

FM Grows 92% in '60*

50,000 homes added
in Golden Sound Circle



It is more than coincidence that this great growth occurred in the first year of WFBM-FM's operation. Planned variety programming, outstanding news-in-depth coverage and day-in-and-day-out promotion have focused more and more attention on FM.

Now **WFBM-FM** "Golden Sound of the Middle West" . . .

- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than \$2 billion.

This is the *select* market for your product . . . just ask Walker-Rawalt, Inc.

Based on 1960 FM set sales in WFBM-FM coverage area.

WFBM *fm* 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"
□ □ □ □

Mid-America's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

U.S.

FM

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

VOL. 2 — NO. 2

FEBRUARY • 1961

35 CENTS

Broaden Programming

Two Agency Executives Urge Fm'ers to Add
Cultural and Talk Fare to Program Line-up

Today's Radio?

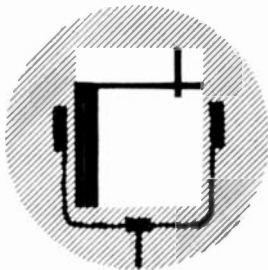
Prominent Fm Broadcaster Examines Ups
and Downs of Fm and Why He Sees Bright Future

Near Record Set Output

Final Tally of Fm Set Production Shows
1960 Biggest Year in More Than a Decade

Fm Facts in Pocket

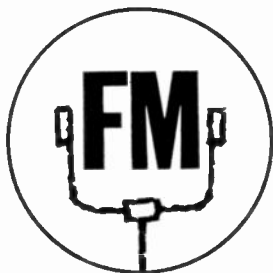
NAFMB Prepares New Circular Pocket-Sized
Computer of Fm Facts for Member Stations



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of radio advertising

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Company

Type of Business

☐ Company or

☐ Home Address

City Zone State

Please Bill ☐

Payment Enclosed ☐

NEW FROM PROGRAMATIC®

FINEST PROGRAMMING



WJEF-FM, Grand Rapids, Mich.
CARL E. LEE, Executive Vice President and General Manager

"Because of its product, its unduplicated programming, and its un-touchable library, Programatic is an integral part of our FM programming. Our mail and telephone calls convince us that the concepts of Programatic are welcomed by the listening public."

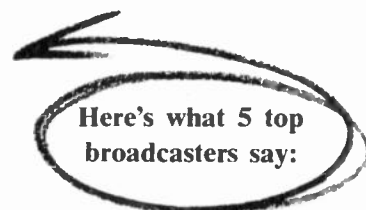
ADVERTISER RESULTS



KHOL-FM, Holdrege, Nebr.
JACK GILBERT, Station Manager

"We're almost a 100% Programatic station. We've rung up sales of full-hour, 52-week contracts with 34 clients without a single cancellation, and are confident we'll do much the same with renewals."

With regular additions of new music—instrumental and vocal—program services and audience building techniques, Programatic has already become a great boon to its ever growing roster of subscribers.



Here's what 5 top
broadcasters say:

SAVES MONEY



WFGM-FM, Fitchburg, Mass.
DAVID M. MEYERS, President

"Programatic has let us add FM to our existing AM operation without increasing payroll costs. We've actually saved a sizeable sum. Sales are picking up and I'm optimistic about the future. We couldn't have done it without Programatic."

PROFIT AND PROGRAM IMPROVEMENT



WSIX-AM-FM-TV, Nashville, Tenn.
LOUIS DRAUGHON, Owner-Operator

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."

BONUS TIME OPPORTUNITY



KPHO-AM-TV, Phoenix, Arizona
RICHARD B. RAWLS, Vice President

"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

WTVR IN JUST 10 MONTHS TIME AFTER AFFILIATION WITH CBS-TV HAS MOVED CBS FROM 3RD PLACE TO 1ST PLACE IN RICHMOND

- 1 During the daytime from sign on to 6:00 PM WTVR is completely dominant with share of audience, divided as follows:

	NIELSEN	ARB
WTVR	50 %	44 %
B	21.5%	20.4%
C	27 %	35.1%

- 2 During the nighttime 6:00 PM-12:00 Midnight, Sunday through Saturday, WTVR, already in No. 1 place, continues to increase.

	NIELSEN	ARB
WTVR	37 %	40.4%
B	35 %	33.4%
C	27 %	26.1%

- 3 From sign on to sign off basis, WTVR's share of audience is 50% greater than its nearest competitor according to ARB and 68% greater according to Nielsen:

	NIELSEN	ARB
WTVR	45.8%	43.1%
B	26 %	28.7%
C	27.3%	28.1%

- 4 WTVR in average homes delivered is again completely dominant from sign on to sign off being 53% greater than its nearest competitor according to Nielsen and 72% greater according to ARB:

	NIELSEN	ARB
WTVR	26,600	27,400
B	15,100	15,300
C	17,300	15,900

Source: NIELSEN and ARB, March, 1961



WTVR 6

FOR THE BEST BUY IN RICHMOND, VA.
CALL BLAIR TELEVISION ASSOCIATES

AM or FM...

RESULTS PROVE PROGRAMATIC LEADERSHIP

Stabilized Programming

A More "Salable" Image

Controlled Overhead



WSIX-AM-FM-TV,
Nashville, Tenn.
LOUIS DRAUGHON,
Owner-Operator

"When we started looking for a basic service our goal was to make our FM operations self-sustaining, even profitable, while improving our programming. We found just what we were looking for in Programatic. Programatic did, and is doing a commendable job."



KPHO-AM-TV,
Phoenix, Arizona
RICHARD B. RAWLS,
Vice President

"We decided to put the midnight to dawn hours to work. In Programatic we found the perfect program service. Economy, Reliability, Prestige... Programatic has them all. After 18 months, we're still enthusiastic over the service and the results."

Programatic can make *your* station operation more profitable. With regular additions of new music—instrumental and vocal—program service and audience building techniques, Programatic is daily becoming more valuable to its ever growing roster of subscribers. Programatic is available to only *one* station per market. Make it yours. Send this coupon today.



