

U.S.

AUGUST • 1961

VOL. 2 — NO. 7

F M

**AN
AIR MEDIA
PUBLICATION
FOR FM
BROADCASTERS
AND
ADVERTISERS**

**FM HOMES:
14 MILLION**

page 3

**WILL FM BE
A MASS MEDIUM**

page 6

**LOCAL CAPSULES
ON FM SUCCESS**

page 9

**FM STATION
KEY LISTING**

page 11

**FM TRENDS AND
DEVELOPMENTS**

page 1

WHOM-FM (92.3 mc.)

becomes

the New York

VOICE OF HERITAGE

... presenting 18 hours of the world's outstanding music each day from 7:00 a.m. to 1:00 a.m.

With the addition of the big New York market, Heritage Stations now offer coverage in every important market area in the country... broadcasting to the nation's greatest captive FM audience.

THE NATION IS FOR SALE... BY HERITAGE!

HERITAGE STATIONS

NATIONWIDE



U. S. FM is on the move!

U. S. FM, one of the two magazines published monthly by Air Media, Inc., will be merged with its sister publication, U. S. RADIO, with the September edition.

The publishers think such a merger of the leading publications covering both phases of radio broadcasting—amplitude modulation, frequency modulation—will bring to a far more vast audience of readers . . .

- **news and analyses of current developments in radio,**
- **an appraisal and perspective on trends which are emerging in this ever-new but older sound medium,**
- **a better understanding as to how radio—in both its forms—can serve the vital interests and objectives of its three participants: the listener, the broadcaster and the advertiser.**

You, as readers of this magazine, will be able to enjoy and to take advantage of “one-stop reading”—the presentation of crucial issues and developments in the radio broadcasting business under one cover, written and presented in easy-to-assimilate style, developed at all levels to give readers a rounded as well as deepened perspective on the industry.

Motorola gives heavy billboard promotion to its fm radios

Motorola's new fm car radio was heavily promoted on billboards during May and June to reach driving traffic in 99 markets, each with at least three fm radio stations. Programatic Broadcasting Service, in its current newsletter, commends the manufacturer for its "display of confidence in the new medium in spending impressive money in posting roadside billboards." The agency: Leo Burnett, Chicago.

NAB surveys its fm station members to learn plans

NAB, in a new survey of its fm members, indicates that 79 of them will be broadcasting stereo programs by the end of this year and another 178 by the end of 1962.

Details of its mail survey of some 600 fm stations:

- 185 fm stations said they plan to begin stereo broadcasts.
- 140 fm facilities do not plan to go into stereo.
- 32 stations have made no decision on the matter.
- 24 stations combine stereo in both am and fm broadcasts and have no specific plans for stereo fm only.

Fm stations have many plans for stereocasts

NAB also queried stations as to the number of stereo hours they would broadcast weekly. The range was wide: from two to 130 hours per week. The biggest single reason for a delay in starting stereo broadcasts, say the stations: a scarcity of fm stereo receivers. NAB's Research Manager Richard Allerton says that of those 185 stations which report they'll go into stereo, 46 will begin stereo programming next year, seven more stations in the post-'62 period and 77 before the end of this year.

Fm Station Key sees rise of 126 stations in 6 months

Gaining number of fm stations are taking the air, with matching rise in national rather than merely local or regional broadcast interest. One significant indicator is the rise in correspondence to U. S. FM editors, and the additional reports which stations are detailing for use in the monthly Fm Key (see page 11). In the past six months, the station listings in the Key have risen from 369 to 495.

Henri, Hurst & McDonald has special fm summary

A Chicago agency—Henri, Hurst & McDonald—joins Young & Rubicam, New York, as a pace setter in exploiting and detailing the fm market for its accounts and its prospects. Lee Randon, audio-video director of HH&M, gives some of his and the agency's "inside" thinking on the fast moving medium of fm. (See page 7.)

Hi-fidelity show uses radio to sell itself

Developers of the high fidelity music show for the greater Delaware Valley area, scheduled for the Benjamin Franklin Hotel in Philadelphia from October 27 through 29, gives stress to the value of radio advertising. Show Director Harry Bortnick says "major funds" have been set aside for the purchase of radio announcements, as well as for other media, and that U. S. Savings Bonds will be awarded to winners in several advertising classes, including the "best use of company advertising on radio" in supporting the show.



Great benefactor

Congratulations on U. S. FM! I am sure it will prove a great benefactor to the fm cause.

David M. Myers
President
WFGM-FM
Fitchburg, Mass.

Improving with age

Gentlemen, allow me to say thank you for your fine publication, U. S. FM. Every issue seems to be more valuable than the one before it.

Kenneth G. Moore
KHOF-FM
Los Angeles

High hopes

We thoroughly enjoy U. S. FM. We feel it to be a great help with our fm problems and do hope the magazine will continue as a separate publication.

George H. Haskell
General Manager
KNEB-FM
Scottsbluff, Neb.

Good news

We appreciate the fine work you are doing in putting good radio news in print.

Joe Urban
Manager
WEKZ-FM
Monroe, Wis.

"Our own"

Congratulations on U.S. FM from WDBN-FM! It's a shot in the arm the fm business has needed, a magazine we can "call our own."

WDBN has been on the air for almost 10 months, with success leading the way from the very beginning. For this reason, we are convinced that fm is not a thing of the past, or, a product of the future, it is here now, and, we feel that the success of this fm station, and, many others like it, have proved just that.

Theodore Niarhos
Vice president and
general manager
WDBN-FM
Barberton, Ohio

... IN THIS ISSUE ...

