


Just Beautiful..

wkzt

JONES COLLEGE RADIO

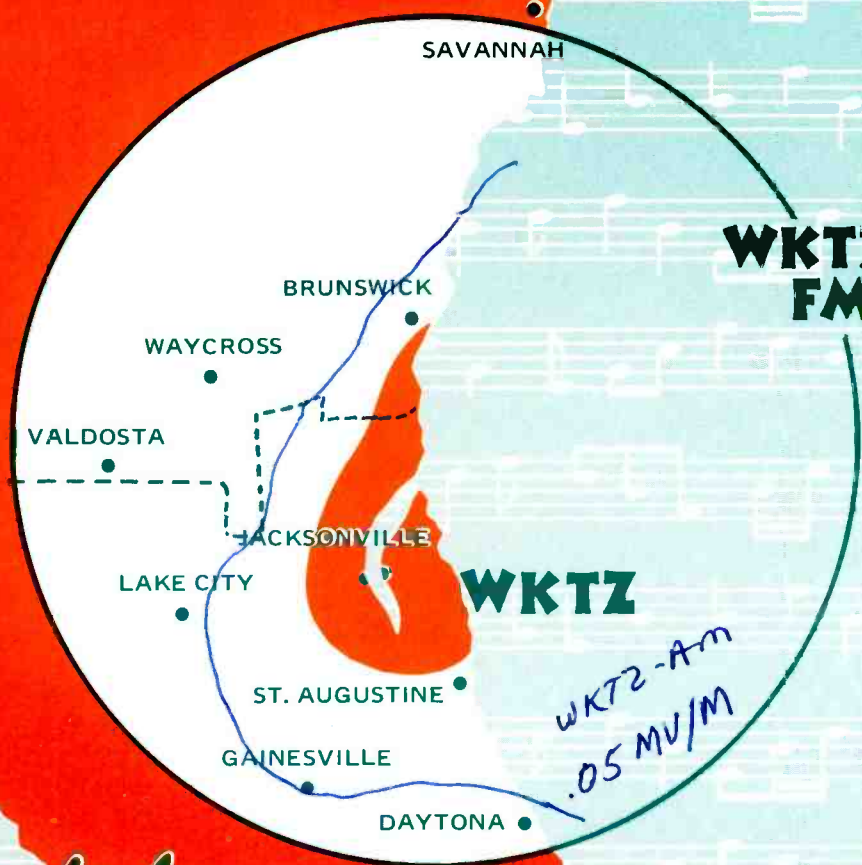


Those of us at Jones College Radio are most pleased with our new sound; our richer, more varied sound. We sincerely hope you are, too. We have tried to preserve the beautiful-music-reputation we have earned over the years . . . but, at the same time, improve upon it. We hope you think we are better-than-ever. We suspect you do, from the many comments we have received. We thank you for your good wishes.

1220 AM

96 FM STEREO

Represented Nationally By:
PETRY RADIO SALES INC.



Just Beautiful..