PUT
Programatic®
"the Sound of Success"
TO WORK FOR YOU

Adult Music • Automated Equipment.

Programatic Broadcasting Service
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic—exclusive for my market.
I want to *hear* how the "Sound of Success" can build my profits.
Send me the facts—fast!

Name _____

Address _____ Station _____

City _____ Zone _____ State _____

WCBS-TV show hit with \$2.7 million damage suit

A program presented last year by WCBS-TV New York on the controversial 1932 Seabury investigation of the affairs of New York City, resulted in a \$2.7 million damage suit last week. The suit was filed in New York State Supreme Court by former New York State Sen. John A. Hastings against William (Bill) Leonard, m.c. of the program; CBS, (as the parent organization), and former New York City Special Sessions Court Justice William B. Northrop.

Mr. Hastings said in his complaint that Mr. Northrop and Mr. Leonard had participated in a discussion on the Jan. 30, 1960 telecast of the *Eye on New York* program in which it was implied that he was a "corrupt" public official. According to Mr. Hastings, remarks on the program directly or by innuendo had been intended to mean he was "guilty of corruption, graft, larceny, dishonesty as a public official and faithlessness to his public duties." He added that "false and defamatory statements" had injured his reputation and standing in the community.

Mr. Northrop, who at the time of the Seabury investigation was assistant counsel to the Joint Legislative Committee of the New York Legislature, Mr. Leonard and CBS have until April 11 to answer the charges.

AP's client list continues to grow

The AP took on added dimensions in 1960, according to Frank J. Starzel, general manager of the news service. In his annual report to members of the cooperative company, Mr. Starzel reported that AP had added 164 broadcast subscribers to its client list in 1960, a net increase of 80, making its U. S. total of radio and tv subscribers 2,122. Growth was apparent in the foreign market, too, with the addition of six national radio and tv networks as subscribers during the year.

AP's Wirephoto network, now in its second quarter-century, also showed signs of expansion with a record of 554 members served, representing a net increase of 17 subscribers during the year.

Other significant indicators of AP's growth in 1960: approval of plans to establish new AP offices in San Antonio, Fort Worth, Las Vegas and Providence, and the hiring of 28 staff members for overseas service, bringing the total full-time foreign and world service employees to 758.

At the same time the AP Radio and Television Assn. announced that three member broadcast stations were awarded plaques for outstanding cooperation in the exchange of news during 1960:

Free time

KPRC-TV Houston, Tex., has made what it terms probably the biggest single free time offer in television history. With 71 candidates for Lyndon Johnson's vacated senate seat, KPRC-TV has sent invitations to all 71 for four minutes free air time April 1. The purpose is to expose candidates to the public of south Texas. It is estimated that the program will run between two and five hours. The invitation follows a tradition KPRC-TV set 10 years ago in races where there were a great number of candidates. Previously such programs have been in local city council and school board races. KPRC-TV has usually accorded free time to candidates in each race five times, although it has allowed a candidate as many as 38 appearances. Ray Miller, KPRC-TV news editor, will present the candidates in the order their names appear on the ballot.

WALL Middletown, N. Y., KGAK Gallup, N. M., and WGAU Athens, Ga.

Media reports...

Transmitter for RFE ■ John H. Poole has donated a \$10,000 Kahn compatible single-sideband converter for high power radio transmitters to Radio Free Europe, whose stations in Germany and Portugal he recently visited on an inspection trip. The converter, said to be capable of effectively doubling the voice of RFE transmitters broadcasting to Iron Curtain countries, is now on its way from Mr. Poole's KBIG Avalon, Calif., to New York for shipment to Munich, Germany.

Format switch ■ As a result of a survey run by KSAY San Francisco-Oakland to determine radio needs of Bay Area listeners, that station last month switched its programming to an all-western music format. According to General Manager Clair C. Halverson the survey showed 60% of the area's population would listen to western music if given the opportunity and that over 50% has a western heritage. The survey was made in cooperation with San Francisco State College radio department.

Request show ■ Show business' "Salute to Rev. Martin Luther King," which was taped for broadcast by WLIB New York, is number one on its current request parade, the station reports. Requests for tapes of the show, which was held in Carnegie Hall on

Jan. 27, have been received from stations throughout the country for broadcast to their own audiences. Among stations supplied copies of the tape by WLIB are KDIS San Francisco, WDIS Memphis, WQAB Cleveland and WAMO Pittsburgh. The show was produced by Frank Sinatra and was put on as a fund raising benefit for Rev. King.

Religious survey ■ KPDQ Portland, Ore., which broadcasts religious programs on a full time basis, has announced availability of the results of a survey of its audience. Compiled by the marketing department of Portland State College, the survey reveals in detail many aspects of the religious audience, heretofore unknown, according to the station. The brochure may be obtained by writing to David M. Jack, manager, KPDQ Portland, Ore.

New sound ■ Through installation of new equipment, including a new RCA Hi-Fidelity transmitter and new Collins radio equipment in its downtown studios, KFH-AM-FM Wichita, Kan., now boasts a new sound. Custom-made equipment will enable the stations to present stereo music programs, it was announced. Recorded spot announcements are utilized through tape cartridge equipment. Remote control relays have been installed to the console desk. Station Manager Tom Bashaw said he plans to program concerts by both the Cleveland Symphony Orchestra and the New York Philharmonic on Sunday evenings.

Minow, Teller to speak at NAB convention

FCC Chairman Newton N. Minow and Dr. Edward Teller, U. of California atomic scientist and "father" of the hydrogen bomb, will be two of the featured speakers at the NAB convention in Washington May 7-10.

Mr. Minow, who assumed the chairmanship of the FCC three weeks ago, will be the principal speaker at the May 9 luncheon session at the Sheraton-Park Hotel.

The next day, Mr. Minow and fellow FCC commissioners will participate in a question and answer government panel session.

Dr. Teller will speak at the May 10 luncheon of the broadcast engineering conference, being held as part of the NAB meeting.