Fore Most	1
Trends and highlights in fm radio; reports on fm advertisers and stations	
Fm home box score: 14 million homes	3
With fm penetration now set at 28 percent of all radio homes, fm makes a measurable impact	
Fm: evolution from 'class' to 'mass'	6
Henri, Hurst & McDonald's Lee Randon forecasts fm's future in a client presentation	
Fm Highlights	9
Capsule success stories, news from stations and fm advertisers; what they buy and why	
Fm station key	11
Up-to-date listing of fm stations, including programing, market penetration, representative	

Norman R. Glenn
Bernard Platt
Arnold Alpert

Editor and Publisher
Executive Vice President
Vice President
and Assistant Publisher
Secretary-Treasurer
Managing Editor
Senior Editor
Assistant Editor
Contributing Editor
Art Director
Business Manager
Administration-Production
Secretary to Mr. Alpert

West Coast Representative
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUTter 1-4583
% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUUnkirk 7-6169 & 6160

U.S. FM is published monthly by Air Media Inc. Subscription for U.S.A. includes U.S. RADIO, monthly publication also published by Air Media Inc. Editorial and Business Office: 40 E. 49th Street, New York 17, N. Y. MU 8-0475. Printing office, 3110 Elm Avenue, Baltimore 11, Md. Please advise if you move, and give old and new address. Copyright 1961 by Air Media Inc. Accepted as controlled circulation publication at Baltimore, Maryland.

Enjoys surveys

Many thanks, we enjoy reading U.S. FM each month, and in particular the article about surveys. We feel that much needs to be done in this field, and soon hope to take our place as a "doer" on surveys.

Bill Dahlsten
Operations Manager
KA FM
Salina, Kansas

Helpful

We find this magazine very helpful and want to continue receiving it.

Dave Yearick
Commercial Manager
WMUU-FM
Greenville, S.C.

Interesting

We find U.S. FM extremely interesting and helpful.

Robert A. Gates
Manager
WFAH
Alliance, Ohio

Fm home box score: 14 MILLION

New fm home count gained from student's thesis marks a research milestone



THE findings of a student, probing fm for facts to fill a master's thesis, have suddenly added some solid flesh to the medium's profile.

Although unofficial, a new educated projection of the number of fm homes in the United States is estimated at 14 million according to a thesis prepared by Don Mohr for New York University.

At the recent National Assn. of Broadcasters convention in Washington, D. C., he states in the study, "a leading advertising agency [Ed. NOTE: Young & Rubicam, Inc., New York] released a study on the fm radio audience, in which it was reported that approximately 28 percent of all radio homes have an fm receiver. By applying this figure against the number of U. S. radio homes, currently estimated at 49,500,000* pending

a more current estimate, fm homes may be estimated at approximately 14 million."

Mohr has made the same projections for approximately 30 markets, based on The Pulse Inc. fm market penetration reports (see chart, page 4). In studying these markets in relation to total U. S. fm homes, Mohr has observed that the six largest fm markets—New York, Los Angeles, Chicago, Boston, Philadelphia, and San Francisco-Oakland—account for a combined total of 5,636,222 fm homes.

"Thus," he concludes, "40.3 percent of all U. S. fm homes are located within these six major metropolitan areas. This fact would seem to be quite significant to an advertiser interested in fm radio as an advertising medium."

Because these six major markets seemed to loom as the most impor-

Don Mohr, a graduate student in the school of business administration, New York University, has recently submitted for an M.B.A. degree a thesis entitled "The Potential of Fm Radio as an Advertising Medium." Portions of this work are described in this article. Mohr has been on the staff of a national advertising agency for the past three years. In order to identify his study as one done for personal reasons, Mohr asked that U. S. FM withhold the agency's name.

*Source: Radio Advertising Bureau, 1960 Radio Facts Pocketpiece.

Fm penetration and projected number of fm radio families*

	Fm penetration % of am homes	Date	Radio families in metro area Families	Date	Projected fm radio families
Akron	26.6	4/60	152,200	1/61	40,485
Albany-Troy- Schenectady	33.1	10/58	204,600	1/61	67,723
Atlanta	19.2	10/60	275,600	1/61	52,915
Baltimore	27.9	4/57	482,100	12/60	134,506
Boston	50.1	2/59	938,700	12/60	470,289
Buffalo	34.8	9/59	388,100	12/60	135,059
Chicago	42.9	11/60	2,013,300	1/61	863,706
Cincinnati	29.1	1/60	333,600	12/60	97,078
Cleveland	36.1	6/59	528,900	12/60	190,933
Columbus	37.4	10/58	195,500	1/61	73,117
Dallas-Fort Worth**	20.7	4/58	450,095	11/60	93,170
Denver	38.5	6/60	273,600	12/60	105,336
Houston	31.2	8/60	359,300	1/61	112,102
Kansas City, Mo.	33.3	11/60	339,500	1/61	113,054
Los Angeles	48.9	6/59	2,181,500	12/60	1,066,754
Miami	31.7	10/58	282,100	2/61	89,426
Milwaukee	22.1	4/58	350,700	12/60	77,505
Minneapolis-St. Paul	20.5	10/60	417,900	12/60	85,670
Nashville	11.8	11/59	105,500	11/60	12,449
New Orleans	24.1	11/58	240,400	12/60	57,936
New York	53.5	10/60	4,417,300	11/60	2,363,256
Norfolk	31.8	12/60	159,100	5/60	50,594
Philadelphia	36.3	2/58	1,253,400	1/61	454,984
Pittsburgh	30.1	2/59	673,500	12/60	202,724
Portland, Ore.	46.1	11/57	286,100	2/61	131,892
Providence	35.1	10/58	208,400	10/60	73,148
Richmond	28.1	8/59	112,000	12/60	31,472
Rochester	41.9	10/58	178,600	10/60	74,833
San Antonio	22.2	11/60	177,300	11/60	39,361
San Diego	39.4	10/59	304,000	11/60	119,776
San Francisco-Oakland	47.3	9/57	882,100	1/61	417,233
Seattle	21.3	2/60	354,300	12/60	75,466
Washington, D. C.	40.3	4/59	579,800	12/60	233,659

*Source: The Pulse Inc. (Note: Reports used for each market are indicated by the dates in the table.)

