day out promotion. Emphasis on community involvement through public service drives. NEWS: 3 man local news team, metro traffic control reports, AP, network, sky watch weather, 5 hours farm wkly. Contact Representative for further details. Rec'd 8/23/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Howard Johnson.
Program Director—Kemosabi Joe.

2. REPRESENTATIVES

Market 4 Radio.
Boston—New England Spot Sales, Inc.

3. FACILITIES

500 w. days; 1370 kc. Directional.
Operating Schedule: 6 am-local sunset. EST.
FM-ERP 350 w. (horiz.), 350 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 912 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60c, 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Service: 80, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 1/20/84.
AM Drive—Mon thru Sun 5-10 am.
PM Drive—Sun thru Fri 2-7 pm; Sat 10 am-7 pm.
Non-Drive—Mon thru Sun 7 pm-midnight; Sun thru Fri 10 am-2 pm.

7. PACKAGE PLANS

GRID:	High Range	Low Range
7 Days:	1 min 30 sec 1 min 30 sec	30.00 21.00 30.00 21.00
AMD	29.00	20.00 26.50 19.00
PMD	26.50	19.00 24.00 17.50
ND		

(A)

Frostburg

Allegany County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

WFRB

1958
FROSTBURG

Mid 010943-000

See SRDS Spot Radio Small Markets Edition.

WFRB-FM

1965
FROSTBURG

Mid 010944-000

See SRDS Spot Radio Small Markets Edition.

Gaithersburg

Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Glen Burnie

Anne Arundel County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Baltimore

(including Bel Air, Catonsville, Glen Burnie, Towson)

Grasonville

Queen Annes County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WBey (FM)

1979
GRASONVILLE

Mid 010945-000

Media Code 4 221 6200 8.00
Anna-Del Broadcasting Co., Inc.
Box 103, Grasonville, MD 21638. Phone 301-827-7073.
Studio: Fisherman's Village Complex, Kent Narrows, Grasonville, MD 21638.

PROGRAMMING DESCRIPTION

WBey (FM): MUSIC: hits of Contemporary & Traditional Country, incl. Crossover artists; occasional album cuts & mini-concert features; request line. Approach is Adult contemporary by AIR PERSONALITIES: Country house band; music sweeps on hr & 1/2 hr. NEWS: at :50 hrly; resort weather during season; heavy involvement in local events. Rec'd 11/17/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Neal Heaton.
Local Sales Manager—Gene Richardson.
Group Program Manager—Mike O'Meara.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 319 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WYRE, Annapolis.
Member: The Maryland News Network, Inc.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

No. 16-A Eff 2/1/83—Rec'd 2/4/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AAA
1 min	18.00 17.00 16.00 14.00 13.00 12.00
30 sec	14.40 13.60 12.80 11.20 10.40 9.60
	CLASS AA
1 min	15.00 14.00 13.00 11.00 10.00 9.00
30 sec	12.00 11.20 10.40 8.80 8.00 7.20

7. PACKAGE PLANS

	WEEKLY CIRCULATION
WK:	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min	16.00 14.50 13.50 11.50 10.50 9.50
30 sec	12.80 11.80 10.80 9.20 8.40 7.60

WBey (FM)/WYRE, ANNAPOLIS COMBINATION

6. SPOT ANNOUNCEMENTS

	CLASS AAA
PER WK:	12 ti 24 ti 36 ti 48 ti 60 ti
1 min	237.60 448.20 631.80 777.60 918.00
30 sec	190.08 358.56 505.44 622.08 734.40
	CLASS AA
1 min	199.80 372.60 518.40 626.40 729.00
30 sec	158.84 298.08 414.72 501.12 583.20

7. PACKAGE PLANS

	TAP—1/2AAA, 1/2AA
PER WK:	12 ti 24 ti 36 ti 48 ti 60 ti 72 ti
1 min	210.60 383.40 542.70 648.00 756.00 842.40
30 sec	168.48 306.72 434.16 518.40 604.80 673.92

(SMD) (CR)

Hagerstown

(including Halfway, Williamsport)

Washington County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WARK

1947
HAGERSTOWN

Media Code 4 221 6400 4.00 Mid 010946-000
Manning Broadcasting, Inc.
880 Commonwealth Ave., Hagerstown, MD 21740. Phone 301-733-4500.

2. REPRESENTATIVES

New York, Chicago, Los Angeles—Masla Radio.
1 min rate 1x: 10.00.

WGLL (FM)

1976
MERCERSBURG, PA

Mid 013459-000

See listing under city of license.

WHAG

1962
HALFWAY

NRBA

Media Code 4 221 6600 9.00 Mid 010947-000
Interstate Communications Inc.
1250 Downsville Pike, Hagerstown, MD 21740. Phone 301-797-7300.

2. REPRESENTATIVES

Pittsburgh, Philadelphia—Dome & Associates, Inc.
1 min rate 1x: 8.25.

WJEJ

1932
HAGERSTOWN

Media Code 4 221 6800 5.00 Mid 010948-000
Hagerstown Broadcasting Co., Inc.
Box 399, 1135 Haven Rd., Hagerstown, MD 21740. Phone 301-739-2326.

CBS Radio Network



Media Code 4 221 6800 5.00 Mid 010948-000
Hagerstown Broadcasting Co., Inc.
Box 399, 1135 Haven Rd., Hagerstown, MD 21740. Phone 301-739-2326.

PROGRAMMING DESCRIPTION

WJEJ: Target audience adults 25+-. MUSIC: Contemporary with solid gold hits. AIR PERSONALITIES: NEWS: Emphasis local news; 2 newscasts, 2 local college news interns; 3 local newscasts AM drive, 1 noon & 3 PM drive, 2 remote units. Rec'd 3/25/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—John T. Staub.
Music Director—Susan Burns.
Chief Engineer—Louis J. Scally.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
Comb. Cont. Discounts: 60b, 60g, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WWMD (FM).
Affiliated with CBS Radio Network.

TIME RATES

	NATIONAL AND LOCAL RATES SAME
Eff 12/1/84—Rec'd 12/18/84.	
	6. SPOT ANNOUNCEMENTS
YR, ROS/BTA:	1x 104x 260x 364x 520x 1040x
1 min	13.00 11.85 10.60 9.75 8.45 7.80
30 sec	10.50 9.45 8.50 7.85 7.15 6.50
15 sec	7.85 7.15 6.45 5.85 5.50 4.75

Specified times/drive/anchored spots, extra 1.60.

7. PACKAGE PLANS

	7 CONSECUTIVE DAYS
WK, ROS/BTA:	10 ti 15 ti 20 ti 25 ti 50 ti
1 min	10.65 9.95 9.25 8.95 8.45
30 sec	9.00 8.35 7.85 7.35 7.15
15 sec	6.65 6.00 5.55 5.35 4.75

8. PROGRAM TIME RATES

	1x	52x	104x	260x
5 min	21	20	19	18
10 min	54	52	44	42
1/2 hr	84	80	78	78
1 hr: Flat	155.00.			

WQCM (FM)

1965
HALFWAY

NRBA

Media Code 4 221 6849 2.00 Mid 010949-000
Interstate Communications Inc.
1250 Downsville Pike, Hagerstown, MD 21740. Phone 301-797-7300.

2. REPRESENTATIVES

Philadelphia, Pittsburgh—Dome & Associates, Inc.
1 min rate 1x: 11.00.

WWMD (FM)

1946
HAGERSTOWN

Beautiful Music



Media Code 4 221 6886 4.00 Mid 010951-000
Hagerstown Broadcasting Co., Inc.
Box 399, 1135 Haven Rd., Hagerstown, MD 21740. Phone 301-739-2326.

PROGRAMMING DESCRIPTION

WWMD (FM): Target audience adults 25+-. MUSIC: Easy Listening. NEWS: Local news 2-3 min on hour daily, 2 hrly during AM/PM drive. Daily commentary 8:15 am, 12:15 & 6:15 pm. Rec'd 12/19/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—John T. Staub.
Engineer—David Butler.
Traffic Manager—Susan Burns.

3. FACILITIES

ERP 74,686 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,320 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
Comb. Cont. Discounts: 60b, 60g, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WJEJ.
Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 12/1/84—Rec'd 12/18/84.

6. SPOT ANNOUNCEMENTS

	1x	104x	260x	364x	520x	1040x
YR, ROS/BTA:						
1 min	13.00	12.25	11.00	10.00	8.75	8.00
30 sec	11.00	9.80	8.75	8.15	7.40	6.75

Specified times/dr

Halfway

Washington County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Hagerstown
(including Halfway, Williamsport)

Havre De Grace

Harford County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

WASA
1948
HAVRE DE GRACE

See SRDS Spot Radio Small Markets Edition. Mid 010953-000

WHDG (FM)
1960
HAVRE DE GRACE

See SRDS Spot Radio Small Markets Edition. Mid 027252-000

La Plata

Charles County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WXTR-FM
1965
LA PLATA
WXTR
1968
LA PLATA

See listing under Washington, DC. Mid 010954-000

Laurel

Prince Georges County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WLMD
1965
LAUREL

See SRDS Spot Radio Small Markets Edition. Mid 010955-000

Leonardtown

St. Marys County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WKIK
1953
LEONARDTOWN

See SRDS Spot Radio Small Markets Edition. Mid 010956-000

Lexington Park

St. Marys County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WMDM (FM)
1976
LEXINGTON PARK

See SRDS Spot Radio Small Markets Edition. Mid 010957-000

WPTX
1953
LEXINGTON PARK

See SRDS Spot Radio Small Markets Edition. Mid 010958-000

Morningside

Prince Georges County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC
(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Oakland

Garrett County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

WMSG
1963
OAKLAND

See SRDS Spot Radio Small Markets Edition. Mid 010959-000

WXIE (FM)
1966
OAKLAND

See SRDS Spot Radio Small Markets Edition. Mid 010960-000

Ocean City

Worcester County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WETT
1960
OCEAN CITY

See SRDS Spot Radio Small Markets Edition. Mid 010961-000

WGMD (FM)
1975
REHOBOTH BEACH, DE

Other Office: Suite 324, One Plaza E., Salisbury, MD 21801. Phone 301-543-8000.
Other Office: Montego Bay Station, P.O. Box 1842, Ocean City, MD 21842. Phone 301-543-8000.
See listing under city of license.

ADVERTISEMENT

WGMD, FM 92, Ocean City, MD—Rehoboth Beach, DE Ocean City Office—(301) 543-8000
Rehoboth Beach Office—(302)945-2050
The only resort area station programmed for adults 25-54. Music, Accu-Weather, Metro Traffic Beach Reports, Sports, Business Reports.
See complete listing under Rehoboth Beach, Delaware.

WKHI (FM)
1978
OCEAN CITY

Media Code 4 221 8300 4.00 Mid 010962-000
Atlantic Broadcasting Co., of Ocean City Md., Inc. 2301 Coastal Hwy., Box 758, Ocean City, MD 21842. Phone 301-289-3456.

PROGRAMMING DESCRIPTION

WKHI (FM): Contemporary hit radio. NEWS: local & nat'l, summaries at 6:45, 11:45 am & 5:45 pm & other scheduled updates. FEATURES: weather & beach conditions, marine weather & tides; traffic reports wknds; fishing reports; weather phone. News & information 5-5:30 am M-F. Contact Representative for further details. Rec'd 8/8/83.

1. PERSONNEL
General Manager—James D. (Choppy) Layton.
Program Director—Jack Gillen.
Director of National Sales—Ron Jones.

2. REPRESENTATIVES
Shelly Katz Radio Sales, Inc.

3. FACILITIES
ERP 50,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 319 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD) (CR)

WOCQ (FM)

1981
BERLIN

nab

(This is a paid duplicate of the listing under Berlin, Maryland.)

Media Code 4 221 4150 7.00 Mid 010928-000
Musicroadio of Maryland, Inc.
Box 1850, Ocean City, MD 21842. Phone 301-641-0001.

PROGRAMMING DESCRIPTION

WOCQ (FM): For adults 18-49. MUSIC: Adult Contemporary format; current hits & solid gold. LIVE AIR PERSONALITIES: American Top 40. NEWS: network at :30; local M-F 7-8 am; noon, 4, 5 pm; Paul Harvey, Howard Cosell. FEATURES: weather, beach conditions, remotes. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Darryl Nixon.
Executive Vice-President—Rick Goines.
Sales Manager—Gary Smith.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS
GUARANTEED
1 MINUTE

GRID:	I	II	III	IV
Mon-Sun 6-10 am	24	20	17	13
Mon-Fri 10 am-3 pm	18	14	12	9
Sat-Sun 10 am-3 pm	27	21	17	13
Mon-Sun 3-7 pm	21	18	14	10
Mon-Sun 7 pm-2 am	15	13	10	8
Mon-Sun 2-6 am	6	5	4	3

30 SECONDS

Mon-Sun 6-10 am	19	16	13	10
Mon-Fri 10 am-3 pm	14	11	9	7
Sat-Sun 10 am-3 pm	22	17	13	10
Mon-Sun 3-7 pm	17	14	11	8
Mon-Sun 7 pm-2 am	12	10	8	6
Mon-Sun 2-6 am	5	4	3	2

7. PACKAGE PLANS

WEEKLY—BTA

GRID:	1 min				30 sec			
	20	30	40	50	20	30	40	50
I	19	18	17	15	15	14	13	12
II	15	14	13	12	12	11	10	9
III	13	12	10	9	10	9	8	7
IV	10	9	8	6	8	7	6	5

Grid I: 4/1-5/31 & 9/11-9/30; Grid II: 10/1-12/31; Grid III: 1/1-3/31.

(SMD) (D-CR)

WQHQ (FM)

1965

SALISBURY-OCEAN CITY

Mid 010968-000
Licensed as a Salisbury-Ocean City station. See listing under Salisbury, MD.

Pocomoke City

Worcester County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WDMV

1955

POCOMOKE CITY

Media Code 4 221 8400 2.00 Mid 010963-000
Big Bay Broadcasting, Inc.
Box 210, Duns Swamp Rd., Pocomoke City, MD 21851.
Phone 301-957-0540.

PROGRAMMING DESCRIPTION

WDMV: MUSIC: Contemporary country. NEWS: network at :30, local news updates throughout day. FARM: in-depth reports on grain, poultry & livestock prices at 6:30, 7:15, 7:30 am; commodity reports 12:18-12:30 pm; local agriculture report at 5:12 pm. SPORTS: NFL, college football; NASCAR auto racing Sun. FEATURES: weather & marine forecast at :15 & :45; country music countdown. Contact Representative for further details. Rec'd 12/20/83.

1. PERSONNEL
General Manager—Jerry Nicholas.
Sales Manager—Andy Douds.
Farm Director—Jeff Allen.

3. FACILITIES
500 w.; 540 khz. Non-directional.
250 w. post-sunset.
Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

Eff—Rec'd 6/10/82.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11
30 sec	11	10	9	8

(SMD)

Potomac-Cabin John

Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC
(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Prince Frederick

Calvert County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WMJS (FM)
1973
PRINCE FREDERICK

See SRDS Spot Radio Small Markets Edition. Mid 010964-000

Rockville

Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Washington, D.C.
(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

Salisbury

Wicomico County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WANN
ANNAPOLIS

See listing under city of license. Mid 010902-000

WICO
1956
SALISBURY
WICO-FM
1972
SALISBURY



Torbet Radio

Media Code 4 221 8800 3.00 Mid 010965-000
Prettyman Broadcasting Co.
Box 909, Salisbury, MD 21801. Phone 301-742-3212, 3213.

PROGRAMMING DESCRIPTION

WICO: Program for adults 25-54. MUSIC: Country, blend of traditional & modern hits. NEWS: emphasis on local w/actualities, 5-min at :60; weather summary at :30. SPORTS: 10-min at 7:30 am, 5-min at 12:20 pm. FARM: M-F 5:30-6:30 am, noon-12:20 pm. TALK: M-F party line 8:30-9:30 am; Sat top 20 countdown 10:30-12noon. Contact Representative for further details. Rec'd 1/21/85.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Prettyman.
Farm Director—Carl Briggs.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w. days; 1320 khz.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 1/21/85.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

continued

MARYLAND

Salisbury—cont

WICO, WICO-FM—cont

6. SPOT ANNOUNCEMENTS

1 min	AAA	AA	A
30 sec/less	40.00	38.00	36.00
	32.00	30.40	28.80

(SMD)

WJDY

1958
SALISBURY



SAVALLI & SCHUTZ

INCORPORATED

Media Code 4 221 9000 9.00 Mid 010967-000
Connor Broadcasting Corp.
1633 N. Division St., Box 140, Salisbury, MD 21801.
Phone 301-742-5191.

PROGRAMMING DESCRIPTION

WJDY: Target audience 18+-. MUSIC: black oriented with AIR PERSONALITY. NEWS: 5-min w/ 2 1/2 min nat'l network & 2 1/2 min local & reg'l report by local director hrly 6-9 am M-Sat; noon, 3-6 pm M-F. FARM: report 6 am M-Sat. SPORTS: 5-min nat'l network 7:30 am M-Sat; 10-min sportscast by local director 11:50 am-noon M-F. FEATURES: Gospel Hour 6:05-7 am M-Sat & 6 am-1 pm Sun; remote broadcasts; request line phone; entertainment updates at 10:30 am & 4:20 pm M-Sun. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

General Manager—Alex Kolobielki.
Operations Manager—J. P. Connor, Jr.
Program Director—Victor Sample.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

3. FACILITIES

5,000 w. 1470 khz.
Operating schedule: 5:25 am-local sunset. EST.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 6/20/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	25.00	23.50	22.00	20.50	19.00
30 sec	19.00	18.00	17.00	16.00	15.00

Guaranteed time, extra 20%.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
Ea	45	69	99	159

Mon thru Fri 6-10 am & 3-7 pm, extra 20%. (SMD)

WKHI (FM)

1978
OCEAN CITY

See listing under city of license.

Mid 010962-000

WKYZ (FM)

1982
SALISBURY

Beautiful Music



Media Code 4 221 9025 6.00 Mid 03392-000
Radio Salisbury, Inc.
Naylor Mill Rd., Salisbury, MD 21801. Phone 301-546-1055.

PROGRAMMING DESCRIPTION

WKYZ (FM): Programmed for adults, emphasis 25+-. MUSIC: Beautiful; live assist; 5 vocals/hr dayparted; Hits of 40-60's 4 hrs/day; big bands 4 hrs/wk. NEWS: local & network nat'l; weather 4x hrly. Rec'd 3/23/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—James (Jim) A. Jester.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 385 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC Radio Network.
Member: The Maryland News Network, Inc.

TIME RATES

No. 2 Eff 4/1/84—Rec'd 1/11/85.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.80	16.20	15.60	14.70	14.10
30 sec	13.40	12.95	12.50	11.75	11.30
PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	14.70	14.10	13.50	12.60	12.00
30 sec	11.75	11.30	10.80	10.10	9.60

7. PACKAGE PLANS

ANNUAL

30 TI/MO:	600x	1200x	1800x
1 min	14.10	12.60	11.40
30 sec	11.30	10.10	9.10

10. SPECIAL FEATURES

5-min program—incl 10-sec open & close plus 1 1-min spot: 200% of 1-min. (SMD)

WOCQ (FM)

1981
BERLIN

Mid 010928-000

See listing under city of license.

WQHQ (FM)

1965
SALISBURY-OCEAN CITY

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 221 9050 4.00 Mid 010968-000
Mardel Communications, Inc.
3 rd. Fl., City Center, Downtown Plaza, Box U, Salisbury, MD 21801. Phone 301-742-1923.
Other Office: 111 Dorchester St., Ocean City, MD 21842.

PROGRAMMING DESCRIPTION

WQHQ (FM): MUSIC: Adult Hits, Oldies & news. FEATURES: RKO Solid Gold Saturday Night—Sat 7 pm-midnight; Dick Clark's Adult Contemporary Countdown—Sun 6-9 pm. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

General Manager—Gary H. Kleiman.
Operations Manager—Ed Hunt.
Sales Manager—Jeanette Banning.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 33,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 610 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; within 20 days.

5. GENERAL ADVERTISING See coded regulations

AM facilities; WBSB.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 10/24/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
	12 ti	18 ti
BTA 6 am-12M	34	32
Guaranteed dayparts	40	38

10. SPECIAL FEATURES

5:30-6 AM—"FARM FRONT"

	1 min	30 sec
Ea	50	40

(SMD) (A)

WSBY

1940
SALISBURY

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 221 9075 1.00 Mid 010969-000
Mardel Communications, Inc.
3 rd. Fl. City Center, Downtown Plaza, Box U, Salisbury, MD 21801. Phone 301-742-1923.

PROGRAMMING DESCRIPTION

WSBY: MUSIC: Personality Adult Contemporary, emphasis Oldies. NEWS: network, local, reg'l weather. FEATURES: talk show. FARM: programs. SPORTS: reports, talk show. Contact Representative for further details. Rec'd 9/21/84.

1. PERSONNEL

General Manager—Gary H. Kleiman.
Operations Manager—Ed Hunt.
Sales Manager—Jeanette Banning.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. 960 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only; within 20 days.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WQHQ (FM).
Affiliated with MBS.
Sold in combination with WQHQ (FM). See that listing.

TIME RATES

Eff—Rec'd 10/24/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
	12 ti	18 ti
BTA 6 am-12M	26	24
Guaranteed dayparts	32	30

10. SPECIAL FEATURES

FARM—5:30-6:30 AM & 11:30 AM-12:30 PM

	1 min	30 sec
Ea	50	40

(SMD) (A)

Silver Spring

Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Thurmont

Frederick County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WTHU

1967
THURMONT

Mid 010970-000

See SRDS Spot Radio Small Markets Edition.

Towson

Baltimore County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

See Baltimore

(including Bel Air, Catonsville, Glen Burnie, Towson)

Westminster

Carroll County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WGRX (FM)

1959
WESTMINSTER

Mid 010972-000

See SRDS Spot Radio Small Markets Edition.

WTTR

1953
WESTMINSTER

Mid 010971-000

See SRDS Spot Radio Small Markets Edition.

Wheaton

Montgomery County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Washington, D.C.

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

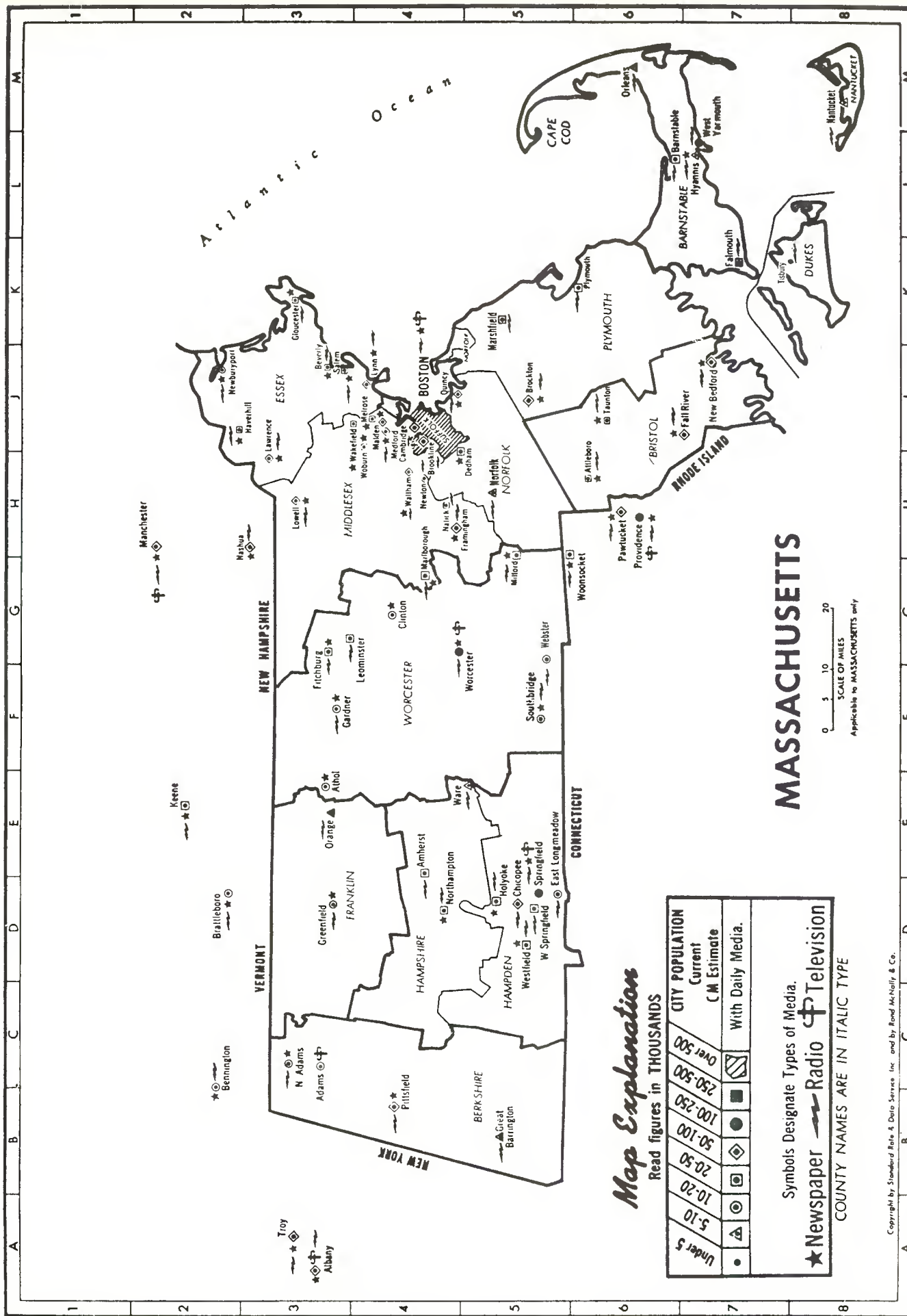
Williamsport

Washington County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Hagerstown

(including Halfway, Williamsport)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Arlington Town—Middlesex	Cambridge—Middlesex	Framingham Town—Middlesex	Holyoke—Hampden	Lynn—Essex	Newton—Middlesex	Revere—Suffolk	Taunton—Bristol
Attleboro—Bristol	Chicopee—Hampden	Gloucester—Essex	Lawrence—Essex	Malden—Middlesex	Peabody—Essex	Salem—Essex	Waltham—Middlesex
Boston—Suffolk	Fall River—Bristol	Haverhill—Essex	Leominster—Worcester	Medford—Middlesex	Pittsfield—Berkshire	Somerville—Middlesex	Weymouth Town—Norfolk
Brockton—Plymouth	Fitchburg—Worcester		Lowell—Middlesex	New Bedford—Bristol	Quincy—Norfolk	Springfield—Hampden	Worcester—Worcester
Brookline Town—Norfolk							

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Car 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types						Service Station (\$000)						
				14999 to 19999	20000 to 24999	25000 to 29999	30000 to 34999		35000 to 39999	40000 and over	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)		Home Furn. (\$000)	Auto motiva (\$000)				
MASSACHUSETTS STATE TOTALS.....	5,771.3	2,061.75	63,815,125	30,952	30.6	38.1	16.7	14.7	31,093,116	15,081	6,704,385	1,040,776	4,462,833	1,490,000	1,623,195	5,283,437	2,744,961	2,856.87	216.4	139.80	
BARNSTABLE L-6	172.7	69.13	1,948,040	28,179	29.6	41.7	16.0	12.6	1,008,620	14,590	219,361	34,470	147,187	47,891	51,386	171,049	89,338	105.99	2.1	1.23	
BERKSHIRE B-4	143.6	52.26	1,438,370	27,523	32.6	39.5	15.6	12.4	759,268	14,529	165,315	26,017	111,036	36,008	38,558	128,729	67,280	73.92	2.0	.87	
Pittsfield	50.3	18.99	524,042	27,596	275,141	14,489	59,948	9,444	40,291	13,038	13,944	46,641	24,387	24.38	1.2	.26	
Pittsfield Metro Area (Official MSA).....	82.0	29.86	860,096	28,804	29.4	40.6	17.1	13.0	441,964	14,801	95,761	14,969	64,032	21,070	22,760	75,016	39,090	42.36	1.4	.42	
Pittsfield Metro Area (county basis).....	143.6	52.26	1,438,370	27,523	31.0	41.5	16.4	11.1	759,268	14,529	165,315	26,017	111,036	36,008	38,558	128,729	67,280	73.92	2.0	.87	
BRISTOL J-6	487.4	172.96	4,268,680	24,680	27.4	45.1	17.1	10.4	2,442,660	14,123	535,889	85,228	362,430	114,886	121,312	413,405	217,085	242.23	4.9	10.72	
Attleboro	94.7	12.20	340,030	27,871	179,369	14,702	38,928	6,099	26,070	8,536	9,194	30,434	15,875	18.33	1.0	.80	
Fall River	31.1	34.78	634,339	18,239	435,657	12,526	98,868	16,440	68,874	19,715	19,417	73,139	39,234	37.66	4	2.15	
Fall River Metro Area (Official MSA).....	157.2	56.99	1,290,880	22,651	38.6	42.9	12.3	6.2	775,880	13,614	171,935	27,718	117,330	36,087	37,375	131,003	69,224	77.67	5	2.80	
New Bedford	97.3	37.35	713,107	19,093	476,032	12,745	107,480	17,756	74,548	21,672	21,588	80,016	42,784	39.34	2.6	4.44	
New Bedford Metro Area (Official MSA).....	169.7	62.20	1,415,670	22,760	39.2	41.6	12.5	6.7	846,866	13,615	187,656	30,251	128,053	39,391	40,801	142,991	75,555	80.19	3.1	5.29	
New Bedford-Fall River-Attleboro Metro Area (county basis).....	487.4	172.96	4,268,680	24,680	34.6	42.4	14.8	8.2	2,442,660	14,123	535,889	85,228	362,430	114,886	121,312	413,405	217,085	242.23	4.9	10.72	
Taunton	46.2	16.36	401,758	24,557	232,147	14,190	50,868	8,077	34,365	10,933	11,571	39,301	20,622	23.30	7	1.33	
DUKES K-8	10.3	4.48	117,626	26,256	33.0	43.8	12.5	10.6	62,588	13,971	13,772	2,199	9,340	2,934	3,081	10,585	5,569	6.69	4	0.09	
ESSEX J-3	629.1	228.68	7,278,550	31,829	32.5	39.8	16.9	10.8	3,484,730	15,238	749,394	115,893	497,603	167,460	183,263	592,495	307,326	325.31	6.6	16.80	
Gloucester	27.6	10.58	333,651	31,536	155,589	14,706	33,766	5,290	22,612	7,405	7,975	26,399	13,770	13.6221	
Haverhill	47.0	17.46	429,136	24,521	246,080	14,094	54,014	8,596	36,547	11,567	12,203	41,643	21,874	22.6293	
Lawrence	61.6	23.43	463,609	19,787	304,386	12,991	68,347	11,212	47,182	13,946	14,059	51,233	27,298	24.25	1.3	10.03	
Lawrence-Haverhill Metro Area (Official MSA).....	350.7	124.00	3,735,200	30,123	27.6	38.6	18.7	15.1	1,879,640	15,158	404,760	62,716	269,100	90,199	98,486	319,490	165,855	186.24	2.8	13.23	
Lynn	73.4	28.67	690,386	24,080	400,824	13,981	88,179	14,077	59,785	18,795	19,743	67,793	35,660	31.00	2.9	1.87	
Peabody	44.9	15.63	530,697	33,954	250,115	16,002	53,129	8,070	34,868	12,174	13,598	42,645	21,955	24.96	3	.60	
Salem	37.2	14.78	396,362	26,817	213,614	14,453	46,574	7,344	31,322	10,115	10,805	36,205	18,939	17.78	4	.87	
Salem-Gloucester Metro Area (Official MSA).....	255.4	93.60	3,290,270	35,152	23.7	35.3	19.9	21.1	1,472,440	15,731	314,116	48,015	206,999	71,355	79,144	250,810	129,460	140.91	1.1	2.39	
FRANKLIN D-3	67.4	25.61	665,219	25,975	31.8	42.9	16.0	9.3	367,521	14,351	80,281	12,692	54,083	17,368	18,488	62,263	32,608	39.09	3	.33	
HAMPDEN D-5	439.9	158.18	4,213,710	26,639	41.4	39.8	12.4	6.4	2,289,950	14,477	499,072	78,650	335,507	108,485	115,965	388,158	202,993	220.03	27.6	22.58	
Chicopee	53.1	19.98	489,206	24,435	285,107	14,270	62,378	9,884	42,083	13,450	14,275	48,283	25,311	28.09	4	.61	
Holyoke	42.5	15.90	374,594	23,559	215,872	13,577	47,870	7,725	32,687	10,033	10,376	36,443	19,265	17.16	1.0	5.87	
Springfield	148.1	54.23	1,186,540	21,880	729,857	13,459	162,256	26,270	111,040	33,824	34,807	123,139	65,199	63.42	24.5	13.42	
Springfield Metro Area (Official MSA).....	514.5	184.16	4,947,230	26,864	31.8	40.8	16.8	10.6	2,677,850	14,541	582,925	91,715	391,457	127,023	136,071	454,033	237,272	259.35	28.2	23.50	
Springfield Metro Area (county basis).....	584.9	205.16	5,519,300	26,902	31.6	40.9	16.8	10.6	2,983,800	14,544	649,488	102,179	436,133	141,545	151,643	505,914	264,375	293.07	30.0	24.60	
HAMPSHIRE D-4	145.0	48.97	1,305,600	27,796	28.9	42.3	17.5	11.3	693,856	14,772	150,417	23,529	100,626	33,060	35,679	117,757	61,381	73.40	2.1	1.81	
MIDDLESEX H-4	1,353.3	475.21	17,732,500	37,315	20.1	35.6	22.0	22.4	7,635,510	16,068	1,620,380	245,784	1,062,470	372,028	416,154	1,302,140	669,999	691.21	25.1	23.30	
Arlington Town	46.0	17.86	628,310	35,180	287,468	16,098	60,982	9,245	39,870	14,012	15,684	49,028	25,221	23.76	3	4.44	
Cambridge	93.2	38.25	1,041,340	27,225	537,004	14,039	118,003	18,809	79,924	25,212	26,541	90,850	47,755	30.86	10.2	4.44	
Framingham Town	65.3	24.44	926,144	37,895	397,644	16,270	84,126	12,702	54,996	19,436	21,849	67,860	34,851	37.20	1.5	2.19	
Lowell	90.9	32.50	805,304	24,779	458,692	14,114	100,653	16,012	68,086	21,569	22,766	77,627	40,768	38.38	1.2	4.50	
Lowell Metro Area (Official MSA).....	248.9	79.82	2,711,320	33,968	22.1	34.6	22.0	21.3	1,281,850	16,059	272,062	41,274	178,409	62,449	69,843	218,598	112,485	126.12	1.9	5.59	
Malden	52.3	20.53	578,156	28,162	302,209	14,720	65,571	10,269	43,901	14,386	15,502	51,279	26,744	23.44	1.0	.52	
Medford	55.8	19.59	591,355	30,187	299,615	15,294	64,370	9,941	42,703	14,413	15,799	50,954	26,414	25.53	1.6	.40	
Newton	80.7	27.70	1,402,030	50,615	474,187	17,119	99,113	14,692	64,030	23,462	26,868	81,140	41,371	43.95	1.3	1.11	
Somerville	72.6	28.08	683,990	24,359	396,381	14,116	86,975	13,835	58,831	18,640	19,677	67,083	35,229	26.78	1.3	1.44	
Waltham	57.1	20.33	667,425	32,830	319,916	15,736	68,242	10,430	44,967	15,505	17,199	54,494	28,127	28.56	6	1.39	
NANTUCKET M-8	6.0	2.57	103,480	40,265	18.9	34.0	22.6	24.5	42,393	16,495	8,940	1,343	5,826	2,079	2,349	7,240	3,711	3.44	1	.04	
NORFOLK H-5	608.9	210.37	8,199,320	38,979	27.6	38.4	19.7	14.4	3,443,700	16,370	727,504	109,605	474,931	168,568	189,922	587,877	301,658	322.61	6.0	4.63	
Brookline Town	53.9	23.36	849,022	36,345	356,617	15,275	76,687	11,849	50,892	17,158	18,797	60,677	31,461	24.30	1.0	1.14	
Quincy																					

MASSACHUSETTS

MASSACHUSETTS

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

Berkshire Group

Comprised of Non-Interconnected Stations
 WSBS—Great Barrington WMNB-FM—North Adams
 WMNB—North Adams
 Media Code 4 222 0100 4.00 Mid 010973-000
 Berkshire Broadcasting Co., Inc.
 466 Curran Hwy., Box 707, North Adams, MA 01247.
 Phone 413-663-6567.

- PERSONNEL**
 President—Donald A. Thurston.
 General Manager—Corydon L. Thurston.
 WSBS—Joan Roger.
- REPRESENTATIVES**
 Market 4 Radio.
 Boston—Kettell-Carter, Inc.
- AGENCY COMMISSION**
 15% time only.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 22a, 23a, 24b, 25a, 26a, 28c, 29a, 30
 Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 50, 51a,
 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 11/29/84—Rec'd 12/3/84.

- SPOT ANNOUNCEMENTS**
 1x 52x 156x 312x 520x 1040x 2000x
 1 min 42.60 41.40 39.60 36.75 33.90 31.20 28.25
 30 sec 34.20 33.15 31.65 29.40 27.00 25.20 22.65

- PACKAGE PLANS**
 ROS-WITHIN 7 DAYS
 15 ti 30 ti 60 ti
 1 min 33.90 31.20 28.25
 30 sec 27.00 25.20 22.65

- SPECIAL FEATURES**
 News/Sports—1 min contract rate plus 5.25.

KNIGHT QUALITY GROUP



Knight Quality
 Stations



BLAIR RADIO

Comprised of Interconnected by tape & Non Interconnected Stations
 WGIR—Manchester, NH Portsmouth, NH
 WGIR-FM—WEIM—Fitchburg
 Manchester, NH WSRS (FM)—Worcester
 WSAR—Fall River WCOD (FM)—Hyannis
 WHEB—Portsmouth, NH WEZF (FM)—
 WHEB-FM—Burlington, VT
 Media Code 4 222 0175 6.00 Mid 010974-000
 Sales Office: 63 Bay State Rd., Boston, MA 02215.
 Phone 617-262-1950.

- PERSONNEL**
 President—Norman Knight.
 Vice-President—N. Scott Knight.
 Account Executive—Paul Haley.
- REPRESENTATIVES**
 Blair Radio.
- AGENCY COMMISSION**
 15/70 time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by network.

Amherst

Hampshire County—Map Location D-5
 See SRDS Consumer market map and data at beginning of the state.

WTTT
 1963
 AMHERST



Media Code 4 222 0260 6.00 Mid 010975-000
 WTTT, Inc.
 Box 67, Rt. 9, Amherst, MA 01002. Phone 413-256-6794.

2. REPRESENTATIVES

Boston—The Queen Company.
 Frederick W. Smith
 1 min rate 1x: 10.00.

Attleboro

Bristol County—Map Location J-6
 See SRDS Consumer market map and data at beginning of the state.

WARA
 1950
 ATTLEBORO

Adult Contemporary



Media Code 4 222 0390 1.00 Mid 010976-000
 Attleboro Radio, Assoc., Inc.
 8 North Main St., Attleboro, MA 02703. Phone 617-222-1320.

PROGRAMMING DESCRIPTION

WARA: Adult Contemporary music, contests, tele/talk at 5-9 am with Larry Tocci & Lynne Young, 9-10 am with Lynne Young, 10 am-12N with Dave Kane; 1-2 pm, Time Tunnel, commercial-free oldies; 2-4 pm, Rick Jannetta music & conversation; 12:15-12:30 Comedy Shop; 12:30-1 pm Hiram's Country Store, tele/talk swap shop; 4-6 pm Rick Jannetta & Sara Swenson pm update; M-Thurs 6-8 pm Ron Struminski & guests; Fri Comedy Shop; 8 pm-12M Memories music. NEWS: 12-12:15 pm, M-F network at :60; headline updates at :30. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Peter H. Ottmar.
 Sales Manager—Rebecca Williamson.
 Director of Media Operations—Dave Kane.
- REPRESENTATIVES**
 New England Spot Sales, Inc.
- FACILITIES**
 1,000 w.; 1320 khz. Directional—separate patterns, day and night.
 Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
 15/5.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28a, 29a, 30
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51a.
 Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62a.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 31 Eff 10/1/84—Rec'd 9/24/84.

- PACKAGE PLANS**
 TAP, WITHIN 52 WEEKS—1/4 MON THRU SAT 5-10 AM, 1/4 MON THRU FRI 10 AM-3 PM, 1/4 MON THRU FRI 3-8 PM, 1/4 ALL OTHER TIMES
 PER YR: 100x 200x 300x 500x 750x 1000x
 1 min 19.50 17.50 16.00 14.50 13.50 12.50
 30 sec 16.00 14.00 12.00 10.50 9.50 9.00
 TAP—WITHIN 7 DAYS
 PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti 42 ti 49 ti
 1 min 22.00 21.00 20.00 19.00 18.50 18.00 17.00
 30 sec 19.00 17.50 17.00 16.50 16.00 15.50 14.50
 Specified time, extra 2.00.
- SPECIAL FEATURES**
 News, news adj & talk shows: Extra 1-min 2.35; 30-sec 1.50.

Barnstable-Hyannis

(including West Yarmouth)
 Barnstable County—Map Location L-6
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCIB (FM)

1970
 FALMOUTH



(This is a paid duplicate of the listing under Falmouth, Massachusetts.)

Media Code 4 222 3300 7.00 Mid 011016-000
 Cape & Islands Broadcasting, Inc.
 60 Spring Bars Rd, Falmouth, MA 02540. Phone 617-548-3102, 771-1901.

PROGRAMMING DESCRIPTION

WCIB (FM): MUSIC: Contemporary. NEWS: ABC Directional & strong regional coverage; features 42 weather updates daily. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Larry Justice.
 Program Director—Jack Miller.
 General Sales Manager—Peter Taylor.
- REPRESENTATIVES**
 Major Market Radio Sales.
 New England—Doucette Radio.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**
 15%.

5. GENERAL ADVERTISING

See coded regulations
 Affiliated with KBS.
 Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (SMD) (D)

WCOD (FM)

1967
 HYANNIS



Media Code 4 222 0420 6.00 Mid 010977-000
 Taylor Communications, Inc.
 105 Stevens St., Hyannis, MA 02601. Phone 617-775-6800.

- REPRESENTATIVES**
 Blair Radio.
 Rates have been temporarily withdrawn by station.

WKPE (FM)

1974
 ORLEANS



(This is a paid duplicate of the listing under Orleans, Massachusetts.)
 Media Code 4 222 6435 8.00 Mid 011046-000
 Cape Media, Inc.
 Bog Hollow Rd., Orleans, MA 02653. Phone 617-255-3220, 771-2998.

PROGRAMMING DESCRIPTION

WKPE (FM): Programmed for 18-49. MUSIC: Contemporary Hits. AIR PERSONALITIES handle all segments. NEWS: full staff plus sports reports throughout day; local correspondents; at :60 & :30 in AM drive; traffic & beach reports in season. FEATURES: on-air promotions & contests; merchandising available. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
 President—David Roth.
 Vice-Pres., Gen'l Mgr. & Nat'l Sales Mgr.—Jack Alix.
 Sales Manager—Randy Borovsky.
- REPRESENTATIVES**
 Kadetsky Broadcast Properties, Inc.
- FACILITIES**
 ERP 50,000 w.; 104.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WVLC.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (SMD) (D)

WOCB

1940
 WEST YARMOUTH



Media Code 4 222 0435 4.00 Mid 010978-000
 Sillerman Morrow Broadcasting Group
 278 S. Sea Ave., W. Yarmouth, MA 02673. Phone 617-775-7400.

- REPRESENTATIVES**
 Masla Radio.
 New England, Boston—Kettell-Carter, Inc.
 Rates have been temporarily withdrawn by station.

WPLM-FM



1961
 PLYMOUTH



(This is a paid duplicate of the listing under Plymouth, Massachusetts.)

Media Code 4 222 6825 0.00 Mid 033832-000
 Plymouth Rock Broadcasting Company, Inc.
 Route 3, Pilgrim's Highway, Box 1390, Plymouth, MA 02360. Phone 617-746-1390.

PROGRAMMING DESCRIPTION

WPLM-FM: Programmed for adults. MUSIC: Big Bands, Dixieland Swing. SPORTS: Boston Red Sox, Boston Bruins. News, sports, weather, traffic, marine weather. Contact Representative for further details. Rec'd 6/4/84.

- PERSONNEL**
 President—John T. Campbell.
 General Manager—Jane Day.
 Sales Manager—Hank Murray.
- REPRESENTATIVES**
 Kadetsky Broadcast Properties, Inc.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
 Operating schedule: 5:56-1 am. EST.
 Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
 15%.

5. GENERAL ADVERTISING

See coded regulations
 General: 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
 Sold in combination with WPLM. See that listing.

TIME RATES

No. 18 Eff 1/1/84—Rec'd 6/4/84.

- SPOT ANNOUNCEMENTS**
 PER WK: 1 ti 10 ti 20 ti 30+
 1 min 55 48 42 35
 30 sec 45 39 33 28
 Fixed, extra 20%.

- SPECIAL FEATURES**
 15 min newscast 125
 5 min newscast 77
 3 min headlines 63
 3 min ski report 63
 3 min marine weather 63
 DISCOUNT
 6 wk—2 1/2% 13 wk—5% 26 wk—10% 52 wk—15%
 (D-3) (CR-2)

WQRC (FM)

1969
 BARNSTABLE



Torbet Radio



Media Code 4 222 0450 3.00 Mid 010979-000
 Cape Cod Broadcasting Co., Inc.
 737 W. Main St., Hyannis, MA 02601. Phone 617-771-1224, 1225.

PROGRAMMING DESCRIPTION

WQRC (FM): Programmed for adult general listening audience. MUSIC: wide variety of standard & contemporary recordings; M-F 9 pm-1 am jazz/big band; Sun 7 pm-midnight classical; 5-9 am MOR/information/PERSONALITY format; 9 am-9 pm 1/4 hr easy listening format. NEWS: local staff, audio & wire services, stringers, mobile units, sports editor, staff meteorologists; 3-min newscast at :55; expanded at 1/2 hr intervals 5-9 am; live stock reports & business news; traffic reports; frequent public affairs specials. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
 President—Donald P. Moore.
 Vice-Pres. & Gen'l Mgr.—John W. Miller.
 Vice-Pres & Gen'l Sls Mgr.—Gregory D. Bone.
- REPRESENTATIVES**
 Torbet Radio, Inc.
- FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 445 ft. above average terrain.
- AGENCY COMMISSION**
 15% time only.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14a, 15b.
 Basic Rates: 20b, 21a, 21d, 23a, 24a, 24c, 25a, 26, 29a, 33c.
 Comb.; Cont. Discounts: 60a, 60e, 60f, 61b, 62b.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.
 20% rate increase April 15-Sept 15.

TIME RATES

Eff 10/1/83—Rec'd 9/26/83.
 AAA—Mon thru Fri 5-10 am; Sat 5 am-3 pm.
 AA—Mon thru Sun 5 am-7 pm.
 B—Mon thru Fri 7 pm-1 am.

- SPOT ANNOUNCEMENTS**
 GRID
 1 MIN: — Low — — *High —
 AAA AA B AAA AA B
 28 ti 28 22 18 36 30 24
 18 ti 28 22 18 36 30 24
 12 ti 28 23 18 36 31 24
 6 ti 28 24 19 36 32 25
 30 sec: 80% of 1-min.
 ROS: Use B rate for TAP thru 1 am.
 (*) April 15-Sept. 15.

- PACKAGE PLANS**
 YR-ROUND BULK, ROS: 1200x 900x 600x 300x
 1 min 18 19 20 23
 30 sec: 80% of 1-min.
 Maximum 10% scheduled ea mo; April/May/June/July/Aug./Sept.
 Subject to availability.

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

MASSACHUSETTS

Barnstable-Hyannis—cont

WRZE (FM)

1948
WEST YARMOUTH



Media Code 4 222 0485 9.00 Mid 010980-000
WCOB AcOquisition Corp, Sillerman Morrow Broadcast Group, Inc.
278 S. Sea Ave., West Yarmouth, MA 02673. Phone 617-775-7400.
Rates have been temporarily withdrawn by station.

Beverly

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WBVD

1960
BEVERLY

Media Code 4 222 0520 3.00 Mid 010981-000
Harbor Broadcasting
Box 344, Beverly, MA 01915. Phone 617-774-7000.

2. REPRESENTATIVES
The Queen Company.
1 min rate 1x: 10.00.

Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Natick, Newton, Waltham)
Boston, Suffolk County—Map Location J-4
Brookline, Norfolk County—Map Location H-5
Cambridge, Middlesex County—Map Location H-4
Framingham, Middlesex County—Map Location H-4
Lynn, Essex County—Map Location J-3
Medford, Middlesex County—Map Location H-4
Newton, Middlesex County—Map Location H-4
Waltham, Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

The Multi Market Medium

WAAF (FM)

1961
WORCESTER



Katz Radio



(This is a paid duplicate of the listing under Worcester, Massachusetts.)
Media Code 4 222 8985 0.00 Mid 011075-000
Katz Broadcasting of Massachusetts, Inc.
19 Norwich St., Worcester, MA 01608. Phone 617-752-5611.

PROGRAMMING DESCRIPTION

WAAF (FM): Programmed for adults 18-34 & teens. MUSIC: contemporary popular albums & hit singles. COMMERCIAL POLICY: units per hr varies; averages fewer than 9 units per hr. Contact Representative for further details. Rec'd 4/29/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard A. Reis.
Sales Manager—John Sutherland.
National Sales Manager—Juliet Ellis.
Program Director—Rob Barnett.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 18,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 760 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 13b, 15e.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.: Cont. Discounts: 60a, 60d, 60f.
AM facilities: WFTO.

TIME RATES

No. 8 Eff 5/7/84—Rec'd 5/7/84.
AAA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Sat 5:30-10 am; Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight; Sun 5:30 am-8 pm.

6. SPOT ANNOUNCEMENTS

1 MIN: AAA AA A
Ea 180 170 160
30 sec: Deduct 5.00 from applicable 1 min rate. (D) (A)

WBCN (FM)

1958
BOSTON



Media Code 4 222 0650 8.00 Mid 010982-000
Hemisphere Broadcasting Corp.
1265 Boylston St., Boston, MA 02215. Phone 617-266-1111.

PROGRAMMING DESCRIPTION

WBCN (FM): MUSIC: Contemporary rock & roll; personality emphasis. Live remote broadcasts featured regularly. "Boston Sunday Review" Sun 7 am-12N. Contact Representative for further details. Rec'd 8/1/83.

- PERSONNEL**
General Manager—Tony Berardini.
National Sales Manager—Robert Mendelsohn.
General Sales Manager—Jeffrey Messerman.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 19,000 w. (horiz.), 19,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 742 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.
Rate Protection: 10b, 11c, 11d, 12c, 14c, 15a.
Basic Rates: 20a, 22a, 22b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47e.
Comb.: Cont. Discounts: 60f, 60h.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/30/84—Rec'd 7/2/84.
AAAA—Mon thru Sat 5:30-10 am; Sat 10 am-8 pm.
AAA—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5:30 am-8 pm.

6. SPOT ANNOUNCEMENTS

1 min AAAA AAA AA A
30 sec/less 700 675 650 400
700 610 585 360
Fixed position/limited rotation requests, extra 15%.
Spots must rotate throughout all hrs & days of time classes.

WBOS (FM)

1959
BROOKLINE



Media Code 4 222 0781 1.00 Mid 010983-000
Champion Broadcasting Systems, Inc.
160 N. Washington St., 6th Floor, Boston, MA 02114.
Phone 617-367-9003.
Rates have been temporarily withdrawn by station.

WBZ

1921
BOSTON GROUP



Media Code 4 222 0910 6.00 Mid 010984-000
Westinghouse Broadcasting & Cable, Inc.
WBZ Radio and TV Center, 1170 Soldiers Field Rd., Boston, MA 02134. Phone 617-787-7000, TWX, 710-330-6316.

PROGRAMMING DESCRIPTION

WBZ: Programmed for general mass appeal; PERSONALITY MOR/Talk. MUSIC: 60% Gold, 50% recent hits; 3 AIR PERSONALITIES 5 am-6 pm; 3 talk hosts 6 pm-5 am. NEWS: 5-min at :60; 9 min at :30 & :60 5-9 am; 7 min 4-7 pm; 30-min at noon; traffic reports every 10 min 6:50-9 am & 4-6 pm; weather/news & reports at :50 5-9 am & 3-6 pm, plus 12:05 & 12:25 pm. SPORTS: reports at :15 & :45 from 5:45-8:45 am & 4:15-5:45 pm. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—A. B. (Bill) Hartman.
General Sales Manager—Daniel F. Friel, Jr.
Program Director—Cary L. Pahigian.

2. REPRESENTATIVES

Blair/RAR, Inc.

3. FACILITIES

50,000 w.; 1030 khz. Directional. Clear channel.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 6b, 7b, 8.
Basic Rates: 20b, 23a, 25a.
Contracts: 40b, 41, 42a, 45, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with ABC Entertainment Radio Network.
Announcement contracts subject to cancellation on 14 days prior written notice, but no such notice shall be effective until 14 days after start of broadcasts.
Program contracts subject to cancellation on 28 days prior written notice, but no such notice shall be effective until 28 days after start of broadcasts.
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will not be binding on station.
Announcements and program periods may not be combined for discount purposes except for incentive discounts.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act, the Campaign Communications Reform Act, & The Federal Communications rules & regulations pertaining to political broadcasting.

TIME RATES

Eff 3/18/84—Rec'd 4/24/84.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm & 5:30-6 am; Sat 6-10 am.
A—Mon thru Fri 10 am-3:30 pm & 5-5:30 am; Sat 10 am-5 pm; Sun 6 am-5 pm.
B—Mon thru Sun midnight-5 am.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN: AAA AA A B C
XII 900 400 300 200 100
XI 850 375 275 185 90
X 800 350 255 170 85
IX 750 325 240 160 80
VIII 700 300 225 150 75
VII 650 280 210 140 70
VI 600 260 195 130 65
V 575 240 180 120 60
IV 550 220 165 110 55
III 525 200 150 100 50
II 500 180 135 90 45
I 475 160 120 80 40
30 sec: 80% of 1-min; 10 sec: 60% of 1-min.

WCGY (FM)

1959
LAWRENCE



Masla Radio



A Curt Gowdy Station

(This is a paid duplicate of the listing under Lawrence, Massachusetts.)

Media Code 4 222 4745 2.00 Mid 011029-000
Curt Gowdy Broadcasting Corp.
33 Franklin St., Lawrence, MA 01840. Phone 617-683-7171, Boston, 617-729-9470.

PROGRAMMING DESCRIPTION

WCGY (FM): Programmed for adults 25-49 with emphasis on personalities & listener involved promotions & contests. MUSIC: oldies rock. NEWS: 2-min at :23 & :53, 6-9 M & 4-6:30 pm. COMMERCIAL POLICY: breaks at :10, :23, :40 & :53. Max 8 spot units per hr, in 2-3 unit clusters. Contact Representative for further details. Rec'd 4/29/82.

- PERSONNEL**
President—Curt Gowdy.
General Manager—John F. Bassett.
General Sales Manager—Paul Seccareccio.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 403 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 28b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 46, 51b.
Comb.: Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WCCM.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WCRB (FM)

1953
BOSTON-WALTHAM



Media Code 4 222 1332 2.00 Mid 010987-000
Charles River Broadcasting Co.
750 South St., Waltham, MA 02116. Phone 617-893-7090, New York, 212-661-4890, 687-5900.
Send All Copy to:
WCRB, 750 South St., Waltham, MA 02154.

PROGRAMMING DESCRIPTION

WCRB (FM): MUSIC: classical 24 hrs featuring concert music, incl 6 orchestras; opera; pops. Comedy-variety feature Sat nite; black & other jazz Sun 12:30-2:30 am. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
President—Theodore Jones.
Vice-Pres. & Gen'l Sales Mgr.—John Donofrio.
General Manager—David S. MacNeill.
- FACILITIES**
ERP 50,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 25a, 28c, 29b, 30.
Contracts: 40a, 41, 46, 50.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 10/3/83.
6. SPOT ANNOUNCEMENTS
1 MIN: 1 ti 10 ti 15 ti 20 ti 24 +
1 wk 70 69 68 67 66
13 wk 69 68 67 66 65
26 wk 68 67 66 65 64
52 wk 67 66 65 64 63
30/20 sec: 80% of 1-min, 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR: 1x 13x 26x 52x 104x 260x
(*) 495 490 485 480 475 470
(†) 330 325 320 315 310 305
1/4 hr 245 240 235 230 225 220
5 min 125 120 115 110 105 100
(*) 55 min-1 hr
(†) 25 min-1/2 hr.

10. SPECIAL FEATURES

PER YR: 1x 13x 26x 52x 104x 260x
Newscasts 145 140 135 130 125 120

WDLW

1947
WALTHAM

Media Code 4 222 1381 9.00 Mid 010988-000
Acton Communications of Massachusetts, Inc.
Box 1330, Waltham, MA 02254. Phone 617-890-1400.
1 min rate 1x: 75.00.

WEEI

1924
BOSTON

Represented by CBS RADIO SPOT SALES

News-Information



Media Code 4 222 1430 4.00 Mid 010989-000
Boston Broadcasting Co., Ltd.
4450 Prudential Tower, Box 1531, Boston, MA 02199.
Phone 617-262-5900.

PROGRAMMING DESCRIPTION

WEEI: Programmed for adults 25-54. NEWS: network at :60 followed by local, w/weather, sports; traffic reports 7-9 am & 4-6 pm. SPORTS: reports ea 1/2 hr at :12 & :42. FEATURES: programming at :10, :20, :40 & :50 incl stock market reports, business, consumer, education, legal, medical, entertainment, real estate, automotive, travel, gardening, pets, sports play-by-play, commentary. Contact Representative for further details. Rec'd 5/18/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—William L. Kinder.
Director, News & Programming—Michael J. Moss.
General Sales Manager—Jon J. Hirschberg.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
5,000 w.; 590 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/84—Rec'd 6/14/84.
AAA—Mon thru Sat 5:30-10 am.

AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 5:30 am & 10 am-3 pm; Sat 10 am-5 pm; Sun 6 am-5 pm.
B—Mon thru Fri 8 pm-midnight; Sat & Sun 5 pm-midnight.
C—Mon thru Sun midnight-5 am.

7. PACKAGE PLANS

GRID:	1 MINUTE				
	AAA	AA	A	B	C
I	400	225	150	55	35
II	350	200	125	45	30
III	325	175	100	40	25
IV	300	150	85	35	20
V	275	125	75	30	15
VI	250	115	65
VII	235	105	55

30-sec 80% of 1-min; 10-sec 60% of 1-min.

WEZE

1922
BOSTON



Media Code 4 222 1560 8.00 Mid 010991-000
New England Continental Media, Inc.
Box 206, Boston, MA 02186. Phone 617-328-0880.
1 min rate 1x: 20.00.

WFNX (FM)

1968
LYNN



Media Code 4 222 1625 9.00 Mid 011001-000
MCC Broadcasting Corp.
25 Exchange St., Lynn, MA 01901. Phone 617-595-6200.
Mailing Address: Box 631, Lynn, MA 01903.
Rates have been temporarily withdrawn by station.

WHDH

1929
BOSTON



BLAIR RADIO



Media Code 4 222 1690 3.00 Mid 010993-000
WHDH, Corp.
441 Stuart St., Boston, MA 02116. Phone 617-267-1313.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Al Brady Law.
National Sales Manager—Ross Elder.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
50,000 w.; 850 khz. Directional—separate patterns day and night. Clear channel.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WZOU (FM).
Affiliated with Blair Represented Network.

TIME RATES

No. D Eff 2/1/83—Rec'd 4/4/83.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 10 am-8 pm.
A—Sat 10 am-8 pm; Sun 9:30-8 pm.
B—Mon thru Sat 8 pm-midnight.
C—Mon thru Fri midnight-5 am.

WK, GRID:	1 MINUTE				
	AAA	AA	A	B	C
I	500	300	275	100	60
II	450	275	250	90	50
III	425	250	225	80	40
IV	400	225	200	70	30
V	375	200	175	60	25
VI	350	180	150	50	20

30 SECONDS

I	400	240	220	80	48
II	360	220	200	72	40
III	340	200	180	64	32
IV	320	180	160	56	24
V	300	160	140	48	20
VI	280	144	120	40	16

10-sec; 50% of 1-min.
AM drive—Extra Grid 15%.
All others—Extra Grid 20%.

WHRB (FM)

1957
CAMBRIDGE

Media Code 4 222 1950 1.00 Mid 010994-000
Harvard Radio Broadcasting Co., Inc.
45 Quincy St., Cambridge, MA 02138. Phone 617-495-4818.

- REPRESENTATIVES**
Roslin Radio Sales
1 min rate 1x: 20.00.

WHTT (FM)

1948
BOSTON



Contemporary



Media Code 4 222 1966 7.00 Mid 010990-000
CBS/FM Broadcasting, a Division of CBS, Inc.
4418 Prudential Tower, Box 1531, Boston, MA 02199.
Phone 617-236-7900.

PROGRAMMING DESCRIPTION

WHTT (FM): MUSIC: Current Hits programmed for ages 12-49 blending recent hits with year round contests & emphasis on promotions. Contact Representative for further details. Rec'd 11/2/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David R. Austin.
Prog. & Prom. Dir.—Rick Peters.
General Sales Manager—Ron Piro.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

Eff—Rec'd 6/4/84.

AM Drive—Mon thru Fri 5:30-10 am.
Midday—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-8 pm.
Evening—Mon thru Sun 8 pm-midnight.
Sat—9 am-5 pm.
Sun—9 am-5 pm.
Fringe—Sat & Sun 6-9 am & 5-8 pm.

GRID:	1 MINUTE				
	AMD/MID	PMD	SAT	EVE	SUN FR
High	450	500	300	350	200
Low	240	250	185	205	160

30 sec: 85% of 1-min.

WHUE

1935
BOSTON

Media Code 4 222 1983 2.00 Mid 011006-000
T Communications
The John Hancock Tower, 200 Clarendon St. (T-42),
Boston, MA 02116. Phone 617-267-0123.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WHUE-FM

1948
BOSTON

Media Code 4 222 2031 9.00 Mid 034028-000
GCC Communications of Boston, Inc.
The John Hancock Tower, 200 Clarendon St. (T-42),
Boston, MA 02116. Phone 617-267-0123.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WILD

1946
BOSTON



Masla Radio

Media Code 4 222 2080 6.00 Mid 010996-000
Nash Communications Corp.
90 Warren St., Boston, MA 02119. Phone 617-427-2222.

PROGRAMMING DESCRIPTION

WILD: MUSIC: urban contemporary. NEWS: metro traffic at 5:55; business report, forum, consumer notebook, Entertainment Now & health tips at 10:50 am M-F. SPORTS: at 3:55 AM & PM drive. FEATURES: Caribbean program Sun midday; spiritual/gospel on Sun 6 am-12:30 pm; special event talk show as issues warrant. Contact Representative for further details. Rec'd 8/25/83.

- PERSONNEL**
President—Kendell Nash.
General Sales Manager—Monte Bowers.
Programming Director—Elroy R. C. Smith.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w. days; 1090 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Sheridan Broadcasting Network.

TIME RATES

No. 2 Eff 9/1/81—Rec'd 9/14/82.
AAA—Mon thru Fri 6-10 am & 3 pm-sign-off; Sat 10 am-sign-off.
AA—Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	50	45	40	38	47	43	40	36
30 sec	40	36	32	30	36	34	32	30

7. PACKAGE PLANS

Cost	TAP			
	10 ti	16 ti	20 ti	30 sec
400	10 ti (Mon thru Fri 2 6-10 am, 3 10 am-3 pm, 2 3 pm-sign-off; Sat 2 10 am-sign-off; Sun 1 3 pm-sign-off)	16 ti (Mon thru Fri 4 6-10 am, 4 10 am-3 pm, 3 3 pm-sign-off; 3 Sat 10 am-sign-off; 2 Sun 3 pm-sign-off)	20 ti (Mon thru Fri 5 6-10 am, 5 10 am-3 pm, 4 3 pm-sign-off; Sat 4 10 am-sign-off; Sun 2 3 pm-sign-off)	30 sec: 80% of 1-min.
576				
650				

10. SPECIAL FEATURES

News Sponsorship—includes open & close plus 1-min/30-sec spot (minimum 3 per wk) 1-min 60.00; 30-sec 48.00.
Sports Sponsorship—includes open & close plus 1-min/30-sec spot (minimum 3 per wk) 1-min 50.00, 30-sec 40.00.

WJIB (FM)

1945
BOSTON



Christal Radio



Media Code 4 222 2210 9.00 Mid 010998-000
National Broadcasting Company, Inc.
68 Commercial Warf, Boston, MA 02110. Phone 617-523-6611, TWX, 710-321-0399.

PROGRAMMING DESCRIPTION

WJIB (FM): MUSIC: Easy Listening. NEWS: capsules prior to each hr; additional news & information 5-9 am & 4:30-6 pm. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 1/25/84.

- PERSONNEL**
General Manager—Charles M. Pickering.
General Sales Manager—Jennifer McCann.
Manager/Operations—Donald Nutting.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 8,700 w. (horiz.), 8,700 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1010 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 14c.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 82-1 Eff —Rec'd 9/30/82.
AM Drive—Mon thru Fri 6-10 am; Sat 9 am-5 pm.
Midday—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-8 pm.
Evening—8 pm-midnight; all other times.
Sun—9 am-5 pm.

6. SPOT ANNOUNCEMENTS

GRID:	High Range				Low Range			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 MIN:	150	140	130	120	110	100	90	80
AMD	160	150	140	130	120	110	110	100
PMD	155	145	135	125	115	105	95	90
EVE	70	65	60	55	50	40	30	25
SUN	120	110	100	90	80	70	60	55

WKOX

1947
FRAMINGHAM



McGAVREN GUILD RADIO



A Fairbanks Station
Media Code 4 222 2225 7.00 Mid 010999-000
Fairbanks Communications, Inc.
100 Mt. Wayte Ave., Framingham, MA 01701. Phone 617-879-2222.

PROGRAMMING DESCRIPTION

WKOX: Programmed for adults, with emphasis on news. MUSIC: MOR, familiar albums, current top selling singles, golden oldies. AIR PERSONALITIES handles all live entertainment segments. Regular on-air contests & audience participation promotions. NEWS & SPORTS handled by 6 man news & sports dept; 3 hr morning block, 30 min at noon, 10 min at 4 & 5 pm, 5 min at :60 all other times; sports updates at :40. Public service programs & sports locally oriented. Contact Representative for further details. Rec'd 6/4/82.

1. PERSONNEL

President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—Barry W. Sims.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w.; 1190 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 43, 44a, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WVBF (FM).

TIME RATES

No. 18 Eff 3/1/83—Rec'd 1/24/83.
AAA—Mon thru Sun 6-10 am.
AA—Mon thru Sun 3 pm-sign-off.
A—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA			AA			A		
	1 min	29	22	19	30	sec	23	18	15

7. PACKAGE PLANS

PER WK:	TAP—2/3AAA & AA, 1/3A				
	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	21	20	19	18	17
30 sec	17	16	15	14	13

(* 14.50.)

10. SPECIAL FEATURES

NEWS PARTICIPATION: AAA AA A
Ea 44 33 29

WLYN

1947
LYNN

Media Code 4 222 2348 7.00 Mid 011000-000
Puritan Broadcast Service, Inc.
25 Exchange St., Lynn, MA 01901. Phone 617-595-6200.
Mailing Address: Box 361, Lynn, MA 01903.

2. REPRESENTATIVES

Lotus Repts.
1 min rate 1x: 35.00.

WLYT (FM)

WLYT 92.5

1959
HAVERHILL



(This is a paid duplicate of the listing under Haverhill, Massachusetts.)

Media Code 4 222 4421 0.00 Mid 011027-000
Northeast Broadcasting Company, Inc.
30 HOW St., Box 1490, Haverhill, MA 01831. Phone 617-374-4733, 685-1200.

PROGRAMMING DESCRIPTION
WLYT (FM): Regional focus, programmed for adults 25-54. MUSIC: Light Contemporary; Current Hits & Classics. NEWS: expanded during drivetimes; emphasis on reg'l news & information; business/stock market reports. COMMERCIAL POLICY: limit 8 units per hr. Rec'd 8/22/83.

1. PERSONNEL

MASSACHUSETTS

Boston—cont

WMJX-FM

wmjx 106 fm

1982
BOSTON

EASTMAN RADIO, INC.



NRBA

A Greater Media, Inc. Station

Media Code 4 222 2442 8.00 Mid 022905-000
Greater Media, Inc.
Back Bay Annex, 330 Stuart St., Box 352, Boston, MA
02117. Phone 617-542-0241, Sales, 2749.

PROGRAMMING DESCRIPTION

WMJX-FM: Programmed for mass appeal adults 18-49.
MUSIC: foreground Contemporary w/information, talent,
promotion. Contact Representative for further details.
Rec'd 7/7/82.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—William W. Campbell.
National Sales Manager—Ellen D. Ascher.
Program Director—Jack Casey.
Local Sales Manager—Benson Riseman.
- REPRESENTATIVES**
Eastman Radio, Inc.
Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 11,500 (horiz.), 11,500 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 900 ft. above average terrain.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 5.
Basic Rates: 20a, 22a.
Cancellation: 71a, 72.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 6/1/84—Rec'd 7/13/84.

AAA—Mon thru Fri 10 am-3 pm; Sat 9 am-6 pm.
AA—Mon thru Fri 5:30-10 am & 3-8 pm.
A—Mon thru Fri 9-9:30 pm; Sun 8 am-noon.
B—All other times.

- SPOT ANNOUNCEMENTS**
1 MIN/LESS

GRID:	I	II	III	IV	V	VI
AAA	300	260	220	200	180	160
AA	260	220	190	175	160	145
A	250	200	160	140	120	100
B	160	120	80	70	60	50

- PARTICIPATING PROGRAMS**
MAGIC ARTIST SPOTLIGHT M-F 9-9:30 PM/SUNDAY
MORNING JAZZ 8 AM-NOON

GRID:	I	II	III	IV	V	VI
30 sec	250	200	160	140	120	100

WMRE

1934
BOSTON



Media Code 4 222 2488 1.00 Mid 010997-000
Mariner Communications, Inc.
74 Lansdowne St., Boston, MA 02215. Phone 617-267-
1510.
Address all copy and/or transcripts to Traffic Director at
studio address..

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 75.00.

WNTN

1968
NEWTON



Media Code 4 222 2535 9.00 Mid 011002-000
Newton Broadcasting Co.
143 Rumford Ave., Newton, MA 02166. Phone 617-969-
1550.

- REPRESENTATIVES**
New York—Herbert E. Groskin & Co.
1 min rate 1x: 15.00.

WOKQ (FM)

1970
DOVER, NH



Media Code 4 222 2535 9.00 Mid 012031-000
Newton Broadcasting Co.

- REPRESENTATIVES**
New York—Herbert E. Groskin & Co.
1 min rate 1x: 15.00.

324

WPLM-FM



1961
PLYMOUTH



NRBA

(This is a paid duplicate of the listing under Plymouth,
Massachusetts.)

Media Code 4 222 6825 0.00 Mid 033832-000
Plymouth Rock Broadcasting Company, Inc.
Route 3, Pilgrim's Highway, Box 1390, Plymouth, MA
02360. Phone 617-746-1390.

PROGRAMMING DESCRIPTION

WPLM-FM: Programmed for adults. MUSIC: Big Bands,
Dixieland, Swing. SPORTS: Boston Red Sox, Boston
Bruins. News, sports, weather, traffic, marine weather.
Contact Representative for further details. Rec'd 6/4/84.

- PERSONNEL**
President—John T. Campbell.
General Manager—Jane Day.
Sales Manager—Hank Murray.
- REPRESENTATIVES**
Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz.
Stereo.
Operating schedule: 5:56-1 am. EST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Sold in combination with WPLM. See that listing.

TIME RATES

No. 18 Eff 1/1/84—Rec'd 6/4/84.

- SPOT ANNOUNCEMENTS**
PER WK:

1 min	15 min	30 sec	45 sec	1 hr	1 1/2 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	10 hr	11 hr	12 hr	13 hr	14 hr	15 hr	16 hr	17 hr	18 hr	19 hr	20 hr	21 hr	22 hr	23 hr	24 hr	
55	48	42	35	45	39	33	28																						

Fixed, extra 20%.
- SPECIAL FEATURES**

15 min newscast	125
5 min newscast	77
3 min headlines	63
3 min ski report	63
3 min marine weather	63

DISCOUNT

6 wk—2 1/2% 13 wk—5% 26 wk—10% 52 wk—15%
(D-3) (CR-2)

WRKO



1922
BOSTON

Republic Radio



An RKO Radio Station

Media Code 4 222 2600 1.00 Mid 011003-000
RKO General Broadcasting, Inc.
3 Fenway Pl., Boston, MA 02215. Phone 617-236-6800,
TWX, 710-321-0469.

PROGRAMMING DESCRIPTION

WRKO: 5-5:30 am news in depth; sports, weather, business
commentary. 5:30-10 am personality team; 2-way
tele/talk, news, business, sports, weather, helicopter
traffic every 20-min. 10 am-12N personality with in-
terviews & 2-way tele/talk. 12N-2 pm program with
psychologist. 2-6 pm personality with interviews & 2-way
tele/talk. 6-10 pm personality with live 2-way tele/talk &
guests. NEWS: 3x/hr in AM drive; 2x per hr in PM drive;
hrly in other day parts. SPORTS: Live Boston Celtics play-
by-play; Boston college football play-by-play. Contact
Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Daniel K. Griffin.
General Sales Manager—Bruce J. Mittman.
Program Director—Mel Bruce.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
50,000 w.; 680 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40c, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WROR (FM).
Affiliated with RKO Radio Networks.
Affiliated with MBS.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WROR

1950
BOSTON



Media Code 4 222 2632 4.00 Mid 011004-000
Pilgrim Broadcasting Co.
312 Stuart St., Boston, MA 02116. Phone 617-423-0210.
Rates have been temporarily withdrawn by station.

WROR (FM)



1948
BOSTON



A RKO Radio Station

Media Code 4 222 2665 4.00 Mid 011005-000
RKO General Broadcasting, Inc.
3 Fenway Plaza, Boston, MA 02215. Phone 617-236-
6800, TWX, 710-331-7693.

PROGRAMMING DESCRIPTION

WROR (FM): Programmed for Adults 25-49. MUSIC:
Adult Contemporary; full-service PERSONALITY:
oriented. NEWS: weather provided by fulltime meteorologist;
helicopter traffic reports. COMMERCIAL
POLICY: 9 units/hr. Contact Representative for further
details. Rec'd 9/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Joseph M. Kelly.
Sales Manager—Jay Sterin.
Program Director—Lorna Ozmon.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 5,500 w. (horiz.), 5,500 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,191 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WRKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSSH (FM)

1947
LOWELL



HILLIER, NEWMARK, WECHSLER & HOWARD

(This is a paid duplicate of the listing under Lowell, Mas-
sachusetts.)

Media Code 4 222 5071 2.00 Mid 011032-000
WLLH, Inc.
4 Broadway, Box 1401, Lowell, MA 01853. Phone 617-
458-8486.

PROGRAMMING DESCRIPTION

WSSH (FM): Programmed for adults 25-54. MUSIC: Easy
favorites of yesterday and today; a soft blend of adult
contemporary vocals with 3 commercial breaks per hour.
NEWS: 2 min at :58 with added news, weather & sports
capsules in drive time only. COMMERCIAL POLICY: limit
of 8 min; 9 commercials per hr. Contact Representative
for further details. Rec'd 11/19/84.

- PERSONNEL**
General Manager—Arnold S. Lerner.
Station Manager—Steve Chartrand.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
New England—Call station direct.
- FACILITIES**
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 99.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WLLH.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTTT

1972
NATICK



Media Code 4 222 2740 5.00 Mid 010992-000
Metro Broadcasting Corp.
24 W. Central St., Natick, MA 01760. Phone 617-655-
2500.
1 min rate 1x: 50.00.

WUNR

1947
BROOKLINE



Media Code 4 222 2816 3.00 Mid 011007-000
Champion Broadcasting System, Inc.
160 N. Washington St., Boston, MA 02114. Phone 617-
367-9003.

PROGRAMMING DESCRIPTION

WUNR: Ethnic programming including Spanish, Italian,
Greek, Polish, Irish, Armenian, Portuguese, Indian,
Jewish, Vietnamese, Black. Contact Representative for
further details. Rec'd 10/23/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Jane Duncklee.
Public Affairs/Service Dir.—David Koza.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
5,000 w.; 1600 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 6a, 7a, 8.
Rate Protection: 10c, 12c.
Basic Rates: 20a, 21b.
Contracts: 40a.
Comb.; Cont. Discounts: 60e.
Cancellation: 70b, 70c.
Prod. Services: 81.
FM facilities: WBOS (FM).
Affiliated with Caballero Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVBF (FM)



1959
FRAMINGHAM



McGAVREN GUILD RADIO



A Fairbanks Station

Media Code 4 222 2831 2.00 Mid 011008-000
Fairbanks Communications, Inc.
100 Mt. Wayne Ave., Framingham, MA 01701. Phone 617-
879-2222.

PROGRAMMING DESCRIPTION

WVBF (FM): Adult contemporary; emphasis on personal-
ity. News & live helicopter reports. COMMERCIAL
POLICY: Limited. Contact Representative for further
details. Rec'd 8/12/82.

- PERSONNEL**
President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—Kenneth C. Spitzer.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 10,600 w. (horiz.), 10,600 w. (vert.); 105.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 954 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 24c, 35a, 29b,
30, 33d.
Contracts: 40a, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 60b, 60e, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 81.
AM facilities: WKOX.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WXKS

1951
MEDFORD



MAJOR MARKET RADIO SALES



Media Code 4 222 2836 1.00 Mid 011009-000
Pyramid Broadcasting
99 Revere Beach Parkway, Medford, MA 02155. Phone
617-396-1430.

PROGRAMMING DESCRIPTION

WXKS: MUSIC: great all time popular classics. Contact
Representative for further details. Rec'd 12/17/79.

- PERSONNEL**
C.E.O.—Richard Balsbaugh.
Vice-Pres./Nat'l Sales Mgr.—Mary P. Cashman.
Vice-Pres./Local Sales Mgr.—Lisa Fell.
- REPRESENTATIVES**
Major Market Radio Sales.

3. **FACILITIES**
5,000 w.; 1430 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c.
Contracts: 40a, 42b, 45, 47e.
Comb.; Cont. Discounts: 60a, 60h.
Cancellations: 70a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Connecticut Radio Network.
Sold in combination with WXKS-FM. See that listing.

TIME RATES
Eff. Rec'd 1/25/84.

GRID:	I	II	III	IV
Fixed position	80	70	60	50
BTA	70	60	50	40

WXKS-FM

1961
MEDFORD



MAJOR MARKET RADIO SALES

Contemporary

NRBA

Media Code 4 222 2841 1.00 Mid 011010-000
Pyramid Broadcasting
99 Revere Beach Parkway, Medford, MA 02155. Phone 617-396-1430.

PROGRAMMING DESCRIPTION

WXKS-FM: MUSIC: contemporary. Contact Representative for further details. Rec'd 10/30/79.

1. **PERSONNEL**
Chief Executive Officer—Richard M. Balsbaugh.
Vice-Pres./Nat'l Sales Mgr.—Mary P. Cashman.
Vice-Pres./Local Sales Mgr.—Lisa Feil.
2. **REPRESENTATIVES**
Major Market Radio Sales.
3. **FACILITIES**
ERP 21,000 w. (horiz.), 21,000 w. (vert.); 107.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 710 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c.
Contracts: 40a, 42b, 45, 47e.
Comb.; Cont. Discounts: 60a, 60h.
Cancellations: 70a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
FM/AM COMBINATION

No. 16 Eff. 7/1/83—Rec'd 2/23/84.

AAAAA—Mon thru Fri 3-8 pm; Sat 10 am-3 pm.
AAAA—Mon thru Fri 5-10 am & Sat 10 am-8 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 3-8 pm.
AA—Mon thru Fri 8 pm-1 am; Sun 10 am-8 pm.
A—Sat & Sun 5:30-10 am & 8 pm-1 am.
BTA—Mon thru Sun 5-1 am.

GRID:	1	2	3	4	5	6	7	8	9
AAAAA	485	445	405	365	330	300	270	245	220
AAAA	445	405	365	330	300	270	245	220	190
AAA	385	350	310	280	255	230	210	190	175
AA	300	270	230	210	190	175	160	145	120
A	245	220	200	180	165	150	135	120	105
BTA	365	330	300	270	245	225	205	185	165

FM only: one Grid lower.

WZOU (FM)

(formerly WCOZ (FM))

1948
BOSTON



Media Code 4 222 2846 0.00 Mid 010986-000
WHDH, Corp.
441 Stuart St., Boston, MA 02116. Phone 617-267-9090.

2. **REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

Brockton

Plymouth County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WAMK

1961
BROCKTON



Media Code 4 222 2858 5.00 Mid 011011-000
Bay Colony Broadcasting
288 Linwood St., Brockton, MA 02401. Phone 617-587-1410.
Mailing Address: Box 1410, Brockton, MA 02403.

2. **REPRESENTATIVES**
Lotus Reps.
Rates have been temporarily withdrawn by station.

WBET

1946
BROCKTON



Media Code 4 222 2860 1.00 Mid 011012-000
Enterprise Publishing Co.
60 Main St., Brockton, MA 02403. Phone 617-587-2400.

2. **REPRESENTATIVES**
Radio Station Representatives, Inc.
New England—Torbet Radio, Inc.
1 min rate 1x: 18.00.

WCAV (FM)

1948
BROCKTON



Media Code 4 222 2925 2.00 Mid 011013-000
Enterprise Publishing Co.
60 Main St., Brockton, MA 02403. Phone 617-587-2400.

2. **REPRESENTATIVES**
Radio Station Representatives, Inc.
New England—Torbet Radio, Inc.
1 min rate 1x: 18.00.

WPLM

1955
PLYMOUTH

See listing under city of license. Mid 011053-000

WPLM-FM

1961
PLYMOUTH

See listing under city of license. Mid 033832-000

Brookline

Norfolk County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Natick, Newton, Waltham)

Cambridge

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Natick, Newton, Waltham)

Chicopee

Hampden County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

East Longmeadow

Hampden County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

Fall River

Bristol County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WALE

1948
FALL RIVER



McGAVREN GUILD RADIO

Media Code 4 222 3120 9.00 Mid 011014-000
Keynote Broadcasting Inc.
Box 208, 130 Rock St., Fall River, MA 02722. Phone 617-674-3535.

PROGRAMMING DESCRIPTION

WALE: Format 5 am-8:15 am: music, news, weather, sports, contests, features, editorials. TALK: 8:15 am-10 pm. AIR PERSONALITIES handle all segments. NEWS: 5:30 newsblock, nat'l & local. UP: 10 pm-midnight newsblock, local & nat'l sports. FEATURES: Golden Age Radio Theatre; live broadcasts of all City Council meetings, other special events. Contact Representative for further details. Rec'd 2/1/84.

1. **PERSONNEL**
President—Milton E. Mitler.
Vice-Pres. & Gen'l Mgr.—Raymond J. Cheney
Vice-Pres. Sales & Oper.—Bill Tutt.

2. **REPRESENTATIVES**
McGavren-Guild, Inc.

3. **FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 5-12:05 am. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 41, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 60b, 60d, 61c.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with McGavren Guild Radio Network.

TIME RATES

No. N-85 Eff. 2/1/85—Rec'd 1/22/85.

GRID:	I	II	III	IV
1 min	33.00	31.00	27.50	24.00
30 sec	26.40	24.00	22.00	19.20

PROGRAM TIME RATES	5 min	10 min	1/4 hr	1/2 hr	1 hr
Ea	66	88	110	187	330

10. **SPECIAL FEATURES**
SPECIAL PROGRAMS—SUN ONLY
- | | 1 min | 30 sec |
|------------|-------|--------|
| Portuguese | 33.00 | 26.40 |
| French | 25.00 | 20.00 |
| Polish | 25.00 | 20.00 |
- 5-min news/sports/weather, 1 min/less: 45.00.

WMYS (FM)

1946
NEW BEDFORD

Adult Contemporary



(This is a paid duplicate of the listing under New Bedford, Massachusetts.)

Media Code 4 222 5687 5.00 Mid 011038-000
Hall Communications
60 Spring Bars Rd., Falmouth, MA 02540. Phone 617-996-3377.

Mailing Address: Box H3201, New Bedford, MA 02741.
PROGRAMMING DESCRIPTION
WMYS (FM): MUSIC: Softrock. COMMERCIAL POLICY: Limited load per hr. Contact Representative for further details. Rec'd 1/3/83.

1. **PERSONNEL**
Station Manager—Christine E. Lodge.
Program Director—Joanie Pfeiffer.

2. **REPRESENTATIVES**
Torbet Radio, Inc.

3. **FACILITIES**
ERP 50,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 589 ft. above average terrain.

4. **AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WNBH.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSAR

1921
FALL RIVER



Knight Quality
Stations



BLAIR RADIO

NRBA

Media Code 4 222 3250 4.00 Mid 011015-000
Quality Radio Corp.
Home St., Somerset, MA 02721. Phone 617-678-9727.
Mailing Address: Box 927, Fall River, MA 02722.

PROGRAMMING DESCRIPTION

WSAR: MUSIC: Adult Contemporary music featuring current singles, popular album cuts, & best of oldies. NEWS: heavy local & network news during AM & PM drives. SPORTS: Boston Celtics basketball October-April. Features: ski reports, Dedemere-March; marine & beach reports, June-September. Public affairs & community services integrated with entertainment. Contact Representative for further details. Rec'd 8/30/83.

1. **PERSONNEL**
President—Norman Knight.
General Manager—Bob Fay.
Program Director—Dave Andrews.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
5,000 w.; 1480 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with Satellite Music Network.
Member: Knight Quality Group.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Falmouth

Barnstable County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WCIB (FM)

1970
FALMOUTH



Media Code 4 222 3300 7.00 Mid 011016-000
Cape & Islands Broadcasting, Inc.
60 Spring Bars Rd., Falmouth, MA 02540. Phone 617-548-3102, 771-1901.

PROGRAMMING DESCRIPTION

WCIB (FM): MUSIC: Contemporary. NEWS: ABC Direction & strong regional coverage; features 42 weather updates daily. Contact Representative for further details. Rec'd 12/27/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Larry Justice.
Program Director—Jack Miller.
General Sales Manager—Peter Taylor.

2. **REPRESENTATIVES**
Major Market Radio Sales.
New England—Doucette Radio.

3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

MASSACHUSETTS

Fitchburg-Leominster

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCMX
1967
LEOMINSTER



Media Code 4 222 3340 3.00 Mid 011020-000
Radio Ten Corp.
Box 1000, 19 Water St., Leominster, MA 01453. Phone 617-537-4141.

2. REPRESENTATIVES
Boston—Kadetsky Broadcast Properties, Inc.
Rates have been temporarily withdrawn by station.

WEIM
1941
FITCHBURG



**Knigh Quality
Stations**



BLAIR RADIO

NRBA

Media Code 4 222 3380 9.00 Mid 011017-000
Radio Fitchburg, Inc.
Box 727, Fitchburg, MA 01420. Phone 617-343-3766, 3768.

PROGRAMMING DESCRIPTION

WEIM: Programmed for adults & young adults with emphasis on personalities, news, live sports & listener involvement oriented promotions. MUSIC: adult contemporary. NEWS: 4 person staff; network at :60 local at :02. Features: meteorologist weather reports 2x/hr 6 am-11 pm M-F & wknd periods. Public affairs & community service integrated with entertainment. SPORTS: pro, college & high school play-by-play; reports AM & PM drive; block 6-8 pm; ski reports Dec thru Mar. Contact Representative for further details. Rec'd 8/3/81.

1. PERSONNEL
President—Norman Knight.
General Manager—Francis A. Filippone.
Program Director—Jack Raymond.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1280 khz.
Operating schedule: 5-11 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61d, 63d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with ABC Contemporary Radio Network.
Member: Knight Quality Group.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WFGL
1950
FITCHBURG



Media Code 4 222 3510 1.00 Mid 011018-000
Deer River Broadcasting
Box 960, 170 Pritchard St., Fitchburg, MA 01420. Phone 617-343-4897.

2. REPRESENTATIVES
McGavren Guild, Inc.
Rates have been temporarily withdrawn by station.

WXLO (FM)

1960
FITCHBURG

McGAVREN GUILD RADIO



Media Code 4 222 3640 6.00 Mid 011019-000
Deer River Broadcasting
East Courtyard, Worcester Center, Worcester, MA 01608.
Phone 617-792-6722.

PROGRAMMING DESCRIPTION

WXLO (FM): Programmed for adults 25-49. MUSIC: Blend of Current Hits, recurrents & gold from 60's, 70's & 80's. AIR PERSONALITIES handle all segments. FEATURES: continuous promotions. NEWS: 4-person staff; every 1/2 hr in AM Drive & noon; hrly in PM; emphasis local. COMMERCIAL POLICY: 12 units/hr in AM Drive, 10 units/hr all other times; not clustered. Contact Representative for further details. Rec'd 12/7/84.

1. PERSONNEL
Chief Executive Officer—Robin B. Martin.
Chief Operating Officer—Jay Williams, Jr.
National Sales Manager—Robin C. Davis.

2. REPRESENTATIVES
McGavren Guild, Inc.

3. FACILITIES
37,000 w. (horiz.), 37,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 670 ft. above average terrain.

4. AGENCY COMMISSION
15/5; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21d, 23b, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 49, 51, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WFGL.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No 3 Eff 12/1/84—Rec'd 12/7/84.
Morning Drive—Mon thru Fri 6-10 am.
Afternoon Drive—Mon thru Fri 3-7 pm.
Midday—Mon thru Fri 10 am-3 pm; Sat 10 am-5 pm.
Evening/Weekend—Mon thru Fri 7 pm-midnight; Sat 6-10 am & 5 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1 ti	12 ti	18 ti	24 ti
AMD	70	65	60	55
PMD	65	60	55	50
Midday	55	50	45	40
Eve/Wknd	25	23	21	19

30 sec: 85% of 1-min. (CR-2)

Framingham

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston
(including Brookline, Cambridge, Framingham, Lynn, Medford, Natick, Newton, Waltham)

Gardner

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WGAW
1946
GARDNER

See SRDS Spot Radio Small Markets Edition.

Gloucester

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WVCA (FM)
1964
GLOUCESTER

Media Code 4 222 4030 9.00 Mid 011022-000
Simon Geller
2 Duncan St., Gloucester, MA 01930. Phone 617-283-3700.
1 min rate 1x: 32.00.

Great Barrington

Berkshire County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WSBS

1956
GREAT BARRINGTON



Media Code 4 222 4160 4.00 Mid 011023-000
Berkshire Broadcasting Co.
Rte. 7, Box 297, Great Barrington, MA 01230. Phone 413-528-0860.

PROGRAMMING DESCRIPTION

WSBS: Programmed to inform and entertain 18+ audience. MUSIC: Popular MOR for general adult appeal. NEWS: emphasis local information & community affairs; local news staff; local stringers; APR audio. SPORTS: local sports staff; play-by-play high school football, daily talk shows 9-9:30 am & 12:30-1 pm. Contact Representative for further details. Rec'd 4/23/84.

1. PERSONNEL
President—Donald A. Thurston.
General Manager—Corydon L. Thurston.
Station Manager—Joan Roger.

2. REPRESENTATIVES
Market 4 Radio.
Kettell-Carter, Inc.

3. FACILITIES
250 w. days; 860 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Member: Berkshire Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 11/29/84—Rec'd 12/3/84.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x	1040x	2000x
1 min	17.75	17.25	16.50	15.25	14.00	13.00	11.75
30 sec	14.20	13.60	12.80	12.35	11.75	10.60	9.40

7. PACKAGE PLANS

ROS—WITHIN 7 DAYS

	15 ti	30 ti	60 ti
1 min	14.00	13.00	11.75
30 sec	11.75	10.60	9.40

10. SPECIAL FEATURES

News/Sports—1 min contract rate plus 2.50. (SMD)

Greenfield

Franklin County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WHA1
1938
GREENFIELD
WHA1-FM

1948
GREENFIELD
Mid 011024-000
See SRDS Spot Radio Small Markets Edition.

WPOE
1980
GREENFIELD

Mid 011025-000
See SRDS Spot Radio Small Markets Edition.

WRSI (FM)

1981
GREENFIELD

**Album Adult
Contemporary**



Media Code 4 222 4387 3.00 Mid 033476-000
Green Valley Broadcasting Company, LTD.
158 Main St, Box 910, Greenfield, MA 01302. Phone 413-774-2321.

PROGRAMMING DESCRIPTION

WRSI (FM): Programmed for adults 21-49. MUSIC: personality-oriented w/music blocks hrly; album Adult Contemporary blend from 60's thru present. NEWS: plus weather thru day w/expanded report in PM drive. Contact Representative for further details. Rec'd 4/11/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward W. Skutnick.
Account Executive—Jennifer Lasker.

2. REPRESENTATIVES
Kadetsky Broadcast Properties, Inc.

3. FACILITIES
ERP 320 w. circular polarized; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 780 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 30 days.

TIME RATES

No 2A Eff 11/1/83—Rec'd 4/11/84.
AA—Mon thru Fri 6-9:30 am & 3-6 pm.
A—All other time.
B—ROS 7 pm-sign-off.

7. PACKAGE PLANS

WEEKLY—FIXED

	30 sec			1 min		
	AA	A	B	AA	A	B
1 ti	12.94	11.77	10.59	15.29	14.12	12.94
10 ti	11.77	10.59	9.41	14.12	12.94	11.77
21 ti	10.59	9.41	8.24	12.94	11.77	10.59
34+	9.41	8.24	7.06	11.77	10.59	9.41

13 WEEKS

	1 ti	10 ti	21 ti	34+
1 ti	11.77	10.59	9.41	12.94
10 ti	10.59	9.41	8.24	11.77
21 ti	9.41	8.24	7.06	10.59
34+	8.24	7.06	5.88	9.41

BULK, 52 WEEKS

	150x	200x	250x	300x	350x	400x	450x	500x
YR:	7.79	7.41	7.05	6.69	6.35	6.04	5.73	5.45
30 sec	8.89	8.47	8.05	7.65	7.26	6.89	6.55	6.22

BULK, 26 WEEKS

	30 sec	1 min
30 sec	7.40	7.05
1 min	8.45	8.05

BULK, 13 WEEKS

	30 sec	1 min
30 sec	7.00	6.67
1 min	8.00	7.62

10. SPECIAL FEATURES

News, weather & sportscasts 10% of applicable rates. (SMD)

Haverhill

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WHA V
1947
HAVERHILL



Media Code 4 222 4420 2.00 Mid 011026-000
Northeast Broadcasting Company, Inc.
Box 1490, Haverhill, MA 01831. Phone 617-374-4733; 685-1200.

1. PERSONNEL
President—Jane N. Cole.
Station Manager—William Gould.

3. FACILITIES
1,000 w.; 1490 khz.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.

Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a.
Contracts: 41, 42a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WLYT (FM).
Affiliated with The Wall Street Journal Reports Network.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WLYT (FM)
1959
HAVERHILL



Media Code 4 222 4421 0.00 Mid 011027-000
Northeast Broadcasting Company, Inc.
30 HOW St., Box 1490, Haverhill, MA 01831. Phone 617-374-4733, 685-1200.

PROGRAMMING DESCRIPTION

WLYT (FM): Regional focus, programmed for adults 25-54. MUSIC: Light Contemporary; Current Hits & Classics. NEWS: expanded during drivetimes; emphasis on reg'l news & information; business/stock market reports. COMMERCIAL POLICY: limit 8 units per hr. Rec'd 8/22/83.

1. PERSONNEL
President—Jane N. Cole.
Station Manager—William Gould.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above sea level.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a.

Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a.
Contracts: 41, 42a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WHAV.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (D-3) (CR-3)

Holyoke

Hampden County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee (including East Longmeadow, Northampton, Westfield, West Springfield)

Hyannis

Barnstable County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

See Barnstable-Hyannis (including West Yarmouth)

Lawrence

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WCCM

1947
LAWRENCE



A Curt Gowdy Station

Media Code 4 222 4680 1.00 Mid 011028-000
Curt Gowdy Broadcasting Corp.
33 Franklin St., Lawrence, MA 01840. Phone 617-683-7171.

PROGRAMMING DESCRIPTION

WCCM: MUSIC: MOR contemporary. NEWS: AP wire & network, 4 man local staff & mobile units. 2 staff meteorologists. 15 min news & sports at :30 6-9 am & 3-6 pm; 5 min at :60 other hrs. Weather at 55 & :20 6-9 am & 3-6 pm. Business reports M-F AM & PM. SPORTS: director. High school football & baseball. Ski reports. Golf tournaments & race results. Talk show Sat 10 am-noon. TALK: 2-way show noon-2 pm M-Sat. Swap shop 11:30 am-noon M-Sat. Contact Representative for further details. Rec'd 7/28/78.

1. PERSONNEL

President—Curt Gowdy.
General Manager—John F. Bassett.
General Sales Manager—Paul Seccareccio.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 800 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 28b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WCGY (FM).
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by the station.

WCGY (FM)

1959
LAWRENCE



Masla Radio



A Curt Gowdy Station

Media Code 4 222 4745 2.00 Mid 011029-000
Curt Gowdy Broadcasting Corp.
33 Franklin St., Lawrence, MA 01840. Phone 617-683-7171, Boston, 617-729-9470.

PROGRAMMING DESCRIPTION

WCGY (FM): Programmed for adults 25-49 with emphasis on personalities & listener involved promotions & contests. MUSIC: oldies rock. NEWS: 2-min at :23 & :53, 6-9 M & 4-6:30 pm. COMMERCIAL POLICY: breaks at :10, :23, :40 & :53. Max 8 spot units per hr, in 2-3 unit clusters. Contact Representative for further details. Rec'd 4/29/82.

1. PERSONNEL

President—Curt Gowdy.
General Manager—John F. Bassett.
General Sales Manager—Paul Seccareccio.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 403 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 28b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WCCM.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WLLH

1934
LOWELL

Mid 011031-000

Station WLLH, Lawrence and Station WLLH, Lowell are operated synchronously and simultaneously. See listing under Lowell.

WLYT (FM)

1959
HAVERHILL

Mid 011027-000

See listing under city of license.

Leominster

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Fitchburg-Leominster

Lowell

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WCAP

1951
LOWELL



SAVALLI & SCHUTZ

INCORPORATED



Media Code 4 222 4940 9.00 Mid 011030-000
Northeast Radio, Inc.
243 Central St., Lowell, MA 01852. Phone 617-454-0404, Boston, 729-4270.

PROGRAMMING DESCRIPTION

WCAP: Programmed to inform & entertain 25+. MUSIC: adult contemporary featuring AIR PERSONALITIES Sun 8 am-noon & nights 10 pm-midnight, music of the swinging years. NEWS: network & AP, 5-man local news staff, 6-9 am & 3-6 pm 10 min every 30 min; other hours 5-7 min at :60, staff meteorologists, weather forecasts every half hour, stock market reports. SPORTS: sports director, live play by play major league baseball; pro hockey, college hockey, golf tournaments, ski reports, network & local sports reports. 12M-5:30 am coast to coast interview & call-in show with host. Mobile studio & units. COMMERCIAL POLICY: units per hour, 6-10 am 14, 10 am-3 pm 10, 3-7 pm 12, 7 pm-12M 8. Contact Representative for further details. Rec'd 3/27/84.

1. PERSONNEL

General Manager—Maurice Cohen.
Station Manager—Pauline Yates.
Sales Manager—Bob Costello.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
Kettell-Carter.

3. FACILITIES

5,000 w.; 980 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21b, 21d, 22b, 24a, 24c, 25a.
Contracts: 41, 42a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WLLH

1934
LOWELL



Media Code 4 222 5070 4.00 Mid 011031-000
WLLH, Inc.
4 Broadway St., Box 1401, Lowell, MA 01853. Phone 617-458-8486.

Other Studios & Offices.

46 Amesbury St., Lawrence, MA 01853: Phone 617-682-2148.

PROGRAMMING DESCRIPTION

WLLH: Programmed for adults 25+. MUSIC: Adult Contemporary/MOR. NEWS: network plus local news team; newscasts at :60, at :30 during drive; weather & sports capsules. Contact Representative for further details. Rec'd 10/25/84.

1. PERSONNEL

General Manager—Arnold S. Lerner.
Station Manager—Gary Crowder.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
New England—Call station direct.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WSSH (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WSSH (FM)

1947
LOWELL

Media Code 4 222 5071 2.00 Mid 011032-000
WLLH, Inc.
4 Broadway, Box 1401, Lowell, MA 01853. Phone 617-458-8486.

PROGRAMMING DESCRIPTION

WSSH (FM): Programmed for adults 25-54. MUSIC: Easy favorites of yesterday and today; a soft blend of adult contemporary vocals with 3 commercial breaks per hour. NEWS: 2 min at :58 with added news, weather & sports capsules in drive time only. COMMERCIAL POLICY: limit of 8 min, 9 commercials per hr. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNEL

General Manager—Arnold S. Lerner.
Station Manager—Steve Chartrand.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
New England—Call station direct.

3. FACILITIES

ERP 32,000 w. (horiz.), 32,000 w. (vert.); 99.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WLLH.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Marlboro

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WSRO

1957
MARLBORO



A New England Broadcasting Station

Media Code 4 222 5330 2.00 Mid 011033-000

WSRO, Inc.
42 Curtis Ave., Marlboro, MA 01752. Phone 617-485-1470.

PROGRAMMING DESCRIPTION

WSRO: Programmed for adults and mature young adults. MUSIC: Adult Contemporary. NEWS: 15 min local sports, weather at :15 & :45 during AM/PM drive. FEATURES: 50 min talk program M-F. Telephone trading program, 30 min M-F. SPORTS: Boston Red Sox, Boston Bruins, college, local high school. Rec'd 3/26/84.

1. PERSONNEL

President—Douglas J. Rowe.
Vice-Pres. & Gen'l Mgr.—Thomas M. McAuliffe.

3. FACILITIES

1,000 w. days; 5,000 w. nights 1470 khz. directional.
Operating schedule: 24 hrs. EST

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61c, 62e.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES

Eff— Rec'd 12/27/82.
NATIONAL AND LOCAL RATES SAME

7. PACKAGE PLANS

PER WK:	PLAN I—FIXED DAYPARTS				
	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	20	18	16	15	14
30 sec	16	14	13	12	11
PLAN II—EQUAL DAYPART ROTATION 6 AM-MIDNIGHT					
1 min	18	16	14	13	12
30 sec	15	13	11	10	9
PLAN III—BTA 5-1 AM					
1 min	16	14	12	11	10
30 sec	13	11	9	8	7

All night, 7 pm-5 am, 50% of Plan III.
Wknd package, 7 pm Fri thru 1 am Sun, 50% of Plan I.
15 1-min spots: 150.00; 15 30-sec spots: 125.00.

Marshfield

Plymouth County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WATD (FM)

1978
MARSHFIELD

Mid 011034-000

See SRDS Spot Radio Small Markets Edition.

Medford

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston

(including Brookline, Cambridge, Framingham, Lynn Medford, Natick, Newton, Waltham)

Milford

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WMRC

1956
MILFORD

Mid 011035-000

See SRDS Spot Radio Small Markets Edition.

MASSACHUSETTS

Nantucket

Nantucket County—Map Location M-8
See SRDS Consumer market map and data at beginning of the state.

WXJY (FM)
(formerly WGTF (FM))
1981
NANTUCKET



McGAVREN GUILD RADIO



Media Code 4 222 5525 7.00 Mid 015953-000
C. C. N. B. Corp.
770 A. Main St., Osterville, MA 02655. Phone 617-228-3600.

PROGRAMMING DESCRIPTION
WXJY (FM): Adult Contemporary targeting 25-54 market. MUSIC: soft hits of 60's-80's. NEWS: information updates hly. Contact Representative for further details. Rec'd 8/14/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bruce N. Harris.
Station Manager—Peter Muniz.
National Sales Manager—Al Black.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 405 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Natick

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston
(including Brookline, Cambridge, Framingham,
Lynn, Medford, Natick, Newton, Waltham)

New Bedford

Bristol County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WBSM

1949
NEW BEDFORD



Media Code 4 222 5590 1.00 Mid 011036-000
Southern Massachusetts Broadcasters, Inc.
220 Union St., New Bedford, MA 02740. Phone 617-993-1767.

PROGRAMMING DESCRIPTION
WBSM: Tele/talk, news & information for adult audience. Open line 9 am-noon, 1-5 pm, 6:15-11 pm. Night line (2-way talk) 11:30 pm-5 am. Swap shop 12:30-1 pm & 5:30-6 pm. News, weather, sports & market reports plus entertainment featurettes 5-9 am. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—George Gray.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
5,000 w. days; 1,000 w. nights. 1420 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; 15 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC—Talknet.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
AM Drive—Mon thru Sat 5:30-9 am.
PM Drive—Mon thru Sat 3-6 pm.
- FIXED:**

1 min	30 sec	10 sec	
AMD	28.50	22.75	14.25
PMD	21.00	16.80	10.50

7. PACKAGE PLANS

TAP—MON-SUN 5 AM-11 PM/BTA—1/3AAA, 1/3AA, 1/3A

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti
1 min	21.00	20.00	19.00	18.00	17.00
30 sec	16.80	16.00	15.20	14.40	13.60
10 sec	10.50	10.00	9.50	9.00	8.50

WEEKEND SATURATION

SAT 12:30 PM-SUN 6 PM: 1 min 30 sec 10 sec

EA	15.00	12.00	7.50
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YEARLY DISCOUNT—MON-SUN 5 AM-11 PM/BTA 1/3AAA, 1/3AA, 1/3A

750 x 17.50 14.00 8.75
 1500 x 16.50 13.20 8.25

9. PARTICIPATING PROGRAMS

Morning Open Line—Mon thru Sat 9 am-noon, 1 per day, 6 per wk, ea 35.00.
 Swap Shop—Mon thru Fri 12:30-1 pm, ea 29.00; 5:30-6 pm ea 23.00.
 Evening Open Line—Mon thru Fri 8-11 pm, 1 per night, 5 per wk, ea 25.00.

10. SPECIAL FEATURES

News/Sports/Weather/Featurettes—5:30 am-12:30 pm 35.00; 3:30-6:30 pm 26.00; other times 21.00.
 Fish Auction & News: 7:35 am 35.00; 8:55 am 37.50; 12:25 pm 26.00; 3:30 pm 26.00.

WJFD (FM)

1949
NEW BEDFORD



Media Code 4 222 5655 2.00 Mid 011037-000
Edmund Dinis
270 Union St., New Bedford, MA 02740. Phone 617-997-2929.

2. REPRESENTATIVES

Boston—The Queen Company, Inc.
1 min rate 1x: 17.65.

WMYS (FM)

1946
NEW BEDFORD

Media Code 4 222 5687 5.00 Mid 011038-000
Hall Communications
737 County St., New Bedford, MA 02740. Phone 617-996-3377.

Mailing Address: Box H3201, New Bedford, MA 02741.
PROGRAMMING DESCRIPTION
 WMYS (FM): MUSIC: Softrock. COMMERCIAL POLICY: Limited load per hr. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Station Manager—Christine E. Lodge.
Program Director—Joanie Pfeiffer.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 589 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WNBH.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WNBH

1921
NEW BEDFORD

Contemporary/Gold

Media Code 4 222 5720 4.00 Mid 011039-000
New Bedford Radio, Inc.
737 County St., New Bedford, MA 02740. Phone 617-996-3371.

Mailing Address: Box H3201, New Bedford, MA 02741.
PROGRAMMING DESCRIPTION
 WNBH: Hit Parade-Drake-Chenault. Adult 40+ format of non-rock ballads of 50's-70's, plus today's contemporary soft hits. NEWS: Network. SPORTS: Local high school baseball, football, basketball, pro baseball. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Station Manager—Christine E. Lodge.
Program Director—Peter Bralcy.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
 Contracts: 40a, 46, 47a, 48.
 Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: WMYS (FM).
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Newburyport

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WNBP

1957
NEWBURYPORT

Media Code 4 222 5655 2.00 Mid 011040-000
See SRDS Spot Radio Small Markets Edition.

Newton

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston
(including Brookline, Cambridge, Framingham,
Lynn, Medford, Natick, Newton, Waltham)

Norfolk

Norfolk County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WJCC

1978
NORFOLK

Media Code 4 222 5687 5.00 Mid 011041-000
See SRDS Spot Radio Small Markets Edition.

North Adams

Berkshire County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WMNB

1947
NORTH ADAMS



Media Code 4 222 6110 7.00 Mid 011042-000
Berkshire Broadcasting Co., Inc.
466 Curran Hwy., Box 707, North Adams, MA 01247.
Phone 413-663-6567.

PROGRAMMING DESCRIPTION

WMNB: Programmed for 18-plus audience. MUSIC: Popular/Contemporary in day parts to match audience. NEWS: emphasis local & information; 4 local reporters, local meteorologist; local editorials; AFR audio; AFR Network. SPORTS: play-by-play high school & college football & basketball; major league baseball. FEATURES: listener involvement, public affairs talk shows. Contact Representative for further details. Rec'd 8/29/83.

- PERSONNEL**
Pres. & Mgr.—Donald A. Thurston.
General Manager—Corydon L. Thurston.
- REPRESENTATIVES**
Market 4 Radio.
Boston—Kettell-Carter, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Member: Berkshire Group.

TIME RATES

- SPOT ANNOUNCEMENTS**

1 min	1x	52x	156x	312x	520x	1040x	2000x
1 min	17.75	17.25	16.50	15.25	14.00	13.00	11.75
30 sec	14.20	13.80	12.80	12.35	11.75	10.60	9.40

- PACKAGE PLANS**
ROS—WITHIN 7 DAYS

1 min	15 ti	30 ti	60 ti
30 sec	14.00	13.00	11.75
	11.75	10.60	9.40
- SPECIAL FEATURES**
News/Sports—1 min contract rate plus 2.50.

(SMD)

WMNB-FM

1964
NORTH ADAMS



Media Code 4 222 6111 5.00 Mid 011043-000
Berkshire Broadcasting Co., Inc.
466 Curran Hwy., Box 707, North Adams, MA 01247.
Phone 413-663-6567.

PROGRAMMING DESCRIPTION

WMNB-FM: MUSIC: Beautiful; instrumental & vocal arrangements of Contemporary & Standards. NEWS: commercial & information intermissions ea 1/4 hr; local staff; AFR Network. COMMERCIAL POLICY: max 8 commercial/hr. Contact Representative for further details. Rec'd 8/29/83.

- PERSONNEL**
President—Donald A. Thurston.
General Manager—Corydon L. Thurston.
- REPRESENTATIVES**
Market 4 Radio.
Boston—Kettell-Carter, Inc.
- FACILITIES**
ERP 3,000 w.; 100.1 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Member: Berkshire Group.

TIME RATES

- SPOT ANNOUNCEMENTS**

1 min	1x	52x	156x	312x	520x	1040x	2000x
1 min	17.75	17.25	16.50	15.25	14.00	13.00	11.75
30 sec	14.20	13.80	12.80	12.35	11.75	10.60	9.40

- PACKAGE PLANS**
ROS—WITHIN 7 DAYS

1 min	15 ti	30 ti	60 ti
30 sec	14.00	13.00	11.75
	11.75	10.60	9.40

- SPECIAL FEATURES**
News/Sports—1 min contract rate plus 2.50. (SMD)

Northampton

Hamshire County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee
(including East Longmeadow, Northampton,
Westfield, West Springfield)

Orange

Franklin County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WCAT

1956
ORANGE

Media Code 4 222 6435 8.00 Mid 011044-000
See SRDS Spot Radio Small Markets Edition.

Orleans

Barnstable County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WKPE (FM)

1974
ORLEANS



Media Code 4 222 6435 8.00 Mid 011046-000
Cape Media, Inc.
Bog Hollow Rd., Orleans, MA 02653. Phone 617-255-3220, 771-2998.

PROGRAMMING DESCRIPTION

WKPE (FM): Programmed for 18-49. MUSIC: Contemporary Hits. AIR PERSONALITIES handle all segments. NEWS: full staff plus sports reports throughout day; local correspondents; at :30 & :30 in AM drive; traffic & beach reports in season. FEATURES: on-air promotions & contests; merchandising available. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
President—David Roth.
Vice-Pres. Gen'l Mgr. & Nat'l Sales Mgr.—Jack Alix.
Sales Manager—Randy Borovsky.
- REPRESENTATIVES**
Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 50,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WVLC.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

WVLC1970
ORLEANS

Mid 011045-000

See SRDS Spot Radio Small Markets Edition.

PittsfieldBerkshire County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.**WBEC**1947
PITTSFIELD**WEISS & POWELL, INC.**
RADIO SALESAmerican Information
Radio NetworkMedia Code 4 222 6500 9.00 Mid 011047-000
Citicom Radio of Pittsfield, Inc.
211 Jason St., Box 958, Pittsfield, MA 01201. Phone 413-499-3333.**PROGRAMMING DESCRIPTION**

WBEC: MUSIC: adult contemporary. Emphasis on news & information. Contact Representative for further details. Rec'd 7/2/81.

1. PERSONNELSales—Dawn Carberry,
Operations Manager—Nancy Meyer.**2. REPRESENTATIVES**Weiss & Powell, Inc.
New England—Kettell-Carter, Inc.**3. FACILITIES**1,000 w.; 1420 khz. Directional nights.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Simulcast Mon thru Sat
6-10 am. For non-simulcast facilities see FM.**4. AGENCY COMMISSION****15/0.****5. GENERAL ADVERTISING See coded regulations**General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 27,
28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Connecticut Radio Network.TIME RATES
Eff—Rec'd 11/21/83.

AAA—Mon thru Sat 6-10 am (simulcast).

AA—Mon thru Sat 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 WEEK			30 sec		
	AAA	AA	A	AAA	AA	A
6 ti	23.53	20.03	16.48	18.28	15.88	13.53
12 ti	22.93	19.43	15.88	17.73	15.33	12.98
24 ti	22.38	18.88	15.33	17.13	14.73	12.38
36 ti	21.78	18.28	14.73	16.53	14.13	11.78

PER WK:	13 WEEK			11.78		
	AAA	AA	A	AAA	AA	A
6 ti	22.93	19.43	15.88	17.73	15.33	12.98
12 ti	22.33	18.83	15.28	17.13	14.73	12.38
24 ti	21.78	18.28	14.73	16.53	14.13	11.78
36 ti	21.18	17.68	14.13	15.93	13.53	11.18

PER WK:	26 WEEK			10.63		
	AAA	AA	A	AAA	AA	A
6 ti	22.33	18.83	15.28	17.13	14.73	12.38
12 ti	21.78	18.28	14.73	16.53	14.13	11.78
24 ti	21.18	17.68	14.13	15.93	13.53	11.18
36 ti	20.58	17.08	13.53	15.38	12.98	10.63

PER WK:	52 WEEK			10.03		
	AAA	AA	A	AAA	AA	A
6 ti	21.78	18.28	14.73	16.53	14.13	11.78
12 ti	21.18	17.68	14.13	15.93	13.53	11.18
24 ti	20.58	17.08	13.53	15.38	12.98	10.63
36 ti	20.08	16.58	13.03	14.78	12.38	10.03

May be combined with FM for frequency discount.

WBEC-FM1967
PITTSFIELD**ABC Contemporary Radio
Network**Media Code 4 222 6501 7.00 Mid 011048-000
Citicom Radio of Pittsfield, Inc.
211 Jason St., Box 958, Pittsfield, MA 01201. Phone 413-499-3333.**PROGRAMMING DESCRIPTION**

WBEC-FM: Target 18-34. MUSIC: expanded Contemporary Hit. Contact Representative for further details. Rec'd 7/24/81.

1. PERSONNELSales—Dawn Carberry,
Operations Manager—Nancy Meyer.**2. REPRESENTATIVES**Weiss & Powell, Inc.
New England—Kettell-Carter, Inc.**3. FACILITIES**ERP 630 w. (horiz.), 630 w. (vert.), 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 590 ft. above average terrain.Partial simulcast operation. Operated separately
Mon thru Sat 10-6 am, Sun all day. For simulcast
facilities see AM.**4. AGENCY COMMISSION****15/0.****5. GENERAL ADVERTISING See coded regulations**General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 27,
28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Prod. Services: 80, 82.
Affiliated with ABC Contemporary Radio Network.TIME RATES
Eff—Rec'd 11/21/83.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min			
	6 ti	12 ti	24 ti	36 ti
1 wk	18.83	18.25	17.68	17.08
13 wk	17.68	17.08	16.48	15.88
26 wk	16.48	15.18	15.28	14.68
52 wk	15.28	14.68	14.13	13.53

PER WK:	30 sec			
	6 ti	12 ti	24 ti	36 ti
1 wk	15.28	14.68	14.43	14.13
13 wk	14.43	13.83	13.53	12.93
26 wk	13.53	12.93	12.63	12.08
52 wk	12.08	11.78	11.48	11.18

Midnight-6 am: 35% of applicable rate.

May be combined with AM for frequency discount.

WBRK1938
PITTSFIELDMedia Code 4 222 6630 4.00 Mid 011049-000
WBRK, Inc.
100 North St., Pittsfield, MA 01201. Phone 413-442-1553.**PROGRAMMING DESCRIPTION**

WBRK: Programmed to adults 25-54. MUSIC: Pop/Adult Contemporary. NEWS: local at :55; network at :60; expanded in drivetime. FEATURES: live talk, business & market reports; Larry King Show 12M-5 am M-F; specials. SPORTS: local & network in drivetime; local & pro play-by-play; pro basketball & hockey; sports call-in weeknights. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNELPresident—Willard H. Hodgkins, Jr.
Executive Vice-President—John N. Campoli.
Vice-President, Sales—Robert W. Shade.**2. REPRESENTATIVES**Savalli & Schutz, Inc.
New England—The Queen Company.**3. FACILITIES**1,000 w., 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Sat
5:30-10 am. For non-simulcast facilities see WRZC
(FM).**4. AGENCY COMMISSION****15%.****5. GENERAL ADVERTISING See coded regulations**General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25a, 26, 28b,
29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WRZC (FM).
Affiliated with CBS Radio Network.
Affiliated with MBS.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WRZC (FM)1971
PITTSFIELDMedia Code 4 222 6631 2.00 Mid 011050-000
WBRK, Inc.
100 North St., Pittsfield, MA 01201. Phone 413-442-1553.**PROGRAMMING DESCRIPTION**WRZC (FM): Programmed for mass appeal, 12-44.
MUSIC: Contemporary Hits in 15 min blocks. COM-
MERCIAL POLICY: 8 units/hr max. Contact Representative
for further details. Rec'd 7/5/84.**1. PERSONNEL**President—Willard H. Hodgkins, Jr.
Executive Vice-President—John N. Campoli.
Vice-President, Sales—Robert W. Shade.**2. REPRESENTATIVES**Savalli & Schutz, Inc.
New England—The Queen Company.**3. FACILITIES**ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 143 ft. above average terrain.
Partial simulcast operation. Operated separately all
day Sun, Mon thru Sat 10 am-midnight. For
simulcast facilities see WBRK.**4. AGENCY COMMISSION****15%.****5. GENERAL ADVERTISING See coded regulations**General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25a, 26, 28b,
29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WBRK.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WUHN1971
PITTSFIELDMedia Code 4 222 6730 2.00 Mid 011051-000
H & D Media, Inc.
Box 1265, 501 East St., Pittsfield, MA 01202. Phone 413-499-1531.**PROGRAMMING DESCRIPTION**WUHN: Programmed for adults 35-64. MUSIC: Al Ham's
"The Music of Your Life," featuring popular non-rock hits
of 40's, 50's, 60's & 70's featuring all time standards by
popular vocalists, big bands & orchestras. NEWS:
network & local at :60; expanded news, sports, &
weather during drive times; local editorials. Contact
Representative for further details. Rec'd 12/20/83.**1. PERSONNEL**Exec. Vice-Pres. & Gen'l Mgr.—Philip A. Weiner.
Sales Manager—Susan Denzel.
Program Director—Jeff Zulfelt.**2. REPRESENTATIVES**Boston—Kadetsky Broadcast Properties, Inc.
Call station direct.**3. FACILITIES**1,000 w. days; 1110 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.**4. AGENCY COMMISSION****15% time only.****5. GENERAL ADVERTISING See coded regulations**FM facilities: WUPE (FM).
Affiliated with ABC Entertainment Network.
Sold in combination with WUPE. See that listing.**TIME RATES**No. 4 Eff 7/1/83—Rec'd 7/18/83.
AAA—Mon thru Fri 6-10 am; Sat & Sun 10 am-3 pm.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sun 7 pm-sign-off; Mon thru Fri 10 am-3 pm;
Sat & Sun 6-10 am; Sun 3-7 pm.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min				30 sec				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
250 x	23	19	18	19	16	15	19	16	15
500 x	22	18	17	18	15	14	18	15	14
1000 x	20	16	15	16	13	12	16	13	12

7. PACKAGE PLANS

PER WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	24	23	22	21	20	19	18	17
AA	20	19	18	17	17	16	15	14
A	19	18	17	16	16	15	14	13

(A)

**WUPE (FM)**1975
PITTSFIELDMedia Code 4 222 6745 0.00 Mid 011052-000
H & D Media, Inc.
Box 1265, 501 East St., Pittsfield, MA 01202. Phone 413-499-1531.**PROGRAMMING DESCRIPTION**WUPE (FM): Programmed for general mass appeal.
MUSIC: Adult Contemporary. A blending of best current
top hits plus oldies from the 60's & 70's. AIR PER-
SONALITIES, live 24 hrs a day, present music, relevant
info & frequent audience participation promotions. NEWS:
Emphasis on local at :60; at :30 during drive hrs. Local
editorials. COMMERCIAL POLICY: Max 10-min per hr.
Contact Representative for further details. Rec'd 3/26/
84.**1. PERSONNEL**Exec. Vice-Pres. & Gen'l Mgr.—Philip A. Weiner.
Sales Manager—Susan L. Denzel.
Operations Manager—Bob Catalan.**2. REPRESENTATIVES**Boston—Kadetsky Broadcast Properties, Inc.
Call station direct.**3. FACILITIES**ERP 710 w. (horiz.), 710 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.**4. AGENCY COMMISSION**

15% time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 14i, 15b, 15d, 16.
Basic Rates: 20a, 22a, 24a, 24b, 28b, 28c, 29a.
Contracts: 40a, 42b, 43, 44a, 46.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WUHN.
Affiliated with ABC Direction Radio Network.**TIME RATES**No. 8 Eff 7/4/83—Rec'd 7/18/83.
AAA—Mon thru Fri 6-10 am; Sat & Sun 10 am-3 pm.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3
pm; Sat & Sun 6-10 am; Sun 3-7 pm.
B—Mon thru Sun midnight-6 am.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min				30 sec				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
250 x	26	22	21	21	17	16	26	22	21
500 x	25	21	20	20	16	15	25	21	20
1000 x	23	19	18	18	14	13	23	19	18

B: 39% of A.

7. PACKAGE PLANS

PER WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	27	26	25	24	22	21	20	19
AA	23	2						

MASSACHUSETTS

Plymouth—cont

WPLM—cont

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	21 ti	31+
1 min	39	24	22	21
30 sec	21	20	18	17

Fixed position, extra 20%.

10. SPECIAL FEATURES

15 min newscast	Ea	3 min ski report	Ea
5 min newscast	60	3 min weather	27
3 min headlines	27		

DISCOUNT

6 wk—2 1/2%	13 wk—5%	26 wk—10%	52 wk—15%
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AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30+
1 min	84	60	53	46
30 sec	56	49	42	37

10. SPECIAL FEATURES

15 min newscast	155
5 min newscast	95
3 min headlines	77
3 min ski report	77
3 min marine weather	77

(CR-2)

WPLM-FM



1961
PLYMOUTH



Media Code 4 222 6825 0.00 Mid 033832-000
Plymouth Rock Broadcasting Company, Inc.
Route 3, Pilgrim's Highway, Box 1390, Plymouth, MA
02360. Phone 617-746-1390.

PROGRAMMING DESCRIPTION

WPLM-FM: Programmed for adults. MUSIC: Big Bands, Dixieland, Swing. SPORTS: Boston Red Sox, Boston Bruins. News, sports, weather, traffic, marine weather. Contact Representative for further details. Rec'd 6/4/84.

1. PERSONNEL

President—John T. Campbell.
General Manager—Jane Day.
Sales Manager—Hank Murray.

2. REPRESENTATIVES

Kadetsky Broadcast Properties, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 5:56-1 am. EST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Sold in combination with WPLM. See that listing.

TIME RATES

No. 18 Eff 1/1/84—Rec'd 6/4/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30+
1 min	55	48	42	35
30 sec	45	39	33	28

Fixed, extra 20%.

10. SPECIAL FEATURES

15 min newscast	125
5 min newscast	77
3 min headlines	63
3 min ski report	63
3 min marine weather	63

DISCOUNT

6 wk—2 1/2%	13 wk—5%	26 wk—10%	52 wk—15%
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(D-3) (CR-2)

Quincy

Norfolk County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WJDA

1947
QUINCY



Media Code 4 222 6890 4.00 Mid 011054-000
Television & Radio Broadcasting Corp.
Box 130, Quincy, MA 02169. Phone 617-479-1300.

2. REPRESENTATIVES

Boston—Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 20.00.

Salem

Essex County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WESX

1939
SALEM



Media Code 4 222 7020 7.00 Mid 011055-000
Television & Radio Broadcasting Corp.
Box 710, Salem, MA 01970. Phone 617-744-1230.

2. REPRESENTATIVES

Boston—Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 18.00.

Southbridge

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WESO

1955
SOUTHBRIDGE

WQVR (FM)

1968
SOUTHBRIDGE

See SRDS Spot Radio Small Markets Edition.

Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)
East Longmeadow, Westfield, West Springfield, Hampden County—Map Location D-5
Northampton, Hampshire County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WACE

1946
CHICOPEE



Media Code 4 222 7280 7.00 Mid 011056-000
Ace Broadcasting Co., Inc.
326 Chicopee St., Chicopee, MA 01013. Phone 413-594-6654, 781-2240.
Rates have been temporarily withdrawn by station.

WAQY (FM)

1966
SPRINGFIELD

EASTMAN RADIO, INC.



Media Code 4 222 7410 0.00 Mid 011059-000
Springfield FM, Inc.
45 Fisher Ave., East Longmeadow, MA 01028. Phone 413-525-4141.

PROGRAMMING DESCRIPTION

WAQY (FM): Programmed for young adults 18-40. MUSIC: modern contemporary album Hit music, live personalities, adult delivery, news, delivered during prime traffic times. Contact Representative for further details. Rec'd 9/4/84.

1. PERSONNEL

General Manager—Donald Wilks.
Operations Manager—Jerry Parrott.
Program Director—Ross MacDonald.

2. REPRESENTATIVES

Eastman Radio, Inc.
New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

ERP 27,000 w.; 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,150 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28a, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 48, 51c.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WIXY.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WHMP

1950
NORTHAMPTON



Media Code 4 222 7570 1.00 Mid 011060-000
Pioneer Valley Broadcasting Corp.
15 Hampton Ave., Northampton, MA 01060. Phone 413-586-7400.

PROGRAMMING DESCRIPTION

WHMP: Quality music. News, entertainment, sports, community involvement. Contact Representative for further details. Rec'd 10/24/83.

1. PERSONNEL

General Manager—Joseph T. Fennessey.
Local Sales Manager—Thomas Hennessy.
Program Manager—Gary Miller.

2. REPRESENTATIVES

Masla Radio.
Boston—Kettell-Carter, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/5; payable within 15 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WHMP-FM

1966
NORTHAMPTON



Media Code 4 222 7571 9.00 Mid 011061-000
Sillerman Morrow
15 Hampton Ave., Northampton, MA 01060. Phone 413-586-7400.

PROGRAMMING DESCRIPTION

WHMP-FM: MUSIC: minimum 30 uninterrupted min/hr; Contemporary Hits blended with best of recent music; limited commercials. NEWS: limited regional. Contact Representative for further details. Rec'd 9/6/83.

1. PERSONNEL

General Manager—Joseph T. Fennessey.
Local Sales Manager—Thomas Hennessy.
Program Manager—Alan Peterson.

2. REPRESENTATIVES

Masla Radio.
Kettell-Carter, Inc.

3. FACILITIES

ERP-3,000 w.; 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/5; payable within 15 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WHYN

1941
SPRINGFIELD

Affiliated Broadcasting, Inc.



BLAIR RADIO



Media Code 4 222 7670 9.00 Mid 011062-000
Affiliated Broadcasting, Inc.
1331 Main St., Box 9013, Springfield, MA 01101. Phone 413-781-1011.

PROGRAMMING DESCRIPTION

WHYN: MUSIC: adult contemporary; oldies from 60's & 70's blended with best of current adult hit music. Frequent station promotions. SPORTS: sportstalk program daily, also tele/talk show late night. NEWS: locally oriented news staff; reports at :30, 5:30-10 am at :60, 10 am-4 pm, at :30 4:30-6 pm. Wrap-up reports 11 pm & 12M. Weather reports from global weather service thru day; major league baseball. Sports highlights in AM/PM drive & pro sports network & ski reports thru winter. Contact Representative for further details. Rec'd 2/28/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ronald W. Dowling.
Sales Manager—Michael Horehjad.
Program Director—Andy Carey.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. days; 1,000 w. nights, 560 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10e, 11e, 12e, 13a, 14e.
Basic Rates: 20b, 21b, 22a, 23a, 25a, 28b, 29a, 30.
Contracts: 40a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.

TIME RATES

AM/FM COMBINATION
Eff—Rec'd 5/22/84.

AAA—Mon thru Fri 5:30-10 am.

AA—Mon thru Fri 3-8 pm; Sat 10 am-3 pm.

A—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am & 3-8 pm.

B—Mon thru Sun 8 pm-midnight; Sun 9 am-8 pm.

6. SPOT ANNOUNCEMENTS

SECTION:	AAA	AA	A	B	AAA	AA	A	B
I	170	130	120	100	153	117	108	90
II	140	115	105	80	126	103	94	72
III	110	100	90	60	99	90	81	54

10. SPECIAL FEATURES

Sports, news, weather features—Applicable Section I rates plus 10.00.

AM only: 80% of AM/FM combination.

WHYN-FM

1947
SPRINGFIELD

Affiliated Broadcasting, Inc.



BLAIR RADIO

Media Code 4 222 7671 7.00 Mid 011063-000
Affiliated Broadcasting, Inc.
1331 Main St., Box 9013, Springfield, MA 01101. Phone 413-781-1011.

PROGRAMMING DESCRIPTION

WHYN-FM: Programmed for adults. MUSIC: PERSONALITY hosted live soft hits, adult contemporary. News & weather thru day w/expanded reports in AM/PM drive. Contact Representative for further details. Rec'd 2/28/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ronald W. Dowling.
Sales Manager—Michael Horehjad.
Program Director—Andy Carey.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 6,900 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 970 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10e, 11e, 12e, 13a, 14e.
Basic Rates: 20b, 21b, 22a, 23a, 25a, 28b, 29a, 30.
Contracts: 40a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.
Sold in combination with WHYN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
80% of AM/FM combination.

WIXY
1947
EAST LONGMEADOW

Modern Country

Media Code 4 222 7735 0.00 Mid 011064-000
Executive Broadcasting Corp., Inc.
45 Fisher Ave, East Longmeadow, MA 01028. Phone 413-525-4141.

PROGRAMMING DESCRIPTION

WIXY: Programmed for adults & mature young adults. MUSIC: modern country music, a combination of top 40 country, recurrent country & best of country gold. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 2/6/79.

- PERSONNEL**
General Manager—Donald Wilks.
Operations Manager—Jerry Parroit.
Program Director—Franklin Jay.
- REPRESENTATIVES**
Eastman Radio, Inc.
Boston—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
5,000 w. days, 2,500 w. nights; 1600 khz. Non-directional. Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3c, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28a, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WAQY (FM).
Affiliated with ABC Information Radio Network.
Affiliated with CBS Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLDM
1957
WESTFIELD



Media Code 4 222 7767 3.00 Mid 011065-000
Celia Communications, Inc.
Box 1570, Westfield, MA 01086. Phone 413-568-8643.

- REPRESENTATIVES**
Selcom Radio.
Smithers Spot Radio.
1 min rate 1x: 18.00.

WMAS
1932
SPRINGFIELD



M^cGAVREN GUILD RADIO



Media Code 4 222 7800 2.00 Mid 011066-000
Lappin Communications, Inc.
101 West St., Springfield, MA 01104. Phone 413-737-1414.

PROGRAMMING DESCRIPTION

WMAS: Programmed for adults 25-64. MUSIC: "The Music of Your Life," big bands w/std pop vocalists 40's-70's. Contact Representative for further details. Rec'd 1/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jay Jordan.
General Sales Manager—David Tucker.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 24a, 24c, 29a, 33b.
Contracts: 40, 42d, 44b, 51b, 51c.
Cancellation: 70a, 70c.
Affiliated with MBS.
Affiliated with Connecticut Radio Network.

TIME RATES

No. 2/84 Eff 6/1/84—Rec'd 6/20/84.
AM Drive—Mon thru Fri 5:30-10 am; Sat 5:30 am-3 pm.
PM Drive—Mon thru Fri 3-8 pm; Sat 7 pm-midnight.
Midday—Mon thru Fri 10 am-3 pm.
Weekend—Sat 3-8 pm; Sun 5:30 am-8 pm.
Night—Mon thru Sun 8 pm-5:30 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE/30 SECONDS

GRID:	AMD	PMD	MD	WKND	NT
I	60	50	40	30	20
II	50	40	30	25	18
III	45	35	30	20	15
IV	40	30	25	15	10

WMAS-FM
1947
SPRINGFIELD



M^cGAVREN GUILD RADIO



Media Code 4 222 7801 0.00 Mid 011067-000
Lappin Communications, Inc.
101 West St., Springfield, MA 01104. Phone 413-737-1414.

PROGRAMMING DESCRIPTION

WMAS-FM: Programmed for adults 18-54. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 1/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jay Jordan.
General Sales Manager—David Tucker.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w.; 94.7 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 24a, 24c, 29a, 33b.
Contracts: 40, 42d, 44a, 44b, 51b, 51c.
Cancellation: 70a, 70c.
Sold in combination with AM. See that listing.

TIME RATES

No. 2/84 Eff 6/1/84—Rec'd 6/20/84.
AM Drive—Mon thru Fri 5:30-10 am; Sat 5:30 am-3 pm.
PM Drive—Mon thru Fri 3-8 pm; Sat 7 pm-midnight.
Midday—Mon thru Fri 10 am-3 pm.
Weekend—Sat 3-8 pm; Sun 5:30 am-8 pm.
Night—Mon thru Sun 8 pm-5:30 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE/30 SECONDS

GRID:	AMD	PMD	MD	WKND	NT
I	110	70	60	40	30
II	100	60	50	35	28
III	80	50	40	30	25
IV	70	40	35	25	15

WQXQ

1949
WEST SPRINGFIELD



Media Code 4 222 7865 5.00 Mid 011068-000
J.W. O'Connor, dba WOXO
34 Sylvan St., West Springfield, MA 01089. Phone 413-781-5200.
1 min rate 1x: 18.00.

WREB
1950
HOLYOKE

Media Code 4 222 7930 7.00 Mid 011069-000
Algonquin Broadcasting Corp.
One Court Plaza, Box 507, Holyoke, MA 01040. Phone 413-536-3930.

- REPRESENTATIVES**
Radio Station Representatives, Inc.
Boston—The Queen Company.
1 min rate 1x: 14.00.

WSPR
1936
SPRINGFIELD

Media Code 4 222 8060 2.00 Mid 011070-000
Northeast Communications Corp.
Radio Park, Union & Palmer Sts., West Springfield, MA 01089. Phone 413-732-4182.

- REPRESENTATIVES**
New England—Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 24.00.

Taunton

Bristol County—Map Locaion J-6
See SRDS Consumer market map and data at beginning of the state.

WPEP
1949
TAUNTON



Media Code 4 222 8450 5.00 Mid 011071-000
John F. Crohan Co., Inc.
30 Taunton Green, Taunton, MA 02780. Phone 617-824-7528.

- REPRESENTATIVES**
New England—Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 14.00.

WSNE (FM)
1966
TAUNTON



Media Code 4 222 8590 9.00 Mid 011072-000
Providence FM, Inc.
100 Boyd Ave., E. Providence, RI 02914. Phone 401-438-9300, Taunton, MA, 617-824-1993.

PROGRAMMING DESCRIPTION

WSNE (FM): Programmed for adults 25-54. MUSIC: adult contemporary. AIR PERSONALITIES featured in each day part. NEWS: at :60 plus at :30 in drive time. Contact Representative for further details. Rec'd 10/25/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Michael Schwartz.
General Sales Manager—Bonnie McCarvey.
Program Director—Norman Thibeault.
- REPRESENTATIVES**
Eastman Radio, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.3 mhz.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 619 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Tisbury

Dukes County—Map Location K-8
See SRDS Consumer market map and data at beginning of the state.

WMVY (FM)
1983
TISBURY

Mid 029067-000
See SRDS Spot Radio Small Markets Edition.

Waltham

Middlesex County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Natick, Newton, Waltham)

Ware

Hampshire County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WARE
1948
WARE

Mid 011073-000
See SRDS Spot Radio Small Markets Edition.

Webster

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WGFP
1980
WEBSTER

Mid 011074-000
See SRDS Spot Radio Small Markets Edition.

Westfield

Hampden County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

West Springfield

Hampden County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

West Yarmouth

Barnstable County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

See Barnstable-Hyannis

(including West Yarmouth)

Worcester

Worcester County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.



WAAF (FM)
1961
WORCESTER



Katz Radio



Media Code 4 222 8965 0.00 Mid 011075-000
Katz Broadcasting of Massachusetts, Inc.
19 Norwich St., Worcester, MA 01608. Phone 617-752-5611.

PROGRAMMING DESCRIPTION

WAAF (FM): Programmed for adults 18-34 & teens. MUSIC: contemporary popular albums & hit singles. COMMERCIAL POLICY: units per hr varies; averages fewer than 9 units per hr. Contact Representative for further details. Rec'd 4/29/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard A. Reis.
Sales Manager—John Sutherland.
National Sales Manager—Juliet Ellis.
Program Director—Rob Barnett.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 18,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 760 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 13b, 15c.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60a, 60d, 60f.
AM facilities: WFTO.

TIME RATES

No. 8 Eff 5/7/84—Rec'd 5/7/84.
AAA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Sat 5:30-10 am; Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight; Sun 5:30 am-8 pm.

- SPOT ANNOUNCEMENTS**
1 MIN: AAA AA A
Ea 180 170 160
30 sec: Deduct 5.00 from applicable 1 min rate.

(D) (A)

MASSACHUSETTS

Worcester—cont

WFTQ

14 WFTQ

1926
WORCESTER



Katz Radio



Media Code 4 222 9107 0.00 Mid 011076-000
Katz Broadcasting of Massachusetts, Inc.
19 Norwich St., Worcester, MA 01608. Phone 617-755-1444.

PROGRAMMING DESCRIPTION

WFTQ: Programmed for adults 25-54. MUSIC: Adult Contemporary. NEWS: 5-person local staff & meteorologists plus state house reporter; network news at 60; weather reports every 20 min & complete storm coverage. SPORTS: Boston Celtics basketball; drivetime features. FEATURES: special Oldies programming on wknds. Contact Representative for further details. Rec'd 7/15/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard Reis.
General Sales Manager—Paul Anovick.
Program Director—Don Kelley.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1440 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 13b, 15e.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60a, 60d, 60f.
FM facilities: WAAF (FM).
Affiliated with ABC Information Network.
Sold in combination with WAAF (FM). See that listing.

TIME RATES

No. 5 Eff 8/15/84—Rec'd 8/14/84.
AAA—Mon thru Sat 5:30-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

- SPOT ANNOUNCEMENTS**
PER WK: AAA AA A B
1 min 100 80 75 50
30-sec: 90% of 1-min.

Rates may be combined for frequency discount.

WNEB

1946
WORCESTER

Al Ham's "The Music of Your Life"



Media Code 4 222 9230 0.00 Mid 011077-000
Segal Broadcasting Corp.
236 Worcester Center, Worcester, MA 01608. Phone 617-756-4672.

PROGRAMMING DESCRIPTION

WNEB: Programmed for adults 30-plus. MUSIC: Popular non-Rock Hits of 40's-80's featuring only all time Standards by popular vocalists, Big Bands & orchestras. FEATURES: live city council & school committee meetings w/ky. NEWS: network commentator; local at :30, network at :60; meteorologist ea 1/2 hr. SPORTS: Boston College football; World Series; Superbowl. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Pres. & Gen'l Sales Mgr.—Harold H. Segal.
Operations Manager—Todd Campbell.
- REPRESENTATIVES**
National—Call Station Direct.
New England—Kettell-Carter, Inc.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Rate protection: 10g.
Contracts: 40a.
Affiliated with CBS Radio Network.

TIME RATES
Eff—Rec'd 1/9/85.

- SPOT ANNOUNCEMENTS**
6 ti 12 ti 18 ti 24 ti
1 min 40.00 36.00 32.00 28.00
30 sec/less 32.00 28.00 25.60 22.40
Guaranteed fixed position by day/daypart, extra 2.00.

WORC

1925
WORCESTER

Media Code 4 222 9360 5.00 Mid 011078-000
Great Worcester Wireless
8 Portland St., Worcester, MA 01608. Phone 617-799-0581.

PROGRAMMING DESCRIPTION

WORC: Programmed for adults 18+. MUSIC: Current Country. NEWS: local reg'l & nat'l; locally produced & network. SPORTS: pro football. Contact Representative for further details. Rec'd 10/22/84.

- PERSONNEL**
General Manager—Don Fitzgibbons.
Administrator—Mark Ericson.
Chief Engineer—Walter Mahooney.
- REPRESENTATIVES**
PAW Radio Representatives.
Boston—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1310 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPLM

1955
PLYMOUTH

See listing under city of license. Mid 011053-000

WPLM-FM

1961
PLYMOUTH

See listing under city of license. Mid 033832-000

WSRS (FM)

WSRS FM 96

1940
WORCESTER



Knight Quality Stations



BLAIR RADIO

NRBA

Media Code 4 222 9490 0.00 Mid 011079-000
Radio Fitchburg, Inc.
West Side Station, Box 961, Worcester, MA 01602.
Phone 617-757-6321.

PROGRAMMING DESCRIPTION

WSRS (FM): Programmed for adults. MUSIC: male & female vocals, groups & instrumentals. NEWS: headlines on hour. Stock market reports. SPORTS: Boston Celtics basketball & ski reports, December-March. Features: weather reports from station's meteorological center in AM & afternoons plus key weekend periods. COMMERCIAL POLICY: 8 commercial minutes per hour. Contact Representative for further details. Rec'd 1/24/84.

- PERSONNEL**
President—Norman Knight.
General Manager—John I. Flynn.
Program Director—Les Ross.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 25,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Member: Knight Quality Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTAG

WTAG 58

radio
1924
WORCESTER



McGAVREN GUILD RADIO



Media Code 4 222 9620 2.00 Mid 011080-000
Worcester Telegram And Gazette, Inc.
20 Franklin St., Worcester, MA 01613. Phone 617-793-9400.

PROGRAMMING DESCRIPTION

WTAG: Programmed for adults 25 plus. MUSIC: adult contemporary. NEWS: 5-person local staff plus network; local at :60 & :30 in drive, at :60 other times. SPORTS: Red Sox baseball; Holy Cross football & basketball; sports news in drive, wknd sports hrly. FEATURES: full weather service, traffic reports, agriculture daily, local churches Sun; Sally Jessy Raphael, Bruce Williams, Bernard Meltzer; Larry King overnight. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard F. Wright.
Sales Manager—Herman H. Kramer.
National Sales Executive—Michael Marzo.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 580 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with McGavren-Guild Radio Network.
Affiliated with NBC-Talknet.
Affiliated with NBC Radio Network.

TIME RATES

Eff—Rec'd 1/31/85.

AAAA—6-9 am.
AAA—3-6 pm.
AA—9 am-noon.
A—noon-3 pm.
B—Mon thru Sat 6 pm-1 am; Sun 6 am-midnight.

SPOT ANNOUNCEMENTS

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAAA	67	66	65	64	58	57	56	55
AAA	44	43	42	41	39	38	37	36
AA	38	37	36	35	34	33	32	31
A	28	27	26	25	24	23	22	21
B	24	23	22	21	21	20	19	18

WXLO (FM)

1960
FITCHEBURG

Mid 011019-000
East Courtyard, Worcester Center, Worcester, MA 01608.
Phone 617-792-6722.
See listing under city of license.

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	△	○	◻	◇	●	■	▨	With Daily Media.

Symbols Designate Types of Media.
 ★ Newspaper ⚡ Radio ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state



The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ann Arbor—Washtenaw Dearborn—Wayne Farmington Hills—Oakland Kalamazoo—Kalamazoo Midland—Midland Royal Oak—Oakland Sterling Heights—Macomb Westland—Wayne
 Battle Creek—Calhoun Dearborn Heights—Wayne Flint—Genesee Lansing—Ingham Muskegon—Muskegon Saginaw—Saginaw Taylor—Wayne Wyoming—Kent
 Bay City—Bay Detroit—Wayne Grand Rapids—Kent Lincoln Park—Wayne Pontiac—Oakland St. Clair Shores—Macomb Troy—Oakland
 Benton Harbor—Berrien East Lansing—Ingham Jackson—Jackson Livonia—Wayne Roseville—Macomb Southfield—Oakland Warren—Macomb

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Total Retail Sales—		Retail Sales—1984						Passenger Cars			Black Pop.		Spanish Pop.	
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Per Household (\$000)	Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types				Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)		
				14999	15000 to 34999	35000 to 49999	50000 and over					General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Other (\$000)								
MICHIGAN STATE TOTALS	9,019.3	3,133.30	84,817,851	27,070	31.8	41.5	15.8	10.9	45,648,626	14,569	9,931,879	1,561,526	6,666,521	2,166,523	2,322,995	7,740,685	4,043,912	5,229.58	1,110.7	157.18			
ALCONA G-6	10.3	3.98	70,705	17,765	50.1	39.6	7.4	2.9	48,549	12,198	11,103	1,864	7,785	2,177	2,106	8,135	4,386	6.9205			
ALGER D-4	9.0	3.23	66,765	20,670	38.9	46.0	11.1	3.6	43,382	13,431	9,645	1,562	6,601	2,010	2,069	7,319	3,875	5.1604			
ALLEGAN D-10	83.7	28.21	705,570	25,011	31.3	47.0	14.6	7.1	399,485	14,161	87,576	13,913	59,188	18,805	19,885	67,622	35,493	52.84	1.5	2.07			
ALPENA G-6	31.6	10.98	224,353	20,433	40.8	45.2	10.2	3.9	144,602	13,170	32,345	5,279	22,254	6,655	6,763	23,461	12,949	18.1608			
ANTRIM E-6	17.1	6.09	132,960	21,833	39.5	44.2	11.0	5.2	81,010	13,302	18,070	2,938	12,402	3,740	3,823	13,657	7,246	10.6707			
ARENAC F-7	15.5	5.42	106,048	19,566	45.9	41.3	8.9	3.9	69,081	12,746	15,598	2,577	10,819	3,145	3,133	11,612	6,209	9.4517			
BARAGA B-3	8.3	2.90	54,606	18,830	47.5	40.7	8.8	3.0	36,956	12,743	8,346	1,379	5,789	1,682	1,675	6,212	3,322	4.9404			
BARRY E-10	46.8	15.91	387,486	24,355	31.5	47.8	13.9	6.8	223,809	14,067	49,150	7,827	33,271	10,515	11,082	37,869	19,698	29.9943			
BAY F-8	115.8	40.27	1,104,930	27,438	39.4	39.7	13.8	7.1	596,895	14,822	129,278	20,197	86,413	28,467	30,771	101,321	52,785	67.92	1.0	3.06			
Bay City	36.8	13.90	325,867	23,444	191,849	13,602	42,352	6,793	28,803	8,961	9,351	32,422	17,091	19.78	1.72			
Saginaw-Bay City-Midland Metro Area	411.5	139.70	3,784,270	27,089	29.6	42.3	17.3	10.9	2,059,050	14,739	446,625	69,920	298,944	98,047	105,704	349,402	182,192	239.52	36.5	15.94			
BENZIE D-6	11.8	4.27	84,312	19,745	42.9	45.0	8.2	3.9	54,723	12,816	12,334	2,033	8,542	2,496	2,496	9,202	4,915	7.5811			
BERRIEN C-11	167.8	59.53	1,444,200	24,260	63.6	29.6	5.2	1.5	831,576	13,969	182,980	29,219	124,083	38,984	40,934	140,641	73,989	98.52	24.3	2.05			
Benton Harbor	13.5	4.26	59,400	13,944	48,959	11,493	11,405	1,958	8,119	2,146	1,984	6,166	4,455	4.13	11.6			
Benton Harbor Metro Area	167.8	59.53	1,444,200	24,260	35.5	42.2	14.3	8.0	831,576	13,969	182,980	29,219	124,083	38,984	40,934	140,641	73,989	98.52	24.3	2.05			
BRANCH E-11	39.4	13.84	299,480	21,639	37.8	46.7	11.0	4.5	184,011	13,296	41,045	6,675	28,171	8,496	8,683	31,021	16,459	24.2622			
CALHOUN E-11	135.4	49.26	1,214,310	24,651	33.2	43.1	15.1	8.6	698,686	14,184	153,105	24,311	103,439	32,903	34,819	118,280	62,066	79.26	13.0	2.33			
Battle Creek	33.4	13.26	259,684	19,584	171,080	12,902	38,490	6,330	26,616	7,821	7,850	28,781	15,354	16.93	7.3	.63			
Battle Creek Metro Area	135.4	49.26	1,214,310	24,651	33.2	43.1	15.1	8.6	698,686	14,184	153,105	24,311	103,439	32,903	34,819	118,280	62,066	79.26	13.0	2.33			
CASS D-11	50.1	17.61	402,248	22,842	35.5	46.2	12.7	5.6	241,142	13,693	53,351	8,582	36,356	11,236	11,674	40,731	21,501	31.80	4.2	.34			
CHARLEVOIX E-5	20.4	7.28	153,086	21,028	42.1	41.7	11.0	5.2	95,987	13,185	21,460	3,501	14,759	4,420	4,496	16,173	8,594	12.4306			
CHEBOYGAN F-5	21.6	7.66	145,091	18,941	45.3	44.0	7.8	2.9	96,460	12,593	21,859	3,628	15,209	4,373	4,320	16,200	8,682	13.1709			
CHIPPEWA E-4	27.7	9.54	211,610	22,181	40.5	40.2	13.0	6.3	128,741	13,495	28,597	4,625	19,556	5,972	6,155	21,725	11,497	14.58	4.0	.09			
CLARE E-7	25.7	9.44	163,719	17,343	53.0	36.9	6.7	3.4	114,499	12,129	26,234	4,415	18,422	5,123	4,935	19,177	10,351	15.7010			
CLINTON F-9	56.5	18.12	558,172	30,804	19.7	44.0	22.0	14.3	286,546	15,814	61,046	9,313	40,176	13,906	15,458	48,824	25,181	36.07	2.0	1.00			
CRAWFORD F-6	10.3	3.65	77,390	21,203	44.6	39.9	10.2	5.3	46,999	12,876	10,581	1,742	7,321	2,147	1,252	7,906	4,219	6.1705			
DELTA D-4	38.5	13.51	313,164	23,180	36.5	43.9	13.8	5.8	187,577	13,884	41,346	6,618	28,081	8,777	9,185	31,711	16,701	22.9510			
DICKINSON C-4	24.9	9.43	191,731	20,332	42.8	43.5	9.6	4.1	122,900	13,033	27,572	4,518	19,019	5,637	5,693	20,690	11,018	14.7405			
EATON E-10	92.0	31.67	937,411	29,599	22.3	44.2	20.3	13.2	489,444	15,454	104,875	16,134	69,401	23,610	25,996	83,287	43,106	59.27	2.1	1.68			
EMMET E-5	24.1	8.57	197,450	23,040	38.3	42.6	12.1	7.0	116,409	13,583	25,813	4,165	17,626	5,410	5,596	19,652	10,389	14.6306			
GENESEE G-9	433.4	149.98	4,297,110	28,651	37.3	40.9	13.6	8.2	2,269,150	15,130	488,878	75,803	325,176	108,834	118,732	385,654	200,262	252.95	75.8	7.36			
Flint	141.0	51.25	1,198,740	23,390	711,634	13,886	156,842	25,101	106,514	33,301	34,858	120,310	63,357	70.25	58.4	3.51			
Flint Metro Area	433.4	149.98	4,297,110	28,651	27.0	40.5	19.1	13.4	2,269,150	15,130	488,878	75,803	325,176	108,834	118,732	385,654	200,262	252.95	75.8	7.36			
GLADWIN F-7	23.7	7.86	156,936	19,966	45.6	39.3	10.9	4.1	101,621	12,929	22,849	3,755	15,792	4,649	4,672	17,099	9,118	13.4313			
GOGEBIC A-3	18.7	7.23	136,325	18,855	47.9	41.3	7.9	2.9	90,082	12,459	20,479	3,413	14,287	4,068	3,991	15,117	8,118	10.3206			
GRAND TRAVERSE D-6	58.6	20.68	512,177	24,767	32.9	45.3	14.1	7.8	290,760	14,060	63,869	10,175	43,245	13,656	14,386	49,195	25,853	36.21	2.0	.32			
GRATIOT F-9	39.2	13.00	293,384	22,568	37.1	44.2	12.3	6.5	177,380	13,645	39,283	6,328	26,793	8,256	8,561	29,954	15,822	23.08	1.28			
HILLSDALE F-11	42.2	14.55	310,583	21,346	39.7	45.2	10.0	5.1	192,126	13,205	42,943	7,002	29,527	8,849	9,007	32,373	17,199	25.6631			
HOUGHTON B-3	37.6	12.98	255,622	19,694	46.6	40.1	9.1	4.3	166,217	12,806	37,481	6,182	25,969	7,578	7,570	27,948	14,931	18.4613			
HURON G-8	35.9	12.68	277,550	21,889	39.8	43.3	11.2	5.7	169,158	13,341	37,695	6,122	25,850	7,819	8,007	28,524	15,125	21.2339			
INGHAM F-10	269.7	93.46	2,492,730	26,672	33.6	44.7	14.2	7.5	1,348,180	14,425	294,995	46,407	197,877	63,805	68,089	228,474	119,553	149.74	20.8	10.34			
East Lansing	50.1	12.41	321,592	25,914	170,769	13,761	37,731	6,059	25,681	7,969	8,301	28,854	15,218	18.25	2.6	.89			
Lansing	123.6	46.90	1,133,020	24,158	658,078	14,032	144,628	23,057	97,969	30,892	32,512	111,330	58,525	69.98	16.7	7.69			
Lansing-East Lansing Metro Area	418.2	143.24	3,988,310	27,844	28.0	42.7	17.5	11.8	2,124,170	14,829	460,016	71,854	307,454	101,321	109,543	360,585	187,839	244.55	23.4	13.12			
IONIA E-9	51.6	16.28	394,799	24,251	32.6	45.8	14.5	7.0	229,273	14,083	50,335	8,013	34,064	10,775	11,363	38,797	20,382	29.07	1.6	.90			
JOSIA G-7	28.5	10.29	198,273	19,269	44.6	43.2	8.4	3.8	129,673	12,602	29,379	4,875	20,438	5,880	5,812	11,670	6,558	7.7026			
IRON B-4	13.0	5.21	102,188	19,614	46.5	38.8	11.1	3.6	67,195	12,897	15,121	2,487	10,458	3,071	3,								

ESTIMATES FOR: STATE COUNTY—MSP Loc. City Metropolitan Area	Gross Household Income—1984										Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types											
				to 14999	to 15000	to 35000	50000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
MUSKEGON D-9	150.6	52.50	1,191,260	22,691	51.9	39.5	6.3	2.3	719,522	13,705	159,148	25,592	108,424	33,536	34,861	121,541	64,149	87.50	18.3	2.71
Muskegon	37.3	14.09	238,406	16,920	170,340	12,089	39,061	6,580	27,449	7,613	7,319	28,524	15,404	18.89	7.9	1.11
Muskegon Metro Area	150.6	52.50	1,191,260	22,691	36.4	44.6	12.9	6.0	719,522	13,705	159,148	25,592	108,424	33,536	34,861	121,541	64,149	87.50	18.3	2.71
NEWAYGO D-9	36.1	12.66	258,081	20,386	42.4	43.1	10.4	4.2	165,580	13,079	37,106	6,071	25,571	7,604	7,697	27,883	14,838	22.38	.6	.70
OAKLAND G-9	1,009.2	357.18	13,089,600	36,675	13.3	32.2	23.0	31.5	5,725,520	16,030	1,215,750	184,567	797,603	278,801	311,580	976,288	502,512	648.80	47.8	14.44
Farmington Hills	59.2	20.89	908,421	43,486	356,427	17,062	74,557	11,065	48,203	17,621	20,157	60,979	31,106	40.45	.3	.51
Pontiac	70.4	23.92	510,940	21,380	321,100	13,424	71,436	11,577	48,918	14,669	15,279	54,166	28,692	31.81	26.2	4.60
Royal Oak	62.1	24.97	718,238	28,764	379,260	15,189	81,627	12,639	54,243	18,210	19,900	64,472	33,458	42.03	.1	.50
Southfield	74.6	30.18	1,112,600	36,865	479,619	15,892	102,060	15,543	67,095	23,303	25,954	81,743	42,129	52.58	6.9	.60
Troy	75.0	25.45	1,080,480	42,455	442,896	17,403	92,221	13,590	59,352	21,996	25,333	75,849	38,586	48.68	.7	.74
OCEANA D-8	22.7	7.71	158,387	20,543	42.4	44.1	8.9	4.6	100,099	12,983	22,481	3,689	15,522	4,585	4,620	16,847	8,978	13.65	1.17
OGEMAW F-7	17.8	6.49	116,663	17,976	52.7	35.8	7.8	3.6	79,935	12,317	18,232	3,051	12,755	3,596	3,501	13,403	7,213	11.1406
ONTONAGON B-3	9.2	3.31	72,168	21,803	39.2	43.5	12.6	4.7	44,743	13,518	9,935	1,606	6,791	2,076	2,142	7,551	3,995	5.6602
OSCEOLA E-7	19.7	6.89	142,492	20,681	41.7	43.5	10.3	4.4	89,768	13,029	20,137	3,299	13,690	4,118	4,159	15,113	8,047	11.6711
OSCODA F-6	7.4	2.74	43,817	15,992	54.3	36.8	4.4	2.4	32,100	11,715	7,430	1,266	5,261	1,418	1,333	5,363	2,914	4.7601
OTSEGO F-6	16.4	5.43	119,293	21,969	37.4	46.6	10.6	5.4	72,346	13,323	16,132	2,622	11,070	3,341	3,417	12,197	6,470	9.5905
OTTAWA D-9	161.7	52.36	1,348,160	25,748	26.1	51.3	14.9	7.7	758,245	14,881	165,241	26,038	111,078	35,924	38,406	128,528	67,213	99.58	.7	5.15
PROSQUE ISLE F-5	14.3	5.06	111,752	22,085	42.4	36.3	13.3	6.0	68,304	13,499	15,173	2,454	10,376	3,168	3,265	11,526	6,100	8.6304
ROSCOMMON F-7	18.3	7.37	138,536	18,797	48.2	38.9	9.1	3.8	91,700	12,442	20,849	3,475	14,547	4,141	4,061	15,388	8,264	12.2407
SAGINAW F-9	221.6	74.57	1,953,360	26,195	45.0	40.6	9.7	4.7	1,087,780	14,587	236,593	37,181	158,759	51,645	55,408	184,470	96,352	125.61	34.8	12.01
Saginaw	68.7	24.43	478,752	19,597	316,158	12,941	71,072	11,676	49,111	14,467	14,547	53,199	28,366	32.08	24.4	6.20
Saginaw-Bay City-Midland Metro Area	411.5	139.70	3,784,270	27,089	29.6	42.3	17.3	10.9	2,059,050	14,739	446,625	69,920	298,944	98,047	105,704	349,402	182,192	239.52	36.5	15.94
ST CLAIR H-9	140.4	48.27	1,290,090	26,727	30.0	42.6	17.1	10.2	706,423	14,635	153,500	24,090	102,911	33,574	36,083	119,825	62,549	83.36	2.8	2.09
ST JOSEPH E-11	57.3	20.40	446,113	21,868	37.0	47.1	11.0	4.9	272,601	13,363	60,727	9,859	41,633	12,604	12,917	45,970	24,371	35.28	1.4	.40
SANILAC H-8	41.5	14.32	309,928	21,643	39.5	44.5	10.7	5.4	189,771	13,252	42,372	6,900	29,108	8,751	8,926	31,984	16,981	24.8488
SCHOOLCRAFT D-4	8.2	2.94	62,459	21,245	41.9	42.1	11.7	4.3	38,952	13,249	8,700	1,417	5,978	1,796	1,831	6,565	3,486	4.7402
SHIAWASSEE F-9	71.6	23.71	599,749	25,295	29.3	47.0	15.8	7.9	342,192	14,432	74,640	11,777	50,216	16,196	17,286	57,992	30,344	43.78	.1	.82
TUSCOLA G-8	57.9	18.77	454,853	24,233	32.1	45.3	15.6	7.0	266,718	14,210	58,418	9,270	39,450	12,567	13,312	45,158	23,689	34.97	.3	1.02
VAN BUREN D-10	68.1	23.78	530,559	22,311	38.0	43.5	12.7	5.8	324,064	13,628	71,792	11,569	48,979	15,078	15,625	54,720	28,910	41.66	5.1	1.53
WASHTENAW G-10	264.7	93.71	2,856,690	30,484	32.5	37.7	14.4	15.4	1,418,000	15,132	305,491	47,366	203,190	68,013	74,203	240,998	125,143	156.01	28.3	4.06
Ann Arbor	104.3	37.87	1,088,970	28,755	548,175	14,475	119,468	18,827	80,313	25,970	27,761	92,919	48,593	55.71	9.3	2.16
Ann Arbor Metro Area	264.7	93.71	2,856,690	30,484	26.8	39.1	17.9	16.1	1,418,000	15,132	305,491	47,366	203,190	68,013	74,203	240,998	125,143	156.01	28.3	4.06
WAYNE G-10	2,110.2	749.08	19,380,100	25,872	21.2	46.1	20.8	11.9	10,751,100	14,352	2,348,450	371,277	1,582,070	508,060	540,822	1,821,390	953,874	1,058.98	749.1	41.81
Dearborn	81.7	31.96	966,853	30,315	483,724	15,135	104,208	16,156	69,309	23,202	25,316	82,213	42,689	51.66	1.48
Dearborn Heights	60.1	20.86	699,898	33,552	337,022	16,156	71,425	10,812	46,771	16,444	18,434	57,492	29,558	38.84	1.08
Detroit	1,029.8	373.04	7,373,830	19,767	4,836,430	12,965	1,086,640	178,390	750,531	221,441	222,932	813,920	433,839	417.80	649.5	24.79
Detroit Metro Area	4,271.3	1,486.44	43,359,400	29,170	28.1	40.4	17.8	13.7	22,273,600	14,985	4,810,640	748,555	3,207,180	1,065,490	1,157,420	3,783,360	1,967,600	2,400.67	849.7	69.86
Detroit-Ann Arbor Consolidated Area	4,536.0	1,580.15	46,216,000	29,248	28.0	40.3	17.8	13.9	23,691,600	14,993	5,116,130	795,921	3,410,370	1,133,500	1,231,620	4,024,360	2,092,750	2,556.46	879.1	73.93
Lincoln Park	40.2	15.01	404,922	26,977	224,866	14,981	48,568	7,558	32,380	10,756	11,684	38,195	19,864	24.50	.2	1.03
Livonia	98.4	30.91	1,223,980	39,598	536,583	17,360	111,788	16,487	71,984	26,635	30,651	91,883	46,757	63.70	.1	.92
Taylor	77.1	24.79	692,684	27,942	379,170	15,295	81,465	12,582	54,046	18,239	19,992	64,483	33,428	44.06	1.3	1.77
Westland	81.0	28.37	823,841	29,039	440,827	15,538	94,333	14,485	62,347	21,294	23,498	75,036	38,804	50.37	2.1	1.19
WEXFORD D-7	26.1	9.44	195,693	20,730	43.3	42.6	8.6	5.4	121,405	12,861	27,337	4,501	18,917	5,544	5,555	20,420	10,900	15.3314

MICHIGAN

MICHIGAN

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-010
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

MICHIGAN STATE GROUP

Comprised of Non-Interconnected Stations

WABJ—Adrian	WTIQ—Manistique
WLEN (FM)—Adrian	WAGN—Menominee
WATZ—Alpena	WCEN-FM—Mt. Pleasant
WATZ-FM—Alpena	WAOP (FM)—Otsego
WLEW—Bad Axe	WQXC—Otsego
WVOY—Charlevoix	WHLS—Port Huron
WMMO (FM)—Charlotte	WJPW—Rockford
WDOW/WDOW-FM—Dowagiac	WLVM—St. Ignace
DWZXM—Gaylord	WMKC (FM)—St. Ignace
WGMM (FM)—Gladwin	WKLH (FM)—St. Johns
WJEB—Gladwin	WVGO—St. Johns
WGHN—Grand Haven	WKIX—Saginaw
WGHN-FM—Grand Haven	WMIC—Sandusky
WOON (FM)—Grayling	WCSY/WCSY-FM—South Haven
WPLB—Greenville	WIOS—Tawas City
WPLB-FM—Greenville	WKJC—Tawas City
WBSH—Hastings	WKLW/WKLM-FM—Three Rivers
WMIO—Iron Mountain	WTCM/WTCM-FM—Traverse City
WIKB/WIKB-FM—Iron River	WBMB—West Branch
WUPM (FM)—Ironwood	WBMI (FM)—West Branch
WJPD/WJPD-FM—Ishpeming	WRNF (FM)—Whitehall
WKPR—Kalamazoo	WSDS—Ypsilanti
WTL—Lansing	
WTL-FM—Lansing	

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station line-up.



Far complete listing see Regional Networks & Groups

Keystone
BROADCASTING SYSTEM, INC.

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

MICHIGAN FARM RADIO NETWORK



Comprised of Interconnected Stations

WABJ—Adrian	WSMA—Marine City
WELL/WELL-FM—Albion	WTWR (FM)—Monroe
WELL-FM—Marshall	WCEN—Mount Pleasant
WATZ—Alpena	WOXO/WOXO-FM—Munising
WATZ-FM—Alpena	WKBZ—Muskegon
WPAG—Ann Arbor	WNBV/WNBV-FM—Newberry
WLEW—Bad Axe	WAOP (FM)—Otsego
WHFB—Benton Harbor	WOXC—Otsego
WKJF—Cadillac	WOAP—Owosso
WKJF-FM—Cadillac	WHAK—Rogers City
WIDL (FM)—Caro	WSGW—Saginaw
WKYO—Caro	WMKC (FM)—St. Ignace
WTVB—Coldwater	WKLH—St. Johns
WGWY—Charlotte	WMLM—St. Louis
WDOW/WDOW-FM—Dowagiac	WMIC—Sandusky
WDDB—Escanaba	WCSY/WCSY-FM—South Haven
WSHN—Freemont	WSTR/WSTR-FM—Sturgis
WSHN-FM—Freemont	WKJC (FM)—Tawas City
WZXM—Gaylord	WCLKM/WCLKM-FM—Three Rivers
WJEB—Gladwin	WTCM-FM/WTCM—Traverse City
WPLB—Greenville	WBMB—West Branch
WPLB-FM—Greenville	WBMI (FM)—West Branch
WBCH—Hastings	
WBCH-FM—Hastings	
WCSR—Hillsdale	
WHTC—Holland	
WHMI/WHMI-FM—Howell	
WDEY—Lapeer	
WKLA—Ludington	

Media Code 4 223 0125 9.00 Mid 011081-000
Business Office: 233 Hurd St., Milan, MI 48160. Phone 313-439-1610.

1. PERSONNEL

Pres. & Farm Dir.—Robert T. Driscoll, Director of Sales & Mktg.—John R. Tomlinson.

2. REPRESENTATIVES

J. L. Farmakis, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

All spots broadcast within network times. Advertiser may buy any number of stations or special network.

TIME RATES

TARGET GROUPS
Eff 6/15/83—Rec'd 6/20/83.
CORN

Comprised of

WABJ—Adrian	WCSR—Hillsdale
WELL/WELL-FM—Albion	WOAM—Otsego
WPAG—Ann Arbor	WMLM—St. Louis
WLEW—Bad Axe	*WSGW—Saginaw
WKYO—Caro	WLKM—Three Rivers
WTVB—Coldwater	

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	144.80		184.80
(*) WSGW, extra 40.00.			

SOYBEANS

Comprised of

WABJ—Adrian	WMLM—St. Louis
WAPG—Ann Arbor	*WSGW—Saginaw
WTVB—Coldwater	WMIC—Sandusky
WOAP—Owosso	WLKM—Three Rivers
WVGO—St. Johns	

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	116.75		156.75
(*) WSGW, extra 40.00.			

CATTLE & HOGS

Comprised of

WPAG—Ann Arbor	WCSR—Hillsdale
WLEW—Bad Axe	WHTC—Holland
WKYO—Caro	WOAM—Otsego
WGWY—Charlotte	WVGO—St. Johns
WDOW—Dowagiac	WMIC—Sandusky

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	145.70		145.70

DAIRY

Comprised of

WPAG—Ann Arbor	WDEY—Lapeer
WLEW—Bad Axe	WCEN—Mt. Pleasant
WPLB—Greenville	WOAM—Otsego
WPLB-FM—Greenville	WOAP—Owosso
WCSR—Hillsdale	WJPW—Rockford
WHTC—Holland	WVGO—St. Johns
	WMIC—Sandusky

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	92.20		132.20
(*) WSGW, extra 40.00.			

POTATOES

Comprised of

WPAG—Ann Arbor	WOAM—Otsego
WKYO—Caro	WHAK—Rogers City
WDDB—Escanaba	*WSGW—Saginaw
WPLB—Greenville	

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	84.20		124.20
(*) WSGW, extra 40.00.			

DRY BEANS

Comprised of

WLEW—Bad Axe	*WSGW—Saginaw
WKYO—Caro	WMLM—St. Louis
WPLB—Greenville	WMIC—Sandusky
WCEN—Mt. Pleasant	

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	84.20		124.20
(*) WSGW, extra 40.00.			

APPLES
Comprised of
WHFB—Benton Harbor
WSHN—Freemont
WPLB—Greenville
WKLA—Ludington

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	98.00		98.00

CHEERRIES

Comprised of

WHFB—Benton Harbor	WMTE—Manistee
WSHN—Freemont	WJPW—Rockford
WPLB—Greenville	WCSY—South Haven
WKLA—Ludington	

6. SPOT ANNOUNCEMENTS

Unit	1 min	Total	1 min
	102.30		102.30

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (D)

Adrian

Lenawee County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

WABJ

1946
ADRIAN

Mid 011083-000
See SRDS Spot Radio Small Markets Edition.

WLEN (FM)

1965
ADRIAN

Mid 011084-000
See SRDS Spot Radio Small Markets Edition.

WQTE (FM)

1976
ADRIAN

Mid 011085-000
See SRDS Spot Radio Small Markets Edition.

Albion

Calhoun County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.

WELL

1952
ALBION

WELL-FM

1969
MARSHALL

Mid 011086-000
See SRDS Spot Radio Small Markets Edition.

Alma

Gratiot County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WFYC

1948
ALMA

Mid 011087-000
See SRDS Spot Radio Small Markets Edition.

WFYC-FM

1965
ALMA

Mid 011088-000
See SRDS Spot Radio Small Markets Edition.

Alpena

Alpena County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WATZ

1946
ALPENA

Mid 011089-000
See SRDS Spot Radio Small Markets Edition.

WATZ-FM

1968
ALPENA

Mid 011793-000
See SRDS Spot Radio Small Markets Edition.

WHSB (FM)

1965
ALPENA

Mid 011090-000
See SRDS Spot Radio Small Markets Edition.

Ann Arbor

(Including Ypsilanti)
Washtenaw County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAAM

1947
ANN ARBOR



Media Code 4 223 0660 5.00 Mid 011091-000
WAAM Radio/Whitehall Broadcasting Co.
4230 Packard Rd., Ann Arbor, MI 48104. Phone 313-971-1600.

2. REPRESENTATIVES

Patt Media Sales
1 min rate 1x; 22.00.

WIQB (FM)

1962
ANN ARBOR



Media Code 4 223 0720 7.00 Mid 011092-000
Lake America Communication Co.
Box 8605, Ann Arbor, MI 48107. Phone 313-662-2881.

PROGRAMMING DESCRIPTION
WIQB (FM): Programmed for adults 18-40 plus teens. MUSIC: blend of current & recurrent contemporary hits, golden oldies & popular album cuts. COMMERCIAL POLICY: maximum & minutes per hour. Contact Representative for further details. Rec'd 5/1/80.

1. PERSONNEL

Owner & Gen'l Mgr.—Ernie Winn.
Station Manager—Phil Hoover.
Program Director—Les Cook.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 10,000 w. (horiz.), 10,000 w. (vert.); 102.9 mhz.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 20b, 22a, 23a, 28c, 29a.
Contracts: 40a, 45, 51b.
Comb.; Cont. Discounts: 60k.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 81, 82.
AM facilities: WNRS, Saline.
Affiliated with ABC FM Network.
Affiliated with Supernet.

TIME RATES

No. 14 Eff 9/1/84—Rec'd 8/28/84.
AMD/PMD—Mon thru Sat 6-10 am & 3-7 pm.
DAY/EVE—Mon thru Sat 10 am-3 pm & 7 pm-midnight;
Sun 10 am-midnight.
BTA—6 am-midnight, any 3 days-equal rotation, preemptible.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	12 ti	18 ti	24 ti	30 ti
PER WK:		36 ti	54 ti	72 ti	90 ti
AMD/PMD		29	28	27	26
DAY/EVE		28	27	26	25
BTA		26	25	24	23
30-sec: Deduct 4.00 from 1-min.					

7. PACKAGE PLANS

ROS—50% SUN-WED, 50% THURS-SAT, EQUAL DISTRIBUTION

PER WK:	12 ti	18 ti	24 ti	30 ti
PER MO:	36 ti	54 ti	72 ti	90 ti
1 min	23	22	21	20

13 wk—5% 26 wk—10% 52 wk—15%

May combine with WNRS, Saline for frequency discount.

WNRS1958
SALINE

(This is a paid duplicate of the listing under Saline, Michigan.)

Media Code 4 223 8880 1.00 Mid 011292-000
Lake America Communications
Box 8605, Ann Arbor, MI 48107. Phone 313-662-2881.**PROGRAMMING DESCRIPTION**

WNRS: MUSIC: Adult Contemporary. Programmed for adults 25-54. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Pres./Gen'l Mgr.—Ernie Winn.
Vice-President/Sales—Phil Hoover.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
500 w. days; 1290 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WIOB (FM), Ann Arbor.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATESNo. 1 Eff 9/1/84—Rec'd 8/24/84.
AMD/PMD—Mon thru Sat 6-9 am & 3-6 pm.
DAY/EVE—Mon thru Sat 9 am-3 pm, 6 pm-sign-off; Sun all day.
BTA—6 am-sign-off, any 3 days-equal rotation, preemptible.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 12 ti 18 ti 24 ti 30 ti
PER MO: 36 ti 54 ti 72 ti 90 ti
AMD/PMD: 12 11 10 9
DAY/EVE: 11 10 9 8
BTA: 10 9 8 7
30 sec: 80% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

- PACKAGE PLANS**
ROS—50% SUN-WED, 50% THURS-SAT, EQUAL ROTATION
PER WK: 12 ti 18 ti 24 ti 30 ti
PER MO: 36 ti 54 ti 72 ti 90 ti
1 min: 9 8 7 6
30 sec: 80% of 1-min.

May combine with WIOB (FM), Ann Arbor for frequency discount.

(SMD) (D)

WPAG1945
ANN ARBORAmerican Information
Radio NetworkMedia Code 4 223 0780 1.00 Mid 011093-000
Washtenaw Broadcasting Co., Inc.
Hutzel Bldg., Ann Arbor, MI 48108. Phone 313-662-5517.**PROGRAMMING DESCRIPTION**

WPAG: Programmed for adults 25+. MUSIC: Adult Contemporary with Dean Erskine 6-10 am & John Struthers 3-6 pm. SPORTS: play-by-play U of Michigan & Saline High School football & basketball plus daily local & nat'l sports reports. FARM: 2x daily market & farm news roundups at 6 am & noon; final market summary at 4:26 pm. NEWS: ABC network at :60, local at :05; 6 business reports daily M-F with ABC's Gordon Williams; final stock market summary 5:05 pm. Contact Representative for further details. Rec'd 1/11/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Edward F. Baughn.
Sta. & Sales Mgr.—James Baughn.
Farm Program Director—Robert Driscoll.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Michigan—Michigan Spot Sales.
- FACILITIES**
5,000 w. days; 1050 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Member: Michigan Farm Radio Network.

TIME RATESNo. 17 Eff 8/1/83—Rec'd 8/24/83.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AA
1x 13x 26x 52x 156x 260x 500x
1 min: 24.50 24.25 24.00 23.75 23.00 22.25 21.50
30 sec: 19.60 19.40 19.20 19.00 18.40 17.80 17.20
CLASS A
1 min: 23.50 23.25 23.00 22.75 22.00 21.25 20.50
30 sec: 18.80 18.60 18.40 18.20 17.60 17.00 16.40

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti
AA	23.50	23.25	23.00	22.50
A	22.50	22.25	22.00	21.50

PER WK:	10 ti	15 ti	20 ti	30 ti
AA	18.80	18.60	18.40	18.00
A	18.00	17.80	17.60	17.20

8. PROGRAM TIME RATES5 min: 2x 1-min 1/4 hr: 4x 1-min 1/2 hr: 6x 1-min
1 hr: 10x 1-min**10. SPECIAL FEATURES**FARM—6:47 AM & NOON-1:30PM
1 min, flat: 25.50 30 sec, flat: 20.40**WPAG-FM**1969
ANN ARBORMedia Code 4 223 0781 9.00 Mid 011094-000
Washtenaw Broadcasting Co., Inc.
Hutzel Bldg., Ann Arbor, MI 48108. Phone 313-662-5517.
1 min rate 1x: 17.65.**WSDS**1962
YPSILANTI**Country Music****NRBA**Media Code 4 223 0795 9.00 Mid 011095-000
Koch Broadcasting Corp.
580 W. Clark Rd., Ypsilanti, MI 48197. Phone 313-484-1480, Detroit Phone: 313-728-1480.**PROGRAMMING DESCRIPTION**

WSDS: Programmed for adults. 7 AIR PERSONALITIES handle all segments. MUSIC: Country, 80% of programming. NEWS: 20% of programming, local & network at :30; full weather report at :15. COMMERCIAL POLICY: 18 min/hr. FEATURES: personalities available for remotes. Rec'd 8/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert W. Koch.
Sta. & Sales Mgr.—Michael Callanan.
Music Director—John Davis.
- FACILITIES**
500 w. days; 1480 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0: payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60f, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYFC1962
YPSILANTIMedia Code 4 223 0810 6.00 Mid 011096-000
WORD Broadcasters, Inc.
Box 1520, Ypsilanti, MI 48197. Phone 313-482-4000.
Studio: 17 N. Huron St., Ypsilanti, MI
1 min rate 1x: 7.50.**Bad Axe**Huron County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.**WLEW**1950
BAD AXE

See SRDS Spot Radio Small Markets Edition.

WLEW-FM1967
BAD AXE

See SRDS Spot Radio Small Markets Edition.

Battle CreekCalhoun County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.**WBCK**1948
BATTLE CREEKMedia Code 4 223 0900 5.00 Mid 011099-000
Wolverine Broadcasting Co.
390 Golden Ave., Battle Creek, MI 49015. Phone 616-963-5555.**PROGRAMMING DESCRIPTION**

WBCK: Programming for adults with emphasis on news & information. NEWS: local follows network each hr; extended coverage in drivetimes; professional meteorologist & weather instruments. SPORTS: pro baseball & football, play-play, high school & college football & basketball, Indy 500. MUSIC: POP MOR featuring Adult Contemporary & hits of recent years with local AIR PERSONALITIES. Contact Representative for further details. Rec'd 10/20/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nat Sibbold.
Vice-Pres. & Nat'l Sales Mgr.—Gene Cahill.
Program Manager—Joseph Landon.
- REPRESENTATIVES**
Masla Radio.
Canada—Creative Broadcast Representatives, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60j, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATESNo. 25 Eff 10/1/84—Rec'd 8/28/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5:30-6 am & 10 am-3 pm; Sun 5:30 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
1 min: 31 24 22 17 25 19 18 14
30 sec: 26 19 18 14 21 16 15 11
156 ti: 24 18 17 12 19 15 14 10
260 ti: 22 17 16 11 18 14 13 9
312 ti: 21 16 15 10 17 13 12 8
10 sec: 60% of 1-min.

- PACKAGE PLANS**
TAP—50%DR, 30%DT/WKND, 20%NT—PREEMPTIBLE
ROTATING: 12 ti 18 ti 24 ti 30 ti
1 min: 23.50 22.00 21.00 20.00
30 sec: 18.75 18.00 17.00 16.00

WDFP (FM)1975
BATTLE CREEKMedia Code 4 223 0930 2.00 Mid 011100-000
WVOC, Inc.
14848 6-1/2 Mile Rd., Box 17, Battle Creek, MI 49016.
Phone 616-965-0527.

- REPRESENTATIVES**
Patt Media Sales.
Rates have been temporarily withdrawn by station.

WKFR (FM)1963
BATTLE CREEKMedia Code 4 223 0960 9.00 Mid 011101-000
Engineering Investment Corp.
67 W. Michigan Mall, 612, The American Bldg., Battle Creek, MI 49017. Phone 616-964-7173, Kalamazoo, 342-9897.**PROGRAMMING DESCRIPTION**

WKFR (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 10/31/77.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David L. Hicks.
Sales Coordinator—Pam Meyer.
Program Director—Terry Weinacht.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b.
Contracts: 40a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70e, 72, 73a, 73b.
AM facilities: WKNR.
Affiliated with Eastman Radio Network.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKNR1925
BATTLE CREEKMedia Code 4 223 0990 6.00 Mid 011102-000
Engineering Investment Corp.
67 W. Michigan Mall, 612, The American Bldg., Battle Creek, MI 49017. Phone 616-964-7173.**PROGRAMMING DESCRIPTION**

WKNR: Target, adults 25-54. MUSIC: "Great Gold" format. NEWS: emphasis news & local sports; 5-person news staff. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David L. Hicks.
Sales Coordinator—Pam Meyer.
Program Director—Rick Chapman.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b.
Contracts: 40a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70c, 72, 73a, 73b.
FM facilities: WKFR (FM).
Affiliated with RKO Radio Networks.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWKQ1963
BATTLE CREEK

Mid 028668-000

WVOC, Inc.
14848 6-1/2 Mile Rd., Box 17, Battle Creek, MI 49016.
Rates have been temporarily withdrawn by station.**Bay City**Bay County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.**WBCM**1925
BAY CITYMedia Code 4 223 1080 5.00 Mid 011104-000
Mid-State Broadcasting Corp.
Peoples National Bank & Trust Co., 301 Davidson Building, Bay City, MI 48706. Phone 517-894-4543.

- REPRESENTATIVES**
Masla Radio.
Pearse Sales.
1 min rate 1x: 20.00.

WFZX (FM)

PINCONNING

Mid 032227-000

See listing under city of license.

WGER (FM)1961
BAY CITYMedia Code 4 223 1140 7.00 Mid 011105-000
Gerity Broadcasting Co.
Box 719, Bay City, MI 48707. Phone 517-892-4501.

- GENERAL ADVERTISING See coded regulations**
WGER (FM): Programmed for adults 25-54. MUSIC: Current popular, stds, MOR & showtunes. Personality show 2x daily. Stock prices & midday averages. NEWS: 3-1/2 min at :60. SPORTS: 7 3-1/2-min briefs per day. Contact Representative for further details. Rec'd 6/28/82.

continued

MICHIGAN

Bay City—cont

WGFR (FM)—cont

- PERSONNEL**
Vice-Pres. & Sta Mgr.—Gale H. Sullivan.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 86,000 w. (horiz.), 86,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 5, 6a.
Basic Rates: 23a.
Contracts: 47a.
Cancellation: 73a.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR-2)

WHNN (FM)

1947
BAY CITY



Media Code 4 223 1170 4.00 Mid 011106-000
Liggett Broadcast Group Inc.
Box 96, Saginaw, MI 48606. Phone 517-893-9600.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

WKQC (FM)

1947
SAGINAW

See listing under city of license.

Mid 011283-000

WSAM

1940
SAGINAW

Affiliated with NBC Radio Network.
See listing under city of license.

Mid 011285-000

WSGW

1950
SAGINAW

Affiliated with NBC Radio Network.
See listing under city of license.

Mid 011286-000

WXXO

1956
BAY CITY



Media Code 4 223 1200 9.00 Mid 011107-000
Ellerman Broadcasting Company
721 Washington St., Bay City, MI 48706. Phone 517-893-4588, 4589.
Mailing Address: Box 1250, Bay City, MI 48707.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 16.00.

Beaverton

Gladwin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WMRX (FM)

1984
BEAVERTON

See SRDS Spot Radio Small Markets Edition.

Mid 011108-000

Benton Harbor-St. Joseph

Berrien County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WHFB
1947
BENTON HARBOR

Adult Contemporary



Media Code 4 223 1260 3.00 Mid 011109-000
Palladium Publishing Co.
Box 608, Benton Harbor, MI 49022. Phone 616-927-3581.

PROGRAMMING DESCRIPTION

WHFB: Programmed for general audience appeal with emphasis on the local scene. AIR PERSONALITIES handle all segments. Sign-on-noon, entertainment features, music, audience participation, talk 12:30-1 pm, farm & market reports, agricultural weather, interviews, county agent reports. 1 pm-sign-off. AIR PERSONALITY w/entertainment features & audience participation. Special wknd programming with local features. MUSIC: Adult contemporary, standards, gen'l popular. NEWS: network nat'l internet & local at :60, 8 am & 12N plus 1 hr eve block. SPORTS: College football. Contact Representative for further details. Rec'd 2/25/83.

- PERSONNEL**
General Manager—Kent Slocum.
Program Director—Stan Banyon.
Mgr., Ass't Admin.—Elaine R. Scherer.

- REPRESENTATIVES**
Michigan Spot Sales.

- FACILITIES**
5,000 w.; 1060 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with ABC Information Radio Network.
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/6/84—Rec'd 9/4/84.

- SPOT ANNOUNCEMENTS**
PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 20.00 18.80 18.25 17.05 16.45 15.30
30 sec 17.05 15.90 15.30 14.70 13.55 12.35
15 sec 14.10 12.95 12.35 11.20 10.60 9.40
Specified time, Mon thru Sat 6-10 am, extra 2.35; Mon thru Fri 11:30 am-1 pm & 3:30-6 pm, extra 1.20.

Equal or nearly equal schedule on AM & FM may combine to earn total lower frequency on both stations.

WHFB-FM
1947
BENTON HARBOR

Easy Listening



Media Code 4 223 1261 1.00 Mid 011110-000
Palladium Publishing Co.
Box 608, Benton Harbor, MI 49022. Phone 616-927-3581.

PROGRAMMING DESCRIPTION

WHFB-FM: Programmed for adults & young adults. MUSIC: Easy Listening. NEWS: hrly; weather at :60 & :30. COMMERCIAL POLICY: 4 spot breaks per hr. Contact Representative for further details. Rec'd 9/4/84.

- PERSONNEL**
General Manager—Kent Slocum.
Program Director—Stan Banyon.
Mgr., Ass't Admin.—Elaine R. Scherer.

- REPRESENTATIVES**
Michigan Spot Sales.

- FACILITIES**
ERP 50,000 w. (horiz.), 48,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 478 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Sold in combination with WHFB. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/6/84—Rec'd 9/4/84.

6. SPOT ANNOUNCEMENTS

PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 20.00 18.80 18.25 17.05 16.45 15.30
30 sec 17.05 15.90 15.30 14.70 13.55 12.35
Specified time, Mon thru Sat 8-10 am, extra 2.35; Mon thru Fri 3:30-6 pm, extra 1.20.
6-8 am, WHFB rates apply.

WIRX (FM)

1966
ST. JOSEPH

Adult Stereo Rock



A Midwest Family Station

Media Code 4 223 1290 0.00 Mid 011111-000
M. W. F. Broadcasters, Inc.
Box 107, St. Joseph, MI 49085. Phone 616-983-3992.

PROGRAMMING DESCRIPTION

WIRX (FM): Programmed for adults 18-49, with emphasis 18-44. MUSIC: contemporary, emphasizing mass appeal hits & gold. NEWS: network at :30; local at :32 in drive-time. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. D. Mackin, Jr.
Station Manager—Gayle Olson.
Sales Manager—Patrick Moody.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 308 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WSJM.
Affiliated with NBC-The Source.
Sold in combination with WSJM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
90% of WSJM/WIRX (FM) combination.

WSJM

1956
ST. JOSEPH

Adult Contemporary



A Mid-West Family Station

Media Code 4 223 1320 5.00 Mid 011112-000
M.W.F. Broadcasters, Inc.
Radio Island, Box 107, St. Joseph, MI 49085. Phone 616-983-3992.

PROGRAMMING DESCRIPTION

WSJM: Programmed for adults 25-54. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments w/community involvement. NEWS: network & local at :60; plus local at :30 in drivetimes; expanded local at 7:30 am, noon & 5 pm (1/4 hr); 4-person staff, mobile units, local editorials & commentaries. TALK: NBC-Talknet 8 pm-2 am; Sun 8 hrs black programming. SPORTS: local high school basketball, football & track; tournament coverage. COMMERCIAL POLICY: max 18 min/hr. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. D. Mackin, Jr.
Sta. Mgr. & Prog. Dir.—Gayle Olson.
Sales Manager—Patrick Moody.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WIRX (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WSJM/WIRX (FM) COMBINATION
No. 19 Eff 2/1/84—Rec'd 10/19/84.

- SPOT ANNOUNCEMENTS**
AAA—Mon thru Sat 6-10 am & 3-7:30 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Fri 7:30 pm-midnight; Sun all day.
- SPOT ANNOUNCEMENTS**
GRID: 1 2 3 4
AAA 55 45 40 35
AA 50 40 35 30

30 sec: 80% of 1-min; 10 sec: 60% of 1-min.

WSJM only: 80% of WSJM/WIRX (FM) combination.

Big Rapids

Mecosta County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WAAQ (FM)

1982
BIG RAPIDS

See SRDS Spot Radio Small Markets Edition. Mid 028590-000

WBRN

1953
BIG RAPIDS

WBRN-FM

1964
BIG RAPIDS

See SRDS Spot Radio Small Markets Edition. Mid 011113-000

Birmingham

Oakland County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Cadillac

Wexford County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WATT

1945
CADILLAC

See SRDS Spot Radio Small Markets Edition. Mid 011114-000

WEVZ (FM)

1974
CADILLAC

See SRDS Spot Radio Small Markets Edition. Mid 011115-000

WKJF

1968
CADILLAC



A Fetzter Station

Media Code 4 223 1470 8.00 Mid 032640-000
Fetzter Broadcasting Co.
1111 S. Mitchell, Box 89, Cadillac, MI 49601. Phone 616-775-0143.

PROGRAMMING DESCRIPTION
WKJF: Target demographic 35+. MUSIC: matched flow from 40's to present. NEWS: CBS & local hrly; weather updates hrly. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
President—Carl E. Lee.
General Manager—James E. MacFarlane.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1370 khz.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations
Affiliated with CBS Radio Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(A)

93KJF

FM STEREO

RADIO WKJF

1370-AM

WKJF-FM

1961
CADILLAC

A Fetzter Station

Media Code 4 223 1480 7.00 Mid 011116-000
Fetzter Broadcasting Co.
1111 S. Mitchell St., Box 89, Cadillac, MI 49601. Phone
616-775-0143

PROGRAMMING DESCRIPTION
WKJF-FM: Target demographic 18-44. MUSIC: Con-
temporary. NEWS: news & weather updates; local & CBS
news; staff meteorologist. SPORTS: Tiger baseball.
Contact Representative for further details. Rec'd 7/25/
84.

- PERSONNEL**
President—Carl E. Lee.
General Manager—James E. MacFarlane.
 - REPRESENTATIVES**
McGavren Guild Radio.
 - FACILITIES**
ERP 100,000 w.; 92.9 mhz. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 895 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; 30 days.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with CBS RADIORADIO.
Affiliated with McGavren-Guild Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D) (A)

WTCM-FM

1965
TRAVERSE CITY
WTCM

1941
TRAVERSE CITY

(This is a paid duplicate of the listing under Traverse City,
Michigan.)

Media Code 4 223 9302 7.00 Mid 011308-000
WTCM Radio, Inc.
Paul Bunyan Bldg., 314 E. Front St., Traverse City, MI
49684. Phone 616-947-7675.

PROGRAMMING DESCRIPTION
WTCM-FM/WTCM: Programmed for adults & young
adults 25-54. MUSIC: Contemporary Country. NEWS:
network, local & reg'l. SPORTS: local, college & pro;
boating & ski reports. Features. Contact Representative
for further details. Rec'd 6/30/80.

- PERSONNEL**
General Manager—Ross Biederman.
Program Director—Ryan Dobry.
Business Manager—Russ Loomis.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5
mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 678 ft. above average terrain.
5,000 w., 500 w. nights; 580 khz. Directional—separate
patterns day & night. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Supernet.
Member: Michigan Farm Radio Network.

TIME RATES

Eff 11/26/84—Rec'd 10/19/84.
AAA—Mon thru Sat 6-10 am; Mon thru Fri noon-1 pm.
AA—Mon thru Sat 3-7 pm.
A—All other times.

7. PACKAGE PLANS

	ANNUAL BULK					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	28.00	22.00	20.00	22.50	17.50	16.00
156 x	25.00	20.00	17.00	20.00	16.00	13.50
289 x	23.00	18.50	16.00	18.50	15.00	12.50
520 x	21.00	17.50	15.00	17.00	14.00	12.00
780 x	20.00	17.00	14.00	16.00	13.50	11.50
1040 +	19.00	16.50	13.00	15.00	13.00	11.00

ROS—6 AM-7 PM

GRID:	1	2	3	4	5
1 min	28.00	25.00	23.00	21.00	19.00
30 sec	22.50	20.00	18.00	17.00	15.00
10 sec	14.00	12.50	11.50	10.50	9.50

(SMD) (D)

Caro

Tuscola County—Map Location G-8
See SRDS Consumer market map and data at beginning of
the state.

WIDL (FM)

1974
CARO

Mid 032993-000
See SRDS Spot Radio Small Markets Edition.

WKYO

1962
CARO

Mid 011118-000
See SRDS Spot Radio Small Markets Edition.

Charlevoix

Charlevoix County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

WKHQ (FM)

1980
CHARLEVOIX
NRBA

Media Code 4 223 1575 4.00 Mid 011119-000
New Broadcasting Corp.
Box 237, 211 B'dge St., Charlevoix, MI 49720. Phone
616-547-4454.

PROGRAMMING DESCRIPTION
WKHQ (FM): Mass appeal adult contemporary targeted to
18-49 demographic cell. COMMERCIAL POLICY: max 12
units per hr. Contact Representative for further details.
Rec'd 7/3/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tim E. Moore.
General Sales Manager—Jan Chapman.
Station Manager—Bill Vogel.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 922 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WVOY.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 2/4/85.

- A—Specified.
B—ROS 6 am-6 pm.
C—ROS 24 hours.
- SPOT ANNOUNCEMENTS**
- | CUMULATIVE: | 150x | 300x | 450x |
|-------------|-------|-------|-------|
| MONTHLY: | 40 ti | 60 ti | 80 ti |
| WKLY: | 6 ti | 12 ti | 18 ti |
| A | 28 | 26 | 24 |
| B | 24 | 22 | 20 |
| C | 20 | 18 | 16 |
- 1 min, extra 4.00.
30 sec: Deduct 1.00 from A.
(SMD) (D-2)

WVOY

1974
CHARLEVOIX
NRBA

Media Code 4 223 1590 3.00 Mid 011120-000
New Broadcasting Corp.
Box 237, 211 Bridge St., Charlevoix, MI 49720. Phone
616-547-4454.

PROGRAMMING DESCRIPTION
WVOY: Targets toward 25-54 demographic cell. MUSIC:
AI Ham's Music of Your Life. NEWS: Network news every
hour on hour. Local & state news at 6:30, 7, 7:30, 8, 8:30,
& 9 am, noon, 1, 4, 5, & 6 pm. Local radar weather every
hour, marine weather for Lakes Michigan & Huron during
summer sailing months. High school sports scoreboard
show Sat AM at 7:30, 8:30 & 9:30 during football & bas-
ketball seasons. COMMERCIAL POLICY: limits content to
12 units per hour. Contact Representative for further
details. Rec'd 10/25/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tim Moore.
Operations—Bob While.
General Sales Manager—Jan Chapman.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w.; 1270 khz. Directional nights.
Operating schedule 18 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WKHQ (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/25/82.

- A—Specified.
B—ROS 6 am-6 pm.
C—ROS 24 hours.
- SPOT ANNOUNCEMENTS**
- | CUMULATIVE: | 150x | 300x | 450x | 600x |
|-------------|-------|-------|-------|--------|
| MONTHLY: | 40 ti | 60 ti | 80 ti | 100 ti |
| WKLY: | 12 ti | 18 ti | 24 ti | 36 ti |
| A | 14 | 12 | 10 | 9 |
| B | 12 | 10 | 8 | 7 |
| C | 10 | 8 | 6 | 5 |
- 1 min: Extra 1.00.
(SMD) (CR-2)

Charlotte

Eaton County—Map Location E-10
See SRDS Consumer market map and data at beginning of
the state.

WGWY

1956
CHARLOTTE

Mid 011121-000
See SRDS Spot Radio Small Markets Edition.

WMMQ (FM)

1965
CHARLOTTE

Media Code 4 223 1650 5.00 Mid 011122-000
Cutaway Communications, Inc.
Sales Office: 230 N. Washington Sq., Suite 100-A,
Lansing, MI 48933. Phone 517-372-3333.
Studio: 1615 Lawrence Hwy., Charlotte, MI 48813.
Phone 517-543-0340.

PROGRAMMING DESCRIPTION
WMMQ (FM): MUSIC: Adult Contemporary with emphasis
on current & recurrent soft Rock & classic MOR hits of
60-80's. SPORTS: Detroit Tigers & Lions season
schedules. NEWS: 5-min at :55 during AM/PM drive from
network. COMMERCIAL POLICY: 9 units per hr. Contact
Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Ottaway.
Program Director—Jeff Crowe.
- REPRESENTATIVES**
Patt Media Sales.
- FACILITIES**
ERP 3,000 w.; 92.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS.

TIME RATES
No. 8 Eff 6/1/84—Rec'd 7/26/84.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 9 am-3 pm.
ROS—Mon thru Sun 5 am-midnight, preemptible.

- SPOT ANNOUNCEMENTS**
- 1 MINUTE
- | GRID: | I | II | III | IV | V |
|-------|----|----|-----|----|----|
| AAA | 22 | 20 | 18 | 16 | 14 |
| AA | 20 | 18 | 16 | 14 | 12 |
| A | 18 | 16 | 14 | 12 | 10 |
- 30 SECONDS
- | | | | | | |
|-----|----|----|----|----|----|
| AAA | 20 | 18 | 16 | 14 | 12 |
| AA | 18 | 16 | 14 | 12 | 10 |
| A | 16 | 14 | 12 | 10 | 8 |
- Fixed position, extra 10%.
- PACKAGE PLANS**
- TAP—3/4 6 AM-7 PM, 1/4 7 PM-MIDNIGHT
- | GRID: | I | II | III | IV | V |
|--------|----|----|-----|----|----|
| 1 min | 20 | 18 | 16 | 14 | 12 |
| 30 sec | 18 | 16 | 14 | 12 | 10 |
- ROS/BTA 5 AM-MIDNIGHT
- | | | | | | |
|--------|----|----|----|----|----|
| 1 min | 18 | 16 | 14 | 12 | 10 |
| 30 sec | 16 | 14 | 12 | 10 | 8 |
- Guaranteed: extra 10%.
(SMD) (D)

Cheboygan

Cheboygan County—Map Location F-5
See SRDS Consumer market map and data at beginning of
the state.

WCBY

1954
CHEBOYGAN

Mid 011123-000
See SRDS Spot Radio Small Markets Edition.

WMKC (FM)

1982
ST. IGNACE

Mid 017852-000
See listing under city of license.

WQLZ (FM)

1968
CHEBOYGAN

Mid 027540-000
See SRDS Spot Radio Small Markets Edition.

Clare

Clare County—Map Location E-7
See SRDS Consumer market map and data at beginning of
the state.

WABX

1973
CLARE

Mid 011124-000
See SRDS Spot Radio Small Markets Edition.

WCFX (FM)

1973
CLARE

Mid 032990-000
See SRDS Spot Radio Small Markets Edition.

Coldwater

Branch County—Map Location E-11
See SRDS Consumer market map and data at beginning of
the state.

WNWN (FM)

1950
COLDWATER

Media Code 4 223 1800 6.00 Mid 011125-000
Tri-State Broadcasting Co.
Box 1590, 174 N. Angola Rd., Coldwater, MI 49036.
Phone 517-279-9767.

Other Office: 6123 S. Westnedge, Kalamazoo, MI
49002. Phone 616-327-3666.

PROGRAMMING DESCRIPTION
WNWN (FM): Programmed for adults 25-55. MUSIC:
Contemporary Country, emphasis on current chart hits &
Rock Crossover, presented by AIR PERSONALITIES.
SPORTS: Pro hockey. NEWS: Local at :30, plus network.
COMMERCIAL POLICY: 14-min per hr. Contact
Representative for further details. Rec'd 9/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary B. Mallernee.
Sales Manager—Gary Hart.
Program Director—Randy Rowley.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.5 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTVB.

TIME RATES
WNWN (FM)/WTVB COMBINATION
Eff—Rec'd 10/4/83.

- SPOT ANNOUNCEMENTS**
- | GRID: | I | II | III | IV | V |
|-------------------|----|----|-----|----|----|
| Mon-Sun 5:30-8 pm | 55 | 50 | 45 | 40 | 35 |
| All other times | 40 | 35 | 30 | 25 | 20 |
- 30 sec: 85% of 1-min.
WNWN (FM) only: Deduct 5.00 from WNWN (FM)/WTVB
combination.
(SMD) (D)

WTVB

Radio 16/TVB

1949
COLDWATER

Media Code 4 223 1860 0.00 Mid 011126-000
Tri-State Broadcasting Co.
Box 1590, 174 N. Angola Rd., Coldwater, MI 49036.
Phone 517-279-9767.

Other Office: 6123 S. Westnedge, Kalamazoo, MI
49002. Phone 616-327-3666.

PROGRAMMING DESCRIPTION
WTVB: Adult Contemporary, 18-49. MUSIC: Popular Cur-
rent & past Hits presented in mellow format; Big bands 9
pm-12M M-Sun, 45+. NEWS: at :60; local plus network.
SPORTS: Local play-by-play plus U. football. COM-
MERCIAL POLICY: 14-min per hr. Contact Representative
for further details. Rec'd 9/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary B. Mallernee.
Sales Manager—Gary Hart.
Program Director—Eric Anderson.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1590 khz. Directional
nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WNWN (FM).
Member: Michigan Farm Radio Network.
Sold in combination with WNWN (FM). See that listing.

TIME RATES
Eff—Rec'd 12/27/82.
AAA—6-10 am & 3-7 pm.

MICHIGAN

Coldwater—cont

WTVB—cont

AA—10 am-3 pm.
A—7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			
	6 ti	12 ti	18 ti	24 ti
WK:	15.50	15.00	14.50	14.00
AAA	12.50	12.00	11.50	11.00
AA	9.00	8.50	8.00	7.50
A	6.00	5.50	5.00	4.50
30 sec				
WK:	6 ti	12 ti	18 ti	24 ti
AAA	12.50	12.00	11.50	11.00
AA	10.00	9.50	9.00	8.50
A	7.25	6.75	6.25	5.75
B	4.75	4.25	3.75	3.25

7. PACKAGE PLANS

	40%AAA, 40%AA, 20%A			
	1 min	6 ti	12 ti	18 ti
1 min	14.30	13.80	13.30	12.80
30 sec	11.50	11.00	10.50	10.00

(SMD)

Dearborn

Wayne County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Detroit (and) Detroit Urban Area

STATIONS IN DETROIT:

WCLS (FM)	WLLZ (FM)
WCXI	WLOV
WCXI-FM	WMUZ (FM)
WCZY	WOMC (FM)
WDRQ (FM)	WOBH
WGPR (FM)	WQRS (FM)
WHYT (FM)	WRIF (FM)
WJLB (FM)	WWJ
WJCI	WWWW (FM)
WJR	WXYT
WJZZ	

STATIONS IN DETROIT URBAN AREA:
Detroit Urban Area stations are listed immediately following the listings for Detroit Stations.

WCAR, Livonia
WCHB, Inkster
WEXL, Royal Oak
WLBS (FM), Mount Clemens
WMJC, Birmingham
WNIC, WNIC-FM, Dearborn
WPON, Pontiac
WWHK, Mount Clemens

Detroit

(including Windsor, CN)

Wayne County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

CFXX (FM)

1982
WINDSOR, CN

(This is a paid listing.)
(This is a paid duplicate of the listing under Detroit Urban Area, Michigan.)

Media Code 4 223 3030 8.00 Mid 017690-000
CFXX Sales
Business Office: 26400 Lahser Rd., Box 282, Southfield, MI 48037. Phone 313-353-6200, TWX, 810-224-4968.

- PERSONNEL**
Senior Vice-President—Gary Mercer.
General Sales Manager—Phil Dick.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 15c.
Basic Rates: 20a, 22a, 22b, 23a, 26.
Contracts: 40a, 41, 42c, 46.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
AM facilities: CKLW.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SO) (D)

CKLW
1932
WINDSOR, CN



Christal Radio

NRBA

(This is a paid listing.)
(This is a paid duplicate of the listing under Detroit Urban Area, Michigan.)

Media Code 4 223 3060 5.00 Mid 011148-000
CKLW Radio Sales, Inc.
26400 Lahser Rd., Box 282, Southfield, MI 48037. Phone 313-353-6200, TWX, 810-224-4966.

PROGRAMMING DESCRIPTION

CKLW: Programmed for adults 25-54. MUSIC: Adult contemporary, popular current & past hits. 8 AIR PERSONALITIES. NEWS: 6 am-midnight M-Sun. SPORTS: at 10 & 3:38 6-10 am & 3-6 pm M-F. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
Senior Vice President—Gary Mercer.
Sales Manager—Phil Dick.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w.; 800 khz. International clear channel.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 15c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 41, 42c, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 73b.
FM facilities: CFXX (FM).
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCLS (FM)

1960
DETROIT



Media Code 4 223 1980 6.00 Mid 011127-000
WCLS, Inc.
20760 Coolidge Hwy., Detroit, MI 48237. Phone 313-398-1100.

- REPRESENTATIVES**
Selcom, Inc.
Rates have been temporarily withdrawn by station.

WCXI

1939
DETROIT



NRBA

Media Code 4 223 2100 0.00 Mid 011128-000
WCXI-AM, Inc.
18900 James Couzens Hwy., Detroit, MI 48235. Phone 313-345-8600.

PROGRAMMING DESCRIPTION

WCXI: MUSIC: personality, country. News & sports. Contact Representative for further details. Rec'd 3/8/79.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John E. Fisher.
General Sales Manager—Denise Miller.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 1130 khz. Directional—day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 22a.
Contracts: 40c.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with Satellite Music Network.
Affiliated with ABC Direction Radio Network.
Affiliated with Supernet.

TIME RATES

PER WK, 1 MIN:	Eff—Rec'd 2/24/84.		
	AAA	AA	A
6 ti	200	180	140
12 ti	190	170	130
18 ti	180	160	120

AM only: Rates have been temporarily withdrawn by station.

WCXI-FM

1964
DETROIT



NRBA

Media Code 4 223 2114 1.00 Mid 011143-000
WCXI-FM, Inc.
18900 James Couzens Fwy., Detroit, MI 48235. Phone 313-259-9292

PROGRAMMING DESCRIPTION

WCXI-FM: Modern country. COMMERCIAL POLICY: 10 min per hr. Contact Representative for further details. Rec'd 6/24/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John Fisher.
General Sales Manager—Denise Miller.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 21,500 w. (horiz.), 21,500 w. (vert.); 92.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 742 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 22a.
Contracts: 40c.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

WCZY (FM)

1949
DETROIT



HILLIER, NEWMARK, WECHSLER & HOWARD

Gannett Broadcasting Group

Personality



Media Code 4 223 2128 1.00 Mid 011129-000
Gannett Co., Inc.
15401 W. Ten Mile Rd., Detroit, MI 48237. Phone 313-967-3750

PROGRAMMING DESCRIPTION

WCZY (FM): Programmed for 18-49 listeners. MUSIC: Contemporary hit music. News, sports & personality mornings. COMMERCIAL POLICY: 12 units 6-10 am; 10 units all other dayparts. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—James D. Mulla.
General Sales Manager—Betty Pazdernik.
National Sales Manager—Burt Rosenthal.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 48, 50.
Comb. Cont. Discounts: 60b, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
AM facilities: WLQV.
Affiliated with CBS RADIORADIO.

TIME RATES

GRID:	No 84-1A Eff—Rec'd 7/30/84.				
	I	II	III	IV	*V
AAA—Mon thru Fri 5:30-10 am.	275	250	225	200	175
AA—Mon thru Fri 3-8 pm.	120	110	100	90	80
A—Mon thru Fri 10 am-3 pm.	115	105	95	85	75
B—Sat/Sun 6 am-8 am.	90	80	70	60	50
C—Mon thru Sun 8 pm-midnight.	65	55	45	35	25

- SPOT ANNOUNCEMENTS**
1 MINUTE

30-sec: 80% of 1 min.
(* Preemptible.)

WDRQ (FM)

WDRQ
93FM

1947
DETROIT



Christal Radio

NRBA

Media Code 4 223 2211 5.00 Mid 011130-000
AGI Detroit, Inc. dba Radio Station WDRQ, Inc.
20300 Civic Center Dr., Suite 300, Southfield, MI 48076.
Phone 313-354-9300.

PROGRAMMING DESCRIPTION

WDRQ (FM): Mass appeal 18-49. MUSIC: Contemporary, features both urban & popular local. News, sports & community features. Tailored marketing assistance. Contact Representative for further details. Rec'd 12/6/82.

- PERSONNEL**
President/Radio Division—Monte Lang.
Vice-Pres./Gen'l Mgr.—Chuck Borchard.
Sales Manager—Jeff Sleet.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 Time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60a, 60k, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGPR (FM)

1961
DETROIT

Media Code 4 223 2340 2.00 Mid 011131-000
WGPR, Inc.
3140-46 E. Jefferson, Detroit, MI 48207. Phone 313-259-8862.

- REPRESENTATIVES**
R. A. Lazar & Company.
1 min rate 1x: 90.00.

WHYT (FM)

1948
DETROIT

EASTMAN RADIO, INC.



Media Code 4 223 2400 4.00 Mid 011134-000
Capital Cities Communications, Inc.
Fisher Bldg., Detroit, MI 48202. Phone 313-871-3030,
TWX, 810-221-1636.

PROGRAMMING DESCRIPTION

WHYT (FM): MUSIC: Contemporary Hits; AIR PERSONALITIES. NEWS: in AM drive. FEATURES: American Top 40 Sun; specials; contests. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
Station Manager—Maureen C. Hathaway.
General Sales Manager—Buzz Van Houten.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.3 mhz. Stereo.
Antenna ht.: 480 ft. above average terrain.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 27, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 49, 50, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WJR.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/15/84—Rec'd 7/27/84.
AAA—Mon thru Fri 3-8 pm; Sat 9 am-8 pm; Sun 1-6 pm.
AA—Mon thru Sat 8 pm-1 am; Mon thru Fri 5 am-3 pm.
A—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	I	II	III	IV	I	II	III	IV
AAA	220	190	150	115	200	170	135	100
AA	190	150	115	90	170	135	100	80

A: Flat, 1-min 25.00; 30-sec 20.00.

9. PARTICIPATING PROGRAMS

American Top 40—Sun 9 am-1 pm & 6-10 pm; Flat 1-min 175; 30-sec 150.

WJLB (FM)

WJLB 98

1926
DETROIT



Masla Radio

A Booth Station

Media Code 4 223 2460 8.00 Mid 011132-000
Booth American Company
Suite 2050, Panobscot Bldg., Detroit, MI 48226. Phone 313-965-2000.

PROGRAMMING DESCRIPTION
WJLB (FM): Programmed for adults and young adults. MUSIC: variety of contemporary music, current hits, jazz & oldies. Contact representative for further details. Rec'd 6/6/83

- PERSONNEL**
General Manager—Verna S. Green.
General Sales Manager—Sheldon I. Leshner.
- REPRESENTATIVES**
Masla Radio.
Regional Repts Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11i, 12i, 13i, 14i.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 27, 28c, 29a.
Contracts: 40c, 44a, 44b, 45, 46, 49, 51c.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WJOI (FM)

1941
DETROIT

"Beautiful Music"



Media Code 4 223 2490 5.00 Mid 011145-000
Evening News Association
16550 W. Nine Mile Road, Box 5005, Southfield, MI 48086. Phone 313-423-3390.

PROGRAMMING DESCRIPTION
WJOI (FM): Programmed for adults and young adults. MUSIC: Easy Listening music from Bonneville Broadcasting System. NEWS: hourly capsules. COMMERCIAL POLICY: limited. Contact Representative for further details. Rec'd 11/1/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—E. Lee Leicinger.
National Sales Manager—Suzanne Gougherty.
Operations Manager—Steve Van Oort.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
ERP 12,000 w.; 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 802 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; bills rendered monthly, payable 15th.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11i, 12h, 13h, 14h.
Basic Rates: 20a, 21d, 22a, 28b, 28c, 30.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 49, 50, 51b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
AM facilities: WWJ.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WJR
1922
DETROIT

EASTMAN RADIO, INC.



Media Code 4 223 2520 9.00 Mid 011133-000
Capital Cities Communications, Inc.
Fisher Bldg., Detroit, MI 48202. Phone 313-875-4440, TWX, 810-221-1636.

PROGRAMMING DESCRIPTION

WJR: Programmed for adults. FEATURES: 5-6 am & 6-7:15 pm news & information block; 6-10 am, 10 am-noon & 3-6 pm entertainment w/AIR PERSONALITY; 15-min news at :60; 10-min news at :60; noon-1 pm live studio audience talk show; 1-3 pm magazine w/AIR PERSONALITY; 15-min news at :60; 6:45-7:30 pm "Sportswrap" w/PERSONALITY tele-talk; M-F 9-11 pm & 11:30 pm-1 am David Newman Show live tele-talk interviews; M-F 1-5 am music & AIR PERSONALITY. NEWS: at :60. SPORTS: pro baseball, football, hockey & college football. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ronald R. Pancratz.
Vice-Pres. & Gen'l Sls. Mgr.—James E. Long.
Oper. & Prog. Dir.—Joseph S. Bacarella.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w.; 760 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 24c, 25a, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHYI (FM).
Affiliated with Eastman Radio Network.
Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 56 Eff 11/15/84—Rec'd 1/28/85.

AA—Mon thru Sun 5-10 am & 2:59-8 pm.
A—Mon thru Sun 10 am-2:59 pm.
B—Mon thru Sun 8-midnight.
C—Mon thru Sun midnight-3 am.

6. SPOT ANNOUNCEMENTS

CONSEC.	CLASS AA ROTATING				CLASS A ROTATING				CLASS B ROTATING				CLASS C ROTATING						
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec					
6 ti	300	240	350	280	375	300	295	236	345	276	370	296	155	124	165	132	185	148	
12 ti	295	236	345	276	370	296	18 ti	290	232	340	272	365	292	145	116	155	124	175	140
18 ti	285	228	335	268	360	288	24 ti	285	228	335	268	360	288	140	112	150	120	170	136

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—E. Lee Leicinger.
National Sales Manager—Suzanne Gougherty.
Operations Manager—Steve Van Oort.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
ERP 12,000 w.; 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 802 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; bills rendered monthly, payable 15th.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11i, 12h, 13h, 14h.
Basic Rates: 20a, 21d, 22a, 28b, 28c, 30.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 49, 50, 51b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
AM facilities: WWJ.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

Automotive Report—Mon-Fri 6:47-6:50 pm, 3/2 rotation	364x	260
Ag-Report—Mon-Fri 5:10-5:17 am & 12:10-12:15 pm, 3/2 rotation	205	205
Sketches of People, Places & Things—Mon-Sun 7:10 pm; Mon-Fri 11:30-11:33 am; Sat & Sun 12:11-12:14 pm, 4/3 rotation	200	230
Point of Law—Mon-Fri 6:51 pm, 3/2 rotation	230	230
All above incl 5-sec open & close plus 1 1-min. "Sketches" sponsors rotate between 11:30 am Mon thru Fri, 12:11 pm Sat & Sun & 7:10 pm Mon thru Sun. Rotation vertical through programs & horizontal thru wk, Mon, Wed, Fri, Sun/Tues, Thurs, Sat.		

10. SPECIAL FEATURES

DRIVETIME ROTATION NEWSCASTS

Rotates M-S 6, 7, 8, 9, am, 3, 4, 5, 6 pm, vert thru newscasts; horiz thru wk; incl live open & close (name of company only) plus 2 1-min spots:	570	520	500
4/3 rotation	570	520	500
Co-sponsorship at 60%			
NOON NEWSCAST			
M-S, incl live open & close (name of company only) plus 2 1-min spots:	270	250	240
4/3 rotation	270	250	240
Co-sponsorship at 60%			
MIDDAY ROTATING NEWSCASTS			
M-S 10, 11 am, 1, 2 pm, incl 5-sec open & close plus 1 1-min spot; sponsors may purchase major/minor rotation (1st wk M, W, F, Sun/2nd wk T, Th, Sat):	165	155	150
4/3 rotation	165	155	150

NEWS FINAL			
M-S 11-11:15 pm, incl live open & close (name of company only) plus 2 1-min spots:	120	110	100
4/3 rotation	120	110	100
Co-sponsorship at 60%			
BUSINESS BAROMETER			
M-F 6:32-6:45 pm, incl live open & close (name of company only) plus 1 1-min spot:	400	390	385
3/2 rotation	400	390	385
Co-sponsorship only			

PM NEWS/BUSINESS BRIEFS			
M-F 4:40 pm incl 5-sec open only plus 1 1-min spots	350	325	300
3/2 rotation	350	325	300
AM-PM ROTATING NEWS/BUSINESS BRIEFS			
M-F 8:25 am, 5:40 pm, incl 5 sec open & close plus 1 1-min spots	450	425	400
3/2 rotation	450	425	400
AM NEWS/BUSINESS BRIEFS			
M-F 7:25 am, incl 5-sec open & close plus 1 1-min spots	600	575	550
3/2 rotation	600	575	550

SPORTS PROGRAMS			
M-Sun 6:15-6:30 pm & 11:15-11:30 pm, incl 5-sec open & close plus 1 1-min spots, 4 shows 1st wk/3 shows 2nd wk, rotation:	225	205	195
4/3 rotation	225	205	195
SPORTS BREAK			
M-Sun 8:30-8:35 am incl 5-sec open & close plus 1 1-min spot:	575	550	525
4/3 rotation	575	550	525

AM/PM ROTATING SPORTS BREAKS			
M-S 7:30 am-5:30 pm incl 5-sec open, plus 1 1-min spot	450	425	400
3/3 rotation	450	425	400
AM SPORTS BREAKS			
M-S 6:30 am	450	425	400
M,W,F,T, Th, Sat rotation	450	425	400
PM SPORTS BREAK			
M-S 4:30 pm	350	325	300
M,W,F,T, Th, Sat rotation	350	325	300

WJZZ (FM)

1960
DETROIT

Media Code 4 223 2583 7.00 Mid 011133-000
Bell Broadcasting Co., Inc.
2994 E. Grand Blvd., Detroit, MI 48202. Phone 313-871-0590.

2. REPRESENTATIVES

Weiss & Powell, Inc.
1 min rate 1x: 90.00.

WKSG (FM)

(formerly WLBS (FM))
1978

(This is a paid duplicate of the listing under Detroit Urban Area, Michigan.)

Media Code 4 223 3288 2.00 Mid 011153-000
Inner City Broadcasting Corp. of Michigan
Radio Dr., Mt. Clemens, MI 48043. Phone 313-792-6600.

PROGRAMMING DESCRIPTION
WKSG (FM): MUSIC: Adult Rock, Solid Gold. Rec'd 11/19/84.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Joe D. Buys.
General Sales Manager—Richard J. Desautel.
Program Director—Sergio Jean.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 60k, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Affiliated with NBC-The Source.
Prod. Services: 80, 81.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

No 1 Eff 11/9/84—Rec'd 11/19/84.
AAA—Mon thru Sun 3-7 pm; Mon thru Fri 6-10 am; Sat/Sun 10 am-3 pm.

AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat/Sun 6-10 am.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I	110	88	100	80	50	40
II	100	80	90	72	45	36
III	90	72	80	64	40	32
IV	80	64	70	56	35	28
V	70	56	60	48	30	24

(D)



WLLZ (FM)

1962
DETROIT



A Doubleday Station

M^cGAVREN GUILD RADIO



Media Code 4 223 2641 3.00 Mid 011136-000
Doubleday Broadcasting Co., Inc.
31555 14 Mile Rd., Suite 102, Farmington Hills, MI 48018.
Phone 313-855-5100, TWX, 810-221-6130.

PROGRAMMING DESCRIPTION
WLLZ (FM): Targeted to teen & adult 18-34. MUSIC: album oriented rock, mass appeal contemporary, consisting of approximately 75% album cuts & 25% single. AIR PERSONALITIES. NEWS: AM drive. COMMERCIAL POLICY: maximum 8 min per hr. Contact Representative for further information. Rec'd 7/23/80.

1. PERSONNEL

President—Gary Stevens.
General Manager—Michael P. Solan.
General Sales Manager—Joseph K. Bacarella.

2. REPRESENTATIVES

McGavren Guild Radio.
Toronto-Tels Broadcasting Ltd.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

WLQV

1925
DETROIT



Media Code 4 223 2670 2.00 Mid 011137-000
Gannett Co., Inc.
15401 W. Ten Mile Rd., Detroit, MI 48237. Phone 313-967-1515.
Rates have been temporarily withdrawn by station.

MICHIGAN

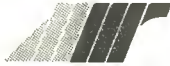
Detroit—cont

WMJC (FM)

1958
BIRMINGHAM



A Greater Media Station



MAJOR MARKET RADIO SALES



NRBA

(This is a paid duplicate of the listing under Detroit Urban Area, Michigan.)

Media Code 4 223 3292 4.00 Mid 011154-000
Greater Michigan Radio, Inc.
One Radio Plaza, Detroit, MI 48220. Phone 313-398-7600, TWX, 810-232-1608.

PROGRAMMING DESCRIPTION
WMJC (FM): Contemporary. COMMERCIAL POLICY: 12 units maximum per hour. Contact Representative for further details. Rec'd 4/7/80.

- PERSONNEL**
General Manager—Dick Yankus.
General Sales Manager—Don Hamlin.
Program Director—Ken Scott.
- REPRESENTATIVES**
Major Market Radio Sales.
Greater Media Inc.
- FACILITIES**
ERP 10,000 w.; 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb. Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: WHND, Monroe.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WMUZ (FM)

1959
DETROIT

Media Code 4 223 2700 7.00 Mid 011138-000
Crawford Broadcasting Co.
12300 Radio Place, Detroit, MI 48228. Phone 313-272-3434.
1 min rate 1x: 49.00.

WNIC-FM

1950
DEARBORN
WNIC

1949
DEARBORN



M'GAVREN GUILD RADIO

(This is a paid duplicate of the listing under Detroit Urban Area, Michigan.)

Media Code 4 223 3301 3.00 Mid 011156-000
Renaissance Communications, Inc., a division of Josephson Communications, Inc.
15001 Michigan Ave., Box 1310, Dearborn, MI 48126.
Phone 313-846-8500.

PROGRAMMING DESCRIPTION
WNIC-FM, WNIC: MUSIC: Adult contemporary presented in uninterrupted segments by live AIR PERSONALITIES. NEWS: news & traffic reports during drive times. SPORTS: at 7:55 am. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Edward K. Christian.
Vice-Pres. & Dir./Sls.—Lorraine Golden.
Local Sales Manager—Mary Bennett.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
5,000 w.; 1310 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
Simulcast 6-10 am & 3-7 pm.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20a, 20b, 24a, 24c, 28c.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60c, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WOMC (FM)

FM 104/WOMC

1948
DETROIT



Katz Radio



A Metromedia Station

Media Code 4 223 2820 3.00 Mid 011140-000
Metromedia Stereo, Division of Metromedia, Inc.
2201 Woodward Heights, Detroit, MI 48220. Phone 313-546-9600.

PROGRAMMING DESCRIPTION
WOMC (FM): MUSIC: Adult Contemporary. Live AIR PERSONALITIES. NEWS & weather at :60 & :30 in AM drive. PM drive news & weather at :60. FEATURES: seasonal boaters' forecasts, traffic reports, stock reports. COMMERCIAL POLICY: 9-min. per hour. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Elaine R. Baker.
Gen'l/Natl Sales Mgr.—Carl Kitts.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 190,000 w. (horiz.), 190,000 w. (vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 416 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. J Eff 4/30/84—Rec'd 10/24/84.
AAA—Mon thru Sat 5:30 am-3 pm.
AA—Mon thru Sat 3-8 pm.
A—Sun 6:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

- SPOT ANNOUNCEMENTS**

	AAA	AA	A	B	C
1 min	250	210	185	100	30
30 sec	210	180	155	85	25
10 sec: 50% of 1-min.					

WQBH

1941
DETROIT

Media Code 4 223 2850 0.00 Mid 011139-000
TXZ, Inc., dba Detroit Broadcasting, Inc.
2056 CNB Bldg., Detroit, MI 48226. Phone 313-965-4500.

PROGRAMMING DESCRIPTION
WQBH: Black oriented magazine format with emphasis on information, news & community events. MUSIC: Adult Contemporary incl Blues & Gospel. NEWS: community oriented 6 am-6 pm; special AM/PM newscasts with stock report & financial news. FEATURES: emphasis on sports throughout day; religious programming Sun incl AM Church Magazine with Mayor Coleman A. Young & Erma Henderson. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
President—Harvey Deutch.
Vice-Pres. & Prog. Dir.—Martha Jean Steinberg.
Sales Manager—Norman Miller.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**

WER	1 min	30 sec	15 sec
6 ti	18	6	12
12 ti	18	6	12
18 ti	18	6	12
24 ti	18	6	12
30 ti	18	6	12
36 ti	18	6	12
42 ti	18	6	12
48 ti	18	6	12
54 ti	18	6	12
60 ti	18	6	12
66 ti	18	6	12
72 ti	18	6	12
78 ti	18	6	12
84 ti	18	6	12
90 ti	18	6	12
96 ti	18	6	12
102 ti	18	6	12
108 ti	18	6	12
114 ti	18	6	12
120 ti	18	6	12
126 ti	18	6	12
132 ti	18	6	12
138 ti	18	6	12
144 ti	18	6	12
150 ti	18	6	12
156 ti	18	6	12
162 ti	18	6	12
168 ti	18	6	12
174 ti	18	6	12
180 ti	18	6	12
186 ti	18	6	12
192 ti	18	6	12
198 ti	18	6	12
204 ti	18	6	12
210 ti	18	6	12
216 ti	18	6	12
222 ti	18	6	12
228 ti	18	6	12
234 ti	18	6	12
240 ti	18	6	12
246 ti	18	6	12
252 ti	18	6	12
258 ti	18	6	12
264 ti	18	6	12
270 ti	18	6	12
276 ti	18	6	12
282 ti	18	6	12
288 ti	18	6	12
294 ti	18	6	12
300 ti	18	6	12
306 ti	18	6	12
312 ti	18	6	12
318 ti	18	6	12
324 ti	18	6	12
330 ti	18	6	12
336 ti	18	6	12
342 ti	18	6	12
348 ti	18	6	12
354 ti	18	6	12
360 ti	18	6	12
366 ti	18	6	12
372 ti	18	6	12
378 ti	18	6	12
384 ti	18	6	12
390 ti	18	6	12
396 ti	18	6	12
402 ti	18	6	12
408 ti	18	6	12
414 ti	18	6	12
420 ti	18	6	12
426 ti	18	6	12
432 ti	18	6	12
438 ti	18	6	12
444 ti	18	6	12
450 ti	18	6	12
456 ti	18	6	12
462 ti	18	6	12
468 ti	18	6	12
474 ti	18	6	12
480 ti	18	6	12
486 ti	18	6	12
492 ti	18	6	12
498 ti	18	6	12
504 ti	18	6	12
510 ti	18	6	12
516 ti	18	6	12
522 ti	18	6	12
528 ti	18	6	12
534 ti	18	6	12
540 ti	18	6	12
546 ti	18	6	12
552 ti	18	6	12
558 ti	18	6	12
564 ti	18	6	12
570 ti	18	6	12
576 ti	18	6	12
582 ti	18	6	12
588 ti	18	6	12
594 ti	18	6	12
600 ti	18	6	12
606 ti	18	6	12
612 ti	18	6	12
618 ti	18	6	12
624 ti	18	6	12
630 ti	18	6	12
636 ti	18	6	12
642 ti	18	6	12
648 ti	18	6	12
654 ti	18	6	12
660 ti	18	6	12
666 ti	18	6	12
672 ti	18	6	12
678 ti	18	6	12
684 ti	18	6	12
690 ti	18	6	12
696 ti	18	6	12
702 ti	18	6	12
708 ti	18	6	12
714 ti	18	6	12
720 ti	18	6	12
726 ti	18	6	12
732 ti	18	6	12
738 ti	18	6	12
744 ti	18	6	12
750 ti	18	6	12
756 ti	18	6	12
762 ti	18	6	12
768 ti	18	6	12
774 ti	18	6	12
780 ti	18	6	12
786 ti	18	6	12
792 ti	18	6	12
798 ti	18	6	12
804 ti	18	6	12
810 ti	18	6	12
816 ti	18	6	12
822 ti	18	6	12
828 ti	18	6	12
834 ti	18	6	12
840 ti	18	6	12
846 ti	18	6	12
852 ti	18	6	12
858 ti	18	6	12
864 ti	18	6	12
870 ti	18	6	12
876 ti	18	6	12
882 ti	18	6	12
888 ti	18	6	12
894 ti	18	6	12
900 ti	18	6	12
906 ti	18	6	12
912 ti	18	6	12
918 ti	18	6	12
924 ti	18	6	12
930 ti	18	6	12
936 ti	18	6	12
942 ti	18	6	12
948 ti	18	6	12
954 ti	18	6	12
960 ti	18	6	12
966 ti	18	6	12
972 ti	18	6	12
978 ti	18	6	12
984 ti	18	6	12
990 ti	18	6	12
996 ti	18	6	12
1002 ti	18	6	12
1008 ti	18	6	12
1014 ti	18	6	12
1020 ti	18	6	12
1026 ti	18	6	12
1032 ti	18	6	12
1038 ti	18	6	12
1044 ti	18	6	12
1050 ti	18	6	12
1056 ti	18	6	12
1062 ti	18	6	12
1068 ti	18	6	12
1074 ti	18	6	12
1080 ti	18	6	12
1086 ti	18	6	12
1092 ti	18	6	12
1098 ti	18	6	12
1104 ti	18	6	12
1110 ti	18	6	12
1116 ti			

6. SPOT ANNOUNCEMENTS

GRID	12 TI			30 sec		
	AAA	AA	A	AAA	AA	A
I	150	140	130	120	112	104
II	140	130	120	112	104	96
III	130	120	110	104	96	88
IV	115	105	95	92	84	76
V	100	90	80	80	72	64

10 Sec: 60% of 1-min.

(A)

WXYZ

(formerly WXYZ)
1925
DETROIT

Media Code 4 223 3000 1.00 Mid 011147-000

Fritz Broadcasting, Inc.
20777 W. Ten Mile Rd., Box 789, Southfield, MI 48037.
Phone 313-827-1270, TWX, 810-357-4605.

PROGRAMMING DESCRIPTION
WXYZ: Programmed for adults 25-54. NEWS/TALK: personalities, entertainment, 4 1/2 hr AM news block 5:30-10 am w/local, nat'l, network news, sports, financial & commentary plus traffic & weather updates; topical tele/talk 20 hrs/day. Contact Representative for further details. Rec'd 3/23/84.

- PERSONNEL**
President—Charles D. Fritz.
General Sales Manager—Jock Fritz.
Operations Manager—John E. Harper.
Marketing Manager—Phil Dick.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
5,000 w.; 1270 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; gross billings less applicable discounts.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: *10i, 11i, 12i, 13i, 14i, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25b, 28b, 29a, 30, 33d.
Contracts: 40b, 41, 42a, 42c, 44a, 45, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i, 62b.
Cancellation: 70d, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
(* Minimum of 6 1-minute or 30-second spots per week.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

Detroit Urban Area

CFXX (FM)

1982
WINDSOR, CN

(This is a paid listing.)

Media Code 4 223 3030 8.00 Mid 017690-000

CFXX Sales
Business Office: 26400 Lahser Rd., Box 282,
Southfield, MI 48037. Phone 313-353-6200., TWX, 810-
224-4968.

- PERSONNEL**
Senior Vice-President—Gary Mercer.
General Sales Manager—Phil Dick.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 15c.
Basic Rates: 20a, 22a, 22b, 23a, 26.
Contracts: 40a, 41, 42c, 46.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
AM facilities: CKLW.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SO) (D)

CKLW

1932
WINDSOR, CN



Christal Radio

NRBA

(This is a paid listing.)

Media Code 4 223 3060 5.00 Mid 011148-000
CKLW Radio Sales, Inc.
26400 Lahser Rd., Box 282, Southfield, MI 48037. Phone
313-353-6200, TWX, 810-224-4966.

PROGRAMMING DESCRIPTION
CKLW: Programmed for adults 25-54. MUSIC: Adult con-
temporary; popular current & past hits. 8 AIR PER-
SONALITIES. NEWS: 6 am-midnight M-Sun. SPORTS: at
:10 & :38 6-10 am & 3-6 pm M-F. Contact Representative
for further details. Rec'd 3/26/84.

- PERSONNEL**
Senior Vice President—Gary Mercer.
Sales Manager—Phil Dick.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w.; 800 khz. International clear channel.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 15c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 41, 42c, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 73b.
FM facilities: CFXX (FM).
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SO) (D)

WCAR

1963
LIVONIA

Ethnic/Talk/Religion

Media Code 4 223 3150 4.00 Mid 011150-000
Wolpin Broadcasting Co.
32500 Parklane, Garden City, MI 48135. Phone 313-525-
1111.

PROGRAMMING DESCRIPTION
WCAR: Ethnic music & information programs 3-9 pm M-F,
most in foreign language (Polish, Spanish, Italian,
German, etc.). Talk/information 9 am-3 pm M-F featuring
local personalities who host telephone participations
shows. RELIGION: 9 pm-sign-off gospel music & religious
programs. Rec'd 7/17/80.

- PERSONNEL**
General Manager—Jack Bailey.
General Sales Manager—Mike Borkowski.
Program Director—David Wallace Johnson.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
250 w. days, 500 w. nights; 1090 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 16.
Basic Rates: 20a, 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c,
25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48,
49, 51b.
Cancellation: *70a.
Prod. Services: 80, 81, 82.
(* Applies to spots also.

TIME RATES

No. 41 Eff 4/1/80—Rec'd 7/14/80.

- SPOT ANNOUNCEMENTS**
PER WK: 1 1 6 12 12 PER WK: 1 1 6 12 12
PER YR: 50x 300x 500x PER YR: 50x 300x 500x
1 min 29 27 25 10 sec 15 14 13
30 sec 23 22 20
- PROGRAM TIME RATES**
Mon-Fri 8 am-5 pm 150 1/2 thr 1/4 hr
Sat & Sun 8 am-5 pm 200
Mon-Sun 6-8 am & 5-9 pm (*)
Mon-Sun 9 pm-6 am (Religious) 100 65 35
(* Varies from 105.00 to 180.00.

WCHB

1955
INKSTER

Media Code 4 223 3180 1.00 Mid 011151-000
Bell Broadcasting Company
32790 Henry Ruff Rd., Inkster, MI 48141. Phone 313-278-
1440.

Detroit office:
2994 E. Grand Blvd., Detroit, MI 48202. Phone 313-871-
0590.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 70.00.

WEXL

1923
ROYAL OAK

Media Code 4 223 3240 3.00 Mid 011152-000
WEXL Radio
317 E. 11 Mile Rd., Royal Oak, MI 48067. Phone 313-
544-2200.
1 min rate 1x: 15.00.

WHND

1956
MONROE



Greater Media Station

MAJOR MARKET RADIO SALES

(This is a paid duplicate of the listing under Monroe, Michigan.)

Media Code 4 223 7380 3.00 Mid 011257-000
WOTE Broadcasting, Inc.
One Radio Plaza, Detroit, MI 48220. Phone 313-398-
7600, TWX, 810-232-1608.

PROGRAMMING DESCRIPTION
WHND: MUSIC: Classic gold, all million selling hits.
COMMERCIAL POLICY: 14 units maximum. Contact
Representative for further details. Rec'd 4/7/80.

- PERSONNEL**
General Manager—Dick Yankus.
General Sales Manager—Don Hamlin.
Program Director—Richard Haase.
- REPRESENTATIVES**
Major Market Radio Sales.
Greater Media, Inc.
- FACILITIES**
500 w. days; 560 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c,
29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
51c.
Comb.: Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WMJC (FM), Birmingham.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

WKSG (FM)

(formerly WLBS (FM))
1978
MOUNT CLEMENS

Media Code 4 223 3288 2.00 Mid 011153-000
Inner City Broadcasting Corp. of Michigan
Radio Dr., Mt. Clemens, MI 48043. Phone 313-792-6600.

PROGRAMMING DESCRIPTION
WKSG (FM): MUSIC: Adult Rock, Solid Gold. Rec'd 11/
19/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Joe D. Buys.
General Sales Manager—Richard J. Desautel.
Program Director—Sergio Dean.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c,
25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 60k, 61a,
61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Affiliated with NBC-The Source.
Prod. Services: 80, 81.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

No 1 Eff 11/9/84—Rec'd 11/19/84.
AAA—Mon thru Sun 3-7 pm; Mon thru Fri 6-10 am; Sat/
Sun 10 am-3 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3
pm; Sat/Sun 6-10 am.
A—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**
GRID: 1 min 30 sec 1 min 30 sec 1 min 30 sec
I 110 88 100 90 50 40
II 100 80 90 72 45 36
III 90 72 80 64 40 32
IV 80 64 70 56 35 28
V 70 56 60 48 30 24

(D)

WMJC (FM)

1958
BIRMINGHAM



Greater Media Station



MAJOR MARKET RADIO SALES



Media Code 4 223 3292 4.00 Mid 011154-000
Greater Michigan Radio, Inc.
One Radio Plaza, Detroit, MI 48220. Phone 313-398-
7600, TWX, 810-232-1608.

PROGRAMMING DESCRIPTION
WMJC (FM): Contemporary. COMMERCIAL POLICY: 12
units maximum per hour. Contact Representative for
further details. Rec'd 4/7/80.

- PERSONNEL**
General Manager—Dick Yankus.
General Sales Manager—Don Hamlin.
Program Director—Ken Scott.
- REPRESENTATIVES**
Major Market Radio Sales.
Greater Media, Inc.
- FACILITIES**
ERP 10,000 w.; 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c,
29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
51c.
Comb. Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: WHND, Monroe.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

WNIC-FM

1950
DEARBORN

WNIC

1949
DEARBORN

Media Code 4 223 3301 3.00 Mid 011156-000
Renaissance Communications, Inc., a division of
Josephson Communications, Inc.
15001 Michigan Ave., Box 1310, Dearborn, MI 48126.
Phone 313-846-8500.

PROGRAMMING DESCRIPTION
WNIC-FM, WNIC: MUSIC: Adult contemporary presented in
uninterrupted segments by live AIR PERSONALITIES.
NEWS: news & traffic reports during drive times.
SPORTS: at 7:55 am. Contact Representative for further
details. Rec'd 6/28/82.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Edward K. Christian.
Vice-Pres. & Dir./Sls—Lorraine Golden.
Local Sales Manager—Mary Bennett.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
5,000 w.: 1310 khz. Directional—separate patterns day
and night.
Operating schedule: 24 hours daily. EST.
Simulcast 6-10 am & 3-7 pm.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20a, 20b, 24a, 24c, 28c.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.: Cont. Discounts: 60c, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

WPON

1954
PONTIAC



Media Code 4 223 3360 8.00 Mid 011157-000
Foreign Radio Programs, Inc.
1011 W. Huron, Pontiac, MI 48053. Phone 313-681-5000.
1 min rate 1x: 40.00.

MICHIGAN

Detroit Urban Area—cont

WWHK

1957
MOUNT CLEMENS

Media Code 4 223 3450 8.00 Mid 011149-000
Radcomm, Inc.
Box 489, Gratiot Ave., at Metropolitan Beach Pkwy., Mt. Clemens, MI 48043. Phone 313-791-1430.
1 min rate 1x: 26.00.

Dimondale

Eaton County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WXLA

1982
DIMONDALE

Mid 028183-000
See SRDS Spot Radio Small Markets Edition.

Dowagiac

Cass County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

WDOW

1960
DOWAGIAC

WDOW-FM

1971
DOWAGIAC

Media Code 4 223 3540 6.00 Mid 011158-000
Dowagiac Broadcasting Co., Inc.
Marcellus Hwy., Box 150, Dowagiac, MI 49047. Phone 616-782-5106.

- PERSONNEL**
General Manager—Richard L. Hedges.
- REPRESENTATIVES**
Detroit—Michigan Spot Sales.
- FACILITIES**
1000 w.; 1440 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: Michigan Farm Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 3/1/84—Rec'd 2/22/84.

WK:	1 min				30 sec			
	6 ti	12 ti	18 ti	24+	6 ti	12 ti	18 ti	24+
1 wk	8.50	8.25	8.00	7.75	7.50	7.25	7.00	6.75
13 wk	8.25	8.00	7.75	7.50	7.25	7.00	6.75	6.50
26 wk	8.00	7.75	7.50	7.25	7.00	6.75	6.50	6.25
52 wk	6.75	6.50	6.25	6.00	5.75	5.50	5.25	5.00

Ea	5 min		1/4 hr		1/2 hr		1 hr	
	11	26	42	70	11	26	42	70
FM only: Deduct 25% from the above rate.								

(SMD)

East Lansing

Ingham County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

See Lansing
(including East Lansing)

Escanaba

Delta County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WBDN

1958
ESCANABA

Mid 011159-000
See SRDS Spot Radio Small Markets Edition.

WBDC

1941
ESCANABA

Mid 011160-000
See SRDS Spot Radio Small Markets Edition.

WGLQ (FM)

1976
ESCANABA

NRBA

Media Code 4 223 3615 6.00 Mid 011162-000
Northcast Media Group, Inc.
816 Ludington St., Box 532, Escanaba, MI 49829. Phone 906-789-9700.
Other Office: 100 N. Front St., Box 1153, Marquette, MI 49855. Phone 906-228-9700.
Other Office: 428 Stephenson, Ste. 201, Iron Mountain, MI 49801. Phone 906-774-9736.

PROGRAMMING DESCRIPTION

WGLO (FM): Programmed for adults & young adults. MUSIC: adult contemporary, live AIR PERSONALITIES. NEWS: 2-person fulltime staff plus news stringers throughout; UPI, network, weather wire. COMMERCIAL POLICY: 4 stop sets per hr, 14 units/8 min per hr max. Contact Representative for further details. Rec'd 7/14/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Rick Duerson.
General Sales Manager—Dan Olsen.
Station Manager—Jeff Gerber.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w.; 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,066 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 7/14/82.

CUMULATIVE:	30 SECONDS		
	150x	300x	450x
PER MO:	40 ti	60 ti	30 ti
PER WK:	6 ti	12 ti	18 ti
Grid A	18	16	14
Grid B	16	14	12
Grid C	14	12	10

1 min, extra 4.00.

(SMD) (D)

WYKX (FM)

1977
ESCANABA



Masla Radio

Media Code 4 223 3622 2.00 Mid 011161-000
Delta Broadcasting Co.
606 Ludington St., Escanaba, MI 49829. Phone 906-786-3800.

PROGRAMMING DESCRIPTION

WYKX (FM): Target audience 25-54. MUSIC: Country. NEWS: network h'ry; local newscasts at 7, 8, 10 am, noon, 3, 5, & 6 pm. SPORTS: local. FARM: news. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
Operations Manager—Don Raymond.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mhz. Stereo.
Operating schedule: 5-11 pm. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WDBC.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

Flint

Genessee County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WCRZ (FM)

1962
FLINT



Media Code 4 223 3686 7.00 Mid 011166-000
WCRZ, Inc.
G-3338 E. Bristol Rd., Box 1080, Flint, MI 48501. Phone 313-743-1080.

- REPRESENTATIVES**
Katz Radio.
1 min rate 1x: 57.00.

WDZZ-FM

1979
FLINT



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 223 3750 1.00 Mid 011163-000
Flint Metro Mass Media
One E. First St., Flint, MI 48502. Phone 313-767-0130.

PROGRAMMING DESCRIPTION

WDZZ-FM: Contemporary/urban. NEWS: H'ry local newscasts. COMMERCIAL POLICY: maximum of 12 units per hr. Contact Representative for further details. Rec'd 6/1/84.

- PERSONNEL**
Pres & Gen'l Mgr.—Vernon Merritt, Jr.
General Sales Manager—Jack Lich.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4d, 6a, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 25a, 29a.
Contracts: 40b, 41, 42a, 45, 46, 47e, 49.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70c, 72.
Prod. Services: 81, 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFDF

1922
FLINT



BLAIR RADIO

Media Code 4 223 3780 8.00 Mid 011164-000
WFDF Corp.
100 Phoenix Bldg. Saginaw & Fourth Sts., Flint, MI 48502.
Phone 313-238-7300.

- PERSONNEL**
General Manager—Marvin Levey.
Sales Manager—Lou Skelly.
- REPRESENTATIVES**
Blair Radio.
Canada—Tele-Capital/Unicom Ltd.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 910 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFLT

1955
FLINT

Media Code 4 223 3810 3.00 Mid 011165-000
WAMM, Inc.
317 S. Avenir, Flint, MI 48506. Phone 313-239-5733.

- REPRESENTATIVES**
P/W Radio Representatives.
Michigan Spot Sales.
Rates have been temporarily withdrawn by station.

WGER (FM)

1961
BAY CITY

Mid 011105-000
See listing under city of license.

WGMZ

1946
FLINT



McGAVREN GUILD RADIO

Media Code 4 223 3855 8.00 Mid 011168-000
Gencorn Corp.
3217 Lapeer Rd., Flint, MI 48503. Phone 313-744-1570.

PROGRAMMING DESCRIPTION

WGMZ: Easy Listening format. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
President—Frazier Reams, Jr.
Vice-Pres. & Gen'l Mgr.—Ron Shannon.
Exec. Vice-Pres. & Chief Exec. Officer—Peter C. Cavanaugh.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days; 1570 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WWCK.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKCC (FM)

1947
SAGINAW

Mid 011283-000

See listing under city of license.

WKMF

1953
FLINT



Media Code 4 223 3900 2.00 Mid 011167-000
WKMF, Inc.
G-3338 E. Bristol Rd., Box 1470, Flint, MI 48501. Phone 313-742-1470.

- REPRESENTATIVES**
Katz Radio.
1 min rate 1x: 57.00.

WTAC

1946
FLINT



Torbet Radio



Media Code 4 223 4020 8.00 Mid 011169-000
Fugua Communications, Inc.
G-6171 S. Center Rd., Grand Blanc, MI 48439. Phone 313-694-4146.

Mailing Address: Box 600, Flint, MI 48501.
PROGRAMMING DESCRIPTION
WTAC: Programmed to contemporary country adults & young adults. MUSIC: current country hits past 6 months, plus top 10 past country oldies. All live PERSONALITIES. TALK: 9-11 am M-F with commentator, open lines, selected topics & guest. NEWS: Emphasis on local & reg'l; UPI news service & network. Contact Representative for further details. Rec'd 8/7/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ray H. Nelson.
Program Director—Jim Kramer.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 600 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net charges for time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 4a, 4d, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATES

No. 3 Eff 3/15/84—Rec'd 4/18/84.

	1	2	3	4	5	6
AM Drive—Mon thru Sat 5-10 am.						
Midday—Mon thru Sat 10 am-3 pm.						
PM Drive—Mon thru Sat 3-7 pm.						
Eve—Mon thru Sat 7 pm-midnight.						
Sun—All day.						

- SPOT ANNOUNCEMENTS**

GRID, 1 MIN:	1	2	3	4	5	6
AMD	34	32	30	28	26	24
MD	29	27	25	23	21	19
PMD	31	29	27	25	23	21
Eve	16	14	12	10	10	10
Sun	20	18	16	14	14	14

WTRX
1947
FLINT



Christal Radio



Media Code 4 223 4080 2.00 Mid 011170-000
Getz Communications, Inc.
Box 1330, G-3076 E. Bristol Rd., Flint, MI 48501. Phone
313-743-1150.

PROGRAMMING DESCRIPTION

WTRX: Adult contemporary targeted for 25-49. AIR PERSONALITIES handle all music segments. MUSIC: mix of current hits & oldies. Frequent news & sports reports in drive times. Hourly news in all other day-parts. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lawrence D. Getz.
Sales Manager—Ron Steinman.
- REPRESENTATIVES**
Christal Radio
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1330 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 3/1/84.
AAA—Mon thru Fri 5-10 am, Sun 9 am-1 pm.
AA—Mon thru Sat 3-7 pm, Sat 5 am-3 pm.
A—Mon thru Fri 10 am-3 pm.
EVE—Mon thru Sat 7 pm-midnight.
SUN—1 pm-midnight.

GRID:	1 MINUTE			
	AAA	AA	A	EVE SUN
I	55	49	45	29
II	53	47	43	27
III	51	45	41	25
IV	49	43	39	32
V	42	36	32	20

30 sec: 80% of 1-min.



Michigan's #1 Rated
Album Rock
Radio Station
with an
18.1 Share #1

Total Listeners 12+
Both MSA & TSA*

America's Only Five Time
Billboard Magazine Award Winner ('82-'83)

*Source: ARB Spring '84, AQH, 2a-Mid

WWCK (FM)

1964
FLINT



McGAVREN GUILD RADIO



Media Code 4 223 4110 7.00 Mid 011171-000
Gencorn Corp.
3217 Lapeer Rd., Flint, MI 48503. Phone 313-744-1570.
PROGRAMMING DESCRIPTION
WWCK (FM): MUSIC: superstars contemporary rock.
Contact Representative for further details. Rec'd 1/4/82.

- PERSONNEL**
President—Frazier Reams, Jr.
Vice-Pres. & Gen'l Mgr.—Ron Shannon.
Exec. Vice-Pres. & Chief Exec. Officer—Peter C. Kavanaugh.
 - REPRESENTATIVES**
McGavren Guild Radio.
 - FACILITIES**
ERP 2,350 w. (horiz.), 2,350 w. (vert.); 105.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 364 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WGMZ.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by the station. (A)

Frankenmuth

Saginaw County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WKNX



1947
FRANKENMUTH



Media Code 4 223 4117 2.00 Mid 011284-000
Radio.com Ltd.
306 W. Genesee, Frankenmuth, MI 48734. Phone 517-652-3265.

PROGRAMMING DESCRIPTION

WKNX: Programming Oldies; hit songs of 55-78. NEWS: 15%, 10 min before each hr incl network reports; heavy local & state; AP & weather; marine weather hrlly May thru Sept. FARM: cash grain prices M-F 7:10 am-4:10 pm; Andersons 11:10 am; grain close M-F 4:30 pm. PERSONALITIES 6-10 am, 10 am-2 pm & 2-6 pm. FEATURES: for Black community 7:30-8:30 am Sun; Spanish Sat 7-9 am & Sun 1 pm-signoff; Mary Herzog Polka Show 9 am-noon Sat; & 5-6 pm M-F. RELIGION: & disussion 7:15 am-noon Sun. Contact Representative for further details. Rec'd 1/20/85.

- PERSONNEL**
President—Robert Dana MacVay.
Exec. Vice-Pres. & Gen'l Mgr.—Robert G. Dyer.
Station Manager—Ric Allen.
- REPRESENTATIVES**
Patt Media Sales
- FACILITIES**
10,000 w. days; 1210 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60f, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

Eff 8/1/83—Rec'd 1/26/84.

30 sec	250x 200x 150x 100x 50x			
	6.00	7.00	7.50	8.00 8.50
1 min, extra 2.00.				

(SMD)

Frankfort

Benzie County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WBNZ (FM)

1978
FRANKFORT

Mid 011172-000

See SRDS Spot Radio Small Markets Edition.

Fremont

Newaygo County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WSHN

1961
FREMONT

WSHN-FM

1971
FREMONT

Mid 011173-000

See SRDS Spot Radio Small Markets Edition.

Gaylord

Otsego County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WWRM (FM)

1972
GAYLORD

Mid 011175-000

See SRDS Spot Radio Small Markets Edition.

WZXM

1950
GAYLORD

Mid 011174-000

See SRDS Spot Radio Small Markets Edition.

WZXM-FM

1984
GAYLORD

Mid 033114-000

See SRDS Spot Radio Small Markets Edition.

Gladwin

Gladwin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WGMM (FM)

1978
GLADWIN

Mid 011176-000

See SRDS Spot Radio Small Markets Edition.

WJEB

1974
GLADWIN

Mid 011177-000

See SRDS Spot Radio Small Markets Edition.

Grand Haven

Ottawa County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WGHN

1956
GRAND HAVEN

Mid 011179-000

See SRDS Spot Radio Small Markets Edition.

WGHN-FM

1969
GRAND HAVEN

Mid 011178-000

See SRDS Spot Radio Small Markets Edition.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Grand Rapids

(including Kentwood, Wyoming)

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCUZ

1945
GRAND RAPIDS
WCUZ-FM
1965
GRAND RAPIDS



Christal Radio



Media Code 4 223 4340 0.00 Mid 011180-000
Pathfinder Communications Corp.
1 McKay Tower, Grand Rapids, MI 49503. Phone 616-451-2551.

PROGRAMMING DESCRIPTION

WCUZ/WCUZ-FM: Programmed for adults 25-54. MUSIC: Simulcast 5:30-10 am. Modern country presented by air personalities, with drive time news, sports, weather & information. AM/FM parallel programmed 10 am-5:30 am; AM maintains informational content, modern country, Paul Harvey on AM & FM. SPORTS: Detroit Tigers, Red Wings, Pistons, college football, local football & basketball; SportsCall, sports talk show. FM features news, sports, weather, with emphasis on contemporary country music. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
President—John F. Dille, III.
Vice-Pres./Gen'l Mgr.—Ronald J. Dykstra.
General Sales Manager—A. Michael Gordon.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
ERP 50,000 w. (horiz.), 50,000 w. (vert.), 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft. above average terrain.
Simulcast 5:30-10 am.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11i, 12i, 13i, 14c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 28b, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC.

TIME RATES

Eff—Rec'd 4/29/84.

PER WK:	GRID—1 MINUTE					
	AAA	AA	A	B	AA	A B
1 ti	150	148	146	131	120	118 116 101
12 ti	148	146	144	129	118	116 114 99
18 ti	146	144	142	127	116	114 112 97
24 ti	144	142	140	125	114	112 110 95
30 SECONDS						
1 ti	134	132	130	115	104	102 100 85
12 ti	132	130	128	113	102	100 98 83
18 ti	130	128	126	111	100	98 96 81
24 ti	128	126	124	109	98	96 94 79

AM/FM only: Deduct 5% from applicable rates above.

(A)

MICHIGAN

Grand Rapids—cont

WFUR
1947
GRAND RAPIDS

Inspirational Music



Media Code 4 223 4380 6.00 Mid 011182-000
The Furniture City Broadcasting Corp.
Box 1808, Grand Rapids, MI 49501. Phone 616-456-9541.

PROGRAMMING DESCRIPTION

WFUR: Programmed for adults. Format is inspirational music & some speaking programs. Contact Representative for further details. Rec'd 5/10/79.

- PERSONNEL**
Pres., Gen'l & Sales Mgr.—William E. Kuiper, Sr.
Operations Manager—Ronald Harper.
- REPRESENTATIVES**
Patt Media Sales.
Call station direct.
- FACILITIES**
1,000 w. days: 1570 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 42a, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Eff 6/1/79—Rec'd 5/10/79.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 12 11 10 9
30 sec 10 9 8 7
- PROGRAM TIME RATES**
1 hr 1/2 hr 1/4 hr 5 min
1-5 ti 95 55 35 20

WFUR-FM
1960
GRAND RAPIDS

Beautiful Music



Media Code 4 223 4381 4.00 Mid 011183-000
The Furniture City Broadcasting Corp.
Box 1808, Grand Rapids, MI 49501. Phone 616-456-9541.

PROGRAMMING DESCRIPTION

WFUR-FM: Programmed for adults. MUSIC: beautiful music & current favorites appealing to adults. NEWS: 5-min at :60. Contact Representative for further details. Rec'd 8/25/82.

- PERSONNEL**
Pres., Mgr., & Sales Mgr.—William E. Kuiper, Sr.
Assistant Manager—Ronald Harper.
- REPRESENTATIVES**
Patt Media Sales.
Call station direct.
- FACILITIES**
ERP 40,000 W.; 102.9 mhz. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 42a, 46, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Eff 11/1/82—Rec'd 10/22/82.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	19	18	17	16
30 sec	16	15	14	13

WGRD-FM
1962
GRAND RAPIDS



Media Code 4 223 4440 8.00 Mid 011184-000
Regional Broadcasters of Michigan, Inc.
122 Lyon N. W., Grand Rapids, MI 49502. Phone 616-459-4111.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WJFM (FM)

1954
GRAND RAPIDS



McGAVREN GUILD RADIO



A Fetzter Station

Media Code 4 223 4560 3.00 Mid 011185-000
WJFM, Broadcast Place
280 Ann St. N. W., Grand Rapids, MI 49504. Phone 616-363-7701.

PROGRAMMING DESCRIPTION

WJFM (FM): Adult Contemporary hits, targeted for 18-49. NEWS: local M-Sat 6, 7, 8 am; M-Fri 4, 5 & 6 pm. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 12/27/84.

1. PERSONNEL

President—Carl E. Lee.
Station Manager—David M. Myers.
Local Sales Manager—Jon Olsen.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 320,000 w. (horiz.), 320,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 780 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60h, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Combinable with WKJF-FM, WKJF, Cadillac & WKZO, Kalamazoo for frequency discount.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 7/1/83—Rec'd 7/28/83.
AA—Mon thru Sat 5:30 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 9 am-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA		I	tt	III	IV	V
GRID:		55	50	45	40	35
1 min		51	46	41	36	31
30 sec						
CLASS A		45	40	35	30	25
1 min		40	35	30	25	20
30 sec						

(A)

WKWQ (FM)



1961
HOLLAND

EASTMAN RADIO, INC.



(This is a paid duplicate of the listing under Holland, Michigan.)

Media Code 4 223 5265 8.00 Mid 033034-000
Michigan Media, Inc.
60 Monroe Center NW, Grand Rapids, MI 49503. Phone 616-774-8461.
Other Office: 728 E. 8th St., Suite 2, Holland, MI 49423.
Phone 616-392-1103.

PROGRAMMING DESCRIPTION

WKLO (FM): Mass appeal for contemporary adult targeting 18-49; AIR PERSONALITIES handle all segments with audience & market involvement. MUSIC: Contemporary Hits, NEWS: 3-min breaks throughout day. COMMERCIAL POLICY: 10 units per hr; promotions designed for audience participation. Contact Representative for further details. Rec'd 2/16/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard A. Dills.
General Sales Manager—Bart Brandmiller.
Operations Manager—Jim Owen.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 23b, 28b, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (D)

WKWM
1978
KENTWOOD

Rhythm and Blues



Media Code 4 223 4590 0.00 Mid 011186-000

WKWM Radio
Box 828, Kentwood, MI 49508. Phone 616-676-1237.

PROGRAMMING DESCRIPTION

WKWM: MUSIC: Contemporary Rhythm & Blues, with Jazz featured hly, with the Blues. FEATURES: Sat syndicated 1 hr show, The Music of The City. Sun religious programming all day. NEWS: Network news & local newscasts several times daily. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

General Manager—Richard Culpepper.
Station Manager—Frank Grant.

2. REPRESENTATIVES

Patt Media Sales.

3. FACILITIES

5,000 w.; 1140 khz days. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%; payable within 10 days.

5. GENERAL ADVERTISING

See coded regulations
General: 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 20b, 21a.
Contracts: 40a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70c, 70e.
Prod. Services: 80, 82.

TIME RATES
Eff 8/1/82—Rec'd 7/26/82.

6. SPOT ANNOUNCEMENTS

SUNRISE-10 AM & 3-7 PM		12 ti	18 ti	24 ti		12 ti	18 ti	24 ti	
1 min		15	14	13	30 sec		13	12	11

7. PACKAGE PLANS

TAP:	12 ti	18 ti	24 ti	TAP:	12 ti	18 ti	24 ti
1 min	14	13	12	30 sec	12	11	10

WLAV-AM 1340
is back
playing YOUR FAVORITES!

WLAV

1940
GRAND RAPIDS



BLAIR RADIO



Media Code 4 223 4605 6.00 Mid 011191-000
Adams Radio of Grand Rapids, Inc. A Division of
Adams Communications Corp.
161 Ottawa N. W., Grand Rapids, MI 49503. Phone 616-456-5461.

PROGRAMMING DESCRIPTION

WLAV: MUSIC: Oldies. Contact Representative for further details. Rec'd 2/20/84.

1. PERSONNEL

Pres./Gen'l Mgr.—John J. Shepard.
Sales Manager—Jack Markward.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING

See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21b, 24b, 24c, 27, 28a, 29a, 33c.
Contracts: 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 71a, 72.
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (A)

WLAV-FM 97

"Super Stars Music"

WLAV-FM

1947
GRAND RAPIDS



BLAIR RADIO



Media Code 4 223 4621 3.00 Mid 011187-000
Adams Radio of Grand Rapids, Inc. A Division of
Adams Communication Corp.
161 Ottawa N. W., Grand Rapids, MI 49503. Phone 616-456-5461.

PROGRAMMING DESCRIPTION

WLAV-FM: AOR. COMMERCIAL POLICY: 8-min per hr. Contact Representative for further details. Rec'd 9/29/77.

1. PERSONNEL

Pres./Gen'l Mgr.—John J. Shepard.
Sales Manager—Dennis Lemon.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

Zero in on Western Michigan adults.

We're winning over more of Western Michigan's active adults by playing their favorite contemporary sounds with all the power of the nation's strongest FM station.

We are Western Michigan's hottest

new station for young adults 18-34.

Call your McGavren Guild Radio representative about the most talked-about new music station in Western Michigan.



A Fetzter Station
GRAND RAPIDS
AND WESTERN MICHIGAN
McGavren Guild Radio,
National Representative

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21b, 24b, 24c, 27, 28a, 29a, 33c.
Contracts: 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 71a, 72.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with ABC Rock Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WLHT (FM)

1962
GRAND RAPIDS



Media Code 4 223 4650 2.00 Mid 011193-000
WLHT, Inc.
Box 96, Grand Rapids, MI 49501. Phone 616-784-3200.

2. REPRESENTATIVES

Selcom Radio.
Rates have been temporarily withdrawn by station.

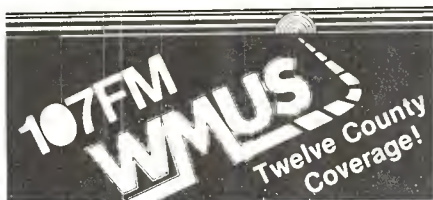
WMAX

1954
GRAND RAPIDS



Media Code 4 223 4680 9.00 Mid 011188-000
WMAX, Inc.
3250 28th St. S.E., Grand Rapids, MI 49508. Phone 616-957-0000.

Rates have been temporarily withdrawn by station.



WMUS

1947
MUSKEGON
WMUS-FM



(This is a paid duplicate of the listing under Muskegon, Michigan.)
Media Code 4 223 7740 8.00 Mid 011265-000
Greater Muskegon Broadcasters, Inc.
517 W. Giles Rd., Box 5260, Muskegon, MI 49445. Phone 616-744-1371.

PROGRAMMING DESCRIPTION

WMUS: Mass appeal programming for adults with emphasis on 25-54 target demo. MUSIC: Crossover-oriented Country (current, recurrent & gold) presented in tight, live format. NEWS: satellite delivered plus special reg'l coverage in both drives; meteorologists provide weather updates hourly. FEATURES: contests with cash prizes offered continuously. Contact Representative for further details. Rec'd 3/21/83.

1. PERSONNEL

President—R. B. Rogoski.
Vice-Pres & Gen'l Mgr.—Tim Achterhoff.
Program Director—Dan Mason.

2. REPRESENTATIVES

Masla Radio.
Detroit—Pearse Sales.

3. FACILITIES

1,000 w.; 1090 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24b, 24c, 25a.
Contracts: 40a, 46, 51a, 51b, 51c.
Cancellation: 70a, 71a.

TIME RATES

No. R-50 Eff 3/1/85—Rec'd 1/24/85.
A—6 am-7 pm.
B—7 pm-midnight & 5-6 am.
C—midnight-5 am.

6. SPOT ANNOUNCEMENTS

CLASS A
PER WK: 42+ 35 tl 28 tl 21 tl 14 tl 7 tl
1 min 24.00 25.00 26.00 27.00 28.00 29.00
30 sec 19.20 20.00 20.80 21.60 22.40 23.20
10 sec 14.40 15.00 15.60 16.20 16.80 17.40
B: Deduct 50% from Class A.
C: Deduct 75% from Class A.

BTA/ROS—5 AM-MIDNIGHT	
PER WK:	28+ 21 tl 14 tl 7 tl
1 min	22.00 23.00 24.00 25.00
30 sec	17.60 18.40 19.20 20.00
10 sec	13.20 13.80 14.40 15.00

7. PACKAGE PLANS

BULK	
PER YR:	1040x 520x 260x 156x
1 min	21.00 22.00 23.00 24.00
30 sec	16.80 17.60 18.40 19.20
10 sec	12.60 13.20 13.80 14.40

2.00 premium for non-standard spot placement.

(D) (A)



WOOD

1924
GRAND RAPIDS



Media Code 4 223 4740 1.00 Mid 011189-000
Grace Broadcasting of Grand Rapids, Inc.
180 N. Division, College Park Plaza, Grand Rapids, MI 49503. Phone 616-459-1919. TWX, 810-273-6026.

PROGRAMMING DESCRIPTION

WOOD: Programmed for mass appeal/full service/Adult Contemporary. MUSIC: emphasis on Current Hits & established hits of recent yrs with entertainment handled by AIR PERSONALITIES. NEWS: 10 min at :60 6-9 am, noon & 4-6 pm; 3 min at :30 in drivetimes, other hrs network followed by local headlines; drivetime traffic reports; weather forecasts with meteorologist. TALK: Talknet evenings & overnights. FARM: 5-5:30 am. SPORTS: drivetime sportscast at :33; sportstalk show M-F 7-8 pm; play-by-play U of Michigan & Detroit Lions football, Ind'y 500; special reports on major sporting events. Contact Representative for further details.

1. PERSONNEL

Chairman—Harvey Grace.
Pres. & Gen'l Mgr.—Michael O. Lareau.
Vice-President—James P. White.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1300 khz. Stereo. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23a, 23b, 25a, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WOOD-FM

1962
GRAND RAPIDS



Media Code 4 223 4741 9.00 Mid 011190-000
Grace Broadcasting of Grand Rapids, Inc.
180 N. Division, College Park Plaza, Grand Rapids, MI 49503. Phone 616-459-1919. TWX, 810-273-6026.

PROGRAMMING DESCRIPTION

WOOD-FM: Programmed for adults. MUSIC: Popular & Standard emphasizing hit vocals of past 20 yrs with live AIR PERSONALITIES. NEWS: plus weather hly & at :30 in AM drive. at :58 every even hr rest of day; traffic reports in AM drive. COMMERCIAL POLICY: 8 availabilities per hr. Contact Representative for further details. Rec'd 1/30/85.

1. PERSONNEL

Chairman—Harvey Grace.
Pres. & Gen'l Mgr.—Michael O. Lareau.
Vice-President—James P. White.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 265,000 w. (horiz.), 265,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23a, 23b, 25a, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)(CR)

WTKG

(formerly WYGR)

1964
WYOMING



Media Code 4 223 4763 3.00 Mid 011192-000
Donna Broadcasting Co.
325 E. 28th St., S. E., Grand Rapids, MI 49509. Phone 616-452-3111.
Rates have been temporarily withdrawn by station.

WXQT

1981
GRAND RAPIDS

Media Code 4 223 4785 6.00 Mid 030388-000
Regional Broadcasters
122 Lyon St., Grand Rapids, MI 49503. Phone 616-459-4111.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

Grayling

Crawford County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WGRY

1970
GRAYLING

Mid 011194-000
See SRDS Spot Radio Small Markets Edition.

WQON (FM)

1978
GRAYLING

Mid 011195-000
See SRDS Spot Radio Small Markets Edition.

Greenville

Montcalm County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WPLB

1960
GREENVILLE

Mid 011196-000
See SRDS Spot Radio Small Markets Edition.

WPLB-FM

1962
GREENVILLE

Mid 011197-000
See SRDS Spot Radio Small Markets Edition.

Hancock

Houghton County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WMPL

1957
HANCOCK

Mid 011198-000
See SRDS Spot Radio Small Markets Edition.

WZRK (FM)

1966
HANCOCK

Mid 011199-000
See SRDS Spot Radio Small Markets Edition.

Harrison

Clare County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WKKM (FM)

1975
HARRISON

Mid 011200-000
See SRDS Spot Radio Small Markets Edition.

Hart

Oceana County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WCXT (FM)

1983
HART

Mid 031894-000
See SRDS Spot Radio Small Markets Edition.

Hastings

Barry County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WBCH

1957
HASTINGS

Mid 011201-000
See SRDS Spot Radio Small Markets Edition.

WBCH-FM

1968
HASTINGS

Mid 011202-000
See SRDS Spot Radio Small Markets Edition.

Hillsdale

Hillsdale County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

WCSR

1955
HILLSDALE

Mid 011203-000
See SRDS Spot Radio Small Markets Edition.

WCSR-FM

1973
HILLSDALE

Mid 011204-000
See SRDS Spot Radio Small Markets Edition.

Holland

Ottawa County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WHTC

1948
HOLLAND



Media Code 4 223 5220 3.00 Mid 011205-000
Holland Communications, Inc.
87 Central Ave., Holland, MI 49423. Phone 616-392-3121.

2. REPRESENTATIVES

Fates/Walton Radio-USA.
1 min rate 1x: 19.00.

WKLQ (FM)

1961
HOLLAND



Media Code 4 223 5265 8.00 Mid 033034-000
Michigan Media, Inc.
60 Monroe Center NW, Grand Rapids, MI 49503. Phone 616-774-8461.
Other Office: 728 E. 8th St., Suite 2, Holland, MI 49423.
Phone 616-392-1109.

PROGRAMMING DESCRIPTION

WKLO (FM): Mass appeal for contemporary adult targeting 18-49; AIR PERSONALITIES handle all segments with audience & market involvement. MUSIC: Contemporary Hits. NEWS: 3-min breaks throughout day. COMMERCIAL POLICY: 10 units per hr; promotions designed for audience participation. Contact Representative for further details. Rec'd 2/16/84.

continued

MICHIGAN

Holland—cont

WKLQ (FM)—cont

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard A. Dills.
General Sales Manager—Bart Brandmiller.
Operations Manager—Jim Owen.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 23b, 28b, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWJQ

1956
HOLLAND



Media Code 4 223 5310 2.00 Mid 011207-000
Lanser Broadcasting Corp.
5656 143rd Ave., Holland, MI 49423. Phone 616-394-1260.

- REPRESENTATIVES**
Patt Media Sales.
1 min rate 1x: 20.00.

WYXX-FM

1963
HOLLAND



Holland Communications Inc.
87 Central Ave., Holland, MI 49423. Phone 616-392-3121.
1 min rate 1x: 19.00.

Houghton

Houghton County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WCCY

1929
HOUGHTON

See SRDS Spot Radio Small Markets Edition. Mid 011209-000

WHUH (FM)

1980
HOUGHTON

See SRDS Spot Radio Small Markets Edition. Mid 011210-000

Houghton Lake

Roscommon County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WHGR

1954
HOUGHTON LAKE

See SRDS Spot Radio Small Markets Edition. Mid 011211-000

WJGS (FM)

1961
HOUGHTON LAKE

See SRDS Spot Radio Small Markets Edition. Mid 011212-000

Howell

Livingston County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WHMI

1957
HOWELL
WHMI-FM

1977
HOWELL

See SRDS Spot Radio Small Markets Edition. Mid 011213-000

Inkster

Wayne County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Ionia

Ionia County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WION

1952
IONIA

See SRDS Spot Radio Small Markets Edition. Mid 011214-000

Iron Mountain

Dickinson County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WIMK (FM)

1980
IRON MOUNTAIN

See SRDS Spot Radio Small Markets Edition. Mid 032989-000

WJNR (FM)

1972
IRON MOUNTAIN

See SRDS Spot Radio Small Markets Edition. Mid 011215-000

WMIQ

1947
IRON MOUNTAIN

See SRDS Spot Radio Small Markets Edition. Mid 011216-000

Iron River

Iron County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WIKB

1949
IRON RIVER
WIKB-FM

1981
IRON RIVER

See SRDS Spot Radio Small Markets Edition. Mid 011217-000

Ironwood

Gogebic County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

WIMI (FM)

1975
IRONWOOD

See SRDS Spot Radio Small Markets Edition. Mid 011218-000

WJMS

1931
IRONWOOD

See SRDS Spot Radio Small Markets Edition. Mid 011219-000

WUPM (FM)

1977
IRONWOOD

See SRDS Spot Radio Small Markets Edition. Mid 011220-000

Ishpeming

Marquette County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WJPD

1947
ISHPEMING
WJPD-FM

1975
ISHPEMING



Media Code 4 223 5880 4.00 Mid 011221-000
WJPD AM-FM, Inc.
110 Canda St., Box 260, Ishpeming, MI 49849. Phone 906-486-9937, 226-6464.

WJPD, WJPD-FM: MUSIC: Targeted for mass with special appeal to 25+; Country Western, with live AIR PERSONALITIES. NEWS: NBC; local; private weather service; UPI. SPORTS: Milwaukee Brewers; Green Bay Packers, plus local high school. Contact Representatives for further details. Rec'd 9/24/84.

- PERSONNEL**
General Manager—Ron Wales.
President—Gene Halker.
- REPRESENTATIVES**
Masla Radio.
Detroit, Michigan, Ohio—Pearse Sales.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 100,000 w.: 92.3 mhz. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 470 ft. above average terrain.
Simulcast 5 am-midnight.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.

TIME RATES

No 33A Eff 1/1/83—Rec'd 1/5/84.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
A—Mon thru Sat 3-7 pm.
B—All other times.

SPOT	CLASS AAA				
	6 ti	12 ti	18 ti	20 ti	20 ti
WK:	17.00	14.00	12.00	11.00	11.00
YR:	12.00	10.00	8.50	8.00	
1 min	15.00	13.00	11.00	10.00	
30 sec	10.00	9.00	8.00	7.00	
1 min	13.00	11.00	10.00	9.00	
30 sec	9.00	7.50	7.00	6.50	
1 min	9.00	8.50	7.50	7.00	
30 sec	7.00	6.50	6.25	6.00	

(SMD)/(D)

WMQT (FM)

1974
ISHPEMING

See SRDS Spot Radio Small Markets Edition. Mid 034996-000

WUPY

1959
ISHPEMING

See SRDS Spot Radio Small Markets Edition. Mid 011222-000

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Jackson

Jackson County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

WIBM (FM)

1958
JACKSON



Torbet Radio



Media Code 4 223 5941 4.00 Mid 011223-000
Van Wagner Broadcasting, Inc.
2511 Kibby Rd., Box 1450, Jackson, MI 49204. Phone 517-787-1450.
Other Office: 310 Grand Ave., Lansing, MI 48933.

PROGRAMMING DESCRIPTION
WIBM (FM): Programmed to reach adults & young adults 25-54. MUSIC: current hits & oldies. NEWS: in AM at :55; network all other times; radar weather center in AM/PM drives. Live AIR PERSONALITY/promotion programming. Contact Representative for further details. Rec'd 7/22/83.

- PERSONNEL**
President—John Casciani.
General Manager—Hal Payne.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WXCM.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff ———— Rec'd 4/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

SPOT	CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 min	26	25	24	23	22	19
30 sec	23	22	21	20	19	
1 min	22	21	20	19	18	
30 sec	19	18	17	14	15	

(D)

WJXQ (FM)

1963
JACKSON

Adult Contemporary Rock

A Patten Communication Corp., Inc. Station

Media Code 4 223 6030 5.00 Mid 011224-000
Patten Broadcasting-Jackson, Inc.
1700 Glenshire Dr., Jackson, MI 49201. Phone 517-788-6360.

PROGRAMMING DESCRIPTION
WJXQ (FM): Programmed for young adults & adults 18-35. MUSIC: top 40 rock/AOR. Live personalities. NEWS: reg'l coverage. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 3/23/81.

- PERSONNEL**
General Manager—Denise Swanson.
Program Director—Jim Ryan.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w.; 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WKHM.

TIME RATES

Eff ———— Rec'd 6/28/82.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—Mon thru Sun midnight-6 am.

SPOT	CLASS AAA					
	6 ti	12 ti	24 ti	36 ti	36 ti	36 ti
WK:	38.00	36.50	35.50	33.00		
AAA	32.00	30.50	29.50	27.00		
AA	30.00	28.50	27.50	25.00		
A						
PER						
WK:	6 ti	12 ti	24 ti	36 ti		
AAA	31.00	29.50	28.50	26.00		
AA	25.00	23.50	22.50	20.00		
A						
ROS, PER WK:	23.00	21.50	20.50	18.00		
1 min				24 ti	36 ti	
30 sec				23.00	21.50	
B: Flat 12 ti, 1-min 15.00; 30-sec 10.00.				16.00	14.50	

(CR)

WKHM
1951
JACKSON

CBS Radio Network

A Patten Broadcasting-Jackson, Inc. Station

Media Code 4 223 6060 2.00 Mid 011225-000
Patten Broadcasting-Jackson, Inc.
1700 Glenshire Dr., Jackson, MI 49201. Phone 517-788-6360.

PROGRAMMING DESCRIPTION

WKHM: Talk, information & news, featuring ABC TALKRADIO, CBS news & features, plus locally originated talk, information, & news. Programming 24 hrs per day. SPORTS: local high school basketball & football, college & pro football. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 10/22/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Denise Swanson.
Program Director—Jim Ryan.
- REPRESENTATIVES**
Christal Radio
- FACILITIES**
1,000 w.; 970 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 25a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WJXQ (FM).
Affiliated with CBS Radio Network.
Affiliated with Satellite Music Network.
Affiliated with ABC TALKRADIO Network.
Affiliated with The Rep Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 2/22/82—Rec'd 3/1/82.

- PACKAGE PLANS**
R0S—5 AM THRU 8 PM
PER WK: 10 ti 20 ti 30 ti 50 ti 75 ti 100 ti
1 min 15.60 14.20 13.30 11.80 10.90 9.75
30 sec 12.55 11.35 10.65 9.45 8.75 7.75
10 sec 9.20 8.05 7.55 6.95 6.55 5.85
Drive/specified, extra 1.00.
8 pm-5 am, deduct 50%.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—17%

BULK

PER YR: 520x 1040x 1560x 2600x
1 min 14.10 12.20 12.00 11.15
30 sec 11.30 10.25 9.65 8.90

WEEKEND

20 30-sec spots divided equally Sat-Mon, ea 6.80.

- PROGRAM TIME RATES**
PER WK: 3 ti 5 ti 10 ti
(*15 min 29 25 20
(*Incl open/close plus 2 30-sec spots.

- SPECIAL FEATURES**
Sportsman Club—per wk, 26.00.

WXCM
1925
JACKSON



Media Code 4 223 6090 9.00 Mid 011226-000
Van Wagner Broadcasting, Inc.
Box 1450, 2511 Kibby Rd., Jackson, MI 49204. Phone 517-787-1450.

PROGRAMMING DESCRIPTION

WXCM: Programmed for adults 25-49. MUSIC: modern country, NEWS: local & network news, radar weather; AM news at :60 & :30; network at :60 all other times. SPORTS: univ football, basketball, NASCAR & Indy races. Contact Representative for further details. Rec'd 7/7/80.

- PERSONNEL**
President—John Casciani.
General Manager—Hal Payne.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WIBM (FM).
Affiliated with Supernet.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/82—Rec'd 4/29/82

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 23 21 19 17 15
30 sec 19 17 15 13 11
CLASS A
1 min 21 19 17 15 13
30 sec 17 15 13 11 9

Kalamazoo

(including Portage)

Kalamazoo County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBUK
1966
PORTAGE

Media Code 4 223 6120 4.00 Mid 011227-000
Radio Michigan Ltd.
9112 S. Westledge Ave., Kalamazoo, MI 49002. Phone 616-327-7051.

- REPRESENTATIVES**
Lotus Repts.
1 min rate 1x: 15.00.

WKFR (FM)

WKFR STEREO 103

1963
BATTLE CREEK



(This is a paid duplicate of the listing under Battle Creek, Michigan.)

Media Code 4 223 0960 9.00 Mid 011101-000
Engineering Investment Corp.
67 W. Michigan Mall, 612, The American Bldg., Battle Creek, MI 49017. Phone 616-964-7173, Kalamazoo, 342-9897.

PROGRAMMING DESCRIPTION

WKFR (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 10/31/77.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David L. Hicks.
Sales Coordinator—Pam Meyer.
Program Director—Terry Weinacht.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 50,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b.
Contracts: 40a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70e, 72, 73a, 73b.
AM facilities: WKNR.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKLZ
1956
KALAMAZOO



Media Code 4 223 6150 1.00 Mid 011232-000
Independent Voice, Inc.
2315 Schippers Ln., Kalamazoo, MI 49001. Phone 616-381-1470.

- REPRESENTATIVES**
Patt Media Sales.
1 min rate 1x: 12.00.

WKMI
1947
KALAMAZOO



Media Code 4 223 6180 8.00 Mid 011228-000
Steere Broadcasting Corp.
1360 Melody Ln., Box 911, Kalamazoo, MI 49005. Phone 616-344-1111.

- REPRESENTATIVES**
Hillier, Newmark, Weshler & Howard.
1 min rate 1x: 35.00.

WKPR
1980
KALAMAZOO

Media Code 4 223 6240 0.00 Mid 011229-000
Kalamazoo Broadcasting Co., Inc.
Box 867, 2244 Ravine Rd., N.W., Kalamazoo, MI 49005.
Phone 616-381-1420.
1 min rate 1x: 6.50.

WKZO

WKZO 590 RADIO

1923
KALAMAZOO



McGAVREN GUILD RADIO

CBS Radio Network



A Fetzer Station

Media Code 4 223 6300 2.00 Mid 011230-000
Fetzer Broadcasting Company
590 W. Maple St., Kalamazoo, MI 49008. Phone 616-345-2101.

PROGRAMMING DESCRIPTION

WKZO: Programmed for adults & young adults. MUSIC: Contemporary & MOR. AIR PERSONALITIES: Schedule: Farm 5:30-6:30 am market reports, beepers; interviews; analysis; music 6:30 am-noon; farm noon-12:45 pm; telephone call-in 12:45-1 pm w/guests, interviews; music 2-7 pm; news, sports, 5:30-6 pm; music 8 pm-12M; Larry King show 12M-5:30 am. RELIGIOUS: Sun AM. NEWS: 5, 10 & 15-min segments hrly; local & network; audio news center, 12-person news & sports dept, stringers, mobile units. SPORTS: play by play, pro baseball & football, college football & basketball, high school basketball tournaments. Contact Representative for further details. Rec'd 10/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carl E. Lee.
Vice-Pres., Sta. & Sales Mgr.—Stanton C. Smart.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 590 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
1 minute and 30 seconds combine for best weekly plan.
Affiliated with CBS Radio Network.
Combinable with WKJF-FM, WKJF, Cadillac & WJFM (FM), Grand Rapids for discount.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 24 Eff 11/1/82—Rec'd 10/19/84.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat 10 am-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA	I	II	III
1 min		50	45	40
30 sec		40	36	32
CLASS AA				
1 min		40	38	36
30 sec		32	30	28
CLASS A				
1 min		35	33	31
30 sec		28	26	24

No more than 50% of schedule in AM drive.

10. SPECIAL FEATURES

Farm—Mon thru Sat 5:30-6:30 am; Mon thru Fri noon-1 pm; 1-min 50.00; 30-sec 40.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

WNWN (FM)

WNWN Stereo 98

1950
COLDWATER



(This is a paid duplicate of the listing under Coldwater, Michigan.)

Media Code 4 223 1800 6.00 Mid 011125-000
Tri-State Broadcasting Co.
Box 1590, 174 N. Angola Rd., Coldwater, MI 49036.
Phone 517-279-9767.
Other Office: 6123 S. Westledge, Kalamazoo, MI 49002. Phone 616-327-3666.

PROGRAMMING DESCRIPTION

WNWN (FM): Programmed for adults 25-55. MUSIC: Contemporary Country, emphasis on current chart hits & Rock Crossover, presented by AIR PERSONALITIES. SPORTS: Pro hockey. NEWS: Local at :30, plus network. COMMERCIAL POLICY: 14-min per hr. Contact Representative for further details. Rec'd 9/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gary B. Mallernee.
Sales Manager—Gary Hart.
Program Director—Randy Rowley.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTVB.

TIME RATES

WNWN (FM)/WTVB COMBINATION

Eff—Rec'd 10/4/83.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V
Mon-Sun 5:30-8 pm	55	50	45	40	35
All other times	40	35	30	25	20
30 sec: 85% of 1-min.					

WNWN (FM) only: Deduct 5.00 from WNWN (FM)/WTVB combination.

(SMD) (D)

WOOD-FM

WOOD FM 105.7

1962
GRAND RAPIDS

Mid 011190-000

See listing under city of license.

Adult-strength WKZO Radio. #1 in Kalamazoo.

WKZO Radio overwhelms the competition for adults in Kalamazoo. Our 18+ AQH audience is more than 57% bigger than our nearest competitor's. Mon. through Sun. Our 18+ cume, 6 a.m. to Mid., Mon. through Sun., is greater than the next two stations combined. And our 18+ exclusive cume, the measure of listener loyalty, is more than double that of the next closest station.

For more details, call your McGavren Guild representative and ask for the latest Birch Radio Standard Market Report.

*The Birch Report. Kalamazoo: Portage TSA May-June 1984

WKZO 590 RADIO

A Fetzer Station

5,000 WATTS

Nat'l Rep: McGavren Guild Radio

MICHIGAN

Kalamazoo—cont

WQLR (FM)

WQLR STEREO
106

1964
KALAMAZOO

M Masla Radio

nab RAB NRBA

Media Code 4 223 6360 6.00 Mid 011231-000
Fairfield Broadcasting Co.
151 S. Rose St., Suite 334, Kalamazoo, MI 49007. Phone
616-345-7121.

PROGRAMMING DESCRIPTION

WQLR (FM): Programmed for adults. MUSIC: Easy Listening presented in uninterrupted 1/4 hr segments. NEWS: locally edited & reported—financial summaries & commentaries. COMMERCIAL POLICY: limit 8 commercial minutes per hr, no more than 9 units. Contact Representative for further details. Rec'd 10/22/84.

1. PERSONNEL

President—Stephen C. Trivers.
Station Manager—Donald W. Heckman.
Sales Manager—A. Fred Bohn.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 33,000 w. (horiz.), 33,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14b, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47c, 50.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellations: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 4/84—Rec'd 4/18/84.

AAA—Mon thru Fri 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA	GRID:	I	II	III	IV	V
1 min	38	36	33	32	30	30 sec
30 sec	34	32	29	28	26	

7. PACKAGE PLANS

BTA—5-2 AM PREEMPTIBLE
GRID: I II III IV V GRID: I II III IV V
1 min 26 24 22 20 17 30 sec 23 21 19 17 14

TAP—6 AM-10 PM PREEMPTIBLE
GRID: I II III IV V GRID: I II III IV V
1 min 31 29 27 25 23 30 sec 28 26 24 22 20

LONG WEEKENDS—SAT, SUN, MON 6 AM-MIDNIGHT
1 min 30 sec 1 min 30 sec
6 per day 15 13 10 per day 13 11

OVERNIGHTS
For matching schedule overnight, applicable to all plans, extra 10%.

CONSECUTIVE WEEK DISCOUNT
13 wks plus—10%.

10% discount on all plans when 1/4 of schedule placed on weekends.

10. SPECIAL FEATURES

News, Sports, Special Features—minimum 3 per wk, incl open & close ID plus 1 1-min spot.

CLASS AAA	1 wk	13 wk	52 wk
Mon-Fri 6 am-7 pm	41	36	33
All other times	26	21	18

(*Rateholder earns Grid V announcement plan during length of rateholder contract (minimum 4 wks.). Rateholder discount also applies to 52 wk Class AAA contracts.

3. FACILITIES

ERP 1,000 w. (horiz.), 1,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC—The Source.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 3/26/84.

6. SPOT ANNOUNCEMENTS

CLASS AAA	GRID:	I	II	III	IV
1 min	22	20	18	16	40 ti
30 sec	20	18	14	50 ti	16 14 12 10

7. PACKAGE PLANS

BULK
Deduct from 24 ti rate 300x 500x 1000x
5% 10% 15%
(SMD) (CR)

Kentwood

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Grand Rapids

(including Kentwood, Wyoming)

Lansing

(including East Lansing)

Ingham County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WFMK (FM)

1959
EAST LANSING

nab

Media Code 4 223 6460 4.00 Mid 011234-000
Liggett Broadcast Group

Box 991, East Lansing, MI 48823. Phone 517-349-4000.

PROGRAMMING DESCRIPTION

WFMK (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 5/9/83.

1. PERSONNEL

General Manager—Mary Lou Keenan.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 28,000 w. (horiz.), 28,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32b.

Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

Affiliated with ABC FM Radio Network.
Affiliated with Supernet.

Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WIBM (FM)

1958
JACKSON

RAB

(This is a paid duplicate of the listing under Jackson, Michigan.)

Media Code 4 223 5941 4.00 Mid 011223-000
Van Wagner Broadcasting, Inc.

2511 Kibby Rd., Box 1450, Jackson, MI 49204. Phone
517-787-1450.

Other Office: 310 Grand Ave., Lansing, MI 48933.

PROGRAMMING DESCRIPTION

WIBM (FM): Programmed to reach adults & young adults 25-54. MUSIC: current hits & oldies. NEWS: in AM at :55; network all other times; radar weather center in AM/PM drives. Live AIR PERSONALITY/promotion programming. Contact Representative for further details. Rec'd 7/22/83.

1. PERSONNEL

President—John Casciani.
General Manager—Hal Payne.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 50,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WXON.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 4/24/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA	PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	26	25	24	23	22	
30 sec	23	22	21	20	19	

CLASS AA	PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22	21	20	19	18	
30 sec	19	18	17	14	15	(D)

WILS

1946
LANSING

M Masla Radio

nab RAB

Media Code 4 223 6480 2.00 Mid 011235-000
Sentry Broadcasting, Inc.

600 W. Cavanaugh Rd., Lansing, MI 48910. Phone 517-393-1320.

PROGRAMMING DESCRIPTION

WILS: Big Band/adult contemporary. NEWS: network at :60 followed by brief local news. Stock market report.

SPORTS: play-by-play of college football & basketball plus local & network sports daily. Also selected network programs incl World Series, super bowls. FARM: 5 min M-Sat at 5:30 am. RELIGION: Sun 7-8 am. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

General Manager—Wayne Phillips.
Station Manager—Rick D'Amico.

General Sales Manager—George E. Fulk.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

5,000 w. days, 1,000 nights; 1320 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24c, 29a, 33c.
Contracts: 40c, 45, 46, 47a.

Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.

Affiliated with CBS Radio Network.
Sold in combination with FM. See that listing.

TIME RATES

Eff—Rec'd 9/23/83.

I—Mon thru Fri 6-10 am & 2-7 pm; Sat & Sun 10 am-2 pm.

II—Mon thru Sun 7 pm-1 am; Mon thru Fri 10 am-2 pm.
ROS—Mon thru Sun 6-1 am, BTA.

7. PACKAGE PLANS

BULK—CLASS I

PER YR:	1x	125x	250x	500x	750x	1000x
1 min	19.00	18.00	17.00	16.00	15.00	14.00
30 sec	16.00	15.00	14.00	13.00	12.00	11.00

CLASS II	PER WK:	18 ti	16 ti	14 ti	12 ti	10 ti
1 min	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	15.00	14.00	13.00	12.00	11.00	10.00

ROS	PER WK:	17 ti	16 ti	15 ti	14 ti	13 ti
1 min	17.00	16.00	15.00	14.00	13.00	12.00
30 sec	14.00	13.00	12.00	11.00	10.00	9.00

WEEKLY	PER WK:	1 min	30 sec
I	18.00	17.00	16.00
II	17.50	16.50	15.50
ROS	17.00	16.00	15.00
I	16.50	15.50	14.50
II	16.00	15.00	14.00
ROS	15.50	14.50	13.50
I	15.00	14.00	13.00
II	14.50	13.50	12.50
ROS	14.00	13.00	12.00

AM/FM COMBINATION	PER WK:	1 min	30 sec
AAA	18.00	17.00	16.00
AA	17.50	16.50	15.50
A	17.00	16.00	15.00
AAA	16.50	15.50	14.50
AA	16.00	15.00	14.00
A	15.50	14.50	13.50

36 ti 16.00 15.00 14.00 13.00 12.00 11.00

WILS-FM

1967
LANSING

M Masla Radio

nab RAB

Media Code 4 223 6481 0.00 Mid 011236-000
Sentry Broadcasting, Inc.

600 W. Cavanaugh Rd., Lansing, MI 48910. Phone 517-393-1320.

PROGRAMMING DESCRIPTION

WILS-FM: Programming aimed at 25-54 adults. AIR PERSONALITIES handle all segments. MUSIC: Adult Contemporary love songs. NEWS: at :30 & :55. Contact Representative for further details. Rec'd 4/24/84.

1. PERSONNEL

General Manager—Wayne Phillips.
Station Manager—Rick D'Amico.

General Sales Manager—George E. Fulk.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24c, 29a, 33c.
Contracts: 40c, 45, 46, 47a.

Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.

Affiliated with NBC—The Source.

TIME RATES

Eff—Rec'd 9/26/83.

I—Mon thru Fri 6-10 am & 2-7 pm; Sat & Sun 10 am-2 pm.

II—Mon thru Sun 7 pm-1 am; Mon thru Fri 10 am-2 pm.
ROS—6-1 am, BTA.

7. PACKAGE PLANS

BULK—CLASS I

YR:	1x	125x	250x	500x	750x	1000
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WITL-FM
1961
LANSING

Modern Country



A Midwest Family Station

Media Code 4 223 6541 1.00 Mid 011238-000
Wittle, Inc.
3200 Pine Tree Rd., Lansing, MI 48910. Phone 517-393-1010.

PROGRAMMING DESCRIPTION

WITL-FM. Contemporary Country format. AIR PERSONALITIES handle all segments. NEWS: 5 min at :30 & :60. SPORTS: capsules at :15, college football/basketball. COMMERCIAL POLICY: all products considered on individual basis. Contact Representative for further details. Rec'd 6/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Charles D. Mefford.
Sales Manager—William Pacelli.
Program Manager—Johnny Austin.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 55,000 w.; 100.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 378 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21b, 21c, 22a, 23a, 24c, 25a, 27, 28, 29a, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with McGavren-Guild Radio Network.
Affiliated with RKO TWO.
Sold in combination with WITL. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
90% of AM/FM combination.

WJIM
1934
LANSING

NBC Radio Network

Media Code 4 223 6600 5.00 Mid 011239-000
Gross Telecasting, Inc.
1111 Michigan Ave., East Lansing, MI 48823. Phone 517-372-8282.

PROGRAMMING DESCRIPTION

WJIM: MUSIC: MOR & Adult Contemporary, selected current hits plus 50's-70's oldies. AIR PERSONALITIES. NEWS: network at :60, special reports & features, local at :30; interviews on subjects of local interest 9:30 am M-F; 6-man staff, mobile unit; weather report 6:50, 7:50, 8:50 & 10:50 am. business hly 10 am-6 pm; stock exchange 5:25 pm. SPORTS: 5-min with dir. at 6:10, 6:40, 7:10, 7:40, 8:10, 8:40 am & 3:10, 4:10, 5:10 & 6:10 pm; NBC Talknet 10 pm-3 am, excerpts 10 am-3 pm; U football. FARM: at 5:30 am. Participation in local, nat'l service organization campaigns. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—James H. Gross.
Prog. Dir. & Traf. Mgr.—Byran Halter.
- REPRESENTATIVES**
Market 4 Radio.
Detroit—Pearse Sales.
Canada—Creative Broadcast Representatives, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Sun 5:10 am-noon. For non-simulcast facilities see WJIM-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 24a, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46, 49, 50.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate holders require minimum of 75.00 schedule weekly.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 24 Eff 10/1/84—Rec'd 10/8/84.

AAA—Mon thru Fri 6-10 am.	1 ti	10 ti	20 ti	30 +
AAA—Mon thru Fri 6-10 am.	16.00	15.50	15.00	14.50
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.	14.50	14.00	13.50	13.00
A—All other times.	12.00	11.50	11.00	10.50

PER	1 min	30 sec
WK:	1 ti	10 ti
AAA	16.00	15.50
AA	14.50	14.00
A	12.00	11.50

PER	1 min	10 ti	20 ti	30 +
WK:	1 ti	10 ti	20 ti	30 +
AAA	13.00	12.50	12.00	11.50
AA	12.00	11.50	11.00	10.50
A	10.00	9.50	9.00	8.50

PER	1 min	30 sec
YR:	260x	520x
AAA	15.00	14.50
AA	13.50	13.00
A	11.00	10.50

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT, 30-50% DRIVE

Per wk	Per yr
1 ti	10 ti
13.00	12.50
11.00	10.50
9.50	9.00

10. SPECIAL FEATURES
News/Weather/Sports sponsorship—incl 1-min/30-sec spot: 5 min, 2x applicable spot rate; capsule, 1 1/2x applicable spot rate.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER	1 min
WK:	1 ti
AAA	30.00
AA	28.00
A	25.00

PER	1 min	30 sec
YR:	260x	520x
AAA	28.00	27.00
AA	26.00	25.00
A	23.00	22.00

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT, 30-50% DRIVE

Per wk	Per yr
1 ti	10 ti
26.00	25.00
21.00	20.00
19.00	18.00

WJIM-FM

1960
LANSING



Media Code 4 223 6601 3.00 Mid 011240-000
Gross Telecasting, Inc.
1111 Michigan Ave., East Lansing, MI 48823. Phone 517-372-8282.

PROGRAMMING DESCRIPTION

WJIM-FM: MUSIC: Easy Listening, primarily instrumental, selected vocals by major artists. NEWS: local Mon-Sat 6:30, 7:30, 8:30 am, 12:30 & 5:30 pm; network hly followed by live weather, sports & community events. SPORTS: MSU football play-by-play. FARM: 5 min 5:30 am Mon-Sat. Contact Representative for further details. Rec'd 2/2/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—James H. Gross.
Prog. & Traf. Mgr.—Byran Halter.
- REPRESENTATIVES**
Market 4 Radio.
Detroit—Pearse Sales.
- FACILITIES**
ERP 28,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat all day; Sun noon-5:10 am. For simulcast facilities see WJIM.
- AGENCY COMMISSION**
15/0 time only; payable 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 24a, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46, 49, 50.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
TV facilities: WJIM-TV.
Affiliated with NBC Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 24 Eff 10/1/84—Rec'd 10/8/84.

AAA—Mon thru Fri 6-10 am.	1 ti	10 ti	20 ti	30 +
AAA—Mon thru Fri 6-10 am.	20.00	19.50	19.00	18.50
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.	19.00	18.50	18.00	17.50
A—All other times.	17.00	16.50	16.00	15.50

PER	1 min	30 sec
WK:	1 ti	10 ti
AAA	16.00	15.50
AA	15.00	14.50
A	13.50	13.00

PER	1 min	10 ti	20 ti	30 +
YR:	260x	520x	260x	520x
AAA	19.00	18.50	18.00	17.50
AA	18.00	17.50	17.00	16.50
A	16.00	15.50	15.00	14.50

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT, 30-50% DRIVE

Per wk	Per yr
1 ti	10 ti
18.00	17.50
14.00	13.50
12.50	13.00

- SPECIAL FEATURES**
News/Weather/Sports sponsorship—incl 1-min/30-sec spot: 5 min, 2x applicable rate; capsule, 1 1/2x applicable rate.

WJXQ (FM)

1963
JACKSON

See listing under city of license.

WMMQ (FM)

1965
CHARLOTTE



(This is a paid duplicate of the listing under Charlotte, Michigan.)

Media Code 4 223 1650 5.00 Mid 011122-000
Ottaway Communications, Inc.
Sales Office: 230 N. Washington Sq., Suite 100-A, Lansing, MI 48933. Phone 517-372-3333.
Studio: 1615 Lawrence Hwy., Charlotte, MI 48813.
Phone 517-543-0340.

PROGRAMMING DESCRIPTION

WMMQ (FM): MUSIC: Adult Contemporary with emphasis on current & recurrent soft Rock & classic MOR hits of 60-80's. SPORTS: Detroit Tigers & Lions season schedules. NEWS: 5-min at :55 during AM/PM drive from network. COMMERCIAL POLICY: 9 units per hr. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bob Ottaway.
Program Director—Jeff Crowe.
- REPRESENTATIVES**
Patt Media Sales.
- FACILITIES**
ERP 3,000 w.; 92.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS.

TIME RATES

No. 8 Eff 6/1/84—Rec'd 7/26/84.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 9 am-3 pm.
ROS—Mon thru Sun 5 am-midnight, preemptible.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE	I	II	III	IV	V
AAA	22	20	18	16	14	14
AA	20	18	16	14	12	12
A	18	16	14	12	10	10

GRID:	30 SECONDS	I	II	III	IV	V
AAA	20	18	16	14	12	12
AA	18	16	14	12	10	10
A	16	14	12	10	8	8

7. PACKAGE PLANS
TAP—3/4 6 AM-7 PM, 1/4 7 PM-MIDNIGHT

Per wk	Per yr
1 min	10 ti
18.00	17.50
14.00	13.50
12.50	13.00

2. REPRESENTATIVES
Blair Radio.
Rates have been temporarily withdrawn by station.

WVIC

(formerly WVG0)
1965
EAST LANSING



Media Code 4 223 6720 1.00 Mid 011241-000
Goodrich Broadcasting
2517 E. Mt. Hope, Lansing, MI 48910. Phone 517-487-5986.

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

WVIC-FM

1963
EAST LANSING



Media Code 4 223 6750 8.00 Mid 011242-000
Goodrich Broadcasting
2517 E. Mt. Hope, Lansing, MI 48910. Phone 517-487-5986.

- REPRESENTATIVES**
Blair Radio.
Rates have been withdrawn by station.

Lapeer

Lapeer County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WDEY

1962
LAPEER

Mid 011243-000
See SRDS Spot Radio Small Markets Edition.

WDEY-FM

1968
LAPEER

Mid 011244-000
See SRDS Spot Radio Small Markets Edition.

Lincoln Park

Wayne County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Livonia

Wayne County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Ludington

Mason County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WKLA

1944
LUDINGTON

Mid 011245-000
See SRDS Spot Radio Small Markets Edition.

WKLA-FM

1971
LUDINGTON

Mid 011246-000
See SRDS Spot Radio Small Markets Edition.

Manistee

Manistee County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WMTE

1951
MANISTEE

Mid 011247-000
See SRDS Spot Radio Small Markets Edition.

WRRK (FM)

1970
MANISTEE

Mid 011248-000
See SRDS Spot Radio Small Markets Edition.

Manistique

Schoolcraft County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WTIQ

1965
MANISTIQUE

Mid 011249-000
See SRDS Spot Radio Small Markets Edition.

Marine City

St. Clair County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

WSMA

1950
MARINE CITY

Mid 011250-000
See SRDS Spot Radio Small Markets Edition.

MICHIGAN

Marquette

Marquette County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WDMJ
1931
MARQUETTE

Mid 011251-000

See SRDS Spot Radio Small Markets Edition.

WGLQ (FM)

1976
ESCANABA
NRBA

(This is a paid duplicate of the listing under Escanaba, Michigan.)

Media Code 4 223 3615 6.00 Mid 011162-000
Northcoast Media Group, Inc.
816 Ludington St., Box 532, Escanaba, MI 49829. Phone 906-789-9700.

Other Office: 100 N. Front St., Box 1153, Marquette, MI 49855. Phone 906-228-9700.
Other Office: 428 Stephenson, Ste. 201, Iron Mountain, MI 49801. Phone 906-774-9736.

PROGRAMMING DESCRIPTION

WGLO (FM): Programmed for adults & young adults. MUSIC: adult contemporary, live AIR PERSONALITIES. NEWS: 2-person fulltime staff plus news stringers throughout; UPI, network, weather wire. COMMERCIAL POLICY: 4 stop sets per hr, 14 units/8 min per hr max. Contact Representative for further details. Rec'd 7/14/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Rick Duerson.
General Sales Manager—Dan Olsen.
Station Manager—Jelf Gerber.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 100,000 w.; 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,066 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff—Rec'd 7/14/82.

6. SPOT ANNOUNCEMENTS

CUMULATIVE:	150x	300x	450x
PER MO:	40 ti	60 ti	30 ti
PER WK:	6 ti	12 ti	24 ti
Grid A	18	16	14
Grid B	16	14	12
Grid C	14	12	10
1 min, extra 4.00.			

(SMD) (D)

Operating schedule: Same as AM.
Antenna ht.: 470 ft. above average terrain.
Simulcast 5 am-midnight.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC Radio Network.

TIME RATES

No 33A Eff 1/1/83—Rec'd 1/5/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
A—Mon thru Sat 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	20 ti
YR:	17.00	14.00	12.00	11.00
1 min	12.00	10.00	8.50	8.00
30 sec				
CLASS AA	15.00	13.00	11.00	10.00
1 min	10.00	9.00	8.00	7.00
30 sec				
CLASS A	13.00	11.00	10.00	9.00
1 min	9.00	7.50	7.00	6.50
30 sec				
CLASS B	9.00	8.50	7.50	7.00
1 min	7.00	6.50	6.25	6.00
30 sec				

(SMD)(D)

WUUN (FM)

1974
MARQUETTE

Mid 011252-000
See SRDS Spot Radio Small Markets Edition.

Marshall

Calhoun County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.

WELL

1952
ALBION

WELL-FM

1969
MARSHALL

Mid 011086-000
See listing under Albion, MI.

Menominee

Menominee County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WAGN

1952
MENOMINEE

Mid 011254-000
See SRDS Spot Radio Small Markets Edition.

WCJL-FM

1984
MENOMINEE

Mid 035466-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Midland

Midland County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WFXZ (FM)

PINCONNING

Mid 032227-000
See listing under city of license.

WMPX

1948
MIDLAND

Media Code 4 223 7260 7.00 Mid 011255-000
Maines Broadcasting, Inc.
Box 1513, 1510 Bayliss St., Midland, MI 48640. Phone 517-631-1490.

PROGRAMMING DESCRIPTION

WMPX: MUSIC: Adult contemporary with current hits. Oldies 12M-5:30 am. NEWS: world coverage from UPI, local & area by local dept & UP wire. News/talk/information & sports 40-min at 6:30, 7:30 & 8:30 am. SPORTS: high school basketball & football. Sports scoreboards thru day; state football, pro baseball & football; U basketball. Contact Representative for further details. Rec'd 1/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ronald W. Maines.
Assistant Manager—Thomas Steel.
Chief Engineer—Pete Wolf.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMRX (FM), Beaverton.

TIME RATES

No. 10 Eff 8/1/82—Rec'd 9/7/82.
A—5:30 am-8 pm.
B—3 pm-sign-off.

7. PACKAGE PLANS

PER WK, BTA:	CLASS A	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	13.00	12.50	12.00	11.50	11.00	
30 sec	10.25	9.50	9.00	8.50	8.00	
10 sec: 50% of 1-min.						
B: 50% of A.						

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 52 wk—14%

BTA:	CLASS A—BULK	52x	260x	520x	1040x
1 min	14.20	13.70	13.20	12.70	12.70
30 sec	12.00	11.50	11.00	10.50	

10. SPECIAL FEATURES

PER WK, MINIMUM 13 WK:	3 ti	5 ti	10 ti
Local sports, 30 sec	33	50	90
Local news, 30 sec	36	55	100
Network news, 1 min	42	65	120

WRCI (FM)

1976
MIDLAND

Media Code 4 223 7320 9.00 Mid 011256-000
Wolverine Radio Co., Inc.
2080 E. Gordonville Rd., Box 1844, Midland, MI 48640.
Phone 517-631-3151.

2. REPRESENTATIVES

P/W Radio Representatives.
Michigan Spot Sales.
1 min rate 1x: 11.00.

Monroe

Monroe County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

WHND

1956
MONROE

Media Code 4 223 7380 3.00 Mid 011257-000
WOTE Broadcasting, Inc.
One Radio Plaza, Detroit, MI 48220. Phone 313-398-7600, TWX, 810-232-1608.

PROGRAMMING DESCRIPTION

WHND: MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 14 units maximum. Contact Representative for further details. Rec'd 4/7/80.

1. PERSONNEL

General Manager—Dick Yankus.
General Sales Manager—Don Hamlin.
Program Director—Richard Haase.

2. REPRESENTATIVES

Major Market Radio Sales.
Greater Media, Inc.

3. FACILITIES

500 w. days; 560 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80
FM facilities: WMJC (FM), Birmingham.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD) (D)

WTWR (FM)

1967
MONROE

Mid 011258-000
See SRDS Spot Radio Small Markets Edition.

Mount Clemens

Macomb County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Mount Pleasant

Isabella County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WCEN

1949
MOUNT PLEASANT

Mid 011259-000

See SRDS Spot Radio Small Markets Edition.

WCEN-FM

1963
MOUNT PLEASANT

Mid 011260-000

See SRDS Spot Radio Small Markets Edition.

Munising

Alger County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WQXO

1956
MUNISING

WQXO-FM

1974
MUNISING

Mid 011261-000

See SRDS Spot Radio Small Markets Edition.

Muskegon

(including Muskegon Heights)

Muskegon County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABM (FM)

1974
MUSKEGON HEIGHTS

Beautiful Music

Media Code 4 223 7620 2.00 Mid 011264-000
Muskegon Heights Broadcasting Co., Inc.
6083 Martin Rd., Box 839, Muskegon, MI 49443. Phone 616-798-2115.

PROGRAMMING DESCRIPTION

WABM (FM): Programmed for adults 25-54. MUSIC: Beautiful. NEWS: Local. COMMERCIAL POLICY: 12 units per hr, max 2 units back-to-back. Contact Representative for further details. Rec'd 5/18/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—William E. Kuiper, Sr.
Program Manager—William E. Kuiper, Jr.

2. REPRESENTATIVES

Patt Media Sales.

3. FACILITIES

ERP 3,000 w. (horiz.); 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
AM facilities: WKJR.

TIME RATES

Eff 5/1/82—Rec'd 5/18/82.

7. PACKAGE PLANS

PER WK:	BTA	1 ti	10 ti	20 ti	30 ti	40 ti	50+
1 min	11.05	10.65	10.25	9.85	9.45	9.05	
30 sec	9.45	9.05	8.65	8.25	7.85	7.50	
PER YR:	ANNUAL BULK—BTA	100x	250x	500x	1000x	1500x	
1 min	9.85	9.45	9.05	8.65	8.25		
30 sec	8.25	7.85	7.45	7.05	6.75		
Guaranteed positions, extra 1.00.							

WKBZ1926
MUSKEGON**WEISS & POWELL, INC.**
RADIO SALES**ndb**Media Code 4 223 7680 6.00 Mid 011262-000
Reams Broadcasting Corp.
592 W. Pontaluna Rd., Box 238, Muskegon, MI 49443.
Phone 616-798-2141.**PROGRAMMING DESCRIPTION**

WKBZ: Programmed music. Contact Representative for further details. Rec'd 7/23/84.

- PERSONNEL**
President—Frazier Reams, Jr.
Executive Vice-President—Peter C. Cavanaugh.
Vice-Pres. & Gen'l Mgr.—Neil E. Kearney.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 850 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations**
Basic Rates: 20a, 20b.
FM facilities: WRNF (FM), Whitehall.

TIME RATES

Eff 6/15/84—Rec'd 8/10/84.

- SPOT ANNOUNCEMENTS**
BTA—6 AM-MIDNIGHT
GRID: I II III IV V VI VII
1 min 24 22 20 18 16 14 12
30 sec 22 20 18 16 14 12 10
WKBZ/WRNF (FM) COMBINATION
1 min 36 33 30 27 24 21 18
30 sec 33 30 27 24 21 18 15
Specified times, extra 2.00.

WKJR1963
MUSKEGON HEIGHTSMedia Code 4 223 7710 1.00 Mid 011263-000
Muskegon Heights Broadcasting Co., Inc.
Box 839, Muskegon, MI 49443. Phone 616-798-2115.
1 min rate 1x: 8.50.**WMUS**1947
MUSKEGON
WMUS-FM1962
MUSKEGON**RAB**Media Code 4 223 7740 8.00 Mid 011265-000
Greater Muskegon Broadcasters, Inc.
517 W. Giles Rd., Box 5260, Muskegon, MI 49445. Phone
616-744-1671.**PROGRAMMING DESCRIPTION**

WMUS: Mass appeal programming for adults with emphasis on 25-54 target demo. MUSIC: Crossover-oriented Country (current, recurrent & gold) presented in tight, live format. NEWS: satellite delivered plus special reg'l coverage in both drives; meteorologists provide weather updates hrlly. FEATURES: contests with cash prizes offered continuously. Contact Representative for further details. Rec'd 3/21/83.

- PERSONNEL**
President—R. B. Rogoski.
Vice-Pres & Gen'l Mgr.—Tim Achterhoff.
Program Director—Dan Mason.
- REPRESENTATIVES**
Masla Radio.
Detroit—Pearse Sales.
- FACILITIES**
1,000 w.; 1090 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24b, 24c, 25a.
Contracts: 40a, 46, 51a, 51b, 51c.
Cancellation: 70a, 71a.

TIME RATES

No. R-50 Eff 3/1/85—Rec'd 1/24/85.

- A—6 am-7 pm
B—7 pm-midnight & 5-6 am.
C—midnight-5 am.
- SPOT ANNOUNCEMENTS**
CLASS A
PER WK: 42+ 55 ti 28 ti 21 ti 14 ti 7 ti
1 min 24.00 25.00 26.00 27.00 28.00 29.00
30 sec 19.20 20.00 20.80 21.60 22.40 23.20
10 sec 14.40 15.00 15.60 16.20 16.80 17.40
B: Deduct 50% from Class A.
C: Deduct 75% from Class A.
BTA/ROS—5 AM-MIDNIGHT
PER WK: 28+ 21 ti 14 ti 7 ti
1 min 21.00 22.00 23.00 24.00 25.00
30 sec 17.60 18.40 19.20 20.00
10 sec 13.20 13.80 14.40 15.00

7. PACKAGE PLANS

BULK

- PER YR: 1040x 520x 260x 156x
1 min 21.00 22.00 23.00 24.00
30 sec 16.80 17.60 18.40 19.20
10 sec 12.60 13.20 13.80 14.40
2.00 premium for non-standard spot placement.

(D) (A)

WQQQ (FM)1971
MUSKEGONMedia Code 4 223 7770 5.00 Mid 011266-000
TSPS Broadcasting Co.
875 E. Summit Ave., Box 85, Muskegon, MI 49443.
Phone 616-733-2126.**PROGRAMMING DESCRIPTION**

WOWO (FM): Programmed for adults 25-54. MUSIC: Bonneville "Easy Listening". NEWS: local. COMMERCIAL POLICY: 12 spot units per hr. Contact Representative for further details. Rec'd 7/5/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Frederick P. Tascone.
Program Manager—William Stevens.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 375 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WTRU.

TIME RATES

No. N-11 Eff 4/1/81—Rec'd 1/23/84.

- PACKAGE PLANS**
BTA
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti 50+
1 min 16.50 15.90 15.30 14.70 14.10 13.50
30 sec 14.10 13.55 12.95 12.35 11.75 11.20
ANNUAL BULK—BTA
PER YR: 100x 250x 500x 1000x
1 min 14.70 14.10 13.50 12.95
30 sec 12.35 11.75 11.15 10.55
Guaranteed positions, extra 1.00.

May be combined with WTRU to earn frequency discount.

WRNF (FM)1975
WHITEHALL**ndb**

(This is a paid duplicate of the listing under Whitehall, Michigan.)

Media Code 4 223 9413 0.00 Mid 011311-000
Muscom, Inc.
Box 238, Muskegon Hts., MI 49443. Phone 616-798-2141.**PROGRAMMING DESCRIPTION**

WRNF (FM): MUSIC: TM Programming Stereo Rock. Contact Representative for further details. Rec'd 1/19/84.

- PERSONNEL**
President—Frazier Reams, Jr.
Executive Vice-President—Peter C. Cavanaugh.
Vice-Pres. & Gen'l Mgr.—Neil Kearney.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 2,000 w.; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 367 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 30 days.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WKBZ, Muskegon.
Affiliated with ABC FM Radio Network.

TIME RATES

Eff 6/15/84—Rec'd 8/10/84.

- SPOT ANNOUNCEMENTS**
BTA—6 AM-MIDNIGHT
GRID: I II III IV V VI VII
1 min 24 22 20 18 16 14 12
30 sec 22 20 18 16 14 12 10

GRID: I II III IV V VI VII

WRNF (FM)/WKBZ COMBINATION

- 1 min 36 33 30 27 24 21 18
30 sec 33 30 27 24 21 18 15
Specified times, extra 2.00.

(SMD) (D)

WTRU1949
MUSKEGON**ndb**Media Code 4 223 7800 0.00 Mid 011267-000
WTRU Broadcasting, Ltd.
875 E. Summit Ave., Box 85, Muskegon, MI 49443. Phone
616-733-2126.**PROGRAMMING DESCRIPTION**

WTRU: Mass appeal adult contemporary. Emphasis on current hits, with best oldies. 18-49 target demo. Personalities, major prize contests year round. Community involvement. NEWS: network/local every half hour AM drive, 3 full time news reporters. Emphasis on local news. Contact Representative for details. Rec'd 4/5/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Frederick P. Tascone.
Operations Manager—William Stevens.
Program Director—William Spaniola.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1600 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a, 29a.
Contracts: 40c, 45, 48, 48.
Comb.: Cont. Discounts: 60c, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WWO (FM).
Affiliated with ABC Information Radio Network.

TIME RATESNATIONAL AND LOCAL RATE SAME
No. 3 Eff 10/1/83—Rec'd 1/23/84.

- PACKAGE PLANS**
WEEKLY PACKAGE-BTA
1 ti 10 ti 20 ti 30 ti 40 ti 50+
1 min 11.75 11.15 10.60 10.00 9.40 8.80
30 sec 9.40 8.80 8.45 8.00 7.55 7.05
BULK PACKAGE
PER YR, BTA: 100x 250x 500x 1000x
1 min 10.60 10.00 9.40 8.80
30 sec 8.45 8.00 7.55 7.05
Guaranteed positions, extra 1.00.

May be combined with WOWO (FM) to earn frequency discount.

Muskegon HeightsMuskegon County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.**See Muskegon**
(including Muskegon Heights)**Newberry**Luce County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**WNBY**1966
NEWBERRY
WNBY-FM1977
NEWBERRY

Mid 011268-000

See SRDS Spot Radio Small Markets Edition.

NilesBerrien County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.**WAOR (FM)**1957
NILES**ndb****NRBA**Media Code 4 223 7950 3.00 Mid 011269-000
Nile Broadcasting Co.
210 S. Philip Rd., Box 370, Niles, MI 49120. Phone 616-683-5432.**PROGRAMMING DESCRIPTION**

WAOR (FM): Target audience 18-49. MUSIC: Album Oriented Rock format; Sun 10 pm-1 am special programming. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
General Manager—Charles Frey.
Sales Manager—Micki Johnson.
Program Director—Dan Hulett.

- REPRESENTATIVES**
Detroit—Michigan Spot Sales.
Torbet Radio, Inc.

- FACILITIES**
ERP 3,000 w.; 95.3 mhz. Stereo.
Operating schedule: 6-3 am. EST.
Antenna ht.: 330 ft. above average terrain.

AGENCY COMMISSION

15% time only.

- GENERAL ADVERTISING See coded regulations**
AM facilities: WNIL.
Affiliated with MBS.

TIME RATESNATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/27/84—Rec'd 8/28/84.

- AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—midnight-3 am.
- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 210x 360x 540x 750x 1080x
30 sec 20 19 18 17 16 15
10 sec 17 16 15 14 13 12
CLASS A
1 min 18 17 16 15 14 13
30 sec 15 14 13 12 11 10
15-sec: BTA, flat 8.00.
 - PACKAGE PLANS**
IMPACT, 8 CONSECUTIVE DAYS—1/2AA, 1/2A
1 min 30 sec 13 10
48 ti, ea (SMD) (CR)

WNIL1956
NILES

Mid 011270-000

See SRDS Spot Radio Small Markets Edition.

OtsegoAllegan County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.**WAOP (FM)**1962
OTSEGO

Mid 011271-000

See SRDS Spot Radio Small Markets Edition.

WQXC1981
OTSEGO

Mid 011272-000

See SRDS Spot Radio Small Markets Edition.

OwossoShiawassee County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.**WOAP**1947
OWOSSO

Mid 011273-000

See SRDS Spot Radio Small Markets Edition.

WOAP-FM1965
OWOSSO

Mid 027585-000

See SRDS Spot Radio Small Markets Edition.

PetoskeyEmmett County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WJML**1965
PETOSKEY
WJML-FM1966
PETOSKEY**NRBA**Media Code 4 223 8160 8.00 Mid 011274-000
Petoskey Broadcasting Co.
Box 99, 2175 Click Rd., Petoskey, MI 49770. Phone 616-347-8191, studio, 616-347-8705.**PROGRAMMING DESCRIPTION**

WJML: Mass appeal programming for adults with emphasis on 25-54 target demo. MUSIC: Adult Contemporary (current, recurrent and gold) presented by live personalities in all dayparts. NEWS: Satellite delivered plus

continued

MICHIGAN

Petoskey—cont

WJML, WJML-FM—cont

regional coverage in both drives; area meteorologist provides constant weather updates. FEATURES: contest with cash prizes offered continuously. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
President—R. Bunker Rogoski.
Vice-President—David K. Williams.
Station Manager—Angus Forrester.

2. REPRESENTATIVES
Masla Radio.
Detroit—Pearse Sales.

3. FACILITIES
10,000 w.; 1110 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 100,000 w.; 98.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.

Simulcast 6 am-7 pm.

4. AGENCY COMMISSION
15/5 advance payment.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 24b, 24c, 25a.
Contracts: 40a, 46, 51a, 51b, 51c.
Cancellation: 70a, 71a.

TIME RATES

No. 14-LC Eff 5/1/83—Rec'd 3/28/83.
A—6 am-7 pm.
B—7 pm-midnight.

7. PACKAGE PLANS

	WEEKLY						
	42+	35 ti	28 ti	21 ti	14 ti	7 ti	
1 min	16.00	17.00	18.00	19.00	20.00	21.00	
30 sec	12.80	13.60	14.40	15.20	16.00	16.80	
10 sec	9.60	10.20	10.80	11.40	12.00	12.60	

YEARLY BULK

	YEARLY BULK			
	1040x	520x	260x	156x
1 min	15.00	16.00	18.00	19.00
30 sec	12.00	12.80	14.40	15.20
10 sec	9.00	9.60	10.80	11.40

B: Deduct 50%.

(SMD) (CR)

WKHQ (FM)



1980
CHARLEVOIX

NRBA

(This is a paid duplicate of the listing under Charlevoix, Michigan.)

Media Code 4 223 1575 4.00 Mid 011119-000
New Broadcasting Corp.
Box 237, 211 Bridge St., Charlevoix, MI 49720. Phone 616-547-4454.

PROGRAMMING DESCRIPTION

WKHQ (FM): Mass appeal adult contemporary targeted to 18-49 demographic cell. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 7/3/81.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tim E. Moore.
General Sales Manager—Jan Chapman.
Station Manager—Bill Vogel.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 922 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WVOY.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 2/4/85.
A—Specified.
B—ROS 6 am-6 pm.
C—ROS 24 hours.

6. SPOT ANNOUNCEMENTS

CUMULATIVE MONTHLY:	150x 300x 450x			
	6 ti	12 ti	18 ti	24 ti
A	28	26	24	22
B	24	22	20	18
C	20	18	16	14

1 min, extra 4.00.
30 sec: Deduct 1.00 from A.

(SMD) (D-2)

WMBN (FM)

1946
PETOSKEY

Beautiful Music



A MacDonald Broadcasting Co. Station

Media Code 4 223 8220 0.00 Mid 011275-000
MacDonald Broadcasting Co.
Box 1776, Saginaw, MI 48605. Phone 517-752-8161.
Mailing Address: Box 286, Petoskey, MI 49770. Phone 616-347-8713.

PROGRAMMING DESCRIPTION

WMBN (FM): Programmed for adults. MUSIC: blend of general pop music instrumentals & vocals, showtunes, standards, film music & MOR. Presented in uninterrupted 1/4 hr segments. COMMERCIAL POLICY: limited to 12 units per hr. Contact Representative for further details. Rec'd 8/3/81.

1. PERSONNEL
Chrmn. & Chief Exec. Off.—Kenneth H. MacDonald, Sr.
President—Kenneth H. (Mac) MacDonald, Jr.
Sr. Vice-Pres. & Sta Mgr.—Patricia Webb MacDonald.

2. REPRESENTATIVES
Christal Radio.
Michigan Spot Sales.

3. FACILITIES
ERP 100,000 w.; 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 900 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WWPZ.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD)(CR)

WMKC (FM)

1982
ST. IGNACE

Mid 017852-000

See listing under city of license.

WVOY

1974
CHARLEVOIX

Mid 011120-000

See listing under city of license.

WWPZ

1967
PETOSKEY

News/Information/Sports



A MacDonald Broadcasting Co. Station

Media Code 4 223 8250 7.00 Mid 011276-000
MacDonald Broadcasting Co.
2095 U.S., 131 S., Box 286, Petoskey, MI 49770. Phone 517-752-8161.

PROGRAMMING DESCRIPTION

WWPZ: Programmed for adults & young adults. NEWS: Network hriy at :30; local news hriy preceding network. MUSIC: "All oldies, best of 50's-70's." Live. Business news hriy, meteorologists weather 4x/hr, ski reports, nautical weather. SPORTS: Major league baseball, football, college football, basketball, local basketball & football, tournament play, etc. Contact Representative for further details. Rec'd 6/3/82.

1. PERSONNEL
Chrmn. & Chief Exec. Off.—Kenneth H. MacDonald, Sr.
President—Kenneth H. (Mac) MacDonald, Jr.
Sr. Vice-Pres. & Oper Mgr.—Patricia Webb MacDonald.

2. REPRESENTATIVES
Christal Radio.
Michigan Spot Sales.

3. FACILITIES
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WMBN (FM).
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD)

Pinconning

Bay County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WFZX (FM)

PINCONNING



Media Code 4 223 8265 5.00 Mid 032227-000
Wegerly Broadcasting Corp.
Box 357, Pinconning, MI 48650. Phone 517-879-4444.
Saginaw-Bay City, Phone 517-892-7777.

PROGRAMMING DESCRIPTION

WFZX (FM): Target audience 18-44 plus teens. MUSIC: Contemporary Hit Radio; all segments with live AIR PERSONALITIES. COMMERCIAL POLICY: 12 units per hr. FEATURES: Polka programming 3 hrs Sun AM. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert A. Naismith.
Vice-Pres., Sta. & Sales Mgr.—Gary L. Ballard.

2. REPRESENTATIVES
Michigan Spot Sales.
Torbet Radio, Inc.

3. FACILITIES
ERP 3,000 w. circular polarized; 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6b, 7a.
Rate Protection: 10a, 11a, 12b, 13b, 14g, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 25a, 26, 27, 28b, 29a, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 2 Eff—Rec'd 7/27/84.

6. SPOT ANNOUNCEMENTS
25% AM DRIVE, 25% MIDDAY, 25% PM DRIVE, 25% EVENING

GRID:	6 AM-MIDNIGHT 1 MINUTE				
	I	II	III	IV	V
6 ti	24	23	22	21	20
12 ti	23	22	21	20	19
18 ti	22	21	20	19	18
24 ti	21	20	19	18	17
30 ti	20	19	18	17	16

GRID:	6 AM-MIDNIGHT 30 SECONDS				
	I	II	III	IV	V
6 ti	20	19	18	17	16
12 ti	19	18	17	16	15
18 ti	18	17	16	15	14
24 ti	17	16	15	14	13
30 ti	16	15	14	13	12

Midnight-6 am: 1-min ea 6.00; 30-sec ea 5.00.
Specified times, extra 2.00.

(SMD) (CR-3) (A)

Pontiac

Oakland County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Portage

Kalamazoo County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

See Kalamazoo

Port Huron

St. Clair County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

WHLS

1938
PORT HURON



Media Code 4 223 8280 4.00 Mid 011277-000
Wisner Broadcasting, Inc.
808 Huron Ave., Box 807, Port Huron, MI 48060. Phone 313-987-1450.

1. PERSONNEL
General Manager—John F. Wisner.

2. REPRESENTATIVES
Michigan Spot Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 60 days.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 50, 51a.
Comb., Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WSAQ (FM).
Affiliated with MBS and KBS.

TIME RATES

Eff 1/1/85—Rec'd 12/28/84.

6. SPOT ANNOUNCEMENTS

	5 AM-MIDNIGHT					
	52x	104x	260x	365x	624x	1248x
1 min	19.50	18.50	17.50	17.00	16.00	15.00
30 sec	18.00	17.00	16.00	15.50	14.50	13.50
10 sec	12.50	12.00	11.50	11.00	10.00	9.50

NITE OWL—MIDNIGHT-5 AM

1 min 30 sec 4.00 3.00
Prime time 5-10 am/3-8 pm, extra 1.00 per spot.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
	1 min	18.50	17.50
30 sec	17.00	16.00	15.50
10 sec	12.50	11.50	10.50

WPHM

1947
PORT HURON



Media Code 4 223 8340 6.00 Mid 011278-000
Enterform, Inc.
2379 Military St., Port Huron, MI 48060. Phone 313-987-4100.

PROGRAMMING DESCRIPTION

WPHM: Programmed for general interest adults. MUSIC: MOR. NEWS: at :57 except 5:50, 6:50, 7:50, 11:50 am, 4:50, 5:50 pm. 4 man dept. Network at :30, commentator at 8:50 am, 12:05 :30 pm. FARM: News thru-out programming, emphasis 5-9 am. SPORTS: High school & college football & basketball. TALK: Phone opinion show 9-10 am M-F, phone variety show 10-11:45 am M-F; ask the expert 12:20-1 pm M-F; Sun music; religion, news. Remote facilities. Contact Representative for further details. Rec'd 7/19/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Eugene E. Umlor.

2. REPRESENTATIVES
Pearse Sales.

3. FACILITIES
5,000 w.; 1380 khz. Directional.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 24d, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 82.
Affiliated with NBC—Talknet.

TIME RATES

No. 17 Eff 6/1/84—Rec'd 5/24/84.

6. SPOT ANNOUNCEMENTS

	260x	312x	520x	624x	1000x
	1 min	16.90	16.20	15.80	15.60
30 sec	14.30	13.70	13.40	13.00	12.40
10 sec	9.30	8.70	8.50	8.30	7.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
	1 min	16.90	16.20	15.80	15.60
30 sec	14.30	13.70	13.40	13.00	12.40
10 sec	9.30	8.70	8.50	8.30	7.40

8. PROGRAM TIME RATES

260 x	1 hr 1/2 hr 1/4 hr 10 min 5 min				
	66	52	30	24	20

WSAQ (FM)

1964
PORT HURON



Media Code 4 223 8370 3.00 Mid 011279-000
Wisner Broadcasting, Inc.
Box 807, 808 Huron Ave., Port Huron, MI 48060. Phone 3

6. SPOT ANNOUNCEMENTS

	5 AM-MIDNIGHT				
1 min	52x	104x	260x	365x	624x 1248x
30 sec	16.00	15.50	15.00	14.50	13.50 13.00
10 sec	10.50	10.00	9.75	9.50	9.00 8.50
	NITE OWL—MIDNIGHT-5 AM				
Ea	1 min	30 sec			
	4.00	3.00			

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti		
1 min	15.50	15.00	14.50		
30 sec	14.50	14.00	13.00		
10 sec	10.00	9.75	9.50		

Reed City

Osceola County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WDEE

1982
REED CITY

Mid 031627-000
See SRDS Spot Radio Small Markets Edition.

Rockford

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WJPW

1964
ROCKFORD

Mid 011280-000
See SRDS Spot Radio Small Markets Edition.

Rogers City

Presque Isle County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WHAK

1964
ROGERS CITY

Mid 011281-000
See SRDS Spot Radio Small Markets Edition.

WMLQ (FM)

1984
ROGERS CITY

Mid 034264-000
See SRDS Spot Radio Small Markets Edition.

Royal Oak

Oakland County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Detroit Urban Area

Saginaw

Saginaw County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.



SAGINAW'S WFZX
#1 Weekend Station!
#1 Men 18-24, 6 am-midnight*
#1 Adults 18-49, 3-7 Sat.
#1 Women 18-49, 3-7 Sat.
#1 Adults 18-34, 7-mid. Sat.
#1 Teens, 7-mid. Sat.
*All Weekend Long
Fall 84 ARB AOH TSA

WFZX (FM)

PINCONNING

Mid 032227-000
See listing under city of license.

WGER (FM)

1961
BAY CITY

Mid 011105-000
See listing under city of license.



HITS 106 WIOG
#1 ADULTS 18-34
(ARB Spring 84, 6A-Mid, AOH, MSA)

WIOG (FM)

1969
SAGINAW

"Stereo Rock"

A Booth Station

Media Code 4 223 8482 6.00 Mid 011282-000
Booth Broadcasting Co.
1795 Tittabawassee Rd., Box 1945, Saginaw, MI 48605.
Phone 517-752-3456.

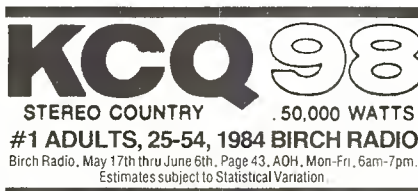
PROGRAMMING DESCRIPTION

WIOG (FM): Programmed for young adults & teens. MUSIC: today's top hits with recent rock oldies. NEWS: weather, information throughout day. COMMERCIAL POLICY: max 12 units per hr in 4 3-unit clusters. FEATURES: American top 40 wkly countdown show Sat 9 am-1 pm. Contact Representative for further details. Rec'd 11/24/82.

- PERSONNEL**
President—John L. Booth, II.
General Manager—John Casey.
Operations Manager—Dave Maurer.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSGW
Affiliated with ABC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)



KQCQ 98
STEREO COUNTRY .50,000 WATTS
#1 ADULTS, 25-54, 1984 BIRCH RADIO
Birch Radio, May 17th thru June 6th, Page 43, AOH, Mon-Fri, 6am-7pm.
Estimates subject to Statistical Variation

WKCQ (FM)

1947
SAGINAW

Media Code 4 223 8505 4.00 Mid 011283-000
A MacDonald Broadcasting Co. Station
Box 1776, 2000 Whittier, Saginaw, MI 48605. Phone 517-752-8161.

PROGRAMMING DESCRIPTION

WKCO (FM): MUSIC: Modern country, featuring top country music artists & artists from pop & MOR lists. AIR PERSONALITIES. NEWS: network at :60. UPI. COMMERCIAL POLICY: limit 12 commercial minutes per hour. Contact Representative for further details. Rec'd 8/29/79.

- PERSONNEL**
Chrmn. & Chief Exec. Off.—Kenneth H. MacDonald, Sr.
President—Kenneth H. (Mac) MacDonald, Jr.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.1 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 353 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSAM.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR-2) (A)

WSAM

14 WSCM RADIO

1940
SAGINAW



A MacDonald Broadcasting Co. Station

Media Code 4 223 8580 7.00 Mid 011285-000
MacDonald Broadcasting Co.
200 Whittier, Box 1776, Saginaw, MI 48605. Phone 517-752-8161.

PROGRAMMING DESCRIPTION

WSAM: Programmed for adults 18-54. MUSIC: Oldies. NEWS: network at :60; local hly. SPORTS: headlines in drive; U football network; pro hockey. Contact Representative for further details. Rec'd 7/28/82.

- PERSONNEL**
Chrmn. & Chief Exec. Off.—Kenneth H. MacDonald, Sr.
President—Kenneth H. (Mac) MacDonald, Jr.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12e, 13e, 14e, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKCO (FM).
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR)



#1 ADULTS 25-54

(ARB Spring '84, 6A-MID, AQH, MSA)

WSGW

1950
SAGINAW



A Booth Station

Media Code 4 223 8640 9.00 Mid 011286-000
Booth Broadcasting Co.
Box 1945, Saginaw, MI 48605. Phone 517-752-3456.

PROGRAMMING DESCRIPTION

WSGW: Programmed for adults w/emphasis on news & information: 5-10 am entertainment with 4 AIR PERSONALITIES & network features; 10 am-3 pm local tele/talk with audience participation incl noon hr news & farm block; 3-6 pm entertainment AIR PERSONALITY & network features; 6 pm-5 am network tele/talk with audience participation; commentator daily 8:35 am, 12:15 pm & 5:55 pm; Sun nostalgia programs 5 am-1 pm. FARM: 5-6 am & noon-1 pm. SPORTS: major league baseball, college football, wkly high school football & basketball. Contact Representative for further details. Rec'd 7/24/84.

- PERSONNEL**
President—John L. Booth, II.
General Manager—John Casey.
Operations Manager—Dave Maurer.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 790 khz. Directional—separate patterns day & night. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIOG (FM).
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.
Member: Michigan Farm Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agr-Media Rates and Data.

(CR) (A)

WWWS (FM)

1968
SAGINAW



Media Code 4 223 8720 9.00 Mid 011287-000
Mayle Broadcasting Co.
Box 107, Saginaw, MI 48606. Phone 517-754-1071, Flint, 313-234-0151.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 20.00.

St. Ignace

MacKinae County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WLVM

1966
ST. IGNACE

Mid 011288-000
See SRDS Spot Radio Small Markets Edition.

WMKC (FM)

1982
ST. IGNACE



Media Code 4 223 8790 2.00 Mid 017852-000
Mighty-Mac Broadcasting Co.
334 N. State St., St. Ignace, MI 49781. Phone 906-643-9494, 616-347-5103.

PROGRAMMING DESCRIPTION

WMKC (FM): Targeted to adults 25-54. MUSIC: Contemporary Country. NEWS: at :60. COMMERCIAL POLICY: max 12 minutes/hr. Contact Representative for further details. Rec'd 10/2/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John M. Domanski.
- REPRESENTATIVES**
Patt Media Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo. Operating schedule: 5:30-1 am daily. EST. Antenna ht: 370 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WLVM.
Affiliated with RKO.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/84—Rec'd 10/2/84.

6. SPOT ANNOUNCEMENTS		6-10 AM, 10 AM-3 PM, 3-7 PM			
1 MIN/30 SEC:		12 ti	18 ti	24 ti	36 ti
I	21	19	17	15
II	19	17	15	13
III	17	15	13	11
		6 AM-7 PM			
I	19	17	15	13
II	17	15	13	11
III	15	13	11	9
		10 sec: Deduct 50%.			
7. PACKAGE PLANS		12 ti 18 ti 24 ti 36 ti			
1 MIN/30 SEC:		17	15	13	11
I	15	13	11	9
II	13	11	9	7
III	BULK			
		150x	300x	500x	1000x
Ea	9	8	7	6
		10 sec: Deduct 50%.			
		7 pm-midnight, deduct 50%.			

WMKC (FM)/WLVM combination, extra 3.00.

(SMD) (CR-2)

MICHIGAN

St. Johns

Clinton County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WKLH
(formerly WVGO)
1959
ST. JOHNS

Mid 011289-000
See SRDS Spot Radio Small Markets Edition.

WKLH-FM
1972
ST. JOHNS

Mid 011290-000
See SRDS Spot Radio Small Markets Edition.

St. Joseph

Berrien County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.

See Benton Harbor-St. Joseph

St. Louis

Gratiot County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WMLM
1977
ST. LOUIS

Mid 011291-000
See SRDS Spot Radio Small Markets Edition.

Saline

Washtenaw County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

WNRS
1958
SALINE


Media Code 4 223 8880 1.00 Mid 011292-000
Lake America Communications
Box 8605, Ann Arbor, MI 48107. Phone 313-662-2881.

PROGRAMMING DESCRIPTION
WNRS: MUSIC: Adult Contemporary. Programmed for adults 25-54. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Pres./Gen'l Mgr.—Ernie Winn.
Vice-President/Sales—Phil Hoover.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
500 w. days; 1290 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WIOB (FM), Ann Arbor.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATES

No. 1 Eff 9/1/84—Rec'd 8/24/84.
AMD/PMD—Mon thru Sat 6-9 am & 3-6 pm.
DAY/EVE—Mon thru Sat 9 am-3 pm, 6 pm-sign-off; Sun all day.
BTA—6 am-sign-off, any 3 days-equal rotation, preemptible.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 12 ti 18 ti 24 ti 30 ti
PER MO: 36 ti 54 ti 72 ti 90 ti
AMD/PMD 12 11 10 9
DAY/EVE 11 10 9 8
BTA 10 9 8 7
30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

- PACKAGE PLANS**
ROS—50% SUN-WED, 50% THURS-SAT, EQUAL ROTATION
PER WK: 12 ti 18 ti 24 ti 30 ti
PER MO: 36 ti 54 ti 72 ti 90 ti
1 min 9 8 7 6
30 sec: 80% of 1-min.

May combine with WIOB (FM), Ann Arbor for frequency discount.

(SMD) (D)

Sandusky

Sanilac County—Map Location H-8
See SRDS Consumer market map and data at beginning of the state.

WMIC
1965
SANDUSKY

Mid 011293-000
See SRDS Spot Radio Small Markets Edition.

WMIC-FM
1965
SANDUSKY

Mid 011294-000
See SRDS Spot Radio Small Markets Edition.

Sault Ste. Marie

Chippewa County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WLXX (FM)
1972
SAULT STE. MARIE

Mid 011295-000
See SRDS Spot Radio Small Markets Edition.

WSOO
1940
SAULT STE. MARIE

Mid 011296-000
See SRDS Spot Radio Small Markets Edition.

WSUE (FM)
1977
SAULT STE. MARIE

Mid 011297-000
See SRDS Spot Radio Small Markets Edition.

Scottville

Mason County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WKZC (FM)
1983
SCOTTVILLE

Mid 034418-000
See SRDS Spot Radio Small Markets Edition.

South Haven

Van Buren County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WCSY
1961
SOUTH HAVEN
WCSY-FM
1981
SOUTH HAVEN

Mid 011298-000
See SRDS Spot Radio Small Markets Edition.

Sturgis

St. Joseph County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.

WSTR
1951
STURGIS
WSTR-FM
1953
STURGIS

Mid 011299-000
See SRDS Spot Radio Small Markets Edition.

Tawas City-East Tawas

Iosco County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDBI (FM)

1973
TAWAS CITY-EAST TAWAS

Mid 011300-000
See SRDS Spot Radio Small Markets Edition.

WIOS

1958
TAWAS CITY-EAST TAWAS

Mid 011301-000
See SRDS Spot Radio Small Markets Edition.

WKJC (FM)

1979
TAWAS CITY-EAST TAWAS

Mid 011302-000
See SRDS Spot Radio Small Markets Edition.

Three Rivers

St. Joseph County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

WLKM

1962
THREE RIVERS
WLKM-FM

1975
THREE RIVERS

Mid 011303-000
See SRDS Spot Radio Small Markets Edition.

Traverse City

Grand Traverse County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WCCW

1960
TRAVERSE CITY

Media Code 4 223 9240 7.00 Mid 011304-000
Fabiano-Strickler Communications Inc.—Traverse City
346 E. State St., Box 666, Traverse City, MI 49684.
Phone 616-946-6211.

PROGRAMMING DESCRIPTION

WCCW: Features AIR PERSONALITIES. MUSIC: big band & standards, emphasis on news & public affairs thru day; area events thru-out yr. Contact Representative for further details. Rec'd 11/2/82.

- PERSONNEL**
General Manager—Paul Binsfeld.
Sales Manager—Matt Vermetten.
- REPRESENTATIVES**
Detroit—Michigan Spot Sales.
NY—Shelly Katz Radio Sales, Inc.
- FACILITIES**
5,000 w.; 1310 khz.
Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WMZK (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 4/20/84.

- SPOT ANNOUNCEMENTS**
1 min — 30 sec —
PER WK: 14 ti 21 ti 28 ti 14 ti 21 ti 28 ti
ROS 12.95 11.75 10.50 9.40 8.25 7.00
* 14.00 13.00 11.75 10.60 9.40 8.25
(* 6-10 am, 3-7 pm or specified times.

May be combined with WMZK (FM) for frequency discount.

(SMD)

WJML

1965
PETOSKEY
WJML-FM

1966
PETOSKEY

Mid 011274-000
See listing under city of license.

WKHQ (FM)

KHQ
1980
CHARLEVOIX
NRBA

(This is a paid duplicate of the listing under Charlevoix, Michigan.)

Media Code 4 223 1575 4.00 Mid 011119-000
New Broadcasting Corp.
Box 237, 211 Bridge St., Charlevoix, MI 49720. Phone 616-547-4454.

PROGRAMMING DESCRIPTION

WKHQ (FM): Mass appeal adult contemporary targeted to 18-49 demographic cell. COMMERCIAL POLICY: max 12 units per hr. Contact Representative for further details. Rec'd 7/3/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tim E. Moore.
General Sales Manager—Jan Chapman.
Station Manager—Bill Vogel.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 922 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WVOY.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 2/4/85.

A—Specified.
B—ROS 6 am-6 pm.
C—ROS 24 hours.

SPOT ANNOUNCEMENTS

CUMULATIVE: 150x 300x 450x
MONTHLY: 40 ti 60 ti 80 ti
WKLY: 6 ti 12 ti 18 ti 24 ti
A 28 26 24 22
B 24 22 20 18
C 20 18 16 14
1 min, extra 4.00.
30 sec: Deduct 1.00 from A.

(SMD) (D-2)

93KJF
FM STEREO

WKJF-FM

1961
CADILLAC



A Fetzer Station

(This is a paid duplicate of the listing under Cadillac, Michigan.)

Media Code 4 223 1480 7.00 Mid 011116-000
Fetzer Broadcasting Co.
1111 S. Mitchell St., Box 89, Cadillac, MI 49601. Phone 616-775-0143.

PROGRAMMING DESCRIPTION

WKJF-FM: Target demographic 18-44. MUSIC: Contemporary. NEWS: news & weather updates; local & CBS news; staff meteorologist. SPORTS: Tiger baseball. Contact Representative for further details. Rec'd 7/25/84.

- PERSONNEL**
President—Carl E. Lee.
General Manager—James E. MacFarlane.
- REPRESENTATIVES**
McGavren Guild Radio.

FACILITIES
ERP 100,000 w.; 92.9 mhz. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 895 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS RADIO/RADIO.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D) (A)

WKLT (FM)

1979
KALKASKA

Mid 011233-000
See listing under city of license.

WLDR (FM)

1966
TRAVERSE CITY



Media Code 4 223 9260 5.00 Mid 011306-000
Great Northern Broadcasting System, Inc.
118 S. Union, Traverse City, MI 49684. Phone 616-947-3220.

PROGRAMMING DESCRIPTION

WLDR (FM): Adult contemporary for adults 18 plus. Contact Representative for further details. Rec'd 10/20/80.

1. **PERSONNEL**
General Manager—Donald J. Wiitala.

2. **REPRESENTATIVES**
Masla Radio.

3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 590 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

TIME RATES

No. 17 Eff 5/1/84—Rec'd 5/18/84.

6. **SPOT ANNOUNCEMENTS**

PER WK, ROS: 6 ti 12 ti 18 ti 24 ti
1 min 18.00 17.50 17.00 16.00
30 sec 13.00 12.50 12.00 11.00
Specified daypart extra 2.00.
Specified exact placement extra 1.00.

(SMD)

WMBN (FM)

1946
PETOSKEY

Mid 011275-000

See listing under city of license.

WMZK (FM)

1966
TRAVERSE CITY



Media Code 4 223 9280 3.00 Mid 011305-000
Fabiano-Strickler Communications Inc.—Traverse City
346 E. State St., Box 666, Traverse City, MI 49684.
Phone 616-946-6211.

PROGRAMMING DESCRIPTION

WMZK (FM): Programmed for mass appeal audience.
MUSIC: Contemporary. NEWS: network & local thru day.
Contact Representative for further details. Rec'd 11/2/82.

1. **PERSONNEL**
General Manager—Paul Binsfield.
Sales Manager—Matt Vermetten.

2. **REPRESENTATIVES**
Detroit—Michigan Spot Sales.
NY—Shelly Katz Radio Sales, Inc.

3. **FACILITIES**
ERP 3,000 w.; 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 251 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 on time only.

5. **GENERAL ADVERTISING See coded regulations**
AM facilities: WCCW.
Affiliated with RKO TWO.

TIME RATES

Eff Rec'd 4/20/84.

6. **SPOT ANNOUNCEMENTS**

PER WK: 14 ti 21 ti 28 ti 14 ti 21 ti 28 ti
ROS 12.95 11.75 10.60 9.40 8.25 7.00
* 14.00 13.00 11.75 10.60 9.40 8.25
(* 6-10 am, 3-7 pm or specified times.)

May be combined with WCCW for frequency discount.

(SMD)

WTCM-FM

1965
TRAVERSE CITY

WTCM

1941
TRAVERSE CITY

Media Code 4 223 9302 7.00 Mid 011308-000
WTCM Radio, Inc.
Paul Bunyan Bldg., 314 E. Front St., Traverse City, MI
49684. Phone 616-947-7675.

PROGRAMMING DESCRIPTION

WTCM-FM/WTCM: Programmed for adults & young adults 25-54. MUSIC: Contemporary Country. NEWS: network, local & reg'l. SPORTS: local, college & pro; boating & ski reports. Features. Contact Representative for further details. Rec'd 6/30/80.

1. **PERSONNEL**
General Manager—Ross Biederman.
Program Director—Ryan Dobry.
Business Manager—Russ Loomis.

2. **REPRESENTATIVES**
Torbet Radio, Inc

3. **FACILITIES**
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.

Antenna ht.: 678 ft. above average terrain.
5,000 w., 500 w. nights; 560 khz. Directional—separate patterns day & night. Stereo.
Operating schedule: 24 hours daily. EST.

Simulcast 5 am-8 pm.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING See coded regulations**
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Supernet.

Member: Michigan Farm Radio Network.

TIME RATES

Eff 11/26/84—Rec'd 10/19/84.

AAA—Mon thru Sat 6-10 am; Mon thru Fri noon-1 pm.
AA—Mon thru Sat 3-7 pm.
A—All other times.

7. **PACKAGE PLANS**

	ANNUAL BULK					
	1 min		30 sec			
	AAA	AA	A	AAA	AA	A
1 x	28.00	22.00	20.00	22.50	17.50	16.00
156 x	25.00	20.00	17.00	20.00	16.00	13.50
260 x	23.00	18.50	16.00	18.50	15.00	12.50
520 x	21.00	17.50	15.00	17.00	14.00	12.00
780 x	20.00	17.00	14.00	16.00	13.50	11.50
1040 +	19.00	16.50	13.00	15.00	13.00	11.00

ROS—6 AM-7 PM

GRID:	1 2 3 4 5				
	1 min	30 sec	10 sec	10 sec	10 sec
1 min	28.00	25.00	23.00	21.00	19.00
30 sec	22.50	20.00	18.00	17.00	15.00
10 sec	14.00	12.50	11.50	10.50	9.50

(SMD (D))

WVOY

1974
CHARLEVOIX

Mid 011120-000

See listing under city of license.

West Branch

Ogemaw County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WBMB

1971
WEST BRANCH

Mid 011309-000

See SRDS Spot Radio Small Markets Edition.

WBMI (FM)

1977
WEST BRANCH

Mid 011310-000

See SRDS Spot Radio Small Markets Edition.

Whitehall

Muskegon County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WPBK

1963
WHITEHALL

Mid 011312-000

See SRDS Spot Radio Small Markets Edition.

WRNF (FM)

1975
WHITEHALL

Media Code 4 223 9413 0.00 Mid 011311-000

Muscom, Inc.

Box 238, Muskegon Hts., MI 49443. Phone 616-798-2141.

PROGRAMMING DESCRIPTION

WRNF (FM): MUSIC: TM Programming Stereo Rock.
Contact Representative for further details. Rec'd 1/19/84.

1. **PERSONNEL**
President—Frazier Reams, Jr.
Executive Vice-President—Peter C. Cavanaugh.
Vice-Pres. & Gen'l Mgr.—Neil Kearney.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.

3. **FACILITIES**
ERP 2,000 w.; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 367 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0; payable 30 days.

5. **GENERAL ADVERTISING See coded regulations**
AM facilities: WKBZ, Muskegon.
Affiliated with ABC FM Radio Network.

TIME RATES

Eff 6/15/84—Rec'd 8/10/84.

6. **SPOT ANNOUNCEMENTS**

BTA—6 AM-MIDNIGHT

GRID:	I II III IV V VI VII						
	1 min	30 sec	10 sec	10 sec	10 sec	10 sec	10 sec
1 min	24	22	20	18	16	14	12
30 sec	22	20	18	16	14	12	10

WRNF (FM)/WKBZ COMBINATION

1 min	36	33	30	27	24	21	18
30 sec	33	30	27	24	21	18	15

Specified times, extra 2.00.

(SMD) (D)

Wyoming

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Grand Rapids (including Kentwood, Wyoming)

Ypsilanti

Washtenaw County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

See Ann Arbor (including Ypsilanti)

Zeeland

Ottawa County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

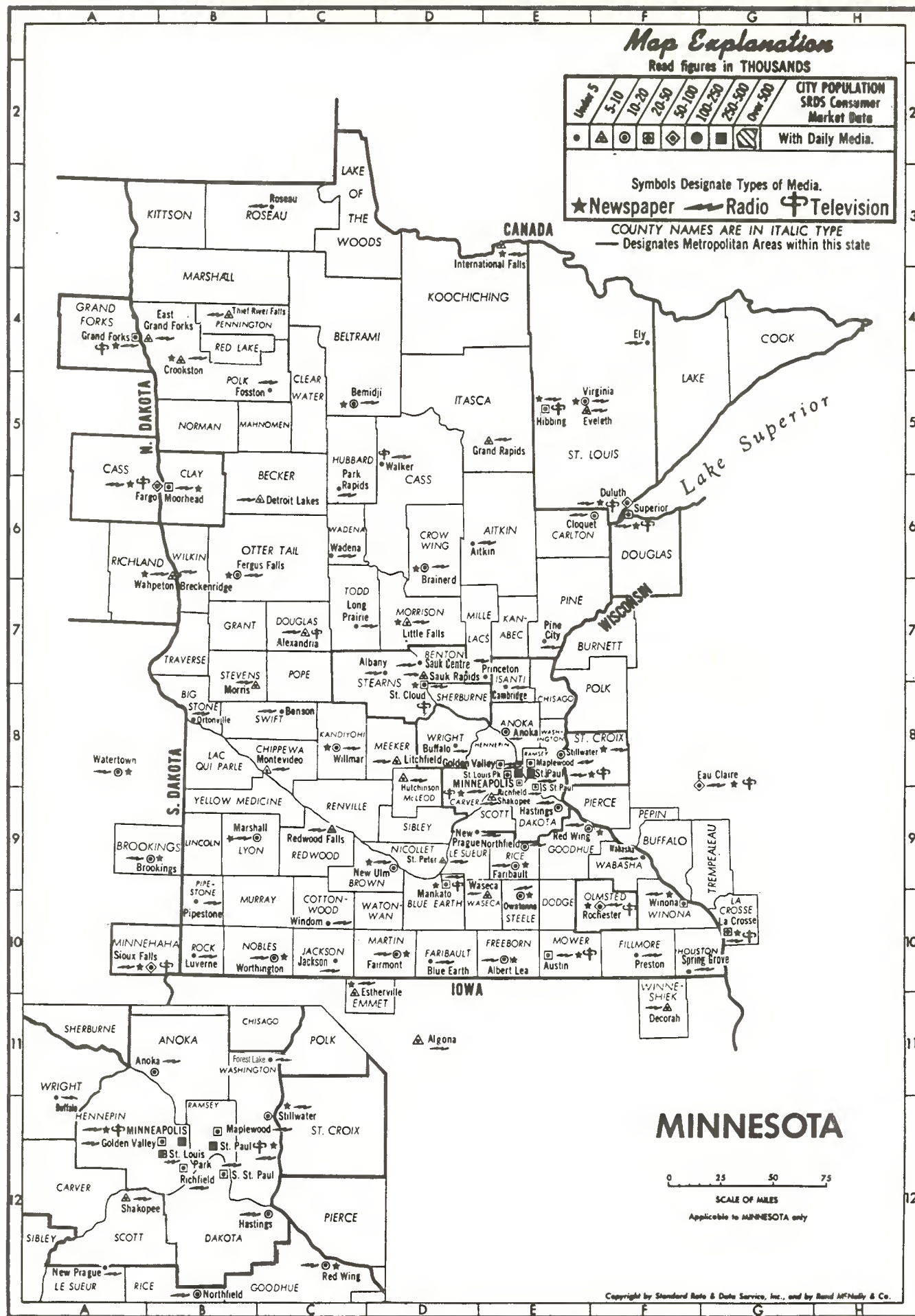
WZND (FM)

1971
ZEELAND

Mid 011313-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bloomington—Hennepin Brooklyn Park—Hennepin		Duluth—Saint Louis Edina—Hennepin		Minneapolis—Hennepin				Moorhead—Clay		Rochester—Olmsted		St. Cloud—Stearns		St. Louis Park—Hennepin		St. Paul—Ramsey																							
Estimates for:		Gross Household Income—1984								Retail Sales—1984								Passenger		Black		Spanish																	
STATE	COUNTY—Map Loc.	Population	Households	Per Household	% Distribution of Households				Total Retail Sales		By Selected Store Types						Csrs	Pop.	Pop.	Pop.																			
City	Metropolitan Area	4/1/84	4/1/84	(\$000)	to	to	to	to and over	Per Household	Food	Drug	General	Apparel	Home	Auto	Service	4/1/84	4/1/84	4/1/84																				
		(000)	(000)		14999	34999	49999	50000	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(000)	(000)	(000)																				
MINNESOTA STATE TOTALS.....																				4,156.7	1,486.40	41,409,238	27,859	30.9	41.1	16.2	11.8	21,727,163	14,617	4,722,965	741,626	3,167,541	1,032,195	1,108,553	3,685,069	1,924,091	2,515.85	52.5	32.50
AITKIN E-6.....																				14.0	5.30	88,938	16,781	52.9	37.7	6.6	2.4	64,249	12,122	14,701	2,470	10,312	2,879	2,782	10,765	5,805	9.02		.05
ANOKA E-8.....																				212.7	66.63	1,965,970	29,506	17.1	51.0	22.3	9.6	1,051,370	15,779	224,121	34,221	147,587	50,990	56,626	179,118	92,413	131.78	.4	1.39
BECKER C-5.....																				31.2	10.87	228,750	21,044	42.8	41.4	9.8	5.9	141,819	13,047	31,804	5,208	21,931	6,507	6,578	23,877	19,237	19.23		.14
BELTRAMI C-4.....																				32.7	10.72	210,911	19,675	46.2	39.7	8.9	4.8	136,444	12,728	30,781	5,080	21,335	6,218	6,205	22,940	12,259	17.65		.14
BENTON D-7.....																				27.0	8.98	200,178	22,292	35.9	46.9	12.1	5.1	122,329	13,622	27,099	4,367	18,488	5,692	5,899	20,656	10,913	16.05		.12
BIG STONE B-8.....																				7.6	2.87	57,931	20,185	45.3	41.3	7.4	6.0	36,704	12,789	8,278	1,365	5,736	1,673	1,671	3,297	5,099			.03
BLUE EARTH D-10.....																				52.0	18.10	436,421	24,112	35.0	44.7	12.7	7.6	249,762	13,799	55,144	8,846	37,507	11,665	12,169	42,208	22,252	31.12	.2	.34
BROWN C-9.....																				28.1	9.92	239,167	24,110	35.1	44.9	12.6	7.4	137,847	13,896	30,374	4,860	20,624	6,452	6,757	23,306	12,272	16.52		.07
CARLTON E-6.....																				30.1	10.29	234,927	22,831	34.5	45.3	14.4	5.7	144,214	14,015	31,707	5,058	21,486	6,767	7,116	24,395	12,827	18.13		.07
CARVER D-9.....																				40.4	13.27	434,004	32,706	22.0	39.9	22.4	15.7	208,857	15,739	44,546	6,807	29,349	10,124	11,233	35,578	18,362	25.66		.14
CASS D-5.....																				22.3	7.99	141,799	17,747	51.8	37.8	7.0	3.3	97,840	12,245	22,349	3,747	15,654	4,393	4,263	16,399	8,834	13.34		.11
CHIPPEWA C-8.....																				14.8	5.59	121,264	21,693	42.0	41.8	10.6	5.6	73,987	13,236	16,526	2,692	11,356	3,411	3,476	12,469	6,621	9.88		.09
CHISAGO E-8.....																				28.9	9.49	250,939	26,442	28.4	44.6	18.9	8.2	140,517	14,807	30,441	4,757	20,352	6,700	7,239	23,851	12,428	18.42		.10
CLAY B-5.....																				49.9	16.57	442,343	26,695	31.1	42.5	16.3	10.1	240,208	14,497	52,331	8,243	35,168	11,384	12,178	40,720	21,290	29.38	.2	.49
Moorhead.....																				29.2	9.59	263,292	27,455					139,539	14,550	30,370	4,777	20,392	6,620	7,094	23,660	12,363	15.91	.1	.30
Fargo-Moorhead Metro Area.....																				146.8	52.86	1,408,640	26,649	30.5	43.9	16.0	9.6	763,534	14,444	166,502	26,261	111,992	36,149	38,600	129,405	67,699	91.41	.3	1.07
CLEARWATER C-5.....																				9.0	3.10	52,574	16,959	53.8	36.0	6.9	3.1	37,782	12,188	8,638	1,450	6,056	1,695	1,641	6,331	3,413	5.31		.02
COOK G-4.....																				4.3	1.70	34,242	20,142	44.0	41.7	9.5	4.8	21,955	12,915	4,937	812	3,413	1,004	1,009	3,694	1,970	2.85		.01
COTTONWOOD C-10.....																				14.8	5.50	128,335	23,334	39.4	41.9	11.3	7.4	74,150	13,482	16,479	2,667	11,274	3,438	3,540	12,511	6,623	9.58		.04
CROW WING D-6.....																				44.1	16.24	331,373	20,405	44.0	41.5	9.8	4.7	210,766	12,978	47,337	7,767	32,684	9,654	9,727	35,473	18,903	28.20	.1	.13
DAKOTA E-9.....																				214.9	71.71	2,397,810	33,438	17.7	42.3	23.0	17.0	1,153,790	16,090	244,769	37,108	160,439	56,237	62,942	196,780	101,229	134.40	1.3	2.07
DODGE E-10.....																				15.2	5.20	122,197	23,499	33.6	46.8	13.0	6.6	72,448	13,932	15,954	2,550	10,826	3,393	3,558	12,251	6,448	9.89		.09
DOUGLAS C-7.....																				29.6	10.74	222,596	20,726	43.0	42.4	9.6	5.0	140,046	13,040	31,414	5,146	21,667	6,424	6,490	23,577	12,554	19.01		.08
FARIBAULT D-10.....																				19.1	7.23	157,983	21,851	40.9	43.0	10.3	5.8	95,525	13,212	21,350	3,481	14,680	4,400	4,479	16,096	8,551	12.47		.27
FILLMORE F-10.....																				21.8	7.88	163,148	20,704	43.6	41.3	9.7	5.4	102,873	13,055	23,065	3,722	15,902	4,722	4,774	17,321	9,220	13.85		.07
FREEBORN E-10.....																				35.0	12.88	310,611	24,116	34.3	43.8	14.8	7.1	181,595	14,099	39,860	6,344	26,970	8,536	9,005	30,730	16,142	22.57		.92
GOODHUE E-9.....																				40.1	14.27	381,715	26,749	30.4	43.1	16.3	10.3	207,689	14,554	45,203	7,110	30,351	9,853	10,559	35,215	18,401	25.43		.13
GRANT B-7.....																				6.9	2.60	59,547	22,903	41.2	40.1	11.5	7.2	34,645	13,325	7,725	1,256	5,301	1,600	1,637	5,841	3,099	4.69		.02
HENNEPIN E-8.....																				927.4	363.87	12,061,200	33,147	25.9	37.3	18.9	17.9	5,584,910	15,349	1,198,830	184,908	794,658	268,905	295,200	949,978	492,199	555.82	32.5	7.91
Bloomington.....																				81.0	28.78	1,224,140	42,534					496,206	17,241	103,545	15,310	66,784	24,591	28,231	84,939	43,265	55.04	.7	.44
Brooklyn Park.....																				49.8	17.92	559,270	31,209					288,220	16,084	61,148	9,271	40,084	14,047	15,720	49,155	25,288	32.44	1.0	.46
Edina.....																				46.5	18.60	998,455	53,680					315,378	16,956	66,065	9,827	42,773	15,570	17,772	53,939	27,538	31.90	.2	.22
Minneapolis.....																				343.9	152.76	3,567,610	23,354					2,067,880	13,537	458,973	74,150	313,649	96,009	99,120	349,020	184,610	174.97	26.4	4.34
Metro Area.....																				2,187.6	792.99	25,240,500	31,830	24.1	40.5	19.7	15.6	12,223,400	15,414	2,620,970	403,627	1,735,570	589,205	648,004	2,079,670	1,076,800	1,305.02	51.3	22.90
St. Louis Park.....																				40.1	16.80	580,486	34,553					262,986	15,654	56,169	8,600	37,055	12,729	14,091	44,784	23,133	26.51	.2	.23
HOUSTON G-10.....																				18.6	6.49	153,327	23,625	35.0	44.2	13.6	7.2	90,050	13,875	19,849	3,177	13,480	4,214	4,410	15,224	8,018	11.87		.05
HUBBARD C-5.....																				15.3	5.52	101,046	18,305	49.5	40.0	6.5	3.8	67,903	12,301	15,483	2,590	10,830	3,055	2,977	11,386	6,127	9.54		.05
ISANTI E-7.....																				26.2	8.45	197,020	23,316	32.4	48.7	13.1	5.8	117,599	13,917	25,903	4,142	17,581	5,507	5,771	19,884	10,467	16.48	.1	.12
ITASCA D-5.....																				45.2	15.88	345,424	21,752	36.9	46.1	12.1	4.8	216,018	13,603	47,883	7,722	32,684	10,044	10,397	36,471	19,275	27.82		.16
JACKSON C-10.....																				13.6	4.99	107,729	21,589	40.7	43.0	10.1	6.3	66,430	13,313	14,813	2,408	10,165	3,068	3,138	11,200	5,941	9.25		.03
KANABEC E-7.....																				13.1	4.62	92,253	19,968	43.9	42.6	9.3	4.2	59,745	12,932	13,437	2,209	9,288	2,745	2,705	10,052	6,490	9.37		.05
KANDIYOHI C-8.....																				39.0	13.85	311,622	22,500	39.2	43.8	10.3	6.6	184,373	13,312	41,113	6,683	28,210	8,515	8,709	31,084	16,490	25.07		.22
KITTSON B-3.....																				6.6	2.48	73,163	29,501	32.0	35.4	16.9	14.7	36,088	14,552	7,832	1,227	8,246	1,717	1,717	6,123	3,194	4.23		.04
KOOCHICHING D-4.....																				17.6	6.23	144,659	23,220	35.7	43.5	14.7	6.0	87,371	14,024	19,199	3,060	13,004	4,102	4,849	14,781	7,770	10.25		.05
LAC QUI PARLE B-8.....																				10.3	3.82	78,977	20,675	43.4	41.1	10.0	5.5	49,824	13,043	11,174	1,830	7,706	2,286	2,310	4,466	7,044	7.04		.02
LAKE F-5.....																				12.8	4.56	116,532	25,555	27.4	51.1	13.1	8.4	65,242	14,307	14,261	2,257	9,613	3,081	3,276	11,051	5,790	8.23		.05
LAKE OF THE WOODS C-3.....																				3.7	1.36	28,833	21,201	38.7	43.6	12.8	4.6	18,043	13,267	4,027	656	2,766	832	850	3,041	1,614	2.27		.01

STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					—Total Retail Sales—		Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
			Per Household (\$)	% Distribution of Households				Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				14999	15000	35000	50000				Genersi Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
St. Cloud Metro Area.	174.0	53.37	1,340,190	25,111	31.8	46.1	14.3	7.9	758,144	14,205	166,068	26,355	112,156	35,719	37,828	128,358	67,337	96.79	.4	.65
STEELE E-10.....	31.2	11.04	261,504	23,687	32.4	48.8	12.6	6.3	153,588	13,912	33,833	5,411	22,966	7,191	7,535	25,969	13,671	19.3626
STEVENS B-7.....	11.2	3.89	89,079	22,899	40.4	41.3	11.0	7.3	52,265	13,436	11,628	1,885	7,963	2,420	2,487	8,816	4,670	6.49	.1	.05
SWIFT C-8.....	12.7	4.68	86,192	18,417	50.6	38.4	6.3	4.7	57,837	12,358	13,177	2,202	9,210	2,605	2,543	9,701	5,217	8.1903
TODD C-7.....	26.0	8.96	167,356	18,678	49.1	38.6	8.0	4.3	112,321	12,536	25,485	4,237	17,751	5,084	5,009	18,858	10,115	15.5208
TRAVERSE B-7.....	5.2	1.95	52,349	26,846	34.7	41.1	12.6	11.6	27,239	13,969	5,991	956	4,061	1,278	1,343	4,607	2,423	3.5601
WABASHA F-9.....	20.1	7.08	166,035	23,451	36.8	43.2	12.5	7.5	97,568	13,781	21,552	3,460	14,666	4,554	4,747	16,486	8,694	12.4606
WADENA C-6.....	14.8	5.10	95,241	18,675	49.6	36.4	10.2	3.8	64,280	12,604	14,559	2,415	10,126	2,916	2,884	10,797	5,784	8.4503
WASECA D-10.....	19.1	6.76	169,475	25,070	32.3	44.1	15.3	8.3	96,078	14,213	21,040	3,338	14,206	4,528	4,798	16,268	8,533	11.7915
WASHINGTON E-8.....	125.6	39.28	1,300,320	33,104	16.6	43.7	24.1	15.6	638,540	16,256	135,124	20,409	88,357	31,202	35,062	108,964	55,970	77.39	.7	1.16
WATONWAN D-10.....	11.8	4.47	89,411	20,002	41.7	46.1	7.6	4.6	57,230	12,803	12,906	2,129	8,942	2,609	2,606	9,623	5,141	7.9923
WILKIN B-6.....	8.0	2.82	77,904	27,626	30.4	42.0	15.8	11.3	41,020	14,546	8,919	1,401	5,984	1,948	2,091	6,957	3,633	5.2601
WINONA F-10.....	46.7	15.96	365,144	22,879	37.6	44.0	11.7	6.6	216,713	13,579	48,056	7,754	32,814	10,072	10,417	36,585	19,340	26.15	.1	.20
WRIGHT D-8.....	66.1	21.03	584,390	27,788	26.1	46.0	18.2	9.8	314,950	14,976	68,029	10,587	45,357	15,065	16,362	53,496	27,823	41.0319
YELLOW MEDICINE B-9.....	13.2	4.89	95,423	19,514	46.5	40.0	8.6	4.9	62,088	12,697	14,036	2,323	9,746	2,822	2,804	10,433	5,583	8.7906

MINNESOTA

MINNESOTA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-011
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

MINNESOTA STATE GROUP

Comprised of
Non-Interconnected Stations

KEZZ (FM)—Aitkin	KYMN—Northfield
KKIN—Aitkin	KDIO—Ortonville
KASM—Albany	KPRM—Park Rapids
KBMO—Benson	KRBI/KRBI-FM— St. Peter
KBMO-FM—Benson	WVAL—Sauk Rapids
KOBR—Brainerd	KSMN—Shakopee
KBMW—Breckenridge	KOYB (FM)— Spring Grove
KKIB (FM)— Breckenridge	KWAD—Wadena
KRWC—Buffalo	KLLR—Walker
WWJC—Duluth	KEHG—Fosston
KEHG—Fosston	KOWO—Waseca
KDWA—Hastings	KDOM/KDOM-FM— Windom
WKKQ—Hibbing	KAGE—Winona
WTBX (FM)—Hibbing	KCHK—New Prague

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station line-up.

(D)

For complete listing see
Regional Networks & Groups



KEystone
BROADCASTING SYSTEM, INC.

LINDER FARM NETWORK



Comprised of
Interconnected Stations

KKOJ—Jackson KDMA—Montivideo
KTOE—Mankato KWEB—Rochester
KMHL—Marshall KWLM—Willmar

Media Code 4 224 0230 5.00 Mid 011314-000
Business Office: N. County Rd. 41, Willmar, MN 56201.
Phone 612-235-1340.

Mailing Address: Box 838, Willmar, MN 56201.

PROGRAMMING DESCRIPTION

LINDER FARM NETWORK: markets, weather & farm news in state. 1/2 hr blocks 6:05-6:40 am, 12:30-1 pm, 5 min market summaries 7:35, 9:40, 10:30, 11:35 am, 1:30, 2, 3, 4 pm. Reports from livestock market, market analysis & farm profit features 2x/da. Live. Contact Representative for further details. Rec'd 6/30/77.

- PERSONNEL**
Manager—Steven Linder.
Farm Director—Lynn Ketselsen.
- REPRESENTATIVES**
Torbet Radio, Inc.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40c, 41, 42d, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff 8/1/84—Rec'd 9/7/84.
Farm—6-8 am & 11:30 am-1:30 pm.

- SPOT ANNOUNCEMENTS**
KWLM, KTOE, KMHL, KDMA
PER WK: 1 ti 6 ti PER WK: 1 ti 6 ti
1 min 74 71 30 sec 53 50
Ea, flat 1 min 30 sec 14 10
Ea, flat KWEB 32 28
26 wk—5% 52 wk—10%
DISCOUNT
- PROGRAM TIME RATES**
5 min: 1 1/2 x 1-min rate.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

MINNESOTA NEWS NETWORK



Comprised of
Interconnected Stations

KXRA—Alexandria	KMHL—Marshall
KAUS—Austin	KMGH (FM)— Montevideo
KBHP—Bemidji	KDIO—Ortonville
KBUN—Bemidji	KCHK—New Prague
KLZ—Brainerd	KFIL—Preston
KRWC—Buffalo	KXLV-FM—Cambridge
KXLV-FM—Cambridge	KCUE—Red Wing
KROX—Crookston	KRCB—Rochester
KDLM—Detroit Lakes	KRWB—Roseau
KDAL—Duluth	WWJC (FM)— St. Cloud
WELY—Ely	St. Cloud
KJJK (FM)— Fergus Falls	WVLE—Stillwater
KKCO—Fosston	KTRF— Thief River Falls
KKDO (FM)—Fosston	WHLB/WHLB-FM— Virginia
KNOX—Grand Forks ND	KWMB—Wabasha
KOZY—Grand Rapids	KLLR/KLLR-FM— Walker
KDWA—Hastings	KDJS—Willmar
KDUZ—Hutchinson	KDOM/KDOM-FM— Windom
KGHS— International Falls	
KLTF—Little Falls	
KEYL—Long Prairie	
KYSM—Mankato	
KYSM-FM—Mankato	

Media Code 4 224 0281 8.00 Mid 030269-000
45 East 8th St., St. Paul, MN 55101. Phone 612-293-5420.

PROGRAMMING DESCRIPTION

MINNESOTA NEWS NETWORK: Satellite delivered state news at 55 13 hrs daily, state capitol bureau. FARM: News 2x daily; grain-livestock markets 6x daily. SPORTS: 2 sportscasts daily, features & special coverage. Rec'd 11/26/84.

- PERSONNEL**
Operations Manager—Tom Ambrose.
Director of Sales & Marketing—Don Wohlenhaus.
Farm Director—Tom Rothman.
- AGENCY COMMISSION**
15%; no commission 60 days past due.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21d, 22b, 24c, 25a, 28c.
Contracts: 40c, 41, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 62a, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff Rec'd 4/26/84.
AA—Mon thru Sat 5:55-10 am & 3:55-6 pm.
A—Mon thru Sun 5:55 am-6 pm (ROS preemptible).

- SPOT ANNOUNCEMENTS**
— 1 min — 30 sec —
PER WK: AA A AA A
1 ti 300.00 220.00 240.00 176.00
6 ti 275.00 205.00 220.00 164.00
12 ti 262.50 195.00 210.00 156.00
18 + 250.00 180.00 200.00 144.00

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Aitkin

Aitkin County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KEZZ (FM)

1973
AITKIN

Mid 011317-000
See SRDS Spot Radio Small Markets Edition.

KKIN

1962
AITKIN

Mid 011316-000
See SRDS Spot Radio Small Markets Edition.

Albany

Stearns County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KASM

1950
ALBANY



Media Code 4 224 0460 8.00 Mid 011318-000
Stearns County Broadcasting Co.
Albany, MN 56307. Phone 612-845-2184.

PROGRAMMING DESCRIPTION

KASM: Programmed for rural community. FARM: argi news 6-8 am, 12:10-12:25 & 4-4:15 pm; 31 farm & market reports daily; 13 broadcast affiliations; county agents reports daily. MUSIC: Country. FEATURES: Aunt Sarahs Partyline, informative guest program M-F 10:05-10:55 am; Air Mart, trading post with for sale items & giveaways M-F 11:45-noon; Birthday Show 12:45-1 pm. Contact Representative for further details. Rec'd 10/22/84.

- PERSONNEL**
General Sales Manager—Barbara Gretsich.
Farm Director—Cliff Mitchell.
 - FACILITIES**
2,500 w; 1150 khz. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - TIME RATES**
Eff Rec'd 1/22/85.
 - SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec 13.60 10.35
 - SPECIAL FEATURES**
Prime Farm—6-8 am 20.00; 11:45 am-1 pm 15.00.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Albert Lea

Freeborn County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

KATE

1937
ALBERT LEA



BLAIR RADIO



Media Code 4 224 0575 3.00
Communications Properties, Inc.
305 S. First Ave., Albert Lea, MN 56007. Phone 507-373-2338.



Mid 011319-000

PROGRAMMING DESCRIPTION

KATE: Programmed for general interest. Contact Representative for further details. Rec'd 10/1/82.

- PERSONNEL**
General Manager—Dennis Martin.
Sales Manager—Vern Rasmussen.
Farm Director—Al Carstens.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KCPI (FM).
Affiliated with ABC Information Radio Network PSP.

TIME RATES

No. 22 Eff 11/1/84—Rec'd 10/2/84.
Farm—Mon thru Sat 6-8 am & 11:30 am-1:30 pm.
Farm Market Updates—Mon thru Fri (adjacencies) 9:35, 10:05, 10:15, 10:35, 11:05 & 11:30 am; 1:35, 1:50, 3:05, 4:05, 5:10 & 5:45 pm.
AA—Mon thru Sat 5-6 am, 8-11:30 am & 1:30-7 pm.
A—All other times.

PER WK:	1 min	30 sec
AAA	27 26 25 24 23 22	18 17 16 16 15 14
AA	18 17 16 16 15 14	10 sec: 50% of 1-min.

PER WK:	1 min	30 sec
AAA	34 33 32 30 sec	30 29 28
AA	34 33 32 30 sec	30 29 28
A	34 33 32 30 sec	30 29 28

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

KCPI (FM)

1974
ALBERT LEA



BLAIR RADIO



Media Code 4 224 0907 4.00
Communications Properties, Inc.
305 S. First Ave., Albert Lea, MN 56007. Phone 507-373-2338.



Mid 011320-000

PROGRAMMING DESCRIPTION

KCPI (FM): Contemporary. Contact Representative for further details. Rec'd 5/6/80.

- PERSONNEL**
General Manager—Dennis Martin.
Sales Manager—Vern Rasmussen.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 3,000 w.; 95.3 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KATE.

TIME RATES

No. 12 Eff 11/1/84—Rec'd 10/2/84.
AAA—6-9 am & noon-1 pm.
AA—9 am-noon & 1-6 pm.
A—6 pm-midnight.

PER WK:	1 min	30 sec
AAA	24 23 22 20 19 18	22 21 20 18 17 16
AA	22 21 20 18 17 16	20 19 18 16 15 14
A	20 19 18 16 15 14	10 sec: 50% of 1-min.

(SMD)

Alexandria

Douglas County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KCMT (FM)

1970
ALEXANDRIA

See SRDS Spot Radio Small Markets Edition.

KXRA

1949
ALEXANDRIA

See SRDS Spot Radio Small Markets Edition.

KXRA-FM

1968
ALEXANDRIA

See SRDS Spot Radio Small Markets Edition.

Anoka

Anoka County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood,
Richfield, St. Louis Park)

Austin

Mower County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

KAUS

1948
AUSTIN



Media Code 4 224 0920 1.00
Orion Broadcasting Co.
Box 159, Hwy. 105 S., Austin, MN 55912. Phone 507-437-7666.

PROGRAMMING DESCRIPTION

KAUS: MUSIC: Big band/MOR. FARM: & agribusiness reports in AM, noon hr & PM, farm director, market reports, weather programs, mobile units, weather wire. SPORTS: play-by-play high school, college & pro. Contact Representative for further details. Rec'd 2/10/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Phil Nolan.
General Sales Manager—Ken Soderberg.
Farm Director—Dan Conradt.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1480 khz. Directional—separate patterns day and night.
Operating schedule 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Minnesota News Network.

TIME RATES

Eff 4/1/84—Rec'd 10/11/83.
AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon, 1-3 pm & 7 pm-midnight;
Sun 8 am-midnight.

PER WK:	1 min	30 sec
AAA	18 16 15 15 13 12	15 13 12 13 11 10
AA	15 13 12 13 11 10	

- SPECIAL FEATURES**
Farm: 1-min 22:00; 30-sec 19:00.

(SMD)

KAUS-FM

1968
AUSTIN



Masla Radio



Media Code 4 224 0921 9.00
Orion Broadcasting Co.
Box 159, Hwy. 105 S., Austin, MN 55912. Phone 507-437-7666.

Mid 011325-000

PROGRAMMING DESCRIPTION

KAUS-FM: MUSIC: modern country western. FARM: service director; farm & market programs. Mobile units, AP, weather wire & news network. Contact Representative for further details. Rec'd 2/10/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Phil Nolan.
General Sales Manager—Ken Soderberg.
Farm Director—Dan Conradt.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

Eff 4/1/84—Rec'd 4/17/84.
AAA—Mon thru Sat 5:30 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sun 8 am-midnight.

PER WK:	1 min	30 sec
AAA	28 26 25 24 22 21	22 20 19 19 17 16
AA	22 20 19 19 17 16	

- SPECIAL FEATURES**
Farm: 1-min 31:00; 30-sec 26:00.

(SMD) (D)

KQAQ

1960
AUSTIN



Media Code 4 224 1035 7.00
Austin Broadcasting Co.
Rt. 1, Austin, MN 55912. Phone 507-437-4513.

Mid 011326-000

PROGRAMMING DESCRIPTION

KQAQ: Programmed for general interest. MUSIC: contemporary MOR with mix of hits from past & present; night format—Soft Rock request. NEWS: heavy emphasis on local & reg'l; nat'l network from UPI audio at :30. Professional staff meteorologists with forecasts every 1/2 hr. FARM: markets & news 25 hrs each wk; emphasis on local markets & commodities; all direct from source. SPORTS: local play-by-play high school, U & pro. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
President—Glenn A. Christians.
Station Manager—Richard E. Jackson.
Farm Director—Don Wick.
- REPRESENTATIVES**
Midwest Radio Reps.
- FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

TIME RATES

Eff 1/1/82—Rec'd 10/11/83.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat all other times.

WK:	1 min	6 ti	12 ti	18 ti
1 min	15.00	14.50	14.00	13.50
WK:	1 ti	6 ti	12 ti	18 ti
1 min	13.50	13.00	12.50	12.00

- SPECIAL FEATURES**
Farm—6-8 am, 10:30 am, noon-1 pm 4:30-5:30 pm, flat 15:00.

(SMD)

Bemidji

Beltrami County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KBHP (FM)

1972
BEMIDJI

See SRDS Spot Radio Small Markets Edition.

Mid 011327-000

KBUN

1946
BEMIDJI

See SRDS Spot Radio Small Markets Edition.

KKBJ

1977
BEMIDJI



Media Code 4 224 1207 2.00
Bemidji Radio, Inc.
2115 Washington Ave. South, Box 1070, Bemidji, MN 56601. Phone 218-751-5950.

NRBA

Mid 011329-000

PROGRAMMING DESCRIPTION

KKBJ: MUSIC: Modern Country, various. Rec'd 8/14/84.

- PERSONNEL**
General Manager—Jim Syrdal.
Sales Manager—Jeff Hoberg.
Operations Director—Mike Anderson.
- FACILITIES**
5,000 w. days, 2,500 w. nights; 1360 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/2 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff 7/1/84—Rec'd 8/14/84.
AAAA—6-10 am, noon-1 pm & 4-6 pm.
AAA—10 am-noon & 1-4 pm.

PER WK:	1 min	30 sec
AAAA	12.15 10.70 9.70 8.85 7.85 7.05	11.00 10.10 9.10 8.25 7.30 6.45
AAA	11.00 10.10 9.10 8.25 7.30 6.45	10.55 9.25 8.25 7.35 6.40 5.60
BTA	10.55 9.25 8.25 7.35 6.40 5.60	

PER WK:	1 min	30 sec
AAAA	19.45 17.10 15.50 14.15 12.65 11.30	17.60 16.15 14.60 13.15 11.65 10.35
AAA	17.60 16.15 14.60 13.15 11.65 10.35	16.85 14.75 13.15 11.75 10.30 8.95
BTA	16.85 14.75 13.15 11.75 10.30 8.95	

- SPECIAL FEATURES**
News, weather sponsorships, extra 1.50.

(SMD)

KKBJ-FM

1983
BEMIDJI



Media Code 4 224 1236 1.00
Bemidji Radio Incorporated
2115 Washington Ave. S., Box 1070, Bemidji, MN 56601.
Phone 218-751-5950.

NRBA

Mid 033281-000

PROGRAMMING DESCRIPTION

KKBJ-FM: MUSIC: Adult Contemporary. NEWS: local live M-F 6-10 am. Rec'd 3/21/84.

- PERSONNEL**
General Manager—Jim Syrdal.
Sales Manager—Jeff Hoberg.
Operations Manager—Curt Peterson.
- FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
15/5; 10th of month.

TIME RATES

Eff 7/1/84—Rec'd 8/14/84.
AAAA—6-10 am, noon-1 pm & 4-6 pm.
AAA—10 am-noon & 1-4 pm.

PER WK:	1 min	30 sec
AAAA	12.15 10.70 9.70 8.85 7.85 7.05	11.00 10.10 9.10 8.25 7.30 6.45
AAA	11.00 10.10 9.10 8.25 7.30 6.45	10.55 9.25 8.25 7.35 6.40 5.60
BTA	10.55 9.25 8.25 7.35 6.40 5.60	

PER WK:	1 min	30 sec
AAAA	19.45 17.10 15.50 14.15 12.65 11.30	17.60 16.15 14.60 13.15 11.65 10.35
AAA	17.60 16.15 14.60 13.15 11.65 10.35	16.85 14.75 13.15 11.75 10.30 8.95
BTA	16.85 14.75 13.15 11.75 10.30 8.95	

- SPECIAL FEATURES**
1 min: 60% of 30-sec.
Specific time, extra 1.00.

(SMD)

Benson

Swift County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KBMO

1956
BENSON

KBMO-FM

1969
BENSON

See SRDS Spot Radio Small Markets Edition.

Mid 011330-000

MINNESOTA

Blue Earth

Faribault County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

KBEW

1963
BLUE EARTH

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 224 1380 7.00 Mid 011331-000
KBEW, Inc.
Hwy. 169 N., Box 278, Blue Earth, MN 56013. Phone 507-526-2181.

PROGRAMMING DESCRIPTION

KBEW: Programmed for farm & rural audience. Contact Representative for further details. Rec'd 12/21/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jerry Papenfuss.
Sta. & Sales Mgr.—Dave Fenske.
Farm Director—Kevin Benson.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
1,000 w.; 1560 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION**
15%; payable when rendered.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network PSP.
- TIME RATES**
NATIONAL & LOCAL RATES SAME
Eff—Rec'd 2/4/85.
- SPOT ANNOUNCEMENTS**
- | | | | | |
|--------|------|-------|-------|-------|
| | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 16 | 15 | 14 | 13 |
| 30 sec | 13 | 12 | 11 | 10 |
- SPECIAL FEATURES**
Farm—1-min 22:00; 30-sec 18:00.
- (SMD)

Brainerd

Crow Wing County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KLIZ

1946
BRAINERD

See SRDS Spot Radio Small Markets Edition. Mid 011332-000

KLIZ-FM

1960
BRAINERD, MI

See SRDS Spot Radio Small Markets Edition. Mid 011333-000

KQBR

1964
BRAINERD

See SRDS Spot Radio Small Markets Edition. Mid 011334-000

WJYY (FM)

1978
BRAINERD



Media Code 4 224 1667 7.00 Mid 011335-000
Tower Broadcasting Corp.
410 Front St., Box 746, Brainerd, MN 56401. Phone 1-218-828-1244.

PROGRAMMING DESCRIPTION

WJYY (FM): Target demographics, 25-54. MUSIC: MOR Contemporary, emphasis on music & PERSONALITY. NEWS: network, UPI, weather wire & local sources hrry. Rec'd 5/30/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—James R. Pryor.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 448 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
- TIME RATES**
Eff—Rec'd 5/30/84.

7. PACKAGE PLANS

	13-52 WEEK MERCHANDISING									
WK:	100 ti	50 ti	30 ti	25 ti	20 ti	15 ti	10 ti			
30 sec	5.00	5.50	6.00	6.50	7.00	7.50	8.00			
1 min	8.00	8.50	9.00	9.50	10.00	10.50	11.00			
Bonus	20	10	6	5	4	3	2			
WK:	ANNUAL BULK									
30 sec	5 ti									
1 min	8.50									
Bonus										1
	ANNUAL BULK									
	1x	100x	250x	500x	1000x	1500x				
30 sec	9.50	9.00	8.50	7.50	6.50	5.50				
1 min	12.50	12.00	11.50	10.50	9.50	8.50				

Minimum 20% must be run in any quarter to guarantee continuation of annual rates.

(SMD)

Breckenridge

Wilkin County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KBMW

1948
BRECKENRIDGE-WAHPETON, ND

See SRDS Spot Radio Small Markets Edition. Mid 011336-000

KLTA (FM)

1971
BRECKENRIDGE

See SRDS Spot Radio Small Markets Edition. Mid 011337-000

Buffalo

Wright County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KRWC

1971
BUFFALO

See SRDS Spot Radio Small Markets Edition. Mid 011338-000

Cambridge

Isanti County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KXLV-FM

1973
CAMBRIDGE

See SRDS Spot Radio Small Markets Edition. Mid 011339-000

Cloquet

Carlton County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WKLK

1950
CLOQUET

WKLK-FM

1975
CLOQUET

See SRDS Spot Radio Small Markets Edition. Mid 011340-000

Crookston

Polk County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KROX

1948
CROOKSTON

See SRDS Spot Radio Small Markets Edition. Mid 011342-000

KYCK (FM)

1980
CROOKSTON

See SRDS Spot Radio Small Markets Edition. Mid 027868-000

Detroit Lakes

Becker County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KDLM

1951
DETROIT LAKES

Mid 011343-000
See SRDS Spot Radio Small Markets Edition.

KVLR (FM)

1976
DETROIT LAKES

Mid 011344-000
See SRDS Spot Radio Small Markets Edition.

Duluth (MN)-Superior (WI)

Duluth, Minn.—St. Louis County—Map Location F-5
Superior, Wis.—Douglas County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

AM • 1390 K-BEST is KBXT

#1 Adults 25-54

(Duluth ARB Spring '84, AQH, MSA)

KBXT

1984
DULUTH



Masla Radio

Media Code 4 224 2213 9.00 Mid 033736-000
Peter H. May
1217 E. First St., Duluth, MN 55805. Phone 218-724-8838.

PROGRAMMING DESCRIPTION

KBXT: Programmed for adults 25-54; AIR PERSONALITIES handle all segments. MUSIC: Hits from 50's, 60's & 70's. FEATURES: promotions, contests & telephone request lines. COMMERCIAL POLICY: maximum 12 units per hr. Contact Representative for further details. Rec'd 5/15/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Peter May.
Operations Manager—John Hart.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
500 w.; 1390 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
 - AGENCY COMMISSION**
15/0; payable upon receipt.
 - GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 12e.
Basic Rates: 20a, 20b, 21b, 28b, 28c.
Contracts: 40a, 43, 44b, 46, 51c.
Comb. Cont. Discounts: 60a, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
- TIME RATES**
No. 4 Eff 9/1/84—Rec'd 9/5/84.
- SPOT ANNOUNCEMENTS**
- | | | | | |
|------------------------|-------|-------|-------|-------|
| PER WK, ROS: | 12 ti | 18 ti | 24 ti | 30 ti |
| 30 sec | 19 | 18 | 17 | 16 |
| 10 sec: 80% of 30-sec. | | | | |
| 1 min, extra 2.50 | | | | |
- PACKAGE PLANS**
- | | | | |
|------------------------|------|------|------|
| | BULK | | |
| PER YR, ROS: | 250x | 500x | 750x |
| 30 sec | 14 | 13 | 12 |
| 1 min, extra 2.50 | | | |
| 10 sec: 80% of 30-sec. | | | |
- (A)

KDAL
1936
DULUTH

Roslin Radio



Media Code 4 224 2300 4.00

KDAL
425 W. Superior St., Duluth, MN 55802. Phone 218-722-4321, Teletype, 910-561-2522.



Mid 011345-000

PROGRAMMING DESCRIPTION

KDAL: Programmed for adults 25-54. MUSIC: Adult Contemporary incl Popular stnds from 50's-70's. AIR PERSONALITIES handle all segments. FEATURES: local at :20, network at :40; phone contests daily, service; editorials. NEWS: local/reg'l plus weather at :55; staff meteorologist & 4-person dept. SPORTS: play-by-play; daily commentary by sports dir. Contact Representative for further details. Rec'd 3/29/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John R. Snee.
Sales Manager—John Messina.
- REPRESENTATIVES**
Roslin Radio Sales.
Minneapolis—Hyett/Ramsland, Inc.
Toronto, Montreal, Vancouver—Glen-Warren Broadcast Sales Division.
- FACILITIES**
5,000 w.; 610 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Minnesota News Network.

TIME RATES

No. 19 Eff 9/1/82—Rec'd 3/21/83.

- SPOT ANNOUNCEMENTS**
- | | | | | |
|----------------------|---------------|-------|-------|-------|
| | 1 MINUTE | | | |
| | I | II | III | IV |
| 6-10 am only | 33.75 | 33.00 | 32.00 | 31.00 |
| *M-Sat 6-10 am Combo | 27.00 | 26.25 | 25.25 | 24.25 |
| (#) | 18.00 | 17.50 | 17.00 | 16.00 |
| 6 pm-12M | 7.00 | 6.50 | 6.00 | 5.75 |
| All night | 5.25 | 4.75 | 4.50 | 4.25 |
| | V VI VII VIII | | | |
| 6-10 am only | 30.00 | 29.00 | 28.00 | 27.00 |
| *M-Sat 6-10 am Combo | 23.25 | 22.25 | 21.25 | 20.25 |
| (#) | 15.50 | 14.50 | 14.00 | 13.50 |
| 6 pm-12M | 5.50 | 5.25 | 5.00 | 4.75 |
| All night | 4.00 | 3.75 | 3.50 | 3.25 |
- 30 SECONDS
- | | | | | | | | | | | | | | | | | |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|
| | I | | | | II | | | | III | | | | IV | | | |
| 6-10 am only | 27.00 | 26.00 | 15.50 | 15.00 | 22.00 | 21.00 | 20.50 | 20.00 | 14.50 | 14.00 | 13.50 | 13.00 | 6.00 | 5.50 | 5.00 | 4.50 |
| *M-Sat 6-10 am Combo | 19.00 | 18.00 | 17.00 | 16.50 | 12.50 | 12.00 | 11.50 | 11.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 |
| (#) | 4.25 | 3.75 | 3.50 | 3.25 | 2.75 | 2.50 | 2.25 | 2.00 | | | | | | | | |
- (*)Combo-rates: Apply only if number of 6-10 am spots broadcast are equal to, or less than, the total number of spots of the same, or greater, length broadcast within time classification 10 am-6 pm.
(#)Mon thru Fri 10 am-6 pm; Sun 7 am-6 pm; Sat 10 am-6 pm.

KQDS (FM)

1980
DULUTH

Media Code 4 224 2357 4.00 Mid 011346-000
The Great Duluth Broadcasting Co., Inc.
1017 E. First St., Duluth, MN 55805. Phone 218-728-6421.

PROGRAMMING DESCRIPTION

KQDS (FM): Programmed for adults 18-49. MUSIC: Adult Rock. NEWS: Broadcasts by local news dept thru-out morning; featuring weather reports, headlines, local info, sports during am show, public service & affairs. FEATURES: Rock concerts & interviews; BBC Rock Hr, Dr. Demento, Rolling Stone History of Rock; interviews & news of human interest; reviews & premiers new albums & artists. Contact Representative for further details. Rec'd 3/29/84.

- PERSONNEL**
Sta. & Sales Mgr.—Randy Rogoski.
Program Director—Brian Taylor.
 - REPRESENTATIVES**
McGavren Guild Radio.
 - FACILITIES**
ERP 100,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 730 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; time only.
- TIME RATES**
No 7 Eff 2/6/84—Rec'd 4/20/84.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA				
	1 wk	4 wk	13 wk	26 wk
1 ti	21.00	20.50	20.00	19.50
10 ti	20.00	19.50	19.00	18.50
20 ti	19.00	18.50	18.00	17.50
30 ti	18.00	17.50	17.00	16.50
40 ti	17.00	16.50	16.00	15.50
50 ti	16.00	15.50	15.00	14.50
CLASS AA				
	1 wk	4 wk	13 wk	26 wk
1 ti	20.00	19.50	19.00	18.50
10 ti	19.00	18.50	18.00	17.50
20 ti	18.00	17.50	17.00	16.50
30 ti	17.00	16.50	16.00	15.50
40 ti	16.00	15.50	15.00	14.50
50 ti	15.00	14.50	14.00	13.50

Class A: Flat 6.00.
30 sec: 80% of 1-min.
10 sec: 60% of 1-min.

7. PACKAGE PLANS

TAP—40%AAA, 40%AA, 20A				
ROS				
	1 wk	4 wk	13 wk	26 wk
1 ti	16.00	15.50	15.00	14.50
10 ti	15.00	14.50	14.00	13.50
20 ti	14.00	13.50	13.00	12.50
30 ti	13.00	12.50	12.00	11.50
40 ti	12.00	11.50	11.00	10.50
50 ti	11.00	10.50	10.00	9.50

KXTP

1959
SUPERIOR, WI

WEISS & POWELL, INC.
RADIO SALES

Media Code 4 224 2371 5.00 Mid 020352-000
Stereo Broadcasting, Inc.
419 W. Michigan St., Duluth, MN 55802. Phone 218-727-7108.

PROGRAMMING DESCRIPTION

KXTP: MUSIC: "Music of Your Life" format; 40 years of hit songs. NEWS: every hour on-the-hour. FEATURES: tele/talk show 9:10-10 am. Contact Representative for further details. Rec'd 7/27/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lewis M. Latto.
Station Manager—Charles Rutledge.
Operations Manager—Bob Mencil.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Minneapolis, St. Paul—Paul J. Ewing Company.

3. FACILITIES

1,000 w. days; 970 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15c, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 46, 51b, 51e.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61b, 62b, 63d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WAKX (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff—Rec'd 12/19/83.

6. SPOT ANNOUNCEMENTS

RANGE: 1 min 30 sec RANGE: 1 min 30 sec
High 14.00 11.20 Low 11.00 8.80

KZIO (FM)

1979
SUPERIOR, WI



Media Code 4 224 2386 3.00 Mid 011347-000
WDSM/KZIO, Inc.
1105 E. Superior St., Duluth, MN 55802. Phone 218-728-6406.

2. REPRESENTATIVES

Torbet Radio, Inc.
The Hurley Company.
McDermott Broadcast Sales Ltd.
1 min rate 1x: 18.00.

WAKX (FM)

1972
DULUTH

WEISS & POWELL, INC.
RADIO SALES

NRBA

Media Code 4 224 2415 0.00 Mid 011348-000
Stereo Broadcasting, Inc.
419 W. Michigan St., Duluth, MN 55802. Phone 218-727-7271.

PROGRAMMING DESCRIPTION

WAKX (FM): Programmed for adults 18-49 & 25-54. MUSIC: Adult Contemporary featuring familiar hits with emphasis on hits from recent years. AM drivetime features 2-man team of R-J (Roger Johnson & Dave (Dave Strandberg). NEWS: every 1/2 hr during AM drive; at 11 am, 12N, 1, 4 & 5 pm daily. Contact Representative for further details. Rec'd 7/27/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lewis M. Latto.
Sales Manager—Richard Gava.
Program Director—Dave Strandberg.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Minneapolis, St. Paul—Paul J. Ewing company.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15c, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 46, 51b, 51e.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61b, 62b, 63d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: KXTP.

TIME RATES

Eff—Rec'd 8/30/84.
AAA—Mon thru Fri 6-10 am; Sat 10 am-3 pm.
AA—Mon thru Sat 3-7 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				
	AAA	AA	A	B	C
1	26.00	22.00	19.00	16.00	7.00
2	22.00	19.00	16.50	13.50	5.50
30 SECONDS					
1	20.80	17.60	15.20	12.80	5.60
2	17.60	15.20	13.20	10.80	4.40

WAVC (FM)

1966
DULUTH

Media Code 4 224 2472 1.00 Mid 011351-000
Northland Broadcasting, Inc.
1001 E. 9th St., Duluth, MN 55805. Phone 218-728-4484.

2. REPRESENTATIVES

Katz Radio.
Rates have been temporarily withdrawn by station.

WDSM

1939
SUPERIOR, WI

NRBA

Media Code 4 224 2530 6.00 Mid 011349-000
WDSM/KZIO, Inc.
1105 E. Superior St., Duluth, MN 55802. Phone 218-728-6406.

2. REPRESENTATIVES

Torbet Radio, Inc.
The Hurley Company.
Creative Broadcast Representatives, Inc.
1 min rate 1x: 33.00.

WEBC

1924
DULUTH



Katz Radio

RAB

Media Code 4 224 2645 2.00 Mid 011350-000
Northland Broadcasting, Inc.
1001 E. 9th St., Duluth, MN 55805. Phone 218-728-4484.

PROGRAMMING DESCRIPTION

WEBC: Programmed for 25-49. MUSIC: Adult Contemporary; even mix of current songs & oldies from past 25 yrs; oldies featured exclusively wkdays during 12N & Sat eve. NEWS: The Northland Today; 5:30-7 am wkdays; 90-min of local & nat'l; weather; network; Paul Harvey commentary; network news hrly at :60, local hrly in am, 12N & afternoon at :05; Talknet 8 pm-1 am wkdays. SPORTS: local & network sportscasts mornings, afternoons & wknds. WEATHER: hrly 6 am-6 pm wkdays; nat'l weather service 6 pm-8 am & wknds, Paul Harvey; 5:45 & 7:30 am, 12:10 & 5:30 pm. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

General Manager—Robert Ferguson.
Sales Manager—Chris Olson.
Program Director—Jeff Collins.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 560 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 15e.
Prod. Services: 81.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.
Affiliated with RKO TWO.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WEVE

1947
EVELETH

WEVE-FM

1978
EVELETH

Mid 011355-000
419 W. Michigan St., Duluth, MN 55802. Phone 218-727-7271.
See listing under city of license.

WKKQ

1975
HIBBING

Mid 030674-000
See listing under city of license.

WWJC

1963
DULUTH

**Gospel Music/
Inspirational Programming**



Media Code 4 224 2875 5.00 Mid 011353-000
WWJC Incorporated,
1120 E. McCuen St., Duluth, MN 55808. Phone 218-626-2738.

PROGRAMMING DESCRIPTION

WWJC: Inspirational programming & Gospel music. NEWS: network at :00; complete local & regional weather; Talk show 10:35 am; live call-in talk shows at 1:00 & 3 pm; news commentaries & short features of general interest. Rec'd 7/24/84.

1. PERSONNEL

President—Robert Krejcie.
Executive Director—Roger Elm.
General Manager—Mary Lee Elm.

3. FACILITIES

10,000 w.; 850 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 28c, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 10/24/83.

6. SPOT ANNOUNCEMENTS

PER WK: *1 ti 5 ti 10 ti PER WK: *1 ti 5 ti 10 ti
1 min 7.50 6.00 4.50 10 sec 4.00 3.25 2.25
30 sec 6.00 4.50 3.25
(* aired during talk programs.)

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr
1 x 80 45 30

East Grand Forks

Polk County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

**See Grand Forks, ND
(including East Grand Forks, MN)**

Ely

St. Louis County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WELY

1954
ELY

Mid 011354-000
See SRDS Spot Radio Small Markets Edition.

Eveleth

St. Louis County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WEVE

1947
EVELETH

WEVE-FM

1978
EVELETH

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 224 3105 6.00 Mid 011355-000
Iron Range Broadcasting, Inc.
419 W. Michigan St., Duluth, MN 55802. Phone 218-727-7271.
Studio: WEVE Bldg., Box 650, Eveleth, MN 55734.
Phone 218-741-5922.

PROGRAMMING DESCRIPTION

WEVE/WEVE-FM: Programmed for adults 25-54. MUSIC: adult contemporary, current hit records blended with oldies & country cross-over hits, best selling records. NEWS: network at :55; local at :25. Contact Representative for further details. Rec'd 6/20/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Lewis M. Latto.
Station Manager—Diane Bradley.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Minneapolis, St. Paul—Paul J. Ewing Company.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 710 w. (horiz.); 710 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.

Simulcast 24 hours daily.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Direction Radio Network.

TIME RATES

Eff—Rec'd 8/30/84.
6. SPOT ANNOUNCEMENTS
RANGE: 1 min 30 sec RANGE: 1 min 30 sec
High 15.00 12.00 Low 12.00 9.60
(SMD) (CR)

Fairmont

Martin County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

KFMC (FM)

1978
FAIRMONT



NRBA

Media Code 4 224 3162 7.00 Mid 011356-000
Woodward Broadcasting, Inc.
306 N. Park St., Box 491, Fairmont, MN 56031. Phone 507-235-5595.

PROGRAMMING DESCRIPTION

KFMC (FM): MUSIC: Adult Contemporary. Farm news, news & local sports. Contact Representative for further details. Rec'd 3/2/84.

1. PERSONNEL

General Manager—Woody Woodward.
National Sales Manager—Ken Evans.
Local Sales Manager—Dick Harlan.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Courtney Clifford, Inc.

3. FACILITIES

ERP 39,000 w. (horiz.), 39,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only, 15 days.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSUM.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD)

KSUM

1949
FAIRMONT

Mid 011357-000
See SRDS Spot Radio Small Markets Edition.

MINNESOTA

Faribault

Rice County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KDHL
1948
FARIBAULT
KDHL-FM
1968
FARIBAULT

WEISS & POWELL, INC.
RADIO SALES



nab

Media Code 4 224 3335 9.00
KDHL, Inc.
601 Central Ave., Faribault, MN 55021. Phone 507-334-4345.

RAB

Mid 011358-000

PROGRAMMING DESCRIPTION
KDHL: MUSIC: C & W with old time music in farm listening hrs. NEWS: local, reg'l by remote studios. FARM: farm director 6 days week in morn & noon. Live farm conventions, pork Congress, 4H, etc. SPORTS: high school & college. Contact Representative for further details. Rec'd 6/7/82.

1. **PERSONNEL**
General Manager—J. E. Hyde.
Sales Manager—Judy Ahlers.
Farm Director—Rod Johnson.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
Courtney Clifford, Inc.

3. **FACILITIES**
5,000 w.; 920 khz. Directional.
Operating schedule: 5-1 am. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 5-1 am.

4. **AGENCY COMMISSION**
15/0 time only.

TIME RATES

Eff 6/1/83—Rec'd 6/13/83.
AA Farm—Mon thru Sat 5:45-8:30 am, 11:45 am-1:30 pm & 4-6 pm.
A—Mon thru Sat 5-5:45 am, 8:30-11:45 am, 1:30-4:00 pm & 5:30-8 pm.

6. **SPOT ANNOUNCEMENTS**

PER WK:	AA	A
1 min	65	50
30 sec	60	45

8. **PROGRAM TIME RATES**

PER WK:	AA	A
5 min	100	85

CONSECUTIVE WEEK CONTRACT DISCOUNT
26+ wk—15%

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (CR-4)

Fergus Falls

Otter Tail County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KBRF
1926
FERGUS FALLS

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 224 3450 6.00
Fergus Falls Radio, Inc.
728 Western Ave. N., Box 494, Fergus Falls, MN 56537.
Phone 218-736-7596.

PROGRAMMING DESCRIPTION
KBRF: Programmed for city & rural adult audience. MUSIC: modern pop country. NEWS: local & network each hr; blocks 7-7:15, 8-8:15 am, noon-1 pm & 5-6 pm. FARM: 6-8 am, noon-2 pm & 5-6 pm. SPORTS: major league hockey plus college & high school sports. Contact Representatives for further details. Rec'd 11/29/84.

1. **PERSONNEL**
President—Jerry Papenfuss.
General Manager—Harry Hastings.
Farm Director—Mark Anderson.
2. **REPRESENTATIVES**
Weiss & Powell, Inc.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1250 khz.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

No 15 Eff 12/1/84—Rec'd 11/29/84.

6. **SPOT ANNOUNCEMENTS**

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	25	23	22	20	18
30 sec	20	19	17	16	14

10. **SPECIAL FEATURES**

FARM, PER WK:

	1 min	30 sec
Ea	33	26

Mon thru Fri 6-8 am, noon-2 pm & 5-6 pm. (SMD)

KBRF-FM

1967
FERGUS FALLS

WEISS & POWELL, INC.
RADIO SALES

Media Code 4 224 3451 4.00
Fergus Falls Radio, Inc.
728 Western Ave. N., Box 494, Fergus Falls, MN 56537.
Phone 218-736-7596.

PROGRAMMING DESCRIPTION

KBRF-FM: Programmed for music audiences 18-49. MUSIC: Drake Chenault contemp 300 & XT-40 adult contemporary, blend of current hits & those of recent past. NEWS: summaries at :52. Weather at :20 & :40. Contact Representatives for further details. Rec'd 11/30/81.

1. **PERSONNEL**
General Manager—Harry Hastings.
Program Director—Kim Hepola.
Farm Director—Mark Anderson.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.

3. **FACILITIES**
ERP 100,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 650 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

TIME RATES

No 15 Eff 12/1/84—Rec'd 11/29/84.

6. **SPOT ANNOUNCEMENTS**

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	25	23	22	20	18
30 sec	20	19	17	16	14

KJKK (FM)

1981
FERGUS FALLS

Mid 015913-000
See SRDS Spot Radio Small Markets Edition.

Forest Lake

Washington County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WLKX-FM

1978
FOREST LAKE

Mid 026883-000
See SRDS Spot Radio Small Markets Edition.

Fosston

Polk County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KKQC

1966
FOSSTON

Mid 035357-000
See SRDS Spot Radio Small Markets Edition.

KKDQ (FM)

1969
FOSSTON

Mid 035358-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Glenwood

Pope County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KZZA (FM)

1983
GLENWOOD

Mid 031994-000
See SRDS Spot Radio Small Markets Edition.

Golden Valley

Hennepin County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood,
Richfield, St. Louis Park)

Grand Rapids

Itasca County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KNNS (FM)

1975
GRAND RAPIDS

Mid 011363-000
See SRDS Spot Radio Small Markets Edition.

KOZY

1949
GRAND RAPIDS

Mid 011362-000
See SRDS Spot Radio Small Markets Edition.

Hastings

Dakota County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KDWA

1963
HASTINGS

Mid 011364-000
See SRDS Spot Radio Small Markets Edition.

Hibbing

St. Louis County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WGGR

1935
HIBBING
WMFG-FM

Mid 011366-000
See SRDS Spot Radio Small Markets Edition.

WKKQ

1975
HIBBING

Media Code 4 224 3737 6.00
WKKO Incorporated
W. Townline Rd., Box 1060, Hibbing, MN 55746. Phone 218-262-4545, 749-3000.
Other Office: Box 1060, Grand Rapids, MN 55744.
Phone 218-327-1194.

PROGRAMMING DESCRIPTION

WKKO: Programmed to adults & young adults. MUSIC: Contemporary Country, 80% singles, 20% lps. NEWS: 7 AIR PERSONALITIES handle all segments; 2-min network plus 4-min reg'l hrly; reg'l news capsule at 6:45, 7:15 am, 2:45 & 3:15 pm aimed toward shift workers; extensive weather service for tourism area. SPORTS: network & hrly in news. Contact Representative for further details. Rec'd 12/27/84.

1. **PERSONNEL**
President—Jerry J. Collins.
Agency Sales—Jyl Johnson.
Prog. & News Dir.—Bob Meyer.

2. **REPRESENTATIVES**
Market 4 Radio.

3. **FACILITIES**
10,000 w.; 650 khz. Non-directional days. Stereo.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
FM facilities: WTBX (FM).

TIME RATES
WKKO/WTBX (FM) COMBINATION
Eff ———— Rec'd 10/30/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
I	12 ti 18 ti 24 ti	12 ti 18 ti 24 ti
II	37 35 32 25 23 20	32 31 30 21 19 16

WKKO only: 65% of WKKO/WTBX (FM) combination.
(SMD)(CR)(A)

WTBX (FM)

1980
HIBBING

Media Code 4 224 3852 3.00
WKKO Incorporated
W. Townline Rd., Box 1060, Hibbing, MN 55746. Phone 218-262-4545, 749-3000.
Other Office: Box 1060, Grand Rapids, MN 55744.
Phone 218-327-1194.

PROGRAMMING DESCRIPTION

WTBX (FM): Programmed for adults & young adults, target 18-54 with emphasis on 18-49. MUSIC: Adult Contemporary with Oldies from 60's, 70's & 80's mixed with Current Hits plus numerous music specials with heavy promotion; 9 AIR PERSONALITIES handle all segments. NEWS: 2-min network & 4-min reg'l & local at :60; 1-min updates at :30 during drive times; 2-person dept; heavy outside promotion. COMMERCIAL POLICY: max 12 units hrly. Contact Representative for further details. Rec'd 7/24/84.

1. **PERSONNEL**
President—Jerry J. Collins.
Agency Sales—Jyl Johnson.
Prog. & News Dir.—Bob Meyer.

2. **REPRESENTATIVES**
Market 4 Radio.

3. **FACILITIES**
ERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 546 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
AM facilities: WKKO.
Sold in combination with WKKO. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
65% of WKKO/WTBX (FM) combination.
(SMD)(A)

Hutchinson

McLeod County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KDUZ

1953
HUTCHINSON

Mid 011367-000
See SRDS Spot Radio Small Markets Edition.

International Falls

Koochiching County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

CFOB

1944
FORT FRANCES, CN

Mid 032998-000
See SRDS Spot Radio Small Markets Edition.

KGHS

1959
INTERNATIONAL FALLS

Mid 011368-000
See SRDS Spot Radio Small Markets Edition.

KSDM (FM)

1977
INTERNATIONAL FALLS

Mid 015916-000
See SRDS Spot Radio Small Markets Edition.

Jackson

Jackson County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

KKOJ

1980
JACKSON

Linder Farm Network

Media Code 4 224 4211 1.00
Kleven Broadcasting Co.
Hwy. 71 South, Box 29, Jackson, MN 56143. Phone 507-847-5400.

PROGRAMMING DESCRIPTION
KKOJ: Programmed for general audience appeal. MUSIC: modern country. FARM: 12-13 hrs per week; market updates 4x per hr; local farm interviews 3x per

day. NEWS: 15 min at 8 am & noon; 10 min at 7 am & 6 pm; 5 min at :60 other times. WEATHER: at :15 & :45, 5 min. TALK: telephone call-in show from 8:30-9 am M-F. Contact Representative for further details. Rec'd 7/8/82.

- 1. PERSONNEL**
General Manager—Doug Johnson.
News Director—Terry Wheeler.
- 3. FACILITIES**
5,000 w. days: 1190 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15% time only
- 5. GENERAL ADVERTISING** See coded regulations
Member: Linder Farm Network.

TIME RATES

No. 7 Eff—Rec'd 9/21/81.

- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
30 sec 7.64 7.06 6.47 5.88 5.29 4.70
1 min 14.11 12.94 11.75 11.17 10.58 10.00

- 10. SPECIAL FEATURES**
Farm—1-min/less 15.00; sponsorships 25.00.

(SMD)

Litchfield

Meeker County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KLFD
1958
LITCHFIELD
KLFD-FM
1968
LITCHFIELD

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 224 4255 8.00 Mid 011370-000
Litchfield Broadcasting Corp.
Box 919, Litchfield, MN 55355. Phone 612-693-3212.

PROGRAMMING DESCRIPTION

KLFD/KLFD-FM: MUSIC: Modern Country 5-10 am; Contemporary & Modern Country 10 am-noon; Contemporary & stds 1 pm-12M. AIR PERSONALITIES handle all segments. NEWS & FARM: 120 programs w/ky; 6-8 am 2 persons, interviews, editorials, news & markets; 10-min newscast at 7 am, 1/2 hr at 8 am; 12:05-12:30 pm news; 12:30-12:50 pm local, reg'l news, weather & extension news; 15 min at 5 pm; 8 am-11 pm network world news at :60. SPORTS: play-by-play high school football, hockey, boys & girls basketball. Contact Representative for further details. Rec'd 1/24/83.

- 1. PERSONNEL**
President—Herbert P. Gross.
Sales Manager—Chris Lenz.
Program Director—Ron Kragebring.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
Courtney Clifford, Inc.

- 3. FACILITIES**
500 w.; 1410 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000, w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 354 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% time only.

TIME RATES

Eff 7/1/84—Rec'd 6/20/84.

- AAA—Farm Mon thru Sat 6-8 am & 11:30 am-1:30 pm.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
CLASS AAA
1 min, flat 22.65 30 sec, flat 20.00
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
PER YR: 156x 312x 520x 780x
1 min 15.29 14.70 14.12 13.53 12.94
30 sec 12.94 12.35 11.77 11.18 10.59
CLASS A
1 min 14.12 13.53 12.94 12.35 11.77
30 sec 11.77 11.18 10.59 10.00 9.41

(SMD)

Little Falls

Morrison County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KLTF
1950
LITTLE FALLS

Mid 011371-000

See SRDS Spot Radio Small Markets Edition.

WYRQ (FM)
1980
LITTLE FALLS

Mid 011372-000

See SRDS Spot Radio Small Markets Edition.

Long Prairie

Todd County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KEYL
1959
LONG PRAIRIE

Mid 011373-000
See SRDS Spot Radio Small Markets Edition.

Luverne

Rock County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

KLQL (FM)
1971
LUVERNE

M'GAVREN GUILD RADIO
Contemporary Country



Media Code 4 224 4497 6.00 Mid 031694-000
Siouxland Broadcasting Inc.
Box H, Luverne, MN 56156. Phone 507-283-4444.

PROGRAMMING DESCRIPTION

KLQL (FM): Target for 25-54 & 18+. MUSIC: modern traditional Contemporary Country-Cross overs more music less talk format. Contact Representatives for further details. Rec'd 8/24/83.

- 1. PERSONNEL**
Sls & Gen'l Mgr—Rick Charles.
Program Director—Doug Allen.
Farm News Director—Harry Jenness.

- 2. REPRESENTATIVES**
McGavren-Guild, Inc.

- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 530 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%; payable when redere.

- 5. GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff 9/15/84—Rec'd 9/20/84.

- 6. SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 21.15 19.45 18.20 16.80 15.20
30 sec 15.20 14.35 13.50 12.90 11.85

(SMD)

KQAD
1971
LUVERNE

Media Code 4 224 4510 6.00 Mid 011374-000
Siouxland Broadcasting Inc.
Box H, Luverne, MN 56156. Phone 507-283-4444.

PROGRAMMING DESCRIPTION

KQAD: Programmed for farm & rural audience. Adult contemporary target 25-54. Contact Representative for further details. Rec'd 9/2/83.

- 1. PERSONNEL**
Mgr. & Sales Mgr.—Rick Charles.
Program Director—Keith Maine.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
500 w.; 800 khz. Directional. Stereo.
Operating schedule: 6 am-local sunset. CST.
Antenna ht.: 260 ft. above average terrain.

- 4. AGENCY COMMISSION**
15% payable when rendered.

- 5. GENERAL ADVERTISING** See coded regulations
FM facilities: KLQL (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

Eff 9/15/84—Rec'd 9/20/84.

- 6. SPOT ANNOUNCEMENTS**
1 min 16.25 14.95 14.00 12.90 12.00
30 sec 12.00 11.05 10.40 9.90 9.10

- 10. SPECIAL FEATURES**
Farm—6:30 am & 12:30 pm, 1-min 25.00, 30-sec 20.00.

(SMD)

Madison

Lac qui Parle County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

KLQP (FM)
1983
MADISON

Mid 031145-000
See SRDS Spot Radio Small Markets Edition.

Mankato

Blue Earth County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

KEEZ (FM)
1968
MANKATO

M'GAVREN GUILD RADIO



A Hedberg Broadcasting Group Station

Media Code 4 224 4535 3.00 Mid 011375-000
Fairbault County Broadcasting Co.
102 Capital Rd., Hwy. 169 S., Box 3345, Mankato, MN 56001. Phone 507-345-4646.

PROGRAMMING DESCRIPTION

KEEZ (FM): MUSIC: Adult contemporary for adults 18-49. AIR PERSONALITIES handle all segments. NEWS: at :60 & :30; 1/2 hr at noon. FARM: agr-reports daily 5:30, 6, 7 am, noon & 5:30 pm; 2x/hr from 9:35 am to closing daily; report during noon news report. Contact Representative for further details. Rec'd 9/29/82.

- 1. PERSONNEL**
President—Paul Hedberg.
Vice-Pres. & Gen'l Mgr.—Burke B. Bartell.
Farm News Director—Harry Jenness.

- 2. REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 864 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%; payable when rendered.

- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4d, 5, 6b, 8.

- Rate Protection: 10b, 14b.
Basic Rates: 20b, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

Eff—Rec'd 4/17/84.

- 6. SPOT ANNOUNCEMENTS**
1 min 29.00 28.00 26.00 25.00 24.00
30 sec 23.20 22.40 20.80 20.00 19.20

KTOE
1950
MANKATO



Media Code 4 224 4600 5.00 Mid 011376-000
Minnesota Valley Broadcasting Co.
Box 1420, Mankato, MN 56002. Phone 507-345-4537.

PROGRAMMING DESCRIPTION

KTOE: Programmed for general interest. MUSIC: C & W 5:30-7 am; Adult Contemporary 7:15 am-6 pm; Adult Contemporary 6:30 pm-5:30 am. NEWS: 5 min at :60; headlines at :30; major newscasts, weather, sports at 7:35-8:15 pm; 12N-12:30 pm; 5:45-6:30 pm; 2 man news department with mobile units. SPORTS: live football & basketball games. FARM: 5:30-7 am, weather, C&W, markets, & farm news; 11:45 am-1 pm, news, weather, farm news & markets. Rec'd 3/26/84.

- 1. PERSONNEL**
National Sales Manager—D. O. Linder.
Manager—Bill Smith.
Farm Director—Lynn Ketelson.

- 3. FACILITIES**
5,000 w. days: 1420 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

- 4. AGENCY COMMISSION**
15%; payable when rendered.

- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4d, 5, 6a, 7a, 8.

- Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network PSP.
Member: Linder Farm Network.

TIME RATES

Eff—Rec'd 9/20/84.

- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 wk 13 wk 26 wk 52 wk
6 ti 22.00 21.00 20.00 19.00
12 ti 21.00 20.00 19.00 18.00
18 ti 20.00 19.00 18.00 17.00
24 ti 19.00 18.00 17.00 16.00
30 ti 18.00 17.00 16.00 15.00
PER 30 sec
WK: 1 wk 13 wk 26 wk 52 wk
6 ti 18.00 17.50 17.00 16.50
12 ti 17.50 17.00 16.50 16.00
18 ti 17.00 16.50 16.00 15.50
24 ti 16.50 16.00 15.50 15.00
30 ti 16.00 15.50 15.00 14.50

- 10. SPECIAL FEATURES**
Farm—5:45-7:30 am & 11:30 am-1:15 pm, flat 1-min 24.00; 30-sec 19.00.

(A)

KYSM
1938
MANKATO

Mutual Broadcasting System



Media Code 4 224 4715 1.00 Mid 011377-000
F. B. Clements & Co.
1807 Lee Blvd., Box 2268, Mankato, MN 56002. Phone 507-345-4673.

PROGRAMMING DESCRIPTION

KYSM: Programmed for general interest. MUSIC: Adult Contemporary. NEWS: 5-min network at :60; major local news (25 min) at 7:05, 8:05 am, 12:05, 5:05 pm; news staff with mobile units. SPORTS: pro hockey, college play-by-play. FARM: markets & news at 6:30, 10:05 am, 12:30 & 2:05 pm. Contact Representative for further details. Rec'd 11/19/84.

- 1. PERSONNEL**
General Manager—George A. Genz.
Sales Manager—Chris Painter.
Farm Director—Barbara Lamson.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
1,000 w.; 1230 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.

- 4. AGENCY COMMISSION**
15%; payable when rendered.

- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

- Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44b, 46, 47a, 48.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Minnesota News Network.

TIME RATES

Eff—Rec'd 11/22/82.

- 7. PACKAGE PLANS**
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 23 22 21 20
30 sec 18 17 16 15

- 10. SPECIAL FEATURES**
Farm—6:7:30 am & noon-1 pm, flat 1-min 25.00; 30-sec 20.00.

KYSM-FM
1948
MANKATO

Modern Country



Media Code 4 224 4716 9.00 Mid 011378-000
F. B. Clements & Co.
1807 Lee Blvd., Box 2268, Mankato, MN 56002. Phone 507-345-4673.

- 1. PERSONNEL**
General Manager—George A. Genz.
Sales Manager—Chris Painter.
Farm Director—Barbara Lamson.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
ERP 81,000 w.; 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.

- 4. AGENCY COMMISSION**
15%; payable when rendered.

- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

- Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44b, 46, 47a, 48.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Minnesota News Network.

TIME RATES

Eff—Rec'd 11/22/82.

- 7. PACKAGE PLANS**
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 23 22 21 20
30 sec 18 17 16 15

- 10. SPECIAL FEATURES**
Farm—6:7:30 am & noon-1 pm, flat 1-min 25.00; 30-sec 20.00.

Maplewood

Ramsey County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park)

MINNESOTA

Marshall

Lyon County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

KKCK (FM)
1967
MARSHALL

Adult Contemporary



Media Code 4 224 4801 9.00 Mid 011380-000
KMHL Broadcasting Co.
1414 E. College Dr., Box 240, Marshall, MN 56258.
Phone 507-532-2282.

PROGRAMMING DESCRIPTION
KKCK (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 9/27/84.

- PERSONNEL**
Station Manager—Richard B. Lusk.
Program Director—Paul Deaner.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
AM facilities: KMHL.
- TIME RATES**
Eff 9/30/84—Rec'd 9/27/84.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | |
|---------|-------|-------|---------|-------|-------|
| PER WK: | 5 ti | 15 ti | PER WK: | 5 ti | 15 ti |
| 1 min | 15.00 | 12.00 | 30 sec | 13.50 | 10.50 |
- 8. PROGRAM TIME RATES**
5 min, ea 25.00.

(SMD) (A)

**LINDER FARM
NETWORK**

See our group listing at beginning of state.

KMHL
1946
MARSHALL



Media Code 4 224 4830 8.00 Mid 011379-000
KMHL Broadcasting Co.
1414 E. College Dr., Box 240, Marshall, MN 56258.
Phone 507-532-2282.

PROGRAMMING DESCRIPTION
KMHL: Programmed for the adult listener. MUSIC: Hit Country. NEWS: local dept. FARM: local dept with weather forecasting, latest markets, reports from surrounding local markets, nat'l & reg'l market picture. SPORTS: local dept; mobile unit. Contact Representative for further details. Rec'd 4/29/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard B. Lusk.
Program Director—Rick Blanshaw.
Farm Director—Lynn Ketselson.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0 time only; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
FM facilities: KKCK (FM).
Affiliated with ABC Contemporary Radio Network.
Member: Linder Farm Network, Minnesota News Network.
- TIME RATES**
Eff 9/30/84—Rec'd 10/2/84.
- 10. SPECIAL FEATURES**
Farm—Flat 1-min 22.00; 30-sec 17.00.

(SMD) (A)

Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park)

Anoka County—Map Location E-8
Hennepin County—Map Location E-8
Ramsey County—Map Location E-8
Watsonwan County—Map Location D-6

See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined City area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KANO
1956
ANOKA

Media Code 4 224 4887 8.00 Mid 011392-000
North Suburban Radio Co.
100 E. Main, Anoka, MN 55303. Phone 612-427-7550.
1 min rate 1x: 3.00.

Twin Cities #1 Combo Buy



63 KDWB

THE CONTEMPORARY COMBO

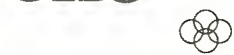
KDWB

KDWB AM 63 FM 101

1951
ST. PAUL
KDWB-FM
1959
RICHFIELD



A Doubleday Station



McGAVREN GUILD RADIO



Media Code 4 224 4945 4.00 Mid 011382-000
Doubleday Broadcasting Co., Inc.
Box 7630, St. Paul, MN 55119. Phone 612-739-4000.

PROGRAMMING DESCRIPTION
KDWB: Programmed for young adults (teen-34 years).
MUSIC: Contemporary. AIR PERSONALITIES. NEWS: AM drive only. COMMERCIAL POLICY: maximum 10 min per hour. Contact Representative for further details. Rec'd 8/25/82.

- PERSONNEL**
President—Gary Stevens.
Reg'l Vice-Pres. & Gen'l Mgr.—Louis H. Buron, Jr.
National Sales Manager—Robert L. Harris.
 - REPRESENTATIVES**
McGavren Guild Radio.
Toronto—Tels Broadcasting Ltd.
Winnipeg—A. J. Messner & Co. Ltd.
 - FACILITIES**
5,000 w. days, 500 w. nights; 630 khz. Directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 50,000 w.; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 822 ft. above average terrain.
Simulcast Mon thru Fri 5:30-10 am & 3-7 pm.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a, 27, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
- TIME RATES**

(SMD) (A)

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KEYE-FM
1969
ST. PAUL

A Malrite Communications Group Station
Media Code 4 224 4951 2.00 Mid 011384-000
Malrite of Minnesota, Inc.
611 Frontenac Pl., Box 4485, St Paul, MN 55104. Phone 612-645-7757.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

KGMB (FM)
1968
ANOKA

Media Code 4 224 4964 5.00 Mid 011393-000
KTWN FM, Inc.
10700 Highway 55, Suite 200, Minneapolis, MN 55441.
Phone 612-545-1234, studio, 612-421-2600.

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

KJJO (FM)
1962
MINNEAPOLIS



EASTMAN RADIO, INC.

ABC Entertainment Radio Network



NRBA

Media Code 4 224 5005 6.00 Mid 011387-000
Roy H. Park Broadcasting of the Midwest, Inc.
11320 Valley View Rd., Eden Prairie, MN 55343. Phone 612-941-5774, TWX, 910-576-2757.

- PERSONNEL**
President—Roy H. Park.
Vice-President/Radio—Eddie Anderson.
General Manager—Mike Waggoner.
 - REPRESENTATIVES**
Eastman Radio, Inc.
 - FACILITIES**
ERP 52,500 w. (horiz.), 52,500 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 payable 10th of month.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15c, 15e.
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 81.
AM facilities: KRSI.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLBB
1936
ST. PAUL

Al Ham's

THE "MUSIC OF YOUR LIFE"



NRBA

Media Code 4 224 5032 0.00 Mid 011383-000
LCC, Inc.
429 N. Prior Ave., St Paul, MN 55104. Phone 612-645-4403.

- PROGRAMMING DESCRIPTION**
KLBB: Programmed for adults. Live AIR PERSONALITIES. MUSIC: Al Ham's "The Music of Your Life". Rec'd 12/4/84.
- PERSONNEL**
General Manager—Bruce Markman.
Operations Manager—Reed Hagen.

- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15%; payable when rendered.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15d.
Basic Rates: 20b, 21a, 21d, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMFY
1949
RICHFIELD

Mid 011395-000

Entercom, Inc.
2110 Cliff Rd., Eagan, MN 55122. Phone 612-452-6200.
PROGRAMMING DESCRIPTION
KMFY: MUSIC: Modern MOR/Personality. NEWS: at :26.
COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 9/27/84.

- PERSONNEL**
President—Joseph Field.
Vice-Pres. & Gen'l Mgr.—Peg Dempsey.
Sales Manager—Greg Kulka.
 - REPRESENTATIVES**
Republic Radio Sales, Inc.
 - FACILITIES**
5,000 w.; 980 khz. Directional.
Operating schedule: 24 hours daily. CST.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40c, 41, 44a, 45, 47e, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WAYL-FM.
- TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



KQRS

(formerly KGLD)

1946

GOLDEN VALLEY

KQRS-FM

1963

GOLDEN VALLEY



Torbet Radio

Media Code 4 224 5060 1.00 Mid 028339-000
Hudson Broadcasting Corp.
917 N. Lilac Dr., Minneapolis, MN 55422. Phone 612-545-5601.

PROGRAMMING DESCRIPTION
KORS/KQRS-FM: MUSIC: Personality AOR format hosted by live AIR PERSONALITIES. NEWS: ABC Rock Network AM plus local news headlines & sports. Contact Representative for further details. Rec'd 4/19/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mark Steinmetz.
Program Director—Vicki Hodgson.
General Sales Manager—John Rohm.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1440 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 822 ft. above average terrain.
Simulcast 24 hours daily.
- AGENCY COMMISSION**
15/0; bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Rock Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRSI
1958
ST. LOUIS PARK



EASTMAN RADIO, INC.



**AMERICAN ENTERTAINMENT
RADIO NETWORK**



NRBA

Media Code 4 224 5175 7.00 Mid 011386-000
Roy H. Park Broadcasting of the Midwest, Inc.
11320 Valley View Rd., Eden Prairie, MN 55343. Phone
612-941-5774, TWX, 910-576-2757.

1. PERSONNEL

President—Roy H. Park.
Vice-President/Radio—Eddie Anderson.
General Manager—Mike Waggoner.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

1,000 w.; 950 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15c, 15e.
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27,
28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c.
Comb., Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services 81.
FM facilities: KJJO (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

**For more information
about the media listed
in this edition,
read the Service-Ads!
In Service-Ad copy
the various media
communicate with
you in their own words.
For your convenience,
there's an Index to
Service-Ads at the back
of this book.**



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ARBITRON RATINGS

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MINNESOTA

Minneapolis-St. Paul—cont

1500 KSTP Radio NEWS TALK

KSTP
1923
ST. PAUL



HUBBARD
BROADCASTING, INC.



Christal Radio



Media Code 4 224 5290 4.00 Mid 011388-000
Hubbard Broadcasting, Inc.
2792 Maplewood Dr., Maplewood, MN 55109. Phone 612-481-9333.

PROGRAMMING DESCRIPTION

KSTP: News/Talk/Sports. 6-9 am all news with local & nat'l news, traffic reports, sports, business, weather by in-house meteorologist; 9 am-noon & 4-6 pm local tele/talk, info; noon-4 pm & 12M-6 am ABC TALKRADIO; 8 pm-12M NBC—Talknet. SPORTS: 6-8 pm sportstalk; Minnesota North Star Hockey play-by-play. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
Gen'l & Gen'l Sls. Mgr.—Scott T. Meier.
- REPRESENTATIVES**
Christal Radio.
Creative Broadcast Representatives, Inc.
- FACILITIES**
50,000 w.; 1500 khz. Directional—nights only
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 29.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Affiliated with ABC Information Radio Network.
Affiliated with ABC TALKRADIO Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)



KS95-FM

KSTP-FM
1966
ST. PAUL



HUBBARD
BROADCASTING, INC.



Christal Radio



Media Code 4 224 5291 2.00 Mid 011389-000
Hubbard Broadcasting, Inc.
3415 University Ave., Minneapolis, MN 55414. Phone 612-642-4141, TWX, 910-563-3598.
Address all copy, copy instructions, transcriptions & records to Continuity Dept., KSTP-FM, to same address.

PROGRAMMING DESCRIPTION

KSTP-FM: Pop/adult contemporary music. SPORTS: Vikings football. COMMERCIAL POLICY: Max 10 units per hr. Contact Representative for further details. Rec'd 12/26/84.

- PERSONNEL**
Pres/Gen'l Mgr.—John Mayasich.
Sta. Mgr./Prog. Dir.—Chuck Knapp.
General Sales Manager—Tim Monahan.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. Circular polarized. 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,250 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21b, 23a, 24a, 24c, 25a, 29a, 29b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KTCJ

1984
MINNEAPOLIS



Media Code 4 224 5405 8.00 Mid 011390-000
Parker Communication, Inc.
3701 Winnetka Ave. N., Minneapolis, MN 55427. Phone 612-544-1558.

- REPRESENTATIVES**
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

KTCZ (FM)

1984
MINNEAPOLIS



Media Code 4 224 5406 6.00 Mid 011391-000
Parker Communication, Inc.
3701 Winnetka Ave. N., Minneapolis, MN 55427. Phone 612-544-1558.

- REPRESENTATIVES**
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

KUXL

1961
GOLDEN VALLEY



Media Code 4 224 5520 4.00 Mid 011394-000
Universal Broadcasting Co. of Minneapolis-St. Paul Inc.
5730 Duluth St., Minneapolis, MN 55422. Phone 612-544-3196.

- REPRESENTATIVES**
Radio Spot Sales Inc.
Universal Broadcasting Corporation.
1 min rate 1x: 24.00.

WAYL-FM

1961
MINNEAPOLIS



Republic Radio

Beautiful Music



Media Code 4 224 5750 7.00 Mid 011396-000
Entercom, Inc.
2110 Cliff Rd., Eagan, MN 55122. Phone 612-452-6200.

- PERSONNEL**
President—Joseph Field.
Vice-Pres. & Gen'l Mgr.—Peg Dempsey.
Sales Manager—Greg Kulka.
- REPRESENTATIVES**
Republic Radio Sales, Inc.

3. FACILITIES

ERP 50,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 822 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40c, 41, 44a, 45, 47e, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: KMFY.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more information
about the media listed
in this edition,
read the Service-Ads!
In Service-Ad copy
the various media
communicate with
you in their own words.
For your convenience,
there's an Index to
Service-Ads at the back
of this book.

KSTP-FM, THE NEW RADIO HOME

OF THE MINNESOTA VIKINGS

WE PROUDLY SAY "WELCOME VIKINGS AND BUD GRANT" TO THE #1 MUSIC STATION*

To learn more about the Twin Cities' #1 music station for 6 straight years,** call your **KS95-FM** sales representative at 612/642-4141, or contact the Christal Radio. Our audience does a lot more than listen, they hear your message.



KS95-FM
ALWAYS 95 AND SUNNY.

KSTP-FM MINNEAPOLIS/ST. PAUL DIVISION OF HUBBARD BROADCASTING © 1985

*FALL 1984 ARBITRON METRO SHARES 6A-12M, MON/SUN

**12+ METRO SHARES 6A/12M, MON/SUN, 1979, 1980, 1981, 1982, 1983, 1984

MINNESOTA

Minneapolis-St. Paul—cont

WCCO
1924
MINNEAPOLIS

Represented by **CBS RADIO SPOT SALES**

CBS Radio Network



Media Code 4 224 5865 3.00 Mid 011397-000
WCCO Radio Inc.
625 Second Ave. So., Minneapolis, MN 55402. Phone
612-370-0611.

PROGRAMMING DESCRIPTION
WCCO: Variety for general interest. AIR PERSONALITIES featured on programs. NEWS: 60-min news-weather-sports at 7 am; 30-min at 5 & 10 pm. 12-1/2 min local-reg'l-network news & weather on hr balance of day. Stock market & business reports. Frequent documentaries & specials. SPORTS: Play-by-play major league baseball; U football & basketball; high school; talk 9-10 pm M-F & 9-30-10:30 am Sun. Coverage of fishing, hunting, golf. FARM: Reports M-F am, 12N & Sun AM. Agri-market reports at 8:45, 9:45, 10:45 am, 1:45 & 2:45 pm. Agri-weather at 6:15 am & 12:55 pm. ENTERTAINMENT: programs incl varied music (current, stnds, albums) with public service & info features. Air personalities with humor, skits, parodies 8:05-10 am. Phone discussion 10:05-11 am & 7-10 pm. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
General Manager—Clayt. Kaufman.
General Sales Manager—Bob Houghton.
National Sales Manager—V. A. (Buck) Buchanan.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 830 khz. Clear channel. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24c, 27, 29a, 33a.
Contracts: 40b, 41, 42a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 61a, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81, 82.
Only 1 product or service may be advertised per commercial.
(*) Contracts including Morning Drivetime spots subject to cancellation on 28 days prior written notice.
Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff. Rec'd 6/20/84.

AM Drive—Mon thru Fri 5:30-10 am; Sat 6-10 am.					
PM Drive—Mon thru Fri 3-8 pm.					
Daytime—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.					
Nighttime—Mon thru Fri 8 pm-5:30 am; Sat & Sun 7 pm-6 am.					
AM Farm—Mon thru Fri 5-6 am.					
Noon Farm—Mon thru Sat 11:59 am-1 pm.					

6. SPOT ANNOUNCEMENTS

GRID—HIGH RANGE

	AMD	PMD	DAY	NT	MF	NF
1 min	400	285	200	100	200	290
30 sec	320	230	160	80	160	236

LOW RANGE

1 min	340	210	150	75	150	225
30 sec	270	170	120	60	120	175

7. PACKAGE PLANS

WEEKEND SATURATION

GRID ROS:	1 min	30 sec	1 min	30 sec
High Range	160	130	140	110
Low Range	110	90	90	70

Minimum 4 spots per weekend.

9. PARTICIPATING PROGRAMS

WCCO Through the Night—Mon-Fri 10:30 pm-5 am (rates apply for Mon 12:05-5 am).
MINIMUM 12 TI PER WK: High Low
1 min 1400 1120 Low 1050 840
30 sec 400 280

10. SPECIAL FEATURES

AGRI MARKET REPORTS—MON-FRI ROTATING 1 PER DAY/5 PER WEEK

GRID:	1 min	30 sec	GRID:	1 min	30 sec
High	1400	1120	Low	1050	840

MINNESOTA TWINS BASEBALL—162 GAMES APRIL 9-OCTOBER 6

	1 min	30 sec
WCCO & Regional Network	600	400
WCCO only	400	280

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(A)

WDGJ
1923
MINNEAPOLIS



Katz Radio



A Mairite Communications Group Station

Media Code 4 224 5980 0.00 Mid 011399-000
Mairite Communications Group, Inc.
611 Frontenac Pl., Box 4485, St. Paul, MN 55104. Phone
612-645-7757.

- PERSONNEL**
Chairman of the Board—Milton Maltz.
President—Carl Hirsch.
Vice-Pres. & Gen'l Mgr.—Gary Swartz.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w. days, 25,000 w. nights; 1130 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: KEY-FM.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLLO-FM
1956
MINNEAPOLIS

Contemporary Hit



Media Code 4 224 6096 4.00 Mid 011400-000
Emmis Broadcasting of Minnesota
716 N. First St., Minneapolis, MN 55401. Phone 612-340-9565.

- PERSONNEL**
General Manager—Doyle L. Rose.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 50,000 w., 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht: 844 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations
Affiliated with McGavren-Guild Radio Network.
- TIME RATES**
- PACKAGE PLANS**
Rates have been temporarily withdrawn by station.

(A)

WLTE (FM)
1969
MINNEAPOLIS

Sekom radio
Broadcast Representatives



Media Code 4 224 6167 3.00 Mid 011399-000
Midwest Communications, Inc.
215 S. 11th St., Minneapolis, MN 55403. Phone 612-339-1029.

- PROGRAMMING DESCRIPTION**
WLTE (FM): Programmed for adults 18-49. AIR PERSONALITIES handle all segments. NEWS: in AM/PM drive. MUSIC: light Rock. COMMERCIAL POLICY: max 8 minutes/hr, clustered; max 3 min/cluster. Contact Representative for further details. Rec'd 4/20/84.
- PERSONNEL**
General Manager—Doug Brown.
Chief Engineer—Steve Brown.
Program Director—Tom Graye.

continued



Only one thing covers the Northland better than WCCO Radio.

Twin Cities Top Five Stations:		Morning Drive Dominance:	
WCCO RADID	98,200	WCCO RADIO	30.6% (8.6 TRP)
Station B	37,600	Station B	13.9% (3.9 TRP)
Station C	28,100	Station C	8.5% (2.4 TRP)
Station O	25,800	Station D	6.0% (1.7 TRP)
Station E	24,100	Station E	5.3% (1.5 TRP)

Adults 18+, TSA AQH 6 AM-Midnight, Mon.-Sun. Adults 18+, Metro AQH Share (Ratings), 6 AM-10 AM Mon.-Fri.
Arbitron radio estimates, Fall 1984. Subject to qualifications which WCCO will supply on request.
Represented by CBS Radio Spot Sales. ©1985 WCCO-AM

WCCO is in a class by itself, with *more than one million listeners each week.** (That's nearly twice as many as our nearest competitor!) For sixty years we've been going strong with our popular mixture of news, sports, music and personalities. That's why WCCO is your radio for all seasons.

WCCO Real Radio 8-3-0

Minneapolis-St. Paul

*Listeners 12+ Cumc
TSA 6 AM-Midnight, Mon-Sun

Sixty Years Strong

MINNESOTA

Minneapolis-St. Paul—cont
WLTE (FM)—cont

- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
ERP 100,000 w; 102.9 mhz. Circular polarized. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,304 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 24a, 24c, 25a.
Contracts: 40b, 41, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WMIN
1964
MAPLEWOOD



Media Code 4 224 6239 0.00 Mid 011401-000
Voyageur's Broadcasting Corp.
1995 S. Century Ave., St. Paul, MN 55125. Phone 612-739-4433.

- 2. REPRESENTATIVES**
Pates/Walton Radio - USA.
Rates have been temporarily withdrawn by station.

WVLE
1949
STILLWATER



(This is a paid duplicate of the listing under Stillwater, Minnesota.)

Media Code 4 224 8970 8.00 Mid 011444-000
Valley Broadcasting Corp.
104 N. Main St., Stillwater, MN 55082. Phone 812-439-1220.

PROGRAMMING DESCRIPTION

WVLE: Adult mass appeal, emphasis on 35+. AIR PERSONALITIES host all segments. MUSIC: Non-rock hits from 50's-80's. NEWS: MBS hrv world & nat'l reports at :30; 5 summaries/day from state network; local newscasts in key periods; expanded reports in AM drive & at noon incl business news, sports & features; 20 traffic reports/day M-F for Twin Cities & suburbs; hrv weather; expanded reports 3x/day during drive & noon featuring NOAA meteorologist. SPORTS: in key periods; frequent score updates. FEATURES: "Take Five", daily feature program; "At Issue", w/ky public affairs program; w/ky editorials by station pres; audience participation promos; continuous community involvement; daily features on special events. Rec'd 1/22/85.

- 1. PERSONNEL**
General Manager—Steve Moravec.
Sales Manager—Lyle Nelson.
Operations Manager—Steve Autey.
- 2. REPRESENTATIVES**
Contact station direct.
Twin Cities—Paul J. Ewing Company.
- 3. FACILITIES**
5,000 w; 1220 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. CST.
- 4. AGENCY COMMISSION**
15/0; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Minnesota News Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

WWTC
1931
MINNEAPOLIS



Media Code 4 224 6670 6.00 Mid 011403-000
Metropolitan Radio, Inc.
123 E. Grant St., Minneapolis, MN 55403. Phone 612-871-2608.

- 2. REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

Montevideo

Chippewa County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

LINDER FARM NETWORK

See our group listing at beginning of state.

KDMA
1951
MONTEVIDEO



Media Code 4 224 6785 2.00 Mid 011404-000
Midwest Broadcasting Corp.
Hwy 212 W., Box 738, Montevideo, MN 56265. Phone 612-269-3815.

PROGRAMMING DESCRIPTION

KDMA: Natural sound/local/network news/sports. Rec'd 5/2/83.

- 1. PERSONNEL**
Vice-President Sales—Deanna Hodge.
Vice-President of Programming—Dan Carlson.
- 3. FACILITIES**
1,000 w; 1460 khz. Directional nights.
Operating schedule: 5:30 am-midnight. CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Member: Linder Farm Network.

TIME RATES

- No. 6 Eff 9/1/81—Rec'd 9/24/81.
- 6. SPOT ANNOUNCEMENTS**
1 min 21.00 30 sec 16.00 (SMD) (A)

KMGM (FM)
1982
MONTEVIDEO

Media Code 4 224 8970 8.00 Mid 029075-000
See SRDS Spot Radio Small Markets Edition.

Monticello

Wright County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KMOM
1982
MONTICELLO



Media Code 4 224 6827 2.00 Mid 032808-000
KMOM Radio, Inc.
Box 900, Monticello, MN 55362. Phone 612-295-1070.

PROGRAMMING DESCRIPTION

KMOM: MUSIC: Country. NEWS: regular local programs & updates; weather station; school closings; preventive medicine. FARM: reports in AM & noon. SPORTS: in depth reports; play-by-play; hunting and fishing reports; ski conditions. Contact Representative for further details. Rec'd 12/28/84.

- 1. PERSONNEL**
General Manager—David Lund.
Office Manager—Marvel Winn.
Program Director—Dave Larcom.
- 2. REPRESENTATIVES**
Minneapolis, St. Paul—Courtney Clifford, Inc.
- 3. FACILITIES**
10,000 w. days, 2,500 w. nights; 1070 khz. Directional.
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

- Eff 1/1/85—Rec'd 12/28/84.
- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 11 6 11 12 11 18 11 24 11
1 min 12.00 11.75 11.50 11.25 11.00
30 sec 10.00 9.75 9.50 9.25 9.00

- 10. SPECIAL FEATURES**
FARM—6-9 AM, 11:30 AM-1 PM MON THRU SAT
1 min 30 sec
Ea 26 22 (SMD)

Moorhead

Clay County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Fargo ND-Moorhead MN,
under North Dakota

Morris

Stevens County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

KKOK (FM)

1976
MORRIS



A Hedberg Broadcasting Station

Media Code 4 224 6842 1.00 Mid 011405-000
Western Minnesota Broadcasting Co., Inc.
Box 570, Morris, MN 56267. Phone 612-589-3131.

PROGRAMMING DESCRIPTION

KKOK (FM): MUSIC: Contemporary MOR. COMMERCIAL POLICY: 6 breaks per hr. Contact Representative for further details. Rec'd 7/27/82.

- 1. PERSONNEL**
President—Paul C. Hedberg.
General Manager—Steve Van Slooten.
Farm Director—Harry Jenness.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 474 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KMRS.
Affiliated with MBS.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/21/83.
- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 11 6 11 12 11 18 11
1 min 15.00 14.00 13.00 12.00
30 sec 12.00 11.20 10.40 9.60

- 10. SPECIAL FEATURES**
Farm—1-min 20.00; 30-sec 16.00.

KKOK (FM)/KMRS COMBINATION

- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 11 6 11 12 11 18 11
1 min 25.00 23.00 21.00 19.00
30 sec 20.00 18.40 16.80 15.20

- 10. SPECIAL FEATURES**
Farm—1-min 30.00; 30-sec 24.00. (SMD)

KMRS

1956
MORRIS



McGAVREN GUILD RADIO



A Hedberg Broadcasting Station

Media Code 4 224 6900 7.00 Mid 011406-000
Western Minnesota Broadcasting Co., Inc.
Box 570, Morris, MN 56267. Phone 612-589-3131.

PROGRAMMING DESCRIPTION

KMRS: 100% country music. AIR PERSONALITIES handle all segments. Farm news & market reports 5-8 am. 15 min newscasts 7, 8 am, 12:15 & 6 pm. Grain & livestock reports at :30 9:30 am-5:30 pm M-F. 6 correspondent shows daily from surrounding communities. SPORTS: play-by-play high school, college & pro football; high school & college basketball & high school wrestling. Contact Representative for further details. Rec'd 7/18/84.

- 1. PERSONNEL**
General Manager—Steve Van Slooten.
Farm Director—Harry Jenness.
Program Director—Randy Bannick.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: KKOK (FM).
Affiliated with MBS.
Sold in combination with KKOK (FM). See that listing.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/21/83.
- 6. SPOT ANNOUNCEMENTS**
PER WK: 1 11 6 11 12 11 18 11
1 min 15.00 14.00 13.00 12.00
30 sec 12.00 11.20 10.40 9.60

- 10. SPECIAL FEATURES**
News & special programs—1x rate when available.
Farm—1-min 20.00; 30-sec 16.00. (SMD)

New Prague

Scott County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KCHK
1969
NEW PRAGUE

Mid 011407-000
See SRDS Spot Radio Small Markets Edition.

New Ulm

Brown County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KNUJ
1949
NEW ULM

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 224 7015 3.00 Mid 011408-000
KNUJ, Inc.
Box 368, New Ulm, MN 56073. Phone 507-359-2921.

PROGRAMMING DESCRIPTION

KNUJ: MUSIC: MOR/country except polka M-Sat 11 am-noon, M-F 1-2 pm & Sun noon-5 pm. German music Sun 4-5 pm. Farm oriented 6-8:30 am & 11:30 am-1 pm. News, weather, commodity markets first 15 min ea hr 9 am-2 pm. Livestock report at 5:30 pm. Contact Representative for further details. Rec'd 8/28/84.

- 1. PERSONNEL**
General Manager—Ray Stougard.
Sales Manager—Jim Bartels.
Program Director—Mike Stark.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
1,000 w; 860 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: KXLP (FM).
Affiliated with NBC—Talknet.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
Eff 8/27/84—Rec'd 8/28/84.
- 6. SPOT ANNOUNCEMENTS**
MON THRU SUN—8:30-11:30 AM & 1:30 PM-SIGN-OFF
6 12 11 18 11 24 11 36 11
1 min 24 22 21 20 19
30 sec 19 18 17 16 15

- 10. SPECIAL FEATURES**
Farm times Mon thru Sat sign-on-8:30 am, 11:30 am-1:30 pm & all farm market reports—flat 1-min 43.00; 30-sec 34.00.

KNUJ/KXLP (FM) FARM COMBINATION
Flat 1-min 52.00; 30-sec 42.00. (SMD)

KXLP (FM)
1966
NEW ULM



Media Code 4 224 7016 1.00 Mid 011409-000
KNUJ, Inc.
Box 368, New Ulm, MN 56073. Phone 507-359-2921.

PROGRAMMING DESCRIPTION

KXLP (FM): Live CHR. Contact Representative for further details. Rec'd 10/22/82.

- 1. PERSONNEL**
General Manager—Ray Stougard.
Sales Manager—Jim Bartels.
Program Director—Michael Stapleton.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 100,000 w. 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 380 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: KNUJ.
Affiliated with NBC-The Source.
Sold in combination with KNUJ. See that listing.

TIME RATES

- NATIONAL AND LOCAL RATES SAME
Eff 8/27/84—Rec'd 8/28/84.

6. SPOT ANNOUNCEMENTS

PRIME—MON THRU SUN 6-10 AM & 3-7 PM					
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	20.00	19.00	18.00	17.00	16.00
30 sec	16.00	15.00	14.50	13.50	13.00
10 AM-3 PM & 7 PM-MIDNIGHT					
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	13.50	13.00	12.00	11.00	10.50
Midnight-6 am, flat 1-min 6.00; flat 30-sec 5.00.					

10. SPECIAL FEATURES

Farm times 6:07, 6:42, & 10:36 am, 12:40 & 2:36 pm—flat 1-min 20.00; flat 30-sec 16.00.

Northfield

Rice County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KYMN
1968
NORTHFIELD

Mid 011410-000
See SRDS Spot Radio Small Markets Edition.

Olivia

Renville County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KOLV (FM)
1983
OLIVIA

Mid 033009-000
See SRDS Spot Radio Small Markets Edition.

Ortonville

Big Stone County—Map Location B-8
See SRDS Consumer market map and data at beginning of the state.

KDIO
1956
ORTONVILLE

Mid 011411-000
See SRDS Spot Radio Small Markets Edition.

Owatonna

Steele County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

KRFO
1950
OWATONNA

Mid 011412-000
See SRDS Spot Radio Small Markets Edition.

KRFO-FM
1966
OWATONNA

Mid 011413-000
See SRDS Spot Radio Small Markets Edition.

Park Rapids

Hubbard County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KPRM
1962
PARK RAPIDS

Mid 011414-000
See SRDS Spot Radio Small Markets Edition.

KPRM-FM
1967
PARK RAPIDS

Mid 011415-000
See SRDS Spot Radio Small Markets Edition.

Pine City

Pine County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WCMP
1957
PINE CITY

Mid 011416-000
See SRDS Spot Radio Small Markets Edition.

WCMP-FM

1978
PINE CITY

Mid 011417-000
See SRDS Spot Radio Small Markets Edition.

Pipestone

Pipestone County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

KLOH
1955
PIPESTONE

M Masla Radio

nab

Media Code 4 224 7590 5.00 Mid 011418-000
Wallace Christensen Broadcasting
Box 512, Pipestone, MN 56164. Phone 507-825-3363.

PROGRAMMING DESCRIPTION

KLOH: MUSIC: modern country. NEWS: reg'l ag news. Contact Representative for further details. Rec'd 2/25/82.

- PERSONNEL**
General Manager—Wally Christensen.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1050 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff 10/1/81—Rec'd 8/13/82.

6. SPOT ANNOUNCEMENTS					
	6-9 AM,	11:30 AM-1:30 PM	4-6 PM		
PER CONSEC WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	
5 ti	33	32	30	27	
10 ti	32	30	28	25	
25+	31	28	26	23	
30 sec: 50% of 1-min.					
ROS: 50% of above rate.					

KLOH-FM
1969
PIPESTONE

Mid 011419-000
See SRDS Spot Radio Small Markets Edition.

Preston

Filmore County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

KFIL
1966
PRESTON

Mid 011420-000
See SRDS Spot Radio Small Markets Edition.

KFIL-FM
1971
PRESTON

Mid 011421-000
See SRDS Spot Radio Small Markets Edition.

Princeton

Mille Lacs County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WQPM
1967
PRINCETON
WQPM-FM

1974
PRINCETON

Mid 011422-000
See SRDS Spot Radio Small Markets Edition.

Red Wing

Goodhue County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KCUE
1949
RED WING

Mid 011423-000
See SRDS Spot Radio Small Markets Edition.

KWNG (FM)

1965
RED WING

Mid 011424-000
See SRDS Spot Radio Small Markets Edition.

Redwood Falls

Redwood County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

KLGR
1954
REDWOOD FALLS

WEISS & POWELL, INC.
RADIO SALES

NAB

nab

RAB

NRBA

Media Code 4 224 7820 6.00 Mid 011425-000
Redwood Broadcasting Co., Inc.
Hwy. 19 West, Box 65, Redwood Falls, MN 56283. Phone 507-637-2989.

PROGRAMMING DESCRIPTION

KLGR: MUSIC: Country. AIR PERSONALITIES handle all segments. NEWS & FARM: 5:30-8:30 am, 2 persons, interviews, editorials, farm news & markets, 15-min newscast at 7 am & 1/2-hr at 9 am; 8:30-11:30, area newscasts ea 1/2-hr; 11:30 am-1:30 pm, farm & news, 1/2-hr news at noon, 1/2-hr farm at 12:30 pm; 1:30-5 pm & 7:30 pm-12M news at :60, 5-6:30 pm, news & farm, commentary & public affairs; farm director, 2 news persons & 3 area newscasters. SPORTS: play-by-play high school football & basketball; high school wrestling. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
President—Mel Paradis.
Vice-Pres. & Gen'l Mgr.—Vilas Van Slooten.
Farm Director—Don Wick.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:30-1 am. CST.
Partial simulcast operation. Simulcast 5:30-8:30 am, 11:30 am-12:30 pm & 6-6:30 pm. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

Eff 8/20/84.					
AAA—Farm Mon thru Sat 5:30-8 am & 11:30 am-1:30 pm.					
AA—Mon thru Sat 8-11:30 am & 3-7 pm.					
A—All other times.					
6. SPOT ANNOUNCEMENTS					
CLASS AAA					
1 min, flat	30	30	sec, flat	24	
	AA	A			
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti
1 min	27	26	24	23	22
30 sec	22	21	19	19	18

- PROGRAM TIME RATES**
Program sponsorship, applicable flat rate plus 10.00.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KLGR-FM
1974
REDWOOD FALLS

RAB

NRBA

Media Code 4 224 7821 4.00 Mid 011426-000
Redwood Broadcasting Co., Inc.
Hwy. 19 West, Box 65, Redwood Falls, MN 56283. Phone 507-637-2989.

PROGRAMMING DESCRIPTION

KLGR-FM: MUSIC: Adult Contemporary featuring Currents & hits of past 15 yrs. NEWS: nat'l & reg'l w/ weather at :30. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
President—Mel Paradis.
Vice-Pres. & Gen'l Mgr.—Vilas Van Slooten.
Farm Director—Don Wick.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w.; 97.7 mhz. Stereo.
Operating schedule: 5:30-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30-11:30 am, 12:30-6 pm & 6:30 pm-1 am. For simulcast facilities see AM.
- AGENCY COMMISSION**
15% time only.

TIME RATES

Eff 9/1/84—Rec'd 8/20/84.					
6. SPOT ANNOUNCEMENTS					
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti
1 min	16	15	13	30 sec	13

May be combined with AM for frequency discount.

Richfield

Hennepin County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood,
Richfield, St. Louis Park)

Rochester

Olmsted County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

KAUS-FM

1968
AUSTIN

M Masla Radio

nab

(This is a paid duplicate of the listing under Austin, Minnesota.)

Media Code 4 224 6921 8.00 Mid 011325-000
Orion Broadcasting Co.
Box 159, Hwy. 105 S., Austin, MN 55912. Phone 507-437-7666.

PROGRAMMING DESCRIPTION

KAUS-FM: MUSIC: modern country western. FARM: service director; farm & market programs. Mobile units, AP, weather wire & news network. Contact Representative for further details. Rec'd 2/10/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Phil Nolan.
General Sales Manager—Ken Soderberg.
Farm Director—Dan Conrad.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

Eff 4/1/84—Rec'd 4/17/84.					
AAA—Mon thru Sat 5:30 am-7 pm.					
AA—Mon thru Sat 7 pm-midnight; Sun 8 am-midnight.					

6. SPOT ANNOUNCEMENTS					
PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti
AAA	28	26	25	24	22
AA	22	20	19	19	17

- SPECIAL FEATURES**
Farm: 1-min 31.00; 30-sec 26.00.

KNXR (FM)

1965
ROCHESTER

Media Code 4 224 7800 1.00 Mid 011427-000
United Audio Corp.
220 S. Broadway, Rochester, MN 55904. Phone 507-288-7700.

PROGRAMMING DESCRIPTION

KNXR (FM): Programmed for adults 24+. MUSIC: Easy Listening standards, Contemporary, Country & light Jazz; Sun 7:05-11 pm Classical. AIR PERSONALITIES handle all segments; tele/talk, interviews. NEWS: at :60 & :30; weather. Contact Representative for further details. Rec'd 3/29/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Thomas H. Jones.
Commercial Manager—Donald H. Anderson.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
ERP 93,000 w.; 97.5 mhz. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 625 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29c, 29a, 30, 33e.
Contracts: 40a, 42b, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff 5/1/84—Rec'd 5/14/84.					
AAA—Mon thru Fri 6-10 am.					
AA—Mon thru Fri 3-10 pm.					
A—Mon thru Fri 10 am-3 pm; Sat 6 am-10 pm; Sun 8 am-10 pm.					
B—Mon thru Sat 10 pm-1 am; Sun 11 pm-1 am.					

MINNESOTA

Rochester—cont

KNXR (FM)—cont

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
1 ti	7 11 19+	1 ti 7 11 19+
AA	19.95 18.95 18.00 16.95 16.15 15.30	
AAA	17.40 16.50 15.65 14.75 14.05 13.30	
A	15.15 14.40 13.65 12.60 12.25 11.65	
B	7.55 7.20 6.80 6.50 6.15 5.90	

7. PACKAGE PLANS

TAP	1 min	30 sec
30 ti (7AAA, 9AA, 9A, 5B)	424	360
20 ti (5AAA, 6AA, 6A, 3B)	287	244
15 ti (3AAA, 5AA, 5A, 2B)	226	193

WEEKEND

1 min	15 ti	10 ti	25 ti	15 ti	10 ti
1 min	211	133	96	30 sec	183 118 82

10. SPECIAL FEATURES

5-MINUTE NEWS & WEATHER

PER WK:	1 ti	4 ti	8+
6-10 am	23.55	22.55	21.65
10 am-3 pm	19.65	18.90	18.15
4-10 pm	20.75	19.95	19.10

15-SECOND NEWS TRAILERS AT .05

35 per wk 259 20 per wk 168

KOLM

1963
ROCHESTER

Media Code 4 224 7915 4.00 Mid 011428-000
Olmstead County Broadcasting Co.
114-1/2 S. Broadway, Rochester, MN 55904. Phone 507-288-1971.

2. REPRESENTATIVES
McGavren Guild Radio.
1 min rate 1x: 22.00.

KRCH (FM)

1968
ROCHESTER

Media Code 4 224 7960 0.00 Mid 011429-000
Rochester Communications Corp.
29 7th St. N. E., Rochester, MN 55901. Phone 507-288-3888.

PROGRAMMING DESCRIPTION
KRCH (FM): Target audience 18-49. MUSIC: continuous Hits of today along with Classic favorites from the past supplied by TM Programming; AIR PERSONALITIES. NEWS: nat'l & local; sports & weather updates. COMMERCIAL POLICY: 10 min per hr. Contact Representative for further details. Rec'd 12/5/83.

1. PERSONNEL
President—Don Seehafer.
General Manager—Jim Giebel.
General Sales Manager—Chuck Mahlman.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 710 w. circular polarized; 101.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 560 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 23a.
Contracts: 40c, 41, 43, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KWEB.
Affiliated with ABC FM Radio Network.
Affiliated with Supernet.
Sold in combination with KWEB. See that listing.

6. SPOT ANNOUNCEMENTS
75% of KWEB/KRCH (FM) combination.

KROC

1935
ROCHESTER

Media Code 4 224 8050 9.00 Mid 011430-000
Southern Minnesota Broadcasting Company
122 4th St., Rochester, MN 55901. Phone 507-286-1010.

PROGRAMMING DESCRIPTION
KROC: Programmed for adults 25+.. MUSIC: MOR. NEWS: 4-person staff; newsblock 6-8 am; hrl network & local reports, plus features. SPORTS: live play-by-play coverage of approx. 100 events vry; high school & college football, basketball, hockey. FARM: features & markets 6-8:30 am, commodity reports all day; livestock, commodities, ag-news, interviews 11:45 am-1 pm. Contact Representative for further details. Rec'd 11/26/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Greg Gentling.
National Sales Manager—Rosanne Rybak.
Farm Director—Roger Bernard.

2. REPRESENTATIVES
Weiss & Powell, Inc.
Hyett/Ramsland, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 khz. Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21c, 22b, 23a, 24c, 25a, 27, 28a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60g, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with NBC-The Source.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: AAA AA A AAA AA A
1 ti 36 29 22 29 23 16
10 ti 33 27 21 26 21 15
20 ti 31 25 20 24 19 14
30 ti 29 23 19 22 17 13
40 ti 27 21 18 20 15 12
15 sec: 75% of 30-sec.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A
PER WK: 20 ti 30 ti 40 ti PER WK: 20 ti 30 ti 40 ti
30 sec 380 510 620 1 min 500 705 880

10. SPECIAL FEATURES
FARM TIME

PER WK:	1 min	30 sec
1 ti	1 6 ti 1 ti 6 ti	
Ea	36 30 30 24	

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

1. PERSONNEL
President—Don Seehafer.
General Manager—Jim Giebel.
General Sales Manager—Chuck Mahlman.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 710 w. circular polarized; 101.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 560 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 23a.
Contracts: 40c, 41, 43, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KWEB.
Affiliated with ABC FM Radio Network.
Affiliated with Supernet.
Sold in combination with KWEB. See that listing.

6. SPOT ANNOUNCEMENTS
75% of KWEB/KRCH (FM) combination.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A
PER WK: 20 ti 30 ti 40 ti PER WK: 20 ti 30 ti 40 ti
30 sec 380 510 620 1 min 500 705 880

10. SPECIAL FEATURES
FARM TIME

PER WK:	1 min	30 sec
1 ti	1 6 ti 1 ti 6 ti	
Ea	36 30 30 24	

Media Code 4 224 8051 7.00 Mid 011431-000
Southern Minnesota Broadcasting Co.
122 4th St., S. W., Rochester, MN 55901. Phone 507-286-1010.

PROGRAMMING DESCRIPTION
KROC-FM: Programmed for adults 18-49. MUSIC: Top 40 w/mix of oldies. AIR PERSONALITIES handle all segments. NEWS/WEATHER/SPORTS: 4-person local staff network & local newscasts at :30. COMMERCIAL POLICY: 10 min/hr. Contact Representative for further details. Rec'd 11/30/79.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Greg Gentling.
General Sales Manager—Rosanne Rybak.
Program Director—Bill Davis.

2. REPRESENTATIVES
Weiss & Powell, Inc.
Hyett/Ramsland, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,110 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21c, 22b, 23a, 24c, 25a, 27, 28a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60g, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with NBC-The Source.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: AAA AA A AAA AA A
1 ti 36 29 22 29 23 16
10 ti 33 27 21 26 21 15
20 ti 31 25 20 24 19 14
30 ti 29 23 19 22 17 13
40 ti 27 21 18 20 15 12
15 sec: 75% of 30-sec.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A
PER WK: 20 ti 30 ti 40 ti PER WK: 20 ti 30 ti 40 ti
30 sec 380 510 620 1 min 500 705 880

10. SPECIAL FEATURES
FARM TIME

PER WK:	1 min	30 sec
1 ti	1 6 ti 1 ti 6 ti	
Ea	36 30 30 24	

Media Code 4 224 8165 5.00 Mid 011432-000
Rochester Communications Corp.
29 7th St., N. E., Rochester, MN 55901. Phone 507-288-3888.

PROGRAMMING DESCRIPTION
KWEB: Programmed for mass appeal. AIR PERSONALITIES host all segments. MUSIC: Adult contemporary with past hits & cross country. NEWS: 4 expanded newscasts daily 7 am, noon, 5 pm & 9 pm. Newscasts feature nat'l, reg'l, local, weather sports, livestock, farm, business & stock market reports; Paul Harvey, Public affairs at 9:05 AM with guests & tele-talk. Perspective from network, local features. Editorials wkly by station. SPORTS: Local football & basketball. Weather hrl expanded during drive news blocks. FARM: Linder Farm Network 6:15, 6:35, 9:40 am & 12:40 pm. FEATURES: Audience participation promotions daily, community involvement, listener line. Contact Representative for further details. Rec'd 4/20/84.

1. PERSONNEL
President—Don Seehafer.
General Manager—Jim Giebel.
General Sales Manager—Chuck Mahlman.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 khz. Directional. Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 23a.
Contracts: 40c, 41, 43, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KRCH (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.
Member: Linder Farm Network.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION
KWWK (FM): MUSIC: Country. NEWS: at :55 & :25 air segments hosted by PERSONALITIES. FARM: markets, updates & closings. SPORTS: U of Minn football. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.
Program Director—Jack Hicks.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w.; 104.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
AM facilities: KNSI.
Sold in combination with KNSI. See that listing.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION
KWWK (FM): MUSIC: Country. NEWS: at :55 & :25 air segments hosted by PERSONALITIES. FARM: markets, updates & closings. SPORTS: U of Minn football. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.
Program Director—Jack Hicks.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w.; 104.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
AM facilities: KNSI.
Sold in combination with KNSI. See that listing.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION
KWWK (FM): MUSIC: Country. NEWS: at :55 & :25 air segments hosted by PERSONALITIES. FARM: markets, updates & closings. SPORTS: U of Minn football. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.
Program Director—Jack Hicks.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w.; 104.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
AM facilities: KNSI.
Sold in combination with KNSI. See that listing.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION
KWWK (FM): MUSIC: Country. NEWS: at :55 & :25 air segments hosted by PERSONALITIES. FARM: markets, updates & closings. SPORTS: U of Minn football. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.
Program Director—Jack Hicks.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w.; 104.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
AM facilities: KNSI.
Sold in combination with KNSI. See that listing.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION
KWWK (FM): MUSIC: Country. NEWS: at :55 & :25 air segments hosted by PERSONALITIES. FARM: markets, updates & closings. SPORTS: U of Minn football. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.
Program Director—Jack Hicks.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w.; 104.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
AM facilities: KNSI.
Sold in combination with KNSI. See that listing.

6. SPOT ANNOUNCEMENTS
— 1 min — 30 sec —
FIXED: I II III IV GRID: I II III IV
AAA 52 48 44 40 A 35 31 27 23
AA 48 44 40 36
30 sec/less: 80% of 1-min.

KWEEK only: 75% of KWEB/KRCH combination.

Media Code 4 224 8222 4.00 Mid 011433-000
Olmstead County Broadcasting Co.
114 1/2 S. Broadway St., Rochester, MN 55904. Phone 507-288-9500.

PROGRAMMING DESCRIPTION<

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	6 ti	12 ti	18 ti	24 ti
AAAA	37	35	33	27
AAA/AA	35	33	31	25

KKCM

1981
ST. CLOUD

Mid 030000-000

Kleven Broadcasting Co.
Westway Dr., Box 1663, St. Cloud, MN 56302. Phone
612-259-1100.
1 min rate 1x: 17.65.

KNSI

1938
ST. CLOUD

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 224 8453 5.00 Mid 011436-000
Leighton Enterprises, Inc.
619 1/2 Mall Germain, Box 1458, St. Cloud, MN 56301.
Phone 612-251-1450.

PROGRAMMING DESCRIPTION

KNSI: Programmed for adults 25+. MUSIC: blend of old & new hits; live AIR PERSONALITIES, news & information, weather & business. NEWS: ABC at :60, local & reg'l at :30; color radar 2x/hr plus drop-in scans; ABC business news during drive; local business during non-drive. SPORTS: scores & stories from local & reg'l at :05 during drive; network on wknds. Contact Representative for further details. Rec'd 8/27/84.

1. PERSONNEL

President—Al Leighton.
General Manager—Clyde Johnson.
General Sales Manager—Scott Abbey.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

1,000 w. days. 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80a, 82.
FM facilities: KOLD-FM.
Affiliated with ABC Information Radio Network.
Member: Minnesota News Network.

TIME RATES

Eff—Rec'd 2/22/84.
AAAA—Mon thru Sat 5-10 am & 3-7 pm.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

	AAAA		AAA		AA	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	26	21	24	19	21	16
12 ti	25	20	21	18	20	15
18 ti	24	19	20	17	19	14

KNSI/KOLD-FM COMBINATION
10 am-2 pm, 1-min 30.00.

WHMH (FM)

1975
SAUK RAPIDS



Media Code 4 224 8481 6.00 Mid 033055-000
Tri-County Broadcasting Co.
Box 255, Sauk Rapids, IL 56379. Phone 612-252-6200.

2. REPRESENTATIVES

Wayne-Evans & Associates, Inc.
1 min rate 1x: 14.90.

WJON

1950
ST. CLOUD



Media Code 4 224 8510 2.00 Mid 011437-000
WJON Broadcasting Co., Inc.
Box 220, Lincoln Ave. & Southeast St., St. Cloud, MN
56302. Phone 612-251-4422.

PROGRAMMING DESCRIPTION

WJON: Programmed for adults 25+. NEWS: 5 person staff; 4 mobile units; news at :60 & :30 plus 4 major newscasts daily. FARM: 3 persons; 6:20 & 6:50 am 12:20 & 5:40 pm plus markets & features throughout day. Community involvement—1 hr listener phone-in daily; 1 hr

guest interview daily; station editorials & listener comments daily. SPORTS: local college & high school sports, pro hockey, Minnesota Twins baseball, 2 hr sports talk Sat AM, 3 persons, mobile unit. Rec'd 1/23/85.

1. PERSONNEL

Nat'l & Nat'l Farm Sls.—Trecia Shields.
Twin City Sales—Jack Hansen.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%; additional 10% 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10e.
Contracts: 40a, 41, 45, 46, 47c, 49.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WWJO (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Minnesota News Network.

TIME RATES

WJON/WWJO (FM) COMBINATION

Eff—Rec'd 5/29/84.

AAAA—5 am-7 pm, guaranteed time & fixed position.
AAA—7 pm-midnight; ROS 6 am-midnight.
AA—midnight-5 am.

6. SPOT ANNOUNCEMENTS

	AAAA	AAA	AA
1 min	89.10	66.90	44.60
30 sec	44.55	33.45	22.30

WJON only: 50% of WJON/WWJO (FM) combination.

WVAL

1963
SAUK RAPIDS



Media Code 4 224 8540 9.00 Mid 011441-000
Tri-County Broadcasting Co.
Box 255, Sauk Rapids, MN 56379. Phone 612-252-6200.

2. REPRESENTATIVES

Wayne-Evans & Associates, Inc.
1 min rate 1x: 14.90.

WWJO (FM)

1970
ST. CLOUD



Media Code 4 224 8570 6.00 Mid 011438-000
WJON Broadcasting Co.
Box 220, S. E. Lincoln, St. Cloud, MN 56302. Phone 612-251-4422.

PROGRAMMING DESCRIPTION

WWJO (FM): MUSIC: country. NEWS: local/reg'l hrly; 10 min at 6, 7, & 8 am; 5 min all other hrs; news director & staff of 4. FARM: 10 min markets/agri-news at 6:30, 7:30 am, 12:10, 12:30, 12:45, 5:30 & 6 pm. Market reports for grain, livestock & area leader pig markets at other times; farm director & staff of 2. CNS wire. SPORTS: area high school & U football & basketball; sports director. Rec'd 4/19/83.

1. PERSONNEL

Nat'l & Nat'l Farm Sls.—Trecia Shields.
Twin City Sales—Jack Hansen.

3. FACILITIES

ERP 100,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION

15%; additional 10% pre-paid 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10e.
Contracts: 40a, 41, 45, 46, 47c, 49.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WJON.
Member: Minnesota News Network.
Sold in combination with WJON. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

50% of WJON/WWJO (FM) combination.

St. Louis Park

Watsonwan County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood,
Richfield, St. Louis Park)

St. Paul

Ramsey County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

See Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood,
Richfield, St. Louis Park)

St. Peter

Nicollet County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KRBI

1957
ST. PETER



1966
ST. PETER

Mid 011439-000

See SRDS Spot Radio Small Markets Edition.

Sauk Centre

Stearns County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KMSR (FM)

1976
SAUK CENTRE



Media Code 4 224 8683 7.00 Mid 011440-000
Garamella Broadcasting Co.
508 South Main, Sauk Centre, MN 56378. Phone 612-352-6594.

PROGRAMMING DESCRIPTION

KMSR (FM): MUSIC: Contemporary MOR, featuring original artists with hits of today, recurrent & hits of past 20 yrs; AIR PERSONALITIES handle all segments. NEWS: at :60 & :30, nat'l, reg'l & local with weather info. FARM: oriented, with markets, news & up-dates each hr. Contact Representative for further details. Rec'd 6/15/83.

1. PERSONNEL

President—Todd J. Garamella.
Vice-President of Operations—Steve Kelley.
Farm Director—Richard Balamut.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff 7/1/83—Rec'd 9/1/83.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
PER WK:	16	15	14	13
1 min	13	12	11	10
30 sec				

(SMD)

Sauk Rapids

Benton County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See St. Cloud

(including Sauk Rapids)

Shakopee

Scott County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KSMW

1963
SHAKOPEE

Mid 011442-000

See SRDS Spot Radio Small Markets Edition.

Spring Grove

Houston County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

KQYB (FM)

1980
SPRING GROVE

Mid 011443-000

See SRDS Spot Radio Small Markets Edition.

Stillwater

Washington County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WVLE

1949
STILLWATER



Media Code 4 224 8970 8.00 Mid 011444-000
Valley Broadcasting Corp.
104 N. Main St., Stillwater, MN 55082. Phone 612-439-1220.

PROGRAMMING DESCRIPTION

WVLE: Adult mass appeal, emphasis on 35+. AIR PERSONALITIES host all segments. MUSIC: Non-rock hits from 50's-80's. NEWS: MBS hrly world & nat'l reports at :30; 5 summaries/day from state network; local newscasts in key periods; expanded reports in AM drive & at noon incl business news, sports & features; 20 traffic reports/day M-F for Twin Cities & suburbs; hrly weather; expanded reports 3x/day during drive & noon featuring NOAA meteorologist. SPORTS: in key periods; frequent score updates. FEATURES: "Take Five", daily feature program; "At Issue", wkly public affairs program; wkly editorials by station pres; audience participation promos; continuous community involvement; daily features on special events. Rec'd 1/22/85.

1. PERSONNEL

General Manager—Steve Moravec.
Sales Manager—Lyle Nelson.
Operations Manager—Steve Autey.

2. REPRESENTATIVES

Contact station direct.
Twin Cities—Paul J. Ewing Company.

3. FACILITIES

5,000 w.; 1220 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. CST.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.
Member: Minnesota News Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D)

Thief River Falls

Pennington County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KKAQ

1979
THIEF RIVER FALLS

Mid 011445-000

See SRDS Spot Radio Small Markets Edition.

KSNR (FM)

1976
THIEF RIVER FALLS

Mid 011446-000

See SRDS Spot Radio Small Markets Edition.

KTRF

1946
THIEF RIVER FALLS

Mid 011447-000

See SRDS Spot Radio Small Markets Edition.

Virginia

St. Louis County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WHLB

1936
VIRGINIA

WHLB-FM

1971
VIRGINIA

Mid 011448-000

See SRDS Spot Radio Small Markets Edition.

Wabasha

Wabasha County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

KWMB

1976
WABASHA

Mid 011449-000

See SRDS Spot Radio Small Markets Edition.

MINNESOTA

Wadena

Wadena County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KKWS (FM)

1968
WADENA



Media Code 4 224 9250 4.00
Ingstad Broadcasting Co.
Box 551, Phoenix Bldg., Wadena, MN 56482. Phone 218-631-1806.



Mid 011450-000

PROGRAMMING DESCRIPTION

KKWS (FM): MUSIC: Contemporary Country. NEWS: ABC 5x/day; state & local 3x/day; weather every 1/2 hr, more often during drivetimes. Paul Harvey 7:30 am, noon & 5:30 pm. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
General Manager—Tom Ruffcorn.
Program Director—Dave Merkel.
- REPRESENTATIVES**
Courtney Clifford, Inc.
- FACILITIES**
ERP 100,000 w.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 564 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with The Great American Ag Network.

TIME RATES

Eff—Rec'd 5/22/84.

- SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec
15 10
(SMD)

KWAD

1947
WADENA



Media Code 4 224 9315 5.00
Ingstad Broadcasting, Inc.
201 1/2 S. Jefferson, Box 551, Wadena, MN 56482.
Phone 218-631-1803.



Mid 011451-000

PROGRAMMING DESCRIPTION

KWAD: Programmed for general interest. MUSIC: modern country. NEWS: director; network news 5 min hrly throughout day; local 15-min duration at 7:35 am, 12:35, 5:35, 10:35 pm. FARM: director reports daily 6-7 am, noon-1 pm & 6-7 pm; livestock & grain market updates throughout AM & PM. Weather, regional conditions at 6:45, 7:20, 8:45, 10:45 am, 3:45 & 10:50 pm. Forecasts & local conditions hrly. SPORTS: director; 3 local/reg'l reports daily 7:55 am, 12:10 & 5:25 pm; network sports 7:25 am & 4:06 pm; high school, college & pro football; high school & college basketball; high school & pro baseball. Public affairs community awareness, interview/tele/talk show daily M-F 9:15-10 am. Contact Representative for further details. Rec'd 10/29/81.

- PERSONNEL**
General Manager—Robert J. Ramstorf.
- REPRESENTATIVES**
Courtney Clifford, Inc.
- FACILITIES**
1,000 w.; 920 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with The Great American Ag Network.
Affiliated with Satellite Music Network.

TIME RATES

Eff 12/1/82—Rec'd 11/10/82.

- SPOT ANNOUNCEMENTS**
CLASS AA
— 1 min — 30 sec —
PER WK: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
Ea 16 14 12 14 12 10
- SPECIAL FEATURES**
AAA Farm time—1-min 19:00; 30-sec 15:00.
(SMD)

Walker

Cass County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

1970
WALKER

KLLR-FM

1984
WALKER

Mid 011452-000

See SRDS Spot Radio Small Markets Edition.

Waseca

Waseca County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

KOWO

1971
WASECA

See SRDS Spot Radio Small Markets Edition.

KOWO-FM

1972
WASECA

See SRDS Spot Radio Small Markets Edition.

Willmar

Kandi County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KDJS

1981
WILLMAR

Modern Country



Media Code 4 224 9389 0.00
Kandi Broadcasting, Inc.
1005 South 1st St., Box 380, Willmar, MN 56201. Phone 612-231-1600.



Mid 031412-000

PROGRAMMING DESCRIPTION

KDJS: MUSIC: Country. FARM: Hry at :45. NEWS: UPI, NOAA, state network. Contact Representative for further details. Rec'd 8/11/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Perry Kugler.
Program Director—Doug Munneke.
News Director—RaNae Martinson.
- REPRESENTATIVES**
Courtney Clifford, Inc.
- FACILITIES**
1,000 w.; 1590 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Member: Minnesota News Network.

TIME RATES

Eff 7/1/83—Rec'd 8/11/83.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 6 ti 12 ti 18 ti
1 min 11.50 10.50 9.50 8.50
30 sec 9.50 8.50 7.50 6.50
- SPECIAL FEATURES**
FARM—MON THRU SAT 6-8 AM, 11:30-1 PM
1-min 13:50; 30-sec 10:50.
(SMD)

KQIC (FM)

1965
WILLMAR



Media Code 4 224 9395 7.00
Lakeland Broadcasting Co.
1340 N. 7th St., Box 838, Willmar, MN 56201. Phone 612-235-3535.



Mid 011455-000



PROGRAMMING DESCRIPTION

KQIC: MUSIC: Pop, Adult Contemporary. NEWS: at :55; complete weather coverage. FARM: brief market updates. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 1/29/81.

- PERSONNEL**
General Manager—Steven Linder.
Operations Manager—Ron Linder.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 102.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 830 ft. above average terrain.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KWLM.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 10/1/84—Rec'd 9/27/84.

- SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec
24.00 18.00
(SMD) (A)

KWLM

1940
WILLMAR



Media Code 4 224 9430 2.00
Lakeland Broadcasting Co.
1340 N. 7th St., Willmar, MN 56201. Phone 612-235-1340.

PROGRAMMING DESCRIPTION

KWLM: Information; strong emphasis on local & area news; all news & information 5:30-8:30 am with 5-person team; incl meteorologist noon-1:30 pm & 5-7 pm; also all news multi-person team. FEATURES: talk show 11:05-11:55 am; audience participatory; college & high school play-by-play. MUSIC: contemporary country cross. FARM: network 6:05-6:40 am & 12:30-1 pm plus numerous other network reports. Contact Representative for further details. Rec'd 6/10/82.

- PERSONNEL**
Station Manager—Jack Lynch.
Program Director—Jim Ohnstad.
Farm Director—Lynn Ketelsen.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KQIC (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Linder Farm Network.

TIME RATES

Eff—Rec'd 9/27/84.

- SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec
22.50 17.00
- SPECIAL FEATURES**
Farm 1 min 30 sec
25 20
(SMD) (A)

Windom

Cottonwood County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

KDOM

1958
WINDOM

KDOM-FM

1976
WINDOM

Masla Radio



Media Code 4 224 9545 7.00
Windom Radio, Inc.
Box 218, Windom, MN 56101. Phone 507-831-3908.



Mid 011457-000

PROGRAMMING DESCRIPTION

KDOM: Emphasis on farm & news programming. FARM: livestock & grain prices, latest farm news & info given throughout day from 6 am-5 pm; commodity & stock market programs throughout day. NEWS: network plus full time news director. MUSIC: Country with old time music at noon. Contact Representative for further details. Rec'd 7/6/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Rich Biever.
Program Director—Jeff Smith.
Farm Director—Jeff Fuller.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1,580 khz. Directional.
Operating schedule: Sunrise-6 pm. CST.
FM-ERP 3,134 w. (horiz.), 3,134 w. (vert.); 94.3 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-6 pm.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with Brownfield Network.
Member: Minnesota News Network.

NATIONAL AND LOCAL RATES SAME

Eff 8/1/81—Rec'd 12/27/82.

- SPOT ANNOUNCEMENTS**
CLASS AA
1x 156x 313x 521x
1 min 12.00 10.20 9.00 8.40
30 sec 10.20 8.40 7.20 6.60
15 sec 6.25 5.00 5.00 5.00
- CLASS A**
1 min 10.00 8.50 7.50 7.00
30 sec 8.50 7.00 6.00 5.50
15 sec 5.00 4.25 4.25 4.25
(SMD)

Winona

Winona County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

KAGE

1956
WINONA

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 224 9660 4.00
KAGE, Inc.
Box 767, 752 Bluffview Circle, Winona, MN 55987. Phone 507-452-2867.



Mid 011458-000

PROGRAMMING DESCRIPTION

KAGE: Programmed for general interest. MUSIC: modern country. NEWS: director, 3 reporters; UP audio hrly preceded by local, reg'l; 15 min summaries at 7 & 8 am, noon & 5 pm; mobile unit. Weather: major summaries at 7:20 AM, noon & 5 PM. SPORTS: director, major sportscasts at 7:15 am & 5:15 pm; big 10 play-by-play. FARM: director; markets at 6:55; 9:30, 10:10 am, 12:15 & 2:10 pm. Features: newsmakers; daily call-in show to local newsmakers 12:30-1 pm; women's programming, buys & sells, 11:30-noon. Contact Representative for further details. Rec'd 1/28/82.

- PERSONNEL**
President/Owner—Jerry Papenfuss.
General Manager—Carol Schumacher.
Program Director—Bill Withers.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days; 1380 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15a, 15b, 15d.
Basic Rates: 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discount: 60l, 60k, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 2/4/85.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 25 ti 50 ti 75 ti 100+
1 min 25 23 22 20 18
30 sec 20 19 17 16 14
- SPECIAL FEATURES**
Farm—1-min 30:00; 30-sec 25:00.

May be combined with FM for frequency discount.

(SMD)

KAGE-FM

1971
WINONA



Media Code 4 224 9661 2.00
KAGE, Inc.
Box 767, 752 Bluffview Circle, Winona, MN 55987. Phone 507-452-2867.



Mid 011459-000

PROGRAMMING DESCRIPTION

KAGE-FM: Programmed for music adult 18-49. MUSIC: contemporary; blend of current hits & those of recent past. NEWS: director; summaries at :52. WEATHER: at :22 & :53. SPORTS: director; sportscasts at 7:52, 11:52 am & 5:52 pm. FARM: director, daily agri-business news. Contact Representative for further details. Rec'd 1/6/82.

- PERSONNEL**
President/Owner—Jerry Papenfuss.
General Manager—Carol Schumacher.
Program Director—Bill Withers.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 486 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15a, 15b, 15d.
Basic Rates: 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discount: 60l, 60k, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 2/4/85.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 25 ti 50 ti 75 ti 100+
1 min 25 23 22 20 18
30 sec 20 19 17 16 14
- SPECIAL FEATURES**
Farm—1-min 30:00; 30-sec 25:00.

May be combined with AM for frequency discount.

(SMD)

KWNO1938
WINONA**ABC Information Radio
Network**Media Code 4 224 9775 0.00 Mid 011460-000
KWNO, Inc.
216 Center St., Box 466, Winona, MN 55987. Phone 507-452-4722.**PROGRAMMING DESCRIPTION**

KWNO: MUSIC: 50% MOR, 50% C & W. NEWS: 60% local & reg'l, at :05, 40% network, at :60; expanded local at 7:25 am, 12:15, 5:05 & 10:05 pm; mobile unit; telephone record. FARM: 5-6:30 am, 12:45-1:45 pm. SPORTS: local at 7:45 am, 12:35, 5:30 & 10:20 pm; sports, network at 8:35 am & 6:15 pm; play-by-play local high school & college football & basketball. Rec'd 12/20/84.

1. PERSONNELPresident—H. R. Hurd.
Vice-President—E. M. Allen.
Vice-Pres. & Gen'l Mgr.—C. E. Williams.**3. FACILITIES**1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5-1 am. CST.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3e, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e, 15b.
Basic Rates: 22a, 22b, 23a, 25a, 28a, 28c, 29a, 30
Contracts: 40a, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.**TIME RATES**

Eff 10/1/82—Rec'd 11/22/82.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x	156x	312x
30 sec	11.00	10.25	9.00	8.00	7.50	6.75	6.25
1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00
ROS:						600x	
30 sec						5.75	
1 min						9.00	

Guaranteed & fixed position, extra 30%.

(SMD)

WorthingtonNobles County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.**KWOA**1947
WORTHINGTONMedia Code 4 224 9890 7.00 Mid 011461-000
Worthington Broadcasting Co.
Nobles County Hwy. 35 W., Box 730, Worthington, MN 56187. Phone 507-376-6165.**PROGRAMMING DESCRIPTION**

KWOA: Emphasis on farm & news programming. FARM: markets, livestock, grain, commodity every 1/2 hr 9 am-4 pm. NEWS: news emphasis, public affairs. MUSIC: uptown Country. Rec'd 12/21/84.

1. PERSONNELPresident—Josephine C. Olson.
Vice-Pres. & Gen'l Mgr.—James J. Wychor.**3. FACILITIES**1,000 w.; 730 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. CST.**4. AGENCY COMMISSION**

15/0.

TIME RATES

No. 14 Eff 12/1/83—Rec'd 10/24/83.

AAA—Ferm. Mon thru Sat 6-9 am & 11:30 am-1:30 pm.
AA—Mon thru Sat 9-11:30 am & 1:30-7 pm; Sun 6 am-7 pm.**6. SPOT ANNOUNCEMENTS**

CLASS AAA	
1 min	38 30 sec 30
CLASS AA	
PER WK:	6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min	23 20 18 30 sec 18 16 14

ID's—50% of applicable 1-min.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr
1 x	50	55	65	85
52 x	45	48	60	80
156 x	40	45	55	75
312 x	35	40	50	70

For more farm information, see listing in Consumer Magazine end Agri-Media Rates end Data.

(SMD)

KWOA-FM1961
WORTHINGTON**WEISS & POWELL, INC.**

RADIO SALES

Media Code 4 224 9891 5.00 Mid 011462-000
Worthington Broadcasting Co.
Nobles County Hwy. 35 W., Box 730, Worthington, MN 56187. Phone 507-376-6165.**PROGRAMMING DESCRIPTION**

KWOA-FM: MUSIC: Adult Contemporary. Rec'd 12/21/84.

1. PERSONNELPresident—Josephine C. Olson.
Vice-Pres. & Gen'l Mgr.—James J. Wychor.**3. FACILITIES**ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 665 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

TIME RATES

Eff 7/1/83—Rec'd 5/23/83.

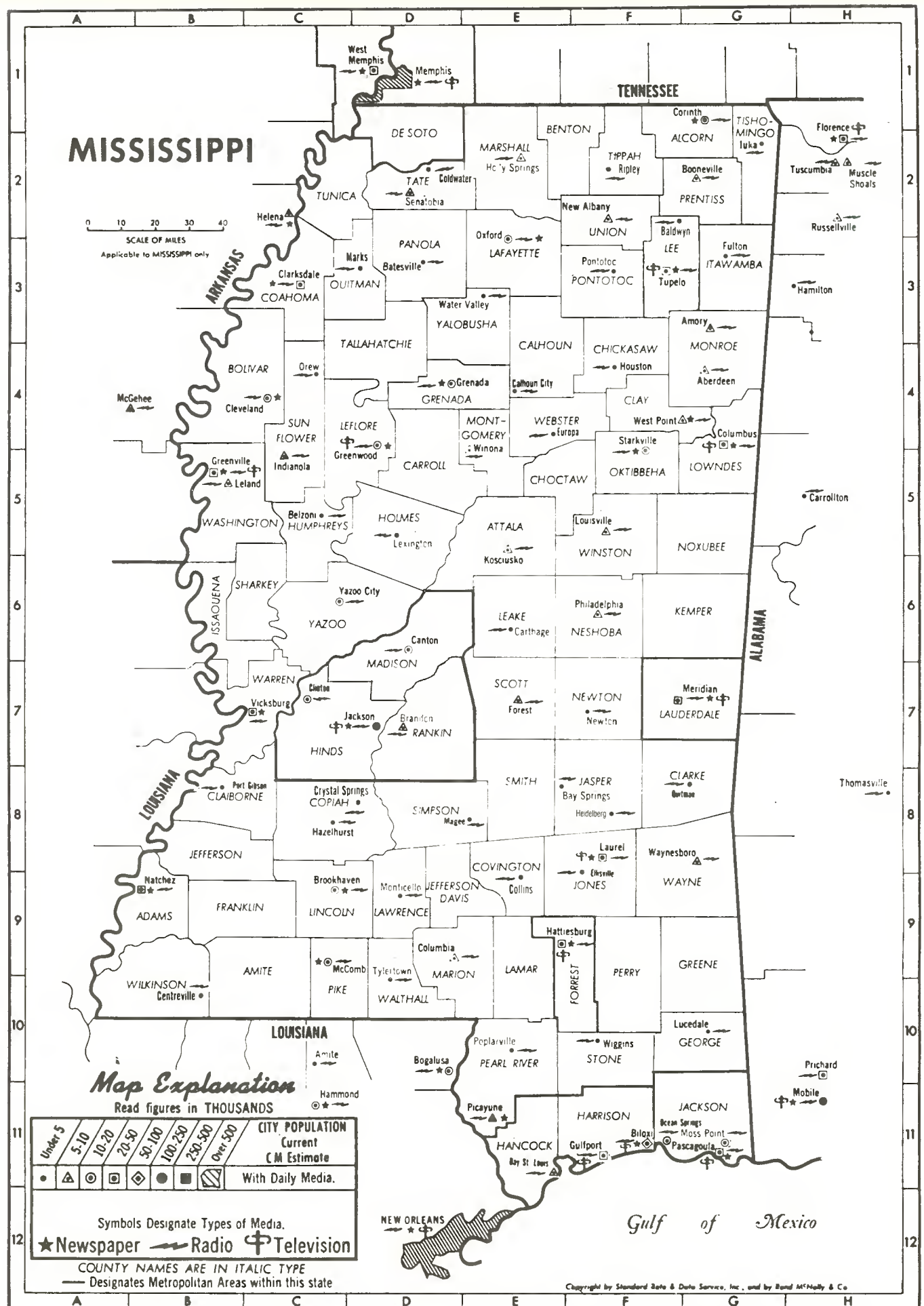
6. SPOT ANNOUNCEMENTS

1 min 14.00 30 sec 10.00

(SMD)

MISSISSIPPI

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Greenville—Washington		Gulfport—Harrison		Hattiesburg—Forrest				Jackson—Hinds		Meridian—Lauderdale			Pascagoula—Jackson			Pessen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households	% Distribution of Households				Total Retail Sales—		Retail Sales—1984			Service Station (\$000)						
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over	Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)		Auto motive (\$000)					
MISSISSIPPI STATE TOTALS	2,601.5	861.08	18,306,933	21,260	45.2	37.4	10.3	7.0	11,230,183	13,042	2,518,887	412,603	1,737,205	515,200	520,542	1,890,694	1,006,697	1,434.29	903.8	25.49
ADAMS B-9	37.9	12.87	269,916	20,972	48.1	35.4	9.5	7.0	166,897	12,968	37,492	6,154	25,892	7,643	7,697	28,088	14,970	20.81	18.4	.28
ALCORN G-2	34.7	12.64	273,945	21,673	45.2	39.2	9.7	5.9	163,665	12,948	36,789	6,043	25,420	7,490	7,533	27,540	14,684	21.33	3.6	.11
AMITE C-8	12.9	4.24	68,453	16,145	59.6	31.7	6.3	2.4	50,479	11,905	11,629	1,970	8,203	2,243	2,133	8,443	4,573	7.46	6.1	.17
ATTALA E-5	19.7	6.84	105,808	15,469	59.7	33.4	4.1	2.7	80,148	11,718	18,558	3,164	13,146	3,540	3,323	13,389	7,276	10.27	7.7	.12
BENTON E-1	8.2	2.61	46,441	17,793	51.3	38.9	6.4	3.4	31,952	12,242	7,299	1,224	5,113	1,435	1,392	5,355	2,885	4.42	3.1	.07
BOLIVAR C-4	43.9	13.03	227,026	17,423	58.9	28.8	6.3	6.0	157,814	12,112	36,171	6,090	25,408	7,058	6,793	26,430	14,268	18.09	27.3	.76
CALHOUN E-4	15.9	5.55	80,641	14,530	60.5	33.7	4.5	1.2	64,062	11,543	14,899	2,553	10,591	2,814	2,612	10,690	5,826	9.33	4.1	.10
CARROLL D-5	9.7	3.20	48,906	15,283	59.1	33.4	5.0	2.5	37,552	11,735	8,691	1,481	6,154	1,659	1,560	6,274	3,408	5.30	4.4	.15
CHICKASAW F-4	17.9	5.93	103,869	17,516	50.9	40.5	5.6	3.0	72,617	12,246	16,594	2,783	11,627	3,259	3,159	12,170	6,558	9.88	6.5	.16
CHOCTAW E-5	9.1	3.06	48,315	15,789	59.1	33.5	4.7	2.7	35,846	11,714	8,297	1,414	5,875	1,584	1,488	5,989	3,254	5.02	2.6	.09
CLAIBORNE B-8	13.1	3.88	67,058	17,283	57.3	28.5	8.7	5.5	48,767	12,569	11,054	1,835	7,693	2,210	2,182	8,189	4,390	5.83	9.8	.09
CLARKE G-8	17.2	5.89	116,966	19,858	46.0	39.6	10.3	4.1	76,897	13,056	17,243	2,824	11,890	3,529	3,567	12,947	6,893	10.19	6.0	.11
CLAY F-4	21.5	6.98	133,547	19,133	47.5	40.4	8.1	4.1	88,548	12,686	20,018	3,312	13,900	4,025	3,998	14,879	7,962	11.23	10.8	.17
COAHOMA C-3	34.9	11.13	205,479	18,462	55.2	31.2	8.5	5.1	138,590	12,452	31,505	5,250	21,979	6,259	6,141	23,257	12,489	14.37	22.3	.40
COPIAH C-8	26.3	8.53	162,640	19,067	52.8	34.5	7.4	5.3	106,067	12,435	24,119	4,021	16,830	4,789	4,695	17,798	9,560	13.68	12.7	.27
COVINGTON E-8	16.4	5.37	91,057	16,957	56.1	33.8	6.2	4.0	64,376	11,988	14,806	2,503	10,430	2,867	2,737	10,772	5,828	8.84	5.7	.12
DE SOTO D-2	61.8	18.85	481,335	25,535	30.0	44.2	18.0	7.8	275,199	14,599	59,843	9,402	40,148	13,069	14,027	46,672	24,374	37.93	11.0	.44
FORREST F-10	68.2	23.95	500,525	20,899	47.8	35.2	10.1	6.9	310,406	12,961	69,750	11,452	48,181	14,210	14,302	52,237	27,845	38.29	18.3	.77
Hattiesburg	41.3	14.72	321,678	21,853	190,974	12,974	42,899	7,041	29,625	8,746	8,809	32,141	17,129	20.81	14.1	.60
FRANKLIN B-9	8.0	2.87	45,048	15,696	58.0	33.4	6.8	1.7	34,825	12,134	7,978	1,342	5,602	1,558	1,501	5,333	3,148	4.87	3.0	.02
GEORGE G-10	16.2	5.14	92,723	18,039	47.5	43.2	6.2	3.1	63,849	12,422	14,526	2,423	10,141	2,881	2,821	10,712	5,756	10.07	1.5	.10
GREENE G-9	10.1	3.16	46,930	14,851	57.3	37.1	4.8	.7	37,271	11,795	8,614	1,465	6,093	1,650	1,556	6,229	3,381	5.75	2.0	.12
GRENADA D-4	21.2	7.21	141,634	19,644	48.6	37.9	8.7	4.8	92,052	12,767	20,771	3,429	14,399	4,194	4,183	15,475	8,271	11.38	8.9	.25
HANCOCK E-11	26.4	8.88	203,424	22,908	42.6	39.7	10.2	7.5	116,870	13,161	26,142	4,267	17,986	5,379	5,466	19,689	10,465	15.46	2.6	.46
HARRISON F-11	164.2	54.90	1,405,370	25,599	35.7	39.8	14.6	10.0	766,788	13,967	168,726	26,944	114,419	35,946	37,743	129,684	68,225	90.59	31.7	3.16
Biloxi	48.6	15.95	357,045	22,385	209,379	13,127	46,879	7,661	32,282	9,625	9,762	35,266	18,756	22.49	8.7	1.42
Biloxi-Gulfport Metro Area	190.6	63.77	1,608,790	25,228	36.6	39.7	14.0	9.7	883,658	13,857	194,868	31,210	132,405	41,325	43,208	149,373	78,690	106.03	34.4	3.63
Gulfport	38.6	14.33	372,418	25,989	197,095	13,754	43,556	6,996	29,650	9,196	9,576	33,300	17,566	22.48	10.1	.59
HINDS C-7	262.7	90.69	2,394,750	26,406	37.4	38.4	12.8	11.3	1,259,090	13,883	277,510	44,414	188,468	58,916	61,666	212,861	112,099	149.51	118.6	2.07
Jackson	210.1	74.56	1,915,990	25,697	1,020,060	13,681	225,742	36,327	153,865	47,516	49,343	172,287	90,962	121.41	98.9	1.56
Jackson Metro Area	386.7	129.59	3,381,860	26,097	37.1	38.6	13.2	11.1	1,806,380	13,939	397,704	63,557	269,833	84,628	88,763	305,465	160,758	221.14	159.6	3.01
HOLMES D-5	22.7	7.00	101,408	14,487	67.7	24.9	4.3	3.0	79,605	11,372	18,603	3,206	13,276	3,476	3,186	13,267	7,253	9.17	16.1	.30
HUMPHREYS C-5	13.5	4.17	65,401	15,684	64.9	25.3	5.4	4.4	48,766	11,694	11,299	1,928	8,009	2,152	2,017	8,145	4,428	5.73	8.9	.19
ISSAQUENA B-6	2.4	.73	11,731	16,070	63.5	26.8	4.2	5.5	8,455	11,582	1,966	337	1,397	372	345	1,411	769	1.22	1.3	.03
ITAWAMBA G-3	21.8	7.55	141,801	18,782	44.7	46.2	6.5	2.6	94,745	12,549	21,486	3,569	14,958	4,291	4,233	15,909	8,530	13.49	1.3	.13
JACKSON G-11	127.9	41.08	1,019,840	24,826	35.3	44.2	12.5	8.0	584,709	14,233	128,008	20,299	86,409	27,564	29,221	99,007	51,922	74.58	24.0	1.61
Pascagoula	27.8	9.64	234,789	24,356	132,482	13,743	29,282	4,704	19,936	6,180	6,433	22,383	11,808	16.26	4.7	.38
Pascagoula Metro Area	127.9	41.08	1,019,840	24,826	31.0	46.5	14.9	7.5	584,709	14,233	128,008	20,299	86,409	27,564	29,221	99,007	51,922	74.58	24.0	1.61
JASPER F-8	17.4	5.69	107,380	18,872	49.2	38.5	8.3	4.0	71,343	12,538	16,185	2,690	11,272	3,230	3,183	11,978	6,424	9.45	8.6	.15
JEFFERSON B-8	8.7	2.65	36,176	13,651	65.4	27.6	4.8	2.2	30,677	11,576	7,132	1,222	5,068	1,348	1,253	5,120	2,789	3.77	7.1	.11
JEFFERSON DAVIS D-9	14.0	4.45	82,719	18,589	53.3	32.7	8.4	5.5	55,573	12,488	12,621	2,101	8,798	2,513	2,470	9,328	5,006	7.59	7.5	.07
JONES F-9	63.0	22.11	511,540	23,136	40.9	40.3	11.7	7.1	297,386	13,450	66,126	10,709	45,261	13,779	14,173	50,171	26,568	38.32	14.6	.45
KEMPER G-6	10.0	3.22	48,590	15,090	60.1	33.3	4.0	2.6	37,655	11,694	8,727	1,489	6,186	1,661	1,556	6,289	3,420	5.32	5.4	.09
LAFAYETTE E-3	33.1	10.46	216,731	20,720	47.9	34.8	9.7	7.6	136,062	13,008	30,542	5,008	21,078	6,236	6,291	22,903	12,201	17.72	8.7	.23
LAMAR E-9	26.8	8.91	204,222	22,921	40.0	41.5	11.1	7.4	119,904	13,457	26,658	4,316	18,244	5,556	5,717	20,229	10,711	14.43	2.9	.27
LAUDERDALE G-7	80.3	28.21	638,105	22,620	48.0	33.8	9.8	8.5	372,321	13,198	83,229	13,573	57,233	17,147	17,448	62,734	33,332	47.60	25.2	.74
Meridian	48.4	18.13	397,596	21,930	236,740	13,058	53,079	8,690	36,595	10,866	10,987	39,861	21,219	26.67	18.2	.41
LAWRENCE D-9	12.9	4.30	90,836	21,125	45.1	37.5	10.9	6.6	56,700	13,186	12,680	2,069	8,723	2,650	2,653	9,553	5,077	7.64	4.0	.09
LEAKE E-6	19.2	6.55	106,3																	

Batesville

Panola County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WBLE (FM)

1953
BATESVILLE



GERT BUNCHEZ
& ASSOCIATES



Media Code 4 225 0630 3.00 Mid 011473-000
Batesville Broadcasting Co., Inc.
Hwy 6 W., Box 73, Batesville, MS 38606. Phone 601-563-4664.

PROGRAMMING DESCRIPTION

WBLE (FM): MUSIC: Country. NEWS: local; weather reports from station radar system. SPORTS: local high school & college coverage. FARM: market quotes. FEATURES: church news, hospital & fire reports. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—J. Boyd Ingram.
National Sales Manager—John P. Ingram.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
ERP 3,000 w.; 95.9 mhz. Stereo.
Operating Schedule: 5 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WJBI.
Affiliated with KBS.
Affiliated with Progressive Farmer Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No 2 Eff 6/1/84—Rec'd 3/26/84.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 12 ti 18 ti 24 ti
1 min 12.00 11.00 10.00 9.00
30 sec 10.00 9.00 8.00 8.50
Specified time, extra 15%.
- SPECIAL FEATURES**
Within or immediately adjacent to farm programs, extra 25%.

WJBI

1953
BATESVILLE

Mid 011472-000

See SRDS Spot Radio Small Markets Edition.

Bay St. Louis

Hancock County—Map Location E-11
See SRDS Consumer market map and data at beginning of the state.

WXGR

1974
BAY ST. LOUIS

Mid 011474-000

See SRDS Spot Radio Small Markets Edition.

Bay Springs

Jasper County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WHII

1971
BAY SPRINGS

WXIY (FM)

1975
BAY SPRINGS

Mid 011475-000

See SRDS Spot Radio Small Markets Edition.

Belzoni

Humphreys County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WELZ

1959
BELZONI

Mid 011477-000

See SRDS Spot Radio Small Markets Edition.

Biloxi-Gulfport

Harrison County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBND

1948
BILOXI

Big Bands/MOR



Media Code 4 225 0787 1.00 Mid 011480-000
La Terr Broadcasting Corp.
DeBuys Rd., Box AM, Biloxi, MS 39531. Phone 601-388-1490.

PROGRAMMING DESCRIPTION

WBND: Programmed for 25-54. MUSIC: features Big Band & vocalists from 40's & 50's as well as compatible Contemporary through 70's & 80's. NEWS: predominantly local at :60; statewide at :30. SPORTS: live coverage U. high school & pro football plus college basketball, etc. Rec'd 4/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Raymond Saadi.
Operations Manager—Robert Wantland.
Station Manager—James Wilkinson.
- FACILITIES**
ERP 1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4d, 5, 6a, 7a, 8, (*).
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22a, 23a, 24c, 26.
Comb.; Cont. Discounts: 60a, 62c, 62d.
Cancellation: 71a, 73a.
(*Beer advertising acceptable.
Affiliated with Satellite Music Network.

TIME RATES

No. 2C Eff 3/1/83—Rec'd 4/22/83.

- PACKAGE PLANS**
IMPACT PLAN
30 sec 1 min
50 ti/5 days 295.00 382.50
100 ti/10 days 560.00 705.00

WGCM (FM)

1928
GULFPORT



Media Code 4 225 0840 8.00 Mid 011479-000
Tri-Cities Broadcasting Co.
Box 1570, WGCM Bldg., 15th Ave. & 22nd St., Gulfport, MS 39502. Phone 601-863-3522.

PROGRAMMING DESCRIPTION

WGCM (FM): Programmed for adults & young adults. MUSIC: Country. NEWS: local & network. Contact Representative for further details. Rec'd 5/20/83.

- PERSONNEL**
President—Zane D. Roden.
General Manager—Mack Stevens.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.
Cancellation: 70d, 71a.
AM facilities: WTAM.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WGUF

1975
GULFPORT

Media Code 4 225 0892 9.00 Mid 011479-000
WGUF, Inc.
1919 15th St., Box 789, Gulfport, MS 39501. Phone 601-863-1130.

- REPRESENTATIVES**
Radio Station Representatives, Inc.
1 min rate 1x: 11.00.

WPMO (FM)

1964
PASCAGOULA-MOSS POINT



Modern Country



(This is a paid duplicate of the listing under Pascagoula, Mississippi.)

Media Code 4 225 8085 5.00 Mid 011603-000
Gulf Coast Country Corp.
5115 Telephone Rd., Drawer 789, Pascagoula, MS 39567. Phone 601-762-3113, 374-1599.

PROGRAMMING DESCRIPTION

WPMO (FM): MUSIC: Modern Country. NEWS: ABC with local news at :30; weather 3x per hr. Rec'd 1/28/83.

- PERSONNEL**
General Manager—Page Dew.
General Sales Manager—Jim Horn.
Program Director—Larry Brown.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 380 ft. above sea level.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 4b, 15b.
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42c, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WPMP.
Affiliated with Supernet.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WQID (FM)

1966
BILOXI



McGAVREN GUILD RADIO



Media Code 4 225 0997 6.00 Mid 011481-000
New South Communications, Inc.
574 DeBuys Rd., Box 4606, WBS, Biloxi, MS 39535.
Phone 601-388-2323.

PROGRAMMING DESCRIPTION

WQID: MUSIC: current hits. NEWS: local at :15; network at :45. Weather twice hourly from direct wire service of U. S. Weather Bureau color radar. Contact Representative for further details. Rec'd 2/3/75.

- PERSONNEL**
General Manager—Wayne Vowell.
Sales Manager—Vester Emerson.
Operations Manager—Bob Lima.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40c, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 60d, 60h, 60i.
Cancellation: 71a.
Prod. Services: 80, 82.
AM facilities: WVMI.
Affiliated with ABC FM Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WROA

1955
GULFPORT



Media Code 4 225 1050 3.00 Mid 011482-000
Radio Station WROA
Klein Rd., Box 2639, Gulfport, MS 39503. Phone 601-832-5111.

PROGRAMMING DESCRIPTION

WROA: Programmed for adults. MUSIC: MOR. NEWS: local, network & golf coast weather. SPORTS: local & state football & basketball. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
President—Charles W. Dowdy.
General Manager—Morgan Dowdy.
Station Manager—Carnell Tucker.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1390 khz. Separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a 22a, 23a, 24a, 28b, 28c.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WZKX (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC-The Source.
Sold in combination with WZKX (FM). See that listing.

TIME RATES

Eff 10/1/84—Rec'd 10/22/84.
ROS—5 am-midnight.
Daytime—6 am-7 pm.
Drive—6-10 am & 3-7 pm.

- SPOT ANNOUNCEMENTS**
PER MO: — 1 min — 30 sec —
ROS DT DR ROS DT DR
1 ti 13 14 15 10 11 12
50 ti 12 13 14 9 10 11
100+ 11 12 13 8 9 10

WROA/WZKX (FM) COMBINATION

Ea 18 20 22 14 16 18

WTAM

1969
GULFPORT

Black



Media Code 4 225 1100 6.00 Mid 011483-000
E. O. Roden & Associates
Box 1570, Gulfport, MS 39501. Phone 601-864-7171.

PROGRAMMING DESCRIPTION

WTAM: 100% Black Oriented. MUSIC: Gospel 4-6 am, remainder R & B. Rec'd 8/24/83.

- PERSONNEL**
President—Zane Roden.
General Manager—Mack Stevens.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.
Cancellation: 70d, 71a.
FM facilities: WGCM (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WVMI

1950
BILOXI



McGAVREN GUILD RADIO



Media Code 4 225 1195 0.00 Mid 011484-000
New South Communications, Inc.
574 DeBuys Rd., Box 4606, Biloxi, MS 39535. Phone 601-388-2323.

PROGRAMMING DESCRIPTION

WVMI: MUSIC: Modern Country. NEWS: network w/local at :60; weather 2x/per hr from direct wire service; color radar; pro meteorologist. FEATURES: special programming incl commentator. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
General Manager—Wayne Vowell.
Station Manager—Dick Schoenick.
Sales Manager—Vester Emerson.

MISSISSIPPI

Biloxi-Gulfport—cont

WVMI—cont

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 570 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Protection: 10a, 11a, 12b, 13b, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a,
26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40c, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 60d, 60h, 60i.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: WQID.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WZKX (FM)

1964
GULFPORT



Media Code 4 225 1207 9.00 Mid 011485-000
Radio Station WZKX
Klein Rd., Box 2639, Gulfport, MS 39503. Phone 601-832-
5111.



PROGRAMMING DESCRIPTION
WZKX (FM): MUSIC: Contemporary Rock. NEWS:
network & local at :15. Contact Representative for
further details. Rec'd 8/21/84.

1. PERSONNEL
President—Charles W. Dowdy.
General Manager—Morgan Dowdy.
Station Manager—Carnell Tucker.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 28c.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WROA.
Affiliated with NBC Radio Network.
Affiliated with NBC—The Source.

TIME RATES

Eff 10/1/84—Rec'd 11/26/84.
ROS—5 am-midnight.
Daytime 6 am-7 pm.
Drive—6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER MO:	— 1 min —		— 30 sec —	
	ROS	DT DR	ROS	DT DR
1 ti	13	10 14	11	15 12
50 ti	12	9 13	10	14 11
100+	11	8 12	9	13 10

WZKX (FM)/WROA COMBINATION

6. SPOT ANNOUNCEMENTS

Ea	— 1 min —		— 30 sec —	
	ROS	DT DR	ROS	DT DR
.....	18	14 20	16	22 18

Booneville

Prentiss County—Map Location G-2
See SRDS Consumer market map and data at beginning of
the state.

WBIP

1950
BOONEVILLE
WBIP-FM

1975
BOONEVILLE

Mid 011486-000

See SRDS Spot Radio Small Markets Edition.

Brandon

Rankin County—Map Location D-7
See SRDS Consumer market map and data at beginning of
the state.

WRJH (FM)

1976
BRANDON

Mid 011487-000

See SRDS Spot Radio Small Markets Edition.

WRKN

1967
BRANDON

Mid 011488-000

See SRDS Spot Radio Small Markets Edition.

Brookhaven

Lincoln County—Map Location C-9
See SRDS Consumer market map and data at beginning of
the state.

WCHJ

1955
BROOKHAVEN

Mid 011489-000

See SRDS Spot Radio Small Markets Edition.

WJMB

1948
BROOKHAVEN

Mid 011490-000

See SRDS Spot Radio Small Markets Edition.

Canton

Madison County—Map Location D-6
See SRDS Consumer market map and data at beginning of
the state.

WMGO

1953
CANTON

Mid 011492-000

See SRDS Spot Radio Small Markets Edition.

WZZQ (FM)

1979
CANTON

Mid 017797-000

See SRDS Spot Radio Small Markets Edition.

Carthage

Leake County—Map Location E-6
See SRDS Consumer market map and data at beginning of
the state.

WECP

1966
CARTHAGE

Mid 011493-000

See SRDS Spot Radio Small Markets Edition.

WWYN (FM)

1979
CARTHAGE

Mid 033155-000

See SRDS Spot Radio Small Markets Edition.

Centreville

Amite County—Map Location C-9
Wilkinson County—Map Location B-10
See SRDS Consumer market map and data at beginning of
the state.

WZZB (FM)

1977
CENTREVILLE

Mid 011494-000

See SRDS Spot Radio Small Markets Edition.

Clarksdale

Coahoma County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

WAID (FM)

1978
CLARKSDALE

Mid 011495-000

See SRDS Spot Radio Small Markets Edition.

WJBI (FM)

1974
CLARKSDALE

Mid 011496-000

See SRDS Spot Radio Small Markets Edition.

WROX

1944
CLARKSDALE

Mid 011497-000

See SRDS Spot Radio Small Markets Edition.

Cleveland

Bolivar County—Map Location C-4
See SRDS Consumer market map and data at beginning of
the state.

WBAD (FM)

1973
LELAND

Mid 011571-000

See listing under city of license.

WCLD

1949
CLEVELAND



Media Code 4 225 2100 5.00 Mid 011498-000
Radio Cleveland, Inc.
1101 S. Davis Ave., Box 780, Cleveland, MS 38732.
Phone 601-843-4081.

PROGRAMMING DESCRIPTION

WCLD: Emphasis on farm programming with 23 farm
features daily; network reports daily at 6:30, 10:45 am,
12:15 & 3:30 pm; commodity reports 8x/day at :45 from
9:45 am-4:45 pm with up-to-minute prices for cotton,
soybeans, wheat, etc. Daily nat'l, state & U. reports.
Agricultural weather 6x/day. Stock market report 4x/day.
MUSIC: modern country, target 21-50, 24 hrs daily.
NEWS: at :60. SPORTS: at 7:30 am, 12:10 & 6:30 pm;
U. football & basketball; major league baseball; high
school & pro football. Contact Representative for further
details. Rec'd 6/30/82.

1. PERSONNEL
General Manager—George C. Shurden.
Commercial Manager—George C. Shurden.
Program Director—Jim Gregory.

2. REPRESENTATIVES
Gert Bunchez & Associates.

3. FACILITIES
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast news & sports
only. For non-simulcast facilities see WCLD-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC Radio Network.
Affiliated with Gert Bunchez & Associates Group.
Affiliated with Progressive Farmer Network.

TIME RATES

Eff 5/1/80—Rec'd 4/1/80.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	8.00	7.80	7.50	7.10	6.20	5.80	5.50	4.80
30 sec	6.40	6.25	6.00	5.65	4.95	4.65	4.40	3.85
15 sec	5.10	5.00	4.80	4.50	3.95	3.70	3.50	3.10

(SMD)

WCLD-FM

1972
CLEVELAND

Mid 011499-000

See SRDS Spot Radio Small Markets Edition.

WQAZ (FM)

1970
CLEVELAND

Mid 011500-000

See SRDS Spot Radio Small Markets Edition.

WRDC

1958
CLEVELAND

Mid 011501-000

See SRDS Spot Radio Small Markets Edition.

Clinton

Hinds County—Map Location C-7
See SRDS Consumer market map and data at beginning of
the state.

See Jackson
(including Clinton, Pearl)

Coldwater

Tate County—Map Location D-2
See SRDS Consumer market map and data at beginning of
the state.

WVIM-FM

1976
COLDWATER

Mid 011502-000

See SRDS Spot Radio Small Markets Edition.

Collins

Covington County—Map Location E-8
See SRDS Consumer market map and data at beginning of
the state.

WKNZ (FM)

1978
COLLINS

Mid 011503-000

See SRDS Spot Radio Small Markets Edition.

Columbia

Marion County—Map Location D-9
See SRDS Consumer market map and data at beginning of
the state.

WCJU

1946
COLUMBIA

Mid 011504-000

See SRDS Spot Radio Small Markets Edition.

WFFF

1961
COLUMBIA

Mid 011505-000

See SRDS Spot Radio Small Markets Edition.

WFFF-FM

1966
COLUMBIA

Mid 011506-000

See SRDS Spot Radio Small Markets Edition.

Columbus

Lowndes County—Map Location G-5
See SRDS Consumer market map and data at beginning of
the state.

WACR

1950
COLUMBUS



Media Code 4 225 2520 4.00 Mid 011507-000
Marion Communications, Inc.
400 Main St., Box 1078, Columbus, MS 39703. Phone
601-328-1050.
1 min rate 1x: 9.00.

WACR-FM

1978
COLUMBUS



Media Code 4 225 2572 5.00 Mid 011508-000
Marion Communications, Inc.
400 Main St., Box 1078, Columbus, MS 39703. Phone
601-328-1050.
1 min rate 1x: 9.00.

WAQT (FM)

1970
CARROLLTON, AL

Mid 008060-000

See listing under city of license.

WCBI

1940
COLUMBUS



Media Code 4 225 2625 1.00 Mid 011509-000
Columbus Broadcasting Co., Inc.
512 1/2 Main St., Box 1710, Columbus, MS 39701.
Phone 601-328-7271.

2. REPRESENTATIVES
South—Midsouth Spot Sales, Inc.
1 min rate 1x: 15.00.

WKW (FM)1977
FAYETTE, AL

Mid 008091-000

See listing under city of license.

WJWF(formerly WMBC)
1968
COLUMBUS
NRBAMedia Code 4 225 2645 9.00 Mid 011511-000
Radio Columbus, Inc.
702 2nd Ave., Box 707, Columbus, MS 39703. Phone
601-328-1400.
1 min rate 1x: 7.05.**WMBC (FM)**(formerly WJWF (FM))
1968
COLUMBUSMedia Code 4 225 2645 9.00 Mid 011510-000
Radio Columbus, Inc.
Box 707, 702 2nd Ave. North, Columbus, MS 39703.
Phone 601-329-1030.
1 min rate 1x: 7.05.**Corinth**Alcorn County—Map Location G-2
See SRDS Consumer market map and data at beginning of
the state.**WADI (FM)**1968
CORINTH

Mid 011512-000

See SRDS Spot Radio Small Markets Edition.

WCMA1945
CORINTH

Mid 011513-000

See SRDS Spot Radio Small Markets Edition.

WKCU1965
CORINTH

Mid 011514-000

See SRDS Spot Radio Small Markets Edition.

WXRZ (FM)1966
CORINTH

Mid 011515-000

See SRDS Spot Radio Small Markets Edition.

Crystal SpringsCopiah County—Map Location C-8
See SRDS Consumer market map and data at beginning of
the state.**WCSP**1980
CRYSTAL SPRINGS

Mid 011516-000

See SRDS Spot Radio Small Markets Edition.

DrewSunflower County—Map Location C-4
See SRDS Consumer market map and data at beginning of
the state.**WKZB (FM)**1971
DREW

Mid 011517-000

See SRDS Spot Radio Small Markets Edition.

EllisvilleJones County—Map Location F-9
See SRDS Consumer market map and data at beginning of
the state.**WBSJ (FM)**1973
ELLISVILLE

Mid 011518-000

See SRDS Spot Radio Small Markets Edition.

EuporaWebster County—Map Location E-4
See SRDS Consumer market map and data at beginning of
the state.**WEPA**1974
EUPORA

Mid 011519-000

See SRDS Spot Radio Small Markets Edition.

WEXA (FM)1978
EUPORA

Mid 011520-000

See SRDS Spot Radio Small Markets Edition.

ForestScott County—Map Location E-7
See SRDS Consumer market map and data at beginning of
the state.**WJYV**1955
FOREST

Mid 011521-000

See SRDS Spot Radio Small Markets Edition.

WQST (FM)1965
FOREST

Mid 011522-000

See SRDS Spot Radio Small Markets Edition.

FultonItawamba County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.**WFTA (FM)**1976
FULTON

Mid 011523-000

See SRDS Spot Radio Small Markets Edition.

WFTO1967
FULTON

Mid 011524-000

See SRDS Spot Radio Small Markets Edition.

GreenvilleWashington County—Map Location B-5
See SRDS Consumer market map and data at beginning of
the state.**KUUZ (FM)**1977
LAKE VILLAGE, AR

Mid 008413-000

See listing under city of license.

KVSA1953
MCGEEHEE, AR

Mid 008436-000

See listing under city of license.

WBAD (FM)1973
LELAND

Mid 011571-000

Seven Oaks Rd., Box 4426, Greenville, MS 38701. Phone
601-335-9265, 9264.
See listing under city of license.**WBAQ (FM)**1970
GREENVILLE

Mid 011525-000

Media Code 4 225 3125 1.00
Greenville Broadcasting Co.
Box 656, 618 Washington Ave., Greenville, MS 38701.
Phone 601-335-3383.
Rates have been temporarily withdrawn by station.**WDDT**1956
GREENVILLE

Mid 011526-000

Media Code 4 225 3150 9.00
Clearwater Broadcasting Corp.
118 S. Broadway, Box 1814, Greenville, MS 38701.
Phone 601-332-0526.

2. REPRESENTATIVES
Gert Bunchez & Associates.
Dora-Clayton Agency, Inc.
Rates have been temporarily withdrawn by station.

WDMS (FM)1967
GREENVILLE**Contemporary**

A David Segal Station

Media Code 4 225 3202 8.00 Mid 011527-000
Mid America Broadcasting Co., Inc.
Box 1438, 1383 Pickett St., Greenville, MS 38701. Phone
601-334-4553

- PROGRAMMING DESCRIPTION
WDMS (FM): MUSIC: adult contemporary hits (new & old).
NEWS: at :30. SPORTS: local show at 7:20 am, M-Sat;
college football & basketball; local high school football.
COMMERCIAL POLICY: limited to 4 breaks per hr, max of
10 spots per hr. Contact Representative for further
details. Rec'd 8/23/82.
1. PERSONNEL
General Manager—Joe Ray.
Sales Manager—William L. (Bill) McKissick.
News Director—Norma Groves.
2. REPRESENTATIVES
Hooper Jones Associates, Inc.
Midsouth Spot Sales, Inc.
3. FACILITIES
ERP 51,000 w.; 100.7 mhz.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 305 ft. above average terrain.
4. AGENCY COMMISSION
15/0; net on time.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WGVM.
Affiliated with KBS.
Affiliated with Satellite Music Network.

TIME RATES
Eff—Rec'd 10/13/81

6. SPOT ANNOUNCEMENTS
- | PER WK: | Open | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|------|-------|-------|-------|
| 1 min | 24 | 22 | 20 | 18 | 16 |
| 30 sec | 20 | 18 | 16 | 14 | 12 |

WDMS (FM)/WGVM COMBINATION

- Extra, per spot 6.00.
10. SPECIAL FEATURES
Farm 6-7 am, Mon thru Fri, extra per spot, 1-min 12.00;
30-sec 10.00.

WGVM1948
GREENVILLE**Country and Agricultural**

A David M. Segal Station

Media Code 4 225 3255 6.00 Mid 011528-000
Mid America Broadcasting Co., Inc.
Box 1438, 1383 Pickett St., Greenville, MS 38701. Phone
601-334-4553

- PROGRAMMING DESCRIPTION
WGVM: MUSIC: contemporary & traditional country
music. 4 AIR PERSONALITIES handle all. FARM: 2 1-hr
shows M-Sat 6-7 am & 12N-1 pm incl farm weather re-
ports, instant market & grain prices, interviews, features,
commodity reports hrly 9:45 am-3:45 pm; complete grain
reports, plus insights & predictions. Ag weather 3x/day.
NEWS: at :60; news briefs at :30 10x/day. SPORTS: local
sports programs hosted by area's sports personality; col-
lege football Sat during season. Community service an-
nouncements, 1 per hr. Public affairs program M at 2:15
pm. COMMERCIAL POLICY: 14 units per hr. Contact
Representative for further details. Rec'd 7/24/84.
1. PERSONNEL
General Manager—Joe Ray.
Farm Director—Charles (Chuck) Early.
Sales Manager—William L. (Bill) McKissick.
2. REPRESENTATIVES
Hooper Jones Associates, Inc.
Midsouth Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1260 khz. Non-directional.
Operating schedule 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; net on time.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WDMS (FM).
Sold in combination with WDMS (FM). See that listing.
- TIME RATES
Eff 7/1/84—Rec'd 5/30/84.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	6 ti	12 ti	18 ti	24 ti
1 min	24	22	20	18	16
30 sec	20	18	16	14	12

10. SPECIAL FEATURESFarm, Mon-Sat 6-7 am & noon-1 pm—Flat, 1-min 30.00,
30-sec 24.00.For more farm information, see listing in Consumer
Magazine and Agri-Media Rates and Data.**WNIX**

 RADIO 1330
1939
GREENVILLE
**Farm/News/Sports/Adult
Contemporary**

Media Code 4 225 3360 4.00 Mid 011529-000

The River Broadcasting Co., Inc.
dba WNIX Radio, Suite 218, Mainstream Mall Complex,
 Hwy. 1 South, Greenville, MS 38702. Phone Office,
 601-378-2617. Studio, 334-1330.

- PROGRAMMING DESCRIPTION
WNIX: Programmed for adults & young adults. FARM:
reports incl local ag news & weather, markets & interview
features, commodity reports, complete grain & livestock
market quotations. MUSIC: current & past Contemporary
hits, handled by AIR PERSONALITIES. NEWS: at :60 w/
live actualities, business reports daily, weather reports.
SPORTS: state college football & basketball, high school;
daily reports, features, scores. FEATURES: mobile studio
for remotes. Contact Representative for further details.
Rec'd 1/24/80.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James P. Karr, Jr.
Ass't Vice-Pres. & Oper. Mgr.—Ellen Kimes.
Program Director—Dan Diamond.
News Director—John Walker.
Farm Director—Ray Rentroe.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1330 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12, 13f, 14f, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,
24a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42b, 42c, 43, 44b, 45, 46, 47a, 48, 49,
51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 60k, 61c, 62a,
62b, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with McGavren-Guild Radio Network.
Affiliated with RKO Radio Networks.
Member: Mississippi Agri-News Network, Mississippi
News Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

GreenwoodLeflore County—Map Location D-4
See SRDS Consumer market map and data at beginning of
the state.**WABG**1950
GREENWOOD

Mid 011530-000

Media Code 4 225 3465 1.00
Greenwood Broadcasting Co., Inc.
Box 408, 2001 Garrard Ave., Greenwood, MS 38930.
Phone 601-453-7822

- PROGRAMMING DESCRIPTION
WABG: MUSIC: modern country. Contact Representative
for further details. Rec'd 9/26/83.

1. PERSONNEL
General Manager—Jerry K. Moore.
Sales Manager—Murray Tingle.
Office Manager—Betty Funderburk.
2. REPRESENTATIVES
Christal Radio.
3. FACILITIES
1,000 w. days, 500 w. nights; 960 khz. Directional nights.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
15/0.
- TIME RATES
Eff 10/1/84—Rec'd 7/24/84.
6. SPOT ANNOUNCEMENTS
- | PER WK: | 1 ti | 25 ti | 50 ti | 100 ti |
|---------|-------|-------|-------|--------|
| 1 min | 19.50 | 17.50 | 16.50 | 15.50 |
| 30 sec | 16.50 | 14.50 | 13.50 | 13.00 |
- 20 sec: 75% of 1-min; 10 sec: 50% of 1-min.
Drive times, extra 20%.
10. SPECIAL FEATURES
Farm: extra 20%.

(SMD)

MISSISSIPPI

Greenwood—cont

WGRM

1957
GREENWOOD

Mid 011531-000

See SRDS Spot Radio Small Markets Edition.

WSWG

1963
GREENWOOD
WSWG-FM

1965
GREENWOOD

Mid 011532-000

See SRDS Spot Radio Small Markets Edition.

Grenada

Grenada County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WQXB (FM)

1970
GRENADA

Mid 011533-000

See SRDS Spot Radio Small Markets Edition.

WYKC

1949
GRENADA

Mid 011534-000

See SRDS Spot Radio Small Markets Edition.

Gulfport

Harrison County—Map Location F-11
See SRDS Consumer market map and data at beginning of the state.

See Biloxi-Gulfport

Hattiesburg

Forrest County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WBKH

1952
HATTIESBURG

Mid 011535-000

Media Code 4 225 3990 8.00
Deep South Radio, Inc.
1524 Adeline St., Box 1749, Hattiesburg, MS 39401.
Phone 601-545-9500.

2. REPRESENTATIVES
Radio Station Representatives, Inc.
South—Midsouth Spot Sales, Inc.
1 min rate 1x: 14.00.

WFOR

1924
HATTIESBURG

Mid 011536-000

Media Code 4 225 4095 5.00
Radio Hattiesburg, Inc.
2414 W. 7th St., Hattiesburg, MS 39401. Phone 601-544-1400.
1 min rate 1x: 11.40.

WHER (FM)

1966
HATTIESBURG

Mid 011537-000

Media Code 4 225 4148 2.00
Radio Hattiesburg, Inc.
2414 W. 7th St., Hattiesburg, MS 39401. Phone 601-544-3232.
1 min rate 1x: 16.50.

WHSY

1948
HATTIESBURG



Mid 011538-000

Media Code 4 225 4200 1.00
Hub City Broadcasting Co., Inc.
Hwy. 11 N., Box 3010, Hattiesburg, MS 39401. Phone 601-545-1230.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 10.00.

WHSY-FM

1967
HATTIESBURG



Media Code 4 225 4201 9.00
Hub City Broadcasting Co., Inc.
Hwy. 11 N., Box 3010, Hattiesburg, MS 39401. Phone 601-545-1230.

Mid 011539-000

2. REPRESENTATIVES
Jack Masla & Co., Inc.
1 min rate 1x: 10.00.

WJMG (FM)

1982
HATTIESBURG

Media Code 4 225 4225 8.00
Circuit Broadcasting Co.
1204 Gravel Line St., Hattiesburg, MS 39401. Phone 601-544-1941.

Mid 027594-000

2. REPRESENTATIVES
Atlanta—Dora-Clayton Agency, Inc.
Dallas—Paul Miller & Company.
1 min rate 1x: 6.00.

WKOJ

1957
HATTIESBURG

Media Code 4 225 4237 3.00
Awareness Christian Broadcasting, Inc.
820 S. 28th Ave., Hattiesburg, MS 39401. Phone 601-268-3500.

Mid 011541-000

- 1 min rate 1x: 7.00.

WORW

1969
HATTIESBURG

Media Code 4 225 4250 6.00
Circuit Broadcasting Co.
1204 Graveline St., Hattiesburg, MS 39401. Phone 601-544-1941.

Mid 011540-000

2. REPRESENTATIVES
Atlanta—Dora-Clayton Agency, Inc.
Dallas—Paul Miller & Company.
1 min rate 1x: 5.00.

Hazlehurst

Copiah County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WMDC

1953
HAZLEHURST

Mid 011542-000

See SRDS Spot Radio Small Markets Edition.

WMDC-FM

1969
HAZLEHURST

Mid 011543-000

See SRDS Spot Radio Small Markets Edition.

Heidelberg

Jasper County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WEEZ (FM)

1980
HEIDELBERG

Mid 011544-000

See SRDS Spot Radio Small Markets Edition.

Holly Springs

Marshall County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WKRA

1966
HOLLY SPRINGS

Mid 011545-000

See SRDS Spot Radio Small Markets Edition.

WKRA-FM

1983
HOLLY SPRINGS

Mid 031663-000

See SRDS Spot Radio Small Markets Edition.

Houston

Chickasaw County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WCPC

1955
HOUSTON



Media Code 4 225 4620 6.00
WCPC Broadcasting Co.
Hwy. 15 North, Box 569, Houston, MS 38851. Phone 601-456-3071.

Mid 011546-000

PROGRAMMING DESCRIPTION

WCPC: MUSIC: Country 4 am-1 pm; Gospel 2-3 pm; Soul 2-3 pm; Contemporary Hits 3 pm-midnight. FARM: 5:30-8 am; 11:30 am-1 pm; 4:05-4:10 pm ag news, weather, market reports & features by local dir. NEWS: 5-min at :30; UPI wire & audio; local & area 6x/day; state network at :30. SPORTS: 6x/day. Contact Representative for further details. Rec'd 6/28/82.

1. PERSONNEL

Mgr. & Sales Mgr.—Robin H. Mathis.
Sports Director—Wayne Parks.
News Director—Rick Huffman.

2. REPRESENTATIVES

Market 4 Radio.

3. FACILITIES

50,000 w. days; 250 w. nights; 940 khz. Directional.
Operating schedule: 4 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Member: Mississippi Agri-News Network, Mississippi Network.

TIME RATES

Eff 1/1/85—Rec'd 12/28/84.

6. SPOT ANNOUNCEMENTS

PER WK, EA: 1 ti 6 ti
1 min 21.00 19.00 30 sec 16.80 15.20

8. PROGRAM TIME RATES

PER WK, EA: 1 ti 6 ti
5 min 31 28
(SMD)

WCPC-FM

1968
HOUSTON

Mid 011547-000

See SRDS Spot Radio Small Markets Edition.

Indianola

Sunflower County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WNLA

1953
INDIANOLA

WNLA-FM

1969
INDIANOLA

Mid 011548-000

See SRDS Spot Radio Small Markets Edition.

Iuka

Tishomingo County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WTIB (FM)

1970
IUKA

Mid 011549-000

See SRDS Spot Radio Small Markets Edition.

WVOM

1960
IUKA

Mid 011550-000

See SRDS Spot Radio Small Markets Edition.

Jackson

(including Clinton, Pearl)
Hinds County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCCL

1965
JACKSON



Media Code 4 225 4856 0.00
Golden South Broadcasting Corp.
2980 Forest Ave. Ext., Box 31344, Jackson, MS 39206.
Phone 601-982-0385.
1 min rate 1x: 20.00.

Mid 011551-000

WHJT (FM)

1974
CLINTON

Media Code 4 225 4892 6.00
WHJT-FM
100 Jefferson St., Box 4207, Clinton, MS 39058. Phone 601-924-4505.

Mid 011552-000

2. REPRESENTATIVES
Frederick W. Smith.
1 min rate 1x: 8.50.

WJDX

1929
JACKSON

EASTMAN RADIO, INC.



Media Code 4 225 4935 2.00
Keymarket Communications of Mississippi, Inc.
1375 Beasley Rd., Box 2171, Jackson, MS 39205. Phone 601-982-1062.

Mid 011553-000

PROGRAMMING DESCRIPTION
WJDX: Programmed for adults 25-55. MUSIC: current hits & top 10 oldies from last 20 yrs. Live AIR PERSONALITIES all day. Heavy community involvement. FARM: agribusiness director gives live reports 5 am-6:30 am M-Sat. NEWS: 5 man news team specializing in local newsmakers & actualities. Commentator M-Sat. Airplane traffic reports AM/PM drive. 7 radio equipped mobile units. 2 meteorologists. Contact Representative for further details. Rec'd 10/26/81.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Marshall Magee.
Programming Manager—David Perkins.
Continuity Director—Hamet Butler.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 620 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WMSI (FM).
Affiliated with NBC.

Affiliated with NBC.
Affiliated with Eastman Radio Network.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Progressive Farmer Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
WJDX/WMSI (FM) COMBINATION
No. 1 Eff 7/1/83—Rec'd 7/14/83.

