



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A bright future for radio as sales continue upward curve. p27
Cracks appear in congressional opposition to pay television. p44
Copyright main topic at first NCTA regional meeting. p50
Six radio stations file antitrust suit against SESAC. p64

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WHAT IS AN Influencible?

...stener. Specifically, a Storz
...o listener. Influencibles
...the "in-touch" young
...dorns with ideas... buying
...s. It stands to reason that
...en you talk to the greatest
...mber of people in a given
...ket, your product or
...vice gets known, and
...ght, faster. Got something
...sell? Influence the
...ncibles.® On a Storz
...on you get action where
...unts—in sales.

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STORZ



WBGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(RAR Inc.)

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

KOMA Oklahoma City
(Blair)
WGAM Miami
(Blair)