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FM

A
U.S. RADIO
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

The nation's 10th market — Minneapolis-St. Paul — 1960 census

BREAKTHROUGH IN AUDIENCE SURVEYS

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page 11

in
MINNEAPOLIS
ST. PAUL

2nd
*

DIAL
10 OR 100

WPBC

**ADULT
RADIO**

AM-FM

Adventures
in
Better
Listening

*Average 1/4 hour share six a.m. to six p.m.—
Monday through Friday—July-August 1960 Nielsen,
And September 1960 Conlan, Metro Area.

William V. Stewart,
WPBC President

Broadcast Time Sales
National Representatives



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TRADITIONAL  YOUR AUDIENCE SINGS
ALONG WITH YOUR STATION IDENTIFICATION
JINGLE   TREMENDOUS PROMOTIONAL
POSSIBILITIES    THE COUNTRY'S
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WRIT, Milwaukee, and KVIL, Dallas*

FORE MOST

Major Step Taken In Fm Audience Research

For the first time in the history of fm, a major research firm has evolved a format with which to measure fm listening on a *regular* basis. The Pulse Inc. will begin in January to survey fm audiences according to the number of homes reached by each station. Percentage ratings and audience shares will not be included (see *Breakthrough in Audience Research*, p. 3).

Fm Interest Grows North of the Border

A special presentation by CHFI-FM Toronto indicates the changing face of fm in Canada. In 1957, the station had less than 40,000 fm sets in its coverage area compared with almost 200,000 this year. CHFI-FM further reports that annual production of Canadian fm sets has jumped from 9,942 in 1958 to 25,385 in 1959 and about 50,000 in 1960. Imported fm sets are coming into Toronto at the rate of 5,000 a month, says the station. Even car fm radios, states CHFI-FM, are appearing, with 3,000 fm-equipped car radios sold in Toronto in 1959 compared with an estimated 5,000 this year.

47.2% of KPEN Audience Plans Stock Transactions in 1961

A comprehensive survey of its audience, reports KPEN (FM) San Francisco, shows that 47.2 percent of the audience is planning to buy or sell stocks next year; 31.1 percent expect to purchase a new or used car, and 64.3 percent expect to travel for vacations more than 500 miles away from home. These plans for next year were revealed in a questionnaire survey among 1,360 known KPEN listeners. They were chosen at random from over 5,000 respondents to various station mail offers. A total of 671 (49.4 percent of the sample) responded. Among other factors turned up in the survey is that 67 percent own a home with an average value of \$22,000; 73.6 percent of the listeners are married, and 47.2 percent of the families have two cars or more. Average annual income is \$8,700.

Equipment Production Figures Reflect Fm's Steady Growth

Reports from manufacturers of fm broadcasting and receiving equipment continue to reflect the growing acceptance of the medium. The Gates Radio Co., makers of broadcasting equipment, states that "The re-emergence of fm as an important and profitable medium—from a manufacturer's standpoint—is something that we can readily confirm. The sale of fm transmitters, approaching 10 percent of our total sales volume, has been keeping our plant very busy." On the receiver side of the picture, figures from the Electronic Industries Association show that fm set production during the first three quarters of 1960 easily surpassed production for all of 1959. Indications are that fm set production for this year will reach 750,000 to 800,000, an all-time high.

Steve Allen Added to Roster Of Stars on KRHM Los Angeles

Another major personality—Steve Allen—has been added to the programming schedule of KRHM (FM) Los Angeles. He takes his place alongside the long-standing Milton Cross and the new Johnny Green shows. *This Is Steve Allen* will be heard for an hour each evening, Monday through Friday, 9 to 10 p.m. It will consist of music (some of which he has written) as well as discussions of comedy, drama, philosophy and other subjects with which he has been identified. The program has been sold to two local sponsors and will be made available to other fm stations throughout the country.

LETTERS

Local Responsibility

The fm industry welcomes such an added push as U.S. FM. More important, however, is the added quest for information by national and local agency timebuyers.

It is our hope that U.S. FM will answer some of these questions, but also put the burden of proof on the local stations where it belongs.

We, as an industry, need to couple the help offered by U.S. FM into material immediately available for these agency people, who are also offering their assistance by requesting such information.

David Green
Vice President
KXTR (FM)
Kansas City, Mo.

Stereo Interest

The article *FM Stereo Put to Test* in your October issue was great. Reprints are being ordered.

Ellis Walker
Director of Public Information
Ampex Professional Products Co.
Redwood City, Calif.

Industry Comments

Next to a construction permit, your publication is the most welcome aid to the medium.

Peter B. Wolcott
President
Quality FM Broadcasters
Livingston, Montana

We were indeed pleased to receive your new publication, U.S. FM. This is exactly what the fm industry needs . . . to let our advertisers know of the expanded growth of fm.

Mrs. A. W. Fishman
Commercial Manager
WAEF(FM)
Cincinnati, Ohio

Congratulations on your new fm magazine. It should be a real "winner."

Mort Silverman
General Manager
WJBO (FM)
Baton Rouge, La.

Please send us a subscription to U. S. FM.

An fm publication is the greatest single need of the fm broadcasters.

We are sure your publication will meet with a great deal of success.

Jerry Cobb
Owner
KNEY(FM)
Reno, Nev.



VOL. 1 — NO. 4

DECEMBER
1960

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U.S. FM is published monthly by Arnold Alpert Publications, Inc. Price 35¢ a copy; subscription for U.S.A., \$5 a year which includes U.S. RADIO, monthly publication also published by Arnold Alpert Publications, Inc. Editorial and Business Office: 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Printing office, 3110 Elm Avenue, Baltimore 11, Md. U. S. Possessions and Canada, \$6 a year for both magazines. Please advise if you move, and give old and new address. Copyright 1960 by Arnold Alpert Publications, Inc. Application for acceptance as controlled circulation publication pending at Baltimore, Maryland.