AAA—Mon thru Fri 5-10 am; Sat 6 am-3 pm.
AA—Mon thru Sat 3-8 pm; Sun 6 am-8 pm.
A—all other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
GRID:	I II III IV	I II III IV
AAA	115 100 85 70 92 80 68 56	
AA	105 90 75 60 84 72 60 48	
A	80 70 60 50 64 56 48 40	

WJDX ONLY
Deduct 25% from WJDX/WMSI (FM) combination.

10. SPECIAL FEATURES

FARM—MON THRU SAT 5-6AM
GRID: I II III IV GRID: I II III IV
1 min 55 50 45 40 30 sec 44 40 36 32

WJMI (FM)1967
JACKSON**Urban Contemporary**Media Code 4 225 4975 8.00 Mid 011554-000
Tri-Cities Broadcasting Co.
Box 3320, Jackson, MS 39207. Phone 601-948-1515.**PROGRAMMING DESCRIPTION**

WJMI (FM): Programmed for young adults. MUSIC: rock, R & B, jazz. AIR PERSONALITIES handle all segments. NEWS: local & network at :30; mobile unit for news & special events. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 6/3/82.

1. PERSONNELPresident—Zane Roden.
General Manager—Dick Lange.
General Sales Manager—George Lund.**2. REPRESENTATIVES**

Weiss & Powell, Inc.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,060 ft. above average terrain.**4. AGENCY COMMISSION**

15/0; time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
AM facilities: WOKJ.
Affiliated with ABC FM Radio Network.**TIME RATES**WJMI (FM)/WOKJ COMBINATION
No. 7 Eff 9/1/84—Rec'd 1/23/85.
AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat 7 pm-midnight; Sun all day.**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA					
	6 tl	12 tl	18 tl	24 tl	30 sec	30 sec
I	70	67	65	49	47	46
II	60	57	55	42	40	39
III	54	51	49	38	36	35
CLASS AA						
I	65	62	60	46	44	43
II	57	54	52	40	38	37
III	51	48	46	36	34	33

WJMI (FM) only: Deduct 5.00 from WJMI (FM)/WOKJ combination.

(A)

WJXN1945
JACKSONMedia Code 4 225 5145 7.00 Mid 011556-000
Jackson Broadcasting Co.
Box 786, Radio Ranch, corner Moody & Foley Sts.,
Jackson, MS 39205. Phone 601-352-6678.
1 min rate 1x: 3.20.**WKKE**1980
PEARLMedia Code 4 225 5172 1.00 Mid 011557-000
Buchanan Broadcasting Co., Inc.
2741 Old Brandon Rd., Pearl, MS 39208. Phone 601-939-9341.
1 min rate 1x: 10.00.**WKXI**1947
JACKSONMedia Code 4 225 5200 0.00 Mid 011558-000
TAB Broadcasting Co.
Box 9446, Jackson, MS 39206. Phone 601-957-1300.**PROGRAMMING DESCRIPTION**

WKXI: Programmed for adult black audience. MUSIC: Top R & B hits & oldies format M-Sat. Religious music & programs Sun. NEWS: 5 min during drive times. Contact Representative for further details. Rec'd 11/6/79.

1. PERSONNELGeneral Manager—Robert R. O'Brien, Jr.
General Sales Manager—Bill Eastland.
Program Manager—Tommy Marshall.**2. REPRESENTATIVES**

Blair Radio.

3. FACILITIES5,000 w. days, 1,000 w. nights; 1300 khz. Non-directional.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 3a, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60k, 62b.
Cancellation: 71a, 73a.
FM facilities: WTYX (FM).
Affiliated with Sheridan Broadcasting Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WLIN (FM)1973
JACKSON**Christal Radio**Media Code 4 225 5225 7.00 Mid 011559-000
Metro Radio, Inc.
Box 12247, Jackson, MS 39211. Phone 601-982-7336.**PROGRAMMING DESCRIPTION**

WLIN (FM): Programmed to adults 25-54. MUSIC: Easy Listening, blend of standard & Contemporary songs interspersed with popular vocals & new recordings programmed in uninterrupted segments. NEWS: plus weather capsules at :58. COMMERCIAL POLICY: 4 breaks per hr & maximum of 12 commercial avals. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNELGeneral Manager—John Fletcher.
Sales Manager—Charles Fletcher.**2. REPRESENTATIVES**

Christal Radio.

3. FACILITIESERP 100,000 w. (horiz.), 97,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,069 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 3b, 3d, 5, 8.
Rate Protection: 10d, 11d, 15d.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 43, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60i, 60k, 62d.
Cancellation: 70c, 71a, 72, 73b.**TIME RATES**Eff 4/1/81—Rec'd 2/27/81.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 5:20-10 am; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

GRID:	High Range		Low Range	
	AAA AA A	AAA AA A	AAA AA A	AAA AA A
1 min	30	28	17	25
30 sec	27	25	15	22

WMSI (FM)1948
JACKSON**EASTMAN RADIO, INC.**Media Code 4 225 5237 2.00 Mid 011564-000
Keymarket Communications of Mississippi, Inc.
1375 Beasley Rd., Box 2171, Jackson, MS 39205. Phone 601-982-1062.**PROGRAMMING DESCRIPTION**

WMSI (FM): Programmed for adults 25-55. MUSIC: country. NEWS: 5 person staff with 2-way communications. Radio equipped airplane. Meteorologists. Commentator Mon-Sat. FARM: and agribusness news daily. Contact Representative for further details. Rec'd 10/25/82.

1. PERSONNELGeneral Manager—Marshall R. Magee.
Programming Manager—David Perkins.
Farm Director—Howard Lett.**2. REPRESENTATIVES**

Eastman Radio, Inc.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenn ht.: 1,800 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WJDX.Affiliated with Eastman Radio Network.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Progressive Farmer Network.
Sold in combination with WJDX. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Deduct 25% from WJDX/WMSI (FM) combination.

WOAD1947
JACKSONMedia Code 4 225 5243 0.00 Mid 011555-000
Radio Station WOAD
1020 Terry Rd., Box 22604, Jackson, MS 39205. Phone 601-948-2401.**2. REPRESENTATIVES**Midsouth Spot Sales, Inc.
1 min rate 1x: 14.00.**WOKJ**1954
JACKSON**Independent Black**Media Code 4 225 5250 5.00 Mid 011560-000
Tri-Cities Broadcasting Co.
Box 3320, Jackson, MS 39207. Phone 601-948-1515.**PROGRAMMING DESCRIPTION**

WOKJ: MUSIC: R & B with 90 hours of gospel & spiritual music each week. NEWS: network. UPI, local news director & mobile unit. Talk programs cover community interest including religion, Black identity. Bulletin board features community news. Contact Representative for further details. Rec'd 4/19/84.

1. PERSONNELPresident—Zane Roden.
General Manager—Dick Lange.
General Sales Manager—George Lund.**2. REPRESENTATIVES**

Weiss & Powell, Inc.

3. FACILITIES50,000 w. days, 10,000 w. nights; 1550 khz. Directional.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15/0; time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
FM facilities: WJMI (FM).
Sold in combination with WJMI (FM). See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Deduct 10.00 from WJMI (FM)/WOKJ combination.

(A)

WSLI1938
JACKSONMedia Code 4 225 5460 0.00 Mid 011561-000
Radio 96 FM/93 AM, Inc.
Box 222, Jackson, MS 39205. Phone 601-371-5000.**PROGRAMMING DESCRIPTION**

WSLI: TALK: 5:30-9:30 am Farmer Jim Neal with MOR music, news at :30 & :60, weather, traffic & sports. 9:30-11 am & 3-5 pm John Hoffman with newsmaker & celebrity interviews; phone-in participation. 11-am-3 pm & 1-5 am ABC Talkradio: 7 pm-1 am NBC—Talknet. 5-6 pm Newswatch, wrapup of day's events. 6-7 pm Sportsline call in. 10 am-5 pm news updates at :60 & :30. SPORTS: Ole Miss football; pro baseball. Contact Representative for further details. Rec'd 11/21/84.

1. PERSONNELGeneral Manager—Benny Springer.
Program Director—John Hoffman.**2. REPRESENTATIVES**

Selcom Radio.

3. FACILITIES5,000 w.; 930 khz. Directional—night only.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15% time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 4a, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 22a, 23a, 28c, 33a.
Contracts: 40a, 41, 45, 46, 47e, 51b.
Cancellations: 70c, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WYWN (FM).
Affiliated with CBS Radio Network.
Affiliated with ABC Talkradio.
Affiliated with NBC—Talknet.
Member: Mississippi Network, Mississippi Agri-News Network.**TIME RATES**WSLI/WYWN (FM) COMBINATION
Eff—Rec'd 8/3/83.
AAA—Mon thru Sun 5:30-10 am.
All other times—Mon thru Sun 10:50-3 am.**6. SPOT ANNOUNCEMENTS**

GRID:	I	II	III	IV
AAA	55	50	45	40
All other times	40	35	30	25
30 sec: 80% of 1-min.				

WSLI only: 80% of WSLI/WYWN (FM) combination.

WTYX (FM)1971
JACKSON**BLAIR RADIO**Media Code 4 225 5565 6.00 Mid 011562-000
TAB Broadcasting Co.
Box 9446, Jackson, MS 39206. Phone 601-957-1300.**PROGRAMMING DESCRIPTION**

WTYX (FM): Contemporary mass appeal. NEWS: capsules in drive time. Contact Representative for further details. Rec'd 11/6/79.

1. PERSONNELGeneral Manager—Robert R. O'Brien, Jr.
Operations Manager—Jim Chick.**2. REPRESENTATIVES**

Blair Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.**4. AGENCY COMMISSION**

15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 12a, 14a.
Basic Rates: 20b, 21d, 22b, 23b, 24b, 24c, 28c, 30.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 62d.
Cancellation: 70a, 70c, 70e, 73b.
Prod. Services: 80, 82.
AM facilities: WKXI.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

THE JACKSON 5Here's five of the best reasons to combine **WOKJ/WJMI** for powerful coverage of the Jackson Radio Market!**WOKJ/WJMI is ...**

1. No. 1 Total persons 12+
2. No. 1 adults 18-34

3. A market of nearly a million people.
4. 40% of the households have incomes over \$25,000.

5. A market with TRS of 1.6 billion.

Source: ARB Spg. '84: M-5 6am-Mid, TSA, MSA, AQH.

Represented nationally by

**WEISS-POWELL, INC.** RADIO SALES

MISSISSIPPI

Jackson—cont

WYYN (FM)

1966
JACKSON



Media Code 4 225 5643 1.00 Mid 011563-000
96 FM/93 AM, Inc.
Box 222, Jackson, MS 39205. Phone 601-371-5000.

PROGRAMMING DESCRIPTION
WYYN (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary emphasis on AIR PERSONALITIES, station promotions, & community involvement. Contact Representative for further details. Rec'd 8/3/83.

- PERSONNEL**
General Manager—Benny Springer.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.(horiz.), 100,000 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,450 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 7b, 8
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 22a, 23a, 28c, 33a.
Cancellation: 40a, 41, 45, 46, 47e, 51b.
Prod Services: 81, 82.
AM facilities: WSLI.
Affiliated with CBS Radio Network.
Member: Mississippi Network.
Sold in combination with WSLI. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
80% of WSLI/WYYN (FM) combination.

Kosciusko

Attala County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKOZ

1947
KOSCIUSKO

See SRDS Spot Radio Small Markets Edition. Mid 011565-000

WKOZ-FM

1965
KOSCIUSKO

See SRDS Spot Radio Small Markets Edition. Mid 011566-000

Laurel

Jones County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WAML

1932
LAUREL

See SRDS Spot Radio Small Markets Edition. Mid 011567-000

WHSY

1948
HATTIESBURG

See listing under city of license. Mid 011538-000

WLAU

1946
LAUREL

See SRDS Spot Radio Small Markets Edition. Mid 011568-000

WNSL-FM

1959
LAUREL

See SRDS Spot Radio Small Markets Edition. Mid 011569-000

WQIS

1957
LAUREL

See SRDS Spot Radio Small Markets Edition. Mid 011570-000

Leland

Washington County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WBAD (FM)

1973
LELAND

Media Code 4 225 6143 1.00 Mid 011571-000
Interchange Communication, Inc.
Seven Oaks Rd., Box 4426, Greenville, MS 38701. Phone 601-335-9265, 9264.

PROGRAMMING DESCRIPTION
WBAD (FM): Programmed for adult black audience. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—William D. Jackson.
Sec. & Treas.—Stanley S. Sherman.
- REPRESENTATIVES**
South—Southern Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.

TIME RATES

Eff 1/1/84—Rec'd 1/2/85.

SPOT ANNOUNCEMENTS		WBAD (FM)/WESY COMBINATION	
YR:	1x	200x	400x
MO:	1 ti	30 ti	60 ti
WK:	1 ti	10 ti	20 ti
30 sec, ROS	8.25	7.75	7.25
30 sec, Drive	9.50	9.00	8.50
1 min, ROS	10.75	10.25	9.75
1 min, Drive	12.00	11.50	11.00

WBAD (FM)/WESY COMBINATION		WBAD (FM)/WESY COMBINATION	
30 sec, ROS	13.00	12.25	11.50
30 sec, Drive	15.50	14.75	14.00
1 min, ROS	18.00	17.25	16.50
1 min, Drive	20.50	19.75	19.00

(SMD)(CR-2)

WESY

1958
LELAND

See SRDS Spot Radio Small Markets Edition. Mid 011572-000

Lexington

Holmes County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WXTN

1959
LEXINGTON

See SRDS Spot Radio Small Markets Edition. Mid 011573-000

Louisville

Winston County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WLSM

1953
LOUISVILLE

See SRDS Spot Radio Small Markets Edition. Mid 011574-000

WLSM-FM

1967
LOUISVILLE

See SRDS Spot Radio Small Markets Edition. Mid 011575-000

Lucedale

George County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.

WRBE

1960
LUCEDALE

See SRDS Spot Radio Small Markets Edition. Mid 011576-000

Magee

Simpson County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WSJC

1957
MAGEE



Media Code 4 225 6615 8.00 Mid 011577-000
Southeast Mississippi Broadcasting Co.
Hwy. 28 East, Box 426, Magee, MS 39111. Phone 601-849-2413, 3426.

PROGRAMMING DESCRIPTION
WSJC: MUSIC: Country, Gospel & R & B. NEWS: nat'l, state & local at :60. FARM: 42 hrs/wk; ag weather at :15 & :45; programs 4-8 am & 11:00 am-3 pm; news updates & specials inserted during day. Contact Representative for further details. Rec'd 9/30/83.

- PERSONNEL**
General Manager—Jeanette S. Mathis.
Manager—Mike Mathis.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
ERP 50,000 w. days, 500 w. nights; 810 khz. Non-directional.
Operating schedule: 4 am-midnight. CST.
Partial simulcast operation. Simulcast 4-7:10 am & 8 pm-midnight. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Member: Mississippi Network.

TIME RATES

Eff 1/1/84—Rec'd 2/24/84.

SPOT ANNOUNCEMENTS		1-50 ti 100 ti	
1 min	15.00	14.00	30 sec
30 sec	11.75	10.75	

10. SPECIAL FEATURES
FARM—6:30-8 AM & 11:30 AM-1 PM

PER WK:		PER WK:	
1 ti	6 ti	1 ti	6 ti
1 min	20.00	18.50	5 min
30 sec	16.00	14.80	30.00

(SMD)

WSJC-FM

1970
MAGEE

Media Code 4 225 6616 6.00 Mid 011578-000
Southeast Mississippi Broadcasting
Hwy. 28 East, Box 426, Magee, MS 39111. Phone 601-849-2413, 3426.

PROGRAMMING DESCRIPTION
WSJC-FM: MUSIC: Adult Contemporary & Modern Country. FARM: 24 hrs per wk. NEWS: at :60 with weather at :15, :30 & :45. Rec'd 8/24/83.

- PERSONNEL**
General Manager—Mrs. Jeanette Mathis.
Manager—Mike Mathis.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 4 am-midnight. CST.
Antenna ht: 614 ft. above average terrain.
Partial simulcast operation. Operated separately 7:10 am-8 pm. For simulcast facilities see AM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Member: Mississippi Network.

TIME RATES

Eff 1/1/84—Rec'd 2/24/84.

SPOT ANNOUNCEMENTS		1-50 ti 100 ti	
1 min	15.00	14.00	30 sec
30 sec	11.75	10.75	

10. SPECIAL FEATURES
PER WK: 1 ti 6 ti PER WK: 1 ti 6 ti

PER WK:		PER WK:	
1 min	20.00	18.50	5 min
30 sec	16.00	14.80	30.00

(SMD)

Marks

Quitman County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WQMA

1969
MARKS

See SRDS Spot Radio Small Markets Edition. Mid 011579-000

McComb

Pike County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WAKH (FM)

1982
MCCOMB



GERT BUNCHEZ & ASSOCIATES



Media Code 4 225 6655 4.00 Mid 032596-000
HWH Corporation
908 Delaware Ave., Box 1143, McComb, MS 39648.
Phone 601-684-8349.

PROGRAMMING DESCRIPTION
WAKH (FM): MUSIC: Adult Contemporary Rock format. NEWS: Network news at :50 of hour, 12 times daily. Nat'l & state. SPORTS at 6:30, 7:30, 4:30 & 5:30 pm COMMERCIAL POLICY: 4 maximum commercials breaks hourly. Contact Representative for further details. Rec'd 12/19/83.

- PERSONNEL**
General Manager—Maureen Clark.
Station Manager—Robbie Hamilton.
Program Director—Michael Forbes.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
ERP 100,000 w.; 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 497 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WAKH.
Affiliated with Gert Bunchez & Associates Group.
Member: Mississippi Network.

TIME RATES

NATIONAL AND LOCAL RATE SAME

Eff 4/1/84—Rec'd 4/24/84.

SPOT ANNOUNCEMENTS		SPECIFIED—6-10 AM, 11 AM-1 PM & 3-7 PM	
PER WK:	5 ti	10 ti	20 ti
1 min	12.77	12.09	11.41
30 sec	11.77	11.35	10.06

ALL OTHER TIMES
1 min 12.06 11.65 10.53 10.30
30 sec 10.65 10.24 9.18 8.94

May be combined with WAKH for frequency discount. (SMD)

WAKK

1975
MCCOMB



GERT BUNCHEZ & ASSOCIATES



Media Code 4 225 6668 7.00 Mid 011580-000
HWH Corp.
908 Delaware Ave., Box 1143, McComb, MS 39648.
Phone 601-684-4116, 6955.

PROGRAMMING DESCRIPTION
WAKK: MUSIC: Modern C & W. NEWS: network; local plus sports. Contact Representative for further details. Rec'd 10/22/82.

- PERSONNEL**
General Manager—Maureen Clark.
Station Manager—Robbie Hamilton.
Program Director—Michael Forbes.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
1,000 w.; 1140 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WAKH (FM).
Affiliated with RKO Radio Networks.
Member: Mississippi Agri-News Network, Mississippi Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 4/1/84—Rec'd 5/25/84.

SPOT ANNOUNCEMENTS		SPECIFIED 6-10 AM, 11 AM-1 PM & 3-7 PM	
PER WK:	5 ti	10 ti	20 ti
1 min	12.77	12.09	11.41
30 sec	11.77	11.35	10.06

ALL OTHER TIMES
1 min 12.06 11.65 10.53 10.30
30 sec 10.65 10.24 9.18 8.94

May be combined with WAKH (FM) for frequency discount. (SMD)

WAPF1948
MCCOMB**WCCA (FM)**1967
MCCOMB

Mid 011581-000

See SRDS Spot Radio Small Markets Edition.

WHNY1939
MCCOMB

Mid 011582-000

See SRDS Spot Radio Small Markets Edition.

Meridian

Lauderdale County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.**WALT**1946
MERIDIAN**HN&H**

HILLIER, NEWMARK, WECHSLER & HOWARD

RAB**NRBA**Media Code 4 225 6875 8.00 Mid 011588-000
New South Broadcasting Corp.
Hwy. 45 N., Box 5797, Meridian, MS 39301. Phone 601-693-2661.**PROGRAMMING DESCRIPTION**

WALT: Programmed for 18-49. MUSIC: Urban contemporary; live 24 hrs/day. NEWS: network news 24x/day; local 10x/day. COMMERCIAL POLICY: 12 minutes per hr for local announcements. Contact Representative for further details. Rec'd 6/26/84.

1. PERSONNEL

Station Manager—Ken Rainey.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 910 khz. Non-directional. Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 44b, 47e.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WOKK (FM).
Affiliated with ABC Information Network.
Sold in combination with WOKK (FM). See that listing.**TIME RATES**

No. 6 Eff 11/1/84—Rec'd 11/16/84.

6. SPOT ANNOUNCEMENTS

OPEN

	1 min	30 sec
Specified times	12	8
All other times	9	6
ANNUAL CONTRACT		
Specified times	10	7
All other times	8	5
Minimum contract, 300 ti in 6 mo.		

7. PACKAGE PLANS

TAP

35 spots—30 sec: 200.00
1/day M-F 6-10 am, 1/day M-F 10 am-3 pm, 1/day M-F 3-7 pm, 2/day M-F BTA, 5/day Sat & Sun BTA.
MINI TAP
20 spots—30 sec: 110.00
1/day Mon, Tues, Wed 6-10 am, 1/day Mon, Tues, Wed 10 am-3 pm, 1/day Mon, Tues, Wed 3-7 pm, 2/day Mon, Tues, Wed BTA, 5/day Sat & Sun BTA.
M-F 1/day 6-10 am 2/day M-F 10 am-3 pm M-F 1/day 3-7 pm 2/day M-F BTA 5/day BTA Sat 5/day BTA Sun.**WFEZ**1980
MERIDIAN**ndb**Media Code 4 225 7062 2.00 Mid 011585-000
Charisma Communications Co.
Box 1414, 15th Floor, Threefoot Bldg., Meridian, MS 39301. Phone 601-693-1414.**2. REPRESENTATIVES**Midsouth Spot Sales, Inc.
1 min rate 1x: 12.00.**WJDQ-FM****Q101**1969
MERIDIAN**ndb****RAB****NRBA**Media Code 4 225 7088 7.00 Mid 011586-000
Broadcasters & Publishers, Inc.
Hwy. 45 S., Box 5314, Meridian, MS 39302. Phone 601-693-2381.**PROGRAMMING DESCRIPTION**

WJDQ-FM: Programmed for adults, young adults & teens. MUSIC: current Contemporary Hits, selected album cuts & oldies. AIR PERSONALITIES handle all segments & are available for remotes & promotions. NEWS: local at 6:20, 7:20, 8:20 am 12:20, 4:20 & 5:20 pm; radio equipped mobile unit; weather 3x/hr; UPI & NOAA weather. FEATURES: reg'l audience participation contests & promotions; Sun wkly American Top 40 Countdown special plus Off the Record & Hot Ones specials. COMMERCIAL POLICY: 13 minutes/hr. Contact Representative for further details. Rec'd 10/22/84.

1. PERSONNELGeneral Manager—Don Partridge.
Sales Coordinator—Bergen Peterson.
Program Director—Tom Kelley.**2. REPRESENTATIVES**

Masla Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.**4. AGENCY COMMISSION**

15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 24d, 28b, 28c, 30, 31, 33d.
Contracts: 40a, 43, 44a, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 60k, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Contemporary Radio Network.**TIME RATES**

Eff 11/15/84—Rec'd 12/21/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm;
Sun 9 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec
WKLK:	1 ti	12 ti
AAA	21.25	20.00
AA	20.00	18.75
A	18.75	17.75
B	16.50	15.25

	1 ti	12 ti	18 ti	24 ti
WKLK:	16.50	15.25	14.00	13.00
AAA	15.25	14.00	13.00	11.75
AA	14.00	13.00	11.75	10.50
A	11.75	10.50	9.50	8.25

CONTRACT DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURESNEWS SPONSORSHIP
Mon-Fri 5-min at 6:20, 7:20, 8:20 am, 12:20, 4:20 & 5:20 pm; Sat 5-min at 6:20, 7:20 & 8:20 am—incl open plus 2 30-sec spots or 1 1-min spot; Flat 1-min 22.25; 30-sec 17.50.**WMOX**1945
MERIDIAN**SAVALLI & SCHUTZ**

INCORPORATED

RABMedia Code 4 225 7140 6.00 Mid 011587-000
Lauderdale Broadcasting Co., Inc.
Box 1511, WMOX Bldg., 10th St. & 20th Ave., Meridian, MS 39302. Phone 601-693-1891.**PROGRAMMING DESCRIPTION**

WMOX: MUSIC: Modern Country. Contact Representative for further details. Rec'd 7/30/84.

1. PERSONNEL

General Manager—Eddie Smith.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

3. FACILITIES10,000 w. nights; 1010 khz. Directional—separate patterns day & night.
Operating schedule: 4 am-midnight. CST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 2d, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with Music Country Radio Network.
Member: Mississippi Agri-News Network, Mississippi Network.**TIME RATES**

No. 23 Eff 2/1/82—Rec'd 2/4/82.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.**6. SPOT ANNOUNCEMENTS**

1 MIN:	1 ti	7 ti	13-18	1 MIN:	1 ti	7 ti	13-18
AAA	14	13	12	A	8	7	6
AA	10	9	8				

30 sec: 80% of 1-min.

WOKK (FM)1967
MERIDIAN**HN&H**

HILLIER, NEWMARK, WECHSLER & HOWARD

RAB**NRBA**Media Code 4 225 7245 3.00 Mid 011583-000
New South Broadcasting Corp.
Hwy 45 N., Box 5797, Meridian, MS 39301. Phone 601-693-2661.**PROGRAMMING DESCRIPTION**

WOKK (FM): MUSIC: Modern Country. NEWS: local, state, nat'l ea hr; network commentator M-F 3x/day. COMMERCIAL POLICY: 14 min per hour for local spots. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

Station Manager—Ken Rainey.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.**4. AGENCY COMMISSION**

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 44b, 47c.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WALT.
Affiliated with ABC Entertainment Radio Network.**TIME RATES**

No. 22 Eff 11/1/84—Rec'd 11/16/84.

AAA—Mon thru Fri 6-10 am.
AA—Allspecified dayparts other than AAA.
A—All other times, ROS.**6. SPOT ANNOUNCEMENTS**

	Open	Contract
1 min	AAA AA A	AA A A
30 sec	20 16 12 14 10	14 11 8 10 7

Minimum contract, 300 ti in 6 mo.

7. PACKAGE PLANSWEEKLY TAP
35 spots—30 sec: 295.00.
1/day M-F 6-10 am, 1/day M-F 10 am-3 pm, 1/day M-F 3-7 pm, 2/day M-F BTA, 5/day Sat & Sun BTA.
MINI TAP
20 spots—30 sec: 160.00.
1/day Mon, Tues & Wed 6-10 am, 1/day Mon, Tues & Wed 10 am-3 pm, 1/day Mon, Tues & Wed 3-7 pm 2/day Mon Tues & Wed BTA, 5/day Sun BTA.**WOKK (FM)/WALT COMBINATION**

No. 6 Eff 11/1/84—Rec'd 11/16/84.

6. SPOT ANNOUNCEMENTS

	Open	Contract
1 min	AAA AA A	AAA AA A
30 sec	29 25 20	27 21 16
Minimum contract, 300 ti in 6 mo.	20 17 12	19 14 11

7. PACKAGE PLANSTAP
35 spots—30 sec: 450.00.
1/day M-F 6-10 am, 1/day M-F 10 am-3 pm, 1/day M-F 3-7 pm, 2/day M-F BTA, 5/day Sat & Sun BTA.
MINI TAP
20 spots—30 sec: 240.00.
1/day Mon, Tues & Wed 6-10 am, 1/day Mon, Tues & Wed 10 am-3 pm, 1/day Mon, Tues & Wed 3-7 pm, 2/day Mon, Tues & Wed BTA, 5/day Sun BTA.**WQIC**1957
MERIDIAN

Urban Contemporary

Media Code 4 225 7350 1.00 Mid 011589-000
Torgerson Broadcasting Company, Inc.
2711 7th St, Box 5353, Meridian, MS 39302. Phone 601-693-4851.**PROGRAMMING DESCRIPTION**

WQIC: Programmed 100% for Black audience. MUSIC: rhythm & blues. NEWS: at :60. Sun gospel music & church services sign-on-noon, rhythm & blues thereafter. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

President—Stan Torgerson.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES1,000 w.; 1450 khz.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulationsGeneral: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a.
Cancellation: 71a, 73a.
Affiliated with Sheridan Broadcasting Network.**TIME RATES**

No. 7 Eff 6/1/84—Rec'd 5/23/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	1 ti	11 ti
	16.00	15.00
	14.00	12.00
	11.50	11.00

FREQUENCY DISCOUNT
PER YR: 250x 500x 1000x 2000x
1 min 12.00 11.50 11.00 10.00
30 sec 9.00 8.50 8.00 7.50
Fixed position/drive time: 1 min, ea 20.00; 30 sec, ea 15.00.**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125	75	40	25

Monticello

Lawrence County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.**WMLC**1969
MONTICELLO

Mid 011590-000

See SRDS Spot Radio Small Markets Edition.

Moss Point

Jackson County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.**WPMO (FM)**

1964

PASCAGOULA-MOSS POINT

Mid 011603-000

Licensed as a Pascagoula-Moss Point station. See listing under Pascagoula, MS.

WPMP

1951

PASCAGOULA-MOSS POINT

Mid 011604-000

Licensed as a Pascagoula-Moss Point station. See listing under Pacagoula, MS.

Natchez

Adams County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.**WMIS**

1941

NATCHEZ

Mid 011591-000

See SRDS Spot Radio Small Markets Edition.

WNAT

1949

NATCHEZ

Mid 011592-000

See SRDS Spot Radio Small Markets Edition.

WQNZ (FM)

1968

NATCHEZ

Mid 011593-000

See SRDS Spot Radio Small Markets Edition.

New Albany

Union County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.**WKXC**

1955

NEW ALBANY

Mid 011594-000

See SRDS Spot Radio Small Markets Edition.

WWKZ (FM)

1966

NEW ALBANY

Mid 011595-000

MISSISSIPPI

Newton

Newton County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WMYQ

1954
NEWTON

WMYQ-FM

1974
NEWTON

Mid 011596-000

See SRDS Spot Radio Small Markets Edition.

Ocean Springs

Jackson County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

WOSM (FM)

1971
OCEAN SPRINGS

Mid 011597-000

See SRDS Spot Radio Small Markets Edition.

Oxford

Lafayette County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WOOR (FM)

1969
OXFORD

Mid 011598-000

See SRDS Spot Radio Small Markets Edition.

WSUH

1955
OXFORD

Mid 011599-000

See SRDS Spot Radio Small Markets Edition.

Pascagoula

Jackson County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.

WGUD (FM)

1976
PASCAGOULA

Mid 011600-000

  
Media Code 4 225 8040 7.00
WGUD/Stereo/Inc.
Box 307, Pascagoula, MS 39567. Phone 601-475-2111.
Street Address:
4519 Jefferson Ave., Moss Point, MS 39563.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 14.12.

WJKX

1967
PASCAGOULA



Mid 011601-000

Media Code 4 225 8043 1.00
WGUD/Stereo/Inc.
Box 307, Pascagoula, MS 39567. Phone 601-475-2111.
Street Address:
4519 Jefferson Ave., Moss Point, MS 39563.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 11.77.

WKKY (FM)

1967
PASCAGOULA



Mid 011602-000

Media Code 4 225 8047 2.00
Jackson County Broadcasting, Inc.
Box 1789, 4510 Short Cut Rd., Pascagoula, MS 39567.
Phone 601-762-1821, 1822.
1 min rate 1x: 8.00.

WPMP (FM)

1964
PASCAGOULA-MOSS POINT



Media Code 4 225 8055 5.00 Mid 011603-000
Gulf Coast Country Corp.
5115 Telephone Rd., Drawer 789, Pascagoula, MS 39567. Phone 601-762-3113, 374-1599.

PROGRAMMING DESCRIPTION
WPMP (FM): MUSIC: Modern Country. NEWS: ABC with local news at :30; weather 3x per hr. Rec'd 1/28/83.

1. PERSONNEL
General Manager—Page Dew.
General Sales Manager—Jim Horn.
Program Director—Larry Brown.
 2. REPRESENTATIVES
Torbet Radio, Inc.
 3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 380 ft. above sea level.
 4. AGENCY COMMISSION
15/0 time only; 10 days.
 5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 4b, 15b.
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42c, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a
Prod. Services: 80, 82.
AM facilities: WPMP.
Affiliated with Supernet.
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (D)

WPMP

1951
PASCAGOULA-MOSS POINT



Media Code 4 225 8085 2.00 Mid 011604-000
Gulf Coast Country Corp.
5115 Telephone Rd., Box 789, Pascagoula, MS 39567.
Phone 601-762-3113, 374-1599.

PROGRAMMING DESCRIPTION
WPMP: Primary target adults 18-34; secondary, 12-44.
MUSIC: urban hits, blend of current Contemporary & R & B hits. NEWS: network hrly at :56; local, state & reg'l at :59:30. Contact Representative for further details. Rec'd 9/20/83.

1. PERSONNEL
General Manager—Page Dew.
General Sales Manager—Jim Horn.
Program Director—Craig Dale.
 2. REPRESENTATIVES
Torbet Radio, Inc.
 3. FACILITIES
5,000 w. days; 1580 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
 4. AGENCY COMMISSION
15%.
 5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12e, 13g, 14e, 15e.
Basic Rates: 22e, 24a, 24b, 25b, 27, 28c.
Contracts: 40a, 44a, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60a, 60g.
Cancellation: 71a.
Prod. Services: 82.
FM facilities: WPMP (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.
- TIME RATES**
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

Pearl

Rankin County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See Jackson
(including Clinton, Pearl)

Philadelphia

Neshoba County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WHOC

1948
PHILADELPHIA

Mid 011605-000

See SRDS Spot Radio Small Markets Edition.

WWSL (FM)

1980
PHILADELPHIA

Mid 027213-000

See SRDS Spot Radio Small Markets Edition.

Picayune

Pearl River County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WRJW

1949
PICAYUNE

Mid 011607-000

See SRDS Spot Radio Small Markets Edition.

WRMH (FM)

1973
PICAYUNE

Mid 011606-000

See SRDS Spot Radio Small Markets Edition.

Pontotoc

Pontotoc County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WSEL

1962
PONTOTOC
WSEL-FM

1962
PONTOTOC

Mid 011608-000

See SRDS Spot Radio Small Markets Edition.

Poplarville

Pearl River County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

WRPM

1963
POPLARVILLE

Mid 011609-000

See SRDS Spot Radio Small Markets Edition.

WRPM-FM

1986
POPLARVILLE

Mid 011610-000

See SRDS Spot Radio Small Markets Edition.

Quitman

Clarke County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WBFN

1968
QUITMAN

Mid 011612-000

See SRDS Spot Radio Small Markets Edition.

WYKK (FM)

1981
QUITMAN

Mid 011613-000

See SRDS Spot Radio Small Markets Edition.

Ripley

Tippah County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WTXI (FM)

1979
RIPLEY

Mid 011614-000

See SRDS Spot Radio Small Markets Edition.

Senatobia

Tate County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WSAO

1962
SENATOBIA

Mid 011615-000

See SRDS Spot Radio Small Markets Edition.

Starkville

Oktober County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WKOR

1968
STARKVILLE

Mid 011616-000

See SRDS Spot Radio Small Markets Edition.

WKOR-FM

1979
STARKVILLE

Mid 033703-000

See SRDS Spot Radio Small Markets Edition.

WSSO

1948
STARKVILLE
WSMU (FM)

1968
STARKVILLE

Mid 011617-000

See SRDS Spot Radio Small Markets Edition.

Tupelo

Lee County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WCFB

1972
TUPELO

Mid 011619-000

See SRDS Spot Radio Small Markets Edition.

WELO

1944
TUPELO

Mid 011618-000

See SRDS Spot Radio Small Markets Edition.

WTUP

1953
TUPELO

Contemporary



Media Code 4 225 8820 2.00 Mid 011620-000
WTUP Broadcasting Corp.
Natches Trace Inn, Box 2439, Tupelo, MS 38803. Phone 601-844-1490.

PROGRAMMING DESCRIPTION
WTUP: Programmed for adults 21-49. MUSIC: Adult Contemporary w/blend of Oldies for top demos. FEATURES: mobile van; call-in contests, prizes. NEWS: at :30, brief at :59; nat'l wire service; state weather wire; FEATURES: remote broadcast facilities; emphasis on community involvement; radar reports, latest audio-processing equipment. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Zane D. Roden.
Sales Manager—Tommy Estess.
 2. REPRESENTATIVES
Weiss & Powell, Inc.
 3. FACILITIES
1,000 w.; 1490 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.
 4. AGENCY COMMISSION
15/0 time only.
 5. GENERAL ADVERTISING See coded regulations
Contracts: 40a, 41, 44a, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with RKO.
- TIME RATES**

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD) (A)

WZLQ (FM)

1968
TUPELO

Mid 011621-000

See SRDS Spot Radio Small Markets Edition.

Tylertown

Walthall County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WTYL

1969
TYLERTOWN

Mid 011622-000

See SRDS Spot Radio Small Markets Edition.

WTYL-FM

1970
TYLERTOWN

Mid 011623-000

See SRDS Spot Radio Small Markets Edition.

Vicksburg

Warren County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WJFL

1948
VICKSBURG

ndb

Media Code 4 225 8888 9.00 Mid 011624-000
Omni Media Corp.
Box 76, 2202 Washington St., Vicksburg, MS 39180.
Phone 601-636-1494.

2. REPRESENTATIVES
Savalli & Schutz, Inc.
30 sec rate 1x: 4.70.

WKYV (FM)

1970
VICKSBURG

ndb

NRBA

Media Code 4 225 8900 2.00 Mid 011625-000
Red Carpet City Broadcasting Corp.
Box 1357, Vicksburg, MS 39180. Phone 601-638-5111.
1 min rate 1x: 10.00.

WQBC

1931
VICKSBURG

ndb

Media Code 4 225 8925 9.00 Mid 011626-000
Radio Station WQBC
Box 589, 2845 Clay St., No. 2, Vicksburg, MS 39180.
Phone 601-636-1108.
1 min rate 1x: 12.00.

WQMV (FM)

1966
VICKSBURG

ndb

Media Code 4 225 9030 7.00 Mid 011627-000
Ronken, Inc.
1855 Lakeland Dr., Bldg. E, Jackson, MS 39216. Phone
601-366-9909, Vicksburg, 636-1494.

2. REPRESENTATIVES
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

Water Valley

Yalobusha County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WVLY

1968
WATER VALLEY

Mid 011628-000

See SRDS Spot Radio Small Markets Edition.

Waynesboro

Wayne County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WABO

1954
WAYNESBORO

Mid 011629-000

See SRDS Spot Radio Small Markets Edition.

WABO-FM

1973
WAYNESBORO

Mid 011630-000

See SRDS Spot Radio Small Markets Edition.

West Point

Clay County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WKBB (FM)

1974
WEST POINT

Mid 011631-000

See SRDS Spot Radio Small Markets Edition.

WROB

1947
WEST POINT

Mid 011632-000

See SRDS Spot Radio Small Markets Edition.

Wiggins

Stone County—Map Location F-10
See SRDS Consumer market map and data at beginning of the state.

WIGG

1968
WIGGINS

Mid 011633-000

See SRDS Spot Radio Small Markets Edition.

Winona

Montgomery County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WONA

1958
WINONA
WONA-FM

1976
WINONA

Mid 011634-000

See SRDS Spot Radio Small Markets Edition.

Yazoo City

Yazoo County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WAZF

1947
YAZOO CITY

Mid 011635-000

See SRDS Spot Radio Small Markets Edition.

WJNS

1974
YAZOO CITY

Mid 011637-000

See SRDS Spot Radio Small Markets Edition.

WJNS-FM

1968
YAZOO CITY

Mid 011636-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

Map Explanation

Read figures in THOUSANDS

Over 500	With Daily Media.
250-500	•
100-250	◊
50-100	◻
20-50	◐
5-10	◑
Under 5	◒

CITY POPULATION
SRDS Consumer Market Data

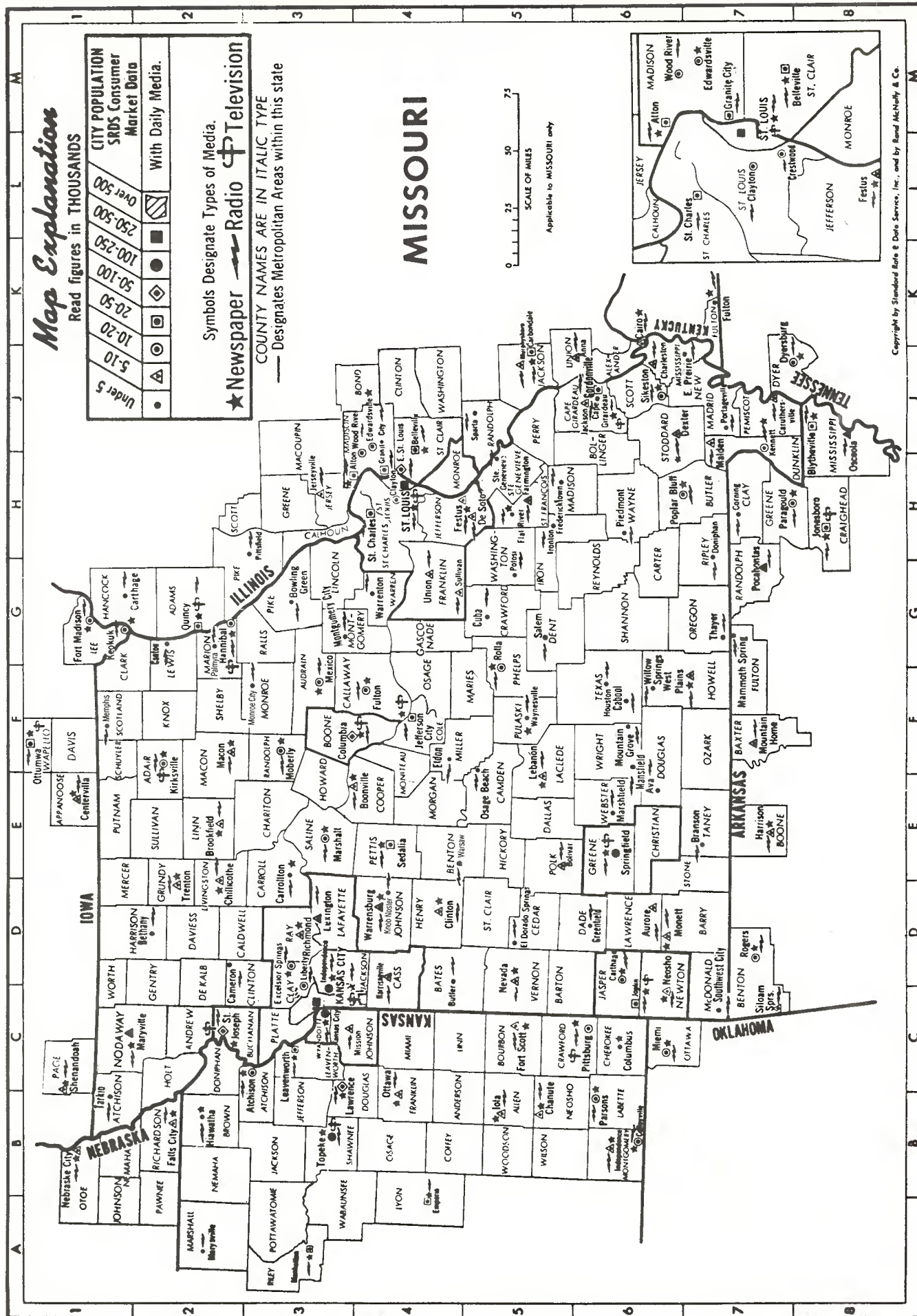
Symbols Designate Types of Media.

★ Newspaper ⚡ Radio ☑ Television

COUNTY NAMES ARE IN ITALIC TYPE
— Designates Metropolitan Areas within this state

MISSOURI

SCALE OF MILES
0 25 50 75
Applicable to MISSOURI only



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984						Retail Sales—1984										Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				15000 to 19999	35000 to 39999	50000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General				Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)				
											Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)							
MISSOURI STATE TOTALS.....	4,981.2	1,831.79	45,651,119	24,922	36.7	40.8	13.7	8.8	25,545,638	13,946	5,623,561	898,541	3,815,003	1,196,973	1,255,772	4,319,985	2,273,304	3,054.64	479.8	51.30	
ADAIR F-2.....	25.7	9.37	185,846	19,834	48.6	38.0	8.4	5.0	118,798	12,679	26,865	4,447	18,659	5,398	5,358	19,961	10,684	15.18	.3	.14	
ANDREW C-2.....	14.7	5.25	109,625	20,881	40.0	46.8	9.2	4.0	68,065	12,965	15,292	2,510	10,562	3,117	3,138	11,455	6,105	10.28	.07	.06	
ATCHISON B-1.....	8.4	3.25	65,679	20,209	44.9	43.5	6.6	5.0	41,210	12,680	9,318	1,542	6,471	1,873	1,860	6,925	3,706	5.75	.07	.06	
AUDRAIN F-3.....	26.7	9.98	211,591	21,202	38.9	46.8	9.6	4.7	131,742	13,201	29,451	4,803	20,253	6,067	6,173	22,198	11,794	17.21	1.5	.28	
BARRY D-7.....	26.0	10.03	196,205	19,562	47.2	39.2	8.7	5.0	126,596	12,622	28,669	4,754	19,936	5,743	5,683	21,264	11,391	18.21	.13	.13	
BARTON C-5.....	11.6	4.56	72,766	15,957	55.9	37.2	4.5	2.3	53,360	11,702	12,363	2,109	8,762	2,355	2,207	8,912	4,845	8.03	.04	.04	
BATES D-4.....	16.1	6.25	115,337	18,454	49.8	37.8	7.7	4.7	77,907	12,465	17,707	2,950	12,351	3,519	3,454	13,074	7,020	11.35	.1	.07	
BENTON E-4.....	10.8	3.95	57,049	14,443	64.1	35.9	5.8	4.2	63,721	12,091	14,616	2,463	10,273	2,847	2,736	10,670	5,763	9.41	.07	.06	
BOLLINGER J-6.....	107.1	38.35	940,817	24,535	36.5	40.9	14.1	8.5	532,065	13,874	117,294	18,777	79,673	24,891	26,043	89,947	47,375	65.50	6.8	1.04	
BOONE F-3.....	63.1	22.09	504,322	22,830	36.5	40.9	14.1	8.5	295,473	13,376	65,798	10,677	45,095	13,667	14,017	49,831	26,412	35.97	5.2	7.0	
Columbia.....	107.1	38.35	940,817	24,535	36.5	40.9	14.1	8.5	532,065	13,874	117,294	18,777	79,673	24,891	26,043	89,947	47,375	65.50	6.8	1.04	
Columbia Metro Area.....	87.7	33.18	804,766	24,255	36.2	42.0	14.1	7.7	458,845	13,829	101,241	16,227	68,822	21,445	22,400	77,553	40,869	52.27	2.6	1.55	
BUCHANAN C-3.....	75.7	29.01	677,486	23,354	395,405	13,630	87,591	14,114	59,755	18,398	19,068	66,768	35,273	43.48	2.6	1.41	
St. Joseph Metro Area.....	87.7	33.18	804,766	24,255	36.2	42.0	14.1	7.7	458,845	13,829	101,241	16,227	68,822	21,445	22,400	77,553	40,869	52.27	2.6	1.55	
BUTLER H-7.....	39.1	14.87	253,971	17,079	55.9	33.8	6.2	4.1	179,930	12,100	41,259	6,950	28,993	8,042	7,732	30,130	16,271	23.53	2.0	2.2	
CALDWELL D-2.....	8.8	3.39	63,405	18,704	49.8	38.0	8.1	4.0	42,542	12,549	9,648	1,603	6,718	1,927	1,900	7,143	3,830	6.21	.04	.04	
CALLAWAY F-3.....	34.2	11.49	282,107	24,552	31.5	46.9	14.5	7.1	163,268	14,210	35,762	5,675	24,152	7,692	8,147	27,642	14,501	21.14	1.8	.19	
CAMDEN E-5.....	22.3	9.00	191,082	21,231	41.8	42.4	10.7	5.1	116,329	12,925	26,158	4,299	18,080	5,321	5,348	19,573	10,438	16.71	.15	.15	
CAPE GIRARDEAU J-6.....	62.3	22.49	510,410	22,695	39.5	42.8	11.4	6.3	301,640	13,412	67,122	10,881	45,973	13,964	14,342	50,880	26,956	39.12	2.4	3.2	
CARROLL E-3.....	11.9	4.72	86,810	18,392	51.5	36.8	6.7	5.0	58,116	12,292	13,240	2,217	9,267	2,608	2,536	9,726	5,236	8.30	.3	.07	
CARTER G-6.....	6.0	2.20	35,075	15,943	57.0	34.9	5.2	2.9	25,070	5,965	5,117	1,714	5,865	1,017	1,070	4,305	2,339	3.68	.04	.04	
CASS D-4.....	55.9	19.30	535,708	27,757	27.7	42.6	18.4	11.3	287,540	14,898	62,198	9,699	41,525	13,733	14,878	48,824	25,416	37.67	4	.44	
CEDAR D-5.....	13.0	5.28	91,840	17,394	56.4	34.2	7.8	3.6	62,622	11,860	14,446	2,452	10,202	2,778	2,633	10,471	5,676	8.84	.09	.09	
CHARITON E-3.....	10.2	3.97	76,849	19,357	50.4	36.2	7.4	6.0	49,660	12,509	11,271	1,874	7,852	2,247	2,212	8,337	4,472	7.36	.5	.03	
CHRISTIAN E-6.....	25.2	9.06	206,691	22,814	37.4	45.2	11.8	5.6	122,765	13,550	27,243	4,400	18,614	5,701	5,888	20,721	10,959	18.19	.13	.13	
CLARK F-1.....	8.5	3.16	56,079	17,747	51.5	38.3	5.8	4.4	38,358	12,139	8,786	1,478	6,168	1,717	1,655	6,425	3,467	5.88	.03	.03	
CLAY C-3.....	140.8	51.83	1,579,170	30,468	21.2	43.9	22.1	12.8	807,731	15,584	172,720	26,493	114,075	39,048	43,142	137,513	71,081	95.88	1.5	2.22	
CLINTON D-3.....	17.4	6.14	133,318	21,713	38.9	44.2	11.9	5.0	82,729	13,474	18,387	2,976	12,581	3,835	3,948	13,958	7,390	11.50	4	.10	
COLE F-4.....	60.5	21.43	573,033	26,740	29.0	45.0	16.7	9.4	310,897	14,508	67,721	10,664	45,504	14,737	15,768	52,705	27,554	36.50	4.5	3.2	
Jefferson City.....	35.5	13.08	352,719	26,966	190,219	14,543	41,409	6,515	27,809	9,023	9,665	32,252	16,855	21.33	3.3	.20	
COOPER E-4.....	14.5	5.39	103,196	19,146	45.2	43.5	7.8	3.7	68,007	12,617	15,397	3,086	10,705	3,086	3,055	11,424	6,119	9.31	.9	.10	
CRAWFORD G-5.....	19.7	7.17	146,382	20,416	44.5	40.9	9.8	5.0	92,673	12,925	20,841	3,425	14,406	4,239	4,259	15,592	8,316	12.74	.10	.10	
DADE D-6.....	7.5	3.02	53,669	17,771	53.1	37.0	6.2	3.7	36,560	12,106	8,379	1,411	5,886	1,635	1,574	6,123	3,305	5.61	.03	.03	
DALLAS E-2.....	13.1	4.87	100,840	20,665	51.9	33.3	9.1	5.7	60,960	12,517	13,834	2,301	9,638	2,759	2,717	10,234	5,490	8.80	.08	.08	
DAVISS D-5.....	9.3	3.57	62,746	17,576	56.7	34.7	5.6	3.0	41,980	11,759	9,711	1,653	6,873	1,856	1,747	7,015	3,809	6.22	.05	.05	
DE KALB C-2.....	8.7	3.28	56,524	17,233	52.6	37.4	6.7	3.4	39,859	12,152	9,128	1,535	6,407	1,784	1,721	6,677	3,602	5.95	.05	.05	
DENT G-5.....	15.8	5.94	115,089	19,375	48.2	38.9	7.8	5.0	75,307	12,678	17,027	2,818	11,825	3,423	3,399	12,654	6,772	10.47	.07	.07	
DOUGLAS F-6.....	12.7	4.60	73,759	16,035	60.1	31.5	4.7	3.6	53,895	11,716	12,480	2,128	8,842	2,380	2,234	9,003	4,893	8.53	.07	.07	
DUNKLIN H-7.....	37.1	14.03	246,879	17,597	54.1	35.8	6.3	3.8	170,935	12,184	39,115	6,572	27,439	7,659	7,401	28,639	15,444	21.48	2.3	.22	
FRANKLIN G-4.....	77.6	26.44	660,098	24,966	32.1	45.3	15.3	7.4	376,264	14,231	82,380	13,065	55,613	17,736	18,800	63,711	33,413	49.27	8	.44	
GASCONADE G-4.....	13.6	5.26	108,681	20,662	42.1	42.9	9.5	5.5	69,954	13,109	15,445	2,526	10,640	3,168	3,210	11,613	6,178	9.12	.05	.05	
GENTRY C-2.....	7.8	3.10	52,241	16,852	54.0	36.7	5.5	3.8	37,181	11,994	8,548	1,445	6,020	1,583	1,583	6,222	3,366	5.42	.04	.04	
GREENE E-6.....	195.5	73.95	1,777,710	24,039	43.3	41.0	9.7	6.0	1,005,840	13,602	222,952	35,956	152,180	46,769	48,413	169,820	89,749	125.71	3.2	1.32	
Springfield.....	136.1	53.51	1,164,520	21,763	698,012	13,045	156,551	25,642	107,963	32,025	32,361	117,518	62,570	84.43	2.9	.99	
Springfield Metro Area.....	220.7	83.01	1,984,400	23,906	38.3	42.3	11.9	7.5	1,128,600	13,596	250,195	40,356	170,794	52,470	54,301	190,541	100,708	143.75	3.2	1.46	
GRUNDY D-2.....	12.0	4.91	83,382	16,982	53.0	38.5	5.5	3.1	59,148	12,046	13,579	2,291	9,551	2,640	2,531	9,902	5,351	8.09	.07	.07	
HARRISON D-2.....	9.7	4.10	66,222	16,152	60.2	30.7	5.1	4.1	48,201	11,756	11,152	1,899	7,895	2,131	2,004	8,054	4,374	7.20	.04	.04	
HENRY D-4.....	20.1	8.01	146,297	18,264	51.3	36.5	8.3	3.9	99,648	12,440	22,661	3,778	15,814	4,498	4,410	16,721	8,981	13.53	.2	.10	
HICKORY E-5.....	7.3	3.03	46,728																		

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales		By Selected Store Types										
				Per Household (\$)	00000 to 14999	15000 to 34999	35000 to 49999	50000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motiva (\$000)				Service Station (\$000)	
PEMISCOT J-7	23.8	8.54	131,982	15,455	61.7	30.4	5.2	2.6	99,219	11,618	23,032	3,938	16,349	4,369	4,074	16,564	9,016	11.67	6.3	.17
PERRY J-5	17.7	6.16	118,002	19,156	45.1	42.7	9.2	3.0	78,802	12,793	17,775	2,933	12,319	3,591	3,585	13,249	7,080	10.9606
PETTS E-4	37.1	14.24	303,476	21,312	43.3	41.4	9.6	5.7	184,915	12,986	41,527	6,813	28,670	8,471	8,537	31,123	16,584	23.46	1.4	.23
PHELPS F-5	34.6	12.00	263,156	21,930	42.6	40.9	9.7	6.8	158,451	13,204	35,412	5,773	24,346	7,299	7,431	26,700	14,184	21.09	.3	.30
PIKE G-3	17.7	6.42	128,976	20,090	47.6	39.8	7.3	5.3	80,662	12,564	18,287	3,037	12,729	3,654	3,607	13,545	7,261	11.27	1.0	.07
PLATTE C-3	51.4	18.40	574,549	31,225	20.8	42.5	21.9	14.8	289,575	15,738	61,765	9,439	40,695	14,036	15,572	49,327	25,458	35.37	.6	.60
POLK E-5	20.3	7.42	135,574	18,271	53.5	35.8	6.4	4.4	91,021	12,267	20,786	3,484	14,556	4,089	3,970	15,258	8,217	13.2812
PULASKI F-5	37.0	8.98	186,365	20,753	40.8	45.8	9.4	3.9	115,220	12,831	25,963	4,279	17,978	5,258	5,260	19,377	10,347	15.18	4.1	1.51
PUTNAM E-1	6.2	2.45	38,610	15,759	59.8	33.2	4.0	3.0	28,545	11,651	6,621	1,131	4,697	1,258	1,176	4,766	2,593	4.2604
RALLS G-3	9.5	3.42	68,580	20,053	41.7	47.3	7.8	3.2	43,782	12,802	9,869	1,627	6,835	1,997	1,997	7,362	3,932	6.72	2	.03
RANDOLPH F-3	26.5	9.74	193,970	19,915	45.9	40.4	9.1	4.6	124,813	12,814	28,134	4,638	19,486	5,693	5,692	20,988	11,210	15.81	1.7	.20
RAY D-3	22.8	8.08	194,211	24,036	34.0	44.1	15.0	6.9	114,003	14,109	25,016	3,980	16,922	5,361	5,658	19,293	10,133	15.34	.3	.10
REYNOLDS G-6	7.7	2.83	48,045	16,977	52.1	39.5	6.7	1.7	35,083	12,397	7,985	1,333	5,577	1,582	1,548	5,885	3,163	5.0004
RIPLEY H-7	13.4	4.99	72,755	14,580	64.0	29.8	3.9	2.3	56,489	11,320	13,221	2,283	9,446	2,462	2,247	9,411	5,150	8.3509
ST CHARLES H-4	163.0	53.13	1,645,640	30,974	17.5	47.1	23.3	12.1	846,865	15,939	180,076	27,395	118,299	41,178	45,915	144,358	74,366	103.43	2.2	1.07
ST CLAIR D-5	9.0	3.59	54,116	15,074	61.7	30.3	4.9	3.1	41,700	11,616	9,682	1,656	6,873	1,836	1,711	6,961	3,790	6.1203
ST FRANCOIS H-5	44.6	16.08	327,827	20,387	42.6	43.2	10.0	4.3	210,374	13,083	47,145	7,714	32,490	9,661	9,779	35,426	18,852	27.10	.1	.23
ST LOUIS ² H-4	1,359.1	500.01	15,393,660	30,787	45.0	37.9	11.1	6.0	7,545,570	15,091	1,626,726	252,470	1,082,677	361,652	394,094	1,282,214	666,096	762.33	283.4	12.96
Florissant	53.0	17.69	595,945	33,688	292,411	16,530	61,631	9,253	40,144	14,347	16,223	49,943	25,592	33.61	1.5	.37
St Louis	380.0	150.18	3,170,050	21,108	1,964,980	13,084	440,336	72,043	303,448	90,241	91,353	330,894	176,083	150.68	173.1	4.64
St. Louis Metro Area	1,781.9	639.52	19,371,800	30,291	26.0	41.5	18.6	13.9	9,683,410	15,142	2,085,820	323,322	1,387,110	464,540	506,964	1,645,820	854,533	1,008.15	314.9	15.98
St. Louis-East St. Louis-Alton Consolidated Area	2,339.8	835.05	24,277,300	29,073	27.8	41.6	18.0	12.7	12,472,800	14,937	2,696,120	420,022	1,798,850	596,129	646,623	2,118,220	1,102,180	1,320.87	401.5	22.03
University City	40.8	16.17	428,687	26,511	230,203	14,236	50,397	7,992	34,020	10,852	11,505	38,980	20,442	22.38	17.5	.34
STE GENEVIEVE H-5	15.9	5.24	111,754	21,327	37.5	47.7	10.4	4.4	69,591	13,281	15,530	2,527	10,663	3,211	3,279	11,731	6,226	9.6507
SALINE E-3	24.8	9.42	180,770	19,190	45.7	42.4	8.1	3.9	119,176	12,651	26,968	4,468	18,740	5,411	5,364	20,022	10,720	16.05	1.2	.14
SCHUYLER F-1	5.1	1.99	33,776	16,973	54.9	35.9	5.3	3.9	23,934	12,027	5,498	928	3,869	1,067	1,022	4,006	2,166	3.5404
SCOTLAND F-1	5.4	2.07	35,269	17,038	58.0	31.4	5.2	5.4	24,606	11,887	5,673	962	4,005	1,092	1,036	4,115	2,230	3.7502
SCOTT J-6	41.9	14.92	291,824	19,559	46.4	40.1	9.1	4.4	191,823	12,857	43,206	7,116	29,906	8,757	8,769	32,262	17,224	24.70	3.4	.23
SHANNON G-6	8.2	2.98	48,439	16,255	55.3	36.5	6.3	1.8	35,731	11,990	8,213	1,388	5,783	1,592	1,522	5,980	3,234	5.3203
SHELBY F-2	7.7	3.09	50,368	16,300	54.8	36.9	5.6	2.6	36,677	11,870	8,457	1,434	5,971	1,628	1,544	6,133	3,324	5.40	.1	.02
STODDARD J-6	30.1	11.22	203,911	18,174	51.6	37.8	6.4	4.2	137,388	12,245	31,392	5,265	21,994	6,167	5,979	23,027	12,406	18.82	.7	.14
STONE E-7	17.7	7.00	134,550	19,221	47.8	39.9	7.6	4.7	87,209	12,458	19,824	3,303	13,830	3,939	3,864	14,635	7,859	13.0506
SULLIVAN E-2	7.3	2.94	45,480	15,469	60.7	32.1	3.6	3.6	33,917	11,536	7,890	1,353	5,610	1,489	1,382	5,659	3,085	5.0204
TANEY E-7	23.2	8.25	197,867	21,391	41.6	42.8	10.1	5.5	119,947	12,967	26,948	4,424	18,612	5,492	5,530	20,186	10,759	16.0611
TEXAS F-6	22.1	9.34	137,552	16,493	56.4	35.5	5.0	3.1	98,995	11,870	22,828	3,872	16,116	4,395	4,168	16,554	8,972	15.1510
VERNON D-5	20.1	7.67	148,016	19,298	48.1	40.1	7.1	4.7	95,960	12,511	21,785	3,624	15,180	4,341	4,272	16,109	8,643	13.1911
WARREN G-4	16.9	5.90	137,641	23,329	38.0	43.1	12.2	6.7	79,991	13,558	17,746	2,865	12,122	3,716	3,840	13,503	7,140	10.84	.6	.08
WASHINGTON H-5	18.9	6.30	119,706	19,001	47.2	41.7	7.7	3.3	79,849	12,674	18,060	2,990	12,545	3,628	3,600	13,416	7,181	11.16	.1	.08
WAYNE H-6	12.2	4.69	69,955	14,916	63.7	29.8	4.2	2.3	53,569	11,422	12,502	2,152	8,913	2,343	2,155	9,931	4,878	7.8306
WEBSTER E-6	22.4	7.68	174,382	22,706	42.7	40.6	11.1	5.5	101,724	13,245	22,716	3,700	15,607	4,690	4,783	17,144	9,103	14.07	.1	.11
WORTH C-1	2.9	1.19	17,690	14,866	60.9	32.1	3.9	3.1	13,687	11,502	3,185	546	2,265	601	557	2,283	1,245	2.1101
WRIGHT F-6	17.2	6.48	109,930	16,965	58.1	33.7	4.1	4.0	75,757	11,691	17,550	2,994	12,437	3,344	3,135	12,654	6,879	11.4413

(2) St. Louis County data includes independent City of St. Louis data.

MISSOURI

MISSOURI

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

BROWNFIELD NETWORK

(A division of Learfield Communications, Inc.)

MISSOURI GROUP



Business Office: 216 E. McCarty St., Jefferson City, MO 65101. Phone 314-636-5141.

See listing under Regional Radio Networks and Groups.

Mid 011638-003

(CR-3)

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-013
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.

New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

MISSOURI STATE GROUP

Comprised of

Non-Interconnected Stations
KLCO—Branson
KRZK (FM)—Branson
KVVC-FM—Cabool
KCRV—Caruthersville
KCHR—Charleston
KHAD—De Soto
KDEX/KDEX-FM—Dexter
KDFN/KOEA (FM)—Doniphan
KEXS—Excelsior Springs
KFMO—Flat River
KFRG (FM)—Greenfield
KPIA—Fronton
KJAS—Jackson
KWOS—Jefferson City
KODE—Joplin
KLUK (FM)—Knob Noster
KTCB—Malden
KTRI (FM)—Mansfield
KSNM/KNIM-FM—Maryville
KKBL (FM)—Monett
KRMO—Monett
KLCO (FM)—Monroe City
KLRS—Mountain Grove
KLSR-FM—Mountain Grove
KNEM—Nevada
KIDS (FM)—Palmyra
KLID—Poplar Bluff
KWOC—Poplar Bluff
KMIS/KMIS-FM—Portageville
KDFC—Sedalia
KLSM—Springfield
KALM—Thayer
KTTN/KTTN-FM—Trenton
KOKO—Warrensburg
KWPM—West Plains
KWPM-FM—West Plains

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC.

RX:

For best results, use only as directed. Use the most current SRDS editions for efficient planning and buying.

MAGIC CIRCLE NETWORK



Comprised of

KELE (FM)—Aurora
KSWM—Aurora
KMAN/KMOE (FM)—Butler
KMRN—Cameron
KHAD—De Soto
KDEX/KDEX-FM—Dexter
KDFN/KOEA (FM)—Doniphan
KESM/KESM-FM—Eldorado Springs
KEXS—Excelsior Springs
KREI—Farmington
KJCF—Festus
KFMO—Flat River
KFTW—Fredericktown
KFAL—Fulton
KKCA (FM)—Fulton
KBTC—Houston
KSCM (FM)—Houston
KPIA—Fronton
KODE—Joplin
KLWT—Lebanon
KLWT-FM—Lebanon
KTCB—Malden
KTRI (FM)—Mansfield
KOSC—Marshfield
KOSC-FM—Marshfield
KKBL (FM)—Monett
KRMO—Monett
KLCO (FM)—Monroe City
Monroe City
KLRS—

Mountain Grove
KLRS-FM—Mountain Grove
KRMS—Osage Beach
KYLK (FM)—Osage Beach
KPWB—Piedmont
KLID—Poplar Bluff
KMIS/KMIS-FM—Portageville
KYRO—Potosi
KMOZ/KCLU-FM—Rolla
KSGM-FM—Ste Genevieve
KSMO—Salem
KSMO-FM—Salem
KDFO—Sedalia
KSIM—Sikeston
KTXR (FM)—Springfield
KTUI—Sullivan
KTRX (FM)—Tarkio
KALM—Thayer
KTTN/KTTN-FM—Trenton
KLPW—Union
KLPW-FM—Union
KOKO—Warrensburg
KAYQ (FM)—Warsaw
KOZO—Waynesville
KFBD—Waynesville
KWPM—West Plains
KWPM-FM—West Plains
KUKU—Willow Springs

Media Code 4 225 9949 8.00

Mid 015389-000

1525 S. Glenstone, Box 3335, Springfield, MO 65804. Phone 417-881-4114.

1. PERSONNEL

Pres. & Nat'l Sales Mgr.—M. Richard Bradley.
Traffic Manager—Janie Losurdo.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 24c, 25a, 28b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 71b, 73a.
Schedules may vary from station to station, as may copy, and/or live tags.
Billings: Accounts are billed at the end of each month's service on a blanket, itemized statement, with affidavit. Specific agencies will be furnished if necessary, however most Magic Circle business is on a time segment basis.
Magic Circle will at no charge make taped dubs of transcribed copy for use on its stations.
Rates noted below are the total rates for all listed Magic Circle Network stations.

TIME RATES

Eff—Rec'd 5/2/83.

6. SPOT ANNOUNCEMENTS

	Open	1 min	30 sec	1 min	30 sec
Missouri	572	410	507	360	115
Arkansas	185	130	165	115	115
Kansas	15	13	12	10	10
Oklahoma	55	35	50	30	30

Open means any number of spots scheduled in any manner.
(*) 30 per wk/100 per mo on ea station uses. 1-min & 30-sec may combine to earn 30 per wk/100 per mo rate.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

MISSOURINET



missouri network, inc.

(A division of Learfield Communications, Inc.)

NRBA

Comprised of Interconnected Stations

KELE (FM)—Aurora
KSWM—Aurora
KBMV—Birch Tree
KYOO/KYOO-FM—Bolivar
KWRT/KDBX (FM)—Boonville
KMAM/KMOE (FM)—Butler
KZMO—California
KZMO-FM—California
KDMO—Carthage
KRK (FM)—Carthage
KCHI/KCHI-FM—Chillicothe
KDKD—Clinton
KDKD-FM—Clinton
KFRU—Columbia
KBCC—Cuba
KDFN/KOEA (FM)—Doniphan
KESM/KESM-FM—El Dorado Springs
KREI—Farmington
KJCF—Festus
KFTW—Fredericktown
KBTC—Houston
KJAS—Jackson
KWOS—Jefferson City
KMBZ—Kansas City
KBOA—Kennett
KTMO (FM)—Kennett
KRXL (FM)—Kirksville

KJEL/KIRK (FM)—Lebanon
KCAC (FM)—Lexington
KLEX—Lexington
KTI—Macon
KMFL (FM)—Marshall
KNIM/KNIM-FM—Maryville
KMFM (FM)—Memphis
KXEO—Mexico
KLCO (FM)—Monroe City
KVCN (FM)—Montgomery City
KBTN—Neosho
KRM5—Osage Beach
KPWB—Piedmont
KYRO—Potosi
KTTR—Rolla
KZNN (FM)—Rolla
KFEO—St. Joseph
KMOX—St. Louis
KSMO—Salem
KSMO-FM—Salem
KSIS—Sedalia
KMPL—Sikeston
KTT5—Springfield
KTRX (FM)—Tarkio
KLPW—Union
KLPW-FM—Union
KOKO—Warrensburg
KJWP/KJWP-FM—Waynesville
KWPM—West Plains
KWPM-FM—West Plains

Media Code 4 226 0037 9.00

Mid 011640-000

Business Office: 216 E. McCarty St., Jefferson City, MO 65101. Phone 314-636-5141.

PROGRAMMING DESCRIPTION

MISSOURINET: NEWS: State news & sports; 4-min live newscasts & sportscasts plus 1-min capsules thru day M-Sat 6 am-7 pm. FEATURES: special programs, syndicated programming, nat'l network & variety of data service provided to affiliates; satellite delivered; 4-man bureau in Jefferson City & stringers in major MO cities provide coverage. SPORTS: network originates U of MO football & basketball. Contact Representative for further details. Rec'd 11/2/84.

1. PERSONNEL

Manager—Clyde G. Lear.
Sales Manager—Jeff Smith.
News Director—Bob Priddy.

2. REPRESENTATIVES

Blair Radio.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6b, 7b.
Rate Protection: 15e.
*Basic Rates: 20a, 22a.
†Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 81.
Affiliated with Blair Represented State Networks.
(*) Reflect network as an entity unto it & not individual stations. Affiliate listing may change during schedule without notice & without change in rates.
(†) 90% clearance guaranteed on all stations within specific hr each feature runs.

TIME RATES

Eff—Rec'd 11/2/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

GRID:	FULL NETWORK					
	— 30 sec —	1 min	—	1 min	—	30 sec
II	185	155	165	340	285	300
III	175	145	155	315	265	280
IV	160	135	145	295	245	260
HALF STATE UNIT						
II	115	95	100	205	170	180
III	105	90	95	190	160	170
IV	100	85	85	175	150	155

(*) Includes all stations except KMOX & KMBZ.

(D)

PROGRESSIVE FARMER NETWORK

MISSOURI GROUP



Business Office: Brown Bldg., Main St., Box 2000, Starkville, MS 39759. Phone 601-324-0949.
See listing under Regional Radio Networks and Groups.

Mid 015390-004

(CR-5)

Aurora

Lawrence County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KELE (FM)

1968
AURORA

See SRDS Spot Radio Small Markets Edition. Mid 011642-000

KSWM

1961
AURORA

See SRDS Spot Radio Small Markets Edition. Mid 011643-000

Ava

Douglas County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KKOZ

1968
AVA

See SRDS Spot Radio Small Markets Edition. Mid 011644-000

Bethany

Harrison County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KAAN

1983
BETHANY

See SRDS Spot Radio Small Markets Edition. Mid 033093-000

KAAN-FM

1978
BETHANY

See SRDS Spot Radio Small Markets Edition. Mid 011645-000

Birch Tree

Shannon County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KBMV

1982
BIRCH TREE

See SRDS Spot Radio Small Markets Edition. Mid 032129-000

KBMV-FM

1983
BIRCH TREE

See SRDS Spot Radio Small Markets Edition. Mid 032130-000

Bolivar

Polk County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KYOO

1961
BOLIVAR

KYOO-FM

1967
BOLIVAR

See SRDS Spot Radio Small Markets Edition. Mid 011646-000

MISSOURI

Boonville

Cooper County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KWRT
1953
BOONVILLE
KDBX (FM)
1974
BOONEVILLE

Mid 011647-000

See SRDS Spot Radio Small Markets Edition.

Bowling Green

Pike County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KPCR
1966
BOWLING GREEN

Mid 011648-000

See SRDS Spot Radio Small Markets Edition.

KPCR-FM
1975
BOWLING GREEN

Mid 011649-000

See SRDS Spot Radio Small Markets Edition.

Branson

Taney County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KLCO
1956
BRANSON

Mid 011650-000

See SRDS Spot Radio Small Markets Edition.

KRZK (FM)
1974
BRANSON

Mid 011651-000

See SRDS Spot Radio Small Markets Edition.

Butler

Bates County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KMAM
1962
BUTLER

Mid 011654-000

See SRDS Spot Radio Small Markets Edition.

KMOE (FM)
1975
BUTLER

Mid 011654-000

See SRDS Spot Radio Small Markets Edition.

Cabool

Texas County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KVVC-FM
1978
CABOOL

Mid 011655-000

See SRDS Spot Radio Small Markets Edition.

California

Monteau County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KZMO
1984
CALIFORNIA

Mid 035355-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

KZMO-FM
CALIFORNIA



Mid 035356-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Cameron

Clinton County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KMRN
1971
CAMERON

Mid 011656-000

See SRDS Spot Radio Small Markets Edition.

Canton

Lewis County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KQCA (FM)
1974
CANTON

Mid 011657-000

See SRDS Spot Radio Small Markets Edition.

Cape Girardeau

Cape Girardeau County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KEWI
1952
CAPE GIRARDEAU

WEISS & POWELL, INC.
RADIO SALES

Modern Country



Media Code 4 226 0625 1.00
Withers Broadcasting Co.
901 S. Kingshighway, Box 558, Cape Girardeau, MO 63701. Phone 314-335-5516.

Mid 011658-000

PROGRAMMING DESCRIPTION
KEWI: MUSIC: modern country. Live announcers handle all segments. FARM: ag reports 8x/daily NEWS: local state & nat'l. Contact Representative for further details. Rec'd 8/23/82.

- PERSONNEL**
Owner—W. Russell Withers, Jr.
General Manager—Dick Watkins.
Sales Manager—Tim Roth.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w. days; 1550 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KGMO (FM).
Affiliated with Satellite Music Network.
Sold in combination with KGMO (FM). See that listing.

TIME RATES
Eff— Rec'd 7/22/83.

- SPOT ANNOUNCEMENTS**
60% of KGMO/KEWI combination.
- SPECIAL FEATURES**
Farm Markets—1-min 24.00; 30 sec 20.00.
Local News simulcast—1-min 30.00; 30-sec 24.00.
Paul Harvey simulcast—1-min 30.00; 30-sec 24.00.

KEZS (FM)
1969
CAPE GIRARDEAU

Easy Listening



Media Code 4 226 0630 1.00
Zimmer Broadcasting Co., Inc.
1 N. Sunset Dr., Box 1610, Cape Girardeau, MO 63701.
Phone 314-335-8291.

Mid 011659-000

PROGRAMMING DESCRIPTION
KEZS (FM): Programmed for adults, emphasis 25+.
MUSIC: continuous segments of Easy Listening, incl current selections by original artists. Live AIR PERSONALITIES handle all segments. NEWS: at :55, weather at :30 & :50; business reports 8x/day. COMMERCIAL POLICY: 4 breaks/hr. Contact Representative for further details. Rec'd 12/8/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. R. Zimmer.
National Sales Manager—John Zimmer.
- REPRESENTATIVES**
Bruce Schneider & Co., Inc.
- FACILITIES**
ERP 24,000 w. (horiz.), 24,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 690 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73c.
AM facilities: KZYM.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGIR

1925
CAPE GIRARDEAU

CBS RAD **AFFILIATE**



Media Code 4 226 0680 6.00
Hirsch Enterprises, Inc.
324 Broadway, Cape Girardeau, MO 63701. Phone 314-335-5511.

Mid 011660-000

PROGRAMMING DESCRIPTION
KGIR: MUSIC: Adult Contemporary, Top 30 USA Sun 7-10 pm. NEWS: network, UPI wire & National Weather Service wires; AM, noon, PM & evening blocks incl weather, nat'l plus MO/IL state news & sports; AM agri weather during growing season. SPORTS: St. Louis Cardinals baseball; CBS Mon Night Football; Southeast Missouri State U & area high school football & basketball; CBS sports specials incl world series, superbowl, NCAA basketball championships. RELIGIOUS: church programs Sun AM. Contact Representative for further details. Rec'd 7/20/84.

- PERSONNEL**
President—Robert O. Hirsch.
General Manager—James D. Hirsch.
- REPRESENTATIVES**
MO—Eugene F. Gray Co., Inc.
- FACILITIES**
5,000 w. days; 500 w. nights; 960 khz. Directional nights.
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62b
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

No. 16 Eff 7/1/82—Rec'd 4/26/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—ROS, 1/3 in AAA.
A—Mon thru Sun all other times.

- SPOT ANNOUNCEMENTS**
- | | — 1 min — | — 30 sec — |
|-------|-------------------|------------|
| MO: | AAA AA A AAA AA A | |
| 1 ti | 13 11 10 10 8 7 | |
| 37 ti | 12 10 9 9 7 6 | |
| 61+ | 11 9 9 8 6 6 | |

KGMO (FM)

1969
CAPE GIRARDEAU

WEISS & POWELL, INC.
RADIO SALES

Adult Contemporary



Media Code 4 226 0723 4.00
Withers Broadcasting Co.
901 S. Kingshighway, Box 558, Cape Girardeau, MO 63701. Phone 314-335-5516.

Mid 011661-000

PROGRAMMING DESCRIPTION
KGMO (FM): Programmed for adults. MUSIC: Current Adult Contemporary hits & oldies. Live AIR PERSONALITIES handle all segments. NEWS: local, state & nat'l. COMMERCIAL POLICY: max 10 min per hr. SPORTS: variety of local, reg'l, & nat'l sports. Contact Representative for further details. Rec'd 12/1/83.

- PERSONNEL**
Owner—W. Russell Withers, Jr.
General Manager—Dick Watkins.
Sales Manager—Tim Roth.
- REPRESENTATIVES**
Weiss & Powell, Inc.

- FACILITIES**
ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KEWI.
Affiliated with ABC Contemporary Radio Network.
Member: Illinois Farm Bureau Radio Network.

TIME RATES

KGMO (FM)/KEWI COMBINATION
No. 85D Eff 12/1/84—Rec'd 1/18/85.

AM Drive—6-10 am.

Day—10 am-3 pm.

PM Drive—3-7 pm.

EVE—7 pm-midnight.

- SPOT ANNOUNCEMENTS**
- | | — 1 min — | — 30 sec — |
|----------------|---------------------------------|------------|
| PER WK: | 1 ti 6 ti 12 ti 1 ti 6 ti 12 ti | |
| Ea | 38 37 36 34 33 32 | |
| Midnight-6 am: | Flat 30-sec 4.00; 1-min 5.00. | |

KGMO (FM) only: 70% of KGMO (FM)/KEWI combination.

KJAQ (FM)
1978
GORDONVILLE



(This is a paid duplicate of the listing under Gordonville, Missouri.)

Media Code 4 226 2322 3.00
Cape Girardeau County Communication
1301 Woodland Dr., Box 312, Jackson, MO 63755. Phone 314-243-3109.

Mid 011691-000

PROGRAMMING DESCRIPTION
KJAO (FM): MUSIC: Contemporary Top 40 with album cuts. News, weather, sports. Contact Representative for further details. Rec'd 8/27/79.

- PERSONNEL**
General Manager—Ronald L. Voss.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 355 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KJAS, Jackson.
Affiliated with RKO One Network.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES

Eff— Rec'd 12/4/81.

- SPOT ANNOUNCEMENTS**
1 min rate 1x: 9.70. (SMD) (D)

KJAS
1972
JACKSON



GERT BUNCHEZ & ASSOCIATES

Mid 011698-000

See listing under city of license.

KZYM

1966
CAPE GIRARDEAU

Country Music



Media Code 4 226 0850 5.00
Missouri-Illinois Broadcasting Co.,
Box 1610, Cape Girardeau, MO 63701. Phone 314-335-8291.

Mid 011662-000

PROGRAMMING DESCRIPTION
KZYM: Programming country music since 1966. MUSIC: A contemporary country sound based on call out research & local record sales to reflect listeners tastes & preferences of the hottest country hits & past country gold. NEWS: Network, local newscasts; business reports & sports. Computerized weather readings & nat'l weather service forecasts at :20 & :50. FARM: grain reports & livestock reports daily. Contact Representative for further details. Rec'd 10/25/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—J. R. Zimmer.
National Sales Manager—John Zimmer.
- REPRESENTATIVES**
Bruce Schneider & Co.
- FACILITIES**
250 w. days; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KEZS (FM).
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Carrollton

Carroll County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KAOL
1959
CARROLLTON

See SRDS Spot Radio Small Markets Edition. Mid 011663-000

KMZU (FM)
1962
CARROLLTON



Katz Radio

Media Code 4 226 0977 6.00 Mid 015959-000
Kanza, Inc.
102 N. Mason St., Box 279, Carrollton, MO 64633. Phone 816-542-0434.

PROGRAMMING DESCRIPTION
KMZU (FM): Programmed for farm families. MUSIC: Country standards & Current Hits. AIR PERSONALITIES: NEWS: local dept w/network, ABC support at 6, 7, 8, 10 am, 12:25, 2, 3, 5, 6 & 10 pm; weather at :20 & :40, expanded weather at 6:23, 7:15 am, 12:35 & 6:19 pm; Paul Harvey 3x/day. SPORTS: 7:25 am, 12:31 & 6:15 pm. FARM: local dir, market reports at 5:30, 6:32, 6:40, 8:35, 9:20, 9:33, 9:50, 10:10, 10:30, 10:50, 11:10, 11:28, 11:50 am, 12:10, 12:30, 12:50, 1:10, 1:32, 2:07, 3:05, 6:15 & 10:15 pm; news at 6:09, 6:55 am, 12:44 & 12:55 pm. Contact Representative for further details. Rec'd 12/18/84.

1. PERSONNEL
General Manager—Mike L. Carter.
Sales Manager—Jim Hilty.
Farm Service Director—Randall Weisman.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 110,000 w. (horiz.), 110,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 303 ft. above average terrain.

Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KAOL.

4. AGENCY COMMISSION
15/0; payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4c, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b.
Contracts: 40c, 42a, 45.
Comb.: Cont. Discounts: 60a.
Cancellation: 73a.
Prod. Services: 82.
AM facilities: KAOL.
Affiliated with ABC Direction Radio Network.

TIME RATES
No. 6 Eff 12/1/84—Rec'd 12/18/84.

AAA—Mon thru Sat 5:45-9 am & 11:30 am-1:30 pm.
AA—Mon thru Sat 9:11-30 am & 1:30-6:30 pm; Sun 7-7:30 am.
All Other Times—Mon thru Sat 6:30 pm-5:45 am; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA	A	AOT		AA	A	AOT
1 min	40	30	20	30 sec	40	32	24
	16				16		

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
AAA	650.00	325.00	162.50	55.00
AA	465.00	232.50	116.25	38.75
AOT	334.80	167.40	83.70	27.90

10. SPECIAL FEATURES
WEATHER PACKAGE-1 MONTH

1 PER DAY:	AOT	AA	AAA
30 sec	480	560	640
1 min	600	700	800

Minimum 4 wks—incl open & close plus 1 30-sec spot: per wk, 160.00.

TRAFFIC COPTER REPORTS
Ea 175
Program incl open & close, extra ea 2.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)(CR-2)

Carthage

Jasper County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KDMO
1947
CARTHAGE

MOR/Farm/Sports/Information



Media Code 4 226 1020 4.00 Mid 011664-000
Carthage Broadcasting Co., Inc.
Box 426, Carthage, MO 64836. Phone 417-358-4881, 6054.

PROGRAMMING DESCRIPTION
KDMO: Programmed for adults. MUSIC: Adult Contemporary mixed with Oldies & Country Crossovers. FARM: 5-7 am/noon-1 pm, markets at 6:40 & 12:05 pm; county agent 6:15 am. SPORTS: Local/reg'l at 8:06 am & 5:30 pm; network sports at :06 wknds; live broadcasts of high school & college plus pro baseball & football. NEWS: state at :30 followed by 1-min local headlines; 4 local extended daily. Public affairs wkdays 8:25 & 11:25 am, 2:25 & 5:25 pm; wky editorials; Features: meteorologist capsules at :15 & :45; expanded in drive times at :55. Complete Agri-forecast at 12:25 daily. Audience participation contests, pet patrol & school lunch menus. Rec'd 5/25/84.

1. PERSONNEL
General Manager—Christian E. Beyer.

3. FACILITIES
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.

Partial simulcast operation. Simulcast 5-9 am & 5-11 pm. For non-simulcast facilities see KRKG (FM).

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KRKG (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

Eff 10/1/82—Rec'd 6/8/83.
AA—Mon thru Sat 6-9 am & 5-7 pm.
A—Mon thru Sat 5-6 am, 9 am-5 pm & 7-9 pm; Sun 7-9 am.
B—Mon thru Sun 9-11 pm.
C—Sun 9 am-9 pm.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec				
	AA	A	B	C	AA	A	B	C
6 ti	13.14	8.77	8.33	7.88	11.24	7.50	7.13	6.76
12 ti	12.78	8.51	8.08	7.66	10.75	7.16	6.80	6.46
18 ti	12.38	8.26	7.84	7.43	10.25	6.82	6.49	6.14
24 ti	11.76	7.84	7.44	7.07	9.86	6.56	6.24	5.92

Noon hour: Class A plus 20%. (SMD) (CR)

KRKG (FM)
1972
CARTHAGE

See SRDS Spot Radio Small Markets Edition. Mid 011665-000

Caruthersville

Premisot County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

KCRV
1950
CARUTHERSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 011666-000

KLOW (FM)
1975
CARUTHERSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 011667-000

Charleston

Charleston County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KCHR
1953
CHARLESTON

See SRDS Spot Radio Small Markets Edition. Mid 011668-000

Chillicothe

Livingston County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KCHI
1950
CHILLICOTHE
KCHI-FM
1976
CHILLICOTHE

See SRDS Spot Radio Small Markets Edition. Mid 011669-000

KMZU (FM)
1962
CARROLLTON

See listing under city of license. Mid 015959-000

Clayton

St. Louis County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See St. Louis
(including Alton, Columbia, East St. Louis, Granite City, Wood River, Ill.; Clayton, Crestwood, Florissant, St. Charles, Mo.)

Clinton

Henry County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KDKD
1951
CLINTON

See SRDS Spot Radio Small Markets Edition. Mid 011670-000

KDKD-FM
1975
CLINTON

See SRDS Spot Radio Small Markets Edition. Mid 011671-000

Columbia

Boone County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KARO (FM)
1983
COLUMBIA

Media Code 4 226 1370 3.00 Mid 030152-000
Columbia FM, Inc.
503 Old 63 North, Columbia, MO 65201. Phone 314-442-7373.

PROGRAMMING DESCRIPTION
KARO (FM): Programmed for adults 25-54. MUSIC: Bonneville Broadcasting System's Easy Listening format. NEWS: network & features. COMMERCIAL POLICY: up to 8 commercial min per hr in 4-5 breaks with 15-min competitive protection & no more than 3 spots per break. FEATURES: stereo production facilities available. Rec'd 7/27/83.

1. PERSONNEL
Owner & Mgr.—Al Germond.
Sales Manager—Don Lynch.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 45, 46, 51c.
Affiliated with CBS Radio Network.

TIME RATES
No. 2 Eff 7/1/84—Rec'd 5/29/84.

6. SPOT ANNOUNCEMENTS

	1 min			
Specified	6 ti	12 ti	18 ti	24 ti
ROS	25.00	24.00	23.00	22.00
	23.00	22.00	21.00	20.00
	30 sec			
Specified	6 ti	12 ti	18 ti	24 ti
ROS	22.00	21.00	20.00	19.00
	20.00	19.00	18.00	17.00

KCMQ (FM)
1967
COLUMBIA

Contemporary



A Kelly Communications, Inc. Station

Media Code 4 226 1380 2.00 Mid 011672-000
Kelly Communications, Inc.
Box 459, 2000 Dogwood Ln., Columbia, MO 65205.
Phone 314-449-2433.

PROGRAMMING DESCRIPTION
KCMQ (FM): Programmed for 18-49 audience. Personality oriented contemporary. MUSIC: Contemporary Hit. NEWS/SPORTS: at :55 6-10 am & 3-7 pm. Staff meteorologist for weather reports. Contact Representative for further details. Rec'd 6/25/84.

1. PERSONNEL
President—Bob Kelly.
Vice-Pres. & Gen'l Mgr.—Jay Martin.
Sales Manager—John Ott.

2. REPRESENTATIVES
Eugene F. Gray Co., Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 14c, 15b.
Basic Rates: 20b, 21b, 29a.
Contracts: 40a, 41, 44a, 45, 46.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
AM facilities: KTGR.

TIME RATES

Eff—Rec'd 6/25/84.
Prime—6-10 am & 3-7 pm.
Regular—10-3 pm, 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

FLAT:	1 min	30 sec	FLAT:	1 min	30 sec
Prime	20.40	15.60	Regular	18.00	13.20

KFMZ (FM)
1971
COLUMBIA

Contemporary



Media Code 4 226 1400 8.00 Mid 011673-000
Contemporary Broadcasting, Inc.
1101 E. Walnut, Box 1345, Columbia, MO 65205. Phone 314-874-3000.

PROGRAMMING DESCRIPTION
KFMZ (FM): Programmed for adults 18-49. MUSIC: blend of current hits, mass appeal Contemporary album cuts of past & present, in sweeps of 13 min segments, popular progressive album cuts evenings. NEWS: hly at :50 in AM drive, plus every 3rd hr remainder of day utilizing network & local facilities; weather info from NOAA weather wire; features from area colleges along with news of area concerts; live rock concerts, artist interviews & special concerts. COMMERCIAL POLICY: limited commercial placement policy with 12 min maximum. Rec'd 7/19/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Norbert Hopfer.
Sales Manager—Dan Donovan.
Operations Manager—Jim Williams.

3. FACILITIES
ERP 2,600 w. (horiz.), 2,600 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14d, 15b.
Basic Rates: 20a, 21a.
Contracts: 40c, 45.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with ABC Radio Rock Network.

TIME RATES
No. 26 Eff 7/1/84—Rec'd 7/19/84.

6. SPOT ANNOUNCEMENTS

	ROS			
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	19.00	18.50	17.50	16.50
30 sec	15.25	14.75	14.00	13.25
	SPECIFIED TIMES			
1 min	22.00	21.00	20.25	19.25
30 sec	17.50	16.75	16.25	15.50

MISSOURI

Columbia—cont

KFRU

KFRU 1400/AM

1925
COLUMBIA

News/Talk



Media Code 4 226 144S 3.00
KFRU, Inc.

Mid 011674-000

1911 Business Loop 70 East, Box 718, Columbia, MO 65201. Phone 314-449-4141.

PROGRAMMING DESCRIPTION

KFRU: Programmed for 25-54, 18-plus audience. NEWS: network hrly; local :05 & :30 drivetimes, noon hr; business news :50 hrly; commentary 8:40 am, 12:05, 5:40 pm wkdys. SPORTS: local/reg'l reports :20 & :55 drivetimes, noon hr; major league baseball; U & high school football & basketball; open line 6 pm M-F. TALK: local show/open line 9 am-noon wkdys; nat'l show wknds 3-6 pm; lawn/garden open line Sat 8 am. ENTERTAINMENT: comedy show Sat 10 am; Big Band show Sun eve. FARM: 5-7 am & noon hr; MUSIC: Adult Contemporary, Pop, Standards from last 3 decades. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
General Manager—Bill Weaver.
Sales Manager—Mary Sloan.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 50, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Brownfield Network.
Member: Missouri net.

TIME RATES

Eff—Rec'd 6/20/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: 1 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti
AA 21 20 19 18 17 16 15 14
A 18 17 16 15 14 13 12 11
- SPECIAL FEATURES**
Farm—Mon thru Sat 5-7 am & noon-1 pm: 1-min 21.00; 30-sec 17.00.

KLIK
95Country

Still #1 Total Listeners
Adults 25-54
in Columbia/Jefferson City
Morning & Afternoon Farm Reports—Daily!

Source: Birch 1984, Total Listeners 12+, Adults 25-54

KLIK

1953
JEFFERSON CITY

Mid 011700-000

See listing under city of license.

KTGR

1955
COLUMBIA



A Kelly Communications, Inc. Station

Media Code 4 226 1572 4.00
Kelly Communications, Inc.
Box 459, 2000 Dogwood Ln., Columbia, MO 65205.
Phone 314-449-2433.

Mid 011675-000

- REPRESENTATIVES**
Eugene F. Gray Co., Inc.
1 min rate 1x: 20.40.

Crestwood

St. Louis County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See St. Louis
(including Alton, Columbia, East St. Louis,
Granite City, Wood River, IL; Clayton,
Crestwood, Florissant, St. Charles, MO)

Cuba

Crawford County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KBCC

1978
CUBA

Mid 011676-000

See SRDS Spot Radio Small Markets Edition.

De Soto

Jefferson County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KHAD

1968
DE SOTO

Mid 011677-000

See SRDS Spot Radio Small Markets Edition.

Dexter

Stoddard County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KDEX

1956
DEXTER

KDEX-FM

1969
DEXTER

Mid 011678-000

See SRDS Spot Radio Small Markets Edition.

Doniphan

Ripley County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KDFN

1963
DONIPHAN
KOEa (FM)
1975
DONIPHAN

Mid 011679-000

See SRDS Spot Radio Small Markets Edition.

East Prairie

Mississippi County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KYMO

1978
EAST PRAIRIE

Mid 011680-000

See SRDS Spot Radio Small Markets Edition.

Eldon

Miller County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KLDN (FM)

1978
ELDON

Mid 011681-000

See SRDS Spot Radio Small Markets Edition.

Eldorado Springs

Cedar County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KESM

1961
ELDORADO SPRINGS

KESM-FM

1965
ELDORADO SPRINGS

Mid 011682-000

See SRDS Spot Radio Small Markets Edition.

Excelsior Springs

Clay County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KEXS

1968
EXCELSIOR SPRINGS

Mid 011683-000

See SRDS Spot Radio Small Markets Edition.

Farmington

St. Francois County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KREI

1947
FARMINGTON

Mid 011684-000

See SRDS Spot Radio Small Markets Edition.

KTJJ (FM)

1977
FARMINGTON

Mid 011685-000

See SRDS Spot Radio Small Markets Edition.

Festus

Jefferson County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KJCF

1961
FESTUS

Mid 011686-000

See SRDS Spot Radio Small Markets Edition.

KXEN

1951
ST. LOUIS-FESTUS

Mid 011792-000

Licensed as a St. Louis-Festus station. See listing under St. Louis, MO.

Flat River

St. Francois County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KFMO

1947
FLAT RIVER

Mid 011687-000

See SRDS Spot Radio Small Markets Edition.

Florissant

St. Louis County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See St. Louis
(including Alton, Columbia, East St. Louis,
Granite City, Wood River, IL; Clayton,
Crestwood, Florissant, St. Charles, MO)

Fredericktown

Madison County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KFTW

1963
FREDERICKTOWN

Mid 011688-000

See SRDS Spot Radio Small Markets Edition.

Fulton

Callaway County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KFAL

1950
FULTON

Mid 011689-000

See SRDS Spot Radio Small Markets Edition.

KKCA (FM)

1970
FULTON

Mid 011690-000

See SRDS Spot Radio Small Markets Edition.

Gordonville

Cape Girardeau County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KJAQ (FM)

1978
GORDONVILLE

Mid 011691-000

See SRDS Spot Radio Small Markets Edition.



Media Code 4 226 2322 3.00

Cape Girardeau County Communication
1301 Woodland Dr., Box 312, Jackson, MO 63755. Phone 314-243-3109.

PROGRAMMING DESCRIPTION

KJAQ (FM): MUSIC: Contemporary Top 40 with album cuts. News, weather, sports. Contact Representative for further details. Rec'd 8/27/79.

- PERSONNEL**
General Manager—Ronald L. Voss.
 - REPRESENTATIVES**
Gert Bunchez & Associates.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 355 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only; 10th of following month.
 - GENERAL ADVERTISING** See coded regulations
AM facilities: KJAS, Jackson.
Affiliated with RKO One Network.
Affiliated with Gert Bunchez & Associates Group.
- TIME RATES**
Eff—Rec'd 12/4/81.
- SPOT ANNOUNCEMENTS**
1 min rate 1x: 9.70.

(SMD) (D)

Greenfield

Dade County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KRFG (FM)

1974
GREENFIELD

Mid 011692-000

See SRDS Spot Radio Small Markets Edition.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Hannibal

Marion County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KGRC (FM)

KGRC

1968
HANNIBAL



NRBA

Media Code 4 226 2340 5.00 Mid 011693-000
Great River Communications Inc.
3702 Palmyra Rd., Box 1017, Hannibal, MO 63401.
Phone 314-221-2221, Quincy, IL Sales Office, 217-224-4102.

PROGRAMMING DESCRIPTION

KGRC (FM): Programmed for adults. MUSIC: Mass appeal contemporary. NEWS: Local, reg'l & nat'l at :30 & :60 during AM drive; at :60 during non-drive times up to 6 pm; 3-person team. FARM: 8 commodity reports daily plus farm features. Contact Representative for further details. Rec'd 5/2/84.

- PERSONNEL**
Station Manager—Michael O'Connor.
Farm Director—Ron Hendren.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Affiliated with ABC FM Radio Network.

TIME RATES

Eff 11/1/84—Rec'd 10/2/84.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm; 7 pm-midnight.
A—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	39	32	26	32
6 ti	37	30	24	30
12 ti	35	28	22	28
18 ti	33	26	20	26
24 ti	31	24	18	24

Fixed position, extra 3.00.

10. SPECIAL FEATURES

FARM & FARM FEATURES 6:7:30 AM & 11:30 AM-1 PM
PER WK: 1 ti 6 ti PER WK: 1 ti 6 ti
1 min 43 30 30 sec 35 33
Sponsorship—1-min 50.00; 30-sec 40.00.
(SMD) (D)

KHMO

1941
HANNIBAL



Media Code 4 226 2380 1.00 Mid 011694-000
Mark Twain Media, (a partnership)
119 N. Third St., Box 711, Hannibal, MO 63401. Phone
314-221-3450.

PROGRAMMING DESCRIPTION

KHMO: Programmed for adults. FARM: 5-8 am & 11:30 am-1 pm M-Sat. 4 man farm and news morning block with interviews, live markets, county agent reports. NEWS: on hour in 5, 10 & 15 min segments except 7-8:15 am & 11:55 am-12:30 pm. 4 man news, 2 auto, 1 aircraft & 1 boat mobile units. Audience phone participation 10:30-11 am M-Sat. SPORTS: local area high school football and basketball and college football. MUSIC: 100% Country & Western. Contact Representative for further details. Rec'd 5/28/81.

- PERSONNEL**
Chairman—Don C. Dailey.
General Manager—R. A. Francis.
Farm Director—Byron Johnson.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w., 1,000 w. nights; 1070 khz. Directional—separate patterns day & night.
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**
15/0 time only, monthly.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

No. 25 Eff 9/1/84—Rec'd 8/3/84.

6. SPOT ANNOUNCEMENTS

5:30-9 AM, 11 AM-1:30 PM & 4-6:30 PM

PER YR:	1x	52x	104x	156x
PER WK:	1 ti	12 ti	18 ti	36 ti
1 min	51.00	45.25	42.00	38.50
30/20 sec	35.50	33.50	31.00	30.00

ALL OTHER TIMES

1 min	52x	104x	156x
43.50	40.00	37.00	34.50
29.75	28.50	27.00	26.50

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti
1 min	43.50	40.00	34.50
30/20 sec	29.75	28.00	26.50

8. PROGRAM TIME RATES

1 x	1/2 hr	25 min	1/4 hr	5 min
204	150	108	84	
52 x	174	126	90	72

(SMD) (CR)

Harrisonville

Cass County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KCFX (FM)

1974
HARRISONVILLE

Media Code 4 226 2422 1.00 Mid 011695-000
Professional Communications, Inc.
10800 Farley, Overland Park, KS 66210. Phone 913-661-0101.

PROGRAMMING DESCRIPTION

KCFX (FM): Target audience adults 18-44. MUSIC: Adult album oriented rock. Traffic reports, meteorological services, personalities. Limited commercial load. Rec'd 10/10/84.

- PERSONNEL**
General Manager—Garry Munson.
- FACILITIES**
ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 847 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

TIME RATES

Eff—Rec'd 10/25/84.

7. PACKAGE PLANS

	TAP	1 min	30 sec
Ea		35	25
Ea	DRIVE	40	32

(SMD) (D)

Houston

Texas County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KBTC

1962
HOUSTON

Media Code 4 226 2525 1.00 Mid 011696-000
See SRDS Spot Radio Small Markets Edition.

KSCM (FM)

1965
HOUSTON

Media Code 4 226 2525 1.00 Mid 013156-000
See SRDS Spot Radio Small Markets Edition.

Independence

Jackson County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Kansas City, Missouri
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

Ironton

Iron County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KPIA

1972
IRONTON

Media Code 4 226 2525 1.00 Mid 011697-000
See SRDS Spot Radio Small Markets Edition.

KYLS (FM)

1984
IRONTON

Media Code 4 226 2525 1.00 Mid 033021-000
See SRDS Spot Radio Small Markets Edition.

Jackson

Cape Girardeau County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

KJAS

1972
JACKSON



Media Code 4 226 2491 6.00 Mid 011698-000
Cape Girardeau County Communications
1301 Woodland Dr., Box 312, Jackson, MO 63755. Phone
314-243-3109.

PROGRAMMING DESCRIPTION

KJAS: MUSIC: Adult Contemporary. NEWS: local 8x/day following network at 6:05, 7:05, 8:05, 10:05 am, 12:05, 1:05, 4:05, 5:05 pm. FARM: market reports from farm bureau market line at 6:45, 9:45, 11:45 am, & 2:45 pm; weather at :15 & :45. SPORTS: at 7:15 am, 12:15 & 4:15 pm. Contact Representative for further details. Rec'd 1/3/80.

- PERSONNEL**
General Manager—Ronald L. Voss.
Oper. & Farm Dir.—Frank Michaels.
- REPRESENTATIVES**
Gert Bunchez & Associates.
- FACILITIES**
250 w.; 1170 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KJAQ (FM), Gordonville.
Affiliated with ABC Information Radio Network.
Affiliated with RKO TWO.
Affiliated with Gert Bunchez & Associates Group.
Affiliated with Brownfield Network.

TIME RATES

Eff—Rec'd 12/4/81.

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 9.70. (SMD) (CR)

Jefferson City

Cole County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KJMO (FM)

1974
JEFFERSON CITY

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 226 2525 1.00 Mid 011699-000
Triple-D. Properties, Inc.
3103 S. Ten Mile Dr., Jefferson City, MO 65101. Phone
314-893-5100.

PROGRAMMING DESCRIPTION

KJMO (FM): Programmed for adults & young adults 18-45. MUSIC: Adult Contemporary, blend of current & recurrent Contemporary hits, singles & album cuts. NEWS: NBC Sourcecast at :30, 12M-6 pm, local at 7 & 8 am & 5 pm. Contact Representative for further details. Rec'd 9/25/81.

- PERSONNEL**
General Manager—Frank Newell.
Sales Manager—Keith Frommelt.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Kansas City, St. Joseph, Tulsa, Wichita—Eugene F. Gray Co., Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16a.
Basic Rates: 21b, 21c, 21d, 23a, 30.
Contracts: 44a, 45, 46, 51c.
Comb. Cont. Discounts: 60f, 60i, 61b, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC-The Source.

TIME RATES

Eff—Rec'd 9/25/81.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec/less
AAA	20	18
AA	18	16
A	16	14

KLIK

95Country

Still #1 Total Listeners
Adults 25-54
in Columbia/Jefferson City
Morning & Afternoon Farm Reports—Daily!

Source: Birch 1984, Total Listeners 12+, Adults 25-54

KLIK

1953
JEFFERSON CITY

NRBA

Media Code 4 226 2550 9.00 Mid 011700-000
KLIK Radio
821 Madison St., Box 414, Jefferson City, MO 65102.
Phone 314-633-2950.

PROGRAMMING DESCRIPTION

KLIK: Target demographic, adults 25-54. MUSIC: Contemporary country with heavy emphasis on news, sports, weather & farm. PERSONALITIES handle all segments. COMMERCIAL POLICY: limited to maximum of 12 min per hr. Rec'd 6/22/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tom Thies.
- FACILITIES**
5,000 w. days, 500 w. nights; 950 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10d, 14d.
Basic Rates: 23a, 24a, 24c, 25c, 29a.
Contracts: 40a, 45, 47a.
Comb. Cont. Discounts: 60f, 60i.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
FM facilities: KTXV (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff—Rec'd 9/26/83.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	GRID:	I	II	III	IV
1 min	40	35	30	25	30 sec	32	28	24	20

(CR)

KTXV (FM)

KTXV FM 107

1969
JEFFERSON CITY

NRBA

Media Code 4 226 2592 1.00 Mid 011701-000
KLIK Radio
821 Madison St., Box 414, Jefferson City, MO 65102.
Phone 314-633-2950.

PROGRAMMING DESCRIPTION

KTXV (FM): Target demographic adults 18-44. MUSIC: Adult Contemporary. PERSONALITIES handle all segments. COMMERCIAL POLICY: 11-min per hr. NEWS: 1 min at :60. Rec'd 6/22/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tom Thies.
Sales Manager—Charlotte Bohlman.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10d, 14d.
Basic Rates: 23a, 24a, 24c, 25c, 29a.
Contracts: 40a, 45, 47a.
Comb. Cont. Discounts: 60f, 60i.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
AM facilities: KLIK.
Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 5/24/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6-10 AM	3-7 PM
1 min	38	37
30 sec	24	23

ALL OTHER TIMES

1 min	6 ti	12 ti	24 ti	36 ti
28	27	26	25	25
30 sec	18	17	16	15

MISSOURI

Jefferson City—cont

KWOS

1937
JEFFERSON CITY



Media Code 4 226 2638 8.00 Mid 011702-000
KWOS, Inc.
Box 478, 217 E. McCarty, Jefferson City, MO 65101.
Phone 314-636-3137.

PROGRAMMING DESCRIPTION

KWOS: Programmed for adults, young adults & teens. NEWS: 75% local & reg'l, 25% nat'l & internat'l; 15 min at 6, & 7 am, 12:30 & 5:30 pm, otherwise 5 min at 8 am, noon & 5 pm; 2 man news staff. MUSIC: country 5:30-7 am, adult contemporary rest of day. AIR PERSONALITIES handle all segments. SPORTS: all live St. Louis Cardinals baseball home & away, live college football & basketball, local play-by-play high school football & basketball. FARM 5% county agent reports, livestock markets & rural interest features. County fair remotes. Dick Clark's music survey (top 30 songs of wk). Rec'd 8/24/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—William R. Natsch, Jr.
Program Director—Steve Morse.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

Affiliated with CBS Radio Network.
Affiliated with Brownfield Network.
Member: Missouri net.

TIME RATES

No. 16 Eff 11/15/83—Rec'd 10/24/83.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	365x
1 min	13.00	12.25	11.00	10.25	9.75	9.25	9.00
30 sec	11.50	10.00	8.75	8.00	7.40	7.00	6.60
							520x
1 min							8.25
30 sec							6.00

7. PACKAGE PLANS

EA:	14 DAYS/LESS—ROS				
	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.50	11.00	9.50	8.50	8.00
30 sec	10.00	8.00	7.00	6.50	5.75
10 sec			5.00	4.25	3.75
ROS:					10 sec
1+					5.50
130 x in 13 wk (10 per wk average)					5.50
195 x in 13 wk (15 per wk average)					3.50
325 x in 13 wk (25 per wk average)					2.75

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1/4 hr	50.00	40.00	35.00	30.00	25.00
5 min	31.00	25.00	21.00	16.80	14.50

Joplin

Jasper County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KBLT (FM)

1979
BAXTER SPRINGS, KS

Country Music

Mid 010395-000

See listing under city of license.

KDMO

1947
CARTHAGE

Mid 011664-000

See listing under city of license.

KFSB

1948
JOPLIN

Contemporary



Media Code 4 226 2720 8.00 Mid 011703-000
J. R. Broadcasting Co.
Box 1395, 2620 Dogwood Rd., Joplin, MO 64802. Phone 417-624-1310.

PROGRAMMING DESCRIPTION

KFSB: MUSIC: adult contemporary. NEWS: local at :60; network at :30. Mobile units, traffic reports. SPORTS: local/reg'l 7:10, 8:10 am, 5, 5:41 pm; network sports at :45 wknds. FARM: agricultural market report at 5:45 am daily. Features: commentator daily at 7:30 am, noon & 5:10 pm. School lunch menus, community bulletin board, pet reports, audience promotions & contests. Public affairs: Editorials frequently. Complete remote facilities available including studio. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

Pres. & Sales Mgr.—Richard D. Chegwin.
Exec. Vice-Pres. & Gen'l Mgr.—John C. David.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1310 khz. Directional—separate patterns day & night.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12i, 13i, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 42c, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with ABC Entertainment Network.

TIME RATES

No. 16 Eff 12/11/84—Rec'd 1/22/85.

AAAA—5:30-10 am.
AAA—3-7 pm.
AA—10 am-3 pm; Sun all day.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	30 sec		1 min	
	1	2	1	2
AAAA	11.00	10.50	10.00	12.75
AAA	11.00	8.50	8.00	10.75
AA	11.00	9.50	9.00	11.75
A	10.00	8.50	8.00	9.75

Specified, extra 1.00.

7. PACKAGE PLANS

GRID:	TAP			30 sec			1 min		
	I	II	III	I	II	III	I	II	III
Ea	10.00	8.50	8.00	12.00	10.75	10.50			

Specified, extra 1.00.

KKOW

1937
PITTSBURG



(This is a paid duplicate of the listing under Pittsburg, Kansas.)

Media Code 4 217 S287 4.00 Mid 010458-000
KKOW Radio
Rte. 4, Box F, Pittsburg, KS 66762. Phone 316-231-7200.

PROGRAMMING DESCRIPTION

KKOW: Programmed for adults & farm audience. MUSIC: Modern Country w/Stds & current Hits. FARM: 30 hrs/wk, 5 am-6 pm M-Sat; interviews, market reports, county agent reports, market analysis; 2-man dept. NEWS: 5-man staff; nat'l at :60 & local at :30. AIR PERSONALITIES handle all segments. SPORTS: capsulized reports thru day; wkly play-by-play area high school football game. Contact Contact Representative for further details. Rec'd 6/25/84.

1. PERSONNEL

Sales Manager—Rob Freeman.
Program Director—Jeff Freeman.
Farm Director—Hugh Robinson.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 860 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

Eff 8/1/83—Rec'd 4/30/84.

AA	A		AA		A	
	56	25	30	sec	45	20
1 min						

Fixed position or sponsorship: Extra per spot 10.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (D-CF)

KKUZ (FM)

1981
JOPLIN



GERT BUNCHEZ
& ASSOCIATES

Media Code 4 226 2762 0.00 Mid 011704-000
Pat Demaree
13th & Monroe, Box 1667, Joplin, MO 64802. Phone 417-624-1025.

PROGRAMMING DESCRIPTION

KKUZ (FM): Programmed for adults 18-49. Music: Adult Contemporary. Emphasis on hits, current & 60's & 70's stds—2 & 3 song sweeps. NEWS: local, reg'l & nat'l at :60 6x/day 6-10 am & 3-7 pm. Weather at :15 & :45. Contact Representative for further details. Rec'd 9/28/81.

1. PERSONNEL

President—Pat Demaree.
General Manager—Gary Exline.
Local Sales Manager—Rich Nichols.

2. REPRESENTATIVES

Gert Bunchez & Associates.

3. FACILITIES

ERP 100,000 w. (vert.); 100,000 w. (horiz.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a.
AM facilities: WMBH.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES

Eff 10/1/84—Rec'd 8/24/84.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
30 sec	15.00	14.00	13.00	11.50
1 min	17.00	16.00	14.50	13.00

Specified time, extra 1.00.

15% discount when bought in combination with WMBH, KFAY or KKEG (FM) Fayetteville Ar.

KLES

(formerly KODE)
1946
JOPLIN

CBS Radio Network



Media Code 4 226 2805 7.00 Mid 011705-000
Remick Radio, Inc.
3001 W. 13th St., Box 1230, Joplin, MO 64801. Phone 417-624-4333.

PROGRAMMING DESCRIPTION

KLES: Adults 30+. MUSIC: MOR/nostalgia. NEWS: network at :60, blocks 7 am, noon, 5 pm; radio equipped cars, weather 2x/hr. SPORTS: major league baseball, pro football. FARM: early AM news & weather reports, noon report & stock yards report. FEATURES: public affairs incl wkly programming & editorials. Rec'd 9/24/84.

1. PERSONNEL

Owners—Herb Remick & Lesalie Remick.
Operations Manager—Mike Moore.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:30-1 am. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Satellite Music Network.
Affiliated with CBS Radio Network.
Member: Magic Circle Network.

TIME RATES

Eff 10/1/84—Rec'd 9/24/84.

AAA—Mon thru Fri 6-9 am, 11 am-1 pm & 3-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

WK:	AAA		AA		A	
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
1 min	10.80	10.00	9.70	9.00	8.80	7.70
30 sec	8.60	8.00	7.75	7.20	6.60	5.75

10/15 sec: 50% of 1-min.

10. SPECIAL FEATURES

Farm—5:30-6:30 am & noon-1 pm, 1-min 12.00, 30-sec 10.00.
News, Weather, Sports sponsorships—5-min 1-1/2x applicable 1-min rate.

KQYX

1962
JOPLIN



Media Code 4 226 2890 9.00 Mid 011707-000
William B. Neal Broadcasting Co.
2510 W. 20th St., Box 2625, Joplin, MO 64803. Phone 417-781-1313.
1 min rate 1x: 11.50.

KSYN (FM)

1960
JOPLIN



Media Code 4 226 2975 8.00 Mid 011708-000
William B. Neal Broadcasting Co.
2510 W. 20th St., Box 2625, Joplin, MO 64803. Phone 417-781-1313.
1 min rate 1x: 19.70.

WMBH

1927
JOPLIN



Media Code 4 226 3060 8.00 Mid 011709-000
Pat Demaree
13th & Monroe, Box 1667, Joplin, MO 64801. Phone 417-623-1450.

2. REPRESENTATIVES

Gert Bunchez & Associates.
1 min rate 1x: 13.00.

Kansas City

(including Fairway, Kansas City, Merriam, Mission, KS; Independence, Liberty, MO)

Kansas City MO, Jackson County—Map Location C-3
Kansas City KS, Wyandotte County—Map Location C-3
Independence MO, Jackson County—Map Location C-3
Liberty MO, Jackson County—Map Location C-3
Fairway KS, Johnson County—Map Location L-3
Merriam KS, Johnson County—Map Location L-3
Mission KS, Johnson County—Map Location C-3

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city heading are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBEA

1957
MISSION, KS



RADIO REPRESENTATIVES

Media Code 4 226 3145 7.00 Mid 011710-000
KBEA Broadcasting Co.
Box 1347, Mission, KS 66202. Phone 913-432-1480.

PROGRAMMING DESCRIPTION
KBEA: NEWS: All news, all night & all day. Local & national. Guest commentary. Contact Representative for further details. Rec'd 10/29/82.

1. PERSONNEL

President—Robert P. Ingram.
Program Director—Dave Wilson.
Office Manager—James E. Cunningham.

2. REPRESENTATIVES

P/W Radio Representatives.

10. SPECIAL FEATURES

*BUSINESS/RUSH HOUR REPORTS/SPORTS
 1 ti per day, 5 ti per wk: AAA AA A
 1 min, ea 22 17 14
 30 sec, ea 19 14 12
 (*) Ea 5 min in length & incl open & close plus 1 spot.

KBEQ (FM)

1961
KANSAS CITY



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 226 3160 6.00 Mid 011711-000
 KBEQ div. of Capitol Broadcasting Co.
 4710 Pennsylvania, Kansas City, MO 64112. Phone 816-
 531-2535. TWX, 910-771-2051.

PROGRAMMING DESCRIPTION

KBEQ (FM): Programmed for 12-49. MUSIC: Blend of current & recent hits, yr-round contests. NEWS: 6-9 am at :60 & :30. COMMERCIAL POLICY: 10 min/hr. Contact Representative for further details. Rec'd 11/4/83.

1. PERSONNEL

General Manager—Gary T. Rodriguez.
 Sales Manager—Joyce Hayhow.
 Program Director—Pat McKay.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 953 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KCCV

1947
INDEPENDENCE, MO.



Media Code 4 226 3230 7.00 Mid 011712-000
 Bott Broadcasting Co.
 10841 E. 28th St., Independence, MO 64052. Phone 816-
 252-5050.
 1 min rate 1x: 25.00.

KCFX (FM)

1974
HARRISONVILLE

(This is a paid duplicate of the listing under Harrisonville, Missouri.)

Media Code 4 225 2422 1.00 Mid 011695-000
 Professional Communications, Inc.
 10800 Farley, Overland Park, KS 66210. Phone 913-661-
 0101.

PROGRAMMING DESCRIPTION

KCFX (FM): Target audience adults 18-44. MUSIC: Adult album oriented rock. Traffic reports, meteorological services, personalities. Limited commercial load. Rec'd 10/10/84.

1. PERSONNEL

General Manager—Gary Munson.

3. FACILITIES

ERP 100,000 w.; 100.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 847 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

TIME RATES
 Eff—Rec'd 10/25/84.

7. PACKAGE PLANS

	TAP	1 min	30 sec
Ea	35	25
Ea	DRIVE	40	32
			(SMD) (D)

KCMO

1936
KANSAS CITY



MAJOR MARKET RADIO SALES



A Fairbanks Station

Media Code 4 226 3570 6.00 Mid 011716-000
 Fairbanks Broadcasting of Kansas City, Inc.
 4502 Johnson Dr., Fairway, KS 66205. Phone 913-677-
 7321.

PROGRAMMING DESCRIPTION

KCMO: News/talk, sports, PERSONALITIES. AM drive news/information block; PM drive, sports; midday interviews/news items/feature special attractions. FARM: 5-6 am M-F plus daily reports thru-out day with Agri-business Reports, market analysis, interviews by Director. WEATHER: meteorologist reports thru-out day. NEWS: Network, jet copter traffic reports, business reports, weather. SPORTS: Chiefs football; Royals baseball; Kings basket ball; Comets soccer; Kansas U football & basketball play-by-play. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dennis Linsin.
 Gen'l & Nat'l Sales Mgr.—Bill Johnson.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

50,000 w. days, 5,000 w. nights; 810 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21d, 22b, 23a, 24b, 25a, 26, 29a, 31, 33a.
 Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS.
 Affiliated with CBS Radio Network.
 Affiliated with The Wall Street Journal Radio Network.
 Affiliated with Connecticut Radio Network.

TIME RATES

Eff—Rec'd 9/29/83.
 AAAA—Mon thru Fri 5:30-10 am.
 AAA—Mon thru Fri 3-7 pm; Sat 6 am-3 pm.
 AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.
 A—Sat 3 pm-midnight; Sun 9 am-midnight.
 B—Spot thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	AAAA	AAA	AA	A	B
1 ti	110	85	75	25

AM/FM COMBINATION

Deduct 20% from combined totals.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KCMO-FM

1948
KANSAS CITY



MAJOR MARKET RADIO SALES



A Fairbanks Station

Media Code 4 226 3591 2.00 Mid 011713-000
 Fairbanks Broadcasting of Kansas City, Inc.
 4502 Johnson Dr., Fairway, KS 66205. Phone 913-677-
 9595.

PROGRAMMING DESCRIPTION

KCMO-FM: Programmed for adults 25-54. MUSIC: Mass appeal Country. NEWS: local 6, 7 & 8 am, noon & 5 pm; network 10 am, 3, 7, 9 & 11 pm; business 5:30 pm; jetcopter traffic reports in drive; meteorologist reports 2x/hr 6-9 am, 12-10, 3:06 & 5:06 pm. SPORTS: 7:30 am & 6:30 pm. COMMERCIAL POLICY: max 8 minutes/hr, 2-min or 3 units/set. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

General Manager—Dennis Linsin.
 Gen'l & Nat'l Sales Mgr.—Bill Johnson.
 Program Director—Rich Robbin.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 100,000 w., circular polarized; 94.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,057 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21d, 22b, 23a, 24b, 25a, 26, 29a, 31, 33a.
 Contracts: 40a, 40b, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81.
 Affiliated with CBS.
 Sold in combination with AM. See that listing.

TIME RATES

Eff—Rec'd 10/25/84.
 AM Drive—5:30-10 am.
 Midday—10 am-3 pm.
 PM Drive—3-8 pm.
 Evening—7-midnight.
 Weekend—Sat & Sun.

6. SPOT ANNOUNCEMENTS

	EA:	AMD/PM	MD	EVE/WKND
1 min	70	60	45

KCNW

1953
FAIRWAY, KS



A Universal Broadcasting Corporation Station

Media Code 4 226 3612 6.00 Mid 011717-000
 KCNW Radio, Inc.
 4535 Metropolitan, Kansas City, KS 66106. Phone 913-
 236-5269.

PROGRAMMING DESCRIPTION

KCNW: Programmed for adults 25+. MUSIC: Inspirational, adult-oriented inspirational artists. NEWS: network followed by local at :60; weather & sports part of regular features. FEATURES: Sat 7-10 am talk program incl lawn & garden & energy topics. Contact Representative for further details. Rec'd 4/2/80.

1. PERSONNEL

General Manager—Andy Willoughby.
 Operations Manager—David Baldwin.

3. FACILITIES

2,500 w.; 1380 khz.
 500 w. pre-sunrise.
 Operating schedule: sunrise-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7a.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
 Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
 Contracts: 40a, 42b, 42d, 46, 47a, 51b.
 Comb.; Cont. Discounts: 60b, 60e, 62d.
 Cancellation: 70a, 70c, 72, 73a.
 Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS

	1/3DR,	1/3MD,	1/3EVE	PER MO:	50 ti	49/less
30 sec	13	15	1 min	16
Specified daytime, extra 2.00.						
3 mo: Deduct 10%.						
1 yr: Deduct 20%.						

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
260 x (5 per wk)	45	80
52 x (1-4 per wk)	55	105

KCXL

1984
KANSAS CITY

KCXL div. of Kansas City Communications, Inc.
 810 E. 63rd St, Kansas City, MO 64110. Phone 816-333-
 2583.

2. REPRESENTATIVES

R. A. Lazar & Company.
 Rates have been temporarily withdrawn by station.

KFEQ

1923
ST. JOSEPH

Mid 011773-000

See listing under city of license.

KFKF

1925
KANSAS CITY



Media Code 4 226 3620 9.00 Mid 011714-000
 KFKF Broadcasting, Inc.
 4121 Minnesota Ave, Kansas City, KS 66102. Phone 913-
 321-3200.
 Mailing Address: Box 6394, Kansas City, MO 64126.

2. REPRESENTATIVES

McGavren Guild Radio.
 Rates have been temporarily withdrawn by station.

KFKF-FM

1963
KANSAS CITY, KS



McGAVREN GUILD RADIO



Media Code 4 226 3421 2.00 Mid 011715-000
 KFKF Broadcasting, Inc.
 4121 Minnesota Ave., Kansas City, KS 66102. Phone
 913-321-3200.

Mailing Address: Box 6394, Kansas City, MO 64126.

PROGRAMMING DESCRIPTION

KFKF-FM: Programmed for adults 25-54. MUSIC: Modern Country. NEWS: full service, morning drive & noon. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

General Manager—Tom Bresnahan.
 General Sales Manager—Rick Green.
 Program Director—Ray Massie.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 465 ft. above average terrain.
 Partial simulcast operation. Operated separately 9-5 am. For simulcast facilities see KFKF.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 12g, 14g.
 Basic Rates: 20a, 22b, 23a.
 Contracts: 40a, 45, 46.
 Comb.; Cont. Discounts: 60k.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

KJLA



1971
KANSAS CITY

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 226 3644 9.00 Mid 011718-000
 Osborn Communications Corp.
 3435 Broadway, Kansas City, MO 64111. Phone 816-753-
 7707.

PROGRAMMING DESCRIPTION

KJLA: Programmed for adults 35-64. MUSIC: popular hits of 40's, 50's, 60's & 70's featuring all time stds by popular vocalists, big bands & orchestras. Special promotions all year. NEWS: network at :60. Special features every day. Contact Representative for further details. Rec'd 2/29/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Wilton F. Osborn, II.
 General Sales Manager—Sandra Suffian.
 Operations Manager—Steve Lewis.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 250 w. nights; 1190 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 6a, 7b, 8.
 Rate Protection: 10b, 10d, 11b, 11d, 14b, 14d, 15d.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25c, 27, 28b, 29g, 33d.
 Contracts: 40a, 41a, 42b, 42d, 44a, 45, 46, 49, 51a.
 Comb.; Cont. Discounts: 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

TIME RATES

Eff—Rec'd 10/19/81

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 20.00.

KKCI

1967
LIBERTY

MISSOURI

Kansas City—cont

KKCI-FM

106.5 KCI

1978
LIBERTY



Media Code 4 226 3646 4.00 Mid 011724-000
Golden East of Missouri, Inc.
4722 Broadway, Kansas City, MO 64112. Phone 816-531-3400.

PROGRAMMING DESCRIPTION

KKCI-FM: Programmed for general mass appeal. MUSIC: album oriented hits. AIR PERSONALITIES handle all segments. NEWS: AM drive only. COMMERCIAL POLICY: maximum 9 min per hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
General Manager—John A. Kizer.
Program Director—Frank Nanel.
Sales Manager—Jim Long.
- REPRESENTATIVES**
CBS/FM Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 880 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 29b.
Contracts: 40b, 41, 42b, 44a, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLSI (FM)

1957
KANSAS CITY

Selcom radio
Broadcast Representatives



Media Code 4 226 3652 2.00 Mid 011726-000
Great Plains Radio, Inc.
1722 Main, Kansas City, MO 64108. Phone 816-474-6400.

PROGRAMMING DESCRIPTION

KLSI (FM): Programmed for adults 25-49 with heavy emphasis on PERSONALITIES. MUSIC: 90%; adult contemporary currents & standards. NEWS: 10%; local, nat'l & internat'l. AP wire. COMMERCIAL POLICY: max. 12 units per hour any daypart. Contact Representative for further details. Rec'd 5/29/82.

- PERSONNEL**
General Manager—Stephen Dinkel.
Sales Manager—Aunie Maramaldi.
Program Director—Jim Owens.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 428 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 6b, 8.
Rate Protection: 10g, 15b.
Basic Rates: 20a.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLZR (FM)

1963
LAWRENCE, KS

Mid 010435-000

See listing under city of license.

KMBR (FM)

1962
KANSAS CITY



Bonneville International Corporation



Torbet Radio



Media Code 4 226 3655 5.00 Mid 011720-000
A Division of Bonneville International Corp.
4935 Belinder Rd., Shawnee Mission, KS 66205. Phone 913-236-9800, TWX KC, 910-743-6894.

PROGRAMMING DESCRIPTION

KMBR (FM): Programmed for adults; emphasis 25-54. MUSIC: Soft, featuring original artist, vocals & contemporary instrumentals. NEWS: 27 daily reports with weather, time, sports & news bulletins. Live AIR PERSONALITIES. COMMERCIAL POLICY: maximum 11 1/2 min per hr. Contact Representative for further details. Rec'd 6/1/84.

- PERSONNEL**
Station Manager—Paul Leonard.
Nat'l/Reg'l Sales Manager—Steve Litwer.
Program Director—Jim Welch.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 5, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 23a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70e, 73a.
RATE PROTECTION: Rates quoted herein are guaranteed for a period of 90 days from the effective date of any increase in these rates providing that advertising equalling weekly expenditures of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
AM facilities: KMBZ.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMBZ

1921
KANSAS CITY



Bonneville International Corporation



Torbet Radio

News & Information



Media Code 4 226 3740 5.00 Mid 011721-000
A Division of Bonneville International Corp.
4935 Belinder Rd., Shawnee Mission, KS 66205. Phone 913-236-9800, TWX in KC, 910-743-6894.

PROGRAMMING DESCRIPTION

KMBZ: Information. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
Station Manager—Paul Leonard.
Nat'l/Reg'l Sales Manager—Steve Litwer.
News & Prog. Dir.—Andy Ludlum.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 980 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 5, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 23a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70e, 73a.
RATE PROTECTION: Rates quoted herein are guaranteed for a period of 90 days from the effective date of any increase in these rates providing that advertising equalling weekly expenditures of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
FM facilities: KMBR (FM).
Affiliated with Supernet.
Affiliated with NBC—Talknet.
Affiliated with ABC Information Network.
Member: Missourinet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KPRS (FM)

1963
KANSAS CITY

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 226 3782 7.00 Mid 011722-000
KPRS Broadcasting Corp.
Three Crown Center, Suite 118, Kansas City, MO 64108.
Phone 816-471-2100.

PROGRAMMING DESCRIPTION

KPRS (FM): Programmed for young audience. MUSIC: Modern Rock, Rhythm & Blues. NEWS: network. Contact Representative for further details. Rec'd 10/29/74.

- PERSONNEL**
President—Andrew R. Carter.
General Manager—John E. Carter.
Assistant Manager—Prim Carter Williams.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3c, 5d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25a, 26, 27, 28c.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: KPRT.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 7/1/83—Rec'd 8/28/84.

Daytime—6 am-8 pm.
Nighttime—8 pm-6 am.

- SPOT ANNOUNCEMENTS**

	DT	NT
Open	30 sec 1 min 30 sec 1 min	70.00 75.00 55.00 65.00
13 wk	67.50 72.50	52.50 62.50
52 wk	60.00 70.00	50.00 60.00

KPRT

1949
KANSAS CITY

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 226 3825 4.00 Mid 011723-000
KPRS Broadcasting Corp.
Three Crown Center, Suite 118, Kansas City, MO 64108.
Phone 818-471-2100.

PROGRAMMING DESCRIPTION

KPRT: Programmed for mature audience. Religious music, church services, gospel & sacred programs in morning. Jazz, blues, big band oldies in afternoon. Network news. Contact Representative for further details. Rec'd 10/29/74.

- PERSONNEL**
President—Andrew R. Carter.
General Manager—John E. Carter.
Assistant Manager—Prim Carter Williams.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w. days; 1590 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25a, 26, 27, 28c.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KPRS (FM).
Affiliated with Sheridan Broadcasting Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 15 Eff 1/1/79—Rec'd 5/25/79.

- SPOT ANNOUNCEMENTS**

	ROS	Open	13 wk	52 wk
30 sec	35.00	32.50	30.00	30.00
1 min	50.00	47.50	45.00	45.00

KUDL-FM

1959
MERRIAM, KS



Christal Radio



Media Code 4 226 3911 2.00 Mid 011725-000
Shamrock Broadcasting Co., Inc.
6230 Eby, Merriam, KS 66202. Phone 913-722-2866.

PROGRAMMING DESCRIPTION

KUDL-FM: Adult contemporary, programmed towards 18-44 with 25-34 emphasis. MUSIC: top current mellow rock hits blended with most popular songs of 60's & 70's. NEWS: 4 man staff, at :50 with additional headline reports at :20 from 5:20-8:20 am; AP wire, city wire, nat'l weather service, network actualities. Personalities. Contact Representative for further details. Rec'd 10/31/80.

- PERSONNEL**
General Manager—Bob Zurweste (Z).
Local Sales Manager—Sue Holmberg.
National Sales Manager—Joe DiBello.
Program Director—Dene Hallam.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 25a.
Contracts: 40c, 45, 46, 47a, 48, 51c.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 7/1/83—Rec'd 8/28/84.

AAA—Mon thru Sat 5:30 am-8 pm.
AA—Mon thru Sat 8 pm-midnight; All day Sun.

- SPOT ANNOUNCEMENTS**

	AAA	AA	AAA	AA
1 min	110	60	30 sec	88 48

KXTR (FM)

1959
KANSAS CITY

cmbs

concert music broadcast sales, inc.

Media Code 4 226 3995 5.00 Mid 011727-000
KXTR Broadcasting Co.
1701 South 55th St., Kansas City, KS 66106. Phone 913-432-1480.

- PERSONNEL**
President—Robert P. Ingram.
General Sales Manager—Lawyer Ward.
Program Director—Byl Strother.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 100,000 w.; 96.5 Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 548 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Concert Music Network.
Affiliated with The Wall Street Journal Report Network.

TIME RATES

Eff 7/1/83—Rec'd 7/25/83.
AAA—Mon thru Fri 6-10 am & 3-9 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-10 pm.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
PER WK:	10 ti 15 ti 20 ti	10 ti 15 ti 20 ti
AAA	75 65 55	65 55 45
AA	50 45 40	45 40 35
- PACKAGE PLANS**
TAP—6 AM-MIDNIGHT
PER WK: 10 ti 15 ti 20 ti PER WK: 10 ti 15 ti 20 ti
1 min 40 35 30 30 sec 35 30 per hr

KYYS (FM)

KY/102

1961
KANSAS CITY



Media Code 4 226 4037 5.00 Mid 011728-000
Taft Broadcasting Co.
Signal Hill, Kansas City, MO 64108. Phone 816-561-9102, TWX, 910-771-0300.

PROGRAMMING DESCRIPTION

KYYS (FM): MUSIC: Contemporary Album Rock. COMMERCIAL POLICY: max 10 spots per day & 1 per hr. Contact Representative for further details. Rec'd 5/18/79.

- PERSONNEL**
Vice-Pres., Gen'l & National Sales Mgr.—Mike Costello.
Program Director—Joe MacCabe.
Sales Manager—Hermond Hasty.
- REPRESENTATIVES**
Katz Radio.

3. FACILITIES

ERP 100.00 w; 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 940 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12c, 13e, 14c, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a, 28b, 29b, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WDAF.
Affiliated with Katz Radio Network.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KZZC (FM)

(formerly KTRO (FM))

1962

LEAVENWORTH, KS

Media Code 4 226 4058 1.00 Mid 010437-000
Wodlinger Broadcasting Company
4350 Johnson Dr, Shawnee Mission, KS 66205. Phone
913-384-9900.

PROGRAMMING DESCRIPTION

KZZC (FM): Programmed for young adults & teens 12-34.
MUSIC: Rock oriented, current hits mixed w/older rock
classics. FEATURES: on-going contests. COMMERCIAL
POLICY: limited to 6 min/hr. Contact Representative for
further details. Rec'd 2/24/84.

1. PERSONNEL

Mgrs./Owners—Mark L. & Constance J. Wodlinger.
Sales Manager—Iris Sleight.
Program Director—Jim Collins.

2. REPRESENTATIVES

Eastman Radic, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 998 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; 10 days net.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Eastman Radio, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(CR)

WDAF

61 Country/WDAF-AM

1922 KANSAS CITY



Katz Radio



NRBA

Media Code 4 226 4080 5.00 Mid 011729-000
Taft Broadcasting Co.
Signal Hill, Kansas City, MO 64108. Phone 816-931-6100,
TWX, 910-771-0300.

PROGRAMMING DESCRIPTION

WDAF: Programmed for adults & young adults. MUSIC:
Country. NEWS: at :55 & :25. 5 man local staff, 3 mobile
units, airplane traffic reports in drive times. Agri-business
report 5-7 am & 11:55 am-1 pm M-F. AIR PERSONAL-
ITIES handle all segments. Contact Representative for
further details. Rec'd 3/29/84.

1. PERSONNEL

Vice Pres. & Gen'l Mgr.—J. Thomas Connolly.
General Sales Manager—R. E. (Bob) Dennis.
Program Director—Neal (Moon) Mullins.
Farm Director—George Stephens.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 610 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12c, 13e, 14c, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a,
28b, 29b, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYYS (FM).
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer
Magazine and Agri-Media Rates and Data.

WHB

1922 KANSAS CITY



BLAIR RADIO



A Storz Station

Media Code 4 226 4165 4.00 Mid 011730-000
Storz Broadcasting Co.
106 W. 14th St., Kansas City, MO 64105. Phone 816-221-
8300.

PROGRAMMING DESCRIPTION

WHB: MUSIC: Adult contemporary & selected oldies.
Personalities. Traffic reports, staff meteorologist; 6 person
news staff; 4 person morning team. COMMERCIAL
POLICY: 12 unit per hour commercial limit. Contact
Representative for further details. Rec'd 8/17/83.

1. PERSONNEL

Chairman-of-the-Board & President—Robert H. Storz.
General Manager—Russ Donnelly.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 710 khz. Directional—
separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net charges for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b,
28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.
Affiliated with NBC Radio Network.

TIME RATES

No. 11 Eff 8/15/81—Rec'd 8/13/81.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 9 am-4 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30 9 am & 4-8 pm;
Sun 9 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 5:30-9 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

FLAT: AAA AA A B FLAT: AAA AA A B
1 min 130 100 60 30 30 sec 104 80 48 24

Kennett

Demkin County—Map Location H-7
See SRDS Consumer market map and data at beginning of
the state.

KBOA

1947 KENNETT



Media Code 4 226 4250 4.00 Mid 011731-000
KBOA, Inc.
Hwy. O, Box 509, Kennett, MO 63857. Phone 314-888-
4616.

PROGRAMMING DESCRIPTION

KBOA: Programmed for adults & young adults. FEAT-
URES: reg'l interest format w/news, weather, farm in-
formation & entertainment, music; telephone/call in
programs daily. SPORTS: college & pro. Contact
Representative for further details. Rec'd 10/1/82.

1. PERSONNEL

President—Kenneth E. Meyer.
Manager—Margie A. Crites.
Farm Director—Jeff Wheeler.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w. 830 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KTMO (FM).
Member: MissouriNet.

TIME RATES

Eff 2/1/82—Rec'd 11/19/84.
6. SPOT ANNOUNCEMENTS
DAYPART: 30 sec 1 min
8-11 am 12.00 24.00
1 pm-sign-off 12.00 24.00
RCS 6 am-7 pm 13.00 26.00

10. SPECIAL FEATURES

FARM
5:30-8 am 30 sec 1 min
11 am-1 pm 22.40 28.00
(SMD)

KBXM

1964 KENNETT

Media Code 4 226 4173-000 Mid 011732-000

See SRDS Spot Radio Small Markets Edition.

KTMO (FM)

1948 KENNETT



nab

Media Code 4 226 4377 5.00 Mid 011733-000
KBOA, Inc.
Hwy. O, Box 509, Kennett, MO 63857. Phone 314-888-
4991.

PROGRAMMING DESCRIPTION

KTMO (FM): MUSIC: Modern country. FARM: reg'l
programming of gen'l & farm interest news, markets by
farm reporters; weather radar system, special events.
SPORTS: high school & college. Contact Representative
for further details. Rec'd 10/1/82.

1. PERSONNEL

President—Kenneth E. Meyer.
Manager—Margie A. Crites.
Farm Director—Jeff Wheeler.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 370 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KBOA.
Affiliated with Music Country Radio Network.

TIME RATES

Eff 2/1/82—Rec'd 11/19/84.
6. SPOT ANNOUNCEMENTS
DAYPART: 30 sec 1 min
8-11 am 12.00 24.00
1 pm-sign-off 12.00 24.00
RCS 6 am-6 pm 13.00 26.00

10. SPECIAL FEATURES

FARM
5:30-8 am 30 sec 1 min
11 am-1 pm 22.40 28.00
(SMD)

Kirksville

Adair County—Map Location F-2
See SRDS Consumer market map and data at beginning of
the state.

KIRX

1947 KIRKSVILLE

Media Code 4 226 4173-000 Mid 011734-000

See SRDS Spot Radio Small Markets Edition.

KRXL (FM)

1967 KIRKSVILLE

Media Code 4 226 4173-000 Mid 011735-000

See SRDS Spot Radio Small Markets Edition.

KTUF (FM)

1983 KIRKSVILLE

Media Code 4 226 4486 4.00 Mid 030120-000

Admiral Broadcasting Corp.
211 W. Washington St., Kirksville, MO 63501. Phone 816-
627-1212.

PROGRAMMING DESCRIPTION

KTUF (FM): MUSIC: Contemporary with live D.J.s, news &
features. NEWS: 20/20 news at :20; UPI audio & local
coverage; heavy on-air promotion. Contact Representative
for further details. Rec'd 7/18/84.

1. PERSONNEL

President—Irvin Davis.
Vice-Pres./Sales—Jeanne Spriggs.
Vice-Pres./Prog. Dir.—Bill Collins.

2. REPRESENTATIVES

Clayton-Davis & Associates, Inc.

3. FACILITIES

ERP 1550 w. (horiz.), 1550 w. (vert.); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 456 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10 days.

TIME RATES

No. 2 Eff 8/1/84—Rec'd 3/26/84.
AAA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
AA—Sat & Sun 6 am-midnight.
A—Sat & Sun 6 am-midnight.
Evening Prime—7 pm-midnight.
B—midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE
AAA AA A EP B
1 min 17.00 16.00 15.00 13.50 9.00
30 sec 10.20 9.60 9.00 8.10 5.50
10-sec: 60% of 30-sec.

7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3EVENING PRIME (WITHIN 7
DAYS)
PER WK: 10 ti 12 ti 18 ti 24 ti 36 ti 48 ti
30 sec 85.50 97.70 137.70 172.80 243.00 302.40
1 min 14.25 162.00 229.50 286.00 405.00 504.00
PER WK: 80 ti
30 sec 351.00
1 min 585.00

ANNUAL CONTRACT
PER YR: 100x 150x 250x 500x 750x 1000+
30 sec 8.55 8.10 7.65 7.20 6.75 6.30
1 min 14.25 13.50 12.75 12.00 11.25 10.50

BTA—AAA, AA & Evening Prime.
WEEKEND BLOCKBUSTER—FRI 7 PM-SUN MIDNIGHT
12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
30 sec 97 138 173 1 min 162 230 288
IMPACT—3 TI PER DAY/31 CONSEC DAYS, 6 AM-7
PM

1 min 30 sec
93 ti 993 693
(SMD)

Knob Noster

Johnson County—Map Location D-4
See SRDS Consumer market map and data at beginning of
the state.

KLUK (FM)

1983 KNOB NOSTER

Mid 030307-000

See SRDS Spot Radio Small Markets Edition.

Lebanon

Laclede County—Map Location F-5
See SRDS Consumer market map and data at beginning of
the state.

KFBD-FM

1978 WAYNESVILLE

Mid 011839-000

See listing under city of license.

KJEL

1972 LEBANON

KIRK (FM)

(formerly KJEL-FM)

1972 LEBANON

Mid 011736-000

See SRDS Spot Radio Small Markets Edition.

KLWT

1947 LEBANON

Mid 011737-000

See SRDS Spot Radio Small Markets Edition.

KLWT-FM

1979 LEBANON

Mid 011738-000

See SRDS Spot Radio Small Markets Edition.

Lexington

Lafayette County—Map Location D-3
See SRDS Consumer market map and data at beginning of
the state.

KCAC (FM)

1969 LEXINGTON

Mid 011739-000

See SRDS Spot Radio Small Markets Edition.

KLEX

1956 LEXINGTON

Mid 011740-000

See SRDS Spot Radio Small Markets Edition.

Liberty

Clay County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

See Kansas City, MO

(including Fairway, Kansas City, Merriam,
Mission, KS; Independence, MO)

MISSOURI

Macon

Macon County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KLTI
1966
MACON

Mid 011741-000

See SRDS Spot Radio Small Markets Edition.

Malden

Dunkin County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KMAL (FM)
1981
MALDEN

Mid 011742-000

See SRDS Spot Radio Small Markets Edition.

KTCB
1954
MALDEN

Mid 011743-000

See SRDS Spot Radio Small Markets Edition.

Mansfield

Wright County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KTRI (FM)
1977
MANSFIELD

Mid 011744-000

See SRDS Spot Radio Small Markets Edition.

Marshall

Saline County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KMFL (FM)
1969
MARSHALL

Mid 011745-000

See SRDS Spot Radio Small Markets Edition.

KMMO
1949
MARSHALL

Mid 011746-000

See SRDS Spot Radio Small Markets Edition.

KMZU (FM)
1962
CARROLLTON

Mid 015959-000

See listing under city of license.

Marshfield

Webster County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KOSC
1969
MARSHFIELD

Mid 011747-000

See SRDS Spot Radio Small Markets Edition.

KOSC-FM
1977
MARSHFIELD

Mid 034296-000

See SRDS Spot Radio Small Markets Edition.

Maryville

Nodaway County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KNIM
1953
MARYVILLE
KNIM-FM
1972
MARYVILLE

Mid 011748-000

See SRDS Spot Radio Small Markets Edition.

Memphis

Scotland County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KMEM (FM)
1982
MEMPHIS

Mid 025684-000

See SRDS Spot Radio Small Markets Edition.

Mexico

Audrain County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KWWR (FM)
1966
MEXICO

Stereo Country



Media Code 4 226 4960 8.00 Mid 011749-000
KXEO Radio, Inc.
Box 475, 1705 E. Liberty St., Mexico, MO 65265. Phone 314-581-5500.

PROGRAMMING DESCRIPTION
KWWR (FM): Personality country music. NEWS: Emphasis on reg'l, UPI, network. FARM: 13 reports daily. Color weather radar. Rec'd 3/26/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jerry Johnson.
Local Sales Manager—Kent Morgan.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 992 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KXEO.

TIME RATES
Eff 1/1/85—Rec'd 12/16/84.
Drivetime—6-8 am & 3:30-6 pm.
Premium—5 am-10 pm (except drivetime).
Prime—10 pm-5 am.

6. SPOT ANNOUNCEMENTS		1 min 30 sec	
Drivetime	27.00	16.47	9.41
Premium	21.18	12.95	

(SMD)

KXEO
1947
MEXICO



Media Code 4 226 5015 0.00 Mid 011750-000
KXEO Radio, Inc.
1705 E. Liberty St., Box 475, Mexico, MO 65265. Phone 314-581-2340.

PROGRAMMING DESCRIPTION
KXEO: General programming. NEWS: UPI & network, information, public affairs, talk 6 am-2 pm. Farm reports & our own color weather radar. Rec'd 11/28/83.

- PERSONNEL**
Gen'l & Sales Mgr.—Jerry Johnson.
Local Sales Manager—Kent Morgan.
- FACILITIES**
1,000 w., 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KWWR (FM).
Affiliated with Brownfield Network.

TIME RATES
Eff 1/1/84—Rec'd 11/28/83.

6. SPOT ANNOUNCEMENTS		1 min 30 sec	
6-8 am	25.00	14.70	
5-6 am & 8 am-7 pm	21.17	11.75	
7 pm-midnight	16.47	9.41	

(SMD)

Moberly

Randolph County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KRES (FM)
1966
MOBERLY

Ag Programming



Media Code 4 226 5100 0.00 Mid 011751-000
KRES, Inc.
300 W. Reed St., Moberly, MO 65270. Phone 816-263-1600.

PROGRAMMING DESCRIPTION
KRES (FM): Modern country music. FARM: regional programming of general & farm interest. News, markets, programming by 3 farm reporters. Doppler weather radar system, special events & high school & college sports. Contact Representative for further details. Rec'd 6/18/84.

- PERSONNEL**
General Manager—Jerrell A. Shepherd.
National Sales Manager—David Shepherd.
 - REPRESENTATIVES**
Logue Farm Media.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,019 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
AM facilities: KWIX.
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
Eff 8/1/84—Rec'd 6/18/84.
- | | | | |
|-----------------------------|----|-------------|----|
| 6. SPOT ANNOUNCEMENTS | | | |
| ROS, 1 min flat | 35 | 30 sec flat | 28 |
| 10. SPECIAL FEATURES | | | |
| FARM—5:30-8 AM & 11 AM-1 PM | | | |
| 1 min | 50 | 30 sec | 40 |
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (SMD)

KWIX
1950
MOBERLY

Mid 011752-000
See SRDS Spot Radio Small Markets Edition.

Monett

Barry County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KKBL (FM)
1977
MONETT

Mid 011753-000

See SRDS Spot Radio Small Markets Edition.

KRMO
1950
MONETT

Mid 011754-000

See SRDS Spot Radio Small Markets Edition.

Monroe City

Monroe County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KLCQ (FM)
1981
MONROE CITY

Mid 025882-000

See SRDS Spot Radio Small Markets Edition.

Montgomery City

Montgomery County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KVCM (FM)
1977
MONTGOMERY CITY

Mid 011755-000

See SRDS Spot Radio Small Markets Edition.

Mountain Grove

Wright County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KLRS
1954
MOUNTAIN GROVE

Mid 011756-000
See SRDS Spot Radio Small Markets Edition.

KLRS-FM
1977
MOUNTAIN GROVE

Mid 011757-000
See SRDS Spot Radio Small Markets Edition.

Neosho

Newton County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KBTN
1954
NEOSHO

Mid 011758-000
See SRDS Spot Radio Small Markets Edition.

Nevada

Vernon County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KNEM
1949
NEVADA

Mid 011759-000
See SRDS Spot Radio Small Markets Edition.

Osage Beach

Camden County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KRMS
1952
OSAGE BEACH

CBS Radio Network



Media Code 4 226 5225 8.00 Mid 011760-000
Lacom, a limited partnership
Box 225, Osage Beach, MO 65065. Phone 314-348-2772.

PROGRAMMING DESCRIPTION
KRMS: Programmed for general adult interest. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: network hly; news director handles local & state news 6 am-3 pm; expanded news blocks at 7 am, noon & 5 pm (15-min); 10-min at 8 am & 6 pm; weather at :15 & :45; gen'l newscasts 6, 8:30, 7:30 am, 12:30 pm; SPORTS: play-by-play high school & U football & basketball; fishing reports 6:35 am & 5:35 pm daily during season. FARM: markets M-F 6:47, 10:09 am & 1:06 pm. RELIGIOUS: Sun am. TALK: M-F 9-10 am, Sat 9-11 am. COMMERCIAL POLICY: 18-min 6-10 am; 16-min 10 am-12M, spot sets 6x hr. Contact Representative for further details. Rec'd 12/22/83.

- PERSONNEL**
General Partner—Al Sikes.
General Manager—Rod Orr.
Operations Manager—Ken Birdsong.
- REPRESENTATIVES**
Kansas City, St. Louis—Bruce Schneider & Co.
- FACILITIES**
1,000 w.; 1150 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KYLC (FM).
Affiliated with CBS Radio Network.
Member: Missourinet, Magic Circle Network.

TIME RATES
Eff 12/21/84.
AAA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm.
AA—Mon thru Fri 3 pm-sign-off; Sat & Sun 9 am-3 pm.
A—Mon thru Fri 9 am-3 pm (except noon hour); Sat & Sun 3 pm-sign-off; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS	Wk			Mo		
	12 ti	18 ti	24 ti	60 ti	96 ti	96 ti
1 MIN:	20	19	18	19	17	
AA	10	9	8	9	7	
A	8	7	6	7	5	

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

	Wk						Mo
	12 ti	18 ti	24 ti	60 ti	96 ti	96 ti	
1 min	12	11	10	11	9		
30 sec: 80% of 1-min.							

(SMD)

KYLC (FM)
1964
OSAGE BEACH

Contemporary



Media Code 4 226 5567 0.00 Mid 011761-000
Lacom, a limited partnership
Box 225, Osage Beach, MO 65065, Phone 314-348-2772.

PROGRAMMING DESCRIPTION

KYLC (FM): MUSIC: Adult Contemporary 3 am-7 pm; CHR 7 pm-3 am. NEWS: network hrly; local at 6:20, 7:20, 8:20 am, 12:20, 5:20 & 10:30 pm. SPORTS: local football & basketball, collage basketball, fishing reports in season. COMMERCIAL POLICY: 12-min per hr. Contact Representative for further details. Rec'd 2/28/84.

1. PERSONNEL

General Partner—Al Sikes.
General Manager—Rod Orr.
Operations Manager—Ken Birdsong.

2. REPRESENTATIVES

Kansas City, St. Louis—Bruce Schneider & Co.

3. FACILITIES

ERP 3,000 w.; 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KRMS.
Affiliated with CBS RadioRadio.
Member: Magic Circle Network.

TIME RATES

Eff—Rec'd 12/21/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-3 pm.
A—Mon thru Sat 10 am-3 pm; Sat & Sun 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	Per wk						Per mo					
	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti
AAA	12	11	10	11	10	9	12	11	10	11	10	9
AA	11	10	9	10	9	8	11	10	9	10	9	8
A	10	9	8	9	8	7	10	9	8	9	8	7
B	9	8	7	8	7	6	9	8	7	8	7	6

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP—1/4AAA, 1/4AA, 1/4A, 1/4B

	Per wk						Per mo					
	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti
1 min	10	9	8	9	8	7	10	9	8	9	8	7
30 sec: 80% of 1-min.												

TAP—1/3AAA, 1/3AA, 1/3A

	Per wk						Per mo					
	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti	12 ti	18 ti	24 ti	60 ti	96 ti	120 ti
1 min	11	10	9	10	9	8	11	10	9	10	9	8
30 sec: 80% of 1-min.												

(SMD)

Palmyra

Marion County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KIDS (FM)

1981
PALMYRA



Media Code 4 226 5588 6.00 Mid 028412-000
Palmyra Broadcasting Co.
104 E. Lafayette, Box 352, Palmyra, MO 63461. Phone 314-769-2044, Hannibal, 221-2044, Quincy IL, 217-228-2044.

PROGRAMMING DESCRIPTION

KIDS (FM): MUSIC: programmed Current Country blended with recurrent & Classic Country hits from 50's forward presented for adults by live announcers. FARM: local stock & commodity broker with markets M-F 5:30, 9:50 am, 12:20 & 2:10 pm. NEWS: expanded local casts M-F 6:55, 8 am, noon & 5 pm. FEATURES: Ralph Emery Show M-F 1-2 pm; wkly music specials Sat 6:30-9 pm. Contact Representative for further details. Rec'd 8/2/84.

1. PERSONNEL

President—Frank C. Bick.
Vice-Pres. & Gen'l Mgr.—Bud Janes.
Sales Manager—Dennis Polk.

2. REPRESENTATIVES

Bruce Schneider & Co., Inc.

3. FACILITIES

ERP 2,400 w. (horiz.), 2,400 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 356 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 7b, 8.
Rate Protection: 10e, 11e, 12e, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 25b, 29a.
Contracts: 40a, 41, 42a, 45, 47c, 48, 51c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 8/2/84.
AAA—5-9 am & 3-7 pm.
AA—9 am-3 pm & 7 pm-midnight.
A—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 ti	25.00	20.00	15.00	20.00	16.00	12.00
6 ti	23.00	18.50	13.75	18.50	14.80	11.00
12 ti	21.00	16.75	12.50	16.75	13.50	10.00
24 ti	18.00	14.50	11.25	14.50	11.50	9.00

10. SPECIAL FEATURES

Farm markets—5:30, 9:50 am, 12:20, 2:10 pm; Extra 2.00.
Local news—6:55, 8 am noon, 5 pm; Extra 2.00.

Piedmont

Wayne County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KPWB

1966
PIEDMONT

Mid 011762-000
See SRDS Spot Radio Small Markets Edition.

Poplar Bluff

Butler County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KJEZ (FM)

1977
POPLAR BLUFF



A Kelly Communications, Inc. Station
Media Code 4 226 5652 0.00 Mid 011763-000

Kelly Communications, Inc.
Box 130, Poplar Bluff, MO 63901. Phone 314-686-2403.
Studio: Hillsdale Plaza, Hwy. 67 N., Poplar Bluff, MO 63901.

PROGRAMMING DESCRIPTION

KJEZ (FM): Demographic emphasis 25-54; secondary 18-49. MUSIC: TM Adult Contemporary, some Top 40 mix; AIR PERSONALITIES handle all segments. NEWS: RKO & local M-Sat at 5:55, 6:55, 7:55, 8:55 & 11:55 am; 4:55, 5:55 & 10:55 pm, Sun at 6:08-11 am & 5:55 pm; Alan Archer weather hrly. SPORTS: M-F at 2:06-9 am, 4 & 5 pm featuring local scores & John Madden sports from RKO. FARM: information M-Sat 6-7 am. FEATURES: Solid Gold Saturday Night 6-11 pm; Rick D's Top 40 Sun 6-10 pm; cont. promotions. COMMERCIAL POLICY: 10 min/hr. Contact Representative for further details. Rec'd 1/23/85.

1. PERSONNEL

General Manager—Gerald A. Getz.
Local Sales Manager—James Bragg.

2. REPRESENTATIVES

Eugene F. Gray Co., Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 12 Eff 7/1/84—Rec'd 8/28/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-noon.
AA—6 am-midnight; all other times.
A—midnight-6 am; all days.

6. SPOT ANNOUNCEMENTS

	30 sec			1 min		
	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
AAA	17	15	13	21	19	16
AA	13	12	10	17	15	12
A	6	5	4	7	6	5

7. PACKAGE PLANS

ANNUAL CONTRACT—50%AAA, 50%AA

	250x			500x			1000x		
	30 sec	1 min	1 min	30 sec	1 min	1 min	30 sec	1 min	1 min
30 sec	12	11	10	12	11	10	12	11	10
1 min	17	16	14	17	16	14	17	16	14

(SMD)

KLID

1961
POPLAR BLUFF



Media Code 4 226 5695 9.00 Mid 011764-000
Poplar Bluff Broadcasters, Inc.
Box 458, Poplar Bluff, MO 63901. Phone 314-785-9637.

PROGRAMMING DESCRIPTION

KLID: Adult Contemporary, target audience adults 25-54. MUSIC: Satellite Music Network Star Stations; American Top 40 with Casey Kasem Sun 1-5 pm; Dick Clark's National Music Survey Sat 9 am-noon. NEWS: plus weather & sports M-F 7-8 am; Paul Harvey news M-Sat noon-12:15 pm; local M-F 7:50-8 am; local news & agri weather 12:15-12:25 pm M-F; Progressive Farmer Network M-F 6:55-7 am & 12:25-12:30 pm. FEATURES: Swap Shop M-F 9:30-10 am; hunting & fishing M-F 7:45-7:50 am. RELIGIOUS: Sun 6:30 am-noon. SPORTS: high school football & basketball. COMMERCIAL POLICY: 12 min per hr in clusters not to exceed 3 min. Contact Representative for further details. Rec'd 5/31/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bruce Schneider.
Station Manager—Bill Steiger.
Sales Manager—Roger Hager.

2. REPRESENTATIVES

Market 4 Radio.
St. Louis, Kansas City—Bruce Schneider & Co.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Progressive Farmer Network.
Member: Magic Circle Network.

TIME RATES

No. 2 Eff 10/1/84—Rec'd 10/24/84.
AAA—6-9:30 am, noon-1 pm & 3-6 pm.
AA—10 am-3 pm.
A—7 pm-6 am.
B: Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WK:	1 min			30 sec				
	Open	12 ti	24 ti	36 ti	Open	12 ti	24 ti	36 ti
AAA	12	11	10	9	10	9	8	7
AA	11	10	9	8	9	8	7	6
A	8	7	6	5	6	5	4	3
B	6	5	4	3	5	4	3	2

10 sec: 3.50 flat.

7. PACKAGE PLANS

TAP

PER WK:	24 ti			36 ti			48 ti		
	PER YR:	250x	500x	1000x	PER YR:	250x	500x	1000x	
1 min	9	8	7	7	7	6	5	4	
30 sec	7	6	5	5	5	4	3	2	

10 sec: 3.50 flat.

(SMD)

KPBM (FM)

1952
POPLAR BLUFF

Mid 011765-000
See SRDS Spot Radio Small Markets Edition.

KWOC

1938
POPLAR BLUFF

Mid 011766-000
See SRDS Spot Radio Small Markets Edition.

Portageville

New Madrid County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

KMIS

1960
PORTAGEVILLE

KMIS-FM

1976
PORTAGEVILLE

Mid 011767-000
See SRDS Spot Radio Small Markets Edition.

Potosi

Washington County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KYRO

1959
POTOSI

Mid 011768-000
See SRDS Spot Radio Small Markets Edition.

Rolla

Phelps County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KFBD-FM

1978
WAYNESVILLE

Mid 011830-000
See listing under city of license.

KMOZ

1960
ROLLA

KCLU-FM

1964
ROLLA

Mid 011769-000
See SRDS Spot Radio Small Markets Edition.

KTTR

1947
ROLLA

Popular Adult



Media Code 4 226 6120 7.00 Mid 011770-000
KTTR-KZNN, Inc.
1505 Solist Rd., Box 727, Rolla, MO 65401. Phone 314-364-2525.

PROGRAMMING DESCRIPTION

KTTR: Programmed for adults. MUSIC: Popular. NEWS: network at :60 & local 9x/day w/major segments 6-6:30 am & 6:55-7:35 am, noon-1 pm & 5-6 pm; US & private weather services; weather radar. FEATURES: 3-hr Sun at the Memories nostalgia show; Sun 1-4 pm, network commentator 3x/day; tele/talk programs & 2-man AM show. SPORTS: U & high school football & basketball play-by-play; pro football, world series, superbowl. Rec'd 7/10/84.

1. PERSONNEL

President—John B. Mahaffey.
Vice-Pres. & Gen'l Mgr.—Terry King.
Operations Director—Bob Belcher.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:25 am-midnight. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KZNN (FM).
Affiliated with ABC Information Radio Network.
Member: Missourinet.

TIME RATES

MISSOURI

St. Joseph

Buchanan County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KFEO
1923
ST. JOSEPH



M'GAVREN GUILD RADIO
CBS RADIO
AFFILIATE



Media Code 4 226 6205 6.00 Mid 011773-000
KFEO Radio
4305 Frederick, Box 879, St. Joseph, MO 64502. Phone 816-233-8881



PROGRAMMING DESCRIPTION
KFEO: MUSIC: Modern Country. NEWS: network at :60 & local at :55 with major news segments 7-8 am & 5-6 pm. FARM: director with agricultural news; markets & interview features, commodity reports 5:30-8 am & 11:30 am-1:30 pm. U. S. & private weather services. SPORTS: Royals baseball, U of MO Tigers football & basketball. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
General Manager—Gene Millard.
General Sales Manager—Dick Kline.
Operations Director—Bob Ori.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 680 khz. Directional separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12b, 13b, 14a.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 29b, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 61b, 62a.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: MissouriNet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
- PACKAGE PLANS**
TAP, PER WK: 1 min 30 sec
12 ti (8AAA, 4AA) 40 30
24 ti (16AAA, 8AA) 35 28
10 sec: 50% of 1-min, preemptible.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (CR)

KGNM
1955
ST. JOSEPH



Media Code 4 226 6247 8.00 Mid 011774-000
Orama, Inc.
2414 S. Leonard Rd., St. Joseph, MO 64503. Phone 816-233-2577.
1 min rate 1x: 13.25.



KKJO
1946
ST. JOSEPH

Adult Contemporary



Media Code 4 226 6290 8.00 Mid 011775-000
St. Joseph Broadcasting Co., Inc.
1201 N. Woodbine, Box 166, St. Joseph, MO 64502.
Phone 816-279-6346.



PROGRAMMING DESCRIPTION
KKJO: Programmed for adults 25-54. MUSIC: Current hits. NEWS: ABC on the :60 every hr.; local on the :60 & :30 in drivetime. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
General Manager—Richard J. Sipe.
Program Director—Bruce Allen.
- REPRESENTATIVES**
Torbet Radio, Inc.
Hyett/Ramsland, Inc.
- FACILITIES**
5,000 w.; 1550 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KSFT (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
1 min 40.00; 30 sec 32.00.
KKJO only: 70% of KKJO/KSFT (FM) combination.

KSFT (FM)
1962
ST. JOSEPH

Stereo Country



Media Code 4 226 6332 8.00 Mid 011776-000
St. Joseph Broadcasting Co., Inc.
1201 N. Woodbine, Box 166, St. Joseph, MO 64502.
Phone 816-279-6346.



PROGRAMMING DESCRIPTION
KSFT (FM): MUSIC: Modern country. NEWS: News staff shared with KKJO. Contact Representative for further details. Rec'd 2/2/82.

- PERSONNEL**
General Manager—Richard J. Sipe.
Program Director—Bruce Allen.
Sales Manager—Bob Heater.
- REPRESENTATIVES**
Torbet Radio, Inc.
Hyett/Ramsland, Inc.
- FACILITIES**
ERP 100,000 w. 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 582 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KKJO.
Affiliated with Supernet.
Sold in combination with KKJO. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
70% of KKJO/KSFT (FM) combination.

St. Louis

(including Alton, Columbia, East St. Louis, Granite City, Wood River, IL; Clayton, Crestwood, Florissant, St. Charles, MO)

St. Louis, Clayton, St. Louis County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KADI-FM
1959
ST. LOUIS

Media Code 4 226 6418 5.00 Mid 011778-000
Communications Fund, Inc.
7530 Forsyth, St. Louis, MO 63105. Phone 314-721-2323.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KATZ
1955
ST. LOUIS

Media Code 4 226 6548 5.00 Mid 011779-000
Unity Broadcasting Network-Missouri, Inc.
1139 Olive St., St. Louis, MO 63101. Phone 314-241-6000.

- REPRESENTATIVES**
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KCFM (FM)
1977
FLORISSANT

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 226 6591 9.00 Mid 027803-000
Florissant Broadcasting Co., Inc.
1281 Graham Rd., Suite 3, Florissant, MO 63031. Phone 314-921-3505.



PROGRAMMING DESCRIPTION
KCFM (FM): Programmed for adults 25-44. MUSIC: greatest hits from '55-'85; AIR PERSONALITIES handle all segments. NEWS: 2 reporters; 3 min local at :55 & :25 5-8 am & 3-5 pm; weather at :20 & :50 in all newscasts. SPORTS: in local newscasts & at :30 on wknds from ABC. FEATURES: remote broadcasts & client merchandising. COMMERCIAL POLICY: 12 min maximum per hr. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
President—A. Marial Capbern.
General Manager—Craig R. Hodgson.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht. 600 ft. above average terrain.
- AGENCY COMMISSION**
15%; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22b, 24c, 25a.
Contracts: 40a, 41, 44a, 46, 50.
Comb.; Cont. Discounts: 60c, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

EZ 102
KEZK-FM
THE ADULT COMBO

KEZK (FM)
1968
ST. LOUIS



MAJOR MARKET RADIO SALES
NRBA

Media Code 4 226 6637 0.00 Mid 011780-000
Adams Radio of St. Louis, Inc.
7711 Carondelet Ave., St. Louis, MO 63105. Phone 314-727-2160.

PROGRAMMING DESCRIPTION
KEZK (FM): MUSIC: Easy Listening. NEWS: capsules at :58. COMMERCIAL POLICY: 4 commercial breaks an hour. Contact Representative for further details. Rec'd 7/1/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Matt Mills.
National Sales Manager—Cheryl Collins.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 28b, 28c, 29a, 33b.
Contracts: 40c, 41, 43, 44b, 45, 46, 48, 49.
Comb.; Cont. Discounts: 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81.
AM facilities: WRTH.

TIME RATES

- SPOT ANNOUNCEMENTS**
AM Drive—Mon thru Sat 5:30-10 am.
Midday—Mon thru Sat 10 am-3 pm.
PM Drive—Mon thru Sat 3-8 pm.
Evenings—Mon thru Sat 8 pm-1 am; Sun all day.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5	6	7
AMD	220	205	190	175	160	145	130
MD	230	215	200	185	170	155	140
PMD	220	205	190	175	160	145	130
Eve/Sun	140	130	120	110	100	90	80

30 sec: 80% of 1-min
Sponsorship & fixed positions use next highest Grid.

KEZK only: Deduct 10.00 from KEZK (FM)/WRTH combination. (A)

KFUO-FM



1948
CLAYTON



Media Code 4 226 6645 3.00 Mid 030094-000
The Lutheran Church - Missouri Synod
85 Founder's Lane, St. Louis, MO 63105. Phone 314-725-3030.

PROGRAMMING DESCRIPTION
KFUO-FM: Devoted to Classical music & fine arts entertainment. MUSIC: 85%; 95% serious music; 5% ethnic, folk music & show tunes; 20% of music originates from live or taped sources, incl concerts of 8 symphony orchestras. TALK: 5%. NEWS: 10%; internat'l, nat'l, local, business, weather 80%; cultural news 20%; 8 daily newscasts vary in length with amount & complexity of news. COMMERCIAL POLICY: average 6 min commercial advertising per hr. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
General Manager—Rodger P. Abatie.
Program Director—Ron Klemm.
Sales Manager—Tom Jackson.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 557 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 6b.
Contracts: 40a.
Affiliated with Concert Music Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGLD
1927
ST. LOUIS



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 226 6649 5.00 Mid 011790-000
Robinson Broadcasters of Missouri
2360 Hampton Ave., St. Louis, MO 63139. Phone 314-644-1380.

PROGRAMMING DESCRIPTION
KGLD: Programmed for adults 25+. MUSIC: Classic Hits of 50-'70's. AIR PERSONALITIES. NEWS: at :35 AM drive. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Nancy Pool-Leffler.
General Sales Manager—Stephen T. Butler.
Station Manager—C. C. Matthews.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Toronto—Tels Broadcasting Ltd.
Winnipeg—A. J. Messner & Co., Ltd.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1380 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KWK-FM.
Sold in combination with KWK-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
90% of KWK-FM/KGLD combination. (A)

KHTR (FM)1962
ST. LOUIS**CBS-FM NATIONAL SALES**

nab

RAB

A CBS Station

Media Code 4 226 6653 7.00 Mid 011784-000
CBS Radio, a Div. of CBS Inc.
One Memorial Dr., St. Louis, MO 63102. Phone 314-621-2345.**PROGRAMMING DESCRIPTION**KHTR (FM): Programmed for adults & young adults.
MUSIC: Contemporary Hits. NEWS: local at 6, 7, 8, 9 am, & noon; network hrly from 12M-6 am. COMMERCIAL POLICY: 10 units per hr. Contact Representative for further details. Rec'd 1/26/84.**1. PERSONNEL**Regional Vice-President—Robert Hyland.
Station Manager—Robert Fulstone.
Sales Director—Richard Gray.
Program Director—Bob Scott.**2. REPRESENTATIVES**

CBS/FM National Sales.

3. FACILITIESERP 100,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 1,212 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KMOX.
Affiliated with CBS RadioRadio.**TIME RATES**No. 14 Eff 7/11/84—Rec'd 1/23/84.
AAA—Mon thru Sat 5:30 am-8 pm.
AA—Mon thru Sat 8 pm-2 am; Sun 5:30-2 am.
A—Mon thru Sun 2-5:30 am.**6. SPOT ANNOUNCEMENTS**

GRID:	1 MINUTE							
	I	II	III	IV	V	VI	VII	VIII
AAA	300	250	200	150	125	100	75	60
AA	250	225	175	125	100	80	60	50
A	50	45	40	35	30	25	15	10

30 sec: 80% of 1-min; 10 sec: 50% of 1-min.

KIRL1958
ST. CHARLES

NRBA

Media Code 4 226 6670 1.00 Mid 011781-000
Bronco Broadcasting Co., Inc.
3713 Highway 94 North, St. Charles, MO 63301. Phone 314-946-6600.
1 min rate 1x 30.00.**KMJM MAJIC 108 FM****KMJM (FM)**1970
ST. LOUIS

C

Christal Radio

nab

NRBA

Media Code 4 226 6692 5.00 Mid 011782-000
Amaturo Group, Inc.
502 DeBaliviere, St. Louis, MO 63112. Phone 314-361-1108.
Mailing Address: Box 4888, St. Louis, MO 63108.**PROGRAMMING DESCRIPTION**

KMJM (FM): Combination of Contemporary Rhythm, Pop Hits & Jazz. NEWS: local & nat'l, sports, traffic & staff meteorologist. Full time public affairs/community dept. Contact Representative for further details. Rec'd 5/18/82.

1. PERSONNELPresident/Radio Division—Monte Lang.
General Manager—Gary Lewis.
News & Public Affairs Director—Mildred Gaddis.**2. REPRESENTATIVES**

Christal Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 (vert.); 107.7 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 575 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24c, 25a, 28b, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 46, 51b.
Comb.; Cont. Discounts: 60e, 60f, 60i.
Cancellation: 70b, 70e, 73b.
Prod. Services: 80.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KMOX1925
ST. LOUIS

CBS Owned

Represented by **CBS RADIO SPOT SALES****News-Information-Sports Entertainment**

nab

RAB

Media Code 4 226 6715 4.00 Mid 011783-000
CBS Radio, a Div. of CBS, Inc.
One Memorial Dr., St. Louis, MO 63102. Phone 314-621-2345.**PROGRAMMING DESCRIPTION**

KMOX: Programmed for general interest. 5:30-9 am: news, farm, markets, weather, sports, air personalities, traffic reports, 9 am-12N: music, interviews, air personalities, 12N-4 pm: talk, info, air personalities, guest interviews, listener phone-ins, news at :60, weather, sports, traffic interviews, weather, sports, markets. 4-6 pm: news, sports, traffic, interviews, weather. 6-8 pm: sports interviews, listener phone-ins. 8 pm-3 am: talk info, interviews, listener phone-ins, news at :60, weather, sports. 3-5:30 am: news at :60, air personalities, music. NEWS: nat'l, reg'l, local, helicopter, editorials, remotes thru-out wk., interviews, discussion, debates. SPORTS: pro baseball, football, hockey, college football & basketball. Contact Representative for further details. Rec'd 6/3/82.

1. PERSONNELRegional Vice-President—Robert Hyland.
Station Manager—Timothy Dorsey.
Sales Director—Thomas Callahan.**2. REPRESENTATIVES**

CBS Radio Spot Sales.

3. FACILITIES50,000 w.; 1120 khz. Non-directional.
Operating schedule: 24 hours daily, CST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KHTR (FM).
Affiliated with CBS Radio Network.
Member: MissouriNet.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Rx:For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.**KS94 FM**

KSD-FM

1955
ST. LOUIS

C

McGAVREN GUILD RADIO
Gannett Broadcasting Group

nab

RAB

NRBA

Media Code 4 226 6886 3.00 Mid 011786-000
Pacific & Southern Broadcasting Co.
10155 Corporate Square, St. Louis, MO 63132. Phone 314-997-5594.**PROGRAMMING DESCRIPTION**

KSD-FM: Programmed for adults 25-49. MUSIC: Adult Contemporary, w/AIR PERSONALITIES. NEWS: & weather at 5:55, 6:55, 7:55, 8:55 am, 3:55, 4:55 & 5:55 pm; helicopter traffic reports at 6:40-8:40 am & 3:40-6 pm. FEATURES: community involvement. SPORTS: at 6:25, 7:25, 8:25 am. COMMERCIAL POLICY: 10 minutes or 12 units/hr in AM drive, 8 minutes or 10 units/hr all other times. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNELPres. & Gen'l Mgr.—Merrell Hansen.
Vice-Pres./Oper.—Ron Morgan.
General Sales Manager—Jon R. Gibson.**2. REPRESENTATIVES**

McGavren Guild Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 850 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3b, 4a, 6b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 22a, 23a, 24a, 24c, 28b, 28c, 29b.
Contracts: 40a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60f, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72.
AM facilities: KUSA.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KSHE REAL ROCK RADIO**KSHE (FM)**1961
CRESTWOOD

K

Katz Radio

nab

RAB

Media Code 4 226 6970 5.00 Mid 011787-000
Emmis Broadcasting Corp.
9434 Watson Rd., St. Louis, MO 63126. Phone 314-842-1111.**PROGRAMMING DESCRIPTION**

KSHE (FM): Blend of contemporary album oriented rock with local news & features. Contact Representative for further details. Rec'd 8/15/77.

1. PERSONNELGeneral Manager—John Beck.
General Sales Manager—Sue Wollin.
National Director of Sales—Stuart Layne.**2. REPRESENTATIVES**

Katz Radio.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 500 ft. above average terrain.**4. AGENCY COMMISSION**

15% on time only.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KSIV1982
ST. LOUIS

RAB

Media Code 4 226 6984 6.00 Mid 027857-000
Bott Broadcasting Co.
2735 Bompert, St. Louis, MO 63144. Phone 314-961-1320.Executive Offices:
10841 E. 28th St., Independence, MO 64052. Phone 816-252-5050.
1 min rate 1x: 32.00.**KSTL**1948
ST. LOUIS

nab

Media Code 4 226 7055 4.00 Mid 011789-000
Radio St. Louis, Inc.
814 N. 3rd St., St. Louis, MO 63102. Phone 314-621-5785.
1 min rate 1x: 16.00.**55 KUSA**
THE BEST COUNTRY**KUSA**1922
ST. LOUIS

C

McGAVREN GUILD RADIO
Gannett Broadcasting Group

nab

RAB

NRBA

Media Code 4 226 7075 2.00 Mid 011785-000
KPX Broadcasting Co.
10155 Corporate Square, St. Louis, MO 63132. Phone 314-997-5594.**PROGRAMMING DESCRIPTION**

KUSA: Programmed for adults 25-54. MUSIC: modern country with personalities. NEWS: local & nat'l news, weather, sports & traffic at :60 & :30 during drivetimes. Helicopter traffic reports during drivetimes from 5:40-8:30 am & 3:45-5:30 pm at :15. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNELPres. & Gen'l Mgr.—Merrell Hansen.
Programming/Operations—Bill Coffey.
General Sales Manager—Jon R. Gibson.**2. REPRESENTATIVES**

McGavren Guild Radio.

3. FACILITIES5,000 w.; 550 khz. Directional nights.
Operating schedule: 24 hours daily, CST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3b, 4a, 6b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 22a, 23a, 24a, 24c, 28b, 28c, 29b.
Contracts: 40a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60f, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72.
FM facilities: KSD-FM.
Affiliated with MBS.
Affiliated with Progressive Farmer Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

MISSOURI

St. Louis—cont



KWKK-FM
(formerly WWWW)
1965
GRANITE CITY, IL



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 226 7182 6.00 Mid 011791-000
Robinson Broadcasters of Missouri
2360 Hampton Ave., St. Louis, MO 63139. Phone 314-644-1380.

PROGRAMMING DESCRIPTION
KWKK-FM: Programmed for young adults. MUSIC: contemporary. NEWS: at :35 AM drive. COMMERCIAL POLICY: max 8 min per hr. Contact Representative for further details. Rec'd 11/6/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Nancy Pool-Leffler.
General Sales Manager—Stephen T. Butler.
Local Sales Manager—Richard Downes.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Toronto—Tels Broadcasting, Ltd.
Winnipeg—A. J. Messner & Co., Ltd.
- FACILITIES**
ERP 39,000 w. (horiz.), 39,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 592 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24c, 25a, 27, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb.: Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGLD.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KWKK-FM/KGLD COMBINATION
No. 5 Eff 3/1/82—Rec'd 3/31/82.

- AAA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 6 am-3 pm; Sat 6-10 am.
A—Mon thru Sat 8 pm-1 am.
B—Sun 10-1 am.

GRID:	High		Low	
	1 min	30/10 sec	1 min	30/10 sec
AAA	175	140	100	80
AA	160	128	90	72
A	140	112	80	64
B	90	72	60	48

KWKK-FM only: 90% of KWKK-FM/KGLD combination. (A)



Mid 011828-000

See listing under city of license.

KXEN
1951
ST. LOUIS-FESTUS

Religious Programming & Gospel Music



Media Code 4 226 7225 3.00 Mid 011792-000
KXEN, Inc.
Box 28, St. Louis, MO 63166. Phone 314-436-6550.

PROGRAMMING DESCRIPTION
KXEN: Programmed primarily for the adult religious audience. MUSIC: M-Sat 1 pm-sign-off gospel for Christian audience. Sun, Religious features & Church remotes. NEWS: Church calendar, local & national news throughout day. Rec'd 5/30/72.

- PERSONNEL**
President—Harold S. Schwartz.
General Manager—Bernie Harville, Jr.
Program Director—Lee Riley.
- FACILITIES**
50,000 w. days; 1010 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40b, 46.
Cancellation: 73a.

TIME RATES

No. 11 Eff 1/1/84—Rec'd 12/5/83.
AAA—Mon thru Fri 7-9:30 am.
AA—Mon thru Fri 9:30 am-1 pm & 3-4:45 pm.
A—Mon thru Fri 1-3 pm & 4:45-sign-off.

- SPOT ANNOUNCEMENTS**

	1x	10x	20x	50x	100x	150x	200+
1 min	12.50	12.25	12.00	11.50	11.00	10.50	10.00
30 sec	10.00	8.75	8.50	8.00	7.50	7.00	6.50
15 sec	flat 5.00.						
- PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr
AAA	170.00	90.00	47.50
AA	150.00	80.00	42.50
A	120.00	65.00	35.00
Sat 7 am-noon	150.00	80.00	42.50
Sun	170.00	90.00	47.50

KXOK
1938
ST. LOUIS



Katz Radio



Media Code 4 226 7395 4.00 Mid 011793-000
Storz Broadcasting Co., KXOK Radio
7777 Bonhomme Ave., Suite 1601, St. Louis, MO 63105.
Phone 314-727-6500.

PROGRAMMING DESCRIPTION

KXOK: Talkradio programmed for adults 25+. 5-9 am news, meteorologist's, weather, traffic, sports, air personalities, interviews, listener phone in. 9 am-4 pm talk, interview, listener phone in, psychotherapists, news at :60, 4-7 pm news at :60, sports at :30, weather, traffic, air personalities, business news at 5:15 pm. 7-10 pm listener phone in, personal finance discussion, 10 pm-5 am talk, personal advice, listener phone in. Weekends: news at :60, sports at :30, talk, interviews, listener phone-in, child psychologist, personal finance, health, life-style & variety. Contact Representative for further details. Rec'd 1/28/84.

- PERSONNEL**
President—Robert H. Storz.
General Manager—Larry Dauer.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 630 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Radio Network.
Affiliated with NBC Radio Network.
Affiliated with ABC TALKRADIO Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.



ADULT-MUSIC RADIO

KYKY (FM)
1960
ST. LOUIS

Republic Radio Adult Contemporary



Media Code 4 226 7405 1.00 Mid 011788-000
Surrey Broadcasting Co.
111 S. Bemiston Ave., St. Louis, MO 63105. Phone 314-725-9814.

PROGRAMMING DESCRIPTION

KYKY (FM): MUSIC: Adult Contemporary. Local AIR PERSONALITIES. NEWS: morning & afternoon; traffic reports; weathercasts from meteorologist Bob Richards & color radar. FEATURES: St. Louis After Dark M-F 9 pm-12M; Dick Clark's A/C Survey Sun 5-8 pm; local involvement; live remotes. COMMERCIAL POLICY: 10 commercial min per hour. Contact Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Karen Carroll.
Sales Manager—Matt Riordan.
National Sales Manager—Sally Rosenthal.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 6b.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 22a, 23a, 28b, 28c.
Contracts: 45, 46.
Comb.: 60f.
Cancellation: 70c, 70e, 71b, 72.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WCBW (FM)
1964
COLUMBIA, IL



Media Code 4 226 7416 8.00 Mid 011794-000
Universal Broadcasting Corp.
Box 147, 111 West Locust, Columbia, IL 62236. Phone 314-487-1007.

- REPRESENTATIVES**
Radio Spot Sales, Inc.
Universal Broadcasting Corporation.
1 min rate 1x: 20.00.

WESL
1934 /
EAST ST. LOUIS, IL



Media Code 4 226 7437 4.00 Mid 011795-000
WSEL, Inc.
149 S. 8th St., E., St. Louis, IL 62201. Phone 618-271-1490.

PROGRAMMING DESCRIPTION

WESL: Black. Contact Representative for further details. Rec'd 2/1/85.

- PERSONNEL**
General Manager—Dr. Wendell Hansen.
Vice-Pres./Oper.—Jim Gates.
Sales Manager—Frank Davis.
- REPRESENTATIVES**
R. A. Lazar & Company.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEW
1921
ST. LOUIS
NRBA

Media Code 4 226 7480 4.00 Mid 011796-000
WEW Radio, Inc.
1701 S. 8th St., St. Louis, MO 63104. Phone 314-436-7777.
Rates have been temporarily withdrawn by station.

WGNU
1961
GRANITE CITY, IL
ndb

Media Code 4 226 7565 2.00 Mid 011797-000
Norman Broadcasting Co.
Box 178, St. Louis, MO 63166. Phone 314-531-9468.
Other Office: 92 Nameoki Sta., Granite City, IL 62040.
Phone 618-451-9950.

- REPRESENTATIVES**
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WIL
1922
ST. LOUIS



BLAIR RADIO



Media Code 4 226 7650 2.00 Mid 011798-000
The LIN Broadcasting Corp.
300 N. Twelfth Blvd., St. Louis, MO 63101. Phone 314-436-1600.

PROGRAMMING DESCRIPTION

WIL: MUSIC: Modern country featuring AIR PERSONALITIES. NEWS: at :60 & :30 with 5 man news staff. Agri-reports in AM. Contact Representative for further details. Rec'd 2/4/80.

- PERSONNEL**
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—F. Craig Magee.
General Sales Manager—Joseph M. Stephenson.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1430 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21b, 21d, 22b, 25a, 27, 28c, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Network.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIL-FM
1962
ST. LOUIS



BLAIR RADIO



Media Code 4 226 7651 0.00 Mid 011799-000
LIN Broadcasting Corp.
300 N. Twelfth Blvd., St. Louis, MO 63101. Phone 314-436-1600.

PROGRAMMING DESCRIPTION

WIL-FM: MUSIC: Modern country. NEWS: at :52. Contact Representative for further details. Rec'd 1/3/75.

- PERSONNEL**
President (LIN broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—F. Craig Magee.
General Sales Manager—Joseph M. Stephenson.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
 Basic Rates: 20b, 21b, 21d, 22b, 25a, 27, 28c, 29b, 30, 32b, 33d.
 Contracts: 40a, 41, 44b, 45, 46, 50, 51c.
 Comb.; Cont. Discounts: 60e, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WINU

1963
 HIGHLAND, IL

Mid 009960-000

See listing under city of license.

WMRY (FM)

1966
 EAST ST. LOUIS, IL



Mid 034819-000

Our Lady of the Snows Broadcasting Corp.
 9500 W. Illinois Route 15, Belleville, IL 62223. Phone 618-397-2002.

PROGRAMMING DESCRIPTION

WMRY (FM): Target audience adults 24-49. MUSIC: Contemporary & Jazz. NEWS: nat'l at :60 followed by reg'l & local; UPI Audio; M-F financial reports. SPORTS: play-by-play coverage of pro, college. FEATURES: religion Sun 6 am-noon. Rec'd 12/20/84.

1. PERSONNEL

General Manager—Ben E. Orf.
 Executive Assistant—Patricia M. Haar.
 Sales & Promo. Dir.—Steve Gray.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.1 mhz. Stereo.
 Operating schedule: 6-2 am. CST.
 Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 30 days.
TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 1 Eff. Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE			
	I	II	III	IV
Drive	35	30	25	20
Midday	30	25	20	15
Eve/wknd	25	21	18	15
30 SECONDS				
Drive	28	24	20	16
Midday	24	20	16	12
Eve/wknd	16	14	12	10

7. PACKAGE PLANS

GRID:	TAP				GRID:	TAP			
	I	II	III	IV		I	II	III	IV
1 min	25	21	18	15	30 sec	20	17	14	12

10. SPECIAL FEATURES

News & features: Extra 3.00.

4. AGENCY COMMISSION

15/0 on station time.
 5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6.
 Rate Protection: 10g, 11g, 15e.
 Basic Rates: 22a, 22b, 23a, 25a, 28a.
 Contracts: 40a, 42b, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60f, 61a, 61b, 61c, 62b, 62e.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: KEZK (FM).
 Affiliated with RKO TWO.
 Affiliated with The Wall Street Journal Radio Network.
 Affiliated with Satellite Music Network.
 Sold in combination with KEZK (FM). See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Deduct 10.00 from KEZK (FM)/WRTH combination.

WZEN (FM)

1961
 ALTON, IL

Mid 011801-000

Media Code 4 226 7748 4.00
 Unity Broadcasting Network-Missouri, Inc.
 1139 Olive St., St. Louis, MO 63101. Phone 314-241-6000.

2. REPRESENTATIVES

Weiss & Powell, Inc.
 Rates have been temporarily withdrawn by station.

Salem

Dent County—Map Location G-5
 See SRDS Consumer market map and data at beginning of the state.

KSMO

1953
 SALEM

Mid 011803-000

See SRDS Spot Radio Small Markets Edition.

KSMO-FM

1971
 SALEM

Mid 011804-000

See SRDS Spot Radio Small Markets Edition.

Sedalia

Pettis County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

KCBW (FM)

1963
 SEDALIA

Contemporary Album Music



Media Code 4 228 7762 5.00 Mid 011802-000
 Yates Broadcasting Co., Inc.
 Box 1056, Hwy. 65 N., Sedalia, MO 65301. Phone 816-826-1052.

PROGRAMMING DESCRIPTION

KCBW (FM): Programmed for young adults 18-35. MUSIC: contemporary album. NEWS: local & area by fulltime staff; 5 min local newscasts at 6:30, 7:30, 8:30 am, noon, 6, 9:30 pm & 12:55 am. Top 40 Sun. Rec'd 9/29/83.

1. PERSONNEL

Station Manager—Wes Yates.
 General Sales Manager—Ron J. Yates.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.) 92.1 mhz. Stereo.
 Operating schedule: 6-2 am. CST.
 Antenna ht.: 278 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSIS.
 Affiliated with ABC Rock Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 9 Eff 12/1/83—Rec'd 12/14/83.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	YR CONTRACT:			
		1x	26x	52x	156x 312x
9.35	8.50	7.75	7.25	6.50	
7.25	6.50	5.90	5.50	4.85	
5.85	5.35	4.95	4.20	3.75	

7. PACKAGE PLANS

PER WK:	25 ti 50 ti 75 ti 100 ti			
	1x	26x	52x	156x 312x
1 min	6.70	6.00	5.50	4.95
30 sec	5.00	4.50	4.40	4.15
30 DAYS:	52 ti 78 ti 104 ti	130 ti		
1 min	6.50	5.85	5.25	5.00
30 sec	4.90	4.50	4.25	3.90

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	1/2 hr	1x 26x 52x 156x 312x			
				1x	26x	52x	156x 312x
14.45	13.75	12.70	11.75	10.45			
25.80	22.55	19.25	17.70	16.00			
32.25	30.60	28.25	25.75	24.20			
56.40	51.55	48.40	44.35	40.55			

KDRO

1939
 SEDALIA

Mod-Country



Media Code 4 226 7905 0.00 Mid 011805-000
 Sedalia Broadcasting Corp.
 Box 1306, 3106 W. Broadway, Sedalia, MO 65301. Phone 816-826-5005.

PROGRAMMING DESCRIPTION

KDRO: Programmed for mass audience. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: network nat'l & internat'l, AP wire, state & local; local at 6:45, 7:45, 9:06, 11:06 am, 12:06, 1:06, 5:15 & 11:06 pm. SPORTS: major league baseball, U & high school football & basketball. Contact Representative for further details. Rec'd 3/14/77.

1. PERSONNEL

General Manager—Herbert W. Brandes.
 Sales Manager—James G. Glenn.

2. REPRESENTATIVES

Eugene F. Gray Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights, 1490 khz. Non-directional.
 Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
 Affiliated with KBS.
 Affiliated with CBS Radio Network.
 Affiliated with Brownfield Network.
 Member: Magic Circle Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 10 Eff 5/1/84—Rec'd 5/25/84.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1x 13x 26x 52x 104x 156x 312x					
		1x	13x	26x	52x	104x	156x 312x
8.80	8.00	7.80	7.50	6.75	6.45	5.90	
6.60	6.25	5.75	5.35	4.95	4.80	4.35	
YRLY CONTRACT, EA: 500x 750x 1000x							
1 min		5.35	4.85	4.35			
30 sec		4.00	3.50	3.15			

7. PACKAGE PLANS

PER WK, EA:	SATURATION					
	100 ti	70 ti	50 ti	25 ti	15 ti	10 ti
1 min	4.60	4.95	5.15	5.90	6.25	
30 sec	3.40	3.60	3.80	4.50	5.00	

PER MO: 3 consec mo 1 mo

1 min	30 sec	100 ti 70 ti 50 ti 100 ti 70 ti 50 ti					
		100 ti	70 ti	50 ti	100 ti	70 ti	50 ti
4.80	4.95	5.35	5.10	5.40	5.90		
3.50	3.75	4.05	3.80	4.05	4.60		
PER YR: 500x 750x 1000x							
1 min		5.35	4.85	4.35			
30 sec		4.00	3.50	3.15			

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	1/2 hr	1x 13x 26x 52x 104x 156x 312x			
				1x	13x	26x	52x 104x 156x 312x
14.50	13.20	12.65	12.10	10.90	10.25	9.65	
22.00	20.85	19.80	18.55				
30.50	28.75	26.25	23.70				
55.15	50.80	45.45	40.50				

YEARLY CONTRACT

DAYS PER WK:	7 6 5 4 3				
	7	6	5	4	3
1/4 hr	472.00	420.00	370.00	315.00	260.00
10 min	350.00	305.00	275.00	220.00	180.00
5 min	230.00	210.00	190.00	160.00	125.00

10. SPECIAL FEATURES

Guaranteed times in/adjacent to farm programs, network participations & drive times, 1-min 10:00; 30-sec 8:00.

KSIS

1953
 SEDALIA

MOR



Media Code 4 226 7990 2.00 Mid 011806-000
 Yates Broadcasting Co., Inc.
 Box 1056 Hwy. 65 N., Sedalia, MO 65301. Phone 816-826-1052, 1050.

PROGRAMMING DESCRIPTION

KSIS: Programmed for adults. MUSIC: blend of adult contemporary, country cross-overs. All entertainment shows handled by AIR PERSONALITIES. Music director; updates playlists w/ky. NEWS: local & area with fulltime staff; state news from network; world from nat'l network with commentator. FARM: 6-8 am & 11:30 am-1:30 pm blocks with 2 buy-sell swap programs early morning & noon hr. Rec'd 9/29/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carl W. Yates, Jr.
 Station Manager—Bettie S. Yates.
 General Sales Manager—Steve Van Vickie.

3. FACILITIES

1,000 w.; 1050 khz. Non-directional.
 Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
 FM facilities: KCBW (FM).
 Affiliated with ABC Information Radio Network.
 Member: Missourinet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 12 Eff 12/1/83—Rec'd 12/14/83.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1x 26x 52x 156x 312x			
		1x	26x	52x	156x 312x
9.35	8.50	7.75	7.25	6.50	
7.25	6.50	5.90	5.50	4.85	

YR CONTRACT:	500x	750x	1000x
1 min	5.85	5.35	4.95
30 sec	4.75	4.20	3.75

7. PACKAGE PLANS

PER WK:	25 ti 50 ti 75 ti 100 ti			
	1 min	30 sec	1 min	30 sec
1 min	6.50	5.85	5.25	5.00
30 sec	4.90	4.50	4.25	3.90
30 DAYS:	52 ti 78 ti 104 ti 130 ti			
1 min	5.90	5.30	4.75	4.55
30 sec	4.45	4.10	3.85	3.55

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	1/2 hr	1x 26x 52x 156x 312x			
				1x	26x	52x	156x 312x
14.45	13.75	12.70	11.75	10.45			
25.80	22.55	19.25	17.70	16.00			
32.25	30.60	28.25	25.75	24.20			
56.40	51.55	48.40	44.35	40.55			

Sikeston

MISSOURI

Springfield—cont

KGBX—cont

6. SPOT ANNOUNCEMENTS

ROS

GRID:	1 min	30 sec
AAA AA A AAA AA A	25 23 18	21 19 15
1	23 21 16	20 17 13
2	21 19 14	18 16 11
3	19 17 12	16 15 10
4	17 15 10	15 13 8

If more than 50% of wky schedule runs Thurs-Sat, add 10% to cost of Thrus-Sat spots. Specified, extra 2.00.

7. PACKAGE PLANS

PER WK, ROS:	15 ti	30 ti	50 ti
TAP—MON THRU SUN 6 AM-12M	225	420	650
30 sec	195	360	550
TAP—MON THRU FRI 6 AM-7 PM	300	540	850
30 sec	255	480	750

Specified, extra 2.00.

KICK

1949
SPRINGFIELD

Media Code 4 226 8330 0.00 Mid 011813-000
Kickapoo Prairie Broadcasting Co., Inc.
610 College St., Springfield, MO 65806. Phone 417-869-1561.
1 min rate 1x: 13.40.

KLFJ

1974
SPRINGFIELD

Media Code 4 226 8372 2.00 Mid 011814-000
Queen City Broadcasting Co., Inc.
811 Boonville, Springfield, MO 65802. Phone 417-831-1550, 5535.
1 min rate 1x: 13.60.

KLSM

1972
SPRINGFIELD

Media Code 4 226 8393 8.00 Mid 011811-000
Dixon Broadcasting, Inc.
2607 W. Bennett, Springfield, MO 65807. Phone 417-831-1060.
1 min rate 1x: 15.00.

KTTS

KTTS
1941
SPRINGFIELD



Torbet Radio

Media Code 4 226 8415 9.00 Mid 011815-000
Springfield Great Empire Broadcasting, Inc.
2330 W. Grand, Box 1806 S.S.S., Springfield, MO 65805.
Phone 417-865-6614.

PROGRAMMING DESCRIPTION

KTTS: Programmed for adult audiences 25-54. NEWS: 5 min at :60, including national, regional & local, 10 min at 7 am, 12N & 5 pm. Headlines at :30. AIR PERSONALITIES handle all segments of entertainment. MUSIC: modern country. SPORTS: Capsules at :45. WEATHER: capsules at :15. Contact Representative for further details. Rec'd 5/4/81.

1. PERSONNEL
President—F. F. Mike Lynch.
General Manager—Curtis W. Brown.
Program Director—Don Paul.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Sat 6 pm-Sun 11:59 pm. For non-simulcast facilities see KTTS-FM.

4. AGENCY COMMISSION
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Supernet.
Affiliated with Music Country Radio Network.

TIME RATES

AM/FM COMBINATION
No. 16 Eff 1/1/83—Rec'd 12/27/82.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm. Sun all day.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN, GRID:	f	ii	iii	iv
AA	71	65	59	53
A	54	49	45	40
B	42	38	34	30

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3B

GRID:	I	If	III	IV
1 min	56	51	46	41

10. SPECIAL FEATURES

Farm—1 min 62.00; 30 sec 50.00.

AM only: 90% of AM/FM combination rate.

KTTS-FM

KTTS FM
1948
SPRINGFIELD



Media Code 4 226 8416 7.00 Mid 011816-000
Springfield Great Empire Broadcasting, Inc.
2330 W. Grand, Box 1806 S.S.S., Springfield, MO 65805.
Phone 417-865-6614.

PROGRAMMING DESCRIPTION

KTTS-FM: Programmed for adult audiences 25-54. NEWS: 5 min at :60, including local, regional & national. 10 min. at 7 am, noon & 5 pm. Headlines at :30. AIR PERSONALITIES handle all segments of entertainment. MUSIC: modern country. SPORTS: capsules at :45. WEATHER: capsules at :15. FARM: farm director with market reports, agri-news & live reports daily from stockyards. Contact Representative for further details. Rec'd 5/4/81.

1. PERSONNEL
General Manager—Curt Brown.
Program Manager—Don Paul.
Farm News Director—Mike Wiles.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 94.7 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 659 ft. above average terrain.

Partial simulcast operation. Operated separately Sun 11:59 pm-Sat 6 pm. For simulcast facilities see KTTS.

4. AGENCY COMMISSION
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with Supernet.
Sold in combination with KTTS. See that listing.

TIME RATES
Eff _____ Rec'd 7/19/84.

6. SPOT ANNOUNCEMENTS
90% of AM/FM combination.

10. SPECIAL FEATURES
Farm—1-min 62.00; 30-sec 50.00.

KTXR (FM)

1962
SPRINGFIELD



Media Code 4 226 8500 8.00 Mid 011817-000
Stereo Broadcasting, Inc.
Box 3925 G.S., 3006 Cherry St., Springfield, MO 65804.
Phone 417-862-3751.
1 min rate 1x: 20.00.

KWFC (FM)

1968
SPRINGFIELD



Media Code 4 226 8540 4.00 Mid 011818-000
Baptist Bible College, Inc.
Box 5027, Springfield, MO 65801. Phone 417-866-0836.
1 min rate 1x: 8.00.

KWTO

1933
SPRINGFIELD



Katz Radio



A Stuart Broadcasting Company Station
Media Code 4 226 8585 9.00 Mid 011819-000
Salina Broadcasting, Inc.
2750 S. Campbell, Springfield, MO 65807. Phone 417-883-9000.
Mailing Address: Box 4568GS, Springfield, MO 65804.

PROGRAMMING DESCRIPTION

KWTO: Programmed for general adult audience. MUSIC: Modern Country. NEWS: ABC Information at :60 hr; local news at :05, :30 each hour; Paul Harvey 7:30 am, noon, 5:20 pm; Color Radar weather forecasts :20, :50 hrly. SPORTS: updates at :40. FARM: farm Director Market Reports, agri-business news; interviews daily. ENTERTAINMENT: audience promotions thru-out year. Contact Representative for further details. Rec'd 12/5/83.

- PERSONNEL
President—Richard W. Chapin.
General Manager—Kurt Boney.
Farm Director—Joyce Outright.
- REPRESENTATIVES
Katz Radio.
- FACILITIES
5,000 w.; 560 khz. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 22a, 22b, 24b, 24c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
- For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KWTO-FM

1967
SPRINGFIELD



Katz Radio



Media Code 4 226 8586 7.00 Mid 011820-000
Salina Broadcasting, Inc.
2750 S. Campbell, Springfield, MO 65807. Phone 417-883-9000.
Mailing Address: Box 4568GS, Springfield, MO 65804.

PROGRAMMING DESCRIPTION

MUSIC: MUSIC: Contemporary. NEWS: capsule report hly; color radar weather reports. Contact Representative for further details. Rec'd 4/24/84.

- PERSONNEL
General Manager—Kurt Boney.
Operations Manager—Michael Schmidt.
- REPRESENTATIVES
Katz Radio.
- FACILITIES
ERP 100,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

Sullivan

Franklin County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KTUI

1966
SULLIVAN

Mid 011821-000

See SRDS Spot Radio Small Markets Edition.

KTUI-FM

1981
SULLIVAN

Mid 011822-000

See SRDS Spot Radio Small Markets Edition.

Tarkio

Atchison County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KTRX (FM)

1977
TARKIO

Mid 011823-000

See SRDS Spot Radio Small Markets Edition.

Thayer

Oregon County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Mammoth Spring (AR)- Thayer (MO)

Trenton

Grundy County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KTTN

1955
TRENTON

KTTN-FM

1978
TRENTON

Farm/MOR



Media Code 4 226 8755 8.00 Mid 011824-000
Luehrs Broadcasting Co.
Box 310, Trenton, MO 64683. Phone 816-359-2261.

PROGRAMMING DESCRIPTION

KTTN/KTTN-FM: Emphasis on Farm programming, local news & actualities. FARM: livestock & commodity market reports thru day. SPORTS: 65 local events/yr. MUSIC: Sun-Thurs 7-10 pm Contemporary for young adults. Rec'd 3/5/79.

1. PERSONNEL
General Manager—Marvin E. Luehrs.

3. FACILITIES
500 w.; 1600 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 92.1 mhz. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 360 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Brownfield Network.
Affiliated with Gert Bunchez & Associates Group.
Member: Magic Circle Network.

TIME RATES

Eff 7/1/84—Rec'd 6/25/84.

AA—7-8 am.
A—6-7 am, 8-9 am & 11:30 am-1:15 pm.
B—All other times.

7. PACKAGE PLANS

	WEEKLY			
	AA	A	B	
5 ti	30 sec 1 min 30 sec 1 min 30 sec 1 min	7.90 10.90 6.80 9.70 5.45 7.80	7.50 10.40 6.50 9.30 5.20 7.50	7.10 9.90 6.20 8.90 4.95 7.20
20 ti	30 sec 1 min 30 sec 1 min 30 sec 1 min	6.80 9.40 5.90 8.50 4.70 6.90		

	ANNUAL			
	Plan A	Plan B		
1 x	30 sec 1 min 30 sec 1 min	8.95 10.50 6.80 9.00	8.35 10.15 6.35 8.20	7.90 9.70 5.75 7.45
52 x	30 sec 1 min 30 sec 1 min	7.90 10.90 6.80 9.70	7.50 10.40 6.50 9.30	7.10 9.90 6.20 8.90
104 x	30 sec 1 min 30 sec 1 min	6.80 9.40 5.90 8.50	6.40 8.90 4.95 7.20	6.00 8.50 4.50 6.75
156 x	30 sec 1 min 30 sec 1 min	5.80 8.15 4.25 5.80	5.45 7.80 4.05 5.55	5.10 7.40 3.80 5.35
208 x	30 sec 1 min 30 sec 1 min	4.80 7.05 3.60 5.10	4.60 6.70 3.45 4.90	

8. PROGRAM TIME RATES

PER YR:	PLAN A				
	5 min	1/4 hr	1/2 hr	1 hr	1 hr
1 x	20.75	35.40	57.25	103.00	
52 x	18.90	29.80	49.00	89.00	
104 x	16.30	25.50	
156 x	14.80	24.30	
208 x	13.90	23.20	
260 x	13.20	22.20	
312 x	12.50	21.30	
364 x	11.80	20.20	

(SMD)

Union

Franklin County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KLPW

1954
UNION

See SRDS Spot Radio Small Markets Edition. Mid 011825-000

KLPW-FM

1966
UNION

See SRDS Spot Radio Small Markets Edition. Mid 011826-000

Vandalia

Audrain County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KLKR (FM)

1983
VANDALIA

See SRDS Spot Radio Small Markets Edition. Mid 032549-000

Warrensburg

Johnson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KOKO

1953
WARRENSBURG

See SRDS Spot Radio Small Markets Edition. Mid 011827-000

Warrenton

Warren County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KWRE

1949
WARRENTON

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 226 9010 7.00 Mid 011828-000
Kaspar Broadcasting Company of Missouri
Box 220, Warrenton, MO 63383. Phone 314-456-3311.

PROGRAMMING DESCRIPTION

KWRE: Reg'l information & contemporary country music. NEWS: 9 local & national newscasts daily from UPI Audio; intermittent newscasts from action news van. FARM: farm director with 10 farm price updates & local markets daily. MUSIC: rotation of Contemporary Country hits, blended with Top 40 Country Hits from 1970 on; Sat 5-6 pm Bluegrass Country. RELIGIOUS: Sun 7 am-noon. Contact Representative for further details. Rec'd 11/19/84.

1. **PERSONNEL**
Station Manager—Steve Beeny.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.

3. **FACILITIES**
1,000 w.; 730 khz. Non-directional.
Operating schedule: 6 am local sunset. CST.

4. **AGENCY COMMISSION**
15/0 time and talent.

TIME RATES

Eff 1/1/85—Rec'd 11/19/84.
AAA—Mon thru Sat 6-8:30 am & noon-1 pm.
AA—Mon thru Fri 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		A									
		1 ti	10 ti	20 ti	40 ti	1 ti	10 ti	20 ti	40 ti	1 ti	10 ti
1 min	22	21	20	19	16	15	14	13		
30 sec	16	15	14	13	13	12	11	10		

7. PACKAGE PLANS

ROS/BTA
PER WK: 10 ti 20 ti 30 ti PER WK: 10 ti 20 ti 30 ti
1 min 23 22 20 30 sec 15 14 13

10. SPECIAL FEATURES

AAA: 1 min 30 sec
Expanded report & noon farm, flat 30 21

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (CR)

Warsaw

Benton County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KAYQ (FM)

1980
WARSAW

See SRDS Spot Radio Small Markets Edition. Mid 027574-000

Waynesville

Pulaski County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KFBD-FM

1978
WAYNESVILLE

Media Code 4 226 9096 6.00 Mid 011830-000
B-D, Inc.
Rte. 66, Box 583, Waynesville, MO 65583. Phone 314-336-3133, 1-800-225-9898.

PROGRAMMING DESCRIPTION

KFBD-FM: Programmed for 18+. MUSIC: CHR format with AIR PERSONALITIES. NEWS: via satellite from network hrly; local, state & sports 6, 7 & 8 am, 12N & 5 pm; weather 3x hrly. FEATURES: 1 hr garage sale; call in show Mon thru Fri 9-10 am, Sat 9-11; nitely music features Mon 11 pm; Hot Ones; Tues guest D. J.; Wed BBC Rock hr; Thurs Retro Rock; Fri Rock over London; Sat 6 pm Solid Gold Saturday Nite; Sun 10 pm live from the Record Plant. Rec'd 2/24/84.

1. PERSONNEL

General Managers—Bob Cole & Dick Triggs.
Program Director—Mark Dickey.

3. FACILITIES

ERP 3,000 w.; 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 195 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Sun sundown-6 am. For simulcast facilities see KOZO.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KOZO.
Affiliated with RKO ONE.
Member: Magic Circle Network.

TIME RATES

Eff—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

PER MO, ROS: 1 ti 100 ti 600+
1 min 10.30 8.15 6.65
30 sec 6.85 5.70 4.90

10. SPECIAL FEATURES

Sponsorship of news, weather & sports; extra 30-sec 1.00, 1-min 2.00.

(SMD) (CR-2)

KJPW

1962
WAYNESVILLE

KJPW-FM

1968
WAYNESVILLE

Media Code 4 226 9180 8.00 Mid 011831-000
Pulaski County Broadcasters, Inc.
Box D, Waynesville, MO 65583. Phone 314-336-4913.

PROGRAMMING DESCRIPTION

KJPW: Programmed for country music listener. KJPW-FM: Country & Rock. Contact Representative for further details. Rec'd 11/21/83.

1. PERSONNEL

Manager—Clay Howlett.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

3. FACILITIES

1,000 w days; 1390 khz. Non-Directional.
Operating schedule: 6 am-local sunset. CST.
ERP 1,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30-midnight. CST.
Antenna ht.: 475 ft. above average terrain.

Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC Radio Network.
Member: MissouriNet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 1/26/84.

6. SPOT ANNOUNCEMENTS		A				B			
		A	B	A	B	A	B	A	B
30 sec	8.95	6.95	1 min	10.95	8.95		

(SMD)

KOZO

1978
WAYNESVILLE

See SRDS Spot Radio Small Markets Edition. Mid 011829-000

West Plains

Howell County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KWPM

1947
WEST PLAINS

See SRDS Spot Radio Small Markets Edition. Mid 011832-000

KWPM-FM

1951
WEST PLAINS

See SRDS Spot Radio Small Markets Edition. Mid 011833-000

Willow Springs

Howell County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KUKU

1957
WILLOW SPRINGS

See SRDS Spot Radio Small Markets Edition. Mid 011834-000

MONTANA

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



MONTANA

State, County, City, Metro Area Data

MONTANA

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984								Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				—Total Retail Sales— Per Household (\$000)	By Selected Store Types											
				14999	15000	34999	35000		49999	50000	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)				Service Station (\$000)
MONTANA STATE TOTALS	824.3	300.00	7,257,448	24,191	35.2	42.6	13.6	8.6	4,158,053	13,860	916,905	146,847	622,979	194,462	203,349	702,880	370,276	564.60	1.6	10.51
BEAVERHEAD C-5	8.2	3.02	54,167	17,936	49.8	40.0	7.0	3.2	36,944	12,233	8,444	1,417	5,918	1,658	1,606	6,191	3,337	5.47		.05
BIG HORN F-4	11.6	3.45	68,210	19,771	45.3	40.4	9.8	4.5	44,469	12,890	10,011	1,648	6,927	2,031	2,036	7,480	3,992	6.26		.31
BLAINE E-1	7.0	2.27	53,600	23,612	42.0	35.4	14.8	7.8	31,287	13,783	6,913	1,110	4,705	1,460	1,521	5,286	2,788	4.47		.05
BROADWATER D-3	3.5	1.23	26,055	21,183	40.4	44.0	9.7	5.9	16,078	13,072	3,605	590	2,485	738	746	2,707	1,441	2.89		.03
CARBON E-4	8.5	3.29	66,518	20,218	43.8	43.2	8.0	5.1	42,576	12,941	9,572	1,573	6,615	1,948	1,959	7,164	3,820	5.89		.05
CARTER H-4	1.7	.64	11,906	18,503	48.3	38.1	8.5	5.2	8,143	12,723	1,936	303	1,272	371	371	1,369	732	1.36		.02
CASCADE D-2	80.5	29.55	737,557	24,960	32.5	44.4	15.0	8.1	418,439	14,160	91,731	14,574	61,997	19,697	20,828	70,831	37,177	54.34	1.0	1.33
Great Falls Metro Area	55.4	21.50	541,273	25,175					305,868	14,226	66,969	10,621	45,210	14,418	15,282	51,791	27,162	37.70	.4	.81
CHOUTEAU D-2	80.5	29.55	737,557	24,960	32.5	44.4	15.0	8.1	418,439	14,160	91,731	14,574	61,997	19,697	20,828	70,831	37,177	54.34	1.0	1.33
CLUSTER G-4	5.9	2.11	71,159	33,725	23.6	38.5	18.6	19.3	32,715	15,505	7,008	1,078	4,636	1,579	1,739	5,567	2,881	4.40		.01
DANIELS G-1	13.5	5.11	111,227	21,767	42.7	39.2	10.8	7.3	67,627	13,234	15,104	2,460	10,378	3,118	3,178	11,397	6,052	9.10		.21
DAWSON H-2	2.7	1.02	29,764	29,180	30.4	38.2	16.7	14.7	14,944	14,651	3,247	509	2,176	764	2,535	1,323	2,09	2.09		.01
DEER LODGE C-4	11.8	4.23	120,032	28,376	25.1	42.0	20.8	12.2	64,474	15,242	13,863	2,144	3,099	3,392	10,963	5,686	8.49		.07	
FALLON H-3	11.4	4.02	79,918	19,880	39.3	45.6	9.0	3.1	52,343	13,021	11,744	1,925	6,102	2,400	2,424	8,812	4,693	7.03		.12
FERGUS E-2	3.6	1.27	39,753	31,302	25.1	38.7	21.5	14.6	19,739	15,543	4,226	649	2,795	953	1,051	3,359	1,738	2.50		.02
FLATHEAD B-1	13.9	4.83	99,678	20,637	44.7	40.0	9.1	6.2	62,658	12,973	14,076	2,311	8,721	2,869	2,889	10,545	5,620	9.03		.06
GALLATIN D-4	56.4	20.59	461,373	22,408	36.4	46.6	10.5	6.5	277,777	13,491	61,708	9,981	42,203	12,884	13,278	46,874	24,807	39.53		.40
GARFIELD F-2	47.2	16.69	396,354	23,748	35.7	43.5	13.0	7.8	230,935	13,837	50,947	8,164	34,629	10,795	11,278	39,033	20,568	31.85		.36
GLACIER C-1	1.6	.56	12,103	21,613	41.5	39.1	11.1	8.3	7,206	12,868	1,620	266	1,120	330	332	1,213	647	1.15		
GOLDEN VALLEY E-3	10.6	3.49	75,847	21,733	41.9	39.5	13.0	5.6	46,406	13,297	10,350	1,683	7,103	2,143	2,191	7,824	4,151	6.23		.06
GRANITE B-3	1.1	.38	5,341	14,055	59.9	33.8	3.1	3.1	4,354	11,458	1,017	175	725	190	175	726	397	.80		.01
HILL E-1	2.7	1.01	17,995	17,817	49.3	40.5	6.8	3.4	12,551	12,427	2,854	476	1,992	567	555	2,106	1,131	1.95		.01
JEFFERSON C-3	18.1	6.40	186,699	29,172	29.4	38.0	18.3	14.3	94,588	14,779	20,505	3,207	13,717	4,507	4,864	16,053	8,368	11.74		.14
JUDITH BASIN D-3	7.8	2.64	69,717	26,408	27.6	49.5	12.6	10.3	38,134	14,445	8,318	1,313	5,597	1,805	1,926	6,462	3,382	5.51		.08
LAKE B-2	2.6	.95	17,860	18,800	48.5	39.3	6.2	6.0	11,728	12,345	2,675	448	1,871	528	514	1,967	1,058	1.91		.02
LEWIS & CLARK C-2	21.1	7.40	150,153	20,291	44.4	42.2	8.8	4.6	95,160	12,859	21,434	3,530	14,836	4,344	4,350	16,005	8,545	14.62		.23
LIBERTY D-1	46.6	17.58	443,508	25,228	30.8	44.4	16.3	8.6	252,220	14,347	55,100	8,712	37,123	11,918	12,684	42,729	22,379	32.61	.1	.40
LINCOLN A-1	27.0	10.20	258,692	25,362					146,849	14,397	32,049	5,061	21,573	6,946	7,406	24,883	13,025	18.55		.23
MC CONE G-2	2.3	.83	27,011	35,543	27.7	37.8	15.7	18.8	12,350	14,880	2,671	417	1,784	590	639	2,097	1,092	1.63		.01
MADISON C-4	17.2	5.93	123,605	20,844	36.7	49.7	10.2	3.4	79,016	13,325	17,614	2,862	12,083	3,651	3,736	13,323	7,066	11.00		.17
MEAGHER D-3	2.6	.88	22,029	25,033	37.0	34.8	16.0	12.2	12,575	14,290	2,753	436	1,858	593	629	2,129	1,117	1.93		.01
MINERAL A-2	5.7	2.22	40,860	18,405	47.1	39.4	9.4	4.1	27,967	12,598	6,332	1,050	4,402	1,269	1,256	4,698	2,516	4.64		.05
PONDERA A-1	2.2	.78	13,780	17,667	51.3	38.8	6.5	3.4	9,625	12,340	2,197	368	1,538	432	420	1,613	869	1.48		.01
ROOSEVELT G-1	4.0	1.45	31,329	21,606	34.9	48.1	13.3	3.7	20,124	13,879	4,435	710	3,012	942	986	3,402	1,792	2.68		.04

STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Retail Sales—1984										Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$000)	% Distribution of Households				By Selected Store Types												
				14999	15000	35000	50000	Total Retail Sales— Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
MISSOULA B-3	83.4	31.08	700,507	22,539	38.5	43.9	10.8	6.7	416,357	13,396	92,679	15,030	63,495	19,268	19,777	70,225	37,212	57.46	.2	.71
MUSSELSHELL F-3	4.7	1.82	35,805	19,673	45.4	41.0	9.9	3.7	23,607	12,971	5,307	872	3,667	1,080	1,086	3,972	2,118	3.3603
PARK D-4	13.1	5.14	105,833	20,590	41.5	44.2	9.9	4.4	67,585	13,149	15,126	2,471	10,413	3,108	3,155	11,384	6,053	9.8007
PETROLEUM F-2	6	.23	3,740	16,261	67.5	26.1	1.3	5.1	2,578	11,203	609	106	438	111	99	429	236	.54
PHILLIPS F-1	5.4	1.94	41,339	21,309	41.7	42.7	10.5	5.1	25,626	13,209	5,730	935	3,942	1,180	1,200	4,317	2,294	3.6603
PONDERA C-1	6.6	2.30	73,350	31,891	27.4	38.1	19.1	15.3	34,965	15,202	7,523	1,164	4,998	1,679	1,836	5,944	3,084	4.2106
POWDER RIVER G-4	2.4	.84	22,742	27,074	26.1	46.3	14.8	12.1	12,051	14,346	2,634	417	1,776	569	605	2,041	1,070	1.8501
POWELL C-3	7.2	2.43	54,957	22,616	36.0	46.6	10.9	6.5	33,069	13,609	7,332	1,183	5,005	1,537	1,591	5,583	2,951	4.8306
PRAIRIE G-3	1.9	.69	14,127	20,474	46.0	35.8	10.8	7.4	8,908	12,910	2,000	328	1,380	408	412	1,499	799	1.2803
RAVALLI B-4	25.7	9.25	178,902	19,341	45.8	41.1	9.4	3.8	117,887	12,745	26,616	4,397	18,460	5,367	5,347	19,816	10,595	18.5435
RICHLAND H-2	13.1	4.63	144,500	31,210	23.3	38.9	19.8	18.0	71,899	15,529	15,386	2,363	10,170	3,473	3,832	12,238	6,329	9.2429
ROOSEVELT H-1	10.4	3.38	86,449	25,577	32.9	45.0	12.9	9.1	47,469	14,044	10,432	1,863	7,067	2,228	2,345	8,031	4,222	6.3207
ROOSEBUD G-3	11.6	3.76	121,480	32,309	31.6	29.2	15.1	24.1	56,609	15,056	12,208	1,896	8,128	2,712	2,954	9,619	4,998	6.8018
SANDERS A-2	9.3	3.44	64,990	18,892	48.0	41.0	7.7	3.4	42,960	12,488	9,760	1,625	6,805	1,941	1,907	7,210	3,871	6.5609
SHERIDAN H-1	5.3	1.98	64,500	32,576	26.7	37.2	18.7	17.3	30,314	15,310	6,513	1,006	4,321	1,458	1,598	5,155	2,672	4.0803
SILVER BOW C-4	37.3	14.39	343,547	23,874	37.6	40.4	14.1	7.9	200,613	13,941	44,164	7,057	29,962	9,400	9,860	33,925	17,853	23.9781
STILLWATER E-4	5.9	2.21	52,902	23,938	37.4	39.0	14.3	9.3	30,466	13,786	6,730	1,080	4,579	1,422	1,482	5,148	2,715	4.3202
SWEET GRASS E-4	3.3	1.27	22,997	18,108	51.3	38.2	7.4	3.1	15,565	12,256	3,558	597	2,493	698	677	2,609	1,406	2.3601
TETON C-2	6.6	2.36	65,081	27,577	32.5	39.1	15.9	12.5	34,140	14,466	7,445	1,174	5,008	1,616	1,726	5,786	3,027	4.7503
TOOLE D-1	5.4	2.00	58,923	29,462	30.3	37.7	18.0	14.0	29,658	14,829	6,421	1,003	4,291	1,415	1,531	5,035	2,622	3.6503
TREASURE F-3	1.0	.35	8,245	23,557	34.8	43.0	13.7	8.5	4,842	13,834	1,069	172	727	226	236	818	431	.7303
VALLEY G-1	10.2	3.67	106,215	28,941	30.7	36.0	18.7	14.6	54,477	14,844	11,792	1,841	7,878	2,600	2,813	9,249	4,817	6.9610
WHEATLAND E-3	2.3	.87	17,451	20,059	42.2	45.1	6.9	5.9	11,189	12,861	2,520	250	1,744	511	512	1,882	1,005	1.5701
WIBAUX H-3	1.5	.52	12,130	23,327	39.0	40.0	11.5	9.5	6,988	13,438	1,557	215	1,059	325	336	1,180	624	1.0601
YELLOWSTONE F-4	117.1	43.63	1,191,628	27,312	33.3	40.7	15.0	11.0	633,079	14,510	137,891	21,713	92,648	30,011	32,115	107,325	56,107	82.59	3.12
Billings	68.0	26.96	728,713	27,029	384,126	14,248	84,069	13,326	56,733	18,115	19,214	65,048	34,106	47.54	2.10
Billings Metro Area	116.7	43.48	1,188,590	27,336	30.0	43.7	15.8	10.4	631,063	14,514	137,437	21,638	92,334	29,919	32,023	106,986	55,926	82.30	3.12

MONTANA

MONTANA

See SRDS Consumer market map and data at beginning of the state.
THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

NORTHERN AG NETWORK



Comprised of Interconnected Stations

- | | |
|------------------|--------------------|
| MONTANA | KATO—Plentywood |
| KANA—Anaconda | KATO-FM—Plentywood |
| KFLN—Baker | KRBN—Red Lodge |
| KGW—Belgrade | KSEN—Shelby |
| KOYN—Billings | KZIN (FM)—Shelby |
| KDBI—Dillon | KGCK—Sidney |
| KDLN (FM)—Dillon | KVCK—Wolf Point |
| KGLE—Glendive | KYZZ (FM)— |
| KYTY—Hardin | Wolf Point |
| KQJM—Havre | WYOMING |
| KPOX (FM)—Havre | KMMZ—Greybull |
| KXLO—Lewistown | KPOW—Powell |
| KYBS (FM)— | KQOV—Riverton |
| Livingston | KTHE—Thermopolis |

Media Code 4 227 0150 8.00 Mid 015963-000
Business Office: Beartooth Networks, Inc., Box 1742, Billings, MT 59103. Phone 406-252-6661

PROGRAMMING DESCRIPTION

NORTHERN AG NETWORK: 12 programs daily M-F, featuring farm markets, farm news, weather, & other information. 2 programs Sat at 6:30 am & 12:20 pm. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Farm Director—Taylor Brown.
Sales Manager—Lee Lemke.
Farm Broadcaster—Conrad Burns.
Sales Secretary—Joyce Ingram.

- REPRESENTATIVES**
Logue Farm Media.
- AGENCY COMMISSION**
15%.

TIME RATES
Elif—Rec'd 8/21/84.

- SPOT ANNOUNCEMENTS**
GUARANTEED: 1 min 30 sec
Full Network/ROS 113 73

Anaconda

Deer Lodge County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KANA

1946
ANACONDA

Mid 011835-000
See SRDS Spot Radio Small Markets Edition.

KGLM (FM)

1974
ANACONDA

See SRDS Spot Radio Small Markets Edition. Mid 011836-000

Baker

Fallon County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KFLN

1964
BAKER

See SRDS Spot Radio Small Markets Edition. Mid 011837-000

Belgrade

Gallatin County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KCDQ (FM)

1963
BELGRADE

See SRDS Spot Radio Small Markets Edition. Mid 011839-000

KGWV

1959
BELGRADE

See SRDS Spot Radio Small Markets Edition. Mid 011838-000

Billings

Yellowstone County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KBIT (FM)

1979
BILLINGS



Media Code 4 227 0800 8.00 Mid 011845-000
KOOK Assoc. Ltd.
Box 1276, 7002 S. Billings Blvd., Billings, MT 59103.
Phone 406-248-7828

PROGRAMMING DESCRIPTION
KBIT (FM): Programmed for adults 25 plus. MUSIC: Modern Country format. NEWS: CBS at :60 hrly; local at :33, 6, 7, 8, 10 am & 12, 2, 4 & 5 pm; weather reports include reports from staff meteorologists hrly. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
President—John Hough.
General Manager—Dan Miller.
Program Director—Chris James.

2. REPRESENTATIVES

Torbet Radio, Inc.
Art Moore, Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/5; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c, 62b, 62d.
Prod. Services: 80, 81, 82.
AM facilities: KOOK.
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KGHL

1928
BILLINGS

Media Code 4 227 0900 6.00 Mid 011841-000
Communications Investment Corp.
Box 30198, Billings, MT 59107. Phone 406-656-1410.

PROGRAMMING DESCRIPTION
KGHL: Emphasis on personality, news & community involvement; very promotionally active. MUSIC: mix of Contemporary Country. NEWS: ABC at :60 daily; local blocks M-F during AM & PM drives; Paul Harvey 7 am, noon, 5:30 pm M-F & noon Sat. FARM: plus agriculture news 5:30, 6:30 am & 12:35 pm. Contact Representative for further details. Rec'd 6/4/84.

- PERSONNEL**
President—George C. Hatch.
Vice-President—Homer K. Peterson.
General Manager—Jerry L. Moore.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

5,000 w.; 790 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0 net charges; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 24b, 25a, 29a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
FM facilities: KIDX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

9/85

KIDX (FM)

1977
BILLINGS

Media Code 4 227 0975 8.00 Mid 011842-000
Communications Investment Corp.
Box 30198, Billings, MT 59107. Phone 406-656-1410.

PROGRAMMING DESCRIPTION

KIDX (FM): Format designed to reach 25-49 adult demographic; lifestyle oriented, minimum talk. MUSIC: Light Rock, 70% familiar material from 60's, 70's & 80's; AIR PERSONALITIES: NEWS: NBC network; Paul Harvey. FEATURES: Gary Owens Supertracks & Dick Clark's Rock, Roll & Remember wknds; heavy on promotion. COMMERCIAL POLICY: commercial units limited to 12/hr. Contact Representative for further details. Rec'd 6/4/84.

- PERSONNEL**
President—George C. Hatch.
Vice-President—Homer K. Peterson.
General Manager—Jerry L. Moore.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

Partial simulcast operation. Operated separately Mon-Fri 6 am-noon, 12:15-5 pm & 5:10 pm-6 am; Sat & Sun all day For simulcast facilities see KBOW.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations General: 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 15d. Basic Rates: 20a, 20b, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28b.

Contracts: 40a, 41, 44a, 44b, 46. Cancellation: 71a. Prod. Services: 80, 82. AM facilities: KBOW. Affiliated with ABC Contemporary Radio Network. Affiliated with The Intermountain FM Network. Affiliated with The Intermountain Network. Sold in combination with KBOW. See that listing.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 36 Eff 2/1/85—Rec'd 1/31/85.

A—Mon thru Sat 6-10 am & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

WK:	SATURATION					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	6.00	12.00	18.00	24.00	6.00	12.00
12 ti	11.75	23.50	35.25	47.00	11.75	23.50
18 ti	17.50	35.00	52.50	70.00	17.50	35.00
24 ti	23.25	46.50	69.00	91.50	23.25	46.50
30 ti	29.00	58.00	87.00	116.00	29.00	58.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	43.00	33.00	31.50	26.50	24.50	21.50
5 min	12.50	12.00	11.50	11.00	10.50	10.00

KQUY (FM)

1979 BUTTE



Media Code 4 227 1912 0.00
 Mountain Sky Broadcasting
 3219 Harrison, Box 3788, Butte, MT 59702. Phone 406-494-5895.

2. REPRESENTATIVES
 McGavren-Guild, Inc.
 1 min rate 1x: 10.00.

Chinook

Blaine County—Map Location E-1
 See SRDS Consumer market map and data at beginning of the state.

KRYK (FM)

1983 CHINOOK

See SRDS Spot Radio Small Markets Edition.

Cut Bank

Glacier County—Map Location C-1
 See SRDS Consumer market map and data at beginning of the state.

KCTB (FM)

1983 CUT BANK

See SRDS Spot Radio Small Markets Edition.

Deer Lodge

Powell County—Map Location C-3
 See SRDS Consumer market map and data at beginning of the state.

KDRG

1963 DEER LODGE

See SRDS Spot Radio Small Markets Edition.

Dillon

Beaverhead County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

KDBI

(formerly KDBM)
 1957 DILLON

Media Code 4 227 2250 4.00
 Dillon Broadcasting Inc.
 Box 950, Dillon, MT 59725. Phone 406-683-2800.

PROGRAMMING DESCRIPTION
 KDBI: News, MUSIC, Country, MOR. Contact Representative for further details. Rec'd 6/26/84.

1. PERSONNEL
 Owner & Gen'l Mgr.—Robert C. Greer. Sec'y & Sta. Mgr.—Carla Brown.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1490 khz. Non-directional. Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION

15% net charge; 10 days.
5. GENERAL ADVERTISING See coded regulations FM facilities: KDILN (FM). Affiliated with ABC Information Radio Network. Affiliated with MBS. Affiliated with Intermountain Network. Affiliated with Intermountain Farm/Ranch Network. Affiliated with NBC—Talknet. Member: Northern Ag Network.

TIME RATES
 No. 45 Eff 12/1/84—Rec'd 11/30/84.
 A—Mon thru Sat 6-10 am, noon-1 pm, 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	6.00	12.00	18.00	24.00	6.00	12.00
12 ti	11.75	23.50	35.25	47.00	11.75	23.50
18 ti	17.50	35.00	52.50	70.00	17.50	35.00
24 ti	23.25	46.50	69.00	91.50	23.25	46.50
30 ti	29.00	58.00	87.00	116.00	29.00	58.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	43.00	33.00	31.50	26.50	24.50	21.50
5 min	12.50	12.00	11.50	11.00	10.50	10.00

KDLN (FM)

1972 DILLON

See SRDS Spot Radio Small Markets Edition.

Glasgow

Valley County—Map Location G-1
 See SRDS Consumer market map and data at beginning of the state.

KCGM (FM)

1971 SCOBAY

See listing under city of license.

KLAN (FM)

1983 GLASGOW

See SRDS Spot Radio Small Markets Edition.

KLTZ

1954 GLASGOW

Media Code 4 227 2400 5.00
 Glasgow Broadcasting Co.
 Box 671, Bjorklund Bldg., Glasgow, MT 59230. Phone 406-228-9336.

PROGRAMMING DESCRIPTION
 KLTZ: MUSIC: Modern Country. FARM: 6:30 am market reports; 11:55 am & 5:15 pm stock market reports; 12:50 pm noonday agriculture market reports; 5:30 pm agriculture program; 12:15 every Thurs, action of livestock auction (local); emphasis given to local, state & nat'l agricultural events. Contact Representative for further details. Rec'd 8/5/83.

1. PERSONNEL
 Station Manager—Linda Madson.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1240 khz. Non-directional. Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations FM facilities: KLAN (FM). Affiliated with ABC Information Radio Network. Affiliated with Intermountain Network. Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 29 Eff 8/1/83—Rec'd 7/23/84.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	26 ti	52 ti	78 ti	104 ti	130 ti
30 sec	6.60	5.70	4.60	4.20	3.90	3.70	3.50
1 min	Extra 60%; 15 sec: Deduct 30%.						

7. PACKAGE PLANS

30 SEC, BTA:	SATURATION—5 CONSECUTIVE DAYS				
	25 ti	45 ti	Ea	25 ti	45 ti
Ea	4.60	4.20			

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 ti	1.90	25.10	35.10	56.20	89.90
52 ti/1 wk	12.80	16.70	26.60	42.60	68.10
312-365 ti/5-7 wk	8.50	10.70	13.50	21.60	34.50
3 min: Deduct 20% from 5-min.					

10. SPECIAL FEATURES
 Big Country Call Downs—90 sec, ea 12.40.

Glendive

Dawson County—Map Location H-2
 See SRDS Consumer market map and data at beginning of the state.

KGLE

1962 GLENDIVE

See SRDS Spot Radio Small Markets Edition.

KIVE (FM)

1969 GLENDIVE

See SRDS Spot Radio Small Markets Edition.

KXGN

1948 GLENDIVE



Media Code 4 227 2700 8.00
 The Glendive Broadcasting Corp.
 210 S. Douglas, Glendive, MT 59330. Phone 406-365-3377.

1. PERSONNEL
 Owner—Lewis W. Moore. General Manager—Dan Frenzel. Office Manager—Winnifred Norton.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 1,000 w.; 1400 khz. Non-directional. Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations Affiliated with ABC Information Radio Network. Affiliated with Intermountain Network. Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
 No. 5 Eff 7/15/83—Rec'd 8/1/83.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	6.00	12.00	18.00	24.00	6.00	12.00
12 ti	11.75	23.50	35.25	47.00	11.75	23.50
18 ti	17.50	35.00	52.50	70.00	17.50	35.00
24 ti	23.25	46.50	69.00	91.50	23.25	46.50
30 ti	29.00	58.00	87.00	116.00	29.00	58.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1/2 hr	33.00	29.00	27.00	25.00	23.00
5 min	11.30	10.80	10.60	10.30	10.00

Great Falls

Cascade County—Map Location D-2
 See SRDS Consumer market map and data at beginning of the state.

KAAC (FM)

1972 GREAT FALLS

Media Code 4 227 2775 0.00
 Cardon Broadcasting, Inc.
 Box 3129, Great Falls, MT 59403. Phone 406-727-7211.

PROGRAMMING DESCRIPTION
 KAAC (FM): MUSIC: Adult Contemporary. 6 AIR PERSONALITIES handle all segments. NEWS: updates in drive, major bulletins as available. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
 President—Don C. (Rob) Robinson. Vice-President—Carley J. Robinson. General Manager—Dave Still.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz. Stereo. Operating schedule: 24 hours daily. MST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; payable 10th of month.

TIME RATES
 No. 3 Eff 9/1/84—Rec'd 9/28/84.
 AAA—Mon thru Sun 6 am-7 pm.
 AA—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION		
	1 min	30 sec	1 min
6 ti/more	AAA AA	AAA AA	AAA AA
Specified dayparts, extra 5.00.	22	19	17

CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

KEIN

1921 GREAT FALLS



Masla Radio



Media Code 4 227 3000 2.00
 Sundance Communications Inc.
 615 2nd Ave. N., Box 1239, Great Falls, MT 59403. Phone 406-761-1310.

PROGRAMMING DESCRIPTION
 KEIN: Demographic direction 25-54 adults. MUSIC: Country format. NEWS: emphasis on news, public affairs & community involvement. 6 AIR PERSONALITIES plus 3 journalists; NBC news & features. Contact Representative for further details. Rec'd 6/29/84.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Bill Luzmoor. Vice-Pres. & Gen'l Sales Mgr.—Hal Hardy. Farm Director—Don Moe.

2. REPRESENTATIVES
 Masla Radio. Denver, Salt Lake City—John Mc Guire, Inc. Seattle, Portland, Minneapolis—Blair Radio.

3. FACILITIES
 5,000 w. days, 1,000 w. nights; 1310 khz. Non-directional. Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 15b. Basic Rates: 20b, 23a, 25a, 28b, 28c, 29a, 30. Contracts: 40c, 44b, 45, 46, 47a, 51a, 51b. Comb.; Cont. Discounts: 60b, 60i, 62d. Cancellation: 71a, 72. Prod. Services: 80, 81. FM facilities: KLFM (FM). Affiliated with NBC Radio Network. Member: Northern Agri-Net.

TIME RATES
 Eff—Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS

GRID:	6-10 AM MON THRU SAT				
	I	II	III	IV	V
30 sec	35	29	24	20	18
1 min	45	38	34	27	23

30 sec	10 AM-3 PM MON THRU SAT				
	I	II	III	IV	V
1 min	31	24	20	17	13
1 min	40	31	25	21	18

30 sec	3-7 PM MON THRU SAT				
	I	II	III	IV	V
1 min	33	26	22	19	15
1 min	43	34	29	24	20

30 sec	7 PM-MIDNIGHT MON THRU SAT				
	I	II	III	IV	V
1 min	29	22	18	14	11
1 min	36	29	23	19	14

30 sec	6 AM-7 PM MON THRU SAT (DAYTIME); 6 AM-6 PM SUN				
	I	II	III	IV	V
1 min	31	25	21	18	15
1 min	39	31	26	22	18

10. SPECIAL FEATURES

Newscasts/weather/features, one grid above prevailing rate. Specified Dayparts, one grid above prevailing rate.

KLFM (FM)



1982 GREAT FALLS

Media Code 4 227 3075 4.00
 Sundance Communications, Inc.
 Studio: 615 Second Ave. N., Great Falls, MT 59401. Phone 406-761-7060. Mailing Address: Box 1239, Great Falls, MT 59403.

PROGRAMMING DESCRIPTION
 KLFM-FM: MUSIC: Modern Country full time, targeted to 25-54 adults. Information blocks at 6, 6:30, 7, 7:30, 8 am, 12N &

MONTANA

Great Falls—cont

KLFM (FM)—cont

GRID:	MON	TU	W	THU	FRI	SAT	3-7 PM
30 sec	22	17	14	12	10	16	13
1 min	28	22	19	16	13		
MON THRU SAT 7 PM-MIDNIGHT							
30 sec	19	14	12	9	7		
1 min	23	19	15	12	9		

KMON

1947
GREAT FALLS



M'GAVREN GUILD RADIO



Media Code 4 227 3150 5.00 Mid 011866-000
Great Northern Broadcasting
Box 3309, Great Falls, MT 59403. Phone 406-761-1000.

PROGRAMMING DESCRIPTION

KMON: Programmed for adults. MUSIC 70%; modern country. NEWS 10%; FARM: in AM & 12N hr 12%; Newsmen. SPORTS 1%; hrlly 5%. RELIGIOUS 5%. COMMERCIAL POLICY: NAB stnds. Contact Representative for further details. Rec'd 3/2/79.

1. PERSONNEL

President—Lyle Courtnage.
General Manager—Gary Stevens.
Sales Manager—Sue Hennessey.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w.; 560 khz. Directional nights.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 7b.
Affiliated with ABC Information Radio Network.

TIME RATES

No. 9 Eff 9/15/84—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS

6-10 AM

GRID:	I	II	III	IV	V
1 min	40	37	34	31	28
30 sec	32	30	27	25	22
10 AM-3 PM & 3-7 PM					
1 min	35	32	29	26	23
30 sec	28	26	23	21	18
7 PM-MIDNIGHT					
1 min	11	10	9	8	...
30 sec	9	8	7	6	...

7. PACKAGE PLANS

TAP—6 AM-7 PM—EQUAL DISTRIBUTION

GRID:	I	II	III	IV	V	GRID:	I	II	III	IV	V
1 min	35	32	29	26	23	30 sec	28	26	23	21	18

10. SPECIAL FEATURES

FARM—5-8 AM & 11 AM-1 PM

GRID:	6 ti	12 ti	18 ti	24 ti
1 min	50	46	42	38
30 sec	40	37	34	31

Equal distribution on farm.
Fixed position, extra 30%.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

6-10 AM

GRID:	I	II	III	IV	V
1 min	55	50	45	40	35
30 sec	44	40	36	32	28
3-7 PM					
1 min	50	45	40	35	31
30 sec	40	36	32	28	24
10 AM-3 PM					
1 min	45	40	35	30	25
30 sec	36	32	28	24	20
7 PM-MIDNIGHT					
1 min	18	16	14	12	...
30 sec	14	13	12	10	...

7. PACKAGE PLANS

TAP—6 AM-7 PM—EQUAL DISTRIBUTION

GRID:	I	II	III	IV	V	GRID:	I	II	III	IV	V
1 min	50	45	40	35	30	30 sec	40	36	32	28	24

KMON-FM

(formerly KNUW (FM))

1973

GREAT FALLS



M'GAVREN GUILD RADIO



Media Code 4 227 3225 5.00 Mid 011867-000
Great Northern Broadcasting
Box 3309, Great Falls, MT 59403. Phone 406-761-1000.

PROGRAMMING DESCRIPTION

KMON-FM: MUSIC: Syndicated Rock. NEWS: at :55. COMMERCIAL POLICY: 10 units per hr. Contact Representative for further details. Rec'd 9/28/79.

1. PERSONNEL

President—Lyle Courtnage.
General Manager—Gary Stevens.
Sales Manager—Sue Hennessey.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 36,000 w. (horiz.), 36,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht. 486 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 14d, 15a.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a, 28c, 39a.
Contracts: 40a, 41, 45, 47a.
Comb. Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with RKO Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

No. 9 Eff 8/15/84—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS

6-10 AM & 3-7 PM

GRID:	I	II	III	IV	V
1 min	25	23	21	19	17
30 sec	20	18	16	14	13
10 AM-3 PM					
1 min	20	18	16	14	12
30 sec	16	14	12	10	9
7 PM-MIDNIGHT					
1 min	12	11	10	9	...
30 sec	10	9	8	7	...

7. PACKAGE PLANS

TAP—6 AM-7 PM—EQUAL DISTRIBUTION

GRID:	I	II	III	IV	V	GRID:	I	II	III	IV	V
1 min	22	20	18	16	14	30 sec	18	16	14	13	12

KOOZ (FM)

1963

GREAT FALLS

Media Code 4 227 3262 8.00 Mid 011868-000
Sun River Broadcasting Inc.
1026 Central Ave., Box 6760, Great Falls, MT 59406.
Phone 406-761-1717.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Denver—Bob Hix Co., Inc.
1 min rate 1x: 25.00.

KQDI

1955

GREAT FALLS

Media Code 4 227 3300 6.00 Mid 011869-000
Sun River Broadcasting Inc.
Box 6760, Great Falls, MT 59406. Phone 406-761-2800.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Denver—Bob Hix Co., Inc.
1 min rate 1x: 23.00.

KYOT

(formerly KARR)

1947

GREAT FALLS



Media Code 4 227 3375 8.00 Mid 011864-000
Taylor Broadcasting
Fox Farm Rd., Box 2204, Great Falls, MT 59403. Phone 406-761-6104.
1 min rate 1x: 18.00.

Hamilton

Ravalli County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KLYQ

1961

HAMILTON

See SRDS Spot Radio Small Markets Edition. Mid 011870-000

KLYQ-FM

1969

HAMILTON

See SRDS Spot Radio Small Markets Edition. Mid 011871-000

Hardin

Big Horn—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KYTY

1984

HARDIN

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035460-000

Havre

Hill County—Map Location E-1
See SRDS Consumer market map and data at beginning of the state.

KOJM

1947

HAVRE

See SRDS Spot Radio Small Markets Edition. Mid 011873-000

KPOX (FM)

1975

HAVRE

See SRDS Spot Radio Small Markets Edition. Mid 011874-000

Helena

Lewis and Clark County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KBLL

1937

HELENA



Media Code 4 227 3900 3.00 Mid 011875-000
Holter Broadcasting Inc.
1400 11th Ave., Helena, MT 59601. Phone 406-442-6620.

PROGRAMMING DESCRIPTION

KBLL: Target audience, adults 25-54. MUSIC: contemporary MOR, personality. High news & sports visibility. Contact Representative for further details. Rec'd 11/17/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert A. Howard.
Mgr. & Sls.Mgr.—Deene Ehls.
Program Director—Scott Weigle.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with NBC Radio Network.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with The Intermountain FM Network.

TIME RATES

No. 47R Eff 7/1/84—Rec'd 6/26/84.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat 10 am-noon & 1-4 pm; Sun all day.
B—Mon thru Sun 7 pm-midnight.

7. PACKAGE PLANS

SATURATION

PER	6 ti	12 ti	18 ti	24 ti
WK:	12.50	12.00	11.50	11.00
1 min	9.50	9.00	8.50	8.00
PER	6 ti	12 ti	18 ti	24 ti
WK:	10.50	10.00	9.50	9.00
30 sec	7.75	7.25	6.75	6.25

B: 60% of AA.
TAP—1/3AA, 1/3A, 1/3B: A rates apply.

8. PROGRAM TIME RATES

1x 52x 104x 156x 260x
5 min 19.00 18.00 17.50 17.00 16.50

AM/FM COMBINATION

7. PACKAGE PLANS

PER	6 ti	12 ti	18 ti	24 ti
WK:	18.90	18.00	17.10	16.20
1 min	14.70	13.80	13.10	12.10
PER	6 ti	12 ti	18 ti	24 ti
WK:	15.60	14.90	14.20	13.50
30 sec	12.30	11.50	10.90	10.40

B: 60% of AA.
TAP—1/3AA, 1/3A, 1/3B: A rates apply.

8. PROGRAM TIME RATES

1x 52x 104x 156x 260x
5 min 30.80 29.10 28.40 27.60 27.00

KBLL-FM

1979

HELENA



Media Code 4 227 3901 1.00 Mid 011876-000
Holter Broadcasting Inc.
1400 11th Ave., Helena, MT 59601. Phone 406-442-6620.

PROGRAMMING DESCRIPTION

KBLL-FM: Target audience adults 24+. MUSIC: Modern Country. News & sports coverage. Contact Representative for further details. Rec'd 8/14/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert A. Howard.
Manager—Deene Ehls.
Program Director—Wallace Peel.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

ERP 30,000 w.; 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with NBC Radio Network.
Affiliated with Intermountain Network.

TIME RATES

No. 47R Eff 7/1/84—Rec'd 9/21/84.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat 10 am-noon & 1-4 pm; Sun all day.
B—Mon thru Sun 7 pm-midnight.

7. PACKAGE PLANS

KZMT (FM)
(formerly KCAP-FM)
1975
HELENA

**Affiliate of SFN
Communications**

Media Code 4 227 4106 6.00 Mid 011878-000
KCAP Broadcasters Inc.
110 Broadway, Box 1676, Helena, MT 59601. Phone 406-442-4490.

PROGRAMMING DESCRIPTION

KZMT (FM): Targeted to reach audience 25-49 6 am-3 pm & 18-29 3 pm-6 am. NEWS: & public affairs designed to appeal to sophisticated & involved audience. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dan Snyder.
- REPRESENTATIVES**
Masla Radio,
Denver—John L. McGuire, Inc.
Art Moore, Inc.
- FACILITIES**
ERP 100,000 W.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4007 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KCAP
Affiliated with CBS RADIORADIO.

TIME RATES

Eff—Rec'd 5/17/84.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—All other times.

PER WK:	AA	A
1 min	6 ti 12 ti 18 ti 24 ti 30 ti	6 ti 12 ti 18 ti 24 ti
30 sec	18 16 12 10 8 9 8 7 6	12 10 8 9 8 7 6

KZMT (FM)/KCAP COMBINATION

PER WK:	1 min	30 sec
AA	6 ti 12 ti 18 ti 24 ti 30 ti	6 ti 12 ti 18 ti 24 ti
A	28 26 20 18 20 18 16 14	18 16 14 12

(SMD)

Kalispell

Flathead County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KALS (FM)

1974
KALISPELL



An Enterprise Network Station

Media Code 4 227 4125 6.00 Mid 011880-000
North Valley Broadcasting Enterprises Inc.
Box 1977, 2980 Hwy. 2 E., Kalispell, MT 59901. Phone 406-257-5257.

PROGRAMMING DESCRIPTION

KALS (FM): Programmed for the adult market. MUSIC: Beautiful Music daily from Century 21 Programming, Inc. Long music sweeps. AIR PERSONALITIES relate to age groups 25-54 women & 35-64 men. COMMERCIAL POLICY: commercial breaks at :15 with max of 10-min commercial time per hr. NEWS: IMS audio at :55; extensive news at 7 am, noon & 5 pm; agricultural news at 6:30 am & noon. FEATURES: select gospel programs 8-10 am; emphasis on business, womens & family programming. SPORTS: UPI sports on wknds. Rec'd 9/24/84.

- PERSONNEL**
President—Harold L. Erickson.
Station Manager—Brad Rauch.
- FACILITIES**
ERP 27,000 w. (horiz.) 13,500 w. (vert.); 97.1 mhz.
Operating schedule: 5:30 am-midnight. MST.
Antenna ht.: 6,100 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of month.

TIME RATES

Eff—Rec'd 3/25/83.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
30 sec	5.80	5.50	5.20	4.90	4.60
1 min	7.40	7.10	6.80	6.50	6.30

(SMD)

KGEZ

1927
KALISPELL



Media Code 4 227 4200 7.00 Mid 011881-000
Skyline Broadcasters Inc.
2995 Hwy. 93 S., Box 169, Kalispell, MT 59903. Phone 406-752-2600.

PROGRAMMING DESCRIPTION

KGEZ: MUSIC: C&W. NEWS: network at :60. SPORTS: high school football & basketball; college basketball; American Legion baseball. COMMERCIAL POLICY: NAB stds. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
Station Manager—Mitch Miller.
Sales Manager—Oz Schock.
Program Director—Stu Kennedy.
- REPRESENTATIVES**
Masla Radio,
Mountain States—Box Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 600 kc. Directional—separate patterns day & night.
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.

TIME RATES

No. 33 Eff 9/1/82—Rec'd 7/6/82.
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

PER WK:	AA	A
1 min	1 ti 12 ti 24 ti 36 ti	1 ti 12 ti 24 ti 36 ti
30 sec	7.75 7.45 7.00 6.60 6.25 5.85 5.45	6.25 5.85 5.40 5.05 4.70 4.25 3.90

- PROGRAM TIME RATES**
PER WK, EA: 1/4 hr 10 min 5 min
1 ti 21.80 15.50 10.90
3 ti 20.20 14.05 9.35
6 ti 18.65 12.50 7.75
Minimum 13 wk. (SMD)

KOFI

1955
KALISPELL

Media Code 4 227 4350 0.00 Mid 011882-000
KOFI Inc.
317 First Ave. E., Box 608, Kalispell, MT 59901. Phone 406-755-6690.

- PERSONNEL**
Manager—W. H. Patterson.
- REPRESENTATIVES**
Art Moore, Inc.
Denver—John L. McGuire, Inc.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 1180 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

No. 13 Eff 5/1/84—Rec'd 5/7/84.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

PER WK:	CLASS A	CLASS B
1 min	6 ti 12 ti 18 ti 24 ti 30 ti	6 ti 12 ti 18 ti 24 ti 30 ti
30/20 sec	12.20 11.85 11.45 11.05 10.75	9.85 9.45 9.10 8.75 8.65

1 min 10.20 9.95 9.55 9.20 8.90
30/20 sec 8.15 7.95 7.65 7.35 7.10
Within 7 days. (SMD)

Laurel

Yellowstone County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KLYC
1979
LAUREL

See SRDS Spot Radio Small Markets Edition.

Lewistown

Fergus County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KLCM (FM)
1974
LEWISTOWN

See SRDS Spot Radio Small Markets Edition.

KXLO
1947
LEWISTOWN

Media Code 4 227 4500 0.00 Mid 011885-000
KXLO Broadcasting Co., Inc.
Box 620, Lewistown, MT 59457. Phone 406-538-3441.

KXLO: MUSIC: Cross-over C & W & MOR. NEWS: 5 15-min newscasts daily emphasizing local; news dept. news director & 5 2-way mobile units. FARM: news in 6-8 am & 11 am-1 pm hrs including livestock markets, weather, livestock & grain futures markets. Contact Representative for further details. Rec'd 8/23/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Fred Lark.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:55 am-10:05 pm. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KLCM (FM).
Affiliated with ABC Information Radio Network.
Affiliated with NBC-Talknet.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Member: Northern Ag Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. 9/85 (SMD)

Libby

Lincoln County—Map Location A-1
See SRDS Consumer market map and data at beginning of the state.

KLCB
1950
LIBBY



Media Code 4 227 4650 3.00 Mid 011886-000
Lincoln County Broadcasters Inc.
Box 730, Cedar & S. Maine, Libby, MT 59923. Phone 406-293-6234.

PROGRAMMING DESCRIPTION

KLCB: MUSIC: mass appeal modern C & W & soft adult contemporary (18-49+). NEWS: local, state network, nat'l network; emphasis on local news & public affairs. Contact Representative for further details. Rec'd 1/31/79.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Duane J. Williams.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule, 6 am-10 pm daily. MST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/85—Rec'd 1/29/85.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

PER WK:	1 min	30 sec
A	10 ti 15 ti 25 ti 30 ti	10 ti 15 ti 25 ti 30 ti
B	6.30 6.25 6.15 6.00 5.00 4.95 4.90 4.80	5.25 5.20 5.15 5.00 4.20 4.15 4.10 4.00

(SMD)

Livingston

Park County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KPRK
1947
LIVINGSTON



Media Code 4 227 4800 4.00 Mid 011887-000
KPRK Inc.
East Hwy. 10, Box 691, Livingston, MT 59047. Phone 406-222-2841.

PROGRAMMING DESCRIPTION

KPRK: MUSIC: Country. NEWS: Paul Harvey News M-F 3x/day; Park High Sports broadcasts; remote capabilities. FEATURES: Country Countdown Sat 9 am-noon & Sun 1-4 pm. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
General Manager—B. Dean Holmes.
Program Director—Terry Viraq.
Music Director—Mitch McGuire.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1340 khz.
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with NBC—Talknet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 35 Eff 12/1/84—Rec'd 11/30/84.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

PER WK:	SATURATION	30 sec
A	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti
B	8.20 7.80 7.40 7.00 6.50 6.25 5.90 5.60	7.40 7.10 6.90 6.60 5.90 5.70 5.50 5.30

PROGRAM TIME RATES	1x	52x	104x	156x	260x
5 min	11.50	10.50	9.50	9.00	8.00

KYBS (FM)

1977
LIVINGSTON

See SRDS Spot Radio Small Markets Edition.

Miles City

Custer County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KATL
1941
MILES CITY



Media Code 4 227 4950 7.00 Mid 011889-000
Star Printing Co.
Box 700, Haynes Ave., Miles City, MT 59301. Phone 406-232-2280.

PROGRAMMING DESCRIPTION

KATL: Adult contemporary. Sports & agriculture. Contact Representative for further details. Rec'd 10/28/80.

- PERSONNEL**
Gen'l & Com'l Mgr.—Donald L. Richard.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5-1 am. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 49 Eff 3/1/84—Rec'd 2/27/84.
A—Mon thru Sun 6am-midnight.

PER WK:	SATURATION—CLASS A
1 min	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
30 sec	12.80 10.30 9.90 9.50 9.00 8.40
PER YR:	7.30 7.00 6.50 6.10 5.60 5.00
1 min	400x 800x 1200x
30 sec	4.40 3.90 3.50

PROGRAM TIME RATES	1x	52x	104x	156x	260x
5 min	12.90	11.70	11.00	10.00	9.70

Missoula

Missoula County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KDXT (FM)

1977
MISSOULA



Media Code 4 227 5025 7.00 Mid 011890-000
Windpoint 1970 Holding Company
Box 4106, Missoula, MT 59806. Phone 406-728-9399.

PROGRAMMING DESCRIPTION

KDXT (FM). Target audience 18-34. MUSIC: Contemporary Hit Radio. NEWS: AP wire, local news director. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
Manager—Steve Benedict.
- REPRESENTATIVES**
Seattle, Portland—The Tacher Company, Inc.
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**
ERP 43,000 w.; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,470 ft. above average terrain.
- AGENCY COMMISSION**
15%, due 60 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15c, 15d.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 24c, 25a, 28b, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 44a, 44b, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i.
Cancellation: 71a.
Prod. Services: 81.
AM facilities: KGRZ.
Affiliated with NBC-The Source.

TIME RATES

Eff—Rec'd 9/30/83.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-midnight.
A—5-1 am ROS.

SPOT ANNOUNCEMENTS	AAA	AA	A
1 min	16.80	13.50	10.90
30 sec	12.00	9.60	7.80

May combine with KGRZ for 10% discount.

MONTANA

Missoula—cont

KGRZ

1947
MISSOULA



Media Code 4 227 5100 8.00 Mid 011891-000
Windpoint 1970 Holding Co.
1608 S. Third West, Box 4106, Missoula, MT 59806.
Phone 406-728-1450.

PROGRAMMING DESCRIPTION

KGRZ: Target audience 25-49. MUSIC: Adult Contemporary & Golden Oldies. NEWS: UPL. Contact Representative for further details. Rec'd 11/7/83.

- PERSONNEL**
General Manager—Steve Benedict.
- REPRESENTATIVES**
Seattle, Portland—The Tacher Company, Inc.
Denver—Mountain Media, Inc.
- FACILITIES**
1,000 w. days, 1000 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0, due 60 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3c, 3d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 15b, 15d.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 28b,
28c, 29a, 29b, 30, 32a, 33a.
Contracts: 44a, 44b, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a.
Prod. Services: 80, 81, 82.
FM facilities: KDXT (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

No. 8 Eff 6/1/83—Rec'd 11/7/83.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm, 7 pm-midnight & 6 am-7 pm ROS.
A—5-1 am ROS.
B—1-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA			
	I	II	III	IV
30 sec	11.75	10.25	9.00	8.00
1 min	17.50	15.25	13.50	12.00
30 sec	CLASS AA			
	10.75	9.25	8.00	7.00
1 min	CLASS A			
	16.00	13.75	12.00	10.50
30 sec	CLASS B			
	7.00	6.00	5.25	4.50
1 min	10.50	9.00	7.75	7.50
	ANNUAL DISCOUNT			
DOLLARS SPENT:	3.50	3.00	2.50	2.00
Discount	5.25	4.50	3.75	3.00
			3000	6000
			15%	30%

May combine with KDXT (FM) for 10% discount.

KGVO

1931
MISSOULA

Media Code 4 227 5250 1.00 Mid 011892-000
KGVO Broadcasting, Inc.
Box 5023, 2501 Catin, Missoula, MT 59806. Phone 406-721-1290.

2. REPRESENTATIVES

Masla Radio.
Denver—John L. McGuire, Inc.
Art Moore, Inc.
1 min rate 1x: 19.00.

KLCY

1959
MISSOULA



Media Code 4 227 5325 1.00 Mid 011895-000
Garden City Broadcasting Corp.
400 Rymon St., Missoula, MT 59802. Phone 406-728-9300.

PROGRAMMING DESCRIPTION

KLCY: Programmed for 25-plus audience. NEWS: remote mobile units. AP, networks, 4-man staff. MUSIC: Adult Contemporary lite. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
President—George C. Hatch.
Executive Vice-President—Homer K. Peterson.
Station Manager—John Pulasky.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15% on net time only; 30 days.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 16.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24c, 26, 28c.
Contracts: 40a, 44a, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 62b.
Cancellation: 70e, 73a, 73b.
Prod. Services: 82.
FM facilities: KYSS-FM.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Intermountain Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

9/85

KYLT

1955
MISSOULA



Media Code 4 227 5400 2.00 Mid 011893-000
Spectrum Communications
2005 Brooks St., Box 2277, Missoula, MT 59806. Phone 406-728-5000.

Rates have been temporarily withdrawn by station.

KYSS-FM

1969
MISSOULA



Media Code 4 227 5551 2.00 Mid 011896-000
Garden Broadcasting Corp.
400 Rymon St., Missoula, MT 59802. Phone 406-543-4221.

PROGRAMMING DESCRIPTION

KYSS-FM: Programmed for primary music entertainment. MUSIC: Popular country. NEWS: weather & special reports at :60 & :30; AP networks; news staff. Contact Representative for further details. Rec'd 1/4/82.

- PERSONNEL**
President—George C. Hatch.
General Manager—John Pulasky.
Oper. Mgr. & Prog. Dir.—Jay Hamilton.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 30,200 W.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 7,600 ft. above average terrain.
- AGENCY COMMISSION**
15% on net time only; 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 16.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24c, 26, 28c.
Contracts: 40a, 44a, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 62b.
Cancellation: 70e, 73a, 73b.
Prod. Services: 82.
AM facilities: KLCY.
Affiliated with ABC Information Radio Network.
Affiliated with The Intermountain FM Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

9/85

KZOQ (FM)

1974
MISSOULA



Media Code 4 227 5588 4.00 Mid 011894-000
Spectrum Communications
2005 Brooks St., Box 2277, Missoula, MT 59806. Phone 406-728-5000.

Rates have been temporarily withdrawn by station.

Plentywood

Sheridan County—Map Location H-1
See SRDS Consumer market map and data at beginning of the state.

KATQ

1979
PLENTYWOOD

See SRDS Spot Radio Small Markets Edition.

KATQ-FM

1962
PLENTYWOOD

See SRDS Spot Radio Small Markets Edition.

Polson

Lake County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KERR

1976
POLSON

See SRDS Spot Radio Small Markets Edition.

Red Lodge

Carbon County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KRBN

1961
RED LODGE

See SRDS Spot Radio Small Markets Edition.

Scobey

Daniels County—Map Location G-1
See SRDS Consumer market map and data at beginning of the state.

KCGM (FM)

1971
SCOBEY

Media Code 4 227 5925 8.00 Mid 011901-000
Prairie Communications Inc.
23 Main St., Box 220, Scobey, MT 59263. Phone 406-487-2293.

PROGRAMMING DESCRIPTION

KCGM (FM): MUSIC: Modern Country 6 am-10 pm Mon thru Thur 6 am-midnight Fri & Sat 9 am-9 pm Sun. News: 5-min network at :60, local & state at :05 7x daily. SPORTS: 6 5-min reports M-F, nat'l & all area sports. FARM: 14 5-min reports M-S. AREA NEWS: 6 5-min community reports M-F. COMMERCIAL POLICY: max 14-min per hr. Rec'd 12/27/83.

- PERSONNEL**
General Manager—Dixie Halverson.
Program Director—Bob Meyer.
Sports Director—Charlie Hall.

- FACILITIES**
ERP 52,000 w. (horiz.), 52,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 6 am-10 pm. MST.
Antenna ht.: 400 ft. above average terrain.

- AGENCY COMMISSION**
15/5; 15th of following month.

TIME RATES

Eff 8/1/83—Rec'd 12/27/83.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Mon thru Sat 9 am-4 pm.
A—Mon thru Sat 7-10 pm; Sun all day.

7. PACKAGE PLANS

PER MO:	PLAN I—AAA			
	1 ti	19 ti	25 ti	36+
1 min	6.00	5.75	5.45	4.80
30 sec	4.80	4.60	4.40	4.00
PLAN II—1/2AAA, 1/2AA				
1 min	5.75	5.45	5.15	4.55
30 sec	4.60	4.40	4.10	3.60
PLAN III—1/3AAA, 1/3AA, 1/3A				
1 min	5.50	5.15	4.80	4.25
30 sec	4.40	4.10	3.95	3.40

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

5 min—125% of 1-min.
10 min—250% of 1-min.
1/4 hr—375% of 1-min.

(SMD) (CR)

Shelby

Toole County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KSEN

1947
SHELBY

Media Code 4 227 6000 9.00 Mid 011902-000
Tri-County Radio Corp.
820 Oilfield Ave., Shelby, MT 59474. Phone 406-434-5241.

PROGRAMMING DESCRIPTION

KSEN: Programmed for adults & general interest. Contact Representative for further details. Rec'd 11/24/80.

- PERSONNEL**
President—Jerry Black.
Station Manager—Robert W. Miller.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w.; 1150 khz. Directional.
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**
15/0; time only.

- GENERAL ADVERTISING See coded regulations**

FM facilities: KZIN (FM).
Affiliated with ABC Direction Radio Network.
Affiliated with CBS Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Member: Northern Ag Network.

TIME RATES

No. 49 Eff 11/1/84—Rec'd 10/29/84.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11:45 am-1:15 pm, flat 1-min 14.00; 30-sec 10.90.

7. PACKAGE PLANS

PER WK:	SATURATION							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
A	13.00	12.20	11.50	11.20	10.60	10.20	9.60	9.50
B	11.00	10.50	10.00	9.75	9.00	8.60	8.20	7.90

Mon thru Sat 6:30-8:30 am & 11:45 am-1:15 pm, fixed: Flat 1-min 14.00; 30-sec 10.90.

- PROGRAM TIME RATES**
5 min 27.00 25.00 24.00 23.00 22.00

KSEN/KZIN (FM) COMBINATION

Fixed—Mon thru Sat 6-8 am & 11:45 am-1:15 pm flat 1-min 19.60; 30 sec 15.70.

7. PACKAGE PLANS

PER WK:	SATURATION							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
A	18.00	17.00	16.50	16.00	14.80	14.40	14.00	13.60
B	16.00	15.50	14.80	14.00	12.80	12.50	12.00	11.50

- PROGRAM TIME RATES**
5 min 35.00 31.00 29.00 27.00 25.00

9/85

KZIN (FM)

1978
SHELBY

See SRDS Spot Radio Small Markets Edition.

Sidney

Richland County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

KGCX

1926
SIDNEY

See SRDS Spot Radio Small Markets Edition.

West Yellowstone

Gallatin County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KWYS

1968
WEST YELLOWSTONE

See SRDS Spot Radio Small Markets Edition.

Whitefish

Flathead County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KBBZ (FM)

1983
WHITEFISH

See SRDS Spot Radio Small Markets Edition.

KJJR

1979
WHITEFISH

See SRDS Spot Radio Small Markets Edition.

KSKR

1979
WHITEFISH

Media Code 4 227 6290 6.00 Mid 011906-000
North Valley Radio, Inc.
1000 Spokane Ave., Whitefish, MT 59937. Phone 406-862-2591.

PROGRAMMING DESCRIPTION
KSKR: Programmed for 18-54 audience. MUSIC: Adult Contemporary. NEWS: ABC 18x daily; INM & local 3x daily. SPORTS: Whitefish girls baseball; Columbia Falls football & boys basketball. Contact Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
Pres. & Sta. Mgr.—Ross Holter.
Program Director—Ron Hirsch.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5:30 am-midnight. MST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Intermountain Network.

TIME RATES

No. 3 Eff 9/1/83—Rec'd 9/1/83.

7. PACKAGE PLANS

PER WK, ROS:	SATURATION			
	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50
30 sec	6.25	6.00	5.75	5.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
	1/2 hr	38.00	37.00	36.00	35.00	34.00
5 min	13.00	12.75	12.50	12.25	12.00	11.75

9/85 (SMD)

Wolf Point

Roosevelt County—Map location H-1
See SRDS Consumer market map and data at beginning of the state.

KVCK

1957
WOLF POINT

Mid 011908-000

See SRDS Spot Radio Small Markets Edition.

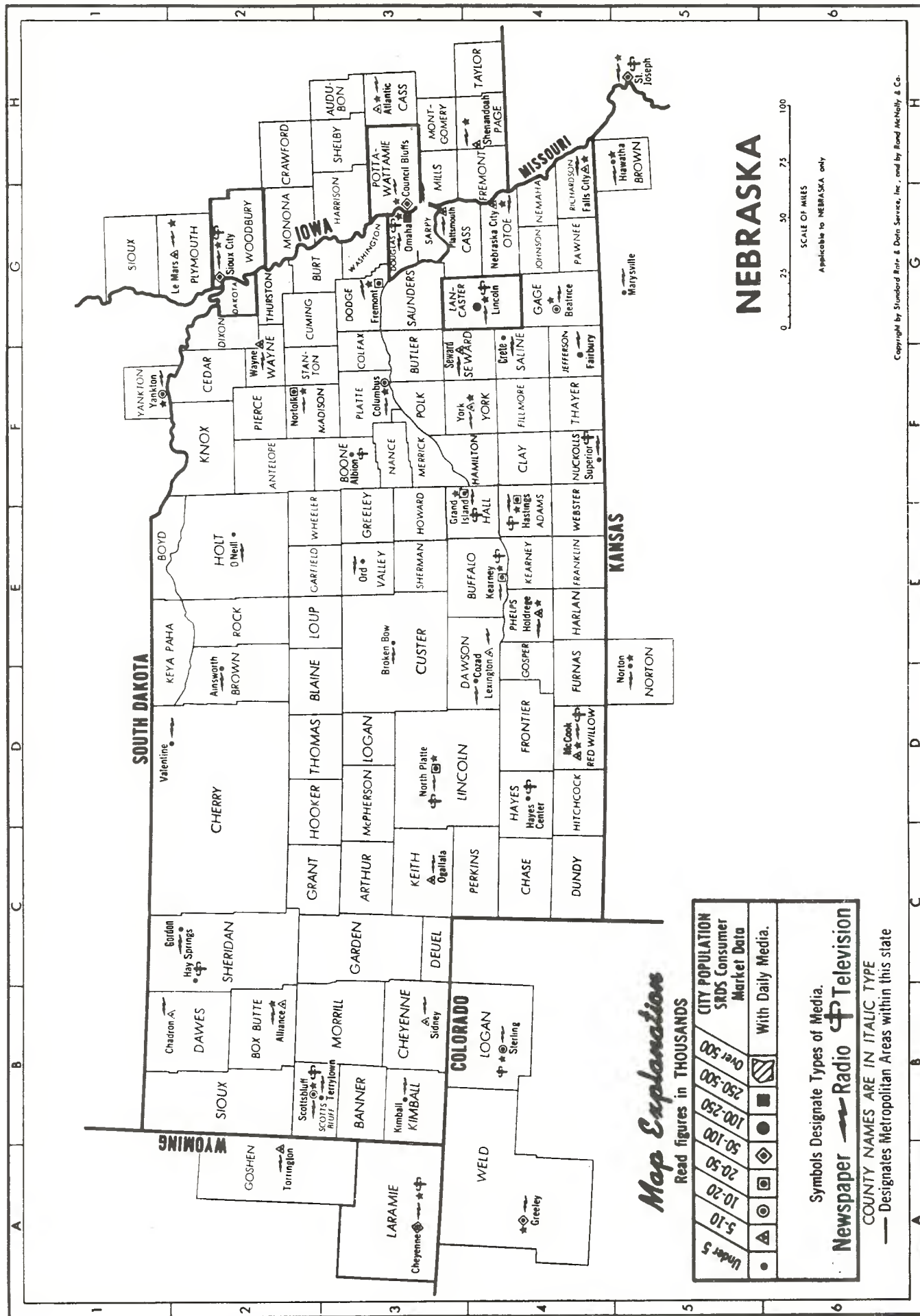
KYZZ (FM)

1981
WOLF POINT

Mid 017800-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



Map Explanation

Read figures in THOUSANDS

CITY POPULATION	SRDS Consumer Market Data	With Daily Media.
Over 500	▨	☐
250-500	■	◻
100-250	●	◌
50-100	◊	◐
20-50	◑	◒
10-20	○	◔
5-10	△	◕
Under 5	•	◖

Symbols Designate Types of Media.

Newspaper — **Radio** ☐ **Television** ◻

COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state

NEBRASKA

SCALE OF MILES
 0 25 50 75 100
 Applicable to NEBRASKA only

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State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Lincoln—Lancaster Omaha—Douglas

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Total Retail Sales—		Retail Sales—1984					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)			
			Per Household (\$000)	% Distribution of Households				Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types			Service Station (\$000)						
				14999	15000	35000	50000				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)					Auto motive (\$000)		
NEBRASKA STATE TOTALS.....	1,602.9	588.44	14,537,160	24,705	34.7	43.5	13.2	8.7	8,178,229	13,898	1,801,913	288,253	1,223,365	382,827	400,959	1,382,727	728,028	1,041.77	49.4	28.88
ADAMS E-4.....	30.6	11.82	283,868	24,016	35.7	44.2	12.7	7.4	163,662	13,846	36,097	5,782	24,529	7,652	7,999	27,664	14,575	20.24	.1	.26
ANTELOPE F-2.....	8.6	3.19	51,541	16,157	56.8	34.1	5.6	3.4	38,052	11,929	8,765	1,485	6,183	1,691	1,608	6,365	3,447	6.01	.01	.02
ARTHUR C-3.....	.5	.19	3,310	17,421	54.6	35.1	4.3	5.9	2,209	15,626	509	88	509	98	94	370	200	.34	.01	.01
BANNER B-3.....	.9	.30	10,309	34,363	27.9	39.2	15.6	17.3	4,504	15,013	973	152	649	215	234	765	398	.75	.01	.01
BLAINE D-2.....	.9	.31	4,482	14,458	63.7	30.3	4.1	1.9	3,565	11,500	834	144	585	156	142	594	325	.65	.01	.01
BOONE F-3.....	7.1	2.59	46,171	17,827	57.4	32.3	5.9	4.5	31,125	12,017	7,153	1,208	5,036	1,387	1,327	5,209	2,817	4.90	.01	.01
BOX BUTTE B-2.....	14.7	5.47	137,009	25,047	30.8	46.6	14.2	8.4	77,837	17,041	17,041	2,702	11,503	3,669	3,690	13,180	6,912	10.06	.1	.55
BOYD E-1.....	3.2	1.21	16,099	13,305	65.9	29.3	2.6	2.1	13,465	11,128	3,169	551	2,274	583	524	2,240	1,230	2.28	.01	.01
BROWN D-2.....	4.5	1.77	28,969	16,367	59.3	32.5	5.0	3.2	20,672	11,679	4,787	816	3,392	913	857	3,453	1,877	3.29	.01	.01
BUFFALO E-4.....	36.1	12.91	305,253	23,645	36.5	43.4	12.1	8.0	177,170	13,723	39,171	6,295	26,676	8,262	8,595	29,330	15,793	24.18	.1	.82
BURT G-2.....	8.7	3.35	61,868	18,468	49.9	40.0	5.9	4.2	40,943	12,222	9,356	1,569	6,556	1,838	1,781	6,862	3,697	6.00	.01	.03
BUTLER F-3.....	9.3	3.38	66,711	19,737	46.1	41.4	7.6	4.9	42,819	12,668	9,686	1,604	6,729	1,945	1,929	7,194	3,851	6.63	.01	.01
CASS G-3.....	21.1	7.52	179,766	23,905	37.1	48.3	13.8	6.2	105,093	13,975	23,118	3,680	15,672	4,928	5,178	17,775	9,350	14.70	.01	.13
CEDAR F-2.....	11.0	3.73	65,298	17,506	56.3	33.6	5.5	4.6	44,322	11,829	10,215	1,732	7,209	1,969	1,869	7,413	4,016	6.90	.01	.04
CHASE C-4.....	5.0	1.83	32,652	17,843	48.8	40.7	6.2	4.3	22,519	12,305	5,135	859	3,582	1,013	987	3,776	2,032	3.56	.01	.05
CHERRY D-2.....	6.8	2.56	56,674	22,138	43.6	40.4	7.7	8.2	33,035	12,904	7,431	1,222	5,138	1,510	1,517	5,558	2,965	4.99	.01	.02
CHEYENNE B-3.....	9.7	3.85	112,455	29,209	32.0	34.4	18.3	15.2	57,562	14,951	12,435	1,936	8,292	2,753	2,989	9,777	5,085	7.26	.01	.24
CLAY F-4.....	8.0	3.01	61,586	20,460	41.8	43.4	9.8	5.1	39,488	13,119	8,840	1,444	6,086	1,816	1,842	6,651	3,537	5.70	.01	.05
COLFAX F-3.....	10.0	3.77	81,399	21,591	42.3	42.0	9.1	6.6	49,283	13,072	11,046	1,808	7,613	2,263	2,290	8,299	4,417	6.85	.01	.08
CUMING G-2.....	11.4	4.00	86,612	21,653	40.7	44.4	8.4	6.5	52,085	13,021	11,688	1,916	8,064	2,388	2,411	8,768	4,670	7.57	.01	.04
CUSTER E-2.....	13.8	5.27	119,238	22,626	41.7	40.5	9.9	7.8	69,796	13,244	15,983	2,537	10,704	3,219	3,284	11,784	6,245	9.88	.01	.05
DAKOTA G-2.....	17.9	6.24	159,647	25,584	28.5	49.0	14.6	7.9	90,545	14,510	19,717	3,104	13,245	4,293	4,566	15,351	8,024	11.17	.1	.52
DAWES B-2.....	9.5	3.50	73,000	20,857	45.9	37.5	9.5	7.1	45,439	12,983	10,203	1,674	7,043	2,082	2,099	7,648	4,075	6.27	.1	.16
DAWSON E-4.....	23.1	8.54	196,143	22,968	33.5	49.5	11.9	5.1	116,817	13,679	25,849	4,159	17,616	5,442	5,653	19,731	10,416	16.09	.01	.61
DEUEL C-3.....	2.4	.93	23,246	24,996	32.6	46.9	12.4	8.1	12,904	13,875	2,844	455	1,931	604	632	2,182	1,149	1.82	.01	.11
DIXON G-2.....	6.9	2.50	45,475	18,190	50.5	37.3	7.3	4.9	31,034	12,414	7,065	1,179	4,935	1,399	1,368	5,206	2,798	4.71	.01	.03
DODGE G-3.....	36.6	13.70	324,005	23,650	36.0	46.6	12.3	7.1	187,979	13,721	41,566	6,682	28,311	8,764	9,116	31,755	16,757	24.53	.1	.16
DOUGLAS G-3.....	401.6	149.11	4,272,540	28,654	33.4	42.2	14.0	10.4	2,192,850	14,706	475,924	74,567	318,725	104,353	112,388	372,057	194,075	232.43	40.3	8.33
Omaha.....	300.7	114.94	3,044,070	26,484	1,629,350	14,176	357,092	56,712	241,283	76,720	81,168	275,824	144,747	169.08	36.7	7.05
Omaha Metro Area.....	596.3	214.05	6,082,080	28,414	28.0	43.4	16.7	11.9	3,159,150	14,759	685,005	107,185	458,352	150,488	162,343	536,123	279,495	349.96	44.9	12.04
DUNDY C-4.....	2.8	1.13	18,844	16,676	56.2	35.5	5.0	3.4	13,341	11,806	3,082	524	2,179	591	558	2,230	1,210	2.14	.01	.01
FILLMORE F-4.....	7.9	3.01	72,207	23,989	36.1	44.1	11.8	7.9	41,203	13,689	9,116	1,466	6,212	1,920	1,995	6,960	3,674	5.60	.01	.02
FRANKLIN E-4.....	4.3	1.74	36,611	21,041	45.8	40.1	7.8	6.3	22,235	12,779	5,017	828	3,478	1,013	1,010	3,738	1,998	3.36	.01	.02
FRONTIER D-4.....	3.5	1.31	31,965	24,401	39.5	40.0	11.1	9.4	17,755	13,553	3,940	636	2,692	824	851	2,997	1,585	2.68	.01	.02
FURNAS D-4.....	6.4	2.59	48,345	18,666	48.6	38.4	9.2	3.8	32,628	12,598	7,392	1,227	5,142	1,479	1,463	5,480	2,936	4.70	.01	.03
GAGE G-4.....	23.8	9.05	220,468	24,361	35.7	43.1	13.2	8.0	124,972	13,809	27,588	4,425	18,762	5,838	6,091	21,120	11,133	16.13	.01	.14
GARDEN C-3.....	2.7	1.12	24,113	21,529	41.6	43.7	9.7	5.0	14,433	12,887	3,244	533	2,242	660	664	2,429	1,295	2.10	.01	.01
GARFIELD E-2.....	2.3	.92	15,677	17,040	52.3	34.1	7.1	4.6	11,006	11,963	2,514	421	1,761	494	480	1,845	904	1.68	.01	.01
GOSPER D-1.....	2.1	.76	16,813	22,122	39.2	43.8	10.4	6.6	10,071	13,251	2,245	365	1,540	465	465	1,698	901	1.69	.01	.01
GRANT C-4.....	.8	.30	6,463	21,543	38.7	41.1	12.8	7.4	3,998	13,327	899	144	608	185	191	675	357	.55	.01	.01
GREELEY E-3.....	3.2	1.14	20,822	18,265	55.4	32.3	7.2	5.2	14,098	12,367	3,214	538	2,248	635	618	2,364	1,272	2.15	.01	.01
HALL E-4.....	49.5	18.30	468,667	25,610	31.4	46.3	14.1	8.3	259,835	14,199	56,925	9,036	38,451	12,240	12,958	43,990	23,080	32.86	.1	1.41
HAMILTON F-4.....	9.4	3.33	81,345	24,428	33.5	47.0	11.5	8.0	45,862	13,772	10,133	1,627	6,897	2,140	2,229	7,749	4,087	6.66	.01	.06
HARLAN E-4.....	4.3	1.69	33,930	20,077	46.4	38.3	10.0	5.3	21,744	12,866	4,897	806	3,389	993	994	3,657	1,952	3.30	.01	.01
HAYES D-4.....	1.3	.45	10,572	23,493	39.0	36.3	12.3	10.6	6,088	13,529	1,348	217	919	283	294	1,028	543	1.00	.01	.01
HITCHCOCK D-4.....	4.2	1.59	37,839	23,798	38.3	40.4	13.5	7.9	21,830	13,730	4,828	776	3,289	1,018	1,058	3,688	1,946	3.18	.01	.02
HOLT E-2.....	13.9	4.97	83,067	16,714	53.0	38.1	5.1	3.4	59,366	11,945	13,651	2,308	9,615	2,644	2,525	9,934	5,374	9.49	.01	.04
HOOKER D-2.....	1.0	.39	6,703	17,187	50.9	40.7	6.9	1.5	4,736	12,144	1,087	183	765	211	203	793	428	.73	.01	.01
HOWARD E-3.....	6.7	2.37	49,975	21,086	42.8	40.4	10.0	6.7	31,008	13,084	6,952	1,138	4,793	1,423	1,439	5,221	2,779	4.72	.01	.03
JEFFERSON F-4.....	9.6	3.86	84,891	21,992	43.3	40.9	11.1	4.7	50,682	13,130	11,348	1,855	7,814	2,330	2,363	8,536	4,540	7.01	.01	.08
JOHNSON G-4.....	5.																			

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984					Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)					
			Per Household (\$000)	% Distribution of Households				Total Retail Sales—		By Selected Store Types										
				14999	15000	35000	50000	to	to and	Per Household (\$000)	Food (\$000)	Drug (\$000)				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)
WEBSTER E-4	4.7	1.87	35,622	19,049	48.6	38.2	8.7	4.5	23,743	12,697	5,367	888	3,726	1,079	1,073	3,990	2,135	3.46		
WHEELER E-2	1.1	.37	5,420	14,649	62.6	32.5	2.7	2.2	4,124	11,146	972	169	698	178	160	686	377	.74		
YORK F-4	15.4	5.71	136,214	23,855	35.9	44.2	12.4	7.5	78,455	13,740	17,338	2,785	11,803	3,660	3,811	13,255	6,992	10.67	.1	.06

NEBRASKA

NEBRASKA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Ainsworth

Brown County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KBRB

1968
AINSWORTH

Mid 011910-000
See SRDS Spot Radio Small Markets Edition.

KBRB-FM

1983
AINSWORTH

Mid 033054-000
See SRDS Spot Radio Small Markets Edition.

Alliance

Box Butte County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KCOW

1949
ALLIANCE

Media Code 4 228 0780 0.00
KLOE Inc.
Box 600, Alliance, NE 69301. Phone 308-762-1400.

PROGRAMMING DESCRIPTION
KCOW: Programmed for general interest. Contact Representative for further details. Rec'd 3/20/82.

- PERSONNEL**
Manager—James Kamerzell.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
Omaha—Soderlund Company.
- FACILITIES**
1,000 w.; 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
No. 5 Eff 7/15/84—Rec'd 6/26/84.

PER WK:	SATURATION—CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.50	12.00	11.50	11.00	10.50
30 sec	10.00	9.60	9.20	8.80	8.40
PER YR:	CLASS B				
	10.40	10.00	9.60	9.20	8.80
30 sec	8.30	8.00	7.70	7.35	7.05
Annual bulk, ROS, extra 20% for designated time periods.					
PER YR:	300x	600x	1000x		
1 min	9.20	8.40	7.50		
30 sec	7.40	6.70	6.00		

5 min	1x 104x 260x		
	25.90	21.20	18.50
	9/85		(SMD)

Auburn

Nemaha County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KAUB (FM)

1981
AUBURN

Mid 028382-000
See SRDS Spot Radio Small Markets Edition.

Aurora

Hamilton County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KIAE (FM)

1982
AURORA

Mid 011912-000
See SRDS Spot Radio Small Markets Edition.

Beatrice

Gage County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KGMT

1960
FAIRBURY

Mid 011923-000
See listing under city of license.

KMAZ (FM)

1962
BEATRICE

Contemporary Rock



Media Code 4 228 0926 0.00
Mia Enterprises Inc.
Sherman & Mary Sts., Box 10, Beatrice, NE 68310. Phone 402-228-5923, 3435.



Mid 011913-000

PROGRAMMING DESCRIPTION
KMAZ (FM): MUSIC: Contemporary rock, featuring music by today's rock & crossover artists & top music from 60-70's, target audience 18-49. NEWS: Briefs at :60 & :30 during AM & PM drive times; weather 4x per hr; weather radar when weather warrants. SPORTS: Area play-by-play "Game of the Week". Rec'd 8/21/84.

- PERSONNEL**
General Manager—Jana M. Pentz-McBride.
General Sales Manager—Philip Bausch.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 97,000 w.; 92.9 mhz. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KWBE.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

KWBE

1949
BEATRICE

Media Code 4 228 0975 6.00
Mia Enterprises Inc.
Sherman & Mary Sts., Box 10, Beatrice, NE 68310. Phone 402-228-5923.



Mid 011914-000

PROGRAMMING DESCRIPTION
KWBE: MUSIC: Adult Contemporary & Country Crossover 6 am-11 pm, target audience 30+. NEWS: UPI Radio Network at :60; local at :55; 15-min major blocks at 7:30 am, noon & 5:00 pm. FARM: markets 6 am-2 pm at :30; Farm Feature 6:15 am; Evening Market Summary 5:10 pm; Helming reports at 10:45 & 11:45 am. SPORTS: local blocks at 7:45 am, 12:15 & 5:15 pm; local play-by-play. RELIGIOUS: Sun services 6 am-2 pm. Contact Representative for further details. Rec'd 10/28/83.

- PERSONNEL**
General Manager—Jana M. Pentz-McBride.
General Sales Manager—Philip Bausch.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6 am-11 pm. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KMAZ (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Blair

Washington County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KBWH (FM)

1979
BLAIR

Mid 027916-000
See SRDS Spot Radio Small Markets Edition.

Broken Bow

Custer County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KCNI

1949
BROKEN BOW

Mid 011915-000
See SRDS Spot Radio Small Markets Edition.

Chadron

Dawes County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KCSR

1954
CHADRON

Media Code 4 228 1365 9.00
Big Sky Co.
226 Bordeaux St., Box 931, Chadron, NE 69337. Phone 308-432-5545.

PROGRAMMING DESCRIPTION
KCSR: MUSIC: Country. NEWS: reg'l information format; reg'l 3-min at :57, nat'l 5-min at :60; color radar weather 3-min at :27 daily. FARM: 20 min at 6:35 am (M-F) & 12:40 pm (M-Sat); 1 min at :57 hrly; M-F 5 min 8:45 am, 3 min 9:45 am, 10 min 3:45 pm; daily 4 min 6:25, 10:20 am & 2:20 pm. SPORTS: U football, reports at 7:55 am, 12:25 & 4:25 pm M-S. Contact Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
General Manager—Lee Hall.
Ag Director—Paul Hartman.
Sales Manager—Tony Fontaine.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
Cedar Rapids, Des Moines, Kansas City, Lincoln, Omaha, St. Louis—Howard Anderson Company.
- FACILITIES**
1,000 w.; 610 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KOSK (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 5 Eff 7/1/81—Rec'd 8/24/81.
AA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 4-7 pm.
A—All other times.

PER WK:	SATURATION—CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.90	10.50	10.10	9.80	9.50
30 sec	8.70	8.40	8.10	7.90	7.60
PER YR:	CLASS A				
	9.80	9.50	9.20	8.80	8.50
1 min	9.80	9.50	9.20	8.80	8.50
30 sec	7.90	7.60	7.30	7.10	6.80

KCSR/KOSK (FM) COMBINATION

PER WK:	CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	19.60	18.90	18.20	17.80	17.10
30 sec	15.70	14.80	14.60	14.20	13.70
PER YR:	CLASS AA				
	17.70	17.10	16.60	15.90	15.30
1 min	17.70	17.10	16.60	15.90	15.30
30 sec	14.20	13.70	13.20	12.80	12.30

9/85

(SMD)

KQSK (FM)

1979
CHADRON

Media Code 4 228 1462 4.00
Big Sky Co.
226 Bordeaux St., Box 931, Chadron, NE 69337. Phone 308-432-2233.

PROGRAMMING DESCRIPTION
KOSK (FM): Program regional format. MUSIC: Adult Contemporary. FEATURES: 6:30-8:30 am M-S. NEWS: reg'l 3-min at :27; nat'l 5-min at :60; weather 3-min at :30; color radar weather. SPORTS: local college sports; programs at 7:40 am & 4:40 pm. Contact Representative for further details. Rec'd 7/31/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lee Hall.
Farm Director—Paul Hartman.
Operations Manager—Chris Halstead.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
Kansas City, Omaha, Lincoln, Cedar Rapids, Des Moines, St. Louis—Howard Anderson Company.
- FACILITIES**
ERP 100,000 w. 97.5 mhz. Stereo.
Operating schedule: 5-12:30 am. MST.
Antenna ht.: 840 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KCSR.
Affiliated with ABC Contemporary Radio Network.
Affiliated with The Intermountain FM Network.
Sold in combination with KCSR. See that listing.

TIME RATES

No. 5 Eff 7/1/81—Rec'd 8/24/81.
AA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 4-7 pm.
A—All other times.

PER WK:	SATURATION—CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.90	10.50	10.10	9.80	9.50
30 sec	8.70	8.40	8.10	7.90	7.60
PER YR:	CLASS A				
	9.80	9.50	9.20	8.80	8.50
1 min	9.80	9.50	9.20	8.80	8.50
30 sec	7.90	7.60	7.30	7.10	6.80

9/85

(SMD)

Columbus

Platte County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KJSK

1947
COLUMBUS

Media Code 4 228 1560 5.00
KJSK Inc.
Shady Lake Rd., Box 99, Columbus, NE 68601. Phone 402-564-2891.

PROGRAMMING DESCRIPTION
KJSK: Christian programs & music. FARM: markets & news; Helming report; preopenings, market update, closing & farm news M-F 12x/day; live coverage local animal auctions F & S; commodity news service. NEWS: UPI; nat'l weather wire. Rec'd 6/12/84.

- PERSONNEL**
General Manager—Stanley J. Tafuya.
General Sales Manager—Verl Wurtz.
- REPRESENTATIVES**
- FACILITIES**
1,000 w.; 900 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KLIR (FM).

TIME RATES

Eff—Rec'd 7/28/83.

PER WK:	1 min			30 sec		
	1 ti	13 ti	1 ti	13 ti	1 ti	13 ti
Ea	8	7	7	7	7	6

(SMD)

KLIR (FM)

1964
COLUMBUS



Media Code 4 228 1658 7.00 Mid 011919-000
KJSK Inc.
Shady Lake Rd., Box 99, Columbus, NE 68601. Phone
402-564-0597.

PROGRAMMING DESCRIPTION

KLIR (FM): NEWS at :60, 2 min. MUSIC: Soft Rock w/
current popular & oldies. COMMERCIAL POLICY: 6
breaks/hr. Rec'd 12/28/84.

1. PERSONNEL

General Manager—Stanley J. Tafaya.
General Sales Manager—Charles Lontin.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 760 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities. KJSK.

TIME RATES

Eff 6/12/84. Rec'd 6/12/84.

6. SPOT ANNOUNCEMENTS

GRID: High Low
1 min/less 9 8
(SMD)

KTTT

1963
COLUMBUS

KTTT-FM

1969
COLUMBUS



Media Code 4 228 1755 1.00 Mid 011920-000
City and Farm Broadcasting Inc.
1367 33rd Ave., Box 518, Columbus, NE 68601. Phone
402-564-2366.

PROGRAMMING DESCRIPTION

KTTT/KTTT-FM: MUSIC: Adult Contemporary 6 am-7
pm; CHR 7 pm-12M. NEWS: local & network at :60,
sports at :20, weather at :40; major blocks at 7, 8, 9 am,
12:30, 4 & 5 pm; commentator 3x/day 7:30 am, noon & 6
pm. FARM: market reports at 6:05, 6:40, 7:45, 7:50, 9:40,
9:45, 10:40, 11:40 am, 12:40, 1:40, 3:40, 4:40, 5:40 pm.
SPORTS: local & area high school, college & U play-by-
play. FEATURES: polka show Sun 9 am-2 pm. Contact
Representative for further details. Rec'd 3/30/84.

1. PERSONNEL

General Manager—Joe Stavos.
Sales & Prog. Mgr.—Edd Riley.
News Director—Ralph Wayne.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.
Omaha—Soderlund Company.

3. FACILITIES

500 w.; 1510 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 323 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with The Intermountain FM Network.

TIME RATES

No. 7 Eff 4/1/84—Rec'd 3/30/84.
A—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

FIXED—MON-SAT 6-8 AM & 11:30 AM-1 PM
1 min, flat 19 30 sec, flat 17

7. PACKAGE PLANS

PER WK:	SATURATION			
	6 ti	12 ti	18 ti	24 ti
A	16.00	15.50	15.00	14.50
B	13.00	12.50	12.00	11.50
PER WK:	30 sec			
A	6 ti	12 ti	18 ti	24 ti
B	14.00	13.50	13.00	12.50
B	11.00	10.50	10.00	9.50

10. SPECIAL FEATURES

Paul Harvey—1-min 19:00; 30-sec 17:00.
Sunday Polka Show—1-min 19:00; 30-sec 17:00.
9/85 (SMD)

Cozad

Dawson County—Map Location E-4
See SRDS Consumer market map and data at beginning of
the state.

KAMI

1965
COZAD

Mid 011921-000
See SRDS Spot Radio Small Markets Edition.

KOOC-FM

1983
COZAD

Mid 030819-000
See SRDS Spot Radio Small Markets Edition.

Crete

Saline County—Map Location F-4
See SRDS Consumer market map and data at beginning of
the state.

KTAP (FM)

1976
CRETE

Mid 011922-000
See SRDS Spot Radio Small Markets Edition.

Fairbury

Jefferson County—Map Location F-4
See SRDS Consumer market map and data at beginning of
the state.

KGMT

1960
FAIRBURY



Media Code 4 228 2145 4.00 Mid 011923-000
Siebert Communications, Inc.
414 Fourth St., Fairbury, NE 68352. Phone 402-729-3382.

PROGRAMMING DESCRIPTION

KGMT: Programmed for urban & farm families. MUSIC:
Adult Contemporary. NEWS: local at :57; nat'l network;
expanded local/reg'l 6:50, 7:50, 11:50 am, 12:50 pm;
weather at :20 & :40. FARM: 20 hrs/wk; market info from
Brownfield Network at 6:05, 6:40, 9:15, 9:30, 10:15 am,
12:20, 12:45, 1:15, 1:45, 2:30 & 3:30 pm. SPORTS: 7:25,
11:55 am, 12:25 & 5:05 pm. Rec'd 11/26/84.

1. PERSONNEL

Pres., Owner & Sta. Mgr.—Rick Siebert.

3. FACILITIES

500 w.; 1310 khz. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KUTT (FM).

TIME RATES

Eff 11/1/84—Rec'd 11/26/84.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	24 ti	48 ti	96 ti
30 sec	8.00	7.50	6.00	5.50	5.00
1 min	10.00	9.00	8.00	7.50	7.00

Driving time & prime, 6-8 am & 11:30 am-1 pm & fixed positions: Flat, 30 sec 8.00; 1 min, 12.00.

KGMT/KUTT (FM) combination: 1 1/2 x earned rate.
(SMD)(CR-2)

KUTT (FM)

1984
FAIRBURY

Mid 035077-000
Listing will be published in the April 1985 issue of Spot
Radio Small Markets Edition.

Falls City

Richardson County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.

KTNC

1957
FALLS CITY

Mid 011924-000
See SRDS Spot Radio Small Markets Edition.

Fremont

Dodge County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.

KHUB

1939
FREMONT



Media Code 4 228 2535 6.00 Mid 011925-000
KHUB Inc.
118 E. 5th, Box 669, Fremont, NE 68025. Phone 402-721-
5012.

PROGRAMMING DESCRIPTION

KHUB: Programmed for adults & young adults. MUSIC:
Contemporary Adult. AIR PERSONALITIES. NEWS: 5
mobile units, staff, network & local at :57; expanded
local/reg'l at 6:05, 6:30, 7:05, 7:30, 8:05, 8:30 am, 12:05,
4:30, 5:05, 5:30 pm; reg'l live remotes daily. SPORTS: 5
min local 7:40 am, 5:45 & 9:45 pm; nat'l at 4:05 pm; hrly
updates at :45 afternoon & evenings; local play-by-play.

FARM: 12x/day; area county agents reports; nat'l & local
stockmarket reports at 5:25 & 9:25 pm. FEATURES: Sun
religious programming until noon; polka show 12:10-5 pm.
Rec'd 3/2/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Cal Coleman.
Program Director—John Molander.
Sales Manager—Phil Weiler.

3. FACILITIES

500 w.; 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5-11 am. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD)

KHUB-FM

1972
FREMONT



Media Code 4 228 2536 4.00 Mid 011925-000
KHUB Inc.
118 E. 5th, Box 669, Fremont, NE 68025. Phone 402-
721-5012.

PROGRAMMING DESCRIPTION

KHUB-FM: MUSIC: Featuring established artists, Popular
& traditional MOR. NEWS: 3 min at :57. COMMERCIAL
POLICY: max 10 units/hr. Rec'd 3/2/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Cal Coleman.
Program Director—John Molander.
Sales Manager—Phil Weiler.

3. FACILITIES

ERP 1,200 W.; 105.5 mhz.
Operating schedule: 5-11 am. CST.
Antenna ht.: 449 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff 8/26/82. Rec'd 8/26/82.

7. PACKAGE PLANS

	14 ti	28 ti	42 ti	70 ti
1 min	8.30	7.00	6.30	5.90
30 sec	4.15	3.50	3.15	2.95

Advertiser may designate anytime section or combination
sections depending on availabilities.

10. SPECIAL FEATURES

News-casters—Mon thru Sun 1 30-sec per day plus open
& close, 124.00 per mo.
Weather ID's 2.05 flat.

2. REPRESENTATIVES

McGavren Guild Radio.
McDermott Broadcast Sales Ltd.
Howard Anderson Company.

3. FACILITIES

10,000 w. days; 750 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b,
24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47d, 48, 49, 50,
51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff 1/1/83—Rec'd 11/22/82.
AAA—Sign-on-10 am, 11:30 am-1:30 pm & 4-6 pm.
AA—10-11:30 am, 1:30-4 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
	3 ti	6 ti	12 ti	18 ti
1 min	60	58	53	51
30 sec	48	44	42	40

7. PACKAGE PLANS

	TAP—1/2AAA, 1/2AA	
	6 ti	12 ti
1 min	45	43
30 sec	41	30

8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1-min rate.

For more farm information, see listing in Consumer
Magazine and Agri-Media Rates and Data.

KRGI



1953
GRAND ISLAND



A Stuart Broadcasting Company Station

Media Code 4 228 2925 9.00 Mid 011929-000
Grand Island Broadcasting Co. Ltd.
3205 W. North Front St., Box G, Grand Island, NE 68802.
Phone 308-381-1430.

PROGRAMMING DESCRIPTION

KRGI: Programmed for 25-54 adults; MUSIC: Adult Con-
temporary, emphasis on information. AIR PERSONALI-
TIES handle all segments. NEWS: ABC at :60, local at
:30 expanded 6-9 am, noon, 4-6 pm; mobile reports,
editorials: Paul Harvey; color radar weather reports.
SPORTS: U of NE & local high school football & bas-
ketball; daily sportscasts. FEATURES: NBC Talknet;
audience participation. FARM: agri-business reports &
market summaries. Contact Representative for further
details. Rec'd 9/24/84.

1. PERSONNEL

President—Richard W. Chapin.
General Manager—Donna Sims.
Operations Manager—Brian Gallagher.

2. REPRESENTATIVES

Masia Radio.
Omaha, Lincoln, Kansas City, St. Joseph, Cedar Rapids,
Des Moines—Lee Starnard Regional Sales Representa-
tive.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1430 khz. Directional
nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4d, 4e, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 25a,
26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49,
51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) 4 weeks.

Affiliated with ABC Information Radio Network.

TIME RATES

No. 23A Eff 3/1/84—Rec'd 2/29/84.

AMD—Mon thru Sat 6-10 am.

PMD—Mon thru Sat 3-7 pm.

DT—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

NT—Mon thru Sun 7 pm-midnight.

ON—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	DAY PARTS				1 min			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AMD	21	20	19	18	24	23	22	21
PMD	18	17	16	15	22	21	20	19
DT	16	15	14	13	20	19	18	17
NT	12	11	10	9	14	13	12	11
ON	8	7	6	5	10	9	8	7

Fixed: Extra 1-min rate 2.00; 30-sec 1.50.

7. PACKAGE PLANS

NEBRASKA

Grand Island—cont

KRGI-FM

KRGI-FM

1975
GRAND ISLAND



A Stuart Broadcasting Company Station

Media Code 4 228 2928 7.00 Mid 011930-000
Grand Island Broadcasting Co. Ltd.
3205 W. North Front St., Box G, Grand Island, NE 68802.
Phone 308-381-1430.

PROGRAMMING DESCRIPTION

KRGI-FM: Programmed for adults. MUSIC: Contemporary Country accented by local PERSONALITIES. NEWS: network & local expanded 6-9 am, noon & 4-6 pm; Paul Harvey; color radar weather reports daily w/meteorologist. FARM: agri-business reports & market summaries; ag-radar weather; market updates, local & nat'l news. FEATURES: American Country Countdown Sat 9 am-noon; on-going promotions. COMMERCIAL POLICY: limited interruptions. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

President—Richard W. Chapin.
General Manager—Donna Sims.
Operations Manager—Shaun Douglas.

2. REPRESENTATIVES

Masia Radio.
Omaha, Lincoln, Kansas City, St. Joseph, Cedar Rapids—Lee Stanard Regional Sales Representative.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 494 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 5a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 25a, 26, 27, 28a, 29a, 29b, 30c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) 4 weeks.

Affiliated with ABC Entertainment Radio network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 12/21/84.

AMD—Mon thru Sat 6-10 am.
PMD—Mon thru Sat 3-7 pm.
DT—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
NT—Mon thru Sun 7 pm-midnight.
ON—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	DAYPARTS					
	30 sec		1 min		1 min	
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
AMD	21	20	19	18	24	23
PMD	18	17	16	15	22	21
DT	16	15	14	13	20	19
NT	12	11	10	9	14	13
ON	8	7	6	5	10	9

Fixed, extra 1-min 2.00; 30-sec 1.50.

7. PACKAGE PLANS

PER WK:	TAP				
	15 ti	20 ti	25 ti	30 ti	35 ti
30 sec	205	250	290	325	355
1 min	255	310	360	405	445

Fixed, extra 1-min 2.00; 30-sec 1.50.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KSYZ (FM)

1982
GRAND ISLAND

Roslin Radio



Media Code 4 228 2974 7.00 Mid 027884-000
Manchik Broadcasting Inc.
3280 Woodridge Blvd., Grand Island, NE 68801. Phone 308-384-9200.

PROGRAMMING DESCRIPTION

KSYZ (FM): MUSIC: Adult contemporary targeted for 18-49. Special music oriented programs, concerts on weekend. NEWS: local at :60. COMMERCIAL POLICY: maximum of 10 min per hour. Contact Representative for further details. Rec'd 10/4/82.

1. PERSONNEL

President—Lyle A. Manchik.
General Manager—Douglas R. Clements.

2. REPRESENTATIVES

Roslin Radio Sales.
Howard Anderson Company.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 899 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with RKO TWO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Hastings

Adams County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KEZH (FM)

1964
HASTINGS

See SRDS Spot Radio Small Markets Edition. Mid 011931-000

KHAS

1940
HASTINGS

WEISS & POWELL, INC.
RADIO SALES

Media Code 4 228 3120 6.00 Mid 011932-000
The Nebraska Broadcasting Co.
906 W. Second Tribune Bldg., Box 726, Hastings, NE 68901. Phone 402-462-5101.

PROGRAMMING DESCRIPTION

KHAS: Programmed for general interest. MUSIC: Adult Contemporary; C & W 8-10 am Sat. NEWS: local at :58, network at :60; blocks at 7-8 am, 12-12:30 pm & 5-5:30 pm; weather briefs at :15 & :45; 5-min summaries at 7:30 am, 12:06 & 4:55 pm. FARM: markets at 6:20, 7:27 & 10:07 am, 12:35 & 1:28 pm; extension agent 12:30-12:35 pm daily. SPORTS: college, U & local high school coverage; legion baseball; sportscasts at 7:50 am, 12:20 & 5:20 pm. Contact Representative for further details. Rec'd 11/24/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John W. Powell.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Kansas City, St. Joseph—Eugene F. Gray Co., Inc.
Denver—Bob Hix Co., Inc.
Omaha—Soderlund Company.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:30 am-11:20 pm. CST.

4. AGENCY COMMISSION

15/0; monthly.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

No. 17 Eff 3/26/84—Rec'd 2/22/84.

AAA—Mon thru Sat 6-9 am, 11 am-1 pm & 4-6 pm.

AA—All other times; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	3 ti	6 ti	12 ti	18 ti	24 ti	24 ti
30 sec	10.85	10.10	9.45	8.80	8.15	8.15
1 min	13.60	12.65	11.80	11.00	10.20	10.20

CLASS AA

30 sec	1 min
9.70 9.05 8.40 7.80 7.25	12.15 11.30 10.50 9.75 9.05

7-8 am News; additional 1.00.
10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

5 min	1x	52x	156x	260x
18.90	17.50	17.00	16.50	16.50

10. SPECIAL FEATURES

Sunrise 60 News, as available, extra 1.00. (SMD)

KICS

1964
HASTINGS

See SRDS Spot Radio Small Markets Edition. Mid 011933-000

Holdrege

Phelps County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KKTY (FM)

(formerly KUVF-FM)

1970
HOLDREGE



Media Code 4 228 3510 8.00 Mid 034859-000
W. W. Broadcasting Co., Inc.
613 4th Ave., Holdrege, NE 68949. Phone 308-995-4020.

1. PERSONNEL

President—William C. Whitlock.
General Manager—Gil Poese.
Sales Manager—Victoria Moriarty.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.
Soderlund Company.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.

Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm & local sunset-midnight. For simulcast facilities see KUVF.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KUVF.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain FM Network.

TIME RATES

Eff—Rec'd 1/24/85.

6. SPOT ANNOUNCEMENTS

1 min	12 ti	25 ti	51 ti	30 sec	12 ti	25 ti	51 ti
7.25	7.15	6.95	6.95	5.95	5.75	5.50	5.50

8. PROGRAM TIME RATES

5 min	12 ti	25 ti	51 ti
13.25	12.40	12.00	12.00

9/85 (SMD)

KUVF

1956
HOLDREGE



Media Code 4 228 3607 2.00 Mid 011934-000
W. W. Broadcasting Co. Inc.
613 4th Ave., Holdrege, NE 68949. Phone 308-995-4122.

PROGRAMMING DESCRIPTION

KUVF: Audience target 18-55. FARM: 10 hrs wkly incl remote opening, midday & closing quotes. NEWS: local 7 hrs wkly; regular 5-min weather reports, total 3 hrs wkly plus briefs each quarter hr. SPORTS: U & high school live play-by-play. MUSIC: MOR & Country & Western. FEATURES: women's show 9-9:10 am M-F. Contact Representative for further details. Rec'd 6/26/84.

1. PERSONNEL

President—William C. Whitlock.
General Manager—Gil Poese.
Sales Manager—Victoria Moriarty.

2. REPRESENTATIVES

Eastman Radio, Inc./Intermountain Network.
Soderlund Company.

3. FACILITIES

500 w. days; 1380 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm & 5 pm-local sunset. For non-simulcast facilities see KKTY (FM).

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KKTY (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

Eff—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

1 min	12 ti	25 ti	51 ti	30 sec	12 ti	25 ti	51 ti
7.25	7.15	6.95	6.95	5.95	5.75	5.50	5.50

8. PROGRAM TIME RATES

5 min	12 ti	25 ti	51 ti
13.25	12.40	12.00	12.00

9/85 (SMD)

Kearney

Buffalo County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KGFW

1927
KEARNEY



Media Code 4 228 3705 4.00 Mid 011935-000
Central Nebraska Broadcasting Co.
Platte Valley Bldg., Box 666, Kearney, NE 68847. Phone 308-237-2131.

PROGRAMMING DESCRIPTION

KGFW: Programmed for general interest. Rec'd 10/7/82.

1. PERSONNEL

President—John Mitchell.
General Manager—John McDonald.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KOKY (FM).
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 11/20/84.

6. SPOT ANNOUNCEMENTS

1 min	150x	250x	350x	30 sec	15.29	14.11	12.94
12.94	11.76	10.59	12.94	11.76	10.59	12.94	11.76

7. PACKAGE PLANS

1 min	PER WEEK			
	1 ti	13 ti	19 ti	30 ti
17.65	16.47	15.29	14.12	11.77

PER MONTH

1 min	16.47	15.29	14.12	12.94
30 sec	14.12	12.94	11.77	10.59

KGFW/KOKY (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

1 min	150x	250x	350x	30 sec	31.77	29.41	27.06
25.88	23.53	21.18	27.06	25.88	23.53	21.18	27.06

7. PACKAGE PLANS

PER WEEK

1 min	1 ti	13 ti	24 ti	30 ti
38.83	36.47	34.12	31.77	32.94

PER MONTH

1 min	35.30	32.94	30.59	28.24
30 sec	29.41	27.06	24.71	22.35

(SMD)

KQKY (FM)

1979
KEARNEY



Media Code 4 228 3802 9.00 Mid 011936-000
Central Nebraska Broadcasting Co. Inc.
Platte Valley Bldg., Box 666, Kearney, NE 68847. Phone 308-237-2131.

Lexington

Dawson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KRVN

1950
LEXINGTON



Katz Radio

Modern Country



Media Code 4 228 4290 6.00
Nebraska Rural Radio Assoc.
104 W. 8th St., Box 880, Lexington, NE 68850. Phone 308-324-2371.



Mid 011940-000

PROGRAMMING DESCRIPTION
KRVN: Programmed for rural families. FARM: 6-10 am & 11-15 am-1:30 pm, 45 hrs wkly; 24 remote livestock, grain & stock markets daily; regular features from general farm organizations; farm-related groups; experiment stations, USDA & county agents; daily agricultural college programs; interspersed market reports. NEWS: Local at :60, network at :30; 274 newscasts wkly; weather at :60 & :35; 264 weathercasts wkly. SPORTS: U football & basketball, major league baseball; AM & PM reports. MUSIC: Modern country. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/6/83.

- PERSONNEL**
General Manager—Eric F. Brown.
Sales Manager—Gordon Bennett.
Farm Director—Rich Hawkins.
- REPRESENTATIVES**
Katz Radio.
Omaha, Lincoln—Soderlund Company.
- FACILITIES**
50,000 w.; 880 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

No. 19 Eff 6/1/84—Rec'd 5/15/84.
AAA—Mon thru Sun 6-10 am & 11:15 am-1:30 pm.
AA—Mon thru Sun 5-6 am & 10-11:15 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	- 1 min	30 sec/less
AA	85 75 70	65 60 55
A	25 20 15	20 15 10
B	24 18 14	18 14 9

9. PARTICIPATING PROGRAMS
J.D. CANNON TRUCK SHOW—MON-SAT MIDNIGHT-5 AM

GRID:	I	II	III	GRID:	I	II	III
1 min	24	18	14	30 sec/less	18	14	9

10. SPECIAL FEATURES
CLASS AAA—FARM

GRID:	I	II	III
1 min	125	115	105
30 sec/less	95	90	80

1 spot per product per day 11-15 am-1:30 pm.
FARM MARKET REPORTS—MON-FRI 10:14 AM, 10:46 AM, 11:14 AM & 3-3:30 PM

GRID:	I	II	III	GRID:	I	II	III
1 min	90	80	75	30 sec/less	70	65	60

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (SMD)

KRVN-FM

1962
LEXINGTON



Media Code 4 228 4291 4.00
Nebraska Rural Radio Assoc.
104 W. 8th St., Box 880, Lexington, NE 68850. Phone 308-324-2371.



Mid 011941-000

PROGRAMMING DESCRIPTION
KRVN-FM: Programmed for general audience. MUSIC: Beautiful. NEWS: weather at :60 & :30. SPORTS: high school football & girls & boys basketball. FEATURES: public affairs, community calendar, daily discussion program w/interviews on community events & problems. Contact Representative for further details. Rec'd 11/24/80.

- PERSONNEL**
General Manager—Eric F. Brown.
Program Director—David T. Hrell.
Sales Manager—Gordon Bennett.
- REPRESENTATIVES**
Katz Radio.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
ERP 100,000 w.; 93.1 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.

TIME RATES
No. 5 Eff 1/1/84—4/15/84.

6. SPOT ANNOUNCEMENTS
6-9 AM, 9 AM-NOON, NOON-3 PM, 3-7 PM, 7 PM-MIDNIGHT

PER WK:	1 ti	12 ti	24 ti
PER YR:	52x	156x	260x
1 min	18.00	17.50	17.00
30 sec	15.00	14.50	14.00

Rates may be combined for frequency discount. (SMD)

Lincoln

Lancaster County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KECK

1965
LINCOLN



SAVALLI & SCHUTZ

INCORPORATED

Modern Country



Media Code 4 228 4350 8.00
J-P Enterprises Inc.
Box 6006, Lincoln, NE 68506. Phone 402-423-1530.

Mid 011943-000

PROGRAMMING DESCRIPTION
KECK: Programmed for general audience. FARM: 10 hrs with full time farm director. NEWS: UPI wire & RKO II audio service and U. S. Weather Bureau & weather wire service. MUSIC: 100% modern country. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 12/3/82.

- PERSONNEL**
President—James C. Treat.
General Manager—Don Denver.
Farm Director—Joan Wittstruck.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
5,000 w.; 1530 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 1a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KHAT (FM).
Affiliated with RKO TWO.

TIME RATES

Eff 8/1/84—Rec'd 7/31/84.

6. SPOT ANNOUNCEMENTS

1 min	7 ti	14 ti	28 ti	42 ti
22	20	18	16	14
30 sec	20	18	16	14

KECK/KHAT (FM) COMBINATION

1 min	32	30	28	26
30 sec	30	28	26	24

KFAB

1924
OMAHA

Mid 011967-000

See listing under city of license.

KFMQ (FM)

1958
LINCOLN

EASTMAN RADIO, INC.



Media Code 4 228 4485 2.00
Woodward Communications Inc.
Terminal Bldg., Lincoln, NE 68508. Phone 402-476-8565.

Mid 011944-000

PROGRAMMING DESCRIPTION
KFMQ (FM): Programmed for young adults. MUSIC: Adult Contemporary Rock. AIR PERSONALITIES handle all segments. NEWS: 5%—news blips, music news &

special interest reports at :30; weather at :20 & :40.
FEATURES: Feature Album Sun 9 pm. COMMERCIAL POLICY: max 12 announcements per hr. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Ray Farrington.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25c, 26, 27, 28a, 29a, 29b, 32a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 82.
AM facilities: KLMS.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFOR

1924
LINCOLN



McGAVREN GUILD RADIO

A Stuart Broadcasting Station
Media Code 4 228 4680 8.00
Cornbelt Broadcasting Corp.
825 Stuart Bldg., Box 80209, Lincoln, NE 68501. Phone 402-475-6606.

Mid 011945-000

PROGRAMMING DESCRIPTION
KFOR: Programmed for adult general interest, 25-64. AIR PERSONALITIES handle all segments. FEATURES: 6-9 am dbl personality show w/news, color radar weather, agr-news, information, sports; noon Paul Harvey & local news, color radar weather, agr-news; all night Larry King; audience promotions thru year. NEWS: network & local at :60. SPORTS: KC Royals baseball, U of NE PBP football & basketball, high school PBP football & basketball. Contact Representative for further details. Rec'd 4/24/84.

- PERSONNEL**
President—Richard W. Chapin.
Vice-Pres & Gen'l Mgr.—Roger T. Larson.
Operations Manager—Brad Hartman.
- REPRESENTATIVES**
McGavren Guild Radio.
Omaha, Kansas City, Des Moines—Lee Stanard Regional Sales Representative.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62a.
Prod Services: 80, 81, 82.
FM facilities: KFRX (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFRX (FM)

1965
LINCOLN

Contemporary



A Stuart Broadcasting Company Station
Media Code 4 228 4729 3.00
Cornbelt Broadcasting Corp.
930 Stuart Bldg., Box 80209, Lincoln, NE 68501. Phone 402-475-6007.

Mid 011946-000

PROGRAMMING DESCRIPTION
KFRX (FM): Programmed for adults 18-34. MUSIC: Contemporary. NEWS. COMMERCIAL POLICY: 3 spot breaks/hr. Contact Representative for further details. Rec'd 4/24/84.

- PERSONNEL**
President—Richard W. Chapin.
Station Manager—Curtis G. Peterson.
- REPRESENTATIVES**
McGavren Guild Radio.
Omaha, Kansas City, Des Moines—Lee Stanard Regional Sales Representative.
- FACILITIES**
ERP 100,000 w.; 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62a.
Prod. Services: 80, 81, 82.
AM facilities: KFOR.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGMT

1960
FAIRBURY

Mid 011923-000

See listing under city of license.

KHAT (FM)

1973
LINCOLN

Media Code 4 228 4777 2.00
J.P. Enterprises Inc.
3201 Planners Blvd., Suite 212, Lincoln, NE 68506.
Phone 402-489-1063.

Mid 011947-000

PROGRAMMING DESCRIPTION
KHAT (FM): Programmed for 18-49 adult. MUSIC: Adult Contemporary. NEWS: network drivetime, local AM drive. COMMERCIAL POLICY: limited commercial load. Contact Representative for further details. Rec'd 7/31/84.

- PERSONNEL**
General Manager—Charles Huber.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
ERP 2,900 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 145 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KECK.
Affiliated with RKO ONE.
Sold in combination with KECK. See that listing.

TIME RATES

Eff 8/1/84—Rec'd 7/31/84.

6. SPOT ANNOUNCEMENTS

1 min	7 ti	14 ti	28 ti	42 ti
22	20	18	16	14
30 sec	20	18	16	14

KLIN

1947
LINCOLN



Media Code 4 228 4875 4.00
KLIN, Inc.
Box 30181, Lincoln, NE 68503. Phone 402-475-4567.

Mid 011948-000

PROGRAMMING DESCRIPTION
KLIN: Programmed for adult audience. MUSIC: adult pop, selected current hits mixed with adult oriented gold. NEWS: network at :60 except for local at 6:30 & 7:30 am, 4:30 & 5:30 pm; otherwise local follows network; news staff, mobile units. FARM: 2 farm personnel incl director; markets & ag at various times. SPORTS: director, 4 shows daily. Rec'd 6/27/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Norton E. Warner.
Station Manager—Don Gill.
Commercial Sales Manager—Billie Schroeder.
Farm Director—Dan Staehr.
Farm Sales—Jim Chambers.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Sat 1-6:30 am; Sun 10:15 pm-7:30 am. For non-simulcast facilities see KLIN-FM.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Contract 40c.
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	52x	156x	234x	270x	300x
1 min	26	25	24	23	22
30 sec	21	20	19	18	17

DT/EVE/WKD/SUN

1 min	21	20	19	18	17
30 sec	17	16	15	14	13

Specified, applicable 1 ti rate.

continued

NEBRASKA

Lincoln—cont

KLIN—cont

7. PACKAGE PLANS

TAP—7 DAY PLANNED FIXED POSITION	
22%AMD, 22%PMD, 28%DT, 28%EVE	
PER WK:	12 ti 18 ti 24 ti 30 ti
1 min	17 16 15 14
30 sec	13 12 11 10
TAP—6 AM-7 PM PLANNED FIXED POSITION	
30%AMD, 30%PMD, 40%DT	
1 min	23 22 21 20
30 sec	19 18 17 16

Maximum: 12 per day, 3 per daypart.
For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KLIN-FM
1968
LINCOLN

Beautiful Music



Media Code 4 228 4876 2.00 Mid 011949-000
KLIN, Inc.
Box 30181, Lincoln, NE 68503. Phone 402-475-4567.

PROGRAMMING DESCRIPTION

KLIN-FM: Programmed for adults. MUSIC: familiar popular stds, 85% instrumental, group & solo vocals, full orchestrated versions of recent hits. COMMERCIAL POLICY: 6 commercial breaks per hour 6 am-7 pm Mon thru Fri, 14 spots per hour maximum. Nights and weekends only 4 pauses per hour, 10 spots per hour maximum; Agri-business reports Mon-Sat 5:30-6:30. Rec'd 10/23/84.

- PERSONNEL**
Station Manager—Don Gill.
Com'l & Sales Mgr.—Billie J. Schroeder.
- REPRESENTATIVES**
Masla Radio.
Minneapolis—Wayne-Evans & Associates, Inc.
1 min rate 1x: 20.00.
- FACILITIES**
ERP 100,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 6-12:15 am; Sun 7:30 am-10:15 pm. For simulcast facilities see KLIN.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40c.

TIME RATES
Eff—Rec'd 12/20/83.

6. SPOT ANNOUNCEMENTS	
AMD/DT/PMD/EVE	
PER WK:	1 ti 12 ti 18 ti 24 ti 30 ti
PER YR:	312x 520x 780x 1040x
1 min	29 28 27 26 25
30 sec	24 23 22 21 20

7. PACKAGE PLANS	
TAP—7 DAY PLANNED FIXED POSITION	
22%AMD, 22%PMD, 28%DT, 28%EVE	
PER WK:	12 ti 18 ti 24 ti 30 ti
1 min	24 23 22 21
30 sec	19 18 17 16
TAP—6 AM-7 PM PLANNED FIXED POSITION	
30%AMD, 30%PMD, 40%DT	
1 min	27 26 25 24
30 sec	23 22 21 20

KLMS
1949
LINCOLN

EASTMAN RADIO, INC.



Media Code 4 228 5070 1.00 Mid 011950-000
Woodward Communications, Inc.
847 S. 48th St., Lincoln, NE 68510. Phone 402-489-3855.
Mailing Address: Box 81804, Lincoln, NB 68501.

PROGRAMMING DESCRIPTION

KLMS: Programmed for adults 25-49. MUSIC: The greatest hits of all time. AIR PERSONALITIES handle all segments. NEWS: 5 min at 6:30, 7:30, 8, & 8:30 am & on the :60 at all other times. Weather at :20 & :40. Constant promotions. Contact Representative for further details. Rec'd 9/12/83.

- PERSONNEL**
General Manager—Ray Farrington.
Sales Manager—Don Barnore.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1480 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3b, 4a, 5, 7b, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23b, 24a, 24c, 25a, 27, 28a, 29a, 33.
Contracts: 40a, 41, 42d, 44a, 46, 49, 51b.
Comb.; Cont. Discounts: 60d, 60i, 61c, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KFMQ (FM).
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KXSS (FM)

1975
LINCOLN



Mid 011942-000

Radio Group, Inc.
2820 N. 48th St., Lincoln, NE 68504. Phone 402-466-5477.

- REPRESENTATIVES**
Masla Radio.
Minneapolis—Wayne-Evans & Associates, Inc.
1 min rate 1x: 20.00.

KZKX (FM)

1976
SEWARD

Modern Country

(This is a paid duplicate of the listing under Seward, Nebraska.)

Media Code 4 228 9067 3.00 Mid 011984-000
MusicRadio of Nebraska, Inc.
Mailing Address: 2127 "O" St., Suite 311, Lincoln, NE 68434.

Parcels/Tapes.
212 S. First St., Seward, NE 68434. Phone 402-643-4571.

PROGRAMMING DESCRIPTION

KZKX (FM): Programmed to 18-54. MUSIC: Country. NEWS: network & agri-business hly. Contact Representative for further details. Rec'd 3/1/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don Cavalieri.
Vice-Pres./Operations—Steve Kingston.
Farm Director—Rex Messersmith.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 610 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23b, 24b, 24c, 25a, 28b.
Contracts: 40a, 41, 43, 44b, 45, 46, 47a.
Comb. Cont. Discounts: 60b, 60f, 60i, 61c.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	
NATIONAL AND LOCAL RATES SAME	
No. 2 Eff 5/1/84—Rec'd 5/29/84.	
AAA—Mon thru Sun 5:30 am-7 pm.	6 ti 12 ti 24 ti 36 ti 48 ti
AA—Mon thru Sun 7 pm-1 am.	15.00 14.00 13.00 12.00 11.00
A—Mon thru Sun 1-5:30 am.	12.00 11.25 10.50 9.50 8.75

- SPOT ANNOUNCEMENTS**
OPEN: AAA AA A OPEN: AAA AA A
1 min 17.00 13.00 6.00 30 sec .. 13.50 10.50 5.00
Fixed position, extra 20%.
Specified dayparts 6-10 am, 3-7 pm, extra 10%.

7. PACKAGE PLANS	
WEEKLY—2/3 Day, 1/3 NITE	
1 min	6 ti 12 ti 24 ti 36 ti 48 ti
30 sec	15.00 14.00 13.00 12.00 11.00

- SPECIAL FEATURES**
Agri-business—Flat 1-min 25.00; 30-sec 20.00. (SMD) (D)

McCook

Red Willow County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KICX

1961
MCCOOK

KICX-FM

1980
MCCOOK



Media Code 4 228 5850 6.00 Mid 011952-000
Semeco Broadcasting Corp.
201 W. 4th, Box 393, McCook, NE 69001. Phone 308-345-5400.

PROGRAMMING DESCRIPTION

KICX/KICX-FM: Programmed for adults & young adults. MUSIC: Adult Contemporary. NEWS: network at :60; local at :30 w/complete local summaries at 7:10 & 12:05 pm; financial summaries at 11:50 am & 3:30 pm; financial commentary at 6:45 am, 4:32 & 6:43 pm. FEATURES: network music specials; commentary at 7:55 am & 12:35 pm, 8:45 am & 5:25 pm. FARM: news & special features. SPORTS: M-F at 6:06 & 7:25 am, 12:20 & 4:25 pm; local high school football & basketball. Contact Representative for further details. Rec'd 7/27/83.

- PERSONNEL**
General Manager—W. O. Corrick.
Sta. & Sales Mgr.—Daniel E. Stramel.
News Director—Elaine Alt.

- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 1360 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 95.9 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 376.95 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

SATURATION CLASS A	
1 min	8 ti 12 ti 18 ti 24 ti 30 ti 36 ti
30 sec	9.80 9.50 9.20 8.90 8.60 ...
CLASS B	
1 min	8.40 8.10 7.80 7.50 7.20 6.90
30 sec	6.70 6.50 6.25 6.00 5.75 5.50

8. PROGRAM TIME RATES	
5 min	1x 26x 52x 104x 156x 260x
	17.25 16.25 15.25 14.25 13.25 12.25

KSWN

1947
MCCOOK

Eugene F. Gray Co., Inc.

Media Code 4 228 5874 6.00 Mid 011951-000
Jerry Venable & Ernest McRae
Rte. 4, Box 9, McCook, NE 69001. Phone 308-345-2125.

PROGRAMMING DESCRIPTION

KSWN: Programmed for adults. MUSIC: Contemporary. MOR. Contact Representative for further details. Rec'd 6/5/84.

- PERSONNEL**
Manager—Emmett Jones.
- REPRESENTATIVES**
Eugene F. Gray Co. Inc.
NE—Soderlund Company.
- FACILITIES**
5,000 w.; 1300 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KFNF (FM), Oberlin, KS.

TIME RATES

6. SPOT ANNOUNCEMENTS	
KSWN/KFNF (FM) COMBINATION	
Eff 5/18/84—Rec'd 6/5/84.	
1 min	36.00 35.00
30 sec	24.00 20.00

KSWN only: 75% of KSWN/KFNF (FM) combination. (SMD)

KZMC-FM

1981
MCCOOK

Mid 032623-000
See SRDS Spot Radio Small Markets Edition.

Nebraska City

Otoe County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KNCY

1959
NEBRASKA CITY

KNCY-FM

1977
NEBRASKA CITY

Agricultural News



Media Code 4 228 6045 2.00 Mid 011953-000
The KNCY Radio Corp.
123 N. 8th, Box 278, Nebraska City, NE 68410. Phone 402-873-7892.

PROGRAMMING DESCRIPTION

KNCY/KNCY-FM: Programmed for general interest. NEWS: emphasis on local, 3 beats daily, 3 mobile units, correspondents report from adjacent counties, cash paid for monthly news tip, network at :60 from satellite receiving terminal; 5 weather reports/day from nat'l weather service, station-owned weather computer, AP wire & severe weather mobile reports. FARM: 10 daily remote livestock, grain, local bid, stock markets; reports from farm organizations & county agents. U ag programs. SPORTS: local play-by-play, U football, network & news. TALK: 30 min-1 hr/day featuring local issues & events & swap-sell program. MUSIC: general Pop, mix of Country, MOR & Standards. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 9/1/82.

- PERSONNEL**
Vice Pres. & Gen'l Mgr.—David J. Messing.
Sales Manager—Robert Burns.
Farm Director—Ed Rowen Jr.
- REPRESENTATIVES**
Omaha, Lincoln—Soderlund Company.
- FACILITIES**
500 w.; 1600 khz.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

Simulcast 6 am-local sunset.

- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME	
No. 4 Eff 8/1/83—Rec'd 8/11/83.	
6. SPOT ANNOUNCEMENTS	
WITHIN 1 YEAR	
1 min	1x 26x 104x 156x 260x
30 sec	14.00 10.00 9.00 8.15 7.55
10 sec	10.50 7.50 6.75 6.10 5.65
	8.40 6.00 5.40 4.90 4.55
	312x 365x 520x 780x 1040x
1 min	7.20 6.80 6.25 5.90 5.50
30 sec	5.40 5.10 4.70 4.45 4.15
10 sec	4.30 4.10 3.75 3.55 3.30

8. PROGRAM TIME RATES	
1 hr	1x 12x 26x 52x 104x 156x 260x
1/2 hr	115.00 93.00 80.50 69.00 63.50 57.50 52.00
1/4 hr	69.00 55.00 48.50 41.50 38.00 34.50 31.00
10 min	46.00 37.00 32.00 27.50 25.50 23.00 21.00
5 min	31.50 25.50 22.00 19.00 17.50 16.00 14.50
	23.00 18.50 16.00 14.00 12.50 11.50 10.50
1 hr	365x
1/2 hr	46.00
1/4 hr	27.50
10 min	18.50
5 min	12.50
	9.00

Norfolk

Madison County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KEXL (FM)

KEXL/106.7

(formerly WJAG-FM)
1971
NORFOLK



Media Code 4 228 6093 2.00 Mid 011954-000
WJAG, Inc.
309 Brasch Ave., Box 789, Norfolk, NE 68701. Phone 402-371-0780.

PROGRAMMING DESCRIPTION

KEXL (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary w/some oldies in 4 music sweeps/hr. NEWS: local/reg'l coverage w/remotes as needed; network at :60; direct weather broadcasts from weather center 3x/daily w/updates hly. SPORTS: 5 broadcasts daily w/play-by-play coverage; network reports 4x/daily. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
Vice-President—Robert E. (Bob) Thomas.
Gen'l & Sls. Mgr.—Robb Thomas.
- REPRESENTATIVES**
McGavren Guild Radio.
Kansas City, St. Joseph, Nebraska, Iowa, Kansas—Howard Anderson Company.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 520 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WJAG.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 1/23/84.	
AAA—Mon thru Sat 6-9 am, 11 am-1 pm, 4-6 pm.	AAA AA A AAA AA A
AA—Mon thru Sat 9-11 am & 1-4 pm.	20 18 16 17 15 13
A—All other times.	17 15 14 14 13 12
	16 14 13 13 12 11
	15 13 12 12 11 10
	14 12 11 11 10 9

(SMD)

KNEN (FM)

1979
NORFOLK



Masla Radio



NRBA

Media Code 4 228 6166 6.00 Mid 011955-000
Central Radio, Inc.
300 Madison Ave., Box 937, Norfolk, NE 68701. Phone
402-379-3300.

PROGRAMMING DESCRIPTION

KNEN (FM): Programmed for adults and young adults. Live AIR PERSONALITIES handle segments. MUSIC: Adult Contemporary. NEWS: emphasis on local/reg'l w/ live remotes; nat'l network w/commentator. FARM: commodity & livestock mkt's plus area weather, farm auctions, sales daily 6-7:30 am, 11:30 am-1 pm & wrap-up 4-5 pm daily. Contact Representative for further details. Rec'd 11/30/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gene A. Koehn.
Sales Manager—Jim Miller.
- REPRESENTATIVES**
Masla Radio.
Omaha—Soderlund Company.
- FACILITIES**
ERP 100,000 w. circular polarized; 94.7 mhz. Stereo. Operating schedule: 24 hours daily, CST. Antenna ht.: 520 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 11/21/83.
AAA—6:30 am, 11:30 am-1 pm & 4-5 pm.
AA—7:30-10 am & 5-7 pm.
A—All other times.

PER WK:	CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	24	23	22	21	20	
30 sec	20	19	18	17	16	
CLASS AA						
1 min	20	19	18	17	16	
30 sec	17	16	15	14	13	
CLASS A						
1 min	18	17	16	15	14	
30 sec	15	14	13	12	11	(SMD)

KTCH

1968
WAYNE

KTCH-FM

1975
WAYNE

See listing under city of license.

Mid 011988-000

WJAG

WJAG/780

1922
NORFOLK



McGAVREN GUILD RADIO



Media Code 4 228 6240 9.00 Mid 011956-000
WJAG, Inc.
309 Braasch Ave., Box 789, Norfolk, NE 68701. Phone
402-371-0780.

PROGRAMMING DESCRIPTION

WJAG: Programmed for adults. MUSIC: Modern Country. FARM: 6-9 am & 11 am-1:00 pm; dir. produces 21 hrs of programming w/ky; 23 direct grain & livestock broadcasts/wk; 4 weather center reports/day. NEWS: at :60; emphasis local & area; 50 stringers. SPORTS: 3 reports/day. Contact Representative for further details. Rec'd 2/23/83.

- PERSONNEL**
Vice-President—Bob Thomas.
Gen'l & Sis. Mgr.—Robb Thomas.
Farm Director—Wayne Larson.
- REPRESENTATIVES**
McGavren Guild Radio.
Kansas City, St. Joseph, Nebraska, Iowa, Kansas—Howard Anderson Company.
- FACILITIES**
1,000 w.; 780 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KEXL (FM).
Affiliated with MBS.

TIME RATES

Eff—Rec'd 1/23/84.
AAA—Mon thru Sat 6-9 am, 11 am-1 pm & 4-6 pm.
AA—Mon thru Sat 9-11 am & 1-4 pm.
A—All other times.

PER WK:	CLASS AAA					
	1 ti	5 ti	10 ti	15 ti	20 ti	24 ti
1 ti	50	41	28	43	35	24
6 ti	47	38	25	40	32	20
12 ti	46	37	24	39	31	19
18 ti	45	36	23	38	30	18
24 ti	44	35	22	37	29	17

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data. (SMD)

North Platte

Lincoln County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KELN (FM)

1979
NORTH PLATTE



Media Code 4 228 6483 5.00 Mid 011958-000
Valley Communications Inc.
1301 E. Fourth St., Box 248, North Platte, NE 69103.
Phone 308-532-1120.

PROGRAMMING DESCRIPTION

KELN (FM): Programmed for 18-44 audience. MUSIC: Drake-Chenault Contemporary service; Top 30 Countdown Sun afternoon. NEWS: ABC 3 min at :30. COMMERCIAL POLICY: maximum 10 min per hr. Contact Representative for further details. Rec'd 7/20/84.

- PERSONNEL**
General Manager—Gary Shoreman.
Operations Manager—Greg Babbitt.
Sales Manager—Gretchen Engstrom.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KOOQ.
Affiliated with ABC FM Network.
Affiliated with The Intermountain Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
9/85

KODY

1930
NORTH PLATTE



Media Code 4 228 6630 1.00 Mid 011960-000
North Platte Broadcasting, Inc.
308 W. 4th St., Box 1085, North Platte, NE 69101. Phone
308-532-3344.

PROGRAMMING DESCRIPTION

KODY: MUSIC: Contemporary MOR 5:30 am-11 pm, Easy Listening 11 pm-12M. NEWS: network at :60; network programs at :30; 8 local daily; Forum program Sun 6 pm; 2 reports daily from nat'l weather service; livestock & weather monitoring. SPORTS: 6 reports daily; local high school & junior college basketball & football, U football. Contact Representative for further details. Rec'd 8/25/80.

- PERSONNEL**
President—Richard Wagner.
General Manager—Mike Overton.
News Director—Gordon Costello.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Iowa, Omaha, Lincoln—Howard Anderson Company.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: *70a, *70c, 71a, 72, 73b.
Prod. Services: 80, 82.
(*) 4 weeks.
Affiliated with NBC—Talknet.

TIME RATES

FIXED:	CLASS AAA			
	AA	A	AA	A
624 x	12.50	10.75	11.25	9.25
312 x	12.75	11.25	11.50	9.75
260 x	13.25	11.50	11.75	10.25
156 x	14.00	12.00	12.25	10.75
104 x	14.25	12.25	12.75	11.25

FIXED:	CLASS AA			
	AA	A	AA	A
52 x	15.50	12.75	13.50	11.75
26 x	16.50	14.00	14.25	12.25
1 x	17.25	15.00	15.00	12.75

PACKAGE PLANS

PER WK:	IMPACT SATURATION—BTA			
	12 ti	24 ti	48 ti	96 ti
1 min	155	300	570	1085
30 sec	135	260	500	950

PROGRAM TIME RATES

5 min	CLASS AA					
	624x	312x	260x	156x	104x	52x
18.75	20.75	21.75	23.75	26.75	28.75	32.75
CLASS A						
5 min	38.00					

5 min	CLASS A					
	5 min	10 min	1/4 hr	1/2 hr	1 hr	1x
624 x	17.75	23.75	29.00
312 x	19.75	26.00	33.00
260 x	20.75	27.00	34.00
156 x	21.75	28.00	36.00
104 x	23.75	30.00	40.25	67.50
52 x	27.00	33.00	43.50	78.00	135.00	...
26 x	30.00	38.00	48.50	93.50	156.00	...
1 x	34.00	41.00	54.50	105.00	177.00	...

KODY-FM

1979
NORTH PLATTE



Media Code 4 228 6631 9.00 Mid 011961-000
North Platte Broadcasting, Inc.
308 W. 4th St., Box 1085, North Platte, NE 69101. Phone
308-532-3344.

PROGRAMMING DESCRIPTION

KODY-FM: MUSIC: Country. FARM: agri-news carried ea 1/2 hr 6:30 am-1:30 pm w/closing analysis at 4:45; opening commodities daily from local commodity house, plus other local farm news programming. NEWS: network, news hrly plus 9 network features daily. SPORTS: network events, i.e. world series & Mon night football; schedule of local & area sports hrly plus area football/basketball game of wk. Contact Representative for further details. Rec'd 3/12/81.

- PERSONNEL**
President—Richard Wagner.
General Manager—Mike Overton.
Farm Director—Tony Beau.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Howard Anderson Company.
- FACILITIES**
ERP 63,000 w. (horiz.), 63,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: *72a, *70c, 71a, 72, 73b.
Prod. Services: 80, 82.
(*) 4 weeks.
Affiliated with CBS Radio Network.

TIME RATES

No. 5A Eff 12/1/83—Rec'd 11/29/83.
AA—Mon thru Sat 6:30-9 am, 11:30 am-1:30 pm & 4:30-6 pm.
A—All other times.

PER WK:	CLASS AA			
	156x	312x	624x	936x
1 min	14.00	13.25	12.50	12.00
30 sec	12.50	12.00	11.50	11.00
CLASS A				
1 min	15.5x	31.2x	62.4x	93.6x
30 sec	12.50	12.00	11.50	11.00

PACKAGE PLANS

PER WK:	IMPACT SATURATION			
	12 ti	24 ti	48 ti	96 ti
1 min	174	324	600	1140
30 sec	150	270	500	925

KOOQ

1966
NORTH PLATTE



Media Code 4 228 6655 8.00 Mid 011957-000
Valley Communications, Inc.
1301 E. Fourth St., Box 248, North Platte, NE 69103.
Phone 308-532-1120.

PROGRAMMING DESCRIPTION

KOOQ: Programmed for 25-54 audience. FARM: 2 hrs/wk with market reports, news & weather. FEATURES: Paul Harvey. Contact Representative for further details. Rec'd 7/20/84.

- PERSONNEL**
General Manager—Gary Shoreman.
Operations Director—Greg Babbitt.
Sales Manager—Gretchen Engstrom.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days, 500 w. nights; 1410 khz. Directional nights.
Operating schedule: 5-1 am. CST.

AGENCY COMMISSION

15/0 time only; 15th of following month.

GENERAL ADVERTISING

See coded regulations
Contracts: 40a.
FM facilities: KELN (FM).
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
9/85

KXNP (FM)

1982
NORTH PLATTE



Media Code 4 228 6679 8.00 Mid 027911-000
Mid-Plains Broadcasting, Inc.
310 E. Fourth St., Box 1231, North Platte, NE 69103.
Phone 308-534-6650.

REPRESENTATIVES

Masla Radio.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City—Eugene R. Gray Co., Inc.
Broadcast Northwest.
Omaha, Lincoln—Soderlund Company.
1 min rate 1x: 12.75.

Ogallala

Keith County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KMCX (FM)

1975
OGALLALA

See SRDS Spot Radio Small Markets Edition. Mid 027254-000

KOGA

1954
OGALLALA



Media Code 4 228 6825 7.00 Mid 011962-000
Ogallala Broadcasting Corp.
111 W. 4th St., Box 509, Ogallala, NE 69153. Phone 308-284-3633.

PROGRAMMING DESCRIPTION
KOGA: MUSIC: MOR. Farm. Contact Representative for further details. Rec'd 6/30/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ray H. Lockhart.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
500 w., 500 w. nights; 930 khz. Directional nights.
Operating schedule: 5 am-midnight. MST.
Partial simulcast operation. Simulcast 7-8 am. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with High Plains Farm & Ranch Network.

TIME RATES

No. 10 Eff 7/15/83—Rec'd 9/1/83.
A—Mon thru Sat 6-11:15 am & 4-7 pm.
B—All other times.

FIXED:	1 min		30 sec	
	Mon thru Sat 6-8 am	Mon thru Sat 11:45 am-1 pm	Mon thru Sat 6-8 am	Mon thru Sat 11:45 am-1 pm
26.00	18.20	24.50	16.10	

PACKAGE PLANS

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	21.50	20.60	20.20	19.60	19.00	
30 sec	15.00	14.60	14.30	13.70	13.30	
CLASS B						
1 min	18.10	17.60	17.10	16.60	16.10	
30 sec	12.70	12.30	11.90	11.70	11.40	

PROGRAM TIME RATES

5 min	CLASS B					
	1x	2x	104x	156x	260x	
25.30	52.70	24.10	24.10	23.30	22.40	

AM/FM COMBINATION

PER

NEBRASKA

Ogallala—cont

KOGA-FM

1979
OGALLALA



Media Code 4 228 6826 5.00 Mid 011963-000
Ogallala Broadcasting Corp.
113 W. 4th St., Box 509, Ogallala, NE 69153. Phone 308-284-3633.



PROGRAMMING DESCRIPTION
KOGA-FM: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 7/13/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ray H. Lockhart.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 35,000 w.; 99.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 295 ft. above average terrain.
Partial simulcast operation. Operated separately 8-7 am. For simulcast facilities see AM.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

No. 10 Eff 7/15/83—Rec'd 9/1/83.
A—Mon thru Sat 6-10 am & 4-7 pm.

- SPOT ANNOUNCEMENTS**
FIXED:
Mon thru Sat 6-8 am 26.00 18.20
Mon thru Sat 11:45 am-1 pm 24.50 16.10

- PACKAGE PLANS**
SATURATION—1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
A 21.50 20.80 20.20 19.60 19.00
B 18.10 17.60 17.10 16.60 16.10
30 SECONDS
A 15.00 14.60 14.30 13.70 13.30
B 12.70 12.30 11.90 11.70 11.40

- PROGRAM TIME RATES**
PER WK: 1x 52x 104x 156x 260x
5 min 25.30 24.70 24.10 23.30 22.40
9/85 (SMD)

Omaha

(including Council Bluffs, Iowa)

Omaha, Douglas County Neb.—Map Location G-3
Council Bluffs, Pottawattomie County, Ia.—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCRO

1922
OMAHA



Media Code 4 228 6857 0.00 Mid 011964-000
RadiOmaha, Inc.
3615 Dodge St., Omaha, NE 68131. Phone 402-422-1600.
Rates have been temporarily withdrawn by station.



KEFM (FM)

1983
OMAHA



M'GAVREN GUILD RADIO



Media Code 4 228 6874 5.00 Mid 032850-000
Webster-Baker Broadcasting Company
105 S 70th St., Omaha, NE 68132. Phone 402-558-9696.

PROGRAMMING DESCRIPTION
KEFM (FM): Programmed for adults 25-49. MUSIC: live presentation of hit adult music, mixing current Soft Rock selections & hits from past 20 yrs. FEATURES: personality oriented with full length entertainment & lifestyle features 4x daily M-F. NEWS: at :20 & :50 AM & PM drives. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Station Manager—John W. Webster.
National-Local Sales Manager—Hank Kuhlmann.
Program Director—Chuck Strand.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
100,000 w. circular polarized; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable upon receipt.

TIME RATES

Eff 10/15/83—Rec'd 1/23/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sat 3-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 6 am-8 pm.

GRID, 1 MIN:	I	II	III	IV	V
AAA	40	38	35	32	30
AA	37	35	32	30	28
A	34	31	28	25	22

30 sec: 80% of 1-min.

KESY-FM

1972
OMAHA



Media Code 4 228 6891 9.00 Mid 011965-000
Media Omaha
4807 Dodge St., Box 31037, Omaha, NE 68132. Phone 402-556-6700.

PROGRAMMING DESCRIPTION
KESY-FM: Foreground beautiful music/MOR. News. COMMERCIAL POLICY: maximum of 1 commercial announcement per two hours per advertiser. Contact Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
General Manager—Bob Dean.
General Sales Manager—Howard J. Stevens.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%; additional 10% pre-paid.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10b, 11b, 12b.
Affiliated with RKO TWO.

TIME RATES

No. 2 Eff 8/1/84—Rec'd 9/21/84.
AAA—Mon thru Sat 9 am-4 pm.
AA—Mon thru Sat 5-9 am & 4-8 pm.
A—Mon thru Sat 8 pm-midnight; Sun 6 am-midnight.

GRID:	CLASS AAA		
	- 1 min -	30 sec	
12 ti	40	36	32 38 34 30
18 ti	39	35	31 37 33 29
24 ti	38	34	30 36 32 28
CLASS AA			
12 ti	38	34	30 36 32 28
18 ti	37	33	29 35 31 27
24 ti	36	32	28 34 30 26
CLASS A			
12 ti	30	26	22 28 24 20
18 ti	29	25	21 27 23 19
24 ti	28	24	20 26 22 18

Fixed/specific dayparts, increase to next grid level.

- PACKAGE PLANS**
TAP—1/3AAA, 1/3AA, 1/3A
- 1 min - 30 sec - 1 min - 30 sec
GRID: 12 ti .. 33 29 25 31 27 23 24 ti .. 31 27 23 29 25 21
18 ti .. 32 28 24 30 26 22
Schedule will be matched midnight-5 am for additional 10%.

KEZO (FM)

1961
OMAHA



BLAIR RADIO



Media Code 4 228 6912 3.00 Mid 011966-000
Albimar Communications
11128 John Galt Blvd., Omaha, NE 68137. Phone 402-592-5300.

PROGRAMMING DESCRIPTION
KEZO (FM): Programmed for adults 18-34. MUSIC: Popular Rock in 4 uninterrupted segments per hr. Contact Representative for further details. Rec'd 9/1/78.

- PERSONNEL**
General Manager—James J. Carter.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,210 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10e, 11e, 14e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24a, 25a, 28c, 30.
Contracts: 40b, 41, 42a, 45, 46, 47e.
Comb.: Cont. Discounts: 60a, 60e, 60k, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KYNN.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff ———— Rec'd 12/80/83.

6. SPOT ANNOUNCEMENTS	1 min	30 sec
Ea:	85	70
Mon thru Fri 3-8 pm; Sat 10 am-8 pm	85	70
Mon thru Fri 5:30-10 am, 10 am-3 pm; Sun 10 am-8 pm; Sat 5:30-10 am	85	70
Mon thru Sun 8 pm-midnight; Sun 7-10 am	75	62

KFAB

1924
OMAHA



Christal Radio



Media Code 4 228 7215 0.00 Mid 011967-000
KFAB Broadcasting Co.
5010 Underwood Ave., Omaha, NE 68132. Phone 402-556-8000.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lyle Bremser.
Station Manager—Ken Headrick.
Nat'l & Reg'l Sales Mgr.—Tim Roesler.
- REPRESENTATIVES**
Christal Radio.
Broadcast Representatives Canada Ltd.
- FACILITIES**
50,000 w.; 1110 khz. Directional—night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time, talent and service; due when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 14e, *15c.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 32b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.
(* Requires continuous advertising.
FM facilities: KGOR (FM).
Affiliated with NBC—Talknet.

TIME RATES

KFAB/KGOR (FM) COMBINATION		EVE	
GRID:	AM PM (*)	EVE AM PM (*)	EVE
High	255 215 205 180	215 175 170 135	135
Low	185 145 135 90	145 105 100 65	65

(* Midday/weekend.)

- SPECIAL FEATURES**
WEEKLY AGRIBUSINESS FEATURES
5-5:59 AM
Deduct 5.00 per spot from KFAB/KGOR (FM) combination.

GRID:	1 min		30 sec	
	1 ti	12 ti	1 ti	12 ti
MON-SAT:	120	118	117	115
High	90	88	87	85
Low	5:30-5:59 AM			
High	147	145	142	140
Low	117	115	112	110
5:59-7 AM, 9:30-9:35 AM, 9:55-9:58 AM & 5:15-5:45 PM	167	165	162	160
High	137	135	132	130
Low	11:30-11:59 AM			
High	135	133	130	128
Low	105	103	100	98
11:59 AM-1 PM, 1:30-1:35 PM & 1:53-1:58 PM	142	140	137	135
High	112	110	107	105
Low	HELICOPTER TRAFFIC REPORTS			
MON THRU FRI 6:30-8 AM:	3 ti	6 ti	9 ti	
Ea	255	245	235	(CR)

KGOR (FM)

1959
OMAHA



Christal Radio



Media Code 4 228 7216 8.00 Mid 011968-000
KFAB Broadcasting Co.
5010 Underwood Ave., Omaha, NE 68132. Phone 402-556-2323.

PROGRAMMING DESCRIPTION
KGOR (FM): Programmed for young adults & adults. MUSIC: current & recent hits blended with oldies. COMMERCIAL POLICY: maximum 4 commercial interruptions per hour. Contact Representative for further details. Rec'd 9/4/75.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lyle Bremser.
Station Manager—Ken Headrick.
Nat'l & Reg'l Sls Mgr.—Tim Roesler.

- REPRESENTATIVES**
Christal Radio.
Broadcast Representatives Canada Ltd.

- FACILITIES**
ERP 115,000 w. (horiz.), 115,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,227 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time; due when rendered.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 14h, *15c.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 32b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.
(* Requires continuous advertising.
AM facilities: KFAB.
Sold in combination with KFAB. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KLNG

1947
COUNCIL BLUFFS, IA



Media Code 4 228 7334 9.00 Mid 011969-000
KRCB, Inc.
Box 31777, Omaha, NE 68131. Phone 402-558-9898.
1 min rate 1x: 50.00.

KOIL

1925
OMAHA

Media Code 4 228 7452 9.00 Mid 011970-000
NewKOIL, Inc.
3000 Farnam St., Omaha, NE 68131. Phone 402-345-1290.

- REPRESENTATIVES**
Selcom Radio.
1 min rate 1x: 35.00.

KOOO

1957
OMAHA



Media Code 4 228 7650 8.00 Mid 011971-000
Media Omaha, Inc.
4807 Dodge St., Box 31037, Omaha, NE 68131. Phone 402-556-6700.

- REPRESENTATIVES**
Masla Radio.
Separate rates have been withdrawn by station.

KQKQ (FM)

1969
COUNCIL BLUFFS, IA



Media Code 4 228 7848 8.00 Mid 011972-000
KRCB, Inc.
Box 31777, Omaha, NE 68131. Phone 402-558-9898.

- REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 90.00.

KROM

1957
OMAHA

Media Code 4 228 7749 8.00 Mid 035094-000
Nelson Broadcasting Company, Inc.
Blackstone Centre 36th & Farnam, Suite B 101, Omaha, NE 68131. Phone 402-346-9453.
1 min rate 1x: 19.00.

KYNN
1942
OMAHA



BLAIR RADIO



Albimar Communications

Media Code 4 228 8092 2.00 Mid 011973-000
Albimar Communications
11128 John Galt Blvd., Omaha, NE 68137. Phone 402-592-3500.

PROGRAMMING DESCRIPTION

KYNN: Programmed for adults 25-54. MUSIC: Crossover & Contemporary Country. NEWS: at :30 & :30 6-9 am; weather 2x/hr. Contact Representative for further details. Rec'd 12/30/83.

- PERSONNEL**
General Manager—James J. Carter.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10e, 11e, 14e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23b, 24a, 25a, 28c, 30.
Contracts: 40b, 41, 42a, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60e, 60k, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KEZO (FM).
Affiliated with MBS.

TIME RATES

Eff ———— Rec'd 12/30/83.

6. SPOT ANNOUNCEMENTS		1 min	30 sec
EA		45	37
Mon thru Fri 5-10 am			
Mon thru Fri 10 am-3 pm, 3-9 pm; Sat & Sun 6 am-8 pm		35	29
Mon thru Sun 8 pm-1 am		30	25

WOW



1923
OMAHA



Torbet Radio



Media Code 4 228 8190 4.00 Mid 011975-000
Omaha Great Empire Broadcasting Co.
615 N. 90th, Omaha, NE 68114. Phone 402-390-2059.

PROGRAMMING DESCRIPTION

WOW: Programmed for adults 25-54; AIR PERSONALITIES handle all segments. MUSIC: Modern Country. SPORTS: capsulized reports hrly. FARM: 6-6:50 am detailed look at previous day's activities plus grain, livestock & farm news developments; updates throughout day. Contact Representative for further details. Rec'd 10/20/83.

- PERSONNEL**
General Manager—Ken Fearnow.
General Sales Manager—Brian Keith.
Program Director—Chuck Urban.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w.; 590 khz. Non-directional. Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Sat & Sun midnight-6 am & Sun 9 am-1 pm. For non-simulcast facilities see WOW-FM.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 23b, 25a, 27.
Contracts: 40b, 41, 42a, 43, 45, 46, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with Music Country Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WOW-FM



1959
OMAHA



Torbet Radio



Media Code 4 228 8287 8.00 Mid 011974-000
Omaha Great Empire Broadcasting
615 N. 90th St., Omaha, NE 68114. Phone 402-390-2059.

PROGRAMMING DESCRIPTION

WOW-FM: Programmed for adults 18-49. MUSIC: Modern country. AIR PERSONALITIES handle all segments. FARM: complete farms news/markets. COMMERCIAL POLICY: personality endorsements permitted. Contact Representative for further details. Rec'd 12/22/83.

- PERSONNEL**
General Manager—Ken Fearnow.
Program Director—Chuck Urban.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna height: 510 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri, Sat 6 am-midnight & Sun 6-9 am & 1 pm-midnight. For simulcast facilities see WOW.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21d, 22b, 23a, 25c, 27, 28a, 28c, 29a, 32a, 33a.
Contracts: 40c, 41, 42a, 42e, 43, 45, 46, 47b, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

O'Neill

Holt County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KBRX

1955
O'NEILL

KBRX-FM

1973
O'NEILL



Media Code 4 228 8385 0.00 Mid 011976-000
Ranchland Broadcasting Co., Inc.
251 N. Jefferson, Box 150, O'Neill, NE 68763. Phone 402-336-1612.

PROGRAMMING DESCRIPTION

KBRX/KBRX-FM: MUSIC: MOR; C & W. FARM: programming M-Sat 6:30-7:30 am & 11:30 am-1:30 pm. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Manager—Scott Poese.
Sales—Tim Zegers.
Engineer—Mike Krysl.
- REPRESENTATIVES**
Frederick W. Smith.
Omaha, Lincoln—Soderlund Company.
- FACILITIES**
1,000 w.; 1350 khz. Non-directional. Operating schedule: 6 am-6 pm. CST.
FM-ERP 100,000 w.; 102.9 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
Simulcast 6-8:30 am & 8:50 am-1 pm.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with ABC Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff ———— Rec'd 7/1/81.

- SPOT ANNOUNCEMENTS**
1 min 8.00 30 sec 5.00
- PACKAGE PLANS**
Per Wk Per Yr
BTA: 12 ti 18 ti 24 ti 156x 312x 600x 1800x
Discount 10% 15% 20% 15% 20% 25% 30%
- PROGRAM TIME RATES**
1/4 hr 10 min 5 min
Ea 20 15 10 (SMD)

Ord

Valley County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KNLV

1965
ORD

Mid 011977-000
See SRDS Spot Radio Small Markets Edition.

KNLV-FM

1981
ORD

Mid 028173-000
See SRDS Spot Radio Small Markets Edition.

Plattsmouth

Cass County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KOTD

1970
PLATTSMOUTH

Mid 011978-000
See SRDS Spot Radio Small Markets Edition.

Scottsbluff

(including Terrytown)
Scotts Bluff County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KEYR

1961
TERRYTOWN

M Masla Radio



Media Code 4 228 8580 6.00 Mid 011979-000
Western Nebraska Broadcasting Co.
1845 10th St., Gering, NE 69341. Phone 308-436-7166.
Mailing Address: Box 1263, Scottsbluff, NE 69361.

PROGRAMMING DESCRIPTION

KEYR: Programmed for farm and rural families, ages 24+. MUSIC: Country. FARM: 9 network agriculture reports plus 14 local farm reports daily. NEWS: at :60. Contact Representative for further details. Rec'd 2/17/84.

- PERSONNEL**
Manager—James R. Bickling.
Sales Manager—Glennie Sheehy.
Farm Director—Clay Gibson.
- REPRESENTATIVES**
Masla Radio.
St. Louis—Bruce Schneider & Co.
- FACILITIES**
1,000 w.; 690 khz. Directional.
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**
15%; 10% discount payment with order, 5% 10th of month.
- GENERAL ADVERTISING See coded regulations**
Member: Mid-America Ag Network.

TIME RATES

No. 22 Eff 4/1/83—Rec'd 8/9/83.
Prime—Sign-off-9 am, 11:30 am-1:30 pm & 4:45-6:15 pm.
BTA—All other times.

- PACKAGE PLANS**
PER YR: BTA 312x 624x 1248x 2496x
30 sec 10.80 9.45 8.10 6.75
1 min 14.40 12.60 10.80 9.00
PRIME 30 sec 12.00 10.50 9.00 7.50
1 min 16.00 14.00 12.00 10.00
PER WK: BTA 6 ti 12 ti 18 ti 24 ti
30 sec 14.75 14.00 13.00 11.50
1 min 18.45 17.55 16.20 14.40
PRIME 30 sec 16.40 15.60 14.40 12.80
1 min 20.50 19.50 18.00 16.00 (SMD)

KMOR (FM)

1978
SCOTTSBLUFF



Media Code 4 228 8677 0.00 Mid 011980-000
Tracy Corp.
2002 Char Ave., Box 532, Scottsbluff, NE 69361. Phone 308-632-5667.

PROGRAMMING DESCRIPTION

KMOR (FM): Programmed for adults, gen'l & farm interest. MUSIC: Adult Contemporary. NEWS: local reg'l & nat'l cast at :45 from 5:45 am-6:45 pm; 60 weather reports/day at :15, :30 & :45; business. FARM: 5-min at 5:45, 6:45, 9:45 am & 12:45 & 3:45 pm; agri-business; market info. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 8-min/hr max. Contact Representative for further details. Rec'd 2/1/82.

- PERSONNEL**
General Manager—Michael J. Tracy.
- REPRESENTATIVES**
Eastman Radio, Inc.
Denver—Eastman Radio, Inc./Intermountain Network.
Kansas City—Eugene F. Gray Co., Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 5-1 am. MST.
Antenna ht.: 1,023 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
9/85 (SMD)

KNEB

1947
SCOTTSBLUFF



Media Code 4 228 8775 2.00 Mid 011981-000
Nebraska Rural Radio Association Inc.
2302 S. Beltline E., Box 239, Scottsbluff, NE 69361.
Phone 308-632-7121.

PROGRAMMING DESCRIPTION

KNEB: Programmed for adults 25+. MUSIC: Easy Adult Contemporary & Country Cross. NEWS: local & reg'l at :10; farm news at :15 (6, 7, 11, 11:45 am, 12:45, 5:15 pm), with AIR PERSONALITIES Kevin Mooney Responsible. Rec'd 12/20/84.

- PERSONNEL**
General Manager—Jim D. Thompson.
Program Director—Dennis Ernest.
Sales Manager—Rex Swanson.
- REPRESENTATIVES**
Katz Radio.
Omaha, Lincoln—Soderlund Company.
- FACILITIES**
1,000 w.; 500 w. nights; 960 khz. Directional—separate patterns day & night.
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.

TIME RATES

No. 17 Eff 1/1/85—Rec'd 1/21/85.
AAA—Mon thru Sat 6:30-9 am, 11 am-1 pm & 4-6 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
1x 52x 104x 208x 312x
30 sec 9.35 9.00 8.75 8.50 8.30
1 min 14.00 13.50 13.00 12.75 12.50
CLASS AA
30 sec 8.00 7.65 7.45 7.20 7.00
1 min 12.00 11.50 11.00 10.80 10.50
- PACKAGE PLANS**
AAA—SALES IMPACT—13 WK MINIMUM
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
BONUS, EXTRA 1 ti 2 ti 3 ti 4 ti 5 ti
30 sec 8.25 8.00 7.50 7.00 5.00
PER WK: 48 ti
BONUS, EXTRA 8 ti
30 sec 0000000000000000
PER WK: 120 ti
BONUS, EXTRA 20 ti
30 sec 0000000000000000
AA—SALES IMPACT
30 sec 6.50 6.25 6.00 5.50 4.00
30 sec 0000000000000000
30 sec 0000000000000000
1-min 1 1/2 ti 30-sec.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

NEBRASKA

Scottsbluff—cont

KNEB-FM

1960
SCOTTSBLUFF



Katz Radio



Media Code 4 228 8776 000 Mid 011982-000
Nebraska Rural Radio Association Inc.
2302 S. Bellline E., Box 239, Scottsbluff, NE 69361.
Phone 308-632-7121

PROGRAMMING DESCRIPTION

KNEB-FM: MUSIC: Country. NEWS: local, reg'l & nat'l at :60. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
General Manager—Jim D. Thompson.
Sales Manager—Rex Swanson.
Program Director—Susan Weideman.
- REPRESENTATIVES**
Katz Radio.
Omaha, Lincoln—Soderlund Company.
- FACILITIES**
ERP 100,000 w.; 94.1 mhz. Stereo.
Operating schedule: 5-1 am. MST.
Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

No. 17 Eff 1/1/85—Rec'd 1/21/85.
AAA—Mon thru Sat 6:30-9 am, 11 am-1 pm & 4-6 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
1x 52x 104x 208x 312x
30 sec 9.35 9.00 8.75 8.50 8.30
1 min 14.00 13.50 13.00 12.75 12.50
CLASS AA
30 sec 8.00 7.65 7.45 7.20 7.00
1 min 12.00 11.50 11.00 10.80 10.50

- PACKAGE PLANS**
AAA—SALES IMPACT—13 WK MINIMUM
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti 120 ti
(*) 1 ti 2 ti 3 ti 4 ti 5 ti 8 ti 20 ti
30 sec 8.25 8.00 7.75 7.50 7.25 7.00 5.00
AA—SALES IMPACT
30 sec 6.50 6.25 6.10 6.00 5.75 5.50 4.00
(*) Bonus, extra.
1-min: 1 1/2 times 30-sec.

KOLT

1930
SCOTTSBLUFF

See SRDS Spot Radio Small Markets Edition. Mid 011983-000

Seward

Seward County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KZKX (FM)

1976
SEWARD

Media Code 4 228 9067 3.00 Mid 011984-000
MusicRadio of Nebraska, Inc.
Mailing Address: 2127 "O" St., Suite 311, Lincoln, NE 68434.

- Parcels/Tapes.
212 S. First St., Seward, NE 68434. Phone 402-643-4571.
PROGRAMMING DESCRIPTION
KZKX (FM): Programmed to 18-54. MUSIC: Country. NEWS: network & agri-business hrly. Contact Representative for further details. Rec'd 3/1/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don Cavaleri.
Vica-Pres./Operations—Steve Kingston.
Farm Director—Rex Messersmith.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 610 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23b, 24b, 24c, 25a, 28b.
Contracts: 40a, 41, 43, 44b, 45, 46, 47a.
Comb: Cont. Discounts: 60b, 60f, 60i, 61c.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with ABC Direction Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/84—Rec'd 5/29/84.

AAA—Mon thru Sun 5:30 am-7 pm.
AA—Mon thru Sun 7 pm-1 am.
A—Mon thru Sun 1-5:30 am.

- SPOT ANNOUNCEMENTS**
OPEN: AAA AA A OPEN: AAA AA A
1 min 17.00 13.00 6.00 30 sec .. 13.50 10.50 5.00
Fixed position, extra 20%.
Specified dayparts 6-10 am, 3-7 pm, extra 10%.

- PACKAGE PLANS**
WEEKLY—2/3 Day, 1/3 NITE
6 ti 12 ti 24 ti 36 ti 48 ti
1 min 15.00 14.00 13.00 12.00 11.00
30 sec 12.00 11.25 10.50 9.50 8.75

- SPECIAL FEATURES**
Agri-business—Flat 1-min 25.00; 30-sec 20.00.
(SMD) (D)

Sidney

Cheyenne County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KSID

1952
SIDNEY



Media Code 4 228 9165 5.00 Mid 011985-000
KSID Radio, Inc.
Legion Park, Sidney, NE 69162. Phone 254-5803.

PROGRAMMING DESCRIPTION

KSID: MUSIC: Contemporary/MOR; Top Country. NEWS: full-time dept. provides daily local; network, reg'l, weather. FARM: IMN farm/ranch reports weekdays. SPORTS: emphasis: local, reg'l, high school events. Contact Representative for further details. Rec'd 5/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—David W. Young.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w.; 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 6:00 am-10:30 pm. MST.
Partial simulcast operation. Simulcast 7-7:15 am, 10-10:20 am, 12:30-12:45 pm, 3-3:20 pm, 5-5:20 pm, 6-6:20 pm & 10:15-10:35 pm. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION—CLASS A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 13.80 13.48 13.11 12.77 12.42 ...
30 sec 11.04 10.70 10.47 10.24 9.99 ...
CLASS B
1 min 12.08 11.73 11.39 11.04 10.70 10.35
30 sec 9.66 9.43 9.09 8.86 8.63 8.28
- PROGRAM TIME RATES**
1x 26x 52x 104x 156x 260x
5 min 17.25 16.91 16.56 16.22 15.87 15.26
9/85 (SMD)

KSID-FM

1974
SIDNEY

See SRDS Spot Radio Small Markets Edition. Mid 030237-000

Superior

Nuckolls County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KRFS

1959
SUPERIOR

KRFS-FM

1976
SUPERIOR

See SRDS Spot Radio Small Markets Edition. Mid 011986-000

Terrytown

Scottsbluff County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

See Scottsbluff (including Terrytown)

Valentine

Cherry County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KVSH

1961
VALENTINE

Media Code 4 228 9555 7.00 Mid 011987-000
Beef Country Co.
Valentine, NE 69201. Phone 402-376-2400.

PROGRAMMING DESCRIPTION

KVSH: Programmed for general audience. Contact Representative for further details. Rec'd 6/30/80.

- PERSONNEL**
Manager—Larry Russell.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
Kansas City, Omaha, Lincoln—Howard Anderson Company.
- FACILITIES**
5,000 w.; 940 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 10 Eff 7/15/83—Rec'd 9/1/83.
AA—Mon thru Sat 6-10 am, 11:45 am-1:15 pm & 4-7 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11-30 am-1 pm, flat 1-min 14.00; 30-sec 11.20.

- PACKAGE PLANS**
SATURATION
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 13.00 12.80 12.60 12.40 12.40 12.00
30 sec 10.40 10.20 10.10 9.90 9.70 9.60
CLASS A
1 min 11.00 10.80 10.60 10.40 10.20 10.00
30 sec 8.80 8.65 8.50 8.30 8.15 8.00
- PROGRAM TIME RATES**
1x 52x 104x 156x 260x
5 min 17.80 16.40 15.60 14.70 14.00
9/85 (SMD)

Wayne

Wayne County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KTCH

1968
WAYNE
KTCH-FM

1975
WAYNE



Media Code 4 228 9650 6.00 Mid 011988-000
KTCH, Inc.
W. Hwy. 35, Box 413, Wayne, NE 68787. Phone 402-375-3700.

PROGRAMMING DESCRIPTION

KTCH/KTCH-FM: Programmed for adults. MUSIC: Easy Adult Contemporary & Country blend; live AIR PERSONALITIES. NEWS: ABC Direction hrly; local & state reports at 7, 8 am, noon, 5 & 10 pm; area newscasts from 6 towns daily; NOAA weather. FARM: 28 features daily; market reports from Sioux City, Norfolk, Omaha & local terminals. SPORTS: 5 locally produced reports daily; scoreboards hrly 4 pm-midnight; play-by-play of area high school, local college & U football, basketball & baseball. FEATURES: Bargain Counter; old radio shows Sun-Fri. Contact Representative for further details. Rec'd 12/19/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dean D. Craun.
Office Manager—Sandra Schulz.
Program Director—Dan Baddorf.
 - REPRESENTATIVES**
Frederick W. Smith.
Mountain States—Bob Hix Co., Inc.
Omaha, Lincoln—Soderlund Company.
MO, KS—Eugene F. Gray Co., Inc.
 - FACILITIES**
2,500 w.; 1590 khz. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6-9 am, 10-11:45 am, noon-12:30 pm & 1 pm-local sunset.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with ABC Direction Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 8A Eff 6/1/84—Rec'd 4/17/84.
AAA—6-10 am, 11:30 am-1 pm & 4-6 pm.
AA—10-11:30 am & 1-4 pm. FM only 11:30 am-1 pm.
A—6 pm-sign-off; Sun 7 am-sign-off.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
	Per wk	Per yr	Per yr	Per yr	Per yr
1 min	11.50	11.25	11.00	9.75	8.50 7.05
30 sec	9.70	9.40	8.80	7.95	7.05 5.90
10 sec	4.10
CLASS AA					
1 min	8.50	7.65	7.05	6.20	5.30 4.40
30 sec	6.75	6.45	5.90	5.00	4.40 3.55
10 sec	2.95
CLASS A					
1 min	5.00	4.10	3.55	2.95	2.35 1.75
30 sec	4.10	3.55	2.95	2.35	1.75 1.20
10 sec	1.75

Class AAA fixed: Extra 20%.

- PACKAGE PLANS**
WEEKLY TAP—1/4/AAA, 1/2AA, 1/4A
PER WK: 24 ti 30 ti 36 ti 48 ti
1 min 6.75 6.20 5.60 5.30
30 sec 5.60 5.00 4.70 4.40

- SPECIAL FEATURES**
FARM FEATURES 6 AM-4:05 PM
PER WK: 1 ti 7 ti 13+
30 sec 8.25 7.65 7.05
Fixed position, extra 20%.
Annual discount, 10%.
1 min, limited, extra 25%.
AAA—FARM BLOCK 6-7:30 AM & 11:30 AM-1 PM
1 ti 12 ti 18 ti
1 min 13.80 13.50 13.20
30 sec 11.65 11.30 10.55

York

York County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KAWL

1954
YORK

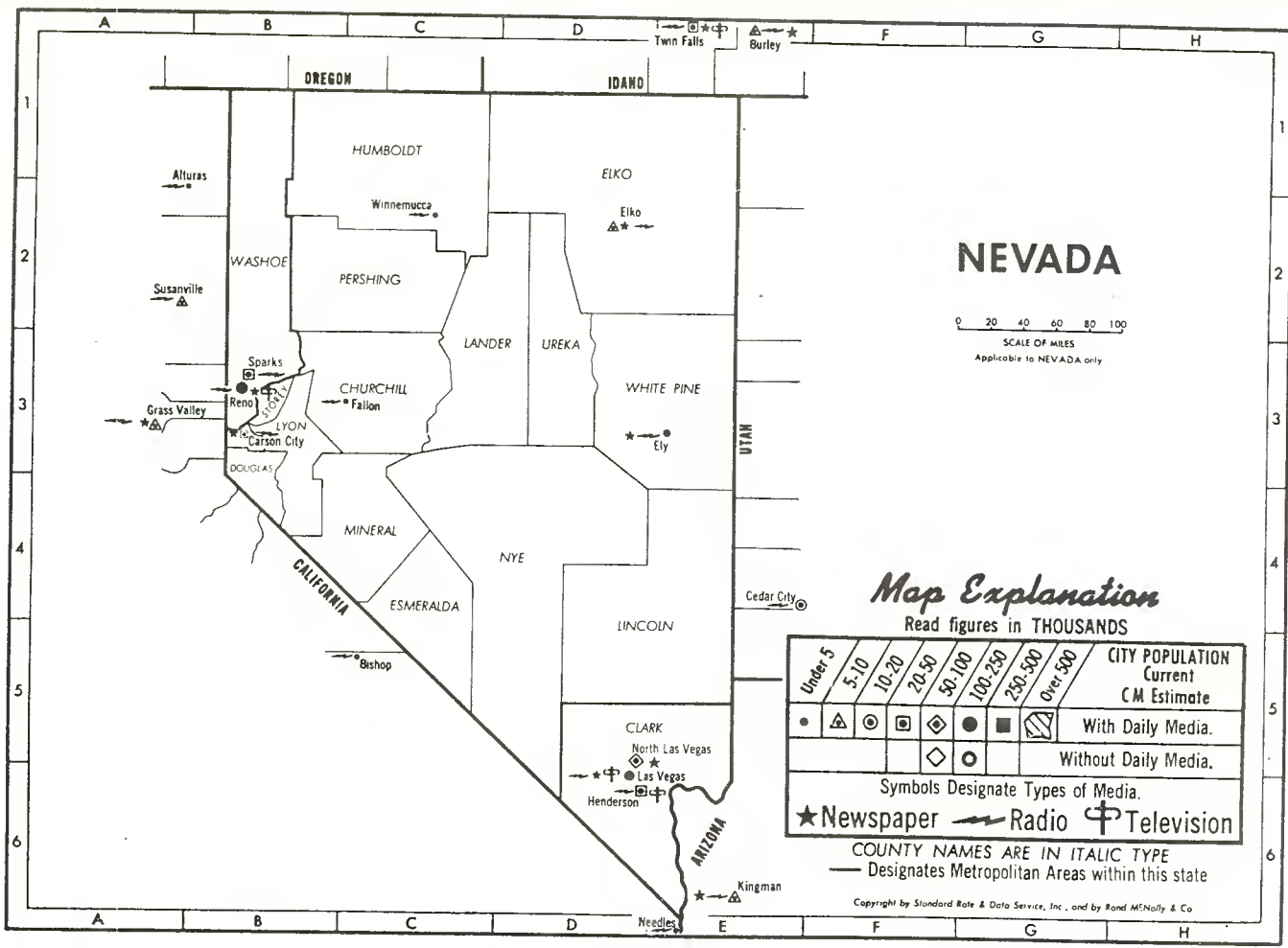
Mid 011989-000
See SRDS Spot Radio Small Markets Edition.

KAWL-FM

1971
YORK

Mid 011990-000
See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Gross Household Income—1984				Total Retail Sales—Per Household (\$)		Retail Sales—1984—By Selected Store Types					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)				
	4/1/84 (000)	4/1/84 (000)	Per Household (\$)	% Distribution of Households				(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	
				14999	15000 to 34999	35000 to 49999	50000 over													
NEVADA STATE TOTALS	910.2	349.40	9,956,675	28,496	29.5	43.0	15.6	11.9	5,091,451	14,572	1,107,693	174,141	743,471	241,661	259,144	863,376	451,030	621.86	58.1	61.07
CARSON CITY* B-3	38.2	14.65	428,220	29,230	26.3	43.3	16.7	13.7	217,824	14,869	47,139	7,356	31,485	10,398	11,256	36,982	19,257	27.16	.5	1.52
Carson City	38.2	14.65	428,213	29,230					217,824	14,869	47,139	7,356	31,485	10,398	11,256	36,982	19,257	27.16	.5	1.52
CHURCHILL C-3	15.1	5.54	119,113	21,501	41.0	43.4	9.7	5.9	72,439	13,076	16,239	2,658	11,195	3,325	3,364	12,197	6,492	10.19	.1	.66
CLARK D-5	529.6	200.62	5,739,370	28,608	36.5	45.9	11.8	5.8	2,922,550	14,568	635,886	99,980	426,833	138,703	148,713	495,578	258,905	346.61	52.9	40.12
Las Vegas	177.3	67.35	1,887,790	28,030					970,128	14,404	211,708	33,425	142,494	45,894	48,941	164,391	86,041	112.66	22.3	13.68
Las Vegas Metro Area	529.6	200.62	5,739,370	28,608	29.1	43.0	15.7	12.2	2,922,550	14,568	635,886	99,980	426,833	138,703	148,713	495,578	258,905	346.61	52.9	40.12
North Las Vegas	44.6	13.81	311,760	22,575					186,235	13,486	41,376	6,893	28,300	8,637	8,899	31,426	16,632	23.21	16.7	5.05
DOUGLAS B-3	24.0	9.21	313,661	34,057	22.8	48.8	16.1	12.3	138,544	15,043	29,891	4,644	19,908	6,635	7,221	23,539	12,234	19.75		.86
ELKO D-1	18.6	6.90	178,831	25,918	32.8	42.9	13.5	10.7	97,917	14,191	21,452	3,405	14,491	4,612	4,883	16,577	8,698	12.11	.1	1.98
ESMERALDA C-4	.8	.34	9,295	27,330	28.7	45.9	18.9	6.5	5,029	14,791	1,088	170	727	240	260	854	445	.75		.03
EUREKA D-3	1.3	.50	8,917	17,834	49.5	37.5	8.2	4.8	6,283	12,566	1,424	236	990	285	281	1,055	565	1.02		.08
HUMBOLDT C-1	10.5	3.73	85,743	22,987	39.0	41.5	11.9	7.6	50,260	13,475	11,171	1,808	7,644	2,330	2,398	8,480	4,489	6.47		1.52
LANDER C-3	4.6	1.62	38,805	23,954	30.3	47.9	14.9	7.0	22,847	14,103	5,011	797	3,388	1,075	1,136	3,867	2,030	3.11		.46
LINCOLN E-4	4.0	1.39	35,475	25,522	34.8	38.9	16.1	10.2	19,921	14,352	4,352	688	2,933	941	1,002	3,375	1,768	2.42		.30
LYON B-3	15.5	5.81	137,667	23,695	36.1	43.9	12.7	7.3	79,719	13,721	17,625	2,833	12,003	3,717	3,868	13,467	7,106	11.64		.76
MINERAL C-4	6.0	2.20	50,744	23,065	34.3	45.2	15.4	5.0	30,765	13,984	6,767	1,080	4,587	1,443	1,516	5,204	2,737	3.97	.4	.48
NYE D-4	10.0	3.82	87,776	22,978	37.0	41.8	15.4	5.8	53,215	13,931	11,717	1,873	7,951	2,493	2,614	8,999	4,736	7.70	.1	.56
PERSHING C-2	3.6	1.35	28,412	21,046	44.5	38.5	9.9	7.2	17,608	13,043	3,953	648	2,728	807	814	2,964	1,579	2.50		.41
STOREY B-3	1.8	.72	19,013	26,407	26.6	47.7	15.8	9.8	10,520	14,611	2,288	360	1,535	500	536	1,784	932	1.48		.05
WASHOE B-2	219.2	88.28	2,601,200	29,465	22.2	43.1	21.1	13.6	1,306,360	14,798	283,064	44,249	189,283	62,275	67,264	221,731	115,545	159.93	4.0	10.59
Reno	109.3	47.62	1,288,640	27,061					674,576	14,166	147,871	23,490	99,932	31,757	33,585	114,190	59,932	77.82	2.8	5.51
Reno Metro Area	219.2	88.28	2,601,200	29,465	26.9	43.0	16.7	13.4	1,306,360	14,798	283,064	44,249	189,283	62,275	67,264	221,731	115,545	159.93	4.0	10.59
Sparks	46.2	17.38	522,752	30,078					267,167	15,372	57,328	8,838	37,988	12,869	14,135	45,448	23,542	32.87	.7	2.59
WHITE PINE E-3	7.4	2.72	74,433	27,365	30.8	40.4	17.6	11.2	39,650	14,577	8,626	1,356	5,790	1,882	2,018	6,723	3,512	5.05		.69

(*) Carson City County is the independent city of Carson City. In 1969 Ormsby County and Carson City consolidated to become the independent city of Carson City.

NEVADA

NEVADA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Boulder City

Clark County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KRRI (FM)

1982
BOULDER CITY

Mid 029011-000
See SRDS Spot Radio Small Markets Edition.

Carson City

Carson City County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KPTL

1955
CARSON CITY



Media Code 4 229 0400 3.00 Mid 011992-000
MB Broadcasting Corp.
1937 N. Carson St., Suite 227, Carson City, NV 89701.
Phone 702-882-1319.

PROGRAMMING DESCRIPTION

KPTL: Programmed for 30+ audience. MUSIC: Adult Oriented. NEWS: local at 6, 7, 8 am, noon & 5 pm; full-time meteorologist; sports. FEATURES: AIR PERSONALITIES; emphasis on local & community activities. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—Craig Swope.
Sales Manager—Paula Schofield.
Program Director—Scott Carson.
 - REPRESENTATIVES**
Weiss & Powell, Inc.
 - FACILITIES**
5,000 w. days, 500 w. nights; 1300 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15% time only.
 - GENERAL ADVERTISING See coded regulations**
Contracts 40a.
Affiliated with NBC—Talknet.
Affiliated with RKO Radio Network.
- TIME RATES**
Eff—Rec'd 12/21/84.
- SPOT ANNOUNCEMENTS**
1 min 30 sec
Ea 10 8

KWNZ (FM)

(formerly KKBC (FM))
1968
CARSON CITY



Media Code 4 229 0600 8.00 Mid 011991-000
Constant Broadcasting Co.
Francovich House, 557 Washington, Reno, NV 89503.
Phone 702-323-0123.

PROGRAMMING DESCRIPTION

KWNZ (FM): MUSIC: Contemporary. NEWS: emphasis local, weather, sports reports. Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
General Manager—Frederic W. Constant.
Station Manager—Patricia A. Cole.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 52,000 w. (horiz.), 32,000 w. (vert.); 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,126 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Elko

Elko County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KELK

ELKO



Media Code 4 229 0800 4.00 Mid 011993-000
Elko Broadcasting Co.
1800 Idaho St., Box 790, Elko, NV 89801. Phone 702-738-7118.

PROGRAMMING DESCRIPTION

KELK: Programmed for adults & young adults. MUSIC: Adult Contemporary. NEWS: emphasis on local; weather, sports reports. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Owner/Mgr.—D. Ray Gardner.
Sales Manager—R. Elden Ramsey.
 - REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
 - FACILITIES**
1,000 w.; 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 6 am-midnight. PST.
 - AGENCY COMMISSION**
15/0; payable when rendered.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 43 Eff 10/1/82—Rec'd 9/17/82.
- PACKAGE PLANS**
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 8.00 7.75 7.50 7.25
30 sec 7.00 6.75 6.50 6.25
 - PROGRAM TIME RATES**
PER WK: 1 ti 26 ti 52 ti 104 ti 156 ti 260 ti
1/2 hr 42.00 41.00 40.00 39.00 38.00 37.00
5 min 15.00 14.75 14.50 14.25 14.00 13.75
9/85 (SMD)

KLKO (FM)

1982
ELKO

Mid 030239-000
See SRDS Spot Radio Small Markets Edition.

KRJC (FM)

1981
ELKO



Media Code 4 229 1000 0.00 Mid 027886-000
Holiday Broadcasting of Elko.
1859 Manzanita Dr., Box 1626, Elko, NV 89801. Phone 702-738-9895.

PROGRAMMING DESCRIPTION

KRJC (FM): MUSIC: Country Crossover. NEWS: at :30; UPI Network world news, local news, weather. SPORTS: UPI Radio network. FARM: programming available. Rec'd 11/29/83.

- PERSONNEL**
President—Ralph J. Carlson.
Vice-Pres./Gen'l Mgr.—Randy Mathis.
Operations Manager—Joseph R. Torsitano.
 - FACILITIES**
ERP 450 w. (horiz.), 450 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 761 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; payable 10 days.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Ely

White Pine County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KELY

1950
ELY

Mid 011994-000
See SRDS Spot Radio Small Markets Edition.

Fallon

Churchill County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KVLV

1957
FALLON

Mid 011995-000
See SRDS Spot Radio Small Markets Edition.

KVLV-FM

1968
FALLON

Mid 011996-000
See SRDS Spot Radio Small Markets Edition.

Henderson

Clark County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KMZQ (FM)

1983
HENDERSON

Media Code 4 229 1800 3.00 Mid 033999-000
Karas Radio Corp.
1555 E. Flamingo Rd., Suite 335, Las Vegas, NV 89109.
Phone 702-731-5100.

- REPRESENTATIVES**
Major Market Radio Sales.
1 min rate 1x: 32.00.

KREL

1956
HENDERSON

Media Code 4 229 2000 9.00 Mid 011998-000
Good News Radio
Sunset Rd. & Boulder Hwy., Box 400, Henderson, NV 89015. Phone 702-564-2591.

- REPRESENTATIVES**
Caballero Spanish Media, Inc.
1 min rate 1x: 12.00.

KXTZ (FM)

1970
HENDERSON



Media Code 4 229 2100 7.00 Mid 011999-000
Desert Communications Enterprises, Inc.
2300 Paseo Del Prado, Bldg B, Suite 112, Las Vegas, NV 89102. Phone 702-367-9494.

PROGRAMMING DESCRIPTION

KXTZ (FM): Programmed for adults 25+. MUSIC: easy listening. NEWS: 12 newscasts & 2 stock market reports daily M-F. Public affairs & information integrated into music. COMMERCIAL POLICY: maximum of 8 units per hour. Contact Representative for further details. Rec'd 8/27/82.

- PERSONNEL**
General Manager—Carol Patton.
General Sales Manager—Sandra Carter.
Operations Manager—Don W. Johnson.
 - REPRESENTATIVES**
Selcom Radio.
 - FACILITIES**
ERP 100,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1250 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

Incline Village

Washoe County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KLKT (FM)

1982
INCLINE VILLAGE

Mid 032715-000
See SRDS Spot Radio Small Markets Edition.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Las Vegas

(including North Las Vegas)

Clark County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KDWN

1975
LAS VEGAS

News/Talk

Media Code 4 229 2250 0.00 Mid 012000-000
Radio Nevada

1 Main St., Las Vegas, NV 89101. Phone 702-385-7212.

PROGRAMMING DESCRIPTION

KDWN: Programmed for men & women 18+. NEWS: 6-9 am, 4 person news team plus traffic reports from air & ground units; extensive information/tele-talk shows; live PERSONALITIES handle all segments; editorials. MUSIC: Big Band 7-10 pm. SPORTS: play-by-play major league baseball; pro basketball; college basketball & football; sports talk 10 pm-12M. Contact Representative for further details. Rec'd 7/24/84.

- PERSONNEL**
President—A. J. Williams.
General Sales Manager—Dennis Hubbard.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
50,000 w. days; 720 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 42b, 46, 47a.
Comb. Cont. Discounts: 60a, 60e, 60f, 60i, 60k, 61a.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Affiliated with Blair Representative Network.

TIME RATES

No. 9 Eff 10/1/84—Rec'd 9/24/84.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
CLASS AA
PER WK: 12 ti 18 ti 24 ti 36 ti 50 ti
1 min 22.75 20.75 19.25 18.00 16.50
30 sec 18.00 16.75 15.50 14.50 13.50
CLASS A
1 min 20.75 19.25 17.75 16.50 15.50
30 sec 16.50 15.25 14.00 13.50 12.50

KENO

1940
LAS VEGAS



Christal Radio



A Lotus Communications Corporations Station
Media Code 4 229 2400 1.00 Mid 012001-000
Lotus Communications Corp.
Box 26629, Las Vegas, NV 89126. Phone 702-876-1460.

PROGRAMMING DESCRIPTION

KENO: Programmed for adults. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 8/11/83.

- PERSONNEL**
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Nancy Reynolds.
 - REPRESENTATIVES**
Christal Radio.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1460 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Contracts 40a.
FM facilities: KOMP (FM).
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFMS (FM)

1963
LAS VEGAS

Media Code 4 229 2600 6.00 Mid 012003-000
Broadcast Associates, Inc.
Box 15223, Las Vegas, NV 89114. Phone 702-732-7753.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

KITT (FM)

1984
LAS VEGAS

Media Code 4 229 2700 4.00 Mid 034638-000
KITT, Inc.
925 E. Desert Inn Rd., Las Vegas, NV 89109. Phone 702-732-1363.

PROGRAMMING DESCRIPTION

KITT (FM): Personality Contemporary Hit Radio. Contact Representative for further details. Rec'd 11/26/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ken Copper.
Vice-President, Operations—Bal Henderson.
General Sales Manager—Brian Rouff.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,131 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KRAM.

TIME RATES

No. 1a Eff 5/1/84—Rec'd 9/25/84.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 5:30 am-midnight.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
1 ti	25 21 16	19 16 12
12 ti	24 20 15	18 15 11
18 ti	23 19 13	17 14 10
24 ti	21 17 12	16 13 9
36 ti	20 16 11	15 12 8

7. PACKAGE PLANS

TAP—5:30 AM-MIDNIGHT, 1/2AAA, 1/4AA, 1/4A
MINIMUM PER WK: 12 ti 24 ti
1 min 19 17
30 sec 14 13
ROS: 1-min 16.00; 30-sec 11.00.
5:30 am-7 pm. extra 2.00.

KLAV

1947
LAS VEGAS

Adult Top 40



Media Code 4 229 2800 2.00 Mid 012004-000
Frontier Media Corporation
Box 15290, Las Vegas, NV 89114. Phone 702-732-2555.

PROGRAMMING DESCRIPTION

KLAV: Programmed for adults 18-44. MUSIC: Contemporary hits. Contact Representative for further details. Rec'd 6/22/84.

1. PERSONNEL

President—Alvin L. Korgold.
Exec. Vice-Pres. & Gen'l Mgr.—William B. Berkey.
Program Director—Mike Reinhardt.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12b, 15d.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Contracts: 40a, 41, 42b, 45, 46.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KLUC (FM)

1963
LAS VEGAS



Media Code 4 229 3200 4.00 Mid 012005-000
Western Cities Broadcasting, Inc.
Box 14805, Las Vegas, NV 89114. Phone 702-739-9383.

PROGRAMMING DESCRIPTION

KLUC (FM): MUSIC: Contemporary. AIR PERSONALITIES w/call-in research and involved w/community functions & promotions. Contact Representative for further details. Rec'd 5/2/83.

1. PERSONNEL

Vice Pres. & Gen'l Mgr.—Keith Gerst.
Program Director—Bill Richards.
Sales Manager—Rick Denton.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 25,000 w.; 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 28a, 29a.
Contracts: 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60k.
AM facilities: KMJJ.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KMJJ

1956
NORTH LAS VEGAS



Media Code 4 229 3300 2.00 Mid 012006-000
Western Cities Broadcasting, Inc.
Box 14805, Las Vegas, NV 89114. Phone 702-739-9383.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Keith Gerst.
Program Director—Tim Maranville.
Sales Manager—Tom Humm.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

10,000 w. days, 2,500 w. nights; 1140 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.

Basic Rates: 20a, 22a, 23a, 28a, 29a.
Contracts: 45, 46, 48.

Comb.; Cont. Discounts: 60a, 60k.

FM facilities: KLUCC (FM).

Affiliated with ABC Entertainment Radio Network.

Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KNUU

1962
LAS VEGAS



Media Code 4 229 3400 0.00 Mid 012007-000
Las Vegas Electronics, Inc.
Magna Executive Center 2001 E. Flamingo, Las Vegas, NV 89109. Phone 702-735-8644.

2. REPRESENTATIVES

Weiss & Powell, Inc.
1 min rate 1x: 23.00.

KOMP (FM)

1956
LAS VEGAS



Christal Radio



Media Code 4 229 3500 7.00 Mid 012002-000
Lotus Communications Corp.
Box 26629, Las Vegas, NV 89126. Phone 702-876-1460.

PROGRAMMING DESCRIPTION

KOMP (FM): MUSIC: adult rock. Contact Representative for further details. Rec'd 1/25/83.

1. PERSONNEL

President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Nancy Reynolds.
Program Director—Charlie Morriss.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 100,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,520 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Contracts 40a.
AM facilities: KENO.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KORK

1951
LAS VEGAS



Media Code 4 229 3600 5.00 Mid 012008-000
Donrey of Nevada, Inc.
919 W. Bonanza, Las Vegas, NV 89106. Phone 702-386-5748.
Mailing Address: Box 4428, Las Vegas, NV 89127.

2. REPRESENTATIVES

Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KRAM

1947
LAS VEGAS



Media Code 4 229 4000 7.00 Mid 012010-000
Cole Industries Inc.,
925 Desert Inn Rd., Las Vegas, NV 89109. Phone 702-732-1363.

PROGRAMMING DESCRIPTION

KRAM: Personality country. Contact Representative for further details. Rec'd 8/13/79.

1. PERSONNEL

Vice-Pres., Gen'l Mgr. & Prog. Dir.—Ken Copper.
General Sales Manager—Brian Rouff.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KITT (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6a Eff 5/1/84—Rec'd 7/23/84.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—Mon thru Sat 7 pm-midnight; Sun 5:30 am-midnight.

B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
1 ti	29 25 20	22 19 15
12 ti	28 24 19	21 18 14
18 ti	27 23 17	20 17 13
24 ti	25 21 16	19 16 12
36 ti	24 20 15	18 15 11

B: 1-min 9.00; 30-sec 7.00.

7. PACKAGE PLANS

TAP—5:30 AM-MIDNIGHT 1/2AAA, 1/4AA, 1/4A
12 ti/wk minimum 23 17
24 ti/wk minimum 20 15
ROS—24 HOURS
Ea 17 13
5:30 am-7 pm: TAP rate plus 2.00.

KUDO (FM)

1980
LAS VEGAS



Media Code 4 229 4600 4.00 Mid 012011-000
Quality Broadcasting Corp.
66 E. Tropicana Ave., Box 18401-14B, Las Vegas, NV 89109. Phone 702-798-5657.
Mailing Address: Box 18401-14B, Las Vegas, NV 89114.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 25.00.

KVEG

1954
NORTH LAS VEGAS



Media Code 4 229 4900 8.00 Mid 011997-000
Broadcast Associates, Inc.
Box 15223, Las Vegas, NV 89114. Phone 702-732-7753.

2. REPRESENTATIVES

Katz Radio.
Rates have been temporarily withdrawn by station.

KXTZ (FM)

1970
HENDERSON



(This is a paid duplicate of the listing under Henderson, Nevada.)

Media Code 4 229 2100 7.00 Mid 011999-000
Desert Communications Enterprises, Inc.
2300 Paseo Del Prado, Bldg B, Suite 112, Las Vegas, NV 89102. Phone 702-367-9494.

PROGRAMMING DESCRIPTION

KXTZ (FM): Programmed for adults 25+. MUSIC: easy listening. NEWS: 12 newscasts & 2 stock market reports daily M-F. Public affairs & information integrated into music. COMMERCIAL POLICY: maximum of 8 units per hour. Contact Representative for further details. Rec'd 8/27/82.

1. PERSONNEL

General Manager—Carol Patton.
General Sales Manager—Sandra Carter.
Operations Manager—Don W. Johnson.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1250 ff. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KYRK (FM)

(formerly KEER (FM))

1961
LAS VEGAS



Media Code 4 229 5050 1.00 Mid 012009-000
Donrey of Nevada, Inc.
919 W. Bonanza, Las Vegas, NV 89106. Phone 702-386-5748.

Mailing Address: Box 4428, Las Vegas, NV 89127.

2. REPRESENTATIVES

Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

North Las Vegas

Clark County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Las Vegas

(including North Las Vegas)

Reno

(including Sparks)

Washoe County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBET

1946
RENO

MOR



Media Code 4 229 5200 2.00 Mid 012012-000
Reno Electronics Inc.
100 N. Arlington, Suite 240, Reno, NV 89510. Phone 702-322-1340.

PROGRAMMING DESCRIPTION

KBET: MUSIC: Unforgettable Hits from 1940-1977. Contact Representative for further details. Rec'd 11/2/84.

1. PERSONNEL

President—Robert Bernstein.
Vice President—Joe McMurray.

2. REPRESENTATIVES

Unirep Broadcasting Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

Eff 10/15/84—Rec'd 11/2/84.

6. SPOT ANNOUNCEMENTS	1 min	18 ti	24 ti	36 ti
MON THRU FRI 6-9 AM	17	16	15	14
	14	13	12	11
MON THRU FRI 9 AM-4 PM				

NEVADA

Reno—cont

KCBB—cont

- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1230 khz. Non-Directional. Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60h, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: KRNO (FM).
Affiliated with Supernet.
Affiliated with RKO Radioshows.
Affiliated with CBS RADIORADIO.
Sold in combination with KRNO (FM). See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
40% of KRNO (FM)/KCBB combination.

KHTX (FM)

1974
CARNELIAN BAY



(This is a paid duplicate of the listing under Carnelian Bay, California.)

Media Code 4 205 1185 9.00 Mid 008518-000
The December Group
24 Highway 28, Box 1365, Crystal Bay, NV 89402. Phone 702-831-5102, 916-546-5936.
Main Office, 304 S. Broadway, Suite 520, Los Angeles, CA 90013.

PROGRAMMING DESCRIPTION

KHTX (FM): Programmed for adults 18-49. MUSIC: Contemporary hits featuring AIR PERSONALITIES. NEWS: extensive local news, weather & recreation reports. FEATURES: network Top 30 Countdown; heavy audience participation & promotion; Lake Tahoe features. Contact Representative for further details. Rec'd 4/20/84.

- 1. PERSONNEL**
President—Tom Quinn.
General Manager—Karl Crass.
Sales Manager—Bill Wilson.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 103.7 mhz. Stereo. Operating schedule: 24 hours daily. PST.
Antenna ht.: 9,720 ft. above mean sea level.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7b.
Basic Rates: 20a, 20b, 21b, 22a.
Comb.: 60d, 60f, 60j, 60k.
Prod. Services: 80, 82.
AM facilities: KTRT, Truckee, CA.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

KNEV (FM)

1953
RENO



McGAVREN GUILD RADIO



A Price Broadcasting Company Station

Media Code 4 229 6400 7.00 Mid 012015-000
Sierra Pacific Broadcasting Co. Inc.
2450 Wrondel Way, Reno, NV 89502. Phone 702-825-5700.
Mailing Address: Box 11920, Reno, NV 89510.

PROGRAMMING DESCRIPTION

KNEV (FM): Programming for 25+. MUSIC: Easy Listening with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 1/23/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert H. Glassburn.
Operations Manager—Gary DeMaroney.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 60,000 w. day, 60,000 w. night; 95.5 mhz. Stereo. Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,250 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KOH

1928
RENO



Media Code 4 229 6800 8.00 Mid 012016-000
Klein Broadcasting
1500 E. Prater Way, Sparks, NV 89431. Phone 702-356-8000.
Address correspondence to:
Box 2271, Reno, NV 89505.

2. REPRESENTATIVES

Katz Radio.
1 min rate 1x: 32.00.

KOLO



1946
RENO

EASTMAN RADIO, INC.



Media Code 4 229 7200 0.00 Mid 012017-000
Donrey Media Group
Box 10800, Reno, NV 89510. Phone 702-786-0920.
Mailing Address: Box 10800, Reno, NV 89510.

PROGRAMMING DESCRIPTION

KOLO: Programmed for adults 25-54. MUSIC: Country. Contact Representative for further details. Rec'd 2/23/84.

- 1. PERSONNEL**
President—Donald W. Reynolds.
General Manager—John Rogers.
Sales Manager—Phil Swenke.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 25c, 28b, 28c, 29a, 30a, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES

Eff—Rec'd 2/23/84.
AAA—Mon thru Fri 6-10 am & 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-8 pm.
A—Mon thru Sat 8 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
GRID: — 1 min — — 30 sec —
AAA AA A AAA AA A
I 38 32 18 29 26 13
II 33 29 15 27 23 12
III 30 26 14 24 21 11
IV 27 23 13 22 18 10
V 24 20 12 19 16 9

- 10. SPECIAL FEATURES**
Network features for sponsorship, incl open & close.
1-min/30-sec 30.00.

KONE

1955
RENO



Christal Radio



A Lotus Communication Corporation Station
Media Code 4 229 7600 1.00 Mid 012018-000
Lotus Radio Corp.
2900 Suro St., Box 1928, Reno, NV 89505. Phone 702-329-9261.

PROGRAMMING DESCRIPTION

KONE: MUSIC: modern country music. NEWS: local on hour, network at :30. Contact Representative for further details. Rec'd 1/27/71.

- 1. PERSONNEL**
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—David T. Newman.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 61.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KOZZ (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

KONE/KOZZ (FM) COMBINATION
Eff—Rec'd 4/6/84.
AAA—6-10 am & 3-7 pm.
AA—6 am-7 pm, BTA.
A—6 am-midnight, BTA.

6. SPOT ANNOUNCEMENTS
PER 1 min — — 30 sec —
1 WK: AAA AA A AAA AA A
1 ti 52.00 49.50 45.00 41.00 39.00 36.00
20+ 47.50 45.00 40.50 38.00 36.00 32.00
MINIMUM 4 WK:
1 ti 43.00 40.50 36.00 34.00 32.00 28.00
20+ 39.50 37.00 33.50 31.00 29.00 26.00

KONE only: 55% of KONE/KOZZ (FM) combination.

KORY

1960
SPARKS

Media Code 4 229 7750 4.00 Mid 012022-000
Jonsson Communications Corp.
Suite 230 680 Greenbrae, Sparks, NV 89431. Phone 702-331-1909.

2. REPRESENTATIVES

Selcom Radio.
1 min rate 1x: 22.00.

KOZZ (FM)

1971
RENO



Christal Radio



A Lotus Communications Corporation Station
Media Code 4 229 7700 9.00 Mid 012019-000
Lotus Radio Corp.
2900 Suro St., Box 1928, Reno, NV 89505. Phone 702-329-9261.

PROGRAMMING DESCRIPTION

KOZZ (FM): MUSIC: Live album oriented rock. Contact Representative for further details. Rec'd 12/12/78.

- 1. PERSONNEL**
President—Howard T. Kalmenson.
Vice-Pres. & Gen'l Mgr.—David T. Newman.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
ERP 75,000 w.; 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,120 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8, 12b, 13b, 14b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 61.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KONE.
Affiliated with ABC FM Network.
Affiliated with NBC-The Source.
Sold in combination with KONE. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
65% of KONE/KOZZ (FM) combination.

KRNO (FM)

1974
RENO



Adult Contemporary



Media Code 4 229 7800 7.00 Mid 012020-000
Roth Communications,
475 E. Moana Ln., Reno, NV 89502. Phone 702-826-1355.
Mailing Address: Box 10630, Reno, NV 89510.

- 1. PERSONNEL**
President—David A. Roth.
Vice-Pres. & Gen'l Mgr.—Robert N. Ordonez.
Local Sales Manager—Janet Perry.
Operations Manager—Larry Irons.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 70,000 w. (horiz.), 70,000 w. (vert.); 106.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,214 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60h, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
AM facilities: KCBB.
Affiliated with Supernet.
Affiliated with CBS RADIORADIO.

TIME RATES

KRNO (FM)/KCBB COMBINATION
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 4/26/84.

7. PACKAGE PLANS TAP I II III
GRID: 1 min, flat 48 43 36
30 sec: 85% of 1-min.

KRNO (FM) only: 80% of KRNO (FM)/KCBB combination.



KROW

780 AM STEREO 50,000 WATTS

"One great song after another"

SERVING NORTHERN NEVADA AND THE REST OF THE WEST.



A SUBSIDIARY OF PRICE BROADCASTING COMPANY

KROW

1970
RENO



McGAVREN GUILD RADIO



Media Code 4 229 7900 5.00 Mid 012014-000
Sierra Pacific Broadcasting Co., Inc.
2450 Wrondel Way, Reno, NV 89502. Phone 702-825-5700.
Mailing Address: Box 11920, Reno, NV 89510.

PROGRAMMING DESCRIPTION
KROW: Contemporary Country; target demo 25+.
NEWS: fully staffed local dept; UPI Audio; local & west coast weather; Sierra travel information & local ski reports in season. Contact Representative for further details. Rec'd 10/31/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert H. Glassburn.
Sales Manager—Magda Martinez.
Operations Manager—Gary DeMaroney.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
50,000 w.; 780 mhz. Stereo. Directional nights.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 28b, 28c, 30.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60h, 62d.
Cancellations: 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KNEV.

TIME RATES

Eff—Rec'd 6/24/82.
AM Drive—Mon thru Sat 5:30-10am.
PM Drive—Mon thru Sat 3-10 pm.
Midday—Mon thru Sat 10 am-3 pm; Sun 8 am-midnight.
Nighttime—Mon thru Sun 10 pm-5 am.

- 6. SPOT ANNOUNCEMENTS**
GRID: — 1 min — 30 sec —
AMD/MD/PMD 24 22 20 18
NT 22 20 18 16

7. PACKAGE PLANS

TAP—1/4 EACH DAYPART
GRID: High Range Low Range
1 min 20 15
30 sec 18 13

KSRN-FM

1966
RENO

Media Code 4 229 8000 3.00 Mid 012021-000
RAESCO, Inc.
5011 Meadowood Way, Suite 301, Reno, NV 89502.
Phone 702-826-7200.
1 min rate 1x: 18.00.

Sparks

Washoe County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

See Reno
(including Sparks)

Sun Valley

Washoe County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KSRN
1984
SUN VALLEY

Mid 034792-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Winnemucca

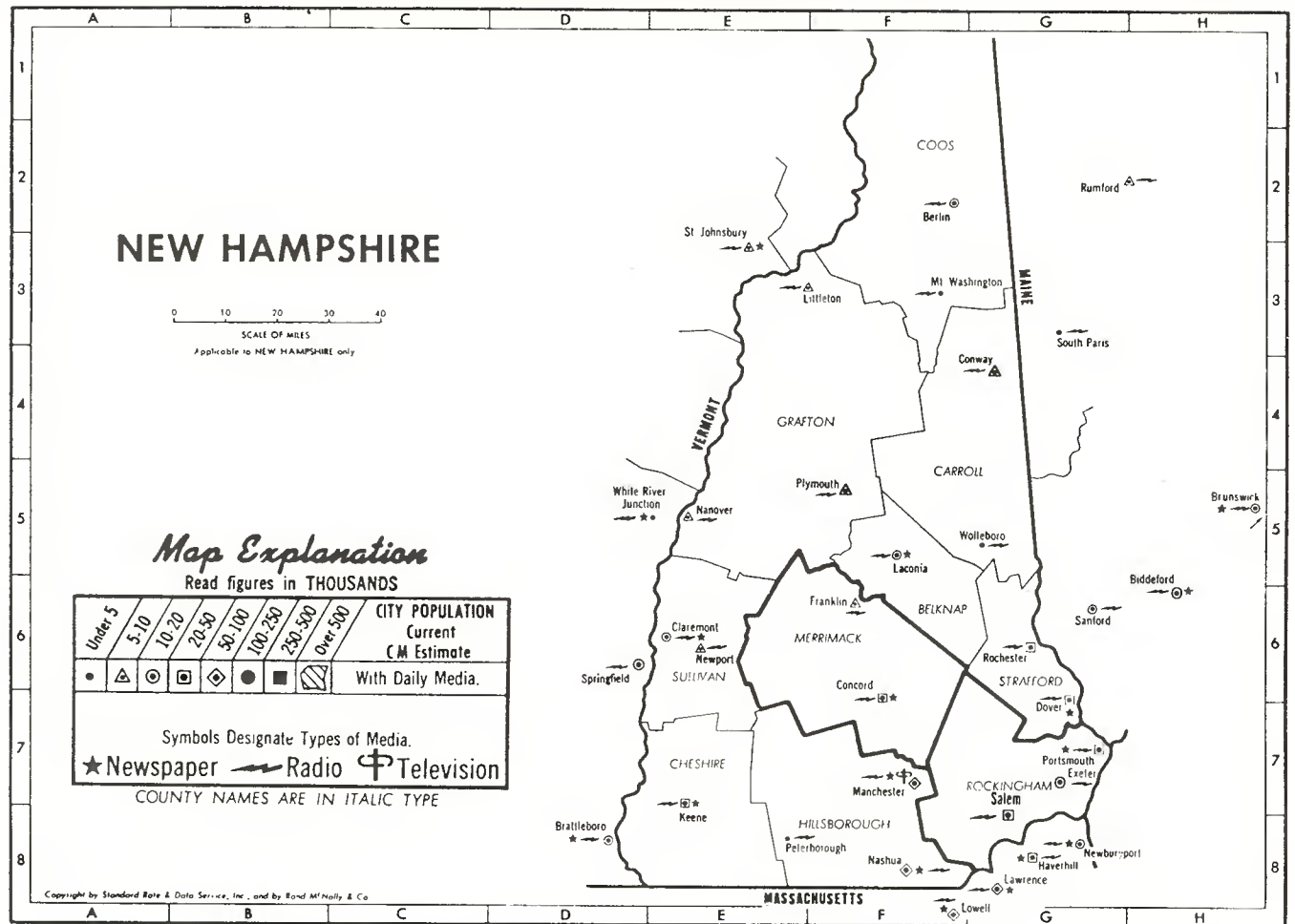
Humboldt County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KWNA
1955
WINNEMUCCA
KWNA-FM
1982
WINNEMUCCA

Mid 012023-000
See SRDS Spot Radio Small Markets Edition.

NEW HAMPSHIRE

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



NEW HAMPSHIRE

State, County, City, Metro Area Data

NEW HAMPSHIRE

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984							—Total Retail Sales—		Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$)	% Distribution of Households				Food (\$000)	Drug (\$000)	By Selected Store Types										
				14999 to	15000 to	35000 to	50000 and over			General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
NEW HAMPSHIRE STATE TOTALS.....	967.4	343.13	9,652,257	28,130	28.0	43.6	17.1	11.3	5,066,825	14,766	1,098,459	171,838	734,885	241,407	260,504	859,898	448,242	547.93	4.1	5.89
BELKNAP F-6	45.9	16.82	418,162	24,861	33.1	45.4	13.8	7.7	235,002	13,972	51,707	8,256	35,062	11,017	11,570	39,745	20,909	26.59	.1	.20
CARROLL F-5	30.7	12.28	306,360	24,948	35.2	44.4	11.8	8.5	167,832	13,667	37,133	5,974	25,305	7,820	8,124	28,348	14,965	20.1312
CHESHIRE E-7	64.5	22.87	605,438	26,473	29.4	46.6	16.0	8.0	329,847	14,423	71,958	11,356	48,418	15,610	16,656	55,898	29,251	36.50	.1	.27
COOS F-2	34.6	12.86	274,956	21,381	38.5	46.2	10.1	4.9	171,321	13,322	38,162	6,195	26,162	7,922	8,119	28,891	15,316	17.7710
GRAFTON E-4	68.2	24.32	604,230	24,845	34.2	45.1	12.4	8.3	336,851	13,851	74,293	11,901	50,485	15,751	16,465	56,939	29,998	37.28	.4	.38
HILLSBOROUGH F-8	288.6	100.85	3,170,380	31,437	23.4	38.8	20.8	17.0	1,558,990	15,459	334,044	51,389	221,049	75,205	82,809	265,289	137,300	158.25	1.4	2.32
Manchester	89.3	34.10	885,196	25,959	490,212	14,376	107,035	16,911	72,077	23,177	24,691	83,058	43,486	44.03	.3	.95
Manchester Metro Area (Official MSA).....	130.7	47.13	1,321,010	28,029	28.0	42.9	18.0	11.1	699,009	14,832	151,375	23,644	101,169	33,343	36,051	118,660	61,812	67.73	.4	1.14
Manchester-Nashua Metro Area (county basis).....	288.6	100.85	3,170,380	31,437	23.5	40.7	20.2	15.6	1,558,990	15,459	334,044	51,389	221,049	75,205	82,809	265,289	137,300	158.25	1.4	2.32
Nashua	70.4	25.76	829,413	32,198	400,813	15,560	85,742	13,159	56,652	19,368	21,384	68,230	35,278	38.00	.7	.79
Nashua Metro Area (Official MSA).....	154.7	52.31	1,816,070	34,717	18.3	38.9	23.5	19.3	846,230	16,177	179,286	27,128	117,368	41,301	46,323	144,368	74,208	88.17	1.1	1.20
MERRIMACK F-6	102.8	36.61	1,010,010	27,588	27.1	46.3	16.8	9.9	536,333	14,650	116,521	18,282	78,106	25,495	27,408	90,977	47,486	59.15	.2	.48
ROCKINGHAM G-7	205.6	71.90	2,170,320	30,185	34.6	45.4	13.1	6.9	1,104,000	15,355	236,953	36,542	157,050	53,162	58,372	187,792	97,292	123.56	1.6	1.33
Portsmouth	25.8	9.39	222,494	23,695	128,154	13,648	28,377	4,570	19,352	5,966	6,188	21,642	11,430	12.61	1.0	.37
Portsmouth-Dover- Rochester Metro Area (Official MSA).....	198.3	71.20	1,875,410	26,340	29.7	45.4	15.4	9.5	1,026,910	14,423	224,029	35,354	150,743	48,596	51,852	174,026	91,066	111.12	1.6	1.37
Portsmouth-Dover- Rochester Metro Area (county basis).....	294.9	102.64	2,936,250	28,607	25.7	44.1	18.4	11.7	1,540,230	15,006	332,531	51,715	221,615	73,709	80,121	261,643	136,041	171.33	1.8	1.88
STRAFFORD G-6	89.2	30.74	765,924	24,916	33.6	44.2	13.3	8.9	436,226	14,191	95,578	15,173	64,565	20,547	21,749	73,851	38,749	47.88	.3	.55
Dover	22.5	8.49	205,678	24,226	119,190	14,039	26,189	4,174	17,737	5,596	5,892	20,165	10,599	12.2617
Rochester	22.5	8.17	200,851	24,584	116,641	14,277	25,514	4,041	17,210	5,504	5,844	19,754	10,354	12.4811
SULLIVAN E-6	37.3	13.88	326,477	23,521	34.8	47.2	12.4	5.6	190,423	13,719	42,110	6,770	28,683	8,878	9,232	32,168	16,976	20.8214

NEW HAMPSHIRE

NEW HAMPSHIRE

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Berlin

Cos County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WBRL
1962
BERLIN

Mid 012024-000
See SRDS Spot Radio Small Markets Edition.

WMOU (FM)
1952
BERLIN

Mid 012025-000
See SRDS Spot Radio Small Markets Edition.

Claremont

Sullivan County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WHDQ (FM)
(formerly WECM (FM))
1945
CLAREMONT

NRBA

Media Code 4 230 1650 0.00 Mid 029722-000
Dynamac Corporation
221 Washington St., Claremont, NH 03743. Phone 603-542-7735

PROGRAMMING DESCRIPTION
WHDQ (FM): Programmed for adults 18-49. MUSIC: Contemporary hits with Oldies. NEWS: local & reg'l interests in drive. COMMERCIAL POLICY: max 4 breaks/hr. Contact Representative for further details. Rec'd 12/11/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jeffrey Shapiro.
General Sales Manager—Will Stanley.
Program Director—Mark Belmonte.
- REPRESENTATIVES**
Boston—The Queen Company.
CONRAC Resor: Representative.
- FACILITIES**
ERP 8,900 w. (horiz.); 8,900 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 990 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTSV.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff 11/21/84—Rec'd 11/21/84.
AAA—6-10 am & 3-7 pm.
AA—6 am-7 pm.
A—ROS.

	1 min			30 sec		
	1 ti	10 ti	20 ti	1 ti	10 ti	20 ti
AAA	24.50	23.50	22.50	17.00	16.50	16.00
AA	21.50	21.00	20.00	14.50	14.00	13.50
A	19.50	19.00	18.00	12.50	12.00	11.00

(SMD)

WTSV
1948
CLAREMONT

Mid 012026-000
See SRDS Spot Radio Small Markets Edition.

Concord

Merrimack County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WJYY (FM)

CONCORD

nab

Media Code 4 230 2250 8.00 Mid 032031-000
Rumford Communications, Inc.
7 Perley St., Box 422, Concord, NH 03301. Phone 603-228-9036

RAB

PROGRAMMING DESCRIPTION
WJYY (FM): Programmed for adults 25-54. MUSIC: Easy Adult Contemporary with live AIR PERSONALITIES. NEWS: Emphasis on local & state; newscasts at :60 & :30 from 5-8:30 am, noon, 4, 5, 6, & 10 pm. COMMERCIAL POLICY: Limit 8 units per hr. Contact Representative for further details. Rec'd 10/5/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Lindsay Collins.
Sales Manager—Stuart Richter.
Program Director—Chuck Morgan.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 1,720 w. (horiz.), 1,720 w. (vert.); 105.5 mhz. .
Operating schedule: 24 hours daily. EST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES
Eff 10/1/84—Rec'd 10/8/84.

WITHIN 7 DAYS:	CLASS AA—GUARANTEED DAYPARTS			
	Open	12 ti	18 ti	24 ti
1 min	40	37	34	32
30 sec	36	33	31	29

	CLASS A—BTA/ROS			
	1 min	10 ti	20 ti	30 sec
1 min	31	29	27	25
30 sec	28	26	24	22

WKXL
1946
CONCORD

CBS RADIO
AFFILIATE

nab

Media Code 4 230 2100 5.00 Mid 012027-000
Capitol Broadcasting Corp., Inc.
Box 875, 37 Reddington Rd., Concord, NH 03301. Phone 603-225-5521

PROGRAMMING DESCRIPTION
WKXL: Programmed for adults, emphasis on news, sports & tele/talk. MUSIC: Adult Contemporary, emphasis on major songs of 60's-80's. AIR PERSONALITIES handle all segments. NEWS: emphasis on state & local; blocks M-F 6:30-9 am, noon-12:30 pm, 4-6:30 pm & 11-11:25 pm; mobile unit. SPORTS: pro baseball, hockey & football; high school football, basketball, hockey & baseball. TALK: buy, sell, trade, phone program M-F 9:10-9:25 am & Sat 9:30-10 am; tele/talk M-F 9:30-11 am; sports tele/talk Wed 6:30-8 pm. FEATURES: remote facilities. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule 5:30 am-11:25 pm. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 62d, 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Member: Northeast Ag Network.

TIME RATES
No. 25 Eff 9/1/84—Rec'd 8/24/84.

PER YR:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 x	27.05	25.90	23.55	22.35	21.20	18.80
52 x	25.90	24.70	22.35	21.20	20.00	17.65
104 x	24.70	23.55	21.20	20.00	18.80	16.45
156 x	23.55	22.35	20.00	18.80	17.65	15.30
260 x	22.35	21.20	18.80	17.65	16.45	14.10

PER YR:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
312 x	21.20	20.00	17.65	16.45	15.30	12.95
520 x	20.00	18.80	16.45	15.30	14.10	11.75
1000 x	18.80	17.65	15.30	14.10	12.95	10.60

7. PACKAGE PLANS
TAP—14 DAYS
ROS: 12 ti 18 ti 36 ti 60 ti
1 min 22.35 21.20 20.00 18.80
30 sec 17.65 16.45 15.30 14.10

8. PROGRAM TIME RATES
PER YR: 1x 52x 104x 156x 260x 312x
2 min 31.75 30.60 29.40 28.25 27.05 24.70
5 min 36.45 35.30 34.10 32.95 31.75 29.40
10 min 47.05 45.90 44.70 43.55 42.35 40.00

10. SPECIAL FEATURES
Swap shop co-sponsorship—45 sec 17.65.
Noon/evening sports co-sponsorship—30 sec 16.45.
Party Line—1 min 18.80; 30 sec 16.45.

(CR)

WKXL-FM
1972
CONCORD

nab

Media Code 4 230 2101 3.00 Mid 012028-000
Capitol Broadcasting Corp., Inc.
37 Reddington Rd., Box 875, Concord, NH 03301. Phone 603-225-5521

PROGRAMMING DESCRIPTION
WKXL-FM: Programmed for adults & young adults. MUSIC: Adult Contemporary, Sound 10. NEWS: network at :60, state & local in drive at :25 & :55; mobile unit. SPORTS: college football, basketball & hockey. FEATURES: remote facilities. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 62d, 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES
No. 6 Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

PER YR:	1 min			30 sec		
	AAA	AA	AAA	AA	AAA	AA
1 x	24.70	22.35	20.00	18.80	17.65	16.45
52 x	23.55	21.20	18.80	17.65	16.45	15.30
104 x	22.35	20.00	17.65	16.45	15.30	14.10
156 x	21.20	18.80	16.45	15.30	14.10	12.95
260 x	20.00	17.65	15.30	14.10	12.95	11.75
312 x	18.80	16.45	14.10	12.95	11.75	10.60
520 x	17.65	15.30	12.95	11.75	10.60	9.40
1000 x	16.45	14.10	11.75	10.60	9.40	8.20

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 62d, 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES
No. 6 Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

PER YR:	1 min			30 sec		
	AAA	AA	AAA	AA	AAA	AA
1 x	24.70	22.35	20.00	18.80	17.65	16.45
52 x	23.55	21.20	18.80	17.65	16.45	15.30
104 x	22.35	20.00	17.65	16.45	15.30	14.10
156 x	21.20	18.80	16.45	15.30	14.10	12.95
260 x	20.00	17.65	15.30	14.10	12.95	11.75
312 x	18.80	16.45	14.10	12.95	11.75	10.60
520 x	17.65	15.30	12.95	11.75	10.60	9.40
1000 x	16.45	14.10	11.75	10.60	9.40	8.20

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 62d, 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES
No. 6 Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

PER YR:	1 min			30 sec		
	AAA	AA	AAA	AA	AAA	AA
1 x	24.70	22.35	20.00	18.80	17.65	16.45
52 x	23.55	21.20	18.80	17.65	16.45	15.30
104 x	22.35	20.00	17.65	16.45	15.30	14.10
156 x	21.20	18.80	16.45	15.30	14.10	12.95
260 x	20.00	17.65	15.30	14.10	12.95	11.75
312 x	18.80	16.45	14.10	12.95	11.75	10.60
520 x	17.65	15.30	12.95	11.75	10.60	9.40
1000 x	16.45	14.10	11.75	10.60	9.40	8.20

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 62d, 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES
No. 6 Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

PER YR:	1 min			30 sec		
	AAA	AA	AAA	AA	AAA	AA
1 x	24.70	22.35	20.00	18.80	17.65	16.45
52 x	23.55	21.20	18.80	17.65	16.45	15.30
104 x	22.35	20.00	17.65	16.45	15.30	14.10
156 x	21.20	18.80	16.45	15.30	14.10	12.95
260 x	20.00	17.65	15.30	14.10	12.95	11.75
312 x	18.80	16.45	14.10	12.95	11.75	10.60
520 x	17.65	15.30	12.95	11.75	10.60	9.40
1000 x	16.45	14.10	11.75	10.60	9.40	8.20

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard W. Osborne.
Sales Manager—J. W. Patrick Chaloux.
Ass't Mgr. & Oper. Dir.—James J. Jeannotte.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont.

NEW HAMPSHIRE

Hanover—cont

WDCR—cont

7. PACKAGE PLANS

PER YR:	CLASS AAA OR GUARANTEED				
	156x	312x	624x	936x	
1 min	11.75	11.30	10.80	9.90	
30 sec	9.90	9.40	8.95	8.45	
CLASS AA OR BTA 6 AM-7 PM					
1 min	10.80	10.35	9.90	9.40	
30 sec	8.95	8.45	8.00	7.50	
CLASS A OR ROS 6 AM-MIDNIGHT					
1 min	9.90	9.40	8.95	8.45	
30 sec	8.00	7.50	7.05	6.60	
TAP					
BTA:	1 min	30 sec	BTA:	1 min	30 sec
24 ti/1 wk	10.00	7.65	72 ti/3 wk	9.40	7.05
48 ti/2 wk	9.70	7.35	96 ti/4 wk	9.10	6.75

10. SPECIAL FEATURES

News/Weather Sports—13-wk minimum, 1-min 70.60; 30-sec 56.45. 1 or more sponsorships earns 1560x rate.

May be combined with WFRD (FM) for frequency discount.

(SMD)

WFRD (FM)



1976
HANOVER



american contemporary
radio network

NRBA

Media Code 4 230 3750 6.00 Mid 012036-000
The Trustees of Dartmouth College
Box 957, Hanover, NH 03755, Phone 603-646-3313.

PROGRAMMING DESCRIPTION

WFRD (FM): MUSIC: 60% Album Oriented Rock, 30% Classical, 10% Jazz. NEWS: network at :56; local at :52 in drive times. SPORTS: reports at :55 in drive times; college football. Contact Representative for further details. Rec'd 6/5/84.

1. PERSONNEL

General Manager—Kathleen Mulligan.
Sales Manager—Will Stanley.
Program Director—Ray Wagner.

2. REPRESENTATIVES

New England—Kettell-Carter, Inc.

3. FACILITIES

ERP 3,000 w.; 99.3 mhz. Circular polarization. Stereo. Operating schedule: 20 hours daily. EST. Antenna ht.: 287 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WDCR.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATE SAME

Eff 6/29/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
AAA	AA	A	AAA	AA
1 ti	14.70	13.50	12.35	11.15
7 ti	14.10	12.95	11.75	10.60
28 ti	12.35	11.15	10.00	8.80
21 ti	12.95	11.75	10.60	9.40
28 ti	12.35	11.15	10.00	8.80

7. PACKAGE PLANS

PER YR:	CLASS AAA OR GUARANTEED				
	156x	312x	624x	936x	
1 min	11.75	11.30	10.80	9.90	
30 sec	9.90	9.40	8.95	8.45	
CLASS AA OR BTA 6 AM-6 PM					
1 min	10.80	10.35	9.90	9.40	
30 sec	8.95	8.45	8.00	7.50	
CLASS A OR ROS 6 AM-MIDNIGHT					
1 min	9.90	9.40	8.95	8.45	
30 sec	8.00	7.50	7.05	6.60	
TAP					
BTA:	1 min	30 sec	BTA:	1 min	30 sec
24 ti/1 wk	10.00	7.65	72 ti/3 wk	9.40	7.05
48 ti/2 wk	9.70	7.35	96 ti/4 wk	9.10	6.75

10. SPECIAL FEATURES

News/Sports/Weather/Classical—13 wk minimum, 1-min 70.60; 30-sec 56.45. 1 or more sponsorships earns 1560x rate.

May be combined with WDCR for frequency discount.

(SMD)

WNHV

1959
WHITE RIVER JUNCTION, VT
WNHV-FM

1959
WHITE RIVER JUNCTION, VT

Affiliated with MBS Radio Network.
See listing under city of license.

Mid 014720-000

WTSL

1950
HANOVER



Media Code 4 230 3900 7.00 Mid 012037-000
Sound Citizen Communications Corp. Inc.
Box 1400, Lebanon, NH 03766. Phone 1-603-448-1400,
643-2200.

PROGRAMMING DESCRIPTION

WTSL: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 2/11/80.

1. PERSONNEL

President—James M. Canto.
General Manager—Darrel Clark.
Sales Manager—Gretchen Fairweather.

2. REPRESENTATIVES

National—call station direct.
Kadetsky Broadcast Properties, Inc.

3. FACILITIES

1,000 w.; 1400 khz. Non-directional.
Operating schedule: 18 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 3/1/84—Rec'd 3/12/84.

6. SPOT ANNOUNCEMENTS

FIXED TIME	6 ti	12 ti	18 ti	24 ti	30 ti
	1 min	19.00	18.00	17.00	16.00
30 sec	15.50	14.75	14.00	13.25	11.00
BTA					
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	12.00	13.25	12.50	11.75	10.50

7. PACKAGE PLANS

BULK, PER YR:	250x	500x	1000x
	1 min	16.00	15.00
30 sec	13.25	12.50	10.25

10. SPECIAL FEATURES

News/Weather/Sports—Incl open & close plus 30-sec. 5-min news & sports 1-30 sec 25.00 ea. Weather plan 1-30 sec 90.00 for 5 rotating. 10-min news 2-30 sec 35.00 ea.

(SMD) (CR-2)

Keene

Cheshire County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WKBK



1959
KEENE

Roslin Radio



Media Code 4 230 4200 1.00 Mid 012038-000
Radio Keene Inc.
13 Lamson St., Keene, NH 03431. Phone 603-352-6113.

PROGRAMMING DESCRIPTION

WKBK: MUSIC: Contemporary blend of current 45's plus golden oldies. NEWS: local dept w/mobile unit, holiday wknd road conditions. 3 staff meteorologists w/weather updated 3x/day. FEATURES: open mike talk show 8:35-9:30 am M-F; Sat, 9-10 am; consumer action line. SPORTS: local. Contact Representative for further details. Rec'd 11/22/82.

1. PERSONNEL

President—Harold H. Segal.
Vice-Pres. & Gen'l Mgr.—Talbot R. Hood.

2. REPRESENTATIVES

Roslin Radio Sales.
New England—Kettell-Carter, Inc.

3. FACILITIES

1,000 w.; 1220 khz. Non-directional.
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 2/1/85—Rec'd 1/17/85.

7. PACKAGE PLANS

WEEKLY	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
	BTA:	13.45	12.55	11.80	11.00	10.15
1 min	10.75	10.05	9.45	8.85	8.10	7.50
30 sec	8.05	7.50	7.05	6.60	6.05	5.60

YEARLY BULK	250x	500x	750x	1000x
	1 min	11.05	10.35	9.75
30 sec	8.75	8.20	7.70	7.10
10 sec	6.55	6.15	5.75	5.35

Guaranteed drive times (preempt BTA), per spot, extra 2.75.
Fixed position, extra 4.00 per spot.

9. PARTICIPATING PROGRAMS

Open Mike—Mon thru Fri 8:30-9:30 am; Sat 9:00-10 am;
1 min, flat 26.20 30 sec, flat 21.10

(SMD)

WKNE

1927
KEENE



SAVALLI & SCHUTZ

INCORPORATED



Media Code 4 230 4500 4.00 Mid 012039-000
WKNE Corp.
Stanhope Ave., Box 466, Keene, NH 03431. Phone 603-352-9230.

PROGRAMMING DESCRIPTION

WKNE: MUSIC: Contemporary, 50% current, 50% oldies. NEWS: network, local & state; blocks 8-8:30 am, 5-5:45 pm; stock report 5:40 pm. SPORTS: high school football, basketball, baseball, major league baseball, pro football. FEATURES: talk 11:30 am-noon M-F; buy, sell, trade program M-F 10:30-10:45 am. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—E. H. Close.
General Sales Manager—Douglas D. Warner.
Program Director—Howard Corday.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

5,000 w.; 1290 khz. Directional.
Operating schedule: Sun-Sat 5:15-12:15 am. EST.
Partial simulcast operation. Simulcast Mon-Sat 5:15-9 am; Sun 6-8:15 am. For non-simulcast facilities see WNBX-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WNBX-FM.

TIME RATES

No. 32 Eff 11/1/84—Rec'd 9/24/84.

AM Drive—Mon thru Sat 5:30-10 am.
PM Drive—Mon thru Sat 3-7 pm.
Other—All other times.

7. PACKAGE PLANS

WEEKLY—1 MINTUE	12 ti	24 ti	36 ti
	ROS	14	12
AMD	20	18	15
PMD	17	15	12

30 SECONDS	11.00	10.00	9.00
	ROS	11.00	10.00
AMD	16.50	15.00	13.50
PMD	14.75	12.50	11.50

ANNUAL VOLUME	312x	624x	936x
	1 min	15.00	12.50
30 sec	12.50	10.00	9.00

WEEKLY—1 MINTUE	12 ti	24 ti	36 ti
	1 min	10	9
30 sec	8	7	6

ANNUAL VOLUME	312x	624x	936x
	1 min	12.50	11.00
30 sec	10.00	9.00	8.00

Guaranteed time, 20%.

TAP—14 DAY MAXIMUM-1/4AMD, 1/4PMD, 1/2ROS	24 ti	36 ti	48 ti
	1 min	15.00	12.50
30 sec	12.50	10.00	9.00

FRI 7 PM-SUN 11:59 PM—50% SAT & SUN 10 AM-3 PM, 1/2 ROS	12 ti	24 ti	36 ti
	1 min	10	9
30 sec	8	7	6

ANNUAL VOLUME	312x	624x	936x
	1 min	12.50	11.00
30 sec	10.00	9.00	8.00

Guaranteed time, 20%.

TAP—14 DAY MAXIMUM-1/4AMD, 1/4PMD, 1/2ROS
FRI 7 PM-SUN 11:59 PM—50% SAT & SUN 10 AM-3 PM, 1/2 ROS

1 min 10 9 8 30 sec 8 7 6
Guaranteed time, extra 50%.

ANNUAL VOLUME 312x 624x 936x
1 min 12.50 11.00 9.50
30 sec 10.00 9.00 8.00

Guaranteed time extra, 20%.

10. SPECIAL FEATURES
13 WEEK MINIMUM
News Sponsorships: 1 1/2 times earned 1 min rates.
Weather Sponsorships: 1 1/2 times earned 1 min rates.

WKNE/WNBX-FM combination: 1 1-min spot on each station Mon-Sun 10 am-3 pm, flat 10.00.

May be combined with WNBX-FM for frequency discount.

(SMD)

WNBX-FM

1964
KEENE



SAVALLI & SCHUTZ

INCORPORATED



Media Code 4 230 4650 7.00 Mid 012040-0

Manchester

Hillsborough County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WFEA
1932
MANCHESTER



McGAVREN GUILD RADIO



An Ocean Coast Properties Station

Media Code 4 230 5700 9.00 Mid 012044-000
Ocean Coast Properties
D.W. Hwy. Rt. 3, Merrimack, NH 03054. Phone 603-669-1313

Mailing Address: Box 5300, Manchester, NH 03108.

PROGRAMMING DESCRIPTION

WFEA: Programmed for adults, with continuous on-air promotions. Emphasis on personalities, local news, community involvement. NEWS: 5 min at :55, 3 person news staff. Local news emphasis. Additional news at :25 during drive times. Compu-weather reports. MUSIC: Adult contemporary, oldies show daily 11:30 am-1 pm. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert J. Gold.
Station Manager—Frank H. Adam.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 1370 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 net charges on time.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with ABC Entertainment Radio Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGIR
1941
MANCHESTER



Knight Quality Stations



BLAIR RADIO

NRBA

Media Code 4 230 6000 3.00 Mid 012045-000
Knight Radio Inc.
Stark Ln., Box 610, Manchester, NH 03105. Phone 603-625-6915.

PROGRAMMING DESCRIPTION

WGIR: Programmed for adults 25-49. NEWS: Newstalk format; 7-person news staff; block reports 5-9 am & 4-6 pm; Talkradio 9 am-4 pm & 6-8 pm; Talknet 8 pm-5 am; network & local at :60. SPORTS: Boston Celtics basketball & Ski reports, Dec-Mar. FEATURES: weather reports 2x/hr 6 am-11 pm M-F & wknd periods; nat'l personality hosted show. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
General Manager—Bob Frisch.
General Sales Manager—Judy Glosky.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 610 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 29c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with NBC—Talknet.
Affiliated with ABC Talkradio Network.
Member: Knight Quality Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

March 1, 1985

WGIR-FM
1963
MANCHESTER



Knight Quality Stations



BLAIR RADIO

NRBA

Media Code 4 230 6001 1.00 Mid 012046-000
Knight Radio Inc.
Box 101, Manchester, NH 03105. Phone 603-625-6915.

PROGRAMMING DESCRIPTION

WGIR-FM: MUSIC: album oriented rock hits. Contact Representative for further details. Rec'd 12/6/82.

- PERSONNEL**
General Manager—Bob Frisch.
Program Director—Bob Cox.
General Sales Manager—Judy Glosky.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 9,600 w.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time.
- GENERAL ADVERTISING See coded regulations**
Member: Knight Quality Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKBR
1946
MANCHESTER

Contemporary Adult



Media Code 4 230 6300 7.00 Mid 012047-000
WKBR Associates
155 Front St., Manchester, NH 03102. Phone 603-669-1250.

PROGRAMMING DESCRIPTION

WKBR: MUSIC: MOR with emphasis on Standards from 40's through current. NEWS: heavy local at :55 & :25 drivetimes; network at :60. FEATURES: continuous promotions, personalities involved in community affairs. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Charles Dent.
Operations Manager—Janice Bailey.
Sales Manager—Steve Young.
- REPRESENTATIVES**
Torbet Radio, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
5,000 w.; 1250 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rate: 20a, 22a, 25a.
Contracts: 40a, 41, 42b.
Comb.; Cont. Discounts: 60a, 60k.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKXL
1946
CONCORD

See listing under city of license.

Mid 012027-000

WKXL-FM
1972
CONCORD

See listing under city of license.

Mid 012028-000

WLYT (FM)

WLYT 92.5

1959
HAVERHILL



NRBA

(This is a paid duplicate of the listing under Haverhill, Massachusetts.)

Media Code 4 222 4421 0.00 Mid 011027-000
Northeast Broadcasting Company, Inc.
30 HOW St., Box 1490, Haverhill, MA 01831. Phone 617-374-4733, 685-1200.

PROGRAMMING DESCRIPTION

WLYT (FM): Regional focus, programmed for adults 25-54. MUSIC: Light Contemporary; Current Hits & Classics. NEWS: expanded during drivetimes; emphasis on reg'l news & information; business/stock market reports. COMMERCIAL POLICY: limit 8 units per hr. Rec'd 8/22/83.

- PERSONNEL**
President—Jane N. Cole.
Station Manager—William Gould.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 550 ft. above sea level.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a.
Contracts: 41, 42a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WHAV.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D-3) (CR-3)

WOKQ (FM)

1970
DOVER

See listing under city of license.

Mid 012031-000

WZID (FM)

1947
MANCHESTER



Torbet Radio

Media Code 4 230 6450 0.00 Mid 012048-000
Sunshine Group Broadcasting
30 Riverfront Dr., Manchester, NH 03102. Phone 603-669-5777.

PROGRAMMING DESCRIPTION

WZID (FM): Programmed for adults 25-54. MUSIC: Easy-listening. NEWS: hly; 1/2 hr updates in drive time; emphasis on Manchester, Concord, Nashua & Portsmouth; AP wire service; weather with Don Kent. FEATURES: traffic reports in AM drive, Wall Street business reports. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
Station Manager—Robert J. Toie.
Sales Manager—Jon Van Hoogenstyn.
Program Director—Tom Holt.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 5.
Contracts: 48.
Cancellation: 70c.
Production Services: 82.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Mt. Washington

Coos County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WHOM (FM)

1958
MT. WASHINGTON



Media Code 4 230 6600 0.00 Mid 012049-000
NEWENCO, Inc.
765 Congress St., Portland, ME 04101. Phone 207-773-0209.

PROGRAMMING DESCRIPTION

WHOM (FM): Programmed for adults. MUSIC: Easy Listening, MOR album music. Format combination of instrumental & vocal selections of definite adult appeal including MOR, current popular, showtunes movie themes & standards. NEWS: at :55 & :26 in drivetime, news at :56 outside of drivetime. COMMERCIAL POLICY: 8 spots per hr. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
Station Manager—Herbert W. Crosby, Jr.
Sales Manager—Bernard J. LaCroix.
- REPRESENTATIVES**
Christal Radio.
Kettell-Carter, Inc.
- FACILITIES**
ERP 48,000 w. (horiz.), 48,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 3,756 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

TIME RATES

A—Drive.
B—5:30 am-7 pm.
C—10 am-10 pm.

SPOT ANNOUNCEMENTS

GRID, ROS: A B C GRID, ROS: A B C
I 54 48 44 II 46 40 38
(SMD) (D)

Nashua

Hillsborough County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WLYT (FM)

1959
HAVERHILL, MA

See listing under city of license.

Mid 011027-000

WOTW

1947
NASHUA

Media Code 4 230 6900 4.00 Mid 012050-000
Sico Communications Inc.
Box 448, Nashua, NH 03061. Phone 603-883-9090.
1 min rate 1x: 8.50.

WOTW-FM

1947
NASHUA

Media Code 4 230 6901 2.00 Mid 012051-000
Sico Communications Inc.
Box 448, Nashua, NH 03061. Phone 603-883-9090.

REPRESENTATIVES

Frederick W. Smith.
1 min rate 1x: 9.00.

WSMN

1958
NASHUA

News Info/AC



Media Code 4 230 7200 8.00 Mid 012052-000
1550 Broadcasting Corp.
502 W. Hollis St., Box 548, Nashua, NH 03061. Phone 603-882-5107.

PROGRAMMING DESCRIPTION

WSMN: Programmed for adults. MUSIC: Adult contemporary, popular stnds, showtunes, familiar adult vocalists, blended with instrumentals. NEWS: 4 man team with 3 mobile units, network news & commentator 27% of day. Talk shows dealing with local, state & nat'l issues at 12:30 & 6 pm. Contact Representative for further details. 2/28/80.

- PERSONNEL**
General Manager—Maurice R. Parent.
Program Director—Chuck O'Neil.
- REPRESENTATIVES**
The Queen Company.
- FACILITIES**
5,000 w.; 1590 khz. Directional.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only; payable monthly.

continued

NEW HAMPSHIRE

Nashua—cont

WSMN—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 3a, 4a, 5, 6a, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 22a, 25a.
 Contracts: 40a, 44a, 46.
 Comb.; Cont. Discounts: 60b, 60d, 60e.
 Cancellation: 71a.
 Affiliated with MBS.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 12/1/84—Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS

PRIME—6-10 AM & 3-7 PM	1x	52x	104x	260x	312x	520x
PER YR:	1 min	25.00	22.50	18.50	15.50	13.50
	30 sec	20.00	18.00	14.75	13.00	12.25
	10 sec	12.50	11.25	9.25	8.25	7.75

7. PACKAGE PLANS

TAP—6-10 AM, 10 AM-3 PM, 3-7 PM, 7 PM-MIDNIGHT—WITHIN 7 DAYS	5 ti	10 ti	15 ti	20 ti	30 ti	
PER WK:	1 min	15.00	13.00	12.00	11.00	10.00
	30 sec	12.00	11.00	10.00	9.00	8.00
	10 sec	10.00	8.00	7.00	6.00	5.00

BULK—ROS	1x	52x	104x	260x	312x	520x
PER YR:	1 min	16.50	14.50	12.50	11.50	10.50
	30 sec	12.50	11.00	9.50	8.75	8.00
	10 sec	9.50	8.25	7.00	6.50	6.00

WXLO (FM)

1960
 FITCHBURG, MA

Mid 011019-000

See listing under city of license.

Newport

Sullivan County—Map Location E-6
 See SRDS Consumer market map and data at beginning of the state.

WCNL

1960
 NEWPORT

WCNL-FM

1971
 NEWPORT

Mid 012053-000

See SRDS Spot Radio Small Markets Edition.

Peterborough

Hillsborough County—Map Location F-8
 See SRDS Consumer market map and data at beginning of the state.

WMDK (FM)

1972
 PETERBOROUGH

Mid 012054-000

See SRDS Spot Radio Small Markets Edition.

WRPT

1967
 PETERBOROUGH

Mid 012055-000

See SRDS Spot Radio Small Markets Edition.

Plymouth

Grafton County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

WPNH

1965
 PLYMOUTH

WPNH-FM

1975
 PLYMOUTH

Mid 012056-000

See SRDS Spot Radio Small Markets Edition.

Portsmouth-Dover-Rochester

(including Exeter)
 Rockingham County—Map Location G-7
 Strafford County—Map Location G-6
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBBX

1960
 PORTSMOUTH



Media Code 4 230 8100 9.00 Mid 012057-000
 Seacoast Broadcasting Co. Inc.
 1555 Islington St., Portsmouth, NH 03801. Phone 603-436-6400.

PROGRAMMING DESCRIPTION

WBBX: Target audience adults 25-54. MUSIC: Adult Contemporary. NEWS: 3-person local staff; 24 hr weather phone. TALK: sports talk show 6-6:30 pm M-F. Contact Representative for further details. Rec'd 5/1/84.

1. PERSONNEL

Owners—Earl & Lois Goldstein.
 Station Manager—Rosanne Armstrong.
 Program Director—Mike O'Neal.

2. REPRESENTATIVES

Market 4 Radio.
 Doucette Radio.

3. FACILITIES

1,000 w.; 1380 khz. Directional-nights.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20a, 28c.
 Contracts: 40a.
 Comb.; Cont. Discounts: 62d.
 Prod. Services: 80.
 Affiliated with ABC Information Radio Network.

TIME RATES
 Eff—Rec'd 5/1/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	16.50	15.00	14.00	13.00	12.00
30 sec	14.00	13.00	12.00	11.00	10.00

WERZ (FM)

1972
 EXETER



Media Code 4 230 8250 2.00 Mid 031665-000
 Porter Communications, Inc.
 11 Downing Ct., Box 1540, Exeter, NH 03833. Phone 603-772-4757.

PROGRAMMING DESCRIPTION

WERZ (FM): Programmed for adults & young adults. MUSIC: Contemporary Hits. Live PERSONALITIES. Remote van. Airplane beach reports in summer. NEWS: in drive times. Staff meteorologist. Contact Representative for further details. Rec'd 4/6/84.

1. PERSONNEL

President—W. Turner Porter.
 General Manager—Jeffrey A. Lyon.
 General Sales Manager—Thomas Talbott.

2. REPRESENTATIVES

Torbet Radio, Inc.
 Boston—Kettell-Carter, Inc.

3. FACILITIES

ERP 3,000 w.; 107.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 356 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WMYF.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WHEB

1932
 PORTSMOUTH



Knight Quality
 Stations



BLAIR RADIO

Media Code 4 230 8400 3.00 Mid 028149-000
 Knight Broadcasting of New Hampshire, Inc.
 Box 120, Portsmouth, NH 03801. Phone 603-436-7300.

PROGRAMMING DESCRIPTION

WHEB: MOR hits of past & present. AIR PERSONALITIES handle all segments. NEWS: full service w/ drive time coverage; weather & nautical reports featuring 2 meteorologists. COMMERCIAL POLICY: max 12-units/hr. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

President—Norman Knight.
 General Manager—Clifford Taylor.
 Program Director—Scott Hooper.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w. days; 750 khz. Non-directional.
 Operating schedule: sunrise Portsmouth-local sunset Atlanta, Ga. EST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
 Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
 Cancellation: 70e, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
 Member: Knight Quality Group.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WHEB-FM

1964
 PORTSMOUTH



Knight Quality
 Stations



BLAIR RADIO

Contemporary Hits

NRBA

Media Code 4 230 8550 5.00 Mid 012058-000
 Knight Broadcasting of New Hampshire, Inc.
 Box 120, Portsmouth, NH 03801. Phone 603-436-7300.

PROGRAMMING DESCRIPTION

WHEB-FM: MUSIC: Album oriented rock hits. Contact Representative for further details. Rec'd 8/30/83.

1. PERSONNEL

President—Norman Knight.
 General Manager—Clifford Taylor.
 Program Director—Jim Rising.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 31,000 w.; 100.3 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
 Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
 Cancellation: 70e, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
 Member: Knight Quality Group.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WLYT (FM)

WLYT 92.5

1959
 HAVERHILL



NRBA

(This is a paid duplicate of the listing under Haverhill, Massachusetts.)
 Media Code 4 222 4421 0.00 Mid 011027-000

Northeast Broadcasting Company, Inc.
 30 HOW St., Box 1490, Haverhill, MA 01831. Phone 617-374-4733, 685-1200.

PROGRAMMING DESCRIPTION

WLYT (FM): Regional focus, programmed for adults 25-54. MUSIC: Light Contemporary; Current Hits & Classics. NEWS: expanded during drivetimes; emphasis on reg'l news & information; business/stock market reports. COMMERCIAL POLICY: limit 8 units per hr. Rec'd 8/22/83.

1. PERSONNEL

President—Jane N. Cole.
 Station Manager—William Gould.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 550 ft. above sea level.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a.
 Rate Protection: 15b.
 Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a.
 Contracts: 41, 42a, 44b, 46, 51b.
 Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 AM facilities: WHAV.
 Affiliated with The Wall Street Journal Radio Network.
 Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.
 (D-3) (CR-3)

WMYF

1966
 EXETER



Media Code 4 230 8637 0.00 Mid 012033-000
 Porter Communications, Inc.
 11 Downing Ct., Box 1540, Exeter, NH 03833. Phone 603-772-4757.

PROGRAMMING DESCRIPTION

WMYF: MUSIC: Adult Contemporary. NEWS: heavy news commitment. Schoolboy sports. Contact Representative for further details. Rec'd 4/6/84.

1. PERSONNEL

President—W. Turner Porter.
 General Manager—Jeffrey A. Lyon.
 General Sales Manager—Thomas Talbott.

2. REPRESENTATIVES

Torbet Radio, Inc.
 Boston—Kettell-Carter, Inc.

3. FACILITIES

5,000 w.; 1540 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WERZ (FM).
 Affiliated with Supernet.
 Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WOKQ (FM)

1970
 DOVER



Media Code 4 230 8625 5.00 Mid 012031-000
 The Fuller-Jeffrey Group, Inc.
 Box 576 Middle Rd., Dover, NH 03820. Phone 603-742-7060, Manches/Concord, 603-463-7000, Portsmouth, 603-964-6598.

PROGRAMMING DESCRIPTION

WOKQ (FM): Programmed for adults & young adults with regular audience-participation contests & promotions. MUSIC: contemporary country/pop with live air personalities. NEWS: at :60 at specific times throughout day & night; every 1/2 hr 5-9 am; fulltime local dept with nat'l wire service; UP audio service. Staff meteorologist with 5 live reports daily. SPORTS: within every newscast; major league spring training reports. Features: remote facilities. COMMERCIAL POLICY: average 14 units per hr. maximum 1 spot per hr per advertiser/product. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL

President—Robert F. (Doc) Fuller.
 Vice-Pres. & Gen'l Mgr.—Martin R. Lessard.
 Director of Operations—J. J. Jeffrey.

2. REPRESENTATIVES

Selcom Radio.
 New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(CR-2)

WTSN

1956
DOVER



Media Code 4 230 8650 3.00 Mid 012032-000
Garrison City Broadcasting, Inc.
Back Road, Box 400, Dover, NH 03820. Phone 603-742-1270.

PROGRAMMING DESCRIPTION

WTSN: MUSIC: Adult Contemporary with AIR PERSONALITIES plus syndicated & network specials. NEWS: 3-person fulltime local staff; newsmobile for on-scene coverage; network news; UPI. FEATURES: reg'l features on health, elderly, energy & money; Wolfman Jack Graffiti Gold; Casey Kasem American Top 40; daily tele/talk show; ski reports; weather; staff meteorologist; beach reports; 24-hr weather & ski phone; request phone; contests; community involvement. SPORTS: 6-person staff, 2 fulltime; 10 regularly scheduled sportscasts daily, play-by-play college & high school football, hockey & basketball; U of NH Sports Spectacular. Contact Representative for further details. Rec'd 11/21/84.

1. PERSONNEL
Vice-Pres & Gen'l Mgr.—Jerome Lipman.
Operations Director—Paul Le Blanc.
Program Director—Jim Sebastian.
2. REPRESENTATIVES
Torbet Radio, Inc.
3. FACILITIES
5,000 k.; 1270 khz. Directional.
Operating schedule: 5-2 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff.—Rec'd 1/24/85.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

7. PACKAGE PLANS

WEEKLY PLANS—1 MINUTE

7 DAYS:	5 ti	10 ti	20 ti	30 ti
AAA	30	28	27	26
AA	25	22	21	20
A	22	20	19	18
B	20	18	17	16

TAP—1/4AAA, 1/4AA, 1/4A, 1/4B, PREEMPTIBLE	5 ti	10 ti	20 ti	30 ti	50 ti
1 min	22.00	20.00	19.00	18.00	17.00
10 sec	16.00	11.50	11.00	10.50	10.00

ANNUAL VOLUME

1 MIN:	AAA	AA	A	B	1 MIN:	AAA	AA	A	B
300 x	25	19	17	15	1000 x	23	17	15	13
500 x	24	18	16	14					

TAP—1/4AAA, 1/4AA, 1/4A, 1/4B
300x 500x 1000x

1 min	17	16	15
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10. SPECIAL FEATURES

NEWSCASTS

5 MIN:	13 ti	26 ti	52 ti
6 wkly	132.00	120.00	114.00
3 wkly	79.50	67.50	61.50

Newscasts & weather: Extra 3.00 per program for AAA time.
Weather, 13-wk minimum—3/wk 57.00; 6/wk 102.00.
Open Mike—15-min 37.00.
Sports feature, ea 26.00 in am; 23.00 in pm.

WVNH

1948
ROCHESTER



Media Code 4 230 8700 6.00 Mid 012059-000
Strafford Broadcasting Corp.
Route 16, Rochester, NH 03867. Phone 603-332-0930, 0800.
1 min rate 1x: 20.15.

WXKZ (FM)

1979
ROCHESTER



Media Code 4 230 8701 4.00 Mid 012060-000
Strafford Broadcasting Corp.
113 Rochester Hill Rd., Rochester, NH 03867. Phone 603-332-0930, 0800.
1 min rate 1x: 21.30.

Rochester

Strafford County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Portsmouth-Dover-Rochester (including Exeter)

Salem

Rockingham County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WLYT (FM)

1959
HAVERHILL, MA

Mid 011027-000

See listing under city of license.

WVNH

1976
SALEM



Media Code 4 230 8850 9.00 Mid 012061-000
WVNH Radio, Inc.
125 Main St., Box 1110, Salem, NH 03079. Phone 603-893-5768.

PROGRAMMING DESCRIPTION

WVNH: Programmed for adults 35+. MUSIC: MOR/Nostalgia, popular song classics of past 30 yrs. NEWS: hly, 2x hly in AM drive; news emphasis on Salem & Southern New Hampshire, UPI Audio. SPORTS: motor racing. Contact Representative for further details. Rec'd 1/25/85.

1. PERSONNEL
Gen'l & Sales Mgr.—John R. Hughes.

2. REPRESENTATIVES
Boston—The Queen Company.

3. FACILITIES
5,000 w.; 1110 khz.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 32a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3 Eff 7/15/82—Rec'd 1/25/85.

6. SPOT ANNOUNCEMENTS
PER WK:
1 min 18 16 15 14 12
30 sec 13 12 11 10 9

7. PACKAGE PLANS

ANNUAL BULK

	156x	260x	520x	1040x
1 min	13	12	11	10
30 sec	10	10	9	8

Wolfeboro

Carroll County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WASR

1970
WOLFEBORO

Mid 012062-000

See SRDS Spot Radio Small Markets Edition.

Woodsville

Grafton County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

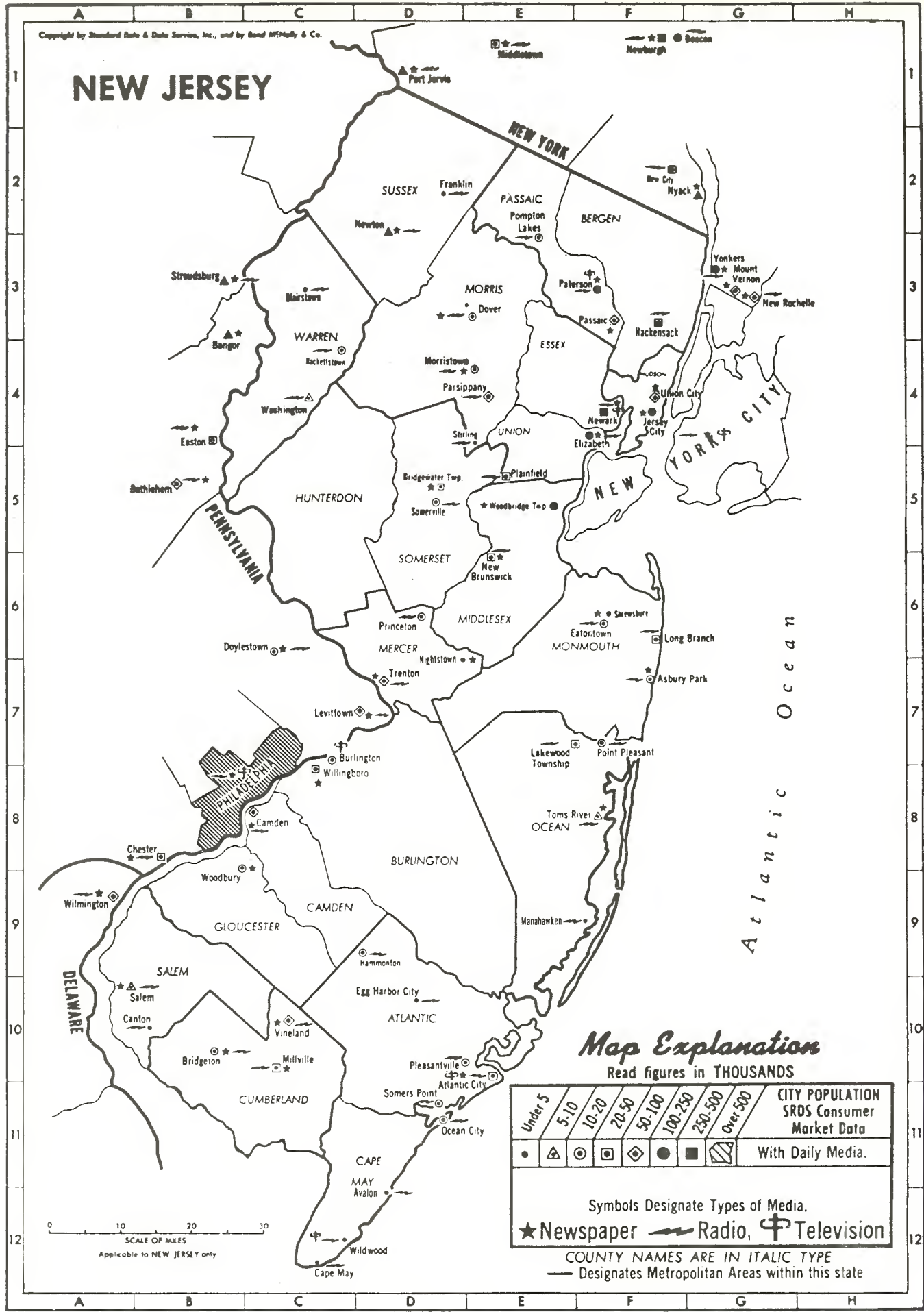
WYKR

1976
WELLS RIVER, VT

Mid 014719-000

See listing under city of license.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Atlantic City—Atlantic Bayonne—Hudson Bloomfield—Essex		Bridgeton—Cumberland Camden—Camden Clifton—Passaic		East Orange—Essex Elizabeth—Union Hoboken—Hudson		Irvington—Essex Jersey City—Hudson Millville—Cumberland		Newark—Essex New Brunswick—Middlesex		Passaic—Passaic Paterson—Passaic		Plainfield—Union Trenton—Mercer		Union City—Hudson Vineland—Cumberland						
Estimates for STATE																				
COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	Gross Household Income—1984				Total Retail Sales—		Retail Sales—1984						Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
				% Distribution of Households to 14999	15000 to 34999	35000 to 49999	50000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
									General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)							
NEW JERSEY STATE TOTALS	7,489.7	2,612.94	89,395,210	34,213	27.7	36.3	17.8	18.1	40,697,288	15,575	8,703,619	1,335,262	5,749,143	1,967,122	2,172,911	6,928,324	3,581,596	3,936.21	924.0	488.31
ATLANTIC D-10	204.1	76.16	2,656,530	34,881	44.8	34.2	11.3	9.8	1,178,690	15,476	252,483	38,825	167,031	56,877	62,658	200,587	103,795	105.23	35.9	7.98
Atlantic City	37.6	15.73	363,633	23,117	208,559	13,259	46,558	7,579	31,978	9,620	9,816	35,153	18,661	9.91	18.7	2.17
Atlantic City Metro Area	296.6	112.93	3,639,960	32,224	27.9	36.9	16.8	18.5	1,695,640	15,015	366,029	56,913	243,905	81,159	88,243	288,054	149,759	156.41	42.2	9.42
BERGEN F-2	829.0	296.88	12,581,500	42,379	17.0	32.5	21.2	29.2	4,934,510	16,621	1,038,630	155,615	675,618	242,443	274,717	843,062	311,649	482.86	32.4	27.96
Bergen-Passaic Metro Area	1,272.3	450.05	17,280,800	38,398	21.2	33.8	19.9	25.1	7,238,860	16,085	1,535,810	232,865	1,006,760	352,796	394,806	1,234,570	635,131	702.82	90.7	89.19
BURLINGTON D-8	377.4	120.77	3,982,890	32,979	19.9	41.1	21.2	17.8	1,913,710	15,846	407,518	62,128	268,088	92,913	103,358	326,106	168,143	211.98	47.3	9.01
CAMDEN C-9	481.1	167.10	5,026,260	30,079	61.2	32.0	5.0	1.9	2,507,670	15,007	541,397	84,198	360,812	120,007	130,448	425,986	221,489	245.38	68.6	21.04
Camden Metro Area	78.5	26.40	384,796	14,576	305,789	11,583	71,057	12,165	50,481	13,446	12,508	51,037	27,799	19.89	41.6	15.07
CAPE MAY D-11	92.4	36.76	982,528	26,728	33.1	41.5	13.9	11.5	516,955	14,063	113,546	18,087	76,874	24,283	25,585	87,468	45,964	51.20	5.8	1.34
CUMBERLAND C-11	139.4	46.92	1,200,280	25,581	30.7	45.7	15.6	8.0	665,148	14,176	145,774	23,151	98,497	31,320	33,136	112,600	59,090	73.23	20.9	13.14
Bridgeton Metro Area	18.4	6.59	132,261	20,070	84,460	12,816	19,039	3,139	13,187	3,852	14,202	7,586	8,16	6.4
Millville	26.6	9.71	248,301	25,572	140,023	14,420	30,547	4,821	20,555	6,626	7,070	23,729	12,417	14.62	1.7	1.01
Vineland	57.3	18.74	503,313	26,858	268,740	14,340	58,715	9,285	39,561	12,697	13,511	45,526	23,845	29.40	5.1	10.45
Vineland-Millville Metro Area	139.4	46.92	1,200,280	25,581	33.2	42.9	14.7	9.3	665,148	14,176	145,774	23,151	98,497	31,320	33,136	112,600	59,090	73.23	20.9	13.14
ESSEX E-4	827.7	294.24	9,347,550	31,768	33.7	33.0	14.9	18.4	4,321,071	14,688	938,293	147,076	628,557	205,598	221,302	733,231	382,547	334.66	307.7	74.47
Bloomfield	46.5	18.20	607,078	33,356	290,061	15,937	61,678	9,383	40,519	14,104	15,726	49,444	25,471	25.44	1.2	1.02
East Orange	79.3	29.53	654,170	22,153	396,947	13,442	88,279	14,300	60,432	18,388	18,909	66,966	35,465	26.21	65.9	1.83
Irvington	62.7	25.32	582,492	23,005	349,759	13,814	77,200	12,380	52,497	16,340	17,055	59,110	31,157	25.49	23.8	5.28
Newark	312.2	106.11	1,951,460	18,391	1,338,770	12,617	303,175	50,278	210,820	60,736	60,103	224,872	120,465	73.22	181.8	58.09
Newark Metro Area	1,867.7	647.57	23,648,800	36,519	24.4	33.0	18.8	23.7	10,205,100	15,759	2,176,090	332,414	1,433,400	494,780	549,195	1,738,480	897,107	937.06	405.9	129.28
GLOUCESTER B-9	211.9	89.83	1,978,150	28,409	24.7	44.1	20.1	11.1	1,057,430	15,186	227,600	35,242	151,252	50,768	55,476	179,754	93,288	120.53	18.0	2.55
HUDSON F-4	539.5	202.89	5,053,130	24,908	37.5	37.5	14.5	10.5	2,846,840	14,031	625,657	99,743	423,811	133,637	140,646	481,612	253,177	172.09	67.9	140.62
Bayonne	62.1	24.37	736,971	30,241	369,023	15,143	79,485	12,320	52,857	17,704	19,322	62,721	32,565	24.84	2.6	3.48
Hoboken	41.7	15.23	329,501	21,635	200,886	13,190	44,909	7,325	30,884	9,251	9,412	33,848	17,985	8.93	2.0	16.78
Jersey City	210.0	76.49	1,687,110	22,057	1,029,290	13,457	228,832	37,050	156,604	47,700	49,083	173,657	91,949	54.79	58.2	39.15
Jersey City Metro Area	539.5	202.89	5,053,130	24,908	37.5	37.5	14.5	10.5	2,846,840	14,031	625,657	99,743	423,811	133,637	140,646	481,612	253,177	172.09	67.9	140.62
Union City	55.1	20.72	430,932	20,798	271,982	13,127	60,894	9,951	41,931	12,504	12,681	45,810	24,364	15.84	1.5	35.21
HUNTERDON O-5	94.7	31.24	1,254,340	40,152	15.8	35.4	23.9	24.9	520,677	16,667	109,517	16,391	71,192	25,600	29,039	88,972	45,535	61.33	1.2	.99
MERCER D-6	312.7	108.43	3,740,800	34,500	24.0	35.4	19.7	20.9	1,699,230	15,671	362,842	55,540	239,322	82,266	91,104	289,380	149,455	161.43	56.4	10.75
Trenton	89.0	31.64	654,231	20,677	415,837	13,143	93,060	15,199	64,055	19,127	19,417	70,048	37,244	31.30	40.4	7.11
Trenton Metro Area	312.7	108.43	3,740,800	34,500	24.0	35.4	19.7	20.9	1,699,230	15,671	362,842	55,540	239,322	82,266	91,104	289,380	149,455	161.43	56.4	10.75
MIDDLESEX E-6	603.8	201.03	7,435,610	36,988	17.6	34.8	23.4	24.1	3,318,870	16,509	699,689	105,092	455,870	162,796	184,005	566,825	290,499	344.87	36.2	34.59
New Brunswick	41.3	13.23	291,155	22,007	176,325	13,328	39,306	6,387	26,963	8,146	8,337	29,730	15,768	15.59	11.8	4.87
Middlesex-Somerset-Hunterdon Metro Area	904.2	301.03	11,689,900	38,833	16.6	34.1	23.4	25.9	5,013,840	16,656	1,054,800	157,920	685,806	246,464	279,486	856,709	438,507	536.43	48.0	39.91
MONMOUTH F-6	525.2	179.16	6,532,670	36,463	22.5	34.7	19.7	23.1	2,843,470	15,871	605,264	92,221	398,022	138,112	153,740	484,587	249,795	291.69	44.9	13.48
Monmouth-Ocean Metro Area	931.1	331.05	10,657,300	32,192	25.6	38.8	18.2	17.3	5,046,510	15,244	1,085,150	167,795	720,485	242,536	265,466	858,057	445,047	522.37	57.5	23.42
MORRIS E-3	418.5	136.50	6,177,310	45,255	11.4	30.4	23.8	34.3	2,376,390	17,409	494,771	72,902	318,399	118,033	135,954	408,983	207,026	258.01	10.3	11.25
Ocean E-8	405.9	151.89	4,124,630	27,155	29.2	43.7	16.6	10.5	2,203,040	14,504	479,889	75,574	322,463	104,424	111,726	373,469	195,251	229.56	11.1	9.90
PASSAIC E-2	443.3	153.17	4,699,290	30,680	29.4	36.2	17.4	17.0	2,304,360	15,044	497,180	77,250	331,144	110,353	120,089	391,507	203,481	219.77	58.6	61.52
Clifton	71.1	27.86	922,785	33,122	437,484	15,703	93,368	14,281	61,553	21,192	23,489	74,512	38,471	42.98	3	1.47
Passaic	51.6	19.05	401,802	21,092	248,230	13,030	55,692	9,126	38,418	11,496	11,384	41,789	22,254	18.07	10.2	17.65
Paterson	136.2	46.01	921,207	20,022	594,102	12,912	133,641	21,973	92,399	27,164	27,277	99,952	53,317	46.75	46.5	39.15
Bergen-Passaic Metro Area	1,272.3	450.05	17,280,800	38,398	21.2	33.8	19.9	25.1	7,238,860	16,085	1,535,810	232,865	1,006,760	352,796	394,806	1,234,570	635,131	702.82	90.7	89.19
SALEM B-9	66.8	23.24	564,452	24,288	32.3	45.4	15.3	7.0	330,752	14,232	72,412	11,483	48,881	15,592	16,529	58,005	29,371	38.53	10.1	1.04
SOMERSET D-5	205.6	68.76	3,000,000	43,630	13.7	31.7	23.0	31.6	1,174,280	17,078	245,585	36,437	158,745	58,068	66,442	200,912	102,473	130.60	10.2	4.13
SUSSEX D-2	132.9																			

NEW JERSEY

NEW JERSEY

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Asbury Park

Morrmouth County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

You need only one radio station to reach adults in the Long Branch/Asbury Park Metro and Ocean County.

wadb 96
STEREO

WADB (FM)

1968
POINT PLEASANT

nab

NRBA

(This is a paid duplicate of the listing under Point Pleasant, New Jersey.)

Media Code 4 231 6490 4.00 Mid 012099-000
Pleasant Broadcasters Inc.
1715 "F" St., South Belmar, NJ 07719. Phone 201-681-3800, 892-4300, 531-0050.

PROGRAMMING DESCRIPTION
WADB (FM): Programmed for adults. MUSIC: 85% Easy Listening instrumentals & soft current vocals. NEWS: 5-min. local, nat'l, internat'l, stocks & business news hrly. SPORTS: hrly 2-min weather, headlines & seasonal sports info at :30. FEATURES: local public service announcements; school closings, road conditions. COMMERCIAL POLICY: average 12-min/hr. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Adamant Brown.
- REPRESENTATIVES**
P/W Radio Representatives.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

No. 16 Eff 1/1/85—Rec'd 2/4/85.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

SPOT ANNOUNCEMENTS	1 min				30 sec			
	1x	100x	250x	500x	1x	100x	250x	500x
ROS:	34	31	27	24	27	25	22	19
AAA	30	29	25	22	24	23	20	16
AA	29	27	24	21	23	22	19	17
A	17	16	15	14	12	11	10	9

PROGRAM TIME RATES	5 min				3 min			
	7x	100x	250x	500x	7x	100x	250x	500x
AAA	37	36	34	32	36	35	33	30
AA	34	33	31	28	33	32	30	27
A	32	31	30	26	31	30	29	26
B	22	21	20	19	18	17	16	15

SPECIAL FEATURES	7x				100x				250x				500x			
	1 min	35	33	31	30 sec	28	26	25	1 min	35	33	31	30 sec	28	26	25
6-10 am	47	46	44	42	47	46	44	42	47	46	44	42	47	46	44	42
11 am-2 pm	36	35	34	30	36	35	34	30	36	35	34	30	36	35	34	30
3-7 pm	38	37	35	33	38	37	35	33	38	37	35	33	38	37	35	33
6:30-9:30 am	46	45	43	40	46	45	43	40	46	45	43	40	46	45	43	40
10:30 am-2:30 pm	35	34	33	29	35	34	33	29	35	34	33	29	35	34	33	29
3:30-6:30 pm	37	36	34	32	37	36	34	32	37	36	34	32	37	36	34	32

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Good company 24 hours a day

1310
AM WJLK

WJLK

1926
ASBURY PARK

nab

RAB

NRBA

Media Code 4 231 0490 0.00 Mid 012063-000
Press Broadcasting Co. a subsidiary of Asbury Park Press, Inc.
Press Plaza, Asbury Park, NJ 07712. Phone 201-774-7000.

PROGRAMMING DESCRIPTION
WJLK: Programmed for 30+ age group. MUSIC: MOR format from 40's-80's; live AIR PERSONALITIES. NEWS: M-Sun at :60 with emphasis on local; AP network. SPORTS: local & nat'l with interviews. play-by-play coverage of high school, univ & NFL football; race results. TALK: tele/talk, newsmakers, interviews & call-ins. Contact Representative for further details. Rec'd 10/13/83.

- PERSONNEL**
Director of Broadcasting—Robert McAllan.
National Sales Manager—Jeffrey Ryan.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
2,500 w. days, 1,000 w. nights; 1310 khz. Directional days.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 27, 28a, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60j, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Masla Suburban Group.

TIME RATES

Eff—Rec'd 11/29/84.
AAAA—Mon thru Sat 6-10 am.
AAA (am)—Mon thru Sat 5-10 am.
AAA (pm)—Mon thru Sat 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—All other times.

SPOT ANNOUNCEMENTS	6 ti				12 ti				18 ti				24 ti					
	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A
PER WK:	62	58	55	49	42	37	62	58	55	49	42	37	62	58	55	49	42	37
AAA	53	50	47	41	44	39	53	50	47	41	44	39	53	50	47	41	44	39
AAA (am)	44	39	35	31	42	37	44	39	35	31	42	37	44	39	35	31	42	37
AAA (pm)	42	37	33	29	42	37	42	37	33	29	42	37	42	37	33	29	42	37
AA	22	19	17	16	22	19	22	19	17	16	22	19	22	19	17	16	22	19
A	22	19	17	16	22	19	22	19	17	16	22	19	22	19	17	16	22	19

- PACKAGE PLANS**
MON THRU SUN 5 AM-MIDNIGHT—MINIMUM 14 TIMES

ROS	1 min	30 sec
ROS	22	18

AM/FM COMBINATION

SPOT ANNOUNCEMENTS	3 ti				6 ti				9 ti				12 ti					
	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A
PER WK:	103	97	92	81	89	84	78	68	73	65	59	51	70	62	55	49	42	37
AAA	89	84	78	68	73	65	59	51	70	62	55	49	70	62	55	49	42	37
AAA (am)	73	65	59	51	73	65	59	51	73	65	59	51	73	65	59	51	73	65
AAA (pm)	70	62	55	49	70	62	55	49	70	62	55	49	70	62	55	49	70	62
AA	36	31	28	26	36	31	28	26	36	31	28	26	36	31	28	26	36	31
A	36	31	28	26	36	31	28	26	36	31	28	26	36	31	28	26	36	31

- PACKAGE PLANS**
MON THRU SUN 5 AM-MIDNIGHT—MINIMUM 7 TIMES

ROS	1 min	30 sec
ROS	35	28

NEW JERSEY'S BEST!
94.3
WJLK FM

M Masla Radio

WJLK-FM

1947
ASBURY PARK

nab

RAB

NRBA

Media Code 4 231 0551 9.00 Mid 024890-000
Press Broadcasting Co. a subsidiary of Asbury Park Press
Press Plaza, Asbury Park, NJ 07712. Phone 201-774-7000.

PROGRAMMING DESCRIPTION
WJLK-FM: Programmed for 25-54 age group. MUSIC: Adult Contemporary with live AIR PERSONALITIES as hosts; emphasis on current & recent Adult Rock & MOR

Contemporary. NEWS: M-Sun at :60 with emphasis on local; AP network. SPORTS: local & nat'l sports briefs with interviews in drivetimes; beach & ski reports. Contact Representative for further details. Rec'd 1/3/85.

- PERSONNEL**
Director of Broadcasting—Robert McAllan.
General Sales Manager—John J. Dziuba.
National Sales Manager—Jeffrey D. Ryan.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 27, 28a, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60j, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Masla Suburban Group.
Sold in combination with AM. See that listing.

TIME RATES

Eff—Rec'd 11/29/84.
AAAA—Mon thru Sat 6-10 am.
AAA (am)—Mon thru Sat 5-10 am.
AAA (pm)—Mon thru Sat 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—All other times.

SPOT ANNOUNCEMENTS	6 ti				12 ti				18 ti				24 ti					
	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A	PER WK:	AAA	AAA (am)	AAA (pm)	AA	A
PER WK:	62	58	55	49	42	37	62	58	55	49	42	37	62	58	55	49	42	37
AAA	53	50	47	41	44	39	53	50	47	41	44	39	53	50	47	41	44	39
AAA (am)	44	39	35	31	42	37	44	39	35	31	42	37	44	39	35	31	42	37
AAA (pm)	42	37	33	29	42	37	42	37	33	29	42	37	42	37	33	29	42	37
AA	22	19	17	16	22	19	22	19	17	16	22	19	22	19	17	16	22	19
A	22	19	17	16	22	19	22	19	17	16	22	19	22	19	17	16	22	19

- PACKAGE PLANS**
MON THRU SUN 5 AM-MIDNIGHT—MINIMUM 14 TIMES

ROS	1 min	30 sec
ROS	22	18

(SMD) (A)

WMJY (FM)

1959
LONG BRANCH

Mid 012089-000

See listing under city of license.

Atlantic City

(including Ocean City, Pleasantville, Somers Point)

Atlantic County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under their major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAYV (FM)

1961
ATLANTIC CITY

NRBA

Media Code 4 231 0612 9.00 Mid 012064-000
Radio WAYV Inc.
Chelsea Ave., at Boardwalk, Atlantic City, NJ 08401.
Phone 609-345-3211.

PROGRAMMING DESCRIPTION
WAYV (FM): Programmed for mass appeal. MUSIC: adult contemporary. SPORTS: in AM drive. NEWS: AM drive, midday & PM drive. Contact Representative for further details. Rec'd 1/30/81.

- PERSONNEL**
President—Robert McMurtrie.
Vice-Pres. & Gen'l Mgr.—Violet J. Trofa.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 20,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 14e.
Basic Rates: 20b, 21a, 22a, 22b, 23a.
Contracts: 40a, 45, 46.
Cancellation: 70b, 70d, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDVR (FM)

1984
OCEAN CITY

RAB

Media Code 4 231 0642 6.00 Mid 033778-000
Ocean City Radio of New Jersey, Inc.
Studio: 215 S. Shore Rd., Marmora, NJ 08223. Phone 609-390-9387.

Mailing Address: Box 826, Ocean City, NJ 08226.
PROGRAMMING DESCRIPTION
WDVR (FM): Programmed for 25-49 age group. MUSIC: POP with live air personalities. NEWS: M-Sun at :00 from 6 am-10 pm. Weather at :32. SPORTS: local & nat'l briefs in drivetimes, local sports coverage. Rec'd 1/24/85.

- PERSONNEL**
General Manager—Charles Kramer.
General Sales Manager—Steve Michaels.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 3c, 4a, 5.
Rate Protection: 10b, 11b, 12b, 14e.
Basic Rates: 22a, 22b, 23a, 24a, 25a.
Contracts: 40a, 45.
Cancellation: 70b, 70c, 71a, 73a.
Affiliated with Satellite Music Network.

TIME RATES

Eff—Rec'd 9/14/84.

SPOT ANNOUNCEMENTS	1 min				30 sec			

WIIN

1940
ATLANTIC CITY



Media Code 4 231 1041 0.00 Mid 012068-000
Atlantic County Radio, Inc.
2707 Atlantic Avenue, Atlantic City, NJ 08401. Phone 609-348-4546.

PROGRAMMING DESCRIPTION

WIIN: News, information, talk & sports. NEWS: 6-10 am, 4-7 pm & 11 p.m.-midnight news block featuring live traffic reports, stock market & business reports, fishing reports. SPORTS: Major League baseball, pro hockey, pro basketball, pro football & local sporting events; evening live interview tele-talk sports program. Live interview tele-talk programs with popular nat'l & local celebrities from 10 am-4 pm daily. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
President—Allan W. Roberts.
Vice-Pres. & Gen'l Mgr.—Dick Taylor.
General Sales Manager—Daniel J. Farr.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w.; 1,450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 3c, 4a, 5a, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 30.
Contracts: 40a, 45, 46, 51a.
Comb.; Cont. Discounts: 60k, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WFPG (FM).
Affiliated with CBS Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLQE (FM)

1974
PLEASANTVILLE



Media Code 4 231 1133 5.00 Mid 012066-000
Amcom Inc.
1825 Murray Ave., Atlantic City, NJ 08401. Phone 609-344-5113.

- REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
1 min rate 1x: 11.00.

WMGM (FM)

1961
ATLANTIC CITY



McGAVREN GUILD RADIO



Media Code 4 231 1225 9.00 Mid 012069-000
South Jersey Radio Inc.
15 S. Shore Rd., Linwood, NJ 08221. Phone 609-641-1400.

PROGRAMMING DESCRIPTION

WMGM (FM): Programming rock/weather/community announcements & 6 local newscasts daily. COMMERCIAL POLICY: limited to 4 breaks an hour. Contact Representative for further details. Rec'd 9/13/77.

- PERSONNEL**
President—Howard L. Green.
General Manager—Dick Irland.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 20,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WOND.
Affiliated with A3C Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMID

1947
ATLANTIC CITY



Media Code 4 231 1470 1.00 Mid 012070-000
Amcom Inc.
1825 Murray Ave., Atlantic City, NJ 08401. Phone 609-344-5113.

REPRESENTATIVES

Masla Radio.
Dome & Associates, Inc.
1 min rate 1x: 12.00.

WOND

1950
PLEASANTVILLE



McGAVREN GUILD RADIO



Media Code 4 231 1715 9.00 Mid 012071-000
South Jersey Radio Inc.
15 Shore Rd., Linwood, NJ 08221. Phone 609-641-1400.

PROGRAMMING DESCRIPTION

WOND: MUSIC: 50/50 mix of mass appeal current & past hits, Contemporary PERSONALITY format. NEWS: network; emphasis local. SPORTS: local & Pro. Contact Representative for further details. Rec'd 9/13/77.

- PERSONNEL**
President—Howard L. Green.
General Manager—Dick Irland.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WMGM (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSLT-FM

1972
OCEAN CITY



Soft Adult Contemporary

Media Code 4 231 1806 6.00 Mid 012072-000
Shore Broadcasting Inc.
957 Asbury Ave., Ocean City, NJ 08226. Phone 609-399-1555.

PROGRAMMING DESCRIPTION

WSLT-FM: Programmed for adults 25-54. MUSIC: Soft Adult Contemporary. NEWS: capsule news, UPI audio & wire, weather, stocks & sports. Contact Representative for further details. Rec'd 6/21/84.

- PERSONNEL**
President—Neely D. Crowley.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 3,000 w. 106.3 mhz. Non-directional Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 326 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM Facilities: WIBG.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WUSS

1955
ATLANTIC CITY



Media Code 4 231 1898 3.00 Mid 012073-000
Atlantic Business & Community Development Corp.
1500 Absecon Blvd., Atlantic City, NJ 08401. Phone 609-345-7134.

- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
Rates have been temporarily withdrawn by station.

Avalon

Cape May County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

WWOC (FM)

1976
AVALON

Media Code 4 231 1990 8.00 Mid 012074-000
Group Six Communications, Inc.
Box 94 Stereo 94 Broadcast Center, Avalon, NJ 08202.
Phone 609-465-9400.

PROGRAMMING DESCRIPTION

WWOC (FM): Adult easy listening music. NEWS: local/national & sports. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
General Manager—Larry U. Keene.
Sales Manager—Edwin A. Rosenfeld.
Operations Manager—Gerri Smith.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 3% payment by 10th of month. 5% advance.

TIME RATES

No. 7 A Eff 6/1/82—Rec'd 7/1/82.

- SPOT ANNOUNCEMENTS**
PER WK: 7 ti 14 ti 21 ti 28 ti
1 min 20 18 16 14
30 sec 16 14 12 10
- SPECIAL FEATURES**
News Block/Jersey Weather Forecasts—ea 1-min 22.50,
30-sec 18.50.
Air patrol traffic reports—ea 22.50.

(SMD) (CR-2)

Blairstown

Warren County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WFMV (FM)

1973
BLAIRSTOWN

See SRDS Spot Radio Small Markets Edition.

Bridgeton

Cumberland County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.

WSNJ

1937
BRIDGETON

WSNJ-FM

1946
BRIDGETON

Mid 012076-000

See SRDS Spot Radio Small Markets Edition.

Bridgewater

Somerset County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WBRW

1971
BRIDGEWATER

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 231 7437 4.00 Mid 012105-000
Somerset Valley Broadcasting Co. Inc.
Box 1170, Somerville, NJ 08876. Phone 201-725-1170.

PROGRAMMING DESCRIPTION

WBRW: Programmed to adult & young adult listeners. MUSIC: A dult Contemporary; AIR PERSONALITIES featured on all programs. NEWS: 5 min at :60 & :30 15 min at 8 am, noon & 4 pm; AP; local & actualities; news wagon; 3 reporters; stock & business reports. SPORTS: 5 min at 7:20; 7:45; 8:45 am, 4:45; 5:05 & 5:45 pm; weather by Compu-weather; traffic in drive time by traffic plane; local & community bulletin board every 1/2 hr. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
General Manager—Harry H. Haslett.
Sales Manager—Alex M. Campbell.
Program Director—Dick Andrews.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
500 w. days; 1170 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0.

TIME RATES

Eff 11/21/84. Rec'd 11/21/84.
AA—6-10 am & 3-7 pm.
A—All other times.

SPOT ANNOUNCEMENTS

	1 min	18 ti	6 ti	30 sec	18 ti
AA	26.50	25.50	24.50	23.50	22.50
A	24.00	22.00	21.00	21.00	19.00

(SMD) (CR-2)

Camden

Camden County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WSSJ

1926
CAMDEN



Media Code 4 231 2450 2.00 Mid 012077-000
WSSJ Broadcasting
6th & Market Sts., Camden, NJ 08101. Phone 609-365-5600, Philadelphia, 215-563-1310.
1 min rate 1x: 40.00.

WTMR

1948
CAMDEN

Media Code 4 231 2695 2.00 Mid 012078-000
Roberts Broadcasting Co.
2775 Mt. Ephraim Ave., Camden, NJ 08104. Phone 609-962-8000.
1 min rate 1x: 35.00.

Canton

Salem County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

See Salem
(including Canton)

Cape May

Cape May County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

WSJL (FM)

1972
CAPE MAY

Mid 012079-000
See SRDS Spot Radio Small Markets Edition.

Dover

Morris County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WDHA-FM

1961
DOVER



HERBERT E. GROSKIN
& COMPANY



Drexel Hill Associates Ltd. Station
Media Code 4 231 2940 2.00 Mid 012080-000
Drexel Hill Associates Ltd.,
State Hwy. 10, Dover, NJ 07801. Phone 201-328-1055.

PROGRAMMING DESCRIPTION

WDHA-FM: AOR. NEWS: emphasis state area, 5 min at :60. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert A. Linder.
Sales Manager—J. Albert Wunder.
Program Director—Mark Chernoff.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WMTR, Morristown.

TIME RATES

NATIONAL AND LOCAL RATES SAME

WDHA-FM/WMTR, MORRISTOWN

COMBINATION

No. 22 Eff 9/1/84—Rec'd 10/25/84.

- SPOT ANNOUNCEMENTS**
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti
1 min 110 104 98 94 90 86
30 sec 88 84 80 76 72 68

WDHA-FM only: 50% of WDHA-FM/WMTR combination.
(SMD)

NEW JERSEY

Dover—cont

WRAN

1964
DOVER

Mid 012081-000

See SRDS Spot Radio Small Markets Edition.

Eatontown

Mommsouth County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WHTG

1957
EATONTOWN
WHTG-FM

1960
EATONTOWN

Mid 012082-000

See SRDS Spot Radio Small Markets Edition.

Egg Harbor City

Atlantic County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

WRDR (FM)

1971
EGG HARBOR CITY

Mid 012083-000

See SRDS Spot Radio Small Markets Edition.

Elizabeth

Union County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WJDM

1970
ELIZABETH



Media Code 4 231 3550 8.00 Mid 012084-000
Radio Elizabeth Inc.
9 Caldwell Pl., Box 1530, Elizabeth, NJ 07201. Phone 201-965-1530.

2. REPRESENTATIVES
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

Ewing

Mercer County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

See Trenton
(including Ewing)

Franklin

Sussex County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WSUS (FM)

1965
FRANKLIN

All Hit Music



Media Code 4 231 3575 3.00 Mid 012085-000
WSUS Communications, Inc.
Box 102, 75 Main St., Franklin, NJ 07416. Phone 201-827-2525.
Other Office: Box 214, Newton, NJ 07860. Phone 201-383-5744.

PROGRAMMING DESCRIPTION

WSUS (FM): Target audience, adults 25-54; local AIR PERSONALITIES. MUSIC: Adult Contemporary; Drake-Chenault. NEWS: local & network at :60 & :30 during drive time; staff meteorologist, lost animal reports & community calendar. FARM: 2 10-min reports ea morn. yr round weather alert. FEATURES: school & business closings & postponements; hrly public service announcements for local organizations; editorials. COMMERCIAL POLICY: maximum of 14 commercial spots per hour, each preceded/followed by non-commercial material. No back-to-back commercials/commercial clusters. Rec'd 9/19/83.

1. PERSONNEL
President—Peter M. Bardach.
Vice-Pres. & Gen'l Mgr.—Jay Edwards.
Traffic Director—Frank Garrity.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 3/1/85—Rec'd 1/29/85.

AA—5-10 am & 3-7 pm.
A—10 am-3 pm.
B—7 pm-5 am.

6. SPOT ANNOUNCEMENTS
- | PER WK, EA: | 1 min | 30 sec |
|-------------|----------|----------|
| 6 ti | 53 38 27 | 43 31 22 |
| 12 ti | 46 34 25 | 37 28 20 |
| 24+ | 40 29 21 | 32 21 17 |
- Fixed position, extra 10.00.
Spots rotated within specified time classes.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B, class A rates apply. (SMD)(CR)

Hackensack

Bergen County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Hackettstown

Warren County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WIXL (FM)

1961
NEWTON

Mid 012095-000

See listing under city of license.

WRNJ

1976
HACKETTSTOWN

Mid 012086-000

See SRDS Spot Radio Small Markets Edition.

Hammonton

Atlantic County—Map location D-10
See SRDS Consumer market map and data at beginning of the state.

WTYO

1961
HAMMONTON

Mid 012087-000

See SRDS Spot Radio Small Markets Edition.

Lakewood

Ocean County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WOBM

1970
LAKEWOOD



Media Code 4 231 4075 5.00 Mid 012088-000
North Shore Broadcasting Corp.
c/o WOBM, Box 927, Toms River, NJ 08754. Phone 201-269-0927.

Studio: 360 Clayton Rd., Howell, NJ 07731.
PROGRAMMING DESCRIPTION
WOBM: MUSIC: top 40, Un-sponsored news, sports, weather, community service. Rec'd 11/30/81.

1. PERSONNEL
Gen'l Mgr./Sls. Mgr.—Bob Levy.
Assistant Sales Manager—Glenn Jones.
Traffic Manager—Cathy Tobin.
3. FACILITIES
5,000 w., days; 1170 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WOBM-FM, Toms River.

TIME RATES
No. 5 Eff 10/1/83—Rec'd 8/8/83.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5-7:30 am & 11:30 am-7 pm.

6. SPOT ANNOUNCEMENTS
- | PER YR, ROS: | 1x | 100x | 400x | 1000x |
|--------------|-------|-------|-------|-------|
| 1 min | 27.00 | 23.00 | 19.00 | 13.50 |
| 30 sec | 20.25 | 17.25 | 14.25 | 10.25 |
| 15 sec | 13.50 | 11.50 | 9.50 | 6.75 |
- CONSECUTIVE DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

AM/FM, TOMS RIVER COMBINATION
No 3 Eff 1/1/85—Rec'd 10/26/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5-7:30 am & 11:30 am-7 pm.

CLASS AA

PER YR:	1x	100x	400x	1000x
1 min	67.00	56.00	45.00	34.00
30 sec	50.25	42.00	33.75	25.50
15 sec	33.50	28.00	22.50	17.00

CLASS A

1 min	30 sec	15 sec
52.00	45.00	36.50
39.00	33.75	27.50
26.00	22.50	18.25

7. PACKAGE PLANS

IMPACT PLANS
7 CONSECUTIVE DAYS—1/2AA, 1/2A

12 per day FM, 6 per day AM	1 min	30 sec
24 per day FM, 12 per day AM	2260	1695
	4305	3210

SPECIAL PACKAGE
1AA, 1A, 1B & 1C spot or multiples of same & 2A, 1B & 1C spot on Sun on FM & 1AA & 1A spot on AM (7 days a wk for 52 wk); Deduct 25% from 1000x rate. (CR) (A)

WOBM-FM

1968
TOMS RIVER

Mid 012107-000

See listing under city of license.

Long Branch

Mommsouth County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WMJY (FM)

1959
LONG BRANCH



Media Code 4 231 4165 4.00 Mid 012089-000
Mammoth Broadcasting, Inc.
156 Broadway, Long Branch, NJ 07740. Phone 201-222-1071.

PROGRAMMING DESCRIPTION

WMJY (FM): Programmed for adults 18-40, emphasis on music. MUSIC: Blend of Contemporary & Oldies. AIR PERSONALITIES: live featured all segments. NEWS: AM & PM drive, emphasis on local coverage; school closings. Accu-weather, meteorologists with live forecasts 5 times a day. Promotions: on air all day parts & off air event-oriented. COMMERCIAL POLICY: maximum 10 units per hour. Contact Representative for further details. Rec'd 5/6/83.

1. PERSONNEL
President—Jonathan Hoffman.
General Manager—Elizabeth A. Hoffman.
Sales Manager—Carl De Prospo.
2. REPRESENTATIVES
Roslin Radio Sales.
3. FACILITIES
ERP 3,000 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 265 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 3d, 4a, 4d, 5, 8.
Rate Protection: 10c, 11c.
Basic Rates: 22a, 24a, 24c, 28b, 28c.
Contracts: 40b, 42a, 45, 51b.
Cancellation: 70d, 71a.
Prod. Services: 80, 82.
Member: New York Suburban Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (CR)

Manahawkin

Ocean County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WJRZ (FM)

1976
MANAHAWKIN



Media Code 4 231 4410 4.00 Mid 012090-000
Jersey Shore Broadcasting Corp.
1001 Beach Ave., Box 100, Manahawkin, NJ 08050.
Phone 609-597-1100.
Other Office: 20 Water St., Box 100, Toms River, NJ 08754. Phone 201-349-1100.

PROGRAMMING DESCRIPTION

WJRZ (FM): Adults 18-54. MUSIC: Contemporary Hit Radio, 50% current, 50% 70's & 60's. NEWS: 8-min at :55, 10-min in drive times; helicopter news & traffic reports, remote broadcasts. SPORTS: AM/PM drive shows. FEATURES: tele/talk shows wkly; day/night electronic aerial advertising helicopter sign service; 800 million candle power searchlight available. Contact Representative for further details. Rec'd 4/2/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph J. Knox, Jr.
Vice-Pres. & Pro. Dir.—Lance DeBock.
Ass't Vice-Pres. & Sales Mgr.—Bill Everett Yannette, Jr.

2. REPRESENTATIVES
Shelly Katz Radio Sales, Inc.
Philadelphia, Pittsburgh—Dome & Associates, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff—Rec'd 6/26/84.

AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
- | PER WK: | 1 min | 30 sec |
|---------|-------|--------|
| 6 ti | 43.00 | 34.00 |
| 12 ti | 36.00 | 30.00 |
| 18 ti | 30.00 | 25.00 |

10. SPECIAL FEATURES
NEWSCASTS—ROTATED 5:30 AM-7 PM
PER WK: 13 wk 26 wk 52 wk
Minimum 10 ti, 1 min 36 32 28
WEATHER REPORTS—ROTATED 5:30 AM-9 PM
Minimum 12 ti, 30 sec 28 24 22 (SMD) (CR)

Millville

Cumberland County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.

See Vineland-Millville

Morristown

Morris County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WMTR

1948
MORRISTOWN



HERBERT E. GROSCHIN
& COMPANY



A Drexel Hill Associates Ltd. Station

Media Code 4 231 4655 4.00 Mid 012091-000
Drexel Hill Associates Ltd.
Box 1250, Morristown, NJ 07960. Phone 201-538-1250.

PROGRAMMING DESCRIPTION

WMTR: Information for local area 5-9 am daily; news, weather, finance, shadow, traffic & special features produced locally with AP wire, satellite & audio service providing nat'l & internat'l information; after 9 am adult contemporary music with emphasis on 1960's-70' past hits. Contact Representative for further details. Rec'd 7/30/84.

1. PERSONNEL
President—Peter L. Arnow.
Sales Manager—J. Albert Wunder.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 khz. Directional. Stereo.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WDHA-FM, Dover.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WMTR/WDHA-FM, DOVER COMBINATION
No. 22 Eff 7/1/84—Rec'd 10/15/84.

6. SPOT ANNOUNCEMENTS
- | PER WK: | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|------|-------|-------|-------|-------|-------|
| 1 min | 110 | 104 | 98 | 94 | 90 | 86 |
| 30 sec | 88 | 84 | 80 | 76 | 72 | 68 |

WMTR only: 50% of WMTR/WDHA-FM combination. (SMD)

Newark

Essex County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

New Brunswick

Middlesex County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WCTC

1946
NEW BRUNSWICK



A Greater Media Station



Masla Radio



Media Code 4 231 5390 7.00 Mid 012093-000
Raritan Valley Broadcasting Co.
4 Veronica Ave., Somerset, NJ 08873. Phone 201-249-2600.
Mailing Address: Box 100 Broadcast Center, New Brunswick, NJ 08903.

PROGRAMMING DESCRIPTION

WCTC: Programmed for general mass appeal. MUSIC: Adult contemporary. NEWS: at :60, 2 hrs at 4:30 pm; 30-min at noon; 15-min at 7:45 am & 12M; 7 man dept. Private weather service, shadow traffic reports. Stock market reports 12:25, 5:20 & 5:50 pm. Free lost & found. Community calendar. Special home & garden, homemakers shows. SPORTS: univ football & basketball; extensive high school coverage. Hungarian 12:15-1:30 pm SUN: Polish 1:30-3 pm; Jewish-American 3:05-4 pm. Tele/talk 7:15-11 pm Mon & 11 pm-12M Sun. Contact Representative for further details. Rec'd 2/24/84.

1. PERSONNEL

President—Peter A. Bordes.
Gen'l & Nat'l Sales Mgr.—Anthony V. Marano.
Sales Manager—Harry Mitchell.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15c.
Basic Rates: 22b, 23a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70e, 71a.
AM facilities: WMGQ (FM).
Member: Masla Suburban Group.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WMGQ (FM)

1947
NEW BRUNSWICK



A Greater Media Station



Masla Radio

MAGIC MUSIC



Media Code 4 231 5512 6.00 Mid 012094-000
Raritan Valley Broadcasting Co.
Mailing Address: Box 100 Broadcast Center, New Brunswick, NJ 08903. Phone 201-249-2600.
4 Veronica Ave., Somerset, NJ 08873.

PROGRAMMING DESCRIPTION

WMGQ (FM): Programmed for adults 18-49, emphasis on music. MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. NEWS: twice per hr in AM drive, once per hr all other times. SPORTS: briefs & shadow traffic reports in drivetimes. COMMERCIAL POLICY: maximum 9 commercial minutes per hour. Contact Representative for further details. Rec'd 12/2/80.

1. PERSONNEL

President—Peter A. Bordes.
Gen'l & Nat'l Sales Mgr.—Anthony V. Marano.
Sales Manager—Edwin R. Spiegel.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 1,000 w.; 98.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 22b, 23a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70e, 71a.
AM facilities: WCTC.
Member: Masla Suburban Group.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Newton

Sussex County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WIXL (FM)

1961
NEWTON

Media Code 4 231 5635 5.00 Mid 012095-000
Group M Communications Inc.
Yates Ave., Box 40, Newton, NJ 07860. Phone 201-383-3400.

PROGRAMMING DESCRIPTION

WIXL (FM): Programmed for Adults 25-54. MUSIC: Contemporary Country. NEWS: local, UPI, Shadow Traffic, Selimo computer weather, stock market. SPORTS: N.Y. Giants football. Rec'd 9/2/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Marvin J. Strauzer.
Vice-Pres. & Gen'l Sls. Mgr.—Michael B. Levine.
COOP Advertising Specialist—Nancy Thiele.

3. FACILITIES

ERP 5,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates are net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WNNJ.
Affiliated with Connecticut Radio Network.

TIME RATES

WIXL (FM)/WNNJ COMBINATION
No. 29L Eff 9/1/84—Rec'd 8/21/84.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
6 ti	47 37 27	38 30 22
18+	44 35 25	35 28 20

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

TAP—1/4 MORNING, 1/4 MIDDAY, 1/4 AFTERNOON, 1/4 EVENING

	1 min	30 sec
16 ti (8 AM, 8 FM)	272	216
24 ti (12 AM, 12 FM)	408	324
32 ti (16 AM & 16 FM)	512	400
40 ti (20 AM & 20 AM)	600	480

Over 20 spots per station: Extra 1-min 29.00 ea; 30-sec 23.00 ea.

WIXL (FM) ONLY

6. SPOT ANNOUNCEMENTS

70% of WIXL (FM)/WNNJ combination.
MIDNIGHT-5 AM, WK:

	6 ti 18+
1 min	10 8
30 sec	8 7

(SMD) (CR-2)

WNNJ

1953
NEWTON

See SRDS Spot Radio Small Markets Edition. Mid 012096-000

WSUS (FM)

1965
FRANKLIN

See listing under city of license. Mid 012085-000

Ocean City

Cape May County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

See Atlantic City
(including Ocean City, Pleasantville, Somers Point)

WIBG

1964
OCEAN CITY-SOMERS POINT

Licensed as an Ocean City-Somers Point station. See listing under Atlantic City, NJ. Mid 012067-000

WWOC (FM)

1976
AVALON

See listing under city of license. Mid 012074-000

Parsippany-Troy Hills

Morris County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WXMC

1982
PARSIPPANY-TROY HILLS

Media Code 4 231 6309 6.00 Mid 028553-000
Pars Communications Inc.
1 Percy Penny Lane, Parsippany, NJ 07054. Phone 201-335-1310.

2. REPRESENTATIVES

Lotus Reps.
1 min rate 1x: 25.00.

Paterson

Passaic County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

WKER

1964
POMPTON LAKES

Paterson office: News Plaza, Paterson, NJ
See listing under city of license. Mid 012100-000

Plainfield

Union County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WERA

1961
PLAINFIELD

M Masla Radio



Media Code 4 231 6370 8.00 Mid 012098-000
Tri-County Broadcasting Corp.
120 W. 7th St., Plainfield, NJ 07060. Phone 201-755-1590.

PROGRAMMING DESCRIPTION

WERA: Programmed for adults of all ages. MUSIC: Adult contemporary. NEWS: AP wire & audio network; 5 person news & sports team. Morning edition all news & information program 6-9 am. 7-min on the :60, 15-min at noon, 1/2 hr at 5 pm. Shadow traffic reports. Private weather service. Mobile unit for remotes. FEATURES: Various tele/talk & interview programs daily, community/news/information. Swapshop M-F 2:05-2:30 pm. Stocks, community news, school & plant closings, inspection station waiting times. SPORTS: Local & AP network; tele/talk & interview programs; high school football & basketball play-by-play; race results & features. Contact Representative for further details. Rec'd 2/1/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Henry J. Behre.
Commercial Manager—Barbara Ballard.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

500 w. days, 1590 khz.
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION

15% net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES

Eff 3/1/82—Rec'd 3/29/82.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	27	25	23	21	19
30 sec	22	20	18	17	15

10. SPECIAL FEATURES

NEWSCASTS/FEATURES
5 min—1-min rate plus 30%.
3 min—1-min rate plus 15%.

Pleasantville

Atlantic County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

See Atlantic City

(including Ocean City, Pleasantville, Somers Point)

Point Pleasant

Ocean County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WADB (FM)

1968
POINT PLEASANT

Media Code 4 231 6490 4.00 Mid 012099-000
Pleasant Broadcasters Inc.
1715 "F" St., South Belmar, NJ 07719. Phone 201-681-3800, 892-4300, 531-0050.

PROGRAMMING DESCRIPTION
WADB (FM): Programmed for adults. MUSIC: 85% Easy Listening instrumentals & soft current vocals. NEWS: 5-min, local, nat'l, internat'l, stocks & business news hrly. SPORTS: hrly 2-min weather, headlines & seasonal sports info at :30. FEATURES: local public service announcements; school closings, road conditions. COMMERCIAL POLICY: average 12-min/hr. Contact Representative for further details. Rec'd 1/24/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Adamant Brown.

2. REPRESENTATIVES

P/W Radio Representatives.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 16 Eff 1/1/85—Rec'd 2/4/85.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

ROS:	1x	100x	250x	500x	1x	100x	250x	500x
AAA	34	31	27	24	27	25	22	19
AA	30	29	25	22	24	23	20	18
A	29	27	24	21	23	22	19	17
B	17	16	15	14	12	11	10	9

8. PROGRAM TIME RATES

	5 min	3 min
AAA	7x 100x 250x 500x	7x 100x 250x 500x
AA	37 36 34 32 36 35 33 30	36 35 33 30 27
A	32 31 30 26 31 30 29 26	30 29 26
B	22 21 20 19 18 17 16 15	17 16 15

10. SPECIAL FEATURES

	7x	100x	250x	500x
6-10 am	47	46	44	42
11 am-2 pm	36	35	34	30
3-7 pm	38	37	35	33
6:30-9:30 am	46	45	43	40
10:30 am-2:30 pm	35	34	33	29
3:30-6:30 pm	37	36	34	32
1 min	100x 250x 500x	100x 250x 500x		
	35 33 31 30 sec	28 26 25		

(SMD) (D) (A)

Pompton Lakes

Passaic County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WKER

1964
POMPTON LAKES

Media Code 4 231 6615 6.00 Mid 012100-000
WKER Radio Inc.,
Box 1500, Pompton Lakes, NJ 07442. Phone 201-839-1500.

PROGRAMMING DESCRIPTION

WKER: Adult contemporary. MUSIC: 60% hits of now & then, 40% album cuts. NEWS: emphasis, feature at :60, AP at :30, local & regional at :15 & :45. Rec'd 3/2/78.

1. PERSONNEL

President—Lee Novak.
Executive Vice-President—Tom Niven.

3. FACILITIES

1,000 w.; 1500 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/81—Rec'd 9/9/81.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	35 ti
1 min	18.00	17.00	16.00	15.00
30 sec	15.50	14.50	13.50	12.50

NEW JERSEY

Pompton Lakes—cont

WKER—cont		CONTRACT	
PER YR	1 min 30 sec	PER YR	1 min 30 sec
500 x	15.00	1000 x	13.00 10.50
			(SMD) (CR-2)

Princeton

Mercer County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WHWH

whwh 1350
1963
PRINCETON

M Masla Radio

ndb

RAB

NRBA

Media Code 4 231 6860 8.00 Mid 012101-000
Nassau Broadcasting Co.
221 Witherspoon St., Box 1350, Princeton, NJ 08542.
Phone 609-924-3600, Trenton, 609-896-0975.
Other Office: Box 9750, Trenton, NJ 08607.

PROGRAMMING DESCRIPTION
WHWH: Programmed for adults 25+. MUSIC: MOR, album cuts & Adult Contemporary. NEWS: every 1/2 hour, 1/65 min at noon & 1/40 min at 6 pm; APR. SPORTS: live play-by-play football, basketball, baseball, nat'l auto races, race track results, ski & beach reports; 11 sportscasts daily; personality sports shows. FEATURES: airborne traffic, business reports & tele/talk overnight. TALK: 8 pm-5 am. Contact Representative for further details. Rec'd 9/1/83.

- PERSONNEL**
President—John J. Morris.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1350 khz. Directional—separate patterns day and night. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WPST (FM), Trenton.
Affiliated with ABC Entertainment Radio Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 9/27/82.

MTP—Mon thru Sat 5:30-10 am.	
AAA—Mon thru Fri noon-1 pm & 3-8 pm; Sat 10 am-8 pm.	
AA—Mon thru Fri 10 am-noon & 1-3 pm; Mon thru Sat 8 pm-midnight; Sun 9 am-midnight.	

6. SPOT ANNOUNCEMENTS	
1 MIN:	1x 52x 104x 156x 260x 312x 624x
MTP	56 55 54 53 52 51 50
AAA	43 42 41 40 39 38 37
AA	39 38 37 36 35 34 33
30 sec:	80% of 1-min.

8. PROGRAM TIME RATES	
2 MINUTES	
1x 52x 104x 156x 260x 312x 624x	
MTP	60 59 58 57 56 55 54
AAA	46 45 44 43 42 41 40
AA	41 40 39 38 37 36 35
5 MINUTES	
MTP	63 62 61 60 59 58 57
AAA	48 47 46 45 44 43 42
AA	44 43 42 41 40 39 38
	(SMD) (CR) (A)

WPRB (FM)

1947
PRINCETON

RAB

Media Code 4 231 7105 7.00 Mid 012102-000
Princeton Broadcasting Service Inc.
Box 342, Princeton, NJ 08540. Phone 609-921-9284.
DELIVERIES:
11th Entry, Holder Hall, Nassau St., Princeton, NJ 08540.

PROGRAMMING DESCRIPTION
WPRB (FM): Programmed for adults 18-34. MUSIC: Progressive & Popular Album Rock, Classical & Jazz mornings. NEWS: UPI Audio; drive reports by local staff, network 7x/day. SPORTS: live coverage of football & basketball, nightly update, wkly feature. FEATURES: syndicated & locally produced music & news/public affairs programs. Rec'd 7/24/84.

- PERSONNEL**
General Manager—Tim Kastelle.
Program Director—Jared Silverman.
Sales Director—Andy Bose.
 - FACILITIES**
ERP 17,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 201 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
- TIME RATES**
No. 56 Eff 2/1/84—Rec'd 6/25/84.

6. SPOT ANNOUNCEMENTS	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 48 ti
1 min	15.00 14.25 13.50 12.50 11.50 10.75 9.00
30 sec	12.00 11.40 10.80 10.00 9.20 8.60 7.20
	CONSECUTIVE WEEK DISCOUNTS
13 wk—5%	26 wk—10%

7. PACKAGE PLANS	
ONE YR CONTRACT:	150x 250x 500x 1000x
1 min	12.50 12.00 11.50 9.00
30 sec	10.00 9.50 9.20 7.20
	CONSECUTIVE WEEK DISCOUNTS
13 wk—5%	26 wk—10%

(SMD)(D)

Salem

(including Canton)
Salem County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WJIC

1966
SALEM

Mid 012103-000
See SRDS Spot Radio Small Markets Edition.

WNNN (FM)

1973
CANTON

Mid 012104-000
See SRDS Spot Radio Small Markets Edition.

Somers Point

Atlantic City County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

See Atlantic City
(including Ocean City, Pleasantville, Somers Point)

WIBG

1964
OCEAN CITY-SOMERS POINT

Mid 012067-000
Licensed as an Ocean City-Somers Point station. See listing under Atlantic City, NJ.

Somerville

Somerset County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WBRW

1971
BRIDGEWATER

Mid 012105-000
Box 1170, Somerville, NJ 08876. Phone 201-725-1170.
See listing under city of license.

Stirling

Morris County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WKMB

1972
STIRLING

Mid 012106-000
See SRDS Spot Radio Small Markets Edition.

Toms River

Ocean County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WJRZ (FM)

1976
MANAHAWKIN

Mid 012090-000
Other Office: 20 Water St., Box 100, Toms River, NJ 08754. Phone 201-349-1100.
See listing under city of license.

WOBM

1970
LAKEWOOD

Mid 012088-000
c/o WOBM, Box 927, Toms River, NJ 08754. Phone 201-269-0927.
See listing under city of license.

WOBM-FM

1968
TOMS RIVER

ndb

NRBA

Media Code 4 231 7450 7.00 Mid 012107-000
Seashore Broadcasting Corp.
U.S. Rte. 9 Bayville, Berkeley Twp., NJ 08721. Phone 201-269-0927.

Mailing Address: Box 927, Toms River, NJ 08754.
PROGRAMMING DESCRIPTION
WOBM-FM: MUSIC: Adult contemporary consisting of 75% oldies & 25% current. NEWS: 6 min at 6:00, expanded in drive time; emphasis on local staff meteorologist. SPORTS: complete coverage; results in newscasts. TALK: Sun 8-11 am. FEATURES: community service; yr-round weather watch, school & business closings, non-profit organization weather postponements & cancellations; daily public service announcements. Rec'd 3/26/84.

- PERSONNEL**
Gen'l Mgr./Sls. Mgr.—Bob Levy.
Assistant Sales Manager—Glenn Jones.
Traffic Manager—Cathy Tobin.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; time only.
 - GENERAL ADVERTISING** See coded regulations
AM facilities: WOBM, Lakewood.
- TIME RATES**
No 13 Eff 1/1/85—Rec'd 10/26/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5-8 am, 11:30-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS	
PER YR:	CLASS AA
1 min	1x 100x 400x 1000x
1 min	54.00 45.00 36.00 27.00
30 sec	40.50 33.75 27.00 20.25
15 sec	27.00 22.50 18.00 13.50
CLASS	
1 min	40.00 33.00 27.00 20.00
30 sec	30.00 24.75 20.25 15.00
15 sec	20.00 16.50 13.50 10.00
CLASS B	
1 min	11.30 8.50 7.25 6.00
30 sec	8.50 6.40 5.30 4.50
15 sec	5.70 4.25 3.60 3.00
	C—50% of B.

- PACKAGE PLANS**
7 CONSECUTIVE DAYS—1/4AA, 1/4A, 1/4B, 1/4C;
SUN 1/2A, 1/4B, 1/4C
1 min 30 sec 1 min 30 sec
12 per day .. 1680 1260 24 per day .. 3200 2400
- SPECIAL PACKAGE**
1AA, 1A, 1B, 1C spot or multiples of same & 21A, 1B, & 1C spot on Sun (7 days a wk 52 wk a year) will warrant a 25% discount on 1000 rates.
- SPECIAL FEATURES**
NEWS
PER YR: 540x 1080x
6 min 23.50 19.00
Rotated Mon thru Sun 5-1 am; minimum 3 per day/180 consec days.

FM/AM, LAKEWOOD COMBINATION
No. 3 Eff 1/1/85—Rec'd 10/26/84.

- AA—Mon thru Sat 6-10 am, 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm; Sun 5-7:30 am, 11:30 am-7 pm.
- SPOT ANNOUNCEMENTS**
CLASS AA
PER YR: 1x 100x 400x 1000x
1 min 67.00 56.00 45.00 34.00
30 sec 50.25 42.00 33.75 25.50
15 sec 33.50 28.00 22.50 17.00
- CLASS A**
1 min 52.00 45.00 36.50 26.00
30 sec 39.00 33.75 27.50 19.50
15 sec 26.00 22.50 18.25 13.00

- PACKAGE PLAN**
7 CONSECUTIVE DAYS—1/4AA, 1/4A, 1/4B, 1/4C;
SUN 1/2A, 1/4B, 1/4C
1 min 30 sec 1 min 30 sec
12 per day FM, 6 per day AM 2260 1695
24 per day FM, 12 per day AM 4305 3210
 - SPECIAL PACKAGE**
1AA, 1A, 1B & 1C spot or multiples of same & 2A, 1B & 1C spot on Sun on FM & 1AA & 1A spot on AM (7 days a wk for 52 wk) deduct 25% from 1000x rate.
- (SMD) (CR) (A)

Trenton

(including Ewing)
Mercer County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBUD

(formerly WKXW)
1962
TRENTON

Media Code 4 231 7827 6.00 Mid 012108-000
Fidelity Communications Corp.
Box 5698, Trenton, NJ 08638. Phone 609-882-7191.
1 min rate 1x: 16.00.

WCHR (FM)

1965
TRENTON

Mid 012109-000
Media Code 4 231 8205 4.00
Scott Broadcasting Co.
Woodside Rd., Yardley, PA 19067. Phone 215-493-4252.
1 min rate 1x: 15.00.

WHWH

whwh 1350
1963
PRINCETON

M

Masla Radio

Mid 012101-000
Other Office: Box 9750, Trenton, NJ 08607.
See listing under city of license.

In Trenton Metro, more adults listen to WHWH than to any other radio station reaching the market.*

whwh 1350

Trenton Metro
Adult programming
Significant news & sports
5,000 watts full time
John J. Morris, President
Jack Masla — Nat. Rep.

*Arbitron, Trenton, N. J. Spring 1984 (Metro Survey Area), Cumulative Listening Est. Adults 18+. Mon-Sun. 6:00 am to Midnight. Data subject to qualifications set forth in source material.

WIMG

1959
EWING

Mid 012110-000
Media Code 4 231 8220 3.00
Crusade Broadcasting Corp.
Suite 827, 240 W. State St., Trenton, NJ 08608. Phone 609-695-7701.
1 min rate 1x: 39.00.

WKXW (FM)

1962
TRENTON

Mid 012111-000
Media Code 4 231 8228 6.00
Fidelity Communications Corp.
Box 5698, Trenton, NJ 08638. Phone 609-882-7191.

PROGRAMMING DESCRIPTION
WKXW (FM): Target demographic 18-49. MUSIC: Personality/Adult Contemporary. NEWS: at :57. Rec'd 4/29/83.

- PERSONNEL**
President—Jerome Bresson.
Vice Pres./Gen'l Mgr.—Terry Watts.
- FACILITIES**
ERP 18,000 w. (horiz.), 15,054 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 868 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3c, 4a, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 22a, 23b, 24c, 25c, 26b, 28c.
Contracts: 40a, 43.
Cancellation: 70c, 71a, 82.
Prod. Services: 82
AM facilities: WBUD.

TIME RATES
No. 83A Eff 11/21/83—Rec'd 1/30/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 9 am-4 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-9 am & 4-8 pm; Sun 6 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS		
GRID I		
	1 min	30 sec
AAA	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 48 ti 24 ti	65 60 55 50 52 48 44 40
AA	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 48 ti 24 ti	60 55 50 45 48 44 40 36
A	55 50 45 40 44 40 36 32	
GRID II		
AAA	60 55 50 45 48 44 40 36	
AA	55 50 45 40 44 40 36 32	
A	50 45 40 35 40 36 32 28	
GRID III		
AAA	55 50 45 40 44 40 36 32	
AA	50 45 40 35 40 36 32 28	
A	45 40 35 30 36 32 28 24	

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
	GRID IV							
AAA	50	45	40	35	40	36	32	28
AA	45	40	35	30	36	32	28	24
A	40	35	30	25	32	28	24	20

WPRB (FM)

wprb

1947
PRINCETON



(This is a paid duplicate of the listing under Princeton, New Jersey.)

Media Code 4 231 7105 7.00 Mid 012102-000
Princeton Broadcasting Service Inc.
Box 342, Princeton, NJ 08540. Phone 609-921-9284.
DELIVERIES:
11th Entry, Holder Hall, Nassau St., Princeton, NJ 08540.

PROGRAMMING DESCRIPTION
WPRB (FM): Programmed for adults 18-34. MUSIC: Progressive & Popular Album Rock; Classical & Jazz mornings. NEWS: UPI Audio; drive reports by local staff, network 7x/day. SPORTS: live coverage of football & basketball, nightly update, wkly feature. FEATURES: syndicated & locally produced music & news/public affairs programs. Rec'd 7/24/84.

1. PERSONNEL
General Manager—Tim Kastle.
Program Director—Jared Silverman.
Sales Director—Andy Bose.

3. FACILITIES
ERP 17,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 201 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES
No. 56 Eff 2/1/84—Rec'd 6/25/84.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 48 ti
1 min 15.00 14.25 13.50 12.50 11.50 10.75 9.00
30 sec 12.00 11.40 10.80 10.00 9.20 8.60 7.20
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10%

7. PACKAGE PLANS
ONE YR CONTRACT: 150x 250x 500x 1000x
1 min 12.50 12.00 11.50 9.00
30 sec 10.00 9.60 9.20 7.20
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10%

(SMD)(D)

WPST (FM)

WPST

1947
TRENTON



Masla Radio



Media Code 4 231 8235 1.00 Mid 012112-000
Nassau Broadcasting Co.
Box 9750, Trenton, NJ 08607. Phone 609-896-0975.

PROGRAMMING DESCRIPTION
WPST (FM). Target market 18-49. MUSIC: adult rock; selected music list of current hits, familiar album cuts & greatest hits of past. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
President—John J. Morris.

2. REPRESENTATIVES
New York—Masla Radio.

3. FACILITIES
ERP 50,000 w. (horiz. & vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 27, 28a, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WHWH, Princeton.
Affiliated with Connecticut Radio Network.

TIME RATES
Eff—Rec'd 5/25/83.

AAA—Mon thru Sat 5:30 am-8 pm; Sun 9 am-8 pm.
AA—Mon thru Sun 8 pm-1 am; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 60.00 57.00 54.00 51.00 48.00
30 sec 49.00 46.00 44.00 42.00 40.00
CLASS AA
1 min 50.00 47.00 44.00 41.00 38.00
30 sec 41.00 39.00 36.00 34.00 31.00

(CR)

WTTM

1941
TRENTON
A Great Scott Station

Media Code 4 231 8575 0.00 Mid 012113-000
Scott Broadcasting Co. Inc. of N.J.
333 West State St., Trenton, NJ 08618. Phone 609-695-8515, 215-946-8666.

PROGRAMMING DESCRIPTION
WTTM: MUSIC: Country. NEWS: M-F 20/20 news 6-9 am, (network at 6:00; local at 20/20); network at 6:09 am-3 pm then 20/20 'till 6 pm; final news of day M-F 6-7 pm. Ethnic programming Sun, German, Polish & Spanish. Contact Representative for further details. Rec'd 1/28/81.

1. PERSONNEL
General Manager—Marc Scott.
Program Director—Ron Cade.
Sales Manager—Richard O'Connor.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
1,000 w.; 920 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3c, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Satellite Music Network.
Affiliated with MBS.

TIME RATES
Eff—Rec'd 10/19/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
GRID: I II III IV GRID: I II III IV
AAA 40 35 30 25 AA 35 30 25 20
Less than 1 min: 80% of 1-min.

Vineland-Millville

Cumberland County—Map Location C-11
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDVL

1957
VINELAND



Media Code 4 231 8820 0.00 Mid 012114-000
Frank F. & Vita Marie Ventresca
Box 457, 632 Maurice River Blvd. & Almond Rd., Vineland, NJ 08360. Phone 609-691-9292.
1 min rate 1x: 10.00.

WKQV (FM)

1969
VINELAND



Media Code 4 231 8848 1.00 Mid 012115-000
Frank & Vita Ventresca
632 Maurice River Blvd., Box 457, Vineland, NJ 08360.
Phone 609-691-9292.
1 min rate 1x: 10.00.

WMVB-FM

1962
MILLVILLE



**American Information
Radio Network**

Media Code 4 231 8875 4.00 Mid 012116-000
Thompson Communications, Inc.
Box 1440, South Vineland, NJ 08360. Phone 609-825-2600.

PROGRAMMING DESCRIPTION
WMVB-FM: MUSIC: Adult Contemporary/Top 40; Sat Morning Memories; South Jersey Top 40 Countdown, Beatles & Company; Sunday Night Oldies Show. Features: ABC Information Network; news, sports, business report, movie news, local news, sports, stock reports, Arco Go-Patrol traffic reports, lunch time spirit special, South Jersey Magazine, Westwood One specials, concerts, profiles. SPORTS: Philadelphia Phillies baseball, Eagles football, local high school football. Rec'd 11/2/84.

1. PERSONNEL
General Manager—Joseph Coccoaro.
Program Director—Nick Giorno.
Sales Manager—Ron Cerceo.

3. FACILITIES

ERP 5,200 w. (horiz.), 5,200 w. (vert.); 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 206 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30.
Contracts: 40b, 41, 44b, 45, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 62b, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 11/2/84.
AA—5:30-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			
	1 ti	7 ti	14 ti	27-39
PER WK:				
1 min	21.18	20.00	18.24	17.06
30 sec	17.06	16.18	14.70	14.12
15 sec	13.82	12.65	11.18	10.59

	A			
	1 ti	7 ti	14 ti	27-39
PER WK:				
1 min	18.23	17.06	15.88	15.29
30 sec	15.88	14.70	12.94	12.06
15 sec	12.65	11.18	10.59	10.00
PER YR:	312x	500x	1000x	
1 min	12.35	11.76	11.18	
30 sec	11.18	10.59	10.00	
15 sec	9.12	8.53	7.94	

Must be used within 1 year.

7. PACKAGE PLANS

TAP—MON THRU SAT

	1 min		30 sec	
PER WK, EA:				
12 ti Plan 1	17.65	15.29		
18 ti Plan 2	16.47	14.12		
24 ti Plan 3	15.88	13.53		
30 ti Plan 4	14.70	12.94		

Plan 1: 6 spots 5:30-10 am, 6 spots 3 pm-midnight.
Plan 2: 6 spots 5:30-10 am, 6 spots 10 am-3 pm, 6 spots 3 pm-midnight.
Plan 3: 12 spots 5:30-10 am, 6 spots 10 am-3 pm, 6 spots 3 pm-midnight.
Plan 4: 12 spots 5:30-10 am, 12 spots 10 am-3 pm, 6 spots 3 pm-midnight.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	164.70	88.23	37.65	23.53
27 x	129.41	64.70	29.41	17.65

10. SPECIAL FEATURES

NEWSCASTS, PER WK: 13 ti 26 ti 52 ti
1 Mon thru Fri 76.44 70.58 64.70
1 Mon thru Sat 82.35 76.47 70.58
1 Mon thru Sun 88.23 82.35 76.47

WREY

1953
MILLVILLE



Media Code 4 231 8970 3.00 Mid 012117-000
Thompson Communications, Inc.
Box 1440, South Vineland, NJ 08360. Phone 609-825-2600.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.
1 min rate 1x: 12.50.

WWBZ

1946
VINELAND

Media Code 4 231 9065 1.00 Mid 012118-000
Martin Broadcasting Inc.
Box 810, Vineland, NJ 08360. Phone 609-692-6500.
1 min rate 1x: 12.75.

Washington

Warren County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WCRV

1955
WASHINGTON

See SRDS Spot Radio Small Markets Edition.

Wayne

Passaic County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WKER

1964
POMPTON LAKES

See listing under city of license. Mid 012100-000

Wildwood

Cape May County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

WCMC

1951
WILDWOOD

Mid 012120-000
See SRDS Spot Radio Small Markets Edition.

WNBR (FM)

1960
WILDWOOD

Mid 012121-000
See SRDS Spot Radio Small Markets Edition.

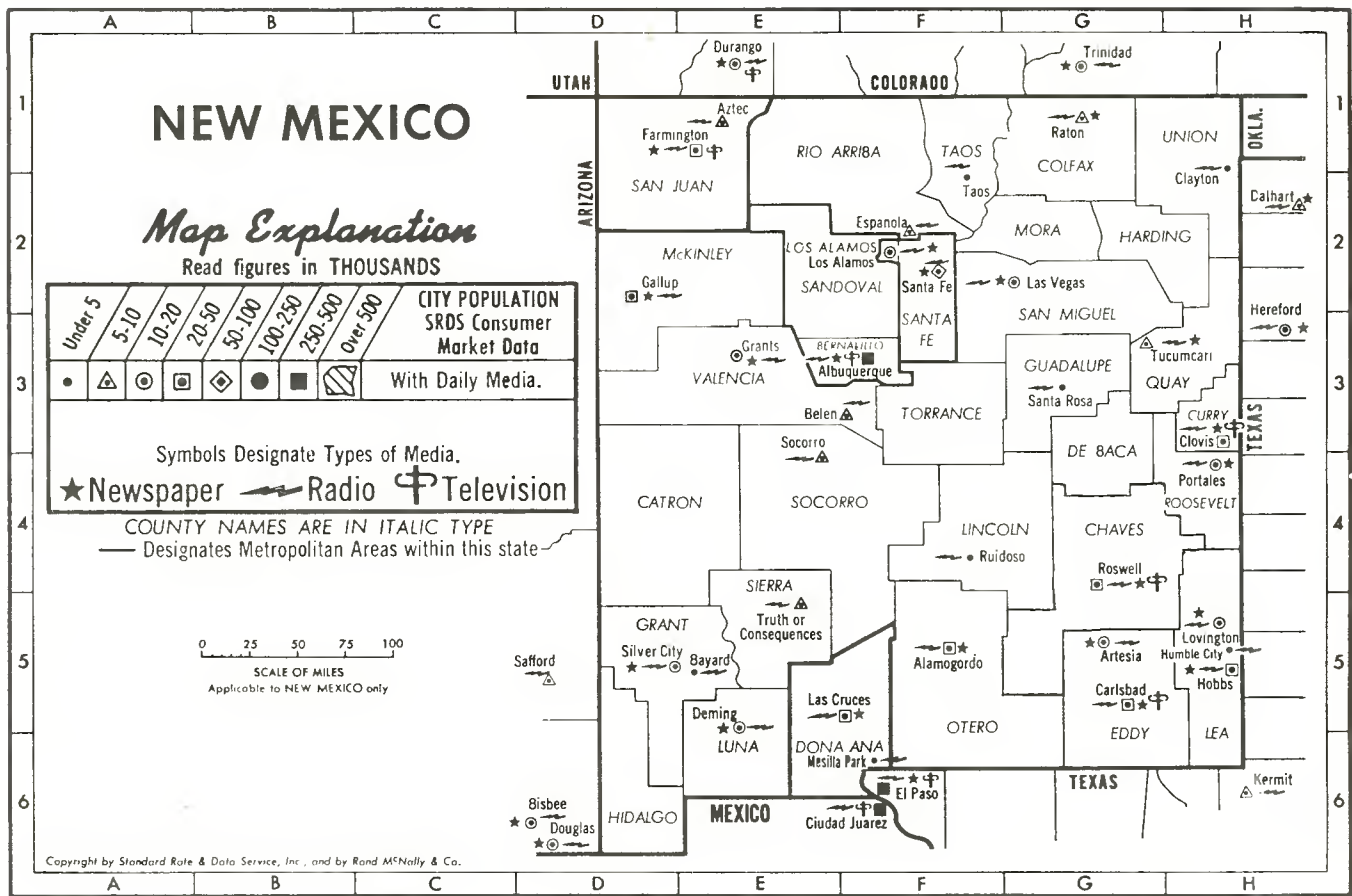
WWOC (FM)

1976
AVALON

Mid 012074-000
See listing under city of license.

NEW MEXICO

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



NEW MEXICO

State, County, City, Metro Area Data

NEW MEXICO

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales Per Household (\$000)	By Selected Store Types											
				00000	15000	35000	50000		General Mdse.	Apparel	Home Furn.	Auto motive	Service Station							
NEW MEXICO STATE TOTALS	1,421.7	486.27	11,944,683	24,564	36.6	40.2	13.2	10.0	6,709,916	13,799	1,481,392	237,630	1,007,577	313,393	326,958	1,133,932	597,788	890.25	25.9	519.94
BERNALILLO F-3 Albuquerque	463.8	168.56	4,586,240	27,208	32.4	41.1	14.8	11.8	2,411,110	14,304	527,154	83,443	355,415	113,830	120,970	408,394	213,997	306.00	10.8	170.86
Albuquerque Metro Area	367.0	138.15	3,729,270	26,994	1,976,720	14,309	432,148	68,397	291,340	93,330	99,198	334,823	244,43	244.43	9.1	123.57
CATRON D-4	2.9	1.04	16,191	15,568	58.8	35.7	3.9	1.5	11,951	11,491	2,784	478	1,982	524	484	1,993	1,088	2.0184
CHAVES G-4	54.0	19.43	395,636	20,362	46.7	39.4	8.2	5.7	246,684	12,696	55,764	9,227	38,718	11,215	11,142	41,453	22,181	33.80	1.2	16.52
ROSWELL H-3	41.6	15.42	313,803	20,350	195,708	12,692	44,241	7,320	30,718	8,897	8,839	32,887	17,598	26.31	1.0	12.11
CIBOLA D-3	34.1	10.77	238,250	22,122	38.1	43.4	12.0	6.5	146,092	13,565	32,404	5,231	22,131	6,788	7,017	24,661	13,039	21.05	.2	14.99
COLFAX G-1	14.4	5.23	96,723	18,494	48.2	40.7	7.4	3.7	65,453	12,515	14,856	2,471	10,350	2,961	2,916	10,988	5,895	9.19	.1	6.85
CURRY H-3	43.6	15.10	308,799	20,450	44.7	41.6	8.4	5.4	192,209	12,729	43,413	7,176	30,121	8,747	8,706	32,306	17,277	27.10	3.0	8.51
DE BACA G-3	2.4	.99	14,899	15,049	61.6	31.5	3.4	3.4	11,299	11,413	2,637	454	1,880	494	454	1,884	1,02975
DONA ANA E-6	106.6	34.05	804,340	23,622	40.1	38.7	11.5	9.7	457,939	13,449	101,824	16,490	69,695	21,218	21,827	77,258	40,911	62.55	1.8	55.53
Las Cruces	48.0	17.24	407,782	23,653	234,463	13,600	51,969	8,381	35,472	10,902	11,286	39,586	20,921	30.79	.8	22.57
Las Cruces Metro Area	106.6	34.05	804,340	23,622	40.5	39.2	10.7	9.7	457,939	13,449	101,824	16,490	69,695	21,218	21,827	77,258	40,911	62.55	1.8	55.53
EDDY G-5	50.5	17.76	449,800	25,327	34.8	43.4	12.7	9.2	247,334	13,926	54,468	8,707	36,963	11,584	12,145	41,823	22,013	32.31	.9	15.53
GRANT D-5	28.0	9.28	237,331	25,574	32.9	40.0	17.9	9.2	135,473	14,598	29,458	4,628	19,762	6,434	6,906	22,975	11,999	18.38	.1	14.39
GUADALUPE G-3	4.3	1.46	19,660	13,466	66.2	28.7	2.7	2.4	16,192	11,090	3,810	662	2,735	701	630	2,694	1,479	2.50	3.58
HARDING G-2	1.0	.38	6,220	16,368	55.1	37.3	3.9	3.7	4,475	11,776	1,037	177	735	197	185	747	406	.7944
HIDALGO D-6	6.7	2.12	50,657	23,895	39.5	36.5	17.0	7.0	29,421	13,878	6,489	1,039	4,409	1,376	1,438	4,973	2,620	3.68	3.15
LEA H-5	58.9	20.11	642,355	31,942	26.0	38.3	18.7	17.0	309,292	15,380	66,353	10,226	43,959	14,901	16,374	52,617	27,252	38.81	2.8	12.52
LINCOLN F-4	12.6	4.75	101,887	21,450	43.7	41.3	8.4	6.6	61,438	12,934	13,812	2,269	9,544	2,811	2,827	10,338	5,512	9.18	.1	3.35
LOS ALAMOS E-2	18.4	6.63	281,157	42,407	10.5	28.8	27.3	33.5	117,071	17,658	24,297	3,562	15,586	5,833	6,750	20,064	10,187	14.50	.1	2.12
LUNA E-6	17.4	6.27	103,640	16,530	56.7	33.8	5.7	3.8	74,592	11,897	17,188	2,913	12,127	3,314	3,149	12,476	6,758	10.16	.3	6.87
MC KINLEY D-2	62.1	16.73	323,683	19,347	48.8	35.9	9.8	5.5	215,739	12,895	48,550	7,987	33,579	9,860	9,992	36,293	19,365	27.42	.4	8.40
MORA G-2	4.1	1.36	16,141	11,868	69.2	28.9	1.3	.6	14,784	10,871	3,505	614	2,530	634	558	2,455	1,355	2.20	3.53
OTERO F-5	46.2	15.27	361,226	23,656	33.8	45.3	13.6	7.3	209,594	13,726	46,340	7,448	31,558	9,774	10,168	35,408	18,683	27.55	2.2	10.05
OUAY H-3	10.5	3.94	70,454	17,882	51.6	36.5	7.9	4.0	48,724	12,366	11,102	1,855	7,760	2,194	2,142	8,172	4,395	7.07	.1	3.73
RIO ARRIBA E-1	31.3	9.77	179,421	18,364	48.6	38.5	9.2	3.7	123,215	12,612	27,910	4,630	19,412	5,588	5,527	20,695	11,088	17.92	23.25
ROOSEVELT H-4	15.5	5.60	94,870	16,941	56.9	31.7	6.7	4.8	68,204	12,179	15,611	2,624	10,954	3,055	2,950	11,426	6,163	10.04	.2	3.33
SANDOVAL E-2	41.9	12.77	283,203	22,177	37.5	44.4	12.0	6.0	172,170	13,482	38,259	6,191	26,172	7,983	8,222	29,051	15,378	24.67	.4	11.55
SAN JUAN D-2	92.8	28.77	704,858	24,500	34.4	41.5	15.1	9.0	410,073	14,253	89,738	14,222	60,553	19,341	20,519	69,443	36,409	54.77	.4	10.94
SAN MIGUEL G-2	23.3	7.61	118,738	15,603	59.2	32.3	6.2	2.4	90,143	11,845	20,802	3,532	14,695	3,998	3,785	15,071	8,172	12.52	.1	18.93
SANTA FE F-3	84.1	29.68	838,938	28,266	31.4	39.9	15.6	13.0	428,882	14,450	93,514	14,747	62,893	20,308	21,690	72,690	38,025	54.98	.4	46.70
Santa Fe	52.0	19.06	529,570	27,784	276,234	14,493	60,187	9,482	40,453	13,090	13,999	46,826	24,485	33.24	.2	28.70

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Total Retail Sales—		Retail Sales—1984							Passenger Car 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$000)	% Distribution of Households				Per Household (\$000)	Food (\$000)	By Selected Store Types										
				14999	15000 to 34999	35000 to 49999	50000 and over			Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
Santa Fe Metro Area.	102.5	36.31	1,120,090	30,848	27.4	38.9	17.2	16.5	545,953	15,036	117,811	18,309	78,479	26,141	28,440	92,753	48,212	69.60	.5	48.38
SIERRA E-5	9.0	4.03	68,321	16,953	56.5	33.1	7.2	3.3	47,923	11,892	11,043	1,872	7,792	2,129	2,023	8,015	4,342	6.77	2.28
SOCORRO E-4	13.5	4.39	75,438	17,184	53.8	36.7	6.1	3.4	52,689	12,002	12,111	2,046	8,527	2,348	2,245	8,818	4,769	7.90	6.33
TAOS F-1	20.3	6.82	136,166	19,966	48.2	37.7	8.5	5.6	86,479	12,580	19,559	3,238	13,586	3,929	3,899	14,530	7,778	12.37	14.06
TORRANCE F-3	8.4	3.00	47,962	15,987	58.1	32.9	5.7	3.2	35,246	11,749	8,155	1,389	5,774	1,558	1,465	5,889	3,199	5.56	3.46
UNION H-1	4.7	1.72	30,835	17,927	57.2	31.8	5.7	5.3	20,466	11,899	4,715	799	3,326	910	865	3,423	1,854	3.40	1.46
VALENCIA E-3	34.4	10.88	240,644	22,118	38.1	43.4	12.0	6.5	147,560	13,563	32,730	5,283	22,354	6,856	7,088	24,909	13,170	21.26	15.14

NEW MEXICO

NEW MEXICO

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Alamogordo

Otero County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KINN

1957
ALAMOGORDO
KINN-FM

1979
ALAMOGORDO

Mid 012122-000

See SRDS Spot Radio Small Markets Edition.

KKEE (FM)

1980
ALAMOGORDO

Mid 012123-000

See SRDS Spot Radio Small Markets Edition.

KPSA

1950
ALAMOGORDO



Media Code 4 232 0525 1.00 Mid 012124-000
Cottonwood Communications Corp.
Cuba Ave. & Canyon Rd., Box 720, Alamogordo, NM
88310. Phone 505-437-1505.

PROGRAMMING DESCRIPTION

KPSA: MUSIC: Country; Big Band Thurs 6 pm-midnight.
NEWS: network & local at :60. SPORTS: area high school football; Dallas Cowboys pro football; horse racing results; sk reports. FARM: information daily during noon-1 pm; local community features; daily stock reports.
NEWS: 2-man dept; local in depth reports at 6, 7, 8 am, noon, 4, 5, 9 pm, actualities within; 605 Public Affairs Wed 6:05-7 pm. FEATURES: ongoing contests & promotions; AIR PERSONALITIES handle all segments; available for remotes. Rec'd 10/24/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert J. Flotte.
Program Director—T. J. Curry.
Sales Manager—Jeannett (JJ) Kaelin.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

None; all rates net to station; 10% discount when paid with order.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 24a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 12/22/83.
AAA—6-10 am, noon-1 pm & 3-7 pm.
AA—5-6 am, 10 am-noon & 1-3 pm.
A—7 pm-9 am.

6. SPOT ANNOUNCEMENTS

AAA	1 min	30 sec	15 sec
AAA	15.00	8.25	5.80
AA	13.25	7.20	5.00
A	11.10	5.85	4.00
Guaranteed times	18.00	12.00	7.00

7. PACKAGE PLANS

PER MO:	1/3AAA, 1/3AA, 1/3A			
300+	200+	100+	50+	30+
1 min	8.50	9.00	9.50	10.00
30 sec	5.20	5.70	6.20	6.70
15 sec	3.50	4.00	4.50	5.00

Participating programs & guaranteed times: 1-min 18.00; 30-sec 12.00.

CONSECUTIVE WEEK DISCOUNTS

13 wk—5% 26 wk—10%

10. SPECIAL FEATURES

PRIME TIME LOCAL NEWS—MON THRU SAT 7 AM-4 PM

1 min 30 sec 15 sec
Participating programs, guaranteed times rate applies.

CONSECUTIVE WEEK DISCOUNTS

13 wk—5% 26 wk—10%

KPSA/KUUX, Hobbs, may be combined to both earn 5% discount.

(SMD)

Albuquerque

Bernalillo County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KABQ

1947
ALBUQUERQUE



Media Code 4 232 0600 2.00 Mid 012125-000
Albuquerque Corp.
1309 Yale Blvd., S.E., Box 4486, Albuquerque, NM 87196.
Phone 505-243-1744.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
1 min rate 1x: 62.00.

KAMX

1971
ALBUQUERQUE



Media Code 4 232 0750 5.00 Mid 012126-000
Gensco Broadcasting
5601 Domingo Rd., N.E., Albuquerque, NM 87108. Phone
505-265-5858.
Rates have temporarily withdrawn by station.

KARS

1961
BELEN

Spanish

See listing under city of license.

Mid 012148-000

KDAZ

1959
ALBUQUERQUE



Media Code 4 232 0975 8.00 Mid 012127-000
Pan-American Broadcasting Co.
Box 4338, Albuquerque, NM 87106. Phone 505-884-7373.
1 min rate 1x: 17.25.

KFMG (FM)

1979
ALBUQUERQUE



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 232 1162 2.00 Mid 012129-000
KFMG, Inc.
5601 Domingo Rd., N. E., Albuquerque, NM 87108.
Phone 505-265-8811.