**Covers Dallas and Tarrant Counties only.

tant in his study, Mohr prepared, where similar information was available for three or more markets, a composite figure through use of a weighted average.

In order to arrive at composite figures he weighted the Pulse data for each market by the size of the respective market. For example, the table on page five, *Ownership of fm radio sets*, was weighted by the number of radio homes in each market. Two other tables, not reprinted here, *Use of fm radio in the last week* and *Reasons for listening to fm radio*, were weighted by the number of fm homes in each market.

"It is questionable," Mohr says, "whether or not these composite figures should be projected beyond the sample, as most of the reports were done in different years and at differ-

Angeles, where 71.2 percent reported listening in a one-week period. Tune-in in the other five markets was: Chicago, 64.0 percent; New York, 57.4 percent; Boston, 52.7 percent; San Francisco-Oakland, 48.6 percent, and Philadelphia, 47.1 percent.

Among listener's reasons for listening to fm radio, the most cited response (49.2 percent) in the six markets was that they "liked good music." Some 21.8 percent said they had "no particular reason" for listening to fm; 19.2 percent liked fm because there were "fewer commercials;" 15.7 percent said they listened because of "superior sound, tone, reception or lack of static." The figures total above 100 percent because of multiple responses.

Unfortunately, as Mohr points out

may be, is a quality audience and should not be compared with am in terms of audience size."

He believes that it is important for fm broadcasters to first sell the medium, secondly the market, and finally, the station.

However, in the absence of widely accepted quantitative audience data, he recognizes that an advertiser considering fm as a vehicle for his methods is faced with not finding the exact number of homes his commercial might reach. At the same time, he reflects, the cost of producing audience size data periodically may be prohibitive for many fm stations.

"One solution to this problem was suggested by the sales manager of a metropolitan fm station," says Mohr. "His proposal is to develop data on

Ownership of fm radio sets in the top six fm markets*

	New York	Los Angeles	Chicago	Boston	Philadelphia	San Francisco-Oakland	Composite
Total radio homes interviewed	1000	1000	1050	1000	1000	1000	6050
Homes possessing fm receiver	53.5%	48.9	42.9	50.1	36.3	47.3	48.2
Homes without fm receiver	46.5%	51.1	57.1	49.9	63.7	52.7	51.8
TOTAL	100.0%	100.0	100.0	100.0	100.0	100.0	100.0

*Source: The Pulse Inc.

ent times of the year; and there was a slight difference in the wording of questions among some of the reports. Furthermore, two Los Angeles reports were used interchangeably.

"However," he states, "since no similar data exists in composite form for these six markets to the best of the author's knowledge, the data gives some approximation of the combined market."

In his study of how many listeners used their set in a one-week period, Mohr came up with these figures for the composite six-market area: 59.1 percent said that they used their fm radio during the week; 40.9 percent said they did not. Thus, over half of these fm owners used their sets during the week. The highest percentage of tune-in was registered in Los

in his comments, "there is no precise definition of good music. It could be classical, semi-classical, popular, jazz or other type. Good music to an fm owner in one section of the country may not be appealing to another listener in a different area."

Audience data, which will tell an advertiser how many homes within a market are listening to an fm station at a particular time, are still lacking, Mohr points out.

"Although it is obvious," he states, "that audience size figures for fm stations would be lower, in general, than similar figures for am stations, such data would be useful as an aid in evaluating fm stations, time periods, programs and cost per thousand. The fm audience, however small it

fm homes-using-radio for individual markets."

Going one step further, Mohr advocates: "Assuming that all fm stations within a market contributed to a joint fund set up for fm audience research, surveys of fm usage by hourly periods could be taken for the entire market. This would not handicap fm stations with smaller audiences, as ratings for individual stations would not be shown.

"At the same time this information is obtained," he continues, "it would be highly desirable to also obtain audience composition data reflecting the percent of men, women, teens and children listening to an fm receiver at several intervals of the day. Having data with which to sell their market, stations would then be in a position to sell themselves." ■

Fm: evolution from 'class' to 'mass'

Henri, Hurst & McDonald's Lee Randon traces the excitement and change of fm in its era of 'revolution' to becoming a mass medium

Among the important contributions to the fm medium is the agency presentation to its clients: a summary of the force and facts of fm which inform and then persuade advertisers to use this kind of radio. One of the newest and most detailed such presentations comes from Henri, Hurst and McDonald, Chicago, and represents the thinking and the work of its audio-video director, Lee Randon.

The basic fm presentation shown by HH&M to its clients and to its prospective accounts is reprinted by U. S. FM in its entirety. But Mr. Randon has corollary thoughts to his written statements which background even further some of his thinking.

