

KAWA Coverage Map



5 MV/M



“The Big 1010”

RETAIL RATE CARD NO. 1

EFFECTIVE FEBRUARY 1, 1971

WACO, TEXAS



TOTAL AUDIENCE PLAN

25%--A 50%--B 25%--C

30-second package

Monthly	100 spots	\$325.00
	200 spots	\$600.00

PROGRAM RATE

5-Minute	2 times the one minute rate
15-Minute	4 times the one minute rate

WEEKLY ANNOUNCEMENT RATES

CLASS A

6:00 AM to 10:00 AM

3:00 PM to 6:00 PM

Monday--Saturday

	60"	30"	10"
1-x	8.50	7.75	4.25
10-x	8.00	6.50	4.00
20-x	6.50	4.50	3.25
30-x	5.50	3.25	2.75
40-x	4.00	3.00	2.00

CLASS B

10:00 AM to 3:00 PM

Monday--Sunday

	60"	30"	10"
1-x	7.50	6.75	3.75
10-x	7.25	6.00	3.65
20-x	5.50	3.75	2.75
30-x	4.50	3.00	2.25
40-x	3.50	2.75	1.75

CLASS C

FM-6:00 -- 12 Midnight

Monday--Sunday

	60"	30"	10"
1-x	6.50	5.75	3.25
10-x	5.75	4.75	2.75
20-x	4.50	2.75	2.25
30-x	3.50	2.50	1.75
40-x	2.50	1.75	1.25

Radio KALT

SERVING THE ARK-LA-TEX HEARTLAND
ATLANTA, TEXAS

Serving the Vast Interests of Oil Production, Army Ordnance, Steel Production, Synthetics and Farming—All Within a 10-County Primary Coverage.

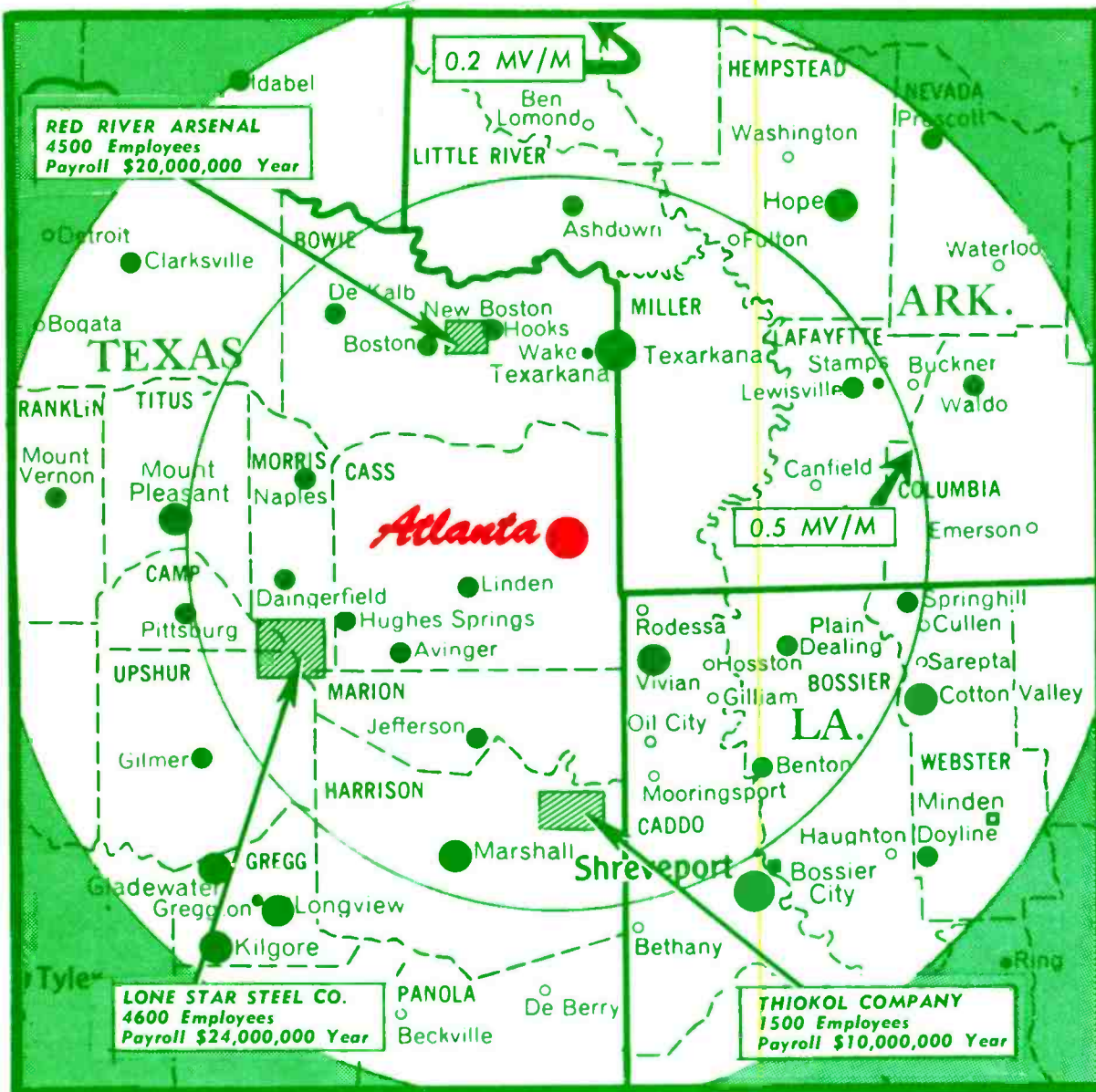
RADIO KALT

Operated by Ark-La-Tex Broadcasting Company
David A. Wommack, General Manager

P. O. Box 289 Phone SW 6-2817

ATLANTA, TEXAS

REPRESENTED NATIONALLY BY HIL F. BEST



KALT

**1000 Watts
900 KC Middle-of-Dial
Sunrise to Sunset
ATLANTA, TEXAS**

Nationally Represented by: **HIL F. BEST COMPANY, Detroit**

MARKET DATA:

	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population	504,970	1,083,950
Total Households	126,310	329,650
Total Radio Homes	124,900	327,090
Total Passenger Cars	129,350	336,595
Spensible Income	\$731,635,000	1,359,764,000

RETAIL DATA:

Food Sales	\$ 126,850,000	246,895,000
Drug Sales	\$ 17,565,000	35,572,000
General Merchandise	\$ 63,970,000	92,353,000
Apparel Stores	\$ 33,590,000	60,512,000
Home Furnishings	\$ 29,750,000	57,544,000
Automotive Sales	\$ 118,375,000	241,579,000
Filling Stations	\$ 50,090,000	69,310,000
Total Retail Sales	\$615,975,000	804,560,000
Total Wholesale Sales	\$312,085,000	496,500,000

FARM DATA:

Farm Population	81,350	234,810
Farm Households	22,175	70,095
Farm Radio Homes	22,100	69,750
Total Farm Income	\$ 68,914,000	157,935,000

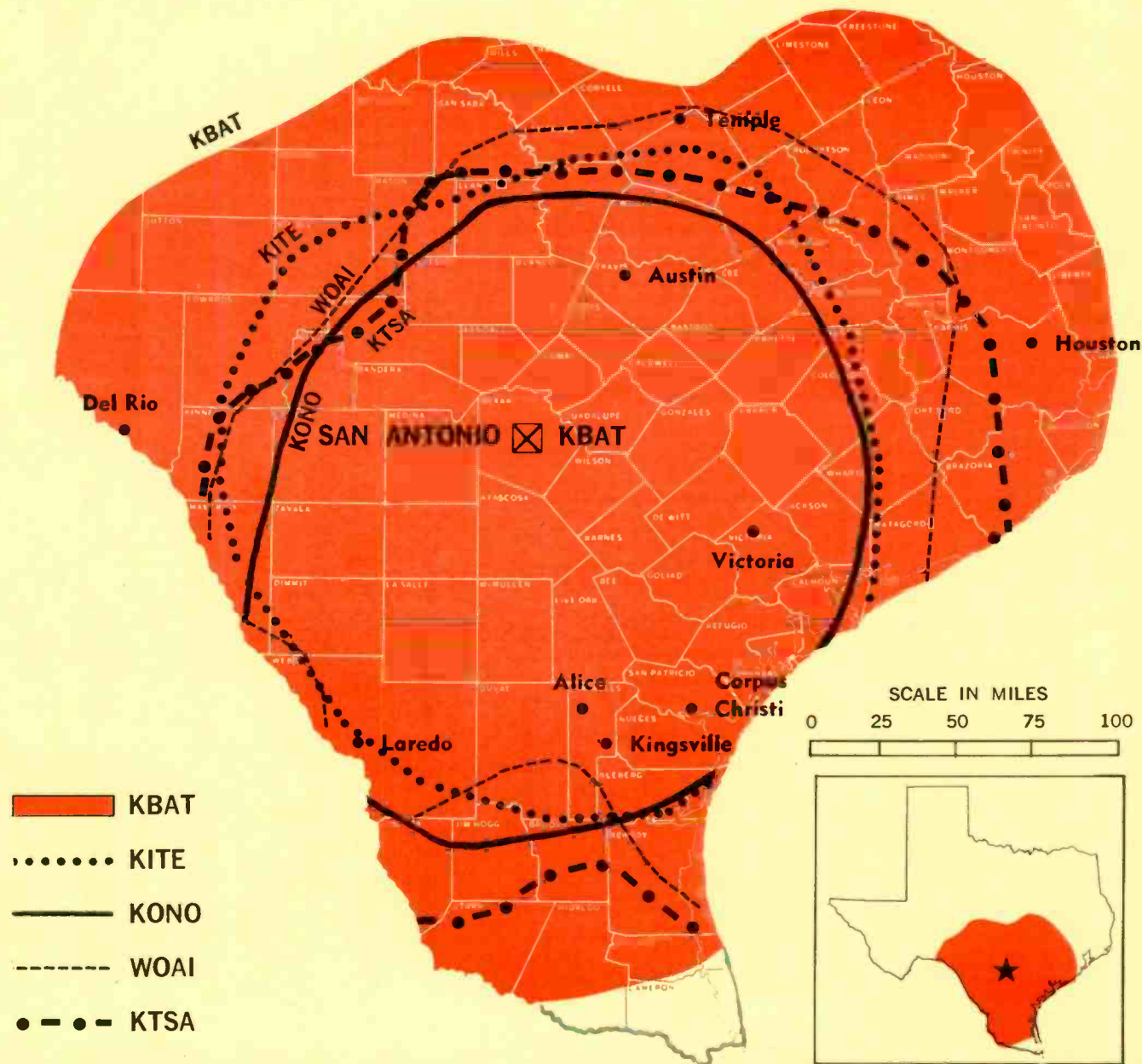
SOURCE: SRDS Consumer Market Data; Department of Commerce; Department of Agriculture; RETMA.

PREPARED BY WILLOUGHBY & ASSOCIATES (Nashville)

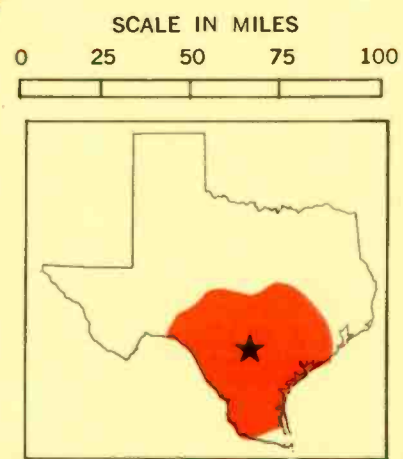
DOMINATES 105 TEXAS COUNTIES

San Antonio is the nation's 36th largest market with the greatest concentration of military manpower in the free world. In the city alone, 72.7 per cent of the population drive their own cars to and from work. The city boasts 2 million tourists a year. The average age is 25.2 years in the metropolitan area. The city population breaks down into 51.2 per cent Anglo American, 41.4 per cent Latin American, 7.1 per cent Negro and .3 per cent other. KBAT gets them where they live . . . KBAT covers the largest area in the United States with its 50,000 Watts covering 125,000 square miles and dominated 105 Texas-size counties.

KBAT ½ MV/M DAYTIME SIGNAL AREA	PER CENT PENETRATION	TEXAS
TOTAL POPULATION	4,424,350	44.6
TOTAL HOUSEHOLDS	1,242,100	43.4
ESTIMATED RADIO HOMES	1,107,660	43.8
CONSUMER SPENDABLE INCOME	7,355,594,514	42.3
(San Antonio Spensible Income)	936,752,000	
FARM POPULATION	307,200	43.6
PASSENGER CARS	14,996,400	42.7
TOTAL RETAIL SALES	5,031,423,000	41.7
Food	1,322,810,000	45.0
Drug	175,636,000	40.9
Service Station	495,947,000	44.5



- KBAT
- KITE
- KONO
- WOAI
- KTSA

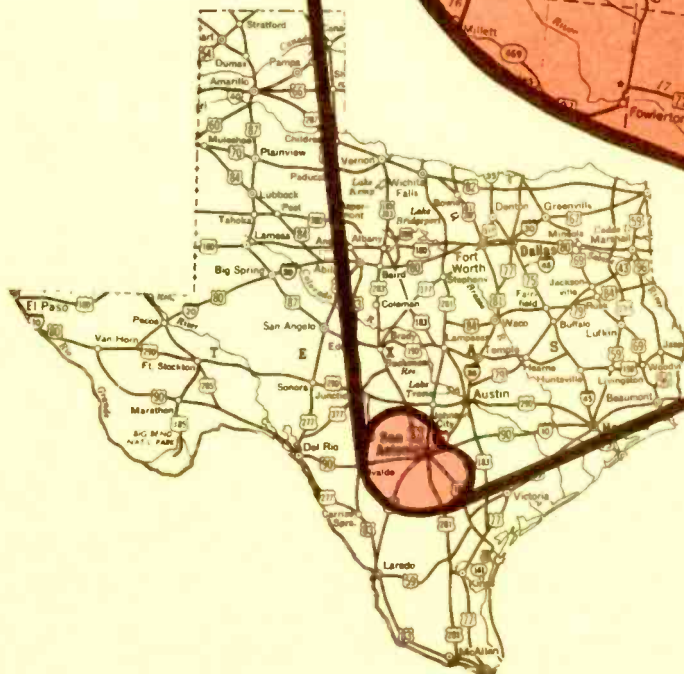
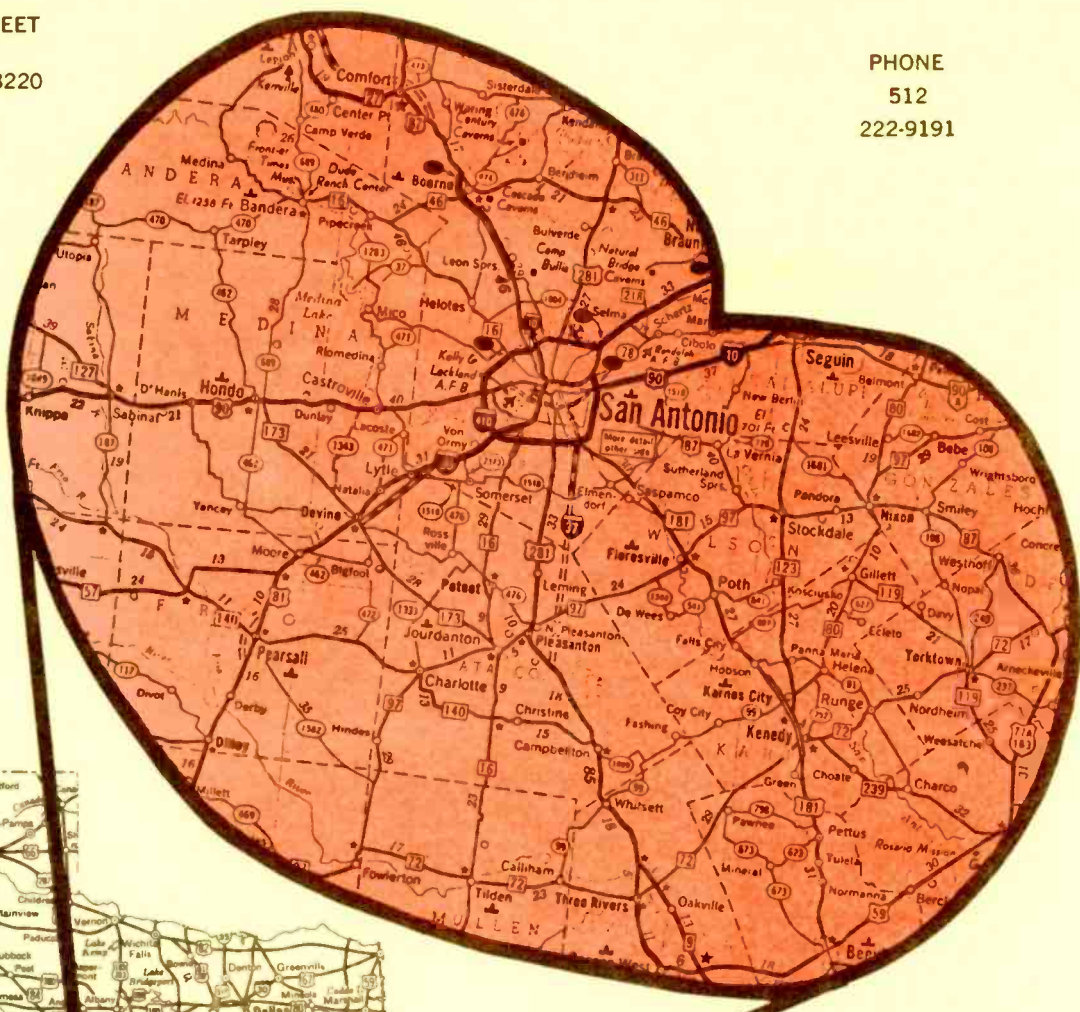


K-BUC Radio 1310 kc

3259 E. COMMERCE STREET

SAN ANTONIO, TEXAS 78220

PHONE
512
222-9191



0.5 mv/m

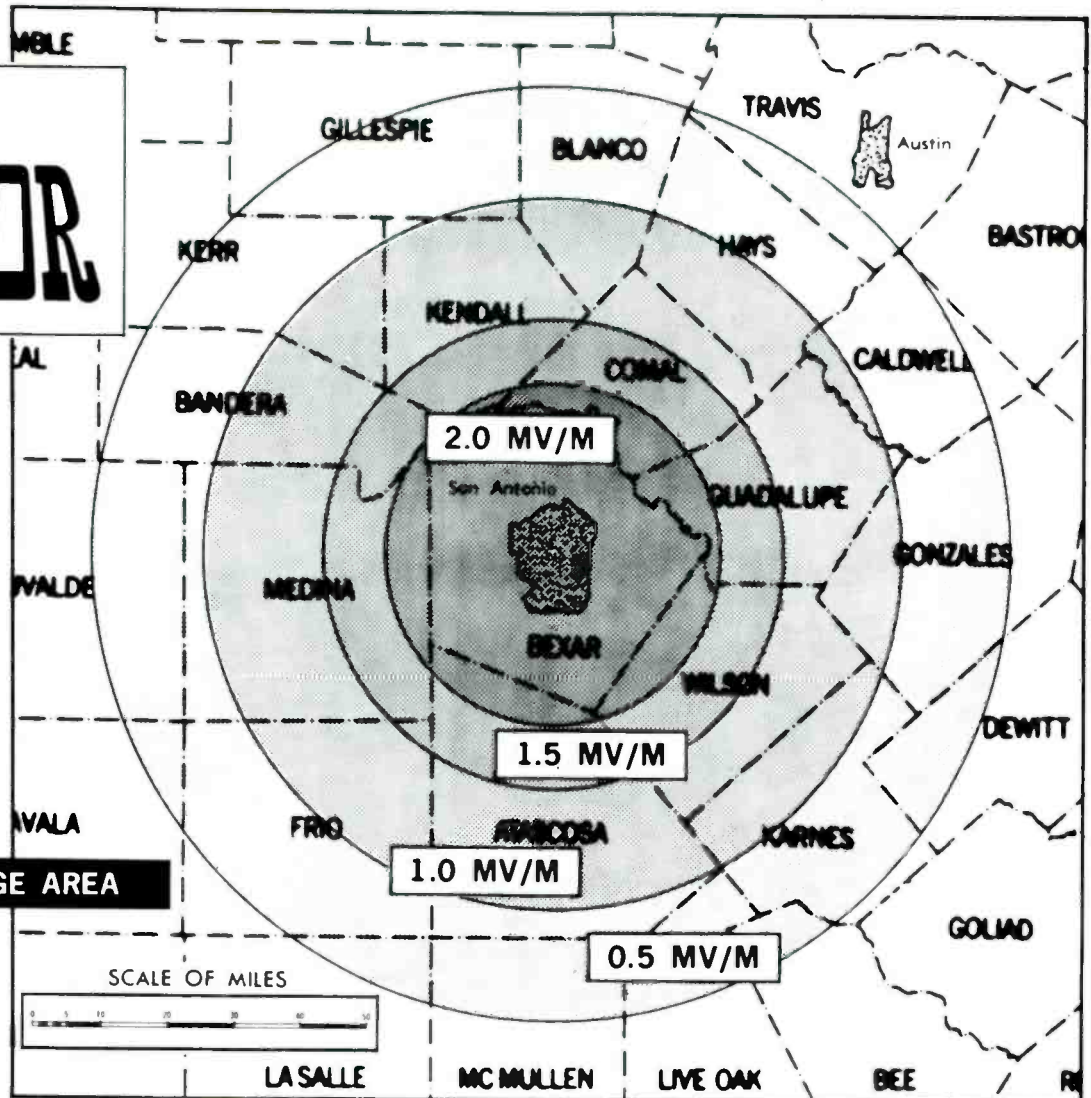
K-BUC

1310 KC ★ **5000 WATTS**

**OVER 1,000,000 PEOPLE - COVERING 16 COUNTIES
THE COUNTRY POLITAN SOUND FOR SOUTH TEXAS**

KCOR/AM...San Antonio

FULL TIME OPERATION • 5,000 WATTS • 1350 KC



1967

County Map Courtesy Texas Highway Department

KCOR/AM • 1350 KC

THE VOICE OF SAN ANTONIO'S
SPANISH-SPEAKING MAJORITY

Owned and Operated by Inter-American Radio, Inc.

111 Martinez Street • San Antonio, Texas 78204 • (512) CA 5-2751

Represented Nationally by SAVALLI/GATES, INC.

Same Ownership: KCOR/FM • 101.9 MC • 100,000 WATTS ERP
San Antonio's Maximum Power FM with "El Sabor Latino"
Ultra-Fidelity Stereo • 100% Unduplicated

KCTA

Inspirational Programs Country & Western Music

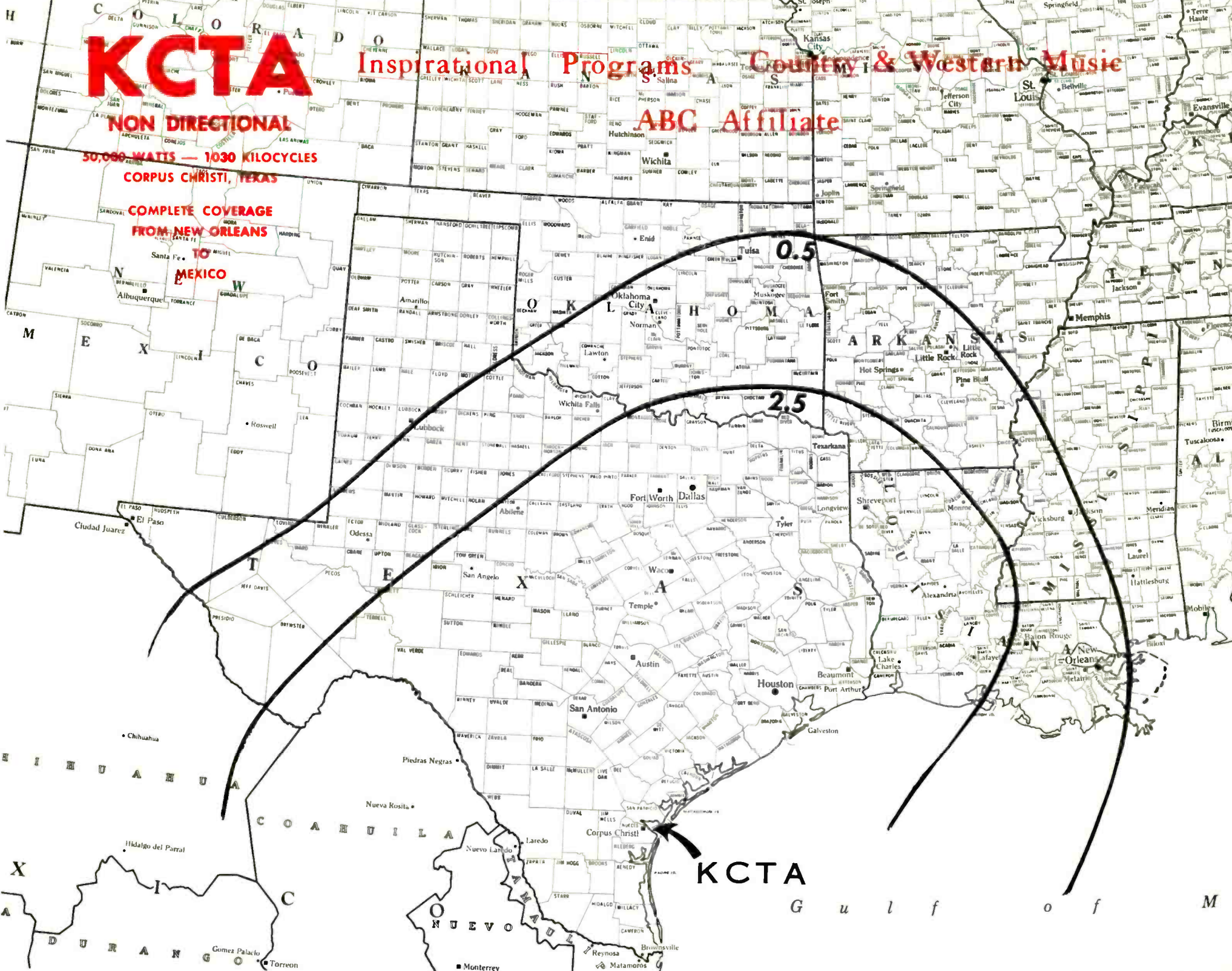
ABC Affiliate

NON DIRECTIONAL

50,000 WATTS — 1030 KILOCYCLES

CORPUS CHRISTI, TEXAS

COMPLETE COVERAGE FROM NEW ORLEANS TO MEXICO



...offers more for your money

More Listening Radius 26 States
within the 0.5 MV Coverage
Total Household Units 1,532,016
Total Population 6,382,489
Featuring Inspirational Programs, Country
& Western
Promoters of Grand Ole Opry
Promoters of Gospel Quartets
Reasonable Rates



50,000 watts

General Electric Transmitter



Everything is new!!

NOW! NEW!

REACH THEM

WITH THE BIG ONE!

*NOW 50 TIMES MORE POWERFUL
THAN ANY OTHER CORPUS CHRISTI RADIO STATION!!!!*

KCTA

DEVOTES MORE THAN 6 HOURS A DAY TO RELIGIOUS PROGRAMS.

KCTA

HAS BUILT UP A TREMENDOUS READY-MADE RELIGIOUS AUDIENCE.

