

U.S.

FM

**APRIL-MAY
1961
35 CENTS**

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

VOL. 2 — NO. 4

**SWEET SOUND
OF STEREO**

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**MOST WANTED
FM INFORMATION**

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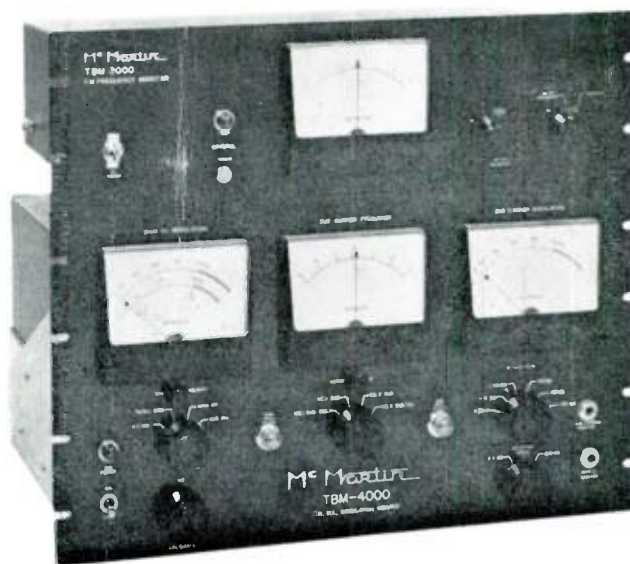
**LOCAL CAPSULES
ON FM SUCCESS**

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**FM STATION
KEY LISTING**

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Mc Martin[®] ... ONLY COMPLETE FM MULTIPLEX MODULATION MONITOR



Features Direct Reading of: • Main Carrier Frequency • Sub-Carrier Frequency • Main Channel Modulation • Sub-Channel Modulation • Sub-Carrier Injection • Crosstalk — Signal/Noise

ALSO NEW! Transistorized Multiplex Receiver • Transistorized Audio-PA Amplifier • FM/Multiplex Relay Receiver

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Shoreham Hotel

TBM-3000



Main Carrier Frequency

TBM-3500

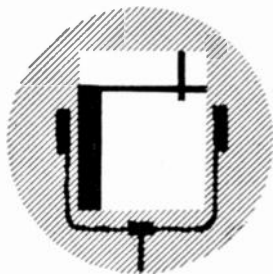


Main Carrier Modulation

CONTINENTAL MANUFACTURING, INC.
Omaha, Nebr.

WRN

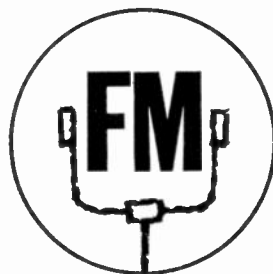




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Please Bill ☐

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FORE MOST

FCC Action on Stereo Generates Industry Activity

Fm broadcasters got the go ahead last month, after months of deliberation and testing by the FCC, for multiplex stereophonic broadcasts. Optimism is running high that stereo will mark one of fm's greatest breakthroughs in its drive to be recognized as a separate medium. Advertisers are approaching the new developments with a note of caution, but they, too, are hopeful that stereo will add new dimension to the fm audience and force to the medium. Many broadcasters will try to be on the air with stereo by June 1, FCC-approved start date. Others are waiting for the stereo set buildup among listeners. One thing is sure: the arrival of stereo places fm apart from all broadcast media. Its past identification with quality programing is now enhanced by the added virtue of sound dimension. (See stereo report, p. 3.)

BPA Gives Fm Recognition With Annual Promotion Award

A new fm category has been established by the Broadcasters' Promotion Association in its first annual awards for on-air promotion excellence. "We recognize fm's rapid and dramatic growth as a separate and distinct medium of communication," states BPA. "To judge am and fm on-the-air promotion within the same category is no longer realistic." Winners will be announced at the BPA meeting in New York, November 6 to 8. Miss Dorothy Sanders, WLW-D Dayton, heads the awards committee. President of BPA is John Hurlbut, promotion manager of WFBM, Indianapolis.

Latest EIA Figures Show Fm Output to 91,778 in '61

Current production figures released by the Electronic Industries Association show that for the first two months of 1961 fm set output reached 91,778 units (41,357 in February and 50,421 in January). The two-month fm output in 1960 totalled 96,677, according to EIA. This association is the only authoritative source in calculating the movement of fm receivers.

Medical Association Takes To Fm to Influence Opinion

The American Medical Association's campaign to influence public opinion regarding medical care for the aged has taken to fm in about 40 markets from coast to coast. Through Klau-Van Pietersom-Dunlap Inc., Milwaukee, the transcribed spots will run for six weeks, having started the last week in April. The agency selected fm because of its quotient of influential opinion leaders in respective communities. The spots feature the voices and opinions of professional people. Frequencies run as high as 100 per station for the campaign.

Station Finds Merchandising Has Important Place on Fm

By arrangement with three groups of Kansas City retail stores, KXTR has launched a merchandising service for advertisers. Included in the drive is a show card promoting the product and the scheduled time of sponsorship on all-classical KXTR. This card is for use in dealers' windows, showcases and adjacent to cash registers. The station also is making available to clients a mailing list of listeners.

LETTERS

Sales Tool

I personally would like to thank you for printing the FM Station Key. I think that it is a boon to all fm broadcasters. I would like to see a complete list printed of all U.S. fm stations.

We do use your magazine as a sales tool, and are waiting for the day when you can expand the size of the magazine.

David W. Chase
Sales Manager
KDVR-FM
Sioux City

Agencies' Viewpoints

Let me congratulate you on a fine magazine, U. S. FM. This is something that fm broadcasters have needed. I was especially interested in the comments expressed by Mr. Joe Gans and Mr. John Heston in the February issue regarding the agencies' viewpoint on fm and fm programming.