WKTZ

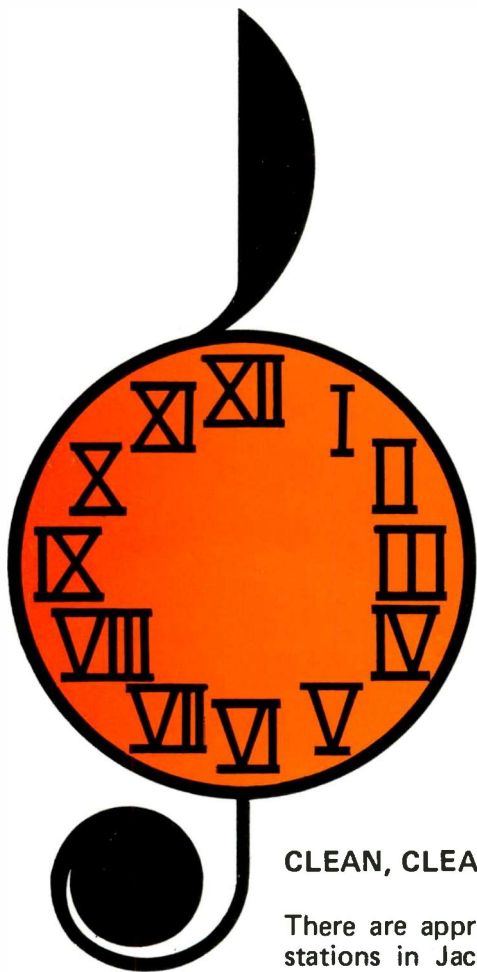
JONES COLLEGE RADIO

1220 AM

96 FM STEREO

JONES COLLEGE CAMPUS, JACKSONVILLE, FLA. 32211

PHONE: 904 743-2400



CLEAN, CLEAR, CLUTTERLESS

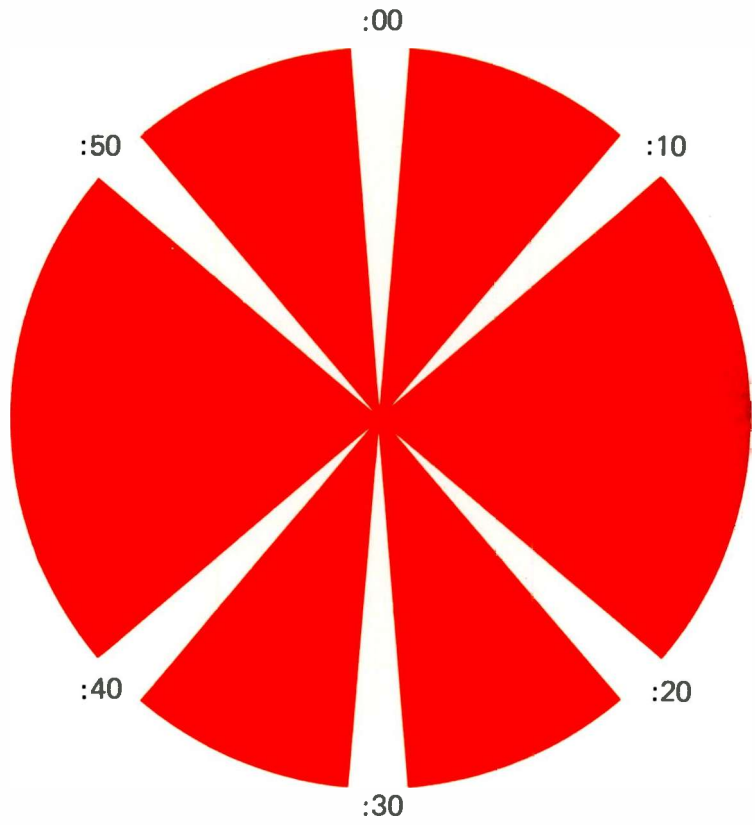
There are approximately 15 Radio stations in Jacksonville. Only two play beautiful music . . . and both are WKTZ - AM & FM. But you buy them as one, and you pay **ONLY** for one. The other comes without charge.

WKTZ's personality is not based on disc jockeys or gimmicks. WKTZ's personality is its total sound — an around-the-clock consistency with emphasis on music.

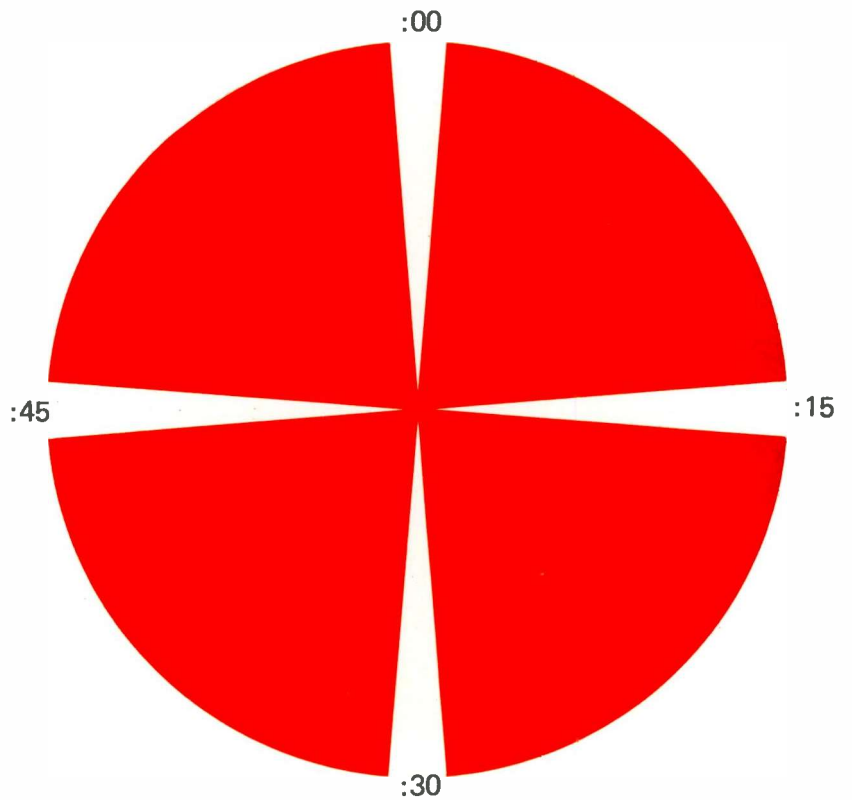
It's beautiful music played in 4 - 13 minute blocks every hour, interrupted by 4 breaks and 8 commercial minutes, except during heavy traffic periods when the format becomes 6 - 9 minute blocks of music with 6 breaks for 10 commercial minutes an hour.

