

FM Grows 92% in '60*

50,000 homes added
in Golden Sound Circle



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

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

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

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

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

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

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

U.S.

FM

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

VOL. 2 — NO. 5

JUNE • 1961

35 CENTS

Profile of a mass audience

New Politz study conducted in five major markets reveals fm has quantity, too

Fm profits are up

More fm stations are in the black as profits climb higher, NAFMB study proves

Can fm sell an idea?

American Medical Association and its ad agency await major campaign results

Major agency study on fm

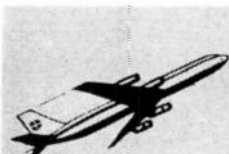
Young & Rubicam, New York, releases extensive fm study for public perusal

RICHARD L. ANTOS
35 WOODSTOCK AVE
BURLAND VT
USN 01-19-NO-2866-01

**FM is
on the
move!**

**so is
U.S. FM,
the magazine
that sells your
medium to
agencies and
advertisers!**

HUNDREDS OF PRIZES FOR A SIX WORD SLOGAN



FIRST PRIZE

2 round trip first class tickets from New York to Rio de Janeiro via Varig Jet.



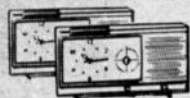
3 SECOND PRIZES

A seven day Caribbean Cruise on the S.S. Nassau. (two tickets to each winner). Choose your own vacation days.



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Ten magnificent Webcor Tape Recorders.



50 FOURTH PRIZES

Fifty FM clock Receivers



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WVNJ

NEWARK, N. J. - COVERING GREATER METROPOLITAN NEW YORK



RADIO STATION OF
The Newark News

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(FORMERLY THE BRANHAM CO.)

WEST TEXAS TELEVISION NETWORK

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LUBBOCK, TEXAS BIG SPRING, TEXAS

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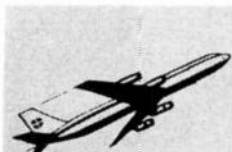
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U.S. Patent Office
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BROADCASTING, July 17, 196

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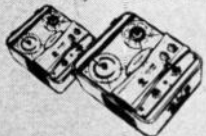
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BROADCASTING, July 17, 196

Y&R's fm audience study is pace-setting the field

The Young & Rubicam survey of "The Fm Audience," showcased at the National Assn. of Broadcasters convention, continues to create a stir among fm stations as well as advertising agencies and client companies, all of whom continue to seek desperately for illuminating, lucid analyses as to fm's capabilities and potentials. Dr. Frank Mayans, v.p. and associate director of research for the agency, said it was at media's request the costly and comprehensive study was released publicly, an all-too-rare move for industry researchers. Y&R's goal: to provide information on which fm values could be assessed more accurately, with results "for the media man's use to correlate with his background and experience."

Two midwest groups survey possible fm rep formation

There's growing interest in banning together fm stations in the top major markets under a station representative umbrella, with two such schemes burgeoning now in the midwest. Leadership in both proposed companies would (1) confine representation to stations in the top 20 or 25 markets, by population size and therefore by fm density, and (2) accept only one station per market on the basis of its programming (as matched to others in the line-up). Both are being thought of as answers to buying bottlenecks, when agencies and sponsors evince most interest in the largest markets.

First stereo fm stations: GE's WGFM, Zenith's WEFM

Difference in time focuses rival claims of two fm stations that they were the first in the country to go on the air with stereo under the new FCC standards. WGFM, Schenectady, N. Y., the General Electric station, took to the air June 1 between midnight and 1 a.m. eastern time. At the same time in the midwest, the Zenith station, WEFM, Chicago, started stereo operations. WGFM stereo is aired 20 hours weekly in the afternoon and evening hours.

Harold Neal foresees fm's "complete maturity" in '61

FCC's approval of stereo-fm broadcasting spurs a new facet of the medium, in the view of Harold L. Neal Jr., v.p. and general manager of WABC-FM, New York. He sees this as forecasting "the complete maturity of the medium this year." Among his station's recent account acquisitions: Hamilton Watch Co., Ford Motor Co., Beekman Towers (New York hotel), H. H. Scott Co., Pique Products.

Scott makes a wider-band tuner for stereo reception

H. H. Scott (see above), Maynard, Mass. manufacturer, is pushing hard on the sale of a new wide-band fm multiplex stereo tuner which dealers throughout the country are now receiving. It retails for \$199.95 and includes circuitry keyed to a wide band which, Scott reports, with a wider width needed more for "optimum stereophonic reception" than for monophonic tuners.

LETTERS

Duplicate or separate

I am writing regarding the survey you have taken concerning the publication of U. S. FM.

I strongly urge that you continue the separate publication of U. S. FM. One of the greatest obstacles fm faces is lack of prestige. By combining U. S. FM and U.S. RADIO, fm becomes the stepchild that the am owners wish it to be.

After 27 years in am radio, I feel qualified to say that the two are entirely different industries. They require different concepts of commercials, programing and sales.