Thank you for giving the fm broadcasters something to sink our teeth into.

Ernie Forrester
Director of Operations
WWOL-FM
Buffalo

Separate Publication

May we add our congratulations for the start you have made with your publication, U. S. FM? We recommend its continuance as a separate publication.

Sid Roberts
Manager
WFMF
Pittsburgh

Thanks

Thank you very much for listing us in your splendid publication which I enjoy reading very, very much.

J. C. Kellam
General Manager
KTBC-FM
Austin, Tex.

New Facility

WPAT-FM now transmits from its facility atop the Chrysler Tower in New York City. We feel that this is an important move for us to make and one which will increase service to both our audience and advertisers.

John Burt
Director of Advertising
WPAT-FM
New York



VOL. 2 — NO. 4

APRIL-MAY
1961

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Title _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone _____ State _____

PLEASE BILL ☐

PAYMENT ENCLOSED ☐

Stereo— New Vista for Fm?

Agencies and broadcasters have mixed reactions to stereophonic's blessings for fm in days to come; encouragement and qualified optimism noted



How do broadcasters and advertisers view the future of fm in light of the recently approved multiplex stereophonic system? Will it suddenly lift the medium into its long-awaited place in the sun? Or will the advent of stereo be passively accepted by the public and advertisers?

To gauge the climate of response in the advertising and broadcasting community, U. S. FM has interviewed advertising agency executives and broadcasters on the future of fm with stereo.

Reaction has been mixed. Some readily admit that they are not adequately enough informed on stereo to project opinions. Others emit tremendous enthusiasm, insisting that stereo means a real breakthrough for fm. Still others are cautiously optimistic, preferring to "wait and see." A few claim that stereo's effect on fm's status as a medium will be virtually nil. But

no one thinks that stereo will have a detracting influence.

How does Madison Avenue think stereo will help sell fm to advertisers?

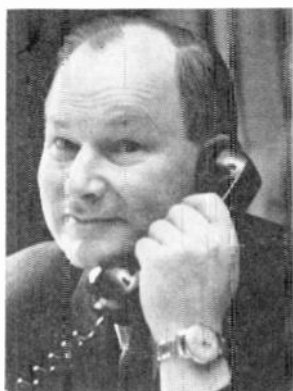
"Stereo will spark much more fm interest," says Nancy Smith, timebuyer for J. Walter Thompson Inc., New York, on the Pan American Airways account. "Stereo is the excitement the medium has been looking for. The FCC's indecision on stereo systems has probably held people back from buying sets. When stereo receivers reach the market, these people will be there to buy them. The stereo record industry has had such a boom that I'm sure the same people who buy the records will want fm stereo receivers. They are interested in better reproduction of sound. If the switch to stereo catches on with listeners, then advertisers will take more interest. We have already found fm to be an excellent medium for Pan Am advertising."

At Young & Rubicam Inc., New York, American Airlines media buyer, Don Hinton, holds the view that "stereo is not going to have much effect on advertisers. Stereo gives fm an added 'plus,' but I don't think the public understands stereo thoroughly enough to appreciate it. The cost of converting monaural equipment to stereophonic will hold up listener enthusiasm for a while."

Mr. Hinton believes, too, that a listener will not stay with a program, even in stereo, if he doesn't like the music. He will switch his dial until he gets programs he likes—whether they be stereophonic or monaural.

"Young & Rubicam," he says, "looks at fm as a separate medium. Research has shown this. We recommend it to some advertisers. But our acceptance has not reached the point as yet when we will tell our advertisers to pull out of am and advertise on fm only."

Richard Goldsmith, timebuyer



T. Mitchell Hastings Jr.

for Ben Sackheim Inc., New York, who has recently placed fm schedules for Lightolier in Dallas and Chicago, has this to say: "Stereo will stimulate buyer interest in fm.

"But I don't think the coming of stereo will change the fm audience character. The listener will still be in a select, high income group. Therefore, fm's virtues for an advertiser will remain the same as before."

Margot Teleki, timebuyer at Reach, McClintock Inc., New York, agrees with Mr. Goldsmith. "Stereo won't make that much difference. The fm listener is the same fm listener, with or without stereo."

An agency executive who concurs with this opinion is Joe Gans, president of Joe Gans & Co., who has guided such clients as *Harper's* magazine to fm. "How stations program is far more important than whether they broadcast in stereo or not. Fm is there now for any advertiser who is interested. Stereo will not make enough difference."

Another agency man, John Heston, N. W. Ayer & Son Inc., New York, although hopeful that stereo will win new audiences for fm, likens the new dimension in sound to the plight of color television. "Color tv has been held back by its cost and lack of technical perfection. Black and white is there and the viewer is satisfied with it. Fm stereo may have the same problem. The cost factor is important here. It may be five years before the real effect of stereo will be felt in fm."

But what about broadcasters? How have they interpreted the stereo news?

WJBR Wilmington, Del., one of the first stations to experiment with stereophonic broadcasting in the Delaware Valley, reports excitement and enthusiasm from its listeners. John B. Reynolds Jr., station executive, says that "audience reaction has been tremendous. Listeners have been ringing our phone throughout the day, asking how soon we expect to broadcast with the new system and where they can get receivers. Several companies, especially distributors of hi-fi equipment, have expressed interest in taking commercial time. We hope to be on the air with stereo by June on WJBR and on our Baltimore outlet, WRBS."

Mr. Reynolds ventures that cost



John Heston

will not be too great a factor in stereo acceptance. "Granco is one manufacturer that expects to put a set on the market for less than \$75. By this Christmas, we should see a large number of homes with stereo receivers."

In New York, Elliott M. Sanger, executive vice president, WQXR, expresses the opinion that "stereo will be good for advertisers if audience acceptance is adequate. WQXR plans to install the necessary equipment for stereo broadcasting as soon as it is available. We shall use the system on many live and recorded programs when sufficient receiving sets are in the homes of our listeners."