This presentation, he says, "marks the closing of one era and the beginning of a new one. It presents the standard picture of the medium to the present. But I have felt for some time that a tremendous change is in the making, one which will almost obliterate the differences between am and fm programing."

Few of the fm stations which have gone on the air in recent years, he adds, have adhered to the classic fine music program pattern. "A surprisingly large number are programing jazz, folk music, special features—all the basic elements of a good am station.

"At least one Chicago station is primarily foreign language, another has adopted the d.j. format, a third is completely am piped out of an fm transmitter. The network affiliates do nothing but simulcasting, yet get ratings. Follow this trend through and you'll find that the differences between am and fm programing are becoming more and more minute.

"In time, the only advantages fm will retain (always

excluding the fine music stations) are the small number of commercials per hour, the better quality of fm transmission and new stereo multiplexing.

"Now add one new element: the FCC's announced policy of fostering new high-powered fm stations and downgrading am. The net result could be a complete reversal of the present picture, with fm the dominant radio medium, am becoming the secondary one."

Mr. Randon hesitates to make predictions about the future of stereo, thinking that too much depends on the amount of advertising and promotion the set manufacturers will put behind it. If the manufacturers really push, the stations will join in and fm set ownership could skyrocket.

"If the manufacturers follow the line they did with color tv, the increase in set sales will be steady but slow. The picture is confused, won't begin to clear until fall when the first sets are on the market.

What he terms the "revolution" in programing indicates, in his view, that all present fm research will "soon become obsolete. As the number of fm set owners goes up, the social status of fm listeners, wage brackets, professional standing—all these will have to adjust downward toward am standards, always with the audiences of fine music stations remaining an exception.

"The only statistical support I can offer to substantiate this trend is a set count. There has been a large increase in the purchase of fm and am-fm combinations. Is this the result of a sudden crusade for classical music? Of course not. Basically, it's caused by the realization that you can get am-type programing better on an fm channel."

What Henri, Hurst accounts hear about fm

What is fm broadcasting?

Technically, it means that the broadcast signal is frequency modulated instead of amplitude modulated as in am radio broadcasting. To the layman this boils down to reception which is capable of extremely high fidelity and is entirely static free.

Commercially, fm has become a sponsor's dream. It provides, in many cases, loyal devoted audiences who show their appreciation by also being loyal to station sponsors. More of this later.

Growth of fm broadcasting

This form of broadcasting goes back to the dim days of radio, having competed with am during broadcasting's infancy. Fm lost out to am's broader range and for many years retreated to an experimental posi-

tion, used primarily by non-commercial stations, such as WEFM Chicago, or as adjuncts to well-heeled am stations, such as WQXR New York.

In each case, the fm station was a lonely tower devoted almost entirely to classical music. While these stations slowly built fanatically loyal audiences, these audiences were so small they were of little value commercially. For truly efficient radio advertising, they couldn't begin to compete with the powerful and popular am stations and networks.

Then came the 1950s and television!

Almost overnight the television stations took over public attention and practically all of the commercial advertising. The am stations and networks began to gasp for air. Radio, said the experts, was finished. All washed up. It wasn't true, of

course, and doubly so of fm.

Almost unnoticed in the glare of the tv tube, the number of fm stations began to multiply. By 1951, Chicago's single outlet, WEFM, was joined by seven other fm stations. By the end of the decade, that number had increased to 16. New stations appeared in city after city, until the present total has grown to over 850.

Programing diversity

As the number of fm stations increased, the programing base broadened.

Pioneers in the field continued to build their schedules on a broad base of classical music. Many of the newcomers included a fair share of classical music in their schedules but branched out from there into semi-classical and some jazz.

Others went the am route with completely diversified music and talk shows. All, however, retained a basic fm characteristic: commercials are limited, in many cases to a maximum of six per hour and, in many instances, three per hour, as against the standard six per quarter hour on most standard am outlets.

Fm audiences

As in every other phase of their operation, fm broadcasters seem to have no conception of the importance of the size as well as the quality of their audiences. While am beats its chest over a 98% set penetration and tv thunders about total audiences of 60 million and more, fm seems hesitant about admitting that it has some 80 million listeners in the U. S., reaching over 44% of the total population.

Even more interesting is the fact that this 44% of the population has more than 51% of the entire buying power! Source: *Survey of Buying Power*, July 10, 1960. *Sales Management* magazine.

Those are now impressive figures. But who listens? WQXR New York did a survey of listening habits in January 1959. It polled a random sample of 1,683 names drawn from subscribers of the *QXR Program Guide*. 1,174 completed questionnaires were returned and revealed the following:

Annual income, adult family members

Over \$15,000	15.5%
\$10,000-\$15,000	22.1%

Hours spent with fm often out-pace those with am and tv

Hourly periods	Tv viewing	Am listening	Fm listening
MORNING			
6- 7 a.m.	1.5%	7.9%	3.0%
7- 8	4.2	24.1	15.6
8- 9	6.2	13.6	21.8
9-10	1.8	7.3	26.6
10-11	1.6	5.2	26.2
11-12	2.9	4.6	23.5
AFTERNOON			
12- 1 p.m.	3.1%	9.3%	15.6%
1- 2	3.1	4.3	18.2
2- 3	2.1	4.6	21.0
3- 4	3.2	3.9	27.8
4- 5	5.5	3.7	30.7
5- 6	6.9	7.6	32.3
EVENING			
6- 7 p.m.	11.4%	9.6%	34.8%
7- 8	17.7	5.3	52.8
8- 9	32.4	3.9	65.1
9-10	35.4	5.3	60.9
10-11	26.1	4.3	51.2
11-12	8.2	4.2	23.8

The comparison of hours spent viewing television, listening to am and fm radio is revealing. (This is a survey of fm listeners.)