The more support we have as a separate medlum, such as your fine publication, the sooner it is a saturation medium. Our sincerest congratulations to you for pioneering this publication. Please keep it separate.

Coy Palmer
KBMF-FM
Pampa, Tex.

We would like to submit our vote concerning the issue of making U. S. FM a part of U.S. RADIO magazine. It costs extra unnecessary dollars to buy printed pages of superfluous material which would be the case if you were to combine the magazine. Please continue to publish it as a separate entity. It attracts many more vitally interested people this way.

We would like to extend our appreciation to you for making this magazine available. It has certainly been of excellent quality.

Karen Hillstead
Program Director
KSL-FM
Salt Lake City

Many thanks for including my letter in your letters column in the April-May issue. May I call to your attention, however, that WFME is in Chicago. We are not located in Pittsburgh.

Sid Roberts
Station Manager
WFME
Chicago

Merger

Congratulations on your merger with *Sponsor Publications*. We hope that your two fine publications, U.S. RADIO and U. S. FM, will continue to prosper.

C. L. Doty
General Manager
WSAI
Cincinnati



VOL. 2 — NO. 5

JUNE
1961

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216 S. Vermont
Los Angeles 4, DUNkirk 7-6169 & 6160

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

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Type of Business _____

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Fm radio: Profile of a mass audience

New Politz study of fm tune-in and fm listeners in five major market areas on the west coast points up quantity as well as quality factors

ADVERTISERS and agencies are closely checking a new analysis in depth of the fm markets serviced by five stations in the Heritage group.

Although the stations are located in major metropolitan areas along the west coast, the audience samples and survey question techniques are broad enough so that many buyers think the patterns emerging typify the national fm listener as well as the west coast regional listener.

The study is an answer to questions posed by the Heritage stations themselves as well as by prospective advertisers, attempting to give specific dimension to the characteristics of the fm family as listeners as well as consumers. Patterns were correlated for audiences in Los Angeles, San Francisco, San Diego, Seattle and Portland, based on field inter-

views conducted at the turn of the year and recently published.

Forty-four pages of charts and statistical documentation back-up some of these general conclusions:

Fm's reach is vast, going into such a large number of homes that the fm audience is conclusively a mass audience rather than a limited-appeal audience as may have been true in the early days of the medium.

Almost one-third—30.3%—of the private households have an fm set in working order.

Fm still has a built-in selective factor, however, making it an "exclusive" medium in the sense that it reaches an advertiser's best prospects—families with the most income, the highest educational levels, the most sophisticated consuming tastes.

For example, 42.7% of the house-

holds which report an annual income of more than \$7,000. And 38.3% of all fm households report this high income figure, contrasted with 27.2% of all households.

Of the households where the head of the family reports college or other advanced education, 37.8% are fm-equipped, a third—33.4%—of all households have the head of the family in this classification, significantly lower than the figure for fm household heads, 41.7%.

The biggest percentage of fm listening is in the home of professional, managerial, sales and clerical persons, with 36.6% of their homes fm equipped. Almost half—48.5%—of these homes have household heads in this work classification, contrasted with 40.1% of the total households.

Fm receivers tend to be located in homes with three or more persons. Of these three-person-plus homes, 35.1% are fm-equipped, with 57.7% of total fm homes including three or more persons and 42.3% including one or two.

The most-tuned-to time among fm homes is from waking through breakfast, but fm listening is fairly even throughout the day until the post-bedtime hours.

The pattern for an average day: 59.5% of the homes use fm from waking through breakfast; 47.3%, after breakfast through lunch; 55.2%, after lunch through dinner; 50.2%, after dinner through going to bed, and 25.3%, after going to

bed until the going-to-sleep hour.

The peak listening times are in the hours after breakfast and through lunch, when the household using fm tunes for an average of 116 minutes or almost two hours. Of the homes using fm during at least one period of the day the receiver is turned on for an average total of 202 minutes throughout the full day.

Other minutes spent with fm, by day parts: from waking through breakfast, 64; after breakfast through lunch, 116; after lunch through dinner, 92; after dinner through going to bed, 92; after going to bed until going to sleep, 48.

More than eight in 10—87.9%—of all fm households have only one

receiver in the home, with 8.3% reporting two and 3.8% reporting three or more. The average number of fm sets per household is 1.17.

Most fm receivers are located in the living room, 55.2% of the total home sets. Others: bedroom, 21.7%; kitchen, 11.3%; den, study or library, 7.6%; dining room, 3.1%; other places, 1.1%.

The study also analyzes consumer use and buying habits, as shown in the following statistics:

Automobile ownership: 32.5% of all fm households own one or more passenger cars; 28.8%, one car; 42.5%, two or more cars; 37.1% bought the car new; 27.1% bought only used cars.

MAJOR POLITZ STUDY CONCLUSIONS

Fm's reach is significant.

Of the 4,130,000 private households in the metropolitan areas of five major west coast markets (San Diego, Los Angeles, San Francisco, Portland, Seattle) almost one-third—30.3%—have an fm receiver in working order.

Fm ownership grows as income does.