Gov. LeRoy Collins, NAB president, will deliver the opening address on Monday, May 8. Also on the opening day, the NAB's 1961 Distinguished Service Award will be presented to Judge Justin Miller, a former NAB president. The association's Achievement Engineering Award will be presented to Raymond F. Guy, NBC engineer now retired, on Wednesday, May 10.

FORE MOST

Fm Set Buying Turns In Near Record Year in Production

Fm production in 1960, reaching its highest mark since 1948, has exceeded expectations. The final count by the Electronics Industries Association shows that fm output last year was 904,766 units, compared with the 1959 figure of 540,522. In 1948, production exceeded a million and a half receivers. Earlier optimistic estimates on the 1960 total were pegged around 700,000.

NAFMB Prepares Pocket Computer Of Fm Facts for Salesmen

The National Association of Fm Broadcasters is preparing a circular pocket-sized computer of fm facts for salesmen of member stations. It will contain figures from a composite analysis of Pulse fm studies of last year (see *NAFMB Notes*, p. 19).

'Fm Info File' to Provide Agencies With Audience Data

A compilation of audience survey results and available fm audience information intended for use by timebuyers and agency personnel is being published by International Good Music Inc., Bellingham, Wash. First part of the file contains condensations of two fm surveys by Alfred Politz Research Inc. and by the University of Southern California Department of Telecommunications. The file is available without charge to agency personnel. And, according to John D. Tuttle, administrative vice president, the publication will contain no IGM promotions.

Seattle Fm Broadcasters Add Joint Voice to Fm Promotion

In another move to pool and coordinate promotional efforts, nine Seattle fm stations have formed the Seattle Fm Broadcasters Association. The group is studying the possibilities of making joint presentations to media buyers and originating a Sunday fm section in one of the daily newspapers. Cortland Clark, KLSN-FM, is chairman. Stations represented thus far are KGMJ-FM, KING-FM, KMCS-FM, KGFM, KETO-FM, KZAM-FM, KOL-FM and KGM1-FM (Bellingham). Tacoma stations are expected to be invited to join.

25 Fm Questions Highlight Texas Broadcaster Session

The "25 most asked questions" about fm highlighted the fm meeting of the Texas Association of Broadcasters held early this month. The three-hour session featured a panel comprising Jim Morris, KTBC-FM Austin; Webb Hunt, KQUE Houston, and Tommy Lanyon, KSPL Diboll. Presiding was Lynn Christian, KHGM Houston, and head of the TAB fm section.

Fm Homes in Indianapolis Nearly Double in 1960

Growth of fm homes in the metropolitan Indianapolis marketing area was 92.24 percent in 1960. A survey of set distributors conducted by WFBM-FM also indicates that 50,000 fm units were sold last year in a 51-county area. Fm-equipped homes in the metropolitan marketing area, according to the station survey, now stands at just under 80,000.

LETTERS

In the Black

We have been on the air for just a little over six months and all our evening time is sold out, Monday through Sunday, plus three hours across the board during the daytime.

We sell block time only and limit our commercials to only four per hour; and what is more important, we are operating in the black.

Perry P. Walders
General Manager
WJMD(FM)
Washington, D.C.

Accolades

Recent issues of U.S. FM have been received with thanks. Such a publication would appear to provide a very beneficial service for fm.

Henry Broderick
WDRC(FM)
Hartford, Conn.

Last week I saw your interesting copy of U.S. FM. The material in the December issue was unusually interesting.

Last year, as part of my brokerage service, I handled the sale and transfer of four fm stations in California, so one might say I am quite familiar with the fm field. Congratulations on your fm magazine. It should be a great help to fm broadcasters.

Wilt Gunzendorfer
Wilt Gunzendorfer & Assoc.
Los Angeles

Belated congratulations on your excellent publication devoted to the growing fm medium. We join the chorus of those saying it fills a long-felt want.

A. A. McDermott
Radio & Television Sales, Inc.
Toronto
Canada

I enjoy reading your U.S. FM magazine, and appreciate what you are doing for the industry. There are many fm stations across the country who, like WMIT, have been dormant for the past few years. However, your publication has given me renewed faith and encouraged us to take a good look at our advertising potentials.

Seddon Goode, Jr.
Treasurer
WMIT (FM)
Charlotte, N. C.



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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.

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☐ Company or

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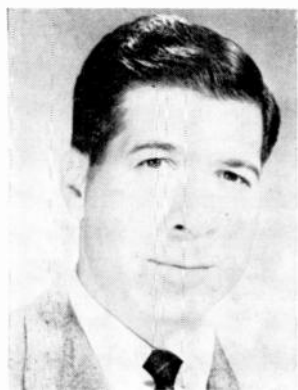
PLEASE BILL ☐

PAYMENT ENCLOSED ☐


TWO AGENCY MEN CHARGE . . .

Broaden Scope Of Programming

**Agency owner Gans and Ayer's Heston
examine various fm areas—program
content and titles, commercials and promotion**



Joe Gans, head of his own New York radio-tv agency and one of the most consistent national buyers of fm, urges remedial improvements.

 Like the weather, everybody talks about fm, but nobody or almost nobody, does anything about it. I am by no means trying to belittle the herculean efforts of those sincere, dedicated fm'ers who have toiled diligently in its behalf. But it seems to me much of what has been done has been, in many cases, wasted.

I find it no longer amusing, for example, to hear people say they listen to fm because they enjoy the background music and are not bothered with commercials.

Fm desperately needs more commercials! But even more than that, it now needs more—much more—than merely a good music format. For not until it keeps pace with today's lively world, will it be in a position to carry more commercials. It is foolish in my opinion to strive for a "sound" when, in some cases, the sound is dull. It is sheer economic suicide to continue playing everything from the "Star Spangled Banner" to Franck's symphonic variations and make it all sound like Montavani's "Green Sleeves."

The audience is there and is growing every day! The audience, like Topsy, just "grewed." It is time now for fm to capitalize on this growth, to start providing more creative fare than merely its present good music format. It is time to change the listings from the monumentally unimaginative titles of *The Morning Concert*, *The Afternoon Concert* and *Candlelight Concert*.

