

SPONSOR

THE MAGAZINE RADIO/TV ADVERTISERS USE

To get your just desserts . . .
pick any one

one national brand
five different
flavors

(each preferred
in its market)



Where there's a
Storz Station . . .
there's
audience

The
STORZ
Stations

today's Radio
for today's selling

Todd Storz, President
Home Office: Omaha

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.
WTIX represented by Adam Young Inc.

LOCAL TV WINS NEW FRIENDS

Play of the Week buy by
Jersey Standard points-
up interest in local pro-
graming, syndication

Page 29

Will the new filter-tip pact set a trend?

Page 33

It ain't worth a a shrug if it ain't got that plug

Page 38

Brewing: the battle of the ratings

Page 41

DIGEST ON PAGE 4