\$7,000-\$7,500	20.5%
\$3,000-\$5,000	10.3%
Under \$3,000	5.7%

The QXR network average income is \$8,998; the national average, \$1,800, the station reports.

Occupation, adult family members

Professional, managerial technical	69.5%
Clerical and sales	8.2
Craftsmen, foremen, operatives	5.6
Service and manual employees	2.3
Housewives, retired persons, students, others not employed	14.4

Total—100%

Obviously, if you want to reach those in the upper income brackets, in the middle and higher social levels—in other words, excellent prospects for an advertiser—you can reach them most efficiently and in the greatest numbers through fm.

And you can reach them best in the evening hours, the prime time hours which television has long claimed as its own. Television still garners a top audience but not among the growing fm audience!

The future

On May 1, the Federal Communications Commission finally approved the transmission of stereophonic music over fm stations. Beginning June 1, fm stations for the first time were able to broadcast stereophonic music over a single channel.

Listeners with properly equipped fm receivers are now able to receive stereophonic sound in their own homes. This will not interfere with normal reception on present-day monophonic receivers.

Leaders in the broadcast industry feel that this new development will give fm a tremendous boost, and will be as important to the broadcasting industry as stereophonic recording was to the record business.

This is of great importance to the fm industry. It is equally important to present and prospective fm advertisers. A concentrated selling program for this new method of receiving fm (and such an expanded program will break within the next few weeks), will increase the fm audience considerably and make this medium an even more effective advertising buy. ■

Henri, Hurst's Lee Randon is a multiple-media and all-agency advertising professional

The man who wrote this fm presentation, the full text of which appears in adjacent columns, is Lee Randon, an all-round broadcast and advertising professional who has been active in the industry for some two decades.

He's currently director of audio and video for Henri, Hurst & McDonald agency in Chicago where, over the past decade, he has been smitten ever more seriously by the fm radio medium.

He's been a writer, actor, electronics technician, producer of commercials as well as programing, film director and timebuyer.

Two of his industrial films have won awards: "Tie Tie Go Round" for the Chicago Printed String Co. and "The Cultured Wood Story" for Kroehler Mfg. Co., accounts at the agency where he has worked as a radio-tv fm specialist for the past 10 years.

After starting with the Chicago agency as film director, he moved to a post as manager of radio and tv in 1956, handling commercials and programing for such a diversified account list as Admiral, Linco bleach, International Shoe and Armour canned meats. Since then he's added responsibilities in two additional areas of vital importance to modern marketers: merchandising and media.

In merchandising, he supervises sales training and sales promotion aids for manufacturers and their sales and dealer organizations. In media, he's been active as a timebuyer for the past 18 months and directs buying activity for such major accounts as Myzon (animal food and health products).

A long-time proponent of fm, he sees marked signs of an upturn in commercial acceptance of the medium. In terms of this commercial appeal, "the fm picture has been very encouraging to those of us who believe in persuasive soft-sell. This type of copy, delivered straight by station announcers, has far outpulled the raucous and blatant commercials we have been forced to use so frequently on am.

"I hope fervently," he says, "that as fm operators continue to veer away from the classic fm image that they will continue to insist on present soft-sell standards. There are as many, if not more, opportunities for creative selling within the soft-sell approach as in the present uninhibited am commercials." ■