Fm must create the desire in people to turn to it for the kind of listening they cannot find readily available elsewhere. It must start identifying itself with all the demands for cultural expression and entertainment made on it by its selective but ever expanding audience. It must start broadening its base to fill the vacuum which now exists if it is going to create the desire in more people to discover its wares.

Fm's often-made claim to a small, uniquely selective audience is no longer valid. More am stations than ever before are switching to the so-called good music format. More quality programming of a wide variety is now being carried on television. Class publications are enjoying booming circulation gains. All these have a tendency to dilute fm's quality audience.

The fm station that persists in catering to the relatively insignificant percentage of its audience which is looking for unobtrusive music "to do things by" will soon discover the game is not worth the candle.

The arts, the sciences, programs of public interest, community welfare,

programming

education and information are merely some of the specialized areas in which I believe fm must direct its attention if it is to compete successfully against other media for listeners and advertisers' dollars. There is a wealth of material available on tape and transcriptions, a wealth of opportunity to do local live programming with imagination and force. These ostensibly are the kinds of stimulating programs a well-informed, and well-educated, audience would relish.

I am not suggesting fm lower its

standards. On the contrary, I am urging they be raised in order to provide the public with something it does not now have. This would inevitably lead to rapidly increased set sales, which in turn would lead to an increased audience—a combination any advertiser would find hard to resist.

More imaginative programming, broader scope, a more enlightened management, along with a more positive assist from the fm set manufacturers, will do much toward helping fm radio turn its potential into reality. And the time to start is now!



John Heston, service representative-markets and plans department, N. W. Ayer & Son Inc., Philadelphia, and one of the first in his agency to investigate fm, believes that fm today has the goods, but lacks promotional force to help it deliver.

As one of the first in his agency to investigate fm for national advertisers, Mr. Heston believes:

"Fm programming in general is good. What is dull to one listener may be highly entertaining to another. And in the large metropolitan markets, like New York, Chicago, San Francisco, Boston and others, there are enough fm stations that each can, and does, narrow programming enough to give variety with a switch of the dial.

"Program titles, although not highly imaginative, are for the most part, pretty good. They help dress up the station's program offerings and guide the listener to the kind of

music he wants to hear.

"Fm stations could and should add quality features of interest to a good-music oriented audience. Programs in the allied fields of art, science and public service would balance programming and would probably be welcomed by listeners who are unable to find these features on am radio or even on television. The addition of quality talk programs is a logical step for stations that are second, third and fourth in their markets. With nothing more to distinguish one fm station from another than shades of good music, quality 'arts' programs may find a lively audience and give a station a more solid programming ground.

Technical Advantages

"But to venture too far afield from musical programming would be to lose sight of the technical advantages of the medium. Music has been and always will be the program base for fm because of the fidelity of the

broadcast. It is this technical aspect that has gained for fm its most loyal audience."

Although much progress has been made in the last three or four years, lack of enough information on fm is still the main barrier between agencies, advertisers and the medium, Mr. Heston observes.

"When N. W. Ayer first stirred the fm breeze for clients Hamilton Watch Co. and Steinway & Sons, there was little material available on the medium. We had to make our own studies and dig up enough information to make our media plans worthwhile.

"That was three years ago, and the situation, although improved, is much the same today. Market facts, audience figures, set penetration—all these things should be available to us because we're in the (agency) business.

"Stations themselves are caught in a squeeze. They have less money, fewer sales executives than other media. They have a story to tell, but not enough money to tell it. So naturally the medium is held back by self-limitations.

Carrying the Ball

"But who is going to carry the ball? Should it be the station? Should it be the set manufacturer? Should it be the representative?"


Mr. Heston feels that none of these groups is really taking advantage of the great publicity boosts the medium has entertained in the past several months. Set manufacturers could do more to help the medium grow within their own scope. Stations are financially limited, but should take more initiative because any progress is obviously to their self-interest and gain.

He points out that many of the national advertisers now using fm tried the medium as a result of their own or their agency's thinking and planning. Their buys followed their own initiative, and did not result from a conscious wooing by fm promoters. "It's not that stations were unwilling; they just did not know how to go about it. If that is the case with the handful of advertisers on fm today, imagine the long range results if the industry were to sell itself with clarity and force." • • •

Fm: Today's Radio

Harold I. Tanner, president and general manager of WLDM Detroit, which he founded in 1949, surveys fm's future. He explains what has held fm back and why he believes fm is firmly established



 While am is still the preferred choice of most advertisers, the day of re-appraisal of these buying methods has already arrived.

Only a few short years ago fm was known to the world as the realization of an inventor's dream. Later it was referred to as the "sleeping giant." Still later the "frustrated medium." We believe it is now known as "today's radio" because fm is the story of the better mouse trap.

To examine the history of fm we find that it was first discovered by Major Edwin Armstrong in 1938. The man who had given us virtually every modern development that has come to radio.

During World War I, he discovered the heterodyne circuit which he later improved with the superheterodyne circuit that is still the basis for all radio reception.

In 1940, when fm first flashed across the horizon, it was hailed as the system that within a very few years, because of its technical superiority, would cause the rapid demise of all am stations. At that time some industry leaders predicted as little as two years, others as long as five.

But from the first fm was plagued with difficulties. World War II caused the complete curtailment of all civilian production.

In the post-war period, a severe blow was dealt fm when the Federal

Communications Commission decided to move fm from the 42-to-50 megacycle to the 88-to-108 megacycle band. Thus at a single stroke making all existing fm receivers obsolete.

In 1948, it ran head on into another electronic miracle—television.

From a post-war high of 732 stations in 1950, the number declined to 530 in 1957. But today the total figures including commercial, educational, construction permits and applications pending totals 1,180. (Commercial stations on air as of December 1960 number 821.) In 1960, station grants established a new 10-year high and fall-offs a new 10-year low.