KCTA

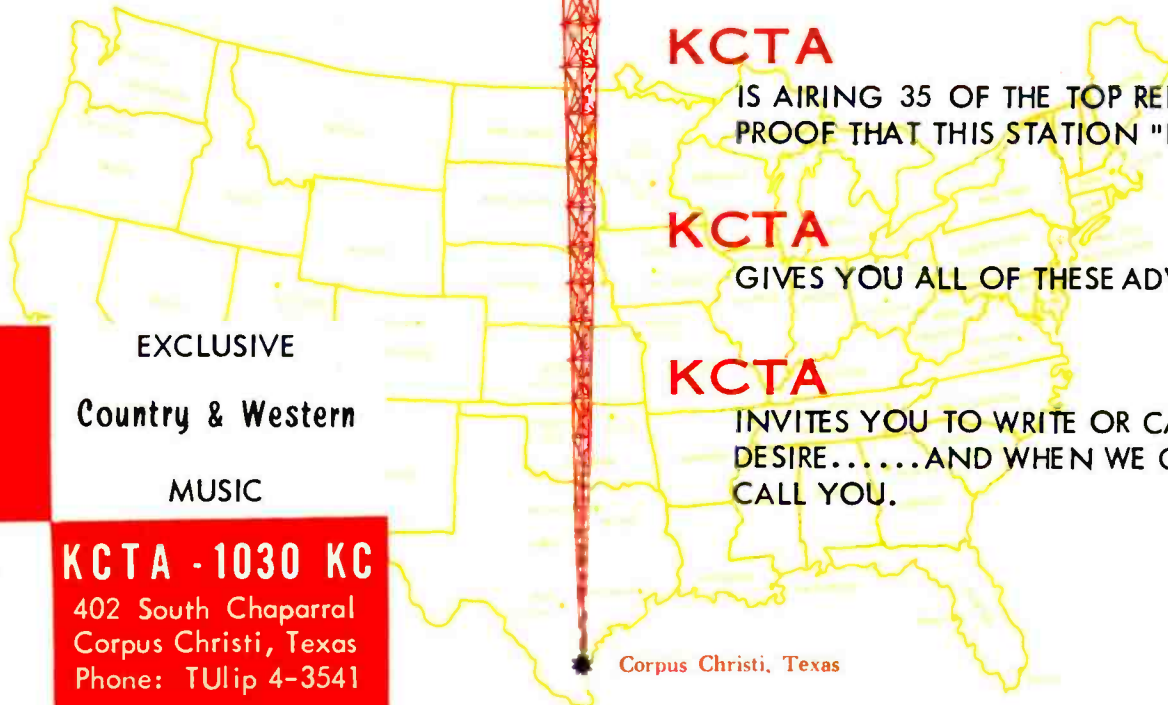
IS AIRING 35 OF THE TOP RELIGIOUS ACCOUNTS. . . . POSITIVE PROOF THAT THIS STATION "DOES THE JOB".

KCTA

GIVES YOU ALL OF THESE ADVANTAGES AT A LOW PROGRAM RATE.

KCTA

INVITES YOU TO WRITE OR CALL US, GIVING US YOUR PROGRAM DESIRE.....AND WHEN WE CAN PRODUCE YOUR NEED, WE WILL CALL YOU.



Corpus Christi, Texas

50,000

WATTS

EXCLUSIVE

Country & Western

MUSIC

Inspirational Programs

KCTA - 1030 KC

402 South Chaparral
Corpus Christi, Texas
Phone: TULip 4-3541

BOB KENT, GENERAL MGR.
TULIP 4-3541
P. O. BOX 898
CORPUS CHRISTI, TEXAS

NL 29° 39' 19"
WL 95° 40' 19"

FIGURE 15A

DAY PATTERN

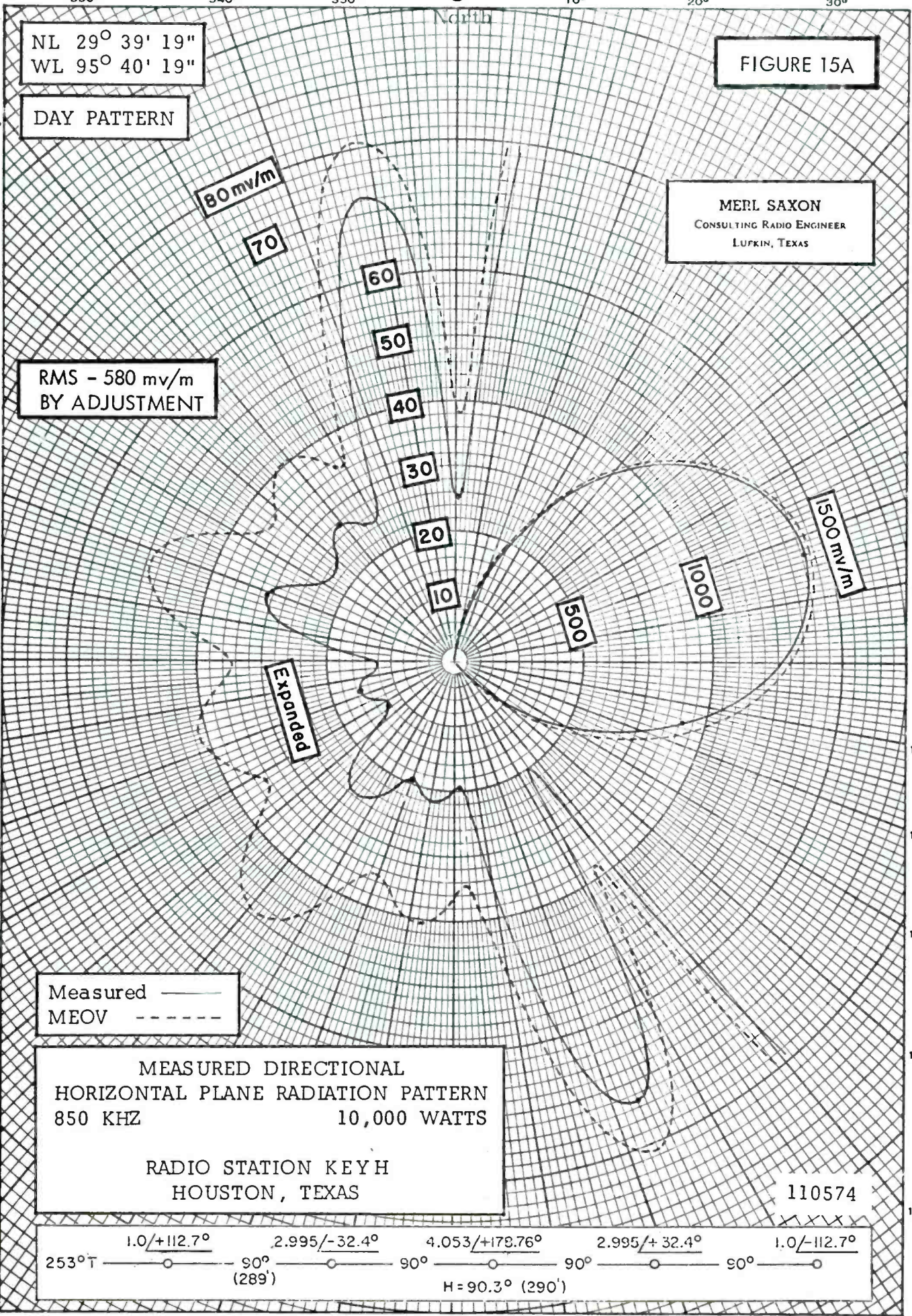
MERL SAXON
CONSULTING RADIO ENGINEER
LUFKIN, TEXAS

RMS - 580 mv/m
BY ADJUSTMENT

EUGENE DIETZGEN CO.
MADE IN U.S.A.

422

NO. 340R-P DIETZGEN GRAPH PAPER
POLAR CO-ORDINATE



Measured —
MEOV - - -

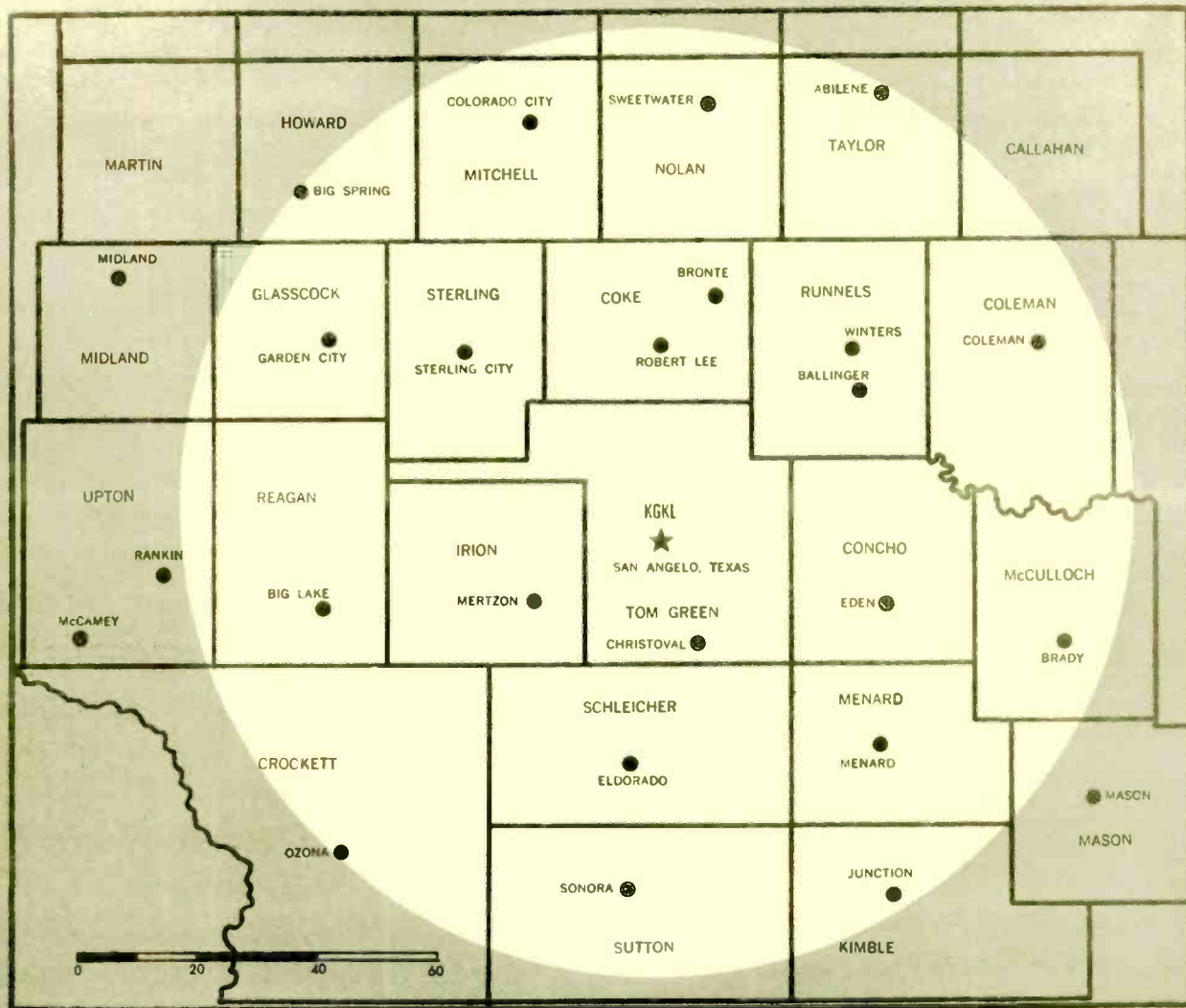
MEASURED DIRECTIONAL
HORIZONTAL PLANE RADIATION PATTERN
850 KHZ 10,000 WATTS

RADIO STATION KEY H
HOUSTON, TEXAS

110574

253°T	1.0/+112.7°	2.995/-32.4°	4.053/+178.76°	2.995/+32.4°	1.0/-112.7°
	90°	90°	90°	90°	90°
	(289')				
H = 90.3° (290')					

210° 200° 190° 180° 170° 160° 150°



SAN ANGELO, TEXAS

5000 W * 960 KC * 915-655-6715
 Contact Bill Neil, Station Manager
 Phone Area Code 915 655-6715
 P. O. Box 1878, San Angelo, Texas

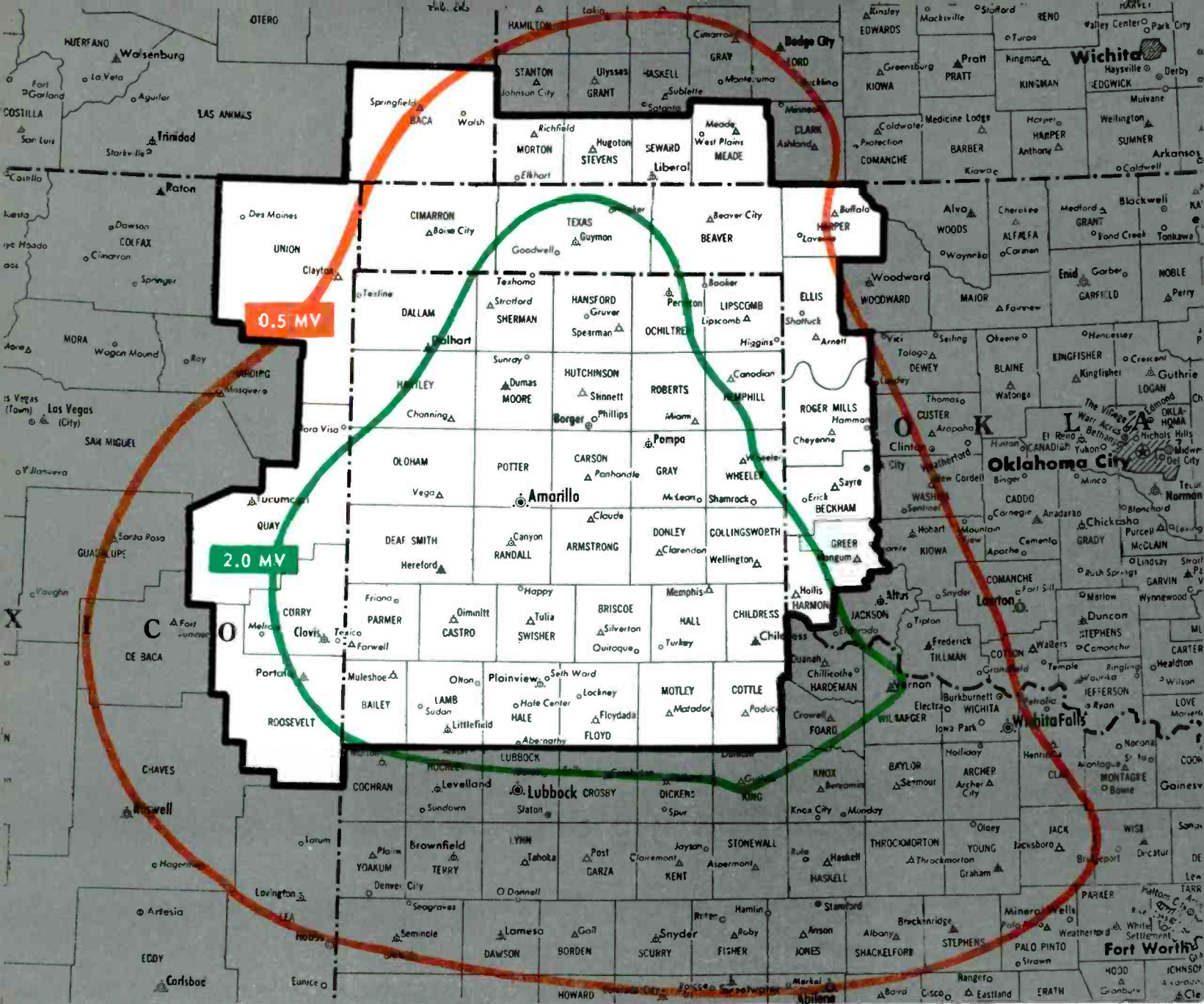
MARKET DATA

POPULATION	287,000
HOUSEHOLDS	89,430
CONSUMER SPENDABLE INCOME	\$822,014,000
TOTAL RETAIL SALES	\$491,641,000
PASSENGER CARS	134,334
FARM POPULATION	18,900
FARM INCOME	\$175,924,000

Source - SRDS - 1971



Represented by Alan Torbet Associates, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles, Dallas, Denver, Atlanta, Memphis



KGNC AM COVERAGE

- AMARILLO RETAIL TRADE AREA*
- 0.5 mv contour based on FCC conductivity map M-3
- 2.0 mv contour based on FCC conductivity map M-3

* AMARILLO CHAMBER OF COMMERCE STUDY, 1963



KGNC
AM RADIO
 AMARILLO, TEXAS

710 KILOCYCLES 10,000 WATTS

KHEY COUNTRY IS FUN COUNTRY

KHEY 690 KC 10,000 watts
 EL PASO'S MOST POWERFUL RADIO STATION
COVERAGE MAP

Attractions and Activities:

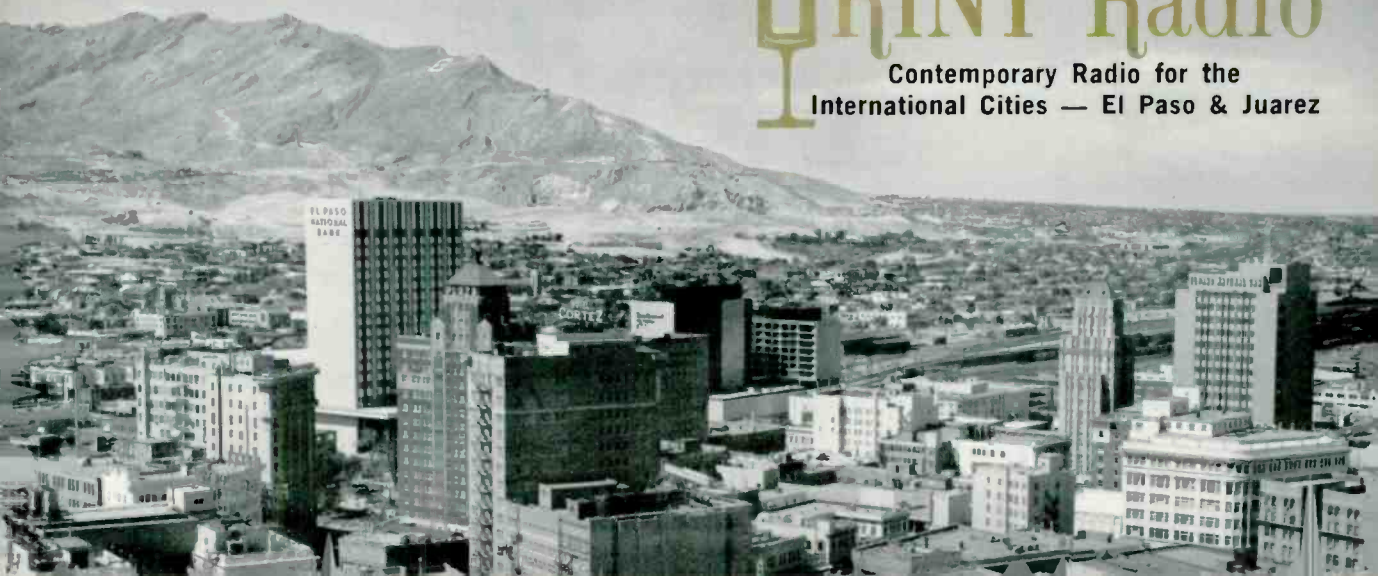
- MALPAIS LAVA FLOWS
- MT. CAPITAN SKI AREA
- RUIDOSO DOWNS
- CLOUD CROFT Country Club
- ELEPHANT BUTTE LAKE
- SUNLAND RACE TRACK
- GILA CLIFF DWELLINGS
- DOUGLAS COPPER MINES
- COCHISE
- CHIRICAHUA NATIONAL MONUMENT
- OLD MESILLA PARK
- BULL FIGHTS
- PANCHO VILLA'S Home
- ALBUQUERQUE
- SANTA FE
- GUADALUPE
- TORRANCE
- DE BACA
- LINCOLN
- CHAVEZ
- SOCORRO
- SIERRA
- GRANT
- Hot Springs
- NEW MEXICO
- Ruidoso
- Cloud Croft
- Alamogordo
- EDDY
- LEA
- Carlsbad
- CARLSBAD CAVERNS National Park
- DOÑA ANA
- Deming
- Las Cruces
- OTERO
- Oro Grande
- WINKLER
- LOVING
- WARD
- White Sands National Monument
- White Sands Missile Range
- EL PASO
- Salt Flat
- CULBERSON
- WINKLER
- LOVING
- WARD
- White Sands Missile Range
- JEFF DAVIS
- Fort Stockton
- PECOS
- Fort Davis
- Alpine
- PRESIDIO
- Presidio
- Brewster
- TRELINGUA
- FORT DAVIS Observatory
- CHIHUAHUA
- San Pedro
- Sar ta Barbara
- San Ignacio
- San Antonio
- San Elizario
- San Juan
- San Ysidro
- TERLINGUA National Chile Contest
- Big Ben National Park
- Juarez Dog Races

KHEY
 EL PASO'S MOST
 POWERFUL
 RADIO STATION




KINT Radio

Contemporary Radio for the
International Cities — El Paso & Juarez





KINT Radio

5300 El Paso Drive El Paso, Texas 79905 (915) 772-5300
RATE CARD No. 5, June 1970

KINT-AM

AA — MONDAY THRU SATURDAY
A — ALL OTHER TIMES

6-9 AM & 4-7 PM

AA

	1x	50x	100x	250x	500x	1000x
1 MIN.	10.00	9.00	8.00	7.00	6.00	5.00
30 SEC.	8.20	7.40	6.60	5.80	5.00	4.20
10 SEC.	5.50	5.00	4.50	4.00	3.50	3.00

A

	1x	50x	100x	250x	500x	1000x
1 MIN.	7.00	6.25	5.50	4.75	4.00	3.25
30 SEC.	6.00	5.50	4.75	4.00	3.50	2.90
10 SEC.	4.00	3.50	3.25	3.00	2.50	2.00

WEEKLY PACKAGE PLANS

TIMES PER WEEK	10 ti	20 ti	30 ti	40 ti
APPLICABLE RATE	50x	100x	250x	500x

KINT-FM

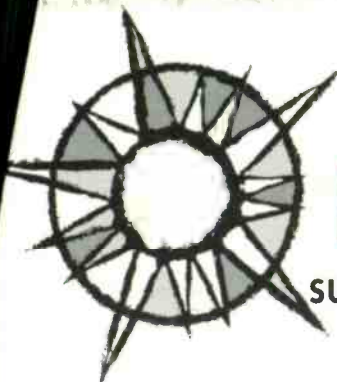
	1x	50x	100x	250x	500x	1000x
1 MIN.	5.00	4.50	4.00	3.50	3.00	2.50
30 SEC.	4.00	3.60	3.20	2.80	2.50	2.00
10 SEC.	3.00	2.50	2.25	2.00	1.75	1.50

KINT-AM/FM COMBINATION

1 MIN., FLAT 2.00
30 SEC./LESS, FLAT 1.50

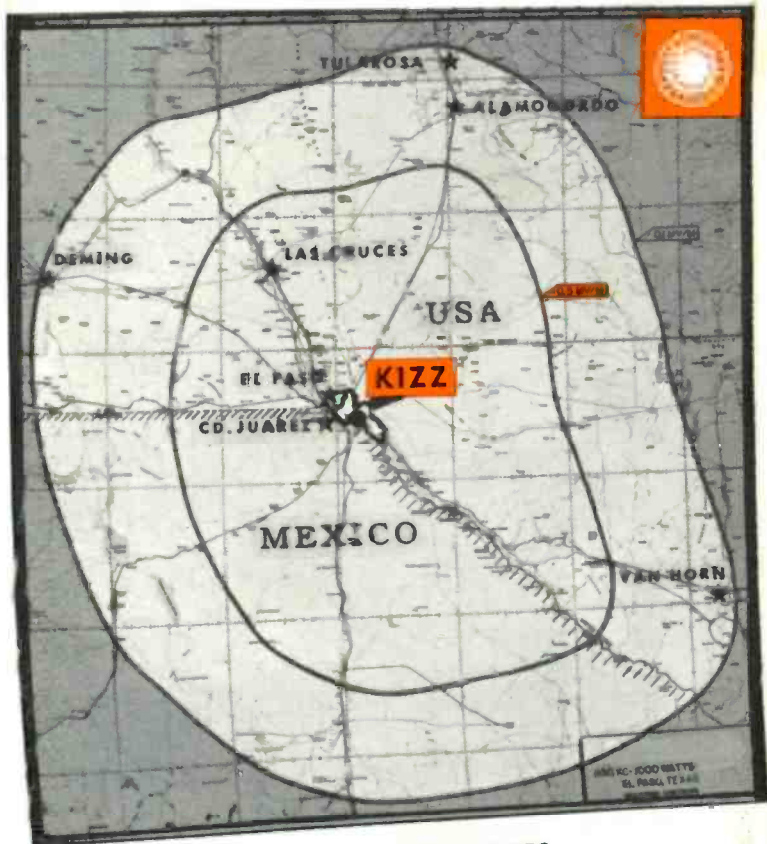
SUN COUNTRY BROADCASTING CO., INC.

LARRY DANIELS President & General Manager • GLEN RANDLE Vice President & Sales Manager



KIZZ

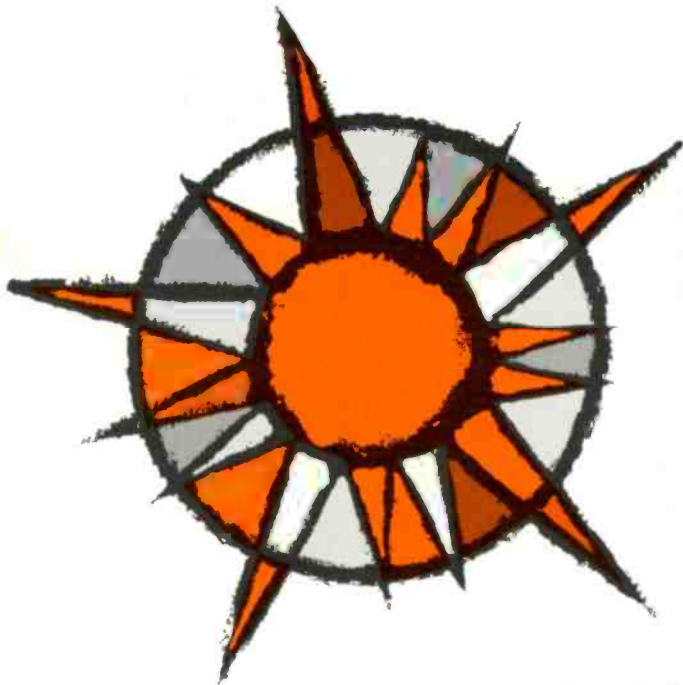
SUNLAND BROADCASTING
COMPANY, INC.



1150 kc - 1000 WATTS
EL PASO, TEXAS
MEASURED CONTOURS

Local and General
RATE CARD No. 4
Effective September 1, 1966

KIZZ FM
RATES IDENTICAL



KIZZ

RADIO 1150 kc
CBS RADIO FOR INTERNATIONAL CITY

SUNLAND BROADCASTING COMPANY, INC.
PHONE 772-5211

470 S. Glenwood/P. O. Box 10035/El Paso, Texas 79951

I. T. COHEN, President & Gen. Mgr.
CHARLES (ED) KITTEL, 1st Vice Pres.

ALL TIME CLASS "A"

SPECIAL MONTHLY PACKAGES.

