

FROM THE HIGH SIERRAS ...
Transmitting from 10,000 ft.

KSRN Radio

The Sound of Fidelity and Living Stereo

STEREO 104.5

SERVING RENO/CARSON CITY/LAKE TAHOE
AND NORTHERN NEVADA WITH 25,000 WATTS



American
Information
Radio Network

RATE CARD NO. 3

Effective January 1, 1972

National and Local Rates the Same

FIXED POSITION:	60 SECONDS	30 SECONDS	15 SECONDS
Less than 6	\$6.00	\$4.80	\$3.60
6 per week	5.75	4.60	3.45
12 per week	5.50	4.40	3.30
18 per week	5.00	4.00	3.00
24 per week	4.75	3.80	2.85
30 per week	4.50	3.60	2.70
36 per week	4.25	3.40	2.55

Discounts per contract year — 5% 13 weeks; 10% 26 weeks, 15% 52 weeks.

WEEKLY PACKAGES

1/3 traffic, 1/3 day, 1/3 night. No further discount.

	6 Times	12 Times	18 Times	24 Times	30 Times	36 Times
60 secs.	\$4.75	\$4.50	\$4.00	\$3.75	\$3.50	\$3.25
30 secs.	4.50	4.25	3.75	3.25	3.00	2.75

ID 15 secs. — 75% off applicable 60 sec. rate.

ROS

Best times available but no times guaranteed. No further discounts.

60 secs.	---	\$4.00	\$3.80	\$3.50	---	\$3.00
30 secs.	---	3.50	3.00	2.80	---	2.50

PROGRAM RATES

5 min. 1½ times minute rate as applicable.

News Local news charge—\$1.00. News adjacencies take fixed position rate; 1 hour—\$25.00; ½ hour—\$20.00; ¼ hour—\$15.00.

- All rates commissionable to recognized advertising agencies.
- All programs and copy subject to station approval.

- Rates guaranteed for life of contract. Continuous advertisers are guaranteed renewal rate for one year in event of rate change.
- Special production available on request in KSRN modern stereo studio.
- Special remote and other production in stereo. Rates on request.

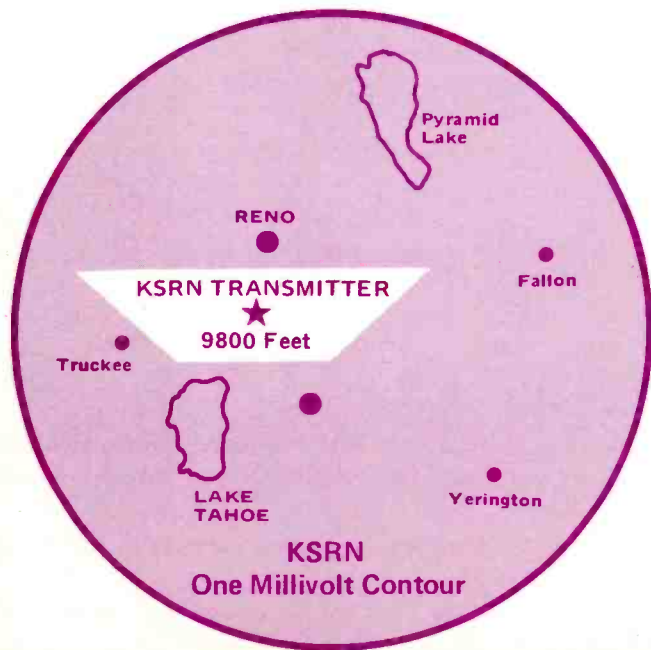
RATE CARD NO. 3
January 1, 1972



ALL MUSIC
Sounds Better
in Stereo
Commercials Too!

KSRN STEREO 104.5

515 SO. VIRGINIA
RENO, NEVADA 89501
(702) 786-1045



MARKET DATA:

Population over 300,000
Retail Sales over 500 million

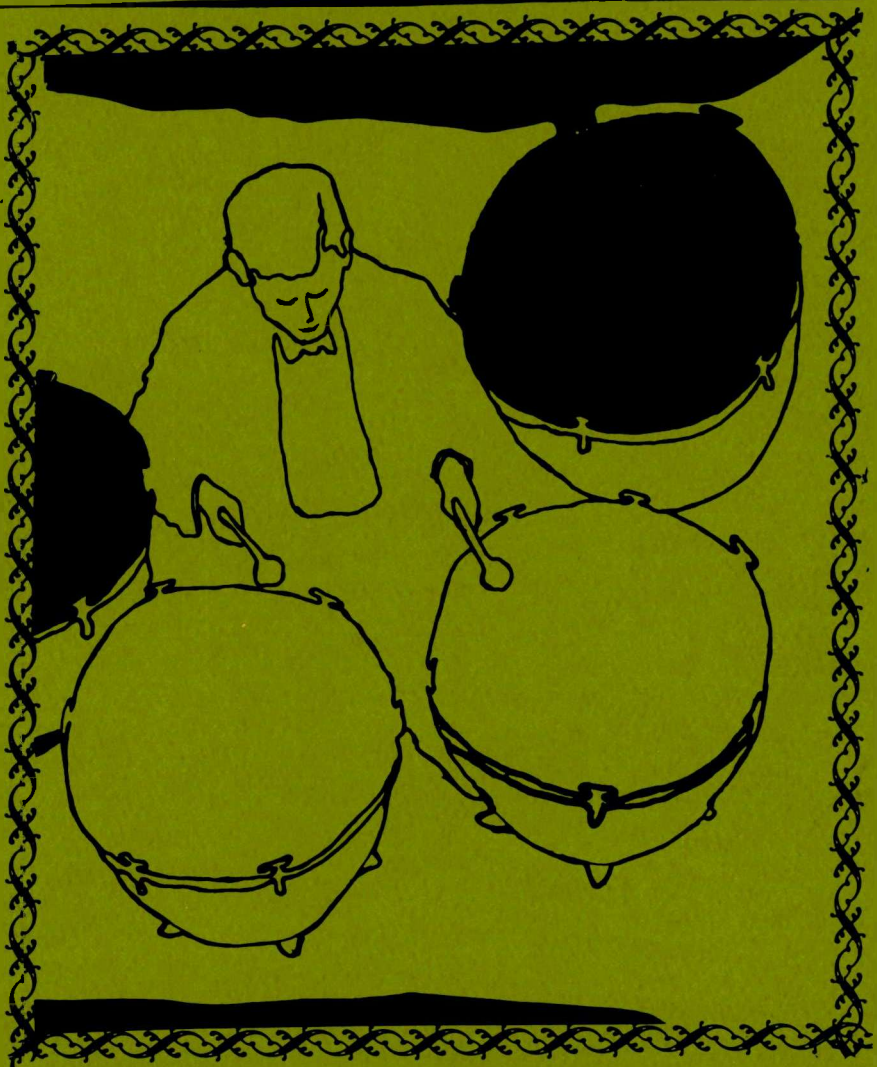
REPRESENTATIVES:

John A. Potter Co.

COMMERCIAL POLICY:

Wide separation of commercials; your message is protected on both sides by music. You don't have to fight other advertisers for attention. Because of this strict policy, the KSRN audience is a RECEPTIVE audience.

KUNR-FM



PROGRAM GUIDE
MAY 1972

KUNR - FM

RADIO-TELEVISION SERVICES

UNIVERSITY OF NEVADA

RENO, NEVADA

KUNR-FM PROGRAM GUIDE

May, 1972

Vol. 7 No. 5

KUNR - FM PROGRAM GUIDE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
3:00	MUSICAL MATINEE - A Potpourri of the Classics					BY REQUEST - A two-hour program of classical music played by your request: call 784-6591	YOUR SUNDAY PLEASURE	3:00
							COLLECTOR'S CORNER Rare and foreign recordings	4:00
							LEGENDARY PIANISTS Piano rolls by early 20th century artists	4:30
5:00	THE BAROQUE IN HOLLAND Dutch Instrumental Music of the 17th & 18th Centuries	LITERARY SCRAPBOOK	MELODY TIME Light European melodies	PROGRAM BRIEFS Short programs of varied interest	MEN AND MOLECULES	COMMONWEALTH CLUB OF CALIFORNIA - Current topics aired	FROM THE MIDWAY Guest lecturers at the University of Chicago	5:00
5:15		SCIENCE IN THE NEWS						5:15
5:30	FINLAND ON THE AIR	SONGS FROM PARIS	RADIO MOSCOW REPORTS News and comments from the Soviet Union	MUSIC ON THE VILLAGE GREEN	AGRICULTURE U.S.A.			5:30
5:45	A DATE WITH THE DUTCH	GERMANY TODAY		SCHOLAR'S BOOKSHELF	SWEDISH NEWS COMMENTARY	IMPRESSTIONS IN MUSIC		5:45
6:00	KUNR-FM NEWS TODAY - From the Associated Press News Service						CONCERT HOUR	6:00
6:15	MUSIC FOR YOUR DINING PLEASURE					JAZZ FOR YOUR DINING PLEASURE		
							ON STAGE TONIGHT 5/7 - The Rothschilds 5/14 - My Fair Lady 5/21 - Zorba 5/28 - The Song of Norway	7:00
7:30	MUSICAL ROUNDABOUT	INTERNATIONAL TIME Interesting programs from around the world	RADIO SMITHSONIAN	BBC SCIENCE MAGAZINE Designed for general interest in science and technology	SABC ON THE AIR An Interesting Group of Programs Produced by the So African Broadcasting Corp.	THE SOUND OF JAZZ A program of music from the KUNR-FM Jazz Library		7:30
8:00	MUSIC FROM ROCHESTER Concerts from the Eastman School of Music	MUSICAL FORMS THROUGH THE AGES	KUNR-FM GOES TO THE OPERA 5/3 - Carmen 5/10 - Il Tabarro & Riders To The Sea 5/17 - Julius Caesar 5/24 - Il Re Pastore 5/31 - Orpheus In The Underworld	COMMONWEALTH CLUB OF CALIFORNIA - Current topics aired	SPECIAL TONIGHT 5/5 - Fiedler On The Roof - Soundtrack 5/12 - Angel Records Presents 5/19 - Gilbert & Sullivan - "The Sorcerer" 5/26 - New From Columbia			8:00
9:00		PANORAMA OF ITALIAN OPERA		AUDITORIUM ORGAN The finest in pipe organ music			PODIUM 5/7 - Leonard Bernstein, Conductor 5/14 - Heifetz-Piatigorsky Concerts 5/21 - Opera Stars of Yesterday 5/28 - The Music of Gustav Mahler	9:00
10:00	JAZZ A LA CARTE						MASTERWORKS OF FRENCH MUSIC Featuring the finest in classical music	10:30
10:55	KUNR-FM LATE NEWS - From the Associated Press News Service							10:55

Member of the National Public Radio, the National Association of Broadcasters, The National Association of Educational Broadcasters, the National Educational Radio, the Intercollegiate Broadcasting System, and the Nevada Broadcasters Association.

*Denotes a KUNR-FM Premiere Performance

EDUCATIONAL TELEVISION PROGRAM GUIDE

Cable 11 - Community Antenna

MAY 1972

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
1:00	ITALIAN PANORAMA	GUTEN TAG	AROUND THE WORLD	GUTEN TAG	FRENCH PANORAMA	1:00
1:20	1:20-1:40 <u>BREAKTHRU</u> 5/1 - BREAKTHRU-Lesson 10 5/8 - FILM 5/15- FILM 5/22- FILM	1:20-1:40 <u>COVER TO COVER</u> Grades 4-6 5/2 - Lesson 26 5/9 - Lesson 27 5/16- Lesson 28 5/23- Lesson 29	1:20-1:35 <u>RIPPLES</u> Grades K-1 5/3 - Lesson 402 5/10- Lesson 403 5/17- Lesson 404 5/24- Lesson 405	1:20-1:40 <u>READY, SET, GO!</u> Grades K-3 5/4 - Lesson 26 5/11- Lesson 27 5/18- Lesson 28 5/25- Lesson 29	1:20-1:35 <u>CHILDREN'S LITERATURE</u> Grades 1-3 5/5 - Lesson 26 5/12- Lesson 27 5/19- Lesson 28 5/26- Lesson 29	1:20
	1:40-2:00 <u>SPECIALS</u> 5/1 - FILM 5/8 - TELL ME A STORY 5/15- FUN & GAMES 5/22- STORIES IN WILLOW	1:45-2:05 <u>READY, SET, GO!</u> Grades K-3 5/2 - Lesson 26 5/9 - Lesson 27 5/16- Lesson 28 5/23- Lesson 29	1:40-2:00 <u>WORDSMITH</u> Grades 4-6 5/3 - Lesson 26 5/10- Lesson 27 5/17- Lesson 28 5/24- TBA	1:45-2:00 <u>LANDS AND PEOPLE OF THE WORLD</u> Grades 4-6 5/4 - Lesson 27 5/11- Lesson 28 5/18- Lesson 29 5/25- Lesson 30	1:40-1:55 <u>EXPLORING WORLD OF SCIENCE</u> Grades 3-4 5/5 - Lesson 37 5/12- Lesson 38 5/19- Lesson 39 5/26- Lesson 40	
	2:05-2:20 <u>LISTEN AND SAY</u> Grades 1-2 5/1 - Lesson 26 5/8 - Lesson 27 5/15- Lesson 28 5/22- Lesson 29	2:10-2:25 <u>LANDS AND PEOPLE OF THE WORLD</u> Grades 4-6 5/2 - Lesson 27 5/9 - Lesson 28 5/16- Lesson 29 5/23- Lesson 30	2:05-2:20 <u>EXPLORING WORLD OF SCIENCE</u> Grades 3-4 5/3 - Lesson 37 5/10- Lesson 38 5/17- Lesson 39 5/24- Lesson 40	2:05-2:20 <u>SPECIALS</u> 5/4 - FILM 5/11- FILM 5/18- FILM 5/25- FILM	2:00-2:15 <u>RIPPLES</u> Grades K-1 5/5 - Lesson 402 5/12- Lesson 403 5/19- Lesson 404 5/26- Lesson 405	
	2:25-2:45 <u>WORDSMITH</u> Grades 4-6 5/1 - Lesson 26 5/8 - Lesson 27 5/15- Lesson 28 5/22- TBA	2:30-2:45 <u>CHILDREN'S LITERATURE</u> Grades 1-3 5/2 - Lesson 26 5/9 - Lesson 27 5/16- Lesson 28 5/23- Lesson 29	2:25-2:45 <u>BREAKTHRU</u> 5/3 - Lesson 10 5/10- TELL ME A STORY 5/17- FUN AND GAMES 5/24- STORIES IN WILLOW	2:25-2:40 <u>LISTEN AND SAY</u> Grades 1-2 5/4 - Lesson 26 5/11- Lesson 27 5/18- Lesson 28 5/25- Lesson 29	2:20-2:40 <u>COVER TO COVER</u> Grades 4-6 5/5 - Lesson 26 5/12- Lesson 27 5/19- Lesson 28 5/26- Lesson 29	

NAB

NBC

CARD NO. 3

Effective October 15, 1969

KCRL-TV

**CHANNEL 4
RENO, NEVADA**

NATIONAL REPRESENTATION

Avery-Knodel, Inc.