Sales of fm home receivers have continually climbed. Sales in 1959 were 55 percent over 1958. 1960 will double 1959 or about 2,140,000. Estimates for 1961 are well over the three million mark.

In regard to automobile radios, too, sales of fm-only receivers are soaring.

In the larger metropolitan areas today, comprehensive surveys indicate that fm has more than passed the half-way mark in attracting the listeners in each city. Fm penetration in New York is 57 percent, Boston 52 percent, Los Angeles 49 percent, San Francisco 48 percent, Detroit 51 percent, Washington 42 percent and so on across the nation.

It is interesting to note how so

many of the more astute and successful businesses and their advertising agencies sometime ago recognized fm and have given the support of their advertising dollars and have become staunch friends of this strong new medium.

We find among them such household names as General Motors Corp., Chrysler Corp., General Electric, Hamilton Watch Co., *Time* and *Harper's* magazines, Lowenbrau and Tuborg imported beers, Northwest Orient, BOAC, KLM and Japan Airlines, Zenith Radio Corp., Sheraton Hotels, Sinclair Oil, Columbia and RCA Victor records and many more whose names are as outstanding in their respective fields.

But what of the future?

We believe there will be as many different types of radio stations as there are restaurants, each with a definite bill of fare that will appeal to all tastes, to all levels of society.

However, we feel confident that the group of fm pioneers who have led the way will maintain their high standards that have enabled them to acquire their large audiences.

These are the stations that are being and will be emulated by others because of their success. This means better radio—better listening—better service to the public we all serve. This trend is firmly established. Fm has truly become Today's Radio. • • •

Is There a Research Vacuum?

If there is, many local groups are attempting to document fm listener characteristics by supplementing national research efforts with various community-wide techniques



It has often been said that fm has its own "special" audience. An audience that is generally inclined to quality programming.

Agencies complain that the background and listening habits of this group have not been clearly determined in enough cases.

What is the image of the fm listener? In one recent sampling taken, 36.3 percent of fm listeners were college graduates; 26 percent were in the \$7,000-10,000-a-year income bracket, and in the majority it was a young (35 or under) audience.

These are a few of the findings of the Sacramento Valley Fm Broadcasters (SVFMB). This association of six fm broadcasters meets once a month to arrive at concrete methods of improving fm broadcasting in the northern California area.

Realizing a need for more information concerning the fm listener, the SVFMB conceived and conducted two surveys that might shed some light on the listening habits and backgrounds of the listener.

At the last California state fair, the SVFMB set up and manned an fm booth. "The purpose of the

project," says a spokesman from the group, "was to educate fair goers on the advantages and the programming of fm radio. Still deeper was the desire to stimulate the sets-in-use factor for the area. A variety of domestic and foreign table models, transistor and auto fm receivers was displayed."

By demonstrating the quality of the small receivers the group was attempting to indicate that it was not necessary for an individual to own the more expensive console sets in order to get full enjoyment of fm listening.

Visitors to the booth were asked if they owned fm sets. If their answer was affirmative, they were invited to participate in the survey. It is noted that "printed forms requiring, for the most part, only check marks and numbers for completion were used."

The response to the survey at the state fair was so strong that the SVFMB decided to repeat it at the Sacramento Stereo-Hi Fi Show. Again, a display of small fm/am receivers was set up, with the added feature of giving away some of the sets as door prizes. In order to make

the survey more accurate, identical questionnaires to those used at the fair were offered to the visitors at the hi fi show.

In St. Louis, KCFM ran a telephone survey, in which listeners were asked to indicate the number of hours they listen to fm. It is interesting to note the similarity in listening hours in this survey to the one conducted in Sacramento:

KCFM asked 537 respondents who listen to fm, "How many hours a day do you listen?"

Number of Hours	Percent
2 hours or less	28.3
3-4 hours	29.2
5-6 hours	16.8
7-10 hours	15.8
More than 10 hours	5.4
Only on weekends	4.5

Another KCFM question was, "Would you like to hear a short newscast on fm?" 60.3 percent replied that they would, 38.6 percent said "no" and 1.1 percent had no opinion.

In listing the results of its survey, the SVFMB did not couple the State Fair and the Hi-fi show responses together, each was listed as a separate group. • • •

Fm Listening Survey

Conducted by the Sacramento Valley FM Broadcasters

Age	State Fair Group	Hi-Fi Show Group		State Fair Group	Hi-Fi Show Group
Under 18	8.4%	4.4%	6-9 p.m.	61.6	61.2
19-25	26.2	22.2	9-12 m	38.3	38.0
26-35	23.7	32.8			
36-45	24.0	26.4	Saturday		
46-60	15.9	12.1	6-9 a.m.	13.4	11.2
Over 60	1.8	2.1	9-12 n	24.2	23.9
			12-3 p.m.	27.7	28.0
Income			3-6 p.m.	33.1	33.2
Under \$4000	28.2%	15.2%	6-9 p.m.	44.6	49.2
4000-5500	20.0	14.8	9-12 m	33.2	38.2
5500-7000	23.6	27.0	Sunday		
7000-10,000	19.1	26.2	6-9 a.m.	11.6	11.4
Over 10,000	9.7	16.8	9-12 n	18.8	22.4
			12-3 p.m.	29.9	29.7
Education			3-6 p.m.	34.2	33.0
Some High School	10.5%	4.6%	6-9 p.m.	41.3	50.8
High School Grad.	23.4	20.0	9-12 m	32.6	34.9
Some College	35.5	39.2			
College Grad.	30.6	36.3			
			Musical Preference		
Daily Listening Average			(These were listed in alphabetical order on the form)		
Under 1 hour	4.7%	3.9%	Type		
1-2 hours	16.8	19.6	Symphony	15.2%	14.2%
2-3 hours	23.3	26.5	Light Concert	11.9	13.8
3-4 hours	19.8	20.4	Sacred	10.4	2.1
4-5 hours	12.4	11.1	Pop Concert	9.7	12.3
5-6 hours	15.7	13.1	Mood	9.1	11.5
Over 6 hours	7.3	5.3	Jazz	7.4	8.8
			Dance	7.3	9.8
Listening Habits			Show	7.2	7.6
Monday-Friday			Chamber	5.7	4.6
6-9 a.m.	20.6%	15.4%	Choral	4.2	3.3
9-12 n	22.0	19.1	Folk	3.8	2.9
12-3 p.m.	21.6	17.4	Ballet	3.0	2.1
3-6 p.m.	29.0	27.4	Opera	2.7	2.7
			Dixie	2.4	3.3