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Please see that I receive each monthly issue of U.S. RADIO and U.S. FM —both for one year for one subscription of \$5.

Name _____

Company _____

Title _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone _____ State _____

PLEASE BILL ☐

PAYMENT ENCLOSED ☐

Breakthrough In Audience Research

**Pulse will start in January to measure
fm on a regular basis; new survey
format has been worked out with NAFMB**

New Fm Report Will Show:

- **Number of homes reached by station**
- **Daily, weekly, monthly cumulative audience**
- **Audience composition**
- **Number of fm homes in area**
- **No ratings or audience shares**



A major breakthrough in fm's audience research struggle will take place beginning in January.

At that time, The Pulse Inc. will start measuring fm on a regular basis using a special format designed in cooperation with Fred Rabell, president of the National Association of Fm Broadcasters.

While the format evolved will be relatively inexpensive for the average fm broadcaster, it will present fm listening in a way that will make sense to agencies and advertisers.

The basic approach is to set down the actual *number of homes reached* by each station without referring to percentage ratings or audience shares.

Each subscribing station will receive an individual report so that, for all practical purposes, the audi-

audience research

ence figures will be non-comparative and non-competitive. Depending on the market, a station can receive a maximum of four reports a year or a minimum of one.

Here's what the new fm format will show:

- Homes reached by the station for the average quarter hour from 6 a.m. to 6 p.m. and from 6 p.m. to midnight.
- A daily cumulative audience figure from 6 a.m. to midnight (the total number of *different homes* listening in a day).
- A weekly cume (total number of *different homes* reached by that station in a week).
- A monthly cume (total number of *different homes* reached in a month).

- Daily average audience composition (men, women, teens, children) expressed in listeners per 100 homes.

- The total number of homes possessing fm receivers in that market.

The survey period covers Monday-through-Sunday listening, 6 a.m. to midnight. Audience composition breakdown includes men and women 18 years of age and over, teens between the ages of 12 and 17 and children 12 years of age and under.

Mr. Rabell, who is also president of KTTT San Diego, describes the new Pulse fm report as a "fine selling tool both locally and nationally." At the same time, he says, "we have not departed from accepted research standards."

The survey is available to all fm stations. However, the markets will

of necessity have to be restricted to those that at present are surveyed for am listening.

Here are the varying costs:

- In markets where Pulse now reports four or more times a year, the cost to a station would be \$50 per month or \$600 a year for four reports.
- In markets where Pulse publishes reports three times a year, the cost would be \$43.75 a month or \$525 a year.
- In markets with two reports a year, the cost would be \$33.33 a month or \$400 a year.
- In markets with one report a year, the cost of the single study would be \$250.

The research organization also is prepared to do special studies on a once-a-year basis covering qualitative aspects such as income and educational levels. It is felt that once a year reporting of these characteristics is sufficient.

The new fm report has been worked out by Mr. Rabell and Dr. Sydney Roslow, director of the Pulse, and Allen Klein, sales director.

SAMPLE REPORT

The following is an example of what the new fm report will look like. In addition to the items listed below, the report will also show the number of total fm homes in the area. As seen below, each station subscribing to the report receives information about his station *only*.

Metropolis City Metropolitan Area

January 1961

Monday-Sunday, 6 A.M. to 12 Midnight

W Z Z Z - FM

HOMES REACHED

	6 A.M.-6 P.M.	6 P.M.-12 Mid.
Average quarter hour	900	1200
6 A.M.-12 Midnight		
Daily Cumulative Audience	3,900	
Weekly Cumulative Audience	36,800	
Monthly Cumulative Audience	49,400	

DAILY AVERAGE AUDIENCE COMPOSITION

Listeners per 100 Homes

Men	Women	Teens	Children	Total
53	87	5	4	149

'Reasons to Buy'

Mr. Rabell, in describing the non-competitive aspects of the report, states: "Bear in mind these reports will be for one station, not on a comparative basis with other stations. Based on programming, one station might have a high daily circulation and a low weekly circulation. Whatever the situation, a station would then know how to create its packages, programs and rates and provide concrete reasons for the advertiser to buy."

He adds, "By producing individual station figures, you sell *yourself* and there is no reason to attack the other guy. Let him sell *himself*. Together, a station and its competitors can take all the market figures and use them to sell the medium. We must sell the *medium first* and then the station." • • •

Power and Coverage

William Tomberlin, executive vice president of KMLA Los Angeles and executive vice president of the National Association of Fm Broadcasters, analyzes the relationship between power and antenna height.



Buying radio time is often a complicated business involving such things as ratings, program content, rate cards, character of audience, availabilities, clients, cost-per-thousand, time salesmen and station coverage.

Station coverage is often the deciding factor when choosing between two stations. Yet, when considering fm, there are many who regularly make such decisions based on the customary am yardstick which is apt to be misleading.

When comparing the coverage of am stations, the two major points to consider are frequency (dial position) and transmitter power. But when choosing between two fm stations, dial position has little significance because of less spreading of frequencies within the fm band.

The three major factors to consider when comparing the coverage of fm stations are: (1) Effective radiated power, (2) antenna height and (3) location of transmitting an-

tenna in relation to the area served.

Because fm is a line-of-sight transmission, antenna height and location are sometimes more important than power. From the chart below it can be seen that a station with an effective radiated power of 30,000 watts at a height of 1,000 feet covers more area than a station with 100,000 watts at 500 feet. It is not enough to know the power of a station to estimate its coverage area. The height of the transmitting antenna of one station will sometimes more than offset the power advantage of another station, and should not be overlooked when comparing the coverage of the two stations.

Another important point to consider is the location of the transmitter site with respect to the community to be served. It is common practice for a station to choose a site for its transmitter at a considerable distance from the heart of the city in which it is licensed. There are a number of reasons for choosing such

a site, probably the most prevalent of which is to gain antenna height by locating on a point of high ground outside the city.

