



BROADCASTING

THE BUSINESS OF TELEVISION AND RADIO



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where
there's a
Storz Station
... there's **PRECISION**

... precisely why there's never a dull moment ...
... precisely why in each of these major markets

more radios are tuned to the Storz Station than to any other

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIK is first . . . all-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.