



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## WHAT IS AN Influencible?

A listener. Specifically, a Storz radio listener. Influencibles are the "in-touch" young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the Influencibles.® On a Storz station you get action where it counts—in sales.

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# STORZ



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

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

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)