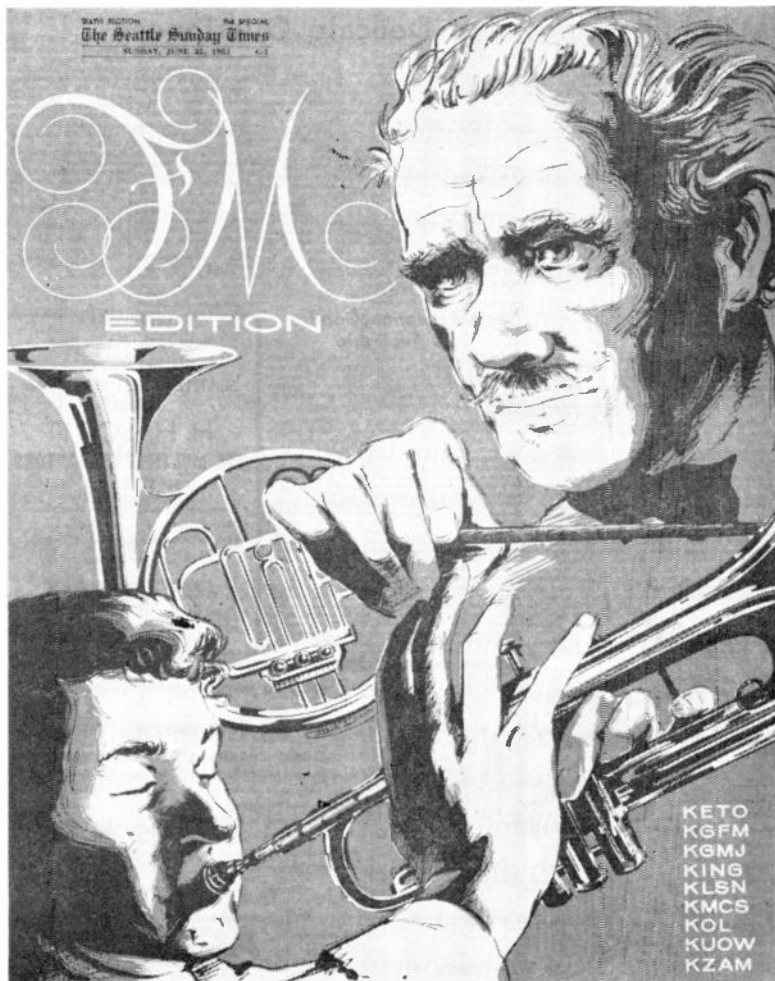
STEREO: WAITING AND WATCHING

An analysis of the status of stereo three months after the FCC approved the use of multiplexing shows a trend among broadcasters to look before they leap. Several stations have already converted to multiplexing, and according to a survey conducted by the National Association of Broadcasters, close to 80 stations hope to broadcast stereo by the end of this year. But a host of other stations, who are interested in multiplexing and hope eventually to install the necessary equipment, are playing cautious for a number of reasons. The major roadblocks are: 1) the lack of fm receivers on the market, 2) the slow response of advertisers to stereo, and 3) the stringent FCC regulations governing the use of multiplexing.

In a speech before a convention of radio retail dealers in Chicago, John F. Meagher, vice president for radio of the NAB, placed the burden of stimulating sales of fm receivers on the manufacturers and distributors. Meagher called for an extensive promotion by the makers and sellers of fm equipment to create a demand among the public for stereo receivers.

"Fm licensees are going to be very reluctant to embark upon stereo broadcasting without full assurance of full cooperation from distributors and dealers in fm stereo receivers," he said. Meagher contended that the success of fm multiplexing "depends, in a large measure, upon how aggressively and cooperatively manufacturers, distributors and dealers are willing to work with fm broadcasters."

Reactions from manufacturers indicate that some are responding to the call. Granco Products Inc. of Kew Gardens, N. Y., a major maker of fm radios, was the first company to market new stereo fm sets, according to Henry Fogel, the firm's president. Fogel explained that the company anticipated the FCC action and



SOLVING A COMMON PROBLEM

Scraping up money to indulge in promotional advertising is a problem long familiar to fm stations. One solution is to combine forces, and this is exactly what the nine stations in the Seattle FM Broadcasting Assn. did to promote the sound of fm. They joined hands with the Seattle Times to produce a special 12-page supplement devoted to fm. The stations provided ideas, articles and chipped in for a portion of the advertising. The newspaper garnered the bulk of the ad copy, mostly from manufacturers and dealers in radios and records who pushed nationally advertised equipment.

began producing the sets as soon as the approval for multiplexing came through. "This is a great new field with tremendous potential," Fogel said, "and we planned long ago to waste no time in going to stereo the moment it was approved." Fogel predicts that stereo broadcasting will create a huge demand for stereo receivers in the same fashion that stereo records set off a boom in the phonograph industry. According to Granco, industry sources expect stereo sales in the next 12 months to add \$50 to \$75 million to the \$300 million annual fm market.

Many people in all phases of radio are still fuzzy about the new types of fm equipment. In an effort to familiarize the industry with stereo fm, the Electronic Industries Assn. held a symposium on stereo at this year's music show in Chicago. The EIA brought together leading figures in the field of radio, including Meagher and Robert E. Lee, FCC commissioner; prepared a booklet called, "A new world of broadcast sound—the facts about fm stereo;" and staged a demonstration of fm stereo transmission and reception. L. W. Sandwick, vice president of Pilot Radio Corp., believed the symposium was notable because it was the first time the electronics industry had arranged for a "full factual report" on a new advance at the time of its introduction.

A further indication of industry interest in stereo is the announcement that fm stereo broadcasting will be the central theme of the 1961 Delaware Valley high fidelity music show in Philadelphia during late October. According to Harry Bortnick, the show's director, it will have the largest and most concentrated advertising and promotional budget ever allocated for this type of activity in the Delaware Valley area. All media, including newspapers, radio, posters, direct mail, cab signs, trolley and billboard displays and promotional tie-ins through store exhibits, will advertise the show.

If these and other similar promotions achieve the desired effect of creating a boom in fm receivers, then it follows that advertising agencies might take another look at fm. At present, most agency people, like many of the stations, are sitting back and waiting to see what happens. As a result, it will be sometime before the significance of stereo can be accurately measured.

Stations already sold on the idea of converting to stereo are still faced with the obstacle of finding the money to buy the equipment. The FCC has laid down strict requirements for the quality of equipment. During the EIA symposium, Robert E. Lee, FCC commissioner, explained that "the commission is requiring the stations broadcasting this new technique to adhere to very high standards in order to provide the public with the type of service that they are entitled to expect from this new and probably relatively expensive equipment. All this will go to naught if the receiving equipment does not match those high standards and I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg."

PROGRAMING

The idea of programing to a highly specialized audience continues to catch on with stations throughout the country. In Detroit, WDTM-FM started a medical news service expressly for doctors. Prepared in cooperation with the Michigan State Medical Society, the service is programed as a series of segments inserted each Tuesday between noon and 3:05 in the station's regular music presentations. The segments include announcements of the coming week's medical events, a five-minute report of current medical news, two 90-second interpretive medical features, a five-minute medical abstract, and an interview with a medical authority. In the first broadcast, the two interpretive features were on glaucoma and common sense rules

for sunbathing; the abstract concerned the complications resulting from Addison's Disease and diabetes occurring in the same patient; and the interview featured a University of Michigan professor discussing hospital costs.

