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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## 5 modern ways to buy time . . .

(each preferred in its own market)



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

### LOCAL RADIO: SHADOW OVER NEWSPAPERS

Dominance of local scene has shifted to radio in news coverage, influence in community

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### Musical sell heads for high 'C'

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### Must tv be spanked and spanked and . . . ?

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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.

### How to get 'big ideas' in radio/tv

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