Of those homes with an annual income of \$7,000 or more, 42.7% have an fm set, contrasted with 27.2% of homes with incomes from \$4,000 to \$6,999 and 21.5% for those under \$4,000.

Education is higher in fm homes.

Of those homes where the head of the household has college or other advanced education, 37.8% are fm-equipped; 31.6% when the household head has finished high school; 21.4%, in homes where the head did not finish high school.

Professional people own the greater number of sets.

31.6% of the homes in which there is an employed household head are fm-equipped, contrasted with a higher 36.6% of the homes in which the head is in the professional, managerial, sales and/or clerical category and a lower 24.4% in homes where the household head is a craftsman, service worker, farmer or laborer. The lowest saturation, 24.4%, appears in homes of the unemployed house head.

Fm is more popular with home owners than with renters.

35.8% of the owned homes are fm-equipped; 24.6% of rented homes.

Appliance ownership: 42.7% of all fm households have an automatic clothes dryer; 36.6%, automatic washer; 32.2%, still camera; 42.2%, record player; 51.6%, hi-fi record player; 48.5%, food freezer; 31.8%, television set.

Possession of life insurance, stocks or securities, charge account: 32.2% of the fm households have life insurance; 38.2% own stocks or securities; 37.8% have a department store charge account.

Food product usage: 32.6% of all fm households in the area used canned soup in the previous two weeks; 32.1%, ready-to-eat cereal; 29.5% cooked cereal; 35.0%, instant coffee; 30.6% regular coffee; 30.1%,

evaporated or condensed milk; 15.1%, powdered milk; 35.6%, prepared mixes (cake, pie crust, pancake, biscuit).

Beverage usage: 34.3% of the fm households in the previous two weeks served wine, soft drinks, beer or ale; 42.0% wine; 35.8%, soft drinks; 35.4, beer or ale.

Tobacco usage: 31.8% of the fm households reported someone in the home smoked cigarettes or cigars in the preceding two-week period.

Cosmetic and drug usage: 31.9% of the fm households reported someone in the household used face make-up, face preparations or eye make-up in the previous two weeks; 36.0%, perfume; 31.0%, vitamins.

Home improvements: 42.7% of the fm households painted or wallpapered some room in the previous year; 43.7% put in new drapes, rugs or other floor coverings.

Social activities: 32.5% of the fm householders had dined out in the preceding month; 39.3% had gone to the movies; 54.4% had gone to a musical event; 42.7% had attended a sporting event. In 37.2% of the homes someone in the household during the past year had cooked out; 74.7% had done some gardening.

This is the kind of detailed fm information that an increasing number of researchers are gathering. ■

ON THE NATURE OF FM'S AUDIENCES

Fm appears most often in homes with older children.

In those homes where children are under 20, the proportion with fm is 33.6%; youngest child under 10, 29.9%; youngest child from 10 to 19, 40.3%; no children, 27.5%.

The larger family prefers fm.

35.1% of the households with three or more persons of all ages are equipped with fm, compared with 25.5% of those homes with one or two persons.

Fm tune-in increases with family income, advanced education, occupation of the household head and home ownership.

Fm listening peaks in the morning but is fairly even all day.

Households tuning to fm on the average day with average number of minutes for each:

From waking through			After dinner through		
breakfast	59.5%	64	going to bed	50.2%	92
After breakfast through			After going to bed until		
lunch	47.3	116	going to sleep	25.3	48
After lunch through					
dinner	55.2	92			

Most fm homes have only one fm receiver.

87.9% of the fm homes have one set; 8.3%, two; 3.8%, three or more receivers. The average per fm household is 1.17 sets.

Most fm sets are located in the living room.

55.2% of the receivers are installed in the living room; 21.7%, bedroom; 11.3%, kitchen; 7.6%, den, study or library; 3.1%, dining room; 1.1%, other places.

It's a tight squeeze but profits are growing

NAFMB industry survey shows more fm stations with black ink, with storecasting responsible for some gains as industry looks forward to stereo

Where does the fm broadcaster stand today?

In a year when the major cry among advertisers and agencies has been for more fm audience and market research the National Assn. of Fm Broadcasters has taken a step toward unveiling at least one unknown: it has held a mirror to the

broadcasters themselves.

The reflection, as seen through a study prepared by the John B. Knight Co., Los Angeles, shows that fm—from a profit and loss point of view—is gaining strength rapidly.

Conducted this spring among members of NAFMB as well as non-members, the report shows that the

majority of fm stations are making strides in picking up revenue. The report further supports the long-held opinion that an overwhelming portion of fm business is local.

Following are some of the major results of the survey:

Most stations are moving into the black far more quickly than generally believed, even among the more optimistic. However, the stations that are in the best financial shape still seem to be those which rent their sub-carrier channel for background music or storecast purposes.

Of fm stations that do participate in storecasting, 44.9% report they are making money, and 77.9% claim that their profits have risen in the past year.

But of stations who receive revenue from fm air time sales alone, only 27.3% could say they are in the profit column. However, 96.2% of these report that their margin of profit has increased over the previous year.