In New York, WRVR-FM presented another unusual specialized program last month: eight continuous hours of live folk music. The program, aired from the station's studios in the Riverside Church Theatre, featured a number of the country's top folk singers, including Theodore Bikel, Pete Seeger and Oscar Brand. The station enjoyed the project so much that it plans a second live eight-hour show this month. This time it will present solo and chamber music.

Two fm milestones occurred last month. In New York, WNCN hired a performer at what the station calls the highest salary ever paid a talent in the history of independent fm stations. The performer is Galen Drake, a veteran radio personality long associated with WOR New York. Drake was given a three-year contract and will broadcast three shows daily. WNCN, flagship of the Concert Network, also plans to sign up several other well-known radio performers. All the shows will also be carried by the network's other three outlets: WHCN Hartford, WXCN Providence, and WBCN Boston.

In Detroit, WDTM believes it is the first fm-only station to send a reporter overseas. The station's correspondent, Dan Price, will travel through England, France, Germany and Switzerland, taping interviews with government and business leaders, as well as the man on the street.

BUYING FM

A co-ordinated schedule of 2,366 spot announcements on five New England fm stations has been bought by Monks' Bread. The company purchased the schedule after a trial flight over WPFM-FM Providence, during which sales increased more

than 13 percent in the first 20 weeks. No other medium was used. Monks originally tried fm at the suggestion of Professor Roger Washburn of Harvard University's Graduate School of Business Administration, after experiencing disappointing results from mass media advertising. Livingstone Advertising, Inc. agency for the premium-priced bread developed a series of 10 different pieces of copy read by male and female announcers over the same Bach organ prelude. This was designed to insure variety and still establish product identification with the musical background. Increased sales and listener response encouraged the agency to expand into other fm markets. In addition to renewing schedules on WPFM-FM, the agency has placed schedules with WXHR-FM and WCRB-FM Boston, WTAE-FM Worcester and WCCC-FM Hartford.

CHEAPER BY FM

Several significant facts relating to the economy of advertising on fm were reported in a Pulse survey of the WLDM-FM listening area in Detroit, which the National Assoc. of Broadcasters recently released. The study showed that it costs an advertiser 20 cents per 1,000 listeners for a one-time one-minute announcement on WLDM-FM during an average quarter-hour. Extending this figure on the basis of the station's monthly cumulative audience, the cost per 1,000 listeners comes to less than seven cents.

The station compared this amount to the cost of conducting a direct mail advertising campaign. According to the station, the price of postage used to reach the same number of homes that is touched by WLDM-FM in an average quarter hour is more than five times the cost of advertising on the air. Adding 15 cents for printing and addressing, the cost of a direct mail campaign balloons to more than 19 times the fee for a one-minute commercial over WLDM-FM. The one-time rate for a minute announcement on WLDM-FM is \$25, as compared to an estimated \$480 for the direct mailing.

The station contends that the Pulse study bears out previous surveys which indicated a 50 percent fm penetration in the Detroit area. ■

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 495 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

Montgomery

WAJM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WFMI
Counties: 14; ERP: 10,000 w
Prog.: Con, op, s-cl, st, show

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, pop

CALIFORNIA

Alameda

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

Beverly Hills

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

El Cajon

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

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

KNBC-FM (Am: KNBC)
National Rep.: NBC Spot Sales
Counties: 9; ERP: 45,000 w
Prog. (Dup.): Nws, st, shw, wthr, intvw

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

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

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

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: 18,400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Representatives
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Con, op, shw, flk, 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 Representatives
Counties: 10; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Con, op, shw, flk, jz
KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

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

FM STATION KEY (Continued)

Grand Junction

KREX-FM (Am: KREX)
National Rep.: Heritage Representatives
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Op, con, shw, flk, 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

WGHE
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
WDRG-FM (Am: WDRG)
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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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: 20,000 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: 18,000 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
WIRA-FM (Am: WIRA)
National Rep.: United Spot Sales
Counties: 3; ERP: 2.63 kw
Prog. (Dup./Sep.): Cl, con, op, pop, st

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

WKAT-FM (Am: WKAT)
Counties: 7; ERP: 17,575 w
Prog. (Dup./Sep.): Cl
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 Representatives
Counties: 82
Prog.: Con, op, shw, flk, jz
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, dis

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.)

Caldwell

KCID-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

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
WFME
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 Representatives
Counties: 141
Prog.: Con, op, shw, flk, jz
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

(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, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

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

Effingham

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

Elgin

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

Evanston

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

Harrisburg

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

Jacksonville

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

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: WTTTS)
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

WAIV
ERP: 4.6 kw
Prog.: Jz, cl, flk, cmtry
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, sprt

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond

WKBY-FM (Am: WKBY)
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
KNDR
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
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

Salina

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
KTCP-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

Wichita

KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Henderson

WSON-FM (Am: WSON)
Counties: 14; ERP: 22,000 w
Prog. (Dup./Sep.): Sprts, rel, educ, disn

Hopkinsville

WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Lexington

WLVK-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

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

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

Baltimore

WAQE-FM (Am: WAQE)
National Rep.: Good Music Broadcasters
Counties: 33; ERP: 20,000 w
Prog. (Sep.): S-cl, shw, st
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

Indianapolis

**Mid-America's
most powerful
FM station**

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

TIME-LIFE STATION

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 Representatives

Counties: 16

Prog.: Con, op, shw, flk, jz

Market Pen.: 50.1% (Pulse, 12/60)

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, splc evnts, sprts

Fitchburg**WFGM-FM (Am: WFGM)**

National Rep.: Walker-Rawalt

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**WHYN-FM (Am: WHYN)**

National Rep.: Advertising Time Sales

Counties: 3; ERP: 3.2 kw

Prog. (Dup.): Pop, st, nws, sprts

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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, tlk

Kalamazoo**WMCR**

Counties: 15; ERP: 36 kw

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

Mt. Clemens**WBRB-FM (Am: WBRB)**

National Rep.: Donald Cooke

Counties: 4; ERP: 61 kw

Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw**WSAM-FM (Am: WSAM)**

National Rep.: Everett-McKinney

Counties: 6; ERP: 1,700 w

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

Sturgis**WSTR**

National Rep.: Masla Assoc.

