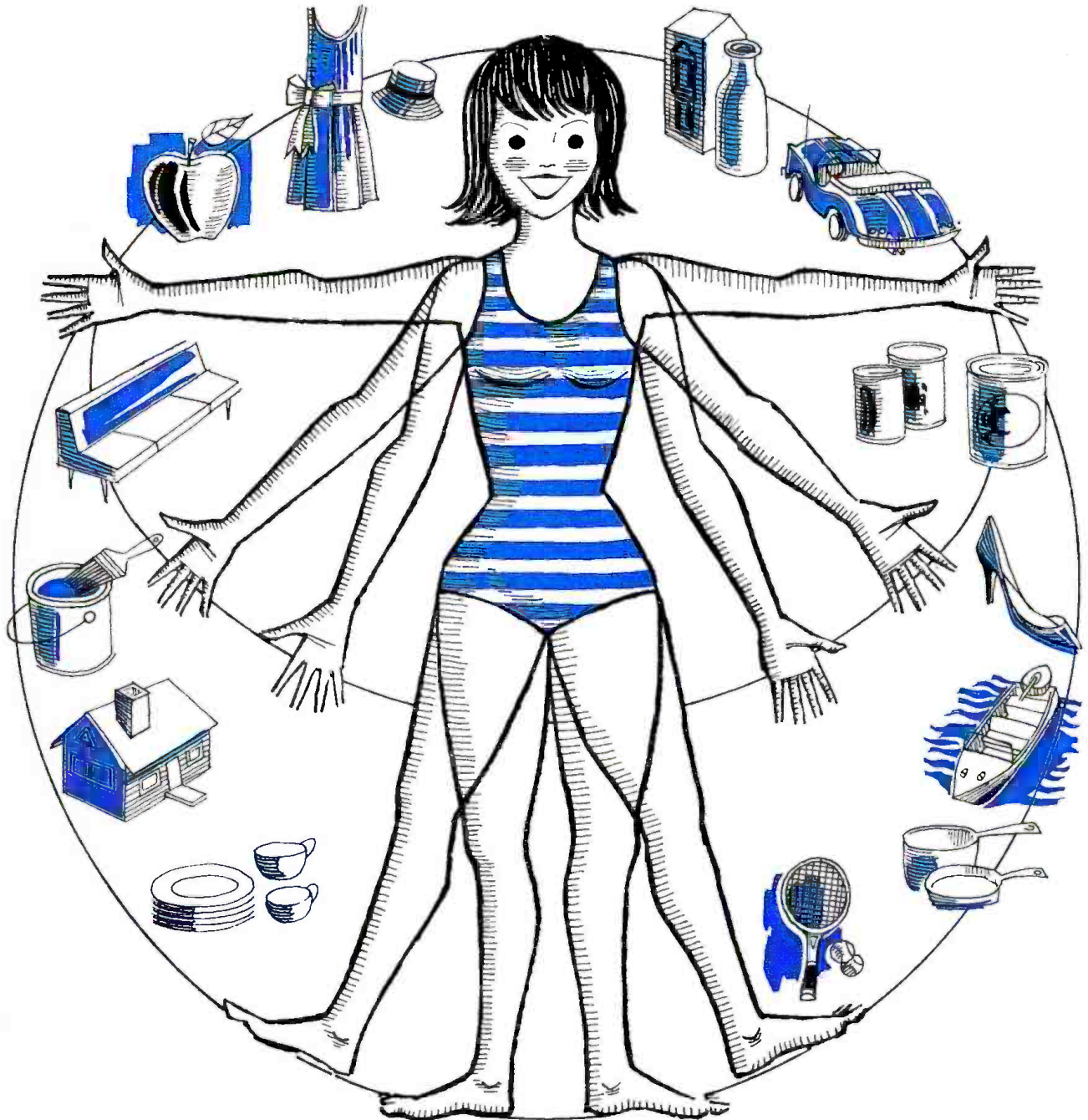


WHAT IS AN INFLUENCIBLE? She's the gal...or the guy...on the move. The young woman or man who listens to radio – Storz radio. They like the sound of music... the tempo and timeliness of the news...the frequent weather reports...the audience participation shows.

These young people, many of them young marrieds with children, are *influenced* by radio. They are open-minded in their buying habits...are still establishing their favorite brands and favorite stores. *Influence the influencibles.* They'll listen to your sales story on a Storz station.



STORZ

WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)