Many broadcasters think it is too early to evaluate the significance stereo contains for fm. Among them is T. Mitchell Hastings Jr., president of the Concert Network, who is also executive vice president of the National Association of Fm Broad-

casters and regional director of the group's district #1.

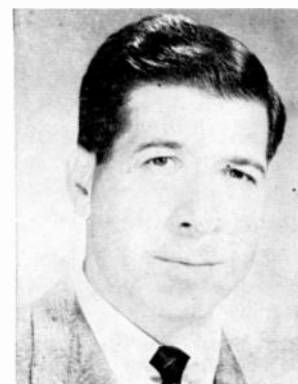
"Stereo will reach its full impact only if the set manufacturers go into full production and promote the receivers with wide-spread advertising. Then broadcasters will be able to realize the full potential of stereo because it will have a substantial audience with the necessary receivers.

"The door has been opened for a promotion on the scale that greeted television when it entered the market. If the manufacturers get behind it, the public will pick it up. At present we have plans to install stereo equipment, but it will be a while before we broadcast."

From the Midwest comes this reaction from Will Collier Baird Jr., vice president, WFMB Nashville: "There has been no excitement here among our listeners. I feel that if we go stereo it will be necessary for the stereo record manufacturers to purchase time to stimulate listener interest. We tried am-fm stereo broadcasts for a 13-week period once before. There was some listener interest, but virtually no advertiser enthusiasm. We finally dropped the program."

Mr. Baird has recently been elected a regional director, district #3, NAFMB.


So goes the reaction. There will be much discussion and conjecture during the next few months. From every quarter comes encouragement over the stereo development. If the fm industry is united in its efforts to promote stereophonic multiplexing, it may well be the one big breakthrough that will put fm over the top.



Joe Gans

Most Wanted Fm Information

Survey among readers is close between those who want separate publication and those that want it combined; but all agree they want the fm information to continue

 Readers of U. S. FM, when queried on whether to continue the magazine separately or combine it with U. S. RADIO, have agreed on one thing:

"Either method is o.k. with me. I just want the fm information continued," explains one broadcaster.

Final returns to a questionnaire survey of readers are still being tallied. But at press time, those who favor *continuing* U. S. FM as a separate magazine are out in front 75 to 69 (total tallies counted so far, 144).

The group that favors separate publishing seems to be more vocal in its advocacy.

"I am wholeheartedly of the firm opinion that it would indeed be a great injustice to the fm industry to combine U. S. FM with any publication. Fm is a separate medium, well qualified to stand on its own merits. . . . U. S. FM was one of the major factors in the decision of my partner and I to go into fm," one fm'er writes.

And another thoughtful comment has this to say:

"We believe that to succeed fm must be a completely separate program service. Locally, we try to stay away from the word 'radio' and to sell fm as a separate medium, a separate sound and a separate audience. The only connection that our fm has with modern am radio is that it, too, is based on electromagnetic radiation.

"By the same reasoning we feel that U. S. FM should be a separate publication—a magazine that is only interested in fm, instead of being a back section of an am magazine."

The heaviest response asked for more information about advertiser and agency use of the medium, both national and local. This took many

forms, including success stories, agency comment on fm, reports on specially-created fm campaigns and continuing listings of fm time buys.

Other subjects mentioned for coverage included (in order of response):

- Station stories—reports on the operations of different types of fm stations (how they are programmed and sold).
- Research and sets-in-use calcu-

FM INFORMATION WANTED

- Reports on advertiser-agency use of fm
- Research and sets-in-use figures
- Programing ideas and sources
- Station operation case studies
- Technical reports on equipment
- Audience and sales promotion ideas

FM BOXSCORE

Those favoring separate magazine—75

Those favoring combining with

U. S. RADIO—69

lations—facts on the fm audience and methods of determining fm homes.

- Programing—sources of programing of national stature, new station program ideas other than good music formats.
- Technical information—reports on equipment developments in station operation and stereo and multiplex developments.
- Promotion—ideas for audience and sales promotion.

Many stations presented in detail some of the things they thought should be done.

One broadcaster states: "Here's the information we need:

"Quotable quotations from broadcast leaders stating how well fm is progressing. Definitive articles on how to measure the fm audience, articles on how to get a mail or phone response out of the usually non-vocal fm audience, set production figures, ratio of fm stereo *versus* am stereo sets being sold, complete rundown on fm-am receivers available, information on fm car radios. . . . What are some new programing ideas? . . .

"We have never noted a discussion of automatic program service *versus* live programing. . . . What about stereo? . . . Suppose a station is building a music library. Which is the smartest investment? What records are available? . . . How do you merchandise fm?"

And another station manager would like to see "a constructive article on what some markets have done to get fm set retailers on their side. After all, this is a two-way profit street and we don't see many fm retailers flocking to the fm bandwagon in support of the medium."

Another fm'er writes: "In our market, we find that fm operators have been sadly negligent in keeping clients, prospects and agency people informed as to the progress of our medium. We have found agencies with no sets-in-use figures, no conception of the programing and not so much as a rate card. No wonder everyone's screaming about not getting agency business. You can't get it by osmosis.

"U. S. FM has been great about relaying information of promotions, success stories and statistics. . . . We certainly hope that the publication can continue to grow and tell the fm story where it need be told."



The National Association of FM Broadcasters' new circular "FM Data Chart" is designed to give fm salesmen what they have always needed—a working sales tool that provides research facts for advertisers and agency men.

From data gathered by The Pulse Inc., the NAFMB has prepared the data chart, a spinner wheel of figures on fm penetration in 25 markets and on listener profiles.

The new Pulse penetration figures indicate a steadily growing market, from Pittsburgh with a 30.1 percent, through Westchester County, New York, with a high of 61.4 percent.