(APPLICABLE TO ...)

ONE-MINUTE ANN'TS

QUAN.	PKG.	UNIT COST
30	\$96	\$3.20
60	\$180	\$3.00
120	\$336	\$2.80
180	\$468	\$2.60
240	\$576	\$2.40
300	\$660	\$2.20
360	\$720	\$2.00

- SPONSORSHIP OF CBS RADIO NETWORK NEWS (WHEN AVAILABLE) AT CARD RATES.
- INQUIRE ABOUT SPECIAL NEWS PACKAGE AVAILABILITIES.

(APPLICABLE TO AN ...)

QUANTITY

500	
1000	\$
1500	\$
2000	\$
3000	\$2

(MAXIMUM OF 15 ANNOUNCEMENTS)

OPEN RATES. ANNOUNCEMENTS

ONE MINUTE ANN'TS	- \$4.00
30 SECOND ANN'TS	- \$3.00
10 SECOND ANN'TS	- \$2.00

FREQUENCY, **1150** KC **1,000** WATTS POWER
 CBS RADIO NETWORK AFFILIATE FOR EL PASO, TEX.

KIZZ RADIO

Basic Program Schedule & Format

CBS Radio Network News, every hour on the hour daily & Sunday.

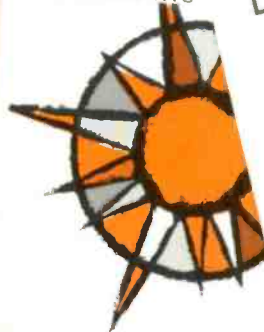
CBS Dimension Features, on the half-hour, daily Sunday.

KIZZ Music Policy: Bright up-tempo standards & pops. No rock and roll. No background music.

LOCAL & REGIONAL NEWS: Headlines, sports & weather at 35 minutes past each hour. Emphasis on Texas and New Mexico coverage.

EDITORIAL POLICY: The management of KIZZ regularly prepares for broadcast Editorial Local Issues which are of interest to a segment of the general public.

AUDIENCE INVOLVEMENT: Specializing in Conversation Programming, featuring Phone-Ins.



FREQUENCY, **1150 KC** **1,000** WATTS POWER

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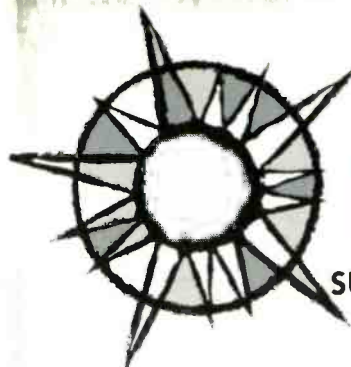
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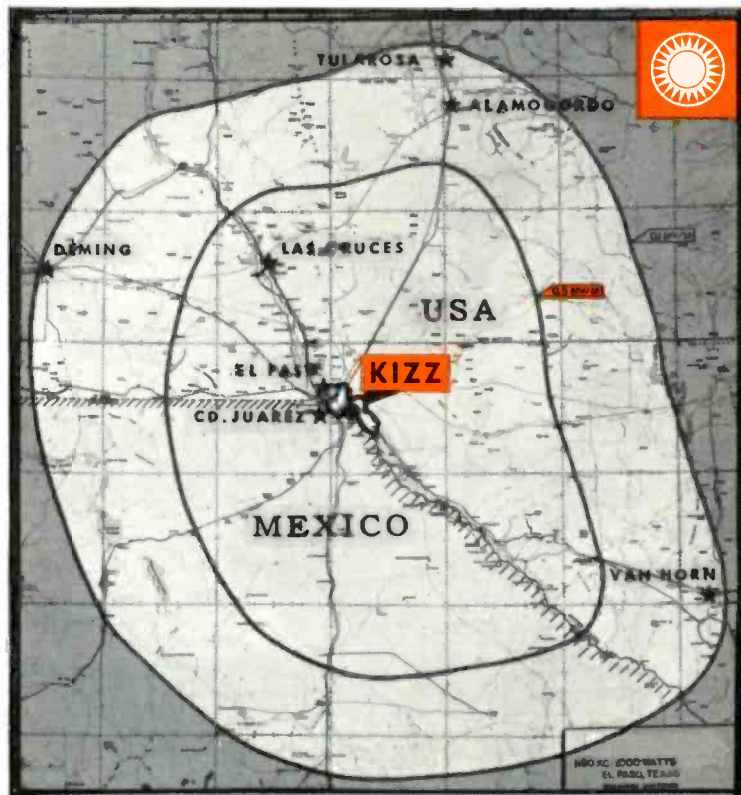
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AUDIENCE INVOLVEMENT: Specializing in Talk-Conversation Programming, featuring Listener Phone-Ins.



KIZZ

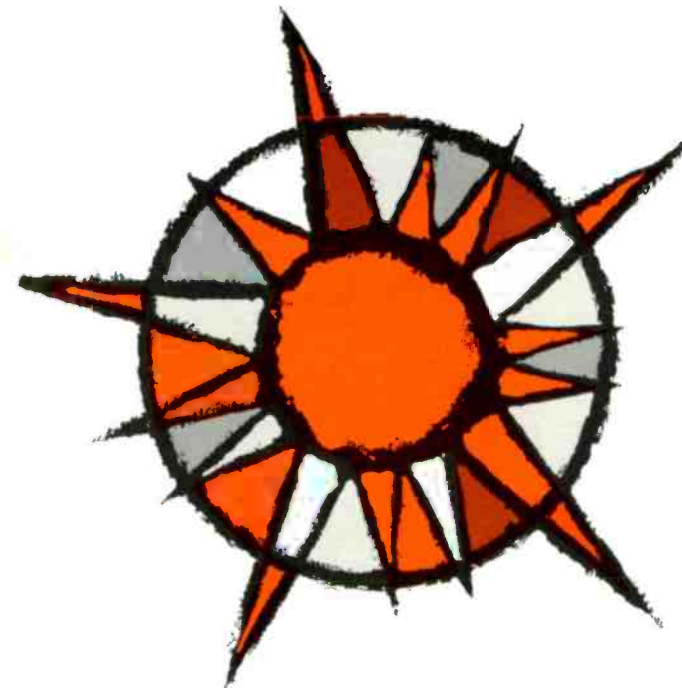
SUNLAND BROADCASTING
COMPANY, INC.



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RATES IDENTICAL



KIZZ

RADIO 1150 kc

CBS RADIO FOR INTERNATIONAL CITY

SUNLAND BROADCASTING COMPANY, INC.
PHONE 772-5211

470 S. Glenwood/P. O. Box 10035/El Paso, Texas 79991

I. T. COHEN, President & Gen. Mgr.
CHARLES (ED) KITTEL, 1st Vice Pres.

ALL TIME CLASS "A"

SPECIAL MONTHLY PACKAGES, COMMERCIAL ANNOUNCEMENTS

(APPLICABLE TO ANNOUNCEMENTS USED WITHIN ANY 30-DAY PERIOD)

ONE-MINUTE ANN'TS			30-SECOND ANN'TS			10-SECOND ANN'TS		
QUAN.	PKG.	UNIT COST	QUAN.	PKG.	UNIT COST	QUAN.	PKG.	UNIT COST
30	\$96	\$3.20	30	\$72	\$2.40	30	\$48	\$1.60
60	\$180	\$3.00	60	\$135	\$2.25	60	\$90	\$1.50
120	\$336	\$2.80	120	\$252	\$2.10	120	\$168	\$1.40
180	\$468	\$2.60	180	\$351	\$1.95	180	\$234	\$1.30
240	\$576	\$2.40	240	\$432	\$1.80	240	\$288	\$1.20
300	\$660	\$2.20	300	\$495	\$1.65	300	\$330	\$1.10
360	\$720	\$2.00	360	\$540	\$1.50	360	\$360	\$1.00

YEARLY BULK PACKAGES

(APPLICABLE TO ANNOUNCEMENTS USED WITHIN ANY TWELVE-MONTH PERIOD)

QUANTITY	1-MINUTE	30-SECONDS	10-SECONDS
500	\$3.00 EA.	\$2.25 EA.	\$1.50 EA.
1000	\$2.80 EA.	\$2.10 EA.	\$1.40 EA.
1500	\$2.60 EA.	\$1.95 EA.	\$1.30 EA.
2000	\$2.40 EA.	\$1.80 EA.	\$1.20 EA.
3000	\$2.00 EA.	\$1.50 EA.	\$1.00 EA.

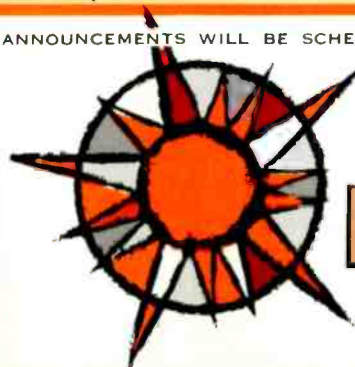
- SPONSORSHIP OF CBS RADIO NETWORK NEWS (WHEN AVAILABLE) AT CARD RATES.
- INQUIRE ABOUT SPECIAL NEWS PACKAGE AVAILABILITIES.

- ASSOCIATED BY OWNERSHIP with MAJOR RETAIL FOOD ORGANIZATION.
- ASK ABOUT OUR MERCHANDISING PLANS FOR TEST MARKET OR NEW PRODUCT LAUNCHING

(MAXIMUM OF 15 ANNOUNCEMENTS WILL BE SCHEDULED IN ANY ONE DAY FOR ANY ONE ADVERTISER)

OPEN RATES. ANNOUNCEMENTS

ONE MINUTE ANN'TS - \$4.00
 30 SECOND ANN'TS - \$3.00
 10 SECOND ANN'TS - \$2.00

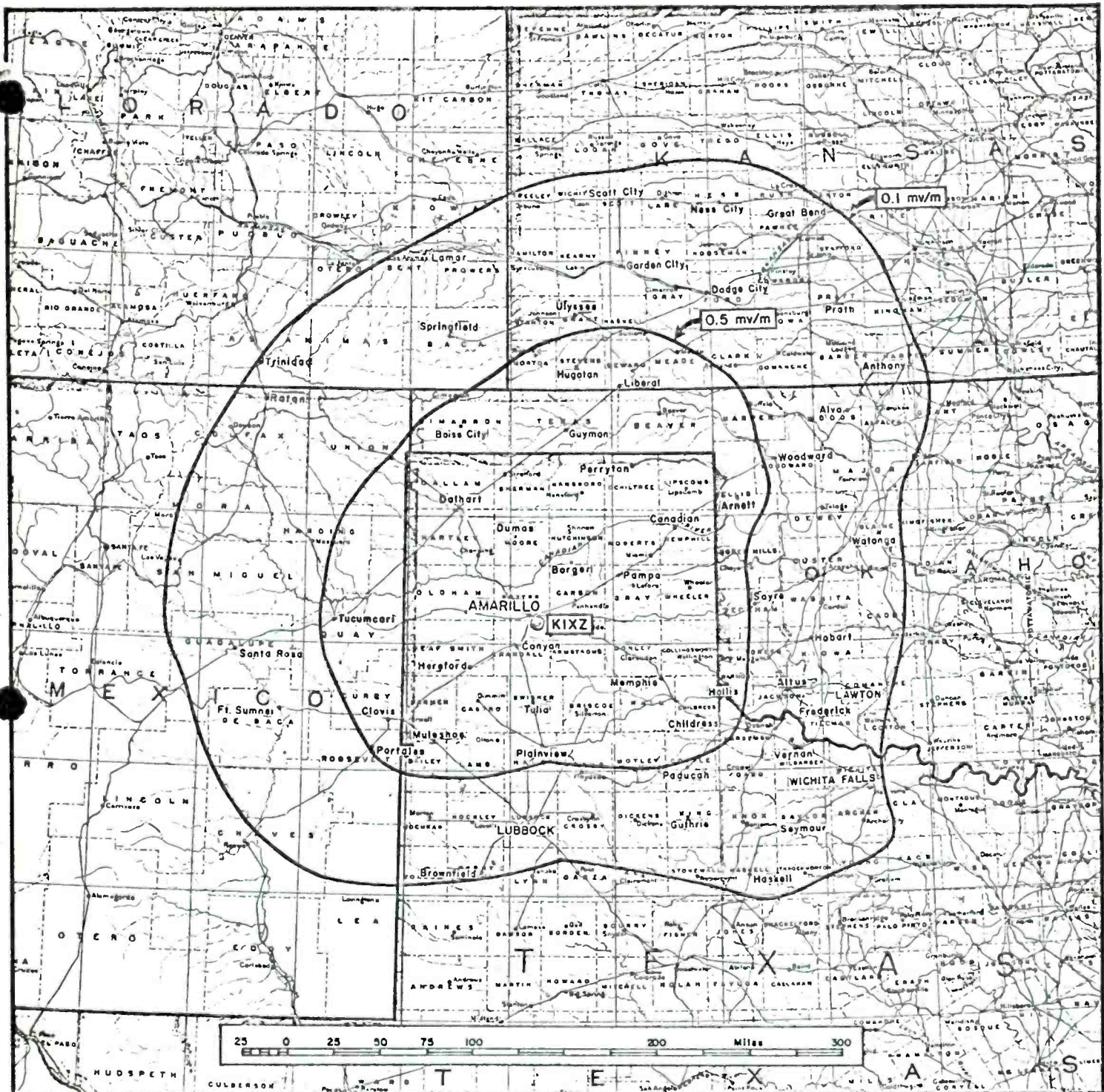


KIZZ FM
 RATES IDENTICAL

KIZZ

OPEN RATES. PROGRAM TIME

ONE-HOUR PROGRAM, \$40
 30-MINUTE PROGRAM, \$30
 15-MINUTE PROGRAM, \$20
 10-MINUTE PROGRAM, \$15
 5-MINUTE PROGRAM, \$10



0.5 mv/m AREA - 47,200 SQ. MI.
 0.1 mv/m AREA - 134,000 SQ. MI.

COMPUTED FIELD INTENSITY CONTOURS

RADIO STATION KIXZ

AMARILLO, TEXAS

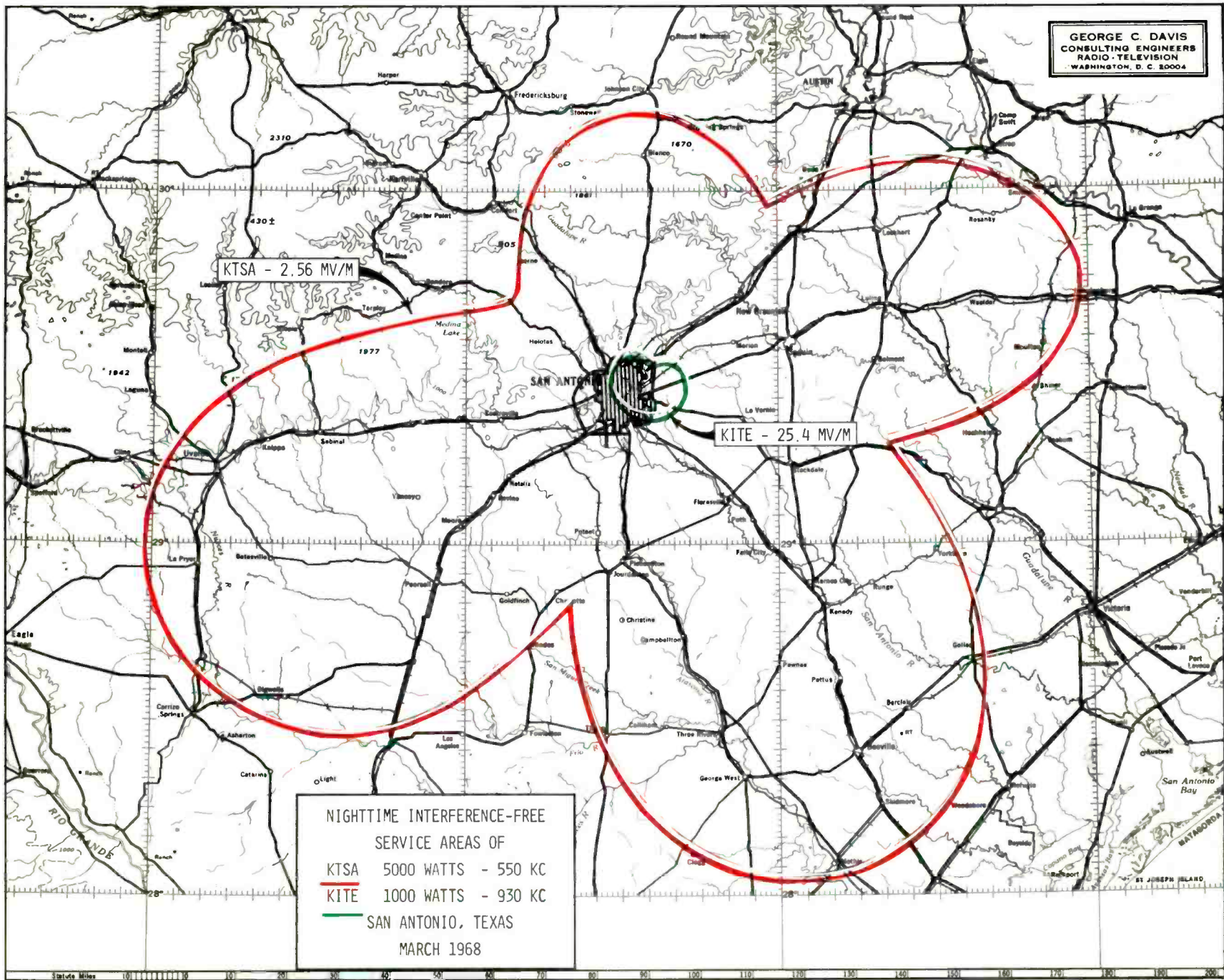
940 KC.

5000 WATTS

MERL SAXON
 CONSULTING RADIO ENGINEER
 LUFKIN, TEXAS

BASED UPON FCC M-3 CONDUCTIVITY MAP
 AND PROOF OF PERFORMANCE MEASUREMENTS

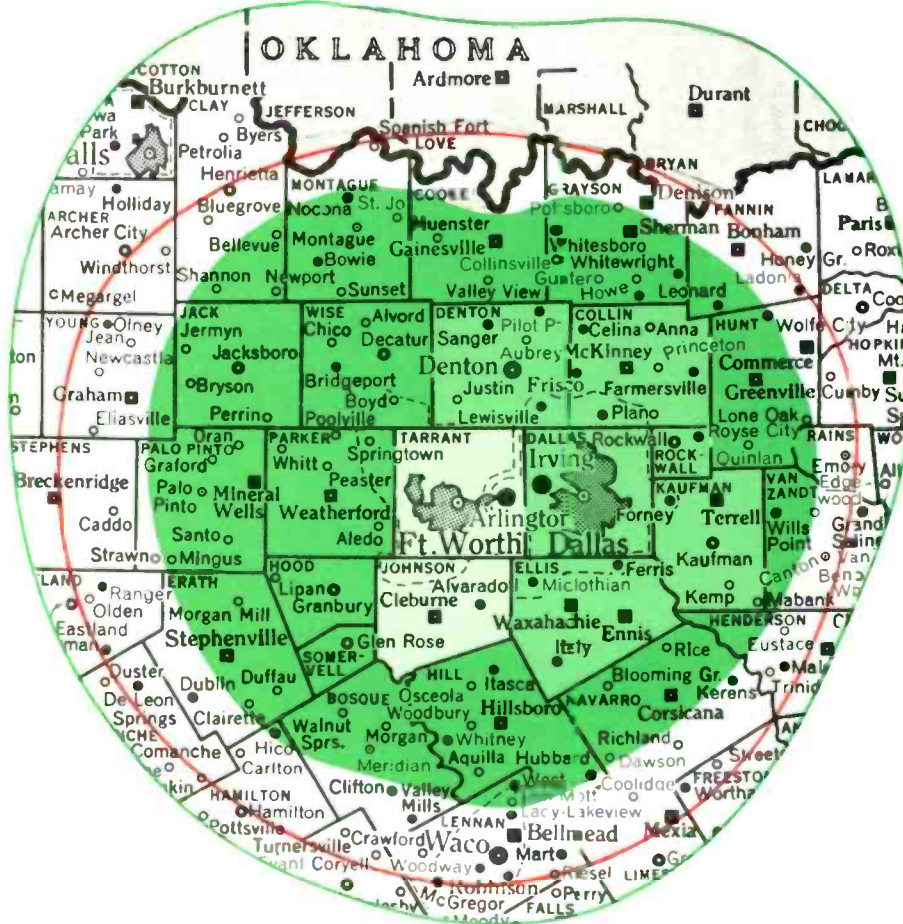
GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO · TELEVISION
WASHINGTON, D. C. 20004



KXOL COVERAGE MAP

KXOL AM 1360 KHz
5,000 WATTS DAY —
1,000 WATTS NIGHT

KXOL FM 99½
100,000 ERP — VERTICAL & HORIZONTAL
99.5 MHz



	FORT WORTH METRO AREA		PRIMARY COVERAGE
	DALLAS METRO AREA		SECONDARY COVERAGE

KXOL AM 1360

— FM COVERAGE

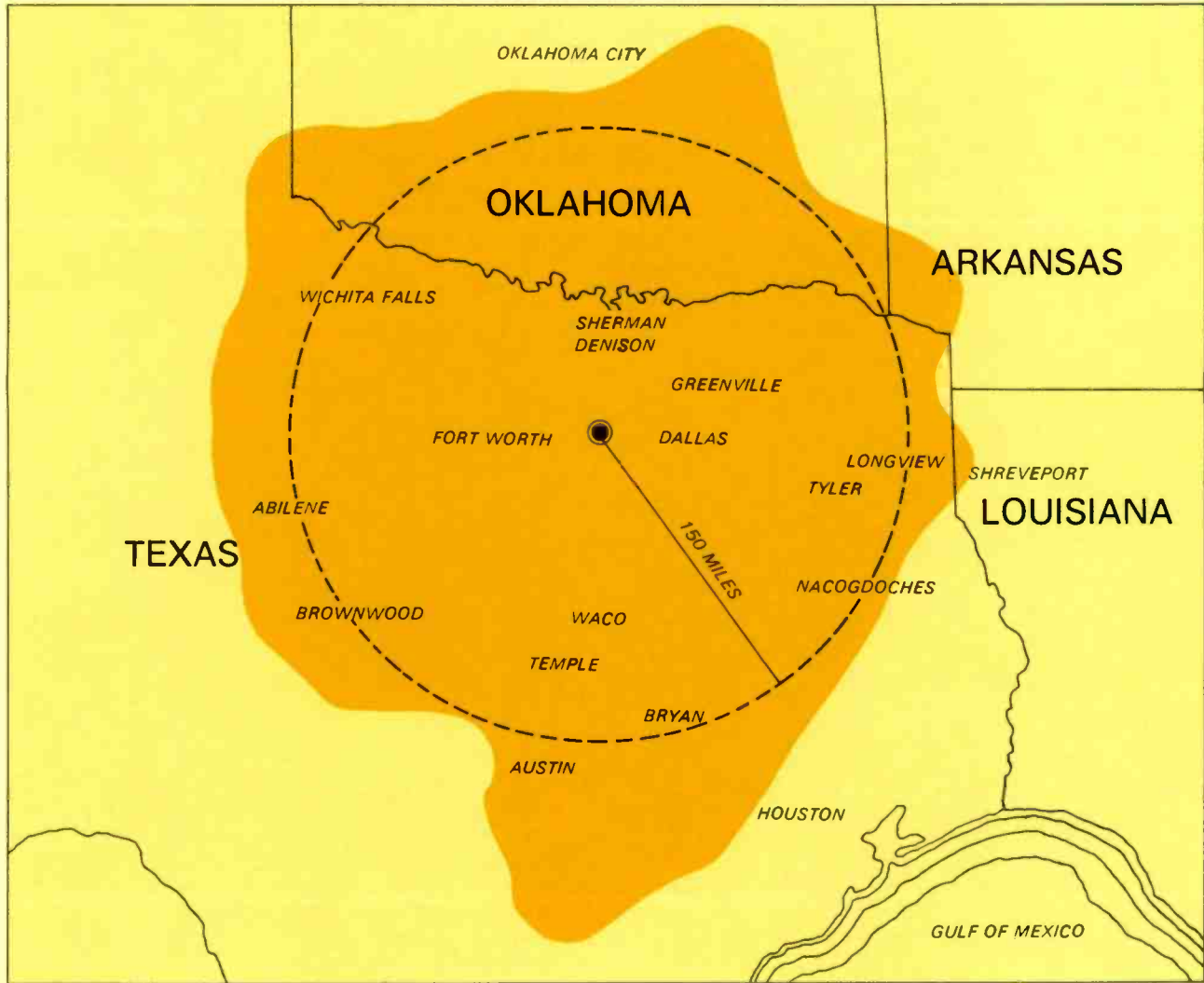
KXOL FM 99.5

KXOL RADIO

1705 WEST SEVENTH ST. FORT WORTH, TEXAS 76101 FORT WORTH (817) 335-4841
DALLAS (214) 268-2434



WBAP 820 RADIO PRIMARY COVERAGE AREA (0.5 mv/v)



Primary Area Coverage Highlights:*

POPULATION: 5,828,158
 HOUSEHOLDS: 1,854,300
 RETAIL SALES: \$9,780,855,000
 DISPOSABLE PERSONAL INCOME: \$16,073,406,000
 AVG. BUYING POWER PER HOUSEHOLD: \$6,262

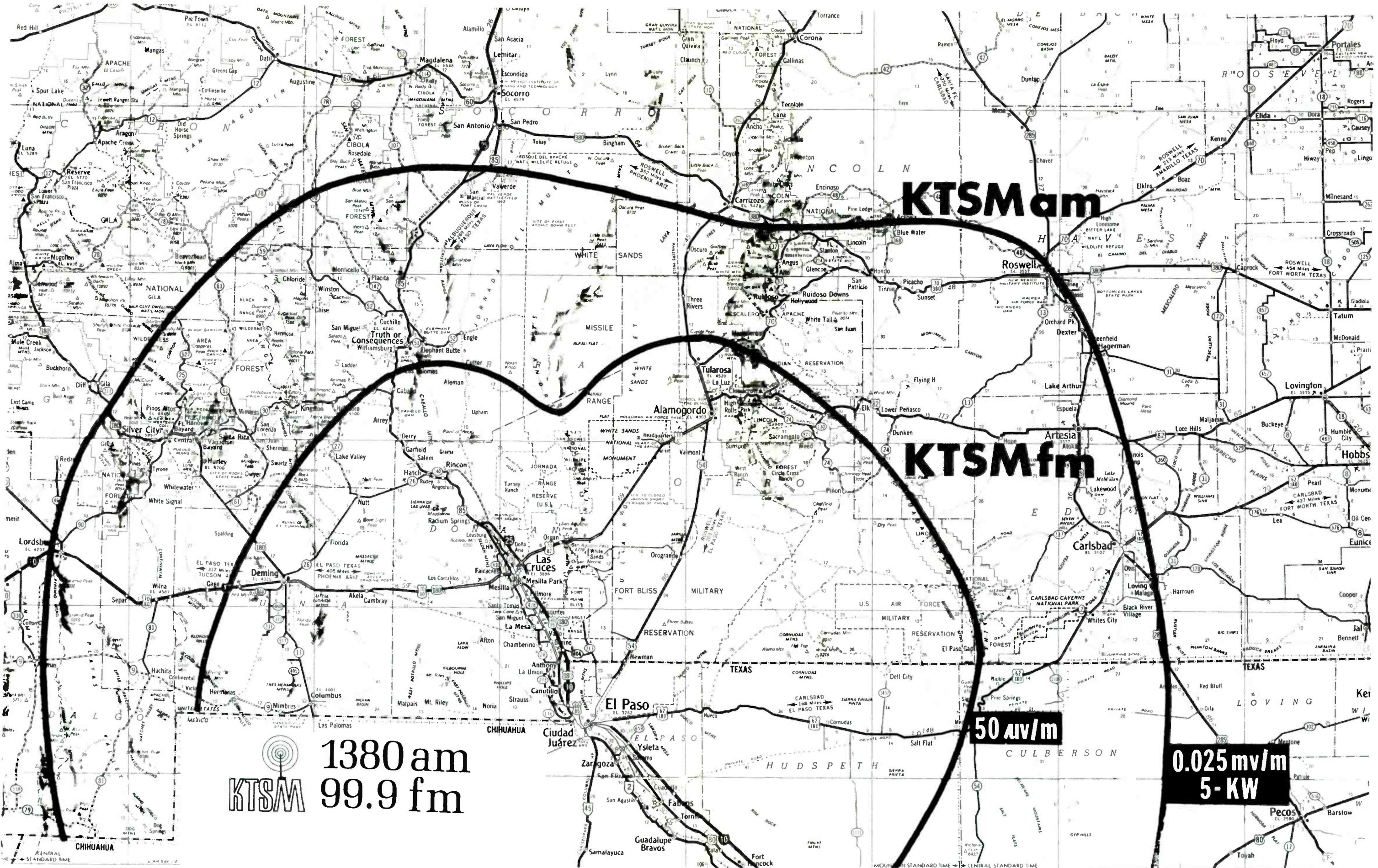
WBAP Radio has the largest audience of any country music station in the world.