FAVORABLE MENTIONS

Restaurant Group—The 12 Portland, Ore., restaurants that comprise the "Dine Downtown Association" have purchased a 26-week flight over KPXM. The purpose of the association, represented by Goodrich and Snyder, Portland, is to stimulate business for the downtown restaurants. The program being used is *Candlelight and Silver*, and will provide light classical music during the dinner hour, Monday through Friday. According to the station, "commercials will urge listeners to dine downtown, with four one-minute announcements spotlighting different downtown restaurants during the program."

In another development, KPXM is now on a 24-hour operation with the scheduling of a six-hour segment (midnight to 6:00 a.m.) for the Portland General Electric Co. The all-night show is titled *Music Out of the Night* and, the station says, "features mood music, light classical, jazz and show tunes Monday through Saturday. On Friday and Saturday nights the jazz section moves from midnight to 2 p.m."

Coffee—Yuban Coffee through Benton & Bowles, New York, has assumed full sponsorship of the new KBIQ Los Angeles, Mantovani show. To provide greater fidelity the station will simultaneously broadcast the program over its fm and television facilities.

The Union Pacific R. R., through its agency Geyer, Morey, Madden & Ballard, Los Angeles, has purchased a 13-week spot campaign over KBIQ. Purpose of the campaign is to "woo travelers for winter train travel," according to Bob Hammond, the station's commercial manager.

Other KBIQ buys include: A 20-week campaign for the Pacific Coast Club of Long Beach, designed to spark a new membership drive for the club; Southern California Plasterer's Institute; Warner Brothers Film Co.; Concerts Inc.; Universal Pictures and KCOP television.

Bank—The Bank of America, San Francisco, which has been running a nightly (8 to 9 p.m.) classical music program for the past year, has just renewed its contract with KSFR,

reports the Bay Area concert station. "We have found," states Charles Stuart, advertising manager for Bank of America, "that fm radio focuses our advertising on an influential and affluent market and helps to build a long term friendship with our customers."

Travel—With spring just around the corner, firms such as airlines and various travel associations are placing schedules for the upcoming vacation season. WFMT Chicago reports a heavy influx of airline travel accounts slated for its spring schedule. Among the airlines, WFMT reports the following have recently placed spot schedules: Sabena Belgian World Airlines through McCann-Marschalk and KLM Royal Dutch Airlines through Erwin Wasey, Ruthrauff & Ryan. Air France, via BBD&O, has doubled its present schedule. Two additional airlines are Japan Air Lines through Botsford, Constantine & Gardner and Scandinavian Airlines System. The station adds that this is their third year with Air France, JAL and SAS.

Two travel accounts recently signed are, The Swiss Tourist Office through Sudler and Hennessey, which will sponsor a weekly program of classical music, and The French National Railroads through Byrde, Richard & Pound, which has taken a schedule of one-minute announcements.

WFMT notes that many of these advertisers have taken space in the station's monthly program magazine, the *WFMT Chicago Fine Arts Guide*, which has a paid circulation of 25,000.

Supper Club—Following a format that has already proved successful, WLIR Garden City, N.Y., is instituting its second remote show, Alan Grant's *Jazz Nocturne*. It opened at the San-Su-San Supper Club in nearby Mineola on Washington's Birthday. The program runs from 10 to 12 p.m. on Wednesday nights. The all-modern jazz show is to be sponsored by San-Su-San and Pan Amer-



MAESTRO EUGENE ORMANDY (l), conductor of the Philadelphia Orchestra is interviewed by Max M. Leon, president of WDAS-FM. The program, part of a WDAS concert series entitled *Backstage at the Academy of Music*, was recently broadcast by the Philadelphia station.

ican Van Lines. The station's first weekly remote has been on the air since last summer under the title of *Idlewilde Calling*. Emanating from the Seaway Idlewilde Hotel near the New York International Airport, this two-hour, Wednesday afternoon show includes interviews with airline personalities and executives. The program's sponsor is the Walter R. Blaha & Co., investment brokers. WLIR notes that the remote concept has proved so popular that it is considering additional programs of this nature.

Recording Firms—Offering its listeners the opportunity to learn a little more about their favorite artists, WABC-FM New York is running an hourly Monday night series entitled *Meet the Artist*. Co-sponsors for this interview program are Capitol Records and RCA Victor Records. Each guest discusses with Don Lowe, the moderator, the highlights of his career, various anecdotes and his specific impressions on musical subjects. Throughout the show, excerpts from the artist's recordings are played. Some of the guests to be featured are Elanor Steber, Georgio Tozzi, Nicolai Gedda, Anneliese Rothenberger, Michael Rabin, Arthur Rubenstein, Rosalind Elias and Andre Kostelanetz. "The program," says the station, "is designed to bring the classical artist closer to his public, to reveal his off-stage personality and afford him the opportunity of highlighting his newest recordings."

Press Conference Coverage

WIP-Fm Philadelphia has announced that in addition to its current coverage of the United Nations it will cover the White House Press Conferences through the facilities of specially leased lines. However, the station noted that on days when there is a conflict between the UN session and a press conference, the latter will be carried.

Concert Series

WFMM Baltimore has announced a

series of concert previews that is being run during the course of the present Baltimore Symphony season. Each Sunday evening, the station airs recordings of the music to be heard at the next performance of the symphony orchestra. "This preview," says the station, "permits the listener to get a feeling of the program before-hand and invites comparison between the recorded and live versions."