The format is clean, clear and clutter-less. It spoils sponsors, showcases commercials and solicits adult audience. WKTZ is, in fact, a status symbol in Jacksonville . . . both for listeners and a long list of sponsors.

COMMERCIAL PLACEMENT IN SOLD OUT HOUR



HEAVY TRAFFIC PERIOD



NORMAL BROADCAST FORMAT



IT PAYS TO BE HEARD ON WKTZ

That's why WKTZ — despite the competition in Jacksonville Radio — enjoys over 50% of the market's total local business.

Last year, WKTZ carried 166 local advertisers including:

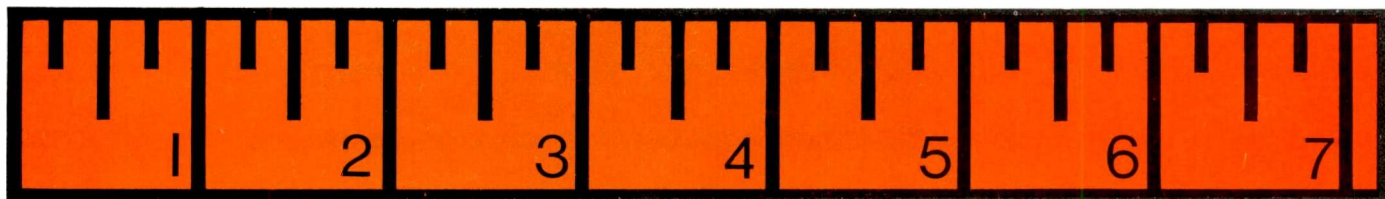
All 7 of the major supermarket chains!

19 car accounts—Cadillac, Chrysler, Oldsmobile, Buick, Ford, Pontiac, Rambler, Lincoln-Mercury, Volvo, Volkswagen and FOUR Chevrolet dealers . . . plus 7 automotive-related accounts!

5 regional beers!

Luxury apartments and restaurants, the three yacht marinas, and EVERY major department store and shopping center.

Part of the reason is the sound. Part is the double schedule for the price of one. A third is the coverage, particularly that of FM.



JACKSONVILLE – WORLD'S LARGEST CITY

Jacksonville, which includes all of Duval County, is the largest city in area in the free world.

It has a population of over 500,000, and 59.5% of its adults are 35+. (U. S. Census Report, 1970)

Conforming to this adult skew is WKTZ. According to ARB reports over the years, the majority of WKTZ's audience is 35+. In addition, a 1970 Pulse LQR Study showed that 45% of WKTZ's adult males earn \$10,000+ annually, compared to a market average of 16.5%.

BRI SHOWS 35+ MOST AFFLUENT

Brand Rating Index studies show that the 35+ population represents the higher income families in the U. S. 63% of the \$10,000-\$14,999 households have heads of household 35+, and the figure for \$15,000+ is 74%.