Another point that bears clarification is the method of stating antenna height. In order to be meaningful, antenna height must be stated as an elevation above *average terrain*, not above sea level. For example, an antenna 4,000 feet above sea level in Southern California might be 2,000 feet above *average terrain*, whereas an antenna at the same elevation above sea level in mile-high Denver would be 1,000 feet underground.

A timebuyer should know the location of the transmitter site with respect to the area he is trying to cover. It is often thought possible that a station with relatively low power in the heart of the city might be a better buy than a high power station whose transmitter is located miles from the population center.

Another aspect of coverage that a timebuyer should understand when making a buy is the Federal Communications Commission's method of classifying fm stations. There are class "A" stations and class "B" stations. The commission defines the low power (maximum 1,000 watts), limited coverage stations as class "A." In contrast, class "B" stations usually have high power and greater coverage. "A" stations are assigned to smaller communities where high power is not necessary; "B" stations are generally allocated to the large metropolitan areas where greater coverage is desirable. This does not mean to suggest that class "A" stations cannot provide an adequate service. They do an excellent job for what they are intended and, in many cases, have a closeness to the community which is not possible with a "B" station in a large city. • • •

BOAC Soars High

**Story of how the Victor A. Bennett Agency
led British Overseas Airways Corp. to use fm.**



After 18 months on the fm sound waves, British Overseas Airways Corp., piloted by its agency, Victor A. Bennett Inc., New York, is still riding high with one of the medium's most successful schedules.

BOAC is on the air in five major markets with a maximum weekly schedule of 31 one-minute spots on each station.

BOAC has been on fm since July 1959, according to Edward D. Kahn,

the agency's vice president for radio and television. The Bennett agency has been experimenting with fm for the past four years. For the BOAC campaign, the agency produced a one-half hour program, *Highway to the World*, which ran until July 1960, with a supplement of 12 spots per week on each station. The program featured light classical music a half hour each week, with three BOAC spots.

"We have spots on the air in all

U. S. cities that are departure points for BOAC flights," explains Mr. Kahn. "There are five cities in the present line-up: New York, Boston, Detroit, San Francisco and Atlanta.

In New York and San Francisco, BOAC runs spots on more than one station. In these cities the additional stations are am-fm stations with duplicate programming. Schedules run as high as 31 spots per week for a station such as KCBS San Francisco. KSFR (FM) San Francisco runs 12 spots per week, as do WXII (FM) Boston, WLDN(FM) Detroit, WRFM (FM) New York and WGKA (FM) Atlanta.

Five Factors Bennett To Pick Fm

1. What is the station's stan
2. Are there program listing
3. Does the station have a pi
4. Is programming balanced?
5. What other advertisers are

with Fm



by the results of a "before and after" survey done by The Pulse Inc. Skeptical of fm's ability to deliver, the company asked the researchers to interview people regarding BOAC's image before the campaign. The survey was made in June 1959. Six months later, Pulse conducted a similar survey after the fm spots had been on the air. Although specific details on the two surveys are not available, Mr. Kahn reports that BOAC's fm schedules were expanded considerably after the first year.

Another indication of BOAC's success with fm comes from the write-in offers made during early campaigns. The copy for BOAC ended with an offer of free travel folders to listeners. The mail response enabled the agency to find out what kind of audience it was reaching. "We have learned that our listeners generally earn more than \$7,500 a year, are older and better educated than average. They have the general characteristics of people most likely to respond to our advertising," explains Mr. Kahn.

Selecting Stations

In selecting fm stations, the agency employs various means. "Three factors we look into before buying a station are standing in the community, listings in local newspapers, and whether or not the station has a program guide," Mr. Kahn points

out. "Programming is important in selection, too. We prefer fm stations with balanced programming, including some heavy, light and semi-classical music. On the other hand, we try to avoid stations with 'formula' programming. Fm has its formula stations as well as am," he observes, "with certain types of music programmed for two-hour stretches every day. We also stay away from 'mood music' programs on fm stations."

Another factor in station selection, according to Mr. Kahn, is a check of other advertisers on the station. The

agency finds out how long the advertisers have been on a station, and judges their calibre before making a buy.

Seasonal Copy

The copy varies by season and by market, according to Alan Greaves, BOAC's ad manager for the U. S.. "In New York, the copy promotes the airline's Caribbean services. BOAC's 17-day excursion fares to Europe are promoted in our Detroit copy. In San Francisco, jet flights to Europe and the Orient are the primary elements in the commercial messages. And for the spots in Atlanta, air service to Europe is promoted. A good example of seasonal variation is the copy change in New York each spring for Bermuda vacation flights," he says.

Fm Expansion

Although BOAC puts much of its \$1,500,000 ad budget into newspaper and magazine advertising, Mr. Greaves foresees even more expansion of fm schedules next year. It is unlikely that more cities will be added, unless new departure points are opened by the company. "But," says Mr. Greaves, "it is definite that we will spend more money in fm as time goes on, expanding our list of stations and increasing some schedules in all markets." • • •



EDWARD D. Kahn, Victor A. Bennett's vice president, radio-television, supervises media strategy for BOAC. Agency has given heavy attention to the medium for the past four years. Harvey's Sherry is the most recent Bennett account to start using an fm schedule.

'61 Fm Equipment Outlook Good

Manufacturers of fm receiving and broadcasting equipment expect expanding market for the new year



If the number of sets being produced and sold and the attention the medium is getting from broadcast equipment manufacturers are any criteria, then the fm industry can look forward to a happy and prosperous new year. A compilation from the Electronic Industries Association shows that 677,410 fm radios were produced during the first three quarters of 1960. This compares with a total of 541,000 fm sets for the entire year of 1959, and 376,000 during 1958. When the figures for the last quarter of 1960 are in, many industry experts expect the final total to be somewhere between 750,000 and 800,000 fm units produced, which would be an impressive new all-time high in fm radio production.

