



# Broadcasting

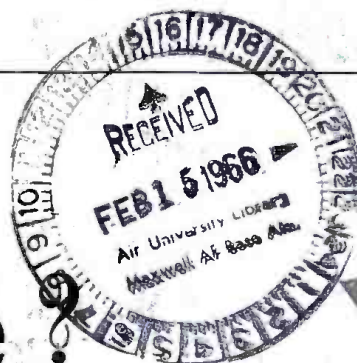
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

A churning beehive of activity at CBS. p27  
AFA/AAW hear pleas for government-business cooperation. p32  
Three TV stations change hands for \$6.5-million. p52  
UHF allocations table modified slightly by FCC. p68

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SERIAL NO. SEC  
UNIT 11  
FEB 14 1966  
MAIL ROOM  
L. 26112  
L. EXP 1/67

NEWSPAPER



## What is an *influencible*?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influenci- bles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

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# STORZ

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

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

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)