PROGRAMMING DESCRIPTION

KFMG (FM): Programmed to 18-49 adult. MUSIC: Album Oriented Rock. Contact Representative for further details. Rec'd 5/7/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Tom Birk.
Sales Manager—Donna Bradford.
Program Director—Tom Marshall.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 22,380 w. (horiz.), 22,380 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,130 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a.
AM facilities: KAMX.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff 4/1/84—Rec'd 5/7/84.
6. SPOT ANNOUNCEMENTS
MON THRU FRI 5:30-10 AM & 3-8 PM; SAT 10 AM-8 PM
GRID: 1 2 3 4 5
1 min 70 60 50 40 30
ALL OTHER TIMES
Ea 65 55 45 35 25

KHFM (FM)

1954
ALBUQUERQUE

Classical Music



Media Code 4 232 1350 3.00 Mid 012130-000
CHE Broadcasting Co., Inc.
5900 Domingo Rd., N. E., Albuquerque, NM 87108.
Phone 505-262-2631.

PROGRAMMING DESCRIPTION

KHFM (FM): Programmed to upper income adults, mainly professional & managerial fields. MUSIC: Classical. 4 hrs of jazz. NEWS: 7 ti per day. Contact Representative for further details. Rec'd 6/2/80.

1. PERSONNEL

Station Manager—F. Michael Langner.
Sales Manager—Roxanne Allen.

2. REPRESENTATIVES

Concert Music Broadcast Sales, Inc.

3. FACILITIES

ERP 15,000 w. (horiz.), 15,000 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 18 hours daily. MST.
Antenna ht.: 4,110 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60e, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Affiliated with Concert Music Network.

TIME RATES

Eff—Rec'd 8/28/84.
AA—Mon thru Fri 6-9 am & 4-11 pm; Sat & Sun 6:30 am-10 pm.
A—Mon thru Fri 9 am-4 pm & 11 pm-midnight; Sat & Sun 11 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID—CLASS AA

PER WK:	1 min	30 sec	15 sec
High Range	42	40	37
Low Range	38	35	33
A: Deduct 3.00 from above rate.	38	35	33
Fixed position, extra 5.00.	33	34	31

10. SPECIAL FEATURES

News Broadcasts—35.00.

KKIM

1972
ALBUQUERQUE



Media Code 4 232 1500 3.00 Mid 012131-000
Creative Communications Associates
2252-A Wyoming NE, Albuquerque, NM 87112. Phone
505-292-5503.

2. REPRESENTATIVES

A/D Media Sales.
1 min rate 1x: 15.00.

KKJY-FM

1974
ALBUQUERQUE



Torbet Radio



Media Code 4 232 1576 3.00 Mid 012132-000
Dunn Broadcasting
5000 Marble N. E., Albuquerque, NM 87110. Phone 505-262-1866.

PROGRAMMING DESCRIPTION

KKJY-FM: MUSIC: "Bonnieville Easy Listening" format. NEWS: 2x hourly in AM & PM drive with full time news director. COMMERCIAL POLICY: 12 minutes per hour in drive times & 8 minutes per hour midday. Contact Representative for further details. Rec'd 7/6/84.

1. PERSONNEL

General Manager—Jeff Guier.
Sales Manager—Allen Lumeyer.
Program Director—Joel Hixon.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 22,500 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,107 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42a, 44a, 45, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60k, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have temporarily withdrawn by station.

KLSK (FM)

1983
SANTA FE

See listing under city of license.

Mid 031885-000

NEW MEXICO

Albuquerque—cont

KLTN

1982

ALBUQUERQUE



Media Code 4 232 1613 4.00 Mid 028281-000
Spanish Community Radio, Inc.
9100 Second NW, Albuquerque, NM 87114. Phone 505-898-5586

Mailing Address: Box 10267, Albuquerque, NM 87184.

PROGRAMMING DESCRIPTION
KLTN: Programmed for youthful Spanish audience. MUSIC: Contemporary Latin formatted for equal rotation: Ranchera, Tropical, Aguil, Nortena & Balada. NEWS: international, nat'l & local hrly, incl sports news. AIR PERSONALITIES. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe G. Berumen.
Station Manager—Don Tompkins.
Program Director—Rodolfo Rangel.

2. REPRESENTATIVES
Lotus-Albertini Hispanic Reps.

3. FACILITIES
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.

Rate Protection: 15b.
Basic Rates: 20a, 21b, 23a, 25a, 28a, 28c, 30.
Contracts: 40a, 42d, 44b, 45, 46, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60e, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

Eff—Rec'd 10/18/82.
AAA—Mon thru Sat 5:30-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	MON-SAT-SUN					
	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	6	12	11	18	14	24
AA	30	28	26	24	24	22
A	25	23	21	19	20	18
A	20	18	16	14	16	14

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A
Mon thru Sun 5:30 am-midnight, minimum 12 spots/wk: 1-min 27.00; 30-sec 22.00.

KNMQ (FM)

1983

SANTA FE



HILLIER, NEWMARK, WECHSLER & HOWARD



(This is a paid duplicate of the listing under Santa Fe, New Mexico.)

Media Code 4 232 7631 0.00 Mid 033282-000
Mesa Grande Broadcasting Co.
2025 Pacheco St., Santa Fe, NM 87501. Phone 505-473-2282.

PROGRAMMING DESCRIPTION
KNMO (FM): Programmed to young adults. MUSIC: Contemporary Hits with PERSONALITIES handling all segments. NEWS: Handled locally; emphasis on community involvement. Contact Representative for further details. Rec'd 3/16/84.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Ronald L. Sack.
General Sales Manager—Dianne Harris.
Program Director—Steven Stucker.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 100,000 w. (horiz.); 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1936 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES

No. 3 Eff 11/5/84—Rec'd 10/30/84.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Sat 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
EVE—Mon thru Sat 7 pm-midnight.
Sun—6 am-7 pm.

6. SPOT ANNOUNCEMENTS

Specified day	GROUP A—SPECIFIED DAYPARTS	
	MON THRU SAT 6-10 AM	10 AM-3 PM & 3-7 PM
	1 min	30 sec
3 day rotator	50	46
6 day rotator	45	36
7 day rotator	40	32
	MON THRU SAT 7 PM-MIDNIGHT & SUN 6 AM-7 PM	
Specified day	28	24
3 day rotator	26	22
5 day rotator	24	20
7 day rotator	22	18
Mon thru Sun, midnight-6 am, flat 10.00.		

7. PACKAGE PLANS

3 day rotator	GROUP B—3 DAYPART TAP	
	1 min	30 sec
5 day rotator	40	32
7 day rotator	38	30
	36	28
Equal distribution in AMD, DT & PMD, minimum 9 spots per wk.		
3 day rotator	GROUP C—4 DAYPART TAP	
	1 min	30 sec
5 day rotator	36	28
7 day rotator	34	26
	32	24
Equal distribution in AMD, Day, PMD & Eve/Sun, minimum 12 spots per wk.		

(D)



THE 50,000 WATT VOICE OF THE SOUTHWEST

KOB

1920
ALBUQUERQUE



HUBBARD BROADCASTING, INC.



Christal Radio



Media Code 4 232 1650 6.00 Mid 012133-000
Hubbard Broadcasting, Inc.
77 Broadcast Plaza, S.W., Box 1351, Albuquerque, NM 87103. Phone 505-243-4411, TWX, 910-989-1682.

PROGRAMMING DESCRIPTION
KOB: Programmed for adults. MUSIC: Adult Contemporary featuring soft sounds w/top hits & oldies. AIR PERSONALITIES handle all segments. NEWS: network, local at :60; 15-min at 6, 7, 8 am, noon, 4 & 5 pm; live traffic reports in drive. FEATURES: business, talk shows & Mutual Network-Larry King; emphasis on community involvement & public affairs. SPORTS: pro & college football & basketball, local baseball play-by-play. Contact Representative for further details. Rec'd 11/3/83.

1. PERSONNEL
General Manager—Arthur A. Schreiber.
General Sales Manager—Doug Stewart.
Operations Manager—Tony Fitch.

2. REPRESENTATIVES
Christal Radio.
Mountain Media, Inc.

3. FACILITIES
50,000 w.; 770 khz. Directional nights.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.

Contracts: 40a, 45, 46, 47b.
Comb.; Cont. Discounts: 60h, 60i, 61a, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.



NUMBER ONE STEREO MUSIC

KOB-FM

1967

ALBUQUERQUE



HUBBARD BROADCASTING, INC.



Christal Radio



Media Code 4 232 1651 4.00 Mid 012134-000
Hubbard Broadcasting, Inc.
93 Broadcast Plaza, S.W., Box 1351, Albuquerque, NM 87103. Phone 505-243-4411, TWX, 91-989-1682.

PROGRAMMING DESCRIPTION
KOB-FM: MUSIC: pop/adult contemporary. COMMERCIAL POLICY: maximum 10 units per hr. Contact Representative for further details. Rec'd 8/24/81.

1. PERSONNEL
General Manager—Arthur A. Schreiber.
General Sales Manager—Doug Stewart.
Program Director—Jay Scott.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
ERP 100,000 w. circular polarized; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,150 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21b, 23a, 24a, 24c, 25a, 29a, 29b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

KQEO

1946

ALBUQUERQUE



Media Code 4 232 1800 7.00 Mid 012135-000
OEO-22X, Inc.
5095 Ellison N. E., Albuquerque, NM 87109. Phone 505-345-9071.

2. REPRESENTATIVES
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

KRKE

1928

ALBUQUERQUE



Katz Radio



Media Code 4 232 1875 9.00 Mid 012136-000
Albuquerque Radio Inc.
Box 737, 1410 Coal Ave., S. W., Albuquerque, NM 87103.
Phone 505-765-5400.

PROGRAMMING DESCRIPTION
KRKE: Programmed for adults 18-34. MUSIC: Contemporary hit radio. Contact Representative for further details. Rec'd 2/27/84.

1. PERSONNEL
General Manager—David Ianni.
Sales Manager—Cheryl Service.
Program Director—Ed Dean.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 610 khz. Directional nights.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 25a, 26, 29a, 33a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KWXL (FM).
Affiliated with Katz Radio Network.
Affiliated with Satellite Music Network.
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KRST (FM)

1965

ALBUQUERQUE



Media Code 4 232 1950 0.00 Mid 012137-000
Burroughs Broadcasting Co.
2401 Quincey N. E., Box 3280, Albuquerque, NM 87190.
Phone 505-884-5778.

2. REPRESENTATIVES
McGavren Guild Radio.
1 min rate 1x: 63.00.

KRZY

1956

ALBUQUERQUE



Media Code 4 232 2100 1.00 Mid 012138-000
Burroughs Broadcasting Co.
2401 Quincey N. E., Box 3280, Albuquerque, NM 87190.
Phone 505-884-5833.

2. REPRESENTATIVES
McGavren Guild Radio.
1 min rate 1x: 45.00.

KWXL (FM)

1953
ALBUQUERQUE



Katz Radio

NRBA

Media Code 4 232 2150 6.00 Mid 012139-000
Albuquerque Radio, Inc.
Box 737, 1410 Coal Ave., S. W., Albuquerque, NM 87103.
Phone 505-765-5400.

PROGRAMMING DESCRIPTION
KWXL (FM): Programmed for adults 18-34. MUSIC: Album oriented rock with the best of the old groups. Contact Representative for further details. Rec'd 1/3/83.

1. PERSONNEL
General Manager—David Ianni.
Sales Manager—Cheryl Service.
Program Director—Ira Gordon.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 22,500 w. (horiz.), 22,500 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,130 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 25a, 26, 29a, 32a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: KRKE.
Affiliated with Katz Radio Network.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KXKS

1969

ALBUQUERQUE



Media Code 4 232 2200 9.00 Mid 012140-000
Continental Broadcasting Co. of New Mexico
1923 San Mateo N.E., Albuquerque, NM 87110. Phone 505-265-8331.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.
Rates have been temporarily withdrawn by station.

KZIA
1956
ALBUQUERQUE

News/Talk



Media Code 4 232 2300 7.00 Mid 012141-000
Zia Tele-Communications, Inc.
Box 25166, Albuquerque, NM 87125. Phone 505-262-1733.

Studio: 1309 San Pedro N. E., Albuquerque, NM 87110.
PROGRAMMING DESCRIPTION
KZIA: Programmed for adults 25-54. Contact Representative for further details. Rec'd 8/19/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—John Deme, Sr.
Sta. Mgr. & Prog. Dir.—John Howard Deme.
- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
10,000 w.; 1580 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 33c.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC Radio Network.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KZZX (FM)

1963
ALBUQUERQUE



Media Code 4 232 2350 2.00 Mid 012142-000
OEO-22X, Inc.
5095 Ellison N. E., Albuquerque, NM 87109. Phone 505-345-9071.

- REPRESENTATIVES**
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

Artesia

Eddy County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KSPV

1946
ARTESIA

See SRDS Spot Radio Small Markets Edition. Mid 012143-000

KTZA (FM)

1969
ARTESIA

See SRDS Spot Radio Small Markets Edition. Mid 012144-000

Aztec

San Juan County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KKBK

1959
AZTEC

See SRDS Spot Radio Small Markets Edition. Mid 012145-000

KWYK (FM)

1970
AZTEC

See SRDS Spot Radio Small Markets Edition. Mid 012146-000

Bayard

Grant County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KNFT

1968
BAYARD

See SRDS Spot Radio Small Markets Edition. Mid 012147-000

KNFT-FM

1980
BAYARD

See SRDS Spot Radio Small Markets Edition. Mid 029063-000

Belen

Valencia County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KARS

1961
BELEN

Media Code 4 232 2700 8.00 Mid 012148-000
Brooks Broadcasting Co., Inc.
208 N. 2nd St., Box 860, Belen, NM 87002. Phone 505-864-7447.

PROGRAMMING DESCRIPTION
KARS: MUSIC: Spanish, a blend of traditional & contemporary performed by reg'l artists. NEWS: 6 local newscasts daily & hrly network reports. Daily weather & sports reports. Interviews with Spanish performers. Special features: 10-10:30 am Thurs. Tele/talk community affairs. Contact Representative for further details. Rec'd 6/23/84.

- PERSONNEL**
General Manager—William T. Brooks.
Sales Manager—Cliff Somers.
Program Director—Zoltan Chani.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
Mountain Media, Inc.
- FACILITIES**
250 w.; 860 khz. Non-directional.
Operating schedule: 6 am-7 pm. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
No. 14 Eff 3/1/82—Rec'd 3/1/82.
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 8 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| 1 min | 13.75 | 12.50 | 11.50 | 11.00 | 10.50 |
| 30 sec | 11.00 | 10.00 | 9.25 | 8.75 | 8.50 |
- (SMD) (CR)

KMLW-FM

1982
BELEN

See SRDS Spot Radio Small Markets Edition. Mid 028177-000

Carlsbad

Eddy County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KAMQ

1979
CARLSBAD

Media Code 4 232 2850 1.00 Mid 012149-000
Jim Hughes, dba KAMQ
539 Radio Blvd., Box 1538, Carlsbad, NM 88220. Phone 505-887-7563.
1 min rate 1x: 6.50.

KATK (FM)

1967
CARLSBAD

Media Code 4 232 2875 8.00 Mid 012150-000
Radio Carlsbad, Inc.
714 N. Canyon, Box 70, Carlsbad, NM 88220. Phone 505-885-2151.
1 min rate 1x: 6.50.

KBAD

1950
CARLSBAD

Media Code 4 232 2900 4.00 Mid 012151-000
Radio Carlsbad, Inc.
Box 70, 714 Canyon, Carlsbad, NM 88220. Phone 505-885-2151.

- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
1 min rate 1x: 6.50.

KCCC

1966
CARLSBAD

Media Code 4 232 3000 2.00 Mid 012152-000
Kolob Broadcasting Inc.
1011 W. Mermod St., Carlsbad, NM 88220. Phone 505-887-5521.
1 min rate 1x: 6.30.

Clayton

Union County—Map Location H-1
See SRDS Consumer market map and data at beginning of the state.

KLMX

1950
CLAYTON

See SRDS Spot Radio Small Markets Edition. Mid 012153-000

Clovis

Curry County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KCLV

1952
CLOVIS

Media Code 4 232 3600 9.00 Mid 012154-000
Zia Broadcasting Co.
2112 Thornton St., Box 1907, Clovis, NM 88101. Phone 505-763-4401.

PROGRAMMING DESCRIPTION
KCLV: MUSIC: adult contemporary. NEWS: 5 min network at :55. Commentator. SPECIAL FEATURES: AM talk show 7-9. Sports club. Contact Representative 10/13/81. further details. Rec'd 6/8/82.

- PERSONNEL**
Gen'l & Sales Mgr.—Jimmy L. Davis.
Sales Manager—Patrick Davidson.
Program Director—Randy Sparks.
- REPRESENTATIVES**
Paul Miller & Company.
AZ, CA, S. NV—Harlan G. Oakes, Inc.
- FACILITIES**
1,000 w. days. 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- PACKAGE PLANS**
Eff—Rec'd 12/27/83.
- | | | | | | |
|--------|-----|-------|-------|-------|-------|
| | BTA | 20 ti | 30 ti | 40 ti | 50 ti |
| 30 sec | | 6.90 | 6.10 | 5.90 | 5.10 |
| 1 min | | 8.60 | 6.20 | 7.90 | 7.20 |

- SPECIAL FEATURES**
Morning Show sponsorship, per mo 125.00.

- PACKAGE PLANS**
AM/FM COMBINATION
BTA
- | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|
| | 20 ti | 28 ti | 40 ti | 20 ti | 28 ti | 40 ti |
| 30 sec | 5.50 | 5.20 | 4.50 | 1 min | 7.65 | 7.15 |
| | | | | | 6.50 | |

KCLV-FM

1981
CLOVIS

Media Code 4 232 3675 1.00 Mid 021599-000
Zia Broadcasting Co.
2112 Thornton St., Box 1907, Clovis, NM 88101. Phone 505-763-4401.

PROGRAMMING DESCRIPTION
KCLV-FM: MUSIC: country. NEWS: network commentator. Contact Representative for further details. Rec'd 4/19/82.

- PERSONNEL**
General Manager—Jimmy L. Davis.
Sales Manager—L. Patrick Davidson.
Program Director—Randy Sparks.
- REPRESENTATIVES**
Paul Miller & Company.
AZ, CA, S. NV—Harlan G. Oakes, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 230 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

- PACKAGE PLANS**
No. 7 Eff 12/1/82—Rec'd 11/29/82.
- | | | | | |
|--------|-------|-------|--------|--------|
| | 20 ti | 50 ti | 100 ti | 150 ti |
| 30 sec | 7.15 | 6.50 | 5.10 | 5.00 |
| 1 min | 10.20 | 9.40 | 8.95 | 7.90 |

- SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------|------|-------|-------|-------|-------|-------|
| | 5 ti | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
| 30 sec | 7.55 | 7.00 | 6.90 | 6.10 | 5.90 | 5.10 |
| 1 min | 9.30 | 9.00 | 8.60 | 8.20 | 7.90 | 7.20 |

- SPECIAL FEATURES**
Morning Show sponsorship, per mo 125.00.

KICA

1933
CLOVIS



Media Code 4 232 3825 2.00 Mid 012155-000
KICA, Inc.
1000 Sycamore St., Drawer K, Clovis, NM 88101. Phone 505-763-5511.

- REPRESENTATIVES**
Bob Hix Co., Inc.
Los Angeles—Gillis Broadcasting Representative.
Rates have been temporarily withdrawn by station.

KTQM (FM)

1963
CLOVIS



Media Code 4 232 3900 3.00 Mid 012156-000
Curry County Broadcasting, Inc.
Box 869, South of Clovis on Swift Plant Rd., Clovis, NM 88101. Phone 505-762-4411.

PROGRAMMING DESCRIPTION
KTQM (FM): MUSIC: Adult contemporary. NEWS: AP audio; local news. SPORTS: high school & college update. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Pres. & Mgr.—C. Hewel Jones.
Vice-Pres. & Prog. Dir.—Robert D. Coker.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Operating schedule: 24 hours daily. MST.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 72a.
AM facilities: KWKA.

TIME RATES

- SPOT ANNOUNCEMENTS**
No. 8G Eff 2/1/84—Rec'd 1/30/84.
- | | | | | | | | |
|-------|------|-------|-------|---------|------|-------|-------|
| | 6 ti | 12 ti | 20 ti | PER WK: | 6 ti | 12 ti | 20 ti |
| 1 min | 15 | 14 | 13 | 30 sec | 13 | 12 | 11 |

May be combined with KWKA for frequency discount.

KWKA

1971
CLOVIS



Media Code 4 232 3975 5.00 Mid 012157-000
Curry County Broadcasting, Inc.
Box 869, South of Clovis on Swift Plant Rd., Clovis, NM 88101. Phone 505-762-4411.

PROGRAMMING DESCRIPTION
KWKA: MUSIC: Modern country. NEWS: AP audio, local news; 2 mobile units, weather, markets & livestock, 2x/day. SPORTS: local high school. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Pres. & Mgr.—C. Hewel Jones.
Vice-Pres. & Prog. Dir.—Robert D. Coker.
Farm Director—Dewey Pierce.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
500 w.; 680 khz. Directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 72a.
FM facilities: KTQM (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
No. 8G Eff 2/1/84—Rec'd 1/30/84.
- | | | | | | | | |
|-------|------|-------|-------|---------|------|-------|-------|
| | 6 ti | 12 ti | 20 ti | PER WK: | 8 ti | 12 ti | 20 ti |
| 1 min | 15 | 14 | 13 | 30 sec | 13 | 12 | 11 |

- SPECIAL FEATURES**
FARM: 1 min 30 sec 5 min
Ea 20 16 30

May be combined with KTQM (FM) for frequency discount.

NEW MEXICO

Clovis—cont

KZZO (FM)

(formerly KCPK (FM))
1987
CLOVIS



Masla Radio



Media Code 4 232 3993 8.00 Mid 020351-000
Triton Broadcasting, Inc.
1000 Sycamore St., Drawer K, Clovis, NM 88101. Phone
505-769-2108.

PROGRAMMING DESCRIPTION

KZZO (FM): Target demographics 18-49. MUSIC: Top 40; live AIR PERSONALITY. NEWS: AP audio & wire; fulltime local staff; live remote van. SPORTS: AP Sportline; college & high school updates. COMMERCIAL POLICY: limit 12 min commercial per hr. Contact Representative for further details. Rec'd 11/29/84.

- PERSONNEL**
General Manager—Joe E. Stuckey.
Sales Manager—Barbara Smith.
Program Director—Craig Chambers.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 560 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 15b, 16.
Basic Rates: 20b, 23a.
Contracts: 40a, 46, 48.
Cancellation: 70a, 70c.

TIME RATES

No. 4C Eff 2/1/84—Rec'd 2/21/84.
AAA—6-9 am, noon-1 pm & 3-7 pm.
AA—9 am-noon & 1-3 pm.
A—7 pm-midnight.

- SPOT ANNOUNCEMENTS**
AAA AA A
1 min 16 15 14 30 sec 14 13 12
Specified times, extra 1.00.

- PACKAGE PLANS**
TAP—1/2AAA, 1/2A
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 14 13 12 11
30 sec 12 11 10 9
ROS—6-2AM
1 min 11 10 9 8
30 sec 9 8 7 6

Deming

Luna County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KDEM (FM)

1977
DEMING

Mid 031844-000
See SRDS Spot Radio Small Markets Edition.

KOTS

1954
DEMING

Mid 012158-000
See SRDS Spot Radio Small Markets Edition.

Espanola

Rio Arriba County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KDCE

1962
ESPAÑOLA

Mid 012159-000
See SRDS Spot Radio Small Markets Edition.

KEVR (FM)

1975
ESPAÑOLA

Mid 012160-000
See SRDS Spot Radio Small Markets Edition.

Farmington

San Juan County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KENN

1951
FARMINGTON

ABC Information Radio Network



Media Code 4 232 4350 0.00 Mid 012161-000
Kenn-Land Broadcasting, Inc.
212 W. Apache, Box K, Farmington, NM 87401. Phone
505-325-3541.

PROGRAMMING DESCRIPTION

KENN: MUSIC: Adult Contemporary/MOR. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Station Manager—Kenny Kendrick.
Sales Manager—Ed Pittsley.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1390 khz. Directional nights.
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
FM facilities: KRWN (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with NBC—Talknet.

TIME RATES

No. 37 Eff 4/1/84—Rec'd 3/29/84.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION
PER WK: 1 min 30 sec 1 min 30 sec
6 ti 12.20 10.20 10.60 8.80
12 ti 11.60 9.00 10.10 8.50
18 ti 11.20 8.70 9.60 7.90
24 ti 10.40 8.40 9.10 7.30

KENN/KRWN (FM) COMBINATION

- PACKAGE PLANS**
SATURATION
PER WK: 1 min 30 sec 1 min 30 sec
6 ti 21.30 17.30 18.60 14.80
12 ti 20.50 15.90 17.80 14.30
18 ti 20.00 15.20 17.00 13.40
24 ti 18.80 14.60 16.10 12.50

KISZ (FM)

1978
CORTEZ

(This is a paid duplicate of the listing under Cortez, Colorado.)

Media Code 4 206 2030 4.00 Mid 008951-000
Sound 74, Inc.
2402 E. Main St., Box 740, Cortez, CO 81321. Phone
303-565-3409, Farmington, NM, 505-327-5396, Albuquerque, 505-883-8753.
1-800-221-3098.
Durango, 303-259-1098, Toll-Free.

PROGRAMMING DESCRIPTION

KISZ (FM): Programmed for reg'l audience 25-50. MUSIC: Adult Contemporary with AIR PERSONALITIES. NEWS: hly 5-8 am, noon; at :30 6:30-8:30 am & 12:30 pm; sports news 4x daily; 2 mobile units; weather wire; satellite earth station. Contact Representative for further details. Rec'd 8/14/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rich Hamilton.
- REPRESENTATIVES**
Art Moore, Inc.
Denver, Salt Lake City—John L. McGuire, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; due 10th of following month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KVFC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8A Eff 7/1/84—Rec'd 8/3/84.

- SPOT ANNOUNCEMENTS**
Feature - - Specified - - ROS -
30 sec 1 min 30 sec 1 min 30 sec 1 min
Open 12.40 24.80 11.20 22.40 8.85 17.70
(*) 10.60 21.20 9.40 18.80 7.05 14.10
(*) Wkly/3-12 mo.

- SPECIAL FEATURES**
Features, weather, news, feature hrs—Extra 3.55.

(SMD)(D)

KNDN

1957
FARMINGTON

Media Code 4 232 4368 2.00 Mid 012162-000
Basin Broadcasting Co.
1515 W. Main, Farmington, NM 87401. Phone 505-325-1996.
Rates have been temporarily withdrawn by station.

KRAZ (FM)

1969
FARMINGTON

Media Code 4 232 4387 2.00 Mid 012163-000
Boyd Whitney
2802 E. 20th St., Box 1529, Farmington, NM 87401.
Phone 505-327-9696.
1 min rate 1x: 13.20.

KRWN (FM)

1974
FARMINGTON

Media Code 4 232 4425 0.00 Mid 012164-000
Music Men, Inc.
212 W. Apache, Box 1047, Farmington, NM 87401.
Phone 505-327-4449.

PROGRAMMING DESCRIPTION

KRWN (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Station Manager—Lee Winslow.
Sales Manager—Mike Gray.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 210 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
AM facilities: KENN.
Affiliated with The Intermountain FM Network.
Sold in combination with KENN. See that listing.

TIME RATES

No. 37 Eff 4/1/84—Rec'd 3/29/84.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION
PER WK: 1 min 30 sec 1 min 30 sec
6 ti 11.30 9.00 10.00 7.60
12 ti 11.10 8.60 9.60 7.30
18 ti 10.80 8.20 9.20 6.90
24 ti 10.40 7.80 8.80 6.50

KRZE

1961
FARMINGTON

Media Code 4 232 4500 0.00 Mid 012165-000
Boyd Whitney, dba KRZE Radio
2802 E. 20th St., Box 1529, Farmington, NM 87401.
Phone 505-327-9696.
1 min rate 1x: 13.20.

Gallup

McKinley County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KGAK

1945
GALLUP

Media Code 4 232 4800 4.00 Mid 012166-000
Gallup Broadcasting Co.
401 E. Coal, Gallup, NM 87301. Phone 505-863-4444.

PROGRAMMING DESCRIPTION

KGAK: Programmed for adults. MUSIC: C & W 6 am-noon & 5-10 pm; Navajo Indian 12:15-5 pm with C & W music. TALK: Larry King show 10 pm-midnight. NEWS: network at :60 & :30; local 7 am, noon & 5 pm; local newscast at :06 following network. SPORTS: high school, pro football, basketball, & baseball. Contact Representative for further details. Rec'd 12/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack B. Chapman.
Operations Manager—Don C. Chatham.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Denver—Mountain Media, Inc.
Los Angeles—Gillis Broadcasting Representatives.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1330 khz. Directional nights.
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KONM (FM).
Affiliated with MBS.
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 7/30/84.
AA—Mon thru Sat 6 am-6 pm.
A—Mon thru Sat 6 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti
PER YR: 150x 300x 600x 900x
AA 14.85 13.70 12.15 11.00
A 11.70 10.90 10.10 9.30
30 SECONDS
AA 11.70 10.90 10.10 9.30
A 10.00 9.20 8.40 7.60
10 sec: 50% of 1-min.

- PACKAGE PLANS**
30-Day—BTA
50 ti 1 min 30 sec 1 min 30 sec
..... 9.35 8.50 100 ti 9.00 8.10

- PROGRAM TIME RATES**
1/2 hr 1/4 hr 5 min 1/2 hr 1/4 hr 5 min
AA ... 200 110 40 A 160 88 32

- SPECIAL FEATURES**
Per mo
Capsule news 195.00
Navajo news 195.00
Navajo Nations Network News 195.00
Area sports 150.00
American Country Countdown 70.00
News: On Target M-S 6:30-8:30 am; Midday Report M-F noon-12:15 pm; Evening Report M-F 5-5:30 pm; per wk 1 ti 12:50; 5 ti 9.95.

(SMD)

KOVO (FM)

1974
GALLUP



Media Code 4 232 4875 6.00 Mid 012167-000
Roadrunner Radio, Inc., a subsidiary of Transwestern Communications, Inc.
405-407 S. Second, Drawer K, Gallup, NM 87301. Phone
505-863-6951.

PROGRAMMING DESCRIPTION

KOVO (FM): Audience reach 18-49. MUSIC: Country & Western 24 hrs; Navajo Indian programming 5-8 pm M-F. NEWS: local oriented with teletype service hly; complete weather. SPORTS: pro football, other sports. FEATURES: public affairs interviews. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—ammy Chioda.
- REPRESENTATIVES**
Masla Radio.
Denver—Bob Hix Co., Inc.
Wayne-Evans & Associates, Inc.
Broadcast Northwest.
- FACILITIES**
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 70 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KYVA.

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

KQNM (FM)

1975
GALLUP



Media Code 4 232 4912 7.00 Mid 012168-000
Gallup Broadcasting Co.
401 E. Coal Ave., Gallup, NM 87301. Phone 505-863-4444.

PROGRAMMING DESCRIPTION

KQNM (FM): Programmed for target demographic of 18-49 yrs. MUSIC: Contemporary Hit w/mix of 80% currents & 20% gold from past 10 yrs. PERSONALITIES in drive times. NEWS: 2 min at :50 from network, 1-min local headlines at :20. Contact Representative for further details. Rec'd 10/29/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack B. Chapman.
Assistant to Manager—Don C. Chatham.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Mountain Media, Inc.
Los Angeles—Gillis Broadcasting Representatives.
- FACILITIES**
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 55.4 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KGAK.

TIME RATES

No. 9 Eff 4/1/84—Rec'd 10/29/84.
AA—Mon thru Sat 6 am-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti
1 min	9.00 8.70 8.30 8.00 7.50
30 sec	7.25 6.85 6.60 6.30 6.00
CLASS A	
1 min	7.25 6.85 6.60 6.30 6.00
30 sec	5.75 5.50 5.25 5.00 4.75

7. PACKAGE PLANS

30-DAY	
	- 30 sec - - 1 min -
BTA	50 ti 100 ti 50 ti 100 ti
	6.85 5.50 7.20 5.75

9. PARTICIPATING PROGRAMS

Dick Clark National Music Survey—Sat 9 am-noon, 1 30-sec per 1/2 hr, 130.00 per mo.
Wolflman Jack—4-5 pm daily, 2 30-sec per day, minimum 13 wk, per wk 80.50.

10. SPECIAL FEATURES

Local headlines at :20—30-sec, per mo 165.00.
Gallup High School Sports—4 30-sec per wk, per mo 150.00.

KYVA

1959
GALLUP



Media Code 4 232 4950 7.00 Mid 012169-000
Roadrunner Radio, Inc., a subsidiary of Transwestern Communications, Inc.
405-407 S. Second, Drawer K, Gallup, NM 87301. Phone 505-863-6851.

PROGRAMMING DESCRIPTION

KYVA: Audience reach, young adults & adults 18-49. MUSIC: Contemporary Hits 6-5 am M-Sat, 24 hours Sun; Navajo Indian programming 5-6 am M-Sat. NEWS: network 7, 7:45, & 10 am, noon, 3, 5, & 10 pm; local M-Sat 7:25 am, noon & 5 pm. SPORTS: high school football, basketball, baseball, local sports. Contact Representative for further details. Rec'd 11/20/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Sammy Chioda.

2. REPRESENTATIVES

Masla Radio.
Denver—Bob Hix Co., Inc.
Wayne-Evans & Associates, Inc.
Broadcast Northwest.

3. FACILITIES

1,000 w.; 1230 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KOVO (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Grants

Valencia County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KLLT (FM)

1980
GRANTS

Mid 012171-000
See SRDS Spot Radio Small Markets Edition.

KMIN

1956
GRANTS

Mid 012170-000
See SRDS Spot Radio Small Markets Edition.

Hobbs

Lea County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KHOB

1954
HOBBS

Media Code 4 232 5250 1.00 Mid 012172-000
The Smith Corp.
Box 40, 1475 N. Bensing, Hobbs, NM 88240. Phone 505-392-4552, 4553.

PROGRAMMING DESCRIPTION

KHOB: MUSIC: Adult Contemporary. NEWS: local at 6, 7, 8 am & noon; nat'l at :60. Rec'd 1/1/85.

1. PERSONNEL

General Manager—Dan Smith.
National Sales Director—Linda Smith.
Program Director—Meriin Zimmet.

3. FACILITIES

5,000 w.; 1390 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15%.
TIME RATES
No. 10 Eff—Rec'd 1/1/85.

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 12.95.

7. PACKAGE PLANS

ANNUAL—PER MONTH	
	— Prime — — ROS —
	30 sec 1 min 30 sec 1 min
10 ti	8.25 11.75 7.05 10.60
20 ti	7.95 11.30 6.75 10.15
30 ti	7.65 10.90 6.45 9.75
WEEKLY	
10 ti	9.05 12.95 7.75 11.65
20 ti	8.75 12.45 7.45 11.15
30 ti	8.40 11.95 7.10 10.65

KPER (FM)

1965
HOBBS



Media Code 4 232 5325 1.00 Mid 012173-000
Arroyo Broadcasting
Box 2276, Hobbs, NM 88241. Phone 505-393-1551.



2. REPRESENTATIVES

Dallas—Riley Representatives.
Los Angeles—Gillis Broadcasting Representatives.
1 min rate 1x: 11.50.

KUUX

1938
HOBBS



Media Code 4 232 5400 2.00 Mid 012174-000
Cottonwood Communications Corp.
Box 777, 1515 N. Dal Paso, Hobbs, NM 88240. Phone 505-393-3137.
1 min rate 1x: 16.50.

KYKK

1971
HUMBLE CITY

Modern Country

Mid 012175-000
619 N. Turner, Hobbs, NM 88240. Phone 505-397-4969.
See listing under city of license.

KZOR (FM)

1975
HOBBS

Adult Rock



A Noalmark Broadcasting Corp. Station
Media Code 4 232 5417 6.00 Mid 012176-000
KZOR, Noalmark Broadcasting Corp.
619 N. Turner, Hobbs, NM 88240. Phone 505-397-4969.

PROGRAMMING DESCRIPTION

KZOR (FM): Programmed for listeners 18-49. MUSIC: Adult Rock. NEWS: hly; local plus commentary daily at select times, ABC Paul Harvey 3x/day. SPORTS: quarterly reports on local high schools. COMMERCIAL POLICY: 4 brks/hr, 2-1/2 min ea. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Richard Monroe.
Sales Manager—Don Hightower.

2. REPRESENTATIVES

Milam & Cowart.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15%.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KYKK, Humble City.
Affiliated with NBC—The Source.
Affiliated with ABC Information Radio Network.
Affiliated with KBS.

TIME RATES

KZOR (FM)/KYKK COMBINATION
No. 12 Eff 10/1/84—Rec'd 10/29/84.
AAA—6-10 am, 3-7 pm & all guaranteed times.
AA—10 am-3 pm & 7 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER STATION, EACH	
	— 1 min — — 30 sec —
PER WK:	12 ti 24 ti 48 ti 12 ti 24 ti 48 ti
AAA	11 10 9 9 8 7
AA	9 8 7 7 6 5

7. PACKAGE PLANS

PER STATION, EACH	
	TAP 1—1/2AAA, 1/2AA
PER WK:	12 ti 24 ti 48 ti PER WK: 12 ti 24 ti 48 ti
1 min	9 8 7 30 sec 7 6 5
6 am-7 pm only/2/3AAA, 1/3AA: Extra .50.	

KZOR (FM) ONLY

6. SPOT ANNOUNCEMENTS

1 min — — 30 sec —	
PER WK:	12 ti 24 ti 48 ti 12 ti 24 ti 48 ti
AAA	12 11 10 10 9 8
AA	10 9 8 8 7 6
A	6 5 4 4 3 2

7. PACKAGE PLANS

TAP 1—1/2AAA, 1/2AA	
PER WK:	12 ti 24 ti 48 ti
1 min	10.50 9.50 8.50
30 sec	8.50 7.50 6.50
6 am-7 pm only/2/3AAA, 1/3AA: Extra .50.	
TAP 2—1/3AAA, 1/3AA, 1/3A	
1 min	8.50 7.50 6.50
30 sec	6.50 5.50 4.50
CONTRACT DISCOUNT	
26 wk—5%	52 wk—10%

Humble City

Lea County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KYKK

1971

A Noal Mark Broadcasting Corp. Station
Media Code 4 232 5435 8.00 Mid 012175-000

KYKK, Noalmark Broadcasting Corp.
619 N. Turner, Hobbs, NM 88240. Phone 505-397-4969.

PROGRAMMING DESCRIPTION

KYKK: Programmed for listeners 25-54. MUSIC: Country Hits from 70's-80's, blended w/current Cross-Over Hits of today handled by live AIR PERSONALITIES. NEWS: ABC hly; Paul Harvey & local news & commentary 3x daily. COMMERCIAL POLICY: 4 brks/hr, 2 1/2 min ea. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Richard Monroe.
Sales Manager—Don Hightower.

2. REPRESENTATIVES

Milam & Cowart.

3. FACILITIES

5,000 w. days; 1110 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KZOR (FM), Hobbs.
Affiliated with ABC Information Radio Network.
Affiliated with KBS.

TIME RATES

KYKK/KZOR (FM) COMBINATION
No. 12 Eff 10/1/84—Rec'd 10/29/84.
AAA—6-10 am, 3-7 pm & all guaranteed times.
AA—10 am-3 pm; KZOR (FM) only—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER STATION, EACH	
	— 1 min — — 30 sec —
PER WK:	12 ti 24 ti 48 ti 12 ti 24 ti 48 ti
AAA	11 10 9 9 8 7
AA	9 8 7 7 6 5

7. PACKAGE PLANS

PER STATION, EACH	
	TAP 1—1/2AAA, 1/2AA
PER WK:	12 ti 24 ti 48 ti PER WK: 12 ti 24 ti 48 ti
1 min	9 8 7 30 sec 7 6 5
6 am-7 pm only/2/3AAA, 1/3AA: Extra .50.	

KYKK ONLY

PER STATION, EACH	
	— 1 min — — 30 sec —
PER WK:	12 ti 24 ti 48 ti 12 ti 24 ti 48 ti
AAA	12 11 10 10 9 8
AA	10 9 8 8 7 6

7. PACKAGE PLANS

TAP 1—1/2AAA, 1/2AA	
PER WK:	12 ti 24 ti 48 ti PER WK: 12 ti 24 ti 48 ti
1 min	10.50 9.50 8.50 30 sec 8.50 7.50 6.50
For 2/3AAA, 1/3AA, extra .50.	
CONTRACT DISCOUNT	
26 wk—5%	52 wk—10%

(SMD) (CR)

Las Cruces

Dona Ana County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KASK (FM)

1974
LAS CRUCES

Adult Contemporary



Media Code 4 232 5465 5.00 Mid 012177-000
KASK, Inc.
900 First National Tower, Las Cruces, NM 88001. Phone 505-524-2103.

PROGRAMMING DESCRIPTION

KASK (FM): Programmed for 18-49. MUSIC: Adult contemporary. News & specials. SPORTS: Local & reg'l state U. play-by-play. Rec'd 10/30/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Logan D. Matthews.
Vice-Pres. & Gen'l Sales Mgr.—Albert Gabalis.

3. FACILITIES

ERP 780 w. (horiz.), 780 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 6-1 am. MST.
Antenna ht.: 111 ft. below average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 46, 47e.
Comb. Cont. Discounts: 60a, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC FM Radio Network.

TIME RATES

Eff—Rec'd 1/6/84.

6. SPOT ANNOUNCEMENTS

PER WK:		1 ti 6 ti 12 ti 18 ti 24 ti
1 min		14 13 12 11 10
30 sec/less		12 11 10 9 8
Guaranteed time, extra 1.00 per spot.		

10. SPECIAL FEATURES

Regional Network—(12 stations), per game 150.00.
New Mexico State University—Local 50.00 per game.

KGRT

1955
LAS CRUCES

Country



Media Code 4 232 5550 4.00 Mid 012179-000
KGRT, Inc.
Box 968, Las Cruces, NM 88004. Phone 505-524-8588.

PROGRAMMING DESCRIPTION

KGRT: MUSIC: Country. NEWS: Paul Harvey-ABC network & local. FARM: national market reporting, local farm & market news, local & regional weather. WEATHER: U. S. station. SPORTS: local & regional. Contact Representative for further details. Rec'd 2/14/83.

1. PERSONNEL

President—John B. Mahaffey.
Exec. Vice-Pres. & Gen'l Mgr.—Jack Fargason.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
Mountain Media, Inc.
Los Angeles—Gillis Broadcasting Representatives.

3. FACILITIES

5,000 w.; 570 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b, 28c, 29a, 30.

Contracts: 40a, 41, 44a, 45, 46, 49, 51b.
Comb. Cont. Discounts: 60c, 60d, 60g, 61d, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3-A Eff 1/1/84—Rec'd 12/28/83.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun all other times.

6. SPOT ANNOUNCEMENTS

PER MO:		CLASS AA
		1 ti 31 ti 66 ti 101 ti 140+
1 min		12.00 11.60 11.10 10.70 10.25
30 sec		9.60 9.30 8.95 8.60 8.30

PER MO:		CLASS A</
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NEW MEXICO

Las Cruces—cont

KGRT-FM—cont

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60c, 60d, 60g, 61d, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 3-A Eff 1/1/84—Rec'd 2/27/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun all other times.

6. SPOT ANNOUNCEMENTS

PER MO:	CLASS AA				
	1 ti	31 ti	66 ti	101 ti	140+
1 min	12.00	11.60	11.10	10.70	10.25
30 sec	9.60	9.30	8.95	8.60	8.30
1 min	CLASS A				
	10.50	10.15	9.75	9.40	9.10
30 sec	8.40	8.10	7.80	7.50	7.25

Guaranteed times, extra 2.00.

7. PACKAGE PLANS

PER MO:	TAP—1/3AA, 2/3A				
	1 ti	31 ti	66 ti	101 ti	140+
1 min	11.20	10.80	10.35	10.00	9.60
30 sec	9.00	8.70	8.35	8.05	7.75

Guaranteed times, extra 2.00.

KHEY

947
EL PASO, TX

Mid 014302-000

See listing under city of license.

KOBE

1947
LAS CRUCES



Media Code 4 232 5700 5.00 Mid 012180-000
Sun Country Radio Inc.
Drawer X, 1832 W. Amador, Las Cruces, NM 88004.
Phone 505-526-2496.

2. REPRESENTATIVES

Masla Radio.
Mountain States—Bob Hix Co., Inc.
Wayne-Evans & Associates, Inc.
1 min rate 1x: 16.00.

Las Vegas

San Miguel County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KFVN

1941
LAS VEGAS

Mid 012181-000

See SRDS Spot Radio Small Markets Edition.

KLVF (FM)

1973
LAS VEGAS

Mid 012182-000

See SRDS Spot Radio Small Markets Edition.

KNMX

1980
LAS VEGAS

Mid 012183-000

See SRDS Spot Radio Small Markets Edition.

Los Alamos

Los Alamos County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KLSK (FM)

1983
SANTA FE

Mid 031885-000

See listing under city of license.

KRSN

1949
LOS ALAMOS

Mid 012184-000

See SRDS Spot Radio Small Markets Edition.

KRSN-FM

1955
LOS ALAMOS

Mid 012185-000

See SRDS Spot Radio Small Markets Edition.

Lovington

Lea County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KLEA

1952
LOVINGTON

Mid 012186-000

See SRDS Spot Radio Small Markets Edition.

KLEA-FM

1965
LOVINGTON

Mid 012187-000

See SRDS Spot Radio Small Markets Edition.

Mesilla Park

Dona Ana County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KOPE-FM

1974
MESILLA PARK

Mid 012188-000

See SRDS Spot Radio Small Markets Edition.

Portales

Roosevelt County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KENM

1950
PORTALES

KNIT (FM)

1980
PORTALES

Mid 012189-000

See SRDS Spot Radio Small Markets Edition.

Raton

Colfax County—Map Location G-1
See SRDS Consumer market map and data at beginning of the state.

KRTN

1948
RATON

KRTN-FM

1982
RATON

Mid 012190-000

See SRDS Spot Radio Small Markets Edition.

Roswell

Chaves County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KBCQ

1965
ROSWELL

Mid 012191-000

See SRDS Spot Radio Small Markets Edition.



Media Code 4 232 6525 5.00 Mid 012191-000
BCO Broadcasting Corp.
Box 670, Old Clovis Hwy., Roswell, NM 88201. Phone 505-622-6450.

PROGRAMMING DESCRIPTION

KBCQ: Programmed for adults & young adults. MUSIC: Adult Contemporary 12M-7 pm; Gospel 7 pm-midnight; 5 AIR PERSONALITIES handle all programming. NEWS: combination local & AP audio & wire, programmed 5-7 min hrly; twice hrly 6-9 am. Sports, agriculture & public affairs programmed daily. Evening gospel programming. Contact Representative for further details. Rec'd 6/4/84.

1. PERSONNEL

President—Dennis R. Israel.
Vice-Pres. & Gen'l Mgr.—John P. Amodeo.

2. REPRESENTATIVES

Masla Radio.
Mountain States—Mountain Media, Inc.
South—Milam & Cowart.

3. FACILITIES

50,000 w.; 1020 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 24c, 25a, 26, 27, 28c, 29b, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 8/22/83.
AAA—6-10 am & 3-7 pm.
AA—5-6 am, 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	18.25	17.00	15.75	13.00	12.00
30 sec	15.75	13.00	12.00	10.50	9.25
1 min	CLASS AA				
	17.00	15.75	13.00	12.00	10.50
30 sec	13.00	12.00	10.50	9.25	8.00

10. SPECIAL FEATURES

PER WK:	NEWS/WEATHER/SPORTS CLASS AAA				
	1 ti	6 ti	10 ti	20 ti	30 ti
1 min	24.75	23.50	21.00	18.25	17.75
30 sec	21.00	18.25	17.75	14.50	13.00
1 min	CLASS AA				
	23.50	22.00	19.50	17.00	14.50
30 sec	18.25	17.00	14.50	13.00	12.00

KBIM

1953
ROSWELL

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 232 6600 6.00 Mid 012192-000
King Broadcasting Co., Inc.
Box 2308, Roswell, NM 88201. Phone 505-623-9100.

PROGRAMMING DESCRIPTION

KBIM: Programmed for mass appeal. MUSIC: 85% popular including current hits. NEWS: 5 min national news & sports at :60, farm & ranch in early am & noon. SPORTS: high school basketball & football. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 12/11/78.

1. PERSONNEL

Pres. & Gen'l Mgr.—John H. King.
Vice-Pres. & Nat'l Sales Mgr.—Sue Dienstbier.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 910 khz.
Operating schedule: 18 hours daily. MST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28c, 29a.
Contracts: 40a, 41, 42a, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network PSP.

TIME RATES

PER WK:	DRIVE—MON THRU SAT 6-10 AM & 3-7 PM				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60
1 min	MIDDAY—MON THRU SAT 10 AM-3 PM				
	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00
1 min	ALL OTHER TIMES				
	12.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.00	7.20	6.40	5.60

May be combined with FM for frequency discount.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KBIM-FM

1959
ROSWELL

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 232 6601 4.00 Mid 012193-000
King Broadcasting Co., Inc.
Box 2308, Roswell, NM 88201. Phone 505-623-9100.

PROGRAMMING DESCRIPTION

KBIM-FM: Programmed for greatest musical appeal. MUSIC: MOR, contemporary, popular familiar hits of all time—40% vocal. NEWS: M-Sat 6-6:30 am (news & farm); 7:30 am commentator; noon-12:25 pm & 5:35-6 pm (news & farm); capsule news & sports at :55; local high school & pro football. Contact Representative for further details. Rec'd 10/25/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—John H. King.
Vice-Pres. & Nat'l Sales Mgr.—Sue Dienstbier.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 89,000 w. (vert.); 94.9 mhz.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1,600 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28c, 29a.
Contracts: 40a, 41, 42a, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

PER WK:	DRIVE—MON THRU SAT 6-10 AM & 3-7 PM				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20
1 min	MIDDAY—MON THRU SAT 10 AM-3 PM				
	18.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60
1 min	ALL OTHER TIMES				
	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00

May be combined with AM for frequency discount.

KCKN (FM)

(formerly KRIZ (FM)

1977

ROSWELL



Media Code 4 232 6675 8.00 Mid 012195-000
Strother Broadcasting Co. of New Mexico, Inc.
311 W. Second St., Box 269, Roswell, NM 88201. Phone 505-623-9797.

PROGRAMMING DESCRIPTION

KCKN (FM): Programmed for 25-54. MUSIC: Contemporary Country Hits & Gold of past 20 yrs. NEWS: full-time dept. w/Santa Fe Bureau. SPORTS: local, reg'l & nat'l at 8:30 am & 4:30 pm. COMMERCIAL POLICY: max 3 spot/hr/client. Rec'd 9/27/84.

1. PERSONNEL

President—Ron Strother.
Vice-Pres. & Gen'l Mgr.—Darrell Picou.

3. FACILITIES

ERP 25,000 w. (horiz.), 25,000 w. (vert.); 97.1 mhz.
Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4c, 5, 7b, 8.
Rate Protection: 10g, 11b, 12c, 13c, 14c, 15b, 15e.
Basic Rates: 20b, 21b, 22a, 23b, 28b.
Contracts: 4

KRSY
1947
ROSWELL



Media Code 4 232 7051 1.00
Enchantment Broadcasting, Inc.
Box 1981, Roswell, NM 88201. Phone 505-622-0290.

2. REPRESENTATIVES
Torbet Radio, Inc.
1 min rate 1x: 11.00.



Mid 012196-000

Ruidoso

Lincoln County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KRRR
1959
RUIDOSO

Mid 012197-000
See SRDS Spot Radio Small Markets Edition.

Santa Fe

Santa Fe County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KAFE
1966
SANTA FE



Media Code 4 232 7500 7.00
Enchanted Land Broadcasting, Inc.
Box 4097, Lower Agua Fria, Santa Fe, NM 87501. Phone 505-471-2311.



Mid 012198-000

- PERSONNEL**
Pres. & Gen'l Mgr.—Dale Wood.
- REPRESENTATIVES**
Mountain States—Bob Hix Co., Inc.
- FACILITIES**
5,000 w. days. 810 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS Radio Network.

TIME RATES
No. 8A Eff 2/1/78—Rec'd 2/27/78.
A—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
1 min 30 sec
ROS: 1 ti 12 ti 24 ti 36 ti 1 ti 12 ti 24 ti 36 ti
AA 7.50 7.25 7.00 6.75 6.00 5.75 5.50 5.25
A 6.00 5.75 5.50 5.25 4.75 4.50 4.25 4.00
Specified times, extra 1.00 per spot.
Advertisers contracting in advance for 624/1248/1872 spots within a 52 wk period will earn respectively the 12/24/36 plan rate, regardless of number of spots run in any one week. If contract not fulfilled, schedules will be adjusted to rate earned each week.

KAFE-FM
SANTA FE



Media Code 4 232 7501 5.00
Enchanted Land Broadcasting, Inc.
Box 4097, Lower Agua Fria, Santa Fe, NM 87501. Phone 505-471-2311.
Rates have been temporarily withdrawn by station.

KLSK (FM)
1983
SANTA FE



Media Code 4 232 7612 0.00
Classic Media, Inc.
121 Sandoval, Box 6580, Santa Fe, NM 87504. Phone 505-983-5878.



Mid 031885-000

PROGRAMMING DESCRIPTION
KLSK (FM): Targeted toward 30+ demographic. MUSIC: Contemporary adult variety including some popular classical & jazz. NEWS: Wall Street Journal report at :60 weekdays. Arts/entertainment features twice daily. Short local conversations once daily & occasionally weekends. Weekly features include blues & bluegrass shows & Sun listeners music program. Contact Representative for further details. Rec'd 3/19/84.

- PERSONNEL**
Station Manager—Gary Boal.
Program Director—Bill Sims.
Office Manager—Cheri Potter.
- REPRESENTATIVES**
Roslin Radio Sales.

- FACILITIES**
ERP 100,000 w. (horiz), 100,000 w. (vert); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1970 ft. above average terrain.

4. AGENCY COMMISSION
15%.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21c, 22a, 23a, 28b, 28c.
Contracts: 40c, 41, 42b, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES
Eff 12/1/84—Rec'd 11/19/84.

- Drivetime—6-10 am & 3-7 pm.
Daytime—6 am-7 pm.
ROS—5:30-1:30 am.
Night—7 pm-1:30 am.

- SPOT ANNOUNCEMENTS**
1 min 30 sec
Drivetime 22 18 ROS 19 16
Daytime 21 17 Night 17 14

- PACKAGE PLANS**
WEEKLY
1 min 30 sec
Drive 12 ti 24 ti 36 ti 48 ti 12 ti 24 ti 36 ti 48 ti
Day 20 19 18 17 16 15 14 13
Day 19 18 17 16 15 14 13 12
ROS 18 17 16 15 14 13 12 11
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

- SPECIAL FEATURES**
CLASSIC CONCERT SPONSORSHIP—30 DAY RUN
PROGRAMS PER DAY: 1 2 3 4
Specified time 22.50 22.00 21.50 21.00
ROS 19.50 19.00 18.50 18.00
(CR-2)

KNMQ (FM)
1983
SANTA FE



Media Code 4 232 7631 0.00
Mesa Grande Broadcasting Co.
2025 Pacheco St., Santa Fe, NM 87501. Phone 505-473-2282.

PROGRAMMING DESCRIPTION

KNMQ (FM): Programmed to young adults. MUSIC: Contemporary Hits with PERSONALITIES handling all segments. NEWS: Handled locally; emphasis on community involvement. Contact Representative for further details. Rec'd 3/16/84.

- PERSONNEL**
Vice Pres. & Gen'l Mgr.—Ronald L. Sack.
General Sales Manager—Dianne Harris.
Program Director—Steven Stucker.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- FACILITIES**
ERP 100,000 w. (horiz); 100,000 w. (vert); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1936 ft. above average terrain.

4. AGENCY COMMISSION
15%.

- GENERAL ADVERTISING See coded regulations**
No. 3 Eff 11/5/84—Rec'd 10/30/84.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Sat 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
EVE—Mon thru Sat 7 pm-midnight.
Sun—6 am-7 pm.

- SPOT ANNOUNCEMENTS**
GROUP A—SPECIFIED DAYPARTS
MON THRU SAT 6-10 AM, 10 AM-3 PM & 3-7 PM
1 min 30 sec
Specified day 50 46
3 day rotator 45 36
6 day rotator 40 32
MON THRU SAT 7 PM-MIDNIGHT & SUN 6 AM-7 PM
Specified day 28 24
3 day rotator 26 22
5 day rotator 24 20
7 day rotator 22 18
Mon thru Sun, midnight-6 am, flat 10.00.

- PACKAGE PLANS**
GROUP B—3 DAYPART TAP
1 min 30 sec
3 day rotator 40 32
5 day rotator 38 30
7 day rotator 36 28
Equal distribution in AMD, DT & PMD, minimum 9 spots per wk.
GROUP C—4 DAYPART TAP
1 min 30 sec
3 day rotator 36 28
5 day rotator 34 26
7 day rotator 32 24
Equal distribution in AMD, Day, PMD & Eve/Sun, minimum 12 spots per wk.

KNYN (FM)
1965
SANTA FE



Media Code 4 232 7640 1.00
Fiesta Communications Corp.
Box 2407, Santa Fe, NM 87504. Phone 505-471-7872.
Sales, 982-445.



Mid 012200-000

- REPRESENTATIVES**
Weiss & Powell, Inc.
Denver—John L. McGuire, Inc.
1 min rate 1x: 21.20.

KTRC
1946
SANTA FE



Media Code 4 232 7650 0.00
Santa Fe Broadcasting Co., Inc.
Box 2227, 210 E. Marcy St., Santa Fe, NM 87501. Phone 505-982-2666.
1 min rate 1x: 16.00.



Mid 012201-000

KVSF
1938
SANTA FE



Media Code 4 232 7800 1.00
1718 W. Alameda, Box 2407, Santa Fe, NM 87501.
Phone 505-982-4455.



Mid 012202-000

- REPRESENTATIVES**
Weiss & Powell, Inc.
Denver—John L. McGuire, Inc.
1 min rate 1x: 21.20.

Santa Rosa

Guadalupe County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KSYX
1960
SANTA ROSA

Mid 012203-000
See SRDS Spot Radio Small Markets Edition.

Silver City

Grant County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KSIL
1946
SILVER CITY

Mid 012204-000
See SRDS Spot Radio Small Markets Edition.

Socorro

Socorro County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KSRC
1958
SOCORRO

Mid 012205-000
See SRDS Spot Radio Small Markets Edition.

Taos

Taos County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KKIT
1961
TAOS



Media Code 4 232 8400 9.00
SAM Inc.
Box 737, KKIT Ln., Taos, NM 87571. Phone 505-758-2231, TWX 7551-86.

PROGRAMMING DESCRIPTION
KKIT: MUSIC: 2 & 3-hr blocks Easy Listening, Rock, Country & Spanish; 1 hr Pueblo Indian ea eve. NEWS: 3 1-hr locally produced blocks daily; AP wire & network audio 7 am, noon & 8 pm w/nat'l, state, local, sports, weather & features; sSki reports in season; sState & local news also in Spanish & Indian. FEATURES: 1-hr/wk interviews w/individuals in arts, civic organizations & gov't; religious programs Sun & 15 min devotion ea AM M-F. Contact Representative for further details. Rec'd 4/3/78.

- PERSONNEL**
President—Stuart C. Jones.
Sales Manager—Jacob Miller.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES
No. 31 Eff 2/1/82—Rec'd 2/1/82.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

- PACKAGE PLANS**
SATURATION—CLASS A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 6.80 6.50 6.20 5.90 5.60 ...
30 sec 5.45 5.20 4.95 4.70 4.50 ...
CLASS B
1 min 5.90 5.70 5.50 5.30 5.10 4.90
30 sec 4.70 4.55 4.40 4.25 4.10 3.90

- PROGRAM TIME RATES**
5 min 1x 52x 156x 260x
11.50 10.70 10.10 9.80
9/85 (SMD)

KVNM (FM)

1982
TAOS
Media Code 4 232 847S 1.00
Taos Communication Corp.
Box 1844, Taos, NM 87571. Phone 505-758-1017.
Mid 033677-000

PROGRAMMING DESCRIPTION
KVNM (FM): Adult programming format designed for ages 20-49; 65% in 30-49 age group. MUSIC: selections incl crossover variety of Jazz, Country AOR during daytime. NEWS: hrly satellite wire weather, news & sports updates; local plus weather breaks at :30. COMMERCIAL POLICY: breaks scheduled 2x/hr. FEATURES: Sun Rhythm & Blues, Classical, Jazz, Country & Spanish programming; promotions, sponsor supported give-aways throughout day. Rec'd 5/6/84.

- PERSONNEL**
General Manager—William E. Whaley.
Business Manager—Jo Owens.
National Sales Representative—Nancy Blankenhorn.

- FACILITIES**
ERP 3,000 w. (horiz); 3,000 w. (vert); 101.7 mhz. Stereo.
Operating schedule: 6-2 am. MST.
Antenna ht.: 125 ft. above average terrain.

4. AGENCY COMMISSION
15/10; for advance payment.

TIME RATES
Eff—Rec'd 10/29/84.
A—Mon thru Sun 6 am-10 pm.
B—Mon thru Sun 10 pm-2 am.

- SPOT ANNOUNCEMENTS**
CLASS A
PER MO: 1 ti 21 ti 41 ti 61 ti 100+
30 sec 7.00 6.50 5.00 4.50 3.75
1 min 9.00 8.50 7.00 6.00 5.00
CLASS B
30 sec 3.00 2.50 2.00 1.50 1.25
1 min 4.00 3.50 3.00 2.50 2.25

- PARTICIPATING PROGRAMS**
SPECIALTY SHOW SPONSORSHIPS
Mon thru Sun 7-10 pm—incl 3 30-sec spots within hr & 6 spots during wk; per hr, 40.00.
Mon thru Sun 10 pm-2 am—incl 3 spots within hr; per hr, 30.00.

- SPECIAL FEATURES**
SPONSORSHIPS
7:20 am Community Calendar; 7:35 am Business & Financial News; 10 am & 7 pm Starwatch; 8:35, 11:35 am & 4:35 pm Ski Reports; 10:30 am Human Interest Story; 11:30 am & 8:30 pm Entertainment Guide; 2 pm Flea Market & Animal Farm; 5:05 pm Financial Report—incl open & close plus 1 30-sec spot; Ea, 6.00.
↑PROGRAMS

- News at 6/7/8/9/11 am/1/3/5/8 pm 1 min 8.00
Sports at 7:30/8:30/9:30 am/1:05/4:30/9:30 pm 7.00
Weather at 6:45/7:45/8:45 am/12:45/6:05 pm 6.00
(f) Minimum 4 consec wks, same time period, incl open & close plus 1 1-min spot.
DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20% (SMD)

Truth or Consequences

Sierra County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KCHS
1946
TRUTH OR CONSEQUENCES

Mid 012207-000
See SRDS Spot Radio Small Markets Edition.

Tucumcari

Quay County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

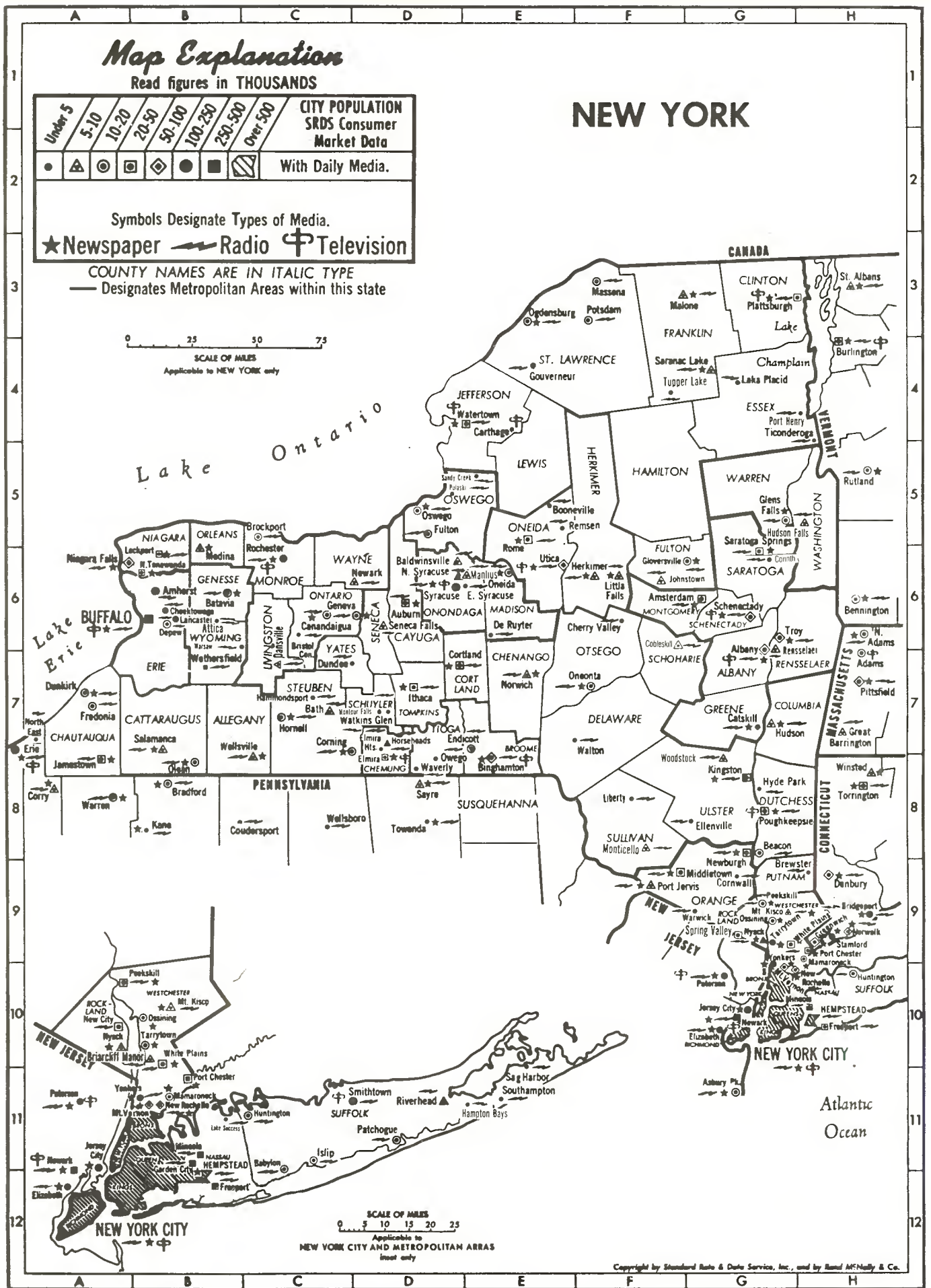
KQAY (FM)
1968
TUCUMCARI

Mid 012208-000
See SRDS Spot Radio Small Markets Edition.

KTNM
1941
TUCUMCARI

Mid 012209-000
See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Albany—Albany Binghamton—Broome Bronx Borough—Bronx		Brooklyn—Kings Buffalo—Erie Elmira—Chemung		Glens Falls—Warren Hempstead Town—Nassau Manhattan—New York		Mount Vernon—Westchester New Rochelle—Westchester New York City—New York		Niagara Falls—Niagara Poughkeepsie—Dutchess Queens Borough—Queens		Richmond—Richmond Rochester—Monroe Rome—Oneida		Schenectady—Schenectady Syracuse—Onondaga Troy—Rensselaer		Utica—Oneida White Plains—Westchester Yonkers—Westchester							
Estimates for:		Gross Household Income—1984								Total Retail Sales—		Retail Sales—1984					Passenger				
STATE	Map Loc.	Population	Households	Per Household	% Distribution of Households				Total	Per Household	By Selected Store Types					Cars	Black Pop.	Spanish Pop.			
COUNTY	City	4/1/84	4/1/84	(S)	00000	15000	35000	50000	(S000)	(S)	Food	Drug	General	Apparel	Home	Auto	Service	4/1/84	4/1/84	4/1/84	
Metropolitan Area		(000)	(000)	(S000)	14999	34999	49999	50000			(S000)	(S000)	(S000)	(S000)	(S000)	(S000)	(S000)	(000)	(000)	(000)	
NEW YORK STATE																					
TOTALS		17,696.9	6,442.90	194,646,173	30,211	34.8	36.3	14.8	14.1	95,121,681	14,764	20,623,469	3,226,597	13,798,424	4,531,624	4,889,450	16,142,936	8,415,260	7,091.57	2,354.0	1,619.05
ALBANY G-7		292.5	110.33	3,209,930	29,094	44.5	38.2	10.1	7.2	1,629,580	14,770	353,275	55,263	236,341	77,642	83,788	276,560	144,161	144.15	19.3	3.10
Albany		97.7	39.49	855,687	21,668					515,428	13,052	115,582	18,927	79,698	23,652	86,781	46,200	66.78	15.7	1.54	
Albany-Schenectady-Troy Metro Area		865.7	316.10	8,694,960	27,507	29.8	42.0	16.7	11.5	4,625,070	14,632	1,005,160	157,785	673,989	219,777	236,128	784,484	409,547	445.89	31.6	9.02
ALLEGANY C-7		55.2	17.94	398,236	22,198	37.8	45.5	11.6	5.1	241,798	13,478	53,732	8,694	36,757	11,211	11,547	40,799	21,596	27.66	.2	.20
BRONX G-10		1,077.9	398.94	8,645,410	21,871	47.0	33.5	10.9	8.6	5,251,000	13,162	1,174,680	191,757	808,295	241,627	245,487	884,609	470,226	178.04	342.9	365.46
Bronx Borough		1,077.9	398.94	8,645,410	21,871					5,251,000	13,162	1,174,680	191,757	808,295	241,627	245,487	884,609	470,226	178.04	342.9	365.46
BROOME E-7		215.5	78.26	2,164,750	27,561	44.4	38.9	10.0	6.8	1,143,500	14,612	248,607	39,045	166,755	54,316	58,319	193,939	101,271	114.15	3.2	1.56
Binghamton		54.3	22.40	487,940	21,783					292,278	13,048	65,551	10,736	45,205	13,410	13,552	49,209	26,200	24.90	1.8	.51
Binghamton Metro Area		267.8	95.80	2,634,560	27,501	29.9	41.6	16.7	11.8	1,399,280	14,606	304,239	47,788	204,085	66,460	71,348	237,316	123,927	143.99	3.5	1.85
CATTARAUGUS B-7		89.3	30.86	658,816	21,349	39.3	45.1	10.8	4.8	410,994	13,116	91,632	14,892	62,866	18,985	19,423	69,294	36,756	45.25	.6	.35
CAYUGA D-6		82.7	28.15	703,994	25,009	32.5	43.8	16.5	7.2	401,931	14,778	87,922	13,927	59,306	18,965	20,135	68,071	35,680	42.40	2.0	.66
CHAUTAUQUA A-7		150.3	54.62	1,283,470	23,498	35.8	44.5	12.8	6.9	753,746	13,800	166,406	26,692	113,180	35,205	36,730	127,379	67,151	79.31	1.9	2.32
CHEMUNG D-7		98.4	35.16	918,038	26,110	31.6	42.7	16.1	9.5	504,507	14,349	110,199	17,421	74,234	23,843	25,382	85,472	44,761	50.08	4.0	.88
Elmira		34.3	12.41	248,648	20,036					161,062	12,978	36,164	5,932	24,964	7,380	7,440	27,109	14,444	13.30	3.4	.58
Elmira Metro Area		98.4	35.16	918,038	26,110	31.6	42.7	16.1	9.5	504,507	14,349	110,199	17,421	74,234	23,843	25,382	85,472	44,761	50.08	4.0	.88
CHENANGO E-7		51.6	17.83	411,256	23,065	35.0	46.7	13.1	5.2	242,771	13,616	53,795	8,672	36,708	11,292	11,697	40,991	21,659	27.87	.2	.26
CLINTON G-3		86.0	26.97	620,792	23,018	36.3	44.5	12.8	6.4	367,548	13,628	81,427	13,122	55,553	17,100	17,720	62,063	32,789	41.95	2.5	1.53
COLUMBIA H-7		63.6	23.08	556,713	24,121	34.9	44.6	12.8	7.6	319,040	13,823	70,403	11,286	47,865	14,909	15,568	53,922	28,418	36.15	2.2	.58
CORTLAND D-7		51.7	17.54	400,778	22,849	37.2	44.5	12.0	6.3	238,771	13,614	52,915	8,530	36,109	11,107	11,504	40,319	21,305	25.91	.3	.41
DELAWARE F-7		48.8	17.39	415,073	23,868	35.1	45.2	12.6	7.2	238,377	13,708	52,721	8,477	35,915	11,112	11,553	40,267	21,252	27.12	.3	.31
DUTCHESS G-8		261.5	87.36	2,907,550	33,282	42.3	37.4	11.5	8.2	1,379,310	15,789	293,969	44,873	193,546	66,908	74,328	234,997	121,228	141.04	18.3	6.25
Poughkeepsie		29.4	12.29	282,422	22,980					165,060	13,430	36,713	5,948	25,135	7,645	7,860	27,845	14,748	12.47	7.5	.51
Poughkeepsie Metro Area		261.5	87.36	2,907,550	33,282	22.1	37.8	21.2	18.9	1,379,310	15,789	293,969	44,873	193,546	66,908	74,328	234,997	121,228	141.04	18.3	6.25
ERIE B-6		999.9	363.16	9,958,070	27,421	47.8	37.7	9.5	5.0	5,331,650	14,681	1,157,630	181,483	775,562	253,608	272,932	904,526	471,945	488.13	101.4	14.17
Buffalo		324.4	129.80	2,572,330	19,818					1,668,370	12,853	375,765	61,883	260,085	76,171	76,282	280,603	149,800	118.10	86.2	8.61
Buffalo Metro Area		999.9	363.16	9,958,070	27,421	30.7	40.9	17.1	11.4	5,331,650	14,681	1,157,630	181,483	775,562	253,608	272,932	904,526	471,945	488.13	101.4	14.17
Buffalo-Niagara Falls Consolidated Area		1,229.4	444.96	12,129,200	27,259	30.3	41.4	17.2	11.0	6,537,180	14,692	1,419,140	222,424	950,604	311,010	334,811	1,109,090	578,616	609.78	112.7	16.03
ESSEX G-4		37.7	13.56	324,125	23,903	35.7	43.5	13.3	7.4	181,586	13,760	41,226	6,620	28,060	8,707	9,070	31,526	16,628	20.69	.1	.24
FRANKLIN G-3		46.3	15.75	326,949	20,759	44.2	41.0	10.0	4.9	203,027	12,891	45,691	7,517	31,602	9,278	9,308	34,154	18,224	22.18	.1	.18
FULTON F-6		57.2	21.24	509,126	23,970	35.2	45.0	13.4	6.4	293,001	13,795	64,694	10,379	44,006	13,683	14,273	49,514	26,105	30.49	.5	.32
GENESEE B-6		61.1	20.91	584,518	27,954	27.0	43.8	18.4	10.8	312,534	14,947	67,543	10,519	45,056	14,941	16,212	53,079	27,615	33.90	1.2	.33
GREENE G-7		45.2	16.72	384,368	22,989	38.1	42.6	12.4	6.9	227,654	13,616	50,450	8,134	34,429	10,588	10,965	38,348	20,311	25.77	1.4	.62
HAMILTON F-5		5.3	2.04	47,070	23,074	35.9	44.9	13.1	6.1	27,532	13,496	6,115	989	4,181	1,277	1,317	4,646	2,459	3.48	.1	.01
HERKIMER F-5		67.8	24.32	539,223	22,172	37.2	46.2	11.3	5.3	328,666	13,514	72,982	11,798	49,894	15,252	15,731	55,467	29,347	35.38	.1	.26
JEFFERSON E-4		90.1	31.81	723,187	22,735	37.6	43.7	12.8	6.0	431,534	13,566	95,721	15,451	65,377	20,050	20,725	72,846	38,516	46.29	.3	.38
KINGS G-10		2,133.0	799.36	18,022,300	22,546	44.5	35.0	11.7	8.8	10,677,600	13,358	2,378,740	386,199	1,630,890	493,663	505,854	1,800,580	954,622	380.61	691.1	374.90
Brooklyn		2,133.0	799.36	18,022,300	22,546					10,677,600	13,358	2,378,740	386,199	1,630,890	493,663	505,854	1,800,580	954,622	380.61	691.1	374.90
LEWIS E-5		26.1	8.50	216,478	25,468	31.7	45.1	15.3	7.9	120,872	14,220	26,465	4,198	17,867	6,697	6,038	20,466	10,734	14.47	.1	.08
LIVINGSTON C-6		59.6	19.39	542,364	27,971	26.7	42.7	19.6	11.0	290,463	14,950	62,742	9,765	41,834	13,893	15,088	49,336	25,660	32.11	.7	.36
MADISON E-6		67.8	21.93	585,785	26,712	30.3	43.9	16.3	9.5	317,445	14,475	69,184	10,903	46,509	15,039	16,076	53,808	28,140	35.52	.5	.35
MONROE C-6		715.3	259.71	8,733,490	33,628	23.5	35.8	20.3	20.4	4,083,490	15,723	871,185	133,179	574,131	197,877	219,457	685,958	359,039	381.35	72.4	17.05
Rochester		226.4	90.25	2,024,540	22,433					1,225,860	13,583	271,766	43,837	185,927	56,989	58,972	206,958	109,388	92.94	58.4	12.32
Rochester Metro Area		998.9	355.82	11,441,000	32,154	24.3	37.8	20.0	17.9	5,523,810	15,524	1,182,260	181,581	781,512	266,779	294,306	940,210	486,272	540.72	80.1	19.88
MONTGOMERY F-6		53.0	19.88	469,418	23,613	35.6	44.8	12.7	6.9	273,435	13,754	60,425	9,705	41,133	12,758	13,285	46,198	24,369	28.20	.3	1.58
NASSAU H-10		1,302.2	421.28	19,054,700	45,230	31.2	38.4	16.2	14.1	7,179,220	17,041	1,									

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	% Distribution of Households				—Total Retail Sales—		By Selected Store Types—										
				14999	15000 to 34999	35000 to 49999	50000 and over	Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
SARATOGA G-6	171.5	58.62	1,684,210	28,731	24.4	44.3	19.7	11.5	887,836	15,146	191,228	29,639	127,162	42,595	46,490	150,902	78,347	94.20	1.6	1.12
SCHENECTADY G-6	148.4	56.14	1,580,060	28,145	29.2	41.6	16.5	12.7	827,317	14,737	179,460	28,096	120,124	39,393	42,467	140,387	73,205	78.43	4.6	1.36
Schenectady	65.2	26.87	576,692	21,462	357,418	13,302	79,723	12,964	54,717	16,502	16,867	60,255	31,970	29.79	4.0	.82
Albany-Schenectady-Troy Metro Area	865.7	316.10	8,694,960	27,507	29.8	42.0	16.7	11.5	4,625,070	14,632	1,005,160	157,785	673,989	219,777	236,128	784,484	409,547	445.89	31.6	9.02
SCHÖHARIE F-7	32.7	10.85	236,529	21,800	38.8	45.6	10.9	4.6	144,680	13,335	32,243	5,237	22,113	6,686	6,846	24,396	12,937	17.75	.3	.36
SCHUYLER D-7	18.7	6.45	159,991	24,805	30.4	47.0	16.0	6.7	91,708	14,218	20,084	3,186	13,561	4,322	4,579	15,527	8,145	10.63	.1	.07
SENECA D-6	33.6	11.48	321,365	27,993	25.2	44.9	19.0	10.8	171,457	14,935	37,064	5,774	24,730	8,194	8,888	29,118	15,151	18.68	.3	.28
STEUBEN C-7	101.5	36.32	906,695	24,964	33.8	43.5	14.2	8.6	509,840	14,037	112,039	17,859	75,887	23,936	25,195	86,254	45,340	55.03	.9	.39
SUFFOLK H-10	1,381.4	419.83	15,716,300	37,435	17.7	35.7	23.0	23.6	6,904,200	16,445	1,456,930	219,133	950,086	338,342	381,866	1,178,910	604,533	739.07	77.2	63.13
Nassau-Suffolk Metro Area	2,683.6	841.11	34,771,000	41,339	16.2	32.9	22.7	28.2	14,083,400	16,744	2,959,090	442,171	1,921,540	693,179	787,583	2,407,100	1,231,140	1,446.05	167.3	105.02
SULLIVAN F-8	72.5	26.09	649,879	24,909	35.9	40.7	14.5	8.9	364,376	13,966	80,179	12,804	54,373	17,081	17,935	61,625	32,421	38.14	4.9	2.96
TIOGA D-7	52.3	17.53	469,806	26,800	29.9	42.2	16.5	11.3	255,780	14,591	55,632	8,743	37,330	12,144	13,029	43,376	22,656	29.99	.3	.28
TOMPKINS D-7	95.1	33.00	844,540	25,592	35.2	40.1	13.9	10.8	462,148	14,004	101,617	16,210	68,864	21,683	22,799	78,175	41,108	47.97	3.0	1.40
ULSTER G-8	169.8	60.74	1,621,180	26,690	32.0	41.1	16.0	10.9	873,484	14,381	190,703	30,127	128,408	41,302	44,008	147,999	77,483	93.78	7.0	5.29
WARREN G-5	58.6	20.98	510,636	24,339	41.2	42.4	10.5	5.8	289,917	13,819	63,978	10,256	43,497	13,548	14,146	48,999	25,224	30.85	.3	.39
Glens Falls	15.8	6.11	131,750	21,563	80,831	13,229	18,057	2,942	13,622	3,725	3,796	13,622	7,234	6.94	.2	.12
Glens Falls Metro Area	115.6	39.78	942,493	23,693	35.1	44.7	13.3	6.8	549,179	13,805	121,231	19,443	82,447	25,653	26,770	92,810	48,924	60.17	1.2	1.02
WASHINGTON H-5	57.0	18.81	431,857	22,959	34.8	46.6	13.5	5.1	259,263	13,783	57,253	9,187	38,950	12,106	12,624	43,811	23,100	29.30	.9	.63
WAYNE D-6	88.8	30.20	859,156	28,449	26.1	42.4	19.4	12.0	455,211	15,073	98,169	15,243	65,356	21,810	23,754	77,348	40,189	50.67	2.9	.92
WESTCHESTER H-9	870.6	311.99	14,048,300	45,028	20.0	30.3	18.0	31.7	5,103,650	16,358	1,078,340	162,498	704,066	249,784	281,360	871,218	447,090	435.80	105.3	45.78
Mount Vernon	65.6	25.28	710,043	28,087	367,220	14,526	79,958	12,585	53,707	17,414	18,646	62,259	32,541	24.63	31.9	3.12
New Rochelle	70.2	25.84	1,089,230	42,153	410,230	15,876	87,312	13,301	57,410	19,928	22,187	69,914	36,037	34.05	12.6	3.45
White Plains	46.4	18.94	741,838	39,168	297,334	15,699	63,464	9,708	41,843	14,401	15,959	50,641	26,148	22.13	9.0	3.13
Yonkers	195.4	74.74	2,373,340	31,755	1,140,260	15,256	245,139	37,894	162,728	54,813	60,016	193,887	100,550	84.55	20.6	16.93
WYOMING B-6	41.8	13.54	345,955	25,551	29.8	46.7	15.4	8.1	194,668	14,377	42,499	6,714	28,616	9,205	9,809	32,984	17,268	22.29	1.1	.31
YATES C-6	22.5	8.17	181,073	22,163	39.0	44.3	10.4	6.3	108,913	13,331	24,280	3,945	16,656	5,032	5,149	18,363	9,740	12.98	.1	.12

NEW YORK

NEW YORK

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

AG RADIO NET



Comprised of Non-Interconnected Stations

WKOL—Amsterdam
WBTF (FM)—Attica
WKOP—Binghamton
WDOT—Burlington VT
WJIV (FM)—Cherry Valley
WSCM—Cobleskill
WVRT—Cortland
WONY—Danville
WFLR/WFLR-FM—Dundee
WDOE—Dunkirk
WBUZ—Fredonia
WGVV—Geneva
WVSC—Glens Falls
WLEA—Hornell
WHUC—Hudson
WRVW-FM—Hudson
WTKO—Ithaca
WJTN—Jamestown
WVSE (FM)—Jamestown
WIZR-FM—Johnstown
WLVV—Lockport
WMSA—Massena
WACK—Newark
WKE—Newport VT
WCHN—Norwich
WCHN-FM—Norwich
WDOS—Oneonta
WSRK (FM)—Oneonta
WOSC—Oswego
WOKA—Penn Yan
WEAV—Plattsburgh
WEGP—

Presque Isle ME
WTMS (FM)—Presque Isle ME
WRIV—Riverhead
WRUT (FM)—Rutland
WVSB—Rutland VT
WSD—Sidney
WCDO (FM)—Sidney
WRRB (FM)—Syracuse
WPS—Ticonderoga
WXTY (FM)—Ticonderoga
WTLB—Utica
WRCK (FM)—Utica
WCJW—Warsaw
WNCO (FM)—Watertown
WLSV—Wellsville
WUWU (FM)—West Seneca
WBRK—Pittsfield MA
WBFL (FM)—Bellows Falls VT
WMMJ—Brattleboro VT
WVSA (FM)—Brattleboro VT
WSK—Monpelier VT
WVNR—Poultney VT
WVCR/WCVR-FM—Randolph VT

Media Code 4 233 0025 0.00 Mid 012210-000
Ag Radio Net
Business Office: Box 781, Utica, NY 13503. Phone 315-797-1330.

PROGRAMMING DESCRIPTION

AG RADIO NET: Features latest farm management information, weather & market analysis & current events of interest to N. Y. State farmers. Special reports from Cornell U., State Dept. of Ag & Markets, & interviews with New York's outstanding farmers also featured. Special broadcasts originate at New York State Fair, Empire Farm Field Days, & leading state farm conventions & auctions. Contact Representative for further details. Rec'd 5/29/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—Edwin Slusarczyk.
Assistant Director—Larry Williams.
Womens Director—Bunny Slusarczyk.

2. REPRESENTATIVES

J. L. Farmakis.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

TIME RATES

Eff—Rec'd 9/28/83.

6. SPOT ANNOUNCEMENTS

Full network 1 min 30 sec 285 225
Less than full network may be purchased.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

NORTHEAST AG NETWORK

EASTMAN RADIO, INC.



Comprised of Non-Interconnected Stations

WBEN—Buffalo
WIBX—Utica
WIBO (FM)—Utica
WKOP—Binghamton
WSRK (FM)—Oneonta
WPCX (FM)—Auburn
WHCU—Ithaca
WVSC—Cobleskill
WAVR (FM)—Waverly
WOIX (FM)—Horseheads
WVIN—Bath
WVIN-FM—Bath
WCKR (FM)—Hornell
WLFH—Little Falls
WBRV—Boonville
WIGS/WIGS-FM—Gouverneur
WNCO (FM)—Watertown
WDOE—Dunkirk
WHUG (FM)—Jamestown

WCJW—Warsaw
WFLR/WFLR-FM—Penn Yan/Dundee
WMSA—Massena
WLVV—Lockport
WVSA—Syracuse
WVSA—Claremont NH
WFAD—Middlebury VT
WRVW-FM—Hudson
WICY—Malone
WKXL—Concord NH
WVSA—Brattleboro VT
WBFL (FM)—Bellows Falls VT
WBZA—Glen Falls
WKAD (FM)—Canton PA
WVSA—Rutland VT

Media Code 4 233 0043 3.00 Mid 032661-000

Marathon Communications Inc.

Box 950, Utica, NY 13503. Phone 315-736-9313.

PROGRAMMING DESCRIPTION

NORTHEAST AG NETWORK: Features local, reg'l, state, nat'l & internat'l agricultural & farm news, as well as news of other events and legislation which have impact on agriculture in the Northeast. Features daily interviews recorded on location with ag newsmakers & farmers. Special broadcasts originate each year at Empire Farm Days & other special events. Contact Representatives for further details. Rec'd 1/4/84.

1. PERSONNEL

President—William R. Williamson.
Gen'l Mgr. & Anchor—Jerry Reed.
Farm Correspondent—Tom Yourchak.

2. REPRESENTATIVES

Eastman Radio, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 8.
Rate Protection: 10c.
Basic Rates: 20a.
Contracts: 40a, 41, 45, 51b.
Cancellation: 70c.

TIME RATES

Eff 2/1/85—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

NY—PA Report 1 min 30 sec 125 95
New England 50 30
Full network 150 110

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Albany-Schenectady-Troy

(including Rensselaer)
Albany, Albany County—Map Location G-7
Schenectady, Schenectady Co.—Map Location G-6
Troy, Rensselaer County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABY

1934
ALBANY



Media Code 4 233 0200 9.00 Mid 012214-000
1400 Radio, Inc.
Box 12521, Albany, NY 12212. Phone 518-456-6101.

2. REPRESENTATIVES

Selcom Radio.
1 min rate 1x: 14.80.

WFLY (FM)

WFLY (FM) Broadcasting, Inc. NRBA

Media Code 4 233 0300 7.00 Mid 012215-000
WFLY (FM) Broadcasting, Inc.
Box 12279, 4243 Albany St., Albany, NY 12212. Phone 518-456-1144.

PROGRAMMING DESCRIPTION

WFLY (FM): Contemporary hits, emphasis 18-49. MUSIC: current hits & oldies. Contact Representative for further details. Rec'd 2/2/82.

1. PERSONNEL

President—Rob R. Dyson.
General Manager—Kevin D. Brower.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 13,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 850 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.

AM facilities: WPTL.
Affiliated with Eastman Radio Network.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGFM (FM)

1941
SCHENECTADY



Christal Radio



Media Code 4 233 0350 2.00 Mid 012216-000
Sky Communications, Inc.
1400 Balltown Rd., Schenectady, NY 12309. Phone 518-381-4800.

PROGRAMMING DESCRIPTION
WGFM (FM): Programmed for

WGNA (FM)

1973 ALBANY



Country Music

Media Code 4 233 0375 9.00 Mid 012217-000 WPOW, Inc.

PROGRAMMING DESCRIPTION

WGNA (FM): MUSIC: Modern Country w/PERSONALITIES. NEWS: 5 min at :60; headlines at 6:30, 7:30, 8:30 am, 4:30, 5:30 & 6:30 pm; AP & local; transit & consumer reports. FARM: 5:30-6 am M-Sat. SPORTS: at :45 AM/PM drive, 90 sec evenings; 3 min at 12:45 & 11:45 pm. Contact Representative for further details. Rec'd 4/4/80.

- 1. PERSONNEL Vice-Pres. & Gen'l Mgr.—John R. Linstra. Sales Manager—Sandy Taylor. 2. REPRESENTATIVES Torbet Radio, Inc. 3. FACILITIES ERP 8,800 w. (horiz.), 8,800 w. (vert.); 107.7 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 980 ft. above average terrain. 4. AGENCY COMMISSION 15% time only. 5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3b, 3d, 4b, 4d, 5. Rate Protection: 10c, 12c, 13c, 14c. Basic Rates: 20a, 21b, 21d, 22a, 23a, 25a, 27, 29a, 29b, 30, 31, 32b, 33a. Contracts: 40a, 41, 42a, 42b, 43, 45, 46, 50, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 60e, 61a, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. AM facilities: WHAZ. Affiliated with Supernet.

TIME RATES

Eff 7/1/84—Rec'd 6/29/84.

- AA—Mon thru Sat 5-10 am. A—Mon thru Sat 3-7 pm. B—Mon thru Sat 10 am-3 pm, 7 am-midnight; Sun 6 am-midnight. C—Mon thru Sat midnight-5 am; Sun midnight-6 am.

Table with columns: PER WK, 1 min, 30 sec, AA, A, B, C, AA, A, B, C. Rows for 6 ti, 12 ti, 18 ti, 24 ti, 30 ti.

- 9. PARTICIPATING PROGRAMS American Country Countdown—Sat 6-9 pm, 1-min 32.00; 30 sec 28.00.

- 10. SPECIAL FEATURES News—5 min, ea 50.00; 3 min, ea 45.00.

WGY

1922 SCHENECTADY



Christal Radio



Media Code 4 233 0400 5.00 Mid 012218-000 Sky Communications, Inc. 1410 Balltown Rd., Schenectady, NY 12309. Phone 518-381-4800.

PROGRAMMING DESCRIPTION

WGY: Programmed for general mass appeal. MUSIC: Adult Contemporary, full range programming. NEWS: local originated news reports at :60 & :30 in AM drive; 5 min reports at :60 & :30 in PM drive; 30 min news blocks at noon; 15 min news at 6 pm, plus network news. Tele/talk 12:30-3 pm with live guests. Tele/talk 7-11 pm. Tele/talk and music 11 pm-5 am. Contact Representative for further details. Rec'd 12/27/84.

- 1. PERSONNEL P. president—Dennis R. Israel. General Manager—Barbara A. Vardin. National Sales Manager—John Schumbach. 2. REPRESENTATIVES Christal Radio. Canada—McDermott Broadcast Sales, Ltd. 3. FACILITIES 50,000 w.; 810 khz. Non-directional. Operating schedule: 24 hours daily. EST. 4. AGENCY COMMISSION 15/0 net charges for time; payable when rendered. 5. GENERAL ADVERTISING See coded regulations General: 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 12h, 13c, 14c, 16. Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a. Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b. Comb.; Cont. Discounts: 60a, 60f, 60i, 62b, 62d. Cancellation: 70a, 70d, 71a, 72, 73b. Prod. Services: 80, 81, 82. FM facilities: WGYM (FM). Affiliated with NBC Radio Network. Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

WHAZ

1922 TROY

Gospel Music

Media Code 4 233 0415 3.00 Mid 012219-000 WPOW, Inc. Box 784, Troy, NY 12181. Phone 518-272-1010.

PROGRAMMING DESCRIPTION

WHAZ: MUSIC: Gospel & Inspirational. FEATURES: sacred programs; tele/talk public affairs. NEWS: 5 min nat'l & local at 6:30 am & at :60 11 am-6 pm; AP & local services. Contact Representative for further details. Rec'd 5/4/79.

- 1. PERSONNEL Vice-Pres. & Gen'l Mgr.—John R. Linstra. Sales Manager—Sandy Taylor. 2. REPRESENTATIVES Torbet Radio, Inc. 3. FACILITIES 1,000 w.; 1330 khz. Non-directional. Operating schedule: 6 am-local sunset daily. EST. 4. AGENCY COMMISSION 15/0 time only. 5. GENERAL ADVERTISING See coded regulations General: 2b, 3a, 3d, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 29b, 30, 31, 32b, 33a. Contracts: 40a, 41, 42d, 44b, 47a, 48, 50. Comb.; Cont. Discounts: 60a, 60f, 61a, 62a, 62d. Cancellations: 70b, 70d, 71a, 73a, 73b. Prod. Services: 80, 81, 82. FM facilities: WGNA (FM). Affiliated with Supernet.

TIME RATES

Eff 11/1/84—Rec'd 10/30/84.

Table with columns: 1 min, 30 sec, 10 sec, 1x, 90x, 180x, 270x, 360x. Rows for 1 min, 30 sec, 10 sec.

- 7. PACKAGE PLANS PER WK: 1 min 12 ti 18 ti 24 ti 13.83 12.72 12.00 30 sec 10.50 10.00 9.50

- 8. PROGRAM TIME RATES 1 hr 1/2 hr 1/4 hr 10 min 5 min 1 x 100 75 45 30 20

WHRL (FM)

1966 ALBANY



Media Code 4 233 0425 2.00 Mid 012220-000 Regal Broadcasting Corp. Box 333, Albany, NY 12201. Phone 518-283-1123. 1 min rate 1x: 30.00.

WPTR

1948 ALBANY

WPTR Broadcasting, Inc.



Media Code 4 233 0500 2.00 Mid 012222-000 WPTR Broadcasting, Inc. Box 12279, 4243 Albany St., Albany, NY 12212. Phone 518-456-1144.

PROGRAMMING DESCRIPTION

WPTR: Modern Country adult appeal. MUSIC: current country hits mixed with popular country hits of past 10 yrs. NEWS: 5 min on hr, 24 hrs a day. Contact Representative for further details. Rec'd 2/1/82.

- 1. PERSONNEL President—Rob R. Dyson. General Manager—Kevin D. Brower. 2. REPRESENTATIVES Eastman Radio, Inc. 3. FACILITIES 50,000 w.; 1540 khz. Directional. Operating schedule: 24 hours daily. EST. 4. AGENCY COMMISSION 15% time only. 5. GENERAL ADVERTISING See coded regulations General: 2a, 4a, 5, 6a, 7b, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e. Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a. Contracts: 40a, 41, 42a, 45, 46, 47a, 49. Comb.; Cont. Discounts: 60a. Cancellation: 70a, 70e, 71a, 73b. FM facilities: WFLY (FM). Affiliated with Eastman Radio Network. Affiliated with ABC Information Radio Network.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equaling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

- 6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

WPYX (FM)

1968 ALBANY

M'GAVREN GUILD RADIO



Media Code 4 233 0512 7.00 Mid 012223-000 WTRY, Scott Broadcasting Co., Inc. 1054 Troy-Schenectady Rd., Latham, NY 12110. Phone 518-785-9800.

PROGRAMMING DESCRIPTION

WPYX (FM): Programmed for young adults. MUSIC: AOR, rock & roll, superstars. NEWS: at :57 in selected hrs throughout day. Contact Representative for further details. Rec'd 5/3/82.

- 1. PERSONNEL Vice-Pres./Gen'l Mgr.—John F. Kelly. General Sales Manager—Carol Reilly. Program Director—Rick Van Zandt. 2. REPRESENTATIVES McGavren Guild Radio. 3. FACILITIES ERP 11,500 w. (horiz.), 11,500 w. (vert.); 106.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 910 ft. above average terrain. 4. AGENCY COMMISSION 15% time only.

- 5. GENERAL ADVERTISING See coded regulations General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 24a, 25a, 33d. Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50. Comb.; Cont. Discounts: 60g. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. AM facilities: WTRY. Affiliated with ABC Rock Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

WQBK

1961 RENNELAER



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 233 0525 9.00 Mid 012224-000 WQBK, Inc. Box 1300, Albany, NY 12201. Phone 518-462-5555.

PROGRAMMING DESCRIPTION

WQBK: News & talk 24 hours daily. NEWS: at :60 with reports during drive at :30; business news 5x/day. SPORTS: 2 local commentaries in news blocks plus sportstalk 6-8 pm M-F. FARM: & garden call-in program 10 am-noon Sat. TALK: hosts with guests & callers all other times. Contact Representative for further details. Rec'd 1/3/85.

- 1. PERSONNEL Pres. & Gen'l Mgr.—Richard S. Berkson. Program Director—Jim Horne. 2. REPRESENTATIVES Hillier, Newmark, Wechsler & Howard. 3. FACILITIES 5,000 w.; 1300 khz. Directional. Operating schedule: 24 hours daily. EST. 4. AGENCY COMMISSION 15/2; 15 days. 5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 4a, 5, 6a, 7a, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a. Basic Rates: 20b, 22a, 25a, 28b, 29a, 30, 33c. Contracts: 40a, 42a, 44a, 44b, 45, 46, 51a, 51b. Comb.; Cont. Discounts: 60b, 60e, 61c. Cancellation: 70c, 71a. Prod. Services: 82. Affiliated with CBS Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

WQBK-FM

1972 RENNELAER



Media Code 4 233 0526 7.00 Mid 012225-000 WQBK, Inc. Box 1300, Albany, NY 12201. Phone 518-462-5555.

- 2. REPRESENTATIVES Hillier, Newmark, Wechsler & Howard. Rates have been temporarily withdrawn by station.

WROW

1947 ALBANY



MAJOR MARKET RADIO SALES



Media Code 4 233 0550 7.00 Mid 012226-000 JAG Communications of Albany, Inc. 341 Northern Blvd., Albany, NY 12204. Phone 518-436-4841.

- 1. PERSONNEL Chairman of the Board—John A. Gambling. Vice Pres. & Gen'l Mgr.—Eugene F. Mitchell. General Sales Manager—Steve Seplowe. 2. REPRESENTATIVES Major Market Radio Sales. 3. FACILITIES 5,000 w. days, 1,000 w. nights; 590 khz. Directional—separate patterns day and night. Operating schedule: 24 hours daily. EST. 4. AGENCY COMMISSION 15/0 net. 5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 14c. Basic Rates: 20a, 22b, 23a, 25a, 33b. Contracts: 40c, 42b, 45, 46. Comb.; Cont. Discounts: 60b, 60k, 61a, 62b. Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

AM/FM COMBINATION

Eff 1/23/84.

- AAA—Mon thru Fri 5:30-10 am & 3-8 pm. AA—Mon thru Fri 10 am-3 pm; Sat & Sun 5:30 am-8 pm. A—Mon thru Sun 8 pm-5:30 am. 6. SPOT ANNOUNCEMENTS GRID, 1 MIN I II III GRID, 1 MIN I II III AAA 140 120 100 A 70 60 50 AA 100 90 80

AM only: Rates have been temporarily withdrawn by station.

WROW-FM

1966 ALBANY



Media Code 4 233 0551 5.00 Mid 012227-000 JAG Communications of Albany, Inc. 341 Northern Blvd., Albany, NY 12204. Phone 518-436-4841.

- 2. REPRESENTATIVES Blair Radio. Rates have been temporarily withdrawn by station.

WTRY

1940 TROY



M'GAVREN GUILD RADIO



Media Code 4 233 0650 5.00 Mid 012228-000 WTRY, Scott Broadcasting Co., Inc. 1054 Troy-Schenectady Rd., Latham, NY 12110. Phone 518-785-9800.

PROGRAMMING DESCRIPTION

WTRY: Programmed for adults 18-49 with emphasis on information & PERSONALITY. MUSIC: contemporary (50 std current). NEWS: at 2 & 6 pm; 5-min at 6, 7, 8 am, noon & 5 pm; 3-min at 6:30, 7:30, 8:30, 10 am, 3 & 4 pm; weather with meteorologist at 7:10, 4:50 & 12:38 pm; briefs at :20 & :50; traffic reports in AM/PM drive. SPORTS: 90 sec at 7:50 am, 4:30, 5:30 pm. FEATURES: Larry King Show. Contact Representative for further details. Rec'd 10/25/82.

- 1. PERSONNEL Vice-Pres./Gen'l Mgr.—John F. Kelly. General Sales Manager—Carol Reilly. Program Director—Bob McDougall. 2. REPRESENTATIVES McGavren Guild Radio. 3. FACILITIES 5,000 w.; 980 khz. Non-directional days. Operating schedule: 24 hours daily. EST. 4. AGENCY COMMISSION 15/0 net charges for time. 5. GENERAL ADVERTISING See coded regulations General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 24a, 25a, 33d. Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50. Comb.; Cont. Discounts: 60g. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. FM facilities: WPYX (FM). Affiliated with MBS. Affiliated with Connecticut Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

NEW YORK

Albany-Schenectady-Troy—cont

WWCN

1924
ALBANY



Media Code 4 233 0662 0.00 Mid 012221-000
Devine Broadcasting
Box 60, Glenmont, NY 12077. Phone 518-439-1460.

2. REPRESENTATIVES

Roslin Radio Sales.
1 min rate 1x: 26.00.

WWOM (FM)

1972
ALBANY



Media Code 4 233 0675 2.00 Mid 012229-000
Liberty Communications, Inc.
Box 12521, Albany, NY 12212. Phone 518-456-6101.

2. REPRESENTATIVES

Selcom Radio.
1 min rate 1x: 29.60.

WWWD

1976
SCHENECTADY

Media Code 4 233 0687 7.00 Mid 012230-000
Walvon Communications, Inc.
422 Liberty St., Schenectady, NY 12305. Phone 518-370-5386.

1 min rate 1x: 10.00.

Amherst

Erie County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See Buffalo

(including Amherst, Cheektowaga, Depew,
Lancaster, Niagara Falls)

Amsterdam

Montgomery County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WCSS

1947
AMSTERDAM

Mid 012231-000
See SRDS Spot Radio Small Markets Edition.

WKOL

1961
AMSTERDAM

Media Code 4 233 0750 3.00 Mid 012232-000
Metter Broadcasting Inc.
Box 3, Amsterdam, NY 12010. Phone 518-843-1570.

PROGRAMMING DESCRIPTION

WKOL: MUSIC: Adult Contemporary. FEATURES: local information, special programming—Polish 3 hrs/wk, Sinatra 2 hrs/wk, Big Band 5 hrs/wk, oldies 2 hrs/wk, Top 40 3 hr/wk, talk show 5 hrs/wk, farm show 36 min/wk. NEWS: Paul Harvey news & comments, 42 local newscasts/wk. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

President—Michael L. Metter.
Vice-Pres., Gen'l & Sales Mgr.—Ray Arthur.
Traffic Manager—Valerie Kowalczyk.

2. REPRESENTATIVES

Regional Repts Corp.

3. FACILITIES

1,000 w.; 1570 khz.
Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Member: Ag Radio Network.

TIME RATES

Eff—Rec'd 9/23/83.

6. SPOT ANNOUNCEMENTS

30 sec 6.60 1 min 8.25
12/85 (SMD)

WMVQ-FM

1980
AMSTERDAM

Mid 012233-000
See SRDS Spot Radio Small Markets Edition.

Attica

Wyoming County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WBTF (FM)

1977
ATTICA

Mid 012234-000
See SRDS Spot Radio Small Markets Edition.

Auburn

Cayuga County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WAUB

1959
AUBURN

Media Code 4 233 0800 6.00 Mid 012235-000
Cayuga Broadcasting Corp.
Box 160, Auburn, NY 13021. Phone 315-253-7111.
1 min rate 1x: 4.00.

WMBO

1927
AUBURN

Media Code 4 233 0850 1.00 Mid 012236-000
Scott Broadcasting of New York
Metcalfe Plaza, 144 Genesee St., Auburn, NY 13021.
Phone 315-253-7355.

2. REPRESENTATIVES

Market 4 Radio.
1 min rate 1x: 20.00.

WPCX (FM)

1949
AUBURN

Media Code 4 233 0875 8.00 Mid 012237-000
Scott Broadcasting of N.Y.
Metcalfe Plaza, 144 Genesee St., Auburn, NY 13021.
Phone 315-253-7355.
1 min rate 1x: 21.00.

Babylon

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Baldwinsville

Onondaga County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WSEN

1959
BALDWINSVILLE
WSEN-FM

1967
BALDWINSVILLE



Media Code 4 233 0900 4.00 Mid 012238-000
Buckley Broadcasting Corp. of N.Y.
Smokey Hollow Rd., Box 1050, Baldwinsville, NY 13027.
Phone 315-635-3971.

PROGRAMMING DESCRIPTION

WSEN: Programmed for adults & young adults. MUSIC: Hit Country. AIR PERSONALITIES handle all segments. NEWS: 5-min local at :25 & :55; 9-11 am & 1-5 pm. Paul Harvey at 8:30 am, 12:30 & 5:30 pm. SPORTS: Capsule reports 7:25 am & 5:25, 6:25 pm. Contact Representative for further details. Rec'd 4/25/84.

1. PERSONNEL

General Manager—Daniel L. Deeb.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w.; 1050 khz.
500 w. pre-sunrise; 231 w. post sunset.
Operating schedule: 6 am-2 hours past local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

15/0; rendered monthly.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D)

Batavia

Genesee County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WBTA

1941
BATAVIA



Media Code 4 233 0950 9.00 Mid 012239-000
Batavia Broadcasting Corp.
438 E. Main St., Batavia, NY 14020. Phone 716-344-1490.

PROGRAMMING DESCRIPTION

WBTA: MUSIC: MOR. Emphasis farm. NEWS: local & UPL. Blocks 7-8 am, noon-1 pm & 5-6 pm. Weekly remotes. C & W Sa morn. Big band 40's music Sa & Su afternoon. Women's programming M-F morn. Contact Representative for further details. Rec'd 7/30/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—William F. Brown, Jr.
Sales Manager—Judy Figliulo.
Farm Director—Phil Skill.

2. REPRESENTATIVES

Market 4 Radio.

3. FACILITIES

500 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

Eff—Rec'd 12/27/83.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Fri 11:30 am-1 pm & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	1 min	A	AAA	AA	A
1 li	14.00	12.00	10.00	11.20	9.60	8.00
7 li	13.00	11.00	9.00	10.40	8.80	7.20
13 li	12.00	10.00	8.00	9.60	8.00	6.40
19 li	11.00	9.00	7.00	8.80	7.60	5.60
25+	10.00	8.00	6.00	8.00	6.40	4.80

7. PACKAGE PLANS

BULK, PER YR:	TAP	260x	520x	780x	1040x	1500+
1 min	12.00	11.00	10.00	8.70	7.80	7.80
30 sec	9.50	9.00	8.00	7.00	6.30	6.30

(SMD)

Bath

Steuben County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WVIN

1962
BATH

Mid 012240-000

See SRDS Spot Radio Small Markets Edition.

Beacon

Dutchess County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

See Newburgh-Beacon

Binghamton

(including Endicott)
Broome County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAAL (FM)

WAAL FM

1954
BINGHAMTON

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 233 1025 9.00 Mid 012241-000
Butternut Broadcasting Co., Inc.
Box 997, 122 State St., Binghamton, NY 13902. Phone 607-772-8850.

PROGRAMMING DESCRIPTION

WAAL (FM): CHR, programmed for 18-49. Live AIR PERSONALITIES. NEWS: network at :50. Weather at :07 & :36. Contact Representative for further details. Rec'd 12/26/84.

1. PERSONNEL

General Manager—George L. Rossi.
General Sales Manager—Randy Varney.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 7,100 w. (horiz.), 7,100 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,090 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 33d.
Contracts: 40a, 42d, 44b, 45, 46, 49, 51a, Comb.; Cont. Discounts: 60a, 60f, 60k, 62a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: WKOP.
Affiliated with Connecticut Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WENE

1947
ENDICOTT



Media Code 4 233 1050 7.00 Mid 012242-000
WENE, Inc.
Box 151, 2721 E. Main St., Endwell, NY 13760. Phone 607-765-3351.

2. REPRESENTATIVES

Masla Radio.
1 min rate 1x: 25.00.

WHWK (FM)

1943
BINGHAMTON



Contemporary Country

Media Code 4 233 1075 4.00 Mid 012247-000
Stoner Broadcasting System, Inc.
Box 414, Security Mutual Bldg-5th Fl., Binghamton, NY 13902. Phone 607-772-8400.

PROGRAMMING DESCRIPTION

WHWK (FM): Programmed for adults. MUSIC: Non-interrupted 1/4 hr segments of Contemporary Country, instrumental & vocal. NEWS: 3-min at :55 6-10 am; weather at :20 :50 or in news. Contact Representative for further details. Rec'd 1/23/84.

1. PERSONNEL

Station Manager—Suzanne McDonald.
Program Director—Mike Jeffries.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 10,000 w. (horiz.), 10,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION

15% time, news and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a, 23a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70c, 71a, 72, 73a.
AM facilities WNEF.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WINR

1946
BINGHAMTON

Media Code 4 233 1100 0.00 Mid 012243-000
WINR Broadcasting, Inc.
Box 68, Binghamton, NY 13904. Phone 607-775-4240.

2. REPRESENTATIVES

Savall & Schutz, Inc.
1 min rate 1x: 26.00.

WKOP1947
BINGHAMTONMedia Code 4 233 1150 5.00 Mid 012244-000
Broome County Broadcasters, Inc.
122 State St., 997, Box 997, Binghamton, NY 13902.
Phone 607-722-3437**PROGRAMMING DESCRIPTION**

WKOP: programmed to the 25-49. MUSIC: contemporary gold hit radio. LIVE AIR PERSONALITIES handle all segments. FEATURES: Larry King overnights. Heavy NEWS, weather & SPORTS commitment. N. Y. Yankees, Giants & Notre Dame football. Contact Representative for further details. Rec'd 1/30/84.

- PERSONNEL**
General Manager—George L. Rossi.
General Sales Manager—Randy Varney.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w. days, 500 w. nights; 1360 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
5%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WAAL (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.
Affiliated with Connecticut Radio Network.
Member: Northeast Ag Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMRV (FM)1969
ENDICOTTMedia Code 4 233 2275 2.00 Mid 012245-000
WENW, Inc.
Box 151, 2721 E. Main St., Endwell, NY 13760. Phone
607-785-3351.
Rates have been temporarily withdrawn by station.**WNBF**1927
BINGHAMTON**Katz Radio**Media Code 4 233 1200 8.00 Mid 012246-000
Stoner Broadcasting System, Inc.
Security Mutual Bldg., Binghamton, NY 13902. Phone
607-772-8400.**PROGRAMMING DESCRIPTION**

WNBF: Programmed for adults. MUSIC: all selections from current familiar 45's & oldies; variety incl. MOR, AIR PERSONALITIES handle all segments. AM, extra traffic, weather & news information. NEWS: network at :60, followed by 5-min local news & sports. SPORTS: Yankee baseball; pro hockey & other special projects. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
General Manager—Kitty Bocock.
Sales Manager—Roger Conklin.
Program Director—Tony Russell.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1290 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time, news and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a, 23a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70e, 71a, 72, 73a.
FM facilities: WHWK (FM).
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

BoonvilleOneida County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WBRV**1955
BOONVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012248-000

BrewsterPutnam County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.**WPUT**1963
BREWSTER

Mid 012249-000

See SRDS Spot Radio Small Markets Edition.

Briarcliff ManorWestchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.**See New York Urban Area.****Bristol Center**Ontario County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.**WYLF (FM)**1948
BRISTOL CENTERMedia Code 4 233 1350 1.00 Mid 012250-000
WYLF/Empire Media Assoc.
213 W. Commercial St., E. Rochester, NY 14445. Phone
716-586-2263.
Studio: 1552 Rochester Rd., Canandaigua, NY 14424.
Phone 716-398-2210.**PROGRAMMING DESCRIPTION**

WYLF (FM): Programmed for adults 30+. MUSIC: Popular hits of 40's-70's featuring all-time stds. The Music of Your Life. Contact Representative for further details. Rec'd 8/26/82.

- PERSONNEL**
General Manager—Larry Leibowitz.
Program Director—Todd Blide.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
ERP 50,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 993 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

Eff.—Rec'd 10/23/84.

- SPOT ANNOUNCEMENTS**
Open rate 55.00. (SMD) (D)

Buffalo(including Amherst, Cheektowaga, Depew,
Lancaster, Niagara Falls)Erie County—Map Location B-6
Niagara County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city heading are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBEN**WBEN**
RADIO 9301930
BUFFALO

EASTMAN RADIO, INC.

Media Code 4 233 1450 9.00 Mid 012253-000
Algonquin Broadcasting Corp.
2077 Elmwood Ave., Buffalo, NY 14207. Phone 716-876-0930.**PROGRAMMING DESCRIPTION**

WBEN: Programmed for adult audience 18+. MUSIC: adult contemporary. Private weather service with hiry reports, station helicopter w/drive time traffic reports. Marine weather & boating reports. NEWS: information with anchor man AM, noon & PM drive & eve. Network, AP & UPI wires. SPORTS: director, live pro play-by-play. Tele/talk Sun-F 12M-5 am. FARM: director, daily farm show & agricultural reports. Emphasis community involvement. Contest, promotions & client merchandising yr round. Contact Representative for further details. Rec'd 12/28/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Larry Levite.
Vice-Pres. Sales—Robert J. Russo.
Program Director—Bob Wood.

2. REPRESENTATIVESEastman Radio, Inc.
Canada—Radio-Television Representatives Ltd.**3. FACILITIES**5,000 w.; 930 khz. Directional nights.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.**RATE PROTECTION**

Rates quoted herein are guaranteed for a period of 13 wks from effective date of any increase in these rates providing that advertising equalling a wky expenditure of 150.00 is actually running at the time of effective date of increase, & providing that these broadcasts continue without interruption during rate protection period. Affiliated with Eastman Radio Network. Affiliated with NBC Radio Network. Member: Northeast Ag Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WBEN-FM1946
BUFFALO

EASTMAN RADIO, INC.

Media Code 4 233 1451 7.00 Mid 012254-000
Algonquin Broadcasting Corp.
2077 Elmwood Ave., Buffalo, NY 14207. Phone 716-876-0930.**PROGRAMMING DESCRIPTION**

WBEN-FM: Programmed for 18-34 adults. MUSIC: Top 40. Contact Representative for further details. Rec'd 11/29/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Larry Levite.
Vice-Pres. Sales—Robert J. Russo.
Program Director—Bob Wood.
- REPRESENTATIVES**
Eastman Radio, Inc.
Canada—Radio-Television Representatives Ltd.
- FACILITIES**
ERP 110,000 w. (horiz.), 110,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,800 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62b, 62d.
Cancellations: 70a, 70e, 71a, 72, 73c.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (A)

WBLK (FM)1962
DEPEW**Sekom radio**
Broadcast RepresentativesMedia Code 4 233 1475 6.00 Mid 012255-000
WBLK Broadcasting Corp.
420 Franklin St., Buffalo, NY 14202. Phone 716-882-1500.**PROGRAMMING DESCRIPTION**

WBLK (FM): Programmed primarily for urban adult audience 18-34 & 25-49. MUSIC: Urban Contemporary; Gospel & Spiritual Sat 4-10 am & Sun 4 am-3 pm; AIR PERSONALITIES handle all segments. NEWS: local & nat'l at :50. FEATURES: participation in community events, drives & school activities; personalities available for remotes, special events & endorsements. Contact Representative for further details. Rec'd 10/30/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Franklin W. Lorenz.
National Sales Manager—Marty Mercurio.
Station Manager—Freddie Patrick.
- REPRESENTATIVES**
Selcom Radio.

3. FACILITIESERP 50,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 380 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 12c, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC FM Radio Network.
Affiliated with Supernet.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBUF (FM)1947
BUFFALO**McGAVREN GUILD RADIO**Media Code 4 233 1650 4.00 Mid 012258-000
WFXZ, Inc.
715 Delaware Ave., Buffalo, NY 14202. Phone 716-882-4300.**PROGRAMMING DESCRIPTION**

WBUF (FM): MUSIC: Adult Contemporary. NEWS: plus business news, staff meteorologist weather reports, traffic reports. SPORTS: reports & commentary. SPECIAL FEATURES: community service features. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
President—Albert L. Wertheimer.
Executive Vice-President—Jack Palvino.
Vice-Pres. & Gen'l Mgr.—Larry White.
General Sales Manager—Chuck Hill.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 91,000 w. (horiz.), 91,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDCX (FM)1963
BUFFALOMedia Code 4 233 2600 9.00 Mid 012256-000
Crawford Broadcasting Co.
625 Delaware Ave., Buffalo, NY 14202. Phone 716-883-3010.
1 min rate 1x: 20.00.**WECK****WECK**
Radio 1230
1956
CHEEKTOWAGAMedia Code 4 233 1625 6.00 Mid 012257-000
Ould Me Broadcasting, Inc.
2900 Genesee St., Buffalo, NY 14225. Phone 716-894-1230.**PROGRAMMING DESCRIPTION**

WECK: MUSIC: Music of Your Life Format, all time classics from 40's thru 70's with personality announcers. NEWS: network & local news & sports. SPORTS: U. & major college basketball, 2 hrs Polish show. Community involvement with talk shows, promotions, remotes, contest & events. Rec'd 7/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chet Muziolowski.
Program Director—Peter Zolnowski.
Sales Manager—Steve Rall.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.

NEW YORK

Buffalo—cont

WECK—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7a
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b,
 29a, 33b.
 Basic Rates: 20a, 21b, 21d, 22a, 24a, 25a, 27, 28b, 28c,
 29a, 33b.
 Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50.
 Comb.; Cont. Discounts: 60b, 61b, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Information Radio Network.
 Affiliated with CBS Radio Network.
 Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGR

1922
BUFFALO



Katz Radio



Media Code 4 233 1700 7.00 Mid 012259-000
 Taft Broadcasting Co.
 464 Franklin St., Buffalo, NY 14202. Phone 716-881-
 4555, TWX, 710-522-1729.

PROGRAMMING DESCRIPTION

WGR: Programmed for adults & young adults. MUSIC:
 Adult Contemporary. Contact Representative for further
 details. Rec'd 9/26/83.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Larry Anderson.
 Program Director—Jerry Reo.
 General Sales Manager—Dick Aaron.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 550 khz. Directional nights.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6b, 7b, 8
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e,
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 30, 33a,
 33b.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a,
 62a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Katz Radio Network.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGR-FM

97.1
BUFFALO

(formerly WGRQ (FM))

1959
BUFFALO



Media Code 4 233 1725 4.00 Mid 012260-000
 Taft Broadcasting Co.
 464 Franklin St., Buffalo, NY 14202. Phone 716-881-
 4555, TWX, 710-522-1732.

PROGRAMMING DESCRIPTION

WGR-FM: For adults 25-54. MUSIC: Adult Contemporary.
 Contact Representative for further details. Rec'd 2/4/
 85.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Larry Anderson.
 Program Director—Jerry Reo.
 General Sales Manager—Dick Aaron.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 12,600 w. (horiz.), 12,600 w. (vert.); 96.9 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 890 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6b, 7b, 8
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e,
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b,
 24a, 24c, 25a, 27, 28a, 29a, 29b, 30, 33a,
 33b.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a,
 62a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WHLD

1940
NIAGARA FALLS



Media Code 4 233 1731 2.00 Mid 012402-000
 Butler Communications Corp.
 2692 Staley Rd., Grand Island, NY 14072. Phone 716-
 773-1270.

2. REPRESENTATIVES

Market 4 Radio.
 1 min rate 1x: 20.00.

WJLL

1947
NIAGARA FALLS

Music-News



Media Code 4 233 1734 6.00 Mid 012403-000
 Niagara Frontier Broadcasting Corp.
 Radio Center, 1224 Main St., Niagara Falls, NY 14301.
 Phone 716-285-5795.

PROGRAMMING DESCRIPTION

WJLL: Programmed for 25-54 age group. MUSIC: adult
 contemporary. NEWS: emphasis local-reg'l at :60 & :30;
 expanded 10-min newscasts at 7, 8 am & 5:30 pm; 1/2 hr
 news magazine at noon & 4:30 pm; UPI & local sources;
 network highlights included in newscasts; weather & road
 reports as needed. SPORTS: reports in reg'l shows; local
 golf tournament, college football, etc. Rec'd 5/29/84.

1. PERSONNEL

President—Mary Talbot Broda.
 Exec. Vice-Pres./Gen'l Mgr.—Robert Rogers.

2. REPRESENTATIVES

Shelly Katz Radio Sales, Inc.

3. FACILITIES

1,000 w. days; 1440 khz. Non-directional.
 Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5a, 7a
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b,
 Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28a, 29b,
 32a.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60e, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with MBS.

TIME RATES

Eff—Rec'd 12/11/83.

7. PACKAGE PLANS

50% DRIVE—50% ALL OTHER TIMES
 1-12 WK: 1 ti 10 ti 20 ti 30+
 1 min 12.00 11.00 10.50 10.00
 30 sec 10.00 9.50 9.25 9.00

WJYE (FM)

1966
BUFFALO



MAJOR MARKET RADIO SALES



Media Code 4 233 1737 9.00 Mid 012261-000
 McCormick Communications, Inc.
 1700 Rand Bldg., Lafayette Square, Buffalo, NY 14203.
 Phone 716-856-3550.

PROGRAMMING DESCRIPTION

WJYE (FM): Programmed for adults & young adults.
 MUSIC: Easy Listening in 1/4 hr uninterrupted segments.
 COMMERCIAL POLICY: 8 commercial units per hr,
 showcased in 4 breaks per hr. Contact Representative
 for further details. Rec'd 4/28/82.

1. PERSONNEL

President—William M. McCormick.
 General Manager—Christopher Ackerman.
 General Sales Manager—Don Gilbert.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 50,000 w.; 96.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION

15/0; time only, payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8
 Rate Protection: 10c, 11c, 12c.
 Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a,
 27, 28b, 28c, 29a, 30.
 Contracts: 40c, 41, 42d, 45, 46, 48.
 Comb.; Cont. Discounts: 60k, 61c, 62b.
 Cancellation: 70d, 71a, 72, 73a.
 Prod. Services: 80, 81.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKBW

1925
BUFFALO



BLAIR RADIO



Media Code 4 233 1750 2.00 Mid 012262-000
 Div. of Capital Cities Communications, Inc.
 695 Delaware Ave., Buffalo, NY 14209. Phone 716-884-
 5101, TWX, 710-522-1846.

PROGRAMMING DESCRIPTION

WKBW: Personality oriented Adult Contemporary; 5-6 am
 agri news/news block; 6 am-7 pm entertainment with
 PERSONALITIES. MUSIC: Adult Contemporary. NEWS:
 headlines at :30 & :60; full cast at :15 & :45 in AM drive;
 at :45 remainder of day; accu-weather. SPORTS: reports
 incl in AM & PM drives. TALK: local 7-10pm; NBC
 Talknet 10 pm-2. FEATURES: heavy community in-
 volvement, promotions & contests; remote broadcasts.
 Contact Representative for further details. Rec'd 12/27/
 84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Timothy J. Gorman, Jr.
 Local Sales Manager—Louise D. Valenti.
 Program Director—Sandy Beach.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.; 1520 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b,
 Basic Rates: 20a, 21b, 21d, 22a, 24a, 25a, 27, 28b, 28c,
 29a.
 Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a.
 Comb.; Cont. Discounts: 60b, 61c, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with Blair Represented Network.
 Affiliated with NBC—Talknet.

TIME RATES

No. 35 Eff 9/1/84—Rec'd 9/20/84.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—Mon thru Sat 7 pm-midnight; Sun 9 am-midnight.

ROS—Mon thru Sat 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AAA	120 115 110 105 96 92 88 84	84 80 76 72 68 64 60 56
AA	70 65 60 55 56 52 48 44	40 36 32 28 24 20 16 12
A	60 55 50 45 48 44 40 36	32 28 24 20 16 12 8 4
B	32 30 28 26 24 22 20 18	16 14 12 10 8 6 4 2
ROS	52 48 44 40 42 38 35 32	32 28 24 20 16 12 8 4

5-6 am-midnight: 1-min 20.00; 30 sec 16.00.
 CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 26 wk—7% 52 wk—12%

7. PACKAGE PLANS

TAP—GUARANTEED EQUAL DISTRIBUTION AAA, AA,
 AA, B/WEEKENDS
 9 ti 12 ti 16 ti 20 ti 24 ti 28 ti 32 ti
 1 min 520 744 944 1120 1272 1400 1504
 30 sec 416 595 755 896 1018 1120 1203
 PREMIUM TAP—GUARANTEED EQUAL DISTRIBUTION
 MON THRU SAT 6 AM-7 PM
 6 ti 9 ti 12 ti 15 ti 18 ti 21 ti 24 ti
 1 min 480 675 864 1035 1188 1323 1440
 30 sec 374 540 691 828 950 1058 1152
 MONTHLY ROS—WITHIN 4 CONSECUTIVE WEEKS
 24 ti 48 ti 72 ti 96 ti
 1 min 40 39 38 37
 30 sec 29 28 27 26

YEARLY COMMITMENTS TAP—EQUALLY
 DISTRIBUTED DAYPARTS AAA, AA, A, B/WEEKENDS
 DOLLARS SPENT: 30000 25000 10000 15000 10000
 1 min 36 40 44 48 50
 30 sec 28 32 35 38 40

SPECIFIC DAYPART

	1 MINUTE	30 SECONDS
AAA	84 88 92 97 102	67 70 74 78 82
AA	48 53 57 62 65	38 42 46 50 52
A	40 44 48 53 56	32 35 38 42 45
B/wknd	29 32 34 37 39	23 26 27 30 31

Fixed position, extra 10.00.

9. PARTICIPATING PROGRAMS

All Night Show—Mon thru Sun midnight-5 am: 1-min
 10.00; 30-sec 8.00.

10. SPECIAL FEATURES

5-min newscasts—incl open & close plus 1 1-min spot/
 headline news—incl open & close plus 1 30-sec spot:
 Extra 10.00.

WNYS

1947
BUFFALO



Christal Radio



Media Code 4 233 1768 4.00 Mid 012265-000
 Pyramid Broadcasting
 Church & Terrace, Buffalo, NY 14202. Phone 716-854-
 1120.

PROGRAMMING DESCRIPTION

WNYS: Programmed for adults 18-49. MUSIC: Con-
 temporary Hits. AIR PERSONALITIES handle all seg-
 ments. NEWS: headlines at :50 & :20 5:50-8:50 am.
 Contact Representative for further details. Rec'd 1/30/
 84.

1. PERSONNEL

General Manager—Ron Rice.
 Assistant General Manager—Jane Chmielewski.
 Sales Manager—William Schoening.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

1,000 w. days; 1120 khz. Non-directional.
 Operating schedule: Sunrise-local sunset or 2 hours after
 sunset. EST.

Partial simulcast operation. Simulcast Mon thru Sat
 7-10 am & 3-6 pm. For non-simulcast facilities see
 FM.

4. AGENCY COMMISSION

15/0; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a.
 Rate Protection: 10b, 11c, 13b, 14b, 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 25a, 26, 28c, 29a.
 Comb.; Cont. Discounts: 60a, 60e, 62a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WNYS-FM

1947
BUFFALO



Christal Radio



Media Code 4 233 1787 4.00 Mid 012252-000
 Pyramid Broadcasting
 Buffalo Hilton, Buffalo, NY 14202. Phone 716-854-1120.

PROGRAMMING DESCRIPTION

WNYS-FM: Programmed for adults 18-49. MUSIC: Con-
 temporary Hits; live AIR PERSONALITIES handle all
 segments. NEWS: headlines at :50 &

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert Howard.
Program Director—Harvey M. Moore.
General Sales Manager—Rick Siuta.
- 2. REPRESENTATIVES**
CBS/FM National Sales.
- 3. FACILITIES**
ERP 49,000 w. (horiz.), 49,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 423 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 44a, 44b, 46.
Comb.; Cont. Discounts: 60b, 60d, 60k.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WYSL.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRXT (FM)

1946
NIAGARA FALLS



Media Code 4 233 1837 7.00 Mid 012404-000
Porter Broadcasting Corporation
2692 Staley Rd., Box 364, Grand Island, NY 14072.
Phone 716-773-1714.

PROGRAMMING DESCRIPTION

WRXT (FM): Contemporary Hit Radio, incl Rock, Soul & Pop. Contact Representative for further details. Rec'd 11/1/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bruce A. Biette.
General Sales Manager—Don Zink.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 46,000 w. (horiz.), 46,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 380 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; payable 30 days.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14g, 15b, 16.
Basic Rates: 20b, 21d, 22a, 23b, 24c, 25c, 26, 27, 28b, 29a, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 2 Eff 10/1/84—Rec'd 11/12/84.
AAAA—Mon thru Fri 5-10 am & 3-7 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 5 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sun 5 am-midnight.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	WEEKLY			
	1 min	30 sec	15 sec	10 sec
AAAA AAA AA A	62	57	35	16
II	51	46	30	14
III	42	37	25	12
IV	33	28	20	11
V	26	21	16	10

10 sec: Use 30-sec rate.

7. PACKAGE PLANS
TAP—5 DAY MINIMUM ROTATION, 1/3/AAAA, 1/3AAA, 1/3AA

GRID:	I				II				III				IV				V				
	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	
1 min	43	39	31	25	20	16	12	9	7	5	4	3	2	1	1	1	1	1	1	1	1
30 sec	34	31	25	20	16	12	9	7	5	4	3	2	1	1	1	1	1	1	1	1	1

BEST BUY—MON THRU SUN 5 AM-MIDNIGHT

1 min	38	34	28	20	15
30 sec	30	27	21	16	12

WUFO

1948
AMHERST

Media Code 4 233 1850 0.00 Mid 012264-000
Sheridan Broadcasting Corp.
89 LaSalle Ave., Buffalo, NY 14214. Phone 716-834-1080.
min rate 1x: 18.00.

WXRL

1964
LANCASTER



Media Code 4 233 1925 0.00 Mid 012266-000
Dome Broadcasting, Inc.
5360 William St., Lancaster, NY 14086. Phone 716-681-1313.
1 min rate 1x: 21.00.

WYRK (FM)

1962
BUFFALO



McGAVREN GUILD RADIO



Media Code 4 233 1937 5.00 Mid 012267-000
Stoner Broadcasting System, Inc.
5th Floor Rand Building, Buffalo, NY 14203. Phone 716-852-7444.

PROGRAMMING DESCRIPTION

WYRK (FM): Programmed for 25-54 adults. MUSIC: Contemporary Country with emphasis on country crossover artists. Community involvement with promotion & merchandising. NEWS: at :60; headlines at :30 during drive times. Contact Representative for further details. Rec'd 4/27/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Al Fetch.
Sales Manager—Fred Gregory.
Program Director—Ken Johnson.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 390 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b, 15d, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 28b, 28c.
Contracts: 40a, 41, 44a, 45, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYSL

1935
BUFFALO

CBS-FM NATIONAL SALES

Media Code 4 233 1950 8.00 Mid 012268-000
Howard Communications, Inc.
425 Franklin St., Buffalo, NY 14202. Phone 716-885-1400.

PROGRAMMING DESCRIPTION

WYSL: Contemporary Hit Radio. Contact Representative for further details. Rec'd 5/2/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert Howard.
Program Director—Harvey M. Moore.
General Sales Manager—Rick Siuta.
- 2. REPRESENTATIVES**
CBS/FM National Sales.
- 3. FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23a, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 44a, 44b, 46.
Comb.; Cont. Discounts: 60b, 60d, 60k.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WPHD (FM).

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Canandaigua

Ontario County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WCGR

1961
CANANDAIGUA

See SRDS Spot Radio Small Markets Edition.

WFLC (FM)

1974
CANANDAIGUA

See SRDS Spot Radio Small Markets Edition.

Carthage

Jefferson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WTOJ (FM)

1984
CARTHAGE

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Catskill

Greene County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WCKL

1969
CATSKILL

See SRDS Spot Radio Small Markets Edition.

Cheektowaga

Erie County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See Buffalo

(including Amherst, Cheektowaga, Depew, Lancaster, Niagara Falls)

Cherry Valley

Otsego County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WJIV (FM)

1948
CHERRY VALLEY

See SRDS Spot Radio Small Markets Edition.

Cobleskill

Schoharie County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WSCM

1981
COBLESKILL

See SRDS Spot Radio Small Markets Edition.

Corinth

Saratoga County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WSCG-FM

1981
CORINTH

See SRDS Spot Radio Small Markets Edition.

Corning

Steuben County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WCBA

1949
CORNING



Media Code 4 233 2100 9.00 Mid 012273-000
WCBA Radio, Inc.
Box 1047, Corning, NY 14830. Phone 607-962-4646.
Studio: Davis Rd., South Corning, NY 14830.

PROGRAMMING DESCRIPTION

WCBA: Adult contemporary & news. Contact Representative for further details. Rec'd 3/3/82.

- 1. PERSONNEL**
General Manager—Dean Slack.
- 2. REPRESENTATIVES**
Market 4 Radio.
- 3. FACILITIES**
1,000 w.; 1350 khz. Non-directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

Eff 6/1/84—Rec'd 6/1/84.

6. SPOT ANNOUNCEMENTS

1 min	10x	20x	30x	15 sec	10x	20x	30x
30 sec	8.50	8.00	7.50	6.50	6.00	5.50	

(SMD)

WCLI

1947
CORNING



Media Code 4 233 2150 4.00 Mid 012274-000
King Communications, Inc.
99 W. First St., Corning, NY 14830. Phone 607-962-2424.

PROGRAMMING DESCRIPTION

WCLI: MUSIC: Adult Contemporary. NEWS: plus sports & community involvement. Contact Representative for further details. Rec'd 4/30/84.

- 1. PERSONNEL**
President—John T. King.
Exec. Vice-Pres. & Gen'l Mgr.—Alan H. Andrews.
Sales Manager—Dave Abbey.
- 2. REPRESENTATIVES**
Masla Radio.
Regional Reps Corp.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WZKZ (FM).
Affiliated with MBS.

TIME RATES

Eff 2/1/84—Rec'd 4/30/84.

7. PACKAGE PLANS
MON THRU SAT 6 AM-7 PM; SUN 10 AM-7 PM

1 min	12	11	18	11	24	11	36	11	48	11
30 sec	12.00	11.50	10.75	10.25	9.50	10.00	9.50	9.00	8.50	7.75

Guaranteed placement, extra 1.50.

12/85

(SMD)

WZKZ (FM)

1947
CORNING



Media Code 4 233 2162 9.00 Mid 012275-000
King Communications, Inc.
99 W. First St., Corning, NY 14830. Phone 607-962-2424, 526-8755.

PROGRAMMING DESCRIPTION

WZKZ (FM): MUSIC: Adult contemporary. Contact Representative for further details. Rec'd 12/2/80.

- 1. PERSONNEL**
President—John T. King.
Exec. Vice-Pres. & Gen'l Mgr.—Alan H. Andrews, Jr.
Sales Manager—Donna Chiaramonte.
- 2. REPRESENTATIVES**
Masla Radio.
Regional Reps Corp.
- 3. FACILITIES**
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 106.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 532 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WCLI.

TIME RATES

No. 4 Eff 2/1/84—Rec'd 3/28/84.

7. PACKAGE PLANS
MON THRU SUN 6 AM-MIDNIGHT

PER WK:	12	11	24	11	36	11	48	11
1 min	15.00	13.00	11.75	10.50	30	30	30	30
30 sec	12.00	10.50	9.50	8.50	12.00	10.50	9.50	8.50

Drivetimes, guaranteed, extra 4.00.

12/85

(SMD) (D)

Cornwall

Orange County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WCRR

1969
CORNWALL

See SRDS Spot Radio Small Markets Edition.

Cortland

Cortland County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WKRT

1947
CORTLAND

See SRDS Spot Radio Small Markets Edition.

NEW YORK

Cortland—cont

WOKW (FM)

1947
CORTLAND

See SRDS Spot Radio Small Markets Edition. Mid 012278-000

Dansville

Livingston County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WDNY

1978
DANSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012279-000

Depew

Erie County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See Buffalo

(including Amherst, Cheektowaga, Depew, Lancaster, Niagara Falls)

De Ruyter

Madison County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WSIV

1965
EAST SYRACUSE
WOIV (FM)

1948
DE RUYTER

See listing under Syracuse, NY. Mid 012472-000

Dundee

Yates County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WFLR

1956
DUNDEE
WFLR-FM

1968
DUNDEE



Media Code 4 233 2350 0.00 Mid 012281-000
Finger Lakes Radio, Inc.
30 Main St., Dundee, NY 14837. Phone 607-243-7158,
315-536-4454.

PROGRAMMING DESCRIPTION

WFLR: Programmed for general adult interest. MUSIC: Easy Listening. NEWS: 5-min at :60, 2-min at :30, 30-min at 7:30 am 25-min at noon, 45-min at 5 pm & 15-min at 11 pm. FARM: 6-7 am & 12:25-12:45 pm, market reports, extension agents, interviews. SPORTS: 2-min ea hr at :45, live major league baseball, 120 games a yr, live high school football & basketball. TALK: tele/talk combining opinions & trading post M-F 12:45-1:30 pm & 5:45-6:15 pm. Contact Representative for further details. Rec'd 3/29/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—John C. Clancy.
Sales Manager—Robert W. Martin.
- REPRESENTATIVES**
Regional Reps Corp.
Market 4 Radio.
- FACILITIES**
5,000 w.; 1570 khz. Non-directional.
250 w. pre-sunrise; 250 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 600 w. (horiz.), 600 w. (vert.); 95.9 mhz.
Antenna ht.: 600 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None: all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Affiliated with Connecticut Radio Network.
Member: Ag Radio Network, Northeast Ag Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/84—Rec'd 7/23/84.

PACKAGE PLANS	ROS	1 ti	10 ti	20 ti	30 ti	50+
PER WK:		1 ti	10 ti	20 ti	30 ti	50+
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50
15 sec	2.40	2.30	2.20	2.10	2.00

PER WK:	1 ti	10 ti	20 ti	30 ti	50+	
PER WK, 13 WK:						
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50
15 sec	2.40	2.30	2.20	2.10	2.00
PER WK, 52 WK:						
1 ti	4.75	4.00	2.20		
10+	4.25	3.50	2.00		

10. SPECIAL FEATURES

News—7, 7:30, 7:40, noon & 12:10 pm, 9:50; all others 7.00.
Hotline—per wk 17.50.
Double Hotline—per wk 25.00.
Early Morning—6-7 am, per wk 17.50.
Coffee Club—per wk 17.50.
Sports Booster—per mo 30.00.
Newsbreak Package—per wk 23.50.
Farm & Home Show—per wk 20.00.
Contest Package—per wk 25.00.
FM Spots—any quantity, 1-min 2.50; 30-sec 2.00.

12/85 (SMD)

Dunkirk

Chautauqua County—Map Location A-7
See SRDS Consumer market map and data at beginning of the state.

WDOE

1949
DUNKIRK

See SRDS Spot Radio Small Markets Edition. Mid 012282-000

East Syracuse

Onondaga County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

See Syracuse

(including East Syracuse, Manlius, North Syracuse)

Ellenville

Ulster County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WELV

1964
ELLENVILLE
WELV-FM
(formerly WDRE (FM))
1971
ELLENVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012284-000

Elmira

(including Elmira Heights, Horseheads)

Chemung County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WEHH

1956
ELMIRA HEIGHTS-HORSEHEADS



RADIO REPRESENTATIVES

NRBA

Media Code 4 233 2475 5.00 Mid 012285-000
Latta Brook Broadcasting
200 Latta Brook Rd., Horseheads, NY 14845. Phone 607-739-5422.

PROGRAMMING DESCRIPTION

WEHH: Programmed for adults 25-49. MUSIC: Adult contemporary, 60% oldies, 40% current, contemporary selections. AIR PERSONALITIES handle all segments. NEWS: network at :60; :60 & :30 in drive times; weather 4hr. FEATURES: Syndicated music programming on weekends, regular audience promotions & contest. Contact Representative for further details. Rec'd 2/22/84.

- PERSONNEL**
President—Raymond L. Ross.
Sales Manager—Gerie E. Ross.
- REPRESENTATIVES**
P/W Radio Representatives.
- FACILITIES**
500 w. days; 1590 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 15d.
Basic Rates: 20a, 21a, 21d, 22a, 23a.
Contracts: 40a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with RKO Radio Networks.

TIME RATES

Eff—Rec'd 1/31/84.
AAA—6-10 am & 2-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
	5 ti	12 ti	18 ti	24 ti	
1 min	18.00	17.00	16.00	15.00
30 sec	14.50	13.50	12.75	12.00

	CLASS AA				
	5 ti	12 ti	18 ti	24 ti	
1 min	15.00	14.00	13.00	12.00
30 sec	12.00	11.25	10.50	9.60

WELM

1947
ELMIRA



Media Code 4 233 2500 0.00 Mid 012286-000
Pembrook Pines Elmira, Ltd.
1705 Lake St., Elmira, NY 14901. Phone 607-733-5626.

2. REPRESENTATIVES

Selcom Radio.
Pembrook Pines Mass Media.
1 min rate 1x: 20.00.

WENY

1939
ELMIRA



M'GAVREN GUILD RADIO



Media Code 4 233 2550 5.00 Mid 012287-000
WENY, Inc.
Box 208, Elmira, NY 14902. Phone 607-739-0344.

PROGRAMMING DESCRIPTION

WENY: Programmed for adults. MUSIC: Adult contemporary, emphasis on local news, features & PERSONALITIES. Contemporary, with present & past popular selections. NEWS: network at :60, local at :30. Expanded at noon, 5:45 & 11 pm. Sports & weather every hr. Talk show 6-7 pm M-F. Contact Representative for further details. Rec'd 2/24/78.

- PERSONNEL**
Executive Vice-President—Howard L. Green.
General Manager—Patrick M. Parish.
Station Manager—John L. Richer.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
FM facilities: WLEZ (FM).
Affiliated with McGavren-Guild Radio Network.

TIME RATES

WENY/WLEZ (FM) COMBINATION
No. 4 Eff 12/1/80—Rec'd 1/29/81.
AA—Mon thru Sat 5-10 am & 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	35	28	33	26	30
18 ti	33	26	30	24	27
24 ti	30	24	28	22	25

WENY only: Deduct 4.00 from WENY/WLEZ (FM) combination.

WIQT

1967
HORSEHEADS



Media Code 4 233 2575 2.00 Mid 012288-000
Chemung County Radio, Inc.
Main & John Sts., Box 288, Horseheads, NY 14845.
Phone 607-739-3555.

- REPRESENTATIVES**
New England Spot Sales, Inc.
1 min rate 1x: 13.00.

WLEZ (FM)

1965
ELMIRA



M'GAVREN GUILD RADIO



Media Code 4 233 2583 6.00 Mid 012289-000
WENY, Inc.

Box 208, Elmira, NY 14902. Phone 607-739-0344.
PROGRAMMING DESCRIPTION
WLEZ (FM): Programmed for adults 25-54. MUSIC: Contemporary/MOR, featuring artists & music of the past 25 yrs. Primarily a vocal format. ABC Direction Network news on hour 6 am-midnight. Headlines at :30. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Howard L. Green.
Corporate General Manager—Patrick Parish.
Station Manager—Kelly Watts.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 790 w.; 92.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WENY.
Affiliated with McGavren-Guild Radio Network.
Sold in combination with WENY. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 4.00 from WENY/WLEZ (FM) combination.

WLTV (FM)

1966
ELMIRA



Media Code 4 233 2592 7.00 Mid 012290-000
Pembrook Pines Elmira Ltd.
1705 Lake St., Elmira, NY 14901. Phone 607-733-5626.

- REPRESENTATIVES**
Selcom Radio.
Pembrook Pines Mass Media.
1 min rate 1x: 20.00.

WNGZ (FM)

1973
MONTOUR FALLS



HILLIER, NEWMARK, WECHSLER & HOWARD



(This is a paid duplicate of the listing under Montour Falls, New York.)

Media Code 4 233 4325 0.00 Mid 012337-000
Twin Tiers Communications Corp.
108 E. Gray St., Elmira, NY 14901. Phone 607-733-3777,
Watkins Glen, 535-2779.

PROGRAMMING DESCRIPTION

WNGZ (FM): Programmed for 18+, 24-35 core. MUSIC: Adult Contemporary Rock. NEWS: at :15 & :45; weather at :30. SPORTS: at 6:30, 7:30 & 8:30 am. COMMERCIAL POLICY: 4 breaks/hr, 12 spot hrly limit. Contact Representative for further details. Rec'd 9/4/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Marian Haight.
Co-op Manager—Dave O'Brien.
Promo. & Prog. Mgr.—Tom Haight.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WGMF, Watkins Glen.
TIME RATES
WNGZ (FM)/WGMF, WATKINS GLEN COMBINATION
Eff—Rec'd 10/23/84.
- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min 40 37 35 30 sec 35 33 30
- SPECIAL FEATURES**
NEWS, SPORTS ACTIVITY CALENDAR
PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min 45 43 40 30 sec 40 37 35

WNGZ (FM) only: Rates have been temporarily withdrawn by station.

(SMD)(D)(CR)

WQIX (FM)
1970
HORSEHEADS
NRBA

Media Code 4 233 2610 7.00 Mid 012291-000
Chemung County Radio, Inc.
Box 288, Main & John Sts., Horseheads, NY 14845.
Phone 607-739-4514.
1 min rate 1x: 13.00.

WZKZ (FM)
1947
CORNING
RAB

(This is a paid duplicate of the listing under Corning, New York.)

Media Code 4 233 2162 9.00 Mid 012275-000
King Communications, Inc.
99 W. First St., Corning, NY 14830. Phone 607-962-2424,
526-8755.

PROGRAMMING DESCRIPTION
WZKZ (FM). MUSIC: Adult contemporary. Contact Representative for further details. Rec'd 12/2/80.

- PERSONNEL**
President—John T. King.
Exec. Vice-Pres. & Gen'l Mgr.—Alan H. Andrews, Jr.
Sales Manager—Donna Chiaramonte.
- REPRESENTATIVES**
Masia Radio.
Regional Reps Corp.
- FACILITIES**
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 106.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 532 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WCLL.

TIME RATES
No. 4 Eff 2/1/84—Rec'd 3/28/84.

7. PACKAGE PLANS
MON THRU SUN 6 AM-MIDNIGHT
PER WK: 12 ti 24 ti 36 ti 48 ti
1 min 15.00 13.00 11.75 10.50
30 sec 12.00 10.50 9.50 8.50
Drivetimes, guaranteed, extra 4.00.

12/85 (SMD) (D)

Elmira Heights

Chemung County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See Elmira
(including Elmira Heights, Horseheads)

Endicott

Broome County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Binghamton
(including Endicott)

Fredonia

Chautauqua County—Map Location A-7
See SRDS Consumer market map and data at beginning of the state.

WBUZ
1957
FREDONIA

See SRDS Spot Radio Small Markets Edition.

Freeport

Nassau County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Fulton

Oswego County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKFM (FM)
1962
FULTON
nab

Media Code 4 233 2675 0.00 Mid 012293-000
WKFM Syracuse Inc.
1022 Willis Ave., Syracuse, NY 13204. Phone 315-487-1500.

PROGRAMMING DESCRIPTION
WKFM (FM): MUSIC: Contemporary, programmed for young adults 18-44; mix of Current chart Hits & classic Oldies; services & announcements of interest to target age; regular group broadcasts. NEWS: local, nat'l throughout day. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 12/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Albert Makkay.
General Sales Manager—Mark Hayes.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 (vert.); 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 540 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD) (D)

WOSC
1949
FULTON

Mid 012294-000
See SRDS Spot Radio Small Markets Edition.

Garden City

Nassau County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Geneva

Ontario County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WECQ (FM)
1974
GENEVA
nab **RAB** **NRBA**

Media Code 4 233 2750 1.00 Mid 012295-000
Astro Radio Communications, Ltd.
609 W. Washington St., Box 213, Geneva, NY 14456.
Phone 315-781-1101.

PROGRAMMING DESCRIPTION
WECQ (FM): Programmed for men & women 25-54. MUSIC: Adult Contemporary. NEWS: 3-person staff; local & reg'l at :60 & :30 6-9 am & 3-7 pm; staff meteorologist, weather ea newscast, also at :25 in non-drivetimes. SPORTS: 5-min hrly in drivetimes. FARM: 10-min ag & market program 12:20 pm. FEATURES: daily astrology capsules in AM drive w/staff astrologer; money talk program M-F 8:25 am & 5:55 pm; emphasis on reg'l promotions & multi-community involvement; At-40, Rockin America, Off The Record, British Top 30, Hot Ones, King Bisquit, Solid Gold Scrapbook. Contact Representative for further details. Rec'd 1/8/85.

- PERSONNEL**
President—Joseph L. Weinfeld.
Vice-Pres. & Gen'l Mgr.—David C. Weinfeld.
Sales Manager—John Hogan.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 125 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

TIME RATES

No. 9LG Eff 3/1/85—Rec'd 1/8/85.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-9 am.
A—Mon thru Sun 7 pm-midnight; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
PER WK:	AAA	AA	A	AAA
6 ti	15.90	14.95	12.50	14.35
12 ti	14.95	13.40	11.55	13.40
18 ti	13.70	12.50	10.90	12.35
24 ti	13.10	11.90	10.00	11.55
30 ti	12.35	11.25	9.40	10.90

7. PACKAGE PLANS

TAP—1/2AAA, 1/4AA, 1/4A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 13.70 12.50 11.90 10.90 10.30
30 sec 12.35 10.90 10.30 9.40 8.80
BULK
PER YR: 500x 750x 1000x
1 min 10.90 10.30 9.70
30 sec 10.00 9.40 8.55

10. SPECIAL FEATURES

NEWSCASTS
PER WK: 1 ti 6 ti 12 ti
AAA 18.55 17.55 15.90
AA 17.05 15.30 14.70
SAMANTHA STAR HOROSCOPES—AM DRIVE
PER WK: 6 ti 12 ti
Ea 16.45 14.70
KEVIN WILLIAMS WEATHER
Flat 1 min 30 sec
12.95 11.15
12/85 (SMD)

WGVA
1947
GENEVA

Media Code 4 233 2800 4.00 Mid 012296-000
Finger Lakes Broadcasting Corp.
Box 526, Lenox Rd., Geneva, NY 14456. Phone 315-781-1240.

PROGRAMMING DESCRIPTION
WGVA: MUSIC: Golden oldies of 50's-60's-70's. NEWS: local at :60 & :30 6-9 am & 3-6 pm; local headlines following network at :60 other times; expanded news at 8 am, noon & 5 pm includes business news, agri-business news & reg'l weather. SPORTS: at :15 & :45; play-by-play of college football, basketball, hockey & lacrosse; high school football & basketball; local baseball; New York Yankees. TALK: tele/talk M-F 12:20 pm; Frank Sinatra & Friends 3 hrs Sun; interview program, Finger Lakes Forum. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
President—Louis O. Schwartz.
Vice-Pres. & Gen'l Mgr.—Daniel F. Gordon.
Sales Manager—Jerry Sherwin.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Contemporary Radio Network.
Member: Ag Radio Net.

TIME RATES

Eff—Rec'd 1/4/85.
Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-5 pm.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min
PER WK:	1 ti 20+	1 ti 20+
Drive	9.50 8.25 10.50 9.25	
ROS	7.50 6.25 8.50 7.25	
	Drive	ROS
PER MO:	30 sec 1 min 30 sec 1 min	
100-800 ti	7.10 8.10 5.85 6.85	
800+/per yr	6.10 7.10 5.10 6.10	

- SPECIAL FEATURES**
Feature shows, news, sports, weather, 10% surcharge. (SMD)

Glens Falls-Hudson Falls

Glens Falls, Warren County—Map Location G-5
Hudson Falls, Washington County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBZA
1959
GLENS FALLS

Mid 012297-000
See SRDS Spot Radio Small Markets Edition.

WENU (FM)
1983
HUDSON FALLS

Mid 033618-000
See SRDS Spot Radio Small Markets Edition.

WNIQ (FM)
1967
HUDSON FALLS
nab

Media Code 4 233 2875 6.00 Mid 012311-000
Pathfinder Communications Corp.
Everts Ave., Box 928, Glens Falls, NY 12801. Phone 518-792-2151, Albany-Saratoga, 584-0607.

PROGRAMMING DESCRIPTION
WNIQ (FM): Targeted to 18-49. MUSIC: Top 40 incl gold. FEATURES: wkly specials incl Dick Clark's Nat'l Music Survey; Jay Scott's Class Reunion Hour wkly mornings. NEWS: 2x/hr AM drive, 1x/hr PM drive, overnight & every other hr other times; 3-person staff; 5 mobile units; remote facilities. Rec'd 11/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dennis H. Curley.
Sta. & Sales Mgr.—Paul W. Van Amburgh.
Oper. Mgr. & Prog. Dir.—Jay Scott.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 844 ft. above average terrain.
- AGENCY COMMISSION**
15/0; within 30 days.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WBZA.
Affiliated with MBS.

TIME RATES

No. 3 Eff 6/1/84—Rec'd 8/30/84.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	50 ti	100 ti
PER WK, ROS:	22.00	21.00	19.00	17.50	13.50	10.50
30 sec	17.50	16.50	14.50	13.50	10.50	7.60
PER YR, ROS:	1x	6x	12x	18x	24+	
1 min	17.50	16.50	15.25	14.00	13.00	
30 sec	14.00	13.00	12.00	10.50	9.50	

- PACKAGE PLANS**
52-WEEK BULK
PER YR, ROS: 100x 200x 300x 600x 900x 1200x
1 min 17.50 17.00 16.50 15.25 14.00 13.00
30 sec 14.00 13.50 13.00 12.00 10.50 9.50
50% guaranteed in prime time placement.
- May be combined with WBZA for frequency discount.
- SPECIAL FEATURES**
News & feature programs—incl open & close plus 1 1-min spot, 27.50. (SMD)

WWSC
1946
GLENS FALLS
nab **RAB** **NRBA**

Media Code 4 233 2900 2.00 Mid 012298-000
Normandy Broadcasting Corp.
217 Dix Ave., Glens Falls, NY 12801. Phone 518-793-4444.

PROGRAMMING DESCRIPTION
WWSC: Programmed aimed at adults 25-64. MUSIC: adult contemporary featuring today's music, selected cuts & oldies with adult AIR PERSONALITIES: C & W Sat 10 am-2 pm. TALK: M-F 1-2 pm; emphasis on local information. NEWS: 3 newsmen, mobile van; local at :60; network at :30; UPI wire; air & marine facilities available. SPORTS: 1 per hr AM drive, 1 at 4:45 pm, 1 at 11:05 pm; sports tele/talk Mon 6:35-8 pm; live local events yr-round; emphasis community involvement. Contact Representative for further details. Rec'd 8/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Christopher P. Lynch.
Station Manager—Dave Covey.
General Sales Manager—Jerry Shepard.
- REPRESENTATIVES**
Unirep Broadcasting Co.
New England—New England Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WYLR (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Ag Radio Net.

TIME RATES

Eff—Rec'd 11/20/84.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Sat 10 am-7 pm.
Evening—Mon thru Sat 7 pm-midnight; Sun all day.
Overnight—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min
AMD DAY EVE ON AMD DAY EVE ON		
1 x	19.25 14.50 8.75 5.00 24.25 19.25 11.75 6.25	
156 x	17.50 13.00 7.75 4.50 23.00 17.00 10.25 5.75	
312 x	16.25 12.00 6.75 3.75 22.25 16.00 9.25 5.50	
624 x	15.00 11.00 6.25 3.50 20.25 14.50 8.75 5.00	
936 x	14.00 10.25 6.00 3.25 18.75 13.50 7.75 4.75	
1250 x	13.25 9.25 5.75 3.25 17.50 12.25 7.50 4.50	
1560 x	13.00 9.00 5.50 3.25 17.00 12.00 7.00 4.50	

7. PACKAGE PLANS
*TAP
30 sec 80 155 225 275 325
1 min 110 200 290 375 440
(* Within 7-day period; available in increments of AMD, PMD & DT, extra 1 bonus EVE avail for ea 3 avails purchased.)

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER
30 sec **1 min**
AMD DAY EVE ON AMD DAY EVE ON
1 x 24.50 18.00 9.00 6.00 33.00 23.75 11.75 7.75
78 x 21.50 15.75 7.75 5.50 28.00 20.50 10.25 6.75

continued

NEW YORK

Glens Falls-Hudson Falls—cont

WWSC—cont

	30 sec			1 min		
	AMD	DAY	EVE ON	AMD	DAY	EVE ON
156 x ...	19.75	14.50	7.00	5.00	26.50	19.25
234 x ...	18.75	13.75	6.75	4.75	25.25	18.25
312 x ...	18.50	13.50	6.50	4.50	24.25	17.50

(SMD)

WYLR (FM)

1967
GLENS FALLS



Media Code 4 233 2925 9.00 Mid 012299-000
Normandy Broadcasting Corp.
217 Dix Ave., Glens Falls, NY 12801. Phone 518-793-4444.

PROGRAMMING DESCRIPTION

WYLR (FM): Programmed to young adults 18-40. MUSIC: contemporary rock & classic rock hits with selected album cuts. NEWS: 1x/1hr in drive; weather 1x/1hr; album hrs; live concert specials. COMMERCIAL POLICY: limited to 8 min per hr. Contact Representative for further details. Rec'd 8/24/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Christopher P. Lynch.
Station Manager—Dave Covey.
General Sales Manager—Jerry Shepard.
- REPRESENTATIVES**
New England—New England Spot Sales, Inc.
Contact station direct.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0; rendered on 1st.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WWSC.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff—Rec'd 11/20/84.
Prime Time—Mon thru Sun 6 am-midnight.
Overnight—Mon thru Sun midnight-6 am.

	30 SECONDS					
	1x	156x	312x	624x	936x	1250x
PT	14.25	11.00	10.25	9.50	9.00	8.75
OVN	5.00	3.25	3.25	3.25	3.25	3.25

1 MINUTE

PT	17.50	15.00	13.50	12.75	12.00	11.25
OVN	6.00	4.75	4.50	4.50	4.50	4.50

	30 sec					
	6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	85	150	220	290	350	

(*) Within 7-days. (SMD)

Gloversville

Fulton County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WENT

1944
GLOVERSVILLE

Mid 012300-000
See SRDS Spot Radio Small Markets Edition.

Gouverneur

St. Lawrence County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WIGS

1964
GOVERNEUR

Mid 012301-000
See SRDS Spot Radio Small Markets Edition.

WIGS-FM

1967
GOVERNEUR

Mid 034020-000
See SRDS Spot Radio Small Markets Edition.

Hammondsport

Steuben County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WVIN-FM

1970
HAMMONDSPORT

Mid 012302-000
See SRDS Spot Radio Small Markets Edition.

Hampton Bays

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

WWHB (FM)

1980
HAMPTON BAYS



Media Code 4 233 3037 2.00 Mid 012303-000
Efem, Inc.
252 W. Montauk Hwy., Hampton Bays, NY 11946. Phone 516-728-9229.

PROGRAMMING DESCRIPTION

WWHB (FM): MUSIC: adult contemporary music blends of new & old pop favorites with emphasis on familiar. Rec'd 10/30/81.

- PERSONNEL**
President—Richard Brown.
Sec'y/Treas.—Lloyd Werner.
General Manager—Nina Fenton.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 10/30/81
AAA—Mon thru Thur 6 am-5 pm; Fri & Sat 6 am-midnight;
Sun 10 am-7 pm.
AA—Mon thru Thur 5 pm-midnight; Sun 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

	30 sec					
	1 ti	12 ti	24 ti	PER WK:	1 ti	12 ti
AAA	30	25	20	A	15	10
AA	25	20	15			

(SMD) (CR)

Hempstead

Nassau County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Herkimer

Herkimer County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WMYL

1956
HERKIMER

Mid 012304-000
See SRDS Spot Radio Small Markets Edition.

WYUT (FM)

1978
HERKIMER

Mid 012305-000
See SRDS Spot Radio Small Markets Edition.

Hornell

Steuben County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WCKR (FM)

1981
HORNELL



Media Code 4 233 3061 2.00 Mid 012306-000
Canisteo Valley Broadcasting Co.
Ashbaugh Hill Rd., R. D. #1, Hornell, NY 14843. Phone 607-324-4141.

PROGRAMMING DESCRIPTION

WCKR (FM): MUSIC: Modern country; current hits combined with the best of 60's & 70's. NEWS: World, nat'l & local at :60. FARM: 5:45 am daily. Rec'd 6/1/83.

- PERSONNEL**
General Manager—Kevin P. Doran.
Sales Manager—Pat Davison.
- FACILITIES**
ERP 3,000 w.; 92.1 mhz. Stereo.
Operating schedule: 5:30-12:30 am, EST.
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
AM facilities: WLEA.
Affiliated with NBC Radio Network.
Member: Northeast Ag Network.

TIME RATES

Eff—Rec'd 1/31/84.

	30 sec		
	PER WK:	20 ti	30 ti
1 min	4.40	4.10	3.80

7. **PACKAGE PLANS**
PER WK: 40 ti 75 ti
30 sec 3.50 3.40

May be combined with WLEA for frequency discount. (SMD)

WHHO

1949
HORNELL

Mid 012307-000
See SRDS Spot Radio Small Markets Edition.

WKPQ (FM)

1946
HORNELL

Mid 012308-000
See SRDS Spot Radio Small Markets Edition.

WLEA

1951
HORNELL

News/Talk/MOR



Media Code 4 233 3200 8.00 Mid 012309-000
Canisteo Valley Broadcasting Co.
Ashbaugh Hill Rd., R.R. #1, Hornell, NY 14843. Phone 607-324-1480.

PROGRAMMING DESCRIPTION

WLEA: Programmed for adults 25-54. MUSIC: blend of adult contemporary & MOR current & recent hits with classics of past; Sun Big Band 1:00, Old Time Radio 2:00. AIR PERSONALITIES handle all segments. NEWS: network news at :60; local news at :06; headlines at :30. Daily AM discussion & tele/talk shows. FARM: 6-6:30 am daily. Rec'd 1/30/84.

- PERSONNEL**
General Manager—Kevin P. Doran.
Office Manager—Carol McKay.
- FACILITIES**
2,500 w.; 1480 khz. Non-directional.
500 w. pre-sunrise; 20 w. post sunset.
Operating schedule: 6 am-local sunset or 2 hr after sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WCKR (FM).
Affiliated with ABC Information Radio Network.
Member: Ag Radio Net.

TIME RATES

Eff—Rec'd 1/31/84.

	30 sec		
	10 ti	20 ti	30 ti
1 min	5.90	5.75	5.55

7. **PACKAGE PLANS**
PER WK: 35 ti 75 ti 100 ti
30 sec 4.55 4.45 4.10

May be combined with WCKR (FM) for frequency discount. (SMD)

Horseheads

Chemung County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See Elmira

(including Elmira Heights, Horseheads)

Hudson

Columbia County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WHUC

1947
HUDSON

Mid 012310-000
See SRDS Spot Radio Small Markets Edition.

WRVW-FM

1969
HUDSON

Mid 032626-000
See SRDS Spot Radio Small Markets Edition.

Hudson Falls

Washington County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Glens Falls-Hudson Falls

Huntington

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Hyde Park

Dutchess County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

See Poughkeepsie (including Hyde Park)

Islip

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Ithaca

Tompkins County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WHCU

1921
ITHACA



Media Code 4 233 3400 2.00 Mid 012313-000
Cornell University
212 Commons E., Box 69, Ithaca, NY 14850. Phone 607-272-2345.

PROGRAMMING DESCRIPTION

WHCU: General & mass appeal 18-54, emphasis community involvement. MUSIC: MOR & oldies. AIR PERSONALITIES handle all segments. NEWS: network at :60; local & reg'l at :30; live news coverage with mobile units. SPORTS: live play-by-play of major U sports; Mon night pro football; Super Bowl; World Series. FARM: 5-7 am; featuring country & pop music; ag weather, stock reports; rural calendar, swap shop. FEATURES: date line 3x/day, datebook of community events 10x/day; editorial comment 2x/day; seasonal weather, road & ski reports, lake conditions. Contact Representative for further details. Rec'd 2/22/83.

- PERSONNEL**
General Manager—Rudy Paolangel.
Farm Director—Robert Denison.
Sales Manager—Robert Cardwell.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
5,000 w.; 870 khz. Non-directional.
Operating schedule: Sunrise-New Orleans sunset. EST.
Partial simulcast operation. Simulcast 5:30-10 am, noon-1 pm & 5-6 pm. For non-simulcast facilities see WHCU-FM.
- AGENCY COMMISSION**
All rates net to station.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 40a.
Affiliated with CBS.
Member: Northeast Ag Network.

TIME RATES

Eff—Rec'd 2/22/83.

	30 sec				
	AA	AA A	A	A	B
1 min	14	20	13	15	12
30 sec	10	15	9	11	8
15 sec	7	10	6	8	5

WHCU-FM

1947
ITHACA



Media Code 4 233 3401 0.00 Mid 012314-000
Cornell University
212 Commons East, Box 69, Ithaca, NY 14850. Phone 607-272-2345.

PROGRAMMING DESCRIPTION

WHCU-FM: Programmed to adults 24-54. MUSIC: Classical, Jazz, variety. AIR PERSONALITIES handle all segments. FEATURES: live & taped operas & concerts;

jazz Sat 8-10 pm; nightsounds 10 pm-2 am M-Sat (modern jazz, R&B, disco, reggae, Latin & related music); listener call-in program Wed 6:15-7 pm. Contact Representative for further details. Rec'd 2/22/83.

- PERSONNEL**
General Manager—Rudy Paolangeli.
Farm Director—Robert Denison.
Sales Manager—Robert Cardwell.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
ERP 52,000 w.; 97.3 mhz. Stereo.
Operating schedule: 5-2 am. EST.
Antenna ht.: 730 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-noon, 1-5 pm & 6 pm-signoff. For simulcast facilities see WHCU.
- AGENCY COMMISSION**
All rates net to station.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 40a.
Affiliated with CBS.

TIME RATES
Eff—Rec'd 2/22/83.

AA—5:30-10 am.	14	20	13	15	12
A—noon-1 pm & 5-6 pm.	10	15	9	11	8
B—10 am-noon, 1-3 pm & 6 pm-sign-off.	7	10	6	8	5

- PERSONNEL**
Director of FM Operations—Mark A. Thompson.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WKSJ.
Affiliated with CBS RADIORADIO.
Member: Northeast Ag Network.

WNGZ (FM)

1973
MONTOUR FALLS

Mid 012337-000

See listing under city of license.

WQNY (FM)

1953
ITHACA

Mid 012312-000

Media Code 4 233 3425 9.00
Kimmanger Communications, Inc.
122 S. Cayuga St., Ithaca, NY 14850. Phone 607-277-1528.

- REPRESENTATIVES**
Roslin Radio Sales.
1 min rate 1x: 11.00.

WTKO

1956
ITHACA

Mid 012315-000

Media Code 4 233 3450 7.00
Radio Station WTKO, Inc.
Box 10, 317 N. Aurora St., Ithaca, NY 14850. Phone 607-272-9040.
1 min rate 1x: 19.00.

WVBR-FM

1958
ITHACA

Mid 012316-000

Media Code 4 233 3500 9.00
Cornell Radio Guild, Inc.
227 Linden Ave., Ithaca, NY 14850. Phone 607-273-4000.

PROGRAMMING DESCRIPTION

WVBR-FM: Programmed to adults 18-49 with emphasis on 18-34. MUSIC: CHR with Adult Contemporary crossover. Oldies on Sat night. Folk & Country specialty shows on Sun. NEWS: emphasis on local, 2x/hr in morning; NBC news blocks at 6, 7, 8, 9, 10 am, noon, 2, 3, 4, 5, 6 & 11 pm. COMMERCIAL POLICY: 12 units per hr maximum. Contact Representative for further details. Rec'd 10/3/83.

- PERSONNEL**
General Manager—Mark Dembo.
Sales Manager—Stephen Peters.
Program Director—Kathy Jassy.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.

TIME RATES
No. 18 Eff 8/1/81—Rec'd 8/21/81.

AAA—Mon thru Fri 6-10 am & 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—All other times.

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
	14.50	13.90	13.30	12.70	12.10
CLASS AA	12.10	11.50	10.90	10.30	9.70
	13.30	12.70	12.10	10.50	9.90
30 sec	10.90	10.30	9.70	9.10	8.50
PER	1 min				
YR:	300x	600x	900x	1200x	
AAA	11.50	10.90	10.30	9.70	
AA	10.30	9.70	9.10	8.50	

PER	30 sec			
YR:	300x	600x	900x	1200x
AAA	9.10	8.50	7.90	7.30
AA	7.90	7.30	6.70	6.10

Jamestown

Chautauqua County—Map Location A-7
See SRDS Consumer market map and data at beginning of the state.

WHUG (FM)

1965
JAMESTOWN



A Trend Station

Media Code 4 233 3525 6.00
Trend Broadcasting, Inc.
Box 1199, 202 Front St., Jamestown, NY 14701. Phone 716-664-2313.

PROGRAMMING DESCRIPTION

WHUG (FM): Programmed for adult audience. MUSIC: Pop country format. NEWS: national & local at :60. Weather at :30 & 45. SPORTS: morn & afternoons. COMMERCIAL POLICY: commercials clustered 5 times an hour in all segments. Maximum 18 per hour. Contact Representative for further details. Rec'd 5/26/78.

- PERSONNEL**
Director of FM Operations—Mark A. Thompson.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WKSJ.
Affiliated with CBS RADIORADIO.
Member: Northeast Ag Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/12/84.

6. SPOT ANNOUNCEMENTS	1x	6x	12x	18x	24x	30x
	13.10	12.80	12.45	12.10	11.75	11.30
30 sec	11.40	11.05	10.70	10.30	9.95	9.50

7. PACKAGE PLANS	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
	1 min	11.60	11.35	11.05	10.75	10.45	10.05
	30 sec	9.90	9.60	9.30	8.95	8.65	8.25

WJTN

1924
JAMESTOWN



A Goldman Group Station

Media Code 4 233 3550 4.00
James Broadcasting Co.
2 Orchard Rd., W. E., Box 1139, Jamestown, NY 14702.
Phone 716-487-1151.

PROGRAMMING DESCRIPTION

WJTN: Full service news, information & entertainment station, programmed for adult audience. MUSIC: MOR, AIR PERSONALITIES handle all segments. TALK: Tele/talk 12M-5 am T-Sun. NEWS: 5 min at :60 & :30; 1 hr at 7:30 am & 1/2 hr at 6 pm; 20 min at noon & 11 pm; mobile units. SPORTS: sports/talk M-F 6:30-7:30 pm; play-by-play of high school, college & pro football & basketball. FEATURES: Coverage of city council meetings. Remote broadcasts. Editorials. Swedish, Italian & Spanish heritage programs. FARM: M-Sat 5-6 am. Contact Representative for further details. Rec'd 8/17/84.

- PERSONNEL**
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—Merrill G. Rosen.
Sales Manager—R. William Rowan.
- REPRESENTATIVES**
Masla Radio.
Regional Repts Corp.
Midwest—Pates/Walton Radio - USA.
- FACILITIES**
500 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WWSE (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Ag Radio Net.

TIME RATES
No. 25 Eff 4/1/84—Rec'd 4/24/84.

6. SPOT ANNOUNCEMENTS	DRIVE—5-10 AM, NOON-1 PM & 3-7 PM					
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	22.15	21.15	20.15	19.05	18.10	17.05
30 sec	15.55	14.80	14.10	13.40	12.65	11.95

7. PACKAGE PLANS	50-50 PLAN 1/2 DR, 1/2 DT—5 AM-7 PM						
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
	1 min	20.60	19.60	18.65	17.65	16.75	15.80
30 sec	14.55	13.75	13.05	12.40	11.70	11.10	

WKSJ

1947
JAMESTOWN



A Trend Station

Media Code 4 233 3600 7.00
Trend Broadcasting, Inc.
202 Front St., Jamestown, NY 14701. Phone 716-664-2313.

PROGRAMMING DESCRIPTION

WKSJ: Full service, news information, programmed for adults. MUSIC: Adult contemporary. NEWS: at :60 followed by local. 30-min block & features at 12N; live news provided by 4 mobile units. Community involvement: frequent remote broadcasts from community events, public service announcement campaigns, local editorials, public affairs, Christian music & Swedish programs, all night talk with personality. SPORTS: Sportscasts morning & afternoon drive. Play-by-play Yankee baseball, Buffalo Bills football, Monday night football, Buffalo Sabres hockey. Contact Representative for further details. Rec'd 5/28/84.

- PERSONNEL**
President—E. Michael Boyle.
Vice-Pres. & Gen'l Mgr.—Mike J. Felice.
Local Sales Manager—Ray Hammerstedt.
- REPRESENTATIVES**
Unirep Broadcasting Co.
Dome & Associates, Inc.
- FACILITIES**
500 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WHUG (FM).
Affiliated with MBS.
Affiliated with CBS Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/12/84.

6. SPOT ANNOUNCEMENTS	MON THRU SAT 6-10 AM; MON THRU FRI 3-7 PM					
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.25	13.60	12.90	12.20	11.55	10.90
30 sec	12.20	11.55	10.90	10.15	9.50	8.85

7. PACKAGE PLANS	TAP—6 AM-11 PM						
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
	1 min	12.75	12.15	11.50	10.90	10.35	9.75
30 sec	10.90	10.35	9.75	9.10	8.50	7.85	

WWSE (FM)

1947
JAMESTOWN



A Goldman Group Station

Media Code 4 233 3625 4.00
James Broadcasting Co.
2 Orchard Rd., W. E., Box 1139, Jamestown, NY 14701.
Phone 716-487-1151.

PROGRAMMING DESCRIPTION

WWSE (FM): Programmed for 18-34. MUSIC: Adult Contemporary. NEWS: RKO network at :30 local drive time at :60. COMMERCIAL POLICY: Commercials clustered 4x/hr. Contact Representative for further details. Rec'd 7/30/84.

- PERSONNEL**
President—Simon Goldman.
Vice-Pres., Gen'l & Sales Mgr.—Merrill G. Rosen.
- REPRESENTATIVES**
Masla Radio.
Regional Repts Corp.
Midwest—Pates/Walton Radio - USA.
- FACILITIES**
ERP 9,500 w.; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WJTN.
Affiliated with RKO.
Member: Ag Radio Net.

TIME RATES
No. 14 Eff 4/1/84—Rec'd 4/23/84.

6. SPOT ANNOUNCEMENTS	PREFERRED TIMES—6-10 AM, 10 AM-3 PM, 3-7 PM					
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.05	14.45	13.90	13.40	12.95	12.35
30 sec	11.30	11.05	10.55	10.15	9.65	9.25

7. PACKAGE PLANS	ECONOMY—ROS 5 AM-MIDNIGHT						
	PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
	1 min	12.20	11.55	11.00	10.35	9.60	8.85
30 sec	9.85	9.35	8.85	8.30	7.85	7.30	

10. SPECIAL FEATURES	1 min	30 sec
	News at :60	14.85
Sports adjacencies (6:05, 7:05 & 8:05 am)	16.45	12.30

Johnstown

Fulton County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WIZR

1964
JOHNSTOWN

Mid 012322-000
See SRDS Spot Radio Small Markets Edition.

WSRD (FM)

1968
JOHNSTOWN

Mid 012321-000
See SRDS Spot Radio Small Markets Edition.

Kingston

Ulster County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WBPM (FM)

1965
KINGSTON

Mid 012323-000

Media Code 4 233 3700 5.00
Historic Hudson Valley Radio, Inc.,
82 John St., Box 1880, Kingston, NY 12401. Phone 914-331-8202.

PROGRAMMING DESCRIPTION

WBPM (FM): Programmed for 18-34. MUSIC: Top 40 with Solid Gold. NEWS: 4-man department; mobile unit; emphasis on local news with reg'l, nat'l & internat'l; 10-min local news at 6:40, 7:40, 8:40 am, & 5:40 pm; Accu-Weather client. FEATURES: community service integrated with entertainment; Contemporary music concerts. Rec'd 7/23/84.

- PERSONNEL**
President—Walter C. Maxwell.
Sales Manager—Jean Fitzgerald-Maxwell.
Program Director—Thom Williams.
- REPRESENTATIVES**
Unirep Broadcasting Co.
- FACILITIES**
ERP 880 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 540 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WGHO.
Affiliated with NBC-The Source.

TIME RATES
Eff—Rec'd 7/23/84.

AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Sat 10 am-3 pm; Sun all day.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS	AMD	DT	PMD	EVE	ON
	1 min	23	19	28	20
30 sec	22	17	26	18	13

WDST (FM)

1980
WOODSTOCK

Mid 012497-000

Media Code 4 233 9674 6.00
Woodstock Communications, Inc.
118 Tinker St., Woodstock, NY 12498. Phone 914-679-7266.

PROGRAMMING DESCRIPTION

WDST (FM): Programmed for adults 25-54. PERSONALITIES handle all segments. MUSIC: blend of Soft Rock, Jazz & Country; Sun Classical & Jazz. NEWS: plus information; hrly M-F 6:55 am-6:55 pm with sports, business; 3 15-min majors M-F. COMMERCIAL POLICY: 9-min/hr max. Contact Representative for further details. Rec'd 11/3/83.

- PERSONNEL**
General Manager—Jerome Gillman.
Program Director—Richard Fusco.
Public Service—Jan Whitman.
- REPRESENTATIVES**
Unirep Broadcasting Co.
- FACILITIES**
ERP 3,000 w.; 100.1 mhz. Stereo.
Operating Schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

NEW YORK

Kingston—cont

WDST (FM)—cont

TIME RATES

No. 9 Eff 4/1/84—Rec'd 3/5/84.

6. SPOT ANNOUNCEMENTS

AMD & PMD

ROS:	1 ti	50 ti	100-150 ti
1 min	22	21	20
30 sec	19	18	17
Fixed, extra 2.00.			

7. PACKAGE PLANS

AMD, MID, PMD, EVN

1 min	18	17	16
30 sec	15	14	13

ALL DAYPARTS

150+	1 min	30 sec
	15	12

8. PROGRAM TIME RATES

13 WK CONTRACT:	Per wk
1/2 hr, incl 3-min spots	85
1 hr, incl 6 min spots	165

10. SPECIAL FEATURES

Time Checks—4 wk minimum, 30 ti per wk, 125.00.
Weather Reports—4 wk minimum, 30 ti per wk, 150.00.
Energy Scan—4 wk minimum, 10 ti per wk, 100.00.
News-5 min Update—5 ti per wk incl 1 30-sec spot, 85.00.
News-1/4 hr: News Major—5 ti per wk incl 2 1-min spots, 180.00.
(SMD) (D)

WGHQ

1956
KINGSTON



Media Code 4 233 3750 0.00 Mid 012324-000
Historic Hudson Valley Radio, Inc.,
82 John St., Box 1880, Kingston, NY 12401. Phone 914-331-8200.

PROGRAMMING DESCRIPTION

WGHQ: Programmed for young adults & adults. MUSIC: Personality Adult Contemporary format. NEWS: 4-man dept, 4 stringers, 1 mobile unit, heavy on local news with reg'l, nat'l & internat'l network; 6-10 am community features, school activities, political plus civic news; Accu-Weather client; live celebrity interviews M-F 11:30 am-noon; studio interviews, stock market, AP wire; tele/talk show 6-7 pm M-F; community discussion; 5 editorials daily. SPORTS: 6:30, 7:30, 8:20 am plus NBC. Rec'd 7/23/84.

1. PERSONNEL

President—Walter C. Maxwell.
Sales Manager—Jean Fitzgerald-Maxwell.
Program Director—Thom Williams.

3. FACILITIES

5,000 w.; 920 khz. Directional.
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WBPM (FM).
Affiliated with NBC Radio Network.

TIME RATES

Eff—Rec'd 7/23/84.

AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Sat 10 am-3 pm; Sun all day.
PM Drive—Mon thru Sat 3-7 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
	AMD DT	PMD
Ea	26 16	23 23 14 20

WKNY



1939
KINGSTON



Media Code 4 233 3800 3.00 Mid 012325-000
Saw Mill Broadcasters, Inc.
212 Fair St., Kingston, NY 12401. Phone 914-331-1490.

PROGRAMMING DESCRIPTION

WKNY: MUSIC: Adult Contemporary. NEWS: local & network, 3 local newsmen, meteorologist, stringers; mobile units incl airplane. SPORTS: pro baseball, football, basketball, hockey, high school, college football, basketball & race results. FEATURES: Old Gold show wknds; American Top 40, sportstalk, daily interview show, community calendar, swap shop, job opportunities; ethnic programming incl German, Polish, Italian, Irish; daily local sports show, drive time air traffic reports, nat'l weather service. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

Station Manager—Joe Shuler.
Sales Manager—Rick Albano.
Operations Manager—Ward Todd.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Affiliated with CBS Radio Network.

TIME RATES

Eff 1/1/84—Rec'd 12/28/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—All other times.

7. PACKAGE PLANS

PER WK, 1 MIN:	AAA	AA	A
1 ti	25	20	15
10 ti	23	19	13
15 ti	20	17	10

(SMD)

Lake Placid

Essex County—Map Location G-4

See SRDS Consumer market map and data at beginning of the state.

WIRD

1961

LAKE PLACID

Mid 012326-000

See SRDS Spot Radio Small Markets Edition.

WLPW (FM)

1981

LAKE PLACID

Mid 012327-000

See SRDS Spot Radio Small Markets Edition.

Lake Success

Nassau County—Map Location H-10

See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Lancaster

Erie County—Map Location B-6

See SRDS Consumer market map and data at beginning of the state.

See Buffalo

(including Amherst, Cheektowaga, Depew, Lancaster, Niagara Falls)

Liberty

Sullivan County—Map Location F-8

See SRDS Consumer market map and data at beginning of the state.

WVOS

1947

LIBERTY

WVOS-FM

1964

LIBERTY



Media Code 4 233 3950 6.00 Mid 012328-000
Sullivan Marketing, Inc.
Old Rt. 17, Box 150, Liberty, NY 12754. Phone 914-292-5533.

News Studio: Box 72, 10 St. John St., Monticello, NY 12701. Phone 914-794-5543.

PROGRAMMING DESCRIPTION

WVOS/WVOS-FM: MUSIC: Adult Contemporary. NEWS: emphasis hrly local & public affairs; world & nat'l hrly; ABC Information Network. FEATURES: tele/talk shows 6x/wk; local travel agent tele/talk wkly; business & stock reports several times daily M-F. SPORTS: programs daily & local play-by-play. Rec'd 7/25/83.

1. PERSONNEL

President—Chris Coffin.
Secretary, Treasurer—Patricia Tocattian.
Operations Director—Andy Thomas.

3. FACILITIES

1,000 w.; 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 3,000 w.; 95.9 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

Simulcast 5 am-midnight.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

No. 19 Eff 1/1/83—Rec'd 12/8/82.

6. SPOT ANNOUNCEMENTS

1x	13x	52x	104x	156x	234x	312x
1 min	20	21	20	19	18	17
30 sec	20	20	19	18	17	16

After 9 pm: Deduct 10%.

8. PROGRAM TIME RATES

1 hr	200	1/2 hr	125
15 min	4x applicable	1-min rate.	
10 min	3x applicable	1-min rate.	
5 min	2x applicable	1-min rate.	

(SMD) (CR)

Little Falls

Herkimer County—Map Location F-5

See SRDS Consumer market map and data at beginning of the state.

WLFH

1952

LITTLE FALLS

Mid 012329-000

See SRDS Spot Radio Small Markets Edition.

Lockport

Niagara County—Map Location B-5

See SRDS Consumer market map and data at beginning of the state.

WLVL

1949

LOCKPORT

Mid 012330-000

See SRDS Spot Radio Small Markets Edition.

Long Island

Nassau and Suffolk County—Map Location H-10

See SRDS Consumer market map and data at beginning of the state.

See Freeport, Garden City, Hampton Bays, Hempstead, Huntington, Islip, Mineola, Patchogue, Riverhead, Sag Harbor, Smithtown, South-Hampton,—cities listed alphabetically

Malone

Franklin County—Map Location G-3

See SRDS Consumer market map and data at beginning of the state.

WICY

1946

MALONE

Mid 012331-000

See SRDS Spot Radio Small Markets Edition.

WYBG

1958

MASSENA

Mid 012333-000

See listing under city of license.

Manlius

Onondaga County—Map Location D-6

See SRDS Consumer market map and data at beginning of the state.

See Syracuse (including East Syracuse, Manlius, North Syracuse)

Massena

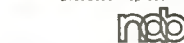
St. Lawrence County—Map Location F-4

See SRDS Consumer market map and data at beginning of the state.

WMSA

1945

MASSENA



Media Code 4 233 4150 2.00 Mid 012332-000
1340 Communications—WMSA
Box 210, Massena, NY 13662. Phone 315-769-3594, Watertown, 788-0790.

PROGRAMMING DESCRIPTION
Contemporary programming. Contact Representative for further details. Rec'd 1/29/81.

1. PERSONNEL

General Manager—D. C. Alexander.
General Sales Manager—James E. Brett.
Station Manager—Victor Perry.

2. REPRESENTATIVES

Selcom, Inc.

3. FACILITIES

1,000 w.; 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Affiliated with RKO ONE.

Member: Ag Radio Net, Northeast Ag Network.

TIME RATES

No 2 Eff 1/1/83—Rec'd 1/5/83.

AAA—Mon thru Sat 5:30-10 am, 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

A—Mon thru Sun 7 pm-signoff.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE	I	II	III	IV	V
AAA		22	20	18	16	15
AA		18	16	14	12	10
A		14	12	10	8	6

	30 SECONDS	18	16	15	13	12
AAA		18	16	15	13	12
AA		15	13	12	10	8
A		12	10	8	6	5

(SMD)

WYBG



1958

MASSENA



Media Code 4 233 4200 5.00 Mid 012333-000

Seaway Broadcasting, Inc.
162 E. Orvis St., Massena, NY 13662. Phone 315-764-0554.

PROGRAMMING DESCRIPTION

WYBG: Programmed primarily for adults 25-34, secondarily for adults 18-49. MUSIC: Adult Contemporary. NEWS: Compu-weather from meteorologist, traffic from NY state & Ontario; editor gives local, reg'l state, community service & features integrated w/entertainment, AP wire & audio. FARM: reports M-Sat in noon news. FEATURES: Sind arts, teens, law enforcement, women's interviews, consumer, family counseling & trading post. SPORTS: reports from high schools & colleges covers hockey, basketball, football, baseball & soccer, Syracuse U football & basketball. Contact Representative for further details. Rec'd 12/27/82.

1. PERSONNEL

General Manager—Godfrey W. Herweg.
Sales Manager—(Capt.) Marvel B. Niles.
Program Director—Paul Jados.

2. REPRESENTATIVES

New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

1,000 w.; 1050 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 17 Eff 11/1/82—Rec'd 10/25/82.

AA—Mon thru Sat 6-10 am, noon-1 pm & 3-5 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AA	18	16	14
A	16	14	12

30 sec: 80% of 1-min.

10 sec: 50% of 1-min.

7. PACKAGE PLANS

- 1. PERSONNEL**
Vice-President—Richard C. Bell.
Program Manager—Eric Stewart Johnson.
Sta. Mgr. & Gen'l Sls. Mgr.—Sue Doty Lloyd.
- 2. REPRESENTATIVES**
Masla Radio.
New England—Kettell-Carter, Inc.
- 3. FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0, payable 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 29a.
Contracts: 40c.
Cancellation: 70a, 70e, 71a.
FM facilities: WKGL (FM).
Affiliated with Connecticut Radio Network.
Member: New York Suburban Radio Network.
- TIME RATES**
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (A)

WKGL (FM)
(formerly WALL-FM)
1966
MIDDLETOWN

Mid 012335-000
See SRDS Spot Radio Small Markets Edition.

Mineola

Nassau County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Monticello

Sullivan County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WSUL (FM)
1977
MONTICELLO

Mid 012336-000
See SRDS Spot Radio Small Markets Edition.

WVOS
1947
LIBERTY
WVOS-FM
1964
LIBERTY

Information/Adult Contemporary

Mid 012328-000
News Studio Box 72, 10 St. John St., Monticello, NY 12701. Phone 914-794-6543.
See listing under city of license.

Montour Falls

Schuyler County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WNGZ (FM)
1973
MONTOUR FALLS



Media Code 4 233 4325 0.00 Mid 012337-000
Twin Tiers Communications Corp.
108 E. Gray St., Elmira, NY 14901. Phone 607-733-3777,
Watkins Glen, 535-2779.

PROGRAMMING DESCRIPTION
WNGZ (FM): Programmed for 18+, 24-35 core. MUSIC: Adult Contemporary Rock. NEWS: at :15 & :45; weather at :30. SPORTS: at 6:30, 7:30 & 8:30 am. COMMERCIAL POLICY: 4 breaks/hr, 12 spot hly limit. Contact Representative for further details. Rec'd 9/4/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Marian Haight.
Co-op Manager—Dave O'Brien.
Promo. & Prog. Mgr.—Tom Haight.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 460 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WGMF, Watkins Glen.

TIME RATES
WNGZ (FM)/WGMF, WATKINS GLEN COMBINATION
Eff—Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS
PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min 40 37 35 30 sec 35 33 30

10. SPECIAL FEATURES
NEWS, SPORTS ACTIVITY CALENDAR
PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
1 min 45 43 40 30 sec 40 37 35

WNGZ (FM) only: Rates have been temporarily withdrawn by station. (SMD)(D)(CR)

Mount Kisco

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Newark

Wayne County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WACK
1957
NEWARK

Mid 012338-000
See SRDS Spot Radio Small Markets Edition.

Newburgh-Beacon

Newburgh—Orange County—Map Location G-9
Beacon—Dutchess County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBNR
1959
BEACON



Masla Radio



Media Code 4 233 4450 6.00 Mid 012339-000
Beacon Broadcasting Corp.
Box 511, Beacon, NY 12508. Phone 914-831-1260.
Other Office: Box 482, Newburgh, NY 12550. Phone 914-562-1260.

PROGRAMMING DESCRIPTION
WBNR: MUSIC: contemporary MOR combining hits of today mixed with steds & oldies aimed at young adults & adults. NEWS: network at :30, local & regional. SPORTS: 5 min casts several times daily & wknds, local & network sports, Army football. Active in community involvement. Contact Representative for further details. Rec'd 3/21/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Lessner.
Vice-Pres. & Sta. Mgr.—Alford H. Lessner.
Vice-Pres. & Sales Mgr.—Robert Outer.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
1,000 w. days; 1260 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES
No. 95C Eff 7/1/84—Rec'd 7/23/84.
AA—6-9:30 am, noon-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 23.50 22.35 21.15 20.00 18.80
30 sec 18.80 17.65 16.90 16.00 15.00
Class A: Deduct from TAP rates 1.00.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—50% AA, 50% A
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 21.15 20.00 18.80 17.60 16.45
30 sec 16.90 16.00 15.05 14.10 13.15

PER	BULK			
	250x	500x	750x	1000x
1 min	22.35	20.55	18.80	17.05
30 sec	17.85	16.45	15.05	13.65
PER	TAP			
	250x	500x	750x	1000x
1 min	20.00	18.20	16.45	14.70
30 sec	16.00	14.55	13.15	11.75

- 10. SPECIAL FEATURES**
NEWS/WEATHER/SPORTS SPONSORSHIP
PER WK, 13-WK MINIMUM: 1 ti 4+
Incl open & close plus 1 30-sec spot 25.85 23.50
1 1-min spot, extra 2.50 per sponsorship.
DISCOUNT
26 wk—10% 52 wk—15%
Phone Booth Show: Tap rate plus 1.00.

WNGY

1933
NEWBURGH

Media Code 4 233 4500 8.00 Mid 012341-000
Hudson Horizons, Inc.
Old Little Britain Rd., Box 3591, Newburgh, NY 12550.
Phone 914-561-2131, 343-3313, 831-1030.

PROGRAMMING DESCRIPTION
WNGY: Programmed for adults 25-54. MUSIC: Adult Contemporary, current blended w/gold. NEWS: at :60 & :30 in drive, all other times at :60; traffic reports every 15 min in drive; 8-person local/rec'l staff. 65-min news & information hr at 12N & 5 pm. SPORTS: local/natl at 6:36, 7:36 & 8:36 am. Rec'd 11/19/84.

- 1. PERSONNEL**
General Manager—Bill Musser.
Sales Manager—Ted Hughes.
Program Director—Bob Krieger.

3. FACILITIES
5,000 w. days; 1220 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b, 15b, 16.
Basic Rates: 20b, 22a, 23a, 24c, 25a.
Contracts: 40a, 42a, 44b, 46.
Comb.; Cont. Discounts: 60k.

TIME RATES
Eff 6/1/84—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS
PER WK: 10 ti 20 ti 30 ti
AM Drive 28.50 27.75 27.00
PM Drive 25.75 25.00 24.25
10 am-3 pm 21.50 20.75 20.00
7 pm-midnight 21.50 20.75 20.00
Midnight-6 am 16.25 15.50 14.75
30 sec: 80% of 1-min.

10. SPECIAL FEATURES
News participation, extra 4.00.

WNGY-FM

(formerly WFMM (FM))
1966
NEWBURGH

Media Code 4 233 4550 3.00 Mid 012340-000
Hudson Horizons, Inc.
Old Little Britain Rd., Box 3591, Newburgh, NY 12550.
Phone 914-561-2131.
1 min rate 1x: 28.50.

New City

Rockland County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

New Rochelle

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

WRTN (FM)

WRTN

(93.5 FM)
1953
NEW ROCHELLE



Media Code 4 233 4600 6.00 Mid 012342-000
Hudson-Westchester Radio, Inc.
1 Broadcast Forum, New Rochelle, NY 10801. Phone 914-636-1460.

PROGRAMMING DESCRIPTION
WRTN (FM): Programmed for metropolitan area adults. MUSIC: Traditional foreground MOR, locally selected, blended & programmed, featuring classic Standard selections of Pop & familiar Hits of 30's, 40's & 50's; also recognized music of 60's & 70's; emphasis favorite romantic vocals, big bands, crooners, vocal groups performing renditions of Pop tunes of this century. FEATURES: frequent live broadcasts & big band remotes; cuts from shows & recordings of sophisticated swing & jazz performances; segments featuring society dance bands & sophisticated cafe & saloon singers. COMMERCIAL POLICY: max 7 units per hr. Contact Representative for further details. Rec'd 1/30/81.

- 1. PERSONNEL**
President—William O'Shaughnessy.

- 2. REPRESENTATIVES**
P/W Radio Representatives.
New England—The Queen Company.
- 3. FACILITIES**
ERP 3,000 w. circular polarized; 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 325 ft. above average terrain.
Technical and Stereo Transmitting Facilities, Westchester Towers, The Sprain Ridge, Yonkers, N. Y.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 24a, 28b.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WVOX.
Affiliated with MBS.

TIME RATES

No. 4 Eff 8/1/80—Rec'd 1/25/84.
AAA—Mon thru Fri 6-10 am; Sat & Sun 7 pm-midnight.
AA—Mon thru Fri 3 pm-midnight.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER	1 min			
	6 ti	12 ti	18 ti	24 ti
WK:	50.00	46.00	42.00	38.00
AAA	42.00	38.00	34.00	30.00
AA	36.00	33.00	30.00	27.00
A	33.60	30.40	27.20	24.00

(CR-2)



Media Code 4 233 2650 1.00 Mid 012343-000
Hudson-Westchester Radio, Inc.
1 Broadcast Forum, New Rochelle, NY 10801. Phone 914-636-1460.

PROGRAMMING DESCRIPTION
WVOX: Programmed as community station for suburban residents. MUSIC: Familiar popular steds, subordinate to community involvement; community service programs & features integrated with entertainment. NEWS: Local, reg'l & state, investigative reporting, frequent editorials, endorse candidates, involved in local & state civic & government & political issues, AP wire, network, special weather forecaster, 3 mobile units, commuter, live daily business reports, economic news; wkly town reports; special heritage wknd programs; weekly programs on arts, teens, minorities, law enforcement, area lawyers, women's interview, consumer & family counseling show, trading post. SPORTS: College football & basketball, high school football, golf tournaments, regattas, little league, paddle tennis. Contact Representative for further details. Rec'd 6/3/82.

- 1. PERSONNEL**
President—William O'Shaughnessy.
Sales Coordinator—Cindy Hall Gallagher.

3. FACILITIES
500 w. days; 1460 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
FM facilities: WRTN (FM).
Affiliated with MBS.

TIME RATES

No. 12 Eff 3/1/76—Rec'd 2/19/76.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min				20/30 sec			
	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
AA	25	24	22	20	19	16	15	13
A	22	21	19	18	17	15	13	11
B	20	19	17	16	15	13	11	9

— 10 sec —
— 10 sec —
AA 13 12 11 B 10 9 8
A 11 10 9

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
PER WK, EA: 1 min 20/30 10 sec
A, 18 ti (4AA, 4A, 6B, 4C) 18 15 9
B, 24 ti (5AA, 5A, 10B, 4C) 16 13 8
C, 36 ti (8AA, 8A, 12B, 8C) 14 11 7

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr
1 x 350 185 125

- 10. SPECIAL FEATURES**
5-MIN NEWS/SPORTS/FEATURES: AA A B
Applicable 1-min plus 15 11 8
2-MIN NEWS/HEADLINES/SPORTS/TRAFFIC WEATHER:
Applicable 1-min plus 10 7 4
1-MIN NEWS HEADLINES & WEATHER:
Applicable 1-min plus 4 3 2
All spots newscasts, sportscasts, special reports & weekly circulation plans may combine to earn weekly frequency discount.
All spots must rotate throughout all hours & days of time classes 20/30 & 10 sec spot subject to availabilities.

NEW YORK

New Rochelle—cont

WVOX—cont
 CONSECUTIVE WEEK DISCOUNT
 13 wk—2-1/2% 26 wk—5% 39 wk—7-1/2%
 52 wk—10%
 Applied as earned, provided minimum expenditure of 126.00 per wk is maintained.
 (CF)

New York City (and) New York City Urban Area

STATIONS IN NEW YORK CITY:

WABC	WNBC
WADO	WNCN (FM)
WBLS (FM)	WNEW
WCBS	WNEW-FM
WCBS-FM	WNYM
WEVD-FM	WOR
WHN	WPIX (FM)
WINS	WPLJ (FM)
WJIT	WPOW
WKDM	WQXR, WOXR-FM
WKHK	WRFM (FM)
WKTU (FM)	WRKS-FM
WLIB	WWRL
WMCA	WYNY (FM)

STATIONS IN NEW YORK CITY URBAN AREA

New York City Urban Area stations are listed (unless otherwise indicated) immediately following listings for New York City stations.

WALK, WALK-FM, Patchogue
 WAPP (FM), Lake Success
 WBAB-FM, Babylon
 WBLI (FM), Patchogue
 *WBRW, Bridgewater, N.J.
 *WCTC, New Brunswick, N.J.
 WCTO (FM), Smithtown
 WFAS, White Plains
 WFAS-FM, White Plains
 WGBB, Freeport
 WGLI, Babylon
 WGRG, Spring Valley
 WGSB, Huntington
 WGSB (FM), Newark, N.J.
 WHLI, Hempstead
 WHUD (FM), Peekskill
 *WIXL (FM), Newton, N.J.
 WKJY (FM), Hempstead
 *WKMB, Stirling, N.J.
 WLIM, Patchogue
 WLIR (FM), Garden City
 WLIX, Islip
 WLNA, Peekskill
 *WMGO (FM), New Brunswick, N.J.
 WNYR, Newark, N.J.
 WNYG, Babylon
 WPAT, Paterson, N.J.
 WPAT-FM, Paterson, N.J.
 WRKL, New City
 *WRTN, New Rochelle
 WSKO, Newark, N.J.
 WTHE, Mincola
 WVIP, WVIP-FM, Mt. Kisco
 WVNJ-FM, Newark, N.J.
 *WVOX, New Rochelle
 WWDJ, Hackensack, N.J.
 WZFM (FM), Briarcliff Manor
 (*) See listing under city of license.

New York City

New York, Bronx, Westchester, Nassau, Richmond, Suffolk, Kings and Queens Counties—Map Location G-10
 See SRDS Consumer market map and data at beginning of the state.

WABC
WABC TALKRADIO 77
 1921
 NEW YORK CITY

abc AN ABC OWNED RADIO STATION

BLAIR RADIO

ndb **RAB**
 Media Code 4 233 4700 4.00 Mid 012344-000
 American Broadcasting Co., Div. of American Broadcasting Companies, Inc.
 1330 Ave. of Americas, New York, NY 10019. Phone 212-887-7777

PROGRAMMING DESCRIPTION
 WABC: Talkradio format; audience participation by telephone an integral part of programming, w/topics relevant to interests of metropolitan area listeners. FEATURES: live interviews w/variety of guests incl major political figures, leaders in entertainment & arts, literature & science. NEWS: 2x/hr in AM drive; hrlly in PM drive w/updates at :30; shadow traffic w/satellite weather reports every 1/4 hr in drive periods. SPORTS: updates 2x/hr in AM drive; Yankees baseball, Jets football. Contact Representative for further details. Rec'd 8/20/84.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—James E. Haviland.
 General Sales Manager—Frank Di Gioia.

2. REPRESENTATIVES
 Blair Radio.

3. FACILITIES
 50,000 w.; 770 khz. Non-directional. Clear channel.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Basic Rates: 20a, 20b, 21d, 22a, 24a, 24c, 25a, 32b, 33d.
 Contracts: 40b, 41, 42a, 43, 45, 46, 50.
 Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 62a.
 Cancellation: 70a, *70c, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 (*) Except 52 week contracts, which require 28 days prior written notice.
 Affiliated with ABC Information Radio Network.
 Affiliated with Blair Represented Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WADO
 1926
 NEW YORK CITY

Spanish

ndb

Media Code 4 233 4750 9.00 Mid 012345-000
 Command Broadcast Associates, Inc.
 666 Third Ave., New York, NY 10017. Phone 212-599-2701, Outside NYC, 1-800-692-9236.

PROGRAMMING DESCRIPTION
 WADO: Programmed completely for Spanish speaking inhabitants featuring news, information, community service & music. Rec'd 2/28/73.

1. PERSONNEL
 Chairman/Board—Nelson G. Lavergne.
 General Sales Manager—Christopher C. Roman.

3. FACILITIES
 5,000 w.; 1280 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 4a, 5, 6a, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20b, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b.
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 48, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 82.

TIME RATES

No. 21 Eff 10/1/84—Rec'd 12/21/84.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sun 10 am-3 pm.
 A—Mon thru Sun 3-7 pm.
 B—Mon thru Sat 7 pm-midnight; Sun 7-8 pm.
 C—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti/Fixed	10 ti	15 ti	20 ti	25 ti
AAA	180	170	160	150	140
AA	160	150	140	130	120
A	155	145	135	125	115
B	140	130	120	110	100
C	60	55	50	45	40

PER WK:	30 SECONDS	15 SECONDS	10 SECONDS	5 SECONDS
AAA	165	155	145	135
AA	145	135	125	115
A	140	130	120	110
B	130	120	110	100
C	55	50	45	40

(f) Or 500x annual bulk rate.

7. PACKAGE PLANS

TAP—ROS

PER WK:	1 min	30 sec
15 ti (3AAA, 4AA, 4A, 4B)	1650	1425
25 ti (5AAA, 7AA, 7A, 6B)	2500	2005
40 ti (6AAA, 14AA, 11A, 9B)	3800	3000

Additional TAP spots may be purchased to those required by each individual plan, on a pro-rated basis as follows:
 AAA-20%; AA-40%; A-20%; B-20%.

CONTINUITY DISCOUNT
 39 wk—10%, 52 wk—15% (minimum 15 ti per wk).

MIDNIGHT OWL

TUES-SUN MIDNIGHT-6 AM:	1 min	30 sec
30 ti/wk	450	360

WEEKEND PACKAGE—SAT & Sun

15 ti (2AAA, 6AA, 6A, 1B)	1 min	30 sec
Minimum of 2 spots on Sun.	1125	900

EARLY WEEK PACKAGE—MON, TUES, WED

15 ti (2AAA, 6AA, 6A, 1B)	1 min	30 sec
	1200	1050

10. SPECIAL FEATURES
 Time & weather signals at :60 & :30—minimum 26 wks, minimum 40 ti/wk: 10 sec, per spot 75.00.
 5-min newscasts—Incl open & close plus 11-min spot, (13 wk minimum-non-cancellable), 1 1/2x minimum 1-min rate.



WAPP (FM)
 1961
 LAKE SUCCESS

db A Doubleday Station

ndb **RAB**
 (This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 5897 7.00 Mid 012396-000
 Doubleday Broadcasting Co., Inc.
 173-15 Long Island Expressway, New York, NY 11365.
 Phone 718-357-8000.
 Sales Office: 100 Park Ave., New York, NY 10017.
 Copy/prgm mat'l to studio add. Phone 212-682-6620.

PROGRAMMING DESCRIPTION
 WAPP (FM): Targeted to 12-34, primary emphasis adults 18-34. MUSIC: CHR, mass appeal Contemporary Hits; AIR PERSONALITIES. NEWS: In AM drive. COMMERCIAL POLICY: max 8 min per hr. Contact Representative for further details. Rec'd 11/1/84.

1. PERSONNEL
 President—Gary Stevens.
 Vice-Pres. & Gen'l Mgr.—E. Patrick McNally.
 General Sales Manager—Ralph Garone.
 Operations Manager—Gerry Cagle.
 Program Director—Michael Ellis.

2. REPRESENTATIVES
 Major Market Radio Sales.

3. FACILITIES
 ERP 5,800 w. (horiz.), 5,800 w. (vert.); 103.5 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,390 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
 Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25c, 27, 28a, 29a, 33a.
 Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61b, 62b, 62d.
 Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
 Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.
 (D) (A)

WBLs (FM)

WBLs 107.5 fm
 1965
 NEW YORK CITY

McGAVREN GUILD RADIO

ndb **NRBA**
 Media Code 4 233 4775 6.00 Mid 012346-000
 Inner City Broadcasting Corp.
 801 Second Ave., New York, NY 10017. Phone 212-953-0300.

PROGRAMMING DESCRIPTION
 WBLs (FM): MUSIC: Urban Contemporary. Contact Representative for further details. Rec'd 10/5/81.

1. PERSONNEL
 President—Pierre M. Sutton.
 Vice-Pres. & Gen'l Mgr.—Charles M. Warfield, Jr.
 General Sales Manager—Neil Atkinson.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 ERP 50,000 w.; 107.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,241 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4d, 5, 6b, 7a, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
 Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30.
 Contracts: 40a, 41, 44a, 44b, 45, 46, *47a, †47e, 48, 50, 51a, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 60k, 61a, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 (*) Programs less than 30 minutes.
 (†) Programs more than 30 minutes.

TIME RATES
 No. 14 Eff 4/14/83—6/15/83.
 AAA—Mon thru Sat 5-10 am; Mon thru Fri 3-8 pm; Sat 10 am-3 pm.
 AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
 A—Mon thru Sun 8 pm-1 am.
 B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	AAA	AA	A	B	AAA	AA	A	B
1	450	395	340	100	382	335	289	85
2	395	350	300	90	335	297	255	76
3	365	320	280	80	310	272	238	68
*4	335	290	260	70	284	246	221	59

B Grid 5: 1 min 60.00; 30 sec 51.00.
 (*) Preemptible.

WCBS
 1924
 NEW YORK CITY

Represented by **CBS RADIO SPOT SALES**

News-Information

ndb **RAB**
 A CBS Station

Media Code 4 233 4850 7.00 Mid 012348-000
 CBS Radio, a div. of Columbia Broadcasting System, Inc.
 431 West 52nd St., New York, NY 10019. Phone 212-975-4321, TWX, 710-581-4445.
 Address all copy to Community Coordinator.
PROGRAMMING DESCRIPTION
 WCBS: Programmed for general audience appeal. News & information format. News coverage: summaries, headlines, field reports, actualities. On-going series of enterprise and/or investigative reports. Network news at :60. Sports at :15 & :45. Helicopter traffic reports, weather center & business news in AM & PM drive time. Dual-anchor teams 6 am-7 pm wkdays. Special feature reports on entertainment, restaurants, medicine, consumer info, personal money management & travel. Contact Representative for further details. Rec'd 6/24/82.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—James McQuade.
 General Sales Manager—Donald L. Gorski.
 National Sales Manager—Rona E. Landy.
 Local Sales Manager—Richard N. Silipigni.

2. REPRESENTATIVES
 CBS Radio Spot Sales.

3. FACILITIES
 50,000 w.; 880 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% net time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10i, 11i, 12i, 13i.
 Basic Rates: 21b, 21c, 21d, 22a, 22b, 27, 33a.
 Contracts: 40b, 41, 45, 46, 48, 50, 51b.
 Comb. Cont. Discounts: 60b, 60f, 60i, 60j, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 All rates quoted are dollar cost per unit.
 Affiliated with CBS Radio Network.

TIME RATES
 No. 44 Eff 8/1/80—Rec'd 8/4/80.
 AM Drive—Mon thru Sat 5-10 am.
 PM Drive—Mon thru Fri 3-8 pm.
 Daytime—Mon thru Fri 10 am-3 pm.
 Weekend—Sat 10 am-8 pm; Sun 6 am-8 pm.
 Nighttime—Mon thru Sun 8 pm-1 am.
 Post-midnight—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

Flat	AM	PMD	WKND	NT	P12M
	600	400	300	200	100

WCBS-FM
1943
NEW YORK CITY

CBS-FM NATIONAL SALES



Media Code 4 233 4900 0.00 Mid 012349-000
CBS Radio a Division of CBS, Inc.
51 West 52nd St., New York, NY 10019. Phone 212-975-4321, TWX: 212-867-7987.

PROGRAMMING DESCRIPTION

WCBS-FM: Programmed for general mass appeal. MUSIC: greatest hits of past 25 yrs; also featuring contemporary hit music, 9 live personalities. NEWS: at :30 plus reports at :30 in AM & PM drive. COMMERCIAL POLICY: maximum 8 min of commercials per hr. Contact Representative for further details. Rec'd 10/28/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Nancy Widmann.
Sales Manager—Rod Calarco.
Program Director—Joe McCoy.

2. REPRESENTATIVES

CBS/FM National Sales.

3. FACILITIES

ERP 7,250 w.; 101.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

TIME RATES

No 20 Eff 2/1/84—Rec'd 1/24/84.
AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Fri 10 am-3 pm & 3-9 pm; Sat 10 am-7 pm; Sun 9 am-7 pm.
AA—Sat & Sun 7 pm-1 am.
A—Mon thru Fri 9 pm-1 am; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

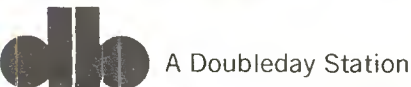
1 min	AAAA	AAA	AA	A
30 sec	410	365	200	175
	325	290	160	140

WEVD-FM
1950
NEW YORK CITY



Media Code 4 233 4951 3.00 Mid 012350-000
Forward Association, Inc.
770 Broadway, New York, NY 10003. Phone 212-777-7900.
1 min rate 1x 75.00.

WHN
WHN
1922
NEW YORK CITY



Media Code 4 233 5000 8.00 Mid 012351-000
Doubleday Broadcasting Co., Inc.
400 Park Ave., New York, NY 10022. Phone 212-688-1000.
Sales Office: 100 Park Ave., New York, NY 10017.
Copy/Prgrm mat'l to studio add., Phone 212-682-6620.

PROGRAMMING DESCRIPTION

WHN: MUSIC: Modern Country; news, sports, weather & traffic updates. FEATURES: live concert broadcasts & specials; frequent visits by popular artists; contests & promotions. SPORTS: N.Y. Mets baseball play-by-play. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL

President—Gary Stevens.
General Manager—Brian Moors.
General Sales Manager—Ralph Garone.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

50,000 w.; 1050 khz. Directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 45, 46, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60c, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.



WHTZ (FM)

1961
NEWARK, NJ



A MALRITE COMMUNICATIONS GROUP STATION



(This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 6202 9.00 Mid 031318-000
Malrite Communications Group, Inc.
333 Meadowlands Pkwy., Secaucus, NJ 07094. Phone 201-867-5000.
Sales Office: 510 Madison Ave., New York, NY 10022.
Phone 212-926-6161.

WHTZ (FM): Programmed for adults and young adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Contemporary Hit Radio. FEATURES: Z Morning Zoo M-F 6-10 am. NEWS: tristate, nat'l & internat'l; meteorologist weather. Contact Representative for further details. Rec'd 2/2/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dean Thacker.
General Sales Manager—Gary Fisher.
National Sales Manager—Jeff Dinetz.
Program Director—Scott Shannon.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 7,800 w. (horiz.), 5,500 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,220 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60g, 61a, 61b, 61c.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (D)(A)

WINS
1010 WINS RADIO

1924
NEW YORK CITY



Westinghouse Broadcasting and Cable, Inc.



Media Code 4 233 5100 6.00 Mid 012352-000
Westinghouse Broadcasting & Cable Company, Inc.
90 Park Ave., New York, NY 10016. Phone 212-557-1010.

PROGRAMMING DESCRIPTION

WINS: NEWS: Anchorpeople, backed by writers, editors, reporters, specialists, integrate reports from reg'l correspondents & foreign services; investigative series, analysts, commentaries, editorials; emphasis on local public affairs; headlines summaries at :20, :40, :60. SPORTS: at :15 & :45 incl skiing, outdoors, fishing reports & special coverage of major sporting events; traffic & transit reports throughout day, M-F; Sat & Sun noon-7 pm; weather 8x/hr. FEATURES: regular reports on movies, theater & arts plus science, medicine reports, food & wine, personal finance & inflation fighting; business news & stock market summaries 2x/hr. Contact Representative for further details. Rec'd 3/29/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John Waugaman.
General Sales Manager—Raymond J. Vitale.
Local Sales Manager—Jay Williams.

2. REPRESENTATIVES

Blair/RAR, Inc.

3. FACILITIES

50,000 w.; 1010 khz. Directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 6b, 7b, 8.
Basic Rates: 20b, 23a, 25a.
Contracts: 40b, 41, 42a, 45, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Time sold under WBC standard terms & conditions on WBC facility forms only & no conditions printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will not be binding on station.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act & with the FCC rules & regulations & to all other pertinent statutes, rules & regulations, both federal and state.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WJIT



1930
NEW YORK CITY



All Spanish



Media Code 4 233 5112 1.00 Mid 012353-000
Hit Radio, Inc.
655 Madison Ave., New York, NY 10021. Phone 212-935-5170.

PROGRAMMING DESCRIPTION

WJIT: Complete Spanish programming. MUSIC: contemporary Spanish, news. Emphasis on community interest features. COMMERCIAL POLICY: commercials translated free. Contact Representative for further details. Rec'd 6/4/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mel Karmazin.
Station Manager—Frank Flores.
Director/Sales—David Rapaport.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

5,000 w.; 1480 khz. Directional—separate pattern day and night.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a.
Basic Rates: 20b.
Cancellation: 71a.
FM facilities: WKTU (FM).
Affiliated with Caballero Radio Network.
Sold in combination with WKTU (FM). See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/28/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sun 10 am-3 pm; Sun 9-10 am.
A—Mon thru Sun 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS
GRID: I II III IV GRID: I II III IV
AAA 180 167 154 143 A 130 122 113 104
AA 138 128 119 110 B 94 88 82 73
30 sec: 80% of 1-min.
Overnight plans: 50% of B rate.

WKDM

(formerly WBNX)
1927
NEW YORK CITY

Spanish Contemporary

Media Code 4 233 5118 8.00 Mid 012347-000
United Broadcasting Co. of N.Y., Inc.
1457 Broadway, New York, NY 10036. Phone 201-939-5333, 212-704-4090.

PROGRAMMING DESCRIPTION

WKDM: Programmed for contemporary, young adult Spanish audience. MUSIC: uptempo, flow-oriented Contemporary Spanish Hits. NEWS: at :25 & :55 w/emphasis on local, incl reports from correspondents in PR, Santo Domingo, Ecuador & Miami. FEATURES: emphasis on community involvement. Contact Representative for further details. Rec'd 12/8/84.

1. PERSONNEL

President—Gerald J. Hroblak.
Vice-Pres. & Gen'l Mgr.—Joseph G. Schweighardt.
Station Manager—Georgina Garcia.
Sales Manager—Leonard Mirelson.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

5,000 w.; 1380 khz. Directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Basic Rates: 20a, 24a.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Prod. Services: 82.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.



THE HOT ONE

WKTU (FM)

1951
NEW YORK CITY



Torbet Radio



Media Code 4 233 5125 3.00 Mid 012355-000
Infinity Broadcasting
655 Madison Ave., New York, NY 10021. Phone 212-750-0550.

PROGRAMMING DESCRIPTION

WKTU (FM): MUSIC: Adult Contemporary plus AIR PERSONALITIES & special features. Contact Representative for further details. Rec'd 12/10/79.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mel Karmazin.
General Sales Manager—Ed Moir.
National Sales Manager—Barbara Larson.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 5,400 w. (horiz.), 3,300 (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,200 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Cancellation: 70c.
Announcement contracts subject to cancellation on 14 days prior written notice, but no such notice shall be effective until 14 days after start of broadcasts. Program contracts subject to cancellation on 28 days prior written notice, but no such notice shall be effective until 28 days after start of broadcasts.
AM facilities: WJIT.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 6/1/82.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm & 10 am-3 pm; Sat 10 am-8 pm.
AA—Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 6-10 am.
B—Mon thru Sun midnight-5:30 am.
6. SPOT ANNOUNCEMENTS
GRID: AAA AA A B GRID: AAA AA A B
I 400 350 305 95 II 285 250 215 60
II 340 295 255 70
30 sec: 80% of 1-min.

WKTU (FM)/WJIT COMBINATION

Discount 10%. (A)

WLIB



1942
NEW YORK CITY



M'GAVREN GUILD RADIO



Media Code 4 233 5150 1.00 Mid 012356-000
Inner City Broadcasting Corp.
801 Second Ave., New York, NY 10017. Phone 212-953-0300.

PROGRAMMING DESCRIPTION

WLIB: News & information for black audiences with special features M-Thurs. MUSIC: Caribbean F-Sun. Contact Representative for further details. Rec'd 5/23/84.

continued

NEW YORK

New York City—cont
WLIB—cont

- PERSONNEL**
President—Pierre M. Sutton,
Vice-Pres. & Gen'l. Mgr.—Charles M. Warfield, Jr.
General Sales Manager—Jean Wells.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
10,000 w. days; 1190 khz. Directional.
Operating schedule: Sunrise-1 hour after local sunset.
EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4d, 5, 6b, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 23b, 24b, 24c,
25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, *47a, 47e, 48, 50,
51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 60k, 61a,
61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
(*) Programs less than 30 minutes.
(†) Programs more than 30 minutes.
FM facilities: WBLS (FM).
Affiliated with Sheridan Broadcasting Network.

TIME RATES

No. 13 Eff 1/1/84—Rec'd 5/23/84.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec				
	1	2	3	4	1	2	3	4
.....	80	70	65	60	64	56	52	48
†.....	75	65	60	55	60	52	48	44
‡.....	95	85	80	75	76	68	64	60

(*) Mon thru Thurs 9 am-1 pm & 1-5 pm.
(†) Mon thru Thurs sign on-9 am & 5 pm-sign off.
(‡) Fri thru Sun all day.

WLTW

106.7 FM
LITE MUSIC

WLTW (FM)

1961
NEW YORK CITY

Viacom radio



A Div. of Viacom International



Media Code 4 233 5175 8.00 Mid 012354-000
Riverside Broadcasting Co., Inc.
140 W. 43rd., New York, NY 10036. Phone 212-382-6000.

PROGRAMMING DESCRIPTION

WLTW (FM): Programmed for adults. MUSIC: Soft adult contemporary. Live air personalities handle all dayparts. NEWS: drive times presented by local staff. Contact Representative for further details. Rec'd 3/2/84.

- PERSONNEL**
General Manager—George R. Wolfson.
General Sales Manager—Barry Shrier.
Local Sales Manager—Bruce Raven-Stark.

- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
ERP 7,600 w. (horiz.), 5,400 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d.
Rate Protection: 10f.
Basic Rates: 20a, 20b, 21b.

TIME RATES

Eff 10/19/84—Rec'd 10/23/84.

AAA—Mon thru Sat 5:30 am-8 pm; Sun 8 am-8 pm.
AA—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE					
	1	2	3	4	5	6
AAA.....	300	275	250	225	200	175
AA.....	225	200	175	150	125	100

(A)

WMCA

WMCA TALK/INFORMATION
Radio 57
1925
NEW YORK CITY



Media Code 4 233 5200 4.00 Mid 012357-000
Straus Communications, Inc.
889 Seventh Ave., New York, NY 10019. Phone 212-586-5700.

PROGRAMMING DESCRIPTION

WMCA: Programmed for adults. Telephone conversation & news format. NEWS: 4-1/2 hr AM newsmagazine with local, nat'l, internat'l, network news plus sports, reviews, commentaries, business, interviews; news at :15, :30, :45 and :57 business news at :04; AP news. Integrated tele/talk 10 am-2 pm; family financial advice tele/talk 2-4 pm, topical tele/talk 4-7 pm. Integrated interview tele/talk 7 pm-9:30 am. SPORTS: pro hockey, football, soccer. Wknds devoted to special information programs: money, health, personal advice, singles sports, home. Contact Representative for further details. Rec'd 9/4/84.

- PERSONNEL**
Chairman—F. Peter Straus.
President—Ellen S. Straus.
Vice-Pres. & Dir. Sls.—Carey Davis.
Program Director—Jeanne Straus.
Local Sales Manager—Eric Straus.

- REPRESENTATIVES**
Roslin Radio Sales.

- FACILITIES**
5,000 w.; 570 khz. Directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 29a.
Contracts: 40b, 42a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Satellite Music Network.
Affiliates with MBS.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNBC

WNBC Stereo 66
1922
NEW YORK CITY



Media Code 4 233 5250 9.00 Mid 012358-000
National Broadcasting Co., Inc.
30 Rockefeller Plaza, Room 293, WNBC, New York, NY 10020. Phone 212-664-4444, TWX, 212-640-5788.

PROGRAMMING DESCRIPTION

WNBC: Programmed for adults 18-49. MUSIC: adult contemporary. PERSONALITIES: live copy. NEWS: network plus emphasis on local news coverage. Contact Representative for further details. Rec'd 6/30/77.

- PERSONNEL**
Vice-Pres. & Gen'l. Mgr.—John P. Hayes, Jr.
Director of Sales—Peg Kelly.
Sales Manager—Lana Mercogliano.
National Sales Manager—Tony Murray.
Dir. Prog. & Oper.—Kevin Metheny.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- FACILITIES**
50,000 w. clear channel; 660 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25c, 28b.
Contracts: 40a, 41, 42d, 45, 48, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 62d.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 82.
FM facilities: WYNY (FM).
Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/2/83.

A—Mon thru Fri 5:30-10 am.
B—Mon thru Fri 3-8 pm; Sat & Sun 10 am-3 pm.
C—Mon thru Fri 10 am-3 pm.
D—Sat 6-10 am & 6 am-8 pm; Sun 9 am-8 pm.
E—Mon thru Sat 8 pm-midnight.
F—Mon thru Sun Midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	A B C D E F					
	1 min	2	3	4	5	6
.....	1000	450	300	400	60	15

30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

WNCN (FM)

WNCN 104.3
GAF **WNCN** FM
GAF Broadcasting
Company, Inc.
1957
NEW YORK CITY

cmbs

concert music broadcast sales, inc.

Media Code 4 233 5300 2.00 Mid 012359-000
GAF Broadcasting Co., Inc.
1180 Ave. of the Americans, New York, NY 10036. Phone 212-730-9626.

PROGRAMMING DESCRIPTION

WNCN (FM): Programmed for adults 18-54. MUSIC: Classical, incl live concert broadcasts, Chicago symphony orchestra, great performances simulcasts. FEATURES: hrly newscasts, business reports, wine & food program, cultural calendar, auction & gallery news, advertising report. Contact Representative for further details. Rec'd 5/25/83.

- PERSONNEL**
General Manager—Matthew Field.
General Sales Manager—Elise Topaz.
Program Director—Mario Mazza.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 7,600 w. (horiz.), 5,400 w. (vert.); 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20b, 24b, 25a, 26a, 27a, 28a, 29a, 30.
Contracts: 40a, 41, 49, 51a.
Comb.; Cont. Discounts: 60i, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

No. 8 Eff—Rec'd 7/30/84.
AA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat & Sun 10 am-3 pm & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 5:30-10 am & 7 pm-midnight.
B—Sat thru Sun midnight-5:30 am.

- SPOT ANNOUNCEMENTS**
PER WK, 1 MIN, FIXED:

	5 ti	10 ti	15 ti
AA.....	145	140	130
A.....	140	130	125
B.....	60	55	50
- ROS, Mon thru Sun 5:30 am-midnight 125 120
30 sec: 80% of 1-min.

- PROGRAM TIME RATES**
1 hr: 1500.00.

WNEW

WNEW 1130
1934
NEW YORK CITY

Katz Radio



A Metromedia Station

Media Code 4 233 5350 7.00 Mid 012360-000
Metromedia Radio A Metromedia Company
655 Third Ave., New York, NY 10017. Phone 212-986-7000. Telex, 125-959.

PROGRAMMING DESCRIPTION

WNEW: Programmed for adults. MUSIC: Big band & popular artists with personality hosts. News & sports prepared by staff writers & field reporters, weather forecasts. SPORTS: Play-by-play Giants football. Contact Representative for further details. Rec'd 7/27/84.

- PERSONNEL**
Sta. Mgr. & Exec. VP/Radio Div.—Vicki Callahan.
General Sales Manager—Gary Blum.
Program Director—Jim Lowe.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w. 1130 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable 15 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Any additions to schedule during protection period will carry current rather than protected rate.
Affiliated with Katz Radio Network.
Affiliated with Satellite Music Network.

No. 21 Eff 12/21/81—Rec'd 1/4/82.

- PERSONNEL**
Vice-Pres. & Exec. VP/Radio Div.—Vicki Callahan.
General Sales Manager—Gary Blum.
Program Director—Jim Lowe.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w.; 710 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Any additions to schedule during protection period will carry current rather than protected rate.
Affiliated with Katz Radio Network.
Affiliated with Satellite Music Network.

No. 21 Eff 12/21/81—Rec'd 1/4/82.

- PERSONNEL**
Vice-Pres. & Exec. VP/Radio Div.—Vicki Callahan.
General Sales Manager—Gary Blum.
Program Director—Jim Lowe.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w.; 710 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	I	II	III	IV	I	II	III	IV
AAA.....	350	315	280	245	280	252	224	196
AA.....	250	200	190	160	200	160	152	128
A.....	225	190	180	145	180	152	144	116
B.....	125	115	105	85	100	92	84	68
C.....	50	40	40	30	40	32	32	24

WNEW-FM

WNEW-FM
1958
NEW YORK CITY



Katz Radio



A Metromedia Station

Media Code 4 233 5351 5.00 Mid 012361-000
Metromedia Radio, A Metromedia Company
655 Third Ave., New York, NY 10017. Phone 212-986-7000. TELEX, 125-959.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael Kakoyiannis.
Operations Director—Scott Munt.
General Sales Manager—Rosemary Arters.
Program Director—Charlie Kendall.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 7,800 w. (horiz.), 7,800 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 15 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC-The Source.

TIME RATES

Eff—Rec'd 5/29/84.
AAA—Mon thru Sat 5:30-10 am; Sat & Sun 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; 3-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 5:30-10 am.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
I.....	350	275	250	75	280	220
II.....	295	240	210	65	236	192
III.....	250	215	190	65	200	172
IV.....	210	180	160	50	168	144
V.....	165	165	150	50	148	132

10 sec: 80% of 1-min.

WNYM

1927
NEW YORK CITY

Media Code 4 233 5400 0.00 Mid 012362-000
Salem Media Corp.
7 Smyrna Ave., Staten Island, NY 10312. Phone 718-967-3800.
Rates have been temporarily withdrawn by station.

WOR

WOR RADIO
710-AM
1922
NEW YORK CITY

Republic Radio



An RKO Radio Station

Media Code 4 233 5450 5.00 Mid 012363-000
RKO General, Inc.
1440 Broadway, New York, NY 10018. Phone 212-764-7000.

PROGRAMMING DESCRIPTION

WOR: 5-10 am personality; news at 6:0 & 3:0; helicopter reports, sportscaster, consumer features, garden hotline features, weather, 10 am-3 pm 6 1-hr interview programs with hosts, 4-7 pm personality with entertainment & information—news, weather, traffic 7-8 pm, news, 8-10 pm listener call-in with personality, advice on finance, real estate, 10-11 pm 1-hr interview program with host, 11 pm-12M program, 12M-5 am coast-to-coast interview & call-in show with host. Contact Representative for further details. Rec'd 7/26/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lee S. Simonson.
General Sales Manager—Peter Smyth.
Sales Manager—Alan Silverman.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
50,000 w.; 710 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5.
 Rate Protection: 10h, 11h, 12h, 14h.
 Basic Rates: 20b, 21b, 21c, 22a, 23a, 24c, 25a, 28c, 31, 33d.
 Contracts: 40b, 41, 42a, 42d, 45, 46, 49, 51b, 51e.
 Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 82.
 FM facilities: WRKS-FM.
 Affiliated with ABC Entertainment Radio Network.
 Affiliated with MBS and RKQ.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WPAT
 1941
 PATERSON, NJ



(This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 6350 6.00 Mid 012392-000
 Division of Capital Cities Communications, Inc.
 605 3rd Ave., New York, NY 10158. Phone 212-599-1993.
 Studio: 1396 Broad St., Clifton, NJ 07013. Phone 212-688-9300, 201 345-9300.
 Copy & Program material to Studio address.

PROGRAMMING DESCRIPTION

WPAT: Programmed for adults & young adults. MUSIC: Beautiful; blend of original artists & instrumental selections of currents & standards. NEWS: in AM drive at :25 & :55 w/frequent time checks, weather reports & traffic/transit information plus live personality host; news/weather reports every 25 min throughout day w/stock market updates every 2 hrs. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Fred Weinhaus.
 Operations Manager—Ken Lamb.
 N.Y. Sales Manager—Gene Hobicorn.
 National Sales Manager—John Fennell.

2. REPRESENTATIVES
 Christal Radio.

3. FACILITIES
 5,000 w.; 930 khz. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e, 16.
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 29a, 29b, 30.
 Contracts: 40c, 41, 42b, 42d, 43, 44b, 46, 47a, 49, 51c.
 Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.

TIME RATES
 Eff 6/1/81—Rec'd 5/15/81.

6. SPOT ANNOUNCEMENTS
MON THRU SUN, 1 MIN: 1-14 ti
 5:15-1 am 125

AM/FM COMBINATION 200

10. SPECIAL FEATURES
 Newscasts, extra 25.00.

WPAT-FM
 1957
 PATERSON, NJ



(This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 6351 4.00 Mid 012393-000
 Division of Capital Cities Communications, Inc.
 605 3rd Ave., New York, NY 10158. Phone 212-599-1993.
 Studio: 1396 Broad St., Clifton, NJ 07013. Phone 212-688-9300, 212-345-9300.

PROGRAMMING DESCRIPTION

WPAT-FM: Programmed for young adults and adults. MUSIC: Beautiful; blend of original artist & instrumental selections of currents & standards. NEWS: AM drive at :25 & :55 w/frequent time checks, weather reports & traffic/transit information plus live personality host; news/weather reports every 25 min throughout day w/stock market updates every 2 hrs. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Fred Weinhaus.
 Operations Manager—Ken Lamb.
 N.Y. Sales Manager—Gene Hobicorn.
 National Sales Manager—John Fennell.

2. REPRESENTATIVES
 Christal Radio

3. FACILITIES
 ERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1420 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e, 16.
 Basic Rates: 20a, 21a, 21b, 22a, 24a, 25a, 29a, 29b, 30.
 Contracts: 40c, 41, 42b, 42d, 43, 44b, 46, 47a, 49, 51c.
 Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Affiliated with Eastman Radio, Inc.
 Affiliated with NBC Radio Network.
 Sold in combination with WPAT. See that listing.

TIME RATES
 Eff 6/1/81—Rec'd 5/15/81.

6. SPOT ANNOUNCEMENTS
MON THRU SUN, 1 MIN: 1-14 ti
 5:15-1 am 125

WPIX (FM)
 102 WPIX
 1941
 NEW YORK CITY



Christal Radio



Media Code 4 233 5550 2.00 Mid 012364-000
 A div. of WPIX, Inc.
 220 East 42nd St., New York, NY 10017. Phone 212-949-2102.

PROGRAMMING DESCRIPTION

WPIX (FM): Adult contemporary, featuring popular music from 60's, 70's & 80's. COMMERCIAL POLICY: maximum 8 min per hr. Contact Representative for further details. Rec'd 10/1/82.

1. PERSONNEL
 Senior Vice-President—David Polinger.
 General Sales Manager—Marvin Sella.
 Director of Operations—Bert Gould.

2. REPRESENTATIVES
 Christal Radio.

3. FACILITIES
 ERP 5,400 w. (horiz.), 3,800 w. (vert.); 101.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,228 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e.
 Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 27, 29a.
 Contracts: 40a, 41, 45, 46, 47a, 49, 51c.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Affiliated with Christal Radio Network.
 Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WPLJ HITRADIO 95
 AN ABC OWNED RADIO STATION abc

WPLJ (FM)
 1949
 NEW YORK CITY



BLAIR RADIO



Media Code 4 233 5575 9.00 Mid 012365-000
 American Broadcasting Co., Div. of American Broadcasting Companies, Inc.
 1330 Ave. of the Americas, New York, NY 10019.
 Address all copy and/or transcripts to Continuity Director,
 WPLJ Radio, 1330 Avenue of the Americas, New York, N.Y. 10019. Phone 212-897-6130.

PROGRAMMING DESCRIPTION

WPLJ (FM): Programmed to adult 18-49 audience. MUSIC: Contemporary hit singles & Popular albums. Contact Representative for further details. Rec'd 12/22/83.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Joe Parish.
 General Sales Manager—Roy Deutschman.
 National Sales Manager—Kathy McLaughlin.

2. REPRESENTATIVES
 Blair Radio.

3. FACILITIES
 ERP 7,200 w.; 95.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,270 ft. above average terrain.

4. AGENCY COMMISSION
 15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h.
 Basic Rates: 20a, 22a, 22b, 23a.
 Contracts: 40b, 45, 46.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 TV facilities: WABC-TV.
 Affiliated with ABC FM Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WPOW

1924
 NEW YORK CITY

Media Code 4 233 5600 5.00 Mid 012366-000
 WPOW, Inc.
 305 E. 40th St., New York, NY 10016. Phone 212-984-4600.
 Other Office: 1111 Woodrow Rd., Staten Island, NY 10312. Phone 212-964-4600.

PROGRAMMING DESCRIPTION

WPOW: Programmed for adults. MUSIC: Mornings, MOR christian with inspirational, devotional programs. News, weather at :60. Afternoons ethnic programming in Italian, Polish, Czechoslovak, Ukrainian & Haitian. Rec'd 4/4/83.

1. PERSONNEL
 Vice-President—John R. Linstra.
 Sta. Mgr. & Chief Eng.—H. Ed Smith.
 Dir. of Oper./Prog. Dir.—Arnold Brown.

3. FACILITIES
 5,000 w.; 1330 khz. Directional.
 Operating schedule: 3-8:30 am & 5-8 pm Mon thru Fri. EST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 4b, 4d, 6a, 7a, 8.
 Rate Protection: 10c, 11c, 12c, 14c.
 Basic Rates: 20a, 22a, 23a, 24b, 29a, 32b.
 Contracts: 40a, 45.
 Comb.; Cont. Discounts: 61a.
 Cancellation: 71a, 73a.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff 6/1/81—Rec'd 10/15/76.

6. SPOT ANNOUNCEMENTS
 1 min 22 20/30 sec 18

8. PROGRAM TIME RATES
 1 hr 1/2 hr 1/4 hr 10 min 5 min
 1 x 330 200 135 105 70

WQXR 96.3 FM or 1560AM

The Stereo Stations of The New York Times

WQXR-FM

1939
 NEW YORK CITY

WQXR

1936
 NEW YORK CITY

McGAVREN GUILD RADIO
 Classical Music



Media Code 4 233 5650 0.00 Mid 012367-000
 Interstate Broadcasting Co., Inc.
 229 W. 43rd St., New York, NY 10036. Phone 212-556-1144.

PROGRAMMING DESCRIPTION

WQXR-FM/WQXR: Programmed for general interest. MUSIC: Classical; symphonic recordings, major symphonic orchestras, live & taped; opera. AIR PERSONALITIES with guests & interviews. NEWS: 5 min at :60; financial business & advertising news features M-F, 7:05, 7:40, 8:05 am & 6:10 pm. Contact Representative for further details. Rec'd 6/23/83.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Warren G. Bodow.
 General Sales Manager—Simona McCray.
 Vice Pres./Prog. & Synd. Sales—Larry Krents.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 FM-ERP 7,800 w. (horiz.), 5,500 w. (vert.); 96.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,220 ft. above average terrain.
 50,000 w.; 1560 khz. Directional.
 Operating schedule: 24 hours daily. EST.
 Simulcast 24 hours daily.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
 Rate Protection: 60 days.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b, 33b.
 Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 46, 47e, 48, 49, 50, 51a, 51e.
 Comb.; Cont. Discounts: 60b, 60d, 60i, 60k, 61a, 62a.
 Cancellation: 70a, 70b, 70d, 71a, 73a, 73b.
 Prod. Services: 82.
 Commercial ET's accepted subject to station policy.
 Affiliated with Concert Music Network.

TIME RATES

No. 36 Eff 6/1/81—Rec'd 1/11/85.
 AAAA—Mon thru Fri 5:30-10 am; Sat/Sun 8 am-8 pm.
 AAA—Mon thru Fri 3-8 pm.
 AA—Mon thru Sun 8 pm-midnight; Mon thru Fri 10 am-3 pm; Sat & Sun 6-8 pm.
 A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID: I II III IV
 AAAA ... 230 210 190 170 AA 165 150 135 120
 AAA 185 170 155 140 A 50 45 40 35
 Rates based on equal rotations of at least 2 classifications.

AAAA only: Extra 25%.
 Fixed position/limited rotation—Mon thru Fri 6-10 am & 6-7 pm; Sat & Sun 10 am-6 pm; 1 min 300.00; Mon thru Sun 8-11 pm: 1 min 200.00; All other times: 1 min 175.
 30/20 sec: 80% of 1-min; 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
 1 hr, depending on time scheduled plus talent & production: 1200-1500.

WRFM (FM)

1953
 NEW YORK CITY



Bonneville International Corporation



Torbet Radio



Media Code 4 233 5700 3.00 Mid 012368-000
 Radio New York Worldwide
 485 Madison Ave., New York, NY 10022. Phone 212-752-3322.

PROGRAMMING DESCRIPTION

WRFM (FM): Programmed for adults 35-54; full service. MUSIC: Easy Listening; 50% Contemporary original artists, 30% Contemporary instrumental hits, 20% Pop Standards hosted by live AIR PERSONALITIES. NEWS: live at :60 & :30 in AM, regularly throughout day w/stock market reports, updates & final, traffic & weather; journalism; public affairs. FEATURES: Jim Aylward w/Today's World at Large; Jim Branch Report. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 12/27/84.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Mark Bench.
 Director of Sales—Bob Werner.
 Program Director—Bob Dunphy.

2. REPRESENTATIVES
 Torbet Radio, Inc.

3. FACILITIES
 ERP 7,800 w. (horiz.), 5,500 w. (vert.); 105.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,220 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4d, 5.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 22a, 22b, 28b, 28c.
 Contracts: 40b, 41, 42b, 45, 47a.
 Comb.; Cont. Discounts: 60b, 62a, 62c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WRKS-FM

98. Kiss FM
 NEW YORK CITY



An RKQ Station

Media Code 4 233 5775 5.00 Mid 012369-000
 RKQ General, Inc.
 1440 Broadway, New York, NY 10018. Phone 212-764-6856.

PROGRAMMING DESCRIPTION

WRKS-FM: Programmed for 18-49 adults. Contact Representative for further details. Rec'd 6/4/82.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Barry Mayo.
 General Sales Manager—Harry Callahan.
 National Sales Manager—Lynn Bryan.

2. REPRESENTATIVES
 Republic Radio Sales, Inc.

NEW YORK

New York City—cont
WRKS-FM—cont

- 3. FACILITIES**
ERP 7,800 w. (horiz.), 5,500 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5.
Rate Protection: 10h, 11h, 12h, 14h.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24c, 25a, 28c, 31, 33d.
Contracts: 40b, 41, 42a, 42d, 45, 46, 49, 51b, 51e.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WOR.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



WSKQ
1947
NEWARK, NJ

Contemporary Spanish

(This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 4625 3.00 Mid 012399-000
Spanish Broadcasting System
1500 Broadway, New York, NY 10036. Phone 212-398-3820.

PROGRAMMING DESCRIPTION
WSKQ: Contemporary Spanish geared to modern day Hispanics. MUSIC: format consisting of variety of international Hispanic artists. NEWS: emphasis on local, nat'l & international, incl live feeds from major Latin American capitals; public affairs programming; sports at :30. FEATURES: contests, promotions, community involvement. Contact Representative for further details. Rec'd 10/30/84.

- 1. PERSONNEL**
Chairman of the Board—Raul Alarcon.
President—Rafael Diaz Gutierrez.
Exec. Vice-Pres./Corp. Affairs—Adriano Garcia.
Exec. Vice-Pres./Sales & Oper.—Raul Alarcon, Jr.

- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.

- 3. FACILITIES**
5,000 w.; 620 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

- 4. AGENCY COMMISSION**
15/0; payable 10th of month.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 27, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 72.
Affiliated with Caballero Radio Network.

TIME RATES

- No. 3 Eff 11/15/84—Rec'd 10/30/84.
*—Mon thru Sun 5-10 am.
**—Mon thru Sun 10 am-3 pm.
***—Mon thru Sun 3 pm-7 pm.
****—Mon thru Sun 7 pm-midnight.

- 6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
11	200 165 150 110 160 132 116 88	
13+	175 155 140 100 140 124 112 80	

- 7. PACKAGE PLANS** TAP—ROS

PER WK:	1 min	30 sec
15 (5****, 4***, 5***)	2160	1800
15 (4****, 4***, 3**, 4*)	1875	1590
12 (3****, 3***, 3**, 3*)	1560	1320

(D) (A)

WWDJ

1926
HACKENSACK, NJ



(This is a paid duplicate of the listing under New York City Urban Area, New York.)

Media Code 4 233 6443 9.00 Mid 012400-000
Communicom Corp. of New Jersey
Box 970, 187 Main St., Hackensack, NJ 07602. Phone 201-343-5097.

PROGRAMMING DESCRIPTION
WWDJ: Programmed for general audience. Religious inspirational format featuring nat'l & local ministries, contemporary Christian music. NEWS: local & nat'l. Public affairs talk show when available. Rec'd 8/24/83.

- 1. PERSONNEL**
General Manager—Joseph Battaglia.
Sales—Ed Abels.
Program Director—Joseph LaZizza.

- 3. FACILITIES**
5,000 w.; 970 khz. Directional.
Operating schedule: 24 hours daily. EST.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11f, 12f, 13f, 14f, 15a.
Basic Rates: 20b, 21b, 22b, 28c, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51c.
Comb.; Cont. Discounts: 60e, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.

TIME RATES

- Rec'd 11/22/82.
A—Sun 6 am-midnight.
B—Mon thru Sat 6 am-midnight.
C—Mon thru Sun midnight-6 am.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|-------|-------|-------|
| 1 min | 50 | 45 | 40 | 35 |
| 30 sec | 40 | 36 | 32 | 28 |
| 10 sec | 30 | 28 | 26 | 24 |

- 8. PROGRAM TIME RATES**

	CLASS A			
	52x	104x	260x	312x
1 hr	540	515
1/2 hr	430	404
1/4 hr	308	288

	CLASS B			
	468	410	366	334
1 hr	300	270	231	212
1/2 hr	230	205	180	154

	CLASS C			
	244	231	212	192
1 hr	192	180	154	142
1/2 hr	142	128	110	90

5 min: 50% of 1/4 rate.

(D)

WWRL



1926
NEW YORK CITY

Inspirational/Black



Media Code 4 233 5850 6.00 Mid 012370-000
A Div. of Unity Broadcasting Network N.Y., Inc.
41-30 58th St., Woodside, NY 11377. Phone 718-335-1600.

PROGRAMMING DESCRIPTION
WWRL: Programmed for black adult audiences. MUSIC: Inspirational, featuring top black contemporary and gospel artists with personalities. NEWS: 5 minutes on hour Mon-Sat 6 am-midnight. Public affairs & religious broadcasts Sun. Contact Representative for further details. Rec'd 2/27/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Vince Sanders, Sr.
General Sales Manager—Mel Williams, Jr.
Program Director—Don (Early) Allen.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
5,000 w., 1600 khz. Directional. Separate patterns day and night.
Operating schedule: 24 hours daily. EST.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15d, 15e.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25c, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 46, 51c.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES

- No. 32 Eff 9/13/82—Rec'd 2/25/83.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 5:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

- 6. SPOT ANNOUNCEMENTS**

GRID:	I	II	III	IV	V	VI
AAA	175	150	125	100	90	80
AA	150	125	100	90	80	70

GRID:	I	II	III	IV	V	VI
A	100	90	80	70	60	50
B	80	75	70	60	50	40
C	35	35	30	30	25	25

30 SECONDS						
AAA	140	120	100	80	72	64
AA	120	100	80	72	64	56
A	80	72	64	56	48	40
B	64	60	56	48	40	32
C	28	28	24	24	20	20

- 8. PROGRAM TIME RATES**
1 hr 600 1/2 hr 360

WYNY (FM)

97 WYNY FM
RADIO

1940
NEW YORK CITY



Media Code 4 233 5868 8.00 Mid 012371-000
National Broadcasting Co., Inc.
Room 252 WYNY, 30 Rockefeller Plaza, New York, NY 10112. Phone 212-664-4444, Twx, 212-640-5788.

PROGRAMMING DESCRIPTION
WYNY (FM): Adult Contemporary music blends old & new pop favorites with emphasis on familiarity of music; AIR PERSONALITIES integral to programming. NEWS: at :60 & :30 6-9 am M-Sat & at :60 4-6 pm M-F; traffic & weather reports daily in drivetimes. FEATURES: Saturday with Sinatra 7-11 pm & Sexually Speaking with Dr. Ruth 10 pm-12M Sun. Contact Representative for further details. Rec'd 1/30/85.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Harry Durando.
General Sales Manager—Jané Bartsch.
Local Sales Manager—Rotha Maddox.

- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- 3. FACILITIES**
ERP 50,000 w.; 97.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,300 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 7b.
Basic Rates: 20b.
AM facilities: WNBC.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

New York City Urban Area

MASLA SUBURBAN GROUP

M Masla Radio

Comprised of Non-Interconnected Stations
WJLK—Asbury Park NJ New Brunswick NJ
WJLK-FM— WMGQ (FM)—
Asbury Park NJ New Brunswick NJ
WGLI—Babylon WBLI (FM)—
WGCH—Greenwich CT Patchogue
WVIP, WVIP-FM— WHUD (FM)—
Mount Kisco Peekskill
WCTC WLNA—Peekskill
Media Code 4 233 5877 9.00 Mid 012372-000
Jack Masla & Co., Inc.
Business Office: 41 E. 42nd St. Room 1200, New York, NY 10017. Phone 212-490-3760.

- 1. PERSONNEL**
Eastern Sales Manager—Stanley Feinblatt.

- 2. REPRESENTATIVES**
Masla Radio.

- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by network.

RADIO LONG ISLAND NETWORK

Comprised of Non-Interconnected Stations
WCTO (FM)—Smithtown. WGSM—Huntington.
Media Code 4 233 5892 8.00 Mid 012374-000
Radio Long Island
Business Office: Box 697, Long Island, NY 11747.
Phone 516-423-6740, N.Y., 212-895-5040.

- 1. PERSONNEL**
General Manager—Richard J. Scholten.
Sales Manager—Neil Ward.

- 2. REPRESENTATIVES**
Roslin Radio Sales.
- 4. AGENCY COMMISSION**
15/0 time only.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by network.

WALK-FM

PATCHOGUE

WALK

1952
PATCHOGUE



Media Code 4 233 5894 4.00 Mid 012375-000
Island Broadcasting Company, Inc.
Colonial Dr., Box 230, East Patchogue L. I., NY 11772.
Phone 516-475-5200.

PROGRAMMING DESCRIPTION
WALK: MUSIC: Personality, Adult Contemporary. NEWS: comprehensive nat'l & local; in-depth weather forecasts plus business, sports & traffic reports. Contact Representative for further details. Rec'd 7/24/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Alan Beck.
Station Manager—Ron Gold.
General Sales Manager—Barbara Weimer Rumpel.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.

- 3. FACILITIES**
FM-ERP 45,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.
500 w. days; 1370 khz. Non-directional.
Operating schedule: 6 am-6 pm. EST.
Simulcast 6 am-6 pm.

- 4. AGENCY COMMISSION**
15/0; payable 10th of month.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61c.
Cancellation: 71a, 73a.
Member: New York Suburban Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



WAPP (FM)

1961
LAKE SUCCESS



Media Code 4 233 5897 7.00 Mid 012396-000
Doubleday Broadcasting Co., Inc.
173-15 Long Island Expressway, New York, NY 11365.
Phone 718-357-8000.

Sales Office: 100 Park Ave., New York, NY 10017.
Copy/prgm mat'l to studio add., Phone 212-682-6620.

PROGRAMMING DESCRIPTION
WAPP (FM): Targeted to 12-54, primary emphasis adults 18-34. MUSIC: CHR, mass appeal Contemporary Hits; AIR PERSONALITIES. NEWS: in AM drive. COMMERCIAL POLICY: max 8 min per hr. Contact Representative for further details. Rec'd 11/1/84.

- 1. PERSONNEL**
President—Gary Stevens.
Vice-Pres. & Gen'l Mgr.—E. Patrick McNally.
General Sales Manager—Ralph Garone.
Operations Manager—Gerry Cagle.
Program Director—Michael Ellis.

- 2. REPRESENTATIVES**
Major Market Radio Sales.

- 3. FACILITIES**
ERP 5,800 w. (horiz.), 5,800 w. (vert.); 103.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,390 ft. above average terrain.

- 4. AGENCY COMMISSION**
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25c, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 46, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D) (A)

WBAB-FM

1958
BABYLON

Media Code 4 233 5901 7.00 Mid 012376-000
Long Island Radio Co., Inc.
Box J, 235 Route 109, Babylon, NY 11702. Phone 516-587-1023.

PROGRAMMING DESCRIPTION

WBAB-FM: Programmed for adults & young adults. MUSIC: album oriented rock; popular blend of singles & album cuts; at 7 pm daily, local bands without recording contracts; special rock shows every wk; live concert broadcasts; rock interviews. AIR PERSONALITIES. NEWS: at :50 during 5, 6, 7, 8 am hrs & 4 & 5 pm hrs. Talk show featuring interviews with prominent figures in metro area. Rec'd 11/26/84.

1. PERSONNEL

President—Franz Allina.
Vice-Pres. & Gen'l Mgr.—Tony Michaels.
Vice-Pres. & Prog. Dir.—Bob Buchmann.
Sales Manager—Debbie Buglisi.

3. FACILITIES

ERP 2.340 w. (horiz.), 2.340 w. (vert.); 102.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 344 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

No. 24 Eff 6/1/84—Rec'd 6/22/84.
AAA—Choice of segments, choice of days.
AA—All segments, 7 days per wk.
(*) 5-10 am, 10 am-3 pm, 3-8 pm, 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID	I	II	III
PER WK:	12 ti 18 ti 24 ti	12 ti 18 ti 24 ti	12 ti 18 ti 24 ti
AAA	82 80 78 74	72 70	70
AA	74 72 69 66	64 61	61
PER WK:	12 ti 18 ti 24 ti		
AAA	66 64 62		
AA	58 56 53		

Overnite (1-5 am), 20.00.

WBLI (FM)

1961
PATCHOGUE



BECK-ROSS COMMUNICATIONS, INC.

nab NRBA

Media Code 4 233 5925 6.00 Mid 012377-000
WBLI, Inc., a division of Beck-Ross Communications, Inc.
3090 Rte 112, Medford, NY 11763. Phone 516-732-1061.
N.Y., 212-895-9310.

PROGRAMMING DESCRIPTION

WBLI: Target demo 25-34. MUSIC: Contemporary Hit combined with varied gold library. Limited commercials. Contact Representative for further details. Rec'd 5/6/83.

1. PERSONNEL

President—Martin F. Beck.
Vice-Pres. & Gen'l Mgr.—Herbert Usenheimer.
General Sales Manager—Samantha Baltzer.

2. REPRESENTATIVES

Masla Radio.
New England—The Queen Company.

3. FACILITIES

ERP 10,000 w. (horiz.), 10,000 w. (vert.); 106.1 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with The Beck-Ross Group.
Member: Masla Suburban Group.

TIME RATES

No. 20 Eff 1/1/85—Rec'd 11/9/84.
AAA—Mon thru Fri 5-10 am; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 3-8 pm; Sat & Sun 6-10 am & 3-8 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

1 MIN/LESS:	AAA	AA	A	B
Jan, Feb, Mar	95	90	85	70
Apr, May, Jun	105	100	95	80
Jul, Aug, Sept	115	110	105	85
Oct, Nov, Dec	125	120	115	90

6 ti wkly minimum.

WBRW

1971
BRIDGEWATER, NJ

See listing under city of license. Mid 012105-000

WCTC

1946
NEW BRUNSWICK, NJ

Mid 012093-000

See listing under city of license.

WCTO (FM)

1970
SMITHTOWN



A Greater Media Station



Media Code 4 233 5950 4.00 Mid 012378-000
WCTO-Stereo
Box 697, Long Island, NY 11747. Phone 516-423-6729.
718-995-5040.

PROGRAMMING DESCRIPTION

WCTO (FM): MUSIC: adult, popular—fully orchestrated, heavily instrumental, modern selections blended with familiar standards; 15-min uninterrupted music segments separated by showcased commercial breaks. COMMERCIAL POLICY: no more than 10 commercials in any hr with at least 50 min of music. NEWS: 1 min-10 sec at :30. Contact Representative for further details. Rec'd 11/28/84.

1. PERSONNEL

General Manager—Richard J. Scholem.
Sales Manager—Neil Ward.
Operations Manager—Tom Mulgrew.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 12c.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
AM facilities: WGSN, Huntington.
Member: Radio Long Island Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station

WFAS

1932
WHITE PLAINS

Affiliated Broadcasting, Inc.



NRBA

Media Code 4 233 5975 1.00 Mid 012379-000
Division of Affiliated Broadcasting, Inc.
Secor Rd., Hartsdale, NY 10530. Phone 914-693-2400.
New York Phone, 212-993-6460.
Mailing Address: Box 551, White Plains, NY 10602.

PROGRAMMING DESCRIPTION

WFAS: Programmed for adults. MUSIC: contemporary MOR, today's most popular music & favorites of yesterday. AIR PERSONALITIES host each segment. Personalities available for remotes. NEWS: county news team plus mobile news unit. Stock market information, direct line. Skytraffic & commuter reports 10x/day. Staff meteorologist. SPORTS: high school football & basketball, college basketball, play-by-play golf tournament, daily local sports reports. Contact Representative for further details. Rec'd 7/29/83.

1. PERSONNEL

General Manager—Doug Berle.
Operations Manager—Gerald P. Delaney.
Sales Manager—Sandy Schrieber.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0. 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: *11b, *12b, *13b, *14b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 24c, 25a, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*1) Provided that advertising equaling the weekly dollar equivalent of 3 Class B announcements is actually running at time of effective date of increase.

Affiliated with ABC Entertainment Radio Network.

TIME RATES

AM/FM COMBINATION

No. 3 Eff 4/1/83—Rec'd 4/18/83.

AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am.
B—Mon thru Fri 7 pm-midnight; Sat 3 pm-midnight; Sun 9 am-midnight.

6. SPOT ANNOUNCEMENTS

Section:	1	2	3	4	5
AAA	135	125	115	100	90
AA	110	105	95	84	74
A	105	100	84	72	60
B	80	70	60	45	30

AM only: 80% of AM/FM combination.

WFAS-FM

1947
WHITE PLAINS

Affiliated Broadcasting, Inc.



NRBA

Media Code 4 233 5987 6.00 Mid 012401-000
Division of Affiliated Broadcasting, Inc.
Secor Rd., Hartsdale, NY 10530. Phone 914-693-2400.
New York Phone, 212-993-6460.
Mailing Address: Box 551, White Plains, NY 10602.

PROGRAMMING DESCRIPTION

WFAS-FM: Programmed for adults 25-54. MUSIC: bright contemporary, uninterrupted 1/4 hr segments. NEWS: reg'l & local news capsules at :30, weather capsules at :30; add'l news/weather/traffic/commuter info during AM & PM drive. COMMERCIAL POLICY: 8 units per hr with no more than 2 commercials per 1/4 hr break. Contact Representative for further details. Rec'd 11/22/82.

1. PERSONNEL

General Sales Manager—Sandy Schreiber.
Operations Manager—Rich Roy.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

ERP 3,000 w. (horiz.); 3,000 w. (vert.); 103.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 670 ft. above average terrain.

4. AGENCY COMMISSION

15/0. 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: *11b, *12b, *13b, *14b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 24c, 25a, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

(*1) Provided that advertising equaling the weekly dollar equivalent of 3 Class B announcements is actually running at time of effective date of increase.
Sold in combination with WFAS. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

80% of AM/FM combination.

WGBB

1240WGBB

1924
FREEPORT



Media Code 4 233 6000 7.00 Mid 012380-000
1240 Radio Associates, L.P.
1240 Broadcast Plaza, Box 130, Merrick, NY 11566.
Phone 516-629-1240.

PROGRAMMING DESCRIPTION

WGBB: Mass appeal, target 25-54. MUSIC: Adult Contemporary. NEWS: hrly; Long Island traffic & weather reports. SPORTS: Hofstra football; Ranger hockey, Knicks basketball; hockey talk call-in show; full-time sports director w/ reports AM/PM drive & evening sports talk shows w/celebrity hosts. FEATURES: Brunch with Sinatra, 3 hrs; editorials, predominantly Long Island issues. Contact representative for further details. Rec'd 1/2/85.

1. PERSONNEL

President—Franz Allina.
General Manager—Tony Michaels.
Sales Manager—John J. Rywelski.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WGLI

1958
BABYLON



Media Code 4 233 6050 2.00 Mid 012381-000
Babylon Communications, Inc.
1290 Peconic Ave., Babylon L.I., NY 11704. Phone 516-669-1290, N.Y., 212-297-9393.

PROGRAMMING DESCRIPTION

WGLI: Programmed for adults 30-54. MUSIC: Golden Oldies; hits of 50's & 60's; current top 20 countdown. NEWS: locally produced 2x/hr incl Shadow Traffic, weather, business reports, network & AP. SPORTS: 3x/hr in drive; local dept. TALK: telephone call-ins 6 hr/wk incl consumer issues, answers, gardening. FEATURES: Paul Harvey, Howard Cosell, Week in Review, Fri Nite Rock 'n Roll Dance Party, Juke Box Sat Nite, Elvis Presley Hour. Contact Representative for further details. Rec'd 10/26/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Andrew R. Pettit.
General Sales Manager—Betty Butler.
Vice-Pres. & Oper. Dir.—Lisa Moore.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

5,000 w. day; 1,000 w. night; 1290 khz. Directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 14a.
Basic Rates: 20a, 21b, 23a, 25a, 27.
Contracts: 40a, 41, 46.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 24 Eff 9/1/84—Rec'd 10/26/84.
AAA—5-10 am, 10 am-3 pm & 3-8 pm, fixed.
AA—5 am-8 pm.
A—8 pm-midnight.
B—midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5	6
AAA	54.00	48.00	38.00	32.00	28.00	26.00
A	38.00	32.00	26.00	22.00	18.00	16.00
B	30.00	26.00	22.00	18.00	14.00	12.00

30 SECONDS

AAA	43.20	38.40	30.40	25.60	22.40	20.80
A	30.40	25.60	20.80	17.60	14.40	12.80
B	24.00	20.80	17.60	14.40	11.20	9.60

7. PACKAGE PLANS

GRID:	1	2	3	4	5	6
1 min	46.00	40.00	32.00	28.00	24.00	20.00
30 sec	36.80	32.00	25.60	22.40	19.20	16.00

WGRC

1977
SPRING VALLEY

Media Code 4 233 6075 9.00 Mid 012460-000
The Great Radio Company, Inc.
25 Church St., Spring Valley, NY 10977. Phone 914-352-1300, 201-930-1300.

PROGRAMMING DESCRIPTION

WGRC: Programmed for adults 25-49. MUSIC: soft Adult Contemporary with complementing mix of old & new songs; AIR PERSONALITIES handle all segments. FEATURES: The Garden Spot with Floss & Stan Dworkin Sat 10 am-noon; Sinatra Strings & Friends Sun 1-3 pm; Sun incl Italian Hour, senior citizen show, Jewish show; Irish Hour; remotes & special events coverage. NEWS: local, reg'l & nat'l at regular intervals; local & nat'l sports; weather; business reports; during PM drive. Contact Representative for further details. Rec'd 2/1/85.

1. PERSONNEL

Senior Sales Representative—Joe Crothers.
Program Director—Peter Kurisko.
Chief Engineer—Marshall Giltitz.
Music Director—Andrew Stelatos.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

500 w.; 1300 khz. Directional. Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION

15%.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 2/1/85—Rec'd 2/1/85.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

WEEKLY—CLASS AA	6 ti	12 ti	18 ti	24 ti	30
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NEW YORK

New York City Urban Area—cont

WGSM

1951
HUNTINGTON



A Greater Media Station

Radio Long Island Network



NRBA

Media Code 4 233 6100 5.00 Mid 012382-000
WGSM, Inc.
Box 74, Long Island, NY 11747. Phone 516-423-6740.

PROGRAMMING DESCRIPTION
WGSM: MUSIC: Traditional MOR. Adult stars, general popular 50%; standards, 50%. NEWS: 5 min on the :60, 15 min at 7:15 am & 5:15 pm; operates with 7 reporters, 50 stringers, 1 mobile unit, shadow airplane traffic reports, 6 meteorologists feature this specific area's weather, nat'l, internal, reg'l & local editorials. FEATURES: Sinatra Hour M/F at 11 am; financial news/stock market reports 5x daily; fishing reports; reviews of movies, restaurants & theatre, sports & road conditions; Sunday: The Swingin' Years, The Lone Ranger & The Green Hornet. SPORTS: headlines every 20 min in drive times plus coverage of special events. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
General Manager—Richard J. Scholem
General Sales Manager—Paul Fleishman
Program Director—Jim Ferguson.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
25,000 w.; 740 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a.
FM facilities: WCTO (FM), Smithtown.
Member: Radio Long Island Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHBI (FM)

1962
NEWARK, NJ

Media Code 4 233 6150 0.00 Mid 012383-000
Cosmopolitan Broadcasting Corp.
80 Riverside Dr., New York, NY 10024. Phone 212-799-8000.
1 min rate 1x: 25.00.

WHLI

WHLI
1000 AM

1947
HEMPSTEAD



NRBA

Media Code 4 233 6200 3.00 Mid 012384-000
Williams Broadcasting, Inc.
384 Clinton St., Hempstead, NY 11550. Phone 516-481-8000, N.Y., 212-658-1100.

PROGRAMMING DESCRIPTION
WHLI: Programmed for adults. MUSIC: The Music of Your Life. Great all time adult popular classics. NEWS: local emphasis AM/PM drive. Emphasis community service & information for weather, traffic, trains, school closings, etc. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
President—Robert L. Williams.
General Manager—Philip Stumbo.
Sales Manager—Gretchen Douglas.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
10,000 w. days; 1100 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 net time; monthly.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60j, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKJY (FM).

Member: New York Suburban Radio Network.

TIME RATES

WHLI/WKJY (FM) COMBINATION
No. 1 Eff 7/15/84—Rec'd 7/2/84.

- SPOT ANNOUNCEMENTS**
GRID: 1 2 3 4
6-10 am, 3-8 pm 135 130 125 120
10 am-3 pm 125 120 115 110
30 sec: 80% of 1-min.

WHLI only: 60% of WHLI/WKJY (FM) combination.



WHTZ (FM)

1961
NEWARK, NJ

EASTMAN RADIO, INC.



NRBA

Media Code 4 233 6202 9.00 Mid 031318-000
Malrite Communications Group, Inc.
333 Meadowlands Pkwy., Secaucus, NJ 07094. Phone 201-867-5000.
Sales Office: 510 Madison Ave., New York, NY 10022.
Phone 212-826-6161.

PROGRAMMING DESCRIPTION
WHTZ (FM): Programmed for adults and young adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Contemporary Hit Radio. FEATURES: Z Morning Zoo M-F 6-10 am. NEWS: tristate, nat'l & internat'l; meteorologist weather. Contact Representative for further details. Rec'd 2/2/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dean Thacker.
General Sales Manager—Gary Fisher.
National Sales Manager—Jeff Dinetz.
Program Director—Scott Shannon.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 7,800 w. (horiz.), 5,500 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60g, 61a, 61b, 61c.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D/A)

WHUD (FM)

1958
PEEKSKILL

Beautiful Music



Media Code 4 233 6204 5.00 Mid 012385-000
Radio Terrace, Inc.
Radio Terrace, Box 188, Peekskill, NY 10566. Phone 914-737-1124, 725-0001.

PROGRAMMING DESCRIPTION
WHUD (FM): Programmed for adults. MUSIC: beautiful music in 15-min segments except M-F 5:30-10 am when morning personality is featured. NEWS: 5-min at :55 and :25, 5:55-9:55 am; hrly 10:55-5:55 am. Meteorologist featured hrly. Business reports at 5:30 & 6:55 pm. COMMERCIAL POLICY: maximum 10 units per hr except 6-10 am when 16 units per hr. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
President—Gary B. Pease.

- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 times only: 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 81.
AM facilities: WLNA, Peekskill.
Affiliated with Connecticut Radio Network.
Member: Masla Suburban Group.

TIME RATES

Eff Rec'd 10/26/84.

- PACKAGE PLANS**
MON THRU SUN 6 AM-MIDNIGHT
PER WK, 1 MIN/30 SEC: 1-12 18 ti 24 ti
TAP 50 45 42
Custom (guaranteed dayparts) 65 55 50

WIXL (FM)

1961
NEWTON, NJ

See listing under city of license.

Mid 012095-000

WKJY (FM)

WKJY JOY 98 FM
1947
HEMPSTEAD



NRBA

Media Code 4 233 6208 6.00 Mid 012386-000
Williams Broadcasting, Inc.
384 Clinton St., Hempstead, NY 11550. Phone 516-481-8000, N.Y., 212-658-1100.

PROGRAMMING DESCRIPTION
WKJY (FM): Programmed for adults. MUSIC: alive & beautiful. News, weather, traffic, etc. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 5/22/79.

- PERSONNEL**
President—Robert L. Williams.
General Sales Manager—Phil Stumbo.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60j, 61c, 62a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHLI.
Member: New York Suburban Radio Network.
Sold in combination with WHLI. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
60% of WHLI/WKJY (FM) combination.

WKMB

1972
STIRLING, NJ

See listing under city of license.

Mid 012106-000

WLIM

(formerly WYFA)
1978
PATCHOGUE

Media Code 4 233 6235 9.00 Mid 012387-000
Long Island Music Broadcasting Corp.
Woodslee Ave., Patchogue, NY 11772. Phone 516-475-1580.

PROGRAMMING DESCRIPTION
WLIM: Programmed for adults. MUSIC: traditional MOR, emphasis on stds produced by station & presented by air personalities. Well known vocalists & jazz programs Sun. NEWS: 5 person news dept.; all newscasts locally produced; 15 min at 7:15 am; 10 min at noon & 6 pm; 5 min 1/2 hr in drive time & hrvy elsewhere; AP wire & network. Contact Representative for further details. Rec'd 8/24/81.

- PERSONNEL**
President—Jack Ellsworth.
Vice-President—George Drake.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
10,000 w. days; 1580 khz.
Operating schedule: Sunrise-local sunset. EST.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 45, 46, 49, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Comb.; Cont. Discounts: 60a, 61c.
Prod. Services: 80, 82.

TIME RATES

Eff Rec'd 9/28/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-noon & 3-7 pm.
A—Mon thru Sat noon-3 pm & 7 pm-sign-off.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec
AAA 34 32 30 28 29 27 25 23
AA 32 30 28 26 27 25 23 21
A 30 28 26 24 25 23 21 19
Fixed position: extra 20%.

- SPECIAL FEATURES**
Special programming—Sun 9 am-3 pm 1 min 40.00, 30 sec 30.00.
Weather/Ski Report—AAA/AA/A rate plus 10%.

WLIR (FM)

1959
GARDEN CITY

NRBA

Media Code 4 233 6262 3.00 Mid 012388-000
Phoenix Media Corp.
175 Fulton Ave., Hempstead L.I., NY 11550. Phone 516-485-9200.

PROGRAMMING DESCRIPTION
WLIR (FM): Programmed for young adults 16-34. MUSIC: live concerts with major artists Tues 9-10 pm; Off The Boat, import program Sun 10-11 pm; Search For Screamer of The Week, favorite song of wk as voted by listeners Thur 4-10 pm; Dare 10 Countdown, top 10 most requested songs of wk Fri 6 pm; Flock Over London Sun 10 am; Party out of bounds ea Fri & Sat 7 pm-5 am; Platter du Jour with Trulia Child Mon-Fri 8:30 am; Punky Reggae Dance Party Sun 11 pm-12M; Lunch Box noon M-F. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
General Manager—Elton L. Spitzer.
Station Manager—Zim Barstein.
Program Director—Denis McNamara.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Antenna ht.: 300 ft. above average terrain.
Operating Schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% on net time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 26 Eff 6/1/83—Rec'd 6/2/83.

- PACKAGE PLANS**
PER WK: 1 ti 12 ti 18 ti 24 ti
1 min 100 95 90 85
30 sec 80 76 72 68

- TAP**
- MON-SUN:** 1 min
- 6 ti (2 5-10 am, 2 10 am-3 pm, 1 3-7 pm, 1 7-midnight) 85
12 ti (3 5-10 am, 2 10 am-3 pm, 3 3-7 pm, 3 7-midnight, 1 midnight-1 am) 80
18 ti (5 5-10 am, 5 10 am-3 pm, 3 3-7 pm, 4 7-midnight, 1 midnight-1 am) 75
24 ti (7 5-10 am, 6 10 am-3 pm, 4 3-7 pm, 5 7-midnight, 2 midnight-1 am) 70
30 sec: 80% of 1-min.

- SPECIAL FEATURES**
Newscasts 1 1/2x 1-min.

WLIX

1959
ISLIP



Media Code 4 233 6275 5.00 Mid 012389-000
Living Communications, Inc.
138 W. Main St., Bay Shore L.I., NY 11706. Phone 516-968-5400.
1 min rate 1x: 45.00.

WLNA

1948
PEEKSKILL

Media Code 4 233 6286 2.00 Mid 012419-000
Radio Terrace, Inc.
Radio Terrace, Box 188, Peekskill, NY 10566. Phone 914-737-1124, 725-0001.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 23.50.

WMGQ (FM)1947
NEW BRUNSWICK, NJ

Mid 012094-000

See listing under city of license.

WNJR1947
NEWARK, NJ

Mid 012390-000

Media Code 4 233 6297 9.00
Sound Radio, Inc.
1700 Union Ave., Union, NJ 07083. Phone 201-688-5000.**2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 84.00.**WNYG****WNYG**1957
BABYLONMedia Code 4 233 6320 9.00
Babylon-Bayshore Broadcasting Co.
Rt. 109, Babylon L. I., NY 11704. Phone 516-661-4000.**PROGRAMMING DESCRIPTION**

WNYG: Programmed for adults. MUSIC: Memory format of big bands, steds, MOR, presented by AIR PERSONALITIES. NEWS: plus sports in drive, local emphasis. FEATURES: fishing reports, senior citizen show, interview program & Italian-American programming Sat 9 am-noon & Sun 10 am-2 pm. Rec'd 5/1/84.

1. PERSONNELPresident—Sol Horenstein.
Vice-President Sales—Lawrence Walsh.
General Manager—Tony James.**3. FACILITIES**1,000 w. days; 1440 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.**TIME RATES**

Eff 7/1/84—Rec'd 12/27/84.

AAA—Mon thru Fri 6-10 am & 3-6 pm.
AA—All other times.**6. SPOT ANNOUNCEMENTS**

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	42	39	36	33	35	33	30	38
AA	40	37	34	29	34	32	29	26

WPAT1941
PATERSON, NJMedia Code 4 233 6350 6.00
Division of Capital Cities Communications, Inc.
605 3rd Ave., New York, NY 10158. Phone 212-599-1993.
Studio: 1396 Broad St., Clifton, NJ 07013. Phone 212-688-9300, 201-345-9300.
Copy & Program material to Studio address.**PROGRAMMING DESCRIPTION**

WPAT: Programmed for adults & young adults. MUSIC: Beautiful; blend of original artists & instrumental selections of currents & standards. NEWS: in AM drive at :25 & :55 w/frequent time checks, weather reports & traffic/transit information plus live personality host; news/weather reports every 25 min throughout day w/stock market updates every 2 hrs. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNELPres. & Gen'l Mgr.—Fred Weinhaus.
Operations Manager—Ken Lamb.
N.Y. Sales Manager—Gene Hobicorn.
National Sales Manager—John Fennell.**2. REPRESENTATIVES**

Christal Radio.

3. FACILITIES5,000 w.; 930 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 29a, 29b, 30.
Contracts: 40c, 41, 42b, 42d, 43, 44b, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.**TIME RATES**

Eff 6/1/81—Rec'd 5/15/81.

6. SPOT ANNOUNCEMENTS

	1-14 ti			
	5:15-1 am	6:00-11:59 am	12:00-11:59 pm	12:00-11:59 pm
AM/FM COMBINATION	200			

10. SPECIAL FEATURES
Newscasts, extra 25.00.

(D)

WPAT-FM1957
PATERSON, NJMedia Code 4 233 6351 4.00
Division of Capital Cities Communications, Inc.
605 3rd Ave., New York, NY 10158. Phone 212-599-1993.
Studio: 1396 Broad St., Clifton, NJ 07013. Phone 212-688-9300, 212-345-9300.**PROGRAMMING DESCRIPTION**

WPAT-FM: Programmed for young adults and adults. MUSIC: Beautiful; blend of original artist & instrumental selections of currents & standards. NEWS: AM drive at :25 & :55 w/frequent time checks, weather reports & traffic/transit information plus live personality host; news/weather reports every 25 min throughout day w/stock market updates every 2 hrs. Contact Representative for further details. Rec'd 8/30/82.

1. PERSONNELPres. & Gen'l Mgr.—Fred Weinhaus.
Operations Manager—Ken Lamb.
N.Y. Sales Manager—Gene Hobicorn.
National Sales Manager—John Fennell.**2. REPRESENTATIVES**

Christal Radio.

3. FACILITIESERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 25a, 29a, 29b, 30.
Contracts: 40c, 41, 42b, 42d, 43, 44b, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with Eastman Radio, Inc.
Affiliated with NBC Radio Network.
Sold in combination with WPAT. See that listing.**TIME RATES**

Eff 6/1/81—Rec'd 5/15/81.

6. SPOT ANNOUNCEMENTS

	1-14 ti			
	5:15-1 am	6:00-11:59 am	12:00-11:59 pm	12:00-11:59 pm
MON THRU SUN, 1 MIN:	125			

WRKL1964
NEW CITY

market 4 radio

Media Code 4 233 6365 4.00
Rockland Broadcasters
Route 202, Rockland County, NY 10970. Phone 914-354-2000, NYC, 212-543-1200.**PROGRAMMING DESCRIPTION**

WRKL: Programmed for adults. MUSIC: Adult Contemporary. NEWS: AP, local with 5 full-time news people & 9 stringers; news every 1/2 hr, extended coverage 5x daily. Contact Representative for further details. Rec'd 11/28/83.

1. PERSONNELVice Pres. & Gen'l Mgr.—Morton M. Siegel.
Station Manager—Bobby Lewis.**2. REPRESENTATIVES**

Market 4 Radio.

3. FACILITIES1000 w., 910 khz. Directional.
Operating schedule: 6 am-local sunset. EST.**4. AGENCY COMMISSION**

15/0 on time.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 42b, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.**TIME RATES**

Eff 11/28/83—Rec'd 12/3/84.

6. SPOT ANNOUNCEMENTS

	12 ti 18 ti 30 ti			
	M-Sat 6-10 am & 3-7 pm	7-11:59 am	12:00-11:59 pm	12:00-11:59 pm
PER WK, 1 MIN:	37	35	33	
All other times	31	29	27	
30 sec: 80% of 1-min.				

WRTN (FM)1953
NEW ROCHELLE

Mid 012342-000

See listing under city of license.

WSKO1947
NEWARK, NJMedia Code 4 233 4625 3.00
Spanish Broadcasting System
1500 Broadway, New York, NY 10036. Phone 212-398-3820.**PROGRAMMING DESCRIPTION**

WSKO: Contemporary Spanish geared to modern day Hispanics. MUSIC: format consisting of variety of international Hispanic artists. NEWS: emphasis on local, nat'l & internat'l, incl live feeds from major Latin American capitals; public affairs programming; sports at :30. FEATURES: contests, promotions, community involvement. Contact Representative for further details. Rec'd 10/30/84.

1. PERSONNELChairman of the Board—Raul Alarcon.
President—Rafael Diaz Gutierrez.
Exec. Vice-Pres./Corp. Affairs—Adriano Garcia.
Exec. Vice-Pres./Sales & Oper.—Raul Alarcon, Jr.**2. REPRESENTATIVES**

Caballero Spanish Media, Inc.

3. FACILITIES5,000 w.; 620 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 27, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 72.
Affiliated with Caballero Radio Network.**TIME RATES**

No. 3 Eff 11/15/84—Rec'd 10/30/84.

***—Mon thru Sun 5-10 am.

**—Mon thru Sun 10 am-3 pm.

*—Mon thru Sun 3 pm-7 pm.

—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	1 ti	2 ti	3 ti	4 ti	1 ti	2 ti	3 ti	4 ti
PER WK:	200	165	150	110	160	132	116	88
13+	175	155	140	100	140	124	112	80

7. PACKAGE PLANS

	TAP—ROS		1 min	30 sec
18 ti (5****, 4***, 5**, 4')	2160	1800		
15 ti (4****, 4***, 3**, 4')	1875	1590		
12 ti (3****, 3***, 3**, 3')	1560	1320		

(D) (A)

WTHE1964
MINEOLAMedia Code 4 233 6400 9.00
Bursam Communications Corp.
266 Maple Pl., Mineola, NY 11501. Phone 516-742-1520.**2. REPRESENTATIVES**Universal Broadcasting Corporation.
1 min rate 1x: 50.00.**WVVP**1957
MOUNT KISCO1964
MOUNT KISCOMedia Code 4 233 6425 6.00
V I P Broadcasting Corp.
Radio Circle, Box 608, Mount Kisco, NY 10549. Phone 914-241-1310, 725-0449.**2. REPRESENTATIVES**Masla Radio.
1 min rate 1x: 30.00.**WVOX**1950
NEW ROCHELLE

Mid 012343-000

See listing under city of license.

WWDJ1926
HACKENSACK, NJMedia Code 4 233 6443 9.00
Communicorp. of New Jersey
Box 970, 167 Main St., Hackensack, NJ 07602. Phone 201-343-5097.**PROGRAMMING DESCRIPTION**

WWDJ: Programmed for general audience. Religious inspirational format featuring nat'l & local ministries, contemporary Christian music. NEWS: local & nat'l. Public affairs talk show when available. Rec'd 8/24/83.

1. PERSONNELGeneral Manager—Joseph Battaglia.
Sales—Ed Abels.
Program Director—Joseph LaZizza.**3. FACILITIES**5,000 w.; 970 khz. Directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11f, 12f, 13f, 14f, 15a.
Basic Rates: 20b, 21b, 22b, 28c, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51c.
Comb.; Cont. Discounts: 60e, 60f, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.**TIME RATES**

No. 3 Eff 11/22/82.

A—Sun 6 am-midnight.

B—Mon thru Sat 6 am-midnight.

C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	6 ti				12 ti				18 ti				24 ti			
PER WK:	50	45	40	35	40	36	32	28	30	26	22	18	14	10	6	

8. PROGRAM TIME RATES

	CLASS A			
	52x	104x	260x	312x
1 hr	540	515
1/2 hr	430	404
1/4 hr	308	288

	CLASS B			
	468	410	366	334
1 hr	300	270	231	212
1/2 hr	230	205	180	154

	CLASS C			
	244	231	212	192
1 hr	192	180	154	142
1/2 hr	142	128	110	90

5 min: 50% of 1/4 rate.

WYFA

Call letters have been changed to:

WLIM

Mid 012387-000

WZFM (FM)

BRIARCLIFF MANOR/WHITE PLAINS, N.Y.

1960
BRIARCLIFF MANORMedia Code 4 233 6446 2.00
ZFM Inc.
444 Bedford Road, Pleasantville, NY 10570. Phone 914-747-1071.**PROGRAMMING DESCRIPTION**

WZFM (FM): Programmed for adults & young adults 18-34 & 25-49. MUSIC: blend of current Adult Contemporary, recent hits & oldies from 1955 to present. Live AIR PERSONALITIES handle all segments. NEWS: team broadcasts local information every 1/2 hr in drive; staff meteorologist; hrly weather updates, commuter information during drive time. FEATURES: Sat night special, all request oldies show, remotes. Contact Representative for further details. Rec'd 11/27/84.

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NEW YORK

Norwich

Chenango County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WCHN
1953
NORWICH

Mid 012405-000
See SRDS Spot Radio Small Markets Edition.

WKXZ (FM)
1961
NORWICH

Mid 029017-000
See SRDS Spot Radio Small Markets Edition.

Ogdensburg

St. Lawrence County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WPAC (FM)
1981
OGDENSBURG

Mid 012406-000
See SRDS Spot Radio Small Markets Edition.

WSLB
1940
OGDENSBURG

Mid 012407-000
See SRDS Spot Radio Small Markets Edition.

Olean

Cattaraugus County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

WBZJ (FM)
1978
OLEAN

Mid 012408-000
See SRDS Spot Radio Small Markets Edition.

WEBF (FM)

1949
OLEAN



Media Code 4 233 6625 1.00 Mid 012409-000
WHDL, Inc.
3219 W. State Rd., Olean, NY 14760. Phone 716-372-0161.

PROGRAMMING DESCRIPTION
WEBF (FM): MUSIC: Easy Listening. NEWS: local & nat'l; weather. Rec'd 6/5/81.

1. PERSONNEL
Pres. & Gen'l Mgr.—John R. Henzel.
Asst. Sta. Mgr. & Prog. Dir.—Donald F. McLean.
Sales Manager—Joseph K. Eade.

3. FACILITIES
ERP 43,000 w.; 95.7 mhz. Stereo.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 830 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WHDL.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 6/5/81.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11

20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

(SMD)

WHDL

1929
OLEAN



Media Code 4 233 6650 9.00 Mid 012410-000
WHDL, Inc.
3219 W. State Rd., Olean, NY 14760. Phone 716-372-0161.

PROGRAMMING DESCRIPTION
WHDL: Programmed for adult audience. MUSIC: MOR. NEWS: local at :60; network at :55. SPORTS: area high school football & basketball, college basketball, pro football, college football; special ski programs in season. Rec'd 6/8/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—John R. Henzel.
Asst. Sta. Mgr. & Prog. Dir.—Donald F. McLean.
Sales Manager—Joseph K. Eade.

3. FACILITIES
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 6:00 am-11:15 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WEBF (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff 3/1/71—Rec'd 2/4/71.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11

20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 Min—1-1/2x 1 min.

(SMD)

WMNS
1957
OLEAN

Mid 012411-000
See SRDS Spot Radio Small Markets Edition.

Oneida

Madison County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WMCR
1956
ONEIDA

WMCR-FM
1972
ONEIDA

Mid 012412-000
See SRDS Spot Radio Small Markets Edition.

Oneonta

Otsego County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WDOS
1947
ONEONTA

Mid 012413-000
See SRDS Spot Radio Small Markets Edition.

WSRK (FM)
1975
ONEONTA

Mid 012415-000
See SRDS Spot Radio Small Markets Edition.

WZOZ-FM
1972
ONEONTA

Mid 012414-000
See SRDS Spot Radio Small Markets Edition.

Oswego

Oswego County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WSGO

1961
OSWEGO

WSGO-FM

1973
OSWEGO



Media Code 4 233 6850 8.00 Mid 012416-000
Gessner Communications, Inc.
E. Seneca St., Box 144, Oswego, NY 13126. Phone 315-343-1440.

PROGRAMMING DESCRIPTION
WSGO/WSGO-FM: Aimed at young to middle adults. NEWS: 6-10 am major emphasis on local & world, weather & local information; station meteorologist w/local weather. MUSIC: Top Contemporary; 11 am-12M Top 40, album cuts & million sellers. AIR PERSONALITIES: handle all segments. FARM: 6:05 am Farm World & 12:15 pm Farm Bureau reports. SPORTS: high school & state U play-by-play. FEATURES: 10-11 am tele/talk show; Wed 10-11 am women's discussion; community involvement, local fund raising drives, community action report, community bulletin board 10x daily, promotions & contests. Contact Representative for further details. Rec'd 9/1/76.

1. PERSONNEL
General Manager—Robert C. Gessner.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w.; 1440 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15%; 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff—Rec'd 8/1/83.

AAA—6-9 am.
AA—3-7 pm.
A—9 am-3 pm.
B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	5 ti	7 ti	10 ti	14 ti	21 ti
AAA	15.00	14.50	14.00	13.50	13.00
AA	14.00	13.50	13.00	12.50	12.00
A	13.00	12.50	12.00	11.50	11.00
B	12.00	11.50	11.00	10.50	10.00

20/30 sec: 80% of 1-min.

(SMD)

Owego

Tioga County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WEBO
1957
OWEGO

Mid 012417-000
See SRDS Spot Radio Small Markets Edition.

WWWT (FM)

1972
OWEGO

Mid 012418-000
See SRDS Spot Radio Small Markets Edition.

Patchogue

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Patterson

Putnam County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WRVH (FM)

1982
PATTERSON

Mid 033097-000
See SRDS Spot Radio Small Markets Edition.

Peekskill

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Penn Yan

Yates County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WQKA
1982
PENN YAN

Mid 030954-000
See SRDS Spot Radio Small Markets Edition.

Plattsburgh

Clinton County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WEAV
1934
PLATTSBURGH

Mid 012420-000
See SRDS Spot Radio Small Markets Edition.

WEZF (FM)
1969
BURLINGTON
NRBA

(This is a paid duplicate of the listing under Burlington, Vermont.)

Media Code 4 247 3975 3.00 Mid 014700-000
Knight Radio, Inc.
1500 Hegeman Ave., Ft. Ethan Allen, Winooksi, VT 05404. Phone 802-655-0093.

PROGRAMMING DESCRIPTION
WEZF (FM): Easy listening for adults 25+. NEWS: Hrly. Live AM & PM drive format M-F 6-9 am & 4-7 pm w/5-min at :30. Ski reports & marine forecasts in season. COMMERCIAL POLICY: 4 spot clusters per hr. AM drive spots are 10-min per hr max. Contact Representative for further details. Rec'd 10/3/83.

1. PERSONNEL
Vice-Pres., Gen'l & Gen'l Sales Mgr.—Thomas H. Pierce.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,703 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24c, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 51c.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(D)

WGFB (FM)
1960
PLATTSBURGH

Mid 012421-000
See SRDS Spot Radio Small Markets Edition.

WIRY
1950
PLATTSBURGH



Masla Radio



Media Code 4 233 7150 9.00 Mid 012422-000
WIRY, Inc.
301-03 Cornell St., Plattsburgh, NY 12901. Phone 518-563-1340.

PROGRAMMING DESCRIPTION
WIRY: Serves demographic cross section. NEWS: live local newscasts daily; network at :60 & :30; marine weather forecasts during boating season. MUSIC: Adult Contemporary format incl. Top 40 w/general mix containing music from past 20 yrs. SPORTS: Yankee baseball; local high school & college events. FARM: daily AM features w/county agent. Contact Representative for further details. Rec'd 7/11/84.

- 1. PERSONNEL**
President—Donald L. Pelkey.
Station Manager—Annette E. Devan.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
1,000 w., 1,000 w. nights; 1340 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

No. 9 Eff 1/1/83—Rec'd 12/27/82.

AA—Mon thru Sun 6-10 am & 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17.00	16.50	16.00	15.50	15.00
30 sec	13.60	13.20	12.80	12.40	12.00
1 min	CLASS A				
	14.50	14.00	13.50	13.00	12.50
30 sec	11.60	11.20	10.80	10.40	10.00

(SMD)

WKDR

1968
PLATTSBURGH

Mid 012423-000

See SRDS Spot Radio Small Markets Edition.

WLFE (FM)

1970
ST. ALBANS

(This is a paid duplicate of the listing under St. Albans, Vermont.)

Media Code 4 247 6944 6.00 Mid 014712-000
Radio St. Albans, Inc.,
U.S. Route 7, St. Albans, VT 05478. Phone 802-524-2133, 893-6666.

PROGRAMMING DESCRIPTION

WLFE (FM): Programmed for all ages. MUSIC: Modern Country; mixture of current top Country hits & hits of 60's & 70's; Live AIR PERSONALITIES handle AM & PM drivetimes. NEWS: condensed news & sports reports 2x/hr; emphasis on local & reg'l weather. COMMERCIAL POLICY: max 12 spots/hr in clusters of 3 spots 4x/hr; spots further limited to 8/hr. Contact Representative for further details. Rec'd 10/9/80.

1. PERSONNEL

Pres./Sales—David R. Kimel.
Vice-Pres./Programming—John O. Kimel.

2. REPRESENTATIVES

Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.

3. FACILITIES

ERP 300 w. circular polarized; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WWSR.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

6-10 AM & 3-7 PM

1 min	104 ti		156 ti
	14	13	
30 sec	12	11	10
1 min	ROS		
	12	11	10
30 sec	10	9	8

(SMD)(D)

Port Henry

Essex County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WHRC-FM

1982
PORT HENRY

Mid 012424-000

See SRDS Spot Radio Small Markets Edition.

Port Jervis

Orange County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WDLC

1953
PORT JERVIS

Mid 012425-000

See SRDS Spot Radio Small Markets Edition.

WTSX (FM)

1970
PORT JERVIS

Mid 034244-000

See SRDS Spot Radio Small Markets Edition.

Potsdam

St. Lawrence County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WPDM

1955
POTSDAM

Mid 012426-000

See SRDS Spot Radio Small Markets Edition.

WSNN (FM)

1968
POTSDAM

Mid 012427-000

See SRDS Spot Radio Small Markets Edition.

WYBG

1958
MASSENA

Mid 012333-000

See listing under city of license.

Poughkeepsie

(including Hyde Park)

Dutchess County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the Major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBPM (FM)

1965
KINGSTON

(This is a paid duplicate of the listing under Kingston, New York.)

Media Code 4 233 3700 5.00 Mid 012323-000
Historic Hudson Valley Radio, Inc.,
82 John St., Box 1880, Kingston, NY 12401. Phone 914-331-8202.

PROGRAMMING DESCRIPTION

WBPM (FM): Programmed for 18-34. MUSIC: Top 40 with Solid Gold. NEWS: 4-man department; mobile unit; emphasis on local news with reg'l, nat'l & internat'l; 10-min local news at 6:40, 7:40, 8:40 am, & 5:40 pm; Accu-Weather client. FEATURES: community service integrated with entertainment; Contemporary music concerts. Rec'd 7/23/84.

1. PERSONNEL

President—Walter C. Maxwell.
Sales Manager—Jean Fitzgerald-Maxwell.
Program Director—Thom Williams.

3. FACILITIES

ERP 880 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 540 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WGHO.

Affiliated with NBC-The Source.

TIME RATES

Eff—Rec'd 7/23/84.

AM Drive—Mon thru Sat 6-10 am.

Daytime—Mon thru Sat 10 am-3 pm; Sun all day.

PM Drive—Mon thru Sat 3-7 pm.

Evening—Mon thru Sun 7 pm-midnight.

Overnight—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 min	AMD DT PMD EVE ON			
	23	19	28	20
30 sec	22	17	26	18

(SMD) (D)

WEOK

1949
POUGHKEEPSIE

Media Code 4 233 7300 0.00 Mid 012428-000
WEOK Broadcasting Corp.
Box 416, Pendell Rd., Poughkeepsie, NY 12602. Phone 914-471-1500, New York City, 212-792-3300.

PROGRAMMING DESCRIPTION

WEOK: Programmed for adults 25-54. MUSIC: Adult contemporary. ENTERTAINMENT: 6-10 am AIR PERSONALITIES, music, commentaries & emphasis on local news. 10 am-2 pm AIR PERSONALITIES, music, tele/talk noon-1 pm featuring interviews & debates w/local & national notables. NEWS: thru day 5 min at :60, network, national, international, local & community. Headlines at :00 & 15 min at noon. SPORTS: general news in AM. Rec'd 8/29/83.

1. PERSONNEL

President—Robert Dyson.
Vice-Pres. & Gen'l Mgr.—Michael Harris.
National Sales Manager—Gloria Phillips.

3. FACILITIES

5,000 w. days; 1390 khz. Directional.
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION

15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7a.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Contracts: 40a, 41, 45.

Cancellation: 70a, 70e, 71a.

FM facilities: WPDH (FM).

Affiliated with ABC Direction Radio Network.

Affiliated with Connecticut Radio Network.

TIME RATES

Eff—Rec'd 3/28/83.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti 18 ti 24 ti 36 ti			
	1 min	29.40	27.05	24.70
30-sec: 85% of 1-min.				

WHVW

WHVW
95AM

1963
HYDE PARK

Media Code 4 233 7319 0.00 Mid 012433-000
WHVW Broadcasting, Inc.
39 Market St., Poughkeepsie, NY 12601. Phone 914-471-9500.

PROGRAMMING DESCRIPTION

WHVW: Programmed for adults. MUSIC: features classic MOR standards of 40's, 50's, 60's & 70's with personality hosts. Newscasts, sportscasts & business reports prepared by staff writers & field reporters, weather forecasters. UPI Radio Network. Rec'd 2/24/84.

1. PERSONNEL

President—Peter Ascituro.
Vice-Pres. & Gen'l Mgr.—Edd Neilson, Sr.
Vice-Pres., Sales—Howard Page.

3. FACILITIES

500 w. days; 950 khz. Non-directional.
500 w. pre-sunrise; 57.1 w. post-sunset.
Operating schedule: 6 am-6 pm or local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12c, 13c, 14c, 15b, 15c, 15d, 16.

Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 26b, 29b, 33b.

Contracts: 40a, 45, 46.

Comb.; Cont. Discounts: 60e, 60f, 60h, 60k.

Cancellation: 70c, 71a.

Prod. Services: 80, 81, 82.

TIME RATES

No. 5 Eff 1/1/84—Rec'd 2/24/84.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sunday.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	19	18	17	16	15
30 sec	16	15	14	13	12
1 min	CLASS AA				
	18	17	16	15	14
30 sec	15	14	13	12	11
1 min	CLASS A				
	16	15	14	13	12
30 sec	13	12	11	10	9

Fixed, extra 3.00 per spot.

7. PACKAGE PLANS

PER WK:	TAP—1/3AAA, 1/3AA, 1/3A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17	16	15	14	13
30 sec	14	13	12	11	10

Fixed, extra 3.00 per spot.

10. SPECIAL FEATURES

PER WK:	NEWS-SPORTS-WEATHER			PER WK:	1 ti 3 ti 6 ti
	22	21	20		
AAA	22	21	20	A	18 17 16
AA	21	20	19		

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WJJB (FM)

1970
HYDE PARK

RAB

Media Code 4 233 7338 0.00 Mid 012429-000
Sillerman Morrow Broadcasting Group, Inc.
319 Mill St., Poughkeepsie, NY 12601. Phone 914-454-7400, Studio, 9898.

2. REPRESENTATIVES

Masla Radio.
New England—Kettell-Carter, Inc.
Rates have been temporarily withdrawn by station.

WKIP

1940
POUGHKEEPSIE

RAB

Media Code 4 233 7350 5.00 Mid 012430-000
Seneca Broadcasting Corp.
Box 1450, Poughkeepsie, NY 12602. Phone 914-471-2300.

PROGRAMMING DESCRIPTION

WKIP: MUSIC: adult contemporary. Emphasis community involvement, personalities. Traffic reports from plane, drivetimes. NEWS: network at :55; local at :25; round-up 12:15 & 5 pm. SPORTS: local & nat'l. Contact Representative for further details. Rec'd 2/28/84.

1. PERSONNEL

President—Leonard R. Kinney.
Exec. Vice-Pres. & Gen'l Sales Mgr.—Joel Andrews.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1450 khz. Directional days.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22b, 23b, 24c, 25a, 28c, 29b, 33a.
Contracts: 40a, 41, 44a, 50, 51b.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 1/1/84—Rec'd 12/27/83.

AAA—6-10 am.

AA—3-7 pm.

A—10 am-3 pm.

B—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

AAA	1 MINUTE				
	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	28	25	23	22	21
AA	26	23	21	20	19
A	22	19	18	16	15
B	18	15	14	13	12
AAA	30 SECONDS				
	25	22	21	20	19
AA	23	20	19	18	17
A	20	16	15	14	13
B	16	13	12	11	10

10-sec 50% of 1-min.
Fixed: extra 4.50.

NEW YORK

Poughkeepsie—cont

WSPK (FM)

1947
POUGHKEEPSIE

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 233 7375 2.00
Lance Communications, Inc.
Mailing Address: Box 1703, Poughkeepsie, NY 12601.
Phone 462-5800.

Mid 012432-000

PROGRAMMING DESCRIPTION

WSPK (FM): MUSIC: blends to today's hits, top 40, Contemporary Hit Radio. NEWS: local & network, 4-5-min blocks during drive time; Remotes, concerts & sports. COMMERCIAL POLICY: limit 12 units per hour. Contact Representative for further details. Rec'd 12/30/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Alford H. Lessner.
Vice-Pres. & Sta. Mgr.—Robert E. Lessner.
Vice-Pres./Sales—Robert A. Outer.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 50,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb., Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES

No. 118C Eff 2/1/84—Rec'd 7/26/84.

- SPOT ANNOUNCEMENTS**
MON-SAT 6-10 AM & 4-10 PM
PER WK:
6 ti 12 ti 18 ti 24 ti 30 ti
1 min 35.30 33.50 31.75 30.00 28.20
30 sec 28.20 26.80 25.80 24.00 22.55
10 sec: 50% of 1-min.
- PACKAGE PLANS**
TAP/50%
PER WK:
6 ti 12 ti 18 ti 24 ti 30 ti
1 min 32.90 31.15 29.40 27.65 25.85
30 sec 26.35 24.90 23.50 22.10 20.70
YEARLY BULK/TAP
1 min 250x 500x 750x
30 sec 28.20 25.85 23.50
10 sec: 50% of 1-min.

Pulaski-Sandy Creek

Oswego County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WSPC

1974
PULASKI-SANDY CREEK

Mid 012434-000

See SRDS Spot Radio Small Markets Edition.

Remsen

Oneida County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WADR

1966
REMSEN

Mid 012435-000

See SRDS Spot Radio Small Markets Edition.

Rensselaer

Rensselaer County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

See Albany-Schenectady-Troy
(including Rensselaer)

Riverhead

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

WRCN-FM

1962
RIVERHEAD



Media Code 4 233 7450 3.00
East Shore Broadcasting, Inc.
Box 666, Riverhead, NY 11901, Phone 516-727-1570.

Mid 012436-000

PROGRAMMING DESCRIPTION

WRCN-FM: MUSIC: Adult Rock. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard I. Adrian.
Vice-Pres. & Nat'l & Reg'l Sales Mgr.—Alan Z. Kronzek.
- REPRESENTATIVES**
Midwest—Patt Media Sales.
- FACILITIES**
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 466 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WRHD.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (CR)

WRHD

1963
RIVERHEAD



Media Code 4 233 7475 0.00
East Shore Broadcasting, Inc.
Box 666, Riverhead, NY 11901, Phone 516-727-1570.

Mid 029857-000

PROGRAMMING DESCRIPTION

WRHD: Programmed for adults 35+. MUSIC: Great all-time Adult Popular Classics. NEWS: local emphasis in drive, sports, weather, traffic. FARM: ag news. FEATURES: school closings. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard I. Adrian.
Vice-Pres. & Nat'l & Reg'l Sales Mgr.—Alan Z. Kronzek.
- REPRESENTATIVES**
Midwest—Patt Media Sales.
- FACILITIES**
1,000 w.; 1570 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WRCN-FM.
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff—Rec'd 4/4/83.

- SPOT ANNOUNCEMENTS**
Fixed 6 ti 12 ti 18 ti 24 ti
ROS 20 18 16 14
30-sec 80% of 1-min. 16 14 12 10

- PACKAGE PLANS**
TAP—1/2FIXED, 1/2ROS
6 ti 12 ti 18 ti 24 ti
Ea 18 16 14 12

May be combined with WRCN-FM for frequency discount. (SMD)

WRIV

1955
RIVERHEAD

Mid 012437-000

See SRDS Spot Radio Small Markets Edition.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

Rochester

Monroe County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WBBF

1947
ROCHESTER

EASTMAN RADIO, INC.



Media Code 4 233 7550 0.00
WBBF, Inc. A Subsidiary of LIN Broadcasting Inc.
500 B. Forman Bldg., Rochester, NY 14604. Phone 716-232-7550, TWX, 510-253-3422.

Mid 012438-000

PROGRAMMING DESCRIPTION

WBBF: Programmed for adult audience with strong emphasis on news, information & conversation. NEWS: news & information block M-F 5-9 am & 4-5 pm; local & nat'l reports; air; traffic reports in drive only. Contact Representative for further details. Rec'd 11/23/83.

- PERSONNEL**
President—Donald A. Pels.
Pres. & Gen'l Mgr.—Harold K. Deutsch.
General Sales Manager—Carolyn Barnaby-Merz.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w.; 950 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net charges for time and service.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMJQ (FM).
Affiliated with NBC—Talknet.
Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with ABC Talkradio Network.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCMF (FM)

1960
ROCHESTER

CBS-FM NATIONAL SALES



Media Code 4 233 7600 3.00
Stoner Broadcasting System, Inc.
259 Monroe Ave., Rochester, NY 14607. Phone 716-262-4330.

Mid 012439-000

PROGRAMMING DESCRIPTION

WCMF (FM): Programmed for young adults 15-40. MUSIC: album oriented rock. Features, news & special programs. import/export/homegrown. AIR PERSONALITIES handle all segments. Mobile news, editorials. Ski reports, etc. Contact Representative for further details. Rec'd 8/26/83.

- PERSONNEL**
Vice-Pres. & Gen'l. Mgr.—Peter Coughlin.
Sales Manager—Linda Brush.
Program Director—John Larson.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.) circular polarized; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 454 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 16.
Basic Rates: 20a, 23b, 24a, 24c, 27, 29a, 33d.
Contracts: 40c, 41, 44b, 45, 46, 49, 50, 51a.
Comb.; Cont. Discounts: 60d, 60i, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDX (FM)

1974
ROCHESTER

Urban Contemporary



Media Code 4 233 7612 8.00
Monroe County Broadcasting Co. Ltd.
683 E. Main St., Rochester, NY 14605. Phone 716-262-2050.

Mid 012440-000

PROGRAMMING DESCRIPTION

WDX (FM): Ethnic programming, mass appeal. MUSIC: R & B, Contemporary, Popular Jazz. NEWS/SPORTS: staff; UPI. RELIGION: Sun 6 am-noon, various church denominations. Contact Representative for further details. Rec'd 2/11/82.

- PERSONNEL**
Gen'l & Sales Mgr.—Andrew A. Langston.
Station Manager—Gloria M. Langston.
Prog. & Music Dir.—André Marcel.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 8,000 w.; 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,014 ft. above sea level.
- AGENCY COMMISSION**
15% on time.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 5, 6a.
Basic Rates: 20b, 22a, 25a, 28b, 28c, 31, 33b.
Comb.; Cont. Discounts: 60b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEZO (FM)

1966
ROCHESTER



Katz Radio



A Malrite Station

Media Code 4 233 7625 0.00
Malrite Communications Group, Inc.
360 East Ave., Rochester, NY 14604. Phone 716-232-3700, TWX, 510-253-4566.

Mid 012441-000

PROGRAMMING DESCRIPTION

WEZO (FM): Beautiful music, programmed for adults 25-54. Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
President—Carl E. Hirsch.
Vice-Pres./Gen'l Mgr.—Len Hart.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 27,000 w. circular polarized; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 637 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 29a, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61e, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WNYR.
Affiliated with Katz Radio Network.
Sold in combination with WNYR. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 5.00 from WNYR/WEZO (FM) combination.

WHAM

1922
ROCHESTER



RUST COMMUNICATIONS GROUP



Media Code 4 233 7650 8.00
Rust Communications Group, Inc.
350 East Ave., Rochester, NY 14604. Phone 716-454-4884.

Mid 012442-000

PROGRAMMING DESCRIPTION

WHAM: Personality talk features & music. MUSIC: current popular hits, solid gold. NEWS: news staff, UPI, network. FARM: farm director, daily programs 5-6 am & 12:15-1 pm. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
President—William F. Rust, Jr.
General Manager—Robert L. Luther.
Farm Director—Glenn Garman.

2. REPRESENTATIVES
Major Market Radio Sales.**3. FACILITIES**
50,000 w.; 1180 khz. Non-directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**
15/0 net charges for time.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
AM facilities: WHFM (FM).
Affiliated with ABC Information Radio Network.**TIME RATES**WHAM/WHFM (FM) COMBINATION
Eff—Rec'd 10/19/81AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat noon-1 pm & 3-7 pm.
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

	1 min		30 sec	
	AAA	AA	A	B
6 ti	120	100	80	60
12 ti	115	95	75	55

WHAM only: Deduct 10% from WHAM/WHFM (FM) combination.

WHFM (FM)1939
ROCHESTER**RUST COMMUNICATIONS GROUP****NRBA**Media Code 4 233 7750 6.00 Mid 012443-000
Rust Communications Group, Inc.
350 East Ave., Rochester, NY 14604. Phone 716-454-3040.**PROGRAMMING DESCRIPTION**

WHFM (FM): MUSIC; top 40 adult 24 hours a day. Contact Representative for further details. Rec'd 3/17/82.

1. PERSONNEL
President—William F. Rust, Jr.
General Manager—Robert L. Luther.**2. REPRESENTATIVES**
Major Market Radio Sales.**3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.**4. AGENCY COMMISSION**
15/0 net charges for time.**5. GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
AM facilities: WHAM.
Sold in combination with WHAM. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**
25% of WHAM/WHFM (FM) combination.**WMJQ (FM)**1961
ROCHESTER**BLAIR RADIO****NRBA**Media Code 4 233 7775 3.00 Mid 012444-000
WBBF, Inc. A Subsidiary of LIN Broadcasting Inc.
500 B. Forman Bldg., Rochester, NY 14604. Phone 716-232-7550. TWX, 510-253-3422.**PROGRAMMING DESCRIPTION**

WMJQ (FM): Programmed for adults 18-49. MUSIC: Hits. Contact Representative for further details. Rec'd 11/23/83.

1. PERSONNEL
President—Donald A. Pels (LIN Broadcasting Corp.).
Pres. & Gen'l Mgr.—Harold K. Deutsch.
General Sales Manager—Carolyn Barnaby-Merz.**2. REPRESENTATIVES**
Eastman Radio, Inc.**3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.**4. AGENCY COMMISSION**
15/0 net charges for time and service.**5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WBBF.
Affiliated with ABC FM Radio Network.
Affiliated with Eastman Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.**WNYS**1946
ROCHESTER**Katz Radio****NRBA**

A Malrite Station

Media Code 4 233 7800 9.00 Mid 012445-000
Malrite Communications Group, Inc.
360 East Ave., Rochester, NY 14604. Phone 716-232-3700. TWX, 510-253-4568.**PROGRAMMING DESCRIPTION**

WNYS: MUSIC; Contemporary Country. Contact Representative for further details. Rec'd 9/5/78.

1. PERSONNEL
President—Carl E. Hirsch.
Vice-Pres./Gen'l Mgr.—Len Hart.**2. REPRESENTATIVES**
Katz Radio.**3. FACILITIES**
1,000 w. days, 250 w. nights; 990 khz. Directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**
15/0.**5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 29a, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WVEZ (FM).
Affiliated with Katz Radio Network.
Affiliated with ABC Entertainment Radio Network.**TIME RATES**WNYS/WVEZ (FM) COMBINATION
No. 11 Eff 9/1/84—Rec'd 8/28/84.A—Mon thru Sat 5-10 am, 10 am-3 pm & 3-8 pm.
B—Mon thru Sun 8 pm-midnight; Sun 5 am-8 pm.

	1 min		30 sec	
	A	B	A	B
A	200	190	150	140

WNYS only: Deduct 5.00 from WNYS/WVEZ (FM) combination.

WPXY(formerly WPXN)
1947
ROCHESTERMedia Code 4 233 7812 4.00 Mid 012446-000
Associated Communications Corp.
55 St. Paul St., Rochester, NY 14604. Phone 716-325-5300.**2. REPRESENTATIVES**
Christal Radio.
Canada—Radio-Television Representatives Ltd.
Rates have been temporarily withdrawn by station.**WPXY-FM**1959
ROCHESTER**Christal Radio****Contemporary Hits**Media Code 4 233 7825 6.00 Mid 012447-000
Associated Communications Corp.
55 St. Paul St., Rochester, NY 14604. Phone 716-232-1920.**PROGRAMMING DESCRIPTION**

WPXY: MUSIC: All Hits. Contact Representative for further details. Rec'd 9/26/83.

1. PERSONNEL
General Manager—Bill Cusack.
Program Manager—Tom Mitchell.**2. REPRESENTATIVES**
Christal Radio.
Canada—Radio-Television Representatives Ltd.**3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 656 ft. above average terrain.**4. AGENCY COMMISSION**
15% time only.**5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.**WRTK**1936
ROCHESTERMedia Code 4 233 7900 7.00 Mid 012448-000
Monroe Broadcasting Corp.
560 French Rd., Rochester, NY 14618. Phone 716-442-6950.
1 min rate 1x: 60.00.**WVOR (FM)**1964
ROCHESTER**McGAVREN GUILD RADIO****NRBA**Media Code 4 233 7950 2.00 Mid 012449-000
WVOR, Inc.
Box 40340, 1700 Midtown Tower, Rochester, NY 14604.
Phone 716-454-3942.**PROGRAMMING DESCRIPTION**

WVOR (FM): Programmed for mass appeal. MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. NEWS: 6-9 am at :60 & :30; noon, 4:30, 5 & 5:30 pm local & network. AP audio. SPORTS: 6-9 am at :50. Stocks & business report at 7:35 am; noon & 5:35 pm M-F. Helicopter traffic reports 7:30-8:30 am. Contact Representative for further details. Rec'd 9/27/82.

1. PERSONNEL
President—Albert L. Wertheimer.
Exec. Vice-Pres. & Gen'l Mgr.—Jack Palvino.
Vice-Pres. & Sales Mgr.—Ed Muscic.**2. REPRESENTATIVES**
McGavren Guild Radio.**3. FACILITIES**
ERP 50,000 w.; 100.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above average terrain.**4. AGENCY COMMISSION**
15/0 time only.**5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.**WWWG**1925
ROCHESTERMedia Code 4 233 7975 9.00 Mid 012450-000
Brandon Radio, Inc.
1850 Winton Rd. S., Rochester, NY 14618. Phone 716-461-9212.
1 min rate 1x: 16.00.**WYLF (FM)**1948
BRISTOL CENTER

market 4 radio

THE MUSIC OF YOUR LIFE**NRBA**

(This is a paid duplicate of the listing under Bristol Center, New York.)

Media Code 4 233 1350 1.00 Mid 012250-000
WYLF/Empire Media Assoc.
213 W. Commercial St., E. Rochester, NY 14445. Phone 716-586-2263.
Studio: 1552 Rochester Rd., Canandaigua, NY 14424.
Phone 716-398-2210.**PROGRAMMING DESCRIPTION**

WYLF (FM): Programmed for adults 30+. MUSIC: Popular hits of 40's-70's featuring all-time stds, The Music of Your Life. Contact Representative for further details. Rec'd 8/26/82.

1. PERSONNEL
General Manager—Larry Leibowitz.
Program Director—Todd Blide.**2. REPRESENTATIVES**
Market 4 Radio.**3. FACILITIES**
ERP 50,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 993 ft. above average terrain.**4. AGENCY COMMISSION**
15%.**TIME RATES**
Eff—Rec'd 10/23/84.**6. SPOT ANNOUNCEMENTS**
Open rate 55.00.

(SMD) (D)

RomeOneida County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**See Utica-Rome****Sag Harbor**Suffolk County—Map Location G-11
See SRDS Consumer market map and data at beginning of the state.**WLNG**1963
SAG HARBORMid 012451-000
See SRDS Spot Radio Small Markets Edition.**WLNG-FM**1969
SAG HARBORMid 012452-000
See SRDS Spot Radio Small Markets Edition.**Salamanca**Cattaraugus County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.**WGGO**1957
SALAMANCAMid 012453-000
See SRDS Spot Radio Small Markets Edition.**Sandy Creek**Oswego County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**See Pulaski-Sandy Creek****Saranac Lake**Franklin County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.**WNBZ**1927
SARANAC LAKEMid 012454-000
See SRDS Spot Radio Small Markets Edition.

NEW YORK

Saratoga Springs

Saratoga County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WASM (FM)

1968
SARATOGA SPRINGS

Mid 012455-000
See SRDS Spot Radio Small Markets Edition.

WKAJ

1964
SARATOGA SPRINGS

Mid 012457-000
See SRDS Spot Radio Small Markets Edition.

Schenectady

Schenectady County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Albany-Schenectady-Troy
(including Rensselaer)

Seneca Falls

Seneca County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WSFW

1968
SENECA FALLS
WSFW-FM

1968
SENECA FALLS

Mid 012458-000
See SRDS Spot Radio Small Markets Edition.

Sidney

Delaware County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WCDO (FM)

1983
SIDNEY

Mid 030953-000
See SRDS Spot Radio Small Markets Edition.

WSID

1982
SIDNEY

Mid 030952-000
See SRDS Spot Radio Small Markets Edition.

Smithtown

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Southampton

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

WSBH (FM)

STEREO
WSBH
95

1971
SOUTHAMPTON



Media Code 4 233 8210 0.00
Beach Broadcasting Corp.
56 Jagger Ln., Southampton, NY 11968. Phone 516-283-9500.

- PERSONNEL
Pres. & Gen'l Mgr.—Mal Kahn.
- REPRESENTATIVES
P/W Radio Representatives.



- FACILITIES
ERP 2,600 w. (horiz.), 2,600 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 400 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations
Affiliated with RKO ONE.
Affiliated with RKO TWO.
Affiliated with RKO Radioshows.

TIME RATES
Eff 9/10/84—Rec'd 8/21/84.

- SPOT ANNOUNCEMENTS
- | | 1 t | 7 t | 14 t | 21 t | 25 t | 35 t |
|--------|-----|-----|------|------|------|------|
| 1 min | 30 | 26 | 23 | 20 | 19 | 17 |
| 30 sec | 27 | 24 | 21 | 19 | 17 | 15 |
- Fixed, extra 20%.
10 sec: 50% of 1-min.

(SMD)

WWHB (FM)

1980
HAMPTON BAYS

Mid 012303-000
See listing under city of license.

Spring Valley

Rockland County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Syracuse

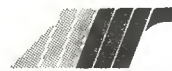
(including East Syracuse, Manlius, North Syracuse)

Onondaga County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAQX

1940
MANLIUS
WAQX-FM
1978



MAJOR MARKET RADIO SALES



Media Code 4 233 8258 9.00
AGK Communications, Inc.
Box 95, Syracuse NY 13250. Phone 315-472-0200.

PROGRAMMING DESCRIPTION

WAQX/WAQX-FM: Programmed for adults 18-34.
MUSIC: Album Rock. 6 AIR PERSONALITIES handle all segments. NEWS: 6-9 am—2-min at :25; 3-min at :55; traffic reports; sports scores & commentary, weather; 9-6 am, 2-min at :55. COMMERCIAL POLICY: 4 breaks per hr, max 10-min per hr, max of 12 units per hr. Contact Representative for further details. Rec'd 9/4/84.

- PERSONNEL
President—George Kimble.
Vice-Pres. & Gen'l Mgr.—Craig Fox.
General Sales Manager—Joel Friedman.
- REPRESENTATIVES
Major Market Radio Sales.
- FACILITIES
1,000 w.; 1490 khz. Stereo.
Operating schedule: 24 hours daily. EST.
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 24 hours daily.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40c, 41, 42b, 44a, 45, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Rock Radio Network.

TIME RATES
Eff Rec'd 8/4/84.

- SPOT ANNOUNCEMENTS
- | | 12 ti | 18 ti | 24 ti | 100 ti/30 da |
|--------|-------|-------|-------|--------------|
| ROS: | | | | |
| 1 min | 95 | 90 | 85 | 80 |
| 30 sec | 90 | 85 | 80 | 75 |
- Specified dayparts, extra 10%.
- PARTICIPATING PROGRAMS
King Biscuit Sun 9-10 pm; Soundcheck Mon midnight-1 am. 12x rate applies to all.

WEZG

(formerly WSOQ)
1959
NORTH SYRACUSE
NRBA

Media Code 4 233 8266 2.00
SOQ Broadcasting
7900 Davis Rd. North, Clay, NY 13041. Phone 315-699-8200.

PROGRAMMING DESCRIPTION

WEZG: Programmed for adults. MUSIC: Easy Listening. COMMERCIAL POLICY: max. 8 units/hr. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL
President—Dennis Israel.
Operations Director—Mark Reed Edwards.
General Manager—Anna M. Ryan.
- REPRESENTATIVES
Eastman Radio, Inc.
- FACILITIES
1,000 w., 1220 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-sign-off. EST.
- AGENCY COMMISSION
15% time only.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 15b, 16.
Contracts: 40a, 41, 46, 47c, 48, 49.
Comb.; Cont. Discounts: 60a, 60k, 60i, 62d.
Cancellation: 70a, 70c, 71e, 72, 73b.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WEZG-FM

1972
NORTH SYRACUSE

EASTMAN RADIO, INC.

Easy Listening



Media Code 4 233 8283 7.00
SOQ Broadcasting
7900 Davis Rd. North, Clay, NY 13041. Phone 315-699-8200.

PROGRAMMING DESCRIPTION

WEZG-FM: Programmed for adults. MUSIC: Easy Listening. COMMERCIAL POLICY: max 8 units/hr. Contact Representative for further details. Rec'd 4/4/84.

- PERSONNEL
President—Dennis Israel.
Operations Director—Mark Reed Edwards.
General Manager—Anna Ryan.
- REPRESENTATIVES
Eastman Radio, Inc.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 165 ft. above average terrain.
- AGENCY COMMISSION
15% time only.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 15b, 16.
Contracts: 40a, 41, 46, 47c, 48, 49.
Comb.; Cont. Discounts: 60a, 60k, 60i, 62d.
Cancellation: 70a, 70c, 71e, 72, 73b.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WFBL

1922
SYRACUSE

WEISS & POWELL, INC.
RADIO SALES

THE MUSIC OF YOUR LIFE

Media Code 4 233 8300 9.00
First Broadcasting Corp.
Eastwood Station, Syracuse, NY 13206. Phone 315-463-8631.

PROGRAMMING DESCRIPTION

WFBL: The "Music of Your Life". Programmed for adults/ emphasis on 35+. AIR PERSONALITIES: handle all segments. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL
General Manager—Rick Thomas.
National Sales Manager—Donald C. Schardt.
- REPRESENTATIVES
Weiss & Powell, Inc.
- FACILITIES
5,000 w.; 1390 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 7b.
Rate Protection: 10c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with ABC Direction Radio Network.
Affiliated with RKO TWO.

TIME RATES

Eff Rec'd 3/28/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B	AAA	AA	A	B		
1 min	75	65	35	25	30	sec	60	52	28	20

WHEN

WHEN RADIO 62

1941
SYRACUSE



BLAIR RADIO



Media Code 4 233 8350 4.00
Roy H. Park Broadcasting of Syracuse
620 Old Liverpool Rd., Box 6975, Syracuse, NY 13217.
Phone 315-457-6110.

PROGRAMMING DESCRIPTION

WHEN: Programmed for adults 18-54. MUSIC 80%: hit adult contemporary with solid gold from past 15 yrs. 5 AIR PERSONALITIES handle all music segments. NEWS 15%: Air traffic & road reports from station plane in drive times, sports, ski, entertainment reviews. Public affairs 5%: music documentaries, call for action, features integrated with entertainment & local public service spots. Contact Representative for further details. Rec'd 10/29/82.

- PERSONNEL
President—Roy H. Park.
Vice-President/Radio—Eddie Anderson.
Vice-Pres. & Gen'l Mgr.—Robert E. Carolin.
General Sales Manager—Lee M. Vanden-Handel.
- REPRESENTATIVES
Blair Radio.
- FACILITIES
5,000 w. days, 1,000 w. nights; 620 khz. Stereo. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
FM facilities: WRRB (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

WHEN/WRRB (FM) COMBINATION
No. 5 Eff 10/1/83—Rec'd 12/27/83.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	AAA	AA	A	B	1 MIN:	AAA	AA	A	B
I	250	140	160	60	IV	180	95	100	45
II	220	125	140	55	V	150	80	90	40
III	200	110	120	50	VI	120	70	80	35

30 sec: 80% of 1-min.

WHEN only: Deduct 1.00 from WHEN/WRRB (FM) combination 1-min rate.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

WKFM (FM)1962
FULTON**Christal Radio****Contemporary**

(This is a paid duplicate of the listing under Fulton, New York.)

Media Code 4 233 2675 0.00 Mid 012293-000
WKFM Syracuse Inc.
1022 Willis Ave., Syracuse, NY 13204. Phone 315-487-1500.**PROGRAMMING DESCRIPTION**

WKFM (FM): MUSIC: Contemporary, programmed for young adults 18-44; mix of Current chart hits & classic Oldies; services & announcements of interest to target age; regular group broadcasts. NEWS: local, nat'l throughout day. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 12/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Albert Makkay.
General Sales Manager—Mark Hayes.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 (vert.); 104.7 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 540 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC FM Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(D)

WMHR (FM)1969
SYRACUSEMedia Code 4 233 8375 1.00 Mid 012465-000
Mars Hill Broadcasting Co., Inc.
4044 Makyes Rd., Syracuse, NY 13215. Phone 315-469-5051.
1 min rate 1x: 12.00.**WNDR**1946
SYRACUSEMedia Code 4 233 8400 7.00 Mid 012466-000
Tower Broadcasting Corp.
4317 E. Genessee St., Syracuse, NY 13214. Phone 315-446-9090.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 90.00.

WNTQ (FM)1956
SYRACUSEMedia Code 4 233 8425 4.00 Mid 012467-000
Signal Broadcasting Co., Inc., Div. of Tower Broadcasting.
4317 E. Genessee St., Syracuse, NY 13214. Phone 315-446-9090.

- REPRESENTATIVES**
McGavren Guild Radio.
1 min rate 1x: 90.00.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

WRRB (FM)(formerly WONO (FM))
1958
SYRACUSE**BLAIR RADIO**Media Code 4 233 8500 4.00 Mid 012469-000
Roy H. Park Broadcasting of Syracuse
Box 6975, 620 Old Liverpool Rd., Syracuse, NY 13217.
Phone 315-457-6110.**PROGRAMMING DESCRIPTION**

WRRB (FM): Programmed for adults, emphasis 18-54. MUSIC: Contemporary Country, Drake Chenault selections. Live personality. NEWS: & weather. FARM: reports with farm director. COMMERCIAL POLICY: 8 units per hr max. Contact Representative for further details. Rec'd 3/4/82.

- PERSONNEL**
President—Roy H. Park.
Vice-President—Eddie Anderson.
General Manager—Robert E. Carolin.
General Sales Manager—Lee Vanden Handel.
Local Sales Manager—Amy Becker.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 50,000 w. circular polarized; 107.9 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time; 15 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5.
Rate Protection: 10d.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 28a, 29a.
Contracts: 40a, 41, 44b, 46.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
AM facilities: WHEN.
Affiliated with Connecticut Radio Network.
Member: Ag Radio Net.
Sold in combination with WHEN. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

WSEN1959
BALDWINVILLE
WSEN-FM1967
BALDWINVILLE**McGAVREN GUILD RADIO****Modern Country**

(This is a paid duplicate of the listing under Baldwinsville, New York.)

Media Code 4 233 0900 4.00 Mid 012238-000
Buckley Broadcasting Corp. of N.Y.
Smokey Hollow Rd., Box 1050, Baldwinsville, NY 13027.
Phone 315-635-3971.**PROGRAMMING DESCRIPTION**

WSEN: Programmed for adults & young adults. MUSIC: Hit Country. AIR PERSONALITIES handle all segments. NEWS: 5-min local at :25 & :55, 9-11 am & 1-5 pm. Paul Harvey at 8:30 am, 12:30 & 5:30 pm. SPORTS: Capsule reports 7:25 am & 5:25, 6:25 pm. Contact Representative for further details. Rec'd 4/25/84.

- PERSONNEL**
General Manager—Daniel L. Deeb.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1050 khz.
500 w. pre-sunrise; 231 w. post sunset.
Operating schedule: 6 am-2 hours past local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
15/0; rendered monthly.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

WSIV1965
EAST SYRACUSE
WOIV (FM)1948
DE RUYTERMedia Code 4 233 8575 6.00 Mid 012472-000
Forus Communications of New York, Inc.
7095 Myers Rd., E. Syracuse, NY 13057. Phone 312-656-2231.
Rates have been temporarily withdrawn by station.**WSOQ****WEZG**

Mid 029983-000

Call letters have been changed to:

WSYR1922
SYRACUSE**Katz Radio****NBC Radio Network**

A Katz Broadcasting Co., Inc. Station

Media Code 4 233 8650 7.00 Mid 012470-000
Katz Broadcasting Co., Inc.
Two Clinton Square, Syracuse, NY 13202. Phone 315-472-9797, Telex: 710-541-0480.**PROGRAMMING DESCRIPTION**

WSYR: Programmed for adults; AIR PERSONALITIES handle all segments. NEWS: local 15-min at :60 6-9 am, 5-min at 6:30, 7:30, 8:30 & 9 am; air traffic reports 6:30-8:30 am & 3:30-5:30 pm; 30-min at noon; 1 1/2 hr 4:30-6 pm; 5-min at :30. FARM: 4:40-7 am markets, rural & area, local & nat'l. TALK: Talknet 6 pm-12M; Larry King 12M-4:30 am. MUSIC: Adult/MOR. SPORTS: play-by-play SU football, basketball & Yankees baseball. Contact Representative for further details. Rec'd 7/19/84.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Hugh Barr.
National Sales Manager—Joel Delmonico.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 570 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
15/0 time only.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 60k, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
FM facilities: WYYY (FM).
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.
Affiliated with NBC—The Source.

TIME RATES

WSYR/WYYY (FM) COMBINATION

No. 11 Eff 9/3/84—Rec'd 9/7/84.

AAA—Mon thru Sat 5-10 am.

AA—Mon thru Sat 3-8 pm; Sat 10 am-3 pm.

A—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-midnight; Sun 6 am-8 pm.

- SPOT ANNOUNCEMENTS**
1 min AAA AA A
30 sec: 80% of 1-min. 250 220 190

WSYR only: Deduct 10.00 from WSYR/WYYY (FM) combination.

WYYY (FM)1946
SYRACUSE**Katz Radio**

A Katz Broadcasting Co., Inc. Station

Media Code 4 233 8651 5.00 Mid 012471-000
Katz Broadcasting Co., Inc.
Two Clinton Square, Syracuse, NY 13202. Phone 315-472-9797, Telex: 710-541-0480.**PROGRAMMING DESCRIPTION**

WYYY (FM): Programmed for adults 25-44. MUSIC: Adult Contemporary; live. AIR PERSONALITIES. NEWS: network. COMMERCIAL POLICY: 12 commercial units per hr. Contact Representative for further details. Rec'd 8/24/83.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Hugh Barr.
National Sales Manager—Joel Delmonico.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 94.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 60k, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSYR.
Affiliated with Katz Radio Network.
Sold in combination with WSYR. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 10.00 from WSYR/WYYY (FM) combination.

TiconderogaEssex County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**WIPS**1955
TICONDEROGA

Mid 012473-000

See SRDS Spot Radio Small Markets Edition.

WXTY (FM)1982
TICONDEROGA

Mid 027869-000

See SRDS Spot Radio Small Markets Edition.

TroyRensselaer County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.**See Albany-Schenectady-Troy**
(including Rensselaer)**Tupper Lake**Franklin County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.**WTPL (FM)**1980
TUPPER LAKE

Mid 012474-000

See SRDS Spot Radio Small Markets Edition.

Utica-RomeOneida County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WIBQ (FM)1973
UTICAMedia Code 4 233 8775 2.00 Mid 012475-000
Marathon Communications, Inc.
Box 950, Utica, NY 13503. Phone 315-736-9313.**PROGRAMMING DESCRIPTION**

WIBQ (FM): Programmed for adults 25-54. MUSIC: 50 min per hr popular music, mix of instrumentals, standard & contemporary vocals. NEWS: & weather 2-min at :60, weather every 15 min sign-on-6 am. Contact Representative for further details. Rec'd 10/25/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—William R. Williamson.
Vice-Pres./Sales—Bill Heiderich.
Operations Director—Archie Burton.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 660 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

continued

NEW YORK

Utica-Rome—cont

WIBQ (FM)—cont

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12d, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WIBX.
Affiliated with Eastman Radio Network.
Affiliated with Connecticut Radio Network.
Affiliated with ABC Information Network.
Member: Northeast Ag Network.
Sold in combination with WIBX. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/1/84—Rec'd 7/13/84.

AAAA—Mon thru Fri 9 am-3 pm.
AAA—Mon thru Fri 5-9 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE/LESS
GRID: I II III IV V GRID: I II III IV V
AAAA 55 50 45 40 35 AA 20 18 16 14 12
AAA 45 40 35 30 25

WIBX

1925
UTICA



EASTMAN RADIO, INC.



ndb

RAB

Media Code 4 233 8800 8.00 Mid 012476-000
Marathon Communications, Inc.
Box 950, Utica, NY 13503. Phone 315-736-9313.

PROGRAMMING DESCRIPTION
WIBX: Adult programming. MUSIC: MOR 5-6 am & 9 am-noon with AIR PERSONALITIES; Big Band Jazz Show nightly 11 pm-5 am; MOR wknds when sports not on, NEWS: network at :30, local at :30 5-7 am; news block 7-9 am, noon-1 pm & 4-6:35 pm; 4-min local at :06 at 10, 11 pm, 1, 2, 3, 3:35, 7, 8, 9 & 10 pm. FARM: personality 5-7 am. FEATURES: personality tele/talk 1-4 pm M-F, 9 am-noon Sat, guests. SPORTS: play-by-play football, major league baseball, basketball; sports tele/talk 6:35-10 pm M-F. ENTERTAINMENT: network features throughout day; religion, news & interviews 5 am-noon Sun. Contact Representative for further details. Rec'd 10/24/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—William R. Williamson.
Vice-Pres./Sls.—Bill Heiderich.
Operations Coordinator—John Ashwell.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 950 khz. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24c, 25a, 28b, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIBQ (FM).
Affiliated with CBS Radio Network.
Affiliated with Connecticut Radio Network.
Affiliated with ABC Information Radio Network.
Member: Northeast Ag Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/1/84—Rec'd 7/13/84.

AAAA—Mon thru Sat 5-9 am; Mon thru Fri noon-1 pm.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Sat 9 am-noon; Mon thru Fri 1-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 min 30 sec
GRID: AAAA AAA AA A AAAA AAA AA A
I 70 46 32 30 56 36 26 24
II 65 42 28 26 52 34 22 21
III 60 39 23 22 48 31 18 19
IV 55 36 20 19 44 29 16 15
V 50 33 18 16 40 26 14 13

WIBX/WIBQ (FM) COMBINATION
No. 4 Eff 5/1/84—Rec'd 7/13/84.

I 100 80 72 29 92 72 65 26
II 90 72 63 26 82 64 60 23
III 80 64 53 23 73 56 50 20
IV 70 55 48 20 64 50 45 19
V 60 45 44 19 55 42 40 17

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WKAL

1946
ROME

NEW ENGLAND SPOT SALES, INC.

ndb

Media Code 4 233 8850 3.00 Mid 012477-000
WKAL Corp.
Lower S. Jay St., Rome, NY 13440. Phone 315-336-7700,
Utica, 315-732-8222.

PROGRAMMING DESCRIPTION

WKAL: MUSIC: Adult Contemporary. NEWS: world and national at :30, local at 6:35, 7, 7:35, 8, 8:35, 9, 9:35 am, noon, 12:35, 3:35, 4, 4:35, 5, 5:35 & 10:35 pm. SPORTS: at 6:50 & 8:50 am, 2:35, 5:35 & 11 pm. Stock market reports at 5:05 pm daily. Area weather reports hourly 5:30 am-midnight. Contact Representative for further details. Rec'd 7/10/84.

1. PERSONNEL
Station Manager—Rod Hesse.
Sales Manager—Brian Cliffe.

2. REPRESENTATIVES
Boston—New England Spot Sales.

3. FACILITIES
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

Partial simulcast operation. Simulcast Sun 5:30-9 am. For non-simulcast facilities see WTCO (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 26a, 26, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTCO (FM).
Affiliated with MBS.

TIME RATES
No. 17A Eff 1/1/83—Rec'd 11/22/82.

7. PACKAGE PLANS
ROS, ROTATE DAILY
PER MO: 1 ti 30 ti 60 ti 90 ti 120 ti
1 min 9.40 8.80 8.60 8.30 8.00
30 sec 7.50 7.00 6.80 6.60 6.40
10 sec 4.70 4.40 4.10 3.80 3.50
DRIVE—6-10 AM & 3-7 PM
1 min 10.60 10.00 9.70 9.40 9.10
30 sec 8.70 8.00 7.75 7.50 7.35
10 sec 5.30 5.00 4.70 4.40 4.10

8. PROGRAM TIME RATES
1 hr 1/2 hr 1/4 hr 10 min
Ea 94 70 47 35
10. SPECIAL FEATURES
NEWCASTS: 1x 52x 104x 156x 208x 260x
5 min 17.65 14.10 13.50 12.95 12.35 11.75

WKGW (FM)

1947
UTICA

ndb

Media Code 4 233 8862 8.00 Mid 012479-000
WKGW/FM, Inc.
Broadcast House, Oriskany, NY 13424. Phone Utica, 315-736-5225, Rome, 315-337-4400.

2. REPRESENTATIVES
Katz Radio
1 min rate 1x: 90.00.

WOUR (FM)

1967
UTICA

Sekom radio
Broadcast Representatives

ndb

RAB

NRBA

Media Code 4 233 8875 0.00 Mid 012480-000
Bunkfeldt Broadcasting Co.
288 Genesee St., Utica, NY 13502. Phone 315-797-0803.

PROGRAMMING DESCRIPTION

WOUR (FM): Programmed for adults 18-49 primary; teens secondary. MUSIC: album hits from past & present. LIVE PERSONALITIES: regularly scheduled concerts & special performances by leading recording stars. NEWS: hly in drive times. Contact Representative for further details. Rec'd 6/23/80.

1. PERSONNEL
Pres & Tech. Dir.—John F. Bunkfeldt.
Vice-Pres. & Gen'l Mgr.—Jeffrey Chard.
Program Director—Peter Hirsch.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable monthly.

5. GENERAL ADVERTISING

See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24c, 25a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 62c.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WTCO.
Affiliated with ABC FM Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WRCK (FM)

1962
UTICA

ndb

M^cGAVREN GUILD RADIO

ndb

Media Code 4 233 8887 5.00 Mid 012481-000
WTLB, Inc.
Box 781, Utica, NY 13503. Phone 315-797-1330.

PROGRAMMING DESCRIPTION

WRCK (FM): Programmed to 18-44 adults. MUSIC: Contemporary mass appeal format highlighted by live AIR PERSONALITIES, music & news. FEATURES: wknd countdown show; contests: live satellite concerts. COMMERCIAL POLICY: max 10 units per hr. FARM: 5-6 am, farm director w/interviews, information & market reports. Contact Representative for further details. Rec'd 11/12/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul A. Dunn.
Vice-Pres. & Sta. Mgr.—Edward J. Carey.
General Sales Manager—Michael P. Roswig.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 50,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WTLB.
Affiliated with ABC Contemporary Radio Network.
Member: Ag Radio Net.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WRNY

1959
ROME

Media Code 4 233 8900 6.00 Mid 012482-000
Promedia Communications, Inc.
Box 67, Rome, NY 13440. Phone 315-336-5600.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 8.41.

WRUN

1947
UTICA

ndb

Media Code 4 233 8950 1.00 Mid 012483-000
WRUN, Inc.
Broadcast House, Oriskany, NY 13424. Phone Utica, 315-736-5225, Rome, 315-337-4400.

2. REPRESENTATIVES
Katz Radio.
1 min rate 1x: 90.00.

WTCO (FM)

(formerly WKAL-FM)

1968
ROME

ndb

Media Code 4 233 8975 8.00 Mid 012478-000
WKAL Corp.
RD 1, South Jay St., Box 22, Rome, NY 13440. Phone 315-336-7700, Utica, 732-8222.

2. REPRESENTATIVES
New England Spot Sales, Inc.
1 min rate 1x: 11.75.

WTLB

1946
UTICA

ndb

M^cGAVREN GUILD RADIO

Media Code 4 233 9000 4.00 Mid 012484-000
WTLB, Inc.
Box 781, Utica, NY 13503. Phone 315-797-1330.

PROGRAMMING DESCRIPTION

WTLB: Programmed for adults. MUSIC: Adult Contemporary Solid Gold. NEWS: local & network at :60; editorials, private meteorological service. FEATURES: M-F 3-6 pm tele/talk; wknd countdown show; contests: AIR PERSONALITIES. SPORTS: professional football. FARM: show 5-6 am. Contact Representative for further details. Rec'd 11/12/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul A. Dunn.
Vice-Pres. & Sta. Mgr.—Edward J. Carey.
General Sales Manager—Michael P. Roswig.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w.; 1310 khz. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k, 62e.
Cancellation: 70e, 71a.
FM facilities: WRCK (FM).
Affiliated with ABC Direction Radio Network.
Member: Ag Radio Net.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WUTQ

1962
UTICA

Sekom radio
Broadcast Representatives

ndb

RAB

NRBA

Media Code 4 233 9050 9.00 Mid 012485-000
Bunkfeldt Broadcasting Corp.
288 Genesee St., Utica, NY 13502. Phone 315-797-0803.

PROGRAMMING DESCRIPTION
WUTQ: Programmed for adults 25+. MUSIC: 100% country. Crossover plus traditional. LIVE PERSONALITIES: regularly scheduled concerts by national & local recording stars. NEWS: network & local hly. COMMERCIAL POLICY: maximum 12 units or 12 min per hr. Contact Representative for further details. Rec'd 6/23/80.

1. PERSONNEL
Pres. & Tech. Dir.—John Bunkfeldt.
Business Manager—Jeffrey Chard.
Program Director—Peter Hirsch.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
1,000 w. days; 1550 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24c, 25a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 62c.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOUR (FM).
Affiliated with ABC Entertainment Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WUUU (FM)

1983
ROME

M Masla Radio

Media Code 4 233 9025 1.00 Mid 0308S2-000
Promedia Communications, Inc.
Muck Rd., Box 67, Rome, NY 13440. Phone 315-336-5600, Utica, 315-733-0428.

PROGRAMMING DESCRIPTION

WUUU (FM): Programmed for audience 18-49. MUSIC: Contemporary, mixture of Gold & Currents; live AIR PERSONALITIES handle all segments. FEATURES: Top 40 Satellite Survey Sun 9 am; Rockin' America with Scott Shennon Sun 6 pm; Future Hits Sun 5 pm; Sexually Speaking with Dr. Ruth Westheimer Sun 10 pm; winners weekends; merchandise give aways. NEWS: morning drive & local at :20 & :50. Contact Representative for further details. Rec'd 1/24/85.

- 1. PERSONNEL**
General Manager—Jack Moran.
Station Manager—Norma Eilenberg.
Operations Manager—John Carucci.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k, 62e.
Prod. Services: 82.
AM facilities: WFRN.
Affiliated with CBS RADIORADIO.
Affiliated with NBC-The Source.
- TIME RATES**
Eff 5/25/83—Rec'd 6/23/83.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV
6-10 am & 3-7pm	30	27	24	20
10-3 pm	25	20	16	13
7-midnight	20	17	14	10

Walton

Delaware County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WDLA
1951
WALTON
WDLA-FM
1973
WALTON

See SRDS Spct Radio Small Markets Edition. Mid 012486-000

Warsaw

Wyoming County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WCJW
1972
WARSAW

See SRDS Spct Radio Small Markets Edition. Mid 012487-000

Warwick

Orange County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WTBQ
1969
WARWICK

See SRDS Spot Radio Small Markets Edition. Mid 012488-000

Watertown

Jefferson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WATN

1941
WATERTOWN

Media Code 4 233 9150 7.00 Mid 012489-000
A.P.A. Communications, Inc.
199 Wealthy Ave., Watertown, NY 13601. Phone 315-782-1240.

PROGRAMMING DESCRIPTION
WATN: Programmed for adults 25-49. MUSIC: Contemporary Country. NEWS: local in drive. SPORTS: Syracuse U football & basketball. Contact Representative for further details. Rec'd 8/28/84.

- 1. PERSONNEL**
President—Frank E. Penny.
Vice-President—Dean Aubol.
General Manager—Joseph L. Brosk.
- 2. REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15% time only; net 30 days.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WTOJ (FM), Carthage.
- TIME RATES**
Eff ————Rec'd 8/28/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	A	AAA
12 ti	16.00	14.00	11.00	13.00
18 ti	15.00	12.00	10.00	12.00
24 ti	13.00	11.00	8.50	10.00
36 ti	12.00	10.00	8.00	9.50
48 ti	11.50	9.50	7.50	9.00

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti	36 ti
1 min	14.00	12.00	11.00	10.00

WNCQ (FM)
1968
WATERTOWN

Media Code 4 233 9175 4.00 Mid 012490-000
R.B.G. Productions, Inc.
Box 29A, Gifford Rd., R.D. 2, Watertown, NY 13601.
Phone 315-782-6540.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 13.50.

WOTT
1959
WATERTOWN

Media Code 4 233 9200 0.00 Mid 012491-000
R. B. G. Productions Inc.
Box 29A, Gifford Rd., R. D. 2, Watertown, NY 13601.
Phone 315-782-6540.

- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 13.50.

WTNY
1941
WATERTOWN

Sekom radio
Broadcast Representatives

ndb **RAB**
790 Communication Company

Media Code 4 233 9250 5.00 Mid 012492-000
790 Communications—WTNY
134 Mullin St., Watertown, NY 13601. Phone 315-788-0790.

PROGRAMMING DESCRIPTION
WTNY: Programmed for adults & young adults. MUSIC: current soft rock singles, mixed with hits of past. NEWS: 10-min network & local hrly; 1 hr min at noon & 30-min at 6 pm. WEATHER: every 1/2 hr including marine or road conditions. SPORTS: capsule reports, featuring scores hrly; major league baseball. FARM: 5:06-6 am hosted by farm editor. FEATURES: women's program wklys 12:25-1 pm; remote facilities & AIR PERSONALITIES available. Contact Representative for further details. Rec'd 9/30/82.

- 1. PERSONNEL**
General Manager—D. C. Alexander.
General Sales Manager—James E. Brett.
Program Director—George Neher.
- 2. REPRESENTATIVES**
Selcom, Inc.
- 3. FACILITIES**
1,000 w.; 790 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60h, 60i, 60j, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with RKO ONE.
Affiliated with Supernet.

TIME RATES
Eff 11/1/84—Rec'd 12/3/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 5:30 am-7 pm.
B—Mon thru Sun 7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE			
	1	2	3	4
AAA	38.00	36.00	34.00	30.00
AA	32.00	30.00	28.00	26.00
A	30.00	28.00	24.00	20.00
B	18.00	16.00	14.00	12.00

30 SECOND

AAA	30.40	28.80	27.20	24.00
AA	25.60	24.00	22.40	20.80
A	24.00	22.40	18.40	16.00
B	15.00	14.00	12.00	10.00

Watkins Glen

Schuyler County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WGFM
1968
WATKINS GLEN

Mid 012493-000
See SRDS Spot Radio Small Markets Edition.

Waverly

Tioga County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WAVR (FM)
1974
WAVERLY

Mid 012494-000
See SRDS Spot Radio Small Markets Edition.

Wellsville

Allegany County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WLSV
1955
WELLSVILLE

Mid 012495-000
See SRDS Spot Radio Small Markets Edition.

Westchester

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See Briarcliff Manor, Mount Kisco, New Rochelle, Peekskill, White Plains, Yonkers

Westhampton Beach

Suffolk County—Map Location H-10
See SRDS Consumer market map and data at beginning of the state.

WRCN-FM
1962
RIVERHEAD

Mid 012436-000
See listing under city of license.

Wethersfield

Wyoming County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WUWU (FM)
1945
WETHERSFIELD

Mid 012496-000
See SRDS Spot Radio Small Markets Edition.

White Plains

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

See New York Urban Area

Woodstock

Ulster County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WDST (FM)
1980
WOODSTOCK

ndb

NRBA

Media Code 4 233 9674 6.00 Mid 012497-000
Woodstock Communications, Inc.
118 Tinker St., Woodstock, NY 12498. Phone 914-679-7266.

PROGRAMMING DESCRIPTION
WDST (FM): Programmed for adults 25-54. PERSONALITIES handle all segments. MUSIC: blend of Soft Rock, Jazz & Country; Sun Classical & Jazz. NEWS: plus information: hrly M-F 6:55 am-6:55 pm with sports, business; 3 15-min majors M-F. COMMERCIAL POLICY: 9-min/hr max. Contact Representative for further details. Rec'd 11/3/83.

- 1. PERSONNEL**
General Manager—Jerome Gillman.
Program Director—Richard Fusco.
Public Service—Jan Whitman.
- 2. REPRESENTATIVES**
Unirep Broadcasting Co.
- 3. FACILITIES**
ERP 3,000 w.; 100.1 mhz. Stereo.
Operating Schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.

TIME RATES
No. 9 Eff 4/1/84—Rec'd 3/5/84.

6. SPOT ANNOUNCEMENTS

ROD:	AMD & PMD		
	1 ti	50 ti	100-150 ti
1 min	22	21	20
30 sec	19	18	17
Fixed, extra 2.00.			

7. PACKAGE PLANS

	AMD, MID, PMD, EVN		
	1 ti	50 ti	100-150 ti
1 min	18	17	16
30 sec	15	14	13
	ALL DAYPARTS		
150+	1 min	30 sec	
	15	12	

8. PROGRAM TIME RATES

	Per wk
13 WK CONTRACT:	
1/2 hr, incl 3-min spots	85
1 hr, incl 6 min spots	165

- 10. SPECIAL FEATURES**
Time Checks—4 wk minimum, 30 ti per wk, 125.00.
Weather Reports—4 wk minimum, 30 ti per wk, 150.00.
Energy Scan—4 wk minimum, 10 ti per wk, 100.00.
News-5 min Update—5 ti per wk incl 1 30-sec spot, 85.00.
News-1/4 hr. News Major—5 ti per wk incl 2 1-min spots, 180.00.

(SMD) (D)

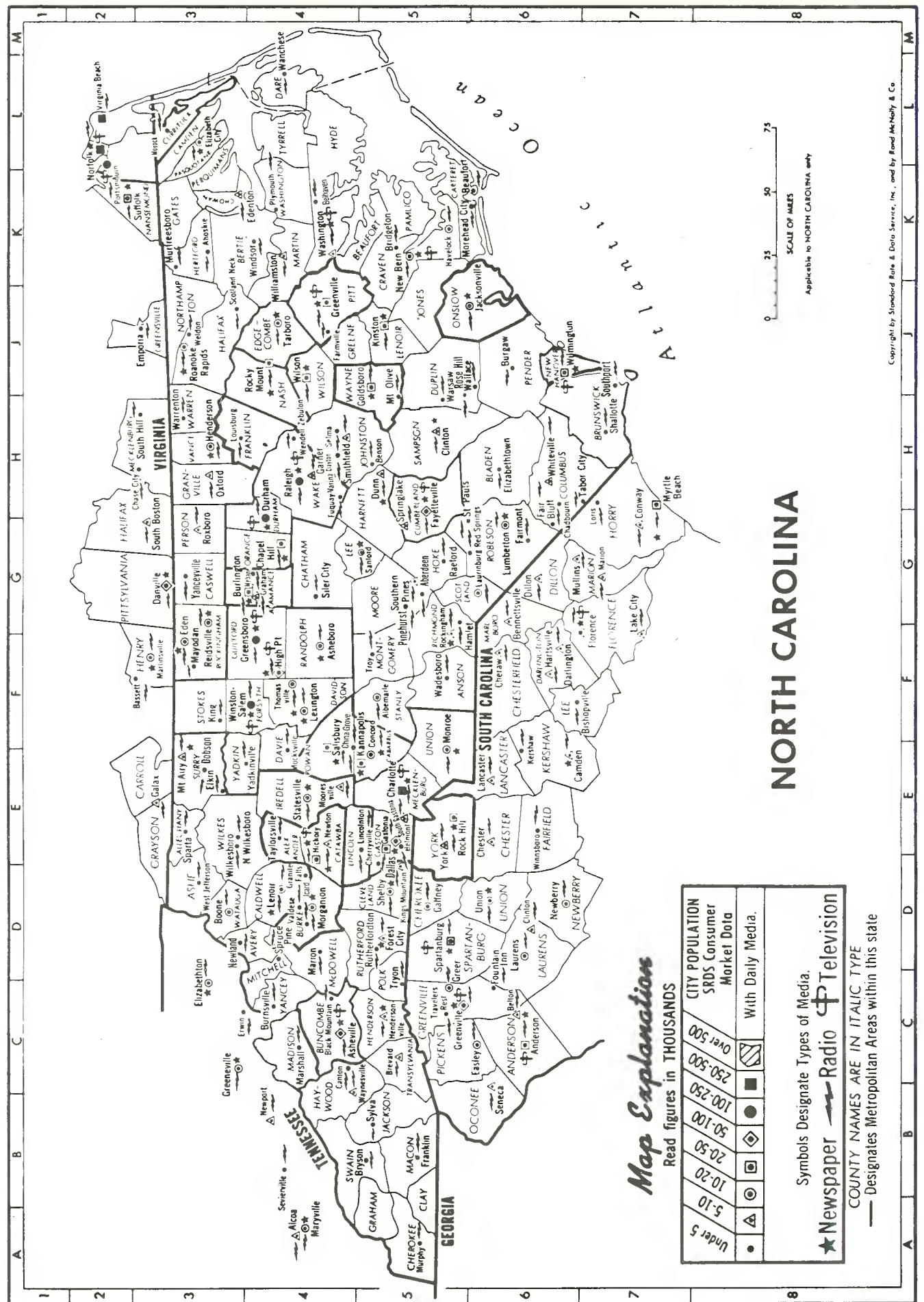
Yonkers

Westchester County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

WRTN (FM)
1953
NEW ROCHELLE

Mid 012342-000
See listing under city of license.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Asheville—Buncombe Burlington—Alamance	Charlotte—Mecklenburg Durham—Durham		Fayetteville—Cumberland Gastonia—Gaston				Greensboro—Guilford Hickory—Catawba		High Point—Guilford Jacksonville—Onslow		Raleigh—Wake Rocky Mount—Edgecombe		Wilmington—New Hanover		Winston-Salem—Forsyth		Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)																				
	Estimates for:																																						
	STATE	—Gross Household Income—1984								—Retail Sales—1984																													
COUNTY—Map Loc.	Population 4/1/84 (000)	Households 4/1/84 (000)	% Distribution of Households 00000 15000 35000 50000 to to to and 14999 34999 49999 over						—Total Retail Sales— Per Household (\$)		—By Selected Store Types																												
City Metropolitan Area			(5000)	Household (\$)						Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)																							
NORTH CAROLINA STATE TOTALS.....																				6,128.1	2,148.22	50,845,554	23,669	37.1	42.7	12.4	7.8	29,347,753	13,661	6,497,191	1,046,074	4,429,957	1,366,493	1,417,954	4,956,350	2,617,410	3,675.08	1,366.2	59.00
ALAMANCE G-4	99.2	36.19	897,944	24,812	34.9	44.1	12.8	8.2	510,568	14,108	112,041	17,825	75,793	24,007	25,337	86,405	45,380	64.66	19.1	58																			
Burlington	36.0	14.04	345,456	24,605	194,952	13,885	42,966	6,876	29,178	9,123	9,550	32,959	17,357	22.29	6.9	22																			
Burlington Metro Area	99.2	36.19	897,944	24,812	32.7	45.0	14.6	7.8	510,568	14,108	112,041	17,825	75,793	24,007	25,337	86,405	45,380	64.66	19.1	58																			
ALEXANDER E-4	27.0	9.28	198,749	21,417	36.6	49.8	9.7	4.0	123,073	13,262	27,476	4,473	18,873	5,676	5,791	20,744	11,012	18.60	1.8	17																			
ALLEGHANY E-3	10.1	3.81	68,799	18,057	51.5	39.3	4.9	4.3	46,110	12,102	10,574	1,781	7,431	2,061	1,981	7,721	4,170	6.81	2	08																			
ANSON F-5	26.2	8.63	163,625	18,960	46.8	42.0	7.6	3.6	108,924	12,622	24,664	4,090	17,149	4,942	4,892	18,296	9,801	13.92	1.2	28																			
ASHE D-3	23.1	8.37	129,362	15,455	58.3	36.3	3.3	2.2	96,121	11,484	22,394	3,846	15,942	4,213	3,893	16,032	8,747	14.75	2.2	10																			
AVERY D-4	15.1	5.11	95,177	18,626	47.9	40.8	8.0	3.4	63,494	12,425	14,444	2,409	10,083	2,865	2,806	10,653	5,724	8.97	1	12																			
BERTIE K-5	41.6	14.80	330,129	22,306	41.9	39.5	12.0	6.6	197,888	13,371	44,074	7,153	30,210	9,152	9,383	33,372	17,690	24.42	13.2	24																			
BERTIE K-3	20.9	6.91	123,048	17,807	53.3	37.1	6.0	3.6	83,851	12,135	19,207	3,231	13,485	3,753	3,617	14,045	7,579	10.86	12.4	29																			
BLADEN H-6	31.9	10.65	208,756	19,602	48.6	37.6	9.4	4.5	134,604	12,639	30,469	5,050	21,180	6,110	6,652	22,612	12,110	17.70	12.3	33																			
BRUNSWICK H-7	41.2	14.40	320,374	22,248	39.5	42.3	12.5	5.7	195,205	13,556	43,312	6,984	29,590	9,066	9,366	32,949	17,425	25.26	9.5	36																			
BUNCOMBE C-4	165.2	62.38	1,444,430	23,155	46.6	39.3	8.6	5.4	845,236	13,550	187,553	30,289	128,138	39,255	40,549	142,669	75,450	102.72	14.4	1.06																			
Asheville	50.9	20.84	428,950	20,583	265,939	12,761	60,025	9,913	41,623	12,112	12,073	44,705	23,898	28.41	10.7	41																			
Asheville Metro Area	165.2	62.38	1,444,430	23,155	37.9	43.6	11.9	6.6	845,236	13,550	187,553	30,289	128,138	39,255	40,549	142,669	75,450	102.72	14.4	1.06																			
BURKE D-4	77.0	27.20	615,939	22,645	35.1	49.0	11.3	4.5	366,767	13,484	81,494	13,185	55,745	17,007	17,520	61,887	32,757	49.11	5.5	38																			
CABARRUS E-5	89.3	32.08	764,187	23,821	33.3	47.0	13.7	6.0	446,794	13,927	96,388	15,727	66,765	20,928	21,942	75,551	39,765	57.51	12.7	50																			
CALDWELL D-4	71.7	24.88	533,015	21,423	36.7	50.5	8.7	4.0	328,805	13,216	73,470	11,975	50,504	15,150	15,429	55,408	29,431	45.82	4.1	28																			
CAMDEN L-3	5.9	1.97	53,038	26,923	33.6	37.2	16.4	12.8	28,998	14,720	6,292	986	4,213	1,380	1,487	4,920	2,566	3.42	1.9	04																			
CARTERET K-5	44.4	16.48	372,942	22,630	38.2	43.1	12.9	5.8	223,109	13,538	49,518	8,000	33,838	10,695	37,657	19,918	26.88	4.2	32																				
CASWELL G-2	21.2	6.73	135,751	20,171	45.1	42.2	8.9	3.8	86,593	12,867	19,500	3,211	13,495	3,954	3,962	14,565	7,775	12.27	9.2	16																			
CATAWBA E-4	109.6	39.17	964,346	24,620	38.0	42.8	9.7	9.5	546,773	13,959	120,339	19,222	81,621	25,626	26,896	92,469	48,653	72.35	10.2	60																			
Hickory	20.2	7.80	192,817	24,720	104,975	13,458	23,337	3,778	15,970	4,865	5,007	17,711	9,378	12.42	3.2	10																			
Hickory Metro Area	213.6	75.66	1,779,030	23,513	33.4	49.4	11.6	5.6	1,036,610	13,701	229,309	36,880	156,239	48,310	50,208	175,100	92,423	140.03	17.5	1.15																			
CHATHAM G-4	34.2	12.45	279,087	22,417	35.4	47.5	12.0	5.1	170,039	13,658	37,649	6,063	25,673	7,916	8,212	28,716	15,166	23.06	9.2	27																			
CHEROKEE A-5	19.7	7.19	126,016	17,527	51.2	39.1	6.9	2.8	87,204	12,129	19,980	3,362	14,031	3,901	3,758	14,606	7,883	11.52	4	12																			
CHOWAN K-3	12.9	4.51	98,533	21,848	44.9	39.0	10.6	5.5	58,711	13,018	13,171	2,158	9,086	2,693	2,719	9,884	5,263	6.94	5.4	08																			
CLAY A-5	7.0	2.66	41,541	15,617	59.2	33.3	4.4	3.1	30,674	11,532	7,138	1,224	5,077	1,346	1,248	5,118	2,790	4.61	04																			
CLEVELAND D-5	87.1	29.96	678,340	22,642	36.2	47.0	11.8	5.0	407,022	13,586	90,251	14,561	61,621	18,918	19,570	68,714	36,323	51.43	18.2	49																			
COLUMBUS H-6	52.1	17.75	385,788	21,735	45.4	36.3	11.3	7.0	232,665	13,108	52,109	8,519	35,893	10,692	10,836	39,185	20,845	29.07	15.7	49																			
CRAVEN K-5	73.5	24.55	565,015	23,015	39.2	40.8	12.7	7.2	331,915	13,520	73,696	11,912	50,378	15,404	15,892	56,016	29,636	38.78	20.0	1.40																			
CUMBERLAND H-5	258.0	79.14	1,750,590	22,120	44.7	37.4	10.3	7.5	1,054,890	13,329	235,153	38,209	161,310	48,737	49,878	177,863	94,335	125.99	79.0	9.52																			
Fayetteville	58.5	21.36	460,534	21,561	279,286	13,075	62,594	10,243	43,140	12,824	12,978	47,029	25,028	30.15	24.0	1.17																			
Fayetteville Metro Area	258.0	79.14	1,750,590	22,120	38.7	43.9	11.7	5.7	1,054,890	13,329	235,153	38,209	161,310	48,737	49,878	177,863	94,335	125.99	79.0	9.52																			
CURRITUCK L-3	13.1	4.65	113,440	24,396	36.3	39.7	14.5	9.5	64,783	13,932	14,264	2,280	9,679	3,035	3,182	10,955	5,766	8.25	2.1	11																			
DARE L-4	15.7	6.36	143,878	22,622	39.6	44.8	9.5	6.1	83,425	13,117	18,679	3,053	12,863	3,885	3,889	14,051	7,473	11.02	1.0	07																			
DAVIDSON F-4	118.5	42.22	971,241	23,004	35.5	47.3	11.4	5.8	571,931	13,546	126,912	20,497	86,710	26,561	27,435	96,537	51,054	77.88	11.8	65																			
DAVIE E-4	26.5	9.27	228,206	24,618	35.3	43.4	13.5	7.8	128,805	13,895	28,382	4,541	19,270	6,029	6,314	21,777	11,467	18.59	2.8	14																			
DUPLIN J-5	41.6	14.32	317,691	22,185	42.0	39.2	12.2	6.6	190,969	13,336	42,565	6,915	29,196	8,824	9,033	32,200	17,077	24.06	14.2	29																			
DURHAM G-4	158.8	58.34	1,465,850	25,126	43.8	39.7	9.9	6.7	818,754	14,034	179,299	28,682	121,875	38,437	40,457	138,514	72,812	91.77	57.6	1.33																			
Durham	100.8	38.22	831,743	21,762	497,949	13,028	111,723	18,308	77,073	22,836	23,057	83,828	44,643	52.28	46.5	87																			
Durham Metro Area	599.3	215.21	5,797,160	26,937	31.5	41.7	15.6	11.2	3,099,330	14,401	676,400	106,801	455,291	146,609	156,323	525,183	274,887	365.14	156.6	4.99																			
EDGECOMBE J-4	56.7	18.78	411,439	21,908	42.6	39.2	11.2	7.0	252,711	13,456	56,185	9,097	38,452	11,711	12,049	42,636	22,576	29.09	28.8	4.9																			
Rocky Mount	42.8	15.68	356,386	22,729	209,247	13,345	46,628	7,573	31,975	9,672	9,905	35,284	18,709	21.81	17.6	33																			
FORSYTH F-3	251.7	93.92	2,612,400	27,815	38.5	38.4	12.4	10.7	1,362,870	14,511	296,835	46,738	199,434	64,610	69,145	231,048	120,783	159.46	61.4	1.63																			
Winston-Salem	129.1	49.49	1,295,990	26,187	681,761	13,776	150,591	24,172	102,470	31,825	33,170	115,200	60,750	73.17	49.1	97																			
Greensboro-Winston-Salem-High Point Metro Area	882.3	320.67	8,331,210	25,981	33.2	43.4	14.0	9.4	4,524,090	14,108	992,807	157,956	671,621	212,716	224,497	765,624	402,110	56																					

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984						Total Retail Sales—		Retail Sales—1984							Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	% Distribution of Households				Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types—					Service Station (\$000)				
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over				General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)						
Wilmington	42.6	17.25	351,028	20,349	216,360	12,543	49,084	8,159	34,184	9,795	9,654	36,326	19,482	21.82	16.7	4.0
Wilmington Metro Area	111.5	40.96	1,012,790	24,726	35.5	42.7	13.2	8.6	571,407	13,950	125,781	20,096	85,325	26,776	28,094	96,631	50,848	65.36	24.1	8.4
NORTHAMPTON J-3	21.8	6.88	125,629	18,260	54.4	35.3	6.0	4.3	83,382	12,119	19,112	3,218	13,426	3,729	3,588	13,964	7,539	10.35	13.2	2.7
ONSLOW J-5	115.6	31.47	747,861	23,764	26.7	40.8	17.7	14.8	427,023	13,569	94,715	15,288	64,687	19,841	20,512	72,085	38,112	51.11	23.3	4.48
Jacksonville	17.5	6.28	187,096	29,792	93,578	14,901	20,236	3,154	13,507	4,471	4,846	15,891	8,270	10.37	2.9	4.48
Jacksonville Metro Area	115.6	31.47	747,861	23,764	37.4	41.2	13.1	8.2	427,023	13,569	94,715	15,288	64,687	19,841	20,512	72,085	38,112	51.11	23.3	4.48
ORANGE G-3	83.4	29.80	778,726	26,132	36.1	39.6	12.8	11.5	414,815	13,920	91,365	14,609	62,011	19,425	20,359	70,140	36,922	49.92	14.4	7.4
PAMLICO K-5	10.5	3.74	72,978	19,513	46.8	40.1	8.7	4.4	47,963	12,824	10,809	1,782	7,486	2,188	2,188	8,066	4,308	6.09	3.3	0.5
PASQUOTANK K-3	28.8	9.93	198,371	19,977	45.3	39.7	10.3	4.6	129,020	12,993	28,968	4,751	19,996	5,912	5,960	21,716	11,570	15.45	10.5	1.9
PENDER J-6	23.7	8.06	171,400	21,266	42.6	40.7	10.3	6.4	106,189	13,175	23,753	3,877	16,343	4,887	4,966	17,890	9,509	13.85	9.2	2.1
PERQUIMANS K-3	9.8	3.42	60,971	17,828	51.7	36.6	8.9	2.8	42,256	12,356	9,632	1,611	6,735	1,902	1,855	7,086	3,812	5.77	3.7	0.9
PERSON G-3	30.1	10.25	205,862	20,084	43.2	44.2	9.2	3.4	131,984	12,876	29,711	4,890	20,555	6,030	6,045	22,201	11,848	18.23	9.4	2.4
PITT J-4	95.6	32.39	713,261	22,021	43.3	38.2	11.2	7.2	429,694	13,266	95,916	15,613	65,874	19,822	20,230	72,426	38,446	53.22	32.8	9.0
POLK C-5	13.4	5.24	117,719	22,465	42.2	38.7	11.2	7.9	69,735	13,308	15,548	2,527	10,667	3,221	3,296	11,757	6,237	9.23	1.2	1.1
RANDOLPH F-4	96.7	34.96	778,712	22,274	35.4	49.1	10.6	5.0	470,637	13,462	104,619	16,936	71,590	21,813	22,451	79,406	42,041	67.49	6.1	5.1
RICHMOND F-5	46.8	16.41	315,526	19,228	45.1	43.1	8.3	3.4	208,726	12,719	47,154	7,796	32,723	9,496	9,447	35,080	18,764	26.42	12.5	3.7
ROBESON G-6	107.1	33.34	673,322	20,196	45.7	41.7	8.4	4.2	424,567	12,734	95,888	15,847	66,525	19,322	19,235	71,361	38,163	54.00	27.0	1.28
ROCKINGHAM F-3	87.7	31.37	685,535	21,853	39.2	44.6	10.9	5.3	419,190	13,363	93,374	15,157	64,011	19,384	19,868	70,691	37,475	54.74	18.1	6.7
ROWAN E-4	101.4	37.04	847,091	22,870	34.2	48.8	11.6	5.4	506,947	13,686	112,176	18,049	76,451	23,617	24,530	85,625	45,204	64.28	16.0	5.6
RUTHERFORD D-5	55.6	20.02	404,283	20,194	42.1	44.4	9.4	4.1	260,116	12,993	58,402	9,579	40,314	11,919	12,017	43,782	23,327	34.52	6.8	4.1
SAMPSON H-5	51.0	17.22	346,842	20,142	44.9	40.3	10.1	4.7	222,270	12,908	50,002	8,222	34,573	10,162	10,203	37,394	19,948	30.02	17.2	4.7
SCOTLAND G-5	34.0	10.99	254,837	23,188	38.8	42.7	13.5	4.9	149,513	13,604	33,140	5,344	22,619	6,952	7,197	25,243	13,341	16.83	12.0	3.1
STANLY F-5	50.2	18.12	400,041	22,077	37.4	47.5	10.5	4.6	242,141	13,363	53,936	8,755	36,974	11,197	11,477	40,834	21,647	32.84	5.8	2.6
STOKES F-3	36.7	12.59	284,662	22,610	34.7	47.5	13.5	4.4	174,863	13,889	38,540	6,168	26,174	8,182	8,564	29,562	15,568	24.22	2.6	2.7
SURRY E-3	61.9	22.35	473,666	21,193	40.9	44.1	10.4	4.6	294,531	13,178	65,866	10,747	45,308	13,558	13,785	49,622	26,372	40.17	3.0	4.6
SWAIN B-4	10.7	3.75	60,647	16,173	55.2	37.6	3.9	2.9	43,760	11,669	10,135	1,728	7,181	1,932	1,812	7,310	3,973	5.96	1.1	0.4
TRANSYLVANIA C-5	24.6	8.71	226,417	25,995	32.3	42.3	16.3	9.1	126,201	14,489	27,494	4,331	18,477	5,981	6,397	21,393	11,186	15.65	1.3	1.0
TYRRELL L-4	4.0	1.40	28,220	20,514	45.5	35.9	11.7	6.9	18,567	13,262	4,144	674	2,846	857	875	3,130	1,661	2.01	1.6	0.1
UNION F-5	75.7	24.88	601,153	24,162	33.0	48.0	12.6	6.3	345,103	13,871	76,080	12,180	51,679	16,145	16,891	58,340	30,728	47.10	12.7	6.0
VANCE H-3	37.6	12.61	229,488	18,199	50.0	40.6	6.1	3.3	154,416	12,246	35,281	5,917	24,718	6,932	6,722	25,881	13,944	19.49	16.3	2.3
WAKE H-4	326.2	116.69	3,352,270	28,728	31.5	40.9	15.2	12.4	1,732,890	14,850	375,148	58,569	250,650	82,688	89,454	294,188	153,218	205.94	71.0	2.58
Raleigh	155.4	57.21	1,563,590	27,331	823,238	14,390	179,707	28,384	120,988	38,932	41,494	139,491	73,022	88.77	42.6	1.39
Raleigh-Durham Metro Area	599.3	215.21	5,797,160	26,937	31.5	41.7	15.6	11.2	3,099,330	14,401	676,400	106,801	455,291	146,609	156,323	525,183	274,887	365.14	156.6	4.99
WARREN H-3	16.2	5.28	109,892	20,813	46.4	37.8	9.8	6.0	68,450	12,964	15,381	2,525	10,625	3,134	3,154	11,519	6,140	8.42	9.6	1.1
WASHINGTON K-4	14.9	4.80	118,999	24,791	37.7	37.6	14.7	9.9	67,410	14,044	14,814	2,361	10,034	3,165	3,331	11,404	5,995	7.87	6.5	1.4
WATAUGA D-3	35.5	12.33	245,325	19,897	48.5	37.1	8.3	6.1	156,383	12,683	35,361	5,853	24,558	7,107	7,057	26,277	14,063	22.41	5.5	2.0
WAYNE J-4	100.5	33.73	731,659	21,692	40.7	42.2	11.4	5.7	448,364	13,293	100,025	16,269	68,661	20,697	21,148	75,583	40,107	56.16	32.7	1.04
WILKES E-3	61.5	21.70	493,740	22,753	38.6	46.0	9.7	5.7	287,905	13,268	64,262	10,460	44,133	13,282	13,557	48,528	25,759	40.53	2.9	4.6
WILSON J-4	64.6	22.22	519,638	23,386	40.9	39.5	12.6	7.0	299,703	13,488	66,588	10,772	45,545	13,899	14,320	50,572	26,767	36.07	23.5	6.0
YADKIN E-3	29.8	10.80	226,024	20,928	41.0	43.3	10.8	4.9	143,631	13,299	32,036	5,209	21,987	6,632	6,779	24,214	12,847	21.03	1.4	2.6
YANCEY C-4	15.7	5.58	95,584	17,130	51.0	41.7	5.1	2.2	67,249	12,052	15,436	2,603	10,856	3,002	2,880	11,258	6,084	9.75	2.2	0.7

NORTH CAROLINA

NORTH CAROLINA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015367-014
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

NORTH CAROLINA STATE GROUP

Comprised of
Non-Interconnected Stations

WODK-FM—Ahoskie
WRCS—Ahoskie
WZKY—Albemarle
WISE—Asheville
WBBB—Burlington
WRBX—Chapel Hill/Durham
WPEG (FM)—Charlotte
WCSL—Cherryville
WCLN-FM—Clinton
WEGO—Concord
WBX (FM)—Edenton
WNCN—Elizabeth City
WBLA—Elizabethtown
WIFM (FM)—Elkin
WFMO—Fairmont/Lumberton
WGHB—Farmville/Greenville
WROR (FM)—Farmville/Greenville
WFAI—Fayetteville
WAGY—Forest City
WFSC—Franklin
WRFR (FM)—Franklin
WAS—Gastonia
WEOR (FM)—Goldsboro
WGBR—Goldsboro
WKEW—Greensboro
WWMO (FM)—Greensboro/Reidsville
WIZS—Henderson
WHKY—Hickory
WGOS—High Point
WRNS (FM)—Kinston
WKMT—Kings Mountain
WEWO—Laurinburg
WSTS (FM)—Laurinburg
WBUY (FM)—Lexington
WLXN—Lexington
WYRN—Louisburg
WMYN—Mayodan
WHNI—Mebane
WDSL—Mocksville
WMAP—Monroe

WDSL—Mocksville
WMAF—Monroe
WPAO—Mount Airy
WOFM (FM)—Moyleck
WKRR—Murphy
WNNC—Newton
WCOB—Oxford
WPNC/WKIX-FM—Plymouth
WSMR—Raeford
WPJL—Raleigh
WYRU—Red Springs
WREV—Reidsville
WPTM (FM)—Roanoke Rapids
WSMY—Roanoke Rapids
WLWL—Rockingham
WRMT—Rocky Mount
WEGG—Rose Hill
WFJA (FM)—anford
WSBL—Sanford
WWGP—Sanford
WOHS—Shelby
WXIK (FM)—Shelby
WMPM—Smithfield
WCEL—Southern Pines
WCOG—Sparta
WTOE—Spruce Pine
WDRV—Statesville
WKSM (FM)—Tabor City
WTAB—Tabor City
WTLK—Taylorsville
WTNC—Thomasville
WTVN—Tryon
WSVM—Valdese
WADE—Wadesboro
WOBK—Wanchese
WOBK-FM—Wanchese
WWGN—Washington
WHCC—Waynesville
WONS (FM)—Waynesville
WETS—Wendell-Zebulon
WKSJ—West Jefferson
WELS—Wilson
WJRI—Lenoir
WTSB—Lumberton
WMMH—Marshall
WMYN—Mayodan

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.

For complete listing see
Regional Networks & Groups



Keystone
BROADCASTING SYSTEM, INC.

NORTH CAROLINA NEWS NETWORK

NORTH CAROLINA NEWS NETWORK

Comprised of
Interconnected by Satellite Stations

WODK-FM—Ahoskie
WRCS—Ahoskie
WZKY—Albemarle
WISE—Asheville
WBBB—Burlington
WRBX—Chapel Hill/Durham
WPEG (FM)—Charlotte
WCSL—Cherryville
WCLN-FM—Clinton
WEGO—Concord
WBX (FM)—Edenton
WNCN—Elizabeth City
WBLA—Elizabethtown
WIFM (FM)—Elkin
WFMO—Fairmont/Lumberton
WGHB—Farmville/Greenville
WROR (FM)—Farmville/Greenville
WFAI—Fayetteville
WAGY—Forest City
WFSC—Franklin
WRFR (FM)—Franklin
WAS—Gastonia
WEOR (FM)—Goldsboro
WGBR—Goldsboro
WKEW—Greensboro
WWMO (FM)—Greensboro/Reidsville
WIZS—Henderson
WHKY—Hickory
WGOS—High Point
WRNS (FM)—Kinston
WKMT—Kings Mountain
WEWO—Laurinburg
WSTS (FM)—Laurinburg
WBUY (FM)—Lexington
WLXN—Lexington
WYRN—Louisburg
WMYN—Mayodan
WHNI—Mebane
WDSL—Mocksville
WMAP—Monroe

Media Code 4 234 0118 1.00 Mid 012498-000
North Carolina News Network
Executive Office: 711 Hillsborough St., Box 12900, Raleigh, NC 27605. Phone 919-890-6030.

PROGRAMMING DESCRIPTION

NORTH CAROLINA NEWS NETWORK: 18 daily state newscasts incl. nat'l/international news, 3 daily state sportscasts, 8 daily weather reports, wknd public affairs & feature programs, statewide election & legislative reports. SPORTS: live play-by-play of Duke U football & basketball, N.C. State U football & basketball, Baltimore Orioles & Washington Redskins. Mon Jim Valvano Talk Show. MUSIC: wknd 3-hr 3 hr oldies/beach music/Southern Gold. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL

General Manager—Al Mangum.
General Sales Manager—Darelyn (DJ) Jones.
Operations Manager—Mike Edwards.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11c, 12c, 13b, 15e.
Basic Rates: 20a, 24b, 24c, 27, 28a, 28c.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.
Affiliated with Blair Represented State Networks.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 2/24/84—Rec'd 3/26/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 11 am-10 pm.
A—Mon thru Sat 7-11 pm.

6. SPOT ANNOUNCEMENTS

AAA	AA	A	AAA	AA	A
1 min	340	295	255	30 sec	240
					205
					180

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

Ea	1 min	30 sec
	290	200

(A)

SOUTHERN FARM NETWORK



Comprised of
Interconnected Stations by Satellite

WZOO—Asheboro
WRZ—Clinton
WGAI—Elizabeth City
WBBO-FM—Forest City
WFMC—Goldsboro
WNCT/WNCT-FM—Greenville
WKTE—King
WKSP—Kingstree SC
WSTS (FM)—Laurinburg
WJSK (FM)—Lumberton
WMNC—Morganton
WPTF—Raleigh
WRNC—Reidsville
WPTM (FM)—Roanoke Rapids
WMPM—Smithfield
WFMX (FM)—Statesville
WKSM (FM)—Tabor City
WLSE—Wallace
WGTM—Wilson
WTOB—Winston-Salem

(*) Anchor or originating station.

Media Code 4 234 0137 1.00 Mid 012499-000
Southern Farm Network, Box 1511, Raleigh, NC 27602.
Phone 919-832-8311, TWX, 510-928-1852.

1. PERSONNEL

General Manager—Tom Campbell.
Sales Manager—Penn Watson.
Farm Director—Johnnie Hood.
Network Coordinator—Geneva Hammond.

2. REPRESENTATIVES

McGavren Guild Radio.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 23a, 24b, 28c.
Contracts: 40a, 41, 46, 47, 49, 51a.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

TOTAL RADIO NETWORK



Comprised of
Interconnected Stations

WZOO—Asheboro
WRZ—Clinton
WGAI—Elizabeth City
WBBO-FM—Forest City
WFMC—Goldsboro
WMAF (FM)—High Point
WKTE—King
WSTS (FM)—Laurinburg/
Fayetteville
WJSK (FM)—Lumberton
WMNC—Morganton
WSFL (FM)—New Bern
WPTM (FM)—Roanoke Rapids
WRMT—Rocky Mount
WRNC—Reidsville
WMPM—Smithfield
WFMX (FM)—Statesville
WKSM (FM)—Tabor City
WLSE—Wallace
WAAV—Wilmington
WGTM—Wilson
WPTF—Raleigh/Durham

Media Code 4 234 0178 S.00 Mid 033569-000
Box 1511, Raleigh, NC 27602. Phone 919-832-8311,
TWX, 510-928-1852.

1. PERSONNEL

Vice Pres. & Gen'l Mgr.—Tom Campbell.
Sales Manager—Penn Watson.
Network Coordinator—Geneva Hammond.
News Director—Dave Boliek.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK)



(This is a paid duplicate of the state group segment listing under Time Rates in the TRN FARM NEWS NETWORK listing in National and Regional Radio Networks and Groups section under National Groups.)

Media Code 4 100 8800 9.00 Mid 015392-002
Executive Office:
711 Hillsborough St., Box 12800, Raleigh, NC 27605.
Phone 919-890-6046, Call Collect.

NORTH CAROLINA STATE GROUP

Comprised of
Interconnected by Satellite Station

WCLN—Clinton
WCLN-FM—Clinton
WBX—Edenton
WIFM—Elkin
WFM—Fairmont
WGH—Farmville
WIZS—Henderson
WRNS (FM)—Kinston
WYRN—Louisburg
WMYN—Mayodan
WHNI—Mebane
WYCM—Murfreesboro
WCOB—Oxford
WPNC/WKIX-FM—Plymouth
WMO—Reidsville
WCBT—Roanoke Rapids
WFMA (FM)—Rocky Mount
WRXO—Roxboro
WWGP—Sanford
WYAL—Scotland Neck
WZB—Selma
WYAL—Scotland Neck
WZB—Selma
WYCB—Shelby
WCCS—Shelby
WNCA—Siler City
WKTC (FM)—Tarboro
WTR—Warsaw
WETS—Wendell-Zebulon
WENC—Whiteville
WORT—Whiteville
WIAM—Williamston
WVOT—Wilson
WBTE/WDJB (FM)—Windsor

1. PERSONNEL

Farm Director—Ray Wilkinson.
National Sales Manager—Paul von Hagel.
Director, Agricultural Productions—Dix Harper.
Farm News Editor—Ken Tanner.

2. REPRESENTATIVES

T-N Spot Sales.

4. AGENCY COMMISSION

15/0 time, talent and production.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Talent and normal production cost based on charge of 20% of time cost.

TIME RATES

Eff—Rec'd 6/5/84.

6. SPOT ANNOUNCEMENTS

1 min	13x	26x	52x	104x	156x	260x
30 sec	185	183	180	172	168	160
	148	145	143	135	132	125

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(D) (CR-4)

Aberdeen

Moore County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WANC

1982
ABERDEEN

Mid 015941-000

See SRDS Spot Radio Small Markets Edition.

WIOZ (FM)

1973
SOUTHERN PINES

Mid 012732-000

See listing under city of license.

Ahoskie

Hartford County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WQDK-FM

1968
AHOSKIE

Mid 012501-000

See SRDS Spot Radio Small Markets Edition.

WRCS

1947
AHOSKIE

Mid 012500-000

See SRDS Spot Radio Small Markets Edition.

NORTH CAROLINA

Albemarle

Stanly County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WABZ (FM)

1958
ALBEMARLE

Mid 012502-000

See SRDS Spot Radio Small Markets Edition.

WWWX

1948
ALBEMARLE

Mid 012503-000

See SRDS Spot Radio Small Markets Edition.

WZKY

1956
ALBEMARLE

Mid 012504-000

See SRDS Spot Radio Small Markets Edition.

Asheboro

Randolph County—Map location F-4
See SRDS Consumer market map and data at beginning of the state.

WKXR

1946
ASHEBORO

Mid 012506-000

See SRDS Spot Radio Small Markets Edition.

WRLT (FM)

1946
ASHEBORO

Mid 012505-000

See SRDS Spot Radio Small Markets Edition.

WZOO

1971
ASHEBORO

Mid 012507-000

See SRDS Spot Radio Small Markets Edition.

Asheville

Buncombe County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WISE

1939
ASHEVILLE



McGAVREN GUILD RADIO

Media Code 4 234 0500 0.00 Mid 012508-000
Basic Media Ltd.
90 Lookout Rd., Asheville, NC 28804. Phone 704-253-5381.

PROGRAMMING DESCRIPTION
WISE: Target audience 25-54. MUSIC: Hits of 50-70's blended w/current Adult Contemporary; Gold Picks from TM Programming. AIR PERSONALITIES handle all segments except news. NEWS: emphasis on local plus information. Contact Representative for further details. Rec'd 10/2/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—N. Eric Jorgensen.
Sales Manager—Jan Kahn.
Program Director—Vince Rutherford.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w., 1,000 w. nights; 1310 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 15b.
Basic Rates: 20g, 21a, 21b, 22b, 24b, 24c, 25a, 25b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60a, 60d, 60i, 60k, 62d.
Cancellation: 70c, 70e, 71a, 73a, 73b.
Prod. Services: 82.
FM facilities: WKSF (FM).
Affiliated with RKO.
Affiliated with The Wall Street Journal Radio Network.
Member: McGavren-Guild Radio Network, North Carolina News Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKIT (FM)

1958
HENDERSONVILLE

Mid 012615-000

See listing under city of license.

WKSF (FM)

(formerly WRLX (FM))
1947
ASHEVILLE



McGAVREN GUILD RADIO



Media Code 4 234 0537 2.00 Mid 012509-000
WISE Radio, Inc.
90 Lookout Rd., Asheville, NC 28804. Phone 704-257-2700, Wats, 800-532-0127.

PROGRAMMING DESCRIPTION
WKSF (FM): Programmed for 16-44. MUSIC: Contemporary Hits; Top 40 & oldies. AIR PERSONALITIES handle promotions. Contact Representative for further details. Rec'd 10/2/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—N. Eric Jorgensen.
Sales Manager—Jan Kahn.
Program Director—John Stevens.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 53,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,624 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 15g.
Basic Rates: 20g, 21a, 21g, 22g, 24g, 24c, 25a, 25g.
Contracts: 40a, 44a, 45, 46.
Cancellation: 70c, 70e, 71a, 73a, 73b.
Prod. Services: 82.
AM facilities: WISE.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRAQ

1947
ASHEVILLE



Media Code 4 234 0575 2.00 Mid 012510-000
Greater Asheville Broadcasting Corp.
70 Adams Hill Rd., Asheville, NC 28806. Phone 704-252-6703.

- REPRESENTATIVES**
Carolina Spot Sales.
1 min rate 1x: 7.00.

WSKY

1946
ASHEVILLE



Media Code 4 234 0600 8.00 Mid 012511-000
Radio Asheville, Inc.
Box 2956, Northwestern Bank Bldg., Asheville, NC 28802.
Phone 704-253-4451.
1 min rate 1x: 10.00.

WWNC

1927
ASHEVILLE



Katz Radio

Modern Country Music

Media Code 4 234 0650 3.00 Mid 012512-000
Multimedia Broadcasting Co.
Box 6447, Tower Rd., Asheville, NC 28816. Phone 704-253-3836.

PROGRAMMING DESCRIPTION
WWNC: MUSIC: Modern country. AIR PERSONALITIES handle all segments. NEWS: network & AP at :60; network commentator; 9-1 am, personality with emphasis on local reports, sports & farm news drop-ins. FARM: 11 am-1 pm; ag news plus direct market reports & interviews

as drop-ins to personality show; 10-10:30 pm, round-up of local/reg'l news with live phone calls to emergency facilities plus weather bureau. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Sheldon Summerlin.
Sales Manager—Eugene Banks.
Program Director—Wiley Carpenter.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 570 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e.
Basic Rates: 21b, 22a, 23a, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61b.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- No. 30 Eff 3/19/84—Rec'd 3/21/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-midnight.
B—Mon thru Sun 7 pm-midnight.
- SPOT ANNOUNCEMENTS**
PER WK
1 min AAA AA A B
30 sec: 80% of 1-min.

Rates may be combined for frequency discount.

Beaufort

Carteret County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WBTB

1954
BEAUFORT

Mid 012513-000

See SRDS Spot Radio Small Markets Edition.

Belhaven

Beaufort County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WKJA (FM)

1981
BELHAVEN



Media Code 4 234 0725 3.00 Mid 026857-000
Winfas of N. C., Inc.
Box 2192, Washington, NC 27889. Phone 919-964-9292.

PROGRAMMING DESCRIPTION
WKJA (FM): Modern Country for audience 25-54. NEWS: local AM & PM drive; MBS nat'l. RELIGIOUS: Sun AM programming. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
General Manager—Aubrey W. Aycock.
Operations Manager—Bob Coates.
 - REPRESENTATIVES**
Southern Spot Sales, Inc.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 287 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
- TIME RATES**
Eff Rec'd 9/26/84.
- SPOT ANNOUNCEMENTS**
6-10 am & 3-7 pm, 1-min flat 8.00; 30-sec flat 6.00.
Guaranteed drivetime, extra .25. (SMD) (CR)

Belmont

Gaston County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WCGC

1954
BELMONT

Mid 012514-000

See SRDS Spot Radio Small Markets Edition.

Benson

Johnston County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WPYB

1961
BENSON

Mid 012515-000

See SRDS Spot Radio Small Markets Edition.

Black Mountain

Buncombe County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WONO

1966
BLACK MOUNTAIN

Mid 012516-000

See SRDS Spot Radio Small Markets Edition.

Boone

Watauga County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WATA

1950
BOONE

Mid 012517-000

See SRDS Spot Radio Small Markets Edition.

Brevard

Transylvania County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WPNF

1950
BREVARD

Mid 012518-000

See SRDS Spot Radio Small Markets Edition.

Bryson City

Swain County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WBHN

1967
BRYSON CITY

Mid 012519-000

See SRDS Spot Radio Small Markets Edition.

Burgaw

Pender County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WVBS

1963
BURGAW



Media Code 4 234 1050 5.00 Mid 012521-000
Smiles East, Inc.
Hwy. 117 S., Box 696, Burgaw, NC 28425. Phone 919-259-5836.

- PERSONNEL**
General Manager—Burl Lauter.
- REPRESENTATIVES**
Carolina Spot Sales.
- FACILITIES**
1,000 w.; 1470 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

WVBS-FM

1965
BURGAW



Media Code 4 234 1075 2.00 Mid 012520-000
The River Broadcasting of N.C., Ltd.
Box 4700, Wilmington, NC 28406. Phone 919-799-8100.
Studio: 1414 39th St., Wilmington, NC 28405. Phone 919-762-2100.

PROGRAMMING DESCRIPTION
WVBS-FM: Programmed for adults & young adults. MUSIC: current & past Contemporary Hits, handled by live AIR PERSONALITIES; music specials highlighted on weekends. FARM: reports incl local agriculture & weather, commodity reports & market quotations; 1/2 hr program daily M-Sat 5-5:30 am. NEWS: at :60 with full-time news director covering live actualities & weather. Contact Representative for further details. Rec'd 1/27/83.

- PERSONNEL**
General Manager—Burl Lauter.
Program Director—Bill Johnson.
- REPRESENTATIVES**
Carolina Spot Sales.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with RKO ONE.
- TIME RATES**
6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D)

Burlington

(including Graham)
Alamance County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.
Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBAG

1946
BURLINGTON-GRAHAM



Media Code 4 234 1087 7.00
Falcon Communications, Inc.
Box 2450, Burlington, NC 27216. Phone 919-226-1180.

Mid 012525-000

2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 10.00.

WBBB

1941
BURLINGTON-GRAHAM



Media Code 4 234 1150 3.00
Maycourt Company
1109 Tower Dr., Box 1119, Burlington, NC 27216. Phone 919-584-0126.

Mid 012523-000

2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

WPCM (FM)

1946
BURLINGTON-GRAHAM



Media Code 4 234 1163 6.00
Maycourt Company
1109 Tower Dr., Box 1119, Burlington, NC 27216. Phone 919-584-0101, Greensboro, 919-275-4748, Durham 682-3302.

Mid 012524-000

- Raleigh 832-9297,
2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

WSML

1967
GRAHAM



Media Code 4 234 1169 3.00
Evans Communications Corp.
1040 Ivey Rd., Box 900, Graham, NC 27253. Phone 919-227-4254.

Mid 017872-000

1 min rate 1x: 8.00.

WZZU (FM)

(formerly WBAG (FM))
1947
BURLINGTON-GRAHAM



Media Code 4 234 1172 7.00
Villcom Broadcasting
925 S. Main St., Box 1328, Burlington, NC 27215. Phone 919-227-4261.

Mid 012522-000

2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 12.50.

Burnsville

Yancey County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

WKYK

1967
BURNSVILLE

Media Code 4 234 1172 7.00
See SRDS Spot Radio Small Markets Edition.

Canton

Haywood County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WPTL

1963
CANTON

Mid 012528-000

See SRDS Spot Radio Small Markets Edition.

WWIT

1954
CANTON

Mid 012529-000

See SRDS Spot Radio Small Markets Edition.

Chadbourn

Columbus County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WVOE

1962
CHADBOURN

Mid 012530-000

See SRDS Spot Radio Small Markets Edition.

Chapel Hill

Orange County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WCHL

1952
CHAPEL HILL

Mid 012531-000

Media Code 4 234 1350 9.00
Village Broadcasting Co.
Box 2127, 1721 E. Franklin St., Chapel Hill, NC 27514.
Phone 919-942-8765.

2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 24.00.

WRBX

1973
CHAPEL HILL

Mid 012532-000

Media Code 4 234 1362 4.00
Carolina Triangle Broadcasting Corp.
4411 Chapel Hill Blvd., Durham, NC 27707. Phone 919-942-8576.

1 min rate 1x: 8.50.

Charlotte

Mecklenburg County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WAME

1955
CHARLOTTE

Mid 012533-000

Media Code 4 234 1375 6.00
Swagert Broadcasting Co.
4116 Collins Rd., Charlotte, NC 28216. Phone 704-377-5916.
Mailing Address: Box 32068, Charlotte, NC 28232.
1 min rate 1x: 20.00.

WBCY (FM)

1962
CHARLOTTE



BLAIR RADIO



A Jefferson-Pilot Station

Media Code 4 234 1425 9.00
Jefferson-Pilot Broadcasting Co.
One Julian Price Place, Charlotte, NC 28208. Phone 704-374-3500, TWX, 810-628-0449.

Mid 012535-000

PROGRAMMING DESCRIPTION
WBCY (FM): Programmed to young adults 18-34. MUSIC: Hit Contemporary singles & albums. Live PERSONALITIES handle all segments. NEWS: Full time staff with news in AM drive, PM drive & noon. Contact Representative for further details. Rec'd 6/20/84.

1. **PERSONNEL**
General Manager—William W. Jennings, Jr.
Sales Manager—Patrick Foy.
Program Director—Bill Martin.
2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
ERP 100,000 w.; 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 44b, 46, 49.
Comb.; Cont. Discounts: 60e, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WBT.
Affiliated with Blair Represented Network.
Affiliated with ABC FM Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBT

1921
CHARLOTTE



BLAIR RADIO



A Jefferson-Pilot Station



Media Code 4 234 1450 7.00
Jefferson-Pilot Broadcasting Co.
One Julian Price Place, Charlotte, NC 28208. Phone 704-374-3500, TWX, 704-525-1019.

Mid 012536-000

PROGRAMMING DESCRIPTION

WBT: Programmed for adults. AIR PERSONALITIES handle all segments. MUSIC: current adult hits with mixture of oldies. 6 am-midnight, telephone conversation with air personalities. Midnight-6 am is all oldies with an air personality M-Sat. 6:30-8 pm M-F is sports talk, 8 pm-12 M-F is telephone talk. NEWS: at :60 & :30 during drive times. 6 man news team with correspondents. SPORTS: college football & basketball & conference tournaments. Golf tournaments reports. Contact Representative for further details. Rec'd 10/27/83.

1. **PERSONNEL**
General Manager—William W. Jennings, Jr.
Sales Manager—Patrick Foy.
Program Director—Dave Bishop.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
50,000 w.; 1110 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 44b, 46, 49.
Comb.; Cont. Discounts: 60e, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WBCY (FM).
Affiliated with Blair Represented Network.
Affiliated with ABC Information Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEZC (FM)

1972
CHARLOTTE



MAJOR MARKET RADIO SALES



Media Code 4 234 1475 4.00
E. Z. Communications
137 S. Kings Dr., Box 30247, Charlotte, NC 28230. Phone 704-372-1106.

Mid 012537-000

PROGRAMMING DESCRIPTION

WEZC (FM): Targets 25-54 adults. MUSIC: adult contemporary/personality. NEWS: 3 min per hr 5:30-10 am; 1-min per hr 10 am-12M & 5 min per hour 12M-5:30 am; PSA 1x per hr. COMMERCIAL POLICY: max 9 units per hr. Contact Representative for further details. Rec'd 5/2/84.

1. **PERSONNEL**
President—Art Kellar.
Vice-Pres. & Gen'l Mgr.—Gary Brobst.
General Sales Manager—Jake Gurley.
2. **REPRESENTATIVES**
Major Market Radio Sales.
3. **FACILITIES**
ERP 100,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,240 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only. Payable end of month.

5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10b, 10h.
Basic Rates: 20a, 21b, 21d, 22b, 29a, 33a.
Contracts: 40a, 44b, 51b.
Comb.; Cont. Discounts: 61c, 62d.
Cancellation: 70c, 71a.
Prod. Services: 80, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGIV

1947
CHARLOTTE



Media Code 4 234 1500 9.00
FMK Broadcasting
Box 3856, Charlotte, NC 28203. Phone 704-333-0131.

Mid 012538-000

2. **REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

WGSP

1983
CHARLOTTE

Rock & Soul

Media Code 4 234 1512 4.00
Amrecorp Communications, Inc.
219 East Blvd., Charlotte, NC 28203. Phone 704-375-1310.

Mid 032522-000

PROGRAMMING DESCRIPTION

WGSP: Target audience 25-54. MUSIC: 60's Rock & Soul. FEATURES: news; community interaction; humor. COMMERCIAL POLICY: 12 min per hr. Contact Representative for further details. Rec'd 1/8/85.

1. **PERSONNEL**
General Manager—Andy Bickel.
Sales Manager—Gerry Horn.
Program Director—Paul Ingles.
2. **REPRESENTATIVES**
Selcom Radio.
3. **FACILITIES**
1,000 w. days; 1310 khz.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Direction Radio Network.
Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Eff—Rec'd 11/27/84.
- | | 6 AM-8:30 PM | | | | | | | | | | | | |
|-------|--------------|----|-----|----|----|----|-----|------|----|----|----|----|----|
| | I | II | III | IV | V | I | II | III | IV | V | | | |
| 1 min | 45 | 41 | 39 | 37 | 35 | 30 | sec | | 41 | 37 | 35 | 33 | 29 |

WHVN

1958
CHARLOTTE

Media Code 4 234 1525 6.00
WHVN Radio Corp.
5732 N. Tryon St., Box 18614, Charlotte, NC 28218.
Phone 704-570-1240.
Mailing Address: Box 18614, Charlotte, NC 28218.
Rates have been temporarily withdrawn by station.

Mid 012539-000

WJZR (FM)

1964
KANNAPOLIS

(This is a paid duplicate of the listing under Kannapolis, North Carolina.)

Media Code 4 234 4651 7.00
Downs Radio, Inc.
Drawer R, Kannapolis, NC 28081. Phone 704-933-1121, 375-7872.

Mid 012627-000

PROGRAMMING DESCRIPTION

WJZR (FM): MUSIC: Top 40. AIR PERSONALITIES handle all segments. NEWS: 1 min 40 sec in AM drive. FEATURES: Carolina Count Down Sat 10 am-1 pm. Contact Representative for further details. Rec'd 10/17/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Paul H. Downs.
Sales Manager—Jim Turner.
Program Director—R. C. Chrysler.
2. **REPRESENTATIVES**
Selcom Radio.
3. **FACILITIES**
ERP 100,000 w.; 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

NORTH CAROLINA

Charlotte—cont

WPEG (FM)



1962
CONCORD



(This is a paid duplicate of the listing under Concord, North Carolina.)

Media Code 4 234 1950 6.00 Mid 012550-000
Concord-Kannapolis Broadcasting Co.
520 Hwy. 29 N., Box 128, Concord, NC 28025. Phone
704-786-9111. Charlotte: 704-596-0815

PROGRAMMING DESCRIPTION
WPEG: Programmed for mass appeal. MUSIC: controlled mixture of hits, past favorites, R & B, dance music, & jazz. Contact Representative for further details. Rec'd 11/28/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—William R. Rollins.
Sta. & Sales Mgr.—Nancy Cooper.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WEGO.

TIME RATES

Eff 8/1/84—Rec'd 7/24/84.
AAA—Mon thru Fri 6 am-7 pm; Sat 10 am-7 pm.
AA—Sat 6-10 am; Mon thru Sat 7 pm-midnight; Sun all day.

CLASS AAA	CLASS AAA				
	I	II	III	IV	V
GRID:					
1 min	200	150	125	105	85
30 sec	175	130	110	95	75
	CLASS AA				
1 min	110	90	70	60	50
30 sec	95	80	60	50	45

(SMD) (D)

WQCC

1964
CHARLOTTE

Black

Media Code 4 234 1575 1.00 Mid 031334-000
Voice of Charlotte Broadcasting
4500 N. Tryon St., Charlotte, NC 28213. Phone 704-597-1540.

PROGRAMMING DESCRIPTION
WQCC: Programmed for Black Community. MUSIC: Targeted for the Adult audience 25-54. NEWS: local & nat'l at :60. Contact Representative for further details. Rec'd 8/3/83.

- PERSONNEL**
President—Michael Gliner.
Station Manager—Wayne Hammond.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w. 1540 khz. Non-Directional.
Operating schedule: 6 am-sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRHI
1944
ROCK HILL, SC

Mid 013820-000

See listing under city of license.

WROQ
(formerly WAYS)
1941
CHARLOTTE

EASTMAN RADIO, INC.



Media Code 4 234 1600 7.00 Mid 012534-000
Sis Radio, Inc.
400 Radio Rd., Charlotte, NC 28216. Phone 704-392-6191, 394-6385.

PROGRAMMING DESCRIPTION
WROQ: MUSIC: Contemporary Rock. NEWS: plus traffic. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—Sis A. Kaplan.
General Manager—Stanley N. Kaplan.
General Sales Manager—Richard Hinshaw.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 610 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Fri 6-10 am & 3-7 pm. For non-simulcast operation see FM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 29a, 30, 31, 33d.
Contracts: 41, 45, 46, 50.
Cancellation: 70d, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WROQ-FM

1968
CHARLOTTE

EASTMAN RADIO, INC.



Media Code 4 234 1625 4.00 Mid 012541-000
Sis Radio, Inc.
400 Radio Rd., Charlotte, NC 28216. Phone 704-392-6191.

PROGRAMMING DESCRIPTION
WROQ-FM: MUSIC: Contemporary Rock. NEWS: plus traffic. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—Sis A. Kaplan.
General Manager—Stanley N. Kaplan.
General Sales Manager—Richard Hinshaw.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 574 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 10 am-3 pm & 7 pm-6 am; Sat & Sun all day. For simulcast facilities see AM.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 29a, 30, 31, 33d.
Contracts: 41, 45, 46, 50.
Cancellation: 70d, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

WSOC

AM 93 WSOC

1933
CHARLOTTE



Christal Radio



Media Code 4 234 1700 5.00 Mid 012542-000
Cox Communications, Inc.
1901 N. Tryon St., Charlotte, NC 28206. Phone 704-335-4700, TWX, 810-621-0437.
Mailing Address: Box 34665, Charlotte, NC 28234.

PROGRAMMING DESCRIPTION
WSOC: MUSIC: Country, Current Hits & Oldies from 70's & 80's. NEWS: at :60 & :30 during AM drive, at :60 all other dayparts; police officer traffic reports during drive-times. TALK: Larry King 12M-5 am nightly. SPORTS: college football & basketball, pro Braves baseball. Contact Representative for further details. Rec'd 1/31/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lee Morris.
General Sales Manager—Roger Matney.
Broadcast Operations Manager—Don Bell.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 930 khz.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Fri 6-10 am & 3-7 pm. For non-simulcast facilities see WSOC-FM.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15, 15b, 16.
Basic Rates: 20b, 23a, 25a, 28a, 33a.
Contracts: 40a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSOC-FM

1947
CHARLOTTE

Music Country



A Cox Communications, Inc. Group Station

Media Code 4 234 1701 3.00 Mid 012543-000
Cox Communications, Inc.
1901 N. Tryon St., Charlotte, NC 28206. Phone 704-335-4700, TWX, 810-621-0437.
Mailing Address: Box 34665, Charlotte, NC 28234.

PROGRAMMING DESCRIPTION
WSOC-FM: MUSIC: Country, Current Hits & Oldies from 70's & 80's. NEWS: at :60 & :30 during AM drive, at :60 in all other dayparts; police officer traffic reports in drive-times. SPORTS: full lineup of Winston Cup motor racing. Contact Representative for further details. Rec'd 1/31/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lee Morris.
General Sales Manager—Roger Matney.
Operations Manager—Don Bell.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,040 ft. above average terrain.
Partial simulcast operation. Operated separately Sat & Sun all day; Mon thru Fri 10 am-3 pm & 7 pm-6 am. For simulcast facilities see WSOC.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15, 15b, 16.
Basic Rates: 20b, 23a, 25a, 28a, 33a.
Contracts: 40a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WZXI (FM)

1947
GASTONIA

Republic Radio



(This is a paid duplicate of the listing under Gastonia, North Carolina.)
Media Code 4 234 3125 3.00 Mid 012585-000
WZXI (FM)
1700 N. Broadcast St., Box 310, Gastonia, NC 28053.
Phone 704-525-5000.
Charlotte office:
4222 Barringer Drive, Charlotte, NC 28210. Phone 704-333-9574.

PROGRAMMING DESCRIPTION
WZXI (FM): Programmed for adults 18-plus; max. music, min. talk. MUSIC: Bonneville Easy Listening/Beautiful. COMMERCIAL POLICY: max. 4 interruptions/hr. Contact Representative for further details. Rec'd 5/16/83.

- PERSONNEL**
General Manager—Jerry McSwain.
Sales Manager—Bob Wood.
Program Director—Gary Michaels.
- REPRESENTATIVES**
Republic Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WGNC.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

Cherryville

Gaston County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WCSL

1967
CHERRYVILLE

Mid 012544-000

See SRDS Spot Radio Small Markets Edition.

China Grove

Rowan County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WRNA

1980
CHINA GROVE

Mid 027567-000

See SRDS Spot Radio Small Markets Edition.

Clayton

Johnston County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WHPY

1974
CLAYTON

Mid 012545-000

See SRDS Spot Radio Small Markets Edition.

Clinton

Sampson County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WCLN

1975
CLINTON

Mid 012546-000

See SRDS Spot Radio Small Markets Edition.

WCLN-FM

1967
CLINTON

Mid 033909-000

See SRDS Spot Radio Small Markets Edition.

WEGG

1971
ROSE HILL

Mid 012711-000

See listing under city of license.

WRRZ1946
CLINTON

See SRDS Spot Radio Small Markets Edition.

ColumbiaTyrrell County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.**WWOK (FM)**1983
COLUMBIAMedia Code 4 234 1875 5.00 Mid 033910-000
Success Communications, Inc.
Newland Rd., Box 1408, Elizabeth City, NC 27909. Phone 919-335-4371.**PROGRAMMING DESCRIPTION**

WWOK (FM): MUSIC: Adult Contemporary, blend of mainstream Current Hits & Oldies from 60's & 70's targeted to adults. NEWS: reg'l reports from local staff at :33 during AM & PM drives; nat'l at :30. SPORTS: reports & scores in AM & PM drives; surf conditions, beach & fishing reports in season. FEATURES: special music oriented programs wknds & holidays. COMMERCIAL POLICY: 10 min maximum per hr, except peak periods, 12 min. Contact Representative for further details. Rec'd 6/12/84.

1. PERSONNELPresident—Tom Campbell.
General Manager—Rita Griffin.
Operations Manager—Jerry Barco.**2. REPRESENTATIVES**

Southern Spot Sales, Inc.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 616 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 payable 10th of month.

5. GENERAL ADVERTISING See coded regulationsAM facilities: WGAI, Elizabeth City.
Affiliated with RKO TWO.**TIME RATES**

Eff 9/24/84. Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS

SPECIFIED TIME—6-9 AM & 3-7 PM

PER MO:	24 ti	48 ti	72 ti	96 ti
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	19.00	17.05	15.20	12.70
30 sec	15.20	13.70	12.15	10.65

ROS

1 min	16.45	14.55	12.65	10.75
30 sec	13.15	11.65	10.10	8.60

7. PACKAGE PLANS**YEARLY BULK**

	250x	500x	1000x	1500x
1 min	15.80	13.90	12.00	10.10
30 sec	12.65	11.15	9.60	8.10

Specified times within dayparts, extra 1.00. (SMD) (CR-2)

ConcordCabarrus County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WEGO**1943
CONCORDMedia Code 4 234 1900 1.00 Mid 012549-000
Concord-Kannapolis Broadcasting Co.
Hwy. 29 Bypass, Box 128, Concord, NC 28025. Phone 704-786-9112, Charlotte: 704-333-3057.**PROGRAMMING DESCRIPTION**

WEGO: MUSIC: Blend of Modern & older Country Hits. SPORTS: live presentation of most Grand Nat'l Races; in season football & basketball. FEATURES: daily trading post; Country countdown. Contact Representative for further details. Rec'd 8/16/84.

1. PERSONNELPres. & Gen'l Mgr.—William R. Rollins.
Station Manager—Jim Mintzer.**2. REPRESENTATIVES**

Southern Spot Sales, Inc.

3. FACILITIES1,000 w.; 1410 khz. Non-directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

None, agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulationsFM facilities: WPEG (FM).
Member: North Carolina News Network.**TIME RATES**

Eff 1/1/81—Rec'd 1/30/81.

6. SPOT ANNOUNCEMENTS

ROS:	1 ti	8 ti	14 ti	21 ti	29 ti
1 min	6.50	6.00	5.50	4.75	4.50
30 sec	5.50	5.00	4.50	3.75	3.50
15 sec	3.00	2.80	2.60	2.40	2.20

Guaranteed Drive, Mon thru Sat 6-10 am & Mon thru Fri 3-6 pm, 1-min extra 1.00; 30-sec .50.

7. PACKAGE PLANS

BULK, PER YR:	500x	1000x
1 min	4.25	3.75
30 sec	3.25	2.75

(SMD)

WPEG (FM)1962
CONCORDMedia Code 4 234 1950 6.00 Mid 012550-000
Concord-Kannapolis Broadcasting Co.
520 Hwy. 29 N., Box 128, Concord, NC 28025. Phone 704-786-9111, Charlotte: 704-596-0815.**PROGRAMMING DESCRIPTION**

WPEG: Programmed for mass appeal. MUSIC: controlled mixture of hits, past favorites, R & B, dance music, & jazz. Contact Representative for further details. Rec'd 11/28/83.

1. PERSONNELPres. & Gen'l Mgr.—William R. Rollins.
Sta. & Sales Mgr.—Nancy Cooper.**2. REPRESENTATIVES**

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mhz. Stereo.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WEGO.

TIME RATES

Eff 8/1/84—Rec'd 7/24/84.

AAA—Mon thru Fri 6 am-7 pm; Sat 10 am-7 pm.
AA—Sat 6-10 am; Mon thru Sat 7 pm-midnight; Sun all day.**6. SPOT ANNOUNCEMENTS**

CLASS AAA	I	II	III	IV	V
1 min	200	150	125	105	85
30 sec	175	130	110	95	75

CLASS AA

1 min	110	90	70	60	50
30 sec	95	80	60	50	45

(SMD) (D)

DallasGaston County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**WAAK**1963
DALLAS

See SRDS Spot Radio Small Markets Edition. Mid 012551-000

DobsonSurry County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**WYZD**1978
DOBSON

See SRDS Spot Radio Small Markets Edition. Mid 012552-000

DunnHarnett County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.**WCKB**1946
DUNN

See SRDS Spot Radio Small Markets Edition. Mid 012553-000

WQTI (FM)1971
DUNN

See SRDS Spot Radio Small Markets Edition. Mid 012554-000

DurhamDurham County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**See Raleigh-Durham (including Garner)****Eden**Rockingham County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.**WCBX**1970
EDEN

See SRDS Spot Radio Small Markets Edition. Mid 012555-000

WLOE1946
EDEN

See SRDS Spot Radio Small Markets Edition. Mid 012556-000

WSRQ (FM)1950
EDEN

See SRDS Spot Radio Small Markets Edition. Mid 012557-000

EdentonChowan County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.**WBXB (FM)**1976
EDENTON

See SRDS Spot Radio Small Markets Edition. Mid 012558-000

WZBO1955
EDENTON

See SRDS Spot Radio Small Markets Edition. Mid 012559-000

WZBO-FM1983
EDENTON

See SRDS Spot Radio Small Markets Edition. Mid 034197-000

Elizabeth CityPasquotank County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.**WCNC**1939
ELIZABETH CITY

See SRDS Spot Radio Small Markets Edition. Mid 012560-000

WGAI1947
ELIZABETH CITY

See SRDS Spot Radio Small Markets Edition. Mid 012561-000

WMYK (FM)1973
ELIZABETH CITY

See SRDS Spot Radio Small Markets Edition. Mid 012562-000

WWOK (FM)1983
COLUMBIANewland Rd., Box 1408, Elizabeth City, NC 27909. Phone 919-335-4371.
See listing under city of license. Mid 033910-000**Elizabethtown**Bladen County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.**WBLA**1956
ELIZABETHTOWN

See SRDS Spot Radio Small Markets Edition. Mid 012563-000

ElkinSurry County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**WIFM**1951
ELKIN

See SRDS Spot Radio Small Markets Edition. Mid 012564-000

WIFM-FM1949
ELKIN

See SRDS Spot Radio Small Markets Edition. Mid 012565-000

Fair BluffColumbus County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.**WWKO**1967
FAIR BLUFF

See SRDS Spot Radio Small Markets Edition. Mid 012566-000

FairmontRobeson County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**WFMO**1953
FAIRMONT**Tobacco Radio Network**Media Code 4 234 2500 8.00 Mid 012567-000
Carolinacast Broadcasting Co.
Box 665, Fairmont, NC 28340. Phone 919-628-6781.**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—James C. Clark.

2. REPRESENTATIVES

T-N Spot Sales.

3. FACILITIES1,000 w.; 860 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.**4. AGENCY COMMISSION**

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulationsFM facilities: WZYX (FM).
Member: North Carolina News Network.**TIME RATES**

Eff 11/19/84. Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x	260x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	5.00	4.50	4.25	4.00	3.75	3.50	3.25

(SMD)

WZYX (FM)1975
FAIRMONT

See SRDS Spot Radio Small Markets Edition. Mid 012568-000

Media Code 4 234 2525 5.00 Mid 012568-000
Carolinacast Broadcasting Co., Inc.
Hwy. 41 N., Box 665, Fairmont, NC 28340. Phone 919-628-9777.**PROGRAMMING DESCRIPTION**

WZYX (FM): Target audience 18-49. MUSIC: Adult Contemporary, currents, recurrences, gold with current album cuts added 7 pm-1 pm. NEWS: 5 min at :55. COMMERCIAL POLICY: no more than 10 commercial min available per hr. Rec'd 12/1/80.

1. PERSONNELVice-Pres. & Gen'l Mgr.—James C. Clark.
Sta. & Sales Mgr.—John W. Pittman.
Program Director—Bill Sellars.**3. FACILITIES**ERP 3,000 w. (horiz.), 3,000 w. (vert.); 1.09 mhz. Stereo.
Operating schedule: 24 hours daily. EST.

Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WFMO.

TIME RATES

Eff 5/2/83. Rec'd 5/2/83.

6. SPOT ANNOUNCEMENTS

Flat, 1-min 6.00; 30-sec 4.50.

7. PACKAGE PLANSMINIMUM 4 WK CONTRACT
PER WK: 14 ti 28 ti 56 ti PER WK: 14 ti 28 ti 56 ti
1 min 5.50 5.00 4.50 30 sec 4.00 3.75 3.50
One yr contracts, deduct 10%. (SMD) (D)**Farmville**Pitt County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.**WGHB**1959
FAIRMONT

See SRDS Spot Radio Small Markets Edition. Mid 012569-000

NORTH CAROLINA

Farmville—cont

WRQR (FM)

1974
FARMVILLE

Mid 012570-000

See SRDS Spot Radio Small Markets Edition.

Fayetteville

(Including Spring Lake)

Cumberland County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WFAI

1948
FAYETTEVILLE



Media Code 4 234 2600 6.00 Mid 012571-000

Beasley Broadcasting Co.
1108 (R) Ransey St., Box 649, Fayetteville, NC 28302.
Phone 919-483-0393.

PROGRAMMING DESCRIPTION

WFAI: MUSIC: "Music of Your Life". Mutual Network news, features, sports & personalities. NEWS: local at 6, 7, 7:30, 8, 8:30 & 9 am, 12:25, 2, 3, 4, 5, & 6 pm. SPORTS: local at 7:20, 8:20 am, 4:20 & 5:20 pm. Live play-by-play U football & basketball. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Danny Highsmith.
Station Manager—Mike Kirchen.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21c, 24a, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with TRN Farm News Network.
Affiliated with MBS.
Member: North Carolina News Network.

TIME RATES

No. 483 Eff. Rec'd 3/21/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Weekends 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
Overnight—midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:	1000x	750x	500x
13 WK:	200 ti	150 ti	100 ti
PER MO:	125 ti	75 ti	50 ti
PER WK:	36 ti	24 ti	18 ti
ROS	11.00	12.00	13.00
DTG	13.00	15.00	17.00
AAA	14.00	16.00	18.00
AA	12.00	13.00	15.00
A	8.00	8.50	9.00
ON	5.00	6.00	7.00

30 SECONDS

ROS	9.00	10.00	11.00	12.00
DTG	10.50	12.00	13.50	15.50
AAA	11.00	13.00	14.50	16.50
AA	10.00	11.00	12.00	13.50
A	6.00	7.00	7.50	9.00
ON	4.00	5.00	5.50	6.50

10. SPECIAL FEATURES

AFTERNOON NEWS PLAN

	Mon	Tues	Wed	Thurs	Fri	Sat
12:30	A	B	C	D	B	D
3:30	B	C	D	A	C	A
4:30	C	D	A	B	D	B
5:30	D	A	B	C	A	C

Each sponsor receives six 1-min spots per wk, 102.00 full sponsorship or six 30-sec spots per wk, 81.60 half sponsorship.

	1 mo	13 wk	per yr
Full Sponsorship, 1 min	30.00	27.50	25.00
1/2 Sponsorship, 30 sec	20.00	17.50	15.00
News adjacencies	13.00	12.00	10.00
Morning Sports	15.00	12.00	10.00
Talk Back	20.00	17.50	15.00

WFLB

1947
FAYETTEVILLE



Media Code 4 234 2650 1.00 Mid 012572-000

Gray Broadcast Enterprises
1338 Bragg Blvd., Box 530, Fayetteville, NC 28302.
Phone 919-323-0925.

2. REPRESENTATIVES

Southern Spot Sales, Inc.
1 min rate 1x: 16.50.

WFNC

1938
FAYETTEVILLE



Media Code 4 234 2700 4.00 Mid 012573-000
Cape Fear Broadcasting Co.
1009 William Clark Rd., Box 35297, Fayetteville, NC 28303. Phone 919-864-5222.

2. REPRESENTATIVES

Eastman Radio, Inc.
1 min rate 1x: 42.75.

WIDU

1958
FAYETTEVILLE

Media Code 4 234 2750 9.00 Mid 012574-000
WIDU Broadcasting, Inc.
N. Water St., Drawer 2247, Fayetteville, NC 28302. Phone 919-483-6111.
1 min rate 1x: 12.00.

WQSM (FM)

1947
FAYETTEVILLE



Media Code 4 234 2775 6.00 Mid 012575-000
Cape Fear Broadcasting Co.
1009 William Clark Rd., Box 35297, Fayetteville, NC 28303. Phone 919-864-5222.

2. REPRESENTATIVES

Eastman Radio, Inc.
1 min rate 1x: 42.75.

WRZK

(formerly WFBS)
1963
SPRING LAKE

Album Oriented Rock

Media Code 4 234 2787 1.00 Mid 012735-000
Crest Communications, Inc.
Hwy. 210 N., Box 707, Spring Lake, NC 28390. Phone 919-497-3176.

PROGRAMMING DESCRIPTION

WRZK: Programmed for men 18-34. MUSIC: Album Oriented Rock. COMMERCIAL POLICY: max 9 minutes/hr. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—J. Chris Frank.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: Sun thru Thurs 5 am-midnight; Fri & Sat 24 hours. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff. Rec'd 10/29/84.

6. SPOT ANNOUNCEMENTS		6 AM-MIDNIGHT					
PER WK:		6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	14	12	10	9	8	
30 sec	12	10	8	7	6	

Fixed position, extra 1.50.

Forest City

Rutherford County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WAGY

1958
FOREST CITY

See SRDS Spot Radio Small Markets Edition. Mid 012576-000

WBBO

1947
FOREST CITY

See SRDS Spot Radio Small Markets Edition. Mid 012577-000

WBBO-FM

1948
FOREST CITY

See SRDS Spot Radio Small Markets Edition. Mid 012578-000

Franklin

Macon County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WFSC

1957
FRANKLIN

See SRDS Spot Radio Small Markets Edition. Mid 012579-000

WLTM

1979
FRANKLIN

See SRDS Spot Radio Small Markets Edition. Mid 028185-000

WRFR (FM)

1968
FRANKLIN

See SRDS Spot Radio Small Markets Edition. Mid 012580-000

Fuquay-Varina

Wake County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WAKS

1949
FUQUAY-VARINA

WAKS-FM

1981
FUQUAY-VARINA

See SRDS Spot Radio Small Markets Edition. Mid 012581-000

Garner

Wake County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

See Raleigh-Durham (including Garner)

Gastonia

(including South Gastonia)

Gaston County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WGAS

1959
SOUTH GASTONIA

Media Code 4 234 3000 8.00 Mid 012582-000
MGM Broadcasting Corp.
Drawer 250, Gastonia, NC 28052. Phone 704-865-5796.

2. REPRESENTATIVES

T-N Spot Sales.
1 min rate 1x: 7.00.

WGNC

1939
GASTONIA



Media Code 4 234 3050 3.00 Mid 012583-000
WGNC (AM)
1700 N. Broadcast St., Box 310, Gastonia, NC 28053.
Phone 704-865-8501.
Charlotte Office:
4222 Barringer Dr., Charlotte, NC 28210. Phone 704-525-5000.

PROGRAMMING DESCRIPTION

WGNC: Programming Contemporary Country with emphasis on news & information. COMMERCIAL POLICY: maximum 5 interruptions per hr. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
Manager—Doug McSwain.
- REPRESENTATIVES**
Republic Radio Sales.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WZXI (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WLTC

1947
GASTONIA

Country & Gospel Music



Media Code 4 234 3100 6.00 Mid 012584-000
Gastonia Broadcasting Service, Inc.
Box 3927, 304 N. New Hope Rd., Gastonia, NC 28052.
Phone 704-865-1079, 865-1280.

PROGRAMMING DESCRIPTION

WLTC: FARM: 15 hrs wky, market reports, crop conditions. MUSIC: country & western except gospel 12N-2 pm M-F. AIR PERSONALITIES handle all segments. Telephone requests, guests, interviews, discussion forums. NEWS: director, AP at :60 hrly. Local reports live. Mobile unit for special events. 5-5:15 pm, M-F, local program. Weather: US & AP reports at :30 hrly, brief report at end of ea news. SPORTS: local, reg'l, & nat'l 5:15-5:30 pm M-F. Interview professional players, live & by phone. 8-8:05 am M-Sat latest overnight results & events for remainder of day. Contact Representative for further details. Rec'd 9/11/84.

- PERSONNEL**
General Manager—James B. Petty.
Sales Manager—B. C. Morrow.
Prog. News & Farm Dir.—James C. Beatty.
- REPRESENTATIVES**
Radio Station Representatives, Inc.
Southeast—Media Sales/South.
- FACILITIES**
5,000 w. days; 1370 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a.

TIME RATES

Eff 9/1/81—Rec'd 7/17/81.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.50	8.00	7.50	7.00	6.50	6.00
10 sec	6.00	5.75	5.50	5.25	5.00	4.75

7. PACKAGE PLANS

WKLY:	12 ti	18 ti	24 ti	30 ti
1 min	8.50	8.00	7.50
30 sec	7.00	6.50	6.00
10 sec	5.25	5.00	4.75

WZXI (FM)

1947
GASTONIA



Media Code 4 234 3125 3.00 Mid 012585-000
WZXI (FM)
1700 N. Broadcast St., Box 310, Gastonia, NC 28053.
Phone 704-525-5000.
Charlotte office:
4222 Barringer Drive, Charlotte, NC 28210. Phone 704-333-9574.

PROGRAMMING DESCRIPTION

WZXI (FM): Programmed for adults 18-plus; max. music, min. talk. MUSIC: Bonneville Easy Listing/Beautiful. COMMERCIAL POLICY: max. 4 interruptions/hr. Contact Representative for further details. Rec'd 5/16/83.

- PERSONNEL**
General Manager—Jerry McSwain.
Sales Manager—Bob Wood.
Program Director—Gary Michaels.
- REPRESENTATIVES**
Republic Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w.(vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WGNC.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Goldsboro

Wayne County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WEQR (FM)

1946
GOLDSBORO



Media Code 4 234 3150 1.00
Eastern Carolina Broadcasting Co., Inc.
914 W. Grantham St., Box 207, Goldsboro, NC 27533.
Phone 919-736-1150.



Mid 012586-000

2. REPRESENTATIVES
Southern Spot Sales, Inc.
1 min rate 1x: 11.50.

WFMC

1951
GOLDSBORO



Media Code 4 234 3200 4.00
W.E.G. Broadcasting Corp.
Box 2006, Hwy. 117 S. By-pass, Goldsboro, NC 27530.
Phone 919-734-4211.

Mid 012587-000

PROGRAMMING DESCRIPTION
WFMC: MUSIC: modern country. NEWS: at :60. FARM:
daily program. Contact Representative for further details.
Rec'd 2/12/79.

1. PERSONNEL
Gen'l & Sales Mgr.—Bob Wooten.
2. REPRESENTATIVES
Carolina Spot Sales.
3. FACILITIES
1,000 w. days; 730 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Member: Southern Farm Network, Total Radio Network.
- TIME RATES
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WGBR

1939
GOLDSBORO



Media Code 4 234 3250 9.00
Eastern Carolina Broadcasting Co.
914 W. Grantham St., Box 207, Goldsboro, NC 27530.
Phone 919-736-1150.



Mid 012588-000

PROGRAMMING DESCRIPTION
WGBR: Programmed for adults 18-49 with emphasis on
public affairs features. NEWS: national & state networks,
local news staff, plus on air reporters, hourly news daily,
15 min local summaries at noon & 6 pm. FARM: local &
regional reports & personality features early AM & noon.
MUSIC: MOR contemporary/crossover country. AIR
PERSONALITIES handle all segments. Contact
Representative for further details. Rec'd 5/2/83.

1. PERSONNEL
General Manager—Vassie G. Balkcum.
Sales—Bob Hill.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 khz. Directional—
separate patterns day & night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11, 12, 13d, 14d, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WEOR (FM).
Affiliated with ABC Information Radio Network.
Member: North Carolina News Network.

TIME RATES
Eff 3/84—Rec'd 3/5/84.

6. SPOT ANNOUNCEMENTS
- | ROS | | 10 ti | 15 ti | 25 ti | 50 ti |
|--------|------|-------|-------|-------|-------|
| 1 min | 8.83 | 8.53 | 7.65 | 7.06 | 5.89 |
| 30 sec | 7.36 | 7.06 | 6.48 | 5.89 | |
- | DRIVE | | 10.00 | 9.71 | 8.83 | 8.24 |
|--------|-------|-------|------|------|------|
| 1 min | 10.00 | 9.71 | 8.83 | 8.24 | |
| 30 sec | 8.53 | 8.24 | 7.65 | 7.06 | |
- EA: 1 min 30 sec
Designated times 11.48 8.83
Midnight-5 am 5.30 4.12

7. PACKAGE PLANS

BULK, YR:	ROS						
	1x	100x	150x	300x	500x	750x	1000x
1 min	9.71	8.83	7.65	7.36	7.06	6.48	5.89
30 sec	8.24	6.77	6.18	5.89	5.59	5.30	4.71

1 min	DRIVE TIME					
	10.59	8.83	8.53	8.24	7.95	7.65
30 sec	8.83	8.53	7.36	7.06	6.77	6.48

WOKN (FM)

1972
GOLDSBORO



Media Code 4 234 3275 6.00
WOKN, Inc.
Hwy. 117 S., Box 804, Goldsboro, NC 27533. Phone 919-734-4213.

Mid 012589-000

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Atlanta—Carter S. Jones Agency.
1 min rate 1x: 14.00.

WSSG

1955
GOLDSBORO

Media Code 4 234 3300 2.00
Creative Broadcasting Co.
116 W. Mulberry St., Box 128, Goldsboro, NC 27530.
Phone 919-734-1300.

Mid 012590-000

2. REPRESENTATIVES
Jack Bolton Associates.
1 min rate 1x: 5.25.

Graham

Alamance County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Burlington
(including Graham)

Granite Falls

Caldwell County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WKJK

1968
GRANITE FALLS

Mid 012591-000

See SRDS Spot Radio Small Markets Edition.

Greensboro

(including High Point)
Guilford County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBIG

1470
1926
GREENSBORO



BLAIR RADIO



Media Code 4 234 3350 7.00
North Carolina Broadcasting Co., Inc.
Battleground At Easley Ridge Rd., Box 20204, Greensboro, NC 27420. Phone 919-288-4131.

Mid 012592-000

PROGRAMMING DESCRIPTION
WBIG: Programmed for full service adult information/entertainment. MUSIC: Four decades of easy favorites, emphasis on popular standards. AIR PERSONALITIES featured thru-out the day & eve with comedy, weather, news & sports features. NEWS: Coverage rich of local, state & nat'l featuring news department with 2-way radio equipped vehicles. Net entertainment, news & sports. SPORTS: Live collegiate football, basketball, golf tournaments. Religious programming featured on Sun. Public service announcements day & eve. Interviews & discussions of local & area interest. FARM: Early morning local & state agricultural information, time & weather reports. Contact Representative for further details. Rec'd 4/30/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stan Thomas.
Sales Manager—Mary MacMillan.
2. REPRESENTATIVES
Blair Radio.

3. FACILITIES

5,000 w.; 1470 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24c, 26, 28a.
Contracts: 40c, 41, 44b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

No. 80-2 Eff 8/1/81—Rec'd 8/25/83.

AM Drive—Mon thru Fri 6-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-8 pm.
Evening—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AM	PM	EVE	AM	PM	EVE
I	35	31	26	18	23	21
II	32	28	23	17	26	18
III	29	25	20	16	23	16

30 sec: 80% of 1-min.

WCOG

1948
GREENSBORO



Media Code 4 234 3400 0.00
WCOG, Inc.
4002 Spring Garden St., Greensboro, NC 27410. Phone 919-299-1320.

Mid 012593-000

Mailing Address: Box 8009, Greensboro, NC 27419.

2. REPRESENTATIVES

Chrystal Radio.
1 min rate 1x: 23.00.

WEAL

1962
GREENSBORO



Media Code 4 234 3450 5.00
North State Broadcasting Co.
Box 6626, 1002 Arnold St., Greensboro, NC 27405.
Phone 919-275-5121.

Mid 012594-000

PROGRAMMING DESCRIPTION
WEAL: Programmed for black listener. MUSIC: R & B, jazz & gospel (black). AIR PERSONALITIES featured throughout day & handle commercials. NEWS: network at :50, community news at :10, city & state news at :20. 1 hr 11 am-noon M-F public affairs discussion program via tele/talk type show with community, state & nat'l figures. SPORTS: talk show 5 pm Tues. Live state university football games. RELIGIOUS: programs & church broadcasts from sign-on-3:30 pm Sun. Contact Representative for further details. Rec'd 1/26/76.

1. PERSONNEL
Pres. & Sales Mgr.—Lewis Pace Poag.
Vice-Pres. & Gen'l Mgr.—Morgan Rees Poag.
2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
3. FACILITIES
1,000 w. days; 1510 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 22a, 28c, 29a, 33c.
Contracts: 40a, 44a, 45.
Comb.: Cont. Discounts: 60e, 62b.
Cancellation: 70d, 71a.
Prod. Services: 82.
Affiliated with Sheridan Broadcasting Network.
- TIME RATES
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WGLD-FM

1953
HIGH POINT



Media Code 4 234 3534 6.00
WGLD, Inc.
Box 2808, High Point, NC 27261. Phone 919-869-0101.

Mid 012595-000

2. REPRESENTATIVES
Chrystal Radio.
Rates have been temporarily withdrawn by station.

WGOS

1977
HIGH POINT

Media Code 4 234 3550 2.00
Ritchy Broadcasting, Inc.
660 N. Main St., High Point, NC 27260. Phone 919-889-1466.
1 min rate 1x: 10.00.

Mid 012596-000

WKEW

1942
GREENSBORO



Media Code 4 234 3558 5.00
WKEW Partners
Box 13717, Greensboro, NC 27405. Phone 919-273-3631.
Rates have been temporarily withdrawn by station.



Mid 012597-000

WKZL (FM)

1972
WINSTON-SALEM



(This is a paid duplicate of the listing under Winston-Salem, North Carolina.)



Media Code 4 234 9512 6.00
Nationwide Communications Inc.
4405 Providence Lane, Winston-Salem, NC 27106. Phone 919-725-0556.

Mid 012785-000

PROGRAMMING DESCRIPTION
WKZL (FM): Contemporary Hit Radio. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL
General Manager—Bill Weller.
General Sales Manager—Mark Heiden.
Program Director—Steve Christian.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, 15d.
Basic Rates: 21a, 22b, 23b, 25, 28b, 33a.
Contracts: 40a, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70e, 72, 73a.
Prod. Services: 80.
Affiliated with ABC Rock Radio Network.
- TIME RATES
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WMAG (FM)

WMAGIC 99.5 FM

1946
HIGH POINT



MAJOR MARKET RADIO SALES



Media Code 4 234 3562 7.00
Voyager Communications, Inc.
164 S. Main St., Box 2208, High Point, NC 27261. Phone 919-882-0995.
Winston-Salem, 919-727-0995.
Greensboro, 919-272-0995.

Mid 012599-000

PROGRAMMING DESCRIPTION
WMAG (FM): AIR PERSONALITIES handle all segments live. Programmed for adults, emphasis area involvement & personalities. MUSIC: Current Hits w/mixture of oldies w/frequent audience phone participation. NEWS: expanded news & weather, sports & traffic in AM & PM drive. UNC Tar Heel Football. COMMERCIAL POLICY: 10 units per hr max. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL
Vice-Pres. & Managing Dir.—George R. Francis, Jr.
General Sales Manager—Dick Harlow.
Operations Manager—Jim Ballard.
2. REPRESENTATIVES
Major Market Radio Sales.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WMFF.
Member: Total Radio Network.
- TIME RATES
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

NORTH CAROLINA

Greensboro—cont

WMFR

1935
HIGH POINT



MAJOR MARKET RADIO SALES



Media Code 4 234 3567 6.00 Mid 012598-000
Voyager Communications, Inc.
164 S. Main St., Box 2208, High Point, NC 27261. Phone
919-885-2191.

PROGRAMMING DESCRIPTION

WMFR: Programmed for adults, emphasis local involvement & PERSONALITIES. MUSIC: MOR; frequent audience phone participation. NEWS: at :60 & :30 expanded local newscasts from mobile news units in AM & PM drive. SPORTS: UNC Tarheel football & basketball; High Point College basketball; Braves baseball; other selected sporting events; NASCAR races & sports tel/talk 7-9 pm; Nostalgia after 9 pm. Contact Representative for further details. Rec'd 11/16/84.

- PERSONNEL**
Vice-Pres. & Mgr. Dir.—George R. Francis, Jr.
Sales Manager—Bill Johnston.
Program Director—Jim Davenport.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMAG (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPET

1954
GREENSBORO



Media Code 4 234 3600 5.00 Mid 012601-000
Robins Communications
221 W. Meadowview Rd., Box 950, Greensboro, NC
27402. Phone 919-275-9738.

- REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

WQMG (FM)

1962
GREENSBORO



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 234 3650 0.00 Mid 012602-000
Murray Hill Broadcasting Co.
Box 6702, Greensboro, NC 27405. Phone 919-275-1657.

- PERSONNEL**
Pres. & Gen'l Mgr.—M. Rees Poag.
Vice-Pres. & Sales Mgr.—L. Pace Poag.
Operations Director—Ruenell Stewart.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 555 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 62b.
Cancellation: 70a, 70d.
Prod. Services: 80.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRQK (FM)

1958
GREENSBORO

EASTMAN RADIO, INC.



Media Code 4 234 3675 7.00 Mid 012603-000
Robins Communications
221 W. Meadow Rd., Box 950, Greensboro, NC 27402.
Phone 919-275-9895.

- PERSONNEL**
General Manager—Thomas V. Armshaw.
Sales Manager—Ann McGinnis.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 814 ft. above average terrain
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a.
AM facilities: WPET.
Affiliated with MBS.
Affiliated with Eastman Radio Network.

TIME RATES

No. 83-1 Eff 3/1/83—Rec'd 2/28/83.

- SPOT ANNOUNCEMENTS**
1 MINUTE
GRID:
5:30-10 am Mon-Sat & 10 am-8 pm Sat .. I II III IV
100 90 80 70
10 am-3 pm Mon thru Fri & All Sun 65 60 55 50
3-8 pm Mon thru Fri 75 70 65 60
8 pm-1 am Mon thru Sat 55 50 45 40
30 SECONDS
5:30-10 am Mon-Sat & 10 am-8 pm Sat .. 80 72 64 56
10 am-3 pm Mon thru Fri & All Sun 52 48 44 40
3-8 pm Mon thru Fri 60 56 52 48
8 pm-1 am Mon thru Sat 44 40 36 32

WSEZ (FM)

1947
WINSTON-SALEM



Torbet Radio

Adult Contemporary



(This is a paid duplicate of the listing under Winston-Salem, North Carolina.)

Media Code 4 234 9537 3.00 Mid 012786-000
Triad Broadcasting Company, Inc.
93 Salem Valley Rd., Box 2099, Winston-Salem, NC
27102. Phone 919-722-1347.

PROGRAMMING DESCRIPTION

WSEZ (FM): MUSIC: contemporary top 40 personalities. Emphasis on news, weather, sports & public service. Continuous promotions. Contact Representative for further details. Rec'd 4/6/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nick Patella.
General Sales Manager—Charles Hine.
Program Director—Bob Mahoney.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 383 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WAFR.
Affiliated with RKO.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTQR (FM)

1947
WINSTON-SALEM



M'GAVREN GUILD RADIO



(This is a paid duplicate of the listing under Winston-Salem, North Carolina.)

Media Code 4 234 9550 4.00 Mid 012790-000
Summit Communications, Inc.
875 W. Fifth St., Box 3018, Winston-Salem, NC 27102.
Phone 919-727-8860.

PROGRAMMING DESCRIPTION

WTQR (FM): Programmed for adults 25-54. MUSIC: modern country with blend of classic country & pop/country; main program emphasis on music (60%), with light PERSONALITY. NEWS: 5-min hrly at approx :35, except during am drive when additional news & sports is added at :05. FEATURES: local & nat'l public affairs daily; syndicated country music specials wknds featuring The American Country Countdown. COMMERCIAL POLICY: 10.5 min per hr. Contact Representative for further details. Rec'd 2/2/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Roger F. Stockton.
Station Manager—Ray Sasser.
Operations Manager—Mark Tudor.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,420 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40c, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Greenville

Pitt County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WBZQ

1962
GREENVILLE

Media Code 4 234 3687 2.00 Mid 012604-000
Greenville Broadcasting Co., Inc.
918 Dickinson Ave., Box 1485, Greenville, NC 27834.
Phone 919-752-8740.

- REPRESENTATIVES**
Savalli & Schutz, Inc.
1 min rate 1x: 7.00.

WITN-FM

1965
WASHINGTON



(This is a paid duplicate of the listing under Washington, North Carolina.)

Media Code 4 234 8651 3.00 Mid 012761-000
Tar Heel Broadcasting System, Inc.
Box 1707, Washington, NC 27889. Phone 919-946-2162,
919-946-2163.

PROGRAMMING DESCRIPTION

WITN-FM: Programmed for young adults & adults. Air personality 6-9 am, featuring news, weather, sports & fishing reports. MUSIC: current selling top 40 with solid gold 6 am-7 pm. Current hits & album cuts 7 pm-midnight. Fri & Sat midnight-6 am current hits & select music. 52 minutes of music every hour minimum. NEWS: network at :15, state network at :55, 4-5 min each. COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 3/19/76.

- PERSONNEL**
President—Charles Z. Potts.
Vice-Pres. & Gen'l Mgr.—Robert E. Frowein.
Operations Director—Greg Allinson.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 93.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,900 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
TV facilities: WITN-TV.
Affiliated with ABC FM Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

FM/AM COMBINATION
No. 3 Eff 4/1/80—Rec'd 8/1/80.
AAA—Mon thru Sun 5-10 am & 3-9 pm.
AA—Mon thru Sun 10 am-3 pm & 9 pm-1 am.
A—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS
PER WK: AAA AA A
1 min 40 39 22
30 sec: 80% of 1-min.

FM only; Deduct 1.00 from applicable 1-min FM/AM combination rate.

(SMD) (D)

WKTC (FM)

1952
TARBORO

Modern Country

See listing under city of license.

Mid 012745-000

WNCT

1940
GREENVILLE

WNCT-FM

1940
GREENVILLE



BLAIR RADIO

CBS Radio Network



Media Code 4 234 3700 3.00 Mid 012605-000
Roy H. Park Radio, Inc.
Stantonsburg Rd., Box 7167, Greenville, NC 27834.
Phone 919-757-0011, TWX: 510-929-1619.

PROGRAMMING DESCRIPTION

WNCT: Programmed to mass appeal with specialized farm programming. MUSIC: MOR country. Sattelite Music Network (Country coast to coast). NEWS: network at :60; FARM: 5:30-7 am & noon-1 pm M-Sat. Hrly agriculture weather reports. SPORTS: live play-by-play high school & college football, basketball. Contact Representative for further details. Rec'd 4/29/83. WNCT-FM: std popular music & current favorites both vocal & instrumental arrangements appealing to adult audience. NEWS: nat'l & reg'l at :60. Business news at :30. Contact Representative for further details. Rec'd 12/30/82.

- PERSONNEL**
Vice-President—Eddie Anderson.
General Manager—Joe Mule.
Operations Manager—Jeff Masingill.
Farm Director—John Moore.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
10,000 w.; 1070 khz. Separate patterns day & night.
Operating schedule: 24 hours daily. EST.
FM-ERP 100,000 w.; 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1800 ft. above average terrain.
Simulcast Mon thru Sat 5:30-7 am.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb; Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with RKO TVO.
Member: Southern Farm Network.

TIME RATES

No. 6 Eff 8/29/83—Rec'd 9/24/84.
AAA—Mon thru Sat 7:30-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-noon & 1-3 pm; Sat 10 am-3 pm;
Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MIN: 6 ti 12 ti 18 ti 1 MIN: 6 ti 12 ti 18 ti
AAA 45 44 43 A 28 27 26
AA 40 39 38
30 sec: 80% of 1-min.

- SPECIAL FEATURES**
Farm time-rotating, flat 45.00.

WOOW1953
GREENVILLEMedia Code 4 234 3750 8.00 Mid 012606-000
WOOW Broadcasting, Inc.
304 Evans St., Greenville, NC 27834. Phone 919-758-1171.

- 2. REPRESENTATIVES**
-
- South—Southern Spot Sales, Inc.
-
- 1 min rate 1x. 8.50.

WQDW (FM)1976
KINSTON**Super Soul**Mid 012633-000
See listing under city of license.**Hamlet**Richmond County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**WKDX**1957
HAMLETMid 012607-000
See SRDS Spot Radio Small Markets Edition.**Havelock**Craven County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.**WCPQ**1962
HAVELOCKMid 012608-000
See SRDS Spot Radio Small Markets Edition.**WMSQ (FM)**1971
HAVELOCKMid 012609-000
See SRDS Spot Radio Small Markets Edition.**Henderson**Vance County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.**WHNC**1945
HENDERSONMid 012610-000
See SRDS Spot Radio Small Markets Edition.**WIZS**1955
HENDERSONMid 012611-000
See SRDS Spot Radio Small Markets Edition.**WXNC (FM)**1948
HENDERSONMid 012612-000
See SRDS Spot Radio Small Markets Edition.**Hendersonville**Henderson County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WHKP**1946
HENDERSONVILLE**Modern Music—Sports**Media Code 4 234 4050 2.00 Mid 012613-000
Radio Hendersonville, Inc.
Chimney Rock Rd., Box 2470, Hendersonville, NC 28793.
Phone 704-693-9061.**PROGRAMMING DESCRIPTION**
WHKP: MUSIC: Adult MOR Contemporary. NEWS: network at :60, local & weather at :60 & :20. AIR PERSONALITIES handle all segments. SPORTS: high school

football, basketball & track play-by-play, college football & basketball play-by-play; NASCAR. FEATURES: 2-man talk team 5-10 am; community talk show 8:05-8:20 am Tues & Thurs; emphasis on local involvement. Contact Representative for further details. Rec'd 8/12/82.

- 1. PERSONNEL**
-
- President—Kermit Edney.
-
- Vice-Pres. & Gen'l Mgr.—Art Cooley.
-
- Program Director—Al Hope.
-
- 2. REPRESENTATIVES**
-
- Southern Spot Sales, Inc.
-
- 3. FACILITIES**
-
- 1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
-
- Operating schedule: 5 am-midnight EST.
-
- 4. AGENCY COMMISSION**
-
- None; all rates net to station.
-
- 5. GENERAL ADVERTISING See coded regulations**
-
- FM facilities: WKIT (FM).
-
- Affiliated with ABC Information Radio Network.
-
- Affiliated with KBS.

TIME RATES
Eff 10/1/84—Rec'd 7/3/84.**6. SPOT ANNOUNCEMENTS**

	1x	52x	156x	312x	500x	1000x
1 min	16.50	13.00	11.50	11.00	10.00	9.00
30 sec	13.50	11.50	9.50	9.00	8.00	7.25
10 sec	8.25	6.50	5.75	5.50	5.00	4.50

7. PACKAGE PLANS
SHORT TERM SATURATION

	1 min	30 sec	10 sec
25 ti per 1 wk	275.00	225.00	137.50
50 ti per 2 wk	500.00	400.00	250.00
100 ti per 1 mo	900.00	725.00	450.00

8. PROGRAM TIME RATES

	1 ti	52 ti	156 ti	260 ti
1 hr	145	120	110	105
1/2 hr	85	60	55	50
1/4 hr	55	45	40	35
5 min	35	30	25	20

- 10. SPECIAL FEATURES**
-
- NEWS/WEATHER MON THRU FRI
-
- Per wk 1 min 30 sec
-
- (*) Incl 2 newscasts daily rotated at :60 6 am-11 pm & 1 1-min/30-sec spot, minimum 13 wks.
-
- (†) Incl 2 weathercasts daily rotated at :25 6:25 am-11:25 pm & 1 1-min/30-sec spot, minimum 13 wks.
-
- (SMD)

WHVL1964
HENDERSONVILLEMid 012614-000
See SRDS Spot Radio Small Markets Edition.**WKIT (FM)**1958
HENDERSONVILLE**"Great American Country"**Media Code 4 234 4125 2.00 Mid 012615-000
Radio Hendersonville, Inc.
Chimney Rock Rd., Box 2470, Hendersonville, NC 28793.
Phone 704-693-4194.**PROGRAMMING DESCRIPTION**
WKIT (FM): Drake-Chenault Great American Country. NEWS: network at :20, area at :50 & weather at :10 & :40. SPORTS: NASCAR play-by-play college & high school football & basketball. FEATURES: live mobile van. Contact Representative further details. Rec'd 2/1/80.

- 1. PERSONNEL**
-
- President—Kermit Edney.
-
- Vice-Pres. & Gen'l Mgr.—Art Cooley.
-
- Program Director—Al Hope.
-
- 2. REPRESENTATIVES**
-
- Southern Spot Sales, Inc.
-
- 3. FACILITIES**
-
- ERP 100,000 w.; 102.5 mhz. Stereo.
-
- Operating schedule: 5 am-midnight EST.
-
- Antenna ht.: 392 ft. above average terrain.
-
- 4. AGENCY COMMISSION**
-
- None; all rates net to station.
-
- 5. GENERAL ADVERTISING See coded regulations**
-
- AM facilities: WHKP.
-
- Affiliated with ABC FM Radio Network.

TIME RATES
Eff 10/1/84—Rec'd 7/3/84.**6. SPOT ANNOUNCEMENTS**

	1x	52x	156x	312x	500x	1000x
1 min	20.00	16.00	14.00	13.00	12.00	11.00
30 sec	16.00	13.00	12.00	11.00	10.00	9.00
10 sec	10.00	8.00	7.00	6.50	6.00	5.50

7. PACKAGE PLANS
SHORT TERM SATURATION

	1 min	30 sec	10 sec
25 in 1 wk	325.00	275.00	162.50
50 in 2 wk	600.00	500.00	300.00
100 in 1 mo	1100.00	900.00	550.00

8. PROGRAM TIME RATES

	1x	52x	156x	260x
1 hr	175	145	125	120
1/2 hr	100	75	70	60
1/4 hr	75	55	50	45
5 min	40	30	33	25

(SMD) (CR)

HickoryCatawba County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**WHKY**1939
HICKORYMid 012616-000
See SRDS Spot Radio Small Markets Edition.**WHKY-FM**1959
HICKORYMid 033338-000
See SRDS Spot Radio Small Markets Edition.**WIRC**1948
HICKORYMedia Code 4 234 4200 3.00 Mid 012617-000
Foothills Broadcasting, Inc.
357 First Ave. N.W., Box 938, Hickory, NC 28601. Phone 704-322-4130.**PROGRAMMING DESCRIPTION**
WIRC: Programmed for adults 25-49. MUSIC: Drake-Chenault Great American Country. Contact Representative for further details. Rec'd 6/24/80.

- 1. PERSONNEL**
-
- President—Jerry Oakley.
-
- Operations Manager—Greg Mull.
-
- Sales Manager—Maynard Taylor.
-
- 2. REPRESENTATIVES**
-
- Southern Spot Sales, Inc.
-
- 3. FACILITIES**
-
- 1,000 w.; 630 khz. Non-directional.
-
- Operating schedule: 6 am-local sunset. EST.
-
- 4. AGENCY COMMISSION**
-
- None; all rates net to station.
-
- 5. GENERAL ADVERTISING See coded regulations**
-
- FM facilities: WXRC (FM).

TIME RATES
No. 21 Eff 9/15/84—Rec'd 1/24/85.AAA—Mon thru Sat 6-10 am, 3-7 pm & any other fixed daypart.
AA—ROS/BTA Mon-Sun 6 am-local sunset.**6. SPOT ANNOUNCEMENTS**

	Open	30 ti	60 ti	90 ti	120 ti
PER MO:	17.00	16.00	15.00	14.50	14.00
PER WK:	13.00	12.00	11.50	11.00	10.50
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	11.00	10.00	9.50	9.00	8.50
1 min	15.00	14.00	13.50	13.00	12.50
30 sec	12.00	11.00	10.50	10.00	9.50
1 min	13.00	12.00	11.50	11.00	10.50
30 sec	10.00	9.00	8.50	8.00	7.50

- 7. PACKAGE PLANS**
-
- TAP—6 CONSECUTIVE DAY
- | | 30 sec | 1 min |
|-----------|--------|-------|
| GRID: | 18 | 11 |
| 18 ti, ea | 10.00 | 13.50 |
| 12.00 | 9.00 | 12.00 |

- 10. SPECIAL FEATURES**
-
- Swap Shop—30 min at 8:30 am, talent incl: 1-min ea 12.00.
-
- (SMD)

WSPF1963
HICKORYMedia Code 4 234 4250 8.00 Mid 012618-000
Piedmont Broadcasting Co., Inc.
211 Hwy. 127 & 2nd Ave. SE, Box 1709, Hickory, NC 28601. Phone 704-328-1731.**PROGRAMMING DESCRIPTION**
WSPF: MUSIC: Modern Country, current hits plus oldies. Contact Representative for further details. Rec'd 1/31/83.

- 1. PERSONNEL**
-
- Pres. & Gen'l Mgr.—Willis A. Deal.
-
- Operations Manager—Tom McCray.
-
- Sales Manager—Tim Andrews.
-
- 2. REPRESENTATIVES**
-
- Jack Bolton Associates.
-
- 3. FACILITIES**
-
- 5,000 w.; 1000 khz. Non-directional.
-
- Operating schedule: Sunrise-local sunset. EST.
-
- 4. AGENCY COMMISSION**
-
- None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/1/84—Rec'd 5/1/84.**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	312x	624x	936x
ROS:	12.50	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	8.25	7.90	7.60	7.25	6.90	6.60	6.30
ROS:	12.48x						
1 min	9.00						
30 sec	6.00						

Specified times, extra 10%.

- 7. PACKAGE PLANS**
-
- 7 CONSEC DAYS, ROS: 12 ti 24 ti 36 ti 50 ti
-
- 1 min 144.00 264.00 370.80 495.00
-
- 30 sec 94.80 174.00 248.40 315.00
-
- 10 sec 1+ 4.00.
-
- Specified time, extra 10%.

Rates may be combined for frequency discounts.

(SMD)

WXRC (FM)1962
HICKORYMedia Code 4 234 4300 1.00 Mid 012619-000
Foothills Broadcasting, Inc.
357 First Ave. N.W., Box 938, Hickory, NC 28601. Phone 704-322-1713.**PROGRAMMING DESCRIPTION**
WXRC (FM): Programmed for young adult listener, 18-45. MUSIC: Adult Oriented Rock. COMMERCIAL POLICY: max 10-12 min/hr, approx. Contact Representative for further details. Rec'd 2/11/82.

- 1. PERSONNEL**
-
- President—Jerry Oakley.
-
- Operations Manager—Greg Mull.
-
- Sales Manager—Maynard Taylor.
-
- 2. REPRESENTATIVES**
-
- Southern Spot Sales, Inc.
-
- 3. FACILITIES**
-
- ERP 100,000 w.; 95.7 mhz. Stereo.
-
- Operating schedule: 24 hours daily. EST.
-
- Antenna ht.: 330 ft. above average terrain.
-
- 4. AGENCY COMMISSION**
-
- None; all rates net to station.
-
- 5. GENERAL ADVERTISING See coded regulations**
-
- AM facilities: WIRC.

TIME RATES
No. 23 Eff 9/1/84—Rec'd 1/24/85.AAA—Mon thru Sat 6-10 am, 3-7 pm & any other fixed daypart.
AA—ROS/BTA Mon thru Sun 6 am-7 pm.
A—ROS/BTA Mon thru Sun 5 am-midnight.
B—Mon thru Sun midnight-5 am.**6. SPOT ANNOUNCEMENTS**

	Open	30 ti	60 ti	90 ti	120 ti
MO:	32.00	31.00	30.00	29.00	28.00
WK:	30.00	29.00	28.00	27.00	26.00
AAA	28.00	27.00	26.00	25.00	24.00
AA	14.00	13.50	13.00	12.50	12.00
A	30.00	29.00	28.00	27.00	26.00
AAA	28.00	27.00	26.00	25.00	24.00
AA	26.00	25.00	24.00	23.00	22.00
A	13.00	12.50	12.00	11.50	11.00
AAA	28.00	27.00	26.00	25.00	24.00
AA	26.00	25.00	24.00	23.00	22.00
A	24.00	23.00	22.00	21.00	20.00
B	12.00	11.50	11.00	10.50	10.00
AAA	25.00	24.00	23.00	22.00	21.00
AA	23.00	22.00	21.00	20.00	19.00
A	21.00	20.00	19.00	18.00	17.00
B	10.50	10.00	9.50	9.00	8.50
AAA	23.00	22.00	21.00	20.00	19.00
AA	21.00	20.00	19.00	18.00	17.00
A	19.00	18.00	17.00	16.00	15.00
B	9.50	9.00	8.50	8.00	7.50
AAA	21.00	20.00	19.00	18.00	17.00
AA	19.00	18.00	17.00	16.00	15.00
A	17.00	16.00	15.00	14.00	13.00
B	8.50	8.00	7.50	7.00	6.50

- 7. PACKAGE PLANS**
-
- TAP—7 CONSECUTIVE DAYS
- | | 30 sec | 1 min |
|--|--------|-------|
| GRID: | 18 | 11 |
| 28 ti, ea | 18 | 11 |
| 17 | 15 | 13 |
| 24 | 22 | 20 |
| 20 ti, ea | 17 | 15 |
| 1 in ea daypart—5-10 am, 10 am-3 pm, 3-7 pm & 7 pm-midnight. | | |

(SMD)

High PointGuilford County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.**See Greensboro (including High Point)****ICard**Burke County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.**WUIV**1981
ICARDMid 023539-000
See SRDS Spot Radio Small Markets Edition.

NORTH CAROLINA

Jacksonville

Onslow County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WIIZ
1968
JACKSONVILLE

Contemporary Top 40



Media Code 4 234 4475 1.00 Mid 012620-000
Caleb Communications, Inc.
Arnold Rd., Drawer AM, Jacksonville, NC 28540. Phone 919-347-6141.

PROGRAMMING DESCRIPTION

WIIZ: Programmed for 18-50. MUSIC: Contemporary Hits incl beach & gold for 18-50. NEWS: network at :55. AIR PERSONALITIES handle all segments. SPORTS: network commentator. FEATURES: best of beach music Sat 3-6 pm; American Top 40 Sun noon-4 pm. Rec'd 8/28/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold Forter.
Program Director—Chris Marks.
Music Director—Lisa Greer.

3. FACILITIES
1,000 w.; 1290 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff—Rec'd 8/28/84.

6. SPOT ANNOUNCEMENTS
PER WK: 18 ti 24 ti PER WK: 18 ti 24 ti
30 sec 5.00 4.50 1 min 7.00 6.50
Guaranteed & Drive times, extra .75.

(SMD)

WJNC
1945
JACKSONVILLE

Mid 012621-000
See SRDS Spot Radio Small Markets Edition.

WLAS
1954
JACKSONVILLE

Mid 012622-000
See SRDS Spot Radio Small Markets Edition.

WRCM (FM)
1965
JACKSONVILLE

Mid 012623-000
See SRDS Spot Radio Small Markets Edition.

WXQR (FM)
1969
JACKSONVILLE

Mid 012624-000
See SRDS Spot Radio Small Markets Edition.

Kannapolis

Cabarrus County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WGTL
1946
KANNAPOLIS



Media Code 4 234 4600 4.00 Mid 012625-000
Fred H. Whitley, Inc.
Box 148-Cannon Blvd. & Country Club, Kannapolis, NC 28081. Phone 704-933-8700.
Other Studio: Concord, NC 28025. Phone 704-782-7615.
1 min rate 1x: 6.00.

WJZR (FM)

1964
KANNAPOLIS

Media Code 4 234 4625 1.00 Mid 012627-000
Downs Radio, Inc.
Drawer R, Kannapolis, NC 28081. Phone 704-933-1121, 375-7872.

PROGRAMMING DESCRIPTION

WJZR (FM): MUSIC: Top 40. AIR PERSONALITIES handle all segments. NEWS: 1 min 40 sec in AM drive. FEATURES: Carolina Count Down Sat 10 am-1 pm. Contact Representative for further details. Rec'd 10/1/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul H. Downs.
Sales Manager—Jim Turner.
Program Director—R. C. Chrysler.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.; 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

WRKB

1960
KANNAPOLIS

Media Code 4 234 4650 9.00 Mid 012626-000
Downs Radio, Inc.
Box R, Kannapolis, NC 28082. Phone 704-375-3718.
1 min rate 1x: 6.00.

King

Stokes County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WKTE

1968
KING

Mid 012628-000
See SRDS Spot Radio Small Markets Edition.

Kings Mountain

Cleveland County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WKMT

1953
KINGS MOUNTAIN

Mid 012629-000
See SRDS Spot Radio Small Markets Edition.

Kinston

Lenoir County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WELS

1950
KINSTON

Media Code 4 234 4750 7.00 Mid 012630-000
Farmers Broadcasting Service, Inc.
Box 3384, 1312 W. Vernon Ave., Kinston, NC 28501.
Phone 919-523-5151.
1 min rate 1x: 9.00.

WFTC

1937
KINSTON

Media Code 4 234 4800 0.00 Mid 012631-000
Beasley Broadcasting Downeast, Inc.
Box 609, Rt. 2, Kinston, NC 28501. Phone 919-522-4141.

- REPRESENTATIVES**
T-N Spot Sales.
Rates have been temporarily withdrawn by station.

WISP

1953
KINSTON

Media Code 4 234 4850 5.00 Mid 012632-000
Caravelle Broadcast Group of Kinston
Hwy. 70 By-Pass, Box 668, Kinston, NC 28501. Phone 919-523-1230, 527-1230.
Rates have been temporarily withdrawn by station.

WQDW (FM)

1976
KINSTON

Media Code 4 234 4862 0.00 Mid 012633-000
Caravelle Broadcast Group of Kinston
Box 668, Hwy. 70 By-Pass, Kinston, NC 28501. Phone 919-523-3377, 527-1230.

PROGRAMMING DESCRIPTION

WQDW (FM): Super soul. Contact Representative for further details. Rec'd 10/31/77.

- PERSONNEL**
General Manager—Jerry McKeown.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WISP.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 2/27/84.

Drive times—6-10 am, 4-8 pm; Sat 6:30 am-8 pm.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
Drive	35	31
All other times	32	28

(CR)

WRNS (FM)

1968
KINSTON

Media Code 4 234 4875 2.00 Mid 012634-000
Beasley Broadcasting Downeast, Inc.
Box 609, Rt. 2, Kinston, NC 28501. Phone 919-523-9292.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Regional—T-N Spot Sales.
Rates have been temporarily withdrawn by station.

Laurinburg

Scotland County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WEWO

1947
LAURINBURG

Mid 012635-000
See SRDS Spot Radio Small Markets Edition.

WLNC

1962
LAURINBURG

Mid 012636-000
See SRDS Spot Radio Small Markets Edition.

WSTS (FM)

1951
LAURINBURG

Mid 012637-000
See SRDS Spot Radio Small Markets Edition.

Lenoir

Caldwell County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WJRI

1946
LENOIR

Mid 012638-000
See SRDS Spot Radio Small Markets Edition.

WKGX

1969
LENOIR

Mid 012639-000
See SRDS Spot Radio Small Markets Edition.

Lexington

Davidson County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WBUY (FM)

(formerly WLXN (FM))
1948
LEXINGTON



Mid 012641-000
Davidson County Broadcasting Co., Inc.
1 Radio Dr., Box 668, Lexington, NC 27292. Phone 704-246-2716.

PROGRAMMING DESCRIPTION

WBUY (FM): MUSIC: Peters Productions All Star Country, hit oriented Contemporary Country sound. Contact Representative for further details. Rec'd 12/3/84.

- PERSONNEL**
Gen'l Mgr., Sec'y & Treas.—William B. Hilton.
Vice-Pres. & Sales Mgr.—Greeley N. Hilton, Jr.
Operations Manager—Hal McGee.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WLXN.
Member: North Carolina News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/85—Rec'd 12/3/84.

AAA—5:30-10 am.
AA—9-6:30 pm.
A—10 am-3 pm.

- SPOT ANNOUNCEMENTS**

	CLASS AAA				
	1x	156x	260x	520x	1040x
1 min	11.50	10.40	9.60	9.10	8.20
30 sec	8.60	7.80	7.20	6.80	6.20
10 sec	5.80	5.20	4.80	4.60	4.10

	CLASS AA				
	1x	7.70	7.10	6.70	6.00
1 min	8.50	7.70	7.10	6.70	6.00
30 sec	6.40	5.80	5.30	5.00	4.50
10 sec	4.30	3.90	3.60	3.40	3.00

	CLASS A				
	1x	6.60	6.10	5.80	5.20
1 min	7.40	6.60	6.10	5.80	5.20
30 sec	5.60	5.00	4.60	4.40	3.90
10 sec	3.70	3.30	3.10	2.90	2.60

- PACKAGE PLANS**

	SPECIAL—5 AM-7 PM									
	Per wk	Per mo	Per mo	Per mo	Per mo	Per mo	Per mo	Per mo	Per mo	Per mo
1 min	9.70	8.80	8.10	7.60	7.20	6.90	6.70	6.50	6.30	6.10
30 sec	7.30	6.60	6.10	5.70	5.40	5.20	5.00	4.80	4.60	4.40
10 sec	4.90	4.40	4.10	3.80	3.60	3.50	3.40	3.30	3.20	3.10

(SMD)

WLXN

1948
LEXINGTON

Mid 012640-000
See SRDS Spot Radio Small Markets Edition.

Lincolnton

Lincoln County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WLON

1953
LINCOLNTON

Mid 012642-000
See SRDS Spot Radio Small Markets Edition.

Louisburg

Franklin County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WYRN

1958
LOUISBURG

Mid 012643-000
See SRDS Spot Radio Small Markets Edition.

Lumberton

Robeson County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WAGR

1954
LUMBERTON

Mid 012644-000

See SRDS Spot Radio Small Markets Edition.

WDSC-FM

1934
DILLON, SC

Mid 027706-000

See listing under city of license.

WGSS (FM)

1960
LUMBERTON

Mid 012645-000

See SRDS Spot Radio Small Markets Edition.

WJSK (FM)

1964
LUMBERTON

Mid 012646-000

See SRDS Spot Radio Small Markets Edition.

WTSB

1946
LUMBERTON

Mid 012647-000

See SRDS Spot Radio Small Markets Edition.

WZYZ (FM)

1975
FAIRMONT


(This is a paid duplicate of the listing under Fairmont, North Carolina.)

Media Code 4 234 2525 5.00 Mid 012568-000
Carolinas Broadcasting Co., Inc.
Hwy. 41 N., Box 665, Fairmont, NC 28340. Phone 919-628-9777.

PROGRAMMING DESCRIPTION

WZYZ (FM): Target audience 18-49. MUSIC: Adult Contemporary, currents, recurrences, gold with current album cuts added 7 pm-1 pm. NEWS: 5 min at :55. COMMERCIAL POLICY: no more than 10 commercial min available per hr. Rec'd 12/1/80.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James C. Clark.
Sta. & Sales Mgr.—John W. Pittman.
Program Director—Bill Sellars.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 1.09 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**
None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations
AM facilities: WFMO.

TIME RATES

Eff. Rec'd 5/2/83.

6. **SPOT ANNOUNCEMENTS**
Flat, 1-min 6.00; 30-sec 4.50.

7. **PACKAGE PLANS**
MINIMUM 4 WK CONTRACT
PER WK: 14 ti 28 ti 56 ti PER WK: 14 ti 28 ti 56 ti
1 min 5.50 5.00 4.50 30 sec 4.00 3.75 3.50
One yr contracts, deduct 10%.

(SMD) (D)

Marion

McDowell County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WBRM

1949
MARION

Mid 012648-000

See SRDS Spot Radio Small Markets Edition.

Marshall

Madison County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WMMH

1956
MARSHALL

Mid 012649-000

See SRDS Spot Radio Small Markets Edition.

Mayodan

Rockingham County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WMYN

1957
MAYODAN

Mid 012650-000

See SRDS Spot Radio Small Markets Edition.

Mebane

Alamance County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WHNI

1973
MEBANE

Mid 012651-000

See SRDS Spot Radio Small Markets Edition.

Mocksville

Davie County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WDSL

1964
MOCKSVILLE

Mid 012652-000

See SRDS Spot Radio Small Markets Edition.

Monroe

Union County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WDEX

1982
MONROE

Mid 031325-000

See SRDS Spot Radio Small Markets Edition.

WIXE

1968
MONROE

Mid 012653-000

See SRDS Spot Radio Small Markets Edition.

WMAP

1948
MONROE

Mid 012654-000

See SRDS Spot Radio Small Markets Edition.

Mooreville

Iredell County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WHIP

1950
MOOREVILLE

Mid 012655-000

See SRDS Spot Radio Small Markets Edition.

Morehead City

Carteret County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WMBJ (FM)

1972
MOREHEAD CITY

Mid 012657-000

See SRDS Spot Radio Small Markets Edition.

WMBL

1947
MOREHEAD CITY

Mid 012656-000

See SRDS Spot Radio Small Markets Edition.

Morganton

Burke County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WMNC

1947
MORGANTON

Mid 012658-000

See SRDS Spot Radio Small Markets Edition.

WQXX (FM)

1963
MORGANTON

Mid 012659-000

See SRDS Spot Radio Small Markets Edition.

WSVM

1961
VALDESE

Mid 012752-000

See listing under city of license.

Mt. Airy

Surry County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WPAQ

1948
MT. AIRY

Mid 012660-000

See SRDS Spot Radio Small Markets Edition.

WSYD

1951
MT. AIRY

Mid 012661-000

See SRDS Spot Radio Small Markets Edition.

Mt. Olive

Wayne County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WDJS

1961
MT. OLIVE

Mid 012662-000

See SRDS Spot Radio Small Markets Edition.

Moyock

Currituck County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

WOFM (FM)

1974
MOYOCK

Mid 012663-000

See SRDS Spot Radio Small Markets Edition.

Murfreesboro

Hertford County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WBCG-FM

1969
MURFREESBORO

Mid 012665-000

See SRDS Spot Radio Small Markets Edition.

WYCM

1965
MURFREESBORO

Mid 012664-000

See SRDS Spot Radio Small Markets Edition.

Murphy

Cherokee County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

WCVP

1958
MURPHY

Mid 012666-000

See SRDS Spot Radio Small Markets Edition.

WKRK

1958
MURPHY

Mid 012667-000

See SRDS Spot Radio Small Markets Edition.

Nags Head

Dare County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WWOK (FM)

1983
COLUMBIA

Mid 033910-000

See listing under city of license.

New Bern

Craven County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WAZZ (FM)

1977
NEW BERN

Contemporary Country



Media Code 4 234 6012 0.00 Mid 012668-000

Interstate Communications Corp.
Box 2684, New Bern, NC 28560. Phone 919-637-6144.

PROGRAMMING DESCRIPTION

WAZZ (FM): MUSIC: TM Country format targeted to adults 25-54; total music concept with live air personalities; seasonal specials. NEWS: regional AP, weather & sports in brief; network at :60; network sports on weekends & Farm Line, agricultural program at 6 am & noon M-F; Limited commercial content. SPORTS: UNC football & basketball. Rec'd 12/21/84.

1. **PERSONNEL**
General Manager—Bill Poole.
Business Manager—Nancy Lamb.
Operations Manager—Jeff Brown.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 630 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)

WNOS

1942
NEW BERN

Media Code 4 234 6056 7.00 Mid 035422-000

James E. Hodges
1331 S. Glenburnie Rd., Box 913, New Bern, NC 28560.
Phone 919-638-8888.

PROGRAMMING DESCRIPTION

WNOS: Targeted 35+-. MUSIC: Traditional MOR; Satellite Music Network Stardust format. NEWS: local hrly. COMMERCIAL POLICY: 4 commercial breaks/hr. FARM: news 6-7 am & noon-1 pm. RELIGION: Sun 6 am-noon. Rec'd 1/15/85.

1. **PERSONNEL**
General Manager—Gene Hodges.
Operations Manager—Molly Cutler.
Chief Engineer—Don Price.
2. **REPRESENTATIVES**
P/W Radio Representatives.
3. **FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/84—Rec'd 1/15/85.

continued

NORTH CAROLINA

New Bern—cont

WNOS—cont

6. SPOT ANNOUNCEMENTS

Mon-Sat 6-9 am	1 min	30 sec	9.00	8.00
Mon-Sat 3-7 pm			8.50	7.00
Mon-Sat 9 am-1 pm, 2-3 pm			7.50	6.00
Mon-Sun 6 am-8 pm			6.50	5.00
Mon-Sun 8 pm-midnight			4.00	3.00

10. SPECIAL FEATURES

MON-SAT: 1 min 30 sec	FARM	MON-SAT: 1 min 30 sec
6-7 am	9.00 8.00	1-2 pm
		8.50 7.00
		(SMD)

WRNB

1957
NEW BERN

Mid 012671-000

See SRDS Spot Radio Small Markets Edition.

WSFL (FM)

1968
NEW BERN

Mid 012672-000

See SRDS Spot Radio Small Markets Edition.

WWMG

1973
NEW BERN

Mid 012669-000

See SRDS Spot Radio Small Markets Edition.

Newland

Avery County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WJTP

1978
NEWLAND

Mid 012673-000

See SRDS Spot Radio Small Markets Edition.

Newport

Carteret County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WZYC (FM)

1983
NEWPORT

Mid 033008-000

See SRDS Spot Radio Small Markets Edition.

Newton

Catawba County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WNNC

1948
NEWTON

Mid 012674-000

See SRDS Spot Radio Small Markets Edition.

North Wilkesboro- Wilkesboro

Wilkes County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WKBC

1947
NORTH WILKESBORO

Mid 012675-000

See SRDS Spot Radio Small Markets Edition.

WKBC-FM

1962
NORTH WILKESBORO

Mid 012676-000

See SRDS Spot Radio Small Markets Edition.

WWWC

1970
WILKESBORO

Mid 012677-000

See SRDS Spot Radio Small Markets Edition.

Oxford

Granville County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WCBQ

1949
OXFORD

Mid 012678-000

See SRDS Spot Radio Small Markets Edition.

Pinehurst

Moore County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WDLV

1980
PINEHURST



Media Code 4 234 6275 3.00 Mid 012679-000
Muirfield Broadcasting, Inc.
Short & Long Sts., Box 1677, Southern Pines, NC 28387.
Phone 919-692-6887.

PROGRAMMING DESCRIPTION

WDLV: Programmed for audiences 18-49. MUSIC: Adult Contemporary. NEWS: at :55 from network followed by local. SPORTS: network & local. FEATURES: public affairs program; Dick Clark Nat'l Music Survey. Contact Representative for further details. Rec'd 2/10/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Walker Morris.
Sales Manager—Beverly Cunningham.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

1,000 w.; 550 khz. Directional.
250 w. pre-sunrise; 250 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WIOZ (FM), Southern Pines.
Affiliated with MBS.

TIME RATES

Eff 5/10/84—Rec'd 8/6/84.

6. SPOT ANNOUNCEMENTS

1 min	7.00	6.75	6.50	6.25	6.00
30 sec	4.75	4.50	4.25	4.00	3.75
	Exact/specified times, extra 10%.				

(SMD) (CR)

Plymouth

Washington County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WPNC

1959
PLYMOUTH

WKLX-FM

1979
PLYMOUTH

Mid 012680-000

See SRDS Spot Radio Small Markets Edition.

Raeford

Hoke County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WSMR

1963
RAEFORD

Mid 012681-000

See SRDS Spot Radio Small Markets Edition.

Raleigh-Durham

(including Garner)

Wake County—Map Location H-4
Durham County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDBS (FM)

1971
DURHAM



Media Code 4 234 6370 2.00 Mid 012682-000
WDBS
3700 Chapel Hill Blvd., Durham, NC 27707. Phone 919-493-7461.
1 min rate 1x: 19.00.

WDCG (FM)



BLAIR RADIO



Media Code 4 234 6375 1.00 Mid 012683-000
Durham Radio Corp.
Box 2126, Durham, NC 27702. Phone 919-683-2055.

PROGRAMMING DESCRIPTION

WDCG (FM): MUSIC: Contemporary/Top 40. NEWS: at :20 & :50 6-9 am. AIR PERSONALITIES handle all segments. Contact Representatives for further details. Rec'd 11/29/82.

1. PERSONNEL

General Manager—Bill Alexander.
Sales Manager, Durham—Jim McTigue.
Sales Manager, Raleigh—David McWhorter.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 99,000 w. (Horiz.), 99,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1041 ft. above average terrain.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60f, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
AM facilities: WDNC.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WDNC

WDNC AM 620
1928
DURHAM



BLAIR RADIO



Media Code 4 234 6360 1.00 Mid 012684-000
Durham Radio Corp.
Box 2126, Durham, NC 27702. Phone 919-682-0319.

PROGRAMMING DESCRIPTION

WDNC: MUSIC: The Music of Your Life. NEWS: network & local. Contact Representative for further details. Rec'd 4/29/83.

1. PERSONNEL

General Manager—Bill Alexander.
Promotion Director—Elizabeth Brunty.
Sales Manager—James Toomer.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 620 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60f, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
FM facilities: WDCG (FM).
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WDUR

1947
DURHAM

Super Soul

NRBA

Media Code 4 234 6385 0.00 Mid 012685-000
Airways of Durham, Inc.
Box 2169, 1826 Nixon St., Durham, NC 27702. Phone 919-683-1490.

PROGRAMMING DESCRIPTION

WDUR: Programmed for black audience. MUSIC: Soul, disco & jazz combination. NEWS: Network, 9 hrs/wk at :60. Local & marine weather. COMMERCIAL POLICY: 12-min per hr. Contact Representative for further details. Rec'd 8/6/79.

1. PERSONNEL

General Manager—Rich Glover.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20b, 22a, 24a, 33b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60k, 62d.
Cancellation: 70c, 70e, 71a.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WKBQ

1969
GARNER

Media Code 4 234 6390 0.00 Mid 012686-000
Christopher Maggio
1423 Creech Rd., Garner, NC 27529. Phone 919-832-5551.
Mailing Address: Box 755, Garner, NC 27529.
1 min rate 1x: 13.00.

WKIX

1947
RALEIGH

NRBA

Media Code 4 234 6400 7.00 Mid 012687-000
Mann Media
Box 12526, Raleigh, NC 27605. Phone 919-851-2711.

2. REPRESENTATIVES

Christal Radio.
1 min rate 1x: 100.00.

WLLE

1954
RALEIGH

Black

Media Code 4 234 6450 2.00 Mid 012688-000
Special Markets Media, Inc.
Box 190, Raleigh, NC 27602. Phone 919-833-3874, 800-334-5700.

PROGRAMMING DESCRIPTION

WLLE: MUSIC: Black Contemporary, R/B gospel; PERSONALITY approach to music. NEWS: network at :50 & local :53. FEATURES: local talk show 10-11 am M-F call-in & guest; trade show 11 am-noon. Contact Representative for further details. Rec'd 6/22/84.

1. PERSONNEL

Co-General Manager—Henry & Prentice Monroe.
Program Director—Doc Hollidal.
Director, Religious Affairs—James Thomas.

2. REPRESENTATIVES

New York—Weiss & Powell, Inc.

3. FACILITIES

500 w. days; 570 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 26, 28b, 29a.
 Contracts: 40a, 42b, 45, 46, 47a.
 Comb.: Cont. Discounts: 60k, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Sheridan Broadcasting Network.

TIME RATES

Eft 9/1/82—Rec'd 9/10/82.
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AA	20	19	18	17	16	15	14	13
A	18	17	16	15	14	13	12	11
	1 min				30 sec			
PER YR:	600x	1000x	600x	1000x	600x	1000x	600x	1000x
AA	17	16	13	12	12	11	10	9
A	15	14	11	10	10	9	8	7

WPJL

1939
 RALEIGH

Media Code 4 234 6600 2.00 Mid 012689-000
 Raleigh Radio Co.
 Box 27946, 515 Bart St., Raleigh, NC 27611. Phone 919-834-6401.

2. REPRESENTATIVES
 Southern Spot Sales, Inc.
 1 min rate 1x: 13.00.

WPTF

1924
 RALEIGH



McGAVREN GUILD RADIO



Media Code 4 234 6500 4.00 Mid 012690-000
 Durham Life Broadcasting, Inc.
 Box 1511, WPTF Bldg., 410 S. Salisbury St., Raleigh, NC 27602. Phone 919-832-8311, TWX 510-928-1852.

PROGRAMMING DESCRIPTION

WPTF: Programmed for general interest/information & personality orientation. 5-6 am farm & talk show, farm dir.; 6-10 am personality, news, sports, public affairs, weather, traffic reports, adult contemporary music; 10-11 am adult contemporary & features; 11 am-12N woman's tele/talk show; 12N-1 pm general news & farm info in magazine format. 1-7 pm adult contemporary music, news sports, weather, features, traffic reports, business news, personality 7-9 pm sports tele/talk show; 8-11 pm listener phone-in with frequent guests; 11 pm-12M adult contemporary call-in request show; 12M-5 am nat'l network call-in show with guests. NEWS: network at :60 followed by reg'l, 6 person dept., aircraft, state & local interview program wknds. FARM: director & ass't. SPORTS: play-by-play college basketball & football; golf, tennis & baseball. Contact Representative for further details. Rec'd 4/7/82.

1. PERSONNEL
 President—Felton P. Coley.
 Acting General Manager—Donald W. Curtis.
 National Sales Coordinator—Barbara Price.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 50,000 w.; 680 khz. Directional—night only.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 14c, 16.
 Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24, 25a, 26, 27, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51a.
 Comb.: Cont. Discounts: 60a, 60d, 60i, 62a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WQDR (FM).
 Affiliated with NBC Radio Network.
 Affiliated with ABC Entertainment Radio Network.
 Member: Southern Farm Network, Total Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WQDR (FM)

1949
 RALEIGH



McGAVREN GUILD RADIO



Media Code 4 234 6525 1.00 Mid 012691-000
 WQDR (FM)
 410 S. Salisbury St., Box 1511, Raleigh, NC 27602.
 Phone 919-832-8311.

PROGRAMMING DESCRIPTION

WQDR (FM): Programmed for 25-54 adults. MUSIC: Modern Country programmed from Top 40, recurrences & Oldies. NEWS: in AM & PM drives with morning & afternoon traffic & school bus reports. COMMERCIAL POLICY: 8 min or 10 units per hr. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL
 Sta. Mgr./Gen'l Sls. Mgr.—Laurel T. Smith.
 National Sales Coordinator—Barbara Price.

2. REPRESENTATIVES
 McGavren Guild Radio.

3. FACILITIES
 ERP 100,000 w.; 94.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht. 1,025 above average terrain.

4. AGENCY COMMISSION
 15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 14c, 16.
 Basic Rates: 20a, 21a, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51a.
 Comb.: Cont. Discounts: 60a, 60d, 60i, 62a.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WPTF.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WRAL (FM)

1947
 RALEIGH



Katz Radio



Media Code 4 234 6550 9.00 Mid 012692-000
 Capitol Broadcasting Co., Inc.
 711 Hillsborough St., Box 10100, Raleigh, NC 27605.
 Phone 919-830-6101.

PROGRAMMING DESCRIPTION

WRAL (FM): MUSIC: Adult Contemporary, blend of mainstream Current Hits & Oldies from 60's & 70's targeted to audience 25-54; special music-oriented programs, concerts on wknds. NEWS: local from news staff of 10 at :55 & during AM/PM drivetimes at :25 & :55; 6 2-min public affairs programs locally produced & aired daily; sport scores also included in regular newscasts; independent meteorologists on staff. COMMERCIAL POLICY: 14 units 5-10 am, 10 units 10 am-3 pm & 8 pm-12M, 12 units 3-8 pm except during special programming. Contact Representative for further details. Rec'd 11/26/84.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Dick de Butts.
 General Sales Manager—Peggy H. Watkins.
 Program Director—Robb Stewart.

2. REPRESENTATIVES
 Katz Radio.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,900 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 28a, 28c, 29a, 31.
 Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48.
 Comb.: Cont. Discounts: 60b, 60f, 60g, 60i, 61a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Katz Radio Network.
 Member: North Carolina News Network.

TIME RATES

No. A Eff 7/1/83—Rec'd 7/5/83.
 AAAA—Mon thru Fri 5-10 am.
 AAA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
 AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 10 am-8 pm.
 A—Mon thru Sun 8 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
 GRID—1 MINUTE

	I	II	III	IV	V
AAAA	200	180	160	140	120
AAA	145	130	115	105	95
AA	120	110	100	95	90
A	90	80	70	65	60
	30 SECONDS				
AAAA	182	164	145	127	108
AAA	132	117	103	94	85
AA	109	99	90	85	81
A	81	72	63	58	54

ROS: Mon thru Fri 10-5 am; Sat & Sun 6-5 am 1 min flat 55.00; 30 sec flat 50.00. Midnight-5 am 1 min flat 11.00; 30 sec flat 9.00.
 Specified day & time periods take 1 grid higher. AM drive only takes Grid I or 1 1/2 times prevailing grid.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

	1 min	30 sec
Flat	85	76

10. SPECIAL FEATURES

Newscast sponsorship 1 1/2 times current 1 min grid.

WRZR

1962
 RALEIGH



Media Code 4 234 6650 7.00 Mid 012695-000
 Moonshadow Broadcasting Co., Inc.
 647 Maywood Ave., Raleigh, NC 27603. Phone 919-832-1234.
 Mailing Address: Box 30099, Raleigh, NC 27622.

2. REPRESENTATIVES

Lotus Reps.
 1 min rate 1x: 18.00.

WSRC

1954
 DURHAM



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 234 6620 0.00 Mid 012693-000
 Carolina Radio of Durham, Inc.
 700 E. Club Blvd., Box 1331, Durham, NC 27702. Phone 919-477-7331, Raleigh, 919-829-0188.

PROGRAMMING DESCRIPTION

WSRC: Programmed for black citizens. MUSIC: TM's Urban One Urban Contemporary except spirituals noon-2 pm. AIR PERSONALITIES handle all segments. NEWS: network & local news 6x daily incl mobile news cruiser. SPORTS: network sports at 7:30 am & 4:30 pm. COMMERCIAL POLICY: max 18-minutes per hr. Contact Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

President—James H. Mayes, Jr.
 Office Manager—Nancy Williams.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w. days; 1410 khz. Directional.
 Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 25a, 26, 28a, 29a, 32a, 33a.
 Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47c, 48, 50, 51c.
 Comb.: Cont. Discounts: 60a, 60i, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

No. 4 Eff 10/1/80—Rec'd 12/30/82.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min			
	6 ti	12 ti	18 ti	24 ti
AA	20.00	19.00	18.00	17.00
A	18.00	17.00	16.00	15.00
	30 sec			
	6 ti	12 ti	18 ti	24 ti
AA	16.00	15.00	14.50	13.50
A	14.50	13.50	13.00	12.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	100.00	97.50	95.00	90.00	85.00	82.50	80.00
1/2 hr	55.00	53.50	52.00	50.00	48.50	47.00	46.00
1/4 hr	30.00	29.50	29.00	28.00	27.00	26.00	25.00
10 min	22.00	21.50	21.00	20.00	19.00	18.50	18.00
5 min	15.00	14.00	13.50	13.00	12.50	12.00	11.50
1 hr						312x	
1/2 hr						75.00	
1/4 hr						45.00	
10 min						24.00	
5 min						17.00	
5 min						11.00	

WTIK

1946
 DURHAM



Media Code 4 234 6640 8.00 Mid 012694-000
 W. and W. Broadcasting Co., Inc.
 Box 1571, 707 Leon St., Durham, NC 27702. Phone 919-477-7351.

PROGRAMMING DESCRIPTION

WTIK: Programmed for adults 18-49. MUSIC: country, regular scheduled bluegrass programs. NEWS: at :25. SPORTS: college football & basketball; major league baseball; NASCAR races. Rec'd 4/27/79.

1. PERSONNEL

President—C. H. Wentz.
 General Manager—Harry L. Welch, Jr.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1310 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33b.
 Contracts: 40c, 41, 44a, 44b, 46, 47b, 48, 51a.
 Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WYYD (FM)

1947
 RALEIGH



Media Code 4 234 6675 4.00 Mid 012696-000
 Mann Media
 Box 12526, Raleigh, NC 27605. Phone 919-851-2711.

2. REPRESENTATIVES

Christal Radio.
 1 min rate 1x: 125.00.

Red Springs

Robeson County—Map Location G-6
 See SRDS Consumer market map and data at beginning of the state.

WYRU

1970
 RED SPRINGS

Mid 012697-000
 See SRDS Spot Radio Small Markets Edition.

Reidsville

Rockingham County—Map Location F-3
 See SRDS Consumer market map and data at beginning of the state.

WREV

1948
 REIDSVILLE

Mid 012699-000
 See SRDS Spot Radio Small Markets Edition.

WRNC

1947
 REIDSVILLE

Mid 012698-000
 See SRDS Spot Radio Small Markets Edition.

WWMO (FM)

1946

NORTH CAROLINA

Roanoke Rapids—cont

WCBT—cont

5. GENERAL ADVERTISING See coded regulations
Affiliated with TRN Farm News Network.
Member: North Carolina News Network.

TIME RATES

Eff 1/1/84—Rec'd 1/26/84.

AAA—6-9 am & noon-1 pm.
AA—3-6 pm.
A—ROS, all other times.

6. SPOT ANNOUNCEMENTS

ANNUAL CONTRACT

YR:	1 min			
	260x	520x	1000x	2000x
AAA	6.05	5.60	5.40	4.60
AA	5.45	5.10	4.85	3.95
A	5.15	4.80	4.55	3.70

YR:	30 sec			
	260x	520x	1000x	2000x
AAA	4.95	4.55	4.15	3.65
AA	4.40	4.00	3.60	3.10
A	4.15	3.75	3.30	2.80

7. PACKAGE PLANS

PER WK:	CLASS AAA					
	60 ti	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	4.95	4.45	5.70	6.05	6.25	6.55
30 sec	4.40	4.55	4.65	4.95	5.05	5.20
15 sec	3.20	3.30	3.40	3.45	3.65	3.85

1 min	CLASS AA					
	4.40	4.90	5.15	5.50	5.70	5.85
30 sec	3.85	4.00	4.05	4.40	4.50	4.70
15 sec	2.65	2.75	2.85	2.90	3.10	3.30

1 min	CLASS A					
	4.15	4.60	4.90	5.20	5.45	5.60
30 sec	3.60	3.70	3.80	4.10	4.25	4.40
15 sec	2.35	2.45	2.55	2.65	2.90	3.00

MONTHLY	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
200 ti	5.00	4.45	4.20	4.40	3.85	3.55
150 ti	5.55	5.00	4.75	4.55	4.00	3.75
100 ti	5.75	5.50	5.25	4.65	4.10	3.85
50 ti	6.25	5.70	5.45	4.95	4.40	4.15

MINIMUM 3 MONTH CONTRACT: 18 ti 10 ti
Per day 440 335

30-SECOND
Mon thru Sat, 6 ti per day, minimum 3 mo contract,
365.00.

(SMD)

WPTM (FM)

1974

ROANOKE RAPIDS

Mid 012702-000

See SRDS Spot Radio Small Markets Edition.

WSMY

1959

WELDON

Mid 012703-000

See SRDS Spot Radio Small Markets Edition.

Rockingham

Richmond County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WAYN

1946

ROCKINGHAM

Mid 012704-000

See SRDS Spot Radio Small Markets Edition.

WLWL

1969

ROCKINGHAM

Mid 012705-000

See SRDS Spot Radio Small Markets Edition.

Rocky Mount

Nash County—Map Location H-4
Edgecombe County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WCEC

1947

ROCKY MOUNT

Media Code 4 234 6950 1.00
Eastern Carolina Electronics, Inc.
Hwy. 97 W, 1-1/2 miles from city, Box 4005, Rocky
Mount, NC 27803. Phone 919-977-6810.

Mid 012706-000

2. REPRESENTATIVES

Roslin Radio Sales.
T-N Spot Sales.
1 min rate 1x: 10.29.

WEED

1933
ROCKY MOUNT



Media Code 4 234 7000 4.00
Weed, Inc.
Rocky Mount, NC 27801. Phone 919-443-5376.

Mid 012707-000

2. REPRESENTATIVES

Radio Station Representatives, Inc.
Southeast—Southern Spot Sales, Inc.
1 min rate 1x: 6.00.

WFMA (FM)

1947
ROCKY MOUNT

Media Code 4 234 7050 9.00
Eastern Carolina Electronics, Inc.
Hwy. 97 W, 1-1/2 miles from city, Box 4005, Rocky
Mount, NC 27803. Phone 919-977-6810.

Mid 012708-000

2. REPRESENTATIVES

Roslin Radio Sales.
T-N Spot Sales.
1 min rate 1x: 12.29.

WRMT

1958
ROCKY MOUNT

Media Code 4 234 7100 2.00
Atlantic Radio Corp.
Hwy 301 Bypass S, 841 Wesleyan Blvd. S., Rocky Mount,
NC 27801. Phone 919-442-8091.

Mid 012709-000

2. REPRESENTATIVES

Carolina Spot Sales.
1 min rate 1x: 8.00.

WRSV (FM)

1949
ROCKY MOUNT



Media Code 4 234 7112 7.00
Weed, Inc.
Box 2666, Rocky Mount, NC 27801. Phone 919-442-
9770, 9776.

Mid 012710-000

2. REPRESENTATIVES

Frederick W. Smith.
1 min rate 1x: 5.50.

Rose Hill

Duplin County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WEGG

1971
ROSE HILL

Media Code 4 234 7118 4.00
Duplin County Broadcasters
Rte. 2, Hwy. 117 N., Box 608, Rose Hill, NC 28458.
Phone 919-289-2031.

Mid 012711-000

PROGRAMMING DESCRIPTION

WEGG: Gospel-country. FEATURES: FARM: 6 hrs; country sunshine 6 hrs; C & W oldies & bluegrass 18 hrs; modern country 25 hrs; program with southern gospel 20 hrs; contemporary gospel 3 1/2 hrs & Black all gospel for all people 25 hrs avg. wkly. Contact Representative for further details. Rec'd 8/27/82.

1. PERSONNEL

Sales Manager—Jeff Wilson.
Office & Prod. Dir.—Kay Garriss.

2. REPRESENTATIVES

Carolina Spot Sales.

3. FACILITIES

250 w.; 710 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.
Affiliated with KBS.

TIME RATES

Eff 1/1/84—Rec'd 1/4/78.

6. SPOT ANNOUNCEMENTS

1 min 3.65 30 sec 2.65

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5/min
1 x 50 30 20 10
(SMD) (CR-3)

Roxboro

Person County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WKRX (FM)

1958
ROXBORO

Media Code 4 234 7112 7.00
See SRDS Spot Radio Small Markets Edition.

Mid 012712-000

WRXO

1949
ROXBORO

See SRDS Spot Radio Small Markets Edition.

Rutherfordton

Rutherford County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WCAB

1966
RUTHERFORDTON

See SRDS Spot Radio Small Markets Edition.

Saint Pauls

Robeson County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WNCR

1966
SAINT PAULS

See SRDS Spot Radio Small Markets Edition.

Salisbury

Rowan County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WRDX (FM)

1946
SALISBURY

Media Code 4 234 7225 7.00
WSTP, Inc.
1105 Statesville Blvd., Box 4157, Salisbury, NC 28144.
Phone 704-636-3811.



Mid 012716-000

PROGRAMMING DESCRIPTION

WRDX (FM): MUSIC: Modern Country hits of past 15 yrs blended w/current Country hits; AM show 5-10 am incl top cross-over hits, emphasis on entertainers, local, state & nat'l news, weather & sports. AIR PERSONALITIES handle all segments, emphasis on continuing community events. NEWS: network & local dept. SPORTS: local dept w/ daily coverage plus live play-by-play of state football & basketball; NASCAR coverage; high school football & basketball. FARM: 5-6 am M-Sat & 12:15-12:45 pm M-F w/ direct market quotes & commodity information; weather at :30 10 am-7 pm plus special weather reports on continuing basis. Contact Representative for further details. Rec'd 1/24/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Tom Harrell.
Sales Manager—Don Ludwick.
Operations Manager—Phil Kehr.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

ERP 15,000 w. 106.5 mhz.
Operating schedule: 5-12:15 am. EST.
Antenna ht.: 1,003 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Fri 10 am-7 pm, Sat & Sun 9 am-7 pm. For simulcast facilities see WSTP.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28b, 30.
Contracts: 40a, 44b, 45, 51b.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
AM facilities: WSTP.
Affiliated with MBS.
Member: North Carolina News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 22 Eff 1/1/84—Rec'd 1/24/84.

AM Drive—Mon thru Fri 6-10 am; Sat 6-9 am.

PM Drive—Mon thru Sat 3-7 pm.

7. PACKAGE PLANS

1 min	AMD					
	1 ti	12 ti	24 ti	50 ti	500x	Per yr
1 min	15.00	14.00	13.00	12.00	12.00	11.00
30 sec	12.00	11.20	10.40	9.60	9.60	8.80
15 sec	11.00	10.00	9.00	8.00	8.50	8.00

1 min	PMD					
	9.50	9.00	8.50	8.00	8.00	7.50
30 sec	7.60	7.20	6.80	6.40	6.40	6.00
15 sec	7.00	6.50	6.00	5.50	5.50	5.00

1 min	ROS					
	8.00 <th>7.50 <th>7.00 <th>6.50 <th>6.50</th> <th>6.00</th> </th></th></th>	7.50 <th>7.00 <th>6.50 <th>6.50</th> <th>6.00</th> </th></th>	7.00 <th>6.50 <th>6.50</th> <th>6.00</th> </th>	6.50 <th>6.50</th> <th>6.00</th>	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.50	5.00
15 sec	6.00	5.50	5.00	4.50	5.00	4.50

(SMD)

WSAT

1947
SALISBURY

See SRDS Spot Radio Small Markets Edition.

WSTP

1938
SALISBURY

Media Code 4 234 7300 8.00
WSTP, Inc.
1105 Statesville Blvd., Box 4157, Salisbury, NC 28144.
Phone 704-636-3811.

Mid 012718-000

PROGRAMMING DESCRIPTION

WSTP: Programmed for adults & young adults. Develops & implements community promotions. AIR PERSONALITIES handle all segments with emphasis on community events. MUSIC: Contemporary Hits with mixture of Oldies plus tele/talk with personalities. Morning show 5-10 am incl top Crossover hits with emphasis on entertainers. NEWS: network at :30 plus local dept, providing coverage at 7, 8 am, noon, & 6 pm. local, state & nat'l news, weather & sports. SPORTS: local dept with college & high school football & basketball, baseball & pro football. Contact Representative for further details. Rec'd 1/24/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Tom Harrell.
Sales Manager—Don Ludwick.
Operations Manager—Phil Kehr.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5-12:15 am. EST.

Partial simulcast operation. Simulcast Mon thru Fri 5-10 am, Sat 5-9 am & Sun 7-9 am. For non-simulcast operation see WDRX (FM).

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28b, 30.
Contracts: 40a, 44b, 45, 51b.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: WRDX (FM).
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 23 Eff 1/1/84—Rec'd 1/24/84.

AM Drive—Mon thru Fri 6-10 am; Sat 6-9 am.

PM Drive—Mon thru Sat 3-7 pm.

TIME RATES
No. 8 Eff 8/1/84—Rec'd 8/28/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	15 ti	20 ti	25 ti
PER MO:	1 ti	20 ti	30 ti	50 ti	100 ti
PER YR:	1x	100x	200x	500x	1000x
1 min	14	13	12	11	10
30 sec	12	11	10	9	8

Mon thru Sat 6-9 am & 3-5:30 pm, extra 1.00.

WSBL
1952
SANFORD

Mid 012720-000
See SRDS Spot Radio Small Markets Edition.

WWGP
1947
SANFORD

Mid 012721-000
See SRDS Spot Radio Small Markets Edition.

Scotland Neck

Halifax County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WYAL
1960
SCOTLAND NECK

Mid 012722-000
See SRDS Spot Radio Small Markets Edition.

Selma

Johnston County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WBZB
1964
SELMA

Mid 012723-000
See SRDS Spot Radio Small Markets Edition.

Shallotte

Brunswick County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WDZD (FM)
1978
SHALLOTTE

Mid 012724-000
See SRDS Spot Radio Small Markets Edition.

WVCB
1964
SHALLOTTE

Mid 012725-000
See SRDS Spot Radio Small Markets Edition.

Shelby

Cleveland County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WADA
1958
SHELBY

Mid 012726-000
See SRDS Spot Radio Small Markets Edition.

WOHS
1946
SHELBY

Modern Country

nab **RAB**
Media Code 4 234 7600 1.00
Shelby Radio Corporation
Box 1590, Shelby, NC 28150. Phone 704-482-4510.
PROGRAMMING DESCRIPTION
WOHS: MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 5/25/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harold R. Watson.
- REPRESENTATIVES**
Southeast—Southern Spot Sales, Inc.
- FACILITIES**
1,000 w.; 730 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WXIK (FM).
Affiliated with MBS and KBS.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 10/1/84—Rec'd 10/3/84.

6. SPOT ANNOUNCEMENTS

PER MO, ROS:	1 ti	25 ti	50 ti	100 ti	150+
PER YR, ROS:	1x	250x	500x	1000x	1500+
1 min	7.55	7.10	6.65	6.35	6.00
30 sec	5.25	4.80	4.30	4.00	3.65
15 sec	3.90	3.50	3.10	2.75	2.45

Specified, extra 10%.

8. PROGRAM TIME RATES

	25 min	1/4 hr	5 min
Per mo	52	29	14
Per wk	44	27	13
Per day	35	24	12

(SMD)

WXIK (FM)
1948
SHELBY

Adult Contemporary

nab

RAB

Media Code 4 234 7625 8.00
Shelby Radio Corp.
Box 1590, Shelby, NC 28150. Phone 704-482-4510.
PROGRAMMING DESCRIPTION
WXIK (FM): Programmed for 18-45. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 5/25/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harold R. Watson.
- REPRESENTATIVES**
Southeast—Southern Spot Sales, Inc.
- FACILITIES**
ERP 100,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 286 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WOHS.
Affiliated with MBS and KBS.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 10/1/84—Rec'd 10/3/84.

6. SPOT ANNOUNCEMENTS

PER MO, ROS:	1 ti	25 ti	50 ti	100 ti	150+
PER YR, ROS:	1x	250x	500x	1000x	1500+
1 min	13.65	12.50	11.65	10.75	9.90
30 sec	8.70	8.00	7.50	7.00	6.50

Specified times, extra 25%.

8. PROGRAM TIME RATES

	25 min	1/4 hr	5 min
Per mo	73	50	25
Per wk	65	42	21
Per day	55	38	18

(SMD)

Siler City

Chatham County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WNCA
1952
SILER CITY

Mid 012729-000
See SRDS Spot Radio Small Markets Edition.

Smithfield

Johnston County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WPMP
1950
SMITHFIELD

Mid 012730-000
See SRDS Spot Radio Small Markets Edition.

Southern Pines

Moore County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WCEL
1947
SOUTHERN PINES

Mid 012731-000
See SRDS Spot Radio Small Markets Edition.

WDLV
1980
PINEHURST

Mid 012679-000
Short & Long Sts., Box 1677, Southern Pines, NC 28387.
Phone 919-692-6887.
See listing under city of license.

WIOZ (FM)
1973
SOUTHERN PINES

RAB

Media Code 4 234 7762 9.00
Muirfield Broadcasting, Inc.
Short & Long Sts., Box 2107, Southern Pines, NC 28387.
Phone 919-692-2107.

PROGRAMMING DESCRIPTION
WIOZ (FM): Programmed for adults 35+. MUSIC: Beautiful. NEWS: AP wire; network at :60 followed by local; stock market reports, business news. SPORTS: local & nat'l. FEATURES: public affairs features; Larry King Show. Contact Representative for further details. Rec'd 2/8/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Walker Morris.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WDLV, Pinehurst.
Affiliated with MBS.

TIME RATES
Eff 5/15/84—Rec'd 8/6/84.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	150x
1 min	9.00	8.75	8.50	8.25	8.00
30 sec	6.50	6.25	6.00	5.75	5.50

Specified or dayparts; extra 10%.

(SMD) (CR)

South Gastonia

Gaston County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Gastonia
(including South Gastonia)

Southport

Brunswick County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WJYW (FM)
1978
SOUTHPORT

Media Code 4 234 7768 6.00
Rawley Communications Corp.
2 North Front, Wilmington, NC 28401. Phone 919-763-6107.

- PERSONNEL**
President—David Rawley.
Exec. Vice-Pres. & Gen'l Mgr.—James P. Poston.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. circular polarized; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES
No. 1 Eff 6/1/83—Rec'd 7/21/83.

AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 6-10 am; Sun 6 am-7 pm.
B—Mon thru Sat 7-10 pm.
C—Mon thru Sat 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

	GRID I				
	AAA	AA	A	B	C
6 ti	30	24	22	16	12
12 ti	28	22	20	14	10
18 ti	26	20	18	12	8
GRID II					
6 ti	26	20	18	14	10
12 ti	24	18	16	12	8
18 ti	22	16	14	10	6
GRID III					
6 ti	22	16	14	12	8
12 ti	20	14	12	10	6
18 ti	18	12	10	8	4
GRID IV					
6 ti	20	14	12	10	6
12 ti	18	12	10	8	4
18 ti	16	10	8	6	2

- PACKAGE PLANS**
- | | BULK | | | | | |
|-------|-------|-------|------|------|------|------|
| 1 YR: | 1500x | 1000x | 500x | 250x | 150x | 100x |
| Ea | 10 | 12 | 14 | 16 | 18 | 20 |
- Fixed position, extra 40%.
- (SMD) (CR)

Sparta

Allegheny County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WCOK
1967
SPARTA

Mid 012734-000
See SRDS Spot Radio Small Markets Edition.

Spring Lake

Cumberland County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

See Fayetteville
(including Spring Lake)

Spruce Pine

Mitchell County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WTOE
1955
SPRUCE PINE

Mid 012736-000
See SRDS Spot Radio Small Markets Edition.

Statesville

Iredell County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WDRV
1957
STATESVILLE

Media Code 4 234 7900 5.00
Capitol Broadcasting Corp.
212 Signal Hill Dr., Statesville, NC 28677. Phone 704-872-0956.

PROGRAMMING DESCRIPTION
WDRV: Targeted to adults 25-54. MUSIC: Adult Contemporary. NEWS: network; staff of meteorologists handle weather center. Contact Representative for further details. Rec'd 7/6/82.

- PERSONNEL**
President—Jim Goodmon.
General Manager—Walt Pulliam.
Sales Manager—Ernest Harwell.
- REPRESENTATIVES**
Katz Radio.
NC, VA, SC, GA—T-N Spot Sales.
- FACILITIES**
500 w.; 550 khz. Clear channel.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WLTV-FM.
Affiliated with CBS Radio Network.
Member: North Carolina News Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD)

WFMX (FM)
1947
STATESVILLE

Mid 012738-000
See SRDS Spot Radio Small Markets Edition.

WLTV-FM
1961
STATESVILLE

Mid 012739-000
See SRDS Spot Radio Small Markets Edition.

WSIC
1947
STATESVILLE

Mid 012740-000
See SRDS Spot Radio Small Markets Edition.

NORTH CAROLINA

Sylva

Jackson County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WRGC
1957
SYLVA

See SRDS Spot Radio Small Markets Edition. Mid 012741-000

Tabor City

Columbus County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WKSM (FM)

1965
TABOR CITY



Media Code 4 234 8075 5.00 Mid 012742-000
Prorad Communications, Inc.
Hwy. 701, Box 127, Tabor City, NC 28463. Phone 919-653-2131.

PROGRAMMING DESCRIPTION

WKSM (FM): Programmed for general adult interest w/ farm blocks. MUSIC: Adult Contemporary. FARM: 5-8 am, noon-1 pm M-F; grain market reports, farm news, agriculture hints, stock & business reports w/farm director. NEWS: plus weather hrl. SPORTS: U football & basketball; play-by-play high school. Contact Representative for further details. Rec'd 11/30/84.

1. PERSONNEL
General Manager—Ruby Shelley.
Sales Manager—Mike Binkley.

2. REPRESENTATIVES
Market 4 Radio
Southern Spot Sales, Inc.

3. FACILITIES
ERP 3,000 w.; 104.9 mhz.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 426 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Southern Farm Network, Total Radio Network.

TIME RATES

No. 2 Eff—Rec'd 11/30/84.

10. SPECIAL FEATURES	FARM—5-8 AM, NOON-1 PM					
	1 min	30 sec	1 mo	3 mo	12 mo	12 mo
PER MO:	16.00	15.20	13.60	10.00	9.50	8.50
1 ti	15.00	14.25	12.75	9.00	8.55	7.65
30 ti	14.00	13.30	11.90	8.00	7.60	6.80
60 ti	13.00	12.35	11.05	7.00	6.65	5.95

ANNUAL BULK BUY

	100x	500x	1500x
1 min	15.50	13.50	11.50
30 sec	9.50	8.00	6.50

Exact times, extra 15%.
5-min farm program, 1 1/2x 1-min.

(SMD)

WTAB
1954
TABOR CITY

See SRDS Spot Radio Small Markets Edition. Mid 012743-000

Tarboro

Edgecombe County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WCPS
1946
TARBORO



Media Code 4 234 8150 6.00 Mid 012744-000
Coastal Plains Broadcasting Co., Inc.
3403 Main St., Box 100, Tarboro, NC 27886. Phone 919-823-2191.

PROGRAMMING DESCRIPTION

WCPS: 100% Black. MUSIC: soul, gold & jazz, all black oriented. Contact Representative for further details. Rec'd 10/1/81.

1. PERSONNEL
President—Robert L. Harper.
General Manager—Janis R. Harper.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w.; 760 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WKTC (FM).
Member: North Carolina News Network.

TIME RATES
Eff 1/1/83—Rec'd 11/8/82.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x
1 min	10.00	10.00	9.50	8.75	8.50
30 sec	8.00	8.00	7.50	6.50	6.00
		156x	208x	260x	312x
1 min	7.50	7.25	7.00	6.50	
30 sec	5.75	5.50	5.00	4.75	

(SMD)

WKTC (FM)

1952
TARBORO

Media Code 4 234 8175 3.00 Mid 012745-000
Coastal Plains Broadcasting Co., Inc.
3403 Main St., Box 100, Tarboro, NC 27886. Phone 919-823-2191.

PROGRAMMING DESCRIPTION

WKTC (FM): MUSIC: Modern Country. NEWS: state network at :55, weather at 6:25, 7:30 & 8 am; commentary 8:10 am, noon, 9 pm; tobacco talk 12:15 pm. FARM: market report 5:45 pm, livestock 12:45 pm. SPORTS: 7 am & 5:25 pm. Contact Representative for further details. Rec'd 9/2/77.

1. PERSONNEL
General Manager—Robert L. Harper.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
ERP 100,000 w.; 104.3 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 285 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WCPS.
Affiliated with TRN Farm News Network.
Member: North Carolina News Network.

TIME RATES
Eff—Rec'd 10/2/84.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x
1 min	18.00	18.00	16.50	15.50	14.00
30 sec	15.00	15.00	14.00	12.50	10.50
		156x	208x	260x	312x
1 min	13.50	13.00	12.50	11.50	
30 sec	10.00	9.50	9.25	8.75	

(SMD)(CR)

Taylorsville

Alexander County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WQXZ

1964
TAYLORSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012746-000

WTLK

1962
TAYLORSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012747-000

Thomasville

Davidson County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WEYE (FM)

1949
THOMASVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012748-000

WTNC

1947
THOMASVILLE

See SRDS Spot Radio Small Markets Edition. Mid 012749-000

Troy

Montgomery County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WJRM

1961
TROY

See SRDS Spot Radio Small Markets Edition. Mid 012750-000

Tryon

Polk County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WTYN

1954
TRYON

See SRDS Spot Radio Small Markets Edition. Mid 012751-000

Valdese

Burke County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WSVM

1961
VALDESE



Media Code 4 234 8450 0.00 Mid 012752-000
Burke County Broadcasting Co.
Box 99, Valdese, NC 28690. Phone 704-874-0000.

PROGRAMMING DESCRIPTION

WSVM: MUSIC: Top 40 easy rock with oldies. NEWS: local at 6, 7, 8 am, noon, 5 & 11 pm. State & national at :55 from network. Emphasis on local & area activities, sports, etc. Contact Representative for further details. Rec'd 2/27/80.

1. PERSONNEL
General Manager—Charles R. Moseley.
News Director—Dennis Seagle.
Program Director—Dan Canipe.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5 am-11:15 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff—Rec'd 10/3/79.

6. SPOT ANNOUNCEMENTS	30 DAYS, ROS:	10 ti	25 ti	50 ti	100 ti
1 min	5.00	4.50	4.25	4.00	
30 sec	4.25	3.75	3.25	3.00	
15 sec	3.50	3.00	2.50	2.25	

8. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	5 min
Per mo	80	40	30	20
Per wk	52	31	21	16
2 ti wk	48	28	19	14
5 ti wk	44	24	17	12
Daily	39	22	15	10

(SMD) (CR)

Wadesboro

Anson County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WADE

1947
WADESBORO

See SRDS Spot Radio Small Markets Edition. Mid 012753-000

Wallace

Duplin County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WEGG

1971
ROSE HILL

See listing under city of license. Mid 012711-000

WLSE

1953
WALLACE

See SRDS Spot Radio Small Markets Edition. Mid 012754-000

WZKB (FM)

1972
WALLACE

See SRDS Spot Radio Small Markets Edition. Mid 032323-000

Wanchese

Dare County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WOBR

1970
WANCHESE

See SRDS Spot Radio Small Markets Edition. Mid 012755-000

WOBR-FM

1973
WANCHESE

See SRDS Spot Radio Small Markets Edition. Mid 012756-000

Warrenton

Warren County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WARR

1970
WARRENTON

See SRDS Spot Radio Small Markets Edition. Mid 012757-000

Warsaw

Duplin County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WEGG

1971
ROSE HILL

See listing under city of license. Mid 012711-000

WTRQ

1971
WARSAW

See SRDS Spot Radio Small Markets Edition. Mid 012758-000

Washington

Beaufort County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WITN

1942
WASHINGTON



Katz Radio



Media Code 4 234 8650 3.00 Mid 012760-000
Tar Heel Broadcasting System, Inc.
Box 1707, Washington, NC 27889. Phone 919-946-2162, 919-946-2163.
Studio: Hwy. 17, 1 mile So. of Washington, NC, Washington, NC 27889.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert E. Frowein.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Affiliated with ABC Entertainment Radio Network.
Affiliated with NBC—Talknet.
Affiliated with TRN Farm News Network.
Sold in combination with WITN-FM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 1.00 for 1-min from FM/AM combination. (SMD)

WITN-FM
1965
WASHINGTON



Media Code 4 234 8651 3.00
Tar Heel Broadcasting System, Inc.
Box 1707, Washington, NC 27889. Phone 919-946-2162,
919-946-2163.



Mid 012761-000

PROGRAMMING DESCRIPTION

WITN-FM: Programmed for young adults & adults. Air personality 6-9 am, featuring news, weather, sports & fishing reports. MUSIC: current selling top 40 with solid gold 6 am-7 pm. Current hits & album cuts 7 pm-midnight. Fri & Sat midnight-6 am current hits & select music. 52 minutes of music every hour minimum. NEWS: network at :15, state network at :55, 4-5 min each. COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 3/19/76.

1. **PERSONNEL**
President—Charles Z. Potts.
Vice-Pres. & Gen'l Mgr.—Robert E. Frowein.
Operations Director—Greg Allinson.

2. **REPRESENTATIVES**

Katz Radio.

3. **FACILITIES**

ERP 100,000 w.; 93.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,900 ft. above average terrain.

4. **AGENCY COMMISSION**

15/0 time only; payable when rendered.

5. **GENERAL ADVERTISING See coded regulations**

TV facilities: WITN-TV.
Affiliated with ABC FM Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

FM/AM COMBINATION
No. 3 Eff 4/1/80—Rec'd 8/1/80.
AAA—Mon thru Sun 5-10 am & 3-9 pm.
AA—Mon thru Sun 10 am-3 pm & 9 pm-1 am.
A—Mon thru Sun 1-5 am.

6. **SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
1 min	40	39	22
30 sec: 80% of 1-min.			

FM only; Deduct 1.00 from applicable 1-min FM/AM combination rate.

(SMD) (D)

WKJA (FM)

1981
BELHAVEN

Mid 026857-000

Box 2192, Washington, NC 27889. Phone 919-964-9292.
See listing under city of license.

WWGN

1961
WASHINGTON



Media Code 4 234 8675 2.00
James E. Hodges
228 West Main St., Box 997, Washington, NC 27889.
Phone 919-946-1018.

PROGRAMMING DESCRIPTION

WWGN: Targeted 35-plus. MUSIC: Traditional MOR; Satellite Music Network Stardust format. NEWS: local hly. COMMERCIAL POLICY: 4 commercial breaks/hr. FARM: news 6-7 am & noon-1 pm. RELIGION: Sun 6 am-noon. Rec'd 9/25/84.

1. **PERSONNEL**
General Manager—Gene Hodges.
Operations Manager—Brad Thomas.
Chief Engineer—Gene Brown.

2. **REPRESENTATIVES**

P/W Radio Representatives.

3. **FACILITIES**

500 w.; 1320 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**

15%.

5. **GENERAL ADVERTISING See coded regulations**

Affiliated with KBS.
Affiliated with Satellite Music Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD)

Waynesville

Haywood County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WHCC

1947
WAYNESVILLE

Mid 012762-000

See SRDS Spot Radio Small Markets Edition.

WQNS (FM)

1979
WAYNESVILLE

Mid 012763-000

See SRDS Spot Radio Small Markets Edition.

Weldon

Halifax County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

See Roanoke Rapids
(including Weldon)

Wendell-Zebulon

Wake County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WETC

1959
WENDELL-ZEBULON

Mid 012764-000

See SRDS Spot Radio Small Markets Edition.

West Jefferson

Ashe County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WKSK

1959
WEST JEFFERSON

Mid 012765-000

See SRDS Spot Radio Small Markets Edition.

Whiteville

Columbus County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WENC

1946
WHITEVILLE

Mid 012766-000

See SRDS Spot Radio Small Markets Edition.

WQTR (FM)

1962
WHITEVILLE

Mid 027264-000

See SRDS Spot Radio Small Markets Edition.

WTXY

1975
WHITEVILLE

Mid 012767-000

See SRDS Spot Radio Small Markets Edition.

Wilkesboro

Wilkes County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

See North Wilkesboro-
Wilkesboro

Williamston

Martin County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WIAM

1950
WILLIAMSTON

Mid 012768-000

See SRDS Spot Radio Small Markets Edition.

WSEC (FM)

1962
WILLIAMSTON

Mid 012769-000

See SRDS Spot Radio Small Markets Edition.

Wilmington

New Hanover—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WAAV

1946
WILMINGTON



Media Code 4 234 8975 6.00
Cape Fear Broadcasting of Wilmington
211 N. Second St., Wilmington, NC 28401. Phone 919-763-6511.

PROGRAMMING DESCRIPTION

WAAV: MUSIC: TM-O-R 10 am-7 am. NEWS: network hly at :60, local at :30 in drive; 7-9 am. M-F, news & information block; 9-10 am phone show. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**

General Manager—Hannah Dawson.
Operations Manager—Wally Voigt.

2. **REPRESENTATIVES**

Katz Radio.

3. **FACILITIES**

1,000 w. days, 250 w. nights 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**

None; agencies add commission to rates shown.

5. **GENERAL ADVERTISING See coded regulations**

FM facilities: WGNJ (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC Talknet.
Member: Total Radio Network, North Carolina News Network.

TIME RATES

Eff—Rec'd 9/30/82.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

6. **SPOT ANNOUNCEMENTS**

1 min	11.00	8.25	30 sec	8.75	6.50
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WAAV/WGNJ (FM) COMBINATION

No. 3A Eff 1/1/84—Rec'd 1/3/84.
AAA—Mon thru Fri 6-10 am (6-9 am on WAAV) & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**

GRID:	I	II	III	IV	I	II	III	IV
AAA	35	30	24	21	28	24	19	17
AA	32	25	22	18	26	20	18	14
A	27	22	18	14	22	18	14	11

BTA—MON THRU SUN 6 AM-MIDNIGHT

Ea	1 min	30 sec
	15	12

WGNJ (FM)

1970
WILMINGTON



Media Code 4 234 9000 2.00
Cape Fear Broadcasting of Wilmington
211 N. Second St., Wilmington, NC 28401. Phone 919-763-6511.

PROGRAMMING DESCRIPTION

WGNJ (FM): MUSIC: Adult contemporary, live; Drake Chenault contempo 300. NEWS: local news at :60 & :30 drive. Contact Representative for further details. Rec'd 9/30/82.

1. **PERSONNEL**

General Manager—Hannah Dawson.
Operations Manager—Wally Voigt.

2. **REPRESENTATIVES**

Katz Radio.

3. **FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.

4. **AGENCY COMMISSION**

None; all rates net to station.

5. **GENERAL ADVERTISING See coded regulations**

AM facilities: WAAV.
Sold in combination with WAAV. See that listing.

TIME RATES

Eff—Rec'd 9/30/82.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 8 am-7 pm.

6. **SPOT ANNOUNCEMENTS**

1 min	16	14	30 sec	13	12
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WHSL (FM)

1963
WILMINGTON

Media Code 4 234 9050 7.00
Wilmington Radio Co.
1890 Dawson St., Box 5307, Wilmington, NC 28403.
Phone 919-793-6868.
1 min rate 1x: 30.00.

WJYW (FM)

1978
SOUTHPORT

"Beautiful Music"

Mid 012733-000

2 North Front, Wilmington, NC 28401. Phone 919-763-6107.
See listing under city of license.

WKLM

1957
WILMINGTON



Media Code 4 234 9100 0.00
WKLM Radio
118 Princess St., Wilmington, NC 28401. Phone 919-763-4633.

2. **REPRESENTATIVES**

Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

WMFD

1935
WILMINGTON



Media Code 4 234 9150 5.00
Village Radio of Wilmington, Inc.
Box 1889, 510 Orange St., Wilmington, NC 28402. Phone 919-763-6363.

2. **REPRESENTATIVES**

Southern Spot Sales, Inc.
Rates have been temporarily withdrawn by station.

WVBS-FM



1965
BURGAW



(This is a paid duplicate of the listing under Burgaw, North Carolina.)

Media Code 4 234 1075 2.00
The River Broadcasting of N.C., Ltd.
Box 4700, Wilmington, NC 28406. Phone 919-799-8100.
Studio: 1414 39th St., Wilmington, NC 28405. Phone 919-762-2100.

PROGRAMMING DESCRIPTION

WVBS-FM: Programmed for adults & young adults. MUSIC: current & past Contemporary Hits, handled by live AIR PERSONALITIES; music specials highlighted on weekends. FARM: reports incl local agriculture & weather, commodity reports & market quotations; 1/2 hr program daily M-Sat 5-5:30 am. NEWS: at :60 with full-time news director covering live actualities & weather. Contact Representative for further details. Rec'd 1/27/83.

1. **PERSONNEL**

General Manager—Burl Lauter.
Program Director—Bill Johnson.

2. **REPRESENTATIVES**

Carolina Spot Sales.

3. **FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

4. **AGENCY COMMISSION**

None; all rates net to station.

5. **GENERAL ADVERTISING See coded regulations**

Affiliated with RKO ONE.

TIME RATES

6. **SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD) (D)

WWIL

1970
WILMINGTON



Media Code 4 234 9153 9.00
Echo Broadcasting Co., Inc.
5106 Wrightsville Ave., Wilmington, NC 28403. Phone 919-791-9093.
Mailing Address: Box 3368, Wilmington, NC 28406.

2. **REPRESENTATIVES**

Blair Radio.
1 min rate 1x: 13.00.

NORTH CAROLINA

Wilmington—cont

WWQQ (FM)

1979
WILMINGTON
RAB

Media Code 4 234 9176 0.00 Mid 012776-000
Village Radio of Wilmington, Inc.
1922 Tradd Ct., Wilmington, NC 28401. Phone 919-763-9977.
Mailing Address: Box 5157, Wilmington, NC 28403.

PROGRAMMING DESCRIPTION

WWQQ (FM): MUSIC: TM Modern Crossover Country; special wkly shows; Wkly Country Music Countdown & Country Close-Up. NEWS: local plus weather; ABC Direction & Paul Harvey. SPORTS: U of NC. Rec'd 5/24/84.

- PERSONNEL**
General Manager—Beverly Holt.
Program Director—Mike Grohman.
General Sales Manager—Bill Whisenant.
- FACILITIES**
ERP 2,150 w. (horiz.), 2,150 w. (vert.); Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 370 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Wilson

Wilson County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WGTM
1937
WILSON



Media Code 4 234 9200 8.00 Mid 012777-000
Campbell Hauser Corp.
Box 3837, Wilson, NC 27893. Phone 919-243-2188.

RAB

- REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 9.00.

WLLY
1960
WILSON

Media Code 4 234 9250 3.00 Mid 012778-000
Wilson Broadcasters, Inc.
Box 3587, 210 Beacon St., Wilson, NC 27895. Phone 919-237-5171.
1 min rate 1x: 5.50.

WRDU (FM)

(formerly WXYX (FM))
1961
WILSON



MAJOR MARKET RADIO SALES



Media Code 4 234 9275 0.00 Mid 012780-000
Voyager Communications, Inc.
Six Forks Center II, Suite 106, 4700 Six Forks Rd., Raleigh, NC 27609. Phone 919-782-1061.

PROGRAMMING DESCRIPTION

WRDU (FM): AIR PERSONALITIES handle all segments live. MUSIC: Adult Rock'n Roll; mix of Classics from 60's, 70's & Current Hits. News, weather, sports in AM drive. COMMERCIAL POLICY: 9 units per hour maximum. Contact Representative for further details. Rec'd 12/3/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David Berry.
General Sales Manager—Don Meineke.
Sales Manager—D. J. Jones.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100 w.; 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1350 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 23b, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 83.
AM facilities: WVOT.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVOT
1948
WILSON
nab

Media Code 4 234 9300 6.00 Mid 012779-000
Century Communications, Inc.
Box 2528, Hwy 301 N., Wilson, NC 27893. Phone 919-243-5157.

- REPRESENTATIVES**
T-N Spot Sales.
1 min rate 1x: 8.50.

Windsor

Bertie County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WBTE
1969
WINDSOR

Media Code 4 234 9350 1.00 Mid 012781-000
See SRDS Spot Radio Small Markets Edition.

WDJB (FM)
1980
WINDSOR

Media Code 4 234 9420 2.00 Mid 034242-000
See SRDS Spot Radio Small Markets Edition.

Winston-Salem

Forsyth County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

WAAA
1950
WINSTON-SALEM



NRBA

Media Code 4 234 9350 1.00 Mid 012782-000
Media Broadcasting Corp.
Box 11197, 4950 Indiana Ave., Winston-Salem, NC 27106. Phone 919-767-0430.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 22.00.

WAIR
1937
WINSTON-SALEM

Torbet Radio

Black Contemporary



Media Code 4 234 9431 9.00 Mid 012783-000
Holiday Broadcasting Corp.
Box 1399, 418 W. 4th St., Winston-Salem, NC 27102.
Phone 919-761-0254.

PROGRAMMING DESCRIPTION

WAIR: MUSIC: soul/disco. COMMERCIAL POLICY: 12 minutes per hour commercials. Contact Representative for further details. Rec'd 12/26/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nick Patella.
Station Manager—Jim Warren.
Program Director—Eric Saintjames.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days; 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WSEZ (FM).
Affiliated with Supernet.
Member: North Carolina News Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBFJ

1966
WINSTON-SALEM

Media Code 4 234 9471 5.00 Mid 012784-000
Word of Life Broadcasting
3066 Trenwest Dr., Suite A, Winston-Salem, NC 27103.
Phone 919-760-0550.
1 min rate 1x: 17.00.

WKZL (FM)
1972
WINSTON-SALEM



Contemporary Hit Radio



Media Code 4 234 9512 6.00 Mid 012785-000
Nationwide Communications Inc.
4405 Providence Lane, Winston-Salem, NC 27106. Phone 919-725-0556.

PROGRAMMING DESCRIPTION

WKZL (FM): Contemporary Hit Radio. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Bill Weller.
General Sales Manager—Mark Heiden.
Program Director—Steve Christian.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, 15d.
Basic Rates: 21a, 22b, 23b, 26, 28b, 33a.
Contracts: 40a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70e, 72, 73a.
Prod. Services: 80.
Affiliated with ABC Rock Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMAG (FM)

WMAGIC 99.5 FM

1946
HIGH POINT



(This is a paid duplicate of the listing under Greensboro, North Carolina.)

Media Code 4 234 3562 7.00 Mid 012599-000
Voyager Communications, Inc.
164 S. Main St., Box 2208, High Point, NC 27261. Phone 919-882-0995. Winston-Salem, 919-727-0995.
Greensboro, 919-272-0995.

PROGRAMMING DESCRIPTION

WMAG (FM): AIR PERSONALITIES handle all segments live. Programmed for adults, emphasis area involvement & personalities. MUSIC: Current Hits w/mixture of oldies w/frequent audience phone participation. NEWS: expanded news & weather, sports & traffic in AM & PM drive. UNC Tar Heel Football. COMMERCIAL POLICY: 10 units per hr max. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
Vice-Pres. & Managing Dir.—George R. Francis, Jr.
General Sales Manager—Dick Harlow.
Operations Manager—Jim Ballard.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WMFF.
Member: Total Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSEZ (FM)

1947
WINSTON-SALEM



Media Code 4 234 9537 3.00 Mid 012786-000
Triad Broadcasting Company, Inc.
93 Salem Valley Rd., Box 2099, Winston-Salem, NC 27102. Phone 919-722-1347.

PROGRAMMING DESCRIPTION

WSEZ (FM): MUSIC: contemporary top 40 personalities. Emphasis on news, weather, sports & public service. Continuous promotions. Contact Representative for further details. Rec'd 4/6/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nick Patella.
General Sales Manager—Charles Hine.
Program Director—Bob Mahoney.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 383 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WAIF.
Affiliated with RKO.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSJS

1930
WINSTON-SALEM



McGAVREN GUILD RADIO



Media Code 4 234 9550 6.00 Mid 012787-000
Summit Communications, Inc.
875 W. Fifth St., Box 3018, Winston-Salem, NC 27102.
Phone 919-727-8826.

PROGRAMMING DESCRIPTION

WSJS: Programmed for adults 25-54. Full service format; regular local news, weather, air traffic reports, sports & music 6 am-8 pm. MUSIC: blend of Contemporary featuring combination current releases, Oldies for adult taste. SPORTS: play-by-play college football & basketball. NEWS: 9-person local staff incl stringer. TALK: local & nat'l shows 8 pm-5:30 am incl guest interviews, advice with listener phone-in audience participation. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Vice-President—Roger F. Stockton.
General Manager—Kiee Dobra.
Director of News & Information—Robert Owen.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 600 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 on time; when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40c, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with RKO Radio Networks.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with MBS.
Affiliated with TRN Farm News Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSMX

1964
WINSTON-SALEM



Media Code 4 234 9575 3.00 Mid 012788-000
Gospel Media Radio, Inc.
1703 A Link Rd., Winston-Salem, NC 27103. Phone 919-761-1545.

- REPRESENTATIVES**
South, Southeast—Southern Spot Sales, Inc.
1 min rate 1x: 17.50.

WTOB

1947
WINSTON-SALEM

Media Code 4 234 9600 9.00 Mid 012789-000
Southway, Inc.
300 S. Stratford Rd., Box 5129, Winston-Salem, NC
27103. Phone 919-723-4353.

2. REPRESENTATIVES
Savalli & Schutz, Inc.
1 min rate 1x: 25.00.

WTQR (FM)

1947
WINSTON-SALEM



Media Code 4 234 9650 4.00 Mid 012790-000
Summit Communications, Inc.
875 W. Fifth St., Box 3018, Winston-Salem, NC 27102.
Phone 919-727-8860.

PROGRAMMING DESCRIPTION

WTQR (FM): Programmed for adults 25-54. MUSIC: modern country with blend of classic country & pop/country; main program emphasis on music (80%), with light PERSONALITY. NEWS: 5-min hrly at approx :35, except during am drive when additional news & sports is added at :05. FEATURES: local & nat'l public affairs daily; syndicated country music specials wknds featuring The American Country Countdown. COMMERCIAL POLICY: 10.5 min per hr. Contact Representative for further details. Rec'd 2/2/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roger F. Stockton.
Station Manager—Ray Sasser.
Operations Manager—Mark Tudor.
2. REPRESENTATIVES
McGavren Guild Radio.
3. FACILITIES
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 104.1 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,420 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40c, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (D)

Yadkinville

Yadkin County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WYDK

1968
YADKINVILLE

Mid 012791-000
See SRDS Spot Radio Small Markets Edition.

Yanceyville

Caswell County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

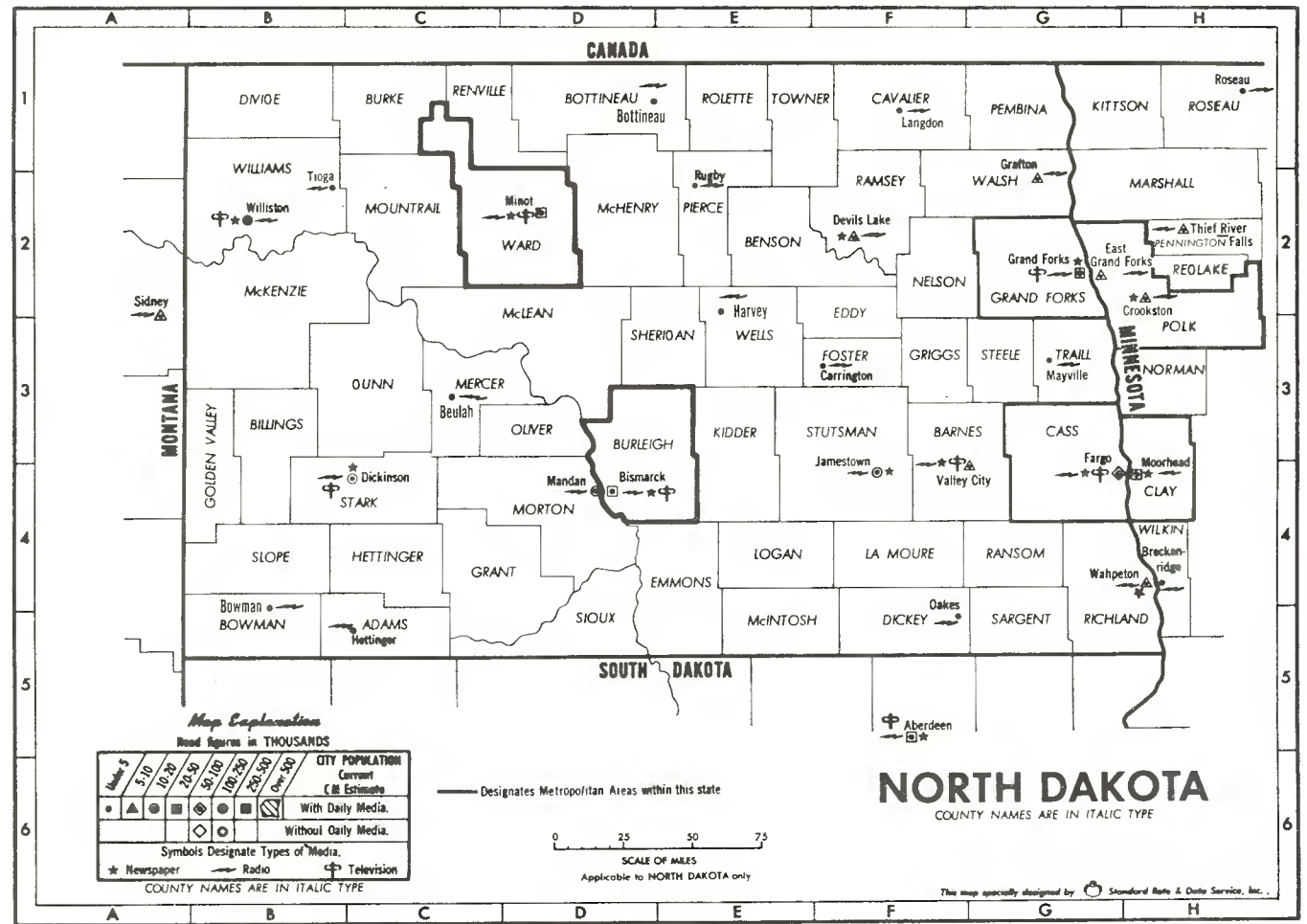
WYNC

1979
YANCEYVILLE

Mid 012792-000
See SRDS Spot Radio Small Markets Edition.

NORTH DAKOTA

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



NORTH DAKOTA

State, County, City, Metro Area Data

NORTH DAKOTA

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bismarck—Burleigh Fargo—Cass Grand Forks—Grand Forks

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Per Household		Total Retail Sales—		Retail Sales—1984—						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			(\$000)	(\$)	% Distribution of Households to 15000 to 35000 to 49999 over 50000	14999	34999	49999	over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto motive (\$000)
NORTH DAKOTA STATE TOTALS.....	686.8	242.44	6,487,217	26,758	31.8	41.2	15.8	11.0	3,469,448	14,311	757,734	119,766	510,386	163,987	174,612	587,794	307,803	446.17	2.6	4.11
ADAMS C-5.....	3.6	1.37	32,535	23,748	33.9	40.0	14.6	8.3	18,726	13,669	4,105	652	2,774	882	932	3,170	1,664	2.6401
BARNES F-3.....	13.9	5.14	120,619	23,467	38.1	41.7	12.3	7.7	70,232	13,664	15,533	2,497	10,581	3,274	3,404	11,864	6,261	9.2603
BENSON E-2.....	8.1	2.60	64,639	24,861	36.6	39.6	13.2	9.9	35,668	13,718	7,871	1,262	5,351	1,667	1,741	6,028	3,177	4.8403
BILLINGS B-3.....	1.2	.38	13,025	34,276	28.2	34.3	15.4	22.1	5,656	14,884	1,220	190	813	271	295	961	499	.87
BOTTINEAU D-1.....	9.4	3.38	92,401	27,338	32.7	38.2	15.0	13.3	47,806	14,144	10,458	1,657	7,054	2,256	2,395	8,096	4,244	6.3302
BOWMAN B-5.....	4.5	1.62	41,103	25,372	33.8	37.3	12.7	11.2	21,717	13,406	4,765	758	3,224	1,021	1,078	3,675	1,930	3.1901
BURKE C-1.....	3.5	1.34	32,208	24,036	37.5	35.3	16.1	9.7	18,514	13,816	4,069	649	2,757	869	914	3,132	1,647	2.7201
BURLEIGH D-3.....	62.4	22.34	640,641	28,677	26.6	42.9	18.0	12.4	331,527	14,840	71,780	11,208	47,965	15,817	17,108	56,281	29,314	41.86	.1	.23
Bismarck.....	50.2	18.54	542,106	29,240	277,128	14,948	59,896	9,329	39,958	13,247	14,372	47,065	24,487	33.7019
Bismarck Metro Area.....	90.2	31.87	880,424	27,625	28.7	43.3	17.2	10.8	468,230	14,692	101,651	15,933	68,093	22,275	23,978	79,439	41,444	59.8132
CASS G-3.....	96.9	36.29	966,294	26,627	32.4	43.5	15.1	9.1	523,326	14,421	114,171	18,018	76,825	24,765	26,423	88,685	46,409	61.97	.2	.57
Fargo.....	65.9	25.66	666,401	25,970	364,783	14,216	79,883	12,673	53,937	17,191	18,215	61,764	32,396	41.13	.1	.39
Fargo-Moorhead Metro Area.....	146.8	52.86	1,408,640	26,649	30.5	43.9	16.0	9.6	763,534	14,444	166,502	26,261	111,992	36,149	38,600	129,405	67,699	91.41	.3	1.07
CAVALIER F-1.....	8.6	3.09	108,243	35,030	26.7	33.1	18.5	21.7	48,109	15,569	10,292	1,580	6,801	2,325	2,566	8,189	4,234	6.0002
DICKEY F-5.....	7.5	2.61	52,257	20,022	46.3	39.9	7.7	5.8	33,121	12,690	7,482	1,237	5,192	1,507	1,499	5,567	2,977	4.7502
DIVIDE B-1.....	3.2	1.21	37,202	30,745	25.0	35.5	16.8	18.9	17,808	14,717	3,823	590	2,535	857	941	3,029	1,570	2.47
DUNN C-3.....	4.6	1.55	39,462	25,459	37.9	37.6	12.5	12.0	21,216	13,688	4,692	754	3,196	989	1,028	3,584	1,891	3.1603
EDDY F-2.....	3.4	1.31	27,918	21,311	40.8	44.6	9.9	4.7	17,015	12,989	3,819	626	2,636	780	787	2,864	1,526	2.39
EMMONS E-4.....	5.5	1.83	41,428	22,638	45.2	36.2	10.4	8.2	24,023	13,127	5,374	877	3,698	1,105	1,123	4,047	2,151	3.5802
FOSTER F-3.....	4.7	1.66	47,514	28,623	31.9	42.4	13.4	12.3	23,624	14,231	5,172	820	3,491	1,114	1,180	4,000	2,098	3.0501
GOLDEN VALLEY B-4.....	2.4	.86	22,036	25,623	31.7	39.3	15.8	10.5	11,882	13,816	2,599	412	1,753	561	595	2,012	1,055	1.80
GRAND FORKS G-2.....	69.1	23.40	643,383	27,495	30.7	38.9	17.9	12.5	336,565	14,383	73,477	11,607	49,474	15,915	16,959	57,027	29,855	39.67	1.2	1.00
Grand Forks.....	45.9	16.46	477,912	29,035	242,537	14,735	52,615	8,238	35,221	11,548	12,447	41,155	21,461	26.66	.3	.46
Grand Forks Metro Area.....	69.1	23.40	643,383	27,495	31.7	41.6	15.9	10.8	336,565	14,383	73,477	11,607	49,474	15,915	16,959	57,027	29,855	39.67	1.2	1.00

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984										Retail Sales—1984							Passenger Car 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales Per Household (\$000)	By Selected Store Types											
				14999	15000	35000	50000		Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
GRANT C-4	4.1	1.47	24,700	16,803	54.3	33.9	6.0	3.8	17,292	11,763	3,977	673	2,802	770	735	2,893	1,566	3.13		.01
GRIGGS F-3	3.6	1.38	36,504	26,452	30.7	41.8	16.0	11.5	19,823	14,364	4,328	684	2,915	937	998	3,359	1,759	2.73		
HETTINGER C-4	4.1	1.47	33,595	22,854	38.5	41.1	10.0	8.5	19,254	13,098	4,287	695	2,937	891	914	3,247	1,721	3.05		.01
KIDDER E-3	3.7	1.34	23,083	17,226	52.2	33.3	6.9	4.9	15,961	11,911	3,647	612	2,557	716	695	2,675	1,441	2.66		.01
LA MOURE F-4	6.4	2.27	46,188	20,347	44.5	40.0	10.6	4.9	29,197	12,862	6,574	1,082	4,549	1,333	1,336	4,911	2,621	4.40		.01
LOGAN E-4	3.3	1.16	25,644	22,107	42.6	38.2	10.0	8.9	15,212	13,114	3,399	554	2,337	701	714	2,563	1,362	2.33		.01
MC HENRY D-2	7.6	2.79	60,341	21,628	41.5	37.8	12.8	6.6	37,027	13,271	8,236	1,335	5,639	1,715	1,763	6,246	3,308	5.43		.01
MC INTOSH E-5	4.6	1.79	40,634	22,701	43.5	34.5	11.8	10.2	23,893	13,348	5,322	864	3,649	1,105	1,132	4,029	2,136	3.35		.01
MC KENZIE B-2	7.8	2.63	76,528	29,098	28.0	37.5	16.5	15.4	38,222	14,533	8,267	1,289	5,519	1,826	1,978	6,490	3,378	5.37		.07
MC LEAN D-2	13.0	4.54	115,094	25,351	33.8	41.0	14.8	10.1	64,450	14,196	14,110	2,238	9,525	3,038	3,221	10,913	5,723	9.02		.07
MERCER C-3	10.9	3.82	100,525	26,315	28.2	44.5	18.5	8.8	56,506	14,792	12,243	1,914	8,186	2,694	2,910	9,591	4,998	7.62		.05
MORTON D-4	27.9	9.54	239,783	25,134	31.8	43.4	16.6	8.2	136,703	14,329	29,871	4,724	20,129	6,458	6,870	23,158	12,130	17.95		.09
MOUNTRAIL C-2	7.6	2.69	67,282	25,012	35.9	39.0	13.2	10.5	37,043	13,771	8,152	1,302	5,529	1,736	1,823	6,265	3,296	5.44		.02
NELSON F-2	5.2	1.98	45,894	23,179	40.8	36.8	13.8	8.6	27,056	13,665	5,987	963	4,080	1,260	1,309	4,570	2,413	3.90		.01
OLIVER D-3	2.6	.85	25,184	29,628	25.2	40.2	20.9	13.7	12,971	15,260	2,791	432	1,854	623	681	2,205	1,144	1.91		
PEMBINA G-1	10.9	3.98	128,535	32,295	26.9	37.0	18.0	18.1	60,337	15,160	12,993	2,013	8,639	2,895	3,161	10,256	5,324	7.35		.13
PIERCE E-2	6.3	2.19	57,428	26,223	35.2	39.6	14.5	10.7	30,625	13,984	6,739	1,076	4,570	1,436	1,507	5,179	2,725	4.18		.03
RAMSEY F-2	13.6	4.85	128,888	26,575	32.5	40.7	16.4	10.5	69,991	14,431	15,270	2,410	10,275	3,312	3,534	11,861	6,207	8.71		.03
RANSOM G-4	6.8	2.45	45,486	18,566	45.5	43.7	7.6	2.9	30,710	12,535	6,961	1,156	4,845	1,392	1,374	5,157	2,764	4.60		.01
RENVILLE C-1	3.6	1.32	35,386	26,808	32.5	38.6	14.6	13.3	18,905	14,322	4,119	649	2,768	896	958	3,205	1,676	2.74		.01
RICHLAND G-5	20.0	6.78	146,976	21,678	38.6	45.6	10.1	5.7	90,049	13,292	20,993	3,269	13,795	4,156	4,245	15,179	8,056	12.46		.07
ROLETTE E-1	12.9	3.67	83,742	22,818	41.0	37.2	12.5	8.9	49,375	13,454	10,962	1,772	7,493	2,292	2,365	8,333	4,408	6.17		.04
SARGENT G-5	5.6	2.00	41,999	21,000	39.6	45.3	10.5	4.7	26,319	13,160	5,884	960	4,047	1,212	1,233	4,434	2,356	3.93		.01
SHERIDAN E-3	2.8	1.00	23,570	23,570	40.3	35.8	12.7	10.0	13,462	13,462	2,983	481	2,035	626	649	2,273	1,201	2.02		
SIOUX D-5	3.8	.98	20,213	20,626	45.5	37.9	10.2	6.3	12,694	12,943	2,849	467	1,967	581	585	2,135	1,138	1.63		.02
SLOPE B-4	1.1	.37	9,383	25,359	26.5	24.3	11.2	17.2	4,214	11,399	917	144	616	200	214	714	373	.87		
STARK C-4	26.0	8.68	240,629	27,722	29.2	40.7	18.7	11.4	128,616	14,818	27,860	4,353	18,625	6,133	6,628	21,832	11,375	16.75		.09
STEELE G-3	2.9	1.10	32,813	29,830	29.1	39.2	15.2	16.5	16,317	14,834	3,532	551	2,359	779	843	2,770	1,443	2.20		
STUTSMAN F-3	25.1	9.08	233,681	25,736	32.8	42.3	16.3	8.4	128,789	14,184	28,202	4,474	19,041	6,070	6,432	21,806	11,437	16.51		.08
TOWNER E-1	3.9	1.46	47,213	32,338	27.7	33.4	18.2	19.7	22,257	15,245	4,775	736	3,164	1,072	1,178	3,786	1,961	2.83		
TRAIL G-3	9.9	3.56	112,466	31,592	27.7	36.9	18.6	16.8	53,988	15,165	11,621	1,800	7,723	2,592	2,832	9,177	4,763	6.51		.09
WALSH G-2	15.5	5.33	149,373	28,025	32.0	37.6	16.5	13.9	77,572	14,554	16,882	2,655	11,335	3,681	3,944	13,153	6,873	9.47		.23
WARD D-2	60.5	20.80	580,986	27,932	28.9	42.7	16.6	11.7	303,111	14,573	65,936	10,364	44,250	14,389	15,433	51,401	26,850	37.05	1.1	.78
WELLS E-3	6.7	2.49	56,959	22,875	40.5	38.1	12.8	8.6	33,833	13,588	7,498	1,209	5,117	1,573	1,629	5,712	3,019	4.65		.02
WILLIAMS B-1	24.0	8.65	327,604	37,873	19.0	32.4	22.5	25.1	141,149	16,318	29,765	4,472	19,397	6,922	7,821	24,105	12,356	16.70		.08

NORTH DAKOTA

NORTH DAKOTA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

GREAT AMERICAN AG NETWORK, THE

NORTH DAKOTA GROUP



214 W. Pleasant Dr., Box 1197, Pierre, SD 57501. Phone 605-224-9911.

Comprised of Interconnected Stations by Satellite
 KHOL—Beulah KMAV—Mayville
 KLTC—Dickinson KKO—Minot
 KVOX—Fargo KDR—Oakes
 KXPO—Grafton KGCA—Rugby
 KKXL—Grand Forks KOVC—Valley City
 KNDC—Hettinger KBMW—Wahpeton
 KSJB—Jamestown KEYZ—Williston
 KNDK—Langdon
 See listing under Regional Radio Networks and Groups.