Riding the crest of this mushrooming consumer interest in fm, set manufacturers have been improving and expanding their line of fm and am-fm receivers. A significant development in the 1961 fm radio lines is the fact that almost every manufac-

turer has an fm-only model carrying a suggested list price of under \$10. (Sarkes Tarzian is offering an fm receiver for only \$19.95 as part of a special holiday promotion.)

A spokesman for the Admiral Corp. states that "The new Admiral line features a greatly expanded offering of fm radios because of the rapidly increasing growth of static-free fm broadcasting." George Simkowski, advertising manager of Webcor Inc., reports on his firm's research. "We find," he says, "that most people who buy a console phonograph now insist on am-fm phonograph combinations."

A random look at the 1961 radio lines shows that fm is playing an important role—in many cases for the first time. For example, Admiral is currently offering one fm-only table model, two am-fm table sets and a number of phonograph consoles that include an am-fm tuner as either standard or optional equipment. Last year, Admiral did not have a single fm or am-fm table model in its line.

Motorola expanded its fm line to include three new models ranging in price from \$49.95 to \$79.95. The Westinghouse fm and am-fm radio line carries a price spread of \$39.95 to \$129.95. General Electric has four am-fm table models carrying suggested list prices from \$49.95 to \$99.95. The RCA Victor radio line includes two fm-only models for the first time, as well as two new am-fm sets, and a price structure going from \$39.95 to \$79.95.

Broadcasting Equipment

Keeping pace with the number of fm receivers being pumped into the market, the number of new fm stations going on the air, and the older stations increasing their power and adding new equipment continues to grow. In addition, developments such as stereo multiplexing and automation have been the reason behind statements such as this one from Larry Cervone, sales vice president for the Gates Radio Co. "The re-emergence of fm as an important and profitable medium—from a manufacturer's standpoint—is something that we can readily confirm. The sale of fm transmitters, approaching about 10 percent of our total sales volume, has been keeping our plant very busy."

During the early part of 1961, RCA Victor will be adding new 10,000 watt and 20,000 watt fm transmitters to its already extensive line of fm equipment. Collins Radio has a full line of fm transmitters ranging in power from 250 to 15,000 watts, with the lower power units designed so that they may be used as drivers for the high power amplifiers if a station decides to increase power.

Some Reasons for Optimism

- 1960 production estimated to reach new high of 750,000-800,000 fm receivers.
- Every major manufacturer now featuring fm-only receivers for under \$40.
- Broadcast equipment manufacturers expand fm lines for 1961.
- Stereo and automation expected to stimulate sales activity in 1961.

(Cont'd on p. 20)

FAVORABLE MENTIONS

Bread—A 26-week package of 45 one-minute *New York Times* newscast adjacencies per week has been purchased by Monks' Bread on WPFM Providence, R. I., through its agency, Livingstone Advertising Inc., Wareham, Mass. Discussing the fm buy, D. Peter McIntyre, a vice president at Livingstone, states that "higher cost and greater competition for customers' attention in other media stimulated our search for means of getting the Monks' Bread message across efficiently to upper-income consumers, the logical market for this quality loaf. A professor in the advertising department at the Harvard School of Business Administration suggested that we investigate fm radio's appeal."

To promote the schedule on WPFM, the agency mailed a personalized letter, complete with coverage maps, to each Monks' Bread route salesman at home, alerting him to this advertising support and describing the campaign. A follow-up letter specified broadcast times for the commercials to facilitate monitoring by the salesman and his customers. In addition, a sales-call letter is being sent by the station and the agency to a carefully selected group of store managers. The 60-second spots feature a housewife and a male announcer, who read 10 different pieces

of copy over the same Bach organ prelude, the agency points out, in order to establish sponsor identification with the musical background.

Bank—The Johnson County National Bank and Trust Co. has just renewed for the fourth time its sponsorship of the 10 p.m. news on KXTR(FM) Kansas City. The station, which programs classical music exclusively, reports that the bank went on the air nine months ago, hoping that fm was the selling medium for its banking concept. A 15-second institutional message precedes the newscast. Before the weather report, one minute of copy on various bank services is delivered. To back up its four renewals, says the bank, the last nine months has turned up over 500 new accounts. It credits KXTR with producing some 90 personal loan customers since it sponsored the newscast.

Records—J. K. Gills, a Portland, Ore., book and stationery store, was faced with a large inventory of a record album that had been dormant for a long period. Announcements were made for one evening during the store's regular program on KEX-FM Portland. The station reports that the entire stock of albums was sold out in the next few days, and more had to be ordered.

Appliances—One of the pioneer advertisers for WVKO(FM) Columbus, O., has just renewed its contract for the fourth time. The Appliance Distributing Co., distributors of Zenith radios and television sets, initially purchased spots for a 14-week trial period. The spots brought tremendous response, sales results and compliments on farsightedness from listeners and retailers. The result was an immediate 21-week renewal, which was followed by two more renewals. According to Mr. Brown, the company's manager, "In the 20-year history of our company, our advertising on WVKO has been consistently the most successful we have done."

Restaurant—The Epicurean Restaurant of Charlotte, N. C., bought a 13-week schedule on WYFM Charlotte. They shared sponsorship of an entire show each week, and also bought six 45-second announcements each week. The cost of the entire campaign was \$312 and the restaurant's manager reported that his business doubled.

Comment on 'Give-Aways'

"Audience surveys, specifically 'give-aways' that originate with the agency or client, can often precipitate more harm than good upon the prestige of fm."



FM RADIO WEEK activities in Houston, Tex., featured press luncheon. Part of the 15 people attending are (l. to r.) Ellis Gilbert, Manager KRBE-FM; Millie Budd, radio columnist, Houston Press; Bert Weil, manager KARO-FM; Richard Albitz, president, Houston Association of FM Broadcasters; and Howard Stentz, radio-tv columnist, Houston Chronicle.



