

U.S.

FM

JULY • 1961

35 CENTS

VOL. 2 — NO. 6

AN
AIR MEDIA
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS

HOW TO PROMOTE AN FM STATION

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FM TRENDS AND DEVELOPMENTS

page 1

This is a real market!

136,470 FM homes in Canada!

206,430 FM homes in upper New York State!

Over 6¼ billion dollars in annual retail sales!

*And CHFI-FM blankets it completely
on both sides of the border!*

CHFI-FM TORONTO

Representatives:

CANADA: Radio & Television Sales Inc.,
Toronto and Montreal

UNITED STATES: Fine Music HI-FI
Broadcasters, New York

OR DIRECT ENQUIRIES TO CHFI-FM,
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Buy CHFI-FM, Canada's most powerful radio station,
210,000 watts from an 816-foot antenna.



**FM is
on the
move!**

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

FCC perusal of fm gives new hope to broadcasters

Federal Communications Commission re-appraisal of the fm broadcast spectrum is good news for fm-ers, in actuality as well as in implication. They're in the vanguard of the aural medium as many ultra high frequency broadcasters are in the video medium. And, Washington observers think, both these "step children" in the broadcast spectrum are due for new status and a brighter future. Their biggest single advantage: they have room in which to maneuver in servicing the public with programming. Both am radio frequencies and very high tv frequencies have long since been jammed with applicants as well as on-the-air licensees.

Music Show this month to feature stereo fm

The appeals of stereo fm will be given even a closer look in Chicago this month as Pilot Radio Corp. demonstrates the medium from its special transmitter in the Palmer House, headquarters for the Music Show July 16-20. L. M. Sandwick, v.p. of the Long Island City, N. Y., manufacturing concern, sees the FCC decision approving stereo fm broadcasts as providing "the solid merchandising foundation for stereo equipment sales which our industry and its dealers have been seeking" for the past four years. This, he predicts, "will be the key to tremendous growth in sales of home entertainment products in the audio field throughout the next decade."

Baltimore outlet scores 39 accounts in 18 months

Box score after one and one-half years of operation for WFMM Baltimore, as reported by Manager Julian S. Smith: "The diversity of the types of sponsors and the high percentage of contract renewals are most gratifying. In Baltimore at least, our sales potential is not nearly so limited as many people have thought it to be. The list of sponsors should effectively prove that fm is becoming a powerful sales force and we are proud of the part we are playing in it." Smith has a roster of 39 fm accounts in 24 major classifications of business. Heaviest buyer groups are car radio manufacturers, rug cleaners, music distributors, restaurants.

Radio Pulsebeat News expands to fm and Canada

Gaining importance of radio news is being shown in the fm medium, too, as Radio Pulsebeat News, New York, signs fm stations for the service. Recent subscriber is CHF1-FM Toronto for full 24 hours of daily news service, covering national, international and local news. Full-scale bureau covering Canadian stations will be set up shortly, RPN reports.

New EIA breakdown on fm sets produced in 1960

Phonographs and tv sets with fm radio built in accounted for more than a third of all fm set production in 1960, according to figures quoted recently by an EIA spokesman. Most of the combination sets were radio-phonographs. Total produced: 675,261. Television sets with fm radios numbered 54,944. Largest portion of the total was chalked up radios, either fm or am-fm combination: 904,766 sets. Total fm sets produced in 1960: 1,634,971. The actual total is even higher if you add fm tuners and fm car radios.

Next issue highlights new evaluation of fm facts

Excerpts from an fm study made this year by a graduate student at New York University will be presented in the next issue of U. S. FM. Included in the article will be charts showing original correlation of available audience research. The study, a thesis entitled *The Potential of Fm Radio as an Advertising Medium*, was prepared by Don Mohr and submitted recently to NYU for a master's degree in the graduate school of business administration. Mohr is employed by a national advertising agency, with which he has been associated for the past few years.

LETTERS

I like fm because . . .

In reading the *Favorable Mentions* section of the April-May issue of U.S. FM, it is surprising that even KISN (Seattle) listeners fail to comment on the orderly and vastly superior service that fm provides for night-time reception.

Fm reception and coverage is virtually constant around the clock, and is superior to the restricted night range and pattern of am stations, including the 50,000 watt day-timers.

Here are two more fm listener comments:

"On fm, no one needs to put his radio to bed at sunset."