1978 BEULAH

Beulah

Mercer County—Map Location C-3
 See SRDS Consumer market map and data at beginning of the state.

Mid 012794-000

See SRDS Spot Radio Small Markets Edition.

Bismarck-Mandan

Burleigh County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBMR
1958 BISMARCK

RAB **NRBA**

Media Code 4 235 0700 3.00 Mid 012795-000
 KBMR Radio, Inc.
 Box 1233, 3500 E. Rosser Ave., Bismarck, ND 58502.
 Phone 701-255-1234.

2. REPRESENTATIVES
 McGavren Guild Radio.
 1 min rate 1x: 35.00.

KFYR
1925 BISMARCK

BLAIR RADIO

Media Code 4 235 1400 9.00 Mid 012797-000
 Meyer Broadcasting Co.
 210 1/2 N. 4th St., Box 1738, Bismarck, ND 58502.
 Phone 701-223-0900.

PROGRAMMING DESCRIPTION
 KFYR: Programmed for 25-54. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: 10-min at :60 6 am-6 pm, 5-min ABC Network, 5-min local, reg'l & radar weather, Paul Harvey 3x/day; 7-man staff. SPORTS: 4 reports/day; play-by-play high school football, basketball, track, state tournaments. FARM: features 5:30-8 am & at 11:30 am-1 pm by farm dir.; livestock & grain market quotations thru-out day. Contact Representative for further details. Rec'd 12/17/84.

1. PERSONNEL
 General Manager—Robert Bitz.
 Nat'l Reg'l. Sales Mgr—Gary Bergendahl.
 Operations Director—Dan Brannan.

2. REPRESENTATIVES

Blair Radio.
 Canada—Tele-Capital/Unicom Ltd.
 Messner Media Co., Ltd.

3. FACILITIES

5,000 w.; 550 khz. Directional nights. Stereo.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 12c, 14c.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 42b, 46, 47a.
 Comb.; Cont. Discounts: 60b, 60e, 61a, 61b, 62b.
 Cancellation: 70a, 70e, 71a, 73a.
 FM facilities: KYYV (FM).
 Affiliated with Blair Represented Network.
 Affiliated with ABC Information Radio Network.

TIME RATES
 No 21 Eff 9/1/84—Rec'd 9/10/84.
 AAAA—Mon thru Fri 5:30-8 am & 11:30 am-1 pm (Farm).
 AAA—Mon thru Sat 5-10 am & 3-8 pm, ROS.
 AA—Mon thru Sat 10 am-3 pm; Sun all day.
 A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec/less
I	109 101 77 60	87 81 62 48
II	101 94 70 56	81 75 56 45
III	94 85 63 52	75 68 50 45
IV	85 77 56 47	68 62 45 38
V	77 70 52 43	62 56 42 34

BT—5-8 AM
 GRID: I II III IV V
 1 min 70 64 58 52 46 30 sec 56 51 46 42 37
 Maximum 2 spots per 1 hour segment.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KLXX
1925 BISMARCK-MANDAN

RAB

Media Code 4 235 1444 7.00 Mid 012796-000
 Bismarck-Mandan Communications, Inc.
 Box 1377, Bismarck, ND 58502. Phone 701-663-6411.

PROGRAMMING DESCRIPTION
 KLXX: Programmed for adult contemporary audience. Contact Representative for further details. Rec'd 4/29/83.

1. PERSONNEL
 General Manager—Jim Odney.
 Sales Manager—Gary Krahn.
 Program Director—Shawn Elliot.

2. REPRESENTATIVES
 Masla Radio.

3. FACILITIES
 1,000 w. days, 250 w. nights; 1270 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
 Rate Protection: 10d, 11h, 15a, 15b.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33a.
 Contracts: 40a, 41, 41a, 44b, 45, 46, 49, 51a.
 Comb.; Cont. Discounts: 60b, 60e, 60f.
 Cancellation: 70e, 71a, 73b.

TIME RATES
 Eff—Rec'd 5/23/83.

6. SPOT ANNOUNCEMENTS
 6 AM—MIDNIGHT

PER WK: 6 ti 12 ti 18 ti 24 ti 48 ti
 1 min 12.00 11.00 10.25 9.50 8.75
 30 sec 9.50 8.50 7.75 7.00 6.25
 6-10 am, 11:30 am-1 pm & 3-7 pm, extra 20%.

KNDR (FM)
1977 MANDAN

Media Code 4 235 1488 4.00 Mid 012798-000
 Central Dakota Enterprises
 1400 Third St. N.E., Box 516, Mandan, ND 58554. Phone 701-663-2345.
 1 min rate 1x: 6.00.

KQDY (FM)
1968 BISMARCK

RAB **NRBA**

Media Code 4 235 1575 8.00 Mid 012799-000
 KBMR Radio, Inc.
 Box 1233, 3500 E. Rosser, Bismarck, ND 58501. Phone 701-255-1234.

2. REPRESENTATIVES
 McGavren Guild Radio.
 1 min rate 1x: 20.00.

KYYV (FM)
1965 BISMARCK

BLAIR RADIO

Media Code 4 235 1625 1.00 Mid 012801-000
 Meyer Broadcasting Co.
 206 N. 4th St., Box 1738, Bismarck, ND 58501. Phone 701-223-0900.

PROGRAMMING DESCRIPTION
 KYYV (FM): Programmed for 18-49; AIR PERSONALITIES handle all segments. MUSIC: Contemporary. NEWS: ABC nat'l 4 min at :56; local & radar weather 4 min at :

KQWB1960
FARGO**Adult Contemporary**Media Code 4 235 3150 8.00 Mid 012808-000
Fargo-Moorhead Radio, Inc.
Studio: R.R. 3, Moorhead, MN 56560. Phone 218-236-7900.
Mailing Address: Box 1301, Fargo, ND 58107.**PROGRAMMING DESCRIPTION**

KQWB: Programmed for adults 25-49. MUSIC: Adult Contemporary. AIR PERSONALITIES. NEWS: 10 min/hr 6-9 am. COMMERCIAL POLICY: max 9 min/hr. Rec'd 1/22/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Chuck Larsen.
Sales Manager—Karen Nipstad.
- FACILITIES**
10,000 w.days, 5,000 w. nights; 1550 khz. Directional—nights. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60g, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 5/30/84.

6. SPOT ANNOUNCEMENTS

AM/PM DRIVE

GRID:	I	II	III	IV	V
1 min	38	28	21	16	12
30 sec	25	19	14	11	8

OTHER DAYPARTS

1 min	30	22	15	10	6
30 sec	20	15	10	7	4

KQWB-FM1966
MOORHEAD, MN**Torbet Radio****Rock**Media Code 4 235 3151 6.00 Mid 012809-000
Fargo-Moorhead Radio, Inc.
Box 2983, Fargo, ND 58108. Phone 218-236-7900.
Mailing Address: Box 1301, Fargo, ND 58107.**PROGRAMMING DESCRIPTION**

KQWB-FM: MUSIC: Classic & superstar album cuts blended w/current Contemporary singles. NEWS: 1x between 5-6 am, 1x 6-11 am, 1x 11 am-noon. FEATURES: daily variety. Contact Representative for further details. Rec'd 12/11/84.

- PERSONNEL**
President—Chuck Larsen.
Sales Manager—Ron Mitchell.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 465 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60g, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 12/11/84.

6. SPOT ANNOUNCEMENTS

6-10 AM & 3-7 PM

GRID:	I	II	III	IV	V
30 sec	23	22	21	20	19
1 min	33	32	31	30	29

10 AM-3 PM, 7 PM-MIDNIGHT & MIDNIGHT-6 AM

30 sec	17	16	15	14	13
1 min	24	23	22	21	20

KRRZ (FM)1984
FARGOMedia Code 4 235 3325 6.00 Mid 033644-000
Red River Broadcasting Co.
52 Broadway, Fargo, ND 58102. Phone 701-235-0102.**2. REPRESENTATIVES**Eastman Radio, Inc.
1 min rate 1x: 45.00.**KVOX**1937
MOORHEAD, MN**McGAVREN GUILD RADIO**Media Code 4 235 3500 4.00 Mid 012810-000
Forward Radio, Inc.
County Rd. 75, Box 97, Moorhead, MN 56560. Phone 218-233-1522.**PROGRAMMING DESCRIPTION**KVOX: MUSIC: Satellite Stardust format. Locally produced AM show 6-9 am. M-F, target audience 35+.
NEWS: CBS news on hour; Charles Osgood & Dan Rather; local news every half hour 6-9 am & 3-6 pm M-F.
SPORTS: college & high school play-by-play football, basketball & hockey. Contact Representative for further details. Rec'd 12/18/84.

- PERSONNEL**
General Manager—John Grosen.
Sales Manager—Greg Frederick.
Program Director—Dick Johnson.
- REPRESENTATIVES**
McGavren Guild Radio.
Hyett/Ramsland, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1280 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Satellite Music Network.
Affiliated with The Great American Ag Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KVOX-FM1966
MOORHEAD, MN**McGAVREN GUILD RADIO**Media Code 4 235 3501 2.00 Mid 012811-000
Forward Radio, Inc.
County Rd. 75, Box 97, Moorhead, MN 56560. Phone 218-233-1522.**PROGRAMMING DESCRIPTION**

KVOX-FM: MUSIC: Country & Western. AM & PM personalities. Many music specials. Emphasis on music in all dayparts. Target audience adults 25-54. NEWS: CBS RADIORADIO news at :50 6-9 am & 3-6 pm. Local news at :20 6-9 am & 3-6 pm. Contact Representative for further details. Rec'd 12/18/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—John Grosen.
Sales Manager—Greg Frederick.
Program Director—Dick Johnson.
- REPRESENTATIVES**
McGavren Guild Radio.
Hyett/Ramsland, Inc.
- FACILITIES**
ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS RadioRadio.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDAY1922
FARGO**Katz Radio**Media Code 4 235 3850 3.00 Mid 012812-000
WDAY, Inc.
301 S. 8th St., Box 2466, Fargo, ND 58108. Phone 701-237-6500.**PROGRAMMING DESCRIPTION**

WDAY: MUSIC: modern country. 2 man team morning & farm times. NEWS: network at :55; local at :30; 6 man staff. FARM: early AM & noon hr. Markets; farm news features, personalities during day. SPORTS: play-by-play local, reg'l college, pro football. FEATURES: Larry King. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
President—William Marcl.
General Manager—Roger G. Greenley.
Nat'l & Local Sales Mgr.—David B. Aamoot.
Program Director—Dafe Vandeloo.
- REPRESENTATIVES**
Katz Radio.
McDermott Broadcast Sales Ltd.
Canada—Messner Media Co. Ltd.
- FACILITIES**
5,000 w.; 970 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

AM/FM COMBINATION

No. 2 Eff 1/1/83—Rec'd 3/23/83.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun noon-7 pm.
A—Mon thru Sat 7 pm-5:30 am; 6 am-noon; Sun 7 pm-5:30 am.

- SPOT ANNOUNCEMENTS**
AAA AA A
1 min 66 56 42 30 sec 53 45 34
10 sec: 60% of 1-min.
- SPECIAL FEATURES**
Farm Market Updates—Mon thru Fri 9:34, 10:04, & 11:04 am, 1:33, 2:04, 3:04 & 4:33 pm; flat 1-min 45:00; 30-sec 36:00.

AM ONLY

- SPOT ANNOUNCEMENTS**
50% of AM/FM combination.
- SPECIAL FEATURES**
FARM—MON THRU FRI 5:30-7 AM & NOON-1 PM
GRID: I II III GRID: I II III
1 min 66 60 54 30 sec 53 48 43

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WDAY-FM1965
FARGOMedia Code 4 235 3851 1.00 Mid 012813-000
WDAY, Inc.
301 S. 8th St., Box 2466, Fargo, ND 58108. Phone 701-237-6500.**PROGRAMMING DESCRIPTION**

WDAY-FM: MUSIC: Contemporary Hit targeted to 18-34-years-old audience; AIR PERSONALITIES handle all segments. NEWS: AM/PM drive. Contact Representative for further details. Rec'd 7/30/84.

- PERSONNEL**
President—William Marcl.
Nat'l & Local Sls.Mgr.—Bill Kent.
- REPRESENTATIVES**
Katz Radio.
Canada—McDermott Broadcast Sales Ltd.
Canada—Messner Media Co., Ltd.
- FACILITIES**
ERP 100,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,050 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80.
Sold in combination with AM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
60% of AM/FM combination.

GraftonWalsh County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.**KXPO**1958
GRAFTON

See SRDS Spot Radio Small Markets Edition. Mid 012814-000

Grand Forks

(including East Grand Forks, Mn)

Grand Forks County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

Either Way We're the One!

#1 Combo KKXL/KKXL-FM
31.9—Total Persons 12 +
30.6—Adults 25-54

#1 Solo KKXL-FM
21.0—Total Persons 12 +

Source: ARB Spring '84, M-S, 6A-mid, AOH

KKXL1941
GRAND FORKSMedia Code 4 235 4550 8.00 Mid 012815-000
Red River Valley Broadcasting Co.
505 University Ave., Box 997, Grand Forks, ND 58201.
Phone 701-775-0575.**PROGRAMMING DESCRIPTION**

KKXL: Programmed for audience 25-54; AIR PERSONALITIES. MUSIC 80%; Modern Country. NEWS: nat'l & local. COMMERCIAL POLICY: 14 minutes max per hr. Contact Representative for further details. Rec'd 9/19/83.

- PERSONNEL**
General Manager—Duane Cariveau.
National Sales Coordinator—Pat McLean.
Sales Managers—Mike Pederson/Kevin Weaver.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w. days, 500 w. nights; 1440 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with The Great American Ag Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AM/FM COMBINATION

Eff 7/1/84—Rec'd 7/11/84.

AAA—6-10 am & 3-7 pm.
BTA—6 am-midnight.

NORTH DAKOTA

Grand Forks—cont

KKXL—cont

6. SPOT ANNOUNCEMENTS

PER	30 sec	1 min
WK:	6 ti 12 ti 24 ti 6 ti 12 ti 24 ti	
BTA:	29 27 25 35	33 31
AAA:	34 32 30 42	40 38

AM only: 55% of AM/FM combination.

KKXL-FM

(formerly KKQD-FM)
1975
GRAND FORKS



Media Code 4 235 4725 6.00
Red River Valley Broadcasting Co.
505 University Ave., Box 997, Grand Forks, ND 58201.
Phone 701-746-0361.

Mid 012816-000



PROGRAMMING DESCRIPTION

KKXL-FM: MUSIC: mass appeal contemporary with live PERSONALITIES in all segments. COMMERCIAL POLICY: 10-min max per hr. Contact Representative for further details. Rec'd 9/8/81.

1. PERSONNEL

General Manager—Duane Cariveau.
National Sales Coordinator—Pat McLean.
Sales Managers—Mike Pederson/Kevin Weaver.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily CST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Sold in combination with KKXL. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

55% of AM/FM combination.

KNOX

1947
GRAND FORKS



Katz Radio



Media Code 4 235 4900 5.00
Red River Associates
S. Belmont Rd., Box 1638, Grand Forks, ND 58201.
Phone 701-775-4611.

NRBA

PROGRAMMING DESCRIPTION

KNOX: Variety programmed for general interest. MUSIC: Adult contemporary. AIR PERSONALITIES handle all segments. FARM: Director 5-7 am & 12N-1 pm daily. NEWS: local & nat'l at :30; network at :30, 15-min casts at 7:30 am & 12N. SPORTS: Director, U hockey, football, basketball. All games at home & away. High school basketball & Hockey. Major League football. COMMERCIAL POLICY: 18-min max per hr. Contact Representative for further details. Rec'd 1/17/77.

1. PERSONNEL

General Manager—William L. Fowler.
Farm Director—Gary Enright.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1310 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Comb. Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYTN (FM).
Affiliated with ABC Entertainment Radio Network.
Member: Minnesota News Network.

TIME RATES

Eff 2/1/82—Rec'd 12/11/81.
AAA—Mon thru Sat 7-9 am & 3-7 pm.
AA—Mon thru Sat 9 am-noon & 1-3 pm.
A—Mon thru Sat 7 pm-sign-off, Sun all day.

6. SPOT ANNOUNCEMENTS

PER	30 sec	1 min
WK:	6 ti 12 ti 18 ti 24 ti	
AAA:	41.50 38.00 33.50 30.00	
AA:	37.00 32.50 28.00 23.00	
A:	29.00 24.50 22.00 16.50	
FOS:	34.50 32.50 29.00 23.00	
PER		30 sec
WK:	6 ti 12 ti 18 ti 24 ti	
AAA:	33.50 32.50 29.00 28.00	
AA:	30.00 28.00 23.00 17.50	
A:	24.50 22.00 16.50 13.00	
ROS:	30.00 28.00 24.50 17.50	

8. PROGRAM TIME RATES

AAA:	1x	26x	52x	156x	260+
5 min	108.50	101.50	95.50	76.00	70.50
10 min	152.00	139.50	121.00	114.00	95.50
1/4 hr	285.50	228.00	202.50	177.50	159.00

PROGRAM DISCOUNT

AA—10% A—15%

10. SPECIAL FEATURES

FARM—5:30-7 AM & NOON-1 PM
1 min, 3 ti 54.50 1 min, 6 ti 51.00
30 sec: 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KRRK

1959
EAST GRAND FORKS, MN

KRRK-FM

1976
EAST GRAND FORKS, MN

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 235 S250 4.00
KRAD, Inc.
Box 560, E. Grand Forks, MN 56721. Phone 218-773-2424.

PROGRAMMING DESCRIPTION

KRRK: MUSIC: country. AIR PERSONALITIES featured in all segments. NEWS: local & reg'l at :30; nat'l at :60. FARM: 8 hrs wkly. SPORTS: high school football, basketball & hockey. COMMERCIAL POLICY: Max 18 min per hr. Contact Representative for further details. Rec'd 4/30/81.

1. PERSONNEL

General Manager—Mike Bryan.
Sales Manager—Charlie Newman.
Program Director—John French.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1590 khz. Directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 165 ft. above average terrain.

Simulcast 24 hours daily.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff Rec'd 6/20/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight; Sat 3 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	ROS
1 min	28	24	16	22
30 sec	22	20	13	18

10. SPECIAL FEATURES

Farm, Mon thru Sat 6-7:30 am & 11:30 am-1 pm—1 min 30.00; 30-sec 24.00.

KYTN (FM)

1967
GRAND FORKS



Media Code 4 235 5400 5.00
Red River Associates
Box 1638, Grand Forks, ND 58201. Phone 701-772-7197.

PROGRAMMING DESCRIPTION

KYTN (FM): Programmed for adults 18+. MUSIC: contemporary. NEWS: nat'l at :60 weather at :20 & :40. COMMERCIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 9/24/81.

1. PERSONNEL

General Manager—William L. Fowler.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mhz. Stereo.

Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KNOX.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

Eff 10/1/81—Rec'd 9/24/81.
6. SPOT ANNOUNCEMENTS
6 ti 12 ti 24 ti
1 min 17 16 15 30 sec 13 12 11

Harvey

Wells County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KHND

1980
HARVEY

Mid 012820-000

See SRDS Spot Radio Small Markets Edition.

Hettinger

Adams County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KNDC

1954
HETTINGER

Mid 012821-000

See SRDS Spot Radio Small Markets Edition.

Jamestown

Stutsman County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KQDJ

1954
JAMESTOWN

Mid 012822-000

See SRDS Spot Radio Small Markets Edition.

KSJB



1937
JAMESTOWN



Media Code 4 235 6300 6.00
Triple R Inc.,
212 First Ave. S., Box 600, Jamestown, ND 58401. Phone 701-252-3570.



PROGRAMMING DESCRIPTION

KSJB: Programmed for general interest. MUSIC: 100% modern country. FARM: 11:30 am-1 pm. NEWS: network at :30; reg'l & local at :60. SPORTS: live high school & college sports, major league baseball. Audience participation contests & promotions. Emergency message every hr. Contact Representative for further details. Rec'd 3/10/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—E. D. Crilly.
Station Manager—Allen G. Monson.
Farm Director—Ole Olson.

2. REPRESENTATIVES

Torbet Radio, Inc.
Wayne-Evans & Associates, Inc.

3. FACILITIES

5,000 w.; 600 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KSJM (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.
Affiliated with The Great American Ag Network.

TIME RATES

No. 7 Eff 11/1/84—Rec'd 12/21/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	24	23	22	21
A	21	20	18	17

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	CLASS AA	1x	26x	52x	156x	260x	312x
1/2 hr	160	155	144	133	120	110	
1/4 hr	99	97	90	80	75	70	
10 min	79	78	73	67	59	55	
5 min	53	52	48	43	40	37	
	CLASS A	1x	118	107	96	90	84
1/2 hr	121	118	107	96	90	84	
1/4 hr	66	65	64	54	51	48	
10 min	55	52	48	43	40	37	
5 min	34	32	31	28	25	24	

10. SPECIAL FEATURES

FARM, PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 30 29 28 26
30 sec: 80% of 1-min.

KSJB/KSJM (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	30	29	28	26
A	25	24	23	22

30 sec: 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD) (A)

KSJM (FM)



1968
JAMESTOWN



Media Code 4 235 6350 1.00
Triple R Inc.
212 First Ave. S., Box 600, Jamestown, ND 58401. Phone 701-252-3570.



1. PERSONNEL

Pres. & Gen'l Mgr.—E. D. Crilly.
Station Manager—Allen G. Monson.
Farm Director—Ole Olson.

2. REPRESENTATIVES

Torbet Radio, Inc.
Wayne-Evans & Associates, Inc.

3. FACILITIES

ERP 28,500 w. (horiz.), 28,500 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 7-1 am. CST.
Antenna ht.: 256 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSJB.
Affiliated with Supernet.
Sold in combination with KSJB. See that listing.

TIME RATES

	1x	50x	100x	500x
ROS:	7.00	6		

Mayville

Trail County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KMAV
1967
MAYVILLE
KMAV-FM
1977
MAYVILLE

Mid 012826-000
See SRDS Spot Radio Small Markets Edition.

Minot

Ward County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KBQQ (FM)
1984
MINOT
RAB

Media Code 4 235 6575 3.00 Mid 034788-000
Kitten Radio, Inc.
Box 637, Minot, SD 58702. Phone 701-852-0301.

- 2. REPRESENTATIVES**
Torbet Radio, Inc.
Hyett/Ramsland, Inc.
1 min rate 1x: 14.00.

KCJB
1950
MINOT



Katz Radio

Country Music



Media Code 4 235 6650 4.00 Mid 012827-000
Chester Reiten
Box 1686, KCJB-Radio Bldg., Minot, ND 58701. Phone 701-852-0361.

PROGRAMMING DESCRIPTION

KCJB: Programmed for adults. MUSIC: country. AIR PERSONALITIES handle all segments. FARM: news, markets & weather daily. NEWS: extensive local & reg'l coverage. SPORTS: local college & high school; full time director. Contact Representative for further details. Rec'd 11/12/81.

- 1. PERSONNEL**
President—Chester Reiten.
Station Manager—Rod Romine.
Farm Director—Dean Thurow.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 910 khz. Directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21c, 22a.
FM facilities: KHHT (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

KCJB/KHHT (FM) COMBINATION
No. 5 Eff 10/1/83—Rec'd 9/19/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-noon & 1-3 pm.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | | |
|-------|-----------------------|
| GRID: | - 1 min - 30 sec/less |
| AAA | I II III I II III |
| AA | 32 30 28 26 24 22 |
| A | 29 27 25 23 22 20 |

KCJB ONLY

Deduct 1.00 from KCJB/KHHT (FM) combination.

- 10. SPECIAL FEATURES**
FARM—MON-FRI 6:30-8:20 AM & NOON-1 PM
- | | |
|-------------|----------|
| GRID: | I II III |
| 1 min | 50 46 43 |
| 30 sec/less | 40 37 34 |
- MARKET REPORT ADJACENCIES MON-FRI 9:55 AM & 2:10 PM
- | | |
|-------------|----------|
| 1 min | 44 41 37 |
| 30 sec/less | 35 33 30 |

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KHHT (FM)
(formerly KYND (FM))
1966
MINOT



Media Code 4 235 6824 5.00 Mid 012828-000
Chester Reiten
KCJB Radio Bldg., Box 1686, Minot, ND 58702. Phone 701-852-0361.

PROGRAMMING DESCRIPTION

KHHT (FM): Contemporary Hit Radio. Contact Representative for further details. Rec'd 10/23/84.

- 1. PERSONNEL**
President—Chester Reiten.
Station Manager—Pat Finken.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 830 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0; time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21c, 22a.
AM facilities: KCJB.
Sold in combination with KCJB. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Deduct 1.00 from KCJB/KHHT (FM) combination.

KHRT
1957
MINOT



Media Code 4 235 7000 1.00 Mid 012829-000
Faith Broadcasting, Inc.
Box 1210, Minot, ND 58702. Phone 701-852-3789, 852-3849.
1 min rate 1x: 8.75.

KIZZ (FM)

1968
MINOT



Media Code 4 235 7175 1.00 Mid 012830-000
Meyer Broadcasting Corp.
1800 16th St. SW, Box 2188, Minot, ND 58702. Phone 701-852-2494.

PROGRAMMING DESCRIPTION

KIZZ (FM): MUSIC: Contemporary. AIR PERSONALITIES handle all segments; extensive community involvement & regular yr round promotions. NEWS: AM drive; ABC & local at :25 & :56; ABC & local at :56 all other hrs incl daily grain markets; weather & road info 3x/hr. Paul Harvey at 7:50; noon & 2:30 pm. SPORTS: reports at 7:30, 8:30 am, 5:30 10:30 pm & overnight capsules. FEATURES: Sunday at the Memories 9 am-noon; American Top 40 12N-4 pm. Contact Representative for further details. Rec'd 12/6/84.

- 1. PERSONNEL**
Nat'l, Reg'l & Sta. Mgr.—Terry A. Fleck.
Local Sales Manager—Sam Cebula.
Program Director—Ric Morgan.
- 2. REPRESENTATIVES**
Masta Radio.
- 3. FACILITIES**
ERP 100,000 w. circular polarized; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 10 Eff 10/1/84—Rec'd 8/16/84.
AA—Mon thru Fri 6 am-7 pm; Sat 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight; Sat 6-10 am; Sun 4-7 pm.

- 6. SPOT ANNOUNCEMENTS**
- | | | |
|-------|---------------------------|---|
| GRID: | AA | A |
| I | 1 min 30 sec 1 min 30 sec | |
| II | 40 32 30 24 | |
| III | 35 28 27 22 | |
| | 30 24 24 20 | |

- 10. SPECIAL FEATURES**
Newcasts—Grid I in specified area.

KKOA
1929
MINOT



Torbet Radio

Media Code 4 235 7350 0.00 Mid 012831-000
KKOA, Inc.
216 S. Broadway, Box 10, Minot, ND 58701. Phone 701-852-4646.

PROGRAMMING DESCRIPTION

KKOA: Modern country 20-54 yr old appeal. NEWS: network at :30. Meteorologist service. SPORTS: reg'l play-by-play in season; Heavy promotion & community service year round. Contact Representative for further details. Rec'd 8/21/84.

- 1. PERSONNEL**
Gen'l Mgr. & Sls. Mgr.—Jerry Gutensohn.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 1390 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 41, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with The Great American Ag Network.

TIME RATES

Eff 1/19/84—Rec'd 1/23/84.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat 6-10 am.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | | | |
|--------|----------|-----------------------------|
| | CLASS AA | 1 ti 6 ti 12 ti 18 ti 24 ti |
| 1 min | | 26 25 24 23 22 |
| 30 sec | | 22 21 20 19 18 |
| | CLASS A | 24 23 22 21 20 |
| 1 min | | 20 19 18 17 16 |
| 30 sec | | |

- 10. SPECIAL FEATURES**
Ag features: 6:25 am overnight farm news & weather, 7:25 farm news update & feature, 7:55 late market summary, 9:20 live C & H & preview of grain, 9:40 opening status Chicago Board of Trade, 10:25 ag weather & quick market update, 10:55 mid-market checkup, 11:55 news & quick market update, 12:10 pm farm news today, 12:45 market checkup, 1:35 close & analysis, 2:55 ag news of the day, 12:05 livestock roundup report, 12:07 benson-quinn report, 5:30 commodity market close & forecast.
- GRID: I II III GRID: I II III
1 min 28 26 24 30 sec 24 22 20

KTYN
1968
MINOT



Media Code 4 235 7525 7.00 Mid 012832-000
KTYN Radio
Box 637, Minot, ND 58702. Phone 701-852-0301.

- 2. REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 14.00.

Oakes

Dickey County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KDDR
1959
OAKES

Mid 012833-000
See SRDS Spot Radio Small Markets Edition.

Rugby

Pierce County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KGCA
1961
RUGBY

Mid 012834-000
See SRDS Spot Radio Small Markets Edition.

Tioga

Williams County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KTGO
1967
TIOGA

Mid 012835-000
See SRDS Spot Radio Small Markets Edition.

Valley City

Barnes County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KOVG
1936
VALLEY CITY

Mid 012836-000
See SRDS Spot Radio Small Markets Edition.

Wahpeton

Richland County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KBMW
1948

BRECKENRIDGE-WAHPETON
Mid 011336-000
Licensed as a Breckenridge, MN-Wahpeton, ND station.
See listing under Breckenridge, MN.

Williston

Williams County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KEYZ
1948
WILLISTON



Media Code 4 235 8750 0.00 Mid 012837-000
Charles L. Scofield
Box 1367, Williston, ND 58801. Phone 701-572-3911.

PROGRAMMING DESCRIPTION

KEYZ: MUSIC: C & W/Crossover. NEWS: Network & local staff. FARM: News & markets daily. Contact Representative for further details. Rec'd 11/13/81.

- 1. PERSONNEL**
Owner—Charles L. Scofield.
Manager—Bob Miller.
- 2. REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
Minneapolis—The Hurley Company.
- 3. FACILITIES**
5,000 w.; 1360 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: KYZZ (FM).
Affiliated with ABC Information Radio Network.
Affiliated with The Great American Ag Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No 49 Eff 7/15/84—Rec'd 8/30/84.
A—Mon thru Sat 6-9 am & 4-6 pm.
B—All other times.

- 6. SPOT ANNOUNCEMENTS**
Fixed—Mon thru Sat 6-8 am & 11:30 am-1 pm, flat 1-min 17:20; 30 sec 13.00.
- 7. PACKAGE PLANS**
- | | | | | | | |
|---------|--------------------|-------|-------|-------|-------|--|
| | SATURATION—CLASS A | | | | | |
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 36 ti | |
| 1 min | 17.20 | 14.90 | 12.70 | 11.70 | 10.60 | |
| 30 sec | 13.00 | 11.20 | 9.50 | 8.40 | 7.20 | |
| | CLASS B | | | | | |
| 1 min | 15.70 | 13.60 | 11.50 | 10.60 | 8.60 | |
| 30 sec | 11.80 | 10.20 | 8.60 | 7.60 | 6.60 | |

ADVERTISEMENT

The city of Williston and the county of Williams are the largest of each in northwestern North Dakota and in northeastern Montana. Williston is county seat and has more than double the population of any city in the area. KEYZ with its 5000 watts of country music power is the only AM radio in Williston and is joined by its sister station KYZZ-FM. Its half-million includes Divide, Burke, Williams, Mountrail and McKenzie counties in North Dakota and Richland, Sheridan, Roosevelt and Daniels counties in Montana, plus parts of 9 other counties in both states. Our area is rich in oil, and has bumper crops in wheat, barley, sunflowers, etc.

9/85 (SMD) (A)

KYYZ (FM)

1979
WILLISTON



Media Code 4 235 9374 8.00 Mid 012838-000
Charles L. Scofield
410 E. Sixth St., Box 2048, Williston, ND 58801. Phone 701-572-3911.

PROGRAMMING DESCRIPTION

KYYZ (FM): MUSIC: Contemporary-MOR/Rock. Contact Representative for further details. Rec'd 11/13/81.

- 1. PERSONNEL**
Owner—Charles L. Scofield.
General Manager—Robert H. Miller.
- 2. REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.

continued

NORTH DAKOTA

Williston—cont

KYYZ (FM)—cont

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz.
Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 873 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KEYZ.
Affiliated with ABC FM Radio Network.
Affiliated with Intermountain FM Network.

TIME RATES

Eff _____ Rec'd 7/26/84.

A—Mon thru Sat 6-9 am & 4-6 pm.
B—All other times.

7. PACKAGE PLANS

	SATURATION—CLASS A				
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	13.90	12.00	10.10	9.00	8.00
30 sec	10.49	9.00	7.60	6.90	6.40
	CLASS B				
1 min	12.80	10.90	9.20	8.20	7.10
30 sec	9.40	8.20	6.90	6.10	5.40

9/85

(SMD) (A)

Wishek

McIntosh County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

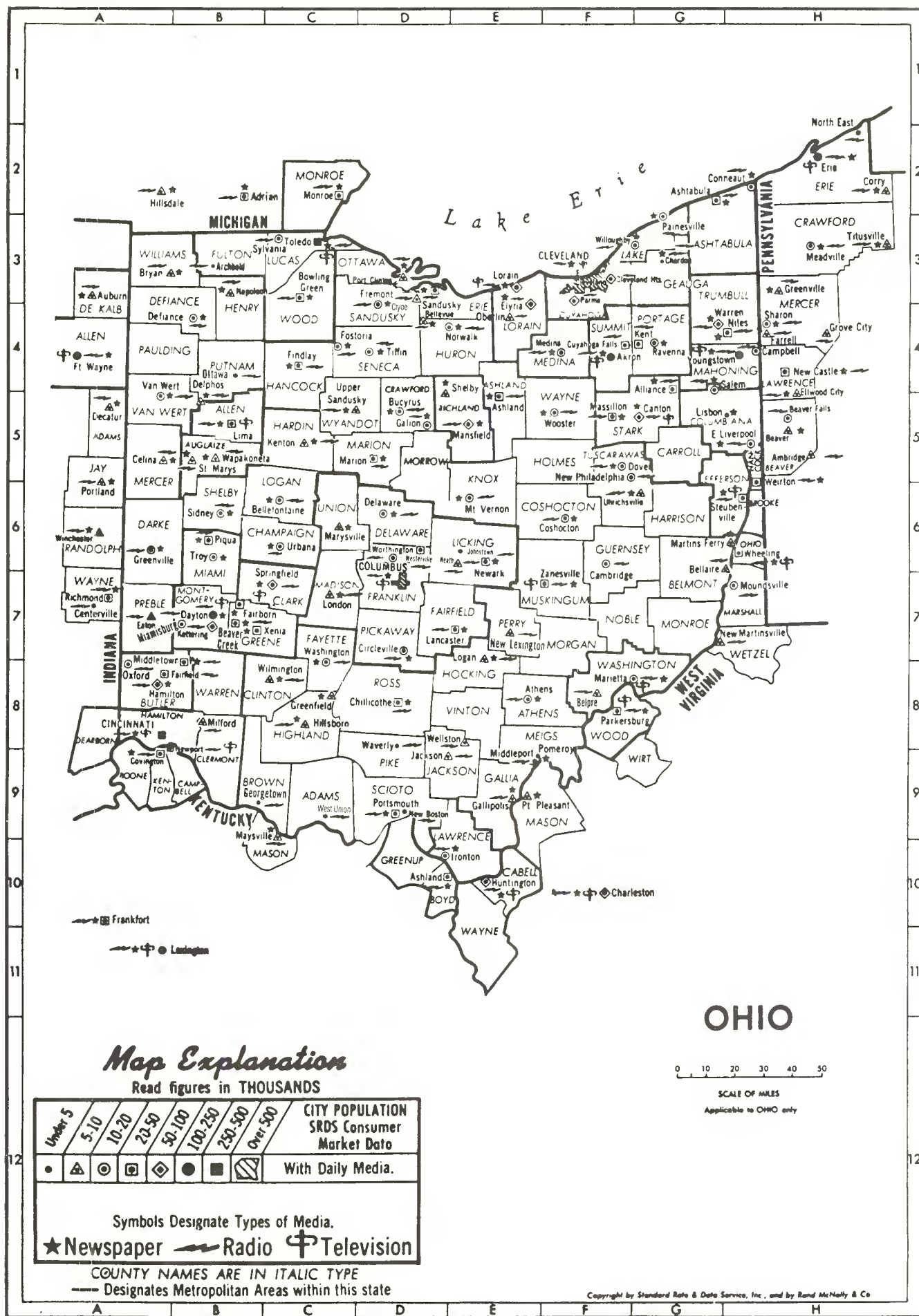
KWSK

1982
WISHEK

Mid 030666-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984								Passenger Cars			Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types				Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)					
				14999 to 19999	15000 to 24999	25000 to 49999	50000 and over		General Mdse. (\$000)	Apparel (\$000)	Food (\$000)	Drug (\$000)									
OHIO STATE TOTALS..	10,728.1	3,838.34	100,957,337	26,302	33.4	42.6	14.8	9.2	55,223,124	14,387	12,055,053	1,904,123	8,116,282	2,611,515	2,783,227	9,357,043	4,898,369	6,296.73	1,038.8	118.36	
ADAMS C-9	26.2	8.98	178,566	19,885	46.8	37.4	11.0	4.8	115,969	12,914	26,088	4,290	18,039	5,302	5,323	19,510	10,408	14.8721	
ALLEN B-5	111.5	39.25	901,880	22,978	46.8	42.0	8.3	2.8	536,877	13,678	118,816	19,121	80,987	25,008	25,967	90,677	47,875	65.84	10.9	.92	
Lima	44.2	16.43	302,304	18,400	206,330	12,558	46,792	7,774	32,578	9,345	9,218	34,645	18,576	22.90	8.8	.50	
Lima Metro Area	155.9	54.58	1,252,360	22,945	34.7	47.1	12.4	5.7	746,823	13,683	165,688	26,594	112,643	34,790	36,129	126,138	66,595	93.30	11.1	1.09	
ASHLAND E-4	46.7	16.25	386,229	23,768	32.3	48.2	12.9	6.6	226,835	13,959	49,924	7,975	33,862	10,631	11,158	38,362	20,184	28.38	.3	.19	
ASHTABULA G-3	105.4	36.59	886,930	24,240	31.9	46.7	14.9	6.5	517,860	14,153	113,545	18,043	76,751	24,372	25,764	87,657	46,013	62.55	3.1	1.13	
ATHENS E-8	54.9	17.94	324,248	18,074	50.5	37.8	8.1	3.6	223,590	12,463	50,818	8,466	35,447	10,100	9,913	37,523	20,148	27.38	1.6	.47	
AUGLAIZE B-5	44.5	15.34	350,481	22,848	32.3	50.7	11.9	5.1	209,946	13,686	46,452	7,473	31,656	9,782	10,162	35,461	18,720	27.5316	
BELMONT C-9	82.3	30.44	691,703	22,723	35.5	44.9	14.1	5.6	423,516	13,913	93,294	14,920	63,328	19,830	20,777	71,609	37,698	48.74	1.6	.28	
BROWN C-9	33.7	11.38	236,812	20,809	40.6	44.8	10.2	4.4	150,332	13,210	33,594	5,476	23,094	6,926	7,053	25,332	13,456	20.53	.4	.13	
BUTLER A-8	268.9	92.56	2,519,100	27,216	28.3	42.4	18.0	11.4	1,372,880	14,832	297,305	46,437	198,699	65,488	70,807	233,054	121,402	161.41	12.5	1.56	
Hamilton	60.2	22.89	492,880	21,533	305,365	13,341	68,053	11,054	46,672	14,113	14,451	51,490	27,305	33.21	4.6	.42	
Hamilton-Middletown Metro Area	268.9	92.56	2,519,100	27,216	28.3	42.4	18.0	11.4	1,372,880	14,832	297,305	46,437	198,699	65,488	70,807	233,054	121,402	161.41	12.5	1.56	
Middletown	41.9	16.37	384,063	23,461	224,782	13,731	49,695	7,986	33,842	10,482	10,907	37,974	20,037	25.42	4.2	.20	
CARROLL G-5	26.9	9.11	200,794	22,041	35.6	47.9	11.7	4.8	123,611	13,569	27,418	4,426	18,726	5,743	5,937	20,867	11,033	16.72	.1	.12	
CHAMPAIGN C-6	34.8	12.33	261,623	21,218	36.5	49.9	9.4	4.2	162,488	13,178	36,334	5,928	24,992	7,481	7,607	27,376	14,548	22.25	1.0	.25	
CLARK C-7	145.8	52.26	1,248,060	23,882	44.3	41.9	9.2	4.6	727,909	13,929	160,299	25,625	108,782	34,093	35,743	123,085	64,786	87.19	12.8	.85	
Springfield	67.9	25.56	527,135	20,623	330,920	12,947	74,383	12,218	51,395	15,144	15,231	55,684	29,689	36.12	11.6	.50	
Dayton-Springfield Metro Area	918.2	334.38	8,770,860	26,230	31.1	43.5	15.6	9.8	4,816,220	14,403	1,051,060	165,951	707,459	227,832	242,943	816,119	427,158	557.26	115.3	6.27	
CLERMONT B-9	138.9	45.65	1,242,100	27,209	24.3	47.7	19.1	8.9	687,059	15,051	148,225	23,028	98,716	32,906	35,814	116,733	60,667	87.44	1.0	.63	
CLINTON C-8	35.5	12.57	267,147	21,253	39.7	44.6	10.6	5.1	166,381	13,236	37,165	6,055	25,540	7,669	7,815	28,039	14,891	21.94	.7	.24	
COLUMBIANA G-5	114.4	40.68	965,381	23,731	33.4	45.6	15.0	5.9	572,118	14,064	125,653	20,014	85,065	26,876	28,321	96,803	50,867	68.93	1.4	.42	
COSHOCTON F-6	37.1	13.58	296,804	21,856	38.3	44.9	11.8	5.1	182,763	13,458	40,626	6,577	27,800	8,471	8,719	30,836	16,326	23.13	.4	.14	
CRAWFORD D-5	49.4	18.09	372,093	20,569	39.7	46.9	9.6	3.8	236,606	13,079	53,027	8,677	36,545	10,865	10,996	39,842	21,203	30.07	.3	.35	
CUYAHOGA F-4	1,388.7	526.44	15,519,500	29,480	23.9	40.9	18.1	17.2	7,819,270	14,853	1,692,650	264,234	1,130,850	373,139	403,721	1,327,480	691,341	734.65	316.0	22.27	
Cleveland	496.7	191.07	3,797,890	19,877	2,496,890	13,068	559,698	91,608	385,804	114,629	115,968	223,773	204,58	217.6	15.39	
Cleveland Metro Area Cleveland-Akron- Lorain Consolidated Area	1,808.2	664.82	19,860,100	29,873	27.8	39.9	17.9	14.4	9,992,840	15,031	2,156,510	335,179	1,436,640	478,431	520,434	1,697,680	882,475	994.25	329.1	24.68	
Cleveland Heights	53.5	19.99	639,784	32,005	307,862	15,401	66,023	10,170	43,726	14,837	16,314	52,378	27,122	28.84	13.3	.46	
Euclid	54.5	23.32	644,686	27,645	344,940	14,792	74,752	11,688	49,993	16,441	17,754	58,545	30,511	32.87	4.1	.30	
Lakewood	57.8	25.58	704,038	27,523	370,068	14,467	80,668	12,716	54,240	17,528	18,730	62,726	32,807	32.61	.1	.51	
Parma	88.1	32.06	1,053,400	32,857	516,588	16,113	109,555	16,601	71,788	25,187	28,205	88,111	45,318	53.59	3.1	.55	
DARKE A-6	57.5	19.89	439,006	22,072	36.0	48.5	10.0	5.5	266,153	13,381	59,262	9,615	40,612	12,313	12,630	44,888	23,790	35.46	.2	.40	
DEFIANCE B-4	40.8	13.69	345,255	25,220	29.3	48.7	14.8	7.2	195,759	14,299	42,806	6,777	28,865	9,240	9,817	33,156	17,376	25.01	.2	2.45	
DELAWARE D-6	58.0	19.25	549,300	28,535	25.3	45.7	17.6	11.4	288,311	14,977	62,274	9,691	41,520	13,791	14,978	48,971	25,470	36.83	1.4	.33	
ERIE E-4	80.3	28.22	698,219	24,742	31.4	46.8	14.3	7.5	399,552	14,158	87,597	13,918	59,207	18,806	19,884	67,632	35,500	48.98	5.9	1.04	
FAIRFIELD E-7	101.0	34.59	874,740	25,289	30.6	47.4	14.7	7.2	491,128	14,199	107,588	17,076	72,666	23,137	24,499	83,149	43,623	64.34	.3	.43	
FAYETTE C-7	28.0	9.95	182,045	18,296	47.4	42.7	6.9	3.1	123,092	12,371	28,037	4,684	19,592	5,546	5,417	20,646	11,101	16.87	.7	.14	
FRANKLIN D-7	874.0	327.67	8,870,960	27,073	37.8	42.1	12.8	7.3	4,723,330	14,415	1,030,560	162,664	693,522	223,491	238,410	800,419	418,884	509.00	131.7	6.54	
Columbus	558.2	215.94	4,988,240	23,100	2,951,110	13,666	653,273	105,167	445,381	137,424	142,626	498,404	263,188	308.15	121.1	4.56	
Columbus Metro Area	1,270.3	462.86	12,217,900	26,397	31.5	43.5	15.2	9.8	6,627,500	14,319	1,448,610	229,215	976,436	312,980	332,778	1,122,630	588,158	757.65	140.2	8.41	
FULTON B-3	39.2	13.14	322,401	24,536	30.6	48.0	14.2	7.2	185,881	14,146	40,763	6,479	27,558	8,747	9,243	31,462	16,517	24.83	1.80	
GALLIA E-9	31.7	10.95	215,378	19,669	44.9	42.2	9.1	3.8	140,572	12,838	31,673	5,219	21,929	6,415	6,419	23,641	12,624	19.02	1.0	.20	
GEAUGA G-3	77.8	24.14	849,483	35,190	18.0	42.4	21.2	18.4	387,176	16,039	82,205	12,478	53,926	18,855	21,075	66,021	33,980	48.31	1.0	.32	
GREENE B-7	129.6	43.41	1,251,050	28,819	25.6	42.2	19.2	12.9	656,534	15,124	141,457	21,936	94,096	31,487	34,346	111,579	57,943	82.13	8.8	1.01	
GUERNSEY F-6	43.5	15.74	314,823	20,001	43.1	44.1	9.1	3.7	202,595	12,871	45,612	7,508	31,559	9,254	9,275	34,078	18,188	25.22	.7	.17	
HAMILTON A-8	840.0	312.60	9,007,770	28,816	44.5	38.3	10.2	6.9	4,584,430	14,665	995,708	156,167	667,273	217,992	234,470	777,702	405,852	456.31	159.7	5.31	
Cincinnati	355.2	146.41	3,201,930	21,870	1,920,830	13,120	430,101	70,296	296,191	88,294	89,530	323,521	172,073	164.76	119.2</		

State, County, City, Metro Area Data

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Passen- ger Csra 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				—Total Retail Sales— Per Household (\$000)	—By Selected Store Types—											
				14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
MIAMI B-6	91.8	32.77	793,327	24,209	31.6	47.8	13.9	6.6	460,429	14,050	101,156	16,119	68,502	21,621	22,770	77,899	40,942	58.31	1.8	.39
MONROE G-7	17.8	6.17	131,245	21,271	39.9	42.6	13.3	4.2	83,704	13,566	18,566	2,997	12,680	3,889	4,020	14,130	7,471	10.8204
MONTGOMERY B-7	551.0	205.94	5,478,420	26,602	24.8	43.0	18.6	13.6	2,971,350	14,428	648,151	102,270	436,080	140,631	150,084	503,556	263,487	330.16	91.1	4.01
Dayton	180.9	69.40	1,261,160	18,172	867,587	12,501	197,007	32,784	137,310	39,233	38,588	145,631	78,151	87.27	65.3	1.55
Dayton-Springfield Metro Area	918.2	334.38	8,770,860	26,230	31.1	43.5	15.6	9.8	4,816,220	14,403	1,051,060	165,951	707,459	227,832	242,943	816,119	427,158	557.26	115.3	6.27
Kettering	57.7	23.31	709,974	30,458	351,690	15,088	75,828	11,770	50,472	16,854	18,363	59,761	31,047	39.60	.2	.39
MORGAN F-7	14.8	5.16	105,052	20,359	41.8	44.2	9.8	4.2	67,791	13,138	15,176	2,480	10,449	3,117	3,162	11,418	6,072	8.97	.6	.07
MORROW D-5	28.5	9.54	198,323	20,789	36.9	50.6	9.2	3.3	125,013	13,104	28,004	4,580	19,293	5,743	5,818	21,053	11,201	18.1511
MUSKINGUM F-7	84.6	30.18	679,495	22,515	38.3	43.6	12.3	5.8	408,914	13,549	90,737	14,654	61,993	18,991	19,616	69,021	36,502	49.71	3.6	.30
NOBLE F-7	11.5	4.07	86,880	21,346	39.2	44.1	12.1	4.5	54,793	13,463	12,178	1,971	8,333	2,540	2,615	9,245	4,894	7.2104
OTTAWA D-3	40.8	14.61	399,425	27,339	25.8	45.2	18.8	10.1	218,233	14,937	47,172	7,349	31,472	10,431	11,315	37,062	19,284	26.66	.3	1.42
PAULDING A-4	22.0	7.30	162,570	22,270	31.5	52.5	12.5	3.5	100,508	13,768	22,202	3,564	15,108	4,691	4,889	16,983	8,956	14.00	.2	.52
PERRY E-7	32.1	11.00	215,774	19,616	42.4	45.3	9.0	3.4	141,589	12,872	31,879	5,248	22,058	6,467	6,481	23,816	12,711	18.97	.1	.13
PICKAWAY D-7	44.9	14.71	319,870	21,745	36.2	48.6	10.7	4.6	196,539	13,361	43,781	7,107	30,014	9,088	9,314	33,144	17,571	27.21	.6	.19
PIKE D-9	24.0	8.19	165,372	20,192	45.7	39.5	9.9	4.8	105,240	12,850	23,708	3,905	16,412	4,804	4,809	17,700	9,450	13.98	.3	.12
PORTAGE G-4	138.9	45.67	1,179,570	25,828	28.8	47.4	15.2	8.6	658,907	14,428	143,727	22,678	96,699	31,186	33,283	111,666	58,429	83.90	3.7	.79
PREBLE A-7	39.0	13.53	294,710	21,782	35.3	48.5	11.7	4.6	183,307	13,548	40,676	6,569	27,791	8,513	8,793	30,940	16,363	25.70	.1	.10
PUTNAM B-4	33.4	10.32	256,000	24,806	29.7	49.3	13.9	7.1	146,275	14,174	32,062	5,093	21,667	6,887	7,284	24,761	12,995	19.74	1.21
RICHLAND E-5	130.3	46.51	1,157,040	24,877	41.5	43.1	10.0	5.4	659,847	14,187	144,588	22,957	97,681	31,076	32,888	111,707	58,615	78.85	9.3	.98
Mansfield	51.0	19.64	422,338	21,504	258,250	13,149	57,793	9,439	39,780	11,879	12,059	43,502	23,130	28.20	7.8	.55
Mansfield Metro Area	130.3	46.51	1,157,040	24,877	31.5	46.5	14.8	7.1	659,847	14,187	144,588	22,957	97,681	31,076	32,888	111,707	58,615	78.85	9.3	.98
ROSS D-8	65.3	22.37	510,147	22,805	36.0	45.6	12.0	6.3	305,135	13,640	67,581	10,887	46,096	14,201	14,723	51,527	27,218	39.78	3.4	.29
SANDUSKY D-4	63.6	21.86	561,659	25,693	28.2	47.9	16.6	7.2	318,038	14,549	69,219	10,888	46,476	15,089	16,169	53,926	28,178	38.53	1.3	3.28
SCIOTO D-9	86.6	30.57	575,271	18,818	48.8	38.8	8.7	3.7	385,485	12,610	87,308	14,481	60,719	17,485	17,298	64,747	34,688	48.25	2.4	.43
SENECA D-4	61.7	20.94	485,457	23,183	31.7	49.9	13.3	5.1	291,604	13,926	64,220	10,267	43,584	13,657	14,316	49,308	25,954	36.47	1.2	1.40
SHELBY B-6	45.1	14.98	344,900	23,024	32.6	51.1	11.5	4.9	204,973	13,683	45,359	7,299	30,915	9,549	9,917	34,620	18,278	27.45	.5	.19
STARK F-5	377.3	134.80	3,615,770	26,823	28.3	44.9	17.5	9.3	1,982,380	14,706	430,248	67,411	288,138	94,336	101,598	336,346	175,448	227.43	24.0	3.37
Canton	86.1	33.53	691,997	20,638	440,316	13,132	98,572	16,106	67,869	20,245	20,538	74,165	39,441	45.86	13.0	1.11
Canton Metro Area	404.3	143.91	3,816,560	26,520	28.8	45.1	17.1	9.0	2,105,990	14,634	457,666	71,837	306,864	100,080	107,536	357,213	186,480	244.08	24.2	3.50
SUMMIT F-4	507.4	185.28	5,189,030	28,006	29.3	41.7	17.2	11.8	2,728,020	14,724	591,893	92,697	396,278	129,863	139,938	462,891	241,410	304.16	55.0	2.64
Akron	219.0	84.42	1,893,190	22,426	1,131,110	13,399	251,772	40,830	172,488	52,346	53,732	190,780	101,092	117.34	48.7	1.42
Akron Metro Area	646.2	230.94	6,368,600	27,577	29.2	42.8	16.8	11.1	3,886,920	14,666	735,620	115,375	492,977	161,049	173,221	574,556	299,839	387.66	59.1	3.43
Cuyahoga Falls	41.4	16.04	438,484	27,337	240,996	15,025	52,010	8,084	34,649	11,538	12,550	40,943	21,283	26.32	.1	.15
TRUMBULL G-3	242.9	85.31	2,369,120	27,771	27.5	44.0	17.8	10.7	1,266,530	14,846	274,204	42,813	183,216	60,431	65,369	215,012	111,986	148.26	14.7	1.38
Warren	53.1	19.90	481,332	24,188	278,924	14,016	61,314	9,778	41,542	13,090	13,770	47,184	24,808	29.89	8.7	.36
Youngstown-Warren Metro Area	517.0	183.26	4,694,670	25,618	31.0	44.7	15.5	8.8	2,636,260	14,385	575,511	90,908	387,486	124,664	132,852	446,686	233,844	306.22	54.2	6.57
TUSCARAWAS F-5	86.7	31.55	730,290	23,147	34.2	47.1	13.2	5.5	437,008	13,851	96,378	15,438	65,490	20,435	21,364	73,870	38,917	53.65	.7	.26
UNION C-6	32.4	11.13	272,336	24,469	30.4	47.7	13.6	8.3	158,015	14,197	34,616	5,494	23,380	7,444	7,882	26,752	14,035	20.91	.6	.14
VAN WERT A-5	30.3	10.97	246,462	22,467	32.4	51.1	12.0	4.5	150,486	13,718	33,276	5,349	22,665	7,016	7,297	25,422	13,415	19.70	.1	.37
VINTON E-8	12.3	4.21	72,038	17,111	50.8	40.5	6.5	2.3	51,452	12,221	11,765	1,975	8,248	2,308	2,234	8,622	4,64707
WARREN B-8	103.0	33.16	915,177	27,599	24.4	47.3	19.0	9.3	498,168	15,023	107,524	16,716	71,641	23,847	25,934	84,631	43,996	65.33	1.8	.39
WASHINGTON F-8	66.2	23.27	563,644	24,222	42.6	42.5	9.3	5.5	326,112	14,014	71,693	11,434	48,577	15,303	16,096	55,166	29,006	40.80	.8	.27
Marietta	16.2	6.06	126,676	20,904	79,074	13,049	17,729	2,903	12,224	3,629	3,670	13,314	7,087	8.63	.2	.09
Parkersburg-Marietta Metro Area	159.7	57.32	1,424,110	24,845	33.1	44.7	14.7	7.4	810,199	14,135	177,703	28,252	120,156	38,117	40,268	137,129	71,997	95.34	1.6	.68
WAYNE F-5	102.1	34.16	902,405	26,417	28.3	47.3	15.8	8.6	495,086	14,493	107,864	16,991	72,492	23,463	25,095	83,926	43,882	60.51	1.3	.50
WILLIAMS A-3	37.0	13.26	294,668	22,222	34.5	50.1	10.7	4.7	179,370	13,527	39,821	6,435	27,218	8,326	8,591	30,273	16,015	23.4169
WOOD C-4	113.2	37.92	984,084	25,952	30.5	44.9	15.7	9.0	546,343	14,408	119,216	18,820	80,235	25,848	27,568	92,581	48,454	68.20	1.4	2.46
WYANDOT C-5	22.9	8.02	166,438	20,753	38.2	46.7	9.5	3.5	105,078	13,102	23,536	3,848	16,213	4,828	4,892	17,697	9,414	14.7717

OHIO

OHIO

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

AGRI BROADCASTING NETWORK (ABN)



Comprised of Interconnected Stations

WHFD (FM)—Archbold	WLOH—Lancaster
WNCO—Ashland	WCKX (FM)—London
WNCO-FM—Ashland	WCLW/WCLW-FM—Mansfield
WOHP—Bellefontaine	WBRJ—Marietta
WTOO-FM—Bellefontaine	WMRN—Marion
WTOO-FM—Bellefontaine	WMRN-FM—Marion
WTOO-FM—Bellefontaine	WMVO—Mount Vernon
WTOO-FM—Bellefontaine	WNDH (FM)—Napoleon
WTOO-FM—Bellefontaine	WCLT—Newark
WTOO-FM—Bellefontaine	WLKR—Norwalk
WTOO-FM—Bellefontaine	WLN-FM—Logan
WTOO-FM—Bellefontaine	WCLW—Mansfield
WTOO-FM—Bellefontaine	WOLB—Oberlin
WTOO-FM—Bellefontaine	WPNM (FM)—Ottawa
WTOO-FM—Bellefontaine	WPTW—Piqua
WTOO-FM—Bellefontaine	WPTW-FM—Piqua
WTOO-FM—Bellefontaine	WOSE (FM)—Port Clinton
WTOO-FM—Bellefontaine	WOXK (FM)—Salem
WTOO-FM—Bellefontaine	WSOM—Salem
WTOO-FM—Bellefontaine	WMVR—Sidney
WTOO-FM—Bellefontaine	WMVR-FM—Sidney
WTOO-FM—Bellefontaine	WBLY—Springfield
WTOO-FM—Bellefontaine	WTTT/WTTT-FM—Tiffin
WTOO-FM—Bellefontaine	WYAN (FM)—Upper Sandusky
WTOO-FM—Bellefontaine	WCOM (FM)—Urbana
WTOO-FM—Bellefontaine	WERT/WERT-FM—Van Wert
WTOO-FM—Bellefontaine	WAXC (FM)—Wapakoneta
WTOO-FM—Bellefontaine	WOFR—Washington Ct. House
WTOO-FM—Bellefontaine	WCHO-FM—Washington Ct. House
WTOO-FM—Bellefontaine	WWVA—Wheeling, WV
WTOO-FM—Bellefontaine	WOKT (FM)—Wooster
WTOO-FM—Bellefontaine	WWST—Wooster
WTOO-FM—Bellefontaine	WBZL—Xenia
WTOO-FM—Bellefontaine	WBZL-FM—Xenia

Media Code 4 236 0015 4.00 Mid 012639-000
Business Office: 1515 W. Lane Ave., Columbus, OH 43221. Phone 614-486-9577.

PROGRAMMING DESCRIPTION

AGRI BROADCAST NETWORK (ABN): A Farm program network: Daily livestock & grain market reports; agricultural information & interviews. Market programs M-F 5:25 am-5:25 pm; market updates M-F 8x daily; agri weather, news & market strategy daily. Farm show & weather Sat 5:49-7:10 am. Contact Representative for further details. Rec'd 5/18/83.

1. PERSONNEL

Owner & Farm Dir.—Ed Johnson.
National Sales Manager—Jack Farmakis.
Vice-President—Todd Dysle.
Associate Farm Director—Mark Davis.

2. REPRESENTATIVES

J. L. Farmakis, Inc.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 8/22/84.

6. SPOT ANNOUNCEMENTS

ENTIRE NETWORK: 1 min
Morning, per spot, per station 20.35
Afternoon, per spot, per station 21.35
30 sec. 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00

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Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

OHIO STATE GROUP

Comprised of Non-Interconnected Stations

WNCO—Ashland	WCLT—Newark
WOHP—Bellefontaine	WCLT-FM—Newark
WTOO/WBNO-FM—Bryan	WPNO (FM)—New Philadelphia
WBUC—Bucyrus	WLKR/WLKR-FM—Norwalk
WILE—Cambridge	WPNN (FM)—Ottawa
WKKI (FM)—Celina	WOXY-FM—Oxford
WDOH (FM)—Delphos	WIOI—Portsmouth
WCONW—Fairfield	WBTC—Uhrichsville
WIRO—Ironton	WYAN (FM)—Upper Sandusky
WITO (FM)—Ironton	WERT/WERT-FM—Van Wert
WLMJ—Jackson	WAXC (FM)—Wapakoneta
WZZT (FM)—Johnstown	WRRO—Warren
WKNK—Kent	WXIC—Waverly
WNIR (FM)—Kent	WOLB—Oberlin
WKTN (FM)—Kenton	WPNM (FM)—Ottawa
WLN-FM—Logan	WPTW—Piqua
WCLW—Mansfield	WPTW-FM—Piqua
WCLW-FM—Mansfield	WOSE (FM)—Port Clinton
WBRJ—Marietta	WOXK (FM)—Salem
WBYO (FM)—Marietta	WSOM—Salem
WTIG—Massillon	WMVR—Sidney
	WMVR-FM—Sidney
	WBLY—Springfield
	WTTT/WTTT-FM—Tiffin
	WYAN (FM)—Upper Sandusky
	WCOM (FM)—Urbana
	WERT/WERT-FM—Van Wert
	WAXC (FM)—Wapakoneta
	WOFR—Washington Ct. House
	WCHO-FM—Washington Ct. House
	WWVA—Wheeling, WV
	WOKT (FM)—Wooster
	WWST—Wooster
	WBZL—Xenia
	WBZL-FM—Xenia

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station line-up.

For more information about the media listed

in this edition, read the Service-Ads!

In Service-Ad copy the various media communicate with you in their own words. For your convenience, there's an Index to Service-Ads at the back of this book.

OHIO RADIO NETWORK

ORR REGIONAL REPS

Comprised of

Non-Interconnected Stations	WLMJ—Jackson
WCUE—Akron	WHOK (FM)—Lancaster
WFAH—Alliance	WLOH—Lancaster
WNCO—Ashland	WCKX (FM)—London
WNCO-FM—Ashland	WMAN—Mansfield
WFUN—Ashland	WBRJ—Marietta
WREO-FM—Ashland	WBYO (FM)—Marietta
WATH—Athens	WMOA—Marietta
WXTD (FM)—Athens	WDIF (FM)—Marion
WOMP—Bellaire	WTIG—Massillon
WOMP-FM—Bellaire	WMPO—Middleport
WOHP—Bellefontaine	WMPO-FM—Middleport
WTOO-FM—Bellefontaine	WMVO—Mount Vernon
WTOO/WBNO-FM—Bryan	WMVO-FM—Mount Vernon
WBUC—Bucyrus	WIND (FM)—Napoleon
WBCO—Bucyrus	WCLT—Newark
WDJO (FM)—Canton	WCLT-FM—Newark
WKKI (FM)—Celina	WNPO (FM)—New Philadelphia
WBEX—Chillicothe	WLKR—Norwalk
WKJ (FM)—Chillicothe	WLKR-FM—Norwalk
WKKX-FM—Cincinnati	WPNN (FM)—Ottawa
WSAI—Cincinnati	WOLS—Painesville
WNRE/WNRE-FM—Circleville	WPTW—Piqua
WJW—Cleveland	WPTW-FM—Piqua
WLT (FM)—Cleveland	WCOSE (FM)—Port Clinton
WMEK (FM)—Clyde	WNXT—Portsmouth
WBYY (FM)—Columbus	WNXT-FM—Portsmouth
WWOW—Coneaut	WCPZ (FM)—Sandusky
WTNS/WTNS-FM—Coshocton	WLEC—Sandusky
WAVI—Dayton	WMVR—Sidney
WDAO (FM)—Dayton	WMVR-FM—Sidney
WONW—Defiance	WAZU (FM)—Springfield
WDLR—Delaware	WBLV—Springfield
WJER—Dover	WLIT—Steubenville
WELA (FM)—East Liverpool	WOL—Toledo
WOH—East Liverpool	WBTC—Uhrichsville
WBEA (FM)—Lorain/Elyria	WYAN (FM)—Upper Sandusky
WEOL—Lorain/Elyria	WERT/WERT-FM—Van Wert
WFIN—Findlay	WAXC (FM)—Wapakoneta
WHMO (FM)—Findlay	WRRO—Warren
WFOB—Fostoria	WXIC—Waverly
WFOB-FM—Fostoria	WOLB—Oberlin
WFRO—Fremont	WPNM (FM)—Ottawa
WFRO-FM—Fremont	WPTW—Piqua
WJER—Gallipolis	WPTW-FM—Piqua
WYPC (FM)—Gallipolis	WOSE (FM)—Port Clinton
WDRK (FM)—Greenville	WOXK (FM)—Salem
WSRW/WSRW-FM—Hillsboro	WSOM—Salem
WIRO—Ironton	WMVR—Sidney
WITO (FM)—Ironton	WMVR-FM—Sidney
WJCO (FM)—Jackson	WBLY—Springfield
	WTTT/WTTT-FM—Tiffin
	WYAN (FM)—Upper Sandusky
	WCOM (FM)—Urbana
	WERT/WERT-FM—Van Wert
	WAXC (FM)—Wapakoneta
	WOFR—Washington Ct. House
	WCHO-FM—Washington Ct. House
	WWVA—Wheeling, WV
	WOKT (FM)—Wooster
	WWST—Wooster
	WBZL—Xenia
	WBZL-FM—Xenia

Media Code 4 236 0060 0.00

Mid 012841-000

Business Office: One Playhouse Square, Cleveland, OH 44115. Phone 216-781-0035.

1. PERSONNEL

Regional Manager—Alex D. Kelemen.
Director, Media Services—Michelle A. Garvey.

2. REPRESENTATIVES

Regional Reps Corp.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40b, 45, 46.
Cancellation: 70a, 70c, 73a.

TIME RATES

Eff—Rec'd 8/3/83.

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's line-up.

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Akron

(including Cuyahoga Falls, Kent)

Akron, Summit County—Map Location F-4
Kent, Portage County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAEZ (FM)

1947
AKRON



M'GAVREN GUILD RADIO



A Group One Station



Media Code 4 326 0090 7.00

Mid 012843-000

Summit Radio Corp.
853 Copley Rd., Akron, OH 44320. Phone 216-535-7831.
Mailing Address: Box 1590, Akron, OH 44309.

PROGRAMMING DESCRIPTION
WAEZ (FM): MUSIC: Shulke format. NEWS: at :60 & :30 6-9 am; at :60, weather at :30 all other times. Contact Representative for further details. Rec'd 11/3/81.

1. PERSONNEL

President—Al Grosby.
Vice-Pres. & Gen'l Mgr.—Fred Anthony.
Sales Manager—Nick Barry.

2. REPRESENTATIVES

McGavren Guild Radio.
McDermott Broadcast Sales Ltd.

3. FACILITIES

ERP 12,500 w. (horiz.) 12,500 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 6a, 7b 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 45, 46.
Comb. Cont. Discounts: 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WAKR.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WAKR

1940
AKRON



M'GAVREN GUILD RADIO



A Group One Station



Media Code 4 236 0120 2.00

Mid 012844-000

Summit Radio Corp., Radio-Television Center
Box 1590, Akron, OH 44309. Phone 216-535-7831.

PROGRAMMING DESCRIPTION
WAKR: MUSIC: adult contemporary. Personalities 6 am-12M. NEWS: expanded blocks 5-6:15, 6:55-7:15, 7:45-8:15 am, noon-12:30 pm & 5-6 pm; all other news at :60 & :30. AMD/PMD traffic reports. SPORTS: updates at :50, shows at 5:10, 5:40, 6:10, 7:10, 8:10 am, 12:20, 5:35 pm; play-by-play high school football & basketball, college football & basketball; pro football & major league baseball, world series of golf, bowling tournament, soap box derby. TALK: personality 12M-5 am. Contact Representative for further details. Rec'd 10/25/82.

1. PERSONNEL

President—Al Grosby.
Vice-Pres. & Gen'l Mgr.—Fred Anthony.
General Sales Manager—Nick Barry.

2. REPRESENTATIVES

McGavren Guild Radio.
Canada—McDermott Broadcast Sales Ltd.

3. FACILITIES

5,000 w. 1590 khz. Directional night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 6a, 7b, 8.
 Rate Protection: 10i, 11i, 12i, 13i, 14i, 15a, 15c, 23b, 24c, 25a, 28b, 28c, 30.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b.
 Contracts: 40a, 41, 45, 46.
 Comb.: Cont. Discounts: 62d.
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WAEZ (FM).
 Affiliated with MBS.
 Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withheld by station.

WCUE

1950
 CUYAHOGA FALLS



Media Code 4 236 0180 6.00 Mid 012845-000
 Sackett Broadcasting Co., Inc., dba WCUE Radio
 424 Sackett Ave., Akron, OH 44313. Phone 216-923-9761.

PROGRAMMING DESCRIPTION

WCUE: Primary audience 35+. MUSIC: Contemporary/Pop adult format featuring music from 40's-80's. NEWS: local; local public affairs. Contact Representative for further details. Rec'd 11/16/84.

1. PERSONNEL
 President—Thomas Merryweather.
 General Manager—George Cohn.
 Chief Engineer—Henry Niederkofler.

2. REPRESENTATIVES
 Regional Reps Corp.

3. FACILITIES
 1,000 w., days, 500 w. nights; 1150 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
 Rate Protection: 11b, 12b, 13b, 15a, 15b, 15c, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 25a, 26, 27, 28b, 30, 32b, 33b.
 Contracts: 40a, 40c, 41, 42c, 43, 46, 47e, 48, 49, 51a, 51b, 51c.
 Affiliated with RKO Radio Networks.
 Member: Ohio Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.
 12/85

WDBN (FM)

1960
 MEDINA



(This is a paid duplicate of the listing under Medina, Ohio.)
 Media Code 4 236 6480 4.00 Mid 012998-000
 WDBN, Inc.
 4986 Gateway Dr., Medina, OH 44256. Phone 216-225-9300.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Robert McBride Miller.
 Sales Manager—Roger C. Mackall.

3. FACILITIES
 ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 on time only.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 20 Eff 12/1/84—Rec'd 11/30/84.

A—Guaranteed scheduling within any daypart or combination.
 B—1/4 6-10 am, 1/4 10 am-3 pm, 1/4 3-7 pm & 1/4 7 pm-midnight.
 C—1/2 6 am-7 pm, 1/2 7 pm-1 am.
 D—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	A	B	A	B
Ea	35	33	29	26
PER YR:				
50 x	33	30	27	24
150 x	32	29	26	23
250 x	31	28	25	22
500 x	30	27	24	21
900 x	29	26	23	20
1200 x	28	25	22	19

(SMD) (D-2)

WHLO

1944
 AKRON



Media Code 4 236 0240 8.00 Mid 012846-000
 Radio Akron, Inc.
 2650 W. Market St., Akron, OH 44313. Phone 216-867-1650.

PROGRAMMING DESCRIPTION

WHLO: Target audience 18+. MUSIC: Contemporary Christian. Rec'd 12/21/84.

1. PERSONNEL
 General Manager—Barbara McCaffrey.
 Local Sales Manager—Sharon Bear.
 Program Director—Frank Wagel.

3. FACILITIES
 1,000 w.; 640 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
 Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.
 Member: Ohio Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WKDD (FM)

1960
 AKRON



Contemporary Hit Music

Media Code 4 236 0255 6.00 Mid 012847-000
 O. B. C. Broadcasting, Inc.
 Fairway Center, 1867 W. Market St., Akron, OH 44313.
 Phone 216-836-4700.

PROGRAMMING DESCRIPTION

WKDD (FM): Programmed to 18-34 adults. MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 12/17/81.

1. PERSONNEL
 President—Richard M. Lumenello.
 Vice-President/Sales—Harvey Simms.
 Vice-President/Operations—Nick Anthony.

2. REPRESENTATIVES
 Katz Radio.

3. FACILITIES
 ERP 50,000 w. (horiz.); 50,000 w. (vert.); 96.5 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
 Contracts: 42a, 43, 45, 46, 51b.
 Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 62b.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 82.
 AM facilities: WSLR.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WKNT

1966
 KENT



Media Code 4 236 0270 5.00 Mid 012848-000
 Media-Com, Inc.
 Box 629, 2449 State Rt. 59, Kent, OH 44240. Phone 216-673-2323.

2. REPRESENTATIVES
 Shelly Katz Radio Sales, Inc.
 Rates have been temporarily withdrawn by station.

WNIR (FM)

1961
 KENT



Media Code 4 236 0285 3.00 Mid 012849-000
 Media-Com, Inc.
 Box 629, 2449 State Rt. 59, Kent, OH 44240. Phone 216-673-2323.

2. REPRESENTATIVES
 Shelly Katz Radio Sales, Inc.
 Rates have been temporarily withdrawn by station.

WSLR
 1925
 AKRON



Media Code 4 236 0300 0.00 Mid 012850-000
 O. B. C. Broadcasting, Inc.
 Fairway Center, 1867 W. Market St., Akron, OH 44313.
 Phone 216-836-4700.
 Cleveland office.
 3101 Euclid Ave., Cleveland, OH 44115. Phone 216-431-7494.

PROGRAMMING DESCRIPTION

WSLR: Programmed for adults. MUSIC: Country. NEWS: at :60 & :30; 6 person local news staff. FEATURES: Agri-Business report 5-6 am M-F. SPORTS: Ohio State football, Indy 500, high school. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
 President—Richard M. Lumenello.
 Vice-President/Sales—Harvey Simms.
 Vice-President/Operations—Nick Anthony.

2. REPRESENTATIVES
 Katz Radio.

3. FACILITIES
 5,000 w.; 1350 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0 on time only

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
 Contracts: 42a, 43, 45, 46, 51b.
 Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 62b.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 82.
 FM facilities: WKDD (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

Alliance

Stark County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

WDJQ (FM)

1947
 ALLIANCE



Media Code 4 236 0330 7.00 Mid 012851-000
 D. A. Peterson, Inc.
 393 Smyth Ave., N.E., Box 2356, Alliance, OH 44601.
 Phone 216-821-1111. Canton Phone, 216-454-1310.

PROGRAMMING DESCRIPTION

WDJQ (FM): Programmed 18-49. MUSIC: Adult Contemporary, mass-appeal; max music flow, minimum talk. NEWS: 3-min news/sports capsules every 30 min during drive; weather hly. FEATURES: American Top 40 w/ personality. Contact Representative for further details. Rec'd 11/5/81.

1. PERSONNEL
 President—Donald A. Peterson.
 General Manager—Dick Elliott.
 Program Director—Jerry Vincent.

2. REPRESENTATIVES
 Hillier, Newmark, Wechsler & Howard.
 Regional Reps Corp.

3. FACILITIES
 ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.5 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
 15/0; payable 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 12b, 13b, 16.
 Basic Rates: 20a, 22a, 25a, 28a, 31, 32b, 33d.
 Contracts: 40a, 44a, 45, 46.
 Comb.: Cont. Discounts: 60a, 60k, 61b.
 Cancellation: 70c, 71a, 72.
 AM facilities: WFAH.
 Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff— Rec'd 8/21/84.

6. SPOT ANNOUNCEMENTS
 MON THRU SAT 6 AM-7 PM

1 min	6 ti	12 ti	18 ti	24 ti
35	33	31	29	

7. PACKAGE PLANS
 TAP—MON THRU SUN 6 AM-MIDNIGHT

Ea	6 ti	12 ti	18 ti	24 ti
30	29	28	27	

10. SPECIAL FEATURES
 American Top 40—Sat 10 am-2 pm, 1-min 30.00.

(SMD)(D)

WFAH

1953
 ALLIANCE

Mid 012852-000
 See SRDS Spot Radio Small Markets Edition.

Archbold

Fulton County—Map Location B-3
 See SRDS Consumer market map and data at beginning of the state.

WHFD (FM)

1968
 ARCHBOLD

Mid 012853-000

See SRDS Spot Radio Small Markets Edition.

Ashland

Ashland County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

WNCO

1949
 ASHLAND



Media Code 4 236 0420 6.00 Mid 012854-000
 Ashland Broadcasting Corp.
 Mansfield Rd., Box 311, Ashland, OH 44805. Phone 419-289-2605.

PROGRAMMING DESCRIPTION

WNCO: Programmed for reg'l audience. MUSIC: Stardust nostalgia format featuring big bands & select Adult Pop artists from 40's-70's & current. Contact Representative for further details. Rec'd 12/28/82.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Walter Stampfli.
 Sales Manager—Martin Larsen.

2. REPRESENTATIVES
 Regional Reps Corp.

3. FACILITIES
 1,000 w.; 1340 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with MBS.
 Affiliated with Satellite Music Network.
 Member: Agri Broadcasting Network (ABN), Ohio Radio Network.

TIME RATES

No. 8 Eff 8/1/79—Rec'd 6/18/84.
 AA—6-10 am & 3-7 pm.
 A—10 am-3 pm.
 B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	12.00	10.00	11.00	9.00	9.00	7.00
12 ti	11.00	9.00	10.00	8.00	8.00	6.00
18 ti	10.00	8.00	9.00	7.00	7.00	5.50
24 ti	9.25	7.25	8.25	6.25	6.25	5.25
36 ti	8.75	6.75	7.75	5.75
48 ti	8.25	6.25	7.25	5.25

7. PACKAGE PLANS

	ANNUAL CONTRACT—1/2AA, 1/2A			
	260x	520x	780x	1040x
1 min	7.50	7.25	6.75	6.50
30 sec	6.50	6.25	5.75	5.50

12/85

(SMD)

WNCO-FM

1947
 ASHLAND



Media Code 4 236 0421 4.00 Mid 012855-000
 Ashland Broadcasting Corp.
 Mansfield Rd., Box 311, Ashland, OH 44805. Phone 419-289-2605.

PROGRAMMING DESCRIPTION

WNCO-FM: Programmed for reg'l audience of adults & young adults. MUSIC: Top 100 Country; AIR PERSONALITIES handle all segments. NEWS: local, reg'l, nat'l. FEATURES: club calendar, swap shop, reg'l & local markets, weather, agriculture & sports news. Contact Representative for further details. Rec'd 6/10/82.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Walter Stampfli.
 Sales Manager—Martin Larsen.

2. REPRESENTATIVES
 Regional Reps Corp.

3. FACILITIES
 ERP 50,000 w.; 101.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

No. 12 Eff 1/1/82—Rec'd 6/10/82.
 AA—6-10 am & 3-7 pm.
 A—10 am-3 pm.
 B—7 pm-midnight.
 C—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	25	20	12	8	20	18
12 ti	23	18	10	7	18	16
18 ti	20	16	9	6	16	14
24 ti	18	14	8	5	14	12
52 ti	16	12	12	11
156 ti	14					

OHIO

Ashland—cont

WNCO-FM—cont

7. PACKAGE PLANS

PER YR:	260x	520x	780x	1040x
1 min	13.00	12.50	11.50	11.00
30 sec	10.00	9.50	9.00	8.50
10/15 sec:	60% of 1-min.			

(SMD) (D)

Ashtabula

Ashtabula County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WFUN

1937
ASHTABULA
NRBA

Media Code 4 236 0421 4.00 Mid 012857-000
Radio Enterprises of Ohio, Inc.
3226 Jefferson Rd., Box 738, Ashtabula, OH 44004.
Phone 216-993-2126.

PROGRAMMING DESCRIPTION
WFUN: MUSIC: Adult Contemporary. NEWS: emphasis local & reg'l; UPI. FARM: 15-min report. SPORTS: pro & college football, area high school football & basketball. FEATURES: 2-way talk show, swap shop. Contact Representative for further details. Rec'd 10/14/83.

- PERSONNEL**
General Manager—Christopher M. Johnson.
General Sales Manager—Jim Damiani.
Program Director—Bruce Scott.
- REPRESENTATIVES**
Regional Reps Corp
- FACILITIES**
5,000 w. days, 1,000 w. nights; 970 khz. Directional—separate patterns day & night.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WREO-FM.

TIME RATES
No. 10 Eff 4/30/84—Rec'd 4/2/84.

	1 min			
	4 tl	8 ti	16 ti	32 ti
1 wk	18.25	17.65	17.05	16.50
13 wk	17.65	17.05	16.50	15.85
26 wk	17.05	16.50	15.85	15.30
52 wk	16.50	15.85	15.30	14.70

	30 sec			
	4 tl	8 ti	16 ti	32 ti
1 wk	14.60	14.10	13.65	13.20
13 wk	14.10	13.65	13.20	12.70
26 wk	13.65	13.20	12.70	12.25
52 wk	13.20	12.70	12.25	11.75

(SMD)

WREO-FM

1949
ASHTABULA
NRBA

"Easy Listening"

NRBA

Media Code 4 236 0555 9.00 Mid 012858-000
Radio Enterprises of Ohio
3226 Jefferson Rd., Box 738, Ashtabula, OH 44004.
Phone 216-993-2126.

PROGRAMMING DESCRIPTION
WREO-FM: Programmed for adults. Contact Representative for further details. Rec'd 3/23/83.

- PERSONNEL**
General Manager—Christopher M. Johnson.
General Sales Manager—Jim Damiani.
Program Director—Bruce Scott.
- REPRESENTATIVES**
Regional Reps Corp
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WFUN.

TIME RATES
No. 10 Eff 4/30/84—Rec'd 4/2/84.

	*Per wk			*Per day			
	3 tl	7 ti	14 ti	21 ti	1 ti	2 ti	3 ti
1 wk	18.85	18.25	17.65	17.05
13 wk	18.25	17.65	17.05	16.50	16.50	15.85	15.30
26 wk	17.65	17.05	16.50	15.85	15.85	15.30	14.70
52 wk	16.50	16.50	15.85	15.30	15.30	14.70	14.10

(*) Consecutive.
(SMD)

Athens

Athens County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WATH

1950
ATHENS



Media Code 4 236 0600 3.00 Mid 012859-000
WATH, Inc.
300 N. Columbus Rd., Box C, Athens, OH 45701. Phone 614-593-6651.

PROGRAMMING DESCRIPTION
WATH: Programmed for adult interest 30+. MUSIC: general MOR, mix of easy current tunes, standards, instrumentals & C & W; C & W program Sat 7:30-11 am, big bands M-F 10:30-11 & 1-3 pm. NEWS: nat'l, state & local 10-min at :60, 3 man staff, network, live weather, tape. TALK: gardening/housewife show 9-10 am M-F. FARM: 6:50 am & 12:50 pm M-F, network. SPORTS: M-F 7:10 am & 12:20 pm, local U baseball & football. AIR PERSONALITIES handle all segments; audience participation, syndicated shows, music, guest appearances. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 8/26/82.

- PERSONNEL**
President—Fred A. Palmer.
Vice-Pres. & Gen'l Mgr—David W. Palmer.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w.; 970 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WXTQ (FM).
Affiliated with NBC Radio Network.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/84—Rec'd 12/16/84.

	CLASS AA				
	1x	100x	250x	500x	1000x
1 min	17.45	16.60	15.85	15.05	14.30
30 sec	13.10	12.55	11.90	11.35	10.75
10 sec	9.95	9.45	9.05	8.55	8.10

	CLASS A				
	1x	100x	250x	500x	1000x
1 min	14.00	13.35	12.70	12.05	11.40
30 sec	10.45	9.95	9.55	9.15	8.55
10 sec	8.00	7.50	7.15	6.85	6.50

12/85 (SMD)

WXTQ (FM)

1964
ATHENS



Media Code 4 236 0615 1.00 Mid 012860-000
WATH, Inc.
300 N. Columbus Rd., Box C, Athens, OH 45701. Phone 614-592-1055.

PROGRAMMING DESCRIPTION
WXTQ: Programmed for young adults, 18-34. MUSIC: Contemporary, 40% current, 60% oldies; album cuts PM; musical features & contests. SPORTS: play-by-play local U basketball & high school football; major league baseball; sports talk show Mon 6-7 pm. NEWS: nat'l & internat'l at :55, network, local 7 am M-Sa, weather :15 & :45. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 8/26/82.

- PERSONNEL**
President—Fred A. Palmer.
Vice-Pres. & Gen'l Mgr—David W. Palmer.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WATH.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
Eff 10/1/84—Rec'd 12/16/84.

	CLASS AA				
	1x	100x	250x	500x	1000x
1 min	17.45	16.60	15.85	15.05	14.30
30 sec	13.10	12.55	11.90	11.35	10.75
10 sec	9.95	9.45	9.05	8.55	8.10

	CLASS A				
	1x	100x	250x	500x	1000x
1 min	14.00	13.35	12.70	12.05	11.40
30 sec	10.45	9.95	9.55	9.15	8.55
10 sec	8.00	7.50	7.15	6.85	6.50

12/85 (SMD)

Beavercreek

Greene County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

See Dayton (Including Beavercreek, Kettering)

Bellaire

Belmont County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Wheeling, WV (including Bellaire, OH)

Bellefontaine

Logan County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WOHP

1951
BELLEFONTAINE

Mid 012861-000
See SRDS Spot Radio Small Markets Edition.

WTOO-FM

1969
BELLEFONTAINE

Mid 012862-000
See SRDS Spot Radio Small Markets Edition.

Bellevue

Huron County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WNRR (FM)

1973
BELLEVUE

Mid 012863-000
See SRDS Spot Radio Small Markets Edition.

Belpre

Washington County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WNUS (FM)

1981
BELPRE

Mid 01954-000
See SRDS Spot Radio Small Markets Edition.

Bowling Green

Wood County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WFOB

1946
FOSTORIA

Mid 012957-000
Bowling Green Office: 118 N. Main St., Bowling Green, OH 43402. Phone 419-352-8555.
See listing under city of license.

WJYM

1954
BOWLING GREEN

Media Code 4 236 0705 0.00 Mid 012864-000
Swaggart Broadcasting Co.
8761 Fremont Pike, Perrysburg, OH 43551. Phone 419-352-4649, Toledo, 419-874-7956.

- REPRESENTATIVES**
Pates/Walton Radio-USA.
1 min rate 1x: 9.00.

WRQN (FM)

1964
BOWLING GREEN



Media Code 4 236 0720 9.00 Mid 012865-000
TMF, Inc.
136 W. South Boundary, Perrysburg, OH 43551. Phone 419-874-1548.

PROGRAMMING DESCRIPTION
WRQN (FM): MUSIC: CHR. NEWS: music features. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
General Manager—Stu Roberts.
General Sales Manager—Joel Speiser.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w.; 93.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 385 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR)

Bryan

Williams County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

WQCT

1962
BRYAN

WBNO-FM

1966
BRYAN

Mid 012866-000
See SRDS Spot Radio Small Markets Edition.

Bucyrus

Crawford County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WBCO

1962
BUCYRUS

Mid 012867-000
See SRDS Spot Radio Small Markets Edition.

WBCQ (FM)

1964
BUCYRUS

Mid 012868-000
See SRDS Spot Radio Small Markets Edition.

Cambridge

Guernsey County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WCMJ (FM)

1964
CAMBRIDGE

Mid 012870-000
See SRDS Spot Radio Small Markets Edition.

WILE

1948
CAMBRIDGE

Mid 012869-000
See SRDS Spot Radio Small Markets Edition.

Campbell

Mahoning County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Youngstown (including Campbell, Niles, Warren)

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Canton

(including Massillon)

Stark County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDJQ (FM)

1947
ALLIANCE



HILLIER, NEWMARK, WECHSLER & HOWARD

Adult Contemporary



(This is a paid duplicate of the listing under Alliance, Ohio.)

Media Code 4 236 0330 7.00 Mid 012851-000
D. A. Peterson, Inc.
393 Smyth Ave., N.E., Box 2356, Alliance, OH 44601.
Phone 216-821-1111, Canton Phone, 216-454-1310.

PROGRAMMING DESCRIPTION

WDJQ (FM) Programmed 18-49. MUSIC: Adult Contemporary, mass-appeal; max music flow, minimum talk. NEWS: 3-min news/sports capsules every 30 min during drive; weather hrly. FEATURES: American Top 40 w/ personality. Contact Representative for further details. Rec'd 11/5/81.

- PERSONNEL**
President—Donald A. Peterson.
General Manager—Dick Elliott.
Program Director—Jerry Vincent.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Regional Repts Corp.
 - FACILITIES**
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 500 ft. above average terrain.
 - AGENCY COMMISSION**
15/0; payable 30 days.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 25a, 28a, 31, 32b, 33d.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k, 61b.
Cancellation: 70c, 71a, 72.
AM facilities: WFAH.
Member: Ohio Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/21/84.
- SPOT ANNOUNCEMENTS**
MON THRU SAT 6 AM-7 PM
1 min 6 ti 12 ti 18 ti 24 ti
35 33 31 29
 - PACKAGE PLANS**
TAP—MON THRU SUN 6 AM-MIDNIGHT
Ea 6 ti 12 ti 18 ti 24 ti
30 29 28 27
 - SPECIAL FEATURES**
American Top 40—Sat 10 am-2 pm, 1-min 30.00.
(SMD)(D)

WHBC

1925
CANTON



Christal Radio



Media Code 4 236 1020 3.00 Mid 012871-000
Beaverkettle Co.
550 Market Ave., S., Box 9917, Canton, OH 44711.
Phone 216-456-7166

PROGRAMMING DESCRIPTION

WHBC: MUSIC: adult contemporary. AIR PERSONALITIES all day. NEWS: 5 min local at :60 except 10 min at 6, 7 & 8 am, noon & 15 min at 6 & 11 pm; local staff of 10; network news at :30. Commentator at 8:30 am, 12:45, 4:45 & 10:55 pm. Editorials occasionally. Tele/talk M-F 11:30 pm-12:30 am. Network Talk Show M-Sat 12:30-5:30 am. SPORTS: 5 min sportscasts 6:10, 7:10, 8:10 am, 4:05, 5:05 pm; 15-min at 6:15, 11:15 pm; high school & University football & basketball, pro football. Contact Representative for further details. Rec'd 6/5/84.

- PERSONNEL**
General Manager—William A. Chambers.
Regional Sales Manager—Mike Mahone.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1,480 khz. Directional nights.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 8.
Basic Rates: 20a, 21a, 21b, 25a.
Contracts: 40c, 42a, 45, 47a.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Radio Network.
Member: Agri Broadcasting Network (ABN).

TIME RATES

AM/FM COMBINATION

Eff 5/28/84—Rec'd 6/5/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 5:30-6 am & 10 am-3 pm; Sat/Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA AA A AAA AA A	142	90 40 114 72 34
High	107	70 30 88 56 24
Low		

AM only: Rates have been temporarily withdrawn by station.

WHBC-FM

1948
CANTON



Media Code 4 236 1021 1.00 Mid 012872-000
Beaverkettle Co.
550 Market Ave., S., Box 9917, Canton, OH 44711.
Phone 216-456-7166.

- REPRESENTATIVES**
Christal Radio.
Separate rates have been temporarily withdrawn by station.

WHLO

1944
AKRON

See listing under city of license. Mid 012846-000

WINW

1966
CANTON



Media Code 4 236 1060 7.00 Mid 012873-000
North America Radio, Inc.
4111 Martindale Rd., N. E., Box 9217, Canton, OH 44705.
Phone 216-492-5630.
1 min rate 1x: 12.00.

- REPRESENTATIVES**
Commercial Media Sales.
New England Spot Sales, Inc.
Rates have been temporarily withdrawn by station.

WNYN

1947
CANTON

Media Code 4 236 1140 9.00 Mid 012874-000
North Shore Communications, Inc.
1515 Cleveland Ave. N. W., Canton, OH 44703. Phone 216-456-8396.



WOOS (FM)

1961
CANTON



Media Code 4 236 1200 1.00 Mid 012875-000
Kimochi, Inc.
4111 Martindale Rd. N. E., Canton, OH 44705. Phone 216-492-5630.
Mailing Address: Box 9217, Canton, OH 44711.

PROGRAMMING DESCRIPTION

WOOS (FM): MUSIC: adult album oriented hits. NEWS: 2 min at :30 during drive times. FEATURES: Wknd specials, newscasts devoted to public affairs of special interest & periodic segmented interviews with local/natl' personalities. Focuses on & relates to 1 specific topic each wknd. COMMERCIAL POLICY: 10 commercials per hour. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
General Manager—Robert Kassi.
Regional Sales Manager—Tom Kling.
- REPRESENTATIVES**
Eastman Radio, Inc.

3. FACILITIES

ERP 27,500 w. (horiz.), 27,500 w. (vert.); 106.9 Mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 341 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 43d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 8/1/84—Rec'd 9/24/84.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30 am-midnight; Sun 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sun 5:30-10 am & 8 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 MIN/LESS	I II III	GRID:	I II III
AAA	40	36 33	AA	35 32 29
A	Flat 15.00.			

Fixed position, extra per spot 5.00.

(A)

WQXK (FM)

1958
SALEM

See listing under city of license. Mid 013026-000

WRCW

1946
CANTON



Media Code 4 236 1260 5.00 Mid 012876-000
Arcey Broadcasting, Inc.
4601 Hills & Dales Rd., Canton, OH 44708. Phone 216-477-8585.
1 min rate 1x: 18.00.

WTIG

1957
MASSILLON

Media Code 4 236 1290 2.00 Mid 012877-000
West Stark Broadcasting Co.
Massillon Bldg., Massillon, OH 44646. Phone 216-832-5023.
Mailing Address: Box 573, Massillon, OH 44648.

- REPRESENTATIVES**
Ind., Ohio, Ky., Southwest—Regional Repts Corp.
Michigan Spot Sales.
1 min rate 1x: 12.00.

WTOF (FM)

1961
CANTON



Media Code 4 236 1320 7.00 Mid 012878-000
Mortenson Broadcasting Co.
120 Cleveland Ave. NW, Canton, OH 44702. Phone 216-452-4009.
1 min rate 1x: 14.00.

Celina

Mercer County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

WCSM

1963
CELINA

WCSM-FM

1965
CELINA

Mid 012879-000
See SRDS Spot Radio Small Markets Edition.

WKKI (FM)

1960
CELINA



Media Code 4 236 1440 3.00 Mid 012880-000
Cage Media Inc.
126 W. Fayette St., Celina, OH 45822. Phone 419-586-7715.
Other Office: Box 8124, Lima, OH 45805. Phone 419-229-9400.

PROGRAMMING DESCRIPTION

WKKI (FM): Programmed for adults 25-49. MUSIC: Adult Contemporary. NEWS: network & local in AM drive at :60 & :30. FARM: 5-6 am. SPORTS: selected. COMMERCIAL POLICY: maximum 9 min per hr. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Pres./Gen'l Mgr.—Chris Cage Caggiano.
Program Director—Don Buetlner.
Local Sales Manager—Steve McRae Sipe.
- REPRESENTATIVES**
Regional Repts Corp.
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 6/4/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm, 7-midnight; Sat 6-10 am, 3 pm-midnight & Sun 6 am-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	1 min	30 sec
AAA AA A AAA AA A	16.00	12.00 6.00 14.00 10.00 5.00
12 li	14.00	10.00 5.00 12.00 9.00 4.00
18 li	12.00	9.00 4.50 10.00 8.00 3.50
24 li	10.00	7.00 3.50 9.00 6.00 3.00
36 li		

7. PACKAGE PLANS

ANNUALS

	1 min	30 sec
AAA AA A AAA AA A	15	11 5 13 9 4
260x	14	10 4 12 8 3
520x	13	9 3 10 7 2
1040x		

Specified times, extra 1.00.

12/85

(SMD)(CR)

Chardon

Geauga County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WBKC

1968
CHARDON

Mid 012881-000
See SRDS Spot Radio Small Markets Edition.

Chillicothe

Ross County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WBEX

1947
CHILLICOTHE



Media Code 4 236 1500 4.00 Mid 012882-000
Chillicothe Communications, Inc.
Carlisle Hill, Pohlman Rd., Box 244, Chillicothe, OH 45601. Phone 614-773-2244, 2245, 2246.

PROGRAMMING DESCRIPTION

WBEX: Programmed for adults 25-49. MUSIC: Adult Contemporary. NEWS: 5-min network at :30. SPORTS: pro, college & high school football; high school basketball; pro baseball. Contact Representative for further details. Rec'd 12/2/81.

- PERSONNEL**
Station Manager—Bill Spahr.
- REPRESENTATIVES**
Regional Repts Corp.
- FACILITIES**
1000 w.; 1490 khz. Non-directional.
Operating schedule: 5-1 am, EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WKJK (FM).
Affiliated with KBS.
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

Eff 7/20/84—Rec'd 7/26/84.

AAA—5-10 am & 3-7 pm.
AA—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti	60 ti
1 min	12.35	11.75	11.50	10.90	10.30	9.70	9.10
30 sec	10.60	10.30	9.70	9.10	8.50	7.95	7.35

continued

OHIO

Chillicothe—cont

WBEX—cont
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti 60 ti
 13-WEEK SALES IMPACT—1/2AAA, 1/2AA
 1 min 11.20 10.60 10.30 9.70 9.10 8.50 7.95
 30 sec 8.80 8.25 7.95 7.35 6.75 6.20 5.60
 Fixed position, extra 1.15.

12/85 (SMD)

WCHI

1956
 CHILLICOTHE

Mid 012884-000

See SRDS Spot Radio Small Markets Edition.

WFCB (FM)

1978
 CHILLICOTHE

"Contempo 300"



Media Code 4 236 1620 0.00
 WFCB/Wyandot Radio Corp.
 Foulke Block, 14 S. Paint St., Penthouse Ste., Box 98,
 Chillicothe, OH 45601. Phone 614-773-3000.

Mid 012885-000

PROGRAMMING DESCRIPTION
 Targeted 18-49. MUSIC: mass appeal Adult Contemporary; Drake-Chenault's Contempo 300. NEWS: plus sports—local, nat'l & reg'l hly with headline briefs at :45; radar weather 4x/hr; business reports 5:15 pm. FARM: report at 6:30 am. FEATURES: American Top 40 show Sat; Solid Gold Sat Night 7 pm-12M; special music programs, various contests involving listener participation; Adult Trivial Pursuit, 2-min audience participation 7:25 am & 6:25 pm. Contact Representative for further details. Rec'd 6/1/84.

1. PERSONNEL
 Pres. & Gen'l Mgr.—David Smith.
 Nat'l/Reg'l Sales & Mktg Dir.—Frank W. Geyer.
 Operations Manager—Steven L. Streitenberger.

2. REPRESENTATIVES
 Pates/Walton Radio - USA.

3. FACILITIES
 ERP 3,000 w., 94.3 mhz. Stereo.
 Operating schedule: 5:30-1 am. EST.
 Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
 15%.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff—Rec'd 6/1/84.

7. PACKAGE PLANS
 1/4 PLAN—6 AM-MIDNIGHT EQUAL DISTRIBUTION
 7 ti 14 ti 21 ti 28 ti 35 ti 42 ti
 1 min 11.75 11.00 10.50 10.00 9.25 9.00
 30 sec 9.25 8.75 8.50 8.00 7.50 7.00

1/3 PLAN—6 AM-7 PM EQUAL DISTRIBUTION
 1 min 12.00 11.25 10.75 10.25 9.75 9.25
 30 sec 9.75 9.00 8.75 8.25 7.75 7.25

ANNUAL PACKAGE—90% 6 AM-7 PM; 10% 7 PM-MIDNIGHT
 250x 500x 750x 1000x 1500x 2000x
 1 min 11.00 10.00 9.00 8.00 7.50 7.00
 30 sec 9.00 8.00 7.25 6.50 6.00 5.50
 AM drive, extra 50%.

(SMD)

WKKJ (FM)

1961
 CHILLICOTHE



Media Code 4 236 1650 7.00
 Chillicothe Communications, Inc.
 Carlisle Hill, Pohlman Rd., Box 244, Chillicothe, OH
 45601. Phone 614-773-2244, 2245.

Mid 012883-000

PROGRAMMING DESCRIPTION
 WKKJ (FM): Programmed for adults. MUSIC: Satellite Music Network Country Coast to Coast. NEWS: 5-min network at :60. Contact Representative for further details. Rec'd 2/22/83.

1. PERSONNEL
 Station Manager—Bill Spahr.

2. REPRESENTATIVES
 Regional Reps Corp.

3. FACILITIES
 ERP 18,500 w. (horiz.), 18,500 w. (vert.) 93.3 mhz.
 Operating schedule: 5-1 am. EST.
 Antenna ht.: 158 ft. above average terrain.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 AM facilities: WBEX.
 Affiliated with Satellite Music Network.
 Member: Agri Broadcasting Network (ABN).

TIME RATES
 Eff 7/20/84—Rec'd 7/26/84.
 AAA—5-10 am & 3-7 pm.
 AA—All other times.

7. PACKAGE PLANS
 TAP—1/2AAA, 1/2AA
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti 60 ti
 1 min 12.95 12.35 12.05 11.50 10.90 10.30 9.70
 30 sec 11.20 10.60 10.30 9.70 9.10 8.50 7.95

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti 60 ti
 13-WEEK SALES IMPACT—1/2AAA, 1/2AA
 1 min 11.20 10.60 10.30 9.70 9.10 8.50 7.95
 30 sec 9.40 8.80 8.50 7.95 7.35 6.75 6.20
 Fixed position, extra 1.15.

12/85 (SMD)

Cincinnati

(Including Covington, Erlanger, Newport, Ky.;
 Milford, Ohio)
 Cincinnati, Hamilton County, Ohio—Map Location A-8
 Covington, Erlanger, Kenton County, Ky.—Map Location F-3 (Kentucky)
 Newport, Campbell County, Ohio—Map Location B-9
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBLZ (FM)

WBLZ
 FM 103.5

1959
 HAMILTON

NRBA

(This is a paid duplicate of the listing under Hamilton-Middletown, Ohio.)

Media Code 4 236 5002 7.00
 Beni Broadcasting Associates, Inc., affiliated with
 NEWSystems Group, Inc.
 3511 Edwards Rd., Suite 202, Cincinnati, OH 45208.
 Phone 513-321-8900.

Mid 012965-000

PROGRAMMING DESCRIPTION
 WBLZ (FM): Programmed for 18-44. Live AIR PERSONALITIES handle all segments. MUSIC: Adult Urban Contemporary mass appeal, 65% current hits & 35% oldies. FEATURES: locally produced program on local & topical issues; news & sports daily, local & reg'l emphasis. COMMERCIAL POLICY: max 1 spot per hr. Contact Representative for further details. Rec'd 1/10/83.

1. PERSONNEL
 President—Ragan A. Henry.
 Vice-Pres. & Gen'l Mgr.—Peter Eden.
 National Sales Manager—David P. O'Donnell.

2. REPRESENTATIVES
 Masla Radio.

3. FACILITIES
 ERP 16,200 w. circular polarized; 103.5 mhz. Stereo.
 Operating Schedule: 24 hours daily. EST.
 Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION
 15%; 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
 Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 50, 51.
 Comb.; Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
 Cancellation: 70a, 70d, 71a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES
 Eff—Rec'd 1/23/84.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30-1 am.
 AA—Mon thru Fri 10 am-3 pm & 8 pm-1 am, Sun 5:30-1 am.

6. SPOT ANNOUNCEMENTS
PER WK: 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
 AAA 80 75 70 70 65 60
 AA 70 65 60 60 55 50

7. PACKAGE PLANS
 TAP, MON THRU SUN—1/2AAA, 1/2AA
 12 ti 18 ti 24 ti 12 ti 18 ti 24 ti
 1 min 72 67 62 30 sec 62 57 52
 1-5:30 am, 35.00.

(D)

WCIN

1953
 CINCINNATI



Media Code 4 236 1680 4.00
 KLM Communications, Inc.
 106 Glenwood Ave., Cincinnati, OH 45217. Phone 513-281-7180.

Mid 012886-000

2. REPRESENTATIVES
 Weiss & Powell, Inc.
 1 min rate 1x: 35.00.

WCKY

1929
 CINCINNATI

Represented by **CBS RADIO SPOT SALES**

CBS RADIO
 AFFILIATE

News/Talk/Sports/
 Entertainment



A Federated Media Station

Media Code 4 236 1740 6.00
 WCKY Radio, A Federated Media Station
 219 McFarland St., Cincinnati, OH 45202. Phone 513-241-6565.

Mid 012887-000

PROGRAMMING DESCRIPTION
 WCKY: Programmed for general interest, news/talk/information. NEWS: 5-9 am; news, information & sports; airborne traffic, weather & business reports, interviews. AIR PERSONALITIES, staff meteorologists; 18-person staff, state capital correspondents. TALK: tele/talk 9 am-6 pm: air personalities, guests, interviews, local/network news at :55 & :60; 6:10-8 pm, sports talk; 8-9, car care tele/talk with master mechanic; 9-11 pm, financial advice tele/talk; 11 pm-2 am, personal advice tele/talk; 2-5 am, personal/financial advice tele/talk; wknds: personality tele/talk on garden/lawn/plants, consumer, computer advice tele/talk, religion. FARM: News & reports 5:30-6:30 am & noon-12:30 pm. SPORTS: at :12, :40 & :58 during AM/PM drive; baseball playoffs/world series; network pro football; playoffs/super bowl; basketball finals. Contact Representative for further details. Rec'd 11/27/84.

1. PERSONNEL
 President—John F. Dille, Jr.
 Vice-Pres. & Gen'l Mgr.—Philip E. McDonald.
 Local Sales Manager—Kay Sterling.
 Operations Manager—Bruce Still.
 Program Director—Jim Glass.
 Farm Director—Jack Banks.

2. REPRESENTATIVES
 CBS Radio Spot Sales.

3. FACILITIES
 50,000 w.; 1530 khz. Directional nights.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10, 11, 12, 13, 14c, 15b.
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 29a, 29b, 32b, 33d.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a, 51b.
 Cancellation: 70c, 71a, 72.
 FM facilities: WVEZ (FM).
 Affiliated with MBS.
 Affiliated with CBS Radio Network.
 Affiliated with NBC—Talknet.
 Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WCLU

1965
 COVINGTON, KY.



Media Code 4 236 1800 8.00
 WCLU Broadcasting Co., Inc.
 135 W. 38th St., Covington, KY 41015. Phone 606-581-4950.
 Mailing Address: Box 1320, Cincinnati, OH 45201.

Mid 012888-000

2. REPRESENTATIVES
 Savalli & Schutz, Inc.
 1 min rate 1x: 12.00.

WDJO

(formerly WMLX)
 1922
 CINCINNATI



Media Code 4 236 1875 0.00
 DKM Broadcasting Co.
 Box 1292, 225 E. 6th St., Cincinnati, OH 45201. Phone 513-621-6960.

Mid 012895-000

2. REPRESENTATIVES
 McGavren Guild Radio.
 Rates have been temporarily withdrawn by station.

WEBN (FM)

1967
 CINCINNATI

Media Code 4 236 1950 1.00
 Circe Communications, Inc.
 2724 Erie Ave., Cincinnati, OH 45208. Phone 513-871-8500.

Mid 012889-000

2. REPRESENTATIVES
 Torbet Radio, Inc.
 Rates have been temporarily withdrawn by station.

WHKK (FM)

1966
 ERLANGER, KY



Media Code 4 236 1972 5.00
 Mortenson Broadcasting Co.
 100 Commonwealth Ave., Erlanger, KY 41018. Phone 606-727-2500.
 1 min rate 1x: 20.00.

Mid 012890-000

WKRC

1923
 CINCINNATI



Katz Radio



A Taft Station

Media Code 4 236 2040 0.00
 Taft Broadcasting Co.
 1906 Highland Ave., Cincinnati, OH 45219. Phone 513-381-5500.

Mid 012891-000

PROGRAMMING DESCRIPTION
 WKRC: MUSIC: Adult Contemporary with AIR PERSONALITIES. NEWS: plus talk shows, helicopter traffic & football. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—John Solter.
 General Sales Manager—James R. Bryant.
 Program Director—Dave Mason.

2. REPRESENTATIVES
 Katz Radio.

3. FACILITIES
 5,000 w. days, 1,000 w. nights; 550 khz. Directional—separate patterns day & night.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.
 Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.
 Contracts: 40a, 42a, 44a, 51c.
 Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
 Cancellation: 70a, 70c, 71a.
 FM facilities: WKRO (FM).
 Affiliated with Katz Radio Network.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WKRQ (FM)

1958
 CINCINNATI



Katz Radio



A Taft Station

Media Code 4 236 2100 2.00
 Taft Broadcasting Co.
 1906 Highland Ave., Cincinnati, OH 45219. Phone 513-381-5500.

Mid 012892-000

PROGRAMMING DESCRIPTION
 WKRQ (FM): Programmed for young adults & teens. MUSIC: Contemporary Hits (CHR). Contact Representative for further details. Rec'd 9/26/83.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Mark Hubbard.
 Local Sales Manager—Tim McNerney.
 Program Director—Jim Fox.

2. REPRESENTATIVES
 Katz Radio.
 McDermott Broadcast Sales Ltd.

3. FACILITIES
 ERP 25,000 w. (horiz.), 25,000 w. (vert.); 101.9 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 660 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 8.
 Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.
 Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.
 Contracts: 40a, 42a, 44a, 51c.
 Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
 Cancellation: 70a, 70c, 71a.
 AM facilities: WKRC.
 Affiliated with Katz Radio Network.
 Affiliated with ABC FM Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKXF-FM
1955
CINCINNATI



MAJOR MARKET RADIO SALES

Contemporary Country

Media Code 4 236 2193 7.00 Mid 012899-000
Booth Broadcasting Company
W. 8th St. & Matson Pl., Cincinnati, OH 45204. Phone
513-251-5700, Telex 21-4178.

PROGRAMMING DESCRIPTION

WKXF-FM: Programmed for adults 18-49. MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 8/25/83.

1. **PERSONNEL**
General Manager—Jim Wood.
General Sales Manager—Jim Gnau.
Program Director—Ted Stecker.
2. **REPRESENTATIVES**
Major Market Radio Sales.
3. **FACILITIES**
ERP 32,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 350 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

Member: Ohio Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLLT (FM)

1962
FAIRFIELD

(This is a paid duplicate of the listing under Hamilton-Middletown, Ohio.)

Media Code 4 236 5092 8.00 Mid 012971-000
H & W Communications, Inc.
1132 W. Kemper Rd., Cincinnati, OH 45240. Phone 513-825-5400.

PROGRAMMING DESCRIPTION

WLLT (FM): MUSIC: Mass appeal Contemporary. Contact Representative for further details. Rec'd 12/30/82.

1. **PERSONNEL**
Station Manager—Frank Kockritz.
Local Sales Manager—David Listermann.
2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
3. **FACILITIES**
ERP 27,000 w. (horiz.), 27,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 640 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only; payable 10 days.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 4a, 4d, 5.
Rate Protection: 10i, 11i, 12i.
Basic Rates: 20a, 21b, 22a, 23b, 24c, 28b, 28c.
Contracts: 40c, 42b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 72.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLW

1922
CINCINNATI



Media Code 4 236 2160 6.00 Mid 012893-000
700 WLW
3 E. Fourth St., Cincinnati, OH 45202. Phone 513-241-9597.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—J. David Martin.
Vice-Pres. Sls. & Mktg.—Robert L. Lawrence.
Vice-President, Operations—Randy Michaels.
2. **REPRESENTATIVES**
Eastman Radio, Inc.



3. **FACILITIES**
50,000 w.; 700 khz. Non-directional. Clear channel.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5.
Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.
Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42b, 44a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
Cancellation: 70a, 70c, 71a.
FM facilities: WSKS (FM), Hamilton.
Affiliated with Eastman Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLYK (FM)

1969



Media Code 4 236 2190 3.00 Mid 012894-000
Cincinnati Broadcasting Co., Ltd.
11308 Tamarco Drive, Cincinnati, OH 45242. Phone 513-248-1072.

2. **REPRESENTATIVES**
Herbert E. Groskin & Co.
1 min rate 1x: 50.00.

WNOP

1948

NEWPORT, KY

Media Code 4 236 2201 8.00 Mid 012897-000
WNOP Radio
1518 Dalton Ave., Cincinnati, OH 45214. Phone 513-421-4433.
1 min rate 1x: 25.00.

WPFB

1947

MIDDLETOWN

See listing under city of license. Mid 012969-000

WPFB-FM

1959

MIDDLETOWN

See listing under city of license. Mid 012968-000

WRRM (FM)

WARM 98 FM

CINCINNATI
SOFT ROCK

1959

CINCINNATI

A Susquehanna Station



BLAIR RADIO



Media Code 4 238 2205 9.00 Mid 012896-000
WRRM Radio
1223 Central Pkwy., Cincinnati, OH 45214. Phone 513-241-9898.

PROGRAMMING DESCRIPTION

WRRM (FM): Programmed for adults & young adults. MUSIC: Adult Contemporary in uninterrupted segments. COMMERCIAL POLICY: 4 breaks per hr. NEWS: at :60, & at :30 drivetime weekdays. Contact Representative for further details. Rec'd 1/25/83.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gordon Obarski.
General Sales Manager—Joe Schildmeyer.
2. **REPRESENTATIVES**
Blair Radio.
3. **FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 63b, 61c, 63b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSAI

1923
CINCINNATI

Booth Broadcasting Company



MAJOR MARKET RADIO SALES

Modern Country

Media Code 4 236 2340 4.00 Mid 012898-000
Booth Broadcasting Company
2601 W. Eighth St., Cincinnati, OH 45204. Phone 513-251-5700.

PROGRAMMING DESCRIPTION

WSAI: Programmed for adults 25-54. MUSIC: modern country. Contact Representative for further details. Rec'd 10/2/81.

1. **PERSONNEL**
General Manager—Jim Wood.
General Sales Manager—Jim Gnau.
Program Director—Jim McKnight.
2. **REPRESENTATIVES**
Major Market Radio Sales.
3. **FACILITIES**
5,000 w.; 1360 khz. Directional nights.
Operating schedule: 24 hours daily EST
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

FM facilities: WKXF-FM.
Affiliated with Music Country Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSKS (FM)

1977

HAMILTON

Media Code 4 236 2370 1.00 Mid 012970-000
Jacor Broadcasting of Southwestern Ohio, Inc.
Suite 420, 602 Main, Cincinnati, OH 45202. Phone 513-621-3696.
See listing under city of license.

WTSJ

1947

CINCINNATI



Media Code 4 236 2370 1.00 Mid 012900-000
Jacor Broadcasting of Southwestern Ohio, Inc.
Suite 420, 602 Main, Cincinnati, OH 45202. Phone 513-621-3696.
1 min rate 1x: 20.00.

WUBE (FM)

1949

CINCINNATI



Media Code 4 236 2400 6.00 Mid 012901-000
DKM Broadcasting Co.
225 E. 6th St., Box 1232, Cincinnati, OH 45201. Phone 513-621-6960.

2. **REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WWEZ (FM)

1964
CINCINNATI

Represented by **CBS RADIO SPOT SALES**



A Federated Media Station



Media Code 4 236 2430 3.00 Mid 012902-000
WCKY Radio, A Federated Media Station
219 McFarland St., Cincinnati, OH 45202. Phone 513-241-6565.

PROGRAMMING DESCRIPTION

WWEZ (FM): MUSIC: Familiar Standards & melodic arrangements of current favorites programmed in uninterrupted segments. COMMERCIAL POLICY: 4 commercial breaks per hr. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

1. **PERSONNEL**
Station Manager—Steve Kline.
Sales Manager—Mike Gavin.
2. **REPRESENTATIVES**
CBS Radio Spot Sales.
3. **FACILITIES**
ERP 11,200 w. (horiz.), 11,200 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 905 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WCKY.
Affiliated with MBS.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Circleville

Pickaway County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WNRE

1974

CIRCLEVILLE

WNRE-FM

1965

CIRCLEVILLE

Mid 012903-000
See SRDS Spot Radio Small Markets Edition.

Cleveland

(including Cleveland Heights, Parma, Wiloughby)

Cuyahoga County—Map Location F-4

Lake County—Map Location G-3

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WABQ

1947

CLEVELAND

Media Code 4 236 2520 1.00 Mid 012904-000
WABQ, Inc.
8000 Euclid Ave., Cleveland, OH 44103. Phone 216-231-8005.
1 min rate 1x: 34.00.

When you buy Cleveland . . .
WQLS delivers adjacent Lake County, an over \$2 billion market!
Source: CMO. SRDS 1 82

WQLS 1460 AM PAINESVILLE, OHIO

OHIO

Cleveland—cont

WAEZ (FM)

1947
AKRON



(This is a paid duplicate of the listing under Akron, Ohio.)

Media Code 4 236 0090 7.00 Mid 012843-000
Summit Radio Corp.
853 Copley Rd., Akron, OH 44320. Phone 216-535-7831.
Mailing Address: Box 1590, Akron, OH 44309.

PROGRAMMING DESCRIPTION

WAEZ (FM): MUSIC: Shulke I format. NEWS: at :60 & :30 6-9 am; at :60, weather at :30 all other times. Contact Representative for further details. Rec'd 11/3/81.

- PERSONNEL**
President—Al Grosby.
Vice-Pres. & Gen'l Mgr.—Fred Anthony.
Sales Manager—Nick Barry.
- REPRESENTATIVES**
McGavren Guild Radio.
McDermott Broadcast Sales Ltd.
- FACILITIES**
ERP 12,500 w. (horiz.) 12,500 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15i, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WAKR.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBBG

1950
CLEVELAND



EASTMAN RADIO, INC.



Media Code 4 236 2542 5.00 Mid 012905-000
Jacor Broadcasting Co. of Cleveland, Inc.
3940 Euclid Ave., Cleveland, OH 44115. Phone 216-391-1260.

PROGRAMMING DESCRIPTION

WBBG: Programmed for adults 35+. MUSIC: Big Band & Pop hits of past 4 decades. AIR PERSONALITIES handle all segments. NEWS: at :60 & :30 in drivetimes; local meteorologist. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
Station Manager—Connie Edelman.
Vice-Pres. & Gen'l Sls. Mgr.—Philip G. Levine.
Program Director—Jim Davis.

- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 1260 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 23a, 24b, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 47e, 48.
Comb.; Cont. Discounts: 60d, 60g.
Prod. Services: 80, 82.
FM facilities: WMJ (FM).
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBEA (FM)

(formerly WEOL-FM)
1948
ELYRIA



An Elyria-Lorain Broadcasting Co. Station
(This is a paid duplicate of the listing under Lorain-Elyria, Ohio.)

The Elyria-Lorain Broadcasting Co.
538 Broad St., Box 4006, Elyria, OH 44036. Phone 216-322-3761, Lorain, 233-5161, 245-6437, Cleveland, 835-4343, 4555.

PROGRAMMING DESCRIPTION

WBEA (FM): Programmed for young adults 18-34; primary target 25-34. MUSIC: Contemporary Hits; today's hits blended with past hits. PERSONALITIES handle all segments. FEATURES: news & sports bulletins immediately; direct teletype from U.S. weather bureau, severe weather advisories; boating information; school closings; public affairs & community interest features presented regularly. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 2/22/83.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—Gary L. Kneisley.
- REPRESENTATIVES**
Ohio—Regional Reps Corp.
Contact station direct.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEOL.
Member: Ohio Radio Network.

TIME RATES

Eff 3/1/85—Rec'd 2/5/85.
AAA—Mon thru Sat 5-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5-10 am.
B—Tues thru Sun 1-5 am.

- SPOT ANNOUNCEMENTS**
1 MINUTE

	1x	13x	26x	52x	104x	156x
AAA	32.00	28.00	27.00	24.00	23.00	22.00
AA	30.00	26.00	25.00	22.00	21.00	20.00
A	27.00	23.00	20.00	19.00	18.00	17.00
B	15.00	12.50	10.00	9.00	8.50	8.00

	30 SECONDS
AAA	25.80
AA	24.00
A	21.60
B	12.00

	1 MINUTE	208x	260x	312x	624x	1000x
AAA	21.00	20.00	19.00	18.00	16.00	16.00
AA	19.00	18.00	17.00	16.00	14.00	14.00
A	16.00	14.00	13.00	12.00	10.00	10.00
B	7.50	7.00	6.50	5.50	5.00	5.00

	30 SECONDS
AAA	16.80
AA	15.20
A	12.80
B	6.00
- PACKAGE PLANS**
TAP, WITHIN 7 CONSEC DAYS—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	36 ti	60 ti
PER WK:	22.00	21.50	21.00	20.50	20.00	19.50
30 sec	17.60	17.20	16.80	16.40	16.00	15.60

	3A	30 ti	60 ti	90 ti	120 ti
PER MO:		20.00	19.50	19.00	18.50
30 sec		16.00	15.60	15.20	14.80

	6 ti	12 ti	24 ti	48 ti
NITE-FLITE, 6 CONSEC DAYS—CLASS B		10.00	9.50	9.00
30 sec		8.00	7.60	7.20

WCLV (FM)

1961
CLEVELAND



concert music broadcast sales, inc.



Media Code 4 236 2580 5.00 Mid 012906-000
Radio Seaway Incorporated
Penthouse East, Terminal Tower, Cleveland, OH 44113.
Phone 216-241-0900.

PROGRAMMING DESCRIPTION

WCLV (FM): Programmed for adults. MUSIC: Fine Arts programming serious music 85%, jazz 3%, comedy & variety 4%, news & public affairs 8%. NEWS: at 6:30, 7, 7:30, 8, 8:30 am, noon, 4, 5, 6, 11 pm & 2 am. FEATURES: In-concert broadcasts by leading Am. orchestras & local music conservatories; Adventures in Good Music 10:05 am & 8:05 pm. COMMERCIAL POLICY: 10 min participating; 4 min sponsored. Contact Representative for further details. Rec'd 5/9/83.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. K. Patrick.
Vice-Pres. Prog. & Oper.—Robert Conrad.
General Sales Manager—C. K. Patrick.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 27,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 640 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 46, 47e, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Minimum protection of 15 minutes guaranteed between competing advertisers.
Affiliated with Concert Music Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

Eff—Rec'd 9/25/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
AAA	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	75 70 65 61 56 50
AA	65 60 55 51 47 39	
- PACKAGE PLANS**
TAP—1/2AAA, 1/2AA

	12 ti 18 ti	12 ti 18 ti
1 min	63 58 30 sec	50 45
- PROGRAM TIME RATES**
1 hr—500.00.
- SPECIAL FEATURES**
News/features: 95.00.

WDBN (FM)

1960
MEDINA



(This is a paid duplicate of the listing under Medina, Ohio.)
Media Code 4 236 6480 4.00 Mid 012998-000
WDBN, Inc.
4986 Gateway Dr., Medina, OH 44256. Phone 216-225-9300.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert McBride Miller.
Sales Manager—Roger C. Mackall.
- FACILITIES**
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 20 Eff 12/1/84—Rec'd 11/30/84.
A—Guaranteed scheduling within any daypart or combination.
B—1/4 6-10 am, 1/4 10 am-3 pm, 1/4 3-7 pm & 1/4 7 pm-midnight.
C—1/2 6 am-7 pm, 1/2 7 pm-1 am.
D—ROS.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
PER WK:	A B C D A B C D	
Ea	35 33 29 26 29 26 23 20	
PER YR:		
50 x	33 30 27 24 28 25 20 17	
150 x	32 29 26 23 27 24 19 16	
250 x	31 28 25 22 26 23 18 15	
500 x	30 27 24 21 25 22 17 14	
900 x	29 26 23 20 24 21 16 13	
1200 x	28 25 22 19 23 20 15 12	

10 sec:	60% of 1-min.
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(SMD) (D-2)

WDMT (FM)



1959
CLEVELAND



HILLIER, NEWMARK, WECHSLER & HOWARD



BEASLEY BROADCAST GROUP



Media Code 4 236 2730 6.00 Mid 012907-000
Beasley Broadcast Group
14781 Sperry Rd., Box 298, Newbury, OH 44065. Phone 216-338-6600.

PROGRAMMING DESCRIPTION

WDMT (FM): Programmed to 25-54 adults. MUSIC: Urban Contemporary. NEWS: at :55 5-8 am. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
Station Manager—Bryon Baylog.
Sales Manager—Jerry Miller.
Program Director—Dean Rufus.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 70,000 w. (horiz.), 70,000 w. (vert.); 107.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with RKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDOK (FM)

1954
CLEVELAND



McGAVREN GUILD RADIO

Gannett Broadcasting Group



Media Code 4 236 2760 3.00 Mid 012908-000
Gannett Co.
The Park, 1250 Superior Ave., Cleveland, OH 44114.
Phone 216-781-1100.

PROGRAMMING DESCRIPTION

WDOK (FM): Programmed to adults. MUSIC: Adult, easy listening, featuring blend of today's contemporary & familiar standards. AIR PERSONALITIES handle all music segments 24 hrs daily. NEWS, sports, business & community reports. COMMERCIAL POLICY: maximum 8 units per hour. Contact Representative for further details. Rec'd 6/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John Cutbrod.
Vice-Pres./Sta. Mgr.—Peter Irmirter.
General Sales Manager—Charlie Schnell.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 370 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20b, 21a, 24b, 24c, 33a.
Contracts: 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WWWW.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WELW

1965
WILLOUGHBY



Media Code 4 236 2790 0.00 Mid 012909-000
WELW Radio, Inc.
36913 Stevens Blvd., Willoughby, OH 44094. Phone 216-946-1330.

- REPRESENTATIVES**
Regional Reps Corp.
1 min rate 1x: 20.00.

WERE

1949
CLEVELAND



Media Code 4 236 2320 5.00 Mid 012910-000
G. C. C. Communications of Cleveland, Inc.
1500 Chester Ave., Cleveland, OH 44114. Phone 216-696-1300, TWX, 810-421-8528.

- REPRESENTATIVES**
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

WGAR1930
CLEVELANDNATIONWIDE
COMMUNICATIONS
INC.**BLAIR RADIO**Media Code 4 236 2880 9.00 Mid 012911-000
Nationwide Communications, Inc.
Sales Office: 1101 Euclid Ave., Suite 505, OH 44115.
Phone 216-696-1220.
Sales/Office:
Broadcast Park, 9446 Broadview Rd., Cleveland, OH
44147. Phone 216-526-6700.**PROGRAMMING DESCRIPTION**WGAR: Programmed for adults. MUSIC: Country, NEWS:
6-man reports news 2x hrly at :30 & :60; Paul Harvey;
local public service announcements; weekend news/
public affairs & music documentaries. Contact
Representative for further details. Rec'd 8/14/84.**1. PERSONNEL**General Manager—Harold Hinson.
General Sales Manager—Bill Enders.
Program Director—Barney Luv.**2. REPRESENTATIVES**Blair Radio.
Canada—Tele-Capital/Unicom Ltd.**3. FACILITIES**50,000 w.; 1220 khz. Directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25b, 28b,
28c, 29a, 32b, 33a.
Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61d.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.
Affiliated with Satellite Music Network.
Affiliated with ABC Entertainment Radio Network
Sold in combination with FM. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**

70% of AM/FM combination.

WGAR-FM(formerly WKSW (FM))
1953
CLEVELANDNATIONWIDE
COMMUNICATIONS
INC.**BLAIR RADIO**Media Code 4 236 2890 8.00 Mid 012916-000
Nationwide Communications Inc.
1101 Euclid Ave., Suite 505, Cleveland, OH 44115. Phone
216-696-1220.
Sales/Office:
Broadcast Park, 9446 Broadview Rd., Cleveland, OH
44147. Phone 526-6700.**PROGRAMMING DESCRIPTION**WGAR-FM: Programmed for adults. MUSIC: Hit Country
featuring hits by top artists, hits incl recent oldies &
oldies; continuous promotions & concert tie-in; 24 hr
Country Concert Line available to listeners. COM-
MERCIAL POLICY: 10 min. per hr not to exceed 12 units
per hr. Contact Representative for further details. Rec'd
8/14/84.**1. PERSONNEL**General Manager—Harold Hinson.
General Sales Manager—Bill Enders.
Operations Manager—Barney Luv.**2. REPRESENTATIVES**

Blair Radio.

3. FACILITIESERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht: 500 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 16.
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 28b,
28c, 29a, 32b, 33b.
Contracts: 40b, 41, 42a, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61d.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.**TIME RATES**FM/AM COMBINATION
No. 18 Eff 3/1/84—Rec'd 8/14/84.

AAA—Mon thru Sat 5-10 am.

AA—Mon thru Fri 3-8 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-8 pm.

B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTSGRID: AAA AA A 1 MINUTE GRID: AAA AA A B
I 260 200 205 125 III 200 175 170 119
II 220 185 185 122
30 sec: 80% of 1-min.

AM only: 70% of combination.

WGCL (FM)1948
CLEVELANDMedia Code 4 236 2900 5.00 Mid 012912-000
G. C. C. Communications of Cleveland, Inc.
1500 Chester Ave., Cleveland, OH 44114. Phone 216-
861-0100.**2. REPRESENTATIVES**Major Market Radio Sales.
Rates have been temporarily withdrawn by station.**WHK**1921
CLEVELAND**Katz Radio**Media Code 4 236 2940 1.00 Mid 012913-000
Malrite Communications Group, Inc.
Euclid Ave. at E. 12th St., Cleveland, OH 44115. Phone
216-781-1420.**1. PERSONNEL**Station Manager—William T. Smith.
General Sales Manager—Gaye Ramstrom.
Nat'l Sales. Mgr. & Sports Coord.—Art Greenberg.**2. REPRESENTATIVES**

Katz Radio.

3. FACILITIES5,000 w.; 1420 khz. Directional nights.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a,
28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60g, 61a, 61b, 61c.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMMS (FM)
Affiliated with Katz Radio Network.
Affiliated with NBC Radio Network.
Affiliated with Connecticut Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WJMO1947
CLEVELAND HEIGHTS

United Broadcasting Co.

Independent BlackMedia Code 4 236 3060 7.00 Mid 012914-000
Friendly Broadcasting Co.
11821 Euclid Ave., Cleveland, OH 44106. Phone 216-795-
1212.**PROGRAMMING DESCRIPTION**WJMO: Programmed for Black listeners, adults aged 25-
49. MUSIC: Black contemporary & gospel. AIR PER-
SONALITIES handle all segments. NEWS: 6-person
news staff; newscasts at :20 & :50 hrly; network news.
SPORTS: at 6:50, 8:50 am, 4:50 & 6:50 pm. FEATURES:
community activities incl voter registration, GS cookie
drive, foster care fun run, Black history month coordinated
by staff. Contact Representative for further details.
Rec'd 6/22/82.**1. PERSONNEL**President—Gerald J. Hroblak.
General Manager—Curtis E. Shaw.
Sales Manager—Van Lane.**2. REPRESENTATIVES**

Masla Radio.

3. FACILITIES1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20a, 24a, 33d.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.; Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WJW**WJW-AM 850**1943
CLEVELAND

Lake Erie Radio Company

**News/Talk**Media Code 4 236 3120 9.00 Mid 012915-000
Lake Erie Radio Co.
13461 Ridge Rd., Cleveland, OH 44133. Phone 216-237-
8000. Sales office, 781-8500.**PROGRAMMING DESCRIPTION**WJW: News/talk; talk segments hosted by local PER-
SONALITIES. NEWS: local plus ABC information contin-
ous 5:30-9:30 am, 5-6:30 pm plus hrly, plus 3:30 & 4:30.
TALK: general talk shows plus special programs on
finance, psychology, real estate, outdoors, sexline,
gardening, handyman, astrology, pets, law, auto
mechanics & medicine. Contact Representative for
further details. Rec'd 1/22/85.**1. PERSONNEL**Chairman of the Board—Arthur B. Modell.
General Manager—Art Caruso.
General Sales Manager—Bob Stern.**2. REPRESENTATIVES**Republic Radio Sales, Inc.
Regional Reps Corp.**3. FACILITIES**10,000 w. days, 5,000 w. nights; 850 khz. Directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a
Affiliated with NBC-Talknet.
Affiliated with ABC Information Radio Network.
Member: Ohio Radio Network.**TIME RATES**

Eff 11/1/82—Rec'd 4/7/83.

AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-6 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Fri 6-8 pm; Sat
10 am-8 pm.
A—Mon thru Sat 8 pm-midnight; Sun all day.**6. SPOT ANNOUNCEMENTS**CLASS AAA*
GRID: 6 ti 12 ti 18 ti 24 ti
I 75 70 65 60
II 70 65 60 55
III 65 60 55 50**CLASS AA**I 65 60 55 50
II 60 55 50 45
III 55 50 45 40**CLASS A**I 55 50 45 40
II 50 45 40 35
III 45 40 35 30(*)AAA spots run 50% am, 50% pm, any deviation
extra 15%.**7. PACKAGE PLANS**TAP—1/3AAA, 1/3AA, 1/3A—AAA 50% AM, 50% FM
GRID: 6 ti 12 ti 18 ti 24 ti
I 60 55 50 45
II 55 50 45 40
III 50 45 40 35
WEEKEND PLAN—ROS 6 PM FRI-MIDNIGHT SUN
I 50 45 40 35
II 45 40 35 30
III 40 35 30 25**WLTF (FM)**1961
CLEVELAND**Christal Radio****Contemporary**

A Booth Station

Media Code 4 236 3175 3.00 Mid 012924-000
Booth Broadcasting Corp.
One Radio Lane, Cleveland, OH 44114. Phone 216-696-
4444.**PROGRAMMING DESCRIPTION**WLTF (FM): Programmed for general adult appeal.
MUSIC: Contemporary. NEWS: at :60 & :30. AIR PER-
SONALITIES handle all segments. Contact Representa-
tive for further details. Rec'd 1/9/81.**1. PERSONNEL**Vice-Pres. Gen'l & Nat'l Sis Mgr.—Gordon Stenback.
General Sales Manager—Anthony Gazzana.**2. REPRESENTATIVES**Christal Radio.
Ohio, Indiana & Kentucky—Regional Reps. Corp.**3. FACILITIES**ERP 7,800 w. (horiz.), 7,800 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,060 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
23b, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 29b, 32a, 33a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h.
Cancellation: 70c, 71a, 72, 73a.
Prod Services: 80, 81, 82.
Member: Ohio Radio Network.**TIME RATES**

No. 82-3 Eff 7/15/82—Rec'd 8/23/82.

AMD—Mon thru Sat 5:30-10 am.
Midday—Mon thru Sat 10 am-3 pm; Sun 9 am-9 pm.
PMD—Mon thru Sat 3-8 pm.
EVE—Mon thru Sun 8 pm-1 am.**6. SPOT ANNOUNCEMENTS**GRID: 1 min 30 sec
WK: AMD MD PMD EVE AMD MD PMD EVE
I 130 135 145 115 111 115 123 98
II 120 125 135 105 102 106 115 89
III 110 115 125 98 94 98 106 83
IV 102 105 116 90 86 90 98 76**WMJI (FM)**1947
CLEVELAND**EASTMAN RADIO, INC.**Media Code 4 236 3195 1.00 Mid 012922-000
Jacor Broadcasting of Cleveland, Inc.
3940 Euclid Ave., Cleveland, OH 44115. Phone 216-391-
1260.**PROGRAMMING DESCRIPTION**WMJI (FM): Programmed to appeal to 18-49 demo.
MUSIC: Blend of 75% Oldies & 25% Currents. COM-
MERCIAL POLICY: max 8 units/hr. NEWS: in AM drive,
local traffic & meteorologist. Contact Representative for
further details. Rec'd 1/24/83.**1. PERSONNEL**Station Manager—Connie Edelman.
Vice-Pres. & Gen'l Sales Mgr.—Philip G. Levine.
Local Sales Manager—Larry Gawthrop.
AM Local Sales Manager—Larry Blum.**2. REPRESENTATIVES**

Eastman Radio, Inc.

3. FACILITIESERP 27,000 w. (horiz.), 27,000 w. (vert.); 105.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 900 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsAM facilities: WBBG.
Affiliated with Eastman Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WMMS (FM)1947
CLEVELAND**Katz Radio**Media Code 4 236 3200 9.00 Mid 012918-000
Malrite Communications Group, Inc.
Euclid Ave at E. 12th St., Cleveland, OH 44115. Phone
216-781-9667.**PROGRAMMING DESCRIPTION**WMMS (FM): MUSIC: Rock, programmed to reach older
teen & young adult. Contact Representative for further
details. Rec'd 7/25/83.**1. PERSONNEL**Station Manager—William T. Smith.
General Sales Manager—Gaye Ramstrom.
Local Sales Mgr./Sports Coord.—Art Greenberg.**2. REPRESENTATIVES**

Katz Radio.

3. FACILITIESERP 32,000 w. (horiz.), 32,000 w. (vert.); 100.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsRate Protection: 15e.
Affiliated with NBC-The Source.
Affiliated with KATZ Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

OHIO

Cleveland—cont

WQAL

EASY 104

WQAL (FM)
1948
CLEVELAND



Media Code 4 236 3260 3.00 Mid 012919-000
Win Communications, Inc.
1621 Euclid Ave., Cleveland, OH 44115. Phone 216-696-6656.

PROGRAMMING DESCRIPTION

WOAL (FM): Mass adult appeal. MUSIC: Easy listening featuring current selections & new arrangements of familiar stds.; AIR PERSONALITIES. COMMERCIAL POLICY: max 8 spot units/hr except 6-9 am. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL
Pres. & Gen'l Mgr.—Walt Tiburski.
General Sales Manager—Bill Scull,
Operations Director—Larry Morrow.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
ERP 7,800 w. circular polarized; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,060 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (A)

WRQC (FM)
1947
CLEVELAND HEIGHTS



Masla Radio

Contemporary



Media Code 4 236 3265 2.00 Mid 012917-000
Friendly Broadcasting Co.
2156 Lee Rd., Cleveland Heights, OH 44118. Phone 216-371-3534.

PROGRAMMING DESCRIPTION

WRQC (FM): Targets adults 18-49. MUSIC: Contemporary Hit music format. All segments handled by live AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/23/83.

1. PERSONNEL
President—Gerald J. Hroblak.
General Manager—Zemira Z. Jones.
Sales Manager—Shannon Lange.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 27,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 234 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12c, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28c, 29a, 29b, 31, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WSLR
1925
AKRON



Katz Radio

Mid 012850-000

Cleveland office.
3101 Euclid Ave., Cleveland, OH 44115. Phone 216-431-7494.
See listing under city of license.

WSUM
1973
PARMA



Media Code 4 236 3270 2.00 Mid 012920-000
Mortenson Broadcasting Co.
12721 Abbey Rd., North Royalton, OH 44133. Phone 216-237-3300.
1 min rate 1x: 15.00.

WWWE

3WE RADIO
1100

1923
CLEVELAND



McGAVREN GUILD RADIO

Gannett Broadcasting
Group



Media Code 4 236 3280 1.00 Mid 012921-000
Pacific and Southern Co., Inc.
The Park, 1250 Superior Ave., Cleveland, OH 44114.
Phone 216-781-1100.

PROGRAMMING DESCRIPTION

WWWE: MUSIC: Contemporary MOR, audience participation. NEWS: local at :58 & :30; network at :60; traffic reports & sports reports in AM/PM drive. SPORTS: Flag-ship station for major league baseball team, baseball play-offs & world series; pro football play-offs; super bowl & college bowls; sports talk M-F 7 pm-12M. Contact Representative for further details. Rec'd 8/25/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John Gutbrod.
General Sales Manager—Charlie Schnell.
Operations Director—Ray Marshall.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
50,000 w.; 1100 khz. Clear channel. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20b, 21a, 24b, 24c, 33a.
Contracts: 46, 47a.
Comb.; Cont. Discounts: 60b, 60i, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WDOK (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WZAK (FM)
1963
CLEVELAND



Media Code 4 236 3360 1.00 Mid 012923-000
Trans-World Broadcasting Corp.
1729 Superior Ave., Suite 401, Cleveland, OH 44114.
Phone 216-621-9300.

PROGRAMMING DESCRIPTION

WZAK (FM): Programmed to reach listeners 18-49. MUSIC: Urban Contemporary, featuring blend of Contemporary jazz, rhythm & blues, pop & Adult Contemporary selections. COMMERCIAL POLICY: 9-min, 12 units/hr. Contact Representative for further details. Rec'd 5/20/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—Xen Zapis.
General Sales Mgr.—Michael J. Hilber.
National Sales Manager—Fred N. Bourjaily.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 93.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12g, 14g, 16.
Basic Rates: 21a, 21b, 22a, 23a, 24a, 24b, 24c, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 47e, 48, 49, 51b.
Comb.; Cont. Discounts: 60d, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71b, 73b.
Prod. Services: 81, 82.
Affiliated with Supernet.

TIME RATES

No. 8 Eff 8/30/84—Rec'd 1/2/85.
A—Mon thru Fri 5-10 am; Sat 8 am-7 pm; Sun 10 am-3 pm.
B—Mon thru Fri 10 am-3 pm.
C—Mon thru Fri 3-8 pm; Sun 3-8 pm.
D—Mon thru Sun 7 pm-1 am; Sat 5-8 am.
E—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS
GRID: A B C D E GRID: A B C D E
I 101 87 91 81 71 III 91 77 81 71 61
II 96 82 86 76 66
30/10-sec: 85% of applicable Grid.
Fixed/limited daypart: applicable Grid plus 25%.

10. SPECIAL FEATURES

SUNDAY FEATURES

Music of Black America 6-7 am, Spotlight Talk Show 9-10 am, The Countdown 10 am-noon: Applicable A Grid. (A)

Cleveland Heights

Cuyahoga County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

See Cleveland

(including Cleveland Heights, Parma, Wiloughby)

Clyde

Sandusky County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WMEX (FM)

1981

CLYDE

Mid 012925-000

See SRDS Spot Radio Small Markets Edition.

Columbus

(including Worthington, Westerville)

Franklin County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBBY (FM)

1969

WESTERVILLE

Jazz/Big Band



Media Code 4 236 3390 8.00 Mid 012926-000
Mid-Ohio Communications, Inc.
Box 14, Westerville, OH 43081. Phone 614-891-1829.
Studio, 895-2020.

PROGRAMMING DESCRIPTION

WBBY (FM): Programmed for general adult appeal. MUSIC: full spectrum of Big Band & Jazz; emphasizing big band, mainstream, crossover & fusion; emphasis on stds to present blended 1/4 hr segments. AIR PERSONALITIES program all segments: Audience participation & contests daily. NEWS: from network. COMMERCIAL POLICY: maximum 10 units per hr. Contact Representative for further details. Rec'd 5/31/84.

1. PERSONNEL
General Manager—Dan S. Morris.
General Sales Manager—John H. Hill.
Ass't & Business Manager—Bryan McIntyre.

2. REPRESENTATIVES
Regional Repts Corp.
Roslin Radio Sales.

3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10, 12, 14, 15.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25c, 28b, 28c, 30, 31, 33d.
Contracts: 40c, 41.
Comb.; Cont. Discounts: 60a, 60f, 60i, 60k, 61c, 62d.
Cancellation: 70a, 70c, 70e, 71a.
Prod. Services: 80, 81, 82.
(*):60 days.

Affiliated with RKO TWO.
Member: Ohio Radio Network.

TIME RATES

No. 12 Eff 5/1/84—Rec'd 5/10/84.

6. SPOT ANNOUNCEMENTS
PER WK: 8 11 16 21 24 25 PER WK: 8 11 16 21 24 25
1 min 35 30 25 30 sec 28 24 20

WBNS
1922
COLUMBUS



BLAIR RADIO



Media Code 4 236 3420 3.00 Mid 012927-000
RadioOhio, Inc.
175 S. Third St., Columbus, OH 43215. Phone 614-460-3850.

PROGRAMMING DESCRIPTION

WBNS: Programmed for general adult interest. MUSIC: mass appeal Adult Contemporary; PERSONALITIES handle all segments. Audience participation & contests daily. NEWS: 9 person staff; 7 min local at 6:30, 7, 7:30, 8, 8:30 am with dual anchors; 10 min local at noon; 6 min local at 4 & 5 pm; 5 min local at :60 all hrs & at 4:30 & 5:30 pm; 4 mobile cruisers; traffic reports; wknd public affairs; accu weather 4x/hr; local PSA's. FARM: 1 min M-Sat 5:10 am livestock & grain. SPORTS: director, commentary in all AM newscasts & show at 7:50 am; OSU football & basketball; Columbus Clippers baseball; sports-talk listener call-in show 7-9 pm M-F; super & college bowl games. TALK: M-F 9 pm-12M; Larry King 12M-5:30 am. Contact Representative for further details. Rec'd 11/15/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thomas S. Stewart.
General Sales Manager—Robert A. Masys.
Program Director—Gary S. Parks.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1460 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12h, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 30, 32b.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WBNS-FM
1957
COLUMBUS



BLAIR RADIO



Media Code 4 236 3421 1.00 Mid 012928-000
RadioOhio, Inc.
175 S. Third St., Columbus, OH 43215. Phone 614-460-3850.

PROGRAMMING DESCRIPTION

WBNS-FM: Programmed for adults. MUSIC: current popular, standards, MOR & show tunes blended in uninterrupted quarter-hour segments. NEWS: hourly capsules; 6 person staff & 4 mobile units. Private weather service w/reports ea 1/4 hr 6:30-8:30 am. COMMERCIAL POLICY: maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thomas S. Stewart.
General Sales Manager—Robert A. Masys.
Program Director—Gary S. Parks.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 660 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 30, 32b.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WCOL
1922
COLUMBUS

EASTMAN RADIO, INC.



A Great Trails Station



Media Code 4 236 3480 7.00 Mid 012929-000
Division of Great Trails Broadcasting Corp.
195 E. Broad St., Columbus, OH 43215. Phone 614-221-7811.

PROGRAMMING DESCRIPTION

WCOL: MUSIC: MOR. NEWS: 6 reporter staff; network hly at :60; local at :30, :30, 5:30 am-5:30 pm; capsules at :15 & :45 during AM drive. FEATURES: network special programming; 3 radio mobile units; format becomes all-information during emergency weather conditions; weather 3x/hr; traffic during AM & PM drives. AIR PERSONALITIES handle all segments. SPORTS: network; hly summaries on wknds. Contact Representative for further details. Rec'd 8/27/82.

- PERSONNEL**
General Manager—Randall L. Rahe.
Chief Engineer—Greg Savoldi.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
1,000 w. days 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Rate Protection: 3 consec. mos.
FM facilities: WXGT (FM).
Affiliated with Eastman Radio Network.
Affiliated with CBS Radio Network.

TIME RATES

WCOL/WXGT (FM) COMBINATION

No. 6 Eff 9/1/81—Rec'd 8/17/81.

I—Mon thru Sun 3-7:30 pm; Mon thru Sat 6-10 am; Sat & Sun 10 am-3 pm.
II—Mon thru Sun 7:30 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
I	6 11 12 11 18 11 6 11 12 11 18 11	125 115 110 100 92 88
II	105 95 85 84 76 68	

WCOL only: Deduct 20% from WCOL/WXGT (FM) combination.

WHOK (FM)

1959
LANCASTER



(This is a paid duplicate of the listing under Lancaster, Ohio.)

Media Code 4 236 5581 0.00 Mid 012977-000
WHOK, Inc.
1660 Col-Lanc Rd., N. W., Lancaster, OH 43130. Phone 614-653-4373, 837-9536.

PROGRAMMING DESCRIPTION

WHOK (FM): Programmed for 18-34. MUSIC: Contemporary Country. AIR PERSONALITIES handle all segments live. NEWS: updates in AM. Rec'd 1/7/85.

- PERSONNEL**
General Sales Manager—Stan Robinson.
Regional Sales—Stuart Sharpe.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 215 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WLOH.
Member: Agri Broadcasting Network (ABN), Ohio Radio Network.

TIME RATES

Eff—Rec'd 10/27/83.

6. SPOT ANNOUNCEMENTS

Ea	1 min	30 sec
	17.65	15.30

(D)

WLVQ (FM)

1959
COLUMBUS



Katz Radio



Media Code 4 236 3510 1.00 Mid 012930-000
Taft Broadcasting Co.
42 E. Gay St., Columbus, OH 43215. Phone 614-224-1271.

PROGRAMMING DESCRIPTION

WLVQ (FM): Programmed to reach 18-34-year-old demo with equal emphasis on both 18-24 & 25-34 cells. MUSIC: Album Oriented Rock mixing currents, recurrences & classic Oldies; special music features. NEWS: plus

weather & sports. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum 12 units per hr. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Tom Thon.
Program Director—Pat Still.
Sales Manager—Tim Forbriger.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 17,800 w. (horiz.), 17,800 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 753 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTVN.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMNI

1957
COLUMBUS



Torbet Radio



Media Code 4 236 3540 8.00 Mid 012931-000
North American Broadcasting Co.
1458 Dublin Rd., Columbus, OH 43215. Phone 614-481-7800.

PROGRAMMING DESCRIPTION

WMNI: MUSIC: Country/Modern Country. NEWS: at :60; drivetime traffic watch. SPORTS: yr round. Contact Representative for further details. Rec'd 2/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mark E. Jividen.
General Sales Manager—Thomas R. Simkins.
Local Sales Manager—Robert P. Hutchison.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days; 500 w. nights; 920 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WRMZ (FM).
Affiliated with MBS.
Member: Agri Broadcasting Network (ABN).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withheld by station.

WNCI (FM)

1961
COLUMBUS



Christal Radio



Media Code 4 236 3600 0.00 Mid 012932-000
Nationwide Communications, Inc.
One Nationwide Plaza, Suite 98, Columbus, OH 43215.
Phone 614-224-7355.

PROGRAMMING DESCRIPTION

WNCI (FM): Programmed for 18-49 adults. MUSIC: Adult Contemporary mix of selected currents & oldies. AIR PERSONALITIES handle all segments; 2-man AM show. NEWS: 4-min in AM drive at :15 & :45; traffic reports 4x/hr using news cars; updates in PM drive at :15 & :45; weather 2x/hr w/add'l reports in drive. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
General Manager—Dale G. Weber.
General Sales Manager—Dennis Vincenti.
Program Director—Harry Valentine.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 175,000 w.; 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 565 ft. above average terrain.
- AGENCY COMMISSION**
15/0

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 60a, 60d, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 19 Eff 10/17/83—Rec'd 10/25/83.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat & Sun 9 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-midnight; Sat & Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

GRID—CLASS AAA

PER WK, 1 MIN:	*I	†II	‡III
M-F 5:30-10 am	145	130	120
M-F 3-8 pm; S & S 9 am-8 pm	115	100	90
CLASS AA			
M-F 10 am-3 pm; S & S 6-9 am	110	100	85
M-Sun 8 pm-midnight	70	60	50

30 sec: 85% of 1-min.
(*) Preferred by day & daypart.
(†) Mon thru Fri 5-day rotation within total time classes.
(‡) Mon thru Sun 7-day rotation within total time classes within maximum of 50% AAA; immediately preemptible by I & II.

WRFD

1947
COLUMBUS-WORTHINGTON



Media Code 4 236 3660 4.00 Mid 012933-000
Salem Media of Ohio
Box 802, Columbus, OH 43085. Phone 614-885-5342.

- REPRESENTATIVES**
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WRMZ (FM)

1962
COLUMBUS



Torbet Radio



Media Code 4 236 3690 1.00 Mid 012934-000
North American Broadcasting Co.
1458 Dublin Rd., Columbus, OH 43215. Phone 614-481-7800.

PROGRAMMING DESCRIPTION

WRMZ (FM): Programmed for adults 25-49 with broadened appeal 18-54. MUSIC: Current popular, Contemporary/Cross-over Country. NEWS: 2 briefs/hr in drivetimes, wkdays, other times in alternate hrs; sports, traffic, weather & community information presented in max music format. Contact Representative for further details. Rec'd 7/27/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mark E. Jividen.
General Sales Manager—Thomas R. Simkins.
Local Sales Manager—Robert P. Hutchison.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 542 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WMNI.
Affiliated with MBS.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSNY (FM)

1948
COLUMBUS



MAJOR MARKET RADIO SALES



Media Code 4 236 3705 7.00 Mid 012937-000
Franklin Communications, Inc., a division of Josephson Communications, Inc.
4401 Carriage Hill Lane, Columbus, OH 43220. Phone 614-451-2191.

PROGRAMMING DESCRIPTION

WSNY (FM): MUSIC: Adult contemporary presented in uninterrupted segments by live AIR PERSONALITIES. NEWS: news & traffic reports during AM & PM drive. Contact Representative for further details. Rec'd 7/28/82.

- PERSONNEL**
Executive Vice-President—Edward K. Christian.
Vice-Pres. & Gen'l Mgr.—Stephen T. Joos.
Local Sales Manager—Skip Bednarczyk.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 753 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 25a, 28a, 28c, 29a, 29b, 30d.
Contracts: 40a, 44a, 46, 47e.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 62d.
Cancellation: 70e, 71a.
Prod. Services: 82.
AM facilities: WVKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTVN

1959
COLUMBUS



Katz Radio



A Taft Station
Media Code 4 236 3720 6.00 Mid 012935-000
Taft Broadcasting Co.
42 E. Gay St., Columbus, OH 43215. Phone 614-224-1271, TWX, 810-482-1617.

PROGRAMMING DESCRIPTION

WTVN: Programmed for adults 25-54. MUSIC 70%: Current Hits, familiar Oldies; AIR PERSONALITIES handle all segments. NEWS 12%: 8 reporters plus private weather service & AM/PM airborne traffic reports; 10-min local at 7, 7:30, 8 am, 5 pm; weather after ea newscast, plus :20 & :50. SPORTS: reports 24 hrs a day. TALK 15%: Different topics ea night 8 pm-12M; daily editorials. FEATURES: music features; Top 10 Countdown 11:30 am; music magazine show 6 pm; network commentator daily at 8:30 am, 12:30 & 5:30 pm; wknds 60% Oldies 60-70's; Oldies request shows 6 pm-12M Sat & Sun; hly news & sports reports throughout wknd. Contact Representative for further details. Rec'd 11/29/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Perry Frey.
General Sales Manager—Bob Roof.
Operation Manager—Jack FitzGerald.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 610 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: *10b, *11b, *12b, *15e.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 60g, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
(*) Minimum of 5 spots or 2 programs weekly to qualify as continuous advertiser.
FM facilities: WLVQ (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVKO

1948
COLUMBUS



Media Code 4 236 3780 0.00 Mid 012936-000
Franklin Communications, Inc., a division of Josephson Communication, Inc.
4401 Carriage Hill Lane, Columbus, OH 43220. Phone 614-451-2191.

PROGRAMMING DESCRIPTION

WVKO: Programmed for Black community. MUSIC: M-Sat blend of contemporary & standards; Sun gospel, spiritual music, church services. FEATURES: community affairs & public service programming. NEWS: 4 min per hr during drive. Contact Representative for further details. Rec'd 6/1/82.

- PERSONNEL**
Executive Vice-President—Edward K. Christian.
Vice-Pres. & Gen'l Mgr.—Stephen T. Joos.
Local Sales Manager—Bill Selander.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
1,000 w.; 1580 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.

OHIO

Columbus—cont

WKVO—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
 Basic Rates: 20b, 21a, 21c, 22a, 23a, 25a, 28a, 28c, 29a,
 29b, 33d.
 Contracts: 40a, 44a, 46, 47e.
 Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 62d
 Cancellation: 70e, 71a.
 Prod. Services: 82.
 FM facilities: WSNY (FM).
 Affiliated with Sheridan Broadcasting Network.
 Affiliated with RKO ONE.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WXGT (FM)

1947
COLUMBUS



A Great Trails Station



Media Code 4 236 3810 5.00 Mid 012938-000
 Division of Great Trails Broadcasting Corp.
 195 E. Broad St., Columbus, OH 43215. Phone 614-221-
 7811.

PROGRAMMING DESCRIPTION

WXGT (FM): Programmed for young adult professional
 18-49. MUSIC: mass appeal Contemporary hits; AIR
 PERSONALITIES. NEWS: local at :20 & :50 in AM drive;
 live traffic reports in AM & PM drive. Contact
 Representative for further details. Rec'd 8/10/84.

1. **PERSONNEL**
 General Manager—Randall L. Rahe.
 Chief Engineer—Greg Savoldi.

2. **REPRESENTATIVES**
 Eastman Radio, Inc.

3. **FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.3 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 753 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/0.

5. **GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
 Rate Protection: 3 consec mos.
 AM facilities: WCOL.
 Affiliated with Eastman Radio Network.
 Sold in combination with WCOL. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Deduct 20% from WCOL/WXGT (FM) combination.

WZZT (FM)

1975
JOHNSTOWN



Urban Contemporary

Columbus Office:
 5921 Karl Road, Columbus, OH 43229. Phone 614-967-
 6776.
 See listing under city of license.

WWOW

1959
CONNEAUT

Mid 012939-000

See SRDS Spot Radio Small Markets Edition.

Coshocton

Coshocton County—Map Location F-6
 See SRDS Consumer market map and data at beginning of
 the state.

WTNS

1947
COSHOCTON

WTNS-FM

1968
COSHOCTON

Mid 012940-000

See SRDS Spot Radio Small Markets Edition.

Cuyahoga Falls

Summit County—Map Location F-4
 See SRDS Consumer market map and data at beginning of
 the state.

See Akron

(including Cuyahoga Falls, Kent)

Dayton

(including Beavercreek, Kettering, Miamisburg)
 Montgomery County—Map Location B-7
 See SRDS Consumer market map and data at beginning of
 the state.

Stations contiguous to the major city area are consoli-
 dated under the major city headings. This is not to
 imply that all of the stations provide equal coverage of
 the entire area or cities involved. It is part of the time
 buying function to determine the extent of individual
 station coverage, audience delivered, etc. within the
 area.

WAVI

1955
DAYTON

Talk & Information



Media Code 4 236 4020 0.00 Mid 012941-000
 WAVI Broadcasting Corp.
 Broadcast Center, 1400 Cincinnati St., Dayton, OH 45408.
 Phone 513-224-1137.

PROGRAMMING DESCRIPTION

WAVI: Programmed primarily for adults. TALK: informa-
 tion; tele/talk shows, open forum & selected guests.
 MUSIC: Sat & Sun afternoon memory music, no talk.
 NEWS: news talk wkdays; emphasis on local & special
 features; network & commentaries; traffic reports; sports;
 stock market summaries; network at :30; updates
 throughout each hr. SPORTS: U football. RELIGIOUS:
 Sun am only. Contact Representative for further details.
 Rec'd 3/25/83.

1. **PERSONNEL**
 President—H. K. Crowl.
 Vice-Pres & Gen'l Mgr.—Joseph B. Whalen.

2. **REPRESENTATIVES**
 Eastman Radio, Inc.
 Regional Reps Corp.

3. **FACILITIES**
 1,000 w. days; 1210 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**
 15/1 time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.
 Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28a,
 29a, 30.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a
 Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 82.
 FM facilities: WDAO (FM).
 Affiliated with Eastman Radio Network.
 Affiliated with ABC Entertainment Radio Network.
 Member: Ohio Radio Network.

TIME RATES

WAVI/WDAO (FM) COMBINATION

No. 1 Eff 6/1/83—Rec'd 6/3/83.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm: Sat 10 am-8
 pm.
 AA—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am; Sun 6
 am-8 pm.
 A—All other times.

6. **SPOT ANNOUNCEMENTS**

GRID:	1 min	30 sec
AAA	75 65 55 45 60 52 44 36	
AA	70 60 50 40 56 48 40 32	
A	45 40 35 30 36 32 28 24	

WAVI only: 50% of WAVI/WDAO (FM) combination.

WBZI-FM

1967
XENIA

Stereo Country

(This is a paid duplicate of the listing under Xenia, Ohio.)

Media Code 4 236 8820 9.00 Mid 013066-000
 Bakers Broadcasters, Inc.
 600 Kinsey Rd., Box 99, Xenia, OH 45385. Phone 513-
 426-2433.

PROGRAMMING DESCRIPTION

WBZI-FM: Programmed to 25-54. MUSIC: Country.
 NEWS: network. Rec'd 5/23/83.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—Richard A. Moran.
 Vice-Pres., Ass't Gen'l & Sales Mgr.—C. David Richley.
 Chairman of the Board—Vernon H. Baker.

3. **FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
 15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
 Member: Agri Broadcasting Network (ABN).

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/1/84—Rec'd 11/2/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7
 pm.
 AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-
 midnight; Sat & Sun 6-10 am.

6. **SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	26	25	24	23	22	
30 sec	20	19	18	17	16	
PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	19	18	17	16	15	
30 sec	15	14	13	12	11	

7. **PACKAGE PLANS**

PER WK:	TAP—1/2AAA, 1/2AA	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	22	21	20	19		
30 sec	17	16	15	14		
PER WK:	BTA—6 AM THRU MIDNIGHT	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	20	19	18	17	16	
30 sec	17	16	15	14	13	

(SMD)(D)

WDAO (FM)

1964
DAYTON

Stereo Soul



Media Code 4 236 4080 4.00 Mid 012942-000
 WDAO Broadcasting Corp.
 Broadcast Center, 1400 Cincinnati St., Dayton, OH 45408.
 Phone 513-224-1137.

PROGRAMMING DESCRIPTION

WDAO (FM): Black contemporary. Exception: gospel 5-7
 am M-Sat & 5 am-1 pm Sun; audience call-in Sun 9-12M.
 NEWS: at :20 & :50, local, national, network. Contact
 Representative for further details. Rec'd 3/25/83.

1. **PERSONNEL**
 President—H. K. Crowl.
 Vice-Pres. & Gen'l Mgr.—Joseph B. Whalen.
 Station Manager—John N. Jay.

2. **REPRESENTATIVES**
 Eastman Radio, Inc.
 Regional Reps Corp.

3. **FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.7 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 420 ft. above average terrain.

4. **AGENCY COMMISSION**
 15/1 time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.
 Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28a,
 29a, 30.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 82.
 AM facilities: WAVI.
 Affiliated with Sheridan Broadcasting Network.
 Affiliated with ABC Contemporary Radio Network.
 Affiliated with Eastman Radio Network.
 Member: Ohio Radio Network.
 Sold in combination with WAVI. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**

Deduct: 10% from WAVI/WDAO (FM) combination.

WFCJ (FM)

1961
MIAMISBURG

Media Code 4 236 4110 9.00 Mid 012999-000
 Miami Valley Christian Broadcasting Assoc. Inc.,
 Box 937, Dayton, OH 45449. Phone 513-866-2471.
 1 min rate 1x: 7.50.

WHIO

1935
DAYTON



Christal Radio



A Cox Communications, Inc. Station

Media Code 4 236 4140 6.00 Mid 012943-000
 Miami Valley Broadcasting Corp.
 1414 Wilmington Ave., Box 1206, Dayton, OH 45401.
 Phone 513-259-2111, TWX, 810-459-1760.

PROGRAMMING DESCRIPTION

WHIO: Personalities, news, sports, adult contemporary
 music, network news. Features include aircraft traffic re-
 ports, phone discussion program with personality daily 10
 am-1 pm. Mini-news blocks in drive times. Sports include
 pro baseball & football; college & high school football,
 basketball & soccer. Contact Representative for further
 details. Rec'd 7/25/83.

1. **PERSONNEL**
 General Manager—Don Kidwell.
 Local Sales Manager—Pete Boyle.

2. **REPRESENTATIVES**
 Christal Radio.

3. **FACILITIES**
 5,000 w.; 1290 khz. Directional nights.
 Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
 15% time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c,
 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS Radio Network.
 Affiliated with Connecticut Radio Network.
 Affiliated with NBC—Talknet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WHIO-FM

1945
DAYTON

Beautiful Music



A Cox Broadcasting Corporation Station

Media Code 4 236 4141 4.00 Mid 012944-000
 Miami Valley Broadcasting Corp.
 1414 Wilmington Ave., Dayton, OH 45401. Phone 513-
 259-2111, TWX, 810-459-1760.

PROGRAMMING DESCRIPTION

WHIO-FM: Programmed to adults. MUSIC: standard and
 popular. Variety of familiar music in uninterrupted seg-
 ments with commercial breaks 4 times per hour. NEWS: 5
 minutes each hour. Contact Representative for further
 details. Rec'd 5/10/74.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Don Kidwell.
 General Sales Manager—Pete Boyle.

2. **REPRESENTATIVES**
 Christal Radio.

3. **FACILITIES**
 ERP 50,000 w.; 99.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,060 ft. above average terrain.

4. **AGENCY COMMISSION**
 15% time only.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c,
 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WING
1921
DAYTON



Katz Radio



A Great Trails Station

Media Code 4 236 4200 8.00 Mid 012945-000
Great Trails Broadcasting Corp.
717 E. David Rd., Dayton, OH 45429. Phone 513-294-5858.

PROGRAMMING DESCRIPTION

WING: MUSIC: Adult Contemporary; emphasis on news, PERSONALITIES, sports & community affairs. NEWS: 9 newscasters; 3 meteorologists, sky traffic reports; radar weather. SPORTS: college football & basketball; Indy 500. Contact Representative for further details. Rec'd 5/1/80.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack Porteous.
Station Manager—Walter Broadhurst.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
5,000 w.; 1410 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**

General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 23a, 24a, 25a, 28a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 70a, 70c, 73a.
FM facilities: WGTZ (FM), Eaton.
Affiliated with ABC Information Radio Network.

TIME RATES

WING/WGTZ (FM), EATON COMBINATION
No. 1 Eff 8/1/84—Rec'd 10/30/84.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sun 8 pm-midnight; Sun all day.

6. **SPOT ANNOUNCEMENTS**

GRID, 1 MIN:	AAA	AA	A	B
I	160	130	120	110
II	130	100	90	100
III	120	90	80	90

30 sec/less: 80% of 1-min.

WING only: Deduct 5.00 per 1-min & 4.00 per 30-sec from WING/WGTZ (FM) combination.

WONE
1948
DAYTON



A Group One Station



Media Code 4 236 4260 2.00 Mid 012946-000
Group One Broadcasting Company
11 S. Wilkinson St., Dayton, OH 45402. Phone 513-224-1501.

PROGRAMMING DESCRIPTION

WONE: Programmed for adults 25-54. MUSIC: Modern Country featuring live AIR. PERSONALITIES. NEWS: at :60 24 hrs daily plus at:30 in AM drive; weather, traffic & sports reports. COMMERCIAL POLICY: maximum 16 units per hr. Contact Representative for further details. Rec'd 7/5/84.

1. **PERSONNEL**
President—Alfred G. Grosby.
Vice-Pres. & Gen'l Mgr.—Don G. Schwartz.
General Sales Manager—Jim Meyer.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
5,000 w.; 980 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTUE (FM).
Affiliated with ABC Direction Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by the station.

WPFB
1947
MIDDLETOWN

Mid 012969-000

See listing under city of license.

WPFB-FM
1959
MIDDLETOWN



A Braden Station

(This is a paid duplicate of the listing under Hamilton-Middletown, Ohio.)

Media Code 4 236 5235 3.00 Mid 012968-000
WPFB, Inc.
4505 Central Ave., Middletown, OH 45042. Phone 513-422-3625.

PROGRAMMING DESCRIPTION

WPFB-FM: Programmed for adults 18-44. MUSIC: Contemporary hits's. NEWS: Local at 6:55, 7:55 & 8:55 am. City traffic reports for Dayton. COMMERCIAL POLICY: Max 9 units per hr, 3 breaks per hr. Contact Representative for further details. Rec'd 7/20/84.

1. **PERSONNEL**
President—Paul F. Braden.
Vice-Pres. & Gen'l Mgr.—Jerry Crisp.

2. **REPRESENTATIVES**
Roslin Radio Sales

3. **FACILITIES**
ERP 34,000 w.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 593 ft. above average terrain.

4. **AGENCY COMMISSION**
15% time only; 15th of month.

5. **GENERAL ADVERTISING See coded regulations**

General: 2b, 3d, 4c, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47c, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

AAA—Mon thru Sat 6 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sun 9 am-7 pm.
A—Mon thru Sun midnight-6 am; Sun 6-9 am.

6. **SPOT ANNOUNCEMENTS**

GRID:	CLASS AAA	I	II	III	IV	V	VI	VII
1 min	45	40	35	30	25	20	17	14
30 sec	38	34	30	26	21	17	14	14

1 min	CLASS AA	38	34	30	26	21	17	15
30 sec	32	29	26	22	18	15	13	13

1 min & 30 sec 12 10 9 8 7 6 5
Fixed: Add 5.00 per spot.
All Grids preemptible.

7. **PACKAGE PLANS**

GRID:	TAP—2/3AAA, 1/3AA—7 CONSEC DAYS	I	II	III	IV	V	VI	VII
1 min	38	34	30	26	21	17	15	13
30 sec	32	29	26	22	18	15	13	13

(D-CR)

WTUE (FM)
1959
DAYTON



Media Code 4 236 4290 9.00 Mid 012947-000
Group One Broadcasting Co.
11 S. Wilkinson St., Dayton, OH 45402. Phone 513-224-1501.

2. **REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by the station.

WVUD (FM)
1962
KETTERING



Masla Radio



Media Code 4 236 4320 4.00 Mid 012948-000
University of Dayton
300 College Park Ave., Dayton, OH 45469. Phone 513-229-2041.

PROGRAMMING DESCRIPTION

WVUD (FM): MUSIC: Adult hit. Contact Representative for further details. Rec'd 3/1/83.

1. **PERSONNEL**
General Manager—John M. Schaller.
Program Director—Mike McMurray.
Sales Manager—John Schaller.

2. **REPRESENTATIVES**
Masla Radio.

3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 5, 6b, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 25c, 28b, 29a.
Contracts: 40b, 42a, 42d, 43, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

Eff—Rec'd 4/9/84.

6. **SPOT ANNOUNCEMENTS**
1-min 39.00; 30-sec 31.20.

WYMJ-FM

1978
BEAVERCREEK



Media Code 4 236 4350 1.00 Mid 013067-000
Ohio Broadcast Assoc.
699 N. Valley Rd., Beavercreek, OH 45385. Phone 513-429-9080.

PROGRAMMING DESCRIPTION

WYMJ-FM: Programmed for 25-54. MUSIC: Adult Contemporary hits plus oldies from 60's & 70's. NEWS: 5-min at :20 & :50 5-10 am; traffic reports in drive, sports & weather updates hrly. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/31/84.

1. **PERSONNEL**
President—Arnold Malkan.
General Manager—John S. Thompson.
Program Director—Steve Gramzay.

2. **REPRESENTATIVES**
Republic Radio Sales, Inc.

3. **FACILITIES**
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

TIME RATES

Eff—Rec'd 2/4/85.

AA—10 am-3 pm.
A—3-7 pm.

Eff—Rec'd 2/4/85.

6. **SPOT ANNOUNCEMENTS**

GRID:	I	II	III	IV	I	II	III	IV
AAA	80	70	60	50	72	63	54	45
AA	70	60	50	40	56	48	40	32
A	49	42	35	28	39	34	28	23

7. **PACKAGE PLANS**

GRID:	I	II	III	IV	GRID:	I	II	III	IV
1 min	60	50	41	33	30 sec	48	40	32	26

Defiance

Defiance County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WONW

1949
DEFIANCE



Media Code 4 236 4380 8.00 Mid 012949-000
Tri-State Broadcasting Co., Inc.
2010 Radio Dive, Defiance, OH 43512. Phone 419-782-8126.

PROGRAMMING DESCRIPTION

WONW: Programmed for area involvement with agricultural information, local news & sports coverage coupled with world news & information from Mutual Broadcasting System. MUSIC: middle of the road format in daytime & country nighttime. Weekend broadcasting includes various ethnic programs, specials and on-site remotes. Contact Representative for further details. Rec'd 5/2/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Glenn R. Thayer.

2. **REPRESENTATIVES**
Ind., Ohio, Ky. & Southwest—Regional Reps Corp.
Radio Station Representatives, Inc.

3. **FACILITIES**
1,000 w. days, 500 w. nights; 1280 khz. Directional nights.
Operating schedule: 5:45-12:30 am. EST.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

Eff—Rec'd 9/27/84.

6. **SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00	12.50
30 sec	13.50	13.00	12.50	12.00	11.50	11.00

12/85 (SMD)

Delaware

Delaware County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WDLR

1951
DELAWARE

Mid 012950-000

See SRDS Spot Radio Small Markets Edition.

Delphos

Allen County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WDOH (FM)

1972
DELPHOS

Mid 012951-000

See SRDS Spot Radio Small Markets Edition.

Dover

Tuscarawas County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See New Philadelphia-Dover

East Liverpool

Columbiana County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WELA (FM)

1959
EAST LIVERPOOL

Mid 012952-000

See SRDS Spot Radio Small Markets Edition.

WOHI

1949
EAST LIVERPOOL

Mid 012953-000

See SRDS Spot Radio Small Markets Edition.

Eaton

Prebble County—Map Location A-7
See SRDS Consumer market map and data at beginning of the state.

WCTM

1979
EATON

Mid 027872-000

See SRDS Spot Radio Small Markets Edition.

WGTZ (FM)

Z-93

1960
EATON



Katz Radio



Media Code 4 236 4820 7.00 Mid 012954-000
Great Trails Broadcasting Corp.
100 E. Somers St., Eaton, OH 45320. Phone 513-456-4200.

Dayton office:
717 E. David Rd., Dayton, OH 45429. Phone 513-294-2136.

PROGRAMMING DESCRIPTION

WGTZ (FM): MUSIC: Contemporary Hit Radio programmed for teens & young adults. NEWS: at :55. Contact Representative for further details. Rec'd 3/23/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jack Porteous.
Sales & Nat'l Sales Mgr.—Chet Hollinger.
Operations Manager—John King.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
ERP 20,000 w.; 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 373 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING See coded regulations**
AM facilities: WING, Dayton.
Sold in combination with WING, Dayton. See that listing.

continued

OHIO

Eaton—cont

WGTV (FM)—cont

TIME RATES

WGTV (FM)/WING, DAYTON COMBINATION
No. 1 Eff 8/1/84—Rec'd 10/30/84.

AAA—Mon thru Sat 5-10 am.				
AA—Mon thru Sat 3-8 pm.				
A—Mon thru Sat 10 am-3 pm.				
B—Mon thru Sun 8 pm-midnight; Sun all day.				
6. SPOT ANNOUNCEMENTS				
GRD, 1 MIN:	AAA	AA	A	B
I	160	130	120	110
II	130	100	90	100
III	120	90	80	90
30 sec/less: 80% of 1-min.				

WGTV (FM) only: Deduct 5.00 per 1-min & 4.00 per 30-sec from WGTV (FM)/WING, Dayton combination.

Elyria

Lorain County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

See Lorain-Elyria

Fairfield

Butler County—Map Location A-8
See SRDS Consumer market map and data at beginning of the state.

See Hamilton-Middletown
(including Fairfield)

Findlay

Hancock County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WFIN

1941
FINDLAY



nab

RAB

NRBA

Media Code 4 236 4740 3.00 Mid 012955-000
The Findlay Publishing Co.
Box 1507, Findlay, OH 45839. Phone 419-422-4545.

PROGRAMMING DESCRIPTION

WFIN: Programmed for general mass appeal. MUSIC: MOR featuring hits of recent yrs. AIR PERSONALITIES handle all segments. NEWS: local at :03 & at :30 in AM & noon drive, network at :50, 15-min at 7:30 am; 1/2-hr blocks at noon & 5 pm; daily editorials/commentaries. SPORTS: U football, daily reports & Indy racing. FARM: dir, network; market reports, news & editorials; annual exposition in Spring; 6 hrs farm wkly. COMMERCIAL POLICY: 18 min/hr. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
General Sales Manager—Ron Griffin.
Farm Director—Gary Wright.
- REPRESENTATIVES**
Regional Reps Corp.
Logue Farm Media.
- FACILITIES**
1,000 w. days; 1330 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15% on station time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
FM facilities: WHMO (FM).
Affiliated with ABC Direction Radio Network.
Member: Harry Martin's Rural Radio Network, Ohio Radio Network.

TIME RATES
Eff—Rec'd 10/22/84.

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	18.25	17.65	17.05	16.45	15.90	15.30
30 sec	15.60	15.00	14.40	13.80	13.25	12.65
7. PACKAGE PLANS						
PER YR:	240x	480x	720x	960x	1200x	
1 min	17.05	16.45	15.00	15.30	14.40	
30 sec	14.40	13.80	13.25	12.65	12.05	
10. SPECIAL FEATURES						
FARM—WEEKLY—6-8:30 AM & 11 AM-1 PM						
	1 ti	5 ti	10 ti	15 ti	20 ti	
1 min	27	26	25	24	23	
30 sec	22	21	20	19	18	

WHMQ (FM)

1948
FINDLAY

nab

RAB

NRBA

Media Code 4 236 4741 1.00 Mid 012956-000
The Findlay Publishing Co.
Box 1507, Findlay, OH 45839. Phone 419-422-4545.

PROGRAMMING DESCRIPTION

WHMQ (FM): Programmed for general mass appeal. MUSIC: Modern Country. NEWS: at :60; 2-min local team; AP, staff meteorologist. SPORTS: local college & high school play-by-play & daily live shows. FARM: market reports, news & interviews, extension service reports; farm & home promotion in spring; farm director 4 hrs farm wkly. COMMERCIAL POLICY: 16-min/hr. Contact Representative for further details. Rec'd 6/26/84.

- PERSONNEL**
General Sales Manager—Ron Griffin.
Farm Director—Gary Wright.
- REPRESENTATIVES**
Regional Reps Corp.
Logue Farm Media.
- FACILITIES**
ERP 20,000 w. (horiz. & vert.); 100.5 mhz. Stereo
Operating schedule: 24 hours daily. EST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15% on station time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21c, 21d, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WFIN.
Affiliated with Music Country Radio Network.
Member: Ohio Radio Network.

TIME RATES
Eff—Rec'd 10/22/84.

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	18.25	17.65	17.05	16.45	15.90	15.30
30 sec	15.60	15.00	14.40	13.80	13.25	12.65
7. PACKAGE PLANS						
	260x	480x	720x	960x	1200x	
1 min	17.05	16.45	15.90	15.30	14.40	
30 sec	14.40	13.80	13.25	12.65	12.05	
10. SPECIAL FEATURES						
FARM WEEKLY—6-8:30 AM & 11 AM-1 PM						
	1 ti	5 ti	10 ti	15 ti	20 ti	
1 min	28	27	26	25	24	
30 sec	23	22	21	20	19	
12/85 (SMD)						

Fostoria

Seneca County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WFOB

1946
FOSTORIA

nab

Media Code 4 236 4800 5.00 Mid 012957-000
Seneca Radio Corp.
Box W, Fostoria, OH 44830. Phone 419-435-5666.
Bowling Green Office: 118 N. Main St., Bowling Green, OH 43402. Phone 419-352-8555.

PROGRAMMING DESCRIPTION

WFOB: Adult programming daytime. 80% talk in am plus 1 hr tele/talk & 7 extended local & area newscasts. MUSIC: MOR early afternoon, modern music late afternoon & night. SPORTS: U football, basketball & major league baseball plus area sports. Contact Representative for further details. Rec'd 7/28/83.

- PERSONNEL**
President—Mel Murray.
General Manager—Gene Kinn.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w.; 1430 khz. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES
No. 15 Eff 1/1/84—Rec'd 12/19/83.

6. SPOT ANNOUNCEMENTS								
	1x	13x	26x	52x	104x	260x	520x	1000x
1 min	9.60	9.20	8.80	8.40	8.00	7.60	7.30	6.90
30 sec	8.10	7.70	7.30	6.90	6.50	6.20	5.90	5.60
15 sec	6.80	6.50	6.10	5.70	5.30	4.90	4.60	4.30
7. PACKAGE PLANS								
PER WK, EA:	1 min	30 sec	15 sec					
20 ti	6.90	5.60	4.30					
40 ti	6.50	5.20	4.00					
8. PROGRAM TIME RATES								
	1 ti	13 ti	26 ti	52 ti				
1 hr	100.00	90.00	85.00	80.00				
1/2 hr	65.00	60.00	55.00	50.00				
1/4 hr	45.00	40.00	35.00	30.00				
5 min	25.00	22.50	20.00	17.50				
10. SPECIAL FEATURES								
News Blocks & Phononion—Program rates plus 10%.								
12/85 (SMD) (CR)								

WFOB-FM

1946
FOSTORIA

Mid 031316-000
See SRDS Spot Radio Small Markets Edition.

Fremont

Sandusky County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WFRO

1949
FREMONT

nab

Media Code 4 236 4860 9.00 Mid 012958-000
Wolfe Broadcasting Corp.
905 W. State St., Box 271, Fremont, OH 43420. Phone 419-332-8218.

PROGRAMMING DESCRIPTION

WFRO: Programmed for an 18+. MUSIC: Contemporary Hits with old favorite mix. NEWS: at :60 with heavy local coverage. SPORTS: major league baseball, pro & college football, play-by-play local high school football & basketball. FARM: 6:15 & 11:30 am with local extension agent. RELIGIOUS: Sun 7-11:30 am. Rec'd 12/2/78.

- PERSONNEL**
General Manager—Thomas J. Wolfe.
News Director—Arthur Smith.
Chief Engineer—Dave Smith.
- FACILITIES**
500 w.; 900 khz. Directional.
Operating schedule: 6 am local sunset. EST.
Partial simulcast operation. Simulcast 6-8:30 am, noon-12:30 & 5-5:30 pm. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES
Eff 4/15/84—Rec'd 3/26/84.

6. SPOT ANNOUNCEMENTS								
	1x	26x	52x	104x	156x			
30 sec	9.40	9.10	8.80	7.95	7.65			
1 min	12.65	12.35	11.75	11.15	10.90			
	260x	520x	780x	1000x	1300x			
30 sec	7.05	6.75	6.45	6.15	5.90			
1 min	10.30	9.40	9.10	8.80	8.55			
Simulcast: AM rates apply.								
7. PACKAGE PLANS								
CONSECUTIVE WEEKS								
	30 sec	1 min	30 ti	40 ti				
1 wk	9.10	8.55	7.95	7.65	12.35	11.45	10.90	10.30
2 wk	8.80	8.25	7.65	7.35	11.75	10.90	10.30	9.70
3 wk	8.55	7.95	7.35	7.05	11.45	10.60	10.00	9.40
4 wk	8.25	7.65	7.05	6.75	11.15	10.30	9.70	9.10
12/85 (SMD)								

WFRO-FM

1946
FREMONT

Mid 012959-000
See SRDS Spot Radio Small Markets Edition.

Galion

Crawford County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WGLX

1972
GALION

WQLX (FM)

1974
GALION

Mid 012960-000
See SRDS Spot Radio Small Markets Edition.

Gallipolis

Gallia County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WJEH

1950
GALLIPOLIS

Mid 012961-000
See SRDS Spot Radio Small Markets Edition.

WYPC (FM)

1961
GALLIPOLIS

Mid 012962-000
See SRDS Spot Radio Small Markets Edition.

Georgetown

Brown County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WURD (FM)

1976
GEORGETOWN

Mid 012963-000
See SRDS Spot Radio Small Markets Edition.

Greenville

Darke County—Map Location A-6
See SRDS Consumer market map and data at beginning of the state.

WRK (FM)

1962
GREENVILLE

Mid 012964-000
See SRDS Spot Radio Small Markets Edition.

Hamilton-Middletown

(including Fairfield)
Butler County—Map Location A-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBLZ (FM)

1959
HAMILTON

NRBA

Media Code 4 236 5002 7.00 Mid 012965-000
Beni Broadcasting Associates, Inc., affiliated with NEWSsystems Group, Inc.
3511 Edwards Rd., Suite 202, Cincinnati, OH 45208.
Phone 513-321-8900.

PROGRAMMING DESCRIPTION

WBLZ (FM): Programmed for 18-44. Live AIR PERSONALITIES handle all segments. MUSIC: Adult Urban Contemporary mass appeal, 65% current hits & 35% oldies. FEATURES: locally produced program on local & topical issues; news & sports daily, local & reg'l emphasis. COMMERCIAL POLICY: max 1 spot per hr. Contact Representative for further details. Rec'd 1/10/83.

- PERSONNEL**
President—Ragan A. Henry.
Vice-Pres. & Gen'l Mgr.—Peter Eden.
National Sales Manager—David P. O'Donnell.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 16,200 w. circular polarized; 103.5 mhz. Stereo.
Operating Schedule: 24 hours daily. EST.
Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**
15%; 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 50, 51.
Comb.: Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff—Rec'd 1/23/84.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30-1 am.				
AA—Mon thru Fri 10 am-3 pm & 8 pm-1 am; Sun 5:30-1 am.				
6. SPOT ANNOUNCEMENTS				
PER WK:	1 min	18 ti	24 ti	30 sec
AAA	80	75	70	65
AA	70	65	60	55
7. PACKAGE PLANS				
TAP, MON THRU SUN—1/2AAA, 1/2AA				
	12 ti	18 ti	24 ti	
1 min	72	67	62	30 sec
1-5:30 am, 35.00.	62	57	52	
(D)				

WCNW

1964
FAIRFIELD

nab

Media Code 4 236 5025 8.00 Mid 012966-000
Vernon R. Baldwin, Inc.
8686 Michael Ln., Fairfield, OH 45014. Phone 513-829-7700.
1 min rate 1x: 13.00.

WLLT (FM)1962
FAIRFIELD**H&H**

HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 236 5092 8.00 Mid 012971-000
H & W Communications, Inc.
1132 W. Kemper Rd., Cincinnati, OH 45240. Phone 513-825-5400.**PROGRAMMING DESCRIPTION**

WLLT (FM): MUSIC: Mass appeal Contemporary. Contact Representative for further details. Rec'd 12/30/82.

1. PERSONNEL
Station Manager—Frank Kockritz.
Local Sales Manager—David Listermann.**2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.**3. FACILITIES**
ERP 27,000 w. (horiz.), 27,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 640 ft. above average terrain.**4. AGENCY COMMISSION**
15% time only; payable 10 days.**5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 4a, 4d, 5.
Rate Protection: 10i, 11i, 12i.
Basic Rates: 20a, 21b, 22a, 23b, 24c, 28b, 28c.
Contracts: 40c, 42b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 72.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

WMOH1944
HAMILTON**RRR****REGIONAL REPS****nab****RAB****NRBA**Media Code 4 236 5160 3.00 Mid 012967-000
raKel Communications, Inc.
2081 Hamilton/Middletown Rd., Hamilton, OH 45011.
Phone 513-863-1111.**PROGRAMMING DESCRIPTION**

WMOH: Adult contemporary, Solid Gold. Contact Representative for further details. Rec'd 11/20/84.

1. PERSONNEL
President—James C. Pride.
Sales Manager—Vaughn Allen.**2. REPRESENTATIVES**
Regional Reps Corp.**3. FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**
15/0 net charges for time.**5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 61c, 62d.
Cancellation: 70a, 70e, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Ohio Radio Network.**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 5/23/83.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7-10 pm.**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec
PER WK:	AAA AA A AAA AA A	
6 ti	34 30 18	30 26 14
16+	30 26 14	28 24 12

7. PACKAGE PLANS

BTA TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	16 ti	24 ti	31+
1 min	28	25	24	22
30 sec	24	22	20	18

PER YR:	780x	520x	312x	260x	156x
1 min	20	21	22	23	24
30 sec	17	18	19	20	21

Subject to short rate to earned frequency.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	250	210	190	180
1/2 hr	160	130	120	110

10. SPECIAL FEATURES

NEWS:	5 min	10 min
PER WK:	AAA AA AAA AA	
1 ti	44	52
3 ti	40	36
6+	36	30

Co-sponsorship News/sports—1 ti 30.00, 3 ti 28.00, 6+ 24.00.

NEWSCAST DISCOUNT

52 wk—10%

WPFB1947
MIDDLETOWN**nab****NRBA**

A Braden Station

Media Code 4 236 5220 5.00 Mid 012969-000
WPFB, Inc.
4505 Central Ave., Middletown, OH 45044. Phone 513-422-3625.**PROGRAMMING DESCRIPTION**

WPFB: Variety programming for general interest. AIR PERSONALITIES featured on programs. MUSIC: country. TALK: 12M-5:30 am. NEWS: noon-12:30 pm & 5-5:30 pm; every 1/2 hr other times. SPORTS: play-by-play high school & college football & basketball, pro baseball, major auto races; Sat & Sun network sports reports. RELIGION: Sun. Contact Representative for further details. Rec'd 2/27/84.

1. PERSONNEL
President—Paul F. Braden.
Vice-Pres. & Gen'l Mgr.—Jerry Crisp.**2. REPRESENTATIVES**
Roslin Radio Sales**3. FACILITIES**
1,000 w. days, 100 w. nights; 910 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**
15% time only; 15th of month.**5. GENERAL ADVERTISING See coded regulations**General: 2b, 3d, 4c, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47c, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.**TIME RATES**

Eff 9/1/82—Rec'd 8/27/82.

AM/PM Drive—Mon thru Sat 6-9 am; Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 9 am-3 pm; Sat & Sun 9 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.**6. SPOT ANNOUNCEMENTS**

GRID:	1 min	30 sec
AMD/PMD	22 28 24 20 25 22 19 16	11 11 11 11 11 11 11 11
DAY	22 20 17 14 18 16 14 11	11 11 11 11 11 11 11 11
EVE	12 11 9 8 10 9 7 6	

ON: 25% of AMD/PMD rates.
10 sec: 50% of 1-min.
Fixed: extra 2.00.

7. PACKAGE PLANS

TAP—1/2AMD/PMD, 1/4DAY, 1/4EVE

GRID:	1 min	30 sec
1 min	22 20 17 14	30 sec 18 16 14 11

10 sec: 50% of 1-min.
Fixed: extra 2.00.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr
AMD/PMD	45			
All other times	29	45	65	93

(CR-2)

WPFB-FM1959
MIDDLETOWN**nab****RAB****NRBA**

A Braden Station

Media Code 4 236 5235 3.00 Mid 012968-000
WPFB, Inc.
4505 Central Ave., Middletown, OH 45042. Phone 513-422-3625.**PROGRAMMING DESCRIPTION**

WPFB-FM: Programmed for adults 18-44. MUSIC: Contemporary hits's. NEWS: Local at 6:55, 7:55 & 8:55 am. City traffic reports for Dayton. COMMERCIAL POLICY: Max 9 units per hr, 3 breaks per hr. Contact Representative for further details. Rec'd 7/20/84.

1. PERSONNEL
President—Paul F. Braden.
Vice-Pres. & Gen'l Mgr.—Jerry Crisp.**2. REPRESENTATIVES**
Roslin Radio Sales**3. FACILITIES**
ERP 34,000 w.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 593 ft. above average terrain.**4. AGENCY COMMISSION**
15% time only; 15th of month.**5. GENERAL ADVERTISING See coded regulations**General: 2b, 3d, 4c, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47c, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.**TIME RATES**

Eff—Rec'd 9/30/82.

AAA—Mon thru Sat 6 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sun 9 am-7 pm.
A—Mon thru Sun midnight-6 am; Sun 6-9 am.**6. SPOT ANNOUNCEMENTS**

GRID:	CLASS	I	II	III	IV	V	VI	VII
1 min	AAA	45	40	35	30	25	20	17
30 sec	AAA	38	34	30	26	21	17	14

CLASS	AA	A
1 min	38	34
30 sec	32	29

GRID: CLASS A I II III IV V VI VII

1 min & 30 sec 12 10 9 8 7 6 5

Fixed: Add 5.00 per spot.

All Grids preemptible.

7. PACKAGE PLANS

TAP—2/3AAA, 1/3AA—7 CONSEC DAYS

GRID:	I	II	III	IV	V	VI	VII
1 min	38	34	30	26	21	17	15
30 sec	32	29	26	22	18	15	13

(D-CR)

WSKS (FM)1977
HAMILTON**nab****RAB**Media Code 4 236 5250 2.00 Mid 012970-000
Seven Hills Communication, Ltd.
3 East 4th St., Cincinnati, OH 45202. Phone 513-621-3696.**PROGRAMMING DESCRIPTION**

WSKS (FM): Targeted at 12-34. MUSIC: Contemporary Rock. Contact Representative for further details. Rec'd 11/20/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—J. David Martin.
Vice-Pres. Sales & Mktg.—Robert L. Lawrence.
Vice-President, Operations—Randy Michaels.**2. REPRESENTATIVES**
Eastman Radio, Inc.**3. FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hour daily. EST.
Antenna ht.: 810 ft. above average terrain.**4. AGENCY COMMISSION**
15% time only.**5. GENERAL ADVERTISING See coded regulations**General: 2a, 3a, 4a, 4d, 5.
Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.
Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42a, 44a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62b.
Cancellation: 70a, 70c, 71a.
AM facilities: WLW, Cincinnati.
Affiliated with American FM Network.
Affiliated with Eastman Radio Network.
Sold in combination with WLW, Cincinnati. See that listing.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR)

HeathLicking County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**See Newark**
(including Heath)**Hillsboro**Highland County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.**WSRW**1956
HILLSBORO**WSRW-FM**1962
HILLSBORO

Mid 012972-000

See SRDS Spot Radio Small Markets Edition.

IrontonLawrence County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.**See Huntington (WV)-Ashland**
(KY)
(including Ironton, OH)
Under West Virginia**Jackson**Jackson County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.**WCJO (FM)**1971
JACKSON

Mid 012973-000

See SRDS Spot Radio Small Markets Edition.

WLMJ1953
JACKSON

Mid 012974-000

See SRDS Spot Radio Small Markets Edition.

JohnstownLicking County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.**WZZT (FM)**1975
JOHNSTOWNMedia Code 4 236 5460 7.00 Mid 012975-000
Kramer Communications, Inc.,
135 E. Pratt St., Box 373, Johnstown, OH 43031. Phone 614-967-6776.
Columbus Office:
5921 Karl Road, Columbus, OH 43229. Phone 614-967-6776.**PROGRAMMING DESCRIPTION**

WZZT (FM): Target audience 12-44. MUSIC: Urban Contemporary. COMMERCIAL POLICY: max 6-8 units/hr. Contact Representative for further details. Rec'd 8/31/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert A. Kramer.**2. REPRESENTATIVES**
Masla Radio.**3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.**4. AGENCY COMMISSION**
15%.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(CR)

KentPortage County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**See Akron**
(including Cuyahoga Falls, Kent)**Kenton**Hardin County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WKTN (FM)**1963
KENTONMedia Code 4 236 5520 8.00 Mid 012976-000
Radio General, Ltd.
113 W. Carroll St., Box 213, Kenton, OH 43326. Phone 419-675-2355.**PROGRAMMING DESCRIPTION**

WKTN (FM): MUSIC: Adult Contemporary. Rec'd 6/18/79.

1. PERSONNEL
Pres. & Gen'l Mgr.—Keith P. Gensheimer.**3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 300 ft. above average terrain.**4. AGENCY COMMISSION**
None; all rates net to station.**5. GENERAL ADVERTISING See coded regulations**
Member: Agri Broadcasting Network (ABN).**TIME RATES**

Eff 6/1/84—Rec'd 5/29/84.

PER WK:	1 ti	10 ti	20 ti	30+
1 min	7.70	7.50	7.20	6.80
PER YR:	260x	312x	520x	780x
1 min	5.90	5.70	5.40	5.05

(SMD) (CR)

KetteringMontgomery County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.**See Dayton**
(including Beaver Creek, Kettering, Miamisburg)

OHIO

Lancaster

Fairfield County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WHOK (FM)

1959
LANCASTER
NRBA

Media Code 4 236 5581 0.00 Mid 012977-000
WHOK, Inc.
1660 Col-Lanc Rd., N. W., Lancaster, OH 43130. Phone 614-653-4373, 837-9536.

PROGRAMMING DESCRIPTION

WHOK (FM): Programmed for 18+-. MUSIC: Contemporary Country. AIR PERSONALITIES handle all segments live. NEWS: updates in AM. Rec'd 1/7/85.

- PERSONNEL**
General Sales Manager—Stan Robinson.
Regional Sales—Stuart Sharpe.
 - FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 215 ft. above average terrain.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WLOH.
Member: Agri Broadcasting Network (ABN), Ohio Radio Network.
- TIME RATES**
Eff—Rec'd 10/27/83.
- SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec
17.65 15.30
(D)

WLOH

1948
LANCASTER

Media Code 4 236 5610 7.00 Mid 012978-000
WHOK, Inc.
1660 Col-Lanc Rd., N.W., Lancaster, OH 43130. Phone 614-653-4373, 837-9561.

- PERSONNEL**
General Sales Manager—Stan Robinson.
Regional Sales—Stuart Sharpe.
 - FACILITIES**
1,000 w.; 1320 khz. Directional.
Operating schedule: EST.
 - GENERAL ADVERTISING See coded regulations**
FM facilities: WHOK (FM).
Member: Agri Broadcasting Network (ABN).
Member: Ohio Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Lima

Allen County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WAXC (FM)

WAXC fm 92

1964

WAPAKONETA-ST. MARYS



Masla Radio

See listing under city of license.

Mid 013054-000

WCIT

1963
LIMA



Media Code 4 236 5640 4.00 Mid 012979-000
Riggs Broadcasting Corp.
1301 N. Cable Rd., Box 940, Lima, OH 45802. Phone 419-228-9248.

PROGRAMMING DESCRIPTION

WCIT: MUSIC: Adult Contemporary; Drake-Chenault's Great Gold format featuring music from 1959, primarily from 60's & 70's with some Current Hits appealing to audience 20-50; AIR PERSONALITIES: NEWS: local reports at :60; Morning Radio Newspaper wkdays 7:30-8:05 am; Evening News Magazine wkdays 5:30-6 pm; Weather Center color radar at :15 & :45. SPORTS: 8:20 am, 12:20 & 4:20 pm. FEATURES: Bridal Fair Feb; annual Easter egg hunt, contests; live remotes. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—R. H. Riggs.
General Sales Manager—R. F. Rice.
Program Director—Paul Douglas.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
250 w. days; 940 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b.
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
FM facilities: WLSR (FM).

TIME RATES

No. 17 Eff 6/1/83—Rec'd 8/23/83.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.

SPOT ANNOUNCEMENTS

	Per wk	Per yr
1 MIN:	14 ti 28 ti 42 ti 1x 182x 364x 728x	
AAA	19.00 15.50 13.00 23.50 19.00 15.50 13.00	
AA	17.00 13.50 11.50 21.50 17.00 13.50 11.50	
30 sec:	80% of 1-min; 10 sec: 60% of 1-min.	

PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	185	100	60	45	30

SPECIAL FEATURES

	7 ti	4 ti	3 ti
PER WK:	26.50	28.00	30.00

WCIT/WLSR (FM) COMBINATION
No. 16-A Eff 6/1/83—Rec'd 8/23/83.

PACKAGE PLANS

SATURATION—1/3 DRIVE, 1/3 DAYTIME, 1/3 NIGHTTIME

PER WK, EA:	1 min
28 Plan (14 WCIT, 14 WLSR)	12.50
56 Plan (28 WCIT, 28 WLSR)	11.00
84 Plan (42 WCIT, 42 WLSR)	9.50

WIMA
1948
LIMA



Katz Radio



Media Code 4 236 5700 6.00 Mid 012980-000
The WIMA Broadcasting Corp.
667 W. Market St., Lima, OH 45802. Phone 419-223-2060.

PROGRAMMING DESCRIPTION

WIMA: Modern listeners of all ages. MUSIC: Popular, familiar selections from recent yrs. NEWS: 6 man staff, mobile studio, local coverage with 20 local newscasts. Network & entertainment. Farm programming 1-1/2 hrs daily M-F with early morning, midday & afternoon agribusiness reports. Women's program with interviews. Community service & local features. 2 hrs public affair w/ly M-F. Documentaries & editorials as developed. SPORTS: Play-by-play high school football & basketball, college & Pro Football & Major League Baseball. 4 local sports shows daily. Regular programming by 5 air personalities, incl consistent updates on radar weather reports, news, sports & special features M-F 10-11 am. Contact Representative for further details. Rec'd 4/7/81.

- PERSONNEL**
President—Les C. Rau.
Sales Manager—Tom Francis.
Agri-Business Director—Tom Watkins.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
1,000 w.; 1150 khz. Directional nights.
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b, 15e.
Basic Rates: 21b, 21c, 22a, 23a, 24b, 27, 28a, 29a.
Contracts: 40a, 42c, 45, 46, 47e, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIMT (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

WIMA/WIMT (FM) COMBINATION
No. 2 Eff 12/15/82—Rev'd 6/9/82.
AAA—Mon thru Sat 5:30-10 am, rotating.
AA—Mon thru Sat 3-8 pm, rotating.
A—Mon thru Fri 10-11:30 am & 1-3 pm; Sat 10 am-3 pm; Sun 5:30 am-8 pm rotating.
B—Sun thru Sat 8 pm-5:30 am, rotating.

SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B	AAA	AA	A	B
6 ti	58	53	44	25	46	42	35	20
12 ti	52	47	43	22	42	38	34	18
18 ti	47	44	39	19	38	35	31	15

SPECIAL FEATURES

FARM—MON-FRI 5:30-6 AM, 11:30 AM-1 PM, 1:40-3:25 PM, 3:05, & 5:05 PM
1 min, flat 60.00 30 sec, flat 48.00

WIMA ONLY
65% of WIMA/WIMT (FM) combination.

SPECIAL FEATURES

FARM—MON-FRI 5:30-6 AM, 11:30 AM-1 PM, 1:40-3:05, & 5:05 PM
1 min, flat 44.00 30 sec, flat 35.00

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WIMT (FM)

1948
LIMA

Modern Country



Media Code 4 236 5701 4.00 Mid 012981-000
The WIMA Broadcasting Corp.
667 W. Market St., Lima, OH 45802. Phone 419-228-7515.

PROGRAMMING DESCRIPTION

WIMT (FM): Modern listeners of all ages. MUSIC: modern country, familiar standard selections. NEWS: 6 man news staff, mobile studio, local news coverage with 20 local newscasts. Network news and entertainment. FARM: 1 hr/day with early morning, midday & afternoon agribusiness reports M-F. Documentaries and editorials. Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
President—Les C. Rau.
Oper./Sis. Mgr.—Art Versnick.
 - REPRESENTATIVES**
Katz Radio.
 - FACILITIES**
ERP 8,000 w.; 102.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1055 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WIMA.
Sold in combination with WIMA. See that listing.
- TIME RATES**
No. 2 Eff 12/15/82—Rev'd 6/9/82—Rec'd 7/21/82.
- SPOT ANNOUNCEMENTS**
60% of WIMA, WIMT (FM) combination.
 - PROGRAM TIME RATES**
NITE ROADS—MON THRU FRI 7 PM-MIDNIGHT
- | | 1 ti | *13 wk | *26 wk | *52 wk |
|------------------------|-------|--------|--------|--------|
| 1 min | 15.00 | 11.00 | 9.50 | 8.50 |
| 30 sec/less | 12.00 | 9.00 | 7.50 | 6.50 |
| Minimum of 6 x per wk. | | | | |
- PARTICIPATING PROGRAMS**
NITE ROADS—MON THRU FRI 8 PM-MIDNIGHT
- | | 1 ti | 13 ti* | 26 ti* | 52 ti* |
|--------|-------|--------|--------|--------|
| 1 min | 15.00 | 11.00 | 9.50 | 8.50 |
| 30 sec | 12.00 | 9.00 | 7.50 | 6.50 |
- (*Minimum of 6 spots/wk.)
- SPECIAL FEATURES**
FARM—MON-FRI 5:30-6 AM, 11:30 AM-1 PM, 1:40-3:25 PM
1 min, flat 24.00 30 sec, flat 19.50

WKKI (FM)

K-94 fm

1960
CELINA

Other Office: Box 8124, Lima, OH 45805. Phone 419-229-9400.
See listing under city of license.

WKTN (FM)

1963
KENTON

See listing under city of license. Mid 012976-000

WLSR (FM)

1970
LIMA

Media Code 4 236 5715 4.00 Mid 012982-000
Riggs Broadcasting Corp.
1301 N. Cable Rd., Box 940, Lima, OH 45802. Phone 419-228-9248.

PROGRAMMING DESCRIPTION

WLSR (FM): Programmed for adult audience. MUSIC: Beautiful—80% lush strings, 15% musical showtunes, 3% classical, 2% folk. NEWS: local 7, 8 am, noon, 4, 6 & 10 pm. SPORTS: 7:20 am, 12:20 & 5 pm; PERSONALITY at 5:45 & 11 pm; weather at :15 & :45. FARM: commentator & grain reports at 11:30 am. FEATURES: Philharmonic 9 pm Sun; Symphony orchestra 9 pm Wed; opera Sat; The Morning Show with Easter Straker, M-F 9 am Sat; editorials Tues; legislative log 9 am Sat; Education Today M-F 2 pm; public affairs & community interest features; school closing & factory work schedule changes as they occur. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
President—Richard H. Riggs.
Vice-President—Mrs. Norma Riggs.
Program Director—Gary MacWhirney.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b.
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
AM facilities: WCIT.
Affiliated with MBS.
Sold in combination with WCIT. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 13 Eff 6/1/83—Rec'd 8/23/83.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-6 am.

SPOT ANNOUNCEMENTS

	Per wk	Per yr
1 MIN:	14 ti 28 ti 42 ti 1x 182x 364x 728x	
AAA	19.00 15.50 13.00 23.50 19.00 15.50 13.00	
AA	17.00 13.50 11.50 21.50 17.00 13.50 11.50	
A	11.50 10.00 9.00 12.50 11.50 10.00 9.00	
30 sec:	80% of 1-min; 10 sec: 60% of 1-min.	

PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	185	100	60	45	30

SPECIAL FEATURES

	7 ti	4 ti	3 ti
PER WK:	26.50	28.00	30.00

Logan

Hocking County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WLGN

1967
LOGAN

See SRDS Spot Radio Small Markets Edition. Mid 012983-000

WLGN-FM

1965
LOGAN

See SRDS Spot Radio Small Markets Edition. Mid 012984-000

London

Madison County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WCKX (FM)

1965
LONDON

See SRDS Spot Radio Small Markets Edition. Mid 012985-000

Lorain-Elyria

Lorain County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBEA (FM)

(formerly WEOL-FM)
1948
ELYRIA



An Elyria-Lorain Broadcasting Co. Station
Media Code 4 236 5900 2.00 Mid 012986-000
The Elyria-Lorain Broadcasting Co.
538 Broad St., Box 4006, Elyria, OH 44036. Phone 216-322-3761, Lorain, 233-5161, 245-6437, Cleveland. 835-4343, 4555.

PROGRAMMING DESCRIPTION

WBEA (FM): Programmed for young adults 18-34; primary target 25-34. MUSIC: Contemporary Hits; today's hits blended with past hits. PERSONALITIES handle all segments. FEATURES: news & sports bulletins immediately; direct teletype from U.S. weather bureau, severe weather advisories; boating information; school closings; public affairs & community interest features presented regularly. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 2/22/83.

- PERSONNEL**
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—Gary L. Kneisley.
- REPRESENTATIVES**
Ohio—Regional Reps Corp.
Contact station direct.

3. FACILITIES
ERP 50,000 w. (horiz), 50,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEOL.
Member: Ohio Radio Network.

TIME RATES

Eff 3/1/85—Rec'd 2/5/85.
AAA—Mon thru Sat 5-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5-10 am.
B—Tues thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
	1x	13x	26x	52x	104x	156x
AAA	32.00	28.00	27.00	24.00	23.00	22.00
AA	30.00	26.00	25.00	22.00	21.00	20.00
A	27.00	23.00	20.00	19.00	18.00	17.00
B	15.00	12.50	10.00	9.00	8.50	8.00
30 SECONDS						
AAA	25.00	22.40	21.60	19.20	18.40	17.60
AA	24.00	20.80	20.00	17.60	16.80	16.00
A	21.60	18.40	16.00	15.20	14.40	13.60
B	12.00	10.00	8.00	7.20	6.80	6.40
1 MINUTE						
AAA	21.00	20.00	19.00	18.00	16.00	15.00
AA	19.00	18.00	17.00	16.00	14.00	13.00
A	16.00	14.00	13.00	12.00	10.00	9.00
B	7.50	7.00	6.50	5.50	5.00	4.50
30 SECONDS						
AAA	16.80	16.00	15.20	14.40	12.80	12.00
AA	15.20	14.40	13.60	12.80	11.20	10.40
A	12.80	11.20	10.40	9.60	8.00	7.20
B	6.00	5.60	5.20	4.40	4.00	3.60

7. PACKAGE PLANS

TAP, WITHIN 7 CONSEC DAYS—1/3AAA, 1/3AA, 1/3A
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti 60 ti
1 min 22.00 21.50 21.00 20.50 20.00 19.50
30 sec 17.60 17.20 16.80 16.40 16.00 15.60
TAP, WITHIN 30 CONSEC DAYS—1/3AAA, 1/3AA, 1/3A
PER MO: 30 ti 60 ti 90 ti 120 ti
1 min 20.00 19.50 19.00 18.50
30 sec 16.00 15.60 15.20 14.80
NITE-FLITE, 6 CONSEC DAYS—CLASS B
6 ti 12 ti 24 ti 48 ti
1 min 10.00 9.50 9.00 8.50
30 sec 8.00 7.60 7.20 6.80

6. SPOT ANNOUNCEMENTS

	AAA				
	1 min	30 sec	20 sec	10 sec	5 sec
1 x	24.00	19.20	16.80	14.40	14.40
13 x	19.05	15.25	13.35	11.45	11.45
26 x	18.25	14.60	12.75	10.95	10.95
52 x	17.95	14.35	12.55	10.75	10.75
104 x	17.40	13.90	12.20	10.45	10.45
156 x	16.85	13.50	11.80	10.10	10.10
208 x	16.60	13.30	11.60	9.95	9.95
260 x	15.75	12.60	11.00	9.45	9.45
312 x	15.20	12.15	10.65	9.10	9.10
624 x	13.40	10.70	9.40	8.05	8.05
1000x	12.25	9.80	8.55	7.35	7.35
AA					
1 x	22.75	18.20	15.90	13.65	13.65
13 x	17.15	13.70	12.00	10.30	10.30
26 x	16.60	13.30	11.60	9.95	9.95
52 x	16.05	12.85	11.25	9.65	9.65
104 x	15.50	12.40	10.85	9.30	9.30
156 x	14.65	11.70	10.25	8.80	8.80
208 x	14.40	11.50	10.10	8.65	8.65
260 x	13.85	11.10	9.70	8.30	8.30
312 x	13.30	10.65	9.30	8.00	8.00
624 x	11.45	9.15	8.00	6.90	6.90
1000x	10.35	8.30	7.25	6.20	6.20
A					
1 x	20.50	16.40	14.35	12.30	12.30
13 x	13.55	10.85	9.50	8.15	8.15
26 x	13.30	10.65	9.30	8.00	8.00
52 x	13.05	10.45	9.15	7.85	7.85
104 x	12.45	9.95	8.70	7.50	7.50
156 x	11.90	9.50	8.35	7.15	7.15
208 x	11.65	9.30	8.15	7.00	7.00
260 x	10.80	8.65	7.55	6.50	6.50
312 x	10.25	8.20	7.20	6.15	6.15
624 x	8.45	6.75	5.90	5.10	5.10
1000 x	7.35	5.90	5.15	4.40	4.40

7. PACKAGE PLANS

BTA—WITHIN 7-DAYS
EA: 6 ti 12 ti 18 ti 24 ti 36 ti 60 ti
1 min 16.15 15.40 13.95 13.45 12.65 11.70
30 sec 12.90 12.30 11.15 10.75 10.10 9.35
20 sec 11.30 10.80 9.75 9.40 8.85 8.20
10 sec 9.70 9.25 8.35 8.05 7.60 7.00
NIGHT FLIGHT PACKAGES
(Tues thru Sun midnight-5 am—in 6 days)
EA: 6 ti 12 ti 24 ti 48 ti
1 min 6.75 6.25 5.75 5.25
30 sec 5.40 5.00 4.60 4.20

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	40.00	60.00	80.00	120.00	180.00
13 x	32.50	48.75	65.00	97.50	146.25
26 x	32.00	48.00	64.00	96.00	144.00
52 x	31.00	47.25	63.00	94.50	141.75
104 x	30.50	45.75	61.00	91.50	137.25
156 x	29.50	44.25	59.00	88.50	132.75
208 x	28.50	42.75	57.00	85.50	128.25
260 x	27.50	41.25	55.00	82.50	123.75
312 x	26.50	39.75	53.00	79.50	119.25

10. SPECIAL FEATURES

SPANISH PROGRAMS
1 min, flat ea 16.75 30 sec, flat ea 13.50
12/85

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1/2 hr	100	90	80	70	60
1/4 hr	70	60	50	45	40
10 min	50	45	40	35	30
5 min	30	28	25	23	20

PROGRAM CONTRACT DISCOUNT
52 wk—10% 26 wk—5%

WZLE (FM)

1975
LORAIN



Media Code 4 236 6030 7.00 Mid 012989-000
Lorain Christian Broadcasting Co.
214 Sheffield Center, Lorain, OH 44055. Phone 216-233-8403.

PROGRAMMING DESCRIPTION

WZLE (FM): MUSIC: blended MOR Christian (Traditional, Contemporary, Southern Gospel). Network specials. NEWS: network, UPI wire; emphasis on local, blocks at 7:30, 8, 8:30, noon, 6 pm. Weather road reports & school closings, marine reports & forecasts from nat'l weather serv. SPORTS: local high school football. RELIGION: blended daily with music format. Public affairs & community involvement. Greek, Irish & Spanish programming. Contact Representative for further details. Rec'd 8/15/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—Norfleet R. Jones.

2. REPRESENTATIVES
Mid-American Media Services, Inc.
Patt Media Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 4a, 5, 6a, 8.

Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 29a, 33a.
Comb.: Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 1/1/82—Rec'd 12/4/81
AA—5:30-10 am, 11:59 am-1 pm & 3-7 pm; all news, weather & sports programs.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
1 x	16.00	12.25	15.00	11.25
50 x	15.00	12.00	14.00	11.00
150 x	14.00	11.25	13.00	10.25
250 x	13.50	11.00	12.50	10.00
400 x	13.00	10.75	12.00	9.75
600 x	12.50	10.50	11.50	9.50
900 x	12.00	10.25	11.00	9.25
1200 x	11.50	9.25	10.50	8.25
1500 x	11.00	9.00	10.00	8.00
2000 x	10.50	8.75	9.50	7.75

7. PACKAGE PLANS

BULK—WITHIN 7 DAYS
EA: 1 min 30 sec 1 min 30 sec
25 ti 12.25 10.50 11.50 9.50
50 ti 12.00 10.25 11.00 9.25
75 ti 11.50 9.25 10.50 8.25
100 ti 10.50 9.00 9.50 8.00
PER WK, AA: 1 ti 50+ PER WK, AA: 1 ti 50+
A:
10 sec 8.75 7.50 10 sec 8.25 7.00

8. PROGRAM TIME RATES

	1x	50x	100x	150x	250x	300x
5 min	23.50	22.00	21.00	20.00	19.00	18.00
10 min	39.00	27.00	26.00	25.00	24.00	23.00
1/4 hr	34.50	32.50	29.50	29.00	26.50	25.50
1/2 hr	57.00	51.50	49.00	47.00	43.50	41.50
1 hr	94.00	83.00	77.00	72.00	66.00	60.50
1/4 hr in AA & all news, weather & sports, extra 1.75.						

Mansfield

Richland County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WCLW

1957
MANSFIELD



Media Code 4 236 6060 4.00 Mid 012990-000
Greater Mansfield Broadcasting Corp.
771 McPherson St., Mansfield, OH 44906. Phone 419-525-2331, 2333.

PROGRAMMING DESCRIPTION

WCLW: MUSIC: Country. NEWS: network at :60; headlines at :30; local other times. SPORTS: local & pro football, local basketball, local & internat'l motor speedway racing. Rec'd 5/7/84.

1. PERSONNEL
President—Frederick Eckhardt.
General Manger—Lynn Eckardt.

3. FACILITIES
250 w. days; 1140 khz. Directional. Clear channel.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4b, 4d, 7a.
Rate Protection: 10a, 15b.
Basic Rates: 22b, 23a, 24b, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Affiliated with NBC Radio Network.
Affiliated with NBC-Talknet.
Member: Agri Broadcasting Network (ABN).

TIME RATES
AM/FM COMBINATION
Eff 8/1/83—Rec'd 10/25/83.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x
1 min	22.00	20.50	18.75	17.75
30 sec	17.75	16.50	15.00	14.00
1 min	156x	260x	500x	1000x
30 sec	16.25	15.80	15.10	13.85
30 sec	13.00	12.65	12.10	11.10

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
10 min	57.50	51.75	50.00	46.50	41.50	39.00
5 min	38.00	34.25	33.00	30.75	27.50	24.00

WCLW only: Rates have been temporarily withdrawn by station.

WCLW-FM

1962
MANSFIELD



Media Code 4 236 6090 1.00 Mid 033707-000
Greater Mansfield Broadcasting Corp.
771 McPherson St., Mansfield, OH 44906. Phone 419-525-2331, 2333.

Separate rates have been temporarily withdrawn by station.

WMAN

1939
MANSFIELD



Media Code 4 236 6120 6.00 Mid 012991-000
Richland, Inc.
Box 8, 1400 Radio Lane, Mansfield, OH 44901. Phone 419-524-2211.

PROGRAMMING DESCRIPTION

WMAN: Programmed for adults 18-49. MUSIC: contemporary adult top 40 plus recent hits & old gold. AIR PERSONALITIES handle all programs. NEWS: at :60 & :30 plus news blocks 6:30-9 am, 11:30 am-1:15 pm, 5:30-6:30 pm, 11-11:15 pm. Emphasis on local coverage plus network. Public affairs programs include afternoon interview & night call-in shows. SPORTS: play-by-play coverage of professional, college & high school football & basketball & professional baseball. Contact Representative for further details. Rec'd 3/31/80.

OHIO

Mansfield—cont

WNCO-FM—cont

- PERSONNEL**
Pres. & Gen'l Mgr.—Walter Stampfli.
Sales Manager—Martin Larsen.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 50,000 w.; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

No. 12 Eff 1/1/82—Rec'd 6/10/82.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—7 pm-midnight.
C—Midnight-5 am.

SPOT ANNOUNCEMENTS

PER WK:	1 min			30 sec		
	AA	B	C	AA	A	B
6 ti	25	20	12	8	20	18
12 ti	23	18	10	7	18	16
18 ti	20	16	9	6	16	14
24 ti	18	14	8	5	14	12
52 ti	16	12	12	11
156 ti	14	11	11	10

PACKAGE PLANS

ANNUAL CONTRACT—1/2AA, 1/2A	PER YR:	260x	520x	780x	1040x
1 min	13.00	12.50	11.50	11.00	
30 sec	10.00	9.50	9.00	8.50	

(SMD) (D)

WVNO (FM)

1962
MANSFIELD

Adult Contemporary



Media Code 4 236 6180 0.00 Mid 012992-000
Johnny Appleseed Broadcasting Co.
2900 Park Ave. W., Mansfield, OH 44906. Phone 419-529-5900.

PROGRAMMING DESCRIPTION

WVNO (FM): MUSIC: Adult Contemporary. NEWS: at :60 plus news blocks at 7 am, & 5 pm; emphasis on local coverage for both news & public affairs; AP, network plus mobile units. Contact Representative for further details. Rec'd 1/12/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Gunther Meisse.
General Sales Manager—Glenn E. Cheesman.
- REPRESENTATIVES**
Mid-American Media Services, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 3c, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25c, 29a.
Contracts: 40a, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 72, 73b.
Prod. Services: 80.
Affiliated with ABC Contemporary Radio Network.
Affiliated with RKO.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff—Rec'd 1/12/84.

5 AM-MIDNIGHT DAILY	1x		155x		260x		520x		1000x	
1 min	24.10	20.60	19.40	18.20	15.90	14.70	13.20	11.20	15.90	14.70
30 sec	19.40	15.90	14.70	13.20	11.20	10.00	8.50	7.00	10.00	8.50
15 sec	17.00	13.20	12.30	11.20	10.00	8.50	7.00	5.50	7.00	5.50

PACKAGE PLANS

SATURATION PLANS—7 CONSEC DAYS	PER WK:	20 ti	30 ti	40 ti	50 ti
1 min	21.40	20.20	19.00	17.80	
30 sec	17.00	15.90	14.70	13.20	

Marietta

Washington County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WBRJ

1964
MARIETTA

Media Code 4 236 6240 2.00 Mid 012993-000
Employee Owned Broadcasting Corp.
One Pennsylvania Ave., Box 329, Marietta, OH 45750.
Phone 614-373-0910.

PROGRAMMING DESCRIPTION

WBRJ: Programming directed to 35+ group. MUSIC: Modern Adult Contemporary plus oldies. NEWS: State news & sports networks; 30-min at 6 am; 10-min at 7:25,

8:25 am; 30 sec local news brks ROS; emphasis on local; network programs at :30; 30-min at 11:30 am & 5 pm; weather at :15 & :45 local & nat'l. Contact Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
President—Carl Clovis, II.
Regional Sales Manager—Stuart J. Sharpe.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Dome & Associates, Inc.
- FACILITIES**
5,000 w.; 910 khz. Directional.
500 w. pre-sunrise; 500 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 28a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60e, 61a.
Prod. Services: 82.
FM facilities: WEYO (FM).
Affiliated with KBS.
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/83—Rec'd 12/9/82.
Drive—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.
Midday—Mon thru Fri 9 am-3 pm; Sat after 3 pm; Sun all day.

SPOT ANNOUNCEMENTS

DRIVE	1x		150x		250x		350x		500x	
1 min	13.00	12.00	11.00	10.00	9.50	9.00	8.25	7.75	7.00	6.50
30 sec	9.80	9.00	8.25	7.75	7.00	6.50	6.00	5.50	5.00	4.50

PACKAGE PLANS

TAP—1/2 DRIVE, 1/2 MIDDAY	10 ti		21 ti		31 ti	
WKLY, ROS:	9.00	8.00	7.00	6.50	5.50	5.00
1 min	9.00	8.00	7.00	6.50	5.50	5.00
30 sec	6.50	5.50	5.00	4.50	4.00	3.50

(SMD) (D)

WEYQ (FM)

1983
MARIETTA



Media Code 4 236 6270 9.00 Mid 027571-000
Employee Owned Broadcasting, Inc.
1 Pennsylvania Ave., Box 329, Marietta, OH 45750.
Phone 614-373-0873.

PROGRAMMING DESCRIPTION

WEYO (FM): MUSIC: Adult Contemporary; Contemporary—300 plus oldies. COMMERCIAL POLICY: 14 units per hour. Contact Representative for further details. Rec'd 2/6/84.

- PERSONNEL**
President—Carl Clovis.
Manager—Greg Seigfried.
Regional Sales Manager—Stuart J. Sharpe.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WBRJ.
Affiliated with CBS RADIORADIO.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/83—Rec'd 12/9/82.
Drive—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.
Midday—Mon thru Fri 9 am-3 pm; Sat after 3 pm; Sun all day.

DRIVE	1x		150x		250x		350x		500x	
1 min	13.00	12.00	11.00	10.00	9.50	9.00	8.25	7.75	7.00	6.50
30 sec	9.80	9.00	8.25	7.75	7.00	6.50	6.00	5.50	5.00	4.50

PACKAGE PLANS

TAP—1/2DRIVE, 1/2 MIDDAY	10 ti		21 ti		31 ti	
WKLY, ROS:	9.00	8.00	7.00	6.50	5.50	5.00
1 min	9.00	8.00	7.00	6.50	5.50	5.00
30 sec	6.50	5.50	5.00	4.50	4.00	3.50

(SMD) (D)

WMOA

1946
MARIETTA

Mid 012994-000
See SRDS Spot Radio Small Markets Edition.

WXIL (FM)

1975
PARKERSBURG, WV

Adult Top 40

Mid 015123-000
See listing under city of license.

Marion

Marion County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WDIF (FM)

1975
MARION

Adult Contemporary



Media Code 4 236 6330 1.00 Mid 012995-000
Scantland Broadcasting Co.
355 E. Center St., Box 10,000, Marion, OH 43302. Phone 614-387-9343.

PROGRAMMING DESCRIPTION

WDIF (FM): Programmed for adults 18-49 & teens. MUSIC: Pop & Adult Contemporary w/some solid gold. AIR PERSONALITIES handle all music segments. NEWS: at :60 & :30; radar weather at :15 & :45; extended radar weather at 6:08, 7:04 & 8:04 am. FARM: news at 5:15, 5:45, 6:10 & 6:25 am, 12:15 & 4:10 pm. SPORTS: thru-out day. Contact Representative for further details. Rec'd 4/9/84.

- PERSONNEL**
President—George F. Scantland, III.
Exec. Vice-Pres./Oper.—Robert L. Kemper.
Vice-President, Sales—Jim Hopes.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 21c, 22a, 22b, 23a, 24b, 24c, 25b, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.
Member: Ohio Radio Network.

TIME RATES

Eff—Rec'd 10/22/84.
AAA—*Mon thru Sat 6:00 am-7 pm; Sun 9 am-1 pm.
AA—*Mon thru Sat 7 pm-midnight; Sun 1 pm-midnight.
A—Mon thru Sun midnight-6:00 am.
*AM Drive—Mon thru Fri 6-10 am.
*PM Drive—Mon thru Fri 3-7 am.
(* Equal rotation, BTA.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec
6 ti 22.00 18.00 20.00 15.00 25.00 19.00
12 ti 22.00 18.00 18.50 14.00 23.50 18.00
18 ti 20.50 15.50 17.00 13.00 22.00 16.50
24 ti 19.00 14.00 15.00 11.00 21.00 15.00
30 ti 18.00 13.00 14.00 10.50 19.50 14.50
A: 1-min 12.00; 30-sec 9.00.
10 sec: 60% of 1-min.
- PACKAGE PLANS**
AAA—52 WK: 500x 750x 1000x 1500x
1 min 21.50 19.50 18.00 17.00
30 sec 16.00 14.50 13.50 12.50
10 sec: 60% of 1-min.
- SPECIAL FEATURES**
NEWS/SPORTS/FEATURES
AMD expanded news 2x 30-sec rate plus 5.00.
Regular newscasts, Business report, Sports, Radar weather 1x 1-min rate plus 3.00.
Headline reports 1x 30-sec rate plus 2.00.
Paul Harvey, ea 13 wk 26 wk 52 wk
13 wk minimum on news, sports & features.

WMRN

1940
MARION



Media Code 4 236 6360 8.00 Mid 012996-000
The Marion Broadcasting Co.
Box 518, 1330 N. Main St., Marion, OH 43302. Phone 614-383-1131.
1 min rate 1x: 18.50.

WMRN-FM

1953
MARION



Media Code 4 236 6361 6.00 Mid 012997-000
The Marion Broadcasting Co.
Box 518, Marion, OH 43302. Phone 614-383-1131.
1 min rate 1x: 20.00.

Massillon

Stark County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Canton (including Massillon)

Medina

Medina County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WDBN (FM)

1960
MEDINA



Media Code 4 236 6460 4.00 Mid 012998-000
WDBN, Inc.
4986 Gateway Dr., Medina, OH 44256. Phone 216-225-9300.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert McBride Miller.
Sales Manager—Roger C. Mackall.
- FACILITIES**
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15/0 on time only.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 20 Eff 12/1/84—Rec'd 11/30/84.
A—Guaranteed scheduling within any daypart or combination.
B—1/4 6-10 am, 1/4 10 am-3 pm, 1/4 3-7 pm & 1/4 7 pm-midnight.
C—1/2 6 am-7 pm, 1/2 7 pm-1 am.
D—ROS.

- SPOT ANNOUNCEMENTS**
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec
Ea 35 33 29 26 29 26 23 20
PER YR:
50 x 33 30 27 24 28 25 20 17
150 x 32 29 26 23 27 24 19 16
250 x 31 28 25 22 26 23 18 15
500 x 30 27 24 21 25 22 17 14
900 x 29 26 23 20 24 21 16 13
1200 x 28 25 22 19 23 20 15 12
10 sec: 60% of 1-min.

(SMD) (D-2)

Mentor

Lake County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WQLS

1956
PAINESVILLE

Mid 013017-000
See listing under city of license.

Miamisburg

Montgomery County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

See Dayton (including Beavercreek, Kettering, Miamisburg)

Middleport-Pomeroy

Meigs County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WMPO

1959
MIDDLEPORT-POMEROY



Mid 013000-000
Radio Mid-Pom, Inc.
Box 71, Middleport, OH 45760. Phone 614-992-5355.

- PERSONNEL**
Station Manager—John E. M. Kerr, Jr.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
5,000 w.; 1390 khz. Non-directional.
Operating schedule: 6 am-local-sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Member: Ohio Radio Network.

TIME RATES
No. 15 Eff 1/1/84—Rec'd 1/23/84.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	60 ti	100 ti
1 min	8.00	7.75	7.50	7.25
30 sec	7.00	6.75	6.50	6.25
10 sec	6.00	5.75	5.50	5.25
PER YR:	1 min	30 sec	10 sec	
500+	7.00	6.00	5.00	

8. PROGRAM TIME RATES

	3 min	5 min	10 min	1/4 hr	1/2 hr	1 hr
Open	10.00	12.00	20.00	27.50	48.00	90.00
Contract	9.00	11.00	18.50	25.00	45.00	85.00
		12/85				(SMD)

WMPO-FM

1973
MIDDLEPORT-POMEROY



Media Code 4 236 6541 3.00 Mid 013001-000
Radio Mid-Pom, Inc.
Box 71, Middleport, OH 45760. Phone 614-992-5355.

1. PERSONNEL
Station Manager—John E. M. Kerr, Jr.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
ERP 1,900 w. (hor.z.), 1,900 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 365 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Member: Ohio Radio Network.

TIME RATES
No. 15 Eff 1/1/84—Rec'd 1/23/84.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	60 ti	100 ti
1 min	8.00	7.75	7.50	7.25
30 sec	7.00	6.75	6.50	6.25
10 sec	6.00	5.75	5.50	5.25
PER YR:	1 min	30 sec	10 sec	
500+	7.00	6.00	5.00	

8. PROGRAM TIME RATES

	3 min	5 min	10 min	1/4 hr	1/2 hr	1 hr
Open	10.00	12.00	20.00	27.50	48.00	90.00
Contract	9.00	11.00	18.50	25.00	45.00	85.00
		12/85				(SMD)

Middletown

Butler County—Map Location A-8
See SRDS Consumer market map and data at beginning of the state.

See Hamilton-Middletown
(including Fairfield)

Milford

Clermont County—Map Location B-9
See SRDS Consumer market map and data at beginning of the state.

See Cincinnati
(including Covington, Erlanger, Newport, KY;
Milford, OH)

Mount Vernon

Knox County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WMVO

1953
MOUNT VERNON

Newstalk/MOR



Media Code 4 236 6600 7.00 Mid 013002-000
The Mount Vernon Broadcasting Co.
Coshocton Rd., Box 348, Mt. Vernon, OH 43050. Phone
614-397-2288.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen Zelkowitz.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
500 w.; 1300 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network (ABN), Ohio Radio
Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

WMVO-FM

1951
MOUNT VERNON

Adult Contemporary



Media Code 4 236 6601 5.00 Mid 013003-000
The Mount Vernon Broadcasting Co.
Coshocton Rd., Box 348, Mount Vernon, OH 43050.
Phone 614-397-2288.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen Zelkowitz.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
ERP 20,000 w.; 93.7 mhz.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network, Ohio Radio
Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

Napoleon

Henry County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WNDH (FM)

1972
NAPOLEON



Media Code 4 236 6630 4.00 Mid 013004-000
Maumee Valley Broadcasting, Inc.
709-1/2 N. Perry St., Napoleon, OH 43545. Phone 419-
592-8060.

PROGRAMMING DESCRIPTION
WNDH (FM): MUSIC: Adult MOR & polka. Contact
Representative for further details. Rec'd 1/5/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. Richard McBroom.
Vice-Pres. & Sta. Mgr.—Robert E. McLimans.

2. REPRESENTATIVES
Regional Repts Corp.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 5-11 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS Radio Network.
Member: Agri Broadcasting Network (ABN), Ohio Radio
Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/84—Rec'd 10/26/84.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	520x	780x	1040x
30 sec	7.95	7.65	7.30	6.65	6.35	5.70	5.40	5.05
1 min	9.80	9.55	9.25	8.25	7.65	7.00	6.70	6.35
30 sec								1500x
1 min								4.65
								5.80
								Fixed times, extra 10%.
								12/85
								(SMD)

Newark

(including Heath)
Licking County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCLT

1949
NEWARK



Media Code 4 236 6660 1.00 Mid 013005-000
WCLT Radio, Inc.
674 Jacksontown Rd. S. E., Box 880, Newark, OH 43055.
Phone 614-345-4004.

2. REPRESENTATIVES
Regional Repts Corp.
1 min rate 1x: 18.00.

WCLT-FM

1947
NEWARK



Media Code 4 236 6661 9.00 Mid 013006-000
WCLT Radio, Inc.
674 Jacksontown Rd. S. E., Box 880, Newark, OH 43055.
Phone 614-345-4004.

2. REPRESENTATIVES
Regional Repts Corp.
1 min rate 1x: 18.00.

WHTH

1970
HEATH



Media Code 4 236 6675 9.00 Mid 013007-000
Runnymede Corp.
Box 1057, 1000 N. 40th St., Newark, OH 43055. Phone
614-522-8171.

PROGRAMMING DESCRIPTION
WHTH: MUSIC: Country. NEWS: local every hour, AP
audio. Contact Representative for further details. Rec'd
6/8/82.

1. PERSONNEL
General Manager—Carey Justice.
Sales Manager—Tom Swank.

2. REPRESENTATIVES
Hooper Jones Associates, Inc.
Mid-American Services, Inc.

3. FACILITIES
1,000 w.; 790 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0, payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28a,
29a.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 50a, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WNKO (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/84—Rec'd 5/24/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti
6-10 am	13.00	12.00	11.00	10.00
3-7 pm	12.00	11.00	10.00	9.00
10 am-3 pm	11.00	10.00	9.00	8.00
				30 SECONDS
6-10 am	11.00	10.00	9.00	8.00
3-7 pm	10.50	9.50	8.50	7.50
10 am-3 pm	9.50	9.00	8.00	7.00
7 pm-midnight	7.50	7.00	6.50	6.00
				Fixed position, extra 2.00.
				15 sec: AM/PM drive 5.25; ROS 4.00.

7. PACKAGE PLANS
TAP—DAY PART RATIO 2 TI 6-10 AM, 4 TI 10 AM-3
PM, 2 TI 3-7 PM, 2 TI 7 PM-MIDNIGHT

PER WK:

	10 ti	20 ti	30 ti	40 ti
1 min	8.60	8.20	7.90	7.60
30 sec	7.00	6.70	6.40	6.10

WNKO (FM)

1972
NEWARK

Media Code 4 236 6678 3.00 Mid 013008-000
Runnymede Corp.
Box 1057, 1000 N. 40th St., Newark, OH 43055. Phone
614-522-8171.

PROGRAMMING DESCRIPTION
WNKO (FM): Programmed for adults and young adults.
MUSIC: Adult Contemporary. SPORTS: high school
football & basketball. COMMERCIAL POLICY: 18 min
maximum per hr. Contact Representative for further
details. Rec'd 5/25/84.

1. PERSONNEL
General Manager—Carey Justice.
Sales Manager—Tom Swank.
Program Director—Scott Friedman.

2. REPRESENTATIVES
Hooper Jones Associates, Inc.
Mid-American Services, Inc.

3. FACILITIES
ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28a,
29a.
Contracts: 40a, 42a, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
AM facilities: WHTH.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/24/84.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	1 ti	5 ti	10 ti	20 ti
PER WK:					
6-10 am		13.00	12.00	11.00	10.00
3-7 pm		12.00	11.00	10.00	9.00
10 am-3 pm		11.00	10.00	9.00	8.00
7 pm-midnight		9.00	8.00	7.00	6.00
					30 SECONDS
6-10 am		11.00	10.00	9.00	8.00
3-7 pm		10.50	9.50	8.50	7.50
10 am-3 pm		9.50	9.00	8.00	7.00
7 pm-midnight		7.50	7.00	6.50	6.00
					Fixed position, extra 2.00.
					15 sec: AM/PM drive 5.25; ROS 4.00.

7. PACKAGE PLANS
TAP—DAY PART RATIO 2 TI 6-10 AM, 4 TI 10 AM-3
PM, 2 TI 3-7 PM, 2 TI 7 PM-MIDNIGHT

PER WK:

	10 ti	20 ti	30 ti	40 ti
1 min	8.60	8.20	7.90	7.60
30 sec	7.00	6.70	6.40	6.10

New Boston

Scioto County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

See Portsmouth
(including New Boston)

New Lexington

Perry County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WWJM (FM)

1978
NEW LEXINGTON



Media Code 4 236 6680 9.00 Mid 013009-000
Perry County Broadcasting Co., Inc.
210 S. Jackson St., New Lexington, OH 43764. Phone
614-342-1988.

PROGRAMMING DESCRIPTION
WWJM (FM): Programmed for adults & young adults.
MUSIC: Top 40 & AOR. NEWS: 6 am-6 pm, local at :45
in drive; local public affairs 8 am Sun. SPORTS: wknd
highlights at :15 in PM drive; 1:15-6:15 pm; wkdy
highlights M-F in drive. Rec'd 1/23/84.

1. PERSONNEL
President—Charles W. Edwards.
General Manager—Charles T. Edwards.
Sales Manager—Valerie M. Edwards.

3. FACILITIES
ERP 3,000 w.; 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/23/85.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED:	6 ti	12 ti	18 ti	24 ti
30 sec	8.50	8.08	7.65	7.23
1 min	10.00	9.50	9.00	8.50
				(SMD) (CR)

New Philadelphia-Dover

Tuscarawas County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WJER

1950
DOVER-NEW PHILADELPHIA



Media Code 4 236 6682 5.00 Mid 013010-000
WJER Radio, Inc.
646 Boulevard St., Dover, OH 44622. Phone 216-343-
7755.
1 min rate 1x: 16.30.

OHIO

New Philadelphia-Dover—cont

WNPQ (FM)

1969

NEW PHILADELPHIA

Media Code 4 236 6990 8.00 Mid 013012-000
Tuscarawas Broadcasting Co., Inc.
Box 374, New Philadelphia, OH 44663. Phone 216-343-2700, 364-9696, 614-922-2700.

2. REPRESENTATIVES

Regional Reps Corp.
1 min rate 1x: 9.50.

Niles

Trumbull County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

See Youngstown (including Campbell, Niles, Warren)

Norwalk

Huron County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WLKR

1968
NORWALK

Mid 034777-000
See SRDS Spot Radio Small Markets Edition.

WLKR-FM

1968
NORWALK

Mid 013013-000
See SRDS Spot Radio Small Markets Edition.

Oberlin

Lorain County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WOBL

1971
OBERLIN

Mid 013014-000
See SRDS Spot Radio Small Markets Edition.

Ottawa

Putman County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WPNM (FM)

1977
OTTAWA

Mid 013015-000
See SRDS Spot Radio Small Markets Edition.

Oxford

Butler County—Map Location A-8
See SRDS Consumer market map and data at beginning of the state.

WOXY-FM

1959
OXFORD

Mid 013016-000
See SRDS Spot Radio Small Markets Edition.

Painesville

Lake County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

WQLS

1956
PAINESVILLE

Media Code 4 236 6900 1.00 Mid 013017-000
WPVL Associates

1 Radio Place, Painesville, OH 44077. Phone 216-352-9785, Cleveland, 942-2918.

PROGRAMMING DESCRIPTION
WQLS: Target audience 25+; local news, community service. NEWS: 60% local, 40% reg'l/world; 5-min at :30 6 am-12M; expanded reports incl weather, sports, busi-

ness at 7:30-7:45 am, noon-12:15 pm M-F; 5:30-6 pm M-F. MUSIC: Adult Contemporary/MOR. FEATURES: informational features on home, health, schools, community issues. Rec'd 1/22/85.

1. PERSONNEL

General Sales Manager—Thomas McCormick.

3. FACILITIES

1,000 w. days, 500 w. nights; 1460 khz. Directional. Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION

15/0.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/15/84—Rec'd 1/23/84.

Traffic—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-noon. ROS—Mon thru Fri 10 am-3 pm; Sat noon-7 pm; Sun 6 am-7 pm. Evening—7 pm-midnight (except special events).

7. PACKAGE PLANS

TAP—1/3 DAY, 1/3 NIGHT, 1/3 TRAFFIC

1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti

1 wk: 20 19 18 17 16

TAP—1/3 DAY, 1/3 NIGHT, 1/3 TRAFFIC

1 MIN: 24 ti 48 ti 72 ti 96 ti 120 ti

4 wk: 19 18 17 16 15

TAP—1/3 DAY, 1/3 NIGHT, 1/3 TRAFFIC

1 MIN: 78 ti 156 ti 234 ti 312 ti 390 ti

13 wk: 18 17 16 15 14

TAP—1/3 DAY, 1/3 NIGHT, 1/3 TRAFFIC

1 MIN: 312 ti 624 ti 936 ti 1248 ti 1560 ti

52 wk: 17 16 15 14 13

After 7 pm, 30-sec spots or consecutive weeks, less 20%.

Traffic, extra 20%.

8. PROGRAM TIME RATES

2.5 min: 1x 13x 52x 260x 520x

5 min: 25 24 22 20 18

10 min: 30 28 26 24 22

1/4 hr: 45 43 40 38 36

1/2 hr: 55 53 50 48 45

1 hr: 90 88 86 84 82

1 hr: 150 148 145 143 140

(SMD) (CR) (A)

Parma

Cuyahoga County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Cleveland (including Cleveland Heights, Parma, Wiloughby)

Piqua

Miami County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WPTW

1947
PIQUA



Media Code 4 236 6960 5.00 Mid 013018-000
WPTW Radio, Inc.
1625 W. Covington Ave., Piqua, OH 45356. Phone 513-773-3513.

PROGRAMMING DESCRIPTION

WPTW: Programmed for 25+. MUSIC: Adult MOR. NEWS: state, local at :60, nat'l at :30, extended 15-min local at 7, 8 am, noon, & 5 pm; financial 12:20 & 5:25 pm M-F. SPORTS: 4 10-min reports daily 7:15, 8:15 am, 5:15 & 6:15 pm. FARM: agri news 6:15 am, profits 11:55 am, farm markets 12:25 pm. FEATURES: special public affairs Sat & Sun. COMMERCIAL POLICY: 18 min/hr. Contact Representative for further details. Rec'd 10/24/84.

1. PERSONNEL

Sta. & Sales Mgr.—Joanna Hill.
News & Sports Director—Joe Neves.
Sports Director—Joe Neves.

2. REPRESENTATIVES

Ohio, Ind., Ky. & Southwest—Regional Reps Corp.

3. FACILITIES

250 w.; 1570 khz. Non-directional. Operating schedule: 6 am-6 pm or local sunset. EST.

Partial simulcast operation. Simulcast news & weather. For non-simulcast facilities see FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Member: Agri Broadcasting Network (ABN), Ohio Radio Network.
Sold in combination with FM. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 21 Eff 10/1/83—Rec'd 3/7/84.

6. SPOT ANNOUNCEMENTS

PER YR: 100x 300x 600x 900x 1200x

PER WK: 1 ti 8 ti 16 ti 32 ti 48 ti

1 min: 6.25 5.75 5.25 5.00 4.75

30 sec: 5.50 5.00 4.50 4.25 4.00

12/85

(SMD)

WPTW-FM

1960
PIQUA



Media Code 4 236 6961 3.00 Mid 013019-000
WPTW Radio, Inc.
1625 W. Covington Ave., Piqua, OH 45356. Phone 513-773-3513.

PROGRAMMING DESCRIPTION

WPTW-FM: MUSIC: MOR featuring vocals & instrumentals. FEATURES: coverage of area festivals, fairs & annual activities; special public affairs Sat & Sun. NEWS: state, local at :60, nat'l at :30, extended 15-min local at 7, 8 am, noon & 5 pm; financial 12:20 & 5:25 pm M-F. SPORTS: 4 10-min reports daily 7:15, 8:15 am, 5:15 & 6:15 pm; major league baseball & college football. FARM: agri news 6:15 am, profits 11:55 am, farm markets 12:25 pm. COMMERCIAL POLICY: 18 min/hr. Contact Representative for further details. Rec'd 10/24/84.

1. PERSONNEL

Sta. & Sales Mgr.—Joanna Hill.
News & Sports Director—Joe Neves.

2. REPRESENTATIVES

Ohio, Ind., Ky. & Southwest—Regional Reps Corp.

3. FACILITIES

ERP 50,000 w.; 95.7 mhz.

Operating schedule: 5:45-midnight. EST.

Partial simulcast operation. Operated separately except for news & weather. For simulcast facilities see AM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Member: Agri Broadcasting Network (ABN), Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 23 Eff 1/1/85—Rec'd 12/26/84.

6. SPOT ANNOUNCEMENTS

PER YR: 100x 300x 600x 900x 1200x

PER WK: 1 ti 8 ti 16 ti 32 ti 48 ti

1 min: 6.25 5.75 5.25 5.00 4.75

30 sec: 5.50 5.00 4.50 4.25 4.00

8:30-10 am; 3-6 pm & fixed times, extra 1.00.

ROS 8:30-sign-off, quoted rates.

FM/AM COMBINATION

PER YR: 100x 300x 600x 900x 1000x

PER WK: 1 ti 8 ti 16 ti 32 ti 48 ti

1 min: 9.50 9.25 9.00 8.50 8.00

30 sec: 8.50 8.25 8.00 7.50 7.00

10. SPECIAL FEATURES

Morning Show, 6-8:30 am—extra 2.00.

12/85

(SMD) (CR)

Pomeroy

Meigs County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WMPO

1959

MIDDLEPORT-POMEROY

Mid 013000-000
Licensed as a Middleport-Pomeroy station. See listing under Middleport, OH.

WMPO-FM

1973

MIDDLEPORT-POMEROY

Mid 013001-000
Licensed as a Middleport-Pomeroy station. See listing under Middleport, OH.

Port Clinton

Ottawa County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WOSE (FM)

1961

PORT CLINTON



Media Code 4 236 7020 7.00 Mid 013020-000
WRWR, Inc. dba Triplett Broadcasting Co., Inc.
2104 State Rd., Box P, Port Clinton, OH 43452. Phone 419-734-3146.

WOSE (FM): Programmed for adults 18-54. MUSIC: Adult Contemporary. NEWS: area news plus CBS network; agri reports 6:15 am-12:20 pm. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert S. Triplett.
General Sales Manager—Robin Snyder.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

ERP 30,000 w. (horiz), 30,000 w. (vert.); 94.5 mhz.

Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 168 ft. above average terrain.

4. AGENCY COMMISSION

15/2; payable on receipt.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS RADIORADIO.

Member: Agri Broadcasting Network (ABN).

TIME RATES

Eff—Rec'd 6/24/83.

AAA—6-10 am & 3-7 pm.

AA—10 am-3 pm.

A—After-7 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	wk				yr	
	6 ti	12 ti	18 ti	24 ti	520x	1040x
AAA	20.50	18.00	16.00	14.00	13.50	11.50
AA	18.00	16.00	15.00	13.00	12.00	10.00
A	15.75	14.50	13.50	12.00	11.00	9.00

30 SECONDS

	wk				yr	
	6 ti	12 ti	18 ti	24 ti	520x	1040x
AAA	17.00	16.00	14.00	12.00	12.00	10.00
AA	14.00	13.00	12.00	11.00	10.00	8.00
A	13.50	12.40	11.15	9.90	8.00	7.00

7. PACKAGE PLANS

TAP—1/4AAA, 1/4AA, 1/4A, 1/4 MIDNIGHT-6 AM

PER WK: 6 ti 12 ti 18 ti 24 ti

1 min: 17.00 15.00 14.00 13.00

30 sec: 14.60 13.50 12.25 11.10

PER YR: 520x 1040x PER YR: 520x 1040x

1 min: 12.00 10.00 30 sec: 10.00 8.50

(SMD) (D)

Portsmouth

(including New Boston)
Scioto County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WIOI

1959
NEW BOSTON



Media Code 4 236 7080 1.00 Mid 013021-000
Shawnee Broadcasting, Inc.
827 2nd St., Box 909, Portsmouth, OH 45662. Phone 614-354-2801.
1 min rate 1x: 9.00.

WNXT

1951
PORTSMOUTH



Media Code 4 236 7140 3.00 Mid 013022-000
T/R, Inc.
Masonic Bld

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28c.
Contracts: 40a, 42b, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 4/27/83.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	104x	156x	260x
30 sec	85%	11.55	11.00	10.55	10.15	8.80
10 sec	65%	11.55	11.00	10.55	10.15	8.80

7. PACKAGE PLANS PER WK:

1 min	6 ti	12 ti	18 ti	24 ti
	11.55	11.00	10.90	9.90

WPAY-FM

1948
PORTSMOUTH



A Braden Station

Media Code 4 236 7201 3.00 Mid 013025-000
WPAY, Inc.
1009 Gallia St., Box 951, Portsmouth, OH 45662. Phone 614-353-5176.

PROGRAMMING DESCRIPTION

WPAY-FM: Programmed for adults. MUSIC: Traditional Country 10 pm-8:30 am & Country Gospel 8:30 am-10 pm. NEWS: network at :60. SPORTS: pro baseball & football. FEATURES: emphasis; local events; Gospel & Bluegrass; public service for broadcast coverage area. Contact Representative for further details. Rec'd 4/27/83.

- PERSONNEL**
President—Paul F. Braden.
Exec. Vice-Pres. & Gen'l Mgr.—Lee Hammond.
- REPRESENTATIVES**
Mid-American Media Services, Inc.
- FACILITIES**
ERP 100,000 w. 104.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 840 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28c.
Contracts: 40a, 42b, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Agri Broadcasting Network.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 4/27/83.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	104x	156x	260x
30 sec	85%	11.55	11.00	10.55	10.15	8.80
10 sec	65%	11.55	11.00	10.55	10.15	8.80

7. PACKAGE PLANS PER WK:

1 min	6 ti	12 ti	18 ti	24 ti
	11.55	11.00	10.90	9.90

St. Marys

Auglaize County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WAXC (FM)

1964
WAPAKONETA-ST. MARYS

Mid 013034-000

Licensed as a Wapakoneta-St. Marys station. See listing under Wapakoneta, OH.

Salem

Columbiana County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WQXK (FM)

1958
SALEM

NRBA

Media Code 4 236 7290 6.00 Mid 013029-000
Rust Enterprises, Inc.,
465 E. State St., Box 530, Salem, OH 44460. Phone 216-337-9544.

PROGRAMMING DESCRIPTION

WQXK (FM): MUSIC: Modern Country. News, weather. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
President—William F. Rust, Jr.
General Manager—Ben Vanishone.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 88,000 w. (horiz.), 88,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WSDM.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (SMD) (CR-2)

WSOM

1965
SALEM

See SRDS Spot Radio Small Markets Edition. Mid 013027-000

Sandusky

Erie County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WCPZ (FM)

1959
SANDUSKY



Media Code 4 236 7365 6.00 Mid 013028-000
A Miller Broadcasting Co. Station
Miller Broadcasting
105 W. Market St., Box 1390, Sandusky, OH 44870.
Phone 419-625-1010.

PROGRAMMING DESCRIPTION

WCPZ (FM): Programmed for active young adults. MUSIC: Contemporary Rock. NEWS: emphasis on local. SPORTS: emphasis on local. ENTERTAINMENT: features. Contact Representative for further details. Rec'd 1/2/81.

- PERSONNEL**
President—Richard Miller.
Gen'l & Sales Mgr.—Janet D. Hopes.
Program Director—Bob Bedi.
- REPRESENTATIVES**
Ohio, Ind., Ky., Southwest—Regional Reps Corp.
- FACILITIES**
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 102.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 140 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46a, 47e, 48, 51a.
Comb.; Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WLEC.
Member: Ohio Radio Network.

TIME RATES

No 5 Eff 9/1/84—12/5/84.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA		1 ti	6 ti	12 ti	18 ti	24 ti
1 min		21.90	18.80	17.90	17.30	15.90
30 sec		17.50	14.80	14.40	13.90	12.60
CLASS AA		1 ti	6 ti	12 ti	18 ti	24 ti
1 min		19.90	16.90	16.30	15.70	14.50
30 sec		15.90	13.50	13.10	12.60	11.50
CLASS A		1 min	18.10	15.40	14.80	14.30
30 sec		14.50	12.30	11.90	11.50	10.50
600x 900x 1200x 1500x 2000x		1 min	13.20	12.60	11.00	9.90
30 sec		10.50	10.10	8.80	7.90	7.60

7. PACKAGE PLANS

ANNUAL BULK		1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA		1 min	25.00	400x	600x	900x
1 min		17.90	17.30	15.90	15.20	
30 sec		14.40	13.90	12.60	12.20	
CLASS AA		1 min	16.30	15.70	14.50	13.80
30 sec		13.10	12.60	11.50	11.10	
CLASS A		1 min	14.80	14.30	13.20	12.60
30 sec		11.90	11.50	10.50	10.10	

WLEC

1947
SANDUSKY



Media Code 4 236 7360 6.00 Mid 013029-000
Miller Broadcasting Co. Station
Miller Broadcasting
Box 417, 1640 Cleveland Rd., Sandusky, OH 44870.
Phone 419-626-2000.

PROGRAMMING DESCRIPTION

WLEC: MUSIC: contemporary adult. NEWS: emphasis on local news & sports with news blocks & play-by-play sports (scholastic, collegiate & pro). Contact Representative for further details. Rec'd 1/24/82.

- PERSONNEL**
President—Richard Miller.
Vice-Pres. & Gen'l Mgr.—John Cavinee.
Program Director—Bill Zimmerman.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
1,000 w. 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 51a.
Comb.; Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WCPZ (FM).
Affiliated with MBS.
Member: Ohio Radio Network

TIME RATES

No. 19 Eff 1/1/85—Rec'd 12/21/84.

6. SPOT ANNOUNCEMENTS

MIDDAY & EVENING

1 min	250x	500x	750x	1000x	1500x
30 sec	15.70	14.90	14.30	13.50	12.50
	12.50	11.90	11.50	10.80	9.55

1 min	150x	250x	500x	750x
30 sec	20.60	18.40	18.00	17.50
	15.50	14.70	14.40	14.00
1 min	1000x	1250x	1500x	2000x
30 sec	16.90	16.50	16.00	14.30
	13.50	13.00	12.30	11.55

7. PACKAGE PLANS

WEEKLY IMPACT

WITHIN 7 DAYS:		7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
Midday/Eve		17.25	15.70	14.90	14.30	13.50	13.00
Traffic		20.25	18.40	18.00	17.50	17.00	16.50
30 SECONDS		1 min	13.75	12.50	11.90	11.40	11.00
Midday/Eve		16.20	14.70	14.40	14.00	13.50	13.00
Traffic		12/85					

WOSE (FM)

1961
PORT CLINTON



(This is a paid duplicate of the listing under Port Clinton, Ohio.)

Media Code 4 236 7020 7.00 Mid 013020-000
WRWR, Inc. dba Triplett Broadcasting Co., Inc.
2104 State Rd., Box P, Port Clinton, OH 43452. Phone 419-734-3146.

WOSE (FM): Programmed for adults 18-54. MUSIC: Adult Contemporary. NEWS: area news plus CBS network; agri reports 6:15 am-12:20 pm. Contact Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert S. Triplett.
General Sales Manager—Robin Snyder.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 168 ft. above average terrain.
- AGENCY COMMISSION**
15/2; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS RADIORADIO.
Member: Agri Broadcasting Network (ABN).

TIME RATES

Eff—Rec'd 6/24/83.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—After-7 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE		6 ti	12 ti	18 ti	24 ti	520x	1040x
AAA		20.50	18.00	16.00	14.00	13.50	11.50
AA		18.00	16.00	15.00	13.00	12.00	10.00
A		15.75	14.50	13.50	12.00	11.00	9.00
30 SECONDS		1 min	17.00	16.00	14.00	12.50	10.00
AAA		14.00	13.00	12.00	11.00	10.00	8.00
AA		13.50	12.40	11.15	9.90	8.00	7.00

7. PACKAGE PLANS

TAP—1/4AAA, 1/4AA, 1/4A, 1/4 MIDNIGHT-6 AM		6 ti	12 ti	18 ti	24 ti	
PER WK:		17.00	15.00	14.00	13.00	
1 min		14.60	13.50	12.25	11.10	
30 sec		520x	1040x	PER YR:	520x	1040x
1 min		12.00	10.00	30 sec	10.00	8.50

(SMD) (D)

Sidney

Shelby County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WMVR

1963
SIDNEY

See SRDS Spot Radio Small Markets Edition. Mid 013030-000

WMVR-FM

1964
SIDNEY

See SRDS Spot Radio Small Markets Edition. Mid 013031-000

Springfield

Clark County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WAZU (FM)

1958
SPRINGFIELD



Media Code 4 237 7485 2.00 Mid 013032-000
Champion City Broadcasting Co.
1711 W. Main St., Springfield, OH 45504. Phone 513-324-5643.

PROGRAMMING DESCRIPTION
WAZU (FM): Adult contemporary format for audience 18-59. LIVE PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 6/15/83.

- PERSONNEL**
President—Robert L. Yontz.
General Manager—Ronald A. Yontz.
Program Director—Chuck McGee.
- REPRESENTATIVES**
Regional Reps Corp.
- FACILITIES**
ERP 50,000 w.; 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 193 ft. above average terrain.
- AGENCY COMMISSION**
15/0; rendered weekly or monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WBLEY.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES

Eff—Rec'd 6/15/83.

AM Drive—Mon-Sat 5:30-10 am.
Daytime—Mon-Fri 10-3 pm.
PM Drive—Mon-Fri 3-8 pm.
Eve—Mon-Sun 8 pm-midnight.
Overnight—Mon-Sun midnight-5:30 am.
Weekend Drive—Sat & Sun 10 am-7 pm.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | |
|--------------|--|-----|---------|-----|-----|----|
| GRID, 1 MIN: | | AMD | DAY/WKD | PMD | EVE | ON |
| I | | 37 | 32 | 34 | 25 | 17 |
| II | | 32 | 29 | 30 | 22 | 1 |

OHIO

Springfield—cont

WCOM (FM)

1965
URBANA



(This is a paid duplicate of the listing under Urbana, Ohio.)

Media Code 4 236 8280 6.00 Mid 013052-000
Champaign Communications, Inc.,
Box 232, Urbana, OH 43078. Phone 513-652-2281.

PROGRAMMING DESCRIPTION

WCOM (FM): MUSIC: Adult Contemporary. NEWS: ABC
Direction at :45; ABC Entertainment at :60; AP wire; local
at 6, 6:30, 7, 7:30, 8, 8:30 9 am, noon 4, 4:30 & 5 pm.
FARM: agri-news 5:30-6 am, network M-F 12:35-12:45
pm. SPORTS: M-F local at 7:05, 8:05 am, 12:05 & 5:05
pm; college & Cincinnati Bengal football. Contact
Representative for further details. Rec'd 1/29/85.

1. PERSONNEL

President—Robert M. Miller.
Exec. Vice Pres. & Gen'l Mgr.—Brock L. Petersen.
Operations Manager—Greg Bachman.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 262 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Member: Agri Broadcasting Network (ABN).

TIME RATES

No. 9 Eff 4/1/82—Rec'd 7/26/82.

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti
1 min 8.00 7.50 7.00 6.50 6.00
30 sec 6.00 5.50 5.00 4.50 4.00
7-9 am: 1-min 9.00; 30 sec 8.00.
11 am-1 pm & 4-6 pm: 1-min 8.00; 30-sec 7.00.

(SMD) (D)

WIZE

1940
SPRINGFIELD



Media Code 4 236 7560 2.00 Mid 013034-000
Great Trails Broadcasting Corp.
Box 1104, Springfield, OH 45501. Phone 513-399-4955.

2. REPRESENTATIVES

Unirep Broadcasting Co.
Rates have been temporarily withdrawn by station.



Steubenville (OH)-Weirton (WV)

Steubenville, Jefferson County—Map Location H-5
Weirton, Hancock County—Map Location H-5
See SRDS Consumer market map and data at beginning of
the state.

Stations located within the combined city area are
consolidated under multiple city headings. This is not to
imply that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the time
buying function to determine the extent of individual
station coverage, audience delivered, etc. within the
area.

WEIR

1950
WEIRTON, WV



Media Code 4 236 7620 4.00 Mid 013035-000
The Gilcom Corp. of the Tri-State
3578 Pennsylvania Ave., Weirton, WV 26062. Phone 304-
723-1430.

2. REPRESENTATIVES

Masla Radio.
Pittsburgh—Dome & Associates, Inc.
1 min rate 1x: 20.00.



WLIT

1973
STUEBENVILLE



Media Code 4 236 7650 1.00 Mid 013036-000
Staff Communications
4030 Sunset Blvd., Box 1798, Steubenville, OH 43952.
Phone 614-264-7771.

2. REPRESENTATIVES

Regional Reps Corp.
1 min rate 1x: 9.40.

WRKY (FM)

1947
STUEBENVILLE



Media Code 4 236 7655 9.00 Mid 013037-000
Associated Communications Corp.
320 Market St., Steubenville, OH 43952. Phone 614-283-
4747.



PROGRAMMING DESCRIPTION

WRKY (FM): Programmed for teens and young adults.
MUSIC: 50 min of Adult Rock hrly; Rick Dees' Weekly
Top 40 Sat 9 am-1 pm; Dick Clark's National Music
Survey Sun 9:30 am-12:30 pm; the Hot Ones from RKO
Fri 11 pm. NEWS: 12 2-3 min newscasts daily. Contact
Representative for further details. Rec'd 12/19/84.

1. PERSONNEL

General Manager—William Chesson.
Operations Manager—Lee Conner.

2. REPRESENTATIVES

McGavren Guild Radio.
PA—Call station direct.

3. FACILITIES

ERP 12,000 w.; 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a,
26, 27, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47c, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61c, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WSTV.
Affiliated with RKO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)



WSTV

1940
STUEBENVILLE



Media Code 4 236 7680 8.00 Mid 013038-000
Associated Communications Corp.
320 Market St., Steubenville, OH 43952. Phone 614-283-
4747.



WSTV: Programmed for adults 25-54. NEWS: MBS every
hr; local hrly 6 am-5 pm; headlines 8 am & at :30 6-9 am;
1 hr newscast at 5 pm. TALK: You're On M-F 10 am-1
pm; You're On Sports Sat 10 am-1 pm; Larry King daily
12:30-5:30 am. SPORTS: high school football & basket-
ball; Ohio State football & basketball; Cleveland
Browns football; Pittsburgh Pirates & American Legion
baseball. FEATURES: Larry King in Focus 8:40 am;
Forbes Magazine Reports 5:40 pm; Music Makers & Big
Band Broadcasts. Contact Representative for further
details. Rec'd 7/18/84.

1. PERSONNEL

General Manager—William Chesson.
Operations Manager—Lee Conner.

2. REPRESENTATIVES

McGavren Guild Radio.
PA—Call station direct.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a,
26, 27, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47c, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61c, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WRKY (FM).
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

Sylvania

Lucas County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

See Toledo
(including Sylvania)

Tiffin

Seneca County—Map Location D-4
See SRDS Consumer market map and data at beginning of
the state.

WTTF

1959
TIFFIN

WTTF-FM

1963
TIFFIN

Mid 013039-000

See SRDS Spot Radio Small Markets Edition.

Toledo

(including Sylvania)

Lucas County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

Stations contiguous to the major city area are consoli-
dated under the major city headings. This is not to
imply that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the time
buying function to determine the extent of individual
station coverage, audience delivered, etc. within the
area.

WCWA/WIOT

* #1 in Total Persons 12+

#1 in Adults 18-49

#1 in Adults 18-34

WCWA

1938
TOLEDO



Media Code 4 236 7800 2.00 Mid 013040-000
Reams Broadcasting Corp.
Suite 400, 124 N. Summit St, Toledo, OH 43604. Phone
419-248-2627.

WCWA: Programmed for adults. MUSIC: MOR/Primetime
Radio format. Contact Representative for further details.
Rec'd 1/26/84.

1. PERSONNEL

President—Frazier Reams, Jr.
Exec. Vice-Pres. & Chief Oper. Off.—Peter Cavanaugh.
Vice-Pres. & Gen'l Mgr.—Bob Lafferty.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WIOT (FM).
Affiliated with CBS Radio Network.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WIOT (FM)

1949
TOLEDO



Media Code 4 236 7830 9.00 Mid 013041-000
Reams Broadcasting Corp.
Suite 400, 124 N. Summit St., Toledo, OH 43604. Phone
419-248-3377.

WIOT (FM): Album oriented rock, Superstars format.
Contact Representative for further details. Rec'd 2/24/
78.

1. PERSONNEL

President—Frazier Reams, Jr.
Exec. Vice-Pres. & Chief Oper. Off.—Peter Cavanaugh.
Vice-Pres. & Gen'l Mgr.—Bob Lafferty.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 50,000 w., 104.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 655 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 12b, 13b, 16.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60g, 60h, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WCWA.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(A)

WKLR (FM)

100
1946
TOLEDO



Masla Radio

Contemporary Country

A Booth Station

Media Code 4 236 7800 6.00 Mid 013042-000
Booth Broadcasting Corp.
3225 Arlington Ave., Toledo, OH 43614. Phone 419-385-
2536.

PROGRAMMING DESCRIPTION

WKLR (FM): MUSIC: mainstream country with news &
weather. Network. Contact Representative for further
details. Rec'd 1/24/83.

1. PERSONNEL

General Manager—Clyde Roberts.
General Sales Manager—David Searfoss.
Program Director—Mark Adams.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 50,000 w.; 99.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WTOD.
Affiliated with ABC Information Radio Network.
Sold in combination with WTOD. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Separate rates have been temporarily withdrawn by sta-
tion.

(A)

WLQR (FM)

1947
TOLEDO



Katz Radio



Media Code 4 236 7890 3.00 Mid 013043-000
WSPD, Inc.
125 S. Superior St., Toledo, OH 43602. Phone 419-244-
8321.

PROGRAMMING DESCRIPTION

WLQR (FM): Programmed for adults. MUSIC: Current
Popular Bright album emphasizing best sellers of past 15
yrs presented live. NEWS: at :60, also at :30 in AM drive;
sports & traffic advisory during AM & PM drives; weather
at half hrs; stock market reports at :60 11 am-7 pm.
COMMERCIAL POLICY: 8 availabilities per hr. Contact
Representative for further details. Rec'd 10/17/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Thomas Girocco.
Operations Manager—Steve Stewart.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 15,000 w. circular polarized; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 7b, 8.
Rate Protection: 15a, 10h, 11h, 12h, 13h, 16.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 23b, 24a, 24c, 27,
28b, 29b, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60b, 60f, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSPD.
Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WMHE (FM)1957
TOLEDO**Christal Radio**Media Code 4 236 7920 8.00 Mid 013044-000
Hillebrand Electronics
4665 W. Brancroft St., Toledo, OH 43615. Phone 419-531-1681.**PROGRAMMING DESCRIPTION**

WMHE (FM): Programmed for adults & young adults. MUSIC: contemporary popular music for adults; oldies of past 15 years; familiar favorite songs by mass appeal artists presented by personalities. NEWS: at top of hour, plus at :30 during AM & PM drive. Heavy local coverage by 4 person news staff, national & international from AP & network. COMMERCIAL POLICY: 9 units per hour. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Owner—William A. Hillebrand.
Vice-Pres. & Gen'l Mgr.—Ruth Ray.
Sales Manager—Jeff Schwartz.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert); 92.5 mhz. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 25c, 26, 28a, 29b, 33a.
Contracts: 40c, 41, 44a, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72a, 73b.
Prod. Services: 80, 82.
Affiliated with ABC FM Network.

TIME RATESNo. 82-1 Eff 6/1/82—Rec'd 6/8/82.
Preferred—Mon thru Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
GRID:

	High Range 1 min 30 sec	Low Range 1 min 30 sec
Preferred	65 57 55 47	
BTA	60 53 50 43	

WOHO1954
TOLEDOMedia Code 4 236 7980 2.00 Mid 013045-000
Midwestern Broadcasting Co.
2965 Pickle Rd., Toledo, OH 43616. Phone 419-255-1470.

- REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 20.00.

WRQN (FM)1964
BOWLING GREEN

Mid 012865-000

See listing under city of license.

WSPD1921
TOLEDO**Katz Radio**Media Code 4 236 8040 4.00 Mid 013046-000
WSPD, Inc.
125 S. Superior, Toledo, OH 43602. Phone 419-244-8321.**PROGRAMMING DESCRIPTION**

WSPD: Programmed for adults. MUSIC: Adult Contemporary with emphasis on Current Hits & established hits of recent yrs; entertainment handled by AIR PERSONALITIES. NEWS: 10-min at :60 5-9 am, 12N, 4-6 pm; 3-min at :30 during drive times; other hrs, network followed by local headlines; drivetime traffic reports; weather forecasts prepared & delivered by meteorologists; viewpoints; Talknet eves & overnights. FARM: 5-5:30 am. SPORTS: drivetime sportscasts at :33, play-by-play U. of Toledo football & basketball, Cleveland Browns football, Indy 500, special reports from major events, talk show. Contact Representatives for further details. Rec'd 2/6/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Thomas Girocco.
Operations Manager—Steve Stewart.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1370 khz. Directional nights. Stereo. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 16.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28b, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60b, 60i, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WLOF (FM).
Affiliated with Katz Radio Network.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTOD1946
TOLEDO**Masla Radio****Country**

A Booth Station

Media Code 4 236 8100 6.00 Mid 013047-000
Booth Broadcasting Co.
3225 Arlington Ave., Toledo, OH 43614. Phone 419-385-2507.

- PERSONNEL**
General Manager—Clyde Roberts.
General Sales Manager—David Searfoss.
Program Director—William Manders.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w. days; 1560 khz. Directional.
Operating schedule: New York sunrise—local sunset EST.
15/0 time only; 10 days.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WKLR (FM).

TIME RATESWTOD/WKLR (FM) COMBINATION
Eff 3/1/82—Rec'd 10/4/82.

- SPOT ANNOUNCEMENTS**
GRID:

	AMD/PMD	MD/WKND	ROS/NT
I	65	60	55
II	60	55	50
III	55	50	45
IV	50	45	40

WTOD only: Rates have been temporarily withdrawn by station.

WVOI1966
TOLEDOMedia Code 4 236 8145 1.00 Mid 013048-000
Jacor Broadcasting of Toledo, Inc.
Box 5408, Toledo, OH 43613. Phone 419-243-7088.**PROGRAMMING DESCRIPTION**

WVOI: Black. Contact Representative for further details. Rec'd 2/4/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—Charlie (Chuck) Welch.
Program Director—Max Myrick.
- REPRESENTATIVES**
R.A. Lazar & Company.
Ohio, Ind., Ky.—Regional Reps Corp.
- FACILITIES**
1,000 w.; 1520 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.
Member: Ohio Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWWM (FM)1969
SYLVANIAMedia Code 4 236 8190 7.00 Mid 013049-000
Midwestern Broadcasting Corp.
2965 Pickle Rd., Toledo, OH 43616. Phone 419-255-1470.**2. REPRESENTATIVES**Torbet Radio, Inc.
1 min rate 1x: 20.00.**Troy**Miami County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.**WPTW-FM**1960
PIQUA

Mid 013019-000

See listing under city of license.

UhrichsvilleTuscarawas County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.**WBTC**1963
UHRICHVILLE

Mid 013050-000

See SRDS Spot Radio Small Markets Edition.

Upper SanduskyWyandot County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WYAN (FM)**1973
UPPER SANDUSKY

Mid 013051-000

See SRDS Spot Radio Small Markets Edition.

UrbanaChampaign County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.**WCOM (FM)**1965
URBANAMedia Code 4 236 8280 6.00 Mid 013052-000
Champaign Communications, Inc.,
Box 232, Urbana, OH 43078. Phone 513-652-2281.**PROGRAMMING DESCRIPTION**

WCOM (FM): MUSIC: Adult Contemporary. NEWS: ABC Direction at :45; ABC Entertainment at :60; AP wire; local at 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon 4, 4:30 & 5 pm. FARM: agri-news 5:30-6 am, network M-F 12:35-12:45 pm. SPORTS: M-F local at 7:05, 8:05 am, 12:05 & 5:05 pm; college & Cincinnati Bengal football. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
President—Robert M. Miller.
Exec. Vice Pres. & Gen'l Mgr.—Brook L. Petersen.
Operations Manager—Greg Bachman.
 - REPRESENTATIVES**
Masla Radio.
 - FACILITIES**
ERP 3,000 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 262 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Member: Agri Broadcasting Network (ABN).
- TIME RATES**
No. 9 Eff 4/1/82—Rec'd 7/26/82.
- SPOT ANNOUNCEMENTS**
PER WK:

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	6.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
7-9 am: 1-min 9:00; 30 sec 8:00.					
11 am-1 pm & 4-6 pm: 1-min 8:00; 30-sec 7:00.					

(SMD) (D)

Van WertVan Wert County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.**WERT**1958
VAN WERT**WERT-FM**1962
VAN WERTMedia Code 4 236 8340 8.00 Mid 013053-000
WERT Radio, Inc.
Box 487, East Ridge Rd., Van Wert, OH 45891. Phone 419-238-1220.**PROGRAMMING DESCRIPTION**

WERT/WERT-FM: Programs, information & entertainment. MUSIC: MOR. NEWS: local, state & UPI audio network. FARM: news & interviews, markets & weather. SPORTS: plus daily remotes. FEATURES: public affairs & informational interviews; telephone programs daily; commodities & stock market reports. Contact Representative for further details. Rec'd 10/5/79.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Donna Feasby.
Station Manager—Mark Hartman.
- REPRESENTATIVES**
Regional Reps Corp.
Pearse Sales.
- FACILITIES**
250 w.; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 6,300 w.; 98.9 mhz.
Operating schedule: 6 am-10:30 pm. EST.
Antenna ht.: 120 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Agri Broadcasting Network (ABN), Ohio Radio Network.

TIME RATES

No. 11 Eff 9/1/83—Rec'd 9/26/83.

- SPOT ANNOUNCEMENTS**

	1x	100x	260x	390x	520x	725x	1000x
1 min	11.50	9.05	9.00	8.90	8.65	8.20	7.55
30 sec	9.00	7.45	7.25	6.95	6.75	6.35	6.10
1 min							1500x
30 sec							6.35
Guaranteed times, extra 10%.							5.45

 - PACKAGE PLANS**
PER WK, BTA:

	6 ti	14 ti	12 ti
1 min	6.65	7.60	6.85
30 sec	6.65	7.60	6.85

 - PROGRAM TIME RATES**

	3 min	5 min	10 min	1/4 hr	1/2 hr
1 x	24.00	29.00	44.50	52.65	86.45
52 x	14.20	16.30	22.90	33.70	61.00
156 x	12.95	15.25	22.90	33.70	61.00

 - SPECIAL FEATURES**
CALL-IN PROGRAMS: Annual contract 13-wk Open

30 sec	7.75	8.85	9.90
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WapakonetaAuglaize County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.**WAXC (FM)**1964
WAPAKONETA-ST. MARYSMedia Code 4 236 8370 5.00 Mid 013054-000
Bulmer Communications, Inc.,
Box 146, Wapakoneta, OH 45895. Phone 419-738-2413,
St. Marys, 419-394-2113.

PROGRAMMING DESCRIPTION
WAXC (FM): Programmed for mass appeal. MUSIC: Adult Contemporary till 7 pm daily targeting 25-49; Top 40 7 pm-12M targeting 18-34; live, local PERSONALITIES. NEWS: local in AM drive at :30; CBS at :60 6 am-6 pm. FARM: agri news daily 7:10-7:30 am & 12:10-12:30 pm; county agent Sun 8:30 am. SPORTS: drivetime at 7:40, 8:25 am & 6:25 pm; play-by-play local high school football & basketball. FEATURES: wkly mayors program Sun AM; community involvement. Contact Representative for further details. Rec'd 11/29/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—John A. Bulmer.
- REPRESENTATIVES**
Masla Radio.
Ohio—Regional Reps Corp.
- FACILITIES**
ERP 3,000 w.; 92.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 165 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with KBS.
Member: Agri Broadcasting Network (ABN), Ohio Radio Network.

TIME RATES

No. 3 Eff 10/1/84—Rec'd 11/29/84.

AAA—Mon thru Sun 5:30-10 am, 3-7 pm
AA—Mon thru Sun 10 am-3 pm, 7 pm-midnight.

continued

OHIO

Wapakoneta—cont

WAXC (FM)—cont

6. SPOT ANNOUNCEMENTS

	CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	9.20	8.90	8.40	8.20	7.95	7.05
30 sec	6.20	5.80	5.65	5.55	5.20	4.50
CLASS AA						
1 min	6.90	6.70	6.60	6.35	5.95	5.30
30 sec	4.60	4.50	4.35	4.25	4.00	3.40

7. PACKAGE PLANS

	TAP—1/3 5:30-10 AM, 1/310 AM-3 PM, 1/3 3-7 PM					
	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	8.40	8.20	7.80	7.60	7.30	6.50
30 sec	5.65	5.40	5.25	5.10	4.80	4.10
50/50 PLAN—1/2AAA, 1/2AA						
1 min	8.05	7.80	7.55	7.30	6.95	6.20
30 sec	5.40	5.20	5.00	4.90	4.60	3.95

(SMD) (CR)

Warren

Trumbull County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Youngstown

(including Campbell, Niles, Warren)

Washington Ct. House

Fayette County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WCHO-FM

1968

WASHINGTON CT. HOUSE

Mid 013058-000

See SRDS Spot Radio Small Markets Edition.

WOFR

1952

WASHINGTON CT. HOUSE

Mid 013057-000

See SRDS Spot Radio Small Markets Edition.

Waverly

Pike County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WXIC

1954

WAVERLY

Mid 013059-000

See SRDS Spot Radio Small Markets Edition.

WXIZ (FM)

1970

WAVERLY

Mid 013060-000

See SRDS Spot Radio Small Markets Edition.

Wellston

Jackson County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WKOV

1953

WELLSTON

Mid 013061-000

See SRDS Spot Radio Small Markets Edition.

WKOV-FM

1970

WELLSTON

Mid 013062-000

See SRDS Spot Radio Small Markets Edition.

Westerville

Franklin County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See Columbus

(including Worthington, Westerville)

West Union

Adams County—Map Location C-9
See SRDS Consumer market map and data at beginning of the state.

WRAC (FM)

1981

WEST UNION

Mid 028835-000

See SRDS Spot Radio Small Markets Edition.

Willoughby

Lake County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Cleveland

(including Cleveland Heights, Parma, Willoughby)

Wilmington

Clinton County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

WKFI

1964

WILMINGTON



Media Code 4 236 8700 3.00 Mid 013063-000
S. W. Ohio Broadcast Service
R Gordon Dr., Box 1, Wilmington, OH 45177. Phone 513-382-1608.

PROGRAMMING DESCRIPTION

WKFI: FARM: Full-time agricultural format; farm info & ag weather hrv, live of all local & area farm-related meetings. MUSIC: Country. Contact Representative for further details. Rec'd 4/28/83.

1. PERSONNEL

General Manager—Dave Walker.
Ag Analyst—John Surber.
Farm Director—Bill Wills.

2. REPRESENTATIVES

McGavren-Guild Radio.
Regional Reprs Corp.

3. FACILITIES

1,000 w.; 1090 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WSWO (FM).
Member: Ohio Radio Network.

TIME RATES

Eff—Rec'd 1/29/85.

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 34.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

12/85

(SMD)

WSWO (FM)

1974

WILMINGTON



Media Code 4 236 8730 0.00 Mid 020347-000
S. W. Ohio Broadcast Service
R Gordon Dr., Box 1, Wilmington, OH 45177. Phone 513-382-1416.

PROGRAMMING DESCRIPTION

WSWO (FM): MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 4/4/82.

1. PERSONNEL

General Manager—Dave Walker.
Sales & Prog. Dir.—Linda Watters.
News & Sports Dir.—Jeff Hibbs.

2. REPRESENTATIVES

McGavren-Guild Radio.
Regional Reprs Corp.

3. FACILITIES

ERP 3,000 w.; 102.3 mhz. Non-directional.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WKFI.
Member: Ohio Radio Network.

TIME RATES

Eff—Rec'd 2/22/83.

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 17.00.

12/85

(SMD)

Wooster

Wayne County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WQKT (FM)

1947

WOOSTER

Mid 013065-000

See SRDS Spot Radio Small Markets Edition.

WWST

1947

WOOSTER

Mid 013064-000

See SRDS Spot Radio Small Markets Edition.

Worthington

Franklin County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See Columbus

(including Worthington, Westerville)

Xenia

Greene County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

WBZI

1963

XENIA

Media Code 4 236 8795 3.00 Mid 013069-000

Baker Broadcasters, Inc.
600 Kinsey Rd., Box 99, Xenia, OH 45385. Phone 513-372-3531, Dayton, 513-426-2433.

PROGRAMMING DESCRIPTION

WBZI: MUSIC: Satellite Music Network. Contact Representative for further details. Rec'd 11/2/84.

1. PERSONNEL

Pres. & Owner—Vernon H. Baker.
General Manager—Richard A. Moran.
Operations Manager—Jay Bracken.

2. REPRESENTATIVES

Regional Reprs Corp.

3. FACILITIES

500 w.; 1500 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Member: Ohio Radio Network, Agri Broadcasting Network (ABN).

TIME RATES

Eff—Rec'd 8/11/83.

6. SPOT ANNOUNCEMENTS

1 min rate 1x: 5.75.

(SMD)

WBZI-FM

1967

XENIA

Media Code 4 236 8820 9.00 Mid 013066-000

Bakers Broadcasters, Inc.
600 Kinsey Rd., Box 99, Xenia, OH 45385. Phone 513-426-2433.

PROGRAMMING DESCRIPTION

WBZI-FM: Programmed to 25-54. MUSIC: Country.
NEWS: network. Rec'd 5/23/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Richard A. Moran.
Vice-Pres., Ass't Gen'l & Sales Mgr.—C. David Richley.
Chairman of the Board—Vernon H. Baker.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Member: Agri Broadcasting Network (ABN).

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/1/84—Rec'd 11/2/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.

AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK: CLASS AAA

1 min 26 25 24 23 22

30 sec 20 19 18 17 16

CLASS AA

1 min 19 18 17 16 15

30 sec 15 14 13 12 11

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA

PER WK: CLASS AAA

1 min 22 21 20 19

30 sec 17 16 15 14

BTA—6 AM THRU MIDNIGHT

1 min 20 19 18 17 16

30 sec 17 16 15 14 13

(SMD)(D)

WELX

1968

XENIA

Mid 013069-000

See SRDS Spot Radio Small Markets Edition.

Youngstown

(including Campbell, Niles, Warren)
Youngstown, Campbell, Mahoning, Trumbull County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBBW

1949

YOUNGSTOWN

Talk-News-Sports-Information

Media Code 4 236 9000 7.00 Mid 013070-000

Mahoning Valley Broadcasting Corp.
418 Knox St., Youngstown, OH 44502. Phone 216-744-4421.

PROGRAMMING DESCRIPTION

WBBW: Programmed for adults. TALK: audience phone participation, incl info exchange, panel discussions with phone questions; local & nat'l guest interviews. NEWS: news & info blocks 5:30-8:30 am & 5-6:30 pm; local news & info plus sports, network news & specials, road reports, business & stock market news & 4-min weather reports; station meteorological service. SPORTS: Cleveland Indians baseball, Pittsburgh Steelers & Notre Dame football & basketball. RELIGIOUS: Sun am & eve. Contact Representative for further details. Rec'd 7/25/83.

1. PERSONNEL

President—John Cherpack, Jr.
Operations Manager—Helen Blasko.
Assistant Operations Manager—George Drapp.

2. REPRESENTATIVES

McGavren-Guild Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.

Rate Protection: 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 25a, 27, 28a, 29a, 30.

Contracts: 40a, 44a, 45, 46, 47a, 49.

Comb.; Cont. Discounts: 60a, 60e, 61b.

Cancellation: 70a, 70e, 71a, 73b.

Prod. Services: 80, 82.

FM facilities: WOOD (FM).

Affiliated with ABC Entertainment Radio Network.

Affiliated with MBS.

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 5, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14b.
 Basic Rates: 21a, 21d, 22b, 23a, 24a, 25a, 29a, 33a
 Contracts: 44b, 45, 46.
 Comb.; Cont. Discounts: 60e, 61a.
 Cancellation: 70b, 70c, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.
 Affiliated with NBC—Talknet.

TIME RATES

Eff—Mon thru Sat 5:30-10 am, 3-7 pm.
 Rec'd 1/27/84.
 AA—Mon thru Sat 10 am-3 pm.
 A—Mon thru Sat 7 pm-sign-off; Sun sign-off-sign-off.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
WK:	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	—
AAA	28 26 26 27 20	20
AA	28 26 24 22 20 18	18
A	26 22 20 20 18 16	16

10 sec: 50% of 1-min.



Media Code 4 236 9090 8.00 Mid 013072-000
 WGFT, Inc.
 275 Federal Plaza W., Youngstown, OH 44503, Phone
 216-744-5115.
 1 min rate 1x: 17.00.



Media Code 4 236 9180 7.00 Mid 013073-000
 WHOT, Inc.
 401 N. Blaine Ave., Youngstown, OH 44505, Phone 216-
 746-8464.



Media Code 4 236 9180 7.00 Mid 013073-000
 WHOT, Inc.
 401 N. Blaine Ave., Youngstown, OH 44505, Phone 216-
 746-8464.

PROGRAMMING DESCRIPTION

WHOT: Programmed for young adults. AIR PERSONALITIES handle all segments. MUSIC: current contemporary mass appeal singles & album cuts mixed with former contemporary giants, targeted to 18-49 adults. Promotions targeted for maximum community & audience involvement. NEWS: regularly scheduled from 5:55 am-6 pm daily. SPORTS: regularly scheduled in AM drive. Some tele/talk in mix 7 pm-12M. Contact Representative for further details. Rec'd 5/5/81.

1. PERSONNEL

President—Myron Jones.
 Exec. Vice-Pres. & Gen'l Mgr.—William Fleckenstein
 General Sales Manager—William Glover.

2. REPRESENTATIVES

Blair Radio.
 Regional Reprs Corp.

3. FACILITIES

500 w. days, 1,000 w. nights; 1330 khz. Directional.
 Operating schedule: 24 hours daily. EST.
 Partial simulcast operation. Simulcast Mon thru Sat
 6-10 am. For non-simulcast facilities see FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: Ohio Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.



Media Code 4 236 8210 2.00 Mid 013078-000
 WHOT, Inc.
 401 N. Blaine Ave., Youngstown, OH 44505, Phone 216-
 746-8464.



Media Code 4 236 8210 2.00 Mid 013078-000
 WHOT, Inc.
 401 N. Blaine Ave., Youngstown, OH 44505, Phone 216-
 746-8464.

PROGRAMMING DESCRIPTION

WHOT-FM: Targeted toward young adults. MUSIC: Album Oriented Rock, PERSONALITY oriented mixture of current album cuts & former album hits. COMMERCIAL POLICY: limited commercial content. FEATURES: Sun night concerts & music specials. NEWS: news & information lifestyle oriented. Contact Representative for further details. Rec'd 8/9/84.

1. PERSONNEL

President—Myron Jones.
 Exec. Vice-Pres.—William Fleckenstein.
 General Sales Manager—William Glover.

2. REPRESENTATIVES

Blair Radio.
 Regional Reprs Corp.

3. FACILITIES

ERP 15,500 w.; 101.1 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 710 ft. above average terrain.
 Partial simulcast operation. Operated separately
 Mon thru Sat 10-6 am. For simulcast facilities see
 AM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
 Contracts: 40a, 42a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Member: Ohio Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.



Media Code 4 236 9240 9.00 Mid 013074-000
 WKBN Broadcasting Corp.
 3930 Sunset Blvd., Youngstown, OH 44501, Phone 216-
 782-1144, TLX, YO 081-U.

CBS Radio Network

Media Code 4 236 9240 9.00 Mid 013074-000
 WKBN Broadcasting Corp.
 3930 Sunset Blvd., Youngstown, OH 44501, Phone 216-
 782-1144, TLX, YO 081-U.

PROGRAMMING DESCRIPTION

WKBN: Programmed for adults 25-54. MUSIC: all hit popular music of today & the last 25 years; lunchtime oldies show M-F noon-1 pm; 60's music show M-Sat 6-7 pm. TALK: Sun-F, 7-11 pm; overnight show 12M-5:30 am; network mystery theater show 11 pm. NEWS: network at :30; local at :06. Contact Representative for further details. Rec'd 7/19/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—J. D. Williamson II.
 National Sales Manager—Bert Pharis.
 Operations Manager—Pete Gabriel.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 570 khz. Directional nights.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3d, 4a, 5, 6a, 7b.
 Rate Protection: 15c, 15e.
 Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 61b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with Katz Radio Network.
 Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.



Media Code 4 236 9241 7.00 Mid 013075-000
 WKBN Broadcasting Corp.
 3930 Sunset Blvd., Youngstown, OH 44501, Phone 216-
 782-1144, TVX, YO 081-U.

Beautiful Music

Media Code 4 236 9241 7.00 Mid 013075-000
 WKBN Broadcasting Corp.
 3930 Sunset Blvd., Youngstown, OH 44501, Phone 216-
 782-1144, TVX, YO 081-U.

PROGRAMMING DESCRIPTION

WKBN-FM: Programmed for adults. MUSIC: all beautiful music, 24 hrs. NEWS: 2 min capsules at :58. SPECIAL FEATURES: mornings M-Sa 5:30-9 am beautiful music, news, weather & 1 min magazine vignettes 2x hr. COMMERCIAL POLICY: 7 units per hour. Contact Representative for further details. Rec'd 2/10/77.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—J. D. Williamson II.
 National Sales Manager—Bert Pharis.
 Program Director—Don Guthrie.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 9,000 w., 98.9 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 1,370 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3d, 4a, 5, 6a, 7b.
 Rate Protection: 15c, 15e.
 Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
 Comb.; Cont. Discounts: 60a, 60e, 61b.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 82.
 Affiliated with Katz Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.



Media Code 4 236 9275 5.00 Mid 013076-000
 WNIO Broadcasting, Inc.
 Box 625, Niles, OH 44446, Phone 216-652-4443.
 1 min rate 1x: 50.00.



Media Code 4 236 9281 3.00 Mid 013056-000
 Geri Taczak Media, Inc.
 1295 Lane West Rd. SW, Warren, OH 44481, Phone 216-
 373-1570.

2. REPRESENTATIVES

Pearse Sales.
 1 min rate 1x: 10.00.



Media Code 4 236 9287 0.00 Mid 013077-000
 Mahoning Valley Broadcasting Corp.
 418 Knox St., Youngstown, OH 44502, Phone 216-744-
 4421.
 Rates have been temporarily withdrawn by station.



See listing under city of license.



Media Code 4 236 9294 6.00 Mid 013055-000
 Warren Broadcasting Corp.
 124 North Park Ave., Box 1440, Warren, OH 44482.
 Phone 216-373-1440.

2. REPRESENTATIVES

Regional Reprs Corp.
 1 min rate 1x: 21.00.



Media Code 4 236 9294 6.00 Mid 013055-000
 Warren Broadcasting Corp.
 124 North Park Ave., Box 1440, Warren, OH 44482.
 Phone 216-373-1440.

WEISS & POWELL, INC.
 RADIO SALES

Media Code 4 239 8075 4.00 Mid 013568-000
 Sharon Broadcasting Co. Inc.
 Box 211, 2030 Pine Hollow Blvd., Sharon, PA 16146.
 Phone 412-346-4113, Youngstown Ohio, 216-534-2316.
 Sales Office: 15 Colonial Dr., Youngstown, OH 44505.
 Phone 216-744-4342.

PROGRAMMING DESCRIPTION

WYFM (FM): MUSIC: contemporary mass appeal music programmed for today's adult; includes researched gold titles & current music; Limited talk. NEWS: & information capsules hry in morning drive. Contact Representative for further details. Rec'd 1/8/85.

1. PERSONNEL

Gen'l & Gen'l Sales Mgr.—Tom Klein.
 Program Director—Jeff Tobin.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 26,000 w.; 102.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 455 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 4d, 5.
 Rate Protection: 15b.
 Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
 Contracts: 40a, 41, 45, 46, *47a, 147e, 51a.
 Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d
 Cancellation: 70e, 71a, 73a.
 Prod. Services: 80.
 (*) Applies to 5 and 15 minutes.
 (†) Applies to 30 minutes and 1 hour.
 AM facilities: WPIC.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 7 Eff 9/1/77—Rec'd 8/29/77.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	40.00	38.00	36.00	34.00	32.00
30 sec	32.00	30.40	28.80	27.20	25.60

(D)

Zanesville

Muskingum County—Map Location F-7
 See SRDS Consumer market map and data at beginning of the state.



Media Code 4 236 9300 1.00 Mid 013079-000
 Southeastern Ohio Broadcasting System, Inc.
 Lind Arcade Bldg., Zanesville, OH 43701, Phone 614-452-
 5431.

PROGRAMMING DESCRIPTION

WHIZ: Programmed for general interest. MUSIC: Adult Contemporary. NEWS: M-Sat Network on hr 6 am-12M/ local on 1/2 hr 6 am-6 pm, heavier in AM. SPORTS: 20 min past hr 6 am-6 pm; Sun at 9 am & on hr noon-11 pm. Live play-by-play pro football, baseball, college & high school basketball & football. FARM: news 12:20 pm M-Sat. Mobile units for remotes. Contact Representative for further details. Rec'd 10/25/83.

1. PERSONNEL

Group Manager Radio-TV—Allan Land.
 Program Director—Peter Petromiak.
 Sales Manager—Robin Smith.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
 Regional Reprs Corp.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
 Operating schedule: 6-12:05 am. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 14c.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 28a, 28c, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 6b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with NBC Radio Network.
 Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff—Mon thru Sat 6/4/84.
 AA—6 am-7 pm.
 A—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	CLASS AA	1x	65x	130x	260x	520x	1040x
1 min	10.90	10.05	9.00	8.60	8.15	7.70	7.00
30 sec	8.75	8.05	7.20	7.00	6.50	6.15	5.40

CLASS A

	8.75	8.05	7.15	6.75	6.45	6.00
1 min	8.75	8.05	7.15	6.75	6.45	6.00
30 sec	7.00	6.45	5.75	5.40	5.15	4.80

8. PROGRAM TIME RATES

	CLASS AA	1x	65x	130x	260x
1 hr	90	56	51	43	39
1/2 hr	43	23	20	19	18

CLASS A

	81	50	45	39	34	21	19	18	17
1 hr	81	50	45	39	34	21	19	18	17
1/2 hr	50	45	39	34	21	19	18	17	16
1/4 hr	39	34	21	19	18	17	16	15	14
5 min	21	19	18	17	16	15	14	13	12

12/85



Media Code 4 236 9301 9.00 Mid 013080-000
 WHIZ-FM Southeastern Ohio Broadcasting, Inc.
 Lind Arcade Bldg., Zanesville, OH 43701, Phone 614-452-
 5431.

PROGRAMMING DESCRIPTION

WHIZ-FM: Beautiful music. Contact Representative for further details. Rec'd 12/8/78.

1. PERSONNEL

OHIO

Zanesville—cont

WHIZ-FM—cont

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 6/4/84—Rec'd 6/1/84.

AA—6 am-7 pm.

A—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	65x	130x	260x	520x	1040x
1 min	8.40	7.30	6.95	6.60	6.30	5.80
30 sec	6.75	5.85	5.55	5.25	5.05	4.65

CLASS A

1 min	6.55	5.75	5.50	5.25	4.95	4.55
30 sec	5.25	4.65	4.40	4.20	4.00	3.65

12/85

WWJM (FM)

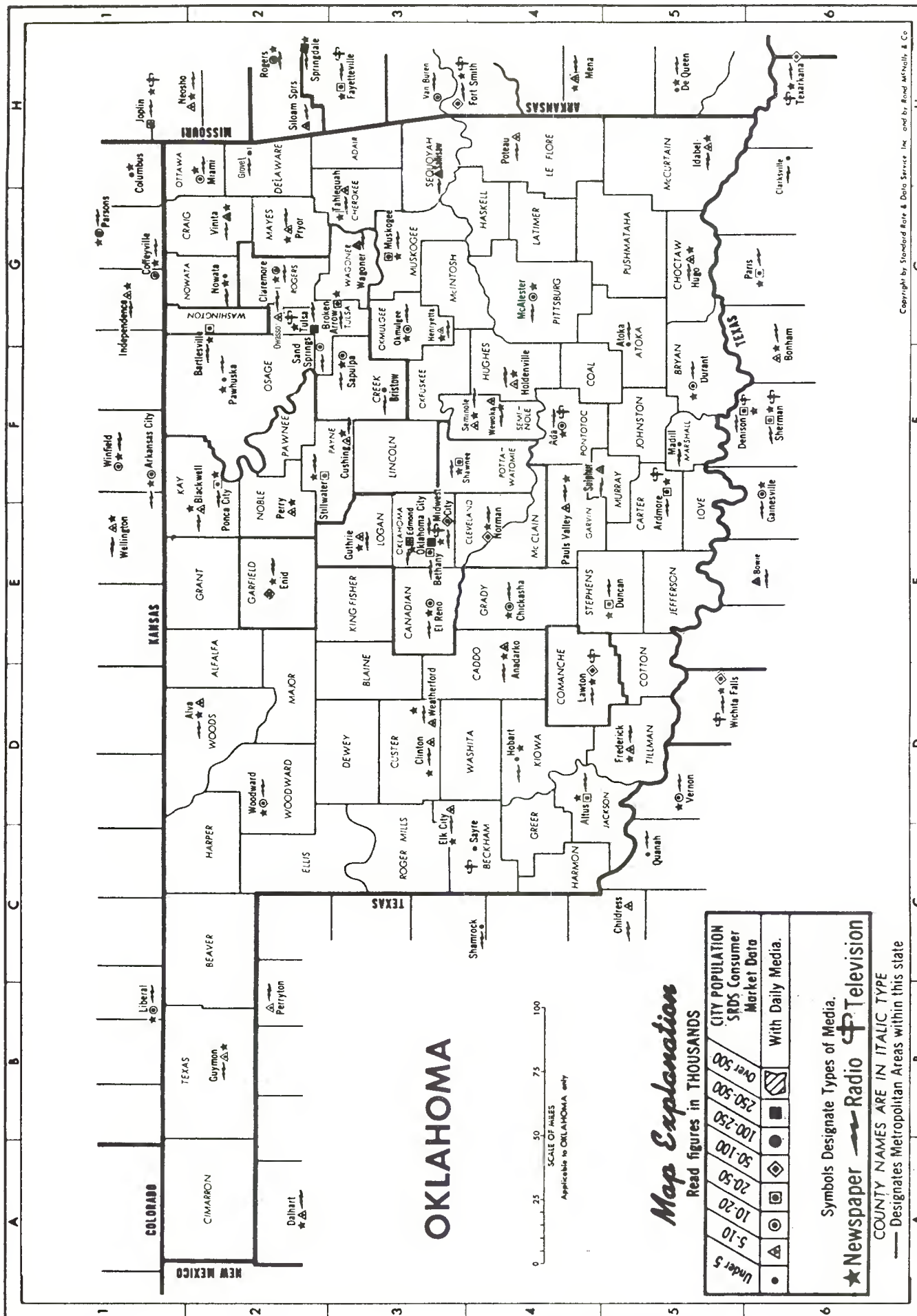
1978

NEW LEXINGTON

Mid 013009-000

See listing under city of license.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



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OKLAHOMA

SCALE OF MILES
Applicable to OKLAHOMA only

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500
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★ Newspaper
 ☐ Radio
 ⊕ Television

Symbols Designate Types of Media.

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984							Paaen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types											
				00000 to 14999	15000 to 34999	35000 to 49999	50000 to and over		Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
OKLAHOMA STATE	3,365.8	1,258.46	36,209,213	28,773	31.9	37.8	15.8	14.5	18,182,485	14,448	3,964,708	625,255	2,666,554	860,909	919,418	3,081,661	1,612,112	2,270.20	224.5	63.02
ADAIR H-3	20.9	6.95	145,332	20,911	47.0	34.8	12.2	6.0	91,308	13,138	20,441	3,340	14,074	4,198	4,259	15,379	8,179	12.1317
LAWALFA D-2	7.4	3.02	22,608	2,608	40.8	40.0	11.7	7.5	40,500	13,411	9,009	1,460	6,169	1,928	6,832	3,619	5,86609
ATOKA G-5	14.2	4.87	90,749	18,634	54.2	33.2	7.7	4.9	59,465	12,210	13,601	2,284	9,537	2,666	5,279	9,964	5,372	8.6508
BEAVER C-2	7.2	2.70	67,753	25,094	34.0	46.1	11.5	8.5	37,546	13,906	8,269	1,322	5,611	1,759	1,844	6,349	3,342	6.0014
BECKHAM C-4	21.5	8.45	214,790	25,419	39.8	36.4	14.4	9.4	117,356	13,888	25,861	4,138	17,559	5,493	5,751	19,841	10,448	15.5964
BLAINE D-3	14.8	5.65	134,381	23,784	41.5	38.2	13.1	7.1	76,677	13,571	17,007	2,745	11,616	3,563	3,683	12,944	6,844	10.3921
BRYAN F-5	34.1	13.14	242,762	18,475	52.9	34.0	8.2	4.9	162,557	12,371	37,026	6,186	25,874	7,324	7,153	27,266	14,661	22.2344
CADDO D-4	33.3	12.04	254,631	21,149	46.6	36.6	9.6	7.3	156,637	13,010	35,159	5,765	24,264	7,180	7,243	26,367	14,045	22.14	1.0	1.05
CANADIAN E-3	70.0	23.44	812,278	34,653	20.0	37.7	23.8	18.5	378,051	16,128	80,155	12,142	52,511	18,437	20,654	64,485	33,162	48.41	1.5	1.24
CARTER E-5	48.5	18.34	547,252	29,839	33.5	34.2	17.3	15.0	269,590	14,700	58,520	9,171	39,196	13,811	45,739	23,861	32,265	4.157
CHEROKEE G-3	35.3	12.40	248,720	20,058	47.7	37.6	9.1	5.6	157,649	12,714	35,621	5,890	24,722	7,171	7,132	26,495	14,173	22.2029
CHOCTAW G-5	19.3	7.20	125,500	17,431	57.0	32.0	7.3	3.6	87,637	12,172	20,058	3,371	14,073	3,926	3,791	14,682	7,919	12.1322
CIMARRON A-2	3.7	1.41	27,445	19,677	46.8	41.1	7.2	4.9	17,681	12,540	4,008	665	2,789	801	791	2,969	1,59230
CLEVELAND E-4	160.8	56.55	1,931,430	34,154	31.2	36.1	16.5	16.2	886,299	15,673	189,253	28,969	124,827	42,909	47,519	150,937	77,954	109.58	2.6	3.17
Norman	78.4	29.23	900,124	30,795	431,475	14,761	93,553	14,638	62,595	20,555	22,176	73,224	38,173	52.12	1.9	1.58
COAL F-4	6.6	2.47	44,721	18,106	55.8	33.5	6.2	4.4	30,011	12,150	6,869	1,155	4,820	1,344	1,298	5,028	2,712	4.2505
COMANCHE D-4	117.9	37.40	977,913	26,147	31.9	42.2	15.5	10.4	528,052	14,119	115,858	18,428	78,363	24,834	26,219	89,368	46,931	63.64	18.7	6.28
Lawton	83.7	29.69	785,114	26,444	420,674	14,169	92,210	14,647	62,313	19,805	20,947	71,211	37,374	48.93	13.0	4.53
Lawton Metro Area	117.9	37.40	977,913	26,147	32.2	42.4	15.1	10.2	528,052	14,119	115,858	18,428	78,363	24,834	26,219	89,368	46,931	63.64	18.7	6.28
COTTON D-5	7.9	3.07	53,791	17,521	51.3	38.7	7.5	2.4	37,894	12,343	8,633	1,443	6,034	1,707	1,666	6,356	3,418	5.7719
CRAIG G-2	15.7	5.81	124,867	21,492	42.6	40.9	10.4	6.1	76,731	13,207	17,153	2,797	11,795	3,534	3,596	12,929	6,869	10.7612
CREEK F-3	67.0	23.96	690,163	28,805	30.2	37.7	18.5	13.5	356,949	14,898	77,214	12,041	51,551	17,047	18,468	60,609	31,551	45.36	2.4	5.9
CUSTER D-3	28.5	10.57	311,591	29,479	34.2	36.3	15.7	13.9	152,788	14,455	33,312	5,253	22,403	7,235	7,728	25,896	13,546	19.60	1.0	9.6
DELAWARE H-2	27.7	10.31	201,317	19,526	48.4	37.6	9.2	4.8	130,420	12,650	29,509	4,888	20,504	5,923	5,872	21,911	11,731	18.9625
DEWEY D-3	6.2	2.43	56,060	23,070	42.5	39.8	8.1	9.6	32,228	13,263	7,193	1,171	4,939	1,518	5,432	2,883	4,99507
ELLIS C-2	6.1	2.43	67,916	27,949	33.5	38.7	15.2	12.7	34,725	14,290	7,596	1,203	5,123	1,639	1,740	5,881	3,083	4.9308
GARFIELD E-2	68.2	26.17	915,410	34,979	23.7	37.5	19.2	19.6	406,415	15,530	86,984	13,360	57,499	19,628	21,654	69,176	35,777	47.43	2.3	7.7
Enid	54.2	21.20	728,019	34,341	326,726	15,412	70,063	10,791	46,398	15,748	17,317	55,588	28,783	36.90	2.2	6.8
Enid Metro Area	68.2	26.17	915,410	34,979	23.7	37.5	19.2	19.6	406,415	15,530	86,984	13,360	57,499	19,628	21,654	69,176	35,777	47.43	2.3	7.7
GARVIN E-4	30.7	11.72	264,160	22,539	43.1	38.3	12.1	6.6	156,467	13,350	34,861	5,660	23,903	7,233	7,411	26,385	13,989	21.4926
GRADY E-4	45.8	16.78	416,238	24,806	37.5	40.0	13.3	9.1	232,428	13,851	51,257	8,210	34,828	10,869	11,364	39,289	20,698	32.32	1.8	6.2
GRANT E-2	6.6	2.71	60,229	22,225	41.5	40.3	11.1	7.1	36,008	13,287	8,033	1,307	5,514	1,662	1,698	6,070	3,221	5.2704
GREER C-4	7.0	2.88	50,153	17,414	56.3	33.3	5.7	4.6	35,084	12,182	8,031	1,350	5,635	1,517	1,517	5,878	3,170	5.0225
HARMON C-4	4.5	1.79	32,250	18,017	58.8	29.9	5.9	5.4	21,356	11,931	4,914	831	3,462	951	907	3,573	1,934	3.1345
HARPER C-2	4.8	1.95	48,037	24,634	55.0	43.4	12.6	9.0	27,311	14,006	6,002	957	4,065	1,282	1,349	4,620	2,429	4.1103
HASKELL G-4	12.1	4.63	82,240	17,762	55.2	32.1	8.1	4.6	56,493	12,202	12,923	2,572	9,063	2,532	2,448	9,466	5,174	8.3008
HUGHES F-4	15.6	6.13	110,218	17,980	53.4	34.0	8.1	4.4	75,605	12,334	17,235	2,882	12,052	3,403	3,318	12,679	6,821	10.4412
JACKSON D-5	31.9	11.21	231,512	20,652	43.7	42.1	9.1	5.1	143,517	12,803	32,361	5,337	22,420	6,544	6,537	24,131	12,892	19.83	2.9	2.91
JEFFERSON E-5	9.0	3.54	78,929	22,296	47.0	35.0	10.9	7.1	46,175	13,044	10,357	1,697	7,143	2,118	2,140	7,774	4,139	6.3437
JOHNSTON F-5	11.9	4.47	72,293	16,773	59.9	28.3	7.9	3.9	53,311	11,926	12,277	1,697	8,658	2,079	2,079	8,658	4,829	7.6312
KAY F-1	52.3	20.57	580,773	28,234	33.3	40.2	14.3	12.3	294,243	14,304	64,332	10,183	43,373	13,891	14,763	49,839	26,115	36.6277
KINGFISHER E-3	15.3	5.62	177,191	31,529	25.9	37.5	20.8	15.8	86,740	15,434	18,594	2,862	12,309	4,182	4,759	14,759	7,640	11.2521
KIOWA D-4	13.4	5.37	99,521	18,533	54.2	33.5	7.5	4.8	66,275	12,342	15,110	2,527	10,567	2,983	2,907	11,114	5,979	9.2556
LEFLORE G-4	11.0	3.87	71,109	18,374	53.3	34.0	8.2	4.5	48,232	12,462	10,960	1,826	7,644	2,179	2,140	8,095	4,366	7.3308
LEFLORE H-4	46.3	16.67	360,091	21,601	43.8	38.6	11.5	6.1	218,545	13,110	48,944	8,001	33,710	10,044	10,181	36,807	19,579	29.82	1.1	3.7
LINCOLN F-3	30.9	11.34	276,547	24,387	38.2	37.9	15.1	8.8	159,230	14,041	34,987	5,576	23,695	7,476	7,872	26,939	14,160	21.7529
LOGAN E-3	31.4	11.17	291,187	26,069	35.2	38.4	15.7	10.7	158,548	14,194	34,738	5,515	23,466	7,468	7,905	26,841	14,083	21.41	4.4	4.44
LOVE E-5	8.6	3.30	81,873	24,810	39.2	37.1	13.3	10.4	45,925	13,917	10,114	1,617	6,864	2,151	2,255	7,766	4,088	5.9710
MC CLAIN E-4	23.9	8.40	233,170	27,758	31.4	37.7	18.1	12.7	124,400	14,810	26,948									

OKLAHOMA

OKLAHOMA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-015
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.

250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

OKLAHOMA STATE GROUP

Comprised of Non-Interconnected Stations

KADA—Ada
KALV—Alva
KKAJ (FM)—Ardmore
KVSO—Ardmore
KEOR—Atoka
KLTR—Blackwell
KSNE (FM)—Broken Arrow
KWCO—Chickasha
KKCC—Clinton
KKCC-FM—Clinton
KUSH—Cushing
KRHD—Duncan
KRHD-FM—Duncan
KCAN—El Reno
KOKC—Guthrie

less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station lineup.

(D)

For complete listing see
Regional Networks & Groups



Keystone
BROADCASTING SYSTEM, INC.

Ada

Pontotoc County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KADA
1934
ADA

Mid 013084-000

See SRDS Spot Radio Small Markets Edition.

KASX (FM)
1979
ADA

See SRDS Spot Radio Small Markets Edition.

KTLS (FM)
(formerly KTEN (FM))
1971
ADA

Media Code 4 237 0195 2.00 Mid 013086-000
Oklahoma Broadcasting Co.,
1600 Arlington Blvd., Box 1869, Ada, OK 74820. Phone
405-332-2211, TWX, 910-830-6740.

PROGRAMMING DESCRIPTION
KTLS: (FM) MUSIC: Adult Contemporary. NEWS:
network at :60; weather at :32. FARM: 5 min at 7:15 am &
12:10 pm Rec'd 12/3/84.

1. PERSONNEL
President—Bill Hoover.
Vice-Pres. & Sta. Mgr.—Dan Hoover.
Sales Manager—Pat Hall.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 725 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

7-11 am	1 min	30 sec	17.65	7.06
11 am-3 pm			14.12	5.88
3-7 pm			17.65	7.06
7-11 pm			11.76	4.71

7. PACKAGE PLANS
TAP—1-min 13.00(net); 30-sec 5.00(net).

(SMD)

Altus

Jackson County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KRKZ-FM
1974
ALTUS

See SRDS Spot Radio Small Markets Edition.

KWHW
1946
ALTUS

See SRDS Spot Radio Small Markets Edition.

Alva

Woods County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KALV
1956
ALVA

See SRDS Spot Radio Small Markets Edition.

KXLS (FM)
1980
ALVA

Media Code 4 237 0422 0.00 Mid 013089-000
KXLS, Inc.
425 W. Broadway, Enid, OK 73701. Phone 405-242-5958.

PROGRAMMING DESCRIPTION
KXLS (FM): Personality-modern adult contemporary.
MUSIC: pop std music including current singles, albums &
slds with young adult appeal. Air personality emphasis.
NEWS: 2 mobile units; AP, 4 man local news staff. FARM:
2 hrs per wk Larry Steckline Reports. COMMERCIAL
POLICY: 12 commercial units per hr. Contact
Representative for further details. Rec'd 2/23/84.

1. PERSONNEL
General Manager—Bill Eustis.
General Manager—Bill R. Eustis.
Program Director—Dana Hess.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 835 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mid-America Ag Network.

TIME RATES
Eff 1/1/85—Rec'd 1/30/85.

Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm.
Prime—Mon thru Fri 10 am-3 pm & 7-midnight; Sat 6-10
am & 6 pm-midnight; Sun 6 pm-midnight.
Night—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		
	Drive	Prime	Night	Drive
Ea	25	23	14	23
			21	12

7. PACKAGE PLANS
MON THRU SAT 6 AM-MIDNIGHT; SUN 10 AM-
MIDNIGHT

PER YR:	600x	1200x	PER YR:	600x	1200x
30 sec	22	24	1 min	21	19

(SMD) (D)

Anadarko

Caddo County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KRPT
1970
ANADARKO
KRPT-FM
1981
ANADARKO

Mid 013091-000

See SRDS Spot Radio Small Markets Edition.

Ardmore

Carter County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KEBQ (FM)
1977
ARDMORE

Adult Contemporary

RAB

Media Code 4 237 0422 7.00 Mid 013092-000
Waters Broadcasting Co., Inc.
1908 12th Ave. N.W., Box 2300, Ardmore, OK 73402.
Phone 405-226-5357.

PROGRAMMING DESCRIPTION
KEBO (FM): MUSIC: Adult Contemporary. NEWS: 5-min
network, nat'l & state; local & weather at :20 & :50. Rec'd
8/28/84.

1. PERSONNEL
Pres./Gen'l Mgr.—David L. Waters.
Sales Manager—W. Bart Waters.

3. FACILITIES
ERP 3,000 w.; 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 295 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with RKO ONE.

TIME RATES
Eff—Rec'd 10/25/84.

AAA—6-10 am & 3-7 pm.
AA—Sat & Sun 10 am-8 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 MINUTE							
	1 ti	12 ti	24 ti		1 ti	12 ti	24 ti	
AAA	21	20	19	A	17	16	15	
AA	19	18	17					

(SMD)

KKAJ (FM)
1974
ARDMORE

Modern Country/Farm

Media Code 4 237 0487 3.00 Mid 013093-000
OKtex, Inc.
1706 McLish, Box 488, Ardmore, OK 73401. Phone 405-
226-0421.

PROGRAMMING DESCRIPTION
KKAJ (FM): MUSIC: Modern personality Country. NEWS:
at :60; in-studio radar weather at :30. FARM: consumer
farm to market ag reports 2x/day; opening & closing
commodities reports plus financial stock report. NEWS:
expanded newscasts at 7 am, noon 4, 5 pm. SPORTS:
college football. Contact Representative for further
details. Rec'd 7/26/82.

1. PERSONNEL
National Sales Manager—Pat Ownbey.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 25a, 28b.
Contracts: 40a, 44a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 60j, 60k, 61c, 62b,
62d.
Cancellation: 70b, 70e, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff—Rec'd 12/3/81.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	20	19	18	17	16
AA	18	17	16	15	14
A	16	15	14	13	12

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP 1/3AAA, 1/3AA, 1/3A—Extra 1.00 to A rate.
TAP—6 am-7 pm—(75% in AAA) extra 1.00 to AA rate.

10. SPECIAL FEATURES
Farm—Mon thru Fri 6-7:30 am, 11:30 am-1:30 pm & 5-6
pm, flat 1-min 18.00. (SMD)

KVSO

1935
ARDMORE
nab

Media Code 4 237 0520 1.00 Mid 013094-000
Ardmore Broadcasting Co.
115 W. Broadway, Box 429, Ardmore, OK 73402. Phone
405-223-3030.

PROGRAMMING DESCRIPTION
KVSO: MUSIC: Adult Contemporary. NEWS: ABC
network hrly with expanded local news at 7 am, noon & 5
pm; weather reports hrly; financial report daily at 12:30
pm. FARM: network reports 2x/day. SPORTS: full time
sports director covering high school football & basketball;
special interviews; network coverage of Oklahoma U
football; Oklahoma Outlaws football, Dallas Cowboy
football. SPECIAL FEATURES: Paul Harvey news 5x/
day. Contact Representative for further details. Rec'd 5/
29/84.

1. PERSONNEL
Manager—Reggie Bates.
National Sales Executive—Reggie Bates.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES
Eff—Rec'd 3/8/84.

AAA—6-10 am, noon-1 pm, 3-7 pm.
AA—10 am-3 pm, 7 pm-midnight, TAP.
A—24 hours.

6. SPOT ANNOUNCEMENTS

	1x	12x	24x	36x	156x	260x	312x
AAA	13	12	11	10	11	10	9
A	11	10	9	8	9	8	7

1-min, applicable rate plus 2.00.
Specified times, extra 2.00.

7. PACKAGE PLANS

	1x	12x	24x	36x	156x	260x	312x
AA	12	11	10	9	10	9	8

1-min, applicable rate plus 2.00%.
Specified times, extra 2.00. (SMD)

Atoka

Atoka County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KEOR
1968
ATOKA

See SRDS Spot Radio Small Markets Edition.

Bartlesville

Washington County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KWON
1941
BARTLESVILLE

Media Code 4 237 0780 1.00 Mid 013096-000
KWON Broadcasting, Inc.
High 123 N. KWON Radio Cir., Box 1215, Bartlesville,
OK 74003. Phone 918-336-1400.

PROGRAMMING DESCRIPTION
KWON: Programmed for general adult information & en-
tertainment. MUSIC: Adult Contemporary personality,
emphasis on current Popular & Modern Country hits.
NEWS: network & features hrly plus 3 full-time reporters
covering local & area news; local hrly w/expanded re-
ports at 7 am, noon & 5 pm; 2 mobile units. SPORTS:
full-time dir. covering local high school & college football,
basketball & baseball; network coverage of special events
& pro football. Rec'd 4/28/82.

1. PERSONNEL
General Manager—Duane Hargrave.
Assistant Manager—Jim Williford.

3. FACILITIES
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
None; all rates net to station.

continued

OKLAHOMA

Bartlesville—cont

KWON—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 12e, 14b, 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.
 Contracts: 40a, 43, 45, 46, 47a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 61a, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 82.
 Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 10/1/84—Rec'd 8/27/84.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-noon.
 BTA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AA	14	13
BTA	12	11
PER MO:	100	150
PER YR:	500x	750x
1 min	10	9
30 sec	8	7

7. PACKAGE PLANS

PER WK:	1 min	30 sec
12 ti (4AA, 8BTA)	144	120
18 ti (6AA, 12BTA)	216	180
24 ti (8AA, 16BTA)	288	240
30 ti (10AA, 20BTA)	360	300
36 ti (12AA, 24BTA)	405	333

10. SPECIAL FEATURES

Newscasts—1 min: 15.00; 30 sec: 13.00.

KYFM (FM)

1961
 BARTLESVILLE

Contemporary Country



Media Code 4 237 0812 2.00 Mid 013097-000
 KYFM Radio, Inc.
 1200 Frank Phillips Blvd., Box 1100, Bartlesville, OK
 74005. Phone 918-336-1001.

PROGRAMMING DESCRIPTION

KYFM (FM): Programmed for adults 25-54. MUSIC: Contemporary Country. NEWS: local report every hrly 5 am-10 pm; radar weather hrly thru-out day. Rec'd 12/26/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—David L. Solmonson.

3. FACILITIES

ERP 1,150 w. (horiz.), 1,150 w. (vert.); 100.1 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 493 ft. above average terrain.

4. AGENCY COMMISSION

15%; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 4a, 5, 6a, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 15b.
 Basic Rates: 20a, 21b, 28c.
 Contracts: 40a, 41, 45, 46.
 Comb.; Cont. Discounts: 60a, 60k, 62d.
 Cancellation: 71a.
 Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 2/1/85—Rec'd 12/26/84.

Drive Time—6-9 am & 4-7 pm.
 ROS—9 am-4 pm.
 Night Time—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

DT	ROS	NT
1 min	17.75	10.75
30 sec	7.25	11.75
	7.25	4.75

Bethany

Okalahoma County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

See Oklahoma City

(including Bethany, Edmond, Midwest City, Norman)

Blackwell

Kay County—Map Location F-1
 See SRDS Consumer market map and data at beginning of the state.

KLTR

1952
 BLACKWELL

Mid 013098-000

See SRDS Spot Radio Small Markets Edition.

Bristow

Creek County—Map Location F-3
 See SRDS Consumer market map and data at beginning of the state.

KREK (FM)

1978
 BRISTOW

Mid 013099-000

See SRDS Spot Radio Small Markets Edition.

Broken Arrow

Tulsa County—Map Location G-3
 See SRDS Consumer market map and data at beginning of the state.

See Tulsa

(including Broken Arrow, Sand Springs)

Chickasha

Grady County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

KWCO

1946
 CHICKASHA

Mid 013100-000

See SRDS Spot Radio Small Markets Edition.

KXXX (FM)

1966
 CHICKASHA

Mid 013101-000

See SRDS Spot Radio Small Markets Edition.

Claremore

Rogers County—Map Location G-2
 See SRDS Consumer market map and data at beginning of the state.

KWPR

1977
 CLAREMORE

Mid 013102-000

See SRDS Spot Radio Small Markets Edition.

Clinton

Custer County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

KCLI (FM)

1977
 CLINTON

Mid 013103-000

See SRDS Spot Radio Small Markets Edition.

KKCC

1949
 CLINTON

M Masla Radio

Media Code 4 237 1300 7.00 Mid 013104-000
 F. Van Dorn Moller dba Moller Broadcasting Co.
 Neptune Park, Box 1326, Clinton, OK 73601. Phone 707-329-0617.

PROGRAMMING DESCRIPTION

KKCC: Programmed for general adult appeal. MUSIC: Drake Chenault's Great American Country. SPORTS: live play-by-play pro & state U football; report by sportscaster club hrly. NEWS: nat'l & state networks hrly; 6 local reports daily by dir. FARM: Ag news 5x/day incl market & gen'l farm info. RELIGIOUS: Sun AM sermons by local minister & full hr church services. COMMERCIAL POLICY: max 18-minutes/hr. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 2/25/83.

1. PERSONNEL

Gen'l & Sales Mgr.—Jim Tice.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w.; 1320 kc. Non-directional.
 Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

TIME RATES

No. 10 Eff 4/1/84—Rec'd 4/24/84.
 AAA—6-9 am & 3-6 pm.

AA—9 am-3 pm.
 A—6 pm-midnight.
 B—midnight-6 am.

6. SPOT ANNOUNCEMENTS

MO:	1 min							
	AAA	AA	A	B	AAA	AA	A	B
25 ti	10.00	8.25	6.50	4.75	8.75	7.00	5.25	3.50
50 ti	9.80	8.05	6.30	4.55	8.05	6.80	5.05	3.30
100 ti	9.40	7.65	5.90	4.15	7.65	6.40	4.85	2.90
200 ti	8.60	6.85	5.10	3.35	6.85	5.60	3.85	2.10

7. PACKAGE PLANS

PER MO:	TAP—1/3AAA, 1/3AA, 1/3A			
	25 ti	50 ti	100 ti	200 ti
1 min	8.25	8.05	7.65	6.85
30 sec	7.00	6.65	6.40	5.60

(SMD)

KKCC-FM

1969
 CLINTON

Mid 017912-000

See SRDS Spot Radio Small Markets Edition.

Cushing

Payne County—Map Location F-3
 See SRDS Consumer market map and data at beginning of the state.

KUSH

1953
 CUSHING

Mid 013105-000

See SRDS Spot Radio Small Markets Edition.

Duncan

Stephens County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

KRHD

1947
 DUNCAN

Mid 013106-000

See SRDS Spot Radio Small Markets Edition.

KRHD-FM

1975
 DUNCAN

Mid 013107-000

See SRDS Spot Radio Small Markets Edition.

Durant

Bryan County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

KLBC (FM)

1958
 DURANT

Mid 013109-000

See SRDS Spot Radio Small Markets Edition.

KSEO

1947
 DURANT

Mid 013108-000

See SRDS Spot Radio Small Markets Edition.

Edmond

Oklahoma County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

See Oklahoma City

(including Bethany, Edmond, Midwest City, Norman)

Elk City

Beckham County—Map Location C-4
 See SRDS Consumer market map and data at beginning of the state.

KADS

1930
 ELK CITY

Mid 013110-000

See SRDS Spot Radio Small Markets Edition.

KECO (FM)

1982
 ELK CITY

Mid 032201-000

See SRDS Spot Radio Small Markets Edition.

El Reno

Canadian County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

KCAN

1962
 EL RENO

Mid 013111-000

See SRDS Spot Radio Small Markets Edition.

Enid

Garfield County—Map Location E-2
 See SRDS Consumer market map and data at beginning of the state.

KCRC

1926
 ENID



Media Code 4 237 2210 7.00 Mid 013112-000
 Chisholm Trail Broadcasting Co.
 316 E. Willow, Enid, OK 73702. Phone 405-237-1390.

PROGRAMMING DESCRIPTION

KCRC: Programmed for adults 18-54; AIR PERSONALITIES. NEWS: at 7-7:15 am, noon-12:30 pm & 5-5:06 pm. SPORTS: reports; play-by-play local, college & baseball. Contact Representative for further details. Rec'd 12/3/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Michael J. Delier.
 General Sales Manager—Scott Parsons.
 Program Director—J. Michael Weeks.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

3. FACILITIES

1,000 w.; 1390 khz. Directional.
 Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KNID (FM).

TIME RATES

Eff—Rec'd 4/25/84.

AAA—Mon thru Sun 6 am-6 pm.

AA—Mon thru Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	30 sec				1 min			
	I	II	III	IV	I	II	III	IV
AAA	24	20	16	28	24	20	16	24
AA	12	10	8	16	14	12	10	12

KGWA

1950
 ENID

CBS Radio Network ABC Talkradio Network NBC—Talknet



Media Code 4 237 2340 2.00 Mid 013113-000
 Public Broadcasting Service, Inc.
 300 N. Van Buren, Box 960, Enid, OK 73702. Phone 405-234-4230.

PROGRAMMING DESCRIPTION

KGWA: News/talk. NEWS: fulltime staff with mobile facilities; 6 min network news & 2 min local at :30 every hr except total information 6-9 am, noon-12:20 pm & 5-6:30 pm; update & current weather at :30. Daily editorials. SPORTS: 2x/day in information segments plus play-by-play during yr. Rec'd 11/21/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Allan Page.
 Station Manager—Bert E. Chambers.
 Sales Manager—Pat Maly.

3. FACILITIES

1,000 w.; 960 khz. Directional.
 Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 8.
 Rate Protection: 15b.

Basic Rates: 20b, 22a, 24b, 24c, 25a, 28a.
 Contracts: 40a, 41, 45, 46, 51a.

Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
 Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80, 82.

Affiliated with CBS Radio Network.

Affiliated with ABC Talkradio Network.

Affiliated with NBC—Talknet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 16 Eff 5/1/84—Rec'd 10/19/84.

7. PACKAGE PLANS

GRID:	SPECIFIED				
	I	II	III	IV	V
1 min	36	33	29	25	22
30 sec	20	18	16	14	12
BTA					
1 min	31	27	23	20	16
30 sec	17	15	13	11	9
WEEKLY PACKAGE					
	20	30	ti	20	30
1 min	400	480	30 sec	220	270
52 consec wk, 6 ti/wk; Grid V rates apply.					

KNID (FM)

1967
ENID

Media Code 4 237 2405 3.00 Mid 013114-000
Chisholm Trail Broadcasting Co.
316 E. Willow St., Enid, OK 73702. Phone 405-237-5643.

PROGRAMMING DESCRIPTION

KNID (FM): MUSIC: Modern Urban Country. NEWS: local at 7:30 am, 12:30 & 4:55 pm. FARM: reports 8x/day M-F. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Michael J. Deller.
General Sales Manager—Scott Parsons.
Program Director—J. Michael Weeks.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
ERP 100,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 45 days.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KCRG.

TIME RATES

Eff 1/1/85—Rec'd 7/23/84.
AAA—Mon thru Sun 6 am-6 pm.
AA—Mon thru Sun 6 pm-midnight.
A—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**
1 MINUTE
- | GRID: | I | II | III | IV | V |
|------------|----|----|-----|----|----|
| AAA | 36 | 32 | 30 | 28 | 26 |
| AA | 26 | 22 | 20 | 18 | 16 |
| A | 20 | 14 | 12 | 10 | 8 |
| 30 SECONDS | | | | | |
| AAA | 30 | 28 | 26 | 24 | 22 |
| AA | 20 | 18 | 16 | 14 | 12 |
| A | 15 | 12 | 10 | 8 | 6 |

KUAL (FM)

1982
ENID

Media Code 4 237 2437 6.00 Mid 017925-000
Enid Quality Broadcasting Corp.
300 N. Van Buren, Enid, OK 73701. Phone 405-234-6371.
Mailing Address: Box 5736, Enid, OK 73702.

PROGRAMMING DESCRIPTION

KUAL (FM): Programmed for adults 25-44. MUSIC: Contemporary Hits of late 50's-70's; Rock n' Roll. NEWS: 3 min at :60; weather at :30. COMMERCIAL POLICY: max 15 units/hr max 3 commercials/spot set. Rec'd 11/21/84.

- PERSONNEL**
Station Manager—Bert E. Chambers.
Sales Manager—Wayne Lamunyon.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 298 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 3 Eff 9/7/84—Rec'd 11/21/84.

- SPOT ANNOUNCEMENTS**
- | GRID: | I | II | III | IV | V | VI | VII |
|--------------|----|----|-----|----|----|----|-----|
| 1 min | 17 | 16 | 15 | 14 | 13 | 12 | 11 |
| 30 sec | 12 | 11 | 10 | 9 | 8 | 7 | 6 |

7. PACKAGE PLANS

Minimum 30 ti, BTA: Grid VII applies.	7-DAY BLITZ	
	1 min	30 sec
30 ti (15 ti Sat, 15 ti Sun)	10	5
WEEKEND BLITZ		
20 ti (2 ti/hr)	10	5
DAILY BLITZ		
SPONSOR/STATION ID	10	5
PER WK: Annual 13 wk 4 wk	103	110
15 sec, 9 ti/day, every other hr	103	120

KXLS (FM)

1980
ALVA

(This is a paid duplicate of the listing under Alva, Oklahoma.)

Media Code 4 237 0422 0.00 Mid 013090-000
KXLS, Inc.
425 W. Broadway, Enid, OK 73701. Phone 405-242-5958.

PROGRAMMING DESCRIPTION

KXLS (FM): Personality-modern adult contemporary. MUSIC: pop std music including current singles, albums & stds with young adult appeal. Air personality emphasis. NEWS: 2 mobile units; AP: 4 man local news staff. FARM: 2 hrs per wk Larry Steckline Reports. COMMERCIAL POLICY: 12 commercial units per hr. Contact Representative for further details. Rec'd 2/23/84.

- PERSONNEL**
General Manager—Bill Eustis.
General Manager—Bill R. Eustis.
Program Director—Dana Hess.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 835 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Mid-America Ag Network.

TIME RATES

Eff 1/1/85—Rec'd 1/30/85.
Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm.
Prime—Mon thru Fri 10 am-3 pm & 7-midnight; Sat 6-10 am & 6 pm-midnight; Sun 6 pm-midnight.
Night—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**
- | Ea | 1 min | | 30 sec | |
|-------|-------|-------|--------|-------|
| | Drive | Prime | Night | Drive |
| | 25 | 23 | 14 | 23 |
| | 21 | 21 | 12 | 12 |

- PACKAGE PLANS**
MON THRU SAT 6 AM-MIDNIGHT; SUN 10 AM-MIDNIGHT
- | PER YR: | 600x | 1200x | PER YR: | 600x | 1200x |
|--------------|------|-------|-------------|------|-------|
| 30 sec | 22 | 24 | 1 min | 21 | 19 |
- (SMD) (D)

Frederick

Tillman County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KTAT

1948
FREDERICK

Mid 013115-000

See SRDS Spot Radio Small Markets Edition.

KYBE (FM)

1982
FREDERICK

Mid 032868-000

See SRDS Spot Radio Small Markets Edition.

Grove

Delaware County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

KGVF (FM)

1980
GROVE

Media Code 4 237 2535 7.00 Mid 027873-000
Gentry Broadcasting Inc.
N. Cherokee, FM 99, Grove, OK 74344. Phone 918-786-2284.

PROGRAMMING DESCRIPTION

KGVF (FM): Programmed for general audience appeal. MUSIC: Modern Country. NEWS: 5 min at :60, expanded to 15 min at 7 am, 8 am, noon & 5 pm; AP: weather at :30. SPORTS: regular daily 5 min shows plus live play-by-play high school & college. COMMERCIAL POLICY: no more than 16 minutes per hour. Rec'd 9/29/82.

- PERSONNEL**
Gen'l & Sales Mgr.—Frank Gentry.
Program Director—Dennis Burton.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/83—Rec'd 6/20/83.
AAA—Mon thru Sun 6-10 am.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | | 30 sec | |
|----------|-------|-------|--------|------|
| | 1 ti | 12 ti | 24 ti | 1 ti |
| | 8.50 | 8.00 | 7.50 | 6.80 |
| AA | 8.00 | 7.50 | 7.00 | 6.40 |
| A | 7.50 | 7.00 | 6.50 | 6.00 |

7. PACKAGE PLANS

1 min	TAP—1/4AAA, 1/4AA, 1/2A			
	12 ti	24 ti	36 ti	12 ti
.....	7.00	6.50	5.20	30 sec
.....	5.60	5.20	4.80

- PROGRAM TIME RATES**
Sunday morning
- | 1 hr | 1/2 hr | 1/4 hr |
|------|--------|--------|
| 75 | 45 | 25 |

10. SPECIAL FEATURES

Local news sponsor, 30 sec, 8.00.
National news sponsor, 1 min, 10.00.
Weather sponsor, 30 sec, 7.00.

(SMD)(CR)

Guthrie

Logan County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KOKC

1955
GUTHRIE

Mid 013116-000

See SRDS Spot Radio Small Markets Edition.

Guymon

Texas County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KGYN

1948
GUYMON

Media Code 4 237 2730 4.00 Mid 013117-000
Plains Broadcasting Co., Inc.,
2400 N. Lella, Box 130, Guymon, OK 73942. Phone 405-338-6533.

PROGRAMMING DESCRIPTION

KGYN: MUSIC: 100% Country Western. Rec'd 2/19/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—T. M. Raburn, Jr.
- FACILITIES**
10,000 w.; 1210 khz. Directional nights.
Operating schedule: 5:30 am-11 pm. CST.
- AGENCY COMMISSION**
15% time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

Henryetta

Okmulgee County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KHEN

1956
HENRYETTA
KGC (FM)1966
HENRYETTA

Mid 013118-000

See SRDS Spot Radio Small Markets Edition.

Hobart

Kiowa County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KQTZ (FM)

1979
HOBART

Mid 013119-000

See SRDS Spot Radio Small Markets Edition.

KTJS

1947
HOBART

Mid 013120-000

See SRDS Spot Radio Small Markets Edition.

Holdenville

Hughes County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KVYL

1969
HOLDENVILLE

Mid 013121-000

See SRDS Spot Radio Small Markets Edition.

Hugo

Choctaw County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KIHN

1948
HUGO

Mid 013122-000

See SRDS Spot Radio Small Markets Edition.

Idabel

McCurain County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KBEL

1953
IDABEL

Mid 013123-000

See SRDS Spot Radio Small Markets Edition.

KWDG (FM)

1973
IDABEL

Mid 013124-000

See SRDS Spot Radio Small Markets Edition.

Lawton

Comanche County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KCCO

1956
LAWTON

Media Code 4 237 3410 2.00 Mid 013125-000
KCCO-KRLG, Inc.
Box 1050, 1525 S. Flower Mound Rd., Lawton, OK 73502.
Phone 405-355-1050.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 9.60.

KLAU (FM)

1964
LAWTON

Media Code 4 237 3540 6.00 Mid 013126-000
KLAU Broadcasting Inc.
Box 568, Lawton, OK 73502. Phone 405-357-2860.

- REPRESENTATIVES**
Masia Radio.
1 min rate 1x: 20.00.

KMGZ-FM

1982
LAWTON

Roslin Radio

NRBA

Media Code 4 237 3572 9.00 Mid 028552-000
Broadco, Inc.
1421 Great Plains Blvd., Suite C, Box 7953, Lawton, OK 73506. Phone 405-536-9530.

PROGRAMMING DESCRIPTION

KMGZ (FM): MUSIC: Contemporary Hit Radio; wkly Top 30 Countdown; Oldie Show Fri noon. NEWS: network & local at :60 drivetimes & noon; weather hrly at :40; sports at :30 in drivetimes & wknd afternoons. FEATURES: ongoing promotions incl cakes for birthdays, flowers for anniversaries. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
General Manager—Rick Fritsch.
Program Director—Chuck Morgan.
Chief Engineer—Fred R. Morton.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 295 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a.
Rate Protection: 10e.
Basic Rates: 20a, 22a.
Contracts: 40a.
Affiliated with RKO ONE.

OKLAHOMA

Lawton—cont

KMGZ-FM—cont

TIME RATES

Eff—Rec'd 11/19/84.

AAA—Mon thru Fri 6-10 am or 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am or 3-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

— 1 min —	— 30 sec —
AAA AA A AAA AA A	AAA AA A
16 14 11	15 13 10

KRLG (FM)

1970
LAWTON



Media Code 4 237 3605 7.00 Mid 013127-000
KCCO-KRLG, Inc.
1525 South Flower Mound Road, Box 1050, Lawton, OK
73502. Phone 405-355-1050.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 9.60.

KSWO

KSWO radio 1380

1941
LAWTON



Media Code 4 237 3670 1.00 Mid 013128-000
Oklahoma Quality Broadcasting Co.
Box 709, Lawton, OK 73502. Phone 405-355-1380, TWX,
910-836-3600.

PROGRAMMING DESCRIPTION

KSWO: MUSIC: Top 40. NEWS: network & local at :55,
state network at :30; radar weather: 4 newsmen & mobile
units. SPORTS: university football, high school sports.
Contact Representative for further details. Rec'd 7/29/
76.

1. PERSONNEL

General Manager—Ron Kirby.
Program Director—John Brandt.
Sales Manager—Joyce Keller.

2. REPRESENTATIVES

The Riley Representatives.

3. FACILITIES

1,000 w.; 1380 khz. Directional—separate patterns day &
night.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only; 1st of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/15/83—Rec'd 3/21/83.

Prime Time—8-9 am, 11:30 am-1 pm & 3-7 pm.
All Other Times—ROS.

6. SPOT ANNOUNCEMENTS

	Prime		10 sec		ROS	
	1 min	30 sec	1 min	30 sec	10 sec	10 sec
1 x	20.00	15.00	11.00	17.00	13.00	9.00
52 x	18.00	13.00	10.00	15.00	11.00	8.00
104 x	17.00	12.00	9.00	14.00	10.00	7.00
156 x	16.00	11.00	8.00	13.00	9.00	6.00
260 x	15.00	10.00	7.00	12.00	8.00	5.50
312 x	14.00	9.00	6.00	11.00	7.00	5.00
624 x	12.00	8.00	5.50	9.00	6.00	5.00
1000 x	11.00	7.50	5.00	8.00	5.50	4.00
2000 x	10.00	7.00	4.50	7.00	5.00	3.50

7. PACKAGE PLANS

ROS WEEKLY PACKAGE

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti
Rate: 52x 104x 156x 260x 312x 624x

8. PROGRAM TIME RATES

10 min	1x	52x	104x	156x
5 min	42.00	30.00	27.50	24.00
	30.00	24.00	21.00	20.50

Madill

Marshall County—Map Location F-5
See SRDS Consumer market map and data at beginning of
the state.

KMAD

1961
MADILL

Mid 013129-000

See SRDS Spot Radio Small Markets Edition.

McAlester

Pittsburg County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.

KMCO (FM)

1966
MCALESTER

Mid 013131-000
See SRDS Spot Radio Small Markets Edition.

KNED

1950
MCALESTER

Mid 013130-000
See SRDS Spot Radio Small Markets Edition.

KTMC

1946
MCALESTER

Mid 013132-000
See SRDS Spot Radio Small Markets Edition.

Miami

Ottawa County—Map Location H-1
See SRDS Consumer market map and data at beginning of
the state.

KGLC

1947
MIAMI

Mid 013133-000
See SRDS Spot Radio Small Markets Edition.

KKOW

1937
PITTSBURG, KS



Mid 010458-000
See listing under city of license.

KSSM (FM)

1975
MIAMI

Mid 013134-000
See SRDS Spot Radio Small Markets Edition.

Midwest City

Oklahoma County—Map Location E-3
See SRDS Consumer market map and data at beginning of
the state.

See Oklahoma City
(including Bethany, Edmond, Midwest City,
Norman)

Muskogee

Muskogee County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.

KAYI (FM)

1972
MUSKOGEE



Media Code 4 237 4287 3.00 Mid 013136-000
Hicks Communications, Inc.
7030 S. Yale, Suite 711, Tulsa, OK 74177. Phone 918-
492-2020.

2. REPRESENTATIVES

Torbet Radio, Inc.
1 min rate 1x: 90.00.

KBIX

1936
MUSKOGEE



Media Code 4 237 4320 2.00 Mid 013135-000
Muskogee Broadcasting Corp.
Box 1329, Muskogee, OK 74401. Phone 918-682-1331,
1332.

2. REPRESENTATIVES

Radio Station Representatives, Inc.
Dallas—Busby, Finch, Latham & Widman.
Kansas City—Eugene F. Gray Co., Inc.
1 min rate 1x: 15.00.

KMUS

1947
MUSKOGEE



Media Code 4 237 4450 7.00 Mid 013137-000
Parrish Broadcasting System, Inc.
Box 1269, Muskogee, OK 74402. Phone 918-682-2488.

1. PERSONNEL

Pres. & Gen'l Mgr.—Rick Parrish.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 1380 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 24a, 25a, 27, 28b,
29a, 29b, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with CBS Radio Network.
Affiliated with ABC Talkradio.
Affiliated with Satellite Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRLQ (FM)

KRLQ 97 FM

1984
MUSKOGEE



Media Code 4 237 4515 7.00 Mid 033283-000
Trail of Tears Communications, Inc.
North 11th St., Box 1269, Muskogee, OK 74402. Phone
918-2488.

PROGRAMMING DESCRIPTION

KRLQ (FM): MUSIC: blend of Adult Contemporary Hits &
current selections focused on the 25-34 age group. Contact
Representatives for further details. Rec'd 3/21/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Linda L. Parrish.
Program Director—Jerry Floyd.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.); 100,000 w. (vert.); 97.1 mhz.
Stereo.

Operating schedule 24 hours daily. CST.
Antenna ht.: 1270 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 22a, 23a, 24a, 25a, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 49, 51a.
Comb.: Cont. Discounts: 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Norman

Cleveland County—Map Location E-4
See SRDS Consumer market map and data at beginning of
the state.

See Oklahoma City
(including Bethany, Edmond, Midwest City,
Norman)

Nowata

Nowata County—Map Location G-2
See SRDS Consumer market map and data at beginning of
the state.

KNFB (FM)

1965
NOWATA

Mid 013138-000
See SRDS Spot Radio Small Markets Edition.

Oklahoma City

(including Bethany, Edmond, Midwest City,
Norman)

Oklahoma County—Map Location E-3
See SRDS Consumer market map and data at beginning of
the state.

Stations contiguous to the major city area are consoli-
dated under the major city headings. This is not to imply
that all of the stations provide equal coverage of the
entire area or cities involved. It is part of the time
buying function to determine the extent of individual
station coverage, audience delivered, etc. within the
area.

KAEZ (FM)

1975
OKLAHOMA CITY



Media Code 4 237 4643 7.00 Mid 013139-000
All American Broadcasting Corp.
Box 11333, 4240 N.E. 23rd St., Oklahoma City, OK
73136. Phone 405-424-3376, 3377, 3378.
1 min rate 1x: 40.00.

KATT

1946
OKLAHOMA CITY

KATT-FM

1960
OKLAHOMA CITY



Media Code 4 237 4708 8.00 Mid 013141-000
KATT Radio
4045 N.W. 64, Oklahoma City, OK 73116. Phone 405-
848-0100.
Mailing Address: Box 25787, Oklahoma City, OK 73125.

2. REPRESENTATIVES

Selcom Radio.
1 min rate 1x: 145.00.

KBYE

1946
OKLAHOMA CITY

Media Code 4 237 4710 4.00 Mid 013142-000
Logos Broadcast Group Ltd.
2333 E. Britton Rd., Box 20700, Oklahoma City, OK
73156. Phone 405-478-2100.
Rates have been temporarily withdrawn by station.

KCNN

(formerly KXXY)
1922
OKLAHOMA CITY



McGAVREN GUILD RADIO



Media Code 4 237 4717 9.00 Mid 013152-000
Summit Communications of Oklahoma, Inc.
101 N.E. 28th St., Oklahoma City, OK 73105. Phone 405-
528-5543.

PROGRAMMING DESCRIPTION

KCNN: NEWS: CBS network. FARM: & ranch reports M-
F 5-7 am; Sat 5-9 am & noon. Contact Representative for
further details. Rec'd 1/23/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jim Tillery.
Station Manager—Larry Kindel.
News Director—Darrell Myers.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14a, 15c.
Basic Rates: 20a, 22a, 23b, 24c, 26b, 28c.
Contracts: 40c, 41, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73a.
Prod. Services: 81.
FM facilities: KXXY-FM.
Affiliated with McGavren Guild/Internet Radio Networks.
Affiliated with CBS Radio Network.
Sold in combination with KXXY-FM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 10.00 per 1-min, 8.00 per 30-sec from KXXY-FM/
KCNN combination.

KEBC (FM)
1967
OKLAHOMA CITY

Country Music



Media Code 4 237 4725 2.00 Mid 013143-000
KEBC Radio
Box 94580, 5101 S. Shields Blvd, Oklahoma City, OK
73143. Phone 405-631-7501.

PROGRAMMING DESCRIPTION

KEBC (FM): Programmed for adults & young adults with a modern to classic C & W format. Weather at :30. NEWS: network at :55, state & local at :60. Contact Representative for further details. Rec'd 11/17/82.

- PERSONNEL**
Station Manager—Dennis Rainwater.
General Sales Manager—Skip Stow.
Program Director—Lynn Waggoner.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**
15/2 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff—Rec'd 9/24/84.
AAA—Mon thru Fri 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 3-8 pm; Sat 5:30-10 am & 3-8 pm; Sun 10 am-3 pm.
A—Mon thru Sat 8 pm-midnight; Sun 5:30 am-10 am & 3 pm-midnight.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE				GRID:	1 MINUTE			
	I	II	III	IV		I	II	III	IV
AAA	100	90	80	70	A	60	50	40	30
AA	80	70	65	60	B	40	30	25	20

FOS (24 hrs daily)—Lowest class A rates apply.
30 sec: 80% of 1-min.
10 sec: 60% of 1-min.
Less than full rotation in a daypart, extra 25% per spot.
Less than full wk, next highest grid applies.
50% plus in AAA, next highest grid applies.

KJIL (FM)
1965
BETHANY

Christian Music



Media Code 4 237 4940 7.00 Mid 013145-000
Jimmy Swaggart Ministries.
2809 N. MacArthur, Oklahoma City, OK 73127. Phone
405-789-7746, 3140.

Mailing Address: Box 12487, Oklahoma City, OK 73157.

PROGRAMMING DESCRIPTION

KJIL (FM): Programmed for Christian audience. MUSIC: Christian. Rec'd 6/22/81.

- PERSONNEL**
Station Manager—Tony Cavener.
Sales Manager—Dale Epperson.
- FACILITIES**
ERP 3,000 w.; 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10g, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21b, 21c, 28a, 28c, 29a, 31, 33c.
Contracts: 45, 49, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60f, 62a, 70c, 70e, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Eff—Rec'd 12/6/83.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	1 ti	15 ti	1 ti	15 ti
PER MO:	40 ti	60 ti	40 ti	60 ti
PER YR:	250x	500x	250x	500x
1 min	30	25	20	18
30 sec	24	20	16	14

10. SPECIAL FEATURES

NEWSCASTS—MON THRU FRI
PACKAGE A—7 AM & 5 PM
PACKAGE B—6 AM, 3 PM & 6 PM
PACKAGE C—8 PM, 4 PM & 7 PM

	1 ti	15 ti	25 ti
Per day	75	70	65
Package D: 1 pm, 8 pm, 10 pm; Package E: 2 pm, 9 pm, 11 pm.			
Per day	50	45	40

Incl open & close plus 30-sec spot.
(*) Incl 2 30-sec spots.

KJYO (FM)
1948
OKLAHOMA CITY



BLAIR RADIO



Media Code 4 237 4962 1.00 Mid 013146-000
Clear Channel Communications, Inc.
Box 1000, Oklahoma City, OK 73101. Phone 405-840-5271.

PROGRAMMING DESCRIPTION

KJYO (FM): MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 4/14/83.

- PERSONNEL**
General Manager—Gary M. Isaacs.
General Sales Manager—J.J. Salvia.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,003 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24c, 25a, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60c, 60k, 61c, 62d.
Prod. Services: 80, 81, 82.
AM facilities: KTKO.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/22/83.

- SPOT ANNOUNCEMENTS**
Per wk, 12 ti, 1-min 55.00; 30-sec 49.00.

KKLR (FM)
1962
EDMOND

Adult Radio

Media Code 4 237 4985 2.00 Mid 013147-000
Oaks Broadcasting Inc.
700 S. Kelly, Edmond, OK 73034. Phone 405-348-9898.

PROGRAMMING DESCRIPTION

KKLR (FM): Programmed for adults 25-49. MUSIC: Contemporary Beautiful Music, hits from 1955-present. News, sports & information throughout day. Rec'd 8/30/84.

- PERSONNEL**
General Manager—Donald P. Hodges.
Program Director—Jerry Dean.
News Director—Harry Hoyley.
 - FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15% time only.
- TIME RATES**
No. 1 Eff—Rec'd 3/28/84.
AAAA—Mon thru Fri 6-10 am.
AAA-1—Mon thru Fri 10 am-3 pm.
AAA-2—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.
A—midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN/LESS:	I				II				III				IV			
	40.00	30.00	25.00	20.00	30.00	25.00	20.00	15.00	30.00	25.00	20.00	15.00	25.00	20.00	15.00	
AAA-1	40.00	30.00	25.00	20.00	30.00	25.00	20.00	15.00	25.00	20.00	15.00	10.00	10.00	7.50	5.00	
AA	30.00	25.00	20.00	15.00	25.00	20.00	15.00	10.00	10.00	7.50	5.00	2.50	2.50	2.50	2.50	

Specified times, Grid I applies.

KKNG (FM)
1964
OKLAHOMA CITY



Media Code 4 237 5030 6.00 Mid 013148-000
Swanson Broadcasting
110 N. E. 48th St., Oklahoma City, OK 73105. Phone 405-525-5595.

PROGRAMMING DESCRIPTION

KKNG (FM): Programmed for adults 25-54. MUSIC: Easy Listening blend of 50% Contemporary instrumentals, 30% exclusive recordings & 20% current hits. Live AIR PERSONALITIES handle all segments. NEWS: plus weather, information, business reports & sports throughout day. Contact Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
General Manager—Mike Nauman.
Sales Manager—Bill Hurley.
Operations Manager—Steve White.
- REPRESENTATIVES**
Christal Radio.

3. FACILITIES
ERP 100,000 w. (horiz. & vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KLTE (FM)
1962
OKLAHOMA CITY



Media Code 4 237 5195 7.00 Mid 013150-000
Mel Wheeler, Inc.
2814 Quail Plaza Dr., Oklahoma City, OK 73120. Phone
405-755-5583.

- REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KNOR
1949
NORMAN



Media Code 4 237 5360 7.00 Mid 013151-000
KNOR Radio, Inc.
2020 Alameda, Norman, OK 73071. Phone 405-321-1400.
Rates have been temporarily withdrawn by station.

KOFM (FM)
1965
OKLAHOMA CITY



Katz Radio



A Guy Gannett Broadcasting Service Station
Media Code 4 237 5620 4.00 Mid 013153-000
KOFM, Inc.
1200 E. Britton Rd., Oklahoma City, OK 73113. Phone
405-478-0444.
Mailing Address: Box 14806, Oklahoma City, OK 73113.

PROGRAMMING DESCRIPTION

KOFM (FM): Target audience 25-34. MUSIC: Contemporary Hits, personality-oriented. NEWS: at :50 in drive. FEATURES: strong community involvement; heavy promotion. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Michael J. Colello.
Program Director—Mike Miller.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,425 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 20b, 22a, 23b, 28b, 28c.
Contracts: 40a, 45, 48.
Comb.; Cont. Discounts: 62d.
Cancellation: 70b, 70e, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/2/84.

- AA—Mon thru Fri 5-10 am & 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Sat 7 pm-1 am; Mon thru Fri 10 am-3 pm;
Sun 6-1 am.
B—Mon thru Sun 1-5 am.
- SPOT ANNOUNCEMENTS**
AA A B
1 min 75 68 50 30 sec/less 60 55 40
Specified, extra 6.00.

KOMA
1927
OKLAHOMA CITY



Media Code 4 237 5750 9.00 Mid 013154-000
Price Communications.
Box 1520, Oklahoma City, OK 73101. Phone 405-794-1573.

PROGRAMMING DESCRIPTION

KOMA: MUSIC: Country with AIR PERSONALITIES. NEWS: M-F 5 & 10 pm. 30-min news, news hiry; weather coverage by meteorologist & Dopler Radar. FARM: reports 5-7:30 am, noon & 2 pm. FEATURES: dating program, Single & Searching Fri eve; music specials. SPORTS: program wkly mornings; Bluegrass Sun show; Country Top 10 Countdown. Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lin Schreiber.
Local Sales Manager—Lisa Scott.
Program Director—Don Cook.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
50,000 w.; 1520 khz. Directional.
Operating schedule: 24 hours daily. CST

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 28a, 28b, 28c, 29a, 30a, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Represented Network.
Affiliated with NBC Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

No. 1 Eff 11/12/84—Rec'd 1/30/85.
AAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-8 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B
1 min	80	70	40	30
30 sec: 80% of 1-min.				

KQCV
1976
OKLAHOMA CITY



Media Code 4 237 5782 2.00 Mid 013155-000
Bott Broadcasting Co.
1919 N. Broadway, Oklahoma city, OK 73103. Phone
405-521-1412.
10841 E. 28th St., Independence, MO 64052. Phone
816-252-5050.
1 min rate 1x: 20.00.

KRMC
1973
MIDWEST CITY



Media Code 4 237 5815 0.00 Mid 013156-000
Midwest Broadcasting Corp.
RR 8, Box 488, Oklahoma City, OK 73109. Phone 405-672-5577.
1 min rate 1x: 4.00.

KTKO
1927
OKLAHOMA CITY



Media Code 4 237 5880 4.00 Mid 013157-000
Clear Channel Communications
Box 1000, 50 Penn Pl., Oklahoma City, OK 73101. Phone
405-840-5271.

- REPRESENTATIVES**
Blair Radio.
1 min rate 1x: 100.00.

OKLAHOMA

Oklahoma City—cont

KXXY-FM

1964
OKLAHOMA CITY



McGAVREN GUILD RADIO



Media Code 4 237 6040 4.00 Mid 013159-000
Summit Communications of Oklahoma, Inc.
101 N.E. 28th St., Oklahoma City, OK 73105. Phone 405-528-5543.

PROGRAMMING DESCRIPTION

KXXY-FM: MUSIC: Country. FARM: farm & ranch reports M-F 5-7 am. Contact Representative for further details. Rec'd 8/26/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Tillery.
Local Sales Manager—Tim Bryan.
Regional Sales Manager—Tim Ridley.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1340 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14a, 15c.
Basic Rates: 20a, 22a, 23a, 24c, 28b, 28c.
Contracts: 40c, 41, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 73a.
Prod. Services: 81.
AM facilities: KCNN.
Affiliated with McGavren Guild/Internet Radio Networks.

TIME RATES

KXXY-FM/KCNN COMBINATION
No. 10 Eff 7/1/82—Rec'd 11/1/82.
AAA—Mon thru Sat 5:00-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 8 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA	130	110
AA	120	100
A	110	90
AAA	100	80
AA	90	70
A	80	60
AAA	70	50
AA	60	40
A	50	30

KXXY-FM only: Deduct 1-min 10.00; 30-sec 8.00 from KXXY-FM/KCNN combination.

KZBS (FM)

KS-FM

1969
OKLAHOMA CITY

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 237 6090 9.00 Mid 013149-000
Zumma Broadcasting Company
7301 N. Broadway Ext., Oklahoma City, OK 73116. Phone 405-848-6823.

PROGRAMMING DESCRIPTION

KZBS (FM): Programmed for 25-49 adults. MUSIC: Adult Contemporary. COMMERCIAL POLICY: maximum 1 ad per client per hr. Rec'd 6/2/83.

- PERSONNEL**
President—Bill Lacy.
Vice President Programming—Reid Reker.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,253 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10d, 11h, 12h, 13d, 14d, 15b, 15d, 15e.
Basic Rates: 20a, 20b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60j, 61a, 62d.
Cancellation: 70c, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKY



1920
OKLAHOMA CITY

EASTMAN RADIO, INC.



A Gaylord Broadcasting Company Station

Media Code 4 237 6140 2.02 Mid 013160-000
Gaylord Broadcasting Co.
400 E. Britton Rd., Oklahoma City, OK 73114. Phone 405-478-2930.
Mailing Address: Box 14930, Oklahoma City, OK 73113.

PROGRAMMING DESCRIPTION

WKY: Country, programmed for adults 25-54; emphasis on AIR PERSONALITIES. FEATURES: Grand Ole Opry Sat eve. NEWS: 24 hr local; ABC network; 6 local meteorologists; AM & PM drive helicopter reports. SPORTS: OSU play-by-play. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
General Manager—Bob Meyer.
Operations Manager—Bob Glover.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 930 khz. Directional nights.
Operating schedule: 24 hours daily. CST
- AGENCY COMMISSION**
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Beer advertising acceptable.
Affiliated with Eastman Radio Network.
Affiliated with Music Country Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWLS

1922
NORMAN

Country



A Larry Steckline Station

Media Code 4 237 6270 7.00 Mid 013161-000
Lesso, Inc.
4000 W. Indian Hills Rd., Norman, OK 73069. Phone 405-329-0640.

PROGRAMMING DESCRIPTION

WWLS: Agri-Business info, news, sports, rodeo. MUSIC: Modern Country. FARM: 6 am-3:40 pm; info times 6:20, 6:50, 7:20, 8:20, 9:20, 9:40, 11:30, & 11:55 am, 12:15, 12:30, 12:40, 12:50, 1:25, 2:20 & 3:40 pm. Rec'd 1/29/85.

- PERSONNEL**
President—Larry Steckline.
General Manager—John Ramsey.
Farm Director—Dick Palmer.
- FACILITIES**
1,000 w.; 640 khz. Non-directional days.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Mid-America Ag Network.

TIME RATES

Eff 6/4/82. Rec'd 6/4/82.

PACKAGE PLANS	12 ti	18 ti	24 ti	48 ti
ROS, TAP:	17.00	14.45	12.30	10.45
1 min	21.25	18.00	15.40	13.00

- SPECIAL FEATURES**
Farm—Flat 30-sec 25.00; 1-min 30.00.
Larry Steckline flat 30-sec 40.00; 1-min 50.00.

Okmulgee

Okmulgee County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KOKL

1937
OKMULGEE

Mid 013162-000
See SRDS Spot Radio Small Markets Edition.

KQBC (FM)

1976
OKMULGEE

Mid 034293-000
See SRDS Spot Radio Small Markets Edition.

Owasso

Tulsa County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KCMA (FM)

OWASSO

Classical Music

NRBA

Media Code 4 237 6432 3.00 Mid 027694-000
KCMA Incorporated
9911 E. 106 St. N., Owasso, OK 74055. Phone 918-272-2277.

PROGRAMMING DESCRIPTION

KCMA (FM): Fine arts programming. MUSIC: 90%; Classical, instrumental, chamber, orchestral, symphonic, vocal, choral & operatic of all periods; TV simulcasts of major symphony orchestras & operas. NEWS: 5%; AP, internat'l, nat'l & local emphasizing news of business, finance, government, science, education & fine arts; drive incl frequent time/weather. FEATURES: information & public affairs 5%; commentary, criticism, discussion & calendar of events. COMMERCIAL POLICY: 4 min/hr max; copy adapted for delivery by staff announcers. Contact Representative for further details. Rec'd 8/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—John K. Major.
Sales Manager—Bill Munger.
Operations Manager—Gary L. Chew.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.) circular polarized; 106.1 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 470 ft. above average terrain.
- AGENCY COMMISSION**
15% time only, payable within 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Concert Music Network.

TIME RATES

Eff 9/1/83—Rec'd 8/25/83.
AA—Mon thru Sun 7 am-10 pm.
A—Mon thru Sun 6-7 am, 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
1 ti	24.00	16.00
7 ti	21.00	14.00
13 ti	18.00	12.00

8. PROGRAM TIME RATES

PER WK:	2 hr	1 1/2 hr	1 hr	1/2 hr
AA	225	195	150	80
A	145	118	91	48

9. PARTICIPATING PROGRAMS

	Cost
Afternoon Concert—Mon thru Fri noon-3 pm	300
America In Concert—Mon 3-4 pm	180
Bach Cantatas—Sun 7:30-8 am	80
Boston Pops—Sat 8-10 pm	275
Boston Symphony Orchestra—Fri 8-10 pm	275
Chicago Symphony Orchestra—Mon 8-10 pm	275
Cleveland Orchestra—Thurs 8-10 pm	275
Collector's Item—Sun 7-8 pm	180
Concert Hall (BBC)—Sat 7-8 pm	180
First Hearing—Tues 7-8 pm	180
From A Farther Room—Thurs 11 pm-midnight	100
In Recital (BBC)—Mon 7-8 pm	180
Listeners' Choice—Fri 7-8 pm	150
Midnight Oil (Jazz)—Sat 11 pm-midnight	100
Morning Concert—daily 9 am-noon	300
Music From The Public Library—Sun noon-1 pm	150
Music From Tulsa—Sun 3-4 pm	450
Music Showcase (BBC)—Sun 1-2:30 pm	235
The New Recordings—Wed 7-8 pm	150
Night Music—Daily 10 pm-midnight	145
Operetta—Fri 3-4 pm	150
Philadelphia Orchestra—Tues 8-10 pm	275
San Francisco Symphony—Sun 8-10 pm	275
The Symphony—Sat 8-10 pm	275
The Vocal Scene—Wed 3-4 pm	180
Zephyr—Daily 4-7 pm	300

- SPECIAL FEATURES**
5 min newscasts: AA 50.00. (SMD)

Pauls Valley

Garvin County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KGOK (FM)

1979
PAULS VALLEY

Mid 013163-000
See SRDS Spot Radio Small Markets Edition.

KVLH

1947
PAULS VALLEY

Mid 013164-000
See SRDS Spot Radio Small Markets Edition.

Pawhuska

Osage County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KXVQ

1963
PAWHUSKA

Mid 013165-000
See SRDS Spot Radio Small Markets Edition.

Ponca City

Kay County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KIXR (FM)

1984
PONCA CITY

Roslin Radio

Media Code 4 237 6690 6.00 Mid 034858-000
Harwell Broadcasting Corp.
205 W. Hartford, Ponca City, OK 74601. Phone 405-765-0100.
Mailing Address: Box 29, Ponca City, OK 74602.

PROGRAMMING DESCRIPTION

KIXR (FM): MUSIC: Contemporary hit country. Demographic: adults 25-54. NEWS: 6:10 am, 7:10 am, 8:10 am, 4:10 pm & 5:10 pm; Meteorologist Gary Englan weather 7:20 am, 12:10 pm & 4:40 pm. COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 10/31/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—C. Michael Harwell.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 307 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

No. 2 Eff 10/1/84—Rec'd 10/31/84.
AAAA—6-10 am & 3-7 pm.
AAA—10 am-3 pm.
AA—7 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAAA	I	II	III	IV
1 min		24	20	15	13
30 sec		20	17	13	11

CLASS AAA

1 min	30 sec	17	12	10	8
1 min		11	8	7	6
30 sec		10	7	6	5

CLASS AA

1 min	30 sec	11	8	7	6
1 min		11	8	7	6
30 sec		10	7	6	5

ROSBTA: 1-min 8.00; 30-sec 6.00.

A—Bonus frequency plan, advertiser can double the number of scheduled spots for 20% of gross.

7. PACKAGE PLANS

	AAAA	AAA	AA	AAAA	AAA	AA
1 min	10	7	4	8	6	3

(CR)

KLOR (FM)

1965
PONCA CITY

Adult Contemporary



Media Code 4 237 6720 1.00 Mid 013166-000
Pioneer Communications, Inc.
Community Bldg., Suite 414, Ponca City, OK 74601.
Phone 405-765-6681.

PROGRAMMING DESCRIPTION

KLOR (FM): Target 25-54. MUSIC: adult contemporary. Live AIR PERSONALITIES. COMMERCIAL POLICY: 12 units per hr. NEWS: local orientation/UPI Audio & features. Emphasis on community involvement & promotion. Rec'd 2/24/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Stan Bivin.
Sales Manager—David Gates.
Coop. Coordinator—Kathy Tippin.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12e, 13a, 14a, 15b.
Basic Rates: 20a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 21 Eff 10/1/83—Rec'd 1/20/84.
Premium time—6-10 am.
AAAA—3-7 pm.

AAA—10 am-3 pm.
AA—7 pm-midnight.
A—midnight-6 am.
ROS—24 hours.

6. SPOT ANNOUNCEMENTS

Prem	AAAA	AAA	AA	A	ROS
1 min	24	22	20	13	10 17
30 sec	20	18	17	11	8 14

KPNC (FM)

1979
PONCA CITY

Country



Media Code 4 237 6755 7.00
First Radio Corporation,
Box 2509, Ponca City, OK 74602. Phone 405-765-2485.



Mid 013167-000

PROGRAMMING DESCRIPTION

KPNC (FM): Programmed for general mass appeal. MUSIC: Country; today's hits mixed with oldies. Live AIR PERSONALITIES perform all segments. Community involvement, promotions, news, farm reports and weather coverage is emphasized. Rec'd 3/26/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ron Bryant.
Operations Manager—Bill Coleman.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 285 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES

Eff—Rec'd 1/31/84.

AM Prime—5:30am-10 am.
Midday—10 am-3 pm.
PM Prime—3-7 pm.
Evening—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	AMP	MD	PMP	EVE
1 min	16.50	16.00	16.50	13.50
30 sec	13.50	13.00	13.50	10.50

WBBZ

1927
PONCA CITY



Media Code 4 237 6790 4.00
Ponca City Publishing Co.
1601 E. Oklahoma, Box 588, Ponca City, OK 74602.
Phone 405-765-6607, 762-4080.



Mid 013168-000

2. REPRESENTATIVES

Savalli & Schutz, Inc.
1 min rate 1x: 8.18.

Poteau

Le Flore County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

KINB (FM)

1969
POTEAU

Mid 028187-000

See SRDS Spot Radio Small Markets Edition.

KLUP

(formerly KTEW)
1953
POTEAU

Mid 013169-000

See SRDS Spot Radio Small Markets Edition.

KZZE (FM)

(formerly KLUP (FM))
1968
POTEAU



Media Code 4 237 6928 0.00
Audiophase Communications, Inc.
Box 5475, Fort Smith, AR 72913. Phone 918-647-2288.



Mid 013170-000

PROGRAMMING DESCRIPTION

KZZE (FM): Programmed for adults 18-49. MUSIC: Contemporary. NEWS: local & network M-Sat at 5:50, 6:20, 6:50, 7:20, 7:50, 8:20, 8:50 am, 4:20 & 5:20 pm; accurate weather hly. FEATURES: network specials. COMMERCIAL POLICY: limit 12 units/hr. Rec'd 1/22/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Curt Van Loon.
General Sales Manager—Van Comer.
Program Director—John O'Dea.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 2,000 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KLUP.
Affiliated with NBC-The Source.

TIME RATES

No. 3 Eff 2/20/80—Rec'd 3/3/80.

AAA—6-10 am & 4-7 pm.
AA—10 am-4 pm & 7 pm-midnight.
ROS—BTA.

6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA					
	100x	200x	500x	750x	1000x	
PER WK:	6 ti	12 ti	18 ti	30 ti	36 ti	48 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50
1 min	CLASS AA					
	9.00	8.50	8.00	7.50	7.00	6.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50
1 min	ROS					
	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.50
10 sec	50% of 1-min.					

(SMD)(D)

Pryor

Mayes County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KMYZ

1950
PRYOR

Mid 015922-000

See SRDS Spot Radio Small Markets Edition.

KMYZ-FM

1969
PRYOR

Mid 013171-000

See SRDS Spot Radio Small Markets Edition.

Sallisaw

Sequoyah County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

KAZZ (FM)

1972
SALLISAW

Mid 013172-000

See SRDS Spot Radio Small Markets Edition.

KKID

1968
SALLISAW

Mid 013173-000

See SRDS Spot Radio Small Markets Edition.

Sand Springs

Tulsa County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

See Tulsa

(including Broken Arrow, Sand Springs)

Sapulpa

Creek County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KXOJ

1962
SAPULPA

Mid 013174-000

See SRDS Spot Radio Small Markets Edition.

KXOJ-FM

1977
SAPULPA

Mid 013175-000

See SRDS Spot Radio Small Markets Edition.

Seminole

Seminole County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KSLE (FM)

1978
SEMINOLE



Media Code 4 237 7375 3.00
KSLE, Inc.
Box 1683, Seminole, OK 74868. Phone 405-382-0105.
Other Office: 322 N. Broadway, Shawnee, OK 74801.
Phone 405-273-0174.



Mid 013176-000

PROGRAMMING DESCRIPTION

KSLE (FM): Programmed for 18-49. MUSIC: Adult Contemporary format. NEWS: UPI audio; weather at :60 & :30. SPORTS: 7:20, 8:20 am & 4:20, 5:20 pm. FEATURES: energy report at 8:05 am & 4:05 pm. COMMERCIAL POLICY: 8 minutes per hr. Contact Representative for further details. Rec'd 1/30/85.

1. PERSONNEL

General Manager—Charles W. Morris.
Sales Manager—Wayne R. Griggs.

2. REPRESENTATIVES

The Riley Representatives.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 1/30/85.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti
1 min	12	11

10. SPECIAL FEATURES

Ea	NEWS	
	1 min	30 sec
	17	14
	(SMD) (CR)	

Shawnee

Pottawatomie County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KGFF

1930
SHAWNEE



Media Code 4 237 7440 5.00
Stauffer Communications, Inc., operated by KGFF
Radio
MacArthur & Bryan Sts., Box 9, Shawnee, OK 74801.
Phone 405-273-4390.
1 min rate 1x: 11.50.

Mid 013177-000

KSLE (FM)

1978
SEMINOLE

Mid 013176-000

See listing under city of license.

Stillwater

Payne County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KSPI

1947
STILLWATER

MOR/Beautiful Music



Media Code 4 237 7570 9.00
The Stillwater Publishing Co.
215 W. 9th, Box 2288, Stillwater, OK 74074. Phone 405-372-7800.



Mid 013178-000

PROGRAMMING DESCRIPTION

KSPI: Programmed primarily for adults w/emphasis on news & sports. MUSIC: Mor, Beautiful. NEWS: 3 1-hr newscasts/day 7:15-8:15 am, noon-1 pm & 5-6 pm; local & state at :60; network nat'l & internat'l at :30; weather: 7:55-8 am, 12:15-12:20 pm & 5:25-5:30 pm; at :15 & :45 hly. FARM: 6:15-6:30 am & 12:45-1 pm, news, weather, markets & livestock reports. SPORTS: state U football, basketball, wrestling & baseball; high school football, basketball & baseball; sportscasts 8-8:10 am, 12:20-12:30 pm & 5-5:15 pm. Rec'd 5/24/84.

1. PERSONNEL

General Manager—Bill Platt.
Sales Manager—Leon Matthews.
Program Director—Ron Gabe.

3. FACILITIES

250 w. days; 780 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 26.
Contracts: 40a, 44a, 44b, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

No. 19-R Eff 2/1/85—Rec'd 12/21/84.
Prime—6-9 am, 11:30 am-1 pm & 4:30-6:30 pm.

6. SPOT ANNOUNCEMENTS

ROS	30 sec	1 min	30 sec	1 min
5.80	7.40	Prime	7.30	9.00

AM/FM COMBINATION	
ROS	10.40 13.30 Prime
	13.10 16.20
Equal buy on AM & FM.	

KSPI-FM

1947
STILLWATER

Top 40



Media Code 4 237 7571 7.00
The Stillwater Publishing Co
215 W. 9th, Box 2288, Stillwater, OK 74074. Phone 405-372-7800.



Mid 013179-000

PROGRAMMING DESCRIPTION

KSPI-FM: Programmed for 18-35. MUSIC: Top 40. NEWS: 5 min at :60 alternates w/state & local 1 hr, network nat'l & internat'l the next. Rec'd 5/24/84.

1. PERSONNEL

General Manager—Bill Platt.
Sales Manager—Leon Matthews.
Operations Director—Dave Garrett.

3. FACILITIES

ERP 10,000 W.; 93.9 mhz. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 375 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 26.
Contracts: 40a, 44a, 44b, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Sold in combination with AM. See that listing.

TIME RATES

No. 10A Eff 2/1/85—Rec'd 12/21/84.
Prime—6-9 am, 11:30 am-1 pm & 4:30-6:30 pm.

6. SPOT ANNOUNCEMENTS

ROS	30 sec	1 min	30 sec	1 min
5.80	7.40	Prime	7.30	9.00

KVRO (FM)

1966
STILLWATER



Media Code 4 237 7700 2.00
KVRO, Inc.
Box 2228, Stillwater, OK 74076. Phone 405-372-6000.
1 min rate 1x: 10.50.



Mid 013180-000

Sulphur

Murray County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

OKLAHOMA

Tulsa

(including Broken Arrow, Sand Springs)

Tulsa County—Map Location G-3

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBBJ

1938
TULSA

CBS-FM NATIONAL SALES



Media Code 4 237 7976 8.00 Mid 013188-000
Clear Channel Communications, Inc.
5350 E. 31st St., Tulsa, OK 74135. Phone 918-664-2810.

PROGRAMMING DESCRIPTION

KBBJ: MUSIC: Stardust format/nostalgia featuring personalities. NEWS: network & local with weather reports. Contact Representative for further details. Rec'd 6/22/84.

1. PERSONNEL
Gen'l Mgr. & Nat'l Sls. Mgr.—Bill Newman.

2. REPRESENTATIVES
CBS/FM National Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25b, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61b, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 92.
FM facilities: KM0D-FM.
Affiliated with MDS.
Affiliated with Satellite Music Network.
Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KBEZ (FM)

1964
TULSA

EASTMAN RADIO, INC.



Media Code 4 237 7993 3.00 Mid 013185-000
Mid America Media Inc.
Box 93, Tulsa, OK 74101. Phone 918-749-9371.

PROGRAMMING DESCRIPTION

KBEZ (FM): Bonneville beautiful music. Contact Representative for further details. Rec'd 8/6/81.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Van Sickle.
Operations Director—Tim Van Maren.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 680 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e, 16.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 44b, 45, 46, 48.
Cancellation: 70c, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KCFO

(formerly KAKC)
1946
TULSA

Media Code 4 237 8009 7.00 Mid 013184-000
Salem Media of Oklahoma
3737 S. 37th West Ave., Tulsa, OK 74107. Phone 918-445-1186.
1 min rate 1x: 11.00.

KCFO-FM

1973
TULSA



Media Code 4 237 8025 3.00 Mid 013186-000
Inspiration Media, Inc.
3737 S. 37th West Ave., Rte. 9, Tulsa, OK 74107. Phone 918-445-1186.

2. REPRESENTATIVES
Weiss & Powell, Inc.
1 min rate 1x: 24.00.

KELI

1934
TULSA

Media Code 4 237 8090 7.00 Mid 013187-000
Tulsa Marketing Corp.
9191 E. Skelly Dr., Tulsa, OK 74129. Phone 918-622-1430.

2. REPRESENTATIVES
Masla Radio.
Rates have been temporarily withdrawn by station.

KELI-FM

1970
BROKEN ARROW

Media Code 4 237 8155 8.00 Mid 013190-000
Signal Media of Okla.
9191 E. Skelly Drive, Tulsa, OK 74129. Phone 918-622-1430.

2. REPRESENTATIVES
Masla Radio.
Rates have been temporarily withdrawn by station.

KGTO

1946
TULSA

Media Code 4 237 8473 5.00 Mid 013191-000
The Kravis Co.
Box 746, 1638 S. Carson, Tulsa, OK 74101. Phone 918-585-5555.

2. REPRESENTATIVES
Selcom Radio.
Rates have been temporarily withdrawn by station.

KGVE (FM)

1980
GROVE

Modern Country

See listing under city of license. Mid 027873-000

KMOD

1959
TULSA

Call letters have been changed to: KBBJ Mid 013188-000

KMOD-FM

1959
TULSA

CBS-FM NATIONAL SALES



Media Code 4 237 8351 3.00 Mid 013189-000
Clear Channel Communications, Inc.
5350 E. 31st St., Tulsa, OK 74135. Phone 918-664-2810.

PROGRAMMING DESCRIPTION

KMOD-FM: Contemporary music & news geared to 18-49 audience. Live personalities. Contact Representative for further details. Rec'd 6/9/76.

1. PERSONNEL
Gen'l Mgr. & Nat'l Sls. Mgr.—Bill Newman.

2. REPRESENTATIVES
CBS/FM National Sales.

3. FACILITIES
ERP 50,000 w.; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna height.: 435 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25b, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61b, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KBBJ.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KRAV (FM)

1962
TULSA

Selcom radio
Broadcast Representatives



Media Code 4 237 8500 5.00 Mid 013192-000
The Kravis Co.
1638 S. Carson, Box 746, Tulsa, OK 74101. Phone 918-585-5555.

PROGRAMMING DESCRIPTION

KRAV (FM): MUSIC: Adult contemporary with personalities. Contact Representative for further details. Rec'd 2/1/82.

1. PERSONNEL
President—George R. Kravis II.
Exec. Vice-Pres. & Mgr.—Carl C. Smith.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KGTO.
Affiliated with Supernet.

TIME RATES

Eff — Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS		MON THRU FRI 5:40-10 AM, 3-7 PM, SAT 8 AM-5 PM	
GRID:	1 min	1 min	30 sec
PER WK:	1 ti 12 ti 18 ti 1 ti 12 ti 18 ti		
I	100	94	88 85 80 75
II	97	91	85 82 77 72
III	93	87	81 79 74 69
MON THRU FRI 10 AM-3 PM, SAT 6 AM-8 AM & 5-7 PM			
I	85	80	75 72 68 64
II	82	77	72 69 65 61
III	79	74	69 68 63 59
MON THRU SAT 7 PM-1 AM, SUN ALL DAY			
I	72	68	64 62 58 54
II	69	65	61 60 56 52
III	67	63	59 58 54 50

KRMG

1949
TULSA

SWANSON BROADCASTING



Media Code 4 237 8740 7.00 Mid 013193-000
Swanson Broadcasting
Swanson Plaza, 7136 S. Yale, Tulsa, OK 74136. Phone 918-493-7400.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Michael S. Crusham.
General Sales Manager—Truman Criss.
Program Director—Kelly Carls.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
50,000 w. days, 25,000 w. nights; 740 khz. Directional—separate pattern day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 26a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

Eff — Rec'd 5/30/84.

6. SPOT ANNOUNCEMENTS

M-Sat 5:30-10 am	1 min	30 sec
M-Sat 3-8 pm	125	105
All other times, equal rotation	75	65
	55	50

KTFX (FM)

1972
TULSA



Media Code 4 237 8770 4.00 Mid 013194-000
Central Broadcast Co.
5840 S. Memorial Dr. Suite 103, Tulsa, OK 74145. Phone 918-663-6511.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KTOW

1961
SAND SPRINGS

Media Code 4 237 8800 9.00 Mid 013195-000
Music Sound Radio, Inc.
8888 W. 21st St., Sand Springs, OK 74063. Phone 918-446-1903.
Mailing Address: Box 27037, Tulsa, OK 74149.

2. REPRESENTATIVES
Gert Bunche & Associates.
1 min rate 1x: 12.50.

KVOO

1925
TULSA



BLAIR RADIO

Country



Media Code 4 237 8870 2.00 Mid 013196-000
Southwestern Sales Corp.
3701 S. Peoria, Tulsa, OK 74105. Phone 918-743-7814.
Mailing Address: Box 1349, Tulsa, OK 74101.

PROGRAMMING DESCRIPTION

KVOO: MUSIC: country & western, modern & traditional. Contact Representative for further details. Rec'd 9/30/71.

1. PERSONNEL
Chairman of the Board—Harold C. Stuart.
President—Jon R. Stuart.
Vice-Pres. & Gen'l Mgr.—Jack R. Cresse.
Operations Director—Billy Parker.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1170 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15c, 28b, 29a, 33a.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 49, 51a.
Comb.; Cont. Discounts: 60i, 60j, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No 4 Eff 3/1/83—Rec'd 3/21/83.
AAA—Mon thru Fri 6-10 am; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm, 3-7 pm; Sat 6-10 am, 3-7 pm.
A—Mon thru Fri 10 am-3 pm, 7 pm-midnight; (equal rotation) Sat 7 pm-midnight; Sun noon-9 pm.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA	90 85 80 72 68 64	I II III I II III
AA	75 70 65 60 56 52	
A	55 50 45 44 40 36	
B	35 30 25 28 24 20	

KWEN (FM)

1960
TULSA



Katz Radio



Media Code 4 237 8935 3.00 Mid 013197-000
Katz Broadcasting of Tulsa
1502 S. Boulder Ave., Tulsa, OK 74119. Phone 918-587-9500.

PROGRAMMING DESCRIPTION

KWEN (FM): Programmed for adults 25-54. MUSIC: contemporary country. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum of 12 units per hr; 15 units per hr in AM drivetime. Contact Representative for further details. Rec'd 9/4/81.

- 1. PERSONNEL**
General Manager—Lee Masters.
General Sales Manager—Glenn Schiller.
National Sales Manager—Jim Morley.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 339 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4b, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 49, 51a.
Cancellations: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 5 Eff 9/17/84—Rec'd 9/24/84.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

- 6. SPOT ANNOUNCEMENTS**
- | | | | |
|-----------------------|-----|-----|----|
| 1 min | AAA | AA | A |
| 30 sec: 80% of 1-min. | 125 | 120 | 70 |

Vinita

Craig County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KITO (FM)

1981
VINITA

Mid 013198-000

See SRDS Spot Radio Small Markets Edition.

KVIN

1954
VINITA

Mid 013199-000

See SRDS Spot Radio Small Markets Edition.

Wagoner

Wagoner County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KTCR

1966
WAGONER

Mid 013200-000

See SRDS Spot Radio Small Markets Edition.

Weatherford

Custer County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KBXR (FM)

1977
WEATHERFORD

Mid 013202-000

See SRDS Spot Radio Small Markets Edition.

KWEY

1970
WEATHERFORD

Mid 013201-000

See SRDS Spot Radio Small Markets Edition.

Wewoka

Seminole County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KWSH

1948
WEWOKA

Mid 013203-000

See SRDS Spot Radio Small Markets Edition.

Woodward

Woodward County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KSIW

1947
WOODWARD



Media Code 4 237 9390 0.00 Mid 013204-000
Woodward Broadcasting Co.
Cedar & 22nd Sts., Box 128, Woodward, OK 73801.
Phone 405-256-7455.

PROGRAMMING DESCRIPTION

KSIW: MUSIC: 100% Country. Rec'd 6/28/82.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Lenora Woods Ryan.
Station Manager—Edward A. Ryan.
Assistant Manager—Joyce A. Nelson.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6 am-midnight. CST.
Partial simulcast operation. Simulcast Mon thru Sat 6-8 am & 11:50 pm-midnight; Sun 7-7:45 am, 12:45-1 pm & 1:50 pm-midnight. For non-simulcast facilities see FM.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 10/1/83—Rec'd 8/25/83.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | | |
|--------------|------|------|------|------|------|------|------|------|
| | 1x | 50x | 100x | 200x | 300x | 400x | 600x | 900x |
| 1 min | 8.55 | 7.50 | 7.00 | 6.15 | 5.60 | 5.10 | 4.80 | 4.30 |
| 30 sec | 6.45 | 5.60 | 5.10 | 4.60 | 4.30 | 4.00 | 3.80 | 3.50 |
| 10 sec | 4.85 | 4.65 | 4.50 | 4.25 | 4.00 | 3.75 | 3.60 | 3.30 |
- (SMD)

KSIW-FM

1974
WOODWARD



Media Code 4 237 9391 8.00 Mid 013205-000
Woodward Broadcasting Co.
22nd & Cedar Sts., Box 128, Woodward, OK 73801.
Phone 405-256-7455.

PROGRAMMING DESCRIPTION

KSIW-FM: MUSIC: Easy Rock. Rec'd 6/28/82.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Lenora Woods Ryan.
Station Manager—Edward A. Ryan.
Assistant Manager—Joyce A. Nelson.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 W. (vert.); 93.5 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Partial simulcast operation. Operated separately Mon thru Sat 8 am-10 pm; Sun 7:45 am-12:45 pm & 1 pm-midnight. For simulcast facilities see AM.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 10/1/83—Rec'd 8/25/83.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | | |
|--------------|------|------|------|------|------|------|------|------|
| | 1x | 50x | 100x | 200x | 300x | 400x | 600x | 900x |
| 1 min | 8.55 | 7.50 | 7.00 | 6.15 | 5.60 | 5.10 | 4.80 | 4.30 |
| 30 sec | 6.45 | 5.60 | 5.10 | 4.60 | 4.30 | 4.00 | 3.80 | 3.50 |
| 10 sec | 4.85 | 4.65 | 4.50 | 4.25 | 4.00 | 3.75 | 3.60 | 3.30 |
- (SMD)

KWOX (FM)

1983
WOODWARD



Media Code 4 237 9543 4.00 Mid 032655-000
Omni Communications Inc.
Box K101, Woodward, OK 73802. Phone 405-256-4101.

PROGRAMMING DESCRIPTION

KWOX (FM): Target audience 24-54. MUSIC: Contemporary Country. FARM: M-F 5-7 am, noon-12:15 & 2:30-2:45. NEWS: local, reg'l & nat'l 3-min 7 am-5 pm daily. Live AIR PERSONALITIES. Contact Representative for further details. Rec'd 8/3/84.

- 1. PERSONNEL**
President—J. Douglas Williams.
General Manager—Mark Norman.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Antenna ht.: 1,204 ft. above average terrain.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
Eff—Rec'd 1/30/85.
AAA—Mon thru Fri 7-10 am; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 3-7 pm; Sat & Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | | | | | | | | | | | |
|-------------|-----|----|----|----|-----|-----------|----|----|----|----|
| | AAA | AA | A | B | AAA | AA | A | B | | |
| 1 min | 28 | 24 | 23 | 21 | 30 | sec | 24 | 20 | 19 | 17 |

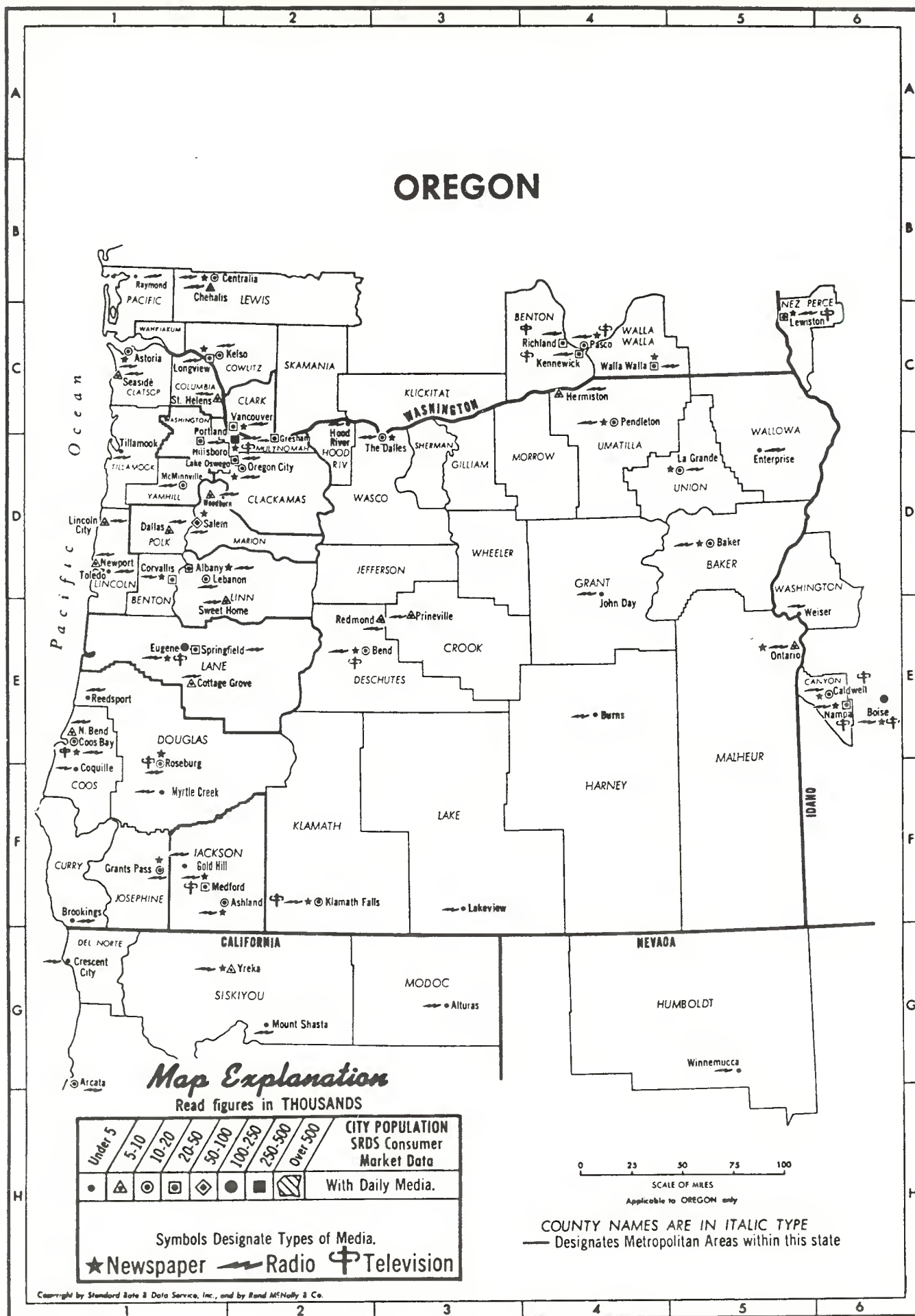
7. PACKAGE PLANS

TAP—1/4AAA, 1/4AA, 1/4A, 1/4B

Ea	1 min	30 sec
	23	19
Ea	21	17
Late Nighter—Mon thru Sun midnight-5 am, flat 10.00.		
ANNUAL—1/4AAA, 1/4AA, 1/4A, 1/4B	TAP	ROS
1300 x	14,300	11,700

- 10. SPECIAL FEATURES**
SPECIAL FARM PACKAGE
Mon thru Fri 5-7 am: 1-min 28.00; 30-sec 24.00. (SMD)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Corvallis—Benton		Eugene—Lane				Medford—Jackson				Portland—Multnomah				Salem—Marion			Springfield—Lane			Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Groaa Household Income—1984		% Distribution of Households				—Total Retail Sales—		Retail Sales—1984						Auto motive (\$000)	Service Station (\$000)							
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	14999	15000 to 34999	35000 to 49999	50000 and over	(\$000)	Per Household (\$)	By Selected Store Types													
									Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)										
OREGON STATE TOTALS.....	2,663.9	1,011.09	25,098,567	24,823	35.8	42.7	13.0	8.6	14,103,827	13,949	3,104,616	496,024	2,106,054	660,893	693,431	2,385,108	1,255,075	1,791.12	35.1	66.79			
BAKER D-5.....	15.5	6.00	112,751	18,792	46.9	40.5	9.0	3.5	76,179	12,697	17,219	2,849	11,954	3,464	3,442	12,801	6,850	11.13		.20			
BENTON E-1.....	68.3	24.27	655,352	27,003	42.0	34.4	12.5	11.1	346,333	14,270	75,766	12,003	51,111	16,340	17,345	58,654	30,746	43.28	.4	1.23			
Corvallis.....	41.2	14.82	359,587	24,264					201,174	13,574	44,619	7,201	30,471	9,348	9,665	33,960	17,955	23.23	.4	.81			
CLACKAMAS D-2.....	255.1	90.28	2,828,320	31,328	23.6	43.0	18.8	14.6	1,382,980	15,319	297,012	45,844	196,970	66,553	73,000	235,214	121,905	178.67	.8	3.82			
CLATSOP C-1.....	32.0	12.71	303,712	23,896	38.6	40.9	12.5	8.0	173,216	13,628	38,377	6,185	26,184	8,058	8,349	29,248	15,453	21.05	.2	.44			
COLUMBIA C-1.....	36.0	13.01	319,926	24,591	32.0	45.5	14.9	7.6	185,357	14,247	40,571	6,432	27,381	8,740	9,269	31,388	16,458	25.24		.53			
COOS F-1.....	62.7	23.58	499,229	21,172	40.1	44.9	10.3	4.7	311,105	13,194	69,553	11,345	47,834	14,326	14,573	52,418	27,853	44.34	.1	1.10			
CROOK E-3.....	13.5	5.08	103,012	20,278	41.7	46.1	8.6	3.7	65,647	12,923	14,763	2,427	10,205	3,002	3,017	11,045	5,891	9.63		.19			
CURRY F-1.....	17.3	6.96	152,703	21,940	41.4	42.8	9.6	6.1	91,447	13,139	20,469	3,344	14,092	4,205	4,267	15,404	8,191	13.45		.23			
DESCHUTES E-2.....	69.8	26.08	572,917	21,968	38.7	46.2	9.8	5.3	343,948	13,188	76,904	12,545	52,894	15,836	16,106	57,950	30,794	51.07		1.18			
DOUGLAS E-1.....	96.3	34.62	779,018	22,502	35.0	48.0	11.5	5.5	472,410	13,646	104,622	16,853	71,357	21,988	22,800	79,776	42,138	67.18	.1	1.79			
GILLIAM D-3.....	1.8	.70	17,909	25,584	32.6	44.5	16.2	6.6	9,838	14,054	2,158	343	1,459	463	489	1,665	874	1.40		.05			
GRANT D-4.....	8.1	2.98	60,527	20,311	40.3	46.8	9.1	3.9	38,604	12,954	8,675	1,425	5,993	1,767	1,778	6,496	3,463	5.91		.08			
HARNEY F-4.....	8.2	2.93	63,815	21,780	34.7	50.1	10.7	4.6	39,169	13,368	8,726	1,417	5,982	1,811	1,856	6,605	3,502	6.02		.25			
HOOD RIVER D-2.....	15.9	6.07	164,101	27,035	32.5	41.7	15.6	10.1	86,584	14,266	18,942	3,000	12,777	4,086	4,338	14,666	7,687	11.20		1.05			
JACKSON F-1.....	138.6	51.86	1,200,520	23,149	39.0	41.4	11.3	8.4	696,176	13,424	154,881	25,100	106,060	32,237	33,125	117,436	62,208	97.79	.2	4.14			
Medford.....	42.1	16.81	406,877	24,204					227,415	13,529	50,487	8,159	34,508	10,556	10,893	38,381	20,304	28.33		1.08			
Medford Metro Area.....	138.6	51.86	1,200,520	23,149	38.2	44.0	10.7	7.0	696,176	13,424	154,881	25,100	106,060	32,237	33,125	117,436	62,208	97.79	.2	4.14			
JEFFERSON D-3.....	12.1	4.14	92,212	22,273	36.3	47.5	10.5	5.8	55,752	13,467	12,393	2,006	8,480	2,584	2,660	9,407	4,980	7.80		.77			
JOSEPHINE F-1.....	63.9	24.03	465,864	19,387	45.6	41.9	8.3	4.2	304,806	12,684	68,915	11,405	47,856	13,854	13,758	51,218	27,409	45.15	.1	1.29			
KLAMATH F-2.....	58.1	21.54	460,719	21,389	40.4	43.0	11.4	5.2	287,849	13,363	64,120	10,408	43,956	13,310	13,642	48,542	25,734	40.54	.3	1.72			
LAKE F-3.....	7.4	2.76	53,937	19,542	42.0	45.6	9.6	2.9	35,766	12,959	8,040	1,321	5,556	1,637	1,646	6,018	3,209	5.46		.15			
LANE E-1.....	280.6	106.64	2,425,120	22,741	38.3	43.6	11.2	6.8	1,438,560	13,490	319,602	51,700	218,593	66,718	68,747	242,747	128,476	192.37	1.6	5.69			
Eugene.....	106.5	42.93	971,394	22,627					571,322	13,308	127,415	20,715	87,438	26,382	26,975	96,319	51,100	67.38	1.2	2.22			
Eugene-Springfield Metro Area.....	280.6	106.64	2,425,120	22,741	38.3	43.6	11.2	6.8	1,438,560	13,490	319,602	51,700	218,593	66,718	68,747	242,747	128,476	192.37	1.6	5.69			
Springfield.....	43.6	16.74	331,249	19,788					215,884	12,896	48,581	7,992	33,600	9,866	9,899	36,317	19,377	29.10	.2	.92			
LINCOLN D-1.....	36.3	15.18	350,021	23,058	40.4	40.9	11.4	7.3	203,999	13,439	45,372	7,350	31,062	9,449	9,715	34,414	18,227	26.10		.41			
LINN D-2.....	90.4	33.42	767,726	22,972	36.0	44.8	12.6	6.6	458,850	13,730	101,447	16,304	69,086	21,397	22,262	77,517	40,902	62.49	.1	1.64			
MALHEUR E-5.....	26.6	9.25	180,249	19,486	45.5	41.9	8.1	4.4	117,539	12,707	26,566	4,395	18,443	5,345	5,312	19,752	10,568	17.25	.1	3.75			
MARION D-2.....	211.8	77.62	1,827,510	23,544	39.5	43.2	10.2	7.0	1,056,690	13,614	234,166	37,752	159,800	49,147	50,899	178,415	94,278	134.40	1.3	10.04			
Salem.....	88.7	34.44	774,705	22,494					457,391	13,281	102,062	16,605	70,073	21,108	21,558	77,101	40,919	53.29	.9	2.99			
Salem Metro Area.....	257.5	94.40	2,198,530	23,290	36.4	44.8	11.8	7.0	1,284,410	13,606	284,672	45,903	194,290	59,730	61,841	216,858	114,602	165.49	1.5	11.63			
MORROW D-4.....	8.0	2.84	65,420	23,035	35.7	45.4	12.4	6.5	38,907	13,700	8,608	1,385	5,865	1,813	1,884	6,572	3,469	5.62		.39			
MULTNOMAH D-2.....	527.7	220.55	5,698,870	25,839	38.8	39.7	12.4	9.1	3,115,680	14,127	683,491	108,691	462,225	146,552	154,772	527,319	276,890	323.20	28.0	10.54			
Portland.....	334.0	146.66	3,570,670	24,347					2,006,650	13,682	444,060	71,456	302,660	93,477	97,076	338,922	178,936	194.42	25.2	7.09			
Portland Metro Area.....	1,103.0	429.20	11,931,500	27,799	29.8	42.4	16.2	11.5	6,267,470	14,603	1,362,800	214,082	914,233	297,656	319,503	1,062,930	555,091	715.21	31.8	23.06			
Portland-Vancouver Consolidated Area.....	1,316.9	506.47	14,026,200	27,694	29.5	42.8	16.4	11.3	7,406,590	14,624	1,609,880	252,760	1,079,610	351,899	377,987	1,256,230	655,883	861.61	34.0	26.56			
POLK D-1.....	45.7	16.78	371,018	22,111	37.3	45.3	11.8	5.5	227,727	13,571	50,505	8,151	34,490	10,582	10,942	38,443	20,324	31.06	.2	1.61			
SHERMAN D-3.....	2.0	.78	13,908	17,831	48.1	40.5	8.5	3.0	9,647	12,368	2,196	367	1,534	435	426	1,618	870	1.55		.03			
TILLAMOOK D-1.....	20.9	8.36	180,815	21,629	41.8	42.1	10.1	6.0	109,811	13,135	24,581	4,016	16,924	5,049	5,123	18,496	9,836	14.96		.21			
UMATILLA D-4.....	59.6	21.54	469,896	21,815	38.6	45.6	10.6	5.3	286,233	13,288	63,864	10,389	43,844	13,211	13,495	48,251	25,606	39.72	.1	2.71			
UNION D-5.....	24.4	8.96	187,061	20,877	41.1	43.8	10.2	4.8	118,017	13,172	26,400	4,309	18,165	5,431	5,518	19,882	10,568	16.53	.1	.28			
WALLOWA C-5.....	7.2	2.82	55,729	19,762	44.7	43.1	7.0	5.1	35,788	12,691	8,088	1,338	5,615	1,627	1,618	6,014	3,218	5.29		.05			
WASCO D-3.....	20.6	7.85	183,219	23,340	36.5	44.1	11.8	7.6	107,717	13,722	23,817	3,828	16,220	5,023	5,225	18,197	9,602	14.12		.46			
WASHINGTON C-1.....	262.7	98.21	2,921,590	29,748	23.7	45.0	18.3	12.9	1,489,020	15,162	320,627	49,676	213,155	71,458	78,030	253,098	131,385	181.08	1.2	6.86			
WHEELER D-3.....	1.3	.53	11,159	21,055	43.9	40.1	8.7	7.2	6,679	12,602	1,510	250	1,048	304	302	1,122	601	1.03		.01			
YAMHILL D-1.....	57.5	20.16	482,712	23,944	34.7	44.7	12.9	7.7	279,787	13,878	61,670	9,871	41,884	13,091	13,701	47,300	24,910	38.04	.1	1.90			

OREGON

OREGON

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

Oregon Ag Radio Group

Comprised of
Non-Interconnected Stations

KRNS—Burns	KCYC—McMinnville
KOHU—Hermiston	KYJC—Medford
KUIK—Hillsboro	KSRV—Ontario
KIHR—Hood River	KTIX—Pendleton
KLAD—Klamath Falls	KWHT (FM)—Pendleton
KLBM—La Grande	KRCO—Prineville
KOIK—Lakeview	KSLM—Salem
	KACI—The Dalles

Media Code 4 237 9695 2.00 Mid 031333-000
Box 1004, New Canaan, CT 06840. Phone 203-966-1746.
Midwest Office:
Box 4446, Cedar Rapids, IA 52407. Phone 319-895-6723.
Western Office:
1510 Winding Way, Belmont, CA 94002. Phone 415-593-1294.

PROGRAMMING DESCRIPTION
OREGON AG RADIO GROUP: local, reg'l, nat'l & international agri-business news, hly frost reports in season, agri-weather, commodity reports, livestock & grain market updates, fruit reports, consumer news. Contact Representative for further details. Rec'd 8/3/83.

1. PERSONNEL

President—Jack Farmakis.
Vice-Pres., Media Dir.—Jan Anderson.

2. REPRESENTATIVES

J. L. Farmakis, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations
All spots aired in guaranteed farm times. Advertiser may buy any number of stations, or special stations for target groups. Rates are dependent upon each advertiser's station line up.

TIME RATES

Eff—Rec'd 10/84.

6. SPOT ANNOUNCEMENTS

Flat 226 (D)

Albany

Linn County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KGAL

1950
LEBANON

Box 749, Albany, OR 97321. Phone 503-926-8683, 451-5425.
See listing under city of license.

KHPE (FM)

1969
ALBANY

Media Code 4 238 0110 9.00 Mid 013206-000
Albany Radio Corp.
Box 278, Albany, OR 97321. Phone 503-926-2233.

2. REPRESENTATIVES

The Sandeberg—Glenn Company.
Oregon and Washington—Broadcast Northwest.
1 min rate 1x: 9.90.

KRKT

1959
ALBANY

KRKT-FM

1977
ALBANY

Media Code 4 238 0220 6.00 Mid 013207-000
M3X Corp.
1207 E. 9th, Albany, OR 97321. Phone 503-926-8628.

PROGRAMMING DESCRIPTION
KRKT: Modern C & W format. Contact Representative for further details. Rec'd 8/22/80.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Gary M. Grossman.
Sales Manager—Bill Nielsen.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

250 w. days: 990 khz.
Operating schedule: Sunrise-local sunset, PST.
FM-ERP 100,000 w. (horiz.), 50,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,075 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING

See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with KBS.

TIME RATES

No. 43 Eff 11/15/84—Rec'd 12/5/84.
AAA—Premium 6-10 am & 3-7 pm.
AA—Prime 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	GRID—PREMIUM/AAA		1 MINUTE		
WEEKLY:	10 ti	20 ti	40 ti	60 ti	80 ti
QUARTERLY:	150 ti	225 ti	300 ti	450 ti	600 ti
YEARLY:	300x	500x	750x		
I	24.00	23.00	22.00	21.00	20.00
II	22.00	21.00	20.00	19.00	18.00
III	20.00	19.00	18.00	17.00	16.00
IV	18.00	17.00	16.00	15.00	14.00

	30 SECONDS		
I	22.50	21.50	20.50
II	20.50	19.50	18.50
III	18.50	17.50	16.50
IV	16.50	15.50	14.50

	PRIME/AA, GRID—1 MINUTE		
WEEKLY:	10 ti	20 ti	40 ti
QUARTERLY:	150 ti	225 ti	300 ti
YEARLY:	300x	500x	750x
I	22.00	21.00	20.00
II	20.00	19.00	18.00
III	18.00	17.00	16.00
IV	16.00	15.00	14.00

	30 SECONDS		
I	20.50	19.50	18.50
II	18.50	17.50	16.50
III	16.50	15.50	14.50
IV	14.50	13.50	12.50

Thursday, Friday, Saturday only schedules & specified time use next higher Grid.

KWIL

1941
ALBANY



Media Code 4 238 0330 3.00 Mid 013208-000
Albany Radio Corporation
Box 278, Albany, OR 97321. Phone 503-926-2233.

2. REPRESENTATIVES

The Sandeberg—Glenn Company.
Oregon, Washington—Broadcast Northwest.
1 min rate 1x: 9.90.

Ashland

Jackson County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KCMX

1946
ASHLAND

See SRDS Spot Radio Small Markets Edition.

KCMX-FM

1978
ASHLAND

Media Code 4 238 0412 9.00 Mid 013210-000
Rogue Radio, Inc.
512 Reiten Dr., Box 128, Ashland, OR 97520. Phone 503-482-2211.

PROGRAMMING DESCRIPTION
KCMX-FM: MUSIC: Beautiful. COMMERCIAL POLICY: 14 minutes. Contact Representative for further details. Rec'd 6/5/81.

1. PERSONNEL

Executive Vice President—Roy L. Cordell.
General Manager—Dick Bennink.
Program Director—Jonathan R. James.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 31,000 w. (horiz.), 31,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 1,457 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
Sold in combination with KCMX. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/15/83—11/1/83.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 MINUTE		
AAA	12 ti	18 ti	24 ti
AA	16.50	15.50	14.50
A	13.50	12.50	11.50
B	9.10	8.40	7.70

	12 ti	18 ti	24 ti	36 ti	48 ti
AAA	30	SECONDS	13.50	12.50	11.50
AA	11.50	10.50	9.50	8.50	7.50
A	11.00	10.00	9.00	8.00	7.00
B	7.70	7.00	6.30	5.60	4.90

(SMD)

KDOV

1960
ASHLAND

See SRDS Spot Radio Small Markets Edition.

Astoria

Clatsop County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KAST

1925
ASTORIA

See SRDS Spot Radio Small Markets Edition.

KAST-FM

1981
ASTORIA

See SRDS Spot Radio Small Markets Edition.

KVAS

1950
ASTORIA

See SRDS Spot Radio Small Markets Edition.

Baker

Baker County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KBKR

1959
BAKER

See SRDS Spot Radio Small Markets Edition.

Beaverton

Washington County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

See Portland

(including Beaverton, Gresham, Hillsboro, Lake Oswego, Oregon City, OR; Vancouver, WA)

Bend

Deachutes County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KBND

1938
BEND

See SRDS Spot Radio Small Markets Edition.

KGRL

1959
BEND

See SRDS Spot Radio Small Markets Edition.

KICE (FM)

1973
BEND

See SRDS Spot Radio Small Markets Edition.

KXIQ (FM)

1974
BEND



Media Code 4 238 1182 7.00 Mid 013218-000
Capps Broadcast Group
Box 5068, Bend, OR 97708. Phone 503-382-5611.

PROGRAMMING DESCRIPTION

KXIQ (FM): MUSIC: Contemporary. NEWS: & features. COMMERCIAL POLICY: max commercial content 12 units/hr. Contact Representative for further details. Rec'd 10/7/81.

1. PERSONNEL

General Manager—Gary L. Capps.
Sales Manager—Bonnie Shields.

2. REPRESENTATIVES

Art Moore, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.; 590 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING

See coded regulations
AM facilities: KGRL.

TIME RATES

Eff—Rec'd 9/29/83.

6. SPOT ANNOUNCEMENTS

PER WK ROS:	10 ti	20 ti	30 ti
1 min	10.50	10.00	9.50
30 sec	9.00	8.50	8.00

7. PACKAGE PLANS

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM	10 ti	20 ti	30 ti
1 min	14.00	13.00	12.00
30 sec	11.50	11.00	10.50

KXIO (FM)/KGRL COMBINATION

1-min, extra 6.00; 30-sec, extra 4.00.

(SMD)

Brookings

Curry County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KURY

1958
BROOKINGS
KURY-FM

1977
BROOKINGS

See SRDS Spot Radio Small Markets Edition.

Burns

Harney County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KZZR

1957
BURNS

See SRDS Spot Radio Small Markets Edition.

Coos Bay-North Bend

Coos County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBRR

1951
NORTH BEND

See SRDS Spot Radio Small Markets Edition.

KHSN

1928
COOS BAY

See SRDS Spot Radio Small Markets Edition.

KOOS-FM

1979
NORTH BEND

See SRDS Spot Radio Small Markets Edition.

KYNG1956
COOS BAY

Mid 013224-000

See SRDS Spot Radio Small Markets Edition.

KYNG-FM1980
COOS BAY

Mid 013225-000

See SRDS Spot Radio Small Markets Edition.

KYTT (FM)1978
COOS BAY

Mid 013223-000

See SRDS Spot Radio Small Markets Edition.

CoquilleCoos County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.**KSHR**1948
COQUILLE

Mid 013226-000

See SRDS Spot Radio Small Markets Edition.

KSHR-FM1981
COQUILLE

Mid 034345-000

See SRDS Spot Radio Small Markets Edition.

CorvallisBenton County—Map Location E-1
See SRDS Consumer market map and data at beginning of the state.**KEJO (FM)**1966
CORVALLIS

Mid 013227-000

See SRDS Spot Radio Small Markets Edition.

Media Code 4 238 1815 2.00
Madgek Broadcasting, Inc.
Box K, 2785 NW Hwy. 99 W., Corvallis, OR 97339. Phone 503-754-6633.
1 min rate 1x: 15.75.**KFLY**1954
CORVALLIS

Mid 013228-000

See SRDS Spot Radio Small Markets Edition.

Media Code 4 238 1870 7.00
Madgek Broadcasting, Inc.
Box K, 2785 NW Hwy. 99 W., Corvallis, OR 97339. Phone 503-754-6633.**2. REPRESENTATIVES**
S/R Reps, Inc.
1 min rate 1x: 14.25.**KGAL**1950
LEBANON

Mid 013260-000

See listing under city of license.

KLOO1947
CORVALLIS

Mid 013229-000

See SRDS Spot Radio Small Markets Edition.

Media Code 4 238 1980 4.00
KLOO, Inc.
Box 731, Corvallis, OR 97339. Phone 503-753-4493.**2. REPRESENTATIVES**
Art Moore, Inc.
Northwest—The Sandeberg-Glenn Company.
1 min rate 1x: 12.00.**Cottage Grove**Lane County—Map Location E-1
See SRDS Consumer market map and data at beginning of the state.**NNND**1953
COTTAGE GROVE**Adult Personality**Media Code 4 238 2090 1.00
Thornton Pfeiffer, Inc.
321 Main St., Cottage Grove, OR 97424. Phone 503-942-2468.**PROGRAMMING DESCRIPTION**

NNND: Programmed for adults. PERSONALITY oriented. News, sports, talk 25%. NEWS: hly local & network w/ expanded coverage at 7 am, noon & 5 pm; heavy emphasis on local w/3 reporters; UPI & network. FEATURES: public affairs talk show 8:35 am daily; live remotes from local news events; Sun am religious music & talk. MUSIC: Adult Contemporary 6 am-7 pm; Country 4-6 am; Rock 7-9 pm; Sun pm classical. SPORTS: 5/day, live play-by-play of local games. Contact Representative for further details. Rec'd 12/13/83.

- PERSONNEL**
General Manager—David Pfeiffer.
Station Manager—Diane O'Renick.
Program Director—Laura B. Hall.
- REPRESENTATIVES**
Art Moore, Inc.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 4 am-9 pm. PST.
- AGENCY COMMISSION**
15% time only; net 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATESEff _____ Rec'd 6/11/84.
AAA—6:10-30 am.
AA—10:30 am-7 pm.
A—3-6 am & 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

CLASS AAA		5 ti	18 ti	25 ti	50 ti
PER WK:		10	60	76	152
PER MO:		52x	252x	312x	624x
PER YR:		9.45	9.10	8.45	7.55
1 min		7.80	7.20	6.50	5.80
30 sec					

CLASS AA		8.40	7.95	6.80	6.25
1 min		6.95	6.10	5.25	4.80
30 sec					

CLASS A		6.10	5.85	5.45	5.20
1 min		5.45	5.05	4.85	4.65
30 sec					
15 sec					

7. PACKAGE PLANS

ROS—1/3AAA, 1/3AA, 1/3A		5 ti	18 ti	25 ti	50 ti
PER WK:		10	60	76	152
PER MO:		52x	252x	312x	624x
PER YR:		9.45	9.10	8.45	7.55
1 min		7.80	7.20	6.50	5.80
30 sec					

9. PARTICIPATING PROGRAMS

Talk Show, Mon thru Fri 8:35-9:30 am, 2x earned rate.

10. SPECIAL FEATURES

Newscasts, 5-min, 1-1/2x 1-min rate.

(SMD)

DallasPolk County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.**KWIP**1955
DALLASMedia Code 4 238 2200 6.00
Firebird Communications, Inc.
1405 E. Ellendale, Box KWIP, Dallas, OR 97338. Phone 503-581-5544.**PROGRAMMING DESCRIPTION**

KWIP: Programmed for 25-54 adults. MUSIC: Adult Contemporary. AIR PERSONALITIES featured on all programs. FARM: ag news & features, 5:15-6:30 am. NEWS: at :55. Contact Representative for further details. Rec'd 2/28/84.

- PERSONNEL**
General Manager—Eric G. Norberg.
Station Manager—Harvey Smith.
Sales Manager—Cal Snell.
- REPRESENTATIVES**
Hugh Wallace, Inc.
Art Moore, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 880 khz. Non-directional.
Operating schedule: 5:15-12:05 am. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Member: Oregon Ag Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/84—Rec'd 7/13/84.
AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS**SPECIFIED DAYPARTS—1 MINUTE**

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
MO:	12	24	48	60	72	84	108
YR:	120x	240x	480x	660x	720x	840x	1080x
AAA	28	26	24	22	20	19	18
AA	24	22	20	18	16	15	14
A	18	16	14	12	11	10	9

SPECIFIED DAYPARTS—30 SECONDS

AAA	22	21	19	17	16	15	14
AA	19	18	16	14	13	12	11
A	14	12	11	9	8	7	6

Guaranteed times and adjacencies, extra 2.00.

7. PACKAGE PLANS**DAYPART MIX—2/3AAA, 1/3AA**

WK:	12 ti	18 ti	24 ti	30 ti
MO:	24	48	60	72
YR:	240x	480x	660x	720x
1 min	23	21	19	17
30 sec	19	17	15	14

TAP—1/2AAA, 1/4AA, 1/4A

1 min	20	18	16	14
30 sec	16	14	12	11

DAYPART MIX—2/3AAA, 1/3AA

WK:	36 ti	48 ti	60 ti	72 ti
MO:	84	108	120	144
YR:	640x	1080x	1200x	1440x
1 min	16	15	14	13
30 sec	13	12	11	10

TAP—1/2AAA, 1/4AA, 1/4A

1 min	13	12	11	10
30 sec	10	9	8	7

10. SPECIAL FEATURES

Newscasts—applicable rate plus 20%.

(SMD) (D)

EnterpriseWallowa County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**KWVR**1960
ENTERPRISE

Mid 013232-000

See SRDS Spot Radio Small Markets Edition.

EugeneLane County—Map Location E-1
See SRDS Consumer market map and data at beginning of the state.**KASH**1947
EUGENE**Oldies****A Sterling Recreation Organization Station**Media Code 4 238 2420 0.00
KASH/KSND
1330 Day Island Rd., Eugene, OR 97401. Phone 503-686-9123.
Mailing Address: Box 10767, Eugene, OR 97440.**PROGRAMMING DESCRIPTION**
KASH: Programmed for adults 25-44. MUSIC: Oldies, market favorites. NEWS: local staff & network; local reports at 6:30, 7:30, 8:30 am & 12:30 pm; network updates hourly. Contact Representative for further details. Rec'd 1/27/84.

- PERSONNEL**
General Manager—Ken Lamarche.
Business Manager—Vicki Harrington.
Operations Manager—Mike Purdy.
- REPRESENTATIVES**
Hilier, Newmark, Wechsler & Howard.
The Tacher Company, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1600 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7d, 8.
Rate Protection: 10g, 15b.
Basic Rates: 21a, 21b, 24b, 25a.
Contracts: 40b, 41, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: KSND (FM).
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KBMC (FM)1965
EUGENE

Mid 013235-000

Media Code 4 238 2640 3.00
Inspirational Broadcasting, Corp.
205 W. 8th Ave., Eugene, OR 97401. Phone 503-485-6262.
Rates have been temporarily withdrawn by station.**KDUK (FM)**1984
EUGENEMedia Code 4 238 2695 7.00
Constant Communications Company
The Mathews House, Route 2, Box 502, Eugene, OR 97401. Phone 503-345-8888.

- REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KEEP1954
EUGENEMedia Code 4 238 2750 0.00
Community Eugene Broadcasting Corp.
1245 Charnelton St., Eugene, OR 97401. Phone 503-344-1457.**PROGRAMMING DESCRIPTION**

KEEP: Programmed for 25-54 age group. MUSIC: Modern Country. NEWS: at :60 & :30. Contact Representative for further details. Rec'd 8/26/82.

- PERSONNEL**
Chairman of the Board—David J. Benjamin.
President—Charles W. Banta.
General Manager—Donald R. Berry.

- REPRESENTATIVES**
Roslin Radio Sales
Seattle, Portland—S/R Reps, Inc.

- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 62b.
Cancellation: 73a.
Affiliated with RKO TWO.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 25 Eff 7/1/84—Rec'd 6/22/84.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 5:30 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA AA A AAA AA A	24	21
1	22	19
2	20	17
3	20	17
4	19	16
5	18	14

7. PACKAGE PLANS

TAP—MON THRU SUN 5:30 AM-7 PM—1/2AAA, 1/2AA
GRID: 1 2 3 4 5
1 min 22 20 18 17 16
30 sec 19 17 15 14 13
ROS—5:30 AM-MIDNIGHT—1/3AAA, 1/3AA, 1/3A
1 min 20 18 16 15 14
30 sec 17 15 13 12 11
BTA—24 HOUR ROTATION
1 min 18 16 14 13 12
30 sec 15 13 11 10 9

KORE1927
EUGENE-SPRINGFIELDMedia Code 4 238 3000 9.00
Praise Ministries, Inc.
2080 Laura St., Springfield, OR 97477. Phone 503-747-5673.**PROGRAMMING DESCRIPTION**

KORE: Contemporary Christian music, news, weather, sports 6-8:15 am. Christian teaching programs 8 am-noon. Contemporary Christian music, news, weather, sports noon-6 pm. Rec'd 1/16/85.

- PERSONNEL**
President—Ralph Petti.
Operations Manager—Jerry Fiscus.
Office Manager—Anita Petti.

- FACILITIES**
1000 w. days; 1050 kc.
Operating schedule: 6 am-local sunset. PST.

- AGENCY COMMISSION**
15% time only.

TIME RATES

Eff _____ Rec'd 1/16/85.
6. SPOT ANNOUNCEMENTS
1 ti 301-600 ti
1 min 5.40 5.00 30 sec 4.50 4.15

OREGON

Eugene—cont

KPNW

1962
EUGENE



Katz Radio



Media Code 4 238 3190 8.00 Mid 013238-000
Pacific Northwest Broadcasting Corp.
1345 Olive, Eugene, OR 97401. Phone 503-485-1120,
TWX, 910-597-0402.
Mailing Address: Box 1120, Eugene, OR 97440.

PROGRAMMING DESCRIPTION

KPNW: Programmed for adults 25-54. MUSIC: adult contemporary, new releases & hits from 60's & 70's. AIR PERSONALITIES handle all music. NEWS: network at :60 followed by reg'l/local news, sports, weather, traffic/road conditions & skiing/fishing reports; updated newscasts at 5:30, 6:30, 7:30 am 4:30 & 5:30 pm; Paul Harvey News & Commentary 5:30, 7:30 am & noon; Western Oregon weather conditions & forecasts with meteorologist Leon Hunsaker, following newscasts 7 am, noon & 5 pm M-F; Paul Harvey The Rest of the Story at 5:30 pm. FARM: news & information 5-5:30 am. Contact Representative for further details. Rec'd 1/25/84.

1. PERSONNEL

Executive Vice-President—Roy L. Cordell.
Vice-Pres. & Gen'l Mgr.—Dave Woodward.
General Sales Manager—Bill Johnstone.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

50,000 w.; 1120 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 42a, 44b, 45, 46, 47e, 48, 51b, 51e.
Comb.; Cont. Discounts: 60e, 60f, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KPNW-FM

1970
EUGENE



Katz Radio



Media Code 4 238 3191 8.00 Mid 013239-000
Pacific Northwest Broadcasting Corp.
Mailing Address: Box 1120, Eugene, OR 97440.
1345 Olive, Eugene, OR 97401. Phone 503-485-1120,
TWX910-597-0402.

PROGRAMMING DESCRIPTION

KPNW-FM: Programmed for adults with emphasis on 35+. MUSIC: Schulke Beautiful Music. NEWS: Nat'l, reg'l, local at :60. Contact Representative for further details. Rec'd 10/28/82.

1. PERSONNEL

Executive Vice-President—Roy L. Cordell.
Vice-Pres. & Gen'l Mgr.—Dave Woodward.
General Sales Manager—Bill Johnstone.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,635 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 42a, 44b, 45, 46, 47e, 48, 51b, 51e.
Comb.; Cont. Discounts: 60e, 60f, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KQDQ

1981
EUGENE

Media Code 4 238 3218 7.00 Mid 013240-000
Visionary Radio Euphonies of Oregon, Inc.
Box 1123, Eugene, OR 97401. Phone 503-741-1999.
1 min rate 1x: 15.00.

KSND (FM)

1958
EUGENE-SPRINGFIELD

Contemporary Hit Radio



A Sterling Recreation Organization Station

Media Code 4 238 3245 0.00 Mid 013241-000
1330 Day Island Rd., Eugene, OR 97401. Phone 503-686-9123.

Mailing Address: Box 10767, Eugene, OR 97440.

PROGRAMMING DESCRIPTION

KSND (FM): MUSIC: Contemporary Hits. Contact Representative for further details. Rec'd 12/22/83.

1. PERSONNEL

General Manager—Ken Lamarche.
Business Manager—Vicki Harrington.
Operations Manager—Mike Purdy.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
The Tacher Company, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,800 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7d, 8.
Rate Protection: 10g, 15b.
Basic Rates: 21a, 21b, 24b, 25a.
Contracts: 40a, 41, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
AM facilities: KASH.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KUGN

KUGN 59

1946
EUGENE



Media Code 4 238 3300 3.00 Mid 013242-000
KUGN-OBIE Communications Corp.
4222 Commerce St., Eugene, OR 97402. Phone 503-485-5846.

PROGRAMMING DESCRIPTION

KUGN: Programmed for 25-54. MUSIC: Adult contemporary. Personality. NEWS: 7 person, fulltime news staff. Drive time sky watch traffic reports. AP & Nat'l Weather Service, Olympic Games Coverage. Special drive time news/music programming. SPORTS: staff reporter; Univ of Oregon football, basketball & track. Contact Representative for further details. Rec'd 1/26/84.

1. PERSONNEL

President—Jim Torrey.
Vice-Pres. & Gen'l Mgr.—Chuck Chackel.

2. REPRESENTATIVES

Torbet Radio, Inc.
Northwest—Art Moore, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 590 khz. Stereo. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Supernet.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KUGN-FM

KUGN FM

1958
EUGENE



Media Code 4 238 3301 1.00 Mid 013243-000
KUGN-OBIE Communications Corp.
4222 Commerce St., Eugene, OR 97402. Phone 503-485-5846.

PROGRAMMING DESCRIPTION

KUGN-FM: Programmed for adults 25-54. MUSIC: contemporary country/personality; current & recurrent by original artists. NEWS: local follows net at :60 during drivetime. Contact Representative for further details. Rec'd 12/22/83.

1. PERSONNEL

President—Jim Torrey.
Vice-Pres. & Gen'l Mgr.—Chuck Chackel.

2. REPRESENTATIVES

Torbet Radio, Inc.
Northwest—Art Moore, Inc.

3. FACILITIES

ERP 100,000 w.; 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 785 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KYKN

1949
EUGENE

Media Code 4 238 3350 8.00 Mid 013234-000
Constant Communications Company
The Mathews House, Route 2, Box 502, Eugene, OR 97401. Phone 503-345-8888.

2. REPRESENTATIVES

Eastman Radio, Inc.
1 min rate 1x: 40.00.

KZEL-FM



1962
EUGENE

Media Code 4 238 3375 5.00 Mid 013244-000
Mike J. & Noura Pappas
2100 W. 11th Ave., Eugene, OR 97402. Phone 503-342-7096.

PROGRAMMING DESCRIPTION

KZEL-FM: MUSIC: Contemporary album hits with day parting directed toward 25-34 age group. NEWS: 2 1/2 min network reports at :05 plus local at :35 6-8 am. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

General Sales Manager—John Pappas.
National Sales Manager—Sally Leben.
Program Director—Kenneth Martin.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 870 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable 10 days.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Rock Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Gold Hill

Jackson County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KRWQ (FM)

1980
GOLD HILL

Media Code 4 238 3460 5.00 Mid 013245-000
Hill Radio, Inc.
86 Fourth St., Box 388, Gold Hill, OR 97525. Phone 503-855-1587.

PROGRAMMING DESCRIPTION

KRWQ (FM): MUSIC: Country incl. modern, traditional, progressive; AIR PERSONALITIES handle all segments; regular audience participation contests & promotions. NEWS: 2 fulltime news persons daily; AP audio & AP wire service; newscasts M-F at :60 & :30 6-8:30 am plus noon, 3, 5, & 6 pm. COMMERCIAL POLICY: limit 15 min or 18 units/hr. Contact Representative for further details. Rec'd 5/15/84.

KAJO

1957
GRANTS PASS

Mid 013247-000

- PERSONNEL**
General Manager—Duane E. Hill.
Operations Director—Larry Neal.
Sales Manager—Barney Bauernfeind.
- REPRESENTATIVES**
The Tacher Company, Inc.
- FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 985 ft. above average terrain.
- AGENCY COMMISSION**
15%; 10th month.
TIME RATES
No. 4-A Eff 6/1/84—Rec'd 5/15/84.
AA—Mon thru Sat 5-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri & Sun 10 am-3 pm.
ROS—Mon thru Sun 5 am-7 pm.
- SPOT ANNOUNCEMENTS**
WEEKLY

	1 min	18 ti	30 ti	6 ti	18 ti	30 ti
AA	13.25	13.00	12.50	11.50	11.25	10.75
A	11.75	11.50	11.00	10.00	9.75	9.25
ROS	12.75	12.50	12.00	11.00	10.75	10.25

ANNUAL

	1 min	18 ti	30 ti	6 ti	18 ti	30 ti
AA	312x	936x	1560x	312x	936x	1560x
A	11.75	11.50	11.00	10.00	9.75	9.25
ROS	10.25	10.00	9.50	8.50	8.25	7.75
ROS	11.25	11.00	10.50	9.50	9.25	8.75
- PACKAGE PLANS**
TAP—MON THRU SUN 5 AM-11 PM
Per wk

	6 ti	18 ti	30 ti	312x	936x	1560x
1 min	10.75	10.50	10.00	9.25	9.00	8.50
30 sec	9.00	8.75	8.25	7.50	7.25	6.75
- SPECIAL FEATURES**
News Sponsorship—incl 5-sec open & close, extra 1.00.
(SMD) (CR-2)

Grants Pass

Josephine County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KAGI

1939
GRANTS PASS



Media Code 4 238 3520 6.00 Mid 013246-000
KAGI, Inc.
373 Redwood Hwy., Box 148, Grants Pass, OR 97526.
Phone 503-478-4477.

PROGRAMMING DESCRIPTION

KAGI: Programmed for adults 25-49. MUSIC: Easy Contemporary. NEWS: local & reg'l at :55 by dept, world & nat'l at :60 from network. SPORTS: high school play-by-play, other local events; daily news, U football, Portland Trailblazers basketball, Indy 500, etc. COMMERCIAL POLICY: 14 min/hr. Contact Representative for further details. Rec'd 8/20/84.

1. PERSONNEL

Manager—Jim Broeffle.
Sales Manager—Gerry Grooms.
Program Director—Rich Birk.

2. REPRESENTATIVES

Masla Radio.
Northwest—Art Moore, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 930 khz. Stereo. Directional nights.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 10/1/84—Rec'd 10/23/84.
AAA—6-9 am & 3-6 pm.
AA—9 am-3 pm.
A—6 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:	1x	100x	250x	500x	1000x	1500x
PER WK:	10 ti	10 ti	25 ti	50 ti	50 ti	50 ti
AAA	17.00	14.00	13.00	10.00	9.00	8.25
AA	15.00	12.00	11.00	8.00	7.00	6.50
A						

KFMJ (FM)

1981
GRANTS PASS



NRBA

Media Code 4 238 3740 0.00

Mid 026888-000

Lindavox Broadcasting
1215 NE Seventh, Suite F, Grants Pass, OR 97526.
Phone 503-479-5365.

PROGRAMMING DESCRIPTION

KFMJ (FM): Programmed for adults & young adults.
MUSIC: Adult Contemporary incl currents, recurrenents & familiar library; evenings, medium AOR currents & library; regularly scheduled network specials; continuous audience promotions & contests. NEWS: network at 8, 10 am, noon, 2, 4, 6, & 8 pm; local at 7:30, 9:30, 11:55 am, 3:30 & 5:30 pm; full time local director; UPI wire; on-site network satellite reception. AIR PERSONALITIES on all shows. COMMERCIAL POLICY: alternate 5 to 6 breaks hrly, 12 minute max/hr, 3 spots of 2 minutes/break max. Rec'd 7/12/82.

1. PERSONNEL

General Manager—William John Miner.
Sales Manager—Ward Warren.
Program Director—Mark Hill.

3. FACILITIES

ERP 25,090 w. (horiz.), 25,090 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 565 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations Affiliated with KRVO.

TIME RATES

No. 102 Eff 6/1/84—Rec'd 5/1/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec		A	
PER WK:	AAA	AA	A	AAA	AA	A
7 ti	13.25	12.75	11.25	11.00	10.50	9.00
14 ti	13.00	12.50	11.00	10.75	10.25	8.75
28 ti	12.75	12.25	10.75	10.50	10.00	8.50
42 ti	12.50	10.25	10.50	10.25	9.75	8.25

7. PACKAGE PLANS

	TAP—1/3AAA, 1/3AA, 1/3A		7 ti		14 ti		28 ti		42 ti	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	11.25	11.00	10.75	10.50	10.25	10.00	9.75	9.50	9.25	9.00
30 sec	9.00	8.75	8.50	8.25	8.00	7.75	7.50	7.25	7.00	6.75

SINGLE SPOT—LESS THAN 7/WK
1 min 15.25; 30 sec 13.00.

(SMD) (CR)

KRWQ (FM)

1980
GOLD HILL

See listing under city of license.

Mid 013245-000

Gresham

Multnomah County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

See Portland

(including Beaverton, Gresham, Hillsboro, Lake Oswego, Oregon City, OR; Vancouver, WA)

Hermiston

Umatilla County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KOHU

1955
HERMISTON

See SRDS Spot Radio Small Markets Edition.

Mid 013248-000

KQFM (FM)

1978
HERMISTON

See SRDS Spot Radio Small Markets Edition.

Mid 013249-000

Hillsboro

Washington County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

See Portland

(including Beaverton, Gresham, Hillsboro, Lake Oswego, Oregon City, OR; Vancouver, WA)

Hood River

Hood River County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KCGB-FM

1978
HOOD RIVER

See SRDS Spot Radio Small Markets Edition.

Mid 028739-000

KIHR

1950
HOOD RIVER

See SRDS Spot Radio Small Markets Edition.

Mid 013250-000

John Day

Grant County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KJDY

1963
JOHN DAY

See SRDS Spot Radio Small Markets Edition.

Mid 013251-000

Klamath Falls

Klamath County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KAGO

1923
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 013252-000

KAGO-FM

1973
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 013253-000

KFLS

1946
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 013254-000

KJSN (FM)

1974
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 013255-000

KKRB (FM)

1983
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 032550-000

KLAD

1955
KLAMATH FALLS

See SRDS Spot Radio Small Markets Edition.

Mid 013256-000

La Grande

Union County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KLBM

1938
LA GRANDE

See SRDS Spot Radio Small Markets Edition.

Mid 013257-000

KLBM-FM

1977
LA GRANDE

See SRDS Spot Radio Small Markets Edition.

Mid 013258-000

Lake Oswego

Clackamas County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

See Portland

(including Beaverton, Gresham, Hillsboro, Lake Oswego, Oregon City, OR; Vancouver, WA)

Lakeview

Lake County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KQIK

1956
LAKEVIEW

See SRDS Spot Radio Small Markets Edition.

Mid 013259-000

Lebanon

Linn County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KGAL

1950
LEBANON



Media Code 4 238 4840 8.00
EADS Broadcasting Corp.
Box 749, Albany, OR 97321. Phone 503-926-8683, 451-5425.



Mid 013260-000

PROGRAMMING DESCRIPTION

KGAL: Programmed for adults. MUSIC: Adult Contemporary; mix of recurrenents & Gold, with Current Hits. NEWS: AP network. FEATURES: personality & community involvement; farm programming. SPORTS: pro basketball. Contact Representative for further details. Rec'd 8/21/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard C. Eads.
Sales Manager—B. Paul Moore.
Program Director—Doug La Vallee.

2. REPRESENTATIVES

Blair/Northwest Radio Representatives.

3. FACILITIES

1,000 w.; 920 khz. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%; 10th of month.

TIME RATES

Eff 3/1/84—Rec'd 3/2/84.

7. PACKAGE PLANS

	CLASS AAA		10 ti		20 ti		30 ti		40 ti		50 ti	
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	10 ti	20 ti	30 ti	40 ti	50 ti	10 ti	20 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	25 ti	50 ti	75 ti	100 ti	125 ti	25 ti	50 ti
1 min	12.00	11.50	11.00	10.50	10.00	11.00	10.50	10.00	9.50	9.00	10.00	9.50
30 sec	11.00	10.50	10.00	9.50	9.00	10.00	9.50	9.00	8.50	8.00	9.00	8.50

CLASS AA

1 min	10.00	9.50	9.00	8.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00

CLASS A

1 min	8.00	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.00

OVERNIGHT

1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.00	2.50	2.00	1.50	1.00

TAP I—1/2AAA, 1/2AA

1 min	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	10.00	9.50	9.00	8.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00

TAP III—1/4AAA, 1/4AA, 1/4A

1 min	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50

CONTRACTS

3 mo—10% 12 mo—20%

10. SPECIAL FEATURES

ANNUAL CONTRACT

Newscasts: rotating prime time 5-min M/F; 13.00.

(SMD) (CR-2)

KIQY (FM)

1974
LEBANON

See SRDS Spot Radio Small Markets Edition.

Mid 013261-000

Lincoln City

Lincoln County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KBCH

1955
LINCOLN CITY

See SRDS Spot Radio Small Markets Edition.

Mid 013262-000

KCRF (FM)

1981
LINCOLN CITY

See SRDS Spot Radio Small Markets Edition.

Mid 030186-000

McMinnville

Yamhill County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KCYX

1949
MCMINNVILLE

See SRDS Spot Radio Small Markets Edition.

Mid 013263-000

Medford

Jackson County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KBOY-FM

1954
MEDFORD



McGAVREN GUILD RADIO

Media Code 4 238 5060 1.00
M3X Corp.
107 E. Main St., Medford, OR 97501. Phone 503-779-2244.

PROGRAMMING DESCRIPTION

KBOY-FM: MUSIC: Progressive Adult Contemporary. NEWS: local at :50, 6, 7, 8 am, noon 4 & 5 pm with Dana Jefferies. Contact Representative for further details. Rec'd 11/26/84.

1. PERSONNEL

General Manager—Scott Crites.
Program Director—Michael Ryan.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w.; 95.7 mhz. Non-directional. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1200 ft above average terrain.

4. AGENCY COMMISSION

15%; time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21b, 22a, 23a, 24c, 25a, 26b, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47c, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: KRVC.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No 1 Eff 9/1/83—Rec'd 8/29/83.

6. SPOT ANNOUNCEMENTS

PRIME TIME 6 AM-7 PM
1 MINUTE

	10 ti		20 ti		30 ti		40 ti		50 ti	
MO:	10 ti	20 ti	30 ti	40 ti	50 ti	10 ti	20 ti	30 ti	40 ti	50 ti
QTR:	150 ti	225 ti	300 ti	300 ti	300 ti	150 ti	225 ti	300 ti	300 ti	300 ti
YR:	600x	900x	1200x	1200x	1200x	600x	900x	1200x	1200x	1200x

I	16.00	15.00	14.00	13.00	12.00
II	15.00	14.50	13.50	12.50	11.50
III	15.00	14.00	13.00	12.00	11.00
IV	14.50	13.50	12.50	11.50	10.50

I	14.50	13.50	12.50	11.50	10.50
II	14.00	13.00	12.00	11.00	10.00
III	13.50	12.50	11.50	10.50	9.50
IV	13.00	12.00	11.00	10.00	9.00

Drive time 6 am-10 pm, 3-7 pm, use next highest Prime Grid.

Specified times, use Grid I.

Specified times, use Grid I.

Specified times, use Grid I.

Specified times, use Grid I.

Specified times, use Grid I.

Specified times, use Grid I.

Specified times, use Grid I.

Spec

OREGON

Medford—cont

KHUG
1977
MEDFORD
RAB

Media Code 4 238 5115 3.00 Mid 013265-000
KHUG Inc.
240 Fern Valley Rd., Box H, Phoenix, OR 97535. Phone
503-535-3381.

2. REPRESENTATIVES
Seattle—Blair/Northwest Radio Representatives.
1 min rate 1x: 9.00.

KMED
1922
MEDFORD
ndb

Media Code 4 238 5170 8.00 Mid 013267-000
Sound Radio Ent., Inc.
820 Crater Lake Ave., Medford, OR 97501. Phone 503-
773-1440.
1 min rate 1x: 20.00.

KMFR
(formerly KISD)
1962
MEDFORD
RAB

Media Code 4 238 5211 0.00 Mid 013266-000
Rogue Valley Broadcasting, Inc.
Box 159, Medford, OR 97501. Phone 503-779-1550.
2. REPRESENTATIVES
Selcom Radio.
1 min rate 1x: 12.00.

KRVC
1954
MEDFORD

Media Code 4 238 5252 4.00 Mid 013264-000
MX Corp.
107 E. Main St., Medford, OR 97501. Phone 503-779-
9181.

2. REPRESENTATIVES
McGavren Guild Radio.
1 min rate 1x: 6.00.

KRWQ (FM)
1980
GOLD HILL

Mid 013245-000
See listing under city of license.

KTMT (FM)
1970
MEDFORD
RAB

Media Code 4 238 5335 7.00 Mid 013268-000
Radio Medford, Inc.
Box 159, 1438 Rossanley Dr., Medford, OR 97501. Phone
503-779-1550.

2. REPRESENTATIVES
Selcom Radio.
Portland, Seattle—S/R Repts, Inc.
1 min rate 1x: 21.00.

KYJC
1947
MEDFORD

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 238 5390 2.00 Mid 013269-000
Mattco, Inc.
1840 Barnett Rd., Box 1745, Medford, OR 97501. Phone
503-779-3131.

- PROGRAMMING DESCRIPTION
KYJC: Contemporary. COMMERCIAL POLICY: 14
minutes hilly, 10 minutes competitive. Contact
Representative for further details. Rec'd 5/4/79.

1. PERSONNEL
General Manager—Jerry Allen.
Sales Manager—Marc Bayliss.
2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Northwest—Art Moore, Inc.

3. FACILITIES
2,500 w. days, 5,000 w. nights; 610 khz. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b.
Cancellation: 73a.
Affiliated with ABC Contemporary Radio Network.
Member: Oregon Ag Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 10/1/83—Rec'd 3/1/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS
SPECIFIED DAYPARTS—1 MINUTE
- | | | | | | |
|---------|-------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| PER MO: | 12 ti | 24 ti | 48 ti | 60 ti | 72 ti |
| PER YR: | 96x | 216x | 480x | 660x | 936x |
| AAA | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 |
| AA | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| A | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 |
- SPECIFIED DAYPARTS—30 SECONDS
- | | | | | | |
|-----|-------|-------|-------|-------|-------|
| AAA | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 |
| AA | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| A | 12.00 | 11.25 | 10.50 | 9.75 | 9.00 |
- Guaranteed times, extra 15%.

7. PACKAGE PLANS
DAYTIME PLAN—6 AM-7 PM
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | 30 ti |
| PER MO: | 24 ti | 48 ti | 60 ti | 72 ti |
| PER YR: | 216x | 480x | 660x | 936x |
| 1 min | 18.00 | 17.00 | 15.00 | 14.00 |
| 30 sec | 13.75 | 13.00 | 11.25 | 10.50 |
- PREMIUM AUDIENCE PLAN—5 AM-MIDNIGHT
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 16.00 | 14.00 | 12.00 | 10.00 |
| 30 sec | 12.00 | 10.50 | 9.00 | 7.50 |
- TAP
- | | | | | |
|--------|-------|-------|------|------|
| 1 min | 11.00 | 10.00 | 9.00 | 8.00 |
| 30 sec | 8.25 | 7.50 | 6.75 | 6.00 |

10. SPECIAL FEATURES
Local & Regional News Sports & Weather—5:45-5:55 am
with 2 sponsors.
Network News—5:55-6 am & 6:55-7 am with 1 sponsor
ea.
Local & Regional News—7-7:10 am with 2 sponsors.
Local Weather—7:15-7:18 am with 1 sponsor.
Local Sports—7:19-7:24 am with 2 sponsors.
Local & Regional News, Sports & Weather—8:25-8:30 am
with 1 sponsor.
Per sponsor/per wk 102.00
Local & Regional News—Noon-12:06 pm with 2 sponsors.
Local & Regional News—12:55-1 pm with 1 sponsor.
Per sponsor/per wk 76.50
Local & Regional News—5-5:06 pm with 2 sponsors.
Local & Regional News—5:55-6 pm with 1 sponsor.
Per sponsor/per wk 68.00
Paul Harvey News—12:07-12:22 pm.
Per sponsor/per wk 156.00
Paul Harvey Rest of the Story—5:15-5:20 pm.
Per sponsor/per wk 70.00
Minimum 6 mo.

Myrtle Creek

Douglas County—Map Location E-1
See SRDS Consumer market map and data at beginning of
the state.

KROR
1980
MYRTLE CREEK

Mid 013270-000
See SRDS Spot Radio Small Markets Edition.

Newport

Lincoln County—Map Location D-1
See SRDS Consumer market map and data at beginning of
the state.

KBKN (FM)
1976
NEWPORT

Mid 013272-000
See SRDS Spot Radio Small Markets Edition.

KNPT
1948
NEWPORT

Mid 013271-000
See SRDS Spot Radio Small Markets Edition.

North Bend

Coos County—Map Location F-1
See SRDS Consumer market map and data at beginning of
the state.

See Coos Bay-North Bend

Ontario

Malheur County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

KSRV
1946
ONTARIO

ndb

RAB

A Capps Broadcast Group Station
Media Code 4 238 5720 0.00 Mid 013273-000
Capps Broadcast Group
Box 129, Ontario, OR 97914. Phone 503-889-8651.

PROGRAMMING DESCRIPTION
KSRV: MUSIC: Contemporary Country. FARM: news.
Contact Representative for further details. Rec'd 3/5/84.

1. PERSONNEL
General Manager—Mike Cheney.
2. REPRESENTATIVES
Portland, Seattle—Art Moore, Inc.
Salt Lake City, Denver—John L. McGuire, Inc.
Farm—J. L. Farmakis, Inc.
3. FACILITIES
5,000 w.; 1380 khz. Directional nights.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KXBO (FM).
Affiliated with NBC-Talknet.
Member: Oregon Ag Radio Group.
- TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/27/83.
Prime—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.

6. SPOT ANNOUNCEMENTS
PRIME
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 24 ti | 48 ti |
| PER MO: | 12 ti | 24 ti | 48 ti | 96 ti |
| 1 min | 12.90 | 12.10 | 11.30 | 10.90 |
| 30 sec | 9.90 | 9.30 | 8.60 | 8.10 |
- ROS/BTA
- | | | | | |
|--------|-------|------|------|------|
| 1 min | 10.20 | 9.80 | 9.00 | 8.70 |
| 30 sec | 8.10 | 7.50 | 6.90 | 6.30 |

7. PACKAGE PLANS
52 WEEK CONTRACT—FIXED
- | | | | | | | |
|---------|-------|-------|-------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 8.80 | 7.80 | 7.20 | 7.30 | 6.50 | 5.80 |
| 30 sec | 6.70 | 5.80 | 5.20 | 5.20 | 4.90 | 4.40 |
- ANNUAL CONTRACT—PRIME
- | | | | | |
|---------|------|------|-------|-------|
| PER YR: | 300x | 600x | 1200x | 2400x |
| 1 min | 9.80 | 8.70 | 8.00 | 7.20 |
| 30 sec | 7.50 | 6.40 | 5.80 | 5.20 |
- ROS
- | | | | | |
|--------|------|------|------|------|
| 1 min | 8.10 | 7.20 | 6.20 | 5.90 |
| 30 sec | 5.80 | 5.20 | 4.90 | 4.50 |

10. SPECIAL FEATURES
NEWSCASTS, PER WK: 12 mo
5 min 15.00 (SMD)

KXBQ (FM)
1977
ONTARIO

Mid 013274-000
See SRDS Spot Radio Small Markets Edition.

Oregon City

Clackamas County—Map Location D-2
See SRDS Consumer market map and data at beginning of
the state.

See Portland
(including Beaverton, Gresham, Hillsboro, Lake
Oswego, Oregon City, OR; Vancouver, WA)

Pendleton

Umatilla County—Map Location D-4
See SRDS Consumer market map and data at beginning of
the state.

KTIX
1941
PENDLETON

ndb

Media Code 4 238 5830 7.00 Mid 013275-000
AGPAL Broadcasting, Inc.
1000 SW 6th St., Box 640, Pendleton, OR 97801. Phone
503-278-2500.

PROGRAMMING DESCRIPTION
KTIX: Programmed contemporary hit radio. NEWS and
features. SPORTS: all nat'l, reg'l & local scores aired at
completion of event. Contact Representative for further
details. Rec'd 6/29/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Andrew F. Harle.
Vice-Pres. & Sales Mgr.—Cheryl McAnally.
News Director—Shaun Alexander.
2. REPRESENTATIVES
Weiss & Powell, Inc.
McGavren-Guild, Inc.

3. FACILITIES
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15%; time only.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KWHT (FM).
Affiliated with RKO ONE.
Member: Oregon Ag Radio Group.
- TIME RATES
6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

KUMA
1955
PENDLETON

ABC Information Radio Network

ndb

Media Code 4 238 5940 4.00 Mid 013276-000
Pendleton Broadcasting Co.
1815 SW Emigrant Ave., Box 340, Pendleton, OR 97801.
Phone 503-276-1511.

PROGRAMMING DESCRIPTION
KUMA: Programmed for 18-49. MUSIC: Modern Adult
Contemporary, some Western, combined w/solid gold
from '68. FEATURES: emphasis news, sports, commu-
nity affairs information; talk & information, local AIR
PERSONALITIES. NEWS: network at :60, commentator
3x/day. FARM: 6:10-6:30 am & 12:30-12:50 pm M-F.
Contact Representative for further details. Rec'd 9/25/
78.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted A. Smith.
Sales Manager—Greg Smith.
Program Director—Garry Elwood.
2. REPRESENTATIVES
Northwest—Art Moore, Inc.
3. FACILITIES
5,000 w.; 1290 khz. Directional nights.
Operating schedule: 5:30 am-11 pm. PST.
Partial simulcast operation. Simulcast 5-8 am. For
non-simulcast facilities see FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.
May be combined with KJDY, John Day for frequency
discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/85—Rec'd 1/29/85.
AAA—Mon thru Sat 8-10 am & 4-7 pm.
AA—Mon thru Sat 10 am-noon & 1-4 pm; Sun 7 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AAA
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR: | 250x | 500x | 1000x | 2000x |
| 1 min | 11.00 | 10.00 | 9.00 | 8.00 |
| 30 sec | 8.00 | 7.50 | 7.00 | 6.50 |
- CLASS AA
- | | | | | |
|--------|-------|------|------|------|
| 1 min | 10.00 | 9.00 | 8.00 | 7.50 |
| 30 sec | 7.50 | 7.00 | 6.50 | 6.00 |
- CLASS A
- | | | | | |
|--------|------|------|------|------|
| 1 min | 8.00 | 7.50 | 7.00 | 6.50 |
| 30 sec | 6.50 | 6.00 | 5.50 | 5.00 |
- 15 sec: 50% of 1-min.
Guaranteed time, extra 2.00.

7. PACKAGE PLANS
TAP—60%AAA, 40%AA
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR: | 250x | 500x | 1000x | 2000x |
| 1 min | 10.50 | 9.50 | 8.50 | 7.75 |
| 30 sec | 7.75 | 7.25 | 6.75 | 6.25 |
- 15 sec: 50% of 1-min.
Guaranteed time, extra 2.00.

AM/FM COMBINATION
AAA—Mon thru Sat 5-9 am, noon-1 pm & 4-7 pm.
AA—Mon thru Sat 9 am-noon & 1-4 pm; Sun 7 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AAA
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR: | 250x | 500x | 1000x | 2000x |
| 1 min | 16.00 | 15.00 | 14.00 | 13.00 |
| 30 sec | 12.00 | 11.00 | 10.00 | 9.00 |
- CLASS AA
- | | | | | |
|--------|-------|-------|-------|-------|
| 1 min | 13.00 | 12.00 | 11.00 | 10.00 |
| 30 sec | 9.00 | 8.50 | 8.00 | 7.50 |
- CLASS A
- | | | | | |
|--------|-------|-------|------|------|
| 1 min | 11.00 | 10.00 | 9.00 | 8.00 |
| 30 sec | 8.00 | 7.50 | 7.00 | 6.50 |

7. PACKAGE PLANS
TAP—60%AAA, 40%AA
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR: | 250x | 500x | 1000x | 2000x |
| 1 min | 14.50 | 13.50 | 12.50 | 11.50 |
| 30 sec | 10.50 | 9.75 | 9.00 | 8.25 |
- 15 sec: 50% of 1-min.
Guaranteed time, extra 2.00. (SMD)

KUMA-FM
1978
PENDLETON

Mid 013277-000
See SRDS Spot Radio Small Markets Edition.

KWHT (FM)

1984
PENDLETON



Media Code 4 238 5968 5.00 Mid 033997-000
AGPAL Broadcasting, Inc.
1000 SW 6th St., Box 64, Pendleton, OR 97801. Phone
503-278-2500.

PROGRAMMING DESCRIPTION

KWHT (FM): Programmed for adults. MUSIC: Country
Current Hits mixed with past hits; 6 AIR PERSONALITIES
handle all segments. NEWS: nat'l, reg'l & local at :55;
emphasis on local region with network & UPI wire.
SPORTS: nat'l, reg'l & local scores at games end.
FEATURES: Listener Line. FARM: fulltime director with
morning & midday reports plus hly market reports 5:40
am-2:40 pm; agri-weather, commodities & livestock.
Contact Representative for further details. Rec'd 1/22/
85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Andrew F. Harle.
Vice-Pres. & Sales Mgr.—Cheryl L. McAnany.
Farm News Director—Alan Newbauer.
- REPRESENTATIVES**
Weiss & Powell, Inc.
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 720 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable upon receipt.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KTIX.
Affiliated with RKO TWO.
Member: Oregon Ag Radio Group.

TIME RATES

Eff—Rec'd 1/22/85

- SPECIAL FEATURES**
Farm News sponsorship: 1-min 25.00; 30-sec 20.00.
(SMD) (CR)

Portland

(including Beaverton, Gresham, Hillsboro, Lake
Oswego, Oregon City, OR; Vancouver, WA)
Hillsboro, Washington County, Ore.—Map Location C-1
Gresham, Portland, Multnomah Co., Ore.—Map Loca-
tion D-2
Lake Oswego, Oregon City, Clackamas Co., Ore.—Map
Location D-2
Vancouver, Clark County, Wash.—Map Location B-4

See SRDS Consumer market map and data at beginning of
the state.

Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply that
all of the stations provide equal coverage of the entire
area or cities involved. It is part of the time buying
function to determine extent of individual station
coverage, audience delivered, etc. within the area.

KAAR

1956
VANCOUVER, WA

Roslin Radio



Media Code 4 238 5995 8.00 Mid 013278-000
KAAR Broadcasting Inc.
Box 5857, Vancouver, WA 98668. Phone 206-696-1480.
503-228-1480.

PROGRAMMING DESCRIPTION

KAAR: MUSIC: Classic Gold; golden Top 40 hits of 50's &
60's. NEWS: network news. Contact Representative for
further details. Rec'd 11/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Al C. Emrich.
Broadcast Director—Mike Kirby.
Sales Manager—Len Sinkus.
- REPRESENTATIVES**
Roslin Radio Sales.
WA—The Tacher Company, Inc.
- FACILITIES**
1,000 w. days, 1,000 w. nights; 1480 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 24c, 29a, 29b, 30.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15b, 15c.
Contracts: 40a, 44a, 44b, 45, 46.
Comb. Cont. Discounts: 60b, 60h, 60k.
Cancellation: 71a
Affiliated with CBS RADIO/RADIO.

TIME RATES

No. 8 Eff 7/10/84—Rec'd 11/2/84.

AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sat 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AAA

GRID:	I	II	III	IV
1 min	32	28	24	20
30 sec	28	24	20	16

CLASS AA	I	II	III	IV
1 min	28	24	20	16
30 sec	26	22	18	14

GRID: I II III IV
6 ti 12 ti 18 ti 24 ti

CLASS A

1 min	24	22	18	14
30 sec	22	18	16	12

- PACKAGE PLANS**
TAP, ROTATES 6 AM-MIDNIGHT—1/3AAA, 1/3AA, 1/
3A

GRID: I II III GRID: I II III
6 ti 12 ti 18 ti 6 ti 12 ti 18 ti

1 min	24	20	16	30 sec	20	16	12
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- SPECIAL FEATURES**
News—AAA rates apply.

KCNR

1949
PORTLAND



Christal Radio

A Division of Duffy Broadcasting Company
Media Code 4 238 6022 0.00 Mid 013291-000
Duffy Broadcasting Co.
4700 S.W. Council Crest Dr., Portland, OR 97201. Phone
503-226-7676.

PROGRAMMING DESCRIPTION

KCNR: Programmed for adults 18-49, primarily 25-34.
MUSIC: contemporary. NEWS: at :55. Contact
Representative for further details. Rec'd 8/27/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David B. McDonald.
Program Director—Scott McLeod.
General Sales Manager—James Moyer.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w. days; 1410 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
Sold in combination with KCNR-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KCNR-FM

1948
PORTLAND



Christal Radio

A Division of Duffy Broadcasting Company
Media Code 4 238 6036 0.00 Mid 013279-000
Duffy Broadcasting Co.
4700 S.W. Council Crest Dr., Portland, OR 97201. Phone
503-226-7676.

PROGRAMMING DESCRIPTION

KCNR-FM: Programmed for mass appeal to adults 18-49
with primary emphasis on 25-34. MUSIC: contemporary
hits & adult appeal hits of the 70's. NEWS: on the :60 &
:30 in morning drive. Contact Representative for further
details. Rec'd 6/11/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—David B. McDonald.
Program Director—Scott McLeod.
General Sales Manager—James Moyer.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,200 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.

TIME RATES

Daytime—5 am-8 pm.
Evening—8 pm-1 am.

- SPOT ANNOUNCEMENTS**

1 min/less	DT	EVE
	105	65

KEX

1926
PORTLAND



Media Code 4 238 6050 1.00 Mid 013280-000
Taft Broadcasting Co.
4949 S.W. Macadam Ave., Portland, OR 97201. Phone
503-225-1190, TWX, 910-464-8066.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

KGAR

Call letters have been changed to:
KVAN

Mid 013298-000

KGON (FM)

1967
PORTLAND



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 238 6215 0.00 Mid 013281-000
Western Sun, Inc.
15351 S.E. Johnson Rd., Clackamas, OR 97015. Phone
503-655-9181

Other Office: Register Broadcast Group, c/o Des
Moines Register & Tribune, 715 Locust St., Des
Moines, IA 50304. Phone 515-284-8000.
Mailing Address: Box 22125, Portland, OR 97222.

PROGRAMMING DESCRIPTION

KGON (FM): Programmed for mass appeal to listeners
16-34. MUSIC: Album hit radio. Weekend music
specials. NEWS: 5 AIR PERSONALITIES handle all other
segments. Music & public affairs features. COMMERCIAL
POLICY: Max 8 units per hr. Contact Representative for
further details. Rec'd 7/30/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Linn Harrison.
General Sales Manager—Ray Mirabella.
Program Director—Dave Ervin.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle—Art Moore, Inc.
- FACILITIES**
ERP 100,000 w.; 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15d.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a, 28c,
29a, 30.
Contracts: 40a, 40c, 41a, 44a, 44b, 45, 46, 48, 49, 51a,
51b, 51c.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i,
61a, 61b, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KSGO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGW

1922
PORTLAND



BLAIR RADIO



Media Code 4 238 6270 5.00 Mid 013282-000
King Broadcasting Co.
KGW Broadcast Center, 1501 S.W. Jefferson St., Por-
tland, OR 97201. Phone 503-226-5055, TWX, 910-464-
6150.

PROGRAMMING DESCRIPTION

KGW: Programmed for wide appeal to listeners 18-54;
primary emphasis 25-44. MUSIC: adult contemporary,
researched contemporary hits and oldies. NEWS: new-
scasts at :60 and :30 during AM/PM drive. Airborne
traffic during AM/PM drive. Contact Representative for
further details. Rec'd 2/24/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Alan C. Mason.
National Sales Manager—Annemarie Carlson.
General Sales Manager—Kenn Brown.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 620 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11h, 14e.
Basic Rates: 20b, 22b, 23a, 24a, 25a.
Contracts: 40c, 45, 46.
Comb. Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a, 73b.
Multi brands may be combined for frequency discount
purposes.
FM facilities: KINK (FM).
Affiliated with Blair Represented Network.

TIME RATES

Eff—Rec'd 4/1/84.
AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat-Sun 10 am-8 pm.
B—Mon-Sun 8 pm-1 am.

- SPOT ANNOUNCEMENTS**
GRID, 1 MIN/LESS:

	AAAA	AAA	AA	A	B
I	240	145	145	120	40
II	220	130	130	105	35
III	195	115	115	95	30
IV	180	100	105	85	25

KGW/KINK (FM) COMBINATION

I	350	230	250	240	100
II	320	205	220	210	90
III	290	185	200	185	80
IV	260	165	180	165	75

Overnight: Fiat 40.00.

KINK (FM)

1968
PORTLAND



BLAIR RADIO

Media Code 4 238 6300 0.00 Mid 013283-000
King Broadcasting Co.
1501 S.W. Jefferson St., Portland, OR 97201. Phone 503-
226-5080, TWX, 910-464-6150.

PROGRAMMING DESCRIPTION

KINK (FM): Programmed for adults 18-44, with emphasis
on 25-34. MUSIC: Contemporary Album. FEATURES:
on-going promotions & ad campaigns; lifestyle events like
concerts, runs, winery tours. NEWS: 6-min at :20 & :50 in
AM drive. COMMERCIAL POLICY: 9 units per hr. Con-
tact Representative for further details. Rec'd 5/2/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Stan Mak.
General Sales Manager—Paul Clithero.
National Sales Manager—Annemarie Carlson.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,611 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11h, 14e.
Basic Rates: 20b, 22b, 23a, 24a, 25a.
Contracts: 40c, 45, 46.
Comb. Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a, 73b.
Multi brands may be combined for frequency discount
purposes.
AM facilities: KGW.
Affiliated with Blair Represented Network.
Sold in combination with KGW. See that listing.

TIME RATES

Eff—Rec'd 1/24/85.
AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat & Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-1 am.

- SPOT ANNOUNCEMENTS**
GRID, 1 MIN/LESS:

	AAAA	AAA	AA	A	B
I	165	120	145	160	75
II	150	110	130	140	70
III	135	100	115	125	65
IV	120	90	105	110	60

KJIB (FM)

1968
PORTLAND



EASTMAN RADIO, INC.



Media Code 4 238 6435 4.00 Mid 013284-000
Contemporary FM Inc.
931 S.W. King Ave., Portland, OR 97205. Phone 503-228-
4393.

PROGRAMMING DESCRIPTION

KJIB (FM): Target audience 18-54. MUSIC: Contem-
porary Hit Country format featuring live AIR PERSONAL-
ITIES. NEWS: 15 headline reports daily; weather 24 hrs.
COMMERCIAL POLICY: 10 units per hr. Contact
Representative for further details. Rec'd 3/29/84.

- PERSONNEL**
President—Roy H. Park.
Vice-Pres. Radio Div.—Eddie Anderson.
General Manager—Steven T. Newcombe.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mhz.
Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b, 15a, 15c, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 26, 27, 28a,
28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a, 51b.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70s, 71a, 73a, 73b.
Prod. Services: 82.
AM facilities: KWJJ.
Affiliated with Eastman Radio Network.
Sold in combination with KWJJ. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 10% from KWJJ/KJIB (FM) combination.

OREGON

Portland—cont

KKCW (FM)

1984
BEAVERTON



Media Code 4 238 6462 8.00 Mid 033481-000
Columbia-Willamette Broadcasting Co., Inc.
12655 S.W. Center St., Suite 500, Beaverton, OR 97005.
Phone 503-643-5103.

PROGRAMMING DESCRIPTION

KKCW (FM): MUSIC: Love songs, blend of familiar melodic, romantic vocals from past 20 yrs, emphasis on recent years. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—John O. Tilson, III.
Oper. & Prog.—Robert E. Darling.
National Sales Manager—Don Propst.
- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 100,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,654 ft. above average terrain.

- AGENCY COMMISSION**
15%.

TIME RATES

No. 2 Eff 8/1/84—Rec'd 8/21/84.

6. SPOT ANNOUNCEMENTS

AMD—5:30-10 AM

GRID:	I	II	III	IV	V
1 min	80	70	60	55	50
30 sec	75	65	55	50	45

MID—10 AM-3 PM

1 min	90	80	70	60	55
30 sec	80	75	65	55	50

PMD—3-6 PM

1 min	75	65	55	50	45
30 sec	70	60	50	45	40

EVEN—8 PM-MIDNIGHT

1 min	50	45	40	35	30
30 sec	45	40	35	30	25

Midnight-5:30 am, flat 15.00.

KKEY

1954
PORTLAND

Media Code 4 238 6490 9.00 Mid 013285-000
Western Broadcasting Co.
Box 5757, Portland, OR 97228. Phone 503-222-1150.
Rates have been temporarily withdrawn by station.

KKRZ (FM)

1948
PORTLAND



Media Code 4 238 6503 9.00 Mid 013294-000
Taft Broadcasting Co.
4949 S.W. Macadam, Portland, OR 97201. Phone 503-226-0100, TWX, 910-464-8066.

PROGRAMMING DESCRIPTION

KKRZ (FM): Programming targeted to 18-34 adults. MUSIC: Current Hits; AIR PERSONALITIES; year round contests. NEWS: Network & local; community involvement. Contact Representative for further details. Rec'd 8/20/84.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—David H. Crowl.
Local Sales Manager—Lon Achenbach.
Program Director—Gary Bryan.

- REPRESENTATIVES**
Katz Radio.

- FACILITIES**
ERP 100,000 w. circular polarized; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60k, 61c.
Cancellation: 70c, 71a, 73a.
AM facilities: KEX.
Affiliated with ABC FM Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KKSN

1980
VANCOUVER, WA



concert music broadcast sales, inc.

Media Code 4 238 6517 9.00 Mid 013286-000
Ft. Vancouver Broadcasting, Inc.
233 S. W. Front Ave., Portland, OR 97204. Phone 503-796-9100.
Mailing Address: Box 3910, Portland, OR 97208.

PROGRAMMING DESCRIPTION

KKSN: Programming devoted to classical music, jazz, fine arts & entertainment. MUSIC: 80% classical, 20% jazz. TALK: wine, gourmet food, movie, book, record reviews, cultural news. COMMERCIAL POLICY: average of 8 units per hr. Contact Representative for further details. Rec'd 12/26/84.

- PERSONNEL**
General Manager—William L. Failing.
Sales Manager—Mark Loder.
Business Manager—Don Campbell.

- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.

- FACILITIES**
5,000 w.; 910 khz.
Operating Schedule: 24 hour daily. PST.

- AGENCY COMMISSION**
15%.

TIME RATES

Eff 12/21/84

AAA—Mon thru Fri 6-10 am, 3-8 pm; Sat & Sun 10 am-8 pm.
AA—Mon thru Sun 8 pm-1 am; Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AAA	68	54
AA	60	49

10 sec: use 30-sec rate.

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA

	1 min	30 sec
Ea	62	48

KLIQ

1948
PORTLAND

Sports/Talk/Comedy



A Tamarack Communications, Inc. Station

Media Code 4 238 6600 3.00 Mid 013288-000
Tamarack Communications, Inc.
Broadcast St., Oaks Park, Portland, OR 97202. Phone 503-234-8448.

PROGRAMMING DESCRIPTION

KLIQ: Programmed for adults & young adults. ABC Talkradio Network featuring sports/talk; comedy & sports 4 pm-midnight M-S. Rec'd 10/25/84.

- PERSONNEL**
President—David M. Jack.
Program Director—Lawrence D. Lester.
Co-op Manager—Les Sugarman.

- FACILITIES**
5,000 w. days, 5,000 w. nights; 1290 khz.
Non-directional days, directional nights.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 3a, 3d, 4a, 4c.
Rate Protection: 10f, 11f, 14g.
Basic Rates: 20b, 21b, 22a, 28b, 29a.
Cancellation: 70a, 71a, 72, 73a.

TIME RATES

Eff 1/1/84—Rec'd 5/29/84.

7. PACKAGE PLANS

PER MO:	20 ti	50 ti	100 ti
1 min	62	45	40
30 sec	50	36	32

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
52 x	225	175	100	75
250 x	190	150	90	50
312 x	175	125	70	40

KMJK (FM)

1977
LAKE OSWEGO



Media Code 4 238 6686 2.00 Mid 013290-000
107 LTD.
9500 S.W. Barbur Blvd. Suite 302, Portland, OR 97219.
Phone 503-245-1433.

- REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KPDQ

1947
PORTLAND



Media Code 4 238 6930 4.00 Mid 013292-000
KPDO, Inc.
5110 S.E. Stark, Portland, OR 97215. Phone 503-231-7800.
Rates have been temporarily withdrawn by station.

KPDQ-FM

1961
PORTLAND



Media Code 4 238 6931 2.00 Mid 013293-000
KPDO, Inc.
5110 S.E. Stark, Portland, OR 97215. Phone 503-231-7800.
Rates have been temporarily withdrawn by station.

KRCK (FM)

1948
PORTLAND



Media Code 4 238 7327 2.00 Mid 013289-000
Henry Broadcasting
2040 S.W. 1st Ave., Portland, OR 97201. Phone 503-222-1841.

PROGRAMMING DESCRIPTION

KRCK (FM): MUSIC: 24 hr Classical music programmed for adults 25+; Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
General Manager—David Berkeley.
Sales Manager—Charlie King.
Program Director—Hal Owen.

- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,640 ft. above average terrain.

- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**

General: 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 24c, 25a, 27.

Contracts: 40a, 41, 44a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: KYTE.
Affiliated with Supernet.
Affiliated with NBC—The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KRDR

1956
GRESHAM

Suburban Community



A Community Pacific Station

Media Code 4 238 7395 9.00 Mid 013295-000
Community Gresham Broadcasting Corp.
Box 32, Gresham, OR 97030. Phone 503-667-1230.

PROGRAMMING DESCRIPTION

KRDR: Programmed for adults. MUSIC: contemporary country PERSONALITY announcers; NEWS: extended local at :60; supplementary newscasts at :30 in drive times; AP wire; network; mobile units; police monitor; traffic reports. SPORTS: local high school football, race track reports, ski reports. Local community involvement. Rec'd 3/28/83.

- PERSONNEL**
Chrmn. of Bd.—David J. Benjamin, III.
President—Charles W. Banta.
General Manager—Don Coss.
Program Director—Mark Wade.

- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15/0 time only; payable when rendered.

- GENERAL ADVERTISING See coded regulations**

General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 28b, 29a, 30.
Contracts: 40a, 40c, 41, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 1/1/83—Rec'd 3/28/83.

AAA—Mon thru Fri 5:30-9:30 am & 3-7 pm.
AA—Mon thru Fri 9:30 am-3pm; Sat & Sun 6 am-10 pm.
A—Mon thru Sun 5:30 am-midnight. BTA.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	CLASS AA	CLASS A
1 min	1x 12x 24x 48x 156x 312x 624x	29 28 26 24 22 21 20	24 23 22 19 18 17 16
30 sec	24 23 22 19 18 17 16	28 27 25 23 21 20 19	23 22 21 18 17 16 15

	CLASS A
1 min	28 27 25 23 21 20 19
30 sec	23 22 21 18 17 16 15

1 min: 28 27 25 23 21 20 19 18
30 sec: 22 21 20 17 16 15 14
Midnight-6 am, 1 min/less, ea 8.00.
20 sec: 70% of 1-min; 10 sec: 60% of 1-min.

7. PACKAGE PLANS

	TAP—MON THRU SUN *3-7 DAYS
5:30-9:30 am	18 10 8 6 5 3
9:30 am-3 pm	24 12 10 9 6 5
3-7 pm	18 10 8 6 5 4
7 pm-midnight	12 8 4 4 4 3
TOTAL TI:	72 40 30 25 20 15
1 min	15 18 19 20 21 22
30 sec	12 14 15 17 18 19

(*) Plans 30, 40, 72 may be used over a 14-day period.

ANNUAL CONTRACTS

	1 MINUTE
PER WK, EA:	5 ti 10 ti 15 ti 20 ti 30 ti
PER MO, EA:	10 ti 40 ti 60 ti 80 ti 120 ti

AAA	21	20	18	17	13
AA	20	19	17	16	12
A	19	18	16	15	11

30 SECONDS

AAA	17	16	14	13	11
AA	16	15	13	12	10
A	15	15	12	11	9

10. SPECIAL FEATURES

News/cast sponsorships—1-min rate plus 1.00.

Weathercast sponsorships—1-min rate plus 1.00.

Traffic sponsorships—1-min rate plus 1.00.

KSGO

(formerly KYXI)
1947
OREGON CITY



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 238 7443 7.00 Mid 013303-000
Western Sun, Inc.
Mailing Address: Box 22125, Portland, OR 97222.
15351 S.E. Johnson Rd., Clackamas, OR 97015. Phone 503-656-1441.

Other Office: Register Broadcast Group, c/o Des Moines Register & Tribune, 715 Locust St., Des Moines, IA 50304. Phone 515-284-8000.

KSGO: Solid Gold format. MUSIC: Hits of the 60's plus million selling records from Buddy Holly to early Beatles. NEWS: plus traffic & weather. Contact Representative for further details. Rec'd 10/26/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Linn Harrison.
General Sales Manager—Ray Mirabella.
Program Director—Mike Johnson.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle—Art Moore, Inc.

- FACILITIES**
50,000 w. days, 10,000 w. nights; 1520 khz.
Operating schedule: 24 hours daily. PST.

- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**

General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30.

Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61a

- PERSONNEL**
General Manager—Greg Fabos.
Sales Manager—Sherry Collins.
Regional Sales Manager—Vicki Conklin.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1099 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KSLM.

TIME RATES

Eff—Rec'd 12/21/83.

- SPOT ANNOUNCEMENTS**
1 ti 18+
Ea 30 25
(D)

KUIK
1954
HILLSBORO



mutual broadcasting system, inc.



Mutual Broadcasting System, Inc.

Media Code 4 238 7492 4.00 Mid 013296-000
Dolphin Communications, Inc.
Hwy. 219, Box 566, Hillsboro, OR 97123. Phone 503-640-3703.

PROGRAMMING DESCRIPTION

KUIK: MUSIC: Modern Country. NEWS: network at :60; county farm news, 5-6 am Mon thru Fri :30; county news & sports 6, 7, 8, 9 am, noon, 3, 4, 5 & 6 pm. SPORTS: network on wknds & 8:30 am, 2:30 & 5 pm wkdays; college & local football & basketball; news & sports director covering county events, high school football. FEATURES: 5-hr Spanish music/news block Sun 6-11 am. Contact Representative for further details. Rec'd 3/2/84.

- PERSONNEL**
Pres & Gen'l Mgr.—Don McCoun.
News Director—Lisa Dupre.
Farm Director—Ron Vandehy.
- REPRESENTATIVES**
Portland, Seattle—McGavren-Guild, Inc.
Farm—J.L. Farmakis, Inc.
- FACILITIES**
1,000 w. days, 5,000 w. nights; 1360 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Oregon Ag Radio Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KUPL
1923
PORTLAND



Media Code 4 238 7516 0.00 Mid 028355-000
Scripps-Howard Broadcasting Co.
6400 S.W. Canyon Ct., Portland, OR 97221. Phone 503-297-3311.

- REPRESENTATIVES**
Torbet Radio, Inc.
Separate rates have been temporarily withdrawn by station.

KUPL-FM
1948
PORTLAND



Torbet Radio

Media Code 4 238 7541 8.00 Mid 013297-000
Scripps-Howard Broadcasting Co.
6400 S.W. Canyon Ct., Portland, OR 97221. Phone 503-297-3311.

PROGRAMMING DESCRIPTION

KUPL-FM: MUSIC: Contemporary Country Hits with AIR PERSONALITIES. NEWS: plus traffic updates in drive. FEATURES: emphasis on community involvement. Contact Representative for further details. Rec'd 6/20/84.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Edward T. Hardy.
Gen'l Sales & Sta. Mgr. & Dir./Sales—Jay Justice.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 48,000 w. (vert.); 98.5 mhz. Stereo.

Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above average terrain.

Partial simulcast operation. Simulcast Mon thru Fri 6-10 am & 4-6 pm; Sat 6 am-2 pm; Sun 5-7 am & 10 pm-midnight. For non-simulcast facilities see KUPL.

- AGENCY COMMISSION**
15/0; 10th following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4d, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 21a, 22a, 22b, 23a, 24a, 24c, 28b, 28c, 29a, 29b, 33b.
Contracts: 40c, 41, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with ABC Direction Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
FM/AM COMBINATION
No. 1 Eff 5/1/84—Rec'd 6/20/84.

AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-midnight; Sun 6 am-8 pm.

- SPOT ANNOUNCEMENTS**
CLASS AAA
WK, GRID: I II III IV V
12 ti 110 95 80 70 65
18 ti 105 90 75 65 60
24 ti 100 85 70 60 55
CLASS AA
12 ti 95 85 70 60 55
18 ti 90 80 65 55 50
24 ti 85 75 60 50 45
30 sec: 90% of 1-min.

- PACKAGE PLANS**
TAP—40%AAA, 60%AA
WK, GRID: I II III IV V
12 ti 85 75 65 55 50
18 ti 80 70 60 50 45
24 ti 75 65 55 45 40
ROS—MON THRU SUN 5:30-1 AM
12 ti 80 70 60 50 45
18 ti 75 65 55 40 35
24 ti 70 60 50 40 35

KUPL-FM only: Rates have been temporarily withdrawn by station.

KVAN

(formerly KGAR)
1963
VANCOUVER, WA



A Capps Broadcast Group Station

Media Code 4 238 7620 0.00 Mid 013298-000
KVAN
5620 N.E. Gher Rd., Box 4638, Vancouver, WA 98662.
Phone 206-256-9043. Portland OR: 503-285-5575.

PROGRAMMING DESCRIPTION

KVAN: Target audience 18-49. MUSIC: country. AIR PERSONALITIES handle all segments. NEWS: 3 person dept with local, reg'l, nat'l & internat'l news; emphasis on local. Sports & weather. Contact Representative for further details. Rec'd 7/6/81.

- PERSONNEL**
President—Gary Capps.
General Manager—Ron Hughes.
- REPRESENTATIVES**
Seattle—Art Moore, Inc.
- FACILITIES**
10,000 w.; 1550 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22b, 24b, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff—Rec'd 5/23/83.

- SPOT ANNOUNCEMENTS**
WK, GRID: 12 ti 18 ti 24 ti 30 ti 36 ti
MO: 20 ti 30 ti 40 ti 50 ti 60 ti
1 min 17 16 15 14 13
30 sec 14 13 12 11 10

- PACKAGE PLANS**
TAP—50%AAA, 50%AA
PER WK, EA: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 22 20 18 17 16
30 sec 17 16 15 14 13
AAA only; extra 20%.

- SPECIAL FEATURES**
News—Applicable 1-min plus 4.00.

(CR)

KWJJ

1925
PORTLAND



EASTMAN RADIO, INC.



AMERICAN ENTERTAINMENT RADIO NETWORK



Media Code 4 238 7700 0.00 Mid 013299-000
KWJJ Broadcasting Co., A Div. of Roy H. Park
931 S.W. King Ave., Portland, OR 97205. Phone 503-228-4393, TWX, 910-464-8094.

PROGRAMMING DESCRIPTION

KWJJ: Programmed for adults 25-54. MUSIC: country. NEWS: 5-min local at :60; network at :30; commentator at 7:05 am, 12:05 & 5:05 pm M-F. RELIGION: 10-11 pm M-F. COMMERCIAL POLICY: 10 min per hour. Contact Representative for further details. Rec'd 3/29/84.

- PERSONNEL**
President—Roy H. Park.
Vice-Pres. & Radio Div.—Eddie Anderson.
General Manager—Steven T. Newcombe.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 1080 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15% time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b, 15a, 15c, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 82.
FM facilities: KJJB (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

KWJJ/KJJB (FM) COMBINATION

No. 5 Eff 1/23/84—Rec'd 2/9/84.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
1 MINUTE
GRID: I II III IV
AAA 180 160 140 120
AA 145 130 115 100
A 140 125 110 95
B 110 95 80 65
30 SECONDS
AAA 150 135 120 105
AA 125 110 100 85
A 120 110 95 80
B 95 80 65 55
Equal buy on each station.

KWJJ only: Deduct 10% from KWJJ/KJJB (FM) combination.

KXL

1926
PORTLAND



M'GAVREN GUILD RADIO



Media Code 4 238 7810 7.00 Mid 013300-000
Kaye-Smith Radio
1415 S. E. Ankeny, Box 14957, Portland, OR 97214.
Phone 503-231-0750.

PROGRAMMING DESCRIPTION

KXL: News & Information. AIR PERSONALITIES handle all segments; live guest interviews. NEWS: continuous 5-9:30 am, noon-1 pm & 3:30-6 pm; 5-min at :60 & :30 all other times; airplane/mobile units traffic reports every 5 min 7-8:30 am & 4-6 pm. FARM: M-F 5:15-5:30 am, ag report & consumer locus. SPORTS: 3 min ea 1/2 hr 5-9:30 am & 3:30-6 pm; U of O football & basketball play-by-play; Seattle Seahawk & Portland State U football play-by-play. TALK: NBC Talknet 6 pm-12M; Larry King 12M-5 am. Contact Representative for further details. Rec'd 11/26/84.

- PERSONNEL**
Executive Director—Lester M. Smith.
General Manager—Ray Watson.
Sales Manager—Tim McNamara.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
50,000 w., 10,000 w. nights; 750 khz. Directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 32b.
Contracts: 40a, 41, 46, 47a.
Comb. Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with McGavren-Guild Radio Network.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AM/FM COMBINATION

Eff 6/1/84—Rec'd 6/11/84.

AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
GRID
AAAA AAA AA A AAA AAA AA A
I 160 100 95 75 145 92 87 70
II 145 95 90 70 133 87 82 65
III 130 90 85 65 120 82 78 60
IV 115 85 80 55 105 78 73 50
Less than full rotation of day or dayparts, use next highest rate.

7. PACKAGE PLANS

TAP—1/4AAAA, 1/4AAA, 1/4AA, 1/4A
GRID: I II III IV GRID: I II III IV
1 min 100 92 85 78 30 sec 92 85 78 72
Minimum 4 day rotation.
AM spots bonused by spots over FM.

AM only: Rates have been temporarily withdrawn by station.

KXL-FM

1960
PORTLAND



M'GAVREN GUILD RADIO



Media Code 4 238 7811 5.00 Mid 013301-000
Kaye-Smith Radio
1415 S.E. Ankeny, Portland, OR 97214. Phone 503-231-0750.

PROGRAMMING DESCRIPTION

KXL-FM: Programmed to adults. MUSIC: Beautiful, 1/4 hr segments of today's music presented live by AIR PERSONALITIES. NEWS: 2 min ea 1/2 hr 6-8 am; 1 1/2 min every other hr 9 am-7 pm; 2 min hrly midnight-5 am. Contact Representative for further details. Rec'd 6/11/84.

- PERSONNEL**
Executive Director—Lester M. Smith.
General Manager—Ray Watson.
Sales Manager—Tim McNamara.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 32b.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with McGavren-Guild Radio Network.
Sold in combination with KXL. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

KYTE

1924
PORTLAND



Media Code 4 238 7865 1.00 Mid 013302-000
Henry Broadcasting
2040 S.W. 1st Ave., Portland, OR 97201. Phone 503-222-1841, TWX, 910-464-6194.

PROGRAMMING DESCRIPTION

KYTE: Programmed for adults 35+. MUSIC: Al Ham's "Music of Your Life", popular hits of the 40's, 50's, 60's & 70's. FEATURES: CBS Radio news & features. Contact Representative for further details. Rec'd 10/2/84.

- PERSONNEL**
General Manager—David Berkeley.
Sales Manager—Charlie King.
Program Director—Matt Williams.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
5,000 w.; 970 khz. Directional—night only.
Operating schedule: 24 hours daily. PST.

continued

OREGON

Portland—cont

KYTE—cont

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 15a, 15e.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 24c, 25a, 27.
 Contracts: 40a, 41, 44a, 45, 46.
 Comb. Cont. Discounts: 60k.
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 FM facilities: KRCK (FM).
 Affiliated with CBS Radio Network.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KYXI

Call letters have been changed to:

KSGO

Mid 013303-000

Prineville

Crook County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

KIJK (FM)

1981
 PRINEVILLE

Mid 013304-000

See SRDS Spot Radio Small Markets Edition.

KRCO

1950
 PRINEVILLE

Mid 013305-000

See SRDS Spot Radio Small Markets Edition.

Redmond

Deschutes County—Map Location E-2
 See SRDS Consumer market map and data at beginning of the state.

KPRB

1952
 REDMOND

KPRB-FM

1982
 REDMOND

Mid 013306-000

See SRDS Spot Radio Small Markets Edition.

Reedsport

Douglas County—Map Location E-1
 See SRDS Consumer market map and data at beginning of the state.

KDUN

1951
 REEDSPORT

Mid 013308-000

See SRDS Spot Radio Small Markets Edition.

Roseburg

Douglas County—Map Location E-1
 See SRDS Consumer market map and data at beginning of the state.

KQEN

1950
 ROSEBURG

Mid 013309-000

See SRDS Spot Radio Small Markets Edition.

KRNR

1935
 ROSEBURG



Media Code 4 238 8470 9.00 Mid 013310-000
 Douglas County Tricasters, Inc.
 782 N.E. Garden Valley Rd., Box 910, Roseburg, OR
 97470. Phone 503-673-5551.

PROGRAMMING DESCRIPTION

KRNR: Target audience 25-65. NEWS: network at :60, network features at :25. LOCAL: local & reg'l 3x/day. SPORTS: network features; local football & basketball; fishing reports, farm reports, talk show, M-F. MUSIC: Modern Country by top musicians. Contact Representative for further details. Rec'd 5/2/83.

1. PERSONNEL

Pres. & Mgr.—V. Faye Johnson.
 General Manager—David Weisman.

2. REPRESENTATIVES

Market 4 Radio.
 Art Moore, Inc.

3. FACILITIES

1000 w.; 1490 khz. Non-directional.
 Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/1/80—Rec'd 7/27/81.

AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
 AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-7 pm.
 A—Mon thru Sun 7 pm-midnight; ROS when available.

6. SPOT ANNOUNCEMENTS

	CLASS AAA	CLASS AA	CLASS A
PER WK:	10 ti 20 ti 30 ti 40 ti 50 ti 60 ti	25 ti 50 ti 75 ti 100 ti 125 ti 150 ti	
PER MO:	9.00 8.00 7.50 7.00 6.50 6.00	7.50 6.50 6.00 5.50 5.00 4.50	
1 min	8.00 7.00 6.50 6.00 5.50 5.00	7.00 6.00 5.50 5.00 4.50 4.00	
30 sec	7.00 6.00 5.50 5.00 4.50 4.00	5.50 5.00 4.50 4.00 3.50 3.00	

(SMD)

KRSB (FM)

1970
 ROSEBURG

Mid 013311-000

See SRDS Spot Radio Small Markets Edition.

KYES

1955
 ROSEBURG

Mid 013312-000

See SRDS Spot Radio Small Markets Edition.

St. Helens

Columbia County—Map Location C-1
 See SRDS Consumer market map and data at beginning of the state.

KOHI

1959
 ST. HELENS

Mid 013313-000

See SRDS Spot Radio Small Markets Edition.

Salem

Marion County—Map Location D-2
 See SRDS Consumer market map and data at beginning of the state.

KBZY

1957
 SALEM



Media Code 4 238 8910 4.00 Mid 013314-000
 Capital Broadcasting Corp.
 4340 Commercial SE, Salem, OR 97302. Phone 503-362-1490.
 Mailing Address: Box 14900, Salem, OR 97309.

2. REPRESENTATIVES

Roslin Radio Sales.
 S/R Reps, Inc.
 1 min rate 1x: 18.00.

KCCS

1951
 SALEM



Media Code 4 238 8960 9.00 Mid 013315-000
 Christian Center, Inc.
 4303 Market St., Salem, OR 97301. Phone 503-364-1000.



2. REPRESENTATIVES

Gillis Broadcasting Representatives.
 1 min rate 1x: 14.75.

KGAY

1951
 SALEM



Media Code 4 238 9020 1.00 Mid 013316-000
 Capitol Equities Corp.
 Mailing Address: Box 1430, Salem, OR 97308.
 2220 Coral N.E., Salem, OR 97305. Phone 503-581-1430.

2. REPRESENTATIVES

Market 4 Radio.
 The Tacher Company, Inc.
 1 min rate 1x: 19.50.

KSKD (FM)

1968
 SALEM



Media Code 4 238 9075 5.00 Mid 013317-000
 Holiday Radio, Inc.
 Local Sales:
 Box 631, Salem, OR 97308. Phone 503-364-8433.
 Portland Sales Office:
 9999 SW Wilshire St., Suite 211, Portland, OR 97225.
 Phone 503-297-3727.

PROGRAMMING DESCRIPTION

KSKD (FM): Programmed regionally for 18-34 adults. MUSIC: Hit Contemporary. FEATURES: Am. Top 40 w/ Casey Kasem; Earth News; selected concerts; Dan Ingram's Top 40 program Sun 7-10 pm; CBS RADIORADIO. COMMERCIAL POLICY: 8-10 units & 4 breaks/hr. Contact Representative for further details. Rec'd 7/2/84.

1. PERSONNEL

General Manager—Greg Fabos.
 Sales Manager—Sherry Collins.
 Regional Sales Manager—Vicki Conklin.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
 Operating schedule: 24 hours daily. PST.
 Antenna ht.: 1099 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KSLM.

TIME RATES

Eff—Rec'd 12/21/83.

6. SPOT ANNOUNCEMENTS

	1 ti 18+
Ea	30 25

(D)

KSLM

1934
 SALEM



Media Code 4 238 9130 8.00 Mid 013318-000
 Holiday Radio Inc.
 Local Sales, Box 631, Salem, OR 97308. Phone 503-364-8433.
 Sales Office:
 9999 S.W. Wilshire St., Suite 211, Portland, OR 97225.
 Phone 503-297-3727.

PROGRAMMING DESCRIPTION

KSLM: Programmed for adults 25-49. MUSIC: Adult Contemporary consisting of best Popular with past hits from late 60's to present; special Oldies Fri eve. NEWS: Staff coverage of state capitol; CBS Network; mobile news units; editorials & probing documentaries. SPORTS: Portland Trail Blazers; pro basketball, Seattle Mariners baseball, Seattle Seahawks football; Oregon State U football & basketball; world series & Mon night football. RKO's nighttime America, Solid Gold weekends. FARM: 5-8 am M-Sat. Involved in community affairs & continuous promotions. Contact Representative for further details. Rec'd 9/10/84.

1. PERSONNEL

General Manager—Greg Fabos.
 Sales Manager—Sherry Collins.
 Regional Sales Manager—Vicki Conklin.

2. REPRESENTATIVES

Weiss & Powell, Inc.
 J. L. Farmakis, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1390 khz. Non-directional.
 Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KSKD (FM).
 Affiliated with CBS.

Member: Oregon Ag Radio Group.

TIME RATES

Eff—Rec'd 9/10/84.

7. PACKAGE PLANS

	TAP	1 min 30 sec
PER WK:		16 13
20 ti		

KWIP

1955
 DALLAS

(This is a paid duplicate of the listing under Dallas, Oregon.)

Media Code 4 238 2200 6.00 Mid 013231-000
 Firebird Communications, Inc.
 1405 E. Ellendale, Box KWIP, Dallas, OR 97338. Phone 503-581-5544.

PROGRAMMING DESCRIPTION

KWIP: Programmed for 25-54 adults. MUSIC: Adult Contemporary. AIR PERSONALITIES featured on all programs. FARM: ag news & features, 5:15-5:30 am. NEWS: at :55. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

General Manager—Eric G. Norberg.
 Station Manager—Harvey Smith.
 Sales Manager—Cal Snell.

2. REPRESENTATIVES

Hugh Wallace, Inc.
 Art Moore, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 880 khz. Non-directional.
 Operating schedule: 5:15-12:05 am. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Member: Oregon Ag Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 6/1/84—Rec'd 7/13/84.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
 AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 3-7 pm.
 A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	SPECIFIED DAYPARTS—1 MINUTE											
WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti					
MO:	12 ti	24 ti	48 ti	60 ti	72 ti	84 ti	108 ti					
YR:	120x	240x	480x	660x	720x	840x	1080x					
AAA	28	26	24	22	20	19	18					
AA	24	22	20	18	16	15	14					
A	18	16	14	12	11	10	9					

	SPECIFIED DAYPARTS—30 SECONDS											
AAA	22	21	19	17	16	15	14					
AA	19	18	16	14	13	12	11					
A	14	12	11	9	8	7	6					

Guaranteed times and adjacencies, extra 2.00.

7. PACKAGE PLANS

	DAYPART MIX—2/3AAA, 1/3AA			
WK:	12 ti	18 ti	24 ti	30 ti
MO:	24 ti	48 ti	60 ti	72 ti
YR:	240x	480x	660x	720x
1 min	23	21	19	17
30 sec	19	17	15	14

	TAP—1/2AAA, 1/4AA, 1/4A			
1 min	20	18	16	14
30 sec	16	14	12	11

	DAYPART MIX—2/3AAA, 1/3AA			
WK:	36 ti	48 ti	60 ti	72 ti
MO:	84 ti	108 ti	120 ti	144 ti
YR:	640x	1080x	1200x	1440x
1 min	16	15	14	13
30 sec	13	12	11	10

	TAP—1/2AAA, 1/4AA, 1/4A			
1 min	13	12	11	10
30 sec	10	9	8	7

10. SPECIAL FEATURES

Newscastrs—applicable rate plus 20%.

(SMD) (D)

Seaside

Clatsop County—Map Location C-1
 See SRDS Consumer market map and data at beginning of the state.

KSWB

1968
 SEASIDE

Mid 01331

Sweet Home

Linn County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KFIR
1968
SWEET HOME

Mid 013320-000

See SRDS Spot Radio Small Markets Edition.

The Dalles

Wasco County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KACI
1955
THE DALLES

Mid 013321-000

See SRDS Spot Radio Small Markets Edition.

KACI-FM
1984
THE DALLES

Mid 035496-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

KCIV (FM)
1969
THE DALLES

Mid 013322-000

See SRDS Spot Radio Small Markets Edition.

KODL
1940
THE DALLES

Mid 013323-000

See SRDS Spot Radio Small Markets Edition.

Tillamook

Tillamook County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KTIL
1947
TILLAMOOK

Mid 013324-000

See SRDS Spot Radio Small Markets Edition.

Toledo

Lincoln County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KCEL (FM)
1980
TOLEDO

Mid 013325-000

See SRDS Spot Radio Small Markets Edition.

KTDO
1960
TOLEDO

Mid 013326-000

See SRDS Spot Radio Small Markets Edition.

Woodburn

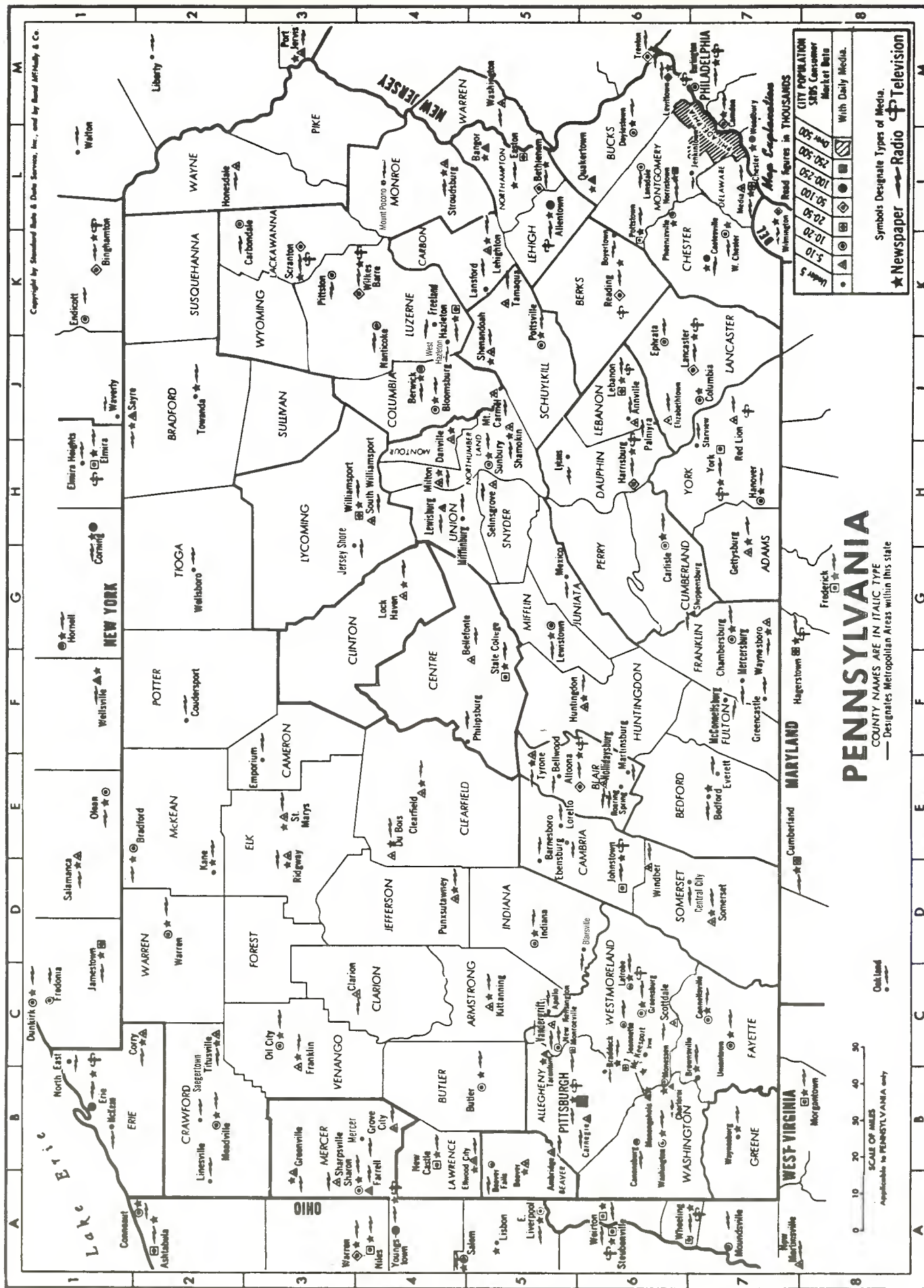
Marion County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KWRC
1964
WOODBURN

Mid 013327-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984					Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)					
			Per Household (\$)	% Distribution of Households				Total Retail Sales— Per Household (\$)	By Selected Store Types											
				00000	15000	35000	50000		Food (\$000)	Drug (\$000)	General Mdee. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)		
PENNSYLVANIA STATE TOTALS.....	11,899.6	4,265.55	116,550,357	27,324	33.1	41.3	15.3	10.2	62,007,312	14,537	13,498,956	2,124,076	9,065,660	2,941,073	3,150,167	10,513,249	5,494,322	6,167.53	1,002.0	151.96
ADAMS G-7.....	73.0	24.75	616,127	24,894	30.8	47.5	14.4	7.3	350,295	14,153	76,806	12,206	51,919	16,486	17,427	59,293	31,125	44.40	.8	.66
ALLEGHENY B-5.....	1,382.4	519.31	15,647,800	30,132	42.1	37.9	11.8	8.3	7,770,110	14,962	1,678,830	261,377	1,119,650	371,542	403,326	1,319,700	686,497	660.25	143.2	7.79
Pittsburgh.....	383.2	151.65	3,543,620	23,367	2,044,910	13,484	454,359	73,509	310,788	94,828	97,692	345,055	182,635	135.66	92.0	2.89
Pittsburgh Metro Area.....	2,161.6	798.30	22,957,700	28,758	29.5	40.7	17.1	12.6	11,814,100	14,799	2,559,890	400,159	1,711,770	563,195	608,320	2,005,240	1,044,930	1,083.16	165.9	11.10
Pittsburgh-Beaver Valley Consolidated Area.....	2,365.4	870.37	25,089,600	28,826	29.2	40.7	17.5	12.6	12,923,700	14,849	2,797,880	436,825	1,869,410	616,663	667,093	2,194,010	1,142,690	1,196.14	177.3	12.19
ARMSTRONG C-5.....	78.7	28.65	651,472	22,739	36.3	45.5	12.9	5.3	393,156	13,723	86,933	13,974	59,208	18,331	19,068	66,417	35,047	44.25	.7	.21
BEAVER B-5.....	203.7	72.07	2,131,840	29,580	25.1	40.7	21.4	12.8	1,109,570	15,396	237,988	36,666	157,637	53,468	58,774	188,768	97,757	113.31	11.4	1.09
Beaver County Metro Area.....	203.7	72.07	2,131,840	29,580	25.1	40.7	21.4	12.8	1,109,570	15,396	237,988	36,666	157,637	53,468	58,774	188,768	97,757	113.31	11.4	1.09
BEDFORD E-6.....	48.7	17.12	371,923	21,724	39.7	44.3	10.8	5.2	227,353	13,280	50,731	8,254	34,831	10,492	10,716	38,324	20,339	29.78	.2	.16
BERKS K-6.....	319.6	118.23	3,266,810	27,629	46.6	39.6	9.8	4.0	1,745,920	14,767	378,517	59,216	253,241	83,180	89,756	296,301	154,456	183.95	7.9	9.22
Reading.....	75.1	30.88	597,484	19,349	397,295	12,866	89,463	14,729	61,910	18,144	18,179	66,825	35,670	30.12	6.0	3.36
Reading Metro Area.....	319.6	118.23	3,266,810	27,629	28.6	43.2	17.8	10.4	1,745,920	14,767	378,517	59,216	253,241	83,180	89,756	296,301	154,456	183.95	7.9	9.22
BLAIR E-6.....	137.1	49.70	1,130,760	22,752	41.1	43.0	11.4	4.5	679,006	13,662	150,318	24,201	102,488	31,617	32,810	114,674	60,557	74.87	1.0	.41
Altoona.....	54.4	20.43	430,336	21,064	271,091	13,269	60,507	9,848	41,552	12,507	12,767	45,694	24,255	26.26	.8	.16
Altoona Metro Area.....	137.1	49.70	1,130,760	22,752	36.4	45.7	12.6	5.3	679,006	13,662	150,318	24,201	102,488	31,617	32,810	114,674	60,557	74.87	1.0	.41
BRADFORD J-2.....	65.0	22.34	501,936	22,468	36.5	45.7	12.0	5.8	303,783	13,598	67,344	10,862	45,972	14,123	14,616	51,288	27,107	35.61	.1	.23
BUCKS L-6.....	506.4	167.09	5,588,960	33,449	19.2	40.8	22.4	17.6	2,673,360	16,000	567,923	86,277	372,755	130,116	145,305	455,801	234,674	304.67	12.6	6.01
BUTLER B-4.....	156.0	52.60	1,414,020	26,883	27.3	46.1	17.2	9.4	776,805	14,768	168,411	26,346	112,672	37,009	39,936	131,832	68,721	88.82	.8	.54
CAMBRIA D-6.....	182.0	63.47	1,465,520	23,090	51.9	38.8	6.5	2.8	868,635	13,686	192,208	30,926	130,995	40,468	42,033	146,715	77,455	91.34	3.4	.95
Johnstown.....	32.7	13.33	227,397	17,059	162,927	12,223	37,244	6,250	26,104	7,309	7,080	27,304	14,715	13.26	2.5	.33
Johnstown Metro Area.....	264.7	92.81	2,102,300	22,652	37.4	45.1	11.9	5.7	1,259,180	13,567	279,302	45,085	190,760	58,504	60,476	212,558	112,385	138.34	3.5	1.19
CAMERON E-3.....	6.4	2.48	50,966	20,551	40.3	44.0	12.0	3.7	32,881	13,258	7,340	1,195	5,041	1,517	1,548	5,542	2,942	3.7302
CARLETON K-4.....	54.7	20.34	461,673	22,698	35.3	47.1	12.1	5.5	278,869	13,710	61,676	9,917	42,015	12,999	13,516	47,108	24,961	30.6034
CENTRE F-4.....	119.5	38.95	962,497	20,411	36.4	40.9	13.2	9.4	542,578	13,930	119,477	19,098	81,074	25,415	26,648	91,748	48,290	61.19	1.6	.88
State College.....	39.2	11.24	229,446	20,413	141,291	12,570	32,033	5,320	22,296	6,401	6,318	23,726	12,719	13.12	.9	.50
State College Metro Area.....	119.5	38.95	962,497	24,711	36.4	40.9	13.2	9.4	542,578	13,930	119,477	19,098	81,074	25,415	26,648	91,748	48,290	61.19	1.6	.88
CHESTER K-7.....	331.7	110.90	3,840,660	34,632	20.3	39.5	20.4	19.8	1,759,370	15,864	374,538	57,074	246,319	85,447	95,101	299,828	154,564	196.73	24.2	6.01
CLARION C-4.....	45.4	15.00	340,095	22,673	38.0	43.1	13.0	5.8	204,308	13,621	45,265	7,295	30,883	9,505	9,848	34,498	18,227	24.47	.3	.17
CLEARFIELD E-4.....	87.0	30.62	739,674	24,157	34.6	44.6	14.4	6.4	426,687	13,935	93,939	15,012	63,733	19,991	20,969	72,155	37,972	48.44	.2	.23
COLUMBIA J-4.....	39.4	13.83	292,005	21,114	37.8	48.9	9.2	4.1	182,482	13,195	40,791	6,652	28,050	8,404	8,552	30,747	16,356	21.80	.1	.14
CRAWFORD B-2.....	65.1	23.02	484,878	21,063	39.0	46.9	9.8	4.2	302,280	13,131	67,659	11,053	46,578	13,901	14,107	50,917	27,075	38.05	.2	.21
CUMBERLAND G-6.....	92.2	32.44	766,834	23,639	35.1	45.6	13.1	6.2	447,133	13,783	98,746	15,846	67,181	20,877	21,767	75,557	39,840	49.23	1.1	.34
Carlisle.....	186.7	66.39	1,945,870	29,310	35.7	43.9	11.9	8.5	1,009,940	15,212	217,281	33,623	144,333	48,511	53,051	171,700	89,083	114.19	2.6	.91
Carlisle Metro Area.....	18.5	7.05	173,883	24,664	96,605	13,703	21,369	3,436	14,558	4,503	4,680	16,318	8,613	9.52	1.0	.20
DAUPHIN H-6.....	235.9	90.26	2,460,690	27,262	48.8	37.4	8.7	5.1	1,324,940	14,679	287,704	45,109	192,765	63,017	67,807	224,774	117,285	132.80	31.8	3.64
Harrisburg.....	47.8	20.05	383,193	19,112	253,574	12,647	57,386	9,509	39,882	11,513	11,410	42,599	22,811	17.48	20.8	2.06
Harrisburg-Lebanon Metro Area.....	580.6	212.31	5,843,820	27,525	26.9	45.6	17.5	10.1	3,142,210	14,800	680,846	106,427	455,269	149,795	161,801	533,336	277,920	340.49	35.8	6.48
DELAWARE L-7.....	536.0	187.17	6,255,820	33,423	48.5	36.1	11.3	4.1	2,928,360	15,645	625,563	95,813	412,772	141,710	156,826	498,653	257,603	277.27	48.3	4.06
Chester.....	41.6	14.56	279,871	19,222	187,218	12,858	42,166	6,944	29,184	8,548	8,561	31,489	16,810	13.83	23.6	.93
ELK F-3.....	38.7	13.14	337,515	25,686	30.5	47.7	14.6	7.3	187,283	14,253	40,985	6,496	27,657	8,833	9,370	31,715	16,828	20.5206
ERIE B-1.....	286.6	100.10	2,484,130	24,816	32.3	46.1	14.1	7.6	1,414,270	14,129	310,755	49,331	208,793	66,527	70,265	239,364	125,684	146.92	12.7	2.10
Erie Metro Area.....	115.0	42.66	907,370	24,210	568,680	13,331	126,758	20,594	89,947	26,276	26,896	95,886	50,853	51.91	11.2	1.32
FAYETTE C-7.....	286.6	100.10	2,484,130	24,210	32.3	46.1	14.1	7.6	1,414,270	14,129	310,755	49,331	208,793	66,527	70,265	239,364	125,684	146.92	12.7	2.10
FOREST D-3.....	160.8	57.55	1,313,270	22,820	36.7	41.7	13.0	6.6	791,524	13,754	174,908	28,091	119,061	36,931	38,462	133,734	70,542	83.24	6.1	.61
FRANKLIN F-7.....	5.1	1.95	40,475	20,756	29.9	46.2	9.9	4.0	25,583	13,119	5,729	1,937	3,946	1,176	1,192	4,309	2,292	3.0702
FULTON F-7.....	119.2	42.33	1,161,440	27,438	36.4	45.5	18.9	9.2	627,922	14,834	135,976	21,237	90,874	29,953	32,388	106,593	55,525	74.17	2.2	.68
GREENE E-7.....	13.7	4.80	106,603	22,209	37.8	45.1	12.5	4.5	65,013	13,544	14,430	2,331	9,861	3,018	3,116					

3. **FACILITIES**
1,000 w. days; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15% on time; payable on receipt.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WLEV (FM).
Affiliated with CBS Radio Network.
Sold in combination with WLEV (FM). See that listing.

TIME RATES
Eff _____ Rec'd 10/19/84.

6. **SPOT ANNOUNCEMENTS**
MON THRU SUN 6-10 AM & 3-7 PM
- | | | | | |
|-------|------|-------|-------|-------|
| | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 27 | 26 | 25 | 24 |
- 30-sec: 80% of 1-min.

WFMZ (FM)

1946
ALLENTOWN



Media Code 4 239 0250 1.00 Mid 013333-000
WFMZ (FM) Maranatha Broadcasting Co. Inc.
E. Rock Rd., Allentown, PA 18103. Phone 215-797-4530.

PROGRAMMING DESCRIPTION

WFMZ (FM): Programmed for adults. MOR format in easy listening. NEWS: hrly capsules. Contact Representative for further details. Rec'd 9/29/80.

1. **PERSONNEL**
President—Richard C. Dean.
General Sales Manager—Harold S. Tower.
Operations Manager—David Hinson.
2. **REPRESENTATIVES**
Torbet Radio, Inc.
3. **FACILITIES**
ERP 17,000 w. (horiz.), 17,000 w. (vert.); 100.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14b.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60f, 60k, 61c, 62d.
Cancellations: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGPA

1946
BETHLEHEM



Media Code 4 239 0300 4.00 Mid 013334-000
Chadwick Broadcasting Corp.
528 N. New St., Bethlehem, PA 18018. Phone 215-866-8074.
1 min rate 1x: 12.00.

WHOL

1948
ALLENTOWN



Media Code 4 239 0350 9.00 Mid 013335-000
Empire Broadcasting Co. Inc.
Colorado & Poplar Sts., Allentown, PA 18103. Phone 215-434-4801.
1 min rate 1x: 13.00.

WKAP

1946
ALLENTOWN



Media Code 4 239 0400 2.00 Mid 013336-000
LWB Allentown Corp
1504 MacArthur Rd., Box 246, Whitehall, PA 18052.
Phone 215-435-9572, 437-9527.

2. **REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 24.75.

WLEV (FM)

1948
EASTON



A Div. of Sound Communications Corp. Station
Media Code 4 239 0412 7.00 Mid 013337-000
Sound Communications Corp.,
Box 81, 436 Northampton St., Easton, PA 18042. Phone
215-250-9600.

PROGRAMMING DESCRIPTION

WLEV (FM): Adult contemporary. Contact Representative for further details. Rec'd 9/2/81.

1. **PERSONNEL**
President—Frank G. Stisser.
Vice-Pres. & Gen'l Mgr.—Larry Roberts.
Operations Manager—Ted Wieder.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
ERP 50,000 w.; 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. **AGENCY COMMISSION**
15% on time; payable on receipt.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEST.

TIME RATES

WLEV (FM) /WEST COMBINATION
No. 12 C Eff 7/1/84—Rec'd 7/21/84.

6. **SPOT ANNOUNCEMENTS**
MON THRU SUN 6 AM-MIDNIGHT
- | | | | | |
|---------|------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min | 80 | 77 | 74 | 71 |
- 30 sec: 80% of 1-min.

WLEV (FM) only: Deduct 5.00 from WLEV (FM)/WEST combination.

WNPV

1960
LANSOALE

Mid 013437-000

See listing under city of license.

WQQQ (FM)

1950
EASTON



Media Code 4 239 0425 9.00 Mid 013338-000
WEEX, Inc.
107 Paxinoso Rd. West, Box 190, Easton, PA 18042.
Phone 215-258-8775.

PROGRAMMING DESCRIPTION

WOQO (FM): Programmed for mass audience, targeted toward 18-54. MUSIC: Contemporary Hits incl current pop & familiar oldies. AIR PERSONALITIES. NEWS: capsule form, drive times only. FEATURES: Top 10 M-F at 10 pm. countdown of locally popular hits by nightly vote; Rick Dees Wkly Top 40 nat'l countdown Sun; limited commercials. Contact Representative for further details. Rec'd 4/16/84.

1. **PERSONNEL**
General Manager—James T. Shea, Jr.
Program Director—Brian Taft.
Sales Manager—Richard Lewis.
2. **REPRESENTATIVES**
Eastman Radio, Inc.
3. **FACILITIES**
ERP 50,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
AM facilities: WEEX.
Affiliated with Eastman Radio Network.
Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSAN

1923
ALLENTOWN



Media Code 4 239 0450 7.00 Mid 013339-000
WSAN, Inc.
1183 Mickley Rd., Whitehall, PA 18052. Phone 215-434-9511.

- Rates have been temporarily withdrawn by station.

WXXW (FM)

1961
ALLENTOWN



McGAVREN GUILD RADIO



Media Code 4 239 0475 4.00 Mid 013340-000
CRB Broadcasting.
700 Fenwick St., Allentown, PA 18103. Phone 215-434-4424.

PROGRAMMING DESCRIPTION

WXXW (FM): Programmed for adults. MUSIC: contemporary country. NEWS: headlines weather, sports & time. Contact Representative for further details. Rec'd 12/4/78.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mike Kirtner.
Operations Manager—Jeff Frank.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
AM facilities: WAEB.
Sold in combination with WAEB. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station.

WZZO (FM)



1946
BETHLEHEM



NRBA

Media Code 4 239 0487 9.00 Mid 013341-000
The Holt Corp of Pennsylvania Inc.
Suite 205-Westgate Mall, Bethlehem, PA 18017. Phone
215-694-0511.

PROGRAMMING DESCRIPTION

WZZO (FM): MUSIC: Contemporary album programmed for 18+ audience. Classic music from 60's, 70's & present. Live operation with PERSONALITIES in all time periods providing concert information, current events, audience related news, service features. Contact Representative for further details. Rec'd 10/23/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Arthur H. Holt.
Vice-Pres. & Station Mgr.—Gordon A. Holt.
Program Director—Tom Kelly.
2. **REPRESENTATIVES**
Blair Radio.
3. **FACILITIES**
ERP 12,000 w.; 95.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 630 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- Eff _____ Rec'd 7/18/84.
AA—Mon thru Fri 6-10 am; Sun 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 8 pm-midnight.

6. **SPOT ANNOUNCEMENTS**
- | | | | | | | | |
|--------------|----|----|-----|--------------|----|----|-----|
| 1 MIN, GRID: | I | II | III | 1 MIN, GRID: | I | II | III |
| AAA | 60 | 55 | 50 | A | 50 | 45 | 40 |
| AA | 55 | 50 | 45 | | | | |
- 30 sec: 80% of 1-min.

Altoona

Blair County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WFBG

1924
ALTOONA



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 239 0500 9.00 Mid 013342-000
The Gilcom Corp.
Hilltop Logan Blvd., Altoona, PA 16603. Phone 814-943-1136.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Edward T. Giller.
Vice-Pres. & Sta. Mgr.—Richard M. DiAndrea.
Program Director—Steve Kelsey.
2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Pittsburgh—Dome & Associates, Inc.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1290 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
Affiliated with RKO Radio Network.

TIME RATES
AM/FM COMBINATION
Eff _____ Rec'd 11/20/84.

6. **SPOT ANNOUNCEMENTS**
- | | | |
|-----------------------------------|----|----|
| 1 min 30 sec | 75 | 64 |
| Mon-Sat 5-10 am & 3-7 pm | 75 | 55 |
| Mon-Sat 10 am-3 pm; Sun 9 am-7 pm | 65 | 55 |
| All other times | 55 | 47 |

AM only: Deduct 5.00 from AM/FM combination.

WFBG-FM

1960
ALTOONA



Media Code 4 239 0501 7.00 Mid 013343-000
The Gilcom Corp.
Hilltop Logan Blvd., Altoona, PA 16603. Phone 814-943-1136.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Edward T. Giller.
Vice-Pres. & Sta. Mgr.—Richard M. DiAndrea.
Program Director—Steve Kelsey.
2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Pittsburgh—Dome & Associates, Inc.
3. **FACILITIES**
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,021 ft. above average terrain.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
Affiliated with CBS Radio Network.
Sold in combination with WFBG. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 5.00 from AM/FM combination.

WPRR (FM)

(formerly WVAM-FM)

1950
ALTOONA



Media Code 4 239 0525 6.00 Mid 013344-000
Phydel Communications Corp.
2727 W. Albert Dr., Box 1827, Altoona, PA 16603. Phone
814-944-9456.

continued

PENNSYLVANIA

Altoona—cont

WPRR (FM)—cont

2. REPRESENTATIVES
Torbet Radio, Inc.
1 min rate 1x: 15.00.

WRTA
1947
ALTOONA

WEISS & POWELL, INC.
RADIO SALES

nab

RAB

NRBA

Media Code 4 239 0550 4.00 Mid 013345-000
Altoona Trans-Audio Corp.
1417 12th Ave., Altoona, PA 16601. Phone 814-943-6112.
Mailing Address: Box: 272, Altoona, PA 16603.

PROGRAMMING DESCRIPTION

WRTA: 50% music/news; 50% talk. MUSIC: Adult Contemporary Hits targeted to audience 25-plus 5:30-10 am & 7 pm-12M. TALK: 9 hrs daily; telephone talk 10 am-7 pm; ABC Talkradio. NEWS: at :60 & :30; editorials & commentary. SPORTS: play-by-play Altoona & Bishop Guilfoyle High School football & basketball; U of Pittsburgh football; NABF & AAABA baseball tournaments. FEATURES: mobile units for news & contests. Contact Representative for further details. Rec'd 5/14/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—David R. Wolf.
2. REPRESENTATIVES
Weiss & Powell, Inc.
PA—Contact station.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 25a, 26, 28b, 29b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.
Affiliated with ABC Talkradio Network.

TIME RATES
Eff 8/1/83—Rec'd 7/25/83.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS
- | CLASS AA | | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|----------|-------|-------|-------|-------|-------|-------|
| 1 min | 21.00 | 20.00 | 19.00 | 18.00 | 17.00 | |
| 30 sec | 15.75 | 15.00 | 14.25 | 13.50 | 12.75 | |
| CLASS A | | 1 min | 16.75 | 16.00 | 15.25 | 14.50 |
| 30 sec | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | |
8. PROGRAM TIME RATES
1/2 hr 92 1/4 hr 65

WVAM
1948
ALTOONA

nab

Media Code 4 239 0600 7.00 Mid 013346-000
Phylidel Communications Corp.
2727 W. Albert Dr., Box 1827, Altoona, PA 16603. Phone
814-944-9456.

2. REPRESENTATIVES
Torbet Radio, Inc.
1 min rate 1x: 16.00.

WVAM-FM
Call letters have been changed to:
WPRR (FM)

Mid 013344-000

Ambridge

Beaver County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Annville-Cleona

Lebanon County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAHT

1968
ANNVILLE-CLEONA

Mid 013347-000

See SRDS Spot Radio Small Markets Edition.

Apollo

Armstrong County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WAVL

1947
APOLLO

Mid 013348-000

See SRDS Spot Radio Small Markets Edition.

Barnesboro

Cambria County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WNCC

1950
BARNESBORO

Mid 013349-000

See SRDS Spot Radio Small Markets Edition.

Beaver Falls

Beaver County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Bedford

Bedford County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WAYC

1974
BEDFORD

Mid 013350-000

See SRDS Spot Radio Small Markets Edition.

WBFD

1955
BEDFORD

Mid 013351-000

See SRDS Spot Radio Small Markets Edition.

WRAX (FM)

1966
BEDFORD

Mid 013352-000

See SRDS Spot Radio Small Markets Edition.

Bellefonte

Centre County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WBLF

1958
BELLEFONTE

Mid 013353-000

See SRDS Spot Radio Small Markets Edition.

Bellwood

Blair County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WHGM (FM)

1970
BELLWOOD

Mid 013354-000

See SRDS Spot Radio Small Markets Edition.

Berwick

Columbia County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WBRX

1957
BERWICK

Mid 013355-000

See SRDS Spot Radio Small Markets Edition.

Bethlehem

Leigh County—Map Location K-5
Northampton County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

See Allentown-Bethlehem-Easton

Blairsville

Indiana County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WCQO (FM)

1982
BLAIRSVILLE

Mid 028210-000

See SRDS Spot Radio Small Markets Edition.

Bloomsburg

Columbia County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WCNR

1946
BLOOMSBURG

Mid 013356-000

See SRDS Spot Radio Small Markets Edition.

WHLM

1947
BLOOMSBURG
WHLM-FM

1956
BLOOMSBURG

Mid 013357-000

See SRDS Spot Radio Small Markets Edition.

Boyertown

Berks County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WBYO (FM)

1960
BOYERTOWN

Gospel & Sacred Music

nab

RAB

Media Code 4 239 1100 7.00 Mid 013358-000
Boyertown Broadcasting Co. Inc.
Box 177, Boyertown, PA 19512. Phone 215-369-1075.

PROGRAMMING DESCRIPTION

WBYO (FM): NEWS: AP audio at :60. MUSIC: Country 5-7 am & 11 am-noon; Gospel/sacred 2-4, 5-15-6, 7-30-9 pm & 12M-5 am; band 4:05-4:30 pm. FEATURES: religious programs 7:15-11 am & 10 pm-12M; farm 5-7 am & 11 am-1 pm; ladies interests 1-2 pm; bible quiz 7:10-7:30 pm; public affairs 9:10-10 pm; Sun religious programs. COMMERCIAL POLICY: limit 10 spots within 24 hrs; no commercials on Sun. Rec'd 1/28/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—David G. Hendricks.
Station Manager—Wilmer Borneman.
Office Manager—Nedra H. Hendricks.

3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 610 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES
Eff—Rec'd 3/30/84.

6. SPOT ANNOUNCEMENTS
- | | 1x | 52x | 104x | 156x | 260x | 312x | 520x |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 min | 14.50 | 14.00 | 13.50 | 12.75 | 12.00 | 11.00 | 10.00 |
| 30 sec | 10.80 | 10.50 | 10.10 | 9.60 | 9.10 | 8.25 | 7.50 |
| 1 min | | | | | | | 6.24x |
| 30 sec | | | | | | | 9.00 |
| | | | | | | | 6.80 |

7. PACKAGE PLANS WITHIN 14 DAYS

EA:	10 ti	20 ti	30 ti
1 min	14.00	13.50	12.00
30 sec	10.50	10.10	9.10

Maximum 10 spots within 24 hrs. (SMD)

Braddock

Allegheny County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Bradford

McKean County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WESB

1947
BRADFORD

Mid 013359-000

See SRDS Spot Radio Small Markets Edition.

Brookville

Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WMKX (FM)

1981
BROOKVILLE

Mid 030240-000

See SRDS Spot Radio Small Markets Edition.

Brownsville

Fayette County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WASP

1968
BROWNSVILLE

Mid 013360-000

See SRDS Spot Radio Small Markets Edition.

Butler

Butler County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WBUT

1948
BUTLER

Mid 013361-000

See SRDS Spot Radio Small Markets Edition.

WISR

1941
BUTLER

Mid 013362-000

See SRDS Spot Radio Small Markets Edition.

WLER (FM)

1949
BUTLER

Mid 013363-000

See SRDS Spot Radio Small Markets Edition.

Canonsburg

Washington County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Canton

Bradford County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

WKAD (FM)

1978
CANTON

Mid 034442-000

See SRDS Spot Radio Small Markets Edition.

Carbondale

Lackawanna County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

See Scranton-Wilkes-Barre

(including Carbondale, Nanticoke, Pittston)

Carlisle

Cumberland County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WHYL

1948
CARLISLE

WHYL-FM

1959
CARLISLE



Media Code 4 239 1400 1.00 Mid 013365-000
Richard Field Lewis, Jr., Inc.
Box WHYL, Carlisle, PA 17013. Phone 717-249-1717,
Harrisburg, 717-232-3126.

PROGRAMMING DESCRIPTION

WHYL/WHYL-FM: MUSIC: Contemporary Country singles, top oldies. Live AIR PERSONALITIES handle all segments. NEWS: drive only; local at :30 & :30; 10-min local at noon; AP nights & wknds. COMMERCIAL POLICY: max 10-min/hr, 12 units/hr. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
General Manager—Frank W. Kelley,
Operations Manager—Lee Crawford.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- FACILITIES**
5,000 w.; 960 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
FM ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 165 ft. above terrain.
Simulcast 6 am-local sunset.

- AGENCY COMMISSION**
15/0 time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

WIOO

1965
CARLISLE

Mid 013366-000

See SRDS Spot Radio Small Markets Edition.

Carnegie

Allegheny County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Central City

Somerset County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WWZE (FM)

1981
CENTRAL CITY

Mid 013367-000

See SRDS Spot Radio Small Markets Edition.

Chambersburg

Franklin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WCBG

1956
CHAMBERSBURG

NBC Radio Network

Media Code 4 239 1900 8.00 Mid 013368-000
Four States Broadcasting Corp.
Radio Hill, Chambersburg, PA 17201. Phone 717-263-4131.

- PERSONNEL**
President—Norman E. Messner.
Vice Pres. & Gen'l Mgr.—Molly D. Messner.
Operations Manager—Robert Huffman.
- REPRESENTATIVES**
Masla Radio.
Philadelphia, Pittsburg, Washington—Dome & Associates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1590 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

Eff 11/1/77—Rec'd 12/12/77.

- SPOT ANNOUNCEMENTS**

	1x	51x	201x	501x
1 min	8.00	7.50	7.00	6.50
30 sec	6.00	5.50	5.00	4.50
15 sec	Flat 4.00.			
- PACKAGE PLANS**
20 1-min, per wk 150 20 30-sec, per wk 110
- PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125	65	35	20

(SMD)

WCHA

1946
CHAMBERSBURG

Country



Media Code 4 239 1550 3.00 Mid 013369-000
The Chambersburg Broadcasting Co.
Box 479, Chambersburg, PA 17201. Phone 717-264-7121.

PROGRAMMING DESCRIPTION

WCHA: MUSIC: Hit Country format targeting 25-54 demographics. NEWS: AP at :60; local at :05 with update at :36. COMMERCIAL POLICY: 12 min per hr. Rec'd 11/30/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Thomas D. Boock.
Asst. Gen'l Mgr. & Nat'l Sales—John C. Martin.
National Sales Executive—Bob Thomas.
- FACILITIES**
1,000 w.; 800 khz. Non-directional.
250 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WIKZ (FM).

TIME RATES

Eff — Rec'd 7/19/84.

- SPOT ANNOUNCEMENTS**

	1x	100x	250x	500x	1000x
1 min	21.90	20.00	18.50	16.95	15.40
30 sec	16.10	14.60	13.50	12.30	10.80

(SMD)

WGLL (FM)

1976
MERCERSBURG

Mid 013459-000

See listing under city of license.

WIKZ (FM)

1948
CHAMBERSBURG

Contemporary Hit Radio



NRBA

Media Code 4 239 1575 0.00 Mid 013370-000
The Chambersburg Broadcasting Co.
Box 479, Chambersburg, PA 17201. Phone 717-263-0813.

PROGRAMMING DESCRIPTION

WIKZ (FM): Targeted primarily at 18-34 audience, secondary 12-49. MUSIC: Contemporary Hits. NEWS: in drive only during day; 5-min AP network per hr in overnight slot; weather 2x/hr. SPORTS: in ea drive-time newscast. COMMERCIAL POLICY: max 10 min/hr. Rec'd 11/22/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Thomas D. Boock.
Local Sales Manager—Al Potenza.
Regional & National Sales—Bob Thomas.
- FACILITIES**
ERP 50,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WCHA.

TIME RATES

Eff — Rec'd 7/19/84.

- SPOT ANNOUNCEMENTS**

	1x	100x	250x	500x	1000x
1 min	25.10	23.10	21.45	19.80	18.15
30 sec	18.00	16.50	15.30	14.50	12.80

(SMD)

Charleroi

Washington County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WESA

1947
CHARLEROI

Mid 013371-000

See SRDS Spot Radio Small Markets Edition.

WESA-FM

1967
CHARLEROI

Mid 013372-000

See SRDS Spot Radio Small Markets Edition.

Chester

Delaware County—Map Location L-7
See SRDS Consumer market map and data at beginning of the state.

See Philadelphia Urban Area

Clarion

Clarion County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WWCH

1960
CLARION

Mid 013373-000

See SRDS Spot Radio Small Markets Edition.

Clearfield

Clearfield County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WCPA

1947
CLEARFIELD

Mid 013374-000

See SRDS Spot Radio Small Markets Edition.

WQYX (FM)

1967
CLEARFIELD

Mid 013375-000

See SRDS Spot Radio Small Markets Edition.

Coatesville

Chester County—Map Location K-7
See SRDS Consumer market map and data at beginning of the state.

WCOJ

1949
COATESVILLE

Mid 013376-000

See SRDS Spot Radio Small Markets Edition.

Columbia

Lancaster County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WHEX

1984
COLUMBIA

Mid 034005-000

Media Code 4 239 1800 2.00
Columbia Broadcasting Corp.
Box 270, Columbia, PA 17512. Phone 717-684-4804.

PROGRAMMING DESCRIPTION

WHEX: Programmed for 25-49. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: Network at :60 followed by local in AM drive, noon & PM drive. Updates on half hour. Traffic reports every ten minutes in AM & PM drive. SPORTS: local high school football in season. Baltimore Star football in season games. Contact Representatives for further details. Rec'd 1/31/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ted A. Perkins.
Station Manager—Douglas J. Neatrou.
- REPRESENTATIVES**
The Robert's Associates.
- FACILITIES**
500 w.; 1580 khz.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(CR)

Connellsville

Fayette County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WCVI

1947
CONNELLVILLE

Mid 013377-000

See SRDS Spot Radio Small Markets Edition.

Corry

Erie County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

WWCB

1955
CORRY

Mid 013378-000

See SRDS Spot Radio Small Markets Edition.

Coudersport

Potter County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

WFRM

1953
COUDERSPORT

Mid 013379-000

See SRDS Spot Radio Small Markets Edition.

Cresson

Cambria County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WBXQ (FM)

1981
CRESSON

Mid 027259-000

See SRDS Spot Radio Small Markets Edition.

PENNSYLVANIA

Doylestown

Bucks County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WBUX

1948
DOYLESTOWN



Media Code 4 239 1975 2.00 Mid 013380-000
Central Bucks Broadcasting Co.
Ricketts Rd., Box 512, Doylestown, PA 18901. Phone 215-348-3583, 343-0220.

PROGRAMMING DESCRIPTION

WBUX: Programmed for community interest. MUSIC: Memory radio. NEWS: at :60; at :30 in traffic; community interest news every 1/2 hr. SPORTS: Penn State football & high school; remotes. RELIGIOUS: Sun until 10 am. Rec'd 10/31/83.

- PERSONNEL**
General Manager—George Pleasants.
Operations Manager—Tom Calvin.
- FACILITIES**
5,000 w.; 1570 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

No. 9 Eff 1/1/85—Rec'd 12/20/84.

- SPOT ANNOUNCEMENTS**
ROS, 24 ti/wk—1 min 17.05; 30 sec 14.12.
Fixed/drive time, Mon thru Fri 6-10 am & 3-7 pm, extra 1.25.
- PROGRAM TIME RATES**
ROS
PER WK, ROS: 5 min 10 min 1/4 hr
1 ti 31.77 56.47 70.59
6 ti 29.41
12 ti 27.06
Fixed/drive time, extra 1.00.

(SMD)

Du Bois

Clearfield County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WCED

1939
DU BOIS

WCED-FM

1948
DU BOIS

Mid 013381-000

See SRDS Spot Radio Small Markets Edition.

WDBA (FM)

1975
DU BOIS

Media Code 4 239 2025 5.00 Mid 013382-000
DuBois Area Broadcasting Co. Inc.
28 W. Scribner Ave., Du Bois, PA 15801. Phone 814-371-1330.

PROGRAMMING DESCRIPTION

WDBA (FM): MUSIC: Blended Standards & Gospel; C&W. News & Sports. Rec'd 1/25/83.

- PERSONNEL**
General Manager—Donald Shobert.
Chief Engineer—Gerald E. Meloon.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES

No. 5 Eff 3/83—Rec'd 1/25/83.

- SPOT ANNOUNCEMENTS**
PER YR: 1x 52x 156x 260x 365x 600+
1 min 7.70 6.80 6.10 5.40 5.20 5.00
30 sec 6.05 5.20 4.70 4.15 4.00 3.80
10 sec 4.95 4.20 3.75 3.30 3.20 2.90
Specified time block. BTA, extra 10%.
More accurate, BTA, extra 20%.
- PRDGRAM TIME RATES**
PER YR: 1x 52x 261x 366+
1 hr 82.50 55.00 32.25 30.50
1/2 hr 45.00 30.00 17.15 16.30
1/4 hr 30.00 18.00 12.90 12.20
5 min 15.00 10.00 7.50 7.15

(SMD)

Easton

Northampton County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

See Allentown-Bethlehem-Easton

Ebensburg

Cambria County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WAJE

1961
EBENSBURG

Mid 013383-000

See SRDS Spot Radio Small Markets Edition.

WIYQ (FM)

1962
EBENSBURG

Mid 013384-000

See SRDS Spot Radio Small Markets Edition.

Elizabethtown

Lancaster County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WPDC

1958
ELIZABETHTOWN

Mid 013385-000

See SRDS Spot Radio Small Markets Edition.

Ellwood City

Lawrence County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WFEM (FM)

1968
ELLWOOD CITY



A Great Scott Station

Media Code 4 239 2150 1.00 Mid 013386-000
Scott Broadcasting of Pennsylvania
226 5th St., Ellwood City, PA 16117. Phone 412-758-9336.

PROGRAMMING DESCRIPTION

WFEM (FM): MUSIC: Modern Country. Contact Representative for further details. Rec'd 12/4/78.

- PERSONNEL**
General Manager—Angelo M. Lordin.
- REPRESENTATIVES**
Regional Repts. Corp.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 5:55-12:05 am. EST.
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/1/82.

- SPOT ANNOUNCEMENTS**
1 min, flat 11.50 30 sec, flat 9.20
- PACKAGE PLANS**
PER WK: 20 ti 30 ti 40 ti PER WK: 20 ti 30 ti 40 ti
1 min 9.80 9.20 8.65 30 sec 8.05 8.50 6.90

(SMD)

Emporium

Cameron County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WLEM

1958
EMPORIUM

Mid 013387-000

See SRDS Spot Radio Small Markets Edition.

Ephrata

Lancaster County—Map Location J-7
See SRDS Consumer market map and data at beginning of the state.

WGSA

1955
EPHRATA



Media Code 4 239 2250 9.00 Mid 013388-000
Joel Michaels Media, Inc.
Box 669, Ephrata, PA 17522. Phone 717-733-1310, Lancaster, 717-397-1310, Reading, 215-484-1310.

PROGRAMMING DESCRIPTION

WGSA: Adult Contemporary programmed for audience 25-54; all segments handled by AIR PERSONALITIES. NEWS: at :30 & :60 in drives with farm reports emphasized in AM. FEATURES: yr-round promotional activity; community involvement. Contact Representative for further details. Rec'd 11/28/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Michael D. Rubright.
Vice-Pres. & Sales Mgr.—Robert A. Bennethum.
- REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
- FACILITIES**
5,000 w.; 1310 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 29a.
Contracts: 40a, 41, 42a, 45, 51b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff 12/3/84—Rec'd 11/28/84.

- PACKAGE PLANS**
PER WK: 1 ti 20 ti 30 ti PER WK: 1 ti 20 ti 30 ti
1 min 14 13 12 30 sec 11 10 9
BTA: 1-min 11.00; 30-sec 8.00.
Fixed daypart/position, extra 2.00.
BEST BUY
Discount Discount
1000x annual 3.00 250x quarterly 1.00
500x biannual 2.00

- SPECIAL FEATURES**
News sponsorship—incl open & close & 1 1-min spot: 18.00 (SMD) (D)

WIOV (FM)

(formerly WGSA-FM)
1962
EPHRATA



Media Code 4 239 2300 2.00 Mid 013389-000
WIOV, Inc.
44 Bethany Rd., Box 430, Ephrata, PA 17522. Phone 717-738-1191, Lancaster, 717-397-1310.

PROGRAMMING DESCRIPTION

WIOV (FM): Programmed for adult appeal. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Alan Beck.
Sales Manager—Mike Breidenstein.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 50,000 w. circular polarized; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WHUM, Reading.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D-3)(CR)

Erie

Erie County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

WCCK (FM)

1968
ERIE



Media Code 4 239 2325 9.00 Mid 013390-000
WCCK
Box 1184, Erie, PA 16512. Phone 814-452-2041.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WEYZ

1935
ERIE



Media Code 4 239 2337 4.00 Mid 013391-000
WEYZ
1946 W. 26th St., Erie, PA 16508. Phone 814-452-2041.
Mailing Address: Box 1184, Erie, PA 16512.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WJET

1951
ERIE



BLAIR RADIO



Media Code 4 239 2350 7.00 Mid 013392-000
The "JET" Broadcasting Co., Inc.
1635 Ash St., Erie, PA 16503. Phone 814-455-2741, After 5 pm.; 814-455-3335.

PROGRAMMING DESCRIPTION

WJET: Programmed for adults & young adults 18-49; AIR PERSONALITIES handle all segments. MUSIC: Contemporary hit songs. FEATURES: The Morning Mayor 6-10 am. NEWS: local dept; outside reporters; AP wire/AP audio; accu-weather contributing meteorologists. Contact Representative for further details. Rec'd 10/9/84.

- PERSONNEL**
President—Myron Jones.
Exec. Vice-Pres. & Nat'l Sales Mgr.—John Kanzius.
Program Director—Jim Cook.
- REPRESENTATIVES**
Blair Radio.
Cleveland—Regional Repts Corp.
Pittsburgh—Dome & Associates, Inc.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 24c, 25a, 27, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.

TIME RATES

Eff—Rec'd 11/19/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-midnight.
A—Mon-Fri 7 pm-midnight.
B—Mon-Fri midnight-6 am.

- SPOT ANNOUNCEMENTS**
HIGH
GRID: — 1 min — 30 sec —
WK: AAA AA A AAA AA A
12x 24 22 20 20 18 17
18x 23 21 19 19 17 16
36x 20 19 16 16 16 13
LOW
12x 17 16 14 14 13 12
18x 16 14 13 13 11 11
36x 15 13 12 12 10 10
B: 50% of A
5: 50% of 1 min.

WLKK

1941
ERIE



Media Code 4 239 2356 4.00 Mid 013393-000
WLKK
471 Robison Rd. W., Erie, PA 16509. Phone 814-868-9656.

PROGRAMMING DESCRIPTION

WLKK: Modern country music. PERSONALITIES. NEWS: at :25 & at :60 every hr, 24 hrs daily & wkly public affairs features. SPORTS: daily drive time summaries, boating, fishing, hockey. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
Gen'l Mgr.—Frank L. Nosal.
Program Director—Richard Peterson.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1260 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WLUV (FM).
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLVU (FM)

1947
ERIE



A Goldman Group Station

Media Code 4 239 2362 2.00 Mid 013394-000
WLVU
471 Robison Rd. W., Erie, PA 16509. Phone 814-868-8611.

PROGRAMMING DESCRIPTION

WLVU (FM): MUSIC: Adult Contemporary, familiar arrangements of current favorite & music of 70's. Programmed in uninterrupted segments with 3 commercial breaks per hour. NEWS: every half hr in AM & PM drive & at noon. Contact Representative for further details. Rec'd 1/25/85.

- PERSONNEL**
Gen'l Mgr.—Frank L. Nosal.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 9,700 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60k, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 73a.
AM facilities: WLKK.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRIE

1948
ERIE



Media Code 4 239 2375 4.00 Mid 013395-000
Radio ERIE Inc.
Box 2072, Erie, PA 16512. Phone 814-796-6777.

- REPRESENTATIVES**
McGavren Guild Radio.
McDermott Broadcast Sales Ltd.
1 min rate 1x: 32.00.

WSEG (FM)

1970
ERIE



Media Code 4 239 2462 0.00 Mid 031181-000
Seggi Broadcasting Corp.
3850 Walker Blvd., Erie, PA 16509. Phone 814-868-4627.

- PERSONNEL**
President—Ronald G. Seggi.
Vice-President—Guy M. Seggi.
Sales Manager—Pamela Moore.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- FACILITIES**
ERP 3,000 w.; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 670 ft. above average terrain.
- AGENCY COMMISSION**
15%; 30 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Everett

Bedford County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WSKE

1963
EVERETT

See SRDS Spot Radio Small Markets Edition. Mid 013396-000

Farrell

Mercer County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

See Sharon

(including Farrell, Sharpville)

Franklin

Venango County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WFRA

1958
FRANKLIN

WVEN (FM)

1971
FRANKLIN



Media Code 4 239 2600 5.00 Mid 013397-000
Northwestern Pennsylvania Broadcasting Co. Inc.
Voyager Motor Inn, Box 908, Franklin, PA 16323. Phone 814-432-2188.

Other Office: Box 7, Oil City National Transit Company Bldg., Oil City, PA 16301. Phone 814-677-2062.