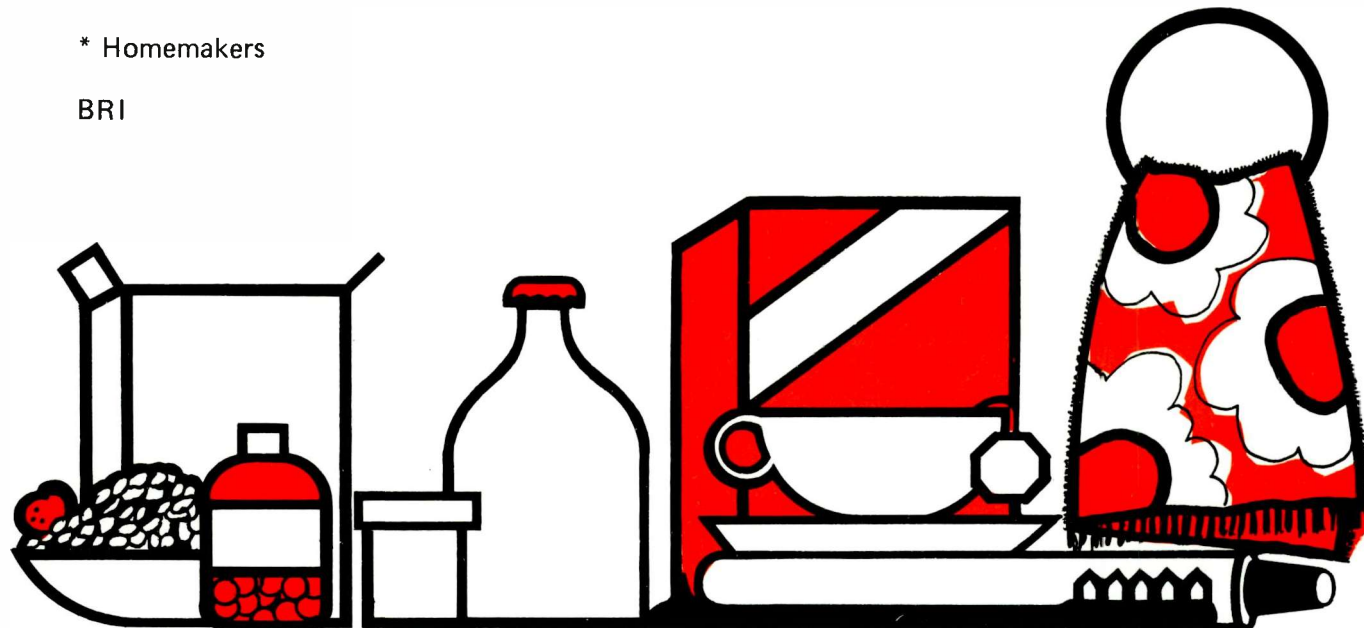
AGE AS RELATED TO PRODUCT USAGE

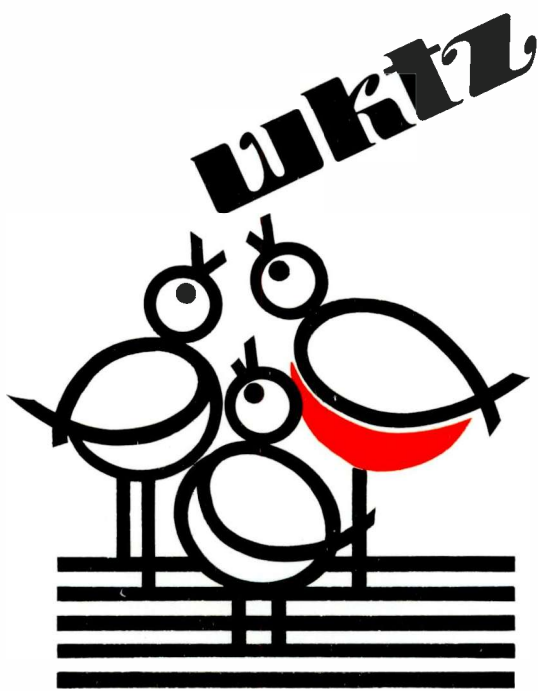
The following Brand Rating Index figures prove that the heavy users of most products are 35+.

Total Users	18-34		35+	
	MEN	* WOMEN	MEN	WOMEN
Air conditioners	38.5	35.0	61.5	65.1
Beer	41.5	40.1	58.5	59.9
Breath Fresheners	47.1	39.3	52.9	60.6
Candy Bars	42.5	44.0	57.6	55.9
Cars (New)	39.7	46.5	60.3	53.4
Cereal (Cold)		32.9		67.0
Chewing Gum	49.0	43.3	60.0	56.6
Cigars	29.2		70.7	
Coffee (Instant)		28.9		71.1
Cold Tablets	44.7	44.1	55.4	55.9
Hair Color Rinse		20.9		79.1
Detergent		27.1		72.9
Dog Food		27.7		72.3
Gasoline	40.2	35.1	59.7	64.9
Hair Coloring		44.6		55.3
Indigestion Aids	24.0	20.7	78.0	79.2
Margarine		28.8		71.2
Orange Ju. (Frozen)		28.8		70.5
Pain Relievers	33.4	27.3	66.7	72.7
Pictures (Still w/o Flash)	45.4	48.5	54.5	51.5
Soft Drinks (Reg.)		35.0		64.5
Soup		34.0		65.5
Tea Bags		25.6		74.4
Toothpaste		34.6		65.3
Towels		30.1		69.9
Wine (Domestic)		31.5		68.5

