



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS AN Influencible?

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
(R.A.R. Inc.)

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)