"WHAT'S THE SCORE?" contest involved identity of musical score on WTVN-FM. From left to right are station manager Bob French; prize winners Mr. and Mrs. David Parker; Evan Whallon, conductor, Columbus Symphony Orchestra; and Mr. and Mrs. Herbert N. Lape, grand prize winners. Contest ran for four weeks on WTVN-FM. Grand prize was weekend trip.

FAVORABLE MENTIONS (Cont'd from p. 9)

This opinion comes from Ralph Hennen, sales manager of WGHF-FM Brookfield, Conn.

In the three years that he has been working with fm, Mr. Hennen has observed an increasing prevalence of mail-pulling "give-aways." These informal surveys are usually promoted by an agency or advertiser still uncertain of the value of his fm buy. "He will offer the sophisticated listener 'A colorful brochure, filled with exciting pictures and informative comment on our product (or service offered), simply by writing this station.' "However," Mr. Hennen cautions, "the package generally consists of one small color picture, and a few thousand words promoting the service and/or product offered."

By using the term "survey," this method of measuring the listening audience can intimate the reliability of the professional rating firms such as Pulse, Nielsen, Hooper and others, Mr. Hennen says.

"In the minds of the clients," Mr. Hennen continues, "the number of people reached by their campaign can be measured in direct proportion to the number of cards and letters received. Many agencies, ignoring the nationally recognized surveys, are using their own devices to determine the size of the fm audience."

"What is the proven rule for fm mail pull?" asks Mr. Hennen. "To my knowledge, no ratio has been established that accurately relates the number of listeners to the number of letters received. Unless a client offers something of value to the greatest percentage of listeners, or something that is directed to the known characteristics of the fm listener, I would suggest that fm stations avoid the usual 'give-away' gimmicks, and offer those items that truly benefit the client, the station and the listener."

Examples of mail received by

WGHF are the usual listener-reaction responses and the subscriptions to the station's program guide. A responsible mail pull was recently demonstrated on a Pan American Airways sponsored program; after running for three months on a one-hour, seven days a week show, the client offered its World Travel Guide at \$1 a copy. In the first week, over 70 responses came into the station. Mr. Hennen asserts, "and this variety of mail is the rule, not the exception, at most good music fm stations." For an accurate measure of audience, he suggests that agencies and advertisers utilize the facilities of the nationally known surveys.

Full-Time Programming

Full time broadcast service, 24 hours daily, will soon go into effect on WFBM (FM) Indianapolis, the station reports. The new 1 a.m. to 6 a.m. portion of the broadcast day will feature variety in music and service.

Beginning at 1 a.m. with *13th Hour Serenade*, each hour will be individually titled, according to Shirl Evans, manager. *Nite Time Melodies* will be featured at 2 a.m.; *Sleepy Time Trail* at 3 a.m.; *Dreamin' Time* at 4 a.m., and *Melodies at Dawn* at 5 a.m.

The station recently inaugurated a new programming format from 6:30 p.m. to 1 a.m. called *Custom Created Adventures in Sound*. The format features music custom tailored by the WFBM production staff to achieve high fidelity quality and give variety in music and performers, the station reports.

Electronic Journalism

WDTM (FM) Detroit reports that it is supplementing its regular weekday newscasts with 40 daily original 90-second featurettes on current developments; an original two-minute commentary on a top news item, and a new program, *World Press Review*. The use of the short feature items on contemporary topics, according to the station, is a result of a study of audience comments on current news broadcasting policies and an expressed need for concise background information. • • •

Mc Martin FOR MULTIPLEXING!

If you are looking for the multiplex receiver that provides the greatest sensitivity . . . is the most dependable . . . look to McMartin, the standard of the industry.

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Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 327 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Birmingham

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix

KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance

Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Pulitz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop
KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w

Market Pen. 49.1% (Pulse)
Prog.: jz

KRRM

National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML

National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM

National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ

National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18,400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX

National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)

National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)

National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT

National Rep.: Adam Young Fm
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM

Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE

National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

FM STATION KEY (Cont'd)

KBAY

National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR

Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)

National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN

National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR

National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM

Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW

National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

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signed for our listeners' taste.

KDEN-FM

30,000 Watts

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*Pulse, Inc., June, 1960

COLORADO

Colorado Springs

KFMH

Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)

National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)

National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF

National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ

National Rep.: Adam Young
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)

National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WHCN
National Rep.: Adam Young Fm
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI

ERP: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)

National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)

National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)

National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)

National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN

National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)

National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM

National Rep.: Fm Unlimited
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)

National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)

National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Orlando

WHOO-FM (Am: WHOO)

National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Sarasota

WYAK

National Rep.: Reiko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa

WFLA-FM (Am: WFLA)

National Rep.: John Blair
Counties: 34 ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)

National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup.): Std, jz, nws, shw, wthr

(For abbreviations, see box, p. 11)

TWELVE YEARS OF
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CAPITAL!



WASH-FM

Affiliated with QXR Network

FM STATION KEY (Cont'd)

Atlanta

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingsbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFME
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WKFM

National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB

Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM
Unlimited

Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg

WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville

WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield

WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon

WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel

WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Paris

WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy

WGEM-FM (Am: WGEM)
National Rep.: Adam Young
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island

WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Dup.): Con, s-cl, st, shw

INDIANA

Bloomington

WTTV (Am: WTTT)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne

WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS

ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 10; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Warsaw

WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington

WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines

KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Muscatine

KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

KANSAS

Salinas

KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Daren McGavren
Counties: 1; ERP: 3,200
Prog. (Sep.): Jz, cl, st, shw, s-cl

Wichita

KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville

WKOF (Am: WKO) (Under construction)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville

WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA

Baton Rouge

WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl, s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 1; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

MAINE

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

**75 Sponsors Use
Kentucky's Largest Fm!**



35,000 Watts
S. A. Cisler, Manager

Walker-Rawalt
Natl. Rep.

