

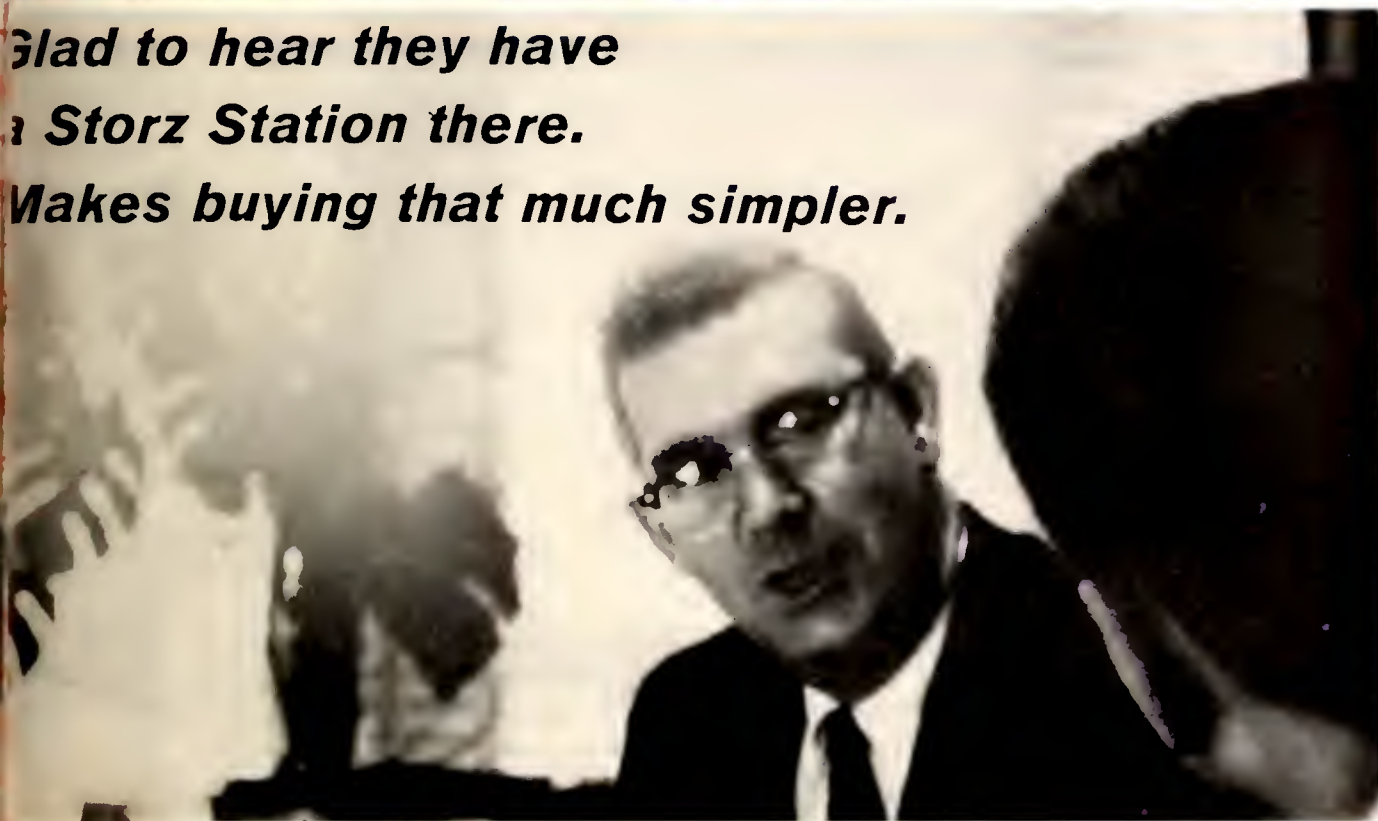
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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

**Glad to hear they have
a Storz Station there.
Makes buying that much simpler.**



**any of these five important markets . . .
talk to the biggest audience with the "Storz Station"!**

MINNEAPOLIS-ST. PAUL . . . with WDGY. First per latest Trendex puts WDGY first! Whether you prefer Trendex, Hooper, Nielsen or Pulse, WDGY has prime availabilities in first place segments in the report you like best. See JOHN BLAIR or WDGY GM STEVE LABUNSKI.
MAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Pulse, Hooper and Trendex. Contact ADAM YOUNG INC., or KOWH General Manager MARGIL SHARPE.
KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dy-

namic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.
NEW ORLEANS . . . with WTIK. Month after month WTIK maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.) and first per latest Hooper. Ask ADAM YOUNG INC., or WTIK GM FRED BERTHELSON.
MIAMI . . . with WQAM. Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.1%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

BROADCASTERS ARE MISSING THE BOAT!

Tv/radio business outlook is rosy. But broadcasters who disregard warnings from admen won't get their share
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What's new in television commercials?

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Brand figures for all spot tv clients

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SPECIAL SECTION NARTB Convention supplement

faces page 44

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President