OFFICE AND STUDIOS

1790 Vassar Street • Reno, Nevada 89502

Phone (702) 322-9145 • TWX-910-395-7080

BASIC RATES: PROGRAMS

CLASS AA	7:30 P.M. — 11:00 P.M. Daily				
TIMES	60 MIN.	30 MIN.	15 MIN.	10 MIN.	5 MIN.
	400.00	275.00	—	—	—
CLASS A	6:00 P.M. — 7:30 P.M. Daily				
1	350.00	200.00	120.00	—	—
13	335.00	190.00	115.00	—	—
26	325.00	180.00	110.00	—	—
52	300.00	160.00	100.00	—	—
CLASS B	2:00 P.M. — 6:00 P.M. Daily				
1	250.00	150.00	100.00	80.00	60.00
13	235.00	135.00	98.00	78.00	58.00
26	225.00	125.00	95.00	75.00	55.00
52	200.00	100.00	85.00	70.00	50.00
156	—	—	80.00	65.00	48.00
260	—	—	75.00	60.00	45.00
CLASS C	9:00 A.M. — 2:00 P.M. Daily				
1	175.00	100.00	80.00	60.00	50.00
13	165.00	95.00	78.00	58.00	48.00
26	160.00	90.00	74.00	54.00	46.00
52	150.00	85.00	70.00	50.00	43.00
156	135.00	80.00	65.00	45.00	40.00
260	125.00	75.00	60.00	40.00	35.00

Sign On-9:00 a.m. & 11:30 p.m.-Sign Off Daily

CLASS D — SAME AS CLASS C ABOVE

BASIC RATES: ANNOUNCEMENTS

	1 P/W	3 P/W	5 P/W	10 P/W	Pre-empt
CLASS AA	7:30 P.M. — 11:00 P.M. Daily				
60 Sec.	130.00	120.00	110.00	90.00	60.00
30/20 Sec.	78.00	72.00	66.00	54.00	36.00
10 Sec.	52.00	48.00	44.00	36.00	24.00
CLASS A	6:00 P.M. — 7:30 P.M. Daily				
60 Sec.	70.00	60.00	50.00	45.00	40.00
30/20 Sec.	42.00	36.00	30.00	27.00	24.00
10 Sec.	28.00	24.00	20.00	18.00	16.00
CLASS B	3:00 P.M. — 6:00 P.M. Daily				
60 Sec.	40.00	35.00	30.00	25.00	20.00
30/20 Sec.	24.00	21.00	18.00	15.00	12.00
10 Sec.	16.00	14.00	12.00	10.00	10.00

CLASS C

Sign On-3:00 p.m. & 11:00 p.m.-Sign Off Daily

60 Sec.	35.00	30.00	25.00	20.00	15.00
30/20/10 Sec.	21.00	18.00	15.00	12.00	10.00

All Announcements between break positions take the higher rate.

Sport adjacencies take Class A rate except in Class AA time.

GENERAL ADVERTISING:

Affiliated with NBC Television Network. Rates include music copyright fees. Copyrighted AAAA contracts generally acceptable. Maximum contract length one year. Rates subject to change without notice. Rate increases not applicable to existing contracts for three months from effective date of change on uninterrupted schedules. Earned discounts continued after one year on continuing schedule. Resumption of interrupted schedule takes new fiscal year basis. Contracts cancellable as provided therein, and cancelled contracts subject to short rate. No periods sold in bulk for resale. Programs cannot be combined with announcements for frequency discount. Contracted telecasts must start within 30 days. Content and length of announcements and/or programs in accordance with NAB Code and subject to station management approval. Station reserves the right to refuse any announcement or program for reasons satisfactory to itself. Periods longer than one hour charged in direct proportion to the hour rate. Announcements adjacent to higher rate brackets take higher rate. Five minute or longer periods subject to a deduction of 42 seconds for station break purposes. Basic rates are for time only and include transmitter, normal film, slide, audio facilities and staff personnel on duty. Charges for live studio production, talent, special sets, art work, film, slide, video tape recording, remote telecasts, etc., on request. STATION MAY, FOR ITS CONVENIENCE OR INSURANCE OF PRODUCTION STANDARDS, REQUIRE PRE-TELECAST VIDEO TAPE RECORDING OF LIVE PROGRAMS OR ANNOUNCEMENTS AT NO ADDITIONAL CHARGE TO CLIENT. This rate card is published as information only and subject to change and not to be considered an offering of facilities, or contract proposal.

AGENCY COMMISSION

15% to recognized agencies; no cash discount. Bills rendered monthly; due and payable 10th of month following telecast.

ADDRESS ALL TELECAST MATERIALS,
SCHEDULES, INSTRUCTIONS TO

OPERATIONS DESK

KCRL-TV, 1790 Vassar Street, Reno, Nevada 89502

Monthly announcement buys must be run within a 30-day period, and evenly distributed over a minimum of three weeks during that 30-day period.

Bills — net 30 days; 2% discount if paid within 15 days from date of invoice; 1% per month carrying charge over 30 days.

All T.F.N. contracts may be refused by the station; specific start and end dates for all schedules are required.

60-second, 30-second and 15-second announcements may be combined to earn lower frequency rates.

All rates published on this card are fully commissionable (15% maximum) to advertising agencies recognized by KPTL.

Advertiser will receive six month rate protection on this card as long as this card is in effect.

Contracts not valid unless signed by authorized agent of the advertiser (or agency) and by station manager. Contracts are cancellable by station or advertiser only on a 14 day written notice.

Frequency discounts on rate protection contracts will be short-rated when not earned. All provisions of this rate card are applicable to signed contracts.



RETAIL RATE CARD NO. 2
EFFECTIVE FEBRUARY 1, 1972

KPTL

**CAPITAL RADIO
CARSON CITY, NEVADA**

**1300 AM
STEREO 97.3 FM**

**MODERN COUNTRY MUSIC STATION
FOR NORTHERN NEVADA**



**AMERICAN INFORMATION
RADIO NETWORK**

A KELLY BROADCASTING STATION

**P. O. BOX 653
CARSON CITY, NEVADA 89701
TELEPHONE (702) 882-1319**

William Cody Kelly, President

R. S. Bruce, Vice President/General Manager

**RADIO TIME SALES INTERNATIONAL
NATIONAL REPRESENTATIVE**

RETAIL RATE CARD NO. 2
Effective February 1, 1972

5,000 WATTS AM - 50,100 WATTS FM

ANNUAL PACKAGE	60 AA	30	60 A	30
1X	8.50	7.50	7.50	6.50
52X	7.50	6.50	5.50	4.50
104X	6.00	5.00	5.00	4.00
260X	5.50	4.50	4.50	3.50
520X	5.00	4.00	4.00	3.00
1040X	4.50	3.50	3.50	2.50

WEEKLY PACKAGE	60 AA	30	60 A	30
10 Plan	6.50	5.50	6.00	5.00
15 Plan	6.00	5.00	5.50	4.50
20 Plan	5.50	4.50	5.00	4.00
25 Plan	5.00	4.00	4.50	3.50
35 Plan	4.50	3.50	4.00	3.00
50 Plan	4.00	3.00	3.50	2.50

30 DAY PACKAGE - BEST TIMES AVAILABLE

	60	30
15 Plan	@ 6.00 = 90.00	@ 5.00 = 75.00
30 Plan	@ 5.00 = 150.00	@ 4.00 = 120.00
60 Plan	@ 4.50 = 270.00	@ 3.50 = 210.00
90 Plan	@ 4.00 = 360.00	@ 3.00 = 270.00
120 Plan	@ 3.50 = 420.00	@ 2.50 = 300.00
150 Plan	@ 3.00 = 450.00	@ 2.25 = 327.50

5 Minute News - \$8.00 13 week contract, 10% discount
26 week contract, 15% discount
52 week contract, 20% discount

10 Second Rate - 50% of Applicable Minute Rate

CLASS AA TIME	-	Monday - Friday 6:00 a.m. to 10:00 a.m. 3:00 p.m. to 7:00 p.m.
CLASS A TIME	-	Monday - Friday 10:00 a.m. to 3:00 p.m. 7:00 p.m. to Midnight Saturday and Sunday 6:00 a.m. to Midnight
CLASS B TIME	-	All other times 50% of applicable A time

NEVADA HOLIDAYS - SAME RATES AS SUNDAY

AA, A and B Class, 60 Second, 30 Second and 10 Second
Announcements may be combined for greater
frequency discounts.

Remotes - Weather - Time Check Rates on Request

NAB

SCHEDULE B
Effective July 1, 1971

KCRL - AM

50,000 Watts
780 on the Dial

NATIONAL REPRESENTATION
Avery-Knodel, Inc.

REGIONAL REPRESENTATION
The Tacher Co.

OFFICE AND STUDIOS

1790 Vassar Street • Reno, Nevada 89502
Phone (702) 322-9145 • TWX-910-395-7080

ANNOUNCEMENTS

GENERAL ADVERTISING:

Rates include music copyright fees. Copyrighted AAAA contracts generally acceptable. Maximum contract length one year. Rates subject to change without notice. Rate increases not applicable to existing contracts for three months from effective date of change on uninterrupted schedules. Earned discounts continued after one year on continuing schedule. Resumption of interrupted schedule takes new fiscal year basis. Contracts cancellable as provided therein, and cancelled contracts subject to short rate. No periods sold in bulk for resale. Programs cannot be combined with announcements for frequency discount. Contracted broadcasts must start within 30 days. Content and length of announcements and/or programs in accordance with NAB Code and subject to station management approval. Station reserves the right to refuse any announcement or program for reasons satisfactory to itself. Basic rates are for time only and include transmitter, studio facilities and staff personnel on duty. Charges for live studio production, talent, remote broadcasts, etc., on request. **STATION MAY, FOR ITS CONVENIENCE OR INSURANCE OF PRODUCTION STANDARDS, REQUIRE PRE-BROADCAST TAPE RECORDING OF LIVE PROGRAMS OR ANNOUNCEMENTS AT NO ADDITIONAL CHARGE TO CLIENT.** This rate card is published as information only and subject to change and not to be considered an offering of facilities or contract proposal.

	60 sec.	CLASS AA	CLASS A
PER WEEK	1X	\$20.00	\$18.00
	6X	15.00	12.00
	12X	12.00	10.00
	18X	10.00	9.00
	24X	9.00	8.00
	30X	8.00	7.00

CLASS AA Mon.-Fri. 6:00 - 10:00 A.M.
and 3:00 - 7:00 P.M.

CLASS A All other times

30/20 sec.: 75% of 60 sec. Rate

10 sec.: 50% of 60 sec. Rate

AGENCY COMMISSION

15% to recognized agencies; no cash discount. Bills rendered monthly; due and payable 10th of month following broadcast.

Program Rates Available on Request

**ADDRESS ALL BROADCAST MATERIALS,
SCHEDULES, INSTRUCTIONS TO**

OPERATIONS DESK

KCRL-AM, 1790 Vassar Street, Reno, Nevada 89502

Local Rate Card
Number 6
Issued July 1, 1971

1,000 Watt
1240 khz
P. O. Box 790
Phone (702) 738-7118

1800 Idaho Street
ELKO, NEVADA 89801

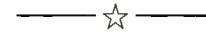
KELK

CONDITIONS

1. Station reserves the right to refuse or revise programs and copy to conform with station policies.
2. No agency commission paid on business sold at retail rates. Agency commission paid only on national rate card prices.
3. No time sold in bulk for re-sale.
4. All bills due when rendered. No cash discount.
5. Political broadcasts at regular station Rates. Payable in advance.
6. Programs and copy subject to FCC regulations and station approval.
7. Rates DO NOT include remote pick-ups or special talent costs.

OPERATING SCHEDULE

Monday through Friday 5:30 a.m. to 11:00 p.m.
Saturday 5:30 a.m. to 12:00 mid.
Sunday 7:00 a.m. to 10:00 p.m.



TIME SIGNALS . . . WEATHER REPORTS

TEMPERATURE REPORTS

SPECIAL NEWS BROADCASTS . . . SPECIAL EVENTS
REMOTE PICK UPS . . . SPECIAL SPORTS BROADCASTS

GENERAL ADVERTISING LOCAL RATES

Applying to All Classifications of Accounts

SPOT ANNOUNCEMENTS

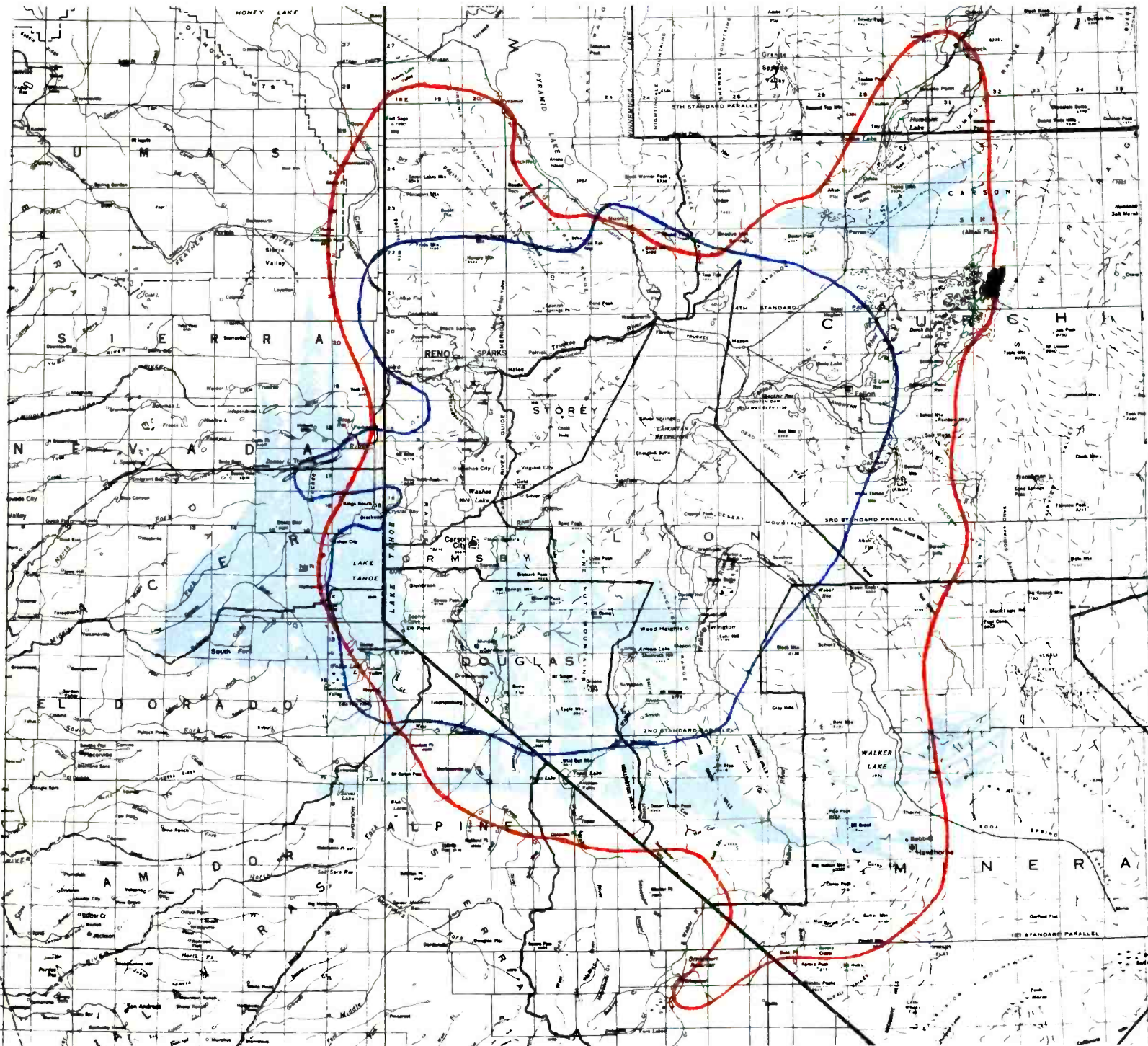
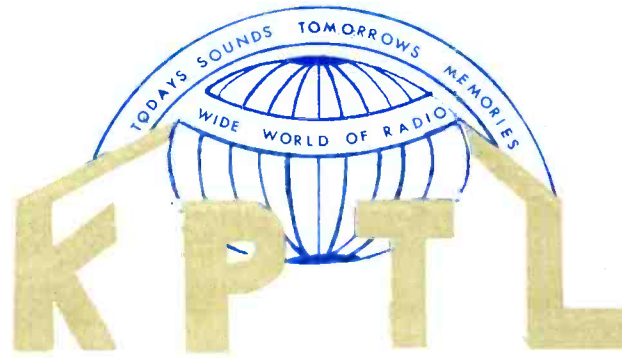
	60 Seconds	30 Seconds
1 to 25 times.....	\$4.20	\$3.15
26 to 51 times.....	4.00	3.00
52 to 103 times.....	3.80	2.85
104 to 155 times.....	3.60	2.70
156 to 259 times.....	3.40	2.55
260 to 311 times.....	3.20	2.40
312 or more times.....	3.00	2.25