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic
WMTW-FM
Prog.: Cl

MARYLAND

Baltimore

WBAL-FM (Am: WBAL)
ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
National Rep.: Adam Young Fm
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op
WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM

Soon to
Increase Power

146,000 watts

-DETROIT-

WLDM

National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con
WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
(For abbreviations, see box, p. 11)

WDTM

entertaining,
informative
programming

DETROIT

FIRST FM GUIDE
IN DETROIT

FM STATION KEY (Cont'd)

ERP: 22.5 kw
 Prog.: Cl, s-cl, jz, nws, st
 WAYL
 Counties: 8; ERP: 3.5
 Prog.: St, shw, jz, flk, spoken word
 WLOL-FM (Am: WLOL)
 National Rep.: Heritage Stations
 Counties: 5; ERP: 9.7 kw
 Prog. (Sep.): Cl, con, op, s-cl, jz
 WPBC-FM (Am: WPBC)
 National Rep.: Broadcast Time Sales
 ERP: 5.4 kw
 Prog. (Sep.): Cl, con, s-cl, st, shw

MISSISSIPPI

Jackson
 WJDX-FM (Am: WJDX)
 National Rep.: Hollingbery
 ERP: 39 kw
 Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
 National Rep.: Grant Webb
 Counties: 34; ERP: 4,700 w
 Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
 National Rep.: Good Music Broadcasters
 Counties: 8; ERP: 35,000 w
 Prog.: St, wthr, jz, shw, pop
 KCMO-FM (Am: KCMO)
 Counties: 54; ERP: 65,000 w
 Prog. (Sep.): St, s-cl, cl, shw, nws
 KXTR
 National Rep.: Walker-Rawalt
 Counties: 18; ERP: 58,200 w
 Market Pen.: 39.2% (Pulse)
 Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
 National Rep.: Broadcast Time Sales
 ERP: 24,700 w
 Prog. (Sep.): St, s-cl, shw, cl, nws
 KSTL-FM (Am: KSTL)
 Counties: 88; ERP: 78,000 w
 Prog. (Sep.): St, store casting
 KWIX
 National Rep.: Adam Young Fm
 Counties: 14; ERP: 25.5 kw
 Prog.: St, pop, nws, sprts, s-cl
 WIL-FM (Am: WIL) (Not on air yet)
 National Rep.: Eastman
 ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
 National Rep.: Weed
 ERP: 9.1 kw
 Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
 National Rep.: Meeker
 Counties: 19; ERP: 56,750 w
 Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
 National Rep.: Walker-Rawalt
 Counties: 7; ERP: 363 w
 Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
 National Rep.: Petry
 Counties: 50; ERP: 58,000 w
 Market Pen.: 12.4% (Pulse 12/59)
 Prog. (Sep.): S-cl, st, shw, nws, wthr
 KQAL
 National Rep.: Walker-Rawalt
 ERP: 70,000 w
 Prog.: Cl

NEVADA

Reno

KNEV
 Counties: 14; ERP: 35,000 w
 Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
 National Rep.: Grant Webb
 Counties: 12; ERP: 1,000 w
 Prog. (Dup.): St, shw, s-cl, nws, wthr

Bridgeton

WSNJ-FM (Am: WSNJ)
 National Rep.: Thomas Clark
 ERP: 9 kw
 Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
 Counties: 10
 Prog.: S-cl, nws, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
 Counties: 31; ERP: 4,400 w
 Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
 ERP: 1,000 w
 Market Pen.: 56% (Pulse)
 Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM
 National Rep.: Modern Media Fm Sales
 Counties: 6; ERP: 1,500 w
 Prog.: Cl, con, s-cl, st, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
 Counties: 8; ERP: 15,000 w
 Market Pen.: 56% (Pulse)
 Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
 Counties: 9; ERP: 33 kw
 Market Pen.: 17% (Pulse 1957)
 Prog. (Sep.): Pop, st, shw, educ, nws

(For abbreviations, see box, p. 11)



Now! The FM station with the selective sound of music is the select station for New York's discriminating FM listeners. And discriminating time buyers know a good buy when they hear one. So get the PULSE of the FM market... get the story of WRFM leadership and listenership in New York. WRFM 105.1 MC New York

*FM beamed stations only April 1960 PULSE

WSWM

Quality Music Station
 Serving Central Michigan

- LANSING -

Call Walker-Rawalt
 For Success Story

FM STATION KEY (Cont'd)

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
National Rep.: Adam Young Fm
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHL-D-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHD-L-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Plattsburgh

WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.):

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WONO
National Rep.: Adam Young Fm
Counties: 8; ERP: 1 kw
Prog.: S-cl, cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr
WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 14; ERP: 3.8 kw
Prog.: Cl, s-cl, shw, st, op

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws
WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op
WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz
WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw
WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con
WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep.: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz
WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st
WVCO-FM (Am: WVCO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

WIFE (Am: WONE)
National Rep.: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Middletown

WPFM-FM (Am: WPFM)
Prog. (Sep.): Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM

National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog. (Sep.): St, con, jz, sprts, nws

Tulsa

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

WKJF

FOREMOST
IN
PITTSBURGH

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KEX-FM (Am: KEX)
Prog. (Sep.): Cl, con, op, s-cl, st
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts
KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws, cp, shw, flk

Altoona

WFBG-FM (Am: WFBG) (Due on air 10/60)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLN-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Johnstown

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr
WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)

National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info
WIFI
National Rep.: Walker-Rawalt
Counties: 7; ERP: 20,000 w
Prog.: Pop, st, shw, nws, wthr
WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry
WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am: KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con
WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con
WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws
WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

(For abbreviations see box, p. 11)

WPFM

The Pioneer
Good Music
Station in
Rhode Island
Serving Southeastern
NEW ENGLAND

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Providence 8, R. I.
National Sales Rep.

