



# BROADCASTING

THE BUSINESS WEEK

TELEVISION AND RADIO

USAR Mt. Olivet  
Liberty Servs Dist. Adm. Branch A 100  
Maxwell Atr Force Base  
Montgomery Ala  
(AFL-3309)  
617-5  
MAR 28  
MEMORANDUM  
617-5  
MAR 28

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Where  
there's a  
**Storz Station**  
... there's  
**immediacy**

... immediacy  
which in each  
of these major  
markets attracts more  
listeners to the  
Storz Stations than  
to any other

**MINNEAPOLIS-ST PAUL** . . . **WDGY** is first . . . All-day average. Proof: 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** . . . **WTIX** is first . . . All-day. Proof: Hooper (29.2%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

**MIAMI** . . . **WQAM** is first . . . All-day. Proof: Hooper (37.0%) . . . Pulse (410 1st place ¼ hours out of 432) . . . 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.