"I like fm radio because: it works."

Robert B. Witschen
Chief engineer
KFAM-FM
St. Cloud, Minn.

Good reading

I have just finished reading through the June issue of U.S. FM, and wish to take this opportunity to tell you how very much I enjoyed reading the many interesting articles that appeared.

Marsha Greenbaum
Promotion manager
WHAT-FM
Philadelphia

Separate, please

Many thanks for the outstanding magazine you publish in behalf of fm. We very much appreciate the separate emphasis placed on fm as a different, vital medium in the industry.

Donald C. Kennedy
KWLS (FM)
Atlanta, Ga.

I know that you have been discussing the possibility of combining your two magazines, U.S. RADIO and U.S. FM.

I would like to say that I believe fm is another industry, just like tv and am. Therefore, it would be helpful, more impressive and a show of independence for the fm industry to have a separate magazine.

James L. Zimmerman
Manager
KFMP-FM
Port Arthur, Tex.



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

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Company _____

Title _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone _____ State _____

PLEASE BILL ☐

PAYMENT ENCLOSED ☐

Fm promotion— and how it's done

How does an fm independent promote itself? From across the Canadian border comes fm promotion and research know-how

AN executive of a well-known advertising agency, writing in a recent issue of *U. S. FM*, lamented the fact that fm broadcasters had neither the know-how nor the money to reliably research or properly promote their stations.

If the example of most fm stations, which is sincere but nevertheless misguided, is indicative, the lament is not in vain.

From across the border in Canada, a case of "how to do it—and do it right" comes like a bright star on the fm horizon.

Last month in Toronto, an independent fm station with no am affiliation, put on a promotion to celebrate its power increase that would make even the most progressive am station drool with envy.

The promotion, and a simultaneous station



Champagne reception kicked-off CHFI-FM Toronto \$100,000 promotion attended by industry including Trudy Johnson, J. Walter Thompson Ltd.; Keith Kearney, Radio and Television Sales Inc.

Station presentation's fm coverage data

	CANADA	U.S.	Total
Total households	909,800	589,800	1,499,600
Total population	3,537,700	1,974,900	5,512,600
Total fm homes*	136,470	206,430	342,900
Total retail sales	3,951,505,000	\$2,435,674,000	\$ 6,387,179,000
Net effective buying income	\$5,950,313,000	\$4,074,277,000	\$10,024,590,000

*Estimated at 15% Canada. (Source: Sales Management Survey of Buying Power, 7/10/60)

*Estimated at 34.9% U.S. (Source: Pulse, 9/59)

presentation, however, did not lack that one all-too-important ingredient: money. Neither was the all-too-cheaply won catalyst—imagination—an absentee.

CHFI-FM, which claims to be Canada's first independent fm station, recently boosted its power to 210,000 watts. Not a station to let a mere power increase go by unnoticed, CHFI-FM threw a champagne party for more than 600 industry people gathered in Toronto for the occasion. On hand were broadcasters, agencies and advertisers from all parts of Canada, but particularly Toronto, which has unofficially taken on the title of the Dominion's "Advertising Capital."

The 600 guests mulled about, sipped champagne like it was water. The commercial came later. During the festivities, each guest was, in the unobtrusive fm manner, handed a slick 88-page presentation kit packed with market facts, promotion samples, proofs of station ads, client success stories, a program log, synopses of top programs, and a 10-page report on audience attitudes and characteristics prepared for CHFI-FM by Canadian Facts Limited, Toronto research group.

CHFI-FM's comprehensive and imaginative approach to promotion is relatively new. No "Johnny-come-lately" outlet, the station has been broadcasting for five years. Although always known as an aggressive station, CHFI-FM took on its new look eight months ago when it was purchased by entrepreneur partners well steeped in broadcasting history.

The two men, Joel Aldred and

E. S. (Ted) Rogers, neither of whom was formerly associated with fm, have taken to the business like ducks to water. Their aspirations are high: they want to put fm on the map, and put their station on the map with it. At the same time, they want to make money. And they are operating on the old bank-spun philosophy that "you have to spend money to make it."

Their advertising and promotion budget for 1961 is \$100,000.