QXR network sales

229 W. 43rd Street, N. Y. 30, N. Y.

FM STATION KEY (Cont'd)

Wilkes-Barre

WYZZ

National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

RHODE ISLAND

Providence

WLOV

Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM

National Rep.: QXR Network
ERP: 20,000 w

Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)

National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN

National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Charleston

WCSC-FM (Am: WCSC)

National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Greenville

WESC-FM (Am: WESC)

National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

TENNESSEE

Gallatin

WFGM

Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)

National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)

Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)

National Rep.: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB

National Rep.: Good Music Broadcasters,
Fm Unlimited

Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)

National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)

National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI

National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

Dallas

KRLD-FM (Am: KRLD)

National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WRR-FM (Am: WRR)

National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)

Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS

National Rep.: Western Fm, Modern
Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)

National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)

ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)

Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK

Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk,
intvw, rel

KHGM

National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL

National Rep.: Adam Young Fm
Counties: 9; ERP: 15,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM

Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

Port Arthur

KFMP

Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ

National Rep.: Modern Media Fm Sales
Counties: 5; ERP: 17,300 w
Market Pen.: 17.1% (Pulse)
Prog.: St, shw, s-cl, pop, cl
KISS (Am: KMAC)
ERP: 3,000 w
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)

National Rep.: Adam Young Fm
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC

Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)

National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville

WINA-FM (Am: WINA)

Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)

Counties: 19; ERP: 5.1 kw
Prog. (Dup.): St, pop, nws, sprts, con

Martinsville

WMVA-FM (Am: WMVA)

National Rep.: Bob Dore
Counties: 8; ERP: 2,900 w
Prog. (Dup.): St, pop, nws, wthr, sprts

Norfolk

WFYI (Am: WBOF)

Counties: 20; ERP: 13,500 w
WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)

National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)

National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk
WLSL-FM (Am: WLSL)
National Rep.: Blair
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)

National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)

ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Seattle

KETO

Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

(For abbreviations, see box, p. 11)

THE
HOLLYWOOD ADVERTISING CLUB
IBA
INTERNATIONAL BROADCASTING AWARDS
FOR EXCELLENCE
IN
RADIO and TELEVISION
BROADCAST ADVERTISING
Commercial – Promotional
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The final winners, twenty-five in all, will be announced at a special Awards Banquet to be held in February, 1961. Until that announcement is made no one in the Hollywood Advertising Club, or in any way associated with this event, will have access to names of winners.

WHO MAY ENTER

Producers, advertising agencies, television and radio stations — from all over the world — are eligible . . . wherever commercials or station promotional announcements are used.

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2. Any advertising agency or individual within an agency.
3. Any radio or television station, or any individual within such broadcasting station.

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DEADLINE FOR ENTRIES IS DECEMBER 31, 1960 . . . SO MAIL ENTRY FORM NOW.

FM STATION KEY (Cont'd)

KING-FM (Am: KING)

National Rep.: Blair

Counties: 3; ERP: 16,000 w

Prog. (Dup.): Cl, op, jz, flk, shw

KISW

National Rep.: Hi-Fi Music Broadcasters

Counties: 13; ERP: 10.5 kw

Prog.: Cl, con, op, cmtry, dr

KLSN

National Rep.: Walker-Rowalt

Counties: 13; ERP: 19,000 w

Prog.: Cl, con, s-cl, shw, jz

KMCS

ERP: 10.5 kw

Prog.: St, wthr, flk

Spokane

KXLY-FM (Am: KXLY)

National Rep.: H-R

Counties: 7; ERP: 2,000 w

Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)

National Rep.: Weed

Counties: 7; ERP: 10,000 w

Prog. (Dup.): Pop, st, jz, nws, wthr

KTRW

National Rep.: Fm Unlimited

Counties: 3; ERP: 10 kw

Prog.: Disn, rel, cmtry, dr, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)

National Rep.: Hollingbery

Counties: 11; ERP: 60,000 w

Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW

Counties: 4; ERP: 3,000 w

Prog.: Nws, pop, st, shw, sprts

Madison

WISM-FM (Am: WISM)

National Rep.: Radio-Tv Representatives

Counties: 9; ERP: 1 kw

Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM

Counties: 6; ERP: 7,500 w

Prog.: St, cl, s-cl, flk, disn

WVVB

Counties: 5; ERP: 3.9 kw

Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR

National Rep.: Good Music Broadcasters

Counties: 5; ERP: 22,000 w

Prog.: Con, cl, s-cl, op, dr

WMIL-FM (Am: WMIL)

Counties: 5; ERP: 25,500 w

Prog.: Con, s-cl, st, shw, jz, wthr, sprts

Racine

WRJN-FM (Am: WRJN)

Counties: 3; ERP: 15,000 w

Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)

National Rep.: Rambeau

Counties: 18; ERP: 16,000 w

Prog. (Sep.): St, nws, wthr, sprts

Watertown

WTTN-FM (Am: WTTN)

National Rep.: George Hopewell

Counties: 5; ERP: 10,000 w

Prog. (Dup.): Con, s-cl, nws, st, intvw

Wisconsin Rapids

WFHR-FM (Am: WFHR)

National Rep.: Devney-O'Connell

Counties: 10; ERP: 2,100 w

Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan

WPRM

Counties: 5; ERP: 17,500 w

Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)

EQUIPMENT '61 (Cont'd from p. 8)

As mentioned previously, stereo and multiplexing are expected to generate a great deal of interest and business starting in 1961. Mr. Cervone, of Gates, says that his company is "fully confident that multiplexing and stereo will further strengthen the trend toward the national and world-wide use of fm as a leading type of broadcast transmission." Mr. Cervone also reveals that his firm has "been working with a prominent receiver manufacturer to develop fm stereo transmission equipment."