In the area of listener identification, the highest percentage of listeners fall into the professional, executive, proprietor group (29.2 percent). And coinciding with that figure, the largest segment of listeners (35.1 percent) are in the \$7,500 and up bracket. The table model is the most popular of fm receivers, accounting for 46.1 percent of all receiver types.

These are just a few of the many figures that the chart provides. All

FM's NEW SALES AID

FM SET PENETRATION IN 25 MARKETS

CITY	PER CENT	CITY	PER CENT
Westchester County, N. Y.	61.4%	Cleveland, O.	36.1
New York, N. Y.	53.5	Delaware Valley	37.6
Boston, Mass.	50.1	Providence, R. I.	35.7
Los Angeles, Calif.	48.9	Buffalo, N. Y.	34.8
San Francisco, Calif.	47.3	Albany, N. Y.	37.1
Portland, Ore.	46.1	Kansas City, Mo.	33.3
Chicago, Ill.	42.9	Trenton, N. J.	32.9
San Diego, Calif.	42.5	Bakersfield, Calif.	32.4
Rochester, N. Y.	41.9	Miami, Fla.	31.7
Orange County, Fla.	39.1	Houston, Tex.	31.2
Washington, D. C.	40.3	Pittsburgh, Pa.	30.1
Columbus, O.	37.4	Cincinnati, Ohio	30.6
Philadelphia, Pa.	36.3		

Source: NAFMB Data Chart

of the chart information is listed on these two pages.

Another major effort on the current NAFMB agenda is a compilation of statistics on fm station operation. Realizing the industry-wide need for reports of the sort that will provide concrete information on how the business is run, the association has conducted a survey designed to characterize the fm station image.

The fm industry survey is being prepared by the John B. Knight Co. of Los Angeles which is sending confidential questionnaires to all the fm stations in the country. The wide range of questions cover such areas as sales, stereo and multiplexing, personnel, use of program services and other pertinent information. Results of this survey are expected to be covered in the June U. S. FM.

Regional Directors Chosen

The following fm broadcasters were recently elected by mail ballot to fill the posts of the NAFMB regional directorships: District 1—(Me., N. H., Vt., Mass., N. Y., Conn. and R. I.), T. Mitchell Hastings of the Concert Network. District 2—Pa., N. J., Del., Md., Dist. of Columbia and W. Va.), John Reynolds, WJBR Wilmington. District 3—(Va., Ky., Tenn. and N. C.), William Baird, WFMB Nashville. District 4—(S. C., Ga., Fla., Ala., Miss., La., Ark., Puerto Rico and the Virgin Islands), Frank Knorr, Jr., WPKM Tampa.

District 5—(Mich., Ohio and Ind.), Harold Tanner, WLDM Detroit. District 6—(Mo., Ill., Iowa, Wisc. and Minn.), Bill Drenthe, WCLM Chicago. District 7—(Tex., Okla., Kan., Neb., S. D., N. D., Mont., Idaho, Wyo., Colo., Utah, Nev., Ariz. and N. M.), Lynn Christian, KHGM Houston. District 8—(Cal., Ore., Wash., Hawaii and Alaska), Arthur Crawford, KCBH Los Angeles.

It will become the responsibility of these men and the officers to continue the leadership fm needs.

PULSE LISTENER DATA

CHARACTERISTICS	PER CENT
Age of Listeners	
18 and under	15.4%
18-34	30.5
35-49	36.6
50 and over	17.9
Listeners' Income	
Under \$3,000	7.8%
\$3,000-\$4,999	23.2
\$5,000-\$7,499	33.0
\$7,500 and up	35.1
Occupation of Listeners	
Professional, Executive, Proprietor	29.2%
Sales, Service, Clerical	24.8
Craftsmen, Operators, Laborers	23.9
Housewives	38.0
Listeners' Education	
College Graduate	26.7%
Some College	18.4
High School Graduate	37.1
Some High School	8.9
Place of Listening	
Living Room	52.1
Bedroom	19.2
Kitchen	12.6
Den	7.6
Dining Room	4.5
Type Set Listened To	
Table Model	46.1%
Console	27.9
Combination with tv	15.5
High Fi Components	11.2
When They Listen	
6 a.m.-9 a.m.	17.5%
9 a.m.-Noon	15.4
Noon-6 p.m.	22.9
6 p.m.-9 p.m.	42.6
9 p.m.-Midnight	29.6
Listen in Place of Business	10.9
Listen Only to Fm, Never to Am	19.9

Source: NAFMB Data Chart

FAVORABLE MENTIONS

Investment Firm — In Texas, where they do things in a big way, a Houston investment firm landed a \$2 million account thanks to its sponsorship of three weekly half-hour programs of ballet music.

The investment firm of Beebe, Guthrie & Lavalley, Houston, was one of KRBE Houston's original advertisers when the station went on the air in 1959. This loyal affiliation with KRBE has paid off for the company. So Mr. Beebe sent the station a letter of appreciation:

"A large percentage of our new

business since 1959 is directly attributable to fm advertising, in our opinion. We know this because clients have told us they came to us through our programs, because of favorable name recognition in cold contacts, and because of direct comparisons between our fm advertising and our use of other media.

"An explanation of the latter may be in order. Some time ago, we tried am radio with the result that we received many inquiries, but the quality was such that the accounts were small and not too profitable. We

have tried newspaper advertising on a long-term basis but have found the cost excessive with rather poor results.

"As a comparison, we know of one \$2 million account and several other large accounts, as well as many bread-and-butter accounts of average size, directly attributable to KRBE. We have a lawyer who has sent us several clients because he personally enjoys our programs. We have consistently had people of substance tell us that they enjoyed our programs, and we regularly receive letters of inquiry which have been productive.

