



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER



## what is an *influencible* ?

One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The *influencibles* are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the *influencibles*.<sup>®</sup>

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# 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)