Hi-Fi Showcase

A new program, aimed at the hi-fi enthusiast who has a liking for lighter musical fare, will be aired from 11 p.m. to midnight, Monday through Friday over KEX Portland. Entitled *Hi-Fi Music Hall*, the show will feature recordings of the big bands and jazz groups prominent during the past forty years.

Orchestra Tapes

That other sections of the country may have the benefits of Philadelphians, that city's Academy of Music in conjunction with the Philadelphia Orchestra Association, is taping a series of 26 programs to be leased to good music stations throughout the country.

The Orchestra Association reports, "Eugene Ormandy, now celebrating his 25th anniversary season as music director and conductor of The Philadelphia Orchestra, will conduct most of the programs in the series. Among the guest conductors will be assistant conductor William Smith, William Steinberg, George Georgescu and Leopold Stokowski. Among solo artists who will be heard on this series are pianists Eugene Istomin and Philippe Entremont. • • •

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says NIKITA KHRUSHCHEV



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They pose a major obstacle to the Russians starting any war. And *Radio Free Europe* is their strongest link with the Free World. But *Radio Free Europe* depends on individual Americans for its existence. How about it? Will you help? . . . Give a dollar? . . . Give five dollars? . . . or more? Surely your heart tells you to give something so that our children—and all children—shall live in freedom throughout the world.

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Mail your contributions to: Radio Free Europe Fund, P. O. Box 1961, Mt. Vernon 10, New York



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 391 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

Albertville

WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

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
KYEY
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

Osceola

KOSE-FM (Am: KOSE)

Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

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% (Politz 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

KRHM

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

National Rep.: Good Music Broadcasters
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

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

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, cmtry

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 Bernardino

KFMW

National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego

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
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl
KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w

FM STATION KEY (Cont'd)

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

KPRI

National Rep.: Fine Music Hi-Fi Broadcasters

Counties: 1; ERP: 25,000 w

Market Pen.: 42.5% (Pulse)

Prog.: Pop, st, shw, cl, 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

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

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

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

WDRC-FM (Am: WDRC)

National Rep.: Peters, Griffin, Woodward

Counties: 12; ERP: 20,000 w

Prog.: Pop, nws

WHCN

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

WJMD

ERP: 20,000 w

Prog.: S-cl, shw, con, nws, wthr

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

(For abbreviations, see box, p. 11)

TWELVE YEARS OF
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30,000 Watts

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Denver 23, Colorado

or contact

International Good Music

New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

FM STATION KEY (Cont'd)

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
Pensacola

WPEX

National Rep.: Good Music Broadcasters,
 Western FM Sales
 Counties: 5; ERP: 2,500 w
 Prog.: Cl, s-cl, st, shw, jz

Sarasota

WYAK
 National Rep.: Rejko & 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

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.: Hollingbery
 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

Savannah

WTOC-FM (Am: WTOC)
 National Rep.: Avery-Knodel
 Counties: 24; ERP: 8 kw
 Prog. (Dup.)

IDAHO

Boise

KBOI-FM (Am: KBOI)
 Counties: 17; ERP: 17.5 kw
 Prog. (Dup.)

Lewiston

KOZE-FM (Am: KOZE)
 National Rep.: Gill-Perna
 Counties: 6; ERP: 903 w
 Prog. (Sep.): S-cl, st, shw, jz, nws

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

WFMF

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

Mt. Vernon

WMIX-FM (Am: WMIX)
 National Rep.: John E. Pearson
 Counties: 40; ERP: 50,000 w
 Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris

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

Quincy

WGEM-FM (Am: WGEM)
 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

Springfield

WTAX-FM (Am: WTAX)
 National Rep.: Gill-Perna
 Counties: 12; ERP: 6.7 kw
 Prog.: (Sep. early evenings)

INDIANA

Bloomington

WTTV (Am: WTTV)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

Richmond

WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

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

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: WKOA) (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: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal

Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Poland Spring

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

Portland

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

MARYLAND

Annapolis

WXTG (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

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
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

Worcester

WTAG-FM (Am: WTAG)
National Rep.: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

(For abbreviations, see box, p. 11)

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Walker-Rawalt
Nat'l. Rep.

FM STATION KEY (Cont'd)

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
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

WOMC (Am: WEXL)
National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, 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

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)
WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

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

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

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
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.: 35.2% (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

KCFM

National Rep.: Walker-Rawalt
ERP: 21.5 kw

KSTL-FM (Am: KSTL)

Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX

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
KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws
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

(For abbreviations, see box, p. 11)

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Hartford, Conn. WCCC-FM
Ithaca-Elmira, N. Y. WRRR-FM
Jamestown, N. Y. WJTN-FM
Olean, N. Y. WHDL-FM
Philadelphia, Pa. WDAS-FM
Poughkeepsie, N. Y. WKIP-FM
Providence, R. I. WPFM
Rochester, N. Y. WROC-FM
Southern New Jersey WSNJ-FM
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Worcester, Mass. WTAG-FM

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Los Angeles, Cal. KCBH-FM
Miami, Fla. WWPB-FM
Milwaukee, Wis. WFMR-FM
Minneapolis, Minn. KWFM-FM
Norfolk, Va. WRVC-FM
Pittsburgh, Pa. WLOA-FM
St. Louis, Mo. KCFM-FM
San Diego, Cal. KFSD-FM
San Francisco, Cal. KAFE-FM

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THE QXR NETWORK

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FM STATION KEY (Cont'd)

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

WNBF-FM (Am: WNBF)

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

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WYSL-FM (Am: WYSL)

National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

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

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

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
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

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

Olean

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

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

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
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

(For abbreviations, see box, p. 11)

Tremendous Pull — Telephones never stop ringing

Check in on

ALAN GRANT'S JAZZ NOCTURNE on WLIR

10:05 PM to Midnite
on weekdays; 'til
1 AM on weekends

WLIR—92.7 mc—Garden City, L. I.
Pioneer 1-4700

FM STATION KEY (Cont'd)

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: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

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

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

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

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup.): Cl, s-cl, st, shw, nws

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

Canton

WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl
WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

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

(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



GOOD THINGS HAPPEN + WHEN YOU HELP RED CROSS

TIMELY

NEW

DIFFERENT "MEANWHILE, BACK ON EARTH"

(131½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster

footage on the CHILEAN EARTH-QUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

ANIMATED TV SPOTS

(60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's

loyal dog, Max. These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS

With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS

(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY
RALPH EDWARDS

JOHN DALY
DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER
THE AMERICAN NATIONAL RED CROSS
In New York, call MURRAY HILL 9-1000
In Hollywood, call HOLLYWOOD 5-5262

THE ADVERTISING COUNCIL



New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

NAFMB Notes

- **New Pocket Computer for Salesmen**
- **Fm Day at NAB Convention**

The National Association of Fm Broadcasters is in the process of having published a new circular pocket-sized computer for fm salesmen of its member stations.