"It may be of interest that with most of our advertising dollars in KRBE we enjoy a large percentage of favorable name recognition among the people we want to sell.

"My partners are unanimous in their enthusiasm for KRBE and justifiably so since the less than \$2,000 we spend each year for KRBE advertising has brought us demonstrable and substantial returns in goodwill and profit."

In Texas fashion, the manager of the station took this success in stride stating that though he was elated with the results of the investment firm's sponsorship, it was but an example of the station's selling power. Another instance he pointed out "was the filling of a small bookstore in an isolated section of the city with customers after only four or five spot announcements."

Greenhouse—When the manager of the Miller Greenhouses in Portland, Me., wanted to move a large stock of high-priced tropical plants in order to make room for his spring line of flowers, he chose fm as the medium most likely to bring in the sales. He bought a four-week schedule of 30-second spots at a rate of 15 per week, over WMTW-FM Poland Spring, Me.

Within a week the plants were moving at a greater rate than expected, and orders came in from as far away as 200 miles. Even more encouraging, the station reports, was the rise in the greenhouse's sales average. Previously, the average sale was \$3.21, but with the fm campaign



KEYNOTING the San Francisco Bay Area's "FM Month" is this billboard promotion, one of nearly 50 other billboards, plus newspaper, tv and local hi-fi dealer tie-in coverage. The San Francisco Fm Association spent \$50,000 to bring fm message to Bay Area listeners. Pictured are: (l to r) Gary Gielow KPEN; Al Levitt, KSFR, and Pat Henry, KJAZ.

ADVERTISER Charles J. Greeley (r), manager of Miller's Greenhouse, talks over recent fm timebuy with Arthur Owen, WMTW Poland Spring, Me. Miller's has signed til forbid pact.



that figure rose to more than \$40 (most of the plants advertised sold for around \$20 or more).

The manager of the greenhouse carefully checks over the "soft sell" copy before it goes out over the air because, as he puts it, "the audience has enough judgment to decide what they do or do not want." Apparently, enthusiasm has not waned. He has signed a 'til forbid contract with the station.

Fm support

"I like fm radio because: In programming, in commercials, in quality of music, the first consideration is given to the listener as a *person*."

"I like fm radio because: I have confidence in the sponsors who present programs that respect the wishes and sensibilities of their listeners."

"I like fm radio because: It offers exactly the programming I once bought a good radio to listen to, and omits what usually caused me to turn it off."

These three comments on fm are representative of hundreds of similar replies to the KLSN Seattle contest, "I like fm radio because." The station set out to determine why, not just its own listeners but all fm set owners liked the high frequency sound medium. KLSN ran two different spots with a frequency of five a day for six weeks. One spot described the contest rules and time limitations, the other promoted fm car radios.

As in the majority of fm contests, the prizes were by no means extravagant. Five weekly winners received lp records. The grand prize winner got an am-fm car radio installed.

Of the hundreds of entries received, the station reports that less than half were from Seattle, the rest coming in from the surrounding area. 55 per cent of the responses were sent in by men, indicating fm's strong male listenership.

Of the various reasons for liking fm, "quality programming" accounted for 61.2 percent of the responses; next was "fidelity plus static and interference free reception" with 38 percent, and "discriminating adult presentation" with 22.4 percent.



21

MARKETS

throughout
the Nation
broadcast

HERITAGE MUSIC

KFMJ Los Angeles
WJJD-FM Chicago
KBAT-FM San Francisco
WCOP-FM Boston
WCAO-FM Washington
WCOL-FM Baltimore
WOL-FM Minneapolis
WWOL-FM Buffalo
WSHL-FM Cincinnati
K-T-P-FM Tupelo, MS

fine music

18 hours a day through ...

HERITAGE

Heritage offers every broadcaster a flawless blend of careful programming, production, commentary and the world's finest automation techniques, together with national representation, to offer perfection in modern broadcasting.

KGMJ Seattle
KFMX San Diego
WFLO-FM Atlanta, Ga.
KDEN-FM Denver
KGMG Portland, Ore.
WMPJ-FM Memphis, Tenn.
KREX-FM Grand Junction, Colo.
Montgomery, Ala.
Dallas
St. Louis
Milwaukee

Nationally
represented by
HERITAGE
REPRESENTATIVES

Seattle
MA 3-0620
New York
TN 7-0295
Los Angeles
DU 5-6401
San Francisco
EX 7-2682

See us
at the
N.A.B.

A DIVISION OF INTERNATIONAL GOOD MUSIC, INC., Bellingham, Wash.

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 432 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) 1070 1000-D
47 Counties: 15; ERP: 4,700 w 160' 286
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham

WAPI-FM (Am: WAPI) 1070 5000-DA-2
47 National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w 1000' 258
Prog. (Dup.) NBC

WJLN (Am: WJLD) 1400 250
46 National Rep.: Forjoe
Counties: 28; ERP: 23,000 w 590' 284
Prog. (Dup.) Nws, wthr

Decatur

WHOS-FM (Am: WHOS) 970 1000-D
51 Counties: 6; ERP: 2.35 kw 30' 271
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS) 1240 1000-D
59 Counties: 4; ERP: 693 w 175' 83' 252
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage

KTVA-FM (Tv: KTVA)
ERP: 750 w 175' 288
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Phoenix

KELE
51 ERP: 18,000 w 115' 238
Prog.: Country & Western

KITH 1000-D
51 Counties: 7; ERP: 5,000 w 1580' 267
Prog.: St, s-cl, shw, nws, rel 24 hrs.