WBAP 820 RADIO

50,000 WATTS / CLEAR CHANNEL / NBC / FORT WORTH-DALLAS


*Source: U. S. Bureau of the Census 1970.
 1969 Estimates—Sales Management Magazine.





KTSM am

KTSM fm

 **1380 am**
99.9 fm

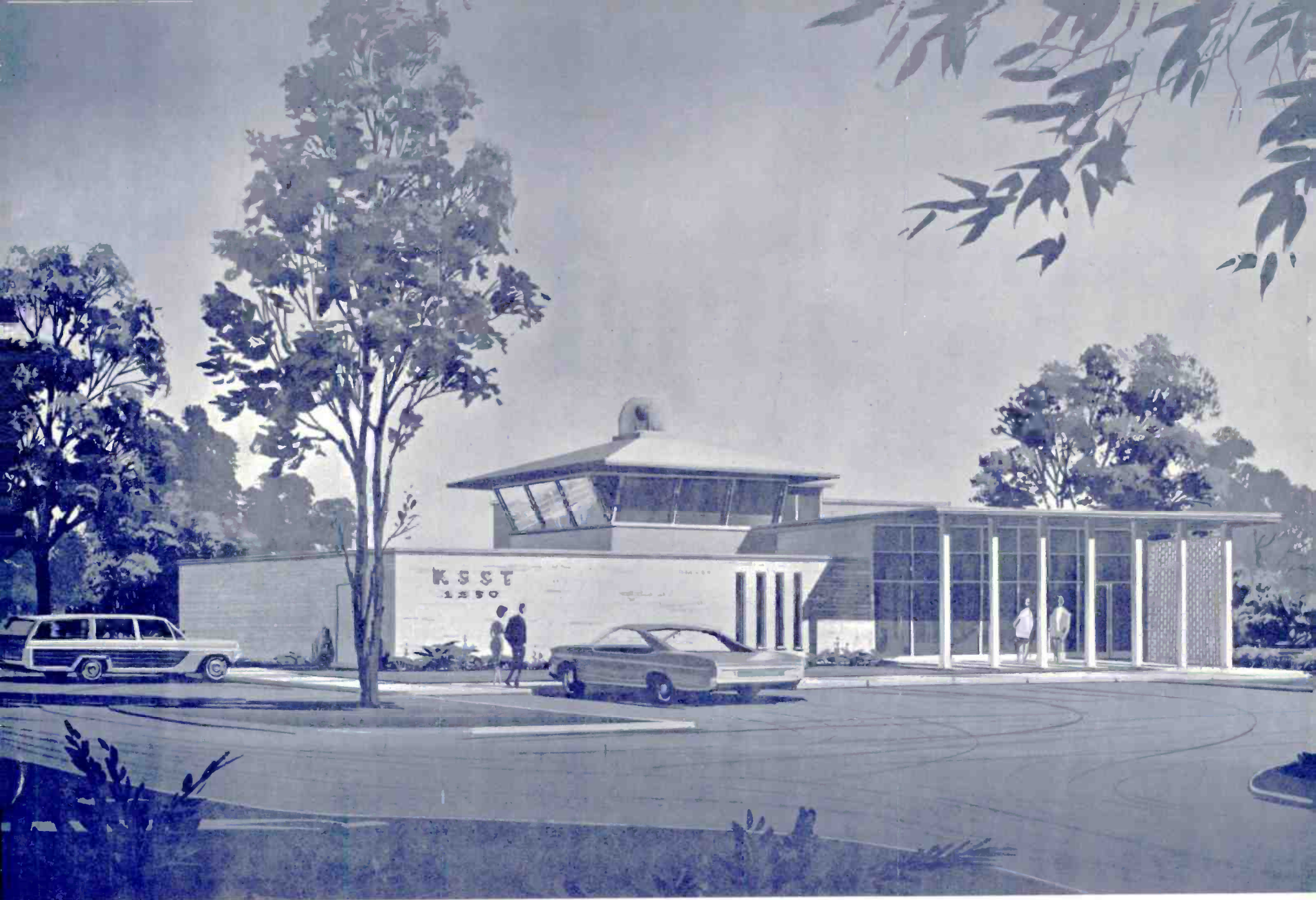
50 μ v/m

0.025 μ v/m
5-KW

CHIHUAHUA
CENTRAL STANDARD TIME

EL PASO
CENTRAL STANDARD TIME

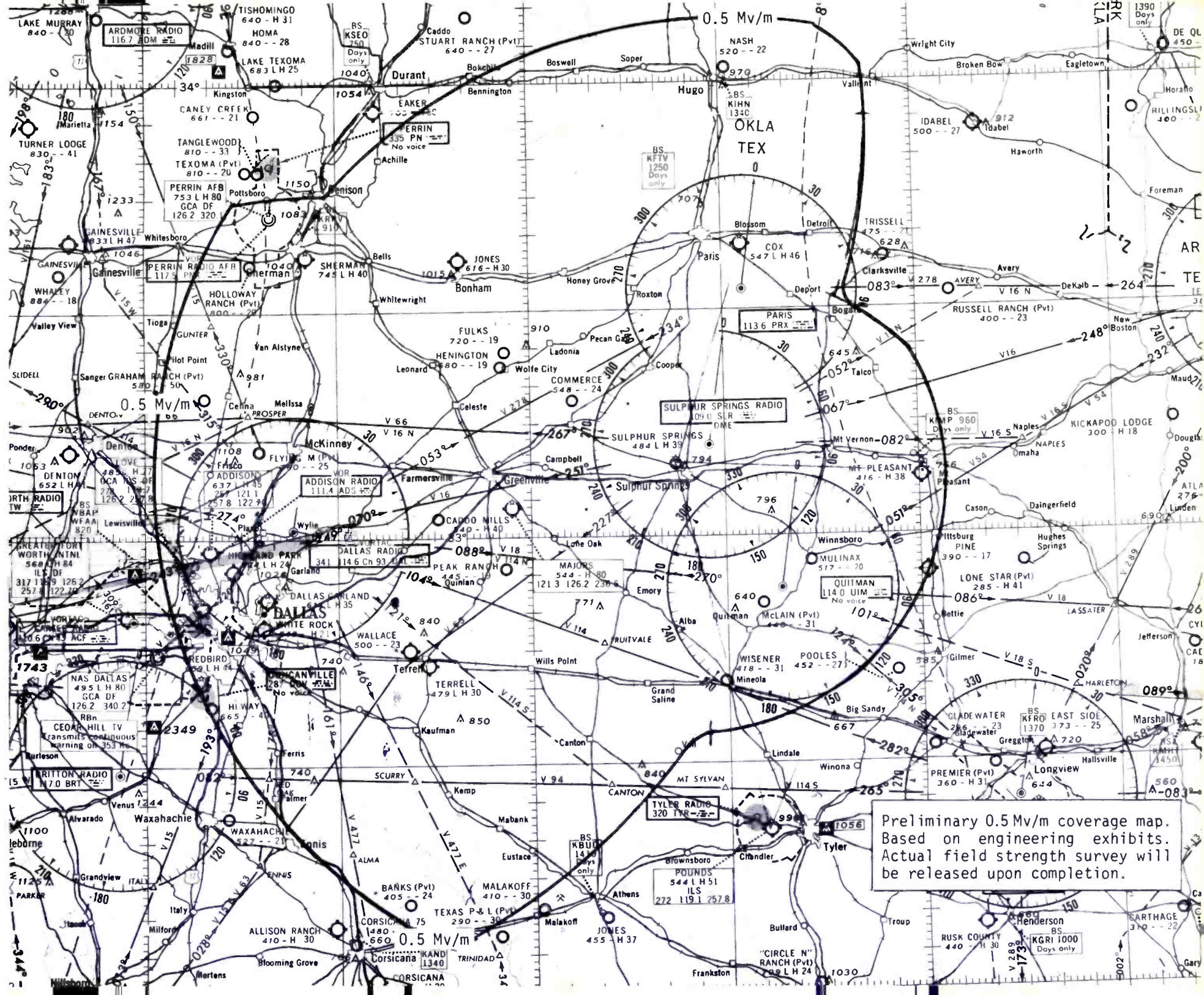
PECOS
CENTRAL STANDARD TIME



KsSt

1230 ON YOUR DIAL

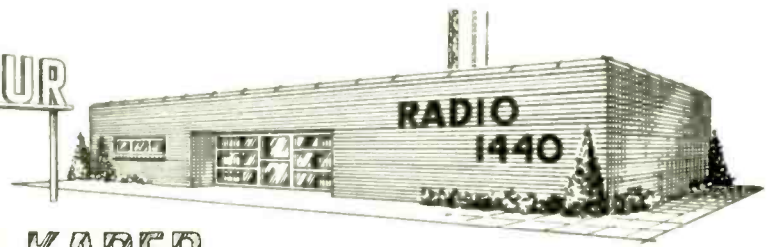
P. O. Box 284
Sulphur Springs, Texas 75482



Preliminary 0.5 Mv/m coverage map. Based on engineering exhibits. Actual field strength survey will be released upon completion.

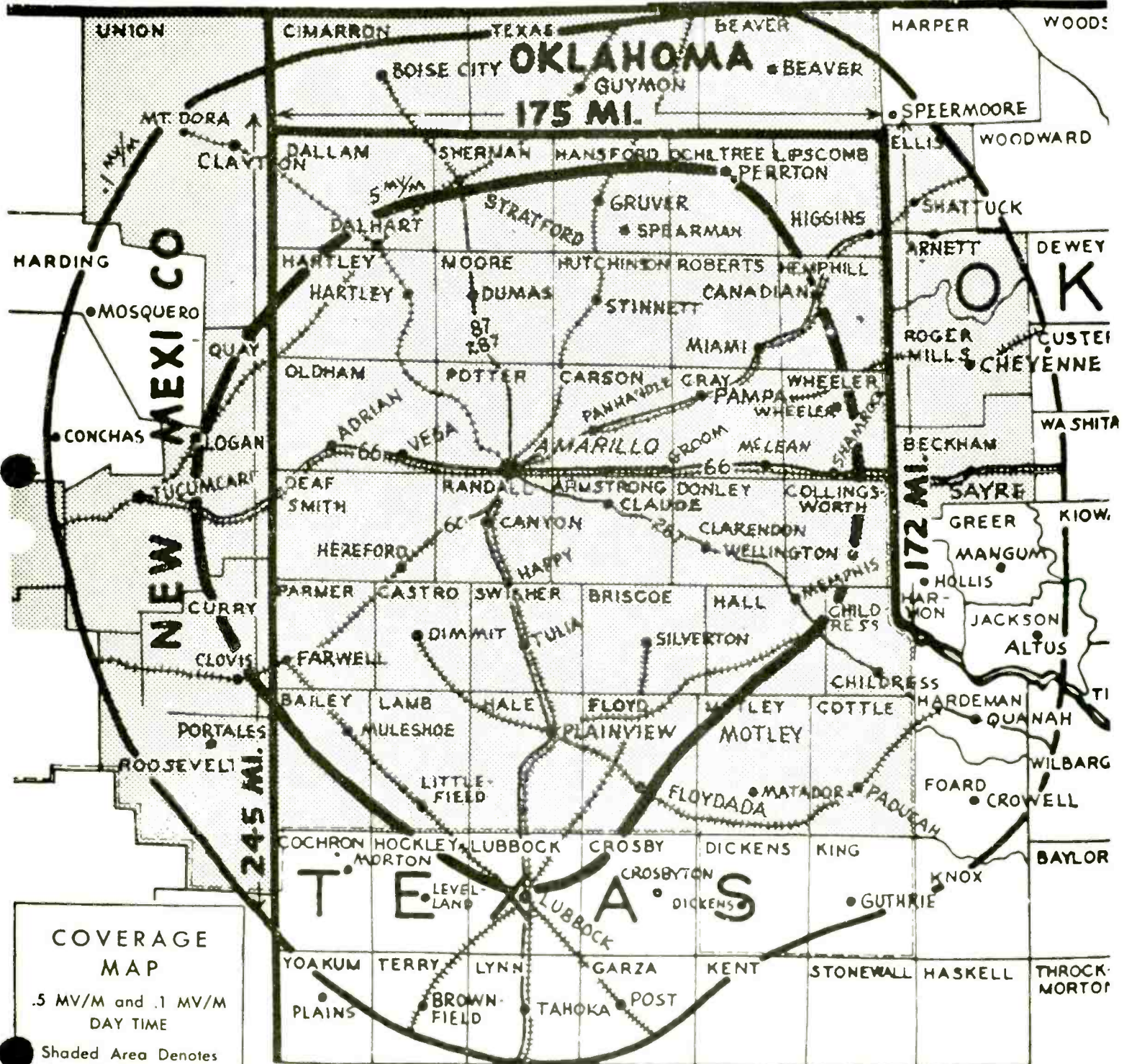
KPUR

KPUR



THE BIG KAPER

5000 WATTS • 1440 K.C. • P.O. BOX 128 • AREA CODE 806 DR 4-1637 • AMARILLO, TEXAS 79105



Serving 33 Counties Since 1939
KPUR RADIO
Amarillo, Texas

10,000 WATTS
 A-B-C
 990 KC

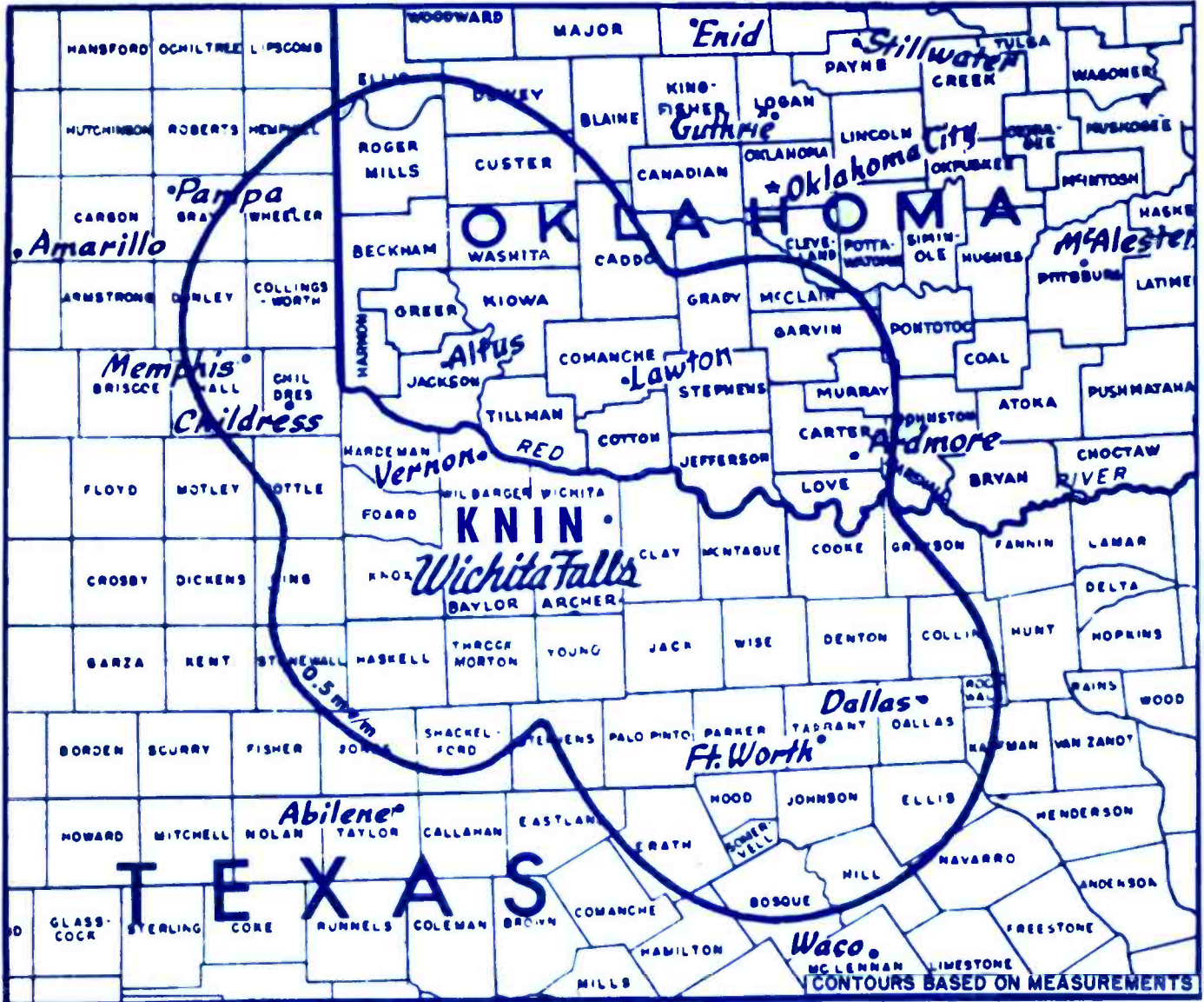
K·N·I·N

P. O. BOX 787
 TELEPHONE 723-0791

Wichita Falls, Texas

COVERAGE MAP

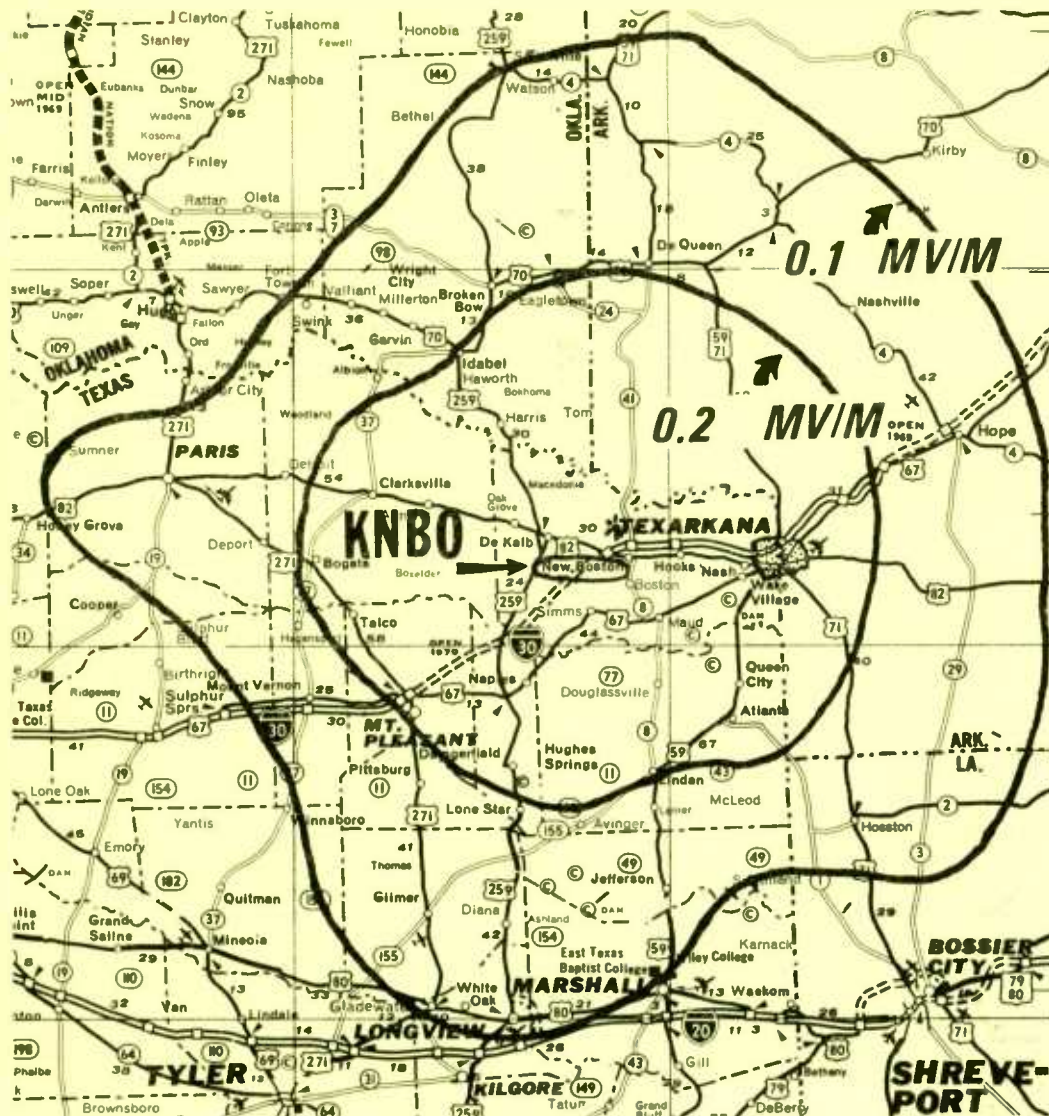
"WICHITA FALLS' MOST POWERFUL RADIO STATION"



MARKET DATA

ACTIVITIES IN WICHITA FALLS .5 mv/m COVERAGE AREA

POPULATION	2,257,800
FAMILIES	721,820
RETAIL SALES	\$3,177,518,000
FOOD STORE SALES	\$ 650,388,998
DRUG STORE SALES	\$ 89,962,831
GEN'L MDSE. SALES	\$ 383,818,832
FARM POPULATION	380,396
GROSS FARM INCOME	\$ 498,649,996



PROUDLY SERVING Over 500,000
Texas, Arkansas, Oklahoma and Louisiana Listeners
and **COVERING** over 150 miles of Interstate 30

1000 WATTS

Daytime Regionally
 CLEAR CHANNEL



1530 KHZ

Daytime Regionally
 CLEAR CHANNEL

P. O. Box 848

NEW BOSTON, TEXAS 75570

New Boston
 Phone
 628-2561



Area Code 214

Texarkana
 Phone
 792-7608

MARKET DATA

	Within 0.2 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population.....	200,004	309,965
Total Households.....	57,440	75,400
Total Radio Homes.....	43,418	72,100
Total Passenger Cars.....	78,370	113,010
Spendable Income.....	\$ 807,291,000	\$ 527,917,000

RETAIL DATA

Food Sales.....	\$ 65,478,000	\$ 93,345,000
Drug Sales.....	\$ 9,275,000	13,623,000
General Merchandise.....	\$ 28,573,000	33,506,000
Apparel Stores.....	\$ 15,833,000	21,521,000
Home Furnishings.....	\$ 12,220,000	18,088,000
Automotive Sales.....	\$ 59,845,000	88,718,000
Filling Stations.....	\$ 24,737,000	30,518,000
TOTAL RETAIL SALES.....	\$ 215,961,000	\$ 299,319,000

FARM DATA

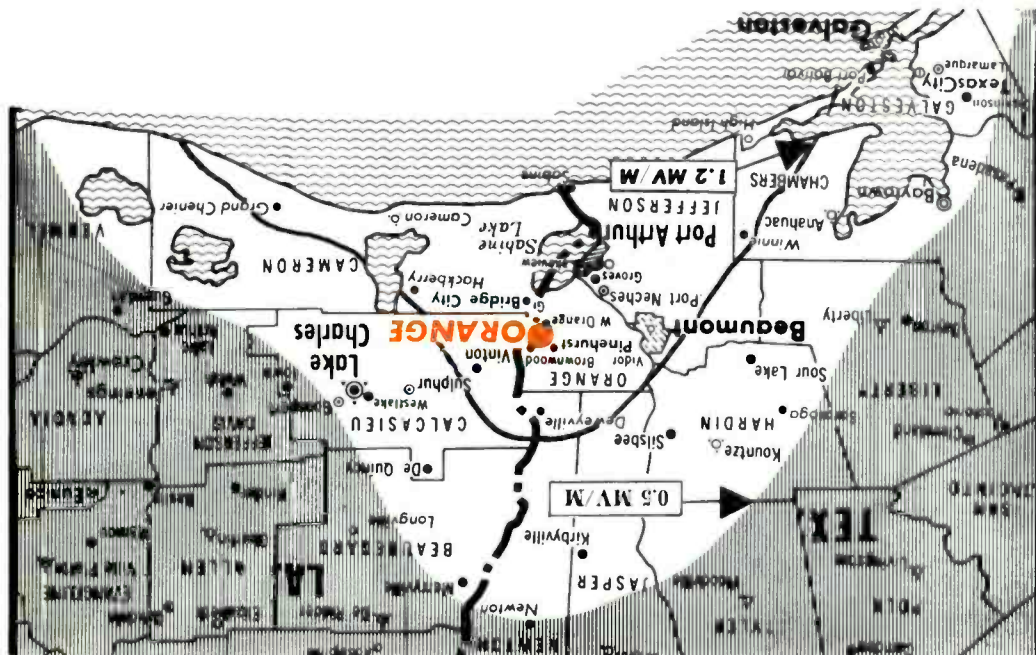
Farm Population.....	15,800	23,800
Farm Households.....	12,300	18,800
Farm Radio Homes.....	12,000	18,000
TOTAL FARM INCOME.....	\$ 44,512,000	\$ 239,954,000

SOURCE: SROS Consumer Market Data and The Texas Almanac

KNBO RADIO
 "The Professional"
 SOUND

COUNTRYPOLITAN MUSIC FOR FOUR STATES

COMPLETE NEWS AND SPORTS FOR BOWIE COUNTY
 TEXAS STATE NETWORK UPI WIRE SERVICE DALLAS COWBOY FOOTBALL



COUNTRY RADIO 160

K O G T

OWNED BY: SABINE AREA BROADCASTING CORPORATION

P. O. BOX 1329

ORANGE, TEXAS 77630

TELEPHONE 883-4381

ED LOVELACE
PRESIDENT & GENERAL MANAGER

RETAIL CARD No. 12
Effective: July 1, 1972

1000 Watts

1600 Kc.

MONTHLY RATES

Spot Announcements—Specified Times

TIME CLASSES:

CLASS AAA..... 6-10 a.m. & 3-7 p.m. M thru F

CLASS AA..... 5-6 a.m. & 10 a.m.-3 p.m.
Mon. thru Fri.
Before 7 p.m. Sat. & Sun.