ERP: 1,000 w

Prog. (Dup.): Pop, nws

MINNESOTA**Brainerd****KLIZ-FM (Am: KLIZ)**

National Rep.: Walker-Rawalt

Counties: 7; ERP: 15,000 w

Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis**KWFM**

National Rep.: Walker-Rawalt, QXR Network

ERP: 22.5 kw

Prog.: Cl, s-cl, jz, nws, st

WAYL

National Rep.: Thomas F. Clark Co.

Counties: 8; ERP: 10 kw

Prog.: St, shw, jz, flk, spoken word

WLLOL-FM (Am: WLLOL)

National Rep.: Heritage Representatives

Counties: 49; ERP: 9.7 kw

Prog. (Sep.): Con, op, shw, flk, 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

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.: Heritage Representatives

Counties: 32; ERP: 58,200 w

Market Pen.: 39.3% (Conlan)

Prog.: Con, op, shw, 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.: Heritage Representatives

ERP: 24,700 w

Prog. (Sep.): Con, op, shw, flk, jz

FM STATION KEY (Continued)

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

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

KARA

National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

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

WGLI-FM (Am: WGLI)

National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

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 Representatives
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Con, op, shw, flk, jz
WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)

National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR

Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)

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

Hornell

WWHG-FM (Am: WWHG)

National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Ithaca

WHCU-FM (Am: WHCU)

National Rep.: Jack Masla
ERP: 40,000 w
Prog. (Dup./Sep.): Pop, st, nws, wthr, intvw

MEMO TO ALL WHO BUY TIME:

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

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

The FM audience are the
people who are NOT unem-
ployed . . . YOUR BEST
MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS

"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

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

WHOM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

WROC-FM
ERP: 17,600 w

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
WBBO-FM (Am: WBBO)
Counties: 16; ERP: 1.5 kw
Prog. (Sep.): St, s-cl, pop, flk, nws

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
WYFS
Counties: 12; ERP: 1,560 w
Market Pen.: 33.26 (Pulse, 4/61)
Prog.: Cl, s-cl, op, shw

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: 27,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Barberton

WDBN-FM
National Rep.: Good Music Broadcasters
Counties: 35; ERP: 118,000 w
Prog.: S-cl, cl, st, shw, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

FM STATION KEY (Continued)

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

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 53; 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: 27 kw
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDGO-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, 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

WYKO-FM (Am: WYKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
National Rep.: Geo. P. Hollingbery
Counties: 23; ERP: 35,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

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

Piqua

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

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

KFMV
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am: KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

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

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

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

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

FM STATION KEY (Continued)

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)
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

Rattlesnake Mountain*

WGMR
National Rep.: Allegheny
Counties: 31; ERP: 3,300 w
Prog.: Con, s-cl, st, shw
*P.O. address: Tyrone, Pa.

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

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

WICE-FM
National Rep.: Heritage Representatives
Prog.: Op, con, sw, flk, jz

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-ci

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: 45,000 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.: Heritage Representatives
Counties: 53; ERP: 18,000 w
Prog.: Con, op, shw, flk, jz

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

FM STATION KEY (Continued)

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCB (Am: WMCB)
National Rep.: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con
WMPS-FM (Am: WMPS)
National Rep.: Heritage Representatives
Counties: 15; ERP: 6,600 w
Prog. (Sep.): Op, con, shw, flk, 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
Counties: 72; ERP: 30,000 w
Prog. (Sep.): Con, pop, st, shw, nws

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, withr, shw, pop

KRLD-FM (Am: KRLD)

National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WFAA-FM (Am: WFAA)
National Rep.: Edward Petry & Co.
Counties: 100; ERP: 47 kw
Prog. (Dup.): St, pop, nws, withr, sprts

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

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, withr
WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, withr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, withr, 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, withr

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, withr, 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, withr, 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, withr, 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, withr

VIRGINIA

Charlottesville

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

Marion

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

Martinsville

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

Since 1956

KHFI-FM
AUSTIN, TEXAS

Write for the
**SOUTHWEST'S MOST
EXCITING FM SUCCESS
STORY . . .**

CONCERT STUDIOS
1000 W. 29th, AUSTIN 5, TEXAS

FM STATION KEY (Continued)

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 41; ERP: 100,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep.: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk
WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

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

Winchester

WRFL (Am: WING)
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

(FOR ABBREVIATIONS, SEE INDEX, P. 11)

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
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, 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

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, c

Wisconsin Rapids

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

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

QUALITY PROGRAMING
IN STEREO
FOR
QUALITATIVE AUDIENCE
KLSN
SERVING
SEATTLE-TACOMA
AND ALL OF WESTERN WASHINGTON
Call Walker-Rawalt

RICHARD L. ANTOS
35 WOODSTOCK AVE
BURLAND VT
USR D1-19-NO-2306-01