

# SPONSOR

THE WEEKLY MAGAZINE RADIO, TV ADVERTISERS USE

To find the audience . . .  
Look it up under "Storz Stations"  
(each a best-seller in its own market)



Where there's a Storz Station . . .  
there's resultful advertising!

## DO THE BIG BOYS CONTROL SPOT TV?

Complaints that top agencies squeeze out smaller competitors are checked, answered  
Page 27

## Why the agency tv exec is not expendable

Page 30

## Agency webs' rising role in air media

Page 32

## Reaction mixed to station's 'golden rules'

Page 36

The STORZ Stations  
today's Radio for today's selling

Todd Storz, President  
Home Office: Omaha

WDGY, WHB, KOMA, WQAM  
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