Here is how they plan to spend it:

- painted outdoor bulletins in Toronto and Hamilton;
- offer of a Westinghouse fm-

only radio to agency people at \$32 and listeners at \$39.95.

set has CHFI-FM monogram;

- full page color spreads in major trade publications;
- a 30,000-line advertising campaign in the four Toronto and Hamilton dailies;
- semi-permanent displays in the radio and television departments of two Toronto department stores;
- prestige ads in theatre programs of four popular Toronto theatres;
- car stickers, showcards and window streamers in high fidelity showrooms in Toronto and Hamilton;
- distribution of a stereo listeners' slide-rule that explains how to set up loudspeakers for best listening according to room size;
- remote broadcasts from major events.

Such a brand of promotion and enthusiasm is a reflection of the mushrooming fm industry in Canada. Traditionally behind the U. S. in all phases of broadcasting, and particularly in television, the fm potential has caught the imagination not only of broadcasters, but of hard-headed business men.



Fm partners, E. S. (Ted) Rogers (l) and Joel Aldred bought CHFI-FM last fall, immediately expanded programming, dropped background music. In April they boosted power to 210,000 watts.

Ted Rogers, the younger of the partners, has more of the qualities of the latter. No stranger to broadcasting, however, Rogers learned the business at home from his engineer father who developed the first AC radio tube.

This contribution to broadcast electronics by the elder Rogers, in 1925, made it possible, for the first time, to transmit and receive by electric instead of battery power.

Rogers' business acumen is sharply matched by the experience of partner Aldred, who has been active in the Toronto radio circuit for years. Aldred at one time delivered network programs and commercials for General Motors Corp., more recently has appeared on the Dinah Shore Show.

When the two men took over CHFI-FM under the aegis of Aldred Rogers Ltd., one of their first steps was to announce their intention to drop the operation of supplying background music to various supermarkets. "We are doing this so we can devote 100 percent of our efforts to enlarging and improving our new fm radio plans," commented Rogers at the time.

To improve the quality music policy of the station, the partners have strengthened and diversified programming. They have already added these new features to the programming:

- a contract with the Philadelphia Orchestra for rights to rebroadcast concerts the week the touring orchestra appears in Toronto;
- arrangements with Walter Susskind, conductor of the Toronto Symphony Orchestra, to preside over the *Walter Susskind Concert Hour*, a program of light and familiar classical music;
- employment of a full-time newscaster, Carry Henderson, who twice nightly delivers a 10-minute news interpretation program;
- presentation of a half-hour program, Saturday and Sunday, which features a 19-year-old Hungarian girl-wonder who speaks five languages, plays and discusses music representative of

various ethnic groups from around the world.

The station's commercial policy follows closely the direction taken by the majority of fm broadcasters. No more than four commercials are permitted within an hour. According to Rogers, station consistency in broadcasting a limited number of high class commercials has been the secret to CHFI-FM's success. "Sponsors are discovering the effectiveness of this. Listeners are reacting strongly in favor of this type of advertising," says Rogers.

"Fm high fidelity broadcasting," he continues, "is a unique approach to an adult group with money to spend and the intelligence to demand high quality goods. Fm, with a large and growing audience, is proving to be a vehicle for merchandising to this large middle and upper

income group."

Not only does CHFI-FM talk about the growing fm audience, but it has facts in hand to prove it. Rogers refers to the *Sales Management Survey of Buying Power*, July 10, 1960, which tabulates the immediate fm market available for Toronto stations at over 300,000 Canadian and U. S. fm homes—about equally divided between Ontario and American border states. A Pulse Inc. survey made in September 1959 shows that present fm homes within the CHFI-FM signal stand at 136,470 in Ontario, with another 206,430 in the U. S. border states.

Convinced that the public is swinging strongly to fm, Rogers and Aldred have coined a motto which serves all fm broadcasters: "Quality audience through a quality medium to quality accounts." ■

Occupation of CHFI-FM listeners

	CHFI-FM*	ALL TORONTO**
Professional	21%	6%
Owners, business executives	24%	14%
Sales	14%	8%
Office and other white collar	10%	14%
Skilled labor	20%	30%
Unskilled labor	4%	12%
Widows, spinsters	4%	4%
Miscellaneous (unemployed, students, etc.)	2%	2%

*Canadian Facts, April 1961 fm report.

