

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.

F M

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

VOL. 2 — NO. 3

MARCH • 1961

35 CENTS

Sheraton's Two-Pronged Fm Use

Hotel Firm Buys Fm in Major Markets
And Installs Receivers in New Units

What to Do With Daytime Fm?

Kroger-Owned Supermarket Chain in
Houston Finds All-Day Package Pays

Sales and Programming Lessons

Fm Seminars at NAB Convention to
Stress Fm Advances and Problems

Manufacturer Grows With Fm

Four-Year-Old Transmitter Outfit
Expands Into Fm Equipment Specialties

... a welcome and a pledge

(Reprinted from SPONSOR, March 6, 1961)

Radio is a medium of 4400 voices heard via 156 million sets. Soon this 4400 will become 5000, for more am and fm stations are going on the air almost daily. Its universality and ability to move people to act are unique, yet its place as a national advertising medium is being questioned on every hand.

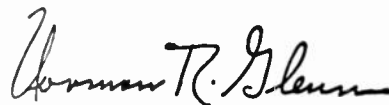
Because SPONSOR feels that radio has so much to offer as an advertising medium, and because its firm place as a medium of character must emerge in the '60s, SPONSOR has devoted special attention to the problems and values of radio.

Now comes an opportunity to render an even better service. For effective with the March issues the two magazines of radio advertising, U. S. RADIO and U. S. FM, join the SPONSOR family. The broadcast publications owned by this group now are SPONSOR (weekly), CANADIAN SPONSOR (bi-

weekly), U. S. RADIO (monthly), and U. S. FM (monthly).

As in Canada, where CANADIAN SPONSOR has become the interpretive, facts-and-figures broadcast guide for advertisers and agencies, we promise that U. S. RADIO and U. S. FM will represent the best in business paper journalism. We have great faith in the future of radio as a major advertising medium and will spare no effort in helping guide that future along healthy channels. Further, before long you will learn how the services provided by U. S. RADIO and U. S. FM complement the service provided by SPONSOR.

With the purchase of U. S. RADIO and U. S. FM we are delighted to welcome back a dear friend and former associate. Arnold Alpert returns as vice president and assistant publisher. He brings with him the full staff of the radio publications he headed.



Publisher

FORE MOST

NAB Fm Convention Agenda To Stress Sales and Programming

Two-day fm agenda to be held in conjunction with the National Association of Broadcasters' convention in Washington in early May will feature sales and programming activity (see full agenda, p. 11). On May 6, a day before the convention opens, the National Association of Fm Broadcasters, will conduct an all-day program featuring a sales seminar comprising agency, advertiser and fm executives; presentations by the four fm networks and program services, and a special Pulse fm report. On May 7, the NAB "Fm Day" program will highlight activity reports by NAFMB regional directors.

EIA Figures Show January Fm Set Production Hike Over 1960

Fm set production figures for January, as announced by the Electronics Industries Association, showed a marked increase over the production figures for January 1960. The EIA states that 50,421 sets were produced during the first month of this year, while 40,162 were built in January 1960. Sets produced in December 1960 were 52,437.

Fm to Broadcast All Yankee Games for Complete Season

New Yorkers who are Yankee baseball fans with fm sets will be able to hear *all* of the ball club's games this season. According to the station, WCBS will carry all Yankee road games, all home night games, as well as all Saturday, Sunday and holiday games, live, over WCBS-AM-FM. In addition, the Monday through Friday afternoon home games will be heard over WCBS-FM only. In the pre-season exhibition schedule, the fm facility will carry all the games while the am will carry only the weekend games. Broadcasts will be sponsored by P. Ballantine & Sons and the R. J. Reynolds Tobacco Co.

Over 260 Markets Represented In U.S. FM's Station Key

At the time of its inception, last September, U. S. FM compiled a listing of fm stations as an aid to broadcasters and advertisers. A total of 256 stations in 180 markets responded to the questionnaire sent to fm broadcasters. With the current issue that figure has risen to 413 stations representing over 260 markets. Nearly one half of the operating fm stations are now in the listing, with an average of 25 stations sending in listing data each month.