PROGRAMMING DESCRIPTION

WFRA/WVEN (FM): MUSIC: Adult Contemporary/Country blended to meet local demographics. NEWS: local journalist w/minimum of 50% local news, plus network satellite news, UPI 5-min hrly w/summaries at 8 am, noon & 6 pm, headlines & weather reports. FEATURES: 2 1/2 hr public affairs programs wkly. SPORTS: 10 local football, 40 local basketball games; major league baseball; college football & special bowl games; 2 local sports reports at 7:30 am & 5:15 pm; Indy 500, Daytona, other events. FEATURES: h.s. commencement, service club & chamber of commerce events. Contact Representative for further details. Rec'd 10/28/83.

- PERSONNEL**
Station Manager—Robert H. Sauber.
Sales Manager—Harry Kingdom.
- REPRESENTATIVES**
Ohio—Regional Reps Corp.
Pittsburgh—Commercial Media Sales.

- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 99.3 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 230 ft. above average terrain.
Simulcast 6 am-midnight.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES

Eff 3/1/83—Rec'd 2/24/83.

- SPOT ANNOUNCEMENTS (*)**
WK: 52x 26x 13x 1x 52x 26x 13x 1x
1 min 8.60 8.90 9.25 10.25 7.50 7.75 8.05 9.00
30 sec 7.25 7.55 7.65 8.55 6.20 6.70 6.95 7.70
(* Mon thru Sat 6-10 am & 3-7 pm.
12/85 (SMD) (CR)

Freeland

Luzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WQE (FM)

1979
FREELAND

See SRDS Spot Radio Small Markets Edition. Mid 013398-000

Gettysburg

Adams County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WGET

1950
GETTYSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013399-000

WGTY (FM)

1962
GETTYSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013400-000

Greencastle

Franklin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WGLL (FM)

1976
MERCERSBURG

Mid 013459-000
8737 Kuhn Bridge Rd., Greencastle, PA 17225. Phone 717-597-9000.
See listing under city of license.

WKSL (FM)

1967
GREENCASTLE

Mid 013401-000
See SRDS Spot Radio Small Markets Edition.

Greensburg

Westmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Greenville

Mercer County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WGRP

1959
GREENVILLE

Mid 013402-000
See SRDS Spot Radio Small Markets Edition.

WGRP-FM

1965
GREENVILLE

Mid 013403-000
See SRDS Spot Radio Small Markets Edition.

Grove City

Mercer County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WEDA (FM)

1962
GROVE CITY

Mid 013404-000
See SRDS Spot Radio Small Markets Edition.

Hanover

York County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WHVR

1949
HANOVER

Mid 013405-000
See SRDS Spot Radio Small Markets Edition.

WYCR (FM)

1974
YORK-HANOVER

Mid 013611-000
Licensed as a York-Hanover station. See listing under York, PA.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Harrisburg

(including Mechanicsburg)

Dauphin County—Map Location H-6
Cumberland County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCMB

1947
HARRISBURG



Torbet Radio



Media Code 4 239 2900 9.00 Mid 013406-000
Hudson Broadcasting Corp.
Box 3433, Harrisburg, PA 17105. Phone 717-763-7020.
Studio: WCMB/WFSM 360 Poplar Church Rd., Camp Hill, PA 17011.

PROGRAMMING DESCRIPTION

WCMB: 1460 hits. Adult Contemporary/Oldies. PERSONALITIES: Jim King AM personality. NEWS: at :60 & :30 AM/PM drive ABC network at :60 Hrly. SPORTS: at :45 (6,7,8 am) Penn State football. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Brian E. Danzis.
General Sales Manager—Christine E. Hillard.
Operations Manager—Bob Paiva.

- REPRESENTATIVES**
Torbet Radio Inc.

- FACILITIES**
5,000 w.; 1460 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15% on broadcast rate only; no cash discount.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60h, 61a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate Protection: 5 months.
FM facilities: WFSM (FM).
Affiliated with ABC Direction Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHGB



1400 AM
(formerly WFEC)

HARRISBURG



McGAVREN GUILD RADIO

Media Code 4 239 2950 4.00 Mid 013407-000
Scott Broadcasting Corp.
900 Market St., Suite 101, Harrisburg, PA 17101. Phone 717-238-5122.

PROGRAMMING DESCRIPTION

WHGB: Programmed for adults 35+. MUSIC: Al Ham's "The Music of Your Life," great sounds of Big Bands & classic pop vocalists. NEWS: network hrly daily; local emphasis M-F 6 am-7 pm featuring traffic, weather & school closings. Contact Representative for further details. Rec'd 12/27/84.

- PERSONNEL**
Vice-Pres & Gen'l Mgr.—Mitchell Scott.
Program Director—Jeffery Scott.

- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 24b, 24c, 25a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with MBS.

continued

PENNSYLVANIA

Harrisburg—cont

WHGB—cont

TIME RATES

Eff 10/1/70—Rec'd 9/10/70.

AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA—ROTATING

	6 ti	12 ti	18 ti	24 ti
1 min	25	24	23	22
30 sec	20	19	18	17

CLASS A

1 min	20	18	16	15
30 sec	16	14	13	12

WHP

1924
HARRISBURG



Katz Radio

CBS Radio Network



Media Code 4 239 3000 7.00 Mid 013408-000
WHP Inc.
Box 1507, Harrisburg, PA 17105. Phone 717-238-2100,
TWX, 510-650-0816.

PROGRAMMING DESCRIPTION

WHP: MUSIC: bright MOR, current vocal & instrumental hits selected from Adult contemporary Top 40, highlighted by recent hits & stds. NEWS: network at :60, local, 5-min local with weather & sports at :30 plus 6:06 & 7:06 am & 1-min updates at :58; 30-min block at 8 am, 15-min block at noon, 90-min block at 5 pm. Contact Representative for further details. Rec'd 7/31/84.

1. PERSONNEL
Pres. & Chief Exec. Officer—Joseph M. Higgins.
General Manager—Donald C. Yeiser.
National Sales Manager—John W. Bowling, Jr.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.: 580 khz. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 22a, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Contracts for spots accepted 30 days prior to starting date. Firm contracts for programs accepted 60 days prior to initial broadcast.

MULTIPLE PRODUCTS

Station will not accept any piggy-backs less than 1 min, and in no case may more than 2 products be advertised. Piggy-backs are 2x applicable 30-sec rate. Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WHP-FM

1948
HARRISBURG



Katz Radio

NRBA

Media Code 4 239 3001 5.00 Mid 013409-000
WHP Inc.
Box 1507, Harrisburg, PA 17105. Phone 717-238-2100,
TWX, 510-650-0816.

PROGRAMMING DESCRIPTION

WHP-FM: Programmed for adults 25-54. MUSIC: Bonnevillie mainstream/ Easy Listening instrumental & vocal arrangements covering hits familiar to target audience. NEWS: 2 min per hr at :58. COMMERCIAL POLICY: 4 commercial interruptions per hr at :15, :30, :45 & 57; only 30 & 60-sec lengths permitted. Contact Representative for further details. Rec'd 8/31/84.

1. PERSONNEL
Pres. & Chief Exec. Officer—Joseph M. Higgins.
General Manager—Donald C. Yeiser.
National Sales Manager—John W. Bowling, Jr.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 14,000 w., 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 840 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 22a, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Contracts for spots accepted 30 days prior to starting date. Firm contracts for program accepted 60 days prior to initial broadcast.

MULTIPLE PRODUCTS

Station will not accept any piggy-backs less than 1 min, and in no case may more than 2 products be advertised. Piggy-backs are 2x applicable 30-sec rate.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WHTF (FM)

1971
STARVIEW



(This is a paid duplicate of the listing under Starview, Pennsylvania.)

Media Code 4 239 8225 5.00 Mid 013573-000
Starview Media, Inc.
R.D. 4, Box 312 B, York, PA 17404. Phone 717-266-6606.

PROGRAMMING DESCRIPTION

WHTF (FM): MUSIC: Contemporary Rock programmed for 18-49 audience. NEWS: plus sports & weather features 2x/hr in AM drive. Contact Representative for further details. Rec'd 1/9/85.

1. PERSONNEL
General Manager—Douglas George.
Program Director—Michael Sarzynski.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 4a, 5, 6b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b.
Contracts: 40a, 44b, 46.
Comb.: Cont. Discounts: 61c.
Cancellation: 71a, 72, 73a.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD) (D-2)

WHYL

1948
CARLISLE

WHYL-FM

1959
CARLISLE



(This is a paid duplicate of the listing under Carlisle, Pennsylvania.)

Media Code 4 239 1400 1.00 Mid 013365-000
Richard Field Lewis, Jr., Inc.
Box WHYL, Carlisle, PA 17013. Phone 717-249-1717,
Harrisburg, 717-232-3126.

PROGRAMMING DESCRIPTION

WHYL/WHYL-FM: MUSIC: Contemporary Country singles, top oldies. Live AIR PERSONALITIES handle all segments. NEWS: drive only; local at :60 & :30; 10-min local at noon, AP nights & wknds. COMMERCIAL POLICY: max 10-min/hr, 12 units/hr. Contact Representative for further details. Rec'd 4/30/84.

1. PERSONNEL
General Manager—Frank W. Kelley.
Operations Manager—Lee Crawford.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
5,000 w., 960 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
FM ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 165 ft. above terrain.

Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD) (D)

WKBO

1922
HARRISBURG



BLAIR RADIO

Media Code 4 239 3100 5.00 Mid 013410-000
Dame Media, Inc.
3211 N Front St., Harrisburg, PA 17110. Phone 717-232-1800.

PROGRAMMING DESCRIPTION

WKBO: Programmed for adults 25-44. MUSIC: Adult/Popular w/mix of Oldies. NEWS: network at :60; local & nat'l combined in drive at :60; local at :30; weather; traffic reports in drive. SPORTS: at :15 & :45 in AM drive; Hershey Bears hockey; major league baseball; network wknd sports reports. Contact Representative for further details. Rec'd 11/26/84.

1. PERSONNEL
President—J. Albert Dame.
Vice-Pres., Gen'l Mgr. & Nat'l Sales Rep.—John W. Dame.

Program Director—John Marzi.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on station time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 42b, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60h.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
All acceptable accounts subject to same rate. Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. A-4 Eff 12/1/84—Rec'd 1/28/85.

A—Mon thru Fri 5:30-10 am.
B—Mon thru Fri 3-7 pm.
C—Mon thru Fri 10 am-3 pm.
D—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.
E—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS A	I	II	III	IV	V
1 min	75	60	50	45	40	35
30 sec	60	48	40	36	32	

	CLASS B	60	50	40	35	30
1 min	60	50	40	32	28	24
30 sec	48	40	32	24	20	16

	CLASS C	50	40	30	25	20
1 min	50	40	30	25	20	
30 sec	40	32	24	20	16	

	CLASS D	35	30	25	20	15
1 min	35	30	25	20	16	12
30 sec	28	24	20	16	12	

	CLASS E	15	10
1 min	15	10	
30 sec	12	8	

7. PACKAGE PLANS
DRIVE—1/2 AM, 1/2 PM

Mon-Fri 6-10 am & 3-7 pm	1 min	45	36
TAP—1/3 AMD, 1/3 MIDDAY, 1/3 PMD	30 sec	40	32
Mon-Fri 6-10 am, 10 am-3 pm & 3-7 pm	1 min	40	32
TAP—1/3 AMD, 1/4 MIDDAY, 1/4 PMD, 1/4 WKND, & NIGHTS	30 sec	35	28

WKCD (FM)

1978
MECHANISBURG



Media Code 4 239 3112 0.00 Mid 013411-000
Ouaker State Broadcasting Corporation
107 E. Main St., Mechanicsburg, PA 17055. Phone 717-697-1141.

2. REPRESENTATIVES
Dome & Associates, Inc.
Rates have been temporarily withdrawn by station.

WQXA (FM)

1948
YORK



NRBA

(This is a paid duplicate of the listing under York, Pennsylvania.)
Media Code 4 239 9650 3.00 Mid 013608-000
HGF Media: Penn Central Broadcasting, Inc.
Box 2506, Pleasantville Hill, York, PA 17405. Phone 717-757-9402, Harrisburg, 234-9967, Lancaster, 392-1250.

PROGRAMMING DESCRIPTION

WQXA (FM): MUSIC: mass appeal Contemporary Adult format. Current top Hits & Solid Gold; primary target audience adults 18-49; AIR PERSONALITIES: Rick Dee's Weekly Top 40 Sat 6-10 pm; Breakfast with the Beatles Sun 8-10 am; American Top 40 with Casey Kasem Sun 10 am-2 pm & 6-10 pm. NEWS: network hrrly at :60; local each half hr 6-9 am, noon & 3-5 pm. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 11/21/84.

1. PERSONNEL
President—Harold G. Fulmer III.
General Manager—Barry K. Bruce.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES
ERP 46,000 w. (horiz.), 38,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
AM facilities: WNOW.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(D) (CR)

WRKZ (FM)

1964
HERSHEY



McGAVREN GUILD RADIO



(This is a paid duplicate of the listing under Hershey, Pennsylvania.)

Media Code 4 239 3165 8.00 Mid 013416-000
Penn Broadcasting Corp.
Box Z, Hershey, PA 17033. Phone 717-367-7700.

PROGRAMMING DESCRIPTION

WRKZ (FM): Programmed for general mass appeal. MUSIC: Contemporary Modern Country. NEWS: network, commentator, sports, weather, traffic, 3 mobile units. PERSONALITY & community minded. Contact Representative for further details. Rec'd 2/28/83.

1. PERSONNEL
General Manager—Paul R. Holsopple.
Station Manager—Mike McGann.
General Sales Manager—Paul Landis.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(SMD) (D-4)

WSFM (FM)

1965
HARRISBURG



Torbet Radio



Media Code 4 239 3125 2.00 Mid 013412-000
Hudson Broadcasting Corp.
Box 3433, Harrisburg, PA 17105. Phone 717-763-7020.
Studio: 360 Poplar Church Rd., Camp Hill, PA 17011.

PROGRAMMING DESCRIPTION

WSFM (FM): MUSIC: Adult contemporary, with strong community involvement, lifestyle orientation. AIR PERSONALITIES: handle all segments. NEWS: RKO network at :60. FEATURES: Top 30 USA Sun 9 am-12N. RKO's Solid Gold Saturday Night, Sat 7 pm-12M; Night time America 12M-5 am. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Brian E. Danzis.
General Sales Manager—Christine E. Hillard.
Operations Manager—Bob Paiva.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 3,000 w.: 99.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% on broadcast rate only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60h, 61a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate Protection: 5 months.
AM facilities: WCMB.
Affiliated with ABC FM Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WTPA (FM)1962
HARRISBURGMedia Code 4 239 3137 7.00 Mid 013413-000
Box 104, 3400 N. 6th St., Harrisburg, PA 17108. Phone
717-238-1402.

2. REPRESENTATIVES
Eastman Radio, Inc.
1 min rate 1x: 30.00.

HazletonLuzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of
the state.**WAZL**1932
HAZLETONMedia Code 4 239 3150 0.00 Mid 013414-000
The Luzerne Company
Hazleton National Bank Bldg., Hazleton, PA 18201.
Phone 717-454-3531.
Rates have been temporarily withdrawn by station.**WVCD (FM)**1947
HAZLETONMedia Code 4 239 3162 5.00 Mid 013415-000
The Luzerne Company
Hazleton National Bank Bldg., Hazleton, PA 18201.
Phone 717-454-3533.
Rates have been temporarily withdrawn by station.**Hershey**Daupine County—Map Location H-6
See SRDS Consumer market map and data at beginning of
the state.**WRKZ (FM)**1964
HERSHEYMedia Code 4 239 3165 8.00 Mid 013416-000
Penn Broadcasting Corp.
Box Z, Hershey, PA 17033. Phone 717-367-7700.**PROGRAMMING DESCRIPTION**WRKZ (FM): Programmed for general mass appeal.
MUSIC: Contemporary Modern Country, NEWS: network,
commentator, sports, weather, traffic, 3 mobile units.
PERSONALITY & community minded. Contact
Representative for further details. Rec'd 2/28/83.

1. PERSONNEL
General Manager—Paul R. Holsopple.
Station Manager—Mike McGann.
General Sales Manager—Paul Landis.
2. REPRESENTATIVES
McGavren Guild Radio.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania,
Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD) (D-4)

HollidaysburgBlair County—Map Location E-6
See SRDS Consumer market map and data at beginning of
the state.**WHPA (FM)**1978
HOLLIDAYSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013417-000

Homer CityIndiana County—Map Location D-5
See SRDS Consumer market map and data at beginning of
the state.**WRID**1983
HOMER CITY

See SRDS Spot Radio Small Markets Edition. Mid 032493-000

HonesdaleWayne County—Map Location L-2
See SRDS Consumer market map and data at beginning of
the state.**WDNH**1972
HONESDALE

See SRDS Spot Radio Small Markets Edition. Mid 013418-000

WDNH-FM1981
HONESDALE

See SRDS Spot Radio Small Markets Edition. Mid 027474-000

HuntingdonHuntingdon County—Map Location F-6
See SRDS Consumer market map and data at beginning of
the state.**WHUN**1946
HUNTINGDON
WRLR (FM)1967
HUNTINGDON

See SRDS Spot Radio Small Markets Edition. Mid 013419-000

IndianaIndiana County—Map Location D-5
See SRDS Consumer market map and data at beginning of
the state.**WDAD**1945
INDIANA

See SRDS Spot Radio Small Markets Edition. Mid 013420-000

WQMU (FM)1968
INDIANA

See SRDS Spot Radio Small Markets Edition. Mid 013421-000

JeannetteWestmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of
the state.**See Pittsburgh**(including Ambridge, Beaver Falls, Braddock,
Canonsburg, Carnegie, Greensburg, Jeannette,
McKeesport, New Kensington)**Jenkintown**Montgomery County—Map Location L-6
See SRDS Consumer market map and data at beginning of
the state.**See Philadelphia Urban Area****Jersey Shore**Lycoming County—Map Location H-3
See SRDS Consumer market map and data at beginning of
the state.**WJSA**1979
JERSEY SHORE

See SRDS Spot Radio Small Markets Edition. Mid 013422-000

WJSA-FM1984
JERSEY SHOREListing will be published in the April 1985 issue of Spot
Radio Small Markets Edition. Mid 035500-000**WSQV (FM)**1979
JERSEY SHORE

See SRDS Spot Radio Small Markets Edition. Mid 013423-000

JohnstownCambria County—Map Location D-6
See SRDS Consumer market map and data at beginning of
the state.**WCRO**1947
JOHNSTOWNMedia Code 4 239 3350 6.00 Mid 013424-000
Hamilton Communications, Inc.
407 Main St., Johnstown, PA 15901. Phone 814-536-
5158.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 25.00.

WGLU (FM)1980
JOHNSTOWNMedia Code 4 239 3381 1.00 Mid 013425-000
Conemaugh Communications Corp.
The Landmark-516 Main St., Johnstown, PA 15901.
Phone 814-536-7825.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 32.00.

WJAC1925
JOHNSTOWNMedia Code 4 239 3400 9.00 Mid 013426-000
WJAC Radio.
109 Plaza Dr., Box 309, Johnstown, PA 15907. Phone
814-255-4186, TWX, 510-698-3274.**PROGRAMMING DESCRIPTION**
WJAC: Programmed for young adults 18+.
MUSIC: Modern Country; emphasis on news, remote broadcasting
& special events; weather 4x/hr. SPORTS: pro & college
football, local & reg'l sports briefs. Contact Representa-
tive for further details. Rec'd 4/30/81.

1. PERSONNEL
General Manager—Sandy Neri.
General Sales Manager—Bill Creager.
Local Sales Manager—Janet Sheehan.
2. REPRESENTATIVES
McGavren Guild Radio.
Dome & Associates, Inc.
3. FACILITIES
10,000 w.; 850 khz. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28b.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WKYE (FM).
Affiliated with NBC Radio Network.
Affiliated with Satellite Music Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- WJAC/WKYE (FM) COMBINATION
Eff 9/1/84—Rec'd 8/24/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-1 am; Sun 6 am-
midnight.
6. SPOT ANNOUNCEMENTS
- | GRID, 1 MIN: | I | II | III | IV |
|--------------|----|----|-----|----|
| AAA | 45 | 40 | 35 | 30 |
| AA | 40 | 35 | 30 | 25 |
- 30 sec: 80% of 1-min.
WJAC only: 80% WJAC/WKYE (FM) combination.

WJNL1946
JOHNSTOWNMedia Code 4 239 3425 6.00 Mid 013428-000
Cover Broadcasting Inc.
Cover Hill, Johnstown, PA 15902. Phone 814-535-8554,
Sales; 535-2597.

2. REPRESENTATIVES
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

WJNL-FM1973
JOHNSTOWNMedia Code 4 239 3437 1.00 Mid 013429-000
Cover Broadcasting Inc.
Cover Hill, Johnstown, PA 15902. Phone 814-535-8554,
Sales, 2597.

2. REPRESENTATIVES
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

WKYE (FM)1948
JOHNSTOWN**McGAVREN GUILD RADIO**Media Code 4 239 3443 9.00 Mid 013427-000
WKYE Radio.
109 Plaza Dr., Box 309, Johnstown, PA 15907. Phone
814-255-4186, TWX, 510-698-3274.**PROGRAMMING DESCRIPTION**
WKYE (FM): Programmed for adults 25-49. MUSIC: Adult
Contemporary; emphasis on music & news. Contact
Representative for further details. Rec'd 10/6/83.

1. PERSONNEL
General Manager—Sandy Neri.
General Sales Manager—Bill Creager.
Local Sales Manager—Janet Sheehan.
2. REPRESENTATIVES
McGavren Guild Radio.
Dome & Associates, Inc.
3. FACILITIES
ERP 57,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,060 ft, above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WJAC.
Sold in combination with WJAC. See that listing.
TIME RATES

6. SPOT ANNOUNCEMENTS
90% of WJAC/WKYE (FM) combination.

KaneMcKean County—Map Location E-2
See SRDS Consumer market map and data at beginning of
the state.**WKZA**1954
KANE

See SRDS Spot Radio Small Markets Edition. Mid 013430-000

KittanningArmstrong County—Map Location C-5
See SRDS Consumer market map and data at beginning of
the state.**WACB**1948
KITTANNING

See SRDS Spot Radio Small Markets Edition. Mid 013431-000

LancasterLancaster County—Map Location J-7
See SRDS Consumer market map and data at beginning of
the state.**WDAC-FM**94.5
FM1959
LANCASTERMedia Code 4 239 3550 1.00 Mid 013432-000
WDAC Radio Co.
Box 3022, Rte. 272, Lancaster, PA 17604. Phone 717-
284-4123.**PROGRAMMING DESCRIPTION**
WDAC-FM: Gospel & sacred music, religious programs,
both local & national. News, FARM: & agricultural em-
phasis. Contact Representative for further details. Rec'd
7/1/83.

1. PERSONNEL
President—Richard T. Crawford.
Station Manager—Paul R. Hollinger.
Production Manager—Don Powell.
2. REPRESENTATIVES
Savalli & Schutz, Inc.

continued

PENNSYLVANIA

Lancaster—cont

WDAC-FM—cont

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 25a.
Contracts: 40a, 47a.
Cancellation: 70b, 70e, 71a, 73b.
Affiliated with Agri-Broadcasting Network of Pennsylvania, Inc.

TIME RATES

Eff 9/1/84—Rec'd 7/27/84.
AA—6-9 am, noon-1 pm & 4-7 pm.
A—5-6 am, 1-4 pm & 7-10 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AA	A	AA
18.50	13.00	14.00 10.00

7. PACKAGE PLANS

TAP—1/2AA, 1/2A	1 min	30 sec
ROS—5 am-midnight	15	11
	13	10

FREQUENCY DISCOUNTS

12x—1%	52x—6%	312x—15%
18x—3%	156x—10%	624x—18%
24x—5%	260x—12%	1248x—25%

WGSA
1955
EPHRATA

M Masla Radio

nab

RAB

(This is a paid duplicate of the listing under Ephrata, Pennsylvania.)

Media Code 4 239 2250 9.00 Mid 013388-000
Joel Michaels Media, Inc.
Box 669, Ephrata, PA 17522. Phone 717-733-1310, Lancaster, 717-397-1310, Reading, 215-484-1310.

PROGRAMMING DESCRIPTION

WGSA: Adult Contemporary programmed for audience 25-54; all segments handled by AIR PERSONALITIES. NEWS: at :30 & :60 in drives with farm reports emphasized in AM. FEATURES: yr-round promotional activity; community involvement. Contact Representative for further details. Rec'd 11/28/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael D. Rubright.
Vice-Pres. & Sales Mgr.—Robert A. Bennethum.

2. REPRESENTATIVES
Masla Radio.
Dome & Associates, Inc.

3. FACILITIES
5,000 w.; 1310 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 82.

TIME RATES

Eff 12/3/84—Rec'd 11/28/84.

7. PACKAGE PLANS

PER WK:	1 ti	20 ti	30 ti	PER WK:	1 ti	20 ti	30 ti
1 min	14	13	12	30 sec	11	10	9

BTA: 1-min 11.00; 30-sec 8.00.
Fixed daypart/position, extra 2.00.
BEST BUY

Discount	Discount
1000x annual	3.00
500x biannual	2.00
250x quarterly	1.00

10. SPECIAL FEATURES
News sponsorship—incl open & close & 1-1 min spot:
18.00

(SMD) (D)

WHEX
1984
COLUMBIA

Adult Contemporary

Mid 034005-000

See listing under city of license.

WIOV (FM)
(formerly WGSA-FM)
1962
EPHRATA

M

Masla Radio

nab

RAB

(This is a paid duplicate of the listing under Ephrata, Pennsylvania.)

Media Code 4 239 2300 2.00 Mid 013389-000
WIOV, Inc.

44 Bethany Rd., Box 430, Ephrata, PA 17522. Phone 717-738-1191, Lancaster, 717-397-1310.

PROGRAMMING DESCRIPTION

WIOV (FM): Programmed for adult appeal. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alan Beck.
Sales Manager—Mike Breidenstein.

2. REPRESENTATIVES
Republic Radio Sales, Inc.

3. FACILITIES
ERP 50,000 w. circular polarized; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WHUM, Reading.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD)(D-3)(CR)

WLAN
1946
LANCASTER

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab

NRBA

Media Code 4 239 3650 9.00 Mid 013433-000
Peoples Broadcasting Inc.
252 N. Queen St., Lancaster, PA 17603. Phone 717-394-7261.

PROGRAMMING DESCRIPTION

WLAN: Programmed for 25-54. MUSIC: adult contemporary. Contact Representative for further details. Rec'd 6/3/82.

1. PERSONNEL
President—Samuel M. Altdoerfer, Sr.
Manager—Samuel M. Altdoerfer, Jr.
Sales Manager—W. F. Cifuni.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 khz.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11c, 12f, 13f, 14a, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23b, 24a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60e, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with MBS.

TIME RATES

AM/FM COMBINATION
Eff 12/1/81—Rec'd 11/30/81.

6. SPOT ANNOUNCEMENTS
ROS, 40.00.

AM only: Rates have been temporarily withdrawn by station.

WLAN-FM
1948
LANCASTER

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab

NRBA

Media Code 4 239 3651 7.00 Mid 013434-000
Peoples Broadcasting Co. Inc.
252 N. Queen St., Lancaster, PA 17603. Phone 717-394-7261.

PROGRAMMING DESCRIPTION

WLAN-FM: Programmed for 18-54. MUSIC: Adult contemporary. Contact Representative for further details. Rec'd 6/3/82.

1. PERSONNEL
President—Samuel M. Altdoerfer, Sr.
Manager—Samuel M. Altdoerfer, Jr.
Sales Manager—W. F. Cifuni.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11c, 12f, 13f, 14a, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23b, 24a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60e, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
Sold in combination with WLAN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Separate rates have been temporarily withdrawn by station.

WLPA
1922
LANCASTER

RAB

Media Code 4 239 3663 2.00 Mid 013435-000
Hall Communications Inc.
24 S. Queen St., Lancaster, PA 17603. Phone 717-397-0333.

PROGRAMMING DESCRIPTION

WLPA: Programmed for adults 35+. MUSIC: Popular music of past 30 years. NEWS: network at :60 local at :55 during am & pm drive. WEATHER: 2x/hr. SPORTS: pro baseball, pro football, pro basketball, pro hockey, college football. SPECIAL: Spanish language program Sun 6-9 pm. Contact Representative for further details. Rec'd 7/27/82.

1. PERSONNEL
General Manager—Bill Baldwin.
Station Manager—Don Gabel.
Operations Manager—David Radcliff.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28b, 29b, 30a.

Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: WNCE (FM).
Affiliated with NBC Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WNCE (FM)
1944
LANCASTER

T Torbet Radio

RAB

Media Code 4 239 3675 6.00 Mid 013436-000
Hall Communications Inc.
24 S. Queen St., Lancaster, PA 17603. Phone 717-397-0333.

PROGRAMMING DESCRIPTION

WNCE (FM): Programmed for adults 25+. MUSIC: beautiful. NEWS: local at :60, weather 2x/hr. Contact Representative for further details. Rec'd 7/27/82.

1. PERSONNEL
General Manager—Bill Baldwin.
Station Manager—Don Gable.
Operations Manager—David Radcliff.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,293 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28b, 29b, 30a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
AM facilities: WLPA.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WQXA (FM)
1948
YORK

Mid 013608-000

See listing under city of license.

WRKZ (FM)
1964
HERSHEY

RAB

McGAVREN GUILD RADIO

nab

NRBA

(This is a paid duplicate of the listing under Hershey, Pennsylvania.)

Media Code 4 239 3165 8.00 Mid 013416-000
Penn Broadcasting Corp.
Box Z, Hershey, PA 17033. Phone 717-367-7700.

PROGRAMMING DESCRIPTION

WRKZ (FM): Programmed for general mass appeal. MUSIC: Contemporary Modern Country. NEWS: network, commentator, sports, weather, traffic, 3 mobile units. PERSONALITY & community minded. Contact Representative for further details. Rec'd 2/28/83.

1. PERSONNEL
General Manager—Paul R. Holsopple.
Station Manager—Mike McGann.
General Sales Manager—Paul Landis.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.
(SMD) (D-4)

WSBA
YORK

Mid 013609-000

See listing under city of license.

ADVERTISEMENT

WSBA/WSBA-FM—York, Lancaster, Harrisburg
Harrisburg phone number—(717) 323-1155
Lancaster phone number—(717) 393-1155
WSBA/WSBA-FM—First in adults 18-49 and adults 18+,
Monday through Friday, 6-10 A.M. and 3-7 P.M. York, PA.
TSA, Arlirton, Spring, 1981.
Combination morning drive times
Represented by Eastman Radio, Inc.

Lansdale

Montgomery County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WNPV
1960
LANSDALE

nab

Media Code 4 239 3700 2.00 Mid 013437-000
WNPV, Inc.
Box 1440, Lansdale, PA 19446. Phone 215-855-8211, 723-2116.

PROGRAMMING DESCRIPTION

WNPV: MUSIC: MOR. NEWS: local & sports. Rec'd 9/26/83.

1. PERSONNEL
General Sales Manager—Paul G. Hagerty, Jr.

3. FACILITIES
500 w.; 1440 khz. Directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 10/25/82

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 10 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
1 MIN:
AAA 15.50 12.00 10.50 8.00 7.00
AA 15.00 11.00 10.00 7.00 6.50
A 14.50 10.50 9.00 6.50 6.00
B 8.00 6.00 5.00 4.00 3.75
30 sec: 80% of 1-min.

7. PACKAGE PLANS				
WITHIN 7 DAYS, 1 MIN:				
AAA	10 ti	20 ti	40 ti	60 ti
AA	23.50	17.00	12.50	11.00
A	15.50	12.00	9.00	8.00
B	14.50	10.50	8.00	6.50
30 sec: 80% of 1-min.	12.00	8.00	6.00	4.50
TAP:				
I—25 ti (7AAA, 7AA, 6A, 5B)	Cost 275.40			
II—50 ti (14AAA, 14AA, 12A, 10B)	411.30			
III—75 ti (21AAA, 21AA, 18A, 15B)	529.65			

10. SPECIAL FEATURES				
COMMENT PLEASE TALK SHOW—15 MIN				
Incl 2 1-min spots	1 ti	13 ti	26 ti	52 ti
ECHOES OF AN ERA, BIG BAND	55	50	45	40
1 min	1 ti	13 ti	1 min	1 ti
3 spots	35	7 spots	100	85
5 spots	85	50		

Lansford

Carbon County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WLSH

1952
LANSFORD

Mid 013438-000
See SRDS Spot Radio Small Markets Edition.

Latrobe

Westmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WCNS

1956
LATROBE

Mid 013439-000
See SRDS Spot Radio Small Markets Edition.

WQTW

1952
LATROBE

Mid 013440-000
See SRDS Spot Radio Small Markets Edition.

Lebanon

Lebanon County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WIOV (FM)

(formerly WGSA-FM)
1962
EPHRATA



(This is a paid duplicate of the listing under Ephrata, Pennsylvania.)
Media Code 4 239 2300 2.00 Mid 013389-000
WIOV, Inc.
44 Bethany Rd., Box 430, Ephrata, PA 17522. Phone 717-738-1191, Lancaster, 717-397-1310.

PROGRAMMING DESCRIPTION

WIOV (FM): Programmed for adult appeal. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Alan Beck.
Sales Manager—Mike Breidenstein.
 - REPRESENTATIVES**
Republic Radio Sales, Inc.
 - FACILITIES**
ERP 50,000 w. circular polarized; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
 - AGENCY COMMISSION**
15% time only.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WHUM, Reading.
- | | | | | |
|--|-------|-------|------|------|
| TIME RATES | | | | |
| Eff 1/1/85—Rec'd 1/22/85. | | | | |
| I—Mon thru Fri 6-10 am & 3 pm-local sunset; Sat 8 am-4 pm. | 10.85 | 10.35 | 9.85 | 9.35 |
| II—Mon thru Fri 10 am-3 pm; Sat 6-8 am & 4 pm-local sunset; Sun all day. | 8.75 | 8.35 | 7.95 | 7.55 |
| III—BTA. | 9.80 | 9.35 | 8.90 | 8.45 |
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D-3)(CR)

WLBR

1946
LEBANON



Media Code 4 239 3900 8.00 Mid 013441-000
Lebanon Broadcasting Co. Inc.
N. Rt. 72, Lebanon, PA 17042. Phone 717-272-7651.
PROGRAMMING DESCRIPTION
WLBR: Programmed for adults and young adults. MUSIC: top 100 current hits plus album selections & oldies. NEWS: network at :60; local & regional at :30; weather &

sports throughout day. SPORTS: college & high school football & basketball; pro baseball. FEATURES: participation by listeners in promotion & games, plus remote facilities for special events, store openings, etc. Contact Representative for further details. Rec'd 12/29/77.

- PERSONNEL**
Pres. & Mng Dir.—Lester P. Etter.
Director of Sales—Edward J. Burris.
- REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1270 khz. Directional.
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**
15% on time and talent.
- GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c. Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
FM facilities: WUFM (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

- Eff 1/1/84—Rec'd 1/16/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A All other times.
- | | | | | | | |
|------------------------------|-------|-------|-------|-------|-------|-------|
| 6. SPOT ANNOUNCEMENTS | | | | | | |
| 1 MIN: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| AA | 21.85 | 20.00 | 18.25 | 16.55 | 14.50 | 12.75 |
| A | 18.65 | 17.00 | 15.50 | 14.00 | 12.25 | 10.85 |
| 30 SEC: | | | | | | |
| AA | 16.45 | 14.95 | 13.75 | 12.35 | 10.85 | 9.55 |
| A | 13.90 | 12.75 | 11.70 | 10.40 | 9.20 | 8.15 |
- 10 sec: 50% of 1 min.

WRKZ (FM)

1964
HERSHEY



MCGAVREN GUILD RADIO



(This is a paid duplicate of the listing under Hershey, Pennsylvania.)
Media Code 4 239 3168 8.00 Mid 013416-000
Penn Broadcasting Corp.
Box Z, Hershey, PA 17033. Phone 717-367-7700.

PROGRAMMING DESCRIPTION

WRKZ (FM): Programmed for general mass appeal. MUSIC: Contemporary Modern Country. NEWS: network, commentator, sports, weather, traffic, 3 mobile units. PERSONALITY & community minded. Contact Representative for further details. Rec'd 2/28/83.

- PERSONNEL**
General Manager—Paul R. Holsopple.
Station Manager—Mike McGann.
General Sales Manager—Paul Landis.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D-4)

WUFM (FM)

1948
LEBANON



Masla Radio



Media Code 4 239 3925 8.00 Mid 013442-000
Lebanon Broadcasting Co. Inc.
N. Rt. 72, Lebanon, PA 17042. Phone 717-272-7651.

PROGRAMMING DESCRIPTION

WUFM (FM): MUSIC: adult contemporary. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Pres. & Mng Dir.—Lester P. Etter.
Director of Sales—Edward J. Burris.
- REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 270 ft. above average terrain.
- AGENCY COMMISSION**
15% on time and talent.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c. Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WLBR.
- | | | | | | | |
|------------------------------|-------|-------|-------|-------|-------|-------|
| TIME RATES | | | | | | |
| Eff 1/1/84—Rec'd 1/13/84. | | | | | | |
| 6. SPOT ANNOUNCEMENTS | | | | | | |
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| 1 min | 20.45 | 17.85 | 15.75 | 14.15 | 11.55 | 10.50 |
| 30 sec | 15.20 | 13.10 | 12.05 | 10.50 | 8.90 | 7.85 |

WVLV

1976
LEBANON

Media Code 4 239 3937 0.00 Mid 013443-000
Lebanon Valley Radio, Inc.
Prescott Dr. at E. Kercher Ave., Box 940, Lebanon, PA 17042. Phone 717-273-2611.
1 min rate 1x: 13.00.

Lehighton

Carbon County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WYNS

1962
LEHIGHTON



Media Code 4 239 3950 3.00 Mid 013444-000
Valley Broadcasting Co.
Nis Hollow Rd., Box 115, Lehighton, PA 18235. Phone 215-377-1150.

PROGRAMMING DESCRIPTION

WYNS: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 10/4/77.

- PERSONNEL**
Gen'l & Comm'l Mgr.—John Michaels.
Station Manager—Betty F. Straubinger.
 - REPRESENTATIVES**
Regional Repts Corp.
Market 4 Radio.
PA, MD, VA, D.C.—Dome & Associates, Inc.
 - FACILITIES**
1,000 w.; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
- | | | | | | | |
|--|-------|-------|------|------|------|--|
| TIME RATES | | | | | | |
| Eff 1/1/85—Rec'd 12/11/84. | | | | | | |
| I—Mon thru Fri 6-10 am & 3 pm-local sunset; Sat 8 am-4 pm. | 10.85 | 10.35 | 9.85 | 9.35 | 8.85 | |
| II—Mon thru Fri 10 am-3 pm; Sat 6-8 am & 4 pm-local sunset; Sun all day. | 8.75 | 8.35 | 7.95 | 7.55 | 7.15 | |
| III—BTA. | 9.80 | 9.35 | 8.90 | 8.45 | 8.00 | |
- | | | | | | | |
|------------------------------|-------|-------|------|------|------|--|
| 6. SPOT ANNOUNCEMENTS | | | | | | |
| 1 MINUTE | | | | | | |
| GRID: | I | II | III | IV | V | |
| Class I | 10.85 | 10.35 | 9.85 | 9.35 | 8.85 | |
| Class II | 8.75 | 8.35 | 7.95 | 7.55 | 7.15 | |
| Class III | 9.80 | 9.35 | 8.90 | 8.45 | 8.00 | |
| 30 SECONDS | | | | | | |
| Class I | 8.10 | 7.75 | 7.40 | 7.00 | 6.65 | |
| Class II | 6.55 | 6.25 | 5.95 | 5.65 | 5.35 | |
| Class III | 7.30 | 7.00 | 6.65 | 6.30 | 6.00 | |
- PACKAGE PLANS**
- | | | | |
|----------------|------|------|-------|
| PER YR: | | | |
| BULK | 500x | 750x | 1000x |
| 1 min | 7.60 | 7.40 | 7.20 |
| 30 sec | 5.70 | 5.55 | 5.40 |
- SPECIAL FEATURES**
NEWS
5 min—incl open & close plus 1 1-min spot: Drivetime, 12:50; Noon report, 10:00.
Participating—minimum 1 ti/day, 6 days/wk: 30 sec, 6:00.
12/85 (SMD)

Levittown

Bucks County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WBCB

1957
LEVITTOWN

Mid 013445-000
See SRDS Spot Radio Small Markets Edition.

Lewisburg

Union County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WTGC

1976
LEWISBURG

Mid 013446-000
See SRDS Spot Radio Small Markets Edition.

Lewistown

Mifflin County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WIEZ

1941
LEWISTOWN

Mid 013448-000
See SRDS Spot Radio Small Markets Edition.

WKVA

1949
LEWISTOWN

Mid 013447-000
See SRDS Spot Radio Small Markets Edition.

WMRF-FM

1964
LEWISTOWN

Mid 03559-000
See SRDS Spot Radio Small Markets Edition.

Linesville

Crawford County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

WVCC (FM)

1970
LINESVILLE

Mid 013449-000
See SRDS Spot Radio Small Markets Edition.

Lock Haven

Clinton County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WBPZ

1946
LOCK HAVEN

Mid 013450-000
See SRDS Spot Radio Small Markets Edition.

WCNM (FM)

1965
LOCK HAVEN

Mid 016766-000
See SRDS Spot Radio Small Markets Edition.

Loretto

Cambria County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WAMQ

1963
LORETTO

Mid 013451-000
See SRDS Spot Radio Small Markets Edition.

Lykens

Dauphin County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WQIN

1975
LYKENS

Mid 013452-000
See SRDS Spot Radio Small Markets Edition.

Martinsburg

Blair County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WJSM

1968
MARTINSBURG

1965
MARTINSBURG

Mid 013453-000
See SRDS Spot Radio Small Markets Edition.

PENNSYLVANIA

McConnellsburg

Fulton County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

1976

WVFC
MCCONNELLSBURG

Mid 013454-000
See SRDS Spot Radio Small Markets Edition.

McKeesport

Allegheny County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Meadville

Crawford County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

1947

WMGW
MEADVILLE

Mid 013456-000
See SRDS Spot Radio Small Markets Edition.

1948

WZPR (FM)
MEADVILLE

Mid 013457-000
See SRDS Spot Radio Small Markets Edition.

Mechanicsburg

Cumberland County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

See Harrisburg

(including Mechanicsburg)

Media

Delaware County—Map Location L-7
See SRDS Consumer market map and data at beginning of the state.

See Philadelphia Urban Area

Mercer

Mercer County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

1972

WWIZ (FM)
MERCER

Mid 013458-000
See SRDS Spot Radio Small Markets Edition.

Mercersburg

Franklin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

1976

WGLL (FM)
MERCERSBURG



Media Code 4 239 4337 2.00
Pennsylvania Radioroad Company, Inc.
8737 Kuhn Bridge Rd., Greencastle, PA 17225. Phone
717-597-9000.

Mailing Address: Box 92, Mercersburg, PA 17236.
PROGRAMMING DESCRIPTION
WGLL (FM): MUSIC: Adult Contemporary. Rec'd 9/28/83.

- PERSONNEL
Vice-Pres./Gen'l Mgr.—Pete Low.
Sales Manager—Shari Leadman.
- FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 295 ft. above average terrain.



Mid 013459-000

4. AGENCY COMMISSION

15%.

TIME RATES

Eff 8/15/84—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti
1 min	11.46	10.75	9.95
30 sec	9.10	8.40	7.70

(SMD)(CR-4)

Mexico

Juniata County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

1955

WJUN
MEXICO

Mid 013460-000
See SRDS Spot Radio Small Markets Edition.

Mifflinburg

Union County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

1975

WWMC-FM
MIFFLINBURG

Mid 013461-000
See SRDS Spot Radio Small Markets Edition.

Milton

Northumberland County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

1955

WMLP
MILTON

Mid 013462-000
See SRDS Spot Radio Small Markets Edition.

WOEZ (FM)

1967

MILTON

NRBA

Media Code 4 239 4425 5.00
WMLP Inc.
Box 334, Milton, PA 17847. Phone 717-742-8705.

PROGRAMMING DESCRIPTION

WOEZ (FM): MUSIC: Beautiful, FM 100 Plan syndication.
NEWS: at :30. Rec'd 1/23/84.

- PERSONNEL
Sec./Treas. & Gen'l Mgr.—Doug Kesnow.
Sta. & Sales Mgr.—John Yingling.
- FACILITIES
ERP 410 w. (horiz.), 410 w. (vert.); 100.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 760 ft. above average terrain.
- AGENCY COMMISSION
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations
AM facilities: WMLP.

TIME RATES

Eff — Rec'd 8/28/84.

- SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	9.50	7.50	6.50

Set times: 1 min 10.50; 30 sec 8.75.
Midnight-6 am, deduct 50%.
- SPECIAL FEATURES
NEWSCASTS:

	1 min	30 sec
Ea	10.50	8.75

(SMD)

Monroeville

Allegheny County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

1965

WRUA
MONROEVILLE

Media Code 4 239 4450 3.00
Monroeville Broadcasting Co. Inc.
No. 1 Sylvan Lane, Monroeville, PA 15146. Phone 412-856-6827.
1 min rate 1x: 15.00.

Mount Carmel

Northumberland County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

1969

WMIM
MOUNT CARMEL



Media Code 4 239 4475 0.00
Mount Carmel Broadcasting Co.
3rd & Oak St., Mount Carmel, PA 17851. Phone 717-339-1600.

PROGRAMMING DESCRIPTION

WMIM: MUSIC: MOR. NEWS: local & AP radio. Sports & community involvement. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL
Pres. & Gen'l Mgr.—David A. Donlin.
- REPRESENTATIVES
Savalli & Schutz, Inc.
- FACILITIES
1,000 w.; 1590 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
15/0; 10 days. EOM.
- GENERAL ADVERTISING See coded regulations
FM facilities: WSPJ (FM), Shamokin.
Affiliated with RKO.

TIME RATES

Eff — Rec'd 7/30/84.

- AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
- SPOT ANNOUNCEMENTS

	1 min	30 sec
AAA	12 ti 18 ti 24 ti	12 ti 18 ti 24 ti
AA	8.20 7.60 7.20 6.60 6.10 5.80	8.00 7.40 7.00 6.40 5.90 5.50

- PACKAGE PLANS
GUARANTEED BULK—50% AAA, 50% AA

	250x	500x	1000x
1 min	6.50	6.00	5.50
30 sec	5.45	5.05	4.85

Used within 52 wk period.
TAP—6 AM-SIGN-OFF
 - EQUAL ROTATION:

	12 ti	18 ti	24 ti
1 min	7.80	7.20	6.80
30 sec	6.20	5.70	5.40

Within 7 consec. days.
- (SMD)(CR)

Mount Pocono

Monroe County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

1981

WPCN
MOUNT POCONO



Media Code 4 239 4500 5.00
Mount Pocono Broadcasting, Inc.
Mountain Dr., Box 132, Mount Pocono, PA 18344. Phone
717-839-6796.

PROGRAMMING DESCRIPTION

WPCN: Programmed for mass appeal. 25-54 demographics. MUSIC: Blend of Contemporary stars.
NEWS: CBS at :60; local during drive & mid-day; full news at 8:10 am, 12:05 & 6:10 pm; weather 4x/hr. FEATURES: business reports 3x/day; mid-day & closing stock reports; Pocono events & ski reports 4x/day; reports on entertainment, music, home economics, health & money throughout wk; Oldies shows & special music programs. SPORTS: 7x/day; programs on racing, fishing, tennis & golf; live USFL Philadelphia Stars, U of Pittsburgh football, NCAA playoffs, major league baseball & NFL playoffs; Masters golf; horse races; Olympics; US Open tennis & auto races. Contact Representative for further details.
Rec'd 3/26/84.

- PERSONNEL
Pres. & Gen'l Mgr.—George R. Buynak, Sr.
Vice-President—Emil Wagner.
Secy./Treas. & Sta. Mgr.—Janet A. Buynak.
 - REPRESENTATIVES
Market 4 Radio.
 - FACILITIES
1,000 w.; 960 khz. Directional.
Operating schedule: 6 am-local sunset. EST.
 - AGENCY COMMISSION
15%; 30 days.
 - GENERAL ADVERTISING See coded regulations
Affiliated with CBS Radio Network.
- TIME RATES
Eff 7/1/83—Rec'd 8/25/83.
- SPOT ANNOUNCEMENTS

	1 min	30 sec
12 ti 50 ti 100 ti	25 ti 50 ti 100 ti	25 ti 50 ti 100 ti
Mon-Thurs	12.95 10.60 10.00 10.60 8.25 7.65	
Fri-Sun	14.12 11.77 11.18 11.77 9.41 8.82	

(SMD)

Muncy

Lycoming County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

1983

WJKR (FM)
MUNCY

Mid 031397-000
See SRDS Spot Radio Small Markets Edition.

Nanticoke

Luzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

See Scranton-Wilkes-Barre

(including Carbondale, Nanticoke, Pittston)

New Castle

Lawrence County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

1968

WBZY
NEW CASTLE

Media Code 4 239 4525 2.00
Lawrence County Broadcasting Co. Inc.
Kennedy Square W., New Castle, PA 16101. Phone 412-658-3587.
1 min rate 1x: 10.50.

1938

WKST
NEW CASTLE

Media Code 4 239 4550 0.00
WKST Scott Broadcasting Co. of Pennsylvania Inc.
219 Savannah-Gardner Rd., New Castle, PA 16101.
Phone 412-654-5501.

- REPRESENTATIVES
Ind., Ky., Ohio & Southwest—Regional Reps Corp.
Market 4 Radio.
Dome & Associates, Inc.
1 min rate 1x: 13.00.

New Kensington

Westmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Norristown

Montgomery County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

See Philadelphia Urban Area

North East

Erie County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

1966

WHYP
NORTH EAST

1970

WHYP-FM
NORTH EAST

Mid 013468-000
See SRDS Spot Radio Small Markets Edition.

Oil City

Venango County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

1958

WFRA
FRANKLIN

1971

WVEN (FM)
FRANKLIN

Mid 013397-000
Other Office: Box 7, Oil City National Transit Company
Bldg., Oil City, PA 16301. Phone 814-677-2062.
See listing under city of license.

WOYL1945
OIL CITY

Mid 013469-000

See SRDS Spot Radio Small Markets Edition.

WRJS (FM)1959
OIL CITY

Mid 013470-000

See SRDS Spot Radio Small Markets Edition.

PalmyraLebanon County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.**WCTX (FM)**1959
PALMYRA

Mid 013471-000

See SRDS Spot Radio Small Markets Edition.

**Philadelphia (and)
Philadelphia Urban Area****STATIONS IN PHILADELPHIA**

KYW	WMMR (FM)
WCAU	WPEN
WCAU-FM	WPGF
WDAS	WSNL-FM
WDAS-FM	WTEL
WEAZ	WUSL
WFIL	WVDB (FM)
WFLN, WFLN-FM	WXIU
WHAT	WYSP (FM)
WIOQ	WZGO (FM)
WIP	WZZD
WMGK (FM)	

STATIONS IN PHILADELPHIA URBAN AREA:

Philadelphia Urban Area Stations are listed immediately following the listings for Philadelphia stations.

*WBCE, Levittown	WKSZ, Media
*WBUX, Doylestown	WQIO, Chester
*WCAM, Camden, N.J.	*WTMR, Camden, N.J.
WGHW, Norristown	WVCH, Chester
WIBF-FM, Jenkintown	WYIS, Phoenixville
	WYIS, Phoenixville

(*) See listing under city of license.

PhiladelphiaPhiladelphia County—Map Location M-7
See SRDS Consumer market map and data at beginning of the state.**KYW****KYW NEWS RADIO 1060**1921
PHILADELPHIA**GROUP**

W

Westinghouse Broadcasting and Cable, Inc.

BLAIR RAR INC.**All News**Media Code 4 239 4650 4.00 Mid 013472-000
Westinghouse Broadcasting And Cable, Inc.
Independence Mall East, Philadelphia, PA 19106. Phone
215-238-4700, TWX, 710-670-0380.**PROGRAMMING DESCRIPTION**

KYW: Programmed for general audience. NEWS: all news; local news staff of 40 editors, anchors, writers, beat reporters & area bureaus (Philadelphia city hall, suburban & South Jersey); regularly scheduled Accu-Weather & Shadow Traffic reports, business news, sportscasts & special reports on medicine, personal finance, gardening, food & wine, arts & entertainment, fishing & skiing; team investigative reports; editorials. Contact Representative for further details. Rec'd 12/3/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Roy Shapiro.
National Sales Manager—George Scanlon.
Controller—James Zuratt.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
50,000 w.; 1060 khz. Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c.
Basic Rates: 20a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40b, 42a, 42d, 44b, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60g, 60h, 61c, 62a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
Affiliated with NBC Radio Network.
Higher grid level preemptibility, but not elimination when rescheduling is required.**TIME RATES**Eff 1/1/85—Rec'd 10/23/84.
AAA—Mon thru Sat 5:30-10 am.
AA—All other times, incl. Sat 5:30-10 am. (when available)**6. SPOT ANNOUNCEMENTS**1 MINUTE
GRID: High Low GRID: High Low
AAA 730 480 AA 300 50
30/10 sec: 80% of 1-min.**10. SPECIAL FEATURES**

Feature reports—applicable rate plus 20%.

WCAU1922
PHILADELPHIA
CBS Owned**News/Talk/Sports**Media Code 4 239 4900 7.00 Mid 013473-000
CBS Radio, a division of CBS, Inc.
City Ave. & Monument Rd., Philadelphia, PA 19131.
Phone 215-581-5800.**PROGRAMMING DESCRIPTION**WCAU: News, Talk, Sports; 5-9 am news w/sports at :15 & :45, business news, helicopter traffic reports, color-
radar weather, interviews w/newsmakers, features; 9 am-
3 pm talk shows w/personalities; news at :30 & :59,
network news at :60. FEATURES: at :56; 3-5:30 pm
program w/advice on handling money; radio classics 8-10
pm; 5:30-8 pm sportstalk program w/interviews & sports
updates; news at :59; 10 pm-12M sports final, interviews
& updates; SPORTS: college basketball, Mon Night
Football, Philadelphia Phillies baseball, Penn State foot-
ball. Contact Representative for further details. Rec'd 4/
30/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Allan Serxner.
General Sales Manager—Bill McCadden.
National Sales Manager—Mike Hogan.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
50,000 w.; 1210 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a,
27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATESEff 1/1/85—Rec'd 1/26/84.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-8 pm; Sun 8 am-noon.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun noon-
8 pm.
C—Mon thru Sun 8 pm-midnight; Sun 5-8 am.
D—Mon thru Sat midnight-5 am.**6. SPOT ANNOUNCEMENTS**1 MINUTE
AA A B C D
1 min 350 250 100 70 25
30 sec 280 200 80 56 20**WCAU-FM**1935
PHILADELPHIA**CBS-FM SALES NATIONAL**Media Code 4 239 4901 5.00 Mid 013474-000
CBS Inc.
City Ave. & Monument Rd., Philadelphia, PA 19131.
Phone 215-581-5900.**PROGRAMMING DESCRIPTION**WCAU-FM: MUSIC: All hits, with news until 8:45 am &
Countdown Sun 7 pm-12M. Contact Representative for
further details. Rec'd 9/28/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Vincent Benedict, Jr.
General Sales Manager—Elissa Dorfman.
Program Director—Scott Walker.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 12,600 W.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a,
27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.: Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.**TIME RATES**Eff 1/1/85—Rec'd 1/14/85.
AM—Mon thru Fri 5-10 am; Sat 6-9 am; Sun 7-9 am.
Day—Mon thru Fri 10 am-3 pm; Sat 9 am-7 pm; Sun 9
am-7 pm.
PM—Mon thru Fri 3-8 pm.
Night—Mon thru Fri 8-11 pm; Sat 7 pm-midnight; Sun 7-
11 pm.
Midnight—Mon thru Fri 11 pm-1 am; Sat 1-3 am; Sun 7-10
pm.
Overnight—Mon thru Fri 1-5 am; Sat 1-3 am; Sun 8 am-
noon.**6. SPOT ANNOUNCEMENTS**AM/PM
GRID: 1 2 3 4 5
1 min 300 275 225 190 160
30 sec 240 220 180 152 128
DAY
1 min 265 230 200 175 130
30 sec 212 184 160 140 104
NIGHT
1 min 285 250 215 180 150
30 sec 228 200 175 144 120MIDNIGHT
1 min 125 100 90 75 50
30 sec 100 80 72 60 40
OVERNIGHT
1 min 60 55 50 40 30
30 sec 48 44 40 32 24
10 sec: 75% of 1-min.**10. SPECIAL FEATURES**

Sponsorships, incl billboard, extra 10%.

WDAS1922
PHILADELPHIA**Unity Broadcasting
Network—Penna. Inc.**Media Code 4 239 4950 2.00 Mid 013475-000
Unity Broadcasting Network—Penna. Inc.
WDAS Bldg.-Belmont Ave. & Edgely Rd., Philadelphia, PA
19131. Phone 215-878-2000.**PROGRAMMING DESCRIPTION**WDAS: FEATURES: M-F talk 6-10 am; gospel 10 am-1
pm & 10 pm-midnight; news 5-6 pm; oldies 6-10 pm; con-
temporary jazz 1-5 pm. Sat music all day. Sun gospel 6
am-2 pm; public affairs 2 pm-12M. Contact Representa-
tive for further details. Rec'd 3/28/84.

- PERSONNEL**
General Manager—W. Cody Anderson.
General Sales Manager—Peter Driolo.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w. days; 1,000 w. nights; 1480 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 25a, 26, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.

TIME RATES1 MINUTE
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sat 5:30-10 am & 3-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5:30-10 am & 3-8 pm.**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

WDAS-FM1959
PHILADELPHIA**Unity Broadcasting
Network—Penna., Inc.**Media Code 4 239 4951 0.00 Mid 013476-000
Unity Broadcasting Network—Penna., Inc.
WDAS Bldg.-Belmont Ave. & Edgely Rd., Philadelphia, PA
19131. Phone 215-878-2000.**PROGRAMMING DESCRIPTION**WDAS-FM: MUSIC: adult contemporary; R&B. NEWS: at
:50, editorials 4x/day. Emphasis on community
involvement. Air personalities. Contact Representative for
further details. Rec'd 11/10/80.

- PERSONNEL**
General Manager—W. Cody Anderson.
General Sales Manager—Peter Driolo.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w.; 105.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 25a, 26, 28b, 28c, 29a, 30a, 31.
Contracts: 40a, 41a, 44a, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.**TIME RATES**

Rates have been temporarily withdrawn by station.

**WEAZ (FM)**1963
PHILADELPHIA**McGAVREN GUILD RADIO**Media Code 4 239 5050 0.00 Mid 013477-000
WDVR Inc.
10 Presidential Blvd., Bala Cynwyd, PA 19004. Phone 215-
667-8400.**PROGRAMMING DESCRIPTION**WEAZ (FM): MUSIC: Live foreground Contemporary Easy
Listening featuring PERSONALITIES, news, sports.
NEWS: plus weather reports at :55 with helicopter traffic
reports AM/PM drive. COMMERCIAL POLICY: breaks
every 15 min with 8 commercials/hr max. Contact
Representative for further details. Rec'd 1/23/84.

- PERSONNEL**
President, Owner—Jerry Lee.
Exec. Vice-Pres. & Gen'l Mgr.—James M. De Caro.
Operations Manager—Lee Martin.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 12,500 w., 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,010 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 24a, 24b, 25a, 29a.
Contracts: 40a, 44b, 45, 46.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80.
Affiliated with McGavren-Guild Radio Network.

TIME RATESNo. 1-85 Eff 3/1/85—Rec'd 2/4/85.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sat 5:30-10 am & 3-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 5:30-10 am & 3-8 pm.**6. SPOT ANNOUNCEMENTS**1 MINUTE
GRID: I II III IV V VI *VII
AAA 525 475 400 355 310 270 235
AA 475 425 360 315 275 240 210
A 250 200 175 150 125 115 105
30 SECONDS
AAA 420 380 320 284 248 216 188
AA 380 340 288 252 220 192 168
A 200 160 144 120 100 92 84
(*) Preemptible without notice.**WFIL**1922
PHILADELPHIA**EASTMAN RADIO, INC.**Media Code 4 239 5100 3.00 Mid 013478-000
WFIL Inc, a subsidiary of Lin Broadcasting Inc.
440 Domino Ln., Philadelphia, PA 19128. Phone 215-482-
7000.**PROGRAMMING DESCRIPTION**WFIL: MUSIC: Golden Oldies. NEWS: AM drive, plus
sports & weather; traffic advisories in rush hrs. SPORTS:
76ers basketball. FEATURES: luncheon specials wkdays
at noon, other music/entertainment specials, mini-docu-
mentaries. Contact Representative for further details.
Rec'd 6/4/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bruce Holberg.
General Sales Manager—Rick Guest.
Program Director—Jay Meyers.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 560 khz.
Operating schedule: 24 hours daily. EST.

continued

PENNSYLVANIA

Philadelphia—cont

WFIL—cont

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
 General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 27,
 28b, 28c, 29a.
 Contracts: 40a, 44a, 45.
 Comb.; Cont. Discounts: 60e, 60h, 62d.
 Cancellation: 71a.
 Prod. Services: 81, 82.
 FM facilities: WUSL (FM).
 Affiliated with ABC Direction Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WFLN

1958
 PHILADELPHIA
 WFLN-FM

1949
 PHILADELPHIA

cmbs

concert music broadcast sales, inc.

nab

Media Code 4 239 9190 8.00 Mid 013479-000
 Franklin Broadcasting Co.
 8200 Ridge Ave., Philadelphia, PA 19128. Phone 215-
 482-6000.

PROGRAMMING DESCRIPTION

WFLN: MUSIC: classical. Station personalities include in-
 terviewer-commentator. FEATURES: opera, symphony
 orchestras & chamber concerts. Contact Representative for
 further details. Rec'd 6/11/71.

1. PERSONNEL

President—Raymond F. Green.
 Vice-Pres. & Sta. Mgr.—Harry J. Haas, Jr.
 Director of Sales—Richard Grear.

2. REPRESENTATIVES

Concert Music Broadcast Sales, Inc.

3. FACILITIES

1,000 w. days; 900 khz. Directional.
 Operating schedule: 6 am-local sunset. EST.
 FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mhz.
 Stereo.

Operating schedule: 24 hours daily. EST.
 Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e.
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 24c, 25a,
 28a, 28c, 29a, 30.
 Contracts: 40c, 44a, 44b, 45, 47a, 50, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a,
 61b.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Concert Music Network.

TIME RATES

No 31 Eff 10/1/84—Rec'd 8/23/84.
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-10
 pm.
 A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun
 6-10 am & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	WK:	AA	A
1 min	6 ti	12 ti	18 ti
30 sec	125	115	105
	100	92	84

7. PACKAGE PLANS

PER WK, EA:	TAP	1 min	30 sec
12 plan (6AA, 6A)		95	76
18 plan (9AA, 9A)		85	68

10. SPECIAL FEATURES

5 MINUTE NEWSCAST
 PER WK: 1 ti 5-10 ti
 Ea 175 150
 Incl open & close plus 1-min spot.

WHAT

1925
 PHILADELPHIA

Selcom radio
 Broadcast Representatives

100% Black Oriented

NRBA

Media Code 4 239 S200 1.00 Mid 013480-000
 Independence Broadcasting Co.
 WHAT Radio Center, 3930-40 Conshohocken Ave., Phila-
 delphia, PA 19131. Phone 215-878-1500.

PROGRAMMING DESCRIPTION

WHAT: 100% black-oriented. Contact Representative for
 further details. Rec'd 10/12/81.

1. PERSONNEL

General Manager—Art Camiolo.
 Vice-Pres./Sales—Eugene Vassallo.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

1,000 w.; 1340 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a.
 Rate Protection: 10d, 11d, 12d, 13d, 14d.
 Basic Rates: 20a, 24a.
 Contracts: 42a.
 Comb.; Cont. Discounts: 60e.
 Cancellation: 70a, 70c, 71a.
 Prod. Services: 82.
 FM facilities: WYWB (FM).
 Affiliated with Sheridan Broadcasting Network.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WIOQ (FM)

WIOQ
 1941

PHILADELPHIA

nab

RAB

Media Code 4 239 5375 1.00 Mid 013482-000
 WIOQ Radio Broadcasting Div. of Outlet Co.
 No. 2 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. Phone
 215-667-8100.

PROGRAMMING DESCRIPTION

WIOQ (FM): MUSIC: album oriented/adult contemporary
 a blend of current, recent popular & classic music with top
 personalities, news, sports, weather & traffic reports, plus
 lifestyle information. Contact Representative for further
 details. Rec'd 1/13/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Donald Pettibone.
 General Sales Manager—Richard D. Feinblatt.
 Program Manager—Alex Demers.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 30,000 w. (horiz.), 30,000 w. (vert.); 102.1 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
 Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28a,
 29c, 33a.
 Contracts: 40c, 42b, 44b, 45, 46, 51c.
 Comb.; Cont. Discounts: 60f, 60i, 61b, 62d.
 Cancellation: 70c, 71a, 72, 73a.
 Prod. Services: 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WIP

1922
 PHILADELPHIA

nab

RAB

A Metromedia Station
 Media Code 4 239 5400 7.00 Mid 013483-000
 Metromedia Radio, A Metromedia Company
 19th & Walnut Sts., Philadelphia, PA 19103. Phone 215-
 568-2900.

PROGRAMMING DESCRIPTION

WIP: Adult personality/information; upbeat emphasis.
 MUSIC: Adult Contemporary & MOR during daytime.
 NEWS: AM 1/2 hr block followed by AIR PERSONALI-
 TIES Ken Garland, then Bill Wee Willie Webber; PM fea-
 tures Stevens & Seneca, news dept. TALK: 2-way from 6
 pm-overnight with Newsmakers Hour & Larry King Show.
 SPORTS: Eagles football & Flyers hockey. Contact
 Representative for further details. Rec'd 5/29/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Hal Smith.
 General Sales Manager—John Mackin Ape.
 Program Manager—Mikel Hunter Herrington.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 610 khz. Directional.
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10f, 11f, 12f, 13f, 14f.
 Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
 Contracts: 41, 44b, 47a, 49, 51c.
 Comb.; Cont. Discounts: 60d, 60i, 61a, 61b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 82.
 FM facilities: WMMR (FM).
 Affiliated with The Wall Street Journal Radio Network.

RATE PROTECTION

Rates quoted herein guaranteed for a period of 4 weeks
 from effective date of any increase in these rates
 providing that advertising equalling a weekly expenditure
 of 350.00 is actually running at the time of effective date
 of increase, and providing that these broadcasts continue
 without interruption during rate protection period.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. R Eff 8/1/81—Rec'd 8/7/81.

AA—Mon thru Sat 5:30-10 am.
 A—Mon thru Sat 3-8 pm; Sat 10 am-3 pm.
 B—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
 C—Mon thru Sat 5-5:30 am; Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	I	II	III	IV
AA	350	320	290	220	280	256	232	176
A	200	180	160	130	160	144	128	104
B	190	160	140	120	152	128	112	96
C	100	90	70	55	80	72	56	44

30 sec: 80% of 1-min; 10 sec: 50% of 1-min.

(A)

WMGK (FM)

1942
 PHILADELPHIA

nab

MAJOR MARKET RADIO SALES

RAB

NRBA

Media Code 4 239 5475 9.00 Mid 013484-000
 Greater Philadelphia Radio Inc.
 One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. Phone
 215-879-6000.

1. PERSONNEL

General Manager—Larry Wexler.
 General Sales Manager—Ed McCusker.
 National Sales Manager—Bob Bush.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.9 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0 TIME ONLY.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
 Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c,
 29b, 31, 32b, 33a.
 Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50,
 51c.
 Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 AM facilities: WPEN.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WMMR (FM)

1942
 PHILADELPHIA

nab

RAB

A Metromedia Station

Media Code 4 239 5500 9.00 Mid 013485-000
 Metromedia Stereo, A Division of Metromedia, Inc.
 The Wellington-19th & Walnut Sts., Philadelphia, PA
 19103. Phone 215-561-0933, Telex, 845-295.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Michael R. Craven.
 General Sales Manager—Andrew R. Goldblatt.
 Program Director—George Harris.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 25,000 w. (horiz.), 25,000 w. (vert.); 93.3 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 670 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10f, 11f, 12f, 13f, 14f.
 Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b.
 Contracts: 41, 44b, 47a, 49, 51c.
 Comb.; Cont. Discounts: 60d, 60i, 61a, 61b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 82
 AM facilities: WIP.
 Affiliated with Katz Radio Network.
 Affiliated with NBC-The Source.

TIME RATES

No. 19 Eff 9/1/84—Rec'd 10/1/84.
 AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat
 10 am-8 pm.
 AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
 A—Mon thru Sun 8 pm-midnight; Sun 6-10 am.
 B—Mon thru Sun midnight-1 am.

6. SPOT ANNOUNCEMENTS

1 min	AAA	AA	A	B
30 sec	400	315	190	160
All other times, 55.00.	360	285	170	145

(A)

WNPV

1960
 LANSDALE

See listing under city of license.

Mid 013437-000

WPEN

1929
 PHILADELPHIA

nab

MAJOR MARKET RADIO SALES

RAB

NRBA

Media Code 4 239 5550 7.00 Mid 013486-000
 Greater Philadelphia Radio Inc.
 One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. Phone
 215-879-6000.

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D) (A)

Consult the listings
 and the Service-Ads
 for a broader range
 of information to
 help you plan and buy.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Larry Wexler.
General Sales Manager—Ed Mc Cusker.
National Sales Manager—Bob Bush.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
5,000 w.; 950 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: WMGK (FM).

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPGR
1947
PHILADELPHIA

Golden Oldies



NRBA

Media Code 4 239 5750 5.00 Mid 013487-000
Associated Communications of Pennsylvania Inc. a subsidiary of Associated Communications Corp.
One Bala Pl., Bala Cynwyd, PA 19004. Phone 215-668-0750.

PROGRAMMING DESCRIPTION

WPGR: MUSIC: 50's, 60's & 70's oldies. AIR PERSONALITIES handle all segments. NEWS: 3-1/2 min network at :30, 2 min local at :60. SPORTS: at :20; helicopter traffic reports. FEATURES: contests, on-air promotions. Contact Representative for further details. Rec'd 3/21/83.

- 1. PERSONNEL**
General Manager—Michael B. Marder.
Operations Manager—Don Cannon.
General Sales Manager—Gus DeJohn.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
50,000 w. days; 1540 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 41, 45, 47e, 51c.
Comb. Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSNF-FM.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WPST (FM)
WPST
1947
TRENTON, NJ

M Masla Radio

See listing under city of license.

Mid 012112-000

WSNI-FM
1966
PHILADELPHIA

Republic Radio



Media Code 4 239 5800 8.00 Mid 013488-000
Associated Communications of Pennsylvania Inc. a subsidiary of Associated Communications Corp.
One Bala Pl., Bala Cynwyd, PA 19004. Phone 215-668-0750.

PROGRAMMING DESCRIPTION

WSNI-FM: MUSIC: Pop Adult/Adult Contemporary. Live AIR PERSONALITIES. NEWS: at :60 & :30 during AM drive; at :60 rest of day; traffic reports during drive times. COMMERCIAL POLICY: limited commercial breaks. Contact Representative for further details. Rec'd 3/21/83.

- 1. PERSONNEL**
General Manager—Micheal B. Marder.
Operations Manager—Don Cannon.
General Sales Manager—Gus DeJohn.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
ERP 12,600 w.; 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,008 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 41, 45, 47e, 51c.
Comb. Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WPGR.
Affiliated with Connecticut Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTFL
1925
PHILADELPHIA

CABALLERO SPANISH RADIO

Media Code 4 239 5850 3.00 Mid 013489-000
WTFL Inc.
1349 Cheltenham Ave., Philadelphia, PA 19126. Phone 215-276-0500.

WTFL: English religious 6 am-noon, M-F. Spanish programming 1:30-8:30 pm, M-F; 3:30-8:30 pm. Sat & Sun. Contact Representative for further details. Rec'd 4/5/77.

- 1. PERSONNEL**
Pres. & Bus. Dir.—George D. Hopkinson.
Exec. Vice-Pres. & Sales Mgr.—Quentin C. Sturm.
- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
- 3. FACILITIES**
10,000 w. days; 860 khz. Directional.
Operating schedule: 6 am-6 pm or local sunset.
- 4. AGENCY COMMISSION**
15/0; no commission on religious broadcasts.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 14d.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 13 Eff 7/1/75—Rec'd 5/29/75.

- 6. SPOT ANNOUNCEMENTS**
- | | | | | |
|--------|----|-----|------|------|
| | 1x | 50x | 100x | 300x |
| 1 min | 25 | 24 | 20 | 19 |
| 30 sec | 18 | 17 | 14 | 12 |
| 10 sec | 14 | 12 | 11 | 10 |
- 7. PACKAGE PLANS**
- | | | | | | | | |
|---------|-------|-------|-------|---------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | PER WK: | 12 ti | 18 ti | 24 ti |
| 1 min | 26 | 23 | 20 | 30 sec | 16 | 14 | 12 |
- 8. PROGRAM TIME RATES**
- | | | | | |
|---------|-------|--------|--------|------|
| PER WK: | 5 min | 1/4 hr | 1/2 hr | 1 hr |
| 1 ti | 54 | 82 | 142 | 236 |
| 3 ti | 151 | 220 | 372 | 624 |
| 5 ti | 218 | 295 | 420 | 932 |

WUSL (FM)
1961
PHILADELPHIA

EASTMAN RADIO, INC.



Media Code 4 239 5859 4.00 Mid 013490-000
WFIL, Inc., a subsidiary of LIN Broadcasting Corp.
440 Domino Lane, Philadelphia, PA 19128. Phone 215-483-8900.

PROGRAMMING DESCRIPTION
WUSL (FM): MUSIC: Urban Contemporary. NEWS: AM drive, news briefs PM drive, sports, weather, traffic patrol reports. FEATURES: music luncheon special, music specials; mini-documentaries, network programs. Contact Representative for further details. Rec'd 10/22/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Bruce Holberg.
General Sales Manager—Rick Guert.
Program Director—Jeff Wyatt.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
ERP 18,000 w. (horiz.), 18,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 830 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.

- 5. GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 27, 28b, 28c, 29a.
Contracts: 40a, 44a, 45.
Comb.; Cont. Discounts: 60e, 60h, 62d.
Cancellation: 71a.
Prod. Services: 81, 82.
AM facilities: WFIL.
Affiliated with ABC FM Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWDB (FM)
1947
PHILADELPHIA

Selcom radio
Broadcast Representatives

Talk
NRBA

Media Code 4 239 5868 5.00 Mid 013491-000
Banks Broadcasting Co. Inc.
3930-40 Conshohocken Ave., Philadelphia, PA 19131.
Phone 215-878-1500.

PROGRAMMING DESCRIPTION

WWDB (FM): TALK: 2-way programmed to adult interest. Personalities daily 5:30-9 am, contests, helicopter traffic reports, sports, weather & business news, 9 am-12N Women's issues, contests, interviews. 12N-2 pm Fitness & Health & interviews. 2-5:30 pm Controversial with interviews & newsmakers, sports contests, helicopter traffic reports. 5:30-8 pm, Sportstalk interviews & talk. 8 pm-12M talk & interviews. 12N-5:30 am personality interviews, contests. Frank Sinatra Fri 5:30-10 pm & Sun 9 am-2 pm. MUSIC: MOR 2-3 pm. Talk wknds, real estate, psychology, finance autos. Contact Representatives for further details. Rec'd 8/15/83.

- 1. PERSONNEL**
General Manager—Art Camiolo.
General Sales Manager—Eugene Vassall.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
ERP 50,000 W. (horiz.), 50,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 24a.
Contracts: 42a.
Comb.; Cont. Discounts: 60e.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
AM facilities: WHAT.
Affiliated with NBC.
Affiliated with Supernet.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WXTU (FM)
92WXTU

PHILADELPHIA
(formerly WIFI (FM))
1958
PHILADELPHIA



Media Code 4 239 5872 7.00 Mid 013481-000
Beasley Broadcasting of Philadelphia
23 W. City Line Ave., Bala Cynwyd, PA 19004. Phone 215-667-9000.

PROGRAMMING DESCRIPTION

WXTU (FM): MUSIC: Modern Country. News, sports, weather & traffic reports. Contact Representative for further details. Rec'd 3/28/84.

- 1. PERSONNEL**
General Manager—Dennis F. Dougherty.
Sales Manager—Greg Reed.
Program Manager—Larry Coates.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 15e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29a, 30, 33d.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with Satellite Music Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYSP (FM)

94 WYSP

1971
PHILADELPHIA



Torbet Radio



NRBA

Media Code 4 239 5873 5.00 Mid 013493-000
Infinity Broadcasting Corp.
1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. Phone 215-668-9460.

PROGRAMMING DESCRIPTION

WYSP (FM): AOR. Contact Representative for further details. Rec'd 11/2/85.

- 1. PERSONNEL**
General Manager—A. Richard Marks.
General Sales Manager—Harvey L. Ostroff.
Program Director—Michael Picozzi.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
- 3. FACILITIES**
ERP 16,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 900 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 24a, 25a.
Contracts: 40a, 45.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 11/26/84.

- AAA—Mon thru Fri 5:30-10 am, 3 pm-1 am; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 8 pm-1 am; Sun 10 am-8 pm.
A—Sat & Sun 5:30-10 am; Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID, 1 MIN:

AAA	I	II	III	IV
AAA	225	200	175	150
AA	140	120	100	90
A	110	90	80	70

Less than 1-min: 80% of applicable rate.

WZGO (FM)

(formerly WWSH (FM))
1959
PHILADELPHIA



Christal Radio



Media Code 4 239 5892 5.00 Mid 013492-000
Cox Broadcasting Corp.
555 City Line Ave., Bala Cynwyd, PA 19004. Phone 215-835-2350.

PROGRAMMING DESCRIPTION

WZGO (FM): Target audience 18-49. MUSIC: Contemporary hit radio. Contact Representative for further details. Rec'd 11/20/84.

- 1. PERSONNEL**
General Manager—William R. Phippen.
General Sales Manager—Martin Conn.
Operations Manager—Steve Davis.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
ERP 22,500 w. (horiz.), 22,500 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 740 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 11e, 12e, 15e, 16.
Basic Rates: 20a, 21d, 22a, 23a, 29a, 33a.
Contracts: 40a, 44b, 46.
Comb.; Cont. Discounts: 60a 62d.
Cancellation: 70c, 71a.
Affiliated with Katz Radio Group Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

PENNSYLVANIA

Philadelphia—cont

WZZD

1923
PHILADELPHIA



Media Code 4 239 5911 3.00 Mid 013494-000
Communicom Corp. of Am.
117 Ridge Pike, Lafayette Hill, PA 19444. Phone 215-242-6300.

PROGRAMMING DESCRIPTION

WZZD: inspirational format featuring nat'l & local air ministries & inspirational music. Contact Representative for further details. Rec'd 10/30/81.

- PERSONNEL**
General Manager—Jennifer E. Lear.
Sales Manager—Jim Thomas.
- REPRESENTATIVES**
Christal Radio.
PA, MD, DC—Contact station direct.
- FACILITIES**
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4b, 4d, 6a.
Basic Rates: 20b.
Cancellation: 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 5/7/84.

A—Sun 6 am-6 pm.
AA—Sun 6 pm-midnight.
B—Mon thru Sat 6 am-6 pm.
BB—Mon thru Sat 6 pm-midnight.
C—Mon thru Sun midnight-6 am.

	6 am-6 pm				6 pm-6 am			
	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec
1 min	40	35	30	25	32	28	24	20
30 sec	32	28	24	20	25	22	19	16

	- 1 hr - 1/4 hr				- 1 hr - 1/4 hr				
	52x 260x	52x 260x	52x 260x	52x 260x	52x 260x	52x 260x	52x 260x	52x 260x	
A	440	380	275	205	BB	300	264	135	116
AA	360	305	178	148	C	175	150	80	60
BB	378	330	176	140					

Philadelphia Urban Area

WBCB

1957
LEVITTOWN

See listing under city of license. Mid 013445-000

WBUX

1948
DOYLESTOWN

See listing under city of license. Mid 013380-000

WCAM

1948
CAMDEN, SC

See listing under city of license. Mid 013708-000

WGHW

(formerly WNAR)
NORRISTOWN

Media Code 4 239 5930 3.00 Mid 013496-000
Alpha-Omega Communications, Inc.
2311 Old Arch Rd., Norristown, PA 19401. Phone 215-272-7600.

- REPRESENTATIVES**
Market 4 Radio.
1 min rate 1x: 46.28.

WIBF-FM

1960
JENKINTOWN



Media Code 4 239 5950 1.00 Mid 013495-000
Fox Broadcasting Corp.
100 Old York Rd., Jenkintown, PA 19046. Phone 215-887-5400.

- REPRESENTATIVES**
Herbert E. Groskin & Co.
1 min rate 1x: 21.00.

WKSZ (FM)

1982
MEDIA



Media Code 4 239 5962 6.00 Mid 028089-000
Greater Media Radio Co.
1001 Baltimore Pike, Media, PA 19063. Phone 215-565-8900.

PROGRAMMING DESCRIPTION

WKSZ (FM): Programmed for adults 30-50. MUSIC: 100% vocal soft Contemporary with 4 commercial breaks per hr. NEWS: 2 min at :53 with added news, weather, & sports in drivetime. COMMERCIAL POLICY: Limit of 8 min per hr. Rec'd 10/23/84.

- PERSONNEL**
Pres./Gen'l Mgr./Owner—Daniel M. Lerner.
Station Manager—Lloyd B. Roach.
- REPRESENTATIVES**
Christal Radio.
PA, MD, DC—Contact station direct.
- FACILITIES**
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQIQ

1947
CHESTER, PA

Media Code 4 239 5987 3.00 Mid 015923-000
Robe Communications, Inc.
12 Kent Rd., Aston, Pa 19014. Phone 215-358-2696.

PROGRAMMING DESCRIPTION

WQIQ: Programmed for general audience appeal; adult contemporary 25-49 age group. MUSIC: Pop adult/contemporary. NEWS: at :60 & :30. Go patrol in AM/PM drive. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
Owner & Mgr.—Robert M. Altman.
Operations Manager—Frank Michaels.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
1,000 w.; 1590 khz.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 15e.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 48, 49.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 60j, 61a, 61b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with Connecticut Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 1/16/84.

AM & PM Drive—Mon thru Fri 6-10 am & 3-7 pm.
Midday & Sat—Mon thru Fri 10 am-3 pm; Sat all day.
Evening & Sun—Mon thru Fri 7 pm-midnight; Sun all day.

	AM & PM DRIVE					
	11 ti	6 ti	12 ti	18 ti	24 ti	30+
1 min	27.50	23.00	22.00	20.50	18.50	17.00
30 sec	22.00	18.50	17.50	16.50	15.00	13.50
MIDDAY & SAT						
1 min	20.50	17.50	16.00	15.00	13.00	12.00
30 sec	16.00	14.00	13.00	12.00	11.00	9.50
EVENING & SUN						
1 min	13.50	11.50	10.50	9.75	8.75	7.75
30 sec	11.00	9.00	8.50	7.50	6.75	6.00
CONSECUTIVE WEEK DISCOUNT						
13 wk—15%	52 wk—35%					
26 wk—25%						
Minimum of 5 spots per wk.						

- PACKAGE PLANS**
BULK—1/3DR, 1/3MD & SAT, 1/3EVE & SAT
PER YR: 250x 500x 750x 1000x
1 min 17.00 15.00 13.00 11.00
30 sec 13.50 12.00 10.50 9.00

WTMR

1948
CAMDEN, NJ

See listing under city of license. Mid 012078-000

WVCH

1947
CHESTER



Media Code 4 239 6000 4.00 Mid 013497-000
WVCH Communications, Inc.
Box A, Brookhaven, PA 19015. Phone 215-872-8861.
1 min rate 1x: 22.50.

WYIS

1976
PHOENIXVILLE



Media Code 4 239 6075 6.00 Mid 028755-000
Hart Broadcasting Co., Inc.
186 Bridge St., Phoenixville, PA 19460. Phone 215-933-5819.

- REPRESENTATIVES**
Radio Spot Sales, Inc.
Rates have been temporarily withdrawn by station.

Philipsburg

Centre County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WPHB

1956
PHILIPSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013498-000

Phoenixville

Chester County—Map Location K-7
See SRDS Consumer market map and data at beginning of the state.

See Philadelphia Urban Area

Pittsburgh

(Including Ambridge, Beaver Falls, Braddock, Canonsburg, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Allegheny County—Map Location B-5
Beaver County—Map Location B-5
Washington County—Map Location B-6
Westmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KDKA

KDKA RADIO 1020

1920
PITTSBURGH



Westinghouse Broadcasting and Cable, Inc.



Media Code 4 239 6200 0.00 Mid 013499-000
Westinghouse Broadcasting and Cable, Inc.
KDKA Radio One Gateway Center, Pittsburgh, PA 15222.
Phone 412-392-2525, TWX, 710-223-0806.

PROGRAMMING DESCRIPTION

KDKA: Featuring AIR PERSONALITIES John Cigna, Art Pallan, Trish Beatty, Chris Cross, Doug Hoerth & Perry Marshall. MUSIC: Adult Contemporary plus great Oldies. NEWS: 5-min at :60; 10-min at 5:30, 6, 6:30, 7, 7:30, 8 & 8:30 am; 90-min at 4:30 pm; series & documentaries; weather hrv w/meteorologist Bob Kudzma. TALK: 3 shows 6-9 pm, 9 pm-12M & 12M-5:30 am. SPORTS: Pirate baseball; Penguin hockey; Penn State football; reports 2x hrv 4:30-9 pm. FEATURES: Children's Hospital Campaign at Christmas; contests; wintertime official storm center; community service programming; mobile studio; news mobile units; live personality appearances. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Rick Starr.
General Sales Manager—Blaise Howard.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
50,000 w.; 1020 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.
Rate Protection: 115b, 16.
Basic Rates: 22a, 22b, 23a, 24a, 25a.
Contracts: 40b, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Election Campaign Act of 1971.

Affiliated with NBC Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff 11/28/83—Rec'd 7/27/84.
A—Mon thru Sat 5:30-10 am; Mon thru Fri 4:30-6 pm.
B—Mon thru Sun 5:30-9 am; Mon thru Sat 10-11 am; Sun 5:30 am-6 pm.

SPOT ANNOUNCEMENTS GRID, PER UNIT:	1	2	3	4	5	6	7
	A	500	450	400	350	300	250
B	140	122	102	85	66	48	30

Fixed position, extra 20%.

DISCOUNT

Mon thru Fri 4:30-6 pm & 1-5 am—50%.

- SPECIAL FEATURES**
Sponsorships, extra 20%.

KQV

KQV 14 NEWSRADIO

1919
PITTSBURGH



Christal Radio



Media Code 4 239 6250 5.00 Mid 013500-000
Calvary, Inc.
411 7th Ave., Pittsburgh, PA 15219. Phone 412-562-5900.

PROGRAMMING DESCRIPTION

KQV: News, Information. NEWS: 5 am-6:30 pm, weather 8x/hr; traffic M-F 6:30-9 am & 4-6 pm; Wall Street Journal Report 13x/day 5:50 am-5:50 pm, stocks & other business at :23, emphasis live on-scene coverage. SPORTS: 2x/hr at :15 & :45; pro soccer; network college & pro football; world series; major league baseball playoffs; Grand Prix power boat racing; horse & dog track results; M-F 9 pm-12M Sportsline w/Vince Delist. FEATURES: M-F 6:30-9 pm Newline w/Roger Ray featuring interviews; Sat 11 am-noon Handyman show; Sat 6:30-8 pm auto repair/legal advice show; Sat 8-11 pm comedy show; T-Sat 12M-5 am Larry King Show. Contact Representative for further details. Rec'd 8/31/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert W. Dickey.
Sales Manager—Chris Corson.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 1410 khz. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 29a, 32b, 33d.
Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60g, 61c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Report Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WAMO

FM 106 860 AM / Sekom radio

WAMO

1948
PITTSBURGH

Sheridan Broadcasting Corp.

Media Code 4 239 6275 2.00 Mid 013501-000
Sheridan Broadcasting Corp.
Chamber of Commerce Bldg., Suite 1500, 411 7th Ave., Pittsburgh, PA 15219. Phone 412-281-6747.

PROGRAMMING DESCRIPTION
WAMO: MUSIC: M-F signon-signoff Quiet Storm, Easy Listening Urban Contemporary; Sat signon-signoff Oldies with Porky Cadwick live 1-5 pm; Sun signon-signoff Contemporary Gospel. SPORTS: full schedule of NCAA W. V. Mountaineers football. Contact Representative for further details. Rec'd 2/1/85.

- 1. PERSONNEL**
General Manager—Glenn R. Mahone.
General Sales Manager—Glenn J. Bryant.
Station Manager—Roger A. Fairfax.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
1,000 w. days; 860 khz. Directional.
Operating schedule; Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**
15%; net time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 14e, 15a.
Basic Rates: 20a, 21a, 22a, 25a, 28c.
Contracts: 40c, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WAMO-FM
1960
PITTSBURGH
Sheridan Broadcasting Corp.



Media Code 4 239 6301 6.00 Mid 013502-000
Sheridan Broadcasting Corp.
Chamber of Commerce Bldg., Suite 1500, 411 Seventh
Ave., Pittsburgh, PA 15219. Phone 412-281-6747.

PROGRAMMING DESCRIPTION

WAMO-FM: MUSIC: Urban Contemporary. COM-
MERCIAL POLICY: 2 spots/hr per sponsor. Contact
Representative for further details. Rec'd 11/1/84.

- 1. PERSONNEL**
General Manager—Glenn R. Mahone.
General Sales Manager—Glenn Bryant.
Station Manager—Roger A. Fairfax.
- 2. REPRESENTATIVES**
Selcom Radio.
- 3. FACILITIES**
ERP 72,000 w. (horiz.), 72,000 (vert.), 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%; net time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10h, 11h, 14e, 15a.
Basic Rates: 20a, 21a, 22a, 25a, 28c.
Contracts: 40c, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WARO
1957
CANONSBURG
NRBA

Media Code 4 239 6316 4.00 Mid 013364-000
WARO, Inc.
Box 191, Canonsburg, PA 15317. Phone 412-531-8800,
745-5400.

- 2. REPRESENTATIVES**
Universal Broadcasting Corporation.
Rates have been temporarily withdrawn by station.

WBCW
1974
JEANNETTE
NRBA

Media Code 4 239 6332 1.00 Mid 013503-000
Central Westmoreland Broadcasting Co.
111 S. 4th St., Jeannette, PA 15644. Phone 412-527-
5656.
1 min rate 1x: 8.00.

WBVP
1948
BEAVER FALLS

MOR/Personality



Media Code 4 239 6336 2.00 Mid 013504-000
Beaver Valley Broadcasting Inc.
1316 7th Ave., Box 719, Beaver Falls, PA 15010. Phone
412-846-4100.

PROGRAMMING DESCRIPTION

WBVP: Programmed for general interest. Contact
Representative for further details. Rec'd 2/27/80.

- 1. PERSONNEL**
General Manager—Chris Shovlin.
- 2. REPRESENTATIVES**
Dome & Associates, Inc.

- 3. FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Beer, wine and cigarette commercials unacceptable on
high school and college sports.
FM facilities: WWKS (FM).

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBZZ (FM)



1948
PITTSBURGH



BLAIR RADIO



Media Code 4 239 6337 0.00 Mid 013513-000
EZ Communications Inc.
1715 Grandview Ave., Pittsburgh, PA 15211. Phone 412-
381-8100, TLX NY 4830.

PROGRAMMING DESCRIPTION

WBZZ (FM): Programmed for contemporary listeners.
MUSIC: Contemporary mass appeal. NEWS: local 3-min/
hr. COMMERCIAL POLICY: max 8 units/hr. Contact
Representative for further details. Rec'd 12/31/81.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Tex Meyer.
Program Director—Scott Alexander.
- 2. REPRESENTATIVES**
Blair Radio.
- 3. FACILITIES**
ERP 41,000 w. (horiz.), 41,000 w. (vert.); 93.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 547 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 23a, 24b, 26, 29a.
Contracts: 40c, 45, 46.
Cancellation: 71a, 73a.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDSY (FM)
1962
PITTSBURGH



Media Code 4 239 6338 8.00 Mid 013505-000
Radio 1080 Corp.
107 Sixth St., Pittsburgh, PA 15222. Phone 412-471-9950.

PROGRAMMING DESCRIPTION

WDSY (FM): Contemporary country format, popular
country & crossover vocal artists. NEWS: at :50. COM-
MERCIAL POLICY: limited commercial availabilities of 10
units an hour. Contact Representative for further details.
Rec'd 2/24/84.

- 1. PERSONNEL**
President—Joseph M. Field.
Vice-Pres. & Gen'l Mgr.—Peter W. Casella.
Program Director—Ron Antill.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
ERP 50,000 w.; 107.9 khz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WEEP.
Affiliated with ABC Information Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDVE (FM)



1948
PITTSBURGH

EASTMAN RADIO, INC.



A Taft Station



Media Code 4 239 6340 4.00 Mid 013506-000
Taft Television and Radio Company, Inc., a subsidiary
of Taft Broadcasting Company, Inc.
411 7th Ave., Pittsburgh, PA 15219. Phone 412-562-5959.

PROGRAMMING DESCRIPTION

WDVE (FM): Programmed to young adult audience.
MUSIC: Album Rock with award-winning specials &
superstars. Sports & news. COMMERCIAL POLICY: 10
minutes per hour. Contact Representative for further
details. Rec'd 12/22/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert D. Schutt.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
ERP 55,100 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 29a, 32b,
33d.
Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60g, 61c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with NBC-The Source.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEDO

1946
MCKEESPORT

Media Code 4 239 6350 3.00 Mid 013507-000
810, Inc.,
414 Fifth Ave., McKeesport, PA 15132. Phone 412-664-
4431, 4444.
1 min rate 1x: 15.00.

WEEP

1947
PITTSBURGH



Media Code 4 239 6400 6.00 Mid 013508-000
Radio 1080 Corp.
107 Sixth St., Pittsburgh, PA 15222. Phone 412-471-9950.

PROGRAMMING DESCRIPTION

WEEP: Country mass appeal music. Contact Representa-
tive for further details. Rec'd 5/1/78.

- 1. PERSONNEL**
President—Joseph M. Field.
Vice-Pres. & Gen'l Mgr.—Peter W. Casella.
Program Director—Bill White.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
50,000 w.; 1080 khz. Directional.
Operating schedule: Sign-on-local sunset. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WDSY (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHJB

1934
GREENSBURG



Media Code 4 239 6410 5.00 Mid 013510-000
WHJB Radio
245 Brown St., Greensburg, PA 15601. Phone 412-834-
0600, Pittsburgh, 412-242-3303.

PROGRAMMING DESCRIPTION

WHJB: Programmed for mass appeal to adults 25-54.
MUSIC: Modern Country. NEWS: network & local at :60
& at :60 & :30 during AM drive; school closings.
SPORTS: at :35 in AM drive; play-by-play pro, college &
high school football, Penguin hockey; Pittsburgh Spirit in-
door soccer; Sat 8:30-10:30 am sports talk show.
COMMERCIAL POLICY: 13 min/18 units per hr. TALK:
Larry King program overnite. Contact Representative for
further details. Rec'd 11/21/84.

- 1. PERSONNEL**
Managing Partner—Melvin A. Goldberg.
General Sales Manager—Jack Weinlein.
Operation Manager—Barry Banker.
- 2. REPRESENTATIVES**
Pittsburgh, Cleveland & Philadelphia—Dome & Associ-
ates, Inc.
- 3. FACILITIES**
2,500 w. days, 500 w. nights; 620 khz. Direction-
al—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 5, 6a, 7a.
Rate Protection: 13 wks.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70e.
FM facilities: WOKU (FM).
Affiliated with MBS.
Affiliated with Satellite Music Network.

TIME RATES

- Eff. Rec'd 5/24/84.
- 7. PACKAGE PLANS**
DRIVE—1/2 6-10 AM, 1/2 3-7 PM
- | | | | | |
|--------|----|----|----|----|
| 1 min | 29 | 27 | 26 | 24 |
| 30 sec | 24 | 21 | 21 | 19 |
- TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4
7 PM-MIDNIGHT
- | | | | | |
|--------|----|----|----|----|
| 1 min | 26 | 24 | 24 | 21 |
| 30 sec | 21 | 19 | 19 | 16 |
- 10. SPECIAL FEATURES**
NEWS/SPORTS: 3 ti 6 ti
Per wk 105 186

WHJB/WOKU (FM) COMBINATION

- 7. PACKAGE PLANS**
DRIVE—1/2 6-10 AM, 1/2 3-7PM
- | | | | | | |
|--------|------|-------|-------|--------|--------|
| 1 min | open | 12 ti | 24 ti | 300 ti | 600 ti |
| 30 sec | ... | 40 | 38 | 36 | 34 |
| 30 sec | ... | 33 | 31 | 31 | 28 |
- TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4
7 PM-MIDNIGHT
- | | | | | |
|--------|----|----|----|----|
| 1 min | 35 | 33 | 33 | 31 |
| 30 sec | 28 | 26 | 26 | 24 |

WHTX (FM)

1960
PITTSBURGH



Katz Radio



The Hearst Corp.

Media Code 4 239 6413 9.00 Mid 013526-000
WTAE Broadcast Division—The Hearst Corp.
Box 960, Pittsburgh, PA 15230. Phone 412-731-0996,
TWX, 710-664-4267.

PROGRAMMING DESCRIPTION

WHTX (FM): Programmed for adults 18-54. MUSIC: Cur-
rent hits & favorite Oldies. NEWS: at :60 & :30 Mon-Sat
5-10 am. COMMERCIAL POLICY: 8 unit per hr. Contact
Representative for further details. Rec'd 9/27/84.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ted J. Atkins.
General Sales Manager—Jay Davis.
Program Director—Todd Chase.
- 2. REPRESENTATIVES**
Katz Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.1 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c,
25a, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
AM facilities: WTAE.
Affiliated with Katz Radio Network.
Affiliated with RKO I.
Sold in combination with WTAE. See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
45% of WTAE/WHTX (FM) combination.

PENNSYLVANIA

Pittsburgh—cont

WHYW-FM

1959
BRADDOCK



Media Code 4 239 6417 0.00 Mid 013509-000
Benns Communication, Inc.
1233 Braddock Ave., Braddock, PA 15104. Phone 412-351-1100.

PROGRAMMING DESCRIPTION

WHYW-FM: Programmed for 25-54. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: max 12 minutes/hr. Contact Representative for further details. Rec'd 10/1/84.

- PERSONNEL**
Gen'l Mgr./Programming—Robert A. Benns.
Station Manager—Michael Benns.
Sales Manager—Olivia Lawrence.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 530 ft. above average terrain.
- AGENCY COMMISSION**
15/2; within 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIXZ

1946
MCKEESPORT

Media Code 4 239 6425 3.00 Mid 013511-000
Renda Broadcasting Corp.
Box 1360, 400 Lincoln Hwy., East McKeesport, PA 15035.
Phone 412-566-1360.
Rates have been temporarily withdrawn by station.

WJAS

1921
PITTSBURGH

Media Code 4 239 6462 6.00 Mid 013512-000
Bent Broadcasting of Pittsburgh
1320 AM Sales Office, Broadcast Plaza, Crane Ave.,
Pittsburgh, PA 15220. Phone 412-531-4800.

- REPRESENTATIVES**
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

WJLY

1947
BRADDOCK

Media Code 4 239 6493 1.00 Mid 034637-000
Benns Communication, Inc.
1233 Braddock Ave., Braddock, PA 15104. Phone 412-351-1100.

- REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

WKPA

1940
NEW KENSINGTON



Media Code 4 239 6525 0.00 Mid 013514-000
Gateway Broadcasting Enterprises Inc.
810 5th Ave., New Kensington, PA 15068. Phone 412-337-3588.

PROGRAMMING DESCRIPTION

WKPA: MUSIC: Big Bands. NEWS: 6-9 am, 10 min network & local, weather at 6:30; 10 am-3 pm network & local, weather 10 min at :60; 4-5 pm same as AM drive. SPORTS: network & local. COMMERCIAL POLICY: 18 min. Rec'd 8/9/84.

- PERSONNEL**
Sales Manager—Joe Falsetti.
Operation Manager—Rick Pantale.
- FACILITIES**
1,000 w.; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13h, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 27, 28b, 28c, 33d.
Contracts: 40c, 42a, 43, 44b, 46, 51a, 51b.
Comb.: Cont. Discounts: 60k, 62a, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 81.
FM facilities: WYDD (FM).
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMBA

1958
AMBRIDGE

Media Code 4 239 6585 4.00 Mid 013515-000
Bride Broadcasting Inc.
291 14th St., Ambridge, PA 15003. Phone 412-266-1110.

- REPRESENTATIVES**
Pittsburgh, Phila., Baltimore—Dome & Associates Inc.
1 min rate 1x: 11.00.

WNUF (FM)

1967
NEW KENSINGTON

Media Code 4 239 6625 8.00 Mid 013516-000
Milton James Hammond
404 North Ave., Pittsburgh, PA 15209. Phone 412-821-5430.
1 min rate 1x: 21.00.

WOKU (FM)

1968
GREENSBURG

Media Code 4 239 6635 7.00 Mid 013517-000
WHJB Radio
245 Brown St., Greensburg, PA 15601. Phone 412-834-0600, Pittsburgh, 412-242-3303.

PROGRAMMING DESCRIPTION

WOKU (FM): Programmed for mass appeal for 25-54 adults. MUSIC: popular adult. NEWS: local & network. SPORTS: play-by-play high school, college & pro sports. COMMERCIAL POLICY: 8 minutes per hour. Rec'd 2/5/80.

- PERSONNEL**
Managing Partner—Melvin A. Goldberg.
General Sales Manager—Jack Weinlein.
Operations Manager—Barry Banker.
- REPRESENTATIVES**
Pittsburgh, Cleveland & Philadelphia—Dome & Associates, Inc.
- FACILITIES**
ERP 1,150 w; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 5, 6a, 7a.
Rate Protection: 13 wks.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70e.
AM facilities: WHJB.
Affiliated with MBS.
Sold in combination with WHJB. See that listing.

TIME RATES

No. 13 Eff 7/1/83—Rec'd 12/9/83.

7. PACKAGE PLANS

	DRIVE—1/2 6-10 AM, 1/2 3-7 PM	12 to 24 to 300 to 600 to	18	18	18
1 min	20	19	19	18	18
30 sec	18	16	16	15	15
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT					
1 min	18	16	16	15	15
30 sec	15	14	14	13	13

WPIT

1947
PITTSBURGH

WPIT-FM

1948
PITTSBURGH

Media Code 4 239 6652 2.00 Mid 013518-000
Pyramid Broadcasting
200 Gateway Towers, 320 Fort Duquesne Blvd., Pitts-
burgh, PA 15222. Phone 412-281-1900.
1 min rate 1x: 30.00.

WPLW

1962
CARNEGIE



Media Code 4 239 6662 1.00 Mid 013519-000
Hickling Broadcasting Corp.
Box 4442, 201 Ewing Rd., Pittsburgh, PA 15205. Phone
412-922-0550.
1 min rate 1x: 20.00.

WPNT (FM)

1942
PITTSBURGH



Christal Radio



Media Code 4 239 6668 8.00 Mid 013520-000
WPNT, Inc.
1051 Brinton Rd., Pittsburgh, PA 15221. Phone 412-244-7600.

PROGRAMMING DESCRIPTION

WPNT (FM): MUSIC: Easy Contemporary. Contact Representative for further details. Rec'd 8/24/84.

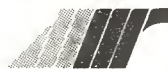
- PERSONNEL**
President—Saul Frischling.
Vice-Pres. & Gen'l Mgr.—G. Carroll Larkin.
Program Director—Nat Humphreys.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 47,000 w. (horiz.), 47,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 22a, 22b, 23a, 24a.
Contracts: 40b, 42a, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSHH (FM)

1948
PITTSBURGH



MAJOR MARKET RADIO SALES



Media Code 4 239 6675 3.00 Mid 013521-000
Renda Broadcasting Corp.
Broadcast Plaza, Crane Ave., Pittsburgh, PA 15220.
Phone 412-531-9500.

PROGRAMMING DESCRIPTION

WSHH (FM): Programmed for adults. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 5/29/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tony Renda.
Local Sales Manager—Paul Goldstein.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 10,500 w.; 99.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3d.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Contracts: 45.
Cancellation: 70b, 70d.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTAE

1922
PITTSBURGH



Katz Radio



The Hearst Corp.

Media Code 4 239 6700 9.00 Mid 013522-000
WTAE Broadcast Division—The Hearst Corp.
Box 1250, Pittsburgh, PA 15230. Phone 412-731-1250,
TWX, 710-664-4267.

PROGRAMMING DESCRIPTION

WTAE: Adult Contemporary for 25-54 yr-olds with emphasis on adult music, personalities, news, weather, traffic & sports. NEWS: 10-min at 6, 7, 8 am, 12N & 5 pm; 3-min at :30, M-F at 5:30, 6:30, 7:30, 8:30 am, 4:30, 5:30 & 6:30 pm; all other 5-min at :60; air traffic 4x/hr 6:45-9 am & 4-6 pm M-F. SPORTS: Commentaries 6:33, 7:33, 8:33 am, 4:33, 5:33 & 6:33 pm M-F; Pittsburgh Steelers football; U of Pittsburgh football & basketball. COMMERCIAL POLICY: 14-min 18 units per hr. Contact Representative for further details. Rec'd 7/29/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ted J. Atkins.
General Sales Manager—Marlene J. Heshler.
Program Administrator—Mark Roberts.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1250 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WHTX (FM).
Affiliated with Katz Radio Network.
Affiliated with ABC Entertainment Radio Network.
Affiliated with RKO TWO.

TIME RATES

WTAE/WHTX (FM) COMBINATION

No. 19 Eff 11/1/82—Rec'd 8/1/83.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-9 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 9 am-7 pm.
B—Mon thru Fri 9 pm-1 am; Sat & Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**

	AAA	AA	A	B
1 min	450	215	205	140
30 sec	360	172	164	112
10 sec: 60% of 1-min; pre-emptible.				

WTAE only: 60% of WTAE/WHTX (FM) combination.

WTKN

WTKN 970AM

1932
PITTSBURGH



Media Code 4 239 6712 4.00 Mid 013524-000
Shamrock Broadcasting Company, Inc.
1 Allegheny Sq., Pittsburgh, PA 15212. Phone 412-323-5300.

PROGRAMMING DESCRIPTION

WTKN: Talk, programmed for adults 25+-. Two-way talk w/natl'l & local PERSONALITIES; nat'l hosts via satellite 10 am-7 pm & 8 pm-3 am. NEWS: plus sports & traffic in drive, hrly 10 am-12M. FEATURES: network commentator. COMMERCIAL POLICY: 12 min/hr in 14 units/hr. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
General Manager—Diane Sutter.
Program Administrator—Scott Cassidy.
General Sales Manager—Greg O'Hara.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 970 khz.
Operating schedule: 24 hours daily EST
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60f, 60i, 60j, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWKS (FM)
1960
BEAVER FALLS

Adult Contemporary



Media Code 4 239 6725 6.00 Mid 013523-000
Beaver Valley Broadcasting Inc.
1316 7th Ave., Box 719, Beaver Falls, PA 15010. Phone
412-846-4100.

PROGRAMMING DESCRIPTION

WWKS (FM): MUSIC: Soft Rock/Adult Contemporary appealing to 18-49 age group. COMMERCIAL POLICY: max 10 commercial minutes per hr. Contact Representative for further details. Rec'd 8/30/84.

- PERSONNEL**
General Manager—Chris Shovlin.
- REPRESENTATIVES**
Dome & Associates, Inc.
- FACILITIES**
ERP 47,000 w.; 106.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24c, 25c, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60h, 61c, 62d.
Cancellation: 70a, 70c, 70e, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WBVP.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WWSW-FM
3WS95FM



Media Code 4 239 6751 2.00 Mid 013525-000
Shamrock Broadcasting Company, Inc.
1 Allegheny Sq., Pittsburg, PA 15212. Phone 412-323-5300.

PROGRAMMING DESCRIPTION

WWSW-FM: Programmed for adults with emphasis 25-49. MUSIC: adult contemporary, featuring top hits new & old. 6 AIR PERSONALITIES handle all segments. NEWS: twice hrly in AM drive. Traffic reports in AM & PM drive. COMMERCIAL POLICY: 10 min per hr in 12 units per hr. Contact Representative for further details. Rec'd 10/24/83.

- PERSONNEL**
General Manager—Diane Sutter.
Program Director—Herb Crowe.
General Sales Manager—Greg Ofiara.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain. 1,832 ft. above sea level.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 60j, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYDD (FM)
1963
PITTSBURGH



Media Code 4 239 6800 7.00 Mid 013527-000
Gateway Broadcasting Enterprises Inc.
810 5th Ave., New Kensington, PA 15068. Phone 412-362-2144.

PROGRAMMING DESCRIPTION

WYDD (FM): Programmed for 18-34. MUSIC: AOR. NEWS: local at 6:30, 7:30 & 8:30 am 1-min in length, network at 7, 8 & 9 am 2-min in length. COMMERCIAL POLICY: 12-min per hr. Rec'd 1/23/84.

- PERSONNEL**
Sr. Vice President—Norm Slemenda.
Program Director—Mike McQueen.

- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,573 ft. above sea level.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13h, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 27, 28b, 28c, 33d.
Contracts: 40c, 42a, 43, 44b, 46, 51a, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 81.
AM facilities: WKPA.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Pittston

Luzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

See Scranton-Wilkes-Barre
(including Carbondale, Nanticoke, Pittston)

Pottstown

Montgomery County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

WPAZ
1951
POTTSTOWN

See SRDS Spot Radio Small Markets Edition. Mid 013529-000

Pottsville

Schuylkill County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WAVT (FM)
1948
POTTSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013530-000

WPAM
1947
POTTSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013531-000

WPPA
1946
POTTSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013532-000

Punxsutawney

Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WPXZ
1953
PUNXSUTAWNEY
WPXZ-FM
1973
PUNXSUTAWNEY

See SRDS Spot Radio Small Markets Edition. Mid 013533-000

WYDD (FM)
1963
PITTSBURGH



Media Code 4 239 6800 7.00 Mid 013527-000
Gateway Broadcasting Enterprises Inc.
810 5th Ave., New Kensington, PA 15068. Phone 412-362-2144.

PROGRAMMING DESCRIPTION

WYDD (FM): Programmed for 18-34. MUSIC: AOR. NEWS: local at 6:30, 7:30 & 8:30 am 1-min in length, network at 7, 8 & 9 am 2-min in length. COMMERCIAL POLICY: 12-min per hr. Rec'd 1/23/84.

- PERSONNEL**
Sr. Vice President—Norm Slemenda.
Program Director—Mike McQueen.

Reading

Berks County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WEEU
1931
READING

85 AM WEEU



Media Code 4 239 7200 9.00 Mid 013534-000
WEEU Broadcasting Co.
34 N. Fourth St., Reading, PA 19601. Phone 215-376-7335.

PROGRAMMING DESCRIPTION

WEEU: Programmed for 25-54. MUSIC: Contemporary adult hits of now and then hosted by AIR PERSONALITIES. TALK: 2/way tele/talk feedback M-F 10:05 am-2 pm, plus sports hotline sat 10:05-noon. NEWS: emphasis on community involvement; local news; mobile broadcast unit & weather equipment; weather-watch 4/hrly; news at :30; greater frequency during drivetimes, incorporating network Ski reports, beach patrol & speedway reports in season. Stocks nightly. Farm agents, home economists 5-7 am. SPORTS: pro baseball & football, college football & basketball, high school sports; sportcheck at :45 in drivetimes. Contact Representative for further details. Rec'd 1/2/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Richard L. Schilpp.
Sales Manager—George Spanier.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 850 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 12h.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Connecticut Radio Network.

TIME RATES

Eff—Rec'd 11/24/85.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 10 am-7 pm.
B—Mon thru Sun 8 pm-midnight; Sun 6-10 am.

- SPOT ANNOUNCEMENTS**
GRID, 1 MIN:
AAA 46 44 42 40 38
AA 37 35 33 31 29
A 34 32 30 28 26
B 32 31 28 26 24
Preemptible
30 sec: 80% of 1-min.

- SPECIAL FEATURES**
12 PER WEEK, SLIP ROTATION
Weather watch 1 min 30 sec
Sportcheck 12 10
16 14

WHUM
1946
READING



Media Code 4 239 7250 4.00 Mid 013535-000
Reading Radio, Inc.
East Shore Office Bldg., 45 S. Front St., Box 1657,
Reading, PA 19603. Phone 215-376-3987.

PROGRAMMING DESCRIPTION

WHUM: Contemporary Country programmed for adults. Contact Representative for further details. Rec'd 1/22/85.

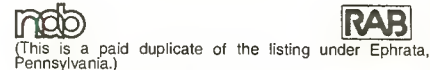
- PERSONNEL**
Pres. & Gen'l Mgr.—Alan Beck.
Sales Manager—Chuck Walmer.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING** See coded regulations
General: 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20b, 28c, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70a, 70c, 71a.
FM facilities: WIOV (FM).
Affiliated with Music Country Radio Network.
Affiliated with Supernet.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WIOV (FM)
(formerly WGSA-FM)
1962
EPHRATA



(This is a paid duplicate of the listing under Ephrata, Pennsylvania.)
Media Code 4 239 2300 2.00 Mid 013389-000
WIOV, Inc.
44 Bethany Rd., Box 430, Ephrata, PA 17522. Phone 717-738-1191, Lancaster, 717-397-1310.

PROGRAMMING DESCRIPTION

WIOV (FM): Programmed for adult appeal. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Alan Beck.
Sales Manager—Mike Breidenstein.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 50,000 w. circular polarized; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WHUM, Reading.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D-3)(CR)

WRAW
1922
READING

Media Code 4 239 7300 7.00 Mid 013536-000
City Broadcasting Co., Inc.
1265 Perkiomen Ave., Reading, PA 19602. Phone 215-376-7173.

PROGRAMMING DESCRIPTION

WRAW: Programmed for adults 35+-. MUSIC: MOR. NEWS: at :30 with emphasis on local, sports, weather & market reports; increased news & information during drive. FEATURES: audience promotions, remote broadcasts & community events involvement. Contact Representative for further details. Rec'd 7/31/84.

- PERSONNEL**
General Manager—Thomas C. Franco.
National Sales Manager—Anthony B. Batta.
Local Sales Manager—John S. Intelisano.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22b, 24b, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WRFY (FM).
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRFY (FM)
1962
READING



HILLIER, NEWMARK, WECHSLER & HOWARD



RKO RADIO NETWORK

Media Code 4 239 7350 2.00 Mid 013537-000
City Broadcasting Co., Inc.
1265 Perkiomen Ave., Reading, PA 19602. Phone 215-376-6671.

PROGRAMMING DESCRIPTION

WRFY (FM): Programmed for adults 18-49. MUSIC: today's contemporary hits plus yesterday's favorite songs from TM Programming. NEWS: weather in AM & PM drive. Yr round promotions & community events. Contact Representative for further details. Rec'd 6/28/82.

continued

PENNSYLVANIA

Reading—cont

WRFY (FM)—cont

- PERSONNEL**
General Manager—Thomas C. Franco.
National Sales Manager—Anthony B. Batta.
Local Sales Manager—John S. Intellisano.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 26b, 28c, 31, 33a.
Contracts: 40b, 42c, 48, 49, 51b.
Comb.; Cont. Discounts: 60d, 61b, 62d.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
AM Facilities: WRAW.
Affiliated with RKO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Red Lion

York County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WGCB
1950
RED LION
WGCB-FM
1959
RED LION

Mid 013538-000

See SRDS Spot Radio Small Markets Edition.

Ridgway

Elk County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WTMX (FM)
1966
RIDGWAY

Mid 013539-000

See SRDS Spot Radio Small Markets Edition.

Roaring Spring

Blair County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WKMC
1955
ROARING SPRING

Mid 013540-000

See SRDS Spot Radio Small Markets Edition.

Saegertown

Crawford County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

WEOZ (FM)
1979
SAEGERTOWN

Mid 013541-000

See SRDS Spot Radio Small Markets Edition.

St. Marys

Elk County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WKBI
1950
ST. MARYS

Mid 013542-000

See SRDS Spot Radio Small Markets Edition.

Sayre

Bradford County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

WATS
1950
SAYRE

Mid 013543-000

See SRDS Spot Radio Small Markets Edition.

Scottdale

Westmoreland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WLSW (FM)
1971
SCOTSDALE

Mid 013544-000

See SRDS Spot Radio Small Markets Edition.

Scranton-Wilkes-Barre

(including Carbondale, Nanticoke, Pittston)
Luzerne County—Map Location K-4
Lackawanna County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WARD
1953
PITTSSTON

Talk
ndb

Media Code 4 239 7637 2.00 Mid 013545-000
Ward Broadcasting Corp.
83 Foote Ave., Duryea, PA 18642. Phone 717-655-5521.
Mailing Address: Box 1540, Pittston, PA 18640.

PROGRAMMING DESCRIPTION
WARD: Total telephone talk with news, information & sports M-F. MUSIC: Sat & Sun Polka music with live phone dedications. Contact Representative for further details. Rec'd 12/5/83.

- PERSONNEL**
General Manager—James F. Ward.
National/Local Sales Manager—Joseph B. Gries.
Program Director—Samuel M. Liguori.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w.; 1540 khz. Non-directional.
Operating schedule: sunrise-local sunset. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 48, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 9/21/84.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm;
Sun 10 am-3 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
PER WK:

	1 min	30 sec
1 ti	18.00 16.00 14.00 14.40 12.80 11.20	
7 ti	16.00 14.00 12.00 12.80 11.20 9.60	
13 ti	14.00 13.00 10.00 11.20 9.60 8.00	

WARM
1940
SCRANTON

A Susquehanna Station

RAB

Media Code 4 239 7650 5.00 Mid 013546-000
WARM Broadcasting Co.
Box 590, Wilkes-Barre/Scranton Hwy., Avoca, PA 18641.
Phone 717-346-4646, 655-2271.

- PERSONNEL**
Vice-President—Arthur W. Carlson.
General Manager—Jim Davey.
Sales Manager—Phil Condron.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 590 khz. Directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with Eastman Radio Network.

TIME RATES

No. 20 Eff 6/1/84—Rec'd 7/19/84.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Sat 10-3 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 8 pm-midnight; Sun 9 am-midnight.

- SPOT ANNOUNCEMENTS**

	AAAA	AAA	AA	A
1 min	60 50 44 40 52 42 36 32			
(*)	48 40 35 32 42 34 29 26			
	I II III IV I II III IV			
1 min	47 37 30 25 44 35 28 23			
30 sec	38 30 24 20 35 28 22 19			

(*) 30 sec/less.
Fixed position, extra 5.00.

WBAX
1922
WILKES-BARRE

Country

A Merv Griffin Station

Media Code 4 239 7665 3.00 Mid 013547-000

WBAX Inc.
1 Broadcast Plaza, Wilkes-Barre, PA 18703. Phone 717-288-7575.

PROGRAMMING DESCRIPTION

WBAX: MUSIC: Modern Country. Rec'd 3/31/78.

- PERSONNEL**
President—Merv Griffin.
General Manager—Bob Maley.
- FACILITIES**
1,000 w. days; 250 w. nights; 1240 khz.
Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 16.
Basic Rates: 20a, 21a, 25a, 28a, 33a.
Contracts: 40c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70c, 71a, 73a.
Affiliated with Satellite Music Network.
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBQW
1947
SCRANTON

Media Code 4 239 7672 9.00 Mid 013548-000

WSCR Inc.
1520 N. Keyser Ave., Scranton, PA 18504. Phone 717-342-1320.

1 min rate 1x: 11.77.

WC DL
1950
CARBONDALE

Media Code 4 239 7686 9.00 Mid 013549-000

Lifestyle Productions of Pennsylvania Inc.
127 Salem Rd., Carbondale, PA 18407. Phone 717-282-2770.

Rates have been temporarily withdrawn by station.

WEJL
1922
SCRANTON

RAB

A Shamrock Station

Media Code 4 239 7700 8.00 Mid 013550-000

The Scranton Times
717 Bldg., 149 Penn Ave., Scranton, PA 18503. Phone 717-346-6555.

PROGRAMMING DESCRIPTION

WEJL: Programmed for adults. MUSIC: "Music of Your Life" format. NEWS: heavy emphasis on local; 10-min at :60 AM drive, 3 1/2 min all other hrs; 5-min at :30 AM drive; highlights at :30 PM drive; 7-person staff; 2 mobile units; stock & business reports wkdays at 7:30 am, 8:30 am-12:30 pm & 4:30 pm. Contact Representatives for further details. Rec'd 1/23/84.

- PERSONNEL**
General Manager—Bob Tiernan.
Operations Director—Ray Magwyre.
News Director—Rich Mates.
- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
500 w. days; 630 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 29b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WEZX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEZX (FM)

1967
SCRANTON

ndb

NRBA

A Shamrock Station

Media Code 4 239 7725 5.00 Mid 013551-000

The Scranton Times
149 Penn Ave., Scranton, PA 18503. Phone 717-961-1842.

PROGRAMMING DESCRIPTION

WEZX (FM): Programmed for adults. MUSIC: album cuts & hits. COMMERCIAL POLICY: max 12 min/hr within 3 breaks. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
General Manager—Bob Tiernan.
Program Director—Shawn Waters.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 125 w.; 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,270 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 29b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WEJL.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WG BI
1925
SCRANTON

CBS Radio Network

ndb

Media Code 4 239 7750 3.00 Mid 013552-000

WG BI Radio Inc.
415 Lackawanna Ave., Scranton, PA 18503. Phone 717-961-2222, TWX, 510-671-4607.

PROGRAMMING DESCRIPTION

WG BI: MUSIC: modern country, Drake Chenault Great American country format. NEWS: local & network. Contact Representative for further details. Rec'd 6/4/81.

- PERSONNEL**
General Manager—Mrs. M. Megargee Holcomb.
Sales Manager—Gerald F. Petrella.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 500 w. nights; 910 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61b, 62a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGBI-FM1948
SCRANTONMedia Code 4 239 7751 1.00 Mid 013553-000
Megargee Co.

415 Lackawanna Ave., Scranton, PA 18503. Phone 717-961-2222, TWX, 510-671-4607.

PROGRAMMING DESCRIPTION

WGBI-FM: MUSIC: adult contemporary. Drake-Chenault Contempo-300. NEWS: network at :60. Contact Representative for further details. Rec'd 7/6/82.

- PERSONNEL**
General Manager—Mrs. M. Megargee Holcomb.
Sales Manager—Gerald F. Petrella.

- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
ERP 7,000 w.; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,100 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61b, 62a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WICK**WICK 14am**1954
SCRANTONMedia Code 4 239 7800 6.00 Mid 013554-000
Lancom Inc.
1049 N. Sekol Rd., Scranton, PA 18504. Phone 717-344-1221.**PROGRAMMING DESCRIPTION**

WICK: MUSIC: Beautiful format featuring 25% vocals. NEWS: local team w/UPI audio & wire, via satellite. SPORTS: dir. daily scoreboard, high school football & basketball, U football & basketball. COMMERCIAL POLICY: 10-min/hr. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Douglas V. Lane.
Operations Director—Don Murley.
General Sales Manager—Phillip Bullwinkel.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0; time only.
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 23a, 24a, 25a, 28b, 28c, 33c.
Contracts: 40a, 41, 42c, 43, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WWDL (FM).

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WILK1947
WILKES-BARRE**McGAVREN GUILD RADIO**Media Code 4 239 7820 4.00 Mid 013555-000
Wyoming Valley Broadcasting Co.
88 N. Franklin St., Wilkes-Barre, PA 18711. Phone 717-824-4666, 348-0980.PROGRAMMING DESCRIPTION
WILK: MUSIC: contemporary hit with emphasis on current mass appeal hits. Live AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/21/82.

- PERSONNEL**
President—Roy E. Morgan.
Executive Vice-President—James E. Morgan.
General Sales Manager—Irvin R. Zeil.

- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
5,000 w. days, 1,000 w. nights; 980 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0 on time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21b, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 71a, 72, 73a.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKRZ1924
WILKES-BARRE**MOR**Media Code 4 239 7825 3.00 Mid 013556-000
WKZ, Inc.
156 South Franklin St., Wilkes-Barre, PA 18701. Phone 717-823-5000.**PROGRAMMING DESCRIPTION**

WKZ: Programmed for adults 25+. MUSIC: Top vocalists & big bands from 40's through 70's. NEWS: News blocks 6-9 am, noon-12:30 pm & 4-6 pm. Contact Representative for further details. Rec'd 9/1/83.

- PERSONNEL**
President—Stan Gurell.
General Manager—Hank Kestenbaum.
Program Director—Don Hallett.

- REPRESENTATIVES**
Katz Radio.

- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15d, 15e.
Basic Rates: 20a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60e.
Cancellation: 70a, 70c.
Affiliated with Katz Radio Network.
Affiliated with RKO TWO.
Sold in combination with WKZ-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Separate rates have been temporarily withdrawn by station. (A)

WKRZ-FM1947
WILKES-BARRE**Katz Radio****Adult Contemporary**Media Code 4 239 7826 1.00 Mid 013557-000
WKZ, Inc.
156 South Franklin, Wilkes-Barre, PA 18701. Phone 717-823-5000.**PROGRAMMING DESCRIPTION**

WKZ-FM: MUSIC: adult contemporary, emphasis on personality & promotions, blend of contemporary hits. NEWS: local, national throughout day. COMMERCIAL POLICY: 3 commercial breaks per hour. Contact Representative for further details. Rec'd 6/19/84.

- PERSONNEL**
President—Stan Gurell.
General Manager—Hank Kestenbaum.
Program Director—Don Hallett.

- REPRESENTATIVES**
Katz Radio.

- FACILITIES**
ERP 6,900 w. (horiz.), 6,900 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,100 ft. above sea level.

- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15d, 15e.
Basic Rates: 20a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60e.
Cancellation: 70a, 70c.
Affiliated with Katz Radio Network.
Sold in combination with WKZ. See that listing.

TIME RATES

- AAA—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**
PER WK: AAA AA A
1 min 90 85 45
30 sec: 80% of 1 min.

WKZ-FM only: Rates have been temporarily withdrawn by station.

WLSP (FM)1965
CARBONDALEMedia Code 4 239 7828 7.00 Mid 013558-000
Lifestyle Productions of Pennsylvania Inc.
127 Salem Rd., Carbondale, PA 18407. Phone 717-282-2770.
Rates have been temporarily withdrawn by station.**WMJW (FM)**1973
NANTICOKEMedia Code 4 239 7830 3.00 Mid 013559-000
Thunder Broadcasting Corp.
Box 92, Nanticoke, PA 18634. Phone 717-829-1957.
1 min rate 1x: 7.50.**WNAK**1946
NANTICOKE**Masla Radio**Media Code 4 239 7840 2.00 Mid 013560-000
Seven Thirty Broadcasters Inc.
84 S. Prospect St., Nanticoke, PA 18634. Phone 717-822-6108, 735-0730.**PROGRAMMING DESCRIPTION**

WNAK: Target audience 25-54. MUSIC: music of 40's thru 80's, upbeat, familiar in tight format. Personality oriented schedule. NEWS: local & network news with weather & comprehensive local forecasts. Editorial features 3x/day. Remote units with bell tel units. Contact Representative for further details. Rec'd 3/8/82.

- PERSONNEL**
General Manager—Robert W. Neilson.
Station Manager—Charmaine Grove.
Sales Manager—Robert W. Baird.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
1,000 w. days; 730 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**
15%; time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 22a, 23c, 28b, 29a.
Contracts: 40c, 42a, 43, 44a, 44b, 45, 46, 47b, 51a, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WTLQ (FM)

PITTSBURGH

Media Code 4 239 7870 9.00 Mid 035129-000
Futuremark Communications, Inc.
88 N. Franklin St., Wilkes-Barre, PA 18711. Phone 717-824-4666.
Studio: 490 N. Main St., Pittston, PA 18640.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WWDL (FM)**WWDL 104fm**1964
SCRANTONMedia Code 4 239 7900 4.00 Mid 013561-000
Lane Broadcasting Corporation
1049 N. Sekol Rd., Scranton, PA 18504. Phone 717-344-1221.**PROGRAMMING DESCRIPTION**

WWDL (FM): MUSIC: Adult Contemporary favorites featuring current hits, gold & album cuts of pop artists' albums presented by 5 AIR PERSONALITIES. NEWS: local team, UPI audio & wire from satellite. SPORTS: full time dir. daily scoreboard & sports shows. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Douglas V. Lane.
Operations Director—Don Murley.
General Sales Manager—Phillip Bullwinkel.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 1,600 w.; 104.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,093 ft. above average terrain.

- AGENCY COMMISSION**
15/0; time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 23a, 24a, 25a, 28b, 28c, 33c.
Contracts: 40a, 41, 42c, 43, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
AM facilities: WICK.
Affiliated with Connecticut Radio Network.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYZZ (FM)1946
WILKES-BARRE**Masla Radio**Media Code 4 239 7915 2.99 Mid 013562-000
Scranton-Wilkes-Barre Fine Music Broadcasting Co. Inc.
156 Prospect St., Wilkes-Barre, PA 18702. Phone 717-823-1166.**PROGRAMMING DESCRIPTION**

WYZZ (FM): MUSIC: 12:30 am-7:30 pm beautiful music plus all-time hits; 8 showcase commercials per hr 7:30 pm-12:30 am, light classical, classical & pops; 4 showcase commercials per hr 8-10 pm, concerts. NEWS: at :60 & :30. Weather at :03 & :35. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Richard G. (Dick) Evans, Sr.
Sec'y, Treas. Sta. & Oper. Mgr.—R. G. Evans, Jr.
Vice-Pres. Development—Richard G. Evans, Jr.
Vice-Pres. Mktg. & Com'l Mgr.—Robert L. Evans.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 50,000 w.; circular polarized. 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1065 ft. above average terrain.

- AGENCY COMMISSION**
15/0 net time only; 15 days.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

SelinsgroveSnyder County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.**WQBQ**1967
SELINSGROVEMid 013563-000
See SRDS Spot Radio Small Markets Edition.**Shamokin**Northumberland County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.**WISL**1947
SHAMOKINMid 013564-000
See SRDS Spot Radio Small Markets Edition.**WMIM**1969
MOUNT CARMELMid 013465-000
See listing under city of license.

PENNSYLVANIA

Shamokin—cont

WSPI (FM)
(formerly WISL-FM)
1968
SHAMOKIN

RKO Radio Network

NRBA

Media Code 4 239 7975 6.00 Mid 017859-000
Shamokin Broadcasting Co., Inc.
Box 428, Shamokin, PA 17872. Phone 717-644-0834.

PROGRAMMING DESCRIPTION
WSPI (FM): Programmed for adults & young adults. MUSIC: Contemporary. AIR PERSONALITIES handle all segments. NEWS: local & network in drive, plus sports & weather; reports average 3 min. FEATURES: public affairs Sun until 9:30 am. COMMERCIAL POLICY: max 10 min/hr, 15 units in 5 sets. Contact Representative for further details. Rec'd 11/22/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—David A. Donlin.
Sales Manager—Gary Surak.
Program Director—Rick Ricigliano.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
ERP 900 w.; 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 payable in 30 days.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WMIM, Mount Carmel.
Affiliated with RKO.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/84—Rec'd 7/30/84.

Drivetime—6-10 am & 3-7 pm.
Midday—6 am-3 pm.

	DT				MD			
	12 ti	18 ti	24 ti	30 sec	12 ti	18 ti	24 ti	30 sec
1 min	11.00	10.50	10.00	10.00	9.50	9.00		
30 sec	8.80	8.40	8.00	8.00	7.60	7.20		
	Eve				Overnite			
1 min	7.00	6.50	6.00	6.00	5.50	5.00		
30 sec	5.60	5.20	4.80	4.80	4.40	4.00		

	TAP—EQUAL ROTATION DT, MD, EVE			
	12 ti	18 ti	24 ti	30 sec
1 min	9.00	8.50	8.00	8.00
	BULK TAP			
	250x	500x	1000x	
1 min	8.00	7.50	7.00	
30 sec	6.40	6.00	5.60	

(SMD)

Sharon

(including Farrell, Sharpsville)

Mercer County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WMGZ
1953
SHARPSVILLE

Media Code 4 239 8000 2.00 Mid 013566-000
National Communications System, Inc.
1565 E. State St., Box 1470, Sharon, PA 16146. Phone 412-981-9600, Youngstown OH, 216-539-6060.

- REPRESENTATIVES**
Dome & Associates, Inc.
1 min rate 1x: 16.00.

WMGZ-FM
1976
FARRELL

Media Code 4 239 8025 9.00 Mid 013565-000
National Communications System, Inc.
1565 E. State St., Box 1470, Sharon, PA 16146. Phone 412-981-9600, Youngstown Ohio, 216-539-6060.

- REPRESENTATIVES**
Dome & Associates, Inc.
1 min rate 1x: 16.00.

WPIC
1938
SHARON

ndb

NRBA

Media Code 4 239 8050 7.00 Mid 013567-000
Sharon Broadcasting Co. Inc.
Box 211, 2030 Pine Hollow Blvd., Sharon, PA 16146.
Phone 412-346-4113, Youngstown Ohio, 216-534-2316.

PROGRAMMING DESCRIPTION
WPIC: Programmed for adults. MUSIC: Adult Contemporary with Oldies from 60's & 70's. NEWS: at :60; 5 min network, 5 min local; at :30 during AM & PM drives. SPORTS: at :20 & :40 during AM & PM drive times. Local voices & actualities used on news & sports. Contact Representative for further details. Rec'd 1/8/85.

- PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Tom Klein.
Program Director—Scott Kennedy.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1000 w.; 790 khz. Non-directional.
Operating schedule: 6 am-local or 2 hr after sunset. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3c, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, *47e, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
FM facilities: WYFM (FM).
Affiliated with ABC Information Radio Network.
Member: Pennsylvania Farm Network.

TIME RATES
No. 7 Eff 9/1/77—Rec'd 8/29/77.

	6. SPOT ANNOUNCEMENTS					
	6 ti	12 ti	18 ti	24 ti	36 ti	22
1 min	30	28	26	24	22	16
30 sec	24	22	20	18	16	16

WYFM (FM)
1947
SHARON

WEISS & POWELL, INC.
RADIO SALES

ndb

NRBA

Media Code 4 239 8075 4.00 Mid 013568-000
Sharon Broadcasting Co. Inc.
Box 211, 2030 Pine Hollow Blvd., Sharon, PA 16146.
Phone 412-346-4113, Youngstown Ohio, 216-534-2316.
Sales Office: 15 Colonial Dr., Youngstown, OH 44505.
Phone 216-744-4342.

PROGRAMMING DESCRIPTION
WYFM (FM): MUSIC: contemporary mass appeal music programmed for today's adult; includes researched good titles & current music. Limited talk. NEWS: & information capsules hrly in morning drive. Contact Representative for further details. Rec'd 1/8/85.

- PERSONNEL**
Gen'l & Gen'l Sales Mgr.—Tom Klein.
Program Director—Jeff Tobin.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 26,000 w.; 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 455 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3c, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, *47e, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
AM facilities: WPIC.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
No. 7 Eff 9/1/77—Rec'd 8/29/77.

	6. SPOT ANNOUNCEMENTS					
	6 ti	12 ti	18 ti	24 ti	36 ti	22
1 min	40.00	38.00	36.00	34.00	32.00	
30 sec	32.00	30.40	28.80	27.20	25.60	

(D)

Sharpsville

Mercer County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

See Sharon
(including Farrell, Sharpsville)

Shenandoah

Schuylkill County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WMBT
1963
SHENANDOAH

Mid 013569-000
See SRDS Spot Radio Small Markets Edition.

Shippensburg

Cumberland County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WSHP
1961
SHIPPENSBURG

Mid 013570-000
See SRDS Spot Radio Small Markets Edition.

Somerset

Somerset County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WADJ
1981
SOMERSET

Mid 030241-000
See SRDS Spot Radio Small Markets Edition.

WVSC
1950
SOMERSET

Mid 013571-000
See SRDS Spot Radio Small Markets Edition.

WVSC-FM
1966
SOMERSET

Media Code 4 239 8201 6.00 Mid 013572-000
Ridge Communications Inc.
Box 231, Somerset, PA 15501. Phone 814-445-4186.
PROGRAMMING DESCRIPTION
WVSC-FM: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 10/23/81.

- PERSONNEL**
General Manager—I. Richard Adams.
- REPRESENTATIVES**
Cleveland—Regional Reps Corp.
Pittsburgh, Philadelphia, Baltimore—Dome & Associates, Inc.
New York—Market 4 Radio.
- FACILITIES**
ERP 3,000 w.; 97.7 mhz.
Operating schedule: 5:30 am-11 pm. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES
Eff 1/1/81—Rec'd 12/22/80.

	6. SPOT ANNOUNCEMENTS						
	1x	13x	26x	52x	104x	156x	260+
1 min	10.00	9.75	9.50	9.00	8.50	8.00	7.50
30 sec	8.50	7.80	7.60	7.20	6.80	6.40	6.00
10 sec	5.00	4.90	4.75	4.50	4.25	4.00	3.75
6-9 am & 3-6 pm, extra 1.00 per spot.							

12/85

(SMD)

South Williamsport

Lycorning County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

See Williamsport
(including South Williamsport)

Starview

York County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WHTF (FM)
1971
STARVIEW
RAB

Media Code 4 239 8225 5.00 Mid 013573-000
Starview Media, Inc.
R.D. 4, Box 312 B, York, PA 17404. Phone 717-266-6606.

PROGRAMMING DESCRIPTION
WHTF (FM): MUSIC: Contemporary Rock programmed for 18-49 audience. NEWS: plus sports & weather features 2x/hr in AM drive. Contact Representative for further details. Rec'd 1/9/85.

- PERSONNEL**
General Manager—Douglas George.
Program Director—Michael Sarzynski.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 4a, 5, 6b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b.
Contracts: 40a, 44b, 46.
Comb.; Cont. Discounts: 61c.
Cancellation: 71a, 72, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D-2)

State College

(including University Park)
Centre County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WMAJ
1945
STATE COLLEGE

ndb

RAB

Media Code 4 239 8250 3.00 Mid 013574-000
Centre Broadcasters Inc.
421 E. Beaver Ave., Box 888, State College, PA 16804.
Phone 814-237-4959.

- REPRESENTATIVES**
Market 4 Radio.
Dome & Associates, Inc.
Commercial Media Sales.
1 min rate 1x: 17.60.

WQWK (FM)
1965
UNIVERSITY PARK

ndb

RAB

NRBA

Media Code 4 239 8275 0.00 Mid 013575-000
State College Communications Corp.
160 Clearview Ave., State College, PA 16801. Phone 814-238-5085.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WRSC
1961
STATE COLLEGE

Adult

ndb

RAB

NRBA

Media Code 4 239 8300 6.00 Mid 013576-000
State College Communications Corp.
160 Clearview Ave., State College, PA 16801. Phone 814-238-5085.

PROGRAMMING DESCRIPTION
WRSC: MUSIC: Adult contemporary. NEWS: Network, AP, emphasis local, 3 mobile units; summaries every 15 min in AM drive; Accu-weather service. Personality & community-minded AIR PERSONALITIES. Commentator news 3x/da. SPORTS: State U sports news. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
General Manager—Robert K. Zimmerman.
Station Manager—Eileen Carroll.
- REPRESENTATIVES**
McGavren Guild Radio.

- 3. FACILITIES**
2,500 w. days, 1,000 w. nights; 1390 khz. Directional nights.
1,000 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 30, 33c.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 63d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WOVK (FM).
Affiliated with ABC Contemporary Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
WRSC/WOVK (FM) COMBINATION
Eff 1/1/84—Rec'd 5/4/83.
- 6. SPOT ANNOUNCEMENTS**
100 x per wk, 1-min ea 11.00
30 sec: 85% of 1-min.

WVXLR (FM)
1965
STATE COLLEGE



Media Code 4 239 8325 3.00 Mid 013577-000
Centre Broadcasters Inc.
Box 888, State College, PA 16804. Phone 814-237-4959.
PROGRAMMING DESCRIPTION
WVXLR (FM): MUSIC: Soft Contemporary. Contact Representative for further details. Rec'd 11/29/83.

- 1. PERSONNEL**
General Manager—Joseph F. Trimarchi.
Sales Manager—Jim Eberly.
- 2. REPRESENTATIVES**
Market 4 Radio.
Dome & Associates, Inc.
Commercial Media Sales.
- 3. FACILITIES**
ERP 3,000 w., 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 50 ft. below average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations
General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20b, 21c, 22b, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 45, 51a, 51b, 51c.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
AM facilities: WMAJ.

TIME RATES
Eff 7/1/84—Rec'd 6/25/84.

7. PACKAGE PLANS

	WEEKLY			30 sec		
	1 min	15 sec	30 sec	1 min	15 sec	30 sec
6 ti	*Drive	†TAP	‡BTA	*Drive	†TAP	‡BTA
12 ti	17.60	16.50	15.40	14.95	14.00	13.10
18 ti	16.50	15.40	14.30	14.00	13.10	12.15
24 ti	15.40	14.30	13.20	13.10	12.15	11.20
	14.30	13.20	12.10	12.15	11.20	10.30
	YEARLY					
260 x	12.10	11.00	9.90	10.30	9.35	8.40
520 x	11.20	10.25	9.25	9.55	8.70	7.85
1040 x	10.35	9.45	8.60	8.80	8.05	7.30
1500 x	9.45	8.70	7.90	8.05	7.40	6.70
	(*) Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm. (†) 1/4 6-10 am, 1/4 10 am-3 pm, 1/4 3-7 pm, 1/4 7 pm-midnight. (‡) 6-2 am.					
	DAILY BUYOUT—6 AM-MIDNIGHT					
1 PER HR:	15 sec	30 sec	1 min			
18 ti	100	115	135			
	Fixed, extra 1.50.					

Stroudsburg

Monroe County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WSBG (FM)
1964
STROUDSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013579-000

WVPO
1947
STROUDSBURG

See SRDS Spot Radio Small Markets Edition. Mid 013578-000

Sunbury

Northumberland County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WKOK

1933
SUNBURY

Media Code 4 239 8400 4.00 Mid 013580-000
Sunbury Broadcasting Corp.
Box 1070, Sunbury, PA 17801. Phone 717-286-5838, 743-1841.

PROGRAMMING DESCRIPTION

WKOK: MUSIC: Adult Contemporary, current hits, recurrent hits, & solid gold presented by PERSONALITIES. NEWS: emphasis local news; Computeweather; CBS news. Contact Representative for further details. Rec'd 5/24/84.

- 1. PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Joseph A. McGranaghan.
- 2. REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
- 3. FACILITIES**
10,000 w. days, 1,000 w. nights; 1070 khz.
Operating schedule: 5-11 am. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
FM facilities: WQKX (FM).
Affiliated with CBS Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES
No. 14-A Eff 6/1/84—Rec'd 5/24/84.

6. SPOT ANNOUNCEMENTS

	12 ti	24 ti	36 ti	48 ti
WK:	12 ti	24 ti	36 ti	48 ti
1 min	13.00	12.50	12.00	11.50
30 sec	11.50	11.00	10.50	10.00
	10 am-3 pm			
1 min	12 ti	24 ti	36 ti	48 ti
30 sec	11.00	10.50	10.00	9.50
	6-10 AM			
1 min	11.50	11.00	10.50	10.00
30 sec	10.00	9.50	9.00	8.50
	7 PM-MIDNIGHT			
1 min	11.00	10.75	10.50	10.25
30 sec	9.50	9.25	9.00	8.75
	10 AM-3 PM			
1 min	10.50	10.25	10.00	9.75
30 sec	9.00	8.75	8.50	8.25
	3-7 PM			
1 min	11.00	10.75	10.50	10.25
30 sec	9.50	9.25	9.00	8.75
	7 PM-MIDNIGHT			
1 min	7.50	7.25	7.00	6.75
30 sec	6.50	6.25	6.00	5.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	200	150	100	50

(SMD)

WMLP
1955
MILTON

See listing under city of license. Mid 013462-000

WQKX (FM)

1948
SUNBURY

Media Code 4 239 8425 1.00 Mid 013581-000
Sunbury Broadcasting Corp.
Box 1070, Sunbury, PA 17801. Phone 717-286-5838, 743-1841.

PROGRAMMING DESCRIPTION

WQKX (FM): MUSIC: Adult Contemporary hits, solid gold, cuts from current hit albums; emphasis music. NEWS: at :60 compu-weather. Contact Representative for further details. Rec'd 10/22/82.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Joseph A. McGranaghan.
- 2. REPRESENTATIVES**
Masla Radio.
Dome & Associates, Inc.
- 3. FACILITIES**
ERP 50,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
AM facilities: WKOK.

TIME RATES
No. 4-A Eff 11/1/82—Rec'd 10/22/82.

6. SPOT ANNOUNCEMENTS

	12 ti	24 ti	36 ti	48 ti
PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	15.75	15.25	14.75	14.25
30 sec	13.50	13.00	12.50	12.00
CONTRACT:	100x	250x	500x	750x
1 min	15.25	14.75	14.25	13.75
30 sec	13.00	12.50	12.00	11.50
	*FIXED			
PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	14.75	14.25	13.75	13.25
30 sec	12.50	12.00	11.50	11.00
	†PREEMPTIBLE			
PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	14.75	14.25	13.75	13.25
30 sec	12.50	12.00	11.50	11.00

CONTRACT: 100x 250x 500x 750x 1000x
1 min 14.25 13.75 13.25 12.75 12.25
30 sec 12.00 11.50 11.00 10.50 10.00

(*) By daypart only.
(†) Daypart not guaranteed.
Midnight-6 am: 50% of preemptible rate.

(SMD)

Tamaqua

Schuylkill County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WCRN (FM)
1965
TAMAQUA

See SRDS Spot Radio Small Markets Edition. Mid 013582-000

Titusville

Crawford County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

WTIV
1955
TITUSVILLE



Media Code 4 239 8500 1.00 Mid 013583-000
WTIV Radio
Box 184, Titusville, PA 16354. Phone 814-827-3651.

PROGRAMMING DESCRIPTION

WTIV: MUSIC: Adult Contemporary/Country blended for rural demographics; special local musical features. NEWS: emphasis 50% local plus network satellite & UPI hrly, 5 min w/summaries at 8 am & 6 pm; local public affairs, 1 hr/wk in 15-min segments at 6:15 pm. SPORTS: local football, basketball, swimming; major league baseball; U football, 2 local sports reports daily at 7:30 am & 5:15 pm. FEATURES: high school choral, concert band programs, commencement; local wkly Religious programs; news & sports commentaries. Contact Representative for further details. Rec'd 3/4/81.

- 1. PERSONNEL**
General Manager—Robert H. Sauber.
- 2. REPRESENTATIVES**
Commercial Media Sales.
Ohio—Regional Reps Corp.
Philadelphia—Dome & Associates, Inc.
- 3. FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 6:00 am-midnight. EST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES
No. 10 Eff 1/1/82—Rec'd 11/25/81.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	8.70	8.10	7.95	7.40	7.20	6.75	6.40
30 sec	6.65	6.30	6.10	5.85	5.65	5.25	5.05

12/85 (SMD)

Towanda

Bradford County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

WTTC
1959
TOWANDA

WTTC-FM
1956
TOWANDA

See SRDS Spot Radio Small Markets Edition. Mid 013584-000

Tyrone

Blair County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WGMR (FM)
1961
TYRONE

See SRDS Spot Radio Small Markets Edition. Mid 013585-000

WTRN
1954
TYRONE

See SRDS Spot Radio Small Markets Edition. Mid 013586-000

Uniontown

Fayette County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WBMS
1937
UNIONTOWN



Media Code 4 239 8700 7.00 Mid 013587-000
Fayette Broadcasting Corp.
82 W. Fayette St., Uniontown, PA 15401. Phone 412-438-3900.

PROGRAMMING DESCRIPTION

WBMS: MUSIC: format mix contemporary w/ country. NEWS: network at :60 19 hrs/da followed by local. SPORTS: local high school & U football & basketball & pro baseball. Music, news & sports blended w/network & local features. Contact Representative for further details. Rec'd 3/6/81.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Simon W. Rider.
Com'l Dir. & Sales Mgr.—Hester Anne Lishnoff.
- 2. REPRESENTATIVES**
Regional Reps Corp.
- 3. FACILITIES**
1,000 w.; 590 khz. Directional nights.
Operating schedule: 19 1/2 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
Affiliated with CBS Radio Network.

TIME RATES
Eff 4/1/84—Rec'd 2/27/84.

AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
1 x	16.50	13.45	10.30	14.20
25 x	14.80	11.90	9.10	13.65
52 x	14.20	11.60	8.80	13.15
104 x	13.65	11.10	8.45	12.50
260 x	13.15	10.60	8.10	11.90
500 x	12.50	10.20	7.75	11.20

7. PACKAGE PLANS

	SPECIAL FEATURES				
	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.65	13.15	12.50	11.90	11.20
30 sec	11.10	10.60	10.20	9.65	9.05
10 sec	8.45	8.10	7.75	7.35	7.00

12/85 (SMD)

WPQR (FM)
1968
UNIONTOWN

See SRDS Spot Radio Small Markets Edition. Mid 013588-000

University Park

Centre County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See State College
(including University Park)

Warren

Warren County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WNAE
1946
WARREN

See SRDS Spot Radio Small Markets Edition. Mid 013589-000

WRRN (FM)
1948
WARREN

See SRDS Spot Radio Small Markets Edition. Mid 013590-000

Washington

Washington County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WJPA
1942
WASHINGTON

See SRDS Spot Radio Small Markets Edition. Mid 013591-000

PENNSYLVANIA

Washington—cont

WKEG wkegeleven

1970
WASHINGTON
ndb

Media Code 4 239 8875 7.00 Mid 013592-000
Genas Broadcasting Inc.
Box 86, Washington, PA 15301. Phone 412-225-8300.

PROGRAMMING DESCRIPTION
WKEG: MUSIC: Adult Contemporary. NEWS: at :60 & :30 during drive time; at :60 all other times; emphasis local; weather. FEATURES: remote broadcasts. SPORTS: interviews, pro, college, high school; NASCAR; college & pro football; Jack Fleming Steeler locker room reports. Rec'd 7/24/84.

1. **PERSONNEL**
President—Joseph P. Nascone.
Vice-Pres./Gen'l Mgr.—James W. Gregorakis.
General Sales Manager—Chris M. Lowe.

3. **FACILITIES**
1,000 w.; 1110 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
15%.

TIME RATES
Eff—Rec'd 11/29/83.

6. **SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 11x | 16x | 500x | 1000x |
|---------|-------|-------|-------|-------|-------|
| 1 min | 15.00 | 14.00 | 13.00 | 11.00 | 10.00 |
| 30 sec | 12.00 | 11.50 | 10.50 | 9.00 | 8.00 |
- (SMD)

WYTK (FM) 1964 WASHINGTON

Mid 013593-000
See SRDS Spot Radio Small Markets Edition.

Waynesboro

Franklin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WAYZ 1953 WAYNESBORO WAYZ-FM 1959 WAYNESBORO

Mid 013594-000
See SRDS Spot Radio Small Markets Edition.

WEEO 1971 WAYNESBORO

Mid 013595-000
See SRDS Spot Radio Small Markets Edition.

WGLL (FM) 1976 MERCERSBURG

Mid 013459-000
See listing under city of license.

Waynesburg

Greene County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

WANB 1956 WAYNESBURG WANB-FM 1977 WAYNESBURG

Mid 013596-000
See SRDS Spot Radio Small Markets Edition.

Wellsboro

Tioga County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

WGCR (FM) 1969 WELLSBORO

Mid 013597-000
See SRDS Spot Radio Small Markets Edition.

WNBT 1955 WELLSBORO

Mid 013598-000
See SRDS Spot Radio Small Markets Edition.

West Chester

Chester County—Map Location K-7
See SRDS Consumer market map and data at beginning of the state.

WCHE 1963 WEST CHESTER

Mid 013599-000
See SRDS Spot Radio Small Markets Edition.

West Hazleton

Luzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WXPX 1982 WEST HAZLETON

Mid 028212-000
See SRDS Spot Radio Small Markets Edition.

Wilkes-Barre

Luzerne County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

See Scranton-Wilkes-Barre
(including Carbondale, Nanticoke, Pittston)

Williamsport

(including South Williamsport)
Lycoming County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WFXX 1957 SOUTH WILLIAMSPORT WFXX-FM (formerly WMPT-FM) 1968 SOUTH WILLIAMSPORT

ndb **RAB**
Media Code 4 239 9162 9.00 Mid 013603-000
P.A.C. Communications, Inc.
Box 5057, Williamsport, PA 17701. Phone 717-323-3608.
1 min rate 1x: 10.00.

WILQ (FM) 1949 WILLIAMSPORT

Modern Country

RAB **NRBA**
Media Code 4 239 9200 7.00 Mid 013600-000
Pennsylvania Radio Inc.
Box 1176, 353 Pine St., Williamsport, PA 17701. Phone 717-322-4676.

1. **PERSONNEL**
General Manager—Robert J. Cunnion Jr.
Sales Manager—Joseph Daito.
2. **REPRESENTATIVES**
Weiss & Powell, Inc.
DC, MD, PA & VA—Dome & Associates, Inc.
3. **FACILITIES**
ERP 3,800 w.; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,300 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10h, 11h, 13h, 14h, 15a.
Basic Rates: 20b, 24b.
Contracts: 40a, 47e.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70e, 73b.
Prod. Services: 82.
AM facilities: WLYC.

TIME RATES
No. 12 Eff 2/1/84—Rec'd 4/30/84.

7. **PACKAGE PLANS**
DRIVE—MON-FRI 6-10 AM & 3-7 PM; SAT 6 AM-7 PM
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
1 min 37.60 35.30 32.90 30.50 28.20
30 sec 30.10 28.20 26.30 24.40 22.50
BEST BUY
1 min 35.30 32.90 30.50 28.20 25.80
30 sec 28.20 26.30 24.40 22.50 20.70
Fixed position, extra 10%.

WKSJ (FM) 1947 WILLIAMSPORT

ndb
Media Code 4 239 9275 9.00 Mid 013601-000
Stainless Broadcasting Co.
W. 1559 4th St., Williamsport, PA 17701. Phone 717-327-9572.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 16.00.

WLYC 1949 WILLIAMSPORT

Al Ham's "The Music of Your Life"

RAB **NRBA**
Media Code 4 239 9350 0.00 Mid 013602-000
Pennsylvania Radio Inc.
Box 1176, 353 Pine St., Williamsport, PA 17701. Phone 717-322-4676.

1. **PERSONNEL**
General Manager—Robert J. Cunnion Jr.
Sales Manager—Joseph Daito.
2. **REPRESENTATIVES**
Weiss & Powell, Inc.
DC, MD, PA & VA—Dome & Associates, Inc.
3. **FACILITIES**
1,000 w. days; 1050 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10h; 11h, 13h, 14h, 15a.
Basic Rates: 20b, 24b.
Contracts: 40a, 47e.
Comb.; Cont. Discounts: 60a, 60i, 61a.
Cancellation: 70e, 73b.
Prod. Services: 82.
FM facilities WILQ (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 2/1/84—Rec'd 2/30/84.

7. **PACKAGE PLANS**
DRIVE—MON-FRI 6-10 AM & 3-7 PM; SAT 10 AM-3 PM
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti
1 min 23.50 22.30 21.10 20.00 18.80
30 sec 18.80 17.80 16.90 16.00 15.00
BEST BUY
1 min 21.10 20.00 18.80 17.60 16.40
30 sec 16.90 16.80 15.00 14.10 13.10
Fixed position, extra 10%.

WRAC 1929 WILLIAMSPORT

ndb
Media Code 4 239 9450 8.00 Mid 013604-000
Stainless Broadcasting Co.
W. 1559 4th St., Box 2077, Williamsport, PA 17701.
Phone 717-327-1400.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 14.00.

WWPA 1949 WILLIAMSPORT

Adult Contemporary

RAB **NRBA**
Media Code 4 239 9500 0.00 Mid 013605-000
Summit Enterprises Inc.
Box 2168, 230 Market St., Williamsport, PA 17703. Phone 717-323-7118.

- PROGRAMMING DESCRIPTION**
WWPA: MUSIC: adult contemporary. NEWS: emphasis on local news with 16 local newscasts daily & sports with Penn State & Williamsport High School play-by-play. Contact Representative for further details. Rec'd 2/23/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—W. William Ott.
Station Manager—Ken Sawyer.
2. **REPRESENTATIVES**
Radio Station Representatives, Inc.

3. **FACILITIES**
1000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 5:30-12:30 am. EST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 24b.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with CBS Radio Network.

TIME RATES
Eff—Rec'd 2/23/83.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—All other times.

6. **SPOT ANNOUNCEMENTS**
- | 1 min: | 10 ti | 20 ti | 30 ti | 40 ti | 40 ti |
|--------|-------|-------|-------|-------|-------|
| AAA | 14 | 13 | 12 | 11 | 11 |
| AA | 12 | 11 | 10 | 9 | 9 |
- 30 sec: 80% of 1-min.

Windber

Somerset County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WWBR 1964 WINDBER

Mid 013606-000
See SRDS Spot Radio Small Markets Edition.

York

York County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

WHTF (FM) 1971 STARVIEW

RAB
(This is a paid duplicate of the listing under Starview, Pennsylvania.)
Media Code 4 239 8225 8.00 Mid 013573-000
Starview Media, Inc.
R.D. 4, Box 312 B, York, PA 17404. Phone 717-266-6606.

PROGRAMMING DESCRIPTION
WHTF (FM): MUSIC: Contemporary Rock programmed for 18-49 audience. NEWS: plus sports & weather features 2x/hr in AM drive. Contact Representative for further details. Rec'd 1/9/85.

1. **PERSONNEL**
General Manager—Douglas George.
Program Director—Michael Sarzynski.
2. **REPRESENTATIVES**
Blair Radio.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 4a, 5, 6b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b.
Contracts: 40a, 44b, 46.
Comb.; Cont. Discounts: 61c.
Cancellation: 71a, 72, 73a.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D-2)

WIOV (FM) (formerly WGSA-FM) 1962 EPHRATA

Mid 013389-000
See listing under city of license.

WNCE (FM) 1944 LANCASTER

RAB
(This is a paid duplicate of the listing under Lancaster, Pennsylvania.)
Media Code 4 239 9675 8.00 Mid 013436-000
Hall Communications Inc.
24 S. Queen St., Lancaster, PA 17603. Phone 717-397-0333.

PROGRAMMING DESCRIPTION
WNCE (FM): Programmed for adults 25+. MUSIC: beautiful. NEWS: local at :60; weather 2x/hr. Contact Representative for further details. Rec'd 7/27/82.

1. **PERSONNEL**
General Manager—Bill Baldwin.
Station Manager—Don Gable.
Operations Manager—David Radcliff.
2. **REPRESENTATIVES**
Torbet Radio, Inc.

- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,293 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28b, 29b, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
AM facilities: WLPA.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WNOW

1948
YORK



MAJOR MARKET RADIO SALES



Media Code 4 239 9600 8.00 Mid 013607-000
HGF Media: Penn Central Broadcasting, Inc.
Box 2506, Pleasureville Hill, York, PA 17405. Phone 717-755-1049, Harrisburg, 717-234-9967, Lancaster, 717-392-1250.

PROGRAMMING DESCRIPTION

WNOW: Programmed for adults 25-54. MUSIC: Modern Country & selected Crossovers; 2 hrs Bluegrass Sun; Solid Gold Country Sat afternoon. NEWS: network; Paul Harvey 3x daily; local. TALK: For Women Only 1 hr daily M-F; Open Mike 3 hrs M-Sat. SPORTS: MRN races; Phillies baseball; Temple football. Contact Representative for further details. Rec'd 9/4/84.

- 1. PERSONNEL**
President—Harold G. Fulmer.
General Manager—Barry Bruce.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
1,000 w. days; 1250 khz. Non-directional. Stereo.
500 w. pre-sunrise; 31 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
FM facilities: WOXA (FM).
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOYK

WOYK 13 1/2 am

1932
YORK



Media Code 4 239 9625 5.00 Mid 015960-000
The Baltimore Radio Show, Inc.
2 W. Market St., York, PA 17401. Phone 717-846-5000.

PROGRAMMING DESCRIPTION

WOYK: MUSIC: Nostalgia/Big Band; Stardust, of The Last Four Decades. NEWS: at :60 & :30 in am drive; at :60 all other times. SPORTS: Orioles baseball; Washington Redskins; Notre Dame college football; Maryland Terrans college basketball. FEATURES: Tele-Talk/Interview Show Mon/Fri 12 noon-1 pm. Contact Representative for further details. Rec'd 11/30/84.

- 1. PERSONNEL**
President—Harry R. Shriver.
General Manager—Michael E. Leash.
- 2. REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 1350 khz.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
Rate Protection: 15b, 15c, 16.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with Satellite Music Network.

TIME RATES

Eff 11/1/84—Rec'd 11/30/84.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 6 am-midnight.
B—Mon thru Sun 6 am-midnight.

- 6. SPOT ANNOUNCEMENTS**
GRID, 1 MIN: AAA AA A B
High 18 18 15 14
Low 12 12 9 8
30 & 10 sec: 80% of 1-min.

WQXA (FM)

1948
YORK



MAJOR MARKET RADIO SALES



Media Code 4 239 9650 3.00 Mid 013608-000
HGF Media: Penn Central Broadcasting, Inc.
Box 2506, Pleasureville Hill, York, PA 17405. Phone 717-757-9402, Harrisburg, 234-9967, Lancaster, 392-1250.

PROGRAMMING DESCRIPTION

WOXA (FM): MUSIC: mass appeal Contemporary Adult format. Current top Hits & Solid Gold; primary target audience adults 18-49; AIR PERSONALITIES; Rick Dee's Weekly Top 40 Sat 6-10 pm; Breakfast with the Beatles Sun 8-10 am; American Top 40 with Casey Kasem Sun 10 am-2 pm & 6-10 pm. NEWS: network hrvy at :60; local each half hr 6-9 am, noon & 3-5 pm. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 11/21/84.

- 1. PERSONNEL**
President—Harold G. Fulmer III.
General Manager—Barry K. Bruce.
- 2. REPRESENTATIVES**
Major Market Radio Sales.
- 3. FACILITIES**
ERP 46,000 w. (horiz.), 38,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
AM facilities: WNOW.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D) (CR)

WRKZ (FM)

1964
HERSHEY



MCGAVREN GUILD RADIO



(This is a paid duplicate of the listing under Hershey, Pennsylvania.)

Media Code 4 239 3165 8.00 Mid 013416-000
Penn Broadcasting Corp.
Box Z, Hershey, PA 17033. Phone 717-367-7700.

PROGRAMMING DESCRIPTION

WRKZ (FM): Programmed for general mass appeal. MUSIC: Contemporary Modern Country. NEWS: network, commentator, sports, weather, traffic, 3 mobile units. PERSONALITY & community minded. Contact Representative for further details. Rec'd 2/28/83.

- 1. PERSONNEL**
General Manager—Paul R. Holsopple.
Station Manager—Mike McGann.
General Sales Manager—Paul Landis.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
Affiliated with Agri Broadcasting Network of Pennsylvania, Inc.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D-4)

WSBA

YORK

A Susquehanna Station



Media Code 4 239 9700 6.00 Mid 013609-000
The Susquehanna Broadcasting Co.,
Box 910, York, PA 17405. Phone 717-764-1155, Harrisburg, 717-233-1155, Lancaster, 717-393-1155.

PROGRAMMING DESCRIPTION

WSBA: Conservative adult contemporary music mix featuring country cross-over. News on hour & half hour, 24 hours. 9 Fulltime newsmen, stringers & 5 news assistants write & deliver all station news content plus sports reports & score updates. SPORTS: Play-by-play Penn State football & Philadelphia Eagles. Contact Representative for further details. Rec'd 6/5/84.

- 1. PERSONNEL**
Vice-Pres. Chg. of Radio Div.—Arthur W. Carlson.
Vice-Pres. & Sta. Mgr.—Chris J. Huber, Jr.
Sales Manager—Tom Ranker.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 910 khz.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR)

WSBA-FM

1962
YORK

A Susquehanna Station



Media Code 4 239 9701 4.00 Mid 013610-000
The Susquehanna Broadcasting Co.,
Lancaster, 717-393-1155, Box 910, York, PA 17405.
Phone 717-764-1155, TWX710-590-4213, Harrisburg, 717-233-1155.

PROGRAMMING DESCRIPTION

WSBA-FM: MUSIC: Soft Adult Contemporary. NEWS: 1-min updates at :60 incl stock market summary. COMMERCIAL POLICY: 10 announcements per hr. Contact Representative for further details. Rec'd 6/24/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Chris J. Huber, Jr.
Sales Manager—Tom Ranker.
Operations Manager—Roderick Burnham.
- 2. REPRESENTATIVES**
Eastman Radio, Inc.
- 3. FACILITIES**
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WYCR (FM)

1974
YORK-HANOVER



HILLIER, NEWMARK, WECHSLER & HOWARD



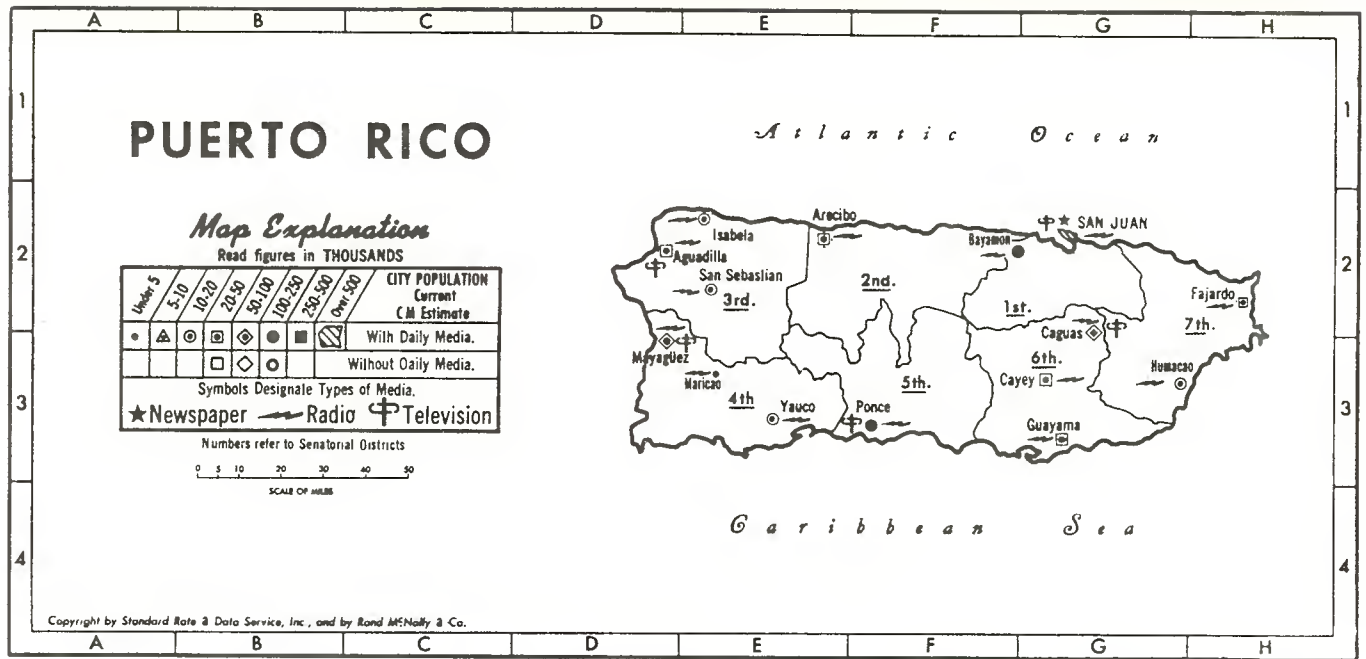
Media Code 4 239 9775 8.00 Mid 013611-000
Radio Hanover Inc.
Box 234, Radio Rd., Hanover, PA 17331. Phone 717-637-3831.

PROGRAMMING DESCRIPTION

WYCR (FM): Programmed for adults 18-34 & 12-49. MUSIC: Contemporary hit radio, current hits with power gold. AIR PERSONALITIES handle all programming. NEWS: Reg'l at :45 in AM/PM drive time, network. COMMERCIAL POLICY 12 units per hr. Contact Representative for further details. Rec'd 7/27/82.

PUERTO RICO

EDITOR'S NOTE: The 1/1/83 Puerto Rico market data estimates were compiled by SRDS.



PUERTO RICO

Commonwealth, Municipality Data

PUERTO RICO

Municipality	Population 1/1/83 (000)	Households 1/1/83 (000)	Consumer Spendable Income 1982		Total Retail Sales— 1982		Retail Sales by Store Type—For the year 1982						Passenger Cars 1/1/83 (000)
			(\$000)	Per Household (\$)	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	
PUERTO RICO	3,329.8	909.77	6,674,373	7,336	1,899,651	267,308	628,342	700,199	327,300	1,072,529	500,323		
Arecibo Metro Area	168.4	46.02	299,468	6,507	98,354	11,293	26,585	22,038	14,752	52,976	21,646		
Aguadilla Metro Area	159.1	43.47	209,962	4,830	84,239	4,992	10,735	18,470	8,576	28,284	21,945		
Caguas Metro Area	280.3	76.58	623,470	8,141	153,367	20,490	49,996	51,284	25,858	183,112	44,436		
Mayaguez Metro Area	208.8	57.05	483,383	8,473	131,920	18,751	53,493	67,076	22,113	89,638	32,574		
Ponce Metro Area	242.8	66.34	468,004	7,055	119,867	16,471	64,703	52,417	23,438	143,558	28,638		
San Juan Metro Area	1,578.4	431.27	3,787,383	8,782	960,913	163,870	385,578	427,144	174,301	534,831	267,989		
San Juan-Caguas Consolidated Area	1,858.7	507.85	4,410,853	8,685	1,114,280	184,360	435,574	478,428	200,159	717,943	312,425		

PUERTO RICO

PUERTO RICO

See SRDS Consumer market map and data at beginning of the state.

STATE NETWORKS

Estereotempo 99

(formerly Stereotempo Network)

Comprised of

Interconnected Stations

WIOA (FM)—Mayaguez WIOB (FM)—San Juan
WIOC (FM)—Ponce

Media Code 4 240 0063 6.00 Mid 013613-000
Business Office: First Federal Bldg., Box 13427, San-
turce, PR 00908. Phone 809-721-4020.

PROGRAMMING DESCRIPTION

ESTEREOTEMPO 99: Programmed for mass appeal.
MUSIC: Contemporary Spanish & American MOR ballad
hits mixed w/hits of recent yrs. NEWS: 1-min capsule 2x/
hr in AM drive; 1-min capsule reports every other hr
remainder of day to 5 pm. FEATURES: audience partici-
pation contests & promotions thru-out day. COM-
MERCIAL POLICY: 6-min/hr in all day parts. Com-
mercials may be in Spanish/English. Contact
Representative for further details. Rec'd 7/6/84.

1. **PERSONNEL**
Executive Vice-President—Alfredo R. de Arellano.
Vice-Pres. & Res. Mgr.—Sebastian Robiou.

2. **REPRESENTATIVES**
Blair Radio.

4. **AGENCY COMMISSION**
15% time only.

5. **GENERAL ADVERTISING** See coded regulations
Basic Rates: 29a.

TIME RATES

Eff 6/1/84—Rec'd 7/6/84.

6. SPOT ANNOUNCEMENTS

ROS: 1x 25x 55x 97x 236x 500+
30 sec 40 38 35 34 32 30
1 min: Multiply 30-sec by 1.75.
Fixed position, extra 30%.

Salsa 63/La Gran Cadena

Comprised of

Interconnected Stations
WORA—Mayaguez WQBS—San Juan
WPRP—Ponce

Media Code 4 240 0125 3.00 Mid 013614-000
Business Office: First Federal Bldg., Box 13427, San-
turce, PR 00908. Phone 809-721-4020.

PROGRAMMING DESCRIPTION

SALSA 63/LA GRAN CADENA: MUSIC: Latin American
"Salsa." NEWS: 3 updates/hr in AM drive, add'l i capsule
reports throughout daytime hrs. FEATURES: hly
contests; El Pon De La Manana talk/comedy/music show
M-F 6-10 am; programming in Spanish; spots in Spanish/
English. Contact Representative for further details.
Rec'd 7/6/84.

1. **PERSONNEL**
Executive Vice-President—Alfredo R. de Arellano.
Vice-Pres. & Res. Mgr.—Sebastian Robiou.
Vice-President Operation—Eleuterio Vega.

2. **REPRESENTATIVES**
Blair Radio.

4. **AGENCY COMMISSION**
15% time only.

TIME RATES
Eff Rec'd 10/25/83.

6. **SPOT ANNOUNCEMENTS**
ROS: 1x 25x 55x 97x 236x 500+
30 sec 50 47 44 41 38 35
1 min: 175% of 30-sec.
Fixed, extra 20%.

Aguadilla

WABA
1951
AGUADILLA

Mid 013615-000
See SRDS Spot Radio Small Markets Edition.

WIVA (FM)

1964
AGUADILLA

Mid 013616-000
See SRDS Spot Radio Small Markets Edition.

Arecibo

WCMN
1947
ARECIBO

ndb

Media Code 4 240 0750 8.00 Mid 013617-000
Caribbean Broadcasting Corp.
Box 436, 55 Gonzalo Marin St., Arecibo, PR 00612.
Phone 809-878-1073.
1 min rate 1x: 12.00.

WCMN-FM
1967
ARECIBO

ndb

Media Code 4 240 0751 6.00 Mid 013618-000
Caribbean Broadcasting Corp.
Box 436, 55 Gonzalo Marin St., Arecibo, PR 00612.
Phone 809-878-1073.
1 min rate 1x: 20.00.

WMIA
1957
ARECIBO

Media Code 4 240 1000 7.00 Mid 013619-000
Abacoa Radio Corp.
Box 1055, Arecibo, PR 00613. Phone 809-878-1275,
2727.
Other Office: Mayaguez St., No. 74, Hato Rey, PR
00917. Phone 809-763-0020.
1 min rate 1x: 6.00.

WNIK

1957
ARECIBO

Media Code 4 240 1250 8.00 Mid 013620-000
Arecibo Radio Corp., Inc.
462 De Diego Ave., Arecibo, PR 00612. Phone 809-878-
1464, 1366, 1548.
1 min rate 1x: 12.00.

WNIK-FM
1965
ARECIBO

ndb

Media Code 4 240 1251 6.00 Mid 013621-000
Arecibo Radio Corp., Inc.
462 De Diego Ave., Arecibo, PR 00612. Phone 809-878-
1464, 1366, 1548.
1 min rate 1x: 12.00.

Bayamon

See San Juan
(including Bayamon)

Caguas

WNEL
1947
CAGUAS

ndb

Media Code 4 240 1750 7.00 Mid 013622-000
Turabo Radio Corp.
Box 487, Caguas, PR 00625. Phone 809-744-3131, 3132,
3133.
1 min rate 1x: 8.00.

WVJP
1947
CAGUAS
NRBA

Media Code 4 240 2000 6.00 Mid 013623-000
Borinquen Broadcasting Co.
Box 207, Caguas, PR 00626. Phone 809-743-5790.
1 min rate 1x: 8.00.

Cayey

WLEY
1966
CAYEY

Mid 013624-000
See SRDS Spot Radio Small Markets Edition.

Fajardo

WDOY (FM)
1969
FAJARDO

Mid 013625-000
See SRDS Spot Radio Small Markets Edition.

WMDD
1947
FAJARDO

Mid 013626-000
See SRDS Spot Radio Small Markets Edition.

Guayama

WXRF
1948
GUAYAMA

Mid 013627-000
See SRDS Spot Radio Small Markets Edition.

Humacao

WALO
1958
HUMACAO

Mid 013628-000
See SRDS Spot Radio Small Markets Edition.

Isabela

WISA (FM)
1961
ISABELA

Mid 013629-000
See SRDS Spot Radio Small Markets Edition.

Maricao

WAEL-FM
1970
MARICAO

Mid 013630-000
See SRDS Spot Radio Small Markets Edition.

Mayaguez

WAEL
1949
MAYAGUEZ
ndb

Media Code 4 240 3250 6.00 Mid 013631-000
WAEL, Inc.
Box AE, Mayaguez, PR 00708. Phone 809-832-4560,
0550, 833-0600.
1 min rate 1x: 5.00.

WIOA (FM)
1957
MAYAGUEZ

Media Code 4 240 3375 1.00 Mid 013632-000
Radio Americas Corp.
Darlington Bldg., Box 43, Mayaguez, PR 00708. Phone
809-832-1150, Cable Address: "RACO".
Business Office: c/o Ismael Nieves, Box 13427, San-
turce, PR 00908. Phone 809-721-4021.
1 min rate 1x: 7.44.

WKJB
1946
MAYAGUEZ

ndb

Media Code 4 240 3500 4.00 Mid 013633-000
Jose A. Bechara, Jr.
Box 1293, Mayaguez, PR 00709. Phone 809-832-4585,
4592.
1 min rate 1x: 10.00.

WKJB-FM
1962
MAYAGUEZ

ndb

Media Code 4 240 3501 2.00 Mid 013634-000
Jose A. Bechara, Jr.
Box 1293, Mayaguez, PR 00709. Phone 809-832-4585,
4592.
1 min rate 1x: 10.00.

WORA
1947
MAYAGUEZ

Media Code 4 240 3750 5.00 Mid 013635-000
Radio Americas Corp.
Box 43, Darlington Bldg., Mayaguez, PR 00708. Phone
809-832-1150, Cable Address: "RACO".
Business Office: c/o Ismael Nieves, Box 13427, San-
turce, PR 00908. Phone 809-721-4020.
1 min rate 1x: 13.13.

WOYE-FM
1965
MAYAGUEZ

NRBA

Media Code 4 240 3875 0.00 Mid 013636-000
Pepino Broadcasters, Inc.
Box 1718, Condominio Radio Centro, Mayaguez, PR
00709. Phone 809-833-0094, 834-1094.
1 min rate 1x: 35.00.

WPRA
1937
MAYAGUEZ

ndb

Media Code 4 240 4000 4.00 Mid 013637-000
WPRA, Inc.
Box 869, Mayaguez, PR 00709.
Studio: 13 N. Rio St., Mayaguez, PR
1 min rate 1x: 4.00.

WTIL
1950
MAYAGUEZ

Media Code 4 240 4250 5.00 Mid 013638-000
Mayaguez Radio Corp.
Box 1360, Mayaguez, PR 00709. Phone 809-834-1290,
7272, 7273, 7274.
1 min rate 1x: 6.00.

Ponce

WIOC (FM)
1970
PONCE

Media Code 4 240 4375 0.00 Mid 013639-000
Radio Americas Corp., Inc.
Box 430, Ponce By Pass, Ponce, PR 00731. Phone 809-
842-0166, 844-0910.
Business Office: Miguel A. Borrero, Box 430,
1 min rate 1x: 7.44.

WISO
1953
PONCE

Media Code 4 240 4500 3.00 Mid 013640-000
South Puerto Rico Broadcasting Corp.
Box 7251, Hostos Ave. #141, Ponce, PR 00731. Phone
809-842-1257, 4124.
1 min rate 1x: 9.00.

WLEO
1956
PONCE

NRBA

Media Code 4 240 4750 4.00 Mid 013641-000
Ponce Broadcasting Corp.
Box 7213, Ponce, PR 00732. Phone 809-842-3038, 843-
5770, 840-3160.
1 min rate 1x: 12.00.

WOQI (FM)
1969
PONCE

Media Code 4 240 4875 9.00 Mid 013642-000
Portorican American Broadcasting Co., Inc.
Box 7243, 65 Infantry Ave., Ponce, PR 00732. Phone
809-842-3260.
1 min rate 1x: 6.00.

WPAB
1939
PONCE

ndb

Media Code 4 240 5000 3.00 Mid 013643-000
Portorican American Broadcasting Co., Inc.
Box 7243, 65 Infantry Ave., Ponce, PR 00732. Phone
809-842-3260.
1 min rate 1x: 11.00.

WPRP
1936
PONCE

Media Code 4 240 5250 4.00 Mid 013644-000
Radio Americas Corp., Inc.
Box 430, Ponce By Pass, Ponce, PR 00731. Phone 809-
842-0166, 844-0910.
Business Office: Miguel A. Borrero, Box 430,
1 min rate 1x: 13.13.

WZAR (FM)
1966
PONCE

NRBA

Media Code 4 240 5513 5.00 Mid 013645-000
Ponce Broadcasting Corp.
Box 7213, Ponce, PR 00732. Phone 809-842-3038, 843-
5770, 840-3160.
1 min rate 1x: 26.00.

San Juan

(including Bayamon)

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAPA
1947
SAN JUAN

ndb

Media Code 4 240 6000 2.00 Mid 013646-000
Hearst Radio, Inc.
Box 4563, 1304 Ponce de Leon, San Juan, PR 00905.
Phone 809-724-1190.

2. REPRESENTATIVES
Lotus-Albertini Hispanic Reps.
1 min rate 1x: 68.00.

WBMJ
1968
SAN JUAN

NRBA

Media Code 4 240 6125 7.00 Mid 013647-000
Mid-Ocean Broadcasting Corp.
Penthouse One, Hotel Gran Bahia, San Juan, PR 00907.
Phone 809-724-1190.

2. REPRESENTATIVES
Masla Radio.
1 min rate 1x: 50.00.

WGSX (FM)
1964
BAYAMON

Media Code 4 240 6187 7.00 Mid 013648-000
Radio Aeropuerto, Inc.
74 Mayaguez St., Hato Rey, San Juan, PR 00917. Phone
809-783-0020.
1 min rate 1x: 20.00.

WHOA
1954
SAN JUAN

ndb

Media Code 4 240 6250 3.00 Mid 013649-000
Continental Broadcasting Corp.
Box V, 105 Padre de las Casas, Esq., Munez Riviera,
Hato Rey, PR 00919. Phone 809-765-8700.
1 min rate 1x: 16.00.

WIAC
1947
SAN JUAN
WIAC-FM

1961
SAN JUAN
ndb

Media Code 4 240 6500 1.00 Mid 013650-000
Bestov Broadcasting, Inc. of Puerto Rico
Box 4504, San Juan, PR 00901.
Other Office: Ponce DeLeon Ave., 1261 Santurce, PR
00901.
1 min rate 1x: 7.00.

WIOB (FM)

1961
SAN JUAN

Media Code 4 240 6749 4.00 Mid 013651-000
Radio Americas Corp.
Box 13427, First Federal Bldg., Santurce, PR 00908.
Phone 809-725-4020.

2. REPRESENTATIVES
Blair Radio.
1 min rate 1x: 70.00.

WKAQ
1922
SAN JUAN

ndb

Media Code 4 240 7000 1.00 Mid 013652-000
El Mundo Broadcasting Corp.
Box 4668, San Juan, PR 00936.
Studio: 383 Franklin D. Roosevelt, Hato Rey, PR
00918.
1 min rate 1x: 119.00.

WKAQ-FM

1958
SAN JUAN

ndb

Media Code 4 240 7125 6.00 Mid 013653-000
El Mundo Broadcasting Corp.
Box 4668, San Juan, PR 00936.
Studio: 383 F. D. Roosevelt Ave., Hato Rey, PR 00918.
1 min rate 1x: 37.00.

WKVM

1945
SAN JUAN

Media Code 4 240 7250 2.00 Mid 013654-000
American Colonial Broadcasting Corp.
Box 4189, 606 Cerra St., San Juan, PR 00905. Phone
809-722-0151, 724-0123.
1 min rate 1x: 35.00.

WKVM-FM

1965
SAN JUAN

Media Code 4 240 7251 0.00 Mid 013655-000
American Colonial Broadcasting Corp. of Puerto Rico
Box 4189, San Juan, PR 00905. Phone 809-722-2961.
1 min rate 1x: 16.00.

WOSO

1977
SAN JUAN

RAB

NRBA

Media Code 4 240 7500 0.00 Mid 013656-000
Cavallaro Broadcasting Corp.
Box 4349, San Juan, PR 00905. Phone 809-724-4242.
1 min rate 1x: 13.00.

WPRM (FM)

1959
SAN JUAN

ndb

NRBA

Media Code 4 240 7750 1.00 Mid 013657-000
Arso Radio Corp.
Box 5725, San Juan, PR 00906. Phone 809-744-3131,
3132, 3133, 723-4195.
1 min rate 1x: 30.00.

WQBS

1960
SAN JUAN

Media Code 4 240 7900 2.00 Mid 013658-000
Radio Americas Corp.
Box 13427, First Federal Bldg., Santurce, PR 00908.
Phone 809-725-4020.
1 min rate 1x: 42.00.

PUERTO RICO

San Juan—cont

WRAI

1940
SAN JUAN



Media Code 4 240 7950 7.00 Mid 013660-000
Radio Aeropuerto, Inc.
74 Mayaguez St., Hato Rey, San Juan, PR 00917. Phone
809-763-0020.
1 min rate 1x: 10.00.

WRSJ

1947
BAYAMON



Media Code 4 240 8000 0.00 Mid 013661-000
P. H. Broadcasting Corp.
Box 1560, Bayamon, PR 00619.
Studio: No. 8 Flamboyán St., Garden Hills, Guaynabo,
PR 50905. Phone 809-782-6388.
1 min rate 1x: 14.30.

WUNO

1949
SAN JUAN

Media Code 4 240 8050 5.00 Mid 013662-000
Fidelity Broadcasting Corp.
GPO Box 3222, San Juan, PR 00936. Phone 809-767-
1320.
Rates have been temporarily withdrawn by station.

San Sebastian

WLRP

1965
SAN SEBASTIAN

Mid 013664-000

See SRDS Spot Radio Small Markets Edition.

Yauco

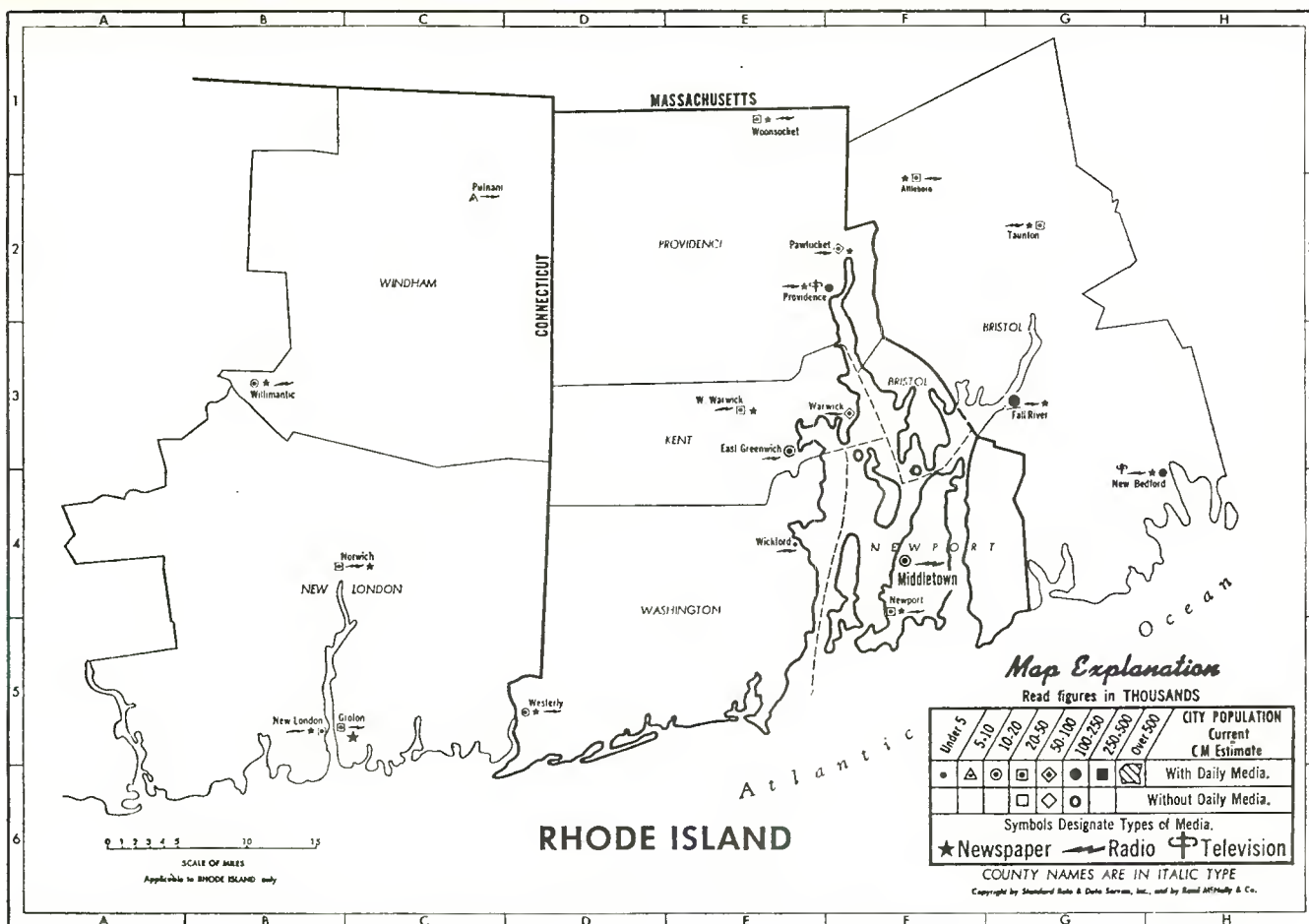
WKFE

1961
YAUCO

Mid 013665-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984													Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$)	% Distribution of Households				—Total Retail Sales— Per Household (\$000)	By Selected Store Types—							Service Station (\$000)							
				14999	15000	35000	50000		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)									
RHODE ISLAND STATE TOTALS.....	956.5	344.74	9,206,530	26,706	34.3	41.5	14.5	9.6	4,958,185	14,382	1,082,454	170,997	728,840	234,451	249,826	840,101	439,814	510.10	27.4	19.84			
BRISTOL G-3.....	48.2	16.00	516,833	32,302	26.0	40.8	16.7	16.5	243,413	15,213	52,371	8,105	34,791	11,691	12,784	41,382	21,471	26.09	.1	.76			
KENT E-3.....	162.0	57.38	1,670,070	29,105	24.7	45.3	18.1	11.9	864,310	15,063	186,419	28,951	124,125	41,406	45,084	146,856	76,311	96.49	.6	1.12			
Warwick.....	90.1	32.41	948,340	29,261	490,166	15,124	105,615	16,379	70,256	23,507	25,640	83,304	43,261	54.03	.4	.52			
NEWPORT F-4.....	71.5	24.77	748,753	30,228	26.9	39.7	18.5	14.9	373,156	15,065	80,484	12,489	53,589	17,876	19,465	63,404	32,947	38.38	2.6	1.11			
PROVIDENCE E-2.....	578.4	214.17	5,305,720	24,773	30.1	43.1	16.0	10.8	2,986,360	13,944	657,436	105,052	446,017	139,924	146,786	505,015	265,761	292.05	23.3	16.13			
Cranston.....	73.5	26.99	745,667	27,628	392,777	14,553	85,479	13,444	57,389	18,637	19,974	66,600	34,798	41.99	.6	.57			
East Providence.....	53.2	19.70	510,917	25,935	284,303	14,432	62,012	9,784	41,720	13,457	14,363	48,182	25,210	28.94	1.7	.83			
Pawtucket.....	70.6	28.39	617,479	21,750	380,990	13,420	84,768	13,739	58,053	17,640	18,123	64,267	34,045	35.86	1.0	2.48			
Pawtucket-Woonsocket-Attleboro Metro Area (Official MSA).....	314.5	113.73	2,985,790	26,253	32.3	41.8	15.9	10.1	1,640,660	14,426	357,899	56,476	240,807	77,646	82,859	278,039	145,489	167.74	2.5	6.37			
Providence.....	149.2	57.60	1,211,870	21,039	735,311	12,766	165,952	27,402	115,064	33,492	33,392	123,611	66,076	59.64	17.7	8.63			
Providence Metro Area (Official MSA).....	632.1	227.34	6,146,730	27,038	32.1	41.8	15.4	10.7	3,277,190	14,415	715,029	112,859	481,178	155,066	165,420	555,355	290,633	336.86	22.9	13.38			
Providence-Pawtucket-Woonsocket Metro Area (county basis).....	885.0	319.96	8,457,780	26,434	32.9	41.8	15.1	10.2	4,585,030	14,330	1,001,970	158,498	675,251	216,574	230,362	776,697	406,867	471.05	25.1	18.85			
Providence-Pawtucket-Fall River Consolidated Area.....	1,103.8	398.06	10,423,400	26,185	33.1	41.9	15.1	9.9	5,693,720	14,304	1,244,860	197,053	839,315	268,800	285,654	964,398	505,346	582.15	25.8	22.54			
Woonsocket.....	46.5	17.68	364,526	20,618	233,430	13,203	52,175	8,508	35,875	10,752	10,943	39,333	20,897	21.97	1.0	.35			
WASHINGTON D-5.....	96.4	32.42	965,154	29,770	24.4	44.0	18.2	13.5	490,946	15,143	105,744	16,390	70,318	23,554	25,707	83,444	43,324	57.09	.8	.72			

RHODE ISLAND

RHODE ISLAND

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Middletown

Newport County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WOTB (FM)

WOTB 107

1972
MIDDLETOWN



Media Code 4 241 0250 7.00 Mid 013666-000
Leisure Market Radio of R. I., Inc.
679 W. Main Rd., Box 4450, Middletown, RI 02840.
Phone 401-846-6900.

PROGRAMMING DESCRIPTION

WOTB (FM): MUSIC: Easy Listening & MOR. NEWS: local, AP, marine weather, sports, local elections & special events. Contact Representative for further details. Rec'd 12/30/83.

- PERSONNEL**
President—Robert E. Richer.
General Manager—Richard F. Grove.
Operations Manager—John Moitza.
- REPRESENTATIVES**
Herbert E. Groskin & Co.
Boston—The Queen Company.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.): 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

TIME RATES

Eff—Rec'd 12/30/83.
A—Fixed positions & specified dayparts.
B—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V	VI	VII
A	70	65	60	55	50	45	40
B	30	25	20	17	15	13	10

30 sec: 80%, 20 sec: 60%, 10 sec: 50% of above rates.
DISCOUNTS
26 wk—5% 52 wk—10%

(SMD)

Newport

Newport County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WADK

WADK

1948
NEWPORT



Media Code 4 241 0500 5.00 Mid 013667-000
Spectrum Communications, Inc.
140 Thames St., Box 367, Newport, RI 02840. Phone 401-846-1540.

PROGRAMMING DESCRIPTION

WADK: Emphasis on local news, sports, talk & public service programming. Wknd programming is special interest oriented, incl shows on gardening, big bands, old time radio, sports & live music & variety. Numerous remotes & live coverage of events such as America's cup races, Ocean state marathon, Bermuda yacht race & tall ships visit. MUSIC: MOR/AC with a mix of current hits & popular music of last 25 yrs. Rec'd 5/26/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Gary H. Lash.
Sales Manager—Wayne Wunsch.
- FACILITIES**
1,000 w.; 1540 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62d
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES

No 5 Eff—Rec'd 7/26/84.
AAAA—Mon thru Fri 6-9 am.
AAA—Mon thru Fri 9-10 am & noon-2 pm; Sat 9-10:30 am.
AA—Mon thru Fri 10 am-noon & 2 pm-signoff; Sat 10:30 am-noon.
A—Sat noon-signoff; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAAA	27	24	23	22
AAA	24	21	20	19
AA	21	18	17	16
A	18	15	14	13

30 sec: 80% of 1-min.
Fixed position; extra 1.00.

Pawtucket

Providence County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

See Providence-Pawtucket (including Warwick-East Greenwich; West Warwick)

Providence-Pawtucket

(including Warwick-East Greenwich, West Warwick)

Kent County—Map Location E-3
Providence County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WARV

1959

WARWICK-EAST GREENWICH

Media Code 4 241 0700 1.00 Mid 013668-000
Blount Communications, Inc.
19 Luther Ave., Warwick, RI 02886. Phone 401-737-0700.
1 min rate 1x: 11.00.

WBRU (FM)

1966
PROVIDENCE

EASTMAN RADIO, INC.



Media Code 4 241 1000 5.00 Mid 013669-000
Brown Broadcasting Service, Inc.
88 Benevolent St., Providence, RI 02906. Phone 401-272-9550.

PROGRAMMING DESCRIPTION

WBRU (FM): Targeted to adults 18-49 with emphasis on 25-34. MUSIC: Adult Rock M-Sat; Urban Contemporary Sun 9 am-10 pm. NEWS: 2 min wkday AM/PM drive. COMMERCIAL POLICY: max 8 units/hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
General Manager—David Malm.
Business Manager—Peter Vaughn.
Director/Sales & Marketing—David C. Grady.
- REPRESENTATIVES**
Eastman Radio, Inc.
Boston—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 20,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 546 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 4d, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 24c, 28b, 28c.
Contracts: 40c, 41, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 61a.
Cancellation: 70c, 72, 73b.
Prod. Services: 80.
Affiliated with NBC—The Source.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 17 Eff 8/1/83—Rec'd 7/27/83.
AA—Mon thru Sat 5:30 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min	85 75 65 55 70 60 50 40	68 60 52 44 56 48 40 32
30 sec		

WEAN

1922
PROVIDENCE



McGAVREN GUILD RADIO



Media Code 4 241 2000 4.00 Mid 013670-000
WPJB (FM)/WEAN Broadcasting Co.
290 Westminster Mall, Providence, RI 02903. Phone 401-277-7920.

PROGRAMMING DESCRIPTION

WEAN: All news in drive time; talk other dayparts. Network news, 20 person news staff, mobile unit. SPORTS: professional, college football & basketball. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 1/9/84.

- PERSONNEL**
Vice-President of Operations—Jack C. Clifford.
Vice-Pres. & Gen'l Mgr.—David Garrison.
General Sales Mgr.—Ric Gorman.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 790 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 net time; payable 15th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 60k, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WPJB (FM).
Affiliated with CBS.
Affiliated with McGavren-Guild Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

WEAN/WPJB (FM) COMBINATION
Eff—Rec'd 1/15/85.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V
1 min	81	72	62	52	43
30 sec	65	58	50	42	34

WEAN only: 80% of WEAN/WPJB (FM) combination.

WERI-FM



1968
WESTERLY



Media Code 4 241 7001 7.00 Mid 013684-000
Westerly Broadcasting Co.
Box 325, Westerly, RI 02891. Phone 401-596-7728.

PROGRAMMING DESCRIPTION

WERI-FM: MUSIC: Contemporary Hits targeted at 18-49 age bracket. COMMERCIAL POLICY: max 9 units per hr, 3' breaks per hr. Contact Representative for further details. Rec'd 11/29/83.

- PERSONNEL**
General Manager—Philip Urso.
Nat'l & Reg'l Sales Mgr.—Joseph Gallagher.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w.; 103.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

WNGW

1950
PAWTUCKET

Media Code 4 241 2250 5.00 Mid 013671-000
Roger Williams Broadcasting Co., Inc.
100 John St., Cumberland, RI 02864. Phone 401-725-9000.

- REPRESENTATIVES**
Smithers Spot Radio.
1 min rate 1x: 36.00.

WHIM

1947
PROVIDENCE



MAJOR MARKET RADIO SALES



Media Code 4 241 2500 3.00 Mid 013672-000
East Providence Broadcasting, Inc.
125 Eastern Ave., East Providence, RI 02914. Phone 401-434-2400.

PROGRAMMING DESCRIPTION

WHIM: Programmed for adults 18-54. MUSIC: modern country. NEWS: 5-min at :60 & :30. Network news. Wknd marine weather. SPORTS: network. Contact Representative for further details. Rec'd 7/10/81.

- PERSONNEL**
President—Philip M. Lowe.
General Manager—Dick Allen.
Sales Manager—Richard Muserian.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
5,000 w.; 1110 khz. Non-directional.
Operating schedule: 6 am-local sunset or 2 hours after sunset. EST.
- AGENCY COMMISSION**
15/0 net time charges.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 14e, 15e.
Basic Rates: 20a, 21b, 24a, 24c, 25a, 28b, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 47e.
Comb.; Cont. Discounts: 60b, 60e, 60i, 62b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

Eff—Rec'd 4/23/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AAA	35 33 31 29 29	27 25 23
AA	31 29 27 25 25	23 21 19
ROS/BTA	27 26 25 26 23	21 17 12

WHJJ

1922
PROVIDENCE



Katz Radio



Media Code 4 241 2625 8.00 Mid 013673-000
Federal Communications Corp.
115 Eastern Ave., East Providence, RI 02914. Phone 401-438-6110.

PROGRAMMING DESCRIPTION

WHJJ: Programmed for adults 25-64. NEWS: News-talk. News all morning from 5-9 am; PM Drive 6 min at :60, 5 min at :30. Morning traffic reports from airborne unit every 10 min AM Drive. Afternoon traffic reports from mobile unit every 20 min. Mid-day news 4 min at :60. SPORTS: Red Sox baseball. Talk 9-5 am. Contact Representative for further details. Rec'd 3/31/83.

- PERSONNEL**
President—Robert Fish.
Vice-Pres./Gen'l Mgr.—Janet Karger.
General Sales Manager—Robert Harrison.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 920 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 14e, 15e.
Basic Rates: 20a, 21b, 24a, 24c, 25a, 28b, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 47e.
Comb.; Cont. Discounts: 60b, 60e, 60i, 62b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WHJJ (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.
Affiliated with NBC Radio Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHJY (FM)

1966
PROVIDENCE



Media Code 4 241 2750 4.00 Mid 013674-000
Federal Communications Corp.
115 Eastern Ave., East Providence, RI 02914. Phone 401-438-6110.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WKRI1956
WEST WARWICKMedia Code 4 241 3750 3.00
WKRI Broadcasting Inc.
1585 Centerville Rd., Warwick, RI 02893. Phone 401-821-6200.

Mid 013676-000

2. REPRESENTATIVES
Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 14.00.

WLKW1961
PROVIDENCEMedia Code 4 241 4000 2.00
JAG Communications of Rhode Islands, Inc.
1185 N. Main St., Providence, RI 02904. Phone 401-331-7810.

Mid 013677-000

Rates have been temporarily withdrawn by station.

WLKW-FM1965
PROVIDENCE**Christal Radio**Media Code 4 241 4001 0.00
JAG Communications of Rhode Island, Inc.
1185 N. Main St., Providence, RI 02904. Phone 401-331-7810.

Mid 013678-000

PROGRAMMING DESCRIPTION

WLKW-FM: Programmed for adults. MUSIC: Easy Listening, popular stds, smooth instrumental arrangements of current hits blended with vocal groups & solos. NEWS: briefs every hr with weather at :30; expanded news, sports, weather & commuter information with 4 man team during AM drive. Contact Representative for further details. Rec'd 2/2/84.

1. PERSONNEL
Chairman of the Board—John A. Gambling.
Vice-Pres. & Gen'l Mgr.—Eugene J. Lombardi.
General Sales Manager—Greg Delmonaco.
2. REPRESENTATIVES
Christal Radio.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40c, 41, 42d, 44a, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with RKO TWO.

TIME RATESFM/AM COMBINATION
E1H—Rec'd 1/23/84.
AAAA—Mon thru Sat 10 am-3 pm.
AAA—Mon thru Sat 5:30-10 am & 3-8 pm.
AA—Sun 5:30 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS
GRID
- | | | | | |
|--------|------|-----|-----|----|
| 1 MIN: | AAAA | AAA | AA | A |
| High | 135 | 120 | 110 | 70 |
| Low | 105 | 95 | 85 | 55 |
- 30 sec: 85% of 1-min.

AM only: Rates have been temporarily withdrawn by station.

WPJB (FM)1948
PROVIDENCE**McGAVREN GUILD RADIO**Media Code 4 241 4500 1.00
Providence Journal Co.
290 Westminster Mall, Providence, RI 02903. Phone 401-277-7105.

Mid 013679-000

PROGRAMMING DESCRIPTION

WPJB (FM): MUSIC: adult contemporary. Contact Representative for further details. Rec'd 4/29/82.

1. PERSONNEL
Directors of Broadcasting—Jack Clifford/Lincoln W. N. Pratt.
General Manager—David Garrison.
General Sales Manager—Ric Gorman.
2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 50,000 w.; 105.1 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time; payable 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 60k, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEAN.
Affiliated with McGavren Guild Radio Network.
Sold in combination with WEAN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
80% of WEAN/WPJB (FM) combination.

WPLM-FM1961
PLYMOUTH

(This is a paid duplicate of the listing under Plymouth, Massachusetts.)

Media Code 4 222 6825 0.00
Plymouth Rock Broadcasting Company, Inc.
Route 3, Pilgrim's Highway, Box 1390, Plymouth, MA 02360. Phone 617-746-1390.

Mid 033832-000

PROGRAMMING DESCRIPTION

WPLM-FM: Programmed for adults. MUSIC: Big Bands, Dixieland, Swing. SPORTS: Boston Red Sox, Boston Bruins. News, sports, weather, traffic, marine weather. Contact Representative for further details. Rec'd 6/4/84.

1. PERSONNEL
President—John T. Campbell.
General Manager—Jane Day.
Sales Manager—Hank Murray.
2. REPRESENTATIVES
Kadetsky Broadcast Properties, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 5:56-1 am. EST.
Antenna ht.: 430 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Sold in combination with WPLM. See that listing.
- TIME RATES**
No. 18 Eff 1/1/84—Rec'd 6/4/84.
6. SPOT ANNOUNCEMENTS
- | | | | | |
|---------|------|-------|-------|-----|
| PER WK: | 1 ti | 10 ti | 20 ti | 30+ |
| 1 min | 55 | 48 | 42 | 35 |
| 30 sec | 45 | 39 | 33 | 28 |
- Fixed, extra 20%.
10. SPECIAL FEATURES
- | | |
|----------------------|-----|
| 15 min newscast | 125 |
| 5 min newscast | 77 |
| 3 min headlines | 63 |
| 3 min ski report | 63 |
| 3 min marine weather | 63 |
- DISCOUNT**
6 wk—2 1/2% 13 wk—5% 26 wk—10% 52 wk—15%
(D-3) (CR-2)

WPRO1924
PROVIDENCE**BLAIR RADIO**Media Code 4 241 5000 1.00
Capital Cities Communications, Inc.
1502 Wampanoag Trail, East Providence, RI 02915.
Phone 401-433-4200.

Mid 013680-000

1. PERSONNEL
Pres. & Gen'l Mgr.—Aaron Daniels.
National Sales Manager—Mitch Dolan.
2. REPRESENTATIVES
Blair Radio.
Canada—Tele-Capital/Unicom Ltd.
3. FACILITIES
5,000 w.; 63.9 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c.
Basic Rates: 20b, 21b, 28b, 29a, 33c.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.
- TIME RATES**
AM/FM COMBINATION
E1H—Rec'd 4/25/84.

AAA—Mon thru Sat 5 am-10 pm.
AA—Sun 5 am-8 pm.
A—Mon thru Sun 8 pm-2 am.

6. SPOT ANNOUNCEMENTS
1 MIN/LESS: AAA AA A
Ea 170 160 140

/AM only: Deduct 70.00 from AM/FM combination.

WPRO-FM1948
PROVIDENCE-PAWTUCKETMedia Code 4 241 5001 9.00
Capital Cities Communications, Inc.
1502 Wampanoag Trail, E. Providence, RI 02915. Phone 401-433-4200.

Mid 013681-000

Rates have been temporarily withdrawn by station.

WRCP(formerly WICE)
1947
PROVIDENCE

Mid 013675-000

C & F Communications, Inc.
1110 Douglas Ave., North Providence, RI 02904. Phone 401-273-7000.

2. REPRESENTATIVES
New England Spot Sales.
1 min rate 1x: 20.00.

WRIB1947
PROVIDENCEMedia Code 4 241 S900 0.00
WRIB, Inc.
Water St., East Providence, RI 02915. Phone 401-434-0406.
1 min rate 1x: 8.00.

Mid 013682-000

WSNE (FM)1966
TAUNTON**EASTMAN RADIO, INC.**

(This is a paid duplicate of the listing under Taunton, Massachusetts.)

Media Code 4 222 8580 9.00
Providence FM, Inc.
100 Boyd Ave., E. Providence, RI 02914. Phone 401-438-9300, Taunton, MA, 617-824-1993.

Mid 011072-000

PROGRAMMING DESCRIPTION

WSNE (FM): Programmed for adults 25-54. MUSIC: adult contemporary. AIR PERSONALITIES featured in each day part. NEWS: at :60 plus at :30 in drive time. Contact Representative for further details. Rec'd 10/25/82.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael Schwartz.
General Sales Manager—Bonnie McCarthey.
Program Director—Norman Thibeault.
2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Kadetsky Broadcast Properties, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 619 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (D)

SRDS publications
are designed with you,
the user, in mind. If you
have ideas, suggestions,
or questions about this
publication, please call
or write the Editor.
We welcome your input.

Warwick-East GreenwichKent County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**See Providence-Pawtucket
(including Warwick-East Greenwich, West
Warwick)****Westerly**Washington County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**WERI**1949
WESTERLYMedia Code 4 241 7000 9.00
Westerly Broadcasting Co.
19 Railroad Ave., Box 325, Westerly, RI 02891. Phone 401-596-7728.

Mid 013683-000

PROGRAMMING DESCRIPTION

WERI: MUSIC: Satellite Music Network's Big Band & nostalgia. NEWS: local, reg'l & nat'l. Contact Representative for further details. Rec'd 11/29/83.

1. PERSONNEL
General Manager—Philip Urso.
National/Regional Sales Manager—Joseph Gallagher.
2. REPRESENTATIVES
Roslin Radio Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Satellite Music Network.

TIME RATES

Eff 12/1/83—Rec'd 11/29/83.

AAA—Mon thru Sun 6-10 am.

AA—Mon thru Sun 2-5 pm.

A—Mon thru Sun 10 am-2 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS
- | | | | |
|---------|-----|----|----|
| 1-12 ti | AAA | AA | A |
| | 20 | 18 | 16 |
- (SMD)

WERI-FM1968
WESTERLYMedia Code 4 241 7001 7.00
Westerly Broadcasting Co.
Box 325, Westerly, RI 02891. Phone 401-596-7728.

Mid 013684-000

PROGRAMMING DESCRIPTION

WERI-FM: MUSIC: Contemporary Hits targeted at 18-49 age bracket. COMMERCIAL POLICY: max 9 units per hr, 3 breaks per hr. Contact Representative for further details. Rec'd 11/29/83.

1. PERSONNEL
General Manager—Philip Urso.
Nat'l & Reg'l Sales Mgr.—Joseph Gallagher.
2. REPRESENTATIVES
Roslin Radio Sales.
3. FACILITIES
ERP 50,000 w.; 103.7 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD) (D)

West WarwickKent County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**See Providence-Pawtucket
(including Warwick-East Greenwich, West
Warwick)****Wickford**Washington County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**WMYD**1961
WICKFORDMid 013685-000
See SRDS Spot Radio Small Markets Edition.

RHODE ISLAND

Woonsocket

Providence County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

WNRI

1954
WOONSOCKET



Media Code 4 241 8500 7.00 Mid 013686-000
American Independent Radio.
788 Diamond Hill Rd., Woonsocket, RI 02895. Phone
401-769-0600, 274-4270.

2. REPRESENTATIVES
New York, New England—The Queen Company.
1 min rate 1x: 12.00.

WWON

1946
WOONSOCKET



Media Code 4 241 9000 7.00 Mid 013687-000
Woonsocket Broadcasting Co.
G, 98 Getchell Ave., Woonsocket, RI 02895. Phone 401-
762-1240.

PROGRAMMING DESCRIPTION
WWON: Programmed for general interest. 7:30-8:30 am news, information, weather, sports, comment. 9 am-1:30 pm AIR PERSONALITIES, guest interviews, telephone talk show. 4-5 pm news, weather, sports, MBS features. 5-7 pm children's programming live. 7 pm-12M, pro baseball, hockey, football. Mobile units, major news service, stringers. Contact Representative for further details. Rec'd 12/19/84.

1. PERSONNEL
Manager—Dave Russell.
Sales Manager—James Bilyak.
Operations Manager—Dave Richards.
2. REPRESENTATIVES
New England—Kadetsky Broadcast Properties, Inc.
3. FACILITIES
1000 w.; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15% on net station time.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 31, 32b.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Satellite Music Network.

TIME RATES

Eff. _____ Rec'd 3/6/79.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 6 pm-midnight & weekends.

6. SPOT ANNOUNCEMENTS

	1 min				30sec			
	AAA	AA	A	B	AAA	AA	A	B
5 ti	9.50	9.00	8.50	8.00	8.50	8.00	7.50	7.00
11 ti	9.25	8.75	8.25	7.75	8.25	7.75	7.25	6.75
21 ti	9.00	8.50	8.00	7.50	8.00	7.50	7.00	6.50
31 ti	8.75	8.25	7.75	7.25	7.75	7.25	6.75	6.25
41 ti	8.50	8.00	7.50	7.00	7.50	7.00	6.50	6.00

WWON-FM

1946
WOONSOCKET



Media Code 4 241 9499 1.00 Mid 033135-000
Woonsocket Broadcasting Co.
G, 98 Getchell Ave., Woonsocket, RI 02895. Phone
401-762-1240.

2. REPRESENTATIVES
New England—Kadetsky Broadcast Properties, Inc.
Rates have been temporarily withdrawn by station.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

SOUTH CAROLINA



Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	▲	○	◻	◆	●	■	▨	With Daily Media.
				◇	○			Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper ⚡ Radio ⓧ Television								

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

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CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Anderson—Anderson		Charleston—Charleston		Columbia—Richland		Florence—Florence		Greenville—Greenville		North Charleston—Charleston		Rock Hill—York		Spartanburg—Spartanburg		Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
	Population	Households	Population	Households	Population	Households	Population	Households	Population	Households	Population	Households	Population	Households	Population	Households				
	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)				
SOUTH CAROLINA STATE TOTALS.....	3,294.1	1,097.31	26,431,882	24,088	37.5	41.7	12.7	8.0	15,118,043	13,777	3,339,176	535,952	2,272,050	705,751	735,668	2,554,583	1,347,103	1,818.96	994.2	35.40
Estimates for:																				
Gross Household Income—1984																				
% Distribution of Households																				
00000 to 14999																				
15000 to 34999																				
35000 to 49999																				
50000 and over																				
—Total Retail Sales—																				
Per Household (\$)																				
Food (\$000)																				
Drug (\$000)																				
—Retail Sales—1984																				
By Selected Store Types																				
General Mdae. (\$000)																				
Apparel (\$000)																				
Home Furn. (\$000)																				
Auto motive (\$000)																				
Service Station (\$000)																				
ABBEVILLE B-5.....	22.8	7.84	170,398	21,734	38.4	44.7	12.2	4.6	106,035	13,525	23,539	3,804	16,088	4,922	5,080	17,896	9,467	13,33	7.5	.18
AIKEN C-6.....	109.8	38.21	953,467	24,953	33.6	42.6	15.3	8.4	541,832	14,180	118,740	18,856	80,226	25,515	26,998	91,725	48,133	65.79	27.2	.76
ALLENDALE D-7.....	10.9	3.54	66,645	18,826	54.4	31.2	9.6	4.8	44,264	12,504	10,054	1,674	7,009	2,001	1,967	7,430	3,988	4.81	6.8	.18
ANDERSON B-4.....	142.2	50.53	1,113,550	22,037	48.1	37.0	8.4	6.5	678,214	13,422	150,890	24,454	103,331	31,404	32,267	114,405	60,604	88.00	24.4	.88
Anderson.....	28.5	10.80	223,061	20,654	137,370	12,719	31,032	5,130	21,534	6,250	6,218	23,088	12,349	15.12	8.2	.23
Anderson Metro Area.....	142.2	50.53	1,113,550	22,037	38.1	45.4	11.1	5.4	678,214	13,422	150,890	24,454	103,331	31,404	32,267	114,405	60,604	88.00	24.4	.88
BAMBERG D-7.....	18.8	5.89	102,698	17,436	54.3	36.2	6.4	3.1	71,403	12,123	16,365	2,755	11,495	3,193	3,074	11,958	6,455	8.62	10.8	.20
BARNWELL D-7.....	21.0	6.90	151,322	21,931	43.8	38.1	12.7	5.4	91,132	13,208	20,371	3,322	14,007	4,197	4,271	15,355	8,158	11.38	8.7	.29
BEAUFORT E-8.....	72.4	22.75	648,717	28,515	34.0	40.8	12.4	12.9	320,820	14,102	70,415	11,206	47,642	15,082	15,912	54,291	28,517	35.94	23.8	2.09
BERKELEY F-7.....	108.3	33.40	797,592	23,880	33.0	45.6	15.1	6.3	468,870	14,038	103,032	16,423	69,785	22,013	23,173	79,323	41,696	57.97	26.7	2.16
CALHOUN E-6.....	12.6	4.06	85,970	21,175	42.2	41.2	10.4	6.2	53,951	13,288	12,040	1,959	8,268	2,489	2,542	9,094	4,827	6.72	6.9	.11
CHARLESTON F-8.....	288.3	95.27	2,633,240	27,640	39.5	35.7	12.1	12.7	1,364,770	14,325	298,270	47,188	201,027	64,459	68,552	231,186	121,111	140.88	99.1	3.86
Charleston.....	67.7	24.59	678,011	27,573	340,202	13,835	75,055	12,028	51,017	15,902	16,613	57,502	30,300	29.26	32.2	.69
Charleston Metro Area.....	464.6	150.13	4,005,430	26,680	32.4	41.5	15.4	10.7	2,148,200	14,309	469,633	74,330	316,610	101,426	107,805	363,867	190,656	236.43	144.1	6.82
North Charleston.....	64.2	18.35	394,774	21,514	242,920	13,238	54,255	8,838	37,280	11,199	11,416	40,939	21,740	25.35	16.3	1.48
CHEROKEE C-3.....	42.1	14.17	301,842	21,301	38.9	45.8	10.8	4.5	189,023	13,340	42,124	6,842	28,889	8,736	8,946	31,873	16,902	24.28	8.2	.32
CHESTER D-4.....	29.9	9.97	219,396	22,006	39.3	41.8	13.8	5.2	135,016	13,542	29,966	4,841	20,477	6,269	6,472	22,788	12,053	16.43	11.5	.21
CHESTERFIELD F-4.....	39.4	13.37	265,829	19,892	45.4	41.0	9.3	4.3	170,772	12,773	38,534	6,361	26,713	7,780	7,760	28,709	15,345	21.56	12.9	.42
CLARENDON E-6.....	27.8	8.54	166,232	19,465	47.7	37.8	9.7	4.7	108,785	12,738	24,564	4,059	17,039	4,952	4,932	18,285	9,777	12.86	16.0	.50
COLLETON E-8.....	32.9	10.79	208,970	19,367	47.0	39.8	8.9	4.4	137,429	12,737	31,036	5,129	21,531	6,255	6,227	23,099	12,353	17.17	15.0	.49
DARLINGTON F-5.....	66.1	21.32	463,196	21,726	42.3	39.1	11.9	6.6	285,492	13,391	63,554	10,308	43,544	13,211	13,558	48,152	25,517	34.00	26.5	.65
DILLON G-5.....	31.6	9.58	179,930	18,782	49.5	38.7	7.1	4.6	119,607	12,485	27,172	4,524	18,946	5,406	5,311	20,075	10,776	14.98	13.3	.35
DORCHESTER E-7.....	68.0	21.46	574,602	26,775	29.1	43.9	16.9	10.1	314,552	14,658	68,331	10,720	45,799	14,954	16,080	53,358	27,849	38.53	17.2	.84
EDGEFIELD C-6.....	18.0	5.75	110,614	19,237	49.4	37.1	8.9	4.7	73,069	12,708	16,508	2,730	11,457	3,324	3,307	12,650	6,569	9.59	9.0	.22
FAIRFIELD D-5.....	20.5	6.35	125,491	19,762	44.2	41.5	10.1	4.2	82,878	13,052	18,588	3,044	12,819	3,802	3,842	13,953	7,429	9.71	12.0	.19
FLORENCE F-5.....	117.2	38.32	930,482	24,282	38.8	37.3	12.0	11.9	522,428	13,633	115,728	18,648	78,948	24,309	25,194	88,217	46,604	60.83	44.0	.92
Florence.....	31.9	11.15	290,051	26,014	153,243	13,744	33,871	5,441	23,060	7,148	7,441	25,890	13,658	15.87	14.3	.27
Florence Metro Area.....	117.2	38.32	930,482	24,282	39.5	39.2	12.5	8.8	522,428	13,633	115,728	18,648	78,948	24,309	25,194	88,217	46,604	60.83	44.0	.92
GEORGETOWN G-6.....	45.4	14.36	334,531	23,296	40.0	41.1	11.5	7.4	195,956	13,621	43,338	6,985	29,571	9,099	9,426	33,026	17,450	23.50	20.3	.54
GREENVILLE B-3.....	302.2	107.61	2,836,950	26,363	44.8	37.1	9.6	8.5	1,532,510	14,241	335,459	53,187	226,416	72,257	76,621	259,505	136,080	183.89	53.4	2.33
Greenville.....	55.2	21.07	505,017	23,969	276,449	13,121	61,900	10,117	42,628	12,707	12,885	46,562	24,765	28.15	20.2	.50
Greenville-Spartanburg Metro Area.....	598.7	209.77	5,315,160	25,338	34.4	43.0	13.9	8.7	2,940,930	14,020	646,483	103,095	438,007	138,020	145,196	497,504	261,569	359.64	102.6	4.54
GREENWOOD C-9.....	60.4	21.40	506,255	23,657	37.3	41.8	13.6	7.3	294,621	13,767	65,085	10,449	44,292	13,751	14,329	49,782	26,254	36.74	17.5	.44
HAMPTON D-8.....	18.8	6.20	113,262	18,268	54.3	34.8	6.6	4.3	76,240	12,297	17,397	2,913	12,175	3,428	3,334	12,782	6,881	9.25	9.9	.20
HORRY G-5.....	112.8	39.05	903,360	23,133	38.7	43.3	10.6	7.5	523,259	13,400	116,468	18,887	79,790	24,216	24,859	88,257	46,766	64.77	25.0	1.27
JASPER D-8.....	15.3	4.86	87,203	17,943	52.7	35.2	8.4	3.7	60,617	12,473	13,774	2,294	9,605	2,739	2,690	10,173	5,462	7.42	8.8	.15
KERSHAW E-5.....	40.1	13.62	311,244	22,852	39.2	42.5	12.1	6.3	184,392	13,538	40,925	6,611	27,966	8,561	8,839	31,122	16,461	23.39	12.5	.37
LANCASTER E-4.....	56.3	18.95	453,578	23,936	33.3	46.2	13.7	6.8	265,436	14,007	58,365	9,311	39,553	12,453	13,094	44,900	23,611	33.89	13.6	.37
LAURENS C-5.....	52.4	17.21	382,854	22,246	36.7	46.7	11.7	4.8	233,656	13,577	51,818	8,362	35,385	10,858	11,229	39,445	20,853	29.93	15.2	.35
LEE E-5.....	18.9	5.64	111,779	19,819	47.6	39.1	9.4	3.9	72,030	12,771	16,254	2,683	11,269	3,281	3,273	12,109	6,472	8.75	11.6	.26
LEXINGTON D-5.....	159.4	54.57	1,455,490	26,672	28.4	44.9	17.2	9.5	798,453	14,632	173,522	27,238	116,349	37,942	40,767	135,431	70,702	101.85	15.7	1.08
MC CORMICK B-5.....	7.7	2.39	45,515	19,044	45.9	40.3	9.3	4.5	30,912	12,934	6,949	1,142	4,802	1,414	1,422	5,201	2,773	3.96	4.7	.08
MARION G-5.....	35.2	11.17	214,237	19,180	48.1	39.3	8.7	3.9	140,717	12,598	31,882	5,290	22,179	6,380	6,307	23,633	12,664	16.45	18.3	.34
MARLBORO F-4.....	33.0	10.34	199,052	19,251	47.4	41.3	7.7	3.6	131,027	12										

SOUTH CAROLINA

SOUTH CAROLINA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-017
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602, Phone 312-782-8900.

New York: 250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

SOUTH CAROLINA STATE GROUP

Comprised of Non-Interconnected Stations

WABY—Abbeville	WMTY—Greenwood
WAKN—Aiken	WEAB—Greer
WNEZ (FM)—Aiken	WBHC—Hampton
WDOG/WYXZ (FM)—Allendale	WHSC—Hartsville
WAIN—Anderson	WJES—Johnston
WWBD—Bamberg	WDKD—Kingstree
WBAW/WBAW-FM—Barnwell	WWKT (FM)—Kingstree
WBLR—Batesburg	WLCM—Lancaster
WBEU—Beaufort	WPAJ (FM)—Lancaster
WYKZ (FM)—Beaufort	WVSL—Loris
WAGS—Bishopville	WATP—Marion
WCAM—Camden	WMCJ—Moncks Corner
WOKE—Charleston	WKDK—Newberry
WCRE—Cheraw	WKZK—North Augusta
WPDZ (FM)—Cheraw	WKSD—Orangeburg
WGCD—Chester	WJMR—Ridgeland
WPCC—Clinton	WRHI—Rock Hill
WDAR (FM)—Darlington	WBFM (FM)—Seneca
WKGE—Darlington	WSNW—Seneca
WDSC—Dillon	WKDY—Spartanburg
WELF—Easley	WAZS—Summerville
WOLS—Florence	WBCU—Union
WGTN—Georgetown	WALD—Walterboro
WAZX (FM)—Georgetown	WCKM—Winnsboro
	WSJW—Woodruff

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates are dependent upon each advertiser's station line-up.

(D)



For complete listing see Regional Networks & Groups



TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK) SOUTH CAROLINA STATE GROUP



Mid 015392-003

Executive Office: 711 Hillsborough St., Box 12800, Raleigh, NC 27605. Phone 919-890-6046, Call Collect. See listing under Regional Radio Networks and Groups.

(D) CR-4)

Abbeville

Abbeville County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WABV
1956
ABBEVILLE

Mid 013688-000

See SRDS Spot Radio Small Markets Edition.

Aiken

Aiken County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WAKN
1952
AIKEN

Mid 013689-000
See SRDS Spot Radio Small Markets Edition.

WJFX (FM)
1966
AIKEN

Mid 013692-000
See SRDS Spot Radio Small Markets Edition.

WKLL
1962
AIKEN

Mid 013690-000
See SRDS Spot Radio Small Markets Edition.

WNEZ (FM)
1966
AIKEN

Mid 013691-000
See SRDS Spot Radio Small Markets Edition.

Allendale

Allendale County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WDOG
1966
ALLENDALE

Mid 013693-000
See SRDS Spot Radio Small Markets Edition.

Anderson

Anderson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WAIM
1935
ANDERSON

Country



Media Code 4 242 0525 0.00 Mid 013694-000
Carolina Broadcasting, Inc. of South Carolina
Rte. 12 Old Williamston Rd., Box 650, Anderson, SC 29622. Phone 803-226-1511.

PROGRAMMING DESCRIPTION

WAIM: MUSIC: Combination of current Country & Western singles & post 1955 Country gold. Live PERSONALITIES handle all shows & requests. NEWS: nat'l from network; local news w/remote 2-way radios. Rec'd 4/26/84.

- PERSONNEL**
General Manager—Robert Nations.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 12g, 14g, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60i, 60j, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.
FM facilities: WCKN (FM).
Affiliated with Supernet.

TIME RATES

No. 5 Eff 6/1/82—Rec'd 6/2/82.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-2 pm.
A—All other times.

- SPOT ANNOUNCEMENTS**
AA: Flat 1-min 23.53; 30-sec 17.65.
- | | | | | |
|---------|-------|-------|-------|-------|
| CLASS A | | | | |
| PER WK: | 6 ti | 12 ti | 24 ti | 36 ti |
| 1 min | 12.94 | 12.35 | 11.77 | 11.18 |
| 30 sec | 11.18 | 10.00 | 9.41 | 8.82 |

- PACKAGE PLANS**

TAP		1 min	30 sec
24 ti (4 6-10 am, 4 3-7 pm, 16A)	338.83	282.36	
36 ti (6 6-10 am, 6 3-7 pm 24A)	465.89	381.19	
48 ti (8 6-10 am, 8 3-7 pm, 32A)	564.72	451.78	
60 ti (10 6-10 am, 10 3-7 pm, 40A)	635.31	494.13	

	BULK					
PER	1 min	30 sec	1 min	30 sec	1 min	30 sec
YR:	500x	750x	1000x	500x	750x	1000x
AA	21.18	20.00	18.82	16.47	15.30	14.12
A	15.53	12.35	11.18	11.18	10.00	8.82

WANS
1949
ANDERSON
WANS-FM
1968
ANDERSON

Media Code 4 242 0630 8.00 Mid 013696-000
Radio Anderson, Inc.
Box 211, Anderson, SC 29622. Phone 803-224-3424.
Greenville Office:
1421 Laurens Rd., Suite F, Greenville, SC 29607.

PROGRAMMING DESCRIPTION

WANS/WANS-FM: Contemporary Hit Radio. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Nicholas Frangias.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1280 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
FM-ERP 100,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,008 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR)

WCKN (FM)
1947
ANDERSON

CHR/Rock



Media Code 4 242 0682 9.00 Mid 013695-000
The One Corp.
Rt. 12 Old Williamston Rd., Box 650, Anderson, SC 29622. Phone 803-226-1511.

PROGRAMMING DESCRIPTION

WCKN (FM): MUSIC: Hot Hits with Mike Joseph, targeted for teens & 18-44. NEWS: Nat'l & local in AM drive. Rec'd 1/15/85.

- PERSONNEL**
General Manager—Robert Nations.
Sales Manager—Barbara Allen.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 12g, 14g, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60i, 60j, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WAIM.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff—Rec'd 9/12/83.
AA—Mon thru Fri 5:30-10 am, 3-8 pm; Sat 6 am-8 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
I MIN: I II III
AAA 54 50 46 AA 38 34 30
30 sec: 80% of 1-min rates.

(D)

Bamberg

Bamberg County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WWBD
1957
BAMBERG

Mid 013697-000
See SRDS Spot Radio Small Markets Edition.

WWBD-FM
1967
BAMBERG

Mid 013698-000
See SRDS Spot Radio Small Markets Edition.

Barnwell

Barnwell County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WBAW
1953
BARNWELL
WBAW-FM
1966
BARNWELL

Mid 013699-000
See SRDS Spot Radio Small Markets Edition.

Batesburg

Lexington County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WBLR
1956
BATESBURG

Mid 013700-000
See SRDS Spot Radio Small Markets Edition.

WKWQ (FM)
1965
BATESBURG

Mid 013863-000
See SRDS Spot Radio Small Markets Edition.

Beaufort

Beaufort County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WBEU
1954
BEAUFORT

Mid 013701-000
See SRDS Spot Radio Small Markets Edition.

WVGB
1961
BEAUFORT

Mid 013703-000
See SRDS Spot Radio Small Markets Edition.

WYKZ (FM)
1962
BEAUFORT

Mid 013702-000
See SRDS Spot Radio Small Markets Edition.

Belton

Anderson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WHPB
1955
BELTON

Mid 013704-000
See SRDS Spot Radio Small Markets Edition.

Bennettsville

Marlboro County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WBSC
1947
BENNETTSVILLE

Mid 013705-000
See SRDS Spot Radio Small Markets Edition.

Bishopville

Lee County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WAGS
1954
BISHOPVILLE

Mid 013706-000
See SRDS Spot Radio Small Markets Edition.

SOUTH CAROLINA

Burnettown

Aiken County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WWWA
1968
BURNETTOWN

Mid 013707-000

See SRDS Spot Radio Small Markets Edition.

Camden

Kershaw County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WCAM
1948
CAMDEN

Mid 013708-000

See SRDS Spot Radio Small Markets Edition.

WPUB
1970
CAMDEN

Mid 013709-000

See SRDS Spot Radio Small Markets Edition.

WPUB-FM
1974
CAMDEN

Mid 013710-000

See SRDS Spot Radio Small Markets Edition.

Cayce

Lexington County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Columbia
(including Cayce, West Columbia)

Charleston

(including Mount Pleasant, North Charleston)

Charleston County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCSC

1390 WCSC

1930
CHARLESTON

RAB

Media Code 4 242 1680 2.00 Mid 013711-000
WCSC, Inc.
485 E. Bay St., Box 186, Charleston, SC 29402. Phone 803-722-7611.

PROGRAMMING DESCRIPTION
WCSC: MUSIC: Adult Contemporary. NEWS: at :60 in all daytime segments plus at :30 in drive times, plus traffic reports; mobile news. Features: 2-way talk show include guests on regular basis; promotions & on-air contests thru-out yr. Contact Representative for further details. Rec'd 10/28/83.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Philip A. Zachary.
Vice-Pres. & Oper. Mgr.—Bob Casey.
General Sales Manager—Eugene B. Crim.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
5,000 w.; 1390 khz. Directional night.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0 TIME ONLY.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WXTC (FM).

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

CHARLESTON'S
ONLY COUNTRY STATION

WEZL

FM STEREO 104.1 24 HOURS

WEZL (FM)

1970
CHARLESTON



BLAIR RADIO



Media Code 4 242 1725 5.00 Mid 013712-000
Charleston Broadcasting Co., Inc a subsidiary of Price Broadcasting Co.
424 Broadway, Mt. Pleasant, SC 29464. Phone 803-884-2534.
Mailing Address: Drawer Z, Charleston, SC 29402.

PROGRAMMING DESCRIPTION
WEZL (FM): Programmed to general audience. MUSIC: Modern country. AIR PERSONALITIES. NEWS: Network at :60, local at :30. Local dept. Traffic reports in drive times. FEATURES: FARM: programming 5-6 am M-F. U agricultural report & weather. Weather at :15 & :45. Contact Representative for further details. Rec'd 1/23/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—C. A. (Buddy) Barton.
Ass't to Vice-Pres/Gen'l Mgr.—Angie Bradford.
Program Director—Charles Lindsey.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
ERP 100,000 w.; 103.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 14e.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70c, 73a.
Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 2/1/84—Rec'd 1/23/84.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun noon-midnight.

6. **SPOT ANNOUNCEMENTS**

GRID:	— AAA —	— AA —
1 min	72 67 62 67 62 57	72 67 62 67 62 57
30 sec	65 60 56 60 56 51	65 60 56 60 56 51

(A)

WGCA

1948
CHARLESTON

Media Code 4 242 1765 1.00 Mid 013713-000
O'Grady Communications, Inc.
42 Tenth Ave., Charleston, SC 29403. Phone 803-722-2652.

2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

WIXR

1982
MOUNT PLEASANT

Media Code 4 242 1775 0.00 Mid 029577-000
Low Country Broadcasting, Inc.
1402 Ben Sawyer Blvd., Suite 1-B, Box 652, Mt. Pleasant, SC 29464. Phone 803-881-2482.

2. **REPRESENTATIVES**
Dora-Clayton Agency, Inc.
Rates have been temporarily withdrawn by station.

WKCN

1960
NORTH CHARLESTON



Media Code 4 242 1785 9.00 Mid 013715-000
Dudley Communications, Inc.
Box 5758, North Charleston, SC 29406. Phone 803-747-0091.
1 min rate 1x: 20.00.

WOKE

1946
CHARLESTON



Media Code 4 242 1995 4.00 Mid 013716-000
Weaver Broadcasting Corp.
Box 30547, 1715 Sam Rittenberg Blvd., Charleston, SC 29407. Phone 803-763-1340.
1 min rate 1x: 8.00.

WPAL

1947
CHARLESTON



Media Code 4 242 2100 0.00 Mid 013717-000
WPAL Inc.
218 Rutledge Ave., Charleston, SC 29403. Phone 803-722-2730.
Mailing Address: Box 2828, Charleston, SC 29403.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 32.00.

WSSX (FM)

1945
CHARLESTON



Media Code 4 242 2257 8.00 Mid 013719-000
Sconnix Broadcasting of S. C., Inc.
Box 31089, Orange Grove Rd., Charleston, SC 29407.
Phone 803-556-5660.

2. **REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WTMA

1939
CHARLESTON



Media Code 4 242 2310 5.00 Mid 013720-000
Sconnix Broadcasting of S. C., Inc.
Box 31089, Orange Grove Rd., Charleston, SC 29407.
Phone 803-556-5660.

2. **REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WWWZ (FM)

1974
SUMMERVILLE



(This is a paid duplicate of the listing under Summerville, South Carolina.)

Media Code 4 242 8767 0.00 Mid 013828-000
Millennium Communications of Charleston, SC, Inc.
Box 30669, Charleston, SC 29407. Phone 803-556-9132.

PROGRAMMING DESCRIPTION
WWWZ (FM): Programmed to appeal to 12-49. All live. MUSIC: Urban Contemporary. NEWS: local & network. COMMERCIAL POLICY: 14 min. Contact Representative for further details. Rec'd 7/2/84.

1. **PERSONNEL**
Pres./Gen'l Mgr.—Clifford E. Fletcher.
Vice-Pres./Gen'l Sls. Mgr.—Dean H. Mutter.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 510 ft. above average terrain.

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING** See coded regulations
Affiliated with Sheridan Broadcasting Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)(D)

WXLY (FM)

(formerly WKTM (FM))
1962
NORTH CHARLESTON

Media Code 4 242 2342 8.00 Mid 013714-000
Bahakel Communications, Ltd.
701 E. Bay St., Suite 348, Charleston, SC 29403. Phone 803-723-8165.
Mailing Address: Box 1840, Charleston, SC 29402.

2. **REPRESENTATIVES**
Christal Radio.
Rates have been temporarily withdrawn by station.

WXTC (FM)

1948
CHARLESTON



McGAVREN GUILD RADIO



Media Code 4 242 2375 8.00 Mid 013721-000
WCSC, Inc.
485 E. Bay St., Box 186, Charleston, SC 29402. Phone 803-722-7611.

PROGRAMMING DESCRIPTION
WXTC (FM): MUSIC: Beautiful. NEWS: at :60 with emphasis on community-oriented, local coverage, & top breaking nat'l & internat'l stories. Contact Representative for further details. Rec'd 7/23/84.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Philip A. Zachary.
General Sales Manager—Eugene B. Crim.
Vice-Pres. & Oper. Mgr.—Bob Casey.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 782 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WCSC.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Cheraw

Chesterfield County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WCRE

1953
CHERAW

Mid 013722-000

See SRDS Spot Radio Small Markets Edition.

WPDZ (FM)

1979
CHERAW

Mid 013723-000

See SRDS Spot Radio Small Markets Edition.

Chester

Chester County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WDZK (FM)

1969
CHESTER

Mid 027534-000

See SRDS Spot Radio Small Markets Edition.

WGCD

1948
CHESTER

Mid 013725-000

See SRDS Spot Radio Small Markets Edition.

Clemson

Pickens County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WCCP

1969
CLEMSON

Mid 013726-000

See SRDS Spot Radio Small Markets Edition.

Clinton

Laurens County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WPCC

1957
CLINTON

See SRDS Spot Radio Small Markets Edition. Mid 013727-000

Columbia

(including Cayce, West Columbia)
Richland County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCEZ (FM)

1971
COLUMBIA



BLAIR RADIO

Media Code 4 242 2730 4.00 Mid 013737-000
Limetree Bay Broadcasting Co.
3737 Covenant Rd., Columbia, SC 29204. Phone 803-738-1550.

PROGRAMMING DESCRIPTION

WCEZ (FM): Programmed for adults. MUSIC: Bonneville Easy Listening. NEWS: at :60, weather at :30. COMMERCIAL POLICY: 11 units per hr. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
President—Stewart Freeman.
Vice-Pres. & Gen'l Mgr.—Robert W. Simpkins.
Program Director—Guerry Tanner.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 (vert.); 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 5.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a, 45, 51b.

TIME RATES

No 3G Eff 9/15/83—Rec'd 10/27/83.
Section I—6-10 am, 10 am-3 pm & 3-7 pm.
Section II—7 pm-1 am.

GRID:	SECTION I—DAYPART/FIXED POSITION		
	- 1 min -	30 sec	
6 ti	40	38	35 33 31
12 ti	39	37	35 34 32 30
18 ti	38	36	34 33 31 29
24 ti	37	35	33 32 30 28

SECTION II

6 ti	36	34	32 31 29 27
12 ti	35	33	31 30 28 26
18 ti	34	32	30 28 25
24 ti	33	31	29 28 26 24

7. PACKAGE PLANS

GRID:	TAP—2/3 6 AM-7 PM, 1/3 7-MIDNIGHT		
	1 MINUTE		
6 ti	33	31	29
12 ti	32	30	28
18 ti	31	29	27
24 ti	30	28	26

WCOS

1939
COLUMBIA



Media Code 4 242 2835 1.00 Mid 013728-000
WCOS, Inc.
2440 Millwood Ave., Box 748, Columbia, SC 29202.
Phone 803-258-7248.

PROGRAMMING DESCRIPTION

WCOS: MUSIC: Modern country featuring AIR PERSONALITIES. NEWS: local & nat'l at :60. FEATURES: station promotions & sponsor tie-ins. Contact Representative for further details. Rec'd 9/30/82.

- PERSONNEL**
President—George H. Buck, Jr.
General Manager—Jake Bogan.
General Sales Manager—Jimmy Collins.
- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours daily EST
Partial simulcast operation. Simulcast Mon thru Fri 6-10 am & 3-7 pm. For non-simulcast facilities see WCOS-FM.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10c.
Basic Rates: 20b, 27.
Contracts: 40c, 41, 42a, 46, 49, 51b.
Comb.; Cont. Discounts: 60a.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCOS-FM

1951
COLUMBIA



McGAVREN GUILD RADIO



Media Code 4 242 2836 9.00 Mid 013729-000
WCOS, Inc.
2440 Millwood Ave., Box 748, Columbia, SC 29202.
Phone 803-256-7348.

PROGRAMMING DESCRIPTION

WCOS-FM: Programmed for adults 25-54. MUSIC: Modern Country presented by AIR PERSONALITIES. NEWS: 5 min at :60; in drivetimes by local staff; weather reports by meteorologist & network commentator 3x per day. Regular promotions integrated in all day parts. COMMERCIAL POLICY: 10 min, 15 units per hr. Contact Representative for further details. Rec'd 4/28/83.

- PERSONNEL**
General Manager—Jake Bogan.
Sales Manager—Jimmy Collins.
Program Director—Doug Enlow.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. circular polarized; 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.
Partial simulcast operation.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20a, 27.
Contracts: 40c, 41, 42a, 46, 49, 51b.
Comb.; Cont. Discounts: 60a.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDPN (FM)

1982
COLUMBIA



Media Code 4 242 2888 0.00 Mid 028356-000
Midcom Corp.
6004 Two Notch Rd., Drawer 4560, Columbia, SC 29204.
Phone 803-735-0103.

PROGRAMMING DESCRIPTION

WDPN (FM): MUSIC: contemporary with emphasis on crossover, R&B & pop hits, current & oldies, also jazz fusion. COMMERCIAL POLICY: 10 min maximum permitted between 6-10 am & 3-6 pm; all other periods permit 12. Contact Representative for further details. Rec'd 12/3/82.

- PERSONNEL**
General Manager—Theron M. Snype.
Sales Manager—Calvin Reese.
Program Director—Mike Dial.
- REPRESENTATIVES**
Unirep Broadcasting Co.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 6 am-local sunset. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15% on time.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates:
Contracts: 40a, 44a, 46, 47e, 51b.
Comb.; Cont. Discounts: 60d, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.

TIME RATES

13 WK:	SPECIFIED—MON THRU FRI 6-10 AM & 3-7 PM		
	65 ti	130 ti	200 ti
4 WK:	30 ti	60 ti	90 ti
1 WK:	7 ti	14 ti	21 ti
1 min	30	29	28
30 sec	24	23	22

13 WK:	ROS		
	65 ti	130 ti	200 ti
4 WK:	30 ti	60 ti	90 ti
1 WK:	7 ti	14 ti	21 ti
1 min	18	17	16
30 sec	14	13	12

Sun all day, ROS rates apply.
Sat 10 am-3 pm, AA rates apply.

7. PACKAGE PLANS

13 WK:	TAP—50% DRIVE, 25% 10 AM-3 PM, 25% 7 PM-1 AM—PREEMPTIBLE FOR SPECIFIED		
	65 ti	130 ti	200 ti
4 WK:	30 ti	60 ti	90 ti
1 WK:	7 ti	14 ti	21 ti
1 min	28	27	26
30 sec	22	21	20

WIGL (FM)

1967
ORANGEBURG



EASTMAN RADIO, INC.

(This is a paid duplicate of the listing under Orangeburg, South Carolina.)

Media Code 4 242 7548 3.00 Mid 013815-000
Keymarket Communications of Columbia, Inc.
Box 5106, Columbia, SC 29250. Phone 803-534-4461.

PROGRAMMING DESCRIPTION

WIGL (FM): MUSIC: Contemporary Country. NEWS: local staff w/meteorologist; network news; network commentator 3x/day. Contact Representative for further details. Rec'd 7/30/82.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Tom Love.
Program Director—Dave Hayes.
Vice-Pres. & Sales Mgr.—Scott Davis.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WDIX.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)

WIS

1930
COLUMBIA



A Cosmos Broadcasting Corporation Station
Media Code 4 242 2940 9.00 Mid 013730-000
Cosmos Broadcasting Corp.
1 WIS Ln., Box 21567, Columbia, SC 29221. Phone 803-772-5600.

PROGRAMMING DESCRIPTION

WIS: MUSIC: Contemporary-MOR; Music for Lovers M-F 9 pm-12M; Capital City Jazz Affair, Sun 9 pm-midnight. NEWS: Farm/Agricultural Hour 5:30-6:30 am; CBS news & features throughout day; continuous block 7-8:30 am; M-F noon block. Commodities report in noon block. SPORTS: World Sports Roundup M-F 6:15 pm; Sportsline, interview/telephone talk M-F 6:30-8 pm; U of SC & high school football; NFL/Atlanta Falcon football Sun afternoon & Mon eve; U of SC basketball & baseball; Columbia Mets baseball; World Series & playoff baseball. TALK: Larry King. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Charles T. Jones, Jr.
National Sales Manager—Dale McCaskill.
AGM & Operations Manager—Jack Lovelady.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
5,000 w.; 560 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22a, 24a, 25a, 27, 29a.
Contracts: 40c, 41, 42a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60a, 60j.
Cancellation: 70e, 71a, 72, 73b.
Prod Services: 82.
Affiliated with CBS Radio Network.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNOK

1947
COLUMBIA



Media Code 4 242 2993 8.00 Mid 013732-000
Audubon Broadcasting Co.
1717 Gervais St., Drawer 50568, Columbia, SC 29250.
Phone 803-771-0105.

- REPRESENTATIVES**
Katz Radio.
Rates have been temporarily withdrawn by station.

WNOK-FM

1959
COLUMBIA



Katz Radio



Media Code 4 242 2994 6.00 Mid 013733-000
Audubon Broadcasting Co.
1717 Gervais St., Drawer 50568, Columbia, SC 29250.
Phone 803-771-0105.

PROGRAMMING DESCRIPTION

WNOK-FM: Programmed for general interest to young adults. MUSIC: contemporary, mass appeal, top 40. NEWS: network. Contact Representative for further details. Rec'd 10/31/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—William McElveen.
National Sales Manager—Chuck Snyder.
Program Director—Pete Hamlett.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 104.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1004 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 31.
Contracts: 40c, 41, 42b, 42d, 45, 46, 47, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Katz Radio Group Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOIC

1954
COLUMBIA



Media Code 4 242 3150 4.00 Mid 013734-000
Nuance Corp.
910 Commanche Trail, West Columbia, SC 29169. Phone 803-791-1320.
Mailing Address: Box 565, Columbia, SC 29202.

- REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 35.00.

WQKI

1975
ST. MATTHEWS

See listing under city of license. Mid 013824-000

WQXL

1945
COLUMBIA

Media Code 4 242 3255 1.00 Mid 013735-000
Metro Communications, Inc.
1303 Sunset Dr., Box 3277, Columbia, SC 29230. Phone 803-779-7910.

- REPRESENTATIVES**
Busby, Finch, Latham & Widman.
1 min rate 1x: 10.00.

SOUTH CAROLINA

Columbia—cont

WSCQ (FM)



Media Code 4 242 3277 5.00 Mid 013736-000
Congaree Broadcasters, Inc.
Knox Abbott Dr., Box 5888, West Columbia, SC 29171.
Phone 803-796-9060.

PROGRAMMING DESCRIPTION

WSCQ (FM): Programmed for the 25-54 audience. MUSIC: Adult Contemporary. Regularly scheduled news, weather & sports. Contact Representative for further details. Rec'd 10/12/81.

- PERSONNEL**
General Manager—Bill Benton.
Station Manager—Tom Clark.
Sales Manager—C. Dennis Waldrop.

- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
ERP 2,400 w. (horiz.), 2,400 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 330 ft. above average terrain.

- AGENCY COMMISSION**
15%; due when rendered.

- GENERAL ADVERTISING** See coded regulations

Rate Protection: 11e.
Contracts: 40a.
Cancellation: 71a.
Affiliated with Supernet.

TIME RATES

No. 3 Eff 1/1/84—Rec'd 1/26/84.
AAAA—Mon thru Fri 6-10 am.
AAA—Mon thru Fri 9-7 pm; Sat 6-10 am.
AA—Mon thru Fri 5:30-6 am, noon-3 pm; Sat 10 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Fri midnight-5:30 am; Sat & Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAAA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
I	34	33	32	31	30	29	28	27	26	25	24	23
II	31	30	29	28	27	26	25	24	23	22	21	20
III	28	27	26	25	24	23	22	21	20	19	18	17
IV	25	24	23	22	21	20	19	18	17	16	15	14
V	23	22	21	20	19	18	17	16	15	14	13	12

PER WK:	CLASS AAA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
I	29	28	27	26	25	24	23	22	21	20	19	18
II	27	26	25	24	23	22	21	20	19	18	17	16
III	24	23	22	21	20	19	18	17	16	15	14	13
IV	21	20	19	18	17	16	15	14	13	12	11	10
V	19	18	17	16	15	14	13	12	11	10	9	8

PER WK:	CLASS AA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
I	25	24	23	22	21	20	19	18	17	16	15	14
II	23	22	21	20	19	18	17	16	15	14	13	12
III	21	20	19	18	17	16	15	14	13	12	11	10
IV	19	18	17	16	15	14	13	12	11	10	9	8
V	17	16	15	14	13	12	11	10	9	8	7	6

PER WK:	CLASS A						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
I	19	18	17	16	15	14	13	12	11	10	9	8
II	17	16	15	14	13	12	11	10	9	8	7	6
III	15	14	13	12	11	10	9	8	7	6	5	4
IV	13	12	11	10	9	8	7	6	5	4	3	2
V	12	11	10	9	8	7	6	5	4	3	2	1

PER WK:	CLASS B						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
I	10	9	8	7	6	5	4	3	2	1	0	0
II	9	8	7	6	5	4	3	2	1	0	0	0
III	8	7	6	5	4	3	2	1	0	0	0	0
IV	7	6	5	4	3	2	1	0	0	0	0	0
V	6	5	4	3	2	1	0	0	0	0	0	0

- SPECIAL FEATURES**
Sponsor Live Commercials—Applicable Grid plus 5.00.

WTGH

(formerly WLFF)
1958
CAYCE

Media Code 4 242 3303 9.00 Mid 013731-000
Midlands Communications Co.
1303 State St., Cayce, SC 29033, Phone 803-796-9533.
Mailing Address: Box 620, Columbia, SC 29202.
1 min rate 1x: 15.00.

WWDW (FM)

1961
SUMTER

(This is a paid duplicate of the listing under Sumter, South Carolina.)
Media Code 4 242 9082 3.00 Mid 013832-000
Gamecock City Broadcasting Inc.
Drawer 38, Bradham Blvd., Sumter, SC 29150. Phone 803-495-2558.

PROGRAMMING DESCRIPTION

WWDW (FM): MUSIC: Urban Contemporary concentrating on latest LP's & 45's, plus top oldies programmed every hr. NEWS: local & nat'l at :20 & :50. SPORTS: local 4x/ daily. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
Program Director—Marva Mays.
Sales Manager—Steve Peterson.

- REPRESENTATIVES**
Hillier, Newmark, Weschler & Howard.

- FACILITIES**
ERP 100,000 w.; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,322 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d, 15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25c 27, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 60j, 61a, 61b, 62d, 62e.
Cancellations: 71b, 72, 73a, 73b.
Prod. Services: 80, 81.
AM facilities: WFUG.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WZLD (FM)

1974
CAYCE



Media Code 4 242 3330 2.00 Mid 013738-000
WZLD, Inc./Universal Communications Corp.
2334 Airport Blvd., West Columbia, SC 29169. Phone 803-796-8896.

PROGRAMMING DESCRIPTION

WZLD (FM): Target audience 18-49. MUSIC: Contemporary Hit Radio. Top PERSONALITIES handle all segments. NEWS: regularly scheduled network/local news. SPORTS: special reports AM/PM drive. Constant promotions, remotes & audience participation events. More music format. COMMERCIAL POLICY: maximum drive 12 min, non-drive 10 min. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Frank L. Baker.
Music Director—Chuck Finley.
Chief Operator—Bob Bishop.

- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only; due when rendered.

- GENERAL ADVERTISING** See coded regulations

General: 3a, 5.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a, 45, 51b.
Cancellation: 70c, 71a, 73b.
Affiliated with Supernet.

TIME RATES

No. 14 Eff 3/15/83—Rec'd 3/25/83.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
6 MO:	108	107	106	105	104	103	102	101	100	99	98	97
1 MO:	24	24	24	24	24	24	24	24	24	24	24	24
WK:	6	6	6	6	6	6	6	6	6	6	6	6
I	60	56	53	50	48	44	41	38	35	32	29	27
II	54	50	47	44	44	40	37	34	31	28	25	23
III	49	45	42	39	39	35	32	29	26	23	21	19
IV	44	40	37	34	35	31	28	25	22	20	18	16
V	39	35	32	29	31	27	24	21	18	16	14	12
VI	35	31	28	25	28	24	21	18	16	14	12	10
VII	32	28	25	22	26	22	19	16	14	12	10	8
VIII	29	25	22	19	24	20	17	14	12	10	8	6

Conway

Horry County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WJXY

1976
CONWAY

Media Code 4 242 3339 3.00 Mid 013739-000

See SRDS Spot Radio Small Markets Edition.

WLAT

1945
CONWAY

Media Code 4 242 3340 3.00 Mid 013740-000

See SRDS Spot Radio Small Markets Edition.

WLAT-FM

1964
CONWAY

Media Code 4 242 3341 3.00 Mid 013741-000

See SRDS Spot Radio Small Markets Edition.

Darlington

Darlington County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WDAR (FM)

1965
DARLINGTON

Modern Country/Stereo



Media Code 4 242 3465 6.00 Mid 013743-000
MEG Associates
122 Asbury Ave., Box 811, Darlington, SC 29532. Phone 803-393-4081.

PROGRAMMING DESCRIPTION

WDAR (FM): Programmed for adults 25-54. MUSIC: Modern Country, current & past hits. NEWS: Paul Harvey 3x/day; updates hrly, 2x/hr in AM drive. FARM: M-F feature items w/market summaries & county agent reports. FEATURES: M-F 1/2-hr public affairs talk show. SPORTS: NASCAR races Feb.-Nov.; motor racing network. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
President—J. Taylor Monfort.
General Manager—J. T. Shrigley.
Program Director—Jeff Goodridge.

- REPRESENTATIVES**
T-N Spot Sales.
Shelly Katz Radio Sales, Inc.

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.

- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING** See coded regulations
AM facilities: WKGE.
Affiliated with ABC Information Radio Network.
Affiliated with TRN Farm News Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 12/27/84.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
GRID:	1	1	1	1	1	1	1	1	1	1	1	1
1 min	16	15	14	13	12	11	10	9	8	7	6	5
30 sec	13	12	11	10	9	8	7	6	5	4	3	2

(SMD)(D)

WKGE

1955
DARLINGTON



Media Code 4 242 3466 4.00 Mid 013742-000
MEG Associates
122 Asbury Ave., Box 811, Darlington, SC 29532. Phone 803-393-4081.

PROGRAMMING DESCRIPTION

WKGE: NEWS: Paul Harvey News & commentary 3x/day; updates hrly. FEATURES: M-F 1/2-hr public affairs talk show; religion incl nat'l & local ministry mixed w/ gospel music segments. Contact Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
President—J. Taylor Monfort.
General Manager—J. T. Shrigley.
Program Director—Jeffery A. Goodridge.

- REPRESENTATIVES**
T-N Spot Sales.
Shelly Katz Radio Sales, Inc.

- FACILITIES**
1,000 w.; 1350 khz. Non-directional.
Operating schedule: 6 am-6 pm. EST.

- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING** See coded regulations
FM facilities WDAR (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 9/5/84.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA						30 sec:					
	1	1	1	1	1	1	1	1	1	1	1	1
1 min	8.24	8.24	8									

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/85—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	15	15	14	13
30 sec	13	12	11	10

(SMD)(D)

WDSC-FM

1934
DILLON

Mid 027706-000

See listing under city of license.

WJMX

1947
FLORENCE

**Radio Station
Representatives, Inc.**

Media Code 4 242 3780 8.00 Mid 013748-000
Atlantic Broadcasting
U. S. 52 N. at I-95, Florence, SC 29501. Phone 803-665-0970.

Mailing Address: Box FM 106X, Florence, SC 29501.
PROGRAMMING DESCRIPTION
WJMX: MUSIC: Adult Contemporary sound 24 hrs for adult working audience 25-54; blend of current & classics. NEWS: plus lifestyle features & AIR PERSONALITIES. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harold T. Miller, Jr.
- FACILITIES**
5,000 w. days: 1,000 w. night; 970 khz. Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Contracts: 40a, 45.

TIME RATES
Eff—Rec'd 1/28/85.

AA—6-10 am, 10 am-3 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	25	22	19	16
A	21	18	15	12

30 SECONDS

AA	24	21	18	15
A	20	17	14	11

WJMX-FM

(formerly WSTN (FM))
1964
FLORENCE

Media Code 4 242 3832 7.00 Mid 013750-000
Atlantic Broadcasting Company
U. S. 52 N. at I-95, Florence, SC 29501. Phone 803-665-0970.

Mailing Address: Box FM 106X, Florence, SC 29501.
PROGRAMMING DESCRIPTION
WJMX-FM: MUSIC: live 24 hr Contemporary Hit Radio aimed at 18-34 age demographic with emphasis on hot-test hits plus Platinum hits from past; AIR PERSONALITIES FEATURES: heavy promotion; community oriented; network specials incl Solid Gold Saturday Night, Scott Shannon's Rockin' America, John Leaders' Countdown America, Future Hits, The Hot Ones & live concerts from around world. NEWS: plus sports reports & commentaries from network. COMMERCIAL POLICY: no more than 12 commercial min per hr. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Harold T. Miller, Jr.
- FACILITIES**
ERP 3,000 w.; 106.3 mhz. Stereo. Operating schedule: 24 hours daily, EST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 4a.
Contracts: 40a, 45.
Affiliated with RKO Radio Networks.

TIME RATES
Eff—Rec'd 1/28/85.

AA—6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	25	22	19	16
A	21	18	15	12

30 SECONDS

AA	24	21	18	15
A	20	17	14	11

WKGE

1955
DARLINGTON

Mid 013742-000

Affiliated with ABC Radio Network.
See listing under city of license.

WOLS

1937
FLORENCE

Media Code 4 242 3885 5.00 Mid 013749-000
Florence Broadcasting Co., Inc.
151 S. Dargan St., Box 2497, Florence, SC 29503. Phone 803-665-1230.

PROGRAMMING DESCRIPTION
WOLS: Programmed for 25-49. MUSIC: Country. NEWS: NBC Network, AP, local & state, farm reports. SPORTS: state & local college & high school. FEATURES: live daily interview show. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
General Manager—A. Pinckney Skinner.
Sales Manager—Doug Williams.
Program Director—John Fitz.
- REPRESENTATIVES**
Raleigh & Atlanta—Southern Spot Sales, Inc.
Dallas, Milan, Cowart & Chicago—Hooper Jones Associates, Inc.
- FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:30 am-midnight, EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with KBS.
Affiliated with NBC Radio Network.

TIME RATES
No. 9 Eff 2/1/84—Rec'd 1/30/84.

1 min	10.90	9.85	8.95	8.30	7.65	7.00
30 sec	8.65	7.95	7.30	6.75	6.25	5.70

6. SPOT ANNOUNCEMENTS

PER WK:	1x	26x	52x	104x	250x	520x
1 min	10.90	9.85	8.95	8.30	7.65	7.00
30 sec	8.65	7.95	7.30	6.75	6.25	5.70

WYNN

1958
FLORENCE

Black Independent



Media Code 4 242 3990 3.00 Mid 013751-000
Forjay Broadcasters, Inc.
170 E. Palmetto St., Box F-14, Florence, SC 29501.
Phone 803-662-6364.

PROGRAMMING DESCRIPTION
WYNN: Programmed primarily for Black audience. MUSIC: rhythm & blues principally, some gospel, jazz & spiritual. Black AIR PERSONALITIES do all shows including live commercials. NEWS: network at :60; weather reports at :15. Live & recorded interviews with civic leaders & city officials on matters of interest to all citizens. Remote facilities available. Sun direct broadcast from leading black churches. Contact Representative for further details. Rec'd 8/1/77.

- PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—James N. Maurer.
- REPRESENTATIVES**
Weiss & Powell, Inc.
North Carolina—Carolina Spot Sales.
- FACILITIES**
250 w. days; 540 khz.
Operating schedule: 6 am-6 pm or local sunset, EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with Sheridan Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 10/1/81—Rec'd 12/7/81.

6. SPOT ANNOUNCEMENTS

ROS:	1 wk	7 wk	26-52	1 wk	7 wk	26-52
1 ti	8.50	8.25	7.50	7.00	6.75	6.50
12 ti	8.25	8.00	7.00	6.75	6.50	6.00
18 ti	8.00	7.75	6.50	6.50	6.25	5.50
24 ti	7.75	7.50	6.25	6.25	6.00	5.25
30 ti	7.50	7.25	5.75	6.00	5.75	4.75
Fixed position (drive time), extra 1.50 per spot.						
15 SEC:	1x	10x	15x	20x	30x	
Ea	3.75	3.50	3.25	3.00	2.75	

Fountain Inn

Greenville County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WFIS

1956
FOUNTAIN INN

Mid 013752-000
See SRDS Spot Radio Small Markets Edition.

Gaffney

Cherokee County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WAGI (FM)

1960
GAFFNEY

Mid 033508-000
See SRDS Spot Radio Small Markets Edition.

WEAC

1962
GAFFNEY

Mid 013753-000
See SRDS Spot Radio Small Markets Edition.

WFGN

1948
GAFFNEY

Mid 013754-000
See SRDS Spot Radio Small Markets Edition.

Garden City

Horry County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

See Surfside Beach-Garden City

WYAK

1980
SURFSIDE BEACH-GARDEN CITY
WYAK-FM

1977
SURFSIDE BEACH-GARDEN CITY

Mid 013833-000
Licensed as a Surfside Beach-Garden City station. See listing under Surfside Beach-Garden City, SC.

Georgetown

Georgetown County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WAZX (FM)

1973
GEORGETOWN

Mid 013758-000
See SRDS Spot Radio Small Markets Edition.

WGMB (FM)

1971
GEORGETOWN

Mid 013755-000
See SRDS Spot Radio Small Markets Edition.

WGTN

1949
GEORGETOWN

Mid 013756-000
See SRDS Spot Radio Small Markets Edition.

WINH

1962
GEORGETOWN

Mid 013757-000
See SRDS Spot Radio Small Markets Edition.

Gray Court

Laurens County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WSSL-FM

1960
GRAY COURT

WSSL

1950
GREENVILLE-SPARTANBURG

Mid 013797-000
See listing under Greenville-Spartanburg.

Greenville-Spartanburg

Greenville County—Map Location B-3
Spartanburg County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WANS

1949
ANDERSON
WANS-FM
1968
ANDERSON



Torbet Radio

Mid 013696-000

Greenville Office:
1421 Laurens Rd., Suite F, Greenville, SC 29607.
See listing under city of license.

WASC

1968
SPARTANBURG

Black



Media Code 4 242 4594 2.00 Mid 013759-000
New South Broadcasting Corp., dba WASC Radio
840 Wofford St., Box 5686, Spartanburg, SC 29301.
Phone 803-585-1530.

PROGRAMMING DESCRIPTION
WASC: Super soul, R & B hit singles & lps blended & tempo matched. Target 18-49 yrs. NEWS: Local & network. Contact Representative for further details. Rec'd 10/31/82.

- PERSONNEL**
President—Sam E. Floyd.
Vice-Pres. & Gen'l Mgr.—K. Joe Sessoms.
Vice-Pres. & Gen'l Sales Mgr.—K. Joe Sessoms.
- FACILITIES**
1,000 w.; 1530 khz. Non-directional.
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**
15/0 time only. 10th following broadcast.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21c, 23a, 24b, 24c, 25a, 26, 28c, 30, 32b.
Contracts: 40a, 41, 42d, 43, 45, 46, 47a, 49, 51c.
Comb.: Cont. Discounts: 60e, 61i, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCKN (FM)

1947
ANDERSON

Media Code 4 242 0682 9.00 Mid 013695-000
The One Corp.
Rt. 12 Old Williamston Rd., Box 650, Anderson, SC 29622. Phone 803-226-1511.

PROGRAMMING DESCRIPTION
WCKN (FM): MUSIC: Hot Hits with Mike Joseph, targeted for teens & 18-44. NEWS: Nat'l & local in AM drive. Rec'd 1/15/85.

- PERSONNEL**
General Manager—Robert Nations.
Sales Manager—Barbara Allen.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 820 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 12g, 14g, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 42b, 44b, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60i, 60j, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WAIM.
Affiliated with ABC Rock Radio Network.

TIME RATES

Eff—Rec'd 9/12/83.
AAA—Mon thru Fri 5:30-10 am, 3-8 pm; Sat 6 am-8 pm.
AA—All other times.

SOUTH CAROLINA

Greenville-Spartanburg—cont

WCKN (FM)—cont

6. SPOT ANNOUNCEMENTS

1 MIN:	I	II	III	1 MIN:	I	II	III
AAA	54	50	46	AA	38	34	30

30 sec: 80% of 1-min rates.

(D)

WESC

WESC

1947
GREENVILLE



BLAIR RADIO

Metropolitan Country



Media Code 4 242 4620 5.00 Mid 013760-000
Broadcasting Company of the Carolinas
223 W. Stone Ave., Box 660, Greenville, SC 29602.
Phone 803-242-4660.

PROGRAMMING DESCRIPTION

WESC: Programmed for adults 18-49. MUSIC: Metropolitan country, top hits by top artists blended with golden oldies & bluegrass. Full time tele/music line to get daily listener input. Wkly billboard. AIR PERSONALITIES handle all segments. NEWS: 2-min network at :26; local staff & area wide stringers airing local & state actualities at 7, 8, 9 am, 12N, 4, 5, 6 pm; AP wire. Commentator at 8:30 am. Weather service wire, stock market reports at 8:50 pm. SPORT: 3-min at 6:45, 7:45, 8:45 am, 3:45, 4:45, 5:45 & 6:45 pm. FARM: market reports & extended weather 6-7 am. Contact Representative for further details. Rec'd 5/27/83.

1. PERSONNEL

Chairman of the Board—Robert A. Schmid.
Pres & Gen'l Mgr—John Y. Davenport.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w. days; 660 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast Mon thru Sat 6-10 am; Mon thru Fri 3-6 pm. For non-simulcast facilities see WESC-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 12h, 14h.
Basic Rates: 20b, 24c.
Contracts: 40a, 41, 46, 47a.
Comb.: Cont. Discounts: 60g, 60i.
Cancellation: 70a, 70e.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WESC-FM

WESC-FM

1948
GREENVILLE



Media Code 4 242 4621 3.00 Mid 013761-000
Broadcasting Company of the Carolinas
223 W. Stone Ave., Box 660, Greenville, SC 29602.
Phone 803-242-4660.

PROGRAMMING DESCRIPTION

WESC-FM: Programmed for adults 18-49. MUSIC: Metropolitan country, top hits by top artists blended with golden oldies; fulltime tele/music line to get daily listener input; station surveyed weekly by billboard. AIR PERSONALITIES handle live all segments. NEWS: 5-min network at :30; local staff & area-wide stringers airing local & state actualities at 7, 8, 9, 10 am, 12N, 4, 5, 6, 10 pm; AP wire, network personality news commentator at 8:30 am & 12:30 pm; weather service wire; stock market reports at 8:50 pm. SPORTS: 3-min at 6:45, 7:45, 8:45 am, 3:45, 4:45, 5:45, 6:45, 7:45 pm; state U. football, bowl games, NASCAR races. FARM: Market reports & extended weather 5:30-7 am; produce market direct from farmer's market at 5:45 am. Contact Representative for further details. Rec'd 5/27/83.

1. PERSONNEL

Chairman of the Board—Robert A. Schmid.
Pres & Gen'l Mgr—John Y. Davenport.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 10 am-3 pm & 6 pm-6 am; Sun all day. For simulcast facilities see WESC.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 12h, 14h.
Basic Rates: 20b, 24c.
Contracts: 40a, 41, 46, 47a.
Comb.: Cont. Discounts: 60g, 60i, 60j.
Cancellation: 70a, 70e.
Affiliated with ABC Entertainment Radio Network.
Sold in combination with WESC. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WFBC

WFBC

1933
GREENVILLE



Katz Radio

NBC Radio Network



A Multimedia Station

Media Code 4 242 4725 2.00 Mid 013762-000
Multimedia Broadcasting Co.
505 Rutherford St., Box 1330, Greenville, SC 29602.
Phone 803-271-9200.

PROGRAMMING DESCRIPTION

WFBC: MUSIC: Oldies format. AIR PERSONALITIES handle all segments. SPORTS: full-time dir.; football, basketball network & baseball. NEWS: locally originated or capsules in drivetimes; Accuweather. Contact Representative for details. Rec'd 2/27/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Bruce Buchanan.
National Sales Manager—Bruce Buchanan.
Program Director—Greg Anderson.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1330 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 24a, 24b, 24c, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60f, 60g, 60i, 61a, 61c.
Cancellation: 70e, 71a.
Affiliated with Katz Radio Network.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATES

No. 2 Eff 9/1/84—Rec'd 10/1/84.

AAA—Mon thru Sat 5-10 am.	AAA—Mon thru Fri 10 am-midnight.	AA—Sat & Sun 5 am-midnight.
PER WK: AAAA AAA AA	PER WK: AAAA AAA AA	
1 min 45 35 30	30 sec 35 25 25	
Live ad-lib spots: 55.00.		

AM/FM COMBINATION

AAA—Mon thru Sat 5-10 am.	AAA—Mon thru Sat 10 am-8 pm.	AA—Mon thru Sat 8 pm-midnight; Sun 5 am-midnight.
AAAA AAA AA	AAAA AAA AA	AAAA AAA AA
1 min 130 105 70	30 sec 110 90 60	

WFBC-FM

WFBC-FM

1947
GREENVILLE



A Multimedia Station

Media Code 4 242 4726 0.00 Mid 013763-000
Multimedia Broadcasting Co.
505 Rutherford St., Box 1330, Greenville, SC 29602.
Phone 803-271-9200.

PROGRAMMING DESCRIPTION

WFBC-FM: Programmed to adults 25-54. MUSIC: Adult Contemporary. NEWS: plus Accuweather. SPORTS: football & basketball network. Contact Representative for further details. Rec'd 7/29/82.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Bruce Buchanan.
National Sales Manager—Bruce Buchanan.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,840 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 24a, 24b, 24c, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60f, 60g, 60i, 61a, 61c.
Cancellation: 70e, 71a.
Affiliated with ABC FM Radio Network.
Sold in combination with WFBC. See that listing.

TIME RATES

No 2 Eff 9/1/84—Rec'd 10/1/84.

AAAA—Mon thru Sat 5-10 am.	AAA—Mon thru Sat 10 am-8 pm.	AA—Mon thru Sat 8 pm-midnight; Sun 5 am-midnight.
AAAA AAA AA	AAAA AAA AA	
1 min 100 80 45	30 sec 80 70 40	
Live Ad-Lib spots: 110.00.		

6. SPOT ANNOUNCEMENTS

10. SPECIAL FEATURES
Sun, Rock & Roll Saturday Night & Casey Kasem—if not fully sponsored, AA rates apply.

WHYZ

1966
GREENVILLE



HILLIER, NEWMARK, WECHSLER & HOWARD

Urban Contemporary



Media Code 4 242 4830 0.00 Mid 013764-000
Hooper Communications Corp.
Box 4309, Greenville, SC 29608. Phone 803-246-1441.

PROGRAMMING DESCRIPTION

WHYZ: Urban contemporary. MUSIC: dance, jazz, current pop hits, gospel. AIR PERSONALITIES handle all segments. Request line for listener reaction. NEWS: network at 6:50, 7:50, 8:50, 9:50 am, 12:50, 3:50, 4:50 pm; local, 4 min at 6:55, 7:55, 9:55 am, 4:55, 5:55 pm. Gospel 10-11:30 am. Contact Representative for further details. Rec'd 6/25/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Thomas H. Hooper.
Vice-Pres. & Bus. Mgr.—Diane Hooper.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

50,000 w. days; 1070 khz; Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12a, 14b.
Basic Rates: 20b, 24a, 24b, 24c, 26, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60g, 60i, 61b.
Cancellation: 70e, 71a, 72.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKDY

1953
SPARTANBURG

Modern Country



Media Code 4 242 4882 1.00 Mid 013765-000
Spartanburg Investors, Limited
340 Garner Rd., Box 5035, Spartanburg, SC 29304.
Phone 803-583-2727.

PROGRAMMING DESCRIPTION

WKDY: MUSIC: Modern Country; 8 AIR PERSONALITIES handle all segments. NEWS: network at :50; 5-min local & reg'l at 6:30 & 7:30 am; Paul Harvey 8:30 am & 12:30 pm. SPORTS: Atlanta Braves baseball; Clemson football & basketball; NASCAR racing. RELIGIOUS: Sun local & recorded 6:30 am-noon. Contact Representative for further details. Rec'd 9/27/84.

1. PERSONNEL

General Partner—Jim Cairo.
General Manager—William B. (Beau) Sanders.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

1,000 w.; 1400 khz.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 23a, 24a, 25a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

No. 32 Eff 10/1/84—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min		30 sec	1 min
PER WK:	1 ti	12 ti	24+	1 ti	12 ti
M-Sat 6-10 am	11.00	10.00	8.75	14.50	13.50
M-Sat 3-7 pm	10.00	8.75	7.50	13.50	12.25
(*)	8.75	7.50	6.50	12.25	11.00
M-Sun midnight-6 am	6.50	5.25	4.00	10.00	8.75
(*)—M-Sat 10 am-3 pm, 7 pm-midnight & Sun all day, or 8A.					
	15 sec: 70% of 30-sec.				

7. PACKAGE PLANS SATURATION—EQUALLY SCHEDULED THROUGHOUT DAY

	30 sec	1 min		30 sec	1 min	
50 ti/wk	6.00	7.50	150 ti/mo	5.00	6.25	
100 ti/mo	5.25	6.50				
15 sec: 70% of 30-sec.	LONG TERM DISCOUNTS					
13 wk—5%				52 wk—20%		
26 wk—10%						

8. PROGRAM TIME RATES

	1 ti	13 ti	26 ti	52+
1/4 hr	42	40	37	33
1/2 hr	66	63	59	53
1 hr	120	114	108	96

WMUU

1949
GREENVILLE



Media Code 4 242 5040 5.00 Mid 013767-000
WMUU, Inc.
920 Wade Hampton Blvd., Greenville, SC 29609. Phone 803-242-6240.
1 min rate 1x: 15.00.

WMUU-FM

1960
GREENVILLE

Beautiful Music



Media Code 4 242 5041 3.00 Mid 013768-000
WMUU, Inc.
920 Wade Hampton Blvd., Greenville, SC 29609. Phone 803-242-6240.

PROGRAMMING DESCRIPTION

WMUU-FM: Programmed for adults. MUSIC: Beautiful, 52 min/hr. NEWS: at :30 w/AP network. FEATURES: classical M-F 8-11 pm; sacred music & inspirational messages ea AM 11 pm-7 am. COMMERCIAL POLICY: 4 breaks per hour maximum. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

Station Manager—Jim Dickson.
Operations Director—Paul Wright.
Sales Manager—Bill Pritchard.

2. REPRESENTATIVES

Shelly Katz Radio Sales, Inc.

3. FACILITIES

ERP 100,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.
Partial simulcast operation. Simulcast Mon thru Fri 6:45-7:30 am; Sat 6-9 am; Sun 6 am-6 pm. For non-simulcast facilities see WMUU.

4. AGENCY COMMISSION

15% time only; 10th of following month.

TIME RATES

	1 ti	10 ti	50 ti
6. SPOT ANNOUNCEMENTS	22	20	18
PER WK:	1x	52x	260x
1 hr	150	95	80
1/2 hr	100	65	50
	1x	52x	260x
	85	55</	

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28c, 30, 32b.
Contracts: 40a, 41, 42d, 43, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60e, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES

Eff 8/1/83—Rec'd 8/31/83.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	17.50	14.00	10.00
30 sec	14.00	11.50	8.00

WQOK

(formerly WMRB)
1954
GREENVILLE



Media Code 4 242 5249 2.00 Mid 013766-000
Paramount Broadcasting Co., Inc.
310 Rutherford St., Greenville, SC 29609. Phone 803-242-1490.
Mailing Address: Box 567, Greenville, SC 29602.
1 min rate 1x: 21.50.

WSPA

WSPA-AM95

1929
SPARTANBURG



McGAVREN GUILD RADIO

CBS Radio Network



Media Code 4 242 5302 9.00 Mid 013771-000
Spartan Radiocasting Co., Inc.
224 E. Main St., Spartanburg, SC 29301. Phone 803-585-9500, Greenville, 233-3699, TWX, 810-282-2592.

PROGRAMMING DESCRIPTION
WSPA: Programmed for adults; emphasis on information & community involvement. MUSIC: Adult hits. AIR PERSONALITIES handle all segments. NEWS: Network at :60; local following network. SPORTS: College, high school & pro football; high school basketball; golf; baseball; daily reports & features. FARM: 5:30-6:30 am & 12N-1 pm; weather & soil conditions, live interviews with agricultural agents, canning & cooking tips, lawn & garden information, market reports. FEATURES: Jack Carney's Comedy Store; big band special; network talk/variety show. Contact Representative for further details. Rec'd 12/5/83.

- PERSONNEL**
President—Walter J. Brown.
Vice-President—James K. Yager.
General Manager—Larry Cook.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 950 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b.
Basic Rates: 20b, 21a, 21c, 22b, 23b.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70e, 71a.
Affiliated with CBS Radio Network.

TIME RATES

AM/FM COMBINATION

No. 24 Eff 12/1/84—Rec'd 1/25/85.

AAA—Mon thru Sun 5-10 am.
AA—Mon thru Sun 3-8 pm.
A—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA				
	1	2	3	4	5
1 min	95	85	75	70	65
30 sec	85	75	65	60	55
CLASS AA	1 min	80	75	70	65
	30 sec	70	65	60	55
CLASS A	1 min	75	70	65	60
	30 sec	65	60	55	50

AM only; Deduct 1-min 8.00, 30-sec 6.00 from AM/FM combination.

WSPA-FM

WSPA-FM99

1946
SPARTANBURG

Easy Listening



Media Code 4 242 5303 7.00 Mid 013772-000
Spartan Radiocasting Co., Inc.
Box 1717, 244 E. Main St., Spartanburg, SC 29301.
Phone 803-585-9999, Greenville, 232-9900, 233-3699.

PROGRAMMING DESCRIPTION
WSPA-FM: Programmed for adults 25-54. MUSIC: Easy Listening. NEWS: every other hr at :60 & every 30 min during AM & PM drive; weather at :60 & :30. COMMERCIAL POLICY: max 4 breaks per hr. Contact Representative for further details. Rec'd 11/16/84.

- PERSONNEL**
General Manager—Larry Alverson.
Sales Manager—Rhita T. Hughes.
Operations Manager—Jack Lee Sapp.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,910 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Sold in combination with WSPA. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 1-min 8.00, 30-sec 6.00 from AM/FM combination.

WSSL-FM

1960
GRAY COURT

WSSL

1950
GREENVILLE-SPARTANBURG

Media Code 4 042 5316 9.00 Mid 013797-000
Keymarket Communications, Inc.
Box 100, Greenville, SC 29602. Phone 803-246-0100, Gray Court, 271-6168.

PROGRAMMING DESCRIPTION
WSSL-FM, WSSL: MUSIC: Country. NEWS: local staff. Live AIR PERSONALITIES. COMMERCIAL POLICY: 4 breaks/hr. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mike Steinhilper.
Operations Manager—Jack Melvin.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,280 ft. above average terrain.
5,000 w.; 1440 khz. Directional nights.
Operating schedule 24 hours daily. EST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES

No. 5 Eff 8/1/84—Rec'd 7/23/84.
AAA—Mon thru Sat 5:30-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm; Sun 6 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE			
	I	II	III	IV
AAA	110	100	90	80
AA	100	90	80	70
A	90	80	70	60
30 SECONDS	AAA	90	80	70
	AA	80	70	65
A	70	65	55	50

AM or FM only; Deduct 10%.
10% discount for AM or FM only.

Greenwood

Greenwood County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WCRS

1941
GREENWOOD

MOR/Beautiful



Media Code 4 242 5355 7.00 Mid 013773-000
Eaton Broadcasting Corp.
637 E. Durst Ave., Box 1247, Greenwood, SC 29648.
Phone 803-223-8553.

PROGRAMMING DESCRIPTION
WCRC: MUSIC: MOR/beautiful. Rec'd 10/25/82.

- PERSONNEL**
General Manager—W. P. Eaton, Jr.
 - FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
FM facilities: WSCZ (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC-Talknet.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

WGSW

1953
GREENWOOD

See SRDS Spot Radio Small Markets Edition. Mid 013774-000

WMTY

1973
GREENWOOD

Urban Contemporary

Media Code 4 242 5512 3.00 Mid 013775-000
United Community Enterprises, Inc.
Burnett Rd., Rte. 11, Box 98, Greenwood, SC 29646.
Phone 803-223-4300.

PROGRAMMING DESCRIPTION
WMTY: AIR PERSONALITIES handle all segments. MUSIC: Urban Contemporary; 6-9 am music, news, information, requests & local interest discussions; 9-9:30 am Tele/trading post; 9:30 am-sign-off entertainment w/ music, state, local & nat'l news, sports, weather. NEWS: studio equipped van for local news; MBS at :55; state network at 6:30, 7:30, 8:30 am, 12:05 pm, hrly 1:30-6:30 pm; local news follows. SPORTS: capsule in ea segment; wknd NASCAR auto races. FEATURES: Dick Clark National Music Survey, Dick Clark's Rock, Roll & Remember, Urban Contemporary Countdown on wknds. Contact Representative for further details. Rec'd 11/28/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Norm Wiseman.
- REPRESENTATIVES**
Dora-Clayton Agency, Inc.
- FACILITIES**
1,000 w.; 1090 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0 time only; payable 15th of month.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
Affiliated with MBS.

TIME RATES

No. 12 Eff 6/1/84—Rec'd 5/29/84.
AA—6-10 am & 3-6 pm.
A—All other times; Sun all day.

- SPOT ANNOUNCEMENTS**
- | 1 min | AA | | 30 sec | AA | |
|-------|-------|------|--------|------|---|
| | A | A | | A | A |
| 10.85 | 10.30 | 8.50 | 8.50 | 7.95 | |

- PACKAGE PLANS**
- | PER MO | 1 min | 30 sec |
|-----------------------------|--------|--------|
| 100 ti (25AM, 25PM, 50A) | 647.00 | 480.00 |
| 50 ti (8AA/AM, 8AA/PM, 34A) | 341.00 | 282.50 |
| 25 ti (4AA/AM, 4AA/PM, 17A) | 176.50 | 152.50 |

(SMD)

WSCZ (FM)

1965
GREENWOOD

Modern Country



Media Code 4 242 5538 8.00 Mid 013776-000
Eaton Broadcasting Corp.
637 E. Durst Ave., Box 1247, Greenwood, SC 29648.
Phone 803-223-8553.

PROGRAMMING DESCRIPTION
WSCZ (FM): MUSIC: Modern Country. Rec'd 4/26/84.

- PERSONNEL**
General Manager—W. P. Eaton, Jr.
- FACILITIES**
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 96.7 mhz.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Contracts: 40a.
AM facilities: WCRS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Greer

Greenville County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

WCKI

1955
GREER

See SRDS Spot Radio Small Markets Edition. Mid 013777-000

WEAB

1949
GREER

See SRDS Spot Radio Small Markets Edition. Mid 013778-000

Hampton

Hampton County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WBHC

1957
HAMPTON

See SRDS Spot Radio Small Markets Edition. Mid 013779-000

WBHC-FM

1970
HAMPTON

See SRDS Spot Radio Small Markets Edition. Mid 013780-000

Hartsville

Darlington County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WHSC

1946
HARTSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013781-000

WSDC

1972
HARTSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 032126-000

Hemingway

Williamsburg County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WKYB

1967
HEMINGWAY

See SRDS Spot Radio Small Markets Edition. Mid 013782-000

SOUTH CAROLINA

Hilton Head Island

Beaufort County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WHHQ

1983
HILTON HEAD ISLAND

See SRDS Spot Radio Small Markets Edition. Mid 030242-000

WHHR (FM)

1975
HILTON HEAD ISLAND

See SRDS Spot Radio Small Markets Edition. Mid 013783-000

Holly Hill

Orangeburg County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WKHJ

1972
HOLLY HILL

See SRDS Spot Radio Small Markets Edition. Mid 013784-000

Honea Path

Anderson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WRIX (FM)

1977
HONEA PATH

See SRDS Spot Radio Small Markets Edition. Mid 013785-000

Johnston

Edgefield County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WJES

1961
JOHNSTON

See SRDS Spot Radio Small Markets Edition. Mid 013786-000

Kershaw

Kershaw County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKSC

1961
KERSHAW

See SRDS Spot Radio Small Markets Edition. Mid 013787-000

Kingstree

Williamsburg County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WDKD

1949
KINGSTREE

See SRDS Spot Radio Small Markets Edition. Mid 013788-000

WKSP

1967
KINGSTREE

See SRDS Spot Radio Small Markets Edition. Mid 013789-000

WWKT (FM)

1966
KINGSTREE

See SRDS Spot Radio Small Markets Edition. Mid 013790-000

Lake City

Florence County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WGFG (FM)

1977
LAKE CITY

See SRDS Spot Radio Small Markets Edition. Mid 013791-000

WJOT

1950
LAKE CITY

See SRDS Spot Radio Small Markets Edition. Mid 013792-000

Lancaster

Lancaster County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WAGL

1962
LANCASTER



Media Code 4 242 6510 6.00 Mid 013793-000
Palmetto Broadcasting System, Inc.
S. Woodland Dr., Box 28, Lancaster, SC 29720. Phone 803-283-8431.
Other Office: Dave Lyle Blvd., Box 10165, Rock Hill, SC 29730.

PROGRAMMING DESCRIPTION

WAGL: Programmed for young & middle-age adults.
MUSIC: Modern Country; 20% oldies, 80% current.
NEWS: ABC at :30; Paul Harvey M-F 8:30 am & M-Sat 12:06 pm; state & local news M-Sat 7:55 am, noon & 4:55 pm. FAIRM: 5 min M-F at 12:50 pm. SPORTS: scours M-Sat at 7:06 am; ABC wknd sports Sat 10:45 am, 12:45, 2:45, 4:45 & 6:45 pm & Sun 2:45, 4:45 & 6:45 pm. FEATURES: Paul Harvey's The Rest of the Story M-F 5 pm. Rec'd 2/23/84.

1. **PERSONNEL**
Gen'l & Sales Mgr.—B. L. Phillips, Jr.
Station Manager—Ann Lattimore.

3. **FACILITIES**
50,000 w.; 1560 khz. Clear Channel.
Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**
None; all rates net to station.

5. **GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 12 Eff 9/1/84—Rec'd 10/29/84.

6. **SPOT ANNOUNCEMENTS**
WITHIN 7 DAYS

PER WK:	12 ti	18 ti	24 ti	35 ti
1 min	9.75	8.50	7.65	7.25
30 sec	6.50	5.25	4.75	4.25

CONTRACT

PER YR:	1 min	30 sec
1000x	7.25	4.25

(SMD) (D)

WLCM

1951
LANCASTER

See SRDS Spot Radio Small Markets Edition. Mid 013794-000

WPAJ (FM)

1964
LANCASTER

See SRDS Spot Radio Small Markets Edition. Mid 013795-000

Laurens

Laurens County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WLBG

1948
LAURENS

See SRDS Spot Radio Small Markets Edition. Mid 013796-000

Lexington

Lexington County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WXAX

1983
LEXINGTON

See SRDS Spot Radio Small Markets Edition. Mid 034515-000

Loris

Horry County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WVSL

1958
LORIS

See SRDS Spot Radio Small Markets Edition. Mid 013798-000

Manning

Clarendon County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WTWE (FM)

1972
MANNING

See SRDS Spot Radio Small Markets Edition. Mid 034203-000

WYMB

1957
MANNING

See SRDS Spot Radio Small Markets Edition. Mid 013799-000

Marion

Marion County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WATP

1957
MARION

See SRDS Spot Radio Small Markets Edition. Mid 013800-000

WATP-FM

1970
MARION

See SRDS Spot Radio Small Markets Edition. Mid 013801-000

Moncks Corner

Berkeley County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WLWV (FM)

1969
MONCK'S CORNER

See SRDS Spot Radio Small Markets Edition. Mid 013803-000

WMCJ

1963
MONCK'S CORNER

See SRDS Spot Radio Small Markets Edition. Mid 013802-000

Mount Pleasant

Charleston County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

See Charleston
(Including Mount Pleasant, North Charleston)

Mullins

Marion County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WCIG (FM)

1975
MULLINS

See SRDS Spot Radio Small Markets Edition. Mid 013804-000

WJAY

1949
MULLINS

See SRDS Spot Radio Small Markets Edition. Mid 013805-000

Myrtle Beach

Horry County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WJYR (FM)

1965
MYRTLE BEACH

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 242 7247 4.00 Mid 013806-000
Rawley Communications Corp.
706 21st Ave. N., Box 1497, Myrtle Beach, SC 29577.
Phone 803-448-3189.

PROGRAMMING DESCRIPTION

WJYR (FM): MUSIC: Beautiful (Schulke). NEWS: nat'l, state & local hrry; weather. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 11/10/81.

- PERSONNEL**
President—David A. Rawley, Jr.
Exec. Vice-Pres. & Gen'l Mgr.—James P. Poston.
- REPRESENTATIVES**
Hiller, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w.; 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 326 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

No. 4 Eff 1/1/84—Rec'd 3/26/84.

AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 6-10 am; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

SPOT ANNOUNCEMENTS

GRID:	CLASS AAA	I	II	III	IV	V
6 ti	36	34	32	28	24
12 ti	34	32	30	26	22
18 ti	32	30	28	24	20

6 ti	30	28	26	22	20
12 ti	28	26	24	20	18
18 ti	26	24	22	18	16

6 ti	28	26	24	20	18
12 ti	26	24	22	18	16
18 ti	24	22	20	16	14

6 ti	22	20	18	16	14
12 ti	20	18	16	14	12
18 ti	18	16	14	12	10

6 ti	16	14	12	10	8
12 ti	14	12	10	8	6
18 ti	12	10	8	6	4

Spots run on a 24 hr rotation.

PACKAGE PLANS

BULK—24 HOUR ROTATION

PER YR:	1500x	1000x	500x	250x	150x	100x
Ea	13	15	18	20	22	24

Fixed position, extra 40%. (SMD)

WKZQ-FM

1969
MYRTLE BEACH

WKZQ

(formerly WTGR)

1965
MYRTLE BEACH



Media Code 4 242 7250 8.00 Mid 013807-000
Grand Strand Broadcasting Corp.
Ocala St., Box 2389, Myrtle Beach, SC 29577. Phone 803-448-4739.

PROGRAMMING DESCRIPTION

WKZQ-FM: MUSIC: Adult Contemporary, live AFR
PERSONALITIES: 60% current, 40% gold. NEWS:
network at :60, local AM, noon & PM drive, local staff.
SPORTS: 6:45, 7:45 & 8:45 am; local weather & tide information. FEATURES: community involvement, local charities; remote unit. COMMERCIAL POLICY: 12 minutes/hr. Rec'd 2/8/84.

- PERSONNEL**
General Manager—Bill Hennechy.
Sales Manager—Delores Blount.
Program Director—Marv Clark.
- FACILITIES**
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
5,000 w.; 1520 khz.
Operating schedule: Sunrise-local sunset. EST.
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTGR.

TIME RATES

No. 12 Eff 1/1/85—Rec'd 11/19/84.
 A-1—6-10 am.
 A-2—3-7 pm.
 B—10 am-3 pm.
 C—7 pm-midnight.

7. PACKAGE PLANS

	OFF-SEASON CLASS A-1 & A-2	1 ti	50 ti	100+
1 min		31	29	27
30 sec		21	19	17
	CLASS B			
1 min		29	27	25
30 sec		19	17	15
	CLASS C			
1 min		24	22	20
30 sec		16	14	12
	ROS			
1 min		25	23	21
30 sec		17	15	13
	APRIL—AUGUST CLASS A-1			
1 min		42	38	35
30 sec		28	25	22
	CLASS B & A-2			
1 min		49	46	44
30 sec		32	30	28
	CLASS C			
1 min		36	34	31
30 sec		24	21	19
	ROS			
1 min		38	35	33
30 sec		25	22	20

Exact time, extra 4.00.

10. SPECIAL FEATURES

NEWS
 Minimum 13 wk contract—1 min, extra 4.00.
 ALL NIGHT SHOW—MIDNIGHT-6 AM
 1 min 12.50, 30 sec 7.50.

WMBY

1948
 MYRTLE BEACH

Mid 013808-000
 See SRDS Spot Radio Small Markets Edition.

WYAK

1980
 SURFSIDE BEACH-GARDEN CITY

WYAK-FM

1977
 SURFSIDE BEACH-GARDEN CITY

Mid 013833-000
 See listing under city of license.

Newberry

Newberry County—Map Location C-5
 See SRDS Consumer market map and data at beginning of the state.

WKDK

1946
 NEWBERRY

Mid 013810-000
 See SRDS Spot Radio Small Markets Edition.

WKMG

1968
 NEWBERRY

Mid 013811-000
 See SRDS Spot Radio Small Markets Edition.

North Augusta

Aiken County—Map Location C-6
 See SRDS Consumer market map and data at beginning of the state.

See Augusta, Ga.
 (including North Augusta, S.C.)

North Charleston

Charleston County—Map Location F-7
 See SRDS Consumer market map and data at beginning of the state.

See Charleston
 (including North Charleston)

North Myrtle Beach

Horry County—Map Location G-5
 See SRDS Consumer market map and data at beginning of the state.

WGSN

1983
 NORTH MYRTLE BEACH

Dora-Clayton Agency, Inc.
 ADVERTISING REPRESENTATIVES



Media Code 4 242 7616 0.00 Mid 029079-000
 Ogden Broadcasting of South Carolina, Inc.
 429 Pine Ave., Box 4059, North Myrtle Beach, SC 29582.
 Phone 803-249-3441.

PROGRAMMING DESCRIPTION
 WGSN: MUSIC: Country with emphasis on Current Hits & popular Oldies. NEWS: local hrly. network at :30. Contact Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
 President—G. Ogden Nutting.
 Vice-President—R. David Ridgeway.
 General Manager—Matthew S. Sedota.
- REPRESENTATIVES**
 Dora-Clayton Agency, Inc.
- FACILITIES**
 500 w.; 900 khz.
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 FM facilities: WNMB (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with Satellite Music Network.

TIME RATES

No. 103 Eff 7/1/84—Rec'd 6/25/84.
 Preferred—6-10 am & 3-7 pm.
 Midday—10 am-3 pm.
 BTA—6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	Pref 9.40 7.40	Mid 8.40 7.50
19 ti	6.70 6.70	7.70 7.00
36 ti	8.00 6.00	7.00 6.60
50+	7.50 5.50	6.50 6.20

Exact times, extra 2.00. (SMD)

WNMB (FM)

1972
 NORTH MYRTLE BEACH

Dora-Clayton Agency, Inc.
 ADVERTISING REPRESENTATIVES



Media Code 4 242 7632 7.00 Mid 013812-000
 Ogden Broadcasting of South Carolina, Inc.
 429 Pine Ave., Box 4059, North Myrtle Beach, SC 29582.
 Phone 803-249-3441.

PROGRAMMING DESCRIPTION
 WNMB (FM): Adult Contemporary with emphasis on community involvement, local news & AIR PERSONALITIES. FEATURES: local music surveys; all request nights; Billy Smith's Beach Party Sat PM; RKO's Night-time America & Solid Gold Saturday Night; various major promotions throughout yr. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
 President—G. Ogden Nutting.
 Vice-President—R. David Ridgeway.
 General Manager—Matthew S. Sedota.
- REPRESENTATIVES**
 Dora-Clayton Agency, Inc.
- FACILITIES**
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WGSN.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 3/1/85—Rec'd 1/29/85.
 AM drive—6-10 am.
 Midday—10 am-3 pm.
 PM drive—3-7 pm.
 Evening—7 pm-midnight.
 BTA—6 am-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AMD	29 27	25 24
Mid	28 26	23 23
PMD	32 29	27 25
Eve	22 20	19 18
BTA	27 24	21 22

Specified times, extra 4.25. (SMD)

Orangeburg

Orangeburg County—Map Location E-6
 See SRDS Consumer market map and data at beginning of the state.

WDIX

1946
 ORANGEBURG

Mid 013813-000
 See SRDS Spot Radio Small Markets Edition.

WIGL (FM)

1967
 ORANGEBURG

Media Code 4 242 7648 3.00 Mid 013815-000
 Keymarket Communications of Columbia, Inc.
 Box 5106, Columbia, SC 29250. Phone 803-534-4461.

PROGRAMMING DESCRIPTION
 WIGL (FM): MUSIC: Contemporary Country. NEWS: local staff w/meteorologist; network news; network commentator 3x/day. Contact Representative for further details. Rec'd 7/30/82.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Tom Love.
 Program Director—Dave Hayes.
 Vice-Pres. & Sales Mgr.—Scott Davis.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WDIX.
 Affiliated with ABC Entertainment Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (SMD)(D)

WKSD

1946
 ORANGEBURG

Mid 013816-000
 See SRDS Spot Radio Small Markets Edition.

WORG

1958
 ORANGEBURG

Mid 013814-000
 See SRDS Spot Radio Small Markets Edition.

WORG-FM

1973
 ORANGEBURG

Mid 033454-000
 See SRDS Spot Radio Small Markets Edition.

WQKI

1975
 ST. MATTHEWS

Mid 013824-000
 Mailing Address: Box 1742, Orangeburg, SC 29115.
 See listing under city of license.

Pageland

Chester County—Map Location F-4
 See SRDS Consumer market map and data at beginning of the state.

WCPL

1975
 PAGELAND

WCPL-FM

1975
 PAGELAND

Mid 013817-000
 See SRDS Spot Radio Small Markets Edition.

Pickens

Pickens County—Map Location B-4
 See SRDS Consumer market map and data at beginning of the state.

WPKZ

1967
 PICKENS

Mid 013818-000
 See SRDS Spot Radio Small Markets Edition.

Ridgeland

Jasper County—Map Location D-8
 See SRDS Consumer market map and data at beginning of the state.

WJMR

1964
 RIDGELAND

Mid 013819-000
 See SRDS Spot Radio Small Markets Edition.

Rock Hill

York County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

WAGL

1962
 LANCASTER



(This is a paid duplicate of the listing under Lancaster, South Carolina.)

Media Code 4 242 6510 6.00 Mid 013793-000
 Palmetto Broadcasting System, Inc.
 S. Woodland Dr., Box 28, Lancaster, SC 29720. Phone 803-283-8431.

Other Office: Dave Lyle Blvd., Box 10165, Rock Hill, SC 29730.

PROGRAMMING DESCRIPTION
 WAGL: Programmed for young & middle-age adults. MUSIC: Modern Country; 20% oldies, 80% current. NEWS: ABC at :30; Paul Harvey M-F 8:30 am & M-Sat 12:06 pm; state & local news M-Sat 7:55 am, noon & 4:55 pm. FARM: 5 min M-F at 12:50 pm. SPORTS: scours M-Sat at 7:06 am; ABC wknd sports Sat 10:45 am, 12:45, 2:45, 4:45 & 6:45 pm & Sun 2:45, 4:45 & 6:45 pm. FEATURES: Paul Harvey's The Rest of the Story M-F 5 pm. Rec'd 2/23/84.

- PERSONNEL**
 Gen'l & Sales Mgr.—B. L. Phillips, Jr.
 Station Manager—Ann Lattimore.
- FACILITIES**
 50,000 w.; 1560 khz. Clear Channel.
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 12 Eff 9/1/84—Rec'd 10/29/84.

	12 ti	18 ti	24 ti	35 ti
PER WK:				
1 min	9.75	8.50	7.65	7.25
30 sec	6.50	5.25	4.75	4.25
	CONTRACT			
PER YR:				
1000x	7.25	4.25		

(SMD) (D)

WRHI

1944
 ROCK HILL



Media Code 4 242 7980 0.00 Mid 013820-000
 Our Three Sons, Ltd. Partnership
 142 N. Confederate St., Box 429, Rock Hill, SC 29730.
 Phone 803-327-2085.

PROGRAMMING DESCRIPTION
 WRHI: MUSIC: Adult Contemporary with Oldies; Top 30 Countdown Sat afternoon & Sun eve; Oldies show Sat 7 pm-12M, Sun 1-5 pm & 5-7 pm. NEWS: CBS network & local hrly; state & local 8x/day during drivetimes. TALK: NBC Talknet M-F 7 pm-12M. SPORTS: network 6x/day; updates hrly; college basketball; local high school football & basketball; World Series; pro & area football. FEATURES: community activities w/ky organizations & fund raisers. Rec'd 10/18/84.

- PERSONNEL**
 General Manager—Allan M. Miller.
 Operations Manager—Dave Arnold.
- FACILITIES**
 1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
 Operating schedule: 5-12:10 am. EST.
- AGENCY COMMISSION**
 15%.
- GENERAL ADVERTISING** See coded regulations
 Contracts: 40a.
 Comb.; Cont. Discounts: 60a.
 Affiliated with KBS.
 Affiliated with CBS Radio Network.
 Affiliated with NBC—Talknet.

TIME RATES

No. 7 Eff 7/1/83—Rec'd 7/28/83.

	1 ti	13 ti	26 ti	38-50
PER WK:				
1 min	9.75	8.85	7.75	6.90
30 sec	8.50	7.50	6.75	5.75
50+ ti, 1 min	6.50	5.25		
	ROS			
1 min	8.40	7.25	6.40	5.75
30 sec	7.00	6.00	5.25	4.50
50+ ti, 1 min	5.25	3.00	4.00	
	YRLY CONTRACT:			
1 min	6.25	5.60	4.85	
30 sec	4.90	4.40	3.80	

(CR)

SOUTH CAROLINA

Rock Hill—cont

WTYC

1948
ROCK HILL



Media Code 4 242 8085 7.00 Mid 013821-000
Tri-County Broadcasting Co., Inc.
Box 1091, 456 Pineview Rd., Rock Hill, SC 29730. Phone
803-366-4148.

PROGRAMMING DESCRIPTION
WTYC: MUSIC: Contemporary Country blend. NEWS:
network at :60 & :30; nat'l, state & local. SPORTS: 5x/day
M-F, 4x/day Sat, 2x/day Sun. Country news 2x/day M-
Sat. AMA & Health line reports M-F. Personality wknds.
Highly community oriented with local community affairs
programs daily. Contact Representative for further details.
Rec'd 9/24/84.

- PERSONNEL**
Gen'l & Sales Mgr.—E. L. (Ted) Burwell.
Operations Manager—Rico Craft.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1150 khz. Non-directional.
500 w. Pre-sunrise; 500 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 26,
28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 14B Eft 1/1/84—Rec'd 2/23/84.

- SPOT ANNOUNCEMENTS**
1 min 6.47 6.17 5.88 5.29
30 sec 5.29 5.00 4.41 4.11
Guaranteed time, extra .50.

St. George

Dorchester County—Map Location E-7
See SRDS Consumer market map and data at beginning of
the state.

WKQB (FM)

1971
ST. GEORGE

See SRDS Spot Radio Small Markets Edition. Mid 013822-000

WQIZ

1962
ST. GEORGE

See SRDS Spot Radio Small Markets Edition. Mid 013823-000

St. Matthews

Calhoun County—Map Location E-6
See SRDS Consumer market map and data at beginning of
the state.

WQKI

1975
ST. MATTHEWS

Media Code 4 242 8242 4.00 Mid 013824-000
Radio Four Broadcasting
Box 777, St. Matthews, SC 29135. Phone 803-874-2777,
534-2777.
Mailing Address: Box 1742, Orangeburg, SC 29115.

PROGRAMMING DESCRIPTION
WQKI: MUSIC: M-Sat sign-on-10 am Urban Contemporary;
M-Sat 10 am sign-off & Sun 2 pm sign-off Black; Sun
sign-on-2 pm black gospel programming. NEWS: AP radio
network; full-time director; nat'l and/or reg'l newscasts at
:60. SPORTS: 5x/day. Contact Representative for further
details. Rec'd 1/2/85.

- PERSONNEL**
General Manager—Bob Newsham.
 - REPRESENTATIVES**
Dora-Clayton Agency, Inc.
New England Spot Sales, Inc.
 - FACILITIES**
1,000 w.; 710 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eft—Rec'd 1/2/85.
Drive—6-9 am & 2:30-7 pm.

6. SPOT ANNOUNCEMENTS

PER Wk: *Thurs-Fri-Sat — Drive —
2 ti 11 ti 21+ 2 ti 11 ti 21+
1 min 6.50 6.25 6.00 6.75 6.50 6.25
30 sec 5.50 5.25 5.00 6.00 5.75 5.50
4+ DAYS, ROTATING: 5 ti 11 ti 21+
1 min 6.50 6.00 5.75
30 sec 5.50 5.25 5.00

10. SPECIAL FEATURES

5-min newscast, incl open & close plus 1 1-min & 1 30-
sec spot, ea 8.00.
2-1/2-min agricultural weather, incl 30-sec spot, ea 7.00.
Religious programs—15 min 25.00.

(SMD)(CR-2)

Seneca

Oconee County—Map Location A-4
See SRDS Consumer market map and data at beginning of
the state.

WBFM (FM)

1953
SENECA

See SRDS Spot Radio Small Markets Edition. Mid 013825-000

WSNW

1949
SENECA

See SRDS Spot Radio Small Markets Edition. Mid 013826-000

Spartanburg

Spartanburg County—Map Location C-4
See SRDS Consumer market map and data at beginning of
the state.

See Greenville-Spartanburg

Summerville

Dorchester County—Map Location F-7
See SRDS Consumer market map and data at beginning of
the state.

WAZS

1962
SUMMERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013827-000

WWWZ (FM)

1974
SUMMERVILLE

Media Code 4 242 8767 0.00 Mid 013828-000
Millennium Communications of Charleston, SC, Inc.
Box 30669, Charleston, SC 29407. Phone 803-556-9132.
PROGRAMMING DESCRIPTION
WWWZ (FM): Programmed to appeal to 12-49. All live.
MUSIC: Urban Contemporary. NEWS: local & network.
COMMERCIAL POLICY: 14 min. Contact Representative
for further details. Rec'd 7/2/84.

- PERSONNEL**
Pres./Gen'l Mgr.—Clifford E. Fletcher.
Vice-Pres./Gen'l Sls. Mgr.—Dean H. Mutter.
- REPRESENTATIVES**
Hillier, Newark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Sheridan Broadcasting Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D)

Sumter

Sumter County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

WDXY

1960
SUMTER

Media Code 4 242 8820 7.00 Mid 013829-000
Bailey & Reich
Box 1269, 814 Boulevard Rd., Sumter, SC 29150. Phone
803-775-2321.

- REPRESENTATIVES**
Southern Spot Sales, Inc.
1 min rate 1x: 11.00.

WFIG

1940
SUMTER

Modern Country

Media Code 4 242 8925 4.00 Mid 013830-000
Gamecock City Broadcasting, Inc.
Drawer 38, Bradham Blvd., Sumter, SC 29150. Phone
803-495-2575.

PROGRAMMING DESCRIPTION
WFIG: MUSIC: Modern country. NEWS: network at :60,
local & state news, sports & weather at :30. Local high
school & college football. FARM: 6-7 am & noon-1 pm.
Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
Manager—Dan Mellette.
Sales Manager—Steve Patterson.
- REPRESENTATIVES**
T-N Spot Sales (Agriculture only).
- FACILITIES**
1,000 w.; 1290 khz. Directional nights.
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d,
15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c,
25c, 26, 27, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 60j,
61a, 61b, 62d, 62e.
Cancellation: 71b, 72, 73a, 73b.
Prod. Services: 80, 81.
FM facilities: WWDW (FM)
Affiliated with MBS.
Affiliated with TRN Farm News Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WSSC

1953
SUMTER



Media Code 4 242 9030 2.00 Mid 013831-000
Mid-Carolina Communications, Inc.
201 Oswego Rd., Box 1468, Sumter, SC 29150. Phone
803-778-2355.
Rates have been temporarily withdrawn by station.

WWDW (FM)

1961
SUMTER

Media Code 4 242 9082 3.00 Mid 013832-000
Gamecock City Broadcasting, Inc.
Drawer 38, Bradham Blvd., Sumter, SC 29150. Phone
803-495-2558.

PROGRAMMING DESCRIPTION
WWDW (FM): MUSIC: Urban Contemporary concentrating
on latest LP's & 45's, plus top oldies programmed every
hr. NEWS: local & nat'l at :20 & :50. SPORTS: local 4x/
daily. Contact Representative for further details. Rec'd
11/20/84.

- PERSONNEL**
Program Director—Marva Mays.
Sales Manager—Steve Petterson.
- REPRESENTATIVES**
Hillier, Newark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w.; 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,322 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d,
15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c,
25c, 27, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 60j,
61a, 61b, 62d, 62e.
Cancellations: 71b, 72, 73a, 73b.
Prod. Services: 80, 81.
AM facilities: WFIG.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Surfside Beach-Garden City

Horry County—Map Location G-5
See SRDS Consumer market map and data at beginning of
the state.

WYAK

1980
SURFSIDE BEACH-GARDEN CITY

WYAK-FM

Media Code 4 242 9107 8.00 Mid 013833-000
Lower Grand Strand Broadcasting Co., Inc.
Box A, Hwy. 544, Surfside Beach, SC 29577. Phone 803-
651-7936.

- PROGRAMMING DESCRIPTION**
WYAK/WYAK-FM: MUSIC: Country. Rec'd 6/25/84.
- PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Johnson.
 - FACILITIES**
5,000 w.; 1270 khz. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 297 ft. above average terrain.
Simulcast sunrise-local sunset.
 - AGENCY COMMISSION**
None; all rates net to station.

TIME RATES

Eft—Rec'd 12/27/84.

- SPOT ANNOUNCEMENTS**
JANUARY—MARCH/SEPTEMBER—DECEMBER
PER WK: 1 min 100+ 1 ti 50 ti 100+ 1 ti 50 ti 100+
6-10 am 26 24 22 17 15 13
10 am-3 pm 24 22 20 15 13 11
3-8 pm 26 24 22 17 15 13
8 pm-midnight 15 13 11 11 9 7
ROS 21 19 17 16 14 12
- SUMMER 85—APRIL—AUGUST
- | | | | | | | |
|-------------------|----|----|----|----|----|----|
| 6-10 am | 34 | 31 | 28 | 25 | 23 | 21 |
| 10 am-3 pm | 36 | 33 | 30 | 27 | 25 | 23 |
| 3-8 pm | 36 | 33 | 30 | 27 | 25 | 23 |
| 8 pm-midnight | 20 | 18 | 16 | 14 | 12 | 10 |
| ROS 11/10 am-8 pm | 27 | 25 | 23 | 21 | 19 | 17 |
| midnight | 25 | 23 | 21 | 19 | 17 | 15 |
- ANNUAL CONTRACT DISCOUNT 1 min 30 sec
Ea 18 13

- SPECIAL FEATURES**
NEWS & SPORTS SPONSORSHIPS 1 min 30 sec
Open & Close Identification 21 15
Minimum 3 months. (SMD)(CR)

Travelers Rest

Greenville County—Map Location B-3
See SRDS Consumer market map and data at beginning of
the state.

WBBR

1964
TRAVELERS REST

See SRDS Spot Radio Small Markets Edition. Mid 013834-000

Union

Union County—Map Location C-4
See SRDS Consumer market map and data at beginning of
the state.

WBCU

1940
UNION

See SRDS Spot Radio Small Markets Edition. Mid 013835-000

Walhalla

Oconee County—Map Location A-4
See SRDS Consumer market map and data at beginning of
the state.

WGOG

1959
WALHALLA

See SRDS Spot Radio Small Markets Edition. Mid 013836-000

Walterboro

Colleton County—Map Location E-8
See SRDS Consumer market map and data at beginning of
the state.

WALD

1947
WALTERBORO

See SRDS Spot Radio Small Markets Edition. Mid 013837-000

WALD-FM

1968
WALTERBORO

Mid 013838-000

See SRDS Spot Radio Small Markets Edition.

West Columbia

Lexington County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

See Columbia

(including Cayce, West Columbia)

Winnsboro

Fairfield County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WCKM

1961
WINNSBORO

Mid 013839-000

See SRDS Spot Radio Small Markets Edition.

Woodruff

Spartanburg County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WSJW

1967
WOODRUFF

Mid 013840-000

See SRDS Spot Radio Small Markets Edition.

York

York County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

WBZK

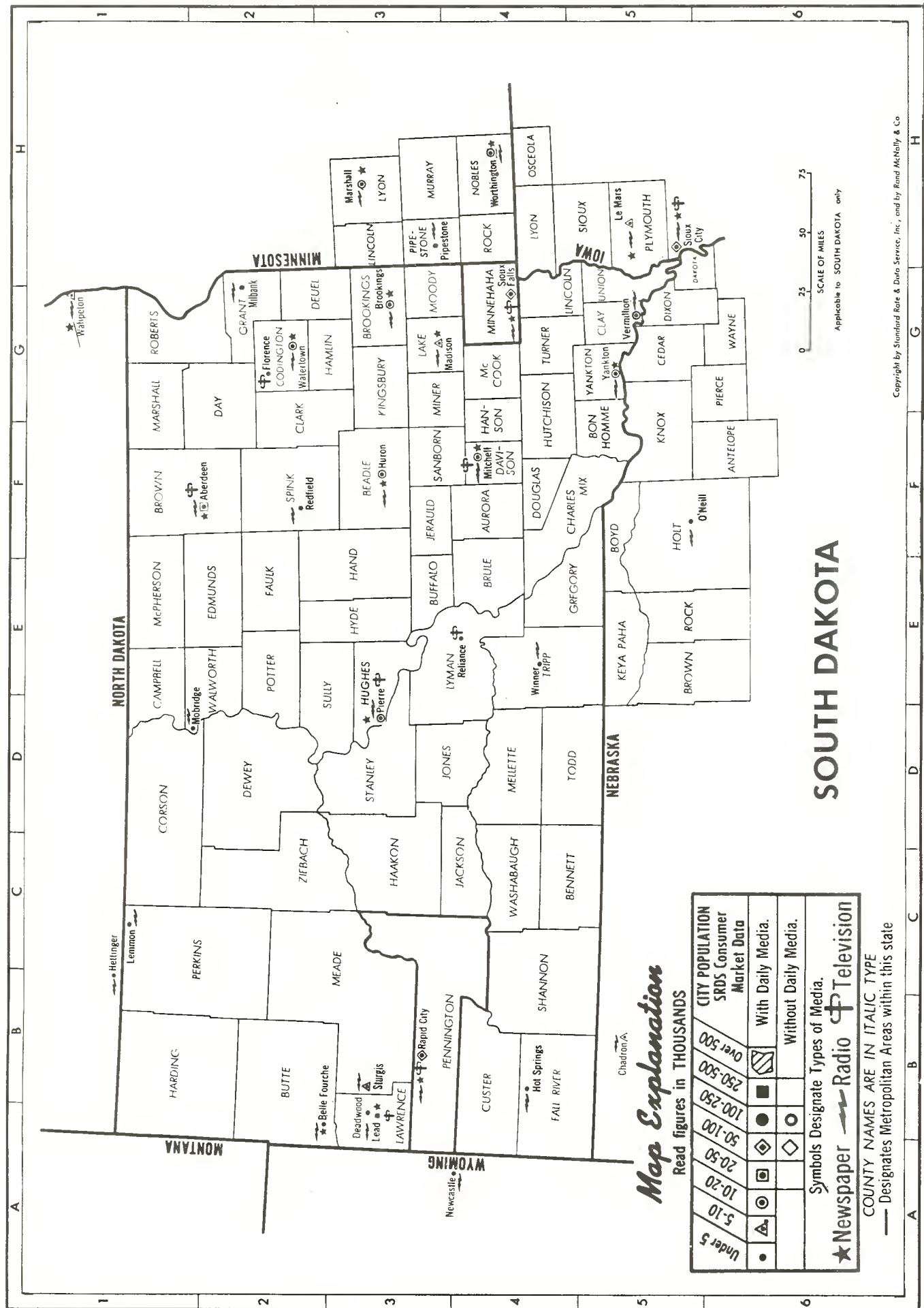
1956
YORK

Mid 013724-000

See SRDS Spot Radio Small Markets Edition.

SOUTH DAKOTA

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Rapid City—Pennington Sioux Falls—Minnehaha

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					—Total Retail Sales—		Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)		
			Per Household (\$000)	% Distribution of Households				Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				14999	15000	35000	50000				General Mdae. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
SOUTH DAKOTA STATE TOTALS	702.2	249.01	5,545,285	22,269	38.6	41.7	12.3	7.1	3,327,894	13,364	740,521	120,044	507,191	154,062	158,238	561,345	297,393	453.70	2.0	4.23
AURORA F-4	3.4	1.19	17,714	14,886	59.2	34.0	3.6	2.4	13,577	11,409	3,162	543	2,251	595	550	2,265	1,235	2.30		.01
BEADLE F-3	18.9	7.30	165,401	22,658	39.9	40.2	13.3	6.6	99,574	13,640	22,052	3,552	15,040	4,635	4,806	16,815	8,882	12.71		.04
BENNETT C-4	3.1	.99	16,139	16,302	58.0	32.0	6.4	3.6	11,755	11,874	2,712	480	1,915	522	494	1,966	1,066	1.79		.02
BON HOMME F-5	7.6	2.71	49,193	18,152	49.4	38.5	8.2	3.8	34,271	12,646	7,757	1,286	5,392	1,556	1,541	5,757	3,083	5.06		.02
BROOKINGS G-3	25.3	8.48	186,419	21,983	39.8	41.7	12.1	6.4	114,318	13,481	25,404	4,111	17,379	5,300	5,459	19,289	10,211	15.77		.06
BROWN F-1	37.1	13.56	334,383	24,660	34.1	43.9	14.1	7.8	188,686	13,930	41,583	6,645	28,212	8,850	9,283	31,942	16,809	23.59		.12
BRULE E-4	5.0	1.81	29,661	16,387	53.2	37.2	7.4	2.2	22,006	12,158	5,041	848	3,539	949	885	3,686	1,989	3.38		.02
BUFFALO E-3	1.8	.46	5,988	13,017	64.3	31.8	3.5	.4	5,097	11,080	1,203	210	865	220	196	847	466	.69		.01
BUTTE B-2	8.7	3.21	73,417	22,871	40.4	41.9	11.3	6.3	43,248	13,473	9,605	1,553	6,567	2,007	2,069	7,298	3,862	6.15		.32
CAMPBELL E-1	2.0	.74	10,481	14,164	62.0	33.5	3.1	1.4	8,403	11,355	1,961	337	1,398	368	338	1,401	765	1.45		.01
CHARLES MIX F-5	9.6	3.23	55,388	17,148	53.1	38.3	7.4	3.2	39,348	12,182	9,006	1,514	6,319	1,793	1,702	6,592	3,556	5.76		.02
CLARK G-2	4.7	1.79	28,337	15,831	57.0	34.8	5.1	3.0	21,313	11,907	4,912	833	3,467	947	899	3,564	1,931	3.44		.01
CLAY G-5	14.1	4.65	101,948	21,924	42.9	36.5	13.7	6.8	62,104	13,356	13,832	2,245	9,481	2,872	2,945	10,473	5,552	8.21		.06
CODINGTON G-2	21.7	8.06	184,887	22,939	37.1	44.4	11.7	6.2	109,023	13,526	24,204	3,912	16,544	5,060	5,222	18,400	9,734	14.48		.04
CORSON D-1	5.3	1.50	26,220	17,480	51.1	30.1	7.8	5.9	17,736	11,824	4,033	672	2,814	801	795	2,976	1,598	2.73		.02
CUSTER B-4	6.4	2.27	48,402	21,322	37.8	46.6	12.0	3.6	30,528	13,448	6,787	1,099	4,645	1,415	1,455	5,150	2,727	4.54		.04
DAVISON F-4	18.2	6.86	144,439	21,055	42.6	42.7	10.5	4.2	90,192	13,148	20,186	3,297	13,895	4,148	4,210	15,193	8,078	11.79		.04
DAY G-2	7.9	2.94	54,620	18,578	49.1	38.9	7.8	3.9	36,630	12,459	8,320	1,385	5,800	1,656	1,628	6,148	3,300	5.26		.02
DEUEL G-2	5.2	1.85	34,703	18,758	49.6	37.0	9.0	4.4	23,323	12,607	5,285	877	3,676	1,057	1,045	3,917	2,099	3.71		.01
DEWEY D-2	5.6	1.60	27,528	17,205	53.3	38.2	5.0	3.5	18,811	11,757	4,352	741	3,081	832	782	3,143	1,707	2.70		.02
DOUGLAS F-4	4.0	1.39	19,060	13,712	63.6	31.1	3.7	1.6	15,647	11,257	3,667	634	2,623	681	619	2,606	1,427	2.70		.01
EDMUNDS E-2	5.0	1.75	30,002	17,144	52.6	37.1	5.4	4.3	20,976	11,986	4,815	812	3,387	936	898	3,512	1,898	3.30		.01
FALL RIVER B-4	8.4	3.04	70,922	23,330	37.4	41.7	13.4	7.0	41,858	13,769	9,234	1,480	6,276	1,957	2,044	7,075	3,728	5.44		.12
FAULK E-2	3.1	1.15	17,285	15,030	58.3	32.3	5.4	2.4	13,208	11,485	3,063	523	2,173	592	544	2,206	1,200	2.19		.01
GRANT G-2	9.2	3.27	67,227	20,559	40.5	44.4	10.5	4.4	42,860	13,107	9,595	1,568	6,606	1,971	1,999	7,219	3,839	6.06		.01
GREGORY E-4	5.8	2.17	33,220	15,309	61.3	30.4	4.2	3.8	25,033	11,536	5,814	995	4,129	1,101	1,026	4,178	2,275	4.06		.01
HAakon C-3	2.8	.98	16,775	17,117	47.7	42.9	5.4	2.8	11,774	12,014	2,695	453	1,890	527	509	1,973	1,064	2.03		.01
HAMLIN G-3	5.2	1.88	32,877	17,488	53.3	35.4	7.6	3.7	22,959	12,212	5,246	880	3,676	1,030	999	3,848	2,073	3.47		.01
HAND E-3	4.7	1.69	27,862	16,486	56.6	32.6	5.8	4.5	20,426	12,086	4,682	788	3,289	913	879	3,421	1,847	3.31		.02
HANSON F-4	3.4	1.15	17,084	14,856	56.8	36.3	3.9	2.3	13,368	11,624	3,095	528	2,193	590	584	2,233	1,214	2.22		.01
HARDING B-1	1.6	.57	12,239	21,472	39.4	41.7	11.8	7.2	7,649	13,419	1,701	276	1,164	354	364	1,290	683	1.18		.01
HUGHES E-3	15.3	5.65	166,657	29,497	38.8	43.5	20.4	12.1	85,275	15,093	18,366	2,846	12,212	4,091	4,466	14,494	7,525	10.18		.09
HUTCHINSON F-4	9.0	3.32	54,007	16,267	56.1	34.8	6.0	3.2	39,673	11,950	9,130	1,545	6,435	1,765	1,682	6,637	3,593	6.06		.02
HYDE E-3	1.9	.69	12,090	17,522	50.7	36.5	5.5	5.1	8,231	11,929	1,883	316	1,321	369	357	1,379	744	1.33		.01
JACKSON C-4	3.7	1.08	20,247	18,747	48.3	38.1	6.1	4.1	12,854	11,902	2,932	491	2,051	578	563	2,155	1,160	2.00		.04
JERAULD F-3	2.8	1.03	18,025	17,500	53.3	38.4	4.9	3.4	12,380	12,019	2,848	482	2,006	551	526	2,071	1,121	1.88		.01
JONES D-3	1.3	.51	8,457	16,582	32.0	37.7	9.1	3.2	5,192	10,180	1,162	190	800	239	242	875	465	1.04		.01
KINGSBURY G-3	6.3	2.41	39,810	16,519	54.7	37.4	5.9	1.9	28,792	11,947	6,629	1,122	4,674	1,281	1,219	4,816	2,608	4.46		.02
LAKE G-3	10.3	3.82	71,713	18,773	47.8	40.3	8.4	3.5	47,986	12,562	10,880	1,807	7,573	2,174	2,145	8,058	4,320	6.82		.03
LAWRENCE A-3	18.6	6.91	164,036	23,739	35.8	42.2	14.6	7.4	96,420	13,954	21,224	3,391	14,398	4,518	4,741	16,306	8,580	11.90		.20
LINCOLN G-4	14.8	5.13	115,045	22,426	37.7	44.6	11.2	6.5	69,813	13,609	15,472	2,495	10,560	3,247	3,362	11,787	6,229	10.13		.03
LYMAN E-4	3.8	1.25	22,015	17,612	47.1	34.0	6.4	4.1	14,088	11,270	3,212	537	2,246	634	618	2,363	1,271	2.40		.02
MC COOK G-4	6.1	2.18	38,549	17,683	52.0	37.7	7.2	3.2	26,862	12,322	6,127	1,026	4,287	1,208	1,176	4,504	2,424	4.12		.01
MC PHERSON E-1	3.6	1.37	21,563	15,739	56.2	34.1	5.8	2.7	16,096	11,749	3,710	629	2,618	715	679	2,692	1,458	2.46		.01
MARSHALL G-1	5.2	1.92	38,879	20,249	48.3	37.5	8.6	5.6	24,173	12,590	5,475	908	3,808	1,096	1,085	4,060	2,175	3.61		.01
MEADE B-3	22.0	6.86	174,670	25,462	30.7	45.3	15.1	9.0	97,788	14,255	21,402	3,393	14,443	4,611	4,891	16,559	8,683	13.29		.31
MELLETTE D-4	2.2	.68	9,610	14,132	54.4	30.6	4.7	2.9	7,435	10,934	1,718	332	1,215	329	311	1,243	674	1.23		.01
MINER G-3	3.5	1.30	18,626	14,328	63.8	27.1	5.4	2.6	14,881	11,447	3,458	592	2,457	624	608	2,484	1,353	2.52		.01
MINNEHAHA G-4	115.7	42.80	1,109,800	25,930	31.4	44.7	15.2	8.7	612,323	14,307	133,868	21,188	90,252	28,910	30,726	103,716	54,345	76.40		.50
Sioux Falls	84.7	32.48	849,765	26,163					464,009	14,286	101,486	16,072	68,446	21,897	23,255	78,587	41,189	55.44		.37
Sioux Falls Metro Area	115.7	42.80	1,109,800	25,930	30.7	45.9	15.1	8.2	612,323	14,307	133,868	21,188	90,252	28,910	30,726	103,716	54,345	76.40		.50
MOODY G-3	6.4	2.29	49,318	21,536	44.1															

SOUTH DAKOTA

SOUTH DAKOTA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

GREAT AMERICAN AG NETWORK, THE SOUTH DAKOTA GROUP



Mid 035513-002
214 W. Pleasant Dr., Box 1197, Pierre, SD 57501. Phone 605-224-9911.

Comprised of Interconnected Station by Satellite
KSDN—Aberdeen KMSD—Milbank
KBFS—Belle Fourche KMIT (FM)—Mitchell
KVA—Brookings KGF—Pierre
KDSJ—Deadwood KTOQ—Rapid City
KOBH—Hot Springs KYKC—Sioux Falls
KJVV—Huron KLSC—Watertown
See listing under Regional Radio Networks and Groups.

(CR-2)

Aberdeen

Brown County—Map Location F-1
See SRDS Consumer market map and data at beginning of the state.

KGIM

1982
ABERDEEN



Media Code 4 243 0787 4.00 Mid 027297-000
Alrox Inc.
349 Berkshire Plaza, Box 306, Aberdeen, SD 57401.
Phone 605-229-3632.

PROGRAMMING DESCRIPTION

KGIM: Programmed for general adult interest. MUSIC: country. AIF PERSONALITIES handle all segments. NEWS: network at :30 hly Sun-Sat; local news staff at :05 & :30 hly Sun-Sat; weather 4x/hr Sun-Sat. FARM: farm & ranch, livestock, grain, commodities at :20 M-F 15x/day; agricultural weather 12x/day Sun-Sat. SPORTS: at :34 Sun-Sat 8x/day. Rec'd 9/26/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—Allen D. Rau.
Sales Manager—John Schwan.
Farm & Ranch Director—Paul McDonald.

3. FACILITIES
1,000 w.; 1420 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; payable 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 23c, 24b, 25c, 28c, 30.
Contracts: 40a, 43, 44a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff—Rec'd 1/30/84.
AAA—6-10 am, noon-1 pm & 4-6 pm.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	75 ti	100 ti
AAA	18.75	18.00	17.25	16.50
BTA	15.75	15.00	14.25	13.50
30 SECONDS				
AAA	15.75	15.00	14.25	13.50
BTA	12.75	12.00	11.25	10.50

Fixed, extra 1.50.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

FARM LISTENERS! #1 AQH SHARES 6A-7P 6A-MID

1983 ARBITRON COUNTY COVERAGE
REPORT BROWN COUNTY

LARGEST FARM DEPARTMENT
LARGEST NEWS STAFF



KKAA



1974
ABERDEEN



NRBA

Media Code 4 243 0875 7.00 Mid 013843-000
Sunset Communications Corp.
Box 1770, Aberdeen, SD 57401. Phone 605-229-1560.

PROGRAMMING DESCRIPTION

KKAA: MUSIC: Modern country. NEWS: network, major local & reg'l news blocks AM, noon & late afternoon; news at :60; news director. FARM: agribusiness news early morning & noon, plus grain & livestock markets. Farm director. SPORTS: pro football, world series. Contact Representative for further details. Rec'd 12/21/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—David S. Laustsen.
Farm Director—Roland Walters.
Commercial Manager—Jean Laustsen.

2. REPRESENTATIVES
Weiss & Powell, Inc.
Minneapolis—Paul J. Ewing Company.
Canada—Broadcast Representatives Canada Ltd.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1560 khz. Directional—separate patterns day & night.
Operating schedule: Mon-Thurs 5:30-1 am; Fri-Sat 24 hours; Sun sign-off midnight.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Satellite Music Network.

TIME RATES
Eff 8/15/83—Rec'd 8/26/83.

AA—Mon thru Sat 5-10 am, 11:30 am-1 pm & 3-7 pm.
AB—Mon thru Sat 10-11:30 am, 1-3 pm & after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

AA	1x	13x	26x	52x	156x	312x	520x
1 min	35	33	31	29	27	26	24
30 sec	25	23	22	21	20	19	18
AB							
1 min	31	29	28	26	25	24	22
30 sec	23	22	21	20	19	18	17

10. SPECIAL FEATURES
Farm—Mon thru Sat 5-7 am & 11:30 am-1 pm plus :20 after & :20 before M-Sat 5 am-7 pm, guaranteed within/adjacent to farm feature, flat 37.00; 30-sec 28.00. (A)

KQAA (FM)



1979
ABERDEEN

Contemporary

Media Code 4 243 0962 3.00 Mid 013844-000
Sunset Communications Corp.
3980 S. Dakota St., Aberdeen, SD 57401. Phone 605-229-1560, Sales, 226-0950.

PROGRAMMING DESCRIPTION

KQAA (FM): Programmed for adult 18-49. MUSIC: contemporary. NEWS: hourly local & national. COMMERCIAL POLICY: maximum 8 min per hr during regular music periods. Contact Representative for further details. Rec'd 6/30/83.

1. PERSONNEL
Commercial Manager—Jean Laustsen.
Vice-Pres./Broadcast Oper.—David Laustsen.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Paul J. Ewing Company.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,283 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Satellite Music Network.

TIME RATES

No. 2 Eff 9/1/81—Rec'd 11/30/81.

6. SPOT ANNOUNCEMENTS

(*)	1x	13x	26x	52x	156x	312x	520x
1 min	19.50	18.40	15.00	13.80	13.25	12.75	12.00
30 sec	11.20	10.30	8.50	8.00	7.80	7.60	7.50

(*) Non-Preemptible.

KSDN



1947
ABERDEEN



A Laird Group Station

Media Code 4 243 1050 6.00 Mid 013845-000
Green Bay Broadcasting Co., Inc.
Box 1930, Hwy. 281, S., Aberdeen, SD 57401. Phone 605-225-5930.

PROGRAMMING DESCRIPTION

KSDN: Programmed for 18+. MUSIC: Adult contemporary, information. NEWS: at :25 & :55, major local news blocks morning, noon & evening, agribusiness news scheduled all segments; emphasis on local, regional actualities, commentaries & events. SPORTS: play-by-play all levels; all sports. Contact Representative for further details. Rec'd 1/30/84.

1. PERSONNEL
President—William C. Laird.
Vice-Pres. & Gen'l Mgr.—Kenneth E. Peterson.
Station Manager—Mike Levsen.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c.
Cancellation: 71a, 73a.
Affiliated with ABC Contemporary Radio Network.
Affiliated with The Great American Ag Network.
Member: Laird Group.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (A)

KSDN-FM

1979
ABERDEEN



A Laird Group Station

Media Code 4 243 1051 4.00 Mid 013846-000
Green Bay Broadcasting Co.
Box 1930, Hwy. 281 So., Aberdeen, SD 57401. Phone 605-225-5930.

PROGRAMMING DESCRIPTION

KSDN-FM: Programmed for adults 18-40. MUSIC: Contemporary hit singles and album cuts mixed with recent gold. COMMERCIAL POLICY: 12 minutes per hour. NEWS: 3 minutes network at :60. Contact Representative for further details. Rec'd 1/30/84.

1. PERSONNEL
President—William C. Laird.
Vice-Pres. & Gen'l Mgr.—Kenneth E. Peterson.
Station Manager—Mike Levsen.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 41,000 w. (horiz.), 41,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily CST.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c.
Cancellation: 71a, 73a.
Affiliated with ABC FM Radio Network.
Member: Laird Group.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (A)

Belle Fourche

Butte County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KBFS

1959
BELLE FOURCHE

Media Code 4 243 1400 3.00 Mid 013847-000
KBFS, Inc.
721 State St., Box 787, Belle Fourche, SD 57717. Phone 605-892-2571.

PROGRAMMING DESCRIPTION

KBFS: MUSIC: Country/MOR. NEWS: hly at :60, commentator 3x/day; local news 6x/daily; agri-business news in 2 major blocks at 6:25 & 11:25 am. Contact Representative for further details. Rec'd 7/23/83.

1. PERSONNEL
Gen'l & Sales Mgr.—Roger O'Dea.

2. REPRESENTATIVES
Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with The Great American Ag Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

Eff 6/23/83—Rec'd 6/23/83.

7. PACKAGE PLANS

PER WK:	CLASS A	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	7.00
30 sec	7.60	7.25	6.85	6.50	6.10	5.75	

9/85 (SMD)

Brookings

Brookings County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KBRK

1955
BROOKINGS

Mid 013848-000
See SRDS Spot Radio Small Markets Edition.

KGKG (FM)

1968
BROOKINGS

Mid 013849-000
See SRDS Spot Radio Small Markets Edition.

Deadwood

Lawrence County—Map Location A-2
See SRDS Consumer market map and data at beginning of the state.

KDSJ

1946
DEADWOOD

Mid 013850-000
See SRDS Spot Radio Small Markets Edition.

KSQY (FM)

1982
DEADWOOD

Mid 031975-000
See SRDS Spot Radio Small Markets Edition.

Gregory

Gregory County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KKSD (FM)

1982
GREGORY

Mid 032291-000
See SRDS Spot Radio Small Markets Edition.

Hot Springs

Fall River County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KOBH

1958
HOT SPRINGS



Media Code 4 243 2205 5.00 Mid 013851-000
Sorenson Broadcasting
Box 611, Hot Springs, SD 57747. Phone 605-745-3152.

PROGRAMMING DESCRIPTION

KOBH: MUSIC: Contemporary. NEWS: network at :60; local at :55; extended news in am & noon drive. FARM: market information 6-8 am & noon-1 pm. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bruce R. Long.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
500 w.; 580 khz. Non-directional.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Intermountain Network.
Affiliated with The Great American Ag Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
Eff—Rec'd 4/2/84.

6. SPOT ANNOUNCEMENTS							
YR:	1x	50x	100x	300x	500x	750x	1000x
1 min	7.50	7.10	6.70	6.00	5.90	5.50	5.10
30 sec	5.50	5.20	4.80	4.40	4.00	3.75	3.50

9/85 (SMD)

KOBH-FM

1981
HOT SPRINGS

Mid 013852-000

See SRDS Spot Radio Small Markets Edition.

Huron

Beadie County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KIJV

1947
HURON

Mid 013853-000

See SRDS Spot Radio Small Markets Edition.

KOKK

1976
HURON



Masla Radio



Media Code 4 243 2628 8.00 Mid 013854-000
Dakota Communications Ltd.
237 Illinois S.W., Box 931, Huron, SD 57350. Phone 605-352-1933.

PROGRAMMING DESCRIPTION

KOKK: MUSIC: Adult Country. NEWS: farm & reg'l news. Contact Representative for further details. Rec'd 12/27/82.

- PERSONNEL**
President—Duane Butt.
General Manager—Linda Marcus.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
500 w.; 1190 khz. Non-directional.
Operating schedule: Pre-sunrise-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Direction Radio Network.

TIME RATES
Eff 11/1/84—Rec'd 12/28/84.

6. SPOT ANNOUNCEMENTS			
	20 sec	30 sec	1 min
Flat	6.90	9.20	14.95
50 ti	6.55	8.85	14.60
100 ti	6.15	8.45	14.20
300 ti	5.75	8.05	13.80

(SMD)

KURO-FM

1973
HURON

Mid 013855-000

See SRDS Spot Radio Small Markets Edition.

Lemmon

Perkins County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KBJM

1966
LEMMON

Mid 013856-000

See SRDS Spot Radio Small Markets Edition.

Madison

Lake County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KJAM

1958
MADISON

KJAM-FM

1967
MADISON



Media Code 4 243 2905 0.00 Mid 013857-000
Madison Broadcasting Co., Inc.
Box D, Madison, SD 57042. Phone 605-256-4514.

PROGRAMMING DESCRIPTION

KJAM: MUSIC: MOR for adult audience. NEWS: emphasis on local, reg'l & farm, plus UPI audio. FARM: blocks 6-9 am & 11:30 am-1 pm; all farm & market broadcasts programmed by farm advisory board. SPORTS: all college & high school. Contact Representative for further details. Rec'd 2/23/83.

- PERSONNEL**
General Manager—John A. Goeman
- REPRESENTATIVES**
Courtney Clifford, Inc.
- FACILITIES**
500 w.; 1390 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/16/84.

6. SPOT ANNOUNCEMENTS			
ROS:	1 ti	31 ti	61 ti
1 min	19.90	16.10	12.90
30 sec	13.55	10.80	8.00

10. SPECIAL FEATURES		
	1 min	30 sec
Farm	22	16

(SMD)

Milbank

Grant County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KMSD

1975
MILBANK

Mid 013858-000

See SRDS Spot Radio Small Markets Edition.

Mitchell

Davidson County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KMIT (FM)

1975
MITCHELL

Mid 013859-000

See SRDS Spot Radio Small Markets Edition.

KORN

1946
MITCHELL



Media Code 4 243 3255 9.00 Mid 013860-000
KORN Palace Broadcasting, Inc.
319 N. Main St., Box 921, Mitchell, SD 57301. Phone 605-996-1490.

PROGRAMMING DESCRIPTION

KORN: Programmed for 22+. MUSIC: Variety 5:30 am-10:30 pm; instrumental Easy Listening 10:30 pm-12M. NEWS: network at :60; local follows at :05; blocks at 7-7:30, 7:30-8, 8-8:30 am, noon-12:30, 5-6, 9-9:20 pm. FARM: agri information block 5:50-7 am, markets & grain reports, other programs 11:32 am-noon; grain & livestock reports 6:15, 9:50, 11:10, 11:45 am, 12:30, 2:15, 2:20.

2:45, 5:15, 9:15 pm; agri programs 12:40-1 pm. SPORTS: local high school & college sports; selected nat'l from network. FEATURES: personal health, human interest programs throughout day. Rec'd 10/12/81.

- PERSONNEL**
General Manager—Joseph R. Shields.
Program Director—Juli Brookbank.
Farm News Director—Tom Riter.
- FACILITIES**
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 5:30-12:15 am. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KQRN (FM).
Affiliated with MBS.

TIME RATES

Eff—Rec'd 12/1/80.
AAA—Mon thru Sat 7-9 am (except 7:30 am news).
AA/Ag time—Mon thru Sat 5:30-7 am, 11 am-1 pm & 4:30-6:30 pm.

6. SPOT ANNOUNCEMENTS			
FIXED:	1 min	30 sec	FIXED:
AAA	18.65	14.95	AA
	14.05	11.25	

7. PACKAGE PLANS						
ROS:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	12.00	11.60	10.75	9.85	8.95	8.05
30 sec	10.00	9.25	8.60	7.95	7.10	6.45

10. SPECIAL FEATURES		
	7:30 AM NEWS	
1 min, fixed	24.75	30 sec, fixed
	19.75	

(SMD)

KQRN (FM)

1979
MITCHELL



Media Code 4 243 3430 8.00 Mid 013861-000
KQRN Palace Broadcasting, Inc.
319 N. Main St., Mitchell, SD 57301. Phone 605-996-1073.

PROGRAMMING DESCRIPTION

KQRN (FM): MUSIC: Adult Contemporary, days 18-40, nights 18-35. FEATURES: mini-grams; PERSONALITIES: Memory Break. COMMERCIAL POLICY: 14 units/hr max. Rec'd 1/25/84.

- PERSONNEL**
General Manager—Joe Shields.
Programming Manager—Julie Brookbank.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 5:30-1 am. CST.
Antenna ht.: 330.5 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KORN.

TIME RATES
Eff 6/1/79—Rec'd 4/18/80.

6. SPOT ANNOUNCEMENTS						
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.40	7.80	7.20	6.60	6.00	5.40
30 sec	6.70	6.25	5.75	5.30	4.80	4.30

(SMD)

Mobridge

Walworth County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

KOLY

1956
MOBRIDGE

NRBA

Media Code 4 243 3605 5.00 Mid 013862-000
Mobridge Broadcasting Corp.
118 E. Third St., Box 400, Mobridge, SD 57601. Phone 605-845-3654.

PROGRAMMING DESCRIPTION

KOLY: MUSIC: Country/Western. NEWS: emphasis local. Contact Representative for further details. Rec'd 3/29/82.

- PERSONNEL**
President—Nadine Coleman.
General Manager—Darrell Gill.
Operations Manager—Elaine Fuhrer.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1300 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see FM.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 7/1/83—Rec'd 6/24/83.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	156x
1 min	12.00	9.50	8.90	8.30	7.60
30 sec	9.00	7.10	6.70	6.40	6.00
		260x	312x	365x	520x
1 min	7.50	6.90	6.60	6.20	5.80
30 sec	5.80	5.50	5.10	4.80	

8. PROGRAM TIME RATES

	54 min	24 min	14 min	9 min	4 1/2 min
1 x	125.00	83.00	61.00	40.00	30.00
26 x	83.00	55.00	35.00	25.00	19.00
52 x	41.00	30.00	24.00	21.00	15.00
104 x	36.80	26.30	21.00	18.90	14.70
156 x	...	21.00	17.90	13.70	10.50
260 x	...	16.80	13.70	11.60	9.50
312 x	11.60	10.50	8.40
365 x	10.50	9.50	7.40

(SMD)

KOLY-FM

1973
MOBRIDGE

Mid 013863-000

See SRDS Spot Radio Small Markets Edition.

Pierre

Hughes County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KCCR

1959
PIERRE



Masla Radio



Media Code 4 243 3955 4.00 Mid 013864-000
Sorenson Broadcasting Corp.
106 W. Capitol, Box 309, Pierre, SD 57501. Phone 605-224-7381.

PROGRAMMING DESCRIPTION

KCCR: Programmed for general interest, 18-49. MUSIC: Adult Contemporary. NEWS: local at :55, network at :60; weather at :20 & :40; extended news AM & noon drive. Contact Representative for further details. Rec'd 4/29/77.

- PERSONNEL**
President—Dean Sorenson.
Gen'l & Sls Mgr.—Gary M. Drake.
- REPRESENTATIVES**
Masla Radio.
Northwest—S/R Reps, Inc.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5:30-12:35 am. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KNEY (FM).
Affiliated with NBC-Talknet.
Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	
Rates have been temporarily withdrawn by station.	

(SMD)

KGFX

1916
PIERRE



Torbet Radio



Media Code 4 243 4305 1.00 Mid 013865-000
James River Broadcasting Co.
214 W. Pleasant Dr., Box 1197, Pierre, SD 57501. Phone 605-224-8888.

PROGRAMMING DESCRIPTION

KGFX: Programmed for general interest. MUSIC: country. AIR PERSONALITIES handle all segments live. NEWS: at network hly; local at :30; Ag news throughout day; Paul Harvey 7:30 am, noon & 5:20 pm. Contact Representative for further details. Rec'd 7/18/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Mark Swendsen.
Farm Director—Clay Pederson.
Operations Manager—Dave Merkel.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 1,000 w. nights; 1060 khz. Directional.
Operating schedule 5:30-2 am CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with The Great American Ag Network.

TIME RATES

AM/FM COMBINATION
No. 6 Eff 7/1/83—7/5/83.
AA—Mon thru Sat 6-9 am, 11:45 am-1:30 pm & 3-6 pm.
A—All other times.

SOUTH DAKOTA

Pierre—cont

KGFX—cont

6. SPOT ANNOUNCEMENTS

GRID:	AA	AA	A
I min	42	36	32 37 32 27
30 sec	34	29	25 30 23 20

AM ONLY
80% of AM/FM combination.

10. SPECIAL FEATURES

FARM
Mon thru Sat 6:30-8 am, 11:30 am-1 pm & Market adjacency 9:30 am-2:30 pm, 1-min 35.00; 30-sec 30.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)

KGFX-FM

1982
PIERRE



Torbet Radio



Media Code 4 234 4392 9.00 Mid 017807-000
Robert Ingstad
214 W. Pleasant Dr., Box 1197, Pierre, SD 57501. Phone 605-224-8686.

PROGRAMMING DESCRIPTION

KGFX-FM: MUSIC: Contemporary Hit Radio. AIR PERSONALITIES handle all segments live. NEWS: 6-9 am, noon & 5 pm. Contact Representative for further details. Rec'd 7/18/84.

- PERSONNEL**
Gen'l & Sales Manager—Mark Swendsen.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 3,000 w.; 92.7 mhz.
Operating schedule: 6-2 am. CST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Sold in combination with KGFX. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
50% of AM/FM combination.

(SMD)

KNEY (FM)

1981
PIERRE

See SRDS Spot Radio Small Markets Edition.

Rapid City

Pennington County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KGGG (FM)

1977
RAPID CITY



Media Code 4 243 4655 9.00 Mid 013867-000
Tom Ingstad Broadcasting, Inc.
Box 8205, First Federal Plaza, 9th & St. Joseph St., Rapid City, SD 57701. Phone 605-348-1100.

PROGRAMMING DESCRIPTION

KGGG: (FM): CHR. NEWS: network. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Gen'l & Sales Mgr.—Ron Hansen.
Program Director—Phil Wilson.
- REPRESENTATIVES**
Denver—Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 100,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42b, 42d, 44a; 45, 46, 47a, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
AM station: KIMM.
Affiliated with ABC FM Network.
Affiliated with The Intermountain FM Network.
Sold in combination with KIMM. See that listing.

TIME RATES

No 50 Eff 7/15/83—Rec'd 1/1/85.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION—CLASS A				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	22.00	21.00	20.00	19.00	18.00
30 sec	17.60	16.80	16.00	15.20	14.40

PER WK:	CLASS B				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20

KIMM

1962
RAPID CITY



Media Code 4 243 5005 6.00 Mid 013868-000
Tom Ingstad Broadcasting, Inc.
First Federal Plaza, Box 8205, Ninth & St. Joseph St., Rapid City, SD 57701. Phone 605-348-1100.

PROGRAMMING DESCRIPTION

KIMM: MUSIC: Country with personality disc jockeys. NEWS: 5-min each hour, 1 hr block 7-8 am & noon-1 pm; 30 min block in afternoon drive. Paul Harvey at 7:35 am, noon & afternoon. NEWS: network hrly, plus emphasis on local news. FARM: network programs, plus local livestock & market information daily in noon hr block. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
Gen'l & Sales Mgr.—Ron Hansen.
Program Director—Jim Shaw.
- REPRESENTATIVES**
Denver—Eastman Radio Inc./Intermountain Network.
- FACILITIES**
5,000 w. days; 1,150 khz. Non-directional.
Operating schedule: 5 am-local sunset. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KGGG (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No 50 Eff 7/15/83—Rec'd 1/1/85.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION—CLASS A				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	22.00	21.00	20.00	19.00	18.00
30 sec	17.60	16.80	16.00	15.20	14.40

PER WK:	CLASS B				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20

- PROGRAM TIME RATES**
1 ti 52 ti 104 ti 156 ti 260 ti
5 min 28.00 26.80 26.20 25.60 25.00

KIMM/KGGG (FM) COMBINATION

PER WK:	SATURATION—CLASS A				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	39.60	37.80	36.00	34.20	32.40
30 sec	31.70	30.30	28.80	27.40	26.00

PER WK:	CLASS B				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	32.40	30.60	28.80	27.00	25.20
30 sec	26.00	24.50	23.10	21.60	20.20

KKLS

1959
RAPID CITY



Media Code 4 243 5175 7.00 Mid 013870-000
Southern Minnesota Broadcasting
Box 460, Rapid City, SD 57709. Phone 605-343-6161.

PROGRAMMING DESCRIPTION

KKLS: MUSIC: Live Adult Contemporary 25-54. NEWS: 8-min/hr in drive times. Contact Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
General Manager—Keith R. Tilken.
Sales Manager—Lia Green.
- REPRESENTATIVES**
McGavern Guild Radio.
- FACILITIES**
5,000 w. days; 920 khz. Directional.
Operating schedule: 6 am-local sunset or 2 hours after sunset. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24a, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 47a.
Comb. Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with RKO ONE.

TIME RATES

AM/FM COMBINATION
Eff—Rec'd 10/3/84.

AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec				
	AAA	AA	A	AAA	AA	A	AAA	AA	A
I	42	38	35	35	31	28	28	25	22
II	40	36	33	35	29	26	26	23	20
III	38	34	31	31	27	24	24	21	18
IV	36	32	29	29	25	22	22	19	16

AM only: 70% of AM/FM combination.

KKLS-FM

1971
RAPID CITY



Media Code 4 243 5265 6.00 Mid 013869-000
Southern Minnesota Broadcasting
2100 S. 7th St., Rapid City, SD 57701. Phone 605-343-6161.

Mailing Address: Box 460, Rapid City, SD 57709.
PROGRAMMING DESCRIPTION
KKLS-FM: Programmed for 18-49. MUSIC: Live Contemporary. Contact Representative for further details. Rec'd 2/1/85.

- PERSONNEL**
Sales Manager—Lia Green.
General Manager—Keith R. Tilken.
- REPRESENTATIVES**
McGavern Guild Radio.
- FACILITIES**
ERP 60,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24a, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 47a.
Comb. Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with RKO TWO.
Sold in combination with AM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
70% of AM/FM combination.

KOTA

1936
RAPID CITY



Katz Radio



Media Code 4 243 5355 5.00 Mid 013871-000
Duhamel Broadcasting Enterprises
518-1/2 St. Joseph St., Box 1760, Rapid City, SD 57709.
Phone 605-342-2000, TWX, 510-366-8012.

PROGRAMMING DESCRIPTION
KOTA: Personality/informative/for adults. MUSIC: MOR. NEWS: network. National & international at :60, local & features at :30. Extended AM/PM drive & noon. FARM: 5-7 am & 12:30-1 pm. Markets & news. SPORTS: local high school & college football & basketball & other highlights. Emphasis play-by-play. FEATURES: network & local features thru day. Tele/talk 1-2 pm M-F. Contact Representative for further details. Rec'd 5/8/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—William F. Duhamel.
Commercial Manager—Aryne Morgan.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1380 khz. Directional—night only. Stereo.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 47a, 48.
Comb. Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTOQ

1953
RAPID CITY



Media Code 4 243 5705 1.00 Mid 013872-000
Tom-Tom Communications, Inc.
Box 1680, Rapid City, SD 57709. Phone 605-343-0888.

PROGRAMMING DESCRIPTION
KTOQ: MUSIC: country western with live personalities. NEWS: local at :57; network at :60 with emphasis on news & information 6:30-8 am, noon-12:30 pm. 2 min features from network M-F at :30. SPORTS: play-by-play local high school & college events; pro football. Contact Representative for further details. Rec'd 4/2/82.

- PERSONNEL**
Chairman of the Board—Tom Brokaw.
Pres., Gen'l & Com'l Mgr.—Tom Kearns.
- REPRESENTATIVES**
Masla Radio.
Mountain States—Box Hix Co., Inc.
Kansas City/Wichita—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb. Cont. Discounts: 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with The Great American Ag Network.
Affiliated with Music Country Radio Network.

TIME RATES

Eff 12/1/83—Rec'd 12/5/83.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—ROS/All other times.

PER WK:	AAA				AA			
	12 ti	24 ti	36 ti	12 ti	24 ti	36 ti	12 ti	24 ti
1 min	12.50	12.00	11.50	11.50	11.00	10.50	11.50	11.00
30 sec	10.00	9.50	9.00	9.00	8.50	8.00	9.00	8.50

1 min 12 ti 24 ti 36 ti
1 min 10.00 9.50 9.00 30 sec ... 7.50 7.00 6.50
Fixed times, extra 2.00.

Redfield

Spink County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

KQKD

1962
REDFIELD

Mid 013873-000

See SRDS Spot Radio Small Markets Edition.

Sioux Falls

Minnehaha County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KELO

1937
SIOUX FALLS



Torbet Radio

Adult Contemporary



Media Code 4 243 6405 7.00 Mid 013874-000
Midcontinent Broadcasting Co., Inc.
Phillips At 13th, Sioux Falls, SD 57102. Phone 605-336-1100, TWX, 910-660-0552.

PROGRAMMING DESCRIPTION
KELO: Programmed for adults 25-54. MUSIC: Adult Contemporary, emphasis on personality. NEWS: emphasis on news & information. FEATURES: 1-hr wk night listener call-in "Sports Talk with Danny O Show". Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
Chief Executive Officer—Joe Floyd.
President—Evans A. Nord.
General Manager—Chuck Albrecht.
National Advertising Manager—Mary Wheeler.
- REPRESENTATIVES**
Torbet Radio, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**
5,000 w. 1320 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 30, 33b.
 Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80.
 Affiliated with Supernet.

TIME RATES

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
 AA—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	26	24	22	20	22	20	18	16
AA	24	22	20	18	20	18	16	14

AM/FM COMBINATION	AAA		AA	
	36	34	32	30
	34	32	30	28

May be combined with KELO-FM & KDLO-FM, Watertown, for frequency discount.

KELO-FM

kelo fm

1964
 SIOUX FALLS

Easy Listening



Media Code 4 243 6406 5.00 Mid 013875-000
 Midcontinent Broadcasting Co.
 13th & Phillips, Sioux Falls, SD 57102. Phone 605-336-1100, TWX, 910-660-0552.

PROGRAMMING DESCRIPTION

KELO-FM: Programmed for adults 25-54. MUSIC: Easy Listening. COMMERCIAL POLICY: 8 min/hr, 4 breaks. Contact Representative for further details. Rec'd 2/27/84.

- PERSONNEL**
 Chief Executive Officer—Joe Floyd.
 President—Evans A. Nord.
 General Manager—Chuck Albrecht.
 National Advertising Manager—Mary Wheeler.
- REPRESENTATIVES**
 Torbe: Radio, Inc.
 Minneapolis—Wayne-Evans & Associates, Inc.

- FACILITIES**
 ERP 100,000 w.; 92.5 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1911 ft. above average terrain.

- AGENCY COMMISSION**
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 30, 33b.
 Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b, 51c.
 Comb.: Cont. Discounts: 60a, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80.
 Affiliated with Supernet.
 Sold in combination with AM. See that listing.

TIME RATES

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
 AA—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	26	24	22	20	22	20	18	16
AA	24	22	20	18	20	18	16	14

May be combined with KELO & KDLO-FM, Watertown, for frequency discount.

KIOV (FM)
 1975
 SIOUX FALLS



M'GAVREN GUILD RADIO

Modern Country Music



NRBA

Media Code 4 243 6580 7.00 Mid 013876-000
 KXRB-KIOV Radio, Inc.
 3205 S. Meadow, Sioux Falls, SD 57106. Phone 605-336-6550.

PROGRAMMING DESCRIPTION

KIOV (FM): MUSIC: Country. FARM: 5:20-9:57 am, 10:30 am, noon-12:45 pm & 2:40 pm; agri business news, markets, feeder cattle report & features. NEWS: local & weather at :27 & :57; weather at :15 & :45; Mutual network news at :60. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
 General Manager—Don Jacobs.
 Program Director—Reid Holsen.
 News Director—Jerry Dahmen.
- REPRESENTATIVES**
 McGavren Guild Radio.
 Hyett/Ramsland, Inc.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 735 ft. above average terrain.
- AGENCY COMMISSION**
 15 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 4a, 5.
 Rate Protection: 10a, 11a, 12a, 13a, 16.
 Basic Rates: 20b, 22a, 28b, 29b, 33b.
 Contracts: 40a, 45, 46, 51a.
 Comb.: Cont. Discounts: 60i, 61b.
 Cancellation: 70c, 71a, 73b.
 AM facilities: KXRB.
 Affiliated with MBS.
 Sold in combination with KXRB. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
 60% of KXRB/KIOV (FM) combination.

KKRC-FM
 1970
 SIOUX FALLS



Media Code 4 243 6785 2.00 Mid 013878-000
 A Tom Ingstad Station
 1704 S. Cleveland, Sioux Falls, SD 57103. Phone 605-335-8700.

PROGRAMMING DESCRIPTION

KKRC-FM: Programmed for people 16-34. MUSIC: top 40. Live AIR PERSONALITIES handle all segments. NEWS: network & local. COMMERCIAL POLICY: 10 min per hr. Contact Representative for further details. Rec'd 4/6/82.

- PERSONNEL**
 General Manager—Paul Logan.
 Sales Manager—Mark Stryzowski.
 Program Director—Dan Kielej.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
 ERP 3,000 w. 93.5 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**
 15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7c.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25c, 26, 27, 30.
 Contracts: 40a, 41, 44a, 44b, 47a, 51b.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 80, 82.
 AM facilities: KYKC.
 Affiliated with Supernet.

TIME RATES

AAA—Mon thru Fri 6-10 am; Sat 10 am-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	20	19	18	16	18	17	16	14
A	18	17	16	14	16	15	14	12

KPAT (FM)
 1972
 SIOUX FALLS



Media Code 4 243 6877 7.00 Mid 013879-000
 KSOO Radio, Inc.
 2600 S. Spring Ave., Sioux Falls, SD 57105. Phone 605-334-9700.

PROGRAMMING DESCRIPTION

KPAT (FM): Programmed for adults 18-49. MUSIC: Contemporary adult, current 50%, oldies 50% with live AIR PERSONALITIES. NEWS: Local/reg'l/natl at top of hr 2 am-6 pm & bottom of hr 6-9 am. COMMERCIAL POLICY: Max 14 units per hr plus news participation. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
 General Manager—Joseph Henkin.
 Sales Manager—Bob Morey.
 Program Director—Brian Norton.
- REPRESENTATIVES**
 Blair Radio.
 Soderlund Company.
- FACILITIES**
 ERP 60,000 w. (horiz.), 60,000 w. (vert.); 97.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25c, 26, 27, 30.
 Contracts: 40a, 41, 44a, 44b, 47a, 51b.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 80, 82.
 Affiliated with ABC FM Radio Network.
 Sold in combination with KSOO. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
 40% of KSOO/KPAT (FM) combination.

KSOO
 1927
 SIOUX FALLS



Media Code 4 243 7105 2.00 Mid 013881-000
 KSOO Radio, Inc.
 2600 S. Spring Ave., Sioux Falls, SD 57105. Phone 605-339-1140.

PROGRAMMING DESCRIPTION

KSOO: Programmed for general interest. PERSONALITIES host all segments. MUSIC: Country/MOR. NEWS: Local & reg'l at :28 & :58, network at :60. Wkdays 4:30-6 pm expanded news & info features. FARM: Primary strips 3-8 am, 11:30 am-1 pm M-Sat. SPORTS: Local & reg'l high school & college athletics. Special features-severe weather alerts. Meteorologist; tele-talk. Medical info Thurs. Farm. Sports & public affairs dir. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
 Pres. & Gen'l Mgr.—Joseph Henkin.
 National Sales Manager—Gary Thie.
 Farm Director—Tom Steever.
- REPRESENTATIVES**
 Blair Radio.
 Soderlund Company.
- FACILITIES**
 10,000 w. days, 5,000 w. nights; 1140 khz. Directional night only. Clear channel.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0.
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 15b.
 Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 30.
 Contracts: 40a, 41, 44a, 44b, 47a, 51b.
 Comb.: Cont. Discounts: 60a, 61c, 62d.
 Cancellation: 71a, 73a, 73b.
 Prod. Services: 80, 82.
 FM facilities: KPAT (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KXRB
 1969
 SIOUX FALLS



M'GAVREN GUILD RADIO

Country/News/Farm



NRBA

Media Code 4 243 7280 3.00 Mid 013882-000
 KXRB-KIOV Radio, Inc.
 3205 S. Meadow, Sioux Falls, SD 57106. Phone 605-336-7393.

PROGRAMMING DESCRIPTION

KXRB: MUSIC: Country. FARM: primary programming 6-8:30 am & 11:30 am-1:30 pm with select reports throughout day. NEWS: local & reg'l at :30; network at :60; local & reg'l weather at :05, :20, :35 & :50; sports. Contact Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
 General Manager—Don Jacobs.
 Farm Director—Tom Lyon.
 Program Director—Larry Rohr.
- REPRESENTATIVES**
 McGavren Guild Radio.
 Hyett/Ramsland, Inc.
- FACILITIES**
 10,000 w.; 1000 khz. Directional.
 Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
 15 time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 4a, 5.
 Rate Protection: 10a, 11a, 12a, 13a, 16.
 Basic Rates: 20b, 22a, 28b, 29b, 33b.
 Contracts: 40a, 45, 46, 51a.
 Comb.: Cont. Discounts: 60i, 61b.
 Cancellation: 70e, 71a, 73b.
 FM facilities: KIOV (FM).
 Affiliated with MBS.
 Affiliated with Satellite Music Network.

TIME RATES

KXRB/KIOV (FM) COMBINATION
 Eff 2/1/84—Rec'd 2/1/84.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sat 10 am-signoff; Sun 6 am-signoff.
 Farm—Mon thru Sat 6-8:30 am & 11:30 am-1:30 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec	GRID:	1 min	30 sec
AAA AA AAA AA	AAA AA AAA AA	AAA AA AAA AA	AAA AA AAA AA	AAA AA AAA AA	AAA AA AAA AA
1	52	46	42	36	3
2	50	44	40	34	4

10. SPECIAL FEATURES

AAA Farm: 1-min 70.00; 30-sec 56.00.

KXRB only: 75% of KXRB/KIOV (FM) combination.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KYKC
 1948
 SIOUX FALLS



Media Code 4 243 7367 8.00 Mid 013877-000
 A Tom Ingstad Station
 1704 S. Cleveland, Sioux Falls, SD 57103. Phone 605-335-6500.

- REPRESENTATIVES**
 Selcom, Inc.
 1 min rate 1x: 18.00.

WNAX
 1922
 YANKTON

Affiliated with CBS Radio Network.
 See listing under city of license.

Sturgis

Meade County—Map Location B-2
 See SRDS Consumer market map and data at beginning of the state.

KBHB
 1962
 STURGIS

KRCS (FM)

1973
 STURGIS

Mid 013883-000
 See SRDS Spot Radio Small Markets Edition.

Consult the listings
 and the Service-Ads
 for a broader range
 of information to
 help you plan and buy.

SOUTH DAKOTA

Vermillion

Clay County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KVRA
1967
VERMILLION

Mid 013884-000
See SRDS Spot Radio Small Markets Edition.

KVRF (FM)
1967
VERMILLION

Mid 013885-000
See SRDS Spot Radio Small Markets Edition.

Volga

Brookings County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.

KVAA
1981
VOLGA

Mid 013886-000
See SRDS Spot Radio Small Markets Edition.

Watertown

Codington County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.

KDLO-FM
1968
WATERTOWN

Country

Media Code 4 243 7745 5.00 Mid 013887-000
Midcontinent Broadcasting Co.
13th & Phillips, Sioux Falls, SD 57102. Phone 605-336-1100, TWX, 910-660-0552.

PROGRAMMING DESCRIPTION

KDLO-FM: Targeted for listeners 25-54. MUSIC: Contemporary Country played in 3-song sweeps. COMMERCIAL POLICY: limited to 12 min/hr. NEWS: at :30 & :60 during AM drive; at :60 all other hrs. Contact Representative for further details. Rec'd 5/31/84.

- PERSONNEL**
Chief Executive Officer—Joe L. Floyd.
President—Evans A. Nord.
General Manager—Chuck Albrecht.
National Advertising Manager—Mary Wheeler.
- REPRESENTATIVES**
Torbet Radio, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

- FACILITIES**
ERP 100,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,280 ft. above average terrain.

- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Supernet.

TIME RATES

Eff ———— Rec'd 8/24/84.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
PER WK: ——— AAA ——— AA ———
1 min 22 20 18 16 20 18 16 14
30 sec 18 16 14 12 16 14 12 10

May be combined with KELO & KELO-FM, Sioux Falls, for frequency discount.

(SMD)

KIXX (FM)
1969
WATERTOWN

Mid 013888-000
See SRDS Spot Radio Small Markets Edition.

KLSC
1961
WATERTOWN

Mid 013889-000
See SRDS Spot Radio Small Markets Edition.

KWAT
1940
WATERTOWN

M Masla Radio

nab

A Sorenson Broadcasting Corp. Station

RAB

Media Code 4 243 8155 6.00 Mid 013890-000
Sorenson Broadcasting Corp.
U.S. Hwy. 81, 1/1/2 mi. south of Watertown, Box 950,
Watertown, SD 57201. Phone 605-886-8444.

PROGRAMMING DESCRIPTION

KWAT: Programmed for general interest. MUSIC: Std & hit MOR. NEWS: local & reg'l at :55, network at :60. FARM: local, reg'l, nat'l agricultural business news & commentary 6-8 am, 11 am-1 pm & 5-6 pm. SPORTS: local-reg'l high school, pro play-by-play. Contact Representative for further details. Rec'd 9/27/82.

- PERSONNEL**
General Manager—Dean Johnson.
Farm Director—Jim Thoreson.
Sales Manager—Dean Johnson.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 950 khz. Directional night.
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KIXX (FM).
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Member: Sorenson Sodak Sales Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

Winner

Tripp County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KWYR

1957
WINNER

KWYR-FM

1970
WINNER

Media Code 4 243 8505 2.00 Mid 013891-000
Midwest Radio Corporation
4th & Main Sts., Box 491, Winner, SD 57580. Phone 605-842-3333.

PROGRAMMING DESCRIPTION

KWYR: Programmed for adults & young adults. MUSIC: Modern MOR mixed w/Crossover Country & solid gold from past 20 yrs. NEWS: network, local & reg'l. FARM: farm network. SPORTS: local/reg'l high school, state U football. FEATURES: weather reports & alerts, public affairs. Rec'd 5/21/80.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Steve Clark.
Local & Reg'l Sales Mgr.—Chuck Hogue.
News Director—Tom Farnsworth.

- FACILITIES**
5,000 w.; 1260 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 93.7 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 560 ft. above average terrain.

Simulcast 6 am-local sunset.

- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 4/1/84—Rec'd 7/23/84.

- SPOT ANNOUNCEMENTS**
1x 13x 26x 52x 104x 156x 260x
1 min 16.35 15.35 14.85 14.40 13.90 13.40 13.00
30 sec 13.10 12.50 12.00 11.50 11.15 10.75 10.40
1 min 312x
30 sec 12.50
Minimum order: 100.00.

(SMD)

Yankton

Yankton County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KKYA (FM)
1982
YANKTON

Modern Country Music

nab

RAB

Media Code 4 243 8592 0.00 Mid 027265-000
Sorenson Broadcasting Corp.
Box 625, Yankton, SD 57078. Phone 605-665-7892.

PROGRAMMING DESCRIPTION

KKYA (FM): Programmed for adults 18-54. MUSIC: crossover country. NEWS: local & reg'l. Weather, sports & features in selected dayparts. COMMERCIAL POLICY: maximum 12 commercial min each hr. Contact Representative for further details. Rec'd 8/26/82.

- PERSONNEL**
General Manager—Rick Prusator.
Operations Manager—Jim Ellingson.
Sales Manager—Russ Bailey.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.1 mhz. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 479 ft. above average terrain.

- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
AM facilities: KYNT.
Affiliated with ABC Direction Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD)

KQHU-FM
1973
YANKTON

ABC Contemporary Radio Network

nab

Media Code 4 243 8680 3.00 Mid 013892-000
Oyate, Inc.
904 W. 23rd St., Box 794, Yankton, SD 57078. Phone 605-665-4498.

PROGRAMMING DESCRIPTION

KQHU-FM: Programmed for adults & young adults. MUSIC: Contemporary mixed w/crossover country. NEWS: local at :25, network at :55. Rec'd 7/31/81.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—Bob Link.

- FACILITIES**
ERP 100,000 w.; 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only; 10th of month.

- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.

TIME RATES

Eff 8/1/81—Rec'd 7/31/81.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti
1 min 10.00 9.40 8.80 8.20 7.60
30 sec 7.50 7.00 6.60 6.20 5.70
15 sec 50% of 1-min.
Specified hours, extra 15%.

(SMD)

KYNT
1955
YANKTON

Mid 013893-000
See SRDS Spot Radio Small Markets Edition.

WNAX
1922
YANKTON

Park
BROADCASTING

K

Katz Radio

CBS Radio Network

NAT

nab

Media Code 4 243 9205 3.00 Mid 013894-000
Roy H. Park Broadcasting of the Midwest, Inc.
WNAX Bldg., Yankton, SD 57078. Phone 605-665-7442.
Studio: 3rd and Mulberry Sts., Yankton, SD Phone 605-665-7442.
SD: In-WATS, Phone 1-800-952-3960.
IA, NE, MN, ND, MT & WY: In-WATS, Phone 1-800-843-0089.

PROGRAMMING DESCRIPTION

WNAX: News, farm & market features. SPORTS: Pro football & baseball, college & high school football & basketball. MUSIC: Country & western. Contact Representative for further details. Rec'd 9/27/71.

- PERSONNEL**
President—Roy Park.
Vice-President/Radio—Eddie Anderson.
Vice-Pres./Gen'l Mgr.—Donald E. Shore.
National Sales Manager—J. P. Jones.

- REPRESENTATIVES**
Katz Radio.

- FACILITIES**
5,000 w.; 570 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15/0 time only; 10th of following month.

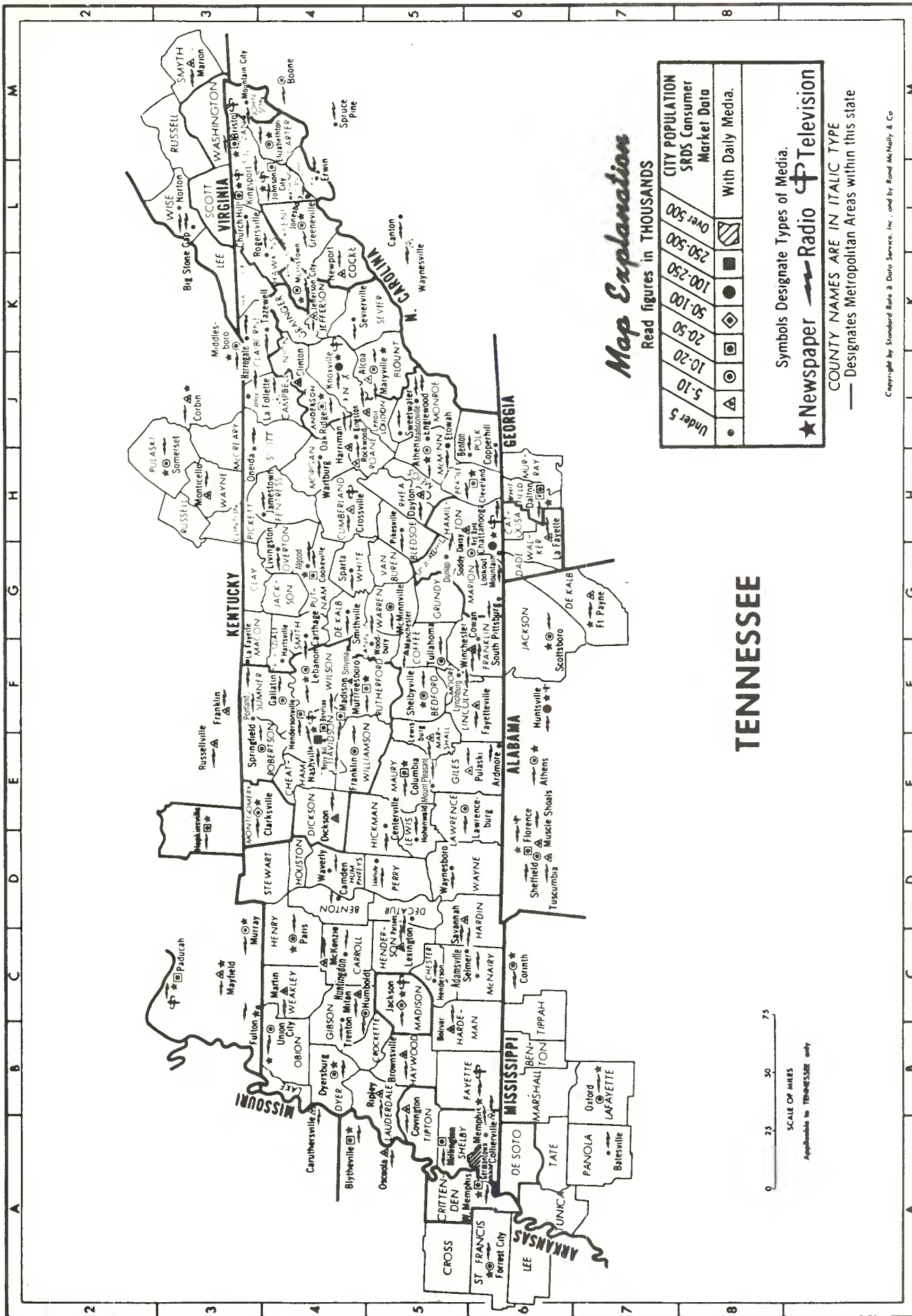
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(SMD)(CR-2)



The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.

TENNESSEE

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bristol—Sullivan Chattanooga—Hamilton		Clarksville—Montgomery		Jackson—Madison		Johnson City—Washington		Kingsport—Sullivan		Knoxville—Knox		Memphis—Shelby		Nashville—Davidson									
Estimates for:		Gross Household Income—1984								Retail Sales—1984								Passenger Cars		Black Pop.		Spanish Pop.	
STATE	COUNTY—Map Loc.	Population 4/1/84	Households 4/1/84	Per Household (\$000)	% Distribution 00000 to 14999	15000 to 34999	35000 to 49999	50000 to and over	Total Retail Sales—Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)	4/1/84 (000)			
TENNESSEE STATE TOTALS		4,705.3	1,672.74	39,417,803	23,565	39.3	40.4	12.2	8.0	22,714,383	13,579	5,037,089	812,813	3,439,526	1,055,640	1,091,767	3,834,560	2,027,123	2,820.46	732.0	34.89		
ANDERSON J-4		67.4	24.83	617,671	24,876	34.9	41.2	14.6	9.4	350,683	14,123	76,936	12,236	52,034	16,494	17,416	59,351	31,166	43.62	2.6	.43		
BEDFORD F-5		28.2	10.12	242,510	23,963	38.4	44.8	10.1	6.7	136,638	13,502	30,352	4,909	20,757	6,338	6,533	23,057	12,202	18.80	3.0	.17		
BENTON D-4		15.5	5.84	114,655	19,633	47.6	41.4	8.4	2.7	73,675	12,616	16,687	2,768	11,605	3,342	3,306	12,375	6,630	10.40	.4	.09		
BLEDSOE H-5		9.9	3.16	57,919	18,329	50.6	37.5	8.0	3.8	39,251	12,421	8,931	1,490	6,235	1,771	1,734	6,585	3,538	5.87	.3	.09		
BLOUNT J-5		80.6	29.47	710,270	24,101	36.9	42.2	13.7	7.1	406,716	13,801	89,793	14,403	61,073	18,996	19,818	68,732	36,234	54.67	2.7	.44		
BRADLEY H-4		72.1	24.81	607,795	24,498	34.9	43.6	14.6	7.0	345,644	13,932	76,112	12,166	51,648	16,190	16,976	58,447	30,762	45.38	2.8	.61		
CAMPBELL J-4		37.3	13.02	233,271	17,916	51.6	38.5	6.7	3.2	160,446	12,323	36,589	6,121	25,594	7,219	7,031	26,904	14,477	20.45	.2	.21		
CANNON F-5		10.6	3.79	70,800	18,681	46.9	43.0	6.6	3.5	46,979	12,396	10,697	1,786	7,473	2,118	2,070	7,881	4,236	7.07	.2	.06		
CARROLL C-4		28.4	10.46	200,746	19,192	47.2	41.4	7.5	3.8	132,074	12,627	29,988	4,956	20,784	5,994	5,937	22,186	11,882	17.92	3.3	.17		
CARTER M-4		51.5	18.47	349,842	18,941	46.7	41.3	8.6	3.4	232,623	12,595	52,710	8,748	36,671	10,546	10,423	39,068	20,937	31.49	.4	.23		
CHEATHAM E-4		24.2	7.99	217,360	27,204	28.8	46.6	15.3	9.3	115,670	14,477	25,205	3,971	16,942	5,861	19,608	10,533	15,300	13.40	.7	.14		
CHESTER C-5		13.4	4.50	86,235	19,163	48.0	39.4	8.5	4.1	57,666	12,815	13,001	2,144	9,006	2,630	2,628	9,697	5,180	7.57	1.4	.07		
CLAIBORNE K-3		25.4	8.63	138,096	16,002	58.7	32.5	6.2	2.5	101,796	11,796	23,523	4,000	16,636	4,507	4,252	17,014	9,234	14.91	.3	.15		
CLAY G-3		7.9	2.82	42,785	15,172	60.3	33.8	3.4	2.5	32,487	11,520	7,560	1,296	5,377	1,426	1,322	5,420	2,955	4.97	.1	.04		
COCKE K-4		29.3	10.42	174,620	16,758	54.1	37.9	5.6	2.4	125,060	12,002	28,743	4,856	20,237	5,574	5,329	20,930	11,319	18.13	.7	.23		
COFFEE F-5		39.3	14.11	330,912	23,452	37.8	42.0	12.3	7.8	193,266	13,697	42,758	6,878	29,136	9,357	9,357	32,645	17,232	25.76	1.4	.22		
CROCKETT B-5		14.7	5.34	113,849	21,320	44.3	39.0	10.8	6.0	69,924	13,094	15,662	2,561	10,788	3,206	3,256	11,776	6,265	9.18	2.8	.09		
CUMBERLAND H-4		30.9	10.74	215,106	20,028	45.8	40.8	9.0	4.4	136,552	12,714	30,857	5,103	21,418	6,210	6,175	22,948	12,277	19.4918		
DAVIDSON E-4		474.8	178.08	5,060,920	28,419	31.1	41.5	16.1	11.3	2,593,500	14,564	564,326	88,737	378,822	123,078	131,944	439,773	229,760	278.72	105.7	3.72		
Nashville		453.6	170.35	4,703,800	27,613	2,468,140	14,489	537,787	84,726	361,461	116,955	125,069	418,383	218,771	263.89	105.2	3.62		
Nashville Metro Area		882.5	315.25	8,871,630	28,142	30.1	41.8	16.4	11.7	4,603,660	14,603	1,001,010	157,247	671,526	218,640	234,691	780,760	407,732	534.69	142.5	6.20		
DECATUR D-5		11.0	4.19	74,147	17,696	51.8	38.5	6.9	2.8	51,339	12,253	11,724	1,965	8,210	2,306	2,239	8,606	4,635	7.39	.5	.09		
DE KALB G-4		14.2	5.22	102,787	19,691	51.9	40.2	5.4	2.5	63,139	12,096	14,482	2,440	10,179	2,821	2,711	10,572	5,710	8.80	.3	.08		
DICKSON E-4		32.6	11.48	266,290	23,196	38.8	44.3	11.3	5.6	154,164	13,429	34,294	5,557	23,482	7,139	7,337	26,006	13,775	20.83	1.8	.21		
DYER B-4		35.2	13.02	249,521	19,164	48.2	39.5	7.3	5.0	162,609	12,489	36,935	6,149	25,750	7,351	7,225	27,293	14,649	21.20	4.2	.22		
FAYETTE B-5		25.8	7.64	160,167	20,964	47.2	35.5	10.5	6.8	99,728	13,563	28,939	3,662	15,419	4,577	4,627	16,791	8,932	12.92	13.0	.38		
FENTRESS H-4		15.2	5.21	71,185	13,663	63.9	31.4	3.0	1.7	58,726	11,272	13,765	2,381	9,848	2,554	2,322	9,780	5,357	9.2011		
FRANKLIN F-6		32.6	11.11	247,286	22,258	40.5	43.1	11.9	4.6	147,838	13,307	32,968	5,359	22,622	6,982	6,827	24,924	13,222	20.22	2.3	.23		
GIBSON B-4		48.4	17.96	358,597	19,966	45.8	41.0	8.9	4.3	231,502	12,890	52,104	8,573	36,041	10,578	10,610	38,943	20,780	29.10	9.3	.38		
GILES E-5		24.8	8.98	172,825	19,246	45.8	42.0	7.7	4.4	113,778	12,670	4,260	17,873	5,170	5,131	19,117	10,233	15.62	3.5	.22			
GRAINGER K-4		17.4	5.97	110,448	18,501	48.1	42.0	6.7	3.3	73,764	12,356	16,804	2,808	11,743	3,323	3,245	12,372	6,653	10.97	.1	.13		
GREENE L-4		55.4	19.69	373,463	18,967	46.4	43.1	7.1	3.4	248,169	12,604	56,214	9,325	39,098	11,255	11,132	41,682	22,333	35.73	1.3	.32		
GRUNDY G-5		14.6	4.81	99,568	20,700	50.5	38.7	7.3	3.6	59,343	12,337	13,531	2,263	9,464	2,602	2,602	9,951	5,354	8.2612		
HAMBLETON K-4		51.9	18.33	365,977	19,966	43.3	44.2	8.7	3.7	234,989	12,820	52,968	8,732	36,687	10,719	10,716	39,515	21,106	32.71	2.5	.35		
HAMILTON H-5		291.6	105.64	2,553,530	24,172	43.7	39.4	10.5	6.4	1,457,680	13,799	321,826	51,625	218,895	68,081	71,025	246,338	129,866	171.02	56.6	2.15		
Chattanooga		165.6	61.31	1,315,520	21,457	807,220	13,166	180,572	29,475	124,246	37,146	37,743	135,990	72,285	88.54	51.7	1.30		
Chattanooga Metro Area		438.3	156.28	3,585,800	22,945	38.5	42.8	11.9	6.8	2,119,260	13,561	470,139	75,903	321,137	98,450	101,742	357,733	189,159	263.08	61.3	2.96		
HANCOCK K-3		6.7	2.30	28,987	12,603	69.7	25.1	3.3	1.9	25,268	10,986	5,968	1,041	4,295	1,089	969	4,200	2,312	3.7008		
HARDEMAN B-5		23.8	7.65	150,656	19,694	47.3	39.5	9.2	3.9	97,216	12,708	21,970	3,634	15,251	4,421	4,395	16,337	8,741	12.46	8.7	.39		
HARDIN D-5		23.2	8.36	139,880	16,732	52.9	39.3	5.5	2.3	100,732	12,049	23,130	3,903	16,272	4,495	4,308	16,862	9,114	14.86	1.0	.20		
HAWKINS K-4		46.1	16.23	317,644	19,571	43.4	44.3	8.8	3.6	209,468	12,906	47,126	7,750	32,587	9,576	9,613	35,240	18,800	29.08	.9	.22		
HAYWOOD B-5		20.0	6.47	129,905	20,078	50.3	36.7	7.7	5.3	81,405	12,582	18,450	3,063	3,690	3,644	3,644	13,671	7,327	9.55	10.3	.26		
HENDERSON C-5		22.3	8.08	137,783	17,052	50.5	41.7	5.9	1.9	97,866	12,112	22,436	3,778	15,763	4,376	4,209	16,389	8,849	14.37	2.0	.18		
HENRY C-4		29.5	11.33	203,756	17,984	50.5	39.3	7.0	3.2	138,873	12,257	22,539	5,318	12,522	6,236	6,050	23,277	12,539	19.50	3.2	.18		
HICKMAN E-5		15.8	5.37	99,869	18,598	44.2	46.2	6.8	2.7	67,688	12,605	15,332	2,543	10,664	3,070	3,036	11,369	6,091	9.72	.9	.07		
HOUSTON D-4		7.0	2.49	51,877	20,834	43.5	40.5	10.2	5.8	32,695	13,131	7,318	1,195	5,037	1,504	1,526	5,707	2,928	4.36	.3	.04		
HUMPHREYS D-4		16.3	5.81	123,677	21,287	38.1	44.3	13.1	4.6	79,402	13,666	17,579	2,831	11,987	3,697	3,836	13,410	7,082	10.63	.6	.06		
JACKSON G-4		9.5	3.44	67,657	1																		

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
SMITH F-4	15.4	5.59	131,179	23,467	36.2	43.6	13.9	6.2	77,469	13,858	17,087	2,737	11,611	3,622	3,786	13,095	6,899	9,86	.6	.13	
STEWART D-4	8.7	3.15	67,233	21,344	42.2	41.4	11.9	4.5	42,018	13,339	9,361	1,520	6,418	1,943	1,990	7,086	3,757	5,80	1.1	.06	
SULLIVAN M-3	146.6	53.41	1,333,590	24,969	41.9	38.5	9.8	9.9	750,931	14,060	164,946	26,277	111,678	35,271	37,159	127,054	66,769	95.14	2.7	.64	
Bristol	23.0	9.04	220,303	24,370					122,518	13,553	27,192	4,389	18,569	5,691	5,880	20,681	10,936	14.47	.6	.11	
Kingsport	29.5	11.67	284,306	24,336					156,836	13,439	34,876	5,649	23,876	7,266	7,472	26,459	14,012	18.21	1.4	.14	
Johnson City-Kingsport-Bristol Metro Area	447.1	160.48	3,637,360	22,666	40.0	42.2	11.2	6.6	2,152,310	13,412	478,951	77,644	328,048	99,637	102,331	363,046	192,342	278.62	9.2	2.09	
SUMNER F-4	95.4	32.05	909,113	28,365	27.2	43.0	18.4	11.4	478,201	14,920	103,393	16,113	69,000	22,849	24,774	81,206	42,261	61.27	5.7	.57	
TIPTON A-5	33.8	11.17	244,053	21,849	41.4	41.4	11.8	5.5	149,186	13,356	33,237	5,396	22,788	6,897	7,067	25,157	13,338	19.35	9.0	.25	
TROUSDALE F-4	6.2	2.27	52,165	22,980	35.0	47.2	13.1	4.7	31,228	13,757	6,901	1,108	4,698	1,457	1,517	5,276	2,783	3.92	.9	.09	
UNICOI L-4	16.3	5.97	124,337	20,827	40.9	43.4	12.0	3.7	78,769	13,194	17,608	2,871	12,108	3,628	3,891	13,272	7,052	10.67	1.2	.10	
UNION J-4	12.0	4.07	73,562	18,074	47.5	42.1	7.9	2.4	51,166	12,571	11,602	1,927	8,076	2,318	2,287	8,592	4,606	10.31	1.2	.14	
VAN BUREN G-5	5.0	1.69	29,330	17,355	54.9	37.8	4.5	2.8	19,774	11,701	4,583	782	3,249	817	3,302	1,796	3.19	1.2	.25		
WARREN G-5	33.9	12.41	236,517	19,059	47.2	42.4	6.8	3.7	154,862	12,479	35,186	5,860	24,536	6,998	6,874	25,991	13,953	22.22	3.1	.48	
WASHINGTON L-4	92.6	32.85	802,689	24,435	38.9	42.4	10.7	8.0	442,366	13,466	98,331	15,917	67,285	20,504	21,105	74,637	39,515	57.18	3.1	.48	
Johnson City	39.5	14.08	355,706	25,263					166,724	13,262	41,686	6,787	28,633	8,612	8,787	31,472	16,708	21.92	2.5	.23	
Johnson City-Kingsport-Bristol Metro Area	447.1	160.48	3,637,360	22,666	40.0	42.2	11.2	6.6	2,152,310	13,412	478,951	77,644	328,048	99,637	102,331	363,046	192,342	278.62	9.2	2.09	
WAYNE D-5	14.1	4.90	86,988	17,753	48.1	42.4	6.8	2.7	60,949	12,439	13,859	2,310	9,670	2,752	2,698	10,227	5,493	9.07	2	.11	
WEAKLEY C-4	33.5	11.89	219,380	18,451	49.8	40.0	6.7	3.5	146,548	12,325	33,414	5,589	23,369	6,595	6,426	24,575	13,222	20.27	2.1	.37	
WHITE G-4	20.2	7.29	122,719	16,834	52.8	40.4	4.7	2.1	86,852	11,914	20,011	3,391	14,117	3,860	3,668	14,527	7,869	12.75	.4	.13	
WILLIAMSON E-5	65.6	21.35	752,347	35,239	22.2	37.0	20.0	20.9	337,298	15,799	71,875	10,969	47,314	16,365	18,185	57,469	29,643	42.46	5.9	.43	
WILSON F-4	61.7	20.96	592,177	28,253	27.3	42.1	18.7	11.9	315,327	15,044	68,036	10,572	45,317	15,100	16,431	53,573	27,845	39.99	5.4	.31	

TENNESSEE

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TENNESSEE

See SRDS Consumer market map and data at beginning of the state.
THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)
Media Code 4 100 0060 8.00 Mid 015387-018
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

TENNESSEE STATE GROUP

- Comprised of Non-Interconnected Stations
- | | |
|--------------------------|--------------------------|
| WSLV—Ardmore | WDXE—Lawrenceburg |
| WJSO (FM)—Athens | WLIL—Lenoir City |
| WLAR—Athens | WDXL/WZLT (FM)—Lexington |
| WJDS—Bolivar | WLIV—Livingston |
| WOKZ (FM)—Bolivar | WXKG-FM—Livingston |
| WOPI—Bristol | WMSR—Manchester |
| WBHT—Brownsville | WCMT—Martin |
| WFWL—Camden | WCMT-FM—Martin |
| WRKM/WRKM-FM—Carthage | WCAP—Marville |
| WRKM-FM—Carthage | WAKI—McMinnville |
| WHLP/WHLP-FM—Centerville | WBMC—McMinnville |
| WOWE (FM)—Chattanooga | WBMC-FM—McMinnville |
| WDXN—Clarksville | WAZI (FM)—Morristown |
| WCLE—Cleveland | WCRK—Morristown |
| WYSH—Clinton | WMCT—Mountain City |
| WKOM (FM)—Columbia | WGNB—Murfreesboro |
| WMCP—Columbia | WNAH—Nashville |
| WHUB—Cookeville | WLK—Newport |
| WHUB-FM—Cookeville | WATG—Oak Ridge |
| WLSB—Copperhill | WETO (FM)—Oak Ridge |
| WKBL—Covington | WBNT—Oneida |
| WZYX—Cowan | WTPR—Paris |
| WCSV—Crossville | WUAT—Pikeville |
| WDNT/WLCY (FM)—Dayton | WMGL (FM)—Pulaski |
| WDKN—Dickson | WTRB—Ripley |
| WDSG—Dyersburg | WORM—Savannah |
| WEIR—Erwin | WDTM—Selmer |
| WEKR—Fayetteville | WLU—Shelbyville |
| WAMG—Gallatin | WSVT—Smyrna |
| WHIN—Gallatin | WEPG—South Pittsburg |
| WGRV—Greeneville | WSMT/WSMT-FM—Sparta |
| WOFM (FM)—Greeneville | WTZX—Sparta |
| WHHM—Henderson | WDEH—Sweetwater |
| WIRJ—Humboldt | WBGY—Tullahoma |
| WCLC—Jamestown | WBGY-FM—Tullahoma |
| WDEB/WDEB-FM—Jamestown | WENK—Union City |
| WJFC—Jefferson City | WPKF (FM)—Union City |
| WJJT—Jellico | WPHC—Waverly |
| WJSO—Jonesboro | WVRY (FM)—Waverly |
| WJSO-FM—Johnson City | WNBG—Waynesboro |
| WLAF—La Follette | WCDT—Winchester |
| | WBRY—Woodbury |

Less than full state list may be purchased.
TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station line-up. (D)

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC.

PROGRESSIVE FARMER NETWORK TENNESSEE GROUP



Business Office: Brown Bldg., Main St., Box 2000, Starkville, MS 39759. Phone 601-324-0949.
See listing under Regional Radio Networks and Groups. (CR-5)

SERVICE-ADS have more of the facts you need. Consult the INDEX to SERVICE-ADS at the back of this book for more information.

TENNESSEE AGRINET



- Interconnected Stations
- AGRINET WEST—west Tennessee (Upper Delta) crops—cotton, soybeans, livestock & poultry.
- | | |
|--------------------------|--------------------------|
| WSLV—Ardmore | Lobelville |
| WJDS—Bolivar | WCMT—Martin |
| WOKZ (FM)—Bolivar | WCMT-FM—Martin |
| WBHT—Brownsville | WHDN—McKenzie |
| WHLP/WHLP-FM—Centerville | WKTA (FM)—McKenzie |
| WDXN—Clarksville | *WREC—Memphis |
| WKBL—Covington | WTPR-FM—Paris |
| WKBL-FM—Covington | WKSJ—Pulaski |
| WTRD—Dyersburg | WDBL/WDBL-FM—Springfield |
| WIZO—Franklin | WKSJ—Pulaski |
| WHHM—Henderson | WALR (FM)—Union City |
| WPBE (FM)—Huntingdon | WPHC—Waverly |
| *WJAK—Jackson | WVRY (FM)—Waverly |
| WDXL—Lexington | WNBG—Waynesboro |
| WIST (FM)— | |

- AGRINET EAST—middle & east Tennessee; crops—tobacco, livestock, dairy & poultry.
- | | |
|------------------------|-----------------------------------|
| WAJN—Ashland City | WJFC—Jefferson City |
| WBIN—Benton | WYLC—Kingston |
| WRKM/WRKM-FM—Carthage | *WIVK-FM—Knoxville |
| WKOM (FM)—Columbia | WEEN—Lafayette |
| WAEW—Crossville | WMCT—Mountain City |
| WDKN—Dickson | WMTS—Murfreesboro |
| WTNO (FM)—Dickson | WJRB/WJKZ (FM)—Nashville/Franklin |
| WENR—Englewood | WOFE—Rockwood |
| WGRV—Greeneville | WTZX—Sparta |
| WDEB/WDEB-FM—Jamestown | WCWY—Tullahoma |
| | WCDT—Winchester |
- (* Optional)

Media Code 4 244 0120 6.00 Mid 013895-000
49 Music Square West, Nashville, TN 37203. Phone 615-327-4033.

PROGRAMMING DESCRIPTION

TENNESSEE AGRINET: 14 5-min programs, 6 10-min programs, 3 agriculture weather feeds, 3 livestock & grain market feeds & 4 commodity markets feeds along with occasional special programs. Rec'd 5/23/84.

1. PERSONNEL

President—Jim Chafin.
Sales Manager—Dixie Farrell.
Farm Director—Dan Gordon.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff 5/1/84—Rec'd 5/23/84.

6. SPOT ANNOUNCEMENTS

GRID:	FULL AGRINET	*1	11
1 min	345 285 30 sec	290	230
GRID:	AGRINET WEST	*1	11
1 min	240 200 30 sec	205	160
GRID:	AGRINET EAST	*1	11
1 min	190 155 30 sec	160	125

(* Rotated equally in farm programs, includes optional stations.
(†) Excludes WREC/Memphis, WJAK/Jackson & WIVK/Knoxville.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

TENNESSEE

Tennessee Radio Network

EAST TENNESSEE

WMDR—Alcoa
 WBIN—Benton
 WOPI—Bristol
 *WOD—Chattanooga
 WBA—Cleveland
 WLS—Copperhill
 WKOE—Dayton
 WENR—Englewood
 WEMB—Erwin
 WXIS (FM)—Erwin
 WCPH—Etowah
 WVTN (FM)—Gatlinburg
 WGRV—Greeneville
 WSVQ—Harrogate
 WJFC—Jefferson City

MIDDLE TENNESSEE

WSLV—Ardmore
 WAJN—Ashland City
 WRKM/WRKM-FM—Carthage
 WHLP/WHLP-FM—Centerville
 WKVL—Clarksville
 WKOM (FM)—Columbia
 WHUB—Fayetteville
 WAEV—Crossville
 WXVL (FM)—Crossville
 WDKN—Dickson
 WIZO—Franklin
 WJKM—Hartsville/
 Gallatin
 WIST (FM)—Lobelville
 WDEB/WDEB-FM—Jamestown
 WFBN—Lafayette
 WDXE—Lawrenceburg
 WDXE-FM—Lawrenceburg

WEST TENNESSEE

WCTA—Alamo
 WJDS—Bolivar
 WOKZ (FM)—Bolivar
 WBHT—Brownsville
 WTBG (FM)—Brownsville
 WFWL—Camden
 WKBL—Covington
 WKBL-FM—Covington
 WAST (FM)—Dyersburg
 WTRQ—Dyersburg
 WHHM—Henderson
 WJPJ (FM)—Huntingdon
 WPBE—Huntingdon
 *WJAK—Jackson
 (*) Optional

Media Code 4 244 0145 3.00 Mid 017855-000
 Tennessee Radio Network, Inc.
 49 Music Sq. W., Nashville, TN 37203. Phone 615-327-4033.

PROGRAMMING DESCRIPTION

TENNESSEE RADIO NETWORK: State news at :55 & :30 16 hrs daily. Agricultural news, markets, weather, sports. SPECIAL FEATURES: Agriculture 6:15 am, 12:05, 12:35, 4:45 pm; sports 6:45, 7:45 am, 4:15 & 5:15 pm. Rec'd 5/23/84.

1. PERSONNEL
 President—Jim Chafin.
 Sales Manager—Dixie Farrell.
 Farm Director—Dan Gordon.

4. AGENCY COMMISSION
 15% time only.

TIME RATES

No. 6183 Eff 5/1/84—Rec'd 5/23/84.

7. PACKAGE PLANS

FULL NETWORK
 GRID: I II III GRID: I II III
 1 min 450 300 270 30 sec 360 240 220
 I—Incl all regular affiliates, plus one optional affiliate in each metropolitan market. Spots run BTA, 6 am-7 pm.
 II—Excludes all optional stations; may specify dayparts.
 III—Excludes all optional stations; BTA 6 am-7 pm.
 An advertiser may buy an ADI, region, or other selected geography amounting to less than the full state.

(D)

Adamsville

McNairy County—Map Location C-6
 See SRDS Consumer market map and data at beginning of the state.

WPJM
 1978
 ADAMSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013897-000

Alamo

Crockett County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WCTA
 1983
 ALAMO

See SRDS Spot Radio Small Markets Edition. Mid 032660-000

Alcoa

Blount County—Map Location J-5
 See SRDS Consumer market map and data at beginning of the state.

See Maryville-Alcoa

Algood

Putnam County—Map Location G-4
 See SRDS Consumer market map and data at beginning of the state.

WWRT
 1982
 ALGOOD

See SRDS Spot Radio Small Markets Edition. Mid 026858-000

Ardmore

Giles County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

WSLV
 1967
 ARDMORE

See SRDS Spot Radio Small Markets Edition. Mid 013898-000

Ashland City

Cheatham County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

WAJN
 1982
 ASHLAND CITY

See SRDS Spot Radio Small Markets Edition. Mid 032457-000

Athens

McMinn County—Map Location H-5
 See SRDS Consumer market map and data at beginning of the state. Rec'd 5/23/84.

WJSQ (FM)
 1979
 ATHENS

See SRDS Spot Radio Small Markets Edition. Mid 013899-000

WLAR
 1946
 ATHENS

See SRDS Spot Radio Small Markets Edition. Mid 013900-000

WYXI
 1966
 ATHENS

See SRDS Spot Radio Small Markets Edition. Mid 013901-000

Benton

Polk County—Map Location J-6
 See SRDS Consumer market map and data at beginning of the state.

WBIN
 1977
 BENTON

See SRDS Spot Radio Small Markets Edition. Mid 013902-000

Berry Hill

Davidson County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

See Nashville (including Berry Hill, Hendersonville)

Bolivar

Hardeman County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WJDS
 1962
 BOLIVAR

See SRDS Spot Radio Small Markets Edition. Mid 013903-000

WQKZ (FM)
 1975
 BOLIVAR

See SRDS Spot Radio Small Markets Edition. Mid 013904-000

Bristol

Tenn.—Sullivan County—Map Location M-3
 Va.—Washington County—Map Location C-6
 See SRDS Consumer market map and data at beginning of the state.

WBCV
 (formerly WKYE)
 1962
 BRISTOL, VA

Licensed as a Bristol, VA. station. See listing under Bristol, VA. Mid 014744-000

WFGH
 1946
 BRISTOL, VA

Licensed as a Bristol, VA. station. See listing under Bristol, VA. Mid 014743-000

WJCW
 1938
 JOHNSON CITY

See listing under city of license. Mid 013997-000

WOPI
 1929
 BRISTOL

Media Code 4 244 0700 5.00 Mid 013905-000
 United Broadcasting Co. Inc. owner dba Radio Station WOPI
 9 Sixth St., Bristol, TN 37620. Phone 615-764-5131.
 Rates have been temporarily withdrawn by station.

WQUT (FM)
 1948
 JOHNSON CITY

See listing under city of license. Mid 013998-000

WTFM (FM)
 1948
 KINGSPORT

See listing under city of license. Mid 014003-000

WXBQ (FM)
 1946
 BRISTOL, VA

Licensed as a Bristol, VA. station. See listing under Bristol, VA. Mid 014745-000

WZAP
 1946
 BRISTOL, VA

Licensed as a Bristol, VA. station. See listing under Bristol, VA. Mid 014746-000

Brownsville

Haywood County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WBHT
 1963
 BROWNSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013906-000

WTBG (FM)
 1965
 BROWNSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013907-000

Camden

Benton County—Map Location D-4
 See SRDS Consumer market map and data at beginning of the state.

WFWL
 1956
 CAMDEN

See SRDS Spot Radio Small Markets Edition. Mid 013908-000

WRJB (FM)
 1976
 CAMDEN

See SRDS Spot Radio Small Markets Edition. Mid 013909-000

Carthage

Smith County—Map Location F-4
 See SRDS Consumer market map and data at beginning of the state.

WRKM
 1959
 CARTHAGE
 WRKM-FM
 1975
 CARTHAGE

See SRDS Spot Radio Small Markets Edition. Mid 013910-000

Centerville

Hickman County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

WHLP
 1956
 CENTERVILLE
 WHLP-FM
 1973
 CENTERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 013911-000

Chattanooga

(including Lookout Mountain, Red Bank, Soddy-Daisy, Tenn.; Rossville, Ga.)
 Hamilton County—Map Location H-5
 Rossville, Ga. Walker County—Map Location M-3
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCHU
 1970
 SODDY-DAISY
 WCHU-FM
 1977
 SODDY-DAISY

Media Code 4 244 1050 4.00 Mid 014113-000
 Choo-Choo Broadcasting
 Box 996, Chattanooga, TN 37343. Phone 615-842-4338.
 1 min rate 1x: 20.00.

WDEF
1941
CHATTANOOGA



Katz Radio

CBS Radio Network



Media Code 4 244 1120 5.00 Mid 013912-000
Roy H. Park Broadcasting of Tennessee, Inc.
3300 Broad St., Chattanooga, TN 37402. Phone 615-267-3392, TWX, 810-573-5242.

PROGRAMMING DESCRIPTION

WDEF: Programmed for adults. AIR PERSONALITIES handle all segments. 5-10 am, adult contemporary music, telephone & live interviews, mobile traffic reports, 10 am-3 pm adult contemporary music, audience participation features, food marketing reports 3-7 pm, adult contemporary music, telephone & live interviews, mobile traffic reports, network & business news, sports features & music. M-F 5-6 pm 1 hr Adult Contemporary music. Sat & Sun network & local air personalities. NEWS: local 5 min at :25 & :55; network at :60. SPORTS: live college football & major league baseball. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL
President—Roy H. Park.
Vice-President/Radio—Eddie Anderson.
Vice-Pres. & Gen'l Mgr.—Ben Cagle.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1370 khz. Directional night.
Operating schedule: 5-11 am, EST.

Partial simulcast operation. Simulcast Mon thru Sat 5:30-10 am. For non-simulcast facilities see WDEF-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WDEF-FM
1964
CHATTANOOGA



Katz Radio



Media Code 4 244 1121 3.00 Mid 013913-000
Roy H. Park Broadcasting of Tennessee, Inc.
3300 Broad St., Chattanooga, TN 37402. Phone 615-267-3393, TWX, 810-573-5242.

PROGRAMMING DESCRIPTION

WDEF-FM: Programmed for adults. MUSIC: familiar popular standards primarily instrumental with some group vocals. Full orchestrated versions of recent hits. Programmed in uninterrupted segments with 4 pauses per hr. Contact Representative for further details. Rec'd 2/9/76.

1. PERSONNEL
President—Roy Park.
Vice-Pres./Radio—Eddie Anderson.
General Manager—Ben Cagle.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 100,000 w.; 92.3 mhz.
Operating schedule: 5-11 am, EST.
Antenna ht.: 895 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Sat 10-11 am. For simulcast facilities see WDEF.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WDOD
1925
CHATTANOOGA

Modern Country



Media Code 4 244 1190 8.00 Mid 013914-000
Cy N. Bahakel Broadcasting Stations
Box 4232, Chattanooga, TN 37405. Phone 615-266-5117, TWX, 810-573-5203.

PROGRAMMING DESCRIPTION

WDOD: Programmed for Contemporary Country listener & newer young demographics. MUSIC: Modern Country format; billboard reporting station features: Talk Show M/F, 12:20-2 pm. AIR PERSONALITIES handle all segments. FEATURES: heavy community involvement. NEWS: full service news dept., heavy local commitment, news director, 2 anchors, 2 reporters, network; 1/2 hr local show, Tri-State Report 5-5:30 pm. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL
President—Cy N. Bahakel.
General Manager—Paul Fink.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
5,000 w.; 1310 khz. Directional nights.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60c, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.
Affiliated with Supernet.

TIME RATES

AM/FM COMBINATION
Eff.—Rec'd 1/25/85.

AAA—Mon thru Fri 3:30-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.
A—All other times.

GRID:	CLASS AAA	CLASS AAA			
		I	II	III	IV
1 min		125	100	90	80
30 sec		100	80	72	64
CLASS AA					
1 min		110	90	80	70
30 sec		88	72	64	56
CLASS A					
1 min		80	70	60	50
30 sec		64	56	48	40

AM only: 90% of AM/FM combination.

WDOD-FM
1950
CHATTANOOGA

Media Code 4 244 1191 6.00 Mid 013915-000
Cy N. Bahakel Broadcasting Stations
Box 4232, Chattanooga, TN 37405. Phone 615-266-5117.

2. REPRESENTATIVES
Torbel Radio, Inc.
1 min rate 1x: 81.00.

WFLI

1961
LOOKOUT MOUNTAIN

Media Code 4 244 1330 0.00 Mid 013917-000
WFLI Inc.
621 O'Grady Dr., Chattanooga, TN 37409. Phone 615-821-3555.

2. REPRESENTATIVES
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WGOW

1934
CHATTANOOGA

EASTMAN RADIO, INC.



Media Code 4 244 1365 6.00 Mid 013918-000
Radio Chattanooga, Inc.
Box 11202, 821 Pineville, Chattanooga, TN 37401. Phone 615-756-6141.

PROGRAMMING DESCRIPTION

WGOW: Programmed for 25-49 adults. MUSIC: Easy Contemporary hits & Oldies; AIR PERSONALITIES handle all segments. Audience participation contests. NEWS: local emphasis; 5 man dept.; newscasts 6-10 am & 3-7 pm at :60 & :30; headlines at :15. SPORTS: at :45 & play-by-play U football, basketball & major league baseball. COMMERCIAL POLICY: maximum 12 minutes per hour, including news. Contact Representative for further details. Rec'd 4/30/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald J. Newberg.
General Sales Manager—Dan Brown.
Operations Manager—Greg Schaeffer.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 khz. Directional nights.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 23a, 24c, 28b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WSKZ (FM).
Affiliated with Eastman Radio Network.

TIME RATES

WGOW/WSKZ (FM) COMBINATION

No. 4 Eff 11/1/84—Rec'd 12/10/84.

AAA—Mon thru Sat 5:30-10 am & 3 pm-midnight; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	I	II	III	IV	I	II	III	IV
AAA	120	110	100	96	88	80	72	64
AA	100	90	80	80	72	64	56	48

WGOW only: 50% of WGOW/WSKZ (FM) combination.

WJTT (FM)

1972
RED BANK



Media Code 4 244 1417 5.00 Mid 013919-000
WSIM Inc.
210 Pinehurst Ave., Box 15727, Chattanooga, TN 37415.
Phone 615-870-3811.

2. REPRESENTATIVES
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WNOO

1951
CHATTANOOGA



Media Code 4 244 1540 4.00 Mid 013921-000
WMFS Inc.
Box 5156, 1108 Hendricks St., Chattanooga, TN 37406.
Phone 615-698-8617.

2. REPRESENTATIVES
Masla Radio.
South—Contact Jack Hardin at station.
1 min rate 1x: 34.00.

WOWE (FM)

1966
ROSSVILLE, GA

Media Code 4 244 1575 0.00 Mid 013922-000
WOWE, Inc.
Box 989, Chattanooga, TN 37401. Phone 615-267-1050.
1 min rate 1x: 18.00.

WSDT

1970
SODDY-DAISY

Roberta Davis, owner
Box 1209, Soddy-Daisy, TN 37379. Phone 615-332-6666.

2. REPRESENTATIVES
David Carpenter Company, Inc.
1 min rate 1x: 10.00.

WSKZ (FM)

1960
CHATTANOOGA

EASTMAN RADIO, INC.



Media Code 4 244 1645 1.00 Mid 013924-000
Radio Chattanooga Inc.
Box 11202, 821 Pineville Rd., Chattanooga, TN 37401.
Phone 615-756-6141.

PROGRAMMING DESCRIPTION

WSKZ (FM): Programmed for adults 18-49. MUSIC: Contemporary hits & oldies. AIR PERSONALITIES handle all segments. Audience participation contests. NEWS: emphasis local; 5-man staff, newscast at :40. COMMERCIAL POLICY: max 8 minutes per hr. Contact Representative for further details. Rec'd 2/21/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald J. Newberg.
General Sales Manager—Dan Brown.
Operations Manager—Greg Schaeffer.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,076 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 23a, 24c, 28b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: WGOW.
Affiliated with Eastman Radio Network.
Sold in combination with WGOW. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 30% from WGOW/WSKZ (FM) combination.

WUSY (FM)



1961
CLEVELAND



(This is a paid duplicate of the listing under Cleveland, Tennessee.)

Media Code 4 244 2016 4.00 Mid 013931-000
Colonial Broadcasting Co. Inc.
Village Office Bldg, Cleveland, TN 37311.
Mailing Address: Osborne Bld., Suite 505, Box 8799, Chattanooga, TN 37411. Phone 615-892-3333.

PROGRAMMING DESCRIPTION

WUSY (FM): MUSIC: Modern Country presented by PERSONALITIES. NEWS: 5-person staff. FEATURES: promotion & community involvement. Contact Representative for further details. Rec'd 6/27/83.

1. PERSONNEL
Vice-Pres./Gen'l Mgr.—David Coppock.
General Sales Manager—Brenda Selby.
Program Director—John Hart.

2. REPRESENTATIVES
Hillier Newman Wechsler & Howard.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/84—Rec'd 8/28/84.
AAA—Mon thru Fri 5:30-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—All other times.

GRID:	CLASS AAA	CLASS AAA			
		I	II	III	IV
30 sec		55	52	48	45
1 min		68	64	60	56
CLASS AA					
30 sec		52	48	45	42
1 min		64	60	56	52
CLASS A					
30 sec		48	45	42	39
1 min		58	54	50	48
CLASS B					
30 sec		24	22	21	20
1 min		31	29	27	25

WZRA

1945
CHATTANOOGA

Media Code 4 244 2018 0.00 Mid 013920-000
Beacon Broadcasting Network Div. of Quality Media Corp.
Box 1748, Chattanooga, TN 37401. Phone 615-756-1450.
1 min rate 1x: 14.00.

TENNESSEE

Church Hill

Hawkins County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WMCH

1954
CHURCH HILL

Mid 013925-000
See SRDS Spot Radio Small Markets Edition.

Clarksville

Montgomery County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WABD

1963
FORT CAMPBELL, KY

Mid 010536-000
See listing under city of license.

WABD-FM

1968
FORT CAMPBELL, KY

Mid 010537-000
See listing under city of license.

WDXN

1954
CLARKSVILLE



Media Code 4 244 1750 9.00 Mid 013926-000
Jack Mayer dba Radio Station WDXN
Bailey Bldg., 111 S. 2nd St., Box 724, Clarksville, TN
37041. Phone 615-645-2411.

PROGRAMMING DESCRIPTION

WDXN: Programmed for adults & young adults 18-54;
AIR PERSONALITIES, featured all day & available for
remote broadcasts. MUSIC: Contemporary Country,
NEWS: at :60 & :30, expanded in drivetimes & noon; full
time local news staff. FARM: 6-6:30 am, Markets, farm
news, interviews with local farm officials. Public affairs,
talk & call-in show; interviews, features, M-F, 10-10:30
am. SPORTS: U. OF Tenn. & SEC football & basketball;
pro football; Nascar & Indy 500 racing. Rec'd 11/30/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Jack Mayer.
Program Director—Chip Hoback.
- FACILITIES**
1,000 w. days; 540 khz. Non-directional.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51b.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 20 Eff 12/1/84—Rec'd 1/31/85.

- SPOT ANNOUNCEMENTS**
CLASS AAA
YR: 1x 26x 52x 104x 312x 624x
1 min 12.00 11.06 10.29 9.18 8.35 7.65
30 sec 9.53 8.82 8.24 7.76 7.06 6.18

WJZM

1941
CLARKSVILLE



Media Code 4 244 1820 0.00 Mid 013927-000
John H. Bailey & Charles E. Malone dba WJZM
Box 648, Clarksville, TN 37040. Phone 615-645-6414.

PROGRAMMING DESCRIPTION

WJZM: Programmed for adults & young adults, 18-49.
MUSIC: contemporary—55% current hits, 45% hits-of-
the-past. NEWS: fulltime local news staff; fulltime
director; AP Radio news. AIR PERSONALITIES handle all
segments. y. SPORTS: 6 programs daily, local univ & high
school play-by-play events. Rec'd 1/31/83.

- PERSONNEL**
General Manager—Charles Malone.
Program Director—Dave Mize.
News Director—John Moseley.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 29a.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a.

TIME RATES

Eff 11/29/83.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS**
CLASS AAA
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 9.70 9.15 7.85 7.35
30 sec 8.15 7.10 6.30 5.80
CLASS AA
1 min 8.50 7.25 6.50 6.00
30 sec 6.75 5.75 5.00 4.50
CLASS A
1 min 7.50 6.25 5.50 5.00
30 sec 6.00 5.50 4.75 4.25
10 sec: 50% of 1-min.

WKVL

1980
CLARKSVILLE



Media Code 4 244 1855 6.00 Mid 013928-000
Two Rivers Broadcasting Co.
Box 973, 322 Main St., Suite 200, Clarksville, TN 37040.
Phone 615-648-9585.
1 min rate 1x: 8.00.

Cleveland

Bradley County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WALV (FM)

1980
CLEVELAND

Media Code 4 244 1872 1.00 Mid 013932-000
Kali Broadcasting, Inc.
Box 1053, Cleveland, TN 37311. Phone 615-472-4035.

- REPRESENTATIVES**
Jack Bolton Associates.
1 min rate 1x: 9.35.

WBAC

1946
CLEVELAND

Media Code 4 244 1890 3.00 Mid 013929-000
Thomason Broadcasting Inc.
750 N. Broad St., Box 3180, Cleveland, TN 37320. Phone
615-476-7593.

PROGRAMMING DESCRIPTION

WBAC: MUSIC: Traditional & Adult Contemporary. Rec'd
9/30/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clyde W. Thomason.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Affiliated with MBS.
Affiliated with Music Country Radio Network.
Member: Tennessee Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 4/1/84—Rec'd 4/2/84.

- SPOT ANNOUNCEMENTS**
CLASS AA
1 min 30 sec 15 sec
1 ti 7.00 6.00 4.50
CLASS A
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 6.25 6.10 6.00 5.90 5.85
30 sec 5.25 5.10 5.00 4.95 4.90
15 sec 3.85 3.70 3.60 3.55 3.50
All spots may be counted to earn weekly frequency for A spots.

- PROGRAM TIME RATES**
WKLY: 1/2 hr 1/4 hr 5 min
Base 50 25 10
3+ 20 10 8

WCLE

1957
CLEVELAND



Media Code 4 244 1960 4.00 Mid 013930-000
Carroll, Carroll, Beck and Rowland
1995 Keith St. NW, Cleveland, TN 37311. Phone 615-
472-6511.
1 min rate 1x: 7.00.

WUSY (FM)

1961
CLEVELAND



Media Code 4 244 2016 4.00 Mid 013931-000
Colonial Broadcasting Co. Inc.
Village Office Bldg., Cleveland, TN 37311.
Mailing Address: Osborne Bld., Suite 505, Box 8799,
Chattanooga, TN 37411. Phone 615-892-3333.

PROGRAMMING DESCRIPTION

WUSY (FM): MUSIC: Modern Country presented by
PERSONALITIES. NEWS: 5-person staff. FEATURES:
promotion & community involvement. Contact
Representative for further details. Rec'd 6/27/83.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—David Coppock.
General Sales Manager—Brenda Selby.
Program Director—John Hart.
- REPRESENTATIVES**
Hillier Newmark Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/84—Rec'd 8/28/84.
AAA—Mon thru Fri 5:30-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.
B—All other times.

- SPOT ANNOUNCEMENTS**
CLASS AAA
GRID: I II III IV V
30 sec 55 52 48 45 42
1 min 68 64 60 56 52
CLASS AA
30 sec 52 48 45 42 38
1 min 64 60 56 52 48
CLASS A
30 sec 48 45 42 39 36
1 min 58 54 50 48 46
CLASS B
30 sec 24 22 21 20 18
1 min 31 29 27 25 22 (D)

Clinton

Anderson County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WKNX (FM)

1966
CLINTON

Media Code 4 244 2021 4.00 Mid 027693-000
A Mack Sanders Station
4400 Whittle Springs Rd., Knoxville, TN 37917. Phone
615-637-9900.

PROGRAMMING DESCRIPTION

WKNX (FM): Programmed for adults 25-54, secondary
target 18-49. MUSIC: Contemporary Country artists
presented by AIR PERSONALITIES w/guaranteed 3
songs in a row. COMMERCIAL POLICY: max 8 minutes/
hr; album features, nightly 95 min uninterrupted music
sweeps. NEWS: emphasis on local & reg'l w/newscasts
in drive. FEATURES: promotions, contests, personal ap-
pearances. Contact Representative for further details.
Rec'd 6/20/83.

- PERSONNEL**
Station Manager—Bobby Bohn.
Program Director—Jimmy Vineyard.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 3,000 w. (horiz), 3,000 w. (vert); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.; 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 8.
Rate Protection: 11.
Basic Rates: 20a.
Comb.: Cont. Discounts: 60b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WNOX, Knoxville.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)(D)

WYSH

1960
CLINTON

Mid 013933-000

See SRDS Spot Radio Small Markets Edition.

WYSH-FM

1966
CLINTON

Mid 013934-000

See SRDS Spot Radio Small Markets Edition.

Collierville

Shelby County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

WMSO

1966
COLLIERVILLE

Mid 013935-000

See SRDS Spot Radio Small Markets Edition.

Columbia

Maury County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKOM (FM)

1967
COLUMBIA



Media Code 4 244 2090 9.00 Mid 013936-000
Middle Tennessee Broadcasting Co. Inc.
Box 1377, Columbia, TN 38401. Phone 615-388-0101.

- REPRESENTATIVES**
Midsouth Spot Sales, Inc.
1 min rate 1x: 6.50.

WKRM

1946
COLUMBIA



Media Code 4 244 2100 6.00 Mid 013937-000
Middle Tennessee Broadcasting Co. Inc.
Box 1377, 315 W. Seventh St., Columbia, TN 38401.
Phone 615-388-3636.

- REPRESENTATIVES**
Radio Station Representatives, Inc.
Midsouth Spot Sales, Inc.
1 min rate 1x: 10.00.

WMCP

1956
COLUMBIA



Media Code 4 244 2170 9.00 Mid 013938-000
Maury County Boosters Corp.
Box 711, Columbia, TN 38401. Phone 615-388-3241.

PROGRAMMING DESCRIPTION

WMCP: MUSIC: Contemporary country except Sun, gospel.
NEWS: full-time director; local news reported 9x/day;
network news on hour. AIR PERSONALITIES handle all
segments. SPORTS: U football in season; reports daily.
FARM: news reported daily. Rec'd 10/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—T. Earl Williford.
Commercial Manager—J. Mack Shaw.
 - FACILITIES**
5,000 w. days, 500 w. nights; 1280 khz.
Operating schedule: 5 am-midnight. CST.
 - AGENCY COMMISSION**
None; All rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with Entertainment Radio Network.
- TIME RATES**
Eff 4/1/82—Rec'd 3/8/82.
- SPOT ANNOUNCEMENTS**
30 DAYS: 1x 26x 52x 78x 104x 130x
1 min 7.25 6.25 5.85 5.45 5.00 4.40
30 sec 5.70 4.90 4.40 4.10 3.75 3.40
15 sec 4.35 3.50 3.25 2.95 2.75 2.50

Cookeville

Putnam County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WGSQ (FM)

1984
COOKEVILLE

Mid 035540-000

See SRDS Spot Radio Small Markets Edition.

WHUB

1940
COOKEVILLE



Media Code 4 244 2240 0.00 Mid 013939-000
WHUB, Inc.
136 E. Spring St., Box 2707, Cookeville, TN 38501.
Phone 615-526-2131.

PROGRAMMING DESCRIPTION

WHUB: Programmed for general interest. MUSIC:
Modern Country. NEWS: network at :60; frequent local
newscasts; state news from UPI; fulltime weather wire.

Mobile facilities. SPORTS: strong emphasis including reports of local univ & high school athletic events; major sports events from network. FARM: markets early morning & noon. Contact Representative for further details. Rec'd 4/2/80.

- PERSONNEL**
President—M. L. Medley.
General Manager—Stacey Mott.
- REPRESENTATIVES**
Midsouth Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 4:30 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with CBS Radio Network.

TIME RATES

No. 17 Eff 4/1/82—Rec'd 3/4/82.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|------|------|------|------|
| EA: | 1x | 10x | 30x | 100x | 500x |
| 1 min | 10.00 | 9.40 | 8.80 | 8.25 | 7.95 |
| 30 sec | 7.35 | 6.80 | 6.35 | 5.90 | 5.60 |

- PACKAGE PLANS**
TRAFFIC—CIRCULATE 6-10 AM & 3-7 PM
- | | | | | | |
|--------|------|------|------|------|------|
| EA: | 1x | 10x | 30x | 100x | 500x |
| 1 min | 8.20 | 7.60 | 7.10 | 6.70 | 6.40 |
| 30 sec | 5.90 | 5.50 | 5.20 | 4.80 | 4.60 |

- | | | | | | |
|--------|------|------|------|------|------|
| 1 min | 6.80 | 6.10 | 5.60 | 5.20 | 4.80 |
| 30 sec | 4.95 | 4.50 | 4.10 | 3.75 | 3.40 |
- RQS 10 am-3 pm/6 am-7 pm—1-min, extra .50; 30-sec, extra .35.

(SMD)

WHUB-FM

1964
COOKEVILLE



Media Code 4 244 2241 8.00 Mid 013940-000
WHUB, Inc.
136 E. Spring St., Box 2707, Cookeville, TN 38501.
Phone 615-526-2131.

PROGRAMMING DESCRIPTION

WHUB-FM: for adults & young adults. Contact Representative for further details. Rec'd 12/2/80.

- PERSONNEL**
President—M. L. Medley.
General Manager—Stacey Mott.
- REPRESENTATIVES**
Midsouth Spot Sales, Inc.
- FACILITIES**
ERP 1,500 w.; 98.3 mhz.
Operating schedule: 4:30 am-midnight. CST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only. 10 days.
- GENERAL ADVERTISING See coded regulations**
Member: Tennessee Radio Network.

TIME RATES

No. 17 Eff 4/1/82—Rec'd 3/4/82.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|------|------|------|------|
| EA: | 1x | 10x | 30x | 100x | 500x |
| 1 min | 10.00 | 9.40 | 8.80 | 8.25 | 7.95 |
| 30 sec | 7.35 | 6.80 | 6.35 | 5.90 | 5.60 |

- PACKAGE PLANS**
TRAFFIC—CIRCULATE 6-10 AM & 3-7 PM
- | | | | | | |
|--------|------|------|------|------|------|
| EA: | 1x | 10x | 30x | 100x | 500x |
| 1 min | 8.20 | 7.60 | 7.10 | 6.70 | 6.40 |
| 30 sec | 5.90 | 5.50 | 5.20 | 4.80 | 4.60 |

- | | | | | | |
|--------|------|------|------|------|------|
| 1 min | 6.80 | 6.10 | 5.60 | 5.20 | 4.80 |
| 30 sec | 4.95 | 4.50 | 4.10 | 3.75 | 3.40 |
- RQS 10 am-3 pm/6 am-7 pm—1-min, extra .50; 30-sec, extra .35.

(SMD)

WPTN

1962
COOKEVILLE

Mid 013941-000
See SRDS Spot Radio Small Markets Edition.

Copperhill

Polk County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WLSB

1958
COPPERHILL

Mid 013942-000
See SRDS Spot Radio Small Markets Edition.

Covington

Tipton County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

WKBL

1954
COVINGTON

Mid 013943-000
See SRDS Spot Radio Small Markets Edition.

WKBL-FM

1965
COVINGTON

Mid 013944-000
See SRDS Spot Radio Small Markets Edition.

Cowan

Franklin County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WZYX

1957
COWAN

Mid 013945-000
See SRDS Spot Radio Small Markets Edition.

Crossville

Cumberland County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WAEW

1952
CROSSVILLE

Mid 013946-000
See SRDS Spot Radio Small Markets Edition.

WCSV

1968
CROSSVILLE

Mid 013948-000
See SRDS Spot Radio Small Markets Edition.

WXVL (FM)

1967
CROSSVILLE

Mid 013949-000
See SRDS Spot Radio Small Markets Edition.

Dayton

Rhea County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WDNT

1957
DAYTON

WLCY (FM)

1976
DAYTON

Mid 013950-000
See SRDS Spot Radio Small Markets Edition.

WKOE

1979
DAYTON

Mid 013951-000
See SRDS Spot Radio Small Markets Edition.

Dickson

Dickson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WDKN

1955
DICKSON

Mid 013952-000
See SRDS Spot Radio Small Markets Edition.

WTNQ (FM)

1964
DICKSON

Mid 013953-000
See SRDS Spot Radio Small Markets Edition.

Dunlap

Sequatchie County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WSVC

1980
DUNLAP

Mid 029024-000
See SRDS Spot Radio Small Markets Edition.

Dyersburg

Dyer County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WASL (FM)

1968
DYERSBURG

Mid 013954-000
See SRDS Spot Radio Small Markets Edition.

WDSG

1946
DYERSBURG

Contemporary

Media Code 4 244 2800 1.00 Mid 013955-000
State Gazette Broadcasting Co.
Hwy. 51 Bypass N., Box 627, Dyersburg, TN 38024.
Phone 901-285-1294, 1295.

PROGRAMMING DESCRIPTION

WDSG: SPORTS: local & college basketball & football, St. Louis Cardinal baseball. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
President—Jo Ann Ward.
Operations Manager—Joe S. Hampton.
Traffic—Debra Barnes.
- REPRESENTATIVES**
Frederick W. Smith.
Midsouth Spot Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS and MBS.
Affiliated with Brownfield Network.

TIME RATES

Eff 8/31/81—Rec'd 9/3/81.

- SPOT ANNOUNCEMENTS**
- | | | | | |
|--------|-------|------|------|------|
| 1x | 25x | 104x | 260+ | |
| 1 min | 10.00 | 9.50 | 8.50 | 8.00 |
| 30 sec | 8.00 | 7.50 | 6.50 | 6.00 |

(SMD)

WTRO

1957
DYERSBURG

Mid 013956-000
See SRDS Spot Radio Small Markets Edition.

Elizabethton

Carter County—Map Location M-4
See SRDS Consumer market map and data at beginning of the state.

See Johnson City (including Elizabethton, Jonesboro)

WBEJ

1964
ELIZABETHTON

Mid 013957-000
Media Code 4 244 2940 5.00
WBEJ C.B. Radio, Inc.
626-1/2 Elk Ave., Box 829, Elizabethton, TN 37643.
Phone 615-542-2184.
1 min rate 1x: 7.00.

Eglewood

McMinn County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WENR

1967
ENGLEWOOD

Mid 013960-000
See SRDS Spot Radio Small Markets Edition.

Erwin

Unicoi County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WEMB

1956
ERWIN

Mid 013961-000
See SRDS Spot Radio Small Markets Edition.

WXIS (FM)

1968
ERWIN

Mid 013962-000
See SRDS Spot Radio Small Markets Edition.

Etowah

McMinn County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WCPC

1955
ETOWAH

Mid 013963-000
See SRDS Spot Radio Small Markets Edition.

Fayetteville

Lincoln County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WEKR

1948
FAYETTEVILLE



Media Code 4 244 3220 1.00 Mid 013964-000
Elk River Broadcasters, Inc.
Box M, Fayetteville, TN 37334. Phone 615-433-3545.

PROGRAMMING DESCRIPTION

WEKR: Country music. Rec'd 11/24/81.

- PERSONNEL**
Music Director—Jerry Raby.
Business Manager—Mike Freeland.
Dir./Creative Serv. & Prog. Dir.—Ellen Freeland.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 4:30 am-10 pm. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS and MBS.

TIME RATES

Eff 1/23/85.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|-------|-------|------|------|
| 1 ti | 13 ti | 30 ti | 52 ti | 100+ | |
| 1 min | 8.50 | 8.25 | 8.00 | 7.75 | 7.50 |
| 30 sec | 6.50 | 5.50 | 5.25 | 5.00 | 4.75 |

(SMD)

WKZF

(formerly WIXC)
1970
FAYETTEVILLE

Mid 013965-000
Media Code 4 244 3255 7.00
Lincoln County Broadcasters, Inc.
Eldad Rd., Box 757, Fayetteville, TN 37334. Phone 615-433-2537.

PROGRAMMING DESCRIPTION

WKZF: Programmed for adults & young adults. MUSIC: Modern Country; 4 AIR PERSONALITIES handle all segments. FEATURES: promos, continuous contests. NEWS: network at :50; state & local at :30. FARM: noon. SPORTS: stock car racing. Rec'd 7/16/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Bill Malone.
Program Director—Ross Brooks.
National Sales Manager—Sue Brooks.
- FACILITIES**
25,000 w.; 1140 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff 1/15/85—Rec'd 1/16/85.

AAA—6-9 am & 3-7 pm.
AA—9 am-3 pm.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|-----------|-------|-------|-------|-------|-------|
| CLASS AAA | 1 ti | 25 ti | 50 ti | 75 ti | 100+ |
| PER MO: | 11.00 | 10.00 | 9.50 | 9.25 | 9.00 |
| 1 min | 13.50 | 12.50 | 12.00 | 11.75 | 11.50 |

CLASS AA	9.00	8.00	7.75	7.50	7.25
30 sec	11.50	10.50	10.25	10.00	9.75

(SMD) (CR)

WYTM (FM)

1970
FAYETTEVILLE

Mid 013966-000
See SRDS Spot Radio Small Markets Edition.

TENNESSEE

Franklin

Williamson County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WAKM
1953
FRANKLIN

Mid 017808-000
See SRDS Spot Radio Small Markets Edition.

WIZO
1969
FRANKLIN

Mid 013968-000
See SRDS Spot Radio Small Markets Edition.

WJRB
1958
NASHVILLE
WJKZ (FM)
1974
FRANKLIN

Mid 014070-000
See WJRB, WJKZ (FM) listing under Nashville, TN.

Gallatin

Sumner County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WAMG
1966
GALLATIN

Mid 013970-000
See SRDS Spot Radio Small Markets Edition.

WHIN
1948
GALLATIN

Mid 013971-000
See SRDS Spot Radio Small Markets Edition.

WWKX (FM)
1960
GALLATIN



MAJOR MARKET RADIO SALES

Media Code 4 244 3605 3.00 Mid 013972-000
Group III Broadcasting, WWKX/KX-104 FM, Inc.
Studio: Hwy 109, Gallatin, TN 37066. Phone 615-452-4747.

Sales Office: 11 Music Circle South Suite 111, Nashville, TN 37203. Phone 615-244-4197.

PROGRAMMING DESCRIPTION
WWKX (FM): Entertainment emphasis with AIR PERSONALITIES aimed at adults & young adults. MUSIC: blend of Current & recent hits. FEATURES: continuous contests; heavy promotion. NEWS: in drive; 5-min capsules of network news; emphasis on local; traffic reports & sports. COMMERCIAL POLICY: limited. Contact Representative for further details. Rec'd 3/11/81.

- PERSONNEL**
President—Gordon K. Smith.
Station Manager—Rich Blum.
Local Sales Manager—Bob Carlton.
 - REPRESENTATIVES**
Major Market Radio Sales.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,050 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D)

Gatlinburg

Sevier County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WVTN (FM)
1983
GATLINBURG

Mid 031229-000
See SRDS Spot Radio Small Markets Edition.

Germantown

Shelby County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

See Memphis
(including Germantown, Millington, TN; West Memphis, AR)

Greeneville

Greene County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WGRV
1947
GREENEVILLE

Mid 013973-000
See SRDS Spot Radio Small Markets Edition.

WIKQ (FM)
1956
GREENEVILLE

Mid 013974-000
See SRDS Spot Radio Small Markets Edition.

WSMG
1961
GREENEVILLE

Mid 013975-000
See SRDS Spot Radio Small Markets Edition.

Harriman

Roane County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WHBT
1947
HARRIMAN

Mid 013976-000
See SRDS Spot Radio Small Markets Edition.

WKCE
1983
HARRIMAN

Mid 033854-000
See SRDS Spot Radio Small Markets Edition.

Harrogate

Claiborne County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WSVQ
1980
HARROGATE

Mid 013977-000
See SRDS Spot Radio Small Markets Edition.

Hartsville

Trousdale County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WJKM
1966
HARTSVILLE

Mid 013978-000
See SRDS Spot Radio Small Markets Edition.

Henderson

Chester County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WHHM
1967
HENDERSON

Mid 013979-000
See SRDS Spot Radio Small Markets Edition.

Hendersonville

Sumner County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

See Nashville
(including Berry Hill, Hendersonville)

Hohenwald

Lewis County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WMLR
1970
HOHENWALD

Mid 013980-000
See SRDS Spot Radio Small Markets Edition.

Humboldt

Gibson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WHMT
1972
HUMBOLDT

Mid 013981-000
See SRDS Spot Radio Small Markets Edition.

WIRJ
1949
HUMBOLDT

Mid 013982-000
See SRDS Spot Radio Small Markets Edition.

WZDQ (FM)
1964
HUMBOLDT

Mid 013983-000
See SRDS Spot Radio Small Markets Edition.

Huntingdon

Carroll County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WJPJ
1975
HUNTINGDON

Mid 013984-000
See SRDS Spot Radio Small Markets Edition.

WPBE (FM)
1979
HUNTINGDON

Mid 013985-000
See SRDS Spot Radio Small Markets Edition.

Jackson

Madison County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WDXI
1948
JACKSON

HILLIER, NEWMARK, WECHSLER & HOWARD
RAB **NRBA**
Media Code 4 244 3990 9.00 Mid 013986-000
Community Service Broadcasting, Inc.
1 Radio Park, Jackson, TN 38301. Phone 901-427-9611.

- PROGRAMMING DESCRIPTION**
WDXI: Programmed for adults 18-59. MUSIC: Modern country. NEWS: at :60; director. FARM: thru-out day. SPORTS: Updates all day, play-by-play area high school & college football, basketball, pro baseball & football. Contact Representative for further details. Rec'd 10/17/80.
- PERSONNEL**
General Manager—Betty Mastick.
Program Director—Ted Charies.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
5,000 w. days, 1,000 w. nights; 1310 khz. Directional nights.
Operating schedule: 5 am-midnight. CST.

- AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING** See coded regulations
FM facilities: WJHR (FM).
- TIME RATES**
Eff—Rec'd 3/23/83.
- SPOT ANNOUNCEMENTS**
Per Wk: 6 ti 12 ti 18 ti 24 ti
1 min 21 20 19 18
30 sec 18 17 16 15
- SPECIAL FEATURES**
Farm adjacencies—1 min, 25.00; 30-sec, 22.00.

WJAK
1955
JACKSON

Roslin Radio

Media Code 4 244 4060 0.00 Mid 013987-000
Broadcast Dynamics, Inc.
210 Gordon St., Jackson, TN 38301. Phone 901-424-1460.

PROGRAMMING DESCRIPTION
WJAK: Programmed for adults 25-49. MUSIC: Solid Gold Classics 1956-1981. News at :60, sports at :30, local & AP, college football. Audience participation telephone talk show in AM drive 7:30-8:30 am. Contact Representative for further details. Rec'd 9/28/83.

- PERSONNEL**
General Manager—Tom Mapes.
Program Director—Gary Pickens.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
1,000 w.; 1460 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21c, 22a, 22b, 23a, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 51a, 51c.
Comb.: Cont. Discouts: 60c, 60f, 60i.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with Tennessee Radio Network.

TIME RATES
No. 7 Eff 7/4/83—Rec'd 8/5/83.
AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-6 pm; Sat 10 am-3 pm.
AA—All other times.

- SPOT ANNOUNCEMENTS**
AAA AA AAA AA
1 min 10 8 30 sec 8 6
- PACKAGE PLANS**
TAP—1/2AAA, 1/2AA
Ea 1 min 30 sec
9 7
- PARTICIPATING PROGRAMS**
Area Code 901—Mon thru Fri 7:30-8:30 am, 1-min 10.00; 30 sec 9.00.

WJHR (FM)
1979
JACKSON

H&H

HILLIER, NEWMARK, WECHSLER & HOWARD

RAB

Media Code 4 244 4078 2.00 Mid 013988-000
WJHR, Inc.
Box 1743, Old Pinson Rd., Jackson, TN 38301. Phone 901-423-0103.

PROGRAMMING DESCRIPTION
WJHR (FM): Programmed for audience 18-44. MUSIC: Contemporary. NEWS: at :60. Contact Representative for further details. Rec'd 6/23/83.

- PERSONNEL**
General Manager—Fred J. Webb.
Program Director—Mark Ward.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WDXI.

TIME RATES
Eff—Rec'd 3/23/82.

- SPOT ANNOUNCEMENTS**
PER WK: 6 ti 12 ti 18 ti 24 ti
1 min 23 22 21 20
30 sec 20 19 18 17

WKIR (FM)1947
JACKSON**Progressive Country**Media Code 4 244 4095 6.00 Mid 013989-000
Radio Station WTJS, Inc.
Box 1119, 122 Radio Rd., Jackson, TN 38301. Phone
901-427-3316.**PROGRAMMING DESCRIPTION**

WKIR (FM): Target audience 18-59. MUSIC: Contemporary & Progressive Country & album cuts at night; syndicated Country programs on wknds. NEWS: commentator reports at 7:55, 10:35 am & 5:20 pm; local news & farm reports 7 am, 12N & 5 pm; hly state & network at :15; weather at :19 & :45. SPORTS: local, state & network; sports commentator at 7:25 am & 4:25 pm; mobile studio facilities. Rec'd 1/5/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Hoppers.
National Sales Manager—Jerry Vandiver.
Program Director—Steve Little.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo/Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 640 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 26, 28c, 29a, 32a.
Contracts: 40a, 41a, 44a, 45, 46, 47a, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WTJS.
Affiliated with ABC FM Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/12/83.AAA—Mon thru Sat 6-9 am & 3-6 pm.
AA—BTA.

- SPOT ANNOUNCEMENTS**

1 min	30 sec
PER WK:	1 ti 50 ti 100 ti 1 ti 50 ti 100 ti
AAA	17.65 16.45 15.30 14.10 12.95 11.75

- PACKAGE PLANS**

TAP	1 min	30 sec
PER WK:	1 ti 50 ti 100 ti 1 ti 50 ti 100 ti	
Ea	16.45 15.30 14.10 12.95 11.75 10.60	

WTJS1931
JACKSON**Adult**Media Code 4 244 4130 1.00 Mid 013990-000
Radio Station WTJS, Inc.
Box 1119, 122 Radio Rd., Jackson, TN 38301. Phone
901-427-3316.**PROGRAMMING DESCRIPTION**

WTJS: Programmed for adults 25-54. MUSIC: adult, high-lighting music of 40's, 50's & 60's. AIR PERSONALITIES handle all segments. NEWS: 5 min local at 2 hr intervals; 5 min network at :30. UPI complete local news staff; weather at :45. FARM: 6-7 am. SPORTS: at :15; play-by-play local high school & college basketball & football; U football & basketball; mobile studios. Rec'd 2/23/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Hoppers.
National Sales Manager—Jerry VanDiver.
Program Director—John Mount.
- FACILITIES**
5,000 w days, 1,000 w. nights; 1390 khz. Directional nights.
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 26, 28c, 29a, 32a.
Contracts: 40a, 41a, 44a, 45, 46, 47a, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60g, 60i, 61a, 62.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKIR (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/1/82—Rec'd 6/28/82.AAA—Mon thru Fri 6-9 am & 3-6 pm.
AA—Mon thru Sun BTA, all dayparts.

- SPOT ANNOUNCEMENTS**

CLASS AAA	
PER WK:	1 ti 10 ti 20 ti 30 ti 40 ti
PER MO:	30 ti 60 ti 90 ti 100 ti
PER YR:	250x 500x 750x 1000x
1 min	13.55 12.90 12.20 11.45 10.75
30 sec	10.80 10.25 9.70 9.10 8.60
CLASS AA	
1 min	11.45 10.75 10.10 9.40 8.70
30 sec	9.10 8.60 8.00 7.45 6.90

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA	
PER WK:	10 ti 20 ti 30 ti 40 ti
PER MO:	30 ti 60 ti 90 ti 100 ti
PER YR:	250x 500x 750x 1000x
1 min	11.80 11.20 10.45 9.75
30 sec	9.40 8.80 8.30 7.75

WYNU (FM)1964
MILANMedia Code 4 244 7236 3.00 Mid 035020-000
Andrew Jackson Broadcasting Corp.
Jackson Plaza, 50 Old Hickory Blvd., Jackson, TN 38305.
Phone 901-424-7276.**PROGRAMMING DESCRIPTION**

WYNU (FM): MUSIC: Adult Contemporary Hits, personality approach. NEWS: emphasis local plus information in AM drive. FEATURES: audience participation all dayparts. Contact Representative for further details. Rec'd 11/30/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jerry A. Adams.
Sales Manager—Chuck Dolejs.
Program Manager—Mike Stewart.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 of month.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WKBJ.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

JamestownFentress County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.**WCLC**1957
JAMESTOWN**Middle-of-the-Road**Media Code 4 244 4200 2.00 Mid 013991-000
Jamestown Broadcasting Co. Inc.
White Oak Rd., Box 130, Jamestown, TN 38556. Phone
615-879-8188.

- PERSONNEL**
Pres. & Gen'l Mgr.—Howard Ray Cravens.
News Director—Carl R. Cooper.
Program Director—John B. Mullinix.
- FACILITIES**
1,000 w.; 1260 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only, 10th of month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 7/2/84.

- SPOT ANNOUNCEMENTS**

PER WK, EA:	1 min 30 sec
25 ti+	2.00 1.50
15 sec: 100 ti 85.00.	

- PROGRAM TIME RATES**

1 hr	1/2 hr	20 min	1/4 hr
Ea	35.00	17.50	13.50 10.50
PER WK:		1/4 hr	5 min
Ea		7.50	5.50

WDEB1968
JAMESTOWN
WDEB-FM
1966
JAMESTOWN**Modern Country**Media Code 4 244 4235 8.00 Mid 013992-000
BAZ Broadcasting Inc.
Hwy. 52 W., Box 69, Jamestown, TN 38556. Phone 615-879-8164, 8165.**PROGRAMMING DESCRIPTION**

WDEB: Programmed for general interest. MUSIC: Modern Country 5-8 am, 9:30 am-5 pm & 6:30-10 pm. Gospel 8-9:30 am, 5-6:30 pm. NEWS: nat'l via RKO at :60. Tenn. Radio Network at :30, local at :60, 15-min at 6:50, 11:50 am, 4:50 & 9:50 pm. FARM: NOAA weather

wire thru day; farm mkt. at 6:34 & 11:40 am via state network. SPORTS: commentaries & scores update thru day via networks; U football; motorracing. Rec'd 7/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—N. A. (Turk) Baz.
Prog. Dir. & Sales Mgr.—Earl L. Howard.
- FACILITIES**
1,000 w., 1500 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 1,200 w. (horiz.), 1,200 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 450 ft. above average terrain.
- Simulcast sunrise-local sunset.**
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO TWO.
Member. Tennessee Radio Network, Tennessee AgriNet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/82—Rec'd 2/1/82.

- SPOT ANNOUNCEMENTS**

1 min	1x	25x	50x	75x
30 sec	4.50	4.00	3.50	3.00
15 sec	2.75	2.50	2.25	2.00
	2.25	2.00	1.75	1.50

- PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	72.00	34.00	20.00	13.50 8.50
13 ti	63.00	31.50	17.50	12.00 8.00
26 ti	54.00	27.50	15.00	10.50 7.50
52 ti	45.00	25.00	12.50	9.00 7.00

(SMD)

Jefferson CityJefferson County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.**WJFC**1961
JEFFERSON CITYMid 013993-000
See SRDS Spot Radio Small Markets Edition.**WKJQ (FM)**1977
JEFFERSON CITYMid 013994-000
See SRDS Spot Radio Small Markets Edition.**Jellico**Campbell County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.**WJJT**1972
JELlicoMid 013995-000
See SRDS Spot Radio Small Markets Edition.**Johnson City**

(including Elizabethton, Jonesboro)

Washington County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBEJ1964
ELIZABETHTONMid 013957-000
See listing under Elizabethton.**WETB**1947
JOHNSON CITYMid 013996-000
See listing under city of license.**WFHG**1946
BRISTOL, VAMid 014743-000
See listing under city of license.**WJCW**1938
JOHNSON CITYMedia Code 4 244 4410 7.00 Mid 013997-000
Tri-Cities Radio Corp.
Box W, WJCW Rd., Johnson City, TN 37601. Phone 615-477-3127, Bristol Phone, 615-764-6130, Kingsport Phone, 615-239-6130.**PROGRAMMING DESCRIPTION**

WJCW: Programmed for young adults and adults. MUSIC: Country. Contact Representative for further details. Rec'd 3/7/77.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ken Maness.
Business Manager—Edward L. Bryant.
Sales Manager—Bobbie Kabool.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 910 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WQUT (FM).
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR-2)

WJSO1958
JONESBOROMedia Code 4 244 4415 6.00 Mid 013999-000
Thomas Enterprises Inc.
Box 5188, Johnson City, TN 37601. Phone 615-926-3121.
1 min rate 1x: 16.00.**WJSO-FM**1964
JOHNSON CITYMedia Code 4 244 4420 6.00 Mid 033983-000
Thomas Enterprises
Box 5188 EKS, Johnson City, TN 37601. Phone 615-926-3121.
1 min rate 1x: 20.00.**WQUT (FM)**1948
JOHNSON CITYMedia Code 4 244 4460 2.00 Mid 013998-000
Tri-Cities Radio Corp.
Box W, WJCW Rd., Johnson City, TN 37601. Phone 615-477-3127, Bristol, 615-764-6130, Kingsport, 615-239-6130.**PROGRAMMING DESCRIPTION**

WQUT (FM): Programmed for adults & young adults. MUSIC: contemporary hit music with an AOR slant after 3 pm. Contact Representative for further details. Rec'd 8/3/81.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ken Maness.
Business Manager—Edward L. Bryant.
Sales Manager—Don Raines.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,500 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WJCW.
Affiliated with RKO.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR-2)

WTFM (FM)1948
KINGSFORTMid 014003-000
See listing under city of license.**WXBQ (FM)**1946
BRISTOL, VAMid 014745-000
See listing under city of license.

TENNESSEE

Jonesboro

Washington County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

See Johnson City
(including Elizabethton, Jonesboro)

Kingsport

Sullivan County—Map Location M-3
See SRDS Consumer market map and data at beginning of the state.

WFHG

1946
BRISTOL, VA

See listing under city of license.

Mid 014743-000

WGOC

1967
KINGSPORT



Media Code 4 244 4530 2.00 Mid 014000-000
J. T. Parker Broadcasting Corp.
Box 1369, 218 E. Center St., Kingsport, TN 37662. Phone 615-247-7131.

Rates have been temporarily withdrawn by station.

WJCW

1938
JOHNSON CITY

See listing under city of license.

Mid 013997-000

WKIN

1951
KINGSPORT



Media Code 4 244 4550 0.00 Mid 014001-000
Radio Station WKIN, Inc.
531 E. Market St., Kingsport, TN 37662. Phone 615-246-8131, TWX, 810-574-5178.

2. REPRESENTATIVES
Christal Radio.
1 min rate 1x: 20.00.

WKPT

1940
KINGSPORT



Media Code 4 244 4620 1.00 Mid 014002-000
Holston Valley Broadcasting Corp.
222 Commerce St., Box WKPT, Kingsport, TN 37662.
Phone 615-246-9578.

PROGRAMMING DESCRIPTION

WKPT: MUSIC: Adult Contemporary, blend of currents plus top hits during past 20 yrs. NEWS: 6-person local staff. AIR PERSONALITIES handle all segments. SPORTS: live local high school football & basketball; state U football & basketball. Contact Representative for further details. Rec'd 6/20/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—George DeVault, Jr.
Vice-Pres. & Sta. Mgr.—David Widener.
General Sales Manager—Oscar Harris.
2. REPRESENTATIVES
Republic Radio Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.
Member: Tennessee Radio Network.
FM facilities: WTFM (FM).
Sold in combination with WTFM (FM). See that listing.

TIME RATES

Eff—Rec'd 4/20/83.
AAA—6 am-7 pm.
AA—7 pm-midnight.

SPOT ANNOUNCEMENTS

PER	1 min	30 sec
WK:	14 21 28	14 21 28
AAA	14.50 14.00 13.50	12.50 12.00 11.50
AA	12.50 12.00 11.50	10.50 10.00 9.50

WQUT (FM)

1948
JOHNSON CITY

Mid 013998-000

See listing under city of license.

WTFM (FM)

1948
KINGSPORT

Republic Radio



Media Code 4 244 4621 9.00 Mid 014003-000
Holston Valley Broadcasting Corp.
222 Commerce St., Box WTFM, Kingsport, TN 37662.
Phone 615-246-9578.

PROGRAMMING DESCRIPTION

WTFM (FM): MUSIC: Easy Listening 12 min segments, uninterrupted. Instrumental & original artists. Contemporary vocals. Contact Representative for further details. Rec'd 2/23/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—George DeVault, Jr.
Vice-Pres. & Sta. Mgr.—David Widener.
2. REPRESENTATIVES
Republic Radio Sales, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WKPT.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.
Member: Tennessee Radio Network.

TIME RATES

Eff—Rec'd 4/20/83.
AAA—6 am-7 pm.
AA—7 pm-midnight.

SPOT ANNOUNCEMENTS

PER	1 min	30 sec
WK:	14 21 28	14 21 28
AAA	22.00 21.00 20.00	19.00 18.00 17.00
AA	19.00 18.00 17.00	16.00 15.00 14.00

WTFM (FM)/WKPT COMBINATION

AAA	33.50	32.00	30.50	28.50	27.00	25.50
AA	28.50	27.00	25.50	23.50	22.00	20.50

(CR-2)

WXBQ (FM)

1946
BRISTOL, VA

Mid 014745-000

See listing under city of license.

WZXY (FM)

1970
KINGSPORT



Media Code 4 244 4655 7.00 Mid 015966-000
Radio Station WKIN, Inc.
531 E. Market St., Box 9, Kingsport, TN 37662. Phone 615-246-8131.

2. REPRESENTATIVES
Christal Radio.
1 min rate 1x: 20.00.

Kingston

Roane County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WYLO

1978
KINGSTON

Mid 014004-000

See SRDS Spot Radio Small Markets Edition.

Knoxville

Knox County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WBMK

1980
KNOXVILLE

Mid 014005-000

Media Code 4 244 4800 9.00
Broadcast Media of Knoxville, Inc.
Box 6920, 2108 Prosser Rd., Knoxville, TN 37914. Phone 615-525-7771.
1 min rate 1x: 24.00.

WEZK (FM)

1967
KNOXVILLE



Torbet Radio



Media Code 4 244 4830 6.00 Mid 014006-000
South Central Communications Corporation
Box 3766, 825 N. Central St., Knoxville, TN 37917. Phone 615-525-7380.

PROGRAMMING DESCRIPTION

WEZK (FM): Easy listening. 12-min segments of uninterrupted music featuring newest contemporary hits & updated arrangements of all time stnds. Contact Representative for further details. Rec'd 6/28/82.

1. PERSONNEL
President—John D. Engelbrecht.
General Manager—Carlos R. Kivett, Jr.
2. REPRESENTATIVES
Torbet Radio, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable at face.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WIMZ

1941
KNOXVILLE



Media Code 4 244 4900 7.00 Mid 014007-000
Stoner Broadcasting Inc.
901 E. Summit Hill, Suite 200, Knoxville, TN 37915.
Phone 615-525-6000.

2. REPRESENTATIVES
Blair Radio.
Rates have been temporarily withdrawn by station.

WIMZ-FM

1949
KNOXVILLE



Media Code 4 244 4935 3.00 Mid 014008-000
Stoner Broadcasting Inc.
901 E. Summit Hill, Suite 200, Knoxville, TN 37915.
Phone 615-525-6000.

2. REPRESENTATIVES
Blair Radio.
1 min rate 1x: 100.00.

WITA

1960
KNOXVILLE



Media Code 4 244 4952 8.00 Mid 014009-000
WITA, Inc.
Box 19821, Knoxville, TN 37919. Phone 615-588-2974.
1 min rate 1x: 10.00.

WIVK

(formerly WHIG)
1953
KNOXVILLE



Katz Radio



Media Code 4 244 4961 9.00 Mid 014010-000
Dick Broadcasting Co. Inc.
6711 Kingston Pike, Box 10207, Knoxville, TN 37919.
Phone 615-588-6511.

PROGRAMMING DESCRIPTION

WIVK: Programmed for mass appeal. MUSIC: Traditional Country. NEWS: at :60 & :30 in drive; at :60 other times w/meteorologist; 12 helicopter traffic reports/day. FARM: market reports & county agent in early AM & features near noon. SPORTS: at :20 in drive. FEATURES: emphasis on AIR PERSONALITIES & information; remotes; Sun AM talk show. COMMERCIAL POLICY: 14 1/2 min/hr in AM drive & 12 min/hr other times. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL
President—James A. Dick.
Sta. & Nat'l Sales Mgr.—Bobby Denton.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
50,000 w. days; 850 khz. Directional.
90 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast drivetimes & Sun 6-9:30 am. For non-simulcast facilities see FM.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 3b, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 21b, 22b, 23a, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 70c, 71a.
Prod. Services: 82.
Member: Tennessee AgriNet.
Sold in combination with FM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 5.00 from FM/AM combination. (A)



KNOXVILLE, TENNESSEE

COMBINED AUDIENCE
AM/FM 28.2 SHARES*

MAY/NOV 1983 BIRCH REPORT
*Combined with WHIG

WIVK-FM

1965
KNOXVILLE



Katz Radio



Media Code 4 244 4971 8.00 Mid 014011-000
Dick Broadcasting Co. Inc. of Tennessee
6711 Kingston Pike, Box 10207, Knoxville, TN 37919.
Phone 615-588-6511.

PROGRAMMING DESCRIPTION
WIVK-FM: Programmed for mass appeal. MUSIC: mix of Modern Country, w/past hits & instrumentals handled by PERSONALITIES. NEWS: at :60 & :30 in drive; at :30 other times w/meteorologist at :60; 20 helicopter traffic reports/day. FARM: market reports & county agent in early AM. SPORTS: at :20 in drive; U football. FEATURES: remotes, Sun AM talk show. COMMERCIAL POLICY: 14 1/2 min/hr in drive & 12 min/hr other times. Contact Representative for further details. Rec'd 1/6/84.

1. PERSONNEL
President—James A. Dick.
Sta. & Nat'l Sales Mgr.—Bobby Denton.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,970.5 ft. above average terrain.
Partial simulcast operation. Operated separately non-drivetimes & Sun 9:30-6 am. For simulcast facilities see AM.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 3b, 3d, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 21b, 22b, 23a, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Connecticut Radio Network.
Member: Tennessee Radio Network.

TIME RATES

FM/AM COMBINATION
No. 5 Eff 3/5/84—Rec'd 3/5/84.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS
- | | AAA | AA | A |
|---|-----|-----|-----|
| 1 min | 185 | 150 | 125 |
| 30 sec: 80% of 1-min; 10 sec: 50% of 1-min. | | | |

FM ONLY

Deduct 5.00 from FM/AM combination.
Mon thru Sun 8 pm-midnight: 1-min 60.00 (A)

WKGN

1947
KNOXVILLE

Media Code 4 244 5040 1.00 Mid 014013-000
Paul Broadcasting Co. Inc.
2900 Sutherland Ave., Knoxville, TN 37919. Phone 615-521-6220.

Rates have been temporarily withdrawn by station.

WKXV
1953
KNOXVILLE



NRBA

Media Code 4 244 5110 2.00 Mid 014014-000
Knoxville Ra-Tel Inc.
1518 Broadway at Lwondard Place, N.E., Box 2269,
Knoxville, TN 37917. Phone 615-524-9866.
1 min rate 1x: 10.00.

WMYU (FM)
1961
SEVIERVILLE



NRBA

(This is a paid duplicate of the listing under Sevierville, Tennessee.)

Media Code 4 244 8940 9.00 Mid 014106-000
SunGroup, Inc.
Middlecreek Rd., Box 192, Sevierville, TN 37862. Phone
615-453-2844.
Knoxville Office.
311 Magnolia Ave., Knoxville, TN 37917. Phone 615-252-
2441.

PROGRAMMING DESCRIPTION
WMYU (FM): Adult Contemporary/MOR. Contact
Representative for further details. Rec'd 9/2/81.

- PERSONNEL**
President—George P. Mooney.
General Manager—Gary V. Downs.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WSEV.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (D)

WNKX (FM)
1966
CLINTON



Christal Radio

(This is a paid duplicate of the listing under Clinton, Tennessee.)

Media Code 4 244 2021 4.00 Mid 027693-000
A Mack Sanders Station
4400 Whittle Springs Rd., Knoxville, TN 37917. Phone
615-637-9900.

PROGRAMMING DESCRIPTION
WNKX (FM): Programmed for adults 25-54, secondary
target 18-49. MUSIC: Contemporary Country artists
presented by AIR PERSONALITIES w/guaranteed 3
songs in a row. COMMERCIAL POLICY: max 8 minutes/
hr; album features, nightly 95 min uninterrupted music
sweeps. NEWS: emphasis on local & reg'l w/newscasts
in drive. FEATURES: promotions, contests, personal ap-
pearances. Contact Representative for further details.
Rec'd 6/20/83.

- PERSONNEL**
Station Manager—Bobby Bohn.
Program Director—Jimmy Vineyard.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 3,000 w. (horiz), 3,000 w. (vert); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 8.
Rate Protection: 11.
Basic Rates: 20a.
Contracts: 40a.
Comb., Cont. Discounts: 60b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WNOX, Knoxville.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD)(D)

WNOX
1921
KNOXVILLE



Christal Radio

Media Code 4 244 5180 5.00 Mid 014015-000
A Mack Sanders Station
4400 Whittle Springs Rd. N. E., Knoxville, TN 37917.
Phone 615-637-9900.

PROGRAMMING DESCRIPTION
WNOX: Programmed for adults 25-54. MUSIC: hit
Country artists & Crossover acts presented by AIR PER-
SONALITIES. NEWS: emphasis on coverage of local &
reg'l stories with use of sound actualities; CBS nat'l
coverage via satellite. SPORTS: Univ. of Tenn. play-by-
play football, basketball; NASCAR racing. FEATURES:
promotions, contests & personal appearances. Contact
Representative for further details. Rec'd 11/20/84.

- PERSONNEL**
General Manager—Bobby Bohn.
Program Director—Jimmy Vineyard.
 - REPRESENTATIVES**
Christal Radio.
 - FACILITIES**
10,000 w.; 990 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
15/0; time only.
 - GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 8.
Rate Protection: 11b.
Basic Rates: 20a.
Contracts: 40a.
Comb., Cont. Discounts: 60b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WNKX (FM), Clinton.
Affiliated with RKO TWO.
Affiliated with CBS Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WOKI-FM
1974
OAK RIDGE



(This is a paid duplicate of the listing under Oak Ridge, Tennessee.)

Media Code 4 244 8417 8.00 Mid 014089-000
Oak Ridge FM, Inc.
114 Tulsa Rd., Oak Ridge, TN 37830. Phone 615-483-
8451, Knoxville Phone, 546-2861.

PROGRAMMING DESCRIPTION
WOKI-FM: Programmed for young adults—18-40. MUSIC:
5:30 am-12M 75% current top 40, 25% oldies from last 5
yrs. 12M-5:30 am 50% current top 40, 50% rock.
SPORTS: state U football & basketball. Contact
Representative for further details. Rec'd 10/28/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—John W. Pirkle.
General Sales Manager—Andy Reeves.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23b, 28b, 30.
Contracts: 40a, 44b, 45, 46, 51b.
Comb., Cont. Discounts: 60f, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WORL.
Affiliated with Supernet.
Member: Tennessee Radio Network.

TIME RATES

- No. 17 Eff 8/15/82—Rec'd 8/27/82.
- AAA—Mon thru Fri 5:30 am-10 pm, 3 pm, 3-8 pm; Sat
5:30 am-8 pm.
AA—Mon thru Fri 10 am-3 pm, Sun 5:30 am-8 pm.
A—8 pm-2 am.
- SPOT ANNOUNCEMENTS**
- | GRD: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------|----|----|----|----|----|----|---|---|---|----|
| AAA | 70 | 60 | 50 | 56 | 48 | 40 | | | | |
| AA | 55 | 50 | 45 | 44 | 40 | 36 | | | | |
| A | 45 | 40 | 35 | 36 | 32 | 30 | | | | |
- 10-sec; 60% of 1-min.
(* 30 sec/less.

- SPECIAL FEATURES**
Newscasts—20% of 1-min.
(D)

WRJZ
1927
KNOXVILLE

Media Code 4 244 5197 9.00 Mid 014016-000
WRJZ, Inc.
Box 3367 1515 Magnolia Ave. N.E., Knoxville, TN 37917.
Phone 615-546-6121.
Rates have been temporarily withdrawn by station.

WSKT
1961
KNOXVILLE

Media Code 4 244 5320 7.00 Mid 014017-000
Morgan Broadcasting Co.
802 South Central, Box 2312, Knoxville, TN 37901. Phone
615-523-1616, 3411.
1 min rate 1x: 6.00.

Lafayette

Macon County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.

WEEN
1958
LAFAYETTE

See SRDS Spot Radio Small Markets Edition. Mid 014018-000

La Follette

Campbell County—Map Location J-4
See SRDS Consumer market map and data at beginning of
the state.

WLAF
1953
LA FOLLETTE

See SRDS Spot Radio Small Markets Edition. Mid 014019-000

WQLA (FM)
1982
LA FOLLETTE

See SRDS Spot Radio Small Markets Edition. Mid 033463-000

WWGR
1983
LA FOLLETTE

See SRDS Spot Radio Small Markets Edition. Mid 033462-000

Lawrenceburg

Lawrence County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

WCMG
1982
LAWRENCEBURG

See SRDS Spot Radio Small Markets Edition. Mid 028189-000

WDXE
1951
LAWRENCEBURG

See SRDS Spot Radio Small Markets Edition. Mid 014020-000

WDXE-FM
1965
LAWRENCEBURG

See SRDS Spot Radio Small Markets Edition. Mid 014021-000

Lebanon

Wilson County—Map Location F-4
See SRDS Consumer market map and data at beginning of
the state.

WCOR
1949
LEBANON

See SRDS Spot Radio Small Markets Edition. Mid 014022-000

WYHY (FM)
1963
LEBANON

Media Code 4 244 5601 0.00 Mid 014023-000
Sun Group Inc.
810 Division St., Box 24850, Nashville, TN 37202. Phone
615-256-6556.

PROGRAMMING DESCRIPTION
WYHY (FM): Personality oriented mass appeal aimed at
adults; emphasis on promotion & community involvement.
NEWS: AM/PM drive local & nat'l newscasts. COM-
MERCIAL POLICY: limited. Contact Representative for
further details. Rec'd 1/2/85.

- PERSONNEL**
General Manager—Michael St. John.
Sales Manager—Bill Buntin.
Program Director—Gabe Hobbs.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING** See coded regulations
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
(SMD) (CR)

Lenoir City

Loudon County—Map Location J-5
See SRDS Consumer market map and data at beginning of
the state.

WBLC
1965
LENOIR CITY

See SRDS Spot Radio Small Markets Edition. Mid 014024-000

WLIL
1950
LENOIR CITY

See SRDS Spot Radio Small Markets Edition. Mid 014025-000

WLIL-FM
1967
LENOIR CITY

See SRDS Spot Radio Small Markets Edition. Mid 014026-000

Lewisburg

Marshall County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

WJWM
1947
LEWISBURG
WJWM-FM
1969
LEWISBURG

See SRDS Spot Radio Small Markets Edition. Mid 014027-000

Lexington

Henderson County—Map Location C-5
See SRDS Consumer market map and data at beginning of
the state.

WDXL
1965
LEXINGTON
WZLT (FM)
1954
LEXINGTON

See SRDS Spot Radio Small Markets Edition. Mid 014028-000

Livingston

Overtown County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.

WLIV
1956
LIVINGSTON

See SRDS Spot Radio Small Markets Edition. Mid 014029-000

WXKG-FM
1966
LIVINGSTON

See SRDS Spot Radio Small Markets Edition. Mid 014030-000

TENNESSEE

Lobelville

Perry County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WIST (FM)

1974
LOBELVILLE

Mid 014031-000

See SRDS Spot Radio Small Markets Edition.

Lookout Mountain

Hamilton County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Chattanooga

(including Lookout Mountain, Red Bank, Saddy-Daisy, TN; Rossville, GA)

Lynchburg

Moore County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WTNX

1981
LYNCHBURG

Mid 027576-000

See SRDS Spot Radio Small Markets Edition.

Manchester

Coffee County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WMSR

1957
MANCHESTER

Mid 014032-000

See SRDS Spot Radio Small Markets Edition.

WMSR-FM

1962
MANCHESTER

Mid 014033-000

See SRDS Spot Radio Small Markets Edition.

Martin

Weakley County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WCMT

1957
MARTIN



GERT BUNCHEZ & ASSOCIATES



Media Code 4 244 6090 8.00 Mid 014034-000

Thunderbolt Broadcasting Co.
Box 318, Martin, TN 38237. Phone 901-587-9526.

PROGRAMMING DESCRIPTION

WCMT: Programmed with emphasis on agricultural community. MUSIC: Modern Country format. RELIGIOUS: 6 hrs programming 6 am-noon Sun. FARM: agricultural programs 9x daily M-F. NEWS: local 8x daily; nat'l from MBS at :60; locally produced public service program, Thirty Minutes, Sun 12:15 pm. FEATURES: emphasis on contests & audience participation; community involvement with remote facilities. Contact Representative for further details. Rec'd 8/1/84.

1. PERSONNEL
Gen'l & Sls. Mgr.—Paul F. Tinkle.
Program Director—Terry Durham.
Farm Director—Paul F. Tinkle.

2. REPRESENTATIVES
Gert Bunchez & Associates.

3. FACILITIES
1,000 w.; 1410 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast Sun 6 am-12:45 pm & Mon thru Sat for 10-min newscasts at 7, 8 am, noon, 4 & 5 pm. For non-simulcast facilities see FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.
Affiliated with Gert Bunchez & Associates Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/84—Rec'd 6/6/84.

SPOT ANNOUNCEMENTS	5 ti	10 ti	15 ti	20 ti
1 min	12.45	11.85	11.10	9.70
30 sec	9.10	8.75	8.05	7.00

10. SPECIAL FEATURES
Farm 6-9 am, 11:30 am-1 pm & 2:30-4:30 pm: extra 25%. (SMD)

WCMT-FM

1968
MARTIN

Mid 014035-000

See SRDS Spot Radio Small Markets Edition.

Maryville-Alcoa

Blount County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WGAP

1947
MARYVILLE

Media Code 4 244 6160 6.00 Mid 014037-000
WGAP Broadcasting Corp.
WGAP Bldg., 316 Court St., Box 607, Maryville, TN 37803. Phone 615-983-4310.

PROGRAMMING DESCRIPTION

WGAP: MUSIC: 100% country. NEWS: APR network, local 3 man staff. SPORTS: college & local high school football & basketball. Public service 18 min/day. Contact Representative for further details. Rec'd 2/5/79.

- PERSONNEL**
Co-General Manager—William Talmage.
Co-General Manager—Harry Plumlee.
Sales Manager—Richard Kenerly.
- REPRESENTATIVES**
MidSouth Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b, 16.
Basic Rates: 20b, 27, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 46, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b, 80, 83.
Prod. Services: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8, 10c, 11c, 12c, 13c, 14b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 121 Eff 8/27/84—Rec'd 10/24/84.

AAA—6-10 am & 3-7 pm.	AA—5 am-7 pm.	A—10 am-3 pm.	
PER YR:	250x 500x 750x 1000x		
PER MO:	30 ti 50 ti 150 ti 200 ti		
PER WK:	10 ti 20 ti 35 ti 50 ti		
AAA	10.00 9.75 9.50 9.00		
AA	9.50 9.25 9.00 8.50		
A	9.00 8.75 8.50 8.00		

30 sec	1 min
PER YR:	250x 500x 750x 1000x
PER MO:	30 ti 50 ti 150 ti 200 ti
PER WK:	10 ti 20 ti 35 ti 50 ti
AAA	7.75 7.50 7.25 6.75
AA	7.25 7.00 6.25 5.75
A	6.75 6.50 6.25 5.75

Guaranteed time, within 15 min, extra 20%.
Morning AA time, extra 10%.

- PACKAGE PLANS**
TAP—1/3AAA, 1/3A, 1/3 OTHER
- | PER YR: | 250x 500x 750x 1000x |
|---------|---------------------------|
| PER MO: | 30 ti 50 ti 150 ti 200 ti |
| PER WK: | 10 ti 20 ti 35 ti 50 ti |
| 1 min | 8.00 7.75 7.50 7.00 |
| 30 sec | 6.25 6.00 5.75 5.25 |
- Morning AA time, extra 10%.
Guaranteed time, within 15 min, extra 20%.

WMDR

1957
ALCOA

Contemporary



Media Code 4 244 6195 2.00 Mid 014036-000
Blount County Broadcasting Corp.
Box 130, Main Rd., Alcoa, TN 37701. Phone 615-983-0890, 0891

PROGRAMMING DESCRIPTION

WMDR: Contemporary. NEWS: AP wire, local news, sports. Rec'd 7/26/84.

- PERSONNEL**
Gen'l & Sales Mgr.—Ted Tefeteller.
News Director—Ernie Baker.
- FACILITIES**
1,000 w.; 1470 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Tennessee Radio Network.

TIME RATES

No. 1 Eff 7/16/84—Rec'd 8/28/84.

AAA—6-10 am & 3-6 pm.

AA—All other times.

SPOT ANNOUNCEMENTS	AAA				AA/ROS			
	1x	10x	20x	50x	1x	10x	20x	50x
1 min	8.55	8.45	8.25	8.05	7.40	7.05	6.95	6.65
30 sec	6.55	6.25	6.05	5.85	5.85	5.40	5.25	5.00
15 sec	4.25	4.00	3.80	3.65	3.65	3.55	3.45	3.35

PROGRAM TIME RATES	5 min	1/4 hr	1/2 hr	1 hr
1 ti	10.00	18.75	35.75	55.00
4+	7.50	16.50	30.25	44.00

McKenzie

Carroll County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WHDM

1954
MCKENZIE

Mid 014038-000

See SRDS Spot Radio Small Markets Edition.

WKTA (FM)

1963
MCKENZIE

Mid 014039-000

See SRDS Spot Radio Small Markets Edition.

McMinnville

Warren County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WAKI

1947
MCMINNVILLE

Mid 014040-000

See SRDS Spot Radio Small Markets Edition.

WBMC

1955
MCMINNVILLE

Mid 014041-000

See SRDS Spot Radio Small Markets Edition.

WBMC-FM

1964
MCMINNVILLE

Mid 014042-000

See SRDS Spot Radio Small Markets Edition.

Memphis

(including Germantown, Millington, TN; West Memphis, AR)

Shelby County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KRNB (FM)

1965
MEMPHIS

Media Code 4 244 6460 0.00 Mid 014045-000
KWAM, Inc.

80 N. Tillman, Suite 110, Memphis, TN 38104. Phone 901-323-0101.
Mailing Address: Box 12107, Memphis, TN 38112.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KSUD

1961
WEST MEMPHIS

Media Code 4 244 6580 8.00 Mid 014043-000
Newport Broadcasting Co.
104 N. Fifth Ave., West Memphis, AR 72301. Phone 501-735-6622

Mailing Address: Box 3696, Memphis, TN 38103.
1 min rate 1x: 10.85.

KWAM

1946
MEMPHIS

Gospel

NRBA

Media Code 4 244 6580 5.00 Mid 014044-000
KWAM, Inc.
64 Flicker St., Memphis, TN 38104. Phone 901-323-2679.
PROGRAMMING DESCRIPTION
KWAM: 100% Religious. Rec'd 12/19/84.

- PERSONNEL**
Chairperson of the Board—M. B. Rivers.
General Manager—E. W. Bie.
Station Manager—Charles Lewallen.
- FACILITIES**
10,000 w.; 990 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDIA

1947
MEMPHIS



Media Code 4 244 6690 6.00 Mid 014046-000
WDIA, Inc.
Box 12045, 2265 Central Ave., Memphis, TN 38112.
Phone 901-278-4550.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 72.00.

WGKX (FM)

1968
MEMPHIS

EASTMAN RADIO, INC.



Media Code 4 244 6685 2.00 Mid 014047-000
Firstcom
5900 Poplar, Memphis, TN 38119. Phone 901-767-6532.

PROGRAMMING DESCRIPTION
WGKX (FM): MUSIC: continuous Country in 4 segments per hr. NEWS: at :50. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
President—Jerry Atchley.
General Manager—Craig Scott.
General Sales Manager—John Bibbs.
Operations Manager—Les Acree.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 762 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 15e.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHBQ

56 WHBQ
News/Talk Radio
1925
MEMPHIS

Republic Radio



An RKO Radio Station

Media Code 4 244 6720 7.00 Mid 014048-000
56/WHBQ Radio RKO General Inc.
483 S. Highland, Memphis, TN 38111. Phone 901-320-1356, TWX, 810-591-1776.

PROGRAMMING DESCRIPTION

WHBQ Programmed for adults 25+. NEWS: ABC, RKO, AP & UPI audio; 5-9 am 4-hr locally originated news block; 13-person news team; satellite weather; Washington Bureau; local traffic; sports; stock reports; financial & varied political commentaries; hry newscasts after AM drive. TALK: 9.5 am 2-way telephone talk interspersed w/local & network news & traffic; ABC Talkradio; NBC Talknet. AIR PERSONALITIES handle all segments. SPORTS: U of Miss football & basketball. Contact Representative for further details. Rec'd 9/26/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Lou Murray.
Operations Manager—Carson Rennie.
General Sales Manager—Dave Thomas.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 560 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC—Talknet.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHRK (FM)

1959
MEMPHIS



Katz Radio



Media Code 4 244 6790 0.00 Mid 014049-000
A Division of Adams Communications Corp.
112 Union Ave., Memphis, TN 38103. Phone 901-529-4397.

PROGRAMMING DESCRIPTION

WHRK (FM); MUSIC: Blend of Disco, Jazz, Contemporary & R & B in uninterrupted 1/4 hr sweeps. Contact Representative for further details. Rec'd 8/28/78.

- PERSONNEL**
General Manager—Don Boyles.
Sales Manager—Art Baker.
Program Director—C. J. Morgan.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mhz. Stereo.
Antenna ht.: 530 ft. above average terrain.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WKDJ.
Affiliated with RKO.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKDJ

1925
MEMPHIS



Katz Radio



Media Code 4 244 6825 4.00 Mid 014054-000
A Division of Adams Communications Corp.
112 Union, Memphis, TN 38103. Phone 901-529-4397.

PROGRAMMING DESCRIPTION

WKDJ: Programmed for adults 25-49. MUSIC: Black Adult Contemporary hits mixed w/96 various oldies daily. FEATURES: talk shows on Sun. AIR PERSONALITIES handle all segments. NEWS: 5-man dept., 2 mobile units, hry weather combined w/informational items throughout all dayparts. Contact Representative for further details. Rec'd 8/29/83.

- PERSONNEL**
General Manager—Donald W. Boyles.
Sales Manager—Art Baker.
Program Director—C. J. Morgan.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 680 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WHRK (FM).
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLOK

1951
MEMPHIS



Media Code 4 244 6860 1.00 Mid 014050-000
Gilliam Communications Inc.
363 S. Second St., Memphis, TN 38103. Phone 901-527-9565.

Mailing Address: Box 69, Memphis, TN 38101.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 45.00.

WLVS (FM)

1977
GERMANTOWN



Christal Radio



Media Code 4 244 6895 7.00 Mid 014051-000
Big River Broadcasting.
Box 17527, 6080 Mt. Moriah Ext., Memphis, TN 38187.
Phone 901-365-2032.

PROGRAMMING DESCRIPTION

WLVS (FM): Programmed for adults 25-54. MUSIC: Easy listening. NEWS: at :60; traffic reports during drive. Contact Representative for furth details. Rec'd 7/29/83.

- PERSONNEL**
President—Sam C. Phillips.
General Manager—Betty Thornton.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 15e.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25c, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a.
Prod. Services: 81, 82.
AM facilities: WWEE.

TIME RATES

- AAA—Mon thru Sun 6 am-7 pm.
AA—Mon thru Sun 5 am-8 pm.
A—Mon thru Sun 5 am-midnight.
- | PER WK, 1 MIN: | 6 ti | 12 ti | 18 ti | 24 ti |
|----------------|------|-------|-------|-------|
| AAA | 83 | 80 | 77 | 74 |
| AA | 68 | 65 | 62 | 59 |
| A | 58 | 55 | 52 | 49 |
- 30 sec: 90% of 1-min.

WMC

1923
MEMPHIS



BLAIR RADIO

ABC Information Radio Network



Media Code 4 244 6930 2.00 Mid 014052-000
Scripps-Howard Broadcasting Co.
Crosstown Station, 1960 Union Ave., Box 420, Memphis, TN 38104. Phone 901-726-0555.

PROGRAMMING DESCRIPTION

WMC: Programmed for adults 25-54. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. NEWS: 5-person staff. FARM: agri-news, commodities futures & local livestock & grain markets. Contact Representative for further details. Rec'd 6/8/83.

- PERSONNEL**
General Manager—Donald W. Meyers.
General Sales Manager—Dennis DeMichele.
Operation Manager—Ron Jones.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 790 khz. Directional night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

Eff—Rec'd 11/28/83.

- SPECIAL FEATURES**
Farm—5-6 am & noon-1 pm: 1 min 160.00; 30 sec 150.00.
For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WMC-FM

1947
MEMPHIS



BLAIR RADIO



Media Code 4 244 6931 0.00 Mid 014053-000
Scripps-Howard Broadcasting Co.
Box 4420, Crosstown Station, 1960 Union Ave., Memphis, TN 38104. Phone 901-726-0555.

PROGRAMMING DESCRIPTION

WMC-FM: Programmed for adults 18-49. MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. NEWS: 5 person staff. Contact Representative for further details. Rec'd 7/26/82.

- PERSONNEL**
General Manager—Donald W. Meyers.
Sales Manager—Dennis DeMichele.
Program Director—Robert John.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 300,000 w. (horiz.), 100,000 w. (vert.); 99.7 mhz. Antenna ht.: 910 ft. above average terrain.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMPS

1962
MILLINGTON

Country

Media Code 4 244 7000 3.00 Mid 014058-000
L & M Media Inc.
6960 Bucknell, Millington, TN 38053. Phone 901-872-1380.
Other Office: Bos 28904, Memphis, TN 38128.

PROGRAMMING DESCRIPTION

WMPS: Programmed for adults 25-49. MUSIC: Modern Country, current hits & gold. FARM: 5-min blocks 5:45 am, 12:15 & 4:45 pm. AIR PERSONALITIES handle all segments. NEWS: 3-man dept; mobile unit. SPORTS: pro, college, highschool football; NASCAR & Indy 500; complete remote studios, mobile within 35 miles. COMMERCIAL POLICY: 12 units/hr. Contact Representative for further details. Rec'd 10/26/83.

- PERSONNEL**
General Manager—Charles M. Trub.
Sta. & Sls. Mgr.—Betty Grumbles.
- REPRESENTATIVES**
Jack Bolton Associates.
- FACILITIES**
2,500 w. days, 1,000 w. night; 1380 khz. Non-directional.
Operating schedule: 5 am-sign-off. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 15b.
Basic Rates: 20a, 22a, 28c, 29a.
Contracts: 44a.
Comb.; Cont. Discounts: 60e.
Cancellation: 70b, 70c, 71a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

Eff 6/1/82—Rec'd 7/30/82.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.

- SPOT ANNOUNCEMENTS**
- | | CLASS AAA | 1 ti | 13 ti | 24 ti | 50 ti | 100 ti |
|--------|-----------|------|-------|-------|-------|--------|
| 1 min | 40 | 38 | 35 | 30 | 25 | 20 |
| 30 sec | 32 | 30 | 28 | 24 | 20 | 16 |
- | | CLASS AA | 3A | 3B | 3C | 25 | 20 |
|--------|----------|----|----|----|----|----|
| 1 min | 35 | 33 | 30 | 25 | 20 | 16 |
| 30 sec | 28 | 26 | 24 | 20 | 16 | 12 |

WMQM

1964
MEMPHIS

Media Code 4 244 7070 6.00 Mid 014055-000
WMOM Inc.
2272 Central Ave., Memphis, TN 38104. Phone 901-278-7878, Watts, 1-800-238-5576.
1 min rate 1x: 7.40.

WREC

1922
MEMPHIS



McGAVREN GUILD RADIO



Media Code 4 244 7140 7.00 Mid 014056-000
Summit Communications of Tennessee, Inc.
Box 2099 1385 Lamar, Memphis, TN 38101. Phone 901-726-0660.

PROGRAMMING DESCRIPTION

WREC: MUSIC: combination of Pop Hits & Adult Contemporary. Live AIR PERSONALITIES. NEWS: nat'l at :60 & :30 followed by local news at :06 & :32, meteorologist weather. SPORTS: play-by-play sports, sports news & tele/talk shows. Air traffic reports 7-9 am & 4-6 pm. Market & commodity reports hry. Remote broadcast facilities. Contact Representative for further details. Rec'd 9/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bill Thomas.
Sales Manager—John F. X. Davis.
Program Director—Phil Connors.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 600 khz. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WZXR (FM).
Affiliated with MBS.
Affiliated with Satellite Music Network.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Progressive Farmer Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TENNESSEE

Memphis—cont

WRVR (FM)

1968
MEMPHIS



A Div. of Viacom International, Inc.

Media Code 4 244 7145 6.00 Mid 014057-000

WRVR
5904 Ridgeway Parkway, Memphis, TN 38119. Phone 901-767-0104.

PROGRAMMING DESCRIPTION
WRVR (FM): Programmed for adults 25-54. MUSIC: Adult Contemporary. 6 AIR PERSONALITIES handle all entertainment. NEWS: 5-person local staff delivers 5 min at :60; addit'l 5 min at :30 in drivetimes; AP audio & wire. COMMERCIAL POLICY: max 14 units per hr. Contact Representative for further details. Rec'd 2/26/82.

- PERSONNEL**
Vice-Pres./Gen'l Mgr.—Terry Wood.
General Sales Manager—Carolyn Craft Edmondson.
Program Director—Jim Robertson.
- REPRESENTATIVES**
Christal Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 750 ft. above average terrain.

- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.

TIME RATES

Eff.—Rec'd 3/30/84.
AAAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 9 am-5 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 5:30-9 am & 5-8 pm.
AA—Mon thru Sun 8 pm-1 am; Sun 9 am-8 pm.

- SPOT ANNOUNCEMENTS**
GRID: 1 2 3 4 GRID: 1 2 3 4
AAAA ... 180 160 140 120 AA 145 125 110 95
AAA 165 145 125 105
Specified hours within dayparts, extra 20%.
30 sec: 80% of 1-min.

WWEE

1955
GERMANTOWN



Christal Radio



Media Code 4 244 7175 3.00 Mid 014059-000
Big River Broadcasting, Inc.
6080 Mt. Moriah Ext., Memphis, TN 38117. Phone 901-365-2032.

PROGRAMMING DESCRIPTION
WWEE: Adult format news/talk/sports. NEWS: Emphasis local & network. Audience participation tele/talk shows. Celebrity interviews & open discussion midday times. SPORTS: M-F sports show, pro baseball, golf, football. Wknds emphasize sports Sun big band show for 35+ adult audience. Contact Representative for further details. Rec'd 1/31/84.

- PERSONNEL**
President—Sam C. Phillips.
General Manager—Betty Thornton.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
2,500 w. days; 1430 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 15e.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25c, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a.
Prod. Services: 81, 82.
FM facilities: WLV5 (FM).
Member: Tennessee Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WZXR (FM)

1967
MEMPHIS



McGAVREN GUILD RADIO



Media Code 4 244 7192 8.00 Mid 014060-000
Summit Communications of Tennessee, Inc.
Box 2099, 1385 Lamar, Memphis, TN 38101. Phone 901-726-0060.

PROGRAMMING DESCRIPTION
WZXR (FM): Mass appeal rock target to persons 12-49. NEWS: nat'l, local, traffic reports, live concerts & features. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 8/21/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Bill Thomas.
Sales Manager—John Durham.
Program Director—John Rivers.

- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 900 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
AM facilities: WREC.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Milan

Gibson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WKBJ

1955
MILAN

Mid 014061-000

See SRDS Spot Radio Small Markets Edition.

WYNU (FM)

1964
MILAN



Media Code 4 244 7236 3.00 Mid 035020-000

Andrew Jackson Broadcasting Corp.
Jackson Plaza, 50 Old Hickory Blvd., Jackson, TN 38305.
Phone 901-424-7726.

PROGRAMMING DESCRIPTION
WYNU (FM): MUSIC: Adult Contemporary Hits, personality approach. NEWS: emphasis local plus information in AM drive. FEATURES: audience participation all dayparts. Contact Representative for further details. Rec'd 11/30/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jerry A. Adams.
Sales Manager—Chuck Dolejs.
Program Manager—Mike Stewart.

- REPRESENTATIVES**
Masla Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 650 ft. above average terrain.

- AGENCY COMMISSION**
15/0; 10 of month.

- GENERAL ADVERTISING See coded regulations**
AM facilities: WKBJ.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

Millington

Shelby County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

See Memphis

(including Germantown, Millington, TN; West Memphis, AR)

Minor Hill

Giles County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WLLX (FM)

1983
MINOR HILL

Mid 033620-000

See SRDS Spot Radio Small Markets Edition.

Morristown

Humblen County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WAZI (FM)

1964
MORRISTOWN

Mid 014062-000

See SRDS Spot Radio Small Markets Edition.

WCRK

1947
MORRISTOWN

Mid 014063-000

See SRDS Spot Radio Small Markets Edition.

WMTN

1957
MORRISTOWN

Mid 014064-000

See SRDS Spot Radio Small Markets Edition.

Mount Pleasant

Maury County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WXRQ

1980
MOUNT PLEASANT

Mid 027589-000

See SRDS Spot Radio Small Markets Edition.

Mountain City

Johnson County—Map Location M-3
See SRDS Consumer market map and data at beginning of the state.

WMCT

1967
MOUNTAIN CITY

Mid 014065-000

See SRDS Spot Radio Small Markets Edition.

Murfreesboro

Rutherford County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WGNS

1946
MURFREESBORO



Media Code 4 244 7490 6.00 Mid 014066-000
The Rutherford Group, Inc.
306 S. Church St., Box 1450, Murfreesboro, TN 37133.
Phone 615-893-5373, Nashville, 615-255-1436.
1 min rate 1x: 11.60.

WMTS

1953
MURFREESBORO

SOUTHERN SPOT SALES, Inc.

Media Code 4 244 7560 6.00 Mid 014068-000
McCreery Broadcasting Corp.
Box 860, Murfreesboro, TN 37130. Phone 615-893-6611, Nashville, 615-244-9687.

PROGRAMMING DESCRIPTION
WMTS: Target audience adults 25-54. MUSIC: Top 40 country hits & crossover oldies. NEWS: network, nat'l & local; 3 full time news reporters; local, state & nat'l every hour; staff pilot reports local traffic in drive times. SPORTS: coverage of local college & high school sports activities; local sports director reports 3x/day. AGRICULTURE: 5-min programs 2x/day from local agriculture extension office. WEATHER: hrly at :15 & :45. RELIGION: gospel music & religious programming Sun. am. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
General Manager—John McCreery.
Sales Manager—Charlie Simms.
Program Director—John McCreery.

- REPRESENTATIVES**
Southern Spot Sales, Inc.

- FACILITIES**
5,000 w. days; 810 khz. Non-directional. Clear channel.
Operating schedule: 6 am-local sunset. CST.

- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.
Member: Tennessee Radio Network, Tennessee AgriNet.

TIME RATES

Eff 1/1/82—Rec'd 6/1/84.

- SPOT ANNOUNCEMENTS**
BTA, 10 sec 15 sec 20 sec 25 sec 30 sec 1 min
ROS: 2.00 3.00 4.00 4.50 6.00 8.00
Guaranteed drive time, extra .50.

WZKS (FM)

1963
MURFREESBORO



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 244 7580 4.00 Mid 014067-000
WZKS, Inc.
United Artists Tower, Suite 901, 50 Music Sq. West,
Nashville, TN 37203. Phone 615-327-9636, 896-9696.

PROGRAMMING DESCRIPTION
WZKS (FM): Programmed for adults 18-49. MUSIC: Contemporary hits presented by AIR PERSONALITIES. NEWS: emphasis on life style stories directed to young adults. FEATURES: wkly Top 40 Countdown; Top 10 at 10 & statewide request lines; promotions focus on community involvement. COMMERCIAL POLICY: 9 units/hr. Contact Representative for further details. Rec'd 7/27/84.

- PERSONNEL**
President—Ron Kempff.
General Sales Manager—Howard Schwartz.
Program Director—Larry Martino.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

- FACILITIES**
ERP 100,000 w.; 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above average terrain.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14a, 15a, 15b.
Contracts: 40a.
Cancellation: 70c, 71b, 72.
Prod. Services: 81.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

Nashville

(including Berry Hill, Hendersonville)
Davidson County—Map Location E-4
Sumner County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAMB

1971
NASHVILLE

Al Ham's The "Music of Your Life"



Media Code 4 244 7600 0.00 Mid 014069-000
Great Southern Broadcasting Co. Inc.
1617 Lebanon Rd., Nashville, TN 37210. Phone 615-889-1960.

PROGRAMMING DESCRIPTION
WAMB: Programmed for adults. MUSIC: Al Ham's "The Music of Your Life" format with a blend of hits by original artists from big band era through present. Local personalities with business reports hrly, traffic in drivetime segments along with commentator features. Rec'd 6/5/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—William O. Barry.
General Sales Manager—Ron Mott.
Program Director—Ken Branning.

- REPRESENTATIVES**
Roslin Radio Sales.

- FACILITIES**
25,000 w.; 1160 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

- AGENCY COMMISSION**
15% time only.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b, 15d.
Basic Rates: 20b, 21a, 24a, 24c, 25a, 28b, 29b, 30.
Contracts: 40b, 44b, 47a, 51b.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES

No. 15 Eff 8/1/83—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min
PER WK:	12 24	12 24
Open	20 19 18 25 24 23	
Contract	17 16 15 21 20 19	

10. SPECIAL FEATURES

Wall Street Journal Business Report—Mon thru Fri every hr at :30, 1/day M-F 200.00 per wk.
Earl Nightingale—Mon thru Fri 7:20 am & 12:20 pm, 1/day M-F 200.00 per wk.
News—Mon thru Sat hourly/traffic reports M-F drivetimes, 1/day 120.00 per wk.

WJRB

1958
NASHVILLE

WJKZ (FM)

1974
FRANKLIN

WEISS & POWELL, INC.
RADIO SALES

Media Code 4 244 7650 5.00 Mid 014070-000
Metrogeneral Communications, Inc.
48 Music Square East, Nashville, TN 37203. Phone 615-244-7300.

PROGRAMMING DESCRIPTION

WJRB/WJKZ (FM): Programmed for adults, with secondary target 18-34. MUSIC: today's hit country & crossover artists are presented by AIR PERSONALITIES, with 30-min uninterrupted music sweeps hrly. NEWS: emphasis on local & state capitol, with use of sound actualities & live on-scene reporting, nat'l coverage via satellite. FEATURES: promotions, contests & personal appearances. Contact Representative for further details. Rec'd 5/27/83.

1. PERSONNEL

President—Mack Sanders.
General Manager—Sam Littleton.
Operations Manager—Don Keith.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1430 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w. (horiz.); 3,000 w. (vert.); 100.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1120 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 9.
Rate Protection: 11b.
Basic Rates: 20a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with RKO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WKDA

AM 1240
1946
NASHVILLE



Katz Radio



Media Code 4 244 7700 8.00 Mid 014072-000
Dick Broadcasting Co. Inc.
506 Second Ave. S., Nashville, TN 37210. Phone 615-244-9533.

PROGRAMMING DESCRIPTION

WKDA: MUSIC: Golden oldies; hits from 50's, 60's & early 70's. NEWS: local ABC network & features. Traffic in AM & PM drive. Contact Representative for further details. Rec'd 7/31/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Bill Byram.
National Sales Manager—Emily Dick.
Program Director—Bill Pugh.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Sat 5-10 am. For non-simulcast facilities see WKDF (FM).

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 26, 33d.
Contracts: 40a, 4b, 4c, 51c.
Cancellation: 71a, 72.
FM facilities: WKDF (FM).
Affiliated with ABC Rock Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

WKDA/WKDF (FM) COMBINATION
No 4 Eff 1/28/85—Rec'd 1/30/85.

AAA—Mon thru Fri 5-10 am.
AA—Mon thru Fri 3 pm-midnight; Sat all day.
A—Mon thru Fri 10-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	200	180	170
30-sec: 80% of 1-min.			
30-sec: 80% of 1 min.			

AM only: Rates have been temporarily withdrawn by station.

WKDF (FM)

KDF FM103
(formerly WKDA-FM)
1962
NASHVILLE



Katz Radio



Media Code 4 244 7735 4.00 Mid 014073-000
Dick Broadcasting Co. Inc.
506 Second Ave. S., Nashville, TN 37210. Phone 615-244-9533.

PROGRAMMING DESCRIPTION

WKDF (FM): Mass appeal adult album rock with emphasis on mainstream artists. Current hit singles & album tracks. NEWS: local, nat'l & features. Contact Representative for further details. Rec'd 6/5/81.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Bill Byram.
National Sales Manager—Emily Dick.
Program Director—Bill Pugh.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,220 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 10-5 am. For simulcast facilities see WKDA.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 26, 33d.
Contracts: 40a, 4b, 4c, 51c.
Cancellation: 71a, 72.
AM facilities: WKDA.
Sold in combination with WKDA. See that listing.

TIME RATES

No 2 Eff 4/2/84—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

95% of WKDA/WKDF (FM) combination.

WLAC

1926
NASHVILLE



Blair Radio

News/Talk

Media Code 4 244 7770 1.00 Mid 014074-000
Sudbrink Broadcasting of Tennessee
10 Music Circle E., Nashville, TN 37203. Phone 615-748-8150.

PROGRAMMING DESCRIPTION

WLAC: News/talk programmed for adults 25 plus. NEWS: 5-9 am & 5-7 pm block. Wall Street Journal & traffic reports; business & stock market; sports at :15 & :45. TALK: 9am-noon Ruth Ann Leach; noon-2 pm Teddy Bart; 2-5 pm Les Jameson; 7 pm-5 am religious/gospel. Contact Representative for further details. Rec'd 5/30/84.

1. PERSONNEL

General Manager—Vic Rumore.
Sales Manager—David Manning.
Program Director—Dave Nichols.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.; 1510 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; payable upon receipt.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 25a, 26, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

AM/FM COMBINATION
Eff—Rec'd 4/25/84.

	I	II	III	GRID:	I	II	III
1 min	120	100	90	30 sec	96	80	72

6. SPOT ANNOUNCEMENTS

Live Personality Spots—13 wks, minimum 1 per day, 1-min ea 75.00.

AM ONLY

6. SPOT ANNOUNCEMENTS

60% of AM/FM combination.

10. SPECIAL FEATURES

Traffic Reports—incl billboard plus 30-sec spot, AM 45.00; PM 45.00.
Wall Street Journal Reports—incl billboard plus 1 30-sec spot, ea 50.00.
News/Sports sponsorship—incl billboard, 1-min 45.00; 30 sec 40.00.

WLAC-FM

1953
NASHVILLE



Blair Radio

Adult Contemporary

Media Code 4 244 7840 2.00 Mid 014071-000
Sudbrink Broadcasting Company of Nashville
10 Music Circle E., Nashville, TN 37203. Phone 615-748-8150.

PROGRAMMING DESCRIPTION

WLAC-FM: MUSIC: Adult Contemporary, hit music. COMMERCIAL POLICY: 10 units per hr. Contact Representative for further details. Rec'd 4/25/84.

1. PERSONNEL

General Manager—Vic Rumore.
Sales Manager—David Manning.
Program Director—Dave Nichols.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w.; 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1229 ft. above average terrain.

4. AGENCY COMMISSION

15/0; payable upon receipt.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 25a, 26, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
Sold in combination with AM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

80% of AM/FM combination.

WNAH

1949
NASHVILLE

Gospel Music



Media Code 4 244 7980 6.00 Mid 014077-000
Hermitage Broadcasting Corp.
44 Music Square E., Nashville, TN 37203. Phone 615-254-7611.

PROGRAMMING DESCRIPTION

WNAH: Programmed for adults, 25-54. MUSIC: traditional gospel & Southern gospel music performed by top artists; researched prior to airplay utilizing passive & active techniques. NEWS: locally orientated with full-time director & nat'l network coverage; official US weathercast from nat'l weather service. SPECIAL FEATURES: frequent remote broadcasts from local events & format related events. RELIGIOUS: nat'l & local with book reviews, commentaries, plus interviews with personalities. Rec'd 10/22/82.

1. PERSONNEL

Gen'l & Com'l Mgr.—Van T. Irwin, Jr.
Program Director—Hoyt Carter, Jr.
News Director—Gary McCallum.

3. FACILITIES

1,000 w. days; 1360 khz. Non-directional.
Operating schedule: 6:00 am-8 pm or 2 hr after.

4. AGENCY COMMISSION

15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 46.
Comb.; Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Affiliated with Sheridan Broadcasting Network.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/79—Rec'd 6/14/82.

6. SPOT ANNOUNCEMENTS

	1x 104x 260+	10 sec	12	9	6
1 min	20	15	10		
30 sec	16	12	8		

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150.00	75.00	37.50	27.50	20.00
104 x	110.00	55.00	27.50	22.50	17.00
260 x	88.00	44.00	22.00	18.00	12.00
	RELIGIOUS				
(*)	88.00	44.00	22.00	18.00	12.00
(*)	Open contract.				

WNQM

1948
NASHVILLE
NRBA

Media Code 4 244 8015 0.00 Mid 014075-000
WNQM, Inc.
3314 West End Ave., Nashville, TN 37203. Phone 615-383-2343.
1 min rate 1x: 9.75.

WQKQ (FM)

1970
HENDERSONVILLE

Urban Contemporary

Media Code 4 244 8025 9.00 Mid 014076-000
Phoenix of Hendersonville, Inc.
1320 Brick Church Pike, Nashville, TN 37207. Phone 615-227-1470.

PROGRAMMING DESCRIPTION

WQKQ (FM): Designed to appeal to adults 18-49. MUSIC: Urban Contemporary. Contact Representative for further details. Rec'd 10/3/84.

1. PERSONNEL

Senior Vice-President—John H. Haggard, Jr.
General Manager—Clarence Kilcrease.
Program Director—Fred Harvey.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 1,500 w. (horiz.), 1,500 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 24a, 24b, 24c, 25a, 27, 28b, 28c, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 46, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 81, 82.
AM facilities: WVOL.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WSIX

1927
NASHVILLE

EASTMAN RADIO, INC.



Media Code 4 244 8050 7.00 Mid 014078-000
Sky Communications Inc.
441 Murfreesboro Rd., Nashville, TN 37210. Phone 615-248-7300, TWX, 910-997-0501.

PROGRAMMING DESCRIPTION

WSIX: Country. Nashville Sounds. NEWS: plus traffic reports. SPORTS: college, baseball play-by-play. Contact Representative for further details. Rec'd 8/26/84.

1. PERSONNEL

General Manager—Cecil E. Thomas.
General Sales Manager—Beth Lewis Murphy.
Program Manager—Wayne Campbell.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

5,000 w.; 980 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Fri 6-10 am; Sun midnight-4 pm. For non-simulcast facilities see FM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

TENNESSEE

Nashville—cont

WSIX—cont

AA—Mon thru Fri 3-8 pm; Sun 6 am-8 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

WK, GRID:	I	II	III	IV	V
AAA	190	165	140	115	90
AA	150	130	110	90	70
A	135	115	95	75	55
B	65	55	45	35	25

30 SECONDS

AAA	152	132	112	92	72
AA	120	104	88	72	56
A	108	92	76	60	44
B	52	44	36	28	20

AM only: Deduct 50% from AM/FM combination.

WSIX-FM

1948
NASHVILLE

EASTMAN RADIO, INC.



Media Code 4 244 8051 5.00 Mid 014079-000
WSIX
441 Murfreesboro Rd., Nashville, TN 37210. Phone 615-248-7300, TWX, 910-997-0501.

PROGRAMMING DESCRIPTION

WSIX-FM: MUSIC: Country. Contact Representative for further details. Rec'd 12/30/83.

1. PERSONNEL

General Manager—Cecil E. Thomas.
General Sales Manager—Beth Lewis Murphy.
Program Manager—Wayne Campbell.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,145 ft. above average terrain.

Partial simulcast operation. Operated separately all day Sat; Sun 4 pm-midnight; Mon thru Fri 10-4:30 am. For simulcast facilities see AM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60g, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio, Inc.
Sold in combination with AM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 15% from AM/FM combination.

WSM

1925
NASHVILLE



Christal Radio



Media Code 4 244 8120 8.00 Mid 014080-000
WSM
2644 McGavock Pike, Nashville, TN 37214. Phone 615-889-6595, TWX, 810-371-1148.
Mailing Address: Box 100, Nashville, TN 37202.

PROGRAMMING DESCRIPTION

WSM: Programmed for adults. MUSIC: country. FARM: 5-5:55 am, noon & 5:45 pm M-F. ENTERTAINMENT: country M-Sun with news; airborne traffic watch, Radar weather. COMMERCIAL POLICY: 14 units maximum hourly. Contact Representative for further details. Rec'd 2/29/84.

1. PERSONNEL

General Manager—Tom Cassetty.
National Sales Manager—John Padgett.
Group Program Director—Gregg Lindahl.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w.; 650 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11h, 12h, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.
Affiliated with Music Country Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WSM-FM

1968
NASHVILLE



Christal Radio



Media Code 4 244 8121 6.00 Mid 014081-000
WSM
2644 McGavock Pike, Nashville, TN 37214. Phone 615-889-6595, TWX, 810-371-1148.
Mailing Address: Box 100, Nashville, TN 37202.

PROGRAMMING DESCRIPTION

WSM-FM: Programmed for 25-49 adults. MUSIC: Mass appeal country. NEWS: at :55. COMMERCIAL POLICY: 9 units in AM drive, 8 units in all other dayparts. Traffic reports. Contact Representative for further details. Rec'd 2/29/84.

1. PERSONNEL

General Manager—Tom Cassetty.
National Sales Manager—John Padgett.
Group Program Director—Gregg Lindahl.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,280 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11h, 12h, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32b, 33a.
Contracts: 40c, 41, 4a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WVOL

1951
BERRY HILL

A Phoenix of Nashville, Inc. Station

Media Code 4 244 8190 1.00 Mid 014082-000
Phoenix of Nashville, Inc.
Box 8085, 1320 Brick Church Pike, Nashville, TN 37207.
Phone 615-227-1470.

PROGRAMMING DESCRIPTION

WVOL: Programmed for Black listener. MUSIC: Contemporary black. NEWS: local at :55. AIR PERSONALITIES handle all segments & are available for remote personal appearances. FEATURES: editorials as necessary. Contact Representative for further details. Rec'd 2/26/82.

1. PERSONNEL

President—Samuel Howard.
Senior Vice-President—John H. Haggard, Jr.
Vice-Pres. & Gen'l Mgr.—Clarence E. Kilcrease.

2. REPRESENTATIVES

Selcom, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1470 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13c, 14e, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOOK (FM).
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WWGM

1967
NASHVILLE



Media Code 4 244 8210 1.00 Mid 014083-000
Dean A. Crawford Broadcasting Co.
Box 12040, 2003 Blair Blvd., Nashville, TN 37212. Phone 615-298-4417, 4418, 292-1560.
1 min rate 1x: 13.20.

WWKX (FM)

1960
GALLATIN



MAJOR MARKET RADIO SALES

(This is a paid duplicate of the listing under Gallatin, Tennessee.)

Media Code 4 244 3605 3.00 Mid 013972-000
Group III Broadcasting, WWKX/KX-104 FM, Inc.
Studio: Hwy 109, Gallatin, TN 37066. Phone 615-452-4747.

Sales Office: 11 Music Circle South Suite 111, Nashville, TN 37203. Phone 615-244-4197.

PROGRAMMING DESCRIPTION

WWKX (FM): Entertainment emphasis with AIR PERSONALITIES aimed at adults & young adults. MUSIC: blend of Current & recent hits. FEATURES: continuous contests; heavy promotion. NEWS: in drive; 5-min capsules of network news; emphasis on local; traffic reports & sports. COMMERCIAL POLICY: limited. Contact Representative for further details. Rec'd 3/11/81.

1. PERSONNEL

President—Gordon K. Smith.
Station Manager—Rich Blum.
Local Sales Manager—Bob Carlton.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,050 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD) (D)

WYHY (FM)

1963
LEBANON



McGAVREN GUILD RADIO

810 Division St., Box 24850, Nashville, TN 37202. Phone 615-256-6556.
See listing under city of license.

WZEE (FM)

1976
NASHVILLE



Torbet Radio

Easy Listening



Media Code 4 244 8270 1.00 Mid 014084-000
South Central Broadcasting Corp.
Sales, studios, and management office.
504 Rosedale Ave., Box 40506, Nashville, TN 37204.
Phone 615-259-9393.

PROGRAMMING DESCRIPTION

WZEE (FM): Programmed for adult audience 25-54. MUSIC: familiar Standards & melodic arrangements of current favorites programmed in uninterrupted segments w/4 commercial breaks/hr. NEWS: hly. COMMERCIAL POLICY: max 9 min/hr. Contact Representative for further details. Rec'd 11/21/84.

1. PERSONNEL

President—John D. Engelbrecht.
Vice-Pres. & Gen'l Mgr.—Harry P. Stephenson.
Sec'y & Treas.—Bob Shirrel.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,053 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13, 14f, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29b, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WZKS (FM)

1963
MURFREESBORO



(This is a paid duplicate of the listing under Murfreesboro, Tennessee.)

Media Code 4 244 7580 4.00 Mid 014067-000
WZKS, Inc.
United Artists Tower, Suite 901, 50 Music Sq. West, Nashville, TN 37203. Phone 615-327-9636, 896-9696.

PROGRAMMING DESCRIPTION

WZKS (FM): Programmed for adults 18-49. MUSIC: Contemporary hits presented by AIR PERSONALITIES. NEWS: emphasis on life style stories directed to young adults. FEATURES: wkly Top 40 Countdown; Top 10 at 10 & statewide request lines; promotions focus on community involvement. COMMERCIAL POLICY: 9 units/hr. Contact Representative for further details. Rec'd 7/27/84.

1. PERSONNEL

President—Ron Kempff.
General Sales Manager—Howard Schwartz.
Program Director—Larry Martino.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w.; 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14a, 15a, 15b.
Contracts: 40a.
Cancellation: 70c, 71b, 72.
Prod. Services: 81.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D)

Newport

Cocke County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WLIK

1954
NEWPORT

See SRDS Spot Radio Small Markets Edition. Mid 014085-000

WNPC

1978
NEWPORT

See SRDS Spot Radio Small Markets Edition. Mid 014086-000

Oak Ridge

Anderson County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WATO

1948
OAK RIDGE



Media Code 4 244 8400 4.00 Mid 014087-000
Oak Ridge Radio, Inc.
Box 3268, 113 Eastburn Lane, Oak Ridge, TN 37831.
Phone 615-483-1290.

2. REPRESENTATIVES

Southern Spot Sales, Inc.
1 min rate 1x: 8.90.

WETQ (FM)

1968
OAK RIDGE



Media Code 4 244 8408 7.00 Mid 014088-000
Oak Ridge Radio, Inc.

2. REPRESENTATIVES
Southern Spot Sales, Inc.
1 min rate 1x: 12.05.

WOKI-FM
1974
OAK RIDGE



Media Code 4 244 8417 8.00 Mid 014089-000
Oak Ridge FM, Inc.
114 Tulsa Rd., Oak Ridge, TN 37830. Phone 615-483-8451, Knoxville Phone, 546-2861.

PROGRAMMING DESCRIPTION

WOKI-FM: Programmed for young adults—18-40. MUSIC: 5:30 am-12M 75% current top 40, 25% oldies from last 5 yrs. 12M-5:30 am 50% current top 40. 50% rock. SPORTS: state U football & basketball. Contact Representative for further details. Rec'd 10/28/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—John W. Pirkle.
General Sales Manager—Andy Reeves.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23b, 28b, 30.
Contracts: 40a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WORL.
Affiliated with Supernet.
Member: Tennessee Radio Network.

TIME RATES

No. 17 Eff 8/15/82—Rec'd 8/27/82.
AAA—Mon thru Fri 5:30 am-10 pm, 3 pm, 3-8 pm; Sat 5:30 am-8 pm.
AA—Mon thru Fri 10 am-3 pm, Sun 5:30 am-8 pm.
A—8 pm-2 am.

6. SPOT ANNOUNCEMENTS

GRID:	- 1 min -		30 sec	
	I	II	III	IV
AAA	70	60	50	56
AA	55	50	45	44
A	45	40	35	32

10-sec: 60% of 1-min.
(*) 30 sec/less.

- SPECIAL FEATURES**
Newscasts—20% of 1-min.

WORL
1973
OAK RIDGE



Media Code 4 244 8426 9.00 Mid 014090-000
Oak Ridge FM Inc.
114 Tulsa Rd., Oak Ridge, TN 37830. Phone 615-483-8451, Knoxville Phone, 546-2861.
1 min rate 1x: 4.75.

Oneida

Scott County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WBNT
1959
ONEIDA

See SRDS Spot Radio Small Markets Edition. Mid 014091-000

WBNT-FM
1965
ONEIDA

See SRDS Spot Radio Small Markets Edition. Mid 014092-000

Paris

Henry County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WMUF

1980
PARIS



Media Code 4 244 8505 0.00 Mid 014093-000
J-Star Broadcasting
Box 1239, Paris, TN 38242. Phone 901-644-9455.

PROGRAMMING DESCRIPTION

WMUF: Programmed for adults & young adults. MUSIC: Contemporary blend of current Popular & Crossover Country with good mix of Oldies; 80% music with AIR PERSONALITIES. NEWS: 15%; fulltime news staff backed with 2 part time; heavy on local news in AM each half hr; network at 30. FARM: market news M-F including livestock & grains as well as management feels necessary. COMMERCIAL POLICY: commercial time limited to 15 min per hr. Rec'd 7/29/82.

- PERSONNEL**
General Manager—Cynthia W. Snyder.
Local Sales Manager—Vicki Stevens.
Bookkeeping/Traffic—Angela M. Clayton.
- FACILITIES**
500 w.; 1000 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES

No. 2 Eff 11/1/82—Rec'd 1/26/83.

6. SPOT ANNOUNCEMENTS

PER YR:	ANNUAL CONTRACT—BTA			
	600x	300x	200x	100x
1 min	4.00	5.05	6.00	7.50
30 sec	3.20	4.05	4.80	6.00
15 sec	2.55	3.25	3.85	4.80

Fixed, extra 10%.

7. PACKAGE PLANS

PER MO:	BTA			
	100x	75x	50x	25x
1 min	4.00	4.50	4.75	5.00
30 sec	3.20	3.60	3.80	4.00
15 sec	2.55	2.90	3.05	3.20

Fixed, extra 10%.

WTPR
1946
PARIS

See SRDS Spot Radio Small Markets Edition. Mid 014094-000

WTPR-FM
1967
PARIS

See SRDS Spot Radio Small Markets Edition. Mid 014095-000

Parsons

Decatur County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WTBP
1970
PARSONS

See SRDS Spot Radio Small Markets Edition. Mid 014096-000

Pikeville

Bledsoe County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WUAT
1972
PIKEVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014097-000

Portland

Sumner County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WQSI
1980
PORTLAND

See SRDS Spot Radio Small Markets Edition. Mid 017809-000

Pulaski

Giles County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKSR
1947
PULASKI

See SRDS Spot Radio Small Markets Edition. Mid 014098-000

WMGL (FM)
1971
PULASKI

See SRDS Spot Radio Small Markets Edition. Mid 014099-000

Red Bank

Hamilton County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Chattanooga
(including Lookout Mountain, Red Bank, Soddy-Daisy, TN; Rossville, GA)

Ripley

Lauderdale County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WTRB
1954
RIPLEY

See SRDS Spot Radio Small Markets Edition. Mid 014100-000

Rockwood

Roane County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WOFE
1957
ROCKWOOD

See SRDS Spot Radio Small Markets Edition. Mid 014101-000

Rogersville

Hawkins County—Map Location K-4
See SRDS Consumer market map and data at beginning of the state.

WRGS
1954
ROGERSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014102-000

Savannah

Hardin County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WKWX (FM)
1980
SAVANNAH

See SRDS Spot Radio Small Markets Edition. Mid 014103-000

WORM
1956
SAVANNAH

See SRDS Spot Radio Small Markets Edition. Mid 014104-000

Selmer

McNairy County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WDTM
1967
SELMER

See SRDS Spot Radio Small Markets Edition. Mid 014105-000

Sevierville

Sevier County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

WMYU (FM)
1961
SEVIERVILLE



Media Code 4 244 8940 9.00 Mid 014106-000
SunGroup, Inc.
Middlecreek Rd., Box 192, Sevierville, TN 37862. Phone 615-453-2844.
Knoxville Office.
311 Magnolia Ave., Knoxville, TN 37917. Phone 615-525-2441.

PROGRAMMING DESCRIPTION

WMYU (FM): Adult Contemporary/MOR. Contact Representative for further details. Rec'd 9/2/81.

- PERSONNEL**
President—George P. Mooney.
General Manager—Gary V. Downs.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w.; 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: WSEV.
Affiliated with McGavren-Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

WSEV
1955
SEVIERVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014107-000

Shelbyville

Bedford County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WHAL
1946
SHELBYVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014108-000

WLIJ
1959
SHELBYVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014109-000

WYCC (FM)
1962
SHELBYVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014110-000

Smithville

DeKalb County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WJLE
1964
SMITHVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014111-000

WJLE-FM
1970
SMITHVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014112-000

TENNESSEE

Smyrna

Rutherford County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WSVT

1981
SMYRNA

See SRDS Spot Radio Small Markets Edition. Mid 028213-000

Soddy-Daisy

Hamilton County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

See Chattanooga

(including Lookout Mountain, Red Bank,
Soddy-Daisy, TN; Rossville, GA)

South Pittsburg

Marion County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WEPG

1954
SOUTH PITTSBURG

See SRDS Spot Radio Small Markets Edition. Mid 014116-000

Sparta

White County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WSMT

1953
SPARTA

WSMT-FM

1964
SPARTA

See SRDS Spot Radio Small Markets Edition. Mid 014117-000

WTZX

1971
SPARTA

See SRDS Spot Radio Small Markets Edition. Mid 014118-000

Springfield

Robertson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WDBL

1950
SPRINGFIELD

WDBL-FM

1964
SPRINGFIELD

See SRDS Spot Radio Small Markets Edition. Mid 014119-000

WSGI

1980
SPRINGFIELD

See SRDS Spot Radio Small Markets Edition. Mid 028717-000

Sweetwater

Monroe County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WDEH

1955
SWEETWATER

See SRDS Spot Radio Small Markets Edition. Mid 014120-000

WDEH-FM

1967
SWEETWATER

See SRDS Spot Radio Small Markets Edition. Mid 014121-000

Tazewell

Claiborne County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WNTT

1960
TAZEWELL

See SRDS Spot Radio Small Markets Edition. Mid 014122-000

Trenton

Gibson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WLOT-FM

1980
TRENTON

See SRDS Spot Radio Small Markets Edition. Mid 014124-000

WTNE

1966
TRENTON

See SRDS Spot Radio Small Markets Edition. Mid 014123-000

Tullahoma

Coffee County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WBGY-FM

1962
TULLAHOMA

See SRDS Spot Radio Small Markets Edition. Mid 014126-000

WCWY

1947
TULLAHOMA

See SRDS Spot Radio Small Markets Edition. Mid 014125-000

Union City

Obion County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WALR (FM)

1974
UNION CITY

See SRDS Spot Radio Small Markets Edition. Mid 014127-000

WENK

1946
UNION CITY

See SRDS Spot Radio Small Markets Edition. Mid 014128-000

Wartburg

Morgan County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WECO

1970
WARTBURG

See SRDS Spot Radio Small Markets Edition. Mid 014129-000

Waverly

Humphreys County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WPHC

1963
WAVERLY

See SRDS Spot Radio Small Markets Edition. Mid 014130-000

WVRY (FM)

1970
WAVERLY

See SRDS Spot Radio Small Markets Edition. Mid 014131-000

Waynesboro

Wayne County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WNBG

1970
WAYNESBORO

See SRDS Spot Radio Small Markets Edition. Mid 014132-000

White Bluff

Dickson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WBDX

1982
WHITE BLUFF

See SRDS Spot Radio Small Markets Edition. Mid 032401-000

Winchester

Franklin County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WCDT

1948
WINCHESTER

See SRDS Spot Radio Small Markets Edition. Mid 014133-000

Woodbury

Cannon County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WBRY

1953
WOODBURY

See SRDS Spot Radio Small Markets Edition. Mid 014134-000

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	△	○	◻	◇	●	■	▨	With Daily Media.

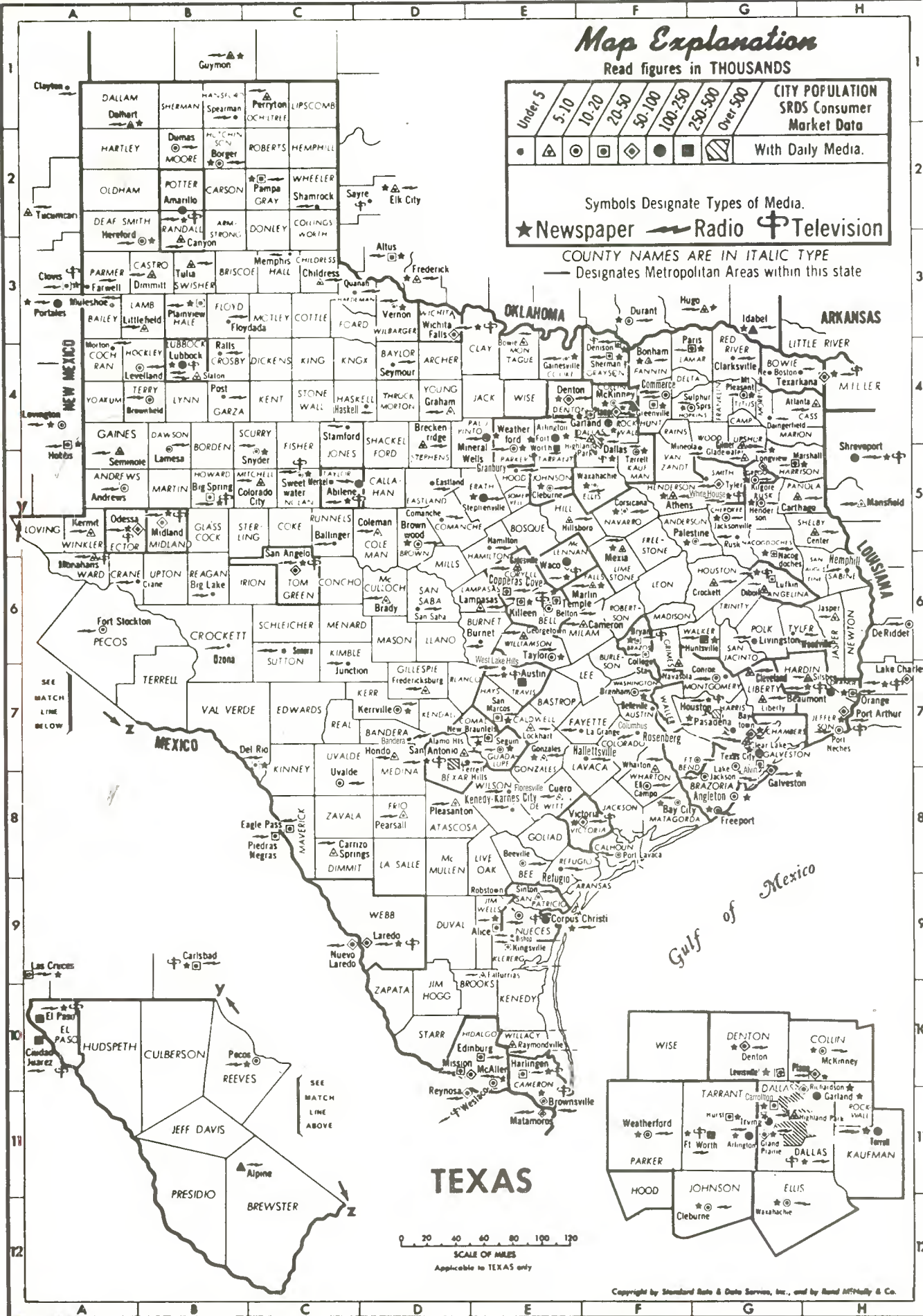
Symbols Designate Types of Media.