Facts of the industry survey scoff at the popular opinion that the majority of broadcasters have a long pull before they can realize a return. Just under three-fourths, or 69.7%, report that they were out of the red in a year or less after going on the air. And 27.3% report that they lost less than \$10,000 before becoming profit-makers.

Fm broadcasters' efforts to promote and sell the medium are reflected well in data tabulated on station sales forces.

Fully 78.6% of stations reply that they employ from one to five full-time fm salesmen. As for part-time



New officers of NAFMB elected at second annual convention: (kneeling, l to r) Fred Rabell, pres.; T. Mitchell Hastings Jr., v.p.; William Tomberlin, treas.; Lynn Christian, sec'y; (directors, standing, l to r) Raymond Hard, John Reynolds, Will C. Baird, Robert Hinners, S. K. Evans, William Drenthe, David Green, Arthur Crawford and Jack Kennedy.

Fred Rabell (r) NAFMB pres., receives group's F-Emmy from William Tomberlin, NAFMB treas., in recognition of outstanding fm work.



salesmen (including staff and management personnel who perform other duties), 61.4% have at least one or two.

Earnings of fm time salesmen are provided for in various ways. Half of the stations report that they pay their salesmen salary plus commission. One-fourth pay on a straight commission basis; the remainder have a draw against commission plan. The base pay per week for those who receive salary or draw ranges from \$50 to \$140 a week.

The amount of local business going to fm still outweighs national advertising by far, the survey concludes. Two-thirds of the stations responding indicate that 90% of their sales are transacted for local goods and services. Less than half, or 43.0%, have a national representative. But of these nationally repped stations, 26% report that 10% or more of their income comes from national advertisers.

Concerning the role advertising agencies play in fm business, 54.1% of stations surveyed said that they make at least 10% of their sales through agencies.

More than half are affiliated with an am stations and 72.2% of these stations program separately. A high percentage, with or without am affiliates, are on the air from 110 to 140 hours per week, or an average of 17 hours per day.

A question on stereo programming (FCC approval for multiplexing came two days after tabulation of the survey) reveals that 72% have never done stereo broadcasting in conjunction with an am station. However, 41% predict they will broadcast in stereo, at least part of the time, after FCC approval.

Because this is the first such survey done in the industry, there are no comparative data by year. However, any documentation of fm's dimensions is welcomed by most broadcasters, who see the survey as charting a much needed course of industry cohesion. Copies of the 28-page report may be obtained by sending \$2.50 to: NAFMB, Treasurer's Office, 2917 Temple St., Los Angeles, Calif. ■

Highlights of NAFMB's first industry survey profile fm broadcasters

78% HAVE ONE OR MORE FULL-TIME SALESMEN

Fm stations usually pay salesmen salary plus commission. Weekly base on salary or draw against commission ranges from \$50 to \$140. Commission on agency business: 5 to 24%; direct sales: 5 to 30%.

7 IN 10 STATIONS REPORT AGENCY BUSINESS

Advertising agencies are responsible for 10 to 90% of business placed on 60% of fm stations. 31% receive no sales through agencies, while 7% attribute 90% or more to agencies.

4 IN 10 PUT \$20-\$40,000 INTO EQUIPMENT

The cost of fm antenna, transmitter and studio equipment ranges from \$10,000 to \$100,000 and more. The majority of fm stations invest an average of \$35,000 in equipment, not including cost of buildings.

STORECASTING, BACKGROUND MUSIC LEAD TO PROFITS

45% of all stations leasing main-carrier or sub-carrier channels for storecasting and/or background music now show a profit in combination with spot sales. 78% registered increases in profit this year.

SALES AND PROFIT MARGIN ARE UP

27% of the stations that do not lease a channel are making profits. 96.2% scored increases in profits as compared with a year ago. 63.3% produce net operating profits after taxes.

PROFIT USUALLY STARTS AFTER 1 YEAR

Three in 10 stations lost less than \$10,000 before registering profits; two in 10 lost from \$20,000 to \$30,000; one in 10 lost \$150,000 or more. Five in 10 were showing profits in less than one year of operation.

SOME ARE STILL IN THE RED

Among the stations which are still in the red, 40% have lost less than \$10,000 thus far. The remainder report losses ranging from \$10,000 to \$200,000. 55% have been operating one year or less.

9 OF 10 STATIONS LIMIT COMMERCIAL FREQUENCIES

The maximum number of announcements per hour allowed by fm stations ranges from three to 10. 28.8% exercise a six-spot limit; 25.3% prefer an eight-spot limit; 2.6% impose a four-spot limit.

3 IN 10 STATIONS PROGRAM AM-FM STEREO

Only four percent program stereo with another fm station, but 28% combine with am stations. 56% have sponsors for all or part of stereo broadcasts. Two-thirds program four stereo hours per week.

Can fm sell an idea?