**Canadian Facts—block probability of Toronto, Fall 1960.

Fm listening habits in Toronto

Early morning	(Before 9:00 a.m.)	11.8%
Mornings	(9:00 - 12:00 p.m.)	22.8%
Early afternoons	(12:00 - 3:00 p.m.)	14.4%
Late afternoons	(3:00 - 6:00 p.m.)	21.4%
Early Evenings	(6:00 - 9:00 p.m.)	47.8%
Late evenings	(9:00 - 12:00 a.m.)	26.2%
Week-ends		4.8%
Various times		18.2%

*Elliott-Haynes survey of fm radio homes in Toronto, February 1961.

Young & Rubicam: pace-setter in fm research

ONE of the most insistent demands for quantitative as well as qualitative fm research has come from Young & Rubicam, New York. But Y&R, unlike many agencies which raise a hue and cry for more fm information but who make no attempt to share the research load, has done something about it.

It's spent considerable money and

time to research the nature and dimension of fm—its receiver ownership, audience characteristics, listening frequency. Presented to the industry by Dr. Frank Mayans, vice president and associate director of research, the fm study is one of the rare attempts to bring light to the shadowy subject of frequency modulation broadcasting.

His major conclusion:

"Fm is a medium with the fine capability of reaching a prime market." But this conclusion and that of the agency's media and research people is based on fact rather than guesswork. That was the purpose of the study. The project, he said, confirmed "what we had suspected." But "we think such studies change supposition to fact, and assign quantities where none existed before."

Details of the study appear in two pages of charts with this article.

The fm research is needed—by agencies and advertisers and by the medium itself. "No two media are alike and interchangeable," says Mayans. "Each has its own values. How is fm to be used properly if we don't measure, rather than guess, what these dimensions are?"

Media allocation "can be a devilishly complicated business, and we'll need more and better research to keep up with the pace." His recommendation, and that of every agency man interested in fm: that individual fm stations make a local move in this same kind of national research direction.

Some first steps in this direction:

1. Talk to your prospects—whether local, regional or national—and make careful note of what answers you DON'T have when they ask for information.

2. Try to figure out an authoritative but inexpensive way to at least BEGIN providing some of this material. ■

SUMMARY OF FM OWNERSHIP

Young & Rubicam traces bold patterns in which fm receiver ownership shows up as HIGHER contrasted with LOWER.

HIGHER	LOWER
North central	West
Metro	Non-metro
Large cities—small cities	Medium cities
High income	Low income
Average size families	Small and large families
Home owners	Renters
Non-farm	Farm
Tv owners	Non-tv owners
Non-white	White
Higher prestige occupations	Lower prestige occupations
Middle age groups	Younger and older adults
College	Grammar school

ALMOST 3 IN 10 RADIO HOMES ARE FM-EQUIPPED.

Am only—87% Am-fm—24% Fm—4%

(no report or radio not in working order, 3%)

FM OWNERS ACCOUNT FOR FAR MORE LISTENING THAN AM HOMES.

	Fm owners	All radio owners
Listened in past week	40%	11%
Yesterday	20	5
Day before	7	2
Remainder	13	4

(But 59% of the fm owners said they had not tuned in the previous week and 17% of the group of all radio owners had not. One percent of the latter "didn't know.")

1 IN 10 PEOPLE TUNE TO FM MORE THAN 4½ HOURS DAILY.

Of those who own and listen to fm during the previous day,

19% spent less than 30 minutes with fm

30% from 30 minutes to 1½ hours

21% from 1½-2½ hours

11% from 2½-3½ hours

9% from 3½-4½ hours

10% more than 4½ hours

FM OWNERSHIP IS HIGHEST IN THE SOUTH AND NORTH CENTRAL.

	West	South	North central	East
Total radio	15%	29%	31%	25%
Am only	16	28	30	26
Fm or am-fm	12	30	34	24

FM SETS IN CITIES OUTNUMBER THOSE IN NON-METRO AREAS.

	Metro	Non-metro
Am only	57%	43%
Am-fm or fm	67	33

(Note: Respondents to Y&R survey are female homemakers.)

FM OWNERSHIP IS HIGHEST IN HIGH-INCOME HOMES.

	Under \$70	Weekly salary \$70-\$99	\$100-\$139	\$140 and over
Am only	22%	19%	25%	25%
Fm or am-fm	9	21	18	41

FM OWNERSHIP VARIES BY FAMILY SIZE.