Week of April 17 Designated "Fm Week" in San Diego

As a tribute to dealers, distributors and fm set owners, San Diego's fm broadcasters have formulated plans for an "FM Week" running April 17 through 22. The stations plan heavy spot schedules promoting the affair, according to Jim Fox, manager of KFMB-FM, while dealers have been asked to participate by announcing the event in local newspapers. The San Diego Advertising & Sales Club will honor "Fm Week" with a program devoted to the industry. Ray Baker of KFSD-FM states that there are eight commercial and two educational stations in the area.

LETTERS

Article Request

We wish to enquire re copyright permission for an article entitled *Fm: Today's Radio* which appeared in the February 1961 issue.

Our client, a Toronto fm station owner, wishes to distribute copies of this article in a direct mail campaign.

Susan Semevan
Librarian
Foster Advertising Ltd.
Toronto, Canada

Togetherness

Enjoying your U.S. FM magazine very much . . . it establishes the feeling of "togetherness," i.e., we are not alone in this great big beautiful fm world, the last strong-hold of the "seekers of relaxed listening."

Jack J. Gwyer
Director of FM Operation
KREM (FM)
Spokane, Wash.

Useful Information

We enjoy reading your publication very much and find that it contains much useful information.

E. R. Higgins
Program Director
WDNC-FM
Durham, N.C.

FM Growth

Once again, congratulations on U.S. FM. Your publication is an excellent addition to the growth of fm radio.

Leonard Walk
General Manager
WAZZ (FM)
Pittsburgh, Pa.

Great Help

We have seen our first copy of U.S. FM, and think it is excellent and should prove a great help to all fm.

John B. Cash
Assistant Manager
WWPB (FM)
Miami, Fla.

Informative

Your January issue was most informative and enjoyable.

Colin Rossee
Program Director
WCHV (FM)
Charlottesville, Va.



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MARCH
1961

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Bernard Platt
Elaine Couper Glenn
Arnold Alpert

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Arnold Alpert Publications, Inc.
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New York 19, New York

SUBSCRIPTION

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 ☐



Sheraton Hotels Sign The Fm Register

**In 10 months, Sheraton's
fm schedules jump from
four stations to 29;
fm radios go in new hotels**



Fm growing pains, which are diminishing as the national spot picture brightens, received a balm not long ago from a new advertiser.

Sheraton Corporation of America, Boston, which owns and operates 59 hotels in 41 cities, has toyed with the idea of using the medium for some time. Last June, Sheraton did some serious thinking and initiated spot schedules on four fm stations. Now, 10 months later, the hotel chain is a sponsor on 29 fm stations in major markets.

Sheraton's association with fm is based on company figures that indicate that the Sheraton guest is also a member of the male fm audience, according to Gene Fitts, director of

"We analyze a market to determine the travel habits. We have learned that people in St. Louis travel frequently to New Orleans and Chicago. Our fm spots in St. Louis promote Sheraton hotels in these cities."

radio and television advertising. The figures come from a Sheraton study made before the campaign in conjunction with the company's agency, BBDO Inc., Boston.

First Campaign

The first fm stations to be used were four from the Concert Network: WNCN New York, WHCN Hartford, Conn., WXCN Providence and WBCN Boston. Sheraton plunged right in with a 52-week contract for a daily program, *Scores and Encores*, 15 minutes of classical music following the 11:00-11:05 p.m. news. The format called for opening and closing announcements and a one-minute commercial.

Sheraton is now in the process of contracting to expand its Concert Network programs to 55 minutes, running from 11:05 p.m. to midnight. Three one-minute commercials will be added to this expanded format.

After the initial schedule proved successful, Sheraton began looking for more fm stations. By November 1 last year, the company had placed 13-week contracts on 25 stations in major markets. Most contracts have been renewed at the end of each cycle. They call for 20 announcements a week, Monday through Friday. Preferred times are 7 p.m. to 10 p.m.