PROGRAM TIME RATE

	1 Hour	½ Hour	¼ Hour	5 Minutes
1 to 12 times.....	\$42.00	\$25.50	\$17.00	\$8.50
13 to 25 times.....	40.00	24.00	16.00	8.25
26 to 51 times.....	38.00	22.50	15.00	8.00
52 to 103 times.....	36.00	21.00	14.00	7.75
104 to 155 times.....	34.00	19.50	13.00	7.50
156 or more times.....	32.00	18.00	12.00	7.25

PACKAGE PLANS (Run of Schedule)

5 Consecutive Days	60 Seconds	30 Seconds	30 Consecutive Days	60 Seconds	30 Seconds
10 times	\$ 38.00	\$ 28.50	60 times	\$204.00	\$153.00
15 times	54.00	40.50	90 times	288.00	216.00
20 times	68.00	51.00	120 times	360.00	270.00
25 times	80.00	60.00			
30 times	90.00	67.50			
MONTHLY PROGRAM RATES (6 Months Minimum)					
7 Consecutive Days			3—15 minutes weekly	\$125.00 per month	
14 times	\$ 50.40	\$ 37.80	6—15 minutes weekly or		
21 times	71.40	53.55	3—30 minutes weekly	185.00 per month	
28 times	89.60	67.20	6—30 minutes weekly or		
35 times	105.00	78.75	3—60 minutes weekly	265.00 per month	
			6—60 minutes weekly	450.00 per month	



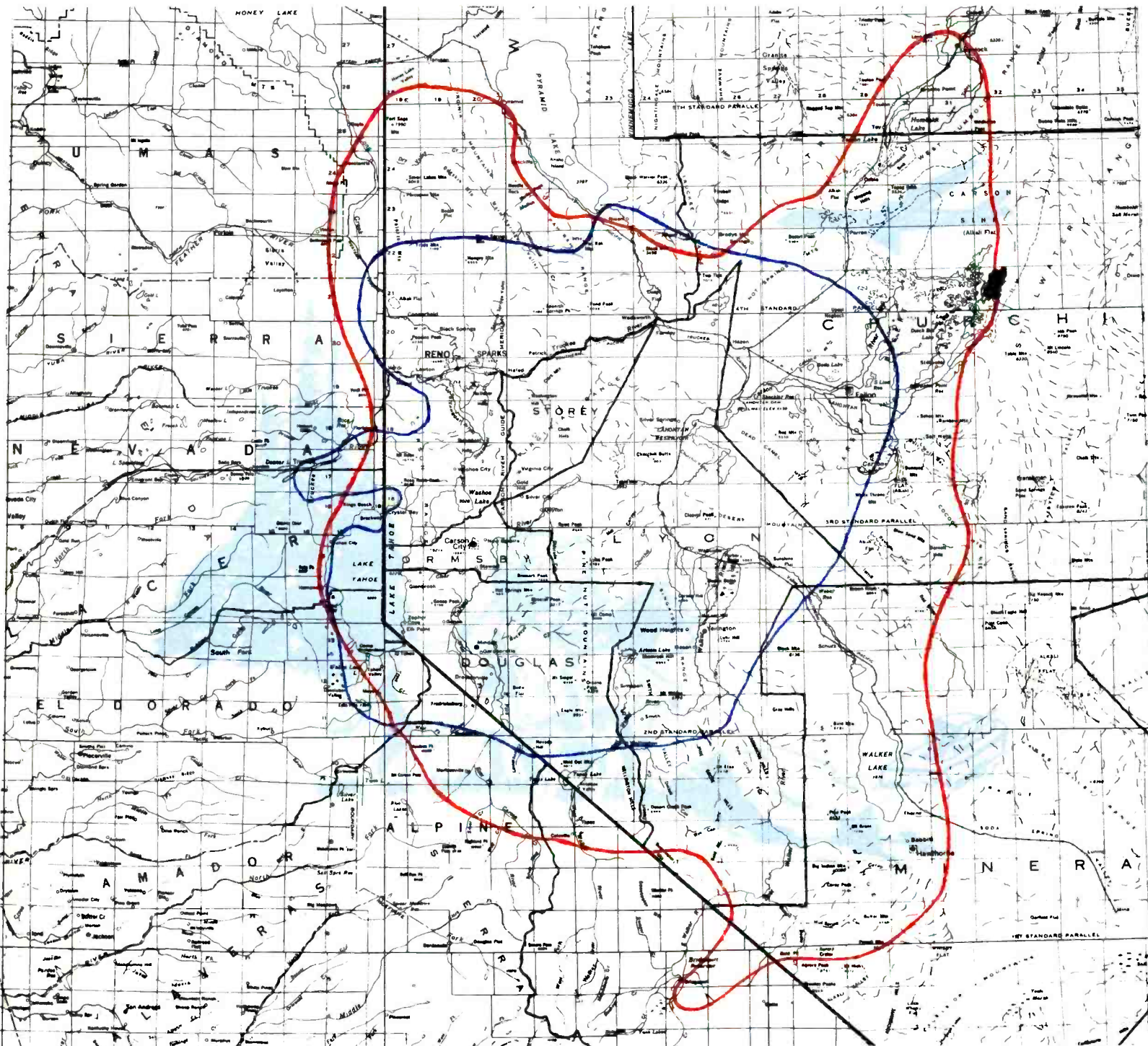
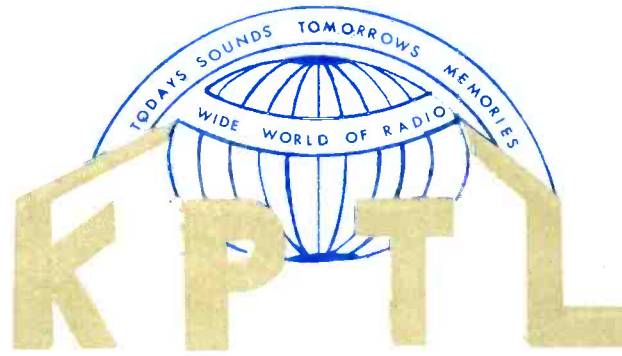
POST OFFICE BOX 653 • CARSON CITY, NEVADA 89701

197.3 FM 52,000 WATTS

• TELEPHONE (702) 882-1319

1300 AM 5000 WATTS





POST OFFICE BOX 653 • CARSON CITY, NEVADA 89701 • TELEPHONE (702) 882-1319
97.3 FM 52,000 WATTS 1300 AM 5000 WATTS

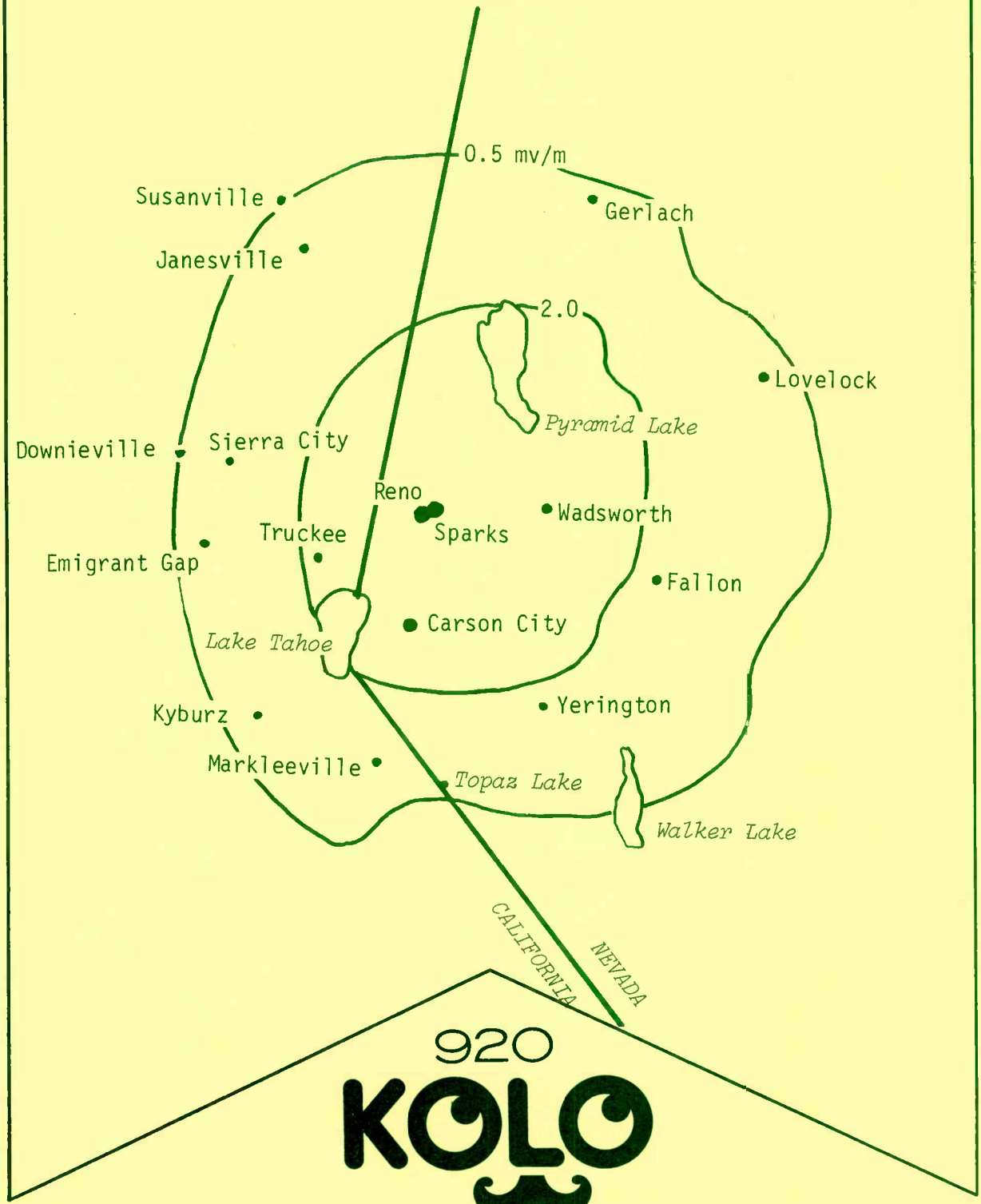


Coverage

KORK Radio broadcasts 5,000 watts daytime and 500 watts nights at 920 kilocycles. Besides total coverage of Clark County and central Nevada, KORK is heard in southern Utah, northern Arizona, and southern California.

KORK 920
The RADIOASIS in Las Vegas

COVERAGE MAP



920
KOLO

you couldn't have a better friend

RADIO KOH

RENO, NEVADA

A McClatchy Beeline® Station

Serving Western Nevada and Northern California

IT TAKES A LOT OF POWER TO EQUAL THE
5,000 WATT PRIMARY COVERAGE OF
KOH AT 630 KC.

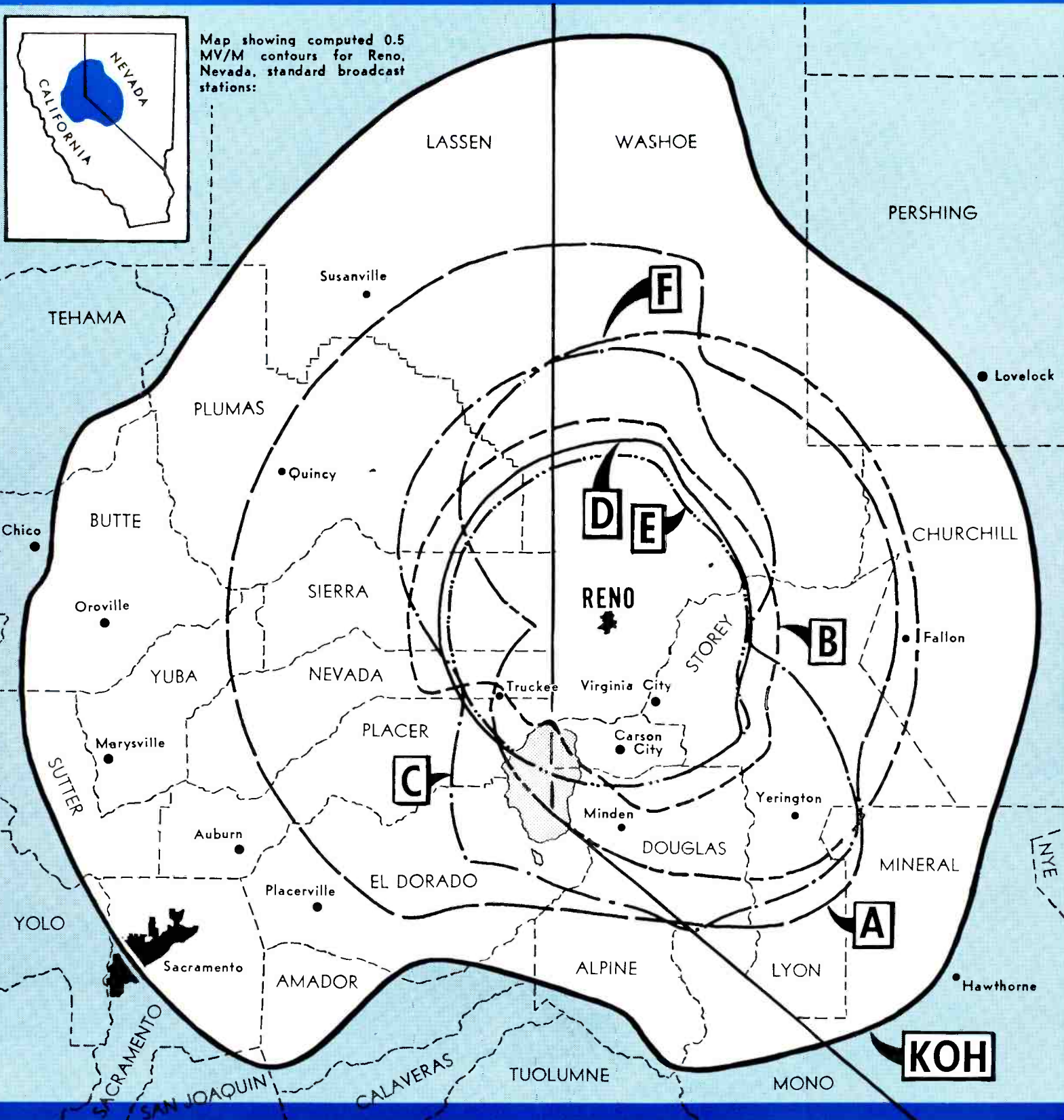
To deliver a strong, clear signal to an area equal to that of KOH's 5,000 Watts at 630 KC, it would take*:

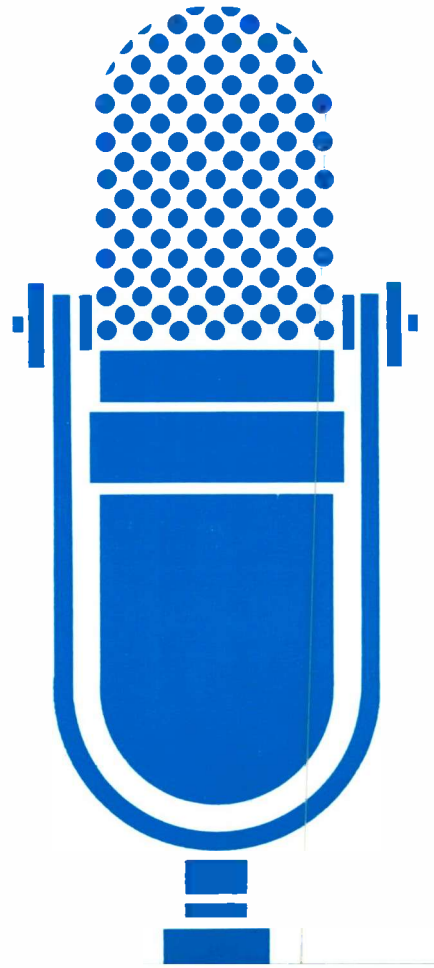
25,000 Watts at 900 KC
110,000 Watts at 1200 KC
150,000 Watts at 1300 KC
175,000 Watts at 1400 KC
400,000 Watts at 1560 KC

*Due to greater attenuation loss at the higher frequencies.