* Homemakers

BRI





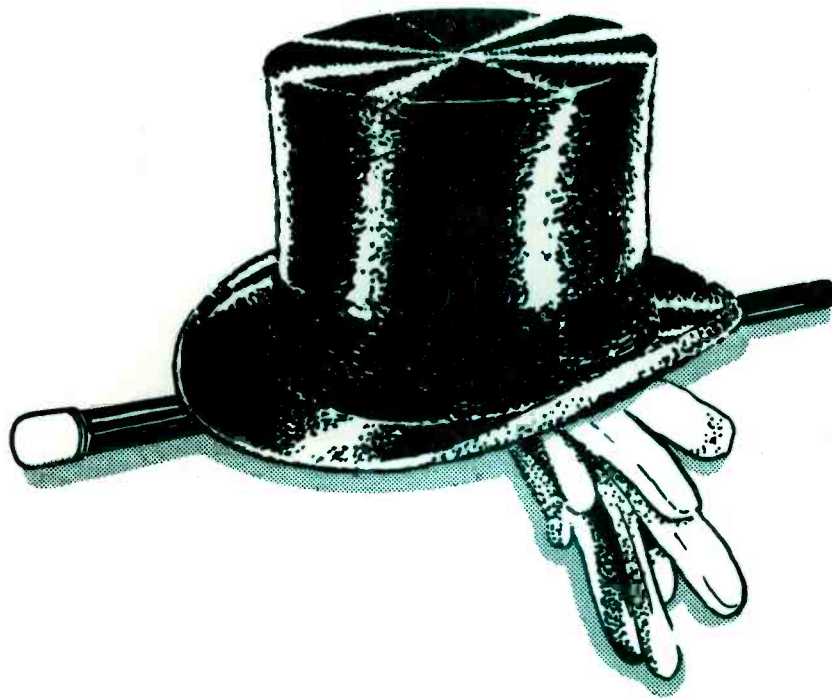
BASIC BUY IN JACKSONVILLE

- The format - beautiful music - exclusive in Jacksonville.
- A sound appealing to adults, by every study.
- Soliciting those with the most income, the heaviest users of most products. (BRI)
- Coverage of the entire market by two stations.
- TWO stations at the cost of ONE!
- Proof of success by audience surveys and by sponsor lists.

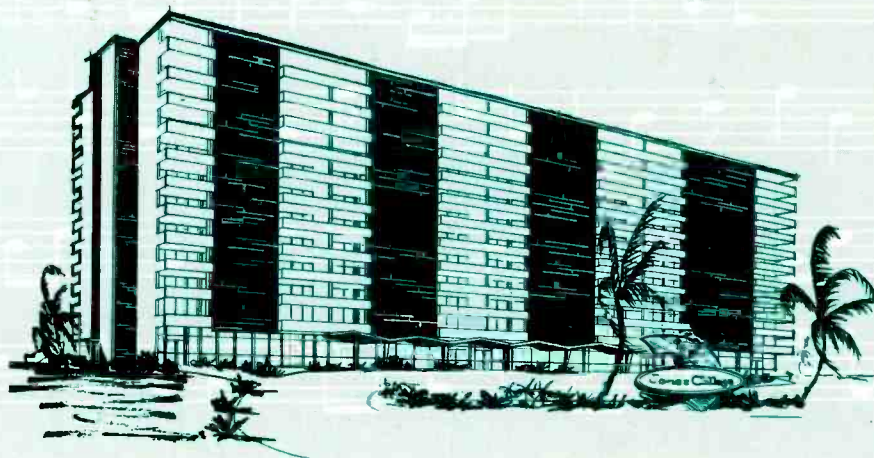
WKTZ reaches the people who do the most buying . . . reaches them effectively and efficiently . . .

In Jacksonville, a buy on WKTZ is basic.

Sophisticated Music



wktz
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