When surveys differ substantially, you've got a real problem if you lean more to one than to the others.

But in Minneapolis-St. Paul, whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

When you buy Minneapolis-St. Paul, don't rely on old, out-dated information, which won't tell you, for instance, that Trendex now has WDGY in first place in audience, morning, afternoon and all day.

Let Blair bring you up to date on what Storz Station programming has done to Twin Cities' radio listening. Or, talk over the new figures (and what they mean) with WDGY General Manager Steve Labunski.

WDGY 50,000 watts and a nearly perfect-circle daytime signal
MINNEAPOLIS-ST. PAUL