KYEW
6 Prog.: Cl, shw
1000 w 1540' 227

Tucson

KFMM
54 National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w 24' 258
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM) 1230 250
47 National Rep.: Burns-Smith
ERP: 8,000 w 200' 270
Prog. (Dup.): St, sprts, nws, wthr, con, wthr

Little Rock

KMMK
Counties: 52; ERP: 31,000 w 275' 231
Prog.: Music

Osceola

KOSE-FM (Am: KOSE) 800 1000-D
60 Counties: 12; ERP: 2,200 w 265' 251
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN) 1490 250
59 Counties: 19; ERP: 3,200 w 285' 222
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
59 National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w 60' 224
Prog.: Jz

Beverly Hills

KCBH
54 National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w 1260' 254
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
59 Counties: 1; ERP: 3.5 kw 100' 227
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE) 940 5000-DA-2 CBS
40 Counties: 12; ERP: 70,000 w 1880' 229
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
52 Counties: 7; ERP: 23,800 w 120' 270
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV) 970 1000-D
60 National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w 260' 229
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG) 740 1000-DA
59 National Rep.: Weed
Counties: 7; ERP: 110,600 w 2890' 232
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU

47 National Rep.: Heritage Stations
Counties: 3; 58 kw 750' 246
Market Pen.: 31.3% (Politiz 1960)
Prog.: Cl, con, op, nws, jz

KMLA

57 National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w 1110' 262
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB

46 National Rep.: Modern Media Fm Sale
Counties: 7; ERP: 79,000 w 410' 250
Market Pen.: 49.1% (Pulse)
Prog.: jz

KRRM

46 Counties: 8; ERP: 58,000 w 2835' 234
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

56 KAAR (Am: KOXR) 910 1000-D
56 National Rep.: Forjoe
Counties: 2; ERP: 10,000 w 14' 284
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w 1630' 248
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

56 ERP: 1,570 w 1630' 256
59 Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA) 1320 5000-DA-2 NBC
47 National Rep.: Petry
Counties: 14; ERP: 11,800 w 1200' 241
Prog. (Sep.): St, pop, cl, con, shw

KHIQ

60 National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w 130' 286
Prog.: S-cl, cl, nws, wthr, rel

KJML

57 National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w 140' 293
Prog.: Cl, con, shw, s-cl, cmtry

KSFM

59 National Rep.: Meeker Co.
ERP: 60,000 w 64 kw 290' 245

KXRO

Nov National Rep.: W. S. Grant
59 Counties: 11; ERP: 35,000 w 3.5 kw 255' 253
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW) 1385 5000-DA-2 ABC, Mot
Counties: 6; ERP: 18.5 kw 2270' 273
Prog. (Sep.): Cl, pop, s-cl, con, op

that figure rose to more than \$40 (most of the plants advertised sold for around \$20 or more).

The manager of the greenhouse carefully checks over the "soft sell" copy before it goes out over the air because, as he puts it, "the audience has enough judgment to decide what they do or do not want." Apparently, enthusiasm has not waned. He has signed a 'til forbid contract with the station.

Fm support

"I like fm radio because: In programming, in commercials, in quality of music, the first consideration is given to the listener as a *person*."

"I like fm radio because: I have confidence in the sponsors who present programs that respect the wishes and sensibilities of their listeners."

"I like fm radio because: It offers exactly the programming I once bought a good radio to listen to, and omits what usually caused me to turn it off."

These three comments on fm are representative of hundreds of similar replies to the KLSN Seattle contest, "I like fm radio because." The station set out to determine why, not just its own listeners but all fm set owners liked the high frequency sound medium. KLSN ran two different spots with a frequency of five a day for six weeks. One spot described the contest rules and time limitations, the other promoted fm car radios.

As in the majority of fm contests, the prizes were by no means extravagant. Five weekly winners received lp records. The grand prize winner got an am-fm car radio installed.

Of the hundreds of entries received, the station reports that less than half were from Seattle, the rest coming in from the surrounding area. 55 per cent of the responses were sent in by men, indicating fm's strong male listenership.

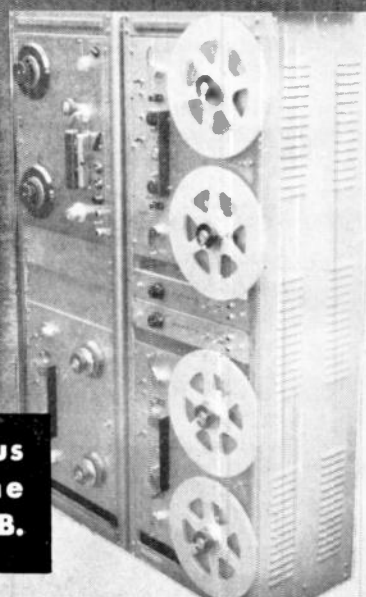
Of the various reasons for liking fm, "quality programming" accounted for 61.2 percent of the responses; next was "fidelity plus static and interference free reception" with 38 percent, and "discriminating adult presentation" with 22.4 percent.



fine music
18 hours a day through...

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21

MARKETS

throughout
the Nation
broadcast

HERITAGE MUSIC

KFMJ Los Angeles
WJJD-FM Chicago
KBAY-FM San Francisco
WCOR-FM Boston
Washington
WCAD-FM Baltimore
WLOL-FM Minneapolis
WWOL-FM Buffalo
WSAT-FM Cincinnati
Kansas City
KTPM-Tupelo

KGMJ Seattle
KFMX San Diego
WFLG-FM Atlanta, Ga.
KDEN-FM Denver
KGMG Portland, Ore.
WMP5-FM Memphis, Tenn.
KREX-FM Grand Junction, Colo.
Montgomery, Ala.
Dallas
St. Louis
Milwaukee

Nationally
represented by
HERITAGE
REPRESENTATIVES

Seattle
MA 3-0620
New York
TN 7-0295
Los Angeles
DU 5-6401
San Francisco
EX 7-2682

Fm Station Key

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ALABAMA

Albertville

WAVU-FM (Am: WAVU) 1070 1000-D
46 Counties: 15; ERP: 4,700 w 340' 236
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham

