

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CABLE NEWS
8/24

ABC Radio tailors four networks to fit variety of formats. p25
Study shows 8 out of 10 prefer hour-long local TV newscasts. p55
CBS unveils recording-playback system with home-TV potential. p67
TV revenues top \$2 billion, pretax profits hit \$492 million. p70

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NEWSPAPER

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
(RAR, Inc.)

WHB Kansas City
(Blair)

WJIX New Orleans
(Edsman)

KOMA Oklahoma City
(Blair)

WQAM Miami
(Blair)