Map showing computed 0.5 MV/M contours for Reno, Nevada, standard broadcast stations:





WEEKLY CIRCULATION

STATE
NEVADA

COUNTY	TOTAL HOMES REACHED	NO. %	PERSONS REACHED		
			MEN NO.	WOMEN NO.	TEENS NO.
Churchill	3200	600 19	800	200	200
Douglas-Lyon	4100	900 22	600	500	100
Mineral	2000	200 10	200	100	100
Ormsby-Storey	3600	1200 33	1500	700	100
Pershing	1200	200 17	200	100	—
Washoe	41900	17100 41	19300	11500	—

CALIFORNIA

Alpine	100	100 100	100	100	—	200
Lassen-Plumas	7600	1800 24	1400	1300	600	3900
Sierra	800	200 25	200	200	200	600
STATION TOTAL	64500	22300 35	24300	14700	1300	42200

KOH has been serving Western Nevada continuously since 1928 with excellent programming. The strong KOH signal covers 14 counties in Nevada and Northern California. Over 230,000 listeners live in the KOH market. Added bonuses are the 5 million* yearly visitors to the Reno/Lake Tahoe recreational areas, and Reno's effective buying income per household of \$10,451**.

*Reno Chamber of Commerce

**Sales Management Survey of Buying Power, June, 1970

To cover Reno, Western Nevada and Northern California smart advertisers use KOH, A McClatchy Beeline Station.

Radio KOH reaches a total of 22,300 homes weekly**

1968 Pulse Circulation Report

- 6% more homes than Station A
- 47% more homes than Station B
- 153% more homes than Station C
- 159% more homes than Station D
- 233% more homes than Station E
- 337% more homes than Station F

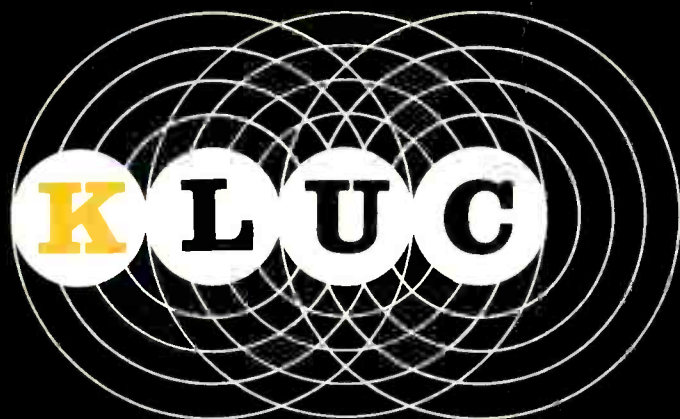
Affiliated with the NBC Radio Network and the Golden West Sports Network. Represented Nationally by Katz Radio.



KOH RADIO

P.O. BOX 2271
Reno Nevada 89505
Phone 702 323-5106
TWX 702 358-0252

3 IN A ROW RADIO



AM/FM STEREO

NEVADA'S MOST POWERFUL RADIO STATION

program schedule

All KLUC AM programs from 6 a.m. to sunset are duplicated on KLUC FM. KLUC FM broadcasts in stereo 24 hours a day. All recorded music on both KLUC AM and FM is played directly from Stereo records.

St. George
Cedar City
Yuma
Mercury
Tonopah
Indian Springs
Baker
Barstow
San Bernardino
Henderson
Boulder City
Kingman
Prescott
Flagstaff

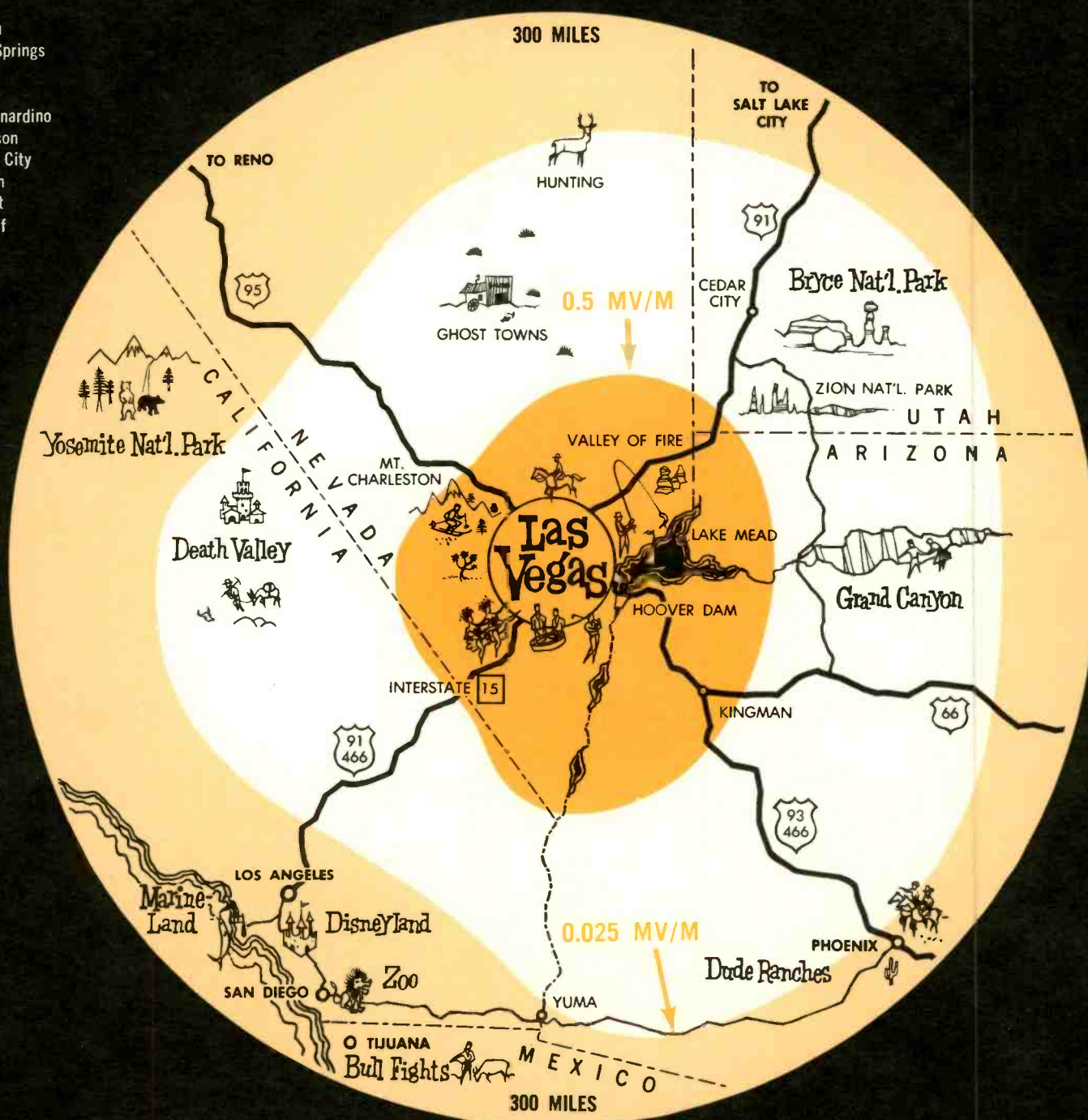
format

MUSIC . . . CONTINUOUS HITS . . . 3-IN-A-ROW

KLUC's format is modern contemporary. A maximum music station, KLUC plays three records in a row without commercial interruption. The station's policy of concentrating its selections within the top best sellers nationally makes for a progressive young sound, appealing to the eighteen to forty-nine age group.

nevada's most powerful radio station

As Nevada's most powerful radio station with 10,000 watts, KLUC covers a four state area and is the first station to reach motorists on all five major highways leading to Las Vegas for a distance of approximately 200 miles. To advertisers this is important due to the fact that of the 18 million people traveling to Las Vegas each year, 14 million travel by car.