★ Newspaper ↗ Radio ⚡ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Abilene—Taylor	Brownsville—Cameron	Denison—Grayson	Garland—Dallas	Laredo—Webb	Mission—Hidalgo	San Angelo—Tom Green	Texas City—Galveston
Amarillo—Potter	Bryan—Brazos	Denton—Denton	Grand Prairie—Dallas	Longview—Gregg	Odessa—Ector	San Antonio—Bexar	Tyler—Smith
Arlington—Tarrant	Carrollton—Dallas	Edinburg—Hidalgo	Harlingen—Cameron	Lubbock—Lubbock	Pasadena—Harris	Sherman—Grayson	Victoria—Victoria
Austin—Travis	College Station—Brazos	El Paso—El Paso	Houston—Harris	McAllen—Hidalgo	Plano—Collin	Temple—Bell	Waco—McLennan
Baytown—Harris	Corpus Christi—Nueces	Fort Worth—Tarrant	Irving—Dallas	Mesquite—Dallas	Port Arthur—Jefferson	Texarkana—Bowie	Wichita Falls—Wichita
Beaumont—Jefferson	Dallas—Dallas	Galveston—Galveston	Killeen—Bell	Midland—Midland			

ESTIMATES FOR: STATE COUNTY—Msp Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales Per Household (\$000)	By Selected Store Types					Service Station (\$000)							
				15000 to 14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)		Auto motive (\$000)						
TEXAS STATE TOTALS	16,079.0	5,631.66	170,058,216	30,197	30.4	38.6	16.1	14.9	83,043,072	14,746	18,010,178	2,818,951	12,053,353	3,954,905	4,264,883	14,092,122	7,347,556	9,978.71	1,927.0	3,383.09	
ANDERSON F-5	43.7	14.56	392,030	26,925	38.4	34.4	15.8	11.4	206,838	14,206	45,305	7,190	30,596	9,745	10,321	35,019	18,371	26.22	9.3	2.04	
ANDREWS A-5	15.1	5.07	174,228	34,364	20.6	38.9	20.7	19.8	79,744	15,729	17,014	2,601	11,214	3,864	4,285	13,583	7,012	9.95	.3	3.30	
ANGELINA G-6	72.7	24.95	613,994	24,609	36.4	40.8	14.6	8.2	350,428	14,045	76,996	12,271	52,145	16,454	17,325	59,287	31,162	45.93	10.9	4.58	
ARANSAS F-9	16.9	6.19	159,986	25,846	38.9	38.6	13.6	8.9	84,723	13,687	18,746	3,016	12,775	3,947	4,100	14,310	7,554	10.87	.3	3.23	
ARCHER D-4	8.2	3.02	80,419	26,629	32.9	44.1	13.0	10.0	42,846	14,187	9,385	1,489	6,338	2,019	2,138	7,254	3,805	6.28		.16	
ARMSTRONG B-2	2.1	.81	17,911	22,112	41.1	43.5	10.2	5.2	10,601	13,088	2,373	388	1,634	488	495	1,786	950	1.68		.06	
ATASCOSA D-8	28.8	9.33	235,716	25,264	38.2	36.5	15.2	10.1	131,119	14,053	28,803	4,589	19,503	6,158	6,487	22,184	11,659	17.75	.1	13.77	
AUSTIN F-7	20.0	7.33	204,232	27,861	38.4	33.4	15.7	12.5	104,031	14,192	22,792	3,618	15,996	4,900	5,188	17,612	9,241	13.86	2.9	1.12	
BAILEY A-3	8.5	2.81	62,454	22,226	43.5	41.1	7.1	8.2	36,012	12,816	8,121	1,339	5,627	1,642	1,640	6,055	3,235	5.46	2	2.88	
BANDERA D-7	8.4	3.36	80,821	24,054	38.7	38.7	14.8	7.8	45,914	13,665	10,163	1,636	6,929	2,138	2,219	7,754	4,095	6.52		1.02	
BASTROP E-7	29.1	10.37	246,125	23,734	42.2	37.8	13.0	7.0	139,821	13,483	31,069	5,027	21,253	6,483	6,678	23,593	12,488	18.78	5.0	4.00	
BAYLOR D-4	5.0	2.08	37,832	18,188	50.4	38.7	7.7	3.1	25,740	12,375	5,864	980	4,098	1,159	1,132	4,317	2,322	3.79	.2	.31	
BEE E-8	28.5	9.08	257,236	28,330	33.2	38.2	14.4	14.1	129,572	14,270	28,347	4,491	19,123	6,113	6,489	21,944	11,503	15.77	.7	13.06	
BELL E-6	179.0	60.83	1,484,790	24,409	35.4	37.3	14.1	13.2	828,419	13,619	183,559	29,588	125,252	38,535	39,918	139,878	73,908	101.36	29.3	19.74	
Killeen	52.7	19.15	386,608	20,188					244,299	12,757	55,143	9,107	38,239	11,126	11,089	41,067	21,954	28.52	12.0	6.66	
Killeen-Temple Metro Area	249.2	79.58	1,928,430	24,233	37.4	40.6	12.6	9.3	1,082,700	13,605	239,975	38,697	163,790	50,347	52,123	182,800	96,606	133.87	42.5	25.62	
Temple	49.1	18.80	509,847	27,120					266,004	14,149	58,324	9,269	39,425	12,519	13,233	45,026	23,635	30.82	7.4	4.99	
BEXAR D-7	1,097.8	360.54	9,791,100	27,157	33.7	40.2	14.3	11.8	5,129,710	14,228	1,123,140	178,133	758,221	241,798	256,283	868,578	455,536	595.42	76.8	511.73	
San Antonio	846.8	281.38	6,891,630	24,492					3,851,680	13,689	852,251	137,118	580,811	179,450	186,404	650,566	343,444	444.42	62.4	453.62	
San Antonio Metro Area	1,195.7	394.70	10,740,300	27,211	33.5	40.2	14.5	11.8	5,627,740	14,258	1,231,480	195,161	830,926	265,440	281,642	953,034	499,652	660.07	81.1	537.07	
BLANCO D-7	5.4	2.14	64,829	30,294	34.2	37.9	14.5	13.4	30,360	14,187	6,652	1,056	4,494	1,430	1,513	5,140	2,697	4.07	.1	.50	
BORDEN B-4	.9	.30	7,282	24,273	41.8	35.9	8.9	13.5	4,066	13,553	906	147	621	188	193	686	364	.68		.13	
BOSQUE E-5	14.9	6.21	126,032	20,295	45.3	39.2	10.3	5.3	80,774	13,007	18,135	2,974	12,517	3,702	3,732	13,596	7,243	11.37	.3	.78	
BOWIE G-4	81.2	29.91	736,458	24,622	42.8	37.7	11.5	7.9	415,985	13,908	91,645	14,659	62,215	19,475	20,401	70,334	37,030	51.59	17.8	1.07	
Texarkana	32.2	12.51	287,018	22,943					166,916	13,343	37,201	6,043	25,515	7,713	7,897	28,145	14,926	18.98	10.3	.39	
Texarkana Metro Area	119.3	43.59	1,001,020	22,964	40.2	40.0	12.7	7.1	590,853	13,555	131,090	21,167	89,552	27,445	28,356	99,734	52,740	74.58	27.1	1.34	
BRAZORIA G-8	200.3	64.75	2,053,090	31,708	20.8	41.0	23.4	14.9	1,029,710	15,903	219,080	33,356	144,001	50,039	55,744	175,503	90,442	130.89	15.5	26.79	
Brazoria Metro Area	200.3	64.75	2,053,090	31,708	20.8	41.0	23.4	14.9	1,029,710	15,903	219,080	33,356	144,001	50,039	55,744	175,503	90,442	130.89	15.5	26.79	
BRAZOS F-6	112.5	40.34	1,053,190	26,108	39.8	33.6	13.0	13.6	563,027	13,957	123,913	19,792	84,044	26,389	27,698	95,218	50,099	71.75	12.4	11.37	
Bryan	50.7	18.65	539,754	28,941					269,564	14,454	58,775	9,268	39,528	12,764	13,633	45,688	23,900	31.57	8.4	7.61	
Bryan-College Station Metro Area	112.5	40.34	1,053,190	26,108	39.8	33.6	13.0	13.6	563,027	13,957	123,913	19,792	84,044	26,389	27,698	95,218	50,099	71.75	12.4	11.37	
College Station	45.9	15.62	316,890	20,287					200,253	12,820	45,141	7,442	31,267	9,134	9,131	33,674	17,986	28.29	1.9	2.58	
BREWSTER C-12	7.8	2.82	57,901	20,532	45.7	36.1	12.5	5.7	36,874	13,076	8,262	1,352	5,693	1,694	1,715	6,210	3,304	4.73	.1	3.37	
BRISCOE B-3	2.6	1.00	17,822	17,822	57.0	31.6	5.8	5.6	11,995	11,995	2,759	467	1,944	534	510	2,007	1,086	2.01	.1	.43	
BROOKS E-10	8.9	2.80	61,857	22,092	49.1	32.5	12.0	6.5	35,844	12,801	8,084	1,334	5,601	1,634	1,632	6,027	3,220	4.57		7.70	
BROWN D-5	37.9	14.33	340,500	23,761	40.1	39.3	12.4	8.2	194,317	13,560	43,108	6,960	29,445	9,027	9,329	32,801	17,344	25.75	1.8	2.99	
BURLESON F-6	13.8	5.05	149,245	29,553	34.7	31.1	17.9	16.2	74,734	14,799	16,197	2,533	10,833	3,562	3,846	12,684	6,611	9.08	3.0	1.43	
BURNET E-6	21.3	8.39	197,182	23,502	39.1	40.8	12.6	7.5	112,400	13,397	25,020	4,058	17,142	5,202	5,339	18,958	10,046	15.19	.3	1.50	
CALDWELL E-7	25.7	8.16	200,034	24,514	39.5	37.0	13.5	10.0	111,821	13,704	24,736	3,978	16,853	5,211	5,416	18,888	9,970	14.27	4.2	8.47	
CALHOUN F-8	21.2	7.06	205,845	29,157	30.8	39.0	17.1	13.1	104,553	14,809	22,647	3,539	15,139	4,986	5,389	17,747	9,246	13.17	.7	7.19	
CALLAHAN D-5	12.4	4.74	106,951	22,564	39.5	41.9	12.5	6.0	64,590	13,627	14,308	2,305	9,761	3,005	3,115	10,907	5,762	9.43		.42	
CAMERON E-10	247.9	69.77	1,541,570	22,095	46.0	37.8	9.5	6.7	912,682	13,081	204,532	33,465	140,953	41,913	42,426	153,690	81,787	107.32	.9	191.07	
Brownsville	101.3	27.45	576,920	21,017					355,185	12,939	79,850	13,119	55,179	16,251	16,340	59,765	31,868	39.67	.2	85.14	
Brownsville-Harlingen Metro Area	247.9	69.77	1,541,570	22,095	44.4	38.4	10.1	7.2	912,682	13,081	204,532	33,465	140,953	41,913	42,426	153,690	81,787	107.32	.9	191.07	
Harlingen	49.0	14.94	345,455	23,123					196,327	13,141	43,944	7,179	30,252	9,028	9,162	33,070	17,585	23.30	.4	33.49	
CAMP G-4	10.1	3.73	97,707	26,195	37.6	36.9	15.2	10.3	53,033	14,218	11,614	1,842	7,842	2,499	2,648	8,979	4,710	6.67	2.6	.14	
CARSON B-2	7.0																				

State, County, City, Metro Area Data

Estimate for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Retail Sales—1984										Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$000)	% Distribution of Households				Total Retail Sales— Per Household (\$000)	By Selected Store Types						Service Station (\$000)					
				14999	15000 to 34999	35000 to 49999	50000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)						
DEAF SMITH A-2	23.0	7.13	159,038	22,305	40.0	45.2	8.8	6.1	93,156	13,065	20,881	3,417	14,392	4,277	4,327	15,686	8,349	14.03	4	9.37
DELTA F-2	5.1	2.06	38,586	18,731	52.7	34.2	8.5	4.6	26,101	12,670	5,907	979	4,105	1,185	1,174	4,385	2,348	3.64	4	.02
DENTON E-4	177.5	62.12	2,055,820	33,094	36.7	37.5	13.4	12.4	973,253	15,667	207,831	31,815	137,087	47,116	52,174	165,743	85,603	124.61	7.7	7.94
Denton	53.6	19.92	536,712	26,943	279,400	14,026	279,400	14,026	61,409	9,791	41,601	13,115	13,800	47,266	24,849	34.91	5.1	3.07
DE WITT E-8	19.8	7.46	176,322	23,636	43.5	34.1	12.4	10.1	100,369	13,454	22,318	3,615	15,277	4,650	4,783	16,933	8,967	12.70	2.2	4.57
DICKENS C-4	3.5	1.36	19,945	14,665	61.9	30.5	4.9	2.7	15,749	11,580	3,657	626	2,597	693	646	2,629	1,431	2.44	2	.58
DIMMIT C-8	12.8	3.57	90,141	25,250	40.9	34.4	13.0	11.7	48,634	13,623	10,771	1,735	7,347	2,263	2,347	8,213	4,338	5.80	1	9.96
DONLEY C-2	4.4	1.77	33,270	18,797	53.5	34.5	6.8	5.2	21,777	12,303	4,969	832	3,478	979	952	3,651	1,965	3.26	2	.16
DUVAL D-9	13.4	4.03	89,724	22,264	44.2	35.4	12.5	7.8	54,198	13,449	12,050	1,951	8,247	2,512	2,584	9,144	4,842	6.79	11.46
EAUCLAND D-5	20.8	8.35	167,908	20,109	48.6	37.4	8.6	5.4	105,957	12,689	23,952	3,963	16,631	4,817	4,786	17,805	9,528	14.77	4	.99
ECTOR A-5	128.7	45.57	1,651,270	36,236	22.7	36.8	19.4	21.1	719,968	15,799	153,427	23,416	101,003	34,929	38,810	122,666	63,276	86.86	5.8	27.71
Odessa	97.1	35.01	1,242,300	35,484	54.9	31.3	11.1	11.1	549,913	15,707	117,357	17,949	77,364	26,639	29,529	93,662	48,356	64.52	5.4	22.99
Odessa Metro Area	128.7	45.57	1,651,270	36,236	21.9	37.2	19.7	21.3	719,968	15,799	153,427	23,416	101,003	34,929	38,810	122,666	63,276	86.86	5.8	27.71
EDWARDS C-7	2.1	.72	13,412	18,628	54.2	35.7	5.7	4.4	8,631	11,988	1,987	336	1,401	384	365	1,444	782	1.3099
ELLIS F-5	67.8	22.81	660,457	28,955	29.7	37.4	20.0	12.9	343,038	15,039	74,019	11,502	49,304	16,426	17,873	58,281	30,292	44.10	8.4	6.55
EL PASO A-10	552.3	164.12	4,039,930	24,616	37.9	40.2	12.7	9.3	2,243,420	13,669	496,584	79,936	338,538	104,476	108,444	378,889	200,069	269.45	20.9	341.81
El Paso	486.6	148.44	3,674,470	24,754	2,036,920	13,718	450,298	72,390	306,717	49,934	98,728	34,988	181,529	181,529	242,511	15,494	242.51	15.4	304.22	
El Paso Metro Area	552.3	164.12	4,039,930	24,616	38.0	40.5	12.4	9.1	2,243,420	13,669	496,584	79,936	338,538	104,476	108,444	378,889	200,069	269.45	20.9	341.81
ERATH E-5	25.4	9.94	256,877	25,843	40.6	38.4	11.2	9.8	134,579	13,539	29,871	4,826	20,414	6,248	6,450	22,714	12,015	18.26	2	1.04
FALLS F-6	19.0	7.41	117,673	15,880	60.2	29.9	6.7	3.3	88,346	11,923	20,344	3,445	14,346	3,929	3,739	14,779	8,002	11.86	5.2	1.79
FANNIN F-4	26.2	10.10	211,813	20,972	45.1	39.3	9.7	6.0	131,967	13,066	29,580	4,841	20,389	6,059	6,130	22,221	11,827	18.35	2.0	.35
FAYETTE F-7	19.8	7.96	184,744	23,209	43.7	34.3	13.5	8.5	107,901	13,555	23,939	3,865	16,353	5,012	5,179	18,214	9,631	14.57	1.8	1.02
FISHER C-4	5.8	2.21	55,243	24,997	40.0	39.7	10.8	9.5	30,254	13,690	6,693	1,077	4,561	1,410	1,465	5,110	2,698	4.46	2	1.10
FLOYD B-3	9.8	3.31	63,866	19,295	47.8	37.6	8.3	6.4	42,021	12,695	9,499	1,572	6,595	1,910	1,898	7,061	3,778	6.55	4	3.31
FOARD D-3	2.2	.89	16,232	18,238	55.8	30.1	6.1	8.0	10,827	12,165	2,476	516	1,736	485	470	1,814	978	1.61	1	.24
FORT BEND F-7	167.4	51.72	2,051,610	39,668	17.0	34.5	24.5	24.1	860,808	16,644	181,124	27,124	117,781	42,308	47,965	147,080	75,290	103.00	67.1	34.09
FRANKLIN G-4	7.9	3.02	88,630	29,348	36.1	35.1	16.4	12.5	43,313	14,342	9,461	1,496	6,373	2,047	2,179	7,338	3,843	5.64	5	.09
FREESTONE F-5	17.1	6.54	146,557	22,409	47.0	33.0	12.4	7.6	86,581	13,239	19,334	3,149	13,283	3,992	4,071	14,592	7,748	11.51	3.7	.35
FRIO D-8	15.5	4.58	86,637	18,916	50.9	36.6	8.7	3.8	56,490	12,334	12,881	2,155	9,009	2,542	2,476	9,473	5,097	7.98	1	10.59
GAINES A-4	14.5	4.66	117,347	25,182	37.4	39.7	12.4	10.5	64,151	13,766	14,170	2,274	9,642	2,995	3,121	10,840	5,716	9.24	4	4.44
GALVESTON G-7	212.6	75.95	2,433,540	32,041	22.2	36.5	24.0	17.3	1,173,060	15,445	251,401	38,687	166,393	56,576	62,276	199,606	103,319	130.00	39.4	25.56
Galveston	63.4	24.95	643,438	25,789	349,200	13,996	76,799	12,255	52,056	16,379	17,215	59,066	31,064	32.74	18.4	11.26
Galveston-Texas City Metro Area	212.6	75.95	2,433,540	32,041	25.6	36.2	20.7	17.5	1,173,060	15,445	251,401	38,687	166,393	56,576	62,276	199,606	103,319	130.00	39.4	25.56
Texas City	43.7	15.01	487,267	32,463	237,789	15,842	50,640	7,721	33,316	11,544	12,840	40,520	20,893	26,736	36,100	26,736	10.0	5.37
GARZA B-4	5.6	1.94	52,956	27,297	39.0	36.3	13.8	10.9	26,763	13,795	5,912	949	4,023	1,249	1,302	4,522	2,385	3.59	3	1.36
GILLESPIE D-7	15.4	6.00	142,249	23,708	36.9	44.2	11.8	7.2	81,176	13,529	18,017	2,911	12,312	3,769	3,891	13,701	7,247	11.70	1.54
GLASSCOCK B-5	1.4	.42	10,829	25,783	37.9	41.7	7.3	13.0	5,639	13,426	1,256	204	861	261	267	951	504	.9841
GOLIAD E-8	5.5	1.90	44,867	23,614	42.3	36.5	12.3	8.9	25,986	13,673	5,751	926	3,920	1,210	1,257	4,389	2,317	3.61	5	1.96
GONZALES E-7	17.8	6.34	145,401	22,934	44.6	35.8	11.3	8.2	84,151	13,273	18,783	3,057	12,900	3,882	3,962	14,184	7,529	10.92	2.1	5.14
GRAY C-2	27.3	10.67	288,897	27,076	33.1	42.3	14.8	9.9	153,240	14,362	33,470	5,291	22,546	7,242	7,711	25,962	13,595	19.86	1.0	1.20
GRAYSON F-4	96.4	36.87	906,695	24,592	33.6	45.5	12.7	8.2	512,225	13,893	112,882	18,063	76,652	23,972	25,098	86,600	45,602	66.34	6.8	1.45
Denison	24.3	9.50	225,807	23,769	130,854	13,774	28,907	4,641	19,671	6,108	6,365	22,110	11,661	16,324	2.4	3.0
Sherman	31.9	12.41	305,042	24,580	172,193	13,875	37,958	6,076	25,783	8,056	8,429	29,110	15,332	21.00	15.332	21.00	3.3
Sherman-Denison Metro Area	96.4	36.87	906,695	24,592	35.5	42.5	13.7	8.3	512,225	13,893	112,882	18,063	76,652	23,972	25,098	86,600	45,602	66.34	6.8	1.45
GREGG G-5	113.5	41.42	1,222,040	29,504	30.9	38.6	16.3	14.3	610,949	14,750	132,496	20,737	88,670	29,098	31,380	103,677	54,055	76.21	20.3	2.30
Longview	74.2	27.26	833,955	30,593	406,805	14,923
Longview-Marshall Metro Area	171.1	61.53	1,730,310	28,121	32.6	38.5	16.3	12.6	897,099	14,580	195,145	30,673	130,961	42,587	45,679	152,129	79,466	112.53	38.6	3.17
GRIMES F-6	14.9	5.37	150,457	28,018	39.6	34.2	14.0	12.2	75,039	13,974	16,510	2,636	11,195	3,518	3,695	12,691	6,676	8.87	4.1	1.35
GUADALUPE E-7	54.8	18.70	490,003	26,203	32.2	41.1	16.8	9.8	271,994	14,545	59,201	9,313	39,751	12,904	13,826	46,118	24,099	35.57	3.7	13.93
HALE B-3	40.8	13.58	298,312	21,967	42.3	40.5	9.8	7.4	179,045	13,184	40,035	6,532	27,537	8,243	8,383	30,1				

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Retail Sales—1984					Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)					
			Per Household (\$)	% Distribution of Households				Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types										
				14999 to 19999	20000 to 24999	25000 to 34999	35000 to 49999			50000 and over	Food (\$000)	Drug (\$000)				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)
JONES C-5	18.4	6.84	147,897	21,622	45.9	38.4	8.0	7.6	88,110	12,882	19,830	3,263	13,716	4,026	4,039	14,822	7,909	12,778	.8	2.69
KARNES E-8	14.2	4.75	120,542	25,377	38.7	35.7	13.7	11.9	66,291	13,956	14,591	2,331	9,897	3,107	3,260	11,211	5,899	8,633	.4	6.08
KAUFMAN F-5	43.5	14.86	397,490	26,749	35.2	36.8	16.6	11.4	212,855	14,324	46,521	7,360	31,354	10,553	10,691	36,056	18,889	28,044	8.2	1.84
KENDALL D-7	12.6	4.57	136,684	29,909	32.2	35.1	16.4	16.3	66,964	14,653	14,548	2,282	9,751	3,183	3,423	11,359	5,929	9,577	1.67
KENEDY E-10	.5	.17	6,835	40,206	44.9	36.5	8.4	10.2	2,216	13,035	495	80	340	102	104	373	198	2644
KENT C-4	1.0	.40	8,630	21,575	43.3	38.5	10.6	7.6	5,222	13,055	1,167	190	802	241	245	880	467	8208
KERR D-7	33.9	13.38	373,618	27,924	32.2	42.8	14.3	10.7	190,327	14,225	41,671	6,609	28,132	8,972	9,509	32,227	16,902	23,779	.9	4.57
KIMBLE C-6	4.4	1.69	31,361	18,557	45.5	43.4	7.1	4.0	21,612	12,788	4,876	805	3,380	985	983	3,634	1,942	3.3376
KING C-4	.5	.17	6,876	40,447	15.2	33.9	24.2	26.7	2,805	16,500	587	80	380	139	158	480	245	.3304
KINNEY C-8	2.5	.87	13,306	15,294	60.1	31.8	5.9	2.2	10,073	11,578	2,338	400	1,660	443	413	1,682	915	1.44	1.46
KLEBERG E-9	34.8	10.85	278,450	25,664	37.9	36.4	14.2	11.5	151,675	13,979	33,367	5,327	22,622	7,112	7,471	25,654	13,494	17,833	1.3	18.16
KNOX C-4	5.3	2.05	45,573	22,231	50.7	32.6	8.1	8.6	26,220	12,790	5,910	974	4,093	1,196	1,196	4,409	2,355	3.6594
LAMAR F-4	46.5	17.53	374,885	21,385	44.2	38.3	11.2	6.4	231,027	13,179	51,662	8,429	35,537	10,635	10,814	38,923	20,685	30,366	6.9	4.2
LAMB B-3	19.4	6.73	166,894	24,799	38.3	40.8	12.2	8.7	90,606	13,463	20,137	3,259	13,777	4,200	4,325	15,288	8,093	12,699	1.2	5.90
LAMPASAS E-6	14.0	5.19	142,155	27,390	34.6	38.4	13.5	13.5	73,245	14,113	16,070	2,556	10,869	3,445	3,637	12,396	6,510	9.62	1.49
LA SALLE D-8	5.9	1.85	39,398	21,296	54.1	30.1	9.4	6.4	23,079	12,475	5,246	874	3,660	1,042	1,023	3,873	2,080	2.98	4.32
LAVACA F-8	20.2	7.68	198,988	25,910	39.2	33.6	15.3	11.8	108,214	14,090	25,765	3,780	16,072	5,087	5,366	18,312	9,619	13,688	1.5	1.40
LEE F-7	12.6	4.51	100,658	22,319	43.1	36.6	13.7	6.7	60,454	13,404	13,458	2,183	9,221	2,797	2,871	10,196	5,403	8.8176
LEON F-6	10.4	4.19	88,078	21,021	50.4	31.3	10.3	8.0	54,760	13,068	12,276	2,009	8,463	2,514	2,543	9,220	4,908	7.26	2.1
LIBERTY G-7	54.1	18.81	572,734	30,448	30.2	34.4	19.6	15.8	285,490	15,178	61,457	9,518	40,846	13,705	14,972	48,530	25,188	35,388	7.7	1.21
LIMESTONE F-6	22.0	8.21	183,289	22,325	46.4	33.7	10.7	9.3	107,845	13,136	24,137	3,942	16,615	4,960	5,034	18,166	9,659	13,411	5.1	1.76
LIPSCOMB C-1	4.0	1.51	33,093	21,916	41.9	40.6	9.5	8.0	19,667	13,025	4,409	722	3,039	903	913	3,312	1,763	3.1929
LIVE OAK E-8	11.1	3.87	115,678	29,891	31.4	35.8	17.5	15.3	57,047	14,741	12,370	1,936	8,278	2,717	2,931	9,681	5,047	7.60	3.56
LIVING A-5	12.0	5.27	140,850	26,727	39.2	38.4	11.6	10.7	71,126	13,496	15,796	2,554	10,801	3,300	3,403	12,003	6,351	9.7331
LUBBOCK B-4	234.3	81.87	2,265,720	27,675	33.6	39.6	14.1	12.2	1,159,460	14,162	253,916	40,284	171,451	54,640	57,889	196,313	102,972	149,779	17.5	45.87
Lubbock	190.8	67.79	1,891,700	27,905	33.3	40.4	14.3	11.7	958,775	14,143	209,995	33,322	141,811	45,176	47,851	162,330	85,154	121,211	15.4	36.18
Lubbock Metro Area	234.3	81.87	2,265,720	27,675	33.3	40.4	14.3	11.7	1,159,460	14,162	253,916	40,284	171,451	54,640	57,889	196,313	102,972	149,779	17.5	45.87
LYNN B-4	8.8	2.91	55,838	19,188	49.2	37.1	8.4	5.4	36,720	12,619	8,314	1,379	5,761	1,666	1,649	6,168	3,304	5.73	3.33
MC CULLOCH D-6	9.3	3.66	69,735	19,053	53.3	33.5	5.8	7.4	44,935	12,277	10,256	1,718	7,179	2,020	1,963	7,533	4,056	6.36	2.77
MC LENNAN E-6	187.8	68.66	1,699,970	24,759	39.2	37.7	13.3	9.8	946,121	13,700	208,942	33,529	142,150	44,175	46,060	159,877	84,300	119,900	30.0	16.48
Waco	107.4	40.55	912,141	22,494	39.2	37.7	13.3	9.8	528,006	13,021	118,463	19,412	81,721	24,475	24,452	88,888	47,337	64,449	22.4	11.89
Waco Metro Area	187.8	68.66	1,699,970	24,759	39.2	37.7	13.3	9.8	946,121	13,700	208,942	33,529	142,150	44,175	46,060	159,877	84,300	119,900	30.0	16.48
MC MULLEN D-8	.7	.26	6,518	25,069	34.6	47.5	12.5	5.4	3,535	13,596	781	125	532	165	172	597	315	.5623
MADISON F-6	12.3	3.84	79,462	20,993	52.5	32.9	8.6	6.0	48,466	12,621	10,973	1,819	7,629	2,199	2,178	8,141	4,361	6.7893
MARION G-4	11.6	4.37	79,427	18,176	51.3	36.6	8.5	3.7	55,843	12,779	12,602	2,080	8,737	2,544	2,537	9,388	5,018	7.55	4.0
MARTIN B-5	4.9	1.63	45,040	27,632	35.3	39.4	11.9	13.4	22,783	13,977	5,008	799	3,393	1,069	1,125	3,854	2,026	3.37	1.69
MASON D-8	4.0	1.60	36,533	22,833	42.4	36.9	10.4	10.2	21,342	13,339	4,752	771	3,257	987	1,013	3,599	1,908	3.1065
MATAGORDA F-8	42.8	14.96	419,256	28,025	29.2	40.5	18.6	11.7	224,020	14,975	48,991	7,532	32,267	10,715	11,636	38,050	19,791	26,866	6.2	9.00
MAVERICK C-8	37.8	9.26	151,220	16,330	56.8	35.8	4.9	2.6	109,323	11,806	25,253	4,293	17,854	4,843	4,573	18,273	9,915	14.31	34.19
MEDINA D-9	25.7	8.37	186,174	22,243	42.0	40.4	10.7	6.9	111,383	13,007	24,838	4,038	17,043	5,144	5,261	18,778	9,962	15.83	11.15
MENARD C-6	2.3	.91	14,202	15,607	59.1	34.4	4.6	2.9	10,626	11,677	2,462	420	1,745	469	439	1,775	965	1.6566
MIDLAND B-5	83.4	33.82	1,608,130	47,550	19.3	33.3	18.1	29.4	549,935	16,261	116,367	17,575	76,087	26,874	30,201	93,846	48,203	64.94	8.0	13.93
Midland	78.0	28.55	1,415,550	49,581	19.3	33.3	18.1	29.4	465,755	16,314	98,477	14,856	64,341	22,779	25,630	79,494	40,812	53.86	7.4	12.34
Midland Metro Area	93.4	38.32	1,608,130	47,550	19.3	33.3	18.1	29.4	549,935	16,261	116,367	17,575	76,087	26,874	30,201	93,846	48,203	64.94	8.0	13.93
MILAM F-6	24.7	9.11	190,118	20,889	46.6	33.2	13.9	6.3	121,863	13,377	27,141	4,405	18,604	5,636	5,778	20,551	10,894	15.71	2.60
MILLS D-6	4.8	1.92	31,468	16,090	56.0	36.0	5.4	2.7	22,750	11,849	892	3,709	1,029	955	3,803	2,063	3.7035	
MITCHELL C-5	9.5	3.38	14,722	19,810	50.4	33.2	8.7	7.8	44,641	12,828	10,684	1,659	6,971	2,036	7,506	4,010	6.25	2.30	
MONTAGUE E-4	19.0	7.56	185,462	24,532	38.8	38.8	13.5	8.9	103,493	13,690	22,899	3,684	15,605	4,822	5,009	17,481	9,228	13.8628
MONTGOMERY G-7	165.4	53.92	2,083,410	38,639	19.1	32.9	22.3	25.7	884,362	16,401	186,739	28,114	121,852	43,310	48,832	150,986	77,454	109,677	7.9	5.52
MOORE B-2	18.1	6.17	175,645	28,468	24.3	47.5	18.7	9.4	93,309	15,123	20,106	3,118	13,375	4,475	4,880	15,858	8,235	12.67	3.56
MORRIS G-4	16.2	5.80	161,557	27,855	32.9															

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				% Distribution of Households				—Total Retail Sales—		Retail Sales—1984						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	15000 to 35000	35000 to 50000	50000 and over	Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types				Service Station (\$000)							
										General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)								
SOMERVELL E-5	4.8	1.80	43,360	24,089	36.8	41.2	13.3	8.6	25,077	13,932	5,524	883	3,749	1,174	1,231	4,240	2,232	3.59	33	
STARR D-10	32.4	8.24	117,086	14,209	65.0	27.6	4.1	3.3	94,916	11,519	22,096	3,791	15,721	4,164	3,855	15,834	8,635	12.69	31.44	
STEPHENS D-5	10.8	4.31	93,436	21,679	41.9	42.0	9.8	6.3	56,567	13,125	12,662	-2,068	8,717	2,601	2,640	9,528	5,067	7.69	61	
STERLING C-5	1.3	.45	12,913	28,696	38.0	36.2	15.1	10.8	6,109	13,576	1,351	217	920	285	296	1,032	545	.89	30	
STONEWALL C-4	2.5	.99	21,743	21,963	41.7	39.0	12.0	7.4	13,278	13,412	2,957	480	2,027	614	630	2,239	1,187	1.89	21	
SUTTON C-7	6.2	2.04	74,228	36,386	26.5	37.9	20.7	14.9	31,280	15,333	6,713	1,035	4,449	1,506	1,654	5,321	2,756	4.01	2.49	
SWISHER B-3	10.0	3.41	63,893	18,737	48.5	39.7	7.0	4.8	42,597	12,492	9,671	1,609	6,740	1,927	1,895	7,150	3,837	6.79	2.75	
TARRANT E-4	958.2	349.10	10,556,600	30,239	36.5	41.1	12.3	10.0	5,230,230	14,982	1,129,670	175,792	753,165	250,184	271,748	888,390	462,035	645.31	112.6	75.28	
Arlington	194.8	71.90	2,396,160	33,326	1,130,040	15,717	241,124	36,869	158,930	54,750	60,705	192,477	99,364	138.63	5.6	7.97	
Fort Worth	398.0	150.89	3,886,060	25,754	2,083,880	13,811	459,971	73,762	312,791	97,353	101,609	352,179	185,638	246.76	90.6	50.29	
Fort Worth-Arlington Metro Area	1,088.6	394.62	11,828,600	29,975	27.0	41.8	17.4	13.8	5,906,190	14,967	1,276,010	198,641	850,944	282,438	306,639	1,003,150	521,803	738.59	115.8	80.27	
TAYLOR C-5	122.3	43.23	1,221,130	28,247	32.3	41.5	14.4	11.8	615,302	14,233	134,675	21,350	90,891	29,014	30,771	104,193	54,634	79.26	7.4	14.56	
Abilene	107.3	37.67	1,070,090	28,407	535,561	14,217	117,248	18,593	79,146	25,247	26,765	90,685	47,558	68.35	7.1	13.42	
Abilene Metro Area	122.3	43.23	1,221,130	28,247	32.3	41.5	14.4	11.8	615,302	14,233	134,675	21,350	90,891	29,014	30,771	104,193	54,634	79.26	7.4	14.56	
TERRELL B-7	1.5	.56	12,676	22,636	45.3	36.2	9.9	8.6	7,349	13,123	1,642	268	1,129	339	345	1,238	658	1.1467	
TERRY B-4	15.2	5.09	130,885	25,714	35.9	40.0	13.8	10.3	71,614	14,070	15,729	2,505	10,649	3,364	3,545	12,117	6,367	9.54	5.17	
THROCKMORTON D-4	2.0	.85	15,489	18,222	55.2	31.5	6.1	7.2	10,443	12,286	2,386	400	1,672	469	455	1,750	943	1.6811	
TITUS G-4	24.4	8.89	241,103	27,121	33.9	36.8	17.2	12.1	129,397	14,555	28,156	4,427	18,901	6,141	6,583	21,942	11,463	16.15	3.4	.69	
TOM GREEN C-6	94.2	34.21	982,277	29,975	32.6	39.9	15.3	12.2	490,082	14,326	107,106	16,944	72,186	23,147	24,618	83,018	43,490	61.90	3.8	19.95	
San Angelo	80.0	29.36	790,911	26,938	413,268	14,076	90,751	14,451	61,428	19,417	20,467	69,928	36,742	51.96	3.6	18.20	
San Angelo Metro Area	94.2	34.21	982,277	29,975	32.6	39.9	15.3	12.2	490,082	14,326	107,106	16,944	72,186	23,147	24,618	83,018	43,490	61.90	3.8	19.95	
TRAVIS E-7	492.3	189.09	5,673,580	30,005	30.9	38.0	15.9	15.2	2,772,190	14,661	602,144	94,450	403,553	131,809	141,754	470,266	245,424	320.47	52.8	84.82	
Austin	396.1	156.05	4,346,170	27,851	2,226,910	14,270	487,171	77,178	328,635	105,066	111,533	377,142	197,694	252.41	47.3	73.84	
Austin Metro Area	635.3	235.91	7,009,990	29,715	31.0	37.8	16.4	14.8	3,463,320	14,681	751,991	117,894	503,810	164,734	177,279	587,556	306,567	411.84	59.4	111.71	
TRINITY G-6	10.6	4.14	86,357	20,859	48.4	33.9	11.4	6.3	54,472	13,157	12,191	1,991	8,391	2,505	2,543	9,176	4,879	6.76	2.1	.09	
TYLER H-6	18.4	6.73	147,919	21,979	44.0	38.2	11.0	6.8	89,222	13,257	19,923	3,244	13,687	4,114	4,196	15,037	7,984	11.73	2.4	.15	
UPSHUR G-4	32.9	11.70	289,658	24,757	35.6	41.1	14.9	8.4	165,713	14,164	36,328	5,772	24,552	7,800	8,248	28,051	14,723	5.125	
UPTON B-6	4.8	1.63	48,930	30,018	29.1	37.1	17.3	16.5	24,263	14,885	5,250	819	3,506	1,158	1,254	4,120	2,145	3.35	1.34	
UVALDE C-7	25.6	8.01	159,054	19,857	48.6	37.9	8.6	5.0	100,957	12,604	22,873	3,795	15,911	4,578	4,525	16,956	9,086	14.18	14.11	
VAL VERDE B-7	41.2	12.02	265,135	22,058	42.9	41.0	9.5	6.6	155,692	12,953	34,986	5,745	24,168	7,127	7,173	26,200	13,967	19.39	25.91	
VAN ZANDT F-5	36.7	13.75	325,647	23,683	39.4	38.9	13.8	7.8	188,488	13,708	41,691	6,704	28,404	8,785	9,132	31,839	16,805	27.15	1.5	.65	
VICTORIA F-8	77.6	26.21	903,295	34,464	26.2	36.6	20.5	16.7	410,547	15,664	87,673	13,422	57,832	19,874	22,006	69,915	36,110	48.61	5.3	23.63	
Victoria	56.6	19.49	635,961	32,630	298,988	15,341	64,188	9,902	42,553	14,394	15,798	50,855	26,351	34.53	4.4	18.57	
Victoria Metro Area	77.6	26.21	903,295	34,464	24.2	35.4	21.3	19.1	410,547	15,664	87,673	13,422	57,832	19,874	22,006	69,915	36,110	48.61	5.3	23.63	
WALKER G-6	49.5	14.99	417,200	27,832	40.8	33.4	13.2	12.6	208,473	13,907	45,928	7,346	31,179	9,760	10,224	35,248	18,558	26.02	11.9	3.52	
WALLER F-7	23.0	6.87	186,405	27,133	34.0	37.6	16.1	12.2	99,502	14,484	21,680	3,415	14,571	4,715	5,042	16,867	8,820	12.95	9.7	1.33	
WARD A-6	14.9	5.14	146,112	28,426	29.6	38.4	18.6	13.3	76,918	14,965	16,618	2,587	11,082	3,678	3,994	13,064	6,796	9.73	4.01	
WASHINGTON F-7	24.4	8.80	272,110	30,922	34.4	34.6	15.9	15.0	127,649	14,506	27,808	4,380	18,686	6,050	6,473	21,639	11,314	16.05	5.4	.74	
WEBB D-9	112.5	29.64	675,350	22,785	45.0	35.5	10.9	8.5	392,329	13,236	87,632	14,276	60,219	18,085	18,432	66,118	35,112	42.90	102.93	
Laredo	102.8	26.92	559,837	20,796	348,279	12,938	78,295	12,863	54,104	15,936	16,024	58,604	31,248	38.08	95.72	
Laredo Metro Area	112.5	29.64	675,350	22,785	45.0	35.5	10.9	8.5	392,329	13,236	87,632	14,276	60,219	18,085	18,432	66,118	35,112	42.90	102.93	
WHARTON F-8	42.7	14.89	411,955	27,667	35.8	34.4	16.1	13.7	215,313	14,460	46,936	7,399	31,560	10,198	10,896	36,495	19,088	26.41	7.1	9.29	
WHEELER C-2	7.7	2.98	69,243	23,236	46.2	36.8	8.6	8.4	38,728	12,996	8,691	1,425	5,997	1,776	1,792	6,519	3,472	5.6932	
WICHITA D-3	126.7	45.70	1,371,580	30,013	31.2	39.0	15.5	14.3	671,769	14,700	145,820	22,852	97,669	31,963	34,414	113,974	59,457	82.07	11.4	8.15	
Wichita Falls	97.8	35.39	1,057,400	29,878	514,680	14,543	112,035	17,626	75,234	24,414	26,155	87,265	45,603	61.65	10.5	7.25	
Wichita Falls Metro Area	126.7	45.70	1,371,580	30,013	30.3	38.6	16.6	14.6	671,769	14,700	145,820	22,852	97,669	31,963	34,414	113,974	59,457	82.07	11.4	8.15	
WILBARGER D-3	16.9	6.41	149,214	23,278	44.9	35.1	11.4	8.6	85,295	13,307	19,022	3,093	13,053	3,939	4,028	14,380	7,629	11.36	1.5	1.58	
WILLACY E-10	19.2	5.27	110,170	20,905	52.8	33.3	7.3	6.5	65,186	12,369	14,844	2,479	10,371	2,938	2,871	10,934	5,878	8.55	15.40	
WILLIAMSON E-6	95.3	31.47	956,693	30,400	26.8	37.8	21.0	14.5	482,822	15,342	103,647	15,988	68,708	23,246	25,516	82,126	42,552	62.47	5.1	12.07	
WILSON E-8	19.1	6.24	157,866	25,299	36.2	39.5	14.4	9.9	87,619	14,042	19,253	3,068	13,039	4,114	4,331	14,824	7,792	12.27	6.96	
WINKLER A-5	10.5	3.64	98,354	27,020	31.0	38.7	19.5	10.9	54,437	14,955	11,760	1,830	7,842	2,603	2,827	9,246	4,809	6.65	2.71	
WISE E-4	30.6	10.95	324,696	29,653	30.2	36.6	18.6	14.6	164,303	15,005	35,472	5,517	23,640	7,863	8,547	27,911	14,512	22.24	1.52	
WOOD G-4	28.1	10.68	243,625	22,811	41.5	39.8	12.2	6.5	143,379	13,425	31,893	5,167	21,837	6,641	6,826	24,187	12,811	19.71	2.9	.32	
YOAKUM A-4	9.1	2.98	81,830	27,460	27.1	46.4	17.5	8.9	44,099	14,798	9,551	1,492	6,384	2,103	2,273	7,486	3,900	5.84	2.52	
YOUNG D-4	21.1	8.24	240,809	29,224	37.5	39.7															

TEXAS

TEXAS

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

JALAPENO NETWORK



JALAPEÑO NETWORK

Comprised of Interconnected Stations

KCCT—Corpus Christi KEDA—San Antonio
Media Code 4 24S 0061 9.00 Mid 014137-000

Jalapeno Network
Business Office: KEDA, 510 S. Flores, San Antonio, TX 78204. Phone 512-226-5254.

1. PERSONNEL

President—Manuel G. Davila.
Sta. & Gen'l Mgr.—Alberto P. Davila.
Commercial Manager—Jordan E. Sawyer.

2. REPRESENTATIVES

Selcom, Inc.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Rate Protection: 11b.

TIME RATES

Eff—Rec'd 12/27/83.

6. SPOT ANNOUNCEMENTS

ROS—MON THRU SUN 6 AM-7 PM
PER WK: 12 11 18 11 PER WK: 12 11 18 11
1 min 66 60 30 sec 56 48

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)
Media Code 4 100 0060 8.00 Mid 015387-019
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

TEXAS STATE GROUP

Comprised of Non-Interconnected Stations

KOPY—Alice Hereford
KVL—Alpine KHBR—Hillsboro
KACT—Andrews KJNE (FM)—Hillsboro
KBUD—Athens Hillsboro
KALT—Atlanta KFRM—Hondo
KRUN—Ballinger KMBL—Junction
KRUN—Ballinger KMBL—Junction
KIOX (FM)—Bay City KMBL—Junction
KIBL—Beeville Kenedy-Karnes City
KIBL—Beeville KINE—Kingsville
KVBG—Big Lake KINE-FM—Kingsville
KBVG—Big Spring KVLG/KMUZ (FM)—La Grange
KIOF (FM)— KVOZ—Laredo
Big Spring KLVT—Levelland
KFYN—Bonham KLUE—Longview
KFYZ—FM—Bonham KMHT—Marshall
KBBB—Borger KMHT—Marshall
KDKO (FM)—Borger KMMK (FM)—McKinney
KIXV (FM)—Brady KLSR/KLSR-FM—Memphis
KNEL—Brady KLSR/KLSR-FM—Memphis
KSTB—Breckenridge KBUS—Mexico
KTTX—Brenham KIRT—Mission
KKUB—Brownfield KRAN—Morton
KBWD—Brownwood KXOX (FM)—Odessa
Brownwood KKKK (FM)—Odessa
KORA (FM)—Bryan KROB—Robstown
KTAM—Bryan KROB—Robstown
KTLB—Burnet KTLU/KWRW (FM)—Rusk
KMRB (FM)—Burnet KHSO—San Angelo
KMIL—Cameron KSEY—Seymour
KGAS—Carthage KATX (FM)—Plainview
KCTX—Childress KVOP—Plainview
KCAR—Clarksville KAOC (FM)—Port Lavaca
KCLE—Cleburne KSUZ—Port Neches
KJCH—Cleveland KIXC/KOTX (FM)—Ouanah
KSTA/KSTA-FM— Coleman
KVOB—Robstown
KVMC—Colorado City KTLU/KWRW (FM)—Rusk
KAND—Corsicana KHSO—San Angelo
KEWS—Cuero KSEY—Seymour
KXIT—Dalhart KTXO—Sherman
KDD—Dumas KCAS—Slaton
KEAS—Eastland KSNY—Snyder
KPSO—Falfurrias KTAE—Taylor
KZOL—Farwell KADO—Texarkana
KNAF—Fredericksburg KATW (FM)—Texarkana
KHVM—Gilmer KTUE—Tulia
KCTI—Gonzales KVVW/KVWC—FM—Vernon
KGV—Greenville KVIC (FM)—Victoria
KRJH—Hallettsville KBEC—Waxahachie
KCLW—Hamilton KANI—Wharton
KWRD—Henderson
KPN/KPN-FM—

Less than full state list may be purchased.
TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.



Texas State Network

M/METROMEDIA RADIO



Katz Radio

Comprised of Interconnected Stations

KORQ—Abilene
KBIC (FM)—Alice
KGNC—Amarillo
KACT—Andrews
KACT—FM—Andrews
KBUD—Athens
KAL—Atlanta
KLB—Austin
KRUN—Ballinger
KRUN—FM—Ballinger
KTRM—Beaumont
KIBL—FM—Beeville
KBST—Big Spring
KYCS—Boerne
KFYN—Bonham
KFYZ—FM—Bonham
KBAN—Bowie
KNEL—Brady
KIXV (FM)—Brady
KROO (FM)—Breckenridge
KSTB—Breckenridge
KTTX—Brenham
KWHI—FM—Brenham
KWCS (FM)—Bridgeport

KKUB—Brownfield
KBWD—Brownwood
KORA (FM)—Bryan
KBEN—Carrizo Springs
KGAS—Carthage
KDET—Center
KVMC—Colorado City
KCOM—Comanche
KIVY—Crockett
KORO—Cuero
KEGG—Daingerfield
KXIT/KXIT-FM—Dalhart
KRLD—Dallas
KDNT—Denton
KDHN—Dimmitt
KDDD—Dumas
KINL (FM)—Eagle Pass
KEAS—Eastland
KULP—El Campo
KXGC—FM—El Campo
KNES (FM)—Fairfield
KPSO—Falfurrias
KPSO—FM—Falfurrias
KFBA—Floydada
KNAF—Fredericksburg
KFAN (FM)—Fredericksburg
KLE—Galveston
KHVM—Gilmer
KEES—Gladewater
KGV—Greenville
KRJH—Hallettsville
KWRD—Henderson
KPN/KPN-FM—Hereford
KHBR—Hillsboro
KFRM—Hondo
KTRH—Houston
KSAM—Huntsville
KMBL—Junction
KERB—Kermit
KMUZ (FM)/KVLG—La Grange
KPET—Lamesa
KCYL—Lampasas
KLVT—Levelland
KFEX—Liberty
KZZN—Littlefield
KHJK—Lockhart
KFRO—Longview
KFYQ—Lubbock
KRBA—Lufkin
KCUL—Marshall
KMMK (FM)—McKinney

KBUS—Mexico
KCRS—Midland
KMOO—Mineola
KMOO-FM—Mineola
KIMP—Mount Pleasant
KPXI (FM)—Mount Pleasant
KEEE—Nacogdoches
KJCS (FM)—Nacogdoches
Nacogdoches
KWBC—Navasota
KYXX—Odessa
KOGT—Orange
KRCT (FM)—Ozona
KNET—Palestine
KOMX (FM)—Pampa
KPLT—Paris
KVVW—Pearsall
KIUN—Pecos
KEYE—Perryton
KVOP—Plainview
KBOP—Plainview
Pleasanton
KBOP-FM—Pleasanton
KFRD-FM—Rosenburg
KTLU—Rusk
KWRW—Rusk
KBIL (FM)—San Angelo
KXYX—San Antonio
KCNV—San Marcos
KTXO—Sherman
KAS—Silsbee
KWDX (FM)—Silsbee
KSNY—Snyder
KSNY-FM—Snyder
KVRN/KVRN-FM—Sonora
KRDF—FM—Spearman
KDWT—Stamford
KSST—Sulphur Springs
KXOX—Sweetwater
KTLR—FM—Terrell
KTUE—Tulia
KVOU—Uvalde
KYUF (FM)—Uvalde
KNFO (FM)—Waco
KBEC—Waxahachie
KANI—Wharton
KZEE—Weatherford
KGTW—Wichita Falls
KWNS (FM)—Winnboro
KVLL—Woodville

Media Code 4 24S 0100 5.00 Mid 014141-000
Texas State Network
Sales Headquarters.
7901 Carpenter Freeway, Dallas, TX 75247. Phone 214-688-1133.

PROGRAMMING DESCRIPTION

TEXAS STATE NETWORK. Newscasts 18 hours daily. News & sports programs are prepared by a 15 man staff using UPI audio, full period circuits to major market newsrooms & a State Capitol bureau. Contact Representative for further details. Rec'd 3/29/76.

1. PERSONNEL

General Manager—Gene Ashcraft.
Director of Sales—Ann Ranson.
Affiliate Relations—Janet Passmore.

2. REPRESENTATIVES

Katz Radio.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

TIME RATES

No. 3 Eff 12/1/83—Rec'd 3/26/84.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-9 pm.
ROS—Mon thru Sun 5 am-9 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec		ROS
	AAA	AA	A	A	
I	700	650	625	600	560 520 500 480
II	650	600	575	550	520 480 460 450
III	600	550	525	500	480 440 420 400
IV	550	500	475	450	440 400 380 360
V	500	450	425	400	400 360 340 320

All spots rotate within time classifications.

Tichenor Radio Group



Katz Radio

Comprised of Interconnected Live & By Tape Stations

KGBT—Harlingen KCOR—San Antonio
KELT—Harlingen KLAT—Houston
KUNO—Corpus Christi

Media Code 4 24S 0137 7.00 Mid 014142-000
Tichenor Media System, Inc.
Box 711, 1519 W. Harrison, Harlingen, TX 78550. Phone 512-423-3910, TWX, 910-870-1504.

1. PERSONNEL

President—McHenry T. Tichenor.
Executive Vice-President—Malcolm Kasonoff.
Vice-Pres. & Gen'l Mgr.—David Lykes.

2. REPRESENTATIVES

Texas—Katz Radio.

4. AGENCY COMMISSION

15% time only.

TIME RATES

Eff—Rec'd 9/22/70.

See individual stations for rates.
3% discount when any 4 of 5 stations are purchased simultaneously. Minimum of 5 spots per week on each station necessary to qualify. Tichenor Radio Group discounts do not combine with Group listing discounts.

TSN Agribusiness Network

M/METROMEDIA RADIO



Katz Radio



Comprised of Interconnected Stations

KBIC (FM)—Alice KRJH—Hallettsville
KACT—Andrews KWRD—Henderson
KACT—FM—Andrews KPAN/KPAN-FM—Hereford
KYCS—Boerne KRME—Hondo
KFYN—Bonham KMBL—Junction
KFYZ—FM—Bonham KPET—Lamesa
KBAN—Bowie KCOYL—Lampasas
KROO (FM)— KRCT—Ozona
Breckenridge KNET—Palestine
KSTB—Breckenridge KPLT—Paris
KWCS (FM)— KVVW—Pearsall
Bridgeport KIUN—Pecos
KKUB—Brownfield KVOP—Plainview
KBEN— KFRD—Rosenburg
Carrizo Springs KTLU/KWRW (FM)—Rusk
KVMC—Colorado City KTXO—Sherman
KCOM—Comanche KAS—Silsbee
KEGG—Daingerfield KVRN/KVRN-FM—Sonora
KXIT—Dalhart KDNT—Denton
KDHN—Dimmitt KRDF—FM—Spearman
KDDD—Dumas KSST—Sulphur Springs
KEAS—Eastland KTLR—FM—Terrell
KULP—El Campo KTUE—Tulia
KNES (FM)—Fairfield KZEE—Weatherford
KFBA—Floydada KANI—Wharton
KEES—Gladewater KGTM—Wichita Falls
KGV—Greenville KVLL—Woodville

Media Code 4 24S 0094 8.00 Mid 014140-000
Sales Headquarters.
7901 Carpenter Frwy., Dallas, TX 75247. Phone 214-688-1133.

PROGRAMMING DESCRIPTION

TSN AGRIBUSINESS NETWORK: Offers 12 programs daily; 7-1/2 hrs wky. All content entirely oriented to agriculture. Early morning 6:05-6:20 am agri-weather (accu-weather); 7 market updates daily & 4 noon-time segments include special livestock show, weather, markets & agricultural news/interviews/announcements. All programming is live. Market reports include livestock, cotton & grain—both cash & future prices. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNEL

General Manager—Gene Ashcraft.
Director of Sales—Ann Ranson.
Farm Director—Joe Ellis & Bob Cockrum.
Affiliate Relations—Janet Passmore.

2. REPRESENTATIVES

Katz Radio.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

TIME RATES

Eff—Rec'd 12/28/81.

9. PARTICIPATING PROGRAMS

GRID:	I	II	III	IV	V
1 min	205	190	175	160	150
30 sec	164	152	140	128	120

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

TSN Spanish Information Service

M/METROMEDIA RADIO



Katz Radio

Comprised of Interconnected Stations

KDSI (FM)—Alice
KZIP—Amarillo
KMMM—Austin
KBE—Lubbock
Carrizo Springs
KUNO—
Corpus Christi
KESS (FM)—Dallas/
Fort Worth
KEPS—Eagle Pass
KPSO—Falfurrias
KPSO-FM—
Falfurrias
KPAN/KPAN-FM—

Media Code 4 245 0088 2.00 Mid 014139-000
Sales Headquarters:
7901 Carpenter Freeway, Dallas, TX 75247. Phone 214-688-1133.

PROGRAMMING DESCRIPTION

TSN SPANISH INFORMATION SERVICE: All Spanish programming. NEWS: hrly M-Sun. SPORTS: 3x/day M-F; 1x Sat & Sun; stringers in major cities. FEATURES: network daily Spanish language public affairs programming. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL

General Manager—Gene Ashcraft.
News Director—Jose Luis Madrigal.
Director of Sales—Ann Ranson.
Affiliate Relations—Janet Passmore.

2. REPRESENTATIVES

Katz Radio.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

TIME RATES

No. V-A Eff 11/15/84—Rec'd 1/28/85.

10. SPECIAL FEATURES

NEWS/SPORTSCAST SPONSORSHIP—MON THRU
SUN 6 AM-7 PM ROTATING

GRID:	I	II	III	IV	V
1 min	250	225	200	175	150
30 sec	200	180	160	140	120

1 min	260
30 sec	113.00
15 sec	86.00
25% premium charged for specified times.	60.00

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

Abilene

Taylor County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KEAN

1957
ABILENE

KEAN-FM

1969
ABILENE

Modern Country



Media Code 4 246 5512 4.00 Mid 014146-000
Taylor County Broadcasting, Inc.
3911 S. First Ave., Box 3098, Abilene, TX 79604. Phone 915-676-7711.

PROGRAMMING DESCRIPTION

KEAN: Programmed for general interest. MUSIC: Modern country with PERSONALITIES. Contact Representative for further details. Rec'd 4/6/78.

1. PERSONNEL

President—J. D. Osburn.
Vice-President—Rusty Reynolds.
General Manager—Bourdon Wooten.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

500 w.; 1280 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 808 ft. above average terrain.

Simulcast 6 am-noon.

4. AGENCY COMMISSION

15/0 time only, 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47c.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 12/22/83.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	— 1 min —		— 30 sec —	
	AAA	AA	A	AAA
1 ti	31	25	20	19
10 ti	30	24	19	22
20 ti	29	23	18	21
30 ti	27	21	16	15

KFMN

1962
ABILENE

Media Code 4 245 0268 0.00 Mid 014145-000
Dynamic Broadcasting Co.
Box 473, Abilene, TX 79604. Phone 915-677-7225.

2. REPRESENTATIVES

Masla Radio.
Rates have been temporarily withdrawn by station.

KFMN-FM

1961
ABILENE

Media Code 4 245 0275 5.00 Mid 014147-000
Dynamic Broadcasting Co.
Box 473, Abilene, TX 79604. Phone 915-677-7225.

2. REPRESENTATIVES

Masla Radio
Rates have been temporarily withdrawn by station.

KFQX

(formerly KRBC)

1936
ABILENE



Media Code 4 245 0294 6.00 Mid 014149-000
Fox Communications, Inc.
4510 S. 14th St., Box 178, Abilene, TX 79604. Phone 915-692-4242, TWX910-492,9210.

PROGRAMMING DESCRIPTION

KFQX: Target demographic 25-49. MUSIC: Contemporary Country. NEWS: news & information; locally produced 6-8 am M-S incl farm & ranch review 6:30-7 am M-S, network sports 7:25 am, network commentary; network news hrly; local 2x/hr 8 am-6 pm, hrly 6-10 pm; midday noon-12:30 pm incl network commentary; local farm & ranch ag report, commodities, features; 5:10 pm news & network sports; 2-man talk show M-F 8-10 am & 4-6 pm; network & locally produced lifestyles features scheduled throughout day; community involvement. RELIGIOUS: Sun 8 am-1 pm. SPORTS: network major league baseball; NFL football, NCAA football & basketball. Contact Representative for further details. Rec'd 11/1/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bill Fox.
Vice-Pres. & Nat'l Sales Mgr.—Duane Fox.
General Sales Manager—Bob Test.

2. REPRESENTATIVES

McGavren Guid Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1470 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; rendered monthly.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ABC Information Radio Network.
Affiliated with Satellite Music Network.
Affiliated with McGavren Guid Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KORQ-FM

1974
ABILENE

KORQ

(formerly KWKC)
1948
ABILENE

Adult Contemporary



Media Code 4 245 0313 4.00 Mid 014148-000
Adams Shelton Communications
2449 S. Treadway, Box 2201, Abilene, TX 79604. Phone 915-673-2545.

PROGRAMMING DESCRIPTION

KORO-FM/KORO: MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: local & nat'l in AM drive; Wall Street Journal reports hrly. SPORTS: on AM; local play-by-play; nat'l football league; college. Contact Representative for further details. Rec'd 12/20/84.

1. PERSONNEL

President—Keith Adams.
Manager—Dave Martin.
Sales Manager—Mark Connell.

2. REPRESENTATIVES

Hillier Newmark, Wechster & Howard.

3. FACILITIES

FM-ERP 100,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,280 ft. above average terrain.
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
Simulcast 6-10 am & 4-6 pm.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
Affiliated with RKO Radio Network.
Member: Texas State Network.

TIME RATES

Eff—Rec'd 12/20/84.

6. SPOT ANNOUNCEMENTS

1 min	AMD PMD Midday BTA/ROS	
	30	27
24	24	21

KVRP (FM)

1981
HASKELL

Media Code 4 245 0275 5.00 Mid 014357-000
Abilene Sales Office, Phone 915-673-3671.
See listing under city of license.

Alamo Heights

Bexar County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See San Antonio

(including Alamo Heights, Terrell Hills)

Alice

Jim Wells County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KBIC (FM)

1974
ALICE

Mid 014151-000
See SRDS Spot Radio Small Markets Edition.

KDSI (FM)

1976
ALICE

Mid 014153-000
See SRDS Spot Radio Small Markets Edition.

KOPY

1947
ALICE

Mid 014152-000
See SRDS Spot Radio Small Markets Edition.

Alpine

Brewster County—Map Location C-12
See SRDS Consumer market map and data at beginning of the state.

KVLF

1947
ALPINE

Mid 014154-000
See SRDS Spot Radio Small Markets Edition.

Alvin

Brazoria County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

KTEK

1981
ALVIN

Mid 027269-000
See SRDS Spot Radio Small Markets Edition.

VOICE OF SOUTHWEST AGRICULTURE RADIO NETWORK



Comprised of Interconnected Stations

KRUN—Ballinger
KHEM—Big Spring
KNEL—Brady
KBWD—Brownwood
KXOE (FM)—Brownwood
KVMC—Colorado City

Media Code 4 245 0175 7.00 Mid 014143-000
Business Office: Box 3610, San Angelo, TX 76902.
Phone 915-944-1213.

PROGRAMMING DESCRIPTION

VOICE OF SOUTHWEST AGRICULTURE RADIO NETWORK: Program content entirely agriculturally oriented. Farm & ranch news M-F. All programs live. Field recordings with producers & specialists, weather, livestock, cotton & grain markets, coming agricultural events. Farm director staffed. Rec'd 7/26/82.

1. PERSONNEL

Owner & Farm and Ranch Director—Roddy Peeples.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21d, 22b, 24b, 26, 28a, 28c, 29a, 32b.
Contracts: 40c, 44b, 45, 46, 47e, 49.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 16 Eff 1/1/83—Rec'd 2/7/83.

Southwest Daybreak—6-6:30 am.
Noontime Farm & Ranch Report—11:45 am-1:23 pm.
Market Updates—at :20 from 9:20 am-4:23 pm, except during noon hr.

6. SPOT ANNOUNCEMENTS

1 min	1 ti	26 ti	52 ti	104 ti	156 ti	208 ti
	129.00	126.00	123.00	120.00	117.00	115.00
30 sec	97.00	95.00	93.00	91.00	89.00	87.00
15 sec	69.00	67.50	66.00	64.50	63.00	61.50

TEXAS

Amarillo—cont

KBUY (FM)—cont

7. PACKAGE PLANS

TAP-1/3 DR, 1/3 MD, 1/3 NT
 PER WK: 5 ti 25 ti 50 ti PER WK: 5 ti 25 ti 50 ti
 1 min 15 13 11 30 sec 12 10 8

KDJW

1947
 AMARILLO



Torbet Radio



NRBA

Media Code 4 245 0415 7.00 Mid 014156-000
 A John Walton Station
 Box 5844, 5200 Amarillo Blvd., E. Amarillo, TX 79107.
 Phone 806-372-6543.

PROGRAMMING DESCRIPTION

KDJW: Programmed for adults, 18-64. MUSIC: country (bright new sounds). NEWS: AP Radio plus local news coverage; AP; constant contact with weather bureau via weather line. Public service for local and/or nat'l organizations. Involved in all facets of community activity. Contact Representative for further details. Rec'd 1/26/81.

1. PERSONNEL

General Manager—Mike Fox.
 Sales Manager—Steve Pingel.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w. days, 500 w. nights; 1010 khz. Directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 5, 6a, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
 Contracts: 40a, 45, 46.
 Comb.; Cont. Discounts: 60b, 61a.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: KBUY (FM).
 Affiliated with Supernet.

TIME RATES

Eff 7/1/80—Rec'd 5/2/83.

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 18 ti 25 ti PER WK: 6 ti 18 ti 25 ti
 1 min 20 18 16 30 sec 16 14 12

7. PACKAGE PLANS

TAP-1/3 DR, 1/3 MD, 1/3 NT
 PER WK: 6 ti 18 ti 25 ti PER WK: 6 ti 18 ti 25 ti
 1 min 18 16 14 30 sec 14 12 11

KDJW/KBUY (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 18 ti 25 ti PER WK: 6 ti 18 ti 25 ti
 1 min 36 32 28 30 sec 28 24 22

7. PACKAGE PLANS

TAP-1/3 DR, 1/3 MD, 1/3 NT
 PER WK: 6 ti 18 ti 25 ti PER WK: 6 ti 18 ti 25 ti
 1 min 26 24 20 30 sec 20 18 16

KGNC

1922
 AMARILLO



Katz Radio

CBS Radio Network



A Stauffer Communications, Inc. Station.

Media Code 4 245 0425 6.00 Mid 014157-000
 Stauffer Communications, Inc.
 3505 Olsen Blvd., Box 710, Amarillo, TX 79189. Phone
 806-355-9801.

PROGRAMMING DESCRIPTION

KGNC: Programmed for adults 25-54 & general interest. FARM: 5:30-8 am, 11:30 am-1 pm, 3-person farm dept. interviews, on scene & market reports, news & weather. ENTERTAINMENT: 4:30-5:30 am, 8 am-noon, 1-5 pm & 5:15-11 pm, 11:06 pm-4:30 am Larry King. Adult Contemporary w/PERSONALITIES. NEWS: 7-8 am & 5-5:15 pm; 4-man news team. SPORTS: college & high school football, basketball, pro football, baseball, Southwest conference football & basketball. Contact Representative for further details. Rec'd 7/31/84.

1. PERSONNEL

General Manager—Royce Bodiford.
 Farm Director—John Burrow.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

10,000 w.; 710 khz. Directional—separate patterns day and night.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e, 16.
 Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 47e, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60b, 60c, 60e, 60f, 60i, 61b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 81, 82.
 Affiliated with CBS Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KGNC-FM

1958
 AMARILLO



A Stauffer Communications, Inc. Station.

Media Code 4 245 0426 4.00 Mid 014158-000
 Stauffer Communications, Inc.
 3505 Olsen Blvd., Box 710, Amarillo, TX 79189. Phone
 806-355-9801.

PROGRAMMING DESCRIPTION

KGNC-FM: Programmed for adults 18-49 and general interest. FARM: 6-7 am. MUSIC: easy listening. Contact Representative for further details. Rec'd 7/31/84.

1. PERSONNEL

General Manager—Royce Bodiford.
 Farm Director—John Burrow.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 97.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,285 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e, 16.
 Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44b, 45, 47e, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60b, 60c, 60e, 60f, 60i, 61b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 81, 82.
 Affiliated with CBS RADIORADIO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KIXZ

1947
 AMARILLO



Media Code 4 245 0450 4.00 Mid 014159-000
 Mel Tillis Communications, Inc.
 1703 Avondale, Box 10940, Amarillo, TX 79106. Phone
 806-355-9777.

2. REPRESENTATIVES

Blair Radio.

Rates have been temporarily withdrawn by station.

KMML (FM)

1978
 AMARILLO



Media Code 4 245 0462 9.00 Mid 014164-000
 Mel Tillis Communications, Inc.
 1703 Avondale, Box 10940, Amarillo, TX 79106. Phone
 806-355-9777.

2. REPRESENTATIVES

Blair Radio.

Rates have been temporarily withdrawn by station.

KPUR

1939
 AMARILLO



McGAVREN GUILD RADIO



Media Code 4 245 0475 1.00 Mid 014160-000
 Lone Star Broadcasting Co.
 Box 30,000, Amarillo, TX 79120. Phone 806-374-1637.

1. PERSONNEL

President—Charles B. Jordan, Jr.
 Vice-Pres. & Gen'l Mgr.—Jay Speegle.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1440 khz. Directional
 nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 gross charges.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.; Cont. Discounts: 62b.
 Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

Eff—Rec'd 6/16/80.

6. SPOT ANNOUNCEMENTS

MON-SAT: 1 min 30 sec MON-SAT: 1 min 30 sec
 6-10 am 18 14 3-7 pm 17 13
BTA: 10 ti 40 ti 75 ti 100 ti
 1 min 15 14 13 12
 30 sec 11 10 9 8
 10 sec: 60% of 1-min.

KQIZ

1955
 AMARILLO



Media Code 4 245 0500 6.00 Mid 014161-000
 Wiskes/Abaris Communications, KQIZ Partnership
 Box 7488, Amarillo, TX 79114. Phone 806-353-6663.

2. REPRESENTATIVES

Selcom Radio.

1 min rate 1x: 11.00.

KQIZ-FM

1976
 AMARILLO



Media Code 4 245 0501 4.00 Mid 014162-000
 Wiskes/Abaris Communications, KQIZ Partnership
 Box 7488, 2903 S. Western, Amarillo, TX 79114. Phone
 806-353-6663.

2. REPRESENTATIVES

Selcom Radio.

1 min rate 1x: 20.00.

KWAS (FM)

1976
 AMARILLO



Media Code 4 245 0513 9.00 Mid 014163-000
 Good News Broadcasting
 810 N. Pierce, Amarillo, TX 79107. Phone 806-372-4444.
 Rates have been temporarily withdrawn by station.

KZIP

1955
 AMARILLO



Media Code 4 245 0550 1.00 Mid 014165-000
 Del Norte Communications
 814 W. 9th, Amarillo, TX 79101. Phone 806-374-8555.

2. REPRESENTATIVES

Lotus Albertini Hispanic Reps.

Rates have been temporarily withdrawn by station.

Andrews

Andrews County—Map Location A-5
 See SRDS Consumer market map and data at beginning of the state.

KACT

1955
 ANDREWS

Mid 014166-000
 See SRDS Spot Radio Small Markets Edition.

KACT-FM

1980
 ANDREWS

Mid 014167-000
 See SRDS Spot Radio Small Markets Edition.

Arlington

Tarrant County—Map Location E-4
 See SRDS Consumer market map and data at beginning of the state.

See Fort Worth
 (including Arlington)

Athens

Henderson County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

KBUD

1948
 ATHENS

Mid 014168-000
 See SRDS Spot Radio Small Markets Edition.

Atlanta

Spalding County—Map Location G-4
 See SRDS Consumer market map and data at beginning of the state.

KALT

1950
 ATLANTA

Mid 014169-000
 See SRDS Spot Radio Small Markets Edition.

KPYN (FM)

1978
 ATLANTA

Mid 014170-000
 See SRDS Spot Radio Small Markets Edition.

Austin

(including West Lake Hills)
 Travis County—Map Location E-7
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KASE (FM)

1969
 AUSTIN



Media Code 4 245 0650 9.00 Mid 014171-000
 KVET Broadcasting Co., Inc.
 Box 380, Austin, TX 78767. Phone 512-495-1300.

2. REPRESENTATIVES

Katz Radio.
 Rates have been temporarily withdrawn by station.

KEYI (FM)

1971
 SAN MARCOS



Torbet Radio



(This is a paid duplicate of the listing under San Marcos, Texas.)

Media Code 4 245 7235 2.00 Mid 014563-000
 KNOW Radio, Inc.
 1907 N. Lamar, Box 2197, Austin, TX 78768. Phone 512-477-9841.

PROGRAMMING DESCRIPTION
 KEYI (FM): MUSIC: Adult Contemporary featuring contemporary Soft Rock hits from 60's, 70's & 80's plus AIR PERSONALITY 6-9 am, targeted toward adults 25-49. Contact Representative for further details. Rec'd 1/4/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mark A. Kiester.
 Sales Manager—Caroline Devine.
 Regional Sales Manager—Cathy Cunningham.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 97,000 w. (horiz.), 97,000 w. (vert.); 103.7 mhz.
 Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 585 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
 Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a.
 Cancellation: 70a, 70c, 71a, 73a.
 Prod. Services: 80, 81, 82.
 AM facilities: KNOW, Austin.
 Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

KEYI (FM)/KNOW COMBINATION

Eff—Rec'd 10/29/84.

M-Sat 5 am-8 pm	High	Low
Sat 8-10 am & 3-8 pm	110	85
Night & Sun all day	105	80
	90	70

KEY1 (FM) only: Deduct 8.00 from KEY1 (FM)/KNOW combination.

(SMD) (D)

KHFI (FM)

1956
AUSTIN



Crystal Radio

ndb

Media Code 4 245 0676 4.00 Mid 014172-000
Central Texas Broadcasting, Inc.
1219 W. 6th St., Austin, TX 78703. Phone 512-474-9233.

PROGRAMMING DESCRIPTION

KHFI (FM): Programmed for ages 18-49. MUSIC: blending of current & recent hits. FEATURES: yr-rnd contests; emphasis promotion & PERSONALITY. COMMERCIAL POLICY: max 12-min/hr guaranteed. Contract Representative for further details. Rec'd 8/3/82.

1. PERSONNEL
President—Richard Oppenheimer.
General Manager—Chris Wegmann.

2. REPRESENTATIVES
Crystal Radio.

3. FACILITIES
ERP 1,300 w.; 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 418 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 16.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 70c.
Prod. Services: 82.

TIME RATES

No. 7 Eff 4/1/84—Rec'd 5/29/84.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 3-8 pm; Sat 5:30-10 am.
A—Mon thru Sun 8 pm-midnight; Sun 5:30-10 am.

6. SPOT ANNOUNCEMENTS

GRID:	WED, THUR, FRI, SAT			SUN, MON, TUES, WED			MON THRU SUN		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec	1 min	30 sec	15 sec
I	118	112	84	93	87	72	110	104	79
II	106	100	76	84	79	63	98	92	70
III	94	88	67	75	70	54	86	80	61
IV	82	76	59	65	61	47	74	69	53

7. PACKAGE PLANS

GRID:	TAP—1/3AAA, 1/3AA, 1/3A			BT—MON THRU SUN 5:30 AM-MIDNIGHT		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Wed-Sat	103	94	83	72	84	75
Sun-Wed	100	90	79	69	81	72
Mon-Sun	97	86	76	65	78	69
Wed-Sat	76	70	64	60	64	58
Sun-Wed	74	68	62	56	62	50
Mon-Sun	72	66	60	54	60	48

KIXL

1959
AUSTIN

ndb

Media Code 4 245 0682 2.00 Mid 014173-000
Austin Broadcasting Corp.
1018 W. 11th St., Austin, TX 78703. Phone 512-477-9926.

2. REPRESENTATIVES
Paul Miller & Company.
Rates have been temporarily withdrawn by station.

KLBJ

1939
AUSTIN



EASTMAN RADIO, INC.

RAB

NRBA

Media Code 4 245 0688 9.00 Mid 014174-000
The LBJ Co.
910 Brazos, Austin, TX 78701. Phone 512-474-6543.
Mailing Address: Box 1209, Austin, TX 78767.

PROGRAMMING DESCRIPTION

KLBJ: News/Talk/Sports. NEWS: networks hrly & at :30; blocked 6-9 am, noon-1 pm & 4-6 pm. SPORTS: U.T. baseball, major league baseball, Cowboys & Oilers football. Contact Representative for further details. Rec'd 10/1/84.

1. PERSONNEL
General Manager—E. A. W. Smith.
Local Sales Manager—Martha Brewster.
Program Director—Frankie Rodriguez.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 590 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 15e, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 25a, 26, 28c, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Eastman Radio Network.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Member: Texas State Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KLBJ-FM

1960
AUSTIN

**Adult Album Oriented
Rock**

RAB

Media Code 4 245 0689 7.00 Mid 014175-000
The LBJ Co.
910 Brazos, Austin, TX 78701. Phone 512-474-6543.
Mailing Address: Box 1209, Austin, TX 78767.

PROGRAMMING DESCRIPTION

KLBJ-FM: Adult album oriented rock targeted 18-34. MUSIC: blend from late 60's thru 80's, featuring leading artists of entire era. NEWS: local, reg'l, nat'l & internat'l at 6:50, 7:50, 8:50 am, 3:50, 4:50 & 5:50 pm. Contact Representative for further details. Rec'd 7/26/82.

1. PERSONNEL
General Manager—E. A. W. Smith.
Sales Manager—Kitzi Stenicka.
Program Director—Clark Ryan.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,057 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 15e, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 25a, 26, 28c, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.
Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KMMM

1948
AUSTIN



Broadcast Representatives

NRBA

Media Code 4 245 0694 7.00 Mid 032508-000
KOKE, Inc.
3108 N. Lamar, Box 1208, Austin, TX 78767. Phone 512-454-2682.

PROGRAMMING DESCRIPTION

KMMM: Programmed 100% Spanish language. Contact Representative for further details. Rec'd 12/7/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Ray.
General Sales Manager—Bob McDonald.
Local Sales Manager—Scott Gillmore.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
1,000 w. days; 1370 mhz.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7a, 8.
Rate Protection: 10c, 12c, 13c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24c, 27, 28b, 28c, 33a.
Contracts: 40a, 41, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60h, 60k.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: KOKE-FM.
Affiliated with Caballero Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KNOW

1922
AUSTIN



Torbet Radio

Oldies

ndb

RAB

NRBA

Media Code 4 245 0700 2.00 Mid 014177-000
KNOW Radio, Inc.
1907 N. Lamar, Box 2197, Austin, TX 78767. Phone 512-477-9841.

PROGRAMMING DESCRIPTION

KNOW: MUSIC: Oldies from 1958-1975 targeted for adults 29-46. Contact Representative for further details. Rec'd 1/4/85.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mark A. Kiestler.
General Sales Manager—Caroline Devine.
Regional Sales Manager—Cathy Cunningham.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24c, 27, 28b, 28c, 33d.
Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

GRID:	KNOW/KEY1 COMBINATION		High Low
	High	Low	
AMD	125	100	120 95
MD	115	90	110 85

6. SPOT ANNOUNCEMENTS
KNOW only: Deduct 70.00 per unit from KNOW/KEY1 combination.

KOKE-FM

1957
AUSTIN

NRBA

Media Code 4 245 0726 7.00 Mid 014178-000
KOKE, Inc.
3108 N. Lamar, Box 1208, Austin, TX 78767. Phone 512-454-2561.

PROGRAMMING DESCRIPTION

KOKE-FM: Programmed for adults & young adults. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 9/30/83.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Ray.
General Sales Manager—Bob McDonald.
Local Sales Manager—Scott Gillmore.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 10,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7a, 8.
Rate Protection: 10c, 12c, 13c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24c, 27, 28b, 28c, 33a.
Contracts: 40a, 41, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60h, 60k.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
AM facilities: KMMM.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KPEZ (FM)

1976
AUSTIN

ndb

McGAVREN GUILD RADIO

Media Code 4 245 0750 7.00 Mid 014176-000
Clear Channel Communications, Inc.
Suite 400, 3001 Lake Austin Blvd., Austin, TX 78703.
Phone 512-478-6900.

PROGRAMMING DESCRIPTION

KPEZ (FM): Programmed for adults 25-54. MUSIC: easy listening; news weather & sports reports. Contact Representative for further details. Rec'd 8/23/82.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stan Webb.

2. REPRESENTATIVES
McGavren-Guild Radio.

3. FACILITIES
ERP 3,000 w. circular polarized; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%; time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KTXZ

1982

WEST LAKE HILLS

RAB

Media Code 4 245 8400 1.00 Mid 027566-000
SCAN Communication Corp.
Suite 210, 3532 Bee Cave Rd., Austin, TX 78746. Phone 512-327-7790.

Rates have been temporarily withdrawn by station.

KVET

1946
AUSTIN

ndb

Media Code 4 245 0775 4.00 Mid 014179-000
KVET Broadcasting Co., Inc.
Box 380, Austin, TX 78767. Phone 512-495-1300.

PROGRAMMING DESCRIPTION

KVET: Programmed for general interest. MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60; 6 person, 6 mobile unit department. Contact Representative for further details. Rec'd 3/5/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ron Rogers.
Operations Manager—Mike Carta.
News Director—Jeff Browne.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 khz. Directional.
Operating schedule: 24 hours daily. CST.

continued

TEXAS

Austin—cont

KVET—cont

4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 23a, 24c, 28b, 28c.
Contracts: 40a, 44b, 46, 47a.
Comb.; Cont. Discounts: 60d, 60f, 62d.
Cancellation: 73b.
Prod. Services: 82.
FM facilities: KASE (FM).
Affiliated with Katz Radio Network.
- TIME RATES**
KVET/KASE (FM) COMBINATION
No. 7 Eff 10/1/84—Rec'd 10/16/84.
AAA—Mon thru Sat 5-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sun 8 pm-5 am; Sun 5 am-8 pm.

6. **SPOT ANNOUNCEMENTS**
- | | | | |
|------------|-----|-----|----|
| 1 min/less | AAA | AA | A |
| | 215 | 190 | 90 |
- KVET only: Rates have been temporarily withdrawn by station.

Ballinger

Runnels County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KRUN

1947
BALLINGER

Mid 014180-000
See SRDS Spot Radio Small Markets Edition.

KRUN-FM

1977
BALLINGER

Mid 014181-000
See SRDS Spot Radio Small Markets Edition.

Bandera

Bandera County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KQRK-FM

1981
BANDERA

Mid 026880-000
See SRDS Spot Radio Small Markets Edition.

Bay City

Matagorda County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KIOX

1949
BAY CITY

Media Code 4 245 0825 7.00 Mid 014182-000
Bay City Broadcasting Co.
Box 1391, Bay City, TX 77414. Phone 713-245-4642, 713-245-4643.

PROGRAMMING DESCRIPTION
KIOX: FARM: fiber & grain updates; crop & livestock reports; Cow Country News; market reports; bug reports. NEWS: network & local throughout day; fishing reports; weather; coastal advisory; community calendar. RELIGIOUS: Good News Broadcast 6:40-6:45 am; Inspiration Time 7:45-7 am & 7:45-7:59 am. FEATURES: Trading Post; Spanish programming 6:10-7:30 pm. Rec'd 1/23/84.

1. **PERSONNEL**
Owner—J. G. Long.
Manager—Marie Mulligan.
News Director—Brad Weiss.
3. **FACILITIES**
1,000 w.; 1270 khz. Directional.
Operating schedule: 5:30 am-midnight. CST.
4. **AGENCY COMMISSION**
15/0; payable 10th of month.
5. **GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.

TIME RATES
Eff 1/1/84—Rec'd 1/23/84.

6. **SPOT ANNOUNCEMENTS**
MON THRU SAT 6-9 AM & 3-6 PM
- | | | | | | | |
|--------|-------|------|------|------|------|------|
| 1 min | 1x | 10x | 20x | 30x | 60x | 100x |
| 30 sec | 10.70 | 9.95 | 8.50 | 7.95 | 7.70 | 6.85 |
| | 8.80 | 8.50 | 7.70 | 6.85 | 6.15 | 5.35 |
7. **PACKAGE PLANS**
- | | | | | | | |
|--------|------|------|------|------|------|------|
| ROS: | 1x | 10x | 20x | 30x | 60x | 100x |
| 1 min | 9.20 | 8.50 | 7.70 | 6.80 | 6.15 | 5.35 |
| 30 sec | 7.70 | 6.80 | 6.15 | 5.35 | 4.20 | 3.85 |
8. **PROGRAM TIME RATES**
- | | | | | |
|-----|-----------|------|--------|--------|
| | RELIGIOUS | 1 hr | 1/2 hr | 1/4 hr |
| 1 x | | 60 | 30 | 15 |

9. **PARTICIPATING PROGRAMS**
SPANISH—MON THRU FRI 6:10-7:30 PM
PER WK, EA: 1 ti, 25 ti PER WK, EA: 1 ti, 25 ti
30 sec 8.85 7.60 1 min 10.75 9.20

10. **SPECIAL FEATURES**
5-min newscast—9.05.
Weathercast—5.50.
Incl open & 1 1-min spot. Mon thru Fri, minimum, 13 weeks. (SMD)

Baytown

Harris County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Houston (including Baytown, Pasadena)

Beaumont

Jefferson County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KAYC

1938
BEAUMONT
KAYD (FM)

1948
BEAUMONT
Media Code 4 245 0850 5.00 Mid 014184-000
Long-Pride Broadcasting
3130 Blanchette St., Box 870, Beaumont, TX 77704.
Phone 409-833-9421.

2. **REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KHYS (FM)

1963
PORT ARTHUR

Mid 014516-000
See listing under city of license.

KIEZ

1947
BEAUMONT

Media Code 4 245 0887 7.00 Mid 014185-000
Pyle Communications Inc.
4945 Fannett Rd., Box 6067, Beaumont, TX 77705.
Phone 409-842-2210.

2. **REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 27.00.

KIOC (FM)

1976
ORANGE

(This is a paid duplicate of the listing under Orange, Texas.)
Media Code 4 245 6084 5.00 Mid 014492-000
K106 Inc.
1725 Evangeline Dr., Vidor, TX 77662. Phone 318-938-7927.
National Sales Office.
Phone 409-833-7362.

PROGRAMMING DESCRIPTION
KIOC (FM): Programmed for mass appeal, adults 25-49. MUSIC: Adult Contemporary favorite hits from present & past 15 yrs played 3 in a row minimum, with brief local & reg'l news & weather. COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 12/5/84.

1. **PERSONNEL**
General Manager—Michael Byrd.
Operations Director—Rick James.
2. **REPRESENTATIVES**
Republic Radio Sales, Inc.
3. **FACILITIES**
ERP 100,000 w.; circular polarized, 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,060 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only; 10th of month.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60k, 62d, 60f.
Cancellation: 70e, 71a, 72.
Prod. Services: 80.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No 84-2 Eff 8/15/84—Rec'd 7/26/84.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.

- A—Mon thru Sun 8 pm-midnight; Sat 5:30-10 am; Sun 5:30 am-8 pm.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
GRID:	I	II	III	IV	V
AAA	28	28	27	26	25
AA	28	27	26	25	24
A	25	24	23	22	21
B	12	11	10	9	8

	30 SECONDS				
AAA	24	23	22	21	20
AA	23	22	21	20	19
A	20	19	18	17	16
B	10	9	8	7	6

7. PACKAGE PLANS

	TAP—1 MINUTE			
GRID:	I	II	III	IV
1 (2/3AAA, 1/3AA)	28	27	26	25
2 (1/2AAA, 1/4AA, 1/4A)	27	26	25	24
3 (1/2AA, 1/2A)	24	23	22	21
4 (1/4AAA, 1/4AA, 1/4A, 1/4B)	23	22	21	20
5 (BTA)	22	21	20	19

	30 SECOND			
1 (2/3AAA, 1/3AA)	23	22	21	20
2 (1/2AAA, 1/4AA, 1/4A)	22	21	20	19
3 (1/2AA, 1/2A)	19	18	17	16
4 (1/4AAA, 1/4AA, 1/4A, 1/4B)	18	17	16	15
5 (BTA)	17	16	15	14

(SMD) (D)

KLVI

1924
BEAUMONT



Katz Radio



A Hicks Communications, Inc. Station

Media Code 4 245 0925 5.00 Mid 014186-000
KLVI Radio, Inc.
27 Sawyer St., Box 5488, Beaumont, TX 77706. Phone 409-838-8911.

PROGRAMMING DESCRIPTION

KLVI: MUSIC: Full service Country. FARM: reports M-F 5-6 am & noon-1 pm. Contact Representative for further details. Rec'd 6/18/84.

1. **PERSONNEL**
President—F. Steven Hicks.
National Sales Manager—Joe Walker.
General Sales Manager—Vesta Brandt.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
5,000 w.; 560 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING** See coded regulations
FM facilities: KYKR (FM), Port Arthur.
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

KLVI/KYKR (FM), PORT ARTHUR COMBINATION
No. 1 Eff 10/1/84—Rec'd 10/23/84.
AAA—Mon thru Sat 5-10 am, 3-8 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	1 MINUTE		
Ea	AAA	AA	A
30-sec; 80% of 1-min.	65	53	31

KLVI only: Deduct 5.00 from KLVI/KYKR (FM), Beaumont combination.

KQXY (FM)

1966
BEAUMONT



Christal Radio



Media Code 4 245 0942 0.00 Mid 014187-000
AOC Broadcasting Corp.
117 Nederland Ave., Nederland, TX 77627. Phone 409-724-1292.

PROGRAMMING DESCRIPTION

KQXY (FM): Programmed for adults 25-49. MUSIC: Easy Listening. NEWS: plus weather & sports reports. COMMERCIAL POLICY: maximum 8 min per hr. Contact Representative for further details. Rec'd 9/18/84.

1. **PERSONNEL**
President—Richard Oppenheimer.
General Manager—Gary Teaney.
2. **REPRESENTATIVES**
Christal Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 647 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 16.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 70c.
Prod. Services: 82.

TIME RATES

	Eff				Rec'd 1/22/85.					
	5	4	3	2	1	5	4	3	2	1
GRID:	24	27	31	35	37	20	23	26	29	31
1 min										
30 sec										

6. SPOT ANNOUNCEMENTS

	SPECIFIED DAY & DAYPART				
GRID:	5	4	3	2	1
1 min	24	27	31	35	37
30 sec	20	23	26	29	31

BEST TIME AND DAY

1 min	17	19	22	24	26
30 sec	14	16	18	20	22

7. PACKAGE PLANS

	TAP					GRID:				
GRID:	5	4	3	2	1	5	4	3	2	1
1 min	17	19	22	24	26	30	sec	14	16	18

KTRM

1947
BEAUMONT

Country Music



Mid 014183-000

Spindletop Broadcasting, Inc.
2531 Calder Ave., Beaumont, TX 77702. Phone 409-833-0774.

PROGRAMMING DESCRIPTION

KTRM: MUSIC: Country. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 10/3/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—F. Wayne Courtney.
Station Manager—Malcolm J. Pelham.
Program Director—Von Cook.
2. **REPRESENTATIVES**
Selcom Radio.
3. **FACILITIES**
1,000 w.; 990 khz. Directional.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
FM facilities: KZZB (FM).
Affiliated with Supernet.
Affiliated with Satellite Music Network.
Affiliated with MBS.

TIME RATES

KTRM/KZZB (FM) COMBINATION
Eff—Rec'd 5/3/82.

7. PACKAGE PLANS

	TAP—1/3 DRIVE, 1/3 MIDDAY, 1/3 EVE			
1 min, 6 ti	25.00			

KTRM only: 70% of KTRM/KZZB (FM) combination.

KWIC (FM)

1966
BEAUMONT



A Pyle Communications Station
Media Code 4 245 0959 4.00 Mid 014188-000
Pylecom Radio Group, Inc.
4945 Fannett Rd., Box 6067, Beaumont, TX 77705.
Phone 409-842-2210.

2. **REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 35.00.

KZZB (FM)

1961
BEAUMONT



Mid 014189-000

Spindletop Broadcasting, Inc.
2531 Calder Ave., Beaumont, TX 77702. Phone 409-833-0774.

PROGRAMMING DESCRIPTION

KZZB (FM): MUSIC: Contemporary hit radio. COMMERCIAL POLICY: 12 units per hour. Contact Representative for further details. Rec'd 5/3/82.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—F. Wayne Courtney.
Program Director—Mike Murphy.
2. **REPRESENTATIVES**
Selcom Radio.
3. **FACILITIES**
ERP 100,000 w.; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 501 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KTRM.
Affiliated with Supernet.
Affiliated with MBS.
Sold in combination with KTRM. See that listing.

TIME RATES

7. PACKAGE PLANS
70% of KTRM/KZZB (FM) combination.

Beeville

Bee County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KIBL

1949
BEEVILLE

Mid 014191-000

See SRDS Spot Radio Small Markets Edition.

KIBL-FM

1975
BEEVILLE

Mid 014190-000

See SRDS Spot Radio Small Markets Edition.

Bellville

Austin County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KACO

1974
BELLVILLE

Mid 014192-000

See SRDS Spot Radio Small Markets Edition.

Belton

Bell County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

**See Temple
(including Belton)**

Big Lake

Reagan County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KWGH

1958
BIG LAKE

Mid 014193-000

See SRDS Spot Radio Small Markets Edition.

Big Spring

Howard County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KBST

1936
BIG SPRING

Mid 014194-000

Media Code 4 245 1000 6.00
Snider Corp.
608 Johnson St., Box 1632, Big Spring, TX 79720. Phone 915-267-6391.

PROGRAMMING DESCRIPTION

KBST: Programmed for adults 25-49. MUSIC: Contemporary with emphasis on balanced format utilizing oldies. NEWS: Local briefs at :59; blocks at 7 am, 12N & 5 pm utilizing local & network. SPORTS: Local capsule hrly; local sports/cast in drivetime news blocks; play-by-play local high school & college basketball & pro football. FARM: 6:05-6:20 am, 7:10-7:25 am & 11:55 am-12N. Contact Representative for further details. Rec'd 11/29/82.

- 1. PERSONNEL**
Pres., Gen'l & Nat'l Sales Mgr.—Dave Wrinkle.
Local Sales Manager—Dave Wrinkle.
Program Director—Chris Showalter.

- 2. REPRESENTATIVES**
Masla Radio.
South—Riley Representatives.

- 3. FACILITIES**
1,000 w. days; 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

- 4. AGENCY COMMISSION**
15/0 on time only.

- 5. GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60k.
Cancellation: 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 24 Eff 7/1/84—Rec'd 8/21/84.

AAA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 4-7 pm.
AA—Mon thru Sat 5-6 pm, 9-11:30 am & 1-3 pm.
A—Sun thru Sat 7 pm-5 am.

7. PACKAGE PLANS

PER WK:	CLASS AAA				CLASS AA				CLASS A			
	1 ti	6 ti	18 ti	30 ti	1 ti	6 ti	18 ti	30 ti	1 ti	6 ti	18 ti	30 ti
I	32	29	27	25	19	18	17	15	13	12	11	10
II	25	23	21	19	16	15	14	12	10	9	8	7
III	20	18	16	14	14	13	12	10	8	7	6	5

8. PROGRAM TIME RATES

1/4 hr: 5x 30-sec.

(SMD)

KBYG

1949
BIG SPRING

Mid 014195-000

See SRDS Spot Radio Small Markets Edition.

KKIK

1956
BIG SPRING

Mid 014197-000

See SRDS Spot Radio Small Markets Edition.

KWKI (FM)

1961
BIG SPRING

Mid 014196-000

See SRDS Spot Radio Small Markets Edition.

Bishop

Nueces County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KFLZ (FM)

1980
BISHOP

Mid 014198-000

See SRDS Spot Radio Small Markets Edition.

Boerne

Kendall County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KYCS

1982
BOERNE

Mid 031702-000

See SRDS Spot Radio Small Markets Edition.

Bonham

Fannin County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KFYN

1948
BONHAM

Mid 014199-000

See SRDS Spot Radio Small Markets Edition.

KFYZ-FM

1980
BONHAM

Mid 014200-000

See SRDS Spot Radio Small Markets Edition.

Borger

Hutchinson County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KBBB

1957
BORGER

Mid 014201-000

See SRDS Spot Radio Small Markets Edition.

KDKQ (FM)

1975
BORGER

Mid 014202-000

See SRDS Spot Radio Small Markets Edition.

KQTY

1947
BORGER

Mid 014203-000

See SRDS Spot Radio Small Markets Edition.

Bowie

Montague County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KBAN

1959
BOWIE

Mid 014204-000

See SRDS Spot Radio Small Markets Edition.

Brady

McCulloch County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KIXV (FM)

1979
BRADY

Mid 014205-000

See SRDS Spot Radio Small Markets Edition.

KNEL

1933
BRADY

Mid 014206-000

See SRDS Spot Radio Small Markets Edition.

Breckenridge

Stephens County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KROO (FM)

1982
BRECKENRIDGE

Mid 031636-000

See SRDS Spot Radio Small Markets Edition.

KSTB

1947
BRECKENRIDGE

Mid 014207-000

See SRDS Spot Radio Small Markets Edition.

Brenham

Washington County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KTTX

1947
BRENNHAM

Mid 014208-000

See SRDS Spot Radio Small Markets Edition.

KWHI-FM

1964
BRENNHAM

Mid 014209-000

See SRDS Spot Radio Small Markets Edition.

Bridgeport

Wise County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KWCS (FM)

1982
BRIDGEPORT



Media Code 4 245 1237 4.00 Mid 034871-000

Wise County Broadcasting, Inc.
Old Lake Rd.-1658, Box 156, Bridgeport, TX 76026.
Phone 817-683-5927, Decatur, 627-2188.

PROGRAMMING DESCRIPTION

KWCS (FM): Programmed for 18+. MUSIC: Country, NEWS: local expanded 5x/day; state network at :55; local weather at :30. SPORTS: emphasis on local coverage; high school & pro. FARM: program at 6:05 am; ag market reports at :20. Rec'd 10/30/84.

- PERSONNEL**
General Manager—Johnny Moore.
President—John Elizay.
Office Manager—Cynthia Moore.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
ERP 3,000 w.; 96.7 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 295 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING See coded regulations**
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES

NO. NWCB-84-1 EFF 10/1/84—REC'D 10/30/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15/0	30 days
Drive	14.00	12.50	11.00	9.50
ROS	11.00	10.00	9.00	8.00

(SMD)(CR-2)

Brownfield

Terry County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KKUB

1949
BROWNFIELD

Mid 014210-000

See SRDS Spot Radio Small Markets Edition.

Brownsville-Harlingen-McAllen

(including Edinburg, Mercedes, Mission, Weslaco)

Cameron County—Map Location E-10
Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBFM (FM)

1971
EDINBURG



Christal Radio



Media Code 4 245 1262 2.00 Mid 014449-000
KBFM, Inc.

311 W. University Dr., Edinburg, TX 78539. Phone 512-383-4961.

Mailing Address: Box 3764, McAllen, TX 78501.

PROGRAMMING DESCRIPTION

KBFM (FM): Programmed for ages 18-49. MUSIC: blending of current & recent hits. FEATURES: yr-round contests; emphasis promotion & PERSONALITY. COMMERCIAL POLICY: max 12 minutes per hr guaranteed. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
President—Richard Oppenheimer.
General Manager—Lon A. Bason.
General Sales Manager—Jeff Millar.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 990 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 30 days.

continued

TEXAS

Brownsville-Harlingen-McAllen—cont

KBFM (FM)—cont

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC FM Radio Network.

TIME RATES

No. 84-2 Eff—Rec'd 9/25/84.
 AAA—Mon thru Sun 5:30-10 am & 3-7 pm.
 AA—Mon thru Sun 10 am-3 pm.
 A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	V	1 MINUTE	GRID:	I	II	III	IV	V
AAA	42	38	34	30	26	A	32	28	24	20	16	
AA	36	32	28	24	20							

30 sec: 85% of 1-min.

KBOR

1949
BROWNSVILLE



Media Code 4 245 1275 4.00 Mid 014211-000
 KBOR, Inc.
 Box 3407, Brownsville, TX 78520. Phone 512-542-5677.

2. REPRESENTATIVES

Selcom Radio.
 1 min rate 1x: 18.00.

KELT (FM)

1960
HARLINGEN



Katz Radio



Media Code 4 245 1284 6.00 Mid 014354-000
 Tichenor Spanish Radio Group
 Drawer 711, Harlingen, TX 78551.
 Studio: 1519 W. Harrison, Harlingen, TX Phone 512-423-3910, TWX910-423-8990.

PROGRAMMING DESCRIPTION

KELT (FM): Programmed for 18-49. MUSIC: Adult Contemporary, lite Rock. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL

Manager—Dan Wilson.
 Program Director—Tad Griffen.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 94.5 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7a.
 Rate Protection: 15c.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
 Contracts: 40a, 41, 46, 51c.
 Comb.; Cont. Discounts: 60a, 60b, 60f, 60h, 60i, 61a, 62a, 62b.
 Cancellation: 70b, 70d, 73a, 73b.
 Prod. Services: 80, 81, 82.

AM facilities: KGBT.
 TV facilities: KGBT-TV Harlingen, Texas.

Member: Tichenor Radio Group.

Sold in combination with KGBT. See that listing.

TIME RATES

No. 4 Eff 12/1/83—Rec'd 11/28/83.

6. SPOT ANNOUNCEMENTS

	1 MINUTE	ea:
Mon thru Sat 6-10 am	40	
Mon thru Sat 3-7 pm	30	
Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm	25	
Mon thru Sun 7 pm-midnight	20	

20/30 sec: 80% of 1-min; 10 sec: 50% of 1-min.

KGAR (FM)

1982
MERCEDES



Media Code 4 245 1288 7.00 Mid 028557-000
 Great America Radio, Inc.
 423 3rd St., Mercedes, TX 78570. Phone 512-565-6373.
 Phone Mercedes, 565-6373.

PROGRAMMING DESCRIPTION

KGAR (FM): Programmed for adults 25-54. MUSIC: Adult Contemporary. FEATURES: ABC Entertainment; Paul Harvey. Rec'd 2/25/84.

1. PERSONNEL

President—Bruce J. Swearingen.
 General Manager—Ernest Evans.
 Program Director—Rudy Rocha.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 622 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; payable 30 days.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KGBT

1941
HARLINGEN



Katz Radio

CABALLERO SPANISH RADIO



Media Code 4 245 1293 7.00 Mid 014355-000
 Tichenor Spanish Radio Group
 Drawer 711, Harlingen, TX 78551.
 Studio: 1519 W. Harrison, Harlingen, TX 78550. Phone 512-423-3910, TWX910-423-8990.

PROGRAMMING DESCRIPTION

KGBT: 100% Spanish programmed for 18+. MUSIC: Contemporary Spanish Country, combined with latest hits from Mexico, MOR, top 40 (available in Spanish). NEWS: 5-min newscasts at :60; news schedule starts 6 am-10 pm; newscast at 1 am. local coverage: 6 mobile units, 6-man team; state, nat'l, internat'l covered by AP; all AP wire translated to Spanish. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Tony Solis.
 Commercial Manager—Jose Luis Munoz.

2. REPRESENTATIVES

Katz Radio.
 Caballero Spanish Media, Inc.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 1530 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6a, 7a.
 Rate Protection: 15c.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
 Contracts: 40a, 41, 46, 51c.
 Comb.; Cont. Discounts: 60a, 60b, 60f, 60h, 60i, 61a, 62a, 62b.
 Cancellation: 70b, 70d, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: KELT (FM).
 Affiliated with Caballero Radio Network.
 Member: Tichenor Radio Group.

TIME RATES

KGBT/KELT (FM) COMBINATION

No. 8 Eff 12/1/83—Rec'd 11/28/83.

6. SPOT ANNOUNCEMENTS

1 MINUTE

Mon thru Sat	140	ea
Mon thru Sat 3-7 pm	120	
Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm	110	
Mon thru Sun 7 pm-midnight	60	

20/30 sec: 80% of 1-min; 10 sec: 50% of 1-min.

KGBT ONLY

1 MINUTE

Mon thru Sat 6-10 am	120	ea
Mon thru Sat 3-7 pm	110	
Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm	100	
Mon thru Sun 7 pm-midnight	50	

20/30 sec: 80% of 1-min; 10 sec: 50% of 1-min.

KIRT

1957
MISSION



Media Code 4 245 1302 6.00 Mid 014450-000
 Rio Broadcasting Co.
 608 S. 10th St., McAllen, TX 78501. Phone 512-686-2111.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
 1 min rate 1x: 27.00.

KIWW (FM)

1975
HARLINGEN



Media Code 4 245 1311 7.00 Mid 014356-000
 Magic Valley Broadcasting Co.
 302 W. Adams, Harlingen, TX 78550. Phone 512-423-3211.

2. REPRESENTATIVES

McGavren Guild Radio.
 1 min rate 1x: 75.00.

KQXX (FM)

1966
MCALLEN



Media Code 4 245 1320 8.00 Mid 014451-000
 Bravo Broadcasting Co.
 608 S. 10th St., McAllen, TX 78501. Phone 512-686-2111.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
 1 min rate 1x: 30.00.

KRGV

1927
WESLACO



BLAIR RADIO



Media Code 4 245 1329 9.00 Mid 014627-000
 Mobile Video Tapes, Inc.
 901 E. Pike, Weslaco, TX 78596. Phone 512-968-1548.

PROGRAMMING DESCRIPTION

KRGV: Programmed for young adults 18-49. NEWS 10%; news director with 2-man staff. MUSIC 90%; Pop Contemporary. 6 AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 11/6/80.

1. PERSONNEL

General Manager—George Jenne.
 Station Manager—Sylvia Hernandez.
 Operations Manager—Bob Perry.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 1290 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
 Affiliated with RKO Radio Networks.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRIO

1947
MCALLEN



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 245 1335 6.00 Mid 014452-000
 Tippie Communications of Texas, Inc.
 500 E. Beaumont, Box 3097, McAllen, TX 78501. Phone 512-686-5454.

PROGRAMMING DESCRIPTION

KRIO: MUSIC: Adult Contemporary. NEWS: at :20 & :50; AP Network. Contact Representative for further details. Rec'd 4/28/83.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Richard M. Delaney.
 Vice-Pres. & Sta. Mgr.—Henry B. Tippie II.
 Sales Director—James Hilly.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

5,000 w. days, 5,000 w. nights; 910 khz. Directional—separate patterns day & night.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KVLV (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRIX (FM)



1977
BROWNSVILLE

Media Code 4 245 1340 6.00 Mid 014213-000
 H & H Communications, Inc.
 Box 5166, Brownsville, TX 78520. Phone 512-350-9999.

PROGRAMMING DESCRIPTION

KRIX (FM): Programmed for 16-40 adults. MUSIC: Rock & Roll hits featuring mix of current, recurrent & classics. Contact Representative for further details. Rec'd 5/9/84.

1. PERSONNEL

Sales Manager—Bruce Butler.
 Program Director—Michael T. Parker.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 (vert.); 99.5 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KTXF (FM)

1975
BROWNSVILLE

Modern Country

Media Code 4 245 1370 3.00 Mid 014212-000
 The Bixby Great Electric Company, Inc.
 2039 Price Rd., Suite C, Brownsville, TX 78520. Phone 512-546-4106.

Mailing Address: Box 1808, Harlingen, TX 78551.

PROGRAMMING DESCRIPTION

KTXF (FM): Programmed for general adult interest, 18-54. MUSIC: Modern Country w/standards & current hits. NEWS: local & nat'l at :60. FEATURES: daily & wkly specials; local public service & information. COMMERCIAL POLICY: max 15 units/hr. Contact Representative for further details. Rec'd 12/20/83.

1. PERSONNEL

Station Manager—C. A. Whatley.
 General Manager—M. T. Reichert.
 Operations Manager—Eric Simon.

2. REPRESENTATIVES

Eastman Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6b, 7b.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 22a, 23b, 24a, 25a, 28c, 29a.
 Contracts: 40a, 44b, 45, 46, 51a.
 Cancellation: 71a, 73b.
 Prod. Services: 81.
 Affiliated with Eastman Radio, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 12/1/83—Rec'd 12/19/83.

AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm.

AA—Mon thru Fri 10 am-3 pm; Sun 10 am-8 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	AAA	AA	A	AAA	AA	A
I	32	22	20	29	20	18
II	29	20	18	26	18	16
III	26	18	16	23	16	14
IV	23	16	14	21	14	12

KURV

1947
EDINBURG



Mid 014453-000

KURV Radio
 2921 N. Clossner, Edinburg, TX 78539

KVLY (FM)1974
EDINBURG**H&H**

HILLIER, NEWMARK, WECHSLER & HOWARD

nab**NRBA**Media Code 4 245 1390 1.00 Mid 014454-000
Tippie Communications
Box 850, Edinburg, TX 78539. Phone 512-383-7478.**PROGRAMMING DESCRIPTION**
KVLY (FM): MUSIC: Easy Listening/Beautiful. NEWS: news & weather at :55. COMMERCIAL POLICY: max 4 breaks/hr, 8-min/hr. Contact Representative for further details. Rec'd 7/27/83.**1. PERSONNEL**
Chrm. & Pres.—Henry B. Tippie.
Exec. Vice-Pres. & Gen'l Mgr.—Richard M. Delaney.
Vice-Pres. & Sta. Mgr.—Randall McKee.**2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.**3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.**4. AGENCY COMMISSION**
15%.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
AM facilities: KFRO.**TIME RATES****6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.**Brownwood**Brown County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**KBWD**1941
BROWNWOOD**Jamar media****nab**Media Code 4 245 1400 8.00 Mid 014214-000
Brown County Broadcasting Co.
801 Carnegie, Box 230, Brownwood, TX 76801. Phone 915-646-3505.**PROGRAMMING DESCRIPTION**
KBWD: MUSIC: Contemporary. NEWS: network at :55; nat'l & state networks & local; weather at :15. SPORTS: Dallas Cowboy football. FARM: M-F at 6-6:25 am & 11:45-noon. Contact Representative for further details. Rec'd 8/1/83.**1. PERSONNEL**
Operations Manager—Bill Jamar.**2. REPRESENTATIVES**
P/W Radio Representatives.
Dallas, Southwest—Paul Miller & Company.**3. FACILITIES**
1,000 w.; 1380 khz. Non-directional. Stereo.
Operating schedule: 5 am-midnight. CST.**4. AGENCY COMMISSION**
15/0 time only; payable when rendered.**5. GENERAL ADVERTISING** See coded regulations
FM facilities: KOXE (FM).
Affiliated with ABC Information Radio Network.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.**TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/1/83.AAA—6-10 am & 3-7 pm.
AA—All other times.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti
1 min	18.50	16.00	17.75	16.50	16.00	15.75
30 sec	15.00	14.50	14.25	13.00	12.50	12.25

KBWD/KOXE (FM) COMBINATION
2x above rate less 2.00.

(SMD)

KOXE (FM)1975
BROWNWOOD**Jamar media****nab**Media Code 4 245 1456 0.00 Mid 014216-000
Brown County Broadcasting Co.
801 Carnegie, Box 280, Brownwood, TX 76801. Phone 915-646-1015.**PROGRAMMING DESCRIPTION**
KOXE (FM): MUSIC: Country format. NEWS: 5-min network at :30. 3 DJs play music interspersed with weather, local news & sports 7-8 pm Sun. FARM: wkdays 6-6:25 am & 11:45-noon. COMMERCIAL POLICY: Max 8-min per hr. Contact Representative for further details. Rec'd 8/1/83.**1. PERSONNEL**
Operations Manager—Bill Jamar.**2. REPRESENTATIVES**
P/W Radio Representatives.
Dallas, Southwest—Paul Miller & Company.**3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.**4. AGENCY COMMISSION**
15/0 time only; payable when rendered.**5. GENERAL ADVERTISING** See coded regulations
AM facilities: KBWD.
Affiliated with NBC Radio Network.
Member: Voice of Southwest Agricultural Radio Network.
Sold in combination with KBWD. See that listing.**TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 8/1/83.AA—All other times.
A—All other times.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti
1 min	18.50	18.00	17.75	16.50	16.00	15.75
30 sec	15.00	14.50	14.25	13.00	12.50	12.25

(SMD)

KPSM (FM)1981
BROWNWOODMedia Code 4 245 1457 8.00 Mid 014217-000
KPSM, Inc.
114 Center Ave., Box 602, Brownwood, TX 76801. Phone 915-646-9211.**PROGRAMMING DESCRIPTION**
KPSM (FM): Programmed for general adult interest for audience 24-49. MUSIC: Adult Contemporary, emphasis on current & recent soft Rock & classic MOR hits, presented by AIR PERSONALITIES. NEWS: local 20-min in depth at 7 am, noon & 5 pm, incl stock market M-F; local hrlly updates in drivetime; weather hrlly. SPORTS: Dallas Cowboy football report M-F 5:25 pm. COMMERCIAL POLICY: max 8-min/hr. Contact Representative for further details. Rec'd 10/2/84.**1. PERSONNEL**
President—H. R. Williams, Jr.
Vice-Pres. & Gen'l Mgr.—Dave Fair.**2. REPRESENTATIVES**
Masla Radio.**3. FACILITIES**
ERP 800 w.; 99.3 mhz. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 489 ft. above average terrain.**4. AGENCY COMMISSION**
None; all rates net to station.**TIME RATES**
No 5 Eff 10/1/84—Rec'd 10/2/84.
Prime Drive—Mon thru Fri 6-9 am, 11 am-1 pm & 4-7 pm.
Regular—Mon thru Fri 9-11 am, 1-4 pm & 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

PER MO:	15 ti	30 ti	50 ti	100 ti	150 ti
1 min	8.65	8.25	7.85	7.50	7.25
30 sec	6.60	6.30	5.90	5.60	5.35

Designated time, extra 1.20.**7. PACKAGE PLANS**
REGULAR—1/3 PRIME, 2/3 ROS

PER MO:	15 ti	30 ti	50 ti	100 ti	150 ti
1 min	7.30	6.95	6.60	6.25	6.00
30 sec	5.20	4.95	4.60	4.25	4.00

10. SPECIAL FEATURES
News—Expanded 4 ti at :30; hrlly news 1 ti at :30, per mo. 139.00.

(SMD)

KXYL1953
BROWNWOOD**BACON**
Broadcast Advertising Co-Op Network**nab**Media Code 4 245 1459 4.00 Mid 014218-000
Central Texas Communications, Inc.
1 Texas Ave., Box 100, Brownwood, TX 76801. Phone 915-646-3535.**PROGRAMMING DESCRIPTION**
KXYL: MUSIC: Modern Country. NEWS: network at :60; weather at :29; local news at :30; official weather station. SPORTS: local, pro football, play-off & super bowl; all star & world series baseball; masters golf. FEATURES: special local programming daily. Contact Representative for further details. Rec'd 8/2/82.**1. PERSONNEL**
Gen'l & Sales Mgr.—Mary Scott Nabers.
Promotions Manager—Paula Morelock.
Program Director—David Oxford.**2. REPRESENTATIVES**
Weiss & Powell, Inc.**3. FACILITIES**
1,000 w.; 1240 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**
15%.**5. GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.**TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 11/1/84—Rec'd 11/9/84.AAA—6-10 am, noon-1 pm & 4-7 pm.
AA—Other times.**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	15.25	14.50	14.00	13.25	12.50
30 sec	14.00	13.25	12.50	11.75	11.00

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	13.25	12.50	11.75	11.00	10.25
30 sec	11.75	11.00	10.25	9.75	9.00

(SMD)**KXYL-FM**

BROWNWOOD

nabMedia Code 4 245 1461 0.00 Mid 014215-000
Pecan Valley Broadcasting Inc.
1 Texas Ave., Box 100, Brownwood, TX 76801. Phone 915-646-5576.**PROGRAMMING DESCRIPTION**
KXYL-FM: MUSIC: Adult Contemporary. NEWS: network at :60; weather station; local. SPORTS: local college. Contact Representative for further details. Rec'd 11/29/82.**1. PERSONNEL**
Gen'l & Sales Mgr.—Mary Scott Nabers.
Promotions Manager—Paula Morelock.
Program Director—David Oxford.**2. REPRESENTATIVES**
Weiss & Powell, Inc.**3. FACILITIES**
ERP 74,000 w. (horiz.), 74,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 205 ft. above average terrain.**4. AGENCY COMMISSION**
15%.**5. GENERAL ADVERTISING** See coded regulations
Affiliated with MBS.**TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 11/1/84—Rec'd 11/9/84.AAA—6-10 am & 4-7 pm.
AA—All other times.**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	15.25	14.50	14.00	13.25	12.50
30 sec	14.00	13.25	12.50	11.75	11.00

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	13.25	12.50	11.75	11.00	10.25
30 sec	11.75	11.00	10.25	9.75	9.00

(SMD)**Bryan-College Station**Brazos County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAGC1977
BRYAN**NRBA**Media Code 4 245 1460 2.00 Mid 014219-000
The First One Broadcast Group, Inc.
Box 4132, Bryan, TX 77805. Phone 409-779-1510.**2. REPRESENTATIVES**
Masla Radio.
1 min rate 1x. 13.50.**KORA (FM)****KORA**1966
BRYANMedia Code 4 245 1462 8.00 Mid 014220-000
Bryan Broadcasting Co., Inc.
1240 Villa Maria Rd., Box 3069, Bryan, TX 77805. Phone 409-779-1240.**PROGRAMMING DESCRIPTION**
KORA (FM): Programmed to adults & young adults. MUSIC: Modern Country with emphasis on current & modern artists; 30% oldies up to 5 yrs old. Five AIR PERSONALITIES. NEWS: network at :60; 4 newsmen, mobile units, expanded coverage at 7 am, noon & 5 pm. FARM: at 6 am & noon. SPORTS: 1 sports editor. Rec'd 8/28/84.**1. PERSONNEL**
President—Carolyn Vance.
Station Manager—Ben D. Downs.**3. FACILITIES**
ERP 3,000 w.; 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.**4. AGENCY COMMISSION**
15/0 time only.**5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 46, 51a, 51c.
Prod. Services: 80, 82.
AM facilities: KTAM.
Affiliated with MBS.**TIME RATES**
Eff—Rec'd 6/25/84.AM Drive—Mon thru Sat 6-10 am.
PM Drive—Mon thru Sat 3-7 pm.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	312x	540x	780x	1040x	1040x
AMD/PMD	20.70	19.80	19.30	18.90	18.60
Other	19.20	18.30	17.80	17.40	17.00

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	16.65	15.95	15.60	15.25	15.05
30 sec	15.60	14.90	14.55	14.20	14.00

KTAM**KTAM**1947
BRYANMedia Code 4 245 1488 3.00 Mid 014221-000
Bryan Broadcasting Co., Inc.
Box 3069, Bryan, TX 77805. Phone 409-779-1240.**PROGRAMMING DESCRIPTION**
KTAM: Programmed for adults & young adults. MUSIC: Contemporary. 5 AIR PERSONALITIES. NEWS: 4 newsmen, local & network at :60; expanded local & sports at 7 am, noon & 5 pm. SPORTS: local high school, college football & basketball; 1 director. FEATURES: weather, financial & sports; 1 farm & outdoor editor; American Top 40 Sun noon. Rec'd 8/28/84.**1. PERSONNEL**
President—Carolyn G. Vance.
Station Manager—Ben D. Downs.**3. FACILITIES**
1,000 w.; 1240 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**
15/0, time only.**5. GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 46, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KORA (FM).
Affiliated with ABC Contemporary Radio Network.**TIME RATES**
Eff—Rec'd 6/25/84.AM Drive—Mon thru Sat 6-10 am.
PM Drive—Mon thru Sat 3-7 pm.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	312x	540x	780x	1040x	1040x
AMD/PMD	20.35	19.45	19.10	18.80	18.40
Other	18.80	18.00	17.60	17.30	16.85

PER MO:	1 ti	15 ti	30 ti	50 ti	100 ti
1 min	16.45	15.80	15.45	15.20	14.85
30 sec	15.30	14.65	14.30	14.00	13.70

TEXAS

Bryan-College Station—cont

KTAW-FM

1964
COLLEGE STATION

Contemporary Hit Radio

NRBA

Media Code 4 245 1494 1.00 Mid 014223-000
Radio Brazos, Inc.
3808 "B" Old College Rd., Bryan, TX 77801. Phone 409-260-9606, TLX 77801.

PROGRAMMING DESCRIPTION

KTAW-FM: MUSIC: CHR. Rec'd 9/2/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dave Barnett.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w; 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 22a, 24c, 28c, 30, 31, 33a.
Contracts: 40a, 44b, 46, 47e, 51c.
Comb.: Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 38 Eff 10/1/83—Rec'd 9/30/83.

AM Drive—Mon thru Sun 5-10 am & fixed.

PM Drive—3-7 pm.

Sunshine—5 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AMD			
	1 ti	7 ti	10 ti	15 ti
30 sec	24.90	24.25	23.70	21.15
1 min	31.20	30.35	29.65	28.85

PER WK:	PMD			
	1 ti	7 ti	10 ti	15 ti
30 sec	19.50	19.20	18.90	18.55
1 min	24.00	23.70	23.20	22.85

PER WK:	SUNSHINE			
	1 ti	10 ti	20 ti	30 ti
30 sec	14.30	14.00	13.80	13.15
1 min	17.70	17.30	16.90	16.30

7. PACKAGE PLANS

PER WK:	BTA—MON-SUN 6 AM-MIDNIGHT			
	10 ti	15 ti	20 ti	25 ti
30 sec	11.70	11.35	11.05	10.75
1 min	14.50	14.15	13.75	13.30

PER MO:	SUNSHINE			
	40 ti	60 ti	90 ti	120 ti
30 sec	10.95	10.30	9.90	9.70
1 min	13.20	12.80	12.50	12.05

PER WK:	SPECIAL MONTHLY—3/4 6 AM-12M & 1/4 12M-6 AM			
	8.65	6.70	6.25	5.45
30 sec	8.65	6.70	6.25	5.45
1 min	9.05	8.30	7.50	6.75

PER WK:	ANNUAL DISCOUNT—MON-SUN 6 AM-MIDNIGHT			
	750x	1000x	1500x	2000x
30 sec	8.20	7.75	7.30	6.95
1 min	10.20	9.60	9.00	8.70

10 sec: 60% of 1-min.

WTAW

1922
COLLEGE STATION

Media Code 4 245 1500 5.00 Mid 014222-000
Radio Brazos, Inc.
146 Mobile Ave., Box 3008, Bryan, TX 77805. Phone 409-846-7788.

PROGRAMMING DESCRIPTION

WTAW: MUSIC: Country. Contact Representative for further details. Rec'd 12/28/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dave Barnett.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
1,000 w. days, 500 w. nights; 1150 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 22a, 24c, 28c, 30, 31, 33a.
Contracts: 40a, 44b, 46, 47e, 51c.
Comb.: Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.

NATIONAL AND LOCAL RATES SAME

No. 38 Eff 10/1/83—Rec'd 9/29/83.

AM Drive—Mon thru Sat 5-10 am & fixed.

PM Drive—3-7 pm.

Sunshine—5 am-7 pm.

6. SPOT ANNOUNCEMENTS

WK:	AMD			
	1 ti	7 ti	10 ti	15 ti
30 sec	24.00	23.70	22.70	22.20
1 min	30.00	29.10	28.45	27.65

WK:	PMD			
	1 ti	7 ti	10 ti	15 ti
30 sec	21.95	21.60	21.25	20.80
1 min	27.35	27.00	26.40	26.00

PER WK:	SUNSHINE			
	1 ti	7 ti	10 ti	15 ti
30 sec	14.05	13.75	13.30	12.90
1 min	17.45	17.05	16.70	16.10

7. PACKAGE PLANS

PER WK:	BTA—MON-SAT 6 AM-MIDNIGHT			
	10 ti	15 ti	20 ti	25 ti
30 sec	11.95	11.10	10.80	10.50
1 min	14.35	13.90	13.50	13.10

PER MO:	SUNSHINE			
	40 ti	60 ti	90 ti	120 ti
30 sec	10.45	10.10	9.65	9.50
1 min	12.95	12.55	12.25	11.80

PER WK:	SPECIAL MONTHLY—1/4 6 AM-NOON, 1/4 NOON-6 PM, 1/4 6 PM-MIDNIGHT, 1/4 MIDNIGHT-6 AM			
	8.40	6.50	6.00	5.25
30 sec	8.40	6.50	6.00	5.25
1 min	8.85	8.05	7.25	6.50

PER WK:	ANNUAL DISCOUNT—MON-SAT 6 AM-MIDNIGHT			
	750x	1000x	1500x	2000x
30 sec	8.00	7.50	7.10	6.75
1 min	9.95	9.35	8.75	8.45

10 sec: 60% of 1-min.

Burnet

Burnet County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KHLB

1978
BURNET

See SRDS Spot Radio Small Markets Edition. Mid 014224-000

KMRB (FM)

1963
BURNET

See SRDS Spot Radio Small Markets Edition. Mid 014225-000

Cameron

Milam County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KMIL

1955
CAMERON

See SRDS Spot Radio Small Markets Edition. Mid 014226-000

Canyon

Randall County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KHBJ

1962
CANYON

See SRDS Spot Radio Small Markets Edition. Mid 014227-000

KHBQ (FM)

1981
CANYON

Media Code 4 245 1587 2.00 Mid 014228-000
Canyon Broadcasting Co., Inc.
412 15th St., Box 956, Canyon, TX 79015. Phone 806-655-7129.

PROGRAMMING DESCRIPTION

KHBQ (FM): MUSIC: Adult Contemporary. Good Morning America-How Are You, M-F, 6-10 am; Rock, Roll & Remember, Dick Clark, Sun 9 am-1 pm; Night Time America, Tues-Sun midnight-6 am; Solid Gold Saturday Night, Sat 6-11 pm. NEWS: 1 man news staff, weather every hour. COMMERCIAL POLICY: Maximum commercial time per hour 12 minutes. Contact Representative for further details. Rec'd 1/11/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Aldridge.
Station Manager—Charlie Broomhead.
Sales Manager—Earle H. Rast, Jr.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KHBQ.
Affiliated with ABC FM Radio Network.

NATIONAL AND LOCAL RATES SAME

No. 11 Eff 9/1/84—Rec'd 1/11/85.

AM Drive—Mon thru Fri 6-10 am.

Midday—10 am-3 pm.

PM Drive—3-7 pm.

6. SPOT ANNOUNCEMENTS

BTA—MON THRU FRI 10 AM-MIDNIGHT; SAT & SUN 6 AM-MIDNIGHT

Ea	1 min 30 sec	
	12.00	10.00
10 sec: 60% of 1-min.		

Specified placement or cut-off time, extra 2.00.

7. PACKAGE PLANS

Ea	1 min 30 sec	
	15.50	12.50
10 sec: 60% of 1-min.		

Specified placement or cut-off time, extra 2.00.

ANNUAL

600x—Deduct 10% from applicable rate; 1200x—Deduct 15% from applicable rate.

9. PARTICIPATING PROGRAMS

Good Morning America-How Are You—M-F 6-10 am: 1-min recorded 20.00; 30-sec recorded 16.00; 1-min ad lib only 25.00.

KHBQ (FM)/KHBQ COMBINATION

6. SPOT ANNOUNCEMENTS

BTA—MON THRU FRI 10 AM-MIDNIGHT; SAT & SUN 6 AM-MIDNIGHT

Ea	1 min 30 sec	
	18.00	14.00
10 sec: 60% of 1-min.		

Specified placement or cut-off time, extra 2.00.

7. PACKAGE PLANS

Ea	1 min 30 sec	
	22.00	17.00
10 sec: 60% of 1-min.		

Specified placement or cut-off time, extra 2.00.

ANNUAL

600x—Deduct 10% from applicable rate; 1200x—Deduct 15% from applicable rate.

9. PARTICIPATING PROGRAMS

Good Morning America-How Are You—M-F 6-10 am: 1-min recorded 26.00; 30-sec recorded 20.00.

(SMD)

Carrizo Springs

Dimmit County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KBEN

1955
CARRIZO SPRINGS

See SRDS Spot Radio Small Markets Edition. Mid 014229-000

Carthage

Panola County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KGAS

1955
CARTHAGE

See SRDS Spot Radio Small Markets Edition. Mid 014230-000

Middle-of-the-Road



Media Code 4 245 1625 0.00 Mid 014230-000
Beverly E. Brown dba KGAS Radio
218 E. Sabine St., Carthage, TX 75633. Phone 214-693-6668.

PROGRAMMING DESCRIPTION

KGAS: MUSIC: Top Country w/Easy Listening Pop, Rock after 4 pm; 30 min of hymns 9 am. NEWS: AM block 6:30-7:45 am; expanded newscasts 8 am, noon & 5 pm; network at :30 & :60, network at :55, local & weather at :60. SPORTS: emphasis on sports, local high school & jr. college baseball, pro football. Contact Representative for further details. Rec'd 11/28/77.

- PERSONNEL**
Owner-Manager—Bey E. Brown.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
2,500 w.; 1590 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Affiliated with ABC Entertainment Radio Network.
Member: Texas State Network.

TIME RATES

PER WK:	Eff 7/1/81—Rec'd 12/28/83.			
	1 ti	15 ti	1 ti	15 ti
Drive	12.00	11.00	10.80	9.90
All other times	10.00	9.00	9.00	8.10

(SMD)

Center

Shelby County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KDET

1949
CENTER

See SRDS Spot Radio Small Markets Edition. Mid 014231-000

KLCR (FM)

1978
CENTER

See SRDS Spot Radio Small Markets Edition. Mid 014232-000

Childress

Childress County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KCTX

1947
CHILDRESS

See SRDS Spot Radio Small Markets Edition. Mid 014233-000

KQAI (FM)

1984
CHILDRESS

Riley Representatives

Adult Contemporary



Media Code 4 245 1687 0.00 Mid 034719-000
Dream Communications, Inc.
1511 Avenue F-NW, Childress, TX 79201. Phone 817-937-6551.

PROGRAMMING DESCRIPTION

KQAI (FM): Programmed for ages 18+. MUSIC: Adult Contemporary. NEWS: plus weather & sports. FEATURES: local programs of interest. Contact Representative for further details. Rec'd 12/26/84.

- PERSONNEL**
General Manager—Glen A. Ingram.
Traffic Manager—Debbie Barber.
Operations Manager—Daniel J. Davis.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w.; 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 273 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

Clarksville

Red River County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KCAR

1955
CLARKSVILLE

See SRDS Spot Radio Small Markets Edition. Mid 014234-000

Cleburne

Johnson County—Map Location E-5
See SRDS Consumer market map and

Coleman

Coleman County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KSTA
1947
COLEMAN
KSTA-FM
1974
COLEMAN

Mid 014237-000
See SRDS Spot Radio Small Markets Edition.

College Station

Brazos County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Bryan-College Station

Colorado City

Mitchell County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KVMC
1950
COLORADO CITY

Mid 014239-000
See SRDS Spot Radio Small Markets Edition.

Columbus

Colorado County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KULM-FM
1973
COLUMBUS

Mid 014240-000
See SRDS Spot Radio Small Markets Edition.

Comanche

Comanche County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KCOM
1962
COMANCHE

Mid 014241-000
See SRDS Spot Radio Small Markets Edition.

Commerce

Hunt County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KEMM (FM)
1981
COMMERCE
RAB

Media Code 4 245 1837 1.00 Mid 014242-000
KEMM Communications, Inc.
Box 1092, Commerce, TX 75428. Phone 214-886-3120.
Greenville Address:
Box 1292, Greenville, TX 75401, Phone 214-454-9245.

PROGRAMMING DESCRIPTION

KEMM (FM): Modern country. NEWS: Emphasis on local news & information. COMMERCIAL POLICY: 5 breaks per hr., 2 units per break. Contact Representative for further details. Rec'd 7/6/83.

- PERSONNEL**
General Manager—Jay Corbin.
Office Manager—Sue Corbin.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/15/84—Rec'd 6/25/84.

Drivetime—6-10 am or 3-7 pm.
BTA I—6 am-7 pm.
BTA II—5 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE						
	10 ti	20 ti	30 ti	40 ti	50 ti	100+	
PER MO:	30 ti	45 ti	60 ti	75 ti	90 ti	150+	
PER YR:	100x	250x	500x	750x	1000x	1500	
DT	10.00	9.50	9.00	8.50	8.00	7.50	
BTA I	9.00	8.50	8.00	7.50	7.00	6.50	
BTA II	8.00	7.00	6.50	6.00	5.50	5.50	

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100+
PER MO:	30 ti	45 ti	60 ti	75 ti	90 ti	150+
PER YR:	100x	250x	500x	750x	1000x	1500
	30 SECOND					
DT	9.00	8.50	8.00	7.50	7.00	6.50
BTA I	8.00	7.50	7.00	6.50	6.00	6.00
BTA II	7.00	6.00	5.50	5.00	4.50	4.50

(SMD) (D)

Conroe

Montgomery County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

KIKR
1950
CONROE

Mid 014243-000
See SRDS Spot Radio Small Markets Edition.

KMUV
1981
CONROE
RAB

Media Code 4 245 1881 9.00 Mid 014245-000
Sweeney Broadcasting Company
300 E. Bryant Rd., Conroe, TX 77301. Phone 409-539-1140, Houston, 713-353-8535.
Mailing Address: Box 2585, Conroe, TX 77305.

PROGRAMMING DESCRIPTION

KMUV: MUSIC: Adult Contemporary. NEWS: local every 1/2 hr AM/PM drive M-F; emphasis community involvement, local news & public affairs. COMMERCIAL POLICY: 10 commercial min per hr. Contact Representative for further details. Rec'd 6/5/84.

- PERSONNEL**
President—George B. Sweeney, Jr.
Operations Manager—Dave Cummins.
Program Director—Keith Burke.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
1,000 w.; 1140 khz. Directional.
7.47 w. pre-sunrise.
7.97 w. post-sunset.
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60j, 61a, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff—Rec'd 9/27/84.

6. SPOT ANNOUNCEMENTS

PER MO:	6-9 AM & 4-7 PM						
	1 ti	10 ti	20 ti	30 ti	50 ti	100 ti	
1 min	14.00	13.50	13.00	12.50	12.00	11.50	
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	
	ALL OTHER TIMES, ROS/BTA						
1 min	10.00	9.50	9.00	8.50	8.00	7.50	
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	
	9 AM-4 PM						
1 min	13.00	12.50	12.00	11.50	11.00	10.50	
30 sec	11.00	10.50	10.00	9.50	9.00	8.50	

(SMD)

Copperas Cove

Corvett County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KOOV (FM)
1977
COPPERAS COVE

Media Code 4 245 1887 6.00 Mid 014246-000
Cove Broadcasting Co.
108 East Ave. E, Box 607, Copperas Cove, TX 76522.
Phone 817-547-8889.

PROGRAMMING DESCRIPTION

KOOV (FM): Target audience adults & young adults 18-54. MUSIC: Modern Country w/Standards, current Hits; emphasis AIR PERSONALITIES; Country Countdown Sun afternoon; requests Sun night; live show nightly from local disco. NEWS: network & local at :60; locally produced public affairs Sun AM; AP & network. SPORTS: 5-min at 8 am & 6 pm; weather at :15 & :45. FEATURES: audience participation contests & promotions; remote broadcast facilities; involvement in community activities. Contact Representative for further details. Rec'd 12/6/84.

- PERSONNEL**
General Manager—Gaylon Christie.
Sales & Sta. Mgr.—Dennis James.
Director of Broadcast Operations—Meade Mitchell, III.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w.; 103.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 444 ft. above average terrain.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.

TIME RATES
Eff—Rec'd 1/31/85.

6. SPOT ANNOUNCEMENTS

PER WK:	MON-SAT 5-10 AM & 3-7 PM						
	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	
PER MO:	1 ti	30 ti	45 ti	60 ti	75 ti	90 ti	
PER YR:	1x	100x	250x	500x	750x	1000x	
1 min	19.00	18.00	17.50	17.00	16.50	16.00	
30 sec	15.20	14.40	14.00	13.60	13.20	12.80	
	ALL OTHER TIMES						
1 min	16.00	15.00	14.50	14.00	13.50	13.00	
30 sec	12.80	12.00	11.60	11.20	10.80	10.40	

(SMD) (D)

Corpus Christi

(including Portland)
Nueces County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCCT
1954
CORPUS CHRISTI

Selcom radio
Broadcast Representatives

Spanish
NRBA

Media Code 4 245 1900 7.00 Mid 014247-000
Radio KCCT, Inc.
701 Benys Rd., Box 5278, Corpus Christi, TX 78405.
Phone 512-289-0999.
San Antonio office:
510 S. Flores, San Antonio, TX 78204. Phone 512-226-5254.

PROGRAMMING DESCRIPTION

KCCT: All Spanish programming. MUSIC: contemporary Spanish. NEWS: local at :30 TX/day; weather at :15 & :45. SPORTS: 2-min & 5-min at 5:30 pm; UPI, news & weather teletypes & services. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
President—Manuel G. Davila, Sr.
Vice-President—W. G. Egerton.
Vice-President—Manual Davila, Jr.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w. days; 500 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a.
Contracts: 40a, 46, 47a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with Supernet.
Member: Jalapeno Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

ndb

Media Code 4 245 1925 4.00 Mid 014248-000
Broadcasting Corp. of the Southwest
Box 898, Corpus Christi, TX 78403. Phone 512-643-3541.
Rates have been temporarily withdrawn by station.

KEXX (FM)
1970
CORPUS CHRISTI

NRBA

Media Code 4 245 1937 9.00 Mid 014249-000
Corpus Christi Broadcasting Co., Inc.
601 Leopard, Corpus Christi, TX 78401. Phone 512-883-5576.
1 min rate 1x: 18.00.

KEYS

1941
CORPUS CHRISTI

Republic Radio

Media Code 4 245 1950 2.00 Mid 014250-000
Radio Corpus Christi, Inc.
2117 Leopard St., Box 9917, Corpus Christi, TX 78408.
Phone 512-882-7411.

PROGRAMMING DESCRIPTION

KEYS: MUSIC: adult contemporary. Contact Representative for further details. Rec'd 12/7/79.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Sumpter.
Program Director—C.C. McCartney.
Sales Manager—Ken Bell.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
1,000 w.; 1440 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 27, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60d, 60f, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: KZFM (FM).
Affiliated with Supernet.
Affiliated with RKO Radio Networks.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KIOU (FM)

1967
CORPUS CHRISTI

Beautiful Music

ndb

Media Code 4 245 1965 0.00 Mid 014251-000
Stereo Broadcasting Corp.
Box 31274, 1602 S. Brownlee, Corpus Christi, TX 78404.
Phone 512-882-4394.

PROGRAMMING DESCRIPTION

KIOU (FM): Programmed for young adults & adults. MUSIC: MOR, current Pop, showtunes, standards. NEWS: 3 min ea 1/2 hr 5:30-9 am; 2 min every other hr thereafter; weather at :30. COMMERCIAL POLICY: max 8 minutes per hr. Contact Representative for further details. Rec'd 1/15/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Stephen A. DeWalt.
Sales Manager—Harry Springfield.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 875 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60c, 60e.
Cancellation: 70a, 70c, 71a, 72, 73a.
AM facilities: KIKN, Sinton.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KITE (FM)

1980
PORTLAND

NRBA

Media Code 4 245 1982 5.00 Mid 014252-000
Media Properties, Inc.
441 Laguna, Corpus Christi, TX 78401. Phone 512-888-8555.

- REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

TEXAS

Corpus Christi—cont

KNCN (FM)

1976
SINTON



HILLIER, NEWMARK, WECHSLER & HOWARD

(This is a paid duplicate of the listing under Sinton, Texas.)

Media Code 4 245 7471 3.00 Mid 014578-000
KNCN (FM) C. 101.3, Inc.,
Mailing Address: Box 9781, Corpus Christi, TX 78469.
Phone 512-289-1000.
5544 Leopard St., Corpus Christi, TX 78469. Phone 512-289-1000.

PROGRAMMING DESCRIPTION
KNCN (FM): MUSIC: AOR. COMMERCIAL POLICY: 1 message per client per hr. Contact Representative for further details. Rec'd 8/27/82.

- PERSONNEL**
Chrm. & Pres.—Henry B. Tippie.
Exec. Vice-Pres. & Gen'l Mgr.—Richard M. Delaney.
Sales Director—Rodger Kauffman.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 402 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

KOUL (FM)

1968
SINTON



(This is a paid duplicate of the listing under Sinton, Texas.)

Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.

Mailing Address: Box 898, Corpus Christi, TX 78403.
PROGRAMMING DESCRIPTION
KOUL (FM): MUSIC: Modern Country. NEWS: local, state, nat'l at :55 & :20 during AM drive, noon & PM drive. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert L. Trask, Jr.
National Sales Manager—Linda Hattersley.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Efl 7/18/83—Rec'd 9/30/83.
AA—Mon thru Sun 5 am-8 pm.
A—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
1 MINUTE
GRID: I II III IV V VI VII
AA 105 90 75 65 55 45 40
A 75 65 50 45 35 30 25
30 SECONDS
AA 95 80 65 55 47 38 34
A 65 55 42 38 30 26 21
(SMD) (D)

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

KRYS



MOR RADIO

1927
CORPUS CHRISTI

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 245 2000 5.00 Mid 014253-000
Tetco, Inc.,
702 McBride Ln., Corpus Christi, TX 78408. Phone 512-289-0111.

PROGRAMMING DESCRIPTION
KRYS: Programmed to attract 25-54 year-olds. Country/News & Information. NEWS: 5 full-time, 4 part-time reporters & 3 mobile units. COMMERCIAL POLICY: 4 breaks/hr, 3 units/break. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
General Manager—Gary F. Maricle.
Operations Manager—Mike Laurel.
News Director—Kathy Kallinger.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 1360 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21c, 21d, 22a, 23a, 24c, 26, 28c, 29b, 32b, 33b.
Contracts: 40a, 41, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 1 Efl 10/1/82—Rec'd 7/25/83.

- PACKAGE PLANS**
TAP—MON THRU SUN 5-5 AM
1 min 30 sec
GRID: 10 ti 20 ti 30 ti 40 ti 10 ti 20 ti 30 ti 40 ti
I 32 30 28 26 28 26 24 22
II 30 28 26 24 26 24 22 20
III 28 26 24 22 24 22 20 18
IV 26 24 22 20 22 20 18 16
V 24 22 20 18 20 18 16 14
Fixed position within day part, extra 6.00.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—7% 52 wk—10%
AM only: 70% of AM/FM combination.

KRYS-FM

(formerly KBCB (FM))
1982
CORPUS CHRISTI

WEISS & POWELL, INC.

RADIO SALES



Tetco, Inc.,
702 McBride, Corpus Christi, TX 78408. Phone 512-289-0111.

PROGRAMMING DESCRIPTION
KRYS-FM: Programmed to 25-54. MUSIC: Modern Country. NEWS: local emphasis w/5 full & 4 part time reporters, 3 mobile units. COMMERCIAL POLICY: 4 breaks/hr & 3 units/break. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
General Manager—Gary F. Maricle.
Operations Manager—Mike Laurel.
News Director—Kathy Kallinger.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; within 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21c, 21d, 22a, 23a, 24c, 26, 28c, 29b, 32b, 33b.
Contracts: 40a, 41, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Sold in combination with KRYS. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
70% of AM/FM combination.

KSIX

1947
CORPUS CHRISTI



Media Code 4 245 2025 2.00 Mid 014254-000
Corpus Christi Broadcasting Co., Inc.
Wilson Bldg., 601 Leopard, Corpus Christi, TX 78401.
Phone 512-884-1616.
1 min rate 1x: 14.00.

KUNO

1950
CORPUS CHRISTI



Katz Radio

CABALLERO SPANISH RADIO

Tichenor Radio Group



Media Code 4 245 2075 7.00 Mid 014255-000
Tichenor Spanish Radio Group
Box 4722, Corpus Christi, TX 78401. Phone 512-884-5203.

Corporate Mailing Address:
Box 711, Harlingen, TX 78551.
PROGRAMMING DESCRIPTION
KUNO: 100% Spanish language; music/news/weather. NEWS: AP wire; state & local at :60; Spanish Information Service at :30; live coverage of local social & civic events. SPORTS: live high school events. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Luis Munoz.
General Sales Manager—Ramiro Garcia.
Regional Sales Manager—Al Herrera.
- REPRESENTATIVES**
Katz Radio.
Caballero Spanish Media, Inc.
- FACILITIES**
1,000 w.; 1400 khz. non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 14c, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60h, 60i, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Affiliated with Caballero Radio Network.
Member: Tichenor Radio Group.

TIME RATES

No. 7 Efl 10/15/84—Rec'd 10/16/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**
1 min AAA AA A
30 sec: 80% of 1-min. 55 50 25
10 sec: 50% of 1-min.

KZFM (FM)

1957
CORPUS CHRISTI



Republic Radio



Media Code 4 245 2090 6.00 Mid 014256-000
Texas Media Group, Inc.
Box 9917, 2117 Leopard St., Corpus Christi, TX 78408.
Phone 512-883-3516.

PROGRAMMING DESCRIPTION
KZFM (FM): Programmed for today's adult & young adult. MUSIC: Contemporary. AIR PERSONALITIES handle all segments. NEWS: local during drivetimes. COMMERCIAL POLICY: max 8 min or 3 interruptions hly; max 1 spot per single client within any hr. Contact Representative for further details. Rec'd 5/15/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Jim Sumpter.
Sales Manager—Al Ross.
Program Director—Al Carson.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 41,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KEYS.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Corsicana

Navarro County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KAND

1937
CORSCIANA

Mid 014257-000
See SRDS Spot Radio Small Markets Edition.

KXCL (FM)

1972
CORSCIANA

Mid 014258-000
See SRDS Spot Radio Small Markets Edition.

Crane

Crane County—Map Location A-6
See SRDS Consumer market map and data at beginning of the state.

KXOI

1958
CRANE

Mid 014259-000
See SRDS Spot Radio Small Markets Edition.

Crockett

Houston County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KCKR (FM)

1982
CROCKETT

Media Code 4 245 2137 5.00 Mid 030362-000
ASK Broadcasting, Inc.
Box 1207, Crockett, TX 75835. Phone 409-544-9694.

PROGRAMMING DESCRIPTION
KCKR (FM): Target audience: adults & young adults 18-49. MUSIC: Contemporary Country with Standards & Current Hits; emphasis on AIR PERSONALITY; requests taken daily. NEWS: local & state at 6, 7, 8, 11 am, noon & 3, 5, & 9 pm; locally produced public affairs; network news; Ag reports; weather at :20 & :40. FEATURES: Paul Harvey 7:30 am, 12:30 pm & 5:30 pm; regular audience participation contests & promotions; remote broadcast facilities; involvement in community activities. SPORTS: reports at 7:30, 8:30 am & 4:30 pm; Houston Gamblers USFL football. Contact Representative for further details. Rec'd 4/25/84.

- PERSONNEL**
President—Amanda Steed Kelton.
General Manager—Ken Shepherd.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w.; 93.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Satellite Music Network.

TIME RATES

Efl Rec'd 12/28/83.
AAA—6-10 am, 11:30 am-1 pm & 3-7 pm.
AA—BTA.

- SPOT ANNOUNCEMENTS**
1 min --- 30 sec ---
AAA AA AAA AA
1 ti 12.00 11.00 10.00 9.00
30 ti 10.00 9.00 9.00 8.00
90 ti 9.00 8.00 8.00 7.00
150 ti 8.25 7.50 7.25 6.50
300+ 5.35 4.95 4.55 3.70
(SMD) (CR)

KIVY

1949
CROCKETT

Mid 014260-000
See SRDS Spot Radio Small Markets Edition.

KIVY-FM1969
CROCKETTMid 031100-000
See SRDS Spot Radio Small Markets Edition.**Cuero**De Witt County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.1949
KQRO
CUEROMid 014261-000
See SRDS Spot Radio Small Markets Edition.**KYOC (FM)**1982
YOAKUMMid 028612-000
See listing under city of license.**Daingerfield**Morris County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.1966
KEGG

DAINGERFIELD

Mid 014262-000
See SRDS Spot Radio Small Markets Edition.**Dalhart**Dallas County—Map Location A-1
See SRDS Consumer market map and data at beginning of the state.1948
KXIT
DALHART
KXIT-FM1966
DALHARTMid 014263-000
See SRDS Spot Radio Small Markets Edition.**Dallas**

(including Grand Prairie, Highland Park)

Dallas County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAAM

1310 KAMM AM

1920
DALLAS

ndb

RAB

NRBA

Media Code 4 245 2232 4.00 Mid 014265-000
Bonneville International Corp.
Suite 512, 12700 Park Central Dr., Dallas, TX 75251.
Phone 214-386-6100.**PROGRAMMING DESCRIPTION**

KAAM: Programmed for adults 25-49. MUSIC: all Oldies from 50's, 60's & 70's. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Executive Vice-President—William J. Steding.
Vice-President of Programming—John Shomby.
Vice-President of Sales—William C. Harrison.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w.; 1310 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 5, 8.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70e, 73a.
FM facilities: KAFM (FM).
Affiliated with Supernet.
Affiliated with MBS.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KAFM (FM)

92½ KAFM FM

1946
DALLASBonneville International
Cooperation

RAB

NRBA

Media Code 4 245 2238 1.00 Mid 014266-000
Bonneville International Corp.
Suite 512, 12700 Park Central Dr., Dallas, TX 75251.
Phone 214-386-6100.**PROGRAMMING DESCRIPTION**

KAFM (FM): Programmed for adults 18-34. MUSIC: contemporary hit radio. Contact Representative for further details. Rec'd 8/30/82.

- PERSONNEL**
Executive Vice-President—William J. Steding.
Vice-President of Programming—John Shomby.
Vice-President of Sales—William C. Harrison.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w.; 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,685 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 5, 8.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70e, 73a.
AM facilities: KAAM.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KEGL (FM)1959
FORT WORTH

ndb

RAB

(This is a paid duplicate of the listing under Fort Worth, Texas.)

Media Code 4 245 3266 1.00 Mid 014322-000
KEGL Radio
One Xerox Ctr., St. 1400, 222 Las Calinas Blvd., Irving, TX 75039. Phone 817-869-9700.**PROGRAMMING DESCRIPTION**

KEGL (FM): CHR/personality; American Top 40 Sat 8 am-noon. Contact Representative for further details. Rec'd 9/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Norman D. Rau.
General Sales Manager—Bill Knobler.
Program Director—Randy Brown.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 98,000 w. (horiz.), 98,000 w. (vert.); 97.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,460 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Cancellation: 70e, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

SPANISH RADIO.1964
KESS (FM)
FORT WORTHCABALLERO
SPANISH RADIO

ndb

(This is a paid duplicate of the listing under Fort Worth, Texas.)

Media Code 4 245 3276 0.00 Mid 014323-000
Latin American Broadcasting Corp.
661 Seminary South, Box 6195, Ft. Worth, TX 76115.
Phone 817-429-1037.Dallas Office.
One Empire Square, 1140 Empire Central, Suite 320, Dallas, TX 75247.**PROGRAMMING DESCRIPTION**

KESS (FM): Formatted to reach Spanish metroplex audience. MUSIC: Spanish Adult Contemporary. NEWS: & public affairs, full-time bilingual staff. FEATURES: Novellas, comedy programs, special talk shows & variety programming; Spanish nostalgia music 12M-5 am M-F. SPORTS: Dallas Cowboys. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
President—Marcos A. Rodriguez, Sr.
National Sales Manager—Mike Bradley.
Sales Manager—Dennis Roberts.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1585 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 28c.
Contracts: 40a, 41, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70e, 71a, 72, 73a.
Affiliated with Caballero Radio Network.
Member: TSN Spanish Information Service.

TIME RATES

Eff 1/1/81—Rec'd 6/15/82.

- SPOT ANNOUNCEMENTS**
PER WK: - 1 min - 30 sec
12 ti 18 ti 12 ti 18 ti
Ea 78 76 63 61 (D)

KKDA1955
GRAND PRAIRIEMedia Code 4 245 2288 6.00 Mid 014268-000
Republic Broadcasting, Inc.
Box 707, Grand Prairie, TX 75050. Phone 214-647-1831.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KKDA-FM1947
DALLASMedia Code 4 245 2289 4.00 Mid 014269-000
Service Broadcasting Corp.
Box 707, Grand Prairie, TX 75050. Phone 214-647-1831.
Dallas Phone: 214-748-0261.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KLIF1947
DALLAS**A Susquehanna Station**Media Code 4 245 2300 9.00 Mid 014270-000
Susquehanna Broadcasting Co.
411 Ryan Plaza Dr., Arlington, TX 76011. Phone 817-461-0995.**PROGRAMMING DESCRIPTION**

KLIF: MUSIC: Country featuring blend of Country Gold & familiar hits appealing to 30+ demographic. NEWS: complete news, weather & sports complement PERSONALITY presentation; NBC network; air traffic; full remote capability vehicle available for events. Contact Representative for further details. Rec'd 7/27/84.

- PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. Carlson.
Station Manager—Dan Halyburton.
General Sales Manager—Nancy Vaeth.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
50,000 w. days, 5,000 w. nights; 1190 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60e, 60h, 60i.
Cancellation: 70e.
FM facilities: KPLX (FM), Fort Worth.
Affiliated with NBC Radio Network.

TIME RATESKLIF/KPLX (FM) COMBINATION
Eff. Rec'd 9/6/83.

- SPOT ANNOUNCEMENTS**
ROS 5-1 am—High Range 300.00; Low Range 200.00.

Individual station rates are not available; must be purchased in combination.

KLUV (FM)1961
DALLAS

NRBA

Media Code 4 245 2306 6.00 Mid 014271-000
T. K. Communications Inc.
Merchants State Bank Bldg., 5217 Ross Ave., Penthouse
Suite-10th Flr., Dallas, TX 75206. Phone 214-826-9870.**PROGRAMMING DESCRIPTION**

KLUV (FM): MUSIC: Adult Contemporary hits, current/recurrent & Oldies programmed to 25-54 year old adults. NEWS: plus information 2x/hr 6-10 am; 1x/hr. Contact Representative for further details. Rec'd 1/22/85.

- PERSONNEL**
Pres. & Ch. Exec. Officer—John Tenaglia.
Exec. Vice-Pres. & Gen'l Mgr.—Steven Dinetz.
Sales Manager—Barry Martin.
- REPRESENTATIVES**
CBS/FM National Sales.
- FACILITIES**
ERP 100,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,585 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70e.
Affiliated with RKO Radio Networks.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KMEZ1952
DALLASA Group One
Station

RAB

Media Code 4 245 2312 4.00 Mid 014267-000
Group One Broadcasting Co. of Texas
9900 McCree Rd., Dallas, TX 75238. Phone 214-348-3800.**PROGRAMMING DESCRIPTION**

KMEZ: MUSIC: Easy Listening featuring AIR PERSONALITIES presenting instrumental, vocal versions of familiar standard & contemporary songs, programmed in 1/4 hr segments. NEWS: up to the minute local, nat'l news; traffic information in drive times. COMMERCIAL POLICY: maximum of 8 commercial units per hour presented in 4 commercial breaks. Contact Representative for further details. Rec'd 4/25/84.

- PERSONNEL**
President—Alfred G. Grosby.
Vice-Pres. & Gen'l Mgr.—Chester Maxwell.
Sta. & Gen'l Sales Mgr.—Dusty Black.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1480 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.

TEXAS

Dallas—cont

KMEZ—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
 Contracts: 40a, 42c, 44a, 46, 48, 49, 51b.
 Comb.; Cont. Discounts: 60h, 61a.
 Cancellation: 70d, 71a, 72, 73b.
 Prod. Services: 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by the station.

KMEZ-FM

1965
DALLAS



A Group One
Station



Media Code 4 245 2313 2.00 Mid 014272-000
 Group One Broadcasting Co. of Texas
 9900 McCree Rd., Dallas, TX 75238. Phone 214-348-3800.

PROGRAMMING DESCRIPTION

KMEZ-FM: MUSIC: Easy Listening featuring AIR PERSONALITIES presenting instrumental, vocal versions of familiar standard & contemporary songs, programmed in 1/4 hr segments. NEWS: up to the minute local, nat'l news, traffic information in drive times. COMMERCIAL POLICY: maximum 8 commercial units per hour presented in 4 commercial breaks. Contact Representative for further details. Rec'd 4/25/84.

1. **PERSONNEL**
 President—Alfred G. Grosby.
 Vice-Pres. & Gen'l Mgr.—Chester Maxwell.
 Sta. & Gen'l Sales Mgr.—Dusty Black.
 Program Director—Ken Loomis.
2. **REPRESENTATIVES**
 McGavren Guild Radio.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,280 ft. above average terrain.
4. **AGENCY COMMISSION**
 15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
 Contracts: 40a, 42c, 44a, 46, 48, 49, 51b.
 Comb.; Cont. Discounts: 60h, 61a.
 Cancellation: 70d, 71a, 72, 73b.
 Prod. Services: 82.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by the station.

KMGC (FM)



1961
DALLAS



Media Code 4 245 2315 7.00 Mid 014273-000
 The Shamrock Broadcasting Group
 1353 Regal Row, Dallas, TX 75247. Phone 214-688-0641.

PROGRAMMING DESCRIPTION

KMGC (FM): MUSIC: Adult Contemporary/Soft Rock; variety of hits by today's top recording artists & some of yesterday's greats. NEWS: time, weather & news capsules; AM & PM traffic patrol broadcasts. COMMERCIAL POLICY: 12 spot availabilities per hr max. Contact Representative for further details. Rec'd 5/2/84.

1. **PERSONNEL**
 Vice-Pres. Shamrock Brdcast. & Gen'l Mgr.—Ross Reagan.
 General Sales Manager—Dave Gorman.
 Program Director—Steve Nicholl.
 Nat'l Sls Mgr. & Mktng & Research Dir.—Yvonne Guerrero.
 Local Sales Manager—Sherri Peters.
2. **REPRESENTATIVES**
 Selcom Radio.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,572 ft. above average terrain.
4. **AGENCY COMMISSION**
 15% time only.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 27, 28b, 28c, 29b, 30.
 Contracts: 40a, 45.
 Cancellation: 70c, 71a.
 Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KNOK-FM

1946
FORT WORTH

WEISS & POWELL, INC.

RADIO SALES



(This is a paid duplicate of the listing under Fort Worth, Texas.)

Media Code 4 245 3376 8.00 Mid 014327-000
 EGG Dallas Broadcasting, Inc.
 Box 7116, 3601 Kimbo Rd., Fort Worth, TX 76111. Phone 817-831-1278.
 205 The Quadrangle, 2800 Routh St., Dallas, TX 75201. Phone 214-748-5501.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—William Curtis Chatman.
 Sales Manager—Jack Howard.
2. **REPRESENTATIVES**
 Weiss & Powell, Inc.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 445 ft. above average terrain.
4. **AGENCY COMMISSION**
 15/0.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
 Rate Protection: 60 days.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 26, 28c, 29a.
 Contracts: 40a, 41, 45, 46, 47a, 51a.
 Comb.; Cont. Discounts: 60b, 60i, 62d.
 Cancellation: 70a, 70c, 71b, 72, 73a.
 Prod. Services: 81, 82.
 AM facilities: KSAX.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (D) (A)

KPBC

1947
DALLAS



Media Code 4 245 2362 9.00 Mid 014275-000
 Dontron, Inc.
 Box 470307, Dallas, TX 75247. Phone 214-445-1700.
 1 min rate 1x: 48.00.

KPLX (FM)

1962
FORT WORTH

A Susquehanna Station

Mid 014328-000

See listing under city of license.

KQZY (FM)

KOZY FM 105

(formerly KOAX (FM))

1968
DALLAS

GROUP

Westinghouse Broadcasting and Cable, Inc.



BLAIR RAR INC.



Media Code 4 245 2368 6.00 Mid 014274-000
 Westinghouse Broadcasting & Cable, Inc.
 400 S. Houston, 105 Union Station, Dallas, TX 75202.
 Phone 214-748-0105.

PROGRAMMING DESCRIPTION

KOZY (FM): Programmed for adults. MUSIC: approx. 50 min/hr, consisting of Standards, show tunes, film music & MOR, primarily instrumental. NEWS: capsule at :60. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 10/1/84.

1. **PERSONNEL**
 General Manager—Ted Jordan.
 General Sales Manager—Jack Hutchison.
 Operations Manager—Don Amez.
2. **REPRESENTATIVES**
 Blair/RAR, Inc.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,560 ft. above average terrain.

4. **AGENCY COMMISSION**

- 15/0 time only.
 5. **GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3d, 4a, 5.
 Rate Protection: 10h, 11h, 12h, 13h, 14h.
 Basic Rates: 22a, 23a.
 Contracts: 40a, 41.
 Comb.; Cont. Discounts: 60d.
 Cancellation: 70e, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.

TIME RATES

- No. 8 Eff 6/1/83—Rec'd 8/1/84.
 AAA—Mon thru Fri 5:55 am-3 pm.
 AA—Mon thru Fri 3 pm-midnight; Sat 6 am-7 pm.
 A—All other times.
7. **PACKAGE PLANS**
 1/3AAA, 1/3AA, 1/3A
- | | |
|--------------|-------------|
| 1 min/30 sec | 12 11 18 11 |
| | 75 65 |

KRLD

1926
DALLAS



Katz Radio



A Metromedia Station

Media Code 4 245 2375 1.00 Mid 014276-000
 Metromedia Radio, A Metromedia Co.
 7901 Carpenter Frwy., Dallas, TX 75247. Phone 214-634-1080.

PROGRAMMING DESCRIPTION

KRLD: all news & sports 24 hrs. FEATURES: hrly business reports; 30 traffic reports daily; multi weather reports hrly; NEWS: commentators; lawn & garden program Sat & Sun 8-11 am; Home repair program Sat & Sun 11 am-1 pm. SPORTS: reports twice hrly; telephone talk show Mon-Fri 6-7:30 pm; Dallas Cowboys football flagship station; NFL football; wkly & daily Pro baseball & basketball programs; southwest conference college football & Basketball; golf; tennis, horse & auto racing. Contact Representative for further details. Rec'd 3/28/84.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Ed Wodka.
 General Sales Manager—Brenda Lane.
 Regional Sales Manager—Kathy Blake.
2. **REPRESENTATIVES**
 Katz Radio.
3. **FACILITIES**
 50,000 w.; 1080 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
 15/0 time only; payable on 15th of month.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
 Basic Rates: 20b, 22a, 22b, 23a, 23b, 25a, 26, 28a, 29a, 33b.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb.; Cont. Discounts: 60b, 60k, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with CBS Radio Network.
 Member: Texas State Network.

TIME RATES

- No. F Eff 6/1/84—Rec'd 5/7/84.
 AAA—Mon thru Fri 5-10 am; Sat 6-9 am.
 AA—Mon thru Fri 3-8 pm; Sat & Sun 9 am-noon.
 A—Mon thru Fri 10 am-3 pm; Sat & Sun noon-8 pm.
 B—Mon thru Sun 8 pm-midnight.
 C—Mon thru Sun midnight-5:30 am.

6. **SPOT ANNOUNCEMENTS**
 1 MINUTE
- | | | | | |
|-------|-----|-----|-----|-----|
| GRID: | I | II | III | IV |
| AAA | 500 | 400 | 350 | 325 |
| AA | 260 | 230 | 200 | 175 |
| A | 175 | 155 | 135 | 125 |
| B | 80 | 75 | 70 | 60 |
| C | 60 | 55 | 50 | 45 |
- 30 SECONDS
- | | | | | |
|-----|-----|-----|-----|-----|
| AAA | 400 | 320 | 280 | 260 |
| AA | 210 | 184 | 160 | 140 |
| A | 140 | 124 | 108 | 100 |
| B | 65 | 60 | 56 | 48 |
| C | 50 | 44 | 40 | 36 |
- 10 sec: 60% of 1-min.

KRQX

1922
DALLAS



MAJOR MARKET RADIO SALES



Media Code 4 245 2387 6.00 Mid 014280-000
 Belo Broadcasting Corp.
 Communications Center, Dallas, TX 75202. Phone 214-748-9631, TWX, 910-861-4583.

PROGRAMMING DESCRIPTION

KRQX: Programmed for adults 25-44. MUSIC: Rock 'n Roll featuring classic hits from mid 60's-mid 70's with touch of Gold from late 50's. NEWS: local dept; drivetime traffic reports; wknd sports updates. Contact Representative for further details. Rec'd 12/27/83.

1. **PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Gene Boivin.
 General Sales Manager—Paul Jacobs.
 Program Director—Dennis Anderson.
2. **REPRESENTATIVES**
 Major Market Radio Sales.

3. **FACILITIES**
 5,000 w.; 570 khz. Directional—separate patterns day and night. Stereo.
 Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
 15/0.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h.
 Basic Rates: 20b, 22b, 23a.
 Contracts: 40c, 41, 42d, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 62b, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 FM facilities: KZEVI (FM).
 Affiliated with CBS RADIORADIO.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

KSCS (FM)

1948
FORT WORTH

EASTMAN RADIO, INC.



(This is a paid duplicate of the listing under Fort Worth, Texas.)

Media Code 4 245 3380 0.00 Mid 014329-000
 Capital Cities Communications, Inc.
 One Broadcast Hill, Fort Worth, TX 76103. Phone 817-429-2330.

PROGRAMMING DESCRIPTION

KSCS (FM): MUSIC: Continuous Country w/mphasis on current top hits & music of past 7 yrs presented in uninterrupted sweeps minimum 3-in-row. Live PERSONALITIES handle all segments. COMMERCIAL POLICY: max of 8 commercial units per hr. Contact Representative for further details. Rec'd 1/30/85.

1. **PERSONNEL**
 Vice-President—Warren Potash.
 General Sales Manager—Susie August.
 National Sales Manager—Karen Foley.
2. **REPRESENTATIVES**
 Eastman Radio, Inc.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,680 ft. above average terrain.
4. **AGENCY COMMISSION**
 15/0; 10th of following month.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10c, 11c, 12h, 14b.
 Basic Rates: 20b, 21b, 23a, 24c, 25a.
 Contracts: 40a, 41, 45, 46, 47a, 50.
 Comb.; Cont. Discounts: 60a, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 82.
 AM facilities: WBAP.
 Affiliated with Eastman Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station. (D)

KSKY

1941
DALLAS



Media Code 4 245 2400 7.00 Mid 014277-000
 Sky Broadcasting Corp.
 2727 Inwood Rd., Dallas, TX 75235. Phone 214-352-3975.
 1 min rate 1x: 15.00.

KSSA

1922
FORT WORTH

Mid 014324-000

See listing under city of license.

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

KTXQ (FM)1947
FORT WORTH**Crystal Radio**

(This is a paid duplicate of the listing under Fort Worth, Texas.)

Media Code 4 245 3391 7.00 Mid 014331-000
KTXQ, Inc.
4131 N. Central Expy., Dallas, TX 75204. Phone 214-528-5500.**PROGRAMMING DESCRIPTION**

KTXQ (FM) Programmed for adults & young adults. MUSIC: AOR. Live PERSONALITIES handle all segments. NEWS: 1x hrly in am drive. COMMERCIAL POLICY: max 9-min, 9 units per hr. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clint Culp.
General Sales Manager—Tim Cochran.
Operations Director—Ted Utz.
- REPRESENTATIVES**
Crystal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,420 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28b, 29a, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47b, 48, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 60k, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Rock Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have temporarily been withdrawn by station. (D)

KVIL1960
HIGHLAND PARK
KVIL-FM1961
HIGHLAND PARK-DALLAS**BLAIR RADIO**Media Code 4 245 2425 4.00 Mid 014278-000
Blair Broadcasting of Texas, Inc.
5307 E. Mockingbird Lane, Suite 500, Dallas, TX 75206.
Phone 214-826-7900.**PROGRAMMING DESCRIPTION**

KVIL: Personality-Modern MOR. MUSIC: Pop Standard including current singles, albums & standards with young adult appeal; AIR PERSONALITY emphasis. NEWS: 2 mobile units; AP: 5 man local news staff; helicopter reports. COMMERCIAL POLICY: 14 commercial min per hr. Contact Representative for further details. Rec'd 11/28/83.

- PERSONNEL**
President—James C. Hilliard.
Vice-Pres. & Gen'l Mgr.—David L. Spence.
Vice-Pres. & Gen'l Sales Mgr.—Jerry Bobo.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
1,000 w. days; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Simulcast 6-10 am & 3-7 pm.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATESNo. 19 Eff 3/1/85—Rec'd 1/28/85.
AAAA—Mon thru Fri 5-10 am; Sat 8 am-3 pm.
AAA—Mon thru Sat 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-8 am.
A—Mon thru Sun 8 pm-midnight.
Sunday—10 am-8 pm.

- SPOT ANNOUNCEMENTS**
1 MINUTE/30 SECONDS
GRID: I II III IV GRID: I II III IV
AAAA ... 775 700 625 550 A 120 110 100 90
AAA ... 380 350 330 300 SUN 190 170 ... 90
AA 350 325 300 275
- PACKAGE PLANS**
TAP—1/3AAA, 1/3AA, 1/3A
GRID: I II III IV
1 min/30 sec 265 255 240 230

BTA—SAT, SUN, MON 6 AM-MIDNIGHT

GRID: I II III
1 min/30 sec 275 250 220
*ADP—MON THRU SAT 5 AM-NOON, 1/4AAAA, 1/4AAA, 1/4AA, 1/4AGRID: I II III IV
1 min/30 sec 390 360 330 300
(* Per wk, 8 spots min, 24 spots max.

- PARTICIPATING PROGRAMS**
Ron Chapman Show—6-9 am, 1200.00.
- SPECIAL FEATURES**
TRAFFIC/HELICOPTER

GRID: I II III IV
10 sec 350 325 300 300 275 250**KZEW (FM)**1965
DALLAS**MAJOR MARKET RADIO SALES**Media Code 4 245 2438 7.00 Mid 014279-000
Belo Broadcasting Corp.
Communications Center, Dallas, TX 75202. Phone 214-749-9898. TWX: 910-861-4583.**PROGRAMMING DESCRIPTION**

KZEW (FM) Album oriented rock, uninterrupted sets. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 1/31/77.

- PERSONNEL**
Vice-President/Radio—Jay Hoker.
Vice Pres. & Gen'l Mgr.—Gene Boivin.
General Sales Manager—Paul Jacobs.
- REPRESENTATIVES**
Major Market Radio Sales.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,680 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KRQX.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBAP1922
FORT WORTH**EASTMAN RADIO, INC.**Media Code 4 245 3450 1.00 Mid 014334-000
Capital Cities Communications, Inc.
One Broadcast Hill, Fort Worth, TX 76103. Phone 817-429-2330.**PROGRAMMING DESCRIPTION**

WBAP: Adult programming for general mass appeal. MUSIC: Modern/Country featuring AIR PERSONALITIES, live guest interviews. NEWS: network & local at :60, plus :30 in drive time; 10-min blocks at 6, 7, 8 am; 30 min at noon; 5 min at 4, 4:30, 5 & 5:30 pm; network; Paul Harvey at 7:30 am, 12:10 pm & 5:55 pm; expanded weather reports at 6:10, 7:10, 8:10 am, 12:30, 3:50, 4:50 & 5:50 pm.; traffic reports; weather sta. with 3 meteorologists. SPORTS: play-by-play major league baseball & pro basketball, college basketball & football; golf tournament reports; expanded sports reports at 6:20, 6:50, 7:20, 7:50, 8:20 & 8:50 am; sports updates at 9:20, 10:20, 11:20 am, 1:20, 2:20, 3:20, 4:20 & 5:30 pm; sports talk show M-Sun 6-7:30 pm; live remotes on wknds. FARM: 5-6:30 am & Noontime Report; high school & pro rodeo reports. COMMERCIAL POLICY: 14 units per hr. Contact Representative for further details. Rec'd 8/25/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Warren Potash.
General Sales Manager—Joan Kessler.
National Sales Manager—Karen Foley.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w.; 820 khz. Clear channel. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12h, 14b.
Basic Rates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KSCS (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(D)

WRR (FM)1948
DALLASMedia Code 4 245 2488 2.00 Mid 014281-000
City of Dallas
WRR Bldg., Fair Park Station, Dallas, TX 75226. Phone 214-670-8888.**PROGRAMMING DESCRIPTION**

WRR (FM): MUSIC: Classical; symphonies 8 pm; opera Sat PM & Sun night. NEWS: reports; weather & sports summaries; Wall Street Journal reports throughout day; arts review in AM/PM drive; Associated Press. Contact Representative for further details. Rec'd 3/28/84.

- PERSONNEL**
General Manager—Maurice Loewenthal.
General Sales Manager—Linda Weaver.
Operations Director—Steve Sileo.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 100,000 (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 20b, 21b, 22b, 29a.
Contracts: 40a, 41, 44b, 46.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Concert Music Network.
Affiliated with The Wall Street Journal Radio Network.

TIME RATESEff—Rec'd 2/16/84.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
1 min — 30 sec —
PER WK: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
AA 100 90 80 80 72 64
A 85 75 65 68 60 52

- PACKAGE PLANS**
TAP—50%AA, 50%A
PER WK: 12 ti 18 ti PER WK: 12 ti 18 ti
1 min 80 70 30 sec 64 56

DecaturWise County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**KWCS (FM)**1982
BRIDGEPORT

See listing under city of license. Mid 034871-000

Del RioVal Verde County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.**KDLK**1946
DEL RIOMedia Code 4 245 2525 1.00 Mid 014282-000
Forum Broadcasting, Inc.
Box 1489, 402 E. 4th St., Del Rio, TX 78840. Phone 512-775-9583.

- REPRESENTATIVES**
Riley Representatives.
1 min rate 1x: 8.25.

KLKE (FM)1966
DEL RIOMedia Code 4 245 2530 1.00 Mid 014283-000
Forum Broadcasting, Inc.
Box 1489, 402 E. 4th St., Del Rio, TX 78840. Phone 512-775-9583.
1 min rate 1x: 7.25.**KWMC**1967
DEL RIOMedia Code 4 245 2535 0.00 Mid 014284-000
Val Verde Broadcasting, Inc.
903 E. Cortinas St., Box 1505, Del Rio, TX 78840. Phone 512-775-3544.**PROGRAMMING DESCRIPTION**

KWMC: C & W adult oriented 5:30 am-6 pm; Spanish 6 pm-12M. Contact Representative for further details. Rec'd 1/7/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—Don Funkhouser.
Local Sales Manager—Jeane Funkhouser.
- REPRESENTATIVES**
Frederick W. Smith.
Southwest—Paul Miller & Company.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATESEff 7/1/83—Rec'd 6/21/83.
SPOT ANNOUNCEMENTS
PER WK: 1 ti 5 ti 10 ti 20 ti 25 ti
Drive 12.50 12.00 11.50 11.00 10.50
ROS 10.00 9.50 9.00 8.50 8.00**Denison**Grayson County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.**See Sherman**
(including Denison)**Denton**Denton County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**KDNT**1938
DENTONMedia Code 4 245 2625 9.00 Mid 014285-000
KDNT Radio, Inc.
1440 Wheeler Dr., Denton, TX 76201. Phone 817-382-2552, Dallas/Ft.Worth, Phone, 430-3242.
1 min rate 1x: 23.50.**KTKS (FM)**(formerly KIXX (FM))
1947
DENTONMedia Code 4 245 2626 7.00 Mid 014286-000
ABC Radio Dallas, Inc.
8235 Douglas, Suite 300, Dallas, TX 75225. Phone 214-739-5000.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

DibollAngelina County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**KIPR**

DIBOLL

Media Code 4 245 2644 0.00 Mid 033167-000
KIPR Associates
Box 588, Lufkin, TX 75901. Phone 409-634-5596.**PROGRAMMING DESCRIPTION**

KIPR: Programmed for blacks. Contact Representative for further details. Rec'd 2/26/84.

- PERSONNEL**
General Manager—Hal J. Davis.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1260 khz.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.

TIME RATESEff—Rec'd 2/26/84.
SPOT ANNOUNCEMENTS
PER WK: 5 ti 10 ti 20 ti 40 ti
30 sec 40 70 100 160
PER MO: 20 ti 40 ti 80 ti 160 ti
30 sec 140 260 460 800
1-min: extra 20%.

(SMD)

TEXAS

Diboll—cont

KIPR-FM

1960
DIBOLL



Media Code 4 245 2650 7.00 Mid 014287-000
KIPR Associates,
Box 588, Lufkin, TX 75901. Phone 409-634-5596.

PROGRAMMING DESCRIPTION

KIPR-FM: MUSIC: Adult Contemporary. NEWS: AP audio.
Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
General Manager—Hal J. Davis.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
FM-ERP 50,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES	
Eff	Rec'd 2/26/84.

6. SPOT ANNOUNCEMENTS

BTA	
30 DAYS:	25 tl 50 tl 75 tl 100 tl 150 tl
30 sec	187.50 350.00 487.50 600.00 855.00
30 DAYS:	200 tl
30 sec	1000.00
1 min. Extra 30%.	

9. PARTICIPATING PROGRAMS

DON STEED SHOW—MON THRU FRI 6-10 AM	
PER WK:	5 tl 10 tl 15 tl 20 tl
Ea	67.50 130.00 187.50 180.00

(SMD/D)

Dimmitt

Castro County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KDHN

1963
DIMMITT

See SRDS Spot Radio Small Markets Edition. Mid 014289-000

Dumas

Moore County—Map Location B-2
See SRDS Consumer market map and data at beginning of the state.

KDDD

1947
DUMAS

See SRDS Spot Radio Small Markets Edition. Mid 014290-000

KMRE (FM)

1960
DUMAS

See SRDS Spot Radio Small Markets Edition. Mid 014291-000

Eagle Pass

Maverick County—Map Location C-8
See SRDS Consumer market map and data at beginning of the state.

KEPS

1957
EAGLE PASS

See SRDS Spot Radio Small Markets Edition. Mid 014292-000

KINL (FM)

1971
EAGLE PASS

See SRDS Spot Radio Small Markets Edition. Mid 014293-000

Eastland

Eastland County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KEAS

1953
EASTLAND

See SRDS Spot Radio Small Markets Edition. Mid 014294-000

KVMX-FM

EASTLAND

See SRDS Spot Radio Small Markets Edition. Mid 018056-000

Edinburg

Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen-

McAllen
(Including Edinburg, Mercedes, Mission,
Weslaco)

El Campo

Wharton County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KULP

1948
EL CAMPO

See SRDS Spot Radio Small Markets Edition. Mid 014295-000

KXGC-FM

1968
EL CAMPO

See SRDS Spot Radio Small Markets Edition. Mid 014296-000

El Paso

El Paso County—Map Location A-10
See SRDS Consumer market map and data at beginning of the state.

KALY

(formerly KSET)
1947
EL PASO



Media Code 4 245 2882 6.00 Mid 014310-000
Continental Broadcasting Corp. of Texas, Inc.
4180 N. Mesa, El Paso, TX 79902. Phone 915-532-2019.

PROGRAMMING DESCRIPTION

KALY: Contemporary Spanish music/news/features format. NEWS: daily at :55 hrly. SPORTS: Mon thru Sun 6:25 am & 5:25 pm. COMMERCIAL POLICY: 4 breaks per hr. Contact Representative for further details. Rec'd 1/31/85.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Chris Nevil.
Operations Manager—Juan Antonio Garces.
Chief Engineer—Curt Hemming.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.

3. FACILITIES
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 24a, 25b, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60k, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KSET-FM.

TIME RATES

KAMA

1972
EL PASO

EASTMAN RADIO, INC.

CABALLERO
SPANISH RADIO



Media Code 4 245 2888 3.00 Mid 014297-000
El Paso County Broadcasting Company, Inc.
4150 Pinnacle St., El Paso, TX 79902. Phone 915-544-7600.

PROGRAMMING DESCRIPTION

KAMA: Programmed 100% in Spanish for adults & young adults. MUSIC: Mex-Tex. AIR PERSONALITIES handle all segments. NEWS: local, reg'l, nat'l & internat'l at :60 via AP wire service & local staff. Weather, sports & specials. Community affairs. Contact Representative for details. Rec'd 5/9/77.

1. PERSONNEL

General Manager—John B. Frankhouser, Jr.
General Sales Manager—Jack R. McVeigh, Jr.
Program Director—Ernie Quinones.

2. REPRESENTATIVES
Eastman Radio, Inc.
Caballero Spanish Media, Inc.

3. FACILITIES
10,000 w. days; 1060 khz. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KAMZ (FM).
Affiliated with Eastman Radio Network.
Affiliated with Caballero Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

KAMA/KAMZ (FM) COMBINATION

No. 10 Eff 8/20/84—Rec'd 8/22/84.

AAA—Mon thru Sat 5-10 am; Sat 10 am-2 pm.
AA—Mon thru Fri 10 am-2 pm; Sun 5 am-7 pm.
A—Mon thru Sat 2-7 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	30 sec
AAA AA A AAA AA A	110 105 100	94 89 85
I	100 95 90	85 81 77
II	90 85 80	77 72 68
IV	80 75 70	68 64 60

KAMA only: Deduct 30% from KAMA/KAMZ (FM) combination.

KAMZ (FM)

1975
EL PASO

EASTMAN RADIO, INC.



Media Code 4 245 2889 1.00 Mid 014298-000
El Paso County Broadcasting Co., Inc.
4150 Pinnacle St., El Paso, TX 79902. Phone 915-544-7600.

PROGRAMMING DESCRIPTION

KAMZ (FM): Programmed for adults & young adults.
MUSIC: Current hits, incl album cuts & singles, along with Oldies selected for mass appeal to adults 18-54; AIR PERSONALITIES handle all segments with regularly scheduled contests. NEWS: local & wire service reports 6-9 am. SPORTS: local & wire service reports 6-9 am. COMMERCIAL POLICY: 8 min/11 units maximum per hr. Contact Representative for further details. Rec'd 10/20/83.

1. PERSONNEL
General Manager—John B. Frankhouser.
National Sales Manager—Jack R. McVeigh, Jr.
General Sales Manager—Robert Payton.

2. REPRESENTATIVES
Eastman Radio, Inc.
Caballero Spanish Media, Inc.

3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 93.1 mhz.
Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,190 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: KAMA.
Affiliated with Eastman Radio Network.
Affiliated with Caballero Radio Network.
Sold in combination with KAMA. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 Eff 8/20/84—Rec'd 8/22/84.

6. SPOT ANNOUNCEMENTS

MON THRU SUN 7 PM-MIDNIGHT	
GRID:	I II III IV
1 min	50 45 40 35 30 sec
Deduct 30% from KAMA/KAMZ (FM) combination.	

KELP

1959
EL PASO

Media Code 4 245 2899 0.00 Mid 014306-000
McClatchey Broadcasting
5300 El Paso Drive, El Paso, TX 79905. Phone 915-779-0016.
Rates have been temporarily withdrawn by station.

KEZB (FM)

1975
EL PASO



Media Code 4 245 2909 7.00 Mid 014300-000
KEZB, El Paso, Inc.
2501 North Mesa, El Paso, TX 79925. Phone 915-533-9400.

2. REPRESENTATIVES
Christal Radio.

Rates have been temporarily withdrawn by station.

KFIM (FM)

1978
EL PASO

Media Code 4 245 2918 8.00 Mid 014301-000
92 KFIM Inc.
5411 N. Mesa, Suite 31-C, El Paso, TX 79912. Phone 915-581-6663.

2. REPRESENTATIVES
McGavren Guild Radio.

Rates have been temporarily withdrawn by station.

KGRT

1955
LAS CRUCES, NM

Mid 012179-000

See listing under city of license.

KHEY

947
EL PASO



Katz Radio

Country



Media Code 4 245 2925 3.00 Mid 014302-000
KHEY Inc.
2419 N. Piedras, El Paso, TX 79930. Phone 915-566-9301.

PROGRAMMING DESCRIPTION

KHEY: MUSIC: Country. NEWS: network & local. SPORTS: college football, horse races & other sports. FARM: director reports 5:15-6:15 am, farm calendar of local events, local farm news, national market summary, regional weather report, guest speakers, local county agents. Market summary 12:25-12:30 pm. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim R. Phillips.
Vice-Pres. & Nat'l Sales Mgr.—Gary R. Ackers.
Operations Director—Charlie Russell.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
10,000 w.; 690 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a.
Prod. Services: 82.
Affiliated with Katz Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AM/FM COMBINATION

No. 13 Eff 8/1/84—Rec'd 8/1/84.

AAA—Mon thru Sat 5:30-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm & 8 pm-midnight; Sun 5:30 am-midnight.

6. SPOT ANNOUNCEMENTS

AAA AA	
1 min	125 115 30 sec 105 95

Deduct 5.00 from 1-min, 4.00 from 30-sec AM/FM combination.

10. SPECIAL FEATURES
Farm—Flat 60.00.

(CP)

KHEY-FM1973
EL PASO**Katz Radio****Country**Media Code 4 245 2938 6.00 Mid 014303-000
KHEY, Inc.
2419 N. Piedras, El Paso, TX 79930. Phone 915-566-9301.**PROGRAMMING DESCRIPTION**

KHEY-FM: Programmed for adults. MUSIC: country. AIR PERSONALITIES handle all segments. NEWS: local, reg'l, nat'l & internat'l. Music specials. Contact Representative for further details. Rec'd 3/2/81.

- PERSONNEL**
Operations Manager—Charlie Russell.
Program Director—Bob Young.
 - REPRESENTATIVES**
Katz Radio.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,388 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15e.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Sold in combination with KHEY. See that listing.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Deduct 5.00 from 1-min, 4.00 from 30-sec AM/FM combination.

KISO1958
EL PASOMedia Code 4 245 2975 8.00 Mid 014305-000
Jalapeno Broadcasting, Inc.
444 Executive Center Blvd., El Paso, TX 79902. Phone 915-533-3404.
Rates have been temporarily withdrawn by station.**KLAQ (FM)**1978
EL PASOMedia Code 4 245 2982 4.00 Mid 014307-000
Rex Broadcasting Corp.
4141 Pinnacle, Suite 120, El Paso, TX 79902. Phone 915-544-8864.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KLOZ (FM)1968
EL PASOMedia Code 4 245 2990 7.00 Mid 014308-000
Jalapeno Broadcasting, Inc.
444 Executive Center Blvd., El Paso, TX 79902. Phone 915-533-3404.

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

KROD1940
EL PASOMedia Code 4 245 3025 1.00 Mid 014309-000
Rex Broadcasting Corp.
Suite 120, 4141 Pinnacle, El Paso, TX 79902. Phone 915-544-8864.

- REPRESENTATIVES**
Hillier, Newmark & Wechsler Radio Sales, Inc.
Rates have been temporarily withdrawn by station.

KSET-FM1958
EL PASO**Torbet Radio**Media Code 4 245 3051 7.00 Mid 014311-000
Dunn Broadcasting
4180 N. Mesa, KSET Bldg., El Paso, TX 79902. Phone 915-532-4979.**PROGRAMMING DESCRIPTION**

KSET-FM: Programmed for adults. MUSIC: Top 40; Hits. COMMERCIAL POLICY: 15 min separation between competitors. Contact Representative for further details. Rec'd 9/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Berkley Fraser.
Sales Manager—Dianne DeArmond.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
ERP 61,000 w. (horiz.), 61,000 w. (vert.); 94.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 940 ft. above average terrain.
 - AGENCY COMMISSION**
15% time only.
 - GENERAL ADVERTISING See coded regulations**
General: 1a, 2b, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 24a, 24b, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60k, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KALY.
Affiliated with Supernet.
Affiliated with ABC Contemporary Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TIME RATES**KTSM**1929
EL PASO

HILLIER, NEWMARK, WECHSLER & HOWARD

News/Talk/SportsMedia Code 4 245 3075 6.00 Mid 014312-000
Tri-State Broadcasting Co., Inc.
801 N. Oregon, El Paso, TX 79902. Phone 915-532-5421, TWX, 910-964-1329.**PROGRAMMING DESCRIPTION**

KTSM: Network News & information thru-out day. AP audio. Network with emphasis on local news, weather, market reports, traffic & sports. Contact Representative for further details. Rec'd 9/17/77.

- PERSONNEL**
Pres. & Gen'l Mgr.—Karl O. Wyler.
Executive Vice President—Jack Rye.
Vice-Pres. & Gen'l Sls Mgr.—John Phelan.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
5,000 w. days, 500 w. nights; 1380 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14g, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.
Affiliated with ABC Talkradio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTSM-FM1962
EL PASOMedia Code 4 245 3076 4.00 Mid 014313-000
Tri-State Broadcasting Co., Inc.
801 N. Oregon St., El Paso, TX 79902. Phone 915-532-5421.**PROGRAMMING DESCRIPTION**

KTSM-FM: Programmed for adults. MUSIC: controlled mix spanning full spectrum from older selections to most current beautiful music. NEWS: local/nat'l & weather capsules at :60 & :30. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 4/30/79.

- PERSONNEL**
Pres. & Gen'l Mgr.—Karl O. Wyler.
Executive Vice President—Jack Rye.
Vice-Pres. & Gen'l Sls Mgr.—John Phelan.
 - REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
 - FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,820 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11a, 12a, 13a, 14g, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KYSR1947
EL PASOMedia Code 4 245 3103 6.00 Mid 014299-000
KYS Radio, Inc.
5710 Trowbridge, El Paso, TX 79925. Phone 915-779-6454.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KYSR-FM1969
EL PASOMedia Code 4 245 3110 1.00 Mid 014304-000
KYS Radio, Inc.
5710 Trowbridge, El Paso, TX 79925. Phone 915-779-6471.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

XEROK1936
CIUDAD JUAREZ, MEXICO**LOTUS ALBERTINI**
HISPANIC REPS(This is a paid listing.)
Media Code 4 245 3130 9.00 Mid 014314-000
United States Rights-Amerimex International
Suite 100, 1140 Airway Blvd., El Paso, TX 79925. Phone 915-778-9886, Telex 749-413, AMERIMEXEIP.**PROGRAMMING DESCRIPTION**

XEROK: 100% Spanish; programmed for Spanish-speaking adults 18-49. MUSIC: Tex-Mex & Internat'l. AIR PERSONALITIES, telephone requests, community-oriented announcements. Contact Representative for further details. Rec'd 7/23/84.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—John W. Doran.
Sales Manager—Mike Edwards.
 - REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
 - FACILITIES**
150,000 w.; 800 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
 - AGENCY COMMISSION**
15/0 on time; payable when rendered.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60a, 69c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Lotus-Albertini Spanish Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
No. 5 Eff 1/1/84—Rec'd 10/28/83.

7. PACKAGE PLANS

	WEEKLY—TAP				
	6 ti	12 ti	18 ti	24 ti	30 ti
30 sec	32	29	25	23	20
1 min	35	32	29	26	23
	ANNUAL BULK—TAP				
	400x	750x	1000x		
30 sec	24	21	18		
1 min	27	24	21		
10 sec: Ea 12.00.					
Fixed, extra 3.00.					
Rotates all dayparts 6 am-9 pm.					

(SO)

XEWG

1940

CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3148 1.00 Mid 014315-000
Amerimex International Media, Inc., dba XEWG
1140 Airway Blvd., Suite 100, El Paso, TX 79925. Phone 915-778-9886, Telex, 749-413, AMERIMEXEIP.
Mailing Address: Box 9112, El Paso, TX 79982.**PROGRAMMING DESCRIPTION**

XEWG: Programmed 100% in Spanish with heavy emphasis upon modern Latin music. Public service, weather and news capsules throughout day directed toward the Spanish speaking community. Air personnel handle all segments. COMMERCIALS translated free. Contact Representative for further details. Rec'd 7/20/67.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—John W. Doran.
Sales Manager—Mike Edwards.
 - REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
 - FACILITIES**
250 w.; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. MST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
Translation: copy to Spanish without charge.
Entire schedule broadcast in Spanish.
Affiliated with Lotus-Albertini Spanish Radio Network.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
No. 2 Eff 9/15/84—Rec'd 9/18/84.

7. PACKAGE PLANS

	TAP—ROTATING				
	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:	16	14	13	12	11
1 min	14	12	11	10	9
30 sec					
	BULK				
	400x	750x	1000x		
PER YR:	12	11	10		
30 sec	10	9	8		
1 min					
10 sec: Ea, 5.00.					
Fixed: Extra 1.00.					

(SO)

FairfieldFreestone County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**KNES (FM)**

FAIRFIELD

Mid 033906-000
See SRDS Spot Radio Small Markets Edition.**Falfurrias**Brooks County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.**KPSO**1953
FALFURRIASMid 014317-000
See SRDS Spot Radio Small Markets Edition.**KPSO-FM**1983
FALFURRIASMid 032654-000
See SRDS Spot Radio Small Markets Edition.**Farwell**Parmer County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.**KIJN**1958
FARWELLMid 014318-000
See SRDS Spot Radio Small Markets Edition.**KLZK (FM)**1984
FARWELLMid 034865-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

TEXAS

Floresville

Wilson County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KWCB (FM)

1977
FLORESVILLE

Mid 017926-000
See SRDS Spot Radio Small Markets Edition.

Floydada

Floyd County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KFBA

1951
FLOYDADA

Mid 014319-000
See SRDS Spot Radio Small Markets Edition.

Fort Stockton

Pecos County—Map Location A-6
See SRDS Consumer market map and data at beginning of the state.

KFST

1954
FORT STOCKTON

Mid 014320-000
See SRDS Spot Radio Small Markets Edition.

KPJH (FM)

1974
FORT STOCKTON

Mid 014321-000
See SRDS Spot Radio Small Markets Edition.

Fort Worth

(including Arlington)
Tarrant County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KEGL (FM)

1959
FORT WORTH



Media Code 4 245 3266 1.00 Mid 014322-000
KEGL Radio
One Xerox Ctr., St. 1400, 222 Las Calinas Blvd., Irving, TX 75039. Phone 817-869-9700.

PROGRAMMING DESCRIPTION

KEGL (FM): CHR/personality; American Top 40 Sat 8 am-noon. Contact Representative for further details. Rec'd 9/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Norman D. Rau.
General Sales Manager—Bill Knobler.
Program Director—Randy Brown.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 98,000 w. (horiz.), 98,000 w. (vert.); 97.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,460 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Cancellation: 70e, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

KESS (FM)

1964
FORT WORTH



Media Code 4 245 3276 0.00 Mid 014323-000
Latin American Broadcasting Corp.
661 Seminary South, Box 6195, Ft. Worth, TX 76115.
Phone 817-429-1037.

Dallas Office.
One Empire Square, 1140 Empire Central, Suite 320,
Dallas, TX 75247.

PROGRAMMING DESCRIPTION

KESS (FM): Formatted to reach Spanish metroplex audience. MUSIC: Spanish Adult Contemporary, NEWS: & public affairs, full-time bilingual staff. FEATURES: Novellas, comedy programs, special talk shows & variety programming; Spanish nostalgia music 12M-5 am M-F. SPORTS: Dallas Cowboys. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
President—Marcos A. Rodriguez, Sr.
National Sales Manager—Mike Bradley.
Sales Manager—Dennis Roberts.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1585 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 28c.
Contracts: 40a, 41, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70e, 71a, 72, 73a.
Affiliated with Caballero Radio Network.
Member: TSN Spanish Information Service.

TIME RATES

Eff 1/1/81—Rec'd 6/15/82.

- SPOT ANNOUNCEMENTS**
PER WK: - 1 min - 30 sec
12 ti 18 ti 12 ti 18 ti
Ea 78 76 63 61

(D)

KFJZ

1946
FORT WORTH



Media Code 4 245 3350 3.00 Mid 014325-000
KFJZ Broadcasting, Inc.
2214 E. 4th St., Box 7321, Fort Worth, TX 76111. Phone
817-336-7175, Dallas, 214-429-1630.
1 min rate 1x: 100.00.



KNOK-FM

1946
FORT WORTH

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 245 3376 8.00 Mid 014327-000
EGG Dallas Broadcasting, Inc.
Box 7116, 3601 Kimbo Rd., Fort Worth, TX 76111. Phone
817-831-1278.
205 The Quadrangle, 2800 Routh St., Dallas, TX
75201. Phone 214-748-5501.



- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William Curtis Chatman.
Sales Manager—Jack Howard.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 445 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
Rate Protection: 60 days.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
AM facilities: KSAX.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D) (A)

KPLX (FM)

1962
FORT WORTH

A Susquehanna Station

Republic Radio



Media Code 4 245 3377 6.00 Mid 014328-000
Radio Metroplex Inc.
411 Ryan Plaza Dr., Arlington, TX 76011. Phone 817-461-0995.



PROGRAMMING DESCRIPTION

KPLX (FM): MUSIC: Modern Country; live AIR PERSONALITIES present mix of top Current Hits & best of past hits. NEWS: at :60 & :30 in drive; weather, air traffic & sports reports. FEATURES: audience participation, on-air contests, prize van. Rec'd 5/8/84.

- PERSONNEL**
Sr. Vice-Pres./Radio Div.—Arthur W. Carlson.
Station Manager—Dan Halyburton.
General Sales Manager—Nancy Vaeth.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,680 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b.
Contracts: 40c, 41, 42a, 42b, 44b, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KLIF, Dallas.
Sold in combination with KLIF, Dallas. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Individual rates not available; must be purchased in combination.

(CR)

KSAX

1946
FORT WORTH



Media Code 4 245 3378 4.00 Mid 014326-000
EGG Dallas Broadcasting, Inc.
Box 7116, 3601 Kimbo Rd., Fort Worth, TX 76111. Phone
817-831-1278.
Dallas Office.
205 The Quadrangle, 2800 Routh St., Dallas, TX 75201.
Phone 214-748-5501.



KSAX: MUSIC: Jazz. Contact Representative for further details. Rec'd 2/7/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—William Curtis Chatman.
Sales Manager—Jack Howard.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days; 970 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
Rate Protection: 60 days.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KNOK-FM.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KSCS (FM)

1948
FORT WORTH

EASTMAN RADIO, INC.



Media Code 4 245 3380 0.00 Mid 014329-000
Capital Cities Communications, Inc.
One Broadcast Hill, Fort Worth, TX 76103. Phone 817-429-2330.



PROGRAMMING DESCRIPTION

KSCS (FM): MUSIC: Continuous Country w/mphasis on current top hits & music of past 7 yrs presented in uninterrupted sweeps minimum 3-in-row. Live PERSONALITIES handle all segments. COMMERCIAL POLICY: max of 8 commercial units per hr. Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
Vice-President—Warren Potash.
General Sales Manager—Susie August.
National Sales Manager—Karen Foley.

- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,680 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12h, 14b.
Basic Rates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WBAP.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(D)

KSSA



1922
FORT WORTH

CABALLERO SPANISH RADIO



Media Code 4 245 3393 3.00 Mid 014324-000
Founders Broadcasting of DFW, Inc.
100 N. Central Expwy., Dallas, TX 75201. Phone 817-939-0822.
Mailing Address: Box 1270, Dallas, TX 75221.



PROGRAMMING DESCRIPTION

KSSA: 100% Spanish language; mass appeal. MUSIC: emphasis on variety of international flavor; entertainment. NEWS: local, reg'l & nat'l; international Mexico City Service; traffic reports; weather; 24-hr telephone request lines. Contact Representative for further details. Rec'd 10/11/83.

- PERSONNEL**
President—John Teeger.
General Manager—Carlos Aguirre.
Sales Manager—John Lohmann.
- REPRESENTATIVES**
Caballero Spanish Media, Inc.
- FACILITIES**
5,000 w.; 1270 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; payable within 15 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 24a, 25a, 28c.
Contracts: 40c, 41.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70e, 71a, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Caballero Radio Network.

TIME RATES

Eff 10/11/84.

- SPOT ANNOUNCEMENTS**
GRID: I II III IV
1 min 72 66 60 55 30 sec 57 52 47 42

- SPECIAL FEATURES**
Special Features—Extra 50%.

(CR)

KTXQ (FM)

1947
FORT WORTH



Christal Radio



Media Code 4 245 3391 7.00 Mid 014331-000
KTXQ, Inc.
4131 N. Central Expwy., Dallas, TX 75204. Phone 214-528-5500.



PROGRAMMING DESCRIPTION

KTXQ (FM): Programmed for adults & young adults. MUSIC: AOR. Live PERSONALITIES handle all segments. NEWS: 1x hrly in am drive. COMMERCIAL POLICY: max 9-min, 9 units per hr. Contact Representative for further details. Rec'd 6/4/82.

- PERSONNEL**
Pres. & Gen'l Mgr.—Clint Culp.
General Sales Manager—Tim Cochran.
Operations Director—Ted Utz.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,420 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b,
 24c, 25a, 27, 28b, 29a, 30, 33d.
 Contracts: 40a, 41, 44b, 45, 46, 47b, 48, 51b.
 Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 60k, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Rock Radio Network.
 Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have temporarily been withdrawn by station.

KUQQ

1946
 FORT WORTH

Media Code 4 245 3396 6.00 Mid 014330-000
 SGM Broadcasting Co., Inc.
 616 One Tandy Center, Fort Worth, TX 76102. Phone
 817-336-1540.

2. REPRESENTATIVES
 Lotus-Albertini Hispanic Reps.
 1 min rate 1x: 60.00.

KWJS (FM)

1949
 ARLINGTON

Media Code 4 245 3402 2.00 Mid 014332-000
 Sonlife Radio Corp.
 2216 S. Cooper, Arlington, TX 76013. Phone 817-265-
 3101.

2. REPRESENTATIVES
 Radio Spot Sales, Inc.
 1 min rate 1x: 32.00.

KXOL

1946
 FORT WORTH



A T.E.T.C.O. Station

Media Code 4 245 3425 3.00 Mid 014333-000
 KXOL Metro Broadcasting Co.
 Box 2287, 1705 W. 7th St., Fort Worth, TX 76101. Phone
 817-335-4841.

Rates have been temporarily withdrawn by station.

WBAP

1922
 FORT WORTH



EASTMAN RADIO, INC.



Media Code 4 245 3450 1.00 Mid 014334-000
 Capital Cities Communications, Inc.
 One Broadcast Hill, Fort Worth, TX 76103. Phone 817-
 429-2330.

PROGRAMMING DESCRIPTION

WBAP: Adult programming for general mass appeal.
 MUSIC: Modern/Country featuring AIR PERSONALITIES,
 live guest interviews. NEWS: network & local at :60, plus
 :30 in drive time; 10-min blocks at 6, 7, 8 am; 30 min at
 noon; 5 min at 4, 4:30, 5 & 5:30 pm; network; Paul Harvey
 at 7:30 am, 12:10 pm & 5:55 pm; expanded weather re-
 ports at 6:10, 7:10, 8:10 am, 12:30, 3:50, 4:50 & 5:50 pm;
 traffic reports; weather sta. with 3 meteorologists.
 SPORTS: play-by-play major league baseball & pro bas-
 ketball, college basketball & football; golf tournament re-
 ports; expanded sports reports at 6:20, 6:50, 7:20, 7:50,
 8:20 & 8:50 am; sports updates at 9:20, 10:20, 11:20 am,
 1:20, 2:20, 3:20, 4:20 & 5:30 pm; sports talk show M-Sun
 6-7:30 pm; live remotes on wknds. FARM: 5-6:30 am &
 Noontime Report; high school & pro rodeo reports.
 COMMERCIAL POLICY: 14 units per hr. Contact
 Representative for further details. Rec'd 8/25/83.

1. PERSONNEL
 Vice-Pres. & Gen'l Mgr.—Warren Potash.
 General Sales Manager—Joan Kessler.
 National Sales Manager—Karen Foley.

2. REPRESENTATIVES
 Eastman Radio, Inc.

3. FACILITIES
 50,000 w.; 820 khz. Clear channel. Non-directional.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
 15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10c, 11c, 12h, 14b.
 Basic Rates: 20b, 21b, 23a, 24c, 25a.
 Contracts: 40a, 41, 45, 46, 47a, 50.
 Comb.; Cont. Discounts: 60a, 60i, 62d.
 Cancellation: 70a, 70e, 71a, 72, 73a.
 Prod. Services: 80, 82.
 FM facilities: KSCS (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer
 Magazine and Agri-Media Rates and Data. (D)

Fredericksburg

Gillespie County—Map Location D-7
 See SRDS Consumer market map and data at beginning of
 the state.

KFAN (FM)

1971
 FREDERICKSBURG

Mid 028389-000
 See SRDS Spot Radio Small Markets Edition.

KNAF

1947
 FREDERICKSBURG

Mid 014335-000
 See SRDS Spot Radio Small Markets Edition.

Freeport

Brasoria County—Map Location G-8
 See SRDS Consumer market map and data at beginning of
 the state.

See Lake Jackson-Freeport

Gainesville

Cooke County—Map Location E-4
 See SRDS Consumer market map and data at beginning of
 the state.

KDNT-FM

1940
 GAINESVILLE

Mid 031701-000
 See SRDS Spot Radio Small Markets Edition.

KGAF

1947
 GAINESVILLE

Mid 014336-000
 See SRDS Spot Radio Small Markets Edition.

Galveston

Galveston County—Map Location G-7
 See SRDS Consumer market map and data at beginning of
 the state.

KGBC

1947
 GALVESTON

Media Code 4 245 3550 8.00 Mid 014338-000
 Harbor Broadcasting Co., Inc.
 Box 1138, Galveston, TX 77550. Phone 713-488-6482.

2. REPRESENTATIVES
 Savalli & Schutz, Inc.
 1 min rate 1x: 26.00.

KILE

1922
 GALVESTON

Media Code 4 245 3575 5.00 Mid 014339-000
 Galveston Radio, Inc.
 Box 1441, Galveston, TX 77553. Phone 409-762-8434.

PROGRAMMING DESCRIPTION

KILE: MUSIC: Adult contemporary. NEWS: Network and
 local news. Contact Representatives for further details.
 Rec'd 5/26/83.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Tom Wiseheart.
 Station Manager—Lou Miller.

2. REPRESENTATIVES
 Riley Representatives.

3. FACILITIES
 1,000 w.; 1400 khz. Non-directional.
 Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 27,
 29a, 30.
 Contracts: 40a, 42a, 44a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60i, 61c, 62b, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with ABC Contemporary Radio Network.
 Member: Texas State Network.

TIME RATES

No. 119 Eff 1/1/83—Rec'd 12/28/82.
 AA—Mon thru Sat 5:30-10 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	10 ti	20 ti	30 ti	
PER YR:	1x	250x	500x	750x
1 min	28.00	26.00	24.00	22.00
30 sec	22.40	20.80	19.20	17.60
PER WK:	CLASS A			
	10 ti	20 ti	30 ti	
1 min	26.00	24.00	22.00	20.00
30 sec	20.80	19.20	17.60	16.00

KXXK (FM)

1968
 GALVESTON
LOTUS ALBERTINI
 HISPANIC REPS

Media Code 4 245 3584 7.00 Mid 034048-000
 Marr Broadcasting Inc.
 5959 W. Loop South, Suite 444, Bellaire, TX 77401.
 Phone 713-669-9558.

PROGRAMMING DESCRIPTION

KXXK (FM): Programmed for adult Hispanics. MUSIC:
 Easy Listening; instrumental & vocal versions of interna-
 l Hispanic music. NEWS: daily at 7 am, noon & 5 pm.
 COMMERCIAL POLICY: maximum of 4 breaks per hr; 10
 min per hr. Contact Representative for further details.
 Rec'd 7/9/84.

1. PERSONNEL
 President—Miguel Benages.
 General Sales Manager—Cesar O. Arzayus.

2. REPRESENTATIVES
 Lotus Albertini Hispanic Reps.

3. FACILITIES
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.5 mhz.
 Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 740 ft. above average terrain.

4. AGENCY COMMISSION
 15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 21a, 25c, 28c, 29a.
 Comb.; Cont. Discounts: 60, 60f, 60j, 61a, 62d.
 Cancellation: 71a, 72, 73b.
 Prod Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station. (D)

Gatesville

Corvell County—Map Location E-6
 See SRDS Consumer market map and data at beginning of
 the state.

KPEP (FM)

1976
 GATESVILLE

Mid 014341-000
 See SRDS Spot Radio Small Markets Edition.

Georgetown

Williamson County—Map Location E-6
 See SRDS Consumer market map and data at beginning of
 the state.

KGTN

1962
 GEORGETOWN
KGTN-FM

1972
 GEORGETOWN

Mid 014342-000
 See SRDS Spot Radio Small Markets Edition.

Giddings

Lee County—Map Location F-7
 See SRDS Consumer market map and data at beginning of
 the state.

KGID (FM)

1984
 GIDDINGS

Mid 034126-000
 See SRDS Spot Radio Small Markets Edition.

Gilmer

Upshur County—Map Location G-4
 See SRDS Consumer market map and data at beginning of
 the state.

KHYM

1973
 GILMER

Mid 014343-000
 See SRDS Spot Radio Small Markets Edition.

KNIF (FM)

1980
 GILMER



Media Code 4 245 3618 3.00 Mid 014344-000
 Daniels Broadcasting, Inc.
 Box 838, Gilmer, TX 75644. Phone 214-797-2771.

PROGRAMMING DESCRIPTION

KNIF (FM): MUSIC: Contemporary Easy Listening; tradi-
 tional & contemporary vocal mixed w/today's easy in-
 strumentals. NEWS: state AP at :60. Contact
 Representative for further details. Rec'd 8/30/84.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Jack Daniels.

2. REPRESENTATIVES
 Paul Miller & Company.

3. FACILITIES
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
 15/0.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 Eff—Rec'd 10/25/83.

6. SPOT ANNOUNCEMENTS

Drive	EA		All other times	EA (SMD)(D)
	11.00	10.00		
11:00	11.00	10.00		

Gladewater

Gregg County—Map Location G-5
 Upshur County—Map Location G-4
 See SRDS Consumer market map and data at beginning of
 the state.

KEES

1949
 GLADEWATER

Mid 014345-000
 See SRDS Spot Radio Small Markets Edition.

Gonzales

Gonzales County—Map Location E-7
 See SRDS Consumer market map and data at beginning of
 the state.

KCTI

1947
 GONZALES

Mid 014346-000
 See SRDS Spot Radio Small Markets Edition.

Graham

Young County—Map Location D-4
 See SRDS Consumer market map and data at beginning of
 the state.

KSWA

1948
 GRAHAM

Mid 014347-000
 See SRDS Spot Radio Small Markets Edition.

KWKQ (FM)

1975
 GRAHAM

Mid 014348-000
 See SRDS Spot Radio Small Markets Edition.

Granbury

Hood County—Map Location E-5
 See SRDS Consumer market map and data at beginning of
 the state.

KPAR

1980
 GRANBURY

Mid 014349-000
 See SRDS Spot Radio Small Markets Edition.

Grand Prairie

Dallas County—Map Location F-5
 See SRDS Consumer market map and data at beginning of
 the state.

See Dallas
 (including Grand Prairie, Highland Park)

TEXAS

Greenville

Hunt County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KEMM (FM)

1981
COMMERCE



(This is a paid duplicate of the listing under Commerce, Texas.)

Media Code 4 245 1837 1.00 Mid 014242-000
KEMM Communications, Inc.
Box 1092, Commerce, TX 75428. Phone 214-886-3120.
Greenville Address:
Box 1292, Greenville, TX 75401. Phone 214-454-9245.

PROGRAMMING DESCRIPTION

KEMM (FM): Modern country. NEWS: Emphasis on local news & information. COMMERCIAL POLICY: 5 breaks per hr, 2 units per break. Contact Representative for further details. Rec'd 7/6/83.

1. PERSONNEL
General Manager—Jay Corbin.
Office Manager—Sue Corbin.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 6 Eff 7/15/84—Rec'd 6/25/84.
Drivetime—6-10 am or 3-7 pm.
BTA I—6 am-7 pm.
BTA II—5 am-midnight.

6. SPOT ANNOUNCEMENTS

	1 MINUTE							
	10 ti	20 ti	30 ti	40 ti	50 ti	100+		
PER WK:	10	20	30	40	50	100+		
PER MO:	30	45	60	75	90	150+		
PER YR:	100x	250x	500x	750x	1000x	1500		
DT	10.00	9.50	9.00	8.50	8.00	7.50		
BTA I	9.00	8.50	8.00	7.50	7.00	6.50		
BTA II	8.00	7.00	6.50	6.00	5.50	5.50		
	30 SECOND							
	10 ti	20 ti	30 ti	40 ti	50 ti	100+		
DT	9.00	8.50	8.00	7.50	7.00	6.50		
BTA I	8.00	7.50	7.00	6.50	6.00	6.00		
BTA II	7.00	6.00	5.50	5.00	4.50	4.50		

(SMD) (D)

KGVL

1946
GREENVILLE



Media Code 4 245 3700 9.00 Mid 014350-000
First Greenville Corporation
1517 Wolfe City Dr., Box 1015, Greenville, TX 75401.
Phone 214-455-1400.

PROGRAMMING DESCRIPTION

KGVL: Programmed for 25-54. MUSIC: musical memories. NEWS: local & network. FEATURES: community involvement; AIR PERSONALITIES. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
General Manager—J. W. Brauer,
Station Manager—Jim Hodo.

2. REPRESENTATIVES
Roslin Radio Sales.

3. FACILITIES
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KIKT (FM).

Affiliated with Satellite Music Network.
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES

No. 9 Eff 1/1/83—Rec'd 11/29/82.
AA—6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min								30 sec							
	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +
AA	12.00	11.50	11.00	10.50	9.75	9.25	8.75	8.25	11.25	10.75	10.25	9.75	9.00	8.75	8.25	7.75
A	11.25	10.75	10.25	9.75	9.00	8.75	8.25	7.75								

May be combined with KIKT (FM) for 25% discount.

(SMD)

KIKT (FM)

1978
GREENVILLE

Media Code 4 245 3706 6.00 Mid 014351-000
First Greenville Corporation
1517 Wolfe City Rd., Box 1015, Greenville, TX 75401.
Phone 214-454-3282.

PROGRAMMING DESCRIPTION

KIKT (FM): Programmed for 18-44. MUSIC: Modern Country. NEWS: local & national. FEATURES: community involvement, AIR PERSONALITIES. COMMERCIAL POLICY: 12 minutes per hr max. Contact Representative for further details. Rec'd 9/28/84.

1. PERSONNEL
General Manager—J. W. Brauer.
Station Manager—Jim Hodo.

2. REPRESENTATIVES
Roslin Radio Sales.

3. FACILITIES
ERP 3,000 w.; 93.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KGVL.
Affiliated with Satellite Music Network.

TIME RATES

No. 9 Eff 1/1/83—Rec'd 11/29/82.
AA—6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min								30 sec							
	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +	1 ti	12 ti	24 ti	48 +
AA	12.00	11.50	11.00	10.50	9.75	9.25	8.75	8.25	11.25	10.75	10.25	9.75	9.00	8.75	8.25	7.75
A	11.25	10.75	10.25	9.75	9.00	8.75	8.25	7.75								

May be combined with KGVL for 25% discount.

(SMD)

Groves

Jefferson County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

See Port Arthur (including Groves, Port Neches)

Hallettsville

Lavaca County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KRJH

1979
HALLETSVILLE

Mid 014352-000
See SRDS Spot Radio Small Markets Edition.

Hamilton

Hamilton County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KCLW

1948
HAMILTON

Mid 014353-000
See SRDS Spot Radio Small Markets Edition.

Harlingen

Cameron County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen- McAllen (including Edinburg, Mercedes, Mission, Weslaco)

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

(SMD)

Haskell

Haskell County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KVRP (FM)

1981
HASKELL



Media Code 4 245 3806 4.00 Mid 014357-000
Rolling Plains Broadcasting Corp.
1406 N. First, Box 773, Haskell, TX 79521. Phone 817-864-8505.

Abilene Sales Office, Phone 915-673-3671.

PROGRAMMING DESCRIPTION
KVRP (FM): Programmed for general interest. MUSIC: Modern Country w/AIR PERSONALITIES. NEWS: at :60. FARM: M-F at :25 6:25 am-2:25 pm & Sat at 6:25 am—variety of information incl AP Ag reports, opening AP commodities, opening & noon livestock & crop commodities, farm director reports & closing AP commodities. Contact Representative for further details. Rec'd 7/5/84.

1. PERSONNEL
Gen'l & Sales Mgr.—Gary Barrett.
Farm Director—John Wendeborn.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 529 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

Eff 5/1/82—Rec'd 6/11/82.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Sun thru Sat 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min								30 sec							
	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	
WK:	20	17	14	16	13	11										
AA	17	14	11	13	11	9										

10. SPECIAL FEATURES

AGRI-SERVICE
Farm Programming & Markets: Flat 1-min 29.00; 30-sec 24.00.

(SMD) (CP)

Hemphill

Sabine County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KAWS

1978
HEMPHILL

Mid 014358-000
See SRDS Spot Radio Small Markets Edition.

Henderson

Rusk County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KGRI

1947
HENDERSON
KGRI-FM

1965
HENDERSON

Mid 014359-000
See SRDS Spot Radio Small Markets Edition.

KWRD

1956
HENDERSON

Mid 014361-000
See SRDS Spot Radio Small Markets Edition.

Hereford

Deaf Smith County—Map Location A-2
See SRDS Consumer market map and data at beginning of the state.

KPAN

1948
HEREFORD
KPAN-FM

1965
HEREFORD

Mid 014362-000
See SRDS Spot Radio Small Markets Edition.

Highland Park

Dallas County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Dallas (including Grand Prairie, Highland Park)

Hillsboro

Hill County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KHBR

1948
HILLSBORO

Mid 014363-000
See SRDS Spot Radio Small Markets Edition.

KJNE (FM)

(formerly KHBR (FM))
1959
HILLSBORO



Media Code 4 245 3905 4.00 Mid 035394-000
KJNE, Inc.

114-A Gould, Hillsboro, TX 76645. Phone 817-582-2503.

PROGRAMMING DESCRIPTION
KJNE (FM): Programmed for general interest. MUSIC: Modern country with AIR PERSONALITIES M-Sat with Jane & Jay 6-10 am, Jack Owen 10 am-2 pm, Jack Church 2-7 pm, John Swan 7 pm-midnight & Earl Armstrong midnight-6 am. Contact Representative for further details. Rec'd 1/28/85.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Fletcher.
Manager—Jeff Pettiette.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP 100,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 494 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20a, 21b, 21a, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 62d.
Cancellation: 71b, 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 1 Eff 3/12/84—Rec'd 1/2/85.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAAAA	AAAA	AAA	AA
1 min	19	18	15	11
30 sec	15	14	13	9

Live spots by Jay & Jane, extra 3.00.

(SMD) (D)

Hondo

Medina County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KRME

1969
HONDO

Mid 014364-000
See SRDS Spot Radio Small Markets Edition.

Houston

(including Baytown, Pasadena)
Harris County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBUK

1947
BAYTOWN

Media Code 4 245 3934 4.00 Mid 014365-000
Gross Communications, Inc.
Box 419, 4638 Decker Dr., Baytown, TX 77520. Phone 713-424-5531.

2. REPRESENTATIVES
Riley Representatives.
1 min rate 1x: 20.00.

KCOH
1948
HOUSTON

Roslin Radio

NRBA

Media Code 4 245 3950 000 Mid 014366-000
KCOH, Inc.
5011 Alameda St., Houston, TX 77004. Phone 713-522-1001.

PROGRAMMING DESCRIPTION

KCOH: Programmed to black community with all black AIR PERSONALITIES. MUSIC: R & B, selected top pop, album cuts, play list of 40 singles with 10 extra; oldies, 2 per hr. total sound jingle package. NEWS: 3 local news persons team with major stories of local, nat'l & interna'l interest at :30; mobile units for local coverage; actualities on ea newscast. SPORTS: Ralph Cooper's Sports Show, last hour of broadcast day, Mon-Fri. RELIGION: gospel experience 2 hr/day, M-F, 6-8 am; special programs 6 am-5 pm Sun. FEATURES: talk programs, 3 hr M-F, 8-11 am; emphasis on community involvement. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

President—John B. Coleman.
Exec. Vice-Pres. & Gen'l Mgr.—Mike Petrizzo.
Operations Manager—Travis O. Gardner.

2. REPRESENTATIVES

Roslin Radio Sales.

3. FACILITIES

1,000 w.; 1430 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Sheridan Broadcasting Network.

TIME RATES

No. 16 Eff 1/1/85—Rec'd 1/8/85.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AAA	AA
PER WK:	12 ti 18 ti 24 ti	12 ti 18 ti 24 ti
1 min	60 58 56 53 51 49	51 49 47 48 44 41
30 sec	51 49 47 48 44 41	
10 sec: 50% of 1-min.		
Fixed position, extra 10%.		

7. PACKAGE PLANS

	TAP—1/2AAA, 1/2AA	ROS	ANNUAL ROS
PER WK:	12 ti 18 ti 24 ti	45 42 40	500x 750x 1200x
1 min	55 53 50	45 42 40	40 38 36
30 sec	45 42 40	44 41 39	38 36 34
1 min			
30 sec			
Minimum 5 days with equal distribution per day.			
10 sec: 50% of 1-min.			
Fixed position, extra 10%.			

10. SPECIAL FEATURES

Newscastrs—6 am-sign-off, ea 55.00.



KEYH
1974
HOUSTON

LOTUS
ALBERTINI
HISPANIC REPS

nab

NRBA

Media Code 4 245 3972 400 Mid 014368-000
Artline Broadcasting Co.
3130 Southwest Frwy., Houston, TX 77098. Phone 713-527-9240.

PROGRAMMING DESCRIPTION

KEYH: Programmed for Hispanic adults 18-49. MUSIC: Blend of Latin American & Spanish contemporary hits, MOR & oldies. PERSONALITIES handle all segments. NEWS: every hr at :30; AP English & Spanish wires; traffic reports; actualities on each newscast. Remote vehicle power originates programming & on spot coverage of major events & promotions in the community. ENTERTAINMENT: Community calendar; local & international sports; soccer play-by-play; Hispanic nat'l holiday observances. Contact Representative for further details. Rec'd 7/25/83.

1. PERSONNEL

President—David M. Best.
Executive Vice-President—David E. Armstrong.
General Sales Manager—Bea Thompson.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

10,000 w., 850 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 6, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60e, 60a, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rates include translation from English to Spanish.
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (A)

KFMK (FM)

1958
HOUSTON

Sekom radio
Broadcast Representatives

nab

NRBA

Media Code 4 245 3980 700 Mid 014369-000
First Media Corp.
6420 Richmond Ave., Suite 600, Houston, TX 77057.
Phone 713-978-7328.

PROGRAMMING DESCRIPTION

KFMK (FM): Programmed to 25-49 adults with emphasis on 25-34 audience. MUSIC: contemporary MOR. Emphasis on listener's involvement with contests, promotions. Contact Representative for further details. Rec'd 2/2/81.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Dan Mason.
General Sales Manager—David Meszaros.
Local Sales Manager—Mark McMillen.

2. REPRESENTATIVES

Sekom Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62a.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

No. 8 Eff 12/1/82—Rec'd 11/24/82.
AAA—Mon thru Sat 5-10 am; Mon thru Fri 3-8 pm; Sat & Sun 10 am-6 pm.
AA—Mon thru Fri 10 am-3 pm & 8 pm-1 am; Sat & Sun 6 pm-1 am.

6. SPOT ANNOUNCEMENTS

	- 1 min - 30 sec	- 1 min - 30 sec
GRID: AAA AA AAA AA	GRID: AAA AA AAA AA	
I 410 310 370 280	IV 275 210 250 190	
II 360 275 325 245	V 180 180 165	
III 315 240 285 220		

7. PACKAGE PLANS

	TAP—1/4AAA, 3/4AA	I	II	III	IV
GRID:		225	195	165	140
1 min		200	175	150	125
30 sec					

KFRD

1948
ROSENBERG-RICHMOND

Mid 014529-000

See listing under city of license.

ADVERTISEMENT

1948
ROSENBERG-RICHMOND
Fort Bend Broadcasting Co., P.O. Box 832, 1501 Radio Lane, Rosenberg, TX 77471. Phone: 713-342-6601, Houston, 772-1618.

PROGRAMMING DESCRIPTION

KFRD: English programming 6 am-noon, 6-10 am polkas, waltzes, classic country comedy; Lone Star farm & ranch program. 10 am-noon western swing & cowboy songs, agricultural market; 6, 7 & 8 am local news & sports. Spanish programming noon-sign-off. Currently popular Mexican music; local, network & UPI audio & wire service; sports. Rec'd 9/24/84.

1. PERSONNEL

Exec. Vice-Pres., Gen'l & Sls. Mgr.—George Thompson.
AM Program Director—Bud Smith.

3. FACILITIES

1,000w. days; 980 khz. Non-directional.
Operating schedule: 6am-local sunset. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Member: TSN Spanish Information Service, TSN Agribusiness Network.

TIME RATES

Eff 3/1/83—Rec'd 3/28/83.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	26 ti	52 ti
1 min	25.50	23.00	21.50	20.50
30 sec	20.50	19.00	17.75	16.50

KFRD-FM

1968
ROSENBERG-RICHMOND

Mid 014530-000

See listing under city of license.

ADVERTISEMENT

1968
Fort Bend Broadcasting Co., P.O. Box 832, 1501 Radio Lane, Rosenberg, TX 77471. Phone: 713-342-6601.

PROGRAMMING DESCRIPTION

KFRD-FM: NEWS: :60 with emphasis on local. UPI AUDIO. MUSIC: country. SPORTS: major league baseball; local sports; network sports. FARM: agricultural market. Rec'd 10/26/83.

1. PERSONNEL

Exec. V. Pres. & Gen'l Mgr.—George Thompson.
National Sales—Sophia Tielke.
Prog. Dir.—Bud Smith.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz.
Operating schedule: 24 hours.
Antenna ht.: 230 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Member: Texas State Network.

TIME RATES

Eff 3/1/83—Rec'd 3/28/83.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	26 ti	52 ti
1 min	18.50	17.25	16.25	13.75
30 sec	14.75	13.75	12.25	11.75

KGOL (FM)

1964
LAKE JACKSON
A John Brown Station

(This is a paid duplicate of the listing under Lake Jackson-Freepoint, Texas.)

Media Code 4 245 4625 700 Mid 014409-000
KGOL
9207 Country Creek Dr., Suite 107 1/2, Houston, TX 77036. Phone 713-270-1075.

PROGRAMMING DESCRIPTION

KGOL (FM): Programmed for adults. MUSIC: Adult Contemporary Christian, 17 hrs/day. NEWS: UPI & sports. FEATURES: 7 hrs bible teaching/day. Contact Representative for further details. Rec'd 12/27/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ed Mahoney.
Program Director—Jim O'Brien.
Sales Manager—George Plauche.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

ERP 100,000 w.; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1000 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 21a, 21b.
Contracts: 40a, 45.

Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/22/84.

AAA—Mon thru Fri 5-9 am & 3-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 9 am-9 pm ROS.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	GRID:	AAA	AA	A
High	80	60	55	Low	45	30	25

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

KIKK

KIKK

1947
PASADENA

Viacom
radio

nab

RAB

A Div. of Viacom International, Inc.

Media Code 4 245 4000 300 Mid 014370-000
KIKK, Inc.
6306 Gullfjon Dr., Houston, TX 77081. Phone 713-772-4433.

PROGRAMMING DESCRIPTION

KIKK: Programmed for adults. Live AIR PERSONALITIES handle all segments. MUSIC: Country Oldies. NEWS: 5 min at :60. SPORTS: 3 min reports 7:30 am & 5:30 pm; 1 min at 6:45 & 8:30 am. FEATURES: public affairs program Sun AM. Contact Representative for further details. Rec'd 9/30/82.

1. PERSONNEL

General Manager—Nick Trigony.
General Sales Manager—Deane Hardy.
Program Director—Ron Foster.
Local Sales Manager—David Simmers.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

250 w. days; 650 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 27, 28a, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40c, 41, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 61b.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

AM/FM COMBINATION
No. 34 Eff 5/25/82—Rec'd 10/19/82.

AAA—Mon thru Fri 5-10 am; Sat 8 am-8 pm.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat 5-8 am; Sun 8 am-8 pm.
B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV
AAA	290	250	260	245
AA	125	120	115	110

(*) AM spots run 6 am-8 pm ROS.

AM only: 40% of AM/FM combination. (A)



KIKK-FM

KIKK FM

1959
HOUSTON

Viacom
radio

nab

RAB

A Div. of Viacom International, Inc.
Media Code 4 245 4001 100 Mid 014371-000
KIKK, Inc.
6306 Gullfjon Dr., Houston, TX 77081. Phone 713-772-4433.

PROGRAMMING DESCRIPTION

KIKK-FM: Programmed for mass appeal. MUSIC: Current Country Hits & Oldies. AIR PERSONALITIES handle all segments. NEWS 4 min at :54 in drive; 3 min at 7:20, 8:20 am & 6:20 pm. SPORTS: 3 min at 6:30 am & 5:54 pm; 1-min at 7:30 & 8:30 am. FEATURES: public affairs shows Sun AM & night. Contact Representative for further details. Rec'd 9/30/82.

TEXAS

Houston—cont

KIKK-FM—cont

4. AGENCY COMMISSION

15/0.
5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 27, 28a, 28c, 29a, 29b, 30, 31, 32b.
 Contracts: 40c, 41, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.
 Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 61b.
 Cancellation: 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.
 Sold in combination with AM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 10% from AM/FM combination.

KILT
KILT
 1948
 HOUSTON
RAB

Media Code 4 245 4025 0.00 Mid 014372-000
 The LIN Broadcasting Corp.
 500 Lovett Blvd., Houston, TX 77006. Phone 713-526-3461.

PROGRAMMING DESCRIPTION

KILT: MUSIC: longneck country music & news geared to 25-54 adult audience. Hrly news, live personalities. COMMERCIAL POLICY: 11 units per hr. Contact Representative for further details. Rec'd 8/16/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dickie Rosenfeld.
 National Sales Coordinator—Harry Rogers.
 Local Sales Manager—Bob Presley.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 610 khz. Directional—separate patterns, day and night.
 Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15/0. Bills payable upon receipt.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i.
 Cancellation: 70a, 70e, 71a, 73a, 73b.
 FM facilities: KXAS (FM).

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditures of 180.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by the station.

KILT-FM
 Call letters have been changed to:
KXAS (FM)

Mid 014373-000

KKBQ
 1944
 HOUSTON

EASTMAN RADIO, INC.

RAB **NRBA**

A Harte-Hanks Radio Station
 Media Code 4 245 4032 6.00 Mid 014387-000
 Harte-Hanks Radio, Inc.
 11 Greenway Plaza #2022, Houston, TX 77046. Phone 713-961-0092.

PROGRAMMING DESCRIPTION

KKBQ: MUSIC: Mass appeal Contemporary Hits. AIR PERSONALITIES: Features: contesting & promotion integral part of format. NEWS: in AM drive only. Contact Representative for further details. Rec'd 10/3/83.

1. PERSONNEL

Exec. Vice-Pres. & Reg'l Mgr.—Peter M. Schulte.
 General Sales Manager—Sandy Gamblin.
 Program Director—John Lander.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

5,000 w., 790 khz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Partial simulcast operation. Simulcast Mon thru Fri 5-10 am. For non-simulcast facilities see FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 29a, 29b, 32a, 33a.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a, 51b.
 Comb.; Cont. Discounts: 60b, 60g, 60i, 61a.
 Cancellation: 70c, 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KKBQ-FM

1950
 PASADENA

EASTMAN RADIO, INC.

ndb

RAB

NRBA

A Gannett Radio Station

Media Code 4 245 4035 9.00 Mid 014389-000
 Gannett Communication, Inc.
 11 Greenway Plaza, Suite 2022, Houston, TX 77046.
 Phone 713-961-0092.

PROGRAMMING DESCRIPTION

KKBQ-FM: MUSIC: Contemporary Hits. AIR PERSONALITIES: contests & promotion integral part of format. NEWS: in AM drive only. Contact Representative for further details. Rec'd 1/24/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Cos Cappelloni.
 Vice-President, Operations—Dave Parks.
 Program Director—Ron Parker.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 1920 ft. above average terrain.
 Partial simulcast operation. Operated separately 10-5 am. For simulcast facilities see AM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 32b.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a, 51b.
 Comb.; Cont. Discounts: 60b.
 Cancellation: 70c, 71a, 72.
 Prod. Services: 80, 82.
 Affiliated with ABC-FM Radio Network.
 Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KLAT
 1961
 HOUSTON

CABALLERO
SPANISH RADIO

NRBA

Media Code 4 245 4038 3.00 Mid 014374-000
 Tichenor Spanish Media Group
 1415 N. Loop West, Suite 400, Houston, TX 77008.
 Phone 713-868-4344.
 Corporate Mailing Address:
 Box 711, Harlingen, TX 78551.

PROGRAMMING DESCRIPTION

KLAT: Programmed for Mexican community. MUSIC: Spanish country, a combination of reg'l & traditional hits, emphasis on country (Ranchera) music. NEWS: nat'l news feed, reg'l network news, Spanish & English AP wire service; Spanish traffic reports; 100% bilingual news team; actualities & interviews on newscasts; emphasis on Hispanic community. AIR PERSONALITIES featured on all programs. FEATURES: Spanish soap opera & comedy shows; station-produced variety show featuring Mexican movie & TV stars. RELIGION: nat'lly syndicated program. Contact Representative for further details. Rec'd 7/25/83.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Ricardo Castillo.
 Program Director—Rogelio Soto.
 Sales Manager—Chuck Brooks.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1010 khz. Directional. Stereo.
 Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 6a.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 24c, 25a, 33d.
 Contracts: 46.
 Cancellation: 71a.
 Prod. Services: 80.
 Affiliated with Caballero Radio Network.
 Member: Tichenor Radio Group.

TIME RATES

Eff 7/1/82—Rec'd 6/15/82.

6. SPOT ANNOUNCEMENTS

PER WK: 12 ti 18 ti PER WK: 12 ti 18 ti
 1 min 98 96 30 sec 79 77

KLEF (FM)

1964
 HOUSTON

cmbs

concert music broadcast sales, inc.

ndb

An Intercom Station

Media Code 4 245 4050 8.00 Mid 014375-000
 Entertainment Communications, Inc.
 5353 W. Alabama, No. 410, Houston, TX 77056. Phone 713-622-5533.

PROGRAMMING DESCRIPTION

KLEF (FM): Programmed for all ages. MUSIC: Classical: block programming of symphonic & operatic works daily; shorter classical selections during AM & PM drive. NEWS: traffic & news information; UPI world news at :60 with local; stock market reports, book reviews, cultural calendar. SPORTS: boating & recreation conditions. Contact Representative for further details. Rec'd 1/9/78.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Steve Shepard.
 Sales Manager—Mark Rothenberg.
 Operations Director—Ira J. Black.

2. REPRESENTATIVES

Concert Music Broadcast Sales, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mhz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 1,970 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 6a.
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
 Basic Rates: 20a, 22a, 24c, 25a, 28b, 33a.
 Contracts: 40a, 41, 42b, 44a, 45, 46, 50, 51a, 51b.
 Comb.; Cont. Discounts: 60b, 60g, 60i, 62d.
 Cancellation: 70b, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Concert Music Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KLOL (FM)

KLOL

1947
 HOUSTON



Christal Radio

Album Oriented Rock

ndb

RAB

Media Code 4 245 4065 6.00 Mid 014376-000
 Rusk Corp.
 510 Lovett Blvd., Box 1520, Houston, TX 77251. Phone 713-526-6855; TWX, 910-881-1574.

PROGRAMMING DESCRIPTION

KLOL (FM): Programmed for adults 18-34. MUSIC: Current Rock Hits & Rock classics; live PERSONALITIES handle all segments. NEWS: local & commuter traffic reports AM & PM drivetime. COMMERCIAL POLICY: 4 breaks per hr 5:30-9 am; 3 breaks per hr all other day parts with up to 9 units per hr. Contact Representative for further details. Rec'd 9/13/84.

1. PERSONNEL

President—Jesse H. Jones, II.
 General Sales Manager—Fran Sharp.
 Station Manager—Pat Fant.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 1,949 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KTRH.
 Affiliated with NKBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KLTR (FM)

KLITE

1964
 HOUSTON

ndb

NRBA

Media Code 4 245 4070 6.00 Mid 014384-000
 Gulf Broadcast Group, Inc.
 10333 Richmond Dr., Suite 693.7, Houston, TX 77042.
 Phone 713-780-0937.

PROGRAMMING DESCRIPTION

KLTR (FM): Target demographic adults 25-49. MUSIC: lite Adult Contemporary with minimum talk. NEWS: during AM drive; weather updates throughout day. Contact Representative for further details. Rec'd 1/25/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John Hiatt.
 General Sales Manager—Don Peterson.
 Program Director—Jim Herron.

2. REPRESENTATIVES

Major Market Radio Sales.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 1,779 ft. above average terrain.

4. AGENCY COMMISSION

15/0, payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5a, 6b, 7b, 8.
 Rate Protection: 10b, 11h, 12h, 15b.
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 31, 32b, 33d.
 Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 49, 51a, 51b, 51c.
 Comb.; Discounts: 60b, 60c, 60f, 60h, 60i, 60k, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with CBS RADIORADIO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KLVL

1950
 PASADENA

Media Code 4 245 4075 5.00 Mid 014377-000
 Felix H. Morales
 111 N. Ennis St., Houston, TX 77003. Phone 713-225-3207.
 Main Studio:
 1811 Pasadena Blvd., Pasadena, TX 77501. Phone 713-472-1361.

2. REPRESENTATIVES

East—National Time Sales.
 Los Angeles—Harlan G. Oakes, Inc.
 Atlanta—David Carpenter Company, Inc.
 San Francisco—Don R. Pickens Co.
 1 min rate 1x: 24.00.

KMJQ
MAJIC 102 FM

KMJQ (FM)

1965
 HOUSTON



McGAVREN GUILD RADIO
NRBA

Media Code 4 245 4100 1.00 Mid 014378-000
 Amaturio Group, Inc.
 Suite 210, 3100 Richmond Ave., Box 22900, Houston, TX 77227. Phone 713-527-9545.

PROGRAMMING DESCRIPTION

KMJQ (FM): MUSIC: Blend of Contemporary rhythm, Popular Hits & Jazz. NEWS: in-depth news, sports, traffic; staff meteorologist; full-time public affairs/community dept. Contact Representative for further details. Rec'd 7/20/81.

1. PERSONNEL

Pres./Radio Div.—Monte Lang.
 Sr. Vice-Pres./Radio Div.—Lillian M. Lang.
 Vice-Pres./Sta. Mgr.—Jeff Silver.
 Program Director—Brute Bailey.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz. Stereo.
 Operating schedule: 24 hours daily, CST.
 Antenna ht.: 1,720 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by the station.

(A)

KNUZ



1948
HOUSTON

Republic Radio

Independent

Vintage Rock & Roll



A Texas Coast Broadcasters, Inc. Station

Media Code 4 245 4125 8.00 Mid 014379-000
Texas Coast Broadcasters, Inc.
4701 Caroline, Box 188, Houston, TX 77001. Phone 713-523-2581.

PROGRAMMING DESCRIPTION

KNUZ: MUSIC: Rock & Roll, hits of 50's & 60's. NEWS: full staff of pros. AIR PERSONALITIES. FEATURES: traffic reports. Contact Representative for further details. Rec'd 12/29/82.

- PERSONNEL**
President—David H. Morris.
National Sales Manager—Sally Williams.
Program Director—Bruce Nelson.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e.
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KOUE (FM).
Affiliated with ABC Direction Radio Network.

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KODA (FM)



Westinghouse Broadcasting and Cable, Inc.



Media Code 4 245 4151 4.00 Mid 014380-000
Westinghouse Broadcasting and Cable Co., Inc.
4810 San Felipe Rd., Houston, TX 77056. Phone 713-622-1010.

PROGRAMMING DESCRIPTION

KODA (FM): MUSIC: Easy Listening presented by AIR PERSONALITIES, featuring instrumental & vocal versions of sds & contemporary tunes; programmed in 1/4 hr segments. NEWS: 2 1/2 min at :30 in AM drive, then every other hr; traffic information in AM/PM drive. COMMERCIAL POLICY: max 4 commercial breaks per hr. Contact Representative for further details. Rec'd 6/14/82.

- PERSONNEL**
General Manager—David Pearlman.
General Sales Manager—Bill LeGrand.
Operations Manager—Kenneth H. Rogulski.
- REPRESENTATIVES**
Blair/RAR, Inc.
- FACILITIES**
ERP 100,000 w.; 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24a.
Contracts: 40b, 42a, 45, 46.
Comb.; Cont. Discounts: 62b, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KPRC
1925
HOUSTON

Represented by **CBS RADIO SPOT SALES**

News - Talk - Sports



Media Code 4 245 4175 3.00 Mid 014381-000
H & C Communications, Inc.
8181 S. W. Frwy., Box 2222, Houston, TX 77252. Phone 713-771-4631.

PROGRAMMING DESCRIPTION

KPRC: News/Talk programmed for adults. NEWS: AM-PM drive & noon with dual anchor teams, airborne traffic reports, weather, business, sports, consumer features & commentaries. TALK: personalities, guests & callers discuss interest areas of current events both local & nat'l. Contact Representative for further details. Rec'd 5/24/84.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—George Stokes.
Local Sales Manager—Ted Lumpkin.
Director of News & Operations—Harry Schultz.
- REPRESENTATIVES**
CBS Radio Spot Sales.
- FACILITIES**
5,000 w.; 950 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KQUE (FM)

1960
HOUSTON

Republic Radio



A Texas Coast Broadcasters, Inc. Station

Media Code 4 245 4200 9.00 Mid 014382-000
Texas Coast Broadcasters, Inc.
4701 Caroline, Box 188, Houston, TX 77001. Phone 713-523-2581.

PROGRAMMING DESCRIPTION

KQUE (FM): Music: adult personality MOR of 40's, 50's, 60's, 70's & best of contemporary. Contact Representative for further details. Rec'd 3/24/80.

- PERSONNEL**
President—David H. Morris.
Gen'l & Gen'l Sls Mgr.—Ken Grant.
National Sales Manager—Sally Williams.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,049 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e.
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KNUZ.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KRBE
HOUSTON
1070 AM / FM 104

KRBE
1968
HOUSTON



Media Code 4 245 4205 8.00 Mid 014367-000
Lake Huron Broadcasting Corp.
9801 Westheimer, Houston, TX 77042. Phone 713-266-1000.

PROGRAMMING DESCRIPTION

KRBE: Classic Rock Format. Targeted for adults 25-49. Music of the mid 60's to the present, includes LP cuts and selected singles. Emphasis on music, personalities, promotion, community involvement. Airborn traffic reports, radar weather, 8 mobile units. SPORTS: Houston Gamblers USFL Football. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
Sr. Vice-Pres. & Chief Exec. Off.—Robert M. Chandler.
Vice-Pres. & Chief Oper. Officer—John K. Dew.
Station Manager, Operations—Bob Scott.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
10,000 w. days, 5,000 w. nights; 1070 khz. Directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities see KRBE-FM.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61b.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with RKO TVO.
Affiliated with Katz Radio Network.
Sold in combination with KRBE-FM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KRBE-FM

1958
HOUSTON



Katz Radio



Media Code 4 245 4210 8.00 Mid 014383-000
GCC Communications of Houston, Inc.
9801 Westheimer, Suite 700, Houston, TX 77042. Phone 713-266-1111.

PROGRAMMING DESCRIPTION

KRBE-FM: Targeted for adults 25-49. MUSIC: Contemporary format; emphasis on news, music, PERSONALITIES, community involvement. FEATURES: promotions, 8 mobile units, airborne traffic coverage, radar center weather. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
Sr. Vice-Pres. & Chief Exec. Off.—Robert M. Chandler.
Vice-Pres. & Chief Oper. Officer—John K. Dew.
Vice-Pres. & Gen'l Sls. Mgr.—Bill Hill.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.
Partial simulcast operation. Operated separately 10-6 am. For simulcast facilities see KRBE.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29c, 30, 33d.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

97 Rock

KSRR (FM)

1961
HOUSTON

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 245 4240 5.00 Mid 014385-000
KSRR, Inc., a wholly owned subsidiary of American Broadcasting Companies, Inc.
1020 Holcombe Blvd., Suite 1201, Houston, TX 77030.
Phone 713-797-0097.

PROGRAMMING DESCRIPTION

KSRR (FM): MUSIC: Adult Oriented Rock'n Roll. Contact Representative for further details. Rec'd 8/22/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—John Cravens.
General Sales Manager—Terrence Rodda.
Sales Manager—Robert A. Hogan.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. circular polarized; 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 2000 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 22a, 22b, 28c, 29a, 30.
Contracts: 40b, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(A)

KTRH

KTRH

NewsRadio

740 AM

1930
HOUSTON



Christal Radio

News



Media Code 4 245 4250 4.00 Mid 014386-000
Rusk Corp.
510 Lovett Blvd., Box 1520, Houston, TX 77251. Phone 713-526-5874, TWX, 910-881-1574.

PROGRAMMING DESCRIPTION

KTRH: News format with continuous local, nat'l & international news & features. NEWS: CBS network; agri-business; 120 daily Accu-weather forecasts; 74 daily traffic updates with 2 traffic planes & mobile ground units; sports updates 25x/day; 50 business updates daily incl Wall Street Journal Report; newsmaker interviews. SPORTS: play-by-play coverage incl Astros baseball, world series, NFL football, super & pro bowls, college bowls, Southwest Conference football & basketball, Triple Crown horse racing, NBA playoffs & NCAA basketball tournament. TALK: daily sports program; wknd call-in program with guest experts; Money Talks & The Home Handyman. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
President—Jesse H. Jones, II.
General Sales Manager—Fran Sharp.
Station Manager—Michael Packer.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
50,000 w.; 740 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.

continued

TEXAS

Houston—cont

KTRH—cont

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 22a, 24c, 25a, 32b, 33d.
Contracts: 41, 42b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KLOL (FM).
Affiliated with MBS.
Affiliated with CBS Radio Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.
Member: Texas State Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KXAS (FM)

(formerly KILT-FM)

1961

HOUSTON



Media Code 4 245 4275 1.00 Mid 014373-000
The LIN Broadcasting Corp.
500 Lovett Blvd., Houston, TX 77006. Phone 713-526-3461.

PROGRAMMING DESCRIPTION

KXAS (FM): Continuous country music programmed to 18-54 audience. Hilly news, live personalities. COMMERCIAL POLICY: 10 units per hr. Contact Representative for further details. Rec'd 8/16/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dickie Rosenfeld.
Pres., Gen'l Mgr., Nat'l Sales—Dickie Rosenfeld.
National Sales Coordinator—Harry Rogers.
Local Sales Manager—Bob Presley.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION

15/0. Bills payable upon receipt.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73a, 73b.
AM facilities: KILT.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditures of 180.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KXXK (FM)

1968

GALVESTON

(This is a paid duplicate of the listing under Galveston, Texas.)
Media Code 4 245 3584 7.00 Mid 034048-000
Marr Broadcasting Inc.
5959 W. Loop South, Suite 444, Bellaire, TX 77401.
Phone 713-669-9558.

PROGRAMMING DESCRIPTION

KXXK (FM): Programmed for adult Hispanics. MUSIC: Easy Listening; instrumental & vocal versions of internal Hispanic music. NEWS: daily at 7 am, noon & 5 pm. COMMERCIAL POLICY: maximum of 4 breaks per hr; 10 min per hr. Contact Representative for further details. Rec'd 7/9/84.

1. PERSONNEL

President—Miguel Benages.
General Sales Manager—Cesar O. Arzayus.

2. REPRESENTATIVES

Lotus Albertini Hispanic Reps.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 740 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 25c, 28c, 29a.
Comb.; Cont. Discounts: 60, 60f, 60j, 61a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D)

KXYZ



1930
HOUSTON



Media Code 4 245 4300 7.00 Mid 014389-000
13 Radio Corp. (A Division of Infinity Broadcasting)
Box 87190, Houston, TX 77287. Phone 713-472-2500.

PROGRAMMING DESCRIPTION

KXYZ: Target Spanish. MUSIC: Contemporary.
FEATURES: news & special programs. Contact Representative for further details. Rec'd 11/1/83.

1. PERSONNEL

President—Mel Karmazin.
Sales Manager—Joyce Becker.
Program Director—Elezar Garcia.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.

3. FACILITIES

5,000 w.; 1320 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5a, 6a.
Rate Protection: 10e, 11c, 15b, 15e.
Basic Rates: 20b, 21a, 22a, 25a, 28c.
Contracts: 40a, 41, 44a, 45, 46, 48.
Cancellation: 73a.
Prod. Services: 80, 81, 82.
Affiliated with Caballero Radio Network.

TIME RATES

No. 3 Eff 8/1/83—Rec'd 9/23/83.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Sat 3-8 pm.
A—Mon thru Sun 8 pm-midnight.
B—Mon thru Sun midnight 5:30 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min	—	30 sec	—	30 sec	—	30 sec	—	30 sec
AAAA	110	100	90	80	88	80	72	64	64
AAA	100	90	80	70	80	72	64	56	56
AA	90	80	70	60	72	64	56	48	48
A	70	60	50	40	56	48	40	32	32

B: Flat 1-min 95.00, 30-sec 28.00.

KYOK

1947

HOUSTON



Media Code 4 245 4325 4.00 Mid 014390-000
All-Pro Broadcasting
3001 LaBranch, Box 8218, Houston, TX 77004. Phone 713-528-7131.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KYST



1947

TEXAS CITY

Spanish

(This is a paid duplicate of the listing under Texas City, Texas.)

Media Code 4 245 7925 8.00 Mid 014601-000
Vel Communications Corp.
8181 N. Stadium Dr., Houston, TX 77054. Phone 713-791-9292.

PROGRAMMING DESCRIPTION

KYST: Programmed primarily for Hispanic population of Mexican heritage w/emphasis on Tex-Mex audience; targeted to adults 18-49; AIR PERSONALITIES handle all segments. NEWS: 2x/hr; UPI English & Spanish wires; traffic reports during drive; weather hilly; remote broadcast vehicle w/Mart transmitter & own power originates coverage of major events & promotions within Hispanic community. Contact Representative for further details. Rec'd 11/19/84.

1. PERSONNEL

President—Cruz Velasquez.
General Sales Manager—Chet Wilke.
Program Director—Cruz Vel Asquez.

2. REPRESENTATIVES

P/W Radio Representatives.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 920 khz. Directional. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; net 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 48, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rates include Spanish translation.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(D)

Huntsville

Walker County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KHUN (FM)

1965

HUNTSVILLE



Media Code 4 245 4337 9.00 Mid 014392-000
Walker County Communications, Inc.
Box 330, Huntsville, TX 77340. Phone 409-295-2651.

PROGRAMMING DESCRIPTION

KHUN (FM): MUSIC: Adult Contemporary. NEWS: Local, weather, AP, sports; contesting & promotions integral part of format. SPORTS: Live play-by-play local college & high school athletic events. Live remote facilities. Rec'd 6/20/84.

1. PERSONNEL

General Manager—Ray Eller.
Commercial Manager—Doug Mullins.
Program Director—Phil McKay.

3. FACILITIES

ERP 823 w.; 101.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b, 15d, 15e.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23b, 24b, 27, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 43, 44a, 44b, 45, 51a.
Comb.; Cont. Discounts: 60i, 60h, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
AM facilities: KSAM.
Member: Texas State Network.

TIME RATES

Eff—Rec'd 4/20/83.
6. SPOT ANNOUNCEMENTS
AAA AA A
1 min 11.00 8.50 7.50 30 sec 9.50 7.00 6.00

KKNX

1982

HUNTSVILLE



Media Code 4 245 4343 7.00 Mid 028487-000
Broadcast Communications, Inc.
1027 11th Street, Huntsville, TX 77340. Phone 713-295-1413.
1 min rate 1x: 7.45.

KSAM

1938

HUNTSVILLE



Media Code 4 245 4350 2.00 Mid 014391-000
Walker County Communications, Inc.
Box 330, Huntsville, TX 77340. Phone 409-295-2651.

PROGRAMMING DESCRIPTION

KSAM: Target audience adults & young adults 18-54. MUSIC: Country with snds & currents. Contesting & promotions & integral part of programming. SPORTS: Live play-by-play of Sam Houston State Bearkat athletic events, local high school athletic events. NEWS: Locally produced public affairs & heavy local news. Heavy involvement in community events. Live remote broadcast facilities. Rec'd 9/29/83.

1. PERSONNEL

Sec.-Tres. & Gen'l Mgr.—Ray Eller.
Commercial Manager—Doug Mullins.
Program Director—Phil McKay.

3. FACILITIES

1,000 w.; 1490 khz. Non-Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b, 15d, 15e.
Basic Rates & Discounts: 20a, 20b, 21a, 21d, 22a, 23b, 24b, 27, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 43, 44a, 44b, 45, 51a.
Combinability: 60f, 60h.
Cont. Disc./Renew: 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with Music Country Radio Network.
Member: Texas State Network.

TIME RATES

Eff—Rec'd 4/20/83.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	AAA	AA	A
1 min	11.00	8.50	7.50	30 sec	9.50	7.00 6.00

Jacksboro

Jack County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KWCS (FM)

1982

BRIDGEPORT

Mid 034871-000

See listing under city of license.

Jacksonville

Cherokee County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KEBE

1946

JACKSONVILLE



Media Code 4 245 4375 9.00 Mid 014393-000
Waller Broadcasting, Inc.,
402 S. Ragsdale St., Box 1648, Jacksonville, TX 75766.
Phone 214-586-2527.

PROGRAMMING DESCRIPTION

KEBE: Programmed for general audience. MUSIC: MOR Contemporary. Contact Representative for further details. Rec'd 3/23/82.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dudley Waller.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KOOI (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (SMD)

KOOI (FM)

1967

JACKSONVILLE



Media Code 4 245 4385 8.00 Mid 014394-000
Waller Broadcasting, Inc.
Box 4900, Tyler, TX 75712. Phone 214-597-3368.

PROGRAMMING DESCRIPTION

KOOI (FM): Programmed for general audience. MUSIC: Easy Listening. NEWS: network, 2 5-min at :30; area state 2 5-min :60; expanded news at 6:30 am, noon & 6 pm; emphasis news, sports & community affairs. Contact Representative for further details. Rec'd 7/27/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dudley Waller.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

ERP 100,000 w.; 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 690 ft. above average terrain.

4. AGENCY COMMISSION

Junction

Kimble County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KMBL
1950
JUNCTION

Mid 014396-000

See SRDS Spot Radio Small Markets Edition.

Kenedy-Karnes City

Karnes County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAML
1954
KENEDY-KARNES CITY

Mid 014397-000

See SRDS Spot Radio Small Markets Edition.

KTNR-FM
1982
KENEDY-KARNES CITY

Mid 027583-000

See SRDS Spot Radio Small Markets Edition.

Kermit

Winkler County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

KERB
1950
KERMIT

Mid 014398-000

See SRDS Spot Radio Small Markets Edition.

Kerrville

Kerr County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

KERV
1948
KERRVILLE

Mid 014399-000

See SRDS Spot Radio Small Markets Edition.

KRVL (FM)
1975
KERRVILLE

Mid 014400-000

See SRDS Spot Radio Small Markets Edition.

Kilgore

Gregg County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KKTX (FM)



1976
KILGORE
RAB

A Noalmark Broadcasting Corp. Station
Media Code 4 245 4518 4.00 Mid 014401-000
Noalmark Broadcasting Corp.
1100 N. Kilgore St., Box 192, Kilgore, TX 75662. Phone 214-984-2001. Longview, 757-3561.

PROGRAMMING DESCRIPTION

KKTX (FM): Programmed for adults. MUSIC: Contemporary top 40. FEATURES: emphasis on local activities; remote facilities for in-store broadcasts. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Richard Martin.
- REPRESENTATIVES**
Milam & Cowart.
- FACILITIES**
ERP 850 w. (horiz.), 850 w. (vert.); 95.9 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 510 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities; KOCA.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 12 Eff 11/1/84—Rec'd 11/16/84.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	A	AAA
1 ti	25.00	23.00	19.00	17.50
10 ti	22.50	21.00	17.00	16.00
20 ti	21.50	20.00	16.00	15.00
30 ti	21.00	19.50	15.50	14.50

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

6 am-midnight: AA rates apply.

(SMD) (D)

KOCA

1936
KILGORE
RAB

A Noalmark Broadcasting Corp. Station

Media Code 4 245 4525 9.00 Mid 014402-000
Noalmark Broadcasting Corp.
1100 N. Kilgore St., Box 192, Kilgore, TX 75662. Phone 214-984-2001.

PROGRAMMING DESCRIPTION

KOCA: Programmed for general audience. MUSIC: Adult Contemporary MOR. Contact Representative for further details. Rec'd 1/31/78.

- PERSONNEL**
General Manager—Richard Martin.
- REPRESENTATIVES**
Milam & Cowart.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional. Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities; KKTX (FM)
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 10/1/83—Rec'd 11/1/83.

AAA—Mon thru Sun 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	AAA	AA	(*)	AAA
1 ti	7.85	7.50	7.15	5.50
10 ti	6.75	6.50	6.25	4.75
20 ti	6.25	5.75	5.75	4.50
30 ti	6.00	5.65	5.45	4.15

(*) All other times.

7. PACKAGE PLANS

TAP, 6 am-7 pm—AA rates, 1/3 each in AM drive, midday & PM drive.

(SMD)

Killeen

Bell County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KIIZ
1955
KILLEEN
RAB

Media Code 4 245 4550 7.00 Mid 014403-000
Citimedia Corp.
Box 880, 5902 E. Business Rt. 190, Killeen, TX 76541.
Phone 817-699-5000.

PROGRAMMING DESCRIPTION

KIIZ: Programmed for adults 18-49. MUSIC: Black urban contemporary. NEWS: heavy emphasis on local. Remote broadcasts. COMMERCIAL POLICY: 15 units per hour. Contact Representative for further details. Rec'd 6/1/83.

- PERSONNEL**
President—John P. Smith.
Vice-Pres. & Gen'l Mgr.—Douglas C. Raab.
National Sales Manager—Troy Deneke.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
250 w.; 1050 khz. Non-directional. Clear channel. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KIXS-FM.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR)

KIXS-FM

KIXS
1961
KILLEEN
RAB

Media Code 4 245 4562 2.00 Mid 014404-000
Citimedia Corp.
Box 880, 5902 E. Business Rt. 190, Killeen, TX 76541.
Phone 817-699-5000.

PROGRAMMING DESCRIPTION

KIXS-FM: Programmed for adults 18-34. MUSIC: contemporary rock; heavy news emphasis. Remote broadcasts. Contact Representative for further details. Rec'd 6/1/83.

- PERSONNEL**
President—John P. Smith.
Vice-Pres. & Gen'l Mgr.—Douglas C. Raab.
National Sales Manager—Troy Deneke.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 520 ft. above average terrain.
- AGENCY COMMISSION**
15%; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: KIIZ.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(CR)

KOOV (FM)

1977
COPPERAS COVE

(This is a paid duplicate of the listing under Copperas Cove, Texas.)

Media Code 4 245 1887 6.00 Mid 014246-000
Cove Broadcasting Co.
108 East Ave. E., Box 607, Copperas Cove, TX 76522.
Phone 817-547-8889.

PROGRAMMING DESCRIPTION

KOOV (FM): Target audience adults & young adults 18-54. MUSIC: Modern Country w/Standards, current Hits; emphasis AIR PERSONALITIES; Country Countdown Sun afternoon; requests Sun night; live show nightly from local disco. NEWS: network & local at :60; locally produced public affairs Sun AM; AP & network. SPORTS: 5-min at 8 am & 6 pm; weather at :15 & :45. FEATURES: audience participation contests & promotions; remote broadcast facilities; involvement in community activities. Contact Representative for further details. Rec'd 12/6/84.

- PERSONNEL**
General Manager—Gaylon Christie.
Sales & Sta. Mgr.—Dennis James.
Director of Broadcast Operations—Meade Mitchell, III.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 3,000 w.; 103.1 mhz. Operating schedule: 24 hours daily. CST. Antenna ht.: 444 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff—Rec'd 1/31/85.

- SPOT ANNOUNCEMENTS**
MON-SAT 5-10 AM & 3-7 PM
- | PER WK: | 1 ti | 10 ti | 20 ti | 30 ti | 40 ti |
|---------|-------|-------|-------|-------|-------|
| PER MO: | 1 ti | 30 ti | 45 ti | 60 ti | 75 ti |
| PER YR: | 1x | 100x | 250x | 500x | 750x |
| 1 min | 19.00 | 18.00 | 17.50 | 17.00 | 16.50 |
| 30 sec | 15.20 | 14.40 | 14.00 | 13.60 | 13.20 |
- ALL OTHER TIMES
- | 1 min | 15.00 | 15.00 | 14.50 | 14.00 | 13.50 |
|--------|-------|-------|-------|-------|-------|
| 30 sec | 12.80 | 12.00 | 11.60 | 11.20 | 10.80 |

(SMD) (D)

Kingsville

Kleberg County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KINE
1948
KINGSVILLE
NRBA

Media Code 4 245 4575 4.00 Mid 014405-000
Radio Station KINE, Inc.
205 E. King Ave., Box 846, Kingsville, TX 78363. Phone 512-592-5211.

- REPRESENTATIVES**
Riley Representatives.
1 min rate 1x: 8.25.

KINE-FM

1970
KINGSVILLE

RAB

Media Code 4 245 4578 8.00 Mid 033573-000
Radio Station KINE, Inc.
205 E. King Ave., Box 846, Kingsville, TX 78363. Phone 512-592-5211.

- REPRESENTATIVES**
Riley Representatives.
1 min rate 1x: 8.50.

KODK (FM)

1981
KINGSVILLE

RAB

Media Code 4 245 4581 2.00 Mid 015967-000
KODK Inc.
308 E. Kleberg, Box 907, Kingsville, TX 78363. Phone 512-592-0022.
1 min rate 1x: 10.00.

La Grange

Fayette County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

KVLG

1959
LA GRANGE
KMUZ (FM)

1971
LA GRANGE

Mid 014407-000

See SRDS Spot Radio Small Markets Edition.

Lake Jackson-Freepport

Brazoria County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined coverage area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBRZ

RAB

1952
FREEPORT

Media Code 4 245 4612 5.00 Mid 014408-000
Coastal Broadcasting, Inc.
Box AA, 1914 FM, 523 Oyster Creek, Freeport, TX 77541.
Phone 713-233-2655.

PROGRAMMING DESCRIPTION

KBRZ: MUSIC: modern country. NEWS: 5 min at 6:15, 6:45, 7, 7:30, 8, 8:30, 9 am, noon, 3:30, 4, 4:30, 5, 5:30 (sports) & 6 pm M-F. FARM: ranch news 6:30 am M-F. Talk show 10 am-2 pm M-F. Rec'd 12/22/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jim T. Payne.
Station Manager—Danny Boze.
Operations Manager—Tommy Ward.
- FACILITIES**
500 w.; 1460 khz. Non-directional. Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15/0 on time only.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 6/1/76—Rec'd 9/8/80.

- SPOT ANNOUNCEMENTS**
- | PER MO, BTA: | 1 ti | 25 ti | 50 ti | 75 ti | (*) |
|--------------|------|-------|-------|-------|------|
| 30 sec | 7.50 | 7.25 | 7.00 | 6.75 | 6.10 |
| 1 min | 9.00 | 8.75 | 8.50 | 8.25 | 7.50 |
- 6-10 am or 3-7 pm, extra 1.00.
(*) 100-149 ti.

10. SPECIAL FEATURES

Newscastrs—Open & close spots, 14.00.

KGOL (FM)

1964
LAKE JACKSON

ndb

A John Brown Station
Media Code 4 245 4625 7.00 Mid 014409-000
KGOL
9207 Country Creek Dr., Suite 107 1/2, Houston, TX 77036. Phone 713-270-1075.

PROGRAMMING DESCRIPTION

KGOL (FM): Programmed for adults. MUSIC: Adult Contemporary Christian, 17 hrs/day. NEWS: UPI & sports. FEATURES: 7 hrs bible teaching/day. Contact Representative for further details. Rec'd 12/27/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ed Mahoney.
Program Director—Jim O'Brien.
Sales Manager—George Plauche.

continued

TEXAS

Lake Jackson-Freeport—cont KGOL (FM)—cont

- 2. REPRESENTATIVES**
Riley Representatives.
- 3. FACILITIES**
ERP 100,000 w.; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1000 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4b, 4d, 6a, 6, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 21a, 21b.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 10/22/84.
AAA—Mon thru Fri 5-9 am & 3-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 9 am-9 pm ROS.
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | AAA | AA | A | GRID: | AAA | AA | A |
|-------|-----|----|----|-------|-----|----|----|
| High | 80 | 60 | 55 | Low | 45 | 30 | 25 |
- (0)

Lamesa

Dawson County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KIOF (FM)

1977
LAMESA

Mid 014410-000
See SRDS Spot Radio Small Markets Edition.

KPET

1947
LAMESA

Country/Spanish



Media Code 4 245 4650 5.00 Mid 014411-000
Teller Radio Corporation
Radio Rd, Box 1188, Lamesa, TX 79331. Phone 806-872-6511.

PROGRAMMING DESCRIPTION

KPET: MUSIC: PERSONALITY Country daytime; Spanish program night. NEWS: emphasis on reg'l news & events; hrlly agriculture & market information incl commodity markets; UPI, nat'l weather news service. Rec'd 11/28/83.

- 1. PERSONNEL**
President—Richard B. Schiro.
General Manager—Lowell Wilks.
Business Manager—Janet Stone.
- 2. REPRESENTATIVES**
Paul Miller & Company.
- 3. FACILITIES**
250 w.; 690 khz. Non-directional.
Operating schedule: 6 am-midnight. CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Member: Texas State Network, Voice of Southwest Agriculture Radio Network, TSN Agribusiness Network.

TIME RATES

Eff 5/1/84—Rec'd 6/11/84.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 12 ti | 24 ti | PER WK: | 1 ti | 12 ti | 24 ti |
|---------|------|-------|-------|---------|------|-------|-------|
| 1 min | 18 | 15 | 12 | 30 sec | 10 | 9 | 7 |
- (SMD)

Lampasas

Lampasas County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KCYL

1948
LAMPASAS

Mid 014412-000
See SRDS Spot Radio Small Markets Edition.

KLTD (FM)

1976
LAMPASAS

Mid 014413-000
See SRDS Spot Radio Small Markets Edition.

Laredo

Webb County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

KLAR

1961
LAREDO



Masla Radio



NRBA

A Hicks Communications, Inc. Station

Media Code 4 245 4700 8.00 Mid 014414-000
KLAR Radio, Inc.
Norton & S. Zapata Hwy., Box 1899, Laredo, TX 78044.
Phone 512-723-7459.

PROGRAMMING DESCRIPTION

KLAR: MUSIC: Modern country. FEATURES: Conversational news in English-Spanish in AM drive. NEWS: local at :60. COMMERCIAL POLICY: Spanish spots accepted, or English script for translation. Contact Representative for further details. Rec'd 2/24/83.

- 1. PERSONNEL**
President—R. Steven Hicks.
General Manager—Jay Dicokey.
Commercial Manager—Dave Michaels.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
1,000 w. days, 540 w. nights; 1300 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28c, 30, 32a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discount: 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 10/29/84.
Drive—6-10 am & 3-8 pm.
Midday—10 am-3 pm.
Nights—8 pm-6 am.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | I | II | III | IV | I | II | III | IV |
|--------|----|----|-----|----|----|----|-----|----|
| Drive | 19 | 18 | 16 | 15 | 15 | 14 | 13 | 12 |
| Midday | 15 | 13 | 12 | 11 | 12 | 11 | 10 | 9 |
| Nights | 11 | 9 | 7 | 6 | 9 | 7 | 6 | 5 |
- Thur, Fri & Sat only schedules one grid higher applicable grid.
Grid I guarantees position.

KOYE-FM

1972
LAREDO



Media Code 4 245 4712 3.00 Mid 014415-000
Border Broadcasters, Inc.
Box 1731, Sacred Heart Rd. & Wooster, Laredo, TX 78041. Phone 512-723-4398.

- 2. REPRESENTATIVES**
Savalli & Schutz, Inc.
Southwest—Milam & Cowart.
1 min rate 1x: 20.00.

KRRG-FM

LAREDO

Adult Contemporary



NRBA

Media Code 4 245 4718 0.00 Mid 027855-000
Laredo Broadcasting Co.
1601 Matamoros, Box 6117, Laredo, TX 78042. Phone 512-724-9800.

PROGRAMMING DESCRIPTION
KRRG-FM: Programmed for 25-54 demographics. MUSIC: Adult Contemporary. NEWS: 5-min hrlly during drivetimes, 3-min other times. 5 AIR PERSONALITIES handle all segments featuring phone-ins, remotes & guests. COMMERCIAL POLICY: 8-min per hr. Contact Representative for further details. Rec'd 12/27/83.

- 1. PERSONNEL**
General Manager—Akiva Gerstein.
Program Director—Stephen Anderson.
Assistant Program Director—Kirk Davidson.
- 2. REPRESENTATIVES**
Weiss & Powell, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 773.5 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32a.
Contacts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discount: 60d, 60f, 60h, 60i, 60j, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 4/26/84.
Drive—Mon thru Fri 5:30-10 am & 3-8 pm.
Midday/Weekend—Mon thru Sat 10 am-3 pm; Sun all day.
Nights—Mon thru Sun 8 pm-midnight.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | I | II | III | I | II | III |
|---------|-------|-------|-------|-------|-------|-------|
| DR | 24.00 | 22.00 | 20.00 | 21.00 | 19.00 | 17.25 |
| MD/WKND | 22.00 | 20.00 | 18.00 | 19.00 | 17.00 | 15.25 |
| Nights | 13.00 | 12.00 | 11.00 | 11.00 | 10.00 | 9.00 |

7. PACKAGE PLANS

ROS—EQUAL ROTATION ALL DAYPARTS

	I	II	III
1 min	19.00	18.00	17.00
30 sec	18.00	16.25	15.00

Minimum 12 spots weekly.

KVOZ

1952
LAREDO



LOTUS ALBERTINI
HISPANIC REPS



Media Code 4 245 4725 5.00 Mid 014416-000
Border Broadcasters, Inc.
Box 1638, Laredo, TX 78044. Phone 512-723-4396.

- PROGRAMMING DESCRIPTION**
KVOZ: Bilingual programming for 25+ demographic; 5 AIR PERSONALITIES play current popular & favorite nostalgia standards by Spanish & U.S. artists, adult personality; Spanish & English spots accepted; Spanish programming 24 hours a day. NEWS: AP, local & network; 4-person news dept; daily editorials, opinion & talk programs. SPORTS: Local high school football, Dallas Cowboy football, southwest conference football & baseball playoffs; Nuevo Laredo Tecolotes baseball, San Antonio Spurs basketball; World Series in Spanish. COMMERCIAL POLICY: 14-min per hr. Contact Representative for further details. Rec'd 12/5/84.

- 1. PERSONNEL**
President—Bill Harrell.
Station Manager—Ernet Huntsman.
Chief Engineer—Bruce Earle.
- 2. REPRESENTATIVES**
Lotus Albertini Hispanic Reps.
Southwest—Milam & Cowart.
- 3. FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**
15/0.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KOYE-FM.
Affiliated with CBS Radio Network.

TIME RATES

No. 21 Eff 7/1/84—Rec'd 8/24/84.
Prime—Mon thru Fri 7-10 am, noon-1:30 pm & 3-7 pm.
ROS—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | | PRIME | 156x | 312x | 624x | 1248x |
|--------|-------|-------|-------|-------|-------|
| 1 min | 22.00 | 21.00 | 19.00 | 17.00 | 15.00 |
| 30 sec | 12.00 | 11.50 | 11.00 | 10.00 | 9.00 |
| 15 sec | 6.00 | 5.00 | 4.50 | 4.00 | 3.80 |

- 7. PACKAGE PLANS**
- | | 1x | 52x | 156x | 312x | 624x | 1248x | 1872x |
|--------|-------|-------|-------|-------|-------|-------|-------|
| 1 min | 14.00 | 13.00 | 11.50 | 11.00 | 10.50 | 10.00 | 9.50 |
| 30 sec | 9.00 | 8.50 | 8.00 | 7.75 | 7.00 | 6.50 | 6.00 |
| 15 sec | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 |

- 8. PROGRAM TIME RATES**
- | | 1x | 52x | 104x |
|------------|-----|-----|------|
| 4-1/2 min | 30 | 25 | 20 |
| 14-1/2 min | 50 | 40 | 30 |
| 59-1/2 min | 80 | 70 | 60 |
| 59-1/2 min | 150 | 100 | ... |

XEAS

NUEVO LAREDO, MX

(This is a paid listing.)
Media Code 4 245 4775 0.00 Mid 014417-000
United States Sales Rights-Amerimex International
Media, Inc.
Suite 100, 1140 Airway Blvd., El Paso, TX 79925. Phone 915-778-9886, Telex 749-413, AMERIMEXELP.

PROGRAMMING DESCRIPTION
XEAS: 100% Spanish. Programmed for young adults & teens. MUSIC: Contemporary Hits in English & Spanish. Contact Representative for further details. Rec'd 5/7/84.

- 1. PERSONNEL**
Executive Vice-President—John W. Doran.
- 2. REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.

3. FACILITIES

1,000 w. days, 250 w. nights; 1410 khz. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Rates include translation from English to Spanish.
Member: Lotus-Albertini Spanish Radio Network.

TIME RATES

No. 2 Eff 8/1/84—Rec'd 8/2/84.

7. PACKAGE PLANS

TAP—ROTATING

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	15	14	12	10
30 sec	12	10	9	8

ANNUAL BULK

	400x	750x	1000x
1 min	14	12	10
30 sec	10	9	8

Fixed position, extra 1.00.
10 sec: Ea 5.00.

XEK

1937

NUEVO LAREDO, MX

(This is a paid listing.)
Media Code 4 245 4825 3.00 Mid 030001-000
2409 Gonzalez, Nuevo Laredo, MX Phone 2-30-35.
Other Office: 416 Chevy Chase, Laredo, TX 78042.
Phone 512-724-1796.
Mailing Address: Box 87, Laredo, TX 78041.

PROGRAMMING DESCRIPTION
XEK: Programmed for Spanish speaking young adults & housewives. MUSIC: 65% top 50 Spanish, 30% top 20 English & 5% internat'l. NEWS: hrlly with wire service & local reporters. Contact Representative for further details. Rec'd 3/23/83.

- 1. PERSONNEL**
President—Ruperto Villarreal.
General Manager—Eduardo Villarreal.
- 2. REPRESENTATIVES**
Savalli & Schutz, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 960 khz. Non-directional.
Operating schedule: 5:25 am-midnight. CST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 29a.
Contracts: 40a, 42a, 43, 44a, 44b, 46.
Cancellation: 70b, 70c, 71a.

TIME RATES

Eff 1/1/85—Rec'd 8/28/84.

- 7. PACKAGE PLANS**
- | OPEN: | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti |
|-------|-------|-------|-------|-------|-------|
| 1 min | 14.30 | 13.75 | 13.20 | 12.65 | 12.10 |
- 30 sec: Deduct 25%.
- 8. PROGRAM TIME RATES**
- | 1 ti | 1 hr | 1/2 hr | 1/4 hr |
|--------|-------|--------|--------|
| 100.00 | 50.00 | 25.00 | ... |
- (SO)

XENU

1957

NUEVO LAREDO, MX

(This is a paid listing.)
Media Code 4 245 4875 8.00 Mid 014419-000
United States Sales Rights-Amerimex International
Media, Inc.
1140 Airway Blvd., Suite 100, Box 9112, El Paso, TX 79982. Phone 915-778-9886, Telex 749-413, AMERIMEXELP.

PROGRAMMING DESCRIPTION
XENU: 100% Spanish. Programmed for young adults & housewives. MUSIC: emphasis current std hits of Mexico. Contact Representative for further details. Rec'd 10/16/79.

- 1. PERSONNEL**
Executive Vice-Pres.—John W. Doran.
- 2. REPRESENTATIVES**
Caballero Spanish Media, Inc.
- 3. FACILITIES**
5,000 w.; 1550 khz.
Operating schedule: 6 am-8 pm. CST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Rates include translation from English to Spanish.
Affiliated with Caballero Radio Network.

TIME RATES

No. 2 Eff 12/1/84—Rec'd 11/19/84.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|-------|-------|-------|
| 1 min | 18 | 15 | 13 | 11 |
| 30 sec | 14 | 11 | 10 | 9 |
- 10 sec: 6.00.
Fixed position, extra 2.00.

(SO)

XEWL1950
NUEVO LAREDO, MX

(This is a paid listing.)

Media Code 4 245 4900 4.00 Mid 014420-000
Media, Inc.1140 Airway Blvd., Suite 100, Box 9112, El Paso, TX
79982. Phone 915-778-9886, Telex: 749-413, Amer-
imex ELP.**PROGRAMMING DESCRIPTION**XEWL: 100% Spanish programmed for adults & young
adults. MUSIC: popular Mexican-American (Chicano
music). Contact Representative for further details. Rec'd
7/16/80.

- PERSONNEL**
Executive Vice-President—John W. Doran.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- FACILITIES**
1,000 w. days; 1090 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING** See coded regulations
Rates include translation from English to Spanish.
Member: Lotus-Albertini Spanish Radio Network.

TIME RATES

No. 3 Eff 6/1/84—Rec'd 6/7/84.

7. PACKAGE PLANS	WEEKLY TAP			
	6 ti	12 ti	18 ti	24 ti
1 min	17	15	13	11
30 sec	12	11	10	9
ANNUAL BULK		400x	750x	1000x
1 min	14	12	10	10
30 sec	10	9	8	8

Fixed position, extra 2.00.
10 sec: 5.00 each.

(SO)

LevellandHockley County—Map Location B-4
See SRDS Consumer market map and data at beginning of
the state.**KLVT**1949
LEVELLANDMid 014421-000
See SRDS Spot Radio Small Markets Edition.**Liberty**Liberty County—Map Location G-7
See SRDS Consumer market map and data at beginning of
the state.**KXPX**1967
LIBERTYMid 014422-000
See SRDS Spot Radio Small Markets Edition.**Littlefield**Lamb County—Map Location B-3
See SRDS Consumer market map and data at beginning of
the state.**KZZN**1947
LITTLEFIELDMid 014423-000
See SRDS Spot Radio Small Markets Edition.**Livingston**Polk County—Map Location G-6
See SRDS Consumer market map and data at beginning of
the state.**KETX**1957
LIVINGSTON
KETX-FM1970
LIVINGSTONMid 014424-000
See SRDS Spot Radio Small Markets Edition.**Lockhart**Caldwell County—Map Location E-7
See SRDS Consumer market map and data at beginning of
the state.**KCLT**1967
LOCKHARTMid 014425-000
See SRDS Spot Radio Small Markets Edition.**KHJK**1967
LOCKHARTMid 034039-000
See SRDS Spot Radio Small Markets Edition.**Longview**Gregg County—Map Location G-5
See SRDS Consumer market map and data at beginning of
the state.**KFRO**1934
LONGVIEW**Contemporary**Media Code 4 245 S000 2.00 Mid 014426-000
Voice of Longview
Studio: 481 Loop 281 East, Box 792, Longview, TX
75606. Phone 214-663-3700.**PROGRAMMING DESCRIPTION**KFRO: News, information targeted to adults 25-54 6 am-7
pm. MUSIC: Adult Contemporary. NEWS: complete local;
fulltime news & sports staff. SPORTS: Longview
High School football. FEATURES: Urban '84 M-Sat 7 pm-
12M, Urban Contemporary program targeted to minority
18+. Contact Representative for further details. Rec'd
9/12/84.

- PERSONNEL**
President—James R. Curtis, Sr.
Vice-Pres. & Gen'l Mgr.—James R. Curtis, Jr.
General Sales Manager—Charley Foxx.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
1,000 w., 1370 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time and talent: 10 days.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 25b,
26, 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50,
51a.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70e, 71a, 72.
Prod. Services: 81, 82.
Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 5/1/84.

AAAA—6-10 am.
AAA—3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS	1 min			
	PER WK:	AAAA	AAA	AA
1 ti	25.00	21.00	19.00	16.00
10 ti	19.00	15.00	14.00	11.00
20 ti	17.00	13.00	12.00	9.00
30 ti	16.00	12.00	11.00	8.00
PER WK:	30 sec			
	AAAA	AAA	AA	A
1 ti	20.00	17.00	15.00	13.00
10 ti	15.40	12.20	11.40	9.00
20 ti	13.80	10.60	9.80	7.40
30 ti	13.00	9.80	9.00	6.60

KKTX (FM)1976
KILGORE**RAB**A Noalmark Broadcasting Corp. Station
(This is a paid duplicate of the listing under Kilgore, Tex-
as.)Media Code 4 245 4S18 4.00 Mid 014401-000
Noalmark Broadcasting Corp.
1100 N. Kilgore St., Box 192, Kilgore, TX 75662. Phone
214-984-2001, Longview, 757-3561.**PROGRAMMING DESCRIPTION**KKTX (FM): Programmed for adults. MUSIC: Contempo-
rary top 40. FEATURES: emphasis on local activities;
remote facilities for in-store broadcasts. Contact
Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Richard Martin.
- REPRESENTATIVES**
Milam & Cowart.
- FACILITIES**
ERP 850 w. (horiz.), 850 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities; KOCA.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 Eff 11/1/84—Rec'd 11/16/84.

AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—All other times.**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 ti	25.00	23.00	19.00	17.50	17.00	13.50
10 ti	22.50	21.00	17.00	16.00	14.50	12.00
20 ti	21.50	20.00	16.00	15.50	14.00	11.00
30 ti	21.00	19.50	15.50	14.50	13.50	10.50

- PACKAGE PLANS**
TAP—1/3AAA, 1/3AA, 1/3A
6 am-midnight: AA rates apply.

(SMD) (D)

KLUE1948
LONGVIEW**Modern Country**Media Code 4 245 S025 9.00 Mid 014427-000
Pine Tree Media, Inc.
Signal Hill Dr., Box 7100, Longview, TX 75607. Phone
214-757-2020.**PROGRAMMING DESCRIPTION**
KLUE: Programmed for adults 25-49. MUSIC: Country.
NEWS: local department with staff meteorologist. Farm
reports. COMMERCIAL POLICY: 12 minutes per hour.
Contact Representative for further details. Rec'd 5/29/
84.

- PERSONNEL**
Gen'l & Sls Mgr.—Richard Weber.
Operations Manager—Allan Wren.
Program Director—Damien Wells.
- REPRESENTATIVES**
The Robert's Associates.
- FACILITIES**
1,000 w. days; 1280 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b, 28c,
29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70d, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS	DRIVE				
	1 ti	12 ti	24 ti	36 ti	
1 min	15.00	14.20	13.40	12.60	
30 sec	13.00	12.20	11.40	10.60	
ALL OTHER TIMES		1 min	12 ti	24 ti	36 ti
1 min	13.00	12.20	11.40	10.60	
30 sec	11.00	10.20	9.40	8.60	

Specified, extra 1.00 per spot.

- PACKAGE PLANS**
2/3 DRIVE, 1/3 ALL OTHER TIMES
PER WK: 1 ti 12 ti 24 ti 36 ti
1 min 14.00 13.20 12.40 11.60
30 sec 12.00 11.20 10.40 9.60

KNIF (FM)1980
GILMER(This is a paid duplicate of the listing under Gilmer, Tex-
as.)Media Code 4 245 3618 3.00 Mid 014344-000
Daniels Broadcasting, Inc.
Box 838, Gilmer, TX 75644. Phone 214-797-2771.**PROGRAMMING DESCRIPTION**KNIF (FM): MUSIC: Contemporary Easy Listening, tradi-
tional & contemporary vocal mixed w/today's easy in-
strumentals. NEWS: state AP at :60. Contact
Representative for further details. Rec'd 8/30/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jack Daniels.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/25/83.
- SPOT ANNOUNCEMENTS**
EA EA
Drive 11.00 All other times 10.00

(SMD)(D)

KYKX (FM)**KYKX 105**1963
LONGVIEWMedia Code 4 245 S062 2.00 Mid 014428-000
Stereo 105, Inc.
1618 Judson Rd., Box 2727, Longview, TX 75606. Phone
214-757-2662.**PROGRAMMING DESCRIPTION**KYKX (FM): Programmed for general interest. MUSIC:
Modern Country with AIR PERSONALITIES. Contact
Representative for further details. Rec'd 9/5/75.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Rusty Reynolds.
Sales Manager—Dave Gotcher.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.; 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 11 Eff 10/1/84—Rec'd 11/19/84.

AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS	1 min				30 sec				
	PER WK:	1 ti	10 ti	20 ti	30 ti	1 ti	10 ti	20 ti	30 ti
AA	37	36	35	33	28	27	26	24	24
A	29	28	27	25	22	21	20	18	18
(*)	21	20	19	17	16	15	14	12	12

(*) All other times.

(D-2)

LubbockLubbock County—Map Location B-4
See SRDS Consumer market map and data at beginning of
the state.**KEND**1946
LUBBOCK**NRBA**Media Code 4 245 S110 9.00 Mid 014429-000
Lubbock Broadcasting Co. Inc.
1314 50th, Lubbock, TX 79412. Phone 806-763-1911.

- REPRESENTATIVES**
Eastman Radio, Inc.
Rates have been temporarily withdrawn by station.

KFMX1955
LUBBOCK**Contemporary Hit**Media Code 4 245 S113 3.00 Mid 014432-000
Southern Minnesota Broadcasting, Co.
5613 Villa Dr., Box 12030, Lubbock, TX 79452. Phone
806-747-1224.**PROGRAMMING DESCRIPTION**KFMX: Programmed for adults 18-49. MUSIC: Con-
temporay Hit. NEWS: ABC network; weather & sports;
commentator news & comments. Contact Representative
for further details. Rec'd 2/27/84.

- PERSONNEL**
General Manager—Kenny Belford.
Program Director—Nat Lamp.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 14h.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c.
Prod. Services: 81, 82.
Affiliated with Supernet.
Affiliated with Satellite Music Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TEXAS

Lubbock—cont

KFMX-FM

1968
LUBBOCK



Media Code 4 245 5117 4.00 Mid 014430-000
Southern Minnesota Broadcasting Co.
5613 Villa Dr., Box 12030, Lubbock, TX 79452. Phone
806-747-1224.

PROGRAMMING DESCRIPTION

KFMX-FM: Programmed for adults, young adults & teens. MUSIC: Contemporary Rock presented by 7 AIR PERSONALITIES; reg'l audience participation contests & promotions. NEWS: youth-oriented network. ENTERTAINMENT: reg'l lifestyle features; recorded concerts broadcast. COMMERCIAL POLICY: max of 4 spots per break; max 12 units or 9-min per hr. Contact Representative for further details. Rec'd 6/4/84.

- PERSONNEL**
General Manager—Kenny Belford.
Program Director—Nat Lamp.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC-The Source.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFYO

1927
LUBBOCK



Torbet Radio



Media Code 4 245 5125 7.00 Mid 014431-000
South Plains Broadcasting Co., Inc.
Box 64670, Lubbock, TX 79464. Phone 806-797-7979.

PROGRAMMING DESCRIPTION

KFYO: Programmed for mass appeal. FARM: 11%; 5:30-7 am, 11:30 am-1 pm; 2-man, agricultural markets, interviews, events, weather. NEWS: 17% local, state, nat'l, world, analysis, community events, commentary, interviews, mobile unit reports; weather 3%. SPORTS: Texas Tech football, pro football, pro baseball, daily coverage. MUSIC: Modern Country. RELIGIOUS: Sun am. COMMERCIAL POLICY: 18 min per hr. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
General Manager—Bob Clark.
National Sales Manager—Lloyd Senn.
Farm Director—Jim Stewart.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 790 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Music Country Radio Network.
Affiliated with Supernet.
Member: Texas State Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLFB

1967
LUBBOCK



Media Code 4 245 5165 3.00 Mid 014433-000
La Fiesta Broadcasting Co., Inc.
Box 5697, 2700 Marshall Ave., Lubbock, TX 79417.
Phone 806-765-8114.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
Rates have been temporarily withdrawn by station.

KLLL-FM

1958
LUBBOCK

EASTMAN RADIO, INC.



Media Code 4 245 5176 0.00 Mid 014435-000
Lubbock Broadcasting Co., Inc.
Mailing Address: Box 10327, Lubbock, TX 79408.
1314 50th St., Lubbock, TX 79412. Phone 806-763-1911.

PROGRAMMING DESCRIPTION

KLLL-FM: Programmed for adults 18-54. MUSIC: country hits, including currents & classics. NEWS: local and reg'l emphasized, internat'l news from network. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
President—James Thrash.
Vice-Pres. & Gen'l Mgr.—Jim Thompson.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
ERP 100,000 w.; 96.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10g, 11, 12g, 13g, 14g.
Basic Rates: 20b, 22b, 23a, 25a, 28c, 33a.
Contracts: 40a, 46.
Cancellation: 70c, 73a.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KRLB

1953
LUBBOCK



Media Code 4 245 5188 5.00 Mid 014436-000
KRLB, Inc.
6602 Quirt Ave., Box 580, Lubbock, TX 79408. Phone
806-745-5800.

- REPRESENTATIVES**
Lotus Reps.
1 min rate 1x: 9.00.

KRLB-FM

1981
LUBBOCK

Media Code 4 245 5194 3.00 Mid 014437-000
KRLB, Inc.
6602 Quirt Ave., Box 580, Lubbock, TX 79408. Phone
806-745-5800.

- REPRESENTATIVES**
Lotus Reps.
1 min rate 1x: 24.00.

KRUX (FM)

LUBBOCK

Media Code 4 245 5197 6.00 Mid 020775-000
Rex Broadcasting Corp.
Box 3548, 5010 University, Suite 355, Lubbock, TX
79452. Phone 806-793-5900.

PROGRAMMING DESCRIPTION

Programmed for adults 25-54. MUSIC: modern country with mix of current hits & best hits of past 2 decades presented by live personalities. NEWS: in drivetimes; weather updates twice hrly. Contact Representative for further details. Rec'd 4/2/82.

- PERSONNEL**
President—Jim Stone.
Vice-Pres. & Gen'l Mgr.—Jim Arnold.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: ———— CST.
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 12c.
Basic Rates: 20a, 20b, 21a, 22a, 25a, 28b, 28c.
Contracts: 40a.
Comb.; Cont. Discounts: 60f.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KSEL

1946
LUBBOCK



Media Code 4 245 5200 8.00 Mid 014438-000
KSEL, Inc.
904 E. Broadway, Box 2369, Lubbock, TX 79408. Phone
806-747-2555.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

KSEL-FM

1958
LUBBOCK



McGAVREN GUILD RADIO



Media Code 4 245 5201 6.00 Mid 014439-000
KSEL, Inc.
904 E. Broadway, Box 2369, Lubbock, TX 79408. Phone
806-747-2555.

PROGRAMMING DESCRIPTION

KSEL-FM: MUSIC: Adult Contemporary/Personality.
Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—John R. Kreiger.
Sales Manager—Jeff Gibson.
Operations Manager—Steve Coggins.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 736 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 21b, 21d.
Contracts: 40a, 41, 46.
Cancellation: 73a.
Affiliated with McGavren-Guild Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTEZ (FM)

1974
LUBBOCK



Media Code 4 245 5202 4.00 Mid 014440-000
Texas Lotus Corp.
5010 University, Box 6752, Lubbock, TX 79413. Phone
806-797-3377.

- REPRESENTATIVES**
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

KTKL

1953
LUBBOCK

Media Code 4 245 5204 0.00 Mid 023390-000
Jerrico Broadcasting Co., Inc.
3210-B 34th St., Lubbock, TX 79410. Phone 806-793-5322.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

Lufkin

Angelina County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

KCKR (FM)

1982
CROCKETT

Mid 030362-000

See listing under city of license.

KDEY (FM)

1978
LUFKIN



Media Code 4 245 5206 5.00 Mid 014441-000
Darrell E. Yates
121 Calder Square, Box 1345, Lufkin, TX 75901. Phone
409-634-6661.

- REPRESENTATIVES**
Milam & Cowart.
1 min rate 1x: 10.00.

KIPR-FM

KIPR

1960
DIBOLL



(This is a paid duplicate of the listing under Diboll, Texas.)
Media Code 4 245 2650 7.00 Mid 014287-000
KIPR Associates,
Box 588, Lufkin, TX 75901. Phone 409-634-5596.

PROGRAMMING DESCRIPTION

KIPR-FM: MUSIC: Adult Contemporary. NEWS: AP audio.
Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
General Manager—Hal J. Davis.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
FM-ERP 50,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES

Eff ———— Rec'd 2/26/84.

- SPOT ANNOUNCEMENTS**
BTA
30 DAYS: 25 ti 50 ti 75 ti 100 ti 150 ti
30 sec 187.50 350.00 487.50 600.00 855.00
30 DAYS: 200 ti
30 sec 1000.00
1 min: Extra 30%.
- PARTICIPATING PROGRAMS**
DON STEED SHOW—MON THRU FRI 6-10 AM
PER WK: 5 ti 10 ti 15 ti 20 ti
Ea 67.50 130.00 187.50 180.00
(SMD(D))

KLNX

1947
LUFKIN



Media Code 4 245 5208 1.00 Mid 014442-000
Radio Lufkin, Inc.
2021 F. M. Rd., Box 1866, Lufkin, TX 75901. Phone 409-634-7773.

- REPRESENTATIVES**
Riley Representatives.
1 min rate 1x: 8.65.

KRBA

1938
LUFKIN



Media Code 4 245 5225 5.00 Mid 014443-000
Darrell E. Yates
121 Calder Square, Box 1345, Lufkin, TX 75901. Phone
409-634-6661.

- REPRESENTATIVES**
Milam & Cowart.
1 min rate 1x: 10.00.

KYKS (FM)

KYKS*105

1976
LUFKIN



Media Code 4 245 5237 0.00 Mid 014444-000
Lufkin Broadcasting, Inc.
105 Temple Blvd., Box 2209, Lufkin, TX 75901. Phone
409-639-4455.

PROGRAMMING DESCRIPTION

KYKS (FM): Programmed for general interest. MUSIC: Contemporary Country with PERSONALITIES. NEWS: local, reg'l, & nat'l hrly. SPORTS: local & special programming. Contact Representative for further details. Rec'd 3/10/80.

- PERSONNEL**
General Manager—Larry Gunter.
Sales Manager—Bob Gambill.
Program Director—Dark Defee.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 660 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 11/1/84—Rec'd 11/27/84.
AAA—5:30-10 am & 3-8 pm.
AA—10 am-3 pm.
A—8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	AAA	AA	A	AAA
10 ti	22	19	17	18
20 ti	21	18	16	17
30 ti	20	17	15	16
40 ti	18	15	13	14

(D)

Malakoff

Henderson County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KCKL (FM)

1983
MALAKOFF

Mid 031771-000

See SRDS Spot Radio Small Markets Edition.

Marlin

Falls County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KBBW

1952
WACO-MARLIN

Mid 014619-000

Licensed as a Waco-Marlin station. See listing under Waco, TX.

KLMT (FM)

1977
MARLIN

Mid 014445-000

See SRDS Spot Radio Small Markets Edition.

Marshall

Harrison County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

KCUK

(formerly KKYR)
1957
MARSHALL



Media Code 4 245 5275 0.00 Mid 014446-000
Gordon Media Corp.
Box 1326, 200 Hwy. 20, Marshall, TX 75670. Phone 214-935-1410.

2. REPRESENTATIVES
Masia Radio.
1 min rate 1x: 9.00.

KMHT

1947
MARSHALL

Modern Country

Media Code 4 245 5300 6.00 Mid 014447-000
Bayou Broadcasting, Inc.
2323 Jefferson Ave., Box AA, Marshall, TX 75670. Phone 214-938-6789.

PROGRAMMING DESCRIPTION
KMHT: Programmed for adults 25-54. MUSIC: Modern Country. NEWS: local & AP. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dale Palmer.
Sales Manager—Bob Sneed.
Operations Manager—Don Norman.

2. REPRESENTATIVES
Dallas—Paul Miller & Company.

3. FACILITIES
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

TIME RATES
AM/FM COMBINATION
Eff 1/1/84—Rec'd 2/4/84.

6. SPOT ANNOUNCEMENTS
Grid: 1-min, High 20.00; Low 12.00.

AM only: 60% of AM/FM combination.

KMHT-FM

1977
MARSHALL

Adult Contemporary

Media Code 4 245 5301 4.00 Mid 014448-000
Bayou Broadcasting, Inc.
2323 Jefferson Ave., Box AA, Marshall, TX 75670. Phone 214-938-6789.

PROGRAMMING DESCRIPTION

KMHT-FM: Programmed for adults 18-49. MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dale Palmer.
Sales Manager—Bob Sneed.
Operations Manager—Don Norman.

2. REPRESENTATIVES
Dallas—Paul Miller & Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KMHT. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
60% of AM/FM combination.

KYKX (FM)

1963
LONGVIEW



(This is a paid duplicate of the listing under Longview, Texas.)

Media Code 4 245 5062 2.00 Mid 014428-000
Stereo 105, Inc.
1618 Judson Rd., Box 2727, Longview, TX 75606. Phone 214-757-2662.

PROGRAMMING DESCRIPTION

KYKX (FM): Programmed for general interest. MUSIC: Modern Country with AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/5/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Rusty Reynolds.
Sales Manager—Dave Gotcher.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 100,000 w.; 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/84—Rec'd 11/19/84.

AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			30 sec		
	1 ti	10 ti	20 ti	1 ti	10 ti	20 ti
AAA	37	36	35	33	28	27
AA	29	28	27	25	22	21
A	21	20	19	17	16	15

(*) All other times.

(D-2)

McAllen

Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen-McAllen

(including Edinburg, Mercedes, Mission, Weslaco)

McKinney

Collin County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KMMK (FM)

1969
MCKINNEY

Mid 014455-000

See SRDS Spot Radio Small Markets Edition.

Memphis

Hall County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KLSR
1966
MEMPHIS
KLSR-FM

1982
MEMPHIS

Mid 014457-000

See SRDS Spot Radio Small Markets Edition.

Mercedes

Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen-McAllen

(including Edinburg, Mercedes, Mission, Weslaco)

Merkel

Taylor County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KIXK (FM)

1982
MERKEL

Mid 033002-000

See SRDS Spot Radio Small Markets Edition.

KMXO

1962
MERKEL

Mid 014458-000

See SRDS Spot Radio Small Markets Edition.

Mexia

Limestone County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KBUS

1956
MEXIA

Mid 014459-000

See SRDS Spot Radio Small Markets Edition.

Midland

Midland County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

KBAT (FM)

1974
MIDLAND



Media Code 4 245 5600 9.00 Mid 014460-000
KWEL, Inc.
3306 Andrews Hwy., Midland, TX 79703. Phone 915-563-2121.

2. REPRESENTATIVES
Katz Radio.
Texas—Milam & Cowart.
30 sec: 80% of 1-min.

KCRS

1935
MIDLAND



Media Code 4 245 5625 6.00 Mid 014461-000
Midland Broadcasting Co.
Box 4607, 1001 S. Midkiff, Midland, TX 79701. Phone 915-563-0550.

PROGRAMMING DESCRIPTION
KCRS: MUSIC: adult mass appeal. NEWS: local hrly 6 am-7 pm; network 8 pm-5 am. SPORTS: local football play-by-play. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL
President—Wendell Mayes, Jr.
General Manager—Parker M. Humes.
Program Director—Chuck Wolfe.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81.
FM facilities: KWMJ (FM).
Affiliated with MBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KCRS/KWMJ (FM) COMBINATION
No. 4 Eff 10/1/81—Rec'd 10/5/81.

AAA—Mon thru Sat 5-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 5 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA	A	AAA
I	40	36	30	36
II	36	33	28	32
III	33	30	25	27
IV	30	28	23	25
V	28	25	21	25

KCRS only: Deduct 1-min 10.00; 30-sec 8.00 from KCRS/KWMJ (FM) combination.

(D)

KJBC

1950
MIDLAND

Media Code 4 245 5650 4.00 Mid 014462-000
KJBC Radio, Inc.
1903 S. Lamesa Rd., Midland, TX 79701. Phone 915-684-5152.
1 min rate 1x: 10.00.

KMND

1963
MIDLAND



Media Code 4 245 5665 2.00 Mid 014463-000
Bakcor Broadcasting Inc.
2001 W. Wall, Midland, TX 79701. Phone 915-683-3878.

2. REPRESENTATIVES
Blair Radio.
Rates have been temporarily withdrawn by station.

KNFM (FM)

1959
MIDLAND



Media Code 4 245 5675 1.00 Mid 014464-000
Bakcor Broadcasting Inc.
2001 West Wall, Midland, TX 79701. Phone 915-683-3878.

PROGRAMMING DESCRIPTION

KNFM (FM): MUSIC: Continuous country. Sat/Sun: American country countdown. COMMERCIAL POLICY: Max 10-min per hr. Contact Representative for further details. Rec'd 6/24/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—George M. Bakke.
Sales Manager—Bob Bunch.

2. REPRESENTATIVES
Blair Radio

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(CR)

KWEL

1957
MIDLAND



Media Code 4 245 5700 7.00 Mid 014465-000
KWEL, Inc.
3306 Andrews Hwy., Midland, TX 79703. Phone 915-697-7300.

2. REPRESENTATIVES
Lotus-Albertini Hispanic Reps.
Rates have been temporarily withdrawn by station.

TEXAS

Midland—cont

KWES (FM)

1984
MONAHANS
NRBA

(This is a paid duplicate of the listing under Monahans, Texas.)

Media Code 4 245 5718 9.00 Mid 033069-000
Texas Wireless
Business Office: 1514 C. North Grandview, Odessa, TX 76761. Phone 915-563-9102.
Mailing Address: Box 4716, Odessa, TX 76760.

PROGRAMMING DESCRIPTION

KWES (FM): Programmed for Adults 18-34. MUSIC: Contemporary Hit Radio; Rick Dees Countdown Sat 4-8 pm & Sun noon-4 pm. COMMERCIAL POLICY: 1 unit per hr per advertiser, total 10 min per hr available. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mike Deardorff.
General Sales Manager—Garry Crawford.
Program Director—John Clay.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 970 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12f, 13f, 14f, 15d.
Basic Rates: 20a, 21a, 21d, 22a, 24c, 25a, 27, 28b, 28c, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70b, 70e, 71a, 73d.
Prod. Services: 82.

TIME RATES

Eff—Rec'd 8/24/84.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-4 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 8 pm-midnight; Sun 6 am-noon & 4 pm-midnight.

- PACKAGE PLANS**
GRID: AAA AA A GRID: AAA AA A
1 min 38 34 18 III 30 26 18
II 34 30 18 (SMD) (D-2)

KWMJ (FM)

1976
MIDLAND



A Wendall Mayes Station

Media Code 4 245 5705 6.00 Mid 014466-000
Midland Broadcasting Co.
1001 S. Midkiff, Box 4607, Midland, TX 79701. Phone 915-563-0550.

PROGRAMMING DESCRIPTION

KWMJ (FM): Programmed for adults 25-49. MUSIC: Beautiful. NEWS: local, UPI audio. Contact Representative for further details. Rec'd 6/8/82.

- PERSONNEL**
President—Wendall Mayes, Jr.
Vice-Pres. & Gen'l Mgr.—Parker M. Humes.
Sales Manager—Charles Bollon.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 923 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81.
AM facilities: KCRS.
Sold in combination with KCRS. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 1-min 10.00; 30-sec 8.00 from KCRS/KWMJ (FM) combination. (D)

KYXX
1946
ODESSA

Mid 014491-000

See listing under city of license.

Mineola

Wood County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KMOO

1963
MINEOLA

Mid 014467-000

See SRDS Spot Radio Small Markets Edition.

KMOO-FM

1977
MINEOLA

Mid 014468-000

See SRDS Spot Radio Small Markets Edition.

Mineral Wells

Palo Pinto County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KJSA

1946
MINERAL WELLS

Mid 014470-000

See SRDS Spot Radio Small Markets Edition.

KYXS-FM

1970
MINERAL WELLS

Mid 035628-000

See SRDS Spot Radio Small Markets Edition.

KZEE

1956
WEATHERFORD

Mid 014626-000

See listing under city of license.

Mission

Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen-
McAllen
(including Edinburg, Mercedes, Mission,
Weslaco)

Monahans

Ward County—Map Location A-6
See SRDS Consumer market map and data at beginning of the state.

KVKM

1946
MONAHANS

Mid 014471-000

See SRDS Spot Radio Small Markets Edition.

KWES (FM)

1984
MONAHANS
NRBA

Media Code 4 245 5718 9.00 Mid 033069-000

Texas Wireless
Business Office: 1514 C. North Grandview, Odessa, TX 76761. Phone 915-563-9102.
Mailing Address: Box 4716, Odessa, TX 76760.

PROGRAMMING DESCRIPTION

KWES (FM): Programmed for Adults 18-34. MUSIC: Contemporary Hit Radio; Rick Dees Countdown Sat 4-8 pm & Sun noon-4 pm. COMMERCIAL POLICY: 1 unit per hr per advertiser, total 10 min per hr available. Contact Representative for further details. Rec'd 8/24/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Mike Deardorff.
General Sales Manager—Garry Crawford.
Program Director—John Clay.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 970 ft. above average terrain.
- AGENCY COMMISSION**
15%; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12f, 13f, 14f, 15d.
Basic Rates: 20a, 21a, 21d, 22a, 24c, 25a, 27, 28b, 28c, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70b, 70e, 71a, 73d.
Prod. Services: 82.

TIME RATES

Eff—Rec'd 8/24/84.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-4 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 8 pm-midnight; Sun 6 am-noon & 4 pm-midnight.

7. PACKAGE PLANS

GRID: AAA AA A GRID: AAA AA A
1 min 38 34 18 III 30 26 18
II 34 30 18 (SMD) (D-2)

Morton

Cochran County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.

KRAN

1961
MORTON

Mid 014472-000

See SRDS Spot Radio Small Markets Edition.

Mount Pleasant

Titus County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KIMP

1948
MOUNT PLEASANT

Mid 014473-000

See SRDS Spot Radio Small Markets Edition.

KPXI (FM)

1953
MOUNT PLEASANT

Mid 014474-000

See SRDS Spot Radio Small Markets Edition.

Muleshoe

Bailey County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

KMUL

1956
MULESHOE



Media Code 4 245 5825 2.00 Mid 014475-000
Muleshoe Broadcasting Co., Inc.
600 W. 8th St., Box 486, Muleshoe, TX 79347. Phone 806-272-4273.

PROGRAMMING DESCRIPTION

KMUL: MUSIC: C&W & Gospel. NEWS: local at 6:45, 7:40, 10:30 am, 1, 2, & 3 pm; West Texas only, 45 min local newscasts at 10:30 am & 1 pm. FEATURES: Spanish M-Sat 4 pm-sign-off; Sun 1 pm-sign-off. Rec'd 12/29/83.

- PERSONNEL**
General Manager—Gerald Reid.
Sales Manager—Polly Otwell.
- FACILITIES**
1,000 w.; 1380 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0; 10th of following month.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 9/1/84—Rec'd 9/4/84.

- SPOT ANNOUNCEMENTS**
30 DAYS, EA: 1 ti 50 ti 100+
1 min 8.50 7.90 7.30
30 sec 5.90 5.50 5.10
- PROGRAM TIME RATES**
5 min 1/4 hr 20 min 1/2 hr
1 ti 13.25 24.75 29.30 36.80
20+ 12.55 23.90 27.70 35.30 (SMD)

Nacogdoches

Nacogdoches County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KEEE

1947
NACOGDOCHES



Media Code 4 245 5850 0.00 Mid 014476-000
R & H Broadcasting, Inc.
Stone Fort National Bank Bldg., 300 E. Main St., Box 1111, Nacogdoches, TX 75963. Phone 409-564-1230.
1 min rate 1x: 12.00.

KJCS (FM)

1967
NACOGDOCHES



Media Code 4 245 5860 9.00 Mid 014477-000
R & H Broadcasting, Inc.
Stone Fort National Bank Bldg., Box 1111, 300 E. Main St., Nacogdoches, TX 75963. Phone 409-564-1230.
1 min rate 1x: 16.00.

KSFA

1947
NACOGDOCHES



Media Code 4 245 5875 7.00 Mid 014478-000
Texan Broadcasting Co., Inc.
3007 Martinsville St., Box 848, Nacogdoches, TX 75961.
Phone 713-564-3723.

- REPRESENTATIVES**
Paul Miller & Company.
1 min rate 1x: 14.00.

KTBC (FM)

1970
NACOGDOCHES



Media Code 4 245 5876 5.00 Mid 014479-000
Texan Broadcasting Co., Inc.
3007 Martinsville St., Box 848, Nacogdoches, TX 75961.
Phone 409-564-3723.

- REPRESENTATIVES**
Paul Miller & Company.
1 min rate 1x: 13.00.

KYKS (FM)

KYKS ★ 105

1976
LUFKIN



(This is a paid duplicate of the listing under Lufkin, Texas.)
Media Code 4 245 5237 0.00 Mid 014444-000
Lufkin Broadcasting, Inc.
105 Temple Blvd., Box 2209, Lufkin, TX 75901. Phone 409-639-4455.

PROGRAMMING DESCRIPTION

KYKS (FM): Programmed for general interest. MUSIC: Contemporary Country with PERSONALITIES. NEWS: local, reg'l, & nat'l hrly. SPORTS: local & special programming. Contact Representative for further details. Rec'd 3/10/80.

- PERSONNEL**
General Manager—Larry Gunter.
Sales Manager—Bob Gambill.
Program Director—Dark Defee.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 660 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47e.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 11/1/84—Rec'd 11/27/84.
AAA—5:30-10 am & 3-8 pm.
AA—10 am-3 pm.
A—8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
10 ti	AAA AA A AAA AA A	22 19 17 18 15 13
20 ti	21 18 16 17 14 12	20 17 15 16 13 11
30 ti	18 15 13 14 11 9	
40 ti		

Navasota

Grimes County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

KWBC

1960
NAVASOTA

Mid 014480-000

See SRDS Spot Radio Small Markets Edition.

New Boston

Bowie County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KNBO

1969
NEW BOSTON

Mid 014481-000

See SRDS Spot Radio Small Markets Edition.

New Braunfels

Comal County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KGNB

1950
NEW BRAUNFELS

Mid 014482-000

See SRDS Spot Radio Small Markets Edition.

KNBT (FM)

1968
NEW BRAUNFELS

Mid 014483-000

See SRDS Spot Radio Small Markets Edition.

Odessa

Ector County—Map Location A-5
See SRDS Consumer market map and data at beginning of the state.

KCRS

1935
MIDLAND



(This is a paid duplicate of the listing under Midland, Texas.)

Media Code 4 245 5825 6.00 Mid 014461-000
Midland Broadcasting Co.
Box 4607, 1001 S. Midkiff, Midland, TX 79701. Phone 915-563-0550.

PROGRAMMING DESCRIPTION

KCRS: MUSIC: adult mass appeal. NEWS: local hly 6 am-7 pm; network 8 pm-5 am. SPORTS: local football play-by-play. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL

President—Wendell Mayes, Jr.
General Manager—Parker M. Humes.
Program Director—Chuck Wolfe.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 550 khz. Directional—separate patterns day & night.
Operating schedule 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81.
FM facilities: KWMJ (FM).
Affiliated with MBS.
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

KCRS/KWMJ (FM) COMBINATION

No. 4 Eff 10/1/81—Rec'd 10/5/81.

AAA—Mon thru Sat 5-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 5 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
GRID:	AAA AA A AAA AA A	
I	40 36 30 36 32 27	
II	36 33 28 32 30 25	

	1 min	30 sec
GRID:	AAA AA A AAA AA A	
III	33 30 25 30 27 23	
IV	30 28 23 27 25 21	
V	28 25 21 25 23 19	

KCRS only: Deduct 1-min 10.00; 30-sec 8.00 from KCRS/KWMJ (FM) combination. (D)

KJJT

1980
ODESSA

Media Code 4 245 5968 0.00 Mid 014484-000
L. & T. Enterprises.
Box 7319, Odessa, TX 79760. Phone 915-333-3101.

2. REPRESENTATIVES

Caballero Spanish Media, Inc.
1 min rate 1x: 19.00.

KKKK (FM)

1977
ODESSA



Media Code 4 245 6000 1.00 Mid 014485-000
Tower Power Corp.
Box K, Interstate 20, Midland, TX 79701. Phone 915-563-2266.

2. REPRESENTATIVES

Pates/Walton Radio - USA.
1 min rate 1x: 9.00.

KNFM (FM)

1959
MIDLAND

Mid 014464-000

See listing under city of license.

KOYL

1957
ODESSA



Masla Radio



Media Code 4 245 6025 8.00 Mid 014486-000
Stream Broadcasting of Texas, Inc.
42nd & Grandview, Box 6350, Odessa, TX 79762. Phone 915-366-2801.

PROGRAMMING DESCRIPTION

KOYL: Programmed for adults 18-49. MUSIC: country. NEWS: local, AP wire, audio network. SPORTS: reports twice an hr during am drive & wrap-up at 5:05 pm. Contact Representative for further details. Rec'd 1/3/83.

1. PERSONNEL

Vice Pres. & Gen'l Mgr.—Frank Hall.
Chief Engineer—Paul Easter.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

1,000 w. days; 1310 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.
FM facilities: KUFO (FM).

TIME RATES

KOYL/KUFO COMBINATION

Eff—Rec'd 5/23/83.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sun 6-signoff.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
PER WK:	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	
AAA	32 28 18 28 25 21	
AA	25 22 20 22 20 18	

KOYL only: Deduct 50% from KOYL/KUFO combination.

KOZA

1947
ODESSA

Mellow Adult Contemporary



Media Code 4 245 6040 7.00 Mid 014487-000
Capital Communications, Inc.
1900 S. Crane Ave., Box 351, Odessa, TX 79760. Phone 915-332-4301.

PROGRAMMING DESCRIPTION

KOZA: Programmed for adults 25-54. MUSIC: Mellow Rock; original soft hits 1955-present. NEWS: local, UPI wire and AP audio network; business/stock market news.

9:30 am-5:30 pm. SPORTS: 90-sec summaries in AM/PM drivetime & wknd; Southwest Conference football. Contact Representative for further details. Rec'd 10/29/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Bob Russell.
Program Director—Woody Stevens.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

1,000 w.; 1290 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a.
Rate Protection: 12c, 14c.
Basic Rates: 20a.
Contracts: 41.
Comb.; Cont. Discounts: 60j, 60k, 61b.
Cancellation: 70e, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 12/5/84.

Drive Time—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm; Sun noon-7 pm.

Daytime—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-noon.

Night Time—Mon thru Fri 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK: 24 ti 18 ti 12 ti 1 ti 24 ti 18 ti 12 ti 1 ti

Drive 15 16 17 19 12 13 14 16

Day 14 15 16 18 11 12 13 15

Night 9 10 11 13 7 8 9 11

Specified within dayparts, extra 2.00.

7. PACKAGE PLANS

TAP—1/3 DRIVE, 1/3 DAY, 1/3 NIGHT

PER MO: 150+ 100 ti 50 ti 1 ti

1 min 13 14 15 17

30 sec 10 11 12 14

IMPACT—1/3 AM DRIVE, 1/3 DAYTIME, 1/3 DRIVE

PER DAY: 12 ti 9 ti 6 ti PER DAY: 12 ti 9 ti 6 ti

1 min 13 14 15 30 sec 10 11 12

BULK CONTRACT BONUS

MO: 3 mo 6 mo 12 mo

Extra spots 5% 7.5% 10%

Minimum order equals 300.00 monthly average billing.

10. SPECIAL FEATURES

NEWSCASTS & BUSINESS BAROMETER

Drive, 11at 25.00; daytime flat 20.00.

KQIP (FM)

1961
ODESSA

Adult Contemporary



Media Code 4 245 6050 6.00 Mid 014488-000
Texas Broadcast Industries, Inc.
Suite 1011, Texas Commerce Bank Building, Odessa, TX 79761. Phone 915-337-6262.

PROGRAMMING DESCRIPTION

KQIP (FM): MUSIC: Adult Contemporary. NEWS: network & local at :50; weather 24x/day. SPORTS: local high school football play-by-play. Contact Representative for further details. Rec'd 6/24/83.

1. PERSONNEL

General Manager—Roy A. Elsner.
Program Director—John Roman.
General Sales Manager—Martin A. McClung.

2. REPRESENTATIVES

P/W Radio Representatives.
Southwest—Paul Miller & Company.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 493 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KRIG

1946
ODESSA

Media Code 4 245 6075 3.00 Mid 014489-000
Permian Basin Broadcasting Co.
S. Crane Hwy., Odessa, TX 79763. Phone 915-332-6871.
Mailing Address: Box 4312, Odessa, TX 79760.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 22.00.

KUFO (FM)

1965
ODESSA



Media Code 4 245 6078 7.00 Mid 014490-000
Stream Broadcasting of Texas, Inc.
42nd & Grandview, Box 6350, Odessa, TX 79762. Phone 915-366-2801.

2. REPRESENTATIVES

Masla Radio.
1 min rate 1x: 25.00.

KWES (FM)

1984
MONAHANS
NRBA

(This is a paid duplicate of the listing under Monahans, Texas.)

Media Code 4 245 5718 9.00 Mid 033069-000

Texas Wireless
Business Office: 1514 C. North Grandview, Odessa, TX 76761. Phone 915-563-9102.
Mailing Address: Box 4716, Odessa, TX 76760.

PROGRAMMING DESCRIPTION

KWES (FM): Programmed for Adults 18-34. MUSIC: Contemporary Hit Radio; Rick Dees Countdown Sat 4-8 pm & Sun noon-4 pm. COMMERCIAL POLICY: 1 unit per hr per advertiser, total 10 min per hr available. Contact Representative for further details. Rec'd 8/24/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mike Deardorff.
General Sales Manager—Garry Crawford.
Program Director—John Clay.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mhz.

Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 370 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12i, 13i, 14i, 15d.
Basic Rates: 20a, 21a, 21d, 22a, 24c, 25a, 27, 28b, 29c, 29b.

Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70b, 70e, 71a, 73d.

Prod. Services: 82.

TIME RATES

Eff—Rec'd 8/24/84.

AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-4 pm.

AA—Mon thru Fri 10 am-3 pm.

A—Mon thru Sat 8 pm-midnight; Sun 6 am-noon & 4 pm-midnight.

7. PACKAGE PLANS

GRID: AAA AA A GRID: AAA AA A

1 min 38 34 18 III 30 26 18

II 34 30 18 (SMD) (D-2)

KWMJ (FM)

1976
MIDLAND



(This is a paid duplicate of the listing under Midland, Texas.)

</

TEXAS

Odessa—cont

KYXX—cont

- PERSONNEL**
Gen'l & Sls Manager—David Price.
Local Sales Manager—Paul Weaver.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
1,000 w. days, 500 w. nights; 920 khz. Directional nights.
Operating schedule: _____, CST.
- AGENCY COMMISSION**
15%; bills payable 10th of month.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
Affiliated with Supernet.
Member: Texas State Network.

TIME RATES
Eff _____ Rec'd 4/26/84.

6. SPOT ANNOUNCEMENTS	
PER MO, ROS:	1 ti 30 ti 60 ti
30 sec	17 16 15
1 min	20 19 18
6-10 am—30-sec 27.00; 1-min 31.00.	
3-7 pm—30-sec 25.00, 1-min 29.00.	

(CR)

Orange

Orange County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KIOC (FM)

1976
ORANGE



Media Code 4 245 6084 S.00 Mid 014492-000
K106 Inc.
1725 Evangeline Dr., Vidor, TX 77662. Phone 318-938-7927.



National Sales Office.
Phone 409-833-7362.
PROGRAMMING DESCRIPTION
KIOC (FM): Programmed for mass appeal, adults 25-49.
MUSIC: Adult Contemporary favorite hits from present & past 15 yrs played 3 in a row minimum, with brief local & reg'l news & weather. COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 12/5/84.

- PERSONNEL**
General Manager—Michael Byrd.
Operations Director—Rick James.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 100,000 w.; circular polarized. 106.1 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 1,060 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60k, 62d, 60f.
Cancellation: 70e, 71a, 72.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No 84-2 Eff 8/15/84—Rec'd 7/26/84.

- AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight; Sat 5:30-10 am; Sun 5:30 am-8 pm.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS	
1 MINUTE	
GRID:	I II III IV V
AAA	29 28 27 26 25
AA	28 27 26 25 24
A	25 24 23 22 21
B	12 11 10 9 8
30 SECONDS	
AAA	24 23 22 21 20
AA	23 22 21 20 19
A	20 19 18 17 16
B	10 9 8 7 6

7. PACKAGE PLANS	
TAP—1 MINUTE	
GRID:	I II III IV
1 (2/3AAA, 1/3AA)	28 27 26 25
2 (1/2AAA, 1/4AA, 1/4A)	27 26 25 24
3 (1/2AA, 1/2A)	24 23 22 21
4 (1/4AAA, 1/4AA, 1/4A, 1/4B)	23 22 21 20
5 (BTA)	22 21 20 19
30 SECOND	
1 (2/3AAA, 1/3AA)	23 22 21 20
2 (1/2AAA, 1/4AA, 1/4A)	22 21 20 19
3 (1/2AA, 1/2A)	19 18 17 16
4 (1/4AAA, 1/4AA, 1/4A, 1/4B)	18 17 16 15
5 (BTA)	17 16 15 14

(SMD) (D)

KOGT

1947
ORANGE

See SRDS Spot Radio Small Markets Edition. Mid 014493-000

Ozona

Crockett County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

KRCT (FM)

1970
OZONA

See SRDS Spot Radio Small Markets Edition. Mid 014495-000

Palestine

Anderson County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KLIS (FM)

1970
PALESTINE

See SRDS Spot Radio Small Markets Edition. Mid 014497-000

KNET

1936
PALESTINE

See SRDS Spot Radio Small Markets Edition. Mid 014498-000

KYYK (FM)

1976
PALESTINE

See SRDS Spot Radio Small Markets Edition. Mid 014496-000

Pampa

Gray County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KGRO

1951
PAMPA

See SRDS Spot Radio Small Markets Edition. Mid 014499-000

KOMX (FM)

1981
PAMPA

See SRDS Spot Radio Small Markets Edition. Mid 026886-000

KSZN

1936
PAMPA

See SRDS Spot Radio Small Markets Edition. Mid 014500-000

Paris

Lamar County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KPLT

1935
PARIS

MOR

Media Code 4 245 622S 4.00 Mid 014501-000
KPLT, Inc.
2305 Third S.E., Box 9, Paris, TX 75460. Phone 214-784-3311, 3312.

PROGRAMMING DESCRIPTION
KPLT: Target demographic 18-54. MUSIC: MOR with 60/40 blend of solid gold to current. NEWS: network at :55; extended news & information blocks 5x/day at 7, 7:50 am-noon, 5 & 6 pm; network incl sports & news 3x/day; local news 6x/day within blocks, also at 10 pm. FARM: agriculture weather at 6:50 am & 12:35 pm; county agent report Sat at 5:30 am, farm news, livestock report & markets in blocks 12:30-12:55 pm wky. FEATURES: Inside Paris interview talk show Tues & Thurs 9 am. Contact Representative for further details. Rec'd 10/3/83.

- PERSONNEL**
General Manager—Jeff D. Methven.
Secretary—Clifford B. Marshall.
Program Director—Mike O'Donnell.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w.; 1490 khz.
Operating schedule: 5:30 am-midnight, CST.
- AGENCY COMMISSION**
15%.

- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
FM facilities: KTXU (FM).
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES
Eff _____ Rec'd 1/28/85.

6. SPOT ANNOUNCEMENTS	
FIXED	
PER YR:	26x 52x 104x 156x 260x 312x 624x
1 min/less	10.00 9.50 9.00 8.50 8.00 7.50 7.00
7. PACKAGE PLANS	
ROS, PER WK, EA:	6 ti 12 ti 24 ti 30 ti
1 min/less	10.00 9.00 8.50 8.00
8. PROGRAM TIME RATES	
	1x 13x 26x 52x 156x 260x
1 hr	100 85 70 60 50 40
1/2 hr	75 65 55 45 35 25
1/4 hr	40 35 30 25 20 15
10 min	35 30 25 20 15 12
5 min	30 25 20 15 12 10

KPRE

1950
PARIS



American Information
Radio Network



Media Code 4 245 6238 7.00 Mid 014502-000
The Gene Sudduth Co., Inc.
Hwy 271 North, Box 1116, Paris, TX 75460. Phone 214-784-6676.



PROGRAMMING DESCRIPTION
KPRE: Target demographic 18-54. MUSIC: Modern Country & Western. RELIGIOUS: Sun 6-9 am. NEWS: ABC network at 7:30 am with state & local news at 7:15 am. Paul Harvey at 7:30 am, 12:10 & 5:10 pm. Color weather radar. FARM: 6:30 am & 12:25 pm; community bulletin board 4x/daily. Contact Representative for further details. Rec'd 4/27/84.

- PERSONNEL**
General Manager—Gene Sudduth.
Air Operations Director—Michael Rogers.
National Sales Manager—Linda Sudduth.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
500 w. days; 1250 khz. Non-directional, Stereo.
Operating schedule: 6 am-7:15 pm, CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.

TIME RATES
Eff 4/1/84—Rec'd 4/27/84.

6. SPOT ANNOUNCEMENTS	
ANNUAL CONTACT	
	52x 104x 156x 260x 312x 624x
1 min	8.15 7.65 7.15 6.65 6.45 6.05
30 sec	7.80 7.25 6.80 6.35 6.05 5.90
WEEKLY CONTRACT	
	10 ti 20 ti 40 ti 50 ti
1 min	8.85 8.55 8.15 7.85
30 sec	8.35 8.10 7.80 7.50
Fixed positions, extra 15%.	

KTXU (FM)

1966
PARIS

Media Code 4 245 6244 S.00 Mid 014503-000
KPLT, Inc.
Box 9, 2305 Third S.E., Paris, TX 75460. Phone 214-784-3313.
1 min rate 1: 9.00.

Pasadena

Harris County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Houston
(including Baytown, Pasadena)

Pearsall

Erie County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KVWG

1962
PEARSALL

See SRDS Spot Radio Small Markets Edition. Mid 014504-000

KVWG-FM

1984
PEARSALL

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035519-000

Pecos

Reeves County—Map Location B-10
See SRDS Consumer market map and data at beginning of the state.

KIUN

1935
PECOS

See SRDS Spot Radio Small Markets Edition. Mid 014505-000

KPTX-FM

1980
PECOS

See SRDS Spot Radio Small Markets Edition. Mid 014506-000

Perryton

Ochiltree County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KEYE

1948
PERRYTON



Media Code 4 245 6300 S.00 Mid 014507-000
Perryton Radio, Inc.
Hwy. 15 West, Box 630, Perryton, TX 79070. Phone 806-435-5458, 5459, 5450.

PROGRAMMING DESCRIPTION
KEYE: Programmed for general audience, emphasis local news, sports. MUSIC: Country. FARM: 12 hrs wky w/ market reports hly during business day. SPORTS: nat'l, reg'l & local football & basketball play-by-play. FEATURES: gospel show daily, Spanish language program 1x/wk. NEWS: local, county & state; 3 stock market summaries/day. Contact Representative for further details. Rec'd 8/26/83.

- PERSONNEL**
President—Sharon Garrison Ellzey.
General Manager—John Ellzey.
Operations Manager—Nick Long.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz.
Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff _____ Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS	
	— 1 min — 30 sec
	1 ti 26+ 1 ti 26+
6-9 am & 4-6 pm	11.50 10.00 8.75 7.50
ROS	10.00 7.50 7.75 6.50

(SMD)

KEYE-FM

1978
PERRYTON



Media Code 4 245 6301 3.00 Mid 014508-000
Perryton Radio, Inc.
Hwy. 15 West, Box 630, Perryton, TX 79070. Phone 806-435-5458, 5459, 5450.

PROGRAMMING DESCRIPTION
KEYE-FM: MUSIC: Adult Contemporary. Contact Representative for further details. Rec'd 9/26/82.

- PERSONNEL**
President—Sharon Carrison Ellzey.
Vice-Pres. & Gen'l Mgr.—John Ellzey.
Sales Manager—Johnny Moore.
- REPRESENTATIVES**
Paul Miller & Company.
- FACILITIES**
ERP 3,000 w.; 95.9 mhz.
Operating schedule: 6 am-midnight, CST.
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.

TIME RATES
Eff _____ Rec'd 10/23/84.

6. SPOT ANNOUNCEMENTS	
	— 1 min — 30 sec
	1 ti 26+ 1 ti 26+
6-9 am & 4-6 pm	11.50 10.00 8.75 7.50
ROS	10.00 7.50 7.75 6.50

(SMD)

Plainview

Hale County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KATX (FM)

1961
PLAINVIEW

Riley Representatives



Media Code 4 245 6303 9.00 Mid 014509-000
Hale Broadcasting Co.
3218 N. Quincy, Box 1420, Plainview, TX 79072. Phone 806-296-2771.

PROGRAMMING DESCRIPTION

KATX (FM): MUSIC: Country. COMMERCIAL POLICY: max 8 minutes/hr. Contact Representative for further details. Rec'd 12/17/80.

1. PERSONNEL
General Manager—Ken Halbleib.
Farm Director—Todd Whalen.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
ERP 100,000 w.; 97.3 mhz.
Operating schedule: 5-1 am. CST.
Antenna ht.: 445 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Sat 8:05-1 am & Sun all day. For simulcast facilities see KVOP.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KVOP.
Affiliated with Satellite Music Network.

TIME RATES
Eff—Rec'd 1/28/83.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.00	14.00	13.00	12.00	9.60
30 sec	12.00	11.20	10.40	9.60	

(SMD)

KKYN

1974
PLAINVIEW



Media Code 4 245 6306 2.00 Mid 014510-000
Adams-Shelton Communications,
2202 Edgemere Dr., Box 147, Plainview, TX 79072.
Phone 806-293-2661.

PROGRAMMING DESCRIPTION

KKYN: Programmed for adults 18-49. MUSIC: Modern C & W. NEWS: reg'l news at :30, M-F 6:30 am-6:30 pm; network news 12M-9 am, 4-6 pm. FARM: programming M-F 6:05-7 am & 12:15-1 pm; 10:30 am open commodity markets (2 min inside news); 2:30 pm closing commodity markets (2 min inside news). Contact Representative for further details. Rec'd 12/7/81.

1. PERSONNEL
General Manager—Janie Kirkland.
Farm Director—Mark Hays.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
5,000 w.; 1090 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES
Eff—Rec'd 5/27/83.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV	GRID:	I	II	III	IV
30 sec	19	15	12	8	1 min	23	18	14	10

7. PACKAGE PLANS
AGRIplex REPORT

Ea	1 min	30 sec
	36	45

For more farm information, see listing in Consumer Magazine and Agr-Media Rates and Data.

(SMD)

KVOP

1944
PLAINVIEW

Riley Representatives



Media Code 4 245 6325 2.00 Mid 014511-000
Hale Broadcasting Co.
3218 N. Quincy, Box 1420, Plainview, TX 79072. Phone 806-296-2771.

PROGRAMMING DESCRIPTION

KVOP: Programmed for general interest. MUSIC: MOR/Contemporary. NEWS: emphasis local/reg'l. SPORTS: public service. FARM: agricultural reports daily M-Sat. livestock & commodity markets from exchange daily; complete weather for farmer/rancher. Contact Representative for further details. Rec'd 12/17/78.

1. PERSONNEL
General Manager—Kenneth D. Halbleib.
Farm Director—Todd Whalen.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
Operating schedule: 5-1 am. CST.
Partial simulcast operation. Simulcast Mon thru Sat 6-8:05 am. For non-simulcast facilities see KATX (FM).

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KATX (FM).
Affiliated with KBS.
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES
Eff—Rec'd 1/28/83.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	13.60	12.80	12.00	11.20	10.40

9. PARTICIPATING PROGRAMS
HIGH PLAINS DAYBREAK—MON-SAT 6-8:05 AM
1 min, ea 33.00 30 sec, ea 26.40

10. SPECIAL FEATURES
VOICE OF THE FARMER—MON-SAT 12:30-1 PM
1 min, ea 33.00 30 sec, ea 26.40 (SMD)

Plano

Collin County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KXVI

1946
PLANO

Gospel Music

Media Code 4 245 6337 7.00 Mid 014456-000
N M R, Inc.
1310 Ave. K, Plano, TX 75074. Phone 214-424-2586.

PROGRAMMING DESCRIPTION

KXVI: Programmed for adults. MUSIC: Gospel: various locally & nationally produced gospel programs 9 am-1 pm. NEWS: network at :55, 1-min local 2x hly 6-9 am; metro traffic reports 2x hly in AM/PM drive. SPORTS: daily plus local play-by-play broadcasts; One on One. FEATURES: Gospel Greats; Pat Boone Show; Metro Christian Tonight; Gospel Singing Time. Contact Representative for further details. Rec'd 8/26/83.

1. PERSONNEL
General Manager—Joe Willis.
Program Director—Mark Dickerson.
Music Director—Andy Connell.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
5,000 w. days; 1600 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 14 Eff 4/1/83—Rec'd 8/26/83.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
10 ti	100 x	16.50	13.50	15.50	12.50
20 ti	150 x	16.00	13.00	15.00	12.00
30 ti	250 x	15.50	12.50	14.50	11.50
40 ti	350 x	15.00	12.00	14.00	11.00
50 ti	500 x	14.00	11.00	13.00	10.00

(*) Other times.

Pleasanton

Atascosa County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

KBOP

1950
PLEASANTON

See SRDS Spot Radio Small Markets Edition.

KBOP-FM

1977
PLEASANTON

Mid 014513-000

See SRDS Spot Radio Small Markets Edition.

Port Arthur

(including Groves, Port Neches)
Jefferson County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major coverage area are consolidated under major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALO

(formerly KTXC)
1934
PORT ARTHUR

Urban Contemporary



Media Code 4 245 6354 2.00 Mid 014518-000
Clear Channel Communications, Inc.
7700 Gulfway, Port Arthur, TX 77640. Phone 713-963-1276, Beaumont, 713-722-9301.

PROGRAMMING DESCRIPTION

KALO: Black programming. MUSIC: Urban Contemporary. Contact Representative for further details. Rec'd 8/24/84.

1. PERSONNEL
General Manager—Jim Smith.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KHYS (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KDLF

1959
PORT NECHES



Media Code 4 245 6357 5.00 Mid 014514-000
The Church of the Christian Crusade
3185 Merriman Ave., Port Neches, TX 77651. Phone 409-727-2177.
1 min rate 1x: 5.50.

KDVE

PORT ARTHUR



Media Code 4 245 6363 3.00 Mid 014515-000
AOC Broadcasting
Box 1716, Nederland, TX 77627. Phone 409-724-1292.
1 min rate 1x: 10.00.

KHYS (FM)

1963
PORT ARTHUR

Urban Contemporary



Media Code 4 245 6375 7.00 Mid 014516-000
Clear Channel Communications, Inc.
7700 Gulfway, Port Arthur, TX 77640. Phone 713-963-1276, Beaumont, 713-722-9301.

PROGRAMMING DESCRIPTION

KHYS (FM): Programmed for adults 18-34. MUSIC: Urban Contemporary. Contact Representative for further details. Rec'd 1/25/84.

1. PERSONNEL
General Manager—Jim Smith.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 100,000 w.; 98.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 505 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KALO.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(CR)

KOLE

1947
PORT ARTHUR



Media Code 4 245 6400 3.00 Mid 014517-000
Gulf Center Broadcasting, Inc.
Box 7740, Beaumont, TX 77706. Phone 409-898-7946, 735-7931.
Studio: Phone 409-745-2222, 727-0229.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

KTFA (FM)

1983
GROVES

Media Code 4 245 6412 8.00 Mid 032507-000
Voice Broadcasting
Box 820, Bridge City, TX 77611. Phone 409-735-7174.
1 min rate 1x: 10.00.

KYKR (FM)

1969
PORT ARTHUR



Katz Radio



A Hicks Communications, Inc. Station

Media Code 4 245 6443 3.00 Mid 014519-000
KYKR Radio, Inc.
Box 5488, Beaumont, TX 77706. Phone 409-838-3911.

PROGRAMMING DESCRIPTION

KYKR (FM): MUSIC: Continuous Country. Contact Representative for further details. Rec'd 1/3/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. Steven Hicks.
General Sales Manager—Vesta Brandt.
National Sales Manager—Joe Walker.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 100,000 w.; 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KLVI, Beaumont.
Affiliated with Supemet.

TIME RATES

KYKR (FM)/KLVI, BEAUMONT COMBINATION
No. 1 Eff 10/1/84—Rec'd 10/23/84.
AAA—Mon thru Sat 5-10 am, 3-8 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

Ea	1 MINUTE	AAA AA A
30-sec; 80% of 1-min.		65 53 31

KYKR (FM) only: Deduct 5.00 from KYKR (FM)/KLVI, Beaumont combination.

Portland

San Patricio County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

See Corpus Christi (including Portland)

Port Lavaca

Calhoun County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KAOC (FM)

1977
PORT LAVACA

See SRDS Spot Radio Small Markets Edition.

TEXAS

Port Lavaca—cont

KGUL
1961
PORT LAVACA



Media Code 4 245 6450 8.00 Mid 014520-000
Double 'R' Radio Inc.
Box 386, Port Lavaca, TX 77979. Phone 512-552-2951.

PROGRAMMING DESCRIPTION

KGUL: Programmed for Hispanics 25-55. MUSIC: 100% Spanish; Onda, Chicana, Ranchera & internat'l. AIR PERSONALITIES. Promotions. Rec'd 12/18/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—D. Ray Muse.

3. **FACILITIES**
500 w.; 1560 khz. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. **AGENCY COMMISSION**
15%.

TIME RATES

Eff ——— Rec'd 8/6/84.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11+	1 ti	6 ti	11+
1 min	12.00	9.50	11.50	11.00	13.00	12.50
30 sec	11.00	10.50	10.00	12.00	11.50	11.00

(*) 11 am-1 pm & 3-7 pm.

(SMD)(CR)

Port Neches

Jefferson County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

See Port Arthur
(including Groves, Port Neches)

Post

Garza County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KPOS
1955
POST

Mid 014522-000

See SRDS Spot Radio Small Markets Edition.

Quanah

Hardeman County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KIXC
1952
QUANAH

Mid 014523-000

See SRDS Spot Radio Small Markets Edition.

KQTX (FM)
1981
QUANAH

Mid 035503-000

See SRDS Spot Radio Small Markets Edition.

Ralls

Crosby County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KCLR
1963
RALLS

Mid 014524-000

See SRDS Spot Radio Small Markets Edition.

Raymondville

Willacy County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

KSOX
1955
RAYMONDVILLE
KSOX-FM

1982
RAYMONDVILLE

Mid 014525-000

See SRDS Spot Radio Small Markets Edition.

Refugio

Refugio County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

KZTX (FM)
1979
REFUGIO

Mid 014526-000

See SRDS Spot Radio Small Markets Edition.

Robstown

Nueces County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KROB
1963
ROBSTOWN

Mid 014527-000

See SRDS Spot Radio Small Markets Edition.

KROB-FM
1966
ROBSTOWN

Mid 014528-000

See SRDS Spot Radio Small Markets Edition.

Rosenberg-Richmond

Fort Bend County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KFRD
1948
ROSENBERG-RICHMOND



Media Code 4 245 6625 5.00 Mid 014529-000
Fort Bend Broadcasting Co.
1501 Radio Ln., Box 832, Rosenberg, TX 77471. Phone 713-342-6601, Houston, 772-1618.

PROGRAMMING DESCRIPTION

KFRD: English programming 6 am-noon, 6-10 am polkas, waltzes, classic country comedy; Lone Star farm & ranch program, 10 am-noon western swing & cowboy songs, agricultural market, 6-7 & 8 am local news & sports. Spanish programming noon-sign-off. Currently popular Mexican music; local, network & UPI audio & wire service; sports. Rec'd 9/24/84.

1. **PERSONNEL**
Exec. Vice-Pres., Gen'l & Sls. Mgr.—George Thompson.
AM Program Director—Bud Smith.

3. **FACILITIES**
1,000 w. days; 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING See coded regulations**
Member: TSN Spanish Information Service, TSN Agribusiness Network.

TIME RATES
Eff 3/1/83—Rec'd 3/28/83.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	26 ti	52 ti
1 min	25.50	23.00	21.50	20.50
30 sec	20.50	19.00	17.75	16.50

(SMD)(CR)

KFRD-FM
1968
ROSENBERG-RICHMOND



Media Code 4 245 6626 3.00 Mid 014530-000
Fort Bend Broadcasting Co.
1501 Radio Ln., Box 832, Rosenberg, TX 77471. Phone 713-342-6601.

PROGRAMMING DESCRIPTION

KFRD-FM: NEWS: Emphasis on local; UPI audio. MUSIC: Country. SPORTS: major league baseball; local & network sports. FARM: agricultural market. Rec'd 10/26/83.

1. **PERSONNEL**
Exec. Vice-Pres./ Gen'l & Sls. Mgr.—George Thompson.
Program Director—Bud Smith.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 230 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0.

5. **GENERAL ADVERTISING See coded regulations**
Member: Texas State Network.

TIME RATES
Eff 3/1/83—Rec'd 3/28/83.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	18.50	17.25	16.25	13.75
30 sec	14.75	13.75	12.25	11.75

(SMD)(CR)

Rusk

Cherokee County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KTLU
1955
RUSK

KWRW (FM)

1981
RUSK

Mid 014531-000

See SRDS Spot Radio Small Markets Edition.

San Angelo

Tom Green County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

KBIL (FM)

1980
SAN ANGELO



Media Code 4 245 6670 1.00 Mid 014532-000
Triangle Texas Media, Inc.
Plaza Tower Office Bldg., Suite 412, San Angelo, TX 76904. Phone 915-944-0502.

PROGRAMMING DESCRIPTION

KBIL (FM): MUSIC: Drake-Chenault Adult Contemporary format. SPORTS: Dallas Cowboys football. NEWS: emphasis on local; network. Contact Representative for further details. Rec'd 10/2/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Charles Strickland.
Operations Manager—Brandy Hamlin.

2. **REPRESENTATIVES**
Paul Miller & Company.

3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 726 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a.
Contracts: 40a, 45, 51a.
Cancellation: 71a.

Affiliated with Connecticut Radio Network.
Member: TSN Agribusiness Network.

TIME RATES
Eff ——— Rec'd 10/2/84.

6. SPOT ANNOUNCEMENTS

GRID:	I	II	III	IV
1 min	36	33	29	27
30 sec	30	26	23	22

KGKL
1928
SAN ANGELO



Katz Radio

Media Code 4 245 6675 0.00 Mid 014533-000
KGKL, Inc.
1301 Bryant Blvd., Box 1878, San Angelo, TX 76902.
Phone 915-655-7161.

PROGRAMMING DESCRIPTION

KGKL: Contemporary & standard MOR music hosted by local AIR PERSONALITIES for adults 30+. NEWS: 3-member local news/sports staff; heavy local; community involvement commitment. SPORTS: play-by-play major league sports; local U football & basketball; high school events. FARM: 5+ hrs wkly. ENTERTAINMENT: Incredible Broadcast Machine; remote on the scene van. Contact Representative for further details. Rec'd 10/30/84.

1. **PERSONNEL**
Gen'l Mgr. & Nat'l Sls.—Dave Shepherd.
Local & Reg'l Sales—Jim Hawkins.
Operations/Programming—John Betts.

2. **REPRESENTATIVES**
Katz Radio.

3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 960 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60e, 61b, 62d, 62e.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

Member: Voice of Southwest Agriculture Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KGKL-FM
1965
SAN ANGELO



Katz Radio

Media Code 4 245 6676 8.00 Mid 014537-000
KGKL, Inc.
1301 S. Bryant Blvd., Box 1878, San Angelo, TX 76902.
Phone 915-655-7161.

PROGRAMMING DESCRIPTION

KGKL-FM: MUSIC: Modern Country for adults 18+ with local AIR PERSONALITIES in drivetimes; TM Programming. NEWS: local, state, nat'l plus weather & sports headlines in AM/PM drive. COMMERCIAL POLICY: 6 stops maximum for news/commercials in AM/PM drive; 5 stops all other hrs; 25 commercial units maximum per hr. ENTERTAINMENT: specials incl Country Music Awards & History of Country Music. Contact Representative for further details. Rec'd 9/25/84.

1. **PERSONNEL**
Operations Manager—Roy Cox.
Operations/Programming—Steve Hayes.
Operations/News—Kevin Howell.

2. **REPRESENTATIVES**
Katz Radio.

3. FACILITIES

ERP 34,000 w.; 97.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 100 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60e, 61b, 62d, 62e.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KHOS
1954
SAN ANGELO

Media Code 4 245 6678 4.00 Mid 014535-000
KHAG, Inc.
Box 1420, 4103 N. Cadbourne, San Angelo, TX 76902.
Phone 915-655-8116.

2. **REPRESENTATIVES**
Masla Radio.
Rates have been temporarily withdrawn by station.

KIXY-FM
1966
SAN ANGELO

NRBA

Media Code 4 245 6681 8.00 Mid 014534-000
Foster Communications Co., Inc.
City Hall Plaza & W. First, San Angelo, TX 76903. Phone 915-653-3387.

2. **REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 30.00.

KQSA
1954
SAN ANGELO

NRBA

Media Code 4 245 6707 1.00 Mid 014536-000
Foster Communications Co., Inc.
City Hall Plaza & W. First, San Angelo, TX 76903. Phone 915-653-3387.

2. **REPRESENTATIVES**
Torbet Radio, Inc.
1 min rate 1x: 15.00.

KTEO1947
SAN ANGELO**Busby, Finch, Lathom &
Widman**Media Code 4 245 6725 3.00 Mid 014538-000
Angelo Broadcasting Inc.
21 S. Chadbourne, San Angelo, TX 76903. Phone 915-653-6863.**PROGRAMMING DESCRIPTION**

KTEO: MUSIC: Top 40 Country & golden Country hits. NEWS: local, business, AP Audio news. SPORTS: live coverage of local events. FEATURES: audience involvement promotions; Sun 4 hrs Spanish programming. Contact Representative for further details. Rec'd 1/2/85.

1. PERSONNELPresident—O. P. Bobbitt.
Vice-Pres. & Gen'l Mgr.—John Hurlbutt.
Chief Programmer—Chris Casey.**2. REPRESENTATIVES**

Busby, Finch, Lathom & Widman.

3. FACILITIES1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 26b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KWLW (FM).**TIME RATES**No. 31 Eff 12/1/82—Rec'd 10/10/83.
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
B—Mon thru Sat 10 am-noon & 1-3 pm.**6. SPOT ANNOUNCEMENTS****CLASS A**PER WK: 1 ti 7 ti 14 ti 21 ti 28+
1 min 14.15 13.15 12.15 11.35 10.50
30 sec 11.25 10.50 9.75 9.10 8.40**CLASS B**1 min 12.25 11.35 10.60 9.75 9.10
30 sec 9.85 9.10 8.40 7.80 7.25**7. PACKAGE PLANS****ROS—6 AM-7 PM ONLY**PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti
1 min 12.50 9.60 8.95 8.60 8.35
30 sec 10.00 7.65 7.15 6.85 6.701 min 8.15 7.95 7.75 7.60 7.40
30 sec 6.50 6.35 6.20 6.05 5.90**ROS—24 HOURS**PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti
1 min 10.45 8.00 7.45 7.10 6.95
30 sec 8.35 6.35 6.00 5.75 5.601 min 5.00 4.75 4.50 4.35 4.20
30 sec 5.45 5.30 5.15 5.00 4.85**10. SPECIAL FEATURES****NEWSCAST**PER WK: AA A B
3 ti 16.50 13.90 9.80
5 ti 10.45 8.00 7.45 7.10 6.95
10 ti 14.75 12.35 8.20**WEATHERCAST**3 ti 12.35 10.60 9.00
5 ti 11.40 9.80 8.20
10 ti 10.60 9.00 7.30**KWLW (FM)**1964
SAN ANGELO**Busby, Finch, Lathom &
Widman**Media Code 4 245 6775 8.00 Mid 014539-000
Angelo Broadcasting Inc.
21 S. Chadbourne, San Angelo, TX 76903. Phone 915-655-5787.**PROGRAMMING DESCRIPTION**

KWLW (FM): MUSIC: Modern Country by Century 21. NEWS: plus time & weather forecasts. Contact Representative for further details. Rec'd 1/2/85.

1. PERSONNELPresident—O. P. Bobbitt.
Vice-Pres. & Gen'l Mgr.—John Hurlbutt.
Chief Programmer—Chris Casey.**2. REPRESENTATIVES**

Busby, Finch, Lathom & Widman.

3. FACILITIESERP 100,000 w.; 93.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 714 ft. above average terrain.**4. AGENCY COMMISSION**

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 26b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: KTEO.**TIME RATES**No. 31 Eff 12/1/82—Rec'd 10/10/83.
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
B—Mon thru Sat 10 am-noon & 1-3 pm.**6. SPOT ANNOUNCEMENTS****CLASS A**PER WK: 1 ti 7 ti 14 ti 21 ti 28+
1 min 14.80 13.80 12.80 11.30 11.00
30 sec 11.80 11.00 10.25 9.40 8.75**CLASS B**1 min 12.80 11.80 11.00 10.20 9.50
30 sec 10.25 9.40 8.90 8.10 7.50**7. PACKAGE PLANS****ROS—6 AM-7 PM ONLY**PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti
1 min 12.00 10.00 9.35 8.95 8.70
30 sec 10.50 7.95 7.50 7.15 6.951 min 8.50 8.35 8.15 7.95 7.75
30 sec 6.80 6.65 6.50 6.35 6.20**ROS—24 HOURS**PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti
1 min 10.90 8.35 7.80 7.50 7.25
30 sec 8.70 6.65 6.20 5.95 5.801 min 7.10 6.95 6.75 6.60 6.45
30 sec 5.65 5.50 5.35 5.20 5.00**San Antonio**

(Including Alamo Heights, Terrell Hills)

Bexar County—Map Location D-7

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAJA (FM)1951
SAN ANTONIO**Stereo Country**Media Code 4 245 6787 3.00 Mid 014540-000
Clear Channel Communications, Inc.
6222 N. W. I-H10, San Antonio, TX 78201. Phone 512-734-7301.**PROGRAMMING DESCRIPTION**

KAJA (FM): Programmed for 18-54 audience, targeted 25-34. Stereo country music with 4 commercial brks per hr. Contact Representative for further details. Rec'd 4/5/82.

1. PERSONNEL

Vice-Pres., Gen'l & Nat'l Sales Mgr.—John W. Barger.

2. REPRESENTATIVES

CBS/FM Sales.

3. FACILITIESERP 100,000 w. (horiz.), 100,000 w. (vert); 97.3 mhz. Stereo.
Antenna ht.: 472 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21b, 22a, 24c, 25a, 29a.
Contracts: 40h, 45, 46, 47a, 48, 49, 51b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KAPE1960
SAN ANTONIO**Urban Contemporary**Media Code 4 245 6800 4.00 Mid 014541-000
S.I.T. Broadcasting Corp.
3900 Martin Luther King Dr., Box 20107, San Antonio, TX 78220. Phone 512-337-8840.**PROGRAMMING DESCRIPTION**

KAPE: Targeted for 25-54, emphasis on 22-44. NEWS: at :50; live traffic, weather, sports in drive times. MUSIC: Blues Sat AM, Jazz Sun noon-12M. Urban Contemporary in other hours. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNELPres. & General Manager—Sam Sitterler.
General Sales Manager—Mike Secrest.
Local Sales Manager—Debra Robinson.**2. REPRESENTATIVES**

Masla Radio.

3. FACILITIES500 w. days; 1480 khz. Directional.
Operating schedule: 6 am-local sunset. CST.**4. AGENCY COMMISSION**

15% time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.: Cont. Discounts: 60k, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KESI (FM).
Affiliated with CBS.**TIME RATES**

Eff—Rec'd 7/2/84.

AAA—6-10 am, 3-7 pm.

AA—10 am-3 pm.

6. SPOT ANNOUNCEMENTS1 ti 18 ti 24 ti 30+
1 min/30 sec: 35 33 31 29
AAA 29 27 25 24
AA**7. PACKAGE PLANS**

2/3AA, 1/3AAA

1 min/30 sec 1 ti 18 ti 24 ti 30+
25 23 21 20
7 pm-midnight, 50% of above rate.**KBUC**1948
SAN ANTONIO**KBUC-FM**1967
SAN ANTONIO**EASTMAN RADIO, INC.**Media Code 4 245 6875 6.00 Mid 014542-000
Telco Inc.
Box 20659, San Antonio, TX 78220. Phone 512-222-9191.**PROGRAMMING DESCRIPTION**

KBUC: Programmed for adults & young adults. MUSIC: modern country. Listeners participate in contest regularly. NEWS: local & national, including state, national & international news. 6 newsmen with 6 mobile news units. RELIGIOUS: music 6-10 am Sun. Contact Representative for further details. Rec'd 12/3/81. KBUC-FM: modern country. Contact Representative for further details. Rec'd 12/3/81.

1. PERSONNELGeneral Manager—Harrell Banks.
Sales Manager—Jim Whiteaker.
Program Director—Gene Kelly.**2. REPRESENTATIVES**

Eastman Radio, Inc.

3. FACILITIES5,000 w. days; 1310 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 408 ft. above average terrain.
Simulcast Mon thru Sat 6-9 am & 3-6 pm.**4. AGENCY COMMISSION**

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60g, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Eastman Radio Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KCOR1945
SAN ANTONIO**Katz Radio****CABALLERO
SPANISH RADIO****Tichenor Radio Group****Spanish**Media Code 4 245 6900 2.00 Mid 014544-000
Harbenito Radio Corp.
KCOR/KOXT Bldg., 1115 W. Martin, San Antonio, TX 78207. Phone 512-225-2751. TWX: 910-871-1070.**PROGRAMMING DESCRIPTION**

KCOR: 100% Spanish. MUSIC: reg'l & traditional favorites combined with latest hits from Mexico. NEWS: Local by staff using mobile units microwave-linked with studio; coverage of local events for Spanish community. Nat'l & foreign news by UPI Spanish satellite service for Latin America. Daily drama serials starring leading actors from Mexico. Programming emphasizes personalities. Games & contests regularly featured. Contact Representative for further details. Rec'd 7/30/81.

1. PERSONNELPresident—McHenry T. Tichenor, Jr.
Vice-Pres. & Gen'l Mgr.—Nathan Safir.
Vice-Pres. & Sta. Mgr.—Sam Murray.**2. REPRESENTATIVES**Katz Radio.
Caballero Spanish Media, Inc.**3. FACILITIES**5,000 w.; 1350 khz. Directional nights.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15/0; time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 29a.
Contracts: 40c.
Comb.: Cont. Discounts: 60a, 60b, 60f.
Affiliated with Katz Radio Network.
Affiliated with Caballero Radio Network.
Member: Tichenor Radio Group.**TIME RATES**No. 7 Eff 8/1/83—Rec'd 12/18/84.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**PER WK: AAA AA A PER WK: AAA AA A
12 ti 115 110 66 18 ti 110 105 61
30 sec: 80% of 1-min; 10 sec: 50% of 1-min.
Piggybacks: 160% of 1-min.**KDRY**1963
ALAMO HEIGHTSMedia Code 4 245 6925 9.00 Mid 014545-000
National Enterprises, Inc.
8100 Roughridge, Box 34478, San Antonio, TX 78265.
Phone 512-655-7757.
1 min rate 1x: 7.25.**KEDA**1966
SAN ANTONIO**Selcom radio**
Broadcast RepresentativesMedia Code 4 245 6950 7.00 Mid 014546-000
D & E Broadcasting Co.
510 S. Flores St., San Antonio, TX 78204. Phone 512-226-5254.**PROGRAMMING DESCRIPTION**

KEDA: All Spanish programming. MUSIC: Spanish. NEWS: 5 min at :60. Weather at :15 & :45. SPORTS: 5 min at 8:30 am & 5:30 pm. UPI news. Contact Representative for further details. Rec'd 7/21/75.

1. PERSONNELOwner & Mgr.—Manuel G. Davila.
Station Manager—Alberto P. Davila.
Sales Manager—Jordan E. Sawyer.**2. REPRESENTATIVES**

Selcom Radio.

3. FACILITIES5,000 w. days, 1,000 w. nights; 1540 khz.
Non-directional days, directional nights.
Operating schedule: 24 hours daily. CST.**4. AGENCY COMMISSION**

15/0 time only; payable 30 days.

TEXAS

San Antonio—cont

KEDA—cont

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a.
Contracts: 40a, 46, 47a.
Prod. Services: 82.
Member: Jalapeno Network.

TIME RATES

Eff—Rec'd 12/27/83.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
12 ti	30	24	18 ti
		27	22

KESI (FM)

1979
TERRILL HILLS

Adult Rock



Media Code 4 245 5962 2.00 Mid 014587-000
S.I.T. Broadcasting Corp.
3900 Martin Luther King Dr., Box 20107, San Antonio, TX
78220. Phone 512-337-4550.

PROGRAMMING DESCRIPTION

KESI (FM): MUSIC: Targeted for 25-54, best of 60's, 70's & 80's. NEWS: at :50 live traffic reports in AM & PM drives. AIR PERSONALITIES: Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Sam Sitterle.
General Sales Manager—Mike Secrest.

2. REPRESENTATIVES

Masla Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1639 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 29a.
Contracts: 40a, 44a, 45, 47a, 48.
Comb., Cont. Discounts: 60k, 62d.
Cancellations: 70a, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: KAPE.
Affiliated with CBS.

TIME RATES

No. 14 Eff 5/1/84—Rec'd 7/2/84.

AAA—6-10 am, 3-7 pm.				
AA—10 am-3 pm.				
A—7 pm-midnight.				
All night—midnight-6 am.				
6. SPOT ANNOUNCEMENTS				
1 min/30 sec:	1 ti	18 ti	24 ti	30+
AAA	35	33	31	29
AA	29	27	25	24
A	25	23	21	20
All night—50% of A.				

7. PACKAGE PLANS

2/3AAA, 1/3AA

7-DAY ROTATION:	12 ti	18 ti	24 ti	30 ti
1 min/30 sec	27	25	23	21

KFHM

1961
SAN ANTONIO

Spanish



Media Code 4 245 6974 7.00 Mid 014547-000
Felix H. Morales
501 W. Quincy St., San Antonio, TX 78207. Phone 512-224-1166.

PROGRAMMING DESCRIPTION

KFHM: Programmed for Spanish speaking young adults 18-48. MUSIC: emphasis on cumbias, rancheras & contemporary. Some oldies all day. NEWS: 5 min local, nat'l, weather & sports; weather report at :30. Editorials every week on alternate days, contests, special features, air personalities, remote unit to broadcast on site, locally produced public affairs, telephone dedications all day. Contact Representative for further details. Rec'd 2/22/83.

1. PERSONNEL

General Manager—Angel D. Toledo.
Program Director—Raciel A. Gonzalez.
News Director—Carlos Garcia.

2. REPRESENTATIVES

National Time Sales.

3. FACILITIES

1,000 w.; 1150 khz. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21c, 24c, 28c, 29b, 30.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 002 Eff 7/1/81—Rec'd 2/4/82.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	21+
1 min	17.00	15.50	15.00	14.50
30 sec	11.50	10.50	9.75	9.50
15 sec	8.50	7.75	7.50	7.25

KISS (FM)

1926
SAN ANTONIO



Katz Radio

Media Code 4 245 7000 0.00 Mid 014548-000
KISS Broadcasting, Inc.
United Savings Bldg., 1100 N. Main Ave., San Antonio, TX
78212. Phone 512-223-6211.

PROGRAMMING DESCRIPTION

KISS (FM): Young adult mass appeal. MUSIC: AOR.
Contact Representative for further details. Rec'd 6/19/81.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jim Tiller.
General Sales Manager—Alan Ecklund.
Program Director—Greg Stevens.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w.; 99.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC-The Source.

TIME RATES

Eff—Rec'd 3/29/84.

6. SPOT ANNOUNCEMENTS

Flat: 1-min/30-sec: 131.00.

10. SPECIAL FEATURES

Newscastr—1-1/2x open rate for applicable time.
Rateholder: Minimum monthly expenditure, 2000.00.

KITY (FM)

1947
SAN ANTONIO

A Mission Broadcasting Co. Station

Media Code 4 245 7050 5.00 Mid 014549-000
Mission Central Co.
KONO Bldg., 317 Arden Grove, Box 2338, San Antonio,
TX 78298. Phone 512-225-5111.

2. REPRESENTATIVES

Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

KKYX

1926
SAN ANTONIO



Christal Radio



Media Code 4 245 7062 0.00 Mid 014550-000
Swanson Broadcasting
8022 Bandera Rd., San Antonio, TX 78228. Phone 512-684-0068.

PROGRAMMING DESCRIPTION

KKYX: Programmed for adults. MUSIC: Modern Country.
AIR PERSONALITIES: NEWS: at :60 & :30, expanded in drive times; 30-min expanded midday report at noon wkdays with farm & ranch news; Paul Harvey; editorials, commentaries & public affairs features throughout wk; 7-person news department. SPORTS: fishing & hunting news. Contact Representative for further details. Rec'd 6/8/82.

1. PERSONNEL

General Manager—Bill Rohde.
Sales Manager—Dennis Griffin.
National Sales Manager—Weldon Crella.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 680 khz. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15% time.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Affiliated with ABC Direction Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AA—Mon thru Fri 10 am-8 pm; Sat 5 am-8 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	High				Low			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AAA	134	130	126	122	120	118	116	114
AA	110	106	102	98	100	96	92	88
30 SECONDS								
AAA	107	104	101	98	96	94	93	91
AA	88	85	82	80	80	77	74	70

KLLS

1947
TERRELL HILLS
KLLS-FM

1966
SAN ANTONIO



Media Code 4 245 7068 7.00 Mid 014543-000
Southwestern Broadcasters Inc.
Turtle Creek Tower II, 8401 Datapoint Dr., Suite 900, San
Antonio, TX 78229. Phone 512-690-1925.

PROGRAMMING DESCRIPTION

KLLS: Mass appeal for adults 18-54. MUSIC: Current hits & oldies. AIR PERSONALITIES handle all segments live; heavy audience & market involvement. NEWS: Weather/sports local & nat'l thru-out day. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 7/24/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jack Collins.
General Sales Manager—Jack Hogan.

2. REPRESENTATIVES

Selkom Radio.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 930 khz. Directional.
Operating schedule: 24 hours daily. CST.
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.
Simulcast 6-10 am & 3-7 pm.

4. AGENCY COMMISSION

15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 12h, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KONO

1927
SAN ANTONIO
A Mission Broadcasting Co. Station
Media Code 4 245 7125 5.00 Mid 014553-000
Mission-Central Co.
KONO Bldg., 317 Arden Grove, Box 2338, San Antonio,
TX 78298. Phone 512-225-5111.

2. REPRESENTATIVES

Major Market Radio Sales.
Rates have been temporarily withdrawn by station.



For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

KQXT (FM)

1967
SAN ANTONIO



Katz Radio

Tichenor Radio Group

Easy Listening



Media Code 4 245 7130 5.00 Mid 014554-000
Harbenito Radio Corp.
KQXT Bldg., 1115 W. Martin, San Antonio, TX 78207.
Phone 512-225-2751, TWX, 910-871-1070.

PROGRAMMING DESCRIPTION

KQXT (FM): Programmed for adults & young adults. 5 personalities. MUSIC: Familiar standards, firm music, showtunes, melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. News in summary form at :58. Contact Representative for further details. Rec'd 3/23/73.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Nathan Safir.
Station Manager—David Safir.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 29a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a, 60b, 60f.
Affiliated with Katz Radio Network.

TIME RATES

No. 10 Eff 3/1/84—Rec'd 3/9/84.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 5-10 am & 3-8 pm; Sun 9 am-8 pm.
A—Mon thru Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec/less
AAA	AA	A
12 ti	115	110
18 ti	110	105
	61	94
	89	94
	56	58

Maximum spots: 2 per daypart per day.

KSAQ (FM)

1964
SAN ANTONIO



HILLIER, NEWMARK, WECHSLER & HOWARD

Media Code 4 245 7132 1.00 Mid 014552-000
C & W Wireless, Inc.
Suite 517, 5430 Fredericksburg, San Antonio, TX 78229.
Phone 512-366-1092.

PROGRAMMING DESCRIPTION

KSAQ (FM): Programming for mass appeal to adults 18-49; heavy emphasis on community involvement. MUSIC: Contemporary playlist consisting of Current adult Hits & Oldies from 60's, 70's & 80's. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/26/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Hal Widsten.
General Sales Manager—Rick Joppie.
Operations Director—Neal Hunter.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a,

KTFM (FM)

1969
SAN ANTONIO
nab

Media Code 4 245 7135 4.00 Mid 014555-000
Waterman Broadcasting Corp. of Texas
Box 18128, San Antonio, TX 78218. Phone 512-655-5500.

2. REPRESENTATIVES

Blair Radio.
Rates have been temporarily withdrawn by station.

KTSA

1922
SAN ANTONIO



BLAIR RADIO



Media Code 4 245 7150 3.00 Mid 014556-000
Waterman Broadcasting Corp. of Texas
Box 18128, San Antonio, TX 78218. Phone 512-655-5500.

1. PERSONNEL

President—Bernard E. Waterman.
General Manager—Joe Ernest.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 550 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 8.
Rate Protection: 10c, 11c, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a.
Cancellation: 71a.
FM facilities: KTFM (FM).
Affiliated with Blair Represented Network.

TIME RATES

No. 20 Eff 8/1/79—Rec'd 2/2/81.
AA—Mon thru Fri 5-10 am & 3-10 pm; Sat 6 am-9 pm;
Sun 9 am-9 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
1 min	105	100	95	90	80	75
30 sec	85	80	75	72	64	60

KTSA/KTFM (FM) COMBINATION

24-HR BTA PLAN:	1 min	30 sec
Flat	135	120

KXET

1953
SAN ANTONIO

Independent Spanish

Media Code 4 245 7175 0.00 Mid 014558-000
Texas Lotus Corporation
1130 E. Durango, San Antonio, TX 78210. Phone 512-533-0095.

PROGRAMMING DESCRIPTION

KXET: Spanish in AM. Target audience 18-49 with emphasis on contemporary 25-34. MUSIC: Contemporary Spanish. AIR PERSONALITIES. NEWS: at :60. FEATURES: continual audience participation programs. SPORTS: news 7:25 am & 6:25 pm; pro football in Spanish. COMMERCIAL POLICY: 12 commercial units per hour. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL

General Manager—Hernan Ouezada Escandón.
Sales Manager—Robert R. Albright.

2. REPRESENTATIVES

Lotus-Albertini Hispanic Reps.

3. FACILITIES

1,000 w., 1250 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 12c, 14b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e.
Comb.; Cont. Discounts: 60b, 60g, 62d, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KXZL (FM).
Affiliated with Lotus-Albertini Spanish Radio Network.

TIME RATES

No. 103 Eff 7/20/84—Rec'd 8/28/84.
AAAA—Mon thru Sat 5-10 am & 3-8 pm; Sat & Sun 10 am-3 pm.
AAA—Mon thru Fri 10 am-3 pm; Sun 3-8 pm.
AA—Mon thru Sun 8 pm-midnight; Sun 5-10 am.
A—Mon thru Sun midnight-5 am.
BTA—Mon thru Sun 5 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE

GRID:	AAAA	AAA	AA	A	BTA
I	100	80	70	30	58
II	90	72	64	27	51
III	80	64	56	24	43
IV	70	56	49	21	37

30 SECONDS

I	90	72	66	24	52
II	84	67	58	21	45
III	75	59	51	19	38
IV	66	52	45	17	33

Fixed, extra 10%.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	34	31	29	26
30 sec	26	25	24	21

KXZL (FM)

SAN ANTONIO



Torbet Radio



Media Code 4 245 7181 8.00 Mid 014559-000
427 E. Ninth St., San Antonio, TX 78215. Phone 512-226-6444.

PROGRAMMING DESCRIPTION

KXZL (FM): MUSIC: AOR. Contact Representative for further details. Rec'd 4/4/83.

1. PERSONNEL

President—Howard A. Kalmenson.
Executive Vice-President—Norman L. Posen.
Vice-Pres. & Gen'l Mgr.—Jay A. Levine.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 64,000 w. (vert.); 104.5 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 750 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Cancellation: 71a, 72, 73b.
AM facilities: KXET.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 4/4/83.
AAAA—Mon thru Sat 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
AAA—Mon thru Fri 10 am-3 pm; Sun 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sun 6-10 am.
A—Mon thru Sun midnight-6 am.
BTA—Mon thru Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	1 ti	12 +
AAAA	90 80 70 60 84 75 66 57	45
AAA	72 64 56 48 67 59 52 45	45
AA	64 56 49 42 58 51 45 39	39
A	27 24 21 18 21 19 17 15	15
BTA	51 43 37 32 45 38 33 29	29

Fixed position, AAAA & AAA only, extra 10%.

WOAI

1922
SAN ANTONIO

Represented by **CBS RADIO SPOT SALES**



Media Code 4 245 7200 6.00 Mid 014561-000
Clear Channel Communications, Inc.
6222 N. W. I-H10, San Antonio, TX 78201. Phone 512-734-7301.

PROGRAMMING DESCRIPTION

WOAI: Programmed for broad appeal with emphasis 25-64. TALK: 9 am-noon, 1-4 pm. NEWS: 6-9 am, 4-6 pm. SPORTS: 6-10 pm, pro & college football & basketball, pro baseball. FARM: 5-6 am, noon-1 pm. Contact Representative for further details. Rec'd 2/4/80.

1. PERSONNEL

Vice-Pres. & Nat'l Sales Mgr.—John W. Barger.
Farm Director—Bill McReynolds.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

50,000 w.; 1200 khz. Non-directional. Clear channel.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21b, 22a, 24c, 25a, 29a.
Contracts: 40b, 45, 46, 47a, 48, 49, 51b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS Radio Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

San Marcos

Hays County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KCNY

1948
SAN MARCOS

Modern Country/News/Sports

Media Code 4 245 7225 3.00 Mid 014562-000
SMR Corporation, Inc.
505 Unland Rd., Box 2150, San Marcos, TX 78666.
Phone 512-396-3354.

PROGRAMMING DESCRIPTION

KCNY: MUSIC: Contemporary Country 6 am-2 pm; Spanish music 6 pm-sign-off. NEWS: network & local at :30 & :60. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL

President—Jay Harpole.

2. REPRESENTATIVES

Paul Miller & Company,
Caballero Spanish Media, Inc.

3. FACILITIES

250 w.; 1470 khz.
Operating schedule: 6 am-8 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 6a 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 24c, 27, 28b, 28c, 33d.
Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Caballero Radio Network.
Member: Texas State Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(SMD)

KEYI (FM)

1971
SAN MARCOS

Adult Contemporary

Media Code 4 245 7235 2.00 Mid 014563-000
KNOW Radio, Inc.
1907 N. Lamar, Box 2197, Austin, TX 78768. Phone 512-477-9841.

PROGRAMMING DESCRIPTION

KEYI (FM): MUSIC: Adult Contemporary featuring contemporary Soft Rock hits from 60's, 70's & 80's plus AIR PERSONALITY 6-9 am, targeted toward adults 25-49. Contact Representative for further details. Rec'd 1/4/85.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mark A. Kiester.
Sales Manager—Caroline Devine.
Regional Sales Manager—Cathy Cunningham.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 97,000 w. (horiz.), 97,000 w. (vert.); 103.7 mhz.
Stereo.

Operating schedule: 24 hours daily. CST.
Antenna ht.: 585 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: KNOW, Austin.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
KEYI (FM)/KNOW COMBINATION
Eff—Rec'd 10/29/84.

6. SPOT ANNOUNCEMENTS

	High	Low
M-F 5-10 am	125	100
M-F 10 am-3 pm	115	90
M-F 3-8 pm	120	95
M-Sat 5 am-8 pm	110	85
Sat 8-10 am & 3-8 pm	105	80
Night & Sun all day	90	70

KEYI (FM) only: Deduct 8.00 from KEYI (FM)/KNOW combination.

(SMD) (D)

San Saba

San Saba County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KBAL

1956
SAN SABA

Mid 014564-000

See SRDS Spot Radio Small Markets Edition.

Seabrook

Chambers County—Map Location G-7
Galveston County—Map Location G-7
Harris County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

KZRQ (FM)

1984
SEABROOK

Mid 034317-000

See SRDS Spot Radio Small Markets Edition.

Seguin

Guadalupe County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

KWED

1948
SEGUIN

Mid 014565-000

See SRDS Spot Radio Small Markets Edition.

KWED-FM

1970
SEGUIN

Mid 014566-000

See SRDS Spot Radio Small Markets Edition.

Seminole

Gaines County—Map Location A-4
See SRDS Consumer market map and data at beginning of the state.

KIKZ

1955
SEMINOLE

Mid 014567-000

See SRDS Spot Radio Small Markets Edition.

Seymour

Baylor County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KSEY

1950
SEYMOUR

Mid 014568-000

See SRDS Spot Radio Small Markets Edition.

KSEY-FM

1981
SEYMOUR

Mid 032547-000

See SRDS Spot Radio Small Markets Edition.

Shamrock

Wheeler County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

KBYP

1949
SHAMROCK

Mid 014569-000

See SRDS Spot Radio Small Markets Edition.

TEXAS

Sherman

(including Denison)
Grayson County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

KDSQ (FM)
1967
DENISON-SHERMAN

Stereo - Rock



Media Code 4 245 7362 4.00 Mid 014570-000
KDSQ, Inc.
Drawer D., Sherman, TX 75090. Phone 214-893-8821.
Studio: Box 331, Denison, TX 75020. Phone 214-465-1600.

PROGRAMMING DESCRIPTION

KDSQ (FM): Contemporary programming to 18-34. NEWS: network & local. SPORTS: local & reg'l. Contact Representative for further details. Rec'd 3/15/82.

- PERSONNEL**
President—John B. Mahaffey.
Vice-Pres. & Gen'l Mgr.—Bill Hooten.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60c, 60d, 60g, 61d, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: KDSX.
Affiliated with ABC FM Radio Network.

TIME RATES

No. 7 FM Eff 1/1/85—Rec'd 1/30/85.

- SPOT ANNOUNCEMENTS**
PER WK, ROS:
1 min 6 ti 12 ti 18 ti 24 ti 30+
30 sec 8.00 7.50 7.00 6.50 6.00
30 sec 7.00 6.50 6.00 5.50 5.00

KDSX
1948
DENISON-SHERMAN

Modern Country/News



Media Code 4 245 7375 6.00 Mid 014571-000
KDSX, Inc.
Drawer D, Sherman, TX 75090. Phone 214-465-1600.
Studio: Box 331, Denison, TX 75020. Phone 214-465-1600.

PROGRAMMING DESCRIPTION

KDSX: Modern Country. NEWS: blocks 6-8 am. FARM: local & market news. Contact Representative for further details. Rec'd 6/23/83.

- PERSONNEL**
President—John B. Mahaffey.
Vice-Pres. & Gen'l Mgr.—Bill Hooten.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
500 w.; 950 khz. Directional—separate patterns day and night. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60c, 60d, 60g, 61d, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KDSO (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with ABC Information Radio Network.

TIME RATES

No. 7 AM Eff 1/1/85—Rec'd 1/30/85.

- SPOT ANNOUNCEMENTS**
CLASS AAA
PER WK:
1 min 6 ti 12 ti 18 ti 24 ti 30+
30 sec 14.00 13.25 12.50 11.75 11.00
30 sec 11.00 10.50 10.00 9.50 9.00
ROS
1 min 9.50 9.00 8.50 8.00 7.25
30 sec 8.00 7.50 7.00 6.50 6.00

KIKM

1936
SHERMAN
RAB

Media Code 4 245 7400 2.00 Mid 014572-000
Gibson Stations
Drawer M, Sherman, TX 75090. Phone 214-893-1151.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KLAK (FM)

1983
DENISON

Media Code 4 245 7412 7.00 Mid 034725-000
Stansell Communications, Inc.
4816 Hwy 75 S., Denison, TX 75020. Phone 214-463-6800.

- REPRESENTATIVES**
Selcom Radio.
Rates have been temporarily withdrawn by station.

KTXO

1947
SHERMAN

Media Code 4 245 7425 9.00 Mid 014574-000
KTXO, Inc.
Box 220, Sherman, TX 75090.
Studio: Box 176 K, Rt. 3, Denison, TX 75020. Phone 214-893-7477.

- REPRESENTATIVES**
Paul Miller & Company.
1 min rate 1x: 9.95.

KZZL (FM)

1969
SHERMAN
RAB

Media Code 4 245 7437 4.00 Mid 014573-000
Gibson Stations
Drawer M, Sherman, TX 75090. Phone 214-893-1151.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

Silsbee

Hardin County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KKAS

1959
SILSBEE

Media Code 4 245 7437 4.00 Mid 014573-000
Gibson Stations
Drawer M, Sherman, TX 75090. Phone 214-893-1151.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

KWDX (FM)

1981
SILSBEE

Media Code 4 245 7437 4.00 Mid 014573-000
Gibson Stations
Drawer M, Sherman, TX 75090. Phone 214-893-1151.

- REPRESENTATIVES**
Roslin Radio Sales.
Rates have been temporarily withdrawn by station.

Sinton

San Patricio County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

KIKN

1954
SINTON

Media Code 4 245 7471 3.00 Mid 014578-000
KICN (FM) C. 101.3, Inc.
Mailing Address: Box 9781, Corpus Christi, TX 78469.
Phone 512-289-1000.
5544 Leopard St., Corpus Christi, TX 78469. Phone 512-289-1000.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.3 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 402 ft. above average terrain.

KNCN (FM)

1976
SINTON

Media Code 4 245 7471 3.00 Mid 014578-000
KICN (FM) C. 101.3, Inc.
Mailing Address: Box 9781, Corpus Christi, TX 78469.
Phone 512-289-1000.
5544 Leopard St., Corpus Christi, TX 78469. Phone 512-289-1000.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.3 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 402 ft. above average terrain.

- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

(SMD) (D)

KOUL (FM)

1968
SINTON



Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.
Mailing Address: Box 898, Corpus Christi, TX 78403.

PROGRAMMING DESCRIPTION

KOUL (FM): MUSIC: Modern Country. NEWS: local, state, nat'l at :55 & :20 during AM drive, noon & PM drive. Contact Representative for further details. Rec'd 10/25/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert L. Trask, Jr.
National Sales Manager—Linda Hattersley.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KCTA, Corpus Christi.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 7/18/83—Rec'd 9/30/83.

- SPOT ANNOUNCEMENTS**
1 MINUTE
GRID: I II III IV V VI VII
AA 105 90 75 65 55 45 40
A 75 65 50 45 35 30 25
30 SECONDS
AA 95 80 65 55 47 38 34
A 65 55 42 38 30 26 21

(SMD) (D)

Slaton

Lubbock County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

KCAS

1962
SLATON

Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.
Mailing Address: Box 898, Corpus Christi, TX 78403.

- REPRESENTATIVES**
McGavren Guild Radio.

KJAK (FM)

1978
SLATON

Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.
Mailing Address: Box 898, Corpus Christi, TX 78403.

- REPRESENTATIVES**
McGavren Guild Radio.

Snyder

Scurry County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

KSNY

1949
SNYDER

Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.
Mailing Address: Box 898, Corpus Christi, TX 78403.

- REPRESENTATIVES**
McGavren Guild Radio.

KSNY-FM

1980
SNYDER

Media Code 4 245 7480 4.00 Mid 014579-000
Broadcasting Corporation of the Southwest
823 N. Water, Corpus Christi, TX 78401. Phone 512-883-0927.
Mailing Address: Box 898, Corpus Christi, TX 78403.

- REPRESENTATIVES**
McGavren Guild Radio.

Sonora

Sutton County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KVRN

1976
SONORA

KVRN-FM

1979
SONORA

Media Code 4 245 7550 4.00 Mid 014583-000
The Foster Broadcasters, Inc.
Hwy. 277 South, Box 1216, Sonora, TX 76950. Phone 915-387-3553.

PROGRAMMING DESCRIPTION

KVRN/KVRN-FM: MUSIC: Mass appeal Contemporary Country. NEWS: 5-min network newscasts, weather wire; remote facilities. FARM: regular daily agribusiness programming from state agriculture network & local sources. FEATURES: Spanish programming 6-8 pm M-F, 1-5 pm Sat & 6-10 pm Sun; 4 AIR PERSONALITIES. Contact Representative for further details. Rec'd 10/28/82.

- PERSONNEL**
General Manager—Mike Street.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
1,000 w.; 980 khz. 250 w. pre-sunrise. Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Operating schedule: 6 am-midnight. CST. Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None; all rates net to station. Payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations
Member: Texas State Network, TSN Agribusiness Network, TSN Spanish Information Service.

TIME RATES

AA—6-9 am, noon 1 pm & 3:30-6:30 pm.
A—BTA.

- PACKAGE PLANS**
CLASS AA
PER MO: 1 ti 15 ti 30 ti 45 ti 60 ti 75+
1 min 9.85 9.40 8.95 8.45 8.00 7.50
30 sec 7.60 7.25 6.90 6.50 6.15 5.80

- PROGRAM TIME RATES**
CLASS A
PER MO: 1 ti 15 ti 30 ti 45 ti 60 ti 75+
1 min 5.70 5.10 4.50 3.90 3.82 3.37 2.97
30 sec 3.80 3.50 3.10 2.90 3.14 2.88 2.65

- PER YEAR:**
1 hr 60 55 50 45 40
1/2 hr 40 36 32 28 24
1/4 hr 30 26 22 18 14
5 min 17 15 13 11 9
2 1/2 min 11 9 7 6 5

(SMD)

Spearman

Hansford County—Map Location B-1
See SRDS Consumer market map and data at beginning of the state.

KRDF-FM

1963
SPEARMAN

Media Code 4 245 7550 4.00 Mid 014583-000
The Foster Broadcasters, Inc.
Hwy. 277 South, Box 1216, Sonora, TX 76950. Phone 915-387-3553.

- REPRESENTATIVES**
Riley Representatives.

Stamford

Jones County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KDWT

1947
STAMFORD

Media Code 4 245 7550 4.00 Mid 014583-000
The Foster Broadcasters, Inc.
Hwy. 277 South, Box 1216, Sonora, TX 76950. Phone 915-387-3553.

- REPRESENTATIVES**
Riley Representatives.

Stephenville

Erath County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KSTV

1947
STEPHENVILLE

Media Code 4 245 7550 4.00 Mid 014583-000
The Foster Broadcasters, Inc.
Hwy. 277 South, Box 1216, Sonora, TX 76950. Phone 915-387-3553.

- REPRESENTATIVES**
Riley Representatives.

KWWM (FM)

1968
STEPHENVILLE

Media Code 4 245 7550 4.00 Mid 014583-000
The Foster Broadcasters, Inc.
Hwy. 277 South, Box 1216, Sonora, TX 76950. Phone 915-387-3553.

- REPRESENTATIVES**
Riley Representatives.

Sulphur Springs

Hopkins County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KDXE (FM)

1982
SULPHUR SPRINGS



Media Code 4 245 7646 0.00 Mid 028657-000
Gilbert Group, Inc.
306 Glover St., Box 564, Sulphur Springs, TX 75482.
Phone 214-885-1546.

PROGRAMMING DESCRIPTION
KDXE (FM): Emphasis on local area news, activities.
MUSIC: Adult Contemporary. Rec'd 5/10/83.

- PERSONNEL**
Vice-Pres. & Mgr.—Mel Price
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%.

TIME RATES
Eff 12/15/83—Rec'd 4/15/83.

- SPOT ANNOUNCEMENTS**

1 min	30 sec
ROS, flat	9.50 4.75

- SPECIAL FEATURES**
MORNING DRIVE 6-9 AM

Ea	1 min	30 sec
	13.00	6.50

 (SMD)

KSST

1947
SULPHUR SPRINGS

Mid 014588-000

See SRDS Spot Radio Small Markets Edition.

Sweetwater

Nolan County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

KXOX

1939
SWEETWATER



Media Code 4 245 7675 9.00 Mid 014589-000
Stein Broadcasting Co., Inc.
1801 Hoyt Ln., Box 570, Sweetwater, TX 79556. Phone
915-236-6655.

PROGRAMMING DESCRIPTION
KXOX: MUSIC: Modern Country. NEWS: emphasis local;
3 mobile units, state & nat'l network & UP; weather wire;
local news dept. FEATURES: Spanish show 1 hr/day.
FARM: 2 programs daily; 4 market reports. SPORTS: pro
football; 2 schedules of conference & local high school
football. Contact Representative for further details.
Rec'd 1/25/83.

- PERSONNEL**
Station Manager—Jack Stein.
Commercial Manager—Jeff Stein.
Music Director—Terry Balyeu.
- REPRESENTATIVES**
Frederick W. Smith.
Texas—Contact station direct.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 6 am-11 pm. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
Member: Voice of Southwest Agriculture Radio Network.

TIME RATES
No 15 Eff—Rec'd 6/22/84.

- SPOT ANNOUNCEMENTS**

AAA (maximum 3 per wk)	14.50	12.50
AA	12.50	8.50
30 sec	6.50 5.50	1 min 8.50 7.50
15 sec:	10+ 5.00, ROS.	

- PROGRAM TIME RATES**

1 day	22.00	35.00	50.00
3 mo	18.50	32.50	47.50
1 yr	17.00	30.00	45.00
1 hr:	84.00.		

- SPECIAL FEATURES**
Local news—AM & FM 11:00; AM or FM 8.50, includes
open & close plus 1 spot.
(SMD)

KXOX-FM

1976
SWEETWATER



Media Code 4 245 7676 7.00 Mid 014590-000
Stein Broadcasting Co., Inc.
1801 Hoyt Ln., Box 570, Sweetwater, TX 79556. Phone
915-235-8688.

PROGRAMMING DESCRIPTION
KXOX-FM: MUSIC: Top 40. NEWS: at 55. Contact
Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Station Manager—Jack Stein.
Com. Mgr./Music Dir.—Jeff Stein.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mhz. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 58 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with Satellite Music Network.
Member: Texas State Network.

TIME RATES
No 15 Eff—Rec'd 6/22/84.

- SPOT ANNOUNCEMENTS**

AAA—8-8:30 am.	22.00	35.00	50.00
AA—6-9 am & 10:30-11 am.	18.50	32.50	47.50
A—9 am-midnight.	17.00	30.00	45.00

- PROGRAM TIME RATES**

1 day	22.00	35.00	50.00
3 mo	18.50	32.50	47.50
1 yr	17.00	30.00	45.00
1 hr:	84.00.		

- SPECIAL FEATURES**
Local news—AM & FM 11:00; AM or FM 8.50, includes
open & close plus 1 spot.
(SMD)

Taylor

Williamson County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KRGT-FM

1980
TAYLOR

Mid 018053-000

See SRDS Spot Radio Small Markets Edition.

KTAE

1942
TAYLOR

Mid 014591-000

See SRDS Spot Radio Small Markets Edition.

Temple

(including Belton)
Bell County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated
under the major city heading. This is not to imply that
all of the stations provide equal coverage of the entire
area or cities involved. It is part of the time buying
function to determine the extent of individual station
coverage, audience delivered, etc. within the area.

KIIZ

1955
KILLEEN

Mid 014403-000

See listing under city of license.

KIXS-FM

1961
KILLEEN

Mid 014404-000

See listing under city of license.

KPLE (FM)



1964
TEMPLE
A Formby Station

Media Code 4 245 7712 0.00 Mid 014592-000
KTEM Radio, Inc.
Box 1230, 303 N. Main St., Temple, TX 76503. Phone
817-773-5252.

PROGRAMMING DESCRIPTION
KPLE (FM): MUSIC: modern country 25-54. NEWS:
network & local at :60. Contact Representative for further
details. Rec'd 11/13/81.

- PERSONNEL**
General Manager—George Franz.
Sales Manager—Nancy Felix.
Program Director—Murphy Payne.
- REPRESENTATIVES**
Hillier, Newmark, Wechler & Howard.
- FACILITIES**
ERP 2,900 w.; 104.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 345 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KTEM.
Sold in combination with KTEM. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
60% of KTEM/KPLE (FM) combination.

KTEM



TEMPLE

Media Code 4 245 7725 2.00 Mid 014593-000
KTEM Radio, Inc.
Box 1230, 303 N. Main St., Temple, TX 76503. Phone
817-773-5252.

PROGRAMMING DESCRIPTION
KTEM: Programmed to 25-54 audience. MUSIC: Adult
Contemporary. NEWS: Texas AP & local at :60. Contact
Representative for further details. Rec'd 10/24/84.

- PERSONNEL**
General Manager—George Franz.
Commercial Manager—Nancy Felix.
Program Director—Mike Wright.
- REPRESENTATIVES**
Hillier, Newmark, Wechler & Howard.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
FM facilities: KPLE (FM).

TIME RATES
KTEM/KPLE (FM) COMBINATION
Eff—Rec'd 10/24/84.

- PACKAGE PLANS**
GRID, RANGE: High Low
1 min 34 28

KTEM only: 60% of KTEM/KPLE (FM) combination.

KTON

1961
BELTON
KTON-FM

1970
BELTON



Media Code 4 245 7750 0.00 Mid 014594-000
Center City Communications
Box 240, Belton, TX 78513. Phone 817-939-3738.

- REPRESENTATIVES**
Frederick W. Smith.
1 min rate 1x: 10.00.

Terrell

Kaufman County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KTER

1950
TERRELL

Mid 014595-000

See SRDS Spot Radio Small Markets Edition.

KTLR-FM

1979
TERRELL

Mid 014596-000

See SRDS Spot Radio Small Markets Edition.

Terrell Hills

Bexar County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

See San Antonio
(including Alamo Heights, Terrell Hills)

Texarkana

Tex.—Bowie County—Map Location G-4
Ark.—Miller County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KADO

1961
TEXARKANA



Media Code 4 245 7806 0.00 Mid 014597-000
KATQ Radio, Inc.
303 W. Broad St., Texarkana, TX 75501. Phone 214-793-
4671.

PROGRAMMING DESCRIPTION
KADO: MUSIC: Urban Contemporary. FEATURES: black
AIR PERSONALITIES available for remotes & commercial
production; mobile studios for remotes. RELIGIOUS:
gospel M-F 6:07 am; Sun. NEWS: network at :52.
COMMERCIAL POLICY: maximum of 10 min clustered in
segments each hr. Contact Representative for further
details. Rec'd 5/29/84.

- PERSONNEL**
President—Floyd Bell.
Vice-Pres. & Gen'l Mgr.—John H. Bell.
Sls. & Traffic Coordinator—Gay Harwell.
- REPRESENTATIVES**
R.A. Lazar & Company.
- FACILITIES**
2,500 w.; 940 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a,
26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50,
51c.
Comb., Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KTVN (FM), Texarkana AR.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
Eff 9/1/83—Rec'd 5/29/84.

- SPOT ANNOUNCEMENTS**
AAA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.
A—ROS.
BTA—At least 1/2 in AAA.

- SPOT ANNOUNCEMENTS**

PER WK:	1 min	12 ti	24 ti	1 ti	12 ti	24 ti
AAA	17	16	15	12	11	10
A	15	14	13	10	9	8
BTA	16	15	14	11	10	9

 (D)(A)

KCMC

1932
TEXARKANA



Media Code 4 245 7850 8.00 Mid 014598-000
KCMC Co., Inc.
3227 Summerhill Rd., Box 6397, Texarkana, TX 75501.
Phone 214-793-1137.

PROGRAMMING DESCRIPTION
KCMC: Targeted at adults 18+. MUSIC: Contemporary
Country presented in structured segments with emphasis
on Current Hits, 10-yr-old recurrent & Oldies. NEWS: AP
wire, network plus local at :30, extended newscasts at
7:30 am & noon incl. weather, farm, business, Wall Street
with commodity reports; special weather & farm reports 6
ti/day. SPORTS: M-Sat incl local 10-min sports in AM
drive, pro & college football plus high school sports yr
round. RELIGION: Sun 6 am-noon. Contact
Representative for further details. Rec'd 10/27/83.

- PERSONNEL**
Gen'l & Sls. Mgr.—Doug Davis.
Program Director—Al Hanna.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 740 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.

TIME RATES
Eff—Rec'd 10/27/83.

- SPOT ANNOUNCEMENTS**
A—Guaranteed drive Mon thru Sat 6-10 am, 11 am-1 pm
& 3-7 pm.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
	1x	50x 100x
A	17.00	15.50 14.50 14.00 12.80 12.00
ROS	15.00	14.00 13.00 12.40 11.60 10.80

TEXAS

Texarkana—cont

KOSY

1951
TEXARKANA, AR

Mid 008477-000
Licensed as a Texarkana, AR, station. See listing under Texarkana, AR.

KOSY-FM

1965
TEXARKANA



SAVALLI & SCHUTZ

INCORPORATED



Media Code 4 245 7875 5.00 Mid 014599-000
Gateway Broadcasting Co.
2324 Arkansas Blvd., Texarkana, TX 75502. Phone 501-772-3771.

Mailing Address: Box 2018, Texarkana, TX 75501.
PROGRAMMING DESCRIPTION
KOSY-FM: MUSIC: Adult Contemporary. NEWS: network plus sports briefs; remotes available. Contact Representative for further details. Rec'd 4/21/83.

- PERSONNEL**
General Manager—James K. Smith.
Program Director—Don Rushin.
Chief Engineer—Dick Wetherbee.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
ERP 94,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 235 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.; Cont. Discounts: 61c.
Cancellation: 70a, 71a, 73a.

TIME RATES

No. 15CC Eff 10/1/84—Rec'd 10/25/84.

PER YR:	FIXED					
	1x	52x	104x	260x	520x	1040x
1 min	17.00	16.00	15.50	15.00	14.50	14.00
30 sec	13.50	13.00	12.50	12.00	11.50	11.00
	FLO					
1 min	12.50	12.00	11.50	11.00	10.50	10.00
30 sec	11.00	10.50	10.00	9.50	9.00	8.50

KTAL (FM)

1948
TEXARKANA, TX-SHREVEPORT, LA

Mid 010829-000
Licensed as a Texarkana, TX-Shreveport, LA, station.
See listing under Shreveport, LA.

KTFS

1946
TEXARKANA

Media Code 4 245 7900 1.00 Mid 014600-000
KTFS Radio, Inc.
Box 1260, 1323 College Dr., Texarkana, TX 75504. Phone 793-1109.

- REPRESENTATIVES**
Selcom Radio.
Dallas—Riley Representatives.
1 min rate 1x: 12.95.

KTWN (FM)

1968
TEXARKANA



(This is a paid duplicate of the listing under Texarkana, Arkansas.)
Media Code 4 204 9185 4.00 Mid 008476-000
KATO Radio, Inc.
303 W. Broad St., Texarkana, TX 77501. Phone 214-793-4671.

PROGRAMMING DESCRIPTION
KTWN (FM): Modern Country music for 18 plus audience. MUSIC: blend of Country hits, recurrences & Oldies presented in structured segments. NEWS: local at :57; network at :27; Paul Harvey 7:30 am, noon, 5 pm M-F Sat noon. FARM: market reports & AG forecast early AM & 12:30 pm. FEATURES: fishing report M-F 5:50 am; mobile studios for remotes; religion Sun AM. COMMERCIAL POLICY: 10 min maximum clustered in segments each hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
President—Floyd Bell.
Vice-Pres. & Gen'l Mgr.—John H. Bell.
Sales & Traffic Coordinator—Gay Harwell.

- REPRESENTATIVES**
The Robert's Associates.
- FACILITIES**
ERP 980 w.; 107.1 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KADO, Texarkana TX.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff 9/1/83—Rec'd 5/29/84.

AAA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.
A—ROS.
BTA—At least 1/2 in AAA.

PER WK:	1 min				30 sec			
	1 ti	12 ti	24 ti	1 ti	12 ti	24 ti	1 ti	12 ti
AAA	17	16	15	12	11	10	8	8
A	15	14	13	10	9	8	8	8
BTA	16	15	14	11	10	9	8	8

Texas City

Galveston County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

KYST

1947
TEXAS CITY

Media Code 4 245 7925 8.00 Mid 014601-000
Vel Communications Corp.
8181 N. Stadium Dr., Houston, TX 77054. Phone 713-791-9292.

PROGRAMMING DESCRIPTION
KYST: Programmed primarily for Hispanic population of Mexican heritage w/emphasis on Tex-Mex audience; targeted to adults 18-49; AIR PERSONALITIES handle all segments. NEWS: 2x/hr; UPI English & Spanish wires; traffic reports during drive; weather hrly; remote broadcast vehicle w/Mart transmitter & own power originates coverage of major events & promotions within Hispanic community. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
President—Cruz Velasquez.
General Sales Manager—Chet Wilke.
Program Director—Cruz Vel Asguez.
- REPRESENTATIVES**
P/W Radio Representatives.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; net 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 48, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rates include Spanish translation.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

Tulsa

Swisher County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KTUE

1954
TULSA

Mid 014602-000
See SRDS Spot Radio Small Markets Edition.

Tyler

Smith County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KDOK

1930
TYLER

Media Code 4 245 7975 3.00 Mid 014603-000
Turner Communications, Inc.
Box 6340, Tyler, TX 75711. Phone 214-593-2519.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 18.00.

KNUE (FM)

1964
TYLER

Media Code 4 245 7987 8.00 Mid 014604-000
Broadcasters Unlimited, Inc.
3810 Brookside, Box 7935, Tyler, TX 75711. Phone 214-581-0606.

- REPRESENTATIVES**
Blair Radio.
1 min rate 1x: 25.00.

KOOI (FM)

1967
JACKSONVILLE



(This is a paid duplicate of the listing under Jacksonville, Texas.)

Media Code 4 245 4385 8.00 Mid 014394-000
Waller Broadcasting, Inc.
Box 4900, Tyler, TX 75712. Phone 214-597-3368.

PROGRAMMING DESCRIPTION
KOOI (FM): Programmed for general audience. MUSIC: Easy Listening. NEWS: network, 2 5-min at :30; area state 2 5-min :60; expanded news at 6:30 am, noon & 6 pm; emphasis news, sports & community affairs. Contact Representative for further details. Rec'd 7/27/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Dudley Waller.
- REPRESENTATIVES**
Riley Representatives.
- FACILITIES**
ERP 100,000 w.; 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 690 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KEEB.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD) (D)

KROZ (FM)

1975
TYLER



Media Code 4 245 7993 6.00 Mid 014605-000
Tyler Broadcasting Co.
Box 4248, Tyler, TX 75712. Phone 214-593-1744.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 19.50.

KTBB

1947
TYLER



Media Code 4 245 8000 9.00 Mid 014606-000
Broadcasters Unlimited, Inc.
3810 Brookside, Box 7935, Tyler, TX 75711. Phone 214-581-0606.

- REPRESENTATIVES**
Blair Radio.
1 min rate 1x: 32.00.

KTYL

1956
TYLER



Media Code 4 245 8006 6.00 Mid 014607-000
Big Thicket Broadcasting, Inc.
1922 E. Front St., Box 6367, Tyler, TX 75711. Phone 214-593-1771.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 15.00.

KTYL-FM

1961
TYLER



Media Code 4 245 8007 4.00 Mid 014608-000
Big Thicket Broadcasting, Inc.
1922 E. Front St., Box 6367, Tyler, TX 75711. Phone 214-595-2631, Longview, 753-1096.

- REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 44.00.

KYKX (FM)

1963
LONGVIEW



(This is a paid duplicate of the listing under Longview, Texas.)

Media Code 4 245 5062 2.00 Mid 014428-000
Stereo 105, Inc.
1618 Judson Rd., Box 2727, Longview, TX 75606. Phone 214-757-2662.

PROGRAMMING DESCRIPTION
KYKX (FM): Programmed for general interest. MUSIC: Modern Country with AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/5/75.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Rusty Reynolds.
Sales Manager—Dave Gotcher.
- REPRESENTATIVES**
Selcom Radio.

- FACILITIES**
ERP 100,000 w.; 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 950 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47e, 51b.
Comb.; Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/84—Rec'd 11/19/84.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.

PER WK:	1 min				30 sec			
	1 ti	10 ti	20 ti	30 ti	1 ti	10 ti	20 ti	30 ti
AA	37	36	35	33	28	27	26	24
A	29	28	27	25	22	21	20	18
(*)	21	20	19	17	16	15	14	12

(*) All other times.

(D-2)

KZEY

1958
TYLER



Media Code 4 245 8050 4.00 Mid 014609-000
Tyler Broadcasting Co.
Box 4248, Tyler, TX 75712. Phone 214-593-1744.

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
1 min rate 1x: 16.00.

Uvalde

Uvalde County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

KVOU

1947
UVALDE

Mid 014610-000
See SRDS Spot Radio Small Markets Edition.

KYUF (FM)

1976
UVALDE

Mid 014611-000
See SRDS Spot Radio Small Markets Edition.

Vernon

Wilbarger County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KVWC

1939
VERNON

KVWC-FM

1972
VERNON

Mid 014612-000
See SRDS Spot Radio Small Markets Edition.

Victoria

Victoria County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KCWM



1976
VICTORIA



A Wendell Mayes Station

Media Code 4 245 8112 2.00 Mid 014613-000
Independence Broadcasting Co.
Box 3487, 3613 N. Main St., Victoria, TX 77903. Phone
512-576-6111.

PROGRAMMING DESCRIPTION

KCWM: Programmed for adults 25-54. MUSIC: Modern Country, great American Country. NEWS: local news dept, local, ABC Direction Network & Paul Harvey during drivetimes & noon. SPORTS: Howard Cosell's Speaking of Sports AM drive. FARM: 20 min/day. COMMERCIAL POLICY: 14 min/hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
Chairman—Wendell Mayes, Jr.
Pres. & Gen'l Mgr.—Robert E. Woodman.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1340 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 28b, 29a.
Contracts: 40a, 42b, 46.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: KVIC (FM).
Affiliated with McGavren Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KGUL

1961
PORT LAVACA

100% Spanish

See listing under city of license.

Mid 014520-000

KNAL



1949
VICTORIA

Media Code 4 245 8125 4.00 Mid 014614-000
Victoria Broadcasters, Inc.
Box 2209, Victoria, TX 77902. Phone 512-573-9176.

PROGRAMMING DESCRIPTION

KNAL: Programmed for adults 25+ families. MUSIC: Country, 65% current, 35% oldies. NEWS: MBS & local hly at :60, UPI wire; remote facilities. Weather, NOAA wire, remote studio at weather service station. SPORTS: Local hly at :03 til 1 pm; play-by-play of local football, basketball, college & pro football. Agriculture, 4H, Home economist, County Agent report wkly, Wkly, quarterly & holiday country music special programs. Complete remote studio van broadcasting special programs from community events. Contact Representative for further details. Rec'd 6/17/83.

- PERSONNEL**
Station Manager—Robert C. Martin.
 - REPRESENTATIVES**
Riley Representatives.
 - FACILITIES**
500 w.; 1410 khz. Directional nights.
Operating schedule: 5-1 am. CST.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with MBS.
- TIME RATES**
Eff—Rec'd 7/26/83.
- SPOT ANNOUNCEMENTS**
7-9 AM, NOON-1 PM & 3-7 PM
- | | | | | | |
|---------|-------|-------|-------|-------|-------|
| PER WK: | 1 ti | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR: | 1x | 100x | 250x | 500x | 750x |
| 1 min | 17.65 | 15.50 | 14.70 | 14.00 | 13.25 |
| 30 sec | 14.10 | 12.40 | 11.75 | 11.20 | 10.60 |
- ALL OTHER TIMES
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 min | 14.70 | 12.50 | 11.75 | 11.05 | 10.30 |
| 30 sec | 11.75 | 10.00 | 9.40 | 8.85 | 8.25 |
- PARTICIPATING PROGRAMS**
Charley Lewis Show—Mon-Fri 6-7 am, 1-min, 23.50.

KTXN (FM)



1965
VICTORIA

Media Code 4 245 8150 2.00 Mid 014615-000
Cosmopolitan Enterprises of Victoria, Inc.
Lower Mission Valley Rd., Box 2682, Victoria, TX 77902.
Phone 512-573-4366.

PROGRAMMING DESCRIPTION

KTXN (FM): MUSIC: Beautiful. NEWS: network at :60; local at 7:05 am & 6:05 pm; Stock Market Business Report at 7:30 am, 12:30-5:30 pm, Farm report 6:45 am & 12:15 pm. Contact Representatives for further details. Rec'd 2/27/84.

- PERSONNEL**
President—Joe Tibiletti.
General Manager—Don Freed.
Sales Manager—Donald L. Freed.
- REPRESENTATIVES**
Frederick W. Smith.
- FACILITIES**
ERP 40,000 w. (horiz.), (vert.): 98.7 mhz. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 341 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 24b, 26, 28b, 33c.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61b, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.

TIME RATES

- SPOT ANNOUNCEMENTS**
- | | | |
|-------|-------|--------------------------|
| | 1 min | 30 sec |
| Prime | 10.00 | 9.50 8.00 8.00 7.50 7.00 |
| Day | 9.00 | 8.50 8.00 7.00 6.50 6.00 |
| Night | 8.00 | 7.50 7.00 6.00 5.50 5.00 |

- PACKAGE PLANS**
TAP—1/3 PRIME, 1/3 DAY, 1/3 NIGHT
- | | | | | | | | |
|-------|------|------|------|--------|------|------|------|
| 1 min | 9.00 | 8.50 | 8.00 | 30 sec | 7.00 | 6.50 | 6.00 |
|-------|------|------|------|--------|------|------|------|

KVIC (FM)



1939
VICTORIA

Media Code 4 245 8175 9.00 Mid 014616-000
Independence Broadcasting Co.
3613 N. Main St., Box 3487, Victoria, TX 77903. Phone
512-576-6111.

PROGRAMMING DESCRIPTION

KVIC (FM): Programmed for adults 18-49. MUSIC: current hits. NEWS: local news dept.; news at :40 during drive & noon hr. COMMERCIAL POLICY: 14 min/hr. Contact Representative for further details. Rec'd 8/30/82.

- PERSONNEL**
Chairman—Wendell Mayes, Jr.
Pres. & Gen'l Mgr.—Robert E. Woodman.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 57,000 w. (horiz.), 57,000 w. (vert.): 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 28b, 29a.
Contracts: 40a, 42b, 46.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: KCWM.
Affiliated with McGavren Guild Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KZEU (FM)

1980
VICTORIA

Media Code 4 245 8215 3.00 Mid 014617-000
Longrier Communications/Victoria, Inc.
1501 N. Navarro St., Box 1267, Victoria, TX 77902. Phone
512-573-0777.

PROGRAMMING DESCRIPTION

KZEU (FM): Programmed for young adults 18-54 w/emphasis on adults 25-49. MUSIC: Country. NEWS: network at :60. COMMERCIAL POLICY: 14 units/hr max. Rec'd 9/29/83.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Harry L. Smith, Jr.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 362 1/2 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 16.
Basic Rates: 20b, 21a, 21c, 24a, 27, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 46, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60i, 60f, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

- No. 3 Eff 7/1/84—Rec'd 6/13/84.
- AA—Mon thru Sat 5-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 5 am-6 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

- SPOT ANNOUNCEMENTS**
- | | | | | | |
|--------|-------|-------|-------|-------|-------|
| 1 MIN: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| AA | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| A | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| B | 11.00 | 10.00 | 9.00 | 8.00 | 7.00 |
| C | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 |
- 30 SEC:
- | | | | | | |
|----|-------|-------|-------|-------|-------|
| AA | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| A | 12.50 | 11.50 | 10.50 | 9.50 | 8.50 |
| B | 9.50 | 8.50 | 7.50 | 6.50 | 5.50 |
| C | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |

- ROS, 5 AM-MIDNIGHT, PER MO: 1 min 30 sec
- | | | |
|--------|------|------|
| 50 ti | 9.50 | 8.00 |
| 100 ti | 8.00 | 6.50 |
| 200 ti | 6.50 | 5.00 |

- PACKAGE PLANS**
TAP—1/3AA, 1/3A, 1/3B
- | | | | | |
|---------|-------|-------|-------|-------|
| PER WK: | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min | 12.50 | 11.50 | 10.50 | 9.50 |
| 30 sec | 10.50 | 9.50 | 8.50 | 7.50 |

Waco

McLennan County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

KBBW

1952
WACO-MARLIN

Media Code 4 245 8235 1.00 Mid 014619-000
Brown Broadcasting of Waco, Inc.
1019 Washington, Box 2209, Waco, TX 76703. Phone
817-757-1010.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 13.00.

KHOO (FM)

1960
WACO



Media Code 4 245 8256 7.00 Mid 014618-000
WACO Radio, Inc.
314 W. Loop 340, Drawer 21088, Waco, TX 76702.
Phone 817-772-7100.

PROGRAMMING DESCRIPTION

KHOO (FM): Programmed for 18-34 audience. MUSIC: Adult contemporary. NEWS: network & local. Contact Representative for further details. Rec'd 12/7/81.

- PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Weathers.
Commercial Manager—Jody Hays.
 - REPRESENTATIVES**
Torbet Radio, Inc.
 - FACILITIES**
ERP 100,000 w.; 99.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 24c, 28a, 28c, 29a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: WACO.
Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.
Sold in combination with WACO. See that listing.
- TIME RATES**
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.



KJNE (FM)

(formerly KHBR (FM))
1959
HILLSBORO



(This is a paid duplicate of the listing under Hillsboro, Texas.)

Media Code 4 245 3905 4.00 Mid 035394-000
KJNE, Inc.
114-A Gould, Hillsboro, TX 76645. Phone 817-582-2503.

PROGRAMMING DESCRIPTION

KJNE (FM): Programmed for general interest. MUSIC: Modern country with AIR PERSONALITIES M-Sat with Jane & Jay 6-10 am, Jack Owen 10 am-2 pm, Jack Church 2-7 pm, John Swan 7 pm-midnight & Earl Armstrong midnight-6 am. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—John Fletcher.
Manager—Jeff Pettiette.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 494 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20a, 21b, 21a, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 62d.
Cancellation: 71b, 72, 73a.
Prod. Services: 82.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 1 Eff 3/12/84—Rec'd 1/2/85.

- AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
- | | | | | |
|--------|------|------|-----|----|
| | AAAA | AAAA | AAA | AA |
| 1 min | 19 | 18 | 15 | 11 |
| 30 sec | 15 | 14 | 13 | 9 |
- Live spots by Jay & Jane, extra 3.00.

KNFO (FM)

1959
WACO

Media Code 4 245 8260 9.00 Mid 014620-000
Sunburst Productions, Inc.
1512 Lakeair, Suite 122, Waco, TX 76710. Phone 817-776-3900.

- REPRESENTATIVES**
Selcom, Inc.
Rates have been temporarily withdrawn by station.

KRZI

1962
WACO

Media Code 4 245 8262 5.00 Mid 014621-000
Compadre Communications Ltd.
Box 8093, Waco, TX 76714. Phone 817-772-0930.
Rates have been temporarily withdrawn by station.

KWTX

1946
WACO

Media Code 4 245 8275 7.00 Mid 014622-000
KWTX Broadcasting Co.
4520 Bosque Blvd., Box 7528, Waco, TX 76710. Phone
817-776-1330, TWX, 910-894-5206.

PROGRAMMING DESCRIPTION

KWTX: Programmed for adults 25-54. MUSIC: soft Adult Contemporary. Contact Representative for further details. Rec'd 1/30/85.

- PERSONNEL**
Station Manager—Ron Crowder.
Program Director—E. P. Garth.
- REPRESENTATIVES**
McGavren Guild Radio.

TEXAS

Waco—cont

KWTX—cont

3. **FACILITIES**
1,000 w.; 1230 khz.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with McGavren Guild Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KWTX-FM

1970
WACO



Media Code 4 245 8276 5.00 Mid 014623-000
KWTX Broadcasting Co.
4520 Bosque Blvd., Box 7528, Waco, TX 76710. Phone
817-776-1330. TWX: 910-894-5206.

PROGRAMMING DESCRIPTION

KWTX-FM: MUSIC: Contemporary. Contact Representative for further details. Rec'd 1/30/85.

1. **PERSONNEL**
Station Manager—Ron Crowder.
Program Director—Tyler Thorsen.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
ERP 71,200 w. (horiz.), 71,200 w. (vert.); 97.5 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,569 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with McGavren Guild Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

1922
WACO



Torbet Radio

Country Music



Media Code 4 245 8300 3.00 Mid 014624-000
WACO Radio, Inc.
314 W. Loop 340, Drawer 21088, Waco, TX 76702.
Phone 817-772-7100.

PROGRAMMING DESCRIPTION

WACO: MUSIC: Texas country. NEWS: network & local. SPORTS: univ sports, auto races, Indy 500 & other sports. FARM: farm editor 6-6:25 am; round-up; local farm news; county agent reports; hunting & fishing at 6:25 am. Contact Representative for further details. Rec'd 3/24/83.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Robert E. Weathers.
Commercial Manager—Jody Hays.
2. **REPRESENTATIVES**
Torbet Radio, Inc.
3. **FACILITIES**
1,000 w.; 1460 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 24c, 28a, 28c, 29a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KHOO (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Waxahachie

Ellis County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KBEC

1955
WAXAHACHIE

Mid 014625-000
See SRDS Spot Radio Small Markets Edition.

Weatherford

Parker County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

KZEE

1956
WEATHERFORD



Media Code 4 245 8350 8.00 Mid 014626-000
Crest Communications Company
Box 219, Weatherford, TX 76086. Phone 817-594-3826.
Fl. Worth: 441-9444.

PROGRAMMING DESCRIPTION

KZEE: Programmed for general audience interest with emphasis on age 25-54. Local area news, sports, weather presented in five full daily programs; Texas State Network news hrly. Agriculture news at 6 am & noon. MUSIC: Country, 50% music, 20% news, 5% weather, 7% sports, 5% agricultural, 13% other. Swap shop program every weekday; American Country Countdown on Sat. Rec'd 6/25/84.

1. **PERSONNEL**
President—Robert E. Griffin.
Vice-Pres. & Gen'l Mgr.—Dick Poe.
Local Sales Manager—Judy Sims.
3. **FACILITIES**
500 w.; 1220 khz. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES NATIONAL AND LOCAL RATES SAME Eff 2/1/84—Rec'd 1/13/84.

AAA—6-9 am.
AA—noon-2 pm & 4:30-5:30 pm.
A—9 am-noon, 2-4:30 pm & 5:30-signoff.

6. **SPOT ANNOUNCEMENTS**
- | CLASS AAA | Flat |
|--------------|-------|
| 1 min | 19.00 |
| 30 sec | 15.00 |
| CLASS AA | |
| 1 min | 14.00 |
| 30 sec | 10.00 |
| CLASS A | |
| 1 min | 7.00 |
| 30 sec | 5.00 |
- Specified times & program inclusion, 30-sec rate plus 1.00; 1-min rate plus 1.25.
7. **PACKAGE PLANS**
- | DAILY SATURATION | 30 sec | 1 min |
|----------------------|--------|-------|
| Plan 1, 10 ti | 89 | 116 |
| Plan 2, 20 ti | 169 | 219 |
| Plan 3, 30 ti | 239 | 309 |
| TAP | | |
| | 30 sec | 1 min |
| Plan 1, 30 ti | 269 | 347 |
| Plan 2, 90 ti | 764 | 984 |
| Plan 3, 150 ti | 1199 | 1544 |
- Specified times & program inclusion, 30-sec rate plus 1.00; 1-min rate plus 1.25.

10. **SPECIAL FEATURES**
News: One spot per day rotates in morning, midday and afternoon newscast, 299.00 per mo.
Zingers—15 spots, each no longer than 15 words, ROS/BTA, 79.00.
- DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
- (SMD) (CR)

Weslaco

Hidalgo County—Map Location E-10
See SRDS Consumer market map and data at beginning of the state.

See Brownsville-Harlingen-
McAllen
(including Edinburg, Mercedes, Mission,
Weslaco)

West Lake Hills

Travis County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

See Austin
(including West Lake Hills)

Wharton

Wharton County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KANI

1962
WHARTON

Mid 014628-000
See SRDS Spot Radio Small Markets Edition.

Whitehouse

Smith County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KEYP (FM)

1982
WHITEHOUSE

Mid 028387-000
See SRDS Spot Radio Small Markets Edition.

Wichita Falls

Wichita County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KGTM

(formerly KNIN)
1947
WICHITA FALLS



McGAVREN GUILD RADIO



Media Code 4 245 8443 1.00 Mid 014630-000
KNIN Broadcasting, Inc.
Springlake Rd., Box 76307, Wichita Falls, TX 76305.
Phone 817-855-6924.

PROGRAMMING DESCRIPTION

KGTM: Programmed for ages 35+-. MUSIC: Easy Listening with news and information. NEWS: Three person news department; three hour news blocks in both drive times Mon thru Fri; agricultural news shows 10 hours per week; full time farm director; Texas News Network & ABC; Paul Harvey at 7:30 & 8:35 am, noon & 5:30 pm; regional & local sports coverage. COMMERCIAL POLICY: 4 breaks with 8 minutes per hour. Contact Representative for further details. Rec'd 10/8/84.

1. **PERSONNEL**
General Manager—Tom Carter.
Sales Manager—Rick Chaviers.
Operations Manager—Barry Michaels.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
10,000 w. days; 1,000 w. nights, 990 khz.
Directional—separate patterns, day and night.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
FM facilities: KNIN-FM.
Affiliated with ABC Contemporary Radio Network.
Member: Texas State Network, TSN Agribusiness Network.

TIME RATES

KGTM/KNIN-FM COMBINATION
No. 18 Eff 9/1/84—Rec'd 10/8/84.
AA—Mon thru Sat 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

6. **SPOT ANNOUNCEMENTS**
- | CLASS AA | I | II | III | IV | V |
|--------------|----|----|-----|----|----|
| 1 min | 70 | 60 | 50 | 40 | 30 |
| 30 sec | 60 | 51 | 43 | 34 | 26 |
| CLASS A | | | | | |
| 1 min | 50 | 40 | 35 | 30 | 25 |
| 30 sec | 43 | 34 | 30 | 26 | 22 |
- KGTM only: Deduct 5.00 from KGTM/KNIN-FM combination.

KKQV (FM)

1961
WICHITA FALLS

Media Code 4 245 8446 4.00 Mid 014632-000
Sunshine Radio Company, Inc.
Keil Rd., Rte. 1, Box 4647, Wichita Falls, TX 76308.
Phone 817-855-3555.

2. **REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

KLUR (FM)

1963
WICHITA FALLS



Katz Radio

Media Code 4 245 8450 6.00 Mid 014629-000
KLUR Broadcasting Co.
Mailing Address: Box 5344, Wichita Falls, TX 76307.
4302 Call Field Rd., Wichita Falls, TX 76308. Phone 817-691-2311.

PROGRAMMING DESCRIPTION

KLUR (FM): MUSIC: modern country & western. NEWS: network at :60; local at 7 am, noon, 5 pm & midnight. FARM: report at 6:40 am. SPORTS: high school football & basketball. Contact Representative for further details. Rec'd 3/6/79.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Sam F. Beard.
Program Director—Jim Russell.
2. **REPRESENTATIVES**
Katz Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 820 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING** See coded regulations
General: 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.
Affiliated with Connecticut Radio Network.
- TIME RATES
No. 2 Eff 5/1/84—Rec'd 4/26/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Mon-Sun 7 pm-midnight; Sun 6 am-7 pm.
6. **SPOT ANNOUNCEMENTS**
- | CLASS AAA | 1 min 30 sec | 40 | AA | 1 min 30 sec | 45 | 36 |
|-----------|--------------|----|----|--------------|----|----|
| 50 | | | 45 | | | 36 |

KNIN-FM

1975
WICHITA FALLS



McGAVREN GUILD RADIO



Media Code 4 245 8487 8.00 Mid 014631-000
KNIN Broadcasting, Inc.
Spring Lake Rd., Box 76307, Wichita Falls, TX 76305.
Phone 817-855-6924.
Mailing Address: Box 4327, Wichita Falls, TX 76307.

PROGRAMMING DESCRIPTION

KNIN-FM: Programmed for adults & young adults 12-49. MUSIC: Contemporary/hosted by AIF PERSONALITIES. NEWS: 2x/hr in drivetimes at :25 & :55; 3-person dept. FEATURES: promotions; community service oriented; remote van. COMMERCIAL POLICY: 4 breaks or 12 min per hr. Contact Representative for further details. Rec'd 10/8/84.

1. **PERSONNEL**
General Manager—Tom Carter.
Sales Manager—Rick Chaviers.
Operations Manager—Barry Michaels.
2. **REPRESENTATIVES**
McGavren Guild Radio.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,012 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0; payable upon receipt.
5. **GENERAL ADVERTISING** See coded regulations
AM facilities: KGTM.
Sold in combination with KGTM. See that listing.
- TIME RATES

6. **SPOT ANNOUNCEMENTS**
Deduct 5.00 from KGTM/KNIN-FM combination.

KTLT (FM)

1984
WICHITA FALLS

Media Code 4 245 8506 5.00 Mid 035078-000
Wichita Falls Communications
4245 Kemp Blvd., Suite 820, Wichita Falls, TX 76308.
Phone 817-692-7106.
Rates have been temporarily withdrawn by station.

KTRN

1948
WICHITA FALLS

Media Code 4 245 8525 5.00 Mid 014633-000
Brandon Broadcasting of Texas, Inc.
Box 4647, Wichita Falls, TX 76308. Phone 817-855-3555.

2. **REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

KWFT
1939
WICHITA FALLS



Torbet Radio

CBS Radio Network



Media Code 4 245 8550 3.00 Mid 014634-000
North Texas Radio, Inc.
Box 420, Wichita Gardens, Wichita Falls, TX 76307.
Phone 817-322-4416.

PROGRAMMING DESCRIPTION

KWFT: Programmed for adults & young adults. MUSIC: Contemporary, blend of softer contemporary MOR vocalists and instrumentalists. 70% instrumental. Titles limited to 60's, 70's & 80's. AIR PERSONALITIES handle all segments. NEWS: & weather, emphasis on local, area & nat'l hrly. SPORTS: live high school football, & pro football. FARM: news blocks 5:30-8:30 am & 11:30 am-1 pm plus 12 grain/livestock market reports daily. Features: local & network everyday. Contact Representative for further details. Rec'd 7/28/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Don F. Whan.
Sales Manager—Les Pierce.
Farm Service Director—Earl Sargent.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

5,000 w.; 620 khz Directional nights.
Operating schedule: 4 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12g, 13c, 14g.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES

No. 20 Eff 7/1/82—Rec'd 5/24/82.
AAA—Mon thru Sat 8-10 am & 3-7 pm; Sun 7-11 am.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 11 am-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	24.00	19.00	17.00
6 ti	23.00	18.00	16.00
12 ti	22.00	17.00	15.00
18 ti	21.00	16.00	14.00
24 ti	20.00	15.00	13.00

10 sec: 50% of 1-min.
All spots combine per wk except Farm.

7. PACKAGE PLANS

	AAA	AA	A
PER WK:	6 ti	12 ti	18 ti
1 min	18	17	16
30 sec	15	14	13
PER WK:	1/3AAA	1/3AA	1/3A
1 min	14	13	12
30 sec	11	10	9

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	1/2 hr	1/4 hr
AAA/AA	120	80	48	38

10. SPECIAL FEATURES

AGRI-SERVICE FARM—MON THRU SAT 5:30-8:30 AM
& 11:30 AM-1 PM ROTATING

	1 min	30 sec
Flat	51	40
FARM MARKET PROGRAMS—MON THRU FRI 9:30 AM-6:25 PM	35	28

For more farm information, see listing in Consumer Magazine and Agr-Media Rates and Data.

Woodville

Tyler County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

KVLL

1969
WOODVILLE

Mid 014635-000

See SRDS Spot Radio Small Markets Edition.

Yoakum

DeWitt County—Map Location E-8
Lavaca County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KYOC (FM)

1982
YOAKUM

Media Code 4 245 9636 9.00 Mid 028612-000
Coastal Broadcasting, Inc.
FM Road 966, Drawer 776, Yoakum, TX 77995. Phone 512-293-6939.

PROGRAMMING DESCRIPTION

KYOC (FM): MUSIC: Modern Country. NEWS: 5-min at 6, 6:30, 7, 7:30, 8, 8:30 & 9 am, noon, 3:30, 4, 4:30, 5, 5:30 & 6 pm. Sports. FARM: agriculture program 6:15 am & 12:15 pm. Rec'd 12/10/82.

1. PERSONNEL

Manager—Danny Dee.
Program Director—Henry Phillips.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 9/14/83.

6. SPOT ANNOUNCEMENTS

PER MO, BTA:	1 ti	25 ti	50 ti	100 ti
1 min	7.00	6.75	6.50	6.00
30 sec	5.50	5.25	5.00	4.75

10. SPECIAL FEATURES

Newscasts—open, close & spot 12.00.

(SMD)(CR)

Winnsboro

Franklin County—Map Location G-4
Wood County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

KWNS (FM)

1983
WINNSBORO

Mid 033469-000

See SRDS Spot Radio Small Markets Edition.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Ogden—Weber		Grosa Household Income—1984				Orem—Utah				Provo—Utah		Salt Lake City—Salt Lake			Sandy City—Salt Lake			Passenger Care 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Household 4/1/84 (000)	% Distribution of Households 00000 15000 35000 50000				—Total Retail Sales— Per Household (\$)		Retail Sales—1984 —By Selected Store Types—			Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)							
	(000)	(000)	14999	34999	49999	50000 over	(5000)	Food (\$000)	Drug (\$000)	General Mdae. (\$000)	Apparel (\$000)										
UTAH STATE TOTALS..	1,654.8	513.14	13,985,384	27,255	30.7	44.0	15.2	10.1	7,488,979	14,594	1,628,607	255,883	1,092,674	355,622	381,637	1,270,061	663,307	985.15	10.3	67.75	
BEAVER D-10.....	4.7	1.55	28,791	18,575	46.5	42.3	8.4	2.8	19,337	12,475	4,393	731	3,063	874	859	3,246	1,742	3.1909	
BOX ELDER D-5.....	35.8	10.68	293,988	27,527	25.1	46.6	18.1	10.2	159,543	14,938	34,486	5,372	23,008	7,625	8,272	27,095	14,098	21.78	1.40	
CACHE F-5.....	64.5	20.07	450,719	22,457	37.0	46.6	10.0	6.3	269,290	13,418	59,909	9,709	41,024	12,470	12,814	45,426	24,063	38.00	.2	.80	
CARBON G-8.....	25.0	8.25	261,851	31,740	22.5	37.7	23.6	16.2	131,021	15,881	27,887	4,249	18,338	6,364	7,085	22,329	11,510	16.70	.1	2.73	
DAGGETT H-6.....	.8	.27	6,651	24,633	34.7	45.4	15.1	4.8	3,814	14,126	838	133	567	179	645	339	5601	
DAVIS F-6.....	167.9	46.37	1,397,990	30,149	19.5	48.3	20.0	12.2	718,518	15,495	153,864	23,550	101,760	34,683	38,228	122,285	63,265	96.56	2.6	6.23	
DUCHESNE G-7.....	15.9	4.47	150,009	33,559	20.8	36.8	24.0	18.1	71,997	16,107	15,264	2,312	9,999	3,511	3,934	12,281	6,315	9.1622	
EMERY G-9.....	14.0	4.04	104,958	25,980	25.0	48.3	19.3	7.4	60,287	14,923	13,032	2,030	8,896	3,125	10,238	5,327	8.4028	
GARFIELD F-10.....	3.9	1.27	25,951	20,434	43.8	42.9	9.7	3.6	16,256	12,800	3,668	606	2,543	741	738	2,733	1,461	2.5904	
GRAND H-9.....	8.7	2.94	76,746	26,104	29.0	45.6	16.6	8.8	42,873	14,583	7,427	1,465	9,324	2,036	2,184	7,271	3,797	5.4137	
IRON D-10.....	19.8	5.97	124,758	20,897	38.9	47.4	8.9	4.8	77,590	12,997	17,420	2,857	12,024	3,556	3,585	13,060	6,958	11.9527	
JUAB E-8.....	6.0	1.88	48,099	25,569	29.6	47.1	15.5	7.8	26,979	14,351	5,892	931	3,968	1,275	1,936	4,571	2,393	3.57	
KANE F-11.....	4.8	1.54	32,479	21,090	41.6	43.6	9.7	5.2	20,162	13,092	4,520	740	3,116	926	3,395	1,807	3.1206	
MILLARD D-9.....	10.0	3.07	60,626	19,748	44.9	42.7	8.4	4.1	38,978	12,696	8,812	1,458	6,119	1,772	1,760	6,550	3,505	6.3818	
MORGAN F-6.....	5.4	1.50	42,313	26,209	23.2	47.3	18.3	11.2	22,755	15,170	4,901	760	3,259	1,092	1,192	3,868	2,008	3.5005	
PIUTE E-10.....	1.4	.48	9,627	20,056	47.7	42.4	6.7	3.2	5,803	12,090	1,328	223	931	260	251	972	52402	
RICH F-5.....	2.3	.72	15,809	21,957	39.0	45.1	9.6	6.4	9,606	13,342	2,142	348	1,469	444	1,620	859	1.6402	
SALT LAKE F-6.....	697.2	229.59	6,565,440	28,596	44.0	38.8	9.7	7.5	3,404,466	14,828	737,300	115,171	492,791	162,384	175,554	577,914	301,057	423.33	4.6	34.76	
Salt Lake City.....	161.3	68.27	1,521,110	22,281	892,402	13,072	200,033	32,739	137,880	40,971	41,452	150,267	79,977	97.59	2.5	12.20	
Salt Lake City-Ogden Metro Area.....	1,020.7	327.76	9,385,470	28,635	25.8	45.3	17.2	11.7	4,885,220	14,905	1,056,570	164,730	705,307	233,347	252,866	829,532	431,779	617.39	9.5	50.32	
Sandy City.....	64.7	16.98	618,404	36,420	287,155	16,912	60,195	8,963	38,999	14,168	16,155	49,107	25,081	37.46	1.70	
SAN JUAN H-11.....	13.6	3.39	66,645	19,659	42.1	46.9	7.9	3.1	43,871	12,941	9,865	1,621	6,818	2,007	2,017	7,382	3,937	5.7848	
SANPETE F-8.....	16.5	5.08	86,174	16,963	52.3	39.4	5.8	2.5	61,310	12,069	14,072	2,373	9,897	2,737	2,626	10,264	5,546	9.7030	
SEVIER F-9.....	16.7	5.26	121,452	23,090	34.1	48.9	11.8	5.2	72,144	13,716	15,952	2,564	10,864	3,364	3,499	12,188	6,431	10.8620	
SUMMIT G-6.....	12.1	4.05	146,356	36,137	22.5	44.8	14.1	18.5	61,015	15,065	13,157	2,043	8,759	2,924	3,185	10,368	5,387	8.5924	
TOOELE D-6.....	28.2	8.72	279,769	32,084	18.5	42.2	23.2	16.1	140,271	16,086	29,755	5,511	19,502	6,837	7,664	23,924	12,307	17.50	.2	2.59	
UINTAH H-7.....	24.9	7.28	217,366	29,858	25.2	41.0	19.7	14.1	112,314	15,428	24,077	3,707	15,940	5,415	5,958	19,110	9,893	14.1789	
UTAH F-7.....	255.6	69.62	1,657,510	23,808	30.3	48.3	14.6	6.8	959,713	13,785	211,927	34,005	144,171	44,814	46,733	162,177	85,508	137.70	.2	5.91	
Orem.....	63.9	17.25	428,224	24,825	243,422	14,111	53,411	8,496	36,127	11,447	12,084	41,196	21,635	34.45	1.21	
Provo.....	84.8	23.45	478,675	20,413	295,763	12,613	66,986	11,109	46,582	13,418	13,277	49,682	26,615	42.08	.1	2.48	
Provo-Orem Metro Area.....	255.6	69.62	1,657,510	23,808	35.0	44.5	13.3	7.2	959,713	13,785	211,927	34,005	144,171	44,814	46,733	162,177	85,508	137.70	.2	5.91	
WASATCH F-7.....	9.6	2.95	80,561	27,309	26.5	45.3	16.7	10.8	43,087	14,608	9,357	1,467	6,269	2,049	2,205	7,310	3,814	6.1614	
WASHINGTON D-11.....	31.8	9.64	198,993	20,642	41.7	43.9	9.3	5.1	125,009	13,030	28,178	4,617	19,436	5,762	5,819	21,147	11,261	18.6236	
WAYNE G-10.....	2.1	.69	11,753	17,033	54.4	40.1	2.6	2.9	8,134	11,788	1,881	320	1,331	360	339	1,359	738	1.5003	
WEBER F-5.....	155.6	51.80	1,422,030	27,452	37.6	42.2	11.8	8.4	782,242	14,715	165,406	25,910	110,756	36,280	39,084	129,333	67,457	97.66	2.4	9.22	
Ogden.....	64.0	24.23	577,325	23,827	329,990	13,619	73,118	11,786	49,891	15,350	15,902	55,719	29,440	39.43	1.7	6.22	
Salt Lake City-Ogden Metro Area.....	1,020.7	327.76	9,385,470	28,635	25.8	45.3	17.2	11.7	4,885,220	14,905	1,056,570	164,730	705,307	233,347	252,866	829,532	431,779	617.39	9.5	50.32	

UTAH

UTAH

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Blanding

San Juan County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

KUTA

1961
BLANDING-MONTICELLO



Media Code 4 246 0300 9.00
Smith Media Corp.
U.S. Hwy. 191 N, 6-1, Blanding, UT 84511. Phone 801-678-2261.

Mid 014636-000

PROGRAMMING DESCRIPTION

KUTA: MUSIC: MOR, Adult Contemporary. Contact Representative for further details. Rec'd 1/21/82.

- PERSONNEL: Pres. & Gen'l Mgr.—Shelby L. Smith, Jr.
- REPRESENTATIVES: Eastman Radio, Inc./Intermountain Network.
- FACILITIES: 1,000 w. days; 790 khz. Non-directional. Operating schedule: 6 am-local sunset, MST.
- AGENCY COMMISSION: 15/0 time only.
- GENERAL ADVERTISING: See coded regulations. Affiliated with ABC Information Radio Network. Affiliated with Intermountain Network.

TIME RATES

No. 43 Eff 9/1/80—Rec'd 8/29/80.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

PER WK:	SATURATION							
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
A	6.75	8.50	6.25	6.00	5.75	5.50	5.25	5.00
B	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	29.00	28.50	28.00	27.50	27.00	26.50
5 min	13.50	13.00	12.50	12.00	11.50	11.00

9/85 (SMD)

Brigham City

Box Elder County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KBUH

1948
BRIGHAM CITY

See SRDS Spot Radio Small Markets Edition. Mid 014637-000

KFRZ (FM)

1973
BRIGHAM CITY

See SRDS Spot Radio Small Markets Edition. Mid 030811-000

Cedar City

Iron County—Map Location D-10
See SRDS Consumer market map and data at beginning of the state.

KBRE

1970
CEDAR CITY

Media Code 4 246 0800 8.00
New Era Broadcasting Co.,
450 W. 400 S., Box 858, Cedar City, UT 84720. Phone 801-586-5273.

PROGRAMMING DESCRIPTION

KBRE: Oriented toward 25-55 demographics. MUSIC: Contemporary, MOR. Contact Representative for further details. Rec'd 4/29/83.

- PERSONNEL: Pres. & Gen'l Mgr.—Charles F. Hunter. Station Manager—Jon Hunter. News Director—Kent Johnson.
- REPRESENTATIVES: Eastman Radio, Inc./Intermountain Network.

- FACILITIES: 10,000 w.; 940 khz. Non-directional. 500 w. pre-sunrise. Operating schedule: Sunrise-local sunset, MST.

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UTAH

Logan

Cache County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KBLQ

1967
LOGAN



Media Code 4 246 1300 8.00 Mid 014643-000
KBLW Broadcasting Co., Inc.
Box 3369, 810 W. Second N., Logan, UT 84321. Phone 801-752-1390.

PROGRAMMING DESCRIPTION

KBLQ: Modern Country programmed for 25-54, 13 state & local newscasts, network at :60. FARM: 3 times daily. SPORTS: 5 times daily; Mon-Sat plus sports discussion; Utah State University live sports coverage. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
President—M. Kent Frandsen.
General Manager—Jim Burgoyne.
Sales Manager—Jim Burgoyne.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days, 500 w. nights; 1390 khz. Directional nights. Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 15d.
Basic Rates: 20b, 21b, 21c, 21d, 24b, 28c.
Contracts: 40a, 43, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70d.
Prod. Service: 82.
Affiliated with NBC Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 1 Eff 11/15/84—Rec'd 11/27/84.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	CLASS AA			
	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	11.00
30 sec	12.00	11.00	10.00	9.00
CLASS A				
1 min	11.00	10.00	9.50	9.00
30 sec	9.00	8.00	7.50	7.00

AM/FM COMBINATION

PER WK:	CLASS AA			
	6 ti	12 ti	18 ti	24 ti
1 min	22.00	20.00	18.00	16.00
30 sec	18.00	17.00	16.00	15.00
CLASS A				
1 min	18.00	17.00	16.00	15.00
30 sec	15.00	14.00	13.50	12.50

9/85

KBLQ-FM

1967
LOGAN



Media Code 4 246 1301 6.00 Mid 014644-000
KBLW Broadcasting Co., Inc.
Box 3369, 810 W. Second N., Logan, UT 84321. Phone 801-752-1390.

PROGRAMMING DESCRIPTION

KBLQ-FM: Contemporary music with news & sports, plus promotions. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
President—M. Kent Frandsen.
Gen'l & Sls Mgr.—Jim Burgoyne.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 29,000 w.; 92.9 mhz.
Operating schedule: 24 hours daily. MST.
Antenna ht: 1000 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Networks.
Affiliated with Intermountain Network.
Affiliated with Intermountain FM Network.

TIME RATES

No. 1 Eff 11/15/84—Rec'd 11/27/84.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.50
30 sec	10.00	9.00	8.00	7.50
CLASS A				
1 min	10.50	9.50	9.00	8.50
30 sec	8.00	7.50	7.00	6.50

9/85

KVEZ (FM)

1983
LOGAN-SMITHFIELD

Media Code 4 246 1450 1.00 Mid 030283-000
Ron Christner Et Al
2600 N. Main, Logan, UT 84321. Phone 801-753-8210.
1 min rate 1x: 13.50.

KVFM (FM)

1975
LOGAN



Media Code 4 246 1475 8.00 Mid 014645-000
Cache Valley Broadcasting Co.
Box 267, Logan, UT 84321. Phone 801-752-5141.

PROGRAMMING DESCRIPTION

KVFM (FM): Programmed for 18-34 audience. MUSIC: Contemporary Hit Radio presented by live AIR PERSONALITIES. FEATURES: concert specials, wky countdowns. Cache Valley countdown. NEWS: 7:30 am & 5:30 pm. COMMERCIAL POLICY: max 12 min per hr. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
General Manager—Jay Nielsen.
Sales Manager—Jay Eubanks.
Program Director—Terry Menderhall.
- REPRESENTATIVES**
John L. McGuire, Inc.
Art Moore, Inc.
- FACILITIES**
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht: 80 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15d.
Basic Rates: 21b, 21c, 28b.
Contracts: 40a, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70e, 71a.
Prod. Services: 82.
AM facilities: KVVU.

TIME RATES

Eff—Rec'd 5/29/84.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-10 pm.

6. SPOT ANNOUNCEMENTS

PER MO:	— 1 min —		— 30 sec —	
	AA	A	AA	A
20 ti	14.00	12.00	11.00	9.00
30 ti	13.50	11.50	10.50	8.50
40 ti	13.00	11.00	10.00	8.00
50 ti	12.50	10.50	9.50	7.50

7. PACKAGE PLANS

PER WK:	TAP				
	12 ti	18 ti	24 ti	30 ti	30 ti
1 min	10.88	10.00	9.12	8.24	7.06
30 sec	9.29	8.53	7.76	7.06	
3 MONTH PLAN					
PER MO:	— 1 min —		— 30 sec —		
	AA	A	AA	A	
20 ti	12.50	10.50	9.50	7.50	
30 ti	12.00	10.00	9.00	7.00	
40 ti	11.50	9.50	8.50	6.50	
50 ti	11.00	9.00	8.00	6.00	

KVNU

1938
LOGAN



Media Code 4 246 1500 3.00 Mid 014646-000
Cache Valley Broadcasting Co.
Box 267, 1350 North 200 West, Logan, UT 84321. Phone 801-752-5141.

- REPRESENTATIVES**
John L. McGuire, Inc.
Art Moore, Inc.
1 min rate 1x: 18.00.

Manti

Sanpete County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

KMTI

1976
MANTI

See SRDS Spot Radio Small Markets Edition. Mid 014647-000

KMXU (FM)

1978
MANTI

See SRDS Spot Radio Small Markets Edition. Mid 014648-000

Moab

Grand County—Map Location H-9
See SRDS Consumer market map and data at beginning of the state.

KMOB

(formerly KURA)
1957
MOAB



Media Code 4 246 1800 7.00 Mid 014649-000
Canyonlands Broadcasting System
840 Millcreek Dr., Moab, UT 84532. Phone 801-259-6161.

PROGRAMMING DESCRIPTION

KMOB: Programmed for 24+ age group. MUSIC: Adult Contemporary, Oldies. NEWS: local. Contact Representative for further details. Rec'd 11/15/84

- PERSONNEL**
General Manager—Joe Kingsley.
Station Manager—Christine Robbins.
 - REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
 - FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 6 am-10 pm. MST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
- TIME RATES**
Eff—Rec'd 11/15/84.
- 6. SPOT ANNOUNCEMENTS**
- | | 12 ti | 18 ti | 24 ti | 24 ti |
|--------|-------|-------|-------|-------|
| 30 sec | 9 | 8 | 7 | 1 min |
| | 11 | 10 | 9 | |
- 10. SPECIAL FEATURES**
- | EA: | 30 sec | 1 min |
|---------------------------------------|--------|-------|
| Local news | 12 | 15 |
| ABC news & affiliate features | 10 | 12 |
| Paul Harvey news & comment | 12 | 15 |
| Swing & Big Band, Golden Age of Radio | 7 | 9 |
- Trading Post, per mo, 200.00. 9/85 (SMD)

Monticello

San Juan County—Map Location H-11
See SRDS Consumer market map and data at beginning of the state.

Murray

Salt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Salt Lake City

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

North Salt Lake City

Davis County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Salt Lake City

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

Ogden

Weber County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

KDAB (FM)

1975
OGDEN



Torbet Radio



Media Code 4 246 2250 4.00 Mid 014650-000
KDAB, Inc.
385 24th St., Eccles Plaza, Suite 821, Ogden, UT 84401.
Phone 801-393-8611.

PROGRAMMING DESCRIPTION

KDAB (FM): Programmed for adults 18-45. MUSIC: Adult Contemporary. NEWS: 3-1/2 min total time during morn noon & eve drive, less other times. COMMERCIAL POLICY: 2-1/2 minutes 4 times each hour. Maximum 10 min per hr. SPORTS: half-time 6:30, 7:30 & 8:30 am. Rec'd 7/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul R. Droubay.
Sales Manager—Don Droubay.
Operations Manager—Mike Droubay.
- REPRESENTATIVES**
Torbet Radio, Inc.

- FACILITIES**
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht: 3,740 ft. above average terrain.
- AGENCY COMMISSION**
15/5; if paid in advance.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 23b, 24a, 24b, 24c, 25a, 25b, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60d, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (CR)

KJQN

1948
OGDEN

Media Code 4 246 2325 4.00 Mid 014651-000
S.G.S. Broadcasting of Utah
1506 Gibson Ave., Ogden, UT 84404. Phone 801-392-7535.
1 min rate 1x: 15.00.

KJQN-FM

1983
OGDEN



Media Code 4 246 2362 7.00 Mid 033012-000
S.G.S. Broadcasting of Utah, Inc.
Mailing Address: 1506 Gibson Ave., Ogden, UT 84404.
Phone 801-392-7535.

- REPRESENTATIVES**
Mountain Media, Inc.
1 min rate 1x: 12.75.

KKAT (FM)

1964
OGDEN



Mid 014653-000
First Omni Communications, Inc.
455 E. 400 South, Box 45150, Salt Lake City, UT 84101.
Phone 801-533-0102.
Rates have been temporarily withdrawn by station.

KLO

1924
OGDEN

Media Code 4 246 2400 5.00 Mid 014652-000
KLO Broadcasting Co.
Box 1430, Ogden, UT 84402. Phone 801-731-1111.

PROGRAMMING DESCRIPTION

KLO: Directed to adults 35-64. MUSIC: Middle of the Road blend of non-rock hits from 50's to present. LIVE PERSONALITIES 24 hrs daily. NEWS: emphasis on local & reg'l with 10 newscasts daily; Paul Harvey. SPORTS: 2 sportcasts daily. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
Pres. & Owner—Fred Hildebrand.
General Manager—Steve Plum.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w.; 1430 khz. Directional—nights.
Operating schedule: 24 hours daily. MST.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 32b.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 61c.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 4/4/84.

- AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.
ROS—Mon thru Sun 5 am-midnight.

7. PACKAGE PLANS

PER WK:	SATURATION—CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18	17	16	15	14
30 sec	15	14	13	12	11
CLASS AA					
1 min	16	15	14	13	12
30 sec	13	12	11	10	9
CLASS A					
1 min	12	11	10	9	8
30 sec	9	8	7	6	5
ROS					
1 min	15	14	13	12	11
30 sec	12	11	10	9	8

9/85

KSVN1947
OGDEN
RABMedia Code 4 246 2700 8.00 Mid 014654-000
Weber Broadcasting Co., Inc.
1538 Gibson Ave, Ogden, UT 84404. Phone 801-621-4730.
Mailing Address: Box 9730, Ogden, UT 84409.

2. **REPRESENTATIVES**
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne Evans & Associates, Inc.
1 min rate 1x: 8.50.

KZAN (FM)1978
OGDEN
ndbMedia Code 4 246 2850 1.00 Mid 014655-000
Ben Lomond Broadcasting Co.
Box 325, 385 24th St., Suite 727, Ogden, UT 84401.
Phone 801-394-8824.

2. **REPRESENTATIVES**
Christal Radio.
1 min rate 1x: 25.00.

PriceCarbon County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.**KARB (FM)**1977
PRICE**ndb****NRBA**Media Code 4 246 3000 2.00 Mid 014656-000
Eastern Utah Broadcasting Co.
Hwy. 6, Box AC, Price, UT 84501. Phone 801-637-1167.

1. **PERSONNEL**
General Manager—Thomas B. Anderson.
2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 145 ft. below average terrain.
4. **AGENCY COMMISSION**
15/0; 10th of the month.
5. **GENERAL ADVERTISING See coded regulations**
AM facilities: KOAL.
Affiliated with ABC FM Radio Network.
Affiliated with Intermountain Network.
Affiliated with The Intermountain FM Network.

TIME RATESNo. 48 Eff 7/1/83—Rec'd 9/1/83.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.**7. PACKAGE PLANS**

PER	1 min	30 sec
WK:	6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti	
A	13.30 13.00 12.70 12.40 8.70 8.40 8.20 8.00	
B	12.00 11.70 11.40 11.10 7.80 7.60 7.40 7.20	

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1/2 hr	52.00	49.00	48.00	47.00	45.00
5 min	16.75	15.75	15.25	14.75	14.25

Deduct 10% for combination buy.

9/85

(SMD)

KOAL1936
PRICE**NRBA**Media Code 4 246 3300 6.00 Mid 014657-000
Eastern Utah Broadcasting Co.
Hwy. 6, Box AC, Price, UT 84501. Phone 801-637-1167.

1. **PERSONNEL**
General Manager—Thomas B. Anderson.
2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.

3. **FACILITIES**
1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. MST.

4. **AGENCY COMMISSION**
15/0 net time.

5. **GENERAL ADVERTISING See coded regulations**
FM facilities: KARB (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Intermountain Network.

TIME RATESNo. 48 Eff 7/1/83—Rec'd 9/1/83.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.**7. PACKAGE PLANS**

PER	1 min	30 sec
WK:	6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti	
A	13.30 13.00 12.70 12.40 8.70 8.40 8.20 8.00	
B	12.00 11.70 11.40 11.10 7.80 7.60 7.40 7.20	

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1/2 hr	52.00	49.00	48.00	47.00	45.00
5 min	16.75	15.75	15.25	14.75	14.25

Deduct 10% when sold in combination with KARB (FM).
9/85 (SMD)**KRPX**1980
PRICEMedia Code 4 246 3375 8.00 Mid 024846-000
Dart, Inc.
163 East 100 North, Box 1076, Price, UT 84501. Phone 801-637-4666.

PROGRAMMING DESCRIPTION
KRPX: Programmed for general interest, 18-44. MUSIC: Contemporary hits & Glod Standards presented by AIR PERSONALITIES. FEATURES: regular audience participation, requests, contests & promotions; 5-min trading program at 9:25 am; 3-min community calendar at 4:30 pm. NEWS: 3 1/2-min local at 6, 6:25, 7, 8 & 9 am; 5-min local at 7:25 am, 12:25 & 5 pm; 3-min nat'l at 11:25 am; 3-min documentary at 8:25 am. SPORTS: 3-min at 7:30, 11:30 am, 3:25 & 6:25 pm. COMMERCIAL POLICY: max 12 min/hr. Rec'd 3/28/84.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—James M. Dart.
Vice-President—Richard A. Dart.
Sales Manager—Kathy Axelgard.
3. **FACILITIES**
2,500 w.; 1080 khz. Non-directional.
Operating schedule: sunrise-local sunset. MST.
4. **AGENCY COMMISSION**
None; all rates net to station; payable 10th of following month.

TIME RATES

	1 ti	10 ti	18 ti	28 ti	35 ti
1 min	11.50	11.20	10.90	10.60	10.30
30 sec	6.60	6.30	6.00	5.70	5.40

ProvoUtah County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.**KDOT**1939
PROVO**Roslin Radio****NRBA**Media Code 4 246 3450 9.00 Mid 014658-000
First Media Corp.
651 W.1600 South, Box 960, Provo, UT 84601. Phone 801-373-8550. Salt Lake, 801-521-9696.

PROGRAMMING DESCRIPTION
KDOT: Programmed for adults 25-49. MUSIC: Adult Contemporary/Contemporary MOR, w/current hits plus songs from best-selling albums & familiar old hits. NEWS: emphasis on local; UPL. FEATURES: hrlly opinions on local issues expressed by listeners. Contact Representative for further details. Rec'd 10/22/84.

1. **PERSONNEL**
General Manager—Gene Manning.
Local Sales Manager—Gene Manning.
Program Director—Sean Conrad.
2. **REPRESENTATIVES**
Roslin Radio Sales.

3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 960 khz. Directional nights.
Operating schedule: 24 hours daily. MST.

4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 30.
Contracts: 40a, 41, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81.
FM facilities: KFMV (FM).

TIME RATES

	1x	52x	104x	156x	260x
1/2 hr	52.00	49.00	48.00	47.00	45.00
5 min	16.75	15.75	15.25	14.75	14.25

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KEYY1949
PROVO**NRBA**Media Code 4 246 3600 9.00 Mid 014659-000
Mid-Utah Broadcasting Co.
307 South 1600 W., Box KEYY, Provo, UT 84601. Phone 801-373-2174, Salt Lake, 801-531-1006.

2. **REPRESENTATIVES**
Christal Radio.
1 min rate 1x: 30.00.

KFMV (FM)(formerly KAYK-FM)
1967
PROVO
NRBAMedia Code 4 246 3750 2.00 Mid 014660-000
First Media Corp.
651 W. 1600 South, Box 960, Provo, UT 84601. Phone 801-373-8550, Salt Lake City, 801-521-9696.

PROGRAMMING DESCRIPTION
KFMV (FM): Programmed for adults 18-34. MUSIC: Contemporary Hits. NEWS: local & nat'l. FEATURES: listener participation hrlly on local issues. Contact Representative for further details. Rec'd 10/22/84.

1. **PERSONNEL**
General Manager—Gene Manning.
Local Sales Manager—Gene Manning.
Program Director—Scott Gentry.
2. **REPRESENTATIVES**
Roslin Radio Sales.
3. **FACILITIES**
ERP 55,000 w. (horiz.), 55,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,620 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 30.
Contracts: 40a, 41, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81.
AM facilities: KDOT.

TIME RATES

	1 min	30 sec
High Range	65	60
Low Range	20	15

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

KFTN1947
PROVO
ndbMedia Code 4 246 3900 3.00 Mid 014661-000
Positive Communications, Inc.
1396 W. 400 North, Orem, UT 84057. Phone 801-224-1400.

PROGRAMMING DESCRIPTION
KFTN: MUSIC: Country Hits. NEWS: AM drive; 5 min at :60; 5 min local at :10; noon-12:30 pm news; Paul Harvey 3x; 5-5:30 pm nat'l & local wrap up. SPORTS: live play-by-play of BYU baseball & local high school football & basketball. Contact Representative for further details. Rec'd 2/4/85.

1. **PERSONNEL**
Station Manager, Operations—Robert Morey.
Station Manager, Marketing & Finances—David Hoeffler.
Program Director—Charlie Cruise.
2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
3. **FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
4. **AGENCY COMMISSION**
15%; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 5, 6a, 7b.
Basic Rates: 21a, 21b, 24d, 25c, 33d.
Contracts: 40c, 47a, 51a.
Cancellation: 70a, 70d, 71b.
Affiliated with ABC Information Radio Network.
Affiliated with The Intermountain Network.
Member: Intermountain Farm/Ranch Network.

TIME RATES

	1 min	30 sec
Drive—Mon thru Sat 6-10 am & 3-7 pm.	24	18
Prime—Mon thru Sun BTA 6 am-7 pm.	21	16
Evening—BTA 5-6 am & 7 pm-midnight.	18	14
	15	12

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
V	24	18
VI	21	16
VII	18	14
VIII	15	12

7. PACKAGE PLANS

	PRIME—MON-SUN 2/3DRIVE, 1/3DAY	V	VI	VII	VIII
1 min	19	18	14	12	
30 sec	15	14	11	10	

TAP—MON-SUN 1/3DRIVE, 1/3DAY, 1/3EVE

	1 min	30 sec
1 min	13	11
30 sec	10	9

9/85

KLRZ (FM)1982
PROVO
NRBAMedia Code 4 246 4050 6.00 Mid 023309-000
Equivox, Inc.
307 W. 200 South, Salt Lake City, UT 84101. Phone 801-359-9536.

PROGRAMMING DESCRIPTION
KLRZ (FM): Programmed for 25-34/35-49 female; mass appeal. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. Luncheon at the Oldies fea-

ture weekdays at noon; all Oldies all day Sun. Traffic reports 3x/hr in AM. FEATURES: listener involved promotion/contests. COMMERCIAL POLICY: 8 min. Contact Representative for further details. Rec'd 3/30/84.

1. **PERSONNEL**
Pres./Gen'l Mgr.—B. Eric Rhoads.
Sales Manager—Kat Oxford.
Program Director—Jay Stone.
2. **REPRESENTATIVES**
Christal Radio.
3. **FACILITIES**
ERP 48,000 w. (horiz.), 48,000 w. (vert.); 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,780 ft. above average terrain.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 25a, 30, 33c.
Contracts: 40a, 45, 49.
Comb.; Cont. Discounts: 60i.
Prod. Services: 82.
AM facilities: KEYY.

TIME RATES

	1 min	30 sec
High Range	65	60
Low Range	20	15

DISCOUNTS
13 wk—5% 26 wk—7 1/2%

RichfieldSevier County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.**KKWZ (FM)**1978
RICHFIELDMid 014662-000
See SRDS Spot Radio Small Markets Edition.**KSVC**1947
RICHFIELD**ndb**Media Code 4 246 4500 0.00 Mid 014663-000
Sevier Valley Broadcasting Co.
450 E. Fourth St., Box 848, Richfield, UT 84701. Phone 801-896-4456.

PROGRAMMING DESCRIPTION
KSVC: MUSIC: Country & Gold Rock. NEWS: & public affairs. Contact Representative for further details. Rec'd 11/7/80.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Kent L. Colby.
2. **REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
3. **FACILITIES**
5,000 w.; 980 khz.
Operating schedule: 6 am-local sunset. MST.
4. **AGENCY COMMISSION**
15/0; 10 days.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with NBC-Talknet.

TIME RATESNo. 3R Eff 7/1/82—Rec'd 7/22/82.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

	A	B
WK:	6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti	
1 min	8.00 7.75 7.50 7.25 6.75 6.50 6.25 6.00	
30 sec	7.00 6.75 6.50 6.25 5.75 5.50 5.25 5.00	

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
5 min	16.00	15.00	14.50	14.00	13.50

9/85 (SMD)

RooseveltDuchesne County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.**KNEU**1978
ROOSEVELTMid 014664-000
See SRDS Spot Radio Small Markets Edition.**Roy**Weber County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**KRGO-FM**1983
ROYMid 023683-000
See SRDS Spot Radio Small Markets Edition.

UTAH

St. George

Washington County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

KDXU

1957

ST. GEORGE



The Miner Group

Media Code 4 246 4800 4.00 Mid 014665-000

Julie P. Miner
114 E. 100 N., Box K, St. George, UT 84770. Phone 801-673-3579.

PROGRAMMING DESCRIPTION

KDXU: Programmed for audience 18-49. MUSIC: Adult Contemporary. NEWS: at :60; local team. FEATURES: community involved. SPORTS: Jr. college & high school. Contact Representatives for further details. Rec'd 7/29/82.

- PERSONNEL**
General Manager—L. John Miner.
Station Manager—L. Brent Miner.
News Director—Charles Wanlass.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional. Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KZEZ (FM).
Affiliated with ABC Information Radio Network.
Affiliated with RKO ONE.
Affiliated with Intermountain Network.

TIME RATES

No. 101 Eff 6/1/82 Rec'd 7/6/82.
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	ROS			
	A	B	C	D
1 min	6 ti	12 ti	18 ti	24 ti
30 sec	13.00	12.75	12.50	12.25
PER WK:	B			
1 min	6 ti	12 ti	18 ti	24 ti
30 sec	12.00	11.75	11.50	11.25
Specified times, extra 2.00.	10.00	9.75	9.50	9.25

10. SPECIAL FEATURES

Adjacencies to Paul Harvey, extra 3.00.

9/85

(SMD)

KZEZ (FM)

1973

ST. GEORGE

Mid 014666-000

See SRDS Spot Radio Small Markets Edition.

Salt Lake City

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

Salt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALL

1945

SALT LAKE CITY

EASTMAN RADIO, INC.



Media Code 4 246 5100 8.00 Mid 014667-000

Salt Lake City Broadcasting Co.
312 E. South Temple, Salt Lake City, UT 84111. Phone 801-364-3561.

PROGRAMMING DESCRIPTION

KALL: Programmed for adults 25-49. MUSIC: contemporary MOR singles & albums hosted by 5 AIR PERSONALITIES, featuring AM personality M-F 6-10 am. NEWS: aerial traffic reports AM & PM; network at :60; local hrv, 2x/hr in drivetime. SPORTS: local 7:35 & 8:05 am, 5:05 pm; U football & basketball play-by-play. Contact Representative for further details. Rec'd 4/27/83.

- PERSONNEL**
Executive Vice President—Homer K. Peterson.
Sta. & Sales Mgr.—Bennie L. Williams.
Natl Sls. Mgr.—Doug Wildoerster (W), Charlie Vais (E).
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 910 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 48.
Affiliated with ABC Information Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

9/85

KBBX

1957

CENTERVILLE

Religious/Gospel Music/ Spanish



Media Code 4 246 5250 1.00 Mid 014669-000

Harold S. Schwartz & Associates, Inc.
481 S. Orchard Dr., Bountiful, UT 84010. Phone 801-298-1142.

Mailing Address: Box 388, Salt Lake City, UT 84110.

PROGRAMMING DESCRIPTION

KBBX: Religious programming; Spanish Sat. MUSIC: Gospel. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
President—Harold S. Schwartz.
General Manager—Richard A. Schwartz.
- REPRESENTATIVES**
Harold S. Schwartz Associates, Inc.
- FACILITIES**
5,000 w.; 1600 khz. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**
15/0; 30 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40b, 46, 47a.
Cancellation: 73a.
Prod. Services: 80, 81, 82.
FM facilities: KGLL (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 3/28/84.

- SPOT ANNOUNCEMENTS**
Religious 1 min 30 sec
EA 6.00 4.00
- PROGRAM TIME RATES**
EA: 1/4 hr 1/2 hr 1 hr
Mon thru Fri 20 38 75
Sat and/or Sun 23 40 80

KBUG

1922

SALT LAKE CITY



Katz Radio



Media Code 4 246 5287 3.00 Mid 014671-000

KCPX, Inc.
1760 Fremont Dr., Salt Lake City, UT 84104. Phone 801-972-3030.

PROGRAMMING DESCRIPTION

KBUG: MUSIC: Oldies/Adult Contemporary. NEWS: 3 min at :57, 6:27 & 8:27. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
Gen'l Mgr. & Nat'l Sales Mgr.—Terry Schmidt.
General Sales Manager—Barry McCann.
Program Director—Greg Ausham.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w.; 1320 khz. Directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 14a, 15b, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 28b, 28c, 32b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70c, 71a.
Prod. Services: 82.
FM facilities: KCPX-FM.
Affiliated with Katz Radio Network.

TIME RATES

KBUG/KCPX-FM COMBINATION

No. 45 Eff 7/30/84—Rec'd 8/16/84.

AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 10am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 8 pm-1 am; Sat 5-10 am; Sun all day.

- SPOT ANNOUNCEMENTS**
AAA AA A
1 min 150 140 105 30 sec 120 112 84

KBUG only: Deduct 40% from KBUG/KCPX-FM combination.

KCGL (FM)

1979

CENTERVILLE

Rock



Media Code 4 246 5325 1.00 Mid 014670-000

Harold S. Schwartz & Associates, Inc.
481 S. Orchard Dr., Bountiful, UT 84010. Phone 801-298-1142.

Mailing Address: Box 388, Salt Lake City, UT 84110.

PROGRAMMING DESCRIPTION

KCGL (FM): MUSIC: Album Oriented Rock & modern w/ emphasis on British European & Contemporary New Wave. Contact Representative for further details. Rec'd 12/26/84.

- PERSONNEL**
General Manager—Richard A. Schwartz.
Music & Pro. Dir.—Del Williams.
Sls. Mgr. & Prom. Dir.—Richard Rees.
- REPRESENTATIVES**
Harold S. Schwartz Associates, Inc.
- FACILITIES**
ERP 500 w. (horiz.), 500 (vert.); 105.5 mhz.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10a.
Basic Rates: 20a.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 61a.
AM facilities: KBBX.

TIME RATES

Eff—Rec'd 5/24/84.

- SPOT ANNOUNCEMENTS**
Ea 1 min 30 sec
23 18
- PACKAGE PLANS**
100 ti 1 min 30 sec
1840 1440 200 ti 1 min 30 sec
2400 3000

KCPX-FM

1947

SALT LAKE CITY



Katz Radio



Media Code 4 246 5401 0.00 Mid 014672-000
KCPX, Inc.
1760 Fremont Dr., Salt Lake City, UT 84104. Phone 801-972-3030.

PROGRAMMING DESCRIPTION

KCPX-FM: MUSIC: CHR. COMMERCIAL POLICY: 12 units per hr. Contact Representative for further details. Rec'd 4/30/84.

- PERSONNEL**
Gen'l Mgr. & Nat'l Mgr.—Terry Schmidt.
General Sales Manager—Barry McCann.
Program Director—Greg Ausham.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 27,000 w. (horiz.), 27,000 w. (vert.); 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,932 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 14a, 15b, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 28b, 28c, 32b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70c, 71a.
Prod. Services: 82.
AM facilities: KBUG.
Affiliated with Katz Radio Network.
Sold in combination with KBUG. See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 25% from KBUG/KCPX-FM combination.

KDAB (FM)

1975

OGDEN

Mid 014650-000

See listing under city of license.

KDYL

1945

SALT LAKE CITY



BLAIR RADIO



Media Code 4 246 5475 4.00 Mid 014685-000
Simmons Family, Inc.
57 W. South Temple, Suite 800, Salt Lake City, UT 84101.
Phone 801-524-2600.

PROGRAMMING DESCRIPTION

KDYL: Continuous news & information. NEWS: network & local; 20-person newsteam; Washington D.C. correspondent; weather 10x hrv, satellite weather; traffic reports AM & PM drives; Wall Street Journal report hrv. SPORTS: 2x hrv; U football & basketball play-by-play. TALK: Larry King Show. Contact Representative for further details. Rec'd 3/27/84.

- PERSONNEL**
General Manager—Craig Hanson.
Operation Manager—Robert Simmons.
Sales Manager—Stephen C. Johnson.
- REPRESENTATIVES**
Blair Reps.
- FACILITIES**
5,000 w. days, 500 w. nights; 1280 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 28c.
Contracts: 40a, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81.
Affiliated with MBS.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KFAM

1981

NORTH SALT LAKE CITY



Media Code 4 246 5512 4.00 Mid 032921-000
General Broadcasting, Inc.
1171 South West Temple, Salt Lake City, UT 84101.
Phone 801-531-0700.

- REPRESENTATIVES**
Radio Time Sales/International.
1 min rate 1x: 27.00.

KFMY (FM)

(formerly KAYK-FM)

1967

PROVO

Roslin Radio

NRBA

(This is a paid duplicate of the listing under Provo, Utah.)
Media Code 4 246 3750 2.00 Mid 014660-000
First Media Corp.

651 W. 1600 South, Box 960, Provo, UT 84601. Phone 801-373-8550. Salt Lake City, 801-521-9696.

PROGRAMMING DESCRIPTION

KFMY (FM): Programmed for adults 18-34. MUSIC: Contemporary Hits. NEWS: local & nat'l. FEATURES: listener participation hrv on local issues. Contact Representative for further details. Rec'd 10/22/84.

- PERSONNEL**
General Manager—Gene Manning.
Local Sales Manager—Gene Manning.
Program Director—Scott Gentry.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 55,000 w. (horiz.), 55,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,620 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 30.
Contracts: 40a, 41, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81.
AM facilities: KDOT.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KISN (FM)1961
SALT LAKE CITYMedia Code 4 246 5550 4.00 Mid 014673-000
Carmen Corp.
Box 389, Salt Lake City, UT 84110. Phone 801-322-5476.**2. REPRESENTATIVES**McGavren Guild Radio.
Rates have been temporarily withdrawn by station.**KLAF**1948
MURRAYMedia Code 4 246 5625 4.00 Mid 014675-000
Murray Broadcasting Co., Inc.
4874 S. State St., Murray, UT 84107. Phone 801-266-1230.**2. REPRESENTATIVES**P/W Radio Representatives.
1 min rate 1x: 16.00.**KLCY (FM)**1968
SALT LAKE CITYMedia Code 4 246 5662 7.00 Mid 014668-000
Ninety-Four Corp.
312 E. South Temple St., Salt Lake City, UT 84111. Phone 801-364-3561**PROGRAMMING DESCRIPTION**

KLCY (FM): Programmed for adults 25-49. MUSIC: Fairvest adult contemporary; major market air personalities. SPECIAL FEATURES: RKO'S Solid Gold Saturday Night, Bob Dearborn & Night Time America, The Hot Ones. NEWS: 6 man team, AM drive conanchors twice per hr.; sports, airborne traffic, on-line access to weatherbank for nat'l & local service, including satellite weather. Contact Representatives for further details. Rec'd 8/26/83.

1. PERSONNELExecutive Vice-President—Homer K. Peterson.
Gen'l & Sales Mgr.—Bennie L. Williams.
National Sales Manager—Doug Wildfoerster.**2. REPRESENTATIVES**

Eastman Radio, Inc./Intermountain Network.

3. FACILITIESERP 24,000 w.; 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,030 ft. above average terrain.**4. AGENCY COMMISSION**

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 48.
Affiliated with Eastman Radio Network.
Affiliated with RKO ONE.
Affiliated with The Intermountain FM Network.
Affiliated with Intermountain Network.**TIME RATES****6. SPOT ANNOUNCEMENTS**Rates have been temporarily withdrawn by station.
9/85**KLTK**(formerly KWHO)
SALT LAKE CITYMedia Code 4 246 5681 7.00 Mid 014683-000
Sunrise Media
329 E. 200 S., Salt Lake City, UT 84111. Phone 801-533-9305.
1 min rate 1x: 14.00.**KLTK-FM**(formerly KWHO-FM)
1965
SALT LAKE CITYMedia Code 4 246 5691 6.00 Mid 014684-000
Sunrise Media
329 E. 200 S., Salt Lake City, UT 84111. Phone 801-533-9305.
1 min rate 1x: 25.00.**KLUB**1938
SALT LAKE CITYMedia Code 4 246 5700 5.00 Mid 014674-000
Carmen Corp.
Box 389, Salt Lake City, UT 84110. Phone 801-359-7794.**2. REPRESENTATIVES**McGavren Guild Radio
Rates have been temporarily withdrawn by station**KRGO**1956
WEST VALLEY CITY**Christal Radio****Modern Country Music**Media Code 4 246 6375 5.00 Mid 014676-000
Group Communications, Inc.
5065 W. 2100 S., Granger, UT 84120. Phone 801-972-3449.**PROGRAMMING DESCRIPTION**

KRGO: MUSIC: 100% modern country. Contact Representative for further details. Rec'd 10/1/76.

1. PERSONNEL

General Manager—Gene Guthrie.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES10,000 w. days, 500 w. nights; 1550 khz. Non-directional.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a.
Contracts: 40a, 41, 44a, 44b, 46.
Cancellation: 70b, 70d, 71b, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KRGO-FM, Roy.
Affiliated with ABC Entertainment Network.**TIME RATES**

Eff—Rec'd 1/29/81.

6. SPOT ANNOUNCEMENTS

1 min, 20.00.

KRSP1967
SOUTH SALT LAKEMedia Code 4 246 6450 6.00 Mid 014677-000
Holiday Broadcasting Co.
Box 7760, 1130 W. 5200 S., Salt Lake City, UT 84107.
Phone 801-262-5541.**2. REPRESENTATIVES**Selcom Radio.
Rates have been temporarily withdrawn by station.**KRSP-FM**1968
SALT LAKE CITYMedia Code 4 246 6451 4.00 Mid 014678-000
Holiday Broadcasting Co.
Box 7760, 1130 W. 5200 S., Salt Lake City, UT 84107.
Phone 801-262-5541.**2. REPRESENTATIVES**Selcom, Inc.
Rates have been temporarily withdrawn by station.**KSFI (FM)**1947
SALT LAKE CITY**BLAIR RADIO**Media Code 4 246 6525 5.00 Mid 014679-000
Simmons Family, Inc.
57 W. South Temple Suite 800, Salt Lake City, UT 84101.
Phone 801-524-2600.**PROGRAMMING DESCRIPTION**

KSFI (FM): Programmed for adults. MUSIC: Easy Listening hosted by live PERSONALITIES. NEWS: 18x daily; 20-man news team; Washington D.C. correspondent. SPORTS: home team scoreboard. Contact Representative for further details. Rec'd 3/27/84.

1. PERSONNELVice-Pres. & Sta. Mgr.—Craig Hanson.
Operations Director—Robert Simmons.
Sales Manager—Stephen C. Johnson.**2. REPRESENTATIVES**

Blair Radio.

3. FACILITIESERP 26,000 w.; 100.3 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,740 ft. above average terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28c, 29.
Contracts: 40a, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Prod. Services: 80, 81, 82.
Cancellation: 70a, 71a, 73a.**TIME RATES****6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

KSL1922
SALT LAKE CITY**Torbet Radio**Media Code 4 246 6600 6.00 Mid 014680-000
KSL, Inc.

Broadcast House, Salt Lake City, UT 84180-1160. Phone 801-575-7768, Telex 3812

PROGRAMMING DESCRIPTION

KSL: Programmed for adults 18+. MUSIC: Adult Contemporary MOR; emphasis on personalities, news, & information. FARM: 5-6 am & noon-12:45 pm M-Sat. NEWS: 18 man local team; local & network hrly w/emphasis in drives. PERSONALITIES: 5-9 am, 9 am-noon, noon-3 pm, 3-7 pm, 7 pm-12M & 12M-5 am. SPORTS: play-by-play pro basketball, U football & basketball. Contact Representative for further details. Rec'd 1/8/85.

1. PERSONNELVice-Pres./Gen'l Sales & Sta. Mgr.—Thomas S. Glade.
National Sales Manager—A. Darryl Steele.
Director of Sales—Gary L. Whiting.**2. REPRESENTATIVES**

Torbet Radio, Inc.

3. FACILITIES50,000 w.; 1160 khz. Non-directional.
Operating schedule: 24 hours daily. MST.**4. AGENCY COMMISSION**

15/0; time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12e, 14e.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.**RATE PROTECTION**

Rates quoted herein guaranteed for period of 13 weeks from effective date of any increase in these rates providing that advertising equaling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period. Affiliated with CBS Radio Network.

Affiliated with Supernet.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KSOP1955
SALT LAKE CITY
KSOP-FM1964
SALT LAKE CITY**MAJOR MARKET RADIO SALES****Country Music**Media Code 4 246 6900 0.00 Mid 014681-000
KSOP, Inc.

1285 W. 2320 S., Salt Lake City, UT 84119. Phone 801-972-1043.

Mailing Address: Box 25548, Salt Lake City, UT 84125.

PROGRAMMING DESCRIPTION

KSOP: Programmed for adults. MUSIC: Modern country. NEWS: AM at :00; FM at :20 5x per day. COMMERCIAL: 10 min or 15 units maximum. Contact Representative for further details. Rec'd 9/30/83.

1. PERSONNELPresident—M. Henry Hilton.
Gen'l & Sales Mgr.—Greg Hilton.**2. REPRESENTATIVES**Major Market Radio Sales.
Denver—call station direct.**3. FACILITIES**5,000 w. days, 500 w. nights; 1370 khz. Directional nights.
Operating schedule: 24 hours daily. MST.
FM-ERP 25,000 w. (horiz.); 25,000 w. (vert.); 104.3 mhz.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,650 ft. above average terrain.

Simulcast Sun 10 am-midnight.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3a, 4a, 4d, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 15d, 16.
Basic Rates: 20b, 21a, 21d, 23a, 23b, 24c, 25a, 27.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.**TIME RATES**

Eff—Rec'd 1/24/83.

6. SPOT ANNOUNCEMENTS

ROS: 1-min/less 35.00.

KZJO1960
SANDY CITYMedia Code 4 246 7650 0.00 Mid 014682-000
D & B Broadcasting Co.
3595 S 1300 W, Salt Lake City, UT 84119. Phone 801-264-8250.

1 min rate 1x: 19.00.

KZZI1983
WEST JORDANMedia Code 4 246 7875 3.00 Mid 031744-000
Western Broadcasting Incorporated
Box 339, West Jordan, UT 84084. Phone 801-569-1510.**2. REPRESENTATIVES**Caballero Spanish Media, Inc.
1 min rate 1x: 16.00.**Sandy City**Salt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.**See Salt Lake City**

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

SmithfieldCache County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.**KVEZ (FM)**1983
LOGAN-SMITHFIELD

Licensed as a Logan-Smithfield station. See listing under Logan, UT. Mid 030283-000

South Salt Lake CitySalt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.**See Salt Lake City**

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

Spanish ForkUtah County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.**KBHV (FM)**1967
SPANISH FORKMid 032973-000
See SRDS Spot Radio Small Markets Edition.

UTAH

Tooele

Tooele County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

KTLE
1956
TOOELE
KTLE-FM
TOOELE

See SRDS Spot Radio Small Markets Edition. Mid 014687-000

Tremonton

Box Elder County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

KBCM
1982
TREMONTON
KBCM-FM
(formerly KBXN-FM)
1982
TREMONTON

See SRDS Spot Radio Small Markets Edition. Mid 027584-000

Vernal

Uintah County—Map Location H-7
See SRDS Consumer market map and data at beginning of the state.

KUIN (FM)
1975
VERNAL

nab

RAB

NRBA

Media Code 4 246 8550 1.00 Mid 014688-000
KUIN, Inc.
2425 N. Vernal Ave., Box 307, Vernal, UT 84078. Phone
801-789-0927, 722-4920.

PROGRAMMING DESCRIPTION

KUIN (FM): MUSIC: Top 40/CHR. SPORTS: live coverage local highschool. NEWS: Contact Representative for further details. Rec'd 3/1/84.

- PERSONNEL**
President—George C. Hatch.
Executive Vice-President—Homer K. Peterson.
Gen'l & Sales Mgr.—Dick Winters.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 1,350 w. (horiz.), 1,350 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 5 am-midnight. MST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: KVEL.
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
9/85 (SMD)

KVEL
1946
VERNAL

nab

RAB

NRBA

Media Code 4 246 8700 2.00 Mid 014689-000
KVEL, Inc.
2425 N. Vernal Ave., Box 307, Vernal, UT 84078. Phone
801-789-0920, 722-4920.

PROGRAMMING DESCRIPTION

KVEL: MUSIC: MOR/C & W. NEWS: markets, news, weather. SPORTS: live coverage Univ of Utah. Contact Representative for further details. Rec'd 3/1/84.

- PERSONNEL**
President—George C. Hatch.
Executive Vice-President—Homer K. Peterson.
Gen'l & Sales Mgr.—Dick Winters.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional night only.
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
FM facilities: KUIN (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
9/85 (SMD)

Washington

Washington County—Map Location D-11
See SRDS Consumer market map and data at beginning of the state.

KCLG
WASHINGTON

See SRDS Spot Radio Small Markets Edition. Mid 028388-000

West Jordan

Salt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Salt Lake City

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

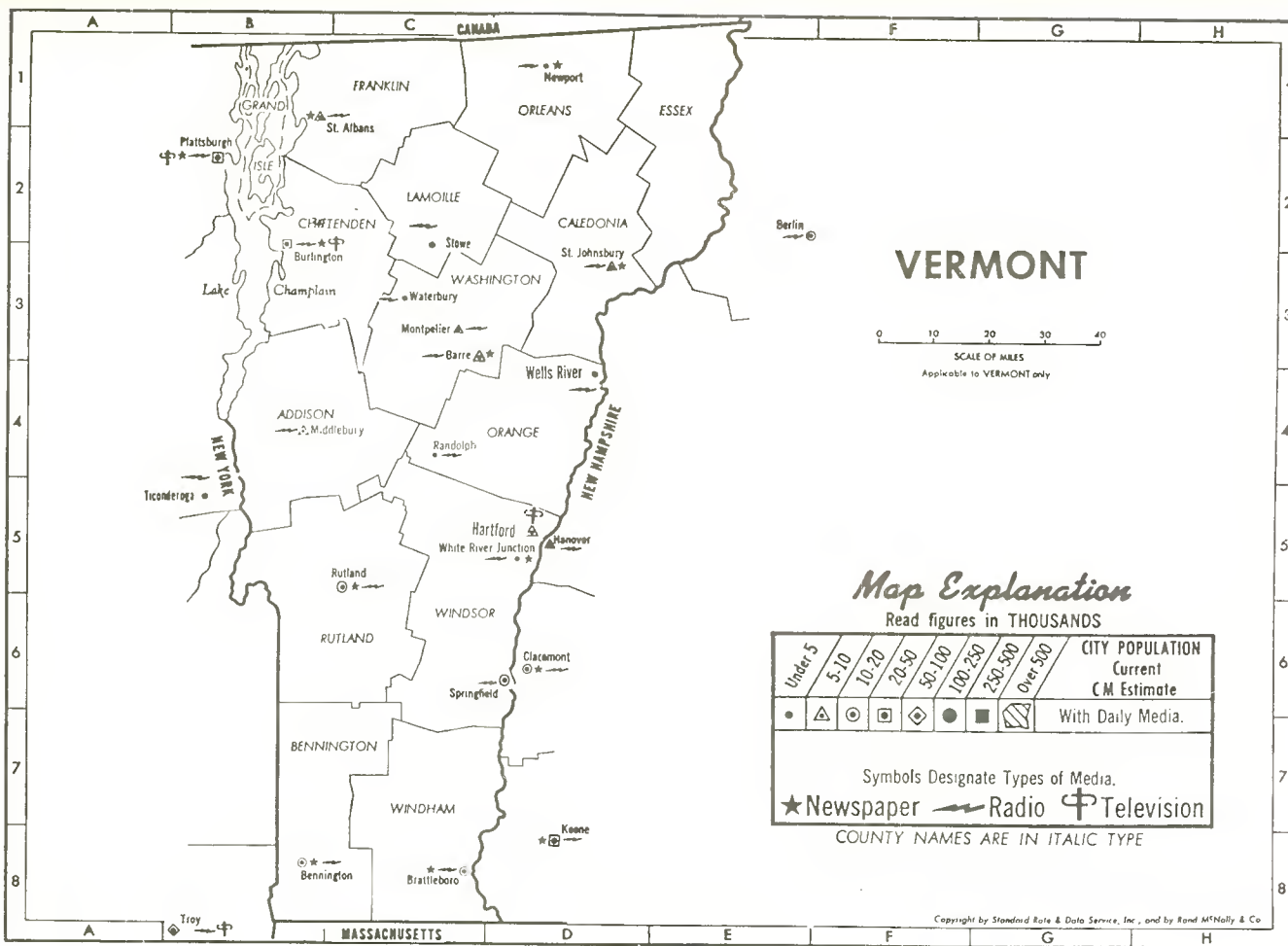
West Valley City

Salt Lake County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

See Salt Lake City

(including Centerville, Murray, North Salt Lake City, Sandy City, South Salt Lake City, West Jordan, West Valley City)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



VERMONT

State, County, City, Metro Area Data

VERMONT

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Burlington—Chittenden

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				% Distribution of Households		Total Retail Sales—		Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
			Per Household (\$000)	15000 to 19999	20000 to 24999	25000 to 29999	30000 to and over	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
VERMONT STATE TOTALS.....	528.1	185.82	4,762,706	25,631	33.2	43.6	14.0	9.2	2,619,208	14,095	574,911	91,495	388,998	123,120	129,886	443,234	232,819	286.34	1.1	3.42
ADDISON B-4	31.2	10.06	245,879	24,441	32.9	45.9	13.7	7.4	140,213	13,938	30,874	4,935	20,949	6,568	6,887	23,710	12,479	16.71	.1	.19
BENNINGTON B-7	34.4	12.45	321,375	25,813	32.4	46.7	12.4	8.5	173,298	13,920	38,170	6,103	25,907	8,115	8,505	29,303	15,425	19.09	.1	.16
CALEDONIA D-2	26.8	9.66	215,214	22,279	37.7	45.7	11.7	4.9	129,286	13,384	28,789	4,671	19,730	5,980	6,134	21,804	11,557	14.3611
CHITTENDEN B-2	119.4	40.25	1,217,520	30,249	41.1	36.9	11.5	10.5	607,108	15,083	130,898	20,318	87,128	29,095	31,699	103,163	53,595	61.41	5	.91
Burlington	37.0	13.02	313,798	24,101	176,096	13,525	39,090	6,316	26,716	8,175	8,437	29,721	15,722	15.53	2	.28
Burlington Metro Area (Official MSA).....	119.2	40.14	1,200,000	29,895	27.1	39.8	18.0	15.2	603,010	15,023	130,150	20,232	86,714	28,867	31,394	102,442	53,255	60.94	5	.91
Burlington Metro Area (county basis).....	124.4	41.98	1,261,450	30,049	27.0	39.6	18.1	15.4	631,550	15,044	136,260	21,171	90,755	30,244	32,913	107,300	55,768	64.39	5	.93
ESSEX E-1	6.7	2.33	47,936	20,573	39.4	47.4	9.4	3.1	30,114	12,924	6,762	1,109	4,668	1,380	1,391	5,069	2,701	3.4102
FRANKLIN C-1	35.6	11.96	283,428	23,698	36.2	44.2	12.5	7.1	163,428	13,665	36,180	5,825	24,669	7,610	7,896	27,600	14,575	18.1510
GRAND ISLE B-1	4.9	1.73	43,931	25,394	32.0	44.4	14.0	9.6	24,442	14,128	5,362	853	3,627	1,149	1,214	4,137	2,172	2.9902
LAMOILLE C-2	18.0	6.41	158,735	24,764	33.8	44.1	14.3	7.9	89,500	13,963	19,692	3,144	13,353	4,196	4,407	15,137	7,963	9.9611
ORANGE D-1	24.3	8.40	187,264	22,293	36.5	46.8	11.8	4.8	112,043	13,338	24,968	4,055	17,122	5,179	5,303	18,893	10,018	14.0413
ORLEANS D-1	24.4	8.50	186,734	21,969	39.5	45.1	10.0	5.4	111,843	13,158	25,025	4,086	17,223	5,145	5,225	18,841	10,016	12.7208
RUTLAND C-6	59.2	21.08	526,270	24,965	32.9	45.3	13.9	7.8	296,652	14,073	65,146	10,375	44,098	13,937	14,690	50,195	26,374	32.55	1	.28
WASHINGTON C-3	53.0	18.88	461,943	24,338	33.8	45.0	13.8	7.5	283,832	13,901	58,130	9,299	39,466	12,350	12,936	44,607	23,486	27.75	1	.84
WINDHAM C-7	37.4	14.12	334,286	23,675	36.4	44.2	12.5	6.9	192,371	13,624	42,618	6,868	29,076	8,950	9,275	32,483	17,161	21.36	1	.27
WINDSOR C-6	52.8	19.89	532,191	26,757	30.2	45.5	14.6	9.7	285,078	14,333	62,297	9,854	41,982	13,466	14,324	48,292	25,297	31.84	1	.20

VERMONT

VERMONT

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Barre-Montpelier

Washington County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WDEV

1931
WATERBURY

Mid 014718-000

See listing under city of license.

WNCS (FM)

1977
MONTPELIER

Contemporary/Variety



Media Code 4 247 0398 1.00 Mid 014690-000
North Country Communications, Inc.
7 Main St., Box 551, Montpelier, VT 05602. Phone 802-223-2396.

PROGRAMMING DESCRIPTION
WNCS (FM): Targeted at 21-54 age bracket. MUSIC: Blend of light Rock & Pop w/selections of melodic Jazz, Folk, Oldies & new. Live AIR PERSONALITIES. NEWS: 3-5-min &/or information segments throughout day; news & feature blocks noon-12:15 am & 5-5:30 pm. FEATURES: state capital coverage; Vermont music; gardening & house plants; ski reports; financial reports; album features; commentary. COMMERCIAL POLICY: limited to 10-min/hr, in clusters except where special programming dictates. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jeb Spaulding.
Sec'y, Treas. & Office Mgr.—Susan Spaulding.
Sales Manager—Ed Flanagan.
- REPRESENTATIVES**
New England Spot Sales, Inc.
- FACILITIES**
ERP 400 w. (horiz.), 400 w. (vert.); 96.7 mhz. Stereo.
Operating schedule: 5-2 am. EST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

TIME RATES
Eff—Rec'd 10/23/84.

7. PACKAGE PLANS		35 ti	28 ti	21 ti	14 ti	7 ti
PER WK:		11.55	12.25	12.90	13.45	14.00
1 min		8.65	9.25	10.00	10.55	11.05
30 sec						
BULK						
PER YR:		250x	500x	750x		
1 min		11.70	11.35	10.60		
30 sec		8.80	8.45	7.65		

WORK (FM)

1974
BARRE

Shelly Katz Radio Sales, Inc.

Media Code 4 247 0795 8.00 Mid 014691-000
Radio Barre, Inc.
Jacques St., Box 1, Barre, VT 05641. Phone 802-476-4168.

PROGRAMMING DESCRIPTION
WORK (FM): Programmed for young adults 18-34. MUSIC: Contemporary MOR. NEWS: 3 min capsules on the .60. COMMERCIAL POLICY: 4 commercial clusters per hr, max 10 min. Contact Representative for further details. Rec'd 6/28/82.

- PERSONNEL**
Vice-Pres. & Sta. Mgr.—Alan H. Noyes.
Program Director—Bill Noyes.
Sales Manager—Mike Donovan.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WSNO.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 10/19/84.

7. PACKAGE PLANS

WEEKLY		5 ti	10 ti	15 ti	20 ti	25 ti
1 min		13.00	12.50	12.00	11.50	11.00
30 sec		11.00	10.50	10.00	9.50	9.00
ROS:						
1 min		11.00	10.50	10.00	9.50	9.00
30 sec		9.00	8.50	8.00	7.50	7.00
ANNUAL BULK						
1 min		11.00	10.50	9.50	9.00	
30 sec		9.00	8.50	8.00	7.50	
ROS:						
1 min		9.00	8.50	7.50	7.00	
30 sec		7.00	6.50	6.00	5.50	
15 sec: 50% of 1-min.						

May be combined with WSNO for frequency discount. (SMD)

WSKI

1947
MONTPELIER



Media Code 4 247 1060 6.00 Mid 014692-000
The Green Mt. Broadcasting Co., Inc.
Box 487, Montpelier, VT 05602. Phone 802-223-5275, TWX710-223-5275.
Studio: 14 N. Main St., Barre, VT 05602. Phone 802-476-5221.

PROGRAMMING DESCRIPTION

WSKI: Programmed for adults. MUSIC: Adult Contemporary & MOR 6 am-7 pm; 7 pm-sign-off Top 40; NEWS: 8 min local & network at :30; block noon-1 pm with local & national, sports, weather & stock market. SPORTS: high school football & basketball; pro baseball. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
Pres. & Gen. Mgr.—Daniel B. Ruggles, III.
- REPRESENTATIVES**
Market 4 Radio.
New England—Torbet Radio, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 4:30-12:05 am. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff—Rec'd 8/24/83.

8. SPOT ANNOUNCEMENTS		1x	26x	52x	104x	156x	260x
1 min		11.00	10.75	10.45	10.20	9.90	9.50
7. PACKAGE PLANS							
SATURATION							
PER WK:		10 ti	20 ti	30 ti	40 ti	50 ti	
1 min		11.00	10.35	9.05	8.40	7.75	
30 sec		8.80	8.30	7.25	6.70	6.25	
8. PROGRAM TIME RATES							
5 min 10 min 1/4 hr 1/2 hr							
Ea		12.90	22.35	31.75	64.70		

WSNO

1959
BARRE

Shelly Katz Radio Sales, Inc.

Media Code 4 247 1590 2.00 Mid 014693-000
Radio Barre, Inc.,
Jacques St., Box 1, Barre, VT 05641. Phone 802-476-4168.

PROGRAMMING DESCRIPTION

WSNO: Programmed for adults. MUSIC: Country. NEWS: network at :60, extended in drive times & 12N; local headlines at :30; 2 mobile units. FARM: M-F 5:15 am. SPORTS: major league baseball; NFL & U football; high school basketball & hockey; talk show daily 12:30 pm. Contact Representative for further details. Rec'd 11/29/82.

- PERSONNEL**
Vice-Pres. & Sta. Mgr.—Alan H. Noyes.
Program Director—Bill Noyes.
Sales Manager—Mike Donovan.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WORK (FM).
Affiliated with CBS.

TIME RATES

Eff 10/11/84—Rec'd 10/19/84.

7. PACKAGE PLANS		WEEKLY					
		5 ti	10 ti	15 ti	20 ti	25 ti	
1 min		12.50	12.00	11.50	10.50	10.00	
30 sec		10.50	10.00	9.50	9.00	8.50	
ROS:							
1 min		10.50	10.00	9.50	9.00	8.50	
30 sec		8.50	8.00	7.50	7.00	6.50	

ANNUAL BULK

SPECIFIED:	250x	500x	750x	1000x
1 min	10.50	9.50	9.00	8.00
30 sec	8.50	8.00	7.50	7.00
ROS:				
1 min	8.50	7.50	7.00	6.00
30 sec	6.50	6.00	5.50	5.00
15 sec: 50% of 1-min.				

May be combined with WORK (FM) for frequency discount. (SMD)

Bellows Falls

Windham County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WBFL (FM)

1979
BELLOWS FALLS

Mid 028390-000
See SRDS Spot Radio Small Markets Edition.

Bennington

Bennington County—Map Location B-7
See SRDS Consumer market map and data at beginning of the state.

WBTN

1953
BENNINGTON

Mid 014694-000
See SRDS Spot Radio Small Markets Edition.

WHGC (FM)

1978
BENNINGTON

Mid 014695-000
See SRDS Spot Radio Small Markets Edition.

Brattleboro

Windham County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WKVT



1959
BRATTLEBORO

WKVT-FM

1980
BRATTLEBORO

Media Code 4 247 2650 3.00 Mid 014696-000
Brattleboro Broadcasters, Inc.,
Williams & Larkin Sts., Box 1490, Brattleboro, VT 05301.
Phone 802-254-2343.

PROGRAMMING DESCRIPTION

WKVT/WKVT-FM: Broad based appeal to audience 25+ w/information programming. MUSIC: Adult Contemporary, emphasis on Oldies of 50's-early 70's. NEWS: network nat'l; local & reg'l reports in drivetimes & hrly local updates. SPORTS: local high school football & basketball. TALK: Talknet 6:30 pm-2 am. Contact Representative for further details. Rec'd 7/31/84.
WKVT-FM: MUSIC: Adult Contemporary Soft Rock with AIR PERSONALITY orientation during AM's sports coverage. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—David L. Underhill.
General Sales Manager—Charles Friedman.
Program Director—Ken Irwin.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5-2 am. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 658 ft. above average terrain.
Simulcast 5 am-5:30 pm.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with NBC-Talknet.

TIME RATES

No. 6-S Eff 10/11/83—Rec'd 11/21/83.

7. PACKAGE PLANS		ANNUAL					
		— BTA —		— Drive —			
		30 sec	1 min	30 sec	1 min		
2000 x		4.60	6.00	5.75	7.50		
1000 x		5.40	7.00	6.75	8.75		
750 x		5.85	7.60	7.30	9.50		
500 x		6.30	8.20	7.90	10.25		
300 x		6.70	8.70	8.40	10.90		
(*) 6-10 am & 3-7 pm.							
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT							
DAY:		16 ti	12 ti	8 ti	4 ti		
PER WK:		112 ti	84 ti	56 ti	28 ti		
30 sec		5.00	5.50	6.00	6.50		
1 min		6.50	7.15	7.80	8.45		

10. SPECIAL FEATURES

		*5-MIN NEWS			
		5 ti	3 ti	2 ti	1 ti
PER WK:		12.00	13.00	14.00	...
52 wk		14.00	15.00	16.00	...
13 wk					...
*NEWS CAPSULES					
52 wk/1 min		10.50	11.50	12.50	...
52 wk/30 sec		9.00	10.00	11.00	...
13 wk/1 min		12.00	13.00	14.00	...
13 wk/30 sec		10.50	11.50	12.50	...
Midday & evening news—52 wk, 2 ti/wk 21.50; 13 wk, 2 ti/wk 23.50					
*WEATHER—6:45, 7:45AM, 12:10PM					
52 wk		11.00	12.00	13.00	...
13 wk		13.00	14.00	15.00	...
+WEATHER—8:45 AM					
52 wk		6.50	8.00	9.00	10.00
13 wk		8.00	9.50	10.50	11.50
+WEATHER—10:45 AM, 1:45, 3:45 PM					
52 wk		5.00	6.50	7.50	8.50
13 wk		6.50	8.00	9.00	10.00
Combination briefing & 1 report, 52 wk: 5 ti/wk 13.50; 3 ti/wk 15.25.					
*SPORTS LINE—7:30 AM					
6 day/13 wk		60.00			
6 day/52 wk		56.00			
*SPORTS LINE—5:30 PM					
5 day/13 wk		50.00			
5 day/52 wk		48.00			
Single program, 13 wk/per program: AM 11:00; PM 10.50.					
(*) Incl open & close plus 1-min spot.					
(+) Incl open & close plus 30-sec spot.					

WMMJ

(formerly WTSA)
1950
BRATTLEBORO

Contemporary



Media Code 4 247 2015 0.00 Mid 014698-000
Southern Vermont Broadcasters
Putney Rd., Box 819, Brattleboro, VT 05301. Phone 802-254-4577.

PROGRAMMING DESCRIPTION

WMMJ: Programmed for general interest. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—John K. Healy.
- REPRESENTATIVES**
Boston—New England Spot Sales, Inc.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 5-10 am. For non-simulcast facilities see WTSA (FM).
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WTSA (FM).
Member: Ag Radio Net, Northeast Ag Network.

TIME RATES

No. 3B Eff 11/1/84—Rec'd 1/3/85.

		VOLUME—CLASS A				
		100x	150x	300x	450x	600x
A—5-10 am.		18.50	17.50	16.75	15.75	14.75
ROS—10-5 am.		15.50	14.50	13.75	13.00	12.00
7. PACKAGE PLANS						
VOLUME—ROS						
1 min		8.60	7.75	7.20	6.75	6.35
30 sec		6.75	6.25	5.75	5.35	5.10
Annual volume only; WMMJ may be combined with WTSA (FM) for frequency discount.						
4-WEEK, 28 CONSECUTIVE DAYS—ROS						
1 min		28 ti	56 ti	84 ti	112 ti	
30 sec		7.75	7.20	6.75	6.35	
WEEKLY—ROS						
1 ti		10.00	9.00	8.00		
16-30 ti						

WDOT
1954
BURLINGTON



Media Code 4 247 2710 4.00 Mid 014699-000
Hunter Broadcasting, Inc.
395 College St., Burlington, VT 05401. Phone 802-862-5776.

2. REPRESENTATIVES
Savalli & Schutz, Inc.
Boston—Kadetsky Broadcast Properties, Inc.
1 min rate 1x: 14.00.

WEZF (FM)
1969
BURLINGTON



Knight Quality
Stations



BLAIR RADIO

NRBA

Media Code 4 247 3975 3.00 Mid 014700-000
Knight Radio, Inc.
1500 Hegeman Ave., Ft. Ethan Allen, Winooski, VT 05404. Phone 802-655-0093.

PROGRAMMING DESCRIPTION

WEZF (FM): Easy listening for adults 25+. NEWS: Hry. Live AM & PM drive format M-F 6-9 am & 4-7 pm w/5-min at :30. Ski reports & marine forecasts in season. COMMERCIAL POLICY: 4 spot clusters per hr. AM drive spots are 10-min per hr max. Contact Representative for further details. Rec'd 10/3/83.

1. PERSONNEL
Vice-Pres., Gen'l & Gen'l Sales Mgr.—Thomas H. Pierce.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,703 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24c, 25a, 28b, 29c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 51c.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (D)

WJOY
1946
BURLINGTON



Christal Radio



Media Code 4 247 4240 1.00 Mid 014701-000
WJOY-WOCR, Hall Communications, Inc.
Joy Dr., Box 369, South Burlington, VT 05401. Phone 802-658-1230.

PROGRAMMING DESCRIPTION

WJOY: Programmed for adults. MUSIC: The "Music of Your Life". NEWS: Network; local newscasts following network news & features at :60 & :30 5:30-9 am; 12N-1 pm; 4-6:30 pm; tele-talk show 9-10 am with guests, local news & sports depts with mobile unit. SPORTS: Headlines at :30 7:30-8:30 am & 4:30-5:30 pm; major league baseball. Remotes for openings, interviews, news. Contact Representative for further details. Rec'd 10/25/82.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Paul T. Battaini.
Local Sales Manager—Hal Stern.
2. REPRESENTATIVES
Christal Radio.
Boston—Kettell-Carter, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on net time charges.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WOCR (FM).
Affiliated with CBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WQCR (FM)
1962
BURLINGTON



Christal Radio



Media Code 4 247 4505 7.00 Mid 014702-000
WJOY-WOCR, Hall Communications, Inc.
Joy Dr., Box 369, So Burlington, VT 05401. Phone 802-658-1230.

PROGRAMMING DESCRIPTION

WQCR (FM): Programmed for adults 25-49. MUSIC: Soft Rock. COMMERCIAL POLICY: 12 min per hr. Contact Representative for further details. Rec'd 5/25/84.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—Paul T. Battaini.
Local Sales Manager—Hal Stern.
2. REPRESENTATIVES
Christal Radio.
Boston—Kettell-Carter, Inc.
3. FACILITIES
ERP 50,000 w.: 98.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15% on net time charges.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WJOY.
Affiliated with CBS RADIORADIO.
Affiliated with Christal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WVMT
1922
BURLINGTON



A Goldman Group Station

Media Code 4 247 4770 7.00 Mid 014703-000
Vermont Radio, Inc.
Box 620, Colchester, VT 05446. Phone 802-655-1620.

PROGRAMMING DESCRIPTION

WVMT: Programmed for adults. MUSIC: adult contemporary. NEWS: 7 local newscasts per day. SPORTS: auto racing coverage; Uni. Vermont hockey/basketball. FEATURES: Farm & home show M-Sat 5-6 am. Only 60-sec commercials accepted between 7-9 am M-F. Contact Representative for further details. Rec'd 3/27/84.

1. PERSONNEL
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—George Cameron.
Station Manager—George Goldring.
2. REPRESENTATIVES
McGavren Guild Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w.; 620 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours Mon-Sat. EST.
4. AGENCY COMMISSION
None; all rates net to station. 5% cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with NBC Radio Network.
Affiliated with Supernet.

TIME RATES

Eff 8/1/84—Rec'd 7/10/84.

6. SPOT ANNOUNCEMENTS
- | | Per yr | Per wk |
|--|-------------------|-------------|
| 1 min | 360x 500x 11 | 11 21-30 11 |
| 30 sec | 18.25 15.25 18.25 | 16.75 16.00 |
| 6-10 am & 3-7 pm, extra 3.00 per spot. | 15.00 11.50 15.50 | 14.50 12.50 |

12/85

Middlebury

Addison County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WCVN (FM)
1975
MIDDLEBURY

See SRDS Spot Radio Small Markets Edition.

WFAD

1966
MIDDLEBURY

See SRDS Spot Radio Small Markets Edition.

Montpelier

Washington County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Barre-Montpelier

Newport

Orleans County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

WIKE

1952
NEWPORT

See SRDS Spot Radio Small Markets Edition.

Poultney

Rutland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WVNR

1981
POULTNEY

See SRDS Spot Radio Small Markets Edition.

Randolph

Orange County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WCVR

1968
RANDOLPH
WCVR-FM
1982
RANDOLPH

See SRDS Spot Radio Small Markets Edition.

WSKI

1947
MONTPELIER

See listing under city of license.

Rutland

Rutland County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WHWB

1949
RUTLAND

See SRDS Spot Radio Small Markets Edition.

WJRR (FM)

1971
RUTLAND

Kadetsky Broadcast
Properties, Inc.



Media Code 4 247 6361 3.00 Mid 014709-000
Media Concepts, Inc.
The Opera House, Box 30, Rutland, VT 05701. Phone 802-775-7500.

PROGRAMMING DESCRIPTION

WJRR (FM): Easy Listening. Contact Representative for further details. Rec'd 10/8/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—John J. Long, Jr.
Vice-President Director of Sales—Rudolph S. Nelson.
2. REPRESENTATIVES
New England—Kadetsky Broadcast Properties, Inc.
Contact station direct.
3. FACILITIES
ERP 50,000 w., 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 4,300 ft. above average terrain.
4. AGENCY COMMISSION
15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

WRUT (FM)

1974

RUTLAND



Media Code 4 247 6625 1.00 Mid 014710-000
Vermont Radio, Inc.,
Dorr Drive, Rutland, VT 05701. Phone 802-775-5597.

PROGRAMMING DESCRIPTION

WRUT (FM): Contemporary. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL
General Manager—Harry Weinhagen.
General Sales Manager—Leonard Semp.
Program Director—Richard Noble.
2. REPRESENTATIVES
McGavren Guild Radio.
Regional Reps Corp.
3. FACILITIES
ERP 830 w. (horiz.), 830 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,580 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WSYB.
Affiliated with RKO TWO.

TIME RATES

Eff 1/1/85—Rec'd 1/25/85.

6. SPOT ANNOUNCEMENTS
- | | 5 tl | 10 tl | 20 tl | 30 tl |
|---------------------------|-------|-------|-------|-------|
| ROS: | | | | |
| 30 sec | 11.20 | 10.40 | 9.60 | 8.80 |
| 1 min | 14.00 | 13.00 | 12.00 | 11.00 |
| 7 am-7 pm, extra 1.00. | | | | |
| Drivetime, extra 2.00. | | | | |
| 10 sec BTA: 60% of 1-min. | | | | |
7. PACKAGE PLANS
- | | 60 tl | 100 tl | 125 tl | 185 tl |
|--------------------------------|-------|--------|--------|--------|
| MONTHLY BULK—ROS 6 AM-MIDNIGHT | | | | |
| 30 sec | 8.20 | 7.70 | 1 min | 10.25 |
| 7 am-7 pm, extra 1.00. | | | | |
| Drivetime, extra 2.00. | | | | |
- ANNUAL CONTRACT
- | | 312x | 520x | 1000x |
|---------------------------|-------|------|-------|
| 30 sec | 8.20 | 7.35 | 6.60 |
| 1 min | 10.25 | 9.20 | 8.25 |
| 10 sec BTA: 60% of 1-min. | | | |

12/85

(SMD)

WSYB

1930

RUTLAND



A Goldman Group Station

Media Code 4 247 6890 1.00 Mid 014711-000
Vermont Radio, Inc.,
Dorr Drive, Rutland, VT 05701. Phone 802-775-5597.

PROGRAMMING DESCRIPTION

WSYB: MUSIC: Full service A/C Personality. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL
General Manager—Harry Weinhagen.
General Sales Manager—Ralph Smith.
Program Director—Richard Noble.
2. REPRESENTATIVES
McGavren Guild Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 khz. Directional
nights.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WRUT (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC-Talknet.
Member: Ag Radio Net, Northeast Ag Network.

TIME RATES

Eff 6/1/84—Rec'd 7/31/84.

6. SPOT ANNOUNCEMENTS
- | | 10 tl | 15 tl | 20 tl | 25 tl |
|--|-------|-------|-------|-------|
| PER WK: | | | | |
| PER YR: | 50x | 150x | 260x | 500x |
| 30 sec | 11.20 | 10.20 | 9.40 | 9.00 |
| 1 min | 14.00 | 13.25 | 12.25 | 11.25 |
| Drivetime, extra 2.00. | | | | |
| 10 sec, except AM drive: 60% of 1-min. | | | | |
| CONSECUTIVE WEEK DISCOUNT | | | | |
| 26 wk—5% 52 wk—10% | | | | |

12/85

(SMD)

St. Albans

Franklin County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

WLFE (FM)

1970

ST. ALBANS

Media Code 4 247 6944 6.00 Mid 014712-000
Radio St. Albans, Inc.,
U.S. Route 7, St. Albans, VT 05478. Phone 802-524-2133, 893-6666.

PROGRAMMING DESCRIPTION

WLFE (FM): Programmed for all ages. MUSIC: Modern Country; mixture of current top Country hits & hits of 60's & 70's; Live AIR PERSONALITIES handle AM & PM drivetimes. NEWS: condensed news & sports reports 2x/hr; emphasis on local & reg'l weather. COMMERCIAL POLICY: max 12 spots/hr in clusters of 3 spots 4x/hr; spots further limited to 8/hr. Contact Representative for further details. Rec'd 10/9/80.

1. PERSONNEL
Pres./Sales—David R. Kimmel.
Vice-Pres./Programming—John O. Kimmel.

continued

VERMONT

St. Albans—cont

WLFE (FM)—cont

- 2. REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- 3. FACILITIES**
ERP 300 w; circular polarized; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
AM facilities: WWSR.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

6-10 AM & 3-7 PM

1 min	14	13	12
30 sec	12	11	10
ROS			
1 min	12	11	10
30 sec	10	9	8

(SMD)(D)

WWSR

1931
ST. ALBANS



Media Code 4 247 7420 6.00 Mid 014713-000
Radio St. Albans, Inc.
Route 7, St. Albans, VT 05478. Phone 802-524-2133.

PROGRAMMING DESCRIPTION

WWSR: Programmed for adults 25+. MUSIC: Blend of Easy Listening & MOR. NEWS: emphasis local & reg'l, plus sports; live coverage via mobile units; nat'l from UPI audio. TALK: 1 hr tele/talk show wkdays on topics of local & reg'l interest. Contact Representative for further details. Rec'd 5/5/77.

- 1. PERSONNEL**
President/Sales—David R. Kimel.
Vice-Pres./Programming—John O. Kimel.
- 2. REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
New England—Kadetsky Broadcast Properties, Inc.
- 3. FACILITIES**
1,000 w.; 1420 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. EST.
- 4. AGENCY COMMISSION**
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**
FM facilities: WLFE (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

DRIVE

YR:	1x	104x	156x
1 min	12	11	10
30 sec	11	10	9
ROS			
1 min	10	9	8
30 sec	9	8	6

(SMD)

St. Johnsbury

Caledonia County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WSTJ

1949
ST. JOHNSBURY

Mid 014714-000

See SRDS Spot Radio Small Markets Edition.

Springfield

Windsor County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WCFR

1954
SPRINGFIELD

Mid 014715-000

See SRDS Spot Radio Small Markets Edition.

WCFR-FM

1972
SPRINGFIELD

Mid 014716-000

See SRDS Spot Radio Small Markets Edition.

Stowe

Lamoille County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

WRFB (FM)

1976
STOWE

Stereo Music/Info



Media Code 4 247 8745 5.00 Mid 014717-000
RFB, Inc.
Box 26, Stowe, VT 05672. Phone 802-253-4877.

PROGRAMMING DESCRIPTION

WRFB (FM): MUSIC: 75% Contemporary MOR, 15% Classical & Light Classical at night; 10% Jazz evenings. NEWS: hrly; stock market reports. SPORTS: AM & PM. FEATURES: live morning music, weather, news program 6-9 am. Contact Representative for further details. Rec'd 10/3/77.

- 1. PERSONNEL**
General Manager—Brian Harwood.
Sales Manager—Bill Riley.
- 2. REPRESENTATIVES**
New England Spot Sales, Inc.
- 3. FACILITIES**
ERP 3,000 w (horiz), 3,000 w (vert); 101.7 mhz. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,485 ft. above sea level.
- 4. AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
Eff—Rec'd 11/23/83.

6. SPOT ANNOUNCEMENTS

ROS—9 AM-MIDNIGHT

PER WK:	1 ti	10 ti	15 ti	20 ti	30 ti	40 ti
30 sec	8.90	8.00	6.95	6.50	5.15	4.35
1 min	13.30	11.15	10.30	9.30	7.70	6.50

Mon thru Fri 6-9 am & Sat 6 am-noon, extra 10%.
15 sec: 70% of 30-sec.

7. PACKAGE PLANS

13 WEEK

PER WK:	1 ti	10 ti	15 ti	20 ti	30 ti	40 ti
30 sec	8.00	7.20	6.25	5.65	4.65	3.90
1 min	11.95	10.05	9.25	8.35	6.95	5.85

ANNUAL

PER YR, EA:	312x	624x	936x
30 sec	6.10	5.25	4.35
1 min	9.20	7.95	6.60

Mon thru Fri 6-9 am & Sat 6 am-noon, extra 10%.
15 sec: 70% of 30-sec.

(SMD)

Vergennes

Addison County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

WIZN (FM)

1983
VERGENNES

Mid 034529-000

See SRDS Spot Radio Small Markets Edition.

Waterbury

Washington County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WDEV

1931
WATERBURY



Media Code 4 247 9010 3.00 Mid 014718-000
Radio Vermont, Inc.
9 Stowe St., Box 550, Waterbury, VT 05676. Phone 802-244-7321.

PROGRAMMING DESCRIPTION

WDEV: General interest programming, emphasis news. MUSIC: MOR. NEWS: at :60; headlines & sports at :30; early AM farm features & programming; Stock market hrly at :45; news/weather/sports 7-8 am, 12N-1 pm, 5-6 pm; state news features. Contact Representative for further details. Rec'd 12/1/82.

- 1. PERSONNEL**
Manager—Thomas Beardsley.
- 2. REPRESENTATIVES**
Frederick W. Smith.
Boston—Kettell-Carter, Inc.
- 3. FACILITIES**
5,000 w. days, 1,000 w. nights; 550 khz. Directional—separate patterns day & night.
Operating schedule: 5:00 am-midnight. EST.
- 4. AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/84—Rec'd 7/26/84.

PRIME—Mon thru Sat 6-9 am.
AA—Mon thru Sat 5-6 am, 9-10 am, noon-1 pm & 3-6 pm.
A—Mon thru Sat 10 am-noon, 1-3 pm, 6-7 pm; Sun sign-on-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PRIME

1 min	1x	50x	100x	300x	600x
30 sec	19.90	14.00	12.50	11.70	9.40
15 sec	15.00	10.50	9.40	8.80	7.10
CLASS AA					
1 min	18.00	13.00	10.70	10.15	8.10
30 sec	13.50	9.80	8.00	7.60	6.10
15 sec	9.10	6.60	5.35	5.05	4.05

CLASS A

1 min	15.00	10.00	8.00	7.45	6.85
30 sec	11.25	7.50	6.00	5.60	5.45
15 sec	7.60	5.10	4.00	3.70	3.40

CLASS B

1 min	10.00	5.50	4.50	3.80	3.70
30 sec	7.00	4.15	3.35	3.15	2.80
15 sec	5.10	2.80	2.15	1.95	1.80

7. PACKAGE PLANS

BULK-ROS 5 AM-MIDNIGHT

1 min	500x	1000x	1500x	2000x
30 sec	7.30	6.80	6.40	6.00
15 sec	5.50	5.10	4.80	4.50
15 sec	3.70	3.40	3.20	3.00

ROS—5 AM-MIDNIGHT

PER WK:	1 wk	2 wk	4 wk	13 wk
20 ti	12.50	11.50	10.50	8.50
25 ti	12.00	11.00	10.00	7.90
30 ti	11.00	10.50	9.40	7.50
50 ti	10.50	9.50	8.80	7.00

30 SECONDS

20 ti	9.40	8.65	7.90	6.40
25 ti	9.00	8.25	7.50	6.00
30 ti	8.25	7.90	7.10	5.60
50 ti	7.90	7.20	6.60	5.30

15 SECONDS

20 ti	6.30	5.80	5.30	4.30
25 ti	6.00	5.50	5.00	4.00
30 ti	5.50	5.30	4.75	3.75
50 ti	5.30	4.80	4.40	3.55

8. PROGRAM TIME RATES

PRIME

PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti
1/2 hr	62.00	60.00	58.00	55.00	54.00
1/4 hr	42.00	40.00	39.00	37.00	36.00
10 min	32.00	31.00	30.00	28.00	27.00
5 min	22.00	21.50	21.00	19.50	18.00
2 1/2 min	18.00	17.50	17.00	15.50	14.00

CLASS AA

1/2 hr	60.00	58.00	56.00	53.00	52.00
1/4 hr	40.00	38.00	37.00	35.00	34.00
10 min	30.00	29.00	28.00	26.00	25.00
5 min	20.00	19.50	19.00	17.50	16.00
2 1/2 min	16.00	15.50	15.00	13.50	12.00

CLASS A

1/2 hr	58.00	56.00	54.00	51.00	50.00
1/4 hr	38.00	36.00	35.00	33.00	32.00
10 min	28.00	27.00	26.00	24.00	23.00
5 min	18.00	17.50	17.00	15.50	14.00

CLASS B

1/2 hr	38.00	36.00	34.00	32.00	30.00
1/4 hr	25.00	24.00	23.00	21.00	20.00
10 min	18.00	17.00	16.00	14.00	13.00
5 min	10.00	9.50	9.00	7.50	6.00
2 1/2 min	8.00	7.50	7.00	5.50	4.00

Sponsorship incl open & close plus 8 1-min spots per hr / 4 1-min spots per 1/2 hr / 3 1-min spots per 1/4 hr / 2 1-min spots per 10 min / 1 1-min spot per 5 min / 1 30-sec spot per 2 1/2 min.

(SMD)(CR-2)

WSKI

1947
MONTPELIER

Mid 014692-000

See listing under city of license.

Wells River

Orange County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WYKR

1976
WELLS RIVER



Media Code 4 247 9275 2.00 Mid 014719-000
Puffer Broadcasting Inc.
Rte. 5 Main St., Box 1490, Wells River, VT 05081. Phone 802-757-2773.

PROGRAMMING DESCRIPTION

WYKR: MUSIC: Country. NEWS: blocks at :55, 4x/ea day; briefs & summaries thru day; emphasis community involvement; remotes; weather forecasts & briefs. SPORTS: emphasis with 8 casts ea day; high school basketball (boys & girls), baseball; college football; reports & interviews; scores as happen. FARM: 5 min report ea AM M-F. Contact Representative for further details. Rec'd 10/28/82.

- 1. PERSONNEL**
Owner & Gen'l Mgr.—Eugene W. Puffer.
Program Manager—Stephen John.
Office Manager—Clara Puffer.
- 2. REPRESENTATIVES**
Kadetsky Broadcast Properties, Inc.
- 3. FACILITIES**
1,000 w.; 1490 khz. Non-directional.
Operating schedule: 6 am-10 pm. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.

TIME RATES
Eff—Rec'd 2/21/84.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec

1 min	12	9	6
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Fixed, extra 25%.

10. SPECIAL FEATURES

SPONSORSHIPS

5 min	14	3 min	12
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(SMD)(CR)

White River Junction

Windsor County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WNHV

1959
WHITE RIVER JUNCTION

WNHV-FM

1959
WHITE RIVER JUNCTION



Media Code 4 247 9540 9.00 Mid 014720-000
New Hampshire-Vermont Broadcasting Corp.
Box 910, White River Junction, VT 05001. Phone 802-295-3093.

PROGRAMMING DESCRIPTION

WNHV/WNHV-FM: MUSIC: Adult Contemporary wkdays; Beautiful eves; Sat night Big Bands & Jazz; Sun AM Beautiful & showtunes. TALK: all night network interview & nat'l tele/talk program; M-F 9:05-10 am interview program w/variety of guests; Sat AM 2 hr community issue phone-in. NEWS: network at :30, local & reg'l at :30, AP wire; 2-man team; meteorologist weather 12x/day. SPORTS: local college & school reports. Rec'd 2/1/82.

1. PERSONNEL

General Manager—Terry D. Boone.

3. FACILITIES

1,000 w.; 910 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz),

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984								Retail Sales—1984										Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	% Distribution of Households				Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types											
				00000 to 14999	15000 to 34999	35000 to 49999	50000 and over			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
VIRGINIA STATE TOTALS	5,594.9	1,967.52	59,861,731	30,425	28.1	39.8	16.8	15.2	29,412,138	14,949	6,356,248	989,906	4,239,992	1,406,062	1,525,777	4,995,217	2,598,811	3,302.07	1,025.7	82.76	
ACCOMACK M-4	32.4	12.18	264,012	21,676	46.0	36.4	9.5	8.1	157,798	12,956	35,458	5,822	24,493	7,224	7,271	26,555	14,156	18.30	11.8	.43	
ALBEMARLE ² H-4	103.9	37.81	1,164,444	30,797	36.4	37.5	14.5	11.6	552,004	14,599	120,036	18,858	80,531	26,214	28,135	93,616	48,891	62.37	14.4	.86	
Charlottesville	40.9	16.00	429,292	26,831					225,064	14,067	49,432	7,874	33,466	10,572	11,140	38,081	20,011	22.64	7.4	.39	
Charlottesville Metro Area	123.7	44.48	1,326,030	29,812	31.3	39.9	15.1	13.7	645,199	14,505	140,541	22,132	94,435	30,583	32,723	109,378	57,182	74.46	18.5	.99	
ALLEGHANY ³ F-4	27.8	10.11	223,116	22,069	38.5	44.1	12.4	4.9	136,836	13,535	30,372	4,907	20,755	6,559	6,559	23,095	12,217	16.67	2.3	.21	
AMELIA J-5	8.7	2.90	69,913	24,108	34.7	45.2	13.3	6.8	40,246	13,878	8,874	1,421	6,029	1,882	1,969	6,803	3,584	5.33	3.3	.09	
AMHERST G-5	30.0	9.37	221,244	23,612	32.3	48.9	14.0	4.9	130,303	13,906	28,707	4,592	19,488	6,100	6,390	22,031	11,599	17.07	6.1	.22	
APPOMATOX H-5	12.9	4.42	112,749	25,509	32.0	44.8	14.9	8.3	63,017	14,257	13,787	2,184	9,301	2,973	3,156	10,672	5,594	8.27	3.0	.08	
ARLINGTON K-2	140.3	66.49	2,620,130	39,406	18.5	35.9	17.7	27.8	1,074,500	16,160	227,704	34,466	149,101	52,429	58,780	183,300	94,234	86.71	12.9	8.15	
Arlington	140.3	66.49	2,620,130	39,406					1,074,500	16,160	227,704	34,466	149,101	52,429	58,780	183,300	94,234	86.71	12.9	8.15	
AUGUSTA ⁴ G-4	92.8	32.94	862,919	26,197	32.0	44.1	14.7	9.2	466,373	14,158	102,243	16,245	69,104	21,953	23,212	78,944	41,437	59.50	5.8	.52	
BATH F-4	6.0	2.03	41,954	20,667	47.1	33.6	12.3	7.0	26,318	12,965	5,910	969	4,080	1,206	1,215	4,430	2,360	3.85	5.6	.04	
BEDFORD ⁵ G-5	44.9	15.88	363,090	22,865	35.4	46.2	12.1	6.3	217,483	13,695	48,111	7,738	32,782	10,134	10,532	36,735	19,391	30.35	5.6	.31	
BLAND D-6	6.6	2.18	44,648	20,481	39.9	46.4	10.6	3.5	29,065	13,333	6,480	1,053	4,446	1,343	1,374	4,900	2,599	3.96	2.2	.02	
BOTETOURT F-5	25.2	8.75	236,030	26,975	29.4	43.5	17.1	9.5	127,090	14,525	27,672	4,355	18,587	6,027	6,453	21,547	11,262	17.26	1.2	.14	
BRUNSWICK J-6	15.3	4.96	100,921	20,347	45.2	40.7	9.9	4.2	62,877	12,677	14,219	2,354	9,876	2,857	2,836	10,565	5,655	7.89	8.8	.11	
BUCHANAN C-5	40.1	12.61	327,278	25,954	33.0	43.2	15.8	8.0	180,951	14,350	39,526	6,249	26,627	8,551	9,103	30,656	16,055	23.11		.36	
BUCKINGHAM H-5	12.1	4.02	72,657	18,074	50.3	39.8	6.5	3.4	49,427	12,295	11,281	1,889	7,896	2,222	2,160	8,286	4,461	6.97	5.1	.14	
CAMPBELL ⁶ G-5	118.1	41.73	1,126,963	27,006	33.3	39.1	13.5	14.1	597,870	14,327	130,643	20,664	88,038	28,243	30,045	101,280	53,052	68.27	23.8	.74	
Lynchburg	69.7	25.40	707,178	27,842					363,109	14,296	79,392	12,568	53,530	17,142	18,215	61,503	32,228	37.13	16.5	.47	
Lynchburg Metro Area	148.1	51.10	1,348,210	26,384	32.0	43.1	14.4	10.5	728,173	14,250	159,350	25,256	107,526	34,343	36,435	123,311	64,652	85.30	30.0	.96	
CAROLINE K-4	19.4	6.28	155,751	24,801	33.3	42.8	15.6	8.2	88,337	14,066	19,399	3,089	13,132	4,150	4,374	14,947	7,854	10.76	8.3	.14	
CARROLL ⁷ E-6	35.6	13.19	240,409	18,227	49.7	42.7	5.0	2.6	159,301	12,077	36,546	6,160	25,692	7,116	6,403	26,672	14,408	21.99	4.4	.22	
CHARLES CITY K-5	6.9	2.03	58,930	29,030	27.5	43.1	15.9	13.5	30,368	14,960	6,561	1,021	4,375	1,452	1,577	5,158	2,683	3.91	4.9	.10	
CHARLOTTE H-6	12.2	4.06	81,804	20,149	46.4	39.4	9.0	5.1	52,469	12,923	11,803	1,941	8,161	2,399	2,409	8,277	4,709	7.23	4.7	.12	
CHESAPEAKE ⁸ L-6	124.5	40.08	1,224,730	30,557	23.1	42.1	20.7	14.2	618,467	15,431	132,581	20,410	87,773	29,820	32,809	105,231	54,478	70.06	34.4	1.15	
Chesapeake	124.5	40.08	1,224,730	30,557					618,467	15,431	132,581	20,410	87,773	29,820	32,809	105,231	54,478	70.06	34.4	1.15	
CHESTERFIELD J-5	161.1	52.98	1,845,890	34,841	14.9	41.5	25.3	18.3	873,879	16,495	184,273	27,686	120,083	42,856	48,424	149,242	76,946	105.00	15.9	1.13	
CLARKE J-2	10.7	3.81	121,369	31,855	28.9	40.1	16.5	14.5	56,193	14,749	12,188	1,908	8,157	2,686	2,886	9,536	4,972	6.87	1.2	.04	
CRAIG F-5	4.1	1.52	33,467	22,018	34.6	49.0	13.9	2.5	20,933	13,772	4,621	741	3,142	978	1,021	3,538	1,865	2.80		.02	
CULPEPER J-3	24.3	8.29	232,948	28,100	31.4	40.0	16.2	12.4	120,834	14,576	26,284	4,131	17,639	5,736	6,153	20,491	10,704	15.23	5.0	.17	
CUMBERLAND J-5	8.6	2.84	52,063	18,332	50.5	37.3	7.8	4.4	35,344	12,445	8,033	1,338	5,603	1,597	1,567	5,931	3,185	4.84	3.7	.08	
DICKENSON B-6	21.1	6.90	156,546	22,688	37.7	45.2	11.7	5.5	94,090	13,656	20,838	3,357	14,212	4,379	4,541	15,889	8,393	12.30	1.1	.15	
DINWIDDIE ⁹ J-6	63.0	21.40	563,935	26,352	37.9	37.9	13.1	11.1	298,651	13,956	65,734	10,501	44,587	13,996	14,688	50,506	26,576	31.30	34.5	.63	
Petersburg	41.2	15.14	397,438	26,251					207,699	13,719	45,930	7,384	31,285	9,683	10,070	35,086	18,516	19.17	25.1	.46	
ESSEX K-4	9.6	3.34	91,344	27,349	31.5	41.2	15.6	11.6	48,074	14,393	10,492	1,657	7,062	2,274	2,425	8,146	4,264	5.69	3.8	.08	
FAIRFAX ¹⁰ K-3	776.6	284.70	12,778,723	44,885	11.9	30.7	21.6	35.8	4,920,072	17,282	1,026,117	151,592	661,454	243,967	280,305	842,305	428,901	499.94	61.1	25.82	
Alexandria	99.6	47.85	1,748,770	36,547					763,286	15,952	162,271	24,679	106,582	37,122	41,406	130,117	67,022	60.60	22.2	3.90	
FAUQUIER J-3	39.5	12.94	417,362	32,300	25.2	38.8	18.9	17.1	198,705	15,356	42,648	6,577	28,267	9,569	10,506	33,800	17,511	25.59	6.2	.29	
FLOYD E-6	12.2	4.41	82,352	18,674	46.2	43.4	7.1	3.3	55,981	12,694	12,658	2,095	8,791	2,526	2,526	9,407	5,034	8.09	4.4	.06	
FLUVANNA H-4	11.2	3.78	87,562	23,165	38.0	41.0	13.3	7.7	51,087	13,515	11,341	1,833	7,752	2,371	2,447	8,622	4,561	7.05	3.3	.06	
FRANKLIN F-6	38.5	12.96	289,197	22,315	36.3	47.1	11.6	4.9	174,999	13,503	38,867	6,285	26,576	8,119	8,371	29,532	15,627	24.83	4.7	.23	
FREDERICK ¹¹ H-2	58.2	21.01	573,339	27,289	29.7	43.6	16.8	9.9	304,223	14,480	66,295	10,446	44,563	14,414	15,411	51,569	26,967	36.43	2.4	.26	
GILES E-5	18.1	6.48	152,998	23,611	34.6	46.2	13.1	6.1	88,745	13,695	19,629	3,157	13,373	4,136	4,299	14,991	7,912	10.85	4.4	.10	
GLOUCESTER L-5	22.4	8.06	196,600	24,392	33.3	44.7	14.3	7.7	113,734	14,111	24,959	3,971	16,885	5,348	5,644	19,248	10,109	14.27	3.4	.13	
GOOCHLAND J-4	12.5	3.96	32,322	29,410	32.2	41.0	13.7	15.8	58,844	14,860	12,733	1,986	8,503	2,809	3,042	9,991	5,202	7.48	4.5	.06	
GRAYSON D-6	16.7	6.12	133,979	21,892	42.5	45.0	7.8	4.7	78,766	12,870	17,734	2,919	12,271	3,598	3,605	13,249	7,071	10.31	6.0	.07	
GREENE H-4	8.5	2.89	74,026	25,615	29.5	47.9	15.5	7.1	42,107	14,570	9,164	1,441	6,152	1,998	2,141	7,140	3,731	5.46	6.0	.07	
GREENSVILLE ¹² K-6	16.2																				

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					—Total Retail Sales—		Retail Sales—1984						Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)			
			Per Household (\$000)	% Distribution of Households				Per Household (\$000)	Per Household (\$000)	By Selected Store Types											
				00000	15000	35000	50000			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)				Service Station (\$000)		
L-4	10.0	3.93	107,462	27,344	36.7	39.5	12.4	11.4	54,354	13,831	11,993	1,922	8,153	2,540	2,653	9,187	4,841	6.82	3.4	.12	
NOTTOWAY J-6	14.7	5.09	111,711	21,947	40.2	42.1	11.7	6.0	68,346	13,428	15,201	2,463	10,407	3,166	3,255	11,530	6,107	8.10	5.7	.14	
ORANGE J-4	19.8	6.93	161,548	23,311	38.1	41.6	11.4	8.9	93,753	13,529	20,813	3,363	14,226	4,352	4,491	15,823	8,370	11.91	3.5	.09	
PAGE H-3	20.4	7.38	148,664	20,144	43.5	43.6	9.0	3.9	94,650	12,825	21,335	3,517	14,777	4,317	4,316	15,916	8,501	12.45	.5	.12	
PATRICK F-6	18.5	6.60	150,332	22,778	39.1	47.3	9.3	4.3	86,853	13,160	19,430	3,172	13,370	3,996	4,060	14,632	7,778	12.47	1.4	.17	
PITTSYLVANIA ²¹ G-6	114.3	40.95	1,020,358	24,917	38.7	39.8	13.5	7.9	570,376	13,929	125,604	20,079	85,236	26,715	28,009	96,447	50,765	66.57	34.3	.81	
Danville	45.1	17.51	420,681	24,025	239,978	13,705	53,083	8,537	36,166	11,184	11,625	40,536	21,396	24.41	13.4	.30	
Danville Metro Area	114.3	40.95	1,020,360	24,917	35.5	42.3	14.5	7.8	570,376	13,929	125,604	20,079	85,236	26,716	28,009	96,448	50,765	66.34	34.3	.81	
PORTSMOUTH ²² L-6	101.2	35.96	936,644	26,047	34.1	39.7	15.3	10.9	510,781	14,204	111,883	17,756	75,561	24,065	25,486	86,478	45,367	48.82	45.7	1.01	
Portsmouth	101.2	35.96	936,640	26,047	510,781	14,204	111,883	17,756	75,561	24,065	25,486	86,478	45,367	48.82	45.7	1.01	
POWHTAN J-5	14.9	4.21	119,277	28,332	26.1	43.8	19.7	10.5	63,648	15,118	13,716	2,128	9,125	3,052	3,328	10,817	5,618	8.53	3.8	.06	
PRINCE EDWARD H-5	17.4	5.34	110,684	20,727	43.6	41.9	9.1	5.4	69,232	12,965	15,553	2,553	10,740	3,170	3,193	11,652	6,210	8.39	6.5	.13	
PRINCE GEORGE ²³
K-5	63.8	20.65	590,850	28,613	27.1	41.1	18.3	13.4	308,158	14,923	66,601	10,374	44,430	14,730	15,983	52,336	27,229	34.92	11.5	1.21	
PRINCE WILLIAM ²⁴ J-3	190.1	58.62	2,166,495	36,958	13.1	37.7	27.2	22.0	991,247	16,910	207,789	30,939	134,625	48,902	55,759	169,508	86,577	115.15	15.5	4.08	
PULASKI E-6	37.6	13.38	297,807	22,258	36.0	48.5	10.8	4.8	180,038	13,456	40,030	6,482	27,398	8,342	8,582	30,374	16,084	22.84	2.0	.19	
RAPPAHANNOCK J-3	6.4	2.26	58,933	26,077	37.0	39.8	12.6	10.6	31,779	14,062	6,983	1,113	4,729	1,492	1,571	5,376	2,826	4.40	.7	.06	
RICHMOND L-4	7.0	2.48	63,875	25,756	36.2	39.3	14.5	9.9	34,720	14,400	7,631	1,217	5,169	1,630	1,715	5,874	3,088	4.42	2.2	.05	
ROANOKE ²⁵ F-5	202.3	76.77	2,144,750	27,937	37.9	39.1	13.0	10.0	1,111,638	14,480	242,252	38,173	162,844	52,668	56,308	188,432	98,539	124.00	25.2	1.16	
Roanoke	101.8	41.17	1,050,590	25,518	568,675	13,813	125,513	20,125	85,346	26,569	27,735	96,109	50,658	57.16	22.4	.69	
Roanoke Metro Area	227.5	85.52	2,380,780	27,839	30.8	42.0	16.3	10.8	1,238,730	14,485	269,923	42,528	181,431	58,695	62,761	209,979	109,800	140.90	26.7	1.30	
ROCKBRIDGE ²⁶ G-4	32.1	10.95	226,837	20,716	42.2	43.6	9.3	4.9	142,155	12,932	31,926	5,238	22,042	6,512	6,562	23,926	12,749	18.87	1.7	.21	
ROCKINGHAM ²⁷ H-3	82.6	27.59	678,609	24,596	34.5	45.5	12.3	7.7	381,010	13,810	84,097	13,485	57,187	17,801	18,580	64,392	33,941	49.88	1.8	.59	
RUSSELL C-6	34.0	11.52	243,170	21,109	40.6	43.3	10.8	5.3	153,014	13,282	34,140	5,554	23,438	7,062	7,214	25,794	13,688	20.05	.3	.17	
SCOTT B-6	25.2	8.89	161,229	18,136	49.9	37.8	9.7	2.6	111,849	12,581	25,349	4,208	17,639	5,069	5,008	18,784	10,068	15.16	.2	.12	
SHENANDOAH H-3	29.3	10.82	234,318	21,656	39.5	45.2	9.4	5.9	142,751	13,193	31,910	5,204	21,943	6,574	6,690	24,053	12,780	19.34	.4	.20	
SMYTH D-6	34.0	11.79	248,711	21,095	41.8	46.2	8.0	3.9	151,234	12,827	34,080	5,616	23,598	6,901	6,903	25,433	13,582	19.40	.6	.16	
SOUTHAMPTON ²⁸ K-6	26.1	8.47	211,712	24,996	39.9	36.7	13.7	9.7	117,044	13,819	25,829	4,141	17,560	5,470	5,711	19,782	10,425	13.48	13.1	.25	
SPOTSYLVANIA ²⁹ J-4	56.9	19.34	561,528	29,035	26.0	44.4	17.8	11.8	289,008	14,944	62,467	9,731	41,675	13,814	14,986	49,082	25,538	33.37	9.3	.48	
STAFFORD K-3	46.4	14.19	479,753	33,809	17.7	40.4	23.6	18.4	229,836	16,197	48,678	7,362	31,856	11,221	12,592	39,213	20,152	28.98	3.3	.58	
SUFFOLK ³⁰ L-6	48.8	16.32	453,128	27,765	32.5	38.7	17.1	-11.7	236,824	14,511	51,577	8,120	34,651	11,228	12,017	40,149	20,988	25.61	23.2	.36	
Suffolk	48.8	16.32	453,132	27,765	236,824	14,511	51,577	8,120	34,651	11,228	12,017	40,149	20,988	25.61	23.2	.36	
SURRY K-5	6.2	2.08	51,913	24,958	36.1	42.6	13.6	7.6	28,654	13,776	6,330	1,016	4,308	1,337	1,394	4,842	2,553	3.73	3.9	.12	
SUSSEX K-6	10.6	3.52	85,691	24,344	36.9	39.9	15.0	8.2	49,361	14,023	10,848	1,729	7,349	2,317	2,439	8,351	4,390	5.63	6.5	.18	
TAZEWELL D-6	54.2	18.58	444,951	23,948	35.7	44.0	13.6	6.7	257,658	13,867	56,805	9,095	38,587	12,053	12,609	43,557	22,942	31.92	1.4	.29	
VIRGINIA BEACH ³¹ M-6	296.7	97.94	3,205,580	32,730	20.4	42.7	20.7	16.2	1,534,510	15,668	327,689	50,164	216,151	74,285	82,257	261,322	134,970	180.85	29.8	5.84	
Virginia Beach City	296.7	97.94	3,205,590	32,730	1,534,510	15,668	327,689	50,164	216,151	74,285	82,257	261,322	134,970	180.85	29.8	5.84	
Norfolk-Virginia Beach-Newport News Metro Area	1,196.1	401.80	11,743,000	29,226	27.7	41.0	17.9	13.4	5,976,300	14,874	1,293,250	201,784	863,729	285,299	308,872	1,014,680	528,324	631.19	336.2	19.63	
WARREN H-2	23.4	8.68	208,357	24,004	33.1	45.3	15.3	6.3	121,426	13,989	26,711	4,264	18,108	5,694	5,982	20,538	10,803	14.84	1.3	.21	
WASHINGTON ³² C-6	68.9	24.65	548,031	22,232	42.1	41.0	10.4	6.5	326,305	13,238	72,881	11,872	50,081	15,042	15,333	54,992	29,202	39.74	2.0	.29	
Bristol	20.6	7.94	188,138	23,695	108,497	13,665	24,018	3,866	16,375	5,052	5,244	18,324	9,676	11.17	1.2	.10	
Johnson City-Kingsport-Bristol Metro Area	447.1	160.48	3,637,360	22,666	40.0	42.2	11.2	6.6	2,152,310	13,412	478,951	77,644	328,048	99,637	102,331	363,046	192,342	278.62	9.2	2.09	
WESTMORELAND K-4	14.7	5.34	122,313	22,905	40.8	39.4	11.6	8.1	71,728	13,432	15,958	2,586	10,928	3,321	3,413	12,100	6,409	8.77	5.6	.12	
WISE ³³ B-6	51.7	17.64	401,117	22,739	38.3	44.1	11.2	6.3	239,577	13,581	53,126	8,573	36,276	11,134	11,516	40,445	21,381	28.47	1.2	.26	
WYTHE D-6	26.8	9.59	212,508	22,159	38.3	46.7	10.0	5.1	126,611	13,202	28,298	4,614	19,457	5,832	5,936	21,334	11,334	16.51	1.0	.11	
YORK ³⁴ L-5	47.4	14.89	500,268	33,598	19.5	39.1	22.1	19.2	237,053	15,920	50,418	7,673	33,129	11,523	12,845	40,407	20,818	29.56	6.5	.66	

- (2) Albemarle County data includes independent city of Charlottesville data.
- (3) Alleghany County data includes independent cities of Clifton Forge and Covington data.
- (4) Augusta County data includes independent cities of Staunton and Waynesboro data.
- (5) Bedford County data includes independent city of Bedford data.
- (6) Campbell County data includes independent city of Lynchburg data.
- (7) Carroll County data includes independent city of Galax data.
- (8) Chesapeake County is the independent city of Chesapeake. On January 1, 1963 the county of Norfolk combined with the independent city of South Norfolk to form the new independent city of Chesapeake.
- (9) Dinwiddie County data includes independent city of Petersburg data.
- (10) Fairfax County data includes independent city of Fairfax, Falls Church, and Alexandria data.
- (11) Frederick County data includes independent city of Winchester data.
- (12) Greensville County data includes independent city of Emporia data.
- (13) Halifax County includes independent city of South Boston data.
- (14) Hampton County is the independent city of Hampton.
- (15) Henrico County data includes independent city of Richmond data.
- (16) Henry County data includes independent city of Martinsville data.
- (17) James City County data includes independent city of Williamsburg data.
- (18) Montgomery County data includes independent city of Radford data.
- (19) Newport News County is the independent city of Newport News; as of July 1, 1958 it includes the former independent city of Warwick.
- (20) Norfolk County is the independent city of Norfolk.
- (21) Pittsylvania County data includes independent city of Danville data.
- (22) Portsmouth County is the independent city of Portsmouth.
- (23) Prince George County data includes independent cities of Hopewell and Colonial Heights data.
- (24) Prince William County data includes independent cities of Manassas and Manassas Park data.
- (25) Roanoke County data includes independent cities of Roanoke and Salem data.
- (26) Rockbridge County data includes independent cities of Buena Vista and Lexington data.
- (27) Rockingham County data includes independent city of Harrisonburg data.
- (28) Southampton County data includes independent city of Franklin data.
- (29) Spotsylvania County data includes independent city of Fredericksburg data.
- (30) As of 1-1-74 the independent city of Nansemond merged with the independent city of Suffolk.
- (31) Virginia Beach County is the independent city of Virginia Beach. As of January 1st, 1963 it includes the former county of Princess Anne.
- (32) Washington County data includes Virginia portion of independent city of Bristol data.
- (33) Wise County data includes independent city of Norton data.
- (34) York data includes independent city of Poquoson data.

VIRGINIA

VIRGINIA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-020
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

VIRGINIA STATE GROUP

Comprised of
Non-Interconnected Stations
WABN (FM)—Abingdon
WBBI—Abingdon
WTTX—Appomattox
WIVE—Ashland
WBLT—Bedford
WVWV (FM)—Blacksburg
WBBC (FM)—Blacksburg
WKLV—Blacksburg
WOPI—Bristol
WODI—Brookneal
WMEK—Chase City
WJJJ—Christianburg
WLCG (FM)—Clarksville
WDIC—Clintwood
WKEY/WIOQ (FM)—Covington
WDVA—Danville
WKRE/WKRE-FM—Exmore
WFAJ—Falls Church
WFFV (FM)—Front Royal
WBOB/WBOB-FM—Galax
WGAT—Gate City
WDDY—Gloucester
WMNA (FM)—Gretna
WHHV—Hillsville
WHAP—Hopewell
WKWI (FM)—

Interconnected Stations by Satellite
WKDE—Altavista
WKDE-FM—Altavista
WTTX—Appomattox
WTTX-FM—Appomattox
WBBC (FM)—Blackstone
WKLV—Blackstone
WBDY/WBDY-FM—Bluefield
WODI—Brookneal
WINA—Charlottesville
WQMC (FM)—Charlottesville
WUVA (FM)—Charlottesville
WCPK—Chesapeake/Norfolk
WKEY/WIOQ (FM)—Covington
WVQV—Danville
WKRE-FM—Exmore
WEEL—Fairfax
WFFV (FM)—Front Royal
WGAT—Gate City
WDDY—Gloucester
WHHV—Hillsville
WSVA—Hamortonburg
WHAP—Hopewell
WKRE—Jamesville
WKWI (FM)—Kilmarnock
WREL—Lexington
WLCC (FM)—Luray
WGOL (FM)—Lynchburg
WMVA/WMVA-FM—Martinsville
WCPK—Norfolk-Chesapeake
WJMA/WJMA-FM—Orange
WWSW/WWSW-FM—Pennington Gap
WSSV—Petersburg
WPSK (FM)—Pulaski
WPUV—Pulaski
WRIC—Richlands
WRNL—Richmond
WRXL (FM)—Richmond
WRIS—Roanoke
WNLB—Rocky Mount
WKOK—Saltville
WHCO—Spartanburg
WTZE—Tazewell
WTZE-FM—Tazewell
WNRN (FM)—Virginia Beach
WQRA (FM)—Warrenton
WNNT/WNNT-FM—Warsaw
WAYB—Waynesboro
WVAI—Winchester
WAMM—Woodstock

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.

For complete listing see
Regional Networks & Groups



KeyStone
BROADCASTING SYSTEM, inc

TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK)

VIRGINIA STATE GROUP



Executive Office: Mid 015392-004
711 Hillsborough St., Box 12800, Raleigh, NC 27605.
Phone 919-890-6046. Call Collect.
See listing under Regional Radio Networks and Groups.

(D) CR-4)

VIRGINIA NEWS NETWORK

VIRGINIA NEWS

NETWORK

Comprised of
Interconnected Stations by Satellite

WPKDE—Altavista
WTTX—Appomattox
WTTX-FM—Appomattox
WBBC (FM)—Blackstone
WKLV—Blackstone
WBDY/WBDY-FM—Bluefield
WODI—Brookneal
WINA—Charlottesville
WQMC (FM)—Charlottesville
WUVA (FM)—Charlottesville
WCPK—Chesapeake/Norfolk
WKEY/WIOQ (FM)—Covington
WVQV—Danville
WKRE-FM—Exmore
WEEL—Fairfax
WFFV (FM)—Front Royal
WGAT—Gate City
WDDY—Gloucester
WHHV—Hillsville
WSVA—Hamortonburg
WHAP—Hopewell
WKRE—Jamesville
WKWI (FM)—Kilmarnock
WREL—Lexington
WLCC (FM)—Luray
WGOL (FM)—Lynchburg
WMVA/WMVA-FM—Martinsville
WCPK—Norfolk-Chesapeake
WJMA/WJMA-FM—Orange
WWSW/WWSW-FM—Pennington Gap
WSSV—Petersburg
WPSK (FM)—Pulaski
WPUV—Pulaski
WRIC—Richlands
WRNL—Richmond
WRXL (FM)—Richmond
WRIS—Roanoke
WNLB—Rocky Mount
WKOK—Saltville
WHCO—Spartanburg
WTZE—Tazewell
WTZE-FM—Tazewell
WNRN (FM)—Virginia Beach
WQRA (FM)—Warrenton
WNNT/WNNT-FM—Warsaw
WAYB—Waynesboro
WVAI—Winchester
WAMM—Woodstock

Media Code 4 248 0057 1.00 Mid 014723-000
Business Office: 3245 Basie Rd., Richmond, VA 23228.
Phone 804-285-9324.
Home Office: Box 12900, Raleigh, NC 27605. Phone 919-890-6030.

PROGRAMMING DESCRIPTION

VIRGINIA NEWS NETWORK: 14 daily state newscasts, 4 state sportscasts, weather reports & wknd public affairs & feature programs; statewide election broadcasts & legislative reports. SPORTS: live play-by-play of U of VA football & basketball, coaches shows & features; Tues NASCAR Alive talk show. MUSIC: (wknds), 3 hr Oldies, Beach, Southern Gold. Rec'd 1/28/85.

1. PERSONNEL
General Manager—Al Mangum.
Network & Sales Manager—George Habel.
News Manager—Tyler Cox.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented State Networks.

TIME RATES

Eff 3/15/84—Rec'd 3/26/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 11:30 am-6:30 pm.

6. SPOT ANNOUNCEMENTS
AAA AA
1 min 255 225 30 sec 180 155

7. PACKAGE PLANS
TAP—MON-SAT 6 AM-6:30 PM; SUN 11:30 AM-6:30 PM.
Ea 1 min 30 sec
245 170

Abingdon

Washington County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WABN (FM)

1966
ABINGDON

Mid 014724-000
See SRDS Spot Radio Small Markets Edition.

WBBI

1956
ABINGDON

Mid 014725-000
See SRDS Spot Radio Small Markets Edition.

Alexandria

Arlington County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Altavista

Campbell County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WKDE

1962
ALTAVISTA

Mid 014726-000
See SRDS Spot Radio Small Markets Edition.

WKDE-FM

1969
ALTAVISTA

Mid 014727-000
See SRDS Spot Radio Small Markets Edition.

Amherst

Amherst County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WAMV

1977
AMHERST
WCNV (FM)

1981
AMHERST



Media Code 4 248 0160 3.00 Mid 014728-000
WINFAS of Virginia, Inc.
Box 522, Amherst, VA 24521. Phone 804-847-4700.

PROGRAMMING DESCRIPTION

WAMV/WCNV (FM): Programmed for general interest & mass appeal. MUSIC: Modern Country. NEWS: network & world at :30; state network & reg'l at :60. FEATURES: AIR PERSONALITY from network 12M-5:30 am. Contact Representative for further details. Rec'd 1/25/82.

1. PERSONNEL
Pres., Gen'l & Gen'l Sales Mgr.—Roger Ingram.
Operations Manager—Alan Parker.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
1,000 w.; 1420 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 4,100 w. (horiz.), 4,000 w. (vert.); 107.9 mhz. Stereo.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Virginia News Network.

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)(D)

Appomattox

Appomattox County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WTTX

1974
APPOMATTOX

Mid 014730-000
See SRDS Spot Radio Small Markets Edition.

WTTX-FM

1976
APPOMATTOX

Mid 014731-000
See SRDS Spot Radio Small Markets Edition.

Arlington

Arlington County—Map Location K-2
See SRDS Consumer market map and data at beginning of the state.

See Washington, DC

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

Ashland

Hanover County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WIVE

1961
ASHLAND

Mid 014732-000
See SRDS Spot Radio Small Markets Edition.

Bassett

Henry County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WODY

1960
BASSETT

Mid 014733-000
See SRDS Spot Radio Small Markets Edition.

Bedford

Bedford County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WBLT

1950
BEDFORD

Mid 014734-000
See SRDS Spot Radio Small Markets Edition.

Berryville

Clarke County—Map Location J-2
See SRDS Consumer market map and data at beginning of the state.

WWOO (FM)

1980
BERRYVILLE

Mid 014735-000
See SRDS Spot Radio Small Markets Edition.

Big Stone Gap

Wise County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WLSD

1953
BIG STONE GAP

Mid 014736-000
See SRDS Spot Radio Small Markets Edition.

WLSD-FM

1974
BIG STONE GAP

Mid 014737-000
See SRDS Spot Radio Small Markets Edition.

Blacksburg

Montgomery County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WKEX

1969
BLACKSBURG

Media Code 4 248 0500 0.00 Mid 014738-000
Radiomedia Corp.
1501 Lark Lane N. W., Blacksburg, VA 24060. Phone 703-552-2252.
1 min rate 1x: 6.00.

WQBX1974
BLACKSBURGMedia Code 4 248 0512 5.00 Mid 014739-000
OBX, Inc.
Box 2100, Christiansburg, VA 24073. Phone 703-382-6106.
Rates have been temporarily withdrawn by station.**WVVV (FM)**1964
BLACKSBURGMedia Code 4 248 0525 7.00 Mid 014740-000
Blacksburg-Christiansburg Broadcasting Co.
1780 N. Franklin St., Box 30, Christiansburg, VA 24073.
Phone 703-382-4994.
1 min rate 1x: 15.00.**Blackstone**Nottoway County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.**WBBC (FM)**1975
BLACKSTONEMid 014741-000
See SRDS Spot Radio Small Markets Edition.**WKLV**1947
BLACKSTONEMid 014742-000
See SRDS Spot Radio Small Markets Edition.**Bluefield**Tazewell County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.**See Bluefield, W. Va.
(including Bluefield, Va.)****Bristol**Va.—Washington County—Map Location C-6
Tenn.—Sullivan County—Map Location M-3
See SRDS Consumer market map and data at beginning of the state.**WBCV**(formerly WKYE)
1962
BRISTOLMedia Code 4 248 0675 0.00 Mid 014744-000
WKYE Radio
Box 68, Bristol, TN 37621. Phone 615-968-5221.
Rates have been temporarily withdrawn by station.**WFHG**1946
BRISTOL**McGAVREN GUILD RADIO**Media Code 4 248 0750 1.00 Mid 014743-000
Bristol Broadcasting Co.
901 E. Valley Dr., Box 1389, Bristol, VA 24203. Phone 703-669-8112.**PROGRAMMING DESCRIPTION**

WFHG: MUSIC: adult contemporary format. Contact Representative for further details. Rec'd 11/29/83.

- PERSONNEL**
General Manager—W. L. Nininger.
Program Director—Jeff Whitehead.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 980 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.: Cont. Discounts: 60a.
FM facilities: WXBQ (FM).
Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Network.
Affiliated with Satellite Music Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(CR-2)

WOPI1929
BRISTOL, TNMid 013905-000
Licensed as a Bristol, TN, station. See listing under Bristol, TN.**WXBQ (FM)**1946
BRISTOLMedia Code 4 248 0935 8.00 Mid 014745-000
Bristol Broadcasting Co.
901 E. Valley Dr., Box 1389, Bristol, VA 24203. Phone 703-669-8112.**PROGRAMMING DESCRIPTION**

WXBQ (FM): MUSIC: Modern Country format. Contact Representative for further details. Rec'd 4/2/79.

- PERSONNEL**
General Manager—W. L. Nininger.
Program Director—Sam Cornette.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 67,000 w. (horiz.), 67,000 w. (vert.); 96.9 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,240 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.: Cont. Discounts: 60a.
AM facilities: WFHG.
Affiliated with ABC Contemporary Radio Network.
Affiliated with ABC Information Network.
Member: Virginia Network.

TIME RATES**6. SPOT ANNOUNCEMENTS**

Rates have been temporarily withdrawn by station.

(CR-2)

WZAP1946
BRISTOLMedia Code 4 248 0945 7.00 Mid 014746-000
RAM Communications Inc.
Box 369, 510 Cumberland St., Bristol, VA 24203. Phone 703-466-2201.

- REPRESENTATIVES**
J. C. Gates & Company.
1 min rate 1x: 16.00.

Broadway-TimbervilleRockingham County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBTX1972
BROADWAY-TIMBERVILLEMid 014747-000
See SRDS Spot Radio Small Markets Edition.**Brookneal**Campbell County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.**WODI**1965
BROOKNEALMid 014748-000
See SRDS Spot Radio Small Markets Edition.**Buena Vista**Rockbridge County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.**WREL**1948
LEXINGTONMid 014801-000
See listing under city of license.**WWZD (FM)**1980
BUENA VISTAMid 014749-000
See SRDS Spot Radio Small Markets Edition.**Charlottesville**Albemarle County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.**WCHV**1929
CHARLOTTESVILLE**Masla Radio**Media Code 4 248 1125 5.00 Mid 014750-000
Clay Media Inc.
Box 5387, 1140 Rose Hill Dr., Charlottesville, VA 22905.
Phone 804-977-5566.**PROGRAMMING DESCRIPTION**

WCHV: Target audience—25-54 age group. MUSIC: adult contemporary. NEWS: ABC network, AP, metro weather service. SPORTS: network, local news & sports. Paul Harvey 16x/wk. COMMERCIAL POLICY: no more than 2 minutes per break; no more than 15 minutes per hour. Contact Representative for further details. Rec'd 5/29/84.

- PERSONNEL**
General Manager—Michael J. Ludgate.
Program Director—Thomas H. Twine.
Sales Manager—Barty W. Bryant.
- REPRESENTATIVES**
Masla Radio.
Cleveland, Pa., Md.—Dome & Associates, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1260 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only monthly
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60k, 61b, 62d.
Cancellation: 70b, 70c, 71a, 72a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WWWW.
Affiliated with ABC Direction Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

WCHV/WWWV COMBINATION

Eff 11/1/83—Rec'd 11/23/83.

AAA—Mon thru Fri 6-40 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm.
A—Mon thru Fri 7 pm-midnight; Sat 7 pm-6 am; Sun 6 pm-6 am.**6. SPOT ANNOUNCEMENTS**

PER WK, FIXED:	1 min	30 sec
AAA	12	18
AA	50	47
A	38	36

7. PACKAGE PLANSTAP—1/2AAA, 1/4AA, 1/4A
PER WK: 12 ti 18 ti 24 ti PER WK: 12 ti 18 ti 24 ti
1 min 45 42 39 30 sec 36 33 31
Weekly schedules of less than 5 consecutive days, extra 10%.WCHV only: 60% of WCHV/WWWV combination.
Weekly schedules of less than 5 consecutive days, extra 10%.**WINA**1949
CHARLOTTESVILLEMedia Code 4 248 1275 8.00 Mid 014751-000
Charlottesville Broadcasting Corp.
501 E. Main St., Box 498, Charlottesville, VA 22902.
Phone 804-977-3030.**PROGRAMMING DESCRIPTION**

WINA: Target audience 25-54. MUSIC: Adult contemporary. NEWS: Nat'l & state networks; AP & UPI. SPORTS: U of Virginia football & basketball. Weather meteorologist reports daily. Mobile studio for on-site broadcasts. Air personalities. Contact Representative for further details. Rec'd 3/30/84.

- PERSONNEL**
President—Laurence E. Richardson.
Exec. Vice-Pres. & Gen'l Mgr.—Colin Rosse.
General Sales Manager—Harrison Pittman.
- REPRESENTATIVES**
Market 4 Radio.
- FACILITIES**
5,000 w.; 1070 khz. Directional nights.
Operating schedule: 19-1/2 hours daily. EST.
- AGENCY COMMISSION**
15%; monthly.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOMC (FM).
Affiliated with CBS.
Member: Virginia News Network, Virginia Farm Report Network.**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 4/30/84.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5
1 ti	26	23	20	17	15
6 ti	25	22	19	16	14
12 ti	24	21	18	15	13
18 ti	23	20	17	14	12
24 ti	22	19	16	13	11
30 SECONDS					
1 ti	21	19	16	15	14
6 ti	20	18	15	14	13
12 ti	19	17	14	13	12
18 ti	18	16	13	12	11
24 ti	17	15	12	11	10

WKAV1957
CHARLOTTESVILLEMedia Code 4 248 1285 7.00 Mid 014753-000
WKAV
114 4th St. S.E., Box 1294, Charlottesville, VA 22902.
Phone 804-977-1400.**Modern Country**Media Code 4 248 1285 7.00 Mid 014753-000
WKAV
114 4th St. S.E., Box 1294, Charlottesville, VA 22902.
Phone 804-977-1400.**PROGRAMMING DESCRIPTION**

WKAV: Programmed for adults 18-49. MUSIC: Modern Country. AIR PERSONALITIES handle all segments. News & news updates 14 times daily; AP wire service. COMMERCIAL POLICY: 4 breaks per hour, 4x per break. Rec'd 6/4/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Mark Wilson.
National Sales Manager—Bill Hale.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 18-1/2 hours daily. EST.
- AGENCY COMMISSION**
15% on time.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 71a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/1/84—Rec'd 6/4/84.

AM Drive—Mon thru Fri 5:30-10 am; Sat 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Midday—Mon thru Fri 10 am-3 pm; Sat 5:30-10 am & 3-7 pm; Sun 5:30 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.00	14.25	13.50	12.50	11.50
MD						
1 min	13.50	12.75	11.75	11.25	10.50	
30 sec	10.75	10.25	9.25	8.75	8.50	
PMD						
1 min	17.50	16.50	15.50	14.50	13.50	12.50
30 sec	14.25	13.50	12.50	11.50	10.75	9.75
BTA						
1 min	12.00	11.50	11.00	10.25	9.75	9.25
30 sec	9.50	9.25	8.75	8.25	7.74	7.50

WPED1970
CROZET
WPED-FM1980
CROZET(This is a paid duplicate of the listing under Crozet, Virginia.)
Media Code 4 248 1835 9.00 Mid 014766-000
Elting Enterprises, Inc.
Hilltop St., Box 697, Crozet, VA 22932. Phone 804-823-4385, 971-6643.**PROGRAMMING DESCRIPTION**

WPED/WPED-FM: MUSIC: Modern Country. NEWS: local, reg'l, NBC Network; weather each half hr. SPORTS: college & high school football & basketball. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
President—John W. Elting.
Operations Manager—Joe Beal.
Sales Manager—Dean Finney.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w.; 810 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 2,000 w.; 102.3 mhz. Stereo.

VIRGINIA

Charlottesville—cont

WPED, WPED-FM—cont

Operating schedule: 24 hours daily, EST.
Antenna ht.: 1,500 ft. above sea level.
Simulcast: Sunrise-local sunset.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC Radio Network.
Affiliated with Music Country Radio Network.

TIME RATES

No. 6 Eff 6/1/84—Rec'd 5/21/84.

Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

FIXED POSITION—1 MINUTE

*PER YR:	52x	156x	260x	520x	1040x
PER WK:	11	5	10	20	30
Drive	21.50	21.00	20.50	20.00	19.25
Other	18.70	17.10	16.40	15.60	15.10

30 SECONDS

Drive	17.50	16.90	16.40	16.00	15.30
Other	14.80	13.65	13.10	12.50	12.00

15 sec: 60% of 1-min.

(*) Earned by advance contract agreement only.

7. PACKAGE PLANS

ROS/BTA

PER WK:	1	10	20	30	40
1 min	16.50	15.20	14.50	13.80	13.40
30 sec	13.10	12.10	11.50	11.05	10.65

15 sec: 60% of 1-min.

(SMD)(D)(CR)

WQMC (FM)

1954
CHARLOTTESVILLE



Media Code 4 248 1276 6.00 Mid 014752-000
Charlottesville Broadcasting Corp.
Box 498, Charlottesville, VA 22902. Phone 804-977-3030.

PROGRAMMING DESCRIPTION

WQMC (FM): Programmed for 25-54. MUSIC: Bonneville Easy Listening. NEWS: at :55 produced by local staff; stock market reports 5:25 & 6:25 pm. Contact Representative for further details. Rec'd 12/28/84.

1. PERSONNEL

President—L. E. Richardson.
Exec. Vice-Pres. & Gen'l Mgr.—Colin Rosse.
General Sales Manager—Harrison Pittman.

2. REPRESENTATIVES

Market 4 Radio.

3. FACILITIES

ERP 3,000 w. 95.3 mhz. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 190 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 25a, 28b, 28c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WINA.
Affiliated with CBS.
Member: Virginia News Network.
Sold in combination with WINA. See that listing.

TIME RATES

Eff— Rec'd 4/30/84.

6. SPOT ANNOUNCEMENTS

GRID:	1	2	3	4	5	GRID:	1	2	3	4	5
1 min	19	17	15	12	10	30 sec	15	13	12	10	9

WUVA (FM)

1947
CHARLOTTESVILLE



Media Code 4 248 1294 9.00 Mid 014753-000
WUVA, Inc.
Emmet Post Office, Station 1 Hancock Dr. LeFevre House, Charlottesville, VA 22904. Phone 804-924-3194.
1 min rate 1x: 10.00.

WWWV (FM)

1960
CHARLOTTESVILLE



Masla Radio



Media Code 4 248 1313 7.00 Mid 014754-000
Clay Media Inc.
Business Office: Box 5387, 1140 Rose Hill Dr., Charlottesville, VA 22905. Phone 804-971-4057.

PROGRAMMING DESCRIPTION

WWWV: Programmed for adults 18-34. MUSIC: Contemporary Hit Radio. 50 min of music. Personalities 4x per hr with information regarding music. NEWS: 7 min hrly 6 am-10 pm; 5 min remainder of day. COMMERCIAL POLICY: maximum of 3 commercials. Contact Representative for further details. Rec'd 3/26/84.

1. PERSONNEL

General Manager—Michael J. Ludgate.
General Sales Manager—Barty W. Bryant.
Program Director—Jay Lopez.

2. REPRESENTATIVES

Masla Radio.
Cleveland, Pa., Md.—Dome & Associates, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60k, 61b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WCHV.
Affiliated with RKO ONE.
Affiliated with Connecticut Radio Network.
Sold in combination with WCHV. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

60% of WCHV/WWVV combination.
Weekly schedules of less than 5 consecutive days, extra 10%.

Chase City

Mecklenburg County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WMEK

1959
CHASE CITY

Mid 014756-000

See SRDS Spot Radio Small Markets Edition.

Chatham

Pittsylvania—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WKBY

1966
CHATHAM

Mid 014757-000

See SRDS Spot Radio Small Markets Edition.

Chesapeake

Chesapeake County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

See Norfolk-Portsmouth and
Newport News-Hampton
(including Chesapeake, Suffolk, Virginia Beach,
Williamsburg, Yorktown)

Chester

Chesterfield County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

See Richmond
(including Highland Springs, Chester)

Christiansburg

Montgomery County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WJJJ

1954
CHRISTIANSBURG

Mid 014758-000

See SRDS Spot Radio Small Markets Edition.

Churchville

Augusta County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WNLR

1962
CHURCHVILLE

Mid 014759-000

See SRDS Spot Radio Small Markets Edition.

Clifton Forge

Alleghany County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WKEY

1941
COVINGTON
WIQO (FM)

1964
COVINGTON

Mid 014763-000

See listing under city of license.

WXCF

1973
CLIFTON FORGE
WXCF-FM

1982
CLIFTON FORGE

Mid 014760-000

See SRDS Spot Radio Small Markets Edition.

Clintwood

Dickenson County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WDIC

1961
CLINTWOOD

Mid 014761-000

See SRDS Spot Radio Small Markets Edition.

Collinsville

Henry County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WFIC

1970
COLLINSVILLE

Mid 014762-000

See SRDS Spot Radio Small Markets Edition.

Colonial Heights

Chesterfield County—Map Location J-5
See SRDS Consumer market map and data at beginning of the state.

WKHK (FM)

1972
PETERSBURG-COLONIAL HEIGHTS

Mid 031789-000

Licensed as a Petersburg-Colonial Heights station. See listing under Petersburg, VA.

WPVA

1955
PETERSBURG-COLONIAL HEIGHTS

Mid 014852-000

Licensed as a Petersburg-Colonial Heights station. See listing under Petersburg, VA.

Covington

Alleghany County—Map Location F-4
See SRDS Consumer market map and data at beginning of the state.

WKEY

1941
COVINGTON
WIQO (FM)

1964
COVINGTON



Media Code 4 248 1725 2.00 Mid 014763-000
WKEY, Inc.
508 W. Oak St., Box 710, Covington, VA 24426. Phone 703-962-1133.

PROGRAMMING DESCRIPTION

WKEY: MUSIC: MOR, Country Top 40, Oldies & Current, programmed for general interest; 5 hrs Country, 8 hrs Top 40 pops. NEWS: network; local news staff. Rec'd 6/4/82. WIQO (FM): Contemporary, red satin Rock. Rec'd 8/27/79.

1. PERSONNEL

Station Manager—Ken Bryant.

3. FACILITIES

1,000 w. days, 250 w night; 1340 khz. Non-directional.
Operating schedule: 5:30 am-midnight, EST.

FM-ERP 3,000 w.; 100.9 mhz. Stereo.
Operating schedule: 5:30 am-midnight, EST.
Antenna ht.; 255 ft. below average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Affiliated with ABC FM Radio Network.
Member: Virginia News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 1/6/84.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	27x	53x	105x	261x	313x
1 min	5.00	4.90	4.85	4.80	4.75	4.70
30 sec	4.25	4.15	4.05	3.95	3.75	3.50
15 sec	2.75	2.55	2.45	2.35	2.20	2.10

7. PACKAGE PLANS

VOLUME, EA:	751x	1001x	1501x	2001x	3001+
1 min	4.60	4.20	4.10	3.90	3.70
30 sec	3.30	3.10	2.90	2.80	2.70
30 DAYS:				100 ti	200 ti
10 sec				178.50	297.00

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	79.40	41.00	24.85	18.35	13.00
27 x	69.10	35.60	22.65	17.25	11.90
53 x	65.85	33.45	21.60	16.20	10.80
105 x	60.50	31.30	20.50	15.10	9.75
261 x	57.25	29.15	19.45	14.05	9.15
313-750 x	52.90	27.00	18.35	12.85	8.35

(SMD)(CR)

Crewe

Nottoway County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WSVS

1946
CREWE

Mid 014764-000

See SRDS Spot Radio Small Markets Edition.