Sponsor Rotation

Sheraton is also one of the 14 advertisers on WNOB Cleveland. Mr. Fitts believes that WNOB's commer-

cial structure is unique in that each of the 14 sponsors have one hour of programming each day. But a sponsor is constantly rotated so that his program is never heard at the same time two days in succession. Sheraton became WNOB's 14th advertiser in February.

Market List

Sheraton hits most of the top markets in the country with its fm schedule. The fact that a Sheraton hotel is in a market is not particularly a requisite for placing a schedule on a local fm station. If its travel studies reveal patterns of overnight traffic from one market to another, Sheraton will push a hotel in other cities. Sheraton advertises also in cities where it has only a reservation office. For instance, Sheraton has reservation offices in Denver and Miami.

Here is a partial list of Sheraton fm markets:

New York, Chicago, Boston, Hartford, Providence, Washington, D. C., New Orleans, St. Louis, Los Angeles, Sacramento, Santa Barbara, San Francisco, Omaha, Houston, Indianapolis, Louisville, Detroit, Cleveland, Pittsburgh, Birmingham, Tulsa and Wilkes-Barre, Pa.

Commercials are delivered live, and there are six to nine pieces of rotating copy. Each piece of copy relates to various phases of Sheraton service; for example, the Sheraton electronic reservation system, "Reservation," Sheraton hotels in Hawaii or on the West Coast, and Sheraton specialty restaurants.

Each market is analyzed to deter-

mine the travel pattern of its citizens. Sheraton discovered, for instance, that St. Louisans travel to New Orleans on a frequent basis. One spot on its St. Louis station advertises the Sheraton-Jefferson in New Orleans. Another city popular with St. Louis travelers is Chicago, according to Sheraton research. Consequently, spots in St. Louis promote the Sheraton-Blackstone and the Sheraton-Chicago. Sheraton spots in other cities are written according to the travel pictures there.

Management at Sheraton has become so enthused with fm that receivers are being installed in hotel rooms. Each time an am receiver is discarded, it is replaced with an am-fm set. In its new hotels, it is reported that Sheraton installs am-fm receivers.

FM in Suites

Sheraton's decision to put fm sets in hotel suites reflects its desire to render the best possible service to its guests. Its investment as an advertiser makes Sheraton's interest in fm two-fold. As William Morton, vice president and director of advertising, once put it, "Fm listeners represent a discerning and select audience."


Mr. Fitts recalls that Sheraton went into fm advertising on its own initiative. "I have kept up with fm for a long time," says Mr. Fitts, "reading about it whenever possible. I am personally a great believer in fm's future." • • •



Bernard Wise, president of ITA

ITA and Fm Grow Together

**Industrial Transmitters & Antennas Inc.,
of Lansdowne, Pa., maintains the premise
that 'service is synonymous with quality.'**

 The facility with which transmitting equipment can be installed and set into operation may not be a prime requisite for a broadcast equipment manufacturer, but such an ability can pay off in a time of real necessity.

When the Tshombe government in the Congo determined that an fm station was needed in a hurry it called upon American ingenuity to get the job done. Under the difficult conditions surrounding any work done in that volatile area, a 10-kilowatt transmitter was installed and the station was put on the air in just six days. The company's engineer got out of Elizabethville only a few hours before more trouble started.

The firm that performed this and other unusual highly specialized feats is the Industrial Transmitters & Antennas (ITA) Inc., of Lansdowne, Pa.

Though still a young organization—ITA was founded in 1957—the firm is ever expanding its fm equipment production. Starting with a staff of four and assets barely over \$3,000, the company now states its sales are in excess of \$1 million with better than a hundred employees on the payroll.

"When we started in business in late 1957," says ITA president Bernard Wise, "we felt that there would be real opportunity for important growth in the fm market. At that time, hi-fi was making a major impact in homes, and fm broadcasting was enjoying growth as a subsidiary service for store-casting and industrial and commercial background music . . . anticipating that there

would be a greater need for high frequency transmitters to service the fm markets, we concentrated much of our effort in this specific field.

The rapid growth of his firm, Mr. Wise points out, is only relative to the equally rapid growth of the fm medium.