On the subject of stereo broadcasting, A. Prose Walker, manager of engineering for the National Association of Broadcasters, has been reporting good results with all six stereophonic fm broadcast systems tested last July (see October U. S. FM). Mr. Walker says that the Federal Communications Commission is expected to establish fm stereo stand-

ards early next year. He also points out that the FCC may adopt any of the systems tested, a composite of several or a completely different "dark horse" entry.

Automation is still another area which appears to hold a great deal of interest for fm broadcasters and for equipment manufacturers. Ling-Temco Electronics Inc., for example, has announced a "compact, automated and economically priced fm broadcasting station." A spokesman for the firm states "Since it is important to keep operating costs and overhead to a minimum, the automatic continuous operation of components, including tape recorders, record players, spot announcement playbacks and other musical sources has been integrated into the fm station. Automation permits a single combination 'announcer-engineer' to operate the complete fm station during a full day's shift, it is claimed. • • •

NAFMB Notes

KAFF(FM) San Francisco reports that it is offering two yearly musical scholarships of \$2,000 each for study at the Vienna Conservatory. One will be to the most gifted young composer and one to the most gifted young instrumentalist.

The recent (November 20 to 26) Fm Radio Week in Houston was a great success. During this, the third annual Fm Week Promotion, 70 twenty-four sheet outdoor billboard posters were put in the Houston area promoting the fm radio gift idea. Special newspaper stories followed a press luncheon in the Houston Club on November 14 with all eight fm station operators and representatives of Houston's three daily papers in attendance. A simulcast on all eight stations at 8 p.m. Sunday, November 20, officially kicked off this promotion sponsored by the Houston Association of Fm Broadcasters.

A new advertising success story on fm is reported from California where National Van Lines have been privately testing fm for two years and just reported that their 1961 budget for broadcasting will be spent exclusively on fm radio.

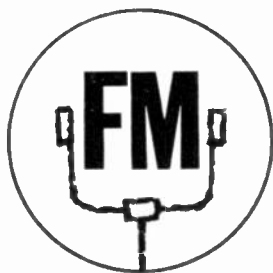
In Sacramento, Calif., another fm broadcast association has been formed consisting of six stations: KCRA-FM, KEBR, KHIQ, KJML, KSFM and KXRQ. The group recently sponsored a booth at the California State Fair displaying fm sets for the home and auto and are now planning a second booth for the Sacramento Hi-Fi and Stereo Show.

In new recognition for the fm broadcasting industry, the Texas Association of Broadcasters at its annual fall meeting in Dallas decided to split its radio directorship on the board of directors two ways in 1961, an am director and an fm director. Lynn Christian, manager of KHGM in Houston, was named fm director.

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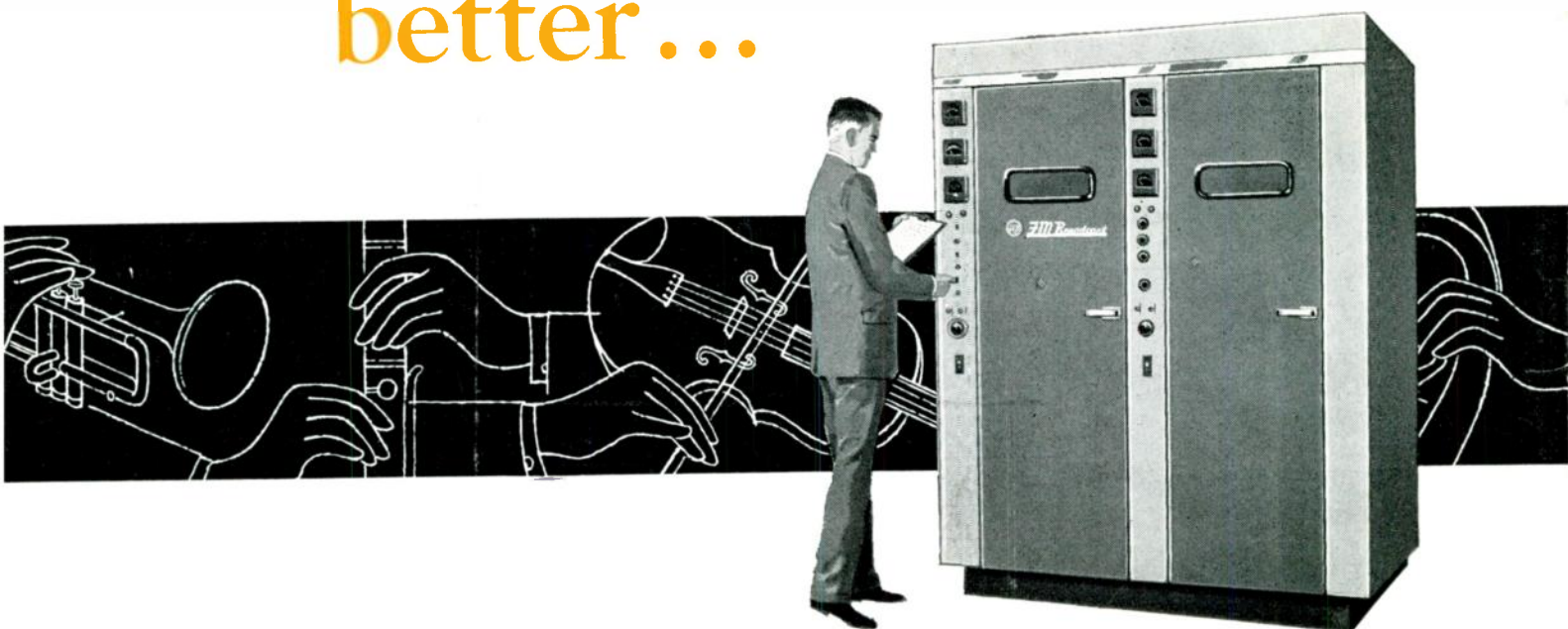
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If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail . . . We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will

find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department 0-392, Building 15-1, Camden, New Jersey.

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