CLASS A..... 7 p.m. - 12 mn.

CLASS AAA

Length	1x	25x	50x	75x	100x	125x
Minute	\$7.00	\$6.50	\$6.00	\$5.50	\$5.00	\$4.50
30 Sec.....	6.00	5.50	5.00	4.50	4.00	3.50
10 Sec.....	4.00	3.75	3.50	3.25	3.00	2.75

CLASS AA

Minute	6.00	5.50	5.00	4.50	4.00	3.50
30 Sec.....	5.00	4.50	4.00	3.50	3.00	2.50
10 Sec.....	3.00	2.75	2.50	2.25	2.00	1.75

CLASS A

Minute	4.00	3.70	3.40	3.10	2.80	2.50
30 Sec.....	3.00	2.70	2.40	2.10	1.80	1.50
10 Sec.....	2.00	1.80	1.60	1.40	1.20	1.00

DISCOUNTS TO BUYERS:

13 continuous weeks	5%
26 continuous weeks	10%
39 continuous weeks	15%
52 continuous weeks	20%

(This applies to announcements only)

PROGRAM RATES:

Quoted on Request

MONTHLY SATURATION PACKAGES

Frequency	Per Spot	Monthly
SIXTIES		
50	\$4.00	\$200.00
75	3.75	281.25
100	3.50	350.00
150	3.00	450.00
200	2.50	500.00

THIRTIES

50	\$3.50	\$175.00
75	3.25	243.75
100	3.00	300.00
150	2.50	375.00
200	2.00	400.00

DAILY SATURATION PACKAGES

SIXTIES

5	\$5.25	\$26.25
10	5.00	50.00
15	4.75	71.25
20	4.50	90.00

THIRTIES

5	\$4.75	\$23.75
10	4.50	45.00
15	4.25	63.75
20	4.00	80.00

10 Second Rate: 50% of 60's

PERSONALITY ANNOUNCEMENTS

DICK CORDER: \$10.00 each

BARBARA WAITS

J. C. WHITE

"SARGE" LEDFORD: \$6.00 each



T
A
W

RADIO

BRYAN, TEXAS

LOCAL RATE CARD

Number 23-A

REPRESENTATIVES

SAVALLI

GATES INC



7 West 44th Street, New York, N. Y. 10036

NEW YORK
CHICAGO
ATLANTA

DALLAS
LOS ANGELES
SAN FRANCISCO

1150 KC REGIONAL — 1900 WATTS

Owned and Operated by
RADIO BRYAN, INC.
Bill Watkins, Pres.-Gen. Mgr



TRADE AREA COVERAGE

WTAW Radio covers the entire area bounded by Houston, Austin, and Waco. WTAW Radio is the only media completely covering this area from within... and since 1922 WTAW has earned the listener's loyalty.

INNER CIRCLE

0.5 MVM Contour - John Barron, Engineer, Washington, D. C. Measured power intensity to establish primary coverage.

ORBER CIRCLE

Consistent verified reception and listener response to WTAW Radio is found within this circle's area.

WITHIN 0.5 MVM CONTOUR

Total Population	2,500,000
Brazos County	55,631
Total Farm Population	315,457
Radio Homes	287,068
Passenger Cars	289,593

Mobile Avenue
P. O. Box 3008
Bryan, Texas

W T A W RADIO

LOCAL RATE CARD
NUMBER 23-A

CLASS AAA - 6 to 9 am — 12 to 1 pm — 4 to 6:30 pm

CLASS AA - All Others

FIXED TIMES

Minutes		30 Seconds	
Each	Weekly	Each	Weekly
6 - 4.35		6 - 3.80	
18 - 3.90	70.20	18 - 3.50	63.00

10 DAY B T A

Minutes			30 Seconds	
	Each	Weekly	Each	Weekly
10	- 3.20	32.00	10	- 2.80 28.00
30	- 2.90	87.00	30	- 2.55 76.50
60	- 2.80	168.00	60	- 2.25 135.00
80	- 2.65	212.00	80	- 1.95 156.00

MONTHLY PACKAGE

Minutes			30 Seconds	
	Each	Total	Each	Total
100	- 2.80	280.00	100	- 2.25 225.00
200	- 2.55	510.00	200	- 1.95 390.00
300	- 2.25	675.00	300	- 1.75 525.00

13-WEEK PACKAGE

Minutes	Each
5 per week	- 3.25
10 per week	- 3.05
20 per week	- 2.90

30 Seconds	Each
5 per week	- 2.80
10 per week	- 2.60
20 per week	- 2.35

26-WEEK PACKAGE

Minutes	Each
5 per week	- 3.00
10 per week	- 2.80
20 per week	- 2.60

30 Seconds	Each
5 per week	- 2.60
10 per week	- 2.35
20 per week	- 2.15

12 MONTH PACKAGE

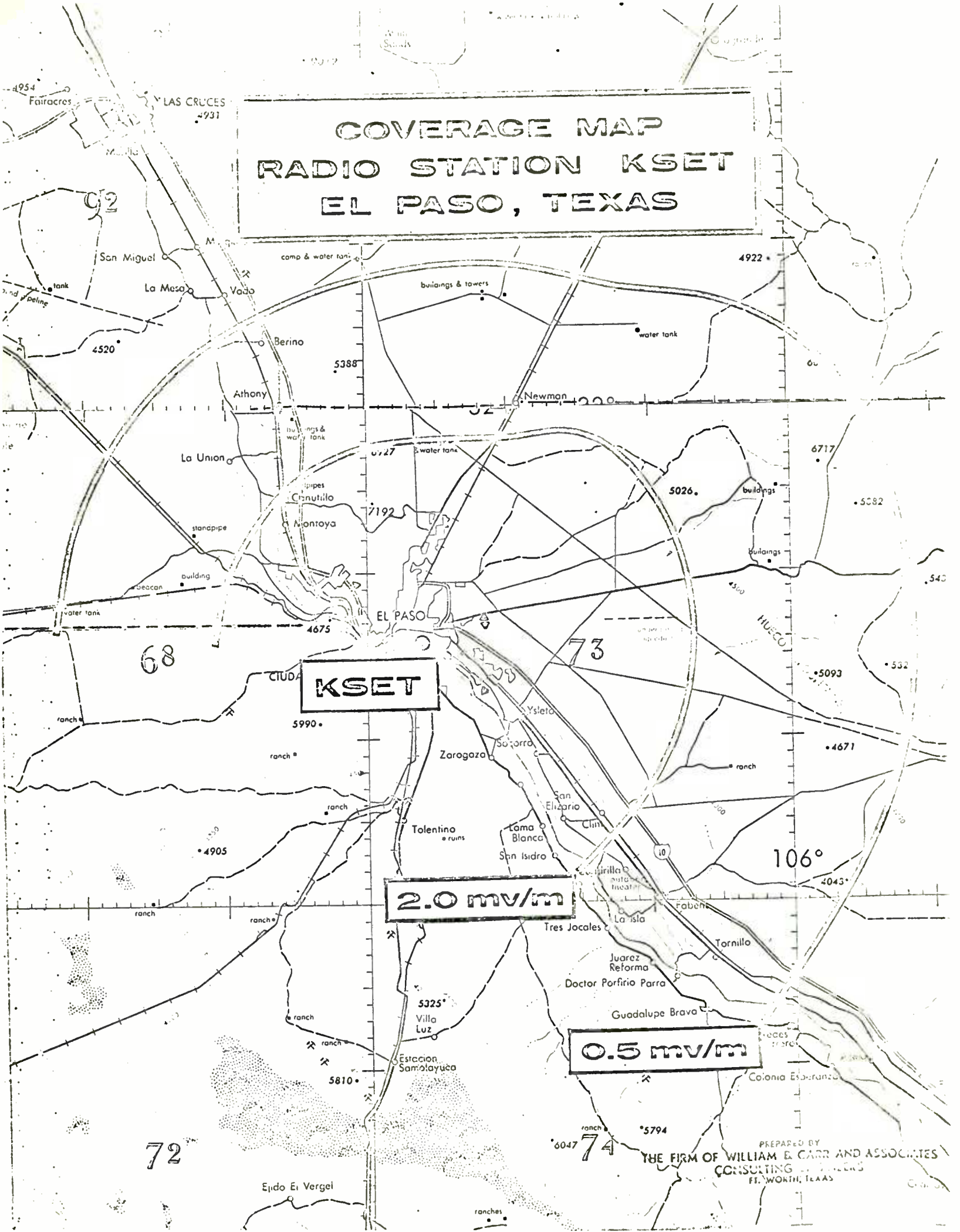
Minutes	Each
250	- 3.10
520	- 2.85
1040	- 2.50
2000	- 2.25

30 Sec.	Each
250	- 2.60
520	- 2.35
1040	- 2.05
2000	- 1.75

NIGHT TIME MINUTES

	1 Week	8 Weeks	13 Weeks	26 Weeks	52 Weeks
1 Spot	1.75	1.65	1.50	1.25	1.10
5 Spots	1.50	1.45	1.30	1.15	1.00
10 Spots	1.25	1.15	1.00	.90	.80
20 Spots	1.10	1.00	.90	.80	.70

COVERAGE MAP RADIO STATION KSET EL PASO, TEXAS



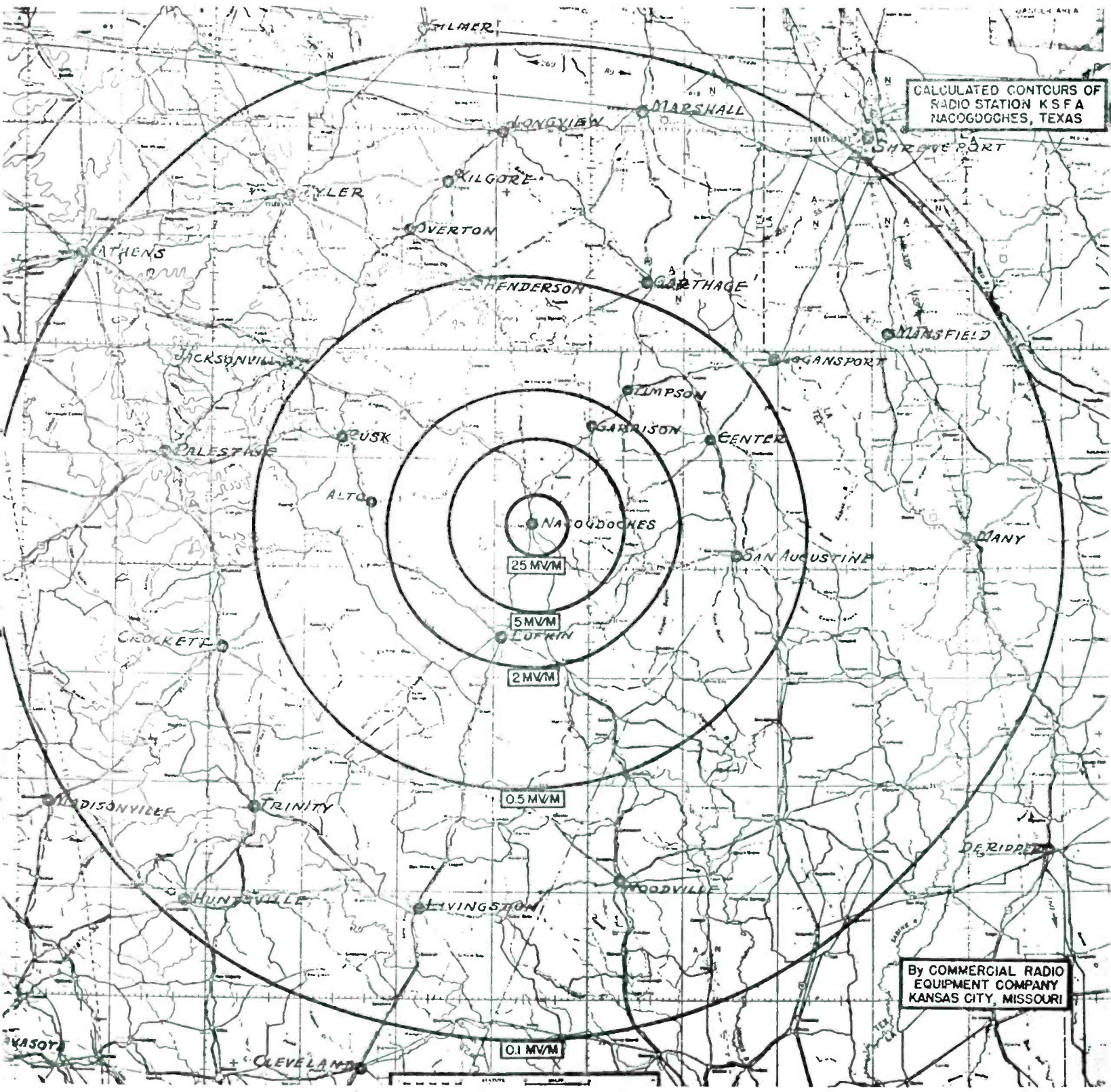
KSET

2.0 mv/m

0.5 mv/m

PREPARED BY
THE FIRM OF WILLIAM E. CARR AND ASSOCIATES
CONSULTING ENGINEERS
FT. WORTH, TEXAS

KSFA IN THE "HEART" OF THE LUMBER-DAIRY-POULTRY PRODUCTION OF EAST TEXAS



CALCULATED CONTOURS OF
RADIO STATION KSFA
NACOGDOCHES, TEXAS

By COMMERCIAL RADIO
EQUIPMENT COMPANY
KANSAS CITY, MISSOURI

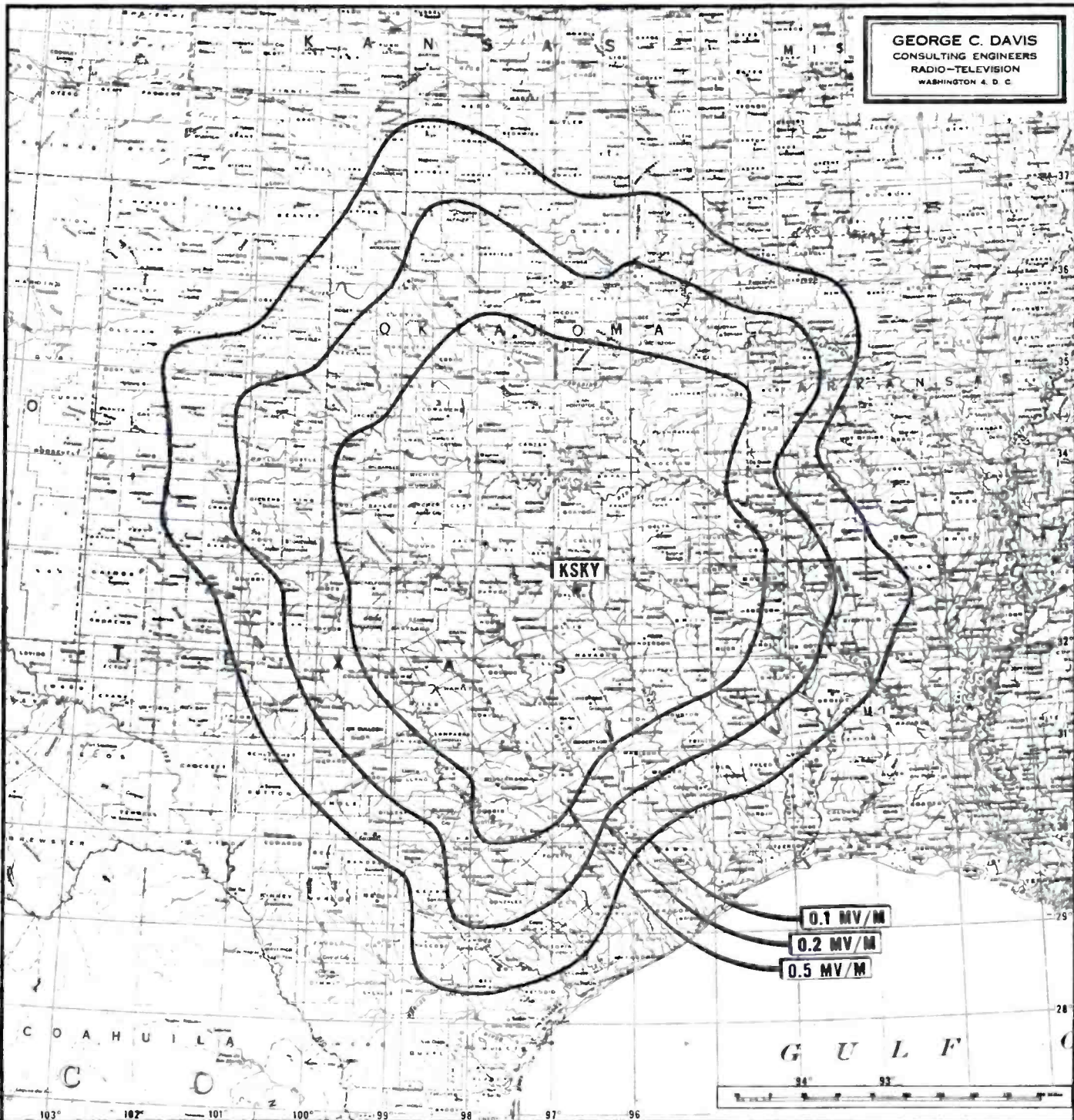
Estimated Coverage Map - Station KSFA - East Texas

1000 WATTS - SPORTS - MUSIC - NEWS FOR EAST TEXAS - 1000 WATTS

KSFA

SERVING CENTRAL EAST TEXAS

GEORGE C. DAVIS
 CONSULTING ENGINEERS
 RADIO-TELEVISION
 WASHINGTON 4, D. C.



Contour	Total Population	COMPUTED CONTOURS KSKY, DALLAS, TEXAS 660 KC - 10 KW JULY 1966	Contour	Area Square Miles
0.5 mv/m	4,772,000		0.5 mv/m	88,000
0.2 mv/m	6,778,000		0.2 mv/m	158,500
0.1 mv/m	8,656,000	0.1 mv/m	233,000	

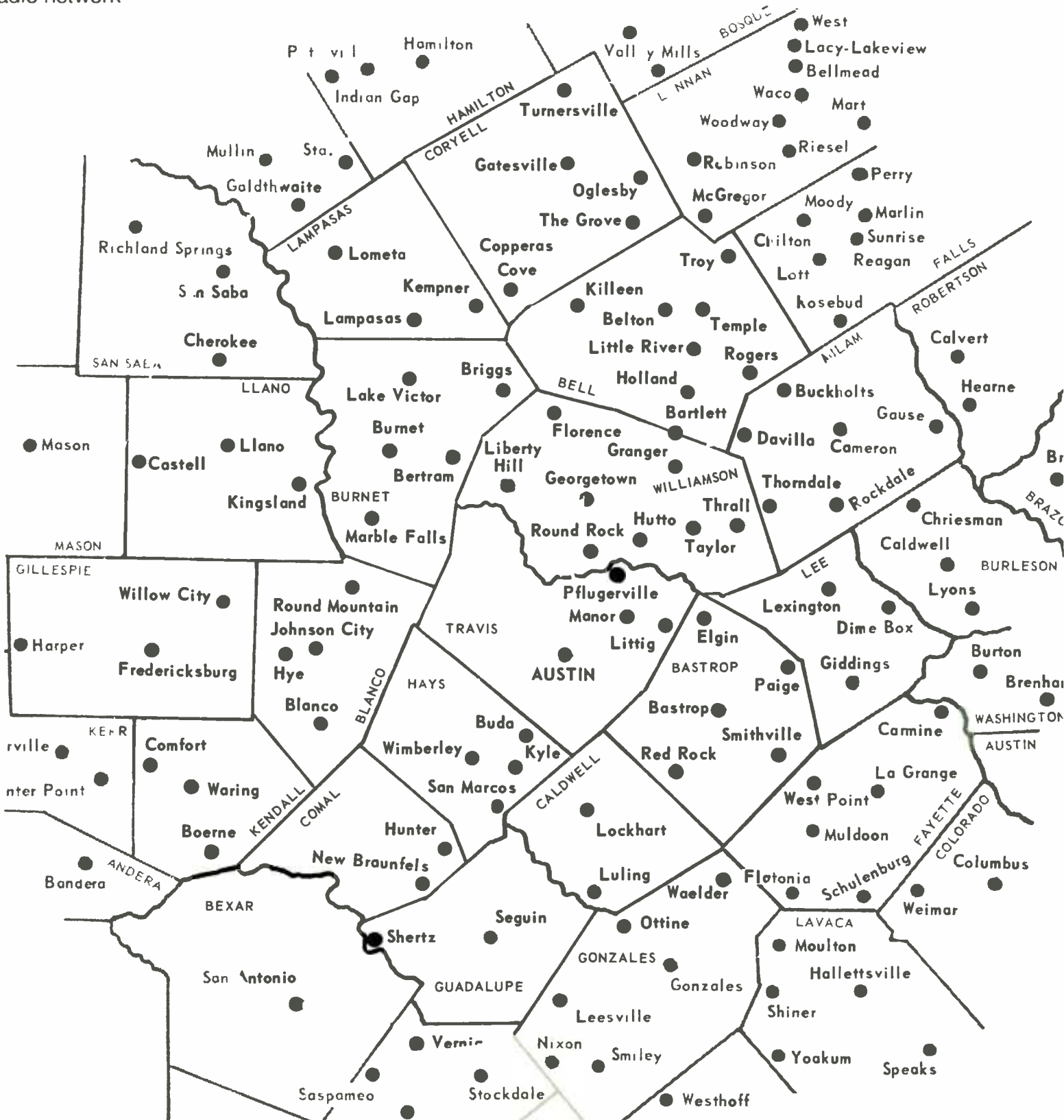


KTAP-AM RADIO

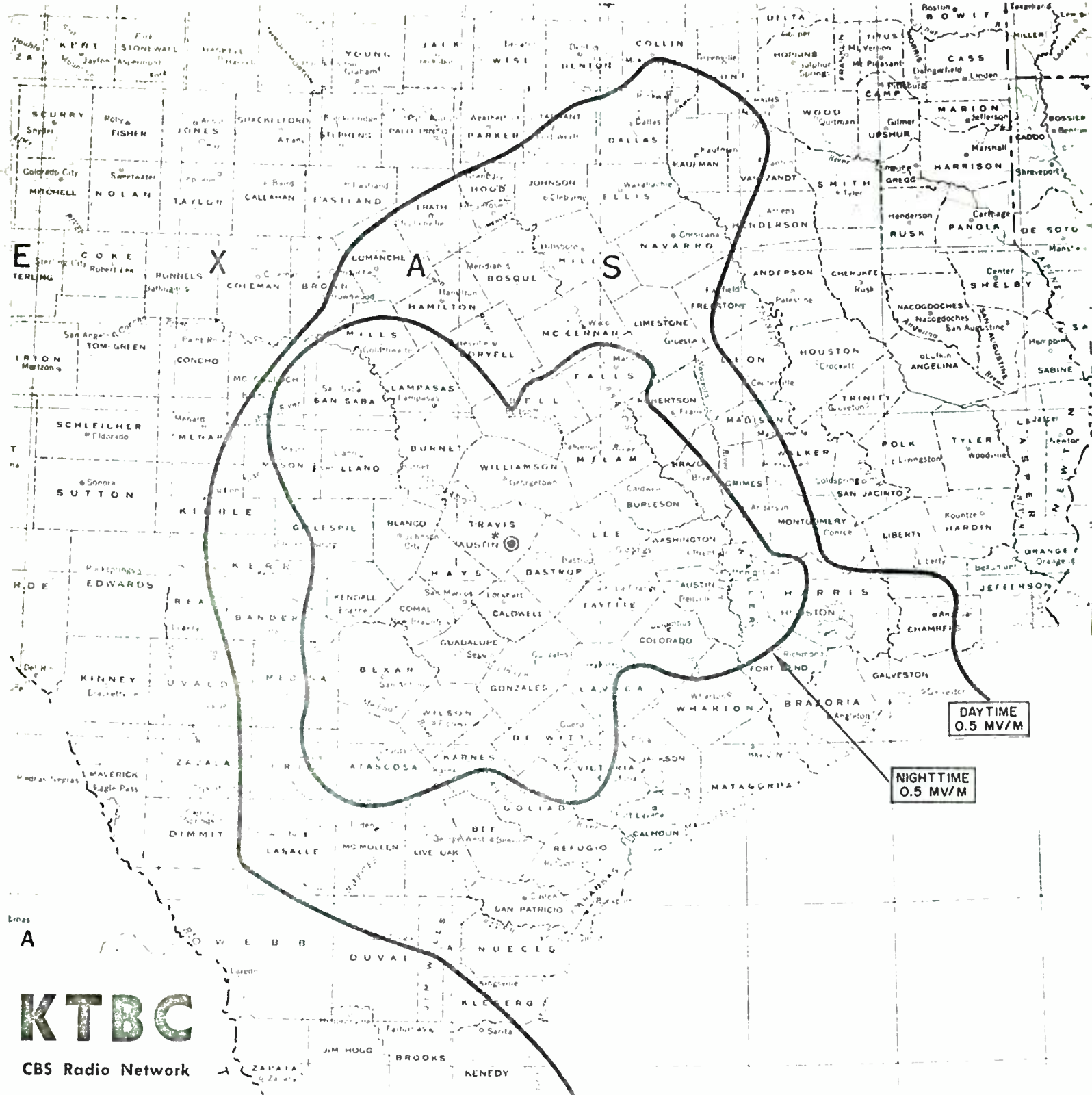
970 ON THE DIAL

PRIMARY COVERAGE AREA

american
contemporary
radio network



Offices and Studios – 908 West 19th St. – Austin, Texas – 476-4611



KTBC

CBS Radio Network

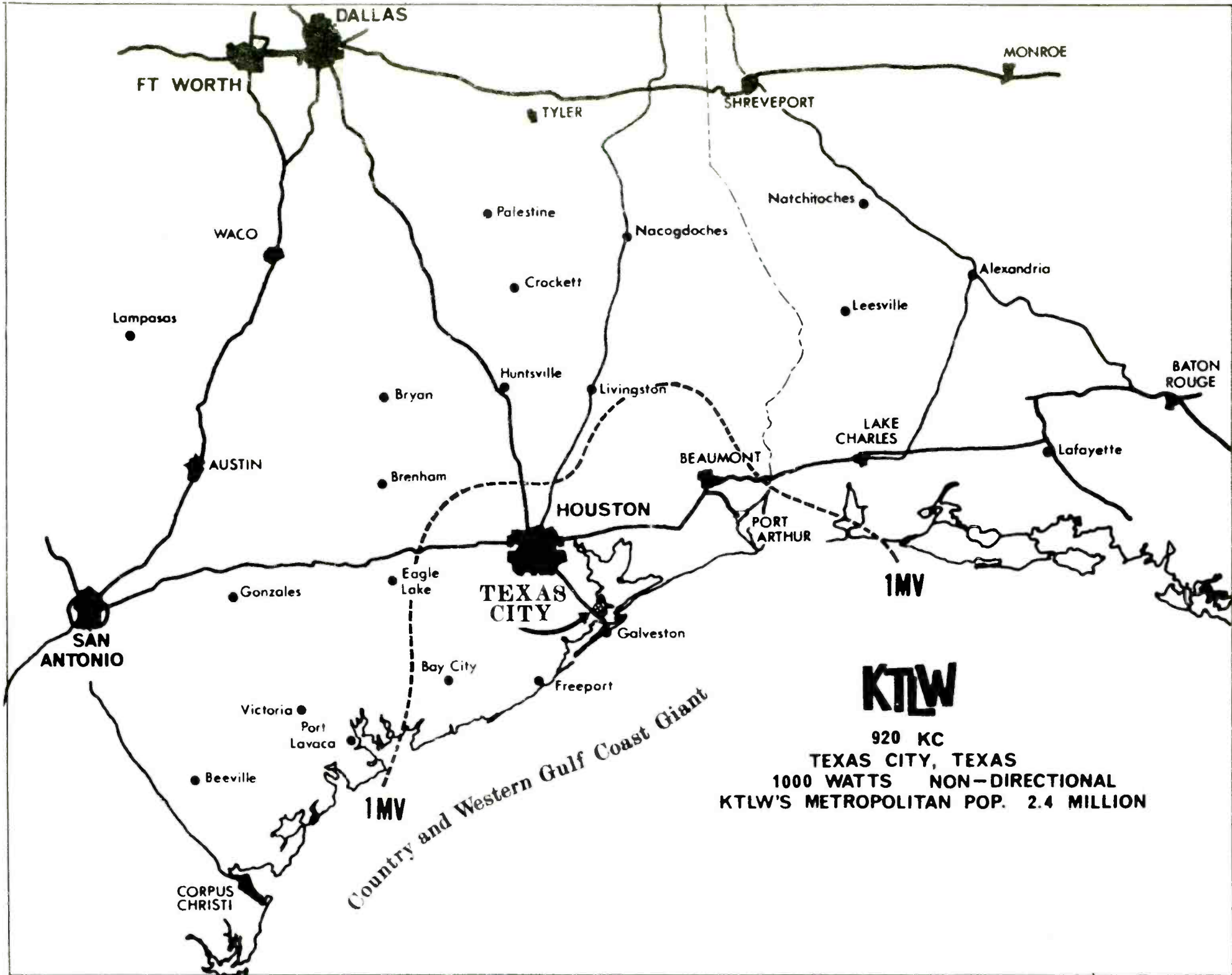
590 RADIO
5000 WATTS (in)
DAY AND NIGHT SERVING
39 COUNTIES OF CENTRAL TEXAS