In a recent expansion the firm has gone into the promising area of automation systems. With this addition, the company's line of fm equipment includes transmitters ranging in power from 10 watts to 35 kilowatts that require no neutralization controls. The company states that the fm line uses ceramic tubes, utilizes phase modulation and can be multiplexed for remote control operation. Testing on the new automation system is now under way, utilizing various kinds of broadcast applications.

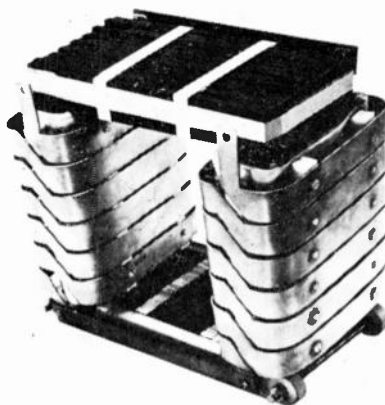
The speed with which transmitters can be installed, as noted in the Con-

go order, can also be applied to state-side "rush jobs." Within 24 hours of receipt of the order ITA states that it installed a one-kilowatt fm transmitter at WDJR-FM Oil City, Pa. Oil City is located more than 300 miles from the ITA plant in Lansdowne.

As the company expands (it is now involved in the engineering and production of am equipment as well), it has placed a great deal of emphasis on product research and development. One product, a result of extensive research by company engineers, is the Broad Band Balun, an instrument that they feel will make a substantial contribution to the broadcast industry.

"ITA's Broad Band Balun," says a company spokesman, "is an impedance matching device designed for operation in the high frequency band. Uniquely designed to transform unbalanced output of hf transmitters to balanced antennas, the Broad Band Balun occupies only one-half cubic foot of space and requires no tuning. It will handle, conservatively, 80 kilowatts peak power."

To facilitate the development of this and other equipment breakthroughs, Mr. Wise has announced the creation of three new divisions for the firm's sales and marketing operations: the Broadcast Division, the Industrial and Governmental Division and the Export Division. In addition, the firm has acquired new plant facilities which more than double production capacity. It has enlarged its engineering and research staffs and increased its field sales engineer department. • • •



ITA's new development for impedance matching is the Broad Band Balun. Device requires no tuning, less than one-half cubic feet of space.



ON A TOUR through one of the 24 Henke & Pilot stores, owned by the Kroger Co., are (l. to r.): Harold Hajovsky, advertising manager; Miss Jo Moore, Aylin Advertising Agency, and Paul Taft, owner of KHGM Houston. Supermarket chain sponsors daytime Thursdays.

Kroger Chain Finds All-Day Fm Buy Pays

Experiment in all-day sponsorship

by Houston supermarket chain results

in sales and regular fm account;

Thursday, big shopping time, is used

*"Fm has provided us with an opportunity
to reach completely this minority
group with its extra buying power."*



What started out as an experiment in attracting sponsorship during the tough-to-sell daytime hours has proved to be the key in gaining a regular super-market client for fm.

The sales idea that KHGM Houston came up with was in offering all-day sponsorship on a trial basis to Henke & Pillot, a chain of 24 supermarkets owned by the Kroger Co. An eight-week experiment using Thursday from 6:30 a.m. to 5:30 p.m. was worked out with the client's agency, Aylin Advertising Agency, Houston.

'Foreground'

The programming that was developed for Henke & Pillot was called *Foreground*, an 11 and a half-hour schedule. It consisted of light popular and semi-classical music, six 5-minute newscasts, 12 locally-produced two-minute talk features and 12 complete weather capsules from the Houston Weather Bureau.

Three station personnel were assigned to the show. Ron Schmidt, program director, served as musical director selecting the appropriate music for each hour and coordinating it with the time of day and the particular features and commercials assigned to specific hourly segments by Don LeBlanc, production director. Jerry Dale, staff announcer, handled on-the-air hosting, along with Messrs. Schmidt and LeBlanc.

The eight-week trial that started January 5, 1961, was considered a success. Henke & Pillot and KHGM have negotiated a renewal for the continuation of the Thursday *Foreground* program each week.