WAPI-FM (Am: WAPI) 1070 5000-D DA-2
47 National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w 1000' 258
Prog. (Dup.) NBC 60

WJLN (Am: WJLD) 1460 250
46 National Rep.: Forjoe
Counties: 28; ERP: 23,000 w 590' 284
Prog. (Dup.) Negro

Decatur

WHOS-FM (Am: WHOS) 970 1000-D
51 Counties: 6; ERP: 2.35 kw 50' 271
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS) 1240 1000-D
59 Counties: 4; ERP: 693 w 640' 83' 252
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage

KTVA-FM (Tv: KTVA)
ERP: 750 w 105' ch 288
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Phoenix

KELE
33 ERP: 18,000 w 115' 238
Prog.: Country & Western

KITH 1BC Nst
33 Counties: 7; ERP: 5,000 w 1580' 267
Prog.: St, s-cl, shw, nws, rel 24 hrs.

KYEW
36 Prog.: Cl, shw
+600 w 1540' 227

Tucson

KFMM
54 National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w 24' 258
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM) 1230 250
47 National Rep.: Burns-Smith
ERP: 8,000 w 200' 270
Prog. (Dup.): St, sprts, nws, wthr, con, intvw

Little Rock

KMMK
Counties: 52; ERP: 31,000 w 275' 231
Prog.: Music

Osceola

KOSE-FM (Am: KOSE) 860 1000-D
40 Counties: 12; ERP: 2,200 w 265' 251
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN) 1490 250
59 Counties: 19; ERP: 3,200 w 285' 222
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
54 National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w 60' 224
Prog.: Jz

Beverly Hills

KCBH
33 National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w 1260' 254
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
51 Counties: 1; ERP: 3.5 kw 160' 227
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE) 940 5000 DA-2 CBS
46 Counties: 12; ERP: 70,000 w 1880' 229
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
52 Counties: 7; ERP: 23,800 w 620' 270
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV) 970 1000-D
60 National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w 260' 229
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG) 740 1000-D DA
59 National Rep.: Weed
Counties: 7; ERP: 110,600 w 2890' 282
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU
47 National Rep.: Heritage Stations
Counties: 3; 58 kw 750' 246
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KMLA
57 National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w 1190' 262
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB

46 National Rep.: Modern Media Fm Sale
Counties: 7; ERP: 79,000 w 410' 250
Market Pen. 49.1% (Pulse)
Prog.: jz

KRHM

46 Counties: 8; ERP: 58,000 w 2835' 234
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR) 910 1000-D
58 National Rep.: Forjoe
Counties: 2; ERP: 10,000 w 14' 284
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w 1630' 248
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

Feb ERP: 1,570 w 1630' 256
59 Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA) 1320 5000-D DA-2 NBC
47 National Rep.: Petry
Counties: 14; ERP: 11,600 w 1200' 241
Prog. (Sep.): St, pop, cl, con, shw

KHIQ

60 National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w 130' 286
Prog.: S-cl, cl, nws, wthr, rel

KJML

57 National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w 140' 293
Prog.: Cl, con, shw, s-cl, comtry

KSFM

59 National Rep.: Meeker Co.
ERP: 60,000 w 64 kw 290' 245

KXRQ

Nov National Rep.: W. S. Grant
59 Counties: 11; ERP: 35,000 w 3.5 kw 235' 253
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBB-FM (Am: KSBW) 1380 5000 DA-2 ABC, Mnt
Counties: 6; ERP: 18.5 kw 2270' 273
Prog. (Sep.): Cl, pop, s-cl, con, op

FM STATION KEY (Cont'd)

San Bernardino

KFMW
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w 1630' 200
Market Pen.: 31.3% (Pulitz 1960)
Prog.: Cl, con, op, nws, iz

San Diego

KFMB-FM (Am: KFMB) 540 5600 DA-W CBS
National Rep.: Petry
ERP: 18400 w 630' 264
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws
KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w 540' 243
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, iz
KFSD-FM (Am: KFSD) 1360 5000 DA-1 NBC
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w 640' 231
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op
KGB-FM (Am: KGB) 1360 5000 DA-1 ABC
National Rep.: H-R
Counties: 1; ERP: 37,000 w 620' 268
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw
KITT
Counties: 1; ERP: 60,000 w 2070' 297
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 230' 293
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w 130' 232
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw 1121' 251
Prog.: Cl, op, s-cl, shw, nws
KBAY
National Rep.: Heritage Stations
Counties: 8; ERP: 30,000 w 570' 283
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, iz
KEAR
Counties: 24; ERP: 82,000 w 1100' 247
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr
KQBY-FM (Am: KQBY) 1550 10600 DA-2
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w 1670' 239
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w 46 kw 1220' 267
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw
KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w 44 kw 1140' 235
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw 157' 253
Prog.: Cl, s-cl, op, flk, cmtry
KSJO
Counties: 16; ERP: 1,500 w 66' 222
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY) 1340 250
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw 510' 241
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw 2900' 248
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w 2300' 243
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, iz, wthr

Denver

KDEN-FM (Am: KDEN) 1340 250
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w 370' 258
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, iz

Manitou Springs

KCMS-FM (Am: KCMS) 1480 160
National Rep.: Fm Media
ERP: 22,000 w 2050' 274
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, iz

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, iz, 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, iz
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

(For abbreviations, see box, p. 10)

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

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



WASH-FM

Affiliated with QXR Network

FM STATION KEY (Cont'd)

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

WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws

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.):

Toccoa

WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

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

WFMT
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

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

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. (Sep.): 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: 27; 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

Sioux City

KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salinas

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

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz

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)
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

(For abbreviations, see box, p. 10)

Check the
HERITAGE
AM-FM
STORY . . .
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FM STATION KEY (Cont'd)

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

Bangor

WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP: 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou

WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and
Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston

WCOU-FM (Am: WCOU)
National Rep.: Devney O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

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, 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

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)

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

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

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

(For abbreviations, see box, p. 10)



FM STATION KEY (Cont'd)

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

WPBC-FM (Am: WPBC)

National Rep.: H-R

ERP: 5.4 kw

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

Saint Cloud

KFAM-FM (Am: KFAM)

National Rep.: John E. Pearson

Counties: 11; ERP: 15,000 w

Prog. (Dup.): St, nws, wthr, sprts, disn

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: 96 kw

KMOX-FM (Am: KMOX)

National Rep.: CBS Spot Sales

Counties: 4; ERP: 47.3 kw

Prog. (Dup.)

