

**It's very nearly unanimous now
in Minneapolis — St. Paul**



Latest Hooper Says:*

**WDGY
FIRST**

Among all Twin City stations
all-day average Monday-Saturday

*Latest
Nielsen** says:*

WDGY FIRST
Among Twin City
independents

6 AM-12 midnite
Monday-Sunday
(NSI & total area, too!)

(Second only to one station
on day-nite, week-long
average)



*Latest
Pulse*** says:*

WDGY FIRST
Among all Twin City
stations 12 noon-6 PM
Saturdays

FIRST
Among all independents
6 AM-6 PM Mon.-Fri.
6 AM-12 noon Saturdays

(Only 4 points
behind top station
12 noon-6 PM Mon.-Fri.)



Make sure you have the *up-to-date Twin City*
radio story. Times have changed, and so have audience
habits. Check the latest audience facts with
General Manager Steve Labunski or your Blair man.

* Aug-Sep. Hooper ** June Nielsen *** July-Aug. Pulse

WDGY

Minneapolis-St. Paul • 50,000 watts—
and almost perfect-circle daytime coverage

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young, Jr.