American Medical Assn. awaits results of fm idea campaign



Results of fm campaign in 39 markets are now being analyzed by the American Medical Assn. and its ad agency, Klau-Van Pietersom-Dunlap, Milwaukee. Planners included, seated, l and r, Joseph C. Stodola, senior v.p. and agency creative dir.; Thomas F. Scannell, Jr., v.p.; standing, l to r, John Wussow, media buyer; Roy Heckenbach, asst. media dir.; Fred Crowl, radio-tv dir.

How does fm build an "image" with opinion-molders?

This is the question now being answered by the American Medical Assn., Chicago, and its advertising agency, Klau-Van Pietersom-Dunlap, Milwaukee. They're analyzing the media returns from their fm-sponsored "vote" regarding the government's proposed plan for medical care for the aged.

The inherent value of the fm audience and the static-free medium which reaches them is seen in these media facts:

- The behemoth association of more than 180,000 physicians selected only fm, newspapers and one health magazine to carry its message propounding the worth of the Kerr-Mills legislation.

- It selected 39 major fm radio markets contrasted with 26 news-

paper markets, all chosen by agency media and account people to reach opinion-molders and decision-makers at a level of influence in their communities.

- One major plus for fm, of course, is the fact that many physicians have installed fm receivers in their waiting rooms and that the AMA "commercials" would reach a double audience of the group's own members as well as their patients.

The fm radio campaign provided for the following media pattern:

- 101 one-minute transcribed announcements,
- aired over a five-week period this spring on
- these 39 major-market outlets.

Fm was selected "because the campaign was aimed basically at the opinion leader—the individual with a college degree, with a better edu-

cation than the average person." So said Ed Ritz, v.p. in charge of media at the agency.

He thinks fm attracts listeners who "fit this profile quite well." The agency is now checking consumer as well as professional reaction to the special drive.

Supplementing the campaign to back "the present Kerr-Mills law as a common sense approach to solving the problem (of medical care for the aged) that concerns us all" was an extensive merchandising program which provided for a "communication kit" distributed to all local medical societies.

Many of these kits were sent out by the agency with print and broadcast material. For the latter, the kit contained scripts for one-minute announcements as well as transcriptions.

Commenting on the copy themes, Joseph C. Stodola, senior vice president and creative director of Klau-Van Pietersom-Dunlap agency said: "The social security approach seems to take all of the problems of the aged and hang them on the doctors, rather than society facing up to the problem.

"Need for medicine is one part, but other factors include giving the aged outlets in the way of activities." He said the American Medical Assn.'s idea is "to help those who need help."

Fm markets used in the campaign included: Beverly Hills, San Diego, San Francisco, Denver, Hartford, Washington, Miami, Atlanta, Chicago, Indianapolis, Baltimore, Boston, Worcester, Detroit, Minneapolis, Kansas City, St. Louis, Buffalo, Albany-Troy-Schenectady, Binghamton, Ithaca-Elmira, Jamestown, Syracuse, Olean, Poughkeepsie, Rochester, Utica-Rome, Cincinnati, Cleveland, Portland (Ore.), Pittsburgh, Allentown-Bethlehem-Easton, Philadelphia, Providence, Dallas, Seattle, Houston, Memphis, and Milwaukee, a total of 39. ■

FAVORABLE MENTIONS

Fm converter—Emerson Radio of Maryland, Baltimore distributor for the Granco division of the Du Mont Emerson Corp., has taken an extensive schedule of spots and program sponsorship with WFMM Baltimore. The station reports that the product involved is the Granco model AR-60 converter for auto/radios. Spot schedule is concentrated between the *Candlelight & Silver* and *Hi Fi at 10* shows. The 6-7 p.m. segment of *Candlelight* is sponsored in full Mondays, Wednesdays and Fridays and is titled *The Granco Hour*. On Tuesdays and Thursdays, the Granco product is featured on *Hi Fi at 10* from 10-11 p.m. The distributor reports strong sales as a result of the WFMM contract.

"We're very happy to have Granco with us," says a station spokesman, and pleased with the results. And let's not forget, the sale of these units has added many, many hours of fm listening time in Baltimore."

Wallpaper studio—After a one-month trial run on KPFM Portland, Ore., the Portland Wallpapers Inc., specialists in wallpaper panels, has taken a 52-week schedule with the station. According to KPFM, the account, which is handled by the Kennedy-Hannaford Agency in Oakland, Calif., "will use six announcements per week on KPFM in evening times, buying 30-second adjacencies to locally sponsored programs Monday through Saturday. The agency is using KPFM's 'bank plan' of the blanket purchase of announcements to be used on any frequency schedule it desires from month to month with the total to be used within the frequency year."

Bank—The National Bank of Detroit, through Campbell-Ewald, is sponsoring *Conversations in the Arts*, a Sunday night discussion program on WDTM Detroit. The station reports that these broadcasts "present the discussions of different groups led by outstanding artists, performers and community leaders in fields ranging from music to architecture,

poetry, theatre arts and urbanization."