	Number of persons				
	1-2	3	4	5	6 or more
Total	33%	20%	19%	13%	15%
Only am	33	20	18	13	16
Fm or am-fm	31	21	22	13	13

MOST FM OWNERS OWN THEIR HOMES.

	Classification										
	Own home	Rent	NR*	Farm	Non-farm	NR*	Own tv	No tv	White	Non-white	NR*
Total	70%	30%	14%	86%	91%	9%	92%	7%	1
Only am	68	32	14	85	1	89	11	94	6
Fm or am-fm	74	25	1	11	89	95	5	91	8	1

*No report.

FM OWNERSHIP VARIES WIDELY BY PROFESSION.

	Prof., semi-prof.	Prop., mgr officials (non-farm)	TYPE OF WORK Clerical, sales	Craftsmen, foremen	Oper., assoc.	All others
Total	9%	13%	13%	20%	14%	31%
Only am	8	12	13	20	15	32
Fm or am-fm	14	17	11	20	13	25

FM OWNERSHIP PEAKS WITH 35-YEAR-OLD CLASS.

	Age				
	Under 25 years	25-34	35-44	45-54	55 and over
Total	8%	24%	26%	20%	22%
Only am	10	24	25	18	23
Fm or am-fm	4	24	30	23	19

FM IS CONCENTRATED AMONG THE BETTER-EDUCATED.

	Grammar school or none	High school	College	No report
Total	29%	55%	16%
Only am	32	56	12
Fm or am-fm	22	52	25	1

(Note: Respondents to Y&R survey are female homemakers.)

FM HIGHLIGHTS

COMMUNITY CONCERT

The success of a campaign to raise money for a community concert program in Pampa, Tex., was attributed directly to announcements on WBMF-FM Pampa. The membership goal to support the program was increased from 800 to 1200 this year. But after 15 announcements on WBMF-FM in the space of five days, the concert committee was forced to turn down 78 applicants who wrote in after the quota was filled.

PHONOGRAPH RECORDS

A total of \$5,000 worth of records was sold by Madrona Records, one of the largest retailers in Portland, Ore., in a five-day period as a result of commercials aired on KEX-FM. The company used no other media, restricting its advertising to four spots a day over KEX-FM.

SAIL-MAKER

Charles Ulmer, a sail-maker in City Island, N. Y., has purchased time on a 45-minute boating program on WLIR Garden City for the second straight year.

Ulmer decided to buy again on the theory that high-priced merchandise sells better on fm. The program is *Wet Pants*, which broadcasts results of local sailboat races on Long Island and the south shore waters.

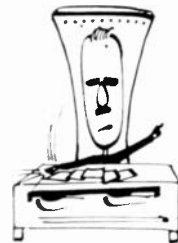
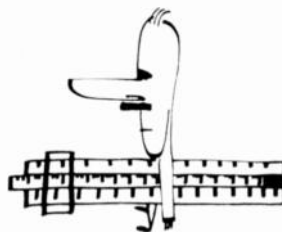
HOMES

Another advertiser who used fm to push an expensive item scored a success after a week-end schedule of spots over KRBE-FM Houston. The item: a home priced at \$75,000.

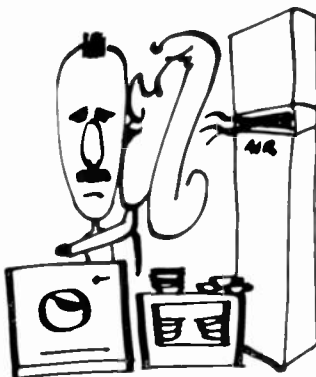
FM PROGRAMING

Many fm stations throughout the country are adding or increasing their live programing to stimulate listenership. In Detroit, WDTM-FM has moved its microphone into the Cafe Galerie, a well-known club for folk music, for a one-hour weekly program.

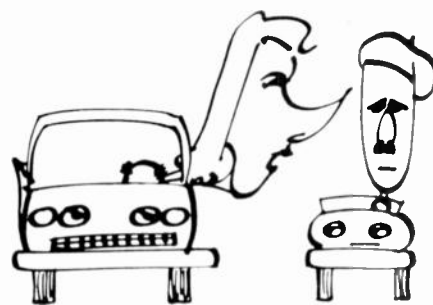
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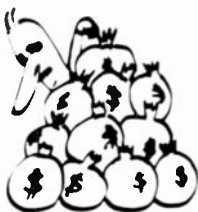
Though there is a multiplicity of engineers, business executives and professional men the listener comes from every walk of life, according to a survey made in Southern California.