Facts and figures on fm listening patterns and habits as well as the economic and educational aspects of the fm listener will be presented in this promotion piece. Fm penetration figures in cities where they are available will be included. The pocket computer is currently being published, according to Fred Rabell, president of NAFMB, and should be in the mail on its way to member stations by the end of March.

Main source for the figures that will appear in the circular piece is a composite analysis of fm studies

conducted by Pulse in 1960. These figures will replace a similar composite analysis that the association incorporated in a flip-card presentation that was made available to members last year.

The back of the computer will be left open for station promotion and for such things as presentation of rate cards. Each NAFMB station will receive one copy free; additional copies can be purchased.

For the second year in a row, the NAFMB will conduct Fm Day at the 1961 National Association of Broadcasters' convention. Fm Day will be Sunday, May 7.

So far, the tentative agenda calls for a sales and programming seminar in the morning. It will be conducted by the eight regional directors of the association.

Before the NAB meeting gets underway, the NAFMB will hold a board of directors meeting Friday night. On Saturday morning, there will be a business meeting and election of officers.

In the afternoon on Saturday, a meeting will feature a discussion on "ways and means of stimulating the promotion of fm to advertisers and listeners."

On the sales front, Mr. Rabell comments that national fm business continues to be sluggish. He states, however, that NAFMB stations have experienced very encouraging results with local business.

As an example, Mr. Rabell reports that his KITT San Diego has signed Sears Roebuck to a 52-week contract, calling for a weekly expenditure of \$125. The campaign uses 47 spots a week spread over seven days and is selling everything from freezers to fences. Spots are aired day and night.

FM STATION KEY (Cont'd)

WVKK-FM (Am: WVKK)
National Rep.: Venard, Rintoul & McConnel
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

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

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, 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 & McConnel
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

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

(For abbreviations, see box, p. 11)

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Cont'd)**KOGM**

Counties: 8; ERP: 4.1 kw
 Prog.: Pop, st, cl, shw, s-cl

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

KGMG

National Rep.: Heritage Stations
 Counties: 15; ERP: 68,250 w
 Market Pen.: 30.3% (Politz 1960)
 Prog.: Cl, con, op, nws, jz

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**WDAS-FM (Am: WDAS)**

National Rep.: QXR Sales
 Prog. (Sep.): Cl, QXR Network

WFIL-FM (Am: WFIL)

National Rep.: Triangle
 Counties: 33; ERP: 6,300 w
 Market Pen.: 37.6% (Pulse 1960)
 Prog. (Sep.): Con, s-cl, st, shw, jz

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: 28; ERP: 20,000 w
 Market Pen.: 37.6% (Pulse 6/60)
 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

WAZZ (Am: WAMO)

National Rep.: Bernard Howard
 Prog: Jz

WCAE-FM (Am: WCAE)

National Rep.: Daren McGavren
 Counties: 30; ERP: 30,000 w
 Prog. (Dup.): Pop, nws, wthr, con, sprts

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

WWSW-FM (Am: WWSW)

National Rep.: Blair
 ERP: 50,000 w
 Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Scranton**WGBI-FM (Am: WGBI)**

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

Shenandoah Heights**WPPA-FM (Am: WPPA)**

Counties: 5; ERP: 2.8 kw
 Prog. (Dup.)

Sunbury**WKOK-FM (Am: WKOK)**

Counties: 10; ERP: 4,400 w
 Prog. (Dup.)

Warren**WRRN (Am: WNAE)**

Counties: 15; ERP: 3200 w
 Prog. (Dup. days): St, sprts, nws

Wilkes-Barre**WYZZ**

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

York**WNOW-FM (Am: WNOW)**

National Rep.: Radio-TV Representatives
 Counties: 12; ERP: 1.2 kw
 Prog. (Sep. after 8 pm): St, nws, shw

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

Columbia**WCOS-FM (Am: WCOS)**

National Rep.: Meeker
 Counties: 24; ERP: 5,300 w
 Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville**WESC-FM (Am: WESC)**

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

WMUU-FM (Am: WMUU)

National Rep.: Beattie
 ERP: 840 w
 Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE**Chattanooga****WDOD-FM (Am: WDOD)**

ERP: 12.6 kw
 Prog. (Dup.): Pop, nws, cl

WLOM

Counties: 53; ERP: 33,000 w
 Prog.: Cl, con, s-cl, jz, shw

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Gallatin

WFMG

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

KTBC-FM (Am: KTBC)

National Rep.: Rayburn
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, wthr

Dallas

KCPA

National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

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

KRKH

Counties: 15; ERP: 3 kw
Prog. Pop, cl, s-cl, shw, op

Port Arthur

KFMP

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

San Antonio

KEEZ

National Rep.: Good Music Broadcasters
Counties: 5; ERP: 17,300 w
Market Pen.: 22.2% (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



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(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

Harrisonburg

WSVA-FM (Am: WWSA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.):

Martinsville

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

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

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

WSLS-FM (Am: WSLS)
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

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

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

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15; ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

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-Rawalt
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

KTWR
National Rep.: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, 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

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.):

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representa
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmt

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadc.
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

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

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

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)

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