Harold Hajovsky, advertising manager of Henke & Pillot, believes that fm is now creating proper sales impressions and that it can move consumer products. He says it "has provided us with an opportunity each Thursday to reach completely this minority group with its extra buying power. And by falling on a big shopping day, it is a fine backstop to our other and varied forms of weekly advertising."

Lynn Christian, manager of KHGM, explains why he believes fm has been able to help the Kroger-owned chain:

"Every sales approach we use is founded on the premise that nearly all business firms have a similar problem: How to reach effectively that growing strata of society that has a constantly increasing income, a higher education and a quality-conscious taste. This minority of people is not easily reached by other media. But in fm we can honestly claim this group as 'our people.'"

Quality Image

"Kroger wanted to reach 'our people.' The quality image of the old-line Houston food chain was not clear to the thousands of new families moving into the rapidly expanding city each month. And Henke sales in the area reflected this problem. So as a major broadcast buy to reach these new homes and the estimated 130,000 fm homes in Houston, the all-day *Foreground* was purchased.

"Kroger promotes primarily its brand products and runs price mer-

chandise only twice an hour. The remaining four spots are devoted to further development of the new Henke quality image. The price products are only being run every half hour with no hard sell singing jingles."

Mr. Christian observes that the all-day idea is not new in radio. As early as Christmas Day 1958, KHGM used the concept to sell its first all-day special presentation to Transcontinental Gas Pipeline Co.

Immediate Revenue?

He further declares that if the station were to sell six participating spots an hour every Thursday, there would be more immediate revenue.

"But the Henke sale," he continues, "gives us secure billing month after month with needed help in paying the burdensome bill of daytime fm radio. We have never tried to fool anyone. We have always stated that our weekday daytime hours on fm in Houston had half the audience of nighttime fm. So we have priced it accordingly, at half our nighttime rate.

"And the package includes the complete merchandising that we guarantee to our regular evening sponsors. I believe that we should not sell more than two full weekdays on the station. Two days would pay our daytime operating expenses for the full week, yet would neither put us in the position of being unable to offer good run-of-station spot schedules to other advertisers and agencies, nor to fulfill our public service requirements." • • •

FAVORABLE MENTIONS

Supermarket Chain — Safeway Stores in Salt Lake City are going into their fourth year of advertising on KSL-FM Salt Lake City. The commercials are featured every 30 minutes from 9:30 a.m. to 10:00 p.m. Besides reaching into the homes, 30 of the stores provide fm storecasting. This additional impression at point of sale has proved successful, according to Mr. R. J. Hutten, a Safeway spokesman. He notes that many customers have given comment on the service, and that it has benefited sales in many instances.

The station reports that the commercials announce special items featured each day on the Safeway shelves. The programming behind the commercials is selected music, a noon news program and a farm show.

Savings and Loan Assoc. — Another long-time fm user, the Talman Fed-

eral Savings and Loan Association of Chicago, has renewed its yearly contract with WFMT Chicago for the fifth time. The savings and loan association sponsors two and a half hours of classical music, news, time and weather reports seven mornings a week.

"WFMT has been the most productive advertising medium we've ever used to attract new savers in terms of traceable response and in relation to cost," says Jonathan Pugh, executive vice president of Talman. "After four years, the station's pull is as strong as ever, if not stronger. Our remarkable success with WFMT is a result of the high quality of audience attracted by the station's unique overall policies and its excellent handling of the commercial material."

According to the station, the commercials describe the functions, poli-

cies and services of the firm. Only four or five commercials are run on the 6:00 to 8:30 a.m. program. The reason for these infrequent commercial breaks, according to Mr. Pugh, are that "We spend so much time in the homes of WFMT listeners that we don't want to wear out our welcome. We say all that needs to be said, hoping to win and retain the friendship of this excellent market."

Chamber of Commerce — Under the sponsorship of the Detroit Board of Commerce, the Michigan Chamber of Commerce and the United States Chamber of Commerce, WDTM Detroit aired the complete taping of the six-hour conference Aircade for Citizenship Action presented on March 1 by the U. S. Chamber of Commerce. The broadcast was run on Saturday, March 4.