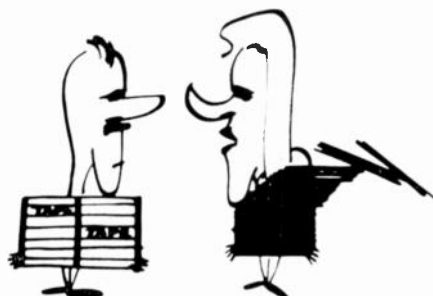
25% own air conditioners
20% own dishwashers
28% own clothes dryers



67% own two cars
20% own foreign or sports cars



32% earn over \$10,000 per year
63% earn over \$7,000 per year



82% collect records
43% collect tapes

Fm stations are slowly responding to the often repeated criticism that they don't supply advertisers with enough information about their listening audience. With the aid of cartoon drawings, the results of a recent survey in southern California was published in the *FM and Fine Arts Guide* with a view toward catching the eye of prospective advertisers.

The cartoons portray the average southern California listener, his earnings and buying preferences. According to the study, commissioned by the Fm Broadcasters' Assn., the

major portion of the audience is composed of engineers, business executives and professional men in the higher income brackets. Of the total audience, 63 per cent earn over \$7,000 per year and 32 per cent over \$10,000.

The average listener likes to indulge in high-priced items, including air conditioners, dishwashers, clothes dryers, tape recorders, hi-fi equipment, airplane flights and cars (67 per cent own more than one car). In addition, almost half said they intend to purchase an fm car radio to supplement their home listening.

FM HIGHLIGHTS

Continued from preceding page

In response to the growing popularity of folk music, the station expanded its half-hour *Conversations in Folk Music* to the full-hour live show, now called *All Over This World*. In Salina, Kans., KAFM has signed a contract to broadcast the Kansas University football games in the fall. KAFM will be the only station in central Kansas to carry the entire schedule of K. U. games.

In an effort to add greater variety to its programming, KING-FM Seattle has initiated a new schedule of programs during the station's eight hours of independent broadcasting from 4 p.m. to midnight.

Drawn from sources which include the BBC, the National Broadcasting Co., the CBC and the Broadcasting Foundation of America, the schedule will feature drama, comedy and discussion programs in addition to music ranging from opera to jazz.

Among the news shows are *World Theatre*, a two-hour drama program featuring England's leading actors; *The Goon Show*, starring British movie star Peter Sellers in a half-hour comedy show, and *International Book Review and Literary Report*, a discussion program which focuses on the world of books.

A station in southern California which has taken the trend toward specialization seriously is KHOF-FM. Unique in the field, the station broadcasts 18 hours of sacred music daily. KHOF-FM uses pipe organs, orchestras, choral groups and soloists on records, tapes and live spots.

According to a station spokesman, specialized fm is a hit with "the better families" of the Southern California market. The station cites a survey commissioned by BBDO which claims that 82 percent of the fm listeners in the area are college graduates and 86 percent are earning more than \$5,000 per year.

FM PROMOTION

A station in Baltimore found that participation in community projects can be an effective method of in-

creasing its audience. The station, WFMM-FM, set up a booth at the city's "Green Thumb Show." On hand to answer both gardening and fm questions was Richard de Lano, assistant county agent and host of the station's *Gardening News and Notes*, a five-minute program heard six times a week.

The booth attracted excellent response, according to the station, and was "positive proof that public service programs and promotions need not be dull and barren."

FM INDUSTRY

The best method of reproducing music for fm broadcasting is through the utilization of magnetic tape, according to WMKE-FM Milwaukee.

Since December, the station has broadcast exclusively with stereo magnetic tape. The purpose: to provide completely noise-free music. WMKE-FM claims to be the first station to broadcast completely with magnetic tape.