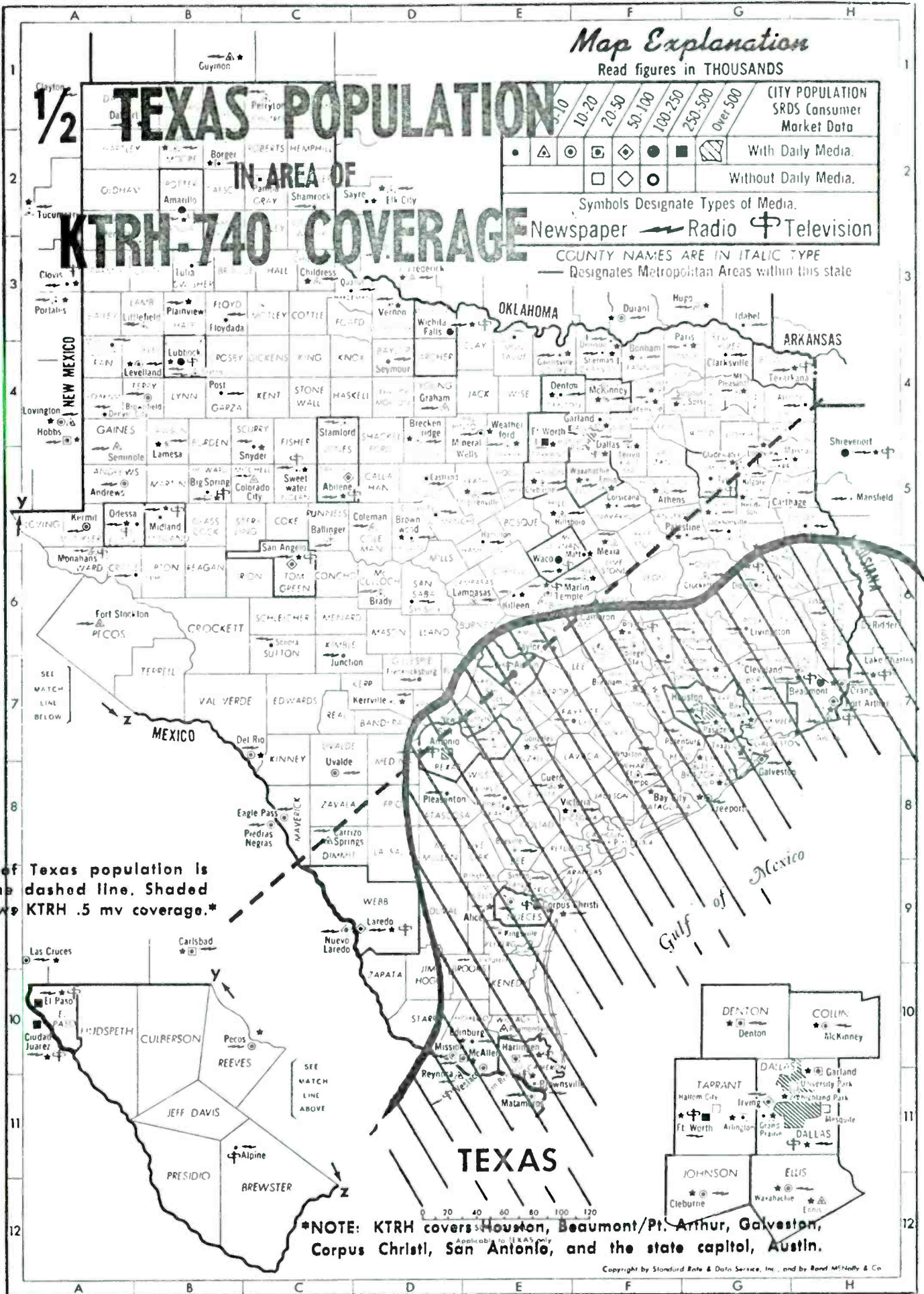


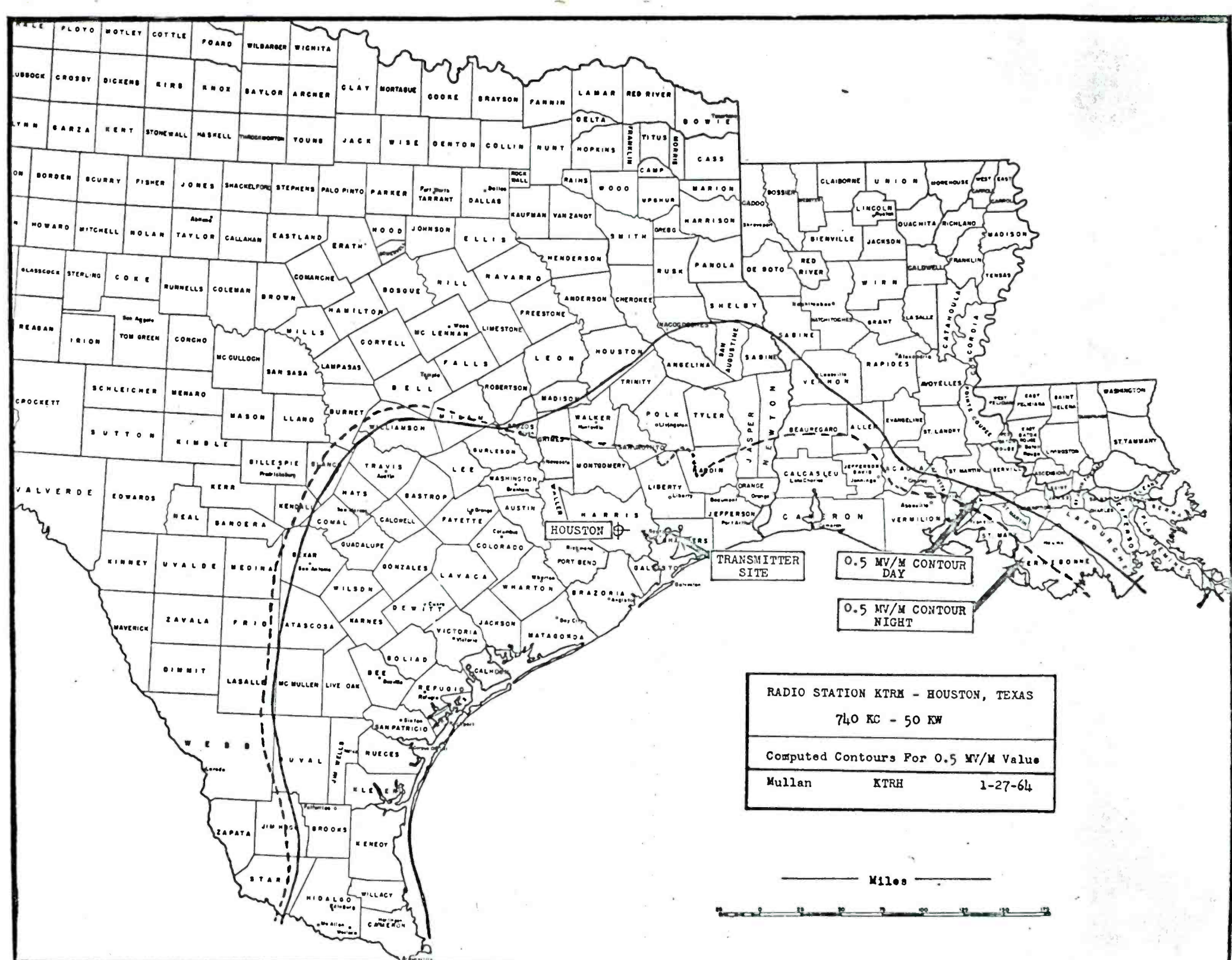
KTBC

AM FM TV

AUSTIN, TEXAS







TRANSMITTER SITE

0.5 MV/M CONTOUR DAY

0.5 MV/M CONTOUR NIGHT

RADIO STATION KTRM - HOUSTON, TEXAS
 740 KC - 50 KW
 Computed Contours For 0.5 MV/M Value
 Mullan KTRH 1-27-64

Miles

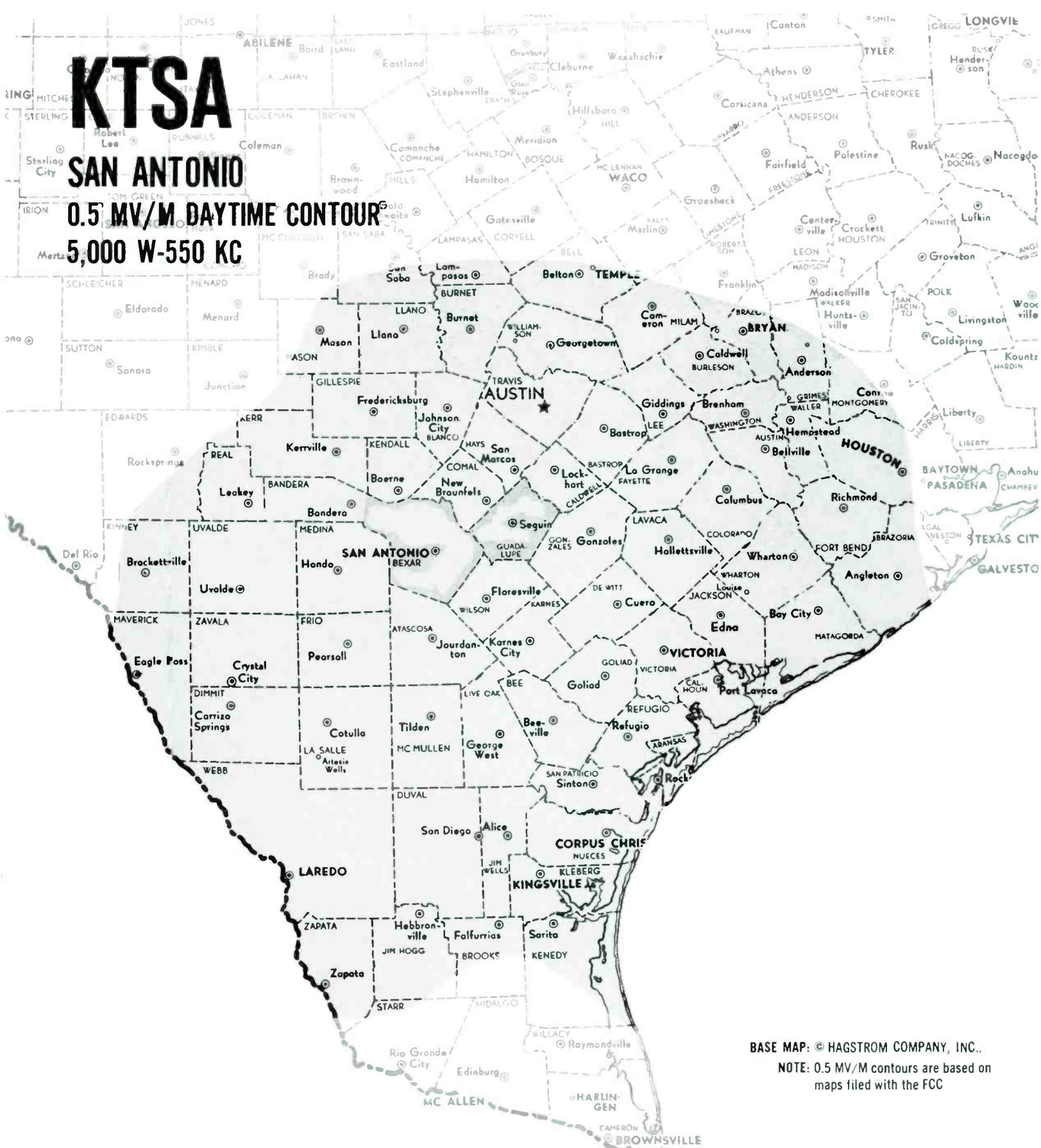


KTSA

SAN ANTONIO

0.5 MV/M DAYTIME CONTOUR

5,000 W-550 KC



BASE MAP: © HAGSTROM COMPANY, INC..
NOTE: 0.5 MV/M contours are based on maps filed with the FCC

BLAIR RADIO OFFICES

NEW YORK
717 FIFTH AVE.
(212) 752-0400

CHICAGO
645 N. MICHIGAN AVE.
(312) 787-2300

ATLANTA
1375 PEACHTREE ST., N.E.
(404) 875-7567

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3028 SOUTHLAND CTR.
(214) 741-4228

DETROIT
2990 W. GRAND BLVD.
(313) 871-3060

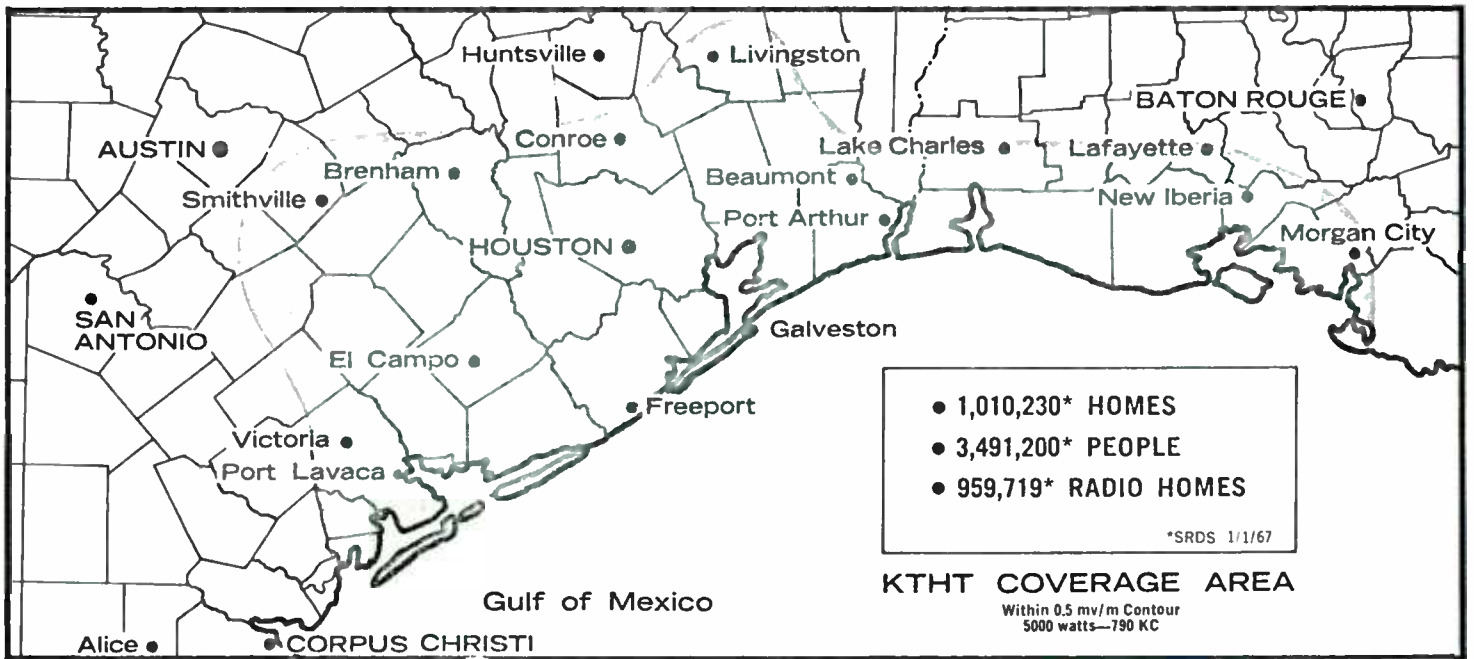
LOS ANGELES
5670 WILSHIRE BLVD., SUITE 2415
(213) 936-5171

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 568-0290

ST. LOUIS
630 PAUL BROWN BLDG.
(314) 421-5262

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 434-3272





Now KULF
790

WSPN-TV

915 SCOTT AVE WICHITA FALLS, TEXAS



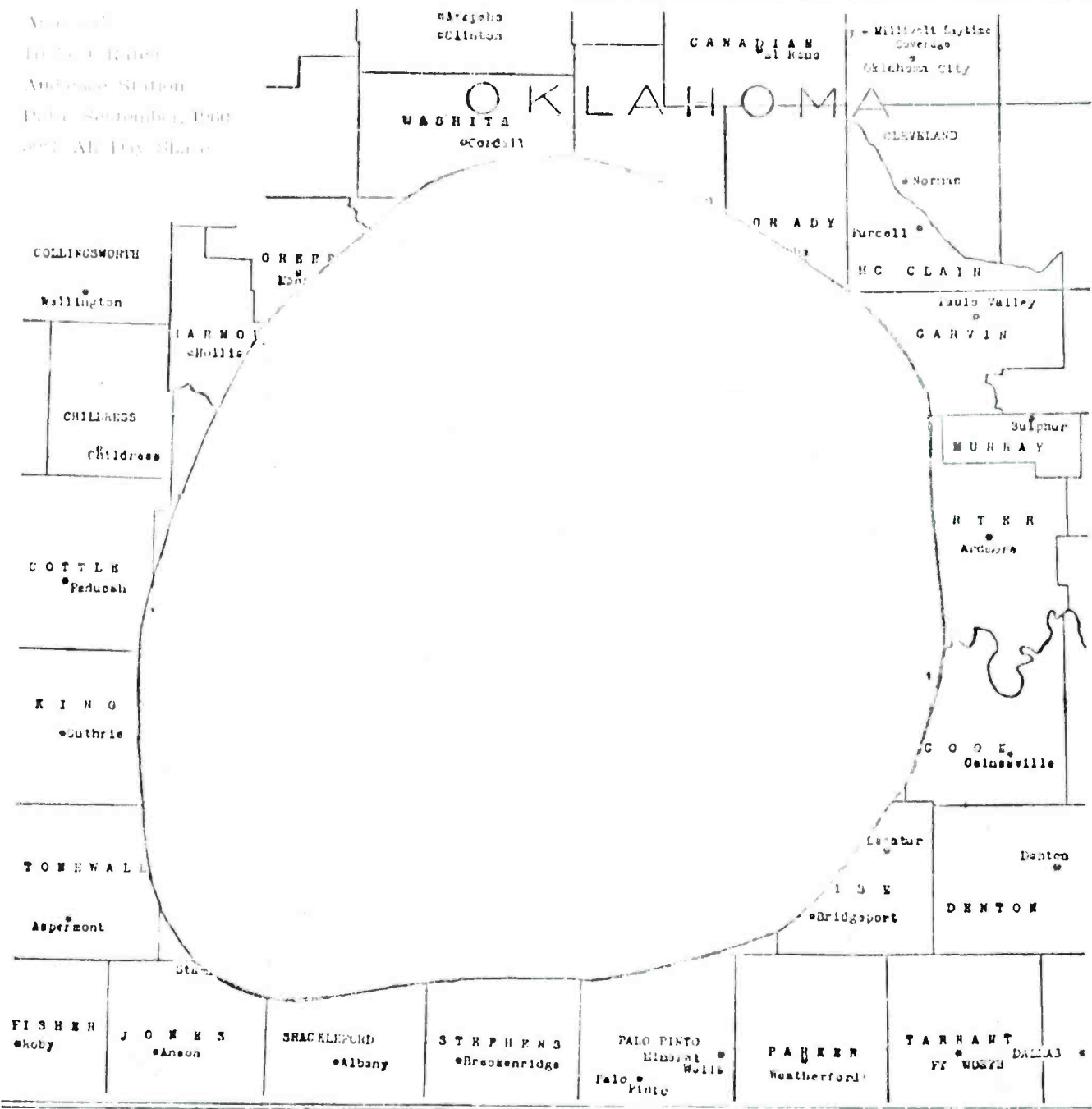
COLOR CHANNEL 129

5 MILLIVOLT DAYTIME COVERAGE

5,000 WATTS

MARKET DATA

Area of Market
 In 1969: 1,440 sq. mi.
 Audience Station
 Daily: 50,000 (Average)
 20% All Day Blank

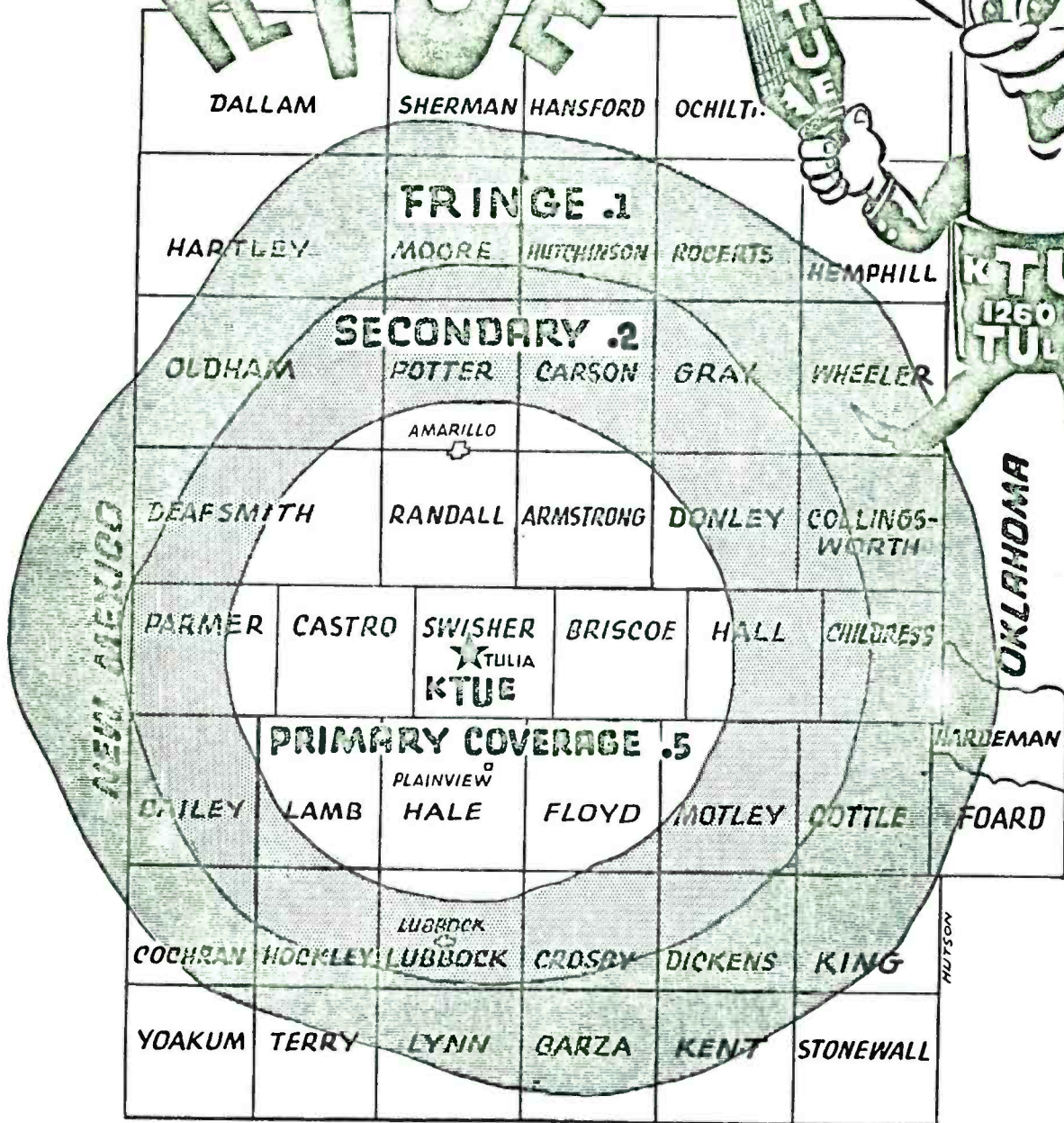
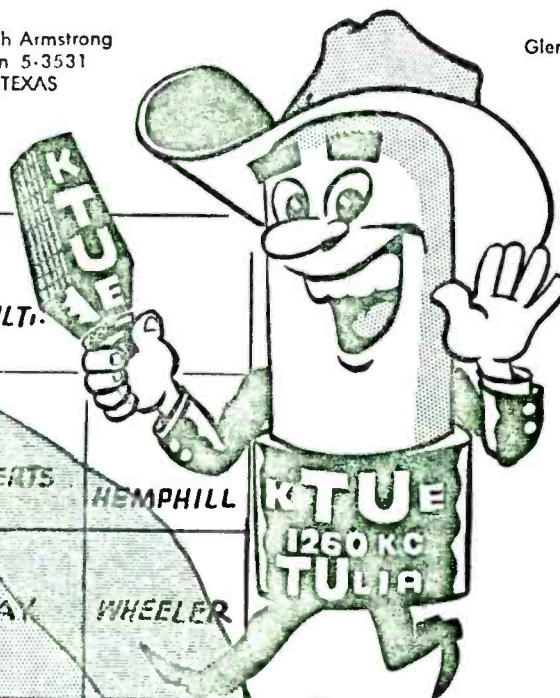


Population	710,000	Total Retail Sales	\$498,100,000
Home Units	1,440,000	House Sales	\$270,000,000
Household equipped Home	1,380,000	Household Sales	\$270,000,000
Total Households	1,440,000	Household Sales - 1968	\$270,000,000
Radio Equipped Households	1,440,000	Household Sales - 1967	\$270,000,000
Household Sales	\$498,100,000	Household Sales - 1966	\$270,000,000
Household Sales - 1965	\$498,100,000	Household Sales - 1964	\$270,000,000
Household Sales - 1963	\$498,100,000	Household Sales - 1962	\$270,000,000
Household Sales - 1961	\$498,100,000	Household Sales - 1960	\$270,000,000
Household Sales - 1959	\$498,100,000	Household Sales - 1958	\$270,000,000
Household Sales - 1957	\$498,100,000	Household Sales - 1956	\$270,000,000
Household Sales - 1955	\$498,100,000	Household Sales - 1954	\$270,000,000
Household Sales - 1953	\$498,100,000	Household Sales - 1952	\$270,000,000
Household Sales - 1951	\$498,100,000	Household Sales - 1950	\$270,000,000

KTUE

110 North Armstrong
WYdown 5-3531
TULIA, TEXAS

Glen Amburn
Mgr.