The station reports that the reason for the program was that it would enable those who could not attend to hear the various discussions by nationally known panelists on federal spending, tax reform, postal rates, depressed areas and unemployment; urban renewal and community development; medical care for the aged; minimum wage and other labor legislation; aid to education; defense spending and space exploration; and the balance of payments.

Furniture — The combined facilities of KPAM and KPFM (the two Portland stations program separately) are being utilized by the Charles Grant Co., makers of custom furniture and fixtures for home and industry to advertise its products. The campaign of one-minute spots will be run on both am and fm during the day and on fm only at night. According to the station, the commercials "will emphasize the firm's flair for the original and for craftsmanship. The copy will be aimed at the homeowner and architects, builders and business executives."

Records — Among several new and renewed contracts with WRFM New York is one made by Atlantic Records for a participating sponsorship on *Jazzville, U.S.A.* The record firm has taken a 13-week flight on the

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.



COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ± 3 db, 75-7,500 cps • RF output 15 w. • frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level -70 db • noise level better than -45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability $\pm 0.0005\%$ with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.

weekly two-hour jazz show. The station reports that the New York Telephone Co., through BBDO Inc., has purchased 12 spots a week for the remainder of 1961. The Switzerland Cheese Assoc., through Williams and London, Newark, has renewed its contract for two hours of weekly sponsorship for an additional flight of 13 weeks.

Book Show

WABC-FM New York is inaugurating a new program entitled *Words and Music*. The weekly half-hour evening format will concern itself with "fusing the spoken word with music," says the station. The basis of the program will be the discussion of a different book each week. The talk will then be implemented with music fitting to the book's topic. An interview with either the book's author or an authority on its subject will be an additional part of the show.

As an example, the first show will be on "African Art" by Werner Schmalenbech. Authentic Congo and Gold Coast music will be presented.

Stereocast

Six hours of stereophonic broadcasting are now available to Omaha listeners through the combined facilities of KFAB and KFAB-FM. In addition to the Monday through Friday schedule (6 p.m. to midnight), the station reports that it will continue its two-hour Sunday night broadcasts. Programming will encompass all forms of musical entertainment.

Survey

Of the 550 coincidental phone calls made within a 25-mile radius of Mt. Vernon, Ill., 60.72 percent of those called reported that they owned fm sets, while 57.78 percent of the set owners stated that they regularly listen to fm sports and special vents broadcasts.

These are two of the many statistics uncovered by WMIX Mt. Vernon in an audience survey it conducted. This is an additional example of the individual broadcaster attempting to fill the fm research

vacuum (see *Sacramento Fm Listening Survey*, U. S. FM, February, 1961). More recently, the station ran a promotion to determine the extent of its reach. Running three announcements a night for a week, WMIX offered listeners a cigarette lighter in return for a card or letter telling when and where the announcement was heard. Represented in the hundreds of cards and letters returned were 109 towns and dozens of rural routes in the area, the station reports.

Another Survey

Still another vacuum filler is WWMT New Orleans. The station mailed out 323 questionnaires to known fm homes within a 65-mile radius of New Orleans. Among the statistics accumulated, the station reports that: Two out of three fm set owners listen to fm two or more hours

per day; about three-fourths of the respondents listen most often during evening hours, from 6 p.m. on; professionals and business executives account for three-fourths of the homes using fm; and family incomes among fm householders generally run above average with over half in the \$10,000 plus bracket.

Fm Network

By linking the programming of WCRB Boston and WMTW Poland Springs, Me., a new fm network has been formed. Coverage, a WCRB spokesman states, will reach all six New England states.

John M. McGorill, manager of WMTM, states, "Now we look forward to enhancing our value even further for WMTW advertisers. WCRB has been authorized to act as our station sales representative, as well as network sales representative."

• • •

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.

Continental's advanced engineering . . . rigid quality control . . . special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.