WSVS-FM

1949
CREWE



Media Code 4 248 1801 1.00 Mid 014765-000
Southern Virginia Broadcasting Corp.
300 Melody Lane Hwy. 630, Crewe, VA 23930. Phone 804-645-7734.

PROGRAMMING DESCRIPTION

WSVS-FM: Programmed for general interest. Rec'd 5/2/80.

1. PERSONNEL

General Manager—Thelbert R. Silverman.
Sales Manager—Mary Ann Silverman.

3. FACILITIES

ERP 100,000 w., 104.7 mhz.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 404 ft. above average terrain.

Partial simulcast operation. Operated separately local sunset-1 am. For simulcast facilities see WSVS.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/84—Rec'd 3/12/84.

6. SPOT ANNOUNCEMENTS

PER WK:	SPECIFIED					
	1 min	30 sec	20 sec	10 sec		
1 ti	15.20	8.00	6.80	5.60		
3 ti	15.00	7.90	6.70	5.55		
6 ti	14.35	7.55	6.40	5.30		
12 ti	13.75	7.25	6.15	5.05		
18 ti	13.30	7.00	5.95	4.90		
24 ti	12.90	6.80	5.80	4.75		
48 ti	12.65	6.65	5.65	4.65		

Crozet

Albemarle County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WPED

1970
CROZET

WPED-FM

1980
CROZET



Media Code 4 248 1835 9.00 Mid 014766-000
Elting Enterprises, Inc.
Hilltop St., Box 697, Crozet, VA 22932. Phone 804-823-4385, 971-6643.



Mid 014766-000

PROGRAMMING DESCRIPTION

WPED/WPED-FM: MUSIC: Modern Country. NEWS: local, reg'l, NBC Network; weather each half hr. SPORTS: college & high school football & basketball. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
President—John W. Elting.
Operations Manager—Joe Beal.
Sales Manager—Dean Finney.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
- FACILITIES**
1,000 w.; 810 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 2,000 w.; 102.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,500 ft. above sea level.
Simulcast: Sunrise-local sunset.

- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with NBC Radio Network.
Affiliated with Music Country Radio Network.
TIME RATES
No. 6 Eff 6/1/84—Rec'd 5/21/84.
Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.

- SPOT ANNOUNCEMENTS**
FIXED POSITION—1 MINUTE
*PER YR: 52x 156x 260x 520x 1040x
*PER WK: 1 ti 5 ti 10 ti 20 ti 30 ti
Drive 21.50 21.00 20.50 20.00 19.25
Other 18.70 17.10 16.40 15.60 15.10
30 SECONDS
Drive 17.50 16.90 16.40 16.00 15.30
Other 14.80 13.65 13.10 12.50 12.00
15 sec: 60% of 1-min.
(* Earned by advance contract agreement only.)

- PACKAGE PLANS**
ROS/BTA
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti
1 min 16.50 15.20 14.50 13.80 13.40
30 sec 13.10 12.10 11.50 11.05 10.65
15 sec: 60% of 1-min.
(SMD)(D)(CR)

Culpeper

Culpeper County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WCUL (FM)

1971
CULPEPER

Mid 014767-000
See SRDS Spot Radio Small Markets Edition.

WCVA

1949
CULPEPER

Mid 014768-000
See SRDS Spot Radio Small Markets Edition.

Danville

Pittsylvania County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WAKG (FM)

1968
DANVILLE

Modern Country



Media Code 4 248 1912 6.00 Mid 014769-000
Piedmont Broadcasting Corp.
Radio Center, Box 1629, Danville, VA 24543. Phone 804-797-4290.



Mid 014769-000

PROGRAMMING DESCRIPTION

WAKG (FM): Programmed for general interest, young adults 25-49. MUSIC: Modern Country with emphasis on top 40 Country. NEWS: 6-9 am news & weather ea 1/2 hr thereafter, news hly, weather ea 1/2 hr. COMMERCIAL POLICY: 10 min per hr limitation. Contact Representative for further details. Rec'd 2/8/80.

- PERSONNEL**
Station Manager—Tom Miller.
National Sales Manager—Bonnie Boswell.
- REPRESENTATIVES**
Southern Spot Sales, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 21b, 24c, 25a, 28b, 28c, 29b, 33d.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb., Cont. Discounts: 60b, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
AM facilities: WBTM.
Affiliated with ABC FM Radio Network.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 9/1/83—Rec'd 8/4/83.
Drive—Mon thru Sun 6-10 am; Mon thru Fri 3-7 pm.
Midday, Evening & Weekend—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 10 am-10 pm.
Nighttime—Mon thru Sun 10 pm-6 am.
- SPOT ANNOUNCEMENTS**
SPECIFIED: 1 min 30 sec
Drivetime 15.00 12.00
Md, Eve & Wknd 13.00 10.50
Nighttime 7.50 6.00
- PACKAGE PLANS**
ROS SPECIAL—1/3 DRIVE, 2/3 BTA
Wkly
1 min 30 ti 24 ti 18 ti 12 ti
30 sec 11.50 12.00 12.50 13.00
9.20 9.60 10.00 10.50
Yrly
1 min 2000x 1500x 1000x 750x
30 sec 9.50 10.00 10.50 11.00
7.60 8.00 8.40 8.80

- SPOT ANNOUNCEMENTS**
SPECIFIED: 1 min 30 sec
Drive 23.00 18.50
Mdy, Eve & Wknd 20.50 16.40
Nighttime 11.50 9.20
- PACKAGE PLANS**
TAP—1/3 DT, 2/3 BTA
PER WK: 12 ti 18 ti 24 ti 30 ti
1 min 20.50 19.50 18.50 17.50
30 sec 16.40 15.60 14.80 14.00
PER YR: 750x 1000x 1500x 2000x
1 min 18.00 17.00 16.00 15.00
30 sec 14.40 13.60 12.80 12.00

WBTM

1930
DANVILLE

Adult Contemporary



Media Code 4 248 1950 6.00 Mid 014770-000
Piedmont Broadcasting Corp.
Radio Center, Box 1629, Danville, VA 24543. Phone 804-793-4411.



Mid 014770-000

PROGRAMMING DESCRIPTION

WBTM: Programmed for general interest: daytime, adults 24-55; nighttime young adults 18-49. MUSIC: modern MOR with 30% mix oldies (daytime), current top 40, (nighttime). NEWS: local news department 5 mobile units, on-the-spot reports, traffic reports. Local news at :30, network at :30. AP & weather wires. SPORTS: high school & college football. Features: farm news 5-6 am & 12:30 pm daily. Complete news block 6-7 pm daily. Contact Representative for further details. Rec'd 3/28/83.

- PERSONNEL**
Gen'l & Nat'l Sales Mgr.—T. David Luther.
- REPRESENTATIVES**
South—Southern Spot Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 1330 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Contracts: 40a.
FM facilities: WAKG (FM).
Affiliated with ABC Entertainment Radio Network.
Sold in combination with WAKG (FM). See that listing.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 9/1/83—Rec'd 8/4/83.
Drive—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
Midday & Weekend—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
Night—Mon thru Sun 7 pm-6 am.
- SPOT ANNOUNCEMENTS**
SPECIFIED: 1 min 30 sec
Drive 12.00 9.60
Midday & Weekend 10.50 8.50
Nighttime 6.00 4.80
- PACKAGE PLANS**
ROS—1/3DT, 2/3BTA
Per wk
12 ti 18 ti 24 ti 30 ti
1 min 10.50 10.00 9.50 9.00
30 sec 8.40 8.00 7.60 7.20
Per yr
750x 1000x 1500x 2000x
1 min 9.00 8.50 8.00 7.50
30 sec 7.20 6.80 6.40 6.00

WDVA

1947
DANVILLE

Country Stereo



Media Code 4 248 2025 6.00 Mid 014771-000
Virginia-Carolina Broadcasting Corp.
One Radio Ln., Danville, VA 24541. Phone 804-797-1250.



Mid 014771-000

PROGRAMMING DESCRIPTION

WDVA: Programmed for general interest. MUSIC: Top Country. NEWS: local dept; mobile units; network at :60; UPI; weather 4x/hr, meteorologist reports. SPORTS: 7:45 am; CBS network at 6:25 pm; live high school, college & little league football & basketball games & tournaments, NASCAR races. FARM: news & information 5-7 am & 11:45 am-1:15 pm. FEATURES: swap shop M-F 9:30-10 am; Sat noon-12:30 pm; Country Countdown 8-10 am Sat; American bluegrass 10 am-noon Sat; top country shows. Contact Representative for further details. Rec'd 10/29/84.

- PERSONNEL**
General Manager—Henry Hogan.
Sales Manager—Kermit Graves.
National Sales—Jean Collins.
- REPRESENTATIVES**
T-N Spot Sales.
- FACILITIES**
5,000 w.; 1250 khz. Stereo. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24c, 25a, 28b, 28c, 29b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47b, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with TRN Farm News Network.

- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff 7/1/84—Rec'd 10/29/84.
- SPOT ANNOUNCEMENTS**
BTA: 1 min 30 sec BTA: 1 min 30 sec
1 x 9.50 7.50 1000 x 7.00 5.00

WILA

1957
DANVILLE



Media Code 4 248 2100 7.00 Mid 014772-000
WILA Inc.
Box 3444, 865 Industrial Ave., Danville, VA 24541. Phone 804-792-2133.

- REPRESENTATIVES**
Market 4 Radio.
1 min rate 1x: 7.00.

WVOV

1959
DANVILLE

Media Code 4 248 2175 9.00 Mid 014773-000
Dan River Broadcasting Corp.
408B Sembole Dr., Box 3325, Danville, VA 24543. Phone 804-836-9700.
1 min rate 1x: 6.50.

Emporia

Greenville County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WEVA

1952
EMPORIA

Mid 014774-000
See SRDS Spot Radio Small Markets Edition.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Exmore

Northampton County—Map Location M-5
See SRDS Consumer market map and data at beginning of the state.

WKRE-FM

1972
EXMORE

Mid 014775-000
See SRDS Spot Radio Small Markets Edition.

Fairfax

Fairfax County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

See Washington, D.C.

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

Falls Church

Fairfax County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

See Washington, D.C.

(including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

Farmville

Prince Edward County—Map Location H-5
See SRDS Consumer market map and data at beginning of the state.

WFLO

1947
FARMVILLE

Mid 014776-000
See SRDS Spot Radio Small Markets Edition.

WFLO-FM

1961
FARMVILLE

Mid 035280-000
See SRDS Spot Radio Small Markets Edition.

WPAK

1977
FARMVILLE

Mid 033737-000
See SRDS Spot Radio Small Markets Edition.

Franklin

Southampton County—Map Location K-6
See SRDS Consumer market map and data at beginning of the state.

WYSR

1956
FRANKLIN

Mid 014777-000
See SRDS Spot Radio Small Markets Edition.

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

VIRGINIA

Fredericksburg

Spotsylvania County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WFLS

1960
FREDERICKSBURG
WFLS-FM

1962
FREDERICKSBURG



Media Code 4 248 2625 3.00
The Free Lance-Star Publishing Co.
616 Amelia St., Fredericksburg, VA 22401. Phone 703-373-1500.



Mid 014778-000

PROGRAMMING DESCRIPTION

WFLS/WFLS-FM: Programmed for general interest. MUSIC: Modern Country handed by AIR PERSONALITIES. NEWS: 5 min hrly. SPORTS: at :45; NASCAR auto races; college football & basketball. Contact Representative for further details. Rec'd 5/8/81.

1. PERSONNEL

General Manager—J. William Poole.
Sales Manager—Sonny Ludlam.
Traffic Manager—Mable Danielson.

2. REPRESENTATIVES

Dome & Associates, Inc.
Market 4 Radio.

3. FACILITIES

1,000 w.; 1350 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 540 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15%.

TIME RATES

No. 11-84 Eff 11/1/84—Rec'd 10/18/84.
AAA—Mon thru Fri 5-10 am & 3-7 pm; Sat 5 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 3 pm-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER MO:	— 1 min —		— 30 sec —	
	AAA	AA	A	AAA
1 ti	27	25	21	22
24 ti	25	21	19	20
48 ti	21	19	17	18

7. PACKAGE PLANS

Ea	WITHIN 7 DAYS			
	15 ti	24 ti	30 ti	15 ti
DAYTIME—2/3AAA, 1/3AA	22	20	19	17
Ea	25	22	20	19

(SMD)

WFVA



ADULT CONTEMPORARY MUSIC

1939
FREDERICKSBURG
WFVA-FM

1960
FREDERICKSBURG



Media Code 4 248 2700 4.00
Fredericksburg Broadcasting Corp.
1914 Mimosa Ave., Fredericksburg, VA 22405. Phone 703-373-7721.



Mid 014779-000

PROGRAMMING DESCRIPTION

WFVA/WFVA-FM: MUSIC: Adult Contemporary with emphasis on current & recent Rock & MOR hits presented by AIR PERSONALITIES. NEWS: complete local coverage plus state & network at :60; stock market & business reports; frequent features & local government discussion. FARM: report every AM. SPORTS: play-by-play major league football, baseball & basketball; high school sports; fishing, skiing & outdoor sports. Rec'd 3/17/83.

1. PERSONNEL

General Manager—Vince Genson.
Operations Manager—Dick Rossi.
Sales Manager—Joe Grimm.

3. FACILITIES

1,000 w. days; 1230 khz., Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 11,500 w. (horiz.), 11,500 w. (vert.); 101.5 mhz. Stereo.
Operating schedule: Same as AM. EST.
Antenna ht.: 61 ft. above average terrain.
Simulcast 24 hours daily.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Contemporary Radio Network.
Affiliated with MBS.

TIME RATES

Eff ——— Rec'd 10/3/84.
AAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
AA—Mon thru Sun 3-7 pm; Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 7 pm-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER	— 1 min —		— 30 sec —	
	AAA	AA	A	B
1 ti	29	27	25	11
25 ti	27	25	23	9
45 ti	25	23	21	8

7. PACKAGE PLANS

WITHIN 7 DAYS, ROTATING, EA:	1 min		30 sec	
	AAA	AA	A	B
15 ti (5AAA, 5AA, 5A)	390	315	23	20
24 ti (8AAA, 8AA, 8A)	576	456	22	18
36 ti (12AAA, 12AA, 12A)	720	576	20	17

(SMD)

Front Royal

Warren County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

WFFV (FM)

1973
FRONT ROYAL

Mid 014780-000
See SRDS Spot Radio Small Markets Edition.

WFTR

1948
FRONT ROYAL
WFTR-FM

1980
FRONT ROYAL

Mid 014781-000
See SRDS Spot Radio Small Markets Edition.

Galax

Carroll County—Map Location E-6
Grayson County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WBOB

1946
GALAX
WBOB-FM

1961
GALAX

Mid 014782-000
See SRDS Spot Radio Small Markets Edition.

Gate City

Scott County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WGAT

1959
GATE CITY

Mid 014783-000
See SRDS Spot Radio Small Markets Edition.

Gloucester

Gloucester County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

WDDY

1957
GLOUCESTER

Mid 014785-000
See SRDS Spot Radio Small Markets Edition.

Gretna

Pittsylvania County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WMNA

1956
GRETNA
WMNA-FM

1959
GRETNA

Mid 014786-000
See SRDS Spot Radio Small Markets Edition.

Grundy

Buchanan County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WMJD (FM)

1966
GRUNDY

Mid 014787-000
See SRDS Spot Radio Small Markets Edition.

WNRG

1955
GRUNDY

Mid 014788-000
See SRDS Spot Radio Small Markets Edition.

Hampton

Hampton County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

See Norfolk-Portsmouth and
Newport News-Hampton
(including Chesapeake, Suffolk, Virginia Beach,
Williamsburg, Yorktown)

Harrisonburg

Rockingham County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WANV

1965
WAYNESBORO

Mid 014908-000
See listing under city of license.

WHBG

1956
HARRISONBURG

Mid 014789-000
See SRDS Spot Radio Small Markets Edition.

WJSY (FM)

1980
HARRISONBURG



Media Code 4 248 3262 4.00
Radio Blue Ridge Inc.
1553 N. Main St., Box 1107, Harrisonburg, VA 22801.
Phone 703-434-1777.



Mid 014790-000

PROGRAMMING DESCRIPTION

WJSY (FM): Programmed for adult audience. MUSIC: Adult Contemporary. NEWS: 2-min/hr. FEATURES: network contemporary features & music concepts. Contact Representative for further details. Rec'd 1/23/84.

1. PERSONNEL

General Manager—Donald W. Miller.
Station Manager—Thomas M. Manley.

3. FACILITIES

ERP 20,500 w.; 104.3 mhz. Stereo.
Operating schedule: 5-2 am. EST.
Antenna ht.: ——— ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC-The Source.

TIME RATES

Eff 10/1/80—Rec'd 10/20/80.
AAAA—Mon thru Fri 6-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 6-10 am.
AA—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 5 am-midnight.
Overnight—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

YR:	CLASS AAAA				
	500x	750x	1000x	1250x	1500x
3 MO:	75x	150x	225x	300x	400x
WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	13.50	12.65	11.75	10.85	10.00
30 sec	9.40	8.80	8.20	7.65	7.05
1 min	12.35	11.45	10.55	9.70	8.80
30 sec	8.20	7.65	7.05	6.45	5.85
1 min	9.40	8.80	8.20	7.65	7.05
30 sec	7.05	6.45	5.85	5.30	4.70
1 min	7.65	7.05	6.45	5.85	5.30
30 sec	5.85	5.30	4.70	4.10	3.50

ON: Flat 1-min 3.50; 30-sec 2.10.

(SMD)

WKCY

1967
HARRISONBURG



Media Code 4 248 3300 2.00
Radio Blue Ridge Inc.
1553 N. Main St., Box 1107, Harrisonburg, VA 22801.
Phone 703-434-1777.

PROGRAMMING DESCRIPTION

WKCY: Programmed for adults & young adults. MUSIC: Modern Country by AIR PERSONALITIES; MOR approach incl top Modern Country, Crossover hits & Country Classics. FARM: agricultural forecasts 1x/hr; Farm Network; 15 min program at 6:15 am 12:15 pm; local ag & livestock market reports. FEATURES: emphasis local public service & public affairs of local interest. NEWS: 5 min at :60; network; local 6x/day; local staff; mobile units & service; National Weather Service forecasts 4x/hr. Rec'd 4/27/81.

1. PERSONNEL

General Manager—Donald W. Miller.
Station Manager—Thomas M. Manley.

3. FACILITIES

5,000 w.; 1300 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WJSY (FM).
Affiliated with NBC Radio Network.

TIME RATES

Eff 5/1/84—Rec'd 5/8/84.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

*YR:	CLASS AA				
	150x	300x	500x	750x	1000x
WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	15.30	14.90	14.50	13.70	12.95
30 sec	12.95	12.40	11.65	10.95	10.30
1 min	10.60	10.30	9.65	9.10	8.70
30 sec	8.25	7.60	6.40	6.00	5.65

(*)10 sec: 60% of 1 min.

(SMD)

WQPO (FM)

1946
HARRISONBURG



Media Code 4 248 3337 4.00
Gilmore Broadcasting Corp.
Rt. 33, Box 752, Harrisonburg, VA 22801. Phone 703-434-0331.

PROGRAMMING DESCRIPTION

WQPO (FM): Targeted to 18-39. MUSIC: Adult Contemporary. FEATURES: format 85% music, plus news & weather, meteorologist. NEWS: 3-person staff, 2 mobile units. COMMERCIAL POLICY: limit 12 min/hr with breaks separated by 12-15 min. SPORTS: reports, ski reports, in season. Rec'd 9/24/84.

1. PERSONNEL

General Manager—Bob Rall.
National Sales Manager—Cliff Davis.

3. FACILITIES

ERP 50,000 w.; 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WSVN.
Affiliated with Supernet.

TIME RATES

Eff ——— Rec'd 9/24/84.
AAAA—Mon thru Fri 6-10 am.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.
A—Mon thru Fri midnight-6 am; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAAA				
	1 ti	15 ti	25 ti	35+	
PER YR:	250x	500x	750x	1000x	
1 min	18.50	17.25	16.00	14.50	
30 sec	14.80	13.80	12.80	11.60	
1 min	16.00	14.50	13.25	12.00	
30 sec	12.80	11.60	10.60	9.60	
1 min	13.25	12.00	10.50	9.25	
30 sec	10.60	9.60	8.40	7.40	

Class A: 50% of AA; 10 sec, 50% of 30-sec.

(SMD)

WSVA1935
HARRISONBURG

A Gilmore Broadcasting Group Station

Media Code 4 248 3375 4.00 Mid 014793-000
Gilmore Broadcasting Corp.
Rawley Pike, Box 752, Harrisonburg, VA 22801. Phone
703-434-0331.**PROGRAMMING DESCRIPTION**WSVA: MUSIC; MOR 25-54. NEWS: 9-1/2%; local with
staff and stringers. SPORTS: 3 daily local shows, local
play-by-play high school & college football, basketball, pro
football, sports director. FARM 12%; 5-7 am M-Sat &
noon-1 pm M-F, farm director. FEATURES: 6-man music
staff; open line telephone talk show 9-10 am daily, plus
afternoon news/info block 4-6:30 pm. Rec'd 1/30/85.**1. PERSONNEL**General Manager—Bob Rall.
Farm Director—Homer Ouann.
National Sales Manager—Cliff Davis**3. FACILITIES**5,000 w. days, 1,000 w. nights; 550 khz.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulationsFM facilities: WOPO (FM).
Affiliated with Music Country Radio Network.
Member: Virginia News Network.**TIME RATES**

NATIONAL AND LOCAL RATES SAME

AAA—Mon thru Sat 6-10 am; Mon thru Fri noon-1 pm &
3-7 pm.
AA—Mon thru Fri 5-6 am, 10 am-noon & 1-3 pm; Sat 5-6
am & 10 am-7 pm.
A—All other times.**6. SPOT ANNOUNCEMENTS**

GUARANTEED

	1 min	30 sec
AAA	25	20
AA	16	12
A	8	6
ROS, BTA, PREEMPTIBLE		
Mon-Sat 6-10 am	20	16
Mon-Sat 8 am-8 pm	16	12

For more farm information, see listing in Consumer
Magazine and Agr-Media Rates and Data. (SMD)**Highland Springs**Henrico County—Map Location K-5
See SRDS Consumer market map and data at beginning of
the state.**See Richmond**

(including Chester, Highland Springs)

HillsvilleCarroll County—Map Location E-6
See SRDS Consumer market map and data at beginning of
the state.**WHSV**1960
HILLSVILLEMid 014795-000
See SRDS Spot Radio Small Markets Edition.**Hopewell**Prince George County—Map Location K-5
See SRDS Consumer market map and data at beginning of
the state.**WHAP**1949
HOPEWELL**Modern Country**Media Code 4 249 3525 4.00 Mid 014796-000
First Christopher Corp.
150 S. Mesa Dr., Box 621, Hopewell, VA 23860. Phone
804-458-8518.**PROGRAMMING DESCRIPTION**WHAP: Programmed for 18-54. MUSIC: Modern Country;
Current Hits & Oldies. NEWS: network hrly, state & local
6-9 am daily, M-F noon, 4-6 pm; local director; county re-
ports wkly; network features daily; weather 2x/hr at :20 &
:45; 24-hr weather line. SPORTS: network & local reports
daily; play-by-play high school & college football & bas-
ketball; NASCAR auto racing. FEATURES: local interview
program Spectrum M-F 12:30-1 pm; swap shop 10:06-11
am M-F; remote facilities, promotions, public affairs; em-
phasis on community service. Rec'd 1/30/84.**1. PERSONNEL**

General Manager—Gary N. Petersen.

3. FACILITIES1,000 w.; 1340 khz. Non-directional.
Operating schedule: 24 hours daily. EST.**4. AGENCY COMMISSION**

15%

5. GENERAL ADVERTISING See coded regulationsGeneral: 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS and KBS.
Affiliated with TRN Farm News Network.**TIME RATES**

No. 3 Eff 6/1/84—Rec'd 6/24/84.

6. SPOT ANNOUNCEMENTS

	1x	30x	120x	240x	360x
1 min	14.00	12.00	10.00	9.00	8.00
30 sec	10.50	9.00	7.50	6.75	6.00
10 sec	8.40	7.20	6.00	5.40	4.80
480x 720x 1000x 1500x					
1 min	7.50	7.00	6.50	5.50	
30 sec	5.65	5.25	4.90	4.15	
10 sec	4.50	4.20	3.90	3.30	

8. PROGRAM TIME RATES

	1 ti	26 ti	52 ti	104 ti	156 ti
1 hr	115	100	75	65	60
1/2 hr	69	60	45	39	36
1/4 hr	46	40	30	26	24
10 min	32	28	21	18	17
5 min	23	20	15	13	12

(SMD)

Hot SpringsBath County—Map Location F-4
See SRDS Consumer market map and data at beginning of
the state.**WWES**1983
HOT SPRINGSMid 029068-000
See SRDS Spot Radio Small Markets Edition.**Jamesville**Northampton County—Map Location M-5
See SRDS Consumer market map and data at beginning of
the state.**WKRE**1975
JAMESVILLEMid 034278-000
See SRDS Spot Radio Small Markets Edition.**Kilmarnock**Lancaster County—Map Location L-4
See SRDS Consumer market map and data at beginning of
the state.**WKWI (FM)**1975
KILMARNOCKMid 014797-000
See SRDS Spot Radio Small Markets Edition.**Lawrenceville**Brunswick County—Map Location J-6
See SRDS Consumer market map and data at beginning of
the state.**WLES**1959
LAWRENCEVILLEMid 014798-000
See SRDS Spot Radio Small Markets Edition.**Lebanon**Russell County—Map Location C-6
See SRDS Consumer market map and data at beginning of
the state.**WLRV**1974
LEBANONMid 014799-000
See SRDS Spot Radio Small Markets Edition.**Leesburg**Loudoun County—Map Location J-2
See SRDS Consumer market map and data at beginning of
the state.**WAGE**1958
LEESBURGMid 014800-000
See SRDS Spot Radio Small Markets Edition.**Lexington**Rockbridge County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.**WREL**1948
LEXINGTONMedia Code 4 248 3750 8.00 Mid 014801-000
WREL, Inc.
Drawer 902, Lexington, VA 24450. Phone 703-463-2161.**PROGRAMMING DESCRIPTION**WREL: MUSIC; Modern Country with 40% Oldies, 60%
Current Hits, 2 hrs Bluegrass on Sat. NEWS: UPI
Network at :60; local & state at :30. SPORTS: 12 sport-
scasts per day, play-by-play of Pro Football, college &
high school football & basketball, college Lacrosse.
FEATURES: Tele/Talk show 1 hr, M-F; Agricultural news
20 min ea day; Sun AM 5 hr Religious. Rec'd 4/29/83.**1. PERSONNEL**

Bus./Sls Mgr.—Glenn Rose.

3. FACILITIES1,000 w. days, 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 5:30 am-midnight. EST.**4. AGENCY COMMISSION**

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulationsAffiliated with KBS.
Member: Virginia News Network.**TIME RATES**

No. 82 Eff 2/1/84—Rec'd 2/27/84.

7. PACKAGE PLANS

	WEEKLY	1 ti	10 ti	15 ti	20 ti	30 ti	40 ti
ROS, EA:	6.95	5.75	5.40	5.30	5.25	5.05	5.05
1 min	4.55	4.30	4.20	3.90	3.75	3.70	3.70
30 sec	3.20	3.15	3.05	2.90	2.75		
15 sec							

	MONTHLY	20 ti	40 ti	60 ti	80 ti	100 ti
ROS, EA:	5.80	5.70	5.40	5.25	5.05	5.05
1 min	4.40	4.20	3.90	3.75	3.70	3.70
30 sec	3.30	3.15	2.95	2.90	2.75	
15 sec						

Fixed position, extra 20%.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
Per broadcast	10.50	19.45	32.50	60.00
1 year contract	9.45	17.50	29.25	54.00

10. SPECIAL FEATURESInserts in local & network newscasts, sports, information
features, music specials, weather reports, financial re-
ports, personalities—1 min: 11.00; 30 sec: 8.00.**CONTRACT DISCOUNTS**13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
(SMD)(CR)**Louisa**Louisa County—Map Location J-4
See SRDS Consumer market map and data at beginning of
the state.**WLSA (FM)**1980
LOUISAMid 014802-000
See SRDS Spot Radio Small Markets Edition.**Luray**Page County—Map Location H-3
See SRDS Consumer market map and data at beginning of
the state.**WLCC (FM)**1979
LURAYMid 014803-000
See SRDS Spot Radio Small Markets Edition.**WRAA**1962
LURAYMid 014805-000
See SRDS Spot Radio Small Markets Edition.**Rx:**For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.**Lynchburg**Campbell County—Map Location G-5
See SRDS Consumer market map and data at beginning of
the state.**WAMV**1977
AMHERST
WCNV (FM)1981
AMHERST(This is a paid duplicate of the listing under Amherst,
Virginia.)Media Code 4 248 0160 3.00 Mid 014728-000
WINFAS of Virginia, Inc.
Box 522, Amherst, VA 24521. Phone 804-847-4700.**PROGRAMMING DESCRIPTION**WAMV/WCNV (FM): Programmed for general interest &
mass appeal. MUSIC: Modern Country. NEWS: network
& world at :30; state network & reg'l at :60. FEATURES:
AIR PERSONALITY from network 12M-5:30 am. Contact
Representative for further details. Rec'd 1/25/82.**1. PERSONNEL**Pres., Gen'l & Gen'l Sales Mgr.—Roger Ingram.
Operations Manager—Alan Parker.**2. REPRESENTATIVES**

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES1,000 w.; 1420 khz. Non-directional.
Operating schedule: 6 am-local sunset, EST.
FM-ERP 4,100 w. (horiz.), 4,000 w. (vert.); 107.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,920 ft. above average terrain.
Simulcast 6 am-local sunset.**4. AGENCY COMMISSION**

15%

5. GENERAL ADVERTISING See coded regulationsAffiliated with MBS.
Member: Virginia News Network.**TIME RATES**

	1 ti	13 ti	19 ti	25 ti	37+
1 wk	14	13	12	11	10
13 wk	13	12	11	10	9

(SMD)(D)

WBRG1956
LYNCHBURGMedia Code 4 248 3825 8.00 Mid 014806-000
Lois J. Daniel
Box 1079, Lynchburg, VA 24505. Phone 804-845-5916.
1 min rate 1x: 7.50.**WGOL (FM)**1970
LYNCHBURG**Masla Radio**Media Code 4 248 3882 9.00 Mid 014807-000
The Jamarbo Corp.
Box 11529, One Radio Lane, Lynchburg, VA 24506.
Phone 804-239-0333.**PROGRAMMING DESCRIPTION**WGOL (FM): MUSIC; Contemporary. NEWS: local staff,
network & sports. COMMERCIAL POLICY: 10 minute
guaranteed separation. Contact Representative for further
details. Rec'd 11/3/78.**1. PERSONNEL**Pres. & Gen'l Mgr.—James V. Shircliff.
General Sales Manager—Ray Kimpton.
Sales Manager—Barbara Rexrode.**2. REPRESENTATIVES**Masla Radio.
Dome & Associates, Inc.**3. FACILITIES**ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 248 ft. above terrain.**4. AGENCY COMMISSION**

15/0 time only.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12i, 13c, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 24b, 24c,
25a, 26, 28b, 28c, 29a.
Contracts: 40c, 41, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 61b, 61c, 62a,
62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WLLL.
Affiliated with NBC Radio Network.
Member: Virginia News Network.
Sold in combination with WLLL. See that listing.**TIME RATES**

	No. 9 Eff 5/1/82—Rec'd 5/4/82.
6. SPOT ANNOUNCEMENTS	
30 SECONDS	
1 wk	14 13 12 11 10
13 wk	13 12 11 10 9

continued

VIRGINIA

Lynchburg—cont

WGOL (FM)—cont

2u wk	12	11	10	9	8	7	6
39 wk	11	10	9	8	7	6	5
52 wk	10	9	8	7	6	5	4
1 MINUTE							
1 wk	18	17	16	14	13	12	11
13 wk	17	16	14	13	12	11	10
26 wk	16	14	13	12	11	10	9
39 wk	14	13	12	10	9	8	7
52 wk	13	12	11	9	8	7	6

7. PACKAGE PLANS

ANNUAL BULK							
30 sec	312x	624x	936x	1248x			
1 min	12	11	10	9	8	7	6
	16	14	13	12	11	10	9

WJJS (FM)

1964
LYNCHBURG

Media Code 4 248 3940 5.00 Mid 014808-000
Neighborhood Communications Corp.
Allied Arts Bldg., 17th Floor, Lynchburg, VA 24504. Phone 804-847-1266.

2. REPRESENTATIVES

Selcom Radio
1 min rate 1x: 18.00.

WKZZ (FM)

1948
LYNCHBURG



Media Code 4 248 3950 4.00 Mid 014809-000
Lynchburg Independent Broadcasters, Inc.
Box 1390, 2020 Mimose Dr., Lynchburg, VA 24505.
Phone 804-384-1213.
1 min rate 1x: 24.00.

WLGM

1962
LYNCHBURG



Media Code 4 248 3960 3.00 Mid 014810-000
Neighborhood Communications Corp.
Allied Arts Bldg., 17th Floor, Lynchburg, VA 24504. Phone 804-847-1267.

2. REPRESENTATIVES

Selcom Radio
1 min rate 1x: 8.00.

WLLL

1963
LYNCHBURG



Media Code 4 248 3975 1.00 Mid 014811-000
The Jamarbo Corp.
Box 11529, One Radio Lane, Lynchburg, VA 24506.
Phone 804-239-0333.

PROGRAMMING DESCRIPTION

WLLL: MUSIC: "The Music of Your Life". NEWS: local staff, network, sports. COMMERCIAL POLICY: 10 min guaranteed separation. Contact Representative for further details. Rec'd 10/29/81.

1. PERSONNEL

Pres. & Gen'l Mgr.—James V. Shircliff.
General Sales Manager—Ray Kimpton.
Sales Manager—Tony Tucker.

2. REPRESENTATIVES

Masla Radio.
Dome & Associates, Inc.

3. FACILITIES

5,000 w. days; 930 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12f, 13c, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 24b, 24c, 25a, 26, 26b, 28c, 29a.

Contracts: 40c, 41, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 61b, 61c, 62a, 62d.

Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

FM facilities: WGOL (FM).
Affiliated with NBC Radio Network.

TIME RATES

No. 15 Eff 5/1/82—Rec'd 6/28/82.

6. SPOT ANNOUNCEMENTS

30 SECONDS

1 wk	12	11	10	9	8	7	6
13 wk	11	10	9	8	7	6	5
26 wk	10	9	8	7	6	5	4
39 wk	9	8	7	6	5	4	3
52 wk	8	7	6	5	4	3	2
1 MINUTE							
1 wk	16	14	13	12	10	9	8
13 wk	14	13	12	10	9	8	7
26 wk	13	12	10	9	8	7	6
39 wk	12	10	9	8	7	6	5
52 wk	10	9	8	7	6	5	4

7. PACKAGE PLANS

ANNUAL BULK							
30 sec	312x	624x	936x	1248x			
1 min	10	9	8	7	6	5	4
	13	12	10	9	8	7	6

WLVA

1930
LYNCHBURG



Media Code 4 248 4050 2.00 Mid 014812-000
Inland Broadcasting
904 Lakeside Dr., Box 2179, Lynchburg, VA 24501.
Phone 804-528-5959.

2. REPRESENTATIVES

Weiss & Powell, Inc.
1 min rate 1x: 18.00.

WVOD

1947
LYNCHBURG



Media Code 4 248 4125 2.00 Mid 014813-000
Lynchburg Independent Broadcasters, Inc.
Box 1390, 2020 Mimosa Dr., Lynchburg, VA 24505.
Phone 804-384-1211, TWX, 710-870-1510.
1 min rate 1x: 22.00.

WXLK (FM)

1960
ROANOKE



(This is a paid duplicate of the listing under Roanoke, Virginia.)

Media Code 4 248 7640 7.00 Mid 014886-000
CEBE Investments, Inc.
3934 Electric Rd. S.W., Roanoke, VA 24018. Phone 703-989-4591.

Mailing Address: K-92, Box 92, Roanoke, VA 24022.

PROGRAMMING DESCRIPTION

WXLK (FM): Programmed to active young adults. MUSIC: contemporary hits. Live personalities. Listener oriented contests & promotions. NEWS: local dept; reports at :20 am, :48 am & :48 pm; all night news. AP. Contact Representative for further details. Rec'd 1/3/80.

1. PERSONNEL

President—Aylett B. Coleman.
Operations Manager—Russ Brown.
Sales Manager—Wayne Moss.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 93,000 w. (horiz.), 93,000 w. (vert.); 92.3 mhz. Stereo.

Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,050 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 5, 6a.

Rate Protection: 10a, 11a, 12a, 13a, 14a.

Basic Rates: 21b, 23a, 24b, 28c, 29a, 30, 33d.

Contracts: 40a, 41, 42d, 44b, 45, 47a, 48, 51a.

Comb.; Cont. Discounts: 60h, 61b, 62b.

Cancellation: 70b, 70d, 71b, 72, 73b.

Prod. Services: 80, 81, 82.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (D) (A)

SRDS publications

are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Manassas

Prince William County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WBMW (FM)

(formerly WEZR (FM))

1968
MANASSAS

WEISS & POWELL, INC.

RADIO SALES



Media Code 4 248 4163 3.00 Mid 014814-000
EZ Communications, Inc.
10380 Democracy Ln., Fairfax, VA 22030. Phone 703-691-1900.

PROGRAMMING DESCRIPTION

WBMW (FM): MUSIC: Adult Contemporary/personality. NEWS: internat'l, nat'l, local & reg'l 1 min/hr. COMMERCIAL POLICY: max 9 min/hr; spots clustered at 1/4 hr. Contact Representative for further details. Rec'd 1/3/85.

1. PERSONNEL

General Manager—Bonnie Brooks Reich.
General Sales Manager—Dick Eury.
Program Director—Jeff Ballentine.

2. REPRESENTATIVES

Weiss & Powell, Inc.

3. FACILITIES

ERP 50,000 w.; 106.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station. (SMD)(D)

WPRW

1957
MANASSAS



Media Code 4 248 4200 3.00 Mid 014815-000
Commonwealth Communications Corp.
9540 Godwin Dr., Box 1460, Manassas, VA 22110. Phone 703-368-3100.

PROGRAMMING DESCRIPTION

WPRW: MUSIC: AIR PERSONALITIES playing Popular, Current & past Hits within Adult Contemporary format. NEWS: major commitment; AP & AP Radio; nat'l, reg'l & emphasis on local. Rec'd 5/5/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert C. McKee.
General Sales Manager—Sherril Thompson.
Program Director—Scott Gibb.

3. FACILITIES

5,000 w.; 1460 khz.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 10/1/84—Rec'd 10/23/84.

AAA—Mon thru Sat 5:30-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day.

B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1	6	12	18	24	30	36	42	48	54	60
AAA	24	23	22	21	21	20	19	18	17	16	15
AA	23	22	21	20	20	19	18	17	16	15	14
A	21	20	19	18	18	17	16	15	14	13	12
B	18	17	16	15	15	14	13	12	11	10	9

Combines with TAP plans for discount.

7. PACKAGE PLANS

TAP—1/2 DRIVE, 1/2 A/B											
EA:	6	12	18	24	30	36	42	48	54	60	66
1 min	22	21	20	19	18	17	16	15	14	13	12
30 sec	20	19	18	17	16	15	14	13	12	11	10

(SMD)(CR)

Marion

Smyth County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WMEV

1948
MARION

WMEV-FM

1961
MARION

See SRDS Spot Radio Small Markets Edition. Mid 014816-000

WOLD

1962
MARION

Mid 014817-000
See SRDS Spot Radio Small Markets Edition.

WOLD-FM

1968
MARION

Mid 014818-000
See SRDS Spot Radio Small Markets Edition.

Martinsville

Henry County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WHEE

1954
MARTINSVILLE



Media Code 4 248 4425 6.00 Mid 014819-000
Patrick Henry Broadcasting Corp.
40 Franklin St., Courthouse Sq., Drawer 3551, Martinsville, VA 24115. Phone 703-632-9811.

PROGRAMMING DESCRIPTION

WHEE: MUSIC: Modern Country 6 am-1 pm; Adult Contemporary 1 pm-sign-off. NEWS: network at :60; public affairs specials, Net alerts & sports; UPI wire; fulltime local dept; state news throughout day. FEATURES: stock reports; early AM farm & market reports; community bulletin board; local public affairs interviews; trading post; network entertainment & special report features. Rec'd 1/4/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Thomas W. Patterson.
Program Director—Alice F. Divers.

3. FACILITIES

5,000 w.; 1370 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 1/1/85—Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS

ROS, PER WK:	1	5	10	15	20	25	30	35	40	45	50
1 min	4.70	4.47	4.23	4.00	3.64	3.28	2.92	2.56	2.20	1.84	1.48
30 sec	4.70	4.47	4.23	4.00	3.64	3.28	2.92	2.56	2.20		

Mount Jackson

Shenandoah County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WSIG

1954
MOUNT JACKSON

Mid 014821-000

See SRDS Spot Radio Small Markets Edition.

Narrows-Pearisburg

Giles County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WNRV

1953
NARROWS-PEARISBURG

Mid 014822-000

See SRDS Spot Radio Small Markets Edition.

Newport News

Newport News County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

**See Norfolk-Portsmouth and
Newport News-Hampton
(including Chesapeake, Suffolk, Virginia Beach,
Williamsburg, Yorktown)**

Norfolk-Portsmouth- Newport News-Hampton

(including Chesapeake, Hampton, Suffolk,
Virginia Beach, Williamsburg, Yorktown)
Norfolk, Norfolk County—Map Location L-6
Portsmouth, Norfolk County—Map Location L-6
Hampton, Hampton County—Map Location L-6
Newport News, Newport News County—Map Location L-6

Virginia Beach County—Map Location M-6
Chesapeake County—Map Location L-6
Nansemond County—Map Location L-6
York County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCMS

1954
NORFOLK



Katz Radio

Contemporary Country

nab

RAB

NRBA

Media Code 4 248 4830 0.00 Mid 014823-000
WCMS Radio Norfolk, Inc.
900 Commonwealth Place, Virginia Beach, VA 23464.
Phone 804-424-1050, TWX, 710-882-9320.

PROGRAMMING DESCRIPTION
WCMS: MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 1/16/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Marjorie S. Crump.
Program Director—Russ Cassidy.
General Sales Manager—Michael D. Bump.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days; 1050 khz. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b, 15e.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Katz Radio Network.
Affiliated with Satellite Music Network.
Affiliated with ABC Direction Radio Network.

TIME RATES

AM/FM COMBINATION
No. 26 Eff 2/5/84—Rec'd 5/29/84.
AAA—Mon thru Sat 5:30-10 am; Sat 10 am-8 pm.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS
PER WK, 1 MIN: AAA AA A B
Ea 175 165 160 55
30 sec: 85% of 1-min; 10 sec: 60% of 1-min.
Spots running Sun 6 am-2 pm will run on FM only. Class B spots will run on FM only.

AM only: Deduct 1.00 from AM/FM combination.

WCMS-FM

WCMS
AM1050 FM100

1961
NORFOLK

Contemporary Country

nab

RAB

NRBA

Media Code 4 248 4801 8.00 Mid 014824-000
WCMS Radio Norfolk, Inc.
900 Commonwealth Place, Virginia Beach, VA 23464.
Phone 804-424-1050, TWX, 710-882-9320.

PROGRAMMING DESCRIPTION
WCMS-FM: MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 1/16/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Marjorie S. Crump.
General Sales Manager—Michael D. Bump.
Program Director—Russ Cassidy.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.5 mhz.
Operating schedule: 24 hours. EST.
Antenna ht.: 509 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b, 15e.
Basic Rates: 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Katz Radio Network.
Sold in combination with AM. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct from AM/FM combination 1-min, 1.00.

WCPK

1967
CHESAPEAKE

Media Code 4 248 4835 6.00 Mid 014825-000
Payne of Virginia, Inc.
500 E. Liberty St., Chesapeake, VA 23324. Phone 804-543-3535.
Rates have been temporarily withdrawn by station.

WFOG-FM

1966
SUFFOLK

MAJOR MARKET RADIO SALES

nab

Media Code 4 248 4871 1.00 Mid 014826-000
McCormick Communications of Virginia, Inc.
330 W. Brambleton Ave., Norfolk, VA 23510. Phone 804-622-6771.

PROGRAMMING DESCRIPTION
WFOG-FM: Music programmed for adults 25-54. NEWS: 24 hrs. Traffic & airline reports in AM drive. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 8/12/83.

1. PERSONNEL
President—William M. McCormick.
Vice-Pres./Gen'l Mgr.—Stuart M. Cohen.
General Sales Manager—Paulette Baydush.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES

FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 23a, 24a, 24b, 24c, 28b, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60h, 60i, 60k, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
AM Facilities: WLPM.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WGH

(formerly WNSY)
1928
NEWPORT NEWS



BLAIR RADIO

nab

NRBA

Media Code 4 248 4880 2.00 Mid 014827-000
Commcor, Inc.
Box 9347, Hampton, VA 23670.
Studios, 2302 W. Mercury Blvd., Hampton, VA 23666.
Phone 804-826-1310.
909 Glenrock Rd., Norfolk, VA 23502. Phone 804-461-1310.

PROGRAMMING DESCRIPTION
WGH: MUSIC: Country, classic & contemporary. NEWS: reports; weather; traffic reports. Contact Representative for further details. Rec'd 12/26/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul G. Katabian.
Local & Reg'l Sls. Mgr.—William Walker.
Program Director—Marc Carmody.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1310 khz. Directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: WNSY-FM.
Affiliated with Blair Represented Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WKEZ (FM)

1975
YORKTOWN

Roslin Radio

Media Code 4 248 4889 3.00 Mid 014845-000
Melody Corporation of Virginia
2101 Executive Dr., Tower Box 29, Hampton, VA 23666.
Phone 804-826-9494.

PROGRAMMING DESCRIPTION
WKEZ (FM): Programmed for adults. MUSIC: easy country. NEWS: at :60 & :30 during drivetime. COMMERCIAL POLICY: 8 units per hr maximum. Contact Representative for further details. Rec'd 7/28/82.

1. PERSONNEL
General Manager—Bob LaFerre.

2. REPRESENTATIVES
Roslin Radio Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WLPM

1940
SUFFOLK

nab

RAB

Media Code 4 248 4903 2.00 Mid 014829-000
McCormick Communications of Virginia, Inc.
330 W. Brambleton Ave., Norfolk, VA 23510. Phone 804-622-6771.

2. REPRESENTATIVES
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

WLTY (FM)

WLTY-Y96

1961
NORFOLK

nab

RAB

Media Code 4 248 4930 5.00 Mid 014830-000
Landscape Communications, Inc.
720 Boush St., Norfolk, VA 23510. Phone 804-446-2755.

PROGRAMMING DESCRIPTION
WLTY(FM): Programmed to young adults. MUSIC: Adult Contemporary consists of current Contemporary hits w/ blend of all time hits. PERSONALITIES handle all segments. NEWS: air traffic watch reports, weather center reports & top news reports. COMMERCIAL POLICY: limited. Contact Representative for further details. Rec'd 10/6/81.

1. PERSONNEL
General Manager—Wayne Simons.
General Sales Manager—Dan Maxwell.
National Sales Manager—Ed Johnson.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 95.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 881 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
AM facilities: WTAR.
Sold in combination with WTAR. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 5.00 from WLTY (FM)/WTAR combination.

WMBG

1959
WILLIAMSBURG



Torbet Radio

nab

RAB

Media Code 4 248 4953 7.00 Mid 014910-000
NCM Life Communications, Inc.
Box 180, Williamsburg, VA 23187. Phone 804-229-7400.

PROGRAMMING DESCRIPTION
WMBG: MUSIC: Programmed to adults 25-54. MUSIC: Adult Contemporary consisting of contemporary hits with blend of Oldies. NEWS: reports & local resort reports. Contact Representative for further details. Rec'd 8/14/84.

1. PERSONNEL
General Manager—Alan H. Miller.
General Sales Manager—Ted Simmons.
Operations Manager—Bill Bills.

2. REPRESENTATIVES
Torbet Radio, Inc.

3. FACILITIES
500 w. days; 740 khz. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WOKS (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

VIRGINIA

Norfolk-Portsmouth-Newport News-Hampton—cont

WNIS
1942
PORTSMOUTH

News/Talk

Media Code 4 248 4977 6.00 Mid 014831-000
WNIS, Inc.
Mailing Address: Box 1350, Norfolk, VA 23501.
206 W. York St., Norfolk, VA 23510. Phone 804-622-5591.
Studio & Eng.,
4325 Cedar Lane, Portsmouth, VA 23703.

PROGRAMMING DESCRIPTION
WNIS: Programmed for mass appeal; format news & talk. NEWS: 8-man local staff; news blocks 6-10 am & 4-6 pm; air traffic reports; business news at :25 with stock market updates hly. SPORTS: at :20 & :50 during news blocks; play-by-play college & pro football, college basketball. TALK: psychologist noon-2 pm; financial advice 8-11 pm; general interest tele/talk all other times. Contact Representative for further details. Rec'd 10/29/84.

- PERSONNEL**
General Manager—Bob Sinclair.
General Sales Manager—Sharon Bosso.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w.; 1350 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73b.
Affiliated with NBC Radio Network.
Affiliated with ABC TALKRADIO Network.
Affiliated with NBC—Talknet.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNOR
1949
NORFOLK

Classic Rock 'n Roll

NRBA

Media Code 4 248 5001 4.00 Mid 027187-000
Tidewater Communications, Inc., a division of Josephson Communications, Inc.
700 Monticello Ave., Norfolk, VA 23510. Phone 804-623-9667.

PROGRAMMING DESCRIPTION
WNOR: Programmed for adults 25-44. MUSIC: Classic Rock 'n Roll of the 60's. FEATURES: "This Day in Rock & Roll"; Archives "albums of 60's R&R"; "Rock & Roll Trivia" community affairs & public service programming. NEWS: 4 min per hr during drive. Contact Representative for further details. Rec'd 3/5/84.

- PERSONNEL**
Executive Vice-President—Edward K. Christian.
Vice-Pres. & Gen'l Mgr.—Jack M. Rattigan.
General Sales Manager—Mary Noel.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1230 khz. Non-Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Connecticut Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNOR-FM
1962
NORFOLK



McGAVREN GUILD RADIO

NRBA

Media Code 4 248 5026 1.00 Mid 014833-000
Tidewater Communications, Inc., a division of Josephson Communications, Inc.
700 Monticello Ave., Norfolk, VA 23510. Phone 804-623-9667.

PROGRAMMING DESCRIPTION
WNOR-FM: MUSIC: Programmed w/selections played in continuous segments using blend of current & classic Rock. AIR PERSONALITIES handle all segments. NEWS: M-Sat 6-10 am at :60. FEATURES: specials Sun AM, Sunday PM. Contact Representative for further details. Rec'd 4/1/83.

- PERSONNEL**
Executive Vice-President—Edward K. Christian.
Vice-Pres. & Gen'l Mgr.—Jack M. Rattigan.
General Sales Manager—Mary Noel.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w.; 98.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 549 ft. above average terrain.
- AGENCY COMMISSION**
15/0; time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ABC Rock Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNRN (FM)
1984
VIRGINIA BEACH

Mid 034703-000

Payne of Virginia, Inc.
500 E. Liberty St., Chesapeake, VA 23324. Phone 804-494-9500.
Mailing Address: Box 61374, Virginia Beach, VA 23462.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 32.00.

WNSY-FM
1948
NEWPORT NEWS



BLAIR RADIO

NRBA

Media Code 4 248 5040 2.00 Mid 014828-000
Commcor, Inc.
Box 9347, Hampton, VA 23670. Phone 804-826-1310.
Studios:
2302 W. Mercury Blvd., Hampton, VA 23666.
909 Glenrock Rd., Norfolk, VA 23502.

PROGRAMMING DESCRIPTION
WNSY-FM: Contemporary Hit Radio programmed to adults 18-49. MUSIC: Contemporary & recent hits. COMMERCIAL POLICY: limited to 9 units per hr. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Paul Katabian.
Local & Reg'l Sls. Mgr.—William Walker.
Programmer—Jeff Moreau.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 74,000 w. (horiz.), 74,000 (vert.); 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Service: 81, 82.
AM facilities: WGH.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNVZ (FM)



1966
NORFOLK

Republic Radio

nab

RAB

Media Code 4 248 5045 1.00 Mid 014838-000
Abell Communications
Suite 315, 160 Newtown Rd., Virginia Beach, VA 23462.
Phone 804-497-1067.

PROGRAMMING DESCRIPTION
WNVZ (FM): Programmed for young adults. MUSIC: Current Hits. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 9/5/84.

- PERSONNEL**
General Manager—Paul Todd.
General Sales Manager—Linda McCullough.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 50,000 w.; 104.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 28b, 28c.
Contracts: 40a, 41, 45, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 72, 73a.
Prod. Services: 80.
AM facilities: WTJZ.

TIME RATES

WNVZ (FM)/WTJZ COMBINATION

No 5 Eff 1/7/85—Rec'd 1/11/85.

AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-7 pm & Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; 7 pm-midnight; Sat 3 pm-midnight & Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**
CLASS AAA
- | GRID: | I | II | III |
|--------------|-----|-----|-----|
| 1 min | 200 | 150 | 125 |
| 30 sec | 180 | 144 | 113 |
-
- | CLASS AA | I | II | III |
|--------------|-----|-----|-----|
| 1 min | 175 | 125 | 100 |
| 30 sec | 158 | 113 | 90 |
- WNVZ (FM) only: 1 min deduct 5.00, 30 sec deduct 4.50 from WNVZ (FM)/WTJZ combination.

WOWI (FM)

1948
NORFOLK



Media Code 4 248 5065 9.00 Mid 014834-000
Willis Broadcasting, Inc.
1010 Park Ave., Norfolk, VA 23504. Phone 804-622-4600.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WPCE

1948
PORTSMOUTH



Media Code 4 248 5075 8.00 Mid 014835-000
Tidewater Radio Show, Inc.
1010 Park Ave., Norfolk, VA 23504. Phone 804-622-4600.

- REPRESENTATIVES**
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WPEx

1948
HAMPTON



Media Code 4 248 5080 8.00 Mid 014836-000
Golden East Broadcasting Corp.
Tower Box 101, 2101 Executive Dr., Hampton, VA 23666.
Phone 804-838-4295.
Rates have been temporarily withdrawn by station.

WPMH

1971
PORTSMOUTH

Media Code 4 248 5085 7.00 Mid 014837-000
Chesapeake-Portsmouth Broadcasting Corp.
Box 1010, Portsmouth, VA 23705. Phone 804-488-1010.
1 min rate 1x: 8.00.

WQKS (FM)

(formerly WBCI-FM)
1963
WILLIAMSBURG



Torbet Radio

nab

Media Code 4 248 5092 3.00 Mid 027565-000
NCM Life Communications, Inc.
Box 180, Williamsburg, VA 23187. Phone 804-874-3696.

PROGRAMMING DESCRIPTION
WQKS (FM): Programmed to young adults 18-49. MUSIC: Urban Contemporary/Contemporary Hit Radio consisting of current contemporary & dance hits of today plus Oldies; personalities handle all segments. NEWS: local coverage; traffic & weather reports with winter snow watch reports at :60 6-9 am & 3-6 pm. COMMERCIAL POLICY: 12 min per hr. Contact Representative for further details. Rec'd 8/14/84.

- PERSONNEL**
General Manager—Alan H. Miller.
General Sales Manager—Ted Simmons.
Program Director—Stephen Crumbley.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable upon receipt.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WMBG.
Affiliated with ABC FM Radio Network.

WRAP

1952
NORFOLK

A Rollins Group Station

Media Code 4 248 5100 4.00 Mid 014839-000
Rollins Communications, Inc.
Box 598, Norfolk, VA 23501. Phone 804-483-6300.

PROGRAMMING DESCRIPTION
WRAP: Programmed to adults and young adults with emphasis on black community. Gospel 4:30-5:30 am. Live PERSONALITIES handle all segments. NEWS: AP wire. Traffic reports, sports reports 4x/day. Contact Representative for further details. Rec'd 9/23/82.

- PERSONNEL**
General Manager—Dave Eldridge.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 850 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15% time; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 71b, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Supernet.

TIME RATES

No. 16 Eff 11/1/80—Rec'd 12/1/80.
Drivetime—Mon thru Sat 5:30 am & 3-7 pm.
Midday—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**
HIGH RANGE
- | | 6 ti | 12 ti | 18 ti | 24 ti | 30 sec | 6 ti | 12 ti | 18 ti | 24 ti |
|-----------|------|-------|-------|-------|--------|------|-------|-------|-------|
| DT | 45 | 43 | 41 | ... | 36 | 34 | 33 | ... | ... |
| MD | 43 | 41 | 39 | 37 | 34 | 33 | 31 | 30 | 30 |
| EVE | 40 | 38 | 36 | 34 | 32 | 30 | 29 | 27 | 27 |
-
- | | LOW RANGE |
|-----------|-----------|
| DT | 39 |
| MD | 37 |
| EVE | 34 |

WTAR

WTAR Stereo AM 70

1923
NORFOLK

nab

RAB

Media Code 4 248 5250 7.00 Mid 014840-000
Landmark Communications, Inc.
720 Boush St., Norfolk, VA 23510. Phone Norfolk: 804-446-2739. Peninsula: 224-1256. Richmond: 359-5558.

PROGRAMMING DESCRIPTION
WTAR: Programmed for adults; AIR PERSONALITIES. MUSIC: Oldies. NEWS: information, network news & features, air traffic reports, weekend water patrol boat reports, weather, sports reports 6x daily. SPORTS: play-by-play ODU basketball. Contact Representative for further details. Rec'd 9/19/83.

- 1. PERSONNEL**
General Manager—Wayne Simons.
General Sales Manager—Dan Maxwell.
National Sales Manager—Ed Johnson.
- 2. REPRESENTATIVES**
Christal Radio.
- 3. FACILITIES**
5,000 w.; 790 khz. Directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WLTY (FM).
Affiliated with CBS.

TIME RATES
WTAR/WLTY (FM) COMBINATION
Eff. Rec'd 6/5/84.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 8 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

GRID:	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
High	165	140	131	94	132	113	106	76
Low	133	112	107	74	106	90	86	59

WTAR only: Rates have been temporarily withdrawn by station.

WTJZ
1947
NEWPORT NEWS



Media Code 4 248 5288 7.00 Mid 014841-000
Abell Communications
Suite 315, 160 Newtown Rd., Virginia Beach, VA 23462.
Phone 804-497-1067.

PROGRAMMING DESCRIPTION

WTJZ: Programmed for adults 35+. MUSIC: Traditional MOR. AIR PERSONALITIES handle all segments. NEWS: local & nat'l at :60; traffic reports in AM drive. COMMERCIAL POLICY: 12 min/hr. Contact Representative for further details. Rec'd 9/5/84.

- 1. PERSONNEL**
General Manager—Paul Todd.
General Sales Manager—Linda McCullough.
- 2. REPRESENTATIVES**
Republic Radio Sales, Inc.
- 3. FACILITIES**
1,000 w.; 1270 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 28b, 28c.
Contracts: 40a, 41, 45, 51b.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 70c, 72, 73a.
Prod. Services: 80.
FM facilities: WNVZ (FM).
Sold in combination with WNVZ (FM). See that listing.
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WVAB
1954
VIRGINIA BEACH

Media Code 4 248 5400 8.00 Mid 014842-000
Atlantic Broadcast Enterprises, Inc.
3108 Pacific Ave., Box 986, Virginia Beach, VA 23451.
Phone 804-425-1550.
Rates have been temporarily withdrawn by station.

WWDE-FM



Media Code 4 248 5476 8.00 Mid 014843-000
Golden East Broadcasting Corp.
Tower Box 101, 2101 Executive Dr., Hampton, VA 23666.
Phone 804-838-4295.

PROGRAMMING DESCRIPTION

WWDE-FM: Programmed for adults 18-49. MUSIC: Adult contemporary. The best of today's adult hits & classics from past 10 yrs. NEWS: from networks & local staff presented hourly in AM drive. COMMERCIAL POLICY: maximum 9 units per hour. Contact Representative for further details. Rec'd 9/7/82.

- 1. PERSONNEL**
Chairman of the Board—Larry Saunders.
Pres. & Dir. of Oper.—Dick Lamb.
Vice-Pres. & Gen'l Mgr.—Joseph D. Schwartz.
- 2. REPRESENTATIVES**
CBS/FM Sales.

- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 on time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 21d, 22a, 23a, 26, 28a, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WPEX.
Affiliated with CBS.
Member: Virginia Network.
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TIME RATES

WXRI (FM)

1961
NORFOLK



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 248 5550 0.00 Mid 014844-000
CBN-Continental Broadcasting Network, Inc.
1318 Spratley St., Portsmouth, VA 23705. Phone 804-393-2501

PROGRAMMING DESCRIPTION

WXRI (FM): Programmed for adults 25-54. MUSIC: Adult Contemporary featuring AIR PERSONALITIES. NEWS: UPI & local news at :60 & :30; traffic reports; sports capsules. Contact Representative for further details. Rec'd 2/24/84.

- 1. PERSONNEL**
President—M. G. Robertson.
Sr. Vice-Pres. & Gen'l Mgr.—Robert E. Johnson.
General Sales Manager—Ray P. Fowler.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10f, 11c, 12f, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28b.
Contracts: 40c, 44b, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WZAM

1975
NORFOLK



Media Code 4 248 5587 2.00 Mid 014846-000
James River Broadcasting
520 Janaf Office Bldg., Norfolk, VA 23502. Phone 804-461-1194.

- 2. REPRESENTATIVES**
Eastman Radio, Inc.
1 min rate 1x: 50.00.

Norton

Wise County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WNVA

1945
NORTON

Mid 014847-000
See SRDS Spot Radio Small Markets Edition.

WNVA-FM

1969
NORTON

Mid 014848-000
See SRDS Spot Radio Small Markets Edition.

Onancock

Accomack County—Map Location M-4
See SRDS Consumer market map and data at beginning of the state.

See Onley-Onancock

Onley-Onancock

Accomack County—Map Location M-4
See SRDS Consumer market map and data at beginning of the state.

WESR

1957
ONLEY-ONANCOCK

Mid 014899-000
See SRDS Spot Radio Small Markets Edition.

WESR-FM

1969
ONLEY-ONANCOCK

Mid 014900-000
See SRDS Spot Radio Small Markets Edition.

Orange

Orange County—Map Location J-4
See SRDS Consumer market map and data at beginning of the state.

WJMA

1949
ORANGE
WJMA-FM

1971
ORANGE
Mid 014849-000
See SRDS Spot Radio Small Markets Edition.

Pearisburg

Giles County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Narrows-Pearisburg

Pennington Gap

Lee County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WSWV

1959
PENNINGTON GAP
WSWV-FM

1974
PENNINGTON GAP
Mid 014850-000
See SRDS Spot Radio Small Markets Edition.

Petersburg

Dinwiddie County—Map Location J-6
See SRDS Consumer market map and data at beginning of the state.

WKHK (FM)

1972
PETERSBURG-COLONIAL HEIGHTS



Media Code 4 248 5793 6.00 Mid 031789-000
WPVA, Inc.
1024 E. Washington St., Box 87, Petersburg, VA 23804.
Phone 804-732-3478.

PROGRAMMING DESCRIPTION

WKHK (FM): Target demographic 25-54. MUSIC: Contemporary Country. AIR PERSONALITIES handle all segments. NEWS: hrly at :30 with local at :60 during drive time. FARM: 6-7 am & noon-1 pm daily. COMMERCIAL POLICY: 13 min per hr. Contact Representative for further details. Rec'd 2/23/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Gary Granger.
Sales Coordinator—Lois Bryant.
Program Director—Nick Allen.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WPNV.
Affiliated with TRN Farm News Network.
- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

TIME RATES

WPLZ (FM)

1966
PETERSBURG

Media Code 4 248 5812 4.00 Mid 014851-000
Eure Communications, Inc.
Box 1510, Petersburg, VA 23805. Phone 804-733-4567.

PROGRAMMING DESCRIPTION

WPLZ (FM): Programmed for adults. MUSIC: black adult contemporary. Contact Representative for further details. Rec'd 8/28/81.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—William L. Eure, Jr.
Station Manager—W. Bradford Eure.
Program Manager—Jay Lang.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 328 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.
Affiliated with RKO ONE.
AM facilities: WSSV.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WPVA

1955
PETERSBURG-COLONIAL HEIGHTS



Media Code 4 248 5831 4.00 Mid 014852-000
WPVA, Inc.
1024 E. Washington St., Box 87, Petersburg, VA 23804.
Phone 804-732-3478.

- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WSSV

1945
PETERSBURG



Media Code 4 248 5925 4.00 Mid 014853-000
Eure Communications, Inc.
Box 1510, Petersburg, VA 23805. Phone 804-733-4567.

PROGRAMMING DESCRIPTION

WSSV: Programmed for adults 18-49. MUSIC: Solid Gold Oldies 50's to present. NEWS: local Virginia network; national RKO TWO. Contact Representative for further details. Rec'd 12/20/84.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—William L. Eure, Jr.
Station Manager—Gordon Finney.
Program Director—Chip Cook.
- 2. REPRESENTATIVES**
McGavren Guild Radio.
- 3. FACILITIES**
1,000 w.; 1240 khz. Non-Directional.
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WPLZ (FM).
Member: Virginia News Network.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Portsmouth

Norfolk County—Map Location L-6
See SRDS Consumer market map and data at beginning of the state.

**See Norfolk-Portsmouth and
Newport News-Hampton
(including Chesapeake, Suffolk, Virginia Beach,
Williamsburg, Yorktown)**

VIRGINIA

Pulaski

Pulaski County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WBLB
1973
PULASKI

See SRDS Spot Radio Small Markets Edition. Mid 014854-000

WPSK (FM)
1967
PULASKI

See SRDS Spot Radio Small Markets Edition. Mid 034496-000

WPUV
1946
PULASKI

See SRDS Spot Radio Small Markets Edition. Mid 014855-000

Quantico

Prince William County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WPWC
1961
QUANTICO

See SRDS Spot Radio Small Markets Edition. Mid 014856-000

Radford

Montgomery County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WRAD
1950
RADFORD

See SRDS Spot Radio Small Markets Edition. Mid 014857-000

WRIQ (FM)
1965
RADFORD

See SRDS Spot Radio Small Markets Edition. Mid 014858-000

Richlands

Tazewell County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WRIC
1951
RICHLANDS

See SRDS Spot Radio Small Markets Edition. Mid 014859-000

Consult the listings
and the Service-Ads
for a broader range
of information to
help you plan and buy.

Richmond

(including Highland Springs, Chester)

Chesterfield County—Map Location K-5
Henrico County—Map Location K-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city area are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WANT
1951
RICHMOND

M Masla Radio

nab

RAB

NRBA

Media Code 4 248 6300 9.00 Mid 014860-000
Sinclair Broadcasting Co.
Box 16130, Richmond, VA 23222. Phone 804-321-5662.

PROGRAMMING DESCRIPTION

WANT: Programmed for adults 18-49. MUSIC: black contemporary. AIR PERSONALITIES handle all music segments. NEWS: local & nat'l 5 min daily. Local, nat'l public service announcements 2x per hr. Involved in local community events. Contact Representative for further details. Rec'd 2/9/81.

1. **PERSONNEL**
President—John L. Sinclair.
General Manager—Ben Miles.
National Sales Manager—Rich Malkman.

2. **REPRESENTATIVES**
Masla Radio.

3. **FACILITIES**
1,000 w. days; 990 khz., Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14h, 15b.
Basic Rates: 20a, 21a, 21b, 28b, 29b, 31, 33b.
Contracts: 40a, 41, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES

No. 23 Eff 1/1/84—Rec'd 4/2/84.

GRID:	CLASS AAA					
	I		II		III	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	62	55	57	50	52	45
12 ti	58	51	53	46	48	41
18 ti	56	49	51	44	46	39
24 ti	54	47	49	42	44	37
CLASS AA						
6 ti	58	51	53	46	48	41
12 ti	54	47	49	42	44	37
18 ti	52	45	47	40	42	35
24 ti	50	43	45	38	40	33
CLASS A						
6 ti	54	47	49	42	44	37
12 ti	50	43	45	38	40	33
18 ti	48	41	43	36	38	31
24 ti	46	39	41	34	36	29

Grid 2, preemptible by Grid 1.

WDYL (FM)

1968
CHESTER
RAB

Media Code 4 248 6360 3.00 Mid 014861-000
Hoffman Communications, Inc.
10600 Jefferson Davis Hwy., Richmond, VA 23224.
Phone 804-275-6161.
1 min rate 1x: 12.00.

WEZS (FM)

WZLX
WEZS (FM) STEREO
1961
RICHMOND



BLAIR RADIO

Media Code 4 248 6525 1.00 Mid 014864-000
Professional Broadcasting, Inc.
121 Wyck St., Suite 300, Richmond, VA 23225. Phone 804-745-2000.

PROGRAMMING DESCRIPTION

WEZS (FM): MUSIC: Soft Adult-Oriented Rock w/oldies from 50's-70's presented in 4-song sweeps. NEWS: 3-min updates at :60. COMMERCIAL POLICY: max 9 units/hr; commercial announcements clustered in 2nd, 3rd & 4th 1/4 hr. Contact Representative for further details. Rec'd 10/29/84.

1. **PERSONNEL**
President—Arthur Kellar.
General Manager—Wanda Bottiger.

2. **REPRESENTATIVES**
Blair Radio.

3. **FACILITIES**
ERP 74,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain

4. **AGENCY COMMISSION**
15%.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with Blair Represented Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFTH
1964
RICHMOND

nab

Media Code 4 248 6543 4.00 Mid 014865-000
WFTH-Faith Radio
3122 W. Carey St., Box 14511, Richmond, VA 23221.
Phone 804-355-1791.

2. **REPRESENTATIVES**
P/W Radio Representatives.
1 min rate 1x: 24.00.

WGGM
1964
CHESTER

Media Code 4 248 6562 4.00 Mid 014866-000
WGGM, Inc.
10600 Jefferson Davis Hwy., Richmond, VA 23224.
Phone 804-275-6161.
1 min rate 1x: 10.00.

WKIE
1978
RICHMOND

Media Code 4 248 6662 2.00 Mid 014867-000
Fifteen-Forty Broadcasting Corp.
6001 Wilkinson Rd., Box 15239, Richmond, VA 23227.
Phone 804-264-1540.

2. **REPRESENTATIVES**
Weiss & Powell, Inc.
1 min rate 1x: 32.00.

WLEE
1945
RICHMOND

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab

RAB

NRBA

Media Code 4 248 6675 4.00 Mid 014868-000
The Gilcom Corporation of Virginia
6200 W. Broad Street Rd., Box 8477, Richmond, VA 23226. Phone 804-288-2835.

PROGRAMMING DESCRIPTION

WLEE: Programmed for adults 35+ emphasis on adults 35-54. MUSIC: 4 decades of American Popular Standards; famous artists, big bands & hits of 40's-60's & into 70's. NEWS: network at :60; local up-date at :30 in AM drive. Contact Representative for further details. Rec'd 12/19/83.

1. **PERSONNEL**
President—Edward T. Giller.
General Manager—Tony Booth.
Program Director—Jim Quinn.

2. **REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
5,000 w.; 1480 khz. Directional — separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. **AGENCY COMMISSION**
15/0; time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 15e.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with CBS Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNWZ

1961
HIGHLAND SPRINGS

nab

Media Code 4 248 6750 5.00 Mid 014863-000
Drum Communications, Inc.
4719 Nine Mile Rd., Richmond, VA 23223. Phone 804-222-7000.
1 min rate 1x: 27.00.

WPLZ (FM)

1966
PETERSBURG

(This is a paid duplicate of the listing under Petersburg, Virginia.)
Media Code 4 248 5812 4.00 Mid 014851-000
Eure Communications, Inc.
Box 1510, Petersburg, VA 23805. Phone 804-733-4567.

PROGRAMMING DESCRIPTION

WPLZ (FM): Programmed for adults. MUSIC: black adult contemporary. Contact Representative for further details. Rec'd 8/28/81.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—William L. Eure, Jr.
Station Manager—W. Bradford Eure.
Program Manager—Jay Lang.

2. **REPRESENTATIVES**
McGavren Guild Radio.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 328 ft. above average terrain.

4. **AGENCY COMMISSION**
15/0 time only.

5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.
Affiliated with RKO ONE.
AM facilities: WSSV.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (D)

WQKS (FM)

(formerly WBCI-FM)

1963
WILLIAMSBURG

See listing under city of license. Mid 027565-000

WRJY

1955
RICHMOND
nab

Media Code 4 248 6787 7.00 Mid 014862-000
WEET Radio Broadcasters
Box 11528, 2317 Westwood Ave., Richmond, VA 23230.
Phone 804-359-1357.
1 min rate 1x: 10.00.

WRNL

1937
RICHMOND
NRBA

Media Code 4 248 6925 5.00 Mid 014869-000
Capitol Broadcasting Co., Inc.
Box 9608, 7100 Bethlehem Rd., Richmond, VA 23228.
Phone 804-282-9731.

2. **REPRESENTATIVES**
Katz Radio.
1 min rate 1x: 135.00.

WRVA

WRVA
1925
RICHMOND

EASTMAN RADIO, INC.

nab

RAB

NRBA

A Harte-Hanks Radio Station
Media Code 4 248 6900 6.00 Mid 014870-000
Harte-Hanks Radio, Inc.
Box 1516, 200 N. 22nd St., Richmond, VA 23212. Phone 804-780-3400.

PROGRAMMING DESCRIPTION
WRVA: Full service programmed for general adult interest; AIR PERSONALITIES handle all segments. 6-9 am & 4-6 pm: news 2x/hr; Adult Contemporary music;

helicopter traffic reports; features. 10-am-noon: tele/talk guest expert program. Noon-3 pm A/C: light telephone/talk, news & features. 7-10 pm: controversial topic tele/talk show. 10 pm-12M religion & news. 12M-5 am: Country music show directed to truckers. 5:30-6 am: farm program. Contact Representative for further details. Rec'd 9/27/84.

1. PERSONNEL
General Manager—L. G. (Bob) Jones.
General Sales Manager—Harold B. Barre.
Program Director—Lou Dean.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w.; 1140 khz. Directional. Stereo.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0; payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33a.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WRVA (FM).
Affiliated with NBC Radio Network.
Affiliated with Eastman Radio, Inc.
Affiliated with The Wall Street Journal Radio Network.

TIME RATES
WRVA/WRVO COMBINATION
Eff 3/26/84—Rec'd 7/23/84.

AAAA—Mon thru Fri 5:30-10 am.
AAA—Mon thru Fri 3-8 pm.
AA—Sat & Sun 6 am-midnight.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAAA	CLASS AAAA					
	I	II	III	IV	V	
1 min	300	275	250	225	200	
30 sec	240	220	200	180	160	
CLASS AAA	1 min	190	170	150	130	110
	30 sec	152	136	120	104	88
CLASS AA	160	145	130	115	105	...
	30 sec	128	116	104	92	84
CLASS A	1 min	140	130	120	110	100
	30 sec	112	104	96	88	80
CLASS B	1 min	110	100	90	80	70
	30 sec	88	80	72	64	56

WRVA ONLY
Deduct 20% AAAA, 10% all other times from WRVA/WRVO (FM) combination.

9. PARTICIPATING PROGRAMS
BIG JOHN TRIMBLE SHOW—MON-SAT MIDNIGHT-5 AM

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	75	70	65	60	55	50
30 sec	60	56	52	48	44	40

10. SPECIAL FEATURES
HELICOPTER TRAFFIC REPORTS—MON-FRI 1/2 AM DRIVE, 1/2 PM DRIVE

CLASS B	CLASS B				
	I	II	III	IV	V
1 min	240	220	200	180	160
30 sec	192	176	160	144	128

WALL STREET JOURNAL REPORT—MINIMUM 12 WEEKS

PER WK:	5 ti
Ea	145

WRVQ (FM)

1948
RICHMOND



An Edens Broadcasting, Inc. Station
Media Code 4 248 6918 8.00 Mid 014871-000
Edens Broadcasting, Inc.
Box 1394, 200 N. 22nd St., Richmond, VA 23211. Phone 804-649-9151.

PROGRAMMING DESCRIPTION
WRVQ (FM): Programmed for adults 18-49. MUSIC: Contemporary. NEWS: 2x/hr, 5-10 am; 1x/hr 12M-5 am; heavy local emphasis. AIR PERSONALITIES handle all segments. SPORTS: program featured in Sat AM newscasts. FEATURES: lifestyle features; involved in community events & public service promotions; entertainment news featured in Fri AM newscasts. Contact Representative for further details. Rec'd 11/29/83.

1. PERSONNEL
General Manager—Phil Goldman.
Program Director—Bob McNeill.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 200,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 355 ft. above average terrain.

4. AGENCY COMMISSION
15/0 payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24a, 24c, 25a, 27.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47, 49, 51a, 51c.
Comb.; Cont. Discounts: 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81.
AM facilities: WRVA.
Affiliated with Eastman Radio Network.
Sold in combination with WRVA. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 40% AAAA, 10% all other times from WRVA/WRVO (FM) combination.

WRXL (FM)

1949
RICHMOND
NRBA

Media Code 4 248 6935 2.00 Mid 014872-000
Capitol Broadcasting Co., Inc.
7100 Bethlehem Rd., Richmond, VA 23228. Phone 804-282-9731.

2. REPRESENTATIVES
Katz Radio.
1 min rate 1x: 135.00.

WTVR

1926
RICHMOND



MAJOR MARKET RADIO SALES



Media Code 4 248 6975 8.00 Mid 014873-000
Roy H. Park Broadcasting of Virginia, Inc.
3314 Cutshaw Ave., Richmond, VA 23230. Phone 804-355-3217.

PROGRAMMING DESCRIPTION
WTVR: Programmed for 18-49. MUSIC: Contemporary Country. NEWS: Satellite Music network. SPORTS: VCU Rams basket play-by-play; network features & local college & pro football; local college basketball. Contact Representative for further details. Rec'd 11/20/84.

1. PERSONNEL
President—Roy H. Park.
Vice-Pres./Radio—Elliott Anderson.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES
5,000 w.; 1380 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily, EST.
Partial simulcast operation. Simulcast Mon thru Fri 5:30-10 am & Sat 10 am-3 pm. For non-simulcast facilities see FM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 22a, 23a, 27, 28b, 28c, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
Affiliated with Satellite Music Network.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WTVR-FM

1946
RICHMOND



MAJOR MARKET RADIO SALES



Media Code 4 248 6976 6.00 Mid 014874-000
Roy H. Park Broadcasting of Virginia, Inc.
3314 Cutshaw Ave., Richmond, VA 23230. Phone 804-355-3217.

PROGRAMMING DESCRIPTION
WTVR-FM: Programmed for adults 18-54. MUSIC: Contemporary Country; Lee Arnold's On a Country Road. NEWS: MBS Lifestyle at :60. Contact Representative for further details. Rec'd 1/29/85.

1. PERSONNEL
President—Roy H. Park.
Vice-President—Elliott Anderson.

2. REPRESENTATIVES
Major Market Radio Sales.

3. FACILITIES
ERP 50,000 w.; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 840 ft. above average terrain.

Partial simulcast operation. Operated separately Mon thru Fri 10-5:30 am, Sat 3 pm-10 am & Sun all day. For simulcast facilities see AM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 22a, 23a, 27, 28b, 28c, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WXGI

1947
RICHMOND

Media Code 4 248 7050 9.00 Mid 014875-000
Radio Virginia, Inc.
701 German School Rd., Richmond, VA 23225. Phone 804-233-7666.
1 min rate 1x: 11.20.

Roanoke

(including Salem, Vinton)

Roanoke County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WFIR

1924
ROANOKE



A Jim Gibbons Station

Media Code 4 248 7125 9.00 Mid 014876-000
Jim Gibbons Radio, Inc.
Box 150, Towers Shopping Center, Roanoke, VA 24002.
Phone 703-345-1511.

2. REPRESENTATIVES
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WJLM (FM)

1969
SALEM



Media Code 4 248 7162 2.00 Mid 014877-000
WRIS, Inc.
219 Luchett, Salem, VA 24017. Phone 703-342-3131.
1 min rate 1x: 8.50.

WKBA

1961
VINTON



Media Code 4 248 7208 0.00 Mid 014878-000
Tinker Creek Broadcasters, Inc.
2043 10th St., N.E., Roanoke, VA 24012. Phone 703-343-5597.
1 min rate 1x: 6.50.

WPVR (FM)

1948
ROANOKE



A Jim Gibbons Station

Media Code 4 248 7350 3.00 Mid 014879-000
Jim Gibbons Radio, Inc.
Box 150, Towers Shopping Center, Roanoke, VA 24002.
Phone 703-345-3841.

2. REPRESENTATIVES
McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WRIS

1953
ROANOKE



Media Code 4 248 7425 3.00 Mid 014880-000
WRIS Radio, Inc.
Box 6099, 219 Luckett St. N.W., Roanoke, VA 24017.
Phone 703-342-3131.
1 min rate 1x: 6.50.

WROV

1946
ROANOKE

WEISS & POWELL, INC.
RADIO SALES



Media Code 4 248 7500 3.00 Mid 014881-000
WROV Broadcasters, Inc.
Box 4005, 15th & Cleveland Ave., Roanoke, VA 24015.
Phone 703-343-4444.

PROGRAMMING DESCRIPTION
WROV: Programmed for general interest. MUSIC: Hit singles, oldies & album cuts. AIR PERSONALITIES emcee entire operation, listener participation contests, remotes. Album shows nightly 10 pm-2 am. Sun evening specials incl 6-7 pm live public affairs talk show, 9-10 pm simulated live concerts by leading artists & 10 pm-12M progressive rock & jazz hosted by local musicologist. NEWS: local at :50 morning, luncheon & afternoon. Network at :55. All night news. AP. SPORTS: local high school football & high school & college basketball live. Sports incl in local newscasts & drive time programs. Contact Representative for further details. Rec'd 3/15/78.

1. PERSONNEL
Owner & Gen'l Mgr.—Burt Levine.

2. REPRESENTATIVES
Weiss & Powell, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES
No. 4 Eff 6/1/84—Rec'd 6/11/84.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
I	40	32	35	28	24	19
II	35	28	30	24	21	17
III	30	24	25	20	18	14
IV	25	20	20	16	15	12

WSAY

1956
SALEM



Media Code 4 248 7537 5.00 Mid 014885-000
GHB Broadcasting Company
709 Bowman Ave., Salem, VA 24153. Phone 703-387-1480.
1 min rate 1x: 18.00.

WSLC

1940
ROANOKE



Katz Radio



Media Code 4 248 7575 5.00 Mid 014882-000
Mel Wheeler, Inc.
Box 6002, Roanoke, VA 24017. Phone 703-387-0234.

PROGRAMMING DESCRIPTION
WSLC: Programmed for general adult interest. MUSIC: Country—60% current hits, 25% new releases, 15% albums, classics, religious/gospel, bluegrass. 7 live PERSONALITIES emcee total operation. Contests & giveaways, audience request line. NEWS: network hly at :60; local/reg'l news, features, commentaries at :30; breaking stories anytime. Weather 4x/hr. Police radar reports. SPORTS: auto & motorcycle racing; Va. Tech football & basketball; scoreboards, daily & wkly programs & reports; boating/fishing/hunting/skiing reports. Interviews, daily stock market summaries, public service announcements & activities. FARM: director features early & drive AM & noon. RELIGION: Sun 6-10 am. Contact Representative for further details. Rec'd 9/21/83.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Herm Reavis.
Operations Manager—Reynold Hawk.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 610 khz. Directional—separate patterns day & night.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 time only.

VIRGINIA

Roanoke—cont

WLSL—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 15b.
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
 Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.
 Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
 Cancellation: 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WSLC (FM).
 Affiliated with NBC Radio Network.
 Affiliated with KATZ Radio Network.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WSLQ (FM)

1947
 ROANOKE



Media Code 4 248 7593 8.00 Mid 014883-000
 Mel Wheeler, Inc.
 Box 6002, Roanoke, VA 24017. Phone 703-387-0234.

2. REPRESENTATIVES

Katz Radio.
 Rates have been temporarily withdrawn by station.

WTOY

1957
 ROANOKE

Media Code 4 248 7611 8.00 Mid 014884-000
 Roanoke Valley Broadcasting, Inc.
 902 Lafayette Blvd., NW, Box 6158, Roanoke, VA 24017.
 Phone 703-343-5545, 343-5546.

2. REPRESENTATIVES

Selcom Radio.
 1 min rate 1x: 30.00.

WXLK (FM)

1960
 ROANOKE



Torbet Radio

Contemporary



Media Code 4 248 7640 7.00 Mid 014886-000
 CEBE Investments, Inc.
 3934 Electric Rd., S.W., Roanoke, VA 24018. Phone 703-989-4591.
 Mailing Address: K-92, Box 92, Roanoke, VA 24022.

PROGRAMMING DESCRIPTION

WXLK (FM): Programmed to active young adults. MUSIC: contemporary hits. Live personalities. Listener oriented contests & promotions. NEWS: local dept; reports at :20 am, :48 am & :48 pm; all night news. AP. Contact Representative for further details. Rec'd 1/3/80.

1. PERSONNEL

President—Aylett B. Coleman.
 Operations Manager—Russ Brown.
 Sales Manager—Wayne Moss.

2. REPRESENTATIVES

Torbet Radio, Inc.

3. FACILITIES

ERP 93,000 w. (horiz.), 93,000 w. (vert.); 92.3 mhz.
 Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 2,050 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3c, 4a, 5, 6a.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 21b, 23a, 24b, 28c, 29a, 30, 33d.
 Contracts: 40a, 41, 42d, 44b, 45, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60h, 61b, 62b.
 Cancellation: 70b, 70d, 71b, 72, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Rocky Mount

Franklin County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WNLB

1959
 ROCKY MOUNT

See SRDS Spot Radio Small Markets Edition. Mid 014887-000

WYTI

1957
 ROCKY MOUNT

See SRDS Spot Radio Small Markets Edition. Mid 014888-000

St. Paul

Russell County—Map Location C-6
 Wise County—Map Location B-6
 See SRDS Consumer market map and data at beginning of the state.

WSPC

1981
 ST. PAUL

See SRDS Spot Radio Small Markets Edition. Mid 032759-000

Salem

Roanoke County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

See Roanoke

(including Salem, Vinton)

Saltville

Smyth County—Map Location D-6
 See SRDS Consumer market map and data at beginning of the state.

WKGK

1981
 SALTVILLE

See SRDS Spot Radio Small Markets Edition. Mid 028214-000

Smithfield

Isle of Wight County—Map Location L-6
 See SRDS Consumer market map and data at beginning of the state.

WKGM

1974
 SMITHFIELD

See SRDS Spot Radio Small Markets Edition. Mid 014889-000

South Boston

Halifax County—Map Location H-6
 See SRDS Consumer market map and data at beginning of the state.

WHLF

1947
 SOUTH BOSTON

See SRDS Spot Radio Small Markets Edition. Mid 014890-000

WJLC (FM)

1953
 SOUTH BOSTON

See SRDS Spot Radio Small Markets Edition. Mid 034292-000

South Hill

Merklenburg County—Map Location H-6
 See SRDS Consumer market map and data at beginning of the state.

WJWS

1953
 SOUTH HILL

See SRDS Spot Radio Small Markets Edition. Mid 014892-000

WSHV (FM)

1966
 SOUTH HILL

See SRDS Spot Radio Small Markets Edition. Mid 014893-000

Staunton

Augusta County—Map Location G-4
 See SRDS Consumer market map and data at beginning of the state.

WANV

1965
 WAYNESBORO

See listing under city of license. Mid 014908-000

WANV-FM

1984
 STAUNTON

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition. Mid 035420-000

WKDW

1954
 STAUNTON

See SRDS Spot Radio Small Markets Edition. Mid 014894-000

WSGM (FM)

1959
 STAUNTON

See SRDS Spot Radio Small Markets Edition. Mid 014895-000

Adult Contemporary



Media Code 4 248 8100 1.00 Mid 014895-000
 Shenandoah Valley Broadcasting Co., Inc.
 426 N. New St., Box 2189, Staunton, VA 24401. Phone 703-886-2377.

PROGRAMMING DESCRIPTION

WSGM (FM): MUSIC: Live Adult Rock. Rec'd 5/16/80.

1. PERSONNEL

Station Manager—Norman H. Brooks.
 Sales Manager—Chris Kincaid.

3. FACILITIES

ERP 3,000 w.; 93.5 mhz.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 352 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WKDW.
 Affiliated with KBS.

TIME RATES

No. 12 Eff 3/1/84—Rec'd 2/23/84.

6. SPOT ANNOUNCEMENTS

MON THRU SAT 6-10 AM & 3-7 PM
 PER WK: 1 ti 4 ti 10 ti 16 ti 24+
 1 min 11.00 10.50 10.25 10.00 9.75
 30 sec 10.00 9.50 9.00 8.25 8.00
 MON THRU SAT 10 AM-3 PM
 1 min 9.00 8.50 8.25 7.50 7.00
 30 sec 8.00 6.75 6.50 6.25 6.00
 MON THRU SAT 7 PM-MIDNIGHT, SUN ALL DAY
 1 min 7.75 7.25 6.75 6.50 6.25
 30 sec 6.75 6.25 5.75 5.50 5.25
 Tues thru Sun, midnight-6 am: 1-min 3.00; 30-sec 2.50.
 Bonus Pkg: These spots will air midnight-6 am for 15% more of total contract.
 Fixed position, extra 1.00.
 10 sec: 60% of 30-sec.

7. PACKAGE PLANS

BTA-6 AM-7 PM
 PER WK: 1 ti 25 ti 36 ti 48 +
 1 min 8.40 7.50 7.05 6.70
 30 sec 7.40 6.50 6.05 5.70
 TAP-6 AMD, 6 PMD, 6 MD, 6 EVE
 4 PER DAY/6 DAYS: 1 min 30 sec
 24 ti 7.80 6.75
 BULK-ROS 6 AM-MIDNIGHT
 PER MO: 50 ti 75 ti 100 ti 150 ti
 30 sec 5.55 5.40 5.20 4.90
 1 min, extra 1.10.
 Midnight-6 am—10% of applicable rate.
 CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—20%

10. SPECIAL FEATURES

Business Barometer, sportscasts & newscasts—Incl 5-sec open & close & 1 30-sec/1-min spot, extra 1.00.
 CONSECUTIVE WEEK DISCOUNT
 26 wk—5% 52 wk—10%

WTON

1946
 STAUNTON

Dora-Clayton Agency, Inc.
 ADVERTISING REPRESENTATIVES



Media Code 4 248 8175 3.00 Mid 014896-000
 Ogden Broadcasting of Virginia
 304 W. Beverley St., Box 1085, Staunton, VA 24401.
 Phone 703-885-5188, Waynesboro, 703-943-2820.

PROGRAMMING DESCRIPTION

WTON: MUSIC: Adult Contemporary; C&W 7:30 pm-1 am.
 NEWS: local dept; network. SPORTS: local high school & college football & basketball play-by-play. FEATURES: remote broadcasts; promotions; emphasis on personalities; local public affairs. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

President—G. Ogden Nutting.
 Vice-President—R. David Ridgeway.
 General Manager—Chuck Neer.

2. REPRESENTATIVES

Dora-Clayton Agency, Inc.

3. FACILITIES

1,000 w.; 1240 khz. Non-directional.
 Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.

TIME RATES

No. 19 Eff 1/1/85—Rec'd 1/25/85.
 AAA—Mon thru Sat 6-10 am.
 AA—Mon thru Sat 3-7 pm.
 A—Mon thru Sat 10 am-3 pm & 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA
 1 ti 11 ti 20 ti 26+
 1 min 11.00 10.20 9.35 8.45
 30 sec 9.00 8.30 7.60 6.90
 10 sec 5.30 4.90 4.50 4.10
 CLASS AA
 1 min 9.50 9.10 8.60 8.05
 30 sec 7.50 7.20 6.80 6.35
 10 sec 4.55 4.40 4.15 3.90
 CLASS A
 1 min 8.60 8.25 7.80 7.30
 30 sec 6.75 6.50 6.15 5.75
 10 sec 4.15 4.00 3.80 3.55
 260x 312x 624x 1000x 1500x
 1 min 8.75 8.50 8.25 8.00 7.75
 30 sec 7.00 6.80 6.60 6.40 6.20
 10 sec 4.50 4.40 4.30 4.20 4.10
 Guaranteed fixed position, extra 20%.

7. PACKAGE PLANS

TAP—MON THRU SAT 6 AM-6 PM
 1 WK, EA: 24 ti 48 ti 1 WK, EA: 24 ti 48 ti
 1 min 192 365 30 sec 156 295
 (SMD)

Stuart

Patrick County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WHEO

1959
 STUART

See SRDS Spot Radio Small Markets Edition. Mid 014897-000

Suffolk

Nansemond County—Map Location L-6
 See SRDS Consumer market map and data at beginning of the state.

**See Norfolk-Portsmouth and
 Newport News-Hampton
 (including Chesapeake, Suffolk, Virginia Beach,
 Williamsburg, Yorktown)**

Tappahannock

Essex County—Map Location K-4
 See SRDS Consumer market map and data at beginning of the state.

WRAR

1970
 TAPPAHANNOCK

WRAR-FM

1971
 TAPPAHANNOCK

See SRDS Spot Radio Small Markets Edition. Mid 014898-000

Tazewell

Tazewell County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WTZE

1966
TAEWELL

See SRDS Spot Radio Small Markets Edition. Mid 014901-000

WTZE-FM

1969
TAEWELL

See SRDS Spot Radio Small Markets Edition. Mid 014902-000

Timberville

Rockingham County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

See Broadway-Timberville

Vinton

Roanoke County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

See Roanoke (including Salem, Vinton)

Virginia Beach

Virginia Beach County—Map Location M-6
See SRDS Consumer market map and data at beginning of the state.

See Norfolk-Portsmouth and Newport News-Hampton (including Chesapeake, Suffolk, Virginia Beach, Williamsburg, Yorktown)

Warrenton

Fauquier County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WKCW

1957
WARRENTON

See SRDS Spot Radio Small Markets Edition. Mid 014905-000

WMJR (FM)

(formerly WWWW (FM))

1957
WARRENTON



Media Code 4 248 8709 9.00 Mid 014904-000
First Virginia Communications, Inc.
Box 2108, Manassas, VA 22110. Phone 703-369-1080,
D.C. Metro, 631-2577, Warrenton, 347-1250.

PROGRAMMING DESCRIPTION

WMJR (FM): Mass appeal 25-49. MUSIC: Golden Hits from late '50's-'80; live AIR PERSONALITIES. NEWS: at 6:00; ABC Direction Network in drive. COMMERCIAL POLICY: max. 10 min/hr. Rec'd 1/23/85.

- PERSONNEL**
President—Sydney A. Abel.
General Manager—Rick Scharf.
Program Manager—Seth Warner.
- FACILITIES**
ERP 20,000 w. (horiz); 20,000 w. (vert); 107.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 812 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 7/1/84—Rec'd 9/5/84.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.

AA—Mon thru Fri 10 am-3 pm; Mon thru Sat 7 pm-midnight; Sat & Sun 5:30 am-10 pm; Sun 10 am-3 pm.

7. PACKAGE PLANS

	CLASS AAA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	29.00	27.00	25.00	23.00	21.00
30 sec	23.20	21.60	20.00	18.40	16.80
CLASS AA					
1 min	26.00	24.00	22.00	20.00	18.00
30 sec	20.80	19.20	17.60	16.00	14.40

1 ti 6 ti 12 ti 18 ti 24 ti
TAP—1/2AAA, 1/2AA
1 min 22.00 20.00 18.00 16.00
30 sec 17.60 16.00 14.40 12.80

WEEKEND SPECIAL
8 pm Fri thru midnight Mon, deduct 15%.
CONSECUTIVE WEEK DISCOUNT
52 wk—15% 26 wk—10%

10. SPECIAL FEATURES

Newscasts—incl open & close plus 1 1-min spot: Extra 20%. (SMD)

WPRZ

1966
WARRENTON

See SRDS Spot Radio Small Markets Edition. Mid 014903-000

WQRA (FM)

1978
WARRENTON

See SRDS Spot Radio Small Markets Edition. Mid 014906-000

Warsaw

Richmond County—Map Location L-4
See SRDS Consumer market map and data at beginning of the state.

WNNT

1949
WARSAW

WNNT-FM

1967
WARSAW

See SRDS Spot Radio Small Markets Edition. Mid 014907-000

Waynesboro

Augusta County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WANV

1965
WAYNESBORO



Media Code 4 248 8850 1.00 Mid 014908-000
WANV, Inc.
Box 1248, Waynesboro, VA 22980. Phone 703-942-1153.
Staunton Studio: 13 W. Beverley St., Phone 885-0097.

PROGRAMMING DESCRIPTION

WANV: Targeted at 18-50 age group. MUSIC: moderate Contemporary. NEWS: RKO Network & AP wire. SPORTS: Washington Redskins football; Baltimore Orioles baseball; play-by-play college sports. FARM: features near 6 am & noon. FEATURES: frequent musical documentaries. Rec'd 1/4/85.

- PERSONNEL**
President—M. Robert Rogers.
General Manager—Gary Ratcliff.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 970 khz. Directional—separate patterns day and night.
Operating schedule: 6-12:10 am. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WANV-FM, Staunton.
Affiliated with RKO Radio Networks.
Affiliated with Satellite Music Network.

TIME RATES

No. 12 Eff 1/1/85—Rec'd 1/4/85.

7. PACKAGE PLANS

	WEEKLY ROS				
	1 ti	10 ti	15 ti	20 ti	30 ti
EA:	14.40	11.90	11.35	11.00	10.75
1 min	10.20	8.90	8.80	8.35	8.00
30 sec	6.75	6.75	6.60	6.40	6.05
15 sec	6.75	6.75	6.60	6.40	6.05
MONTHLY ROS					
EA:	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	12.00	11.90	11.10	10.90	10.60
30 sec	9.15	8.80	8.35	8.00	7.70
15 sec	6.80	6.60	6.30	5.95	5.90

- SPECIAL FEATURES**
NETWORK NEWS, SPORTS & FEATURES
Inserts: 1-min 20.75; 30-sec 15.55. (SMD)(CR-2)

WAYB

1977
WAYNESBORO

See SRDS Spot Radio Small Markets Edition. Mid 014909-000

WPED

1970
CROZET
WPED-FM
1980
CROZET

See listing under city of license. Mid 014766-000

Williamsburg

James City County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

See Norfolk-Portsmouth and Newport News-Hampton (including Chesapeake, Hampton, Suffolk, Virginia Beach, Williamsburg, Yorktown)

Winchester

Frederick County—Map Location H-2
See SRDS Consumer market map and data at beginning of the state.

WINC

1941
WINCHESTER
WINC-FM

1946
WINCHESTER



Media Code 4 248 9225 5.00 Mid 014913-000
Richard Field Lewis, Jr., Inc.
520 Pleasant Valley Rd., Box 3300, Winchester, VA
22601. Phone 703-667-2224.

PROGRAMMING DESCRIPTION

WINC/WINC-FM: Mass appeal for 25-54 & 18-49 demographics. MUSIC: Adult Contemporary. AIR PERSONALITIES handle all segments. NEWS: 3-person team w/mobile units; local 12x/day M-F; Paul Harvey 16x/wk; editorials; AP wire; US weather station. SPORTS: pro football. FEATURES: contests, promotions & remotes. Contact Representative for further details. Rec'd 11/21/84.

- PERSONNEL**
General Manager—David Lewis.
Sales Manager—Al Weinmann.
Program Director—Frank Mitchell.
- REPRESENTATIVES**
Weiss & Powell, Inc.
MD, PA, VA & DC—Call station direct.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 22,000 w. (horiz.), 22,000 w. (vert.); 92.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,430 ft. above average terrain.
Simulcast 24 hours daily.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 45.
Cancellation: 73a.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff—Rec'd 9/24/84.

AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day; ROS 5:30 am-midnight.
A—7 pm-midnight; ROS 24 hrs.

- SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | | | | | 30 sec | | | | |
|---------|-------|-------|-------|-------|-------|--------|-------|-------|-------|--|
| | 12 ti | 18 ti | 24 ti | 12 ti | 18 ti | 24 ti | 12 ti | 18 ti | 24 ti | |
| AAA | 21 | 20 | 19 | 19 | 18 | 17 | 18 | 17 | 16 | |
| AA | 18 | 17 | 16 | 16 | 15 | 14 | 14 | 13 | 12 | |
| A | 14 | 13 | 12 | 12 | 11 | 10 | 10 | 9 | 8 | |
- 10 sec: 60% of 1-min. (SMD)

WUSQ (FM)

1965
WINCHESTER



Media Code 4 248 9337 8.00 Mid 014911-000
Holt Corporation of Virginia
Box 2869, Winchester, VA 22601. Phone 703-662-5101.

PROGRAMMING DESCRIPTION

WUSQ (FM): Programmed for adults. MUSIC: Country. Live AIR PERSONALITIES handle all segments incl music, news, information & service features. Contact Representative for further details. Rec'd 6/3/82.

- PERSONNEL**
General Manager—Gary Kirtley.
Program Director—Steve NcNee.
- REPRESENTATIVES**
Dome & Associates, Inc.

3. FACILITIES

ERP 50,000 w.; 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
AM facilities: WVAI.

TIME RATES

No. 3 Eff 4/15/84—Rec'd 4/30/84.
AA—5:30-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	AA	A	AA	A	AA	A	AA	A
6 ti	15.30	13.00	12.25	10.40	15.00	12.75	12.00	10.20
12 ti	14.70	12.50	11.75	10.00	14.10	12.25	11.50	9.80
18 ti	14.10	12.00	11.25	9.60	13.50	11.50	10.75	9.10
24 ti	14.10	12.00	11.25	9.60	13.50	11.50	10.75	9.10

7. PACKAGE PLANS

PER WK:	TAP—1/2AA, 1/2A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.15	13.85	13.55	13.25	12.95
30 sec	11.35	11.10	10.85	10.60	10.35
BTA					
1 min	11.80	11.50	11.20	10.90	10.60
30 sec	9.45	9.20	8.95	8.70	8.45

(SMD)

WVAI

1961
WINCHESTER

1961
WINCHESTER



Media Code 4 248 9375 8.00 Mid 014912-000
Holt Corporation of Virginia
Box 2869, Winchester, VA 22601. Phone 703-662-5101.

PROGRAMMING DESCRIPTION

WVAI: Designed for 25-54. MUSIC: Adult Contemporary incl Popular & established hits & albums. NEWS: information & service features plus local. SPORTS: pro, college & high school. Contact Representative for further details. Rec'd 10/23/84.

- PERSONNEL**
General Manager—Gary Kirtley.
Program Director—Don Berry.
- REPRESENTATIVES**
Dome & Associates, Inc.
- FACILITIES**
500 w. day & night; 610 khz. Directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60d, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WUSO (FM).
Member: Virginia News Network.

TIME RATES

No. 3 Eff 4/15/84—Rec'd 4/30/84.
AA—5:30-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			30 sec		
	AA	A	AA	A	AA	A
6 ti	10.30	8.25	8.25	6.60	10.00	7.95
12 ti	10.00	7.95	8.00	6.35	9.70	7.65
18 ti	9.40	7.35	7.55	6.10	9.40	7.35
24 ti	9.10	7.05	7.30	5.65	9.10	7.05

7. PACKAGE PLANS

PER WK:	TAP—1/2AA, 1/2A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.80	8.55	8.25	7.95	7.65
30 sec	7.05	6.80	6.60	6.35	6.10
BTA					
1 min	7.95	7.65	7.35	7.05	6.75
30 sec	6.35	6.10	5.90	5.65	5.40

(SMD)

Woodbridge

Prince William County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

See Washington, D.C (including Bethesda, Gaithersburg, Morningside, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, MD; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, VA)

VIRGINIA

Woodstock

Shenandoah County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WAMM

1981

WOODSTOCK

Mid 027533-000

See SRDS Spot Radio Small Markets Edition.

Wytheville

Wythe County—Map Location D-6
See SRDS Consumer market map and data at beginning of the state.

WYVE

1949

WYTHEVILLE

Mid 014915-000

See SRDS Spot Radio Small Markets Edition.

Yorktown

York County—Map Location L-5
See SRDS Consumer market map and data at beginning of the state.

See Norfolk-Portsmouth and

Newport News-Hampton

(including Chesapeake, Suffolk, Virginia Beach,
Williamsburg, Yorktown)

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Gross Household Income—1984				% Distribution of Households				Total Retail Sales—		Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	Population 4/1/84 (000)	Households 4/1/84 (000)	Per Household (\$000)	Per Household (\$)	15000 to 14999	15000 to 34999	35000 to 49999	50000 and over	Per Household (\$000)	Per Household (\$)	By Selected Store Types									
											Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)			
WASHINGTON STATE TOTALS	4,331.2	1,629.16	45,372,368	27,850	31.7	41.1	15.7	11.5	23,830,745	14,628	5,179,409	813,116	3,473,154	1,132,329	1,216,432	4,042,005	2,110,250	2,922.64	108.6	125.82
ADAMS E-3	13.6	4.63	148,183	32,005	22.7	40.1	20.4	16.8	72,344	15,625	15,460	2,369	10,205	3,500	3,870	12,318	6,365	8.79		3.02
ASOTIN F-4	17.8	6.90	171,933	24,840	36.6	38.1	17.1	8.3	97,957	14,197	21,461	3,407	14,497	4,614	4,885	16,584	8,701	12.27		.17
BENTON D-4	121.0	43.50	1,402,930	32,251	17.2	37.2	25.4	20.2	694,763	15,972	147,657	22,446	96,954	33,800	37,720	118,444	60,998	86.45	.9	5.09
Kennewick	38.5	13.96	435,251	31,178					219,985	15,758	46,905	7,164	30,894	10,666	11,841	37,476	19,338	27.27	.3	1.54
Richland	35.2	13.13	449,342	34,223					216,421	16,483	45,643	6,859	29,748	10,612	11,988	36,959	18,946	25.37	.5	.75
Richland-Kennewick-Pasco Metro Area	158.6	56.49	1,748,100	30,945	22.6	40.3	21.7	15.3	882,971	15,631	188,665	28,906	124,516	42,719	47,258	150,348	77,680	111.34	2.5	10.99
CHELAN D-2	45.6	18.18	404,961	22,275	40.8	41.5	11.0	6.7	242,323	13,329	54,014	8,776	37,050	11,197	11,460	40,858	21,669	32.55		1.39
CLALLAM A-2	57.6	22.52	574,437	25,508	32.8	44.1	14.2	8.9	318,211	14,130	69,801	11,099	47,201	14,969	15,811	53,857	28,279	40.55	.1	.72
CLARK B-4	214.0	77.28	2,094,690	27,105	42.8	39.6	10.1	7.5	1,139,120	14,740	247,078	38,679	165,375	54,244	58,483	193,300	100,792	148.20	1.9	3.41
Vancouver	42.4	18.81	409,061	21,747					248,430	13,207	55,524	9,053	38,175	11,444	11,649	41,861	22,239	28.21	.6	.72
Vancouver Metro Area	214.0	77.28	2,094,690	27,105	27.9	44.9	17.1	10.1	1,139,120	14,740	247,078	38,679	165,375	54,244	58,483	193,300	100,792	148.20	1.9	3.41
COLUMBIA E-4	3.9	1.51	38,516	25,507	35.7	39.9	16.2	8.2	21,463	14,214	4,701	746	3,174	1,011	1,071	3,634	1,906	2.91		.11
COWLITZ B-4	82.7	30.97	816,448	26,363	30.9	42.8	16.9	9.5	450,014	14,531	97,982	15,421	65,811	21,341	22,853	76,297	39,877	58.46	.2	1.11
DOUGLAS D-2	23.8	8.68	184,976	21,311	39.2	45.7	10.8	4.4	115,579	13,316	25,771	4,189	17,682	5,338	5,461	19,486	10,337	17.32		.70
FERRY E-1	6.5	2.23	50,348	22,578	37.9	44.3	12.9	5.0	30,603	13,723	6,764	1,087	4,605	1,428	1,486	5,170	2,728	4.39		.07
FRANKLIN E-4	37.6	12.99	345,170	26,572	38.8	42.7	13.3	5.3	188,209	14,689	41,008	6,460	27,562	8,919	9,538	31,904	16,682	24.92	1.6	5.81
Pasco	18.9	7.09	155,526	21,936					96,592	13,624	21,399	3,449	14,600	4,494	4,657	16,310	8,617	11.55	1.4	3.95
GARFIELD F-4	2.3	.88	28,619	32,522	23.4	37.5	20.2	18.9	13,614	15,470	2,912	447	1,924	658	726	2,317	1,198	1.69		.01
GRANT D-3	50.0	17.84	457,784	25,661	32.2	42.4	15.8	9.7	255,287	14,310	55,808	8,832	37,623	12,054	12,813	43,242	22,657	33.85	.6	5.64
GRAYS HARBOR A-3	68.0	26.05	726,933	27,905	30.4	40.0	18.1	11.5	383,844	14,735	83,269	13,038	55,742	18,275	19,698	65,133	33,965	46.44	.1	.89
ISLAND B-2	50.1	18.30	480,200	26,240	31.6	45.3	12.9	10.2	257,836	14,089	56,503	9,010	38,304	12,118	12,780	43,630	22,920	34.72	.8	1.28
JEFFERSON A-2	17.8	7.16	164,341	22,953	40.3	42.5	10.3	6.9	95,196	13,296	21,234	3,453	14,574	4,395	4,492	16,048	8,515	13.54		.23
KING C-2	1,289.6	509.61	16,309,400	32,004	15.5	34.8	21.2	28.5	7,832,410	15,369	1,680,680	259,097	1,113,690	377,258	414,394	1,332,380	690,180	862.14	56.8	27.05
Belleuve	76.9	29.20	1,198,050	41,029					484,754	16,601	102,058	15,297	66,404	23,811	26,970	82,816	42,408	55.27	1.1	1.30
Seattle	469.3	212.21	5,490,320	25,872					2,970,470	13,996	653,253	104,235	442,763	139,341	146,467	502,450	264,239	281.71	44.4	12.02
Seattle Metro Area	1,644.3	637.53	19,891,900	31,202	25.3	40.1	18.7	15.8	9,741,040	15,279	2,093,370	323,417	1,389,110	468,450	513,258	1,656,490	858,857	1,112.29	59.5	32.81
Seattle-Tacoma Consolidated Area	2,147.6	819.98	24,677,800	30,096	26.8	40.6	18.0	14.5	12,355,800	15,068	2,664,760	413,800	1,774,180	591,961	644,639	2,099,430	1,090,880	1,434.47	90.3	46.13
KITSAP B-2	162.3	58.94	1,544,600	26,206	29.5	45.1	15.7	9.7	852,934	14,471	185,909	29,302	124,992	40,402	43,179	144,573	75,612	106.17	3.0	4.17
Bremerton	38.2	14.74	304,259	20,642					192,828	13,082	43,209	7,069	29,775	8,856	8,966	32,472	17,279	20.79	1.6	1.41
Bremerton Metro Area	162.3	58.94	1,544,600	26,206	29.5	45.1	15.7	9.7	852,934	14,471	185,909	29,302	124,992	40,402	43,179	144,573	75,612	106.17	3.0	4.17
KITTITAS C-3	24.5	9.40	201,939	21,483	44.3	38.8	10.8	6.1	123,295	13,116	27,612	4,514	19,018	5,666	5,744	20,765	11,046	16.19	.1	.31
KLICKITAT C-4	17.0	6.24	154,852	24,816	38.9	43.8	14.9	7.5	88,065	14,113	19,326	3,075	13,073	4,141	4,370	14,904	7,827	11.97		.51
LEWIS B-3	59.2	22.04	520,437	23,613	37.7	41.5	13.3	7.4	303,046	13,750	66,975	10,758	45,595	14,138	14,720	51,200	27,009	41.75	.1	.72
LINCOLN E-2	9.5	3.67	116,108	31,637	25.0	40.9	19.2	15.0	55,847	15,217	12,014	1,859	7,980	2,683	2,934	9,495	4,926	7.14		.07
MASON B-3	34.8	13.30	317,320	23,859	34.5	44.9	12.6	8.0	183,795	13,819	40,559	6,502	27,575	8,589	8,968	31,063	16,371	25.57	.1	.48
OKANOGAN D-1	32.0	11.97	245,217	20,486	43.6	41.8	9.8	4.8	155,606	13,000	34,935	5,729	24,113	7,131	7,191	26,192	13,954	22.12		.65
PACIFIC A-3	17.6	7.15	162,052	22,665	42.3	39.3	11.4	7.0	95,260	13,323	21,236	3,451	14,568	4,401	4,504	16,061	8,519	12.94		.18
PEND OREILLE F-1	9.5	3.35	66,007	19,704	44.1	40.9	10.5	4.5	43,674	13,037	9,793	1,603	6,752	2,004	2,026	7,354	3,915	6.35		.11
PIERCE C-1	503.3	182.45	4,785,850	26,231	40.9	40.6	12.0	6.5	2,614,750	14,331	571,390	90,383	385,064	123,512	131,381	442,938	232,026	322.23	30.9	13.36
Tacoma	154.2	62.10	1,380,850	26,231					834,912	13,445	185,661	30,070	127,086	38,681	39,784	140,854	74,591	92.66	14.0	3.75
Tacoma Metro Area	503.3	182.45	4,785,850	26,231	32.2	42.4	15.4	10.0	2,614,750	14,331	571,390	90,383	385,064	123,512	131,381	442,938	232,026	322.23	30.9	13.36
SAN JUAN B-1	9.3	4.01	109,721	27,362	32.6	43.3	12.6	11.5	56,895	14,188	12,467	1,980	8,423	2,679	2,836	9,632	5,054	7.24		.06
SKAGIT C-1	67.5	26.00	707,221	27,201	32.1	41.9	15.3	10.7	374,390	14,399	81,705	12,901	54,997	17,709	18,883	63,439	33,205	49.27	.1	2.11
SKAMANIA C-4	8.7	3.11	87,774	28,223	26.8	46.0	16.4	10.8	46,133	14,834	9,991	1,561	6,678	2,200	2,379	7,831	4,080	6.36		.09
SNOHOMISH C-2	354.6	127.93	3,582,520	28,004	39.4	42.1	11.5	7.0	1,908,630	14,919	412,692	64,320	275,424	91,192	98,864	324,113	168,677	251.07	2.3	5.71
Everett	52.4	21.62	487,229	22,536					291,543	13,485	64,773	10,478	44,303	13,521	13,931	49,195	26,038	34.43	.6	.89
Seattle Metro Area	1,644.3	637.53	19,891,900	31,202	25.3	40.1	18.7	15.8	9,741,040	15,279	2,093,370	323,417	1,389,110	468,450	513,258	1,656,490	858,857	1,112.29	59.5	32.81
SPOKANE F-2	358.4	135.99	3,373,650	24,808	42.3	41.0	10.7	6.1	1,899,830	13,970	418,023	66,749	283,463	89,067	93,528	321,314	169,035	2		

WASHINGTON

WASHINGTON

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

Washington Ag Radio Group

Comprised of Non-Interconnected Stations
 KOZI/KOZI-FM—Chelan KWNC—Quincy
 KCLK—Clarkston KZZK (FM)—Richland
 KCVL—Colville KREW—Sunnyside
 KXLE—Ellensburg KEXI (FM)—Walla Walla
 KRSC—Othello KUJ—Walla Walla
 KOMW—Omak KWWW—Wenatchee
 KORD—Pasco

Media Code 4 249 0048 8.00 Mid 032643-000
 Box 1004, New Canaan, CT 06840. Phone 203-966-1746.
 Midwest.
 Box 4446, Cedar Rapids, IA 52407. Phone 319-895-6723.
 Western.
 1510 Winding Eay, Belmont, CA 94002. Phone 415-593-1249.

PROGRAMMING DESCRIPTION

WASHINGTON AG RADIO GROUP: local, reg'l, nat'l & internat'l agri-business news; hrlly frost reports in season; agri-weather; commodity reports; consumer news. Contact Representative for further details. Rec'd 12/29/83.

1. **PERSONNEL**
 President—Jack Farmakis.
 Vice Pres. & Media Dir.—Jan Anderson.

2. **REPRESENTATIVES**
 J. L. Farmakis, Inc.

4. **AGENCY COMMISSION**
 15%.

TIME RATES
 Eff—Rec'd 10/84.

6. **SPOT ANNOUNCEMENTS**
 Flat 167
 (D)

Aberdeen-Hoquiam

Grays Harbor County—Map Location A-3
 See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAYO

1949
 ABERDEEN

KAYO-FM

(formerly KJMD (FM))

1981
 ABERDEEN



Media Code 4 249 0095 9.00 Mid 014916-000
 KAYO Broadcasting Co.
 Box 188, 701 E. Heron St., Aberdeen, WA 98520. Phone 206-532-1450.

PROGRAMMING DESCRIPTION

KAYO, KAYO-FM: MUSIC: 100% country. NEWS: 5-min at :60; ABC Network news & Paul Harvey news & comment; drive time local news; mobile unit. sports: major league baseball & college football as well as local sports. Contact Representative for further details. Rec'd 8/28/84.

1. **PERSONNEL**
 General Manager—Jim Servino.
 Sales Manager—Bob Johnston.
 Program Director—Roy James Teeters.

2. **REPRESENTATIVES**
 Torbet Radio, Inc.
 WA, OR—Art Moore, Inc.
 CO, UT—John L. McGuire, Inc.

3. **FACILITIES**
 1,000 w.; 1450 khz.
 Operating schedule: 5 am-midnight. PST.
 FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mhz. Stereo.
 Operating schedule: Same as AM. PST.
 Antenna ht.: 25 ft. above average terrain.
 Simulcast 5 am-midnight.

4. **AGENCY COMMISSION**
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 22a, 24b, 24c, 25a, 27, 28b, 28c.
 Contracts: 40a, 45, 46, 50, 51a.
 Comb.; Cont. Discounts: 60h, 61a.
 Cancellation: 70b, 70d, 71a, 72, 73a.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Information Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 10/1/84—Rec'd 10/29/84.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
 AA—Mon thru Sat 10 am-3 pm.
 A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A
12 ti	14	12	10
18 ti	13	11	9
24 ti	12	10	8
30 ti	11	9	7

KDUX (FM)

1964
 ABERDEEN

Media Code 4 249 0190 8.00 Mid 014917-000
 Pioneer Broadcasting Co., Inc.
 Box 47, 1308 Coolidge St., Aberdeen, WA 98520. Phone 206-533-1322.

2. **REPRESENTATIVES**
 McGavren Guild Radio.
 Rates have been temporarily withdrawn by station.

KGHO

1961
 HOQUIAM

KGHO-FM

1961
 HOQUIAM

Media Code 4 249 0285 6.00 Mid 014918-000
 Grays Harbor Broadcasting Co.
 3102 Bay Ave., Hoquiam, WA 98550. Phone 206-532-1200.

2. **REPRESENTATIVES**
 Jack Masla & Co., Inc.
 Seattle, Portland—Blair Radio.
 1 min rate 1x: 12.00.

KXRO

1927
 ABERDEEN

Media Code 4 249 0380 5.00 Mid 014919-000
 Pioneer Broadcasting Co., Inc.
 1308 Coolidge St., Box 47, Aberdeen, WA 98520. Phone 206-533-1320.

2. **REPRESENTATIVES**
 McGavren Guild Radio.
 Specified time; extra 20%.

Anacortes

Skagit County—Map Location B-1
 See SRDS Consumer market map and data at beginning of the state.

KAGT

1964
 ANACORTES

See SRDS Spot Radio Small Markets Edition.

Auburn

King County—Map Location C-2
 See SRDS Consumer market map and data at beginning of the state.

KASY

1958
 AUBURN

Media Code 4 249 0570 1.00 Mid 014921-000
 Auburn Broadcasters, Inc.
 1408 W. Main, Box 459, Auburn, WA 98002. Phone 206-833-5220.
 1 min rate 1x: 24.00.

Bellevue

King County—Map Location C-2
 See SRDS Consumer market map and data at beginning of the state.

See Seattle
 (including Bellevue, Burien, Edmonds, Everett, Kirkland, Mountlake Terrace)

Bellingham

Whatcom County—Map Location C-1
 See SRDS Consumer market map and data at beginning of the state.

KBFW

1968
 BELLINGHAM-FERNDALE

A Sterling Recreation Organization Station



Media Code 4 249 0760 8.00 Mid 014922-000
 KBFW
 3801 Byron Ave., Box D, Bellingham, WA 98226. Phone 206-734-8555.

PROGRAMMING DESCRIPTION

KBFW: Programmed for adults 25-54. MUSIC: country. NEWS: 2 man dept; 5 min at :60. FARM: 6:15 am & 12:15 pm, 5 min. SPORTS: capsulized reports ea hr. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL**
 General Manager—Steve Smith.
 Program Manager—Brian Roc.
- REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.
 WA, OR—The Tacher Company, Inc.
- FACILITIES**
 1,000 w.; 930 khz. Non-directional.
 Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10g, 11g.
 Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
 Contracts: 40a, 45, 46, 48.
 Comb.; Cont. Discounts: 60i, 60k, 62d.
 Cancellation: 70c, 71a, 73b.
 Prod. Services: 81, 82.
 Affiliated with NBC Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff 10/13/84—Rec'd 10/23/84.

AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm & 7 pm-local sunset; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	10 ti	20 ti	30 ti	40 ti
PER YR:	100x	250x	500x	750x
1 min	18	17	16	15
30 sec	15	14	13	12

1 min	CLASS A			
	16	15	14	13
30 sec	13	12	11	10

7. PACKAGE PLANS

WK:	TAP—1/2 AA, 1/2 A			
	10 ti	20 ti	30 ti	40 ti
YR:	100x	250x	500x	750x
1 min	17	16	15	14
30 sec	14	13	12	11
10 sec: 60% of 1-min.				9

KGMI

1927
 BELLINGHAM

Roslin Radio



Media Code 4 249 0950 5.00 Mid 014923-000
 KGMI, Inc.
 2219 Yew St. Rd., Bellingham, WA 98225. Phone 206-734-9790.

PROGRAMMING DESCRIPTION

KGMI: Programmed for family listening. MUSIC: modern MOR. NEWS: "Impact" live talk show 10-11 am M-F; emphasis on features, classified ads, TALK, interviews, etc.; local news expanded news coverage 6:30-9 am. RELIGION: Sun am. SPORTS: play-by-play local high schools, college & U sports. FEATURES: editorials daily, emphasis on local programming & community service. Contact Representative for further details. Rec'd 2/25/83.

- PERSONNEL**
 General Manager—William F. Day.
 Program Director—John Munroe.
- REPRESENTATIVES**
 Roslin Radio Sales.
 WA, OR—Art Moore, Inc.
 Canada—National Radio Sales.
- FACILITIES**
 5,000 w. days; 1,000 w. nights; 790 khz.
 Directional—night only.
 Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
 15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
 General: 3a, 4a, 5, 6a, 8.
 Rate Protection: 10a, 12a, 14a, 15b.
 Basic Rates: 29a.
 Contracts: 40a, 45, 46.
 Cancellation: 73b.
 FM facilities: KISM (FM).
 Affiliated with RKO Radioshows.
 Affiliated with ABC Information Radio Network.

TIME RATES

Eff—Rec'd 9/24/84.

AAA—Mon thru Sat 6-11 am.

AA—Mon thru Sat 4-6 pm.
 A—Mon thru Sun 11 am-4 pm.
 B—Mon thru Sun 6 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	20 ti	30 ti	40 ti	50 ti	100 ti
AAA	26	24	22	20	18
AA	25	23	21	19	17
A	23	21	19	17	15
B	16	14	12	11	10

30 SEC:	23	21	19	18	16
AAA	23	21	19	18	16
AA	21	19	17	15	14
A	19	17	15	13	12
B	14	12	10	9	8

7. PACKAGE PLANS

PER WK:	TAP—1/3AAA, 1/3AA, 1/3A				
	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	24	22	20	18	16
30 sec	20	18	16	15	14

8. PROGRAM TIME RATES

1 ti	5 min			
	1/4 hr	1/2 hr	1 hr	1 hr
50 ti	27	55	70	85
	24	50	65	75

10. SPECIAL FEATURES

Weathercaps saturation—12 x/day, 30-sec 132.00; 12 x/day, 1-min 120.00.

KISM (FM)

1959
 BELLINGHAM

Roslin Radio



Media Code 4 249 1000 8.00 Mid 014924-000
 KGMI, Inc.
 2219 Yew St. Rd., Bellingham, WA 98226. Phone 206-734-9790.

PROGRAMMING DESCRIPTION

KISM (FM): Target audience 18-35. MUSIC: Contemporary Hit Radio. NEWS: network at :15 most hrs; local blocks from AP & other sources. Contact Representative for further details. Rec'd 12/28/83.

1. **PERSONNEL**
 Sales Manager—Mike Treder.
 Program Director—Bill Simmons.

2. **REPRESENTATIVES**
 Roslin Radio Sales.
 WA, OR—Art Moore, Inc.

3. **FACILITIES**
 ERP 50,000 w.; 92.9 mhz. Stereo.
 Operating schedule: 24 hour daily. PST.
 Antenna ht.: 2,800 ft. above average terrain.

4. **AGENCY COMMISSION**
 15% time only; 10th of following month.

5. **GENERAL ADVERTISING See coded regulations**
 AM facilities: KGMI.
 Affiliated with NBC-The Source.

TIME RATES

Eff 9/1/84—Rec'd 8/23/84.

AAA—Mon thru Fri 6-10 am 7 3-8 pm; Sat 10 am-8 pm.
 AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.
 A—Mon thru Sat 8 pm-midnight; Sun 6 am-midnight.
 B—midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA				
	I	II	III	IV	V
1 min	33	30	27	24	21
30 sec/less	31	28	25	22	19

1 min	CLASS AA				
	31	28	25	22	19
30 sec/less	29	26	23	20	17

1 min 29 26 23 20 17
 30 sec/less 27 24 21 18 15
 Minimum 5-day/wk even rotation. Less than 5-days 1 grid higher.
 Fixed position, 2 grids higher.

7. PACKAGE PLANS

GRID:	TAP 1—1/2AAA, 1/2AA				
	I	II	III	IV	V
1 min	30	27	24	21	18
30 sec/less	28	25	22	19	16

1 min	TAP 2—1/3AAA, 1/3AA, 1/3A				
	27	24	21	18	15
30 sec	25	22	19	16	13

KNTR

(formerly KOQT)

1963
 BELLINGHAM

Media Code 4 249 1023 0.00 Mid 014926-000
 Ferndale Radio Partnership
 Box 308, Ferndale, WA 98248. Phone 206-384-5117,
 734-1550.
 1 min rate 1x: 15.00.

KNWR (FM)

1963
 BELLINGHAM

NRBA

Media Code 4 249 1047 9.00 Mid 014925-000
 Bellingham Buyer, Inc.
 Box 1170, 2340 E. Sunset Dr., Bellingham, WA 98225.
 Phone 206-734-1170.

2. REPRESENTATIVES

Masla Radio.
 Seattle, Portland—S/R Reps, Inc.
 1 min rate 1x: 17.00.

WASHINGTON

Bellingham—cont

KPUG

1947
BELLINGHAM

Media Code 4 249 1140 2.00 Mid 014927-000
KPUG, Inc.
KPUG Bldg., Box 1170, 2340 E. Sunset Dr., Bellingham,
WA 98225. Phone 734-1170.

2. REPRESENTATIVES

Masla Radio.
Seattle, Portland—S/R Reps, Inc.
1 min rate 1x: 14.00.

Blaine

Whatcom County—Map Location C-1
See SRDS Consumer market map and data at beginning of
the state.

KARI

1960
BLAINE

Mid 014928-000
See SRDS Spot Radio Small Markets Edition.

Bremerton

Kitsap County—Map Location B-2
See SRDS Consumer market map and data at beginning of
the state.

KBRO

1947
BREMERTON

Media Code 4 249 1330 9.00 Mid 014929-000
Bingham Broadcasting Co.
Box 1490, Bremerton, WA 98310. Phone 206-479-1490.

PROGRAMMING DESCRIPTION

KBRO: MUSIC: Adult Contemporary. NEWS: local plus
sports. Contact Representative for further details. Rec'd
7/31/84.

1. PERSONNEL

General Manager—Allan B. Hopwood.
Operations Manager—Steve Nicolet.

2. REPRESENTATIVES

Weiss & Powell, Inc.
S/R Reps, Inc.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KHIT (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 9/24/84.

6. SPOT ANNOUNCEMENTS

	1 min	1 min
Morning	39	19
Midday	31	12
Afternoon	35	

KHIT (FM)

1964
BREMERTON



Media Code 4 249 1378 8.00 Mid 014930-000
Bingham Broadcasting Company
1109 First Ave., Seattle, WA 98101. Phone 206-292-8600.

2. REPRESENTATIVES

Weiss & Powell, Inc.
1 min rate 1x: 8.50.

Burien

King County—Map Location C-2
See SRDS Consumer market map and data at beginning of
the state.

See Seattle

(including Bellevue, Burien, Edmonds, Everett,
Kirkland, Mountlake Terrace)

Centralia-Chehalis

Lewis County—Map Location B-3
See SRDS Consumer market map and data at beginning of
the state.

Stations located within the combined city area are
consolidated under multiple city headings. This is not to
imply that all of the stations provide equal coverage of
the entire area or cities involved. It is part of the time
buying function to determine the extent of individual
station coverage, audience delivered.

KELA

1937
CENTRALIA-CHEHALIS



Media Code 4 249 1425 7.00 Mid 014931-000
KELA Corp.
1635 S. Gold St., Centralia, WA 98531. Phone 206-736-
3321.
Other Office: Box 827, Chehalis, WA 98532. Phone
206-748-3321.

PROGRAMMING DESCRIPTION

KELA: MUSIC: Popular. NEWS: AP, sports, farm. Con-
tact Representative for further details. Rec'd 10/31/79.

1. PERSONNEL

General Manager—J. Ted Chytil.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
OR, WA—S/R Reps, Inc.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1470 khz. Non-directional.
Operating schedule: 5 am-11 pm. PST.

Partial simulcast operation. Simulcast news only. For
non-simulcast facilities see KMNT.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KMNT (FM).

TIME RATES

Eff 5/1/82—Rec'd 3/29/82.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 7 am-6 pm.
ROS—Mon thru Sat all other times; Sun 6-11 pm.

6. SPOT ANNOUNCEMENTS

	42 ti	36 ti	30 ti	24 ti	18 ti	1 ti
WK:	1000x	600x	300x	150x	75x	50x
YR:	11.05	11.45	12.00	12.45	12.95	14.00
1 min	8.10	8.60	9.20	9.55	10.05	10.55
30 sec	10.15	10.50	11.05	11.45	12.00	13.05
1 min	7.20	7.70	8.20	8.65	9.10	9.90
30 sec	9.20	9.55	10.05	10.45	11.05	12.05
1 min	6.30	6.80	7.20	7.70	8.10	9.20
10 sec: 60% of 1-min.						

10. SPECIAL FEATURES

NEWS: 260x 104x 52x 26x 1x
1 min

14.80 15.65 16.45 17.35 19.20

SIMULCAST NEWS:

1 min

20.65 22.45 24.15 25.90 27.85 (SMD)

KITI

1954
CENTRALIA-CHEHALIS

Mid 014933-000
See SRDS Spot Radio Small Markets Edition.

KMNT (FM)

1965
CENTRALIA-CHEHALIS



Media Code 4 249 1567 6.00 Mid 014932-000
KELA Corp.
1635 S. Gold St., Centralia, WA 98531. Phone 206-736-
3321.
Other Office: Box 827, Chehalis, WA 98532. Phone
206-748-3321.

PROGRAMMING DESCRIPTION

KMNT (FM): MUSIC: G & W. NEWS: at 6:00; sports. Con-
tact Representative for further details. Rec'd 1/24/83.

1. PERSONNEL

General Manager—J. Ted Chytil.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
Oregon, Washington—S/R Reps, Inc.

3. FACILITIES

ERP 28,500 w.; 102.9 mhz.
Operating schedule: 5 am-11 pm. PST.

Antenna ht.: 300 ft. above average terrain.

Partial simulcast operation. Operated separately
except for news. For simulcast facilities see KELA.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

AM facilities: KELA.

TIME RATES

Eff 5/1/82—Rec'd 3/29/82.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 7 am-6 pm.
ROS—Mon thru Sat all other times; Sun 6-11 pm.

6. SPOT ANNOUNCEMENTS

	42 ti	36 ti	30 ti	24 ti	18 ti	1 ti
WK:	1000x	600x	300x	150x	75x	50x
YR:	6.80	7.35	7.80	8.55	10.20	11.25
1 min	5.10	5.65	6.30	6.80	7.35	8.55
30 sec						

WK:	42 ti	36 ti	30 ti	24 ti	18 ti	1 ti
YR:	1000x	600x	300x	150x	75x	50x
1 min	6.55	7.10	7.60	8.20	9.95	10.75
30 sec	4.85	5.40	6.00	6.55	7.10	8.20
1 min	6.30	6.80	7.35	7.80	9.70	10.20
30 sec	4.55	5.10	5.65	6.30	6.80	7.80
10 sec: 60% of 1-min.						

10. SPECIAL FEATURES

NEWS: 260x 104x 52x 26x 1x
1 min

10.35 11.35 12.25 13.20 14.10

SIMULCAST NEWS:

1 min

20.65 22.45 24.15 25.90 27.85 (SMD)

Chelan

Chelan County—Map Location D-2
See SRDS Consumer market map and data at beginning of
the state.

KOZI

1957
CHELAN

KOZI-FM

1981
CHELAN

Mid 014934-000
See SRDS Spot Radio Small Markets Edition.

Clarkston

Asotin County—Map Location F-4
See SRDS Consumer market map and data at beginning of
the state.

See Lewiston, ID

(including Clarkston, WA)

Colfax

Whitman County—Map Location F-3
See SRDS Consumer market map and data at beginning of
the state.

KCLX

1950
COLFAX

Mid 014935-000
See SRDS Spot Radio Small Markets Edition.

Colville

Stevens County—Map Location E-1
See SRDS Consumer market map and data at beginning of
the state.

KCRK (FM)

1981
COLVILLE

Mid 017814-000
See SRDS Spot Radio Small Markets Edition.

KCVL

1955
COLVILLE

Mid 014936-000
See SRDS Spot Radio Small Markets Edition.

Deer Park

Spokane County—Map Location F-2
See SRDS Consumer market map and data at beginning of
the state.

KNOI (FM)

DEERPARK

Mid 034241-000
See SRDS Spot Radio Small Markets Edition.

Edmonds

Snohomish County—Map Location C-2
See SRDS Consumer market map and data at beginning of
the state.

See Seattle

(Including Bellevue, Burien, Edmonds, Everett,
Kirkland, Mountlake Terrace)

Ellensburg

Kittitas County—Map Location C-3
See SRDS Consumer market map and data at beginning of
the state.

KQBE (FM)

1983
ELLENSBURG

Mid 035514-000
Listing will be published in the April 1985 issue of Spot
Radio Small Markets Edition.

KXLE

1946
ELLENSBURG

Mid 014937-000
See SRDS Spot Radio Small Markets Edition.

KXLE-FM

1972
ELLENSBURG

Mid 028196-000
See SRDS Spot Radio Small Markets Edition.

Enumclaw

King County—Map Location C-2
See SRDS Consumer market map and data at beginning of
the state.

KENU

1982
ENUMCLAW

Mid 030243-000
See SRDS Spot Radio Small Markets Edition.

Ephrata

Grant County—Map Location D-2
See SRDS Consumer market map and data at beginning of
the state.

KULE

1950
EHRATA

Mid 014938-000
See SRDS Spot Radio Small Markets Edition.

Everett

Snohomish County—Map Location C-2
See SRDS Consumer market map and data at beginning of
the state.

See Seattle

(including Bellevue, Burien, Edmonds, Everett,
Kirkland, Mountlake Terrace)

Ferndale

Whatcom County—Map Location C-1
See SRDS Consumer market map and data at beginning of
the state.

KBFW

1968
BELLINGHAM-FERDALE

Mid 014922-000
Licensed as a Bellingham-Ferndale, WA station. See
listing under Bellingham, WA.

Forks

Clallam County—Map Location A-2
See SRDS Consumer market map and data at beginning of
the state.

KVAC

1967
FORKS

Mid 014939-000
See SRDS Spot Radio Small Markets Edition.

Grand Coulee

Grant County—Map Location D-3
See SRDS Consumer market map and data at beginning of
the state.

KEYG

1979
GRAND COULEE

Mid 014940-000
See SRDS Spot Radio Small Markets Edition.

Hoquiam

Grays Harbor County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

See Aberdeen-Hoquiam

Kelso

Cowlitz County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

See Longview (including Kelso)

Kennewick

Benton County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

See Richland-Pasco- Kennewick

Kirkland

King County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Seattle (including Bellevue, Burien, Edmonds, Everett, Kirkland, Mountlake Terrace)

Lacey

Thurston County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

See Olympia (including Lacey)

Lakewood

Pierce County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Tacoma (including Lakewood)

Longview

(including Kelso)
Cowlitz County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBAM
1955
LONGVIEW



Media Code 4 249 2565 9.00
ARMAK Broadcasters, Inc.
Box 96, 1323 14th Ave., Longview, WA 98632. Phone 206-423-1210, 1378.

2. REPRESENTATIVES
Market 4 Radio.
Portland, Seattle—S/R Reps, Inc.
1 min rate 1x: 12.50.

KEDO
1938
LONGVIEW

A Sterling Recreation Organization Station



Media Code 4 249 2660 8.00
KEDO/KLYK
Box 779, 1114 Washington Way, Longview, WA 98632.
Phone 206-425-1500.

PROGRAMMING DESCRIPTION
KEDO: MUSIC MOR with contemporary mix of '60s & '70s, albums & singles. NEWS: at :60 with 1-min local update following network. SPORTS: major league baseball, pro basketball, local high school football & basketball. Contact Representative for further details. Rec'd 3/30/81.

1. PERSONNEL
Gen'l & Sales Mgr.—Ed Hawkins.
Program Director—Mark Pope.
Operations Director—Terry Garysland.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Northwest—The Tacher Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 khz.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 22a, 28b, 28c, 30, 33b.
Contracts: 40a, 42c, 44a, 47a, 49, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: KLYK (FM).
Affiliated with ABC Information Radio Network.

TIME RATES
KEDO/KLYK (FM) COMBINATION
Eff—Rec'd 1/3/84.

AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA
PER WK: 12 ti 18 ti 24 ti PER WK: 12 ti 18 ti 24 ti
1 min 18 17 16 30 sec 16 15 14
10 sec: 60% of applicable 1-min.
Specified extra 20%.

7. PACKAGE PLANS

A/TAP 1/4 EACH DAY PART 6 AM-MIDNIGHT
PER WK: 12 ti 18 ti 24 ti 30 ti
1 min 15 14 13 12
30 sec 13 12 11 10
10 sec: 60% of applicable 1-min.
Specified, extra 20%.

KEDO only: 95% of KEDO/KLYK (FM) combination.

KLOG

1949
KELSO



Media Code 4 249 2755 6.00
Washington Interstate Broadcasters
506 Cowlitz Way, Box 90, Kelso, WA 98626. Phone 206-636-0110.

PROGRAMMING DESCRIPTION
KLOG: MUSIC: Adult Contemporary. NEWS: network at :60 with local updates at :59; expanded news 6, 7 & 8 am. SPORTS: emphasis on sports; live high school & UW football, Seattle Seahawk football, Portland Trailblazer basketball. COMMERCIAL POLICY: max 14 min per hr. Contact Representative for further details. Rec'd 10/27/83.

1. PERSONNEL
General Manager—Steve Hanson.
Sales Manager—Rick Roberts.
Program Director—John Mitchell.

2. REPRESENTATIVES
Art Moore, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 24b, 26, 28b, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 61b, 62b, 62e.
Cancellation: 70a, 70c, 73a.
Affiliated with KBS.
Affiliated with NBC Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/83—Rec'd 10/27/83.

AAA—6-10 am & 3-7 pm.
B—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
PER YR: 100x 250x 500x 750x 1000x
1 min 18 17 16 15 14
30 sec 15 14 13 12 11
CLASS B
1 min 17 16 15 14 13
30 sec 14 13 12 11 10

7. PACKAGE PLANS

AA TAP 1—2/3AAA, 1/3B
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
PER YR: 100x 250x 500x 750x 1000x
1 min 16 15 14 13 12
30 sec 13 12 11 10 9
A TAP 2—2/3 6 AM-7 PM, 1/3 7 PM-MIDNIGHT
1 min 14 13 12 11 10
30 sec 11 10 9 8 7

KLYK (FM)

1970
LONGVIEW

A Sterling Recreation Organization Station

Media Code 4 249 2802 6.00
KEDO/KLYK
Box 779, 1114 Washington Way, Longview, WA 98632.
Phone 206-425-1500.

PROGRAMMING DESCRIPTION

KLYK (FM): MUSIC: adult contemporary. NEWS: local & reg'l 6:50, 7:50, 8:50, 11:50 am, 4:50, 5:50, 6:50 pm. COMMERCIAL POLICY: music in quarter hour sweeps, maximum 8 min per hr. Contact Representative for further details. Rec'd 3/30/81.

1. PERSONNEL
General Manager—Ed Hawkins.
Program Director—Marc C. Pope.
Operations Director—Terry Gangsland.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Northwest—The Tacher Company, Inc.

3. FACILITIES
ERP 3,000 w.; 105.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 22a, 28b, 28c, 30, 33b.
Contracts: 40a, 42c, 44a, 47a, 49, 51c.
Comb.: Cont. Discounts: 60b, 60c, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
AM facilities: KEDO.
Sold in combination with KEDO. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
95% of KEDO/KLYK (FM) combination.

Lynden

Whatcom County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KLYN (FM)

1960
LYNDEN

Mid 014945-000

See SRDS Spot Radio Small Markets Edition.

Moses Lake

Grant County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KBSN

1984
MOSES LAKE



Media Code 4 249 2945 3.00
KBSN Inc.
2241 W. Main St., Drawer B, Moses Lake, WA 98837.
Phone 509-765-3441.

PROGRAMMING DESCRIPTION

KBSN: MUSIC: Adult Contemporary, Night Time America Bob Dearborn, Solid Gold Saturday Night Dick Bartley. NEWS: network at :60 emphasis on local; UPI wire. FARM: 5:30-6:30 am & in noon news, incl grain, live stock, fruit & vegetable market reports. SPORTS: Seattle Seahawks, state U. football, high school football & Basketball. FEATURES: Paul Harvey, Peter Jennings, John Madden, Roger Ebert, Gil Gross & Howard Cosell. Contact Representative for further details. Rec'd 6/15/84.

1. PERSONNEL
General Manager—Mark Benecke.
Sales Manager—Barry Moos.
Program Director—Tod Ryan.

2. REPRESENTATIVES
Savalli & Schutz, Inc.
Blair/Northwest Radio Representatives.
Farm: J. L. Farmakis, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1470 khz. Directional.
Operating schedule 5 am-midnight. PST.
Partial simulcast operation. Simulcast 5:30-8:30 am, noon-1 pm & 5-6 pm. For non-simulcast facilities see KDRM (FM).

4. AGENCY COMMISSION
15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KDRM (FM).
Affiliated with ABC Information Radio Network.
Member: Washington Ag Radio Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 6/1/84.
AAA—6:30-8:30 am, noon-1 pm & 5-6 pm.
AA—8:30 am-noon, 1-5 pm & 6-7 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA
PER WK: 8 ti 14 ti 20 ti 26 ti
PER MO: 25 ti 35 ti 55 ti 75 ti
PER YR: 250x 500x 750x
30 sec 11 10 9 8
1 min 14 13 12

PER WK: 8 ti 14 ti 20 ti 26 ti
PER MO: 25 ti 35 ti 55 ti 75 ti
PER YR: 250x 500x 750x

CLASS AA

30 sec 8 7 6 5
1 min 11 10 9 8

CLASS A

30 sec 6 5 4
1 min 9 8 7

Specified time, extra 1.00 per spot.

10. SPECIAL FEATURES

Farm news—5:30-6:30 am & 12:30-1 pm, AAA rates apply.

PROGRAM SPONSORSHIP

30 sec 1 min
AAA 13 16 AA 10 13

KBSN/KDRM (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK: 8 ti 14 ti 20 ti 26 ti 32 ti
PER YR: 75x 180x 260x 400x 600x
30 sec 13 12 10 9 8
1 min 19 18 16 15 13

(SMD)

KDRM (FM)

1984
MOSES LAKE



Media Code 4 249 2992 5.00
KBSN Inc.
2241 W. Main, Drawer B, Moses Lake, WA 98837. Phone 509-765-3441.

PROGRAMMING DESCRIPTION

KDRM (FM): Targeted to Adults 35+ plus; MUSIC: Easy Listening. NEWS: network at :60; emphasis on local & information; UPI wire. FARM: 5:30-6:30 am & noon news. FEATURES: personalities incl Paul Harvey, Peter Jennings, John Madden, Roger Ebert, Gil Gross & Howard Cosell. Contact Representative for further details. Rec'd 6/5/84.

1. PERSONNEL
General Manager—Mark Benecke.
Sales Manager—Barry Moos.
Program Director—Tod Ryan.

2. REPRESENTATIVES
Savalli & Schutz, Inc.
Blair/Northwest Radio Representatives.
Farm: J. L. Farmakis, Inc.

3. FACILITIES
ERP 3,000 w. (horiz), 3,000 w. (vert); 99.3 mhz. Stereo.
Operating schedule: 5 am-midnight. PST.
Antenna ht.: 310 ft. above average terrain.

Partial simulcast operation. Operated separately 8:30 am-noon, 1-5 pm & 6 pm-5:30 am. For simulcast facilities see KBSN.

4. AGENCY COMMISSION
15/0; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KBSN.
Affiliated with RKO TWO.
Member: Washington Ag Radio Group.
Sold in combination with KBSN. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/84—Rec'd 6/5/84.

AA—8:30 am-noon, 1-5 pm & 6-7 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA
PER WK: 8 ti 14 ti 20 ti 26 ti
PER MO: 25 ti 35 ti 55 ti 75 ti
PER YR: 250x 500x 750x
30 sec 8 7 6 5
1 min 11 10 9 8
CLASS A
30 sec 6 5 4
1 min 9 8 7

(SMD)

KWIK

1956
MOSES LAKE

Mid 014947-000

See SRDS Spot Radio Small Markets Edition.

KWIK-FM

1968
MOSES LAKE

Mid 032999-000

See SRDS Spot Radio Small Markets Edition.

Mountlake Terrace

Snohomish County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

See Seattle (including Bellevue, Burien, Edmonds, Everett, Kirkland, Mountlake Terrace)

WASHINGTON

Mount Vernon

Skagit County—Map Location C-1
See SRDS Consumer market map and data at beginning of the state.

KAPS

1963
MOUNT VERNON
Mid 014948-000
See SRDS Spot Radio Small Markets Edition.

KBRC

1946
MOUNT VERNON
Mid 014949-000
See SRDS Spot Radio Small Markets Edition.

Olympia

(including Lacey)
Thurston County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KGY

1922
OLYMPIA
Media Code 4 249 3325 7.00
Theresa Olsen
Box 1249, Olympia, WA 98507. Phone 206-943-1240.
Mid 014950-000

2. REPRESENTATIVES

Market 4 Radio
Northwest—Art Moore, Inc.
1 min rate 1x: 26.00.

KQEU

1956
OLYMPIA
Media Code 4 249 3420 6.00
National Communications Inc.
Box 48, Olympia, WA 98507. Phone 206-491-9200.
Mid 014951-000

2. REPRESENTATIVES

Roslin Radio Sales
Seattle, Portland—The Tacher Company.
1 min rate 1x: 22.00.

KTOL

1983
LACEY
Media Code 4 249 3467 7.00
Capitol County Broadcasters, Inc.
4414 Pacific Ave., Box 5277, Lacey, WA 98503. Phone 206-438-1280.
Mid 031941-000

2. REPRESENTATIVES

KTOL: MUSIC: Modern Country, target audience 21-54. Satellite Music Network Country Coast to Coast. NEWS: emphasis on local with full time staff plus state news from state capitol offices. COMMERCIAL POLICY: Max 12 min per hour, 15 min product protection guarantee. Contact Representative for further details. Rec'd 9/19/83.

1. PERSONNEL

Chairman of the Board—John R. DiMeo, Sr.
General Manager—John R. DiMeo, Jr.
General Sales Manager—Mardi Barnes-Wing.

2. REPRESENTATIVES

Savalli & Schutz, Inc.
Washington, Oregon—
Blair/Northwest Radio Representatives.

3. FACILITIES

1,000 w.; 1280 khz. Stereo. Non-directional.
Operating schedule: 5 am-7 pm. PST.

4. AGENCY COMMISSION

15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rates Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 24b, 24c, 25a, 27, 28b, 28c.
Contracts: 40a, 45, 46, 50, 51a.
Comb. Cont. Discounts: 60h, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 9/22/83—Rec'd 9/19/83.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA			
WK:	10 ti	20 ti	30 ti	40 ti
MO:	50 ti	75 ti	100 ti	100 ti
YR:	500x	750x	1000x	1000x
1 min	19	17	15	13
30 sec	15	13	11	9
	CLASS AA			
1 min	17	15	13	11
30 sec	13	11	9	7
	CLASS A			
1 min	15	13	11	9
30 sec	11	9	8	6

7. PACKAGE PLANS

	DAYTIME AUDIENCE 2/3AAA, 1/3AA			
WK:	10 ti	20 ti	30 ti	40 ti
MO:	50 ti	75 ti	100 ti	100 ti
YR:	500x	750x	1000x	1000x
1 min	18	16	14	12
30 sec	14	12	10	8
	TAP 1/3AAA, 1/3AA, 1/3A			
1 min	16	14	12	10
30 sec	12	10	8	6

Specified time/fix position, extra 20%.

Omak

Okanogan County—Map Location D-1
See SRDS Consumer market map and data at beginning of the state.

KOMW

1947
OMAK
Mid 014952-000
See SRDS Spot Radio Small Markets Edition.

KOMW-FM

1978
OMAK


Media Code 4 249 3516 1.00
Mid 014953-000
KOMW, Inc.
Box 151, Omak, WA 98841. Phone 509-826-0100.

PROGRAMMING DESCRIPTION
KOMW-FM: MUSIC: Modern Country w/Standards & Current Hits 5:40 am-12M; AIR PERSONALITIES handle all segments. NEWS: network, 5-min at :30; weather at :30; 20-min local 3x/day & 1 hr. noon-1 pm M-Sat; local news dept, mobile units; ABC audio & AP wire; editorials. FARM: 5 min at 8:20 am & 1:05 pm; live stock report 1 pm M-Sat. SPORTS: play-by-play U football & basketball, high school & pro football, high school basketball; emphasis on sports & local information. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL

Pres. & Sta. Mgr.—Mike Nichols.
Sales Manager—Charles F. King.

2. REPRESENTATIVES

Masla Radio.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake City—Bob Hix Co., Inc.
J. L. Farmakis, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mhz. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 840 ft. below average terrain.

4. AGENCY COMMISSION

15% time only; payable 10th of month.
TIME RATES
Eff 10/1/83—Rec'd 11/29/83.

6. SPOT ANNOUNCEMENTS

	50 ti	40 ti	30 ti	20 ti	10 ti
PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
PER YR:	750x	500x	312x	150x	52x
1 min	8.50	9.00	9.50	10.00	10.50
30 sec	7.00	7.50	8.00	8.50	9.00

May be combined with AM for frequency discount. (SMD)

Opportunity

Spokane County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

See Spokane
(including Opportunity)

Othello

Adams County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

KRSC

1958
OTHELLO
Mid 014954-000
See SRDS Spot Radio Small Markets Edition.

Pasco

Franklin County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

See Richland-Pasco-Kennewick

Port Angeles

Clallam County—Map Location A-2
See SRDS Consumer market map and data at beginning of the state.

KAPY

1961
PORT ANGELES
Mid 014955-000
See SRDS Spot Radio Small Markets Edition.

KONP

1945
PORT ANGELES
Mid 014956-000
See SRDS Spot Radio Small Markets Edition.

Prosser

Benton County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KACA (FM)

1962
PROSSER
Mid 014957-000
See SRDS Spot Radio Small Markets Edition.

KARY

1956
PROSSER
Mid 014958-000
See SRDS Spot Radio Small Markets Edition.

Pullman

Whitman County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KMOK (FM)

1983
LEWISTON, ID
Mid 030335-000
See listing under city of license.

KQQQ

1938
PULLMAN
Mid 014959-000
See SRDS Spot Radio Small Markets Edition.

KQQQ-FM

1967
PULLMAN
Mid 033195-000
See SRDS Spot Radio Small Markets Edition.

Puyallup

Pierce County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

KJUN

1951
PUYALLUP
Mid 014960-000
See SRDS Spot Radio Small Markets Edition.

Quincy

Grant County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.

KWNC

1957
QUINCY
Mid 014961-000
See SRDS Spot Radio Small Markets Edition.

Raymond

Pacific County—Map Location A-3
See SRDS Consumer market map and data at beginning of the state.

KAPA

1950
RAYMOND
Mid 014962-000
See SRDS Spot Radio Small Markets Edition.

KSWW (FM)

1984
RAYMOND
Mid 035017-000
Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Richland-Pasco-Kennewick

Richland, Kennewick, Benton County—Map Location D-4
Pasco, Franklin County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KALE

1950
RICHLAND

HILLIER, NEWMARK, WECHSLER & HOWARD

NRBA

A Sterling Recreation Organization Station
Media Code 4 249 4465 0.00
Mid 014963-000

KALE
Box K, 310 W. Kennewick Ave., Kennewick, WA 99336.
Phone 509-588-2151.
Mailing Address: Box K, Tri Cities, WA 99302.

PROGRAMMING DESCRIPTION
KALE: Programmed to 18-49, emphasis 25-49. MUSIC: adult contemporary with blend top oldies of last 15 yrs. NEWS: locally produced with nat'l & world wide feeds, network news & information. SPORTS: hydroplane races, univ football, special network sporting events & regular daily sportscasts. Spanish programming Sun 6:30-9 am. Contact Representative for further details. Rec'd 10/4/83.

1. PERSONNEL

General Manager—Ozzie Knudson.
General Sales Manager—Herb Brindamour.
Operations Manager—Bob Taylor.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.
Seattle, Portland—The Tacher Company, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 960 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KIOK (FM).
Affiliated with NRBA Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KHWK (FM)

1977
RICHLAND


NRBA

Media Code 4 249 4498 1.00
Lode Star Communications
11 S. Benton, Box 6127, Kennewick, WA 99336. Phone 509-582-3023.
Mid 014969-000

PROGRAMMING DESCRIPTION

KHWK (FM): MUSIC: Contemporary Country in 1/4 hr segments. 6 AIR PERSONALITIES. NEWS: network & information thru day. COMMERCIAL POLICY: max load of 8 units per hr. Contact Representative for further details. Rec'd 5/6/82.

- 1. PERSONNEL**
General Manager—Gary McCollum.
Operations Manager—Geoffrey L. Harvey.
General Sales Manager—Kathryn Balcom.
- 2. REPRESENTATIVES**
Blair Radio.
Blair/Northwest Radio Representatives.
- 3. FACILITIES**
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 106 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 160 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i.
Cancellation: 70c, 71a.
AM facilities: KOTY.
Affiliated with Eastman Radio Network.
Sold in combination with KOTY. See that listing.

TIME RATES

No. 13 Eff 10/1/84—Rec'd 10/19/84.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

GRID:	— 1 min —	10/30 sec
	AAA AA A	AAA AA A
I	20 16 14	17 13 12
II	18 14 12	15 11 10
III	16 12 10	13 9 8
IV	14 10 8	11 7 6
V	12 8 7	9 6 5

10. SPECIAL FEATURES

All Night Show—Flat 4.00.

KIOK (FM)

1978
RICHLAND



HILLIER, NEWMARK, WECHSLER & HOWARD



Media Code 4 249 4532 7.00 Mid 014964-000
KIOK FM, Inc.
310 W. Kennewick Ave., Kennewick, WA 99336. Phone 509-586-2151.

Mailing Address: Box K, Tri-Cities, WA 99302.
PROGRAMMING DESCRIPTION
KIOK (FM): Programmed for demographic 12-34. MUSIC: contemporary top 40. NEWS: locally produced news during drivetimes. Contact Representative for further details. Rec'd 10/4/83.

- 1. PERSONNEL**
General Manager—Ozzie Knudson.
General Sales Manager—Herb Brindamour.
Operations Manager—Bob Taylor.
- 2. REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle, Portland—The Tacher Company, Inc.
- 3. FACILITIES**
ERP 100,000 w.; 94.9 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,250 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: KALE.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KONA

1949
KENNEWICK-PASCO-RICHLAND



Media Code 4 249 4600 2.00 Mid 014965-000
Tri-Cities Communications, Inc.
Box 2623, Tri-Cities, WA 99302. Phone 509-547-1618.
Studio: 2823 W. Lewis, Pasco, WA

PROGRAMMING DESCRIPTION
KONA: Programmed for adults and young adults. NEWS 20%; 6 mobile units; 2 newsmen; 7 am & 5 pm. 65 min news blocks; 1/2 hr at noon. FARM: 3 hrs wky. SPORTS: live college, high school, football & basketball. 7 air personalities feature MOR music. Contact Representative for further details. Rec'd 4/27/83.

- 1. PERSONNEL**
Manager—Dean W. Mitchell.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
Northwest—Art Moore, Inc.
- 3. FACILITIES**
5,000 w.; 610 khz. Directional.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 61c, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

AM/FM COMBINATION
Eff 1/1/84—Rec'd 11/22/82.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x
1 min	24.00	23.00	22.00	21.25	20.50
30 sec	20.00	19.25	18.00	17.25	16.50
1 min	21.25	20.00	19.00	18.25	17.50
30 sec	17.75	16.75	15.75	14.75	13.50
1 min	20.00	19.00	18.00	17.25	16.50
30 sec	16.50	15.50	14.50	13.75	12.50

AM only: 30 sec deduct 5.50, 1 min deduct 7.00 from AM/FM combination.

KONA-FM

1969
KENNEWICK-PASCO-RICHLAND

Beautiful Music



Media Code 4 249 4601 0.00 Mid 014966-000
Tri-Cities Communications, Inc.
Box 2623, Tri-Cities, WA 99302. Phone 509-547-1618.
Studio: 2823 W. Lewis, Pasco, WA

PROGRAMMING DESCRIPTION
KONA-FM: Programmed for adults. News & features from CBS with local news headlines hourly & 5 min newscasts at 7 am, & 5:30 pm. 6 mobile news units & two newsmen. MUSIC: Beautiful. Contact Representative for further details. Rec'd 3/24/83.

- 1. PERSONNEL**
Manager—Dean W. Mitchell.
- 2. REPRESENTATIVES**
Torbet Radio, Inc.
Northwest—Art Moore, Inc.
- 3. FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,180 ft. above average terrain.
- 4. AGENCY COMMISSION**
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Supernet.
Sold in combination with KONA. See that listing.

TIME RATES

FM only: Deduct from AM/FM combination, 30-sec 5.50; 1-min 7.00.

KORD

1956
PASCO



Media Code 4 249 4655 6.00 Mid 014967-000
4-K Radio
2621 W. A. St., Pasco, WA 99301. Phone 509-547-9791.
Mailing Address: Box 2485, Tri-Cities, WA 99302.

- 2. REPRESENTATIVES**
Seattle, Portland—S/R Repts, Inc.
Radio Time Sales/International.
J. L. Farnakis, Inc.
1 min rate 1x: 11.00.

KOTY

1945
KENNEWICK



BLAIR RADIO



Media Code 4 249 4750 5.00 Mid 014968-000
Lode Star Communications
Box 6127, Kennewick, WA 99336. Phone 509-586-4165.

PROGRAMMING DESCRIPTION
KOTY: MUSIC: Country; latest hits, recurrences & variety of albums. 6 AIR PERSONALITIES. NEWS: local-reg'l at :60, network news at :30; ag reports. SPORTS: local high school sports, pro basketball. FEATURES: community activities, local in-store promotion. Contact Representative for further details. Rec'd 5/6/82.

- 1. PERSONNEL**
General Manager—Gary McCollum.
Operations Manager—Geoffrey L. Harvey.
General Sales Manager—Kathryn Balcom.
- 2. REPRESENTATIVES**
Blair Radio.
Blair/Northwest Radio Representatives.
- 3. FACILITIES**
1,000 w., days; 250 w., nights; 1340 khz.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i.
Cancellation: 70c, 71a.
FM facilities: KHVK (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 13 Eff 10/1/84—Rec'd 10/19/84.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

- 6. SPOT ANNOUNCEMENTS**
- | GRID: | — 1 min — | 10/30 sec |
|-------|-----------|-----------|
| | AAA AA A | AAA AA A |
| I | 20 16 14 | 17 13 12 |
| II | 18 14 12 | 15 11 10 |
| III | 16 12 10 | 13 9 8 |
| IV | 14 10 8 | 11 7 6 |
| V | 12 8 7 | 9 6 5 |

- 10. SPECIAL FEATURES**
All Night Show—Flat 4.00.
- 6. SPOT ANNOUNCEMENTS**
- | GRID: | — 1 min — | 10 sec/30 sec |
|-------|-----------|---------------|
| | AAA AA A | AAA AA A |
| I | 26 22 18 | 22 18 16 |
| II | 24 20 16 | 20 16 14 |
| III | 22 18 14 | 18 14 12 |
| IV | 20 16 12 | 16 12 10 |
| V | 18 14 10 | 14 10 8 |
- 10. SPECIAL FEATURES**
All Night Show—flat 6.00.

KZZK (FM)

1965
RICHLAND



Media Code 4 249 4785 1.00 Mid 014970-000
4-K Radio
2621 W. A. St., Pasco, WA 99301. Phone 509-547-9791.
Mailing Address: Box 2485, Tri-Cities, WA 99302.

- 2. REPRESENTATIVES**
Seattle, Portland—S/R Repts, Inc.
Radio Time Sales/International.
Farm—J.L. Farnakis, Inc.
1 min rate 1x: 11.00.

Seattle

(including Bellevue, Burien, Edmonds, Everett, Kirkland, Mountlake Terrace)
King County—Map Location C-2
Snohomish County—Map Location C-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KBLE

1947
SEATTLE



Media Code 4 249 5035 0.00 Mid 014973-000
KBLE-AM, INC.
114 Lakeside Ave., Seattle, WA 98122. Phone 206-324-2000.

- PROGRAMMING DESCRIPTION**
KBLE: Gospel programs. MUSIC: Christian/MOR. Rec'd 4/30/82.

- 1. PERSONNEL**
President—George A. Wilson.
General Manager—George W. Boucher.
Program Director—Ann Smith.
- 3. FACILITIES**
5,000 w. days; 1050 khz. Non-directional.
337 w. pre-sunrise.
479 w. post-sunset.
Operating schedule: 6 am-6 pm or local sunset. PST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING See coded regulations**
General: 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b.
Contracts: 40a, 44b.
Cancellation: 70e.

TIME RATES

No. 29 Eff 1/1/85—Rec'd 12/27/84.

- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x | 52x | 104x | 260x | 520x |
|---------|----|-----|------|------|------|
| 1 min | 35 | 33 | 31 | 29 | 27 |
| 30 sec | 25 | 23 | 21 | 19 | 17 |
- 7. PACKAGE PLANS**
- | PER WK: | 5 ti | 10 ti | 15 ti | 20 ti | 30 ti |
|---------|------|-------|-------|-------|-------|
| 1 min | 170 | 330 | 480 | 600 | 840 |
| 30 sec | 120 | 220 | 300 | 380 | 540 |
- 8. PROGRAM TIME RATES**
- | PER YR: | 1x | 26x | 52x | 104x | 260x |
|---------|-----|-----|-----|------|------|
| 1 hr | 400 | 375 | 350 | 325 | 275 |
| 1/2 hr | 230 | 210 | 190 | 170 | 150 |
| 1/4 hr | 130 | 120 | 110 | 100 | 80 |
| 5 min | 65 | 60 | 55 | 50 | 40 |

KBRD (FM)

1964
TACOMA



Masla Radio



An Entercom Station

(This is a paid duplicate of the listing under Tacoma, Washington.)

Media Code 4 249 8170 2.00 Mid 015021-000
Entercom, Inc.
2000 Tacoma Mall Office Bldg., Tacoma, WA 98409.
Phone 206-473-0085.

Mailing Address: Box 11335, Tacoma, WA 98411.
PROGRAMMING DESCRIPTION
KBRD (FM): Programmed to adults 25-54. MUSIC: easy listening. NEWS: and features 5%. COMMERCIAL POLICY: 8 spots per hr. Contact Representative for further details. Rec'd 1/3/83.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Harold S. Greenberg.
Sales Manager—John Hendricks.
Operations Manager—Wes Longino.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,675 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 28a, 28c, 29a, 29b, 32a, 32b.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73d.
Prod. Services: 80, 81, 82.
AM facilities: KTAC.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KCIS

1954
EDMONDS



Media Code 4 249 5070 7.00 Mid 014977-000
Crista, Inc.
19303 Fremont N., Seattle, WA 98133. Phone 206-546-7350.

PROGRAMMING DESCRIPTION
KCIS: Christian information, teaching. MUSIC: smooth/traditional Christian. Rec'd 7/27/84.

- 1. PERSONNEL**
General Manager—Robert Powers.
Sales Manager—Anthony Bollen.
Program Director—Joe Michels.
- 3. FACILITIES**
5,000 w. days, 2,500 w. nights; 630 khz. Directional.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0.

WASHINGTON

Seattle—cont

KCIS—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 2b, 3a, 4b, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27,
 28b, 28c, 29a, 30, 33a.
 Contracts: 40c, 41, 44a, 44b, 45, 46, 47e, 49.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
 Cancellation: 70a, 70c, 72, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: KCMS (FM).

TIME RATES

KCIS/KCMS (FM) COMBINATION
 Eff—Rec'd 7/27/84.

6. SPOT ANNOUNCEMENTS

ROS 1 min
 60

KCIS only: Deduct 25% from KCIS/KCMS (FM) combination.

KCMS (FM)

1960
 EDMONDS



Media Code 4 249 5106 9.00 Mid 014972-000
 Crista, Inc.
 19303 Fremont N., Seattle, WA 98133. Phone 206-546-7350.

PROGRAMMING DESCRIPTION

KCMS (FM): Programmed for adults and young adults. MUSIC: Contemporary Christian, NEWS/SPORTS: 3%; hly. COMMERCIAL POLICY: 12 commercial units per hr. Rec'd 12/2/83.

1. PERSONNEL

General Manager—Robert Powers.
 Sales Manager—Anthony Bollen.
 Program Director—Joe Micheals.

3. FACILITIES

ERP 115,000 w. (horiz.), 115,000 (vert.); 105.3 mhz. Stereo.
 Operating schedule: 24 hours daily, PST.
 Antenna ht.: 721 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27,
 28b, 28c, 29a, 30, 33a.
 Contracts: 40c, 41, 44a, 44b, 45, 46, 47e, 49.
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
 Cancellation: 70a, 70c, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: KCIS.
 Sold in combination with KCIS. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

Deduct 25% from KCIS/KCMS (FM) combination.

KEZX (FM)

1958
 SEATTLE



Media Code 4 249 5178 8.00 Mid 014975-000
 Roy H. Park Broadcasting of Washington, Inc.
 3876 Bridge Way North, Seattle, WA 98103. Phone 206-633-5590.

PROGRAMMING DESCRIPTION

KEZX (FM): Programmed for adults with a demographic emphasis of 25-39. MUSIC: Soft Rock & Jazz; network news at :60 with local news & sports; boating/wrath on wknds. FEATURES: wine report on Fri, Sat & Sun; business report 3x/day. COMMERCIAL POLICY: 8 units per hr maximum. Contact Representative for further details. Rec'd 9/24/84.

1. PERSONNEL

President—Roy H. Park.
 Vice-President—Eddie Anderson.
 General Manager—David L. Littrell.

2. REPRESENTATIVES

Hillier, Newmark, Wechsler & Howard.

3. FACILITIES

ERP 100,000 w.; 98.9 mhz. Stereo.
 Operating schedule: 24 hours daily, PST.
 Antenna ht.: 1,070 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 15a, 16.
 Basic Rates: 20a, 21a, 21b, 21c, 22a, 23a, 23b, 24c, 25a, 27, 28b, 28c.
 Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 49, 51c.
 Comb.; Cont. Discounts: 60d, 60f, 60i, 62a, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Entertainment Radio Network.

TIME RATES

Eff—Rec'd 11/22/82.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
6 ti	18 ti	24 ti
100	85	75
100	85	75

KGAA

1977
 KIRKLAND



A Community Pacific Station

Media Code 4 249 5249 7.00 Mid 014976-000
 Community Kirkland Broadcasting Corp.
 Box 682, Kirkland, WA 98033. Phone 206-827-8787.
 1 min rate 1x: 28.00.

KING

1927
 SEATTLE



BLAIR RADIO

All News



Media Code 4 249 5510 2.00 Mid 014978-000
 King Broadcasting Co.
 333 Dexter Ave., N., Seattle, WA 98109. Phone 206-343-3666, TWX: 206-928-0240.

PROGRAMMING DESCRIPTION

KING: News & information. Live interviews during midday. Financial reports at :20 & :50; Wall Street Journal reports 18x/day M-F; Northwest stock reports; health/science reports 3x in drives; commodities reports. Skywin traffic with 2 planes during drives covering conditions from Everett to Tacoma. Informational reports during midday & evening. Moneytalk every weekday 3-4 pm. Contact Representative for further details. Rec'd 12/20/84.

1. PERSONNEL

Vice-Pres./Gen'l Mgr.—Tim Davidson.
 Prog./Oper. Mgr.—Greg Tantum.
 Sales Manager—Diane Simmons.
 Promotion Director—Heather Schoen.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.; 1090 khz. Directional—different pattern day and night.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 27, 29a, 33a.
 Contracts: 40c, 41, 42d, 44b, 45, 46, 49.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with Blair Represented Network.
 Affiliated with NBC Radio Network.
 Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KING-FM

1947
 SEATTLE



BLAIR RADIO

Media Code 4 249 5511 0.00 Mid 014979-000
 King Broadcasting Co.
 333 Dexter Ave., N., Seattle, WA 98109. Phone 206-343-3981.

PROGRAMMING DESCRIPTION

KING-FM: Programmed for adults: 25-54 primary demo. MUSIC: classical, with shorter pieces scheduled during drive, longer works during eve. NEWS: at :30, frequent time, weather & traffic updates; Wall Street Journal Report. FEATURES: Speaking of Wine report. Contact Representative for further details. Rec'd 1/3/83.

1. PERSONNEL

General Manager—Bob Gallucci.
 Sales Manager—Rebecca Smyth.
 Program Director—Dick Bailey.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w (vert.); 98.1 mhz. Stereo.
 Operating schedule: 24 hours daily, PST.
 Antenna ht.: 850 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
 Rate Protection: 10g, 11g, 12g, 13g, 14e, 15b, 16.
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.
 Contracts: 40c, 41, 42d, 44b, 45, 46, 49.
 Comb.; Cont. Discounts: 60b, 60e, 60i, 61c, 62b.
 Cancellation: 70a, 70e, 71a, 72, 73b.
 Prod. Services: 80, 82.
 Affiliated with Blair Represented Network.
 Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KIRO

KIRO Newsradio 71

1927
 SEATTLE



Bonnevillie International Corporation

Represented by **CBS RADIO SPOT SALES**

CBS Radio Network



Media Code 4 249 5605 0.00 Mid 014980-000
 KIRO Newsradio 71
 3rd & Broad, Seattle, WA 98121. Phone 206-624-7077, TWX, 910-444-1350.

PROGRAMMING DESCRIPTION

KIRO: Programmed for adults. Newsblocks 4:30-10 am, noon-1 pm; also newsclocks 5 am-noon Sat & Sun. Personality, information & celebrity interviews 10 am-noon, 1-3 pm M-F & noon-6 pm Sat & Sun. SPORTS: pro football, basketball & baseball. World Series, Indy 500, Bowl games; sportsline with personality 7-9 pm M-F. TALK: NBC—Talk Net 9 pm-4 am, Sat 10:06-5 am, Sun 12M-5 am, Jennifer James 5-9 pm. Contact Representative for further details. Rec'd 11/27/84.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Joseph K. Abel.
 Local Sales Manager—Ron Carter.
 News & Program Manager—Vic Bremer.

2. REPRESENTATIVES

CBS Radio Spot Sales.
 Portland—Art Moore, Inc.

3. FACILITIES

50,000 w.; 710 khz. Directional—night only.
 Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 6a, 7b.
 Rate Protection: 10g, 11g, 12g, 13g, 14g.
 Basic Rates: 20b, 22a, 24b, 25a, 27, 29a.
 Contracts: 40c, 41, 44a, 46, 48, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60d, 60f, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 All sports and special event sponsorships absolutely non-cancellable.
 Prod. Services: 80, 81, 82.
 FM facilities: KSEA (FM).
 Affiliated with CBS and MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KISW (FM)

1950
 SEATTLE



McGAVREN GUILD RADIO



Media Code 4 249 5700 9.00 Mid 014981-000
 Kaye-Smith Radio
 712 Aurora Ave. North, Seattle, WA 98109. Phone 206-285-7625.

PROGRAMMING DESCRIPTION

KISW (FM): MUSIC: personality album rock with lifestyle oriented news in AM/PM drive at :10 & :40. Contact Representative for further details. Rec'd 5/9/80.

1. PERSONNEL

Executive Director—Lester M. Smith.
 General Manager—Steve West.
 Local Sales Manager—John Sandvig.
 National Sales Coordinator—Meg Noren.
 Program Director—Beau Phillips.

2. REPRESENTATIVES

McGavren Guild Radio.

3. FACILITIES

ERP 100,000 w.; 99.9 mhz. Stereo.
 Operating schedule: 24 hours daily, PST.
 Antenna ht.: 1,200 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 29b, 32b, 33a.
 Contracts: 40a, 40c, 41a, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b, 62b.
 Cancellation: 70c, 71a, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with McGavren-Guild Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KIXI

1947
 SEATTLE



Christal Radio



Media Code 4 249 5795 9.00 Mid 014982-000
 KIXI, Inc.
 113 Dexter Ave. N., Seattle, WA 98109. Phone 206-623-5494.

PROGRAMMING DESCRIPTION

KIXI: Programmed for adults 35-plus, featuring the non-rock hits of the 40's, 50's, 60's and 70's. Contact Representative for further details. Rec'd 6/18/80.

1. PERSONNEL

President—Walter N. Nelskog.
 General Manager—Dean L. Smith.
 Station Manager—Jim Hawkins.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w. days, 1,000 w. nights; 880 khz. Directional.
 Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION

15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10e, 11e, 12e.
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 45, 46, 48.
 Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Satellite Music Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 AM/FM COMBINATION
 Eff—Rec'd 3/1/84.

6. SPOT ANNOUNCEMENTS

MON THRU FRI 5:30 AM-8 PM;	SAT & SUN 9 AM-5 PM
GRID:	I II III IV V VI
1 min	105 95 85 80 75 70
MON THRU SUN 8 PM-MIDNIGHT;	SAT & SUN 5:30-9 AM
1 min	50 47 43 40 38 35

30 sec: 85% of 1-min.

KIXI only: Separate rates have been temporarily withdrawn by station.

KIXI-FM

1960
 SEATTLE



Media Code 4 240 5818 9.00 Mid 033665-000
 KIXI, Inc.
 113 Dexter Ave. N., Seattle, WA 98109. Phone 206-623-5494.

2. REPRESENTATIVES

Christal Radio.
 Rates have been temporarily withdrawn by station.

KJET

1956
 SEATTLE



NRBA

Media Code 4 249 5842 9.00 Mid 014998-000
 KJET
 200 West Mercer St., Suite 304, Seattle, WA 98119.
 Phone 206-281-5600.
 Rates have been temporarily withdrawn by station.

KJR

1923
 SEATTLE

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 29b, 32b, 33a.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. D Eff 8/1/83—Rec'd 8/29/83.

AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5-10 am & 3-8 pm.
A—Mon thru Sun 8 pm-midnight; Sun 9 am-8 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	I	II	III	IV	I	II
AAA	145	130	115	100	120	110
AA	110	100	90	80	100	90
A	80	70	60	50	70	60

Less than full rotation, days or hours, plus 1 Grid.
Nighttime bonus, midnight-5 am Mon thru Sun, double spots at 10%.

KKFX



1920 SEATTLE



Media Code 4 249 5937 7.00 Mid 014985-000
North Star Broadcasters, Inc.
907 Pine, Suite 300, Seattle, WA 98101. Phone 206-292-8700.

PROGRAMMING DESCRIPTION

KKFX: Programmed for adults 18-34 primarily, 18-49 secondary. MUSIC: Urban Contemporary Hits. NEWS: AM drive only; UP Audio. FEATURES: Aerobics hour 5-6 am Mon-Fri; ski reports AM & PM drive, Mon-Sun. COMMERCIAL POLICY: Max 12 commercial units per hr. Rec'd 1/22/85

1. PERSONNEL

General Sales Manager—Norman F. (Sparky) Taft.

3. FACILITIES

5,000 w.; 1250 khz. Directional local sunset-midnight. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 21b, 22a, 24a, 24b, 24c, 25b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 60k, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

Eff—Rec'd 1/22/85.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAA	AA	AAA	AA	AAA	AA
I	60	50	48	40	50	40
II	55	45	44	36	45	36

KKMI (FM)

(formerly KYYX (FM))

1972 SEATTLE



Media Code 4 249 5960 9.00 Mid 014996-000
Madison Park Broadcasting
4020 E Madison, Suite 200, Seattle, WA 98112. Phone 206-323-3636.
1 min rate 1x: 55.00.

KLSY

(formerly KJZZ)

1958 BELLEVUE



Media Code 4 249 5984 9.00 Mid 014984-000
Sandusky Newspapers, Inc.
10245 Main St., C9-1540, Bellevue, WA 98009. Phone 206-454-1540.

PROGRAMMING DESCRIPTION

KLSY: Targeted at 25-49. MUSIC: Adult Contemporary. NEWS: incl traffic, sports & weather at :20 & :50 6-9 am & 3-6 pm. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

General Manager—Dana Horner.
Sales Manager—Jane Wallace.
Program Director—Chris Mays.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

5,000 w.; 1540 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 27, 29a.
Contracts: 40a, 41b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS Radioradio.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KLSY-FM

1964 BELLEVUE



Media Code 4 249 6032 6.00 Mid 014997-000
Sandusky Newspapers, Inc.
10245 Main St., C9-1540, Bellevue, WA 98009. Phone 206-454-1540.

PROGRAMMING DESCRIPTION

KLSY-FM: Programmed for adults 25-49 primarily, 18-34 secondary. MUSIC: Adult Contemporary, plus local news & information; local service features. NEWS: local emphasis. Contact Representative for further details. Rec'd 12/21/84.

1. PERSONNEL

General Manager—Dana Horner.
Sales Manager—Jane Wallace.
Program Director—Chris Mays.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w. circular polarized; 92.5 mhz. Stereo. Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above average terrain.

Partial simulcast operation. Operated separately 10 am-3 pm & 3 pm-6 am. For simulcast facilities see AM.

4. AGENCY COMMISSION

15% time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 27, 29a.
Contracts: 40a, 41b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS RADIORADIO.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KMPS

1922 SEATTLE



AFFILIATED BROADCASTING INC

EASTMAN RADIO, INC.



Media Code 4 249 6080 5.00 Mid 014987-000
Affiliated Broadcasting, Inc.
1507 Western Ave., Suite 505, Seattle, WA 98101. Phone 206-622-2312.
Mailing Address: Box 24888, Seattle, WA 98124.

PROGRAMMING DESCRIPTION

KMPS: Programmed for adults. MUSIC: Modern Country. NEWS: at :60 plus supplementary news at :30 in AM drive. FEATURES: emphasis on community involvement w/public affairs projects. SPORTS: at :45. FARM: market reporting & special agricultural feeds 5-6 am. Contact Representative for further details. Rec'd 6/2/77.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James B. McGovern.
General Sales Manager—Kay Spilker.

2. REPRESENTATIVES

Eastman Radio, Inc.
S/R Reprs, Inc.

3. FACILITIES

5,000 w.; 1300 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Eastman Radio Network.
Sold only in combination.

TIME RATES

AM/FM COMBINATION

NATIONAL AND LOCAL RATES SAME

No. 86 Eff 1/15/84—Rec'd 2/9/84.

AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	I	II	III	IV	I	II
AAA	190	170	150	130	175	155
AA	150	160	140	120	165	145
A	110	130	110	100	130	115
B	110	90	70	50	95	75

KMPS-FM

1961 SEATTLE

NRBA

Media Code 4 249 6127 4.00 Mid 033704-000
Affiliated Broadcasting, Inc.
1507 Western Ave., Suite 505, Seattle, WA 98101. Phone 206-622-2312.
Mailing Address: Box 24888, Seattle, WA 98124.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James B. McGovern.
General Sales Manager—Kay Spilker.

2. REPRESENTATIVES

Eastman Radio, Inc.
S/R Reprs, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,165 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Sold only in combination with KMPS. See that listing.

KNBQ (FM)

1948 TACOMA

(This is a paid duplicate of the listing under Tacoma, Washington.)

Media Code 4 249 8407 8.00 Mid 015024-000
Tribune Publishing Co.
948 S. Grant St., Box 5200, Tacoma, WA 98405. Phone 206-383-9700.

PROGRAMMING DESCRIPTION

KNBQ (FM): Programmed for ages 12-34. MUSIC: All Hits, emphasizing current hits combined w/selected oldies. 6 AIR PERSONALITIES handle all segments. NEWS: 2 per hr 5-9 am; reports emphasize local, reg'l, nat'l & sports news. SPORTS: 24 hr sportsline. FEATURES: 24 hr concert line. Contact Representative for further details. Rec'd 10/5/84.

1. PERSONNEL

General Manager—Jack J. Bankson.
General Sales Manager—Chuck Woodstock.
National Sales Manager—Rick Cavagnaro.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

ERP 100,000 w.; 97.3 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 27, 28a, 28c, 30.
Contracts: 40c, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No 15 Eff 7/1/84—Rec'd 8/28/84.

AAAA—Sat 8 am-8 pm.
AAA—Mon thru Fri 5-10 am & 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sat 5-8 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 MINUTE/LESS					
	I	II	III	IV	V	
AAAA	115	105	97	91	85	
AAA	105	95	87	82	75	
AA	92	84	76	70	64	
A	84	76	68	62	56	(D)

KOMO

1926 SEATTLE



Katz Radio

ABC Information Radio Network



Media Code 4 249 6175 3.00 Mid 014988-000
KOMO Radio
100 4th Ave. N., Seattle, WA 98109. Phone 206-223-4010, TWX, 910-444-2253.

PROGRAMMING DESCRIPTION

KOMO: Programmed for adults. AIR PERSONALITIES handle all segments. MUSIC: adult contemporary throughout day. NEWS: 20 local headlines followed by reg'l news at :60 & local news at :05 & 2 15-min newscasts. SPORTS: football & basketball coverage & sports reports daily & hrly on wknds. COMMERCIAL POLICY: product protection: 10 min separation guaranteed. Contact Representative for further details. Rec'd 6/4/82.

1. PERSONNEL

Pres. & CEO—John F. Behnke.
Exec. Vice-Pres., Broadcasting/Seattle—Jay Giesse.
General Manager—Rich Robertson.
General Sales Manager—Shirley Thom.

2. REPRESENTATIVES

Katz Radio.
Eastern Canada—Target Broadcast Sales.

3. FACILITIES

50,000 w.; 1000 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 22a, 24b, 24c, 25a, 27, 29a, 30, 31b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Katz Radio Network.

TIME RATES

No 31 Eff 10/1/84—Rec'd 10/8/84.

AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Tues thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min						30 sec					
	AA	A	B	AAA	AA	A	B	AAA				

WASHINGTON

Seattle—cont

KQIN

1970
BURIEN



Media Code 4 249 6195 1.00 Mid 014990-000
All Pro Broadcasters, Inc.
Box 66160, 401 S. W. 153rd, Seattle, WA 98166. Phone
206-243-8803.
1 min rate 1x: 20.00.

KRKO

1920
EVERETT



Media Code 4 249 6220 7.00 Mid 014991-000
First Pacific Broadcasting, Inc.
7115 Larimer Rd., Box 1227, Everett, WA 98206. Phone
206-355-1144.
1 min rate 1x: 15.00.

KRPM-FM

1961
TACOMA



(This is a paid duplicate of the listing under Tacoma, Washington.)

Media Code 4 249 8449 0.00 Mid 015025-000
Highsmith Broadcasting, Inc.
106 S. 9th St., Tacoma, WA 98402. Phone 206-572-5776.
Other Office: Suite 615, 601 First Ave. South, Seattle, WA 98104.

PROGRAMMING DESCRIPTION

KRPM-FM: contemporary country hits for adults 18-49. MUSIC: current & recurrent contemporary country hits. Live personalities present album cuts & singles 5 in a row. Emphasis on music & promotion. NEWS: hrly AP Radio network news combines with station produced local-reg'l coverage. Stock market & economic conditions at 8 am & 5 pm. COMMERCIAL POLICY: limited to 10 units hrly. Contact Representative for further details. Rec'd 10/27/83.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ivan Braiker.
Vice-President of Programming—John Lodge.
General Sales Manager—Robert L. Brokman.
Operations Manager—Jack MacDonald.

2. REPRESENTATIVES
Christal Radio.

3. FACILITIES
ERP 100,000 w.; 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KSEA (FM)

1946
SEATTLE



Torbet Radio



Media Code 4 249 6245 4.00 Mid 014992-000
KIRO
Broadcast House, 2807 3rd Ave., Seattle, WA 98121.
Phone 206-382-5732.

PROGRAMMING DESCRIPTION

KSEA (FM): Programmed for adults 25-54. MUSIC: Easy Listening/MOR; about 40 min/hr Easy Listening; 50% original artist vocals; 30% custom recording of contemporary hits & 20% current & Pop standards. NEWS: live assist w/stock market reports, traffic, weather updates & news in AM at :00 & :30, every other remainder of day except newsbreaks hrly in PM drive. FEATURES: Daybreak, entertainment show, notebook, lifestyle report; Dr. Paul's Lifeline; Dain Bosworth stocks. COMMERCIAL POLICY: 4 breaks/hr, 12 min. Contact Representative for further details. Rec'd 6/22/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Larry Adams.
Operations Manager—Steve Schy.
National Sales Manager—Greg Winston.

2. REPRESENTATIVES
Torbet Radio, Inc.
Portland—Art Moore, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 730 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 22a, 24b, 24c, 25a, 27, 29a, 30, 31b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM Facilities: KIRO.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

KSPL

1926
SEATTLE

Media Code 4 249 6305 6.00 Mid 014971-000
KSPL, Inc.
2939 4th Ave. S., Seattle, WA 98134. Phone 206-623-2480.
Rates have been temporarily withdrawn by station.

KUBE (FM)

1964
SEATTLE

Media Code 4 249 6345 2.00 Mid 014974-000
First Media of Washington
110 Lakeside Ave., Seattle, WA 98122. Phone 206-322-1622.

2. REPRESENTATIVES
Major Market Radio Sales.
Rates have been temporarily withdrawn by station.

KVI

1929
SEATTLE



A Golden West Broadcasters Station

Media Code 4 249 6365 0.00 Mid 014993-000
KVI Radio, Inc.
Tower Bldg., 7th Ave. & Olive Way, Seattle, WA 98101.
Phone 206-223-5700.

2. REPRESENTATIVES
Selcom Radio.
Rates have been temporarily withdrawn by station.

KWYZ

1957
EVERETT



Media Code 4 249 6410 4.00 Mid 014994-000
Prime Time Broadcasting, Inc.
Box 1234, 2917 Pacific Ave., Everett, WA 98206. Phone
206-252-5123.

2. REPRESENTATIVES
Northwest—The Tacher Company, Inc.
1 min rate 1x: 46.00.

KXA

1926
SEATTLE



Media Code 4 249 6460 9.00 Mid 014995-000
Madison Park Broadcasting
4020 East Madison, Suite 200, Seattle, WA 98112. Phone
206-323-3636.
1 min rate 1x: 38.00.

KZOK-FM

1965
SEATTLE



HILLIER, NEWMARK, WECHSLER & HOWARD
Media Code 4 249 6603 4.00 Mid 014999-000
KZOK
200 W. Mercer St., Ste. 304, Seattle, WA 98119. Phone
206-281-5600.

PROGRAMMING DESCRIPTION
KZOK-FM: MUSIC: Adult rock'n'roll aimed at adults 25-34. Contact Representative for further details. Rec'd 2/1/85.

1. PERSONNEL
General Manager—Gale E. Johnson.
Local Sales Manager—Thomas F. (Rocky) Cosgrove.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,165 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 4a, 5, 6b, 7b, 8.
Basic Rates: 20b, 22a, 24c, 25a, 27, 33c.
Contracts: 40a, 41, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60f, 60k, 62d.
Cancellation: 71a, 73b.
Prod. Services: 81.
AM facilities: KJET.
Affiliated with NBC-The Source.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

Shelton

Mason County—Map Location B-3
See SRDS Consumer market map and data at beginning of the state.

KMAS

1962
SHELTON

Mid 015000-000

See SRDS Spot Radio Small Markets Edition.

Spokane

(Including Opportunity)
Spokane County—Map Location F-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KCKO

1957
SPOKANE



Media Code 4 249 6890 7.00 Mid 015001-000
Great American Radio Corp.
N. 2804 Argonne Rd., Spokane, WA 99212. Phone 509-922-2500.
Rates have been temporarily withdrawn by station.

KDRK (FM)

1965
SPOKANE

Media Code 4 249 6901 2.00 Mid 015002-000
Community Pacific Broadcasting Corp.
S. 6228 Regal, Box 8508, Spokane, WA 99203. Phone
509-448-8300.

2. REPRESENTATIVES
Eastman Radio, Inc.
Seattle, Portland, Vancouver, B. C.—Art Moore, Inc.
Denver, Salt Lake City, Boise, Idaho—John L. McGuire, Inc.
1 min rate 1x: 42.00.

KEZE-FM

1965
SPOKANE



M'GAVREN GUILD RADIO



Media Code 4 249 6912 9.00 Mid 015003-000
Kaye-Smith Enterprises
57th & Helena, Box 8007, Spokane, WA 99203. Phone
509-448-8888.

PROGRAMMING DESCRIPTION

KEZE-FM: MUSIC: AOR. Contact Representative for further details. Rec'd 7/24/84.

1. PERSONNEL
Manager—Rod B. Krebs.
Sales Manager—Tom Forsman.
Program Director—Jon Robbins.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2000 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60k, 61b, 62b, 62c.
Cancellation: 71a.
AM facilities: KJRB.
Sold in combination with KJRB. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
75% of KJRB/KEZE-FM combination.

KGA

1926
SPOKANE



Media Code 4 249 6935 0.00 Mid 015004-000
Community Pacific Broadcasting Corp.
S. 6228 Regal, Box 8348, Spokane, WA 99203. Phone
509-448-2311.

2. REPRESENTATIVES
Eastman Radio, Inc.
Seattle, Portland, Vancouver, B. C.—Art Moore, Inc.
Denver, Salt Lake City, Boise, Idaho—John L. McGuire, Inc.
1 min rate 1x: 48.00.

KGGR

1955
OPPORTUNITY

Media Code 4 249 6967 3.00 Mid 015016-000
Alpha Radio, Inc.
South 23 Pines Rd., Box 141146, Spokane, WA 99214.
Phone 509-924-9963.

2. REPRESENTATIVES
Hillier, Newmark, Wechsler & Howard.
Seattle, Portland—S/R Reps, Inc.
1 min rate 1x: 14.00.

KHQ

1922
SPOKANE



Media Code 4 249 7030 9.00 Mid 015005-000
KHQ, Inc.
Box 8088, 4202 S. Regal St., Spokane, WA 99203. Phone
509-448-4666, TWX, 510-773-1830.

2. REPRESENTATIVES
Katz Radio.
Canada—Target Broadcast Sales.
1 min rate 1x: 28.00.

KHQ-FM

1961
SPOKANE

Media Code 4 249 7031 7.00 Mid 015006-000
KHQ, Inc.
Box 8088, 4202 S. Regal St., Spokane, WA 99203. Phone
509-448-4666, TWX, 510-773-1830.
1 min rate 1x: 28.00.

KICN (FM)

1976
SPOKANE



A Tamarack Communications, Inc. Station
Media Code 4 249 7078 8.00 Mid 015007-000
Tamarack Communications, Inc.
Box 8436, S. 5106 Palouse Hwy., Spokane, WA 99203.
Phone 509-448-1280.
1 min rate 1x: 17.00.

KJRB

1947
SPOKANE



M'GAVREN GUILD RADIO



Media Code 4 249 7125 7.00 Mid 015008-000
Kaye-Smith Enterprises
57th & Helena, Box 8007, Spokane, WA 99203. Phone
509-448-1000.

PROGRAMMING DESCRIPTION
KJRB: Adult Contemporary. Contact Representative for further details. Rec'd 9/25/84.

1. PERSONNEL
Executive Director—Lester M. Smith.
General Manager—Rod Krebs.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w.; 790 khz. Directional nights.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60k, 61b, 62b, 62c.
Cancellation: 71a.
FM facilities: KEZE-FM.

TIME RATES

KJRB/KEZE-FM COMBINATION
No. 2 Eff 9/1/82—Rec'd 9/27/82.

AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.

AA—Mon thru Sun 8 pm-1 am; Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.

A—Mon thru Sun 1-5:55 am.

6. SPOT ANNOUNCEMENTS

	— 1 min —	— 30 sec —
GRID:	AAA AA A AAA AA A	
I	60 52 24	56 48 20
II	56 48 20	52 44 16
III	52 44 16	48 40 12
IV	48 40 12	44 36 8

KJRB only: 75% of KJRB/KEZE-FM combination.

KKPL (FM)



1961 OPPORTUNITY



Media Code 4 249 7267 7.00 Mid 015017-000
Alpha Radio, Inc.
South 23 Pine Rd., Box 141146, Spokane, WA 99214.
Phone 509-924-2400.

PROGRAMMING DESCRIPTION

KKPL (FM): MUSIC: Adult Contemporary. Live AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/28/83.

- PERSONNEL**
General Sales Manager—William Hockett.
Nat'l & Reg'l Co-ordinator—Cathy Balut.
Program Director—Dean Allen.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Seattle, Portland—S/R Reps, Inc.
- FACILITIES**
ERP 56,000 w. (horiz.), 56,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0; payable upon receipt.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 4d, 5b, 7b, 8.
Rate Protection: 10c, 12c, 13c, 15b.
Basic Rates: 20a, 20b, 22b, 23a, 24b, 25a, 29a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60k, 61b, 62d.
Cancellation: 71a.
Prod. Services: 81.
AM facilities: KGGR.

TIME RATES

Eff 8/29/83—Rec'd 8/29/83.

6. SPOT ANNOUNCEMENTS

	AAA AA A	AAA AA A
1 min	48 44 40	30 sec 44 40 36

KLHT

1946 SPOKANE



Media Code 4 249 7410 3.00 Mid 015009-000
Highsmith Broadcasting Co.
S. 5505 Regal, Spokane, WA 99203. Phone 509-448-5555.

2. REPRESENTATIVES

Christal Radio.
1 min rate 1x: 19.00.

KUDY

1965 SPOKANE



A Tamarack Communications, Inc. Station
Media Code 4 249 7693 9.00 Mid 015012-000
Tamarack Communications, Inc.
Box 8436, S. 5100 Palouse Hwy., Spokane, WA 99203.
Phone 509-448-1280.
1 min rate 1x: 17.00.

Rx:

For best results,
use only as directed.
Use the most current
SRDS editions for
efficient planning
and buying.

KXLY

1922 SPOKANE



Torbet Radio



Media Code 4 249 7790 8.00 Mid 015013-000
Spokane Radio, Inc.
W. 500 Boone Ave., Spokane, WA 99201. Phone 509-328-6292. TWX 510-773-1852.

PROGRAMMING DESCRIPTION

KXLY: News/information/sports. NEWS: continuous 5-10 am, noon-1 pm & 5-6:30 pm incl CBS at :60 & MBS at :30. FARM: market reports & agricultural news beginning at 5:15 am. SPORTS: Seattle Seahawks, Sonics & Mariners; Washington State U football & basketball; world series; NFL playoffs; Super Bowl & Indy 500. TALK: local shows 10 am-noon & 1-5 pm; Larry King 11 pm-5 am. Contact Representative for further details. Rec'd 5/30/84.

- PERSONNEL**
General Manager—Steve Herling.
General Sales Manager—Jerry Jensen.
Farm Director—Bob Hoff.
- REPRESENTATIVES**
Torbet Radio, Inc.
Seattle, Portland—The Tacher Company, Inc.
Canada—Radio-Television Representatives, Ltd.
- FACILITIES**
5,000 w.; 920 khz. Non-directional.
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 24b, 29a, 33b.
Contracts: 40a, 41, 44b, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Contract may be extended for an additional 6 months provided there has been no change in rates. In the event of a rate increase, existing contracts may be renewed for 6 months from the effective date of increase. The rate card in effect on the last day of the 6 months protection period will then apply.
Affiliated with CBS Radio Network.
Affiliated with Supernet.
Affiliated with MBS.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KXLY-FM

1959 SPOKANE



Media Code 4 249 7791 6.00 Mid 015014-000
Spokane Radio, Inc.
W. 500 Boone Ave., Spokane, WA 99201. Phone 509-328-6292. TWX 510-773-1852.
Rates have been temporarily withdrawn by station.

KXXR

1962 SPOKANE



Media Code 4 249 7838 5.00 Mid 015015-000
Independent Broadcasting Corp.
W. 933 Third Ave., Spokane, WA 99204. Phone 509-624-1193.

2. REPRESENTATIVES

Roslin Radio Sales.
1 min rate 1x: 12.00.

KZZU (FM)

(formerly KREM-FM)
1954 SPOKANE



Christal Radio



Media Code 4 249 7956 3.00 Mid 015010-000
Highsmith Broadcasting Co.
S. 5505 Regal, Spokane, WA 99203. Phone 509-448-5555.

PROGRAMMING DESCRIPTION

KZZU (FM): MUSIC: Contemporary Hit Radio. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
General Manager—Gary Taylor.
Sales Manager—Barbara Beddor.
Program Director—Bill Stairs.
- REPRESENTATIVES**
Christal Radio.

3. FACILITIES

ERP 81,000 w. (horiz.), 81,000 w. (vert.); 92.9 mhz. Stereo.

Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,100 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61b, 62e.
Cancellation: 70c, 71a, 72, 73b.
AM facilities: KLHT.
Sold in combination with KLHT. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

80% of KLHT/KZZU (FM) combination.

Sunnyside

Yakima County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KREW

1950 SUNNYSIDE

Mid 015019-000

See SRDS Spot Radio Small Markets Edition.

KREW-FM

1974 SUNNYSIDE

Mid 015020-000

See SRDS Spot Radio Small Markets Edition.

Tacoma

(including Lakewood)

Pierce County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

KAMT

1922 TACOMA

Media Code 4 249 8123 1.00 Mid 015023-000
KMO, Inc.
Box 1277, Tacoma, WA 98401. Phone 206-927-1360.
1 min rate 1x: 20.00.

KBRD (FM)

1964 TACOMA



Masla Radio



An Entercorn Station

Media Code 4 249 8170 2.00 Mid 015021-000
Entercorn, Inc.
2000 Tacoma Mall Office Bldg., Tacoma, WA 98409.
Phone 206-473-0085.
Mailing Address: Box 11335, Tacoma, WA 98411.

PROGRAMMING DESCRIPTION

KBRD (FM): Programmed to adults 25-54. MUSIC: easy listening. NEWS: and features 5%. COMMERCIAL POLICY: 8 spots per hr. Contact Representative for further details. Rec'd 1/3/83.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Harold S. Greenberg.
Sales Manager—John Hendricks.
Operations Manager—Wes Longino.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,675 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 28a, 28c, 29a, 29b, 32a, 32b.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73d.
Prod. Services: 80, 81, 82.
AM facilities: KTAC.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KLAY

1978 LAKEWOOD

Media Code 4 249 8266 8.00 Mid 015022-000
Clay Huntington
10025 Lakewood Dr., S. W., Suite B, Tacoma, WA 98499.
Phone 206-584-1480.
1 min rate 1x: 9.00.

KNBQ (FM)

1948 TACOMA



Christal Radio



Media Code 4 249 8407 8.00 Mid 015024-000
Tribune Publishing Co.
948 S. Grant St., Box 5200, Tacoma, WA 98405. Phone 206-383-9700.

PROGRAMMING DESCRIPTION

KNBQ (FM): Programmed for ages 12-34. MUSIC: All Hits, emphasizing current hits combined w/selected oldies. 6 AIR PERSONALITIES handle all segments. NEWS: 2 per hr 5-9 am; reports emphasize local, reg'l, nat'l & sports news. SPORTS: 24 hr sportsline. FEATURES: 24 hr concert line. Contact Representative for further details. Rec'd 10/5/84.

- PERSONNEL**
General Manager—Jack J. Bankson.
General Sales Manager—Chuck Woodstock.
National Sales Manager—Rick Cavagnaro.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w.; 97.3 mhz.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 700 ft. above average terrain.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 27, 28a, 28c, 30.
Contracts: 40c, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No 15 Eff 7/1/84—Rec'd 8/28/84.
AAAA—Sat 8 am-8 pm.
AAA—Mon thru Fri 5-10 am & 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sat 5-8 am.

6. SPOT ANNOUNCEMENTS

	1 MINUTE/LESS	I	II	III	IV	V
GRID:						
AAAA		115	105	97	91	85
AAA		105	95	87	82	75
AA		92	84	76	70	64
A		84	76	68	62	56

KPMA

1952 TACOMA

Media Code 4 249 8428 4.00 Mid 015027-000
Positive Broadcasting Inc.
2104 N. 30th, Tacoma, WA 98403. Phone 206-272-5762.
1 min rate 1x: 14.00.

KRPM-FM

1961 TACOMA



Christal Radio



Media Code 4 249 8449 0.00 Mid 015025-000
Highsmith Broadcasting, Inc.
106 S. 9th St., Tacoma, WA 98402. Phone 206-572-5776.
Other Office: Suite 615, 601 First Ave. South, Seattle, WA 98104.

PROGRAMMING DESCRIPTION

KRPM-FM: contemporary country hits for adults 18-49. MUSIC: current & recurrent contemporary country hits. Live personalities present album cuts & singles 5 in a row. Emphasis on music & promotion. NEWS: hrvy AP Radio network news combines with station produced local-reg'l coverage. Stock market & economic conditions at 8 am & 5 pm. COMMERCIAL POLICY: limited to 10 units hrvy. Contact Representative for further details. Rec'd 10/27/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Ivan Braiker.
Vice-President of Programming—John Lodge.
General Sales Manager—Robert L. Brokman.
Operations Manager—Jack MacDonald.
- REPRESENTATIVES**
Christal Radio.

WASHINGTON

Tacoma—cont

KRPM-FM—cont

- 3. FACILITIES**
ERP 100,000 w.; 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 700 ft. above average terrain.
- 4. AGENCY COMMISSION**
15% time only.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTAC

1941
TACOMA



NRBA

An Entercorn Station

Media Code 4 249 8455 7.00 Mid 015026-000
Entercorn, Inc.
2000 Tacoma Mall Office Bldg., Box 11335, Tacoma, WA 98409. Phone 206-473-0085.
Mailing Address: Box 11335, Tacoma, WA 98411.
Mailing Address: Box 11335, Tacoma, WA 98411.

PROGRAMMING DESCRIPTION

KTAC: Programmed for 18-49 audience. MUSIC: Contemporary mass appeal, presented by AIR PERSONALITIES; emphasis on music, entertainment & promotion. NEWS: twice per hr in AM/PM drive, 1 per hr remainder of day; traffic reports AM/PM drive; emphasis on community involvement & public affairs projects. SPORTS: twice per hr in AM/PM drive. Contact Representative for further details. Rec'd 4/8/81.

- 1. PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Harold S. Greenberg.
Sales Manager—Jim Long.
Program Director—Rob Sherwood.
- 2. REPRESENTATIVES**
Masla Radio.
- 3. FACILITIES**
10,000 w.days, 1,000 w. nights; 850 khz. Directional. Stereo.
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**
15/0; 15th of following month.
- 5. GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 29b, 32a, 32b.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KBRD (FM).
Sold in combination with KBRD (FM). See that listing.

TIME RATES

- 6. SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Toppenish

Yakima County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KENE

1954
TOPPENISH

See SRDS Spot Radio Small Markets Edition. Mid 015028-000

KENE-FM

1977
TOPPENISH

See SRDS Spot Radio Small Markets Edition. Mid 015029-000

Vancouver

Clark County—Map Location B-4
See SRDS Consumer market map and data at beginning of the state.

See Portland, OR
(including Beaverton, Gresham, Hillsboro, Lake Oswego, Oregon City, OR; Vancouver, WA)

KVAN

(formerly KGAR)
1963
VANCOUVER

5620 N.E. Gher Rd., Box 4638, Vancouver, WA 98662.
Phone 206-256-9043, Portland OR, 503-285-5575.
See listing under city of license. Mid 013298-000

Walla Walla

Walla Walla County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

KAFR

(formerly KHIT)
1956
WALLA WALLA



Mid 015031-000

STL Inc.
Denny Bldg., Box 796, Walla Walla, WA 99362. Phone 509-525-3190.

2. REPRESENTATIVES

Market 4 Radio.
Seattle, Portland—Art Moore, Inc.
1 min rate 1x: 13.00.

KAFR-FM

(formerly KSXT (FM))
1977
WALLA WALLA



Media Code 4 249 8671 9.00 Mid 015032-000
STL Inc.
Box 796, Walla Walla, WA 99362. Phone 509-525-3190.

2. REPRESENTATIVES

Market 4 Radio.
Seattle, Portland—Art Moore, Inc.
1 min rate 1x: 14.30.

KEXI (FM)

1977
WALLA WALLA

Media Code 4 249 8692 5.00 Mid 015030-000
Comcast Media Services Inc.
112 N. E. Fifth Ave., Milton Freewater, OR 97862. Phone 503-938-6688, Washington, 509-529-0704.

2. REPRESENTATIVES

Masla Radio.
Blair/Northwest Radio Representatives.
J. L. Farmakis, Inc.
1 min rate 1x: 7.00.

KTEL

1946
WALLA WALLA

ABC Information Radio Network



Media Code 4 249 8835 0.00 Mid 015033-000
Walla Walla Broadcasting Co., Inc.
Box 948, Walla Walla, WA 99362. Phone 509-525-4103.

PROGRAMMING DESCRIPTION

KTEL: MUSIC C & W. NEWS: information at :60; Paul Harvey 7:09 am, 12:30, 5:05 & 6:05 pm M-F. FARM: 6:30 am M-F. SPORTS: reports at :30; pro baseball. FEATURES: emphasis religion Sun; Sat: Spanish programming 9-11 am, American Country Countdown Sat 1-4 pm. Contact Representative for further details. Rec'd 4/26/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mrs. J. Keating.
Sales—Mike Thomas & Stephen Whitaker.
News—Terry McConn.

2. REPRESENTATIVES

Pacific Northwest—S/R Reps. Inc.
San Francisco, Chicago, New York—The Sandeberg-Glenn Company.
Farm—J.L. Farmakis, Inc.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5:30 am-11 pm. PST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

TIME RATES

Eff 5/1/84—Rec'd 4/26/84.
Prime—6-9 am, 11:30 am-1 pm & 4:30-6:30 pm.
ROS—9 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1 MINUTE			
	100x	300x	500x	700x 1000x
PER WK:	12 ti	18 ti	24 ti	32 ti 33+
Prime	8.80	8.10	7.50	6.20
ROS	7.50	6.70	6.20	5.60 4.90

PER YR:	30 SECONDS			
	7.00	6.50	6.00	5.50 5.00
ROS	6.00	5.50	5.00	4.50 4.00

7. PACKAGE PLANS

PER YR:	TAP—1/3 EACH DAYPART			
	100x	300x	500x	700x 1000x
PER WK:	12 ti	18 ti	24 ti	32 ti 33+
1 min	8.10	7.50	6.70	6.20 5.60
30 sec	6.50	6.00	5.50	5.00 4.50

KUJ

1928
WALLA WALLA

Media Code 4 249 8930 9.00 Mid 015034-000
KUJ Limited Partnership
Route 5, Box 513, Walla Walla, WA 99362. Phone 509-529-8000.
1 min rate 1x: 15.00.

KWHT (FM)

1984
PENDLETON, OR

See listing under city of license. Mid 033997-000

Wenatchee

Chelan County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

KPQ

1929
WENATCHEE



M'GAVREN GUILD RADIO



Media Code 4 249 9120 6.00 Mid 015035-000
Westcoast Broadcasting Co.
32 N. Mission, Box 159, Wenatchee, WA 98801. Phone 509-663-5121.

PROGRAMMING DESCRIPTION

KPQ: Programmed for 18-49. MUSIC: Adult Contemporary. NEWS: M-F 6-9 am, noon-1 pm, 4:30-6 pm newsblocks & network at :60; 3-person staff, Sat & Sun AM, noon, PM newsblocks both days avg. length of 30-min. & network at :60. SPORTS: Play-by-play pro & U football, local college & high school football & basketball; 1 1/2-person staff. Contact Representative for further details. Rec'd 2/2/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jim Wallace, Jr.
Station Manager—H. Donald MacKinnon.

2. REPRESENTATIVES

Seattle, Portland—McGavren Guild Radio.

3. FACILITIES

5,000 w.; 560 khz. Directional nights.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast Mon thru Fri 6-9 am, noon-1 pm & 4:30-6 pm; Sat-Sun sunrise-noon. For non-simulcast facilities see FM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Information Radio Network.

TIME RATES

Eff 4/1/82—Rec'd 5/29/84.
AAA—Mon thru Fri 6-9 am; Sat 8:30-9 am.
AA—Mon thru Fri noon-1 pm & 4:30-6 pm; Sat noon-12:50 pm.
A—Mon thru Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA			
	1 ti	7 ti	14 ti	21 ti
WKLY:	52	46	37	34
I	46	41	34	31
II	42	37	31	28
III	38	33	28	25

CLASS A	CLASS A			
	1 ti	7 ti	14 ti	21 ti
I	35	33	30	25
II	33	30	27	22
III	30	27	24	20
IV	27	24	21	17

CLASS A	CLASS A			
	1 ti	7 ti	14 ti	21 ti
I	17	15	14	13
II	16	14	13	12
III	15	13	12	11

B: Flat 1-min 5.00; 30-sec 3.00.
Specified time, next higher grid.
Schedules where 70% or more fall into AAA and AA, next higher grid.

May be combined with FM for frequency discount. (SMD)

KPQ-FM

1967
WENATCHEE



Media Code 4 249 9121 4.00 Mid 015036-000
Westcoast Broadcasting Co.
32 N. Mission, Box 159, Wenatchee, WA 98801. Phone 509-663-5121.

PROGRAMMING DESCRIPTION

KPQ-FM: Programmed for total 25+ audience. MUSIC: Beautiful. NEWS: M-F 6-9 am, noon-1 pm, 4:30-6 pm; Sat 8:30-9 am, noon-12:30 pm, 5-5:15 pm, plus network at :60; M-Sun 24 hr. COMMERCIAL POLICY: 8 units per hr. Contact Representative for further details. Rec'd 1/8/85.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jim Wallace, Jr.
Station Manager—H. Donald MacKinnon.
Sales Manager—Matt Kearny.

2. REPRESENTATIVES

Seattle, Portland—McGavren Guild Radio.

- 3. FACILITIES**
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 102.1 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,655 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sun midnight-6 am; Mon thru Fri 9 am-noon, 1-4:30 pm & 6 pm-midnight; Sat 9 am-noon & 12:35 pm-midnight; Sun 6 am-midnight. For simulcast facilities see AM.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.

TIME RATES

Eff 12/1/80—Rec'd 5/29/84.
AAA—Mon thru Fri 6-9 am; Sat 8:30-9 am.
AA—Mon thru Fri noon-1 pm & 4:30-6 pm; Sat noon-12:30 pm.
A—Mon thru Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

GRID:	CLASS AAA			
	1 ti	7 ti	14 ti	21 ti
WKLY:	52	46	37	34
I	46	41	34	31
II	42	37	31	28
III	38	33	28	25

CLASS A	CLASS A			
	1 ti	7 ti	14 ti	21 ti
I	35	33	30	25
II	33	30	27	22
III	30	27	24	20
IV	27	24	21	17

CLASS A	CLASS A			
	1 ti	7 ti	14 ti	21 ti
I	17	15	14	13
II	16	14	13	12
III	15	13	12	11

B: Flat 1-min 5.00; 30-sec 3.00.
Specified time, next higher grid.
Schedules where 70% or more fall into AAA and AA, next higher grid.

May be combined with AM for frequency discount. (SMD)

KUEN

1956
WENATCHEE

See SRDS Spot Radio Small Markets Edition. Mid 015037-000

KWWW

1948
WENATCHEE



See SRDS Spot Radio Small Markets Edition. Mid 015038-000

Media Code 4 249 9262 6.00 Mid 015038-000
Sans Inc.
Box 638, Wenatchee, WA 98801. Phone 509-662-7135.

PROGRAMMING DESCRIPTION

KWWW: Programmed for 18-49. MUSIC: Contemporary; Satellite Music Network "Star Station" format. NEWS: dir.; local newscasts 20x/day, network at :60. SPORTS: pro baseball & U football coverage, scores & schedules daily; sportscaster correspondents; 4 mobil unit for remotes. FARM: markets & weather. Contact Representative for further details. Rec'd 4/29/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—James W. Corcoran.

2. REPRESENTATIVES

Market 4 Radio.
Blair/Northwest Radio Representatives.

3. FACILITIES

1,000 w.; 1340 khz.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Satellite Music Network.
Member: Washington Ag Radio Group.

TIME RATES

No 7 Eff 2/1/83—Rec'd 1/3/83.
A—5 am-midnight BTA.
AA—Specified time.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS A				
	1 ti	10 ti	20 ti	30 ti	40 ti 50 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti
PER YR:	250x				

Yakima

Yakima County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

KATS (FM)

1968
YAKIMA



Katz Radio



Media Code 4 249 9286 5.00 Mid 015040-000
Goetz Enterprises, Inc.
114 S. Fourth St., Box 1280, Yakima, WA 98907. Phone 509-457-8115

PROGRAMMING DESCRIPTION

KATS (FM): Programmed for young adults 18-35 & teens. MUSIC: Format Album Rock. NEWS: network at :55. COMMERCIAL POLICY: limit 8 units per hr. Contact Representative for further details. Rec'd 8/26/83.

1. PERSONNEL

General Manager—Jack H. Goetz.
Sales Manager—Peg St. George.
Program Director—Micheal Goetz.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

ERP 75,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 910 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15a.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.

Prod. Services: 80, 81, 82.
Rate protection to anniversary date of contract.
AM facilities: KIT
Sold in combination with KIT. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/83 Rec'd 8/28/84.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.
B—1-6 am.

6. SPOT ANNOUNCEMENTS

EA:	AAA	AA	A
1 min	30	20	18
30 sec	80%	of 1-min.	

Rates may be combined for frequency discount.

KBBO

1947
YAKIMA



Media Code 4 249 9310 3.00 Mid 015041-000
Yakima Broadcasting Co.
Riverside Rd., Box 9188, Yakima, WA 98909. Phone 509-248-1390.
1 min rate 1x: 8.00.

KFFM (FM)

1970
YAKIMA



Media Code 4 249 9405 1.00 Mid 015042-000
Northwest Broadcasting Co., Inc.
Box 1460, 4th St. & Lincoln Ave., Yakima, WA 98907.
Phone 509-248-1460.

PROGRAMMING DESCRIPTION

KFFM (FM): Target 18-35. MUSIC: contemporary hits. NEWS: local reg 3 min selected hrs; network selected hrs. SPORTS: combined with news, ski report. COMMERCIAL POLICY: 4 stop sets per hour. Contact Representative for further details. Rec'd 1/27/79.

1. PERSONNEL

President—Michael M. Mercy.
General Manager—Gary G. Myhr.

2. REPRESENTATIVES

Torbet Radio, Inc.
Portland, Seattle—Art Moore, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 970 ft. above average terrain.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KMWX.
Affiliated with NBC-The Source.
Affiliated with Supernet.

TIME RATES

Eff 11/1/80—Rec'd 12/1/80.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x	
1 min	13.00	12.50	12.00	11.50	11.00	
30 sec	11.00	10.50	10.00	9.50	9.00	
1 min	11.00	10.50	10.00	9.50	9.00	
30 sec	9.50	9.00	8.50	8.00	7.50	

Specified times, extra 1.00.

7. PACKAGE PLANS

PER WK:	TAP—1/2AAA, 1/2AA	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x	
1 min	12.00	11.50	11.00	10.50	10.00	
30 sec	10.25	9.75	9.25	8.75	8.25	

Specified times, extra 1.00.

KIT

1929
YAKIMA



Katz Radio



Media Code 4 249 9500 9.00 Mid 015043-000
Goetz Enterprises, Inc.
Box 1280, 114 S. Fourth St., Yakima, WA 98907. Phone 509-457-8115.

PROGRAMMING DESCRIPTION

KIT: MUSIC: MOR-contemporary mix. Hits from 60s, 70s albums & singles. AIR PERSONALITIES handle all segments. FARM: news, market reports, AP & farm director. Weather & news 6-8:10 am, in noon-1 pm & in 5-6 pm. NEWS: local/regional 5 min at :55, network at :60. Major blocks at 6:45, 7:20 & 8:05 am, noon & 5-6 pm. Stock market. Mobile units. SPORTS: high school games & events. U football & basketball. Pro basketball, baseball, football. Network sports. News at :60. Contact Representative for further details. Rec'd 4/30/79.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jack H. Goetz.
Sales Manager—Ron Rutherford.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 1280 khz.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15a.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Rates subject to change without notice.
Rate protection to anniversary date of contract.
FM facilities: KATS (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

No. 3 Eff 9/1/84—Rec'd 8/28/84.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

EA:	AAA	AA	A
1 min	40	20	18
1 min	KIT/KATS (FM) COMBINATION		
30 sec	50	35	32

30 sec: 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KMWX

1944
YAKIMA



Media Code 4 249 9600 7.00 Mid 015044-000
Northwest Broadcasting Co., Inc.
Box 1460, 4th St. & Lincoln Ave., Yakima, WA 98907.
Phone 509-248-1460.

PROGRAMMING DESCRIPTION

MUSIC: hit adult contemporary. AIR PERSONALITIES handle all segments featuring community involvement, interviews & audience participation contests. FARM: news, extension agent, farm market report. NEWS: network at :60; special events, local reg 1 extended 4 times daily;

mobile reports; 7 mobile units; 2 persn staff. SPORTS: college football, salmon fishing reports & ski reports in season; local & nat'l reports. Contact Representatives for further details. Rec'd 1/27/79.

1. PERSONNEL

President—Michael M. Mercy.
General Manager—Gary G. Myhr.

2. REPRESENTATIVES

Torbet Radio, Inc.
Portland, Seattle—Art Moore, Inc.

3. FACILITIES

5,000 w.; 1460 khz. Directional—nights only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KFFM (FM).
Affiliated with NBC Radio Network.
Affiliated with Supernet.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/1/80—Rec'd 12/1/80.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x	
1 min	12.00	11.50	11.00	10.50	10.00	
30 sec	10.00	9.50	9.00	8.50	8.00	
1 min	10.00	9.50	9.00	8.50	8.00	
30 sec	8.50	8.00	7.50	7.00	6.50	

10 sec: 50% of 1-min.
Specified times, extra 1.00.

7. PACKAGE PLANS

PER WK:	TAP—1/2AAA, 1/2AA	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x	
1 min	11.00	10.50	10.00	9.50	9.00	
30 sec	9.25	8.75	8.25	7.75	7.25	

10 sec: 50% of 1-min.
Specified times, extra 1.00.

KRSE (FM)

1977
YAKIMA



Media Code 4 249 9668 4.00 Mid 015045-000
Yakima Broadcasting Co., Inc.
Box 9188, Riverside Rd., Yakima, WA 98909. Phone 509-248-1390.
1 min rate 1x: 13.00.

KUTI

1954
YAKIMA



Blair Radio



Media Code 4 249 9785 6.00 Mid 015047-000
KUTI Communications, Inc.
Box 2309, 706 Butterfield Rd., Yakima, WA 98907. Phone 509-248-2900.

PROGRAMMING DESCRIPTION

KUTI: C & W. NEWS: 3 casts per day, reports at :60. FARM: Varied reports 6:05 & 7:30 am M-F. Contact Representative for further details. Rec'd 2/25/83.

1. PERSONNEL

President—Don Heinen.
General Manager—Norm Anglin.

2. REPRESENTATIVES

Blair Radio.
Blair/Northwest Radio Representatives.

3. FACILITIES

5,000 w. days; 980 khz. Non-directional.
Operating schedule: 6 am-local sunset. PST.

Partial simulcast operation. Operated separately Mon thru Fri 6-sunset. For simulcast facilities see KXDD (FM).

4. AGENCY COMMISSION

15/0 time.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 24c, 25a, 29a.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 82.
FM facilities: KXDD (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 18 Eff 9/7/82—Rec'd 1/3/83.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	12 ti	18 ti	24 ti
MO:	25 ti	40 ti	60 ti	75 ti
YR:	150x	300x	500x	750x
AAA	25.00	23.00	21.00	19.00
AA	18.75	17.25	15.75	14.25
A	15.75	14.25	12.75	11.25
	30 sec			
WK:	6 ti	12 ti	18 ti	24 ti
MO:	25 ti	40 ti	60 ti	75 ti
YR:	150x	300x	500x	750x
AAA	21.00	20.00	18.00	16.00
AA	16.00	15.00	13.00	12.00
A	13.00	12.00	11.00	10.00

7. PACKAGE PLANS

PER WK:	TAP—1/3AAA, 1/3AA, 1/3A	6 ti	12 ti	18 ti	24 ti
1 min	16.50	15.00	13.50	12.00	
30 sec	14.00	13.00	11.50	10.25	

KUTI/KXDD (FM) COMBINATION

No. 1 Eff 9/7/82—Rec'd 1/3/83.

AAA—Mon thru Fri 6-10 am, 3-7 pm; Sat 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	12 ti	18 ti	24 ti
MO:	25 ti	40 ti	60 ti	75 ti
YR:	150x	300x	500x	750x

WASHINGTON

Yakima--cont

KXDD (FM)--cont

	30 sec			
WK:	6 ti	12 ti	18 ti	24 ti
MO:	25 ti	40 ti	60 ti	75 ti
YR:	150x	300x	500x	750x
AAAA	21.00	20.00	18.00	16.00
AAA	11.00	10.00	9.00	8.00
AA	9.00	8.00	7.00	6.50
A	4.50	4.00	3.50	3.00

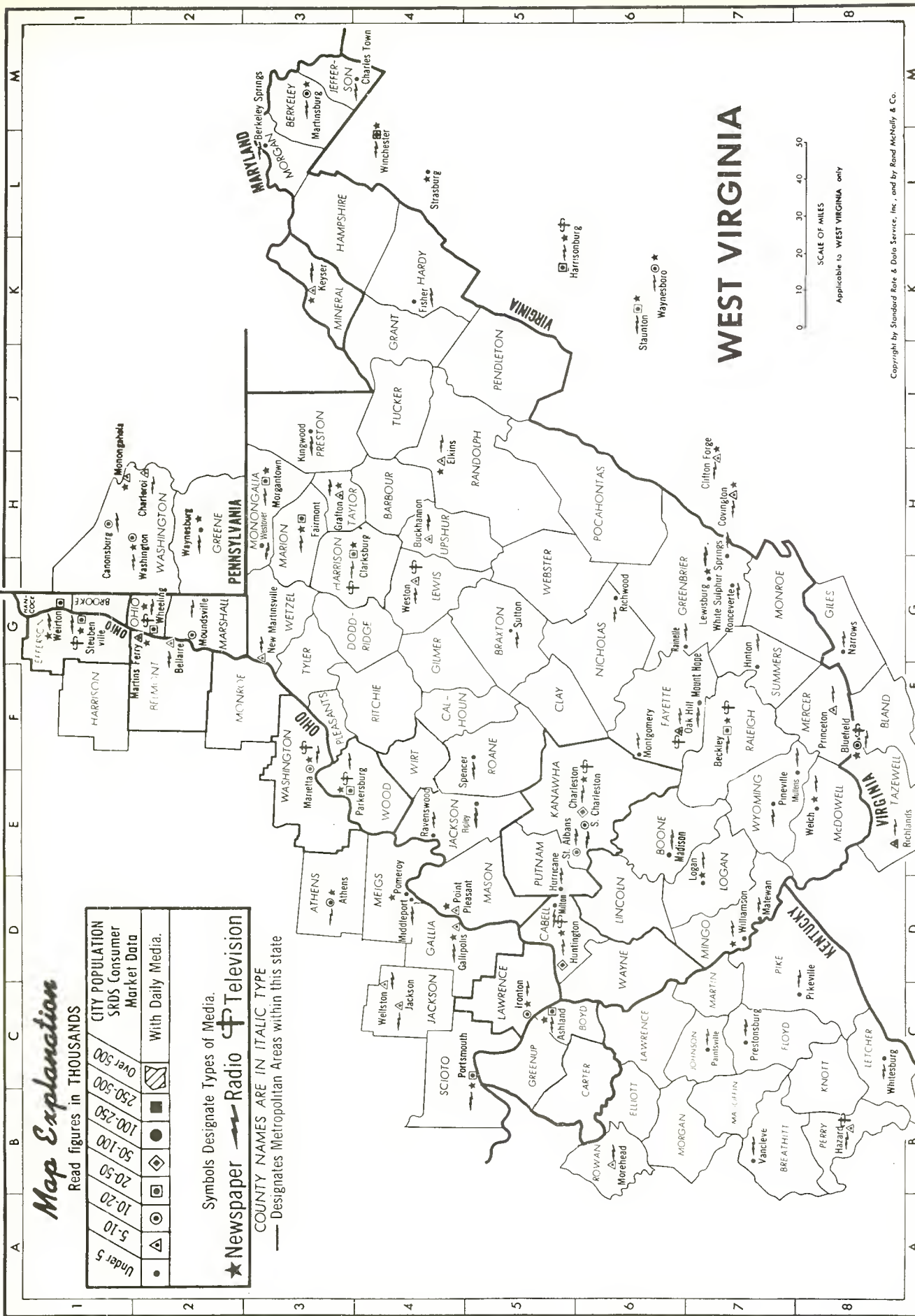
7. PACKAGE PLANS

	1 min				30 sec			
TAP--1/4AAAA, 1/4AAA, 1/4AA, 1/4A	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
ea	11.00	10.00	9.00	8.00	9.50	8.50	7.50	6.50

10. SPECIAL FEATURES

All Night Show midnight-6 am; flat 4.00.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Gross Household Income—1984				% Distribution of Households				Total Retail Sales—		Retail Sales—1984							Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)
	4/1/84 (000)	4/1/84 (000)	Per Household (\$000)		to 50000				Per Household (\$000)		By Selected Store Types—											
					14999	15000	35000	50000			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
WEST VIRGINIA STATE TOTALS.....	1,967.4	698.07	15,933,431	22,825	39.3	41.3	12.5	6.9	9,475,875	13,574	2,101,569	339,171	1,435,171	440,332	455,304	1,599,641	845,701	1,112.79	64.8	12.85		
BARBOUR H-4	17.2	5.92	105,151	17,762	49.3	40.2	7.8	2.7	73,485	12,413	16,722	2,790	11,676	3,315	3,244	12,329	6,625	9.82	.2	.11		
BERKELEY M-3	49.8	17.68	397,829	22,502	38.3	43.5	12.3	5.8	239,535	13,548	53,148	8,583	36,310	11,125	11,493	40,432	21,382	30.42	1.8	.36		
BOONE E-6	31.7	10.69	262,933	24,596	33.6	43.9	15.7	6.8	152,410	14,257	33,355	5,287	22,509	7,188	7,625	25,809	13,532	17.34	.3	.17		
BRAXTON G-5	13.9	4.94	95,302	19,292	48.6	37.5	9.6	4.2	62,721	12,697	14,178	2,346	9,844	2,851	2,833	10,540	5,640	7.83	.1	.08		
BROOKE G-1	30.5	10.50	252,264	24,025	31.5	45.9	16.5	6.1	150,872	14,369	32,950	5,208	22,193	7,131	7,594	25,561	13,385	17.01	.2	.11		
CABELL D-5	103.1	39.11	924,224	23,631	46.3	37.6	9.2	7.0	533,158	13,632	118,104	19,030	80,589	24,808	25,713	90,029	47,561	56.38	4.3	.50		
Huntington	57.7	23.31	502,003	21,536	301,559	12,937	67,796	11,139	46,851	13,797	13,872	50,742	27,057	28.33	3.9	.29		
Huntington-Ashland Metro Area.....	337.0	120.05	2,713,670	22,604	39.9	41.1	12.5	6.5	1,626,260	13,547	360,880	58,287	246,571	75,522	78,001	274,495	145,173	193.19	7.3	1.63		
CALHOUN F-4	8.5	3.01	50,807	16,879	55.9	35.2	6.3	2.8	36,116	11,999	6,301	1,403	5,845	1,610	1,539	6,044	3,269	4.7907		
CLAY F-5	11.4	3.76	58,275	15,499	56.3	37.4	4.6	1.7	44,047	11,715	10,197	1,738	7,223	1,946	1,827	7,358	3,998	5.8808		
DODDRIDGE G-4	7.6	2.64	44,370	16,807	53.0	36.8	7.0	3.2	32,022	12,130	7,337	1,235	5,152	1,433	1,380	5,363	2,895	4.2405		
FAYETTE F-6	59.2	20.51	428,781	20,906	42.7	41.0	11.2	5.0	269,367	13,133	60,295	9,851	41,511	12,386	12,568	45,372	24,127	31.50	4.4	.48		
GILMER G-4	8.3	2.82	52,351	18,564	51.3	39.3	6.0	3.4	34,679	12,298	7,915	1,326	5,540	1,559	1,515	5,814	3,130	4.4304		
GRANT K-4	10.5	3.66	70,189	19,177	47.6	39.6	8.8	3.9	46,337	12,960	10,480	1,735	7,280	2,105	2,089	7,785	4,167	6.49	.1	.09		
GREENBRIER G-7	38.5	13.96	267,924	19,192	47.1	41.2	7.4	4.3	175,104	12,543	39,720	6,601	27,660	7,928	7,816	29,400	15,767	23.41	1.6	.21		
HAMPSHIRE L-3	15.6	5.47	95,146	17,324	50.3	40.9	5.5	3.3	66,352	12,130	15,203	2,559	10,677	2,968	11,113	5,999	9,899	9.8923		
HANCOCK G-1	39.6	14.08	399,646	28,384	27.0	36.7	20.8	15.5	212,206	15,071	45,762	7,105	30,466	10,168	11,074	36,058	18,735	23.12	1.0	.07		
Weirton	23.1	8.62	257,164	29,833	132,734	15,398	28,469	4,386	18,857	6,396	7,031	22,582	11,694	13.76	1.0	.15		
Steuernville-Weirton Metro Area.....	158.8	56.53	1,414,890	25,029	32.5	42.9	16.8	7.8	814,273	14,404	177,699	28,056	119,605	38,520	41,076	137,981	72,219	90.89	6.2	.82		
HARDY K-4	10.2	3.68	58,714	15,955	54.5	40.0	3.7	1.7	43,058	11,701	9,977	1,702	7,071	1,900	1,780	7,192	3,910	6.72	.2	.07		
HARRISON G-3	77.4	28.57	617,548	21,615	42.8	41.2	10.2	5.8	374,956	13,124	83,953	13,720	57,812	17,236	17,480	63,154	33,589	43.32	1.0	.91		
JACKSON E-4	26.9	9.15	218,041	23,830	34.8	42.3	15.5	7.3	129,852	14,191	28,451	4,517	19,220	6,116	6,474	21,983	11,535	16.3812		
JEFFERSON M-3	33.0	11.00	248,668	22,606	35.7	46.5	11.9	6.0	149,052	13,550	33,077	5,342	22,600	6,922	7,148	25,158	13,306	19.58	3.0	.27		
KANAWHA E-5	223.4	84.16	2,160,450	25,671	37.0	36.9	13.0	13.1	1,199,270	14,250	262,468	41,604	177,122	56,556	59,990	203,084	106,482	129.32	7.3	1.17		
Charleston Metro Area.....	58.7	24.32	669,597	27,533	341,236	14,031	74,994	11,955	50,799	16,019	16,859	57,729	30,347	31.47	13.2	.37		
LEWIS G-4	18.7	6.69	148,821	22,245	40.8	40.6	13.2	5.4	89,879	13,435	19,987	3,237	13,681	4,164	4,283	15,163	8,030	10.66	.1	.10		
LINCOLN D-6	24.9	8.11	147,612	18,201	47.5	41.1	8.8	2.6	103,422	12,752	23,345	3,856	16,189	4,710	4,694	17,385	9,294	13.0017		
LOGAN D-7	50.1	16.35	389,881	23,846	37.0	42.3	13.7	7.1	225,408	13,796	49,779	7,988	33,866	10,524	10,974	38,090	20,084	25.22	2.1	.56		
MC DOWELL E-8	48.2	15.64	304,023	19,439	46.6	39.8	9.8	3.8	199,849	12,778	45,086	7,441	31,250	9,107	9,087	33,599	17,968	23.02	7.1	.48		
MARION H-3	65.1	24.35	558,025	22,917	38.2	41.9	13.9	6.1	333,793	13,708	83,933	11,873	50,299	15,558	16,172	56,384	29,759	37.53	2.2	.46		
MARSHALL G-2	42.1	14.62	335,268	22,932	34.1	47.5	13.7	4.7	202,632	13,960	44,684	7,156	30,361	9,476	9,909	34,253	18,044	23.70	2.3	.40		
MASON D-5	27.4	9.60	185,309	19,303	44.0	44.0	8.2	3.8	122,343	12,744	27,623	4,563	19,159	5,570	5,548	20,565	10,996	16.15	.1	.11		
MERCER F-8	76.2	27.54	683,009	24,801	37.0	41.6	13.8	7.7	381,035	13,836	84,066	13,473	57,143	17,810	18,605	64,403	33,937	43.39	5.2	.54		
MINERAL K-3	28.1	9.83	210,732	21,438	39.3	44.8	10.7	5.2	132,162	13,445	29,388	4,759	20,116	6,123	6,298	22,297	11,807	16.38	.8	.10		
MINGO D-7	37.7	12.08	275,153	22,778	43.3	36.9	13.0	6.8	163,212	13,511	36,248	5,861	24,784	7,572	7,808	27,543	14,574	18.16	1.1	.27		
MONONGALIA H-3	77.4	28.26	698,280	24,709	41.4	36.2	12.5	9.9	384,154	13,594	85,164	13,737	58,138	17,859	18,481	64,856	34,280	44.81	1.6	.57		
MONROE G-7	13.0	4.53	79,773	17,610	50.1	41.3	7.3	1.2	55,067	12,156	12,610	2,121	8,851	2,465	2,378	9,224	4,977	8.14	.2	.12		
MORGAN L-3	11.2	4.02	93,671	23,301	40.7	41.8	12.3	5.3	53,825	13,389	11,982	1,944	8,210	2,491	2,556	9,078	4,811	6.94	.1	.05		
NICHOLAS G-6	29.5	10.03	222,521	22,186	39.8	42.1	13.3	4.7	135,240	13,484	30,048	4,861	20,553	6,272	6,461	22,820	12,078	17.4414		
OHIO G-2	58.6	22.04	570,896	25,903	40.4	37.7	13.3	8.6	309,494	14,042	68,007	10,839	46,061	14,531	15,298	52,360	27,522	29.31	2.0	.30		
Wheeling Metro Area.....	40.8	16.22	394,681	24,333	221,809	13,942	49,095	7,902	33,467	10,330	10,724	37,462	19,781	18.72	1.8	.22		
PENDLTON J-5	8.1	2.90	44,941	15,497	55.6	39.3	4.0	1.1	33,615	11,591	7,812	1,338	5,550	1,478	1,374	5,610	3,056	5.33	.2	.06		
PLEASANTON F-3	8.4	2.78	58,428	21,017	38.9	46.7	9.2	5.1	37,008	13,312	8,256	1,343	5,667	1,708	1,746	6,239	3,310	4.5404		
POCAHONTAS H-6	9.8	3.55	66,942	18,857	47.8	40.6	7.4	4.2	44,647	12,577	10,123	1,681	7,046	2,023	1,996	7,497	4,019	6.10	.1	.06		
PRESTON J-3	31.3	10.63	223,358	21,012	43.0	42.6	9.6	4.9	138,633	13,048	31,094	5,093	21,445	6,360	6,426	23,340	12,427	17.84	.1	.21		
PUTNAM E-5	41.1	14.09	358,461	25,441	29.4	45.7	17.4	7.6	206,078	14,626	44,792	7,032	30,038	9,791	10,517	34,953	18,249	25.74	.1	.21		
RALEIGH F-7	90.2	31.62	752,833	23,809	36.0	43.4	13.1	7.5	436,180	13,794	96,308	15,451	65,511	20,370	21,247	73,710	38,861	50.92	7.1	.57		
RANDOLPH H-5	29.5	10.06	223,535	22,220	41.8	42.2	10.5	5.6	132,964	13,217	29,711	4,843	20,424	6,126	6,239	22,406	11,902	16.33	.2	.23		

WEST VIRGINIA

WEST VIRGINIA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-021
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602, Phone 312-782-8900.

New York.
250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

WEST VIRGINIA STATE GROUP

Comprised of Non-Interconnected Stations

WWNR—Beckley	WVWQ—Pineville
WKYO—Bluefield	WAEY/WAEY-FM—Princeton
WBUC—Buckhannon	WMOV—Ravenswood
WTCS—Fairmont	WRON—Roncerverte
WELD—Fisher	WRON-FM—Roncerverte
WMTD—Hinton	WVHJ—Huntington
WWHY—Huntington	WVRC—Spencer
WKLP—Keyser	WVSG—Sutton
WOZK (FM)—Keyser	WVST/WNST-FM—Milton
WNST/WNST-FM—Milton	WELC—Welch
WMON—Montgomery	WHAW/WSSN (FM)—Weston
WCLG—Morgantown	WVWJ (FM)—Wheeler
WEIF—Moundsville	WANR—Wheeling
WTNJ (FM)—Mount Hope	WVSL—White Sulphur Springs
WETZ—New Martinsville	
WIKS—Parkersburg	

Less than full state list may be purchased.

TIME RATES

6. SPOT ANNOUNCEMENTS Rates are dependent upon each advertiser's station lineup.

(D)

For complete listing see Regional Networks & Groups

KeyStone
BROADCASTING SYSTEM, INC.

WEST VIRGINIA RADIO NETWORK



WBKW (FM)—Beckley
WJLS—Beckley
WWNR—Beckley
WCST—Berkeley Springs
WCST-FM—Berkeley Springs
WXIT—Charleston
WHAR—Clarksburg
WELK (FM)—Elkins
WTCS—Fairmont
WELD—Fisher
WVWJ (FM)—Grafton
WMTD—Hinton
WCMJ—Huntington
WWHY—Huntington
WVWJ—Hurricane
WOZK (FM)—Keyser
WKLP—Keyser
WKCJ (FM)—Lewisburg
WLOG—Logan
WVBB—Madison
WVPM—Martinsburg
WNST/WNST-FM—Milton
WMOJ—Montgomery
WVPMW (FM)—Mullens
WETZ—New Martinsville
WVSG—Sutton
WVST/WNST-FM—Milton
WVWJ (FM)—Wheeler
WANR—Wheeling
WVSL—White Sulphur Springs

Media Code 4 249 9972 0.00 Mid 028987-000
201 W. Washington St., Lewisburg, WV 24901. Phone 304-645-6466, 67.

PROGRAMMING DESCRIPTION
WEST VIRGINIA RADIO NETWORK: News & sports. Rec'd 12/21/84.

1. PERSONNEL
President—Paul D. Rose.
General Manager—Joel Jackson.
Sales Manager—Lora G. Hibbert.
News Director—Ralph Perrey.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

No. 2 Eff 1/1/83—Rec'd 1/24/83.
AAA—Mon thru Sat 6:30-10 am.
AA—Mon thru Sat 10 am-7 pm.

6. SPOT ANNOUNCEMENTS

	ROTATING IN DAYPARTS					
	AAA	III	II	III	AA	III
1 min	260	240	220	148	138	128
30 sec	195	180	165	111	104	96

Beckley

Raleigh County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WBKW (FM)

1946
BECKLEY

Christian Life Radio



Media Code 4 250 0140 1.00 Mid 015049-000
Personality Stations, Inc.
102 N. Kanawha St., Box AB, Beckley, WV 25802. Phone 304-252-8578.

PROGRAMMING DESCRIPTION

WBKW (FM): All religious programming, nat'l & local. MUSIC: Gospel. NEWS: state & local updates at :59; local public affairs at 10:30 am M-F. Contact Representative for further details. Rec'd 9/2/80.

1. PERSONNEL
President—Nancy Smith.
Vice-President—Bill O'Brien.
2. REPRESENTATIVES
Regional Repps Corp.
Dome & Associates, Inc.
3. FACILITIES
ERP 34,000 w. 99.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,050 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WJLS.

TIME RATES

No. 84-2 Eff 4/30/84—Rec'd 5/1/84.
AAA—Mon thru Fri 7-10 am & 5-10 pm; Sat & Sun 7 am-10 pm.

AA—Mon thru Fri 10 am-3:30 pm.
A—Mon thru Sun 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	15 sec
*-10 ti	7.00	5.00	3.00

(*) Or specific times.

7. PACKAGE PLANS

PER WK:	TAP	1 min	30 sec	15 sec
11 ti minimum		6.00	4.00	2.00

8. PROGRAM TIME RATES

	- Per day -	- Per wk -
	AAA	AA
1 hr	65	75
1/2 hr	40	35
1/4 hr	22	20

(SMD)

WCIR-FM



1971
BECKLEY



Media Code 4 250 0280 5.00 Mid 015050-000
Southern Communications Corp.
305 Reservoir Rd., Beckley, WV 25801. Phone 304-252-6452, Fayette County, 465-1044.

PROGRAMMING DESCRIPTION

WCIR-FM: Programmed for adults 25-54. MUSIC: hit oriented Adult Contemporary blended with Gold & recurren. NEWS: network at 54; 2-person local staff at :29 in AM/PM drive. SPORTS: director with reg'l summary M-F at :45 AM drive. FEATURES: AIR PERSONALITIES available for remotes, grand openings, charitable events & product endorsements; station mascot; in studio local guests; 2 wkly Top 40 Countdown programs; cash giveaways; daily Oldies hr 9 am; Top 10 nightly at 10 pm. COMMERCIAL POLICY: 14 min or 18 units per hr. Contact Representative for further details. Rec'd 5/14/84.

1. PERSONNEL
Gen'l & Sales Mgr.—Jay Ouesenberry.
Operations Director—Bob E. Nelson.
2. REPRESENTATIVES
Shelly Katz Radio Sales, Inc.
3. FACILITIES
ERP 5,000 w.; 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,485 ft. above average terrain.
4. AGENCY COMMISSION
15/5; payable 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 28c.
Contracts: 40a, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60a, 60b, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WJJK.
Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

(SMD)

WJJK

1966
BECKLEY

Modern Country



Media Code 4 250 0350 6.00 Mid 017927-000
Southern Communications Corp.
305 Reservoir Rd., Beckley, WV 25801. Phone 304-252-6452, Fayette County, 465-1044.

PROGRAMMING DESCRIPTION

WJJK: Programmed for adults 25+. MUSIC: Hit Country presented in uninterrupted segments, featuring Gold & classics. NEWS: network hly; 2-person local at :30 in drive. SPORTS: play-by-play area college football; local & network summaries M-F at 7:10 & 8:10 am, Sat at :10 & :30 all day; NASCAR racing & selected network bowl games. FEATURES: daily auction program; local obituaries; public service & fund raisers; remote facilities & live personality for grand openings, sales & other events. Contact Representative for further details. Rec'd 5/14/84.

1. PERSONNEL
Gen'l & Sales Mgr.—Jay Ouesenberry.
Agri Sales Director—Ron Hill.
2. REPRESENTATIVES
Shelly Katz Radio Sales, Inc.
3. FACILITIES
10,000 w.; 1070 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/5; payable 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 28c.
Contracts: 40a, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60a, 60b, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WCIR-FM.
Affiliated with NBC Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS Rates have been temporarily withdrawn by station.

(SMD)

WJLS

1939
BECKLEY

A Personality Station

Modern Country



Media Code 4 250 0420 7.00 Mid 015051-000
Personality Stations, Inc.
102 N. Kanawha St., WJLS Bldg., Box AB, Beckley, WV 25802. Phone 304-253-7311.

PROGRAMMING DESCRIPTION

WJLS: Programmed for adults. MUSIC: Modern Country. NEWS: network at :60; state & local at :56; 4 man local news dept. SPORTS: 8 regularly scheduled sportscasts daily; play-by-play local high school & college football; Nat'l League baseball; 2 full time sportscasters. FEATURES: local public affairs reports, 15-min at 10:06 am, M-F. FARM: daily reports. Contact Representative for further details. Rec'd 5/1/84.

1. PERSONNEL
President—Nancy Smith.
Vice-President—William A. O'Brien.
2. REPRESENTATIVES
Savali & Schutz, Inc.
Regional Repps Corp.
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 560 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WBKW (FM).
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 5/1/84.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA	AA	AAA	AA
1 min	11	10	9	7

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Ea	80	50	25

(SMD)

WOAY-FM

(formerly WRJL (FM))
1946
OAK HILL



(This is a paid duplicate of the listing under Oak Hill, West Virginia.)

Media Code 4 250 6170 2.00 Mid 015117-000
Thomas Radio Co., Inc.
Rt. 16-61 South, Box 251, Oak Hill, WV 25901. Phone 304-465-0535.

PROGRAMMING DESCRIPTION

WOAY-FM: Programmed for adults 18-49. MUSIC: CHR, Adult-oriented blend of currents complimented with oldies. NEWS: satellite; network; local. FEATURES: The Hot Ones, Solid Gold Scrapbook, Live from the Record Plant, Solid Gold Saturday Night & network music specials. COMMERCIAL POLICY: 10 min/hr max. Rec'd 12/28/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Leah Thomas.
Program Director—James (Jim Martin) Owston.
Sales Manager—Gene Ellison.
3. FACILITIES
FM-ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with RKO Radio Networks.

TIME RATES

Eff 1/15/85—Rec'd 12/28/84.

7. PACKAGE PLANS

	TAP	1 min	30 sec
10 ti/wk		12.50	9.25
20 ti/wk		8.50	6.25
120 ti/mo		7.50	5.50
600 ti/6 mo		6.75	5.25
1200 x/yr		6.50	5.00

(SMD)(D)

WTNJ (FM)

1980
MOUNT HOPE



(This is a paid duplicate of the listing under Mount Hope, West Virginia.)

Media Code 4 250 5950 8.00 Mid 015114-000
West Virginia Broadcasting, Inc.
Box 1127, Beckley, WV 25801. Phone 304-877-5592.

PROGRAMMING DESCRIPTION

WTNJ (FM): Programmed for adults. MUSIC: Modern Country; AIR PERSONALITIES handle all segments. NEWS: local news dept w/local & state news; 5 min at :60. FEATURES: commentator stock market; fishing, hunting & agriculture reports. COMMERCIAL POLICY: 8 minutes/hr. SPORTS: U football & basketball. Rec'd 10/11/82.

1. PERSONNEL
Gen'l Mgr./Sec'y & Treas—Anthony P. Gonzalez.
Station Manager—Fred Persinger.
National Sales Manager—Al Shea.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/10; 20th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Entertainment Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/20/84.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	12.94	9.41

(SMD)(D-2)

WWNR

1946
BECKLEY

Mid 015052-000
See SRDS Spot Radio Small Markets Edition.

Berkeley Springs

Morgan County—Map Location L-3
See SRDS Consumer market map and data at beginning of the state.

WCST

1958
BERKELEY SPRINGS

Mid 015053-000
See SRDS Spot Radio Small Markets Edition.

WCST-FM

1964
BERKELEY SPRINGS

Mid 015054-000
See SRDS Spot Radio Small Markets Edition.

WEST VIRGINIA

Bluefield

(including Bluefield, Va.)
Mercer County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WAEY
1947
PRINCETON
WAEY-FM
1971
PRINCETON

Contemporary Country

See listing under city of license. Mid 015125-000

WBDY
1980
BLUEFIELD, VA
WBDY-FM
1970
BLUEFIELD, VA



Media Code 4 250 0735 8.00
Bluefield Broadcasting Co.
Box 509, Bluefield, VA 24605. Phone 703-326-1063.
1 min rate 1x: 16.50.



Mid 015055-000

WHAJ (FM)
1963
BLUEFIELD



Media Code 4 250 0770 5.00
Adventure Communications Inc.
900 Bluefield Ave., Bluefield, WV 24701. Phone 304-327-7114.
1 min rate 1x: 22.50.

Mid 015056-000

WHIS
1929
BLUEFIELD



Media Code 4 250 0840 6.00
Adventure Communications Inc.
900 Bluefield Ave., Bluefield, WV 24701. Phone 304-327-7114.
1 min rate 1x: 20.00.



Mid 015057-000

WKOY
1948
BLUEFIELD

Contemporary Hit Radio

Media Code 4 250 0980 0.00
WKYO Radio
623 Commerce St., Box 800, Bluefield, WV 24701. Phone 304-327-6124.

Mid 015058-000

PROGRAMMING DESCRIPTION
WKYO: Targeted to 18+ demographics; emphasis on community involvement with schedules of public service spots; AIR PERSONALITIES. MUSIC: Contemporary Hit Radio. NEWS: comprehensive contemporary news hrly; local 5x/daily. SPORTS: Baltimore Orioles & Bluefield Orioles baseball; local high school basketball & football coverage in season; college football. Contact Representative for further details. Rec'd 8/6/84.

- PERSONNEL**
President—O. C. Young.
Station Manager—Greg Kanode.
Program Director—Mary Jo Babbitt.
- REPRESENTATIVES**
Radio Station Representatives, Inc.
- FACILITIES**
1,000 w.; 1240 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WKMY (FM), Princeton.
Affiliated with KBS.
Affiliated with Satellite Music Network.
- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

Buckhannon

Upshur County—Map Location H-4
See SRDS Consumer market map and data at beginning of the state.

WBUC
1959
BUCKHANNON

See SRDS Spot Radio Small Markets Edition. Mid 015059-000

Charleston

(including South Charleston, St. Albans)
Kanawha County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBES (FM)
1969
CHARLESTON

Sekom radio
Broadcast Representatives
A Rollins' Group Station


Media Code 4 250 1190 S.00
Rollins Broadcasting of Delaware, Inc.
Box 1153, 1206 Virginia St. E., Charleston, WV 25301.
Phone 304-344-9696. Mid 015060-000

PROGRAMMING DESCRIPTION
WBES (FM): MUSIC: Easy Listening. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/24/85.

- PERSONNEL**
Vice President—Rick Hubbell.
General Manager—Morton J. Victorson.
Sales Manager—Cheryl Roycroft Marsh.
- REPRESENTATIVES**
Selcom, Inc.
OH, IN, KY—Regional Reps Corp.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 830 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WCHS.
Affiliated with CBS Radio Network.
Affiliated with Supernet.
Affiliated with The Wall Street Journal Radio Network.
Sold in combination with WCHS. See that listing.

TIME RATES
Eff _____ Rec'd 1/24/85.
AA—Mon thru Sun 6 am-7 pm.
A—All other times.

PER WK:	1/2AA, 1/2A	
	1 ti	12 ti 18 ti 24 ti
1 min	27	25 23 21
30 sec	27	21 19 17



WTCR Country/WHEZ M.O.R.
Reaches West Virginia's
#1 Metro
Huntington's
Premier Combination
Represented by McGavren Guild Radio

WCAW
1946
CHARLESTON



Media Code 4 250 1260 6.00
Capitol Broadcasting Corp.
Box 4318, Charleston, WV 25364. Phone 304-925-4986. Mid 015061-000

- REPRESENTATIVES**
Blair Radio.
Rates have been temporarily withdrawn by station.

WCHS
1927
CHARLESTON

Sekom radio
Broadcast Representatives
A Rollins' Group Station

Media Code 4 250 1400 8.00
Rollins Broadcasting of Delaware, Inc.
Box 1153, 1111 Virginia St. E., Charleston, WV 25324.
Phone 304-342-8131. Mid 015062-000

PROGRAMMING DESCRIPTION
WCHS: Contemporary/MOR programming. MUSIC: air personalities handle all segments. Lunchtime Oldies show 12N-1 pm. Daily 30 min PM Report Drive news block. Listener participation contest, promotions. Major league baseball; heavy general sports emphasis. Nat'l personality rock & roll show Sun eve; network personality show 12M-5:30 am. NEWS: local news department updates hrly at :58, plus full half-hrly casts. Noontime report. Local high school sports, local univ football & basketball. Contact Representative for further details. Rec'd 12/20/84.

- PERSONNEL**
General Manager—Donald W. Robertson.
Sales Manager—John W. Dickensheets.
- REPRESENTATIVES**
Selcom, Inc.
Ohio, Indiana, Kentucky—Regional Reps Corp.
- FACILITIES**
5,000 w.; 580 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBES (FM).
Affiliated with CBS Radio Network.
Affiliated with Supernet.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with Connecticut Radio Network.

TIME RATES
WCHS/WBES (FM) COMBINATION
No. 1 Eff 11/15/81—Rec'd 9/27/82.
AAAA—Mon thru Sat 6-10 am & 3-7 pm.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 5 am-midnight, ROS.
A—All other times.

6. SPOT ANNOUNCEMENTS	1 min		30 sec	
	6 ti	12 ti 18 ti 24 ti	6 ti	12 ti 18 ti 24 ti
AAAA	65	63 61 56 52	50	49 45
AAA	59	57 55 53 47	46	44 42
AA	54	52 50 48 43	42	40 38
A	43	41 39 37 34	33	31 30

WCHS only: Deduct 20% from WCHS/WBES (FM) combination.

WKAZ
1956
ST. ALBANS



Media Code 4 250 1940 1.00
WKLC, Inc.
100 Kanawha Terrace, St. Albans, WV 25177. Phone 304-722-3308, 4251. Mid 015064-000

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WKLC-FM
1966
ST. ALBANS

Media Code 4 250 1701 9.00
WKLC, Inc.
100 Kanawha Terrace, St. Albans, WV 25177. Phone 304-722-3308, 4251. Mid 015065-000

- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
Rates have been temporarily withdrawn by station.

WQBE
1946
CHARLESTON



M^cGAVREN GUILD RADIO
NRBA

Media Code 4 250 1800 9.00
WKAZ, Inc.
Box 871, 4250 Washington St., W., Charleston, WV 25323. Phone 304-744-7934, 744-7935. Mid 015063-000

- PERSONNEL**
General Manager—C. R. (Bob) Turley.
General Sales Manager—Richard D. Findley.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 950 khz. Directional nights. Stereo.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12c.
Basic Rates: 20a, 20b, 22a, 23a, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60g, 60i, 60k, 62.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WQBE-FM.
Affiliated with ABC Information Radio Network.
Affiliated with McGavren-Guild Radio Network.

TIME RATES
WQBE/WQBE-FM COMBINATION
Eff _____ Rec'd 9/8/80.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

SPOT ANNOUNCEMENTS
GRID: 1 MIN: AAA AA A
High Range 60 55 40
Low Range 45 40 25
30 sec: 80% of 1-min.

WKAZ only: Deduct 10% from WQBE/WQBE-FM combination.

WQBE-FM
1951
CHARLESTON



M^cGAVREN GUILD RADIO
NRBA

Media Code 4 250 1900 7.00
WKAZ, Inc.
Box 871, 4250 Washington St., W., Charleston, WV 25323. Phone 304-744-7020. Mid 015066-000

- PERSONNEL**
General Manager—C. R. (Bob) Turley.
Operations Manager—Bruce Clark.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w. circular polarized; 97.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12c.
Basic Rates: 20a, 20b, 22a, 23a, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60g, 60i, 60k, 62.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WQBE-FM.
Affiliated with ABC Information Radio Network.
Affiliated with Music Country Radio Network.
Affiliated with McGavren-Guild Radio Network.
Sold in combination with WQBE-FM. See that listing.

TIME RATES
Deduct 10% from WQBE/WQBE-FM combination.

WCSW
1976
SOUTH CHARLESTON

Media Code 4 250 2000 S.00
CLW Communications Group
Box 8718, 605 D. St., South Charleston, WV 25303.
Phone 304-744-5388.
1 min rate 1x: 11.00. Mid 015067-000

WTIP
1946
CHARLESTON



Media Code 4 250 2100 3.00
Beasley Broadcasting of Charleston Inc.
Box 3697, Charleston, WV 25336. Phone 304-342-3136. Mid 015069-000

- 2. REPRESENTATIVES**
 Republic Radio Sales, Inc.
 Rates have been temporarily withdrawn by station.

WVAF (FM)

1965
 CHARLESTON


Media Code 4 250 2240 7.00 Mid 015070-000
 Capitol Broadcasting Corp.
 Box 4318, Charleston, WV 25364. Phone 304-925-4947.

- 2. REPRESENTATIVES**
 Blair Radio.
 Rates have been temporarily withdrawn by station.

WVSR (FM)

1965
 CHARLESTON


Media Code 4 250 2275 3.00 Mid 015068-000
 Beasley Broadcasting of Charleston Inc.
 Box 3697, Charleston, WV 25336. Phone 304-342-3136.

- 2. REPRESENTATIVES**
 Republic Radio Sales, Inc.
 Rates have been temporarily withdrawn by station.

WXIT

1939
 CHARLESTON

Media Code 4 250 2310 8.00 Mid 015071-000
 Kanawha Broadcasting Corp.
 136 High St., Charleston, WV 25311. Phone 304-342-4166.
 1 min. rate 1x: 7.50.

Charles Town

Jefferson County—Map Location M-3
 See SRDS Consumer market map and data at beginning of the state.

WXVA

1962
 CHARLES TOWN

Mid 015072-000
 See SRDS Spot Radio Small Markets Edition.

WXVA-FM

1966
 CHARLES TOWN

Mid 015073-000
 See SRDS Spot Radio Small Markets Edition.

Clarksburg

Harrison County—Map Location G-3
 See SRDS Consumer market map and data at beginning of the state.

WHAR

1946
 CLARKSBURG


Media Code 4 250 2800 8.00 Mid 015074-000
 Harrison Corporation
 350 W. Main St., Box 2423, Clarksburg, WV 26301. Phone 304-624-5525.

PROGRAMMING DESCRIPTION

WHAR: MUSIC: Conservative Top 40 6 am-12M. Contact Representative for further details. Rec'd 2/5/79.

- 1. PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Bob Hilber.
- 2. REPRESENTATIVES**
 Weiss & Powell, Inc.
 Pittsburgh—Dome & Associates, Inc.
- 3. FACILITIES**
 1,000 w. days, 250 w. nights; 1340 khz. Non-directional.
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**
 15/0.
- 5. GENERAL ADVERTISING See coded regulations**
 FM facilities: WVHF (FM).

TIME RATES
 Eff 10/1/82—Rec'd 9/13/82.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti	36 ti
AA	13.00	12.50	12.00	11.00	10.50
A	12.00	11.50	11.00	10.00	9.50

30 sec: 80% of 1-min.
 10 sec: 40% of 1-min.

May be combined with WVHF (FM) for frequency discount.

(SMD)

WKKW (FM)

WKKW
 1972
 CLARKSBURG

 **Masla Radio**

Contemporary Country



Media Code 4 250 2870 1.00 Mid 015075-000
 Radio One, Inc.
 130 S. 2nd St., Box 2696, Clarksburg, WV 26301. Phone 304-623-6546.

PROGRAMMING DESCRIPTION

WKKW (FM): MUSIC: Programmed for 18-49 age group with Modern Contemporary Country 24 hrs; live AIR PERSONALITIES as hosts; emphasis on current Adult Country. NEWS: hrly nat'l & local; local dept; NBC, UPI. SPORTS: WVU football & basketball. FEATURES: contests. Contact Representative for further details. Rec'd 1/25/85.

- 1. PERSONNEL**
 President—Jack T. Cloyd.
 General Manager—Michael B. Simons.
 Vice-President Sales—Lee Castro.
 Program Director—Bill Dunn.
 Marketing & Promotion—Mary Lou Carter.
 News Director—Terry Mathews.
- 2. REPRESENTATIVES**
 Masla Radio.
 IN, OH, KY—Regional Reps Corp.
- 3. FACILITIES**
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15%.
- 5. GENERAL ADVERTISING See coded regulations**
 AM facilities: WPOZ.
 Affiliated with NBC Radio Network.

TIME RATES

Eff 7/25/84. Rec'd 7/25/84.
 AA—Mon thru Sat 6-10 am, 3-7 pm.
 A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| AA | 17.00 | 16.00 | 13.00 | 12.00 | 10.00 |
| A | 15.00 | 14.00 | 11.00 | 10.00 | 9.00 |
- PER** 30 sec
- | WK: | 1 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|-----|-------|-------|-------|-------|-------|
| AA | 14.20 | 13.20 | 12.20 | 11.20 | 10.20 |
| A | 12.60 | 11.60 | 10.60 | 9.60 | 8.60 |
- (SMD)

WPDX

1974
 CLARKSBURG

WPDX-FM

1974
 CLARKSBURG



Media Code 4 250 2940 2.00 Mid 015076-000
 WPDX, Inc.
 139 1/2 W. Main St., Box 1920, Clarksburg, WV 26301.
 Phone 304-624-6425.

PROGRAMMING DESCRIPTION

WPDX/WPDX-FM: MUSIC: Modern Country featuring album cuts & Oldies plus Current Hits; Top 40 countdown Fri eve. NEWS: 7 min/hr at :57-04; expanded at 8:35 am, 12:30 & 5:35 pm; incl local, state & nat'l w/emphasis on local. SPORTS: 5-8 min nat'l, state & local at 8:30 am & 5:30 pm; heavy wknd coverage from April at :15 & :45; college & local high school football & basketball. FARM: M-F 12:45 pm. Rec'd 5/23/84.

- 1. PERSONNEL**
 President—Patrick H. Kelly.
 Sec'y/Treas. & Gen'l Mgr.—Walker L. Trumble.
 Program Director—Mike King.
- 3. FACILITIES**
 1,000 w.; 750 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. EST.
 FM-ERP 2,500 w. (horiz.), 2,500 w. (vert.); 104.9 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 320 ft. above average terrain.
 Simulcast sunrise-local sunset.
- 4. AGENCY COMMISSION**
 None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING See coded regulations**
 Affiliated with MBS.

TIME RATES

No. 12 Eff 1/1/83—Rec'd 3/23/84.

- 7. PACKAGE PLANS**
- WEEKLY PLAN—BTA
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|-------|-------|-------|-------|
| 1 min | 12.00 | 10.00 | 9.25 | 8.75 |
| 30 sec | 9.75 | 8.00 | 7.50 | 7.00 |
| 15 sec | 6.00 | 5.25 | 5.00 | 4.75 |
- BULK—BTA
- | PER YR: | 300x | 600x | 1200x |
|---------|------|------|-------|
| 1 min | 9.00 | 8.00 | 7.00 |
| 30 sec | 6.75 | 6.25 | 5.75 |
| 15 sec | 4.25 | 4.00 | 3.50 |
- Specified time, extra 20%.

8. PROGRAM TIME RATES

	1 wk	13 wk	52 wk
1 hr	125	115	100
1/2 hr	75	60	55
1/4 hr	50	45	40

(SMD)

WPQZ

1937
 CLARKSBURG

Newstalk



Media Code 4 250 2992 3.00 Mid 015077-000
 Radio Two
 130 S. 2nd St., Box 1546, Clarksburg, WV 26301. Phone 304-624-7571.

PROGRAMMING DESCRIPTION

WPQZ: 24 hr talk format; audience participation by telephone integral part of programming with area interest topics. FEATURES: live interviews with variety of guests, local & nat'l political figures, leaders in entertainment & arts, literature & science; Golden Age of Radio M-F 7-8 pm. NEWS: dept; hrly local & nat'l in AM drive. SPORTS: WVU football & basketball; Pittsburgh Pirates; local high schools; local AIR PERSONALITIES during AM drive; nat'l hosts via satellite 10 am-7 pm & 8 pm-6 am. Contact Representative for further details. Rec'd 1/25/85.

- 1. PERSONNEL**
 General Manager—Michael B. Simons.
 Vice-President Sales—Lee Castro.
 News Director—Terry Mathews.
- 2. REPRESENTATIVES**
 Masla Radio.
 IN, OH, KY—Regional Reps Corp.
- 3. FACILITIES**
 1,000 w. days, 250 w. nights; 1400 khz. Non-directional.
 Operating schedule: 24 hour daily. EST.
- 4. AGENCY COMMISSION**
 15%.
- 5. GENERAL ADVERTISING See coded regulations**
 FM facilities: WKKW.
 Affiliated with NBC—Talknet.
 Affiliated with NBC Radio Network.
 Affiliated with ABC Talkradio.

TIME RATES

Eff 4/24/84. Rec'd 4/24/84.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min | 11.75 | 11.20 | 10.60 | 10.00 | 9.40 |
| 30 sec | 9.40 | 8.80 | 8.25 | 7.65 | 7.05 |
- CLASS A**
- | 1 min | 10.60 | 10.00 | 9.40 | 8.80 | 8.25 |
|--------|-------|-------|------|------|------|
| 30 sec | 8.25 | 7.65 | 7.05 | 6.45 | 5.90 |

- 7. PACKAGE PLANS**
- TAP—6 AM-7 PM MON THRU SAT
- | PER WK: | 1 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min | 11.20 | 10.60 | 10.00 | 9.40 | 8.80 |
| 30 sec | 8.80 | 8.25 | 7.65 | 7.05 | 6.45 |
- BTA**
- | 1 min | 8.80 | 8.25 | 7.65 | 7.05 | 6.45 |
|--------|------|------|------|------|------|
| 30 sec | 7.65 | 7.05 | 6.45 | 5.90 | 5.30 |
- BULK**
- | 1 min | 300x | 600x | 1200x |
|--------|------|------|-------|
| 1 min | 6.45 | 6.20 | 5.90 |
| 30 sec | 5.60 | 5.30 | 5.00 |

- 10. SPECIAL FEATURES**
 Weather, per mo 211.75.
 News—per wk Mon thru Sat 41.20, 13 wk minimum, incl open & close & 1 1-min spot.

(SMD)

WVHF (FM)

1975
 CLARKSBURG


Media Code 4 250 3045 9.00 Mid 015078-000
 Harrison Corp.
 350 W. Main St., Box 2423, Clarksburg, WV 26301. Phone 304-624-5525.

PROGRAMMING DESCRIPTION

WVHF (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary. COMMERCIAL POLICY: 8 minutes per hr. Contact Representative for further details. Rec'd 6/4/82.

- 1. PERSONNEL**
 General Manager—Nick Tennis.
- 2. REPRESENTATIVES**
 Weiss & Powell, Inc.
 Pittsburgh—Dome & Associates, Inc.
- 3. FACILITIES**
 ERP 460 w. (horiz.), 460 w. (vert.); 92.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 670 ft. above average terrain.
- 4. AGENCY COMMISSION**
 15/0.
- 5. GENERAL ADVERTISING See coded regulations**
 AM facilities: WHAR.

TIME RATES

Eff 10/1/82—Rec'd 9/13/82.
 AA—Mon thru Sat 6-10 am & 3-7 pm.
 A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | WK, 1 MIN: | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|------------|-------|-------|-------|-------|-------|
| AA | 13.00 | 12.50 | 12.00 | 11.00 | 10.50 |
| A | 12.00 | 11.50 | 11.00 | 10.50 | 9.50 |
- 30 sec: 80% of 1-min.

10 sec: 40% of 1-min.

May be combined with WHAR for frequency discount.

(SMD)

Elkins

Randolph County—Map Location H-5
 See SRDS Consumer market map and data at beginning of the state.

WDNE

1948
 ELKINS

Mid 015079-000
 See SRDS Spot Radio Small Markets Edition.

WELK (FM)

1982
 ELKINS

Mid 030244-000
 See SRDS Spot Radio Small Markets Edition.

Fairmont

Marion County—Map Location H-3
 See SRDS Consumer market map and data at beginning of the state.

WFGM (FM)

1975
 FAIRMONT

Mid 015080-000
 See SRDS Spot Radio Small Markets Edition.

WMMN

1928
 FAIRMONT

Mid 015081-000
 See SRDS Spot Radio Small Markets Edition.

WTCS

1947
 FAIRMONT

Mid 015082-000
 See SRDS Spot Radio Small Markets Edition.

Fisher

Hardy County—Map Location K-4
 See SRDS Consumer market map and data at beginning of the state.

WELD

1956
 FISHER

Mid 015083-000
 See SRDS Spot Radio Small Markets Edition.

Grafton

Taylor County—Map Location H-3
 See SRDS Consumer market map and data at beginning of the state.

WTBZ (FM)

1979
 GRAFTON

Mid 034372-000
 See SRDS Spot Radio Small Markets Edition.

WKGA

1948
 GRAFTON

Mid 015084-000
 See SRDS Spot Radio Small Markets Edition.

Hinton

Summers County—Map Location G-7
 See SRDS Consumer market map and data at beginning of the state.

WMTD

1963
 HINTON

Mid 015085-000
 See SRDS Spot Radio Small Markets Edition.

WEST VIRGINIA

Huntington (WV)-Ashland (KY)

(including Catlettsburg, KY; Ironton, OH)
Huntington, Cabell County—Map Location D-5
Ashland, Boyd County—Map Location C-5
Lawrence County, Ohio—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAMX (FM)

1948
ASHLAND, KY



Media Code 4 250 3850 2.00
Stoner Broadcasting Systems, Inc.
Coal Exchange Bldg., 401 11th St., Ste 200, Box 1150,
Huntington, WV 25713. Phone 304-532-8401, Ashland
KY, 800-624-9269, Ironton, OH, 800-624-9269.
Mailing Address: Box 1539, Huntington, WV 25716.



Mid 015086-000

2. REPRESENTATIVES
Torbet Radio, Inc.
Rates have been temporarily withdrawn by station.

WCAK (FM)

1971
CATLETTSBURG, KY



Media Code 4 250 3885 8.00
K & M Broadcasting, Inc. (a div. of Kilgore Communi-
cations, Inc.)
Radio 1 Bldg. Catlettsburg, KY 41129. Phone 606-739-
4113, 739-8888, 739-4114.
1 min rate 1x: 12.00.

WCMI

1935
ASHLAND, KY

Media Code 4 250 3920 3.00
First Comm, Inc.
1301 Morningside Dr., Ashland, KY 41101. Phone 606-
329-1777.

Mid 015087-000

Mailing Address: Box 949, Ashland, KY 41105.
Rates have been temporarily withdrawn by station.

WEMM (FM)

1971
HUNTINGTON



Media Code 4 250 3935 1.00
Mortenson Broadcasting Co.
703 3rd Ave., Huntington, WV 25701. Phone 304-525-
5141, Charleston, 304-722-2611.
1 min rate 1x: 16.00.

Mid 015088-000

WGNT

1923
HUNTINGTON



Torbet Radio



A Stoner Station

Media Code 4 250 3950 0.00
Stoner Broadcasting Co., Inc.
Coal Exchange Bldg., 401 11th St. Suite 200, Huntington,
WV 25701. Phone 304-523-8401, Ashland, Ky., 606-
325-4422, Ironton, Ohio, 614-532-0077.
Mailing Address: Box 1150, Huntington, WV 25713.

Mid 015089-000

PROGRAMMING DESCRIPTION
WGNT: Programmed for adults 25-54. MUSIC: modern
country. NEWS: 5-person local staff with 1/2-hr local &
network at 7 am; 5-min network hrly; local news hrly;
stock market reports at 12:30 & 5:30 pm. SPORTS:
major league baseball & U sports, football & basketball.
FEATURES: emphasis on community involvement turing
mobile studio. Contact Representative for further details.
Rec'd 2/25/83.

- PERSONNEL
Corp. Vice-Pres. & Gen'l Mgr.—Gary Voss.
Program Director—Steve Richards.
- REPRESENTATIVES
Torbet Radio, Inc.
- FACILITIES
5,000 w. days, 1,000 w. nights; 930 khz.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15d.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 28b, 28c, 32b.
Contracts: 40a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f.
Cancellation: 71a, 72, 73a.
Affiliated with NBC.
Affiliated with Music Country Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WHEZ

1954
ASHLAND, KY



McGAVREN GUILD RADIO



Media Code 4 250 3970 8.00
CRB Broadcasting Corp.
Box 2186, Huntington, WV 25722. Phone 304-453-4600,
Ashland, 606-739-4600.

Mid 015096-000

PROGRAMMING DESCRIPTION
WHEZ: Popular MOR format of adult appeal. AIR PER-
SONALITIES: handle all segments. NEWS: local & re-
gional. Contact Representative for further details. Rec'd 7/
1/83.

- PERSONNEL
General Manager—Mike Buxser.
Regional Sales Manager—Jeff Kinner.
- REPRESENTATIVES
McGavren Guild Radio.
Regional Reps Corp.
- FACILITIES
5,000 w. days, 500 w. nights; 1420 khz. Directional nights.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
15%; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 20b, 21d, 25a, 28b, 28c, 30.
Contracts: 40c, 41, 42a, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60f, 60h, 60i, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 82.
FM facilities: WTCR
Affiliated with ABC Information Radio Network.
Affiliated with Connecticut Radio Network.
Member: Kentucky Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WIRO

1950
IRONTON, OH



Media Code 4 250 3991 4.00
Tri-Radio Broadcasting Co.
Radio Plaza, Ironton, OH 45638. Phone 614-532-1922.
Studios: Ironton, Ohio and
Ashland, KY

Mid 015092-000

PROGRAMMING DESCRIPTION
WIRO: Programmed for adults. NEWS: area & reg'n'l on
even hr; network at :30 & odd hr. Daily format inclu-
weather, financial news & farm reports. MUSIC: Adult
Contemporary. SPORTS: Major League baseball, state &
city football, university basketball, local sports coverage.
Cruisers give on spot news coverage & are available for
remote broadcasts. Contact Representative for further
details. Rec'd 10/3/83

- PERSONNEL
Gen'l & Sales Mgr.—Kenneth H. Auble.
- REPRESENTATIVES
Regional Reps Corp.
- FACILITIES
1,000 w. days, 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 6 am-midnight. EST
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 28b, 28c, 29a.
Contracts: 40a, 41, 46.
Cancellation: 72, 73a.
FM facilities: WITO (FM).
Affiliated with MBS.
Member: Ohio Radio Network.
Sold in combination with WITO (FM). See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
Deduct 4.00 from WITO (FM)/WIRO combination.

12/85

WITO (FM)

1973
IRONTON, OH



Media Code 4 250 4025 0.00
Tri-Radio Broadcasting, Inc.
Park & Vernon Sts., Box 292, Ironton, OH 45638. Phone
614-532-1923.

Mid 015093-000

PROGRAMMING DESCRIPTION
WITO (FM): Programmed for adults. MUSIC: Modern
Country. NEWS: 5 min; local at :30, network at :30.
SPORTS: college & high school football & basketball.
Contact Representative for further details. Rec'd 12/4/
79.

- PERSONNEL
General Manager—Kenneth H. Auble.
- REPRESENTATIVES
Regional Reps Corp.
- FACILITIES
ERP 3,000 w., circular polarized; 107.1 mhz.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION
15%.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 28b, 28c, 29a.
Contracts: 40a, 41, 46.
Cancellation: 72, 73a.
AM facilities: WIRO.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES

WITO (FM)/WIRO COMBINATION
No 8 Eff 6/1/84—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS
PER WK: 1 ti 10 ti 15 ti 20 ti 30 ti
1 min 25 23 21 19 17
30 sec 20 18 17 16 14
Fixed position, extra 1.00.

WITO (FM) only: Deduct 4.00 from WITO (FM)/WIRO
combination.

12/85

WKEE

1947
HUNTINGTON



A Capitol Broadcasting Corp. Station

Media Code 4 250 4043 3.00
A Source of Capitol Broadcasting Corp.
Box 2288, 1034 Sixth Ave., Huntington, WV 25724. Phone
304-525-7788.

Mid 015091-000

PROGRAMMING DESCRIPTION
WKEE: MUSIC: Oldies. NEWS: At :55, with additional
newscasts at bottom of hr in AM drive. Network news. 5-
person staff, 3-mobile units & news bureau at :25 in AM &
PM drive. COMMERCIAL POLICY: Max 12-min AM drive;
12-min all other times. Contact Representative for further
details. Rec'd 1/28/85.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Touffie L. Kassab.
Nat'l/Reg'n'l Sis. Mgr.—Joe Johnston.
Program Director—Steve Hayes.
- REPRESENTATIVES
Katz Radio.
- FACILITIES
5,000 w.; 800 khz. Non-directional.
Operating schedule: 6 am-local sunset or 2 hours after
sunset. EST.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a,
25c, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 44b, 45, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

WKEE-FM

1947
HUNTINGTON



A Capitol Broadcasting Corp. Station

Media Code 4 250 4061 5.00
WKEE Inc.
1034 Sixth Ave., Box 2288, Huntington, WV 25724. Phone
304-525-7788.

Mid 015094-000

PROGRAMMING DESCRIPTION
WKEE-FM: Adult contemporary. NEWS: At :55 w/ addi-
tional newscasts at :25 during AM drive. Emphasis on
local w/5 reporters, 3-mobile units & news bureau.
COMMERCIAL POLICY: Max 12-min per hr. Rec'd 9/30/
83.

- PERSONNEL
Vice-Pres. & Gen'l Mgr.—Touffie L. Kassab.
Program Director—Steve Hayes.
Nat'l/Reg'n'l Sis. Mgr.—Joe Johnston.
- REPRESENTATIVES
Katz Radio.

- FACILITIES
ERP 53,000 w., 100.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 556 ft. above average terrain.
- AGENCY COMMISSION
15/0 time only.
- GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a,
25c, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 44b, 45, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

WTCR FM 103.3

**Huntington's
#1 Country
Now Stereo 103.**

WTCR (FM)

(formerly WHEZ (FM))
1966
HUNTINGTON



McGAVREN GUILD RADIO



Media Code 4 250 4340 3.00
CRB Broadcasting Corp.
3570 Skyview Dr., Huntington, WV 25701. Phone 304-
529-2553.

Mid 015090-000

PROGRAMMING DESCRIPTION
WTCR (FM): MUSIC: Popular, modern country. AIR
PERSONALITIES: handle all segments. NEWS: local &
regional. Contact Representative for further details.
Rec'd 7/1/83.

- PERSONNEL
General Manager—Mike Buxser.
Regional Sales Manager—Jeff Kinner.
Program Director—Jim Schneider.
- REPRESENTATIVES
McGavren Guild Radio.
Regional Reps Corp.
- FACILITIES
ERP 50,000 w.; 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION
15%; 10 days.
- GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Basic Rates: 20a, 21a, 21b, 28b, 28c.
Contracts: 40c, 41, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WHEZ.
Member: McGavren-Guild Radio Network, Kentucky
Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

(A)

WWHY

1946
HUNTINGTON

Media Code 4 250 4200 9.00
WWHY Radio.
Box 390, Huntington, WV 25708. Phone 304-736-6339.
1 min rate 1x: 11.00.

Mid 015095-000

Hurricane

Putnam County—Map Location E-5
See SRDS Consumer market map and data at beginning of
the state.

WVKV

1971
HURRICANE

Mid 015097-000

See SRDS Spot Radio Small Markets Edition.

Keyser

Mineral County—Map Location K-3
See SRDS Consumer market map and data at beginning of the state.

WKLP
1966
KEYSER

Mid 015098-000
See SRDS Spot Radio Small Markets Edition.

WQZK (FM)
1973
KEYSER

Mid 027569-000
See SRDS Spot Radio Small Markets Edition.

Kingwood

Preston County—Map Location J-3
See SRDS Consumer market map and data at beginning of the state.

WFSP
1967
KINGWOOD
nab

Media Code 4 250 4830 3.00 Mid 015099-000
WFSP, Inc.
Rte. 7 West, Box 567, Kingwood, WV 26537. Phone 304-329-1780.

- PERSONNEL**
Pres. & Gen'l Mgr.—Arthur W. George.
- REPRESENTATIVES**
Dome & Associates, Inc.
- FACILITIES**
1,000 w.; 1560 khz. Non-Directional.
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/84—Rec'd 1/9/84.

SPOT ANNOUNCEMENTS	10 ti	30 ti	60 ti	100 ti	200 ti
PER MO:	8.00	7.00	6.00	5.00	4.50
30 sec	6.50	5.50	4.00	3.50	3.00
15 sec: 15 ti 2.25; 100+ 2.00.					

PROGRAM TIME RATES	1/4 hr	10 min	5 min
1 x	44.00	32.50	16.50
26 x	40.00	28.50	14.50
52 x	34.50	24.50	13.50
104 x	28.75	21.00	12.50
156 x	23.00	18.50	11.50
208 x	20.00	16.50	10.50
260 x	18.50	14.50	9.50
312 x	16.50	12.50	8.50
365+	15.00	11.50	7.50

(SMD)

Lewisburg

Greenbrier County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WKJC (FM)
1981
LEWISBURG

Media Code 4 250 5057 2.00 Mid 026867-000
Lewisburg FM Broadcasters, Inc.
200 W. Washington St., Box 306, Lewisburg, WV 24901.
Phone 304-645-7272, 7290.

- PROGRAMMING DESCRIPTION**
WKJC: MUSIC: Modern Country. SPORTS: basketball & football. Contact Representative for further details. Rec'd 7/26/82.
- PERSONNEL**
Pres. & Gen'l Mgr.—Claude F. Jones.
Program Director—C. Kyle Jones.
 - REPRESENTATIVES**
Regional Reps Corp.
 - FACILITIES**
ERP 3,000 w.; 105.5 mhz.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
 - AGENCY COMMISSION**
15%.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WSLW, White Sulphur Springs.
Affiliated with ABC Entertainment Radio Network.

TIME RATES
Eff—Rec'd 2/23/84.

SPOT ANNOUNCEMENTS	CONTRACT	1x	400x	800+
PER WK:		4.70	4.10	3.55
30 sec		7.65	6.75	5.90
1 min				

PACKAGE PLANS	30 sec	1 min	PER WK:	30 sec	1 min
25 ti	4.10	6.75	50 ti	3.55	5.90

PROGRAM TIME RATES	5 min	1/4 hr	1/2 hr
26 ti	10.00	20.00	35.00
52 ti	8.00	16.00	30.00

12/85 (SMD)

Logan

Logan County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WLOG
LOGAN

Mid 015100-000
See SRDS Spot Radio Small Markets Edition.

WVOW
1952
LOGAN

WVOW-FM
1969
LOGAN

nab

RAB

Media Code 4 250 5040 8.00 Mid 015101-000
Logan Broadcasting Corp.
Box 1776, Logan, WV 25601. Phone 304-752-5080.

- PROGRAMMING DESCRIPTION**
WVOW/WVOW-FM: MUSIC: M-Sat upbeat Adult Contemporary 5:30-9:30 am, 12:10-1:30 pm, 4-6 pm & 8-10 pm; Hymn & Gospel 10 am-noon; MOR 6-8 pm; Rock & Roll 10 pm-1 am; C & W 2-4 pm & Sun 2-9:30 pm. NEWS: 5-min local at 7-11 am & 4 pm; 30-min at 8 am & 10-min at noon & 5 pm. FEATURES: M-F call-in show 9:30-10 am & 1:30-2 pm; Sun religious programs 7:30 am-2 pm. SPORTS: W.V. U football & basketball; Cincinnati Reds: area high school sports. Rec'd 7/26/84.
- PERSONNEL**
General Manager—William P. Becker
Commercial Manager—Martha Jane Becker
Station Manager—Larry Bevins.
 - FACILITIES**
5,000 w., 1,000 w. nights; 1290 khz. Directional nights.
500 w. pre-sunrise.
Operating schedule: 5:30-1 am. EST.
FM-ERP 15,000 w.; 101.9 mhz.
Operating schedule: Same as AM.
Antenna ht.:—ft. above average terrain.
 - AGENCY COMMISSION**
Simulcast 5:30-1 am.
None; agencies add commission to rates shown.

TIME RATES
Eff 4/1/84—Rec'd 1/23/84.

SPOT ANNOUNCEMENTS	12x	25x	51x	103x	259x	364x	365x
1 min	8.00	7.50	7.00	6.50	6.00	5.60	5.35
30 sec	5.75	5.50	5.25	5.00	4.75	4.50	4.00

PROGRAM TIME RATES	1x	13x	26x	52x	104x	260x	365x
1 hr	68.00	64.00	62.00	60.00	58.00	56.00	53.00
1/2 hr	46.00	40.00	38.00	36.00	34.00	32.00	31.00
1/4 hr	28.50	27.50	26.50	25.50	24.50	23.50	22.50
10 min	21.00	19.00	18.50	18.00	17.50	17.00	16.50
5 min	15.00	14.50	13.00	12.00	11.00	10.00	9.00

(SMD)

Madison

Boone County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WWBB
1978
MADISON

Mid 015102-000
See SRDS Spot Radio Small Markets Edition.

Martinsburg

Berkeley County—Map Location M-3
See SRDS Consumer market map and data at beginning of the state.

WEPM
1946
MARTINSBURG

Modern Country

Media Code 4 250 5180 2.00 Mid 015103-000
Elektra Broadcasting Corp. of West Virginia, Inc.
1606 W. King St., Box 767, Martinsburg, WV 25401.
Phone 304-263-8868.

- PROGRAMMING DESCRIPTION**
WEPM: MUSIC: Country. NEWS: ABC & state network; local & reg'l staff; business reports; weather & agriculture. SPORTS: local & U; pro baseball & football. Rec'd 10/24/84.
- PERSONNEL**
General Manager—Charles C. Thornton, Jr.
 - FACILITIES**
1,000 w.; 1340 khz. Non-directional.
Operating schedule: 20 hours daily. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
FM facilities: WKMZ (FM).
Affiliated with ABC Direction Radio Network.
Member: West Virginia Radio Network.

TIME RATES

Eff 11/1/81—Rec'd 12/31/81.

AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

WK:	30 sec			1 min		
	AA	B	BTA	AA	A	BTA
1 ti	7.00	6.40	5.50	6.50	8.50	7.80
6 ti	6.50	5.90	5.00	6.00	8.30	7.40
12 ti	6.20	5.60	4.70	5.70	8.00	7.10
18 ti	5.90	5.30	4.40	5.40	7.70	6.80
24 ti	5.60	5.00	4.10	5.10	7.40	6.50
30 ti	5.30	4.70	3.80	4.80	7.10	6.20

7. PACKAGE PLANS

BULK:	250x	500x	750x	1000x	1500x	2000x
30 sec	5.75	5.50	5.25	5.00	4.50	4.00
1 min	7.50	7.25	7.00	6.75	6.50	6.00
Fixed position, extra	.50.					

(SMD)

WKMZ (FM)
(formerly WESM (FM))
1948
MARTINSBURG

Adult Rock

Media Code 4 250 5250 3.00 Mid 015104-000
Elektra Broadcasting Corp. of West Virginia, Inc.
1606 W. King St., Box 767, Martinsburg, WV 25401.
Phone 304-263-8868.

- PROGRAMMING DESCRIPTION**
WKMZ (FM): MUSIC: Adult Rock. NEWS: network w/ local & reg'l staff; business reports. FEATURES: consumer information & entertainment. Rec'd 9/24/84.
- PERSONNEL**
General Manager—Charles C. Thornton, Jr.
Program Director—John Grissenger.
 - FACILITIES**
ERP 9,000 w. (horiz.), 9,000 w. (vert.); 97.5 mhz. Stereo.
Operating schedule: 20 hours daily. EST.
Antenna ht.: 1,010 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
AM facilities: WEPM.
Affiliated with ABC Direction Radio Network.

TIME RATES

Eff 11/1/81—Rec'd 12/31/81.

AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

WK:	30 sec			1 min		
	AA	B	BTA	AA	A	BTA
1 ti	7.00	6.40	5.50	6.50	8.50	7.80
6 ti	6.50	5.90	5.00	6.00	8.30	7.40
12 ti	6.20	5.60	4.70	5.70	8.00	7.10
18 ti	5.90	5.30	4.40	5.40	7.70	6.80
24 ti	5.60	5.00	4.10	5.10	7.40	6.50
30 ti	5.30	4.70	3.80	4.80	7.10	6.20

7. PACKAGE PLANS

BULK:	250x	500x	750x	1000x	1500x	2000x
30 sec	5.75	5.50	5.25	5.00	4.50	4.00
1 min	7.50	7.25	7.00	6.75	6.50	6.00
Fixed position, extra	.50.					

(SMD)

WRNR

1976
MARTINSBURG

Media Code 4 250 5285 9.00 Mid 015105-000
Shenandoah Communications, Inc.
Eagle School Rd., Box 709, Martinsburg, WV 25401.
Phone 304-263-6586.

- PROGRAMMING DESCRIPTION**
WRNR: Programmed for 25-49 adults. MUSIC: Adult Contemporary. NEWS: AP; RKO satellite; local staff plus meteorological service. FEATURES: Countdown America, stock market reports. SPORTS: & selected features; live coverage thru-out yr. Contact Representative for further details. Rec'd 3/24/83.
- PERSONNEL**
General Manager—Richard S. Wachtel.
Program Director—Paddy Alter.
News Director—Jan Ingram.
 - REPRESENTATIVES**
Market 4 Radio.
Dome & Associates, Inc.
 - FACILITIES**
500 w.; 740 khz. Directional.
Operating schedule: 6 am-local sunset or 2 hours after sunset. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with RKO TV.

TIME RATES

No. 84-1 Eff 4/1/84—Rec'd 5/25/84.

A—6-10 am & 3-7 pm.
B—10 am-3 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

WK:	A				B			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	10.55	9.95	9.45	9.15	10.25	9.65	9.15	8.65
30 sec	8.15	7.55	7.15	6.85	7.85	7.25	6.85	6.55
10 sec	4.25	3.95	3.65	3.35	3.95	3.65	3.35	3.05

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%	
1 min	10.55	9.95
30 sec	8.15	7.55
10 sec	4.25	3.95

10. SPECIAL FEATURES

WKS:	A						B					
	13	26	39	52	13	26	39	52	13	26	39	52
1 ti	10.20	9.70	9.20	8.70	9.70	9.20	8.70	8.20	9.20	8.70	8.20	7.70
4-7 ti	9.70	9.20	8.70	8.20	9.20	8.70	8.20	7.70	8.70	8.20	7.70	7.20

(SMD)

Matewan

Mingo County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WHJC
1951
MATEWAN

Mid 015106-000
See SRDS Spot Radio Small Markets Edition.

Milton

Cabell County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WNST
1973
MILTON
WNST-FM
1980
MILTON

Mid 015107-000
See SRDS Spot Radio Small Markets Edition.

Montgomery

Fayette County—Map Location F-6
Kanawha County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WMON
1946
MONTGOMERY

Mid 015108-000
See SRDS Spot Radio Small Markets Edition.

Morgantown

Monongalia County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WAJR
1940
MORGANTOWN
nab

Media Code 4 250 5600 9.00 Mid 015109-000
West Virginia Radio Corp.
Rt. 7 & Greer Bldg., Morgantown, WV 26505. Phone 304-296-0029.

- PROGRAMMING DESCRIPTION**
MUSIC: Country music mix of current hits, recurrent within past several yrs & gold all time country greats. NEWS: 25 5 min local/regional national programs daily. Local dept. AP wire & audio. Weather at :20 & :50. SPORTS: 4 5 min daily updates. U football & basketball, pro baseball & football, high school football & basketball. Local sports PERSONALITIES. TALK: 1 hr call-in/talk show M-F 9-10 am. FARM: daily 5 min program 8:30 am. SPECIAL: remotes, community & promotional events. COMMERCIAL POLICY: 12 minutes per hour maximum. Rec'd 4/7/78.
- PERSONNEL**
General Manager—Dale Miller.
General Sales Manager—Ray DeVincent.
Agency Account Service—Heidi Saffel.
 - FACILITIES**
5,000 w., days, 500 w. nights; 1440 khz.
Directional.
Operating schedule: 24 hours daily. EST.
 - AGENCY COMMISSION**
15/0.
 - GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 26.
Contracts: 40a, 41.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70c, 73b.
Prod. Services: 80, 82.
FM facilities: WVAQ (FM).
Affiliated with Music Country Radio Network.

TIME RATES

Eff—Rec'd 6/5/84.

SPOT ANNOUNCEMENTS	6 ti	12 ti	18 ti	24 ti
PER WK, DAYPARTED:	24.00	21.18	20.05	19.20
1 min	16.00	14.12	13.37	12.80
30 sec				
PER WK, DAYPARTED:	30 ti	36 ti	18.07	16.94
1 min			12.05	

WEST VIRGINIA

Morgantown—cont

WCLG

1954
MORGANTOWN



Media Code 4 250 5740 3.00
Freed Broadcasting Corp.
Box 885, 343 High St., Morgantown, WV 26505. Phone
304-292-2222.
1 min rate 1x: 13.50.

Mid 015110-000

WCLG-FM

1974
MORGANTOWN



Media Code 4 250 5741 1.00
Freed Broadcasting Corp.
Box 885, 343 High St., Morgantown, WV 26505. Phone
304-292-2222.
1 min rate 1x: 15.89.

Mid 015111-000

WVAQ (FM)

1948
MORGANTOWN



Media Code 4 250 5810 4.00
West Virginia Radio Corp.
Rt. 7 Greer Bldg., Morgantown, WV 26505. Phone 304-
296-0020.

Mid 015112-000

PROGRAMMING DESCRIPTION
WVAQ (FM): Programmed for young adult audience.
MUSIC: contemporary. NEWS: network at :37; local news
8x/day. SPORTS: state univ football & basketball. Fea-
tures: lifecast from network. COMMERCIAL POLICY: 9
minutes per hr, maximum. Rec'd 5/3/81.

- PERSONNEL**
General Manager—Dale Miller.
General Sales Manager—Ray DeVincent.
Agency Account Service—Heidi Saffel.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 26.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70c, 73b.
Prod. Services: 80, 82.
AM facilities: WAJR.
Sold in combination with WAJR. See that listing.

TIME RATES
Eff—Rec'd 6/5/84.

6. SPOT ANNOUNCEMENTS	6 ti	12 ti	18 ti	24 ti
PER WK, DAYPARTED:	24.00	21.18	20.05	19.20
1 min	16.00	14.12	13.37	12.80
30 sec	30 ti	36 ti	18.07	16.94
PER WK, DAYPARTED:	12.05	11.29		
1 min				
30 sec				

WAJR/WVAQ (FM) combination, extra 75%.

Moundsville

Marshall County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.

WEIF

1950
MOUNDSVILLE

See SRDS Spot Radio Small Markets Edition.

Mid 015113-000

Mount Hope

Fayette County—Map Location F-6
See SRDS Consumer market map and data at beginning of
the state.

WTNJ (FM)

1980
MOUNT HOPE



Media Code 4 250 5950 8.00
West Virginia Broadcasting, Inc.
Box 1127, Beckley, WV 25801. Phone 304-877-5592.

Mid 015114-000

PROGRAMMING DESCRIPTION
WTNJ (FM): Programmed for adults. MUSIC: Modern
Country; AIR PERSONALITIES handle all segments.
NEWS: local news dept w/local & state news; 5 min at

:60. FEATURES: commentator stock market; fishing,
hunting & agriculture reports. COMMERCIAL POLICY: 8
minutes/hr. SPORTS: U football & basketball. Rec'd 10/
11/82.

- PERSONNEL**
Gen'l Mgr./Sec'y & Treas.—Anthony P. Gonzalez.
Station Manager—Fred Persinger.
National Sales Manager—Al Shea.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/10; 20th of following month.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/20/84.

- SPOT ANNOUNCEMENTS**
- | Ea | 1 min | 30 sec |
|----|-------|--------|
| | 12.94 | 9.41 |
- (SMD)(D-2)

Mullens

Wyoming County—Map Location E-7
See SRDS Consumer market map and data at beginning of
the state.

WPMW (FM)

1981
MULLENS

Mid 015968-000

See SRDS Spot Radio Small Markets Edition.

New Martinsville

Wetzel County—Map Location G-3
See SRDS Consumer market map and data at beginning of
the state.

WETZ

1952
NEW MARTINSVILLE

Mid 015115-000

See SRDS Spot Radio Small Markets Edition.

WKGI (FM)

1977
NEW MARTINSVILLE

Mid 015116-000

See SRDS Spot Radio Small Markets Edition.

Oak Hill

Fayette County—Map Location F-6
See SRDS Consumer market map and data at beginning of
the state.

WOAY

1946
OAK HILL

Religious



Media Code 4 250 6130 6.00
Thomas Radio Co., Inc.
Rt. 16-61 South, Box 251, Oak Hill, WV 25901. Phone
304-465-0535.

Mid 033298-000

PROGRAMMING DESCRIPTION
WOAY: Religious format. FEATURES: music; nat'l minis-
tries; Christian drama; women's, children's & family
programming; news. Rec'd 3/5/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Leah Thomas.
Sta. & Sales Mgr.—Gene Ellison.
 - FACILITIES**
10,000 w.; 860 khz. Non-directional.
Operating schedule: sunrise-local sunset. EST.
 - AGENCY COMMISSION**
None; all rates net to station.
- TIME RATES**
Eff—Rec'd 3/5/84.

7. PACKAGE PLANS	TAP	1 min	30 sec
10 ti/wk		8.00	6.00
20 ti/wk		6.00	4.50
120 ti/mo		5.00	3.75
600 ti/6 mo		4.75	3.50
1200 ti/yr		4.50	3.25

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr
1 ti	75	50	30
5 ti	60	35	22

(SMD)

WOAY-FM

(formerly WRJL (FM))
1946
OAK HILL



Media Code 4 250 6170 2.00
Thomas Radio Co., Inc.
Rt. 16-61 South, Box 251, Oak Hill, WV 25901. Phone
304-465-0535.

Mid 015117-000

PROGRAMMING DESCRIPTION
WOAY-FM: Programmed for adults 18-49. MUSIC: CHR,
Adult-oriented blend of currents complimented with
oldies. NEWS: satellite; network; local. FEATURES: The
Hot Ones, Solid Gold Scrapbook, Live from the Record
Plant, Solid Gold Saturday Night & network music
specials. COMMERCIAL POLICY: 10 min/hr max. Rec'd
12/28/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Leah Thomas.
Program Director—James (Jim Martin) Owston.
Sales Manager—Gene Ellison.
 - FACILITIES**
FM-ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.
 - AGENCY COMMISSION**
None; all rates net to station.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with RKO Radio Networks.
- TIME RATES**
Eff 1/15/85—Rec'd 12/28/84.

7. PACKAGE PLANS	TAP	1 min	30 sec
10 ti/wk		12.50	9.25
20 ti/wk		8.50	6.25
120 ti/mo		7.50	5.50
600 ti/6 mo		6.75	5.25
1200 x/yr		6.50	5.00

(SMD)(D)

WTNJ (FM)

1980
MOUNT HOPE



(This is a paid duplicate of the listing under Mount Hope,
West Virginia.)
Media Code 4 250 5950 8.00
West Virginia Broadcasting, Inc.
Box 1127, Beckley, WV 25801. Phone 304-877-5592.

Mid 015114-000

PROGRAMMING DESCRIPTION
WTNJ (FM): Programmed for adults. MUSIC: Modern
Country; AIR PERSONALITIES handle all segments.
NEWS: local news dept w/local & state news; 5 min at
:60. FEATURES: commentator stock market; fishing,
hunting & agriculture reports. COMMERCIAL POLICY: 8
minutes/hr. SPORTS: U football & basketball. Rec'd 10/
11/82.

- PERSONNEL**
Gen'l Mgr./Sec'y & Treas.—Anthony P. Gonzalez.
Station Manager—Fred Persinger.
National Sales Manager—Al Shea.
 - FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mhz.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
 - AGENCY COMMISSION**
15/10; 20th of following month.
 - GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Entertainment Radio Network.
- TIME RATES**
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 3/20/84.

6. SPOT ANNOUNCEMENTS	Ea	1 min	30 sec
		12.94	9.41

(SMD)(D-2)

Parkersburg

Wood County—Map Location E-4
See SRDS Consumer market map and data at beginning of
the state.

WADC

1954
PARKERSBURG



Media Code 4 250 6180 1.00
Parkersburg/Marietta Broadcasting Company
703 Market St., Parkersburg, WV 26101. Phone 304-485-
7354.

Mid 015118-000

- REPRESENTATIVES**
New York—Shelly Katz Radio Sales, Inc.
Cleveland—Mid-American Media Services, Inc.
Atlanta—Dora-Clayton Agency, Inc.
Pittsburgh—Commercial Media Sales.
1 min rate 1x: 13.00.

WBRJ

1964
MARIETTA

(This is a paid duplicate of the listing under Marietta,
Ohio.)

Media Code 4 236 6240 2.00
Employee Owned Broadcasting Corp.
One Pennsylvania Ave., Box 329, Marietta, OH 45750.
Phone 614-373-0910.

Mid 012993-000

PROGRAMMING DESCRIPTION
WBRJ: Programming directed to 35+ group. MUSIC:
Modern Adult Contemporary plus oldies. NEWS: State
news & sports network; 30-min at 6 am; 10-min at 7:25,
8:25 am; 30 sec local news brks FIOG; emphasis on local;
network programs at :30; 30-min at 11:30 am & 5 pm;
weather at :15 & :45 local & nat'l. Contact Representative
for further details. Rec'd 1/23/84.

- PERSONNEL**
President—Carl Clovis, II.
Regional Sales Manager—Stuart J. Sharpe.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Dome & Associates, Inc.
- FACILITIES**
5,000 w.; 910 khz. Directional.
500 w. pre-sunrise; 500 w. post-sunset.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 28a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60e, 61a.
Prod. Services: 82.
FM facilities: WEYO (FM).
Affiliated with KBS.
Member: Ohio Radio Network, Agri Broadcasting Network
(ABN).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/83—Rec'd 12/9/82.

Drive—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.
Midday—Mon thru Fri 9 am-3 pm; Sat after 3 pm; Sun all
day.

6. SPOT ANNOUNCEMENTS	DRIVE	1x	150x	250x	350x	500x
1 min		13.00	12.00	11.00	10.00	9.50
30 sec		9.80	9.00	8.25	7.75	7.00
	MIDDAY					
1 min		9.75	9.00	8.50	7.75	7.00
30 sec		8.35	7.75	6.25	5.75	4.75

7. PACKAGE PLANS	TAP—1/2 DRIVE, 1/2 MIDDAY	10 ti	21 ti	31 ti
WKLY, ROS:		9.00	8.00	7.00
1 min		6.50	5.50	5.00
30 sec				

(SMD) (D)

WEYQ (FM)

1983
MARIETTA



(This is a paid duplicate of the listing under Marietta,
Ohio.)

Media Code 4 236 6270 9.00
Employee Owned Broadcasting, Inc.
1 Pennsylvania Ave., Box 329, Marietta, OH 45750.
Phone 614-373-0879.

Mid 027571-000

PROGRAMMING DESCRIPTION
WEYQ (FM): MUSIC: Adult Contemporary; Con-
tempo—300 plus oldies. COMMERCIAL POLICY: 14 units
per hour. Contact Representative for further details.
Rec'd 2/6/84.

- PERSONNEL**
President—Carl Clovis,
Manager—Greg Seigfried.
Regional Sales Manager—Stuart J. Sharpe.
- REPRESENTATIVES**
Savalli & Schutz, Inc.
Dome & Associates, Inc.
- FACILITIES**
ERP 3,000 w.; 94.3 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WBRJ.
Affiliated with CBS RADIORADIO.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/83—Rec'd 12/9/82.

Drive—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.
Midday—Mon thru Fri 9 am-3 pm; Sat after 3 pm; Sun all
day.

6. SPOT ANNOUNCEMENTS	DRIVE	1x	150x	250x	350x	500x
1 min		13.00	12.00	11.00	10.00	9.50
30 sec		9.80	9.00	8.25	7.75	7.00
	MIDDAY					
1 min		9.75	9.00	8.50	7.75	7.00
30 sec		8.35	7.75	6.25	5.75	4.75

7. PACKAGE PLANS	TAP—1/2DRIVE, 1/2 MIDDAY	10 ti	21 ti	31 ti
WKLY, ROS:		9.00	8.00	7.00
1 min		6.50	5.50	5.00
30 sec				

(SMD)(D)

WIBZ (FM)

1965

PARKERSBURG

Media Code 4 250 6331 0.00 Mid 015119-000
Parkersburg/Marietta Broadcasting Company
703 Market St., Parkersburg, WV 26101. Phone 304-485-6158.

2. REPRESENTATIVES

New York—Shelly Katz Radio Sales, Inc.
Cleveland—Mid-American Media Services, Inc.
Atlanta—Dora-Clayton Agency, Inc.
Pittsburgh—Commercial Media Sales.
1 min rate 1x: 13.00.

WIKS

1935

PARKERSBURG

Media Code 4 250 6358 3.00 Mid 015121-000
Composite Broadcasting, Inc.
Box 449, Parkersburg, WV 26101. Phone 304-485-4491.

2. REPRESENTATIVES

Dome & Associates, Inc.
1 min rate 1x: 8.50.

WKYG

1974

PARKERSBURG

Media Code 4 250 6385 6.00 Mid 015120-000
Jacor Broadcasting Group, Inc.
Box 368, Parkersburg, WV 26102. Phone 304-485-4565.

2. REPRESENTATIVES

McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

WXIL (FM)

1975

PARKERSBURG

Media Code 4 250 6580 2.00 Mid 015123-000
PBBC, Inc.
Box 1228, 914 Market St., Parkersburg, WV 26101.
Phone 304-485-7425.

PROGRAMMING DESCRIPTION

WXIL (FM): MUSIC: Contemporary Hits. AIR PERSONALITIES. NEWS: at :20 & :40; extensive weather service. COMMERCIAL POLICY: 12 min per hr. Rec'd 10/23/84.

1. PERSONNEL

President—Larry O. Garrett.
Station Manager—Tom Hamilton.

3. FACILITIES

ERP 50,000 w. circular polarized; 95.1 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3d, 4a, 4c, 5, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 15d.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 28b, 28c.
Contracts: 40a, 42d, 43, 45, 46, 47e, 48, 49, 51c.
Cancellation: 70a, 70e, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 12/15/83—Rec'd 11/28/83.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat/Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-2 am;
Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	12 ti	18 ti	24 ti	24 ti
AAA	19.00	17.00	16.00	15.20
AA	18.00	16.50	15.00	14.40
A	17.00	15.50	14.50	13.60

7. PACKAGE PLANS

TAP—1/4AAA, 1/2AA, 1/4A

	12 ti		18 ti		24 ti	
1 min	16.50	15.00	14.00	13.20	12.00	11.20
30 sec	13.20	12.00	11.20			

BULK

1 min

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
350 x	17.00	15.50	14.50	13.60	12.40	11.60
750 x	15.00	14.50	13.50	12.00	11.60	10.80
1250 x	14.00	13.50	12.50	11.20	10.80	10.00

(CR)

WXKX (FM)

(formerly WQAW (FM))

1967

PARKERSBURG

Media Code 4 250 6650 3.00 Mid 015122-000
Jacor Broadcasting Group, Inc.
Box 368, 180 Park Center, Parkersburg, WV 26102.
Phone 304-485-4565.

2. REPRESENTATIVES

McGavren Guild Radio.
Rates have been temporarily withdrawn by station.

Pineville

Wyoming County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WWYO

1948

PINEVILLE

Media Code 4 250 6720 4.00 Mid 015124-000
Wyoming Broadcasting Co., Inc.
Rte. 10, Box 549, Pineville, WV 24874. Phone 304-732-7970.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ranny Parks.
Exec. Vice-Pres. & Sales Mgr.—Stephen K. Browning.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w.; 970 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Member: West Virginia Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff ——— Rec'd 2/9/81.

6. SPOT ANNOUNCEMENTS

PER WK:	5 sec	15 sec	30 sec	1 min
10 ti	1.50	2.25	2.80	4.30
25+	1.25	1.75	2.60	3.90
YRLY CONTRACT:	52x	156x	312x	600x
15 sec	2.60	2.45	2.30	2.15
30 sec	3.55	3.50	3.25	3.10
1 min	5.00	4.85	4.60	4.45

7. PACKAGE PLANS

SPECIFIC AUDIENCE PLANS (DRIVE)

PER WK:	5 sec	15 sec	30 sec	1 min
10 ti	1.90	2.50	3.25	4.75
25+	1.75	2.35	3.05	4.50

8. PROGRAM TIME RATES

PER WK:	1/4 hr	1/2 hr	1 hr
1 ti	20	35	70

10. SPECIAL FEATURES

5-min newscasts, flat 7.00.

DISCOUNT

52 wk—20%	12/85	(SMD)
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Princeton

Mercer County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WAEY

1947

PRINCETON**WAEY-FM**

1971

PRINCETON

Media Code 4 250 6860 8.00 Mid 015125-000
Belap Broadcasting, Inc.
Box 5588, Princeton, WV 24740. Phone 304-425-2151.

PROGRAMMING DESCRIPTION

WAEY/WAEY-FM: MUSIC: Contemporary Country.
NEWS: state network & sports. Rec'd 12/12/83.

1. PERSONNEL

Owner & Mgr.—Henry Beam.

3. FACILITIES

1,000 w.; 1490 khz. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 3,000 w.; 95.9 mhz. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 178 ft. above average terrain.

Simulcast 5 am-midnight.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.
Affiliated with ABC Entertainment Radio Network.
Member: West Virginia Radio Network.

TIME RATES

No. AX-13 Eff 6/1/83—Rec'd 12/12/83.

7. PACKAGE PLANS

	30 DAYS				
	1 ti	25 ti	75 ti	50 ti	100 ti
1 min	9.30	8.60	7.95	7.70	6.75
30 sec	8.25	7.40	6.75	6.25	5.70

7 CONSECUTIVE DAYS

1 min	7.15	6.75	6.10
30 sec	6.30	5.80	5.40

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
Ea	35	49	62

(SMD) (CR)

WKMY (FM)

1983

PRINCETON

Mid 031910-000
See SRDS Spot Radio Small Markets Edition.

Rainelle

Greenbrier County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WRRL

1974

RAINELLE**WRRL-FM**

1977

RAINELLE

Mid 015126-000

See SRDS Spot Radio Small Markets Edition.

Ravenswood

Jackson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WMOV

1957

RAVENSWOOD

Mid 015127-000

See SRDS Spot Radio Small Markets Edition.

Richwood

Nicholas County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WVAR

1957

RICHWOOD

Mid 015128-000

See SRDS Spot Radio Small Markets Edition.

Ripley

Jackson County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WCEF (FM)

1981

RIPLEY

Mid 027568-000

See SRDS Spot Radio Small Markets Edition.

Ronceverte

Greenbrier County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WRON

1947

RONCEVERTE

Mid 015129-000

See SRDS Spot Radio Small Markets Edition.

WRON-FM

1983

RONCEVERTE

Mid 033089-000

See SRDS Spot Radio Small Markets Edition.

St. Albans

Kanawha County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Charleston

(including St. Albans, South Charleston)

South Charleston

Kanawha County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

See Charleston

(including St. Albans, South Charleston)

Spencer

Roane County—Map Location F-5
See SRDS Consumer market map and data at beginning of the state.

WVRC

1960

SPENCER

Mid 015130-000

See SRDS Spot Radio Small Markets Edition.

Summersville

Nicholas County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

WCWV (FM)

1983

SUMMERSVILLE

Mid 033010-000

See SRDS Spot Radio Small Markets Edition.

Sutton

Braxton County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WSGB

1964

SUTTON

Mid 015131-000

See SRDS Spot Radio Small Markets Edition.

Weirton

Hancock County—Map Location G-1
See SRDS Consumer market map and data at beginning of the state.

See Steubenville (OH)-Weirton (WV)**Welch**

McDowell County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WELC

1950

WELCH

Mid 015132-000

See SRDS Spot Radio Small Markets Edition.

WXEE

1955

WELCH

Mid 015133-000

See SRDS Spot Radio Small Markets Edition.

Weston

Lewis County—Map Location G-4
See SRDS Consumer market map and data at beginning of the state.

WHAW

1948

WESTON

Mid 015134-000

See SRDS Spot Radio Small Markets Edition.

WSSN (FM)

WESTON

Mid 015135-000

See SRDS Spot Radio Small Markets Edition.

Westover

Monongalia County—Map Location H-3
See SRDS Consumer market map and data at beginning of the state.

WJCF (FM)

1982

WESTOVER

Mid 030809-000

See SRDS Spot Radio Small Markets Edition.

WEST VIRGINIA

Wheeling

(including Bellaire, OH)
 Wheeling, Ohio County, WV—Map Location G-2
 Bellaire, Belmont County, OH—Map Location G-7
 See SRDS Consumer market map and data at beginning of the state.
 Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WANJ (FM)

Call letters have been changed to:

WZMM (FM)

Mid 015136-000

WKWK

1941
WHEELING

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab

NRBA

Media Code 4 250 8540 4.00 Mid 015138-000
 WKWK, Inc.
 88 Waddles Run Road, Wheeling, WV 26003. Phone 304-232-2250.

PROGRAMMING DESCRIPTION

WKWK: Programmed for adults 35-plus. MUSIC: Big Band, "The Music of Your Life." NEWS: local news AM drive, ABC hrly & weather watch. Contact Representative for further details. Rec'd 8/28/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rod Krol.
Station Manager—Dick Lambert.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 33d.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Direction Radio Network.

TIME RATES
 Eff 7/1/84—Rec'd 6/21/84.

PER WK/MO:	1 ti	25 ti	75 ti	125+
1 min	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50

7. PACKAGE PLANS

TAP—26 WEEKS

	350 ti	450 ti	550 ti	750 ti
1 min	10.00	9.50	9.00	8.50
30 sec	8.50	8.00	7.50	7.00

TAP—YEARLY

	650x	800x	1000x	1300x
1 min	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.00	6.50

Specified dayparts, times or adjacencies, extra 1.00.

WKWK-FM

1948
WHEELING

HN&H

HILLIER, NEWMARK, WECHSLER & HOWARD

nab

NRBA

Media Code 4 250 8541 2.00 Mid 015139-000
 WKWK, Inc.
 88 Waddles Run Road, Wheeling, WV 26003. Phone 304-232-2250.

PROGRAMMING DESCRIPTION

WKWK-FM: Programmed for adults 18-44. MUSIC: Adult Contemporary. NEWS: Local news AM drive, weather watch. AIR PERSONALITIES. Contact Representative for further details. Rec'd 10/26/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Rod Krol.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
ERP 50,000 w.; 97.3 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 470 ft. above average terrain.
- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 33d.
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
 Comb.; Cont. Discounts: 60a, 60c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES
 Eff 9/1/84—Rec'd 7/20/84.

AAA—Mon thru Sat 5-10 am & 3-7 pm.	AA—Mon thru Sat 10 am-3 pm & 7 pm-1 am.	A—Mon thru Sat 5 am-1 am; Sun 5 am-1 am; ROS.
1 min	10.60	9.40
30 sec	7.65	7.35

6. SPOT ANNOUNCEMENTS

GRID:	— 1 min —	— 30 sec —
I	20 19 18	17 16 15
II	19 18 17	16 15 14
III	18 17 16	15 14 13
IV	17 16 15	14 13 12

CONSECUTIVE WEEK DISCOUNT
 13 wk—5% 26 wk—10% 52 wk—15%

WOMP

1947
BELLAIRE, OH

nab

A T/R, Inc. Station

Media Code 4 250 8680 8.00 Mid 015141-000
 T/R Inc.
 Woodmont Hill, Box 448, Bellaire, OH 43906. Phone 614-676-5661.

PROGRAMMING DESCRIPTION

WOMP: Programmed for demographic audience 35+; news & talk. NEWS: blocks 6-9 am; 3 full-time news persons; network at :60 plus network features. FEATURES: 9-11 am party line show, controversial conversation & guests; personality talk shows 11 am-noon, noon-2 pm, 2-4 pm & 4-7 pm. Contact Representative for further details. Rec'd 9/30/83.

- PERSONNEL**
Gen'l & Sales Mgr.—Robert Andre.
Program Director—Howard King Monroe.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Ohio, Kentucky—Regional Reps Corp.
Pittsburgh, Pa.—Dome & Associates, Inc.

3. FACILITIES
 1,000 w. days; 1290 khz. Non-directional.
 Operating schedule: 6 am-sign-off daily. EST.

4. AGENCY COMMISSION
 15/10; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 11d, 14d, 15b.
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51b.
 Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 81.
 Affiliated with ABC TALKRADIO Network.
 Affiliated with RKO TWO.
 Affiliated with Connecticut Radio Network.
 Member: Ohio Radio Network.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 10/1/79—Rec'd 3/5/80.

6. SPOT ANNOUNCEMENTS

Per Mo	1 ti	6 ti	12 ti	18 ti	25 ti
1 min	10.60	9.40	15.30	14.10	12.95
30 sec	7.65	7.35	11.75	10.60	9.40

7. PACKAGE PLANS

ANNUAL BULK:

	260x	520x
1 min	10.60	9.40
30 sec	9.40	7.65

12/85

WOMP-FM

1947
BELLAIRE, OH

nab

A T/R, Inc. Station

Media Code 4 250 8681 6.00 Mid 015142-000
 T/R Inc.
 Woodmont Hill, Rte. 214, Box 448, Bellaire, OH 43906.
 Phone 614-676-5661.

PROGRAMMING DESCRIPTION

WOMP-FM: Programmed for demographic audience 18-34. MUSIC: Contemporary. Sun 9 pm-12M special programming, concerts, unique artists. Contact Representative for further details. Rec'd 4/3/81.

- PERSONNEL**
Gen'l Mgr. & Sls. Mgr.—Robert Andre.
Program Director—Jim Ryan.
- REPRESENTATIVES**
Weiss & Powell, Inc.
Ohio & Kentucky—Regional Reps Corp.
Pittsburgh, Pa.—Dome & Associates, Inc.
- FACILITIES**
ERP 13,500 w. (horiz.), 13,500 w. (vert.); 100.5 mhz.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION**
15/10; 10 days.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7b, 8.
 Rate Protection: 11d, 14d, 15b.
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51b.
 Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
 Cancellation: 70a, 70e, 71a, 73b.
 Prod. Services: 80, 81.

TIME RATES
 NATIONAL AND LOCAL RATES SAME
 No. 15 Eff 10/1/79—Rec'd 3/5/80.

6. SPOT ANNOUNCEMENTS

Per Mo	1 ti	6 ti	12 ti	18 ti	25 ti
1 min	10.60	9.40	15.30	14.10	12.95
30 sec	7.65	7.35	11.75	10.60	9.40

7. PACKAGE PLANS

ANNUAL BULK:

	260x	520x
1 min	10.60	9.40
30 sec	9.40	7.65

12/85

WOVK (FM)

1947
WHEELING

nab

EASTMAN RADIO, INC.

Media Code 4 250 8820 0.00 Mid 015137-000
 Wheeling Broadcasting Co.-A Subsidiary of Price Broadcasting Co.
 Capitol Music Hall, 1015 Main St., Wheeling, WV 26003.
 Phone 304-232-9935.

PROGRAMMING DESCRIPTION

WOVK (FM): MUSIC: Modern Country. Contact Representative for further details. Rec'd 2/10/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—J. Ross Felton.
Operations Manager—Thomas E. Miller.
General Sales Manager—Fred Shidell.

2. REPRESENTATIVES
 Eastman Radio, Inc.

3. FACILITIES
 ERP 50,000 w.; 98.7 mhz. Stereo.
 Operating schedule: 24 hours daily. EST.
 Antenna ht.: 390 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 22b, 23a, 25a, 26, 28c, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60d.
 Cancellation: 70a, 70c, 71a, 73a.
 AM facilities: WWVA.
 Affiliated with Eastman Radio Network.
 Sold in combination with WWVA. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Deduct 50% from WWVA/WOVK (FM) combination.

WUNI

(formerly WANR)
1949
WHEELING

Media Code 4 250 8890 3.00 Mid 015140-000
 Janl, Ltd.
 98 Sixteenth St., Box 6273, Wheeling, WV 26003. Phone 304-233-7560.

PROGRAMMING DESCRIPTION

WUNI: Programmed for adults 35-64. MUSIC: MOR. COMMERCIAL POLICY: 10 units per hr. Rec'd 1/3/85.

- PERSONNEL**
General Manager—Robert E. Kassi.
Sales Manager—Thomas W. Schlosser.
- FACILITIES**
5,000 w. days; 1600 khz. Non-directional. 218 w. pre-nursery.
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24c, 25c, 28b, 28c, 29b, 32b, 33c.
 Contracts: 40c, 41, 42a, 42b, 42c, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60f, 60i, 60j, 61c.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WZMM (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

WWVA

1926
WHEELING

nab

EASTMAN RADIO, INC.

RAB

Media Code 4 250 8960 4.00 Mid 015143-000
 Wheeling Broadcasting Co.-A Subsidiary of Price Broadcasting Co.
 Capitol Music Hall, 1015 Main St., Wheeling, WV 26003.
 Phone 304-232-1170.

PROGRAMMING DESCRIPTION

WWVA: MUSIC: modern country. Air personalities NEWS: extended news operation. Contact Representative for further details. Rec'd 4/5/71.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—J. Ross Felton.
General Sales Manager—Fred O. Gardini.
Operations Manager—Thomas E. Miller.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
50,000 w.; 1170 khz. Directional—nights only.
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 10c, 11c, 12c, 13c, 14c.
 Basic Rates: 22b, 23a, 25a, 26, 28c, 29a.
 Contracts: 40a, 45, 46, 47a.
 Comb.; Cont. Discounts: 60a, 60d.
 Cancellation: 70a, 70c, 71a, 73a.
 FM facilities: WOVK (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with Eastman Radio Network.
 Member: Agri Broadcasting Network (ABN).

TIME RATES

WWVA/WOVK (FM) COMBINATION

No. 1 Eff 4/1/84—Rec'd 4/9/84.

AAA—Mon thru Sat 5:30-10 am & 3-7:30 pm.	AA—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.	A—Mon thru Fri 7:30 pm-midnight; Sun 6-9 am & 7 pm-midnight.
1 min	10.50	9.50
30 sec	7.50	7.00

6. SPOT ANNOUNCEMENTS

GRID:	— 1 min —	— 30 sec —
I	100 85 75	80 68 60
II	90 75 65	72 60 52
III	80 65 55	64 52 44
IV	70 55 45	56 44 36

WWVA only: Deduct 10% from WWVA/WOVK (FM) combination.

9. PARTICIPATING PROGRAMS
 COUNTRY ROAD SHOW—SUN THRU SAT MIDNIGHT-5:30 AM—AM ONLY

1 min	1 ti	12 ti	18 ti	24 ti
30 sec	41	38	32	26
	33	30	26	21

10. SPECIAL FEATURES
 NEWSCASTS—AM ONLY
 5 min: 150% of applicable one min rate.
 1-min: 110% of applicable 1-min rate.

WZMM (FM)

(formerly WANJ (FM))
1965
WHEELING

nab

Media Code 4 250 8995 0.00 Mid 015136-000
 Janl, Ltd.
 38 16th St., Box 6273, Wheeling, WV, 26003. Phone 304-233-7560.

PROGRAMMING DESCRIPTION

WZMM (FM): Programmed for adults 18-49. MUSIC: Contemporary Hit Radio. COMMERCIAL POLICY: 10 units per hr maximum. Contact Representative for further details. Rec'd 1/3/85.

- PERSONNEL**
General Manager—Robert E. Kassi.
Sales Manager—Thomas W. Schlosser.
- REPRESENTATIVES**
Shelly Katz Radio Sales, Inc.
- FACILITIES**
ERP 11,220 w.; 107.5 mhz. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 907 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 24c, 25c, 28b, 28c, 29b, 32b, 33c.
 Contracts: 40c, 41, 42a, 42b, 42c, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
 Comb.; Cont. Discounts: 60b, 60f, 60i, 60j, 61c.
 Cancellation: 70a, 70c, 71a, 72, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WUNI.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by station.

White Sulphur Springs

Greenbrier County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WSLW

1971
WHITE SULPHUR SPRINGS

Media Code 4 250 9030 5.00 Mid 015144-000
Regional Radio, Inc.
73 E. Main St., Box 610, White Sulphur Spring, WV
24986. Phone 304-536-1310, 1311.

PROGRAMMING DESCRIPTION

WSLW: MUSIC: Adult Contemporary. NEWS: UPI. Contact Representative for further details. Rec'd 1/27/83.

- 1. PERSONNEL**
Pres. & Gen'l Mgr.—Claude F. Jones.
Sales Manager—Pamela DeRosa.
Program Director—Larry Drennen.
- 2. REPRESENTATIVES**
Regional Reps Corp.
- 3. FACILITIES**
5,000 w.; 1310 khz. Non-directional.
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**
15%.
- 5. GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.

TIME RATES

No. 10A Eff 10/1/84—Rec'd 10/2/84.

- 6. SPOT ANNOUNCEMENTS**
PER WK, 13 WK: 7 ti 14 ti 21 ti 28 ti
1 min 6.75 3.45 5.70 5.10
30 sec 4.40 4.10 3.80 3.55
PER YR: 52x 156x 312x 600x 1200x
1 min 7.65 7.05 6.45 5.90 5.30
30 sec 5.30 5.00 4.70 4.10 3.55
Fixed position, extra 25%.

- 7. PACKAGE PLANS**
PER WK: 1 min 30 sec PER WK: 1 min 30 sec
25 ti 6.45 4.10 50 ti 5.90 3.55
Fixed position, extra 25%.

- 8. PROGRAM TIME RATES**
5 min 1/4 hr 1/2 hr
26 ti 11.75 23.50 41.00
52 ti 8.10 20.00 33.00

12/84

(SMD)

Williamson

Mingo County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WBTH

1939
WILLIAMSON

Mid 015145-000

See SRDS Spot Radio Small Markets Edition.

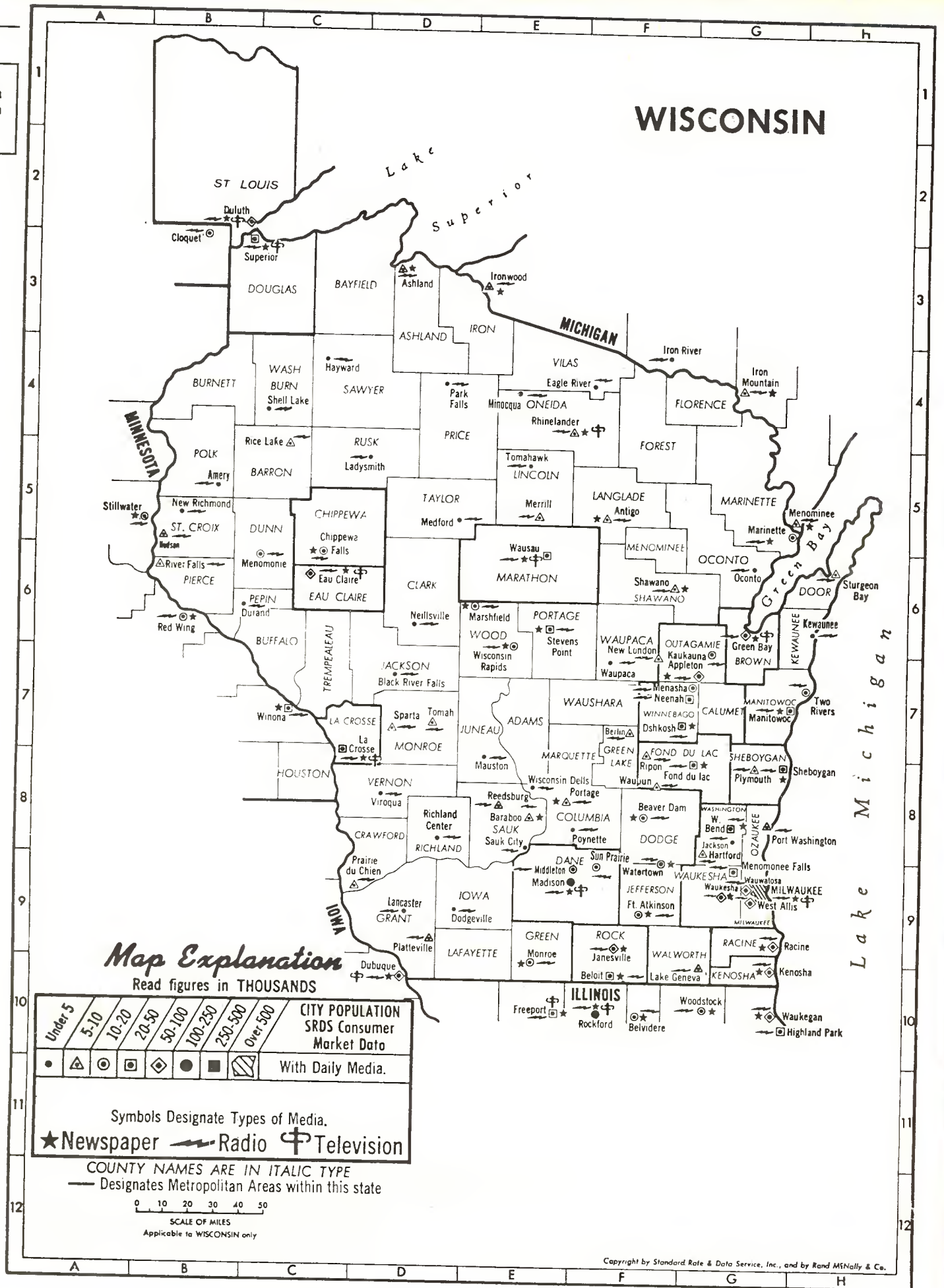
WXCC (FM)

1980
WILLIAMSON

Mid 015146-000

See SRDS Spot Radio Small Markets Edition.

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Appleton—Outagamie Beloit—Rock Eau Claire—Eau Claire		Green Bay—Brown Janesville—Rock		Kenosha—Kenosha La Crosse—La Crosse		Madison—Dane Milwaukee—Milwaukee		Neenah—Winnebago Oshkosh—Winnebago		Racine—Racine Sheboygan—Sheboygan		Waukesha—Waukesha Wausau—Marathon		Wauwatosa—Milwaukee West Allis—Milwaukee						
Estimates for:		Gross Household Income—1984								Retail Sales—1984						Passen- ger Cars	Black Pop.	Spanish Pop.		
STATE	Population	Households	% Distribution of Households				Total Retail Sales—		By Selected Store Types						4/1/84	4/1/84	4/1/84			
COUNTY—Map Loc.	4/1/84	4/1/84	00000	15000	35000	50000	00000	Per	General	Apparel	Home	Auto	Service	4/1/84	4/1/84	4/1/84				
City	(000)	(000)	(5000)	to	to	to	and	Household	Mdse.	Apparel	Furn.	motive	Station	(000)	(000)	(000)				
Metropolitan Area	(000)	(000)	(000)	14999	34999	49999	50000	(S)	(S)	(S)	(S)	(S)	(S)	(000)	(000)	(000)				
WISCONSIN STATE TOTALS.....	4,758.5	1,684.35	45,390,920	26,949	30.8	43.4	15.9	9.8	24,447,399	14,514	5,324,289	838,243	3,576,993	1,159,073	1,240,589	4,144,641	2,166,560	2,717.12	175.0	62.32
ADAMS E-7	15.3	5.58	125,523	22,495	38.8	42.9	12.5	5.9	75,208	13,478	16,716	2,706	11,437	3,486	3,589	12,689	6,718	9.90	.3	.12
ASHLAND D-3	16.6	6.09	103,523	16,999	51.7	39.8	6.3	2.2	73,640	12,092	16,885	2,844	11,865	3,292	3,165	12,332	6,659	8.8905
BARRON C-5	40.0	14.38	292,790	20,361	43.1	43.2	9.3	4.3	186,291	12,955	41,857	6,872	28,910	8,529	8,586	31,351	16,711	24.1114
BAYFIELD C-3	14.4	5.38	100,794	18,735	47.3	40.3	9.4	3.0	67,989	12,637	15,389	2,551	10,697	3,086	3,057	11,421	6,117	8.9805
BROWN G-7	179.8	62.04	1,745,440	28,134	33.3	46.8	13.1	6.8	925,626	14,920	200,140	31,192	133,568	44,226	47,948	157,185	81,803	101.00	.5	.93
Green Bay	86.7	33.02	747,706	24,158	462,569	14,009	101,703	16,123	68,918	21,704	22,824	78,247	41,144	47.97	.2	.58
Green Bay Metro Area.....	179.8	62.04	1,745,440	28,134	26.4	45.8	17.8	10.0	925,626	14,920	200,140	31,192	133,568	44,226	47,948	157,185	81,803	101.00	.5	.93
BUFFALO C-6	14.2	4.98	110,069	22,102	41.4	41.6	10.0	7.0	65,844	13,222	14,714	2,398	10,115	3,034	3,089	11,095	5,894	8.9302
BURNETT B-4	13.4	5.00	91,883	18,377	49.5	40.4	6.9	3.1	61,683	12,337	14,065	2,353	9,837	2,776	2,704	10,343	5,565	8.6203
CALUMET G-7	31.8	10.07	271,198	26,931	25.3	50.6	15.5	8.6	147,593	14,657	32,061	5,029	21,488	7,017	7,546	25,037	13,067	18.3711
CHIPPEWA C-5	53.2	17.71	437,869	24,724	33.4	44.8	14.1	7.7	248,409	14,026	54,595	8,704	36,983	11,660	12,271	42,024	22,092	31.2915
CLARK D-6	33.5	11.34	221,497	19,532	46.8	41.0	7.5	4.7	143,117	12,621	32,403	5,372	22,528	6,494	6,430	24,040	12,877	19.4411
COLUMBIA F-8	44.2	16.02	400,553	25,003	31.4	46.0	15.2	7.4	228,156	14,242	49,939	7,917	33,704	10,758	11,409	38,635	20,259	28.2122
CRAWFORD D-8	16.9	5.88	112,939	19,207	48.7	40.2	6.4	4.8	72,859	12,391	16,588	2,770	11,588	3,284	3,211	12,222	6,570	9.6204
DANE E-9	331.6	124.89	3,640,070	29,146	34.2	39.4	14.7	11.7	1,860,310	14,896	402,411	62,755	268,668	88,844	96,248	315,877	164,433	190.54	5.8	3.36
Madison	168.7	67.03	1,792,840	26,747	955,121	14,249	209,043	33,138	141,075	45,040	47,771	161,738	84,806	87.48	4.3	2.18
Madison Metro Area.....	331.6	124.89	3,640,070	29,146	27.9	41.3	17.8	12.9	1,860,310	14,896	402,411	62,755	268,668	88,844	96,248	315,877	164,433	190.54	5.8	3.36
DODGE F-8	76.5	25.58	646,611	25,278	30.1	47.6	14.5	7.8	364,788	14,261	79,823	12,650	53,859	17,206	18,257	61,775	32,387	43.29	.8	.69
DOOR H-6	26.7	9.90	241,811	24,425	33.7	47.4	11.2	7.7	136,665	13,805	30,172	4,840	20,521	6,383	6,660	23,096	12,175	16.9914
DOUGLAS C-3	43.8	16.36	392,918	24,017	34.7	42.4	15.6	7.3	230,767	14,106	50,644	8,058	34,262	10,850	11,450	39,053	20,511	24.61	.1	.14
Duluth Metro Area.....	264.0	97.96	2,390,270	24,400	34.3	43.0	15.5	7.1	1,388,730	14,177	304,348	48,333	205,639	65,392	69,187	235,092	123,369	154.14	1.1	.91
DUNN C-5	35.9	11.73	242,785	20,698	43.3	42.5	8.7	5.5	161,355	12,904	5,601	23,550	5,601	23,550	25,465	13,585	20.54	.2	.10	
EAU CLAIRE C-6	81.9	28.74	734,904	25,571	36.3	41.9	14.1	7.7	407,126	14,166	89,247	14,178	60,315	19,165	20,268	68,917	36,171	46.89	.1	.27
Eau Claire	52.6	18.89	456,780	24,181	261,009	13,817	57,603	9,235	39,166	12,196	12,733	44,113	23,250	28.81	.1	.20
Eau Claire Metro Area.....	135.1	46.45	1,172,770	25,248	33.4	43.0	15.1	8.5	655,535	14,113	143,842	22,882	97,299	30,826	32,539	110,941	58,263	78.20	.2	.42
FLORENCE G-4	4.5	1.62	27,719	17,110	51.4	39.2	6.8	2.6	19,689	12,154	4,505	757	3,160	882	853	3,299	1,779	2.7902
FOND DU LAC G-8	89.9	30.46	789,005	25,903	29.0	47.9	15.5	7.6	439,076	14,415	95,801	15,121	64,470	20,775	22,162	74,406	38,939	51.62	.1	.76
FOREST F-4	9.3	3.14	55,492	17,673	48.9	42.6	5.9	2.6	37,827	12,047	8,683	1,465	6,107	1,689	1,619	6,333	3,422	5.31	.1	.03
FRANK D-9	52.4	17.07	372,192	21,804	40.2	43.3	10.3	6.2	226,294	13,257	50,519	8,224	34,699	10,438	10,650	38,142	20,248	29.67	.1	.17
GREEN E-9	31.0	11.23	284,849	25,365	33.7	45.1	12.6	8.6	156,376	13,925	34,435	5,505	23,367	7,325	7,680	26,443	13,918	19.1409
GREEN LAKE F-7	18.7	6.93	163,946	23,657	36.2	44.7	12.2	6.9	94,707	13,666	20,966	3,375	14,294	4,577	5,595	19,986	8,446	11.9220
IOWA E-9	19.5	6.71	144,060	21,469	41.3	44.5	8.4	5.7	86,949	12,958	19,532	3,206	13,488	3,982	4,010	14,633	7,799	11.8405
IRON E-3	6.9	2.75	41,649	15,145	57.9	37.2	3.1	1.8	31,638	11,505	7,366	1,264	5,241	1,388	1,855	5,278	2,878	4.1002
JACKSON D-7	17.2	6.26	122,052	19,497	46.3	42.1	7.9	3.7	79,123	12,639	17,909	2,968	12,449	3,592	3,558	13,292	7,118	10.7504
JEFFERSON F-9	67.9	23.11	636,394	27,538	27.4	45.3	17.1	10.1	341,674	14,785	74,051	11,579	49,528	16,284	17,581	57,990	30,223	39.09	.1	.91
JUNEAU E-7	21.6	7.88	183,070	23,232	38.2	42.6	12.0	7.3	106,266	13,486	23,607	3,818	16,145	4,929	5,080	19,362	9,490	13.3711
KENOSHA G-10.....	125.0	44.13	1,175,830	26,645	30.4	45.7	15.7	8.2	649,103	14,709	140,867	22,069	94,332	30,892	33,275	110,134	57,446	72.95	2.9	3.63
Kenosha	75.9	27.36	692,016	25,293	393,257	14,373	85,866	13,567	57,823	18,593	19,807	66,630	34,886	41.80	2.6	3.01
Kenosha Metro Area.....	125.0	44.13	1,175,830	26,645	27.8	45.4	17.2	9.5	649,103	14,709	140,867	22,069	94,332	30,892	33,275	110,134	57,446	72.95	2.9	3.63
KEWAUNEE H-6	19.3	6.46	162,169	25,104	33.8	44.4	13.4	8.5	90,508	14,011	19,895	3,173	13,479	4,248	4,265	13,375	11,44505
LA CROSSE C-7	93.7	33.29	938,558	28,193	30.4	43.0	16.3	10.4	482,859	14,505	105,184	16,565	70,680	22,887	24,487	81,856	42,795	53.27	.2	.35
La Crosse	46.7	17.71	447,065	25,244	240,694	13,591	53,366	8,609	36,434	11,188	11,576	40,635	21,479	24.31	.1	.22
La Crosse Metro Area.....	93.7	33.29	938,558	28,193	30.4	43.0	16.3	10.4	482,859	14,505	105,184	16,565	70,680	22,887	24,487	81,856	42,795	53.27	.2	.35
LAFAYETTE D-9	17.2	5.85	124,052	21,205	39.9	44.6	9.7	5.6	77,158	13,189	17,244	2,811	11,856	3,554	3,618	13,001	6,907	10.5105
LANGLADE F-5	20.0	7.15	164,108	22,952	39.0	41.7	12.3	7.0	95,518	13,499	21,440	3,468	14,662	4,477	4,615	16,287	8,619	11.5510
LINCOLN E-5	27.2	9.69	206,521	21,313	41.7	45.9	8.2	4.1	124,646	12,863	28,068	4,621	19,424	5,692	5,703	20,965	11,191	15.9510
MANITOWOC G-7	82.1	28.50	727,959	25,542	30.1	47.4	14.7	7.7	407,690	14,305	89,131	14,								

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984					Total Retail Sales—		Retail Sales—1984							Passenger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)	
			Per Household (\$)	% Distribution of Households to to to and 14999 34999 49999 over				Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
				14999	34999	49999	over				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)					
Sheboygan	47.6	18.20	460,872	25,323				258,650	14,212	56,648	8,988	38,253	12,188	12,911	43,792	22,972	25.20		.75	
Area	102.0	36.20	1,001,570	27,668	26.2	47.3	17.4	9.1	536,447	14,819	116,194	18,154	77,671	25,583	27,651	91,060	47,441	57.92	.3	1.06
TAYLOR D-5	19.2	6.36	158,301	24,890	36.5	42.1	12.9	8.5	87,902	13,821	19,397	3,110	13,188	4,108	4,289	14,857	7,830	11.28		.06
TREMPEALEAU C-7	26.9	9.46	194,730	20,585	42.4	44.6	8.4	4.6	122,116	12,909	27,474	4,518	18,998	5,583	5,604	20,544	10,960	16.68		.11
VERNON D-8	25.7	9.37	197,787	21,109	40.7	39.6	9.9	5.8	121,713	12,990	27,330	4,483	18,866	5,577	5,621	20,486	10,915	15.80		.05
VILAS E-4	18.5	7.07	157,171	22,231	40.2	43.5	10.6	5.7	93,390	13,209	20,869	3,402	14,347	4,303	4,381	15,737	8,360	12.04		.04
WALWORTH F-9	72.8	25.49	684,865	26,868	30.3	43.6	16.8	9.3	370,242	14,525	80,619	12,689	54,153	17,557	18,798	62,771	32,809	43.67	.4	1.35
WASHBURN C-4	14.0	5.25	105,408	20,078	44.6	42.2	9.2	3.9	66,919	12,746	15,106	2,495	10,476	3,047	3,037	11,249	6,014	8.58		.04
WASHINGTON G-8	92.1	29.28	856,850	29,264	20.6	48.3	20.1	11.0	451,748	15,429	96,842	14,908	64,113	21,781	23,964	76,864	39,793	54.82	.1	.51
WAUKESHA G-9	293.4	93.61	3,345,640	35,740	22.7	47.7	19.4	10.2	1,541,450	16,467	325,175	48,885	211,985	75,564	85,327	263,227	134,954	183.49	.8	4.19
Waukesha	52.9	18.22	514,189	28,221					276,712	15,187	59,556	9,221	39,576	13,286	14,519	47,039	24,412	30.76	.2	2.55
WAUPACA F-6	44.3	15.62	388,182	24,852	34.3	43.1	14.6	8.0	220,829	14,125	48,402	7,698	32,735	10,377	10,958	37,340	19,608	26.52		.25
WAUSHARA F-7	19.8	7.44	145,809	19,598	46.3	42.1	7.5	4.1	93,675	12,591	21,226	3,523	14,768	4,247	4,197	15,732	8,431	12.96		.32
WINNEBAGO F-7	130.5	46.86	1,255,610	26,795	22.7	47.3	18.2	11.8	684,411	14,605	148,811	23,375	99,826	34,895	34,895	116,074	60,615	75.98	.4	.71
Neenah	21.6	7.84	231,832	29,570					119,092	15,190	25,630	3,968	17,030	5,719	6,250	20,245	10,506	12.72		.15
Oshkosh	47.3	17.55	411,856	23,468					239,429	13,643	53,023	8,541	36,162	11,144	11,557	40,433	21,356	25.25	.3	.24
Appleton-Oshkosh-Neenah Metro Area	293.3	100.84	2,800,790	27,775	25.9	47.5	17.0	9.7	1,494,320	14,819	323,674	50,571	216,365	71,264	77,022	253,656	132,151	168.76	.5	1.51
WOOD E-6	74.6	25.93	676,462	26,088	30.5	45.2	15.5	8.7	373,397	14,400	81,495	12,869	54,858	17,662	18,830	63,272	33,118	43.77		.28

WISCONSIN

WISCONSIN

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

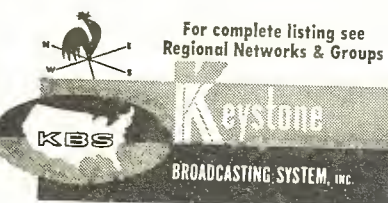
KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)

Media Code 4 100 0060 8.00 Mid 015387-022
Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8900.
New York: 250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

WISCONSIN STATE GROUP

Comprised of
 WVMS—Appleton
 WATW/WATW-FM—Ashland
 WISS/WISS-FM—Berlin
 WISS-FM—Berlin
 WWIS—Black River Falls
 WOMP—Dodgeville
 WOMP-FM—Dodgeville
 WRDN/WRDN-FM—Durand
 WERL/WERL-FM—Eagle River
 WKOL—Eau Claire
 KFIZ—Fond du Lac
 WTKM—Hartford
 WTKM-FM—Hartford
 WHSM/WHSM-FM—Hayward
 WRPX—Hudson
 WLDY—Ladysmith
 WMIR—Lake Geneva
 WGLR/WAXL (FM)—Lancaster
 WLVE (FM)—Madison
 WMAD (FM)—Madison
 WOMET—Manitowoc
 WCJL—Marinette
 WRJC/WRJC-FM—Mauston
 WIGM—Medford
 WMNE—Menomonie
 WRQE (FM)—Neenah-Menasha
 WWMH (FM)/WFBZ—Minocqua
 WOCO/WOCO-FM—Oconto
 WNBI/WNBI-FM—Park Falls
 WPLY—Plymouth
 WGLB—Port Washington
 WEVR/WEVR-FM—River Falls
 WTGH—Shawano
 WCOW/WCOW-FM—Sparta
 WDBR—Sturgeon Bay
 WJQJ—Tomahawk
 WOTC-FM—Two Rivers
 WTTN—Watertown
 WGZS—Waupun
 WLKE (FM)—Waupun
 WXCO—Wausau
 WNNO/WNNO-FM—Wisconsin Dells
 WWSN—Wausau
 Less than full state list may be purchased.



WISCONSIN FARM BROADCASTING NETWORK



Comprised of
 Interconnected by Wire Stations
 WBEL—Beloit
 WDMF/WDMF-FM—Dodgeville
 WDMT—Manitowoc
 WCCN/WCCN-FM—Neillsville
 WPRE—Prairie du Chien
 WNFM (FM)—Reedsburg
 WRDB—Reedsburg
 WCOW/WCOW-FM—Sparta
 WTTN—Watertown
 WDUX/WDUX-FM—Waupaca
 WXCO—Wausau

Media Code 4 251 0150 8.00 Mid 015148-000
 Wisconsin Farm Broadcasting, Inc.
 Executive Offices:
 6208 Schroeder Rd., Madison, WI 53711. Phone 608-274-1440, 1455.

PROGRAMMING DESCRIPTION

WISCONSIN FARM BROADCASTING NETWORK: 7 live programs daily fed by wire for non-simultaneous broadcasting. General farm news, ag economic emphasis, state farm news, ag legislative updates, grain & livestock futures markets, cash livestock & grain prices. Rec'd 8/27/78.

1. PERSONNEL
 Pres. & Gen'l Mgr.—John Zimmerman.
 Assoc. Farm Director—Jim Mortwedt.

4. AGENCY COMMISSION
 15% time only.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4a.
 Rate Protection: 10d, 14d.
 Basic Rates: 22a, 24b, 28c, 21d.
 Contracts: 40a, 44a.
 Comb.; Cont. Discounts: 60b, 60i.
 Cancellation: 70a, 70c, 71a, 73b.

TIME RATES
 Eff—Rec'd 9/28/82.

6. SPOT ANNOUNCEMENTS
 AGRI-NEWS/BADGER HIGHLIGHTS/FARM FAX
 FIXED VIGNETTE ADJACENCIES

PER WK:	1 ti	3 ti	6 ti	12 ti
1 wk	165	156	146	137
27 wk	160	151	140	131
40-52 wk	155	145	135	125

VIGNETTE PROGRAMS

1 wk	165	156	146	137
27 wk	160	151	140	131
40-52 wk	155	145	135	125

WORLD OF AGRICULTURE
 FIXED VIGNETTE ADJACENCIES

1 wk	148	141	132	125
27 wk	144	136	123	121
40-52 wk	140	133	124	116

VIGNETTE PROGRAMS

1 wk	172	163	153	146
27 wk	168	159	149	141
40-52 wk	162	153	144	136

Talent & Production, extra 15%.
 Exclusive voice in production category, extra 20%.

Wisconsin Independent Radio Network, Inc.

Comprised of Interconnected Stations

WXCE—Amery
 WATK—Antigo
 WRLO (FM)—Antigo
 WYNE—Appleton/Green Bay
 WRPO—Baraboo
 WWIS—Black River Falls
 WRDN/WRDN-FM—Durand
 WERL/WERL (FM)—Eagle River
 WTKM—Hartford
 WTKM-FM—Hartford
 WHSM/WHSM-FM—Hayward
 WAUN (FM)—Kewaunee
 WKTY—LaCrosse
 WMIR—Lake Geneva
 WGLR/WAXL (FM)—Lancaster
 WCJL—Marinette WI/
 Menominee MI
 WRJC/WRJC-FM—Mauston
 WMNE—Menomonie
 WTRW—Manitowoc/
 Two Rivers
 WMMH (FM)/WFBZ—Minocqua
 WCCN/WCCN-FM—Neillsville
 WOCO/WOCO-FM—Oconto
 WNBI/WNBI-FM—Park Falls
 WPLY—Plymouth
 WGLB—Port Washington
 WERL/WERL (FM)—Eagle River
 WTKM—Hartford
 WTKM-FM—Hartford
 WHSM/WHSM-FM—Hayward
 WAUN (FM)—Kewaunee
 WKTY—LaCrosse
 WMIR—Lake Geneva
 WGLR/WAXL (FM)—Lancaster
 WCJL—Marinette WI/
 Menominee MI
 WRJC/WRJC-FM—Mauston
 WMNE—Menomonie
 WTRW—Manitowoc/
 Two Rivers
 WMMH (FM)/WFBZ—Minocqua

Media Code 4 251 0217 5.00 Mid 030901-000
 9431 W. Beloit, Milwaukee, WI 53227.

1. PERSONNEL
 President—Jim Hill.

4. AGENCY COMMISSION
 15%.

TIME RATES
 Eff—Rec'd 9/29/83.

6. SPOT ANNOUNCEMENTS
 1 min rate 1x: 150.00.
 May combine for frequency discounts.

WISCONSIN NETWORK, INC.



WISCONSIN RADIO NETWORK

Comprised of Non-Interconnected Stations.

KFIZ—Fond Du Lac
 WGEE—Green Bay
 WCLO—Janesville
 WTSO—Madison
 WCUB—Manitowoc
 WISN—Milwaukee
 WRJN—Racine
 WJMC—Rice Lake
 WSAU—Wausau
 WBKY—West Bend
 WFHR—Wisconsin Rapids

Media Code 4 251 0285 2.00 Mid 015149-000
 Executive Offices—
 220 1st Ave., S., Wisconsin Rapids, WI 54404. Phone 715-424-1300.

1. PERSONNEL
 General Manager—Jack R. Gennaro.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 General: 3a, 4a, 5, 8.
 Rate Protection: 10e, 12e, 14e.
 Basic Rates: 22a, 28c.
 Contracts: 40a, 44a.
 Comb.; Cont. Discounts: 60b, 60i.
 Cancellation: 70a, 70e, 71a.

TIME RATES
 FULL NETWORK
 Eff—Rec'd 9/1/82.
 AAA—Mon thru Sun 6-10 am.
 AA—Mon thru Sun 7-10 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS
 WKLY, 1 MIN:

AAA	6 ti	12 ti	18 ti	24 ti
AA	373.50	352.75	332.00	311.25
A	339.30	320.45	301.60	282.75
A	312.30	294.95	277.60	260.25

DISCOUNT
 13 wk—5% 26 wk—10% 52+—15%

Amery

Polk County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WXCE
 1978
 AMERY

Mid 015150-000
 See SRDS Spot Radio Small Markets Edition.

Antigo

Lanlgade County—Map Location F-5
 See SRDS Consumer market map and data at beginning of the state.

WATK
 1947
 ANTIGO

Mid 015151-000
 See SRDS Spot Radio Small Markets Edition.

WRLO (FM)
 1973
 ANTIGO

Mid 015152-000
 See SRDS Spot Radio Small Markets Edition.

Appleton

(including Kaukauna, Kimberly, Menasha, Neenah, Oshkosh)

Appleton, Kaukauna, Kimberly, Outagamie County—Map Location G-6
 Menasha, Neenah, Oshkosh, Winnebago County—Map Location F-7
 See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAHC (FM)

1966
 OSHKOSH
 Media Code 4 251 0451 0.00 Mid 015154-000
 Cummings Communications Corp.
 3475 North Shore Dr., Oshkosh, WI 54901. Phone 414-233-3030.

PROGRAMMING DESCRIPTION
 WAHC (FM): Contemporary hit radio for adults 18-34 & teens. MUSIC: Current Hits. Contact Representative for further details. Rec'd 6/7/84.

1. PERSONNEL
 Exec. Vice-Pres. & Gen'l Mgr.—D. Perry Murphy.
 Program Director—Chris Cam.
 Sales Manager—Sheryl Perisho.

2. REPRESENTATIVES
 Masla Radio.

3. FACILITIES
 ERP 3,000 w.; 96.7 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 293 ft. above average terrain.

4. AGENCY COMMISSION
 15%; 15th of following month.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
 Basic Rates: 20a, 22a, 24a, 24c, 29a.
 Contracts: 42a, 45, 48.
 Comb., Cont. Discounts: 60a, 60c, 60e, 60i, 62b, 62d.
 Cancellation: 70a, 70d, 71a.
 Prod. Services: 82.
 AM facilities: WNAM.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WAPL (FM)

1966
 APPLETON



Media Code 4 251 0475 9.00 Mid 015155-000
 Woodward Communications, Inc.
 2727 Radio Rd., Appleton, WI 54911. Phone 414-734-9226.

Mailing Address: Box 1519, Appleton, WI 54913.

PROGRAMMING DESCRIPTION
 WAPL (FM): Programmed to adults 18-44. MUSIC: Album rock, current & gold LP's. Contact Representative for further details. Rec'd 3/16/84.

1. **PERSONNEL**
 General Manager—Susan F. Knaack.
 General Sales Manager—Greg Bell.
 Program Director—Brian Taylor.
2. **REPRESENTATIVES**
 Eastman Radio, Inc.
3. **FACILITIES**
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 500 ft. above average terrain.
4. **AGENCY COMMISSION**
 15/0 time.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29a, 29b, 30.
 Contracts: 40a, 41, 42c, 43, 44a, 44b, 46, 47c, 48, 49, 51a, 51b.
 Comb., Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 61b, 62b, 62d.
 Cancellation: 70b, 70d, 71a, 73a, 73b.
 Prod. Services: 80, 82.
 AM facilities: WHBY.
 Affiliated with Eastman Radio Network.
 Sold in combination with WHBY. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Deduct 30% from WHBY/WAPL (FM) combination.

WCKK

1969
 OSHKOSH



Media Code 4 251 0522 8.00 Mid 015153-000
 North American Progressive, Inc.
 889 W. Sunnyview Rd., Oshkosh, WI 54901. Phone 414-233-0690.

2. **REPRESENTATIVES**
 Weiss & Powell, Inc.
 1 min rate 1x: 24.00.

WHBY

1925
 APPLETON



Media Code 4 251 0570 7.00 Mid 015156-000
 Woodward Communications, Inc.
 2727 Radio Rd., Appleton, WI 54911. Phone 414-733-6639.

Mailing Address: Box 1519, Appleton, WI 54913.

PROGRAMMING DESCRIPTION
 WHBY: Programmed to adults. MUSIC: current singles & albums with accent on oldies. Air personalities with emphasis on news, weather, sports, information. Community involvement. NEWS: at :60. SPORTS: play-by-play local high schools, college, pro teams. Contact Representative for further details. Rec'd 3/16/84.

1. **PERSONNEL**
 General Manager—Susan F. Knaack.
 Program Director—Gary St. John.
 Sales Manager—Stance C. Bergelin.
2. **REPRESENTATIVES**
 Eastman Radio, Inc.
3. **FACILITIES**
 1,000 w.; 1230 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
 15/0 time.

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
 Basic Rates: 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 31, 32b, 33a.
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
 Comb., Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WAPL (FM).
 Affiliated with CBS.
 Affiliated with Eastman Radio Network.

TIME RATES

WHBY/WAPL (FM) COMBINATION
 No. 1 Eff 4/1/84—Rec'd 4/9/84.
 AAA—Mon thru Sat 5:30-10 am & 3-8 pm; Sat 10 am-3 pm.
 AA—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
 A—All other times.

6. **SPOT ANNOUNCEMENTS**

GRID:	— 1 min —	— 30 sec —
I	60 50 32	51 43 27
II	55 45 29	47 38 25
III	50 40 26	43 34 22
IV	45 35 23	38 30 20

WHBY only: Deduct 30% from WHBY/WAPL (FM) combination.

WKAU

1965
 KAUKAUNA

WKAU-FM

1969
 KAUKAUNA



A Forward Group Station

Media Code 4 251 0600 2.00 Mid 015157-000
 Fox River Communications, Inc.
 Block Road, Kaukauna, WI 54130. Phone 414-766-4663.

PROGRAMMING DESCRIPTION
 WKAU: Programmed for mass appeal. MUSIC: Current Hits & past hits; 5 AIR PERSONALITIES handle all segments. NEWS: 2-person staff with coverage of reg'l, state & nat'l at :55 in drive times. FEATURES: contests & audience participations. Contact Representative for further details. Rec'd 11/9/83.

1. **PERSONNEL**
 Pres. & Gen'l Mgr.—James S. Esler.
 Sales Manager—David Fries.
2. **REPRESENTATIVES**
 Selkom Radio.
 Minneapolis, St. Paul—Hyett/Ramsland, Inc.
3. **FACILITIES**
 1,000 w.; 1050 khz. Directional.
 Operating schedule: 6 am-6 pm or local sunset. CST.
 FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mhz. Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 750 ft. above average terrain.
 Simulcast sunrise-local sunset.
4. **AGENCY COMMISSION**
 15/0 time only; bills rendered monthly.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a.
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 42a, 45, 46, 47a, 48.
 Comb., Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
 Cancellation: 70a, 70c, 71a, 73a.
 Affiliated with Supernet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 ROS—6 AM-MIDNIGHT
 PER MO: 1 11 31 11 61 11 PER MO: 1 11 31 11 61 11
 1 min 20 17 15 30 sec 17 15 13
 Fixed day parts, extra 10%.

WGMV (FM)

(formerly WOSH (FM))
 1968
 OSHKOSH



HILLIER, NEWMARK, WECHSLER & HOWARD



A Midwest Family Station

Media Code 4 251 0632 5.00 Mid 015159-000
 Value Radio Corp.
 2333 Bowen St., Box 1490, Oshkosh, WI 54903. Phone 414-426-3239.

PROGRAMMING DESCRIPTION
 WGMV (FM): Programmed for adults 25-54. MUSIC: Adult contemporary. NEWS: 6 person local news team with 9 stringers, car, truck, mobile studio. SPORTS: during drive times. Current issue editorials daily. Contact Representative for further details. Rec'd 11/16/84.

1. **PERSONNEL**
 Gen'l & Gen'l Sales Mgr.—Philip J. Robbins.

2. **REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
 ERP 3,000 w.; 103.9 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 355 ft. above average terrain.

4. **AGENCY COMMISSION**
 15%.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 24c, 25b, 26, 28b, 29b, 33d.
 Contracts: 44a, 44b, 45, 46, 48, 49, 51a, 51c.
 Comb., Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WOSH.
 Affiliated with NBC-The Source.
 Sold in combination with WOSH. See that listing.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Eff—Rec'd 4/24/84.
- | | 1 min | 30 sec |
|----|-------|--------|
| Ea | 28.00 | 22.40 |

WNAM

1947
 NEENAH-MENASHA



Masla Radio

Adult Contemporary



Media Code 4 251 0665 5.00 Mid 015158-000
 Cummings Communications Corp.
 Box 707, Radio Park, Neenah, WI 54956. Phone 414-722-6471.

PROGRAMMING DESCRIPTION
 WNAM: Programmed for adults 18-54. MUSIC: popular music, current hits, plus liberal use of past hits all contained within a Personality format. Emphasis on local news. Heavy emphasis on community involvement through station initiated public service drives; contests with listener involvement. Contact Representative for further details. Rec'd 12/20/84.

1. **PERSONNEL**
 Exec. Vice-Pres. & Gen'l Mgr.—D. Perry Murphy.
 Program Director—Scott Bennett.
2. **REPRESENTATIVES**
 Masla Radio.
3. **FACILITIES**
 5,000 w. days; 1,000 w. nights; 1280 khz. Directional.
 Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
 15/0; 15th of following month.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14a.
 Basic Rates: 20b, 24c, 25a, 26, 28b.
 Contracts: 40a, 41, 42a, 42c, 45, 46.
 Cancellation: 70e.
 Prod. Services: 80, 82.
 FM facilities: WAHC (FM).
 Affiliated with ABC Information Radio Network.

WOSH

(formerly WYTL)
 1941
 OSHKOSH



HILLIER, NEWMARK, WECHSLER & HOWARD



A Midwest Family Station

Media Code 4 251 0675 4.00 Mid 015163-000
 Value Radio Corp.
 2333 Bowen St., Box 1490, Oshkosh, WI 54903. Phone 414-426-3239.

PROGRAMMING DESCRIPTION
 WOSH: Programmed for adult interests. AIR PERSONALITIES featured on all programs. NEWS: 6 person local news team with 9 stringers; car, truck, mobile studio. SPORTS: hrlly during drivetimes, local hunting & fishing conditions; snowmobile, skiing & boating information; live state univ. & high school sports; college bowl games. FARM: 5:00-7 am, 11:30 am-1 pm, 2:45-3 pm & 6-6:40 pm wkdays. Editorials 7x/day; 8x wknds. Entertainment: varied music, public service & informational features. Contact Representative for further details. Rec'd 11/22/82.

1. **PERSONNEL**
 Gen'l & Gen'l Sales Mgr.—Philip J. Robbins.
 Farm Director—Mark Mathes.
 Assistant Farm Director—Russ Harrison.

2. **REPRESENTATIVES**
 Hillier, Newmark, Wechsler & Howard.

3. **FACILITIES**
 1,000 w. days, 250 w. nights; 1490 khz. Non-directional.
 Operating schedule: 24 hours daily. CST.

4. **AGENCY COMMISSION**
 15%.
5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
 Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 24c, 25b, 26, 28b, 29b, 33d.
 Contracts: 44a, 44b, 45, 46, 48, 49, 51a, 51c.
 Comb., Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
 Cancellation: 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WMVG (FM).
 Affiliated with NBC Radio Network.
 Affiliated with NBC-Talknet.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Eff 4/1/84—Rec'd 3/27/84.
- | | 1 min | 30 sec |
|----------------------------|--------------|--------|
| Ea | 32.00 | 25.60 |
| REQUESTED TIMES | | |
| Ea | 28.00 | 22.40 |
| WOSH/WMGV (FM) COMBINATION | | |
| Ea | 1 min 30 sec | |
| | 39.25 | 31.40 |

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WROE (FM)

1971
 NEENAH-MENASHA



Media Code 4 251 0685 3.00 Mid 015160-000
 RN-M, Inc.
 Box 1035, Neenah, WI 54956. Phone 414-725-5331.
 1 min rate 1x: 30.00.

WVMS

1952
 APPLETON



Media Code 4 251 0767 5.00 Mid 015161-000
 Fox Valley Communications, Inc.
 Box 1035, Neenah, WI 54956. Phone 414-725-5331.
 1 min rate 1x: 10.00.

WYNE

1970
 KIMBERLY



Media Code 4 251 0730 7.00 Mid 015162-000
 Ned Hughes Broadcasting, Inc.
 Studio and offices:
 Box 1150, Kimberly, WI 54136. Phone 414-739-1158.
 Studio: 134 South Fieldcrest Dr., Neenah, WI 54956.

2. **REPRESENTATIVES**
 Weiss & Powell, Inc.
 1 min rate 1x: 37.00.

Ashland

Ashland County—Map Location D-3
 See SRDS Consumer market map and data at beginning of the state.

WATW

1940
 ASHLAND

WATW-FM

1970
 ASHLAND

Mid 015164-000
 See SRDS Spot Radio Small Markets Edition.

WBWA (FM)

1981
 WASHBURN

Mid 026224-000
 See listing under city of license.

Baraboo

Sauk County—Map Location E-8
 See SRDS Consumer market map and data at beginning of the state.

WNLT (FM)

1947
 BARABOO

Mid 015165-000
 See SRDS Spot Radio Small Markets Edition.

WISCONSIN

Baraboo—cont

WRPQ
1967
BARABOO

See SRDS Spot Radio Small Markets Edition. Mid 015166-000

Beaver Dam

Dodge County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WBEV
1951
BEAVER DAM

See SRDS Spot Radio Small Markets Edition. Mid 015167-000

WXRO (FM)
1968
BEAVER DAM

See SRDS Spot Radio Small Markets Edition. Mid 015168-000

Beloit

(including South Beloit, IL)
Beloit, Wis., Rock County—Map Location F-9
South Beloit, Ill., Winnebago County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city heading are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WBEL

1948
SOUTH BELOIT, IL



Media Code 4 251 0950 1.00
Salter Broadcasting Co.
504 W. Grand Ave., Beloit, WI 53511. Phone 608-365-6641.

Mid 015169-000

PROGRAMMING DESCRIPTION

WBEL: Programmed for young adults & adults. MUSIC: Contemporary & Traditional blend. NEWS: UPI, UPI audio, road reports, U.S. weather bureau reports; 5-min at :30; 15-min at 6 & 8 am; 5 & 10 pm; 30-min at noon; headlines at :30. SPORTS: 7:25 am M-Sat; 5:15-5:30 pm M-Sat w/director; local high school & college football, basketball; pro football, basketball & baseball. FARM: state network vignettes 4x/day 5:30-7 am & noon-1 pm M-F, 2x Sat am, market reports 12:30 pm M-F. Rec'd 8/21/84.

- PERSONNEL**
Pres. & Gen'l Mgr.—Joseph E. Moen.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w. 1380 khz. Non-directional day, directional night. Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time and other allowed charges.

- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 26, 28b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70a, 71a.
Prod. Services: 80, 81, 82.
FM facilities: WRWC (FM), Rockton, Ill.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES

Eff—Rec'd 1/23/85.

PER WK:	*Drive				— All other times —			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec
5 ti	23.00	18.40	13.80	19.75	15.80	16.85		
10 ti	22.50	18.00	13.50	19.25	15.40	11.55		
15 ti	22.00	17.60	13.20	18.75	15.00	11.25		
20 ti	21.50	17.20	12.90	18.25	14.60	10.95		
25 ti	21.00	16.80	12.60	17.75	14.20	10.65		

(*) Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.

WGEZ
1948
BELOIT



Media Code 4 251 1045 9.00
Winger Communications Corp.
Box 416, 622 Public Ave., Beloit, WI 53511. Phone 608-365-8865.

- REPRESENTATIVES**
Masla Radio.
1 min rate 1x: 16.50.

Berlin

Green Lake County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

WISS
1971
BERLIN
WISS-FM
1972
BERLIN

See SRDS Spot Radio Small Markets Edition. Mid 015171-000

Black River Falls

Jackson County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WWIS
1958
BLACK RIVER FALLS

See SRDS Spot Radio Small Markets Edition. Mid 015172-000

Chippewa Falls

Chippewa County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

See Eau Clair-Chippewa Falls

Dodgeville

Iowa County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

WDMP
1968
DODGEVILLE
WDMP-FM
1968
DODGEVILLE

Agricultural



Media Code 4 251 1180 4.00
Dodge-Point Broadcasting Co.
Box 58, Dodgeville, WI 53533. Phone 608-935-2302.

- PERSONNEL**
General Manager—Richard A. Carroll.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
250 w.; 810 khz. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 1,000 w.; 99.3 mhz. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 460 ft. above average terrain. Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
Member: Wisconsin Farm Broadcasting Network.

TIME RATES

Eff 12/1/84—Rec'd 12/20/84.

6. SPOT ANNOUNCEMENTS	
PRIME—7-8 AM & 11:30 AM-1 PM	
	1x 26x 52x 104x 156x 260x 312x
30 sec	9.00 8.55 8.00 7.45 6.85 6.25 6.00
1 min	11.75 10.35 9.85 9.25 8.65 8.05 7.50
GUARANTEED TIME & 6-7 AM	
	15 sec 30 sec
15 sec	5.00 4.65 4.30 4.00 3.75 3.40 3.15
30 sec	6.85 6.50 6.15 5.90 5.55 4.95 4.70
1 min	8.95 8.00 7.70 7.45 6.85 6.25 5.65

7. PACKAGE PLANS	
PER WK:	1 min 30 sec
1 wk	7 ti 14 ti 21 ti 28 ti 7 ti 14 ti 21 ti 28 ti
4 wk	7.95 7.50 7.15 6.55 6.75 6.15 5.55 4.95
13 wk	7.70 7.15 6.55 5.95 6.15 5.55 4.95 4.45
26 wk	7.45 6.55 6.00 5.50 5.50 4.95 4.45 3.85
39 wk	6.20 5.60 5.00 4.50 5.00 4.45 3.85 3.25
52 wk	5.55 5.00 4.50 3.90 4.45 3.85 3.25 2.65
	4.90 4.50 4.15 3.70 3.50 3.15 2.95 2.55
15 sec	
1 wk	4.60 4.15 3.55 3.15 2.75
4 wk	4.05 3.60 3.15 2.80 2.40
13 wk	3.45 3.15 2.80 2.45 2.05
26 wk	3.20 2.80 2.45 2.10 1.90
39 wk	2.60 2.45 2.25 1.90 1.60
52 wk	2.50 2.25 1.95 1.65 1.50

ROS SPECIALS

	1 min 30 sec	1 min 30 sec
35 ti	183.50 153.00	70 ti 325.00 245.00
15 sec: 10 ti 45.00; 25 ti 78.50.		

8. PROGRAM TIME RATES	
PRIME—7-8 AM & 11:30 AM-1 PM	
	1x 26x 52x 104x 156x 260x 312x
5 min	13.00 11.60 11.00 10.50 9.90 9.30 8.70

	1x 26x 52x 104x 156x 260x 312x
5 min	11.90 11.05 10.50 9.90 9.30 8.70 8.10
10 min	16.75 15.90 14.75 13.60 13.00 12.40 11.85
1/4 hr	22.00 21.05 19.75 18.60 17.40 16.80 16.25
1/2 hr	40.00 39.15 36.90 33.95 31.05 29.85 28.15

(SMD)

Durand

Pepin County—Map Location C-6
See SRDS Consumer market map and data at beginning of the state.

WRDN
1968
DURAND
WRDN-FM
1973
DURAND

See SRDS Spot Radio Small Markets Edition. Mid 015174-000

Eagle River

Vilas County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.

WERL
1961
EAGLE RIVER
WERL-FM
1971
EAGLE RIVER

See SRDS Spot Radio Small Markets Edition. Mid 015175-000

Eau Claire-Chippewa Falls

Eau Claire—Eau Claire County—Map Location C-6
Chippewa Falls—Chippewa County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAXX (FM)

1965
EAU CLAIRE



Media Code 4 251 1330 5.00
Central Communications, Inc.
1907 S. Hastings Way, Box 6000, Eau Claire, WI 54702.
Phone 715-832-1530.

PROGRAMMING DESCRIPTION
WAXX (FM): Programmed for young adults & adults. MUSIC: country, NEWS: 15 min major local newscasts at 7 am, 12:15 & 6 pm; 5 min local at 8, 9 am, 4 & 5 pm; commentator at 7:55 am, noon & 3:55 pm. Radar weather hrly with 3 staff meteorologists. FARM: 5:30-8 am, 11:30 am-1 pm & 5-7 pm, director, interviews, market reports, county agent reports, agricultural hints, farmers' reports. Contact Representative for further details. Rec'd 9/24/84.

- PERSONNEL**
General Manager—Bob Holtan.
Sales Manager—Marty Green.
- REPRESENTATIVES**
Torbet Radio, Inc.
Minneapolis—The Hurley Company.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,830 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24c, 25a, 28b.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WAXX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

Eff—Rec'd 11/19/84.

10. SPECIAL FEATURES	
FARM:	1 min 30 sec FARM: 1 min 30 sec
AM	75 65 PM 60 50
Noon	70 60

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WAY

1954
CHIPPEWA FALLS



Torbet Radio



Media Code 4 251 1377 6.00
Central Communications, Inc.
100 1/2 Bridge St., Box 41, Chippewa Falls, WI 54729.
Phone 715-832-1530.

PROGRAMMING DESCRIPTION
WAYY: Programmed for adults 35+. MUSIC: Adult. NEWS: music/news/talk M-F 6-9 am; network at :60 & local news at :30 throughout day; local radar weather hrly from 3 staff meteorologists; commentary. Contact Representative for further details. Rec'd 11/19/84.

- PERSONNEL**
General Manager—Bob Holtan.
Station Manager—George Roberts.
- REPRESENTATIVES**
Torbet Radio, Inc.
Minneapolis—The Hurley Company.
- FACILITIES**
5,000 w. days; 1150 khz. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 4a, 4d, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24c, 25a, 28b.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WAXX (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBIZ (FM)

1967
EAU CLAIRE



Masla Radio



Media Code 4 251 1426 1.00
Sentry Broadcasting, Inc.
619 Cameron St., Box 24, Eau Claire, WI 54702. Phone 715-835-1007.

PROGRAMMING DESCRIPTION
WBIZ (FM): Programmed for 18-49. MUSIC: Contemporary Hit Radio. Contact Representative for further details. Rec'd 10/5/84.

- PERSONNEL**
General Manager—Jerry D. Schnacke.
Program Director—Brian Ketz.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 100,000 w.; 100.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 733 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a.
Cancellation: 70a, 70c, 71a.
AM facilities: WJJK.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

WBIZ (FM)/WJJK COMBINATION
Eff 7/1/84—Rec'd 6/25/84.

AAA—6-10 am.	
AA—3-7 pm.	
A—10 am-3 pm.	
B—7 pm-midnight.	
BTA—6 am-midnight.	

- SPOT ANNOUNCEMENTS**
1 min/less 28 25 32 22 24
WBIZ (FM) only: Deduct 4.00 per spot from WBIZ (FM)/WJJK combination.

WEAQ
1937
EAU CLAIRE

MOR/News/Talk



Media Code 4 251 1520 1.00 Mid 015179-000
Broadcaster Services, Inc.
Box 1, Eau Claire, WI 54702. Phone 715-832-3463.

PROGRAMMING DESCRIPTION

WEAQ: Programmed for adults 35+. MUSIC: MOR, favorites from 1950 to present. NEWS: network at :60; expanded local at 8:30, 7, 7:35, 8, 8:30, 9 am, 12:08 pm, 3, 4, 5 pm; weather hrlly by meteorologist; severe weather coverage. SPORTS: network at 5:30 am & 5:11 pm; local at 6:45, 7:45, 8:45 am, 12:22, 4:30 pm; wknd programs at :30 Sat-Sun afternoons. TALK: tele/talk 9-10 am Mon-Sat; daily editorials; public affairs M-F, sports Sat; nat'l tele/talk M-Sun 7 pm-4 am. AIR PERSONALITIES handle all segments, available for remotes & appearances. Contact Representative for further details. Rec'd 7/25/83.

- PERSONNEL**
President—Charles R. Dickoff.
Operations Manager—Steve Dickoff.
Sales Manager—Don Smith.
- REPRESENTATIVES**
MN—Peul J. Ewing Company.
- FACILITIES**
5,000 w.; 790 khz. Directional—night only.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIAL (FM).
Affiliated with NBC Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

Eff 11/8/84—Rec'd 9/27/84.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

PER WK:	1 MINUTE					
	11 ti	12 ti	18 ti	30 ti	42+	
AAA	24.40	24.10	23.85	23.60	23.35	
A	11.75	11.45	11.20	10.95	10.70	
AA	11.45	11.20	10.90	10.65	10.40	
B	10.35	10.05	9.75	9.50	9.30	
C	4.05	3.75	3.45	3.25	3.00	

PER WK:	30 SECONDS					
	11 ti	12 ti	18 ti	30 ti	42+	
AAA	20.75	20.55	20.25	20.05	19.80	
A	10.00	9.75	9.55	9.30	9.10	
AA	9.75	9.55	9.25	9.05	8.80	
B	8.80	8.55	8.30	8.10	7.90	
C	3.45	3.20	2.95	2.75	2.55	

WEAQ/WIAL (FM) COMBINATION

TI PER WK:	1 min		30 sec			
	12-18	20-30	32+	12-18	20-30	32+
AAA	42.05	41.80	41.10	35.75	35.35	34.95
A	28.10	27.65	27.20	23.95	23.45	23.10
AA	29.10	28.65	28.20	24.75	24.35	23.95
B	16.25	15.75	15.30	13.80	13.40	13.00
C	8.75	8.30	7.85	7.45	7.05	6.65

WIAL (FM)

1946
EAU CLAIRE

Adult Contemporary



Media Code 4 251 1885 2.00 Mid 015180-000
Broadcaster Services, Inc.
Box 1, Eau Claire, WI 54702. Phone 715-832-3463.

PROGRAMMING DESCRIPTION

WIAL (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary, featuring today's hits blended w/favorites from past 15 years. NEWS: 2-min at :60; local, state, nat'l & world news covered by local staff & UPI satellite; weather reports hrlly by meteorologist; severe weather coverage; editorials daily. SPORTS: 2 reports in AM drive. AIR PERSONALITIES handle all segments & are available for remotes & appearances. Contact Representative for further details. Rec'd 9/29/82.

- PERSONNEL**
President—Charles R. Dickoff.
Operations Manager—Steve Dickoff.
Sales Manager—Don Smith.
- REPRESENTATIVES**
MN—Paul J. Ewing Company.
- FACILITIES**
ERP 84,400 w. (horiz.), 84,000 w. (vert.); 94.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 351 ft. above average terrain.
- AGENCY COMMISSION**
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WEAQ.
Sold in combination with WEAQ. See that listing.

TIME RATES

Eff 11/8/84—Rec'd 9/27/84.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

PER WK:	1 MINUTE					
	11 ti	12 ti	18 ti	30 ti	42+	
AAA	18.80	18.55	18.25	18.00	17.75	
A	17.55	17.25	16.95	16.70	16.45	
AA	18.80	18.55	18.25	18.00	17.75	
B	7.05	6.75	6.45	6.25	6.00	
C	5.90	5.60	5.30	5.05	4.85	

PER WK:	30 SECONDS					
	11 ti	12 ti	18 ti	30 ti	42+	
AAA	16.00	15.75	15.55	15.30	15.10	
A	14.90	14.65	14.40	14.20	14.00	
AA	16.00	15.75	15.55	15.30	15.10	
B	6.00	5.75	5.55	5.30	5.10	
C	5.00	4.75	4.55	4.30	4.10	

6. SPOT ANNOUNCEMENTS

WJJK

1947
EAU CLAIRE



Masla Radio



Media Code 4 251 1767 8.00 Mid 015181-000
Sentry Broadcasting, Inc.
619 Cameron St., Box 24, Eau Claire, WI 54702. Phone 715-835-5111.

PROGRAMMING DESCRIPTION

WJJK: Programmed for audience 25-54. MUSIC: Adult Contemporary; AIR PERSONALITIES. NEWS: local & network at :30. SPORTS: live play-by-play local high school & college teams; Milwaukee Brewer baseball. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
General Manager—Jerry D. Schnacke.
Program Director—Chris Jay.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a.
Cancellation: 70a, 70c, 71a.
FM facilities: WBIZ (FM).
Affiliated with MBS.
Sold in combination with WBIZ (FM). See that listing.

TIME RATES

- SPOT ANNOUNCEMENTS**
Deduct 15.00 per spot from WBIZ (FM)/WJJK combination.

WOKL

1948
EAU CLAIRE



Media Code 4 251 1850 2.00 Mid 015182-000
Progressive Communication, Inc.
1819 Mitchell St., Eau Claire, WI 54701. Phone 715-832-1629.

- REPRESENTATIVES**
Market 4 Radio.
1 min rate 1x: 10.00.

Ellsworth

Pierces County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.

WEVR

1969
RIVER FALLS

WEVR-FM

1970
RIVER FALLS

Mid 015287-000
See listing under city of license.

Fond Du Lac

Fond Du Lac County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

KFIZ

1922
FOND DU LAC



Media Code 4 251 1900 5.00 Mid 015183-000
Wisconsin Cablevision and Radio, Inc.
Box 1167, Fond Du Lac, WI 54935. Phone 414-921-3770.
Studio—
254 Winnebago Dr., Fond Du Lac, WI 54935.

PROGRAMMING DESCRIPTION
KFIZ: Programmed for mass adult & young adult appeal; AIR PERSONALITIES on all programs. NEWS: network at :60; local at :05 & :30 during AM, midday, PM drive; fulltime director; Washington bureau; 12M-5 am continuous news. FARM: 5:30-7 am & noon-1 pm daily with farm director & 3-man dept; local with reporter; stock market & business reports. SPORTS: Milwaukee Brewer baseball play-by-play, Green Bay Packer football, U of W Badger football & basketball, Bucks & Marquette basketball; local high school football & basketball. MUSIC: Current, Oldies, re-entrants; Oldie favorites & Modern Country at night; AIR PERSONALITY 5-10 am. FEATURES: direct teletype weather line with nat'l weather service, area weather radar, meteorologist; business reports; remotes; projects; promotions incl local home, farm & gift shows, Holiday Showcase, bridal fashion fair. Contact Representative for further details. Rec'd 9/25/84.

- PERSONNEL**
Vice Pres. & Gen'l Mgr.—Michael J. Casper.
Ad Managers—Rosemary Halbur & Bert Ram.
Operations Manager—Joe Goesser.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 23a.
Contracts: 40a, 44a, 44b, 45.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 60j, 60k, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
Member: Wisconsin Network, Inc.

TIME RATES

Eff 5/29/84.

- AAA—5-10 am.
AA—3-7 pm.
A—10 am-3 pm.
B—7 pm-5 am.
- SPOT ANNOUNCEMENTS**

	1 min			
	AAA	AA	A	B
1 x	27.60	26.35	23.55	10.65
52 x	26.55	25.35	22.45	9.50
156 x	25.55	24.35	21.50	8.60
208 x	24.50	23.40	20.40	8.05
365 x	23.50	22.35	19.50	6.60
730 x	22.50	21.70	18.50	5.50
1095 x	21.50	20.35	17.45	4.50
1500 x	20.50	19.35	14.90	3.50

	30 sec			
	AAA	AA	A	B
1 x	19.70	18.80	16.80	7.60
52 x	18.95	18.10	16.05	6.80
156 x	18.25	17.40	15.35	6.10
208 x	17.50	16.70	14.60	5.75
365 x	16.80	15.95	13.95	4.70
730 x	16.05	15.25	13.00	3.95
1095 x	15.35	14.50	12.50	3.20
1500 x	14.65	13.80	10.60	2.50

- SPECIAL FEATURES**
GUARANTEED FARM—6-7 AM & NOON-1 PM
Fixed time within hr, extra 15%.
Dayparts may be combined for average rate.

Ea	1 min 30 sec	
	40	30
		(CR)

WFON (FM)

1967
FOND DU LAC



Media Code 4 251 1945 0.00 Mid 015184-000
Costas Enterprises, Inc.
103 W. Scott St., Box 1195, Fond Du Lac, WI 54935.
Phone 414-921-1071.

PROGRAMMING DESCRIPTION
WFON (FM): Programmed for adults 18-49. MUSIC: blend of current Adult Contemporary & gold. AIR PERSONALITIES. NEWS: full-time dir., mobile unit, stringers, trades. UPI wire & audio; local emphasis; 2 newscasts/hr in AM prime, hrlly thereafter; weather reports hrlly from meteorologist. FARM: 5:30-6:30 am (reports, markets, livestock). SPORTS: 5-min 4x/day; local high school play-by-play. FEATURES: remotes, special events, fund raising, contests. Contact Representatives for further details. Rec'd 9/25/84.

- PERSONNEL**
President—Donald L. Rabbitt.
Gen'l & Sales Mgr.—Paul C. Chasteen.
Program Director—Gregg Owens.
- REPRESENTATIVES**
Roslin Radio Sales

- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mhz. Stereo.
Operating schedule: 5:30-11 am. CST.
Antenna ht.: 312 ft. above average terrain.

- AGENCY COMMISSION**
15% Payable monthly.

- GENERAL ADVERTISING** See coded regulations
General: 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 33a.
Contracts: 40c, 42d, 44a, 44b, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 22 Eff 11/26/84—Rec'd 11/19/84.

AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun noon-7 pm.
A—Mon thru Sun 7 pm-1 am; Sun 7 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	AAAA	AAA	AA	A	AAAA	AAA	AA	A
1 ti	23	22	21	15	18	17	16	12
6 ti	22	21	19	14	17	16	15	11
12 ti	21	20	19	13	16	15	14	10
18 ti	18	12	13	9
10 sec:	50% of 1-min rate.							

7. PACKAGE PLANS

PER WK:	7 DAY TAP		1 min 30 sec	
	24 ti	24 ti	24 ti	24 ti
Plan I (4AAAA, 7AAA, 7AA, 6A)	384	288	384	288
Plan II (3AAAA, 5AAA, 5AA, 5A)	306	234	306	234
Plan III (2AAAA, 3AAA, 4AA, 3A)	216	168	216	168
10 sec:	50% of 1-min rate.			

- SPECIAL FEATURES**
Feature Sponsorships—13-wk minimum, earned rate plus 2.00.
Farm, Mon thru Sat 5:30-7 am & 11:30 am-1 pm, 1-min 22:00; 30-sec 17:00.

Fort Atkinson

Jefferson County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WFAW

1963
FORT ATKINSON

Mid 015185-000
See SRDS Spot Radio Small Markets Edition.

WSJY (FM)

1959
FORT ATKINSON

Beautiful Music



Media Code 4 251 1996 3.00 Mid 015186-000
Goetz Broadcasting Corp.
Box 94, Fort Atkinson, WI 53538. Phone 414-563-6351.

PROGRAMMING DESCRIPTION
WSJY (FM): MUSIC: Beautiful. COMMERCIAL POLICY: interrupted 4x/hr for spot breaks. NEWS: plus weather every 2 hrs at :30 & weather at :60. Rec'd 6/15/77.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Vern Falk.
Sales Manager—Scott M. Trentadue.
Program Director—David Schoff.
- FACILITIES**
ERP 50,000 w.; 107.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15%; monthly.

- GENERAL ADVERTISING** See coded regulations
AM facilities: WFAW.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 21 Eff 8/1/84—Rec'd 10/17/84.

- SPOT ANNOUNCEMENTS**
PER WK, BTA: 7 ti 14 ti 28 ti 56 ti
30 sec: 14.71 13.53 12.35 11.53
1 min: Extra 3.53.
Fixed position, extra 2.35.

PER WK:	DISCOUNT SCHEDULE			
	7 wk	13 wk	26 wk	39 wk
	5%	10%	15%	20%
52 wk	30%			

- SPECIAL FEATURES**
NEWSCAST SPONSORSHIP
PER WK: 3 ti 6 ti
Ea: 23.71 21.77
Incl. open & close plus 1-1 min spot.
Paul Harvey Sponsorship—8 am or noon, extra 2.35 to above rate.
Paul Harvey Adjacency—8 am or noon, extra 5.88 to spot rate.
Earl Nightengale Adjacency—7:30 am, extra 4.71 to spot rate.
Floating Program Adjacency, extra 1.18 to spot rate.

(SMD)(CR)

WISCONSIN

Green Bay

Brown County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

WDUZ
WDUZ

1947
GREEN BAY



McGAVREN GUILD RADIO



A Laird Group Station

Media Code 4 251 2185 2.00 Mid 015187-000
Green Bay Broadcasting Co.
810 Victoria St., Box 36, Green Bay, WI 54305. Phone 414-468-4100.

PROGRAMMING DESCRIPTION

WDUZ: MUSIC: Adult Contemporary/Information. NEWS: network; local plus sports. Contact Representative for further details. Rec'd 8/31/82.

- PERSONNEL**
President—William C. Laird.
Station Manager—Mike Watts.
Program Director—Dave Carew.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
1,000 w.; 1400 khz.
Non-directional. Stereo.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; monthly
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Member: Laird Group.
Affiliated with RKO TWO.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WDUZ-FM

1967
GREEN BAY



Media Code 4 251 2186 0.00 Mid 015188-000
Green Bay Broadcasting Co.
810 Victoria St., Box 36, Green Bay, WI 54305. Phone 414-468-4100.

PROGRAMMING DESCRIPTION

WDUZ-FM: Programmed for 25+. MUSIC: Easy Listening instrumental & vocal arrangements in uninterrupted 1/4 hr segments. NEWS: network & local. Contact Representative for details. Rec'd 8/24/84.

- PERSONNEL**
President—William C. Laird.
Station Manager—Mike Watts.
Program Director—Gary Evans.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,254 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Contemporary Radio Network.
Member: Laird Group.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WGEE

1922
GREEN BAY



Media Code 4 251 2233 0.00 Mid 015189-000
Midwest Communications, Inc.
115 S. Jefferson St., Green Bay, WI 54301. Phone 414-435-3771, TWX, 910-263-1260.

PROGRAMMING DESCRIPTION

WGEE: Programmed to adult interests, 25-54 target. MUSIC: Modern Country. PERSONALITIES handle all segments. NEWS: network at :60; local at :30. SPORTS: 4 daily sportscasts, play-by-play, pro football & football talk shows. FARM: 6-7 am & noon-1 pm news & interviews, grain & livestock reports, market final at 6:30 pm, farm director. FEATURES: audience participation, discussion tele-talk show 9:05-10 am M-F. Contact Representative for further details. Rec'd 9/29/81.

- PERSONNEL**
General Manager—D. E. Wright.
General Sales Manager—Dennis Vande Yacht.
Farm Director—Mike Austin.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1360 khz. Directional nights.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24e, 25a, 26, 28b, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIXX (FM).
Affiliated with Blair Represented Network.
Affiliated with ABC Directional Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WIXX (FM)

1960
GREEN BAY



BLAIR RADIO



Media Code 4 251 2256 1.00 Mid 015190-000
Midwest Communications, Inc.
115 S. Jefferson St., Green Bay, WI 54301. Phone 414-435-3771, TWX, 910-263-1260.

PROGRAMMING DESCRIPTION

WIXX (FM): Target audience 18-40. MUSIC: Contemporary singles, recent gold & popular albums. NEWS: network at :30 followed by local headlines & weather. COMMERCIAL POLICY: max 10 minutes/hr. Contact Representative for further details. Rec'd 5/13/77.

- PERSONNEL**
General Manager—D. E. Wright.
Sales Manager—Diane Wadzinski.
Operations Director—Bill Lu Maye.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,828 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a, 15c, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24a, 24e, 25a, 26, 28b, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WGEE.
Affiliated with Connecticut Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNFL

1947
GREEN BAY



HILLIER, NEWMARK, WECHSLER & HOWARD



A Communications Properties, Inc. Station
Media Code 4 251 2280 1.00 Mid 015191-000
Communications Properties, Inc.
Bellevue Rd., Box 11907, Green Bay, WI 54307. Phone 414-468-5445.

PROGRAMMING DESCRIPTION

WNFL: MUSIC: Contemporary mass appeal, currents & oldies. NEWS: local/RKO. SPORTS: pro football, major league baseball. Contact Representative for further details. Rec'd 2/8/84.

- PERSONNEL**
General Manager—Robert P. Clark.
Program Director—Jon Stubb.
Sales Manager—Mark Dahl.
- REPRESENTATIVES**
Hillier, Newmark, Wechsler & Howard.
- FACILITIES**
5,000 w. days, 500 w. nights; 1440 khz. Directional—separate patterns day and night. Stereo.
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**
15/0. Payable 15th of month following.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24b, 28b, 29a.
Contracts: 45, 46, 48.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with RKO Radio Networks.

TIME RATES

AA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.
A—All other times.
Eff—Rec'd 8/25/83.

- SPOT ANNOUNCEMENTS**
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti
AA 48 46 44 42
A 43 41 39 37
30 sec: 80% of 1-min.

Greenfield

Milwaukee County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Milwaukee
(including Greenfield, Menomonee Falls, Waukesha, Wauwatosa, West Allis)

Hartford

Washington County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WTKM

1951
HARTFORD

See SRDS Spot Radio Small Markets Edition. Mid 015192-000

WTKM-FM

1973
HARTFORD

See SRDS Spot Radio Small Markets Edition. Mid 015193-000

Hayward

Sawyer County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WWSM

1957
HAYWARD
WWSM-FM

See SRDS Spot Radio Small Markets Edition. Mid 015194-000

WRLS (FM)

1968
HAYWARD

See SRDS Spot Radio Small Markets Edition. Mid 015195-000

Hudson

St. Croix County—Map Location B-5
See SRDS Consumer market map and data at beginning of the state.

WEVR

1969
RIVER FALLS
WEVR-FM

1970
RIVER FALLS

See listing under city of license. Mid 015287-000

WRPX

1983
HUDSON



Media Code 4 251 2541 6.00 Mid 033576-000
Cornwall Broadcasting Corp.
Box 506, Hudson, WI 54016. Phone 715-386-6748.

PROGRAMMING DESCRIPTION

WRPX: Programmed for adults 25-plus. MUSIC: Traditional MOR blended w/current Adult Contemporary. AIR PERSONALITIES handle all segments w/audience participation, contests & promotions; 2-man AM team w/emphasis on information & entertainment. NEWS: local & state at :55 w/network at :60; expanded blocks 6-9 am,

noon & 5 pm. SPORTS: 7:25 & 8:25 am, 12:15 & 5:15 pm. FARM: daily farm programming including grain & livestock markets. FEATURES: calendar of community events, Hollywood report, local & network features. Contact Representative for further details. Rec'd 2/4/85.

- PERSONNEL**
Pres. & Gen'l Mgr.—William C. Cornwall.
Agency Sales—Karen Saarnio.
- REPRESENTATIVES**
Market 4 Radio.
Courtney Clifford, Inc.
- FACILITIES**
500 w.; 740 khz. Directional.
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
Affiliated with KBS.
Member: Wisconsin Independent Radio Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

Jackson

Washington County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WYLO

1964
JACKSON



Universal



A Universal Broadcasting Corporation Station

Media Code 4 251 2565 5.00 Mid 015196-000
Universal Broadcasting of Milwaukee, Inc.
Highland Rd., Box 25, Jackson, WI 53037. Phone 414-353-5300, 677-3333.

PROGRAMMING DESCRIPTION

WYLO: Religious programming w/ethnic & foreign language programs. M-F sign on-sign off Christian teaching & Gospel music. Sat 6-10 am Black Gospel; 10 am-noon Polka; noon-4:30 pm German; 4:30-5:30 pm Spanish religion; 5:30-6 pm Ukrainian. Sun 6-7 am & 4-6 pm Black Gospel; 7-9 am Gospel; 9 am-noon & 2:30-4 pm Polish; noon-1 pm German; 1-1:30 pm Spanish; 1:30-2:30 pm Croatian. Contact Representative for further details. Rec'd 11/14/84.

- PERSONNEL**
President—Howard Warshaw.
General Manager—Paul Ploener.
- REPRESENTATIVES**
Radio Spot Sales, Inc.
Universal Broadcasting Corporation.
- FACILITIES**
250 w.; 540 khz. Directional.
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
15% time only; 15th of following month.

TIME RATES

Eff—Rec'd 1/23/84.

PER WK:	7 ti	14 ti	21 ti	28 ti
1 min	22	20	18	16
30 sec	18	16	14	12
10 sec	11	10	9	8

PER YR:	1 hr	1/2 hr	1/4 hr
52 x	230	120	65
260 x	180	90	50

(SMD) (CR)

Janesville

Rock County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WCLO

1930
JANESVILLE



Media Code 4 251 2660 4.00 Mid 015197-000
Southern Wisconsin Radio, Inc.
1 S. Parker Dr., Janesville, WI 53545. Phone 608-752-7895.
1 min rate 1x: 25.20.

WJVL (FM)

1947
JANESVILLE



Media Code 4 251 2670 3.00 Mid 015198-000
Southern Wisconsin Radio, Inc.
1 S. Parker Dr., Janesville, WI 53545. Phone 608-752-7895.
1 min rate 1x: 19.70.

WSJY (FM)1959
FORT ATKINSON

Mid 01S186-000

See listing under city of license.

KaukaunaOutagamie County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**See Appleton**

(including Kaukauna, Kimberly, Menasha, Neenah, Oshkosh)

KenoshaKenosha County—Map Location G-10
See SRDS Consumer market map and data at beginning of the state.**WJZQ (FM)**1962
KENOSHAMedia Code 4 251 2807 1.00
Kenosha Broadcasting, Inc.
8500 Green Bay Rd., Kenosha, WI 53142. Phone 414-694-7800.

Mid 01S199-000

PROGRAMMING DESCRIPTION

WJZQ (FM): Programmed for mass appeal, 18-34 & teens. MUSIC: Contemporary Hits. NEWS: each hr in AM/PM drive. Features: rock review. COMMERCIAL POLICY: maximum 9 min per hr. Rec'd 6/19/84.

- PERSONNEL**
General Manager—Dex Card.
Program Director—Jim Schaefer.
- REPRESENTATIVES**
Contact station direct.
- FACILITIES**
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 95.1 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 332 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a.
Rate Protection: 75b.
Basic Rates: 20a, 20b, 21d, 24b, 30.
Contracts: 44a, 45, 46, 51b.
Cancellation: 73b.
AM facilities: WLIP.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 4/1/84—Rec'd 3/8/84.AAA—Mon thru Fri 6-10 am & 3-7 pm; wknd 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-1 am; Sat & Sun 7 pm-1 am.

PER YR:	CLASS AAA			
	156x	260x	520x	1040x
1 min	18.50	17.65	16.75	15.90
30 sec	14.80	14.10	13.40	12.70
1 min	CLASS AA			
	15.00	14.10	13.25	12.35
30 sec	12.00	11.30	10.60	9.90

PER YR:	CLASS AAA			
	156x	260x	520x	1040x
1 min	18.50	17.60	16.75	15.90
30 sec	14.80	14.10	13.40	12.70
1 min	CLASS AA			
	16.75	15.90	15.00	14.10
30 sec	13.40	12.70	12.00	11.30

7. PACKAGE PLANS
PER WK: 1 tl 12 tl 24 tl 48 tl
AAA 20.00 19.10 18.25 17.35
AA 18.25 17.35 16.45 15.60
PER WK: 1 tl 12 tl 24 tl 48 tl
AAA 16.00 15.30 14.60 13.90
AA 14.60 13.90 13.15 12.50
10 sec: 70% of 1-min.

May be combined with WLIP for frequency discount.

(A)

WLIP1947
KENOSHAMedia Code 4 251 2945 9.00
Kenosha Broadcasting, Inc.
8500 Green Bay Rd., Kenosha, WI 53142. Phone 414-694-7800.

Mid 01S200-000

PROGRAMMING DESCRIPTION

WLIP: Adult contemporary with emphasis on local news & events. Rec'd 2/3/78.

- PERSONNEL**
President—Anna Lipman.
General Manager—Dex Card.
- REPRESENTATIVES**
Call Dex Card—414-657-6162.
- FACILITIES**
250 w. days, 1050 khz. Non-directional.
Operating schedule: 6 am-6 pm, CST.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21d, 24b, 30.
Contracts: 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 60j, 62d.
Cancellation: 73b.
Prod. Services: 80, 81, 82.
FM facilities: WJZO (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 4/1/84—Rec'd 3/8/84.AAA—Mon thru Sat 6-10 am & noon-1 pm.
AA—All other times.

PER YR:	CLASS AAA			
	156x	260x	520x	1040x
1 min	18.50	17.65	16.75	15.90
30 sec	14.80	14.10	13.40	12.70
1 min	CLASS AA			
	15.00	14.10	13.25	12.35
30 sec	12.00	11.30	10.60	9.90

WK:	1 min			
	1 tl	12 tl	24 tl	48 tl
AAA	20.00	19.10	18.25	17.35
AA	16.45	15.60	14.70	13.80

WK:	30 sec			
	1 tl	12 tl	24 tl	48 tl
AAA	16.00	15.30	14.60	13.90
AA	13.15	12.50	11.75	11.05

May be combined with WJZO (FM) for frequency discount.

(A)

KewauneeKewaunee County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.**WAUN (FM)**1973
KEWAUNEE

Mid 01S201-000

See SRDS Spot Radio Small Markets Edition.

KimberlyOutagamie County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.**See Appleton**

(including Kaukauna, Kimberly, Menasha, Neenah, Oshkosh)

La CrosseLa Crosse County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.**WIZM**1923
LA CROSSEMedia Code 4 251 3040 8.00
Family Radio, Inc.
5th & Cass, Box 99, La Crosse, WI 54601. Phone 608-782-1230.
1 min rate 1x: 27.00.

Mid 01S202-000

WIZM-FM1966
LA CROSSEMedia Code 4 251 3041 6.00
Family Radio, Inc.
5th & Cass, Box 99, La Crosse, WI 54601. Phone 608-782-1230.
1 min rate 1x: 32.00.

Mid 01S203-000

WKTY1947
LA CROSSE**Katz Radio**Media Code 4 251 3135 6.00
May Broadcasting Co.
704 LaCrosse St., La Crosse, WI 54601. Phone 608-782-6430.

Mid 01S204-000

PROGRAMMING DESCRIPTION
WKTY: Emphasis on sports news & farm programming. MUSIC: Country. FEATURES: Paul Harvey, Howard Cossell, The Lead Balloon Show w/Mike Kearns, Afternoon Talk w/Dave Tindell. SPORTS: Milwaukee Brewers, Green Bay Packers, WI Badgers, plus local high school sports. FARM: programming 5-7 am & 11:45 am-1 pm. Contact Representative for further details. Rec'd 1/26/85.

- PERSONNEL**
General Manager—Perry St. John.
Sales Manager—Richard T. Wilson.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 580 khz. Directional.
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b.
Rate Protection: 15c.
Basic Rates: 22a.
Contracts: 40a, 44b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70d, 71a.
Prod. Services: 82.
FM facilities: WSPL (FM).
Affiliated with ABC Information Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.
- SPECIAL FEATURES**
FARM—MON THRU SAT 5-8 AM & 11:45 AM-1 PM;
SUN 6-7:30 AM
1 min, flat 30 30 sec, flat 25
YR: 1x 13x 26x 52x 104x 156x 260x 312x
5 min 40 39 38 37 36 35 34 33

WLXR(formerly WLXC)
1947
LA CROSSE**WEISS & POWELL, INC.**
RADIO SALESMedia Code 4 251 3230 5.00
Ingstad Broadcasting Co.
First Bank Place, 201 Main St., Ste. 400, Box 2017, La Crosse, WI 54602. Phone 608-782-8335.

Mid 01S205-000

PROGRAMMING DESCRIPTION

WLXR: Programmed for adults 25-54. MUSIC: Modern Country, crossovers & traditional favorites. AIR PERSONALITIES. NEWS: Network at :60 followed by local news, weather, sports every hour. Local news casts at 6:30, 7:30, 8:30 am, 3:30, 4:30, 5:30 pm. 4 mobile units with live mike reports. Coverage and involvement in Community & area events. SPORTS: at 7:20, 8:20 am, 4:20, 5:20 pm. FARM: markets & Ag news reporting 5-7 am, noon & afternoon. Contact Representative for further details. Rec'd 9/30/83.

- PERSONNEL**
General Manager—Rolf Pepple.
National Sales Manager—Mike Schmitz.
Local Sales Manager—Margie Neader.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w.; 1490 khz. Non-directional. Stereo.
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11, 12, 13, 14, 15c.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 49.
Comb.; Cont. Discounts: 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATESEff—Rec'd 1/25/85.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-2 pm.
AA—Mon thru Fri 10 am-3 pm.
A—7 pm-midnight & ROS.

30 SEC:	6 tl	12 tl	18 tl	30 tl
	AAA	24	23	22
AA	23	22	21	20
A	22	21	20	19

May be combined with FM for frequency discount.

WLXR-FM1975
LA CROSSE**Contemporary Hits**Media Code 4 251 3237 0.00
Ingstad Broadcasting Co.
First Bank Place, 201 Main St., Ste. 400, Box 2017, La Crosse, WI 54602. Phone 608-782-8335.

Mid 01S206-000

PROGRAMMING DESCRIPTION

WLXR-FM: Programmed for adults 18-34. MUSIC: mass appeal Top 40; live AIR PERSONALITIES. NEWS: local with on-location live mike reports. COMMERCIAL POLICY: 10 min per hr. Contact Representative for further details. Rec'd 9/30/83.

- PERSONNEL**
General Manager—Rolf Pepple.
National Sales Manager—Mike Schmitz.
Local Sales Manager—Margie Neader.
- REPRESENTATIVES**
Weiss & Powell, Inc.

- FACILITIES**
ERP 1,400 w. (horiz.), 1,400 w. (vert.); 104.9 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 49.
Comb.; Cont. Discounts: 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATESEff—Rec'd 1/25/85.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-2 pm.
AA—Mon thru Fri 10 am-3 pm.
A—7 pm-midnight & ROS.

- SPOT ANNOUNCEMENTS**
30 SEC: 6 tl 12 tl 18 tl 30 tl
AAA 31.00 29.50 28.00 25.50
AA 30.00 28.50 27.00 24.50
A 29.00 27.50 26.00 23.50
1-min extra 3.00.

May be combined with AM for frequency discount.

WSPL (FM)1972
LA CROSSE**Katz Radio**Media Code 4 251 3245 3.00
May Broadcasting Co.
704 LaCrosse St., La Crosse, WI 54601. Phone 608-782-6430.

Mid 01S207-000

PROGRAMMING DESCRIPTION
WSPL (FM): Programmed for people 25-54. MUSIC: Easy Contemporary. NEWS: network & local. Contact Representative for further details. Rec'd 1/28/85.

- PERSONNEL**
General Manager—Perry St. John.
Sales Manager—Richard T. Wilson.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 900 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable on receipt.
- GENERAL ADVERTISING See coded regulations**
General: 4a, 4d, 5, 6a, 7b.
Rate Protection: 15c.
Basic Rates: 22a.
Contracts: 40a, 44b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70d, 71a.
Prod. Services: 82.
AM facilities: WKTY.
Affiliated with ABC Entertainment Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

LadysmithRusk County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WLDY**1947
LADYSMITH**WLDY-FM**1947
LADYSMITH

See SRDS Spot Radio Small Markets Edition.

WWIB (FM)1971
LADYSMITH

See SRDS Spot Radio Small Markets Edition.

Lake GenevaWalworth County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.**WMIR**1964
LAKE GENEVA

See SRDS Spot Radio Small Markets Edition.

WISCONSIN

Lancaster

Grant County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WGLR
1977
LANCASTER
WAXL (FM)
1982
LANCASTER

Mid 01S210-000
See SRDS Spot Radio Small Markets Edition.

Madison

(including Middleton, Sun Prairie)

Dane County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WERU
1982
SUN PRAIRIE
nab

Media Code 4 251 3491 3.00 Mid 015971-000
Erin Broadcasting, Inc.
3392 Brooks Dr., Sun Prairie, WI 53590. Phone 608-249-9277.

2. REPRESENTATIVES
Christal Radio
1 min rate 1x: 29.00.

WHIT
1964
MADISON
RAB

Media Code 4 251 3503 3.00 Mid 015217-000
Hudson Broadcasting Corp.
5024 E. Lacy Rd., Box 4408, Madison, WI 53711. Phone 608-271-6611.

PROGRAMMING DESCRIPTION

WHIT: Programmed for adults 25-49. MUSIC: greatest hits format. Emphasis on music, news & information AM drive; Paul Harvey; ABC sports. COMMERCIAL POLICY: limit 12 min. Contact Representative for further details. Rec'd 6/26/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Schmitz.
Program Director—Mike Ryan.
Sales Manager—Stan Kitson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
5,000 w.; 1550 khz.
Operating schedule: Sunrise local sunset. CST

4. AGENCY COMMISSION
15%; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21b, 22b, 23a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60f, 60h, 60k.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: WWOM-FM.
Affiliated with Supernet.

TIME RATES
Eff—Rec'd 11/1/84.

6. SPOT ANNOUNCEMENTS

PER WK: I II III
1 ti 30 28 26

WIBA
1925
MADISON

BLAIR RADIO

nab **RAB**
Media Code 4 251 3515 9.00 Mid 015211-000
Badger Broadcasting Co.
Fish Hatchery Rd., Box 99, Madison, WI 53701. Phone 608-274-5450.

PROGRAMMING DESCRIPTION

WIBA: Programmed for adults. MUSIC: adult contemporary, popular stds from 60's & 70's, & adult tunes from 80's. NEWS: 4 major newscasts; 6 person news dept., emphasis on local news. Taped capital reports. UPI wire, ESSA weather wire. SPORTS: reports during AM/PM drivetime, M-F; univ football, basketball, hockey, state

high school basketball, pro baseball, basketball & football. FARM: 5-6 am, markets, interviews, agriculture reports. Contact Representative for further details. Rec'd 8/23/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—James C. Worthington.
General Sales Manager—Deane D. Osborne.
Program Director—Doug Lane.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1310 khz. Directional—nighttime only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS Radio Network.

TIME RATES

Eff 1/1/85—Rec'd 11/19/84.

AAA—5:30-10 am.
AA—3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

GRID: — 1 min — 30 sec —
AAA AA A AAA AA A
II 45 37 30 42 34 27
IV 39 31 24 36 28 21

WIBA-FM
1948
MADISON

BLAIR RADIO

nab **RAB**
Media Code 4 251 3516 7.00 Mid 015212-000
Badger Broadcasting Co.
Fish Hatchery Rd., Box 99, Madison, WI 53701. Phone 608-274-5450.

PROGRAMMING DESCRIPTION

WIBA-FM: Programmed for young adults. MUSIC: best of contemporary rock; wknd music features available. NEWS: network & local reporting through day. Contact Representative for further details. Rec'd 8/23/84.

1. PERSONNEL
Pres. & Gen'l Mgr.—James C. Worthington.
General Sales Manager—Deane D. Osborne.
Program Director—Jack Mitchell.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 50,000 w.; 101.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 470 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

Eff 1/1/85—Rec'd 11/19/84.
AA—Mon thru Sun 5:30-10 am, 10 am-3 pm & 3-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS
PREFERRED GUARANTEED—5:30-10 AM, 10 AM-3 PM, 3-8 PM, 8 PM-MIDNIGHT
GRID: 1 min 30 sec 1 min 30 sec
AA A AA A GRID: AA A AA A
II 39 36 36 33 IV 33 30 30 27

WMAD (FM)
1972
SUN PRAIRIE

nab
Media Code 4 251 3823 7.00 Mid 015215-000
Erin Broadcasting, Inc.
3392 Brooks Dr., Sun Prairie, WI 53590. Phone 608-249-9277.

2. REPRESENTATIVES
Christal Radio.
1 min rate 1x: 18.00.

WMGN (FM)
1948
MADISON

nab **NRBA**
Media Code 4 251 3929 2.00 Mid 015214-000
Mid West FM, Inc.
Box 2058, Madison, WI 53701. Phone 608-271-1484.

PROGRAMMING DESCRIPTION

WMGN (FM): Programmed for adults 18-49, emphasis 25-44. MUSIC: Adult appeal Contemporary hits blended w/ select hits of past 10 yrs. NEWS: 5-min newscasts in

drive times, capsule news midday. FEATURES: 8 AIR PERSONALITIES; audience involvement; emphasis on-air promotion. Contact Representative for further details. Rec'd 12/20/84.

1. PERSONNEL
General Manager—Charles G. Mefford.
Sales Manager—Rex Hansen.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
ERP 38,000 w. circular polarized; 98.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3c, 4a, 4d, 4, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 29a, 33a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
AM facilities: WTDY.
Affiliated with Connecticut Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WTDY
(formerly WISM)
1948
MADISON

McGAVREN GUILD RADIO
nab **NRBA**
A Midwest Family Station

Media Code 4 251 3982 1.00 Mid 015213-000
WISM, Inc.
Box 2058, Madison, WI 53701. Phone 608-271-1484.

PROGRAMMING DESCRIPTION

WTDY: Programmed for 35-54; 25% news, 40% music & entertainment, 30% phone talk, talknet. NEWS: emphasizing life style features, local & nat'l news; 5-person staff. MUSIC: emphasis on current adult appeal hits; some songs of past 15 yrs. Contact Representative for further details. Rec'd 12/20/84.

1. PERSONNEL
General Manager—Charles G. Mefford.
Sales Manager—Rex Hansen.

2. REPRESENTATIVES
McGavren Guild Radio.

3. FACILITIES
5,000 w.; 1480 khz. Stereo.
Directional, separate patterns day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WMGM (FM).

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

WTSO
1947
MADISON

nab **RAB** **NRBA**
Media Code 4 251 4035 7.00 Mid 015216-000
Midcontinent Broadcasting Co. of Wis., Inc.
Box 8030, 5721 Tokay Blvd., Madison, WI 53708. Phone 608-274-1070.

PROGRAMMING DESCRIPTION

WTSO: Programmed for adults; target audience 18+. MUSIC: modern country with emphasis on current hits. AIR PERSONALITIES handle all programs. Phone line requests. NEWS: local & world news at :60 & :30. Expanded news in drive times. SPORTS: Pro & U. football & hockey. Expanded sportscasts in drive times. FARM: director featured daily in agri-news commentary, markets & ag weather 5:30-7 am & noon-1 pm. Professional staff meteorologist provides weather analysis. Contact Representative for further details. Rec'd 9/29/81.

1. PERSONNEL
President—N. L. Benton.
Vice-Pres. & Gen'l Mgr.—Roger Russell.
Farm Director—Gail Hamilton.

2. REPRESENTATIVES
Torbet Radio, Inc.
Midwest—Wayne-Evans & Associates, Inc.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1070 khz.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42d, 43, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WZEE (FM).
Affiliated with Supernet.
Affiliated with Music Country Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WWQM-FM
1971
MIDDLETON

Selcom radio
Broadcast Representatives

Stereo Country

Media Code 4 251 4061 3.00 Mid 01S218-000
Hudson Broadcasting Corp.
5024 E. Lacy Rd., Box 4408, Madison, WI 53711. Phone 608-271-6611.

PROGRAMMING DESCRIPTION

WWQM-FM: Programmed for 25+ target with emphasis on 25-54. MUSIC: modern country, mix of present country hits with country classics; cross-over of old & new pop hits carefully researched. Live AIR PERSONALITIES handle all segments. NEWS: ABC Network, Paul Harvey, & local in AM drive times. COMMERCIAL POLICY: 10 min, 12 units. Contact Representative for further details. Rec'd 4/26/84.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Schmitz.
Program Director—Mike Ryan.
Sales Manager—Stan Kitson.

2. REPRESENTATIVES
Selcom Radio.

3. FACILITIES
ERP 1,750 w. (horiz.), 1,750 w. (vert.); 106.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
15%; 30 days.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 6a.
Basic Rates: 20b, 21b, 22b, 23a.
Contracts: 40a, 45, 46.
Cancellation: 71a.
Prod. Services: 80, 82.
AM facilities: WHIT.
Affiliated with Supernet.

TIME RATES

Eff 1/1/84—Rec'd 1/23/83.
6. SPOT ANNOUNCEMENTS
1 MINUTE
PER WK, GRID: I II III
1 ti 30 28 26
30 sec: Deduct 2.00 per spot.

WZEE (FM)
1948
MADISON

nab **NRBA**
Media Code 4 251 4092 8.00 Mid 015219-000
Midcontinent Broadcasting Co. of Wis., Inc.
Box 8030, 5721 Tokay Blvd., Madison, WI 53708. Phone 608-274-2720.

2. REPRESENTATIVES
Torbet Radio, Inc.
Midwest—Wayne-Evans & Associates, Inc.
Rates have been temporarily withdrawn by station.

SRDS publications are designed with you, the user, in mind. If you have ideas, suggestions, or questions about this publication, please call or write the Editor. We welcome your input.

Manitowoc-Two Rivers

Manitowoc County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WCUB

1952
TWO RIVERS



RAB

Media Code 4 251 4096 9.00
Cub Radio, Inc.
1915 Mirro Dr., Box 98, Manitowoc, WI 54220. Phone 414-682-8226.

NRBA

Mid 01522-000
Seehafer Broadcasting Corp.
Box 417, 1413 22nd St., Two Rivers, WI 54241. Phone 1-414-794-8977.

PROGRAMMING DESCRIPTION

WCUB: Programmed for adults 25-54. MUSIC: Modern Country, emphasis on current hits. AIR PERSONALITIES handle all segments. NEWS: local & reg'l emphasis; 10 mobile units, inc boat for lake & fishing info & airplane; expanded news 7-7:15 am & noon-12:15 pm; business news; pro meteorologist & radar for weather. FEATURES: Country Music network M-F 11 pm-5 am, Sat 9 pm-5 am & Sun 9 pm-12M. SPORTS: emphasis on outdoor activities, fishing, snowmobiling, ski info & other local & reg'l events. FARM: dir. featured daily in agri report; interviews, markets & info 5-8 am, 11:30 am-1 pm & 5-7 pm, Sun 5-8:30 am, 9:15-9:30 am & 9:45-10 am. Contact Representative for further details. Rec'd 12/28/84.

- PERSONNEL**
President—Jack Severson.
Exec. Vice-Pres. & Gen'l Mgr.—Lee Davis.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
5,000 w.; 980 khz. Directional, separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 31.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKKB (FM).
Affiliated with MBS.
Member: Wisconsin Network, Inc.

TIME RATES

WCUB/WKKB (FM) COMBINATION
No 22 Eff 9/1/84—Rec'd 9/12/84.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti PER WK: 6 ti 12 ti 18 ti
AA 38 36 34 A 36 34 33
30 sec: 90% of 1-min.

10. SPECIAL FEATURES

Farm—Mon thru Sat 5-8 am, 11 am-1 pm & 5-7 pm: 1-min 49.00; 30-sec: 44.00.

WCUB only: 80% of WCUB/WKKB (FM) combination.

WKKB (FM)

1966
MANITOWOC

RAB

Media Code 4 251 4100 9.00
Cub Radio, Inc.
1915 Mirro Dr., Box 98, Manitowoc, WI 54220. Phone 414-682-8226.

NRBA

Mid 01522-000
Seehafer Broadcasting Corp.
Box 417, 1413 22nd St., Two Rivers, WI 54241. Phone 1-414-794-8977.

PROGRAMMING DESCRIPTION

WKKB (FM): MUSIC: Traditional MOR. AIR PERSONALITIES handle all segments. NEWS: 6 min Nat'l & local at :60 7-8 am, noon & 4-6 pm; 6 min news & weather at :60 5, 6, 7 & 9-11 am; 5 min at :60 mid-4 am; Business news at 12:05, 5:05 & 6:05 pm, 10 mobile units incl boat for lake & fishing information. TALK: Larry King Show 11 pm-4:30 am M/Sun. SPORTS: U of W football, seasonal fishing, snowmobiling & skiing reports. Contact Representative for further details. Rec'd 11/27/84.

- PERSONNEL**
President—Jack Severson.
Exec. Vice-Pres. & Gen'l Mgr.—Lee Davis.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 160 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 31.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WCUB.
Affiliated with MBS.
Sold in combination with WCUB. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS

50% of WCUB/WKKB (FM) combination.



12+/18-49 SPRING 1983 18+/25-54
ARBITRON
CUME PERSONS, MONDAY-SUNDAY, 6 AM-MIDNIGHT
Number 1 Station in Manitowoc County

WOMT

1926
MANITOWOC



nab

RAB

NRBA

Media Code 4 251 4180 1.00
Seehafer Broadcasting Corp.
Box 685, 3730 Mangin St., Manitowoc, WI 54220. Phone 414-682-0351.

PROGRAMMING DESCRIPTION

WOMT: Programmed for adults & young adults. MUSIC: adult contemporary. NEWS: hly at :60 5 am-12M; major newscasts at 6, 7 & 8 am, noon, 4, 5 & 6 pm, emphasis on local news; stock market reports & business summaries daily M-F. SPORTS: daily at 6:10, 7:25 & 8:20 am, 12:20, 4:15, 5:15 & 6:15 pm; high school sports; pro football, basketball & baseball. FARM: market & farm news reports at 5:35-5:40 am, 6:15-6:25 am & 12:30-12:35 pm. TALK: air exchange 9:10-9:30 am; guests 9:30-10 am; FEATURES: Top 30 USA, Sat 1-4 pm; remote facilities available. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
General Manager—Don Seehafer.
Sales Manager—Ben Jakel.
Operations Manager—Bob Jung.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w.; 1240 khz.
Operating schedule: 5 am-12:15 am.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60e, 60i, 61a, 61b, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOMT.
Affiliated with CBS Radio Network.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES

Eff 12/1/84—Rec'd 10/31/84.

- SPOT ANNOUNCEMENTS**
PER YR: 150x 300x 600x 1000x
30 sec 16 14 12 10
1 min, extra 80%.
- PACKAGE PLANS**
ROS/BTA WKLY: 10 ti 20 ti 30 ti 40 ti
30 sec 17 16 15 14
1 min, extra 80%.
Fixed position or requested time, extra 30%.
- SPECIAL FEATURES**
News, sports, weather, features: applicable rate plus 5.00.

(A)

Q102

WQTC STEREO FM

"The Rock on the Shore"

WQTC-FM

1965
TWO RIVERS

nab

RAB

NRBA

Media Code 4 251 4251 0.00
Seehafer Broadcasting Corp.
Box 417, 1413 22nd St., Two Rivers, WI 54241. Phone 1-414-794-8977.

Mid 015223-000

PROGRAMMING DESCRIPTION

WQTC-FM: Programmed for young adults 18-34. MUSIC: Contemporary Hits. NEWS: 6 5-min drivetime newscasts per day M-F & wknds at 6:55, 7:55, 8:55 & 11:55 am & 12:55, 3:55, 4:55 & 5:55 pm. SPORTS: Local coverage. FEATURES: Countdown America Sat 3-7 pm; American top 40 Sun 3-7 pm. Contact Representative for further details. Rec'd 10/31/84.

- PERSONNEL**
General Manager—Don Seehafer.
Station Manager—Russ Malar.
Operations Manager—Don Cook.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
ERP 3,000 w. 102.3 mhz.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60e, 60i, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WOMT.
Affiliated with CBS RADIO RADIO.

TIME RATES

Eff 12/1/84—Rec'd 10/31/84.

- SPOT ANNOUNCEMENTS**
PER YR: 150x 300x 600x 1000x
30 sec 14 12 10 8
1 min, extra 80%.
Fixed, extra 20%.
- PACKAGE PLANS**
ROS, BTA, WK: 10 ti 20 ti 30 ti 40 ti
30 sec 15 14 13 12
1 min, extra 80%.
Fixed, extra 20%.
- SPECIAL FEATURES**
News, sports, weather, features: applicable rate plus 3.00.

(A)

WTRW

1951
TWO RIVERS

Media Code 4 251 4285 8.00
Elektro Technik, Inc.
1414 16th St., Box Radio, Two Rivers, WI 54241. Phone 414-794-1800.

Mid 015224-000

- REPRESENTATIVES**
Frederick W. Smith.
1 min rate 1x: 7.50.

Marinette

Marinette County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

WCJL

1969
MARINETTE

Media Code 4 251 4285 8.00
Elektro Technik, Inc.
1414 16th St., Box Radio, Two Rivers, WI 54241. Phone 414-794-1800.

Mid 015225-000

See SRDS Spot Radio Small Markets Edition.

WLST (FM)

1976
MARINETTE

Media Code 4 251 4285 8.00
Elektro Technik, Inc.
1414 16th St., Box Radio, Two Rivers, WI 54241. Phone 414-794-1800.

Mid 015226-000

See SRDS Spot Radio Small Markets Edition.

WMAM

1939
MARINETTE

Media Code 4 251 4285 8.00
Elektro Technik, Inc.
1414 16th St., Box Radio, Two Rivers, WI 54241. Phone 414-794-1800.

Mid 015227-000

See SRDS Spot Radio Small Markets Edition.

Marshfield

Wood County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WDLB

1946
MARSHFIELD



nab

Media Code 4 251 4370 8.00
Goetz Broadcasting Corp.
1710 N. Central Ave., Box 630, Marshfield, WI 54449.
Phone 715-384-2191.

Mid 015228-000

PROGRAMMING DESCRIPTION

WDLB: MUSIC: Adult Contemporary. NEWS: news & information by local news persons AM & PM drive times; weather by meteorologist. FARM: farm directors. SPORTS: sports directors. Rec'd 11/17/80.

- PERSONNEL**
Sr. Vice-Pres. & Gen'l Mgr.—Jack H. Hackman.
Program Director—Skip Taylor.
Farm Director—Les Leonard.
- FACILITIES**
1,000 w., 250 w. nights; 1450 khz. Non-directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WLJY (FM).
Affiliated with ABC Direction Radio Network PSP.

TIME RATES

No. 16-R Eff 1/1/81—Rec'd 12/16/82.

- SPOT ANNOUNCEMENTS**
BTA
PER WK, 30 SEC: 35 ti 21 ti 14 ti 7 ti
52 wks 4.80 5.30 5.80 6.20
26 wks 5.40 5.90 6.40 6.90
7 wks 5.90 6.40 6.90 7.40
1 min, extra 3.00.
7-10 am & noon-1 pm, extra 2.00 per spot.
Fixed position, extra 2.00.
- PROGRAM TIME RATES**
Floating adjacency, spot rate plus 1.00.
- SPECIAL FEATURES**
FARM—5-7 AM
30 sec 15.00 17.00 19.00
1 min 21.70 24.00 27.00
FARM—5-7 PM
30 sec 9.00 11.00 13.00
1 min 12.80 15.70 18.60
Sponsorship—News, sports, farm and features, extra 1.50.
Insight, deduct 2.00 from 5-7 pm farm rate.

(SMD)

WLJY (FM)

1965
MARSHFIELD



Media Code 4 251 4418 5.00
Goetz Broadcasting Corp.
1710 N. Central Ave., Box 630, Marshfield, WI 54449.
Phone 715-384-2191.

Mid 015229-000

PROGRAMMING DESCRIPTION

WLJY (FM): Programmed for 25-49. MUSIC: The FM 100 Plan, Beautiful Music; Standard Popular for adults. COMMERCIAL POLICY: 4 interruptions per hr. Rec'd 7/11/81.

- PERSONNEL**
Sr. Vice-Pres. & Gen'l Mgr.—Jack H. Hackman.
Local Sales Manager—William A. Allen.
Operation Manager—Gary Diamond.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WDLB.

TIME RATES

No. 17 Eff 9/1/83—Rec'd 11/10/83.

- SPOT ANNOUNCEMENTS**
BTA
PER WK, 30 SEC: 35 ti 21 ti 14 ti 7 ti
52 wks 5.75 6.25 6.75 7.25
26 wks 6.75 7.25 7.75 8.25
7 wks 7.50 8.00 8.50 9.00
1-min, extra 3.00.
- PROGRAM TIME RATES**
Floating adjacency, extra 1.00.
- SPECIAL FEATURES**
Sponsorship—News, sports & weather, extra 3.00.
Paul Harvey Sponsorship (8 am & noon), extra 5.00.
Paul Harvey Adjacency (8 am or noon), extra 2.50.
6:30-10 am, extra 2.00.

(SMD) (CR-3)

WISCONSIN

Mauston

Juneau County—Map Location E-7
See SRDS Consumer market map and data at beginning of the state.

WRJC
1961
MAUSTON
WRJC-FM
1977
MAUSTON

Mid 015230-000
See SRDS Spot Radio Small Markets Edition.

Medford

Taylor County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.

WIGM
1941
MEDFORD
WIGM-FM
1968
MEDFORD

Mid 015231-000
See SRDS Spot Radio Small Markets Edition.

Menasha

Winnebago County—Map Location F-7
See SRDS Consumer market map and data at beginning of the state.

See Appleton
(including Kaukauna, Kimberly, Menasha, Neenah, Oshkosh)

Menomonee Falls

Waukesha County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Milwaukee
(including Greenfield, Menomonee Falls, Wauwatosa, West Allis)

Menomonie

Dunn County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.

WMNE
1951
MENOMONIE
WMEQ (FM)
1967
MENOMONIE

Mid 015232-000
See SRDS Spot Radio Small Markets Edition.

Merrill

Lincoln County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WJMT
1970
MERRILL

Mid 015233-000
See SRDS Spot Radio Small Markets Edition.

Middleton

Dane County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

See Madison
(including Middleton, Sun Prairie)

Milwaukee

(including Greenfield, Menomonee Falls, Waukesha, Wauwatosa, West Allis)
Milwaukee County—Map Location G-9
Waukesha County—Map Location G-9

See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAWK
1947
WAWKESHA

Media Code 4 251 4797 2.00 Mid 015235-000
Wall-West Wisconsin, Inc.
1460 Whitehall Ave., Waukesha, WI 53186. Phone 414-544-6800.
1 min rate 1x: 24.00.

WAWA
1961
WEST ALLIS

NRBA
Media Code 4 251 4845 9.00 Mid 015236-000
All Pro Broadcasting, Inc., Suburbaniana, Inc.
12800 W. Bluemound Rd., Elm Grove, WI 53122. Phone 414-736-1590.

REPRESENTATIVES
Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WBSCS
1955
MILWAUKEE

Torbet Radio
NRBA

Media Code 4 251 4869 9.00 Mid 015245-000
Great Trails Broadcasting Corp.
5407 W. McKinley Ave., Milwaukee, WI 53208. Phone 414-453-4130.

PROGRAMMING DESCRIPTION

WBSCS: Programmed for adults 35-54. MUSIC: Modern Country. FEATURES: Daily mid-day talk/entertainment show, "We're Talking" with Howard & Rosemary Gernette; live studio guests. AIR PERSONALITIES: News, weather, sports. Contact Representative for further details. Rec'd 1/23/85.

- PERSONNEL**
General Manager—Richard D. Holcomb.
Sales Manager—Jerry Ferch.
National Sales Manager—Susan Marinoff.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
1,000 w.; 1340 khz.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBSCS-FM
1962
MILWAUKEE

Torbet Radio
NRBA

Media Code 4 251 4994 7.00 Mid 015237-000
Great Trails Broadcasting Corp.
5407 W. McKinley Ave., Milwaukee, WI 53208. Phone 414-453-4130.

PROGRAMMING DESCRIPTION

WBSCS-FM: Programmed for 25-54 year old adults. MUSIC: Modern Contemporary country. Air personalities. News, weather, sports, contests. Contact Representative for further details. Rec'd 1/3/84.

- PERSONNEL**
General Manager—Richard D. Holcomb.
Sales Manager—Jerry Ferch.
National Sales Manager—Susan Marinoff.
- REPRESENTATIVES**
Torbet Radio, Inc.
- FACILITIES**
ERP 50,000 w. (horiz.), 48,000 w. (vert.); 102.9 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.

- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Direction Radio Network.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WBTT (FM)
1961
MILWAUKEE

Katz Radio

NRBA

A Hearst Station

Media Code 4 251 5012 5.00 Mid 015243-000
Hearst Corp.
759 N. 19th St., Box 402, Milwaukee, WI 53201. Phone 414-342-1111, TWX, 414-322-8323.

PROGRAMMING DESCRIPTION

WBTT (FM): MUSIC: Top 40/CHR Adult format, blending new, current & old popular selections aimed at 12-34 yr old audience. NEWS: M-F 6-9 am at :60 & :30. Weather Prly. COMMERCIAL POLICY: maximum 1 unit per hour. Contact Representative for further details. Rec'd 9/26/83.

- PERSONNEL**
General Manager—Steve Downes.
Sales Manager—Lee Dolnick.
Program Director—Rick Harris.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
ERP 15,500 w.; 97.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 980 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 8.
*Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 30, 33d.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

RATE PROTECTION GUARANTEE

To consecutive week advertisers, rates will be guaranteed for the length of the contract (not to exceed one year) or 30 days from the effective date of a new rate, whichever is longer. A hiatus, if part of the original order, requires a minimum rate holder of 6 announcements per wk during the hiatus periods.
AM facilities: WISN.
Affiliated with Katz Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEMP
1935
MILWAUKEE

BLAIR RADIO

NRBA

Media Code 4 251 5130 5.00 Mid 015238-000
Lin Wisconsin Broadcasting Corp.
11800 W. Grange Ave., Hales Corners, WI 53130. Phone 414-529-1250.

PROGRAMMING DESCRIPTION

WEMP: MUSIC: Oldies from 50's & 60's. NEWS: at :60. Contact Representative for further details. Rec'd 2/23/84.

- PERSONNEL**
General Manager—Jack Lee.
General Sales Manager—Dick Williams.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
5,000 w.; 1250 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 29c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60e, 60f, 60h, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WMYX (FM).
Affiliated with ABC Entertainment Radio Network.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WEZW (FM)
1960
WAUWATOSA

NRBA

McGAVREN GUILD RADIO

NRBA

A Multimedia Station

Media Code 4 251 5175 0.00 Mid 015239-000
Multimedia Radio, Inc.
735 W. Wisconsin Ave., Milwaukee, WI 53233. Phone 414-272-1040.

PROGRAMMING DESCRIPTION

WEZW (FM): Live announcers present researched instrumental & vocal arrangements of contemporary music & familiar stnds in uninterrupted segments. NEWS: capsules at :58; meteorologist 6:45, 7:45 am & 4:30 pm; stock market report 11:55 am & 5:55 pm. COMMERCIAL POLICY: 4 breaks per hr, max 3 spots per break. Contact Representative for further details. Rec'd 3/22/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Robert J. Lind.
Sales Manager—Brian A. Baumann.
Operations Manager—William G. Moos.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 19,500 w. (horiz.), 19,500 w. (vert.); 103.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 840 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
*Rate Protection: 10, 11, 12, 13, 14, 15e.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60e, 60f, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
(*) 60 days from date of rate change.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WFMR (FM)
1963
MENOMONEE FALLS

cmbs

concert music broadcast sales, inc.

NRBA

NRBA

Media Code 4 251 5225 3.00 Mid 015251-000
Classical Broadcasters of Greater Milwaukee, Inc.
2457 N. Mayfair Rd., Suite 201, Milwaukee, WI 53226.
Phone 414-258-9300.

Studio: W 172 N 7348 Shady Lane, Menomonee Falls, WI 53051. Phone 414-255-3100.

PROGRAMMING DESCRIPTION

WFMR (FM): MUSIC: Classical. NEWS: 12 updates/day. Contact Representative for further details. Rec'd 5/6/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Al Rogers-Asiakson.
Vice-Pres. & Sales Mgr.—Billie Rogers-Asiakson.
- REPRESENTATIVES**
Concert Music Broadcast Sales, Inc.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION**
15% time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 24a, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42d, 45, 46.
Comb.; Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70b, 70c, 70e, 71a, 73b.

TIME RATES

AA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec
AA	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
A	65 60 55 52 48 44	55 50 45 44 40 36

PACKAGE PLANS

TAP—1/2AA, 1/2A

	1 min	30 sec
Ea	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti	6 ti 12 ti 18 ti 6 ti 12 ti 18 ti
	60 55 50 48 44 40	

WISN
1922
MILWAUKEE



Katz Radio



A Hearst Station

Media Code 4 251 5415 0.00 Mid 015241-000
Hearst Corp.
759 N. 19th St., Box 402, Milwaukee, WI 53201. Phone
414-342-1111, TWX, 414-322-8323.

PROGRAMMING DESCRIPTION

WISN: Programmed for adults. MUSIC: pop adult with emphasis on popular current songs; also blend of top songs of recent yrs. SPORTS: sportscast tele/talk wkdy evenings. NEWS: local, nat'l & internat'l; network affiliate; 10 min in AM drive beginning at :55. Additional reports & weather features during drive times. Private weather service forecasts & traffic reports. Public affairs locally produced. Contact Representative for further details. Rec'd 1/24/83.

- PERSONNEL**
General Manager—Steve Downes.
Sales Manager—Lee Dolnick.
Program Director—Paul Kelly.
- REPRESENTATIVES**
Katz Radio.
- FACILITIES**
50,000 w. days, 10,000 w. nights; 1130 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3d, 4a, 4d, 5, 8.
*Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 30, 33d.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

(*) Rates will be guaranteed for the length of the contract, but not to exceed a maximum of 30 days from the effective date of a new rate. A hiatus, if part of the original order, requires a minimum rate holder of 6 announcements per wk during the hiatus periods.

Product Protection

Station agrees to exercise all reasonable effort to maintain a ten-minute separation between competitive, non-network advertised products. The station will guarantee that competitive products will not be run back-to-back. For the purpose of product protection, classification of products as competitive must be approved by the station in advance of scheduling, not retroactively. Station is not responsible for conflicts with competitive network advertisers' products when the network commercials are rotated or moved beyond the scheduling control of the station, or schedule changes are received on less than two weeks' notice from the network.

FM facilities: WBTT (FM).
Affiliated with ABC Information Radio Network.
Affiliated with KATZ Radio Network.
Affiliated with Connecticut Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WKTI (FM)
1927
MILWAUKEE



Christal Radio



Media Code 4 251 5486 1.00 Mid 015242-000
WTMJ Inc.
720 E. Capitol Dr., Box 693, Milwaukee, WI 53201. Phone
414-332-9611, TWX, 910-262-3141.

PROGRAMMING DESCRIPTION

WKTI (FM): MUSIC: Contemporary Hits with a mix of classic Rock Hits of past 10 years. NEWS: local news AM & PM drive. AM personality teams from 5-10 am. Reilman & Mueller. Contact Representative for further details. Rec'd 5/15/84.

- PERSONNEL**
President—Michael McCormick.
Vice-Pres. & Gen'l Mgr.—Steven Smith.
General Sales Manager—Stuart Stanek.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 15,500 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 911 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WTMJ.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLUM (FM)
1966
MILWAUKEE



Media Code 4 251 5530 6.00 Mid 015244-000
All Pro Broadcasting, Inc., Suburbaniana, Inc.,
12800 W. Bluemound Rd., Elm Grove, WI 53122. Phone
414-785-1021.

2. REPRESENTATIVES

Weiss & Powell, Inc.
Rates have been temporarily withdrawn by station.

WLZZ



1947
GREENFIELD

EASTMAN RADIO, INC.



Malrite Communications Group Inc.

Media Code 4 251 5533 0.00 Mid 015252-000
Malrite of Wisconsin, Inc.,
520 W. Capitol Dr., Milwaukee, WI 53212. Phone 414-
964-8300.

PROGRAMMING DESCRIPTION

WLZZ: MUSIC: Country. NEWS: on the :00 & :30 from 6-9 am & 3-6 pm and hourly at :00. WEATHER: 2x per hr 24 hrs per day. Contact Representative for further details. Rec'd 12/21/84.

- PERSONNEL**
President—Carl Hirsch.
Executive Vice-President—Gil Rosenwald.
Station Manager—Stephen Schram.
- REPRESENTATIVES**
Eastman Radio, Inc.
- FACILITIES**
5,000 w.; 1290 khz. Directional, separate patterns day and night.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 28b, 28c, 29a, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WZUU (FM).
Affiliated with Eastman Radio Network.
Affiliated with RKO ONE.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMGF (FM)
1955
MILWAUKEE



McGAVREN GUILD RADIO

Media Code 4 251 5534 8.00 Mid 015240-000
Lakefront Communications, Inc. a division of Josephson
Communications Inc.
735 W. Wisconsin Ave., Suite 700, Milwaukee, WI 53233.
Phone 414-271-5511.

PROGRAMMING DESCRIPTION

WMGF (FM): Adult Contemporary with PERSONALITIES. NEWS: & traffic reports during AM drive. Representative for further details. Rec'd 5/1/84.

- PERSONNEL**
Executive Vice-President—Edward K. Christian.
Vice-Pres. & Gen'l Mgr.—Thomas Joerres.
General Sales Manager—Johnathan Crawford.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
ERP 50,000 w.; 96.5 mhz.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 810 ft. above average terrain.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3b, 4a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 29a.
Contracts: 40a, 46, 47a.
Cancellation: 70e, 71a.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMIL (FM)
1979
WAUKESHA



Republic Radio



Media Code 4 251 5536 3.00 Mid 020346-000
Sundance Broadcasting of Wisconsin, Inc.,
12100 W. Howard Ave., Milwaukee, WI 53228. Phone
414-545-8900.

Mailing Address: Box 20920, Milwaukee, WI 53220.

PROGRAMMING DESCRIPTION

WMIL (FM): MUSIC: Hit Country, album cuts, topical conversation. COMMERCIAL POLICY: 8 minutes per hr. Contact Representative for further details. Rec'd 3/26/82.

- PERSONNEL**
President—Michael D. Jorgenson.
Sales Manager—Brian D. Ongaro.
Operations Director—Doug Kiel.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
ERP 13,100 w. (horiz.), 13,100 w. (vert.); 106.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 976 ft. above average terrain.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WOKY.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WMYX (FM)
(formerly WNUW)
1963
MILWAUKEE



BLAIR RADIO



Media Code 4 251 5550 4.00 Mid 015246-000
Lin Wisconsin Broadcasting Corp.
11800 W. Grange Ave., Hales Corners, WI 53130. Phone
414-529-1250.

PROGRAMMING DESCRIPTION

WMYX (FM): Programmed for adults. MUSIC: Current mixed with recent hits. NEWS: news, weather breaks 4x/hr. COMMERCIAL POLICY: max 9 units per hr. Contact Representative for further details. Rec'd 8/23/84.

- PERSONNEL**
General Manager—Jack Lee.
General Sales Manager—Dick Williams.
- REPRESENTATIVES**
Blair Radio.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 486 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
AM facilities: WEMP.
Affiliated with Blair Represented Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WNOV
(formerly WNVW)
1946
MILWAUKEE



Media Code 4 251 5557 9.00 Mid 015247-000
Courier Communications Corp.
3815 N. Teutonia Ave., Milwaukee, WI 53206. Phone 414-
445-1986.
1 min rate 1x: 27.00.

WOKY
1947
MILWAUKEE



Republic Radio



Media Code 4 251 5605 6.00 Mid 015248-000
Sundance Broadcasting of Wisconsin, Inc.,
Broadcast Park, 12100 W. Howard Ave., Milwaukee, WI
53228. Phone 414-545-5920.
Mailing Address: Box 20920, Milwaukee, WI 53220.

PROGRAMMING DESCRIPTION

WOKY: MUSIC: MOR standards from present & past 40 yrs; AM feature artists. AIR PERSONALITIES handle all segments. NEWS: news, weather service, sports, business reports in drivetimes. Contact Representative for further details. Rec'd 7/21/83.

- PERSONNEL**
President—Michael D. Jorgenson.
Sales Manager—Kim Stanek.
Program Director—Steve Stevens.
- REPRESENTATIVES**
Republic Radio Sales, Inc.
- FACILITIES**
5,000 w. days, 1,000 w. nights; 920 khz. Directional.
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
15/0 time.
- GENERAL ADVERTISING See coded regulations**
FM facilities: WMIL (FM).
Affiliated with CBS Radio Network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WQFM (FM)
1958
MILWAUKEE



Broadcast Representatives



A Shamrock Station

Media Code 4 251 5700 5.00 Mid 015249-000
Shamrock Development Corp.,
606 W. Wisconsin Ave., Milwaukee, WI 53203. Phone
414-276-2040.

PROGRAMMING DESCRIPTION

WQFM (FM): Programmed for ages 18-40. MUSIC: Adult contemporary, emphasis on current album cuts. Contact Representative for further details. Rec'd 6/19/74.

- PERSONNEL**
General Manager—Ralph J. Barnes.
Sales Manager—Robert Wallace.
Program Director—Andy Bloom.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 93.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 940 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contracts with exceptions.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WRKR-FM
1948
RACINE

(This is a paid duplicate of the listing under Racine, Wisconsin.)

Media Code 4 251 7564 3.00 Mid 015276-000
Broadcast Management of Wisconsin, Inc.,
2200 N. Green Bay Rd., Racine, WI 53405. Phone 414-
552-8787.

PROGRAMMING DESCRIPTION

WRKR: Programmed for mass appeal. MUSIC: Contemporary Hits with Oldies targeted toward adults 18-44; 5 AIR PERSONALITIES handle all segments. NEWS: combined local, reg'l & nat'l; local sportscast 7:25 am; 4 news casts in AM drive. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 11/28/84.

- PERSONNEL**
President—Joel Thrope.
General Sales Manager—Chuck Zellermyer.
Operations Manager—Pat Martin.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable upon receipt.

WISCONSIN

Milwaukee—cont

WRKR-FM—cont

5. GENERAL ADVERTISING See coded regulations
 General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 5b, 7d, 8.
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 32a.
 Contracts: 40a, 41, 42a, 43, 44b, 46, 48, 49, 50, 51a, 51b.
 Comb.: Cont. Discounts: 60b, 60i, 60j, 62b, 62d.
 Cancellation: 70a, 71a, 72, 73b.
 Prod. Services: 81, 82, 83.
 Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 11 Eff 4/1/84—Rec'd 4/12/84.
 AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 8 am-8 pm;
 Sun 8 am-10 pm.
 AA—Mon thru Fri 10 am-3 pm & 5-6 am; Mon thru Sat 8
 pm-1 am; Sat & Sun 5-8 am; Sun 10 pm-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	1 min		30 sec	
	AAA	AA	*BTA	*BTA
I	50	45	40	36
II	45	40	35	32
III	40	35	30	28
IV	35	30	25	24
V	30	25	20	20

15 sec; 50% of 1-min, preemptible.
 (*) Minimum 10 ti/wk.

WTMJ

1927
MILWAUKEE



Christal Radio



Media Code 4 251 5890 4.00 Mid 015250-000
 WTMJ, Inc.
 720 E. Capitol Dr., Box 693, Milwaukee, WI 53201. Phone
 414-332-9611. TWX: 910-262-3141.

PROGRAMMING DESCRIPTION

WTMJ: Programmed for adults. MUSIC: adult contemporary.
 NEWS: 42-person news staff, 3 mobile units, news at
 :60 & :30; stock market & traffic reports in drive time.
 FARM 5-5:30 am. SPORTS: pro football, basketball &
 baseball; U football; skiing, fishing & outdoor sports re-
 ports. Contact Representative for further details. Rec'd
 11/22/82.

1. PERSONNEL

President—Michael McCormick.
 Vice Pres. & Gen'l Mgr—Steven J. Smith.
 General Sales Manager—Paul LeSage.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

5,000 w.; 620 khz. Directional nights.
 Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
 Rate Protection: 10c, 12h, 13c, 14c, 15a.
 Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c,
 26, 27, 28b, 29a, 30, 32b.
 Contracts: 40c, 41, 42a, 42c, 44b, 45, 47a, 48, 51c.
 Comb.: Cont. Discounts: 60b, 60c, 60e, 60i, 60k, 61b.
 Cancellation: 70a, 70c, 71a, 73b.
 Prod. Services: 80, 81, 82.
 FM facilities: WKTI (FM).
 Affiliated with Christal Radio Network.
 Affiliated with NBC Radio Radio.
 Affiliated with The Wall Street Journal Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WYLO

1964
JACKSON

Mid 015196-000

See listing under city of license.

WZUU (FM)



1960
MILWAUKEE



Malrite Communications Group Inc.

Media Code 4 251 6150 2.00 Mid 015253-000
 Malrite of Wisconsin, Inc.
 520 W. Capitol Dr., Milwaukee, WI 53212. Phone 414-
 964-8300.

PROGRAMMING DESCRIPTION

WZUU (FM): Programmed for ages 12-49. MUSIC: blend of
 current & recent Gold Hits presented by PERSONAL-
 LITIES. Year round contests. Contact Representative for
 further details. Rec'd 3/5/84.

1. PERSONNEL

President—Carl Hirsch.
 Executive Vice-President—Gil Rosenwald.
 Station Manager—Stephen Schram.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

ERP 34,000 w. (horiz.), 34,000 w. (vert.); 95.7 mhz.
 Stereo.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 610 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only, 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,
 24c, 28b, 28c, 29a, 33a.
 Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a,
 51c.
 Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
 Prod. Services: 80, 81, 82.
 AM facilities: WLZZ.
 Affiliated with Eastman Radio Network.
 Affiliated with RKO ONE.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

Minocqua

Oneida County—Map Location E-4
 See SRDS Consumer market map and data at beginning of
 the state.

WWMH (FM)

1975
MINOCQUA

WFBZ

1978
MINOCQUA

Mid 015254-000

See SRDS Spot Radio Small Markets Edition.

Monroe

Green County—Map Location E-9
 See SRDS Consumer market map and data at beginning of
 the state.

WEKZ

1951
MONROE

Mid 015255-000

See SRDS Spot Radio Small Markets Edition.

WEKZ-FM

1959
MONROE

Mid 027593-000

See SRDS Spot Radio Small Markets Edition.

Neenah

Winnebago County—Map Location F-7
 See SRDS Consumer market map and data at beginning of
 the state.

See Appleton

(including Kaukauna, Kimberly, Menasha,
 Neenah, Oshkosh)

Neillsville

Clark County—Map Location D-6
 See SRDS Consumer market map and data at beginning of
 the state.

WCCN

1957
NEILLSVILLE

WCCN-FM

1964
NEILLSVILLE

Adult Country



Media Code 4 251 6270 8.00 Mid 015256-000
 Central Wisconsin Broadcasting, Inc.
 Wisconsin World's Fair Pavilion, 1201 Division St., Box
 387, Neillsville, WI 54456. Phone 715-743-3333, 2222.

PROGRAMMING DESCRIPTION

WCCN/WCCN-FM: Adult approach, emphasis on music.
 MUSIC: Top C & W hits & albums. NEWS: AP, newswire,
 network & county. SPORTS: emphasis area high schools
 schedules. FARM: emphasis on farm audience 5-8:30 am
 & 11 am-1 pm & 5-7 pm. Rec'd 1/23/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Wayne Grap.

3. FACILITIES

5,000 w.; 1370 khz. Non-Directional.
 Operating schedule: 6 am-local sunset. CST.
 FM-ERP 100,000 w.; 107.5 mhz.
 Operating schedule: 5 am-midnight. CST.
 Antenna ht.: 326 ft. above average terrain.
 Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Member: Wisconsin Farm Broadcasting Network,
 Wisconsin Independent Radio Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 12/21/84.

AAA—5-8 am & 11 am-1 pm.

AA—8-11 am & 5-7 pm.

A—1-5 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min		30 sec	
	AAA	AA	A	AAA
1 x	9.65	9.30	7.45	7.25
13 x	9.25	8.90	7.15	7.05
26 x	8.75	8.50	6.90	6.95
52 x	8.15	7.90	6.40	6.45
104 x	7.70	7.50	5.95	5.80
156 x	7.30	7.00	5.85	5.70
208 x	6.95	6.60	5.35	5.40
260 x	6.60	6.45	5.10	5.15
312 x	6.40	6.15	4.70	4.70
365 x	6.00	5.80	4.40	4.55

(SMD)

New London

Waupaca County—Map Location F-6
 See SRDS Consumer market map and data at beginning of
 the state.

WNBK (FM)

1967
NEW LONDON

Mid 015257-000

See SRDS Spot Radio Small Markets Edition.

New Richmond

St. Croix County—Map Location B-5
 See SRDS Consumer market map and data at beginning of
 the state.

WIXK

1960
NEW RICHMOND

Mid 015258-000

See SRDS Spot Radio Small Markets Edition.

WIXK-FM

1969
NEW RICHMOND

Mid 015259-000

See SRDS Spot Radio Small Markets Edition.

Oconto

Oconto County—Map Location G-6
 See SRDS Consumer market map and data at beginning of
 the state.

WOCO

1966
OCONTO

WOCO-FM

1968
OCONTO

Mid 015260-000

See SRDS Spot Radio Small Markets Edition.

Oshkosh

Winnebago County—Map Location F-7
 See SRDS Consumer market map and data at beginning of
 the state.

See Appleton

(including Kaukauna, Kimberly, Menasha,
 Neenah, Oshkosh)

KFIZ

1922
FOND DU LAC

Mid 015183-000

See listing under city of license.

Park Falls

Price County—Map Location D-4
 See SRDS Consumer market map and data at beginning of
 the state.

WNBI

1953
PARK FALLS

WNBI-FM

1968
PARK FALLS

Mid 015262-000

See SRDS Spot Radio Small Markets Edition.

Platteville

Grant County—Map Location D-9
 See SRDS Consumer market map and data at beginning of
 the state.

WKPL (FM)

1966
PLATTEVILLE

Mid 015265-000

See SRDS Spot Radio Small Markets Edition.

WTOQ

1955
PLATTEVILLE

Mid 015264-000

See SRDS Spot Radio Small Markets Edition.

Plymouth

Sheboygan County—Map Location G-8
 See SRDS Consumer market map and data at beginning of
 the state.

WPLY

1954
PLYMOUTH

Mid 015266-000

See SRDS Spot Radio Small Markets Edition.

Portage

Columbia County—Map Location F-8
 See SRDS Consumer market map and data at beginning of
 the state.

WDDC (FM)

1966
PORTAGE

Mid 015267-000

See SRDS Spot Radio Small Markets Edition.

WPDR

1952
PORTAGE

Mid 015268-000

See SRDS Spot Radio Small Markets Edition.

Port Washington

Ozaukee County—Map Location G-8
 See SRDS Consumer market map and data at beginning of
 the state.

WGLB

1963
PORT WASHINGTON

Mid 015269-000

See SRDS Spot Radio Small Markets Edition.

WGLB-FM

1969
PORT WASHINGTON

Mid 015270-000

See SRDS Spot Radio Small Markets Edition.

Poynette

Columbia County—Map Location F-8
 See SRDS Consumer market map and data at beginning of
 the state.

WIBU

1925
POYNETTE

Mid 015271-000

See SRDS Spot Radio Small Markets Edition.

Prairie du Chien

Crawford County—Map Location D-8
 See SRDS Consumer market map and data at beginning of
 the state.

WPRE

1952
PRAIRIE DU CHIEN

Mid 015272-000

See SRDS Spot Radio Small Markets Edition.

WPRE-FM

1969

PRAIRIE DU CHIEN

Mid 015273-000

See SRDS Spot Radio Small Markets Edition.

RacineRacine County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.**WFNY (FM)**1962
RACINE**Adult Contemporary**Media Code 4 251 7315 0.00 Mid 015274-000
Lakeshore Broadcasting Corp.
Box 565, 5720 Taylor Ave., Racine, WI 53401. Phone 414-554-8626.**PROGRAMMING DESCRIPTION**

WFNY (FM): Adult Contemporary Programming. NEWS: 10 local newscasts daily. SPORTS: major league baseball games, high school football & basketball reports. College basketball, horse race results. Rec'd 7/28/83.

- PERSONNEL**
President—Jerome P. Feeney.
General Manager—Frank Ricchio.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mhz. Stereo. Operating schedule: 20 hours daily. CST. Antenna ht.: 279 ft. above average terrain.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
Rate Protection: 10a, 11a, 12a, 15b.
Basic Rates: 20b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60e, 61a.
Cancellation: 70c, 71a.

TIME RATES

Eff 2/1/85—Rec'd 1/29/85.

AAA—Mon thru Fri 5:30-9 am & 3-6 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30 am-6 pm.
A—Mon thru Sat 6 pm-midnight; Sun all day.

PER WK:	CLASS AAA					
	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	18	17	16	15	14	13
30 sec	16	15	14	13	12	11
CLASS AA						
1 min	17	16	15	14	13	12
30 sec	15	14	13	12	11	10
CLASS A						
1 min	15	14	13	12	11	10
30 sec	13	12	11	10	9	8

WRJN1926
RACINEMedia Code 4 251 7505 6.00 Mid 015275-000
Sentry Broadcasting Corp.
Radio Park, 4201 Victory Ave., Racine, WI 53405. Phone 414-634-3311.**PROGRAMMING DESCRIPTION**

WRJN: MUSIC: Adult contemporary, top 40 & standards. AIR PERSONALITIES handle all segments. Women's phone talk show 9:05-10 am. NEWS: 5 min at :30, network at :60, extended casts at 6:30, 7:30 am, 12:15 & 5:30 pm. SPORTS: high school & college football & basketball, auto racing. FEATURES: reports on community affairs; candidates forums & special public affairs programs. Contact Representative for further details. Rec'd 1/13/81.

- PERSONNEL**
President—Donald M. Colby.
General Manager—W. P. Gumm, Jr.
Program Director—Raoul (Frenchy) Boutan.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
1,000 w. days, 250 w. nights; 1400 khz. Non-directional. Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ABC Information Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 21 Eff 1/1/84—Rec'd 1/24/84.

AAA—Mon thru Fri 5:30-9 am; 3-6 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30 am-6 pm.
A—Mon thru Sat 6 pm-midnight; Sun all day.

WK:	CLASS AAA													
	1 ti	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti	1 min	30 sec	15 sec				
1 min	33.00	31.00	29.00	27.00	25.00	23.00	21.00	23.00	22.00	21.00	20.00	19.00	18.00	17.00
CLASS AA														
1 min	23.00	22.00	21.00	20.00	19.00	18.00	17.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
CLASS A														
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00	15.00	14.00	13.00	12.00	11.00	10.50	10.00

PER	AAA	AA	A			
MO:	1 min	30 sec	1 min	30 sec	1 min	30 sec
120 ti	20.00	16.00	12.00	13.00	9.50	9.50
1000 x, yr	19.00	15.00	11.00	12.00	9.00	9.00

8. PROGRAM TIME RATES

	AAA	AA	A
5 min	40.00	35.00	32.50
1/4 hr	70.00	65.00	60.00
1/2 hr	120.00	105.00	100.00

10. SPECIAL FEATURES

Paul Harvey News/Major News/Party Line—Ea, 1-min 35.00; 30-sec 25.00.

WRKR1949
RACINEMedia Code 4 251 7528 8.00 Mid 015277-000
Broadcast Management of Wisconsin, Inc.
2200 N. Green Bay Rd., Racine, WI 53405. Phone 414-552-8787.**2. REPRESENTATIVES**Roslin Radio Sales.
1 min rate 1x: 25.00.**WRKR-FM**1948
RACINEMedia Code 4 251 7564 3.00 Mid 015276-000
Broadcast Management of Wisconsin, Inc.
2200 N. Green Bay Rd., Racine, WI 53405. Phone 414-552-8787.**PROGRAMMING DESCRIPTION**

WRKR: Programmed for mass appeal. MUSIC: Contemporary Hits with Oldies targeted toward adults 18-44; 5 AIR PERSONALITIES handle all segments. NEWS: combined local, reg'l & nat'l; local sportscast 7:25 am; 4 news casts in AM drive. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 11/28/84.

- PERSONNEL**
President—Joel Thrope.
General Sales Manager—Chuck Zellermyer.
Operations Manager—Pat Martin.
- REPRESENTATIVES**
Roslin Radio Sales.
- FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mhz. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**
15/0; payable upon receipt.
- GENERAL ADVERTISING** See coded regulations
General: 2b, 3a, 3c, 3d, 4a, 4d, 5, 5b, 7d, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 32a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 81, 82, 83.
Affiliated with ABC Contemporary Radio Network.

TIME RATES

No. 11 Eff 4/1/84—Rec'd 4/12/84.

AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 8 am-8 pm; Sun 8 am-10 pm.
AA—Mon thru Fri 10 am-3 pm & 5-6 am; Mon thru Sat 8 pm-1 am; Sat & Sun 5-8 am; Sun 10 pm-1 am.**6. SPOT ANNOUNCEMENTS**

GRID:	1 min		30 sec	
	AAA	AA	AAA	AA
I	50	45	40	36
II	45	40	35	32
III	40	35	30	28
IV	35	30	25	24
V	30	25	20	20

15 sec: 50% of 1-min, preemptible.

(*) Minimum 10 ti/wk.

ReedsburgSauk County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.**WNFM (FM)**1967
REEDSBURG

Mid 015279-000

See SRDS Spot Radio Small Markets Edition.

WRDB1953
REEDSBURG

Mid 015278-000

See SRDS Spot Radio Small Markets Edition.

RhinelandOneida County—Map Location E-4
See SRDS Consumer market map and data at beginning of the state.**WOBT**1947
RHINELANDER

Mid 015280-000

See SRDS Spot Radio Small Markets Edition.

WRHN (FM)1947
RHINELANDER

Mid 015281-000

See SRDS Spot Radio Small Markets Edition.

Rice LakeBarron County—Map Location C-5
See SRDS Consumer market map and data at beginning of the state.**WAQE**1979
RICE LAKE**WAQE-FM**1980
RICE LAKEMedia Code 4 251 7838 1.00 Mid 017949-000
Red Cedar Broadcasters, Inc.
Box 703, Rice Lake, WI 54868. Phone 715-234-9059.**PROGRAMMING DESCRIPTION**

WAQE/WAQE-FM: Programmed for mass appeal. MUSIC: Adult Contemporary w/emphasis on current & recent Soft Rock & MOR hits; 8% 50's & 60's Oldies; Top Tune Countdown Sun PM. NEWS: 6 local reporters, 62 local newscasts/per wk; UPI audio at :25; meteorologist weather 192 x/wk. SPORTS: 34/wk totaling 112 min. FARM: 28 broadcasts/wk totaling 110 min, 6-9 am & 11:30 am-1 pm. COMMERCIAL POLICY: 7 stops/hr in drive, 6 stops all other times. Contact Representative for further details. Rec'd 10/28/83.

- PERSONNEL**
Pres. & Gen'l Mgr.—Tom Beschta.
Vice-Pres. & Sales Mgr.—Bill Weegman.
Farm Director—Bob Zank.
- REPRESENTATIVES**
Courtney Clifford, Inc.
- FACILITIES**
5,000 w.; 1090 khz. Non-directional. Operating schedule: Sunrise-local sunset. CST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo. Operating schedule: 5 am-midnight. CST. Antenna ht.: 300 ft. above average terrain. Simulcast 7:15 am-4:30 pm.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station. (SMD)

WJMC1939
RICE LAKE

Mid 015282-000

See SRDS Spot Radio Small Markets Edition.

WJMC-FM1947
RICE LAKE

Mid 015283-000

See SRDS Spot Radio Small Markets Edition.

Richland CenterRichland County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.**WRCO**1949
RICHLAND CENTER**WRCO-FM**1965
RICHLAND CENTER

Mid 015284-000

See SRDS Spot Radio Small Markets Edition.

RiponFond du Lac County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.**WCWC**1957
RIPONMedia Code 4 251 7980 1.00 Mid 015285-000
DeNovoCom Inc.,
Radio Rd., Box 156, Ripon, WI 54971. Phone 414-748-5111.**PROGRAMMING DESCRIPTION**

WCWC: MUSIC: Adult Contemporary. NEWS: at :55, local & reg'l followed by network. FARM: 15 hrs w/ky, am, noon & eve. SPORTS: local high school, college and pro football. FEATURES: news/talk public affairs program daily. Contact representative for further details. Rec'd 4/25/84.

- PERSONNEL**
President—Paula Rickey.
General Manager—Mark Kastein.
Farm Director—Ray Kelk.
- REPRESENTATIVES**
Masla Radio.
- FACILITIES**
5,000 w.; 1600 khz. Directional. Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
FM facilities: WYUR-FM.
Affiliated with CBS Radio Network.

TIME RATES

Eff 7/1/82—Rec'd 7/6/82.

PER	1 min			
	7 ti	14 ti	28 ti	35 ti
Week	14.50	13.15	11.80	10.40
Month	12.50	11.00	9.70	8.30
Year	11.00	9.70	8.30	7.00

PER	30 sec			
	7 ti	14 ti	28 ti	35 ti
Week	11.80	10.40	9.00	7.60
Month	10.40	9.00	7.60	6.25
Year	9.00	7.60	6.25	4.85

15 sec: 15% of 1-min; 1 sec: 50% of 30-sec.

Specified times, extra 1.00.

May be combined with WYUR-FM for frequency discount. (SMD)

WYUR-FM1964
RIPON

Mid 015286-000

See SRDS Spot Radio Small Markets Edition.

River FallsPierce County—Map Location B-6
See SRDS Consumer market map and data at beginning of the state.**WEVR**1969
RIVER FALLS**WEVR-FM**1970
RIVER FALLSMedia Code 4 251 8000 7.00 Mid 015287-000
Hanten Broadcasting Co., Inc.
Radio Rd., River Falls, WI 54022. Phone 715-425-8111.**PROGRAMMING DESCRIPTION**

WEVR: Programmed for all audiences. MUSIC: block programmed C&W; gold & cross-over early AM, noon & supper time; MOR & stds AM & afternoon; Top 40 late afternoon; Pops early evening; Beautiful late eve 'til midnight. NEWS: 5 major 1/2 hr newscasts (news, weather, sports, local news, farm market reports, stock markets) daily + 5-min news & weather at :60. SPORTS: high school football & basketball, pro baseball & football, (high school sports incl 3 counties in 2 states). FEATURES: public affairs, farm features, community involvement. Rec'd 12/4/78.

- PERSONNEL**
Pres. & Gen'l Mgr.—Carol Hanten.
- FACILITIES**
1,000 w.; 1550 khz. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mhz. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 306 ft. above average terrain. Simulcast 6 am-local sunset.
- AGENCY COMMISSION**
None; agencies add commission to rates shown.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 2/1/81—Rec'd 3/2/81.
AAA—Mon thru Sat 6:30 am, 11:30 am-1 pm & 3-7 pm.
AA—Mon thru Sat 9:30-11:30 am & 1-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

WISCONSIN

River Falls—cont

WEVR, WEVR-FM—cont

6. SPOT ANNOUNCEMENTS

PER YR:	1 min		30 sec	
	AAA	AA/BTA	A	AAA
1 x	10.00	9.00	8.00	8.00
48 x	9.50	8.50	7.50	7.60
96 x	9.20	8.20	7.20	7.35
156 x	8.90	7.90	6.90	7.10
208 x	8.60	7.60	6.60	6.90
260 x	8.30	7.30	6.30	6.65
312 x	8.00	7.00	6.00	6.40
520 x	7.50	6.50	5.50	6.00
780 x	7.00	6.00	5.00	5.60
1040 x	6.50	5.50	4.50	5.20

10/15 sec: 80% of 30-sec.
BTA: 1/3 ea AAA, AA, A; as available.

(SMD) (CR-2)

Sauk City

Sauk County—Map Location E-8
See SRDS Consumer market map and data at beginning of the state.

WSEY (FM)

1964
SAUK CITY

Mid 01S288-000

See SRDS Spot Radio Small Markets Edition.

Shawano

Shawano County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WOWN (FM)

1966
SHAWANO

Mid 01S289-000

See SRDS Spot Radio Small Markets Edition.

WTCH

1948
SHAWANO

Mid 01S290-000

See SRDS Spot Radio Small Markets Edition.

Sheboygan

Sheboygan County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WHBL

1926
SHEBOYGAN



Media Code 4 251 8170 8.00 Mid 01S291-000
Sheboygan County Broadcasting Co., Inc.
Box 27, Sheboygan, WI 53081. Phone 414-458-2107.

PROGRAMMING DESCRIPTION
WHBL: Target audience 25-54. MUSIC: MOR. NEWS: emphasis on local & weather; ABC network. FARM: news block 5:25-7 am. TALK: locally originating show, Issues & Answers, M-F 9-10 am; woman's oriented Party-Line, M-F 10-11 am. SPORTS: local coverage, fishing reports; Brewer baseball, U Wis & local sports. SPECIAL FEATURES: Paul Harvey; Howard Cosell. Rec'd 10/19/84.

1. PERSONNEL
President—Michael R. Walton.
Sales Manager—Leslie Bailey.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 khz.
Directional.
Operating schedule: 5:25-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25b, 25c, 26, 26a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 62b.
Cancellation: 70a, 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WWJR (FM).
Affiliated with ABC Entertainment Radio Network.

TIME RATES
Eff—Rec'd 9/29/83.

PER WK:	1 min			
	10 ti	30 ti	50 ti	100 ti
1 min	44.25	40.50	36.70	34.80
30 sec	36.70	33.60	30.60	21.50
15 sec	25.30	23.40	21.50	20.60

WKTS

1956
SHEBOYGAN

Media Code 4 251 8265 6.00 Mid 01S292-000
First Sheboygan Corp.
Box 1045, 1156 Union Ave., Sheboygan, WI 53081.
Phone 414-457-5561.

2. REPRESENTATIVES
Market 4 Radio.
Rates have been withdrawn by station.

WWJR (FM)

1972
SHEBOYGAN

nab **NRBA**
Media Code 4 251 8288 8.00 Mid 01S293-000
Sheboygan County Broadcasting Co., Inc.
Box 27, Sheboygan, WI 53081. Phone 414-458-2107.

PROGRAMMING DESCRIPTION
WWJR (FM): Programmed for 18-49 audience. MUSIC: T M Stereo Rock; programmed music. Rec'd 7/22/83.

1. PERSONNEL
President: Michael Walton.
Sales Manager—Richard Robbins.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mhz. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60e, 60f, 60i, 62a.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WHBL.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—Rec'd 6/1/82.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min					
	10 ti	20 ti	30 ti	60 ti	100 ti	100 ti
1 min	22.80	21.65	20.50	17.10	12.55	12.55
30 sec	18.25	17.35	16.45	13.65	10.10	10.10
15 sec	11.40	10.85	10.25	8.60	6.30	6.30

Shell Lake

Washburn County—Map Location C-4
See SRDS Consumer market map and data at beginning of the state.

WCSW

1967
SHELL LAKE

Mid 01S294-000

See SRDS Spot Radio Small Markets Edition.

WGMO (FM)

1980
SHELL LAKE

Mid 01S295-000

See SRDS Spot Radio Small Markets Edition.

Sparta

Monroe County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WCOW

1951
SPARTA

WCOW-FM

1960
SPARTA



Media Code 4 251 8360 8.00 Mid 01S296-000
Sparta-Tomah Broadcasting Co., Inc.
113 W. Oak St., Sparta, WI 54656. Phone 608-269-3307.
Other Studio—
1010-1/2 Superior Ave., Tomah, WI Phone 608-372-6555.

PROGRAMMING DESCRIPTION
WCOW/WCOW-FM: Programmed for general interest.
Contact Representative for further details. Rec'd 7/30/80.

1. PERSONNEL
Pres. & Gen'l Mgr.—John D. Rice.

3. FACILITIES
5,000 w.; 1290 khz. Non-directional.
Operating schedule: 5 am-local sunset. CST.
FM-ERP 50,000 w. (horiz.); 50,000 w. (vert.); 97.1 mhz. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 634 ft. above average terrain.
Simulcast 6 am-4:30 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.
Member: Wisconsin Farm Broadcasting Network

TIME RATES
No. 14 Eff 11/1/84—Rec'd 11/19/84.

6. SPOT ANNOUNCEMENTS

WK:	1 min							
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	30 ti
15 sec	6.30	5.35	4.95	4.50	4.20	4.10	4.00	4.00
30 sec	8.45	7.45	7.40	7.20	6.95	6.75	6.65	6.65
1 min	9.80	8.75	8.65	8.55	8.45	8.30	8.20	8.20

6-10 am, 11:30 am-1 pm & 3:30-6:30, extra 1.50.
CONSECUTIVE CONTRACT DISCOUNT
52 wk—10%

8. PROGRAM TIME RATES

Ea	2 min				5 min				10 min				1/4 hr			
	11.60	16.80	23.10	36.75	11.60	16.80	23.10	36.75	11.60	16.80	23.10	36.75	11.60	16.80	23.10	36.75

(SMD) (CR)

Stevens Point

Portage County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WLJY (FM)

1965
MARSHFIELD

Mid 01S229-000

See listing under city of license.

WSPT (FM)

1961
STEVENS POINT

Masla Radio



Media Code 4 251 8455 3.00 Mid 01S297-000
Stevens Point Broadcasting Co.
500 Division St., Box 247, Stevens Point, WI 54481.
Phone 715-341-1300.

PROGRAMMING DESCRIPTION
WSPT (FM): Programmed for 18-49 audience. MUSIC: Contemporary Hits past & current; selected mass appeal album cuts. AIR PERSONALITIES handle all segments & participate in community activities. NEWS: emphasis on hrly local w/7-member staff. COMMERCIAL POLICY: 14 minutes/hr max. Contact Representative for further details. Rec'd 9/3/81.

1. PERSONNEL
General Manager—James P. Schuh.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
ERP: 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WXYQ.
Affiliated with NBC-The Source.

TIME RATES
Eff 11/1/84—Rec'd 10/10/84.
AAAA—Specified times on Thurs & Fri only.
AAA—Specified times Sat thru Wed; ROS on Thurs & Fri only.
AA—ROS Sat thru Wed.
A—All units 7 pm-2 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			
	6 ti	12 ti	24 ti	48 ti
AAAA	17.65	16.47	15.29	14.12
AAA	16.47	15.29	14.12	12.94
AA	15.29	14.12	12.94	11.77
A	12.94	11.77	10.59	9.41

FOR MORE FARM INFORMATION, SEE LISTING IN CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA.

(SMD) (CR)

WWRW (FM)

1947
WISCONSIN RAPIDS

Mid 01S321-000

See listing under city of license.

WXYQ

1948
STEVENS POINT

Masla Radio

Modern Country



Media Code 4 251 8526 1.00 Mid 01S298-000
Stevens Point Broadcasting Co.
500 Division St., Box 247, Stevens Point, WI 54481.
Phone 715-341-1300.

PROGRAMMING DESCRIPTION
WXYQ: Programmed for adults 25-54. MUSIC: Modern Country, current hits, emphasis classics, presented in adult mass appeal style. AIR PERSONALITIES handle all segments, incl wkly live remote. NEWS: 7-member dept. w/hrly local, 2x/hr AM/PM drive, noon news segment & daily public affairs program. SPORTS: hrly in AM drive, & noon news. COMMERCIAL POLICY: 18-minutes/hr max. Contact Representatives for further details. Rec'd 12/31/80.

1. PERSONNEL
General Manager—James P. Schuh.

2. REPRESENTATIVES
Masla Radio.

3. FACILITIES
1,000 w.; 1010 khz. Non-directional.
Operating schedule: sunrise-sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WSPT (FM).
Affiliated with NBC Radio Network.

TIME RATES
Eff 11/1/84—Rec'd 10/10/84.
AAAA—Specified times on Thurs & Fri only.
AAA—Specified times Sat thru Wed; ROS on Thurs & Fri only.
AA—ROS Sat thru Wed.
A—All units 7 pm-2 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			
	6 ti	12 ti	24 ti	48 ti
AAAA	17.65	16.47	15.29	14.12
AAA	16.47	15.29	14.12	12.94
AA	15.29	14.12	12.94	11.77
A	12.94	11.77	10.59	9.41

FOR MORE FARM INFORMATION, SEE LISTING IN CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA.

(SMD)

Sturgeon Bay

Door County—Map Location H-6
See SRDS Consumer market map and data at beginning of the state.

WDOR

1947
STURGEON BAY

Mid 01S299-000

See SRDS Spot Radio Small Markets Edition.

WDOR-FM

1966
STURGEON BAY

Mid 01S300-000

See SRDS Spot Radio Small Markets Edition.

WSBW (FM)

1982
STURGEON BAY

Mid 026881-000

See SRDS Spot Radio Small Markets Edition.

Sun Prairie

Dane County—Map Location E-9
See SRDS Consumer market map and data at beginning of the state.

See Madison
(including Middleton, Sun Prairie)

Superior

Douglas County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

See Duluth (MN)-Superior (WI)

Sussex

Waukesha County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

WGNW

1983
SUSSEX

Mid 033577-000

See SRDS Spot Radio Small Markets Edition.

Tomah

Monroe County—Map Location D-7
See SRDS Consumer market map and data at beginning of the state.

WCOW

1951
SPARTA

WCOW-FM

1960
SPARTA

Mid 015296-000

Other Studio—
1010-1/2 Superior Ave., Tomah, WI Phone 608-372-6555.
See listing under city of license.

WTMB

1959
TOMAH

Mid 015301-000

See SRDS Spot Radio Small Markets Edition.

WTMB-FM

1965
TOMAH

Mid 015302-000

See SRDS Spot Radio Small Markets Edition.

Tomahawk

Lincoln County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.

WJJQ

1968
TOMAHAWK

Mid 015303-000

See SRDS Spot Radio Small Markets Edition.

WRJQ (FM)

1984
TOMAHAWK

Mid 034716-000

Listing will be published in the April 1985 issue of Spot Radio Small Markets Edition.

Two Rivers

Manitowoc County—Map Location G-7
See SRDS Consumer market map and data at beginning of the state.

See Manitowoc-Two Rivers

Viroqua

Vernon County—Map Location D-8
See SRDS Consumer market map and data at beginning of the state.

WGBM (FM)

1967
VIROQUA

Mid 015304-000

See SRDS Spot Radio Small Markets Edition.

WISV

1958
VIROQUA

Mid 015305-000

See SRDS Spot Radio Small Markets Edition.

Washburn

Bayfield County—Map Location C-3
See SRDS Consumer market map and data at beginning of the state.

WBWA (FM)

1981
WASHBURN



Media Code 4 251 8882 8.00 Mid 026224-000
Silver Birch Broadcasting Co., LTD
101 W. Omaha, Box 207, Washburn, WI 54891. Phone
715-373-5151.

PROGRAMMING DESCRIPTION

WBWA (FM): MUSIC: Adult Contemporary 25-54. NEWS: emphasis on local, reg'l & state. Rec'd 11/1/83.

1. PERSONNEL

Pres. & Gen'l Mgr.—Kermit H. Hanson.
Sta. & Sales Mgr.—David R. Wilson.
Operations Manager—Jim Lien.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 736 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

TIME RATES

Eff 8/1/83—Rec'd 11/1/83.

A—Specified times.

B—6 am-6 pm.

C—BTA-6 am-midnight.

6. SPOT ANNOUNCEMENTS

26 WKS:	150 ti	300 ti	450 ti	600 ti
13 WKS:	90 ti	120 ti	160 ti	200 ti
PER WK:	12 ti	18 ti	24 ti	36 ti
A	7.00	6.50	6.00	5.50
B	6.50	6.00	5.50	5.00
C	6.00	5.50	5.00	4.50

1-min: extra 2.00.

(SMD) (CR)

Watertown

Jefferson County—Map Location F-9
See SRDS Consumer market map and data at beginning of the state.

WMLW (FM)

1960
WATERTOWN

Mid 015307-000

See SRDS Spot Radio Small Markets Edition.

WTTN

1950
WATERTOWN

Mid 015306-000

See SRDS Spot Radio Small Markets Edition.

Waukesha

Waukesha County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Milwaukee

(including Greenfield, Menomonee Falls,
Waukesha, Wauwatosa, West Allis)

Waupaca

Waupaca County—Map Location F-6
See SRDS Consumer market map and data at beginning of the state.

WDUX

WDUX
AM/FM

1955
WAUPACA

WDUX-FM

1967
WAUPACA



A Laird Group Station

Media Code 4 251 9120 2.00 Mid 015308-000
Laird Broadcasting Co.
Box 247, Waupaca, WI 54981. Phone 715-258-5528.

PROGRAMMING DESCRIPTION

WDUX/WDX-FM: MUSIC: Adult Contemporary/Country Crossover. Contact Representative for further details. Rec'd 11/23/83.

1. PERSONNEL

President—Dorothy J. Laird.
Station Manager—William R. (Bill) Neuman.
Operations Manager—Gary Douglas.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

5,000 w.; 800 khz. Directional.
Operating schedule: 6 am-6 pm. CST.
FM-ERP 3,000 w.; 92.7 mhz. Stereo.
Operations Schedule: 5 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.

Simulcast 6 am-6 pm.

4. AGENCY COMMISSION

15% net charges for time: monthly.

5. GENERAL ADVERTISING See coded regulations

Affiliated with ABC Entertainment Radio Network.
Member: Laird Group, Wisconsin Farm Broadcasting Network.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

(SMD)

Waupun

Fond du Lac County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WGGQ (FM)

1974
WAUPUN

Mid 028982-000

See SRDS Spot Radio Small Markets Edition.

WLKE

1966
WAUPUN

Mid 015310-000

See SRDS Spot Radio Small Markets Edition.

Wausau

Marathon County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WDEZ (FM)

1964
WAUSAU



BLAIR RADIO



Media Code 4 251 9232 5.00 Mid 015311-000
WRIG, Inc.
529 Third St., Wausau, WI 54401. Phone 715-845-4275.

PROGRAMMING DESCRIPTION

WDEZ (FM): Programmed for adults. MUSIC: modern country, top hits by top artists. COMMERCIAL POLICY: 12-min in drive, 10-min all other times. Contact Representative for further details. Rec'd 11/13/80.

1. PERSONNEL

President—D. E. Wright.
General Manager—Rick Finch.
Farm Director—Mike Austin.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 4a, 4d, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.

Contracts: 40c, 45, 46, 47a.

Comb.; Cont. Discounts: 60c, 60e, 61b, 62b.

Cancellation: 70a, 70c, 71a, 73a.

AM facilities: WRIG.

Affiliated with ABC Direction Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8A Eff 5/81—Rec'd 8/30/82.

6. SPOT ANNOUNCEMENTS

PER WK, EA:

1 min 23.80 22.75 20.20 19.05 18.40

30 sec 19.05 18.20 16.15 15.25 11.80

7. PACKAGE PLANS

TAP, PER WK, EA:

36 ti (9 5-10 am, 9 10 am-3 pm, 9 3-7

pm, 9 7 pm-midnight) 14.85 15.30

24 ti (6 5-10 am, 6 10 am-3 pm, 6 3-7

pm, 6 7 pm-midnight) 15.30 12.25

18 ti (4 5-10 am, 5 10 am-3 pm, 5 3-7

pm, 4 7 pm-midnight) 18.25 14.60

10. SPECIAL FEATURES

FARM

1 min 30 sec

ea 40 35

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

WIFC (FM)

1947
WAUSAU



Media Code 4 251 9250 7.00 Mid 015312-000
Wausau Radio, Inc.
602 Jefferson St., Box 5595, Wausau, WI 54401. Phone
715-842-1672.

PROGRAMMING DESCRIPTION

WIFC (FM): Programmed for young adults 18-34. PERSONALITIES handle all segments. MUSIC: Top 40 Rock & Contemporary selections combined with latest album cuts & mixture of Solid Gold hits. NEWS: network at :55, "News Minute" at :25. WEATHER throughout the day with professional meteorologists. FEATURES: Casey Kasem American Top 40: Sun 10 am-2 pm; music specials wkly; network programs daily. Contact Representative for further details. Rec'd 11/16/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dave Raven.
Sales & Sta. Mgr.—Pat Plant.

2. REPRESENTATIVES

Selcom Radio.
Minneapolis, St. Paul—Hyett/Ramsland, Inc.

3. FACILITIES

ERP 100,000 w.; 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,150 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.

Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60h, 60i, 61c, 62b, 62d.

Cancellation: 70a, 70e, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

AM facilities: WSAU.

Affiliated with ABC FM Radio Network.

Affiliated with ABC Rock Radio Network.

Affiliated with Supernet.

Sold in combination with WSAU. See that listing.

TIME RATES

Eff 11/1/84—Rec'd 11/16/84.

AA—6 am-8 pm.

A—8 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:

1 min 10 ti 20 ti 30 ti 10 ti 20 ti 30 ti

AA 32 31 30 25 23 21

A 29 28 27 23 21 19

WLJY (FM)

1965
MARSHFIELD

Mid 015229-000

See listing under city of license.

WRIG

1958
WAUSAU



BLAIR RADIO



Media Code 4 251 9310 9.00 Mid 015313-000
WRIG, Inc.
529 Third St., Wausau, WI 54401. Phone 715-845-4275.

PROGRAMMING DESCRIPTION

WRIG: Programmed for general interest, especially 25-49 group. MUSIC: adult contemporary. NEWS: reports at :60 with emphasis on local & state. Contact Representative for further details. Rec'd 6/4/82.

1. PERSONNEL

President—D. E. Wright.
General Manager—Rick Finch.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 khz. Non-directional.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3b, 4a, 4d, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.

Contracts: 40c, 45, 46, 47a.

Comb.; Cont. Discounts: 60c, 60e, 61b, 62b.

Cancellation: 70a, 70c, 71a, 73a.

FM facilities: WDEZ (FM).

Affiliated with ABC Direction Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff Rec'd 8/30/82.

AAAA—5-10 am.

AAA—3-7 pm.

AA—10 am-3 pm.

A—10 am-midnight, ROS.

WISCONSIN

Wausau—cont

WRIG—cont

6. SPOT ANNOUNCEMENTS

PER WK	1 min	30 sec
6 ti	16.75	13.80
12 ti	16.00	13.00
18 ti	15.25	12.25
24+	14.55	11.60

7. PACKAGE PLANS

TAP, EA:	1 min	30 sec
36 (6 5-10 am, 10 10 am-3 pm, 10 3-7 pm, 10 7-11 pm)	9.95	7.95
24 (4 5-10 am, 7 10 am-3 pm, 7 3-7 pm, 6 7-11 pm)	10.95	8.75
18 (3 5-10 am, 5 10 am-3 pm, 5 3-7 pm, 5 7-11 pm)	11.25	9.00

WSAU

1937 WAUSAU



NRBA

Media Code 4 251 9405 7.00 Mid 015314-000
Wausau Radio, Inc.
602 Jefferson St., Box 5595, Wausau, WI 54401. Phone 715-842-1672.

PROGRAMMING DESCRIPTION

WSAU: Programmed for adult general interest 25-54. AIR PERSONALITIES handle all segments. MUSIC: Adult Contemporary. NEWS/TALK 20%: 5 min network at :60; local/reg'l news 7-7:35, 8-8:30 am, noon-12:45 & 5-5:30 pm; Paul Harvey at 7:30 am, 12:05 & 5:05 pm; weather throughout day with professional meteorologists. FARM: fulltime local farm director; Mon-Fri 5 to 7 am, 12:45 & 5:45 pm; Agri-news & features; interviews; county agent reports & market reports. TALK: Michael Jackson from 1:05 to 3 pm Mon-Fri. SPORTS: Green Bay Packer football; Milwaukee Brewers baseball; Milwaukee Bucks basketball & hockey. Contact Representative for further details. Rec'd 12/20/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dave Raven.
Sales & Sta. Mgr.—Roger Eisenman.
Farm Director—Dick Pernstein.

2. REPRESENTATIVES

Selcom Radio.
Minneapolis, St. Paul—Hyett/Ramsland, Inc.

3. FACILITIES

5,000 w.; 550 khz. Directional—separate patterns, day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WIFC (FM).
Affiliated with ABC Information Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES

Eff 11/1/84—Rec'd 11/16/84.
AA—6 am-7 pm.
A—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK	1 min	30 sec
AA	29	28
A	27	26

10. SPECIAL FEATURES

FARM

PER WK	1 min	30 sec
Ea	35	30

WSAU/WIFC (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK	1 min	30 sec
AA	49	47
A	45	43

20% discount for combo buy.

WXCO

WAUSAU



Media Code 4 251 9500 5.00 Mid 015315-000
Seehafer Broadcasting Corp.
1110 E. Wausau Ave., Box 778, Wausau, WI 54401.
Phone 715-845-8218.

PROGRAMMING DESCRIPTION

WXCO: Programmed for mass adult & young adult appeal. MUSIC: Modern Country. AIR PERSONALITIES handle all segments; promotions aired w/contests & giveaways. NEWS: network at :60, local & reg'l; snow news, weather, daily reports from meteorologist. FARM: M-Sat, early AM & noon daily. SPORTS: high school football, basketball, hockey, wrestling, track, professional baseball & football. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

General Manager—Douglas Wick.
Engineer—Ron Olson.
Operations Director—Gene Converse.

2. REPRESENTATIVES

Masia Radio.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WYCO (FM).
Affiliated with CBS Radio Network.

TIME RATES

Eff—Rec'd 1/22/85.

6. SPOT ANNOUNCEMENTS

YR.	1x	52x	156x	312x	624x	1000x	2000x
1 min	37	22	22	19	17	15	13
30 sec	20	15	13	11	10	9	8

7. PACKAGE PLANS

ROS/BTA, WKLY: 10 ti 20 ti 30 ti 40 ti 50 ti
1 min 27 25 23 21 20
30 sec 16 15 14 13 12
Fixed/specified times, extra 20%.

8. PROGRAM TIME RATES

30 sec rate	5 min	10 min	1/4 hr	1/2 hr	1 hr
2x	3x	4x	7x	13x	

WYCO (FM)

1984 WAUSAU



Media Code 4 251 9452 9.00 Mid 034949-000
Seehafer Broadcasting
1110 E. Wausau Ave., Box 778, Wausau, WI 54401.
Phone 715-845-8218.

PROGRAMMING DESCRIPTION

WYCO (FM): Programmed for mass adult & young adult appeal. MUSIC: adult contemporary 25-54. NEWS: at :60. Weather, hrlly reports from meteorologist. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

General Manager—Douglas Wick.
Engineer—Ron Olson.
Operations Director—Justin CAse.

2. REPRESENTATIVES

Masia Radio.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,029 ft. above average terrain.

4. AGENCY COMMISSION

15%; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WXCO.

TIME RATES

Eff—Rec'd 1/11/85.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	20 ti	30 ti
YR.	250x	500x	1000x	2000x
1 min	22.50	19.50	18.00	16.50
30 sec	15.00	13.00	12.00	11.00

Specified dayparts, extra 2.00.

Wauwatosa

Milwaukee County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Milwaukee

(including Greenfield, Menomonee Falls, Waukesha, Wauwatosa, West Allis)

West Allis

Milwaukee County—Map Location G-9
See SRDS Consumer market map and data at beginning of the state.

See Milwaukee

(including Greenfield, Menomonee Falls, Waukesha, Wauwatosa, West Allis)

West Bend

Washington County—Map Location G-8
See SRDS Consumer market map and data at beginning of the state.

WBKV

1950 WEST BEND

See SRDS Spot Radio Small Markets Edition. Mid 015316-000

WBKV-FM

1958 WEST BEND

See SRDS Spot Radio Small Markets Edition. Mid 015317-000

West Salem

La Crosse County—Map Location C-7
See SRDS Consumer market map and data at beginning of the state.

WISQ-FM

1982 WEST SALEM

See SRDS Spot Radio Small Markets Edition. Mid 030580-000

Wisconsin Dells

Columbia County—Map Location F-8
See SRDS Consumer market map and data at beginning of the state.

WNNO

1969 WISCONSIN DELLS WNNO-FM

1974 WISCONSIN DELLS

See SRDS Spot Radio Small Markets Edition. Mid 015318-000

Wisconsin Rapids

Wood County—Map Location E-6
See SRDS Consumer market map and data at beginning of the state.

WFHR

1940 WISCONSIN RAPIDS



NRBA

Media Code 4 251 9690 4.00 Mid 015320-000
Wisconsin Rapids Broadcast Co., Inc.
645-25th Ave., Box 2222, Wisconsin Rapids, WI 54494.
Phone 715-424-1300.

PROGRAMMING DESCRIPTION

WFHR: MUSIC: Hits/emphasis news, sports, local info. FARM: M-Sat 5-7 am & 11:30 am-1 pm. Rec'd 12/27/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jack R. Gennaro.
Farm Director—Louis Rosandick.

2. REPRESENTATIVES

MO, KS, CO, OK—Eugene F. Gray Co., Inc.

3. FACILITIES

5,000 w., 500 w. nights; 1320 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

FM facilities: WWRW (FM).
Affiliated with CBS Radio Network.
Affiliated with NBC-Talknet.
Member: Wisconsin Network, Inc.

TIME RATES

No. 23 Eff 1/1/84—Rec'd 12/27/83.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sun 10 am-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE			
	1 wk	52 wk	1 wk	52 wk
35 ti	15.30	13.95	5.15	12.25
28 ti	15.80	14.40	5.25	12.64
21 ti	16.10	14.75	5.40	12.90
14 ti	16.50	15.05	5.50	13.20
7 ti	16.80	15.35	5.60	13.45
1 ti	17.40	16.00	5.80	13.90

10. SPECIAL FEATURES

FARM PROGRAMMING
WFHR—Mon thru Sat 5-7 am & 11:30 am-1 pm.
WWRW (FM)—Mon thru Sat 5-7 am.

1 min 30 sec 1 min 30 sec
1x/flat 30.00 24.00 52+/flat 24.00 19.20
Incl 1 spot on ea station; WFHR only, 60% of applicable rate.

(SMD)(CR)

WLJY (FM)

1965 MARSHFIELD

See listing under city of license. Mid 015229-000

WSPT (FM)

1961 STEVENS POINT

See listing under city of license. Mid 015297-000

WWRW (FM)

1947 WISCONSIN RAPIDS



NRBA

Media Code 4 251 9790 2.00 Mid 015321-000
Wisconsin Rapids Broadcast Co., Inc.
645-25th Ave. N., Box 2222, Wisconsin Rapids, WI 54494. Phone 715-424-1300.

PROGRAMMING DESCRIPTION

WWRW (FM): Programmed for adults & young adults. MUSIC: 90% current Hits plus hits dating back to 60's. NEWS: 3-min per hr; local, nat'l & internat'l; 1/2 min weather hrlly. FARM: M-Sat 5-7 am. COMMERCIAL POLICY: 10-min per hr clustered approximately ea 1/4 hr. Rec'd 2/16/83.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jack R. Gennaro.
Farm Director—Louis Rosandick.

2. REPRESENTATIVES

MO, KS, CO, OK—Eugene F. Gray Co., Inc.

3. FACILITIES

ERP 73,000 w. (horiz.), 3,500 w. (vert.); 103.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WFHR.

TIME RATES

No. 23 Eff 1/1/84—Rec'd 12/27/83.
AAA—Mon thru Sun 5-10 am.
AA—Mon thru Sun 10-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE			
	1 wk	52 wk	1 wk	52 wk
35 ti	15.30	13.85	5.15	12.25
28 ti	15.80	14.40	5.25	12.65
21 ti	16.10	14.75	5.40	12.90
14 ti	16.50	15.05	5.50	13.20
7 ti	16.80	15.35	5.60	13.45
1 ti	17.40	16.00	5.80	13.90

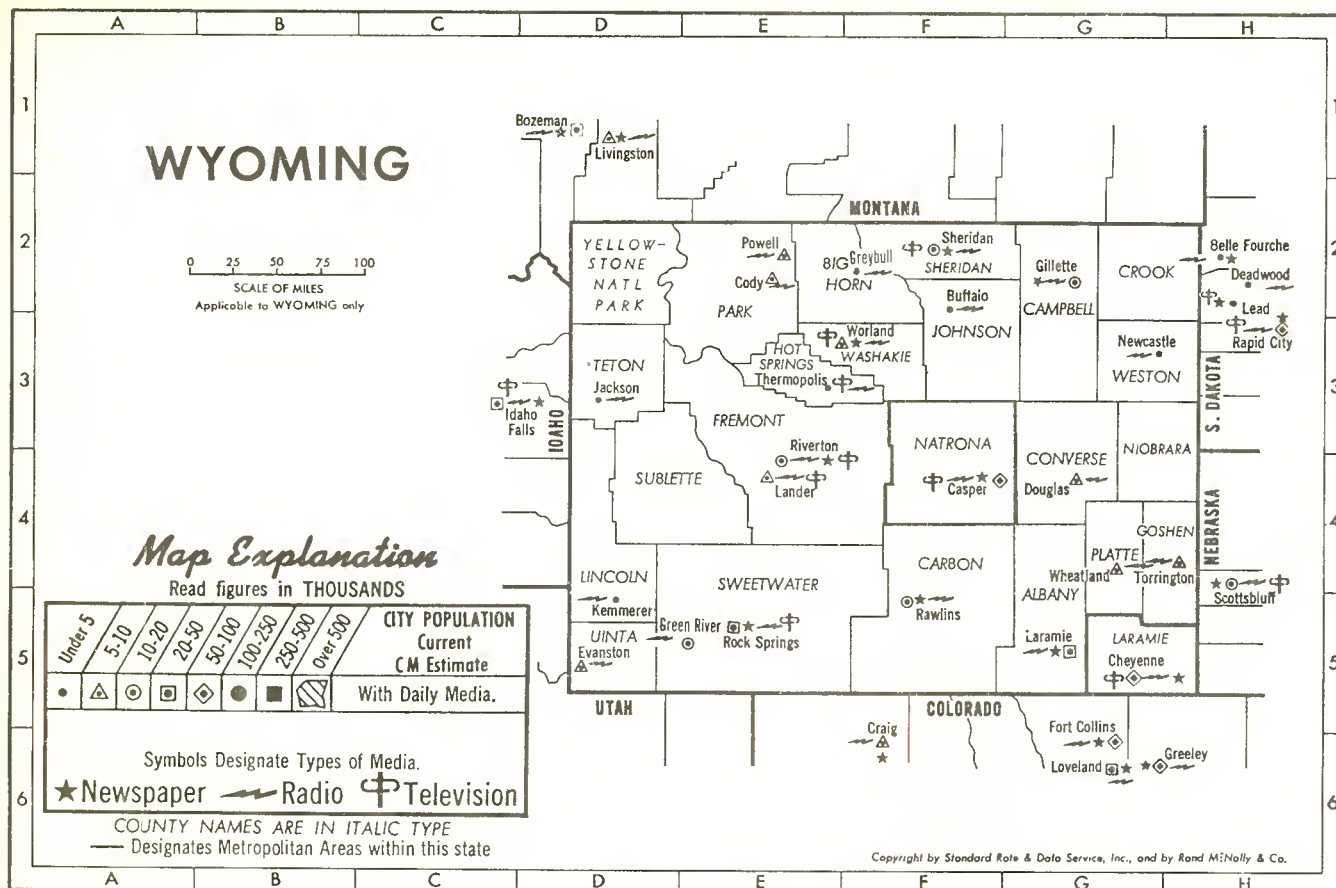
10. SPECIAL FEATURES

FARM PROGRAMMING
WWRW (FM)—Mon thru Sat 5-7 am.
WFHR—Mon thru Sat 5-7 am & 11:30 am-1 pm.

1 min 30 sec 1 min 30 sec
1x/flat 30.00 24.00 52+/flat 24.00 19.20
Incl 1 spot on ea station; WWRW (FM) only, 60% of applicable rate.

(SMD)(CR)

The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



WYOMING

State, County, City, Metro Area Data

WYOMING

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 4/1/84 (000)	Households 4/1/84 (000)	Gross Household Income—1984				Total Retail Sales—		Retail Sales—1984 By Selected Store Types						Passen- ger Cars 4/1/84 (000)	Black Pop. 4/1/84 (000)	Spanish Pop. 4/1/84 (000)			
			Per Household (\$000)	% Distribution of Households			Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto motive (\$000)	Service Station (\$000)						
				14999 to	15000 to	35000 to												50000 and over		
WYOMING STATE TOTALS.....	523.1	186.25	5,608,117	30,111	25.4	40.4	19.4	14.8	2,839,026	15,243	610,460	94,389	405,302	136,447	149,357	482,725	250,367	372.58	3.5	27.43
ALBANY G-5.....	30.1	11.16	281,634	25,236	36.6	38.0	14.9	10.5	157,687	14,130	34,593	5,501	23,395	7,417	7,832	26,688	14,014	20.48	.3	1.94
BIG HORN E-2.....	12.6	4.40	103,601	23,546	36.9	43.7	12.1	7.2	60,434	13,735	13,359	2,146	9,096	2,819	2,934	10,210	5,387	8.7548
CAMPBELL G-2.....	27.8	9.22	336,326	36,478	13.0	38.5	27.7	20.8	155,659	16,883	32,644	4,864	21,158	7,576	8,747	26,616	13,598	19.6071
CARBON F-4.....	25.5	8.81	257,091	29,182	23.9	42.9	20.8	12.3	135,873	15,423	29,127	4,484	19,283	6,551	7,208	23,119	11,968	18.18	.1	2.87
CONVERSE G-3.....	16.8	5.63	170,338	30,255	19.2	46.7	21.7	12.5	88,939	15,797	18,957	2,894	12,482	4,314	4,792	15,153	7,817	12.0583
CROOK G-2.....	5.5	1.94	53,366	27,508	27.5	45.0	16.9	10.6	28,340	14,608	6,158	967	4,129	1,347	1,447	4,807	2,509	4.0902
FREMONT E-3.....	43.1	14.38	394,756	27,452	25.2	46.9	17.5	10.4	214,708	14,931	46,418	7,233	30,975	10,260	11,126	36,462	18,974	29.30	1.40
GOSHEN H-4.....	12.6	4.72	99,446	21,069	42.7	42.0	8.4	6.9	61,439	13,017	13,785	2,259	9,510	2,818	2,845	10,343	5,508	9.4494
HOT SPRINGS E-3.....	6.0	2.32	57,881	24,949	32.4	43.0	16.1	8.5	33,253	14,333	7,263	1,148	4,892	1,572	1,673	5,634	2,950	4.4509
JOHNSON F-3.....	7.0	2.63	71,630	27,236	35.8	39.7	13.5	11.0	36,950	14,049	8,117	1,293	5,496	1,735	1,828	6,252	3,286	5.2610
LARAMIE G-5.....	74.4	27.71	832,572	30,046	28.6	37.5	17.9	16.0	411,074	14,835	89,015	13,902	59,488	19,610	21,205	69,783	36,350	52.75	2.1	7.18
Cheyenne.....	53.1	20.63	631,977	30,634	308,680	14,963	66,690	10,382	44,474	14,761	16,026	52,428	27,272	37.91	1.5	5.89
LINCOLN D-4.....	13.5	4.33	112,887	26,071	30.6	44.5	14.6	10.3	62,186	14,362	13,577	2,145	9,143	2,940	3,133	10,536	5,516	8.8732
NATRONA F-3.....	78.8	28.63	967,541	33,795	21.6	38.0	21.7	18.7	455,541	15,911	96,905	14,751	63,686	22,141	24,672	77,645	40,009	58.46	.6	2.80
Casper.....	56.4	21.09	717,820	34,036	334,622	15,866	71,237	10,856	46,851	16,251	18,086	57,025	29,398	41.98	.5	2.20
Casper Metro Area.....	78.8	28.63	967,541	33,795	20.5	40.0	21.7	17.9	455,541	15,911	96,905	14,751	63,686	22,141	24,672	77,645	40,009	58.46	.6	2.80
NIOBRARA G-3.....	2.9	1.16	12,230	19,164	48.6	38.2	7.3	6.0	14,510	12,509	3,290	546	2,290	657	649	2,437	1,306	2.1703
PARK* E-2.....	23.3	8.43	229,265	27,196	29.3	44.3	15.7	10.7	122,684	14,553	26,698	4,199	17,923	5,821	6,240	20,803	10,869	16.9084
PLATTE G-4.....	14.0	5.17	129,336	25,017	28.7	47.0	17.3	7.0	75,609	14,625	16,431	2,579	11,016	3,593	3,861	12,825	6,695	10.4167
SHERIDAN F-2.....	27.8	10.46	269,961	25,809	31.9	42.2	17.2	8.6	151,314	14,466	32,985	5,200	22,180	7,166	7,657	25,647	13,415	20.3352
SUBLETTE D-4.....	4.8	1.89	41,579	24,603	32.4	45.9	13.8	7.9	23,787	14,075	5,221	831	3,532	1,118	1,180	4,025	2,114	3.5604
SWEETWATER E-5.....	52.1	17.73	683,482	38,549	13.7	33.7	27.8	24.9	303,417	17,113	63,422	9,402	40,975	15,012	17,190	51,919	26,472	35.91	.4	4.05
TETON D-3.....	11.2	4.55	149,703	32,902	21.2	45.2	17.3	16.3	70,434	15,480	15,086	2,319	9,979	3,399	3,745	11,987	6,202	9.1316
UINTA D-5.....	15.8	5.02	174,152	34,692	15.8	39.0	27.3	17.9	83,630	16,659	17,596	2,635	11,441	4,111	4,661	14,289	7,314	10.4049
WASHAKIE F-3.....	10.2	3.55	91,953	25,902	28.5	46.9	15.4	9.2	51,390	14,476	11,201	1,765	7,531	2,434	2,602	8,711	4,556	6.7487
WESTON G-3.....	7.3	2.61	77,367	29,650	24.3	43.2	21.7	10.7	40,168	15,390	8,612	1,326	5,702	1,936	2,130	6,834	3,538	5.3508

(* Includes Yellowstone National Park portion in Wyoming.)

WYOMING

WYOMING

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

Buffalo

Johnson County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KBBS

1956
BUFFALO



Media Code 4 252 0300 7.00 Mid 015322-000
KBBS, Inc.

90 S. Main St., Buffalo, WY 82834. Phone 307-684-7070.

PROGRAMMING DESCRIPTION

KBBS: Programmed for general interest. Contact Representative for further details. Rec'd 2/2/80.

- PERSONNEL**
Pres. & Gen'l Mgr.—Jeanette Maxwell.
Prog. & Sports Dir.—Steve Lawrence.
News—Marc Crites.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w., 250 w. night; 1450 khz. Non-directional.
Operating schedule: 6 am-10:06 pm. MST.
- AGENCY COMMISSION**
15% on time only.
- GENERAL ADVERTISING See coded regulations**
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Radio Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 46 Eff 1/1/82—Rec'd 12/18/81
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.00	5.30	5.00	5.40	5.20	...
30 sec	4.80	4.65	4.50	4.30	4.15	...
CLASS B						
1 min	5.20	5.00	4.80	4.60	4.40	4.20
30 sec	4.15	4.00	3.85	3.70	3.50	3.35

8. PROGRAM TIME RATES	1x	26x	52x	104x	156x	260x
	5 min	9.60	9.60	9.40	9.20	9.00
		9/85				(SMD)

KLGM (FM)

1983
BUFFALO

Mid 033457-000

See SRDS Spot Radio Small Markets Edition.

Casper

Natrona County—Map Location F-3
See SRDS Consumer market map and data at beginning of the state.

KATI

1956
CASPER



Media Code 4 252 0600 8.00 Mid 015323-000
WIENS Broadcasting Of Casper
Box 2006, 1400 Kati Ln., Casper, WY 82601. Phone 307-266-1400.

- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
1 min rate 1x: 13.50.

KAWY (FM)

1967
CASPER



Media Code 4 252 0700 8.00 Mid 015324-000
WIENS Broadcasting Of Casper
Box 2006, 1400 Kati Ln., Casper, WY 82601. Phone 307-235-1515.

- REPRESENTATIVES**
Masla Radio.
Mountain States—Bob Hix Co., Inc.
1 min rate 1x: 17.50.

KQLT (FM)

1983
CASPER



Media Code 4 252 0750 3.00 Mid 032413-000
Natrona Broadcasting Co., Inc.
341 East "E", Suite 180, Casper, WY 82601. Phone 307-265-1984.

- REPRESENTATIVES**
McGavren-Guild, Inc.
Rates have been temporarily withdrawn by station.

KTRS (FM)

1981
CASPER



Torbet Radio



Media Code 4 252 0800 6.00 Mid 023336-000
251 W. First St., Casper, WY 82501. Phone 307-235-7000.

PROGRAMMING DESCRIPTION

KTRS (FM): Programmed for young adults 18-49, targeted at 25-34. MUSIC: contemporary hit with personalities. COMMERCIAL POLICY: 10 min per hour, maximum. Contact Representative for further details. Rec'd 10/25/82.

- PERSONNEL**
Exec. Vice-Pres. & Gen'l Mgr.—Bill C. Hart.
Commercial Manager—Marla LeBlanc.
Program Director—Bill Cody.
- REPRESENTATIVES**
Torbet Radio, Inc.
Denver—Mountain Media, Inc.
- FACILITIES**
ERP 94,000 w. (horiz.), 96,000 w. (vert.); 95.5 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1965 ft. above average terrain.
- AGENCY COMMISSION**
15% on time; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 3a, 3d, 4a, 5, 8.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15c.
Basic Rates: 20a, 21a, 28c.
Contracts: 40a, 44a, 45.
Comb.; Cont.Discounts: 60k, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KTWO

1930
CASPER



Katz Radio



Media Code 4 252 0900 4.00 Mid 015325-000
Harricopa Broadcasting Corp.
4200 E. 2nd St., Box 2720, Casper, WY 82601. Phone 307-237-3711, TWX, 910-949-4462.

PROGRAMMING DESCRIPTION

KTWO: Programmed for adults. MUSIC: Adult Contemporary. NEWS: news on hour: 6-9 am, noon-1 pm, 5-6 pm, emphasis on news, weather, business news, sports news, farm and ranch news, game and fish report, stock market. 9 am-noon, 1-5 pm aimed at women with minor news emphasis. Talknet at night; Sally Jessy Raphael 9 pm-midnight & Bruce Williams midnight-3 am. SPORTS: 2-man team morning show Terry Gross & Terry Hopkins 7-10 am; network sports; CBA basketball, Wyoming wild-catter play-by-play; other specials. General 6 air personalities emcee operation and are available for remote broadcasts. Station editorials, PSA local, statewide and national. Contact Representative for further details. Rec'd 1/29/85.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Dave Allen.
Sta. & Sales Mgr.—Dave Allen.
Program Director—Terry Gross.
- REPRESENTATIVES**
Katz Radio.
Denver—John L. McGuire, Inc.
- FACILITIES**
50,000 w.; 1030 khz. Directional nights. Clear channel.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 on time.
- GENERAL ADVERTISING See coded regulations**
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Network.
Affiliated with NBC—Talknet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

KVOC

1946
CASPER



Media Code 4 252 1200 8.00 Mid 015326-000
KVOC, Inc.
2323 E. 15th St., Box 2090, Casper, WY 82601. Phone 307-265-2727.

PROGRAMMING DESCRIPTION

KVOC: MUSIC: Country hosted by AIR PERSONALITIES. NEWS: network at :60; local at 7, 8 am, 12:15, 4:30 & 5 pm; emphasis on local; consumer, recreational & business. SPORTS: live coverage of U of Wyoming football & basketball; pro rodeo play-by-play; USFL Denver Gold. Contact Representative for further details. Rec'd 6/22/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Fred L. Hildebrand.
Sales Manager—Patricia Bundy.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days; 250 w. nights; 1230 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3d, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21b, 21c, 21d, 23a, 28b, 29a, 30.
Contracts: 41, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70b, 71a, 72.
Prod. Services: 80, 82.
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 40 Eff 3/1/84—Rec'd 2/27/84.

PER WK:	SATURATION—CLASS AAA					
	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	28.00	24.50	21.00	17.50	13.00	13.00
30 sec	23.50	20.00	16.50	13.00	9.50	9.50
CLASS AA						
1 min	25.80	22.00	18.80	15.00	11.50	11.50
30 sec	21.00	17.60	14.00	10.60	7.50	7.50
ANNUAL PLAN						
PER WK:	500x	1000x	1500x	500x	1000x	1500x
AAA	20.50	17.50	16.00	16.00	13.00	11.50
AA	14.70	14.40	14.10	9.70	9.40	9.10

(* AA—75% 6 am-7 pm/25% 7 pm-midnight.
9/85

Cheyenne

Laramie County—Map Location G-5
See SRDS Consumer market map and data at beginning of the state.

KFBC

1940
CHEYENNE



Media Code 4 252 1800 5.00 Mid 015327-000
Capitol Media, Inc.
1806 Capitol Ave., Cheyenne, WY 82001. Phone 307-634-4461.

PROGRAMMING DESCRIPTION

KFBC: MUSIC: MOR. NEWS: network 5-min each hr & commentaries throughout day with local 1-1/2 hr block in AM & 1 hr block at 12N & PM drive; weather 2x/hr. SPORTS: state sports network local high school games; other local sports events. FARM: market report 2x M-Sat; stock market reports 1x/hr, M-F. FEATURES: 1 hr talk show M-F; women's 1 hr show M-F; Spanish Sun 8-9:30 pm. Contact Representative for further details. Rec'd 7/24/84.

- PERSONNEL**
President—Larry Birleff.
Sta. & Sales Mgr.—Keith Jones.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w. days, 250 w. nights; 1240 khz. Non-directional.
Operating schedule: 5-12:05 am. MST.
- AGENCY COMMISSION**
15% time; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10g, 14g, 15d.
Basic Rates: 20b, 22a, 23a, 29a, 30.
Contracts: 40c, 44b, 46.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KFBO (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.

TIME RATES

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.00	14.50	14.00	13.00	13.00
30 sec	12.80	12.00	11.60	11.20	10.40	10.40
CLASS AA						
1 min	12.00	11.50	11.00	10.50	10.00	10.00
30 sec	9.60	9.20	8.80	8.40	8.00	8.00

Mon thru Sat 6-10 am, flat 1-min 19.00; 30-sec 15.20.

8. PROGRAM TIME RATES

5 min	1x	52x	156x	260x
	23	22	21	20
	9/85			

KFBC/KFBO (FM) COMBINATION

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	28.80	27.00	26.10	25.20	23.40	23.40
30 sec	23.00	21.60	20.90	20.20	18.70	18.70
CLASS AA						
1 min	21.60	20.70	19.80	18.90	18.00	18.00
30 sec	17.30	16.60	15.90	15.10	14.40	14.40

9/85

KFBQ (FM)

1968
CHEYENNE



Media Code 4 252 1837 7.00 Mid 015328-000
Capitol Media, Inc.
1806 Capitol Ave., Cheyenne, WY 82001. Phone 307-637-7771.

PROGRAMMING DESCRIPTION

KFBQ (FM): MUSIC: Contemporary Rock. NEWS: 6-5 min local news daily M-F; weather 2x/hr. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL**
General Sales Manager—Keith Jones.
Program Director—Larry Wuergler.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 5:30-1:06 am. MST.
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**
15% time; 10th of following month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10g, 14g, 15d.
Basic Rates: 20b, 22a, 23a, 29a, 30.
Contracts: 40c, 44b, 46.
Cancellation: 70a, 70c, 71a, 73, 73b.
Prod. Services: 80, 82.
AM facilities: KFBC.
Affiliated with The Intermountain FM Network.
Affiliated with ABC Contemporary Radio Network.
Sold in combination with KFBC. See that listing.

TIME RATES

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.00	14.50	14.00	13.00	13.00
30 sec	12.80	12.00	11.60	11.20	10.40	10.40
CLASS AA						
1 min	12.00	11.50	11.00	10.50	10.00	10.00
30 sec	9.60	9.20	8.80	8.40	8.00	8.00

9/85

7. PACKAGE PLANS

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.00	14.50	14.00	13.00	13.00
30 sec	12.80	12.00	11.60	11.20	10.40	10.40
CLASS AA						
1 min	12.00	11.50	11.00	10.50	10.00	10.00
30 sec	9.60	9.20	8.80	8.40	8.00	8.00

9/85

KKAZ (FM)

1961
CHEYENNE



Media Code 4 252 1875 7.00 Mid 015329-000
KWVO, Inc.
Box 926, 1370 Southwest Dr., Cheyenne, WY 82001.
Phone 307-632-0551.

PROGRAMMING DESCRIPTION

KKAZ (FM): Programmed for adults 18-49. MUSIC: Adult Contemporary; live AIR PERSONALITIES. FEATURES: contests & promotions. NEWS: network at :50; local at :53 & :20 during drivetimes; satellite weather service & meteorologists. Contact Representative for further details. Rec'd 4/26/84.

- PERSONNEL**
Vice Pres. & Gen'l Mgr.—Don Welch.
Program Director—Joan Ramsay.
News Director—Jim Cumberland.
- REPRESENTATIVES**
Torbet Radio, Inc.
Denver—John L. McGuire, Inc.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**
15% time only; 10th of month.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 5, 6a.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20b, 21b, 22a, 23c, 25a, 28c, 30.
Cancellation: 70a, 70c, 71a, 72, 73b, 73c.
AM facilities: KUJUY.
Affiliated with CBS RADIORADIO.
Affiliated with Supernet.
Affiliated with Connecticut Radio Network.

TIME RATES

PER WK:	SATURATION—CLASS AAA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.00	14.50	14.00	13.00	13.00
30 sec	12.80	12.00	11.60	11.20	10.40	10.40

6. SPOT ANNOUNCEMENTS

KLEN (FM)1983
CHEYENNEMedia Code 4 252 1987 0.00
Blue Sky Broadcasting, Inc.
1416 Bradley Ave., Cheyenne, WY 82001. Phone 307-637-5555.

Mid 034426-000

2. REPRESENTATIVES
McGavren-Guild Radio.
1 min rate 1x: 26.00.

KRAE1961
CHEYENNE**NRBA**Media Code 4 252 2100 9.00
KRAE, Inc.
Box 189, 2109 E. 10th St., Cheyenne, WY 82003. Phone 307-638-8921, 8922.

Mid 015330-000

2. REPRESENTATIVES
Mountain Media, Inc.
1 min rate 1x: 8.50.

KSHY1952
CHEYENNEMedia Code 4 252 2250 2.00
Harold S. Schwartz & Assoc.
1616 Warren Ave., Cheyenne, WY 82001. Phone 307-635-8787.

Mid 015331-000

2. REPRESENTATIVES
Harold S. Schwartz Associates, Inc.
1 min rate 1x: 8.00.

KUUY1952
CHEYENNE

Torbet Radio

Media Code 4 252 2400 3.00
KWVO, Inc.
Box 926, 1370 Southwest Dr., Cheyenne, WY 82001.
Phone 307-632-0551.

Mid 015332-000

- PROGRAMMING DESCRIPTION
KUUY: Programmed for adults 25-54. MUSIC: Modern Country; Country network programming M-Sun 10 pm-5:30 am. Live AIR PERSONALITIES. FEATURES: contests & promotions; live coverage of Cheyenne Frontier Days & major professional sports events. NEWS: network at :60 followed by local during drivetimes; local also at :30 during drives; 1/2 hr block 6-6:30 am; weather by meteorologist & via satellite. Contact Representative for further details. Rec'd 10/23/84.

1. PERSONNEL
Gen'l & Gen'l Sls Mgr.—Don Welch.
Program Director—Bob McKay.
2. REPRESENTATIVES
Torbet Radio, Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES
10,000 w. critical hours days, 5,000 w. directional critical hours, 1,000 w. nights; 870 khz.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 5, 6a.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20b, 21b, 22a, 23c, 25a, 28c, 30.
Cancellation: 70a, 70c, 71a, 72, 73b, 73c.
FM facilities: KKAZ (FM).
Affiliated with CBS Radio Network.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station.

CodyPark County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.**KODI**1947
CODY

Mid 015333-000

See SRDS Spot Radio Small Markets Edition.

KTAG (FM)1981
CODY

Torbet Radio

Media Code 4 252 2700 6.00
Wyomedia Associates Inc.
502 Blackburn St., Cody, WY 82414. Phone 307-527-6444.

Mid 023337-000

- PROGRAMMING DESCRIPTION
KTAG (FM): Programmed for young adults 18-49, targeted at 25-34. MUSIC: Contemporary Hits with AIR PERSONALITIES. COMMERCIAL POLICY: 10 min/hr max. Contact Representative for further details. Rec'd 1/26/84.

1. PERSONNEL
Exec. Vice-President—Bill C. Hart.
General Manager—Keith Meyer.
Program Director—Jackson W. Beard.
2. REPRESENTATIVES
Torbet Radio, Inc.
Denver—Mountain Media, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,901 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates have been temporarily withdrawn by station. (SMD)

DouglasConverse County—Map Location G-3
See SRDS Consumer market map and data at beginning of the state.**KWIV**1957
DOUGLAS**NRBA**Media Code 4 252 3300 4.00
Jackalope Radio, Inc.
212 Center St. Douglas, WY 82633. Phone 307-358-2768.

Mid 015334-000

- PROGRAMMING DESCRIPTION
KWIV: MUSIC: Country. NEWS plus sports & sports dir.; AM AIR PERSONALITY. Contact Representative for further details. Rec'd 3/7/83.

1. PERSONNEL
Gen'l & Sales Mgr.—Judy Rushing.
News Director—Joe Summers.
2. REPRESENTATIVES
Eastman Radio, Inc./Intermountain Network.
3. FACILITIES
1,000 w., 500 w. nights; 1470 khz. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

- No. 3 Eff 5/15/84—Rec'd 5/29/84.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION—1 MINUTE
A 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
B 10.00 9.70 9.40 9.10 8.80
C 8.80 8.30 7.80 7.30 6.80
- SATURATION—30 SECONDS
A 8.00 7.80 7.50 7.30 7.00
B 7.00 6.70 6.30 5.90 5.50

8. PROGRAM TIME RATES
1 ti 104 ti 156 ti 260 ti
5 min 12.50 11.00 10.50 10.00
9/85 (SMD)

EvanstonUinta County—Map Location D-5
See SRDS Consumer market map and data at beginning of the state.**KEVA**1953
EVANSTON

Mid 015335-000

See SRDS Spot Radio Small Markets Edition.

KOTB (FM)1982
EVANSTON

Mid 027587-000

See SRDS Spot Radio Small Markets Edition.

GilletteCampbell County—Map Location G-2
See SRDS Consumer market map and data at beginning of the state.**KGWY (FM)**1982
GILLETTE

Mid 033866-000

See SRDS Spot Radio Small Markets Edition.

KIML1957
GILLETTEMedia Code 4 252 3900 1.00
Gillette Broadcasting Co.
Box 1009, Gillette, WY 82716. Phone 307-682-4747.

Mid 015336-000

- PROGRAMMING DESCRIPTION
KIML: MUSIC: MOR; C & W. NEWS: AP. Rec'd 10/6/81.
1. PERSONNEL
General Manager—Roy A. Mapel.
Sales Manager—Ray Mapel.
3. FACILITIES
5,000 w.; 1270 khz. Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15%.

TIME RATES

No. 12 Eff 7/1/81—Rec'd 8/10/81.

6. SPOT ANNOUNCEMENTS
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti
1 min 12.90 12.75 12.65 12.20 11.95
30 sec 10.50 10.35 10.10 9.90 9.60
(SMD)

KOLL (FM)1976
GILLETTEMedia Code 4 252 3937 3.00
Midland Broadcasting of Wyoming
311-1/2 Gillette Ave., Gillette, WY 82716. Phone 307-682-5101.

Mid 015337-000

- PROGRAMMING DESCRIPTION
KOLL (FM): Contemporary format. NEWS: network commentator 3x/day; network/local news periodically thru day; weather 2x/hr. SPORTS: periodically thr day. Contact Representative for further details. Rec'd 10/4/82.

1. PERSONNEL
President—Stephen L. Hughes.
General Manager—Susan K. Hughes.
Operations Director—David D. Rurode.
2. REPRESENTATIVES
Eastman Radio, Inc./Intermountain Network.
3. FACILITIES
ERP 100,000 w.; 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC FM Radio Network.
Affiliated with Intermountain FM Network.

TIME RATES

No. 6 Eff 8/15/83—Rec'd 9/1/83.

- A—Mon thru Sat 6-9 am & 3-6 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION—1 MINUTE
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
A 14.50 14.20 13.90 13.60 13.30 12.70
B 13.30 13.00 12.70 12.40 12.10 11.50
- 30 SECONDS
A 10.10 9.90 9.70 9.50 9.30 8.90
B 9.30 9.10 8.90 8.70 8.50 8.10

ANNUAL BULK

- 1 min — 30 sec —
500x 1000x 500x 1000x
A 12.70 12.00 8.90 8.40
B 11.50 10.80 8.10 7.60
9/85 (SMD)

Green RiverSweetwater County—Map Location E-5
See SRDS Consumer market map and data at beginning of the state.**KUGR**1976
GREEN RIVER

Mid 015338-000

See SRDS Spot Radio Small Markets Edition.

GreybullBig Horn County—Map Location E-2
See SRDS Consumer market map and data at beginning of the state.**KMMZ**1979
GREYBULL

Mid 015339-000

See SRDS Spot Radio Small Markets Edition.

JacksonTeton County—Map Location D-3
See SRDS Consumer market map and data at beginning of the state.**KMTN (FM)**1974
JACKSONMedia Code 4 252 4050 4.00
Teewinot Broadcasting, Inc.,
Gaslight Alley, Box 927, Jackson, WY 83001. Phone 307-733-4500.

Mid 015340-000

- PROGRAMMING DESCRIPTION
KMTN (FM): MUSIC: Adult AOR. Contact Representative for further details. Rec'd 6/8/81.

1. PERSONNEL
Owner—Jeff Woodruff.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
ERP 48,000 w. (horiz.), 48,000 w. (vert.); 96.9 mhz. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1064 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

No. 8 Eff 1/1/82—Rec'd 9/2/83.

6. SPOT ANNOUNCEMENTS
PER WK: 6 am-9 pm - 9 pm(*) - - (*)-6 am -
1 min 30 sec 1 min 30 sec 1 min 30 sec
14 ti 12.00 9.00 7.50 5.50 4.00 3.00
21 ti 11.50 8.50 7.00 5.00 3.50 2.50
28 ti 11.00 8.00 6.50 4.50 3.00 2.00
35 ti 10.50 7.50 6.00 4.00 2.50 1.50
50 ti 8.50 5.50 5.00 3.00 1.50 1.00
(*) Midnight.

7. PACKAGE PLANS
SEASONAL—MINIMUM 13 WEEKS
PER WK: 6 am-9 pm - 9 pm(*) - - (*)-6 am -
1 min 30 sec 1 min 30 sec 1 min 30 sec
14 ti 11.00 8.00 7.00 5.00 3.50 2.50
21 ti 10.50 7.50 6.50 4.50 3.00 2.00
28 ti 10.00 7.00 6.00 4.00 2.50 1.50
35 ti 9.50 6.50 5.50 3.50 2.00 1.00
- ANNUAL—52 WEEKS
14 ti 10.00 7.00 6.50 4.50 3.00 2.00
21 ti 9.50 6.50 6.00 4.00 2.50 1.50
28 ti 9.00 6.00 5.50 3.50 2.00 1.00
35 ti 8.50 5.50 5.00 3.00 1.50 .50
(*) Midnight. (SMD)

KSGT1962
JACKSON

Mid 015341-000

See SRDS Spot Radio Small Markets Edition.

KemmererLincoln County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.**KMER**1962
KEMMERER

Mid 015342-000

See SRDS Spot Radio Small Markets Edition.

LanderFremont County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.**KDLY (FM)**1975
LANDER

Mid 015343-000

See SRDS Spot Radio Small Markets Edition.

KOVE1948
LANDER

Mid 015344-000

See SRDS Spot Radio Small Markets Edition.

WYOMING
U. S. POSSESSIONS
AMERICAN SAMOA
GUAM
MARIANA ISLANDS
VIRGIN ISLANDS

Laramie

Albany County—Map Location G-5
 See SRDS Consumer market map and data at beginning of the state.

KJO
 (formerly KOJO)
 1962
 LARAMIE



Media Code 4 252 5100 6.00 Mid 015346-000
 Rocky Mountain Radio Corp.
 Box 818, 409 S. Fourth St., Laramie, WY 82070. Phone 307-745-7396.

2. REPRESENTATIVES
 John L. McGuire, Inc.
 1 min rate 1x: 12.00.

KOWB
 1947
 LARAMIE
 A Curt Gowdy Station

Media Code 4 252 5400 0.00 Mid 015347-000
 Curt Gowdy Broadcasting, Inc.
 S. Soldier Springs Rd., P O Box 1290, Laramie, WY 82070. Phone 307-745-4888.

PROGRAMMING DESCRIPTION
 KOWB: MUSIC: Contemporary. NEWS: network at :60, local at :57. News director. SPORTS: play-by-play high school & university. Sports director. Contact Representative for further details. Rec'd 8/26/82.

1. PERSONNEL
 President—Curt Gowdy.
 General Manager—Andrew W. Hoefer.
 Sports Director—Pat Gabriel.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 5,000 w.; 1290 khz. Directional.
 Operating schedule: 5:30-12:30 am. MST.

4. AGENCY COMMISSION
 15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
 General: 2a, 3a, 4a, 5, 6a, 7a, 8.
 Rate Protection: 10c, 14, 15c, 16.
 Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33b.
 Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 51a.
 Comb.; Cont. Discounts: 60h, 61b, 62b.
 Cancellation: 70a, 70c, 71a, 72, 73a.
 Prod. Services: 80, 82.
 Affiliated with ABC Information Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
 No. 37 Eff 9/15/83—Rec'd 9/1/83.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	11.00	10.70	10.40	10.10	9.80	9.50
30 sec	8.80	8.60	8.30	8.10	7.80	7.50
CLASS B						
1 min	9.50	9.20	8.90	8.60	8.30	8.00
30 sec	7.60	7.40	7.20	6.90	6.60	6.30

8. PROGRAM TIME RATES

5 min	1x	52x	156x	260x
	12.00	11.20	10.60	10.00
	9/85			(SMD)

KRQU (FM)
 1974
 LARAMIE



Media Code 4 252 5550 2.00 Mid 015345-000
 Rocky Mountain Radio Corp.
 Box 818, 409 S. Fourth St., Laramie, WY 82070. Phone 307-745-7397.

2. REPRESENTATIVES
 John L. McGuire, Inc.
 1 min rate 1x: 13.00.

Newcastle

Weston County—Map Location G-3
 See SRDS Consumer market map and data at beginning of the state.

KASL
 1953
 NEWCASTLE

Media Code 4 252 5700 3.00 Mid 015348-000
 Radio Broadcasters, Inc.,
 216 W. Main St., Newcastle, WY 82701. Phone 307-746-4433.

PROGRAMMING DESCRIPTION
 KASL: Emphasis on local news, sports & community events; AIR PERSONALITIES handle all segments. NEWS: local incl 70 newscasts/wk handled by dir.; daily community forum. FARM: Agri Data News, Farm & Ranch, 3 15-min programs/day with Paul Hartman M-F. Contact Representative for further details. Rec'd 1/27/84.

1. PERSONNEL
 President—Lee Hall.
 Vice-President—Greg Kath.
 Station Manager—Mac Harvey.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 1,000 w.; 250 w. nights; 1240 khz. Non-directional.
 Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with ABC Information Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
 No. 47 Eff 7/1/81—Rec'd 8/24/81.
 A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.50	7.35	7.20	7.05	6.90	6.75
30 sec	6.00	5.90	5.75	5.65	5.50	5.40
CLASS B						
1 min	6.30	6.15	6.00	5.85	5.70	5.55
30 sec	5.05	4.90	4.80	4.70	4.55	4.45

8. PROGRAM TIME RATES

5 min	1x	52x	156x	260x
	12.00	11.20	10.60	10.00
	9/85			(SMD)

Powell

Park County—Map Location E-2
 See SRDS Consumer market map and data at beginning of the state.

KLZY (FM)
 1982
 POWELL

Mid 031943-000
 See SRDS Spot Radio Small Markets Edition.

KPOW
 1941
 POWELL

Media Code 4 252 6000 7.00 Mid 015349-000
 Radio West Inc.
 912 Lane 11-1/2, Box 968, Powell, WY 82435. Phone 307-754-2251.

1. PERSONNEL
 Manager—Robert L. Cross.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 5,000 w.; 1,000 w. nights; 1260 khz. Directional nights.
 Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
 15/0.

5. GENERAL ADVERTISING See coded regulations
 FM facilities: KLZY (FM).
 Affiliated with ABC Information Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain Farm/Ranch Network.
 Member: Northern Ag Network.

TIME RATES
 Eff—Rec'd 8/14/84.

6. SPOT ANNOUNCEMENTS

PER WK:	ROS					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	17.25	15.53	14.95	14.38	13.80	12.65
30 sec	14.95	13.23	12.65	12.08	11.50	10.93
SPECIFIED						
1 min	21.56	19.41	18.96	17.97	17.25	15.81
30 sec	18.69	16.53	15.81	15.09	14.38	13.66

9/85 (SMD)

Rawlins

Carbon County—Map Location F-4
 See SRDS Consumer market map and data at beginning of the state.

KRAL
 1947
 RAWLINS

Media Code 4 252 6300 1.00 Mid 015350-000
 IHLI Broadcasting, Inc.,
 600 Higley Blvd., Box 120, Rawlins, WY 82301. Phone 307-324-2711.

PROGRAMMING DESCRIPTION
 KRAL: MUSIC: Adult Contemporary. NEWS: network at :55; local at :60; news director. SPORTS: play-by-play high school football & basketball. Contact Representative for further details. Rec'd 8/28/84.

1. PERSONNEL
 Pres. & Gen'l Mgr.—Leonard Page.
 Business Manager—Paul Child.
 Program Director—Chris Bigelow.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.
 Northwest—The Tacher Company.

3. FACILITIES
 1,000 w.; 250 w. nights; 1240 khz. Non-directional.
 Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
 15%.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with ABC Contemporary Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain Farm/Ranch Network.

TIME RATES
 No. 48 Eff 6/29/81—Rec'd 6/22/81.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	17.50	16.50	15.50	15.00	14.00	13.00
30 sec	13.00	12.00	11.50	11.00	10.50	10.00
CLASS B						
1 min	13.00	12.00	11.50	11.00	10.50	10.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	260x
	40.50	39.50	39.00	38.50	38.00
	9/85				(SMD)

Riverton

Fremont County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

KTAK (FM)
 1976
 RIVERTON

Media Code 4 252 6450 4.00 Mid 015351-000
 Riverton Broadcasting Co., Inc.,
 S. Federal St., Box 393, Riverton, WY 82501. Phone 307-856-2251.

1. PERSONNEL
 General Manager—Jeff Kehl.
 Chief Engineer—Jerry Yennie.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.9 mhz. Stereo.
 Operating schedule: 6-2 am. MST.
 Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION
 15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
 AM facilities: KVOW.
 Affiliated with ABC Entertainment Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain FM Network.
 Member: Intermountain MF/RN.
 Sold in combination with KVOW. See that listing.

TIME RATES
 No. 15R Eff 7/15/83—Rec'd 10/3/83.
 A—Mon thru Sat 6-10 am, 11:45 am-1 pm, 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	8.70	8.50	8.30	8.10	7.90	7.70
30 sec	7.00	6.80	6.60	6.50	6.30	6.10
CLASS B						
1 min	7.00	6.80	6.60	6.40	6.00	6.00
30 sec	5.60	5.50	5.30	5.10	4.80	4.80

9/85 (SMD)

KVOW
 1948
 RIVERTON

Media Code 4 252 6600 4.00 Mid 015352-000
 Riverton Broadcasting Co., Inc.,
 603 E. Pershing St., Box 393, Riverton, WY 82501. Phone 307-856-2251.

1. PERSONNEL
 General Manager—Jeff S. Kehl.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 1,000 w.; 1450 khz. Non-directional.
 Operating schedule: 5:30-2:00 am. MST.

4. AGENCY COMMISSION
 15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
 FM facilities: KTAK (FM).
 Affiliated with MBS.
 Affiliated with Music Country Radio Network.
 Affiliated with ABC Information Radio Network.
 Affiliated with Intermountain Network.
 Affiliated with Intermountain Farm/Ranch Network.
 Member: Northern Ag Network.

TIME RATES
 No. 15R Eff 7/15/83—Rec'd 10/3/83.
 A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.70	11.40	11.10	10.80	10.50
30 sec	9.60	9.30	9.10	8.90	8.70	8.50
CLASS B						
1 min	9.80	9.60	9.40	9.20	8.80	8.80
30 sec	7.90	7.70	7.50	7.40	7.10	7.10

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	260x
	14.00	13.40	13.10	12.80	12.50
	9/85				(SMD)

KVOW/KTAK (FM) COMBINATION

7. PACKAGE PLANS

PER WK:	SATURATION CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	18.60	18.20	17.80	17.30	16.80	16.30
30 sec	15.00	14.50	14.20	13.90	13.50	13.00
CLASS B						
1 min	15.10	14.80	14.40	14.10	13.20	13.20
30 sec	12.20	11.90	11.50	11.30	10.70	10.70

8. PROGRAM TIME RATES

5 min	1x	52x	104x	156x	260x
	21.00	20.40	20.10	19.80	19.50
	9/85				(SMD)

Rock Springs

Sweetwater County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

KQSW (FM)
 1977
 ROCK SPRINGS

Mid 015353-000
 See SRDS Spot Radio Small Markets Edition.

KRKK
 1938
 ROCK SPRINGS

Mid 015354-000
 See SRDS Spot Radio Small Markets Edition.

KSIT (FM)
 1981
 ROCK SPRINGS

Media Code 4 252 6949 5.00 Mid 028215-000
 Imperial Broadcasting Company, Inc.
 1750 Sunset Dr., Suite B, Box 1058, Rock Springs, WY 82901. Phone 307-362-7034.

PROGRAMMING DESCRIPTION
 KSIT (FM): MUSIC: Adult Contemporary, emphasis on current hits. AIR PERSONALITIES handle all segments. NEWS: ABC, local, Paul Harvey, Howard Cosell. FEATURES: locally produced public affairs & editorial features. COMMERCIAL POLICY: 11 minutes/hr. Contact Representative for further details. Rec'd 12/27/84.

1. PERSONNEL
 President—Barbara Mathis.
 Sales Manager—Charles Reeves.
 Program Manager—John Beach.

2. REPRESENTATIVES
 Eastman Radio, Inc./Intermountain Network.

3. FACILITIES
 ERP 94,000 w. (horiz.), 94,000 w. (vert.); 104.5 mhz. Stereo.
 Operating schedule: 24 hours daily. MST.
 Antenna ht.: 1,630 ft. above average terrain.

4. AGENCY COMMISSION
 15/5; 10th of month following billing.

5. GENERAL ADVERTISING See coded regulations
 Affiliated with Intermountain Network.

TIME RATES
 Eff—Rec'd 12/27/84.

6. SPOT ANNOUNCEMENTS

6-10 am, midnight-1 pm & 4-7 pm	1 min
	13.00
All other times	8.50
	9/85 (SMD)

Sheridan

Sheridan County—Map Location F-2
 See SRDS Consumer market map and data at beginning of the state.

KROE
 1961
 SHERIDAN

Mid 015355-000
 See SRDS Spot Radio Small Markets Edition.

KROE-FM1976
SHERIDAN

Mid 015357-000

See SRDS Spot Radio Small Markets Edition.

KWYO1934
SHERIDANMedia Code 4 252 7500 5.00
Community Media Inc.
Box 727, Sheridan, WY 82801. Phone 307-674-4461.

Mid 015357-000

KWYO: MUSIC: Contemporary Country. Contact Representative for further details. Rec'd 3/30/79.

- PERSONNEL**
President—David Palmerlee.
General Manager—Don Hargis.
Sales Manager—Kenneth Plich.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
5,000 w., 500 w. nights; 1410 khz. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING** See coded regulations
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Farm/Ranch Network.
Affiliated with Intermountain Network.

TIME RATES

No. 51 Elf 3/1/84—Rec'd 2/27/84.
AAA—Mon thru Fri 6:30-8 am, noon-1 pm & 5-6 pm.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-3 pm; all day Sun; also applicable
25% each daypart—6-10 am, 10 am-3 pm, 3-7 pm & 7
pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	19.10	17.30	15.60	14.10	12.10
30 sec	10.60	9.60	8.60	7.80	6.70
1 min	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	17.30	15.60	14.10	12.70	11.00
30 sec	9.60	8.60	7.80	7.10	6.00
1 min	CLASS A				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	15.60	14.10	12.70	11.40	9.90
30 sec	8.60	7.80	7.10	6.40	5.40

9/85 (SMD)

Thermopolis

Hot Springs County—Map Location E-3
See SRDS Consumer market map and data at beginning of
the state.

KTHE1955
THERMOPOLIS

Mid 015358-000

See SRDS Spot Radio Small Markets Edition.

Torrington

Goshen County—Map Location H-4
See SRDS Consumer market map and data at beginning of
the state.

KERM (FM)1976
TORRINGTON

Mid 015359-000

See SRDS Spot Radio Small Markets Edition.

KGOS1950
TORRINGTON
NRBA

Mid 015360-000

Media Code 4 252 8400 7.00
Kath Broadcasting
West Valley Rd., Box 670, Torrington, WY 82240. Phone
307-532-2158.

PROGRAMMING DESCRIPTION

KGOS: Programmed for local community. MUSIC: MOR.
NEWS: local plus farm, ranch, heavy local & area. Con-
tact Representative for further details. Rec'd 11/29/76.

- PERSONNEL**
General Manager—William L. Law.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w., 250 w. nights; 1490 khz. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations
FM facilities: KERM (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

No. 51 Elf 10/1/84—Rec'd 9/28/84.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	10.00	9.60	9.20	8.80	8.40	8.00
30 sec	8.00	7.70	7.40	7.10	6.70	6.40
1 min	CLASS B					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	9.00	8.60	8.20	7.80	7.40	7.00
30 sec	7.20	6.90	6.60	6.30	5.90	5.60

8. PROGRAM TIME RATES

5 min	1x				
	52x	104x	156x	260x	ANNUAL
5 min	22.00	16.70	14.10	11.60	10.00

10. SPECIAL FEATURES

Henry Prado Spanish program—Ea 12.00.

KGOS/KERM (FM) COMBINATION**7. PACKAGE PLANS**

PER WK:	SATURATION—CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	18.00	17.30	16.60	15.90	15.20	14.40
30 sec	14.40	13.90	13.40	12.80	12.10	11.60
1 min	CLASS B					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.20	15.50	14.80	14.10	13.40	12.60
30 sec	13.00	12.40	11.90	11.40	10.60	10.10

8. PROGRAM TIME RATES

5 min	1x				
	52x	104x	156x	260x	ANNUAL
5 min	39.60	30.00	25.40	20.90	18.00

Wheatland

Platte County—Map Location G-4
See SRDS Consumer market map and data at beginning of
the state.

KYCN1960
WHEATLAND

Mid 015361-000

See SRDS Spot Radio Small Markets Edition.

Worland

Washakie County—Map Location F-3
See SRDS Consumer market map and data at beginning of
the state.

KENB (FM)1980
WORLAND

Mid 015362-000

Media Code 4 252 8850 3.00
KWOR, Inc.,
Rt. 2, 1340 Radio Dr., Worland, WY 82401. Phone 307-
347-3231.

PROGRAMMING DESCRIPTION

KENB (FM): MUSIC: Easy Listening; Beautiful. Contact
Representative for further details. Rec'd 6/25/84.

- PERSONNEL**
Manager—Ken Brown.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
ERP 1,778 w. (horiz.), 1,778 w. (vert.); 95.9 mhz. Stereo.
Operating schedule: 6 am-11 pm. MST.
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations
AM facilities: KWOR.
Affiliated with ABC Entertainment Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain FM Network.

TIME RATES

5 min	1x				
	52x	104x	156x	260x	ANNUAL
5 min	22.00	16.70	14.10	11.60	10.00

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

KTAG (FM)1981
CODY

Mid 023337-000

See listing under city of license.

KWOR1946
WORLAND
NRBA

Media Code 4 252 9000 4.00 Mid 015363-000

KWOR, Inc.,
Rt. 2, Worland, WY 82401. Phone 307-347-3231.

PROGRAMMING DESCRIPTION

KWOR: MUSIC: Modern Country. Contact Representative
for further details. Rec'd 6/25/84.

- PERSONNEL**
Manager—Ken Brown.
- REPRESENTATIVES**
Eastman Radio, Inc./Intermountain Network.
- FACILITIES**
1,000 w., 250 w. nights; 1340 khz. Non-directional.
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**
None; all rates net to station. Payment with order deduct
5%.

5. GENERAL ADVERTISING See coded regulations

FM facilities: KENB (FM).
Affiliated with ABC Information Radio Network.
Affiliated with Intermountain Network.
Affiliated with Intermountain Farm/Ranch Network.

TIME RATES

9/85

(SMD)

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

U. S. POSSESSIONS**AMERICAN SAMOA****Leone****WVUV**1975
LEONE, OA

Media Code 4 252 9499 8.00 Mid 015364-000
Radio Samoa, Ltd.,
Box 2567 Pago Pago, American Samoa, OA 96799.
Phone 684-688-1120, 688-7511.
Other Office: 1060 Bishop St. Honolulu, HI 96813.
Phone 808-524-3111, Telex 7238538, 8538 KHVH.

PROGRAMMING DESCRIPTION

WVUV: Programming bilingual, English & Samoan.
MUSIC: MOR & Pacific. Contact Representative for
further details. Rec'd 3/28/78.

- PERSONNEL**
President—Lawrence S. Berger.
General Manager—Dan Langkilde.
National Sales Manager—Ray Sweeney, Honolulu.

2. REPRESENTATIVES

Intercontinental Services Ltd.

3. FACILITIES

10,000 w. 648 khz. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

PER WK:	Eff—Rec'd 10/2/84.					
	AAA	AA	A	AAA	AA	A
1 ti	14.60	12.60	10.00	11.75	10.10	8.00
12 ti	14.00	12.20	9.55	11.25	9.70	7.65
18 ti	13.25	11.45	8.90	10.65	9.20	7.20
25+	12.00	10.85	8.25	9.65	8.50	6.55

6. SPOT ANNOUNCEMENTS

PER WK:	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 ti	14.60	12.60	10.00	11.75	10.10	8.00
12 ti	14.00	12.20	9.55	11.25	9.70	7.65
18 ti	13.25	11.45	8.90	10.65	9.20	7.20
25+	12.00	10.85	8.25	9.65	8.50	6.55

Class C: Flat 1-min 3.00; 30-sec 2.25.