Soft water dealers—KPRI-FM San Diego and the Culligan Soft Water Dealers of San Diego staged a promotion aimed at getting telephone response. The copy read: "If you call for the Culligan man to come to your home to tell you about Culligan soft water, he'll bring you a new Harry Belafonte album." Account Executive Frank Seeley, of the Alexander Seeley agency, reported a "phenomenal" response to the promotion. KPRI-FM also reports that the RCA Records Distributing Corp. has bought a series of spots on the station. The station says this is a "non-co-op 'direct' purchase with dealer tags. A new RCA release is chosen each week as the featured album of the week. A track from the album is played, then the commercial, and then another cut from the album."

Air conditioning—The Bryant Air Conditioning Corp. has purchased 500 weather spots on WLIR Garden City, New York, through the Herbert Margill Advertising Agency. Station says the spots will run for 10 weeks.

Sponsor successes

WBOS-FM Boston reports several successful sponsor affiliations. The Guild House, a quality women's shoe salon, had never used radio before going on WBOS, but its campaign has been so successful that Guild House signed a second 52-week contract. Wheelock-Lovejoy, makers of heavy steel display equipment, was considered an unusual client for radio advertising, but response has been so strong that it is now in its third year with the station.

Tetley Tea took a five-week flight over WBOS and ran tests on its reach. Tetley's district manager was so pleased with the results that he signed for a second, longer flight. Through an in-store merchandising tie-in with a series of Pepperidge Farm bread spots, Pepperidge's district manager attributed a rise in product sales to the WBOS campaign.

New stereo station

Coinciding with the FCC stereo approval, WUPY Boston goes on the air this month with round-the-clock broadcasting in stereo. According to the station, the format will include:

"Miss Fm Week" in San Diego, Jo Ann Shoblin, is attended by (l to r) Arthur Crawford, KCBH Los Angeles, Ray Baker, KFSD-FM San Diego, and William Tomberlin, KMLA Los Angeles.



FAVORABLE MENTIONS Continued from page 9

five minutes of news on the hour and two minute show business specials on the quarter hour and five minutes of sports specials on the half hours. Musical programing will be mostly jazz, popular and standards, and the rest of the daily schedule will consist of "talk" and discussion" programs.

WUPY has signed a 52-week contract with the Franklin Life Insurance Co., as well as spot schedules with several Boston-area restaurants and businesses.

Fm bumper stickers

A colorful bumper sticker that says "VOTE YES ON FM," is being of-

press runs to even the smallest stations in the smallest markets. . . .

"If you would like to do something similar in your market, either individually or as an association, you can save a considerable amount of money by taking advantage of the art work and production we have already paid for and ordering your bumper stickers along with our next press run."

Stickers are 10¢ each with a minimum order of 100 for \$10. For those interested in purchasing the stickers, orders may be sent to: Fm Broadcasters Assoc. of Southern Calif., 3421 West 8th St., Suite #3, Los Angeles 5, Calif.

was so overwhelmed at fm's ability to attract customers.

Another new station

KGGK-FM Garden Grove, Calif., is due to go on the air shortly, according to owners Jeannette and Jack Banoczi, who have announced the appointment of Frank R. Brown as station manager. Mr. Brown formerly was manager of KHUM Eureka, Calif. The Bancozi's state that programming will consist of music, news, sports, special events, public service and spiritual presentations.

Fm market data chart

Agency personnel in seven cities this month received fm market information on a "Wheel of Fortune" chart from the Fm Broadcasters of Greater Kansas City.

Data were tabulated from the results of three surveys recently undertaken in the Kansas City market by R. S. Conlan Inc., The Pulse Inc. and Verifak Surveys Inc. It shows Kansas City as the tenth largest fm market with set penetration of 136,000 homes.

The wheel breaks listenership into six divisions including age, income, occupation, education, location of set and time of day audience peaks. This information is tabulated for the top 10 fm markets, as designated in the survey: New York, Los Angeles, Chicago, Philadelphia, Baltimore, San Francisco, Boston, Houston, San Diego and Kansas City.

The broadcasters association has been in existence for one year, and includes as members all six commercial fm stations and three educational facilities serving the market. Members of the association are KCUR-FM, KTSR-FM, KCMK-FM, KXTR-FM, WDAF-FM, KCMO-FM and KBEY-FM, Kansas City, Mo.; KCJC-FM, Kansas City, Kan., and KANU-FM, Lawrence, Kan.

Copies of the chart may be obtained by writing John S. McDermott, executive manager, The Electric Association of Kansas City, 2201 Grand Avenue, Kansas City 8, Mo.

The Fm Broadcasters Association is a division of the Electric Association of Kansas City. ■



New low-priced am-fm receivers form part of display by New Orleans Public Service Inc., electric utility, in recognition of fm' growing influence.

ferred to fm broadcasters across the nation. The promotion is being handled by the Fm Broadcasters Assoc. of Southern California.

Stickers were passed out at the High Fidelity Music Show in Los Angeles, and the association reports that cars wearing these stickers are beginning to be seen all over town.