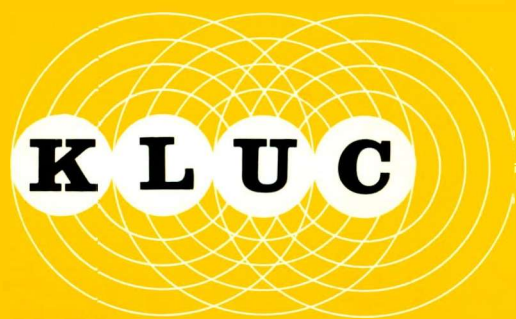


10,000 WATTS

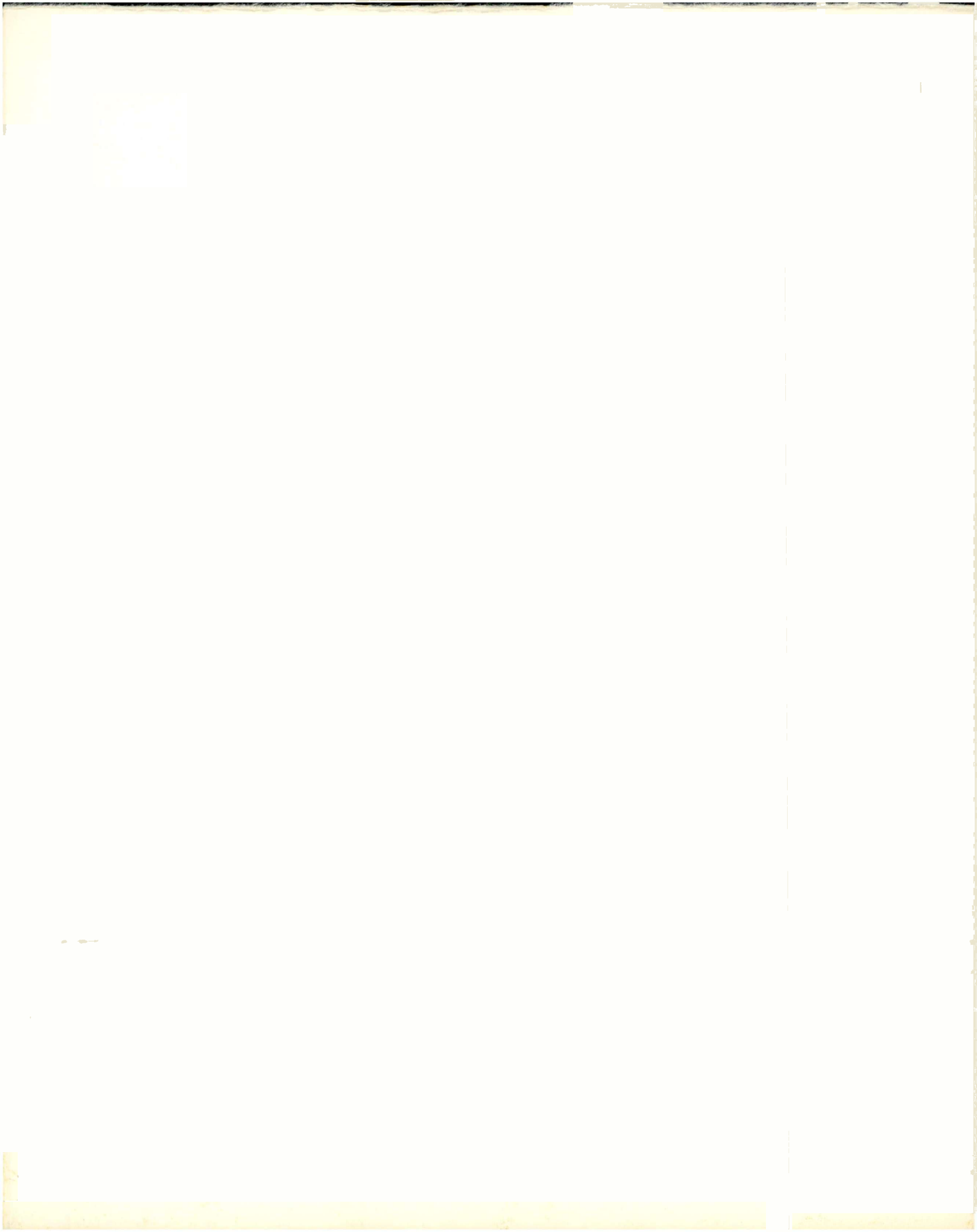
1140 AM, 98.5 FM-STEREO

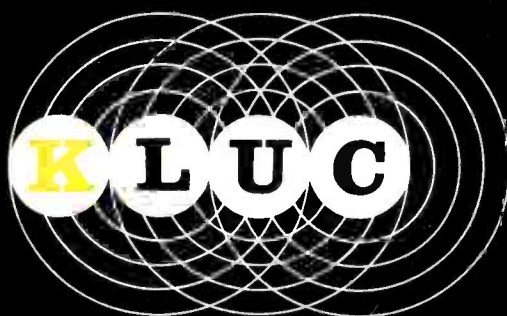
NON DIRECTIONAL

**other facts
you should
know about**



3 IN A ROW RADIO





3 IN A ROW RADIO

P.O. BOX 14805 ■ LAS VEGAS, NEVADA 89114 ■ 702/735-5147

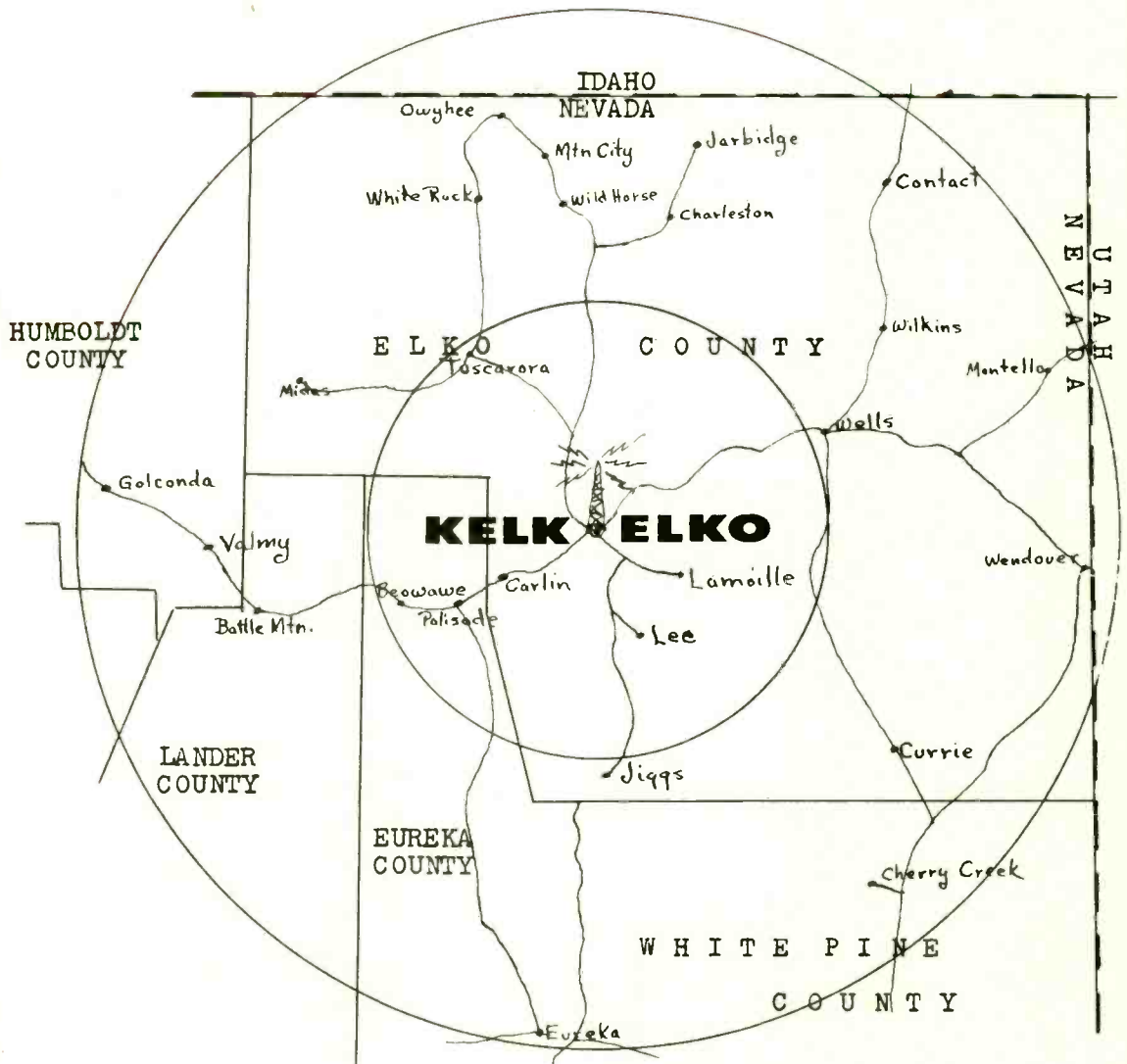
KELK

ELKO, NEVADA

"Where Livestock's a Business — and Living's a Pleasure"

1000 watts daytime, 250 watts night at 1240

COVERAGE MAP



1961

KELK

1000 watts daytime, 250 watts night, 1240 kilocycles

"Everyone Listens to Radio — 'cause RADIO'S EVERYWHERE!"

ELKO, NEVADA

ON HIGHWAY 40

Affiliated with Intermountain Network — ABC — Mutual Network

KELK CONELRAD 1240

A CONSTANT FLOW OF NEWS — Local, County, State, Regional, National, World-Wide
ELKO COUNTY is 17,127 square miles. Larger in area than Rhode Island, Conn., Delaware and Washington, D.C.

Retail Sales are approximately \$39,000,000.00 annually.

The CITY OF ELKO is the shopping center for the entire Northeastern Section of Nevada
Livestock on Elko County Ranches number more than 200,000 sheep, more than 300,000 cattle.

KELK covers 5 major highways — All of Northeastern Nevada

KELK serves the rich ranching, livestock and mining industry of this area

KELK is the only station in this entire area — DAYTIME AND NIGHTTIME COVERAGE

KELK is affiliated with the American Broadcasting Company
Mutual Broadcasting System
Intermountain Network

KELK has a full time, 24 hour, ASSOCIATED PRESS RADIO WIRE.

KELK has nearly 15 years of SUCCESSFUL OPERATION. A large part of this is due
to the many Public Services offered to all recognized organizations and institutions.

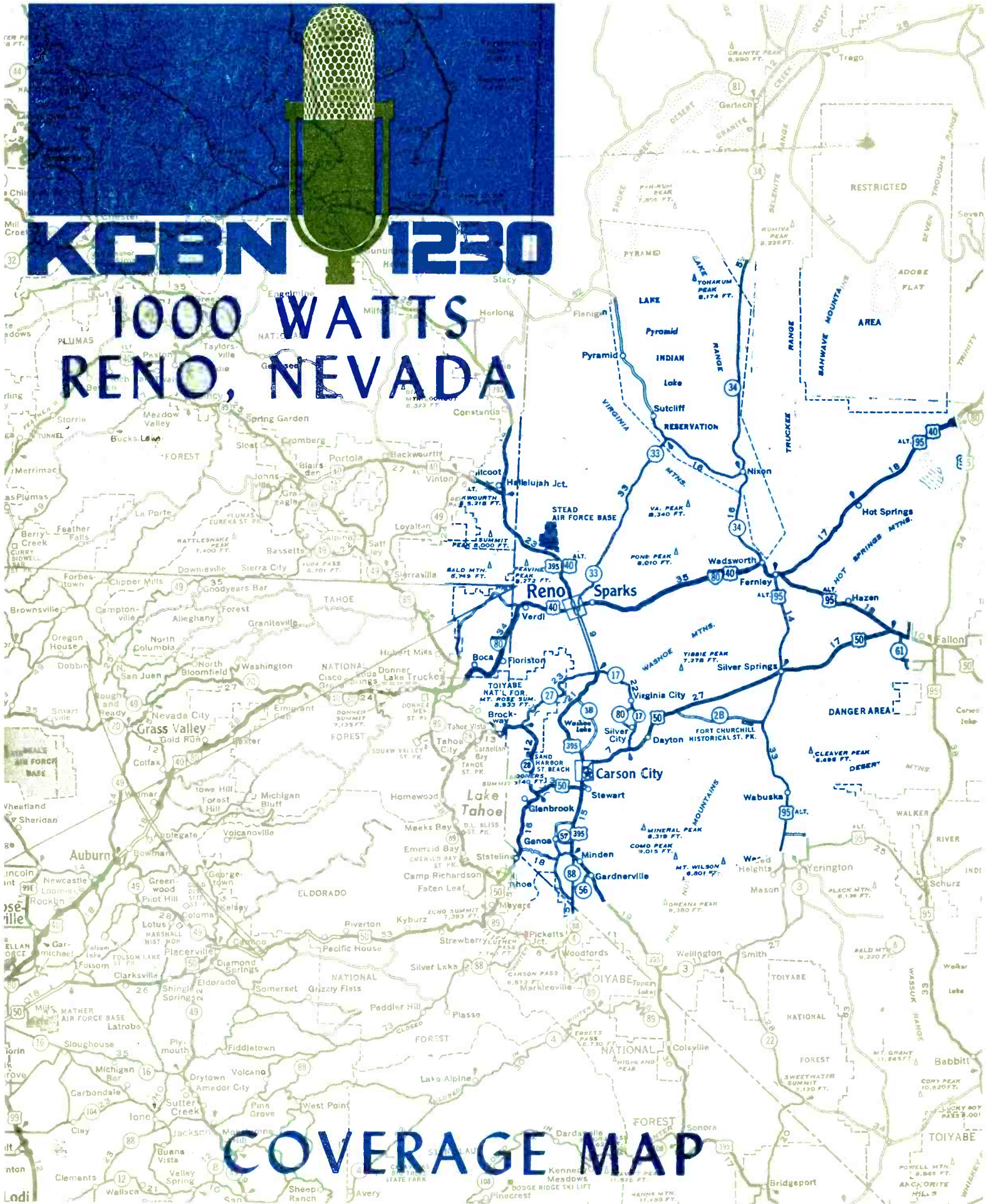
KELK serves hundreds of ranches with LIVESTOCK and WEATHER REPORTS.

Represented Nationally by Avery-Knodel, Inc.

Detroit • New York • Chicago • Los Angeles • San Francisco • Dallas • Atlanta • Boston



1000 WATTS
RENO, NEVADA



COVERAGE MAP

KPTL-1300

Modern Country Music for Northern Nevada

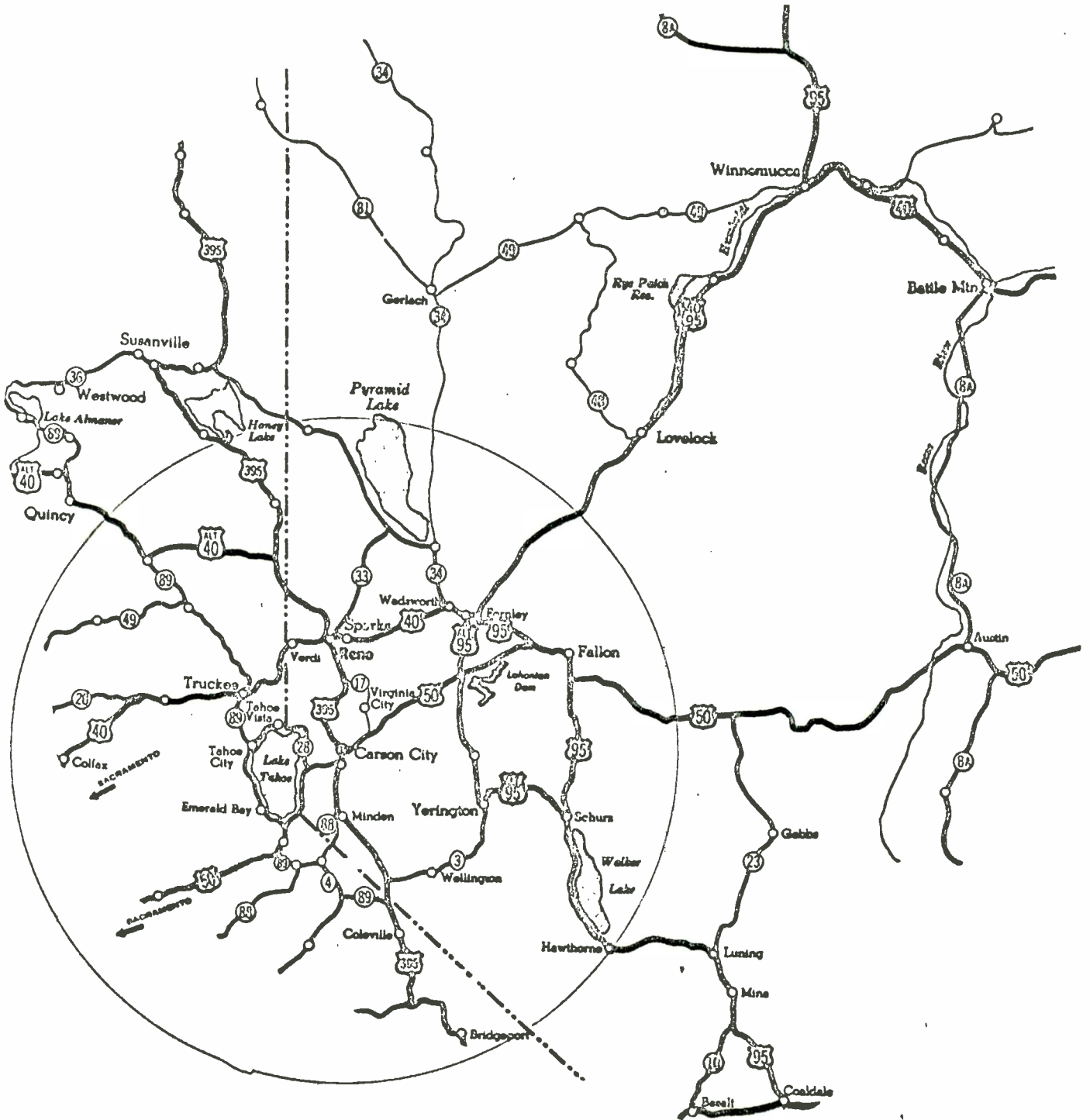


Post Office Box 653, Carson City, Nevada 89701 / Telephone (area code 702) 882-1319
A Kelly Broadcasting Station

KPTL

COVERAGE MAP NUMBER ONE
Based on 5,000 Watt Survey

1300 KILOCYCLES • CARSON CITY, NEVADA

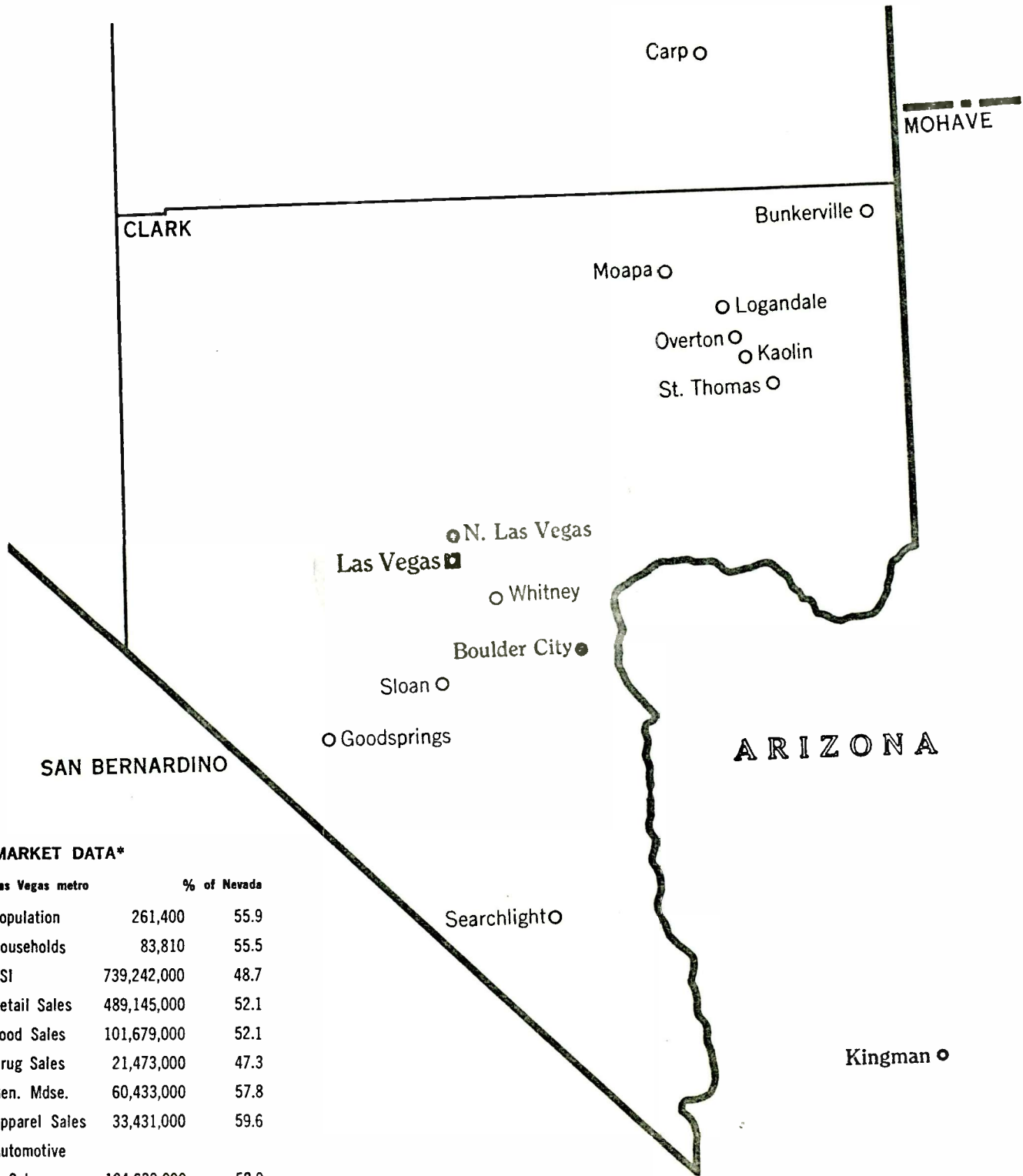


Your Capital Station • 5000 Watts of HI-FI Sound

K-IRAM RADIO 1340 AM

Swingin' country music
24 hours a day.