1,000
Watts
Daytime



A. P. News



Spanish Program
One hour Daily



the only regional
1,000 watt station
between Amarillo
and Lubbock

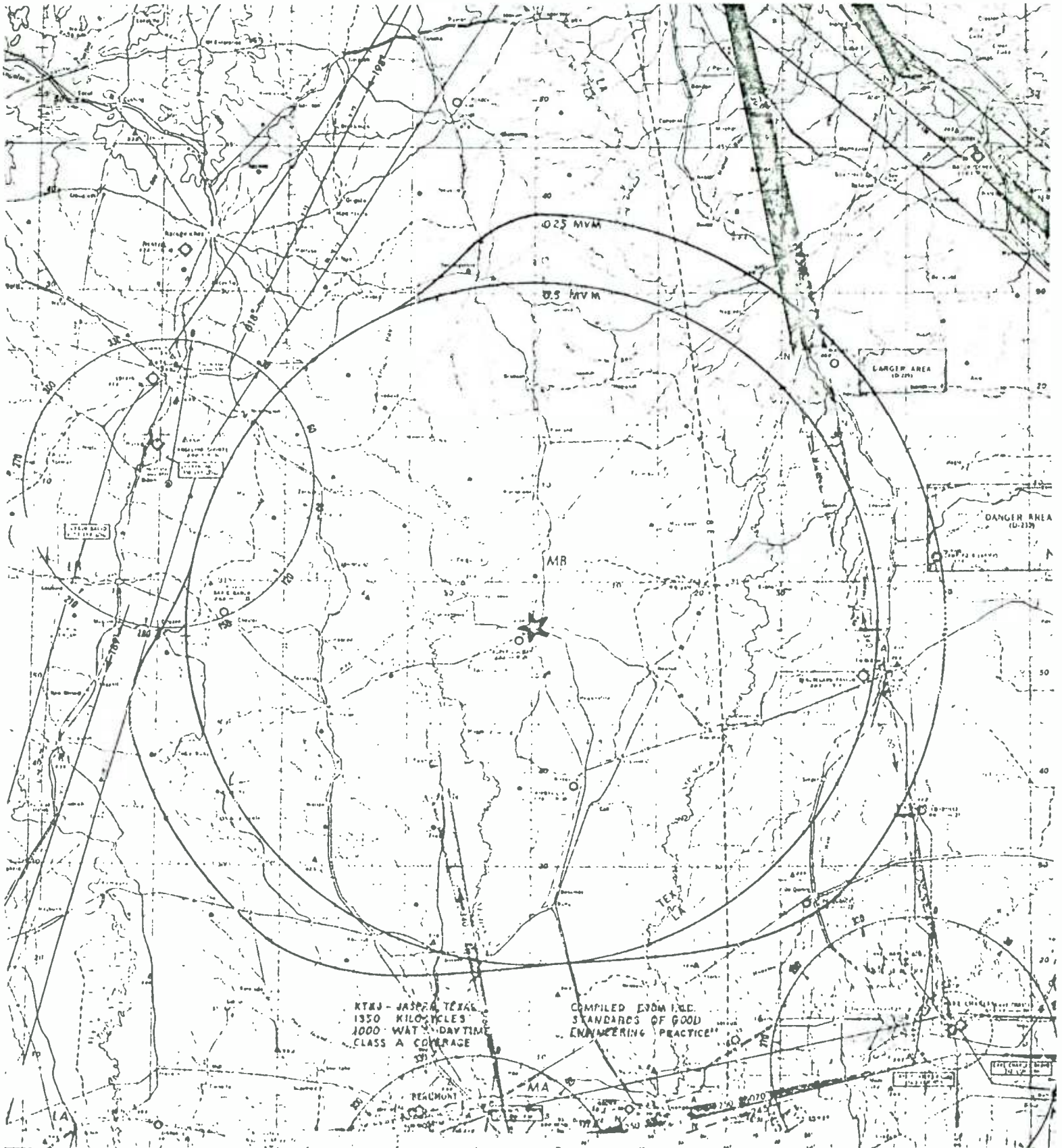
Total Population
OVER ONE HALF MILLION
(primary population) . . . 436,900
(secondary & fringe) 182,607
total population 619,507
TOTAL AREA VEHICILE REGISTRATIONS
(primary area) 205,155

PRIMARY AREA RETAIL SALES
OVER TWO HUNDRED FIFTY MILLION
(largest income per capita in Texas)
LOCATED IN THE HEART OF THE RICH,
IRRIGATED HIGH PLAINS OF TEXAS

KTXJ . . . COVERING EAST TEXAS AND WESTERN LOUISIANA . . . **1000 WATTS**

1350 Kilocycles Daytime Radio Station

Jasper . . . "Jewel of the Forest" . . . *Texas*



Nearest Stations: Lufkin, Beaumont--not receivable consistently in Jasper



CONTOURS BASED UPON KTXO "PROOF"
& FCC SOIL MAP CONDUCTIVITY VALUES

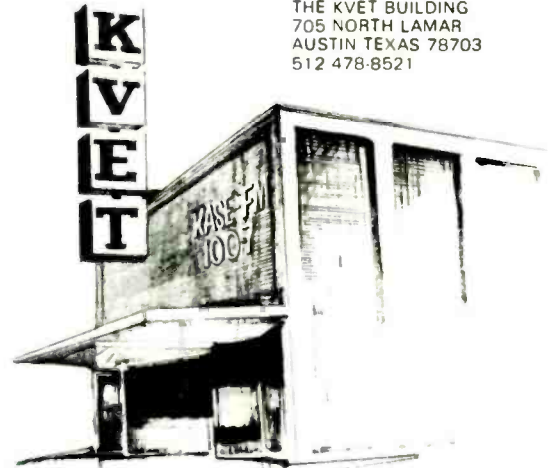
KTXO
SHERMAN, TEXAS
1500 kc 1,000 watts

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

KVET

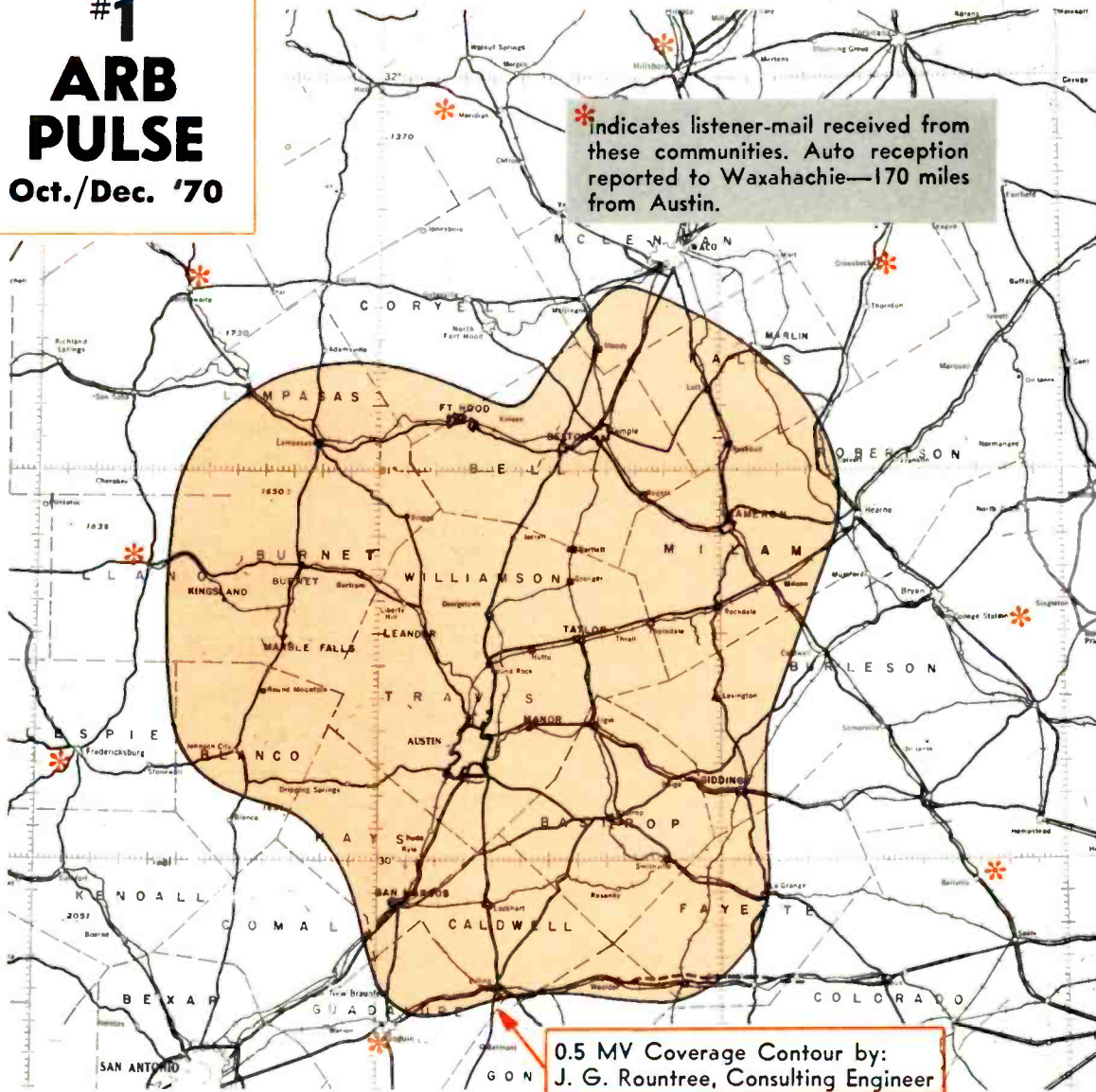
COVERAGE MAP

THE KVET BUILDING
705 NORTH LAMAR
AUSTIN TEXAS 78703
512 478-8521



- Frequency** — 1300 kcs. RADIO 13
- Hours** — 24-seven days weekly - KVET never signs off
- Power** — Austin's only full-time country music AM radio station covering 11,000 square miles of Texas with 5,000 watts of power.

**#1
ARB
PULSE**
Oct./Dec. '70



THE COUNTRY GIANT

KVET

24 HOURS

6-9 Jerry Gee
9-1 Sammy (Geesinslaws) Allred
1-4 Bobby Gold

4- 7 Pete Grady
7-12 Rusty Gordon
12- 6 Mike Gamble

KVET RATE CARD No. 10

Effective 7-1-71

National Sales Representatives

McGAVREN-GUILD-PGW RADIO

KVET-RADIO 13

Austin's only full time
country music AM radio station
covering 11,000 square miles of
Texas with 5,000 watts of power



KASE-FM 100.7

Never more than
one minute away
from big band
stereo music

KVET BROADCASTING COMPANY INCORPORATED

705 NORTH LAMAR
AUSTIN TEXAS 78703
512 478-8521

WEEKLY PLANS

AA

A

6-9:30 A.M., 11:30 A.M.- 1 P.M. & 3:30-7 P.M.
Mon.-Sat.

5-6 A.M., 9:30-11:30 A.M., 1-3:30 P.M.,
7-10 P.M., Mon.-Sat. 5 A.M.- Mid. Sunday

60 SEC.

5X
10X
20X
30X
40X

EACH		WEEKLY		EACH		WEEKLY	
	11.45		57.25		9.50		47.50
	11.15		111.50		9.20		92.00
	10.85		217.00		8.80		176.00
	10.50		315.00		8.60		258.00
	10.20		408.00		8.30		332.00

30 SEC.

5X
10X
20X
30X
40X

EACH		WEEKLY		EACH		WEEKLY	
	8.95		44.75		7.25		36.25
	8.65		86.50		6.95		69.50
	8.35		167.00		6.65		133.00
	8.05		241.50		6.35		190.50
	7.75		310.00		6.05		242.00

RUN OF SCHEDULE

10X
20X
30X
40X

WEEKLY		
:60	:30	:10
9.50	6.50	4.25
8.75	6.00	4.00
8.25	5.50	3.75
7.00	5.00	3.50

TWELVE MONTHS CONTRACT
5% DISCOUNT

Frequency discounts earned only by commitment in advance. Schedules not completed within prescribed periods will be short-rated.

MONTHLY PACKAGE PLANS

60 SEC.

100
150
200

1/3AA - 1/3A - 1/3B		NEWS AT :13-5 Min.	
EACH	MONTHLY	14.00	1/2-9.00
6.50 Limit— 6 per day	650.00	REMOTES ON REQUEST	
6.25 " — 9 " "	937.50	B Classification — Mon. — Sat. 10:00 P.M. — 5:00 A.M. 50% of AA rates	
6.00 " — 12 " "	1,200.00	POLITICAL — regular rates — cash in advance — ten seconds & station personalities excluded	
4.95 Limit— 6 per day	495.00		
4.75 " — 9 " "	712.50		
4.50 " — 12 " "	900.00		

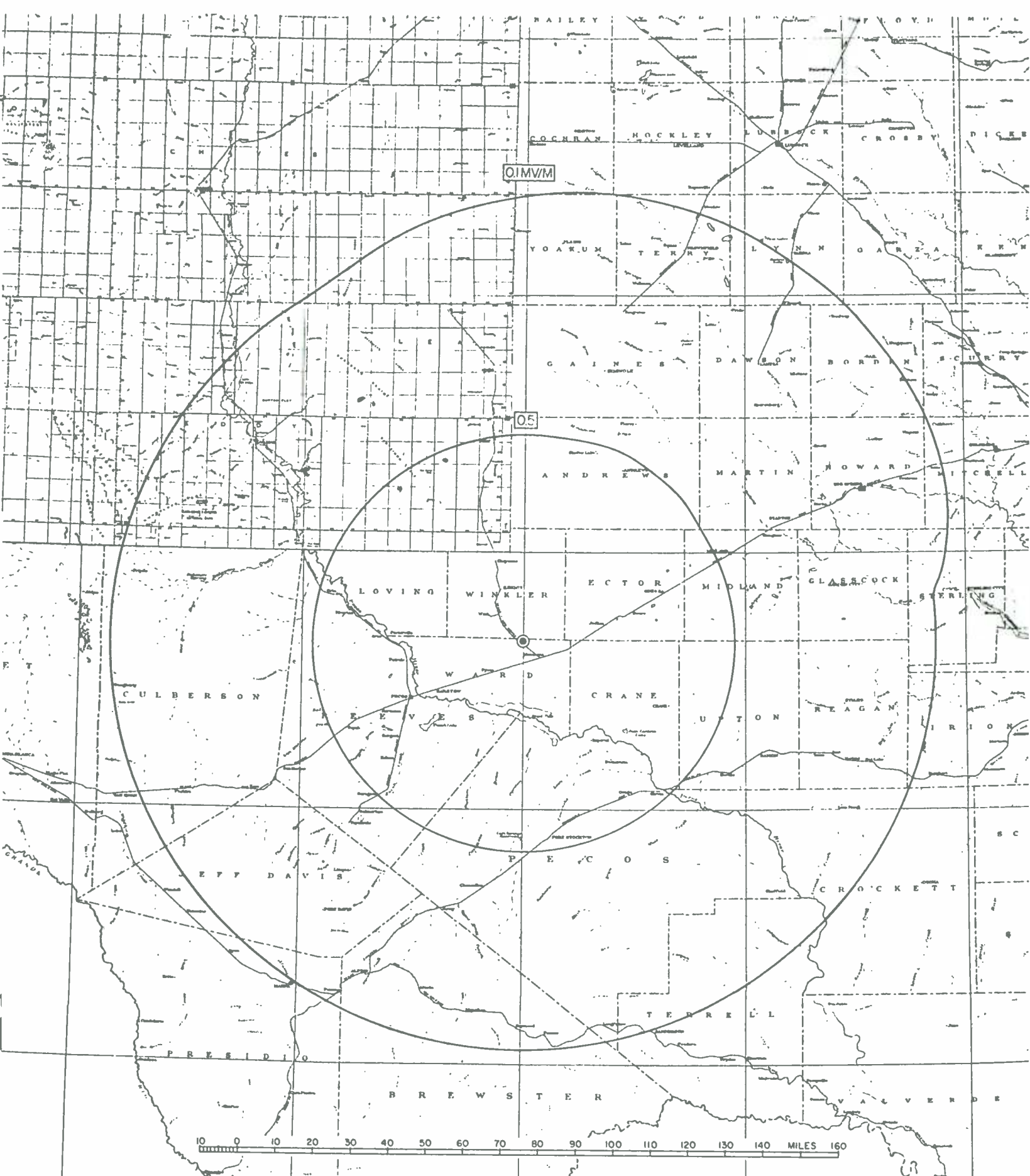
30 SEC.

100
150
200

KVET & KASE COMBINATION PACKAGE

Two Completely Different Buying Audiences Spread Over Two Months

	KVET	+	KASE	Cost Per Announcement	Cost Per Month	Total
:60	100		100	4.50	450.00	900.00
:30	100		100	3.50	350.00	700.00



OIMV/M

05

PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS

RADIO STATION KVKM
MONAHANS, TEXAS
1330 KC 5000 WATTS

General Rates Effective January 1, 1961

KVOP

AM - FM
PLAINVIEW, TEXAS

•
Offices and Studios:
24th and Kokomo

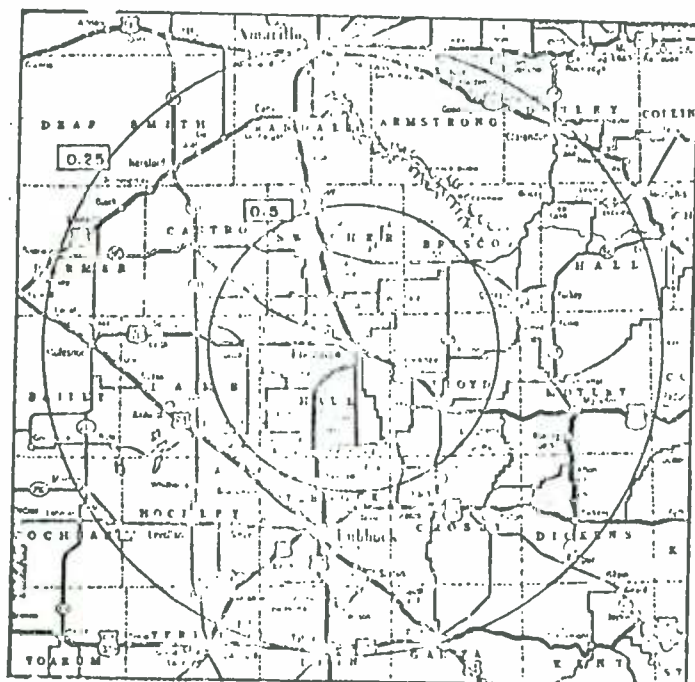
Telephones: CA 4-2771 and CA 4-2772

250 Watts 1400 K C

Full Time

•
MUSIC — NEWS

SPORTS

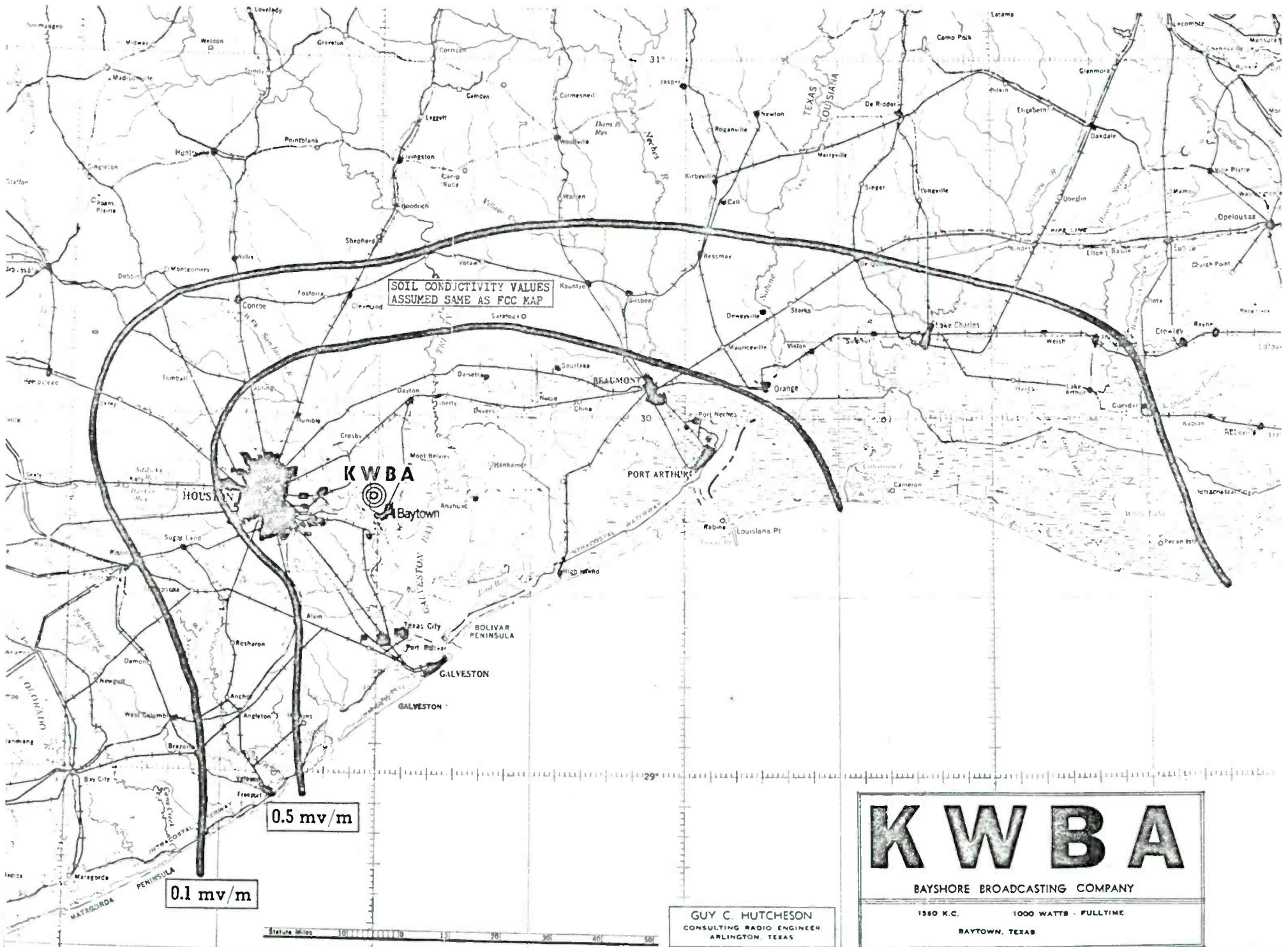


SERVING 300,000

Of the World's Most Prosperous Citizens

Average Family Buying Power
\$4,750.00 a Year

MAGIC KEY — That unlocks a \$500,000,000 market in the world's greatest diversified Irrigation District. 18,000 irrigation wells is the area's insurance against crop failure.