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

Dover

WDHA

Counties: 14; ERP: 675 w

Prog.: Cl, con, op, nws, wthr

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

(For abbreviations, see box, p. 10)

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Surprises

galore!

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.)

WWOL-FM (Am: WWOL)
National Rep.: Heritage Stations
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Cl, con, op, jz

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 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

WHLI-FM (Am: WHLI)
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

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

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
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

(For abbreviations, see box, p. 10)

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HERITAGE

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FM STATION KEY (Cont'd)

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: 27,000 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, nws, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)

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

Youngstown

WKBN-FM (Am: WKBN)

National Rep.: Paul H. Raymer
Counties: 26; ERP: 50,000 w
Prog. (Dup.)

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

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% (Poltz 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

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

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

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): 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

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

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

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

WMCF (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

Amorillo

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

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

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

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

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: 17; 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: 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

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

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

(For abbreviations, see box, p. 10)

QUALITY MUSIC
FOR
QUALITATIVE AUDIENCE
SERVING
SEATTLE, TACOMA
AND ALL OF WESTERN WASHINGTON

KLSN

Call Walker-Rawalt

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, with, 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, with

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, with

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

Wausau

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

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. 10)

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" . . .

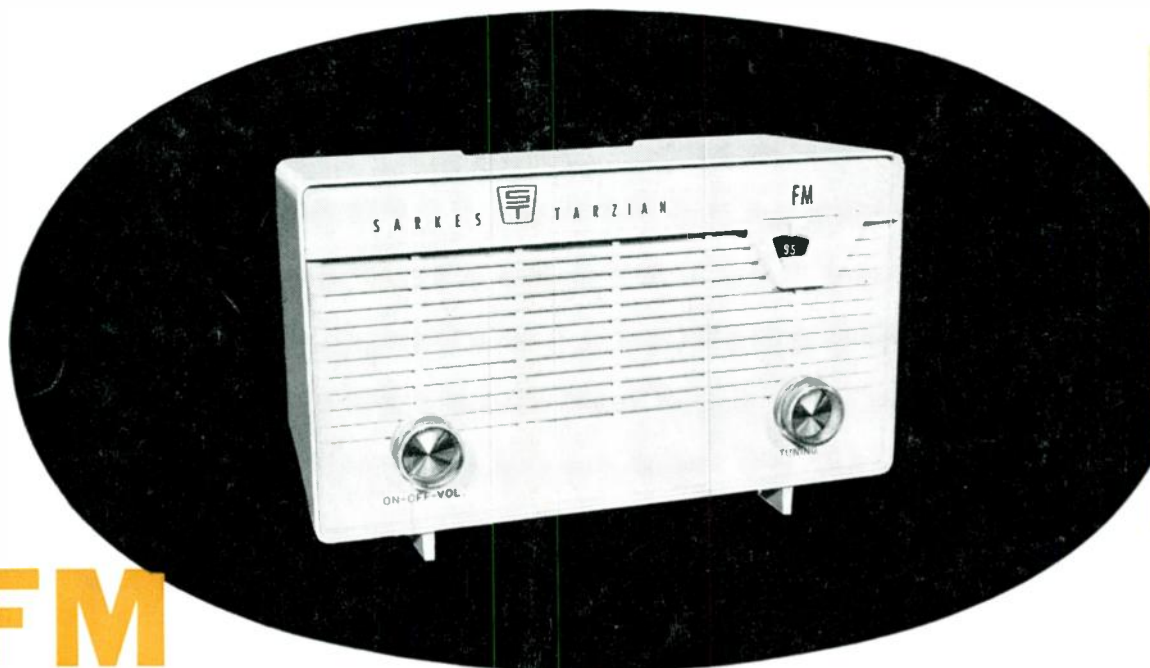
- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than \$2 billion.

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 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"
□ □ □ □

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FM

BROADCASTERS:

Central Indiana boasts one of the more rapidly expanding FM audiences in the country.

Modestly enough, we at Sarkes Tarzian, Inc., feel responsible for a certain measure of the FM success in this area. For, it's no coincidence that much of FM's tremendous growth in Hoosierland has occurred since the Sarkes Tarzian FM receiver came on the market.

We had long believed that the big drawback to FM expansion was the high receiver cost. So, the Tarzian engineers went to work and came up with a HIGH-QUALITY . . . Low-COST FM receiver—drift-free . . . seven tube electronic circuit . . . beautiful styling . . . attractive color combinations. We immediately began promoting this set through our existing broadcast outlets in Indiana—FM . . . AM . . . and TV. The results were just as we had expected. Here was what the public had been looking for—a low-cost, American-made, FM radio with ALL the high quality performance features.

Now Hoosiers aren't the easiest people to sell, but they do recognize a true bargain when they see one. And, we're happy to report that they've been snapping up these Tarzian FMs almost as fast as we can supply them.

You can boost your own FM audience in the same manner with this Sarkes Tarzian FM receiver. If you're interested in more details, call or write for specifications and quantity discount prices. And, also ask about our combination AM/FM set.



BROADCAST EQUIPMENT DIVISION
CONSUMER PRODUCTS SECTION

SARKES TARZIAN INC

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