LAS VEGAS, NEVADA
1000 watts • NON DIRECTIONAL



MARKET DATA*

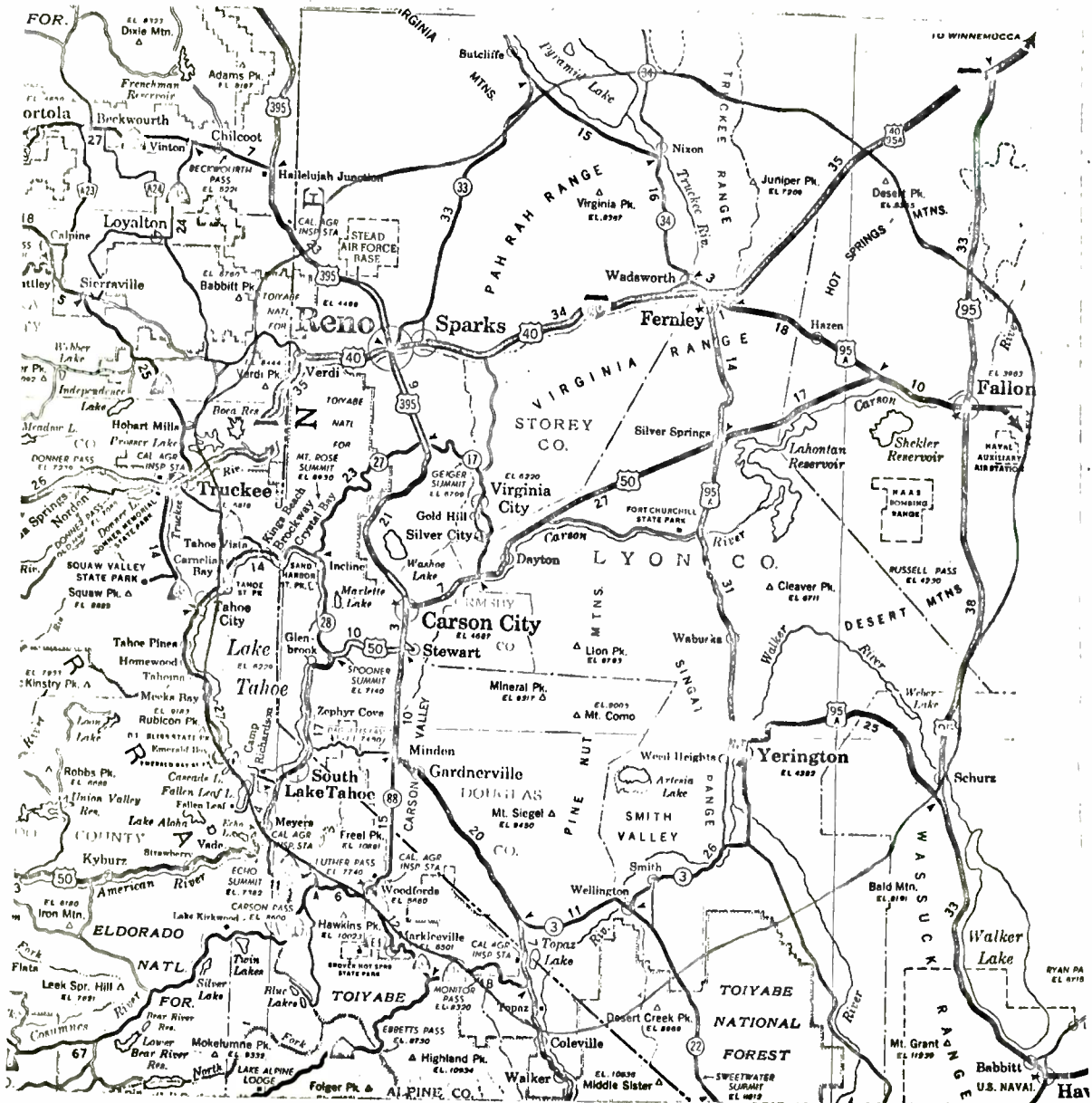
Las Vegas metro		% of Nevada
Population	261,400	55.9
Households	83,810	55.5
CSI	739,242,000	48.7
Retail Sales	489,145,000	52.1
Food Sales	101,679,000	52.1
Drug Sales	21,473,000	47.3
Gen. Mdse.	60,433,000	57.8
Apparel Sales	33,431,000	59.6
Automotive		
Sales	104,639,000	52.9
Passenger Cars	123,330	54.7

*SRDS



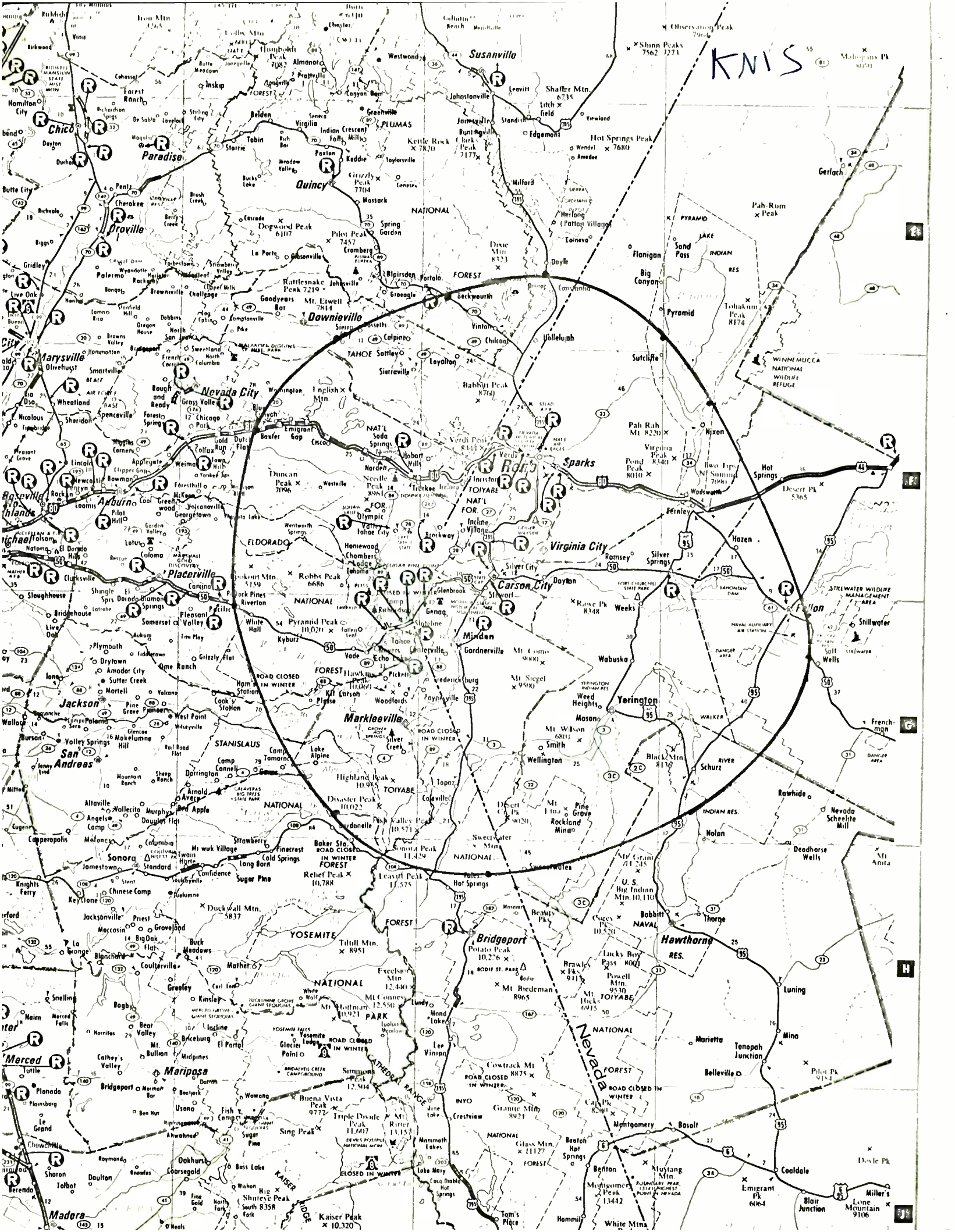
KPTL-1300

Modern Country Music for Northern Nevada



Post Office Box 653, Carson City, Nevada 89701 / Telephone (area code 702) 882-1319
A Kelly Broadcasting Station