In a letter to fm broadcasters, Arthur K. Crawford, commercial manager of KCBH Beverly Hills, says: "We are making our 'Vote Yes on Fm' promotion available to all stations. . . By doing this, we are able to pass on the savings of volume

Mixup proves fm's pull

A commercial, on a cartridge tape recording, that announced the opening of a Rexall "Annual 1¢ Sale," which stated that the sale was already in progress was run (just once) on a Saturday afternoon instead of on the following Monday when the sale actually commenced.

As a result of this error, the station received a call from one of the five participating Rexall druggists, stating that within two hours, over 50 customers had come into the store asking about the sale. Apologies were hardly necessary since the druggist

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 459 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; *c/*—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; *spts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville

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

Birmingham

WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)

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, spts

Sylacauga

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

ALASKA

Anchorage

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

ARIZONA

Phoenix

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

Tucson

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

ARKANSAS

Jonesboro

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

Little Rock

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

Osceola

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

Pine Bluff

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

CALIFORNIA

Alameda

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

Beverly Hills

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

El Cajon

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

Fresno

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

Glendale

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

Indio-Palm Springs

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

Los Angeles

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

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

KMLA

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

KNOB

National Rep.: Modern Media Fm Sale
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 Broadcaster
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI

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

Sacramento

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

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

KJML

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

KSFM

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

KXRQ

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

Salinas

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

FM STATION KEY (Cont'd)

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, cmtry

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, cmtry

Santa Barbara

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

COLORADO**Colorado Springs**

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

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz
KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

Grand Junction

KREX-FM (Am: KREX)
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Cl, con, op, st, jz

Manitou Springs

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

CONNECTICUT**Brookfield**

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

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

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

New Haven

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

Stamford

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

DELAWARE**Wilmington**

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

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

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Serving 63,117* homes in the
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International Good Music

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*Pulse, Inc., June, 1960

FM STATION KEY (Cont'd)

WJMD

ERP: 20,000 w

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

WMAL-FM (Am: WMAL)

National Rep.: Heritage Stations

Counties: 27; ERP: 27,000 w

Market Pen.: 40.3% (Pulse 1959)

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

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.: George Hopewell

Counties: 9; ERP: 2,750 w

Prog.: Pop, st, shw, s-cl, cl

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

WPLO-FM (Am: WPLO)

National Rep.: Heritage Stations

Counties: 82

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)

National Rep.: Everett McKinney

Counties: 31; ERP: 19,300 w

Prog. (Dup., Sep.): 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-Knode

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

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

WJJD-FM (Am: WJJD)

National Rep.: Heritage Stations

Counties: 141

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

FM STATION KEY (Cont'd)

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.

Joliet

WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

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

Mayfield

WNGO-FM (Am: WNGO)
Counties: 5; ERP: 600 w
Prog. (Dup.): Pop, st, nws, wthr, sprts

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

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

FM STATION KEY (Cont'd)

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: 13,800 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**

WXTG (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
WCAO-FM (Am: WCAO)
National Rep.: Heritage Stations
Counties: 23
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

WBOS-FM (Am: WBOS)
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk
WCOP-FM (Am: WCOP)
National Rep.: Heritage Stations
Counties: 12

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
WUPY
Counties: 25

Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ
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, 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

WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st

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

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WLDM

DETROIT'S OLDEST INDEPENDENT STATION

165,000 WATTS

FM STATION KEY (Cont'd)

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: 50 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: 15.2 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

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.)

WBUF

Counties: 15; ERP: 100,000 w

Prog.: Music, rel, educ

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

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FM STATION KEY (Cont'd)

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.: Venard, Rintoul & McConnell
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

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

Olean

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

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

WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl
WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ
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

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: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 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

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(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

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

WSAI-FM (Am: WSAI)

National Rep.: Heritage Stations
Counties: 41; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

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: 19 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

WVVO-FM (Am: WVVO)

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

WTOL-FM (Am: WTOL)

ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

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

FM STATION KEY (Cont'd)

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. (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

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts
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

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

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Dup.): Nws, wthr, intvw, cmty, 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

WMPS-FM (Am: WMPS)
National Rep.: Heritage Stations
Counties: 5; ERP: 6,600 w
Prog. (Sep.): Cl, s-cl, con, shw, op, jz

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.: 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
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr

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

Pampa

KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

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

WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

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
KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

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: WSYA)
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

FM STATION KEY (Cont'd)

Norfolk

WRVC

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

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

WLSL-FM (Am: WLSL)

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

KGMI

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, op, s-cl, st

Charleston

WKNA

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

Huntington

WKEE-FM (Am: WKEE)

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

Wheeling

WOMP-FM (Am: WOMP)

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

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)

National Rep.: Hollingbery
Counties: 11; ERP: 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW

Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)

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

WISM-FM (Am: WISM)

National Rep.: Radio-Tv 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, pop, nws

Sparta

WCOW-FM (Am: WCOW)

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

Wausau

WLIN-FM (Am: WSAU)

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

Watertown

WTTN-FM (Am: WTTN)

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

West Bend

WBKV-FM (Am: WBKV)

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

Wisconsin Rapids

WFHR-FM (Am: WFHR)