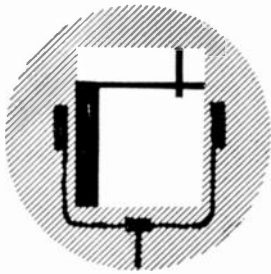
Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meriden, Conn., "We have found that the McMARTIN receiver surpasses any other in overall reliability and fringe area reception."

CONTINENTAL MANUFACTURING, INC.

1612 California Street • Omaha, Nebr.

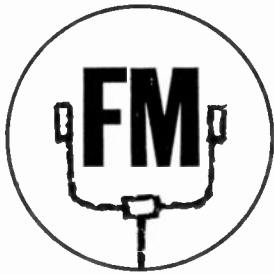




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Name Title

Company

Type of Business

☐ Company or

☐ Home Address

City Zone State

Please Bill ☐

Payment Enclosed ☐

Fm Station Key

NAFMB Notes

The following is the two-day agenda of activities to be held in conjunction with the National Association of Broadcasters' convention in Washington.

Saturday, May 6, 1961

- 9:30 a.m. West Ballroom, Shoreham Hotel
Fred Rabell, President, gives official greetings and conducts business meeting, including election of officers and one Director-at-Large.
- 1 p.m. Luncheon for new board of directors and officers of NAFMB.
- 2 p.m. S. C. A. report by Abe J. Voron, WQAL-FM Philadelphia
This will consist of three separate multiplex reports from the East, Midwest and West
- 2:30 p.m. A message from the NAB by John Meagher
- 2:40 p.m. Fm Pulse Report and Circular Slide Rule Report by Fred Rabell
- 2:50 p.m. Report on Multilex Stereo
- 3:15 p.m. FM Network Presentations:
QXR Network, Concert Network, Heritage Network and Programatic Service
- 3:45 p.m. Sales Seminar
Paul Roberts, National Sales Manager, Concert Network
Media Director, Gallagher, Evans & Dill Advertising, Wilmington, Del.
Sales Manager of Silo Discount House, Philadelphia
Mitch Hastings, report on the AVCO Mfg. Account
- 4:45 p.m. Open Discussion
- 9:30 a.m. Welcoming speech to NAB Members

Sunday, May 7, 1961 "FM DAY" at the NAB

- 9:30 a.m. Welcoming speech to NAB members. by Fred Rabell
- 10 points of NAFMB by Frank Knorr
Financial Statement by Bill Tomberlin
- 9:50 a.m. The annual composite Fm National Market Study report by Mitch Hastings, President of the Concert Network
- 10 a.m. A brief report by the two fm directors of the NAB
- 10:10 a.m. Report to NAB members about NAFMB Circular Slide Rule
- 10:15 a.m. FM PROFILE, 1961
The important reports by the regional directors of the NAFMB, discussing in detail the current activities in their region in fm radio, with the accent on sales, programming, promotion, research and development.
- 8 Ten-Minute Reports
- 12 noon NAFMB meetings adjourned with everyone invited to attend the NAB fm activities planned for the afternoon.

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 413 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

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

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

FM STATION KEY (Cont'd)

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

Denver's Most Powerful FM Station KDEN

99.5 Megacycles

Serving 63,117* homes in the
Denver Metropolitan area.

KDEN-FM is a Heritage Good
Music Station, programming 18
hours of music daily—music de-
signed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

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 Bernardino

KFMW
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

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

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

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, comtry
KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

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

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

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Meriden

WBMJ
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
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws
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.: Fine Music Hi-Fi Broadcasters
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

Miami

WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

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

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con
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

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk
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

(For abbreviations, see box, p. 11)

TWELVE YEARS OF
BETTER MUSIC IN
THE NATION'S
CAPITAL!



WASH-FM

Affiliated with QXR Network

FM STATION KEY (Cont'd)

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: 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

Richmond

WKBV-FM (Am: WKBV)

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

WGLM

Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute

WTHI-FM (Am: WTHI)

National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

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)

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)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

Paducah

WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

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

MARYLAND

Annapolis

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

Baltimore

WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; 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

Havre De Grace

WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, 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, shv, nws, intvw

Cambridge

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

Springfield

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, 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

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

Inkster

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, tlk

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: 10 kw
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

(For abbreviations, see box, p. 11)

75 Sponsors Use Kentucky's Largest Fm!



35,000 Watts

S. A. Cisler, Manager

Walker-Rawalt

Natl. Rep.

