



BROADCASTING

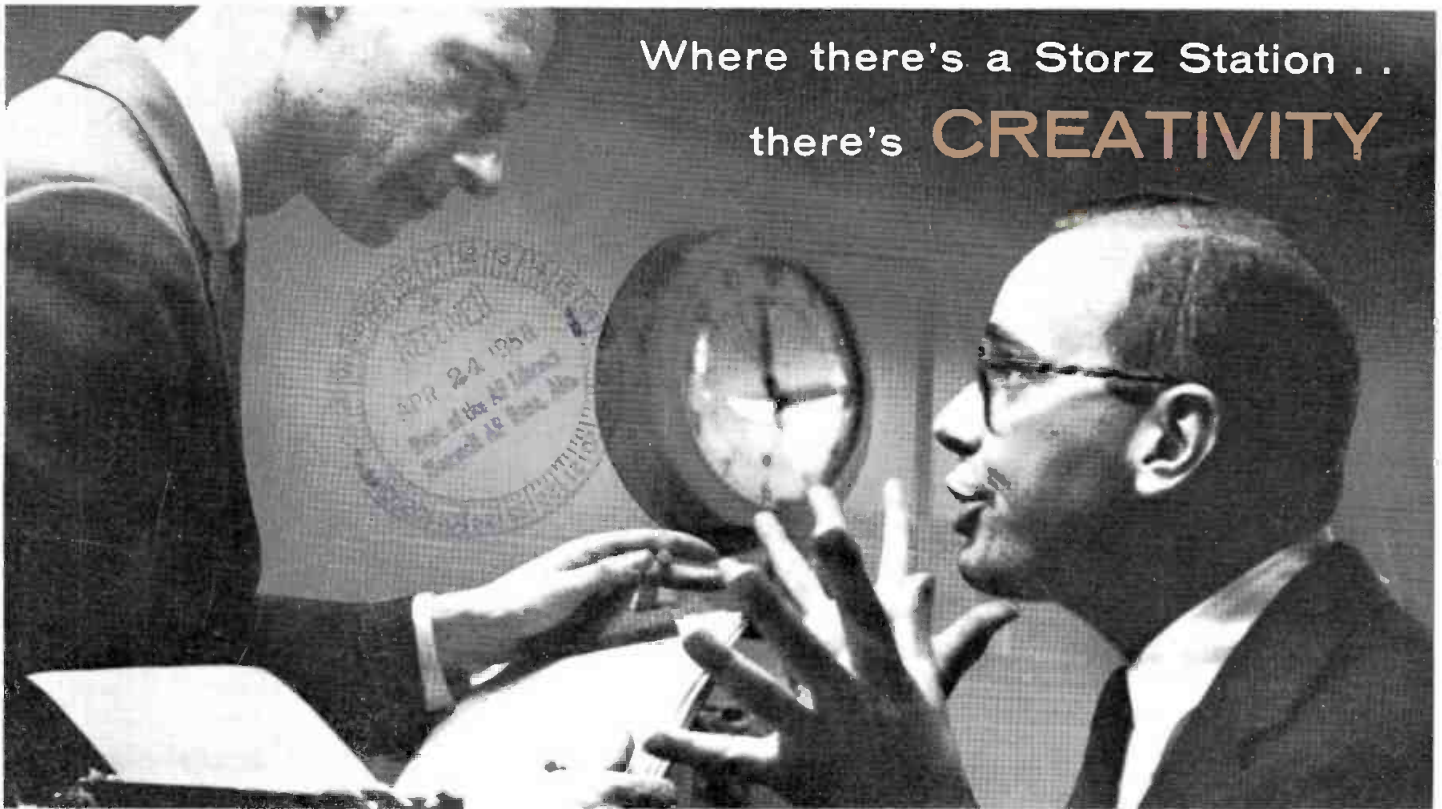
THE BUSINESS OF TELEVISION AND RADIO

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

The creativity of self-disciplined professionals who consider the open microphone a constant challenge. . . who regard the old ways as not necessarily the best ways. . . creativity which in each of these 4 markets turns more listeners to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Pulse. To talk to the twins . . . talk to Blair, or General Manager Jack Thayer.
KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime ¼. See Adam Young or General Manager Fred Berthelson.
MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . 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.

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