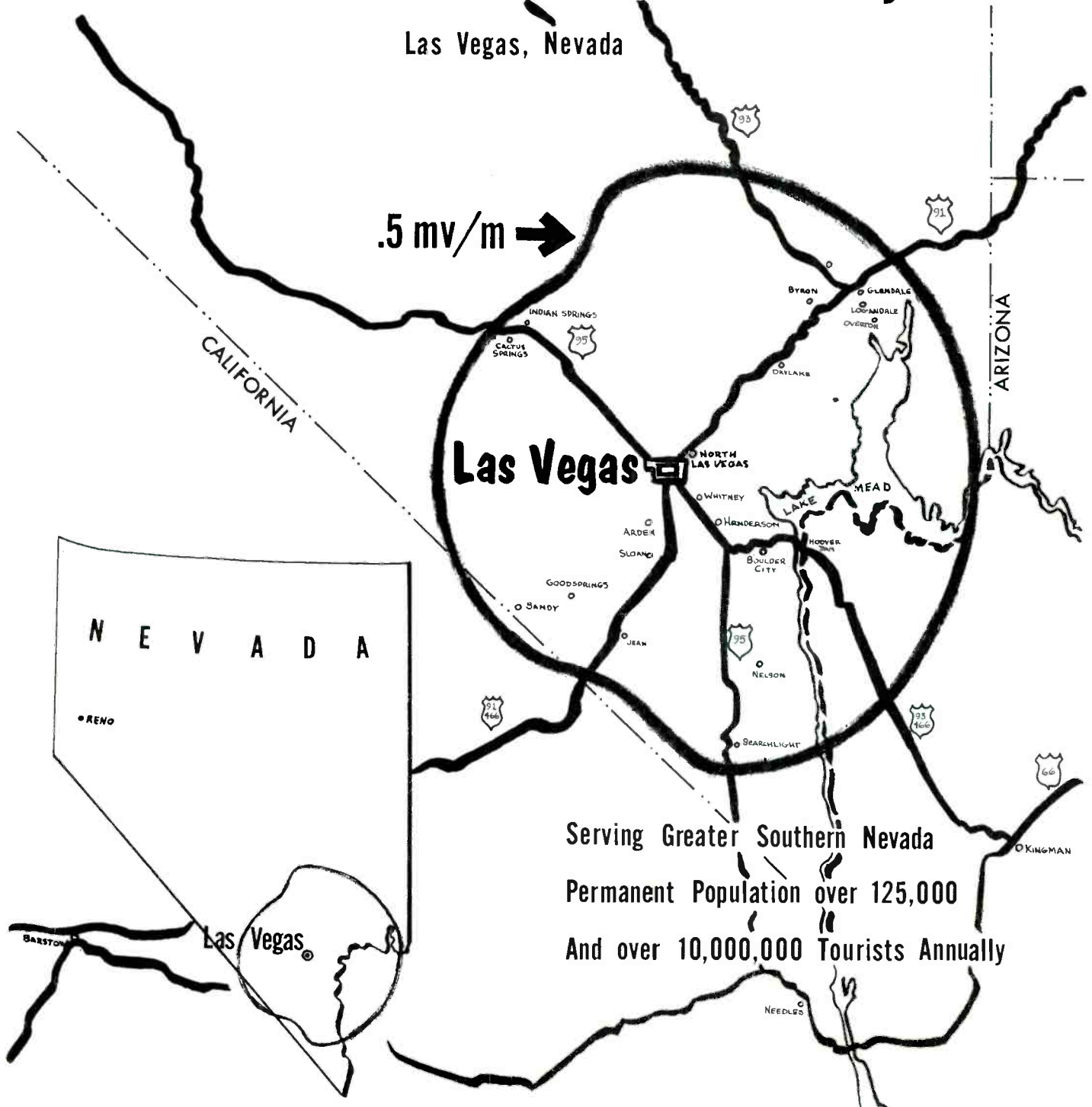


Primary Coverage Map

Radio Station **K V E G** - 970 Kilocycles

Las Vegas, Nevada

.5 mv/m →



Las Vegas

N E V A D A

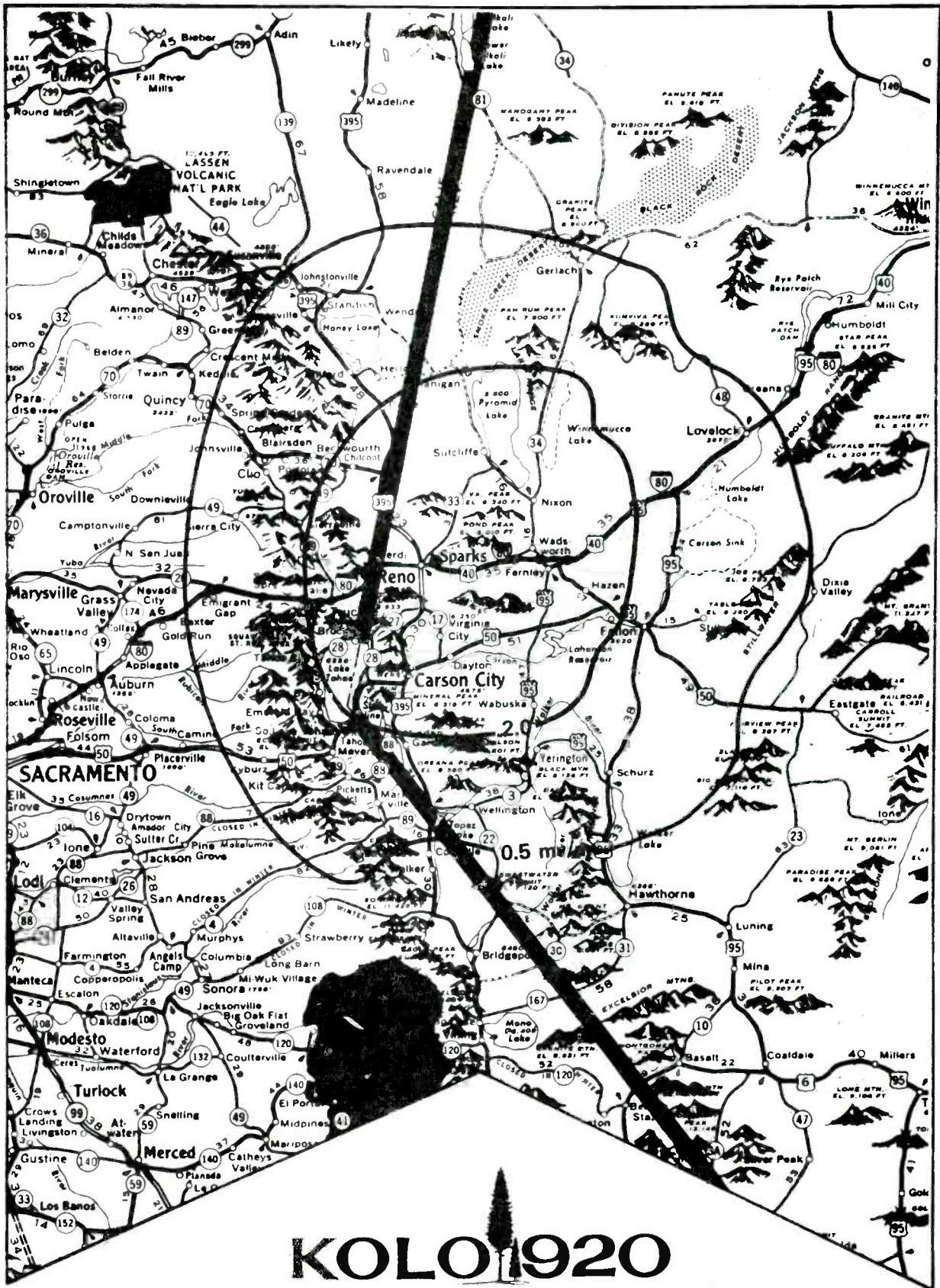
• RENO

Las Vegas

Serving Greater Southern Nevada
Permanent Population over 125,000
And over 10,000,000 Tourists Annually

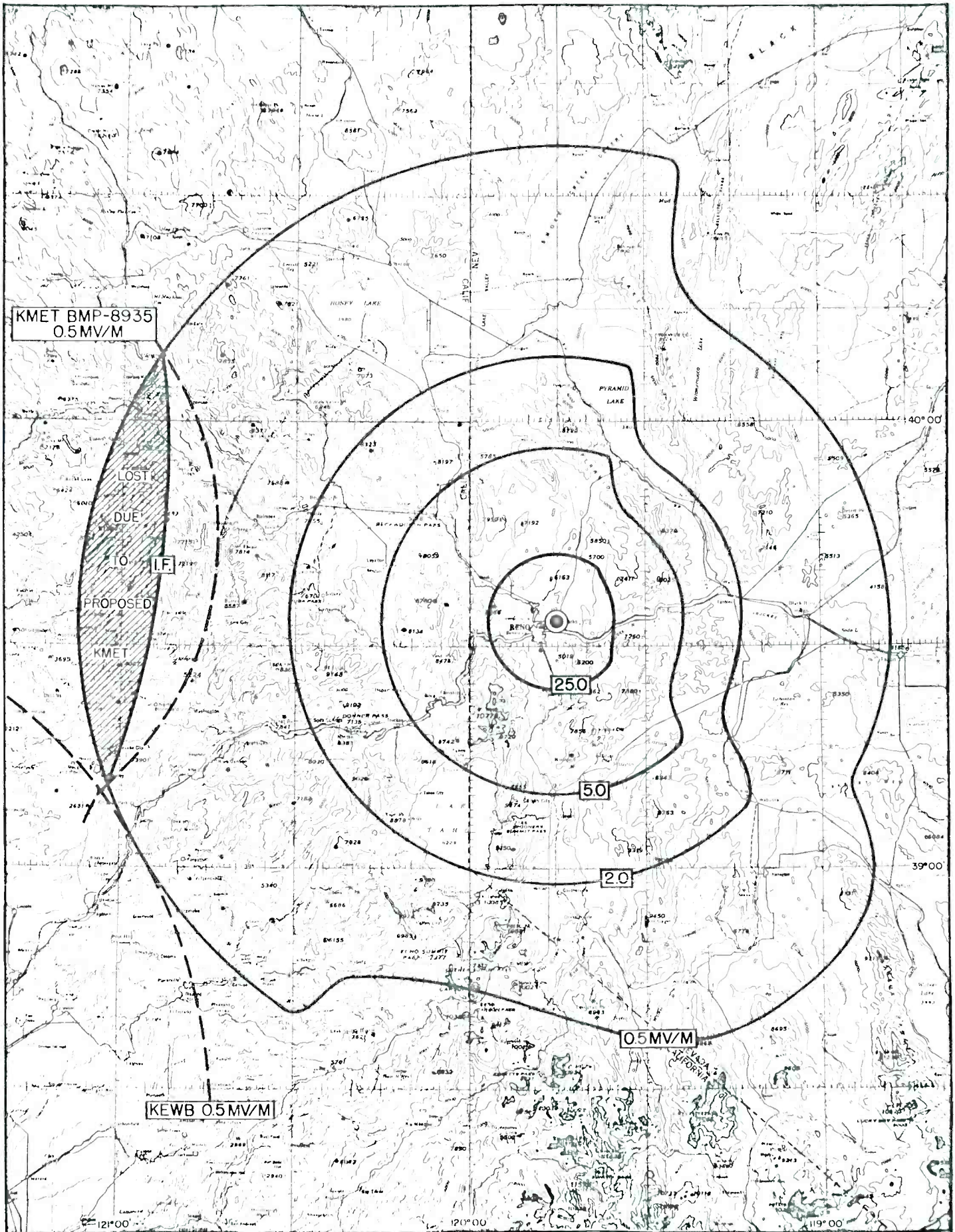


COVERAGE MAP



KOL 1920

5,000 WATTS DAYTIME – 1,000 WATTS NIGHTTIME



KMET BMP-8935
0.5 MV/M

LOST
DUE
TO
PROPOSED
KMET

KEWB 0.5 MV/M

250

50

20

0.5 MV/M



HAMMETT & EDISON
CONSULTING RADIO ENGINEERS

RADIO STATION KOLO
920 KC, 1KW, 5KW-LS, DA-N

PROPOSED COVERAGE
5 KW DAYTIME



LAKE HARNEY

MALHEUR OREGON

OWYHEE

IDAHO

Tulalake MODOC

WASHOE

HUMBOLDT

McDermitt

ELKO

the KOH-Reno

Northern California and Western Nevada Market

McCLATCHY BROADCASTING COMPANY

Veed
Mt. Shasta
McCloud

Alturas

STA

LASSEN

Winnemucca

LANDER

EUREKA

Elko

PERSHING

Battle Mountain

Central Valley

Project City

Anderson

Susanville

PLUMAS

Quincy

Lovelock

CHURCHILL

WHITE PINE

BUTTE

Chico

Paradise

Portola

Fallon

Austin

Eureka

SIERRA

Downieville

Sparks

LYON

Reno

Virginia City

STONE

City

TRUCKEE

City

Carson City

DOUGLAS

Yerington

MINDEN

MINERAL

NYE

Rut'
El

Yuba

Oroville

NEVADA

Grass Valley

City

PLACER

Yuba City

Marysville

SUTTER

Live Oak

Yuba City

Rocklin

Lincoln

Rocklin

Auburn

EL DORADO

Roseville

SACRAMENTO

Folsom

Placerville

Diamond Spgs.

Woodland

Winters

SOLANO

Vacaville

Fair Oaks

Sutter Cr.

AMADOR

Galt

Jackson

CALAVERAS

San

TUOLUMNE

Markleeville

ALPINE

Markleeville

MONO

Bridgeport

Hawthorne

ESMERALDA

Tonopah

Goldfield

Woodland

Winters

SOLANO

Vacaville

Fair Oaks

Sutter Cr.

AMADOR

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Jackson

CALAVERAS

San

TUOLUMNE

Markleeville

ALPINE

Markleeville

MONO

Bridgeport

Hawthorne

ESMERALDA

Tonopah

Goldfield

Vallejo

Hayward





Alameda

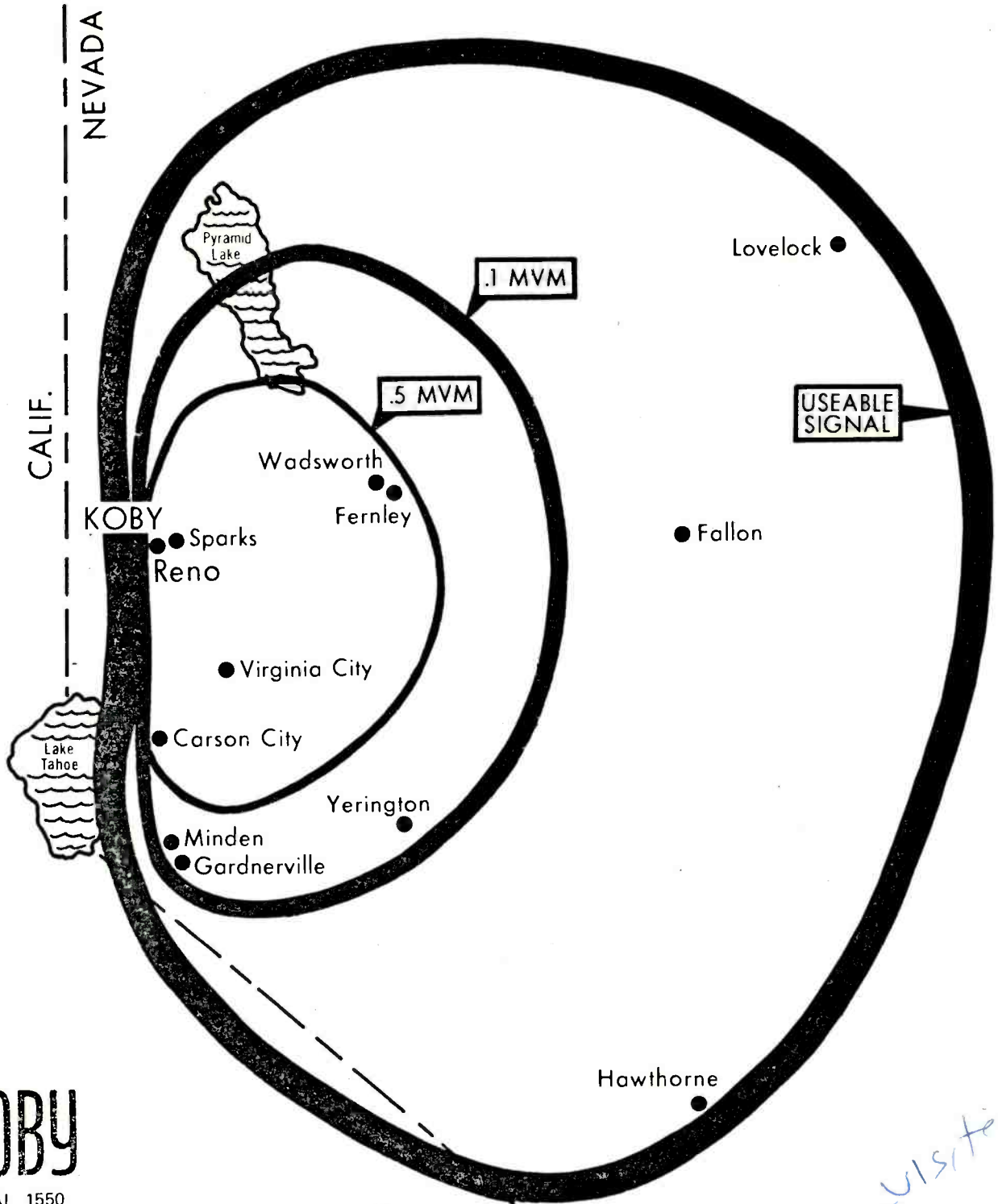
Contra Costa

Oakland

Martinez

San Francisco

-  KOH
-  Station A
-  Station B
-  Station C



USEABLE SIGNAL

.1 MVM

.5 MVM

CALIF.

NEVADA

KOBY

DIAL 1550

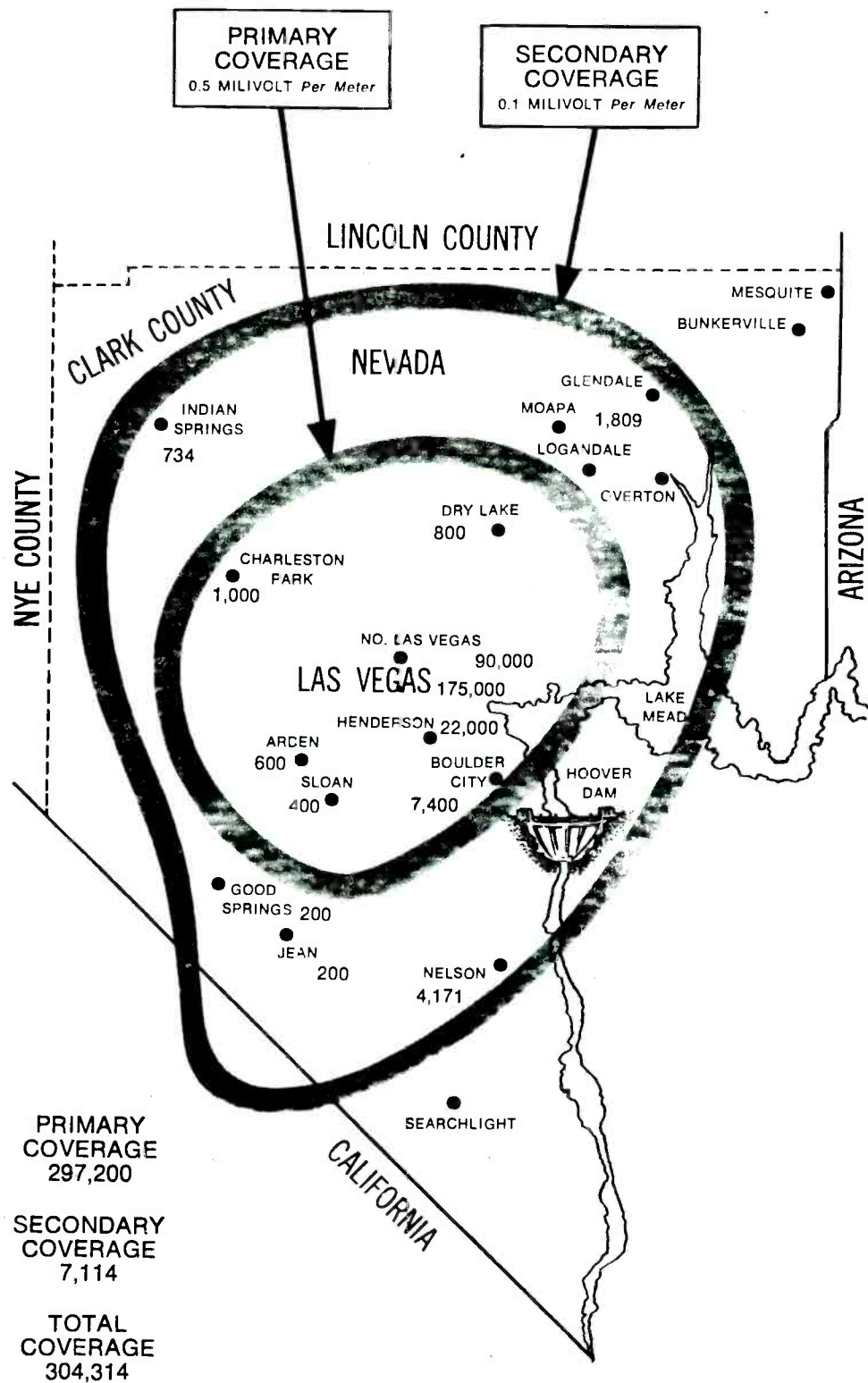
"You've never HEARD it so good"

HOLIDAY LODGE
 P.O. BOX 5606
 RENO, NEVADA 89503
 (702) 747-2500

visited

KLAV RADIO 123

Commercial Arts Bldg./2634 State St./Suite 1230/Las Vegas, Nevada 89109/ (702) 735-6633



● 12,000 FT. CHARLESTON RANGE MOUNTAIN PEAKS PREVENT ANY OUTSIDE STATION FROM SERVING SOUTHERN NEVADA.

