

# It's happened in Minneapolis-St. Paul

## **WDGY** takes over first place — and 3 surveys say so!

**May-June Hooper says it.** WDGY has 25.6% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

**June Trendex says it.** WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

**Latest Nielsen says it.** WDGY first NSI area, 9 a.m.-6 p.m., Monday through Saturday.

**Latest Pulse (back in March-April) said** WDGY is *first* every afternoon.

Storz Station programming excitement has overturned radio listening—and *time-buying*—habits of a generation. Get details from your Blair man . . . or talk to WDGY General Manager Jack Thayer.



## **WDGY**

50,000 watts

Minneapolis-St. Paul

5

4

3

2



### STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*

WHB *Kansas City*

WQAM *Miami*

REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX *New Orleans*

REPRESENTED BY ADAM YOUNG INC.