National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

Mayaguez

WORA-FM

Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)

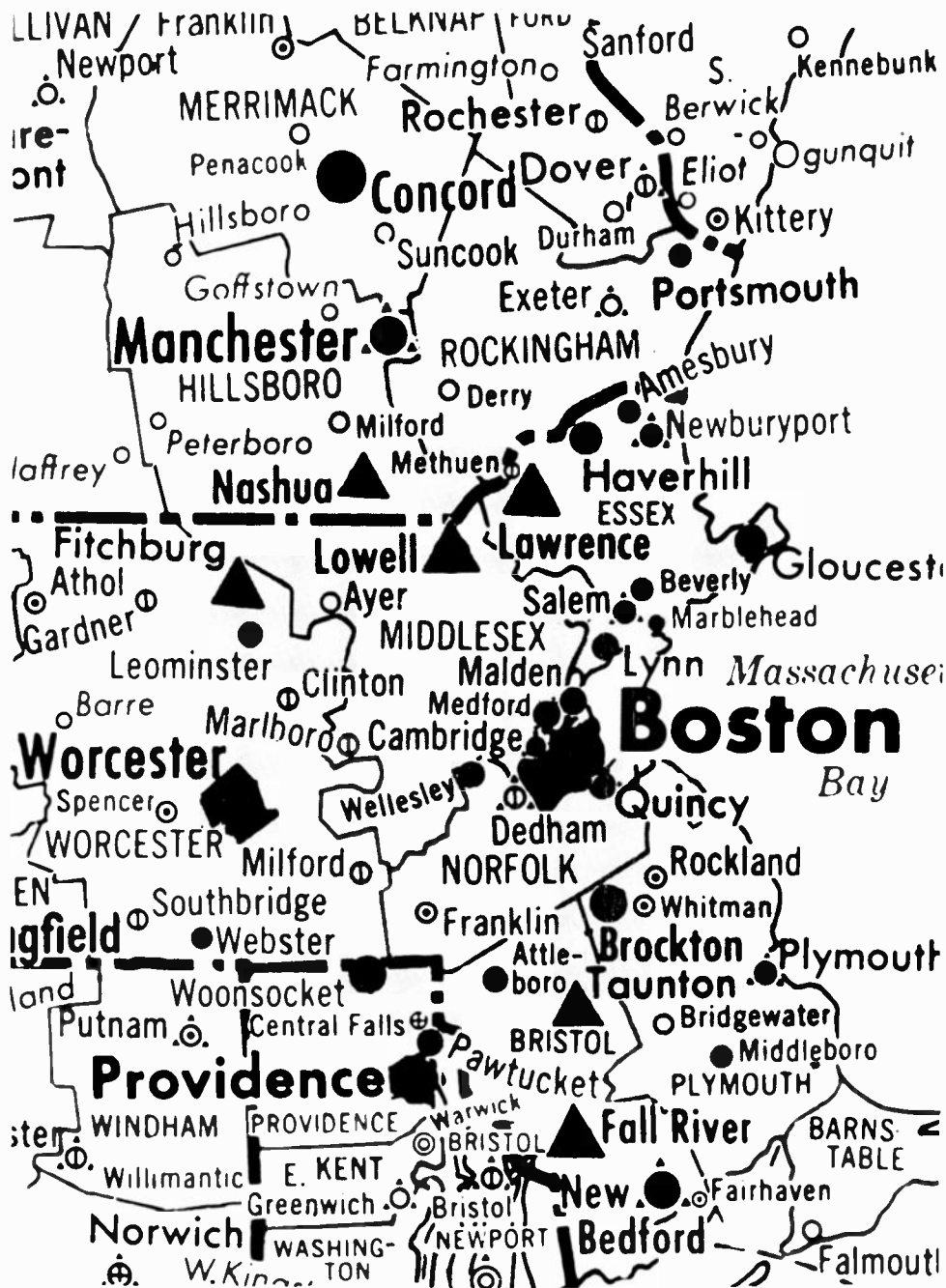
Counties: 17

WPRM

Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

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WUPY! FM 105.3mc. COVERAGE MAP



MARKET DATA

PRIMARY COVERAGE BOSTON METROPOLITAN AREA

POPULATION
3,003,400

FAMILIES
866,975

EFFECTIVE BUYING INCOME
\$5,994,375,400

TOTAL RETAIL SALES
\$3,978,356,219

FOOD SALES
\$1,053,785,000

AUTOMOTIVE SALES
\$629,097,764

GAS SALES
\$199,376,000

DRUG SALES
\$128,475,600

Boston, the nation's sixth market in retail sales as well as population is first in consumer spendable income per household.

WUPY! FM

- First 24 hr.—7 day a week—Stereo Broadcast Commercial Station
- Broadcasting America's only contribution to the fine arts—JAZZ
- Reaches $\frac{3}{4}$ million college students—35 college universities
- Young Adult Audience who have not established any particular buying habits

23 Central Ave., Lynn, Mass., Lynn 9-2211—Harvey Sheldon, Pres.