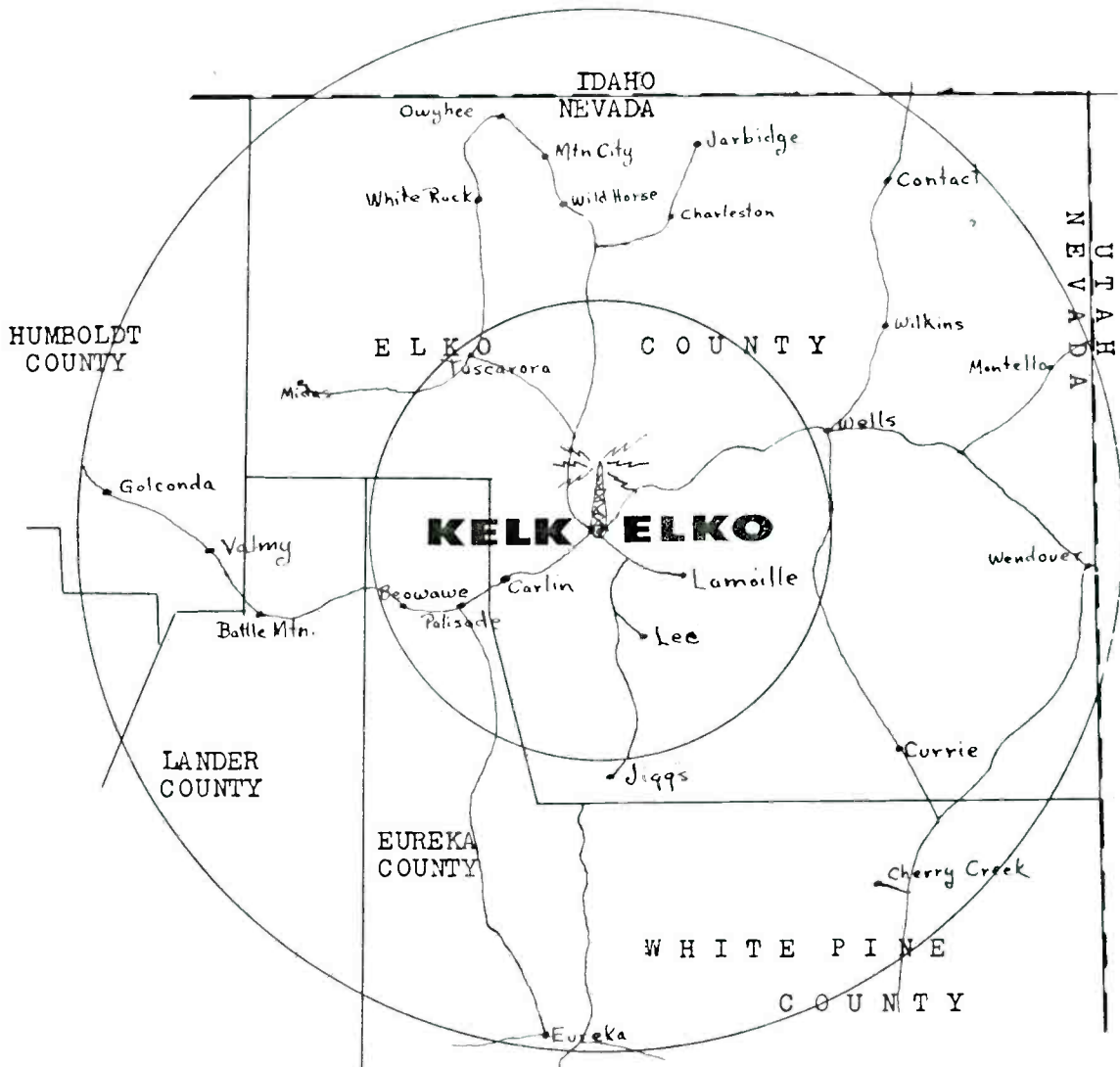
KELK

ELKO, NEVADA

"Where Livestock's a Business — and Living's a Pleasure"

1000 watts daytime, 250 watts night at 1240

COVERAGE MAP



KCRL

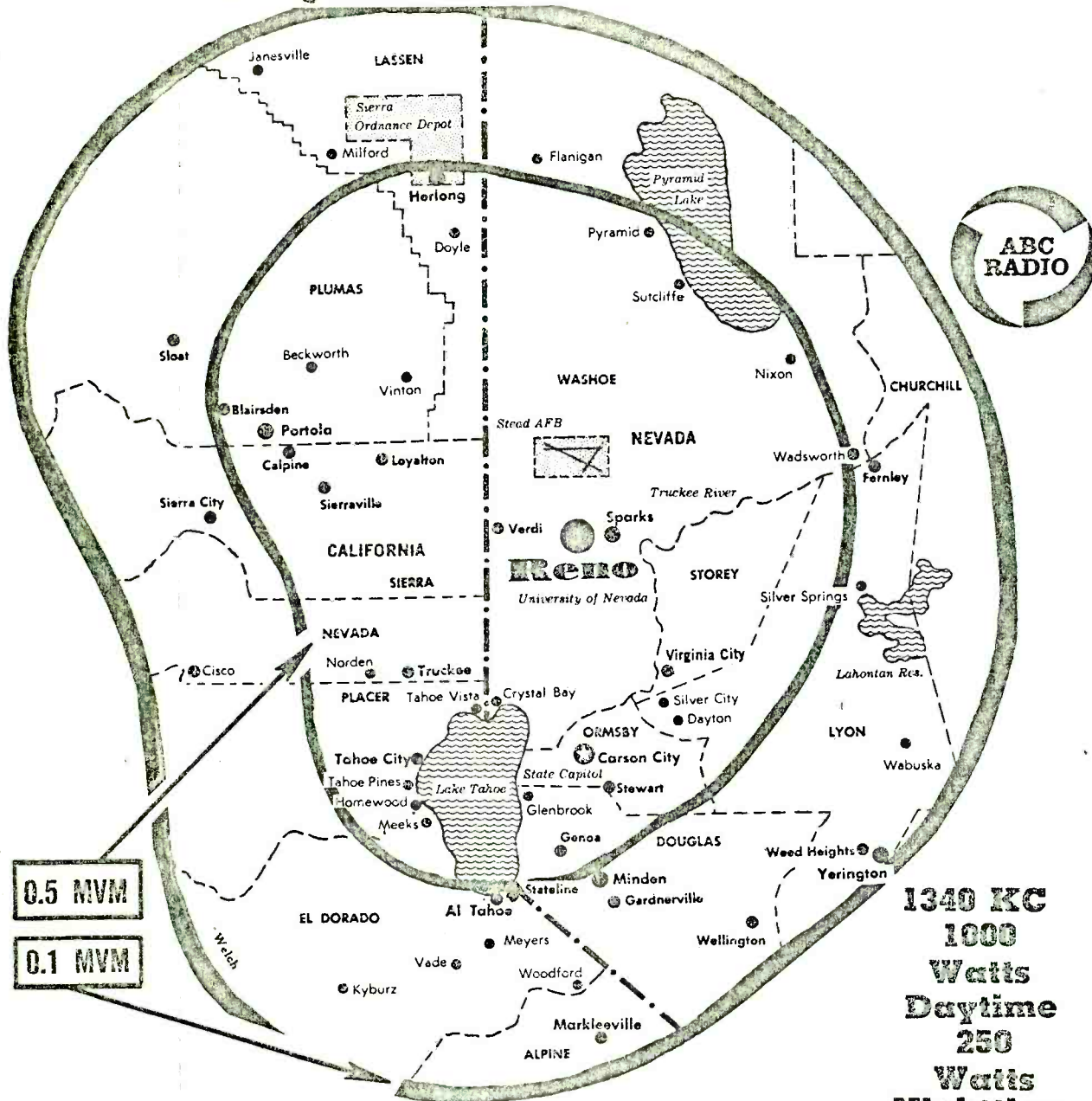
RENO, NEVADA



780 k.c.
50,000 WATTS
24 HOURS A DAY

sold nationally by  **EVERY-KNODEL, INC.**

Serving Northwest Nevada



KBET

Reno, Nevada 89504

KBET

The bright sound of

RENO

Regardless of the name you may know our city by . . . RENO is an industrial center where more than 45,000 wage-earners take home \$117 per-week-average-income . . . RENO is a fantastic tourist-health mecca bringing in Millions of dollars per year . . . and RENO is a cultural center . . . home of the University of Nevada.

For your best BET . . . You'll Pick K-BET — to produce more Profits for every Dollar invested.

MUSIC — NEWS — SPORTS — VARIETY

SIERRA BROADCASTING COMPANY
 R. L. Stoddard, Owner
 P. O. Box 1170 Phone 702 — 322-4501
 Reno, Nevada 89504

0.5 MVM
 0.1 MVM

1340 KC
 1000
 Watts
 Daytime
 250
 Watts
 Nighttime

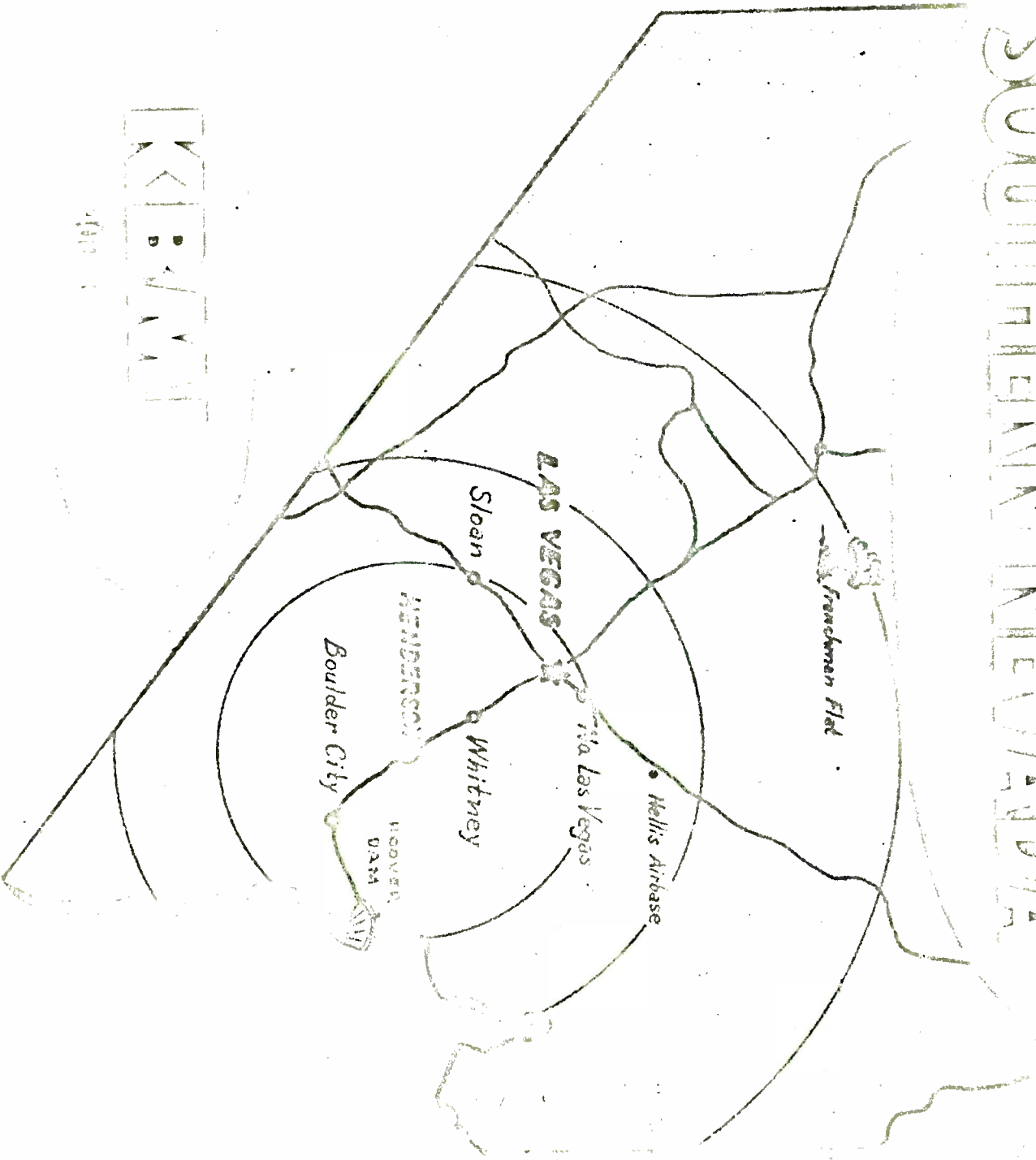
Represented by:
 Burn-Smith Co.
 Sandeberg Co.

Market Data:	0.5 MVM Coverage	0.1 MVM Coverage
Population	199,600	264,700
Households	64,390	85,600
Radio Homes	59,200	78,120
Automobiles	93,650	124,210
Spendable Income	\$533,953,000	691,790,000
RETAIL SALES:		
Food Stores	\$ 75,105,000	99,183,000
Drug Stores	\$ 19,814,000	23,144,000
Gen'l. Merchandise	\$ 29,086,000	36,938,000
Apparel Stores	\$ 13,972,000	17,276,000
Home Furnishings	\$ 13,561,000	15,325,000
Auto Dealers	\$ 61,616,000	74,951,000
Service Stations	\$ 34,715,000	45,415,000
Total Retail Sales	\$336,092,000	431,256,000
FARM DATA:		
Farm Population	6,100	11,400
Farm Households	1,525	2,850
Gross Farm Income	\$ 25,074,000	48,450,000
SOURCE: SRDS Consumer Data exclusively.		

PREPARED BY MARKET DATA ASSOCIATES

SERVING YOU

SOUTHERN NEVADA



K B A V

1940