AN FM PRIMER: HOW TO EDUCATE ADVERTISERS

Selling fm is sometimes a matter of educating the prospective advertiser. Using this theory as a starting point, WHIO-FM Dayton has prepared a booklet that acquaints the client with the medium of frequency modulation. The booklet then soft sells its way into the reasons sponsors should advertise on WHIO. Using a readable, uncluttered format with an attractive cover that underlines the station's policy toward quality programming, the booklet guides the reader through information on WHIO's audience and coverage. Letters, surveys and success stories are used to sell the station to advertisers. The booklet further explains WHIO's policies toward programming and commercials. The sum total is an example of how an fm station can sell itself by providing clients with an overall picture of fm, and an analysis of the station's coverage.

STEREO ON THE MOVE

Another fm station to recently join the ranks of the few to broadcast in stereo: KLSN Seattle. Cortlandt T. Clark, vice president and general manager, reports that KLSN began stereophonic broadcasting at 8:23 a.m., Pacific daylight time, July 11.

In San Francisco, another move into stereo gives fm stations west of the Mississippi River a slight edge over their eastern brothers. KPEN (FM) San Francisco announces that it will begin regular stereo multiplex broadcasts during the first week in August.

Say KPEN Managers James Gahbert and Gary Gielow: "We plan from the start to broadcast between 40 and 50 hours each week in stereo. We'll be on the air six hours, Monday through Friday, with an increased schedule on weekends. We intend to offer a great variety of stereophonic program fare."

The station further reports that two-thirds of all stereo program time is sold to sponsors. Hi-fi dealers in the area report that the demand for multiplex adapters and receivers far exceeds the current supply, according to station spokesmen. "While the number of adapters now in the area is in the hundreds," say Gahbert and Gielow, "we look forward to well over 25,000 multiplex receivers in our coverage area by the end of the year."

It has been reported that many fm stations which now broadcast monophonically are experimenting with stereophonic equipment after midnight. These and other stereo-minded fm stations are still broadcasting at various times in the new sound dimension in cooperation with another station.

WNBF-FM Binghamton reports that it will broadcast live in stereo series of four concerts by the Walenberg String Quartet. The concerts will originate from sister station WNBF-TV's studios, before a live audience.

According to the station, the studio audience will hear the concerts in a specially designed drawing room setting. The broadcasts are scheduled for four Sunday afternoon concerts from 4 to 5 p.m. The broadcasts are sponsored by L. F. Hamlin Inc., operators of Hamlin's Red Cross Drug Stores. ■

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. This issue of U. S. FM includes returns from 480 fm stations. The *Fm station key* will be augmented each month as new or additional information is reported by fm operations. See box below for abbreviations. Stations not listed are asked to send in the same information which appears below.

Abbreviations

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

ALABAMA

Albertville

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

Birmingham

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

WCRT-FM (Am: WCRT)
National Rep.: Weed
Counties: 42; ERP: 48,800 w
Prog. (Sep.): Cl, s-cl, st, shw

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

WSFM
National Rep.: Walker-Rawalt
ERP: 20,000 w

Decatur

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

Sylacauga

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

ALASKA

Anchorage

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

ARIZONA

Tucson

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

ARKANSAS

Jonesboro

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

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, sprts

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

FM STATION KEY (Continued)

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% (Politiz 1960)
Prog.: Cl, con, op, nws, jz
KHOF-FM
Counties: 8; ERP: 100,000 w
Prog.: Rel, nws, wthr, dr, intvw.
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

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

KPOL-FM (Am: KPOL)
National Rep.: Paul H. Raymer
Counties: 3; ERP: 38 kw
Market Pen.: 48.9% (Pulse)
Prog. (Dup.): S-cl, shw, st, nws
KRRM
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

San Bernardino

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

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 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
National Rep.: Walker-Rawalt
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

KDFC

National Rep.: Walker-Rawalt
ERP: 33,000 w

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.)

FM STATION KEY (Continued)

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.: Spot Time Sales
 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

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

Fort Pierce

WARN-FM (Am: WARN)
 National Rep.: Continental
 Counties: 4; ERP: 1,300 w
 Prog.: Con, pop, jz, nws

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

WKLS

National Rep.: Walker-Rawalt
 Counties: 34; ERP: 6,400 w
 Prog.: S-cl, st, shw wthr

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

FM STATION KEY (Continued)

Newnan

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

Savannah

WTOG-FM (Am: WTOG)
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, iz, nws

ILLINOIS

Anno

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, iz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, iz, 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; ERP: 33,000 w
Prog.: St, s-cl, shw, iz, 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, iz, op, shw

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM
Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, iz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

