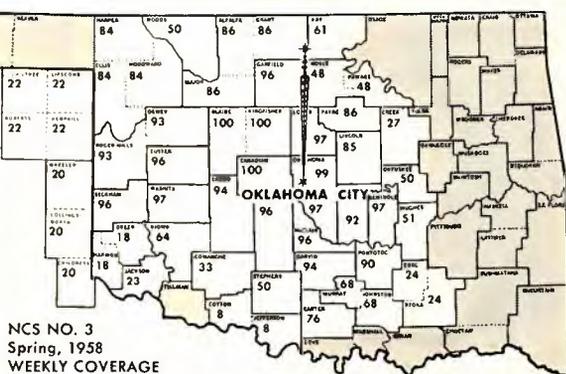


SELL
Oklahoma's Biggest
TV Market ...
the KWTV Community ...
from KWTV
OKLAHOMA CITY

*The
TOWER
with
SALES-
power in
Oklahoma!*



NCS NO. 3
Spring, 1958
WEEKLY COVERAGE

Total Homes Reached DAY and NIGHT: 263,880

See your **PETRYman**

**49th and
Madison**

"Radio sells optimism"

I thought you would be interested to know that we have launched our third "Let's Sell Optimism" campaign. Even though business is starting off well in Tennessee, we feel that a lot of people haven't heard about it—so we're telling them.

Not only have business people believed our previous messages (which were broadcast over more than three-score stations) but so has the "man on the street" and, after all, it is the latter's belief that is important to combat a "recession."

Thanks again to SPONSOR for suggesting that "radio can and should be a service medium."

F. C. Sowell, pres.
Tenn. Assn. of Bdcstrs.
Nashville

• See editorial on page 82.

Public service programming

It has always been my feeling that a radio station must assume responsibility in furthering local, regional, national, and international concepts, which help make for a better community, nation and world.

In the past, some of the Storz Stations have been indirectly accused of being "Top 40," and with no public service in its concept of programming. I am enclosing, for your examination, WQAM's record of public service for the year, 1958. It is a staggering figure, and one which few stations, anywhere, can match.

WQAM ran FREE, during 1958, 41,297 spot announcements. In addition, WQAM ran, FREE, a total of 725 programs, ranging from 15 minutes, and up, totaling 259 hours. A very conservative estimate of the free public service time, based on our existing rate cards, would be upwards of \$500,000.

Jack L. Sandler, gen. mgr.
WQAM
Miami

• SPONSOR couldn't agree more. In our 14 February issue, \$500 million plan listed public service programming as a "must" for developing a station's "community image."



WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives



We DO NOT play and rotate "the top 100" records. We DO broadcast 27 of "the top 33" programs listed by Pulse.