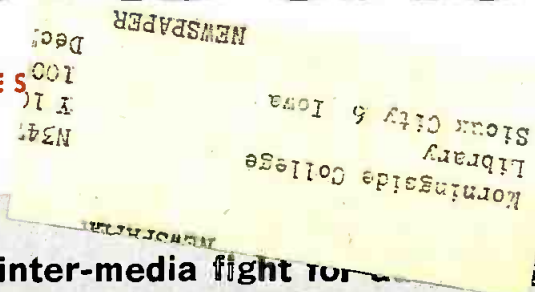




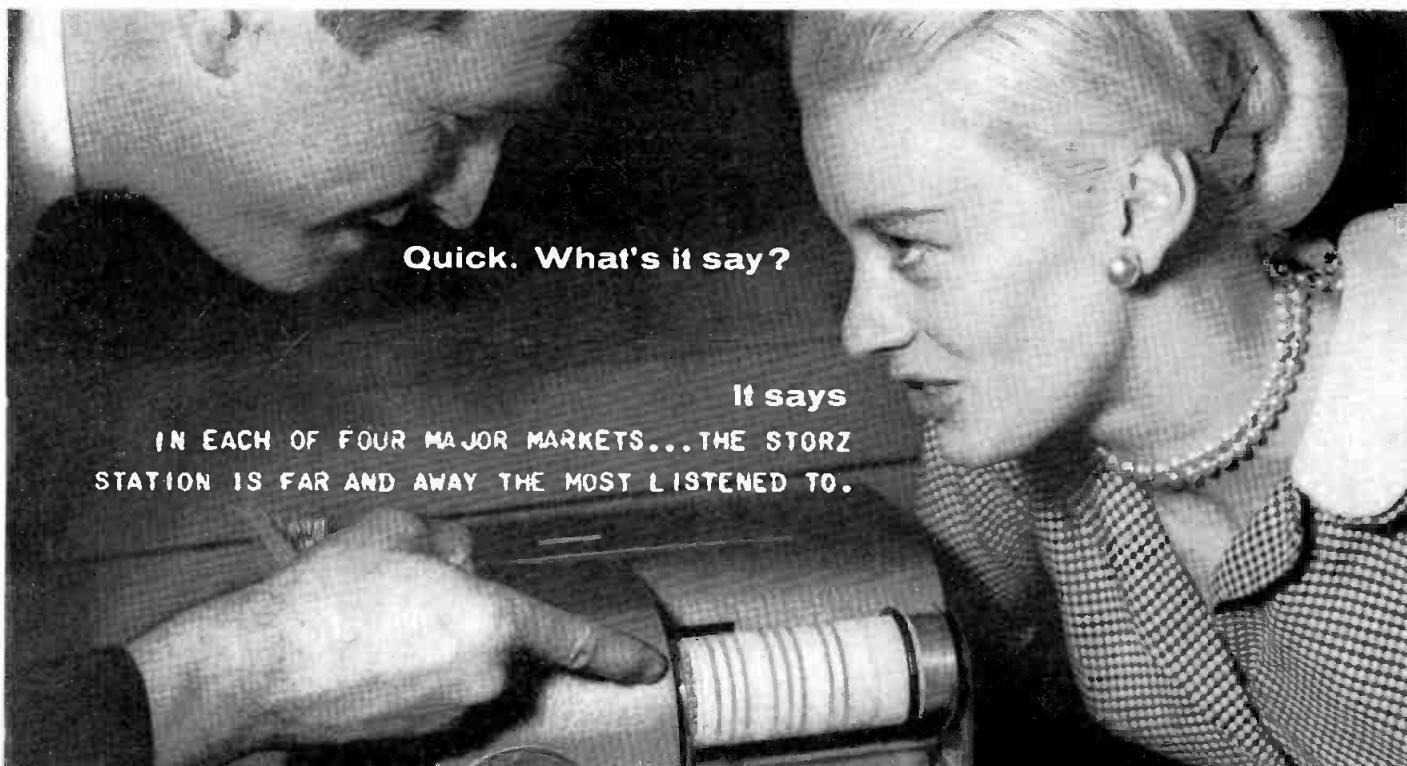
BROADCASTING

THE BUSINESS OF BROADCASTING AND RADIO

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Quick. What's it say?

It says

IN EACH OF FOUR MAJOR MARKETS...THE STORZ STATION IS FAR AND AWAY THE MOST LISTENED TO.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 32.8% average Hooper. First on Pulse, too . . . and first 175 of 240 daytime Pulse ¼ hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

NEW ORLEANS . . . WTIK is first all-day—metro and area. BULLETIN: New 52-County Area Pulse (Texas to Florida) shows WTIK way out front morning, afternoon, evening. That's what 5,000 watts and 690 kc. have done! Other data: Hooper: 32.8%. Pulse: 360 of 360 daytime ¼ hours; 499 of 504 overall ¼ hours. Talk to Adam Young . . . or WTIK General Manager Fred Berthelson.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, 96-county Area Pulse. All-day averages as high as 48.5%. (Nielsen) Note too: 50.2% of men and women who listen to top 4 K.C. radio stations listen to WHB. You get coverage, audience, men and women—on WHB. See Blair or General Manager George W. Armstrong.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. 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.
WTIK New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

COMING SOON:
KOMA
50,000 WATTS
OKLAHOMA CITY