FM STATION KEY (Cont'd)

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): 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

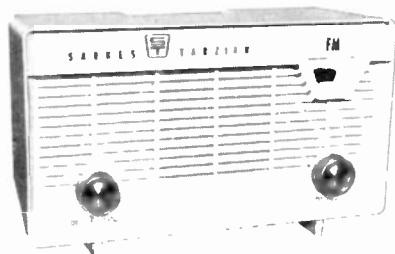
KXTR

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)

Offered Direct from
Factory to YOU



To help build
YOUR FM audience

This exceptionally fine FM RADIO
only \$16.95 (F. O. B. Bloomington, Ind.)
in quantity lots. Specify model
numbers when ordering from these
attractive color combinations:

Model 501: White Cabinet, White Front
Model 502: Grey Cabinet, Charcoal Front
Model 503: Grey Cabinet, White Front
Model 504: White Cabinet, Charcoal Front



SARKES TARZIAN INC

Broadcast Equipment Division
Consumer Products Section
Bloomington, Indiana

National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM

National Rep.: Walker-Rawalt
ERP: 96 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
WJLK-FM (Am: WJLK)
Counties: 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

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: 12; ERP: 1 kw
Prog.: St, s-cl, 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

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, 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)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Bolling
Counties: 7; **ERP:** 1,000 w
Prog. (Dup.): Shw, st, cl, nws, 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

WHL-D-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

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

Rochester

WCMP
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
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

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; **ERP:** 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

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

(For abbreviations, see box, p. 11)

Number 1
in the pulse
rating*

pulsating

WRFM

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"

(13½ 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 EARTHQUAKE 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

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THE AMERICAN NATIONAL RED CROSS**

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In Hollywood, call HOLLYwood 5-5262

THE ADVERTISING COUNCIL



New York
Chicago
Hollywood

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FM STATION KEY (Cont'd)

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: 27,000 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

WVKO-FM (Am: WVKO)

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

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 & McConnell
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

KIHI

Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

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

(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 unem-
ployed . . . YOUR BEST
MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Cont'd)

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

Altoona

WFBG-FM (Am: WFBG)

Counties: 35; ERP: 33 kw

Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)

National Rep.: Weed

Counties: 3; ERP: 360 w

Prog. (Sep.): S-cl, st, shw, cl, con

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

Hazleton

WAZL-FM (Am: WAZL)

National Rep.: Raymer

Prog. (Sep.)

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)

ERP: 5 kw

National Rep.: Hi-Fi Music Broadcasters

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

Red Lion

WGCB-FM (Am: WGCB)

ERP: 20,000 w

Prog. (Sep.): Cl, con, s-cl, st, shw

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

WBRE-FM (Am: WBRE)

National Rep.: Bolling

Counties: 21; ERP: 22,000 w

Prog. (Dup.): Nws, wthr, st, shw

WYZZ

National Rep.: Walker-Rawalt

Counties: 30; ERP: 3.1 kw

Prog.: Cl, con, s-cl, st, op

York

WNOV-FM (Am: WNOV)

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

Anderson

WCAC-FM (Am: WAIM)

National Rep.: Devney-O'Connell

Counties: 20; ERP: 6,400 w

Prog.: (Dup.)

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

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

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

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

Nashville

WFMB
National Rep.: Walker-Rawalt
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
KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

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

Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '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)

National Rep.: Weed
ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)

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

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr
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: WSVA)
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

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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: 17.5 kw
Prog.: St, wthr, flk

Spokane

KREM-FM (Am: KREM)

National Rep.: Petry
Counties: 23; ERP: 4,800 w

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, cp, 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 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

WRVB

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

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. Christa!
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, po

Sparta

WCOW-FM (Am: WCOW)

National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, spr

Wausau

WLIN-FM (Am: WSAU)

National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws,

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)