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

Effingham

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

Elgin

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

Evanston

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

Harrisburg

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

Jacksonville

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

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, iz, 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, iz, 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, iz, 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

FM STATION KEY (Continued)

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

Shreveport

KBCL-FM (Am: KBCL)
National Rep.: George T. Hopewell
Counties: 9; ERP: 3.6 kw
Prog.: (Sep., nights): Cl, con, s-cl, st
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Augusta

WFAU-FM (Am: WFAU)
National Rep.: Devney/Daren F. McGavren
Counties: 10; ERP: 4,845 w
Prog. (Sep.): Cl, con, s-cl, st, shw

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

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

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FM STATION KEY (Continued)

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)
National Rep.: Weed
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

Fitchburg

WFGM-FM (Am: WFGM)
ERP: 20,000 w
Prog. (Dup./Sep.)

Plymouth

WPLM-FM (Am: WPLM)
National Rep.: Breen-Ward
ERP: 20,000 w
Prog. (Dup.): Con, s-cl, nws, wthr, 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: 27; ERP: 165,000 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, flk

Kalamazoo

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

Mt. Clemens

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

Saginaw

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

Sturgis

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

MINNESOTA**Brainerd**

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

Minneapolis

KWFM
National Rep.: Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st
WAYL
National Rep.: Thomas F. Clark Co.
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**

KBey-FM (Am: KBey)
National Rep.: Avery-Knodel
ERP: 17 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.): Op, s-cl, pop, st, shw
KCJC
National Rep.: Modern Media
ERP: 63 kw
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

FM STATION KEY (Continued)

KCMK

National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMO-FM (Am: KCMO)

National Rep.: Katz
Counties: 54; ERP: 65,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw
KPRS (Cp applied for)
National Rep.: John Pearson
ERP: 18 kw

KXTR

National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, con, op, flk, jz

WDAF-FM (Am: WDAF)

National Rep.: Edward Petry
ERP: 35 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.)

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.)

KRFD-FM

Counties: 94; ERP: 97,400 w
Prog.: Jz, st, sprts, nws, intvw

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

Scottsbluff

KNEB-FM (Am: KNEB)
National Rep.: Hal Holman
Counties: 12; ERP: 6,900 w
Prog. (Sep.): Cl, con, s-cl, st, shw

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, OXR

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

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

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FM STATION KEY (Continued)

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

WHLI-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

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

FM STATION KEY (Continued)

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, iz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 27 kw
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, iz

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

Dayton

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

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

Findlay

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

Lancaster

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

Lima

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

Middletown

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Oxford

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

Piqua

WPTW-FM (Am: WPTW)
Counties: 26; ERP: 35,600 w
Prog. (Sep.): St, shw, spts, wthr, nws

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: 22; ERP: 50 kw
Prog. (Dup.): Cl, s-cl, spts

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, iz, 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, iz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, iz
KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, iz
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, iz

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, iz

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, iz

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

FM STATION KEY (Continued)

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)
National Rep.: Frederick W. Smith
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.: Frederick W. Smith
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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

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

RHODE ISLAND

Providence

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

WPFM
National Rep.: QXR Network

ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

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

WPRO-FM (Am: WPRO)
National Rep.: John Blair
Counties: 19; ERP: 15,000 w
Market Pen.: 35.7% (Pulse)
Prog. (Sep.): S-cl, cl, st, shw, 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.: Frederick W. Smith
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

National Rep.: Walker-Rawalt
Counties: 53; ERP: 18,000 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

FM STATION KEY (Continued)

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE

Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)

Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

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

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

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
Counties: 24; 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: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Marion

WMEV-FM (Am: WMEV)
ERP: 3,400 w
Prog. (Dup./Sep.): Music, nws, sprts

Martinsville

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

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

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

SINCE 1956

KHFI-FM

AUSTIN, TEXAS

WRITE FOR THE
SOUTHWEST'S MOST
EXCITING FM SUCCESS
STORY

P.O. BOX 4504

AUSTIN, TEXAS

Rep: Good Music Broadcasters, N. Y.

**SAN ANTONIO'S
MOST POWERFUL
FM STATION**



FM STATION KEY (Continued)

Staunton

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

Winchester

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

WASHINGTON

Bellingham

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

Seattle

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

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

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

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog.: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)
National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

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

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

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

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

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

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, i

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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