

much ado . . . about something



Four Minneapolis-St. Paul radio stations, not fully satisfied WDGY was *really* in second place, hired a local market analyst to study the audience.

WDGY wasn't expected to make a showing. WDGY wasn't invited to take part . . . but WDGY turned up . . . in *2nd* place. That's what Hooper said in the first place.

Newest Area Nielsen shows WDGY gained 93% over the previous Nielsen audience share.

All this just since February, when Mid-Continent news, music and ideas came to Minneapolis-St. Paul . . . and started rewriting the radio listening story.

General Manager Steve Labunski and Avery-Knodel know a lot more. Chat, anyone?

WDGY

Minneapolis-St. Paul

50,000 watts — and nearly perfect-circle daytime coverage



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.