10 sec: 50% of 1-min.

Fixed position, extra 25%.

7. PACKAGE PLANS

20 ti	WEEKLY		1 min	30 sec
	AAA	AA		
20 ti (5AAA, 5AA, 8A, 2C)	185	145		
30 ti (7AAA, 7AA, 13A, 3C)	250	195		
40 ti (9AAA, 9AA, 18A, 4C)	305	240		
DAILY SMASH—WITHIN 24 HOURS				
10 ti (1AAA, 2AA, 6A, 1C)	90	73		
20 ti (2AAA, 4AA, 12A, 2C)	152	120		
40 ti (5AAA, 7AA, 22A, 6C)	265	210		

Contracted schedule is doubled with all DYP spots airing
between 7 pm & 5 am for 10% of contracted rate.

CONTRACT DISCOUNT

13 wk—5% 52 wk—15%

8. PROGRAM TIME RATES

1 x	1/2 hr				10 min	5 min
	80	55	45	33		
52 x	55	37	33	22		

10. SPECIAL FEATURES

NEWCASTS: AAA AA A
Ea 30 28 23
5-min sponsorship incl open & close plus 2 spots.
Fa'a'aliga—Samoan/local spot for a wedding, funeral,
saof'i'a, etc. 1-5 min, flat 20.00.
Production charges—1-min 6.25; 30-sec 4.75; 10-sec
3.25.

(SMD)

GUAM**Agana****KGUM**1975
AGANA

Mid 027550-000

See SRDS Spot Radio Small Markets Edition.

KUAM1954
AGANA

Mid 015365-000

See SRDS Spot Radio Small Markets Edition.

KUAM-FM1966
AGANA

Mid 015366-000

See SRDS Spot Radio Small Markets Edition.

MARIANA ISLANDS**Saipan****WSZE**1976
SAIPAN

Mid 015367-000

See SRDS Spot Radio Small Markets Edition.

VIRGIN ISLANDS**St. Croix****WIVI-FM**1965
ST. CROIX

Mid 015368-000

See SRDS Spot Radio Small Markets Edition.

WSTX1952
ST. CROIX

Mid 015369-000

See SRDS Spot Radio Small Markets Edition.

WSTX-FM1984
ST. CROIX

Mid 035501-000

Listing will be published in the April 1985 issue of Spot
Radio Small Markets Edition.

WVIS (FM)1973
ST. CROIX

Mid 015370-000

See SRDS Spot Radio Small Markets Edition.

St. Thomas**WSTA**1950
ST. THOMAS

Mid 015372-000

See SRDS Spot Radio Small Markets Edition.

VIRGIN ISLANDS

St. Thomas—cont

WVWI

1962
ST. THOMAS

Media Code 4 255 6500 9.00 Mid 015373-000
Thousand Islands Corp.,
Franklin Bldg., Market Sq., Box 5678, St. Thomas, VI
00801. Phone 809-776-1000.

PROGRAMMING DESCRIPTION

WVWI: Full service format, emphasis news, sports, special events. MUSIC: Adult Contemporary. Rec'd 10/7/83.

1. **PERSONNEL**
Pres./Gen'l Mgr.—Robert E. Noble.
Vice-Pres. & Sta. Mgr.—Rick Ricardo.
Vice-Pres. & Dir. of Sales—Harvey Henne.
3. **FACILITIES**
5,000 w., 1,000 w. nights; 1000 khz. Non-directional.
Operating schedule: 24 hours daily, AST.
4. **AGENCY COMMISSION**
20/0 time only; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
Program overtime billed at applicable 1-minute spot rate per minute or portion thereof. No discounts or commissions.
Affiliated with CBS & MBS.
Affiliated with NBC—Talknet.

TIME RATES

No. 12 Eff 2/1/85—Rec'd 2/4/85.

AAAA—Mon thru Fri 6:30-8 am & 5-6 pm.
AAA—Mon thru Fri 6-6:30 am, 8-10 am, 4-5 pm & 6-6:30 pm.
AA—Mon thru Fri 10 am-4 pm, 6:30-9 pm & 6-noon.
A—Sat/Sun All other times.

6. **SPOT ANNOUNCEMENTS**
- | | AAAA | AAA | AA | A |
|--------------|-------|-------|-------|-------|
| 1 min | 23 | 22 | 16.50 | 11.00 |
| 30 sec | 26.00 | 17.50 | 13.00 | 9.00 |
| 15 sec | | 13.00 | 10.00 | 7.00 |
- SPOT DOLLAR VOLUME DISCOUNT—TOTAL GROSS
- | CONTRACT | DISCOUNT | TOTAL GROSS |
|----------|----------|-------------|
| 5,000.00 | 5% | 10,000.00 |

7. **PACKAGE PLANS**
- | PLAN, ROS, 7 CONSEC DAYS: | Cost |
|---|------|
| A—60 1-min or 80 30-sec or 120 15-sec | 480 |
| B—45 1-min or 60 30-sec or 90 15-sec | 390 |
| C—30 1-min or 40 30-sec or 60 15-sec | 280 |
| D—15 1-min or 20 30-sec or 30 15-sec | 150 |
| E—7 1-min or 10 30-sec or 15 15-sec | 80 |

8. **PROGRAM TIME RATES**
- | FLAT: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|------------|------|--------|--------|-------|
| AAAA | 220 | 132 | 88 | 44 |
| AAA | 165 | 99 | 66 | 33 |
| AA | 110 | 66 | 44 | 22 |

10. **SPECIAL FEATURES**
- Conversation—Mon thru Fri 9-10 am, 1 days/wk, per day 23.00; 2 days/wk, per day 20.00; 3 days/wk, per day 18.00.
Niteline—Mon thru Fri 7:30-9 pm, 2 days/wk, per day 15.00; 3 days/wk, per day 14.00; 5 days/wk, per day 12.00.

(SMD)

Call Letter Index to AM Radio Stations

CANADIAN STATIONS:

CFOB—Fort Frances (International Falls, MN.)

CKLW—Windsor (Detroit Urban Area, MI.)

MEXICAN STATIONS:

XEAS—Nuevo Laredo, MX (Laredo, TX.)

XEK—Nuevo Laredo (Laredo, TX.)

XEMO—Tijuana, MX (San Diego, CA.)

XENU—Nuevo Laredo, MX (Laredo, TX.)

XEROK—Ciudad Juarez, Mexico (El Paso, TX.)

XETRA—Tijuana (San Diego, CA.)

XEWG—Ciudad Juarez, Mex. (El Paso, TX.)

XEWL—Nuevo Laredo, MX (Laredo, TX.)

XEXX—Tijuana, MX (San Diego, CA.)

UNITED STATES STATIONS:

KAAA—Kingman, AZ.

KAAB—Balsville, AR.

KAAM—Dallas, TX.

KAAN—Bethany, MO.

KAAP—Santa Paula, CA.

KAAR—Vancouver, WA, OR.

KAAY—Little Rock, AR.

KABC—Los Angeles, CA.

KABJ—Ablene, KS.

KABL—Oakland, CA.

KABN—Big Lake, AK.

KABO—Albuquerque, NM.

KABS—Pine Bluff, AR.

KACH—Preston, ID.

KACI—The Dalles, OR.

KACJ—Greenwood, AR.

KACO—Bellville, TX.

KACT—Andrews, TX.

KADA—Ada, OK.

KADE—Boulder, CO.

KADO—Texarkana, TX.

KADR—Elkader, IA.

KADS—Elk City, OK.

KAFF—Santa Fe, NM.

KAFR—Walla Walla, WA.

KAFY—Bakersfield, CA.

KAGC—Bryan, TX.

KAGE—Winona, MN.

KAGH—Crossett, AR.

KAGI—Grants Pass, OR.

KAGO—Klamath Falls, OR.

KAGT—Anacortes, WA.

KAGY—Port Sulphur, LA.

KAHI—Auburn, GA.

KAIM—Honolulu, HI.

KAIR—Tucson, AZ.

KAJO—Grants Pass, OR.

KAKA—Dermott, AR.

KAKZ—Wichita, KS.

KALB—Alexandria, LA.

KALE—Richland, WA.

KALI—San Gabriel, CA.

KALL—Salt Lake City, UT.

KALM—Thayer, MO.

KALO—Port Arthur, TX.

KALT—Atlanta, TX.

KALV—Awa, OK.

KALY—El Paso, TX.

KAMA—El Paso, TX.

KAMD—Camden, AR.

KAMI—Cozad, NE.

KAML—Kennedy-Karnes City, TX.

KAMO—Rogers, AR.

KAMP—El Centro, CA.

KAMQ—Carlsbad, NM.

KAMT—Tacoma, WA.

KAMX—Albuquerque, NM.

KANA—Anaconda, MT.

KAND—Corsicana, TX.

KANE—New Iberia, LA.

KANI—Wharton, TX.

KANO—Anoka, MN.

KANS—Larned, KS.

KAOK—Lake Charles, LA.

KAOL—Carrollton, MO.

KAPA—Raymond, WA.

KAPB—Marksville, LA.

KAPE—San Antonio, TX.

KAPR—Douglas, AZ.

KAPS—Mount Vernon, WA.

KAPY—Port Angeles, WA.

KAPZ—Bald Knob, AR.

KARE—Atchison, KS.

KARI—Blaine, WA.

KARN—Little Rock, AR.

KARS—Belen, NM.

KART—Jerome, ID.

KARV—Russellville, AR.

KARY—Prosser, WA.

KASA—Phoenix, AZ.

KASH—Eugene, OR.

KASI—Ames, IA.

KASL—Newcastle, WY.

KASM—Albany, MN.

KASO—Minden, LA.

KAST—Astoria, OR.

KASY—Auburn, WA.

KATA—Arcata, CA.

KATE—Albert Lea, MN.

KATI—Casper, WY.

KATL—Miles City, MT.

KATO—Safford, AZ.

KATP—Plentywood, MT.

KATT—Oklahoma City, OK.

KATY—San Luis Obispo, CA.

KATZ—St. Louis, MO.

KAUL—North Little Rock, AR.

KAUS—Austin, MN.

KAVA—Burney, CA.

KAVI—Rocky Ford, CO.

KAVL—Lancaster, CA.

KAVR—Apple Valley, CA.

KAWL—York, NE.

KAWS—Hemphill, TX.

KAWW—Heber Springs, AR.

KAYC—Beaumont, TX.

KAYK—Pueblo, CO.

KAYL—Storm Lake, IA.

KAYO—Aberdeen, WA.

KAYR—Van Buren, AR.

KAYS—Hays, KS.

KAYT—Rupert, ID.

KAZA—Gilroy, CA.

KAZM—Sedona, AZ.

KBAD—Carlsbad, NM.

KBAL—Morro Bay, CA.

KBAL—San Saba, TX.

KBAM—Longview, WA.

KBAN—Bowie, TX.

KBAR—Burley, ID.

KBBA—Benton, AR.

KBBS—Borger, TX.

KBBI—Tulsa, OK.

KBBO—Yakima, WA.

KBBO—Ventura, CA.

KBBR—North Bend, OR.

KBBS—Buffalo, WY.

KBVV—Big Bear Lake, CA.

KBWW—Waco-Marlin, TX.

KBXX—Centerville, UT.

KBCC—Cuba, MO.

KBCH—Lincoln City, OR.

KBCL—Shreveport, LA.

KBCCM—Tremont, UT.

KBCCO—Roswell, NM.

KBCCR—Steamboat Springs, CO.

KBEA—Mission, KS.

KBEC—Waxahachie, TX.

KBEL—Idabel, OK.

KBEN—Carrizo Springs, TX.

KBET—Reno, NV.

KBFW—Blue Earth, MN.

KBFI—Bonners Ferry, ID.

KBFS—Belle Fourche, SD.

KBFW—Bellingham-Ferndale, WA.

KBGN—Caldwell, ID.

KBHB—Sturgis, SD.

KBHC—Nashville, AR.

KBHS—Hot Springs, AR.

KBIF—Fresno, CA.

KBIM—Roswell, NM.

KBIX—Muskegon, OK.

KBIZ—Ottumwa, IA.

KBJM—Lemmon, SD.

KBJT—Fordyce, AR.

KBKB—Fort Madison, IA.

KBKR—Baker, OR.

KBLC—Lakeport, CA.

KBLE—Seattle, WA.

KBLF—Red Bluff, CA.

KBLL—Blackfoot, ID.

KBLL—Helena, MT.

KBLO—Logan, UT.

KBLS—Santa Barbara, CA.

KBLU—Yuma, AZ.

KBMN—Bozeman, MT.

KBMO—Benson, MN.

KBMR—Bismarck, ND.

KBMV—Birch Tree, MO.

KBMW—Breckenridge-Wahpeton, ND.

KBND—Bend, OR.

KBNO—Denver, CO.

KBOA—Kennett, MO.

KBOE—Oskaloosa, IA.

KBOI—Boise, ID.

KBOK—Malvern, AR.

KBOL—Boulder, CO.

KBOP—Pleasanton, TX.

KBOR—Brownsville, TX.

KBOT—Cabot, AR.

KBOW—Butte, MT.

KBXX—North Little Rock, AR.

KBZZ—Prosser, WA.

KBRB—Ainsworth, NE.

KBRD—Mount Vernon, WA.

KBRE—Cedar City, UT.

KBRF—Fergus Falls, MN.

KBRI—Brinkley, AR.

KBRK—Brookings, SD.

KBRO—Bremerton, WA.

KBRO—Denver, CO.

KBRS—Springdale, AR.

KBRT—Avalon, CA.

KBTV—Soda Springs, ID.

KBUX—O'Neill, NE.

KBVZ—Freeport, TX.

KBSF—Springhill, LA.

KBSN—Moses Lake, WA.

KBST—Big Spring, TX.

KBTA—Batesville, AR.

KBTC—Houston, MO.

KBTM—Jonesboro, AR.

KBTN—Neosho, MO.

KBUC—San Antonio, TX.

KBUD—Athens, TX.

KBUF—Garden City, KS.

KBUG—Salt Lake City, UT.

KBUH—Brigham City, UT.

KBUK—Baytown, TX.

KBUW—Bemidji, MN.

KBUR—Burlington, IA.

KBUS—Mexico, TX.

KBWD—Brownwood, TX.

KBXM—Kennett, MO.

KBXT—Duluth, MN.

KBYE—Oklahoma City, OK.

KBYG—Big Spring, TX.

KBYP—Shamrock, TX.

KBYR—Anchorage, AK.

KBZY—Salem, OR.

KBZZ—La Junta, CO.

KCAB—Dardanelle, AR.

KCAL—Redlands, CA.

KCAM—Glennallen, AK.

KCAN—El Reno, OK.

KCAP—Helena, MT.

KCAR—Clarksville, TX.

KCAS—Slaton, TX.

KCAT—Pine Bluff, AR.

KCBF—Fairbanks, AK.

KCBN—Reno, NV.

KCBO—San Diego, CA.

KCBS—San Francisco, CA.

KCCB—Corning, AR.

KCCC—Carlsbad, NM.

KCCD—Paris, AR.

KCCN—Honolulu, HI.

KCCO—Lawton, OK.

KCCR—Pierre, SD.

KCCS—Salem, OR.

KCCU—Corpus Christi, TX.

KCEE—Tucson, AZ.

KCEY—Turlock, CA.

KCEZ—Butte, MT.

KCFI—Cedar Falls, IA.

KCFO—Tulsa, OK.

KCGS—Marshall, AR.

KCHA—Charles City, IA.

KCHE—Cherokee, IA.

KCHI—Chillicothe, MO.

KCHJ—Delano, CA.

KCHK—New Prague, MN.

KCHR—Charleston, MO.

KCHS—Truth or Consequences, NM.

KCID—Caldwell, ID.

KCII—Washington, IA.

KCIJ—Shreveport, LA.

KCIM—Carroll, IA.

KCIN—Victorville, CA.

KCIS—Edmonds, WA.

KCJB—Minot, ND.

KCJJ—Iowa City, IA.

KCKC—San Bernardino, CA.

KCKO—Spokane, WA.

K

Call Letter Index to AM Radio Stations continued

KHJ—Los Angeles, CA.
KHJK—Lockhart, TX.
KHLB—Burnet, TX.
KHLO—Hilo, HI.
KHMO—Hannibal, MO.
KHND—Harvey, ND.
KHOB—Hobbs, NM.
KHOG—Fayetteville, AR.
KHOL—Beulah, ND.
KHOS—San Angelo, TX.
KHOT—Madera, CA.
KHOW—Denver, CO.
KHOZ—Harrison, AR.
KHO—Spokane, WA.
KHRT—Minot, ND.
KHSJ—Hemet, CA.
KHSI—Chico, CA.
KHSN—Coos Bay, OR.
KHTT—San Jose, CA.
KHUB—Fremont, NE.
KHUG—Medford, OR.
KHVH—Honolulu, HI.
KHWH—Folsom, CA.
KHYM—Gilmer, TX.
KHYT—Tucson, AZ.
KHVV—Modesto, CA.
KIAK—Fairbanks, AK.
KIBL—Beeville, TX.
KIBS—Bishop, CA.
KICA—Clovis, NM.
KICD—Spencer, IA.
KICG—Springfield, MO.
KICO—Calexico, CA.
KICR—Oakdale, LA.
KICS—Hastings, NE.
KICX—McCook, NE.
KICY—Nome, AK.
KID—Idaho Falls, ID.
KIDD—Monterey, CA.
KIDN—Pueblo, CO.
KIDO—Boise, ID.
KIEL—Jacksonville, AR.
KIEV—Glendale, CA.
KIEZ—Beaumont, TX.
KIFG—Iowa Falls, IA.
KIFH—Honolulu, HI.
KIFW—Sitka, AK.
KIGO—St. Anthony, ID.
KIHN—Hugo, OK.
KIHR—Hood River, OR.
KIIO—Grand Junction, CO.
KIIS—Los Angeles, CA.
KIIX—Fort Collins, CO.
KIIZ—Killeen, TX.
KIJJ—Farwell, TX.
KIJV—Huron, SD.
KIKI—Honolulu, HI.
KIKK—Pasadena, TX.
KIKM—Sherman, TX.
KIKN—Sinton, TX.
KIKQ—Miami, AZ.
KIKR—Conroe, TX.
KIKS—Iota, KS.
KIKX—Manitou Springs, CO.
KIKZ—Seminole, TX.
KILE—Galveston, TX.
KILJ—Mount Pleasant, IA.
KILR—Estherville, IA.
KILT—Houston, TX.
KIMB—Kimball, NE.
KIML—Gillette, WY.
KIMM—Rapid City, SD.
KIMN—Denver, CO.
KIMP—Mount Pleasant, TX.
KINA—Salina, KS.
KIND—Independence, KS.
KINE—Kingsville, TX.
KING—Seattle, WA.
KINN—Alamogordo, NM.
KINO—Winslow, AZ.
KINS—Eureka, CA.
KINY—Juneau, AK.
KIOA—Des Moines, IA.
KIOT—Barstow, CA.
KIOX—Bay City, TX.
KIPA—Hilo, HI.
KIPO—Lihue, HI.
KIPR—Diboll, TX.
KIOI—San Francisco, CA.
KIOS—Willows, CA.
KIRL—St. Charles, MO.
KIRO—Seattle, WA.
KIRT—Mission, TX.
KIRV—Fresno, CA.
KIRX—Kirkville, MO.
KISA—Honolulu, HI.
KISO—El Paso, TX.
KIST—Santa Barbara, CA.
KIT—Yakima, WA.
KITI—Centralia-Chehalis, WA.
KIUL—Garden City, KS.
KIUN—Pecos, TX.
KIUP—Durango, CO.
KIVY—Crockett, TX.
KIWA—Sheldon, IA.

KIXC—Quanah, TX.
KIXL—Seattle, WA.
KIXM—Austin, TX.
KIXZ—Amarillo, TX.
KJAM—Madison, SD.
KJAN—Atlantic, IA.
KJAS—Jackson, MO.
KJAY—Sacramento, CA.
KJBC—Midland, TX.
KJCB—Lafayette, LA.
KJCF—Festus, MO.
KJCH—Cleveland, TX.
KJCK—Junction City, KS.
KJCY—Mountain Home, ID.
KJDY—John Day, OR.
KJEF—Jennings, LA.
KJEL—Lebanon, MO.
KJEM—Bentonville, AR.
KJET—Seattle, WA.
KJIN—Houma, LA.
KJJJ—Phoenix, AZ.
KJJR—Whitefish, MT.
KJJT—Odessa, TX.
KJLA—Kansas City, MO.
KJMB—Blythe, CA.
KJNO—Juneau, AK.
KJNP—North Pole, AK.
KJOC—Laramie, WY.
KJOE—Shreveport, LA.
KJOB—Lemoore, CA.
KJOY—Stockton, CA.
KJPW—Waynesville, MO.
KJON—Ogden, UT.
KJR—Seattle, WA.
KJRB—Spokane, WA.
KJRG—Newton, KS.
KJSA—Mineral Wells, TX.
KJSK—Columbus, NE.
KJUN—Puyallup, WA.
KJWH—Camden, AR.
KKAA—Aberdeen, SD.
KKAL—Arroyo Grande, CA.
KKAM—Palm Springs, CA.
KKAN—Phillipsburg, KS.
KKAQ—Thief River Falls, MN.
KKAS—Silsbee, TX.
KKAY—White Castle, LA.
KKBJ—Bemidji, MN.
KKBC—Aztec, NM.
KKBO—Houston, TX.
KKCC—Clinton, OK.
KKCI—Liberty, MO.
KKCM—St. Cloud, MN.
KKCQ—Fosston, MN.
KKDA—Grand Prairie, TX.
KKDI—Sheridan, AR.
KKEY—Portland, OR.
KKFX—Seattle, WA.
KKHI—San Francisco, CA.
KKHT—Colorado Springs, CO.
KKIC—Boise, ID.
KKID—Salinas, OK.
KKIK—Big Spring, TX.
KKIM—Albuquerque, NM.
KKIN—Aitkin, MN.
KKIS—Pittsburg, CA.
KKIT—Taos, NM.
KKJO—St. Joseph, MO.
KKLS—Rapid City, SD.
KKMX—Hayden, CO.
KKNX—Huntsville, TX.
KKOA—Minot, ND.
KKOJ—Jackson, MN.
KKOW—Kealakekua-Kona, HI.
KKOW—Pittsburg, KS.
KKOY—Chanute, KS.
KKOZ—Ava, MO.
KKS—Vancouver, WA, OR.
KKUA—Honolulu, HI.
KKUB—Brownfield, TX.
KKXL—Grand Forks, ND.
KKYN—Plainview, TX.
KKYX—San Antonio, TX.
KKZX—Davenport, IA.
KLAC—Los Angeles, CA.
KLAD—Klamath Falls, OR.
KLAJ—Murray, UT.
KLAM—Cordova, AK.
KLAR—Laredo, TX.
KLAT—Houston, TX.
KLAV—Las Vegas, NV.
KLAY—Lakewood, WA.
KLAZ—Little Rock, AR.
KLBA—Albia, IA.
KLBB—St. Paul, MN.
KLBJ—Austin, TX.
KLBM—La Grande, OR.
KLBS—Los Banos, CA.
KLCB—Libby, MT.
KLCL—Lake Charles, LA.
KLCN—Blytheville, AR.
KLCO—Branson, MO.
KLCY—Missoula, MT.
KLEA—Lovington, NM.
KLEB—Golden Meadow, LA.

KLEF—Ottumwa, IA.
KLEH—Anamosa, IA.
KLEI—Kailua, HI.
KLEM—Le Mars, IA.
KLEO—Wichita, KS.
KLER—Orofino, ID.
KLES—Joplin, MO.
KLEU—Waterloo, IA.
KLEX—Lexington, MO.
KLEY—Wellington, KS.
KLFB—Lubbock, TX.
KLFD—Litchfield, MN.
KLFF—Glendale, AZ.
KLFJ—Springfield, MO.
KLGA—Algona, IA.
KLGR—Redwood Falls, MN.
KLHT—Spokane, WA.
KLIB—Liberal, KS.
KLIC—Monroe, LA.
KLID—Poplar Bluff, MO.
KLIF—Dallas, TX.
KLJK—Jefferson City, MO.
KLIN—Lincoln, NE.
KLIP—Fowler, CA.
KLIQ—Portland, OR.
KLIV—San Jose, CA.
KLIX—Twin Falls, ID.
KLIZ—Brainerd, MN.
KLKC—Parsons, KS.
KLLA—Leesville, LA.
KLLB—Lompoc, CA.
KLLR—Walker, MN.
KLLS—Terrell Hills, TX.
KLMO—Longmont, CO.
KLMP—Lamar, CO.
KLMS—Lincoln, NE.
KLMX—Clayton, NM.
KLNG—Council Bluffs, IA.
KLNT—Clinton, IA.
KLNK—Lutkin, TX.
KLO—Ogden, UT.
KLOA—Ridgecrest, CA.
KLOC—Ceres, CA.
KLOE—Goodland, KS.
KLOG—Kelso, WA.
KLOH—Pipestone, MN.
KLOK—San Jose, CA.
KLOM—Lompoc, CA.
KLOO—Corvallis, OR.
KLOQ—Merced, CA.
KLOU—Lake Charles, LA.
KLOV—Loveland, CO.
KLPL—Lake Providence, LA.
KLPW—Union, MO.
KLPP—Parker, AZ.
KLRA—Little Rock, AR.
KLRR—Leadville, CO.
KLRS—Mountain Grove, MO.
KLSC—Watertown, SD.
KLSM—Springfield, MO.
KLSR—Memphis, TX.
KLSY—Bellevue, WA.
KLSZ—Denver, CO.
KLTC—Dickinson, ND.
KLTF—Little Falls, MN.
KLTI—Macon, MO.
KLTN—Albuquerque, NM.
KLTO—Salt Lake City, UT.
KLTR—Blackwell, OK.
KLTT—Brighton, CO.
KLTV—Glasgow, MT.
KLUB—Salt Lake City, UT.
KLUE—Longview, TX.
KLUP—Poteau, OK.
KLVI—Beaumont, TX.
KLVL—Pasadena, TX.
KLVT—Levelland, TX.
KLVU—Haynesville, LA.
KLWN—Lawrence, KS.
KLWT—Lebanon, MO.
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KLYO—Hamilton, MT.
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KLZ—Denver, CO.
KLZZ—San Diego, CA.
KMA—Shenandoah, IA.
KMAJ—Madill, OK.
KMAK—Fresno, CA.
KMAJ—Butler, MO.
KMAN—Manhattan, KS.
KMAO—Maquoketa, IA.
KMAR—Winnsboro, LA.
KMAS—Shelton, WA.
KMAV—Mayville, ND.
KMAV—Riverside, CA.
KMBL—Junction, TX.
KMBS—West Monroe, LA.
KMBZ—Kansas City, MO.
KMCD—Fairfield, IA.
KMCL—McCall, ID.
KMCV—Augusta, AR.
KMDO—Fort Scott, KS.
KMDY—Thousand Oaks, CA.
KMEF—Medford, OR.
KMEJ—San Bernardino, CA.
KMEQ—Phoenix, AZ.
KMER—Kemmerer, WY.
KMEZ—Dallas, TX.
KMFO—Aptos-Capitola, CA.
KMFR—Medford, OR.
KMFY—Richfield, MN.

KMHL—Marshall, MN.
KMHT—Marshall, TX.
KML—Cameron, TX.
KMIN—Grants, NM.
KMIS—Portageville, MO.
KMJ—Fresno, CA.
KMJC—El Cajon, CA.
KMJJ—North Las Vegas, NV.
KMKR—Meeker, CO.
KMLB—Monroe, LA.
KMLO—Vista, CA.
KMMJ—Grand Island, NE.
KMMM—Austin, TX.
KMMO—Marshall, MO.
KMMZ—Greynull, WY.
KMND—Midland, TX.
KMNS—Sioux City, IA.
KMOB—Moab, UT.
KMOD—Tulsa, OK.
KMOM—Monticello, MN.
KMOR—Great Falls, MT.
KMOO—Mineola, TX.
KMOX—St. Louis, MO.
KMOZ—Rolla, MO.
KMPC—Los Angeles, CA.
KMPG—Hollister, CA.
KMPL—Sikeston, MO.
KMPS—Seattle, WA.
KMRC—Morgan City, LA.
KMRR—Cameron, MO.
KMRS—Morris, MN.
KMRY—Des Moines, IA.
KMSD—Milbank, SD.
KMTI—Manti, UT.
KMTX—Helena, MT.
KMUL—Muleshoe, TX.
KMUS—Muskogee, OK.
KMUV—Conroe, TX.
KMVI—Wailuku, HI.
KMWX—Yakima, WA.
KMXX—Merkel, TX.
KMYC—Marysville, CA.
KMYZ—Pryor, OK.
KNAB—Burlington, CO.
KNAF—Fredericksburg, TX.
KNAK—Delta, UT.
KNAL—Victoria, TX.
KNBA—Vallejo, CA.
KNBO—New Boston, TX.
KNBR—San Francisco, CA.
KNBY—Newport, AR.
KNCB—Vivian, LA.
KNCK—Concordia, KS.
KNCO—Grass Valley, CA.
KNCR—Fortuna, CA.
KNCY—Nebraska City, NE.
KNDC—Hettinger, ND.
KNDE—Visalia, CA.
KNDI—Honolulu, HI.
KNDK—Langdon, ND.
KNDN—Farmingington, MN.
KNDY—Marysville, KS.
KNEA—Jonesboro, AR.
KNEB—Scottsbluff, NE.
KNEJ—McAlester, OK.
KNEI—Waukon, IA.
KNEK—Washington, LA.
KNEJ—Brady, TX.
KNEM—Nevada, MO.
KNET—Palestine, TX.
KNEU—Roosevelt, UT.
KNEW—Oakland, CA.
KNEZ—Lompoc, CA.
KNFT—Bayard, NM.
KNGL—McPherson, KS.
KNGS—Hanford, CA.
KNIA—Knoxville, IA.
KNIC—Winfield, KS.
KNIM—Maryville, MO.
KNIR—New Iberia, LA.
KNIX—Tempe, AZ.
KNLV—Ord, NE.
KNMX—Las Vegas, NM.
KNND—Cottage Grove, OR.
KNOC—Natchitoches, LA.
KNOE—Monroe, LA.
KNOR—Norman, OK.
KNOT—Prescott, AZ.
KNOW—Austin, TX.
KNOX—Grand Forks, ND.
KNPA—Nampa, ID.
KNPT—Newport, OR.
KNRY—Monterey, CA.
KNSE—Ontario, CA.
KNSI—St. Cloud, MN.
KNST—Tucson, AZ.
KNTA—Santa Clara, CA.
KNTR—Bellingham, WA.
KNTS—Mesa, AZ.
KNUJ—Kahului, HI.
KNUJ—New Ulm, MN.
KNUV—Denver, CO.
KNUU—Las Vegas, NV.
KNUZ—Houston, TX.
KNX—Los Angeles, CA.
KNZS—Pittsburg, KS.
KOAA—Denver, CO.
KOAK—Red Oak, IA.
KOAL—Price, UT.

KOB—Albuquerque, NM.
KOBK—Las Cruces, NM.
KOBK—Hot Springs, SD.
KOBK—Yuba City, CA.
KOCA—Kilgore, TX.
KODI—Cody, WY.
KODL—The Dalles, OR.
KODY—North Platte, NE.
KOEL—Oelwein, IA.
KOFK—St. Maries, ID.
KOFI—Kalispell, MT.
KOFK—Ottawa, KS.
KOFY—San Mateo, CA.
KOGA—Ogallala, NE.
KOGT—Orange, TX.
KOH—Reno, NV.
KOHK—St. Helens, OR.
KOHK—Honolulu, HI.
KOHU—Hermiston, OR.
KOIL—Omaha, NE.
KOIT—San Francisco, CA.
KOJM—Havre, MT.
KOKA—Shreveport, LA.
KOKC—Guthrie, OK.
KOKK—Huron, SD.
KOKL—Okmulgee, OK.
KOKO—Warrensburg, MO.
KOKX—Keokuk, IA.
KOLE—Port Arthur, TX.
KOLI—Coalinga, CA.
KOLM—Rochester, MN.
KOLQ—Reno, NV.
KOLT—Scottsbluff, NE.
KOLY—Moberly, SD.
KOMA—Oklahoma City, OK.
KOMO—Seattle, WA.
KOMW—Omak, WA.
KOMY—Watsonville, CA.
KONA—Kennewick-Pasco-Richland, WA.
KONE—Reno, NV.
KONO—San Antonio, TX.
KONP—Port Angeles, WA.
KOOK—Billings, MT.
KOOL—Phoenix, AZ.
KOOO—Omaha, NE.
KOOQ—North Platte, NE.
KOPY—Alice, TX.
KORD—Pasco, WA.
KORE—Eugene-Springfield, OR.
KORL—Las Vegas, NV.
KORL—Honolulu, HI.
KORN—Mitchell, SD.
KORO—Ablene, TX.
KORT—Grangeville, ID.
KORV—Oroville, CA.
KORY—Sparks, NV.
KOSC—Marshfield, MO.
KOSE—Osceola, AR.
KOSY—Texarkana, AR.
KOTA—Rapid City, SD.
KOTD—Plattsburgh, NE.
KOTE—Lancaster, CA.
KOTN—Pine Bluff, AR.
KOTS—Deming, NM.
KOTY—Kennewick, WA.
KOUR—Independence, IA.
KOVK—Valley City, ND.
KOVE—Lander, WY.
KOWB—Laramie, WY.
KOWL—South Lake Tahoe, CA.
KOWN—Escondido, CA.
KOWO—Waseca, MN.
KOXR—Oxnard, CA.
KOY—Phoenix, AZ.
KOYL—Odessa, TX.
KOYN—Billings, MT.
KOYY—El Dorado, KS.
KOZA—Odessa, TX.
KOZE—Lewiston, ID.
KOZI—Chelan, WA.
KOZO—Waynesville, MO.
KOZY—Grand Rapids, MN.
KPAG—Pagosa Springs, CO.
KPAK—Redding, CA.
KPAL—Pineville, LA.
KPAN—Hereford, TX.
KPAR—Granbury, TX.
KPAY—Chico, CA.
KPBC—Dallas, TX.
KPCA—Marked Tree, AR.
KPCO—Quincy, CA.
KPCR—Bowling Green, MO.
KPDO—Portland, OR.
KPEL—Lafayette, LA.
KPET—Lamesa, TX.
KPGK—Page, AZ.
KPHX—Phoenix, AZ.
KPIA—Ironton, MO.
KPIK—Colorado Springs, CO.
KPIN—Casa Grande, AZ.
KPLS—Santa Rosa, CA.
KPLT—Paris, TX.
KPKA—Tacoma, WA.
KPKC—Bakersfield, CA.
KPKM—Mendocino, CA.
KPNW—Eugene, OR.
KPOC—Pocahontas, AR.
KPOD—Crescent City, CA.
KPOK—Bowman, ND.
KPOS—Post, TX.

KPOW—Powell, WY.
KPCC—Pasadena, CA.
KPPL—Denver, CO.
KPO—Wenatchee, WA.
KPOP—San Diego, CA.
KPRB—Redmond, OR.
KPRC—Houston, TX.
KPRD—Barstow, CA.
KPRE—Paris, TX.
KPRK—Livingston, MT.
KPRK—Paso Robles, CA.
KPRM—Park Rapids, MN.
KPRO—Riverside, CA.
KPRY—Kansas City, MO.
KPRZ—Los Angeles, CA.
KPSA—Alamogordo, NM.
KPSI—Palm Springs, CA.
KPSO—Falfurrias, TX.
KPTL—Carson City, NV.
KPUA—Hilo, HI.
KPUK—Bellingham, WA.
KPUR—Amarillo, TX.
KPWB—Piedmont, MO.
KPWS—Crowley, LA.
KPXE—Liberty, TX.
KOAD—Luverne, MN.
KOAM—Wichita, KS.
KOAO—Austin, MN.
KOBK—Brainerd, MN.
KOCV—Oklahoma City, OK.
KODI—Great Falls, MT.
KODJ—Jamestown, ND.
KODQ—Eugene, OR.
KOEN—Roseburg, OR.
KOEK—Albuquerque, NM.
KOEY—Olympia, WA.
KOIK—Lakeview, OR.
KOIL—Grand Junction, CO.
KOIN—Burien, WA.
KOIO—Lemoore, CA.
KOIZ—Amarillo, TX.
KOKD—Redfield, SD.
KOKI—Bayou Vista, LA.
KOMS—Redding, CA.
KONK—Norton, KS.
KOOO—Pullman, WA.
KORO—Cuero, TX.
KORS—Golden Valley, MN.
KOSA—San Angelo, TX.
KOTE—Santa Rosa, CA.
KOTY—Borger, TX.
KOV—Pittsburg, PA.
KOWB—Fargo, ND.
KOWC—Webster City, IA.
KOKI—Arvada, CO.
KOKK—Springdale, AR.
KROY—Joplin, MO.
KRAE—Cheney, WY.
KRAI—Craig, CO.
KRAK—Sacramento, CA.
KRAL—Rawlins, WY.
KRAM—Las Vegas, NV.
KRAN—Morton, TX.
KRBA—Lufkin, TX.
KRBE—Houston, TX.
KRBI—St. Peter, MN.
KRBN—Red Lodge, MT.
KRCC—Prineville, OR.
KRCC—Indio, CA.
KRCX—Roseville, CA.
KRDD—Roswell, NM.
KRDO—Colorado Springs, CO.
KRDR—Gresham, OR.
KRDS—Tollson, AZ.
KRDU—Dinuba, CA.
KRE—Berkeley, CA.
KRED—Eureka, CA.
KREI—Farmington, MO.
KREL—Henderson, NV.
KREW—Sunnyside, WA.
KRFO—Owatonna, MN.
KRFS—Superior, NE.
KRGJ—Grand Island, NE.
KRGV—West Valley City, UT.
KRGV—Westlaco, TX.
KRHD—Duncan, OK.
KRIB—Mason City, IA.
KRIG—Odessa, TX.
KRIO—McAllen, TX.
KRJH—Hallsville, TX.
KRKC—King City, CA.
KRKE—Albuquerque, NM.
KRKK—Rock Springs, WY.
KRKO—Everett, WA.
KRKS—Denver, CO.
KRKT—Albany, OR.
KRLA—Pasadena, CA.
KRLB—Lubbock, TX.
KRLC—Lewiston, ID.
KRLD—Dallas, TX.
KRLN—Canon City, CO.
KRLW—Walnut Ridge, AR.
KRMC—Midwest City, OK.
KRMD—Shreveport, LA.
KRME—Hondo, TX.
KRME—Tulsa, OK.
KRML—Carmel, CA.
KRMO—Monett, MO.
KRMS—Osage Beach, MO.
KRMX—Pueblo, CO.

KRNR—Roseburg, OR.
KRNT—Des Moines, IA.
KRNY—Kearney, NE.
KROB—Robstown, TX.
KROC—Rochester, MN.
KROD—El Paso, TX.
KROE—Sheridan, WY.
KROF—Abbeville, LA.
KROM—Omaha, NE.
KROP—Brawley, CA.
KROO—Burbank, CA.
KROB—Myrtle Creek, OR.
KROS—Clinton, IA.
KROW—Reno, NV.
KROX—Crookston, MN.
KRPL—Moscow, ID.
KRPT—Anadarko, OK.
KRPX—Price, UT.
KROX—Dallas, TX.
KROZ—Wray, CO.
KRRK—East Grand Forks, MN.
KRRP—Coushatta, LA.
KRRR—Ruidoso, NM.
KRSC—Othello, WA.
KRSL—St. Louis Park, MN.
KRSL—Russell, KS.
KRSN—Los Alamos, NM.
KRSP—South Salt Lake, UT.
KRST—Roswell, NM.
KRTR—Raton, NM.
KRUN—Ballinger, TX.
KRUS—Ruston, LA.
KRVC—Medford, OR.
KRVN—Lexington, NE.
KRVS—Springerville-Eagar, AZ.
KRWB—Roseau, MN.
KRWC—Buffalo, MN.
KRXA—Seward, AK.
KRXX—Rexburg, ID.
KRXY—Lakewood, CO.
KRYS—Corpus Christi, TX.
KRZE—Farmington, NM.
KRZI—Waco, TX.
KRZN—Englewood, CO.
KRZY—Albuquerque, NM.
KSAL—Salina, KS.
KSAM—Huntsville, TX.
KSAX—Fort Worth, TX.
KSBO—Santa Maria, CA.
KSCB—Liberal, KS.
KSCJ—St. Louis City, IA.
KSCO—Santa Cruz, CA.
KSDN—Aberdeen, SD.
KSDO—San Diego, CA.
KSEI—Pocatello, ID.
KSEL—Lubbock, TX.
KSEN—Shelby, MT.
KSEO—Durant, OK.
KSEY—Seymour, TX.
KSFA—Nacogdoches, TX.
KSFE—Needles, CA.
KSFO—San Francisco, CA.
KSGI—Wichita, KS.
KSGM—Chester, IL.
KSGO—Oregon City, OR.
KSGR—Windsor, CO.
KSGT—Jackson, WY.
KSHR—Coquille, OR.
KSHY—Cheyenne, WY.
KSIB—Creston, IA.
KSID—Sidney, NE.
KSIG—Crowley, LA.
KSIL—Silver City, NM.
KSIM—Sikeston, MO.
KSIF—Estes Park, CO.
KSIS—Sedalia, MO.
KSIV—St. Louis, MO.
KSIW—Woodward, OK.
KSIX—Corpus Christi, TX.
KSJB—Jamestown, ND.
KSKI—Hailey, ID.
KSKQ—Los Angeles, CA.
KSKR—Whitefish, MT.
KSKX—Topeka, KS.
KSKY—Dallas, TX.
KSL—Salt Lake City, UT.
KSLM—Salem, OR.
KSLO—Opelousas, LA.
KSLV—Monte Vista, CO.
KSMA—Santa Maria, CA.
KSMM—Shakopee, MN.
KSMM—Mason City, IA.
KSNO—Salem, MO.
KSNO—Aspen, CO.
KSNY—Snyder, TX.
KSO—Des Moines, IA.
KSOH—Little Rock, AR.
KSOA—Arkansas City, KS.
KSON—San Diego, CA.
KSOO—Sioux Falls, SD.
KSOP—Salt Lake City, UT.
KSOX—Raymondville, TX.
KSPD—Boise, ID.
KSPI—Stillwater, OK.
KSPJ—Seattle, WA.
KSPY—Sandpoint, ID.
KSPY—Salmon, ID.
KSRB—Hardy, AR.
KSPC—Socorro, NM.
KSRM—Soldotna, AK.
KSRP—Santa Rosa, CA.
KSRV—Ontario, OR.
KSSA—Fort Worth, TX.
KSSK—Honolulu, HI.
KSSS—Colorado Springs, CO.
KSST—Sulphur Springs, TX.
KSTA—Coleman, TX.
KSTB—Breckenridge, TX.
KSTC—Sterling, CO.
KSTL—St. Louis, MO.
KSTN—Stockton, CA.
KSTP—St. Paul, MN.
KSTR—Grand Junction, CO.
KSTV—Stephenville, TX.
KSUB—Cedar City, UT.
KSUD—West Memphis, TN.
KSUE—Susanville, CA.
KSUM—Fairmont, MN.
KSVA—Sierra Vista, AZ.
KSVK—Richfield, UT.
KSVN—Ogden, UT.
KSPV—Artesia, NM.
KSWA—Graham, TX.
KSWB—Seaside, OR.
KSWM—Aurora, MO.
KSWN—McCook, NE.
KSWO—Lawton, OK.
KSXO—Redding, CA.
KSYC—Yreka City, CA.
KSYL—Alexandria, LA.
KSYX—Santa Rosa, NM.
KSZN—Pampa, TX.
KTAC—Tacoma, WA.
KTAE—Taylor, TX.
KTAM—Bryan, TX.
KTAN—Sierra Vista, AZ.
KTAR—Phoenix, AZ.
KTAT—Frederick, OK.
KTBB—Tyler, TX.
KTCB—Malden, MO.
KTCH—Wayne, NE.
KTCL—Minneapolis, MN.
KTCR—Wagoner, OK.
KTCS—Fort Smith, AR.
KTDL—Farmerville, LA.
KTDO—Toledo, OR.
KTEE—Idaho Falls, ID.
KTEK—Avin, TX.
KTEL—Walla Walla, WA.
KTEM—Tempe, TX.
KTEO—San Angelo, TX.
KTER—Terrell, TX.
KTFI—Twin Falls, ID.
KTFS—Texarkana, TX.
KTGO—Tioga, ND.
KTGR—Columbia, MO.
KTHE—Thermopolis, WY.
KTHO—South Lake Tahoe, CA.
KTHS—Berryville, AR.
KTI—Thibodaux, LA.
KTIH—Tillamook, OR.
KTIM—San Rafael, CA.
KTIK—Porterville, CA.
KTIK—Pendleton, OR.
KTJS—Hobart, OK.
KTKN—Ketchikan, AK.
KTKR—Taft, CA.
KTKT—Tucson, AZ.
KTL—Tooele, UT.
KTLK—Lubbock, TX.
KTLQ—Mountain Home, AR.
KTLQ—Tahlequah, OK.
KTLU—Rusk, TX.
KTM—McAlester, OK.
KTM—Santa Barbara, CA.
KTNC—Falls City, NE.
KTNM—Tucumcari, NM.
KTNG—Los Angeles, CA.
KTNX—Anchorage, AK.
KTOB—Petaluma, CA.
KTOC—Jonesboro, LA.
KTOE—Conway, AR.
KTOE—Mankato, MN.
KTOK—Oklahoma City, OK.
KTOE—Lacey, WA.
KTOE—Salinas, CA.
KTON—Belton, TX.
KTOP—Topeka, KS.
KTOO—Rapid City, SD.
KTOW—Sand Springs, OK.
KTOX—Boise, ID.
KTPA—Prescott, AR.
KTRB—Modesto, CA.
KTRC—Santa Fe, NM.
KTRF—Thief River Falls, MN.
KTRH—Houston, TX.
KTRM—Beaumont, TX.
KTRN—Wichita Falls, TX.
KTRP—Port Hueneme, CA.
KTRT—Truckee, CA.
KTRY—Bastrop, LA.
KTTA—San Antonio, TX.
KTTA—Pomona, CA.
KTTM—El Paso, TX.
KTTN—Trenton, MO.
KTTT—Rolla, MO.
KTTT—Springfield, MO.
KTTT—Columbus, NE.
KTTX—Brenham, TX.
KTUC—Tucson, AZ.
KTUE—Tulia, TX.
KTUI—Sullivan, MO.
KTWO—Casper, WY.
KTXJ—Jasper, TX.
KTXO—Sherman, TX.
KTXZ—West Lake Hills, TX.
KTYL—Tyler, TX.
KTYM—Inglewood, CA.
KTYN—Minot, ND.
KUAI—Eleele, HI.
KUAM—Agana, GU.
KUBA—Yuba City, CA.
KUBC—Montrose, CO.
KUDY—Spokane, WA.
KUEN—Wenatchee, WA.
KUET—Black Canyon City, AZ.
KUGN—Eugene, OR.
KUGR—Green River, WY.
KUHL—Santa Maria, CA.
KUIK—Hillsboro, OR.
KUJ—Walla Walla, WA.
KUKI—Ukiah, CA.
KUKO—Tempe, AZ.
KUKU—Willow Springs, MO.
KUL—Ephrata, WA.
KULP—El Campo, TX.
KULY—Ulysses, KS.
KUMA—Pendleton, OR.
KUMU—Honolulu, HI.
KUNA—San Luis Obispo, CA.
KUNO—Corpus Christi, TX.
KUOA—Siloam Springs, AR.
KUPL—Idaho Falls, ID.
KUPL—Portland, OR.
KUOO—Fort Worth, TX.
KURL—Billings, MT.
KURM—Rogers, AR.
KURY—Edinburg, TX.
KURY—Brookings, OR.
KUSA—St. Louis, MO.
KUSH—Cushing, OK.
KUTA—Blanding-Monticello, UT.
KUTI—Yakima, WA.
KUTY—Palmdale, CA.
KUUK—Wickenburg, AZ.
KUUX—Hobbs, NM.
KUUY—Cheyenne, WY.
KUVR—Holdrege, NE.
KUXL—Golden Valley, MN.
KUZZ—Bakersfield, CA.
KVAA—Volga, SD.
KVAC—Forks, WA.
KVAN—Vancouver, WA.
KVAS—Astoria, OR.
KVCK—Wolf Point, MT.
KVCL—Winnfield, LA.
KVDB—Sioux Center, IA.
KVEC—San Luis Obispo, CA.
KVEG—North Las Vegas, NV.
KVEL—Vernal, UT.
KVEN—Ventura, CA.
KVET—Austin, TX.
KVFC—Cortez, CO.
KVFD—Fort Dodge, IA.
KVGB—Great Bend, KS.
KVGM—Yakima, WA.
KVI—Seattle, WA.
KVIM—Highland Park, TX.
KVIM—Coachella, CA.
KVIN—Vinita, OK.
KVKM—Monahans, TX.
KVL—Alpine, TX.
KVLG—La Grange, TX.
KVLH—Pauls Valley, OK.
KVLJ—Lake Isabella, CA.
KVLK—Woodville, TX.
KVLV—Fallon, NV.
KVMA—Magnolia, AR.
KVMC—Colorado City, TX.
KVML—Sonora, CA.
KVNI—Coeur d'Alene, ID.
KVNU—Logan, UT.
KVOB—Bastrop, LA.
KVOE—Casper, WY.
KVOE—Emporia, KS.
KVOP—Topeka, AZ.
KVOL—Lafayette, LA.
KVOM—Morrilton, AR.
KVON—Napa, CA.
KVOO—Tulsa, OK.
KVOP—Plainview, TX.
KVOR—Colorado Springs, CO.
KVOU—Uvalde, TX.
KVOW—Riverport, WY.
KVOX—Moorhead, MN.
KVXZ—Laredo, TX.
KVPI—Ville Platte, LA.
KVRA—Vermillion, SD.
KVRC—Arkadelphia, AR.
KVRD—Cottonwood, AZ.
KVRH—Salida, CO.
KVRN—Sonora, TX.
KVSA—McGehee, AR.
KVSE—Santa Fe, NM.
KVSH—Valentine, NE.
KVISI—Montpelier, ID.
KVSJ—Show Low, AZ.
KVSO—Ardmore, OK.
KVSV—Beloit, KS.
KVVA—Phoenix, AZ.
KVVC—Vernon, TX.
KVWG—Pearsall, TX.
KVWM—Show Low, AZ.
KVYL—Holdenville, OK.
KWAC—Bakersfield, CA.
KWAD—Wadena, MN.
KWAK—Stuttgart, AR.
KWAL—Wallace, ID.
KWAM—Memphis, TN.
KWAT—Waterforn, SD.
KWAY—Waverly, IA.
KWBC—Navasota, TX.
KWBE—Beatrice, NE.
KWBG—Boone, IA.
KWBB—Hutchinson, KS.
KWCK—Searcy, AR.
KWCL—Oak Grove, LA.
KWCO—Chickasha, OK.
KWEE—Weiser, ID.
KWEL—Midland, TX.
KWEY—Weatherford, OK.
KWFT—Wichita Falls, TX.
KWG—Stockton, CA.
KWGH—Big Lake, TX.
KWHK—Hutchinson, KS.
KWHN—Fort Smith, AR.
KWHW—Altus, OK.
KWIK—Pocatello, ID.
KWIL—Albany, OR.
KWIP—Dallas, OR.
KWIO—Moses Lake, WA.
KWIV—Douglas, WY.
KWIX—Moberly, MO.
KWIZ—Santa Ana, CA.
KWJJ—Portland, OR.
KWKA—Clovis, NM.
KWKH—Shreveport, LA.
KWKW—Pasadena, CA.
KWKY—Des Moines, IA.
KWLA—Many, LA.
KWLM—Willmar, IA.
KWLO—Waterloo, MO.
KWLS—Pratt, KS.
KWMB—Wabasha, MN.
KWMC—Del Rio, TX.
KWMT—Fort Dodge, IA.
KWNA—Winnemucca, NV.
KWNC—Quincy, WA.
KWNO—Winona, MN.
KWOA—Worthington, MN.
KWOC—Poplar Bluff, MO.
KWON—Bartlesville, OK.
KWOR—Worland, WY.
KWOS—Jefferson City, MO.
KWOW—Pomona, CA.
KWPC—Muscatine, IA.
KWPM—West Plains, MO.
KWPR—Claremore, OK.
KWRC—Woodburn, OR.
KWRF—Henderson, TX.
KWRF—Warren, MO.
KWRF—Warren, AR.
KWRM—Corona, CA.
KWRT—Boonville, MO.
KWSD—Mount Shasta, CA.
KWSH—Wewoka, OK.
KWSK—Wishak, ND.
KWSR—Sioux City, IA.
KWSR—Rifle, CO.
KWTO—Springfield, MO.
KWTX—Waco, TX.
KWUN—Concord, CA.
KWVR—Enterprise, OR.
KWVV—Wenatchee, WA.
KWXL—Glenwood, AR.
KWXY—Cathedral City, CA.
KWYN—Wynne, AR.
KWYQ—Sheridan, WY.
KWYV—Winnemucca, NV.
KWYS—West Yellowstone, MT.
KWYZ—Everett, WA.
KXA—Seattle, WA.
KXAR—Hope, AR.
KXEG—Tolleson, AZ.
KXEL—Waterloo, IA.
KXEM—McFarland, CA.
KXEN—St. Louis-Festus, MO.
KXEO—Mexico, MO.
KXES—Salinas, CA.
KXET—San Antonio, TX.
KXEW—Tucson, AZ.
KXEX—Fresno, CA.
KXGN—Glendive, MT.
KXIC—Iowa City, IA.
KXIT—Dalhart, TX.
KXJK—Forrest City, AR.
KXKS—Albuquerque, NM.
KXKW—Lafayette, LA.
KXL—Portland, OR.
KXLA—Rayville, LA.
KXLE—Eliensburg, WA.
KXLO—Lewistown, MT.
KXLO—Indianola, IA.
KXLY—Spokane, WA.
KXO—El Centro, CA.
KXOA—Sacramento, CA.
KXOI—Crane, TX.
KXOJ—Sapulpa, OK.
KXOK—St. Louis, MO.
KXOL—Fort Worth, TX.
KXOW—Hot Springs, AR.
KXOX—Sweetwater, TX.
KXPO—Grafton, ND.
KXRA—Alexandria, MN.
KXRB—Sioux Falls, SD.
KXRC—Davenport, IA.
KXRO—Aberdeen, WA.
KXRO—Trumann, AR.
KXTC—Clovis, CA.
KXTP—Superior, WI.
KXVI—Plano, TX.
KXVO—Pawhuska, OK.
KXXA—Monette, AR.
KXXL—Bozeman, MT.
KXXR—Spokane, WA.
KXXX—Colby, KS.
KXYL—Brownwood, TX.
KXYZ—Houston, TX.
KYAK—Anchorage, AK.
KYCA—Prescott, AZ.
KYCN—Wheatland, WY.
KYCS—Boerne, TX.
KYDE—Pine Bluff, AR.
KYES—Roseburg, OR.
KYJC—Medford, OR.
KYKC—Sioux Falls, SD.
KYKK—Humble City, NM.
KYKN—Eugene, OR.
KYLT—Missoula, MT.
KYM—Northfield, MN.
KYMO—East Prairie, MO.
KYNG—Coos Bay, OR.
KYNN—Omaha, NE.
KYNO—Fresno, CA.
KYNT—Yankton, SD.
KYOK—Houston, TX.
KYOO—Bolivar, MO.
KYOS—Merced, CA.
KYOT—Great Falls, MT.
KYRO—Potosi, MO.
KYSM—Mankato, MN.
KYSR—El Paso, TX.
KYST—Texas City, TX.
KYTE—Portland, OR.
KYVA—Gallup, NM.
KYW—Philadelphia, PA.
KYXI—Oregon City, OR.
KYXX—Odessa, TX.
KZBO—Pocatello, ID.
KZEE—Weatherford, TX.
KZFY—Tyler, TX.
KZHI—Honolulu, HI.
KZIA—Albuquerque, NM.
KZIP—Amarillo, TX.
KZIO—Ridgecrest, CA.
KZJO—Sandy City, UT.
KZKZ—Flagstaff, AZ.
KZNG—Hot Springs, AR.
KZON—Santa Maria, CA.
KZOO—Honolulu, HI.
KZOT—Marianna, AR.
KZRK—Ozark, AR.
KZUN—Modesto, CA.
KZYM—Cape Girardeau, MO.
KZZI—West Jordan, UT.
KZZM—Tallulah, LA.
KZZN—Littlefield, TX.
KZZP—Mesa, AZ.
KZZR—Burns, OR.
WAAA—Winston-Salem, NC.
WAAK—Dallas, NC.
WAAW—Ann Arbor, MI.
WAAW—Wilmington, NC.
WAAZ—Gadsden, AL.
WAAZ—Huntsville, AL.
WABA—Aguadilla, PR.
WABB—Mobile, AL.
WABC—New York City, NY.
WABD—Fort Campbell, KY.
WABF—Fairhope, AL.
WABG—Greenwood, MS.
WABI—Bangor, ME.
WABJ—Adrian, MI.
WABK—Gardiner, ME.
WABL—Amite, LA.
WABO—Waynesboro, MS.
WABO—Cleveland, OH.
WABS—Arlington, VA.
WABT—Madison, AL.
WABY—Abbeville, SC.
WABY—Clare, MI.
WABY—Albany, NY.
WACB—Kittanning, PA.
WACD—Alexander City, AL.
WACE—Chicopee, MA.
WACG—Newark, NY.
WACL—Waycross, GA.
WACO—Waco, TX.
WACO—Carville, AL.
WACR—Columbus, MS.
WACT—Tuscaloosa, AL.
WADA—Shelby, NC.
WADC—Parkersburg, WV.
WADE—Wadesboro, NC.
WADJ—Somerset, PA.
WADK—Newport, RI.
WADM—Decatur, IN.
WADO—New York City, NY.
WADR—Remsen, NY.
WADS—Ansonia, CT.
WAEB—Allentown, PA.
WAEC—Atlanta, GA.
WAEI—Mayaguez, PR.
WAEW—Crossville, TN.
WAEY—Princeton, WV.
WAFX—Fort Wayne, IN.
WAGC—Centre, AL.
WAGE—Leesburg, VA.
WAGF—Dothan, AL.
WAGG—Birmingham, AL.
WAGL—Lancaster, SC.
WAGN—Menominee, MI.
WAGR—Lumberton, NC.
WAGS—Bishopville, SC.
WAGY—Forest City, NC.
WAHT—Annville-Cleona, PA.
WAIK—Galesburg, IL.
WAIM—Anderson, SC.
WAIN—Columbia, KY.
WAIR—Winston-Salem, NC.
WAIT—Chicago, IL.
WAJE—Ebensburg, PA.
WAJF—Decatur, AL.
WAJL—Winter Park, FL.
WAJN—Ashland City, TN.
WAJO—Marion, AL.
WAJR—Morgantown, WV.
WAKE—Valparaiso, IN.
WAKI—McMinnville, TN.
WAKK—McComb, MS.
WAKM—Franklin, TN.
WAKN—Aiken, SC.
WAKO—Lawrenceville, IL.
WAKR—Akron, OH.
WAKS—Fuquay-Varina, NC.
WAKY—Louisville, KY.
WALD—Walterboro, SC.
WALE—Fall River, MA.
WALG—Albany, GA.
WALI—Cumberland, MD.
WALK—Bath, NY.
WALL—Middletown, NY.
WALO—Humacao, PR.
WALT—Meridian, MS.
WAMA—Clearwater, FL.
WAMB—Nashville, TN.
WAMD—Aberdeen, MD.
WAME—Charlotte, NC.
WAMG—Gallatin, TN.
WAMI—Opp, AL.
WAMJ—South Bend, IN.
WAMK—Brockton, MA.
WAML—Laurel, MS.
WAMM—Woodstock, VA.
WAMO—Pittsburgh, PA.
WAMO—Loretto, PA.
WAMR—Venice, FL.
WAMS—Wilmington, DE.
WAMT—Titusville, FL.
WAMV—Amherst, VA.
WAMW—Washington, IN.
WAMY—Amory, MS.
WANA—Anniston, AL.
WANB—Waynesboro, PA.
WANC—Aberdeen, NC.
WANM—Tallahassee, FL.
WANP—Annapolis, MD.
WANO—Pineville, KY.
WANR—Anderson, SC.
WANR—Richmond, VA.
WANW—Waynesboro, VA.
WANY—Albany, NY.
WAQA—Opelika, AL.
WAOB—St. Augustine, FL.
WAOK—Atlanta, GA.
WAOV—Vincennes, IN.
WAPA—San Juan, PR.
WAPB—Jacksonville, FL.
WAPF—McComb, MS.
WAPG—Arcadia, FL.
WAPI—Birmingham, AL.
WAPP—Avon Park, FL.
WAOE—Rice Lake, WI.
WAOX—Manlius, NY.
WARA—Attleboro, MA.
WARB—Covington, LA.
WARD—Pittston, PA.
WARE—Ware, MA.
WARF—Jasper, AL.
WARI—Abbeville, AL.
WARH—Hagerstown, MD.
WARM—Scranton, PA.
WARO—Canonsburg, PA.
WARR—Canton, NC.
WARU—Peru, IN.
WARV—Warwick-East Greenwich, RI.
WASA—Havre De Grace, MD.
WASC—Spartanburg, SC.
WASG—Altmore, AL.
WASK—Lafayette, IN.
WASP—Brownsville, PA.
WASR—Wolfboro, NH.
WASY—Gorham, ME.
WATA—Boone, NC.
WATH—Athens, OH.
WATI—Indianapolis, IN.
WATK—Antigo, WI.
WATM—Antioch, AL.
WATN—Watertown, NY.
WATO—Oak Ridge, TN.
WATP—Marion, SC.
WACT—Waterbury, CT.
WATS—Sayre, PA.
WATT—Cadillac, MI.
WATV—Birmingham, AL.
WATW—Ashtand, WI.
WATZ—Alpena, MI.
WAUB—Auburn, NY.
WAUC—Wauchula, FL.
WAUD—Auburn, AL.
WAUK—Waukesha, WI.
WAVG—Louisville, KY.
WAVI—Dayton, OH.
WAVL—Apollo, PA.
WAVS—Fort Lauderdale, FL.
WAVU—Alberville, AL.
WAVZ—New Haven, CT.

Call Letter Index to AM Radio Stations continued

WAWA—West Allis, WI.
 WAWK—Kendallville, IN.
 WAXE—Vero Beach, FL.
 WAYB—Waynesboro, VA.
 WAYD—Bedford, PA.
 WAYD—Ozark, AL.
 WAYN—Rockingham, NC.
 WAYR—Orange Park, FL.
 WAYT—Wabash, IN.
 WAYX—Waycross, GA.
 WAYY—Chippewa Falls, WI.
 WAYZ—Waynesboro, PA.
 WAZF—Yazoo City, MS.
 WAZL—Hazleton, PA.
 WAZS—Summersville, SC.
 WBAC—Cleveland, TN.
 WBAF—Barnesville, GA.
 WBAG—Burlington-Graham, NC.
 WBAL—Baltimore, MD.
 WBAM—Montgomery, AL.
 WBAP—Fort Worth, TX.
 WBAR—Bartow, FL.
 WBAT—Marion, IN.
 WBAW—Barnwell, SC.
 WBAX—Wilkes-Barre, PA.
 WBBA—Pittsfield, IL.
 WBBB—Burlington-Graham, NC.
 WBBB—Georgetown, KY.
 WBBF—Rochester, NY.
 WBBG—Cleveland, OH.
 WBBI—Abingdon, VA.
 WBBK—Blakely, GA.
 WBBM—Chicago, IL.
 WBBQ—Forest City, NC.
 WBBQ—Augusta, GA.
 WBBR—Travelers Rest, SC.
 WBBT—Lyons, GA.
 WBBW—Youngstown, OH.
 WBBX—Portsmouth, NH.
 WBBZ—Ponca City, OK.
 WBCA—Bay Minette, AL.
 WBCE—Levittown, PA.
 WBCE—Wickliffe, KY.
 WBCE—Florence, AL.
 WBCH—Hastings, MI.
 WBCK—Battle Creek, MI.
 WBCL—Bay City, MI.
 WBCL—Bucyrus, OH.
 WBCL—Milwaukee, WI.
 WBCL—Union, SC.
 WBCL—Bristol, VA.
 WBCL—Jeannette, PA.
 WBCL—Escanaba, MI.
 WBCL—White Bluff, TN.
 WBCL—Bluefield, VA.
 WBCL—Pittsfield, MA.
 WBCL—Harvey, IL.
 WBCL—Elizabethton, TN.
 WBCL—South Beloit, IL, WI.
 WBCL—Buffalo, NY.
 WBCL—Brockton, MA.
 WBCL—Beaufort, SC.
 WBCL—Beaver Dam, WI.
 WBCL—Chillicothe, OH.
 WBCL—Stanton, KY.
 WBCL—Bedford, PA.
 WBCL—Winston-Salem, NC.
 WBCL—Quitman, MS.
 WBGA—Brunswick, GA.
 WBGB—Mount Dora, FL.
 WBGC—Chilpey, FL.
 WBGN—Bowling Green, KY.
 WBGR—Baltimore, MD.
 WBHB—Fitzgerald, GA.
 WBHC—Hampton, SC.
 WBHF—Cartersville, GA.
 WBHN—Bryson City, NC.
 WBHP—Huntsville, AL.
 WBHT—Brownsville, TN.
 WBIB—Centerville, AL.
 WBIG—Greensboro, NC.
 WBIL—Tuskegee, AL.
 WBIN—Benton, TN.
 WBIP—Booneville, MS.
 WBIS—Bristol, CT.
 WBIT—Adel, GA.
 WBIV—Bedford, IN.
 WBIX—Jacksonville Beach, FL.
 WBKJ—Orlando, FL.
 WBKC—Chardon, OH.
 WBKH—Hattiesburg, MS.
 WBKV—West Bend, WI.
 WBLA—Elizabethtown, NC.
 WBLB—Pulaski, VA.
 WBLC—Lenoir City, TN.
 WBLF—Bellefonte, PA.
 WBLJ—Dalton, GA.
 WBLR—Batesburg, SC.
 WBLT—Bedford, VA.
 WBLW—Royston, GA.
 WBLX—Springfield, OH.
 WBMB—West Branch, MI.
 WBMC—McMinnville, TN.
 WBMD—Baltimore, MD.
 WBME—Belfast, ME.
 WBML—San Juan, PR.
 WBML—Knoxville, TN.
 WBML—Macon, GA.
 WBML—Oak Park, IL.
 WBNC—Conway, NH.
 WBND—Biloxi, MS.
 WBNI—Boonville, IN.
 WBNI—Beacon, NY.
 WBNS—Columbus, OH.
 WBNT—Oneida, TN.

WBOB—Galax, VA.
 WBOK—New Orleans, LA.
 WBOL—Fort Knox-Radcliff, KY.
 WBOP—Pensacola, FL.
 WBOW—Terre Haute, IN.
 WBOX—Bogalusa, LA.
 WBPA—Elkhorn City, KY.
 WBPZ—Lock Haven, PA.
 WBOW—Scranton, PA.
 WBRD—Bradenton, FL.
 WBRG—Lynchburg, VA.
 WBRI—Indianapolis, IN.
 WBRJ—Marietta, OH.
 WBRK—Pittsfield, MA.
 WBRL—Berlin, NH.
 WBRM—Marion, NC.
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 WBSA—Boaz, AL.
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 WBT—Charlotte, NC.
 WBTA—Batavia, NY.
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 WBTK—San Juan, PR.
 WBTK—Knoxville, TN.
 WBTK—Macon, GA.
 WBTK—Oak Park, IL.
 WBTK—Conway, NH.
 WBTK—Biloxi, MS.
 WBTK—Boonville, IN.
 WBTK—Beacon, NY.
 WBTK—Columbus, OH.
 WBTK—Oneida, TN.

WCHN—Nonwich, NY.
 WCHS—Charleston, WV.
 WCHU—Soddy-Daisy, TN.
 WCHV—Charlottesville, VA.
 WCII—Louisville, KY.
 WCIL—Carbondale, IL.
 WCIN—Cincinnati, OH.
 WCIT—Lima, OH.
 WCJL—Marionette, WI.
 WCJU—Columbia, MS.
 WCJW—Warsaw, NY.
 WCKB—Dunn, NC.
 WCKC—Milton, FL.
 WCKI—Greer, SC.
 WCKJ—Augusta, GA.
 WCKK—Oshkosh, WI.
 WCKL—Catskill, NY.
 WCKM—Winston-Salem, NC.
 WCKY—Cincinnati, OH.
 WCKZ—Austell, GA.
 WCLA—Claxton, GA.
 WCLB—Camilla, GA.
 WCLC—Jamesstown, TN.
 WCLD—Cleveland, TN.
 WCLE—Cleveland, TN.
 WCLG—Morgantown, WV.
 WCLH—Corning, NY.
 WCLN—Clinton, NC.
 WCLP—Janesville, WI.
 WCLT—Newark, OH.
 WCLU—Covington, KY, OH.
 WCLW—Mansfield, OH.
 WCM—Corinth, MS.
 WCMC—Harrisburg, PA.
 WCMC—Wildwood, NJ.
 WCMG—Lawrenceburg, TN.
 WCMJ—Ashland, KY.
 WCMN—Arecibo, PR.
 WCMR—Pine City, MN.
 WCMR—Miami, FL.
 WCMR—Elkhart, IN.
 WCMR—Norton, VA.
 WCMR—Martin, TN.
 WCMR—Leominster, MA.
 WCMR—Ottawa, IL.
 WCMR—Elizabeth City, NC.
 WCMR—Shelbyville, KY.
 WCMR—Ounicy, FL.
 WCMR—Newport, NH.
 WCMR—North Atlanta, GA.
 WCMR—Bloomington, PA.
 WCMR—Latrobe, PA.
 WCMR—Crestview, FL.
 WCMR—Fairfield, OH.
 WCMR—Middletown, CT.
 WCOA—Pensacola, FL.
 WCOG—Greensboro, NC.
 WCOH—Newnan, GA.
 WCOJ—Coatesville, PA.
 WCOK—Sparta, NC.
 WCOL—Columbus, OH.
 WCON—Cornelia, GA.
 WCOB—Warner Robins, GA.
 WCOB—Lebanon, TN.
 WCOB—Columbia, SC.
 WCOB—Lewiston, ME.
 WCOV—Montgomery, AL.
 WCOV—Sparta, WI.
 WCOX—Camden, AL.
 WCPA—Clearfield, PA.
 WCPH—Houston, MS.
 WCPH—Etowah, TN.
 WCPB—Benton, KY.
 WCPB—Baltimore, MD.
 WCPB—Oxford, NC.
 WCPB—Richmond, KY.
 WCPB—New York City, NY.
 WCPB—Roanoke Rapids, NC.
 WCPB—Eden, NC.
 WCPB—Cheboygan, MI.
 WCCC—Hartford, CT.
 WCCF—Punta Gorda, FL.
 WCCJ—Jackson, MS.
 WCCM—Lawrence, MA.
 WCCN—Neillsville, WI.
 WCCO—Minneapolis, MN.
 WCCP—Clemson, SC.
 WCCW—Traverse City, MI.
 WCCY—Houghton, MI.
 WCCZ—New Smyrna Beach, FL.
 WCDL—Carbondale, PA.
 WCDL—Glasgow, KY.
 WCDT—Winchester, TN.
 WCEC—Rocky Mount, NC.
 WCEH—Du Bois, PA.
 WCEH—Hawkinsville, GA.
 WCEI—Easton, MD.
 WCEL—Southern Pines, NC.
 WCEM—Cambridge, MD.
 WCEM—Mount Pleasant, MI.
 WCEM—Huntington, IN.
 WCEV—Cicero, IL.
 WCFB—Tupelo, MS.
 WCFB—Chicago, IL.
 WCFR—Springfield, VT.
 WCFY—Lafayette, IN.
 WCGA—Conyers, GA.
 WCGC—Belmont, NC.
 WCGJ—Jacksonville, FL.
 WCGO—Chicago Heights, IL.
 WCGR—Canandaigua, NY.
 WCGY—West Palm Beach, FL.
 WCHA—Chambersburg, PA.
 WCHB—Inkster, MI.
 WCHE—West Chester, PA.
 WCHI—Chillicothe, OH.
 WCHJ—Brookhaven, MS.
 WCHK—Canton, GA.
 WCHL—Chapel Hill, NC.

WCXI—Detroit, MI.
 WCYN—Cynthiana, KY.
 WDAD—Indiana, PA.
 WDAE—Tampa, FL.
 WDAF—Kansas City, MO.
 WDAK—Columbus, GA.
 WDAN—Danville, IL.
 WDAS—Philadelphia, PA.
 WDAT—Ormond Beach, FL.
 WDAY—McRae, GA.
 WDAY—Fargo, ND.
 WDBC—Escanaba, MI.
 WDBF—Delray Beach, FL.
 WDBL—Springfield, TN.
 WDBO—Orlando, FL.
 WDBO—Dubuque, IA.
 WDCE—Dade City, FL.
 WDCR—Hanover, NH.
 WDDD—Johnston City, IL.
 WDDO—Macon, GA.
 WDDT—Greenville, MS.
 WDDY—Gloucester, VA.
 WDEA—Elsworth, ME.
 WDEB—Jamesstown, TN.
 WDEB—Americus, GA.
 WDEE—Reed City, MI.
 WDEF—Chattanooga, TN.
 WDEH—Sweetwater, TN.
 WDEL—Wilmington, DE.
 WDEM—Waterbury, VT.
 WDEX—Monroe, NC.
 WDEY—Lapeer, MI.
 WDGL—Douglasville, GA.
 WDGR—Dahonoga, GA.
 WDGW—Minneapolis, MN.
 WDMA—Memphis, TN.
 WDMC—Wildwood, NJ.
 WDMX—Orangeburg, SC.
 WDJQ—Cincinnati, OH.
 WDJU—Mt. Olive, NC.
 WDJZ—Bridgeport, CT.
 WDKD—Kingstree, SC.
 WDKN—Norton, VA.
 WDLA—Walton, NY.
 WDLB—Marshfield, WI.
 WDLK—Port Jervis, NY.
 WDLK—Dadeville, AL.
 WDLR—Panama City, FL.
 WDLR—Delaware, OH.
 WDLV—Pinehurst, NC.
 WDLW—Walhalla, MA.
 WDMC—Dover-Foxcroft, ME.
 WDMG—Douglas, GA.
 WDMJ—Marquette, MI.
 WDMP—Dodgeville, WI.
 WDMV—Pocomoke City, MD.
 WDNC—Durham, NC.
 WDNE—Elkins, WV.
 WDNG—Anniston, AL.
 WDNH—Honesdale, PA.
 WDNW—Dayton, TN.
 WDNW—Dansville, NY.
 WDOC—Prestonsburg, KY.
 WDOE—Chattanooga, TN.
 WDOE—Dunkirk, NY.
 WDOG—Allendale, SC.
 WDOI—Sturgeon Bay, WI.
 WDOI—Oneonta, NY.
 WDOI—Burlington, VT.
 WDOI—Dover, DE.
 WDOI—Dodgeville, MI.
 WDOI—Dowagiac, MI.
 WDOI—Du Quoin, IL.
 WDR—Hartford, CT.
 WDRV—Statesville, NC.
 WDSB—Dillon, SC.
 WDSB—Dyersburg, TN.
 WDSB—New York City, NY.
 WDSB—Superior, WI.
 WDSB—Lake City, FL.
 WDTM—Selmer, TN.
 WDU—Gainesville, GA.
 WDU—Durham, NC.
 WDU—Waupaca, WI.
 WDU—Green Bay, WI.
 WDV—Danville, VA.
 WDV—Gainesville, FL.
 WDV—Vineland, NJ.
 WDW—Champaign, IL.
 WDX—Lawrenceburg, TN.
 WDX—Jackson, TN.
 WDX—Lexington, TN.
 WDX—Clarksville, TN.
 WDX—Paducah, KY.
 WDX—Sumter, SC.
 WDX—Buford, GA.
 WDX—Decatur, IL.
 WEAB—Greer, SC.
 WEAC—Gaffney, SC.
 WEAK—Eddyville, KY.
 WEAL—Greensboro, NC.
 WEAL—Providence, RI.
 WEAO—Eau Claire, WI.
 WEAV—Plattsburgh, NY.
 WEAV—Evanston, IL.
 WEBC—Baltimore, MD.
 WEBC—Duluth, MN.
 WEBC—Brewton, AL.
 WEBO—Owego, NY.
 WEBO—Harrisburg, IL.
 WEBS—Calhoun, GA.
 WECK—Cheektowaga, NY.
 WECO—Wartburg, TN.
 WECR—Charthage, MS.
 WEDC—Chicago, IL.
 WEDO—McKeesport, PA.

WEED—Rocky Mount, NC.
 WEEF—Highland Park, IL.
 WEEI—Boston, MA.
 WEEI—Fairfax, VA.
 WEEN—Lafayette, TN.
 WEEQ—Waynesboro, PA.
 WEEP—Pittsburgh, PA.
 WEEU—Reading, PA.
 WEEV—Easton, PA.
 WEGG—Rose Hill, NC.
 WEGN—Evergreen, AL.
 WEGO—Concord, NC.
 WEGP—Presque Isle, ME.
 WEHH—Elmira Heights-Horseheads, NY.
 WEIC—Charleston, IL.
 WEIF—Moundsville, WV.
 WEIM—Fitchburg, MA.
 WEIR—Weirton, WV.
 WEIS—Centre, AL.
 WEJL—Scranton, PA.
 WEKC—Williamsburg, KY.
 WEKK—Jackson, KY.
 WEKR—Fayetteville, TN.
 WEKY—Richmond, KY.
 WEKZ—Monroe, WI.
 WELB—Elba, AL.
 WELC—Welch, WV.
 WELD—Fisher, WV.
 WELI—New Haven, CT.
 WELM—Albion, MI.
 WELM—Elmira, NY.
 WELO—Tupelo, MS.
 WELP—Easley, SC.
 WELR—Roanoke, AL.
 WELS—Kinston, NC.
 WELS—Elizabethton, TN.
 WELW—Wilmington, OH.
 WELX—Xenia, OH.
 WELY—Ely, MN.
 WELZ—Belzoni, MS.
 WEMB—Erwin, TN.
 WEMJ—Laconia, NH.
 WEMP—Milwaukee, WI.
 WENC—Whiteville, NC.
 WENE—Endicott, NY.
 WENG—Englewood, FL.
 WENK—Union City, TN.
 WENK—Chattahoochee, FL.
 WENR—Wilmington, TN.
 WENT—Gloversville, NY.
 WENY—Elmira, NY.
 WEOK—Poughkeepsie, NY.
 WEOL—Elyria, OH.
 WEP—Eupora, MS.
 WEPG—South Pittsburg, TN.
 WEPN—Martinsburg, WV.
 WEOO—Whitley City, KY.
 WERA—Plainfield, NJ.
 WERC—Birmingham, AL.
 WERC—Fulton, MS.
 WERH—Hamilton, AL.
 WERI—Westerly, RI.
 WERK—Muncie, IN.
 WERL—Eagle River, WI.
 WERT—Van Wert, OH.
 WERU—Sun Prairie, WI.
 WESA—Charlottesville, VA.
 WESB—Bradford, PA.
 WESC—Greenville, SC.
 WESL—East St. Louis, IL.
 WESO—Southbridge, MA.
 WESR—Onley-Onancock, VA.
 WEST—Easton, PA.
 WESX—Salem, MA.
 WESY—Leland, MI.
 WETB—Johnson City, TN.
 WETC—Wendell-Zebulon, NC.
 WETT—Ocean City, MD.
 WETU—Wetumpka, AL.
 WETZ—New Martinsville, WV.
 WEUP—Huntsville, AL.
 WEUS—Eustis, FL.
 WEVA—Emporia, VA.
 WEVE—Eveleville, TN.
 WEVR—River Falls, WI.
 WEW—St. Louis, MO.
 WEWO—Laurinburg, NC.
 WEXI—Jacksonville, FL.
 WEXL—Royal Oak, MI.
 WEXY—Oakland Park, FL.
 WEYY—Talladega, AL.
 WEYZ—Erie, PA.
 WEZE—Boston, MA.
 WEZG—North Syracuse, NY.
 WEZJ—Williamsburg, KY.
 WEZO—Winfield, AL.
 WEZY—Cocoa, FL.
 WFAD—Middlebury, VT.
 WFAH—Alliance, OH.
 WFAI—Fayetteville, NC.
 WFAJ—White Plains, NY.
 WFAU—Augusta, ME.
 WFAV—Fort Atkinson, WI.
 WFAW—Falls Church, VA.
 WFBC—Greenville, SC.
 WFBB—Altoona, PA.
 WFBL—Syracuse, NY.
 WFBM—Noblesville, IN.
 WFBT—Baltimore, MD.
 WFBZ—Minocqua, WI.
 WFCG—Franklinton, LA.
 WFCV—Fort Wayne, IN.
 WFDL—Flint, MI.
 WFEA—Manchester, NH.
 WFEW—Sylacauga, AL.
 WFEZ—Meridian, MS.

WFFF—Columbia, MS.
 WFFG—Marathon, FL.
 WFGI—Fitchburg, MA.
 WFGN—Gaffney, SC.
 WFGH—Bristol, VA.
 WFHK—Pell City, AL.
 WFHR—Wisconsin Rapids, WI.
 WFIA—Louisville, KY.
 WFIC—Collinsville, VA.
 WFIF—Milford, CT.
 WFIS—Sumter, SC.
 WFIL—Philadelphia, PA.
 WFIN—Findlay, OH.
 WFIR—Roanoke, VA.
 WFIS—Fountain Inn, SC.
 WFIV—Kissimmee, FL.
 WFJW—Fairfield, IL.
 WFJX—Huntsville, AL.
 WFKN—Franklin, KY.
 WFKY—Frankfort, KY.
 WFLA—Tampa, FL.
 WFLB—Fayetteville, NC.
 WFLI—Lookout Mountain, TN.
 WFLN—Philadelphia, PA.
 WFLQ—Farmville, VA.
 WFLR—Dunedin, NY.
 WFLS—Fredericksburg, VA.
 WFLT—Flint, MI.
 WFLW—Monticello, KY.
 WFM—Columbia, NC.
 WFM—Frederick, MD.
 WFMH—Cullman, AL.
 WFMJ—Youngstown, OH.
 WFMQ—Fairmont, NC.
 WFMW—Madisonville, KY.
 WFN—Columbia, OH.
 WFN—Dunedin, FL.
 WFOB—Fostoria, OH.
 WFO—Marietta, GA.
 WFOR—Hattiesburg, MS.
 WFOY—St. Augustine, FL.
 WFP—Fort Payne, AL.
 WFP—Milwaukee, WI.
 WFR—Franklin, PA.
 WFRB—Frostburg, MD.
 WFR—Freeport, IL.
 WFRM—Coudersport, PA.
 WFR—Fremont, OH.
 WFRX—West Frankfort, IL.
 WFS—Franklin, NC.
 WFSH—Valparaiso-Niceville, FL.
 WFSR—Kingwood, WV.
 WFSR—Harian, KY.
 WFS—Caribou, ME.
 WFTC—Kinston, NC.
 WFTG—London, KY.
 WFTH—Richmond, VA.
 WFTL—Fort Lauderdale, FL.
 WFTM—Maysville, KY.
 WFTN—Franklin, NH.
 WFTN—Fulton, MS.
 WFTP—Fort Pierce, FL.
 WFTQ—Worcester, MA.
 WFTR—Front Royal, VA.
 WFTW—Fort Walton Beach, FL.
 WFUL—Fulton, KY.
 WFUN—Ashland, OH.
 WFUR—Grand Rapids, MI.
 WFVA—Fredericksburg, VA.
 WFVL—Camden, TN.
 WFVW—Geneva, IL.
 WFXX—South Williamsport, PA.
 WFX—Middlesboro, KY.
 WFYC—Alma, MI.
 WGAA—Cedar town, GA.
 WGAC—Augusta, GA.
 WGAD—Gadsden, AL.
 WGAF—Valdosta, GA.
 WGA—Elizabeth City, NC.
 WGAN—Portland, ME.
 WGAR—Maryville, TN.
 WGAR—Geneva, OH.
 WGA—South Gastonia, NC.
 WGA—Gate City, VA.
 WGAU—Athens, GA.
 WGAW—Gardner, MA.
 WGBB—Freeport, NY.
 WGBF—Evansville, IN.
 WGBI—Scranton, PA.
 WGBR—Goldsboro, NC.
 WGBS—Miami, FL.
 WGCA—Charleston, SC.
 WGC—Red Lion, PA.
 WGC—Chester, SC.
 WGC—Greenwich, CT.
 WGC—Chicago, IL.
 WGEA—Geneva, AL.
 WGE—Green Bay, WI.
 WGEN—Quincy, IL.
 WGET—Gettysburg, PA.
 WGEZ—Beloit, WI.
 WGF—Watseka, IL.
 WGF—Webster, MA.
 WGF—Covington, GA.
 WGF—Youngstown, OH.
 WGG—Gainesville, GA.
 WGGG—Gainesville, FL.
 WGGH—Marion, IL.
 WGGM—Chester, VA.
 WGGO—Salamanca, NY.
 WGGR—Hibbing, MN.
 WGH—Newport News, VA.
 WGH—Farmville, NC.
 WGH—Clayton, GA.
 WGH—Grand Haven, MI.
 WGH—Kingston, NY.

WGHW—Norristown, PA.
 WGIA—Blackshear, GA.
 WGL—Galesburg, IL.
 WGIR—Manchester, NH.
 WGV—Charlotte, NC.
 WGKA—Atlanta, GA.
 WGR—Perry, FL.
 WGL—Fort Wayne, IN.
 WGLB—Port Washington, WI.
 WGLC—Mendota, IL.
 WGLJ—Babylon, NY.
 WGLR—Lancaster, WI.
 WGLX—Galion, OH.
 WGMF—Watkins Glen, NY.
 WGM—Hinesville, GA.
 WGS—Bethesda, MD.
 WGMZ—Flint, MI.
 WGN—Chicago, IL.
 WGN—Cagosa, IL.
 WGN—Gastonia, NC.
 WNG—Pawtucket, RI.
 WNGS—Murfreesboro, TN.
 WNGT—Huntington, WV.
 WGNU—Granite City, IL.
 WGNW—Sussex, WI.
 WGNV—Newburgh, NY.
 WGO—Kingsport, TN.
 WGO—Walhalla, SC.
 WGOH—Grayson, KY.
 WGO—Mobile, AL.
 WGO—Marion, IN.
 WGO—High Point, NC.
 WGOV—Valdosta, GA.
 WGO—Chattanooga, TN.
 WGP—Bethlehem, PA.
 WGPC—Albany, NY.
 WGR—Buffalo, NY.
 WGRA—Cairo, GA.
 WGR—Spring Valley, NY.
 WGR—Griffin, GA.
 WGRK—Greensburg, KY.
 WGRM—Greenwood, MS.
 WGR—Lake City, FL.
 WGRP—Greenville, PA.
 WGRV—Greenville, TN.
 WGRY—Grayling, MI.
 WGS—Ephrata, PA.
 WGS—Huntington, NY.
 WGSN—North Myrtle Beach, SC.
 WGS—Charlottesville, VA.
 WGS—Miller, GA.
 WGS—Atlanta, GA.
 WGSV—Guntersville, AL.
 WGSW—Greenwood, SC.
 WGT—Summerville, GA.
 WGT—Bloomington, IN.
 WGT—Kannapolis, NC.
 WGT—Wilson, NC.
 WGTN—Georgetown, SC.
 WGT—Cypress Gardens, FL.
 WGT—Lehigh Acres, FL.
 WGT—De Funiak Springs, FL.
 WGU—Gulfport, MS.
 WGU—New Port Richey, FL.
 WGU—Atlanta, GA.
 WGU—North Augusta, SC.
 WGV—Geneva, NY.
 WGV—Greenville, MS.
 WGW—Charlotte, MI.
 WGY—Schenectady, NY.
 WGV—Greenville, AL.
 WH—Halfway, MD.
 WHA—Greenfield, MA.
 WHA—Rogers City, MI.
 WHA—Shelbyville, TN.
 WHA—Rochester, NY.
 WHA—Hopewell, VA.
 WHA—Clarksburg, WV.
 WHA—Louisville, KY.
 WHA—Philadelphia, PA.
 WHA—Haverhill, MA.
 WHA—Weston, WV.
 WHA—Troy, NY.
 WHB—Kansas City, MO.
 WHB—Selma, AL.
 WHB—Canton, OH.
 WHB—Rock Island, IL.
 WHB—Harrisonburg, VA.
 WHB—Sheboygan, WI.
 WHB—Harrodsburg, KY.
 WHB—Tampa, FL.
 WHB—Memphis, TN.
 WHB—Harriman, TN.
 WHB—Anderson, IN.
 WHB—Appletton, WI.
 WHC—Waynesville, NC.
 WHC—Sparta, IL.
 WHC—Ithaca, NY.
 WHD—Boston, MA.
 WHD—Olean, NY.
 WHD—McKenzie, TN.
 WHEB—Portsmouth, NH.
 WHEE—Martinsville, VA.
 WHEN—Syracuse, NY.
 WHEO—Stuart, VA.
 WHEP—Foley, AL.
 WHEX—Columbia, PA.
 WHEZ—Ashland, KY, WV.
 WHFB—Benton Harbor, MI.
 WHGB—Harrisburg, PA.
 WHG—Augusta, GA.
 WHGR—Houghton Lake, MI.
 WHHM—Henderson, TN.
 WHHO—Hornell, NY.
 WHIO—Hilton Head Island, SC.
 WHIV—Hillsville, VA.
 WHIY—Montgomery, AL.
 WHIA—Dawson, GA.
 WHIC—Hardinsburg, KY.
 WHIE—Griffin, GA.
 WHI—Bay Springs, MS.
 WHIM—Providence, RI.
 WHIN—Gallatin, TN.
 WHIO—Dayton, OH.
 WHIP—Mooreville, NC.
 WHIR—Danville, KY.
 WHIS—Bluefield, WV.
 WHIT—Madison, WI.
 WHIY—Houlton, AL.
 WHIZ—Zanesville, OH.
 WHJB—Greensboro, PA.
 WHJC—Matewan, WV.
 WHJJ—Providence, RI.
 WHK—Cleveland, OH.
 WHKP—Hendersonville, NC.
 WHKY—Hickory, NC.
 WHLB—Virginia, MN.
 WHLD—Niagara Falls, NY.
 WHLF—South Boston, VA.
 WHLI—Hempstead, NY.
 WHLM—Bloomsburg, PA.
 WHLN—Harian, KY.
 WHLO—Akron, OH.
 WHLC—Centerville, TN.
 WHLS—Port Huron, MI.
 WHMA—Annisston, AL.
 WHMI—Howell, MI.
 WHMP—Northampton, MA.
 WHMT—Humboldt, TN.
 WHN—New York City, NY.
 WHNC—Henderson, NC.
 WHND—Monroe, LA.
 WHNE—Cumming, GA.
 WHNI—Mebane, NC.
 WHNY—McComb, MS.
 WHO—Des Moines, IA.
 WHOA—San Juan, PR.
 WHOC—Philadelphia, MS.
 WHOD—Jackson, AL.
 WHOG—Fernandina Beach, FL.
 WHOL—Allentown, PA.
 WHON—Centerville, IN.
 WHOO—Orlando, FL.
 WHOP—Hopkinsville, KY.
 WHOS—Decatur, AL.
 WHOT—Campbell, OH.
 WHOU—Houlton, ME.
 WHOW—Clinton, IL.
 WHP—Harrisburg, PA.
 WHPB—Belton, SC.
 WHP—Herrin, IL.
 WHPY—Clayton, NC.
 WHRF—Bel Air, MD.
 WHRT—Hartselle, AL.
 WHSC—Hartsville, SC.
 WHSM—Hayward, WI.
 WHSY—Hattiesburg, MS.
 WHTC—Holland, MI.
 WHTG—Eatontown, NJ.
 WHTH—Heath, OH.
 WHUB—Cookeville, TN.
 WHUC—Hudson, NY.
 WHUE—Boston, MA.
 WHUM—Reading, PA.
 WHUN—Huntingdon, PA.
 WHUT—Anderson, IN.
 WHVL—Hendersonville, NC.
 WHVN—Charlotte, NC.
 WHV—Hannover, PA.
 WHVW—Hyde Park, NY.
 WHWB—Rutland, VT.
 WHWH—Princeton, NJ.
 WHYD—Columbus, GA.
 WHYL—Carlisle, PA.
 WHYM—Pensacola, FL.
 WHYN—Springfield, MA.
 WHYP—North East, PA.
 WHYZ—Greenville, SC.
 WIAC—San Juan, PR.
 WIAF—Clarksburg, GA.
 WIAM—Williamston, NC.
 WIBA—Madison, WI.
 WIBB—Macon, GA.
 WIBC—Indianapolis, IN.
 WIBG—Ocean City-Somers Point, NJ.
 WIBR—Baton Rouge, LA.
 WIBU—Poyette, WI.
 WIBV—Belleville, IL.
 WIBW—Topeka, KS.
 WIBX—Utica, NY.
 WICC—Bridgeport, CT.
 WICH—Norwich, CT.
 WICK—Scranton, PA.
 WICO—Salisbury, MD.
 WICY—Malone, NY.
 WIDE—Biddford, ME.
 WIDS—Russell Springs, KY.
 WIDU—Fayetteville, NC.
 WIEL—Elizabethtown, KY.
 WIEZ—Lewistown, PA.
 WIFE—Connersville, IN.
 WIFF—Auburn, IN.
 WIFM—Elkin, NC.
 WIFX—Jenkins, KY.
 WIGA—Wiggins, MS.
 WIGM—Medford, WI.
 WIGO—Atlanta, GA.
 WIGS—Gouverneur, NY.
 WIIN—Atlantic City, NJ.
 WIIZ—Jacksonville, NC.
 WIKE—Iron River, MI.
 WIKC—Gogolusa, LA.
 WIKF—Newport, VT.
 WIKS—Parkersburg, WV.
 WIL—St. Louis, MO.
 WILA—Danville, VA.
 WILD—Boston, MA.
 WILC—Cambridge, OH.
 WILI—Williamport, CT.
 WILK—Wilkes-Barre, PA.
 WILM—Wilmington, DE.
 WILO—Frankfort, IN.
 WILS—Lansing, MI.
 WILY—Centralia, IL.
 WIMA—Lima, OH.
 WIMG—Ewing, NJ.
 WIMO—Winder, GA.
 WIMS—Michigan City, IN.
 WIMZ—Knoxville, TN.
 WINA—Charlottesville, VA.
 WINC—Winchester, VA.
 WIND—Chicago, IL.
 WINE—Brookfield, CT.
 WING—Dayton, OH.
 WINH—Georgetown, SC.
 WINI—Murphysboro, IL.
 WINK—Fort Myers, FL.
 WINN—North Vernon, IN.
 WINR—Binghamton, NY.
 WINS—New York City, NY.
 WINU—Highland, IL.
 WINW—Canton, OH.
 WINX—Rockville, MD.
 WINY—Putnam, CT.
 WINZ—Miami, FL.
 WIOD—Miami, FL.
 WIOH—New Boston, OH.
 WION—Ionia, MI.
 WIOO—Carlisle, PA.
 WIOS—Tawas City-East Tawas, MI.
 WIOU—Kokomo, IN.
 WIP—Philadelphia, PA.
 WIPC—Lake Wales, FL.
 WIPW—Ticonderoga, NY.
 WIOR—Prattville, AL.
 WIOT—Horseheads, NY.
 WIRA—Fort Pierce, FL.
 WIRB—Enterprise, AL.
 WIRC—Hickory, NC.
 WIRD—Lake Placid, NY.
 WIRE—Indianapolis, IN.
 WIRJ—Humboldt, TN.
 WIRL—Peoria, IL.
 WIRO—Ironton, OH.
 WIRV—Irvine, KY.
 WIRY—Plattsburgh, NY.
 WIS—Columbia, SC.
 WISE—Asheville, NC.
 WISK—Americus, GA.
 WISN—Shamokin, PA.
 WISN—Milwaukee, WI.
 WISO—Ponce, PR.
 WISP—Kinston, NC.
 WISR—Butler, PA.
 WIS—Berlin, WI.
 WISV—Viroqua, WI.
 WITA—Knoxville, TN.
 WITB—Baltimore, MD.
 WITC—Lansing, MI.
 WITN—Washington, NC.
 WITS—Sebring, FL.
 WITY—Danville, IL.
 WITZ—Jasper, IN.
 WIVE—Ashland, VA.
 WIVK—Knoxville, TN.
 WIVS—Crystal Lake, IL.
 WIXE—Monroe, NC.
 WIXI—Lancaster, PA.
 WIXK—New Richmond, WI.
 WIXD—Dixon, IL.
 WIXR—Mount Pleasant, SC.
 WIXY—East Longmeadow, MA.
 WIXZ—McKeesport, PA.
 WIYD—Palatka, FL.
 WIYN—Rome, GA.
 WIZE—Springfield, OH.
 WIZO—La Crosse, WI.
 WIZR—Franklin, TN.
 WIZR—Johnstown, NY.
 WIZS—Henderson, NC.
 WIZY—Columbus, GA.
 WIZZ—Streator, IL.
 WJAC—Johnstown, PA.
 WJAG—Norfolk, NE.
 WJAK—Jackson, TN.
 WJAS—Pittsburg, PA.
 WJAT—Swainsboro, GA.
 WJAX—Jacksonville, FL.
 WJAY—Mullins, SC.
 WJAZ—Albany, GA.
 WJBB—Haleyville, AL.
 WJBC—Bloomington, IL.
 WJBD—Salem, IL.
 WJBI—Batesville, MS.
 WJBM—Jerseyville, IL.
 WJBO—Baton Rouge, LA.
 WJBR—Wilmington, DE.
 WJBU—Port St. Joe, FL.
 WJCC—Norfolk, MA.
 WJCD—Seymour, IN.
 WJCM—Sebring, FL.
 WJCW—Johnson City, TN.
 WJDA—Quincy, MA.
 WJDB—Thomasville, AL.
 WJDM—Elizabeth, NJ.
 WJDS—Bolivar, TN.
 WJDW—Corydon, IN.
 WJDX—Jackson, MS.
 WJDY—Salisbury, MD.
 WJEB—Gladwin, MI.
 WJEH—Gallipolis, OH.
 WJEJ—Hagerstown, MD.
 WJEM—Valdosta, GA.
 WJEP—Ochlocknee, GA.
 WJER—Dover-New Philadelphia, OH.
 WJES—Johnston, SC.
 WJET—Erie, PA.
 WJFC—Jefferson City, TN.
 WJFL—Vicksburg, MS.
 WJHO—Opelika, AL.
 WJIC—Salem, NJ.
 WJIL—Jacksonville, IL.
 WJIM—Lansing, MI.
 WJIT—New York City, NY.
 WJJD—Chicago, IL.
 WJJK—Christiansburg, VA.
 WJJK—Eau Claire, WI.
 WJLL—Niagara Falls, NY.
 WJLM—Lewisburg, TN.
 WJJO—Tomahawk, WI.
 WJTT—Jellicoe, TN.
 WJKB—Beckley, WV.
 WJKM—Hartsville, TN.
 WJKX—Pascagoula, MS.
 WJKY—Jamestown, KY.
 WJLD—Homewood, AL.
 WJLE—Smithville, TN.
 WJLK—Asbury Park, NJ.
 WJLS—Beckley, WV.
 WJLY—Braddock, PA.
 WJMA—Orange, VA.
 WJMB—Brookhaven, MS.
 WJMC—Rice Lake, WI.
 WJML—Petoskey, MI.
 WJMO—Cleveland Heights, OH.
 WJMR—Ridgeland, SC.
 WJMS—Ironwood, MI.
 WJMT—Merrill, WI.
 WJMW—Athens, AL.
 WJMX—Florence, SC.
 WJNC—Jacksonville, NC.
 WJNL—Johnstown, PA.
 WJNO—West Palm Beach, FL.
 WJNS—Yazoo City, MS.
 WJOB—Hammond, IN.
 WJOL—Joliet, IL.
 WJON—St. Cloud, MN.
 WJOT—Lake City, SC.
 WJOY—Burlington, VT.
 WJPA—Washington, PA.
 WJPC—Chicago, IL.
 WJPD—Ishpeming, MI.
 WJPJ—Huntingdon, TN.
 WJPW—Rockford, MI.
 WJQR—Detroit, MI.
 WJRB—Nashville, TN.
 WJRC—Joliet, IL.
 WJRD—Tuscaloosa, AL.
 WJRE—Lenoir, NC.
 WJRM—Troy, NC.
 WJRO—Glen Burnie, MD.
 WJSA—Jersey Shore, PA.
 WJSB—Crestview, FL.
 WJSM—Martinsburg, PA.
 WJSO—Jonesboro, TN.
 WJTH—Cullman, AL.
 WJTN—Jamestown, NY.
 WJTO—Bath, ME.
 WJTP—Newland, NC.
 WJTX—Urbana, IL.
 WJUN—Mexico, PA.
 WJW—Cleveland, OH.
 WJWF—Columbus, MS.
 WJWL—Georgetown, DE.
 WJWS—South Hill, VA.
 WJXN—Jackson, MS.
 WJXY—Conway, SC.
 WJYA—Marietta, GA.
 WJYM—Bowling Green, OH.
 WJYY—Forest, MS.
 WJZM—Clarksville, TN.
 WJZX—Cocoa, FL.
 WKAC—Athens, AL.
 WKAJ—Saratoga Springs, NY.
 WKAL—Rome, NY.
 WKAM—Goshen, IN.
 WKAN—Kankakee, IL.
 WKAO—Boynton Beach, FL.
 WKAP—Allentown, PA.
 WKAO—San Juan, PR.
 WKAT—Miami Beach, FL.
 WKAU—Kaukauna, WI.
 WKAV—Charlottesville, VA.
 WKAX—Russellville, AL.
 WKAY—Glasgow, KY.
 WKAZ—St. Albans, WV.
 WKBA—Vinton, VA.
 WKBC—North Wilkesboro, NC.
 WKBI—St. Marys, PA.
 WKBJ—Milan, TN.
 WKBK—Keene, NH.
 WKBL—Covington, TN.
 WKBN—Youngstown, OH.
 WKBO—Harrisburg, PA.
 WKBO—Garner, NC.
 WKBR—Manchester, NH.
 WKBV—Richmond, IL.
 WKBW—Buffalo, NY.
 WKBX—Savannah, GA.
 WKBY—Chatham, VA.
 WKBZ—Muskegon, MI.
 WKCB—Hindman, KY.
 WKCE—Harriman, TN.
 WKCM—Hawesville, KY.
 WKCN—North Charleston, SC.
 WKCT—Bowling Green, KY.
 WKCU—Corinth, MS.
 WKCV—Warrenton, VA.
 WKCY—Harrisonburg, VA.
 WKDA—Nashville, TN.
 WKDC—Elmhurst, IL.
 WKDE—Altavista, VA.
 WKDJ—Memphis, TN.
 WKDK—Newberry, SC.
 WKDM—New York City, NY.
 WKDO—Liberty, KY.
 WKDP—Plattsburg, NY.
 WKDW—Staunton, VA.
 WKDX—Hamlet, NC.
 WKDY—Spartanburg, SC.
 WKDZ—Cadiz, KY.
 WKEA—Scottsboro, AL.
 WKED—Frankfort, KY.
 WKEE—Huntington, WV.
 WKEG—Washington, PA.
 WKEI—Kewanee, IL.
 WKEM—Immokalee, FL.
 WKEN—Dover, DE.
 WKEP—Pompton Lakes, NJ.
 WKEU—Griffin, GA.
 WKEW—Greensboro, NC.
 WKEV—Blacksburg, VA.
 WKEY—Covington, VA.
 WKFE—Yauco, PR.
 WKFI—Wilmington, OH.
 WKFX—Gadsden, AL.
 WKGA—Grafton, WV.
 WKGE—Darlington, SC.
 WKGG—Saltville, VA.
 WKGM—Smithfield, VA.
 WKGN—Knoxville, TN.
 WKGO—Milledgeville, GA.
 WKGX—Lenoir, NC.
 WKHJ—Holly Hill, SC.
 WKHM—Jackson, MI.
 WKHT—Manchester, CT.
 WKIC—Hazard, KY.
 WKIE—Richmond, VA.
 WKIG—Glennville, GA.
 WKIK—Leonardtown, MD.
 WKIN—Kingsport, TN.
 WKIP—Poughkeepsie, NY.
 WKIQ—Yonkers, NY.
 WKIS—Orlando, FL.
 WKIX—Raleigh, NC.
 WKIZ—Key West, FL.
 WKJB—Mayaguez, PR.
 WKJC—Cecil, PA.
 WKJK—Granite Falls, NC.
 WKJR—Muskegon Heights, MI.
 WKKD—Aurora, IL.
 WKKE—Pearl, MS.
 WKKN—Rockford, IL.
 WKKO—Hibbing, MN.
 WKKS—Laurens, SC.
 WKKK—Paoli, IN.
 WKLA—Ludington, MI.
 WKLB—Manchester, KY.
 WKLF—Clinton, AL.
 WKLH—St. Johns, MI.
 WKLK—Cloquet, MN.
 WKLL—Aiken, SC.
 WKLM—Wilmington, NC.
 WKLO—Danville, KY.
 WKLP—Keyser, WV.
 WKLS—Atlanta, GA.
 WKLV—Blackstone, VA.
 WKLY—Hartwell, GA.
 WKLZ—Kalamazoo, MI.
 WKMB—Stirling, NJ.
 WKMC—Roaring Spring, PA.
 WKMF—Flint, MI.
 WKMG—Newberry, SC.
 WKML—Kalamazoo, MI.
 WKMK—Blountstown, FL.
 WKMT—Kings Mountain, NC.
 WKND—Windsor, CT.
 WKNE—Keene, NH.
 WKNF—Tallapoosa, GA.
 WKNR—Battle Creek, MI.
 WKNT—Kent, OH.
 WKNX—Frankenmuth, MI.
 WKNY—Kingston, NY.
 WKOA—Hopkinsville, KY.
 WKOE—Dayton, TN.
 WKOJ—Hattiesburg, MS.
 WKOK—Sunbury, PA.
 WKOL—Amsterdam, NY.
 WKOP—Binghamton, NY.
 WKOR—Starkville, MS.
 WKOV—Wellston, OH.
 WKOX—Framingham, MA.
 WKOY—Bluefield, WV.
 WKOZ—Kosciusko, MS.
 WKPA—New Kensington, PA.
 WKPR—Kalamazoo, MI.
 WKPT—Kingsport, TN.
 WKQE—Tallahassee, FL.
 WKOT—Garyville, LA.
 WKRA—Holly Springs, MS.
 WKRC—Cincinnati, OH.
 WKRE—Jamesville, VA.
 WKRG—Mobile, AL.
 WKRI—West Warwick, RI.
 WKRK—Murphy, NC.
 WKRM—Columbia, TN.
 WKRO—Cairo, VA.
 WKRS—Dallas, GA.
 WKRS—Waukegan, IL.
 WKRT—Cortland, NY.
 WKRR—Wilkes-Barre, PA.
 WKSC—Kershaw, SC.
 WKSD—Orangeburg, SC.
 WKSE—Pritchard, AL.
 WKSK—West Jefferson, NC.
 WKSN—Jamestown, NY.
 WKSP—Kingstree, SC.
 WKSR—Pulaski, TN.
 WKST—New Castle, PA.
 WKTE—King, NC.
 WKTI—Farmington, ME.
 WKTS—Sheboygan, WI.
 WKTY—La Crosse, WI.
 WKUN—Monroe, GA.
 WKVA—Lewistown, PA.
 WKVE—Cave City, KY.
 WKVI—Knox, IN.
 WKVL—Clarksville, TN.
 WKVM—San Juan, PR.
 WKVT—Bartlett, VT.
 WKWF—Key West, FL.
 WKWQ—Wheeling, WV.
 WKWM—Kentwood, MI.
 WKXA—Brunswick, ME.
 WKXE—Huntington, WV.
 WKXJ—Jackson, MS.
 WKXJ—Campbellsville, KY.
 WKXL—Concord, NH.
 WKXO—Berea, KY.
 WKXP—Ashboro, NC.
 WKXY—Knoxville, TN.
 WKYX—Sarasota, FL.
 WKY—Oklahoma City, OK.
 WKYB—Hemingsway, SC.
 WKYG—Parkersburg, WV.
 WKYK—Barnesville, NC.
 WKYO—Caro, MI.
 WKYR—Burkesville, KY.
 WKYX—Paducah, KY.
 WKZA—Kane, PA.
 WKZF—Fayetteville, TN.
 WKZI—Casey, IL.
 WKZK—North Augusta, SC.
 WKZO—Kalamazoo, MI.
 WKZO—Myrtle Beach, SC.
 WKZU—Laconia, NH.
 WKZX—Presque Isle, ME.
 WLAC—Nashville, TN.
 WLAD—Danbury, CT.
 WLAF—La Follette, TN.
 WLAG—La Grange, GA.
 WLAM—Lewistown, ME.
 WLAN—Lancaster, PA.
 WLAX—Lexington, KY.
 WLBB—Lafayette, GA.
 WLAR—Athens, TN.
 WLAS—Jacksonville, NC.
 WLAT—Conway, SC.
 WLAU—Laurel, MS.
 WLAV—Grand Rapids, MI.
 WLAW—Lawrenceville, GA.
 WLAY—Muscle Shoals, AL.
 WLBA—Gainesville, GA.
 WLBB—Carrington, GA.
 WLBC—Muncie, IN.
 WLBE—Leesburg-Eustis, FL.
 WLBG—Laurens, SC.
 WLBI—Mattoon, IL.
 WLBI—Denham Springs, LA.
 WLBJ—Bowling Green, KY.
 WLBK—De Kalb, IL.
 WLBN—Lebanon, KY.
 WLBO—Morgantown, KY.
 WLBR—Lebanon, PA.
 WLCC—Buffalo, KY.
 WLCK—Scottsville, KY.
 WLDM—Lancaster, SC.
 WLDN—Westfield, MA.
 WLDL—Lynchburg, VA.
 WLDY—Ladysmith, WI.
 WLEA—Hornell, NY.
 WLEC—Sandusky, OH.
 WLEE—Richmond, VA.
 WLEJ—Elizabethtown, KY.
 WLEM—Emory, PA.
 WLEO—Ponce, PR.
 WLES—Lawrenceville, VA.
 WLET—Toccoa, GA.
 WLEW—Bad Axe, MI.
 WLEY—Cayey, PR.
 WLFA—La Fayette, GA.
 WLFB—Little Falls, NY.
 WLFW—St. Petersburg, FL.
 WLGM—Lynchburg, VA.
 WLGN—Logan, OH.
 WLBI—New York City, NY.
 WLKJ—Shelbyville, TN.
 WLK—Newport, TN.
 WLKI—Lenoir City, TN.
 WLKM—Pachogue, NY.
 WLKN—Kenoşa, WI.
 WLKS—Old Saybrook, CT.
 WLKT—Stuebenville, OH.
 WLIV—Livingston, TN.
 WLIX—Islip, NY.
 WLIZ—Lake Worth, FL.
 WLKE—Waupun, WI.
 WLKF—Lakeland, FL.
 WLKK—Erie, PA.
 WLKM—Three Rivers, MI.
 WLKN—Lincoln, ME.
 WLKR—Norwalk, OH.
 WLKS—West Liberty, KY.
 WLKW—Providence, RI.
 WLLE—Raleigh, NC.
 WLH—Lowell, MA.
 WLHL—Lynchburg, VA.
 WLIS—Hartford, KY.
 WLIV—Louisville, KY.
 WLJ—Wilson, NC.
 WLMD—Laurel, MD.
 WLMD—Jackson, OH.
 WLNA—Peekskill, NY.
 WLNG—Laurinburg, NC.
 WLNG—Sag Harbor, NY.
 WLOR—Portland, ME.
 WLOC—Munfordville, KY.
 WLOE—Eden, NC.
 WLOG—Logan, WV.
 WLOH—Lancaster, OH.
 WLOI—La Porte, IN.
 WLOK—Memphis, TN.
 WLOP—Lincolnton, NC.
 WLOP—Jesup, GA.

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- WLOR—Thomasville, GA.
 WLOU—Louisville, KY.
 WLOW—Washington, GA.
 WLPA—Lancaster, PA.
 WLPH—Irontdale, AL.
 WLPN—Suffolk, VA.
 WLPQ—La Salle, IL.
 WLPO—Pittsburg, KY.
 WLOH—Chieffand, FL.
 WLOV—Detroit, MI.
 WLOY—Fort Lauderdale, FL.
 WLRB—Macomb, IL.
 WLRP—San Sebastian, PR.
 WLRV—Lebanon, VA.
 WLS—Chicago, IL.
 WLSB—Copperhill, TN.
 WLSD—Big Stone Gap, VA.
 WLSE—Wallace, NC.
 WLSH—Lansford, PA.
 WLSI—Pikeville, KY.
 WLSM—Louisville, MS.
 WLSO—Montgomery, AL.
 WLSV—Wellsville, NY.
 WLTC—Gastonia, NC.
 WLTH—Gary, IN.
 WLTM—Franklin, NC.
 WLTN—Littleton, NH.
 WLUV—Loves Park, IL.
 WLUX—Baton Rouge, LA.
 WLVA—Lynchburg, VA.
 WLVC—Fort Kent, ME.
 WLVL—Lockport, NY.
 WLVM—St. Ignace, MI.
 WLVN—Luverne, AL.
 WLW—Cincinnati, OH.
 WLWL—Rockingham, NC.
 WLXN—Lexington, NC.
 WLXR—La Crosse, WI.
 WLYC—Williamsport, PA.
 WLYN—Lynn, MA.
 WLZZ—Greenfield, WI.
 WMAC—Metter, GA.
 WMAF—Madison, FL.
 WMAJ—State College, PA.
 WMAK—Washington, DC.
 WMAM—Marionette, WI.
 WMAN—Mansfield, OH.
 WMAP—Monroe, NC.
 WMAQ—Chicago, IL.
 WMAS—Springfield, MA.
 WMAX—Grand Rapids, MI.
 WMAZ—Springfield, IL.
 WMAZ—Macon, GA.
 WMBA—Ambridge, PA.
 WMBD—Peoria, IL.
 WMBG—Williamsburg, VA.
 WMBH—Joplin, MO.
 WMBL—Morehead City, NC.
 WMBM—Miami Beach, FL.
 WMBQ—Auburn, NY.
 WMBT—Uniontown, PA.
 WMBT—Shenandoah, PA.
 WMC—Memphis, TN.
 WMCA—New York City, NY.
 WMCB—Martinsville, IN.
 WMCH—Church Hill, TN.
 WMCI—Moncks Corner, SC.
 WMCL—McLeansboro, IL.
 WMCP—Columbia, TN.
 WMCR—Oneida, NY.
 WMCS—Machias, ME.
 WMCT—Mountain City, TN.
 WMCW—Harvard, IL.
 WMDC—Hazlehurst, MS.
 WMDJ—Fajardo, PR.
 WMDJ—Martin, KY.
 WMDO—Wheaton, MD.
 WMDR—Alcoa, TN.
 WMEK—Chase City, VA.
 WMEI—Melbourne, FL.
 WMER—Westbrook, ME.
 WMES—Ashburn, GA.
 WMEV—Marion, VA.
 WMFC—Monroeville, AL.
 WMFD—Wilmington, NC.
 WMFJ—Daytona Beach, FL.
 WMFL—Monticello, FL.
 WMFR—High Point, NC.
 WMGA—Moultrie, GA.
 WMGI—Gainesville, FL.
 WMGO—Canton, MS.
 WMGR—Bainbridge, GA.
 WMGW—Meadville, PA.
 WMGY—Montgomery, AL.
 WMGZ—Sharpsville, PA.
 WMIA—Arecibo, PR.
 WMIC—Sandusky, MI.
 WMID—Atlantic City, NJ.
 WMIK—Middlesboro, KY.
 WMIM—Mount Carmel, PA.
 WMIN—Maplewood, MN.
 WMIQ—Iron Mountain, MI.
 WMIR—Lake Geneva, WI.
 WMIS—Natchez, MS.
 WMIX—Mount Vernon, IL.
 WMJK—Kissimmee, FL.
 WMJM—Marion, KY.
 WMJM—Cordele, GA.
 WMKR—Millinocket, ME.
 WMLA—Normal, IL.
 WMLB—West Hartford, CT.
 WMLC—Monticello, MS.
 WMLF—Indianapolis, IN.
 WMLI—Bangor, ME.
 WMLM—St. Louis, MI.
 WMLP—Milton, PA.
 WMLR—Hohenwald, TN.
 WMLT—Dublin, GA.
 WMMB—Melbourne, FL.
 WMMH—Marshall, VT.
 WMMJ—Briarcliff, NY.
 WMMK—Mobile, AL.
 WMMM—Westport, CT.
 WMMN—Fairmont, WV.
 WMMW—Meriden, CT.
 WMNA—Gretna, VA.
 WMNB—North Adams, MA.
 WMNC—Morgantown, NC.
 WMNE—Menomonee, WI.
 WMNI—Columbus, OH.
 WMNS—Olean, NY.
 WMNZ—Montezuma, GA.
 WMOA—Marietta, OH.
 WMOG—Brunswick, GA.
 WMOH—Hamilton, OH.
 WMOK—Metropolis, IL.
 WMON—Montgomery, WV.
 WMOO—Mobile, AL.
 WMOP—Ocala, FL.
 WMOR—Morehead, KY.
 WMOV—Ravenswood, WV.
 WMOX—Meridian, MS.
 WMPA—Aberdeen, MS.
 WMPL—Hancock, MI.
 WMPM—Smithfield, NC.
 WMPQ—Middleport-Pomeroy, OH.
 WMPR—Chicago Heights, IL.
 WMPX—Midland, MI.
 WMPX—Midland, MI.
 WMPZ—Soperton, GA.
 WMOM—Memphis, TN.
 WMRC—Milford, MA.
 WMRE—Boston, MA.
 WMRK—Selma, AL.
 WMRN—Marion, OH.
 WMRO—Aurora, IL.
 WMFZ—Moline, IL.
 WMSA—Massena, NY.
 WMSG—Oakland, MD.
 WMSK—Morganfield, KY.
 WMSL—Decatur, AL.
 WMSO—Collierville, TN.
 WMSR—Manchester, TN.
 WMSU—Mt. Sterling, KY.
 WMT—Cedar Rapids, IA.
 WMTA—Central City, KY.
 WMTB—Vanceville, KY.
 WMTD—Hinton, WV.
 WMTF—Manistee, MI.
 WMTG—Gaithersburg, MD.
 WMTL—Leitchfield, KY.
 WMTM—Moultrie, GA.
 WMTN—Morristown, TN.
 WMTS—Morristown, NJ.
 WMTS—Murfreesboro, TN.
 WMTY—Greenwood, SC.
 WMUF—Paris, TN.
 WMUS—Muskegon, MI.
 WMUU—Greenville, SC.
 WMVA—Martinsville, VA.
 WMVG—Milledgeville, GA.
 WMVO—Mount Vernon, OH.
 WMVR—Sidney, OH.
 WMYB—Myrtle Beach, SC.
 WMYD—Wickford, RI.
 WMYF—Exeter, NH.
 WMYL—Herkimer, NY.
 WMYN—Mayodan, NC.
 WMYO—Newton, MS.
 WMYR—Fort Myers, FL.
 WMZQ—Arlington, VA.
 WNAB—Bridgeport, CT.
 WNAE—Warren, PA.
 WNAH—Nashville, TN.
 WNAK—Nanticoke, PA.
 WNAM—Neenah-Menasha, WI.
 WNAT—Natchez, MS.
 WNAV—Annapolis, MD.
 WNAX—Yankton, SD.
 WNBC—New York City, NY.
 WNBH—Binghamton, NY.
 WNBH—Waynesboro, TN.
 WNBH—New Bedford, MA.
 WNBK—Park Falls, WI.
 WNBK—Newburyport, MA.
 WNBK—Murray, KY.
 WNBK—Wellsboro, PA.
 WNBK—Newberry, MI.
 WNBZ—Saranac Lake, NY.
 WNC—Siler City, NC.
 WNCB—Barnesboro, PA.
 WNCB—Ashland, OH.
 WNCB—Saint Pauls, NC.
 WNCB—Greenville, NC.
 WNCB—Daytona Beach, FL.
 WNCB—Indianapolis, IN.
 WNCB—Sullivan, IN.
 WNCB—Syracuse, NY.
 WNCB—South Bend, IN.
 WNEA—Newman, GA.
 WNEB—Worcester, MA.
 WNEG—Toccoa, GA.
 WNEL—Caguas, PR.
 WNER—Live Oak, FL.
 WNES—Central City, KY.
 WNEW—New York City, NY.
 WNEW—Macon, GA.
 WNFL—Green Bay, WI.
 WNGA—Nashville, GA.
 WNGO—Mayfield, KY.
 WNH—New Haven, CT.
 WNHV—White River Junction, VT.
 WNIC—Dearborn, MI.
 WNIK—Arecibo, PR.
 WNIL—Niles, MI.
 WNIK—Niles, OH.
 WNIS—Portsmouth, VA.
 WNIK—Greenville, MS.
 WNIK—Zion, IL.
 WNIK—Newark, NJ.
 WNKY—Neon, KY.
 WNL—Indianola, MS.
 WNLB—Rocky Mount, VA.
 WNLK—New London, CT.
 WNLK—Norwalk, CT.
 WNLK—Olean, NY.
 WNLK—Churchville, VA.
 WNM—Garden City, GA.
 WNNC—Newton, NC.
 WNNJ—Newton, NJ.
 WNNC—Wisconsin Dells, WI.
 WNNK—Springfield, IL.
 WNNK—Warsaw, VA.
 WNOE—New Orleans, LA.
 WNOG—Naples, FL.
 WNOK—Columbia, SC.
 WNOO—Chattanooga, TN.
 WNOF—Newport, KY.
 WNOF—Norfolk, VA.
 WNOG—New Bern, NC.
 WNOV—Milwaukee, WI.
 WNOV—York, PA.
 WNOX—Knoxville, TN.
 WNPC—Newport, TN.
 WNP—Tuscaloosa, AL.
 WNPV—Lansdale, PA.
 WNOM—Nashville, TN.
 WNRE—Circleville, OH.
 WNRG—Grundy, VA.
 WNRJ—Woonsocket, RI.
 WNRK—Newark, DE.
 WNRK—Saline, MI.
 WNRV—Narrows-Pearisburg, VA.
 WNST—Milton, WV.
 WNTN—Newton, MA.
 WNTS—Silver Spring, MD.
 WNTS—Indianapolis, IN.
 WNTT—Tazewell, TN.
 WNTY—Southington, CT.
 WNUJ—Fort Walton Beach, FL.
 WNUZ—Talladega, AL.
 WNV—Norton, VA.
 WNVL—Nicholasville, KY.
 WNVK—Naugatuck, CT.
 WNVY—Pensacola, FL.
 WNW—Valparaiso, IN.
 WNW—Miami, FL.
 WNWZ—Highland Springs, VA.
 WNX—Portsmouth, OH.
 WNYG—Babylon, NY.
 WNYM—New York City, NY.
 WNYR—Canton, OH.
 WNYR—Rochester, NY.
 WNYB—Buffalo, NY.
 WOAD—Jackson, MS.
 WOAI—San Antonio, TX.
 WOAP—Cawson, MI.
 WOAY—Oak Hill, WV.
 WOBL—Oberlin, OH.
 WOBM—Lakewood, NJ.
 WOBK—Wanchese, NC.
 WOBK—New Albany, IN.
 WOBK—Rhinelander, WI.
 WOC—Davenport, IA.
 WOOA—Ocala, FL.
 WOOB—West Yarmouth, MA.
 WOOH—Miami, FL.
 WOOO—Oconto, WI.
 WODI—Brookneal, VA.
 WODY—Bassett, VA.
 WOF—Rockwood, TN.
 WOFF—Washington Ct. House, OH.
 WOHI—East Liverpool, OH.
 WOHO—Toledo, OH.
 WOHP—Bellefontaine, OH.
 WOHS—Shelby, NC.
 WOIC—Columbia, SC.
 WOKA—Douglas, GA.
 WOKB—Winter Garden, FL.
 WOKC—Okeechobee, FL.
 WOKC—Charleston, SC.
 WOKG—Warren, OH.
 WOKJ—Jackson, MS.
 WOKL—Eau Claire, WI.
 WOKS—Columbus, GA.
 WOKV—Jacksonville, FL.
 WOKY—Milwaukee, WI.
 WOKZ—Alton, IL.
 WOL—Washington, DC.
 WOLD—Marion, VA.
 WOLS—Florence, SC.
 WOMI—Owensboro, KY.
 WOMP—Bellaire, OH.
 WOMB—Manitowoc, WI.
 WONA—Winona, MS.
 WOND—Pleasantville, NJ.
 WONE—Dayton, OH.
 WONN—Lakeland, FL.
 WONO—Black Mountain, NC.
 WONW—Defiance, OH.
 WONX—Evanston, IL.
 WOOD—Grand Rapids, MI.
 WOOF—Dothan, AL.
 WOOW—Greenville, NC.
 WOPI—Bristol, TN.
 WOPP—Opp, AL.
 WOR—New York City, NY.
 WORA—Mayaguez, PR.
 WORC—Worcester, MA.
 WORC—Spartanburg, SC.
 WORC—Orangeburg, SC.
 WORL—Oak Ridge, TN.
 WORL—Orlando, FL.
 WORL—Savannah, TN.
 WORW—Hattiesburg, MS.
 WORX—Madison, IN.
 WOSC—Fulton, NY.
 WOSH—Oshkosh, WI.
 WOSO—San Juan, PR.
 WOTT—Watertown, NY.
 WOTW—Nashua, NH.
 WOW—Omaha, NE.
 WOWO—Fort Wayne, IN.
 WOXA—South Paris, ME.
 WOYK—York, PA.
 WOYL—Oil City, PA.
 WOZK—Ozark, AL.
 WOZW—Monticello, ME.
 WPAB—Ponce, PR.
 WPAD—Paducah, KY.
 WPAG—Ann Arbor, MI.
 WPAK—Farmville, VA.
 WPAL—Charleston, SC.
 WPAM—Pottsville, PA.
 WPAQ—Mt. Airy, NC.
 WPAS—Zephyrhills, FL.
 WPAT—Paterson, NJ.
 WPAX—Thomasville, GA.
 WPAY—Portsmouth, OH.
 WPAZ—Pottstown, PA.
 WPBK—Whitehall, MI.
 WPBR—Palm Beach, FL.
 WPCC—Clinton, SC.
 WPCE—Portsmouth, VA.
 WPCF—Panama City, FL.
 WPCK—West Palm Beach, FL.
 WPCN—Mount Pocono, PA.
 WPCO—Mount Vernon, IN.
 WPD—Elizabethtown, PA.
 WPD—Potsdam, NY.
 WPDQ—Jacksonville, FL.
 WPD—Portage, WI.
 WPD—Clarksburg, WV.
 WPE—Crozet, VA.
 WPEH—Louisville, GA.
 WPEH—Philadelphia, PA.
 WPEO—Peoria, IL.
 WPEP—Taunton, MA.
 WPET—Greensboro, NC.
 WPEX—Hampton, VA.
 WPGA—Pensacola, FL.
 WPGF—Middletown, OH.
 WPPR—Terre Haute, IN.
 WPG—Perry, GA.
 WPGC—Morningside, MD.
 WPGP—Philadelphia, PA.
 WPGW—Portland, IN.
 WPHB—Philipsburg, PA.
 WPHC—Waverly, TN.
 WPHM—Port Huron, MI.
 WPIC—Sharon, PA.
 WPID—Piedmont, AL.
 WPIK—Flomaton, AL.
 WPI—Pittsburgh, PA.
 WPJL—Raleigh, NC.
 WPJM—Adamsville, TN.
 WPK—Pikeville, KY.
 WPKX—Alexandria, VA.
 WPKY—Princeton, KY.
 WPKZ—Pickens, SC.
 WPL—Plant City, FL.
 WPLB—Greenville, MI.
 WPLK—Rockmart, GA.
 WPLM—Plymouth, MA.
 WPL—Atlanta, GA.
 WPLP—Pinellas Park, FL.
 WPLW—Carnegie, PA.
 WPLY—Plymouth, WI.
 WPM—Vandalia, IL.
 WPMH—Portsmouth, VA.
 WPM—Pascagoula-Moss Point, MS.
 WPN—Plymouth, NC.
 WPNF—Brevard, NC.
 WPNH—Plymouth, NH.
 WPNX—Columbus, GA-Phenix City, AL, GA.
 WPOE—Greenfield, MA.
 WPOK—Pontiac, IL.
 WPOM—Riviera Beach, FL.
 WPON—Pontiac, MI.
 WPOP—Hartford, CT.
 WPOP—Portland, ME.
 WPOP—New York City, NY.
 WPPA—Pottsville, PA.
 WPP—Carrollton, GA.
 WPOZ—Clarksburg, WV.
 WPPA—Mayaguez, PR.
 WPPC—Lincoln, IL.
 WPP—Prairie du Chien, WI.
 WPPN—Butler, AL.
 WPPR—Providence, RI.
 WPPR—Ponce, PR.
 WPPS—Paris, IL.
 WPPR—Prestonsburg, KY.
 WPPR—Manassas, VA.
 WPPY—Perry, FL.
 WPRZ—Warrenton, VA.
 WPTB—Statesboro, GA.
 WPTC—Macon, GA.
 WPTF—Raleigh, NC.
 WPTL—Canton, NC.
 WPT—Cookeville, TN.
 WPT—Albany, NY.
 WPTW—Piqua, OH.
 WPTX—Lexington Park, MD.
 WPUB—Camden, SC.
 WPU—Brewster, NY.
 WPUV—Pulaski, VA.
 WPVA—Petersburg-Colonial Heights, VA.
 WPWC—Quantico, VA.
 WPXE—Starke, FL.
 WPXY—Rochester, NY.
 WPXZ—Punxsutawney, PA.
 WPYB—Benson, NC.
 WPK—Jasper, AL.
 WOAM—Miami, FL.
 WOBA—Miami, FL.
 WOBC—Vicksburg, MS.
 WOBE—Chesapeake, WV.
 WOBH—Detroit, MI.
 WOBK—Rensselaer, NY.
 WOBO—Selinsgrove, PA.
 WOBK—Atlantic Beach, FL.
 WOB—San Juan, PR.
 WOBX—Blacksburg, VA.
 WOC—Charlotte, NC.
 WOCT—Bryan, OH.
 WODE—Albany, GA.
 WODI—Miami, FL.
 WODY—Calais, ME.
 WOHL—Fort Wayne, IN.
 WOIC—Meridian, MS.
 WOIK—Jacksonville, FL.
 WOIN—Lykens, PA.
 WOIC—Chester, Pa.
 WOIS—Laurel, MS.
 WOIZ—St. George, SC.
 WOKA—Penn Yan, NY.
 WOKI—St. Matthews, SC.
 WOLS—Painesville, OH.
 WOMA—Marks, MS.
 WOMR—Skowhegan, ME.
 WOOK—Greenville, SC.
 WOPM—Princeton, MN.
 WOOW—Waterbury, CT.
 WOSA—Sarasota, FL.
 WOSP—Portland, TN.
 WOTW—Latrobe, PA.
 WOUE—New Orleans, LA.
 WOXC—Otsego, MI.
 WOXC—Atlanta, GA.
 WOXL—Columbia, SC.
 WOXM—Gordon, GA.
 WOXC—Munising, MI.
 WOXC—West Springfield, MA.
 WOXC—Taylorsville, NC.
 WRAA—Luray, VA.
 WRAB—Arab, AL.
 WRAD—Radford, VA.
 WRAG—Carrollton, AL.
 WRAI—San Juan, PR.
 WRAJ—Anna, IL.
 WRAK—Williamsport, PA.
 WRAM—Monmouth, IL.
 WRAN—Dover, NJ.
 WRAP—Norfolk, VA.
 WRA—Asheville, NC.
 WRAR—Tappanhook, VA.
 WRAY—Reading, PA.
 WRAY—Princeton, IN.
 WRBD—Pompano Beach, FL.
 WRBE—Lucedale, MS.
 WRBE—Warner Robins, GA.
 WRBO—St. Petersburg, FL.
 WRBX—Chapel Hill, NC.
 WRCD—Dalton, GA.
 WRCC—Columbus, GA.
 WRCC—Richland Center, WI.
 WRCP—Providence, RI.
 WRCC—New Britain, CT.
 WRCS—Ahoskie, NC.
 WRCC—Canton, OH.
 WRDB—Reedsburg, WI.
 WRDC—Cleveland, MS.
 WRDN—Durand, WI.
 WRDO—Augusta, ME.
 WRDW—Augusta, GA.
 WRFB—Holyoke, MA.
 WRFC—Memphis, TN.
 WRFC—Monroe, GA.
 WRFL—Lexington, VA.
 WRFM—Pinecastle-Sky Lake, FL.
 WRFN—Topeka, KS.
 WRFB—Reidsville, NC.
 WRFB—Millville, NJ.
 WRFC—Athens, GA.
 WRFD—Columbus-Worthington, OH.
 WRFS—Alexander City, AL.
 WRGA—Rome, GA.
 WRGC—Sylva, NC.
 WRGS—Rogersville, TN.
 WRHC—Coral Gables, FL.
 WRHD—Riverhead, NY.
 WRHI—Rock Hill, SC.
 WRHL—Rochelle, IL.
 WRIB—Providence, RI.
 WRIC—Richlands, VA.
 WRID—Homer City, PA.
 WRIE—Erie, PA.
 WRIG—Wausau, WI.
 WRIN—Rensselaer, IN.
 WRIS—Roanoke, VA.
 WRIV—Riverhead, NY.
 WRJC—Mauston, WI.
 WRIN—Racine, WI.
 WRJW—Piquette, MS.
 WRJY—Richmond, VA.
 WRJZ—Knoxville, TN.
 WRKB—Kannapolis, NC.
 WRKD—Rockland, ME.
 WRKG—Lorain, OH.
 WRKL—New City, NY.
 WRKM—Carthage, TN.
 WRKN—Brandon, MS.
 WRKO—Boston, MA.
 WRKR—Racine, WI.
 WRKT—Cocoa Beach, FL.
 WRLD—Lanett, AL-West Point, GA.
 WRLL—Tuscaloosa, AL.
 WRMG—Red Bay, AL.
 WRMN—Elgin, IL.
 WRMS—Bardonia, IL.
 WRMT—Rocky Mount, NC.
 WRNA—China Grove, NC.
 WRNB—New Bern, NC.
 WRNC—Reidsville, NC.
 WRNJ—Hackettstown, NJ.
 WRNL—Richmond, VA.
 WRNR—Martinsburg, WV.
 WRNY—Rome, NY.
 WROA—Gulfport, MS.
 WROB—West Point, MS.
 WROD—Daytona Beach, FL.
 WROK—Rockford, IL.
 WROL—Boston, MA.
 WROM—Rome, GA.
 WRON—Ronceverte, WV.
 WROO—Charlotte, NC.
 WROS—Jacksonville, FL.
 WROV—Roanoke, VA.
 WROW—Albany, NY.
 WRQX—Clarksdale, MS.
 WRQY—Carmi, IL.
 WROZ—Evansville, IN.
 WRPM—Poplarville, MS.
 WRPO—Baraboo, WI.
 WRPT—Peterborough, NH.
 WRPX—Hudson, WI.
 WRPZ—Paris, KY.
 WRR—Rainelle, WV.
 WRRR—Warren, OH.
 WRRZ—Clinton, NC.
 WRSC—State College, PA.
 WRSG—Sylvestor, GA.
 WRSJ—Bayamon, PR.
 WRSL—Stanford, KY.
 WRSW—Warsaw, IN.
 WRTA—Altoona, PA.
 WRTH—Wood River, IL.
 WRTK—Rochester, NY.
 WRTL—Rantoul, IL.
 WRUA—Monroeville, PA.
 WRUF—Gainesville, FL.
 WRUM—Rumford, ME.
 WRUN—Utica, NY.
 WRUS—Russellville, KY.
 WRVA—Richmond, VA.
 WRVK—Renton Valley, KY.
 WRWH—Cleveland, GA.
 WRXB—St. Petersburg, FL.
 WRXJ—Jacksonville, FL.
 WRXO—Roxboro, NC.
 WRXV—Auburn, ME.
 WRYM—New Britain, CT.
 WRZK—Spring Lake, NC.
 WRZR—Raleigh, NC.
 WSAI—Cincinnati, OH.
 WSAL—Logansport, IN.
 WSAM—Saginaw, MI.
 WSAN—Allentown, PA.
 WSAC—Senatobia, MS.
 WSAR—Fall River, MA.
 WSAT—Salisbury, NC.
 WSAY—Wausau, WI.
 WSAY—Salem, VA.
 WSB—Atlanta, GA.
 WSB—York, PA.
 WSB—New Smyrna Beach, FL.
 WSB—Chicago, IL.
 WSB—Sanford, NC.
 WSBM—Florence, AL.
 WSBK—Boca Raton, FL.
 WSB—Great Barrington, MA.
 WSBT—South Bend, IN.
 WSBY—Salisbury, MD.
 WSCM—Cokesville, NY.
 WSCP—Pulaski-Sandy Creek, NY.
 WSCR—Hamden, CT.
 WSCW—South Charleston, WV.
 WSDC—Hartsville, SC.
 WSDL—Slidell, LA.
 WSDR—Sterling, IL.
 WSDS—Ypsilanti, MI.
 WSDT—Soddy-Daisy, TN.
 WSEL—Pontotoc, MS.
 WSEM—Donaldsonville, GA.
 WSEN—Baldwinsville, NY.
 WSER—Elkton, MD.
 WSEV—Sevierville, TN.
 WSBF—Quitman, GA.
 WSCF—Somerset, KY.
 WSTF—Thomaston, GA.
 WSWF—Seneca Falls, NY.
 WSGA—Savannah, GA.
 WSGB—Sutton, WV.

WSGC—Elberton, GA.
 WSGI—Springfield, TN.
 WSGN—Birmingham, AL.
 WSGO—Oswego, NY.
 WSGW—Saginaw, MI.
 WSHF—Sheffield, AL.
 WSHN—Fremont, MI.
 WSHO—New Orleans, LA.
 WSHP—Shippensburg, PA.
 WSHY—Shelbyville, IL.
 WSIC—Statesville, NC.
 WSID—Sidney, NY.
 WSIG—Mount Jackson, VA.
 WSIP—Paintsville, KY.
 WSIR—Winter Haven, FL.
 WSIV—East Syracuse, NY.
 WSIX—Nashville, TN.
 WSIZ—Ocala, GA.
 WSJC—Magee, MS.
 WSJM—St. Joseph, MI.
 WSJP—Murray, KY.
 WSJR—Madawaska, ME.
 WSJS—Winston-Salem, NC.
 WSJW—Woodruff, SC.
 WSKE—Everett, PA.
 WSKI—Montpelier, VT.
 WSKO—Newark, NJ.
 WSKT—Knoxville, TN.
 WSKY—Asheville, NC.
 WSLB—Ogdensburg, NY.
 WSLC—Roanoke, VA.
 WSLB—Bremen, GA.
 WSLG—Gonzales, LA.
 WSLJ—Jackson, MS.
 WSLM—Salem, IN.
 WSLR—Akron, OH.
 WSLV—Ardmore, TN.
 WSLW—White Sulphur Springs, WV.
 WSM—Nashville, TN.
 WSM—Marina, City, MI.
 WSMB—New Orleans, LA.
 WSMC—Sanford, ME.
 WSMG—Greeneville, TN.
 WSMI—Litchfield, IL.
 WSMJ—Graham, NC.
 WSMN—Nashua, NH.
 WSMO—Bessemer, AL.
 WSMR—Raeferd, NC.
 WSMT—Sparta, TN.
 WSMX—Winston-Salem, NC.
 WSMY—Weldon, NC.
 WSN—Torrington, CT.
 WSNJ—Bridgeton, NJ.
 WSNQ—Barre, VT.
 WSNR—Sandersville, GA.
 WSNW—Seneca, SC.
 WSOC—Charlotte, NC.
 WSOK—Savannah, GA.
 WSOL—Eloree, SC.
 WSOM—Salem, OH.
 WSOP—Henderson, KY.
 WSOR—Sault Ste. Marie, MI.
 WSOO—North Syracuse, NY.
 WSOY—Decatur, IL.
 WSPA—Spartanburg, SC.
 WSPB—Sarasota, FL.
 WSPC—St. Paul, VA.
 WSPD—Toledo, OH.
 WSPF—Hickory, NC.
 WSPR—Springfield, MA.
 WSOR—Sycamore, IL.
 WSRD—Durham, NC.
 WSRF—Fort Lauderdale, FL.
 WSRG—Marlboro, MA.
 WSRW—Hillsboro, OH.
 WSSA—Morrow, GA.
 WSSC—Sumter, SC.
 WSSG—Goldsboro, NC.
 WSSJ—Camden, NJ.
 WSSL—Greenville-Spartanburg, SC.
 WSSO—Starkville, MS.
 WSSR—Largo, FL.
 WSSV—Petersburg, VA.
 WSTA—St. Thomas, VI.
 WSTC—Stamford, CT.
 WSTJ—St. Johnsbury, VT.
 WSTL—Eminence, KY.
 WSTP—Salisbury, NC.
 WSTR—Sturgis, MI.
 WSTU—Stuart, FL.
 WSTV—Steubenville, OH.
 WSTX—St. Croix, VI.
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 WSWC—Dunlap, TN.
 WSVL—Shelbyville, IN.
 WSVN—Valdese, NC.
 WSVQ—Harrrogate, TN.
 WSVS—Crewe, VA.
 WSVT—Smyrna, TN.
 WSWG—Greenwood, MS.
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 WSWV—Pennington Gap, VA.
 WSYB—Rutland, VT.
 WSYD—Mt. Airy, NC.
 WSYL—Sylvania, GA.
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 WSZE—Saipan, MR.
 WTAB—Tabor City, NC.
 WTAC—Flint, MI.
 WTAD—Quincy, IL.
 WTAE—Pittsburgh, PA.
 WTAG—Worcester, MA.
 WTAL—Melbourne, FL.
 WTAK—Huntsville, AL.
 WTAL—Tallahassee, FL.
 WTAM—Gulfport, MS.
 WTAN—Clearwater, FL.
 WTAO—La Grange, IL.
 WTAR—Norfolk, VA.
 WTAW—College Station, TX.
 WTAX—Springfield, IL.
 WTAY—Robinson, IL.
 WTBF—Troy, AL.
 WTBO—Cumberland, MD.
 WTBP—Parsons, TN.
 WTBO—Warwick, NY.
 WTCA—Plymouth, IN.
 WTCC—Andalusia, AL.
 WTCH—Shawano, WI.
 WTCJ—Tell City, IN.
 WTCM—Traverse City, MI.
 WTCS—Fairmont, WV.
 WTCW—Whitesburg, KY.
 WTDY—Madison, WI.
 WTEL—Philadelphia, PA.
 WTGA—Thomaston, GA.
 WTGC—Lewistown, PA.
 WTGH—Cayce, SC.
 WTHB—Augusta, GA.
 WTHE—Mineola, NY.
 WTHI—Terre Haute, IN.
 WTHN—Haines City, FL.
 WTHU—Thurmont, MD.
 WTIC—Hartford, CT.
 WTIF—Tifton, GA.
 WTIG—Massillon, OH.
 WTIK—Durham, NC.
 WTIK—Mayaguez, PR.
 WTIM—Taylorville, IL.
 WTIP—Charleston, WV.
 WTIO—Manistique, MI.
 WTIS—Tampa, FL.
 WTIW—Titusville, PA.
 WTIW—New Orleans, LA.
 WTJH—East Point, GA.
 WTJS—Jackson, TN.
 WTJZ—Newport News, VA.
 WTKC—Lexington, KY.
 WTKG—Wyoming, ND.
 WTKL—Baton Rouge, LA.
 WTKM—Hartford, WI.
 WTKN—Pittsburgh, PA.
 WTKO—Ithaca, NY.
 WTKY—Tompkinsville, KY.
 WTLB—Utica, NY.
 WTLK—Taylorsville, NC.
 WTLN—Apopka, FL.
 WTLQ—Somerset, KY.
 WTLS—Tallahassee, AL.
 WTMA—Charleston, SC.
 WTMB—Tomah, WI.
 WTMC—Ocala, FL.
 WTMJ—Milwaukee, WI.
 WTMP—Tampa, FL.
 WTMP—Camden, NJ.
 WTMP—Louisville, KY.
 WTNC—Thomasville, NC.
 WTNE—Trenton, TN.
 WTNL—Reidsville, GA.
 WTNS—Coshocoon, OH.
 WTNT—Tallahassee, FL.
 WTNX—Lynchburg, TN.
 WTNV—Watertown, NY.
 WTOB—Winston-Salem, NC.
 WTOP—Toledo, OH.
 WTOE—Spruce Pine, NC.
 WTON—Staunton, VA.
 WTOP—Washington, DC.
 WTOO—Platteville, WI.
 WTOT—Marianna, FL.
 WTOY—Towson, MD.
 WTOY—Roanoke, VA.
 WTPR—Paris, TN.
 WTOX—Selma, AL.
 WTRB—Ripley, TN.
 WTRC—Elkhart, IN.
 WTRD—Greensburg, IN.
 WTRI—Brunswick, MD.
 WTRL—Bradenton, FL.
 WTRN—Tyrone, PA.
 WTRQ—Dyersburg, TN.
 WTRP—La Grange, GA.
 WTRQ—Warsaw, NC.
 WTRS—Dunnellon, FL.
 WTRU—Muskegon, MI.
 WTRW—Two Rivers, WI.
 WTRX—Flint, MI.
 WTRY—Troy, NY.
 WTSB—Lumberton, NC.
 WTSJ—Cincinnati, OH.
 WTSK—Tuscaloosa, AL.
 WTSN—Hanover, NH.
 WTSN—Dover, NH.
 WTSO—Madison, WI.
 WTSV—Claremont, NH.
 WTTB—Vero Beach, FL.
 WTTT—Towanda, PA.
 WTTT—Tiffin, OH.
 WTTI—Dalton, GA.
 WTTL—Madisonville, KY.
 WTTM—Trenton, NJ.
 WTTN—Watertown, WI.
 WTTT—Natick, MA.
 WTTT—Westminster, MD.
 WTTT—Amherst, MA.
 WTTX—Appomattox, VA.
 WTUP—Tupelo, MS.
 WTVB—Coldwater, MI.
 WTVL—Waterbury, ME.
 WTVN—Columbus, OH.
 WTVR—Richmond, VA.
 WTTA—Thomson, GA.
 WTTB—Auburndale, FL.
 WTTG—Birmingham, AL.
 WTTN—Lafayette, AL.
 WTTY—Whiteville, NC.
 WTYC—Rock Hill, SC.
 WTYL—Tylertown, MS.
 WTYM—Tampa, FL.
 WTYN—Tryon, NC.
 WTYO—Hammon, NJ.
 WTYZ—Marianna, FL.
 WUAT—Pikeville, TN.
 WUFE—Baxley, GA.
 WUFF—Eastman, GA.
 WUFO—Amherst, NY.
 WUHN—Pittsfield, MA.
 WUIV—Icard, NC.
 WULA—Eufaula, AL.
 WULF—Alma, GA.
 WUNI—Wheeling, WV.
 WUNO—San Juan, PR.
 WUNR—Brookline, MA.
 WUPY—Ishpeming, MI.
 WUSS—Atlantic City, NJ.
 WUST—Washington, DC.
 WUTO—Utica, NY.
 WVAB—Virginia Beach, VA.
 WVAI—Winchester, VA.
 WVAP—Saug Rapids, MN.
 WVAM—Altoona, PA.
 WVAR—Richwood, WV.
 WVBS—Burgaw, NC.
 WVCB—Shallotte, NC.
 WVCF—Ocoee, FL.
 WVCG—Coral Gables, FL.
 WVCH—Chester, PA.
 WVEL—Pekin, IL.
 WVFG—McConnellsburg, PA.
 WVHJ—Manchester, GA.
 WVGB—Beaufort, SC.
 WVHG (FM)—La Belle, FL.
 WVHI—Evansville, IN.
 WVIC—East Lansing, MI.
 WVIN—Bath, NY.
 WVJP—Caguas, PR.
 WVJS—Owensboro, KY.
 WVKO—Columbus, OH.
 WVKV—Hurricane, WV.
 WVKY—Louisia, KY.
 WVLC—Orleans, MA.
 WVLD—Valdosta, GA.
 WVLE—Stillwater, MN.
 WVLL—Lexington, KY.
 WVLN—Olney, IL.
 WVLU—Lebanon, PA.
 WVLY—Water Valley, MS.
 WVMG—Cochran, GA.
 WVMJ—Biloxi, MS.
 WVMS—Appleton, WI.
 WVMT—Burlington, VT.
 WVNA—Tusculum, AL.
 WVNH—Salem, NH.
 WVNR—Poultney, VT.
 WVOE—Chadborn, NC.
 WVOG—New Orleans, LA.
 WVOH—Hazlehurst, GA.
 WVOI—Toledo, OH.
 WVOJ—Jacksonville, FL.
 WVOK—Birmingham, AL.
 WVOL—Berry Hill, TN.
 WVOM—Luka, MS.
 WVON—Cicero, IL.
 WVOP—Vidalia, GA.
 WVOS—Liberty, NY.
 WVOT—Wilson, NC.
 WVOW—Danville, VA.
 WVOW—Logan, WV.
 WVOX—New Rochelle, NY.
 WVOY—Charlevoix, MI.
 WVPO—Stroudsburg, PA.
 WVRC—Spencer, WV.
 WWSA—Vernon, AL.
 WWSG—Somerset, PA.
 WWSI—Jupiter, FL.
 WWSL—Loris, SC.
 WWSM—Rainsville, AL.
 WWTY—Dunedin, FL.
 WVUV—Leone, OA.
 WWWW—St. Thomas, VI.
 WWAB—Lakeland, FL.
 WWAM—Savannah, GA.
 WWAX—Mobile, AL.
 WWBB—Madison, WV.
 WWBC—Cocoa, FL.
 WWBD—Bamberg, SC.
 WWBF—Bartow, FL.
 WWBR—Windber, PA.
 WWBZ—Vineland, NJ.
 WWCA—Gary, IN.
 WWCB—Corry, PA.
 WWCH—Clarion, PA.
 WWCM—Brazil, IN.
 WWCN—Albany, NY.
 WWCO—Waterbury, CT.
 WWDC—Washington, DC.
 WWDJ—Hackensack, NJ.
 WWEE—Germantown, TN.
 WWES—Hot Springs, VA.
 WWFL—Clermont, FL.
 WWGM—Nashville, TN.
 WWGN—Washington, NC.
 WWGP—Sanford, NC.
 WWGR—La Follette, TN.
 WWGS—Tifton, GA.
 WWHK—Mount Clemens, MI.
 WWHY—Huntington, WV.
 WWIC—Scottsboro, AL.
 WWIL—Wilmington, NC.
 WWIN—Baltimore, MD.
 WWIS—Black River Falls, WI.
 WWIT—Canton, NC.
 WWIW—New Orleans, LA.
 WWJ—Detroit, MI.
 WWJB—Brooksville, FL.
 WWJC—Duluth, MN.
 WWJD—Savannah, GA.
 WWJO—Holland, MI.
 WWJZ—Sanford, FL.
 WWKO—Fair Bluff, NC.
 WWKO—Battle Creek, MI.
 WWKY—Winchester, KY.
 WWL—New Orleans, LA.
 WWLS—Norman, OK.
 WWLX—Lexington, AL.
 WWMG—New Bern, NC.
 WWNC—Asheville, NC.
 WWNH—Rochester, NH.
 WWNR—Beckley, WV.
 WWNS—Statesboro, GA.
 WWNT—Dothan, AL.
 WWOD—Lynchburg, VA.
 WWON—Woonsocket, RI.
 WWOW—Conneaut, OH.
 WWPA—Williamsport, PA.
 WWPZ—Petoskey, MI.
 WWRC—Washington, DC.
 WWRL—New York City, NY.
 WWRT—Algood, TN.
 WWSA—Savannah, GA.
 WWSG—Glens Falls, NY.
 WWSR—St. Albans, VT.
 WWST—Wooster, OH.
 WWTC—Minneapolis, MN.
 WWVA—Wheeling, WV.
 WWWW—Burnetown, SC.
 WWWB—Jasper, AL.
 WWWC—Wilkesboro, NC.
 WWWD—Scheneclady, NY.
 WWWF—Cleveland, OH.
 WWWG—Fayette, AL.
 WWWH—Rochester, NY.
 WWWI—Vienna, GA.
 WWWO—Marco Island, FL.
 WWWQ—Panama City, FL.
 WWWR—Russellville, AL.
 WWWX—Albemarle, NC.
 WWXL—Manchester, KY.
 WWYO—Pineville, WV.
 WWYZ—Sarasota, FL.
 WXAG—Athens, GA.
 WXAL—Demopolis, AL.
 WXAM—Baton Rouge, LA.
 WXAX—Lexington, SC.
 WXCE—Amery, WI.
 WXCF—Clifton Forge, VA.
 WXCL—Peoria, IL.
 WXCM—Jackson, MI.
 WXCO—Wausau, WI.
 WXEE—Welch, WV.
 WXGI—Richmond, VA.
 WXGR—Bay St. Louis, MS.
 WXIC—Waverly, OH.
 WXIT—Charleston, WV.
 WXKO—Fort Valley, GA.
 WXKS—Medford, MA.
 WXLA—Dimondale, MI.
 WXLI—Dublin, GA.
 WXLL—Decatur, GA.
 WXLW—Indianapolis, IN.
 WXMC—Parsippany-Troy Hills, NJ.
 WXOK—Baton Rouge, LA.
 WXXO—Bay City, MI.
 WXPO—Eatonton, GA.
 WXPX—West Hazleton, PA.
 WXOT—Grand Rapids, MI.
 WXRJ—Guayama, PR.
 WXRK—Lancaster, NY.
 WXRQ—Mount Pleasant, TN.
 WXRS—Swainsboro, GA.
 WXTA—Rockford, IL.
 WXTN—Lexington, MS.
 WXTR—La Plata, MD.
 WXVA—Charles Town, WV.
 WXVI—Montgomery, AL.
 WXVO—De Land, FL.
 WXVW—Jeffersonville, IN.
 WXXR—Cullman, AL.
 WXYO—Stevens Point, WI.
 WXYT—Detroit, MI.
 WYAK—Surfside Beach-Garden City, SC.
 WYAL—Scotland Neck, NC.
 WYAT—New Orleans, LA.
 WYBG—Massena, NY.
 WYCB—Washington, DC.
 WYCM—Murretsboro, NC.
 WYDE—Birmingham, AL.
 WYDK—Yadkinville, NC.
 WYEA—Sylacauga, AL.
 WYER—Mount Carmel, IL.
 WYFA—Patchogue, NY.
 WYFC—Ypsilanti, MI.
 WYGO—Corbin, KY.
 WYIS—Phoenixville, PA.
 WYKC—Grenada, MS.
 WYKR—Wells River, VT.
 WYLD—New Orleans, LA.
 WYLO—Jackson, WI.
 WYLO—Kingston, TN.
 WYLS—York, AL.
 WYMB—Manning, SC.
 WYMC—Mayfield, KY.
 WYNC—Yanceyville, NC.
 WYNE—Kimberly, WI.
 WYNI—Monroeville, AL.
 WYNK—Baton Rouge, LA.
 WYNN—Florence, SC.
 WYNR—Brunswick, GA.
 WYNS—Lehigh, PA.
 WYNY—Smyrna, GA.
 WYNZ—Portland, ME.
 WYOU—Tampa, FL.
 WYRE—Annapolis, MD.
 WYRN—Louisburg, NC.
 WYRU—Red Springs, NC.
 WYSE—Bainbridge, GA.
 WYSH—Clinton, TN.
 WYSL—Buffalo, NY.
 WYSR—Franklin, VA.
 WYST—Baltimore, MD.
 WYTH—Madison, GA.
 WYTI—Rocky Mount, VA.
 WYUS—Milford, DE.
 WYVE—Wytheville, VA.
 WYWY—Barbourville, KY.
 WYXC—Cartersville, GA.
 WYXI—Athens, TN.
 WYXY—Cypress Gardens, FL.
 WYYZ—Jasper, GA.
 WYZD—Dobson, NC.
 WYZE—Atlanta, GA.
 WZAL—McDonough, GA.
 WZAM—Norfolk, VA.
 WZAP—Bristol, VA.
 WZAZ—Jacksonville, FL.
 WZBO—Edenton, NC.
 WZBR—Amory, MS.
 WZEP—De Funiak Springs, FL.
 WZIP—South Daytona, FL.
 WZKY—Albemarle, NC.
 WZOB—Fort Payne, AL.
 WZOE—Princeton, IL.
 WZON—Bangor, ME.
 WZOO—Asheboro, NC.
 WZRA—Chattanooga, TN.
 WZST—Leesburg, FL.
 WZTN—Montgomery, AL.
 WZXM—Gaylord, MI.
 WZYO—Frederick, MD.
 WZYX—Cowan, TN.
 WZZA—Tusculum, AL.
 WZZD—Philadelphia, PA.
 WZZX—Lineville, AL.
 WZZZ—West Point, GA.

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CANADIAN STATIONS:

CFXX (FM)—Windsor (Detroit Urban Area, MI)

MEXICAN STATIONS:

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UNITED STATES STATIONS:

KAAC (FM)—Great Falls, MT.

KAAN-FM—Bethany, MO.

KAAT (FM)—Oakhurst, CA.

KABI-FM—Abilene, KS.

KABK (FM)—Augusta, AR.

KABL-FM—San Francisco, CA.

KACA (FM)—Prosser, WA.

KACE (FM)—Inglewood, CA.

KACO (FM)—Hot Springs, AR.

KACT-FM—Andrews, TX.

KADI-FM—St. Louis, MO.

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KADO (FM)—Rexburg, ID.

KAER (FM)—Sacramento, CA.

KAEZ (FM)—Oklahoma City, OK.

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KAFM (FM)—Dallas, TX.

KAFR-FM—Walla Walla, WA.

KAGE-FM—Winona, MN.

KAGH-FM—Crossett, AR.

KAGO-FM—Klamath Falls, OR.

KAHM (FM)—Prescott, AZ.

KAHM-FM—Honolulu, HI.

KAJA (FM)—San Antonio, TX.

KAJJ (FM)—Greenwood, AR.

KAJN-FM—Crowley, LA.

KAKA-FM—Dermott, AR.

KAKI (FM)—Benton, AR.

KAKZ-FM—Derby, KS.

KALF (FM)—Red Bluff, CA.

KALO (FM)—Alamosa, CO.

KALS (FM)—Kailispi, MT.

KAMO-FM—Rogers, AR.

KAMS (FM)—Mammoth Spring, AR.

KAMZ (FM)—El Paso, TX.

KANS-FM—Larned, KS.

KAOC (FM)—Port Lavaca, TX.

KAOI (FM)—Wailuku, HI.

KAPV (FM)—Apple Valley, CA.

KARA (FM)—Santa Clara, CA.

KARB (FM)—Price, UT.

KARO (FM)—Columbia, MO.

KASC (FM)—Abbeville, LA.

KASE (FM)—Austin, TX.

KASK (FM)—Las Cruces, NM.

KASO-FM—Minden, LA.

KAST-FM—Astoria, OR.

KASX (FM)—Ada, OK.

KATF (FM)—Dubuque, IA.

KATK (FM)—Carlsbad, NM.

KATO-FM—Pleasanton, MT.

KATS (FM)—Yakima, WA.

KATT (FM)—Oklahoma City, OK.

KATX (FM)—Plainview, TX.

KAUB (FM)—Auburn, NE.

KAUS-FM—Austin, MN.

KAVO (FM)—Fallbrook, CA.

KAVW (FM)—Benson, AZ.

KAWL-FM—York, NE.

KAWW-FM—Heber Springs, AR.

KAWY (FM)—Casper, WY.

KAYD (FM)—Beaumont, TX.

KAYI (FM)—Muskogee, OK.

KAYL-FM—Storm Lake, IA.

KAYN (FM)—Nogales, AZ.

KAYO-FM—Aberdeen, WA.

KAYO (FM)—Warsaw, MO.

KAYY (FM)—Fairbanks, AK.

KAYZ (FM)—El Dorado, AR.

KAZY (FM)—Denver, CO.

KAZZ (FM)—Sallisaw, OK.

KBAT (FM)—Midland, TX.

KBAY (FM)—San Jose, CA.

KBBC (FM)—Lake Havasu City, AZ.

KBBE (FM)—McPherson, KS.

KBKB (FM)—Boise, ID.

KBBT (FM)—Casa Grande, AZ.

KBBY (FM)—Ventura, CA.

KBZB (FM)—Whitefish, MT.

KBCE (FM)—Boyce, LA.

KBGM-FM—Tremonton, UT.

KBOO (FM)—Boulder, CO.

KBCT (FM)—Fairfield, CA.

KBEE-FM—Modesto, CA.

KBEF (FM)—Kansas City, MO.

KBEZ (FM)—Tulsa, OK.

KBFC (FM)—Forrest City, AR.

KBFM (FM)—Edinburg, TX.

KBHP (FM)—Bemidji, MN.

KBHV (FM)—Spanish Fork, UT.

KBIC (FM)—Alice, TX.

KBIG (FM)—Los Angeles, CA.

KBIL (FM)—San Angelo, TX.

KBIM-FM—Roswell, NM.

KBIT (FM)—Billings, MT.

KBLI (FM)—Lake Charles, LA.

KBKB-FM—Fort Madison, IA.

KBKN (FM)—Newport, OR.

KBLJ (FM)—La Junta, CO.

KBLL-FM—Helena, MT.

KBLO-FM—Logan, UT.

KBLT (FM)—Baxter Springs, KS.

KBLX (FM)—Berkeley, CA.

KBMC (FM)—Eugene, OR.

KBMO-FM—Benson, MN.

KBMV-FM—Birch Tree, MO.

KBNY (FM)—Nampa, ID.

KBOB (FM)—West Covina, CA.

KBOI-FM—Boise, ID.

KBON (FM)—Lake Arrowhead, CA.

KBOP-FM—Pleasanton, TX.

KBOO (FM)—Marina, CA.

KBOS (FM)—Tulare, CA.

KBOY-FM—Medford, OR.

KBOZ-FM—Bozeman, MT.

KBPI (FM)—Denver, CO.

KBOC (FM)—Bettendorf, IA.

KBOO (FM)—Minot, ND.

KBRB-FM—Ainsworth, NE.

KBRD (FM)—Tacoma, WA.

KBRF-FM—Cedar City, UT.

KBRG-FM—Fergus Falls, MN.

KBRG (FM)—Fremont, CA.

KBRI-FM—Brinkley, AR.

KBRO-FM—Denver, CO.

KBRU (FM)—Fort Morgan, CO.

KBRX-FM—O'Neill, NE.

KBTO (FM)—Bottineau, ND.

KBUF-FM—Garden City, KS.

KBUY (FM)—Amarillo, TX.

KBVL (FM)—Boulder, CO.

KBWL (FM)—Blair, NE.

KBXH (FM)—Caldwell, ID.

KBXR (FM)—Weatherford, OK.

KBYO (FM)—Tallulah, LA.

KBZT (FM)—San Diego, CA.

KCAC (FM)—Lexington, MO.

KCAL-FM—Redlands, CA.

KCAO (FM)—Oxnard, CA.

KCAY (FM)—Russell, KS.

KCAZ (FM)—Walnut Ridge, AR.

KCBO-FM—San Diego, CA.

KCBW (FM)—Sedalia, MO.

KCCO (FM)—Ames, IA.

KCCY (FM)—Pueblo, CO.

KCDA (FM)—Coeur d'Alene, ID.

KCDO (FM)—Belgrade, MT.

KCEL (FM)—Toledo, OR.

KCFM (FM)—Florissant, MO.

KCFD-FM—Tulsa, OK.

KCFX (FM)—Harrisonville, MO.

KCGB-FM—Hood River, OR.

KCGI (FM)—Centerville, UT.

KCGM (FM)—Scobey, MT.

KCHA-FM—Charles City, IA.

KCHE-FM—Cherokee, IA.

KCHI-FM—Chillicothe, MO.

KCHV (FM)—Coachella, CA.

KCID-FM—Caldwell, ID.

KCIL-FM—Washington, IA.

KCIL (FM)—Houma, LA.

KCIV (FM)—The Dalles, OR.

KCOZ (FM)—Springdale, AR.

KCKL (FM)—Malakoff, TX.

KCKN (FM)—Roswell, NM.

KCKR (FM)—Crockett, TX.

KCKS (FM)—Concordia, KS.

KCLD-FM—St. Cloud, MN.

KCLI (FM)—Clinton, OK.

KCLK-FM—Clarkston, WA.

KCLU-FM—Rolla, MO.

KCLV-FM—Clovis, NM.

KCLY (FM)—Clay Center, KS.

KCMA (FM)—Owasso, OK.

KCMG (FM)—Anchorage, AK.

KCMO-FM—Kansas City, MO.

KCMO (FM)—Columbia, MO.

KCMS (FM)—Edmonds, WA.

KCMT (FM)—Alexandria, MN.

KCMX-FM—Ashland, OR.

KCTB (FM)—Cut Bank, MT.

KCTC (FM)—Sacramento, CA.

KCTN (FM)—Garnaville, IA.

KCTO-FM—Columbia, IA.

KCTT-FM—Yellville, AR.

KCWD (FM)—Harrison, AR.

KCYN (FM)—Pocahontas, AR.

KDAB (FM)—Ogden, UT.

KDAR (FM)—Oxnard, CA.

KDBH (FM)—Natchitoches, LA.

KDBX (FM)—Booneville, MO.

KDCK (FM)—Dodge City, KS.

KDDA-FM—Dumas, AR.

KDDB (FM)—Paso Robles, CA.

KDEA (FM)—New Iberia, LA.

KDEL (FM)—Arkadelphia, AR.

KDEM (FM)—Deming, NM.

KDES-FM—Palm Springs, CA.

KDEW-FM—De Witt, AR.

KDEX-FM—Dexter, MO.

KDEY (FM)—Lufkin, TX.

KDFB-FM—San Francisco, CA.

KDHL-FM—Faribault, MN.

KDKB-FM—Mesa, AZ.

KDKD-FM—Clinton, MO.

KDKO (FM)—Borger, TX.

KDKS-FM—Benton, LA.

KDLN (FM)—Dillon, MT.

KDLO-FM—Watertown, SD.

KDLS-FM—Perry, IA.

KDLY (FM)—Lander, WY.

KDMI (FM)—Des Moines, IA.

KDNO (FM)—Delano, CA.

KDNT-FM—Gainesville, TX.

KDOL-FM—Mojave, CA.

KDOM-FM—Windom, MN.

KDON-FM—Salinas, CA.

KDON-FM—De Queen, AR.

KDRK (FM)—Spokane, WA.

KDRM (FM)—Moses Lake, WA.

KDSI (FM)—Alice, TX.

KDSN-FM—Denison, IA.

KDSO (FM)—Denison-Sherman, TX.

KDUK (FM)—Eugene, OR.

KDUO (FM)—Riverside, CA.

KDUX (FM)—Aberdeen, WA.

KDVL (FM)—Devils Lake, ND.

KDVV (FM)—Topeka, KS.

KDWB-FM—Richfield, MN.

KDWD (FM)—Burlington, IA.

KDXE (FM)—Sulphur Springs, TX.

KDXT (FM)—Missoula, MT.

KDXY (FM)—Paragould, AR.

KEAN-FM—Abilene, TX.

KEAZ (FM)—De Ridder, LA.

KEBC (FM)—Oklahoma City, OK.

KEBO (FM)—Ardmore, OK.

KECO (FM)—Elk City, OK.

KEDY-FM—Mount Shasta, CA.

KEFX (FM)—Pine Bluff, AR.

KFFY (FM)—Fresno, CA.

KFRZ (FM)—Brigham City, UT.

KFSO (FM)—San Diego, CA.

KFUO-FM—Clayton, MO.

KFXD-FM—Nampa, ID.

KFXE (FM)—Pine Bluff, AR.

KFFY (FM)—Fresno, CA.

KFYZ-FM—Bonham, TX.

KGAR (FM)—Mercedes, TX.

KGFB-FM—San Diego, CA.

KGBB (FM)—Anoka, MN.

KGBS (FM)—Greeley, CO.

KGCG (FM)—Henryetta, OK.

KGFM (FM)—Omaha, NE.

KGFF (FM)—Bakersfield, CA.

KGFX-FM—Pierre, SD.

KGGG (FM)—Rapid City, SD.

KGGI (FM)—Riverside, CA.

KGGO (FM)—Des Moines, IA.

KGHO-FM—Hoquiam, WA.

KGID (FM)—Giddings, TX.

KGIL-FM—San Fernando, CA.

KLAW (FM)—Lawton, OK.
 KLAZ-FM—Little Rock, AR.
 KLBG (FM)—Durant, OK.
 KLBJ-FM—Austin, TX.
 KLBM-FM—La Grande, OR.
 KLBO (FM)—El Dorado, AR.
 KLCE (FM)—Blackfoot, ID.
 KLCI (FM)—Caldwell, ID.
 KLKM (FM)—Lewistown, MT.
 KLCO (FM)—Monroe City, MO.
 KLCR (FM)—Center, TX.
 KLCY (FM)—Salt Lake City, UT.
 KLDN (FM)—Eldon, MO.
 KLEA-FM—Lovington, NM.
 KLEB (FM)—Houston, TX.
 KLEN (FM)—Cheyenne, WY.
 KLER-FM—Orofino, ID.
 KLFA (FM)—King City, CA.
 KLFD-FM—Litchfield, MN.
 KLFM (FM)—Great Falls, MT.
 KLFO (FM)—Lyons, KS.
 KLGA-FM—Algonia, IA.
 KLGM (FM)—Buffalo, WY.
 KLGR-FM—Redwood Falls, MN.
 KLGT (FM)—Breckenridge, CO.
 KLIL (FM)—Moreauville, LA.
 KLIN-FM—Lincoln, NE.
 KLIR (FM)—Columbus, NE.
 KLIS (FM)—Palestine, TX.
 KLIZ-FM—Brainerd, MI.
 KLIK-FM—Parsons, KS.
 KLKE (FM)—Del Rio, TX.
 KLKO (FM)—Elko, NV.
 KLKT (FM)—Incline Village, NV.
 KLLL-FM—Lubbock, TX.
 KLLR-FM—Walker, MN.
 KLLS-FM—San Antonio, TX.
 KLLT (FM)—Grants, NM.
 KLMO-FM—Longmont, CO.
 KLMT (FM)—Marlin, TX.
 KLOH-FM—Pipestone, MN.
 KLOK-FM—San Francisco, CA.
 KLOL (FM)—Houston, TX.
 KLOP (FM)—Ponca City, OK.
 KLOS (FM)—Los Angeles, CA.
 KLOV-FM—Loveland, CO.
 KLOW (FM)—Caruthersville, MO.
 KLOZ (FM)—El Paso, TX.
 KLPL-FM—Lake Providence, LA.
 KLPC (FM)—Little Rock, AR.
 KLPI-FM—Union, MO.
 KLPX (FM)—Tucson, AZ.
 KLQL (FM)—Luverne, MN.
 KLPP (FM)—Madison, MN.
 KLOZ (FM)—Paragould, AR.
 KLRK (FM)—Vandalia, MO.
 KLRS-FM—Mountain Grove, MO.
 KLRZ (FM)—Provo, UT.
 KLSI (FM)—Kansas City, MO.
 KLSK (FM)—Santa Fe, NM.
 KLSR-FM—Memphis, TX.
 KLSS (FM)—Mason City, IA.
 KLSY-FM—Bellevue, WA.
 KLTA (FM)—Breckenridge, MN.
 KLTD (FM)—Lampasas, TX.
 KLTE (FM)—Oklahoma City, OK.
 KLTK (FM)—Hanford, CA.
 KLTO-FM—Salt Lake City, UT.
 KLTR (FM)—Houston, TX.
 KLUC (FM)—Las Vegas, NV.
 KLUK (FM)—Knob Noster, MO.
 KLUR (FM)—Wichita Falls, TX.
 KLUV (FM)—Dallas, TX.
 KLVE (FM)—Los Angeles, CA.
 KLVF (FM)—Las Vegas, NM.
 KLVN (FM)—Newport, IA.
 KLVU-FM—Haynesville, LA.
 KLWT-FM—Lebanon, MO.
 KLXL (FM)—Dubuque, IA.
 KLYD-FM—Bakersfield, CA.
 KLYF (FM)—Des Moines, IA.
 KLYK (FM)—Longview, WA.
 KLYN (FM)—Lynden, WA.
 KLYO-FM—Hamilton, MT.
 KLYR-FM—Clarksville, AR.
 KLYV (FM)—Dubuque, IA.
 KLZE (FM)—Los Altos, CA.
 KLZI (FM)—Phoenix, AZ.
 KLZR (FM)—Lawrence, KS.
 KLZS (FM)—Wichita, KS.
 KLZY (FM)—Powell, WY.
 KLZZ-FM—San Diego, CA.
 KMAG (FM)—Fort Smith, AR.
 KMAI (FM)—Honolulu, HI.
 KMAJ (FM)—Topeka, KS.
 KMAL (FM)—Malden, MO.
 KMAO-FM—Maquoketa, IA.
 KMAR-FM—Winnabow, LA.
 KMAV-FM—Mayville, ND.
 KMAX (FM)—Arcadia, CA.
 KMAZ (FM)—Beatrice, NE.
 KMBO (FM)—Shreveport, LA.
 KMBR (FM)—Kansas City, MO.
 KMBY (FM)—Seaside, CA.
 KMCK (FM)—Siloam Springs, AR.
 KMCO (FM)—McAlester, OK.
 KMCC (FM)—Ogallala, NE.
 KMDL (FM)—Kaplan, LA.
 KMDX (FM)—Parker, AZ.
 KMEL (FM)—San Francisco, CA.
 KMFM (FM)—Memphis, MO.
 KMET (FM)—Los Angeles, CA.
 KMEZ-FM—Dallas, TX.
 KMFB-FM—Mendocino, CA.
 KMFE (FM)—Emmett, ID.
 KMFL (FM)—Marshall, MO.
 KMGC (FM)—Dallas, TX.
 KMGG (FM)—Los Angeles, CA.
 KMGG (FM)—Des Moines, IA.
 KMGM (FM)—Montevideo, MN.
 KMGO (FM)—Goleta, CA.
 KMGX (FM)—Hanford, CA.
 KMGG (FM)—Lawton, OK.
 KMHT-FM—Marshall, TX.
 KMIS-FM—Portageville, MO.
 KMIT (FM)—Mitchell, SD.
 KMIX (FM)—Turlock, CA.
 KMJI (FM)—Denver, CO.
 KMJK (FM)—Lake Oswego, OR.
 KMJM (FM)—St. Louis, MO.
 KMJO (FM)—Houston, TX.
 KMJX (FM)—Conway, AR.
 KMKF (FM)—Manhattan, KS.
 KMLA (FM)—Ashdown, AR.
 KMLW-FM—Belen, NM.
 KMMK (FM)—McKinney, TX.
 KMMML (FM)—Amarillo, TX.
 KMMT (FM)—Mammoth Lakes, CA.
 KMNT (FM)—Centralia-Chehalis, WA.
 KMOP-FM—Tulsa, OK.
 KMQE (FM)—Butler, MO.
 KMOK (FM)—Lewiston, ID.
 KMOS-FM—Great Falls, MT.
 KMOC-FM—Mineola, TX.
 KMOR (FM)—Scottsbluff, NE.
 KMPS-FM—Seattle, WA.
 KMRB (FM)—Burnet, TX.
 KMRE (FM)—Dumas, TX.
 KMSL-FM—Stamps, AR.
 KMSR (FM)—Sauk Centre, MN.
 KMTN (FM)—Jackson, WY.
 KMTC (FM)—Glenwood Springs, CO.
 KMTW (FM)—Twin Falls, ID.
 KMUZ (FM)—La Grange, TX.
 KMVI-FM—Wailuku, HI.
 KMUX (FM)—Manitowish, WI.
 KMYT (FM)—Merced, CA.
 KMYX (FM)—Ojai, CA.
 KMYZ-FM—Pryor, OK.
 KMZK (FM)—Sun City, AZ.
 KMZO (FM)—Henderson, NV.
 KMZU (FM)—Carrollton, MO.
 KNAB-FM—Burlington, CO.
 KNAC (FM)—Long Beach, CA.
 KNAN (FM)—Monroe, LA.
 KNAQ (FM)—Rupert, ID.
 KNAX (FM)—Fresno, CA.
 KNBO (FM)—Tacoma, WA.
 KNBT (FM)—New Braunfels, TX.
 KNCN (FM)—Sinton, TX.
 KNCY-FM—Nebraska City, NE.
 KNDR (FM)—Mandan, ND.
 KNDY-FM—Marysville, KS.
 KNFB-FM—Scottsbluff, NE.
 KNEI-FM—Watouk, IA.
 KNEJ (FM)—Norfolk, NE.
 KNEK (FM)—Fairfield, TX.
 KNEV (FM)—Reno, NV.
 KNEY (FM)—Pierre, SD.
 KNFB (FM)—Nowata, OK.
 KNFM (FM)—Midland, TX.
 KNFO (FM)—Waco, TX.
 KNFT-FM—Bayard, NM.
 KNGT (FM)—Jackson, CA.
 KNID (FM)—Enid, OK.
 KNIF (FM)—Gilmer, TX.
 KNIK (FM)—Anchorage, AK.
 KNIM-FM—Maryville, MO.
 KNIN-FM—Wichita Falls, TX.
 KNIT (FM)—Portales, NM.
 KNJO (FM)—Thousand Oaks, CA.
 KNJY (FM)—Clinton, IA.
 KNLV-FM—Ord, NE.
 KNMO (FM)—Santa Fe, NM.
 KNNS (FM)—Grand Rapids, MN.
 KNOB (FM)—Long Beach, CA.
 KNOD (FM)—Harian, IA.
 KNOE-FM—Monroe, LA.
 KNOI (FM)—Deerpark, WA.
 KNOK-FM—Fort Worth, TX.
 KNOT-FM—Prescott, AZ.
 KNTF (FM)—Ontario, CA.
 KNTN (FM)—Visalia, CA.
 KNUE (FM)—Tyler, TX.
 KNVR (FM)—Chico-Paradise, CA.
 KNWR (FM)—Bellingham, WA.
 KNXN (FM)—Ouinca, CA.
 KNXR (FM)—Rochester, MN.
 KNYN (FM)—Santa Fe, NM.
 KNZA (FM)—Hiawatha, KS.
 KOAK-FM—Red Oak, IA.
 KOAO (FM)—Denver, CO.
 KOAS (FM)—Kealakekua-Kona, HI.
 KQB-FM—Albuquerque, NM.
 KQBH-FM—Hot Springs, SD.
 KOCC (FM)—Newport Beach, CA.
 KOCC (FM)—Pacific Grove, CA.
 KODA (FM)—Houston, TX.
 KODK (FM)—Kingsville, TX.
 KODY-FM—North Platte, NE.
 KOEA (FM)—Doniphan, MO.
 KOEL-FM—Oelwein, IA.
 KOEZ (FM)—Newton, IA.
 KOFM (FM)—Oklahoma City, OK.
 KOGA-FM—Ogallala, NE.
 KOGM (FM)—Opalouas, LA.
 KOIT-FM—San Francisco, CA.
 KQJY (FM)—Dinuba, CA.
 KOKI-FM—Austin, TX.
 KOKR (FM)—Newport, AR.
 KOKX-FM—Keokuk, IA.
 KOLA (FM)—San Bernardino, CA.
 KOLL (FM)—Gillette, WY.
 KOLV (FM)—Olivia, MN.
 KOLY-FM—Moberly, SD.
 KOMB (FM)—Fort Scott, KS.
 KOME (FM)—San Jose, CA.
 KOMP (FM)—Las Vegas, NV.
 KOMW-FM—Omak, WA.
 KOMX (FM)—Pampa, TX.
 KONA-FM—Kennewick-Pasco-Richland, WA.
 KOOC-FM—Cozad, NE.
 KOOI (FM)—Jacksonville, TX.
 KOOL-FM—Phoenix, AZ.
 KOQS-FM—North Bend, OR.
 KQQV (FM)—Copperas Cove, TX.
 KOZ (FM)—Great Falls, MT.
 KOPA-FM—Scottsdale, AZ.
 KOPE-FM—Mesilla Park, NM.
 KOPO (FM)—Marana, AZ.
 KOPR (FM)—Butte, MT.
 KORA (FM)—Byan, TX.
 KORQ-FM—Abilene, TX.
 KORT-FM—Grangeville, ID.
 KOSC-FM—Marshfield, MO.
 KOSG (FM)—Osage, IA.
 KOSI (FM)—Denver, CO.
 KOSK (FM)—Oskaloosa, IA.
 KOSO (FM)—Patterson, CA.
 KOST (FM)—Los Angeles, CA.
 KOSY-FM—Texarkana, TX.
 KOTB (FM)—Evanston, WY.
 KOUL (FM)—Sinton, TX.
 KOUR-FM—Independence, IA.
 KOVO (FM)—Gallup, NM.
 KOWN-FM—Escondido, CA.
 KOWO-FM—Wascoda, MN.
 KOXE (FM)—Brownwood, TX.
 KQYE-FM—Laredo, TX.
 KOZE-FM—Lewiston, ID.
 KOZI-FM—Chelan, WA.
 KOZN (FM)—Imperial, CA.
 KOZT (FM)—Fort Bragg, CA.
 KOZZ (FM)—Reno, NV.
 KPAN-FM—Hereford, TX.
 KPAT (FM)—Sioux Falls, SD.
 KPAY-FM—Chico, CA.
 KPBM (FM)—Poplar Bluff, MO.
 KPCH (FM)—Dubach, LA.
 KPCR-FM—Bowling Green, MO.
 KPDJ (FM)—Eureka, CA.
 KPDO-FM—Portland, OR.
 KPDP (FM)—Gatesville, TX.
 KPER (FM)—Hobbs, NM.
 KPZZ (FM)—Austin, TX.
 KPGA (FM)—Pismo Beach, CA.
 KPJH (FM)—Fort Stockton, TX.
 KPKE (FM)—Denver, CO.
 KPKY (FM)—Pocatello, ID.
 KPLE (FM)—Temple, TX.
 KPML (FM)—Palm Springs, CA.
 KPXL (FM)—Fort Worth, TX.
 KPLZ (FM)—Seattle, WA.
 KPNC (FM)—Ponca City, OK.
 KPND (FM)—Sandpoint, ID.
 KPNN-FM—Eugene, OR.
 KPNI (FM)—Honolulu, HI.
 KPPO (FM)—Roseville, CA.
 KPO-FM—Wenatchee, WA.
 KPOX (FM)—Havre, MT.
 KPRB-FM—Redmond, OR.
 KPRM-FM—Park Rapids, MN.
 KPRS (FM)—Kansas City, MO.
 KPSI-FM—Palm Springs, CA.
 KPSM (FM)—Brownwood, TX.
 KPSO-FM—Falturris, TX.
 KPTX-FM—Pecos, TX.
 KPXI (FM)—Mount Pleasant, TX.
 KPYN (FM)—Atlanta, TX.
 KOAA (FM)—Aberdeen, SD.
 KOAI (FM)—Childress, TX.
 KOAK (FM)—San Francisco, CA.
 KOAY (FM)—Tucumcari, NM.
 KOBC (FM)—Okmulgee, OK.
 KOCA (FM)—Canton, MO.
 KOCC (FM)—Cedar Rapids, IA.
 KODS (FM)—Duluth, MN.
 KODY (FM)—Bismarck, ND.
 KOEW (FM)—Fordyce, AR.
 KOEZ-FM—Coolidge, AZ.
 KOFM (FM)—Hermiston, OR.
 KOHU-FM—Yankton, SD.
 KOIC (FM)—Willmar, MN.
 KOID (FM)—Alexandria, LA.
 KOIP (FM)—Odessa, TX.
 KOIS (FM)—Clarinda, IA.
 KOIX (FM)—Grand Junction, CO.
 KOIZ-FM—Amarillo, TX.
 KOKI-FM—Bayou Vista, LA.
 KOKQ (FM)—Council Bluffs, IA.
 KOKY (FM)—Kearney, NE.
 KOKZ-FM—Mountain Home, ID.
 KQLH (FM)—San Bernardino, CA.
 KOLS (FM)—Colby, KS.
 KOLT (FM)—Casper, WY.
 KOMO (FM)—Honolulu, HI.
 KONM (FM)—Gallup, NM.
 KOPI (FM)—Idaho Falls, ID.
 KOOF-FM—Pulman, WA.
 KORK-FM—Bandera, TX.
 KORN (FM)—Mitchell, SD.
 KORS-FM—Golden Valley, MN.
 KQRZ (FM)—Fairbanks, AK.
 KQSK (FM)—Chardon, NE.
 KOSM (FM)—Chanute, KS.
 KOSW (FM)—Rock Springs, WY.
 KOTX (FM)—Quannah, TX.
 KQZT (FM)—Hobart, OK.
 KQUE (FM)—Houston, TX.
 KQUY (FM)—Butte, MT.
 KQWB-FM—Moorhead, MN.
 KOWC-FM—Webster City, IA.
 KQWK (FM)—Pittsburg, KS.
 KQXL (FM)—New Roads, LA.
 KQXR (FM)—Bakersfield, CA.
 KQXT (FM)—San Antonio, TX.
 KQXX (FM)—McAllen, TX.
 KQXY (FM)—Beaumont, TX.
 KQYB (FM)—Spring Grove, MN.
 KQYN (FM)—Twenty-nine Palms, CA.
 KQYT (FM)—Phoenix, AZ.
 KQYZ (FM)—Lemoore, CA.
 KQZR (FM)—Craig, CO.
 KOZY (FM)—Dallas, TX.
 KRAV (FM)—Tulsa, OK.
 KRAY (FM)—Salinas, CA.
 KRAZ (FM)—Farmingington, NM.
 KRBE-FM—Houston, TX.
 KRBI-FM—St. Peter, MN.
 KRCH (FM)—Rochester, MN.
 KRCK (FM)—Portland, OR.
 KRCS (FM)—Sturgis, SD.
 KRCT (FM)—Ozona, TX.
 KRDF-FM—Spearman, TX.
 KRDO-FM—Colorado Springs, CO.
 KREK (FM)—Bristow, OK.
 KREO (FM)—Healdsburg, CA.
 KRES (FM)—Moberly, MO.
 KREW-FM—Sunnyside, WA.
 KRFD (FM)—Marysville, CA.
 KRFG (FM)—Greenfield, MO.
 KRFM (FM)—Shaw Low, AZ.
 KRFO-FM—Owatonna, MN.
 KRFS-FM—Superior, NE.
 KRGI-FM—Grand Island, NE.
 KRGG (FM)—Carthage, MO.
 KRGO-FM—Roy, UT.
 KRGS (FM)—Spencer, IA.
 KRGT-FM—Taylor, TX.
 KRHD-FM—Duncan, OK.
 KRJI (FM)—Paradise, CA.
 KRIT (FM)—Clarion, IA.
 KRIX (FM)—Brownsville, TX.
 KRJB (FM)—Monte Rio, CA.
 KRJC (FM)—Elko, NV.
 KRKN (FM)—Anchorage, AK.
 KRKT-FM—Albany, OR.
 KRKY (FM)—Castle Rock, CO.
 KRKZ-FM—Altus, OK.
 KRLB-FM—Lubbock, TX.
 KRLG (FM)—Lawton, OK.
 KRLN-FM—Canon City, CO.
 KRLQ (FM)—Muskogee, OK.
 KRLS (FM)—Knoxville, IA.
 KRLT (FM)—South Lake Tahoe, CA.
 KRMD-FM—Shreveport, LA.
 KRMX-FM—Pueblo, CO.
 KRNA (FM)—Iowa City, IA.
 KRNB (FM)—Memphis, TN.
 KRNO (FM)—Reno, NV.
 KRNO (FM)—Des Moines, IA.
 KRNY-FM—Kearney, NE.
 KRQB-FM—Robstown, TX.
 KRQC-FM—Rochester, MN.
 KRQE-FM—Sheridan, WY.
 KROO (FM)—Breckenridge, TX.
 KROO-FM—Pasadena, TX.
 KROZ (FM)—Tyler, TX.
 KRPL-FM—Moscow, ID.
 KRPM-FM—Tacoma, WA.
 KRPT-FM—Anadarko, OK.
 KRQK (FM)—Lompoc, CA.
 KRQO (FM)—Tucson, AZ.
 KROR (FM)—San Francisco, CA.
 KRQU (FM)—Laramie, WY.
 KRQZ-FM—Wray, CO.
 KRRB (FM)—Dickinson, ND.
 KRRG-FM—Laredo, TX.
 KRRR (FM)—Boulder City, NV.
 KRRK-FM—East Grand Forks, MN.
 KRRV (FM)—Alexandria, LA.
 KRRZ (FM)—Fargo, ND.
 KRSE (FM)—Roseburg, OR.
 KRSE (FM)—Yakima, WA.
 KRST (FM)—Durango, CO.
 KRSN-FM—Los Alamos, NM.
 KRSP-FM—Salt Lake City, UT.
 KRST (FM)—Albuquerque, NM.
 KRTH (FM)—Los Angeles, CA.
 KRTR-FM—Raton, NM.
 KRTR (FM)—Kallua, HI.
 KRUN-FM—Ballinger, TX.
 KRUX (FM)—Lubbock, TX.
 KRVE (FM)—Santa Barbara, CA.
 KRVL (FM)—Los Gatos, CA.
 KRVL (FM)—Kerrville, TX.
 KRVN-FM—Lexington, NE.
 KRVR (FM)—Davenport, IA.
 KRWA (FM)—Waldron, AR.
 KRWN (FM)—Farmington, NM.
 KRWO (FM)—Gold Hill, OR.
 KRXL (FM)—Kirksville, MO.
 KRXY (FM)—Yermo, CA.
 KRXY-FM—Lakewood, CO.
 KRYY (FM)—Chinook, MT.
 KRYS-FM—Corpus Christi, TX.
 KRZK (FM)—Branson, MO.
 KSCAC (FM)—Sacramento, CA.
 KSCAN (FM)—San Francisco, CA.
 KSAQ (FM)—San Antonio, TX.
 KSAF (FM)—Salem, AR.
 KSAV (FM)—Clinton, IA.
 KSBT (FM)—Steamboat Springs, CO.
 KSCB-FM—Liberal, KS.
 KSCC (FM)—Berryville, AR.
 KSCD (FM)—Houston, TX.
 KSCQ-FM—Santa Cruz, CA.
 KSCS (FM)—Fort Worth, TX.
 KSD-FM—St. Louis, MO.
 KSDM (FM)—International Falls, MN.
 KSDN-FM—Aberdeen, SD.
 KSDO-FM—San Diego, CA.
 KSDW (FM)—Sulphur, OK.
 KSDZ (FM)—Gordon, NE.
 KSEA (FM)—Seattle, WA.
 KSEB (FM)—Lamar, CO.
 KSEI-FM—Pocatello, ID.
 KSEL-FM—Lubbock, TX.
 KSEF (FM)—Searcy, AR.
 KSET-FM—El Paso, TX.
 KSEY-FM—Seymour, TX.
 KSEZ (FM)—Sioux City, IA.
 KSF1 (FM)—Salt Lake City, UT.
 KSF2 (FM)—Woodland, CA.
 KSF3 (FM)—Woodland, CA.
 KSF4 (FM)—St. Joseph, MO.
 KSGM-FM—Ste. Genevieve, MO.
 KSHA (FM)—Redding, CA.
 KSHH (FM)—Crestwood, MO.
 KSHR-FM—Coquille, OR.
 KSID-FM—Sidney, NE.
 KSID (FM)—Brawley, CA.
 KSI1 (FM)—Rock Springs, WY.
 KSIW-FM—Woodward, OK.
 KSJM (FM)—Jamestown, ND.
 KSJO (FM)—San Jose, CA.
 KSJO (FM)—Manteca, CA.
 KSKD (FM)—Salem, OR.
 KSKG (FM)—Salina, KS.
 KSKI-FM—Sun Valley, ID.
 KSKK (FM)—Sacramento, CA.
 KSKU (FM)—Hutchinson, KS.
 KSLB (FM)—Seminole, OK.
 KSLC (FM)—Liberal, KS.
 KSLY (FM)—San Luis Obispo, CA.
 KSMB (FM)—Lafayette, LA.
 KSMI (FM)—Donaldsonville, LA.
 KSMO-FM—Salem, MO.
 KSMX (FM)—Fort Dodge, IA.
 KSNB (FM)—Eugene-Springfield, OR.
 KSNL (FM)—Santa Maria, CA.
 KSNM (FM)—Los Banos, CA.
 KSNR (FM)—Thief River Falls, MN.
 KSNY-FM—Snyder, TX.
 KSOJ (FM)—Flagstaff, AZ.
 KSQL (FM)—San Mateo, CA.
 KSON-FM—San Diego, CA.
 KSOP-FM—Salt Lake City, UT.
 KSOX-FM—Raymondville, TX.
 KSPA (FM)—Hot Springs, AR.
 KSPG (FM)—El Dorado, KS.
 KSPI-FM—Stillwater, OK.
 KSPN (FM)—Aspen, CO.
 KSPZ (FM)—Colorado Springs, CO.
 KSOY (FM)—Deadwood, SD.
 KSRF (FM)—Santa Monica, CA.
 KSRN-FM—Reno, NV.
 KSRR (FM)—Houston, TX.
 KSSD (FM)—Cedar City, UT.
 KSSM (FM)—Miami, OK.
 KSSN (FM)—Little Rock, AR.
 KSTA-FM—Coleman, TX.
 KSTC-FM—Sterling, CO.
 KSTG (FM)—Sikeston, MO.
 KSTM (FM)—Apache Junction, AZ.
 KSTN-FM—Stockton, CA.
 KSTP-FM—St. Paul, MN.
 KSUA (FM)—College, AK.
 KSUE-FM—Susanville, CA.
 KSYN (FM)—Joplin, MO.
 KSYZ (FM)—Grand Island, NE.
 KTAG (FM)—Cody, WY.
 KTAH (FM)—Riverport, WY.
 KTAJ (FM)—Texarkana, TX.
 KTB (FM)—Shreveport, LA.
 KTAP (FM)—Crete, NE.
 KTAU (FM)—Knoxville, IA.
 KTAU-FM—College Station, TX.
 KTAA (FM)—Sierra Vista, AZ.
 KTBC (FM)—Nacogdoches, TX.
 KTCH-FM—Wayne, NE.
 KTCL (FM)—Fort Collins, CO.
 KTCS-FM—Fort Smith, AR.
 KTCC (FM)—Minneapolis, MN.
 KTDY (FM)—Lafayette, LA.
 KTEB (FM)—Fowler, CA.
 KTEI (FM)—Piggott, AR.
 KTEZ (FM)—Lubbock, TX.
 KTFM (FM)—Groves, TX.
 KTFM (FM)—San Antonio, TX.
 KTFX (FM)—Tulsa, OK.
 KTIM-FM—San Rafael, CA.
 KTIZ (FM)—Alexandria, LA.
 KTIJ (FM)—Farmington, MO.
 KTKC (FM)—Springhill, LA.
 KTKS (FM)—Denton, TX.
 KTLB-FM—Twin Lakes, IA.
 KTLF-FM—Tooele, UT.
 KTLQ-FM—Mountain Home, AR.
 KTLR-FM—Terrell, TX.
 KTLF (FM)—Ada, OK.
 KTLT (FM)—Wichita Falls, TX.
 KTMO (FM)—Kennett, MO.
 KTMF (FM)—Medford, OR.
 KTNR-FM—Kenedy-Karnes City, TX.
 KTOF (FM)—Cedar Rapids, IA.
 KTOG-FM—Saines, CA.
 KTOT (FM)—Big Bear Lake, CA.
 KTOI (FM)—Tehachapi-Mojave, CA.
 KTRK (FM)—Topeka, KS.
 KTOO (FM)—Clovis, NM.
 KTOO (FM)—Sulphur, LA.
 KTRI (FM)—Mansfield, MO.
 KTRS (FM)—Casper, WY.
 KTRX (FM)—Tarkio, MO.
 KTRY-FM—Bastrop, LA.
 KTSM-FM—El Paso, TX.
 KTTI (FM)—Yuma, AZ.
 KTTL (FM)—Dodge City, KS.
 KTTN-FM—Trenton, MO.
 KTTT-FM—Springfield, MO.
 KTTT-FM—Columbus, NE.
 KTUF (FM)—Kirksville, MO.
 KTUI-FM—Sullivan, MO.
 KTVN (FM)—Texarkana, AR.
 KTXF (FM)—Brownsville, TX.
 KTXN (FM)—Victoria, BC.
 KTXO (FM)—Fort Worth, TX.
 KTXR (FM)—Springfield, MO.
 KTXU (FM)—Paris, TX.
 KTXV (FM)—Jefferson City, MO.
 KTYD-FM—Santa Barbara, CA.
 KTYL-FM—Tyler, TX.
 KTZA (FM)—Artesia, NM.
 KUAD-FM—Windsor, CO.
 KUAM (FM)—Enid, OK.
 KUAM-FM—Amana, GU.
 KUBB (FM)—Mariposa, CA.
 KSKU (FM)—Hutchinson, KS.
 KUDL (FM)—Merriam, KS.
 KUDO (FM)—Las Vegas, NV.
 KUFQ (FM)—Odessa, TX.
 KUGN-FM—Eugene, OR.
 KSMO-FM—Salem, MO.
 KSMX (FM)—Fort Dodge, IA.
 KULA (FM)—Waipahu, HI.
 KUMA-FM—Pendleton, OR.
 KUMU-FM—Honolulu, HI.
 KUOL (FM)—Mena, AR.
 KUPD-FM—Tempe, AZ.
 KUPL-FM—Portland, OR.
 KURO-FM—Huron, SD.
 KURY-FM—Brookings, OR.
 KUTE (FM)—Glendale, CA.
 KUUB (FM)—Boise, ID.
 KUUL (FM)—Madera, CA.
 KUUZ (FM)—Lake Village, AR.
 KVCL-FM—Winnfield, LA.
 KVCM (FM)—Montgomery City, MO.
 KVDB-FM—Sioux Center, IA.
 KVEE (FM)—Grand Junction, CO.
 KVEZ (FM)—Logan-Smithfield, UT.
 KVFM (FM)—Logan, UT.
 KVGB-FM—Great Bend, KS.
 KVIB (FM)—Makawao, HI.
 KVIC (FM)—Victoria, TX.
 KVIL-FM—Highland Park-Dallas, TX.
 KVKI (FM)—Shreveport, LA.
 KVLE (FM)—Gunnison, CO.
 KVLR (FM)—Detroit Lakes, MN.
 KVLV-FM—Fallon, NV.
 KVLY (FM)—Edinburg, TX.
 KVM (FM)—Joplin, MO.
 KVML (FM)—Sonora, CA.
 KVMT (FM)—Vail, CO.
 KVMX-FM—Eastland, TX.
 KVN (FM)—Taos, NM.

er Index to FM Radio Stations continued

- Denver, CO.
—Morrilton, AR.
—Moorhead, MN.
- KV. —Ville Platte, LA.
- KVRE-FM—Santa Rosa, CA.
KVRF (FM)—Vermillion, SD.
KVRH-FM—Salida, CO.
KVRN-FM—Sonora, TX.
KVRO (FM)—Stillwater, OK.
KVRP (FM)—Haskell, TX.
- KVSV-FM—Beloit, KS.
- KVUU (FM)—Pueblo, CO.
- KVVC-FM—Cabool, MO.
KVVO (FM)—Leesville, LA.
KVVO (FM)—Victorville, CA.
- KVWC-FM—Vernon, TX.
KVWM-FM—Show Low, AZ.
KVYN (FM)—St. Helena, CA.
- KWAS (FM)—Amarillo, TX.
KWAV (FM)—Monterey, CA.
KWAY-FM—Waverly, IA.
- KWBG-FM—Boone, IA.
KWBO (FM)—Hot Springs, AR.
- KWCB (FM)—Floresville, TX.
KWCL-FM—Oak Grove, LA.
KWCS (FM)—Bridgeport, TX.
KWXC (FM)—Willcox, AZ.
- KWDE (FM)—Montrose, CO.
KWDD (FM)—Idabel, OK.
KWJD (FM)—Riverside, CA.
KWDX (FM)—Silsbee, TX.
- KWED-FM—Seguin, TX.
KWEH (FM)—Gardner, AR.
KWEK (FM)—Tulsa, OK.
KWEK (FM)—Monahans, TX.
KWEK (FM)—Monroe, LA.
- KWFC (FM)—Springfield, MO.
KWFM (FM)—Tucson, AZ.
- KWHI-FM—Brenham, TX.
KWHL (FM)—Anchorage, AK.
KWHO (FM)—Kenai, AK.
KWHY (FM)—Pendleton, OR.
- KWIC (FM)—Beaumont, TX.
KWIN (FM)—Lodi, CA.
KWIO-FM—Moses Lake, WA.
KWIZ-FM—Santa Ana, CA.
- KWJM (FM)—Farmersville, LA.
KWJS (FM)—Arlington, TX.
- KWK-FM—Granite City, IL.
KWKH-FM—Shreveport, LA.
KWKI (FM)—Big Spring, TX.
KWKK (FM)—Dardanelle, AR.
KWKQ (FM)—Graham, TX.
KWKX (FM)—Winfield, KS.
- KWLW (FM)—Marksville, LA.
KWLW (FM)—Many, LA.
KWLW (FM)—San Angelo, TX.
- KWMJ (FM)—Midland, TX.
- KWNA-FM—Winnemucca, NV.
KWNE (FM)—Ukiah, CA.
KWNW (FM)—Red Wing, MN.
KWNW (FM)—Winnboro, TX.
KWNZ (FM)—Carson City, NV.
- KWOA-FM—Worthington, MN.
KWOD (FM)—Sacramento, CA.
KWOX (FM)—Woodward, OK.
KWOZ (FM)—Mountain View, AR.
- KWPM-FM—West Plains, MO.
- KWRF-FM—Warren, AR.
KWRW (FM)—Rusk, TX.
- KWSS (FM)—Gilroy, CA.
KWST (FM)—Carmel, CA.
- KWTD (FM)—Lonoke, AR.
KWTO-FM—Springfield, MO.
KWTX-FM—Waco, TX.
- KWVE (FM)—San Clemente, CA.
- KWWK (FM)—Rochester, MN.
KWWK (FM)—Stephenville, TX.
KWWR (FM)—Mexico, MO.
- KWXL (FM)—Albuquerque, NM.
KWXH (FM)—Hilo, HI.
KWXV-FM—Cathedral City, CA.
KXYD (FM)—Security, CO.
KYYK (FM)—Aztec, NM.
KYYN-FM—Wynne, AR.
KYYR-FM—Winner, SD.
KYYX (FM)—Jasper, TX.
- KXAS (FM)—Houston, TX.
KXAZ (FM)—Page, AZ.
- KXBO (FM)—Ontario, OR.
KXBX (FM)—Lakeport, CA.
- KXCC (FM)—Lompoc, CA.
KXCL (FM)—Coriscana, TX.
- KXDD (FM)—Yakima, WA.
- KXEZ (FM)—Yuba City, CA.
- KXFM (FM)—Santa Maria, CA.
- KXGC-FM—El Campo, TX.
KXGO (FM)—Arcata, CA.
- KXIO (FM)—Bend, OR.
KXIT-FM—Dalhart, TX.
- KXJX (FM)—Pella, IA.
- KXKO (FM)—Safford, AZ.
KXKX (FM)—Galveston, TX.
KXKZ (FM)—Ruston, LA.
- KXL-FM—Portland, OR.
KXLE-FM—Ellensburg, WA.
KXLP (FM)—New Ulm, MN.
KXLS (FM)—Alva, OK.
KXLY-FM—Cambridge, MN.
KXLY-FM—Spokane, WA.
- KXNP (FM)—North Platte, NE.
- KXO-FM—El Centro, CA.
KXOA-FM—Sacramento, CA.
KXOF-FM—Bloomfield, IA.
KXOJ-FM—Sapulpa, OK.
KXOR (FM)—Thibodaux, LA.
KXOX-FM—Sweetwater, TX.
- KXRA-FM—Alexandria, MN.
KXRC (FM)—Craig, CO.
- KXSS (FM)—Lincoln, NE.
- KXTR (FM)—Kansas City, MO.
KXTZ (FM)—Henderson, NV.
- KXVR (FM)—Mountain Pass, CA.
- KXXI (FM)—Van Buren, AR.
KXXK (FM)—Chickasha, OK.
KXXY-FM—Oklahoma City, OK.
- KXYL-FM—Brownwood, TX.
- KXZL (FM)—San Antonio, TX.
- KYA-FM—San Francisco, CA.
- KYBB (FM)—Tracy, CA.
KYBE (FM)—Frederick, OK.
KYBS (FM)—Livingston, MT.
- KYCK (FM)—Crookston, MN.
- KYEA (FM)—West Monroe, LA.
KYEZ (FM)—Salina, KS.
- KYFM (FM)—Bartlesville, OK.
- KYGO (FM)—Denver, CO.
- KYJR (FM)—Wenatchee, WA.
- KYKR (FM)—Port Arthur, TX.
KYKS (FM)—Lufkin, TX.
KYKX (FM)—Longview, TX.
KYKY (FM)—St. Louis, MO.
KYKZ (FM)—Lake Charles, LA.
- KYLC (FM)—Osage Beach, MO.
KYLO (FM)—Davis, CA.
KYLS (FM)—Ironton, MO.
- KYMS (FM)—Santa Ana, CA.
- KYNG-FM—Coos Bay, OR.
KYNO-FM—Fresno, CA.
- KYOC (FM)—Yokum, TX.
KYOO-FM—Bolivar, MO.
KYOU (FM)—Greely, CO.
- KYRE (FM)—Yreka City, CA.
KYRK (FM)—Las Vegas, NV.
KYRS (FM)—Chariton, IA.
- KYSM-FM—Mankato, MN.
KYSN (FM)—Wenatchee, WA.
KYSR-FM—El Paso, TX.
KYSX-FM—Missoula, MT.
- KYTN (FM)—Grand Forks, ND.
KYTT (FM)—Coos Bay, OR.
- KYUF (FM)—Uvalde, TX.
KYUU (FM)—San Francisco, CA.
- KYXS-FM—Mineral Wells, TX.
KYXY (FM)—San Diego, CA.
- KYYA (FM)—Billings, MT.
KYYK (FM)—Palestine, TX.
KYYX (FM)—Kansas City, MO.
KYYZ (FM)—Bismarck, ND.
KYYZ (FM)—Williston, ND.
- KZZZ (FM)—Wolf Point, MT.
- KZAN (FM)—Ogden, UT.
KZAP (FM)—Sacramento, CA.
- KZBO-FM—Pocatello, ID.
KZBS (FM)—Oklahoma City, OK.
KZDX (FM)—Burley, ID.
- KZED (FM)—Wellington, KS.
KZEL-FM—Eugene, OR.
KZEU (FM)—Victoria, TX.
KZEV (FM)—Clear Lake, IA.
KZEW (FM)—Dallas, TX.
KZEZ (FM)—St. George, UT.
- KZFM (FM)—Corpus Christi, TX.
KZFR (FM)—South Lake Tahoe, CA.
- KZIN (FM)—Shelby, MT.
KZIO (FM)—Superior, WI.
KZIO-FM—Ridgecrest, CA.
- KZKX (FM)—Seward, NE.
- KZLA-FM—Los Angeles, CA.
KZLE (FM)—Batesville, AR.
KZLO (FM)—Pueblo, CO.
- KZMC-FM—McCook, NE.
KZMK (FM)—Bisbee, AZ.
KZMT (FM)—Helena, MT.
- KZNN (FM)—Rolla, MO.
KZNS (FM)—Barstow, CA.
- KZOC (FM)—Osage City, KS.
KZOK-FM—Seattle, WA.
KZOO (FM)—Missoula, MT.
KZOR (FM)—Hobbs, NM.
KZOZ (FM)—San Luis Obispo, CA.
- KZRK-FM—Ozark, AR.
KZRO (FM)—Seabrook, TX.
- KZST (FM)—Santa Rosa, CA.
- KZTR (FM)—Camarillo, CA.
KZTX (FM)—Refugio, TX.
- KZZL (FM)—Sherman, TX.
- KZZA (FM)—Glenwood, MN.
KZZB (FM)—Beaumont, TX.
KZZC (FM)—Leavenworth, KS.
KZZE (FM)—Poteau, OK.
KZZK (FM)—Richland, WA.
KZZL (FM)—Le Mars, IA.
KZZO (FM)—Clovis, NM.
KZZO (FM)—Galliano, LA.
KZZU (FM)—Spokane, WA.
KZZZ (FM)—Albuquerque, NM.
KZZZ-FM—Kingman, AZ.
- WAAC (FM)—Valdosta, GA.
WAAF (FM)—Worcester, MA.
WAGG (FM)—Galesburg, IL.
WAAL (FM)—Binghamton, NY.
WAAO (FM)—Big Rapids, MI.
WAAW (FM)—Murray, KY.
WAAZ (FM)—Crestview, FL.
- WABB-FM—Mobile, AL.
WABD-FM—Fort Campbell, KY.
WABK-FM—Gardiner, ME.
WABM (FM)—Muskegon Heights, MI.
WABN (FM)—Abingdon, VA.
WABO-FM—Waynesboro, MS.
WABZ (FM)—Albemarle, NC.
- WACF (FM)—Paris, IL.
WACL-FM—Waycross, GA.
WACR-FM—Columbus, MS.
WACT-FM—Tuscaloosa, AL.
- WADB (FM)—Point Pleasant, NJ.
WADI (FM)—Corinth, MS.
WADM-FM—Decatur, IN.
WADZ (FM)—Athens, GA.
- WAEI-FM—Maricao, PR.
WAEV (FM)—Savannah, GA.
WAEY-FM—Princeton, WV.
WAEZ (FM)—Akron, OH.
- WAFG-FM—Clewiston, FL.
WAFM-FM—Milford, DE.
WAFN (FM)—Amory, MS.
WAFY (FM)—Valdosta, GA.
- WAGI (FM)—Gaffney, SC.
WAGO (FM)—Elmwood Park, IL.
WAGO (FM)—Athens, GA.
- WAHC (FM)—Oshkosh, WI.
WAHR (FM)—Huntsville, AL.
- WAIA (FM)—Miami, FL.
WAID (FM)—Clarksdale, MS.
WAIF (FM)—Key West, FL.
WAIN-FM—Columbia, KY.
WAIV-FM—Jacksonville, FL.
- WAJK (FM)—La Salle, IL.
WAJP (FM)—Joliet, IL.
WAJX (FM)—Titusville, FL.
WAJY (FM)—New Orleans, LA.
- WAKG (FM)—Danville, VA.
WAKH (FM)—McComb, MS.
WAKO-FM—Lawrenceville, IL.
WAKS-FM—Fuquay-Varina, NC.
WAKX (FM)—Duluth, MN.
- WALD-FM—Walterboro, SC.
WALF-FM—Patchogue, NY.
WALR (FM)—Union City, TN.
WALV (FM)—Cleveland, TN.
WALX (FM)—Selma, AL.
WALZ (FM)—Machias, ME.
- WAMI-FM—Opp, AL.
WAMO-FM—Pittsburgh, PA.
WAMX (FM)—Ashland, KY.
WAMZ (FM)—Louisville, KY.
- WANB-FM—Waynesburg, PA.
WANJ (FM)—Wheeling, WV.
WANV-FM—Albany, KY.
- WAOP (FM)—Otsego, MI.
WAOR (FM)—Niles, IL.
- WAPI-FM—Birmingham, AL.
WAPL (FM)—Appleton, WI.
WAPP (FM)—Lake Success, NY.
- WAZD (FM)—Rice Lake, WI.
WAZF (FM)—Carrollton, AL.
WAOY (FM)—Springfield, MA.
- WARU-FM—Springfield, IN.
- WASH (FM)—Washington, DC.
WASK-FM—Lafayette, IN.
WASL (FM)—Dyersburg, TN.
WASM (FM)—Saratoga Springs, NY.
- WATD (FM)—Marshfield, MA.
WATP-FM—Marion, SC.
WATW-FM—Ashland, WI.
WATZ-FM—Alpena, MI.
- WAUN (FM)—Kewaunee, WI.
WAUR (FM)—Aurora, IL.
- WAVA (FM)—Arlington, VA.
WAVC (FM)—Duluth, MN.
WAVE (FM)—Sarasota, FL.
WAVR (FM)—Waverly, NY.
WAVT (FM)—Pottsville, PA.
WAVV (FM)—Vevey, IN.
WAVW (FM)—Vero Beach, FL.
- WAXC (FM)—Wapakoneta-St. Marys, OH.
WAXI (FM)—Rockville, IN.
WAXL (FM)—Lanester, WI.
WAXT (FM)—Alexandria, IN.
WAXX (FM)—Eau Claire, WI.
WAXY (FM)—Fort Lauderdale, FL.
- WAYL-FM—Minneapolis, MN.
WAYS (FM)—Macon, GA.
WAYU (FM)—Lewiston, ME.
- WAYV (FM)—Atlantic City, NJ.
WAYZ-FM—Waynesboro, PA.
- WAZE (FM)—Dawson, GA.
WAZI (FM)—Morristown, TN.
WAZU (FM)—Springfield, OH.
WAZX (FM)—Georgetown, SC.
WAZY (FM)—Lafayette, IN.
WAZZ (FM)—New Bern, NC.
- WBAB-FM—Babylon, NY.
WBAD (FM)—Leland, MS.
WBAM-FM—Montgomery, AL.
WBAO (FM)—Greenville, MS.
WBAA-FM—Barnwell, SC.
- WBBA-FM—Pittsfield, IL.
WBBC (FM)—Blacksburg, VA.
WBBM-FM—Chicago, IL.
WBBO-FM—Forest City, NC.
WBBO-FM—Augusta, GA.
WBBS (FM)—Westerville, OH.
- WBCC-FM—Murfreesboro, NC.
WBCH-FM—Hastings, MI.
WBCH (FM)—Boston, MA.
WBCC (FM)—Bucyrus, OH.
WBBS-FM—Milwaukee, WI.
WBCT (FM)—Charlotte, NC.
- WBDC (FM)—Huntingburg, IN.
WBDF (FM)—Brazil, IN.
WBDF-FM—Bluefield, VA.
- WBEE (FM)—Elyria, OH.
WBEC-FM—Pittsfield, MA.
WBEN-FM—Buffalo, NY.
WBES (FM)—Charleston, WV.
WBET (FM)—Grasonville, MD.
- WBFL (FM)—Bellows Falls, VT.
WBFM (FM)—Seneca, SC.
- WBGH (FM)—Tallahassee, FL.
WBGW (FM)—Bangor, ME.
WBGY (FM)—Tulahoma, TN.
- WBHC-FM—Hampton, SC.
- WBIF (FM)—Bedford, IN.
WBIL-FM—Tuskegee, AL.
WBIP-FM—Booneville, MS.
WBIZ (FM)—Eau Claire, WI.
- WBJW-FM—Orlando, FL.
WBJZ (FM)—Olean, NY.
- WBKF-FM—Macclelleny, FL.
WBKR (FM)—Owensboro, KY.
WBKV-FM—West Bend, WI.
WBKW (FM)—Beckley, WV.
- WBLE (FM)—Batesville, MS.
WBLL (FM)—Patchogue, NY.
WBLL (FM)—Depew, NY.
WBLL (FM)—Lewiston, ME.
WBLS (FM)—New York City, NY.
WBLL (FM)—Hinesville, GA.
WBLL (FM)—Mobile, AL.
WBLL (FM)—Hamilton, OH.
- WBMC-FM—McMinnville, TN.
WBMI (FM)—West Branch, MI.
WBMP (FM)—Elwood, IN.
WBMM (FM)—Manassas, VA.
WBMX-FM—Oak Park, IL.
- WBNL-FM—Boonville, IN.
WBNO-FM—Bryan, OH.
WBNO (FM)—Bloomington, IL.
WBNS-FM—Columbus, OH.
WBNT-FM—Oneida, TN.
WBNZ (FM)—Frankfort, MI.
- WBOB-FM—Galax, VA.
WBOS (FM)—Brookline, MA.
- WBPM (FM)—Kingston, NY.
- WBRR-FM—Big Rapids, MI.
WBRT (FM)—Providence, RI.
- WBSS (FM)—Baltimore, MD.
WBST (FM)—Ellisville, MS.
- WBTF (FM)—Attica, NY.
WBTG (FM)—Sheffield, AL.
WBTR (FM)—Carrollton, GA.
WBTT (FM)—Milwaukee, WI.
WBTV (FM)—Kendallville, IN.
WBTV (FM)—Homerville, GA.
- WBUF (FM)—Buffalo, NY.
WBUR (FM)—Lexington, NY.
- WBVR (FM)—Roanoke, VA.
- WBWA (FM)—Washburn, WI.
WBWB (FM)—Bloomington, IN.
- WBXB (FM)—Edenton, NC.
WBXO (FM)—Cresson, PA.
- WBYS (FM)—Biddeford, ME.
WBYS (FM)—Kankakee, IL.
WBYS (FM)—Boyetown, PA.
WBYS-FM—Canton, IL.
WBYS (FM)—New Orleans, LA.
- WBZL-FM—Xenia, OH.
WBZZ (FM)—Pittsburgh, PA.
- WCAC (FM)—Sebring, FL.
WCAK (FM)—Cattlettsburg, KY.
WCAU-FM—Philadelphia, PA.
WCAV (FM)—Brockton, MA.
WCAZ-FM—Carthage, IL.
- WCBK-FM—Martinsville, IN.
WCBL-FM—Benton, KY.
WCBR-FM—Richmond, KY.
WCBX-FM—New York City, NY.
WCBW (FM)—Columbia, IL.
- WCCA (FM)—McComb, MS.
WCCC (FM)—Hartford, CT.
WCCI (FM)—Savanna, IL.
WCCK (FM)—Erie, PA.
WCCN-FM—Neillsville, WI.
WCCO (FM)—Crest Hill, IL.
- WCDO (FM)—Sidney, NY.
- WCED-FM—Du Bois, PA.
WCEF (FM)—Ripley, WV.
- WCEH-FM—Hawkinsville, GA.
WCEI-FM—Easton, MD.
WCEM-FM—Cambridge, MD.
WCFM-FM—Mount Pleasant, MI.
WCEZ (FM)—Columbia, SC.
- WCFI (FM)—Daytona Beach, FL.
WCFR-FM—Springfield, VT.
WCFX (FM)—Clare, MI.
- WCGO (FM)—Columbus, GA.
WCGY (FM)—Lawrence, MA.
- WCHK-FM—Canton, GA.
WCHO-FM—Washington Ct. House, OH.
WCHR (FM)—Trenton, NJ.
WCHU-FM—Soddy-Daisy, TN.
WCHY (FM)—Savannah, GA.
- WCIB (FM)—Falmouth, MA.
WCIG (FM)—Mullins, SC.
WCIL-FM—Carbondale, IL.
WCIR-FM—Beckley, WV.
- WCJC (FM)—Madison, IN.
WCJM (FM)—West Point, GA.
WCJO (FM)—Jackson, OH.
- WCKN (FM)—Anderson, SC.
WCKO (FM)—Pompano Beach, FL.
WCKO (FM)—Campbellsville, KY.
WCKR (FM)—Hornell, NY.
WCKS (FM)—Cocoa Beach, FL.
WCLR (FM)—Sooke, IL.
WCKX (FM)—London, OH.
- WCLA-FM—Claxton, GA.
WCLD-FM—Cleveland, MS.
WCLG-FM—Morgantown, WV.
WCLN-FM—Clinton, NC.
WCLM-FM—Sooke, IL.
WCLS (FM)—Detroit, MI.
WCLT-FM—Newark, OH.
WCLV (FM)—Cleveland, OH.
WCLW-FM—Mansfield, OH.
WCLY (FM)—Morningside, MD.
WCLZ (FM)—Brunswick, ME.
- WCMF (FM)—Rochester, NY.
WCMJ (FM)—Cambridge, OH.
WCMN-FM—Arecibo, PR.
WCMR-FM—Pine City, MN.
WCMO-FM—Hialeah, FL.
WCMS-FM—Norfolk, VA.
WCMT-FM—Martin, TN.
- WCNB-FM—Connersville, IN.
WCNL-FM—Newport, NH.
WCNN (FM)—Lock Haven, PA.
WCNV (FM)—Amherst, VA.
- WCOD (FM)—Hyannis, MA.
WCOE (FM)—La Porte, IN.
WCOE (FM)—Urbana, IL.
WCOF-FM—Cornelia, GA.
WCOG-FM—Columbia, SC.
WCOH-FM—Sparta, WI.
- WCPC-FM—Houston, MS.
WCPD-FM—Petaluma, CA.
WCPZ (FM)—Sandusky, OH.
- WCOO (FM)—Blairsville, PA.
- WCRB (FM)—Boston-Waltham, MA.
- WCRD (FM)—Effingham, IL.
WCRD (FM)—Bluffton, SC.
WCRJ-FM—Jacksonville, FL.
WCRM (FM)—Dundee, IL.
WCRN (FM)—Tamaqua, PA.
WCRZ (FM)—Flint, MI.
- WCSI-FM—Columbus, IN.
WCSJ-FM—Morris, IL.
WCSM-FM—Celina, OH.
WCSR-FM—Hillsdale, MI.
WCST-FM—Berkeley Springs, WV.
WCSY-FM—South Haven, MI.
- WCTD (FM)—Federalburg, MD.
WCTO (FM)—Smithtown, NY.
WCTT-FM—Corbin, KY.
WCTX (FM)—Palmyra, PA.
WCTY (FM)—Norwich, CT.
- WCUL (FM)—Culpeper, VA.
WCUP (FM)—Tipton, GA.
WCUZ-FM—Grand Rapids, MI.
- WCVM (FM)—Middlebury, VT.
WCVR-FM—Randolph, VT.
WCVU (FM)—Naples, FL.
- WCWV (FM)—Summersville, WV.
- WCXI-FM—Detroit, MI.
WCXT (FM)—Hart, MI.
- WCYN-FM—Cynthiana, KY.
WCZY (FM)—Detroit, MI.
- WDAC-FM—Lancaster, PA.
WDAO (FM)—Dayton, OH.
WDAO (FM)—Danbury, CT.
WDAR (FM)—Dartington, SC.
WDAS-FM—Philadelphia, PA.
WDAX-FM—McRae, GA.
WDAY-FM—Fargo, ND.
- WDBA (FM)—Du Bois, PA.
WDBI (FM)—Tawas City-East Tawas, MI.
WDBL-FM—Springfield, TN.
WDBN (FM)—Medina, OH.
WDBR (FM)—Springfield, IL.
WDBS (FM)—Durham, NC.
- WDCG (FM)—Durham, NC.
WDCS (FM)—Scarborough, ME.
WDCX (FM)—Buffalo, NY.
- WDDC (FM)—Portage, WI.
WDDF-FM—Marion, IL.
WDDJ (FM)—Paducah, KY.
WDDO (FM)—Adel, GA.
- WDEB-FM—Jamestown, TN.
WDEF-FM—Chattanooga, TN.
WDEH-FM—Sweetwater, TN.
- WDEK (FM)—De Kalb, IL.
WDEF-FM—Macon, GA.
WDEY-FM—Lapeer, MI.
WDEZ (FM)—Wausau, WI.
- WDFF (FM)—Battle Creek, MI.
- WDHA-FM—Dover, NJ.
WDHP (FM)—Presque Isle, ME.
WDHR (FM)—Pikeville, KY.
- WDIF (FM)—Marion, OH.
WDIZ (FM)—Orlando, FL.
- WDJB (FM)—Windsor, NC.
WDJC (FM)—Birmingham, AL.
WDJO (FM)—Alliance, OH.
WDJY (FM)—Washington, DC.
WDKX (FM)—Rochester, NY.
- WDLA-FM—Walton, NY.
WDLT (FM)—Chickasaw, AL.
- WDMG-FM—Douglas, GA.
WDMR-FM—Dodgeville, WI.
WDMS (FM)—Greenville, MS.
WDMT (FM)—Cleveland, OH.
- WDNH-FM—Honesdale, PA.
WDNL (FM)—Danville, IL.
WDNS (FM)—Bowling Green, KY.
- WDOO (FM)—Chattanooga, TN.
WDOH (FM)—Delphos, OH.
WDOF (FM)—Cleveland, OH.
WDOH (FM)—Sturgeon Bay, WI.
WDOW-FM—Dowagiac, MI.
WDOY (FM)—Fajardo, PR.
- WDPN (FM)—Columbia, SC.
- WDON-FM—Du Quoin, IL.
- WDRN-FM—Hartford, CT.
WDRK (FM)—Greenville, OH.
WDRM (FM)—Decatur, OH.
WDRO (FM)—Detroit, MI.
- WDSF-FM—Dillon, SC.
WDSH (FM)—Dover, DE.
WDST (FM)—Woodstock, NY.
WDSY (FM)—Pittsburgh, PA.
- WDUK (FM)—Havana, IL.
WDUL (FM)—Bradenton, FL.
WDUX-FM—Waupaca, WI.
WDUZ-FM—Green Bay, WI.
- WDVE (FM)—Pittsburgh, PA.
WDVR (FM)—Ocean City, NJ.
- WDWS-FM—Champaign, IL.
- WDXE-FM—Lawrenceburg, TN.
WDYL (FM)—Chester, VA.
- WDZD (FM)—Shalotte, NC.
WDZK (FM)—Chester, SC.
WDZO (FM)—Decatur, IL.
WDZZ (FM)—Flint, MI.
- WEAI (FM)—Jacksonville, IL.
WEAS-FM—Savannah, GA.
WEAT-FM—West Palm Beach, FL.
WEAZ (FM)—Philadelphia, PA.
- WEBE (FM)—Westport, CT.
WEBF (FM)—Olean, NY.
WEBN (FM)—Cincinnati, OH.
WEBQ-FM—Harrisburg, IL.
- WECL (FM)—Elkhorn City, KY.
WECO (FM)—Geneva, NY.
- WEDA (FM)—Grove City, PA.
WEDR (FM)—Miami, FL.
- WEEJ (FM)—Port Charlotte, FL.
WEEZ (FM)—Heideberg, MS.
- WEFM (FM)—Michigan City, IN.
- WEGN-FM—Evergreen, AL.
- WEIC-FM—Charleston, IL.
WEIZ (FM)—Phenix City, AL.
- WEKZ-FM—Monroe, WI.
- WELA (FM)—East Liverpool, OH.
WELE (FM)—De Land, FL.
WELK (FM)—Elkins, WV.
WELL-FM—Marshall, MI.
WELP-FM—Easley, SC.
WELR-FM—Roanoke, VA.
WELV-FM—Ellenville, NY.
- WEMM (FM)—Huntington, WV.
- WENN-FM—Birmingham, AL.
WENS (FM)—Shelbyville, IN.
WENU (FM)—Hudson Falls, NY.
- WEQZ (FM)—Saegertown, PA.
- WEOR (FM)—Golosboro, NC.
- WERH-FM—Hamilton, AL.
WERI-FM—Westerly, RI.
WERL-FM—Eagle River, WI.
WERT-FM—Van Wert, OH.
WERZ (FM)—Exeter, NH.
- WESA-FM—Charlottesville, PA.
WESC-FM—Greenville, SC.
WESF (FM)—Baldwin, MS.
WESR-FM—Onley-Onancock, VA.
- WETO (FM)—Oak Ridge, TN.
Tawas, MI.
- WEVD-FM—New York City, NY.
WEVE-FM—Eveleth, MN.
WEVR-FM—River Falls, WI.
WEVZ (FM)—Cadillac, MI.
- WEXA (FM)—Eupora, MS.
- WEYE (FM)—Thomasville, NC.
WEYO (FM)—Marietta, OH.
- WEZB (FM)—New Orleans, LA.
WEZC (FM)—Charlotte, NC.
- WEZF (FM)—Burlington, VT.
WEZG-FM—North Syracuse, NY.
WEZK (FM)—Knoxville, TN.
WEZL (FM)—Charleston, SC.

WEZN (FM)—Bridgeport, CT.
WEZO (FM)—Rochester, NY.
WEZS (FM)—Richmond, VA.
WEZV (FM)—Fort Wayne, IN.
WEZW (FM)—Wauwatosa, WI.
WEZY (FM)—Scranton, PA.
WEZZ (FM)—Cocoa, FL.
WEZZ (FM)—Clanton, AL.
WFAS-FM—White Plains, NY.
WFAV (FM)—Cordele, GA.
WFBC-FM—Greenville, SC.
WFBG-FM—Altoona, PA.
WFBQ (FM)—Indianapolis, IN.
WFCB (FM)—Chillicothe, OH.
WFCJ (FM)—Miami Springs, FL.
WFEM (FM)—Ellwood City, PA.
WFFF-FM—Columbia, MS.
WFFV (FM)—Front Royal, VA.
WFFX (FM)—Tuscaloosa, AL.
WFGM (FM)—Fairmont, WV.
WFIW-FM—Fairfield, IL.
WFJA (FM)—Sanford, NC.
WFLA-FM—Tampa, FL.
WFLC (FM)—Ganandaigua, NY.
WFLN-FM—Philadelphia, PA.
WFLQ-FM—Farmville, VA.
WFLR-FM—Dundee, NY.
WFLS-FM—Fredericksburg, VA.
WFLY (FM)—Troy, NY.
WFMA (FM)—Rocky Mount, NC.
WFMB (FM)—Springfield, IL.
WFME (FM)—Baton Rouge, LA.
WFMG (FM)—Augusta, GA.
WFMH-FM—Cullman, AL.
WFMI (FM)—Winchester, KY.
WFMK (FM)—East Lansing, MI.
WFML (FM)—Washington, IN.
WFMR (FM)—Menomonee Falls, WI.
WFMS (FM)—Indianapolis, IN.
WFMT (FM)—Chicago, IL.
WFMV (FM)—Blairsville, NJ.
WFMX (FM)—Statesville, NC.
WFMZ (FM)—Ailtown, PA.
WFNE (FM)—Forsyth, GA.
WFNX (FM)—Lynn, MA.
WFNY (FM)—Racine, WI.
WFOB-FM—Fostoria, OH.
WFOG-FM—Suffolk, VA.
WFOH (FM)—Fond Du Lac, WI.
WFOX (FM)—Gainesville, GA.
WFPQ (FM)—Atlantic City, NJ.
WFPX (FM)—Freeport, IL.
WFRB-FM—Frostburg, MD.
WFRD (FM)—Hanover, NH.
WFRE (FM)—Frederick, MD.
WFRJ (FM)—Auburn, AL.
WFRN (FM)—Elkhart, IN.
WFRQ-FM—Fremont, OH.
WFRX-FM—West Frankfort, IL.
WFTA (FM)—Fulton, MS.
WFTM-FM—Maysville, KY.
WFTS-FM—Front Royal, VA.
WFTW-FM—Fort Walton Beach, FL.
WFOR-FM—Grand Rapids, MI.
WFUZ (FM)—Ocala, FL.
WFVA-FM—Fredericksburg, VA.
WFWQ (FM)—Fort Wayne, IN.
WFXX (FM)—Columbus, GA.
WFXZ-FM—South Williamsport, PA.
WFXZ (FM)—Pinconning, MI.
WFCY-FM—Alma, MI.
WFYD (FM)—Key West, FL.
WFRY (FM)—Chicago, IL.
WFYV (FM)—Atlantic Beach, FL.
WGAN-FM—Portland, ME.
WGAO (FM)—Franklin, IN.
WGAR-FM—Cleveland, OH.
WGAY-FM—Washington, DC.
WGBI-FM—Scranton, PA.
WGBM (FM)—Viroqua, WI.
WGBQ (FM)—Galesburg, IL.
WGCN-FM—Red Lion, PA.
WGCJ-FM—Chicago, IL.
WGLC (FM)—Cleveland, OH.
WGMQ (FM)—Gulfport, MS.
WGOQ (FM)—Bulford, GA.
WGOR (FM)—Wellsboro, PA.
WGEA-FM—Geneva, AL.
WGED (FM)—Springfield, GA.
WGEH-FM—Quincy, IL.
WGEN-FM—Geneseo, IL.
WGER (FM)—Bay City, MI.
WGFA-FM—Waiseta, IL.
WGFJ (FM)—Plattsburgh, NY.
WGFH (FM)—Lake City, SC.
WGFH (FM)—Scheneectady, NY.
WGGC (FM)—Glasgow, KY.
WGGG (FM)—Waupun, WI.
WGGZ (FM)—Baton Rouge, LA.
WGHN-FM—Grand Haven, MI.
WGIG (FM)—Brunswick, GA.
WGR-FM—Manchester, NH.
WGK (FM)—Memphis, TN.
WGLB-FM—Port Washington, WI.
WGLC-FM—Mendota, IL.
WGLD-FM—High Point, NC.
WGLF (FM)—Tallahassee, FL.
WGLL (FM)—Mercedburg, PA.
WGLQ (FM)—Pekin, IL.
WGLQ (FM)—Escanaba, MI.
WGLU (FM)—Johnstown, PA.
WGLY (FM)—Goulds, FL.
WGMB (FM)—Georgetown, SC.
WGMD (FM)—Rehoboth Beach, DE.
WGMK (FM)—Donalsonville, GA.
WGMN (FM)—Gladwin, MI.
WGMQ (FM)—Shell Lake, WI.
WGMR (FM)—Tyrona, PA.
WGMW-FM—Washington, DC.
WGNA (FM)—Albany, NY.
WONE (FM)—Panama City, FL.
WONI (FM)—Wilmington, NC.
WONG-FM—Newburgh, NY.
WGQL (FM)—Lynchburg, VA.
WGPC-FM—Albany, GA.
WGPR (FM)—Detroit, MI.
WGR-FM—Buffalo, NY.
WGRD-FM—Grand Rapids, MI.
WGRG (FM)—Greensboro, GA.
WGRK-FM—Greensburg, KY.
WGRP-FM—Greenville, PA.
WGRS (FM)—Danville, IN.
WGRX (FM)—Westminster, MD.
WGSQ (FM)—Cookeville, TN.
WGSX (FM)—Lumberton, NC.
WGSX (FM)—Bayamon, PR.
WGTY (FM)—Gettysburg, PA.
WGTZ (FM)—Eaton, OH.
WGUD (FM)—Pascagoula, MS.
WGUL-FM—New Port Richey, FL.
WGUS-FM—Augusta, GA.
WGUU (FM)—Brewer, ME.
WGVU (FM)—Gainesville, FL.
WGYL (FM)—Vero Beach, FL.
WHAI-FM—Greenfield, MA.
WHAJ (FM)—Bluefield, WV.
WHAY (FM)—Aberdeen, MS.
WHBC-FM—Canton, OH.
WHBF-FM—Rock Island, IL.
WHBI (FM)—Newark, NJ.
WHBN-FM—Harrodsburg, KY.
WHCG (FM)—Metter, GA.
WHCN (FM)—Hartford, CT.
WHCU-FM—Ithaca, NY.
WHDG (FM)—Havre De Grace, MD.
WHDD (FM)—Claremont, NH.
WHEB-FM—Portsmouth, NH.
WHER (FM)—Hattiesburg, MS.
WHEW (FM)—Fort Myers, FL.
WHFB-FM—Benton Harbor, MI.
WHFD (FM)—Archbold, OH.
WHFL (FM)—Tallahassee, FL.
WHFM (FM)—Rochester, NY.
WHFS (FM)—Annapolis, MD.
WHGC (FM)—Bennington, VT.
WHGM (FM)—Bellwood, PA.
WHHR (FM)—Hilton Head Island, SC.
WHHY-FM—Montgomery, AL.
WHIC-FM—Hardinsburg, KY.
WHIQ-FM—Dayton, OH.
WHIZ-FM—Zanesville, OH.
WHJT (FM)—Clinton, MS.
WHJY (FM)—Providence, RI.
WHKC (FM)—Henderson, KY.
WHKK (FM)—Erlanger, KY.
WHKW (FM)—Fayette, AL.
WHKY-FM—Hickory, NC.
WHLB-FM—Virginia, MN.
WHLG (FM)—Jensen Beach, FL.
WHLM-FM—Bloomsburg, PA.
WHLP-FM—Centerville, TN.
WHLY (FM)—Leesburg, FL.
WHMA-FM—Anniston, AL.
WHMD (FM)—Hammond, LA.
WHME (FM)—South Bend, IN.
WHMH (FM)—Saug Rapids, MN.
WHMI-FM—Howell, MI.
WHMP-FM—Northampton, MA.
WHMQ (FM)—Findlay, OH.
WHNN (FM)—Bay City, MI.
WHOD-FM—Jackson, AL.
WHOK (FM)—Lancaster, OH.
WHQM (FM)—Mt. Washington, NH.
WHQQ-FM—Orlando, FL.
WHQP-FM—Hopkinsville, KY.
WHOT-FM—Youngstown, OH.
WHOU-FM—Houlton, ME.
WHQW-FM—Clinton, IL.
WHP-FM—Harrisburg, PA.
WHPA (FM)—Hollidaysburg, PA.
WHPO (FM)—Hoopesville, PA.
WHQT (FM)—Coral Gables, FL.
WHRB (FM)—Cambridge, MA.
WHRD-FM—Port Henry, NY.
WHRK (FM)—Memphis, TN.
WHRL (FM)—Albany, NY.
WHRZ (FM)—Providence, KY.
WHSB (FM)—Alpena, MI.
WHSL (FM)—Wilmington, NC.
WHSM-FM—Hayward, WI.
WHST-FM—Hattiesburg, MS.
WHTB (FM)—Talladega, AL.
WHTF (FM)—Strawson, PA.
WHTG-FM—Eatonton, NJ.
WHTT (FM)—Boston, MA.
WHTX (FM)—Pittsburgh, PA.
WHTZ (FM)—Newark, NJ.
WHUB-FM—Cookeville, TN.
WHUD (FM)—Peekskill, NY.
WHUE-FM—Boston, MA.
WHUG (FM)—Jamestown, NY.
WHUH (FM)—Houghton, MI.
WHUR (FM)—Washington, DC.
WHWK (FM)—Binghamton, NY.
WHYI (FM)—Fort Lauderdale, FL.
WHYL-FM—Carlisle, PA.
WHYN-FM—Springfield, MA.
WHYP-FM—North East, PA.
WHYR (FM)—Saco, ME.
WHYT (FM)—Detroit, MI.
WHYW-FM—Braddock, PA.
WIAI (FM)—Danville, IL.
WIAL (FM)—Eau Claire, WI.
WIBA-FM—Madison, WI.
WIBF-FM—Jenkintown, PA.
WIBM (FM)—Jackson, MI.
WIBQ (FM)—Utica, NY.
WIBW-FM—Topeka, KS.
WIBZ (FM)—Parkersburg, WV.
WICQ-FM—Salisbury, MD.
WIDL (FM)—Caro, MI.
WIFC (FM)—Wausau, WI.
WIFF-FM—Auburn, IN.
WIFM-FM—Elkin, NC.
WIFO (FM)—Jesup, GA.
WIFX-FM—Jenkins, KY.
WIGC (FM)—Troy, AL.
WIGL (FM)—Orangeburg, SC.
WIGM-FM—Medford, WI.
WIGS-FM—Gouverneur, NY.
WIGY (FM)—Bath, ME.
WIHN (FM)—Normal, IL.
WIS (FM)—Key West, FL.
WIKB-FM—Iron River, MI.
WIKI (FM)—Carrollton, KY.
WIKQ (FM)—Greeneville, TN.
WIKY (FM)—Immokalee, FL.
WIKY (FM)—Evanville, IN.
WIKZ (FM)—Chambersburg, PA.
WIL-FM—St. Louis, MO.
WILO (FM)—Williamsport, PA.
WILS-FM—Lansing, MI.
WIMI (FM)—Ironwood, MI.
WIMK (FM)—Iron Mountain, MI.
WIMT (FM)—Lima, OH.
WIMZ-FM—Knoxville, TN.
WINC-FM—Winchester, VA.
WINK-FM—Fort Myers, FL.
WINZ-FM—Miami Beach, FL.
WIOA (FM)—Mayaguez, PR.
WIOB (FM)—San Juan, PR.
WIOF (FM)—Ponce, PR.
WIOF (FM)—Waterbury, CT.
WIOG (FM)—Saginaw, MI.
WIOK (FM)—Falmouth, KY.
WIOO (FM)—Philadelphia, PA.
WIOQ (FM)—Toledo, OH.
WIOV (FM)—Ephrata, PA.
WIOZ (FM)—Southern Pines, NC.
WIOB (FM)—Ann Arbor, MI.
WIOI (FM)—Tampa, FL.
WIOQ (FM)—Covington, VA.
WIRK-FM—West Palm Beach, FL.
WIRX (FM)—St. Joseph, MI.
WISA (FM)—Isabela, PR.
WISO-FM—West Salem, WI.
WISS-FM—Berlin, WI.
WIST (FM)—Lobelville, TN.
WITL-FM—Lansing, MI.
WITN-FM—Washington, NC.
WITQ (FM)—Ironton, OH.
WITZ-FM—Jasper, IN.
WIVA (FM)—Aguadilla, PR.
WIVI-FM—St. Croix, VI.
WIVK-FM—Knoxville, TN.
WIVQ (FM)—Peru, IL.
WIVY-FM—Jacksonville, FL.
WIXK-FM—New Richmond, WI.
WIXL (FM)—Newton, NJ.
WIXN-FM—Dixon, IL.
WIXV (FM)—Savannah, GA.
WIXX (FM)—Green Bay, WI.
WIYO (FM)—Ebensburg, PA.
WIYY (FM)—Baltimore, MD.
WIZN (FM)—La Crosse, WI.
WIZM (FM)—Vergennes, VT.
WJAD (FM)—Bainbridge, GA.
WJAO (FM)—Marianna, FL.
WJAT-FM—Swainsboro, GA.
WJAX-FM—Jacksonville, FL.
WJBB-FM—Haleyville, AL.
WJBD-FM—Salem, IL.
WJBI (FM)—Clarksdale, MS.
WJBM-FM—Jerseyville, IL.
WJBQ (FM)—Portland, ME.
WJBR-FM—Wilmington, DE.
WJCD-FM—Seymour, IN.
WJCF (FM)—Westover, WV.
WJCL (FM)—Savannah, GA.
WJDB-FM—Thomasville, AL.
WJDD-FM—Meridian, MS.
WJEQ (FM)—Macomb, IL.
WJER-FM—Dover-New Philadelphia, OH.
WJFD (FM)—New Bedford, MA.
WJFM (FM)—Grand Rapids, MI.
WJFX (FM)—Aiken, SC.
WJGA-FM—Jackson, GA.
WJGS (FM)—Houghton Lake, MI.
WJHR (FM)—Jackson, TN.
WJIB (FM)—Boston, MA.
WJIM-FM—Lansing, MI.
WJIV (FM)—Cherry Valley, NY.
WJIZ (FM)—Albany, NY.
WJJB (FM)—Hyde Park, NY.
WJJR (FM)—Rutland, VT.
WJJS (FM)—Lynchburg, VA.
WJYY (FM)—Brainerd, MN.
WJKL (FM)—Elgin, IL.
WJKR (FM)—Muncy, PA.
WJKZ (FM)—Franklin, TN.
WJLB (FM)—Detroit, MI.
WJLC (FM)—South Boston, VA.
WJLE-FM—Smithville, TN.
WJLK-FM—Asbury Park, NJ.
WJLM (FM)—Salem, VA.
WJLO (FM)—Pensacola, FL.
WJMA-FM—Orange, VA.
WJMC-FM—Rice Lake, WI.
WJMG (FM)—Hattiesburg, MS.
WJMI (FM)—Jackson, MS.
WJMK (FM)—Chicago, IL.
WJML-FM—Petoskey, MI.
WJMM (FM)—Versailles, KY.
WJMT-FM—Merrill, WI.
WJMX-FM—Florence, SC.
WJNL-FM—Johnstown, PA.
WJNR (FM)—Iron Mountain, MI.
WJNS-FM—Yazoo City, MS.
WJNZ (FM)—Greencastle, IN.
WJOI (FM)—Detroit, MI.
WJPD-FM—Ishpeming, MI.
WJRE (FM)—Kewanee, IL.
WJRO (FM)—Williston, FL.
WJRS (FM)—Jamestown, KY.
WJRY (FM)—Huntington, IN.
WJZ (FM)—Manahawkin, NJ.
WJSK (FM)—Lumberton, NC.
WJSM-FM—Martinsburg, PA.
WJSN (FM)—Jackson, KY.
WJSO-FM—Johnson City, TN.
WJSO (FM)—Athens, TN.
WJST (FM)—Port St. Joe, FL.
WJSY (FM)—Harrisonburg, VA.
WJTT (FM)—Red Bank, TN.
WJVL (FM)—Janesville, WI.
WJVM (FM)—Sterling, IL.
WJXQ (FM)—Jackson, MI.
WJYA-FM—La Grange, GA.
WJYE (FM)—Buffalo, NY.
WJYL (FM)—Jeffersonton, KY.
WJYO (FM)—Mount Dora, FL.
WJYR (FM)—Myrtle Beach, SC.
WJYW (FM)—Southport, NC.
WJYY (FM)—Concord, NH.
WJZQ (FM)—Kenosha, WI.
WJZR (FM)—Kannapolis, NC.
WJZZ (FM)—Detroit, MI.
WKAD (FM)—Canton, PA.
WKAE (FM)—High Springs, FL.
WKAI-FM—Macomb, IL.
WKAK (FM)—Albany, GA.
WKAQ-FM—San Juan, PR.
WKAU-FM—Kaukauna, WI.
WKBB (FM)—West Point, MS.
WKBC-FM—North Wilkesboro, NC.
WKBL-FM—Covington, TN.
WKBN-FM—Youngstown, OH.
WKCA (FM)—Owingsville, KY.
WKCB-FM—Hindman, KY.
WKCD (FM)—Mechanicsburg, PA.
WKCQ (FM)—Augusta, ME.
WKCI (FM)—Hamden, CT.
WKCJ (FM)—Lewisburg, WV.
WKCO (FM)—Ironton, OH.
WKCX (FM)—Rome, GA.
WKDD (FM)—Akron, OH.
WKDE-FM—Altavilla, VA.
WKDF (FM)—Nashville, TN.
WKDO-FM—Liberty, KY.
WKDQ (FM)—Henderson, KY.
WKDZ-FM—Cadiz, KY.
WKEA-FM—Scottsboro, AL.
WKEE-FM—Huntington, WV.
WKEU-FM—Griffin, GA.
WKEZ (FM)—Yorktown, VA.
WKFM (FM)—Fulton, NY.
WKFR (FM)—Battle Creek, MI.
WKGI (FM)—New Martinsville, WV.
WKGL (FM)—Midletown, NY.
WKGQ (FM)—Cumberland, MD.
WKGW (FM)—Utica, NY.
WKHG (FM)—Leitchfield, KY.
WKHI (FM)—Ocean City, MD.
WKHK (FM)—Petersburg-Colonial Heights, VA.
WKHQ (FM)—Charlevoix, MI.
WKHX (FM)—Marietta, GA.
WKIH-FM—Glennville, GA.
WKIQ (FM)—Urbana, IL.
WKIR (FM)—Jackson, TN.
WKIT (FM)—Hendersonville, NC.
WKJA (FM)—Belhaven, NC.
WKJB-FM—Mayaguez, PR.
WKJC (FM)—Tawas City-East Tawas, MI.
WKJF-FM—Cadillac, MI.
WKJJ-FM—Louisville, KY.
WKJN (FM)—Hammond, LA.
WKJO (FM)—Jefferson City, TN.
WKJY (FM)—Hempstead, NY.
WKKB (FM)—Manitowoc, WI.
WKKD-FM—Aurora, IL.
WKKI (FM)—Celina, OH.
WKKJ (FM)—Chillicothe, OH.
WKKM (FM)—Harrison, MI.
WKKW (FM)—Clarksburg, WV.
WKKY (FM)—Pascagoula, MS.
WKKZ (FM)—Dublin, GA.
WKL A-FM—Ludington, MI.
WKL C-FM—St. Albans, WV.
WKL D-FM—Oneonta, AL.
WKLH-FM—St. Johns, MI.
WKLK-FM—Cloquet, MN.
WKL N-FM—Cullman, AL.
WKL O-FM—Holland, MI.
WKL R-FM—Toledo, OH.
WKL S-FM—Atlanta, GA.
WKL T-FM—Kalkaska, MI.
WKL X-FM—Plymouth, NC.
WKMQ (FM)—Hodgenville, KY.
WKMX (FM)—Enterprise, AL.
WKMY (FM)—Princeton, WV.
WKMZ (FM)—Martinsburg, WV.
WKNU (FM)—Brewton, AL.
WKNZ (FM)—Collins, MS.
WKQA-FM—Hopkinsville, KY.
WQOM (FM)—Columbia, TN.
WKOR-FM—Starkville, TN.
WKO V-FM—Wellston, OH.
WKOZ-FM—Kosciusko, MS.
WKPE (FM)—Orleans, MA.
WKPL (FM)—Platteville, WI.
WKPO (FM)—Hornell, NY.
WKQA (FM)—Pekin, IL.
WQOB (FM)—St. George, SC.
WKOK (FM)—Eufaula, AL.
WQOO (FM)—Lexington, KY.
WQOS (FM)—Boca Raton, FL.
WQOV (FM)—Vineland, NJ.
WQOX (FM)—Chicago, IL.
WKRA-FM—Holly Springs, MS.
WKRE-FM—Exmore, VA.
WKR G-FM—Mobile, AL.
WKRO (FM)—Cincinnati, OH.
WKR V-FM—Vandalia, IL.
WKR X-FM—Roxboro, NC.
WKRZ-FM—Wilkes-Barre, PA.
WKS B-FM—Williamsport, PA.
WKS F-FM—Ashville, NC.
WKS G-FM—Mount Clemens, MI.
WKS I (FM)—Eldorado, IL.
WKSJ-FM—Mobile, AL.
WKS L-FM—Greencastle, PA.
WKS M-FM—Tabor City, NC.
WKS O (FM)—Ellsworth, ME.
WKS S (FM)—Hartford-Meriden, CT.
WKS Y (FM)—Columbia City, IN.
WKS Z (FM)—Media, PA.
WKTA (FM)—McKenzie, TN.
WKTC (FM)—Tarboro, NC.
WKTD (FM)—Madisonville, KY.
WKTI (FM)—Milwaukee, WI.
WKUJ-FM—Farmington, ME.
WKTN (FM)—Kenton, OH.
WKTR (FM)—Millinocket, ME.
WKU T-FM—New York City, NY.
WKTZ-FM—Jacksonville, FL.
WKUB (FM)—Blackshear, GA.
WKUZ (FM)—Wabash, IN.
WKVI-FM—Knox, IN.
WKVM-FM—San Juan, PR.
WKVT-FM—Brattleboro, VT.
WKWI (FM)—Kilmarnock, VA.
WKWK-FM—Wheeling, WV.
WKWO (FM)—Batesburg, SC.
WKWX (FM)—Savannah, TN.
WKXF-FM—Cincinnati, OH.
WKXX (FM)—Pana, IL.
WKXL-FM—Concord, NH.
WKXN (FM)—Greenville, IL.
WKXW (FM)—Trenton, NJ.
WKXX (FM)—Birmingham, AL.
WKXZ (FM)—Norwich, NY.
WKYA (FM)—Central City, KY.
WKYD-FM—Andalusia, AL.
WKYF (FM)—Johnstown, PA.
WKYM (FM)—Monticello, KY.
WKYQ (FM)—Paducah, KY.
WKYS (FM)—Washington, DC.
WKYV (FM)—Vicksburg, MS.
WKYW (FM)—Frankfort, KY.
WKYZ (FM)—Salisbury, MD.
WKZB (FM)—Drew, MS.
WKZC (FM)—Scottville, MI.
WKZL (FM)—Winston-Salem, NC.
WKZO-FM—Myrtle Beach, SC.
WKZR (FM)—Milledgeville, GA.
WKZS (FM)—Auburn, ME.
WKZW (FM)—Peoria, IL.
WKZZ (FM)—Lynchburg, VA.
WLAC-FM—Nashville, TN.
WLAK (FM)—Chicago, IL.
WLAN-FM—Lancaster, PA.
WLAP-FM—Lexington, KY.
WLAT-FM—Conway, SC.
WLAV-FM—Grand Rapids, MI.
WLAY-FM—Muscle Shoals, AL.
WLBC-FM—Muncie, IN.
WLBF-FM—Mattoon, IL.
WLBJ-FM—Bowling Green, KY.
WLCC (FM)—Luray, VA.
WLCK-FM—Scottsville, KY.
WLCO (FM)—Dayton, TN.
WLDR (FM)—Traverse City, MI.
WLDY-FM—Ladysmith, WI.
WLEN (FM)—Adrian, MI.
WLEQ (FM)—Bonita Springs, FL.
WLER (FM)—Butler, PA.
WLET-FM—Toccoa, GA.
WLEV (FM)—Easton, PA.
WLEW-FM—Bad Axe, MI.
WLEZ (FM)—Elmira, NY.
WLFE (FM)—St. Albans, VT.
WLFO (FM)—Crawfordsville, IN.
WLGA (FM)—Valdosta, GA.
WLGC (FM)—Greenuip, KY.
WLGN-FM—Logan, OH.
WLHN (FM)—Anderson, IN.
WLHO (FM)—Enterprise, AL.
WLHT (FM)—Grand Rapids, MI.
WLIF (FM)—Baltimore, MD.
WLIL-FM—Lenoir City, TN.
WLIN (FM)—Jackson, MS.
WLIR (FM)—Garden City, NY.
WLJC (FM)—Beattyville, KY.
WLJE (FM)—Valparaiso, IN.
WLJY (FM)—Marshfield, WI.
WLKC (FM)—St. Marys, GA.
WLKI (FM)—Angola, IN.
WLKM-FM—Three Rivers, MI.
WLKN-FM—Lincoln, ME.
WLKR-FM—Norwalk, OH.
WLKW-FM—Providence, RI.
WLKX-FM—Forest Lake, MN.
WLLI (FM)—Joliet, IL.
WLLR (FM)—East Moline, IL.
WLLS-FM—Hartford, KY.
WLLT (FM)—Fairfield, OH.
WLLX (FM)—Minor Hill, TN.
WLLZ (FM)—Detroit, MI.
WNLG-FM—Sag Harbor, NY.
WLNH (FM)—Laconia, NH.
WLN R-FM—Lansing, IL.
WLOC-FM—Munfordville, KY.
WLOL-FM—Lexington, KY.
WLOQ (FM)—Chicago, IL.
WLOO (FM)—Winter Park, FL.
WLOT-FM—Trenton, TN.
WLOV-FM—Washington, GA.
WLPR (FM)—Mobile, AL.
WL PW-FM—Lake Placid, NY.
WLOE (FM)—Pleasantville, NJ.
WLOI (FM)—Rensselaer, IN.
WLOR (FM)—Toledo, OH.
WLRS (FM)—Louisville, KY.
WL RW-FM—Champaign, IL.
WLS-FM—Chicago, IL.
WLSA (FM)—Louisia, VA.
WLS D-FM—Big Stone Gap, VA.
WLS K (FM)—Lebanon, KY.
WLS M-FM—Louisville, MS.
WLS P (FM)—Carbondale, PA.
WLS T (FM)—Lima, OH.
WLS T (FM)—Marquette, WI.
WLS W (FM)—Scottsdale, PA.
WLTE (FM)—Minneapolis, MN.
WLTF (FM)—Cleveland, OH.
WLTS (FM)—Sidell, LA.
WLTT (FM)—Bethesda, MD.
WLTV (FM)—New York City, NY.
WLTY (FM)—Norfolk, VA.
WLUM (FM)—Milwaukee, WI.
WLUP (FM)—Chicago, IL.
WLVE (FM)—Miami Beach, FL.
WL VH-FM—Hartford, CT.
WL VQ (FM)—Columbus, OH.
WLVS (FM)—Germantown, TN.
WL VU (FM)—Erie, PA.
WL VV-FM—Statesville, NC.
WL VV (FM)—Moncks Corner, SC.
WL VY (FM)—Elmira, NY.
WLWI (FM)—Montgomery, AL.
WLXR-FM—La Crosse, WI.
WLX X-FM—Sault Ste. Marie, MI.
WLYF (FM)—Miami, FL.
WLYK (FM)—Milford, OH.
WLYQ (FM)—Norwalk, OH.
WLYT (FM)—Haverhill, MA.
WMAD (FM)—Sun Prairie, WI.
WMAG (FM)—High Point, NC.
WMAR (FM)—Baltimore, MD.
WMAS-FM—Springfield, MA.
WMBC (FM)—Columbus, MS.
WMBJ (FM)—Morehead City, NC.
WMBN (FM)—Potosi, MI.
WMC-FM—Memphis, TN.
WMC D-FM—Statesboro, GA.
WMC G (FM)—Milan, GA.
WMC M (FM)—Rockland, ME.
WMC R-FM—Oneida, NY.
WMD C-FM—Hazlehurst, MS.
WMDH (FM)—New Castle, IN.
WMDK (FM)—Peterborough, NH.
WMDM (FM)—Lexington Park, MD.
WME E (FM)—Fort Wayne, IN.
WMEQ (FM)—Menomonee, WI.
WMET (FM)—Chicago, IL.
WMEV-FM—Marion, VA.
WME X (FM)—Clyde, OH.
WMEZ (FM)—Pensacola, FL.
WMFC-FM—Monroeville, AL.
WMFG-FM—Hibbing, MN.
WMFO (FM)—Ocala, FL.
WMGE (FM)—Danville, KY.
WMGF (FM)—Milwaukee, WI.
WMGG (FM)—Clearwater, FL.
WMGK (FM)—Philadelphia, PA.
WMGL (FM)—Pulaski, TN.
WMGM (FM)—Atlantic City, NJ.
WMGO (FM)—Madison, WI.
WMGN (FM)—New Brunswick, NJ.
WMGV (FM)—Oshkosh, WI.
WMGX (FM)—Portland, ME.
WMGZ-FM—Farrell, PA.
WMHE (FM)—Toledo, OH.
WMHR (FM)—Syracuse, NY.
WMIC-FM—Sandusky, MI.
WMIK-FM—Middlesboro, KY.
WMIL (FM)—Waukesha, WI.
WMIX-FM—Mount Vernon, IL.
WMJC (FM)—Birmingham, MI.
WMJD (FM)—Grundy, VA.
WMJI (FM)—Cleveland, OH.
WMJJ (FM)—Birmingham, AL.
WMJQ (FM)—Rochester, NY.
WMJR (FM)—Warrington, VA.

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- WMJS (FM)—Prince Frederick, MD.
 WMJW (FM)—Nanticoke, PA.
 WMJX-FM—Boston, MA.
 WMJY (FM)—Long Branch, NJ.
 WMKC (FM)—St. Ignace, MI.
 WMKM (FM)—St. Augustine, FL.
 WMKX (FM)—Brookville, PA.
 WMLO (FM)—Sarasota, FL.
 WMLO (FM)—Rogers City, MI.
 WMLS-FM—Sylacauga, AL.
 WMLW (FM)—Watertown, WI.
 WMMG (FM)—Brandenburg, KY.
 WMMK (FM)—Destin, FL.
 WMMO (FM)—Charlotte, MI.
 WMMR (FM)—Philadelphia, PA.
 WMMS (FM)—Cleveland, OH.
 WMNA-FM—Gretna, VA.
 WMNB-FM—North Adams, MA.
 WMNX (FM)—Tallahassee, FL.
 WMOI (FM)—Monmouth, IL.
 WMOR-FM—Morehead, KY.
 WMOU (FM)—Berlin, NH.
 WMPI (FM)—Scottsburg, IN.
 WMPO-FM—Middleport-Pomeroy, OH.
 WMPZ-FM—Soperton, GA.
 WMQT (FM)—Ishpeming, MI.
 WMRP-FM—Lewistown, PA.
 WMRI (FM)—Marion, IN.
 WMRN-FM—Marion, OH.
 WMRV (FM)—Endicott, NY.
 WMRX (FM)—Beaverton, MI.
 WMRY (FM)—East St. Louis, IL.
 WMSI (FM)—Jackson, MS.
 WMSK-FM—Morganfield, KY.
 WMSR (FM)—Avelock, NC.
 WMSR-FM—Manchester, TN.
 WMST-FM—Mt. Sterling, KY.
 WMT-FM—Cedar Rapids, IA.
 WMTM-FM—Moultrie, GA.
 WMUM (FM)—Marathon, FL.
 WMUS-FM—Muskegon, MI.
 WMUU-FM—Greenville, SC.
 WMUZ (FM)—Detroit, MI.
 WMVA-FM—Martinsville, VA.
 WMVB-FM—Milville, NJ.
 WMVO-FM—Mount Vernon, OH.
 WMVO-FM—Amsterdam, NY.
 WMVR-FM—Sidney, OH.
 WMVY (FM)—Tisbury, MA.
 WMWV (FM)—Conway, NH.
 WMYK (FM)—Elizabeth City, NC.
 WMYS (FM)—New Bedford, MA.
 WMYU (FM)—Sevierville, TN.
 WMYX (FM)—Milwaukee, WI.
 WMZK (FM)—Traverse City, MI.
 WMZQ-FM—Washington, DC.
 WNAN (FM)—Demopolis, AL.
 WNAP (FM)—Indianapolis, IN.
 WNBI-FM—Park Falls, WI.
 WNBK (FM)—New London, WI.
 WNBR (FM)—Wildwood, NJ.
 WNBY-FM—Keene, NH.
 WNBY-FM—Newberry, MI.
 WNCE (FM)—Lancaster, PA.
 WNCI (FM)—Columbus, OH.
 WNCO (FM)—New York City, NY.
 WNCO-FM—Ashland, OH.
 WNCO (FM)—Watertown, NY.
 WNCS (FM)—Montpelier, VT.
 WNCT-FM—Greenville, NC.
 WNCT-FM—Paris, KY.
 WNDA (FM)—Huntsville, AL.
 WNDH (FM)—Napoleon, OH.
 WNDI-FM—Sullivan, IN.
 WNDU-FM—South Bend, IN.
 WNDY (FM)—Crawfordsville, IN.
 WNEW-FM—New York City, NY.
 WNEZ (FM)—Aiken, SC.
 WNF1 (FM)—Palatka, FL.
 WNFM (FM)—Reedsburg, WI.
 WNGC (FM)—Athens, GA.
 WNGS (FM)—West Palm Beach, FL.
 WNGZ (FM)—Montour Falls, NY.
 WNB1 (FM)—Chicago, IL.
 WNBC-FM—Dearborn, MI.
 WNBK-FM—Arecibo, PR.
 WNO1 (FM)—Hudson Falls, NY.
 WNR1 (FM)—Kent, OH.
 WNI2-FM—Zion, IL.
 WNJY (FM)—Riviera Beach, FL.
 WNKO (FM)—Newark, OH.
 WNKX (FM)—Clinton, TN.
 WNLA-FM—Indianola, MS.
 WNLT (FM)—Baraboo, WI.
 WNMB (FM)—North Myrtle Beach, SC.
 WNND (FM)—Canton, NJ.
 WNNO-FM—Wisconsin Dells, WI.
 WNNT-FM—Warsaw, VA.
 WNQE-FM—New Orleans, LA.
 WNO1 (FM)—Flora, IL.
 WNOK-FM—Columbia, SC.
 WNON (FM)—Lebanon, IN.
 WNOR-FM—Norfolk, VA.
 WNOU (FM)—Williamantic, CT.
 WNPQ (FM)—New Philadelphia, OH.
 WNRE-FM—Circleville, OH.
 WNRR (FM)—Virginia Beach, VA.
 WNRR (FM)—Bellevue, OH.
 WNSL-FM—Laurel, MS.
 WNSN (FM)—South Bend, IN.
 WNST-FM—Milton, WV.
 WNSY-FM—Newport News, VA.
 WNTQ (FM)—Syracuse, NY.
 WNLO (FM)—Sarasota, FL.
 WNUF (FM)—New Kensington, PA.
 WNUS (FM)—Belpre, OH.
 WNVA-FM—Norton, VA.
 WNV1 (FM)—North Vernon, IN.
 WNVZ (FM)—Norfolk, VA.
 WNVN (FM)—Coldwater, MI.
 WNXT-FM—Portsmouth, OH.
 WNYT-FM—Buffalo, NY.
 WNYZ (FM)—Plymouth, IN.
 WOAB (FM)—Ozark, AL.
 WOAP-FM—Owosso, MI.
 WOAY-FM—Oak Hill, WV.
 WOBN-FM—Toms River, NJ.
 WOBR-FM—Wanchese, NC.
 WOCO (FM)—Oconto, WI.
 WQQO (FM)—Berlin, MD.
 WOEZ (FM)—Milton, PA.
 WOFF (FM)—Camilla, GA.
 WOQM (FM)—Moyock, NC.
 WOIV (FM)—De Ruyter, NY.
 WOJO (FM)—Evanston, IL.
 WOKA-FM—Douglas, GA.
 WOKD (FM)—Arcadia, FL.
 WOKH (FM)—Bardonia, NY.
 WOKI-FM—Oak Ridge, TN.
 WOKK (FM)—Meridian, MS.
 WOKN (FM)—Goldsboro, NC.
 WOKO (FM)—Dover, NH.
 WOKU (FM)—Greensburg, PA.
 WOKW (FM)—Cortland, NY.
 WOLD-FM—Marion, VA.
 WOMC (FM)—Detroit, MI.
 WOMP-FM—Bellaire, OH.
 WONA-FM—Winona, MS.
 WOOD-FM—Grand Rapids, MI.
 WOOF-FM—Dothan, AL.
 WOQJ-FM—Lehigh Acres, FL.
 WOOR (FM)—Oxford, MS.
 WOOS (FM)—Canton, OH.
 WOOI (FM)—Ponce, PR.
 WORF-FM—Orangeburg, SC.
 WORJ (FM)—Ozark, AL.
 WQRK (FM)—Barre, VT.
 WORR-FM—Savannah, TN.
 WORO (FM)—Stonington, CT.
 WOSE (FM)—Port Clinton, OH.
 WOSM (FM)—Ocean Springs, MS.
 WOTB (FM)—Middletown, RI.
 WOTW-FM—Nashua, NH.
 WQUR (FM)—Utica, NY.
 WQVK (FM)—Wheeling, WV.
 WQVO (FM)—Glasgow, KY.
 WQVV (FM)—Fort Pierce, FL.
 WQWF-FM—Omaha, NE.
 WQWD (FM)—Tallahassee, FL.
 WQWE (FM)—Rossville, GA.
 WQWI (FM)—Norfolk, VA.
 WQWN (FM)—Shawano, WI.
 WQWW (FM)—Pensacola, FL.
 WQXQ-FM—Norway, ME.
 WOXY-FM—Oxford, OH.
 WOYE-FM—Mayaguez, PR.
 WOZI (FM)—Presque Isle, ME.
 WPAC (FM)—Ogdensburg, NY.
 WPAG-FM—Ann Arbor, MI.
 WPAJ (FM)—Lancaster, SC.
 WPAF (FM)—Panama City, FL.
 WPAF-FM—Paterson, NJ.
 WPAY-FM—Portsmouth, OH.
 WPBC (FM)—Bangor, ME.
 WPBE (FM)—Huntingdon, TN.
 WPCB (FM)—Atlanta, GA.
 WPCM (FM)—Burlington-Graham, NC.
 WPCV (FM)—Winter Haven, FL.
 WPCX (FM)—Auburn, NY.
 WPDH (FM)—Poughkeepsie, NY.
 WPDZ-FM—Clarksburg, WV.
 WPDZ (FM)—Cheraw, SC.
 WPEF-FM—Crocket, VA.
 WPEG (FM)—Concord, NC.
 WPEH-FM—Louisville, GA.
 WPEZ (FM)—Macon, GA.
 WPFB (FM)—Middletown, OH.
 WPFM (FM)—Panama City, FL.
 WPRF-FM—Terre Haute, IN.
 WPGA-FM—Perry, GA.
 WPGU (FM)—Urbanda, IL.
 WPGW-FM—Portland, IN.
 WPHD (FM)—Buffalo, NY.
 WPIO (FM)—Brunswick, GA.
 WPIF-FM—Pittsburgh, PA.
 WPIX (FM)—New York City, NY.
 WPJB (FM)—Providence, RI.
 WPJK-FM—Woodbridge, VA.
 WPKY-FM—Princeton, KY.
 WPLB-FM—Greenville, MI.
 WPLJ (FM)—New York City, NY.
 WPLM-FM—Plymouth, MA.
 WPLR (FM)—New Haven, CT.
 WPLZ (FM)—Petersburg, VA.
 WPMO (FM)—Pascagoula-Moss Point, MS.
 WPMW (FM)—Mullens, WV.
 WPNH-FM—Plymouth, NH.
 WPNM (FM)—Ottawa, OH.
 WPNT (FM)—Pittsburgh, PA.
 WPOC (FM)—Baltimore, MD.
 WPOK-FM—Pontiac, IL.
 WPOR-FM—Portland, ME.
 WPPL (FM)—Blue Ridge, GA.
 WPPR (FM)—Uniontown, PA.
 WPRB (FM)—Princeton, NJ.
 WPRE-FM—Prairie du Chien, WI.
 WPRM (FM)—San Juan, PR.
 WPRP-FM—Providence-Riverview, RI.
 WPRR (FM)—Altoona, PA.
 WPRP-FM—Prestonsburg, KY.
 WPSK (FM)—Pulaski, VA.
 WPSY (FM)—Trenton, NJ.
 WPTM (FM)—Roanoke Rapids, NC.
 WPTW-FM—Piqua, OH.
 WPUB-FM—Camden, SC.
 WPUK (FM)—Americus, GA.
 WPVR (FM)—Roanoke, VA.
 WPXE (FM)—Starke, FL.
 WPXN (FM)—Paxton, IL.
 WPXY-FM—Rochester, NY.
 WPFZ-FM—Punxsutawney, PA.
 WPYX (FM)—Albany, NY.
 WOAL (FM)—Cleveland, OH.
 WOAZ (FM)—Cleveland, MS.
 WOBA-FM—Miami, FL.
 WOBE-FM—Charleston, WV.
 WOBR-FM—Rensselaer, NY.
 WOBS (FM)—Fort Valley, GA.
 WOCC (FM)—Clinton, LA.
 WOCC (FM)—Halfway, MD.
 WOCC (FM)—Burlington, VT.
 WQCV (FM)—Waycross, GA.
 WOCY (FM)—Quincy, IL.
 WQDK-FM—Ahoskie, NC.
 WQDR (FM)—Raleigh, NC.
 WQDW (FM)—Kinston, NC.
 WQDY-FM—Calais, ME.
 WOEN (FM)—Gadsden, AL.
 WQEQ (FM)—Freeport, PA.
 WQEZ (FM)—Fort Myers Beach, FL.
 WOFM (FM)—Milwaukee, WI.
 WQGL (FM)—Butler, AL.
 WQGN (FM)—Groton, CT.
 WOHL (FM)—Live Oak, FL.
 WQHO (FM)—Salisbury-Ocean City, MD.
 WOHY (FM)—Prestonsburg, KY.
 WOID (FM)—Biloxi, MS.
 WOIK-FM—Jacksonville, FL.
 WOIM (FM)—Prattville, AL.
 WOIX (FM)—Horseheads, NY.
 WOKS (FM)—Williamsburg, VA.
 WOKT (FM)—Wooster, OH.
 WOKX (FM)—Sunbury, PA.
 WOKZ (FM)—Bolivar, TN.
 WOLA (FM)—La Follette, TN.
 WOLK (FM)—Richmond, IN.
 WOLM (FM)—Punta Gorda, FL.
 WOLR (FM)—Kalamazoo, MI.
 WOLF (FM)—Greene, AL.
 WOLX (FM)—Gallion, OH.
 WOLZ (FM)—Cheboygan, MI.
 WOMB (FM)—Charlottesville, VA.
 WOMB (FM)—Jeffersonville, IN.
 WOMB (FM)—Greensboro, NC.
 WOMB (FM)—Chatsworth, GA.
 WOMU (FM)—Indiana, PA.
 WOMV (FM)—Vicksburg, MS.
 WONS (FM)—Waynesville, NC.
 WONY (FM)—Athaca, NY.
 WQQZ (FM)—Natchez, MS.
 WQND (FM)—Youngstown, OH.
 WQQN (FM)—Graying, MI.
 WQPD (FM)—Lake City, FL.
 WQPM-FM—Princeton, MN.
 WQPP (FM)—Harrisonburg, VA.
 WQQK (FM)—Hendersonville, TN.
 WQOO (FM)—Easton, PA.
 WORA (FM)—Warrenton, VA.
 WORC (FM)—Barnstable, MA.
 WQRL (FM)—Benton, IL.
 WORS (FM)—Detroit, MI.
 WOSB (FM)—Alberville, AL.
 WOSM (FM)—Fayetteville, NC.
 WOSR (FM)—Catoonsville, MD.
 WOST (FM)—Forest, MS.
 WOTC-FM—Two Rivers, WI.
 WOTE (FM)—Adrian, MI.
 WOTI (FM)—Dunn, NC.
 WOTR (FM)—Whiteville, NC.
 WOTU (FM)—Rome, GA.
 WOTY (FM)—Linton, IN.
 WQUE-FM—New Orleans, LA.
 WQUH (FM)—De Funiak Springs, FL.
 WOUF (FM)—Birmingham, AL.
 WOUT (FM)—Johnston City, TN.
 WOVF (FM)—Southbridge, MA.
 WOVW (FM)—University Park, PA.
 WOVW (FM)—Muskegon, MI.
 WQXA (FM)—York, PA.
 WQXB (FM)—Grenada, MS.
 WQXE (FM)—Elizabethtown, KY.
 WQXI-FM—Smyrna, GA.
 WQXK (FM)—Salem, OH.
 WQXN-FM—Gordon, GA.
 WQXQ-FM—Munising, MI.
 WQXR-FM—New York City, NY.
 WQXR-FM—New York City, NY.
 WQXX (FM)—Morgantown, NC.
 WQXY (FM)—Baton Rouge, LA.
 WQYK-FM—St. Petersburg, FL.
 WQYX (FM)—Clearfield, PA.
 WQZK (FM)—Keyser, WV.
 WQZR (FM)—Dublin, GA.
 WRAC (FM)—West Union, OH.
 WRAL (FM)—Raleigh, NC.
 WRAP (FM)—Tappanhook, VA.
 WRAP (FM)—Venice, FL.
 WRAX (FM)—Bedford, PA.
 WRAY-FM—Princeton, IN.
 WRBI (FM)—Batesville, IN.
 WRBN-FM—Warner Robins, GA.
 WRBO-FM—Tampa, FL.
 WRBS (FM)—Baltimore, MD.
 WRCC (FM)—Cape Coral, FL.
 WRCH-FM—New Britain, CT.
 WRCI (FM)—Midland, MI.
 WRCK (FM)—Utica, NY.
 WRCL (FM)—Jacksonville, NC.
 WRCN-FM—Riverhead, NY.
 WRCCO-FM—Richland Center, WI.
 WRCR (FM)—Rushville, IN.
 WRCC (FM)—Pittsfield, MA.
 WRDN-FM—Durand, WI.
 WRDQ-FM—Augusta, ME.
 WRDR (FM)—Terra Harbor City, NJ.
 WRDU (FM)—Wilson, NC.
 WRDX (FM)—Salisbury, NC.
 WRFO-FM—Ashtabula, OH.
 WRFZ (FM)—Montgomery, AL.
 WRFB (FM)—Stowe, VT.
 WRFM (FM)—New York City, NY.
 WRFN (FM)—Franklin, NC.
 WRFS-FM—Alexander City, AL.
 WRFY (FM)—Reading, PA.
 WRGI-FM—Naples, FL.
 WRHN (FM)—Rhineland, WI.
 WRIA (FM)—Richmond, IN.
 WRIF (FM)—Detroit, MI.
 WRIO (FM)—Radford, VA.
 WRIT (FM)—Stuart, FL.
 WRIZ (FM)—Honea Path, SC.
 WRJB (FM)—Camden, TN.
 WRJH (FM)—Brandon, MS.
 WRJS (FM)—Oil City, PA.
 WRKA (FM)—Louisville, KY.
 WRKI (FM)—Brookfield, CT.
 WRKM-FM—Carthage, TN.
 WRKR-FM—Racine, WI.
 WRKS-FM—New York City, NY.
 WRKX (FM)—Ottawa, IL.
 WRKY (FM)—Steubenville, OH.
 WRKZ (FM)—Hershey, PA.
 WRLO (FM)—Antigo, WI.
 WRLS (FM)—Hayward, WI.
 WRLT (FM)—Ashboro, NC.
 WRMA (FM)—Georgetown, KY.
 WRMF (FM)—Palm Beach, FL.
 WRMH (FM)—Picaune, MS.
 WRMJ (FM)—Aledo, IL.
 WRMM (FM)—Atlanta, GA.
 WRMS-FM—Beadstown, IL.
 WRMZ (FM)—Columbus, OH.
 WRNF (FM)—Whitehall, MI.
 WRNG (FM)—Newnan, GA.
 WRNO (FM)—New Orleans, LA.
 WRNS (FM)—Kinston, NC.
 WRNZ (FM)—Wrens, GA.
 WRQE (FM)—Neenah-Menasha, WI.
 WRQG (FM)—Cumberland, MD.
 WRQ1 (FM)—Rochester, IN.
 WRON-FM—Ronceverte, WV.
 WR00-FM—Charlotte, NC.
 WRQR (FM)—Boston, MA.
 WR0W-FM—Albany, NY.
 WRPM-FM—Poplarville, MS.
 WR0C (FM)—Cleveland Heights, OH.
 WR0K (FM)—Greensboro, NC.
 WR0N (FM)—Bowling Green, OH.
 WR0R (FM)—Farmville, NC.
 WR0X (FM)—Washington, DC.
 WRR (FM)—Dallas, TX.
 WRRB (FM)—Syracuse, NY.
 WRRK (FM)—Manatee, MI.
 WRRLL-FM—Rainelle, WI.
 WRRM (FM)—Cincinnati, OH.
 WRRN (FM)—Warren, PA.
 WRSA (FM)—Decatur, AL.
 WRSI (FM)—Greenfield, MA.
 WRSL-FM—Stanford, KY.
 WRSV (FM)—Rocky Mount, NC.
 WRSW-FM—Warsaw, IN.
 WRTB (FM)—Vincennes, IN.
 WRTL-FM—Rantoul, IL.
 WRTM (FM)—Blountstown, FL.
 WRTN (FM)—New Rochelle, NY.
 WRUF-FM—Gainesville, FL.
 WRUL (FM)—Carmi, IL.
 WRUT (FM)—Rutland, VT.
 WRVH (FM)—Patterson, NY.
 WRVI (FM)—Virden, IL.
 WRVO (FM)—Richmond, VA.
 WRVR (FM)—Memphis, TN.
 WRVW-FM—Hudson, NY.
 WRWC (FM)—Rockton, IL.
 WRXL (FM)—Richmond, VA.
 WRXT (FM)—Niagara Falls, NY.
 WRXX (FM)—Centralia, IL.
 WRYO (FM)—Crystal River, FL.
 WRZE (FM)—West Yarmouth, MA.
 WRZO (FM)—Greensburg, IN.
 WSAC-FM—Fort Knox, KY.
 WSAK (FM)—Sullivan, IN.
 WSAL-FM—Logansport, IN.
 WSAQ (FM)—Port Huron, MI.
 WSB-FM—Atlanta, GA.
 WSBFA-FM—York, PA.
 WSBG (FM)—Stroudsburg, PA.
 WSBH (FM)—Southampton, NY.
 WSBW (FM)—Sturgeon Bay, WI.
 WSCA (FM)—Union Springs, AL.
 WSCG-FM—Corinth, NY.
 WSCN (FM)—Aurora, IN.
 WSCO (FM)—West Columbia, SC.
 WSCZ (FM)—Greenwood, SC.
 WSEA (FM)—Georgetown, DE.
 WSEC (FM)—Williamston, NC.
 WSEG (FM)—Erie, PA.
 WSEI (FM)—OLNEY, IL.
 WSEK (FM)—Somerset, KY.
 WSEL-FM—Pontotoc, MS.
 WSEN-FM—Baldwinsville, NY.
 WSEX (FM)—Arlington Heights, IL.
 WSEY (FM)—Sauk City, WI.
 WSEZ (FM)—Winston-Salem, NC.
 WSLF (FM)—New Bern, NC.
 WSLM-FM—Harrisburg, PA.
 WSLW-FM—Seneca Falls, NY.
 WSLG (FM)—Naples, FL.
 WSGM (FM)—Staunton, VA.
 WSGO-FM—Oswego, NY.
 WSGS (FM)—Hazard, KY.
 WSHF (FM)—Fort Lauderdale, FL.
 WSHH (FM)—Pittsburgh, PA.
 WSHN-FM—Fremont, MI.
 WSHV (FM)—Stow, VT.
 WSHW (FM)—Frankfort, IN.
 WSHY-FM—Shelbyville, IL.
 WSIP-FM—Paintsville, KY.
 WSIX-FM—Nashville, TN.
 WSJC-FM—Magee, MS.
 WSJL (FM)—Cape May, NJ.
 WSJY (FM)—Fort Atkinson, WI.
 WSKR (FM)—Atmore, AL.
 WSKS (FM)—Hamilton, OH.
 WSKV (FM)—Stanton, KY.
 WSKZ (FM)—Chattanooga, TN.
 WSLM-FM—Salem, IN.
 WSLQ (FM)—Roanoke, VA.
 WSLT-FM—Ocean City, NJ.
 WSLY (FM)—York, AL.
 WSM-FM—Nashville, TN.
 WSMI-FM—Litchfield, IL.
 WSMT-FM—Sparta, TN.
 WSMU (FM)—Starkville, MS.
 WSNE (FM)—Taunton, MA.
 WSN1-FM—Philadelphia, PA.
 WSNJ-FM—Bridgeton, NJ.
 WSNM (FM)—Potsdam, NY.
 WSNL-FM—Sandersville, GA.
 WSNY (FM)—Columbus, OH.
 WSOC-FM—Charlotte, NC.
 WSQJ (FM)—Jesup, GA.
 WSOY-FM—Decatur, IL.
 WSPA-FM—Spartanburg, SC.
 WSP1 (FM)—Shamokin, PA.
 WSPK (FM)—Poughkeepsie, NY.
 WSP1 (FM)—La Grasse, WI.
 WSP1 (FM)—Stevens Point, WI.
 WSPY (FM)—Plano, IL.
 WSOV (FM)—Jersey Shore, PA.
 WSRD (FM)—Johnstown, NY.
 WSRK (FM)—Oneonta, NY.
 WSR0 (FM)—Eden, NC.
 WSRF (FM)—Worcester, MA.
 WSRW-FM—Hillsboro, OH.
 WSSH (FM)—Lowell, MA.
 WSSL-FM—Gray Court, SC.
 WSSN (FM)—Weston, WV.
 WSSX (FM)—Charleston, SC.
 WSTQ (FM)—Owensboro, KY.
 WSTQ (FM)—Streator, IL.
 WSTR-FM—Sturgis, MI.
 WSTS (FM)—Laurinburg, NC.
 WSTW (FM)—Wilmington, DE.
 WSUE (FM)—Sault Ste. Marie, MI.
 WSUL (FM)—Monticello, NY.
 WSUS (FM)—Franklin, NJ.
 WSUX-FM—Seaford, DE.
 WSVE (FM)—Green Cove Springs, FL.
 WSVS-FM—Crewe, VA.
 WSWG-FM—Greenwood, MS.
 WSWN-FM—Belle Glade, FL.
 WSWG (FM)—Wilmington, OH.
 WSWT (FM)—Peoria, IL.
 WSWV-FM—Pennington Gap, VA.
 WTAO (FM)—Murphysboro, IL.
 WTAS (FM)—Crete, IL.
 WTAY-FM—Robinson, IL.
 WTAZ (FM)—Morton, IL.
 WTBG (FM)—Brownsville, TN.
 WTBX (FM)—Hibbing, MN.
 WTBY (FM)—Grafton, WV.
 WTCM-FM—Traverse City, MI.
 WTCO (FM)—Rome, NY.
 WTCO (FM)—Vidalia, GA.
 WTCR (FM)—Huntington, WV.
 WTRV-FM—Hudson, NY.
 WTFM (FM)—Kingsport, TN.
 WTGO (FM)—Cairo, GA.
 WTHI-FM—Terre Haute, IN.
 WTHO-FM—Thomson, GA.
 WTIB (FM)—Iuka, MS.
 WTIC-FM—Hartford, CT.
 WTJY (FM)—Taylorville, IL.
 WTKM-FM—Hartford, WI.
 WTKS (FM)—Bethesda, MD.
 WTKX (FM)—Pensacola, FL.
 WTLF (FM)—Indianapolis, IN.
 WTLN-FM—Apopka, FL.
 WTL0 (FM)—Pittston, PA.
 WTMF-FM—Tomah, WI.
 WTM1 (FM)—Miami, FL.
 WTM2 (FM)—Presque Isle, ME.
 WTMX (FM)—Ridgway, PA.
 WTNJ (FM)—Mount Hope, WV.
 WTN0 (FM)—Dickson, TN.
 WTN2-FM—Cochosco, OH.
 WTN2-FM—Tallahassee, FL.
 W1QF (FM)—Canton, OH.
 WTQQ-FM—Bellevue, ME.
 WTQS (FM)—Skowhegan, ME.
 WTPA (FM)—Harrisburg, PA.
 WTPL (FM)—Tupper Lake, NY.
 WTPR-FM—Paris, TN.
 WTQR (FM)—Winston-Salem, NC.
 WTRS-FM—Dunnellon, FL.
 WTSF (FM)—Brattleboro, VT.
 WTSX (FM)—Port Jervis, NY.
 WTSW-FM—Seneca Falls, NY.
 WTTG-FM—Towanda, PA.
 WTTFF-FM—Tiffin, OH.
 WTTTS (FM)—Bloomington, IN.
 WTTX-FM—Appomattox, VA.
 WTUE (FM)—Dayton, OH.
 WTUF (FM)—Thomasville, GA.
 WTUG (FM)—Tuscaloosa, AL.
 WTUN (FM)—Selma, AL.
 WTVL-FM—Waterville, ME.
 WTVR-FM—Richmond, VA.
 WTVY (FM)—Dothan, AL.
 WTWG (FM)—Manning, SC.
 WTNW (FM)—Leroy, IL.
 WTRW (FM)—Montro, MI.
 WTWX (FM)—Guntersville, AL.
 WTXI (FM)—Ripley, MS.
 WTXR (FM)—Chillicothe, IL.
 WTYD (FM)—New London, CT.
 WTYL-FM—Tylertown, MS.
 WTYX (FM)—Jackson, MS.
 WTZE-FM—Tazewell, VA.
 WTZO (FM)—Thomaston, GA.
 WUBE (FM)—Cincinnati, OH.
 WUFF-FM—Eastman, GA.
 WUFM (FM)—Lebanon, PA.
 WUGO (FM)—Grayson, KY.
 WUME-FM—Paoli, IN.
 WUPE (FM)—Pittsfield, MA.
 WUPM (FM)—Ironwood, MI.
 WURD (FM)—Georgetown, OH.
 WUSL (FM)—Philadelphia, PA.
 WUSN (FM)—Chicago, IL.
 WUSQ (FM)—Winchester, VA.
 WUSY (FM)—Cleveland, TN.
 WUUN (FM)—Marquette, MI.
 WUUU (FM)—Rome, NY.
 WUVA (FM)—Charlottesville, VA.
 WUVU (FM)—St. Augustine, FL.
 WUVU (FM)—Wethersfield, NY.
 WVAF (FM)—Charleston, WV.
 WVAM-FM—Altoona, PA.
 WVAO (FM)—Morgantown, WV.
 WVBF (FM)—Framingham, MA.
 WVBR-FM—Ithaca, NY.
 WVBS-FM—Burgaw, NC.
 WVCA (FM)—Gloucester, MA.
 WVCC (FM)—Livesville, PA.
 WVCD (FM)—Hazleton, PA.
 WVEE (FM)—Atlanta, GA.
 WVEM (FM)—Springfield, IL.
 WVFN (FM)—Franklin, PA.
 WVEZ (FM)—Louisville, KY.
 WVFF-FM—Manchester, GA.
 WVFM (FM)—Lakeland, FL.
 WVHF (FM)—Clarksburg, WV.
 WVIC-FM—East Lansing, MI.
 WVIM-FM—Coldwater, MS.
 WVIN-FM—Hammondsport, NY.
 WVIP—Mount Kisco, NY.
 WVIS (FM)—St. Croix, VI.
 WVLI (FM)—Monticello, IL.
 WVLM-FM—Lexington, KY.
 WVMM-FM—Cochran, GA.
 WVNA-FM—Tusculum, AL.
 WVNO (FM)—Mansfield, OH.
 WVOC (FM)—Columbus, GA.
 WVQH-FM—Hazelhurst, GA.
 WVOR (FM)—Rochester, NY.
 WVOS-FM—Liberty, NY.
 WVOW-FM—Logan, WV.
 WVRY (FM)—Waverly, TN.

McALLEN-PHARR-EDINBURG, TX
KBFM (FM), Edinburg
KIRT, Mission
KOXX (FM), McAllen
KRGV, Weslaco
KRIO, McAllen
KURV, Edinburg
KVLY (FM), Edinburg

MEDFORD, OR

KBOY-FM, Medford
KCMX, Ashland
KDOV, Ashland
KHUG, Medford
KMED, Medford
KMRB, Medford
KRVG, Medford
KTMT (FM), Medford
KYJC, Medford

MELBOURNE-TITUSVILLE-PALM BAY, FL

WAJX (FM), Titusville
WAMT, Titusville
WCKS (FM), Cocoa Beach
WEZY, Cocoa
WEZY-FM, Cocoa
WJZX, Cocoa
WMEL, Melbourne
WMMB, Melbourne
WRKT/WRKT-FM, Cocoa Beach
WTAI, Melbourne
WYRL (FM), Melbourne
WZTI (FM), Melbourne
WWBC, Cocoa

MEMPHIS, TN-AR-MS

KRNB (FM), Memphis
KSUD, West Memphis AR
KWAM, Memphis
WDA, Memphis
WGKX (FM), Memphis
WHBO, Memphis
WHRK (FM), Memphis
WKBL, Covington
WKBL-FM, Covington
WKDJ, Memphis
WLOK, Memphis
WLVS (FM), Germantown
WMC, Memphis
WMC-FM, Memphis
WMP, Millington
WMP, Memphis
WMOM, Memphis
WMSO, Collierville
WREC, Memphis
WRVR (FM), Memphis
WVEE, Memphis
WZXR (FM), Memphis

MIAMI-HIALEAH, FL

WAIA (FM), Miami
WAXY (FM), Fort Lauderdale
WCKO (FM), Pompano Beach
WCMQ, Miami
WCOM-FM, Miami
WEDR (FM), Miami
WGBS, Miami
WGLY (FM), Goulds
WHOT (FM), Coral Gables
WHYI (FM), Fort Lauderdale
WINZ, Miami
WINZ-FM, Miami
WIOD, Miami
WKAT, Miami Beach
WKOS (FM), Boca Raton
WLYF, Miami
WMBM, Miami Beach
WNWS, Miami
WOCN, Miami
WOAM, Miami
WOPA, Miami
WOBA-FM, Miami
WODI, Homestead
WRHC, Coral Gables
WSHE (FM), Fort Lauderdale
WSUA, Miami
WTMI (FM), Miami
WYCG, Coral Gables
WYJF (FM), Fort Lauderdale

MIDDLESEX-SOMERSET-HUNTERDON, NJ

WBRW, Bridgewater
WCTC, New Brunswick
WMGO (FM), New Brunswick

MIDLAND, TX

KBAT (FM), Midland
KCRS, Midland
KJBC, Midland
KMND, Midland
KNFM (FM), Midland
KML, Midland
KWMJ (FM), Midland

MILWAUKEE, WI

WAUK, Waukesha
WAWA, West Allis
WBCE-FM, Milwaukee
WBKV, West Bend
WBKV-FM, West Bend
WBTT (FM), Milwaukee
WEMP, Milwaukee
WEZW (FM), Wauwatosa
WFMR (FM), Menomonee Falls
WGLB, Port Washington
WGLB-FM, Port Washington
WISN, Milwaukee
WKTI (FM), Milwaukee
WLUM (FM), Milwaukee
WLZZ, Greenfield
WMGF (FM), Milwaukee
WMIL (FM), Waukesha
WMIK, Milwaukee
WNYX (FM), Milwaukee
WNOV, Milwaukee
WOKY, Milwaukee
WOFM (FM), Milwaukee
WRKR-FM, Racine
WTKM, Hartford
WTKM-FM, Hartford
WTMJ, Milwaukee
WYLO, Jackson
WZUU (FM), Milwaukee

MINNEAPOLIS-ST. PAUL, MN-WI

KABC, Cambridge
KANO, Anoka
KCHK, New Prague
KDWA, Hastings
KDWB/KDWB-FM, St. Paul
KEEY-FM, St. Paul
KGGB (FM), Anoka
KJBO (FM), Minneapolis
KLBB, St. Paul
KMFY, Richfield
KMOM, Monticello
KORS/KORS-FM, Golden Valley
KRIS, St. Louis Park
KRWC, Buffalo
KSMM, Shakopee
KSTP, St. Paul
KSTP-FM, St. Paul
KTGJ, Minneapolis
KTCTZ (FM), Minneapolis
KUXL, Golden Valley
WAYL-FM, Minneapolis
WCCO, Minneapolis
WDGY, Minneapolis
WIXK, New Richmond, WI
WIXK-FM, New Richmond WI
WLOL-FM, Minneapolis
WLTE (FM), Minneapolis
WMIN, Maplewood
WRRD, Minneapolis
WVLE, Stillwater
WWTC, Minneapolis

MOBILE, AL

WABB, Mobile
WABB-FM, Mobile
WABF, Fairhope
WBCA, Bay Minette
WBLX (FM), Mobile
WGOK, Mobile
WHEP, Foley
WJOY (FM), Chickasaw
WKRK, Mobile
WKRK-FM, Mobile
WKSJ, Pritchard
WKSJ-FM, Mobile
WLPR (FM), Mobile
WMOO, Mobile
WUNI, Mobile
WWAX, Mobile
WWSM (FM), Bay Minette
WZEW (FM), Fairhope

MODESTO, CA

KBEE-FM, Modesto
KCEY, Turlock
KFIV, Modesto
KFIV-FM, Modesto
KHOP (FM), Modesto
KHVV, Modesto
KLOC, Ceres
KMIK (FM), Turlock
KORY (FM), Manteca
KOSO (FM), Patterson
KTRB, Modesto
KZUN, Modesto

MONMOUTH-OCEAN, NJ

WADB (FM), Point Pleasant
WHTG/WHTG-FM, Eatonton
WJLK, Asbury Park
WJLK-FM, Asbury Park
WJRZ (FM), Manahawkin
WJY (FM), Long Branch
WOBM, Lakewood
WOBM-FM, Toms River

MONROE, LA

KLIC, Monroe
KLMS, West Monroe
KMLB, Monroe
KNAN (FM), Monroe
KNOE, Monroe
KNOE-FM, Monroe
KWEZ (FM), Monroe
KYEA (FM), West Monroe

MONTGOMERY, AL

WABT, Montgomery
WABM, Montgomery
WBAM-FM, Montgomery
WCOV, Montgomery
WETU, Wetumpka
WHY/WHY-FM, Montgomery
WIGG (FM), Troy
WIOR, Prattville
WLSO, Montgomery
WLWI (FM), Montgomery
WMOY, Montgomery
WOIM (FM), Prattville
WREZ (FM), Montgomery
WTL, Tallahassee
WXVI, Montgomery
WZTN, Montgomery

MUNCIE, IN

WERK, Muncie
WLBC, Muncie
WLBC-FM, Muncie
WMDH (FM), New Castle

MUSKEGON, MI

WABM (FM), Muskegon Heights
WKBJ, Muskegon Heights
WMUS/WMUS-FM, Muskegon
WPBK, Whitehall
WOWO (FM), Muskegon
WRNF (FM), Whitehall
WTRU, Muskegon

NAPLES, FL

WCVU (FM), Naples-Marco Island
WKEM, Immokalee
WNOG, Naples-Marco Island
WRGI-FM, Naples-Marco Island
WNAP, Naples-Marco Island
WWSL (FM), Naples-Marco Island
WWVO, Naples-Marco Island

NASHVILLE-DAVIDSON, TN

WAJN, Ashland City
WAKM, Franklin
WAMB, Nashville
WAMG, Gallatin
WBDX, White Bluff
WCOB, Lebanon
WBDL/WDBL-FM, Springfield
WTKN, Dickson
WTFB, Murfreesboro
WHIN, Gallatin
WJFR/WJKZ (FM), Nashville
WJGM, Nashville
WKDA, Nashville
WKDF (FM), Nashville
WLAC, Nashville
WLAC-FM, Nashville
WLUY, Nashville
WMAK-FM, Hendersonville
WMTS, Murfreesboro
WNAH, Nashville
WNOI, Nashville
WOSI, Portland
WSGI, Springfield
WSIX, Nashville
WSM, Nashville
WSM-FM, Nashville
WTNO (FM), Dickson
WVCL, Berry Hill
WVGM, Nashville
WVWX (FM), Gallatin
WVYH (FM), Lebanon
WWEZ (FM), Nashville
WZKS (FM)—Murfreesboro

NASSAU-SUFFOLK, NY

WALK/WALK-FM, Patchogue
WBAB-FM, Babylon
WBLI (FM), Patchogue
WCTO (FM), Smithtown
WGBB, Freeport
WGLI, Babylon
WGSB, Huntington
WLIM, Patchogue
WLIR (FM), Garden City
WLIX, Islip
WLNK, Sag Harbor
WLNK-FM, Sag Harbor
WNYG, Babylon
WRCN-FM, Riverhead
WRHD, Riverhead
WRIV, Riverhead
WSB (FM), Southampton
WTHE, Mineola
WVHB (FM), Hampton Bays

NEOSHO, MO

KBTN, Neosho

NEWARK, NJ

WBIO, Parsippany-Troy Hills
WDHA-FM, Dover
WERA, Plainfield
WHBI (FM), Newark
WHTZ (FM), Newark
WIXL (FM), Newton
WJDM, Elizabeth
WKMB, Stirling
WMTR, Morristown
WNJR, Newark
WNNJ, Newton
WRAN, Dover
WSKO, Newark
WSUS (FM), Franklin
WXMC, Parsippany-Troy Hills

NEW BEDFORD-FALL RIVER, MA

WARA, Attleboro
WALE, Fall River
WBSM, New Bedford
WJFD (FM), New Bedford
WNSF (FM), Taunton
WMYS (FM), New Bedford

NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN, CT

WADS, Ansonia
WATR, Waterbury
WAVZ, New Haven
WELI, New Haven
WEZN (FM), Bridgeport
WFIF, Millford
WIOF (FM), Waterbury
WKCI (FM), New Haven
WMMW, Meriden
WNHC, New Haven
WNVR, Naugatuck
WPLR (FM), New Haven
WFOO, Waterbury
WSCR, Hamden
WCCO, Waterbury
WVYZ (FM), Waterbury
WYBC (FM), New Haven

NEW LONDON-NORWICH, CT-RI

WCTY (FM), Norwich
WERI, Westerly RI
WERI-FM, Westerly RI
WICH, Norwich
WNLC, New London
WORO (FM), Stonington
WPGN (FM), Groton
WSUB, Groton
WTDY (FM), New London

NEW ORLEANS, LA

KGLA, Gretna
WAJY (FM), New Orleans
WABR, Covington
WBOK, New Orleans
WBYU (FM), New Orleans
WCKW (FM), Laplace
WEZB (FM), New Orleans
WKOT, Garyville
WLTS, Slidell
WNOE, New Orleans
WNOE-FM, New Orleans
WOUJ, New Orleans
WOUJ-FM, New Orleans
WRNO (FM), New Orleans
WSHO, New Orleans
WSMB, New Orleans
WTLX, New Orleans
WVOG, New Orleans
WWIV, New Orleans
WWL, New Orleans
WYAT, New Orleans
WYLD, New Orleans
WYLD-FM, New Orleans

NEW YORK, NY-NJ

WABC, New York
WADD, New York
WAPP (FM), Lake Success
WBSL (FM), New York
WCBS, New York
WCBS-FM, New York
WEVD-FM, New York
WFA, White Plains
WFAS-FM, White Plains
WGR, Spring Valley
WHLI, Hempstead
WHN, New York
WHTZ (FM), Newark
WHUD (FM), Peekskill
WINS, New York
WJIT, Paterson NJ
WKDM, New York
WKJY (FM), Hempstead
WKTU (FM), New York
WLIB, New York
WLNA, Peekskill
WLTV (FM), New York
WMCB, New York
WNBC, New York
WNGN (FM), New York
WNEW, New York
WNEW-FM, New York
WNYM, New York
WOR, New York
WPAT, Paterson NJ
WPAT-FM, Paterson NJ
WPX (FM), New York
WPLJ (FM), New York
WPOV, New York
WPUT, Brewster
WOXR-FM/WOXR, New York
WRFM (FM), New York
WRKL, New York
WRKS-FM, New York
WRVH (FM), Paterson NJ
WRSK, Newark NJ
WVIV/WVIV-FM, Mount Kisco
WVWJ, Hackensack NJ
WVRL, New York
WVYV (FM), New York
WZFM (FM), Briarcliff Manor

NIAGARA FALLS, NY

WHLD, Niagara Falls
WJLL, Niagara Falls
WLVL, Lockport
WRXT (FM), Niagara Falls

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA

WCMS, Norfolk
WCMS-FM, Norfolk
WOPK, Chesapeake
WDDY, Gloucester
WFOG-FM, Suffolk
WGH, Newport News
WKEZ (FM), Yorktown
WLPY, Suffolk
WLTY (FM), Norfolk
WMBG, Williamsburg
WNIS, Portsmouth
WNOB, Norfolk
WNOB-FM, Norfolk
WNRN (FM), Virginia Beach
WNSY-FM, Newport News
WNOVZ (FM), Norfolk
WOWI (FM), Norfolk
WPEX, Portsmouth
WPHI, Portsmouth
WPKS (FM), Williamsburg
WRAP, Norfolk
WTR, Norfolk
WTJZ, Newport News
WVAB, Virginia Beach
WVDE-FM, Hampton
WXRI (FM), Norfolk
WZAM, Norfolk

OAKLAND, CA

KABL/KABL-FM, Oakland
KBLX (FM), Berkeley
KBRG (FM), Fremont
KFYI, Oakland
KINO (FM), Walnut Creek
KUJZ (FM), Alameda
KKIO (FM), Livermore
KKIS, Pittsburg
KNEW, Oakland
KRE, Berkeley
KWUN, Concord

OCALA, FL

WFOZ (FM), Ocala
WMOF (FM), Ocala
WMOP, Ocala
WOCB, Ocala
WTMC, Ocala

ODESSA, TX

KBAT (FM), Midland
KCRS, Midland
KJUT, Odessa
KKKK(FM), Odessa
KOYL, Odessa
KOZA, Odessa
KOIP (FM), Odessa
KRIG, Odessa
KUFO (FM), Odessa
KMMJ (FM), Midland
KYXX, Odessa

OKLAHOMA CITY, OK

KAEZ (FM), Oklahoma City
KATT, Oklahoma City
KATT-FM, Oklahoma City
KBYE, Oklahoma City
KCAN, El Reno
KONN, Oklahoma City
KEBC (FM), Oklahoma City
KGFF, Shawnee
KJLL (FM), Bethany
KJYO (FM), Oklahoma City
KCLR (FM), Edmond
KKNK (FM), Oklahoma City
KLTÉ (FM), Oklahoma City
KNOR, Norman
KOFM (FM), Oklahoma City
KOKC, Guthrie
KOMA, Oklahoma City
KOCV, Oklahoma City
KRCM, Midwest City
KTOK, Oklahoma City
KXXY-FM, Oklahoma City
KZBS (FM), Oklahoma City
WKY, Oklahoma City
WWLS, Norman

OLYMPIA, WA

KGY, Olympia
KOEU, Olympia
KTOL, Olympia

OMAHA, NE-IA

KBWH (FM), Blair
KORO, Omaha
KEFM (FM), Omaha
KESY-FM, Omaha
KFAB, Omaha
KGOR (FM), Omaha
KLNK, Council Bluffs, IA
KOIL, Omaha
KOOO, Omaha
KOKO (FM), Council Bluffs, IA
KROM, Omaha
KNN, Omaha
WOW, Omaha
WOW-FM, Omaha

ORANGE COUNTY, NY

WALL, Middletown
WCRB, Cortwall
WDLC, Port Jervis
WGNV, Newburgh
WGNV-FM, Newburgh
WKGL (FM), Middletown
WTBO, Warwick
WTSX (FM), Port Jervis

ORLANDO, FL

WAJL, Winter Park
WBW, Orlando
WBW-FM, Orlando
WCKS (FM), Cocoa-Cocoa Beach
WDBO, Orlando
WDIZ (FM), Orlando
WELE (FM), De Land
WFV, Kissimmee
WGTO, Cypress Gardens
WHLY (FM), Leesburg
WHOO, Orlando
WFOO-FM, Orlando
WJYO (FM), Mount Dora
WKIS, Orlando
WLOQ (FM), Winter Park
WMJK, Kissimmee
WOKB, Winter Garden
WORL, Orlando
WTLN, Apopka
WTLN-FM, Apopka
WVCF, Ocoee
WVKA, Orlando

OWENSBORO, KY

WBKR (FM), Owensboro
WOMI, Owensboro
WSTO (FM), Owensboro
WVJS, Owensboro

OXNARD-VENTURA, CA

KAAP, Santa Paula
KBBO, Ventura
KBBY (FM), Ventura
KCAO (FM), Port Hueneme
KDAR (FM), Oxnard
KGOE, Thousand Oaks
KHAY (FM), Ventura
KKBZ-FM, Santa Paula
KNJO (FM), Thousand Oaks
KOXR, Oxnard
KTRO, Port Hueneme
KVEN, Ventura
KZTR (FM), Camarillo

PADUCAH, KY

WDDJ (FM), Paducah
WDXR, Paducah
WKYO (FM), Paducah
WKYX, Paducah
WPAD, Paducah

PANAMA CITY, FL

WDLF, Panama City
WGNF (FM), Panama City
WJST (FM), Port St. Joe
WPAP (FM), Panama City
WPCF, Panama City
WPFM (FM), Panama City
WVVO, Panama City

PARKERSBURG-MARIETTA, WV-OH

WADC, Parkersburg
WBRJ, Marietta OH
WEYO (FM), Marietta OH
WIBZ (FM), Parkersburg
WMEZ (FM), Parkersburg
WNVY, Parkersburg
WKYG, Parkersburg
WMOA, Marietta OH
WQAW, Parkersburg
WXIL (FM), Parkersburg

PASCAGOULA-MOSS POINT, MS

WGUD (FM), Pascagoula
WJKX, Pascagoula
WKKY (FM), Pascagoula
WOSM (FM), Ocean Springs
WPMO (FM), Pascagoula
WPMP, Pascagoula-Moss Point

PENSACOLA, FL

WBOP, Pensacola
WBSP, Pensacola
WCKC, Milton
WCOA, Pensacola
WHYM, Pensacola
WJLO (FM), Pensacola
WMEZ (FM), Pensacola
WNVY, Pensacola
WQWW (FM), Pensacola
WPFA, Pensacola
WTKX (FM), Pensacola
WXBM (FM), Milton

PEORIA, IL

WBNO (FM), Bloomington
WGLO/WVEL, Pekin
WIRL, Peoria
WKQA (FM), Pekin
WKZW (FM), Peoria
WMBD, Peoria
WPEO, Peoria
WSWT (FM), Peoria
WTAZ (FM), Morton
WTRX (FM), Chillicothe
WWCT (FM), Peoria
WXCL, Peoria

continued

RADIO STATIONS IN METRO AREAS

RADIO STATIONS IN METRO AREAS—cont

PHILADELPHIA, PA-NJ
 KYW, Philadelphia
 WBCB, Levittown
 WBUX, Doylestown
 WCAU, Philadelphia
 WCAU-FM, Philadelphia
 WOCE, West Chester
 WCOJ, Coatesville
 WDAS, Philadelphia
 WDAS-FM, Philadelphia
 WEAZ (FM), Philadelphia
 WFIL, Philadelphia
 WFLN/WFLN-FM, Philadelphia
 WGHW, Norristown
 WHAT, Philadelphia
 WBF-FM, Jenkintown
 WIOO (FM), Philadelphia
 WIP, Philadelphia
 WMGK (FM), Philadelphia

PHOENIX, AZ
 KARZ, Phoenix
 KASA, Phoenix
 KBBC (FM), Phoenix
 KDKB-FM, Mesa
 KHEP, Phoenix
 KHEP-FM, Phoenix
 KJJJ, Phoenix
 KJJJ-FM, Glendale
 KKLTV (FM), Phoenix
 KLFF, Glendale
 KLZI (FM), Phoenix
 KMEO/KMEO-FM, Phoenix
 KNIX/KNIX-FM, Tempe
 KNTS, Mesa
 KOOL, Phoenix

PINE BLUFF, AR
 KABS, Pine Bluff
 KADL (FM), Pine Bluff
 KCAT, Pine Bluff

PITTSBURGH, PA
 KDKA, Pittsburgh
 KOV, Pittsburgh
 WAMO, Pittsburgh
 WAMO-FM, Pittsburgh
 WARO, Cannonsburg
 WASP, Brownsville
 WBCW, Jeannette
 WBVP, Beaver Falls
 WBZZ (FM), Pittsburgh
 WCNS, Latrobe
 WCVI, Connellsville
 WDSY (FM), Pittsburgh
 WDVY (FM), Pittsburgh
 WEDO, McKeesport
 WEEP, Pittsburgh
 WESA, Charleroi
 WESA-FM, Charleroi
 WHJB, Greensburg
 WHTX (FM), Pittsburgh
 WHYW-FM, Braddock
 WIXZ, McKeesport
 WJAS, Pittsburgh

PITTSFIELD, MA
 WBEC, Pittsfield
 WBEC-FM, Pittsfield
 WBRK, Pittsfield
 WNNB, North Adams
 WNNB-FM, North Adams
 WRCZ (FM), Pittsfield

PORTLAND, ME
 † WBLM (FM), Lewiston
 † WCLZ (FM), Brunswick
 † WDCS (FM), Portland
 WGAN, Portland
 WGAN-FM, Portland
 † WHOM (FM), Mt. Washington NH
 WJBO (FM), Portland
 WKXA, Brunswick

PORTLAND, OR
 KGNR, Portland
 KGNR-FM, Portland
 KEX, Portland
 KGON (FM), Portland
 KGW, Portland
 KINK (FM), Portland
 KJIB (FM), Portland
 KKCW (FM), Beaverton
 KKEY, Portland
 KKRZ (FM), Portland
 KLIQ, Portland
 KMJK (FM), Lake Oswego

PORTSMOUTH-DOVER-ROCHESTER, NH
 WBBX, Portsmouth
 WBYC, Biddeford ME
 WERZ (FM), Exeter
 WHEB, Portsmouth
 WHEB-FM, Portsmouth
 WIDE, Biddeford ME
 † WLYT (FM), Portsmouth

POUGHKEEPSIE, NY
 WBNR, Beacon
 † WBPM (FM), Kingston
 WEOK, Poughkeepsie
 WHVW, Hyde Park
 WJJB (FM), Hyde Park
 † WKGL (FM), Poughkeepsie

PROVIDENCE-WARWICK-PAWTUCKET, RI
 WADK, Newport
 WARV, Warwick
 East Greenwich
 WBRU (FM), Providence
 WEAN, Providence
 WERI, Westerly
 WERI-FM, Westerly
 WGNG, Pawtucket
 WHIM, Providence
 WHJJ, Providence
 WHYJ (FM), Providence
 WKRI, West Warwick
 WLKW, Providence

PROVO-OREM, UT
 KBHV (FM), Spanish Fork
 KDOT, Provo
 KEYY, Provo

PUEBLO, CO
 KAYK, Pueblo
 KCCY (FM), Pueblo
 KCSJ, Pueblo
 KDZA, Pueblo
 KFEL, Pueblo
 KIDN, Pueblo

RACINE, WI
 WFNY (FM), Racine
 WJZO, Kenosha
 WLIP, Kenosha

RALEIGH-DURHAM, NC
 WAKS/WAKS-FM, Wake-Forest
 WJLY, Braddock
 WJPA, Washington
 WKEG, Washington
 WKPA, New Kensington
 WLSW (FM), Scottsdale
 WNSC, Durham
 WNCN, Durham
 WNUF (FM), New Kensington
 WOKU (FM), Greensburg
 WPIV/WPIV-FM, Raleigh
 WPLV, Carnegie
 WPTN (FM), Pittsburgh
 WPOR (FM), Uniontown
 WOTW, Latrobe
 WRUA, Monroeville
 WSHH (FM), Pittsburgh
 WTAE, Pittsburgh
 WTKN, Pittsburgh
 WWSW-FM, Pittsburgh
 WYDD (FM), Pittsburgh
 WYTK (FM), Washington

READING, PA
 WBYO (FM), Boyertown
 WEEU, Reading
 WHUM, Reading

REDDING, CA
 KAVA, Burney
 KCLM, Redding
 KEVB (FM), Anderson
 KPAK, Redding

RENO, NV
 KBET, Reno
 KCBN, Reno
 † KHTX (FM), Carnelian Bay CA
 KNEV (FM), Reno
 KOH, Reno
 KOLO, Reno

RICHLAND-KENNEWICK-PASCO, WA
 KACA (FM), Prosser
 KALE, Richland
 KARY, Prosser
 KHVK (FM), Richland
 KIOK (FM), Richland
 KONA, Kennewick

RICHMOND-PETERSBURG, VA
 WANT, Richmond
 WDYL (FM), Chester
 WEZS (FM), Richmond
 WFTH, Richmond
 WGGM, Richmond
 WHAP, Hopewell
 WIVE, Ashland
 WKHK (FM), Petersburg
 WKIE, Richmond
 WLEE, Richmond
 WNWZ, Highland Springs

RIVERSIDE-SAN BERNARDINO, CA
 KAPV (FM), Apple Valley
 KAVR, Apple Valley
 KBBV, Big Bear Lake
 KCAL, Redlands
 KCAL-FM, Redlands
 KCHV (FM), Coachella
 KCIN, Victorville
 KCKC, San Bernardino
 KCMJ, Palm Springs
 KDES-FM, Palm Springs
 KDHI, Twentynine Palms
 KDIG, San Bernardino
 KDUO (FM), Riverside
 KFXM, San Bernardino
 KGGI (FM), Riverside
 KGUD, Banning
 KGUY, Palm Desert
 KHSJ, Hemet
 KHYE (FM), Hemet
 KIOT, Barstow
 KJMB, Blyth
 KJMB-FM, Blyth
 KKAM, Palm Springs
 KMAY, Riverside
 KMEN, San Bernardino
 KNSE, Ontario

ROANOKE, VA
 WFIR, Roanoke
 WJLM (FM), Salem
 WKBA, Vinton
 WPVR (FM), Roanoke
 WPRIS, Roanoke
 WROV, Roanoke

ROCHESTER, MN
 † KAUS-FM, Austin
 KNXR (FM), Rochester
 KOLM, Rochester
 KRCH (FM), Rochester

ROCHESTER, NY
 WACK, Newark
 WBBF, Rochester
 WCMF (FM), Rochester
 WDKX (FM), Rochester
 WEZO (FM), Rochester
 WHAM, Rochester
 WHFM (FM), Rochester
 WJBT, Brockport

ROCKFORD, IL
 WKKN, Rockford
 WLUV/WLUV-FM, Loves Park
 WROK, Rockford
 WRWC (FM), Rockton

ROME, GA
 WIYN, Rome
 WKCX (FM), Rome
 WLAO, Rome

SACRAMENTO, CA
 KAER (FM), Sacramento
 KAHJ, Auburn
 KCTC, Sacramento
 KENZ, Sacramento
 KFBK, Sacramento
 KFIA, Carmichael
 KGMS, Sacramento
 KGNR, Sacramento
 KHDX (FM), Carmelian Bay
 KHXY, Folsom
 KHYL (FM), Auburn
 KJAY, Sacramento
 KOWL, South Lake Tahoe
 KPIP, Roseville
 KPOP (FM), Roseville

SAGINAW, MI
 WBCM, Bay City
 WFYZ (FM), Pinconning
 WGER (FM), Bay City
 WHNN (FM), Bay City
 WIOG (FM), Saginaw
 WKCO (FM), Saginaw

ST. CLOUD, MN
 KASM, Albany
 KCLD-FM, St. Cloud
 KKSM, St. Cloud
 KMSR (FM), Sauk Centre
 KNSI, St. Cloud

ST. JOSEPH, MO
 KFEO, St. Joseph
 KGNM, St. Joseph

ST. LOUIS, MO-IL
 KADI-FM, St. Louis
 KATZ, St. Louis
 KCFM, Florissant
 KEZK (FM), St. Louis
 KFUD-FM, Clayton
 KGLD, St. Louis
 KHAD, DeSoto
 KHTR (FM), St. Louis
 KIRL, St. Charles
 KJCF, Festus
 KLPW, Union
 KLPW-FM, Union
 KMJM (FM), St. Louis
 KMOX, St. Louis
 KSD, St. Louis
 KSD-FM, St. Louis
 KSHS (FM), Crestwood

SALEM, OR
 KBZY, Salem
 KCOCS, Salem
 KGAY, Salem
 KSKD (FM), Salem

SALINAS-SEASIDE-MONTEREY, CA
 KCTY, Salinas
 KDON, Salinas
 KDON-FM, Salinas
 KIDD, Monterey
 KMBY (FM), Monterey
 KNRY, Monterey
 KOCN (FM), Pacific Grove

SALT LAKE CITY-OGDEN, UT
 KALL, Salt Lake City
 KBBX, Centerville
 KBUG, Salt Lake City
 KCGL (FM), Centerville
 KCPX-FM, Salt Lake City
 KDAB (FM), Ogden
 KDYL, Salt Lake City
 KFAV, Salt Lake City
 † KFMV (FM), Provo
 KISN (FM), Salt Lake City
 KJON, Ogden
 KLAJ, Murray
 KLCY (FM), Salt Lake City
 KLO, Ogden
 KLTO, Salt Lake City
 KLTO-FM, Salt Lake City

SAN ANGELO, TX
 KBIL (FM), San Angelo
 KGKL, San Angelo
 KGKL-FM, San Angelo
 KHOS, San Angelo

SAN ANTONIO, TX
 KAJA (FM), San Antonio
 KAPE, San Antonio
 KBUC/KBUC-FM, San Antonio
 KCOR, San Antonio
 KDRY, Alamo Heights
 KEDA, San Antonio
 KESI (FM), Terrill Hills
 KFHM, San Antonio
 KGNB, New Braunfels
 KISS (FM), San Antonio
 KITV (FM), San Antonio
 KKYX, San Antonio

SAN DIEGO, CA
 KAAO (FM), Fallbrook
 KBZT (FM), San Diego
 KCBO, San Diego
 KCBO-FM, San Diego
 KEZL, Oceanside
 KFMB, San Diego
 KFMB-FM, San Diego
 KFSD (FM), San Diego
 KGB-FM, San Diego
 KIFM (FM), San Diego
 KJOY (FM), San Diego
 KKOS (FM), Carlsbad
 KLZZ, San Diego
 KLZZ-FM, San Diego

SAN FRANCISCO, CA
 KABL/KABL-FM, San Francisco
 KCBS, San Francisco
 KDFC/KDFC-FM, San Francisco
 KEST, San Francisco
 KFAX, San Francisco
 KFOG (FM), San Francisco
 KFRG, San Francisco
 KGO, San Francisco
 KIOI (FM), San Francisco
 KIOI, San Francisco
 KITS (FM), San Francisco
 KKH/KKHI-FM, San Francisco
 KLOK-FM, San Francisco
 KMEL (FM), San Francisco

SAN JOSE, CA
 KARA (FM), Santa Clara
 KAZA, Gilroy
 KBAY (FM), San Jose
 KBRG (FM), Fremont
 KEEN, San Jose
 KEZR (FM), San Jose
 KHIT, San Jose

SAN JUAN, PR
 WAPA, San Juan
 WBMJ, San Juan
 WGSX (FM), Bayamon
 WHOA, San Juan
 WIAC/WIAC-FM, San Juan
 WIOB (FM), San Juan
 WKAO, San Juan
 WKAO-FM, San Juan
 WKVM, San Juan

SANTA BARBARA-SANTA MARIA-LOMPOC, CA
 † KACY, Port Huene
 KBL, Santa Barbara
 † KCAO (FM), Oxnard
 KDB/KDB-FM, Santa Barbara
 KIST, Santa Barbara
 KOOO (FM), Santa Barbara
 KLB, Lompoc
 KLOM, Lompoc
 KMG (FM), Goleta
 KNEZ, Lompoc
 KROK (FM), Lompoc
 KRUIZ (FM), Santa Barbara

SANTA CRUZ, CA
 KMFO, Aptos Capitola
 KOMY, Watsonville

SANTA FE, NM
 KAFE, Santa Fe
 KAFE-FM, Santa Fe
 KLSK (FM), Santa Fe
 KNMO (FM), Santa Fe
 KNYN (FM), Santa Fe

SANTA ROSA-PETALUMA, CA
 KPLS, Santa Rosa
 KOTE, Santa Rosa
 KREO (FM), Healdsburg
 KRUB (FM), Monte Rio

SARASOTA, FL
 WAMR, Vanice
 WAVE (FM), Sarasota
 WENG, Englewood
 WKXY, Sarasota
 WMLO (FM), Sarasota

SAVANNAH, GA
 WAEV (FM), Savannah
 WCHY (FM), Savannah
 WEAS-FM, Savannah
 WIXV (FM), Savannah
 WJCL (FM), Savannah
 WKBX, Savannah
 WNMT, Garden City

SCRANTON-WILKES-BARRE, PA
 WARD, Pittston
 WARM, Scranton
 WAZL, Hazleton
 WBAX, Wilkes-Barre
 WBOW, Scranton
 WBRX, Berwick
 WCDL, Carbondale
 WCON, Bloomsburg
 WEJL, Scranton
 WEZK (FM), Scranton
 WGBI, Scranton
 WGBI-FM, Scranton
 WHLM/WHLM-FM, Bloomsburg
 WICK, Scranton
 WILK, Wilkes-Barre
 WKRZ, Wilkes-Barre
 WKRZ-FM, Wilkes-Barre

SEATTLE-EVERETT, WA
 KASY, Auburn
 KBLE, Seattle
 † KBRD (FM), Tacoma
 KCIS, Edmonds
 KCMS (FM), Edmonds
 KEZX (FM), Seattle
 KGA, Kirkland
 KING, Seattle
 KING-FM, Seattle
 KIRO, Seattle
 KISW (FM), Seattle
 KIXI, Seattle
 KIKI-FM, Seattle
 KJET, Seattle
 KJR, Seattle

SHARON, PA
 WGRP, Greentown
 WGRP-FM, Greentown
 WMGZ, Sharpsville
 WMGZ-FM, Farrell

SHEBOYGAN, WI
 WHBL, Sheboygan
 WKTS, Sheboygan

SHERMAN-DENISON, TX
 KDOS (FM), Denison
 Sherman
 KDSX, Denison-Sherman
 KIKM, Sherman
 KLAK (FM), Denison
 KTXO, Sherman
 KZXL (FM), Sherman

SHREVEPORT, LA
 KBCL, Shreveport
 KCIJ, Shreveport
 KCOZ (FM), Shreveport
 KDKS-FM, Benton
 KEEL, Shreveport
 KFLO, Shreveport
 KJOE, Shreveport
 KMBO (FM), Shreveport
 KNCB, Vivian
 KOKA, Shreveport
 KRMD/KRMD-FM, Shreveport
 KTAL (FM), Texarkana
 KEEL, Shreveport
 WKVI (FM), Shreveport
 KWKH, Shreveport
 KWKH-FM, Shreveport

SIoux CITY, IA-NE
 KMNS, Sioux City
 KSCJ, Sioux City
 KSEZ (FM), Sioux City
 KWSL, Sioux City
 KWSL-FM, Sioux City
 † KZZL (FM), Le Mars

SIoux FALLS, SD
 KELO, Sioux Falls
 KELO-FM, Sioux Falls
 KIOV (FM), Sioux Falls
 KRRC-FM, Sioux Falls
 KPAT (FM), Sioux Falls
 KRSS, Sioux Falls
 KSOO, Sioux Falls
 KXPB, Sioux Falls
 KYKC, Sioux Falls

SOUTH BEND, IN
 WAMJ, South Bend
 WHME (FM), South Bend
 WNDU, South Bend
 WNDU-FM, South Bend
 WNSN (FM), South Bend
 WNZE (FM), South Bend
 WSBT, South Bend
 WTC, Plymouth
 † WYEZ (FM), Elkhart
 WZZP (FM), South Bend

SPOKANE, WA
 KCKO, Spokane
 KDRK (FM), Spokane
 KEZE-FM, Spokane
 KGA, Spokane
 KGG, Opportunity
 KHO, Spokane
 KHO-FM, Spokane
 KICN (FM), Spokane
 KJRB, Spokane
 KKER, Spokane
 KKPL (FM), Opportunity
 KLHT, Spokane
 KUJY, Spokane
 KXLY, Spokane
 KXLY-FM, Spokane
 KXXR, Spokane
 KZZU (FM), Spokane

SPRINGFIELD, IL
 WCVS, Springfield
 WDBR (FM), Springfield
 WFMB (FM), Springfield
 WMAY, Springfield
 WNN, Springfield
 WTAX, Springfield
 WVEM (FM), Springfield

SPRINGFIELD-CHICOPEE-HOLYOKE, MA
 WACE, Chicopee
 WAOY (FM), Springfield
 WARE, Ware
 WHMP, Northampton
 WHMP-FM, Northampton
 WHYN, Springfield
 WHYN-FM, Springfield
 WIXY, East Long
 Meadow
 WLDM, Westfield
 WMAS, Springfield
 WMAS-FM, Springfield
 WOXO, West Springfield
 WREB, Holyoke
 WSPR, Springfield
 WTTT, Amherst

SPRINGFIELD, MO
 KGBX, Springfield
 KICK, Springfield
 KLFJ, Springfield
 KLSM, Springfield
 KTTS, Springfield
 KTTS-FM, Springfield
 KTXR (FM), Springfield
 KWF, Springfield
 KWTO, Springfield
 KWTO-FM, Springfield

SPRINGFIELD, OH
 WAZU (FM), Springfield
 WBLV, Springfield
 WCOM (FM), Urbana
 WIZE, Springfield

STATE COLLEGE, PA
 WBLF, Bellefonte
 WMAJ, State College
 WPHB, Philipsburg
 WOWK (FM), State College
 WRSC, State College
 WLXR (FM), State College

STEBENVILLE, OH-WEIRTON, WV
 WEIR, Weirton WV
 WFIM, Findley
 WHMO (FM), Findley
 WLIT, Steubenville
 WRKY (FM), Steubenville
 WSTV, Steubenville

STOCKTON, CA
 KCVR, Lodi
 KFMR (FM), Stockton
 † KHOP (FM), Modesto
 KJAX (FM), Stockton
 KJOY, Stockton
 KSJO (FM), Manteca
 KSTN, Stockton
 KSTN-FM, Stockton
 KWG, Stockton
 † KWIN (FM), Lodi
 KYBB (FM), Tracy

SYRACUSE, NY
 WAOX (FM), Manlius
 WEZG, North Syracuse
 WEZG-FM, North Syracuse
 WFBL, Syracuse
 WHEN, Syracuse
 † WKFM (FM), Fulton
 WMCR/WMCR-FM, Oneida
 WMHR (FM), Syracuse
 WNDR, Syracuse
 WNTO (FM), Syracuse
 WOLF, Syracuse
 WRRB (FM), Syracuse
 WSEN/WSEN-FM, Baldwinsville
 WSV/VOIV (FM), East Syracuse
 WSYF, Syracuse
 WYYY (FM), Syracuse

TACOMA, WA
 KAMT, Tacoma
 KBRD (FM), Tacoma
 KJUN, Puyallup
 KLAY, Lakewood
 KNBO (FM), Tacoma
 KPMA, Tacoma
 KRPM-FM, Tacoma
 KTAC, Tacoma

TALLAHASSEE, FL
 WANM, Tallahassee
 WBG (FM), Tallahassee
 WCNH/WWSD (FM), Quincy
 WENO, Chattahoochee
 WGLF (FM), Tallahassee
 WHFL (FM), Tallahassee
 WKOE, Tallahassee
 WMNX (FM), Tallahassee
 WQOW (FM), Tallahassee
 WTAL, Tallahassee
 WTNT, Tallahassee
 WTNT-FM, Tallahassee

TAMPA-ST. PETERSBURG-CLEARWATER, FL
 WAMA, Tampa
 WCBF, Tampa
 WDAE, Tampa
 WDCF, Dade City
 WFLA, Tampa
 WFNN, Dunedin
 WGUL, New Port Richey
 WJBO, Tampa
 WJOL (FM), Tampa
 WLFW, St. Petersburg
 WMMG (FM), Clearwater
 WOJC (FM), Tampa
 WPAS, Zephyrhills
 WPLA, Plant City
 WPLP, Pinellas Park
 WOYK-FM, St. Petersburg
 WRBO, St. Petersburg
 WRBO-FM, Tampa
 WRXB, St. Petersburg
 † WSRZ (FM), Sarasota
 WSST, Largo
 WSUN, St. Petersburg
 WTAN, Clearwater
 WTIS, Tampa
 WTMP, Tampa
 WTYM, Tampa
 WTVY (FM), Holiday
 WUBA (FM), St. Petersburg
 WUJB, Brooksville
 WXCR (FM), Safety Harbor
 WYNF (FM), Tampa
 WYOU, Tampa
 WZNE (FM), Clearwater

TERRE HAUTE, IN
 WBOW, Terre Haute
 WPF, Terre Haute
 WPF-FM, Terre Haute
 WTHI, Terre Haute
 WTHI-FM, Terre Haute
 WVT, Terre Haute
 WVV, Terre Haute
 WVV-FM, West Terre Haute
 WZZO (FM), Terre Haute

TEXARKANA, TX-AR
 KADO, Texarkana TX
 KCMC, Texarkana TX
 KNLA (FM), Ashdown AR
 KNBO, New Boston TX
 KOSY, Texarkana AR
 KOSY-FM, Texarkana TX
 KTFS, Texarkana TX
 KTWN (FM), Texarkana AR

TOLEDO, OH
 WCWA, Toledo
 WIOT (FM), Toledo
 WJYM, Bowling Green
 WKLR (FM), Toledo
 WLOR (FM), Toledo
 WMHE (FM), Toledo
 WOHO, Toledo
 WRON (FM), Bowling Green
 WSPD, Toledo
 WTD, Toledo
 WVOI, Toledo
 WWWW (FM), Sylvania

TOPEKA, KS
 KDVV (FM), Topeka
 KMAJ (FM), Topeka
 KSKX, Topeka
 KTOP, Topeka
 KTPK (FM), Topeka
 WIBW, Topeka
 WIBW-FM, Topeka
 WREN, Topeka

TRENTON, NJ
 WBUD, Trenton
 WCHR (FM), Trenton
 WHWH, Princeton
 WIMG, Trenton
 WKW (FM), Trenton
 WPRB (FM), Princeton
 WPST (FM), Trenton
 WTTM, Trenton

TUCSON, AZ
 KAIR, Tucson
 KCEE, Tucson
 KCUB, Tucson
 KGVY, Green Valley
 KHYT, Tucson
 KIIM (FM), Tucson
 KJKY (FM), Tucson
 KLXP (FM), Tucson
 KNST, Tucson
 KOPO (FM), Marana
 KRQQ (FM), Tucson
 KTKT, Tucson
 KTUC, Tucson
 KVOI, Tucson
 KWFM (FM), Tucson
 KXEW, Tucson

TULSA, OK
 † KAYI (FM), Muskogee
 KBBJ, Tulsa
 KBEZ (FM), Tulsa
 KCO, Tulsa
 KCO-FM, Tulsa
 KCMA (FM), Owasso
 KELI, Tulsa
 KGTO, Tulsa
 KMOD-FM, Tulsa
 KRAV (FM), Tulsa
 KREK (FM), Bristow
 KRMG, Tulsa
 KTCR, Wagoner
 KTFX (FM), Tulsa
 KWOC, Tulsa
 KWEN (FM), Tulsa
 KWPR, Claremore
 KXOJ, Sapulpa
 KXOJ-FM, Sapulpa
 KXVO, Pawhuska

TUPELO, MS
 WCFB, Tupelo
 WELO, Tupelo
 WTUP, Tupelo
 WZLO (FM), Tupelo

TUSCALOOSA, AL
 WACT/WACT-FM, Tuscaloosa
 WFFX (FM), Tuscaloosa
 WJRD, Tuscaloosa
 WNPT, Tuscaloosa
 WRLX, Tuscaloosa
 WTSK, Tuscaloosa
 WTUG (FM), Tuscaloosa

TYLER, TX
 KDOK, Tyler
 KEYP (FM), Whitehouse
 KNUE (FM), Tyler
 KROZ (FM), Tyler
 KTBB, Tyler
 KTYL, Tyler
 KTYL-FM, Tyler
 † KYKX (FM), Longview
 KZEY, Tyler

UTICA-ROME, NY
 WADR, Remsen
 WBRV, Boonville
 WIBO (FM), Utica
 WIBX, Utica
 WKAL, Rome
 WKGW (FM), Utica
 WLFH, Little Falls
 WMYL, Herkimer
 WOUR (FM), Utica
 WRCK (FM), Utica
 WRNY, Rome
 WRUN, Utica
 WTCO (FM), Rome
 WTLB, Utica
 WUTO, Utica
 WUUU (FM), Rome
 WYUT (FM), Herkimer

VALLEJO-FAIRFIELD-NAPA, CA
 KNBA, Vallejo
 KUIC (FM), Vacaville
 KVON, Napa
 KVVN (FM), St. Helena

VANCOUVER, WA
 KAAR, Vancouver
 KKS, Vancouver
 KVAN, Vancouver

VICTORIA, TX
 KCWM, Victoria
 KNAL, Victoria
 KTXN (FM), Victoria
 KVIC (FM), Victoria
 KZEU (FM), Victoria

VINELAND-MILLVILLE-BRIDGETON, NJ
 WDLV, Vineland
 WKOV (FM), Vineland
 WMVB-FM, Millville
 WREY, Millville
 WSNJ/WSNJ-FM, Bridgeton
 WVBZ, Vineland

VISALIA-TULARE-PORTERVILLE, CA
 KBOS (FM), Tulare
 KCOK, Tulare
 KGEN, Tulare
 KIOO, Porterville
 KJUG (FM), Tulare
 KNDE, Visalia
 KNTN (FM), Visalia
 KOYJ (FM), Dinuba
 KRDU, Dinuba
 KTI, Porterville

WACO, TX
 KBBW, Waco-Marlin
 KHOO (FM), Waco
 † KJNE (FM), Hillsboro
 KNFO (FM), Waco
 KRZI, Waco
 KWTX, Waco
 KWTX-FM, Waco
 WACO, Waco

WASHINGTON, DC
 WABS, Arlington VA
 WAGE, Leesburg VA
 WASH (FM), Washington
 WAVA (FM), Arlington
 WCTN, Potomac-Cabin John MD
 WDJY (FM), Washington
 WEEL, Fairfax VA
 † WEZR (FM), Manassas VA
 WFA, Falls Church
 WFRW, Manassas VA
 WROX (FM), Washington
 WTKS (FM), Bethesda MD
 WTOP, Washington
 WHUR (FM), Washington
 WINX, Rockville MD
 WKYS (FM), Washington
 WLM, Laurel MD
 WLTT (FM), Bethesda MD
 WMAL, Washington MD
 WMDO, Wheaton MD
 WMTG, Gaithersburg
 WMZO, Arlington VA
 WMZO-FM, Washington
 WNTR, Silver Spring MD
 WOL, Washington
 WPGC/WPGC-FM, Morningside MD
 WPKX-FM/WPKX, Woodbridge VA
 WPRW, Manassas VA
 WROX (FM), Washington
 WTKS (FM), Bethesda MD
 WTOP, Washington
 WHUR (FM), Washington
 WINX, Rockville MD
 WKYS (FM), Washington
 WLM, Laurel MD
 WLTT (FM), Bethesda MD
 WMAL, Washington MD
 WMDO, Wheaton MD
 WYCB, Washington

WATERLOO-CEDAR FALLS, IA
 KCFI, Cedar Falls
 KCNB (FM), Waterloo
 KFMW (FM), Waterloo
 KLEU, Waterloo
 KWAY, Waverly
 KWAY-FM, Waverly
 KWLO, Waterloo
 KXEL, Waterloo

WATERTOWN, NY
 WATN, Watertown
 WNCO (FM), Watertown
 WOTT, Watertown
 WTVN, Watertown

WAUSAU, WI
 WDEZ (FM), Wausau
 WIFC (FM), Wausau
 WRIG, Wausau
 WSAU, Wausau
 WXCO, Wausau
 WYCO (FM), Wausau

WEST PALM BEACH-BOCA RATON, FL
 † WDBF, Delray Beach
 WGSY, West Palm Beach
 WEAT-FM, West Palm Beach
 WIRK-FM, West Palm Beach
 † WIZD (FM), Fort Pierce
 WJNO, West Palm Beach
 WKAQ, Boynton Beach
 WKOS (FM), Boca Raton
 WLIZ, Lake Worth
 WNGS (FM), West Palm Beach
 WNYJ (FM), Riviera Beach
 WPRB, Palm Beach
 WPCK, West Palm Beach
 WRMF (FM), Palm Beach
 WSRB, Boca Raton
 WSWN, Belle Glade
 WSWN-FM, Belle Glade
 WWSI/WWSI-FM, Jupiter

RADIO STATIONS IN METRO AREAS

RADIO STATIONS IN METRO AREAS—cont

WHEELING, WV

WCPI (FM), Wheeling
WEIF, Moundsville
WKWK, Wheeling
WKWK-FM, Wheeling
WOMP, Bellaire OH
WQMP-FM, Bellaire OH
WUNI, Wheeling
WWVA, Wheeling
WZMM (FM), Wheeling

WICHITA, KS

KAKZ, Wichita
KAKZ-FM, Derby
KEYN-FM, Wichita
KFDI, Wichita
KFDI-FM, Wichita
KFH, Wichita
KICT (FM), Wichita
KKRD (FM), Wichita
KLEO, Wichita
KLZS (FM), Wichita
KQAM, Wichita
KSGL, Wichita

WICHITA FALLS, TX

KGTM, Wichita Falls
KKQV (FM), Wichita Falls
KLUR (FM), Wichita Falls
KNIN-FM, Wichita Falls
Falls
KTLT (FM), Wichita Falls
Falls
KTRN, Wichita Falls
KWFT, Wichita Falls

WILLIAMSPORT, PA

WFXX/WFXX-FM, South
Williamsport
WILQ (FM),
Williamsport
WJSA, Jersey Shore
WKSJ (FM),
Williamsport
Williamsport
WLYC, Williamsport
WRAK, Williamsport
WSOV (FM), Jersey
Shore
WWPA, Williamsport

WILMINGTON, DE-NJ-MD

WAMS, Wilmington
WDEL, Wilmington
WILM, Wilmington
WJBR, Wilmington
WJBR-FM, Wilmington
WJIC, Salem NJ
WNNN (FM), Canton NJ
WNRK, Newark DE
WSER, Elkton MD
WSTW (FM), Wilmington

WILMINGTON, NC

WAAV, Wilmington
WGNI (FM), Wilmington
WHSL (FM), Wilmington
WKLM, Wilmington
WMFD, Wilmington
‡ WVBS-FM, Burgaw
WWIL, Wilmington
WWQQ (FM), Wilmington

WORCESTER-FITCHBURG-LEOMINSTER, MA

WAAF (FM), Worcester
WCMX, Leominster
WEIM, Fitchburg
WESQ, Southbridge
WFGL, Fitchburg
WFTQ, Worcester
WGAW, Gardner
WGFP, Webster
WMRC, Milford
WNEB, Worcester
WORC, Worcester
WQVR, Southbridge
WSRS (FM), Worcester
WTAG, Worcester
WXLO (FM), Fitchburg

YAKIMA, WA

KATS (FM), Yakima
KBBO, Yakima
KENE, Toppenish
KENE-FM, Toppenish
KFFM (FM), Yakima
KIT, Yakima
KMWX, Yakima
KREW, Sunnyside
KREW-FM, Sunnyside
KRSE (FM), Yakima
KUTI, Yakima
KVGM, Yakima
KXDD (FM), Yakima

YORK, PA

WGCB/WGCB-FM, Red
Lion
WGET, Gettysburg
WGTY (FM), Gettysburg
WHTF (FM), Starview
WHVR, Hanover
‡ WNCE (FM), Lancaster
WNOW, York
WOYK, York
WOXA (FM), York
‡ WRKZ (FM), Hershey
WSBA, York
WSBA-FM, York
WYCR (FM), York-
Hanover

YOUNGSTOWN-WARREN, OH

WBBW, Youngstown
WFMJ, Youngstown
WGFT, Youngstown
WHOT, Campbell
WKBN, Youngstown
WKBN-FM, Youngstown
WNIO, Niles
WOKG, Warren
WOOD (FM), Youngstown
WRRQ, Warren
WSRD (FM), Youngstown
‡ WYFM (FM), Sharon PA

YUBA CITY, CA

KMYC, Marysville
KOBO, Yuba City
KRFD (FM), Marysville
KUBA, Yuba City
KXEZ (FM), Yuba City

ZANESVILLE, OH

WHIZ, Zanesville
WHIZ-FM, Zanesville

Mid 032923-000

National, Regional and State Networks and Groups Index

All national and regional network listings are shown in the national/regional section (see contents page); all state networks are shown at the beginning of a state.

Network	National (N) Regional (R)	State	Network	National (N) Regional (R)	State
ABC Radio Networks	N		Maryland News Network, Inc., The		Maryland
Ag-America Network, Inc.	R		Masia Suburban Group		New York Urban
Ag Radio Net		New York	Michigan Farm Radio Network		Michigan
Agri Broadcasting Network (ABN)		Ohio	Mid-America Ag Network		Kansas
Agri Broadcasting Network of Pennsylvania, Inc.	R		Minnesota News Network		Minnesota
Agrinet Farm Network		Virginia	Mississippi Agri-News Network		Mississippi
Alabama Information Network		Alabama	Mississippi Network		Mississippi
Arkansas Radio Network		Arkansas	Missourinet		Missouri
			Music Country Radio Network	N	
			Mutual Broadcasting System	N	
Beck-Ross Group, The	R		NBC Radio Network	N	
Berkshire Group		Massachusetts	NBC — Talknet	N	
Blair Represented Network	N		NBC — The Source	N	
Blair Represented State Networks	R		Network Indiana		Indiana
Brownfield Network	R		North Carolina News Network		North Carolina
Bunchez, Gert & Associates Group	N		Northeast Ag Network		New York
CBS Radio Network	N		Northern Ag Network		Montana
CBS RADIORADIO	N				
Christal Radio Network	N		Ohio Radio Network		Ohio
Concert Music Network	N		Oregon Ag Radio Group		Oregon
Connecticut Radio Network	R				
			Progressive Farmer Network	R	
Eastman Radio Network	N		Radio Long Island Network		New York Urban
Estereotempo 99		Puerto Rico	Ray Sports Network		Virginia
			RKO Radio Networks	N	
Farm Service Radio Network		Kentucky			
Florida Farm Network		Florida	Salsa 63/La Gran Cadena		Puerto Rico
Florida Network, Inc.		Florida	Satellite Music Network	N	
			Sheridan Broadcasting Network	N	
Georgia Farm News Service		Georgia	Southern Farm Network		North Carolina
Georgia Radio News Service		Georgia	Southern States Network		Louisiana
Great American Ag Network, The	R		Southwest Agri-Radio Network		Arizona
			Supernet	N	
High Plains Farm & Ranch Network	R		Tennessee AgriNet		Tennessee
			Tennessee Radio Network		Tennessee
Illinois Farm Bureau Radio Network		Illinois	Texas State Network		Texas
Indiana Broadcasters Group		Indiana	The Agriculture Radio Network (TARN)		Arkansas
Intermountain Network	R		Tichenor Radio Group		Texas
Intermountain Farm/Ranch Network	R		TRN Farm News Network (Tobacco Radio Network, The)	R	
Intermountain FM Network	R		Total Radio Network		North Carolina
Internet Radio Radio Network	N		TSN Agribusiness Network		Texas
Iowa Ag Radio Group		Iowa	TSN Spanish Information Service		Texas
Iowa Radio Network		Iowa	Virginia News Network		Virginia
			Voice of Southwest Agriculture Radio Network		Texas
Jalapeno Network		Texas			
Kentucky Agri-Net		Kentucky	Wall Street Journal Radio Network, The	N	
Kentucky Network, Inc.		Kentucky	Washington Ag Radio Group		Washington
Kentucky Radio Network		Kentucky	West Virginia Radio Network		West Virginia
Keystone Broadcasting System, Inc.	N		Wisconsin Farm Broadcasting Network		Wisconsin
Knight Quality Group		Massachusetts	Wisconsin Independent Radio Network, Inc.		Wisconsin
			Wisconsin Network, Inc.		Wisconsin
Leighton Farm Group, The		Iowa			
Linder Farm Network		Minnesota			
Lotus — Albertini Spanish Radio Network	R				
Louisiana Agri-News Network		Louisiana			
Louisiana Network, The		Louisiana			
Magic Circle Network		Missouri			
Martin's, Harry, Rural Radio Network		Indiana			

srods

**NATIONAL
AND
REGIONAL
NETWORKS
AND
GROUPS**

TEXAS
 KGNC—Amarillo
 KLBJ—Austin
 KAGC—Bryan
 KSIX—
 Corpus Christi
 KRLD—Dallas
 KTSM—El Paso
 KTRH—Houston
 KVOZ—Laredo
 KFYO—Lubbock
 KYCX (FM)—Mexico
 KKKK (FM)—Odessa
 WDAI—San Antonio
 KWFT—Wichita Falls
UTAH
 KSL—Salt Lake City
VERMONT
 WJOY—Burlington
 WFAD—Middlebury
VIRGINIA
 WSPC—Castlewood
 WINA—
 Charlottesville
 WDAV—Danville
 WFFV (FM)—
 Front Royal
 WHAP—Hopewell
 WWOOD—Lynchburg
 WHEE—Martinsville
 WTAR—Norfolk
 WLEF—Richmond
 WFR—Roanoke
 WTZE—Tazewell
 WORA (FM)—Warrenton
WASHINGTON
 KBAM—Longview
 KSNW (FM)—Raymond
 KISO—Seattle
 KXLY—Spokane
 KREW—Sunnyside
 KONA-FM—Tri-Cities
 KAFR—Walla Walla
 KPO—Wenatchee
 KPO-FM—Wenatchee
WEST VIRGINIA
 WJLS—Beckley
 WBES (FM)—Charleston
 WCHS—Charleston
 WMMN—Fairmont
 WKYG—Parkersburg
WISCONSIN
 WBHY—Appleton
 WKBH—La Crosse
 WIBA—Madison
 WOMT—Manitowoc
 WOKY—Milwaukee
 WTOO—Platteville
 WRCO/WRCO-FM—
 Wisconsin Rapids
WYOMING
 KTWO—Casper
 KUUY—Cheyenne
 KOVE—Lander
 KOJO—Laramie

Media Code 4 100 0030 1.00 Mid 015656-000
 Executive Office:
 51 West 52nd St., New York, NY 10019. Phone 212-975-4090.
 Chicago Office:
 630 N. McClurg Ct., Chicago, IL 60611. Phone 312-944-3401.
 Detroit Office:
 Omni Officecentre, 26877 N.W. Highway, Southfield, MI 48034. Phone 313-352-2800.
 Los Angeles Office:
 6121 Sunset Blvd., Los Angeles, CA 90028. Phone 213-460-3296.

1. PERSONNEL

EXECUTIVE
 Sr. Vice-Pres.—Richard M. Brescia, 212-975-3236.
 Vice-Pres. & Gen'l Mgr.—Michael R. Ewing, 212-975-3571.
 Vice-Pres./Prog.—Frank Miller, Jr., 212-975-4171.
 Vice-Pres./Aff. Rel.—Cornelius Knox, 212-975-3005.
 Director, Sales—Stephen J. Youlous, 212-975-6141.
REGIONAL
 Sales Manager, Eastern—Amy Caplan.
 Sales Manager, Midwest—Thomas Reeve.
 Sales Manager, Detroit—Thomas Montgomery.
 Sales Manager, Western—Alan Fuller.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

CBS RADIORADIO



Media Code 4 100 0032 7.00 Mid 028613-000
 Executive Office:
 51 W. 52nd St., New York, NY 10019.
 Chicago:
 630 N. McClurg Court, Chicago, IL 60611. Phone 312-944-3401.
 Detroit:
 Omni Officecentre, 26877 N. W. Highway, Southfield, MI 48034. Phone 313-352-2800.
 6121 Sunset Boulevard, Los Angeles, CA 90028.
 Phone 213-460-3296.

1. PERSONNEL

EXECUTIVE
 Sr. Vice Pres.—Richard M. Brescia, 212-975-3236.
 Vice Pres. & Gen'l Mgr.—Robert P. Kipperman, 212-975-4227.
 Vice-President, Affiliate Relations—David West, 212-975-2097.
 Director, Programming—Frank Murphy, 212-975-2489.
 RADIORADIO Dir./Sales—Lee Stacey, 212-975-6085.
 Dir., Mkt. & Prom.—Norman S. Ginsburg, 212-975-3897.
REGIONAL
 Sales Manager, Midwest—Thomas Reeve, 312-951-3401.
 Sales Manager, Detroit—Thomas Montgomery, 313-352-2800.
 Sales Manager, Western—Alan Fuller, 213-460-3296.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

CONCERT MUSIC NETWORK

CMN

CONCERT MUSIC NETWORK

Media Code 4 100 0040 0.00 Mid 015680-000
 Concert Music Network
 271 Madison Ave., New York, NY 10016. Phone 212-532-1900. Chicago Phone, 312-565-5065.

1. PERSONNEL

President—Peter J. Cleary, NY.
 Vice President—Peter Besheer, NY.
 Sales Manager—Laurence Levis, Chicago.

4. AGENCY COMMISSION

Billing Procedures
 Accounts billed monthly on standard broadcast month basis. Invoices accompanied by individual station affidavits.

5. GENERAL ADVERTISING See coded regulations

Non-interconnected. Classical format in each market, mostly major markets.

Commercial Requirements
 CMN will forward live/taped commercial materials & instructions to its affiliated stations at no charge when necessary materials are in our hands 9 working days before start. Charges incurred for expedited service will be billed to account.
 All schedules cleared & confirmed before start.
 Advertiser Options

1. Spot.
2. Sponsorship of various programming including locally produced, syndicated & CMN originated.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

EASTMAN RADIO NETWORK



Comprised of
ALABAMA
 Mobile/Pensacola
 WSGN—Birmingham
ALASKA
 KKLV (FM)—Anchorage
ARIZONA
 KOYT (FM)—Phoenix
ARKANSAS
 Little Rock
CALIFORNIA
 Sacramento
 KLAC—Los Angeles
 KZLA-FM—Los Angeles
 KIOO (FM)—
 Los Angeles
 KWXY/KWXY-FM—
 Palm Springs
 KPAK—Redding
 KRAK—Sacramento
 KSCK (FM)—
 San Luis Obispo

COLORADO
 KHOW—Denver
CONNECTICUT
 WPOF (FM)—Hartford
DELAWARE
 Wilmington
DISTRICT OF COLUMBIA
 Washington DC
FLORIDA
 WSRF—
 Fort Lauderdale
 WSHE (FM)—
 Fort Lauderdale
 WGTR—Fort Myers
 WOOJ-FM—Fort Myers
 WQBA—Miami
 WBOA-FM—Miami
 WKIS—Orlando
 WBGW (FM)—
 Tallahassee
 WKOE—Tallahassee
 WRBO—Tampa
 WRBO-FM—Tampa
GEORGIA
 WDAK—Columbus
 WEIZ (FM)—Columbus

HAWAII
 KULA (FM)—Honolulu
ILLINOIS
 WTAX—Springfield
 WDBR (FM)—
 Springfield

INDIANA
 Indianapolis
IOWA
 Fort Dodge
 KWMT—Fort Dodge
KANSAS
 WREN—Topeka
 KFH—Wichita
 KLZS (FM)—Wichita
KENTUCKY
 Louisville

LOUISIANA
 WOUF—New Orleans
 WOUF-FM—New Orleans
 KVKI (FM)—
 Shreveport
MAINE
 WYNZ-FM—Portland

MARYLAND
 Baltimore
MASSACHUSETTS
 Springfield
 WJMX-FM—Boston
 WAQY (FM)—
 WIXY—Springfield

MICHIGAN
 WKFR (FM)—
 Kalamazoo
 WKLO (FM)—
 Grand Rapids
MINNESOTA
 KRSI—Minneapolis
MISSISSIPPI
 WMSI (FM)—Jackson
MISSOURI
 Kansas City
NEBRASKA
 KLNK—Omaha
 KOKO (FM)—Omaha
NEVADA
 KOLO—Reno

NEW JERSEY
 WIIN—Atlantic City
NEW YORK
 WFLY (FM)—Albany
 WPTR—Albany
 ROchester
 WEZG—Syracuse
 WEZG-FM—Syracuse
 WIBO (FM)—Utica
 WIBX—Utica
NORTH CAROLINA
 Fayetteville
 WPET—Greensboro
 WROK (FM)—
 Greensboro
NORTH DAKOTA
 KRRZ (FM)—Fargo

OHIO
 WWOJ (FM)—Canton
 WLW—Cincinnati
 WSKS (FM)—
 Cincinnati
 WBBG—Cleveland
OKLAHOMA
 WKY—Oklahoma City
 KBEZ (FM)—Tulsa
OREGON
 KJIB (FM)—Portland
 KWJJ—Portland
PENNSYLVANIA
 WUSL (FM)—
 Philadelphia
 WDEL (FM)—
 Philadelphia
 WDMV (FM)—
 Pittsburgh
 WARM—Scranton
 WBSA—York
 WBSA-FM—York
RHODE ISLAND
 WBRU (FM)—
 Providence
SOUTH CAROLINA
 WSSL-FM/WSSL—
 Greenville
TENNESSEE
 WGKX (FM)—Memphis
 WSIX—Nashville
 WSIX-FM—Nashville
TEXAS
 KAMA—El Paso
 KAMZ (FM)—El Paso
 KKBO—Houston
 KKBO-FM—Houston
 KEND—Lubbock
 KLL-FM—Lubbock
 KTXF (FM)—McAllen
 KBUC/KBUC-FM—
 San Antonio
 Dallas/Ft. Worth
 WBAP—
 Dallas/Ft. Worth

UTAH
 KLCY (FM)—
 Salt Lake City
VIRGINIA
 WRVA—Richmond
 WRVO (FM)—Richmond
WASHINGTON
 KJR—Seattle
 KGA—Spokane
 KDRK (FM)—Spokane
 KUTI—Yakima
 KXDD (FM)—Yakima
WEST VIRGINIA
 WVVA—Wheeling
WISCONSIN
 WZUU (FM)—
 Milwaukee
 WZLU—Milwaukee

WJRX—Detroit
 WHYT (FM)—Detroit
 WKLO (FM)—
 Grand Rapids
 KJJO (FM)—
 Minneapolis
 WJDX—Jackson
 KZZC (FM)—
 Kansas City
 KLMs—Lincoln
 KFMO (FM)—Lincoln
 KORK—Las Vegas
 KYRK (FM)—Las Vegas

WFPG (FM)—
 Atlantic City
NEW YORK
 WFNY (FM)—Albany
 WPTF—Albany
 WBEN—Buffalo
 WBNF—Buffalo
 WHTZ (FM)—New York
 WBBF—Rochester
NORTH CAROLINA
 WROQ—Charlotte
 WROO-FM—Charlotte
 WFNC—Fayetteville
 WOSM (FM)—
 Greensboro

OHIO
 WMJI (FM)—Cleveland
 WCOL—Columbus
 WXGT (FM)—Columbus
 WAVI—Dayton
 WDAO (FM)—Dayton
OKLAHOMA
 KBEZ (FM)—Tulsa
OREGON
 KJIB (FM)—Portland
 KWJJ—Portland

PENNSYLVANIA
 WUSL (FM)—
 Philadelphia
 WDMV (FM)—
 Pittsburgh
 WARM—Scranton
 WBSA—York
 WBSA-FM—York
RHODE ISLAND
 WBRU (FM)—
 Providence
SOUTH CAROLINA
 WSSL-FM/WSSL—
 Greenville
TENNESSEE
 WGKX (FM)—Memphis
 WSIX—Nashville
 WSIX-FM—Nashville

TEXAS
 KAMA—El Paso
 KAMZ (FM)—El Paso
 KKBO—Houston
 KKBO-FM—Houston
 KEND—Lubbock
 KLL-FM—Lubbock
 KTXF (FM)—McAllen
 KBUC/KBUC-FM—
 San Antonio
 Dallas/Ft. Worth
 WBAP—
 Dallas/Ft. Worth

UTAH
 KLCY (FM)—
 Salt Lake City
VIRGINIA
 WRVA—Richmond
 WRVO (FM)—Richmond
WASHINGTON
 KJR—Seattle
 KGA—Spokane
 KDRK (FM)—Spokane
 KUTI—Yakima
 KXDD (FM)—Yakima
WEST VIRGINIA
 WVVA—Wheeling
WISCONSIN
 WZUU (FM)—
 Milwaukee
 WZLU—Milwaukee

WYOMING
 KTWO—Casper
 KUUY—Cheyenne
 KOVE—Lander
 KOJO—Laramie

ALABAMA
 Mobile/Pensacola
 WSGN—Birmingham
ALASKA
 KKLV (FM)—Anchorage
ARIZONA
 KOYT (FM)—Phoenix
ARKANSAS
 Little Rock
CALIFORNIA
 Sacramento
 KLAC—Los Angeles
 KZLA-FM—Los Angeles
 KIOO (FM)—
 Los Angeles
 KWXY/KWXY-FM—
 Palm Springs
 KPAK—Redding
 KRAK—Sacramento
 KSCK (FM)—
 San Luis Obispo

COLORADO
 KHOW—Denver
CONNECTICUT
 WPOF (FM)—Hartford
DELAWARE
 Wilmington
DISTRICT OF COLUMBIA
 Washington DC
FLORIDA
 WSRF—
 Fort Lauderdale
 WSHE (FM)—
 Fort Lauderdale
 WGTR—Fort Myers
 WOOJ-FM—Fort Myers
 WQBA—Miami
 WBOA-FM—Miami
 WKIS—Orlando
 WBGW (FM)—
 Tallahassee
 WKOE—Tallahassee
 WRBO—Tampa
 WRBO-FM—Tampa
GEORGIA
 WDAK—Columbus
 WEIZ (FM)—Columbus

HAWAII
 KULA (FM)—Honolulu
ILLINOIS
 WTAX—Springfield
 WDBR (FM)—
 Springfield
INDIANA
 Indianapolis
IOWA
 Fort Dodge
 KWMT—Fort Dodge
KANSAS
 WREN—Topeka
 KFH—Wichita
 KLZS (FM)—Wichita
KENTUCKY
 Louisville

LOUISIANA
 WOUF—New Orleans
 WOUF-FM—New Orleans
 KVKI (FM)—
 Shreveport
MAINE
 WYNZ-FM—Portland
MARYLAND
 Baltimore
MASSACHUSETTS
 Springfield
 WJMX-FM—Boston
 WAQY (FM)—
 WIXY—Springfield

MICHIGAN
 WKFR (FM)—
 Kalamazoo
 WKLO (FM)—
 Grand Rapids
MINNESOTA
 KRSI—Minneapolis
MISSISSIPPI
 WMSI (FM)—Jackson
MISSOURI
 Kansas City
NEBRASKA
 KLNK—Omaha
 KOKO (FM)—Omaha
NEVADA
 KOLO—Reno

NEW JERSEY
 WIIN—Atlantic City
NEW YORK
 WFLY (FM)—Albany
 WPTR—Albany
 ROchester
 WEZG—Syracuse
 WEZG-FM—Syracuse
 WIBO (FM)—Utica
 WIBX—Utica
NORTH CAROLINA
 Fayetteville
 WPET—Greensboro
 WROK (FM)—
 Greensboro
NORTH DAKOTA
 KRRZ (FM)—Fargo

OHIO
 WWOJ (FM)—Canton
 WLW—Cincinnati
 WSKS (FM)—
 Cincinnati
 WBBG—Cleveland
OKLAHOMA
 WKY—Oklahoma City
 KBEZ (FM)—Tulsa
OREGON
 KJIB (FM)—Portland
 KWJJ—Portland
PENNSYLVANIA
 WUSL (FM)—
 Philadelphia
 WDEL (FM)—
 Philadelphia
 WDMV (FM)—
 Pittsburgh
 WARM—Scranton
 WBSA—York
 WBSA-FM—York
RHODE ISLAND
 WBRU (FM)—
 Providence
SOUTH CAROLINA
 WSSL-FM/WSSL—
 Greenville
TENNESSEE
 WGKX (FM)—Memphis
 WSIX—Nashville
 WSIX-FM—Nashville

TEXAS
 KAMA—El Paso
 KAMZ (FM)—El Paso
 KKBO—Houston
 KKBO-FM—Houston
 KEND—Lubbock
 KLL-FM—Lubbock
 KTXF (FM)—McAllen
 KBUC/KBUC-FM—
 San Antonio
 Dallas/Ft. Worth
 WBAP—
 Dallas/Ft. Worth

UTAH
 KLCY (FM)—
 Salt Lake City
VIRGINIA
 WRVA—Richmond
 WRVO (FM)—Richmond
WASHINGTON
 KJR—Seattle
 KGA—Spokane
 KDRK (FM)—Spokane
 KUTI—Yakima
 KXDD (FM)—Yakima
WEST VIRGINIA
 WVVA—Wheeling
WISCONSIN
 WZUU (FM)—
 Milwaukee
 WZLU—Milwaukee

WYOMING
 KTWO—Casper
 KUUY—Cheyenne
 KOVE—Lander
 KOJO—Laramie

ALABAMA
 Mobile/Pensacola
 WSGN—Birmingham
ALASKA
 KKLV (FM)—Anchorage
ARIZONA
 KOYT (FM)—Phoenix
ARKANSAS
 Little Rock
CALIFORNIA
 Sacramento
 KLAC—Los Angeles
 KZLA-FM—Los Angeles
 KIOO (FM)—
 Los Angeles
 KWXY/KWXY-FM—
 Palm Springs
 KPAK—Redding
 KRAK—Sacramento
 KSCK (FM)—
 San Luis Obispo

Internet Radio Networks

Media Code 4 100 0050 9.00 Mid 015663-000
 Internet Radio Networks
 154 E. 46th St., New York, NY 10017. Phone 212-916-0500.

1. PERSONNEL

President—Ralph Guild, 212-916-0543.
 Exec. Vice-Pres.—Richard Sharpe, 212-916-0525.
 Manager—Bob Lion, 212-916-0561.
 Operations Manager—Marc Guild, 212-916-0548.
 Account Executive—Barbara Mihalich, 212-916-0565.
 Account Executive—Kathy Score, 212-916-0567.
 Atlanta—Mike Blackman, 404-953-1111.
 Boston—Tom Poulos, 617-423-0606.
 Chicago—John Bitting, 312-644-7150.
 Dallas—Shane Fox, 214-350-0800.
 Denver—Gary Donohue, 303-368-0334.
 Detroit—Valerie Tuttle, 313-649-6200.
 Houston—Tom Dollif, 713-266-7667.
 Los Angeles—Jeff Dashev, 213-658-7072.
 Minneapolis—Vince Perez, 612-333-8717.
 Philadelphia—Pam Little, 215-732-3380.
 Portland—Georgia Hess, 503-223-1700.
 St. Louis—Gary Ahrens, 314-231-0000.
 San Francisco—Dennis Dalton, 415-986-4112.
 San Francisco—Esther Felsenfeld, 415-398-7662.
 Seattle—Michelle Morgan Robinson, 206-223-1183.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Internet is comprised of stations represented by Interep companies: Hillier, Newmark, Wechsler & Howard; Major Market Radio; McGavren Guild Radio and Weiss & Powell Radio Sales. Copy forwarded to affiliates by US mail.

- OPTIONS & CONDITIONS**
1. Minimum purchase per station: 6 announcements weekly.
 2. Cancellation notice: Four weeks.
 3. Rate protection: Length of contract-no contract may exceed year.
 4. Makegoods will be broadcast within schedule, flight dates, & day-part of announcements missed.
- Billing Policy:** Network will bill on the 30th of each broadcast month with single invoice on behalf of the affiliates participating in network order. Full payment of network invoice is due on or before the 15th of the month immediately following month in which schedule is broadcast. Advertising agencies will be presented with Post-Analysis no later than 6 weeks after end of schedule.

COMMERCIAL REQUIREMENTS
 One master set of tapes or live copy with instructions must be supplied to Internet one week prior to start of schedule. Distribution and reproduction of copy available to client.

Network can be tailored to meet these advertiser needs:

1. Market list.
2. Start date.
3. Commercial copy.
4. Time periods.
5. Commercial length.
6. Announcement levels.

Internet costs are determined by individually negotiated station rates. Any advertiser credits will reflect their individual contribution to the total order.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates are dependent upon each advertiser's station lineup.

KATZ RADIO GROUP NETWORK



Katz Radio

Media Code 4 100 0055 8.00 Mid 015661-000
 Katz Radio Group
 One Dag Hammarskjold Plaza, New York, NY 10017.
 Phone 212-572-5500, TWX, 710-581-5316, 581-5317.

1. PERSONNEL

New York—Pres. Ken J. Swetz, Vice-Pres. & Mgr. Stu Olds; 212-572-5500.
 Atlanta—Greg Noack, 404-233-0203.
 Boston—Ed Gottmann, 617-426-7290.
 Chicago—Bob McArthur, 312-836-0500.
 Dallas—Mitch Klone, 214-871-1980.
 Detroit—(Troj) Mike Chires, 313-649-4333.
 Houston—Mike Moran, 713-961-5094.
 Los Angeles—Jerry Stehney, 213-852-8700.
 Philadelphia—Jack Marino, 215-567-5166.
 Portland—Dennis Mahoney, 503-226-3973.
 San Francisco—Jack Messenger, 415-777-3377.
 Seattle—Earl Reilly, 206-682-8131.
 St. Louis—Mike Marshall, 314-231-1868.
 Minneapolis—Judy Houston, 612-854-2106.

2. REPRESENTATIVES

Katz Radio.
 Christal Radio.
 Republic Radio Sales, Inc.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Represented Network. Commercials and instructions forwarded to affiliates by U. S. Mail.

KENTUCKY STATE GROUP

Comprised of

WANY—Albany
 WANY-FM—Albany
 WBRT—Bardstown
 WOKH (FM)—Bardstown
 WLJC (FM)—
 Beautyville
 WKXO—Berea
 WLBJ—Bowling Green
 WLBJ-FM—
 Bowling Green
 WMMG (FM)—
 Brandenburg
 WLCB—Buffalo
 WKYR—Burkesville
 WKDZ/WKDZ-FM—Cadiz
 WCAK (FM)—
 Catlettsburg
 WNES—Central City
 WAIN/WAIN-FM—
 Columbia
 WCPM—Cumberland
 WCYN—Cynthiana
 WHIR—Danville
 WIEL—Elizabethtown
 WSTL—Eminence
 WIOK (FM)—Falmouth
 WFKY—Frankfort
 WKYW (FM)—Frankfort
 WFKN—Franklin
 WRMA—Fulton
 WAXU (FM)—
 Georgetown
 WBBE—Georgetown
 WCDS—Glasgow
 WGRK/WGRK-FM—
 Greensburg
 WFSR—Hartford
 WHBN/WHBN-FM—
 Harrodsburg
 WLS—Hartford
 WSON—Henderson
 WKMO (FM)—
 Hodgenville
 WKOA—Hopkinsville
 WKOA-FM—
 Hopkinsville
 WIRV—Irvine

LOUISIANA STATE GROUP

Comprised of

KDBS—Alexandria
 KFRV (FM)—
 Alexandria
 KTRY—Bastrop
 KTRY-FM—Bastrop
 WBOX—Bogalusa
 WIKC—Bogalusa
 KCTO—Columbia
 KCTO-FM—Columbia
 KRFP—Couchatta
 KSG—Crowley
 WLB—Denham Springs
 KDLA—De Ridder
 KEAS—De Ridder
 KEUN—Eunice
 KIDL—Farmerville
 KJWM (FM)—
 Farmerville
 KFNW—Ferriday
 KFNW-FM—Ferriday
 WSLG—Gonzales
 WTGI (FM)—Hammond
 KLVU—Haynesville
 KCKW/KJNA (FM)—Jena

MAINE STATE GROUP

Comprised of

WRDO/WRDO-FM—
 Augusta
 WDMF/WDMF-FM—
 Dover-Foxcroft
 WHOU/WHOU-FM—
 Houlton

MARYLAND STATE GROUP

Comprised of

WSEK—Elkton
 WLM—Laurel
 WMSG—Oakiand
 WXIE (FM)—Oakland
 WOCO (FM)—
 Ocean City

MASSACHUSETTS STATE GROUP

Comprised of

WBVD—Beverly
 WCIB (FM)—Falmouth

WREB—Holyoke

MICHIGAN STATE GROUP

Comprised of

WABJ—Adrian
 WLEN (FM)—Adrian
 WJKY—Jamestown
 WIXI—Lancaster
 WLBN—Lebanon
 WLSK (FM)—Lebanon
 WVKY—Louisia
 WFMW—Madisonville
 WKTG (FM)—
 Dowagiac
 WZXM—Gaylord
 WGMM (FM)—Gladwin
 WJEB—Gladwin
 WXL—Manchester
 WJL—Marion
 WFTM—Maysville
 WFTM-FM—Maysville
 WMIK—Middlesboro
 WMIK-FM—Middlesboro
 WFLW—Monticello
 WKYM (FM)—
 Monticello
 WMOR—Morehead
 WMOR-FM—Morehead
 WSJP—Murray
 WNKY—Neon
 WNVL—Nicholasville
 WDXR—Paducah
 WKYO (FM)—Paducah
 WKYX—Paducah
 WSIP/WSIP-FM—
 Paintsville
 WDHR (FM)—Pikeville
 WPKE—Pikeville
 WDOC—Prestonburg
 WPKY/WPKY-FM—
 Princeton
 WHRZ (FM)—
 Providence
 WEKY—Richmond
 WLCK/WLCK-FM—
 Scottsville
 WCND—Shelbyville
 Brecckenridge
 KRWC—Buffalo
 KXLV-FM—Cambridge
 WVIC—Duluth
 KEHG—Fosston
 KDWA—Hastings
 WKKO—Hibbing
 WTBX (FM)—Hibbing

MINNESOTA STATE GROUP

Comprised of

KEZZ (FM)—Aitkin
 KKIN—Aitkin
 KASM—Albany
 KBMO/KBMO-FM—
 Benson
 KOBR—Brainerd
 KBMW—Breckenridge
 KKIB (FM)—
 Breckenridge
 KRWB—Buffalo
 KXLV-FM—Cambridge
 WVIC—Duluth
 KEHG—Fosston
 KDWA—Hastings
 WKKO—Hibbing
 WTBX (FM)—Hibbing

MISSISSIPPI STATE GROUP

Comprised of

WHAY (FM)—Aberdeen
 WMPA—Aberdeen
 WAFM—Amory
 WAMY—Amory
 WESE (FM)—Baldwyn
 WBLE (FM)—
 Batesville
 WJBI—Batesville
 WHII/WXII (FM)—
 Bay Springs
 WXGR—Bay St. Louis
 KXLA—Rayville
 KRUS—Ruston
 KBCL—Shreveport
 KEVI (FM)—
 Shreveport
 WSDI—Slidell
 KBYO (FM)—Tallulah
 KZZM—Tulalaha
 KVPJ—Vile Platte
 KMAR/KMAR-FM—
 Winnsboro

MISSOURI STATE GROUP

Comprised of

KLCO—Branson
 KRZK (FM)—Branson
 KVCV-FM—Cabool
 KCRV—Caruthersville
 KCHR—Charleston
 KHRB—De Soto
 KDEX/KDEX-FM—Dexter
 KDFN/KOEA (FM)—
 Doniphan
 KEXS—
 Excelsior Springs
 KFMO—Flat River
 KRFG (FM)—
 Greenfield
 KPJA—Ironton
 KJAS—Jackson
 KWOS—Jefferson City
 KODE—Joplin
 KLUK (FM)—
 Knob Noster
 KCTB—Malden
 KTRI (FM)—Mansfield
 KNIM/KNIM-FM—
 Maryville
 KKBL (FM)—Monett
 KRMO—Monett
 KLCO (FM)—
 Monroe City
 KLRB—Mountain Grove
 KLRB-FM—
 Mountain Grove
 KNEM—Nevada
 KIDS (FM)—Palmyra
 KLID—Poplar Bluff
 KWOC—Poplar Bluff
 KMIS/KMIS-FM—
 Portageville
 KDRO—Sedalia
 KLSM—Springfield
 KALM—Thayer
 KTTN/KTTN-FM—
 Trenton
 KOKO—Warrensburg
 KWPM—West Plains
 KWPM-FM—West Plains

MONTANA STATE GROUP

Comprised of

KCDO (FM)—Belgrade
 KGVV—Belgrade
 KXXL—Bozeman
 KGLE—Glendive
 KVEE (FM)—Glendive
 KARR—Great Falls

NEBRASKA STATE GROUP

Comprised of

KBRB—Ainsworth
 KGMT—Fairbury
 KTNK—Falls City
 KBRX/KBRX-FM—
 O'Neill
 KEYR—Terrytown
 KTCH/KTCH-FM—Wayne

NEVADA STATE GROUP

Comprised of

KENO—Las Vegas
 KWNA/KWNA-FM—
 Winnemucca

NEW HAMPSHIRE STATE GROUP

Comprised of

WBRL—Berlin
 WKZU—Laconia
 WLNH (FM)—Laconia

NEW JERSEY STATE GROUP

Comprised of

WFMV (FM)—
 Blairstown
 WRDR (FM)—
 Egg Harbor
 WTYO—Hammonton
 WWBZ—Vineland
 WJIC—Salem
 WNNN (FM)—Salem
 WTTM—Trenton

NEW MEXICO STATE GROUP

Comprised of

KINN/KINN-FM—
 Alamogordo
 KARS—Belen
 KATK (FM)—Carlsbad
 KBAD—Carlsbad
 KCLV—Clovis
 KGRT—Las Cruces
 KRTN/KRTN-FM—Raton
 KSYX—Santa Rosa
 KOAY (FM)—Tucumcari
 KTNM—Tucumcari

NEW YORK STATE GROUP

Comprised of

WCSS—Amsterdam
 WKOL—Amsterdam
 WAUB—Auburn
 WCGR—Canandaigua
 WFLC (FM)—
 Canandaigua
 WCKL—Catskill
 WJIV (FM)—
 Cherry Valley
 WFLR/WFLR-FM—Dundee
 WEHH—Elmira Heights
 WECO (FM)—Geneva
 WWSC—Glens Falls
 WYLR (FM)—
 Glens Falls
 WMYL—Herkimer
 WHCU—Ithaca
 WHCU-FM—Ithaca
 WKNY—Kingston
 WIRD—Lake Placid
 WYBG—Massena
 WACK—Newark
 WDO5—Oneonta
 WSRK (FM)—Oneonta
 WDLK—Port Jervis
 WTSX (FM)—
 Port Jervis
 WKAL—Rome
 WKAL-FM—Rome
 WSCP—Sandy Creek
 WNBZ—Saranac Lake
 WNP5—Ticonderoga
 WXTY (FM)—
 Ticonderoga
 WYUT (FM)—Utica

NORTH CAROLINA STATE GROUP

Comprised of

WODK-FM—Ahoskie
 WRCS—Ahoskie
 WABZ (FM)—
 Albermarle
 WWWW—Albermarle
 WRAO—Asheville
 WBMA—Beaufort
 WCGC—Belmont
 WPYB—Benson
 WONO—Black Mountain
 WATA—Boone
 WPNF—Brevard
 WBHN—Bryson City
 WBBB—Burlington
 WPCM (FM)—
 Burlington
 WKYK—Burnsville
 WPTL—Canton
 WRBX—Chapel Hill
 WEGG—Concord
 WAAK—Dallas
 WCKB—Dunn
 WTIK—Durham
 WCBX—Eden
 WZBO—Edenton
 WCNC—Elizabeth City
 WBLA—Elizabethtown
 WWKO—Fair Bluff
 WFLB—Fayetteville
 WBBO—Forest City
 WAGY—Forrest City
 WBBO-FM—Forest City
 WFSK—Franklin
 WFRF (FM)—Franklin
 WFMC—Goldsboro
 WBZQ—Greenville
 WKDX—Hamlet
 WCPO—Havelock
 WMSO (FM)—Havelock
 WHNC—Henderson
 WHKP—Hendersonville
 WKIT (FM)—
 Hendersonville
 WGOS—High Point
 WRKB—Kannapolis
 WKTE—King
 WELS—Kinston
 WLNC—Laurinburg
 WJRI—Lenoir
 WTSB—Lumberton
 WMMH—Marshall

NORTH DAKOTA STATE GROUP

Comprised of

KDAK—Carrington
 KDCN—Dickenson
 KXPO—Grafton
 KQDJ—Jamestown
 WMYN—Mayodan
 WDSL—Mocksville
 WMAP—Monroe
 WPAO—Mount Airy
 WOFM (FM)—Lucas
 WKRK—Murphy
 WNNC—Newton
 WBCO—Oxford
 WPCB/WKX-FM—
 Plymouth
 WSMR—Raeeford
 WPTL—Raleigh
 WYRU—Red Springs
 WREB—Reidsville
 WPTM (FM)—
 Roanoke Rapids
 WSMY—Roanoke Rapids
 WTLW—Rockingham
 WRMT—Rocky Mount
 WEGG—Rose Hill
 WFJA (FM)—Sanford
 WBSL—Sanford
 WWGP—Sanford
 WOHS—Shelby
 WXIK (FM)—Shelby
 WMPM—Smithfield
 WCLE—Southern Pines
 WCOK—Sparta
 WTOE—Spruce Pine
 WDRV—Statesville
 WKSM (FM)—
 Tabor City
 WTAB—Tabor City
 WTLK—Taylorsville
 WTNK—Thomasville
 WTYN—Tryon
 WSWM—Valdese
 WADE—Wadesboro
 WOBR—Wanchese
 WOBFR-FM—Wanchese
 WWSN—Washington
 WHCC—Waynesville
 WONS (FM)—
 Waynesville
 WETC—
 Wendell-Zebulon
 WSKS—West Jefferson
 WLLY—Wilson
 WBTE/WLDB (FM)—
 Windsor
 WYDK—Yadkinville

OHIO STATE GROUP

Comprised of

WNCQ—Ashland
 WOHP—Bellefontaine
 WOCT/WBNO-FM—
 Bryan
 WBCO—Bucyrus
 WILE—Cambridge
 WKKI (FM)—Celina
 WDOH (FM)—Delphos
 WCNW—Fairfield
 WIRO—Ironton
 WITO (FM)—Ironton
 WLMJ—Jackson
 WZZT (FM)—
 Johnstown
 WKNT—Kent
 WNIR (FM)—Kent
 WKTN (FM)—Kenton
 WLGK-FM—Logan
 WCLW—Mansfield
 WCLW-FM—Mansfield
 WBRJ—Marietta
 WEYO (FM)—Marietta
 WTIG—Massillon

OKLAHOMA STATE GROUP

Comprised of

KADA—Ada
 KALV—Alva
 KKAJ (FM)—Ardmore
 KVSQ—Ardmore
 KEOR—Atoka
 KLTR—Blackwell
 KELI-FM—
 Broken Arrow
 KWCO—Chickasha
 KKCC—Clinton
 KKCC-FM—Clinton
 KUSH—Cushing
 KRHD—Duncan
 KRHD-FM—Duncan
 KCAN—El Reno
 KOKG—Guthrie
 KVYL—Holdenville
 KGLC—Miami
 KBIX—Muskogee
 KOKL/KOKL-FM—
 Okmulgee
 KVLH—Pauls Valley
 KXVO—Pawhuska
 KFOR—Pawhuska
 KTEW—Poteau
 KXOJ—Sapulpa
 KVIN—Vinita
 KTCR—Wagoner
 KWSH—Wewoka

OREGON STATE GROUP

Comprised of

KRKT/KRKT-FM—Albany
 KVAS—Astoria
 KBKR—Baker
 KURY/KURY-FM—
 Brookings
 KYNG—Coos Bay
 KNNC—Cottage Grove
 KWIP—Dallas
 KJUD—John Day
 KOIK—Lakeview
 KCYX—McMinnville

PENNSYLVANIA STATE GROUP

Comprised of

WHOL—Allentown
 WNCQ—Barnesboro
 WBD—Bedford
 WBRX—Berwick
 WISR—Butler
 WCDL—Carbondale
 WLSF (FM)—
 Carbondale
 WIOO—Carlisle
 WCHA—Chambersburg
 WKIZ (FM)—
 Chambersburg
 WESA—Charlertoi
 WWH—Clarion
 WPCD—Elizabethtown
 WGRP—Greenville
 WGRP-FM—
 Greenville
 WHVR—Hanover
 WHPA (FM)—
 Hollidaysburg
 WDNH—Honesdale
 WDNH-FM—Honesdale
 WHUN/WRLR (FM)—
 Huntingdon
 WKZA—Kane
 WACB—Kittanning
 WOTW—Latrobe
 WAHT—Lebanon
 WYNS—Lehighton
 WTCG—Lewisburg
 WBPZ—Lock Haven
 WCNM (FM)—
 Lock Haven
 WMM—Mount Carmel
 WKRZ—Oil City
 WOYL—Oil City
 WRJS (FM)—Oil City
 WGBG/WGBG-FM—
 Red Lion
 WKMC—Roaring Spring
 WSPJ (FM)—Shamokin
 WMGZ—Sharon
 WMGZ (FM)—Sharon
 WMGZ—Sharpsville
 WMAJ—State College
 WPOP (FM)—Uniontown
 WEEQ—Waynesboro
 WANB/WANB-FM—
 Waynesburg
 WWBR—Windber

RHODE ISLAND STATE GROUP

Comprised of

WARV—Warwick
 WABY—Abeville
 WAKN—Aiken
 WNEZ (FM)—Aiken
 WDOG/WYX (FM)—
 Allendale
 WAIN—Anderson
 WWBD—Bamburg
 WBAW/WBAW-FM—
 Barnwell
 WBLR—Batesburg
 WBEU—Beaufort
 WYKZ (FM)—Beaufort
 WAGS—Bishopville
 WCAM—Camden
 WOKC—Charleston
 WCRE—Cheraw
 WPDZ (FM)—Cheraw
 WGCC—Chester
 WPCD—Clinton
 WDFR (FM)—
 Darlington
 WKGE—Darlington
 WDCS—Dillon
 WELP—Easley
 WOLS—Florence
 WGTN—Georgetown
 WAZX (FM)—
 Georgetown
 East Greenwich
 WMTY—Greenwood
 WEAB—Greer
 WBHC—Hampton
 WHSC—Hartsville
 WJES—Johnston
 WDKD—Kingstree
 WWKT (FM)—
 Kingstree
 WLCM—Lancaster
 WPAJ (FM)—Lancaster
 WYSL—Loris
 WATP—Marion
 WMCJ—Moncks Corner
 WKDK—Newberry
 WKZK—
 North Augusta
 WKSD—Orangeburg
 WJMR—Ridgeland
 WRHI—Rock Hill
 WDFM (FM)—Seneca
 WSNW—Seneca
 WKDY—Spartanburg
 WAZS—Summerville
 WBCU—Union
 WALD—Waterboro
 WCKM—Winnabow
 WSJW—Woodruff

SOUTH DAKOTA STATE GROUP

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 KMSD—Milbank
 KTOC—Rapid City
 KOD—Redfield
 KSLC—Watertown

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 WIND—Chicago
 WIXN—Dixon
 WRMN—Elgin
 WHPI—Herrin
 WAKO—Lawrenceville
 WMLA (FM)—Leroy
 WAKO-FM—Lawrenceville

INDIANA
 WIFF—Auburn
 WIFF-FM—Auburn
 WBNL/WBNL-FM—Boonville
 WWJY (FM)—Crown Point
 WGRT (FM)—Danville
 WADM—Decatur
 WCMR—Elkhart
 WGAO (FM)—Franklin

IOWA
 KCFI—Cedar Falls
 KCDR—Cedar Rapids
 KTOF (FM)—Cedar Rapids
 KRIT (FM)—Clarion
 WOC—Davenport
 KDMI (FM)—Des Moines
 KFVD—Fort Dodge
 KCJJ—Iowa City
 KOXX—Keokuk

KANSAS
 KSOK—Arkansas City
 KNCK—Concordia
 KCKS (FM)—Concordia
 KIND—Independence
 KIND-FM—Independence
 KIKS/KIOL (FM)—Iola
 KLIB—Liberal

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 WLBK—Bowling Green
 WLBK-FM—Bowling Green
 WKLO—Danville
 WHIC/WHIC-FM—Hardinsburg
 WKCB/WKCB-FM—Hindman
 WJKY—Jamestown
 WJRS (FM)—Jamestown
 WLBK—Lebanon
 WLSK (FM)—Lebanon
 WAKY—Louisville
 WVEZ (FM)—

LOUISIANA
 KCKW/KJNA (FM)—Jena
 KWL (FM)—Many
 KASO—Minden

MAINE
 WCLZ (FM)—Brunswick
 WKXA—Brunswick
 WLKN/WLKN-FM—Lincoln
 WEGP—Presque Isle
 WTMS (FM)—Presque Isle

MARYLAND
 WNAV—Annapolis
 WITB—Baltimore
 WCTD (FM)—

MASSACHUSETTS
 WEZE—Boston
 WHUE—Boston
 WHUE-FM—Boston
 WRKO—Boston
 WAMK—Brookton
 WALE—Fall River

MICHIGAN
 WLEN (FM)—Adrian
 WEL/WEL-FM—Albion
 WATT—Cadillac
 WXL—Detroit
 WCXL-FM—Detroit
 WFLT—Flint
 WTAC—Flint
 WMAX—Grand Rapids
 WHTC—Holland
 WYXX-FM—Holland
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 WXCW—Jackson
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 WTIO—Manistique
 WCEN—Mt. Pleasant

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 KKIN—Aitkin
 KAUS—Austin
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 KBHP (FM)—Bemidji
 KBUN—Bemidji
 WJYJ (FM)—Brainerd
 KXLF-FM—Cambridge
 KROX—Crookston
 KDLM—Detroit Lakes
 KCLR (FM)—Detroit Lakes
 KRHK—New Prague
 KRKR/KRRK-FM—E. Grand Forks
 KBRF—Fergus Falls
 KOZY—Grand Rapids
 KDUZ—Hutchinson
 KGS—International Falls

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 WAMY—Amory
 WJMB—Brookhaven
 WROX—Clarksdale
 WFFF—Columbia
 WFFF-FM—Columbia
 WKUC—Corinth

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 KZYM—Cape Girardeau
 KCRV—Caruthersville
 KLOW (FM)—Caruthersville
 KCHR—Charleston
 KFMO—Flat River
 KHMO—Hannibal
 KPAA—Ironton
 KYLS (FM)—Ironton
 KCMO—Kansas City

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 KPOX (FM)—Havre
 KOFI—Kalispell

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 KSDZ (FM)—Gordon
 KMMJ—Grand Island
 KXSS (FM)—Lincoln
 KNCY/KNCY-FM—Nebraska City

NEVADA
 KMZO (FM)—Henderson
 KLA—Las Vegas

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 WSMN—Nashua

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 WUSJ—Atlantic City
 WSNJ/WSNJ-FM—Bridgeton
 WSSJ—Camden
 WSUS (FM)—Franklin

NEW MEXICO
 KPASA—Alamogordo
 KRZY—Albuquerque
 KZIA—Albuquerque
 KSPV—Artesia
 KCC—Carlsbad
 KLMX—Clayton
 KGAK—Gallup

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 WPKY (FM)—Albany
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 WCLL—Corning
 WZKZ (FM)—Corning
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 WEHH—Elmira Heights
 WBZA—Glens Falls
 WNIO (FM)—Hudson Falls
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 WSRD (FM)—Johnstown
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 WCHL—Chapel Hill
 WSOE—Charlotte
 WSOE-FM—Charlotte
 WTK—Durham
 WROR-FM—Farmville
 WFAI—Fayetteville
 WAKS/WAKS-FM—Fuquay
 WROK (FM)—Greensboro
 WISP—Kinston

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 KDAK—Carrington
 KDLR—Devils Lake
 KRRZ (FM)—Fargo
 KPPO—Grafton
 KMAV/KMAV-FM—

OHIO
 WAEZ (FM)—Akron
 WAKR—Akron
 WNCO—Ashland
 WXTD (FM)—Athens
 WBKC—Chardon
 WCKY—Cincinnati
 WWEZ (FM)—Cincinnati
 WERE—Cleveland
 WMIN—Columbus
 WRMZ (FM)—Columbus
 WNW—Defiance
 WIRO—Ironton
 WITO (FM)—Ironton
 WLSR (FM)—Lima
 WRKG—Lorain
 WMRN-FM—Marion
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 KUGN—Eugene
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 KUIK—Hillsboro
 KCGB-FM—Hood River
 KHRH—Hood River
 KJSN—Klamath Falls
 KLAD—Klamath Falls

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 WMBQ—Ambridge
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 WRAX—Bedford
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 WFRM—Coudersport
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 WYIO (FM)—Ebensburg
 WFEM (FM)—Ebensburg
 WISL—Shamokin
 WADJ—Somerset
 WCRN (FM)—Tamaqua
 WGT—Gettysburg
 WGTY (FM)—Gettysburg
 WHJB—Greensburg
 WOKU (FM)—Greensburg
 WHGB—Harrisburg
 WLAN—Lancaster
 WVLE—Lebanon
 WSEG (FM)—McKean
 WWIZ (FM)—Mercer

RHODE ISLAND
 WADK—Newport
 WHIM—Providence

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 WAKN—Aiken
 WNEZ (FM)—Aiken
 WAIM—Anderson
 WCKN (FM)—Anderson
 WBAW/WBAW-FM—Barnwell
 WBSC—Bennettsville
 WCAM—Camden
 WTMA—Charleston
 WLAT—Conway
 WOOK—Greenville

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 KORN—Mitchell
 KNEY (FM)—Pierre

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 WWRT—Algood
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 WALV (FM)—Cleveland
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 WEKR—Fayetteville
 WETB—Johnson City
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 WCMJ—Lawrenceburg
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 KFST—Fort Stockton
 KPJH (FM)—Fort Stockton
 KSWA—Graham
 KWKO (FM)—Graham
 KZZB (FM)—Hamilton
 KCCO—Belleville
 KKK (FM)—Big Spring
 KBBB—Borger
 KSTB—Breckenridge
 KXYL—Brownwood
 KXYL-FM—Brownwood
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 KMIL—Cameron
 KCTA—Childress
 KJCH—Cleveland
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 KLIF—Dallas
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 KURV—Edinburg
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 KPSO—Falfurrias

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 WOLF—Marion
 WNRV—Narrows
 WPMH—Portsmouth
 WLEE—Richmond
 WTVR—Richmond
 WTVR-FM—Richmond
 WJLM (FM)—Roanoke
 WYTI—Roanoke
 WYTI—Rocky Mount
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 WORA (FM)—Warrenton
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 KCLX—Colfax
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 WLOG—Logan

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 WJMC—Rice Lake
 WCOW/WCOW-FM—Sparta
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 WZOB—Fort Payne
 WGAD—Gadsden

ARIZONA
 KZKZ—Flagstaff
 KOY—Phoenix

ARKANSAS
 KELD—El Dorado
 KWXL—Greenwood

CALIFORNIA
 KGEO—Bakersfield
 KPAY—Chico
 KXO—El Centro
 KMJ—Fresno
 KFNB—Los Angeles
 KMYC—Marysville

COLORADO
 KDEN—Denver
 KIX—Fort Collins

CONNECTICUT
 WTIC—Hartford

DELAWARE
 WDEL—Wilmington

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 WWRC—Washington

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 WDAT—Daytona
 WMMK (FM)—Destin
 WIRA—Fl. Pierce
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 WSB—Atlanta
 WIZY—Columbus
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 WJCL (FM)—Savannah

HAWAII
 KIPA—Hilo

IDAHO
 KBOI—Boise
 KID-FM—Idaho Falls

ILLINOIS
 WFPS (FM)—Freeport
 WMAQ—Chicago
 WEBQ—Harrisburg
 WBOB-FM—Harrisburg
 WGLO (FM)/WVLE—

INDIANA
 WTRC—Elkhart
 WMLF—Indianapolis

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 WOC—Davenport
 WHO—Des Moines
 KDTH—Dubuque

KANSAS
 KARE—Atchison
 KKBW—Hutchinson
 KOMA (FM)—

WIFX—Huntsville
WWLX—Lexington
WMLM—Mobile
WYNI—Monroeville
WBAM—Montgomery
WKEA—Scottsboro
KAIR—Tucson
KAUL—Little Rock
KSAR (FM)—Salem
KTIP—Porterville
KOMS—Redding
KFBK—Sacramento
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KNBR—San Francisco
KTMS—Santa Barbara
KJCO (FM)—Yuma
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 KLCL—Lake Charles

MAINE
 WRDO—Augusta
 WZON—Bangor

MARYLAND
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 WTBO—Cumberland
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 Salisbury

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 WOCB—Cape Cod

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 WJR—Detroit
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 WMPL—Hancock
 WIKB—Iron River
 WJPD—Ishpeming
 WJIM—Lansing

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 KLIZ—Brainerd
 WDSM—Duluth
 WYRO (FM)—
 Little Falls
 WDGY—Minneapolis

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 WCLD—Cleveland
 WEPB—Eupora
 WFTO—Fulton
 WROA—Gulfport

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 KESM/KESM-FM—
 El Dorado Springs
 WHB—Kansas City
 KLT—Macon
 KSGM—St. Genevieve
 KSGM-FM—

MONTANA
 KBOZ—Bozeman
 KCEZ—Butte
 KEIN—Great Falls

NEBRASKA
 KODY—North Platte

NEVADA
 KORK—Las Vegas

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 WMOU (FM)—Berlin
 WDCR—Hanover
 WGIR—Manchester

NEW JERSEY
 WMID—Atlantic City

NEW MEXICO
 KZIA—Albuquerque

NEW YORK
 WBEN—Buffalo
 WENY—Elmira
 WCKR (FM)—Hornell
 WVBR-FM—Ithaca
 WGHO—Kingston
 WSUL (FM)—

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 WONO—Black Mountain
 WHVN—Charlotte
 WAGY—Forest City
 WJNC—Jacksonville
 WTSB—Lumberton
 WMNC—Morgantown
 WDEX—Monroe

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 KBMR—Bismarck
 WDAY—Fargo

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 WKY—Cincinnati
 WHK—Cleveland
 WCLW/WCLW-FM—
 Mansfield

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 KGRL—Bend
 KODO—Eugene

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 WSAJ—Altoona
 WHLM/WHLM-FM—
 Bloomsburg
 WESB—Bradford
 WCBG—Chambersburg
 WLEM—Emporium
 WLK—Erie
 WKBO—Harrisburg
 WAZL—Hazleton

RHODE ISLAND
 WHJJ—Providence

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 Charleston
 WOC—Columbia
 WOLS—Florence
 WEAC—
 Gastonia/Gaffney
 WAGI (FM)—

SOUTH DAKOTA
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 KOKD—Redfield

TENNESSEE
 WZYX—Cowan
 WGRV—Greenville
 WGOC—Kingsport
 WOLA (FM)—
 LaFollette

TEXAS
 KOXE (FM)—
 Brownwood
 KEXX (FM)—
 Corpus Christi

UTAH
 KBLO—Logan

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 WSYB—Rutland

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 WBB1—Abingdon
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 Jamesville
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 KQWZ—Everett
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 WJCK—Beckley
 WCIR-FM—Beckley
 WTI1—Charleston
 WKKW (FM)—
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 KLGM (FM)—Buffalo

TEXAS
 KLIF—Dallas
 KVMX-FM—Eastland
 KTSM—El Paso
 KPRC—Houston

UTAH
 KLUB—Salt Lake City

VERMONT
 WCFR—Springfield
 WCFR-FM—
 Springfield

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 Lynchburg
 WLLL—Lynchburg
 WMVA/WMVA-FM—
 Martinsville
 WNIS—Norfolk
 WSWV/WSWV-FM—
 Pennington Gap
 WRVA—Richmond
 WSLC—Roanoke

WASHINGTON
 KING—Seattle
 KHO—Spokane
 KAMT—Tacoma
 KEXI (FM)—Walla Walla
 KMWX—Yakima

WEST VIRGINIA
 WTC5—Fairmont
 WWHY—Huntington
 WCLG—Morgantown
 WRRR-FM—St. Marys
 WCVV (FM)—
 Summersville

WISCONSIN
 WTMJ—Milwaukee
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 WOBT—Rhinelander
 WXYO—Stevens Point

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Talknet
 FROM NBC RADIO

nab

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 WABB—

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 KIKO—Globe
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ARKANSAS
 KELD—El Dorado
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CALIFORNIA
 KHSL—Chico
 KINS—Eureka
 KMJ—Fresno
 KPSI—Palm Springs
 KTI1—
 Porterville
 KPCC—Quincy
 KOMS—Redding

COLORADO
 KVOR—
 Colorado Springs
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 WTIC—Hartford

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 WDEL—Wilmington

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 WNOG—Naples
 WDCC—Orlando
 WCOA—Pensacola

GEORGIA
 WGST—Atlanta
 WWAM—Savannah

IDAHO
 KID-FM—Idaho Falls

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 WDAN—Danville

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 WOMI—Evansville
 WWO—Fort Wayne
 WIBC—
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 WOC—Davenport
 WHO—Des Moines
 KDTH—Dubuque

KANSAS
 KWBW—Hutchinson
 KSAL—Salinas

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 WCTT—Corbin
 WAWG—Louisville

LOUISIANA
 WJBO—Baton Rouge
 KPEL—Lafayette
 KLCL—Lake Charles

MAINE
 WLAM—Lewiston

MARYLAND
 WFBR—Baltimore

MASSACHUSETTS
 WRKO—Boston
 WOCB—Cape Cod

MICHIGAN
 WAAM—Ann Arbor
 WBCK—
 Battle Creek
 WOOD—
 Grand Rapids
 WJIM—Lansing

MINNESOTA
 KLIZ—Brainerd
 WEEB—Duluth
 KSTP—Minneapolis
 KPRM—Park Rapids

MISSISSIPPI
 WSLI—Jackson

MISSOURI
 KMBZ—Kansas City
 KXOK—St. Louis

MONTANA
 KDBI—Dillon
 KODI—Great Falls
 KBLL—Helena
 KXLO—Lewistown

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 KRGI—Grand Island
 KODY—
 North Platte

NEVADA
 KPTI—Carson City
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 WGIR—Manchester

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 WMID—
 Atlantic City

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 WKBW—Buffalo
 WJTN—Jamestown
 WMCA—New York

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 WPNF—Brevard
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 WDNC—Durham
 WAGY—Forest City
 WJNC—Jacksonville

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 WJW—Cleveland
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 WCLW-FM—Mansfield

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 KGWA—Enid
 KMUS—Muskogee

OREGON
 KUGN—Eugene
 KMFR—Medford

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 WSN—
 Allentown/Bethlehem
 WPRR-FM—Altoona
 WVAM—Altoona
 WPRR (FM)—Altoona
 WCBG—

PUERTO RICO
 WOSO—San Juan

RHODE ISLAND
 WHJJ—Providence

SOUTH CAROLINA
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 WOLS—Florence
 WFBC—Greenville
 WCRS—Greenwood

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 KLBJ—Austin
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VERMONT
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 WBBI—Abingdon
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 WMVA/WMVA-FM—

VIRGIN ISLANDS
 WWTI—St. Thomas

WASHINGTON
 KIRO—Seattle

WEST VIRGINIA
 WCAW—Charleston

WISCONSIN
 WEAO—Eau Claire
 WIZM—LaCrosse
 WISM—Madison
 WTMJ—Milwaukee

WYOMING
 KTWO—Casper

Media Code 4 100 0085 5.00 Eastern. Mid 028244-000
 30 Rockefeller Plaza, New York, NY 10020. Phone 212-664-4444.
 Central. 401 North Michigan, Suite 1530, Chicago, IL 60611.
 Phone 312-861-8247.
 Detroit. 2855 Coolidge Rd., Troy, MI 48084. Phone 313-643-0050.
 Dallas. 4144 North Central Expressway, Dallas, TX 75204. Phone 214-559-0710.
 Western. 3000 W. Alameda, Burbank, CA 91523. Phone 818-840-3051.

1. PERSONNEL
 EXECUTIVE OFFICERS
 President—Randall D. Bongarten 212-664-2364.
 Sr. Vice-Pres.—Richard K. Penn, 212-664-3253.
 Vice-Pres. & Gen'l Mgr.—Steve Soule, 212-664-4745.
 Vice-Pres./Sales—Kevin Cox, 212-664-3985.
 Vice-Pres./Mktg Dev.—Charles W. Strehan, 212-664-4985.
 Dir./Affiliate Rel.—Deborah McLaughlin, 212-664-4456.
 REGIONAL DIRECTORS
 Eastern: Warren Schultz, 212-664-3617.
 Central: Charles Kellner, 312-861-8247.
 Detroit: Alan J. Liebrecht, 313-643-0050.
 Dallas: James McCaffrey, 214-559-0710.
 Western: Marbeth Richmond, 818-840-3051.

4. AGENCY COMMISSION
 15%.

TIME RATES

6. SPOT ANNOUNCEMENTS
 Rates have been temporarily withdrawn by network.



Comprised of
ALABAMA
 WAPI-FM—Birmingham
ALASKA
 KSUA (FM)—Fairbanks
ARIZONA
 KDKB-FM—Phoenix
CALIFORNIA
 KNVR (FM)—Chico
 KMET (FM)—Los Angeles
 KRFD (FM)—Marsyville
 KIOO (FM)—Denver
CONNECTICUT
 WRKI—Danbury
 WGTR—Fort Myers/
 Lehigh Acres
 WOOJ-FM—Fort Myers/
 Lehigh Acres
 WFYV—Jacksonville
FLORIDA
 WGTN—Tifton
 KHVH—Honolulu
GEORGIA
 KFMA (FM)—Jerome
ILLINOIS
 WPGU (FM)—Champaign
INDIANA
 WFBO (FM)—Indianapolis
IOWA
 KFMW (FM)—Cedar Rapids/Waterloo
 WXLN (FM)—Louisville
KANSAS
 KOWK (FM)—Louisville
KENTUCKY
 WCTT-FM—Corbin
 WLRS (FM)—Louisville
MARYLAND
 WKGO (FM)—Cumberland
MICHIGAN
 WKSG (FM)—Detroit
 WKLT (FM)—Kalamazoo
MINNESOTA
 KLIZ-FM—Brainerd
 KZIO—Duluth/
 Superior
 KXLP—New Ulm
MISSISSIPPI
 WZKX (FM)—Gulfport
 WKY (FM)—Kalamazoo
MISSOURI
 KJMO—Jefferson City
 KYYS—Kansas City
MONTANA
 KIDX (FM)—Billings
 KDXT (FM)—Reno
NEVADA
 KOZZ (FM)—Reno
NEW MEXICO
 KWXL (FM)—Albuquerque
NEW YORK
 WGMF (FM)—Albany/Schenectady
 WMRV (FM)—Binghamton
NORTH CAROLINA
 WXOR (FM)—Jacksonville
OHIO
 WEBN (FM)—Cincinnati
 WMMS (FM)—Cincinnati
OKLAHOMA
 KATT—Oklahoma City
 KATT-FM—Oklahoma City
OREGON
 KRCK (FM)—Portland
PENNSYLVANIA
 WMMR (FM)—Philadelphia
 WDOE (FM)—Pittsburgh
RHODE ISLAND
 WBRU (FM)—Providence
SOUTH CAROLINA
 WDZK (FM)—Greenville
 WANS-FM—Greenville
SOUTH DAKOTA
 KSOY (FM)—Deadwood
TENNESSEE
 WOVE—Chattanooga
 WZXY (FM)—Kingsport
TEXAS
 KZEW (FM)—Dallas
 KLAO (FM)—El Paso
 KLLO (FM)—Houston

VIRGINIA
 WVOV—Danville
 WJSY—Harrisonburg
WASHINGTON
 KISM (FM)—Bellingham
WEST VIRGINIA
 WKLC-FM—Charleston/Huntington
WISCONSIN
 WOKL—Eau Claire
 WMAD (FM)—Madison
 WLST—Marquette
 WMGF (FM)—Milwaukee
WYOMING
 KROU (FM)—Cheyenne

Media Code 4 100 0090 5.00 Mid 015667-000
 Eastern.
 30 Rockefeller Plaza, New York, NY 10020. Phone 212-664-4444.
 Central.
 401 North Michigan, Suite 1530, Chicago, IL 60611. Phone 312-861-8247.
 2855 Coolidge Rd., Troy, MI 48084. Phone 313-643-0050.
 Dallas.
 4144 North Central Expressway, Dallas, TX 75204. Phone 214-559-0710.
 Western.
 3000 W. Alameda, Burbank, CA 91523. Phone 818-840-3051.

1. PERSONNEL

EXECUTIVE OFFICERS
 President, NBC Radio—Randall D. Bongarten, 212-664-2364.
 Sr. Vice-Pres., NBC Radio Networks—Richard K. Penn, 212-664-3253.
 Vice-Pres. & Gen'l Mgr.—Willard Lockridge, 212-664-2603.
 Vice-President, Sales—Kevin C. Cox, 212-664-3985.
 Vice-President, Marketing Development—Charles W. Strehan, 212-664-4985.
 Director, Affiliate Relations—Nancy Cook, 212-664-4193.
 Director, Programming—Frank Cody, 212-664-4599.

REGIONAL DIRECTORS
 Eastern: Warren Schultz, 212-664-3617
 Central: Charles Keilner, 312-861-8247.
 Detroit: Alan J. Liebrecht—313-643-0050.
 Dallas: James McCaffrey, 214-559-0710.
 Western: Marbeth Richmond, 818-840-3051.

4. AGENCY COMMISSION

15%.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by network.

RKO RADIO NETWORKS



RKO ONE

RKO TWO

RKO RADIOSHOWS



Media Code 4 100 0095 4.00 Mid 015669-000
 1440 Broadway, New York, NY 10018. Phone 212-575-6100.
 401 N. Michigan Ave., Chicago, IL 60611. Phone 312-836-8300.
 3221 West Big Beaver, Suite 207, Troy, MI 48084. Phone 313-649-0960.
 5900 Wilshire Blvd., Suite 1440, Los Angeles, CA 90036. Phone 213-934-0442.

1. PERSONNEL

President—William J. Hogan.
 Vice-Pres. & Dir. of Sales—Arthur Kriemelman.
 Vice-Pres. & Dir., Affiliated Serv.—Meddy Woodyard.
 Dir. of Affiliate Services, Admin.—Thom Gatewood.
 Dir. of Affiliated Serv., Acquisition & Dev.—Barbara McMahon.
 Eastern Sales Manager—Josh Mayberry.
 Chicago Sales Manager—Vance Harrison.
 Detroit Sales Manager—Jack Patterson.
 Western Sales Manager—Frank Boehm.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff Rec'd 8/22/84.

6. SPOT ANNOUNCEMENTS

30 SEC.	RKO ONE	RKO TWO
6-10 am	3100	2200
10 am-3 pm	2300	1600
3-7 pm	3000	2000
7 pm-midnight	1500	1000
Midnight-6 am	700	500

Satellite Music Network

Comprised of
ALABAMA
 WWSM (FM)—Bay Minette
 WAPI—Birmingham
 WPKY—Dora
 WDBM—Dothan
ALASKA
 KBYR—Anchorage
 KWHQ (FM)—Kenai
ARIZONA
 KVRD—Cottonwood
 KGMN (FM)—Kingman
 KBBC (FM)—Lake Havasu City
 KAPO (FM)—Marana
 KMDX (FM)—Parke
ARKANSAS
 KDMS—El Dorado
 KFPW—Fl. Smith
 KFPW-FM—Fl. Smith
 KBTM—Jonesboro
 KJBR (FM)—Jonesboro
 KUUZ (FM)—Lake Village
 KLRA—Little Rock
CALIFORNIA
 KEZY—Anaheim
 KERN—Bakersfield
 KLYD—Bakersfield
 KWRM—Corona
 KNGS—Hanford
 KHJ—Los Angeles
 KSNN (FM)—Los Banos
 KUUL (FM)—Madera
 KCEY—Modesto
 KHYV—Modesto
 KSF—Needles
 KRIJ (FM)—Paradise
 KDDB (FM)—Paso Robles
COLORADO
 KCMN—Colorado Springs*
 KBRQ—Denver
 KBRO-FM—Denver
DELAWARE
 WSEA (FM)—Georgetown
DISTRICT OF COLUMBIA
 WASH (FM)—Washington
FLORIDA
 WAPR—Avon Park
 WSWN—Belle Glade
 WWC—Clermont
 WXVO—DeLand
 WLEO (FM)—Ft. Meyers
 WIKX (FM)—Immokalee
 WRXJ—Jacksonville
 WQAM—Miami
 WCKC—Milton
 WBW—Orlando
GEORGIA
 WPUR (FM)—Americus
 WCKJ—Augusta
 WTGQ (FM)—Cairo
 WGA—Cedartown
IDAHO
 KFSD—Boise
 KLIX—Twin Falls
 KMTW (FM)—Twin Falls
ILLINOIS
 WEIC—Charleston
 WEIC-FM—Charleston
 WAIT—Chicago
 WJJD—Chicago
 WTXR (FM)—Chicago
 Chillicothe
 WXET (FM)—Crystal Lake
 WDLZ—Decatur
 WCCQ (FM)—Joliet
INDIANA
 WAXT (FM)—Alexandria
 WIFE/WCNB-FM—Connersville
 WFLO (FM)—French Lick
 WCTW—New Castle
IOWA
 KCRG—Cedar Rapids
 KMRV—Des Moines
 KSMX (FM)—Ft. Dodge
KANSAS
 KFKF—Kansas City
 KFKF-FM—Kansas City
 KBUF/KBUF-FM—Garden City
 KANS—Larned
 KCLO—Leavenworth
KENTUCKY
 WIKI (FM)—Carrlton
 WCAK (FM)—Cattlettsburg
 WKXJ—Campbellsville
 WCTT-FM—Corbin
 WKED—Frankfort
 WBEE—Georgetown
 WKCN—Hawesville
 WWEL-FM—London
 WSJP—Murray
LOUISIANA
 KALB—Alexandria
 KSYL—Alexandria
 WXAM—Baton Rouge
 KDLA—DeRidder
 KEAZ (FM)—DeRidder
 KJBO (FM)—Jonesboro
 KTCC—Jonesboro
 KJAE (FM)—Leesville
MAINE
 WFAU—Augusta
 WFST—Caribou
 WABK—Gardiner
 WCOU—Lewiston
MARYLAND
 WROG (FM)—Cumberland
 WKI—Leonardtown
MASSACHUSETTS
 WBOS (FM)—Boston
 WMRE—Boston
 WSAR—Fall River
MICHIGAN
 WIDL (FM)—Caro
 WCXI—Detroit
 WYKX (FM)—Escanaba
 WFLT—Flint
MINNESOTA
 WKKO—Hibbing
 WTBX (FM)—Hibbing
 KGHS—International Falls
MISSISSIPPI
 WHAY (FM)—Aberdeen
 WMPA—Aberdeen
 WND—Biloxi
 WMBG (FM)—Columbus
 WEXA (FM)—Eupora
 WFTA (FM)—Fulton
MISSOURI
 KYOO/KYOO-FM—Bolivar
 KVVOC-FM—Cabool
 KEWI—Cape Girardeau
 KTX (FM)—Jefferson City
 KLES—Joplin
MONTANA
 KDGR—Deer Lodge
NEBRASKA
 KUTT (FM)—Fairbury
 KIMB—Kimball
NEVADA
 KYRK (FM)—Las Vegas
NEW HAMPSHIRE
 WBRL—Berlin
 WMYF—Exeter
NEW JERSEY
 WDVR (FM)—Ocean City
NEW MEXICO
 KRKE—Albuquerque
 KLCJ (FM)—Bayard
 KPER—Hobbs
 KENM/KNIT (FM)—Newark
NORTH CAROLINA
 WANC—Aberdeen
 WKXR—Asheboro
 WRLT (FM)—Asheboro
 WONO—Black Mountain
 WCCC—Charlotte
 WZBQ-FM—Edenton
NORTH DAKOTA
 KDVL (FM)—Devils Lake
 KRBB (FM)—Dickinson
OHIO
 WNCO—Ashland
 WFOB (FM)—Chillicothe
 WNRN/WNRE-FM—Circleville
 WGAR—Cleveland
 WELA (FM)—Winton
OKLAHOMA
 KCLI (FM)—Clinton
 KRHD-FM—Duncan
 KLBC (FM)—Durant
 KECC (FM)—Elk City
 KCCO—Lawton
 KMUS—Muskogee
 KOMA—Oklahoma City
OREGON
 KSHR—Coquille
 KSHR-FM—Coquille
 KWVR—Enterprise
PENNSYLVANIA
 WHFX—Columbia
 WRIE—Erie
 WOEO (FM)—Freeland
 WHJB—Greensburg
 WHPA (FM)—Holidaysburg
 WDNH—Honesdale
 WDNH-FM—Honesdale
 WRID—Indiana
 WJAC—Johnstown
RHODE ISLAND
 WGNB—Pawtucket
 WERI—Westerly
SOUTH CAROLINA
 WDSC—Dillon
 WOOK—Greenville
 WSDC—Hartsville
 WXAX—Lexington
 WIXR—Mt Pleasant
SOUTH DAKOTA
 KKA—Aberdeen
 KOAA (FM)—Aberdeen
 KOBH-FM—Hot Springs
 KGFX-FM—Pierre
TENNESSEE
 WRJB (FM)—Camden
 WOOD—Chattanooga
 WDDO-FM—Chattanooga
 WDNT/WLCY (FM)—Dayton
 WBE—Elizabethton
 WTN (FM)—Gatlinburg
 WIKO (FM)—Greeneville
 WLA—La Follette
ALABAMA
 WPIK—Flomaton
 WHRT—Hartselle
 WCOV—Montgomery
 WIOR—Prattville
ALASKA
 KSRM—Soldotna
ARIZONA
 KJUU—Phoenix
 KUUK, Wickenburg
 KHIL—Willcox
 KWXC (FM)—Willcox
 KTTI (FM)—Yuma
ARKANSAS
 KWQZ (FM)—Mountain View
 KTEI (FM)—Piggott
 KSAR (FM)—Salem
 KBR5—Springdale
 KAYR—Van Buren
 KXXI (FM)—Van Buren
CALIFORNIA
 KXNN (FM)—Quincy
 KPCO—Quincy
 KDOO—Salinas
 KWVE (FM)—San Clemente
 KCBO—San Diego
 KQAK (FM)—San Francisco
 KATY—San Luis Obispo
 KCOK—Tulare
 KBBQ—Ventura
COLORADO
 KEXO—Grand Junction
 KEXE—Greeley
 KYOU (FM)—Greeley
 KIDN—Pueblo
DELAWARE
 WSUX/WSUX-FM—Seaford
DISTRICT OF COLUMBIA
 WASH (FM)—Washington
FLORIDA
 WREM—Orlando
 WWWO—Panama City
 WWSF (FM)—Plantation Key
 WJBU—Port St Joe
 WMMK (FM)—St. Augustine
 WAXE—Vero Beach
 WPCW—West Palm Beach
 WJRB (FM)—Williston
GEORGIA
 WCOH—Newnan
 WRNG (FM)—Newnan
 WKBX—Savannah
 WAAC (FM)—Valdosta
IDAHO
 KPND (FM)—Sand Point
 KSPT—Sand Point
ILLINOIS
 WJRC—Joliet
 WTVN (FM)—Leroy
 WJEO (FM)—Macomb
 WYER—Mount Carmel
 WYER-FM—Mount Carmel
 WMLA—Normal
 WRKX (FM)—Ottawa
 WRTL—Rantoul
 WRTW—Wood River
INDIANA
 WINN—North Vernon
 WNV (FM)—North Vernon
 WUME-FM—Paoli
 WTHL—Terre Haute
 WZZY (FM)—Winchester
IOWA
 KXLO—Indianola
 KOKX-FM—Keokuk
 KRGS (FM)—Spencer
KANSAS
 KSCB—Liberal
 KLFQ (FM)—Lyons
 KRSL/KCAY (FM)—Russell
 KSQK—Winfield
 KWKS (FM)—Winfield
KENTUCKY
 WNVL—Nicholasville
 WKCA (FM)—Owingsville
 WPAD—Paducah
 WDHR (FM)—Pikeville
 WPKE—Pikeville
 WCBR/WCBR-FM—Richmond
 WKCO-FM—Whitesburg
 WTLO—Somerset
LOUISIANA
 KLLA—Leesville
 KLIC—Monroe
 WTIX—New Orleans
 KOGM (FM)—Opelousas
 KBCL—Shreveport
 KMBS—West Monroe
 KNAN (FM)—West Monroe
MAINE
 WJSR—Madawaska
 WDPH (FM)—Presque Isle
 WJTO—West Bath

MARYLAND
 WROG (FM)—Cumberland
 WKI—Leonardtown
MASSACHUSETTS
 WBOS (FM)—Boston
 WMRE—Boston
 WSAR—Fall River
MICHIGAN
 WIDL (FM)—Caro
 WCXI—Detroit
 WYKX (FM)—Escanaba
 WFLT—Flint
MINNESOTA
 WKKO—Hibbing
 WTBX (FM)—Hibbing
 KGHS—International Falls
MISSISSIPPI
 WHAY (FM)—Aberdeen
 WMPA—Aberdeen
 WND—Biloxi
 WMBG (FM)—Columbus
 WEXA (FM)—Eupora
 WFTA (FM)—Fulton
MISSOURI
 KYOO/KYOO-FM—Bolivar
 KVVOC-FM—Cabool
 KEWI—Cape Girardeau
 KTX (FM)—Jefferson City
 KLES—Joplin
MONTANA
 KDGR—Deer Lodge
NEBRASKA
 KUTT (FM)—Fairbury
 KIMB—Kimball
NEVADA
 KYRK (FM)—Las Vegas
NEW HAMPSHIRE
 WBRL—Berlin
 WMYF—Exeter
NEW JERSEY
 WDVR (FM)—Ocean City
NEW MEXICO
 KRKE—Albuquerque
 KLCJ (FM)—Bayard
 KPER—Hobbs
 KENM/KNIT (FM)—Newark
NORTH CAROLINA
 WANC—Aberdeen
 WKXR—Asheboro
 WRLT (FM)—Asheboro
 WONO—Black Mountain
 WCCC—Charlotte
 WZBQ-FM—Edenton
NORTH DAKOTA
 KDVL (FM)—Devils Lake
 KRBB (FM)—Dickinson
OHIO
 WNCO—Ashland
 WFOB (FM)—Chillicothe
 WNRN/WNRE-FM—Circleville
 WGAR—Cleveland
 WELA (FM)—Winton
OKLAHOMA
 KCLI (FM)—Clinton
 KRHD-FM—Duncan
 KLBC (FM)—Durant
 KECC (FM)—Elk City
 KCCO—Lawton
 KMUS—Muskogee
 KOMA—Oklahoma City
OREGON
 KSHR—Coquille
 KSHR-FM—Coquille
 KWVR—Enterprise
PENNSYLVANIA
 WHFX—Columbia
 WRIE—Erie
 WOEO (FM)—Freeland
 WHJB—Greensburg
 WHPA (FM)—Holidaysburg
 WDNH—Honesdale
 WDNH-FM—Honesdale
 WRID—Indiana
 WJAC—Johnstown
RHODE ISLAND
 WGNB—Pawtucket
 WERI—Westerly
SOUTH CAROLINA
 WDSC—Dillon
 WOOK—Greenville
 WSDC—Hartsville
 WXAX—Lexington
 WIXR—Mt Pleasant
SOUTH DAKOTA
 KKA—Aberdeen
 KOAA (FM)—Aberdeen
 KOBH-FM—Hot Springs
 KGFX-FM—Pierre
TENNESSEE
 WRJB (FM)—Camden
 WOOD—Chattanooga
 WDDO-FM—Chattanooga
 WDNT/WLCY (FM)—Dayton
 WBE—Elizabethton
 WTN (FM)—Gatlinburg
 WIKO (FM)—Greeneville
 WLA—La Follette

Make it easy on yourself.
 Read the Service-Ads for details.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff _____ Rec'd 5/25/79.

6. SPOT ANNOUNCEMENTS

1 min per station: 16.00.
30 sec: 80% of 1-min.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(CR-3)

BECK-ROSS GROUP, THE



BECK-ROSS COMMUNICATIONS, INC.

Comprised of
Non-Interconnected Stations

WBLI (FM)—Patchogue NY
WCHC (FM)—Hartford CT
Media Code 4 100 0155 6.00 Mid 015380-000
Executive Office.
Suite 526 W. 100 Merrick Rd., Rockville Centre, NY
11570. Phone 516-764-8999, 718-343-1234.

- PERSONNEL**
Chrmn. of the Bd. & Chief Exec. Off.—Martin F. Beck.
President—James E. Champin.
- REPRESENTATIVES**
Jack Masia & Co., Inc.
- AGENCY COMMISSION**
15% net time only.
- GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 46, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

GROUP RATES AND DISCOUNTS
5% discount when purchased together.

BLAIR REPRESENTED STATE NETWORKS



BLAIR RADIO

Comprised of
Interconnected Networks

ALABAMA
Alabama Information Network
ARIZONA
Southwest Agri-Radio Network
CALIFORNIA
California Agri-Radio Network
FLORIDA
Florida Network, Inc.
LOUISIANA
Southern States Network
MISSOURI
Missouri Network
Missourinet

Media Code 4 100 0163 0.00 Mid 015381-000
A Service of Blair Radio, a division of John Blair & Co.
1241 Park Ave, Cedar Rapids, IA 52402. Phone 319-393-8622.

- PERSONNEL**
Sr. Vice-President, Networks—Bill Alford.
- REPRESENTATIVES**
Blair Radio.
- AGENCY COMMISSION**
15/0 time only.

TIME RATES

- SPOT ANNOUNCEMENTS**
Individual network rates are published in individual network listings.

STOP!

Turn to the front cover of this SRDS publication. Is it the latest? If not, you're taking a chance. Judgments based on old information contained in pass-along copies may prove costly. If current, you're safe (and smart).

G

BROWNFIELD NETWORK

(A division of Learfield Communications, Inc.)



Comprised of
Interconnected Stations
MISSOURI UNIT

KELE (FM)—Aurora
KSWM—Aurora
KSCC (FM)—Berryville AR
KTHS—Berryville AR
KAAN—Bethany
KBMV—Birch Tree
KWRT/KDBX (FM)—Boonville
KPCR—Bowling Green
KMM/KMOE (FM)—Butler
KZMO—California
KZMO-FM—California
KMRN—Cameron
KDMO—Carthage
KRK (FM)—Carthage
KLOW (FM)—Caruthersville
KCHI/KCHI-FM—Chillicothe IL
KDKD—Clinton
KDKD-FM—Clinton
KFRU—Columbia
KBCC—Cuba
KDFN/KOEA (FM)—Doniphan
KESM/KESM-FM—El Dorado Springs
KFTW—Fredericktown
KBTC—Houston

DELTA/NET UNIT
WDSG—Dyersburg TN
KCFV—Caruthersville
KLOW (FM)—Caruthersville
KCON—Conway AR
KABS—Pine Bluff AR

ILLINOIS UNIT
WRMS—Beardstown
WKRO—Cairo
WROY—Carmi
WRUL (FM)—Carmi
WCAZ—Carthage
WGEN/WGEN-FM—Geneseo
WMCW—Harvard
WPRC—Lincoln
WLBH—Mattoon
WMOK—Metropolis
WKXK (FM)—Pana

IOWA UNIT
KXOF-FM—Bloomfield
KWBG—Boone
KWBG-FM—Boone
KCPS—Burlington
KCOG—Centerville
KOIS (FM)—Clarinda
KITR (FM)/KSIB—Creston
KCTN—Elkader
KGCI (FM)—Grundy Center

Media Code 4 100 0165 5.00 Mid 011638-000
Business Office: 216 E. McCarty St., Jefferson City, MO
65101. Phone 314-636-5141.

PROGRAMMING DESCRIPTION
BROWNFIELD NETWORK: Agriculturally oriented. Programs of 1, 5 & 10-min lengths from 6:05 am-3:20 pm. Material related to livestock & row crops produced in Ill., Mo., Ia. & Neb. Direct wires to all trading centers. Reports daily from Kans. & Chicago Board of Trade, Mercantile Exchange & livestock terminals across the midwest. Contact Representative for further details. Rec'd 5/23/83.

- PERSONNEL**
Manager—Clyde G. Lear.
Farm Director—Derry Brownfield.
Sales Manager—Jeff Smith.
- REPRESENTATIVES**
Blair Radio.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
General: 2a, 2b, 3a, 5, 6b, 7b.
Rate Protection: 15e.
Basic Rates: 20a, 22a. Rates reflect network as an entity unto itself and not individual stations. Affiliate listing may change during schedule without notice and without change in rates.
Contracts: 40a, 45. Spots rotate within farm programs, in all time periods, Mon-Sat. 90% clearance guaranteed on all stations in specified unit.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 81.
Affiliated with Blair Represented State Networks.

TIME RATES
No. 84 Eff 2/1/84—Rec'd 2/9/84.

GRID:	I	II	III
1 min	488	454	422
30 sec	317	295	274
ROW-CROP UNIT			
1 min	441	410	381
30 sec	287	267	248
LIVESTOCK UNIT			
1 min	424	394	366
30 sec	276	256	248
MISSOURI UNIT			
1 min	301	280	263
30 sec	196	182	171
ILLINOIS UNIT			
1 min	238	221	206
30 sec	166	155	144

GRID:	I	II	III
1 min	96	89	83
30 sec	62	58	54
DELTA/NET UNIT			
1 min	48	45	42
30 sec	31	29	27
FARMBREAK UNIT			
30 sec	222	206	192

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(CR-3)

CABALLERO RADIO NETWORK



Comprised of
Non-Interconnected Stations
ARIZONA

KPHX—Phoenix
XED—El Centro
KEAP—Fresno
KXEX—Fresno
KRCO—Indio/
Palm Springs
KFLA (FM)—Salinas/
King City
KOO—Visalia/Tulare
KNEZ—Santa Maria/
Lompoc
KLVE (FM)—Los Angeles
KTNQ—Los Angeles

COLORADO
KBNO—Denver
KRMX—Pueblo/
Colorado Springs

CONNECTICUT
WRYM—Hartford/
Springfield

FLORIDA
WJMK—Orlando
WAMA—Tampa
WTYM—Tampa

ILLINOIS
WOJO (FM), Chicago

LOUISIANA
KGLA—New Orleans

MASSACHUSETTS
WUNR—Boston

NEW MEXICO
KABO—Albuquerque
KXKS—Albuquerque
KNMX—Santa Fe/
Las Vegas
KRDD—Roswell

NEW YORK
WJIT—New York City
WSKO—New York City

OHIO
WMEX (FM)—Clyde

PENNSYLVANIA
WIBF-FM—Philadelphia
WTEL—Philadelphia

TEXAS
KDSI (FM)—Alice
KCNV—Austin/
San Marcos
KMMV—Austin
KGT-FM—Austin/
Taylor
KIBL—Beeville
KBEN—Carrizo Springs
KUNO—Corpus Christi
KES (FM)—Dallas/Fort Worth
KSSA—Dallas/Fort Worth
KEPS—Eagle Pass
KAMA (FM)—El Paso
KAMZ—El Paso

UTAH
KZZI—Salt Lake City

WISCONSIN
WRKR—Milwaukee/Racine

PUERTO RICO
WALO—Humacao

Media Code 4 100 0167 1.00 Mid 028025-000
NEW YORK OFFICE
18 E. 53rd St., New York, NY 10022. Phone 212-223-6410.

CALIFORNIA
6464 Sunset Blvd., Suite 850, Los Angeles, CA 90028.
Phone 213-465-8337.

DALLAS
3031 Allen St., Suite 208, Dallas, TX 75204. Phone 214-695-0398.

ILLINOIS
307 N. Michigan Ave., Chicago, IL 60601. Phone 312-443-0101.

GEORGIA
805 Longleaf Dr. N. E., Atlanta, GA 30342. Phone 404-262-1200.

MICHIGAN
21714 Lakeland, St. Clair Shores, MI 48081. Phone 313-445-0491.

- PERSONNEL**
President—Eduardo Caballero.
Vice-Pres./Nat'l Sales Mgr.—Manny Ballesterio.
Director of Marketing—Bob Benjamin.
Los Angeles—Lou Sweeney, Armando Corral.
Texas—Charles Crawford.
Illinois—Juan Montenegro.
Georgia—Bernard J. Ochs.
Michigan—Kenneth Patt.
- AGENCY COMMISSION**
15%.

TIME RATES
Eff _____ Rec'd 10/28/83.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	130x	260x	520x
PER WK:	6	12	18	24
1 min	2553.60	2386.90	2220.60	2059.20
30 sec	2011.05	1868.40	1734.10	1604.40

1/2 DRIVE, 1/2 10 AM-3PM.
Drive: 105% of Network rates.
Housewife time, 95% of Network rates.
Does not include Puerto Rico.

CONNECTICUT RADIO NETWORK



Comprised of
Interconnected Stations

WAKR-Akron OH—E
WROW-Albany NY—F
WTRY-Albany NY—E
KOB-Albuquerque NM—E
WABE-Allentown PA—E
KIXZ-Amarillo TX—E
KMML (FM)—Amarillo TX—E
WJLK-Asbury Park NJ—E
WJLK-FM—Asbury Park NJ—E
WSB-Atlanta GA—E
WJIN-Atlantic City NJ—F
WLOE (FM)—Atlantic City NJ—E
WZZW (FM)—Augusta GA—E
WYST-FM—Baltimore MD—E, I
WROK—Battle Creek MI—E
WBNR—Beacon NY—F
WAA (FM)—Binghamton NY—E
WKOP—Binghamton NY—F, E
WERC—Birmingham AL—E
WKXX (FM)—Birmingham AL—E
WEEI—Boston MA—E
WXS—Boston MA—E
WMT—Cedar Rapids IA—E
WCHS—Charleston WV—E
WBCT (FM)—Charlotte NC—E
WCHV—Charlottesville VA—E
WVVV (FM)—Charlottesville VA—E
WIOO—Chester PA—E
KKAZ (FM)—Cheyenne WY—E
WGN—Chicago IL—E
WLW—Cincinnati OH—E
WHK—Cleveland OH—E
WCOJ—Coatesville PA—E
WRMZ (FM)—Columbus OH—E
KTJO (FM)—Dallas TX—E
WHIQ—Dayton OH—E
KYGO (FM)—Denver CO—E
WHQ—Des Moines IA—E
CFXX (FM)—Detroit MI—E
CKLW—Detroit MI—E
WJR—Detroit MI—E
WFLR—Dundee NY—F
WFLR-FM—Dundee NY—F
WBZ (FM)—Eau Claire WI—E
KPNW—Eugene OR—E
WIRA—Fort Pierce FL—E
KMGX (FM)—Fresno CA—E
WLHT (FM)—Grand Rapids MI—E
WIXX (FM)—Green Bay WI—E
WNET—Greenville SC—E
WFBZ—Greenville SC—E
WGCH—Greenwich CT—A, B, D, E
WKSS (FM)—Hartford CT—C, E
KTRH—Houston TX—E
WHUC—Hudson NY—F
WTRC (FM)—Huntington WV—E
WIRE—Indianapolis IN—E
WONY (FM)—Ithaca NY—F
KCMO—Kansas City MO—E
WOUT (FM)—Kingsport TN—E
WVX-FM—Knoxville TN—E
WNPV—Lansdale PA—E
WFMK (FM)—Lansing MI—E
KLUC (FM)—Las Vegas NV—E
KROO-FM—Los Angeles CA—E, I
WRKA (FM)—Louisville KY—E
KSEL—Lubbock TX—E
KSEL-FM—Lubbock TX—E
WMGN (FM)—Madison WI—E
WVNO (FM)—Mansfield OH—E
WHBO—Memphis TN—E
WIOD—Miami FL—E
WALL—Middletown NY—F
WISN—Milwaukee WI—E
KSTP—Minneapolis MN—E
WYHY (FM)—Nashville TN—E
Network Indiana
WNHC—New Haven CT—F, J
WPLR (FM)—New Haven CT—B, I
WORO (FM)—New London CT—E
WTIX—New Orleans LA—E
WHITZ (FM)—New York NY—E
WPX (FM)—New York NY—E
WNOR (FM)—Norfolk VA—E, I
WEBE (FM)—Norwalk CT—E
WLYO (FM)—Norwalk CT—E, J
WNLC—Norwalk CT—A, B, D, E
KTOK—Oklahoma City OK—E
WOW—Omaha NE—E
WHLY (FM)—Orlando FL—E
WKS (FM)—Parkersburg WV—E
WHUD (FM)—Peekskill NY—E
WNLN—Peekskill NY—E
WSN—Philadelphia PA—E, I
WXTU (FM)—Philadelphia PA—E
KDKA—Pittsburgh PA—E
WKDR—Plattsburgh NY—E
WIGY (FM)—Portland ME—E
WEOK—Poughkeepsie NY
WPDH (FM)—Poughkeepsie NY
WHJY (FM)—Providence RI—E, I
WYYD (FM)—Raleigh NC—E
KKLS—Rapid City SD—E
WEEU—Reading PA—E
WTVR—Richmond VA—E
WRCN-FM—Riverhead NY—E

continued

REGIONAL GROUPS

CONNECTICUT RADIO NETWORK—cont

WSLO (FM)—Roanoke VA—E
 WBBF—Rochester NY—E
 WHNN (FM)—Saginaw MI—E
 KBIL (FM)—San Angelo TX—E
 WOA1—San Antonio TX—E
 KZOZ (FM)—San Luis Obispo CA—E
 WZAT (FM)—Savannah GA—E, I
 WWDL (FM)—Scranton PA—E
 KZOK-FM—Seattle WA—E
 KWSL-FM—Sioux City IA—E
 WNSN (FM)—South Bend IN—E
 WAOY (FM)—Springfield MA—E
 WMAS (FM)—Springfield MA—E
 WRRB (FM)—Syracuse NY—E
 WGLF (FM)—Tallahassee FL—E, I
 WMGG (FM)—Tampa FL—E
 WSPD—Toledo OH—E
 WIBW-FM—Topeka KS—E
 WBUD—Trenton NJ—E
 WHWH—Trenton NJ—E
 WPST (FM)—Trenton NJ—E
 WIBX—Utica E
 WIBO (FM)—Utica NY—E
 WTOP—Washington DC—E
 WOMP—Wheeling WV—E
 WYCR (FM)—York PA—E
 WRCH-FM—Hartford CT—A, D, C
 WRCO—Hartford CT—A, D, C, J
 WKHT—Manchester CT—F
 WELI—New Haven CT—A, D
 WSCR—New Haven CT—B
 WNAB—Bridgeport CT—A, C, D, E, F, H, J
 WATR—Waterbury CT—E, F, J
 WOOV—Waterbury CT—A, B, C, D, G, H
 WYYZ (FM)—Waterbury CT—E, B, J
 WSTC—Stamford CT—A, B, D
 WYRS (FM)—Stamford CT—A, B, D
 WMMM—Westport CT—C, F
 WLAD—Danbury CT—A, B, D, J
 WDAO (FM)—Danbury CT—A, B, D
 WRKI (FM)—Danbury CT—E
 WINE—Danbury CT—E
 WNSG—Torrington CT—A, B, C, D
 WMMW—Meriden CT—A, B, D
 WCXN—Middletown CT—A, B, C, D, J
 WNLC—New London CT—A, B, C, D, F, J
 WTYD (FM)—New London CT—A, B, C, D
 WICH—Norwich CT—A, B, C, D
 WCTY (FM)—Norwich CT—A, B, C, D
 WKRI—Warwick, RI—F
 WOTT—Watertown, NY—F
 KICT (FM)—Wichita KS—E
 KLUR (FM)—Wichita Falls TX—E
 WILO (FM)—Williamsport PA—E
 WILL—Willimantic CT—A, D, G, H
 WSTW (FM)—Wilmington DE—E, I
 WDEL—Wilmington DE—E, I
 WINY—Putnam CT—A, C, D
 WBIS—Bristol CT—A, B, C, D, E
 WLIS—Old Saybrook CT—A, B, D, H
 WIXL (FM)—Newton, NJ—F
 WBEC—Pittsfield MA—F

Media Code 4 100 2558 9.00 Mid 009044-000
 Business Office: 1125 Dixwell Ave., Chimney Square,
 Hamden, CT 06514. Phone 203-562-9400.

PROGRAMMING DESCRIPTION

CONNECTICUT RADIO NETWORK: Programming consisting of: ski reports 15x/wk, 90-sec ea, T-Sat 6-10 am & 3-6 pm; weather 30x/wk, 75-sec ea, M-F 6-10 am & 3-6 pm. SPORTS: play-by-play univ basketball & football. NEWS: state, 2x/day M-F in drive periods. Rec'd 1/10/80.

1. PERSONNEL

President—Barry Berman.
 Senior Vice-President—S. Richard Kalt.
 Vice-President Sales—Robert G. Boles.
 Sales Manager—Bob Boles.

4. AGENCY COMMISSION

15/0 time only.

TIME RATES

Eff—Rec'd 1/28/85.

10. SPECIAL FEATURES

A—CONNECTICUT REPORT
 Clearance—afternoon drive, 1 ti 500.00; 5 ti 450.00.
 B—DIALOGUE '82
 Full network, 2 1-min units, incl open & close within 25-min, News & Interview Program, 1,000.00 per show.
 C—WEATHER SERVICE

CLEARANCE: 1 ti 5 ti 15 ti
 6-9 am 500 475 450
 10 am-3 pm 450 425 400
 3-7 pm 475 450 425
 Sat & Sun 500 475 450

D—SPORTS COMMENTARY
 Clearance—afternoon drive, 1 ti 500.00; 5 ti 450.00.
 E—SKI WATCH

Open 1 min
 4000
 F—NEW YORK GIANTS FOOTBALL NETWORK

OPEN: 1 min
 Full network 1000
 New York Network 500
 Connecticut Network 500

G—UNIVERSITY OF CONNECTICUT FOOTBALL
 Full network 300
 H—UNIVERSITY OF CONNECTICUT BASKETBALL
 Full network 300

I—BEACH WATCH
 Open 2000

J—CT. BEACH REPORT
 Open 300

K—VILLANOVA BASKETBALL
 Open 250

(CR)

Great American Ag Network, The



Comprised of
 Interconnected Station by Satellite
 NORTH DAKOTA

KHOL—Beulah
 KLTC—Dickinson
 KVOX—Fargo
 KPST (FM)—Trenton NJ—E
 KXPO—Grafton
 KKXL—Grand Forks
 KNDC—Hettinger
 KSJB—Jamestown
 KNDK—Langdon
 KMAV—Mayville
 KKOA—Minot
 KDDR—Oakes
 KGCA—Rugby
 KOVC—Valley City
 KBMW—Wahpeton
 KEYZ—Williston

SOUTH DAKOTA

KSDN—Aberdeen
 KBFS—Belle Fourche
 KVA—Brookings
 KDSJ—Deadwood
 KOBH—Hot Springs
 KJUV—Huron
 KMSD—Milbank
 KMIT (FM)—Mitchell
 KGF—Pierre
 KTOO—Rapid City
 KYKC—Sioux Falls
 KLSC—Watertown

MINNSOTA

KWAD—Wadena
 KKWS (FM)—Wadena

Media Code 4 100 3156 1.00 Mid 035513-000
 214 W. Pleasant Dr., Box 1197, Pierre, SD 57501. Phone
 605-224-9911.

PROGRAMMING DESCRIPTION

THE AMERICAN AG NETWORK: daily livestock & grain markets, ag news, information & on site reports, 6:20 am through 1:40 pm. Contact Representatives for further details. Rec'd 1/20/85.

1. PERSONNEL

General Manager—Mark Swendsen.
 Affiliate Relations & Sales—Gary Kulm.
 Farm Director—Clay Pederson.
 Farm Director—Del Fisher.

2. REPRESENTATIVES

Torbet Radio, Inc.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 1/20/85.

6. SPOT ANNOUNCEMENTS

GRID:
 30 sec 200 180 160 140 120
 1 min 390 350 310 270 210
 (CR-2)

HIGH PLAINS FARM & RANCH NETWORK



Comprised of
 Interconnected Stations
 COLORADO

KNAB/KNAB-FM—
 Burlington
 KSTC—Sterling
 NEBRASKA

Media Code 4 100 3754 3.00 Mid 033378-000
 Box 509, Ogallala, NE 69153. Phone 308-284-3633.

1. PERSONNEL

Farm Director—Cece White.

4. AGENCY COMMISSION

15%.

TIME RATES

Eff—Rec'd 3/26/84.

6. SPOT ANNOUNCEMENTS

Participation, 3 station buy, 1-min 60.00; 30-sec 48.00.

SRDS publications

are designed with you,
 the user, in mind. If you
 have ideas, suggestions,
 or questions about this
 publication, please call
 or write the Editor.
 We welcome your input.

(CR)

Intermountain Network



Comprised of
 Interconnected Stations

COLORADO
 KGIW—Alamosa
 KBO—Boulder
 KOMP—
 Brush/Ft. Morgan
 KNAB/KNAB-FM—
 Burlington
 KOZR (FM)—Craig
 KDTA—Delta
 KIOX (FM)—Durango
 KCOL-FM—
 Fort Collins
 KEXO—
 Grand Junction
 KGUC—Gunnison
 KBLJ (FM)—La Junta
 KCSJ—Pueblo
 KWRS—Rifle
 KSTC—Sterling
 KCRT—Trinidad
 IDAHO
 KBLI—Blackfoot
 KLCE (FM)—
 Blackfoot
 XGEM—Boise
 KBAR—Burley
 KZDX—Burley
 KSKI—
 Sun Valley/Ketchum
 KUPI—Idaho Falls
 KOPI-FM—Idaho Falls
 KVIS—Montpelier
 KWIK—Pocatello
 Pocatello
 KRXX—Rexburg
 KSRA—Salmon
 KLIX—Twin Falls
 KMTW (FM)—
 Twin Falls
 MONTANA
 KGHL—Billings
 KBMN—Bozeman
 KBOW—Butte
 KDBI—Dillon
 KLTZ—Glasgow
 KXGN—Glendive
 KAAK (FM)—
 Great Falls
 KBLH—Helena
 KXLO—Lewistown
 KLCB—Libby
 KPRK—Livingston
 KATL—Miles City
 KLCY—Missoula
 KSEN—Shelby
 KTX—Whitefish
 NEBRASKA
 KCOW—Alliance
 KCSR—Chadron
 KTTT/KTTT-FM—
 Columbus
 KUVR—Holdrege
 KKTU (FM)—Holdrege
 KOOO—North Platte
 KOGA—Ogallala
 KMOR (FM)—
 Scottsbluff
 KSID—Sidney
 KVSJ—Valentine
 NEVADA
 KWLK—Elko
 NEW MEXICO
 KBAD—Carlsbad
 KENN—Farmington
 KTRC—Santa Fe
 KKIT—Taos
 NORTH DAKOTA
 KEYZ—Williston
 SOUTH DAKOTA
 KBFS—Belle Fourche
 KOBH—Hot Springs
 KIMM—Rapid City
 UTAH
 KUTA—Blanding
 KBHU—
 Brigham City
 KBRE—Cedar City
 KBLB/KBLB-FM—Logan
 KMBO—Moab
 KARB (FM)—Price
 KFTN—Provo
 KSCV—Richfield
 KDXU—St. George
 KVEL—Vernal
 WYOMING
 KBBS—Buffalo
 KVOC—Casper
 KFBC—Cheyenne
 KWIV—Douglas
 KOWB—Laramie
 KASL—Newcastle
 KPOW—Powell
 KRAL—Rawlins
 KVOV—Riverton
 KSIT (FM)—
 Rock Springs
 KWYO—Sheridan
 KGOS—Torrington
 KWOR—Worland

Media Code 4 100 4950 6.00 Mid 015384-000
 Intermountain Network, Inc.
 Business Office and Studio: 312 East South Temple,
 Salt Lake City, UT 84111. Phone 801-355-4641,
 Denver Office.
 Continental Terrace West, 2701 Alcott St., Denver, CO
 80211. Phone 303-455-4111.

1. PERSONNEL

President—Homer K. Peterson.
 Vice-Pres. & Gen'l Mgr.—Gerald B. Trapp.
 Vice-Pres./Eastern Sales—Charles Vais.
 Vice-Pres./Western Sales—Doug Wildfoester.

2. REPRESENTATIVES

Eastman Radio, Inc.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
 Rate Protection: 12b, 14b.
 Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
 Contracts: 40c, 46, 47a.
 Comb. Cont. Discounts: 60h, 60i, 60j, 61a, 61b, 62e.
 Cancellation: 73a.
 Affiliated with ABC Information Radio Network.
 Affiliated with Eastman Radio Network.
 Stations may be purchased individually, in groups or as
 full network.

TIME RATES

No. 27 Eff 1/1/85—Rec'd 1/31/85.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 797.50 638.00 670.70 536.50
 ANNUAL DISCOUNT
 13 wk—5%

COLORADO STATE GROUP

Comprised of

KCOL-FM—
 Fort Collins
 KEXO—Grand Junction
 KGUC/KGUC-FM—
 Gunnison
 KBLJ (FM)—La Junta
 KCSJ—Pueblo
 KWRS—Rifle
 KSTC—Sterling
 KSTC-FM—Sterling
 KCRT—Trinidad
 KCRT-FM—Trinidad

TIME RATES

No. 65 Eff 7/1/84—Rec'd 6/5/84.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 240.60 192.50 197.90 158.30
 IDAHO STATE GROUP

Comprised of

Idaho Falls
 KUPI—Idaho Falls
 KVIS—Montpelier
 KPKY (FM)—Pocatello
 KWIK—Pocatello
 KRKX—Rexburg
 KSRA—Salmon
 KLIX—Twin Falls
 KMTW (FM)—
 Twin Falls

TIME RATES

No. 62 Eff 1/1/85—Rec'd 1/4/85.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 141.90 113.50 116.30 93.10
 NEBRASKA STATE GROUP

Comprised of

KOOO—North Platte
 KELN (FM)—
 North Platte
 KOGA—Ogallala
 KOGA-FM—Ogallala
 KIMOR (FM)—
 Scottsbluff
 KKTU (FM)—Holdrege
 KSID—Sidney
 KVSJ—Valentine

TIME RATES

No. 9 Eff 9/1/84—Rec'd 8/30/84.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 142.70 114.20 125.10 100.80
 UTAH STATE GROUP

Comprised of

KOAL—Price
 KBHV (FM)—Provo
 KFTN—Provo
 KKWZ (FM)—Richfield
 KBRE—Cedar City
 KDXU—St. George
 KZEZ (FM)—
 St. George
 KUIV (FM)—Vernal
 KVEL—Vernal

TIME RATES

No. 62 Eff 1/1/85—Rec'd 1/4/85.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 142.50 114.00 129.10 103.30
 MONTANA STATE GROUP

Comprised of

KSKR—
 Kalspell/Whitefish
 KLCM (FM)—Lewistown
 KXLO—Lewistown
 KLCB—Libby
 KPRK—Livingston
 KATL—Miles City
 KLCY—Missoula
 KYSS-FM—Missoula
 KSEN—Shelby
 KZIN (FM)—Shelby

TIME RATES

No. 23 Eff 1/1/85—Rec'd 1/4/85.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 185.50 148.40 163.60 130.90
 WYOMING STATE GROUP

Comprised of

KVOV—Riverton
 KSIT (FM)—
 Rock Springs
 KWYO—Sheridan
 KERM (FM)—
 Torrington
 KASL—Newcastle
 KENB (FM)—Worland
 KWOR—Worland
 KRAL—Rawlins
 KTAK (FM)—Riverton

TIME RATES

No. 61 Eff 7/1/84—Rec'd 6/5/84.
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 161.60 129.30 134.90 107.90
 WESTERN SOUTH DAKOTA GROUP

Comprised of

Rapid City
 KIMM—Rapid City

TIME RATES

No. 17 Eff 7/1/84—Rec'd 6/5/84.
 A—Mon thru Sat 6-10 am & noon-1 pm & 4-7 pm.
 B—All other times.

7. PACKAGE PLANS

SATURATION

PER WK: 1 min 30 sec 1 min 30 sec
 6 + 43.50 34.80 35.40 28.30

INTERMOUNTAIN FARM/RANCH NETWORK

EASTMAN RADIO, INC.



Media Code 4 100 4933 0.00 Mid 015385-000
Intermountain Network, Inc.
Business Office and Studio: 312 E. South Temple, Salt Lake City, UT 84111. Phone 801-355-4641.
Denver Office:
2701 Alcott, Suite 391, Denver, CO 80211. Phone 303-455-4111.

- PERSONNEL**
Vice-Pres., Mgr. & Sales Mgr.—Charles J. Vais.
Farm Director—Mike Smith.
Farm Director KVSH—Wally Bazyn.
Farm Director KSEN—Bob Hauser.
Farm Director KOGA—Cec White.
Farm Director KCSR—Paul Hartman.
- REPRESENTATIVES**
Eastman Radio, Inc.
- AGENCY COMMISSION**
15%.
- GENERAL ADVERTISING** See coded regulations
See The Intermountain Network listing for coded regulations.
Stations may be purchased individually, in special groups or as full network. Stations line-connected.

TIME RATES
Eff 1/1/85—Rec'd 12/28/84.

6. SPOT ANNOUNCEMENTS

STATION & CITY:	(*)		(t)	
	1 min	30 sec	1 min	30 sec
COLORADO				
KGIW—Alamosa	9.50	7.60	9.00	7.20
KNAB—Burlington	19.40	16.90	15.90	11.90
KCMP—Brush/Ft. Morgan	13.00	10.40	12.00	9.60
KOZR (FM)—Craig	11.70	10.30	10.60	9.20
KDTA—Delta	8.40	6.70	8.00	6.40
KCOL—Fort Collins	26.00	21.40	26.00	21.40
KEXO—Grand Junction	18.00	10.80
KGRE—Greeley	19.00	15.20	19.00	15.20
KGUC—Gunnison	9.00	7.20	8.50	6.80
KBLJ (FM)—La Junta	14.00	11.20	13.50	10.80
KCSJ—Pueblo	14.00	11.20	13.00	10.40
KWSR—Rifle	11.00	8.80	10.00	8.00
KSTC/KSTC-FM—Sterling	27.50	22.00	25.00	20.00
KCRT—Trinidad	7.50	6.00	7.00	5.60
IDAHO				
KBLI—Blackfoot	10.00	9.00	9.50	8.50
KGEM—Boise	25.00	20.00	24.00	19.20
KBAR—Burley	18.00	14.40	17.00	13.60
KZDX (FM)—Burley
KUPI—Idaho Falls	19.00	15.20	17.00	13.20
KVSI—Montpelier	6.50	5.20	6.20	4.90
KWKI—Pocatello	14.00	11.20	13.60	10.90
KRXK—Rexburg	10.50	8.40	10.00	8.00
KSRA—Salmon	7.80	6.20	7.50	6.00
KLIX—Twin Falls	20.00	16.00	19.00	15.20
MONTANA				
KGHL—Billings	30.00	24.00	29.00	23.20
KBMN—Bozeman	13.00	9.30	13.00	9.30
KBOW—Butte	10.30	8.20	9.00	7.20
KDBI—Dillon	9.00	7.20	8.50	6.80
KLIZ—Glasgow	10.00	8.00	9.50	7.50
KXGN—Glenndive	9.00	7.20	8.50	6.80
KBLI—Helena	10.00	8.00
KPRK—Livingston	9.00	7.20	9.00	7.20
KXLO—Lewistown	11.50	9.20	10.00	8.00
KATL—Miles City	12.80	7.30	12.80	7.30
KYSS-FM—Missoula	11.00	8.80
KSEN—Shelby	14.50	11.60	14.00	11.20
KSKR—Whitefish	8.00	6.40	8.00	6.40
NEBRASKA				
KCOW—Alliance	13.00	10.40	12.50	10.00
KCSR—Chadron	14.00	11.20	13.00	10.40
KTTT/KTTT
FM—Columbus	19.00	17.00	19.00	17.00
KUVR—Holdrege	10.00	8.00	9.50	7.60
KRNY—Kearney	12.00	9.60	12.00	9.60
KICX—McCook	10.00	8.00	9.80	7.80
KOOQ—North Platte	15.00	12.00	14.50	11.60
KOGA—Ogallala	28.00	22.40	25.00	20.00
KMOR (FM)—Scottsbluff	16.40	14.20	16.00	14.00
KSID—Sidney	12.50	10.00	12.00	9.60
KVSH—Valentine	14.00	11.20	14.00	11.20
NEVADA				
KELK—Elko	7.70	6.10	7.70	6.10
NORTH DAKOTA				
KEYZ—Williston	15.50	12.40	15.00	12.00
SOUTH DAKOTA				
KBFS—Belle Fourche	8.00	6.40	7.50	6.00
KOBH—Hot Springs	10.00	8.00	9.00	7.20
KIMM—Rapid City	23.00	18.60	22.00	17.60
UTAH				
KFRZ (FM)—
Brigham City	8.00	7.00	7.50	6.50
KUTA—Blanding	6.70	5.30	6.00	4.80
KBRE—Cedar City	12.00	9.60
KBLG—Logan	13.00	10.40	12.00	9.60
KOAL—Price	12.50	10.00	12.00	9.60
KSVG—Richfield	9.00	7.20	8.50	6.80
KVEL—Vernal	13.50	10.80	13.00	10.40
WYOMING				
KBBS—Buffalo	6.30	5.10	6.00	4.80
KVOC—Casper	20.00	16.00	20.00	16.00
KFBC—Cheyenne	14.50	11.60	14.00	11.20
KWIV—Douglas	8.00	6.40	7.00	5.60
KOWB—Laramie	11.00	8.80	10.50	8.40
KASL—Newcastle	8.00	6.40	7.50	6.00
KPOW—Powell	12.50	10.00	12.00	9.60

STATION & CITY:	(*)		(t)	
	1 min	30 sec	1 min	30 sec
KRAL—Rawlins	11.00	8.80	10.50	8.40
KVOW—Riverton	12.50	10.00	12.00	9.60
KGOS—Torrington	16.50	13.20	15.00	12.00
KERM—Torrington	16.50	13.20	15.00	12.00
KWOR—Worland	11.20	9.00	10.80	8.70

(*) Participations/adjacencies in/or adjacent to farm/ranch programs.
(t) Rotating farm time 6-7:30 am & 11:30 am-1:15 pm.
DISCOUNT—WEEKS WITHIN 1 YEAR
13 wk 2% 39 wk 6%
26 wk 4% 52 wk 10%
ADDITIONAL DISCOUNT—NUMBER OF STATIONS USED

1—Rate	31—6%
21—4%	51—10%

Special Coverage Groups available:
All Cattle/Calves Dry Bean Group
Cattle on Feed Potato Group
Alfalfa Group Wheat Group
Corn Group Oats Group
Sorghum Group Barley Group
Sugar Beet Group Sunflower Group

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

INTERMOUNTAIN FM NETWORK, THE

Comprised of Interconnected Stations

COLORADO	
KALO (FM)—Alamosa	Columbus
KNAB/KNAB-FM—Burlington	KKTY (FM)—Holdrege
KIOX (FM)—Durango	KRNY-FM—Kearney
KCOL-FM—Fort Collins	KELN (FM)—North Platte
KSTC-FM—Sterling	KICX-FM—McCook
IDAHO	KNEB-FM—Scottsbluff
Blackfoot	NEW MEXICO
KJOT—Boise	KRWV (FM)—Farmington
KZDX (FM)—Burley	NORTH DAKOTA
KSKI-FM—Hailey/Sun Valley	KYYZ (FM)—Williston
KOPI (FM)—Idaho Falls	SOUTH DAKOTA
KPKY (FM)—Pocatello	KOBH-FM—Hot Springs
KMTW (FM)—Twin Falls	KGGG (FM)—Rapid City
MONTANA	UTAH
KIDX (FM)—Billings	KBRE-FM—Cedar City
KOPR (FM)—Butte	KBLO-FM—Logan
KDLN (FM)—Dillon	KMXU (FM)—Manti
KAAC (FM)—Salt Lake City	KARB (FM)—Price
KBLI-FM—Helena	KZEE (FM)—St. George
KLCM (FM)—Lewistown	KLCY (FM)—
KYSS-FM—Missoula	Salt Lake City
KZIN (FM)—Shelby	KUIN (FM)—Vernal
NEBRASKA	WYOMING
KOSK (FM)—Chadron	KFBO (FM)—Cheyenne
KTTT/KTTT-FM—	KOLL (FM)—Gillette
	KTAK (FM)—Riverton
	KERM (FM)—Torrington
	KENB (FM)—Worland

Media Code 4 100 4956 3.00 Mid 015386-000
Intermountain Network, Inc.
Business Office and Studio: 312 East South Temple, Salt Lake City, UT 84111. Phone 801-355-4641.
Denver Office:
Continental Terrace West, 2701 Alcott St., Denver, CO 80211. Phone 303-455-4111.

- PERSONNEL**
President—Homer K. Peterson.
Vice-Pres. & Gen'l Mgr.—Gerald B. Trapp.
Vice-Pres./Eastern Sales—Charles Vais.
Vice-Pres./Western Sales—Doug Wildfoester.
- REPRESENTATIVES**
Eastman Radio, Inc.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations
See The Intermountain Network listing for coded regulations.
Stations may be purchased individually in groups or as full network.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by network.

Keystone Broadcasting System, Inc.

NATIONAL GROUPS

Mid 015387-000

See listing under National Groups.

LOTUS-ALBERTINI SPANISH RADIO NETWORK



Comprised of Non-Interconnected Stations

ARIZONA	
KVVA—Phoenix	KXEW—Tucson
CALIFORNIA	
XEWW—El Centro	KCTY—Salinas
KGST—Fresno	KRAY (FM)—Salinas
KMPG—Hollister	KCAL—San Bernardino
KWKW—Los Angeles	XEMMM—San Diego
KLOC—Modesto	XEXX—San Diego
KOXR—Oxnard	KOFY—San Francisco
KCHV (FM)—Indio	KNTA—San Jose
KRCX—Sacramento	KZON—Santa Maria
CONNECTICUT	
WLWH (FM)—Hartford	
FLORIDA	
WOCN—Miami	WYOU—Tampa
WMJK—Orlando	
DISTRICT OF COLUMBIA	
WMDO—Washington	
ILLINOIS	
WSBC—Chicago	
NEW MEXICO	
KLTN—Albuquerque	KICA—Clovis
KARS—	KDCE—
Beten/Albuquerque	Espanola/Santa Fe
NEW YORK	
WBNX—New York	
PUERTO RICO	
WALC—Humacao	WUQC—San Juan
WAPA—San Juan	
TEXAS	
KZIP—Amarillo	KEYH—Houston
KFLZ (FM)—	KWEL—Midland
Corpus Christi	XEAS—Laredo
KUOQ—Dallas	XEWL—Laredo
XEROK—El Paso	KGUL—Port Lavaca
XEWG—El Paso	KXET—San Antonio

Media Code 4 100 5637 8.00 Mid 015965-000
New York Office:
50 East 42nd St., New York, NY 10017. Phone 212-697-7601.
California:
6777 Hollywood Blvd., Los Angeles, CA 90028. Phone 213-466-8119.
Texas:
7616 LBJ Freeway, Dallas, TX 75251. Phone 214-960-1707.
California:
2225 Union St., San Francisco, CA 94123. Phone 415-563-3252.
Georgia:
Drawer 33100, Decatur, GA 30033. Phone 404-633-6424.

- PERSONNEL**
President—Luis D. Albertini.
Sales Manager—Monica Messina.
California—Peggy Martin & Don Balsamo.
Texas—George Bradley.
Illinois—Thomas Griffin.
Georgia—Dan Haight.
- REPRESENTATIVES**
Lotus-Albertini Hispanic Reps.
- AGENCY COMMISSION**
15%.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by network.

MID-AMERICA AG NETWORK

Mid 010391-000
See listing under Kansas State Networks.

Consult the listings and the Service-Ads for a broader range of information to help you plan and buy.

Progressive Farmer Network



Comprised of Interconnected Stations

MISSISSIPPI	
WHAY (FM)—Aberdeen	Indianola
WBLE (FM)—Batesville	WJDX—Jackson
WROX—Clarksdale	WMSI (FM)—Jackson
WCLD—Cleveland	WXTN—Lexington
WVIM-FM—Coldwater	WOMA—Marks
WBSJ—Ellisville	WAPF—McComb
WEPA—Europa	WMLC—Monticello
WOST (FM)—Forest	WMYQ—Newton
WFTQ—Fulton	WOOR (FM)—Oxford
WBAO (FM)—Greenville	WKOR—Starkville
WABG—Greenwood	WONA/WONA-FM—Winona
WKYC—Grenada	WJNS-FM—Yazoo City
WNLA/WNLA-FM—	

ALABAMA	
WKLN (FM)—Cullman	ARKANSAS
ARKANSAS	
KMCW/KABK (FM)—Augusta	KPCA—Marked Tree
KAKA—Dermott	KNBY—Newport
KDEW/KDEW-FM—DeWitt	KDRS—Paragould
KDDA/KDDA-FM—Dumas	KOTN—Pine Bluff
KELC—England	KTPA—Prescott
KCRF-FM—Helena	KSER (FM)—Searcy
KHPA-FM—Hope	KRLW—Walnut Ridge
KNEA—Jonesboro	KWYN—Wynne

ILLINOIS	
WILY—Centralia	WJEO (FM)—Macomb
WDON/WDON-FM—Du Quoin	WBBA—Pittsfield
WSKI (FM)—El Dorado	WBBA-FM—Pittsfield
KENTUCKY	
WFUL—Fulton	LOUISIANA
LOUISIANA	
KCKW/KJNA (FM)—Jena	KXLA—Rayville
KTOC—Jonesboro	KBYO (FM)—Tallulah
KAPB—Marksville	KMAR/KMAR-FM—Winnsboro
KPAL—Pineville	

MISSOURI	
KCRV—Charlottesville	KLID—Poplar Bluff
KCHR—Charleston	KMIS/KMIS-FM—Portageville
KDEX/KDEX-FM—Dexter	KUSA—St. Louis
KBXM—Kennett	KSIM—Sikeston
KMAL (FM)—Malden	KLRK (FM)—Vandalia
KTCB—Malden	
TENNESSEE	
WTRQ—Dyersburg	WTRB—Ripley
WREC—Memphis	WSGI—Springfield

Media Code 4 100 6533 6.00 Mid 015390-000
Business Office: Brown Bldg., Main St., Box 2000, Starkville, MS 39759. Phone 601-324-0949.

PROGRAMMING DESCRIPTION

PROGRESSIVE FARMER NETWORK: daily cotton, soybean, livestock & grain prices, market analysis, market background & ag weather; 5 min programs; 5 programs daily featuring business news of agriculture. Contact Representative for further details. Rec'd 6/20/83.

- PERSONNEL**
Farm Director—Jim Yancey.
Farm Editor—Bob Ratliff.
Asst. Farm Editor—Jeff Wilson.
Mid-South Sales—Frank Howell.
- REPRESENTATIVES**
Torbet Radio, Inc.
- AGENCY COMMISSION**
15%.

TIME RATES
Eff/Rec'd 9/27/84.

- SPOT ANNOUNCEMENTS**
FULL NETWORK
1 min 1040 30 sec 785
Full rotation only.

SOYBEAN NETWORK
MISSISSIPPI STATE GROUP
Comprised of

WHAY (FM)—Aberdeen	WJDX—Jackson
WROX—Clarksdale	WMSI (FM)—Jackson
WCLD—Cleveland	WXTN—Lexington
WVIM-FM—Coldwater	WOMA—Marks
WBSJ—Ellisville	WSPF—McComb
WEPA—Europa	WMLC—Monticello
WOST (FM)—Forest	WMYQ—Newton
WFTQ—Fulton	WOOR (FM)—Oxford
WBAO (FM)—Greenville	WKOR—Starkville
WABG—Greenwood	WELQ—Tupelo
WKYC—Grenada	WONA/WONA-FM—Winona
WNLA/WNLA-FM—	WJNS-FM—Yazoo City
Indianola	

ALABAMA STATE GROUP	
Comprised of	
WKLN (FM)—Cullman	ARKANSAS STATE GROUP
Comprised of	
KMCW/KABK (FM)—Augusta	KPCA—Marked Tree
KAKA—Dermott	KNBY—Newport
KDEW/KDEW-FM—Dewitt	KDRS—Paragould
KDDA/KDDA-FM—Dumas	KOTN—Pine Bluff
KELC—England	KTPA—Prescott
KCRF-FM—Helena	KSER (FM)—Searcy
KHPA-FM—Hope	KRLW—Walnut Ridge
KNEA—Jonesboro	KWYN—Wynne
ILLINOIS STATE GROUP	
Comprised of	
WILY—Centralia	Eldorado MO
WDON/WDON-FM—Du Quoin	WJEO (FM)—Macomb
WSKI (FM)—	WBBA—Pittsfield
	WBBA-FM—Pittsfield
KENTUCKY STATE GROUP	
Comprised of	
WFUL—Fulton	

continued

Make it easy on yourself.

Read the Service-Ads for details.

March 1, 1985

Spot Radio Rates and Data

REGIONAL GROUPS

Progressive Farmer Network—cont

LOUISIANA STATE GROUP	
Comprised of	
KCKW/KJNA (FM)—Jena	KXLA—Rayville
KTCO—Jonesboro	KBYO (FM)—Tallulah
KAPB—Marksville	KMAR/KMAR-FM—Winnaboo
KPAL—Pineville	
MISSOURI STATE GROUP	
Comprised of	
KCRV—Caruthersville	KLID—Poplar Bluff
KCHR—Charleston	KMIS/KMIS-FM—Portageville
KDEX/KDEX-FM—Dexter	KUSA—St. Louis
KBXM—Kennett	KSM—Sikeston
KMAL (FM)—Malden	KLRK (FM)—Vandalia
KTCB—Malden	
TENNESSEE STATE GROUP	
Comprised of	
WTRQ—Dyersburg	WTRB—Ripley
WREC—Memphis	WWSG—Springfield

6. SPOT ANNOUNCEMENTS	
1 min	1040 30 sec
Full rotation only.	785

COTTON NETWORK	
MISSISSIPPI STATE GROUP	
Comprised of	
WHAY (FM)—Aberdeen	WABG—Greenwood
WMPA—Aberdeen	WKYC—Grenada
WBLE (FM)—Batesville	WNLA—Indianola
WROC—Clarksdale	WMSL—Jackson
WCLD—Cleveland	WXTN—Lexington
WVIM—Coldwater	WOMA—Marks
WEPA—Europa	WOOR (FM)—Oxford
WFTO—Fulton	WONA—Winona
WBAO (FM)—Greenville	WJNS-FM—Yazoo City
ALABAMA STATE GROUP	
Comprised of	
WKLN (FM) Cullman	
ARKANSAS STATE GROUP	
Comprised of	
KMCW—Augusta	KNEA—Jonesboro
KABK—Augusta	KPCA—Marked Tree
KAKA—Dermott	KDRS—Paragould
KDDA—Dumas	KOTN—Pine Bluff
KELC—England	KRLW—Walnut Ridge
KCRI-FM—Helena	
LOUISIANA STATE GROUP	
Comprised of	
KPAL—Pineville	Tallulah
KXLA—Rayville	KMAR—Winnaboo
KBYO (FM)—	KMAR-FM—Winnaboo

MISSOURI STATE GROUP	
Comprised of	
KCRV—Caruthersville	KTCB—Malden
KDEX/KDEX-FM—Dexter	KMIS/KMIS-FM—Portageville
KBXM—Kennett	KSM—Sikeston
TENNESSEE STATE GROUP	
Comprised of	
WTRQ—Dyersburg	WTRB—Ripley
WREC—Memphis	

6. SPOT ANNOUNCEMENTS	
1 min	581 30 sec
	446

CORN/HOG NETWORK	
ILLINOIS STATE GROUP	
Comprised of	
WILY—Centralia	WJER—Macomb
WDON-FM—DuQuoin	WBBB—Pittsfield
WKSJ—Eldorado	WBBB-FM—Pittsfield
KENTUCKY STATE GROUP	
Comprised of	
WFUL—Fulton	WFUL-FM—Fulton
MISSOURI STATE GROUP	
Comprised of	
KMIS—Portageville	KSD—St. Louis
TENNESSEE STATE GROUP	
Comprised of	
WTRQ—Dyersburg	

6. SPOT ANNOUNCEMENTS	
1 min	311 30 sec
	231

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(CR-5)

TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK)



Media Code 4 100 8800 9.00 Mid 015392-2000
711 Hillsborough St., Box 12800, Raleigh, NC 27605.
Phone 919-890-6046.

1. PERSONNEL
Farm Director—Ray Wilkinson,
National Sales Manager—Paul von Hagel,
Director, Agricultural Productions—Dix Harper,
Farm News Editor—Ken Tanner.

2. REPRESENTATIVES
T-N Spot Sales.

3. AGENCY COMMISSION
15/0 time, talent and production.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Talent and normal production cost based on charge of 20% of time cost.

TIME RATES

Eff. _____ Rec'd 2/27/84.
Interconnected by Satellite and Tape Stations

TOBACCO NETWORK

NORTH CAROLINA STATE GROUP	
Comprised of	
WCLN-FM—Clinton	Rocky Mount
WCKB—Dunn	WRXO—Roxboro
WFMO—Fairmont	WGP—Sanford
WGH—Fayetteville	WYAL—Scotland Neck
WFAI—Fayetteville	WZB—Selma
WAKS/WAKS-FM—Fuquay-Varina	WTAB—Tabor City
WGBR—Goldsboro	WKTC (FM)—Taboro
WIZS—Henderson	WTRQ—Warsaw
WRNS (FM)—Kinston	WITN—Washington
WYRN—Louisburg	WETC—Wendell
WCBQ—Oxford	Zebulon
WVMO (FM)—	WOTR (FM)—
Reidsville	Whiteville
WCBT—Roanoke Rapids	WIAM—Williamston
WFMA (FM)—	WVOT—Wilson
	WSJS—Winston-Salem

6. SPOT ANNOUNCEMENTS	
1 min	315.53 310.50 300.51 290.16 283.66 279.34
	SOUTH CAROLINA STATE GROUP
Comprised of	
WLAT—Conway	WJOT—Lake City
WDSC—Dillon	WVSL—Loris
WJMY—Florence	WJAY—Mullins
WDXD—Kingstree	WFIG—Sumter

6. SPOT ANNOUNCEMENTS	
1 min	63.02 61.74 61.13 55.40 53.41 52.82
	GEORGIA STATE GROUP
Comprised of	
WDMG/WDMG-FM—Douglas	WVNS—Statesboro
WLOP—Jesup	WVGS—Tifton
WMGA—Moultrie	WVAF—Valdosta
WNGA—Nashville	WVOP—Vidalia
	WAYX—Waycross

6. SPOT ANNOUNCEMENTS	
1 min	100.69 98.69 93.97 92.04 89.66 89.16
	VIRGINIA STATE GROUP
Comprised of	
WMEK—Chase City	WHLF—South Boston
WVDA—Danville	WJLC (FM)—
WMNA/WMNA-FM—Gretna	South Boston
	WJWS—South Hill

6. SPOT ANNOUNCEMENTS	
1 min	38.53 38.41 38.06 36.70 36.59 36.23
	FLORIDA STATE GROUP
Comprised of	
WDSR—Lake City	WNER—Live Oak

6. SPOT ANNOUNCEMENTS	
1 min	17.06 17.06 17.06 17.06 17.06 17.06
	KENTUCKY STATE GROUP
Comprised of	
WANY—Albany	LITETV
WBRT—Bardonia	LIFETV—London
WKCT—Bowling Green	WXID (FM)/WNGO—Mayfield
WCKO (FM)—Campbellsville	WFTM—Maysville
WKXJ—Campbellsville	WFLW—Monticello
WCYN—Cynthiana	WMOR—Morehead
WIEL—Elizabethtown	WMST—Mt. Sterling
WSTL—Eminence	WVJS—Owensboro
WDS—Glasgow	WEKY—Richmond
WGOH—Grayson	WRUS—Russellville
WHOP—Hopkinsville	WCND—Shelbyville
WYLC—Lexington	WVFC—Comerset
WKDO/WKDO-FM—	WVKY—Winchester

6. SPOT ANNOUNCEMENTS	
1 min	244.14 234.79 227.48 214.95 208.61
	TENNESSEE STATE GROUP
Comprised of	
WRKM/WRKM-FM—Carthage	WCOR—Lebanon
WKR—Columbia	WCRK—Morristown
WENR—Englewood	WLK—Newport
WHIN—Gallatin	WRGS—Rogersville
WGRV—Greenville	WDBL/WDBL-FM—Springfield
WJCW—Johnson City	WNNT—Tazewell
WEE—Lafayette	

6. SPOT ANNOUNCEMENTS	
1 min	126.76 120.70 115.81 113.90 112.04
	COTTON NETWORK
NORTH CAROLINA STATE GROUP	
Comprised of	
WFMO—Fairmont	WYAL—Scotland Neck
WEWO—Laurinburg	WCCS—Shelby
WSMR—Raeford	WKTC (FM)—Taboro
WCBT—Roanoke Rapids	

6. SPOT ANNOUNCEMENTS	
1 min	68.76 66.67 63.31 58.69 57.61 56.01
	SOUTH CAROLINA STATE GROUP
Comprised of	
WAKN—Aiken	WDSO—Dillon
WBSC—Bennettsville	WYMB—Manning
WAGS—Bishopville	WVAF (FM)—Vienna
WDAR (FM)—Darlington	WVFC—Sumter

6. SPOT ANNOUNCEMENTS	
1 min	69.19 16.19 69.19 63.68 62.74 62.74
	MISSOURI STATE GROUP
Comprised of	
WVMO—Cochran	WVMA—Moultrie
WCEH—Hawkinsville	WVAF—Valdosta
WPEH/WPEH-FM—Louisville	WVAV (FM)—Vienna
	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	59.01 57.76 55.71 55.17 53.38 52.88
	ALABAMA STATE GROUP
Comprised of	
WKAC—Athens	WBAM—Montgomery
WRAG—Carrollton	WHY—Moulton
WAGC—Centre	WAOA—Opelika
WHOS—Decatur	WIOR—Prattville
WBLA—Eufaula	WHS—Selma
WFLD—Florence	WHRD—Tuscaloosa
WBHP—Huntsville	WETU—Wetumpka

6. SPOT ANNOUNCEMENTS	
1 min	171.92 170.14 168.44 158.63 155.17 153.90
	MISSOURI STATE GROUP
Comprised of	
WDEK—Americus	WVMA—Moultrie
WMGR—Bainbridge	WVPA—Perry
WJFE—Baxley	WVAF—Valdosta
WFA—Cordale	WVNT/WSNT-FM—Sandersville
WMLT—Dublin	WVNS—Statesboro
WUFF/WUFF-FM—Eastman	WJAT—Swainsboro
WXKO—Fort Valley	WJAT-FM—Swainsboro
WPEH/WPEH-FM—Louisville	WVSL—Sylvania
WGRS—Millen	WPAX—Thomasville
WKUN—Monroe	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	157.13 154.13 148.61 140.21 137.75 134.59
	VIRGINIA STATE GROUP
Comprised of	
WYSR—Franklin	WVSL—Sylvania
WESR—Onley/Tasley	WRAR—Tappahannock

6. SPOT ANNOUNCEMENTS	
1 min	180.88 177.54 172.88 168.03 163.29 161.02
	SOUTH CAROLINA STATE GROUP
Comprised of	
WJAZ—Albany	WBHB—Fitzgerald
WDEC—Americus	WCEH—Hawkinsville
WMES—Ashburn	WDXA/WDXA-FM—McRae
WMGR—Bainbridge	WMGA—Moultrie
WBBK—Blakely	WSIZ—Ocilla
WGRA—Cairo	WVPA—Perry
WCLB—Camilla	WVNS—Statesboro
WHIA—Dawson	WVSL—Sylvania
WSEM—Donalsonville	WVNT—Winston
WMT—Dublin	WVAV (FM)—Vienna
WUFF/WUFF-FM—Eastman	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	15.13 15.13 15.13 13.20 13.20 13.20
	ALABAMA STATE GROUP
Comprised of	
WARI—Abbeville	WJLA—Eufaula
WKYD/WKYD-FM—Andalusia	WGEA—Geneva
WDBM—Dothan	WBAM—Montgomery
WIRB—Enterprise	WOKZ—Ozark
	WTBF—Troy

6. SPOT ANNOUNCEMENTS	
1 min	105.66 104.54 102.66 97.17 96.58 95.69
	SOYBEAN NETWORK
NORTH CAROLINA STATE GROUP	
Comprised of	
WZKY—Albemarle	WMSR—Raeford
WCLN-FM—Clinton	WCBT—Roanoke Rapids
WCKB—Dunn	WFMA (FM)—
WCNC—Elizabeth City	Rocky Mount
WBLA—Elizabethtown	WYAL—Scotland Neck
WFMO—Fairmont	WZB—Selma
WGH—Fayetteville	WVNS—Statesboro
WFAI—Fayetteville	WKTC—Taboro
WAKS—Fuquay	WADE—Wadesboro
WGBR—Goldsboro	WTRQ—Warsaw
WRNS (FM)—Kinston	WITN—Washington
WYRN—Louisburg	WETC—
WMAF—Monroe	Wendell-Zebulon
WYCM—Murfreesboro	WOTR (FM)—
WPNC/WKLY (FM)—Plymouth	Whiteville

6. SPOT ANNOUNCEMENTS	
1 min	247.94 242.73 232.61 223.32 217.66 213.42
	SOUTH CAROLINA STATE GROUP
Comprised of	
WAKN—Aiken	Darlington
WDG/WYXZ (FM)—Allendale	WDSO—Dillon
WANS/WANS-FM—Anderson	WJMY—Florence
WBBD—Bamberg	WBHC—Hampton
WBAB/WBAB-FM—Barnwell	WHSC—Hartsville
WBSC—Bennettsville	WDKD—Kingstree
WAGS—Bishopville	WJOT—Lake City
WDAR (FM)—Darlington	WVSL—Loris
	WYMB—Manning
	WJAY—Mullins
	WVNT/WSNT-FM—Sandersville
	WVNS—Statesboro
	WJAT—Swainsboro
	WJAT-FM—Swainsboro
	WVSL—Sylvania
	WPAX—Thomasville
	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	171.92 170.14 168.44 158.63 155.17 153.90
	MISSOURI STATE GROUP
Comprised of	
WDEK—Americus	WVMA—Moultrie
WMGR—Bainbridge	WVPA—Perry
WJFE—Baxley	WVAF—Valdosta
WFA—Cordale	WVNT/WSNT-FM—Sandersville
WMLT—Dublin	WVNS—Statesboro
WUFF/WUFF-FM—Eastman	WJAT—Swainsboro
WXKO—Fort Valley	WJAT-FM—Swainsboro
WPEH/WPEH-FM—Louisville	WVSL—Sylvania
WGRS—Millen	WPAX—Thomasville
WKUN—Monroe	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	157.13 154.13 148.61 140.21 137.75 134.59
	VIRGINIA STATE GROUP
Comprised of	
WYSR—Franklin	WVSL—Sylvania
WESR—Onley/Tasley	WRAR—Tappahannock

6. SPOT ANNOUNCEMENTS	
1 min	370.05 368.06 365.02 355.48 353.97 350.72
	FLORIDA STATE GROUP
Comprised of	
WVAV—Albertville	WBSM—Florence
WKYD/WKYD-FM—Andalusia	WHEP—Foley
WKAC—Athens	WZOB—Fort Payne
WBCA—Bay Minette	WGEA—Geneva
WASG—Atmore	WMFC—Monroeville
WBCA—Bay Minette	WOKZ—Ozark
WDBM—Dothan	WWIC—Scottsboro
WIRB—Enterprise	WVBF—Troy

6. SPOT ANNOUNCEMENTS	
1 min	107.95 105.86 101.43 97.77 96.89 95.41
	VIRGINIA STATE GROUP
Comprised of	
WYSR—Franklin	WVSL—Sylvania
WAGE—Leesburg	WVNT/WSNT-FM—Sandersville
WVAV—Albertville	WVNS—Statesboro
WKAC—Athens	WJAT—Swainsboro
WASG—Atmore	WJAT-FM—Swainsboro
WBCA—Bay Minette	WVSL—Sylvania
WDBM—Dothan	WPAX—Thomasville
WIRB—Enterprise	WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS	
1 min	38.94 38.94 38.94 36.52 36.52 36.52
	SOUTHEASTERN HOG NETWORK
NORTH CAROLINA STATE GROUP	
Comprised of	
WRUF—Gainesville	WNER—Live Oak
WDSR—Lake City	WTOT—Marianna

6. SPOT ANNOUNCEMENTS	
1 min	370.05 368.06 365.02 355.48 353.97 350.72
	FLORIDA STATE GROUP
Comprised of	
WVAV—Albertville	WBSM—Florence
WKYD/WKYD-FM—Andalusia	WHEP—Foley
WKAC—Athens	

SOUTH CAROLINA STATE GROUP

Comprised of
 WWBD—Bamberg WDKD—Kingstree
 WBAW/WBAW-FM— WVSL—Loris
 Barnwell WYMB—Manning
 WLAT—Conway WKSD—Orangeburg
 WDSC—Dillon WFIG—Sumter
 WBHC—Hampton WALD—Walterboro

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x
1 min	86.53	86.03	85.38	78.50	78.50	78.00

GEORGIA STATE GROUP

Comprised of
 WDEC—Americus Louisville
 WMES—Ashburn WDAX/WDAX-FM—McRae
 WUFE—Baxley WMAC—Metter
 WMGR—Bainbridge WMGA—Moultrie
 WGIA—Blackshear WSIZ—Ocilla
 WBBK—Blakely WSFB—Quitman
 WCLB—Camilla WSNT/WSNT-FM—
 WGRA—Cairo Sandersville
 WSEM—Donalsonville WWNS—Statesboro
 WDMG/WDMG-FM— WSYL—Sylvania
 Douglas WJAT—Swainsboro
 WMLT—Dublin WJAT-FM—Swainsboro
 WUFF/WUFF-FM— WPAX—Thomasville
 Eastman WWGS—Tifton
 WKIG—Glennville WVOP—Vidalia
 WPEH/WPEH-FM—

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x
1 min	205.29	200.07	191.40	182.76	178.28	175.35

ALABAMA STATE GROUP

Comprised of
 WARI—Abbeville WSBM—Florence
 WAVU—Albertville WZQB—Fort Payne
 WKYD/WKYD-FM— WGEA—Geneva
 Andalusia WBHP—Huntsville
 WXXR—Cullman WOZK—Ozark
 WDBM—Dothan WIQR—Prattville
 WIRB—Enterprise WWIC—Scottsboro
 WULA—Eufaula WTBF—Troy

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x
1 min	181.76	180.64	177.88	173.57	172.98	171.79

VIRGINIA STATE GROUP

Comprised of
 WIVE—Ashland WSWA—Harrisonburg
 WEVA—Emporia WKGM—Smithfield
 WYSR—Franklin WLPM—Suffolk

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x
1 min	71.86	71.02	70.43	65.84	65.59	65.59

NORTH CAROLINA STATE GROUP

Comprised of
 Interconnected by Satellite Stations
 WCLN—Clinton WCBT—Roanoke Rapids
 WCLN-FM—Clinton WFMA (FM)—
 WBXB—Edenton Rocky Mount
 WCNC—Elizabeth City WRXO—Roxboro
 WIFM—Elkin WWGP—Sanford
 WFMO—Fairmont WYAL—Scotland Neck
 WGHB—Farmville WBZB—Selma
 WIZS—Henderson WVCB—Shallotte
 WRNS (FM)—Kinston WNCA—Siler City
 WYRN—Louisburg WKTC (FM)—Tarboro
 WMYN—Mayodan WTRQ—Warsaw
 WHNI—Mebane WETC—
 WYCM—Murfreesboro Wendell-Zebulon
 WCBC—Oxford WQTR (FM)—Whiteville
 WPNC/WKLX-FM— WIAM—Williamston
 Plymouth WVOT—Wilson
 WWMO—Reidsville WBTE—Windsor

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x
1 min	185.00	183.00	180.00	172.00	168.00	160.00
30 sec	148.00	145.00	143.00	135.00	132.00	125.00

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

(D) CR-4)

MEDIA/MARKET MAP
 MARKET DATA
 RADIO STATION LISTING

JOIN THE CAMPAIGN

Urge media and their representatives to use more informative copy.

Your job will be made much easier and more pleasant if buyers of media “pass the word along” to representatives and media owners that pertinent information, minus the frills and fluffs of media promotion, is needed to buy “opportunities” for products.

First, a brief recapitulation of what SRDS is doing to help you. Through direct mail, sales people, copy service department, and Service-Ads, it is hammering hard to dispel the notion that buyers of media are swayed by glittering generalities and have the time to pore through mountains of media promotion digging out needed data.

But, SRDS needs help!

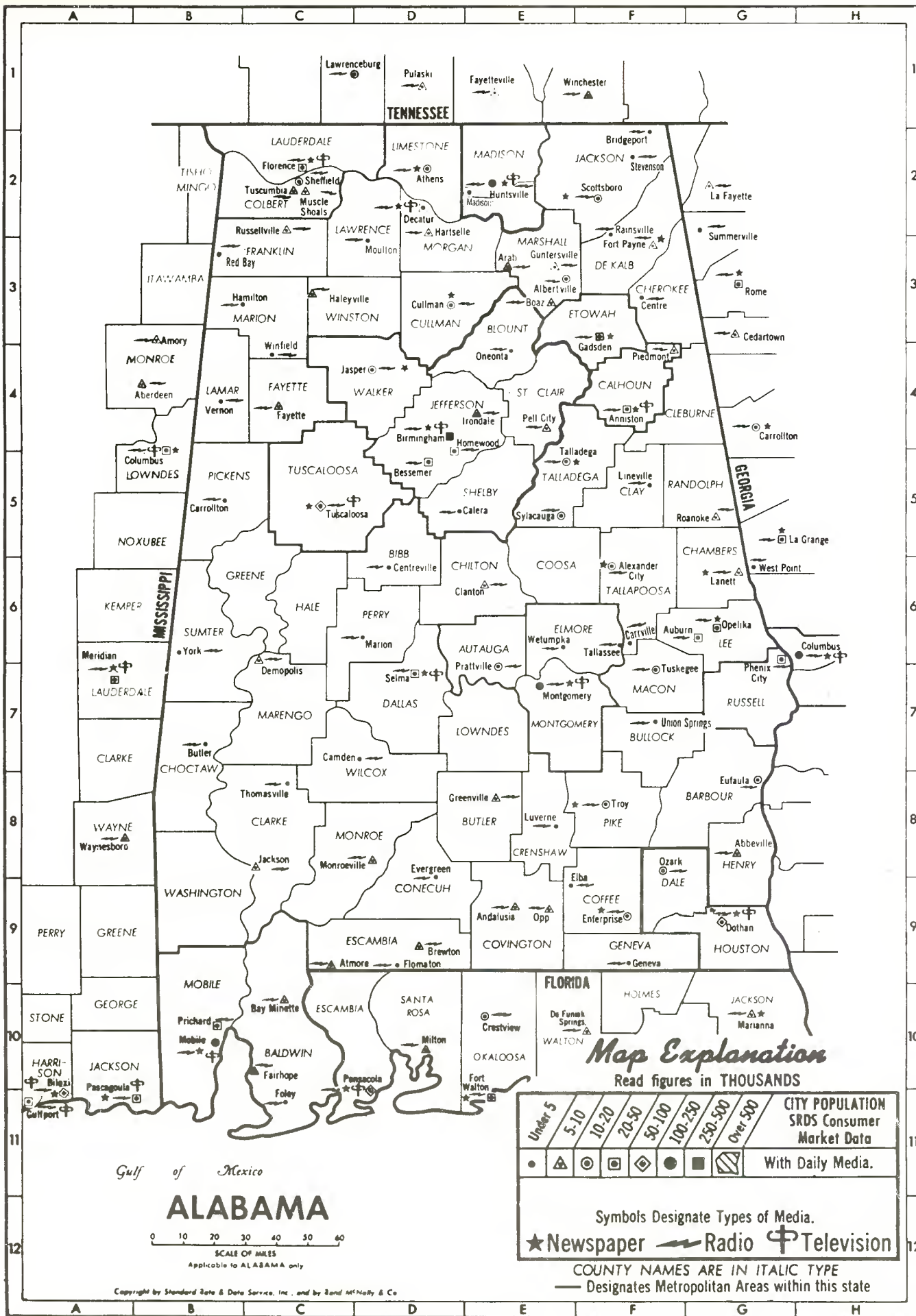
Urge the representatives to tell their bosses to use informative copy in Service-Ads near their listing in SRDS—copy containing sufficient data to enable you to justify your choice should it be questioned.

Many buyers of media have joined with SRDS in this campaign to foster informative copy in Service-Ads. These busy specialists urge the presentation of information in a form that is easy to use—material that they can use with as much confidence, ease, and effectiveness as they use the information in the listings of the SRDS services.

Join this campaign to help you buy media intelligently. Urge the representatives, media owners, station managers, etc., to use copy with pertinent data in Service-Ads near their listing for your guidance and convenience.

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The following Consumer Market Data is provided by National Decision Systems in Encinitas, California.



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Anniston—Calhoun Birmingham—Jefferson		Decatur—Morgan Dothan—Houston		Florence—Lauderdale		Gadsden—Etowah		Huntsville—Madison		Mobile—Mobile		Montgomery—Montgomery		Tuscaloosa—Tuscaloosa						
Estimates for:		Gross Household Income—1984								Retail Sales—1984										
STATE	Population	Households	Per Household	% Distribution of Households				Total Retail Sales	By Selected Store Types							Passenger	Black	Spanish		
COUNTY—Map Loc.	4/1/84	4/1/84	(\$000)	10000	15000	35000	50000	Per Household	Food	Drug	General Mdee.	Apparel	Home Furn.	Auto motive	Service Station	4/1/84	Pop. 4/1/84	Pop. 4/1/84		
City	(000)	(000)	(000)	14999	34999	49999	50000	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(000)	(000)	(000)		
Metropolitan Area							over													
ALABAMA STATE TOTALS.....	3,972.7	1,380.12	31,688,253	22,961	41.1	38.6	12.3	8.0	18,644,344	13,509	4,140,465	669,407	2,830,853	865,085	892,135	3,146,398	1,664,831	2,366.44	1,006.0	33.81
AUTAUGA E-6	34.8	11.08	241,622	21,807	37.5	44.8	12.8	4.8	151,127	13,640	33,472	5,392	22,832	7,033	7,292	25,520	13,481	21.34	7.8	.39
BALDWIN C-10	84.0	28.86	690,240	23,917	37.2	41.3	13.5	7.9	398,230	13,799	87,922	14,104	59,802	18,599	19,403	67,298	35,479	52.49	12.9	.85
BARBOUR G-8	25.4	8.68	165,264	19,040	51.4	34.7	8.7	5.2	108,958	12,553	24,710	4,105	17,203	4,935	4,868	18,295	9,810	13.57	11.3	.28
BIBB D-5	16.0	5.30	96,385	18,186	49.2	40.4	7.4	2.9	65,866	12,428	14,978	2,497	10,452	2,973	2,915	11,052	5,936	9.23	3.7	.18
BLOUNT E-3	39.4	13.82	256,821	18,583	47.4	40.2	8.8	3.6	175,041	12,666	39,593	6,556	27,505	7,952	7,890	29,410	15,743	26.54	6	.22
BULLOCK F-7	9.8	3.23	46,627	14,436	67.2	25.2	4.4	3.2	36,932	11,434	8,618	1,483	6,143	1,616	1,486	6,157	3,363	4.49	6.6	.15
BUTLER E-8	21.0	7.30	133,575	18,298	52.8	36.4	6.4	4.4	89,845	12,308	20,496	3,431	14,341	4,041	3,932	15,064	8,108	11.46	8.1	.28
CALHOUN F-4	123.4	41.25	901,492	21,854	49.8	31.6	8.8	9.8	552,319	13,390	122,960	19,945	84,251	25,556	26,224	93,154	49,366	70.81	21.7	1.37
Anniston	29.5	11.11	243,698	21,935	143,113	12,881	32,210	5,300	22,280	6,540	6,559	24,074	12,846	15.35	11.0	.21
Anniston Metro Area.....	123.4	41.25	901,492	21,854	41.6	40.2	11.9	6.3	552,319	13,390	122,960	19,945	84,251	25,556	26,224	93,154	49,366	70.81	21.7	1.37
CHAMBERS G-5	39.3	13.68	255,495	18,677	47.0	41.1	8.9	3.0	173,599	12,690	39,243	6,493	27,248	7,892	7,840	29,172	15,610	22.00	13.9	.36
CHEROKEE F-3	19.6	6.87	137,889	20,071	46.7	42.1	8.1	3.1	86,555	12,599	19,608	3,253	13,638	3,925	3,881	14,537	7,789	13.35	1.6	.11
CHILTON E-8	32.3	11.41	220,890	19,359	47.2	40.2	8.3	4.3	144,988	12,707	32,765	5,419	22,743	6,594	6,556	24,366	13,026	21.70	3.8	.18
CHOCTAW B-7	16.5	5.35	105,241	19,671	52.6	31.2	10.8	5.5	68,569	12,817	15,454	2,547	10,702	3,128	3,128	11,531	6,158	9.20	7.2	.16
CLARKE C-8	27.4	8.89	183,605	20,653	48.3	35.6	10.6	5.6	115,332	12,973	25,908	4,252	17,891	5,282	5,319	19,410	10,345	14.31	11.7	.30
CLAY F-5	13.7	4.81	104,935	21,816	43.8	39.4	12.1	4.7	63,315	13,163	14,164	2,312	9,746	2,913	2,960	10,666	5,670	8.59	2.3	.09
CLEBURNE F-4	13.0	4.54	86,011	18,945	45.1	44.2	7.5	3.2	57,510	12,667	13,009	2,154	9,038	2,612	2,592	9,662	5,173	8.62	7	.07
COFFEE F-9	38.8	13.63	265,670	19,492	44.4	42.7	8.7	4.2	174,519	12,804	39,351	6,490	27,263	7,957	7,949	29,344	15,677	25.09	6.6	.35
COLBERT C-9	54.8	19.42	468,992	24,150	35.6	41.4	15.1	7.9	273,099	14,063	59,987	9,556	40,614	12,828	13,514	46,207	24,282	36.25	9.2	.28
CONECUH D-2	15.4	5.34	89,729	16,803	58.5	32.7	5.0	3.7	63,646	11,919	14,661	2,484	10,342	2,829	2,690	10,646	5,766	8.43	6.3	.19
COOSA E-6	11.4	3.93	73,017	18,579	52.9	39.8	4.9	2.3	47,592	12,110	10,909	1,837	7,663	2,128	2,048	7,970	4,303	7.01	4.0	.11
COVINGTON E-9	37.3	14.02	271,792	19,386	48.6	38.9	8.1	4.5	177,356	12,650	40,133	6,649	27,889	8,053	7,983	29,796	15,954	23.99	4.9	.26
CRENSHAW E-8	14.1	5.08	87,764	17,276	56.6	32.6	7.2	3.6	61,617	12,129	14,115	2,375	9,910	2,757	2,658	10,321	5,570	8.35	3.7	.13
CULLMAN D-3	63.7	22.68	458,910	20,234	46.6	40.2	8.2	5.0	288,515	12,721	65,179	10,776	45,231	13,126	13,059	48,490	25,936	42.45	5	.32
DALE F-9	42.9	13.55	301,402	22,244	39.3	42.1	12.0	6.6	181,401	13,388	40,386	6,551	27,673	8,393	8,612	30,595	16,214	23.59	7.0	.96
DALLAS D-7	53.2	17.46	341,614	21,566	51.0	34.1	9.5	5.4	220,958	12,655	49,990	8,280	34,734	10,035	9,952	37,123	19,875	24.77	29.0	.59
DE KALB F-3	57.0	20.61	415,643	20,167	47.6	38.5	10.0	3.8	264,904	12,853	59,665	9,826	41,298	12,094	12,111	44,554	23,786	37.69	1.0	.30
ELMORE E-6	46.8	15.27	362,398	23,733	37.2	41.3	14.5	7.0	211,775	13,869	46,693	7,477	31,721	9,906	10,361	35,800	18,587	28.44	10.4	.37
ESCAMBIA D-9	39.4	13.10	266,157	20,317	47.9	38.9	8.8	4.3	167,618	12,795	37,801	6,236	26,193	7,641	7,631	28,183	15,058	21.84	11.7	.29
ETOWAH F-3	103.5	37.31	862,300	23,112	46.9	39.3	11.4	7.4	505,655	13,553	112,193	18,117	76,646	23,486	24,264	85,352	45,136	66.22	13.9	.53
Gadsden	44.4	17.09	371,508	21,738	223,834	13,097	50,144	8,201	34,547	10,283	10,416	37,695	20,055	26.98	10.8	.27
Gadsden Metro Area.....	103.5	37.31	862,300	23,112	41.0	38.4	13.4	7.2	505,655	13,553	112,193	18,117	76,646	23,486	24,264	85,352	45,136	66.22	13.9	.53
FAYETTE C-4	19.4	6.99	122,717	17,556	52.4	38.6	5.9	3.1	84,927	12,150	19,451	3,272	13,655	3,801	3,665	14,226	7,676	12.37	2.5	.12
FRANKLIN C-3	29.4	10.67	235,100	22,034	42.8	38.4	12.2	6.6	143,271	13,427	31,868	5,163	21,819	6,636	6,821	24,169	12,801	19.86	1.3	.19
GENEVA F-9	24.6	8.75	161,843	18,496	55.0	37.2	5.0	2.9	104,789	11,976	24,105	4,076	16,983	4,666	4,452	17,534	9,488	15.33	3.1	.21
GREENE C-6	11.0	3.46	52,899	15,289	65.2	25.2	5.7	3.9	40,129	11,598	9,325	1,596	6,824	1,765	1,642	6,698	3,648	4.75	8.6	.17
HALE C-6	15.1	4.73	71,027	15,016	63.6	27.5	5.2	3.7	55,179	11,666	12,796	2,185	9,075	2,433	2,275	9,214	5,012	6.93	9.5	.30
HENRY G-8	15.8	5.46	110,203	20,184	45.7	39.7	10.0	4.6	70,477	12,908	15,858	2,608	10,967	3,221	3,233	11,856	6,326	9.53	6.0	.14
HOUSTON G-9	81.3	28.75	677,502	23,565	39.1	38.6	12.4	9.9	385,808	13,419	85,843	13,914	58,790	17,863	18,350	65,079	34,476	49.59	18.1	.63
Dothan	53.6	19.22	495,469	25,779	264,437	13,758	58,431	9,384	39,773	12,339	12,852	44,679	23,567	32.01	13.8	.49
Dothan Metro Area.....	124.2	42.30	978,904	23,142	40.8	40.3	11.4	7.5	567,209	13,409	126,229	20,465	86,463	26,256	26,962	95,674	50,690	73.22	24.8	1.67
JACKSON F-2	55.0	19.07	403,691	21,169	40.9	42.4	11.9	4.9	255,088	13,376	56,806	9,218	38,933	11,799	12,100	43,020	22,802	34.67	2.3	.36
JEFFERSON D-4	664.4	243.55	6,352,490	26,083	47.8	36.7	9.8	5.7	3,436,010	14,108	754,028	119,966	510,089	161,557	170,550	581,486	305,400	394.86	221.5	4.43
Birmingham	266.3	101.44	2,037,290	20,084	1,303,930	12,854	293,687	48,367	203,277	59,531	59,616	219,307	117,079	136.43	146.4	2.09
Birmingham Metro Area.....	896.5	322.97	8,111,790	25,116	37.2	39.4	13.9	9.6	4,505,880	13,951	991,809	158,450	672,775	211,154	221,570	762,001	400,962	543.44	243.7	5.82
LAMAR B-4	17.0	6.03	115,290	19,115	46.4	41.6	8.6	3.4	77,273	12,815	17,423	2,873	12,071	3,523	3,520	12,993	6,941	10.89	2.0	.16
LAUDERDALE C-2	83.3	29.44	713,106	24,222	40.2	38.8	13.4	7.5	411,826	13,989	90,582	14,457	61,404							

ALABAMA

ALABAMA

See SRDS Consumer market map and data at beginning of the state.

THIS STATE OBSERVES DAYLIGHT SAVINGS TIME.

STATE NETWORKS

Alabama Information Network

Comprised of Interconnected Stations

WKYD/WKYD-FM—Andalusia
 WANA—Anniston
 WJMW—Athens
 WAUD—Auburn
 WAPI—Birmingham
 WKNJ—Brewton
 WBTS—Bridgeport
 WPRN—Butler
 WBYE—Calera
 WAOT (FM)—Carrollton
 WRAG—Carrollton
 WEIS—Centre
 WKLF—Clanton
 WXXR—Cullman
 WXAL—Demopolis
 WELB—Eiba
 WIRB—Enterprise
 WKOK (FM)—Eufaula
 WULA—Eufaula
 WEGN—Evergreen
 WEGN-FM—Evergreen
 WABF—Fairhope
 WPIK—Flomaton
 WHEP—Foley
 WZOB—Fort Payne
 WGAD—Gadsden
 WGEA—Geneva
 WGEA-FM—Geneva
 WKXN (FM)—Greenville
 WFIX—Huntsville
 WHOD/WHOD-FM—Jackson
 WWWW—Jasper
 WWWW-FM—Jasper
 WRLD—Lanett
 WZZZ—Lineville
 WLNV—Luverne
 WABT—Madison
 WAJQ—Marion
 WABB—Mobile
 WMFC—Monroeville
 WMFC-FM—Monroeville
 WZTN—Montgomery
 WJHO—Opelika
 WOPP—Opp
 WAYD—Ozark
 WORJ (FM)—Ozark
 WFHK—Pell City
 WPID—Piedmont
 WIOR—Prattville
 WRMG—Red Bay
 WELR—Roanoke
 WELR-FM—Roanoke
 WKAX—Russellville
 WKEA-FM—Scottsboro
 WALX (FM)—Selma
 WMRK—Selma
 WVSU (FM)—Stevenson
 WYEA—Sylacauga
 WHTB (FM)—Talladega
 WTLS—Talladega
 WTUG (FM)—Tuscaloosa
 WTSK—Tuscaloosa
 WVNA—Tuscumbia
 WEZQ—Winfield
 WSLY (FM)—York
 WYLS—York

Media Code 4 201 0215 4.00 Mid 008006-000
 Alabama Information Network, Inc.
 Box 5034, Montgomery, AL 36103. Phone 205-832-4240.

PROGRAMMING DESCRIPTION

ALABAMA INFORMATION NETWORK: NEWS: state at :30 & :55. Agricultural news 4x/day. Contact Representative for further details. Rec'd 11/21/83.

- PERSONNEL**
General Manager—Greg Hamilton.
 - REPRESENTATIVES**
Blair Radio.
 - AGENCY COMMISSION**
15/0 time only.
 - GENERAL ADVERTISING** See coded regulations Affiliated with Blair Represented State Networks.
- TIME RATES**
 Eff—Rec'd 11/21/83.
 AAA—Mon thru Sat 6:30-10 am.
 AA—Mon thru Sat 10 am-7 pm.
 A—Mon thru Sat 7 pm-midnight; Sun 12:30-6 pm.
- SPOT ANNOUNCEMENTS**

AAA AA A	AAA AA A
1 min	2:40 200 100 30 sec
B: ROS Mon thru Fri 6 am-7 pm, 1-min 184.00; 30-sec 150.00; Sat 6 am-6 pm.	192 160 80
C: ROS Mon thru Fri 6 am-7 pm, 1-min 170.00; 30-sec 135.00; Sat 6 am-6 pm.	

Rx:

For best results, use only as directed. Use the most current SRDS editions for efficient planning and buying.

CAPITOL AGRI-NET



Comprised of Interconnected Stations

WKYD/WKYD-FM—Andalusia
 WANA—Anniston
 WJMW—Athens
 WAUD—Auburn
 WAPI—Birmingham
 WKNJ—Brewton
 WBTS—Bridgeport
 WPRN—Butler
 WBYE—Calera
 WAOT (FM)—Carrollton
 WRAG—Carrollton
 WEIS—Centre
 WKLF—Clanton
 WXXR—Cullman
 WXAL—Demopolis
 WELB—Eiba
 WIRB—Enterprise
 WKOK (FM)—Eufaula
 WULA—Eufaula
 WEGN—Evergreen
 WEGN-FM—Evergreen
 WFIX—Huntsville
 WHOD/WHOD-FM—Jackson
 WWWW—Jasper
 WWWW-FM—Jasper
 WRLD—Lanett
 WZZZ—Lineville
 WLNV—Luverne
 WABT—Madison
 WAJQ—Marion
 WABB—Mobile
 WMFC—Monroeville
 WMFC-FM—Monroeville
 WZTN—Montgomery
 WJHO—Opelika
 WOPP—Opp
 WAYD—Ozark
 WORJ (FM)—Ozark
 WFHK—Pell City
 WPID—Piedmont
 WIOR—Prattville
 WRMG—Red Bay
 WELR—Roanoke
 WELR-FM—Roanoke
 WKAX—Russellville
 WKEA-FM—Scottsboro
 WALX (FM)—Selma
 WMRK—Selma
 WVSU (FM)—Stevenson
 WYEA—Sylacauga
 WHTB (FM)—Talladega
 WTLS—Talladega
 WTUG (FM)—Tuscaloosa
 WTSK—Tuscaloosa
 WVNA—Tuscumbia
 WEZQ—Winfield
 WSLY (FM)—York
 WYLS—York

Media Code 4 201 0247 7.00 Mid 008007-000
 Alabama Information Network, Inc.
 Box 5034, Montgomery, AL 36103. Phone 205-832-4240.

- PERSONNEL**
General Manager—Greg Hamilton.
Farm Director—Clay Redden.
- REPRESENTATIVES**
Blair Radio.
- AGENCY COMMISSION**
15/0 time only.
- GENERAL ADVERTISING** See coded regulations Affiliated with Blair Represented State Networks.

TIME RATES

Eff—Rec'd 11/21/83.
SPOT ANNOUNCEMENTS
 FARM FRONT TODAY
 MON-SAT, AT :30: 1 min 30 sec
 5:30-5:44 am, repeat at 6:10 am 195 160
 12:10-12:19 pm, repeat at 1:10-1:19 pm ... 160 125
SPECIAL FEATURES
 Commodity Reports—9:45-9:50 am & 2:35-2:45 pm, 1-min 80.00; 30-sec 65.00.

For more farm information, see listing in Consumer Magazine and Agri-Media Rates and Data.

KEYSTONE BROADCASTING SYSTEM, INC.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in National and Regional Radio Networks and Groups section under National Networks.)
 Media Code 4 100 0060 8.00 Mid 015387-001
 Business Office: 111 N. Wabash, Suite 610, Chicago, IL 60602. Phone 312-782-8000.
 New York.
 250 W. 57th St., Suite 814, New York, NY 10107. Phone 212-333-7676.

ALABAMA STATE GROUP

Comprised of Non-Interconnected Stations

WARI—Abbeville
 WXLE (FM)—Abbeville
 WAVU—Albertville
 WQSB (FM)—Albertville
 WRFS/WRFS-FM—Alexander City
 WANA—Anniston
 WKAC—Athens
 WATB—Atmore
 WSKR (FM)—Atmore
 WFRI (FM)—Auburn
 WBCA—Bay Minette
 WWSM (FM)—Bay Minette
 WSMQ—Bessemer
 WBSA—Boaz
 WEBJ—Brewton
 WKNJ (FM)—Brewton
 WPRN—Butler
 WQGL (FM)—Butler
 WBYE—Calera
 WCOX—Camden
 WAOT (FM)—Carrollton
 WRAG—Carrollton
 WAGC—Centre
 WEIS—Centre
 WBIB—Centreville
 WEZZ (FM)—Clanton
 WKLF—Clanton
 WFMH—Cullman
 WFMH-FM—Cullman
 WAJF—Decatur
 WMSL—Decatur
 WNAN (FM)—Demopolis
 WPYK—Dora
 WDBM—Dothan
 WELB—Eiba
 WIRB—Enterprise
 WLHQ (FM)—Enterprise
 WKOK (FM)—Eufaula
 WULA—Eufaula
 WEGN/WEGN-FM—Evergreen
 WABF—Fairhope
 WPIK—Flomaton
 WOLT (FM)—Florence
 WXOR—Florence
 WHEP—Foley
 WZOB—Fort Payne
 WAAX—Gadsden
 WKFX—Gadsden
 WGEA—Geneva
 WGYV—Greenville
 WGSV—Guntersville
 WTWX (FM)—Guntersville
 WJBB—Haleyville
 WJBB-FM—Haleyville
 WERH—Hamilton
 WHOD—Jackson
 WARF—Jasper
 WWWW—Jasper
 WANL—Lineville
 WLNV—Luverne
 WABT—Madison
 WAJQ—Marion
 WMFC—Monroeville
 WHIN—Moulton
 WFRI (FM)—Opelika
 WAMI/WAMI-FM—Opp
 WOAB (FM)—Ozark
 WOZK—Ozark
 WFHK—Pell City
 WIOR—Prattville
 WWSM—Rainsville
 WELR—Roanoke
 WLAX—Russellville
 WWWW—Russellville
 WIRB—Selma
 WVIC—Scottsboro
 WKEA—Scottsboro
 WKEA-FM—Scottsboro
 WVSU (FM)—Stevenson
 WFEB—Sylacauga
 WEYY—Talladega
 WHTB (FM)—Talladega
 WNUZ—Talladega
 WJDB/WJDB-FM—Thomasville
 WIGC (FM)—Troy
 WTB—Troy
 WRLX—Tuscaloosa
 WBIL—Tuskegee
 WYSA—Vernon
 WETU—Wetumpka
 WEZQ—Winfield

Less than full state list may be purchased.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates are dependent upon each advertiser's station lineup.

(D)



TRN FARM NEWS NETWORK (TOBACCO RADIO NETWORK) ALABAMA STATE GROUP



Mid 015392-005

Executive Office:
 711 Hillsborough St., Box 12800, Raleigh, NC 27605.
 Phone 919-890-6046, Call Collect.
 See listing under Regional Radio Networks and Groups.

(D) CR-4)

Abbeville

Henry County—Map Location G-8
 See SRDS Consumer market map and data at beginning of the state.

WARI

1961
 ABBEVILLE

Mid 008008-000

See SRDS Spot Radio Small Markets Edition.

WXLE (FM)

1968
 ABBEVILLE



Media Code 4 201 0315 2.00 Mid 008009-000
 Henry County Radio, Inc.
 1711 Montgomery Hwy., Suite 301, Dothan, AL 36303.
 Phone 205-793-9450.

- PERSONNEL**
General Manager—Clark P. Jones.
- FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mhz.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 285 ft. above average terrain.
- AGENCY COMMISSION**
15%
- GENERAL ADVERTISING** See coded regulations AM facilities: WARI.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 Eff—Rec'd 11/29/83.

SPOT ANNOUNCEMENTS
 5-10 AM & 3-9 PM

PER WK:	6 ti	12 ti	18 ti	30 ti
1 min	12.00	11.00	10.00	9.00
30 sec	9.00	8.50	8.00	7.50

 10 AM-3 PM & 9 PM-MIDNIGHT

1 min	9.00	8.25	7.50	7.00
30 sec	6.75	6.25	6.00	5.50

 (SMD) (CR)

Albertville

Marshall County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

WAVU

1948
 ALBERTVILLE

Mid 008010-000

See SRDS Spot Radio Small Markets Edition.

WQSB (FM)

1950
 ALBERTVILLE

Mid 008011-000

See SRDS Spot Radio Small Markets Edition.

Alexander City

Tallapoosa County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WACD

1976
 ALEXANDER CITY

Mid 008012-000

See SRDS Spot Radio Small Markets Edition.

WRFS

1947
 ALEXANDER CITY

WRFS-FM

1949
 ALEXANDER CITY

Mid 008013-000

See SRDS Spot Radio Small Markets Edition.

Andalusia

Covington County—Map Location E-9
 See SRDS Consumer market map and data at beginning of the state.

WAAO

1966
 ANDALUSIA

Mid 008014-000

See SRDS Spot Radio Small Markets Edition.

WKYD

1946
 ANDALUSIA

WKYD-FM

1950
 ANDALUSIA

Mid 008015-000

See SRDS Spot Radio Small Markets Edition.

WOPP

1980
 OPP

Mid 008166-000

See listing under city of license.

WTCG

1983
 ANDALUSIA

Mid 032357-000

See SRDS Spot Radio Small Markets Edition.

Anniston

Calhoun County—Map Location F-4
 See SRDS Consumer market map and data at beginning of the state.

WANA

1954
 ANNISTON

Mid 008016-000

Media Code 4 201 0700 5.00
 Gadsden Radio Co.
 Box 609, 115 W. 33rd St., Anniston, AL 36202. Phone 205-237-1627.

- REPRESENTATIVES**
Media Sales/South
1 min rate 1x: 10.35.

WDNG

1957
 ANNISTON



Media Code 4 201 0770 8.00
 Potts Broadcasting Co. Inc.
 Box 1290, Anniston, AL 36201. Phone 205-236-8291.

- REPRESENTATIVES**
Busby, Finch, Latham & Widman.
1 min rate 1x: 16.40.

WHMA

1938
 ANNISTON



Media Code 4 201 0840 9.00 Mid 008018-000
 Calhoun Broadcasting Co., Inc.
 Box 278, Anniston, AL 36202. Phone 205-236-7545.

continued

ALABAMA

Anniston—cont

WHMA—cont

2. REPRESENTATIVES

Radio Station Representatives, Inc.
1 min rate 1x: 18.82.

WHMA-FM

1947
ANNISTON



Media Code 4 201 0841 7.00 Mid 008019-000
Calhoun Broadcasting Co., Inc.
Radio Bldg. 14th and Noble Sts., Anniston, AL 36201.
Phone 205-237-7722, 8741.

2. REPRESENTATIVES

Radio Station Representatives, Inc.
1 min rate 1x: 14.12.

Arab

Marshall County—Map Location E-3
See SRDS Consumer market map and data at beginning of the state.

WRAB

1961
ARAB

See SRDS Spot Radio Small Markets Edition. Mid 008020-000

Athens

Limestone County—Map Location D-2
See SRDS Consumer market map and data at beginning of the state.

WJMW

1948
ATHENS

See SRDS Spot Radio Small Markets Edition. Mid 008021-000

WKAC

1964
ATHENS

See SRDS Spot Radio Small Markets Edition. Mid 008022-000

WZYP (FM)

1958
ATHENS



Media Code 4 201 1155 1.00 Mid 008023-000
Athens Broadcasting Co. Inc.
Hines St., Box 389, Athens, AL 35611. Phone 205-233-1414.

WZYP (FM): MUSIC: Hit Contemporary. NEWS: 2-man staff w/local; network via satellite. COMMERCIAL POLICY: 8 min/hr. Contact Representative for further details. Rec'd 8/30/84.

1. PERSONNEL

Pres. & Gen'l Mgr.—Homer F. Dunnivant.
Vice-President—Bill Dunnivant.
Traffic—Mitzi Legg.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

ERP 100,000 w.; 104.3 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht: 760 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WJMW.

Affiliated with RKO ONE.

Affiliated with Supernet.

TIME RATES

No. 20 Eff 10/31/84—Rec'd 10/26/84.
Specified—5-10 am, 10-3 pm & 3-8 pm.
BTA—5-1 am.

6. SPOT ANNOUNCEMENTS

GRID:	SPECIFIED	I			II			III			IV		
		1	2	3	1	2	3	1	2	3	1	2	3
1 min		40	36	33	30	28	26	24					
30 sec		30	28	26	24								
	BTA												
1 min		29	27	25	23								
30 sec		25	23	21	19								
	ROS												
1 min		21	19	17	15								
30 sec		18	16	14	12								

(SMD) (D)

Atmore

Escambia County—Map Location D-9
See SRDS Consumer market map and data at beginning of the state.

WASG

1980
ATMORE

See SRDS Spot Radio Small Markets Edition. Mid 008024-000

WATM

1949
ATMORE

See SRDS Spot Radio Small Markets Edition. Mid 008025-000

WSKR (FM)

1966
ATMORE

See SRDS Spot Radio Small Markets Edition. Mid 008026-000

Auburn-Opelika

Lee County—Map Location G-6
See SRDS Consumer market map and data at beginning of the state.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine the extent of individual station coverage, audience delivered, etc. within the area.

WAOA

1968
OPELIKA



Media Code 4 201 1225 2.00 Mid 008027-000
Faulkner Radio Inc.
Box 2329, Opelika, AL 36801. Phone 205-745-4656.
1 min rate 1x: 11.50.

WAUD

1947
AUBURN

JBA JACK BOLTON ASSOCIATES



Media Code 4 201 1260 9.00 Mid 008028-000
Auburn Broadcasting and Communications Co. Inc.
165 E. Magnolia Ave., Box 391, Auburn, AL 36830. Phone 205-887-3401.

PROGRAMMING DESCRIPTION

WAUD: MUSIC: Standards, MOR, Beautiful, Nostalgia. NEWS: network, state network, AP; heavy local news. SPORTS: NASCAR race, univ sports, major league baseball, local high school and other sports. Contact Representative for further details. Rec'd 12/18/84.

1. PERSONNEL

General Manager—Bob Sanders.
Station Manager—Paul Ellen.

2. REPRESENTATIVES

Jack Bolton Associates.

3. FACILITIES

1,000 w.; 1230 khz. Non-directional.
Operating schedule: 5:30-2 am. CST.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Member: Alabama Information Network, Capitol Agri-Net.

TIME RATES

PER WK:	1 min			30 sec		
	1 ti	13 ti	25 ti	1 ti	13 ti	25 ti
AA	8.50	7.25	6.75	6.00	5.75	5.50
A	7.00	6.00	5.50	5.00	4.75	4.50

9. PARTICIPATING PROGRAMS

BOB SANDERS SHOW
1 ti 13 ti 25 ti
1 min 9.00 8.00 7.25 30 sec 6.50 6.25 6.00

WFRI (FM)

1968
AUBURN



Media Code 4 201 1295 5.00 Mid 008029-000
Faulkner Radio Inc.
Box 2329, Opelika, AL 36802. Phone 205-745-4657.
1 min rate 1x: 11.50.

WJHO

1940
OPELIKA



Media Code 4 201 1310 2.00 Mid 008030-000
Opelika Auburn Broadcasting Co.
Box 710 2009 Pepperell Parkway, Opelika, AL 36801.
Phone 205-745-6484, 6485.

PROGRAMMING DESCRIPTION

WJHO: MUSIC: 7 am-12:30 pm adult contemporary; 12:30-2:30 pm C&W; 2:30 pm-1 am contemporary; 1-7 am C&W gospel, NEWS: emphasis on local with fulltime director, 2 assistants, 7 mobile units. SPORTS: local, reg'l, nat'l; special events & remote broadcasts. Contact Representative for further details. Rec'd 11/4/80.

1. PERSONNEL

Pres. & Gen'l Mgr.—Jack Smolton.
Station Manager—Joe Valley.
Sales Manager—Billie Smolton.

2. REPRESENTATIVES

David Carpenter Company, Inc.

3. FACILITIES

1,000 w., 1400 khz. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with MBS.
Member: Alabama Information Network.

TIME RATES

No. 8 Eff 1/1/82—Rec'd 4/6/82.
AAA—5-9 am & 3-7 pm.
AA—9 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min		30 sec				
WK:	1 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AAA	12	11	10	9	10	9	8
AA	11	10	9	8	9	8	7
A	10	9	8	7	8	7	6

7. PACKAGE PLANS

BULK—1/3AAA, 1/3AA, 1/3A
PER YR: 156x 312xi 624xi 1248x
1 min 10 9 8 7
30 sec 8 7 6 5
TAP—1/3AAA, 1/3AA, 1/3A
PER WK: 12 ti 18 ti 24 ti PER WK: 12 ti 18 ti 24 ti
1 min 10 9 8 30 sec 8 7 6
BTA w/ky power pack: 30 ti, 1-min 210.00; 30-sec 150.00.

9. PARTICIPATING PROGRAMS

Smilin' Jack Show—Mon thru Fri 7-9 am fixed, 1-min ea 12.00; 30-sec ea 10.00.
Speck Wright Show—Mon thru Fri 12:30-2:30 pm fixed, 1-min ea 12.00; 30-sec ea 10.00.
Dick Clark National Music Survey—Sat 9 am-noon, 30-sec 10.00; 1-min 12.00.
Larry King Show—Mon thru Sat 11 pm-4 am, 30-sec 5.00; 1-min 6.00.

Bay Minette

Baldwin County—Map Location C-10
See SRDS Consumer market map and data at beginning of the state.

WBCA

1957
BAY MINETTE

See SRDS Spot Radio Small Markets Edition. Mid 008031-000

WWSM (FM)

1964
BAY MINETTE

See SRDS Spot Radio Small Markets Edition. Mid 008032-000

Bessemer

Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

WSMQ

1960
BESSEMER



Media Code 4 201 1370 6.00 Mid 008033-000
Mel Allen Broadcasting, Inc.
1830 3rd Ave., Box 730, Bessemer, AL 35202. Phone 205-428-0146.

2. REPRESENTATIVES

Savalli & Schutz, Inc.

1 min rate 1x: 8.00.

Birmingham

(including Homewood, Irondale)
Jefferson County—Map Location D-4
See SRDS Consumer market map and data at beginning of the state.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAGG

1950
BIRMINGHAM

Pure Gospel



Media Code 4 201 1390 4.00 Mid 008040-000
Booker T. Washington Broadcast Services Inc.
Box 697, Birmingham, AL 35201. Phone 205-324-3356.

PROGRAMMING DESCRIPTION

WAGG: Programmed to black audience. All segments handled by personnel. NEWS: nat'l & local at :25. Contact Representative for further details. Rec'd 10/24/83.

1. PERSONNEL

President—Dr. A. G. Gaston.
Vice-President—Kirkwood Balton.
General Manager—William Manney.

2. REPRESENTATIVES

Selcom Radio.

3. FACILITIES

5,000 w. days; 1320 khz. Non-directional.
Operating schedule: 6 am to local sunset. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 26a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
FM facilities: WENN-FM.
Affiliated with Supernet.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WAPI

1922
BIRMINGHAM



Christal Radio



Media Code 4 201 1400 1.00 Mid 008034-000
Radio Station WAPI
2146 Highland Ave. S., Birmingham, AL 35205. Phone 205-933-9274.

PROGRAMMING DESCRIPTION

WAPI: Programmed for adults 25-54. MUSIC: Adult Contemporary, today's hits plus Oldies & re-currents; Satellite Music Network. NEWS: local, reg'l & nat'l; commentator, traffic reports. SPORTS: 6 local reports M-F. Contact Representative for further details. Rec'd 1/22/85.

1. PERSONNEL

General Manager—Bernie Barker.
Sales Manager—Walter Berry.

2. REPRESENTATIVES

Christal Radio.

3. FACILITIES

50,000 w. days, 5,000 w. nights; 1070 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 net time: monthly.

5. GENERAL ADVERTISING See coded regulations

General: 3b.
Rate Protection: 12h, 13c, 14c.
Basic Rates: 23a.
Contracts: 40c.
Comb.; Cent. Discounts: 60a, 62b.
Cancellation: 70a, 70c.
Prod. Services: 82.
Affiliated with CBS Radio Network.
Affiliated with Katz Radio Group Network.
Affiliated with The Wall Street Journal Radio Network.
Affiliated with NBC—Talknet.
Affiliated with Satellite Music Network.
Member: Alabama Information Network, Capitol Agri-Net.

TIME RATES

6. SPOT ANNOUNCEMENTS

Rates have been temporarily withdrawn by station.

WAPI-FM1946
BIRMINGHAM**Christal Radio**

Media Code 4 201 1401 9.00

Radio Station WAPI
2146 Highland Ave. S., Birmingham, AL 35205. Phone
205-933-8274.

Mid 008035-000

PROGRAMMING DESCRIPTIONWAPI-FM: Programmed for young adults 18-49. MUSIC:
Hit Rock. Live PERSONALITIES. NEWS: network.
COMMERCIAL POLICY: max 8-min per hr. Contact
Representative for further details. Rec'd 10/3/84.

- PERSONNEL**
General Manager—Bernie Barker.
Sales Manager—David Davis.
- REPRESENTATIVES**
Christal Radio.
- FACILITIES**
ERP 100,000 w.; 94.5 mhz. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,214 ft. above average terrain.
- AGENCY COMMISSION**
15/0 net time: monthly.
- GENERAL ADVERTISING See coded regulations**
General: 3b.
Rate Protection: 12h, 13c, 14c.
Basic Rates: 23a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c.
Prod. Services: 82.
Affiliated with NBC-The Source.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WATV1946
BIRMINGHAM**WEISS & POWELL, INC.**
RADIO SALES**Contemporary Black**Media Code 4 201 1540 4.00 Mid 008036-000
Crescendo Broadcasting Inc.
3025 Ensley Ave., Box 39054, Birmingham, AL 35208.
Phone 205-780-2014.**PROGRAMMING DESCRIPTION**WATV: Programmed for black audience. MUSIC: con-
temporary album cuts & singles, with teen appeal in af-
ternoon. NEWS: 6-10 am. News Bulletins. UPI wire &
weather alert. All programming is live featuring strong AIR
PERSONALITIES with games & contests. Contact
Representative for further details. Rec'd 9/22/83.

- PERSONNEL**
General Manager—Joe Lackey.
- REPRESENTATIVES**
Weiss & Powell, Inc.
- FACILITIES**
1,000 w. days; 900 khz. Non-directional. Stereo.
Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION**
15% on time.
- GENERAL ADVERTISING See coded regulations**
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a, 70c.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WCRT1953
BIRMINGHAM**Adult Contemporary/
Gospel**Media Code 4 201 1680 8.00 Mid 008038-000
Jireh Corp.
244 Goodwin Crest Dr., Suite G-1260, Birmingham, AL
35209. Phone 205-942-5300.**PROGRAMMING DESCRIPTION**WCRT: MUSIC: Adult Contemporary; emphasises on
traditional Judeo-Christian ethics. NEWS: at :60 during
drive. COMMERCIAL POLICY: 10 minutes/hr max.
Rec'd 9/8/83.

- PERSONNEL**
President—John A. Loper.
General Manager—Ben Cleary.
- FACILITIES**
5,000 w. days, 1260 khz. Non-directional.
Operating schedule: 6 am-6 pm or local sunset. CST.

4. AGENCY COMMISSION

15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulationsGeneral: 1, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10g, 12a, 12d, 12e, 14a, 14d, 14e, 15b.
Basic Rates: 20b, 21a, 23a, 28c, 29b, 31.
Contracts: 40a, 42a, 43, 44b, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60k, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.**TIME RATES**Eff—Rec'd 10/25/84.
AAA—Mon thru Fri 6-10 am & 3-6 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-6 pm.
A—Sun 6 am-6 pm.**6. SPOT ANNOUNCEMENTS**

	1 min			30 sec		
	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AAA	18	17	16	15	16	15
AA	14	13	12	11	12	11
A	1	1	1	1	1	1

A: 1-min/30-sec, flat 10.00.
ROS: 1-min 13.00; 30-sec 11.00.

WDJC (FM)1968
BIRMINGHAMMedia Code 4 201 1715 2.00 Mid 008039-000
Crawford Broadcasting Co.
Box 58021, Birmingham, AL 35259. Phone 205-879-3324.
Rates have been temporarily withdrawn by station.**WENN-FM**1969
BIRMINGHAM**Black Contemporary**Media Code 4 201 1751 7.00 Mid 008041-000
Booker T. Washington Broadcast Services Inc.
Box 697, Birmingham, AL 35201. Phone 205-324-3356.**PROGRAMMING DESCRIPTION**WENN-FM: Programmed to black audience. All segments
handled by personnel. NEWS: nat'l & local at :30. Contact
Representative for further details. Rec'd 12/6/78.

- PERSONNEL**
President—Dr. A. G. Gaston.
Vice-President—Kirkwood Balton.
General Manager—William Manney.
- REPRESENTATIVES**
Selcom Radio.
- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 640 ft. above average terrain.
- AGENCY COMMISSION**
15/0.
- GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
AM facilities: WAGG.
Affiliated with Supernet.

TIME RATES

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WERC1925
BIRMINGHAM**McGAVREN GUILD RADIO**Media Code 4 201 1785 5.00 Mid 008042-000
SunGroup, Inc.
3700 4th Ave. S., Box 10904, Birmingham, AL 35202.
Phone 205-591-7171.**PROGRAMMING DESCRIPTION**WERC: News/talk with cable & nat'l network, com-
mentator broadcasts, live hosts with daily guests, open
line communications with audience, local newscasts every
30-min. SPORTS: U. football & basketball, nightly call-in
sports show, network racing. WEATHER: Forecasts 3x/
hr. Updates when conditions warrant. Contact
Representative for further details. Rec'd 7/26/82.

- PERSONNEL**
President—George P. Mooney.
General Manager—John A. Bomer.
- REPRESENTATIVES**
McGavren Guild Radio.
- FACILITIES**
5,000 w.; 960 khz. Directional nights.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c,
25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b,
62a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WXXX (FM).
Affiliated with Connecticut Radio Network.
Member: Alabama Information Network.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WHKW (FM)1977
FAYETTE

See listing under city of license. Mid 008091-000

WJLD1942
HOMEWOODMedia Code 4 201 1820 0.00 Mid 008043-000
RFB Radio of Birmingham
Box 58065, Birmingham, AL 35259. Phone 205-942-1776.**2. REPRESENTATIVES**Masia Radio.
1 min rate 1x: 23.00.**WXXX (FM)**1959
BIRMINGHAM**McGAVREN GUILD RADIO**Media Code 4 201 1855 6.00 Mid 008044-000
SunGroup, Inc.
3700 4th Ave. S., Box 10904, Birmingham, AL 35202.
Phone 205-252-3171.**PROGRAMMING DESCRIPTION**WXXX (FM): Programmed for young adults. MUSIC: adult
contemporary with live personalities. SPORTS: play-by-
play univ football & basketball. Contact Representative for
further details. Rec'd 7/12/82.

- PERSONNEL**
President—George P. Mooney.
General Manager—John A. Bomer.

- REPRESENTATIVES**
McGavren Guild Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,114 ft. above average terrain.

- AGENCY COMMISSION**
15%.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c,
25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,
48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b,
62a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WERC.
Affiliated with Connecticut Radio Network.**TIME RATES**

- SPOT ANNOUNCEMENTS**
Rates have been temporarily withdrawn by station.

WLPH1960
IRONDALEMedia Code 4 201 1890 3.00 Mid 008045-000
Alabama Religious Broadcasting Co. Inc.
Box 6787, Birmingham, AL 35210. Phone 205-592-9697.
1 min rate 1x: 7.50.**WMJJ (FM)**1961
BIRMINGHAM**BLAIR RADIO**

Media Code 4 201 1960 4.00 Mid 008046-000

Capitol Broadcasting Corp.
Business Office: 530 Beacon Parkway West, Suite 600,
Birmingham, AL 35209. Phone 205-942-4110.**PROGRAMMING DESCRIPTION**WMJJ (FM): Programmed for adults 25-54. MUSIC: Adult
Contemporary. Live AIR PERSONALITIES; Burt & Kurt 2-
person AM drive show; music flow emphasised. COM-
MERCIAL POLICY: 9 units/hr. Contact Representative
for further details. Rec'd 4/27/84.

- PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Raymond Quinn.
General Sales Manager—Stephen Streiker.
- REPRESENTATIVES**
Blair Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mhz.
Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 900 ft. above average terrain.

- AGENCY COMMISSION**
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulationsGeneral: 2a, 2b, 3a, 5.
Rate Protection: 10c, 11c, 12c, 15b, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 46, 51a.
Comb.; Cont. Discounts: 60l, 62b.
Cancellation: 73a, 73b.
Prod. Services: 80, 82.
Affiliated with RKO Radio Networks.**TIME RATES**Eff 11/1/83—Rec'd 11/16/84.
AAA—Mon thru Fri 5-10 am, 3-8 pm; Sat 10 am-6 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10-6 pm.
A—Mon thru Fri 8 pm-midnight; Sat/Sun 6-10 am & 6 pm-
midnight.**6. SPOT ANNOUNCEMENTS**

	I	II	III	IV	V	VI
12 ti:						
AAA	95	85	77	70	65	59
AA	85	73	66	60	56	55
A	30	25	22	20	18	18
18 ti:						
AAA	90	83	75	68	63	57
AA	80	70	63	57	54	50
A	28	25	21	19	17	17
24 ti:						
AAA	88	80	73	66	61	54
AA	78	68	62	56	53	48
A	26	23	20	18	16	16

7. PACKAGE PLANS

	TAP I—1/3AAA, 1/3AA, 1/3A			TAP II—1/4AAA, 1/4AA, 1/2A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
I	53	51	49	51	49	47
II	51	49	47	49	47	45
III	49	47	45	47	45	43
IV	47	45	43	45	43	41
V	45	43	41	43	41	39
VI	43	41	39	41	39	37
VII	41	39	37	39	37	35

10% plan doubles the frequency between midnight-5:30 am.
(*Schedule must be run over 4 consecutive days.)

WQUS (FM)1976
BIRMINGHAM**Christal Radio**Media Code 4 201 1995 0.00 Mid 008047-000
Sandern, Inc.
561 Bessemer Super Hwy., Birmingham, AL 35228.
Phone 205-428-7153.**PROGRAMMING DESCRIPTION**WQUS (FM): Programmed for adults 25-54, with sec-
ondary target 18-49. MUSIC: Crossover Country Hits
presented in 3-6 song sweeps w/3 spot sets/hr; live AIR
PERSONALITIES w/news & info in drivetimes. COM-
MERCIAL POLICY: max 8 minutes/hr. FEATURES:
promotions, contests & personal appearances. Contact
Representative for further details. Rec'd 5/28/84.

- PERSONNEL**
General Manager—Gordon Sprouse.
Program Director—Dave Edmunds.
- REPRESENTATIVES**
Christal Radio.

- FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mhz.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

- AGENCY COMMISSION**
15% net time monthly.

ALABAMA

Birmingham—cont

WQUS (FM)—cont

5. **GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 8.
 Rate Protection: 11a.
 Basic Rates: 20a.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 70e, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 AM facilities: WVOK.

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WSGN

1927
BIRMINGHAM

EASTMAN RADIO, INC.



Harte-Hanks Radio Inc.

Media Code 4 201 2030 5.00 Mid 008048-000
 Harte-Hanks Radio, Inc.
 236 Goodwin Crest Dr. Suite 518, Birmingham, AL 35209.
 Phone 205-942-0600.

PROGRAMMING DESCRIPTION

WSGN: Programmed for adults 25+. MUSIC: Hits from the 30's to the 70's. Emphasis on local news & public service in community. Station sponsors community projects such as fund drives. NEWS: 5-min at :55. Contact Representative for further details. Rec'd 3/26/84.

- PERSONNEL**
 Vice-Pres. & Gen'l Mgr.—Warren Merrin.
 Sales Manager—Frank Taylor.
 Operations Manager—Davis Allison.
- REPRESENTATIVES**
 Eastman Radio, Inc.
- FACILITIES**
 5,000 w. days, 1,000 w. nights; 610 khz.
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**
 15/0; time and talent
- GENERAL ADVERTISING** See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
 Rate Protection: 10c, 11c, 12c, 13c.
 Basic Rates: 20b, 21b, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 29b, 30, 31, 33d.
 Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
 Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62d.
 Cancellation: 71a, 72, 73a.
 Prod. Services: 82.
 Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
 No. 3 Eff 3/15/84—Rec'd 4/2/84.

AAAA—Mon thru Sat 5-10 am.
 AAA—Mon thru Fri 3-8 pm.
 AA—Mon thru Fri 10 am-3 pm.
 A—All other times.

6. SPOT ANNOUNCEMENTS

GRID:	1 min			30 sec		
	AAAA	AAA	AA	AAA	AA	A
I	60	30	26	16	48	24
II	55	28	24	14	44	22
III	50	25	22	12	40	20

WTWG

1965
BIRMINGHAM

Media Code 4 201 2065 1.00 Mid 008037-000
 Radio Broadcasting Co. of Birmingham Inc.
 Box 3800 E., Birmingham, AL 35208. Phone 205-786-4303.
 Studio: 4650 Ave. W., Birmingham, AL 35208.
 1 min rate 1x: 20.00.

WVOK

BIRMINGHAM



Christal Radio

Media Code 4 201 2100 5.00 Mid 008049-000
 Jaco Inc.
 561 Bessemer Super Hwy, Birmingham, AL 35228. Phone 205-428-7153.

PROGRAMMING DESCRIPTION

WVOK: Programmed for adults 25-54. MUSIC: top classic country material emphasized. NEWS: coverage of local & regional stories; national & international via satellite. Promotions, contests & personal appearances. Contact Representative for further details. Rec'd 8/30/82.

- PERSONNEL**
 General Manager—Gordon Sprouse.
 Program Director—Dave White.
- REPRESENTATIVES**
 Christal Radio.
- FACILITIES**
 50,000 w. days; 690 khz. Non-directional.
 Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**
 15/0 net time; 10th of following month.

5. GENERAL ADVERTISING

See coded regulations
 General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 5, 6b, 7b, 8.
 Rate Protection: 11a.
 Basic Rates: 20a.
 Contracts: 40a.
 Comb.: Cont. Discounts: 60b.
 Cancellation: 70e, 71a, 72, 73a, 73b.
 Prod. Services: 81, 82.
 FM facilities: WOUS (FM).

TIME RATES

6. **SPOT ANNOUNCEMENTS**
 Rates have been temporarily withdrawn by station.

WYDE

1946
BIRMINGHAM

Media Code 4 201 2240 0.00 Mid 008050-000
 WYDE Radio
 90 Bagby Dr., Birmingham, AL 35209. Phone 205-942-8500.
 Mailing Address: Box 55426, Birmingham, AL 35255.

2. REPRESENTATIVES

Weiss & Powell, Inc.
 1 min rate 1x: 20.00.

WZZK (FM)

1948
BIRMINGHAM



Katz Radio



Media Code 4 201 2257 4.00 Mid 008051-000
 Katz Broadcasting, Co., Inc.
 530 Beacon Pkwy West, Birmingham, AL 35209. Phone 205-942-7800.

PROGRAMMING DESCRIPTION

WZZK (FM): MUSIC: country. Contact Representative for further details. Rec'd 8/16/80.

- PERSONNEL**
 General Manger—Jerdan Bullard.
 General Sales Manager—Edward R. O'Connor.
 National Sales Manager—Tina Johnson.
- REPRESENTATIVES**
 Katz Radio.
- FACILITIES**
 ERP 100,000 w. (horiz.), 100,00 w. (vert.); 104.7 mhz.
 Operating schedule: 24 hours daily. CST.
 Antenna ht.: 1,3000 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations
 General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
 Rate Protection: 10b, 11b, 12b, 13b, 14b.
 Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
 Comb.: Cont. Discounts: 60a, 60f, 60i, 61c.
 Cancellation: 70a, 70c, 71a, 72.
 Prod. Services: 80.

TIME RATES

No. 9 Eff 9/1/84—Rec'd 8/24/84.
 AAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
 AA—Mon thru Sat 3-8 pm; Mon thru Fri 10 am-3 pm.
 A—Mon thru Sun 8 pm-midnight; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS

PER WK: AAA AA A
 1 min 190 150 65
 30-sec: 90% of 1-min.

Boaz

Marshall County—Map Location E-3
 See SRDS Consumer market map and data at beginning of the state.

WBSA

1959
BOAZ

See SRDS Spot Radio Small Markets Edition.

Brewton

Escambia County—Map Location D-9
 See SRDS Consumer market map and data at beginning of the state.

WEBJ

1947
BREWTON

See SRDS Spot Radio Small Markets Edition.

WKNU (FM)

1974
BREWTON

See SRDS Spot Radio Small Markets Edition.

Bridgeport

Jackson County—Map Location F-2
 See SRDS Consumer market map and data at beginning of the state.

WBTS

1961
BRIDGEPORT

Mid 008055-000
 See SRDS Spot Radio Small Markets Edition.

Butler

Choctaw County—Map Location B-7
 See SRDS Consumer market map and data at beginning of the state.

WPRN

1978
BUTLER

Mid 008056-000
 See SRDS Spot Radio Small Markets Edition.

WQGL (FM)

1978
BUTLER

Mid 008057-000
 See SRDS Spot Radio Small Markets Edition.

Calera

Shelby County—Map Location E-5
 See SRDS Consumer market map and data at beginning of the state.

WBYE

1968
CALERA

Mid 008058-000
 See SRDS Spot Radio Small Markets Edition.

Camden

Wilcox County—Map Location D-7
 See SRDS Consumer market map and data at beginning of the state.

WCOX

1968
CAMDEN

Mid 008059-000
 See SRDS Spot Radio Small Markets Edition.

Carrollton

Pickens County—Map Location B-5
 See SRDS Consumer market map and data at beginning of the state.

WAQT (FM)

1970
CARROLLTON

Media Code 4 201 2590 8.00 Mid 008060-000
 Pickens County Broadcasting Co.
 Hwy. 17 S., Box 71, Carrollton, AL 35447. Phone 205-367-8136.

PROGRAMMING DESCRIPTION

WAQT (FM): MUSIC: Modern Country. NEWS: AP network; forum & reg'l market reports; weatherwatch. SPORTS: Alabama & Auburn football; reg'l high school football; NASCAR. FEATURES: contests & ongoing promotions. Contact Representative for further details. Rec'd 6/27/83.

- PERSONNEL**
 General Manager—Johnny Duren.
- REPRESENTATIVES**
 South—Midsouth Spot Sales, Inc.
- FACILITIES**
 ERP 100,000 w.; 94.1 mhz. Stereo.
 Operating schedule: 5 am-midnight. CST.
 Antenna ht.: 505 ft. above average terrain.
- AGENCY COMMISSION**
 15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
 AM facilities: WRAG.
 Member: Capitol Agri-Net.

TIME RATES

Eff 7/1/84—Rec'd 5/24/84.

7. **PACKAGE PLANS**
 PER WK: 1 ti 12 ti 36 ti 48 ti 72 ti 108 ti
 1 min 10 9 8 7 6 5
 30 sec: 75% of 1-min.
 Drivetime extra 1.00.

(SMD) (CR-2)

WRAG

1951
CARROLLTON



Media Code 4 201 2625 2.00 Mid 008061-000
 Pickens County Broadcasting Co.
 Hwy. 17 S., Box 309, Aliceville, AL 35442. Phone 205-367-8136.

PROGRAMMING DESCRIPTION

WRAG: MUSIC: 6 am-1 pm Southern gospel; 1 pm black gospel; 2 pm-sign-off soul. NEWS: AP network. Contact Representative for further details. Rec'd 8/19/82.

- PERSONNEL**
 General Manager—Johnny Duren.
- REPRESENTATIVES**
 South—Midsouth Spot Sales, Inc.
- FACILITIES**
 1,000 w.; 590 khz. Non-directional.
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**
 15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations
 FM facilities: WAOT (FM).
 Affiliated with KBS.
 Affiliated with TRN Farm News Network.
 Member: Capitol Agri-Net, Alabama Information Network.

TIME RATES

Eff—Rec'd 10/25/82.

7. **PACKAGE PLANS**
 PER WK: 1 ti 12 ti 36 ti 48 ti 72 ti 108 ti
 1 min 9 8 7 6 5 4
 30 sec: 75% of 1-min.
 Drivetime extra 1.00.

(SMD)

Carrville

Tallapoosa County—Map Location F-6
 See SRDS Consumer market map and data at beginning of the state.

WACQ

1979
CARRVILLE

Mid 008062-000
 See SRDS Spot Radio Small Markets Edition.

Centre

Cherokee County—Map Location F-3
 See SRDS Consumer market map and data at beginning of the state.

WAGC

1962
CENTRE

Mid 008063-000
 See SRDS Spot Radio Small Markets Edition.

WEIS

1961
CENTRE

Mid 008064-000
 See SRDS Spot Radio Small Markets Edition.

Centreville

Bibb County—Map Location D-5
 See SRDS Consumer market map and data at beginning of the state.

WBIB

1964
CENTREVILLE

Mid 008065-000
 See SRDS Spot Radio Small Markets Edition.

Chickasaw

Mobile County—Map Location B-10
 See SRDS Consumer market map and data at beginning of the state.

See Mobile

(including Chickasaw, Prichard)

Clanton

Chilton County—Map location E-6
 See SRDS Consumer market map and data at beginning of the state.

WEZZ (FM)

1952
CLANTON

Mid 032261-000
 See SRDS Spot Radio Small Markets Edition.