SOIL CONDUCTIVITY VALUES
ASSUMED SAME AS FCC MAP

0.5 mv/m

0.1 mv/m



KWBA

BAYSHORE BROADCASTING COMPANY

1580 K.C. 1000 WATTS - FULLTIME

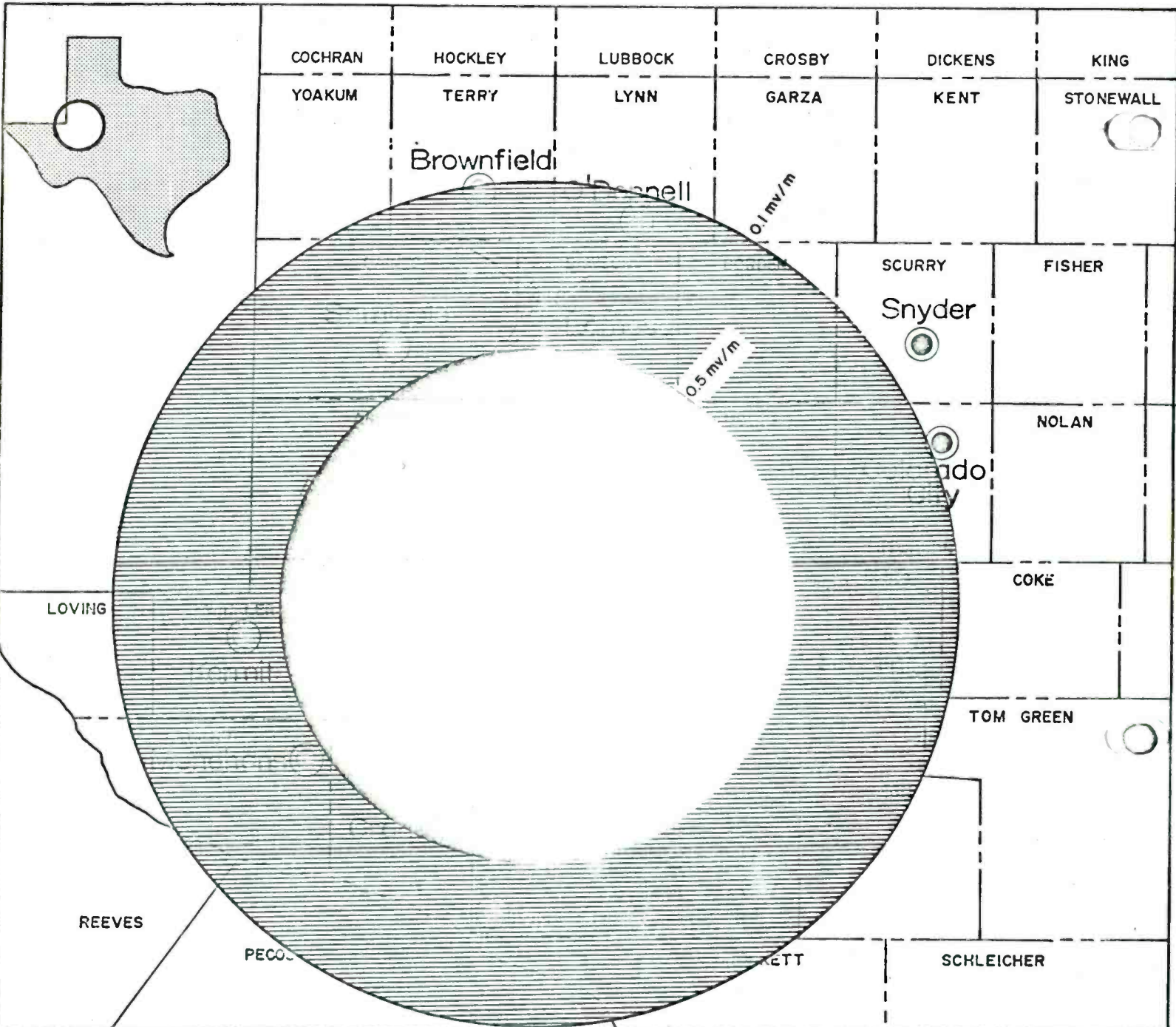
BAYTOWN, TEXAS

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

027

G U I D E

O F



KWEL 1600

THE MAGIC KEY TO MIDLAND, ODESSA
AND THE GREAT PERMIAN BASIN

RADIO KWEL 1600

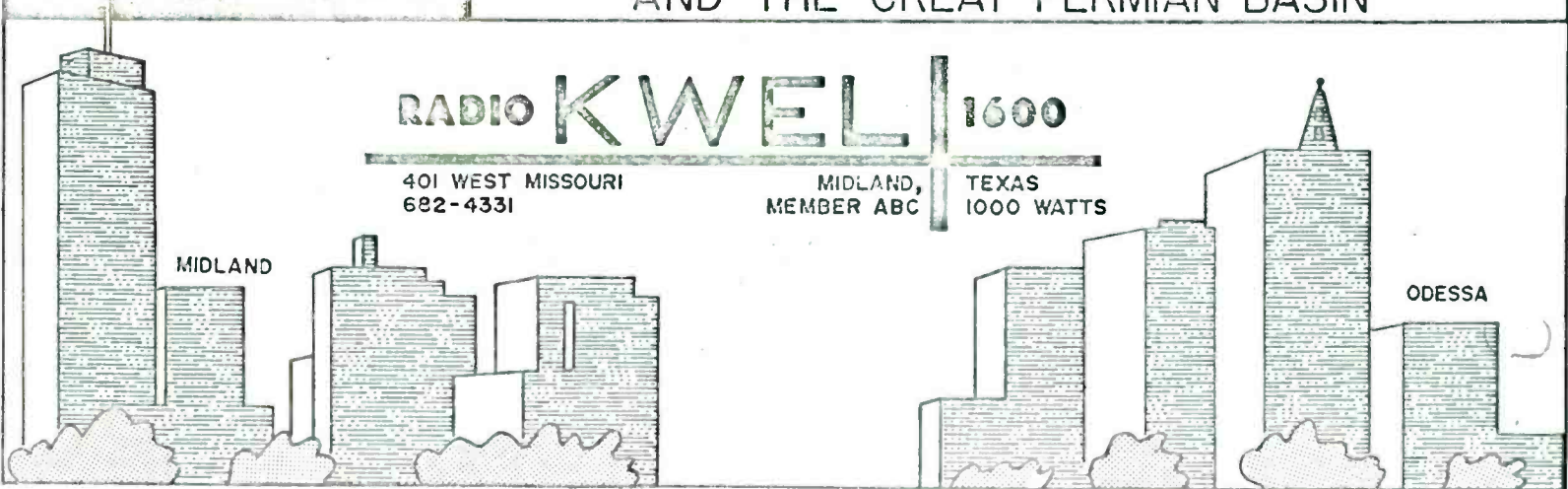
401 WEST MISSOURI
682-4331

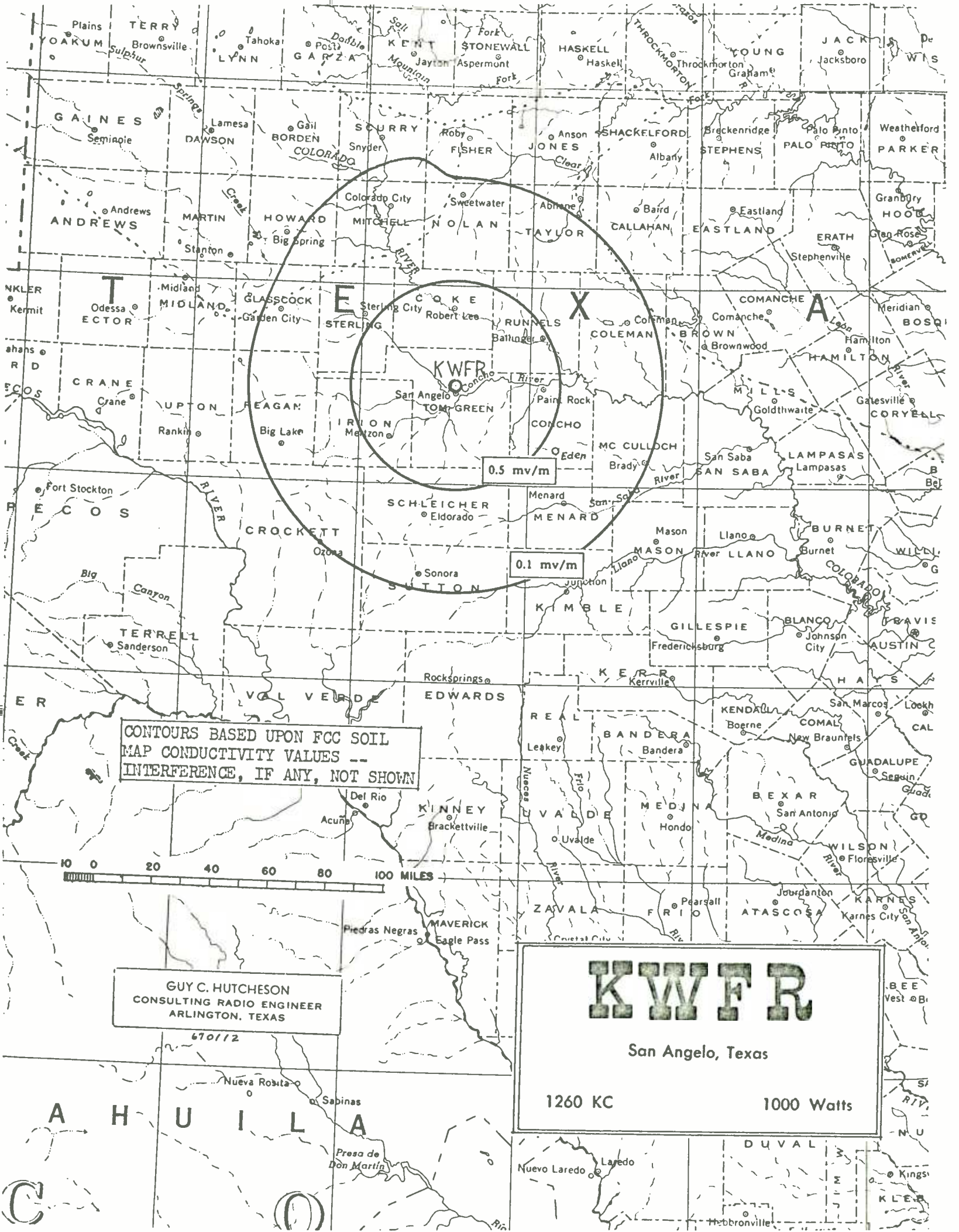
MIDLAND,
MEMBER ABC

TEXAS
1000 WATTS

MIDLAND

ODESSA





CONTOURS BASED UPON FCC SOIL
MAP CONDUCTIVITY VALUES --
INTERFERENCE, IF ANY, NOT SHOWN

10 0 20 40 60 80 100 MILES

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS
670112

KWR
San Angelo, Texas
1260 KC 1000 Watts

0.5 mv/m

0.1 mv/m

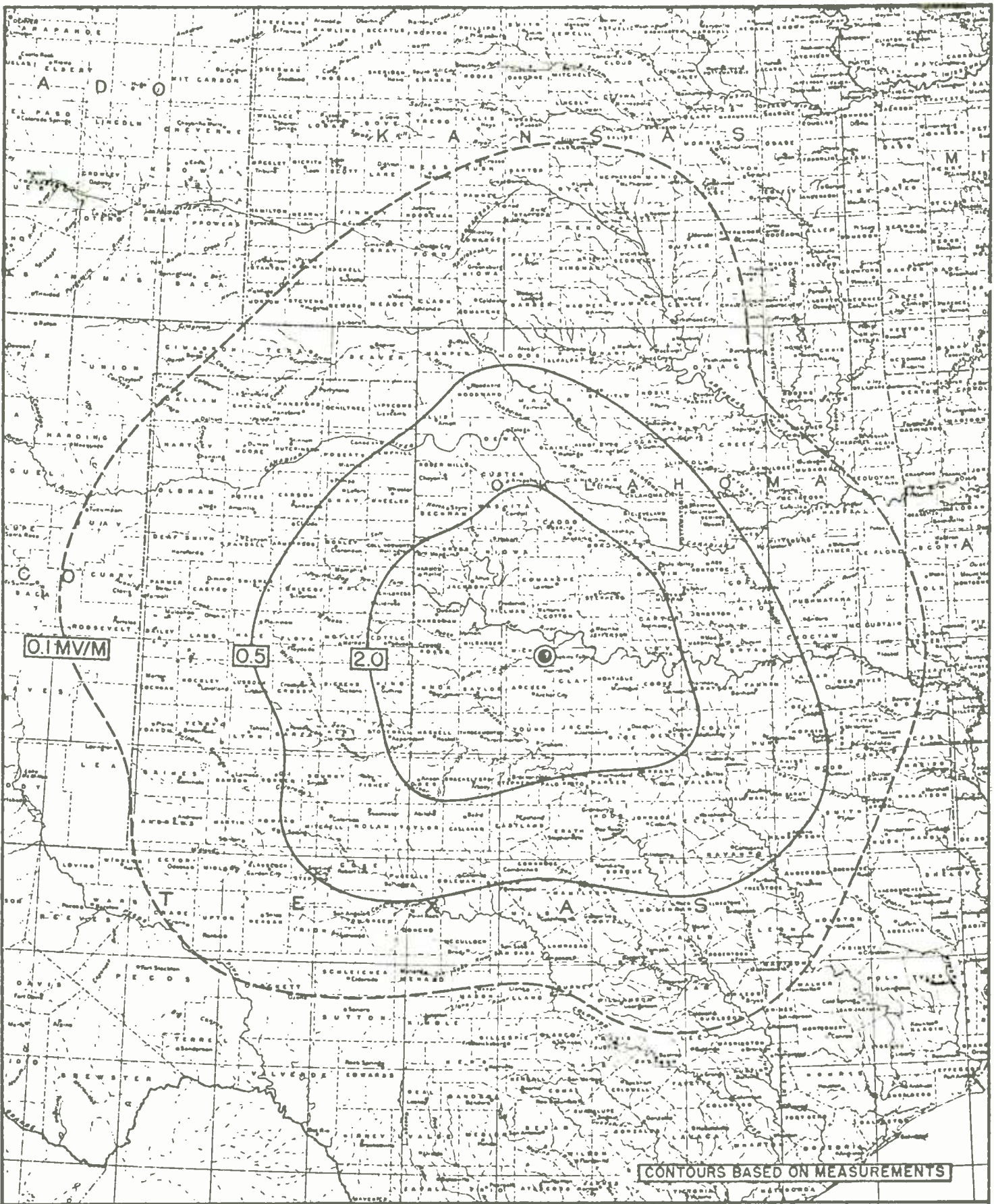
KWR

KINNEY
Brackettville

MAVERICK
Eagle Pass

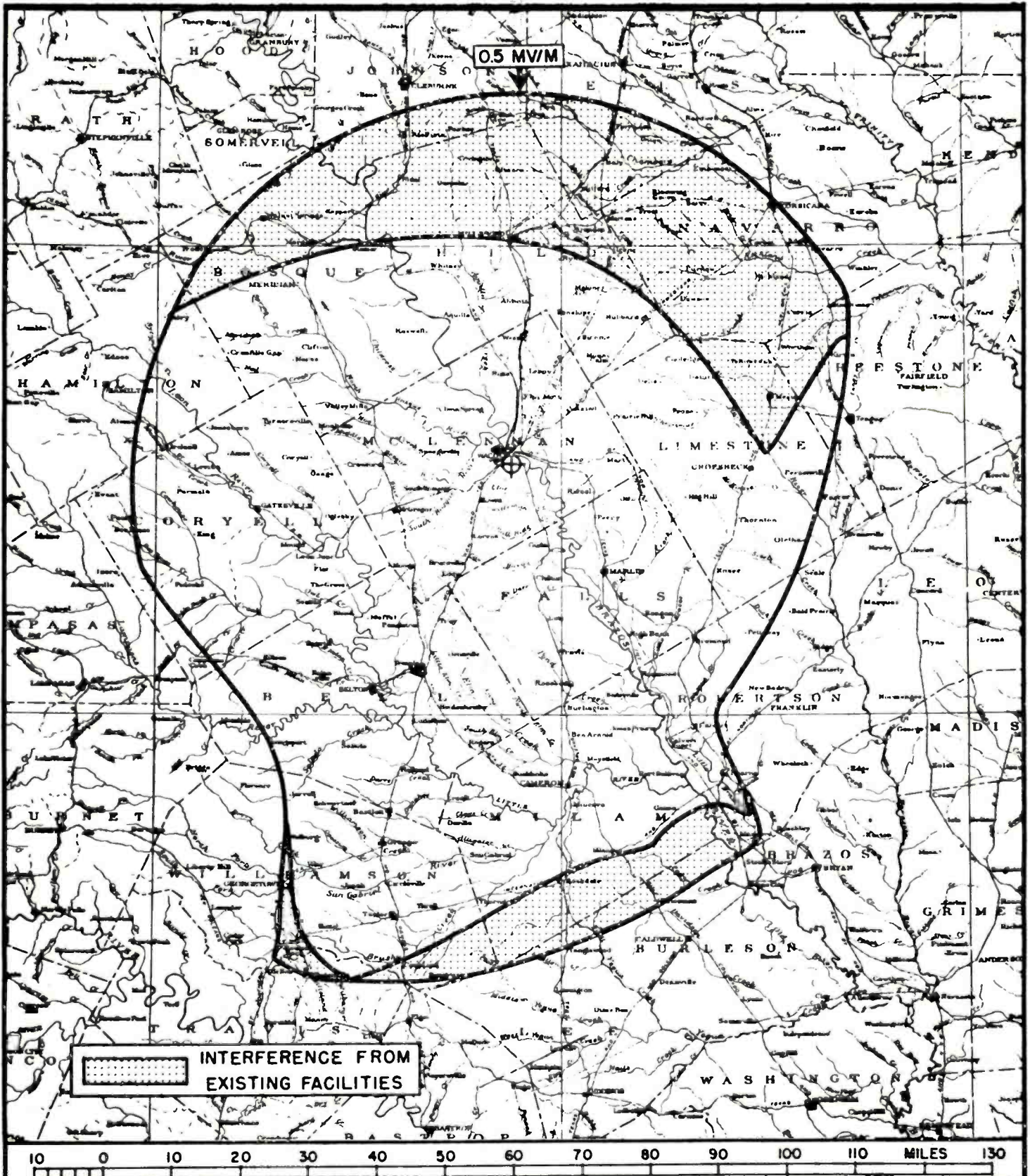
Nuevo Laredo Laredo

KLEB



A. EARL CULLUM, JR.
 CONSULTING RADIO ENGINEERS
 DALLAS TEXAS

RADIO STATION KWFT
 620 KC 5 KW DA-N
 DAYTIME OPERATION

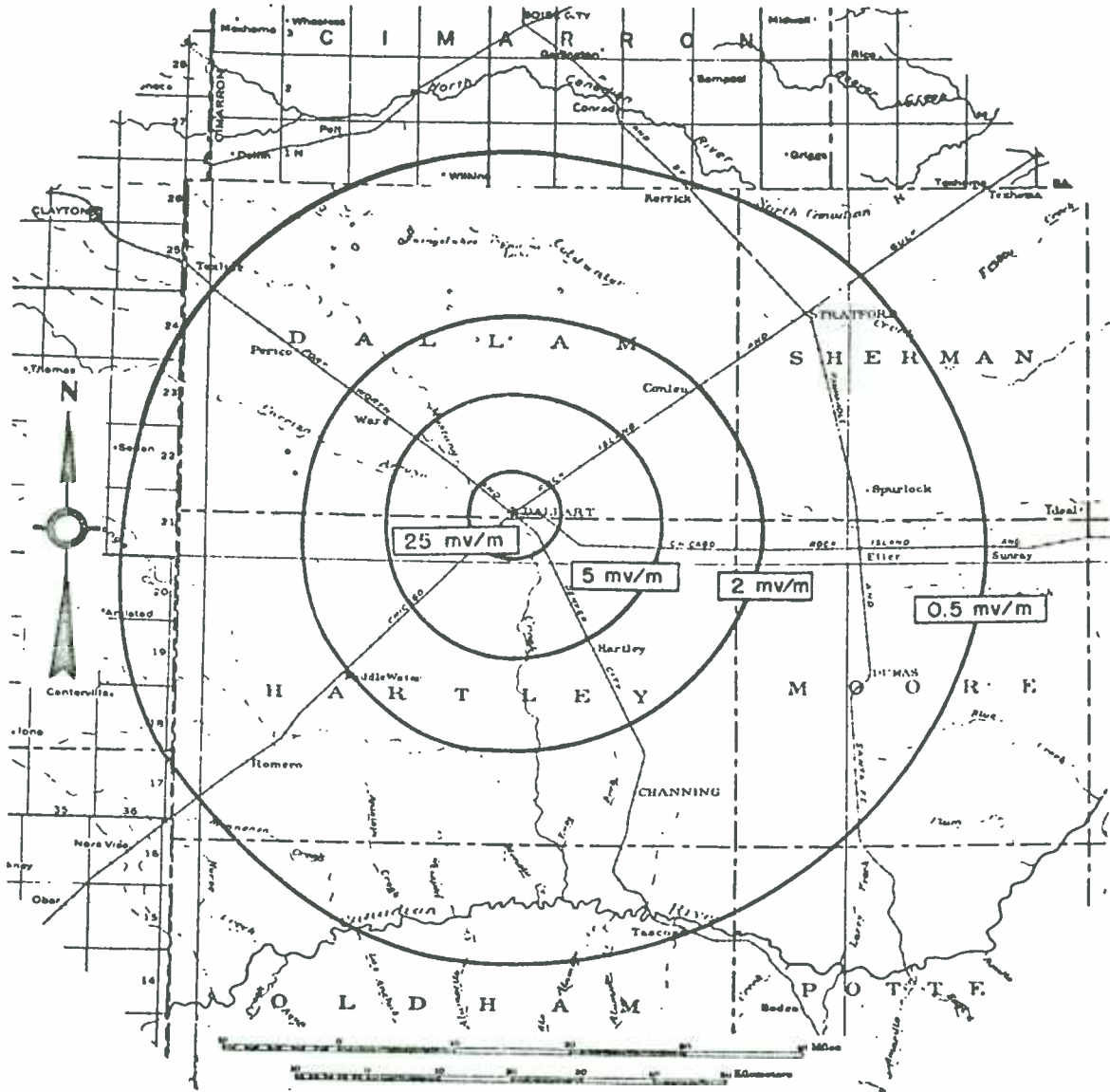



 INTERFERENCE FROM
 EXISTING FACILITIES

PREPARED BY
 THE FIRM OF A. EARL CULLUM, JR.
 CONSULTING ENGINEERS

RADIO STATION KWTX
 1230 KC .25 KW I.O KW-LS ND-U
 600909 FIGURE 3D

All This and More Too ---



On File With F. C. C.

KXIT-1410

W.A.C.O.

Radio Coverage Map

WACO, TEXAS

W.A.C.O. AM 1000 WATTS 1460 KC

W.A.C.O. FM 3440 WATTS 99.9 MC

AMERICAN BROADCASTING COMPANY

PHONE FR-27100
(REGIONAL CLEAR CHANNEL OUTLET)

MEASURED DAYTIME .5 MV
CONTOUR W.A.C.O. AM

CALCULATED 50 MICROVOLT
CONTOUR W.A.C.O. FM

FM 50 M10/V

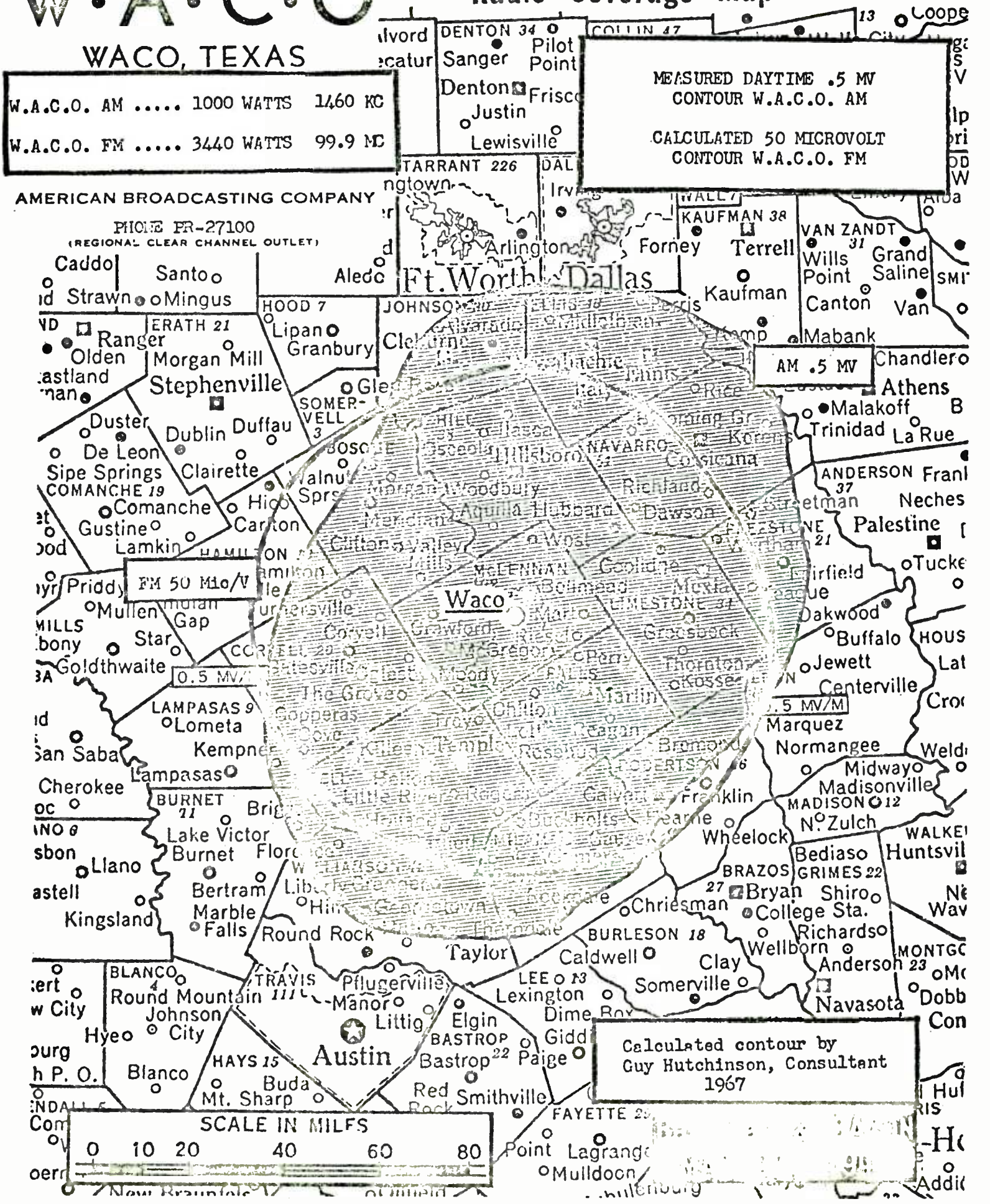
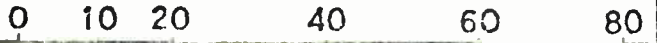
0.5 MV

AM .5 MV

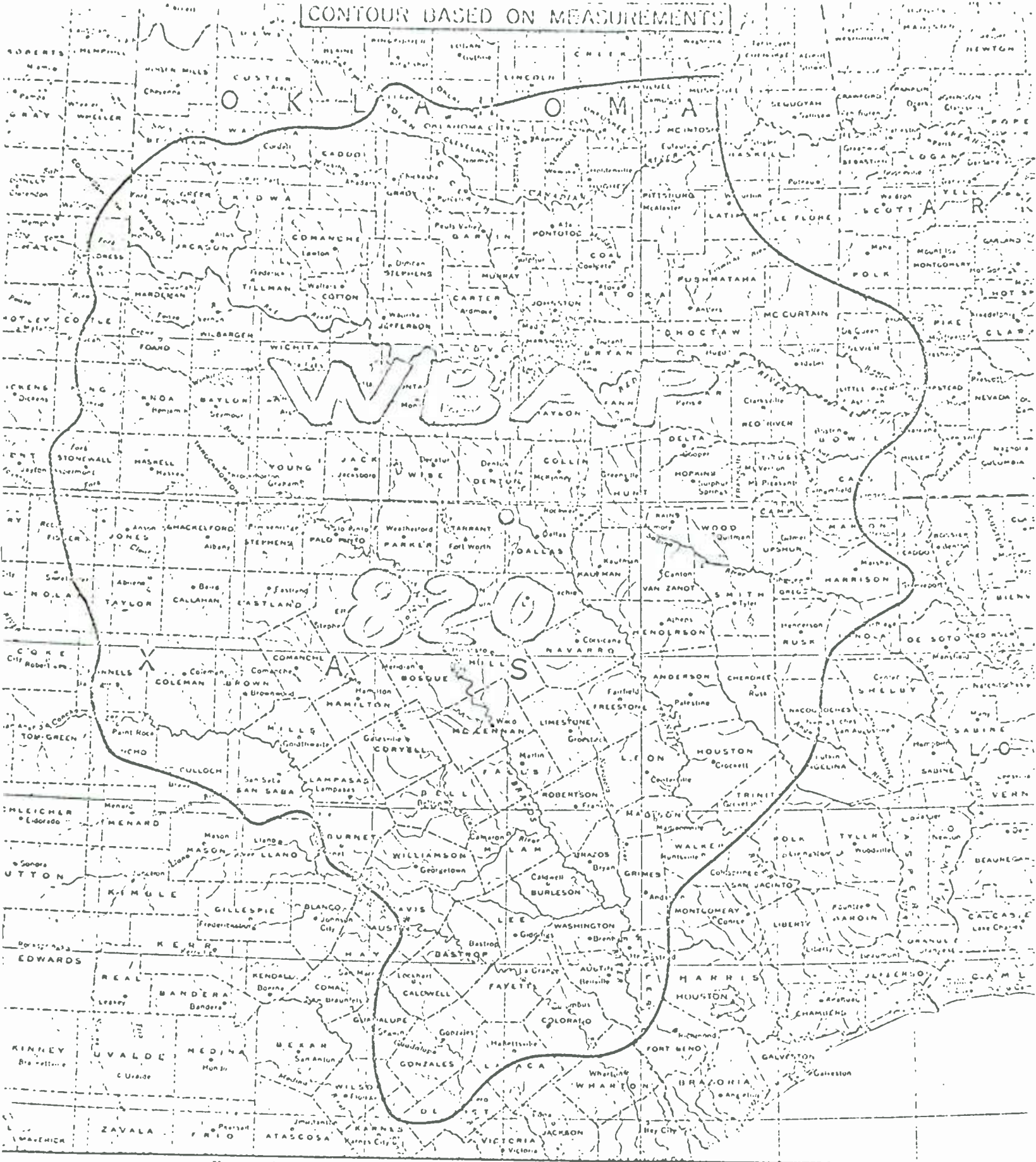
0.5 MV/M

Calculated contour by
Guy Hutchinson, Consultant
1967

SCALE IN MILES



CONTOUR BASED ON MEASUREMENTS



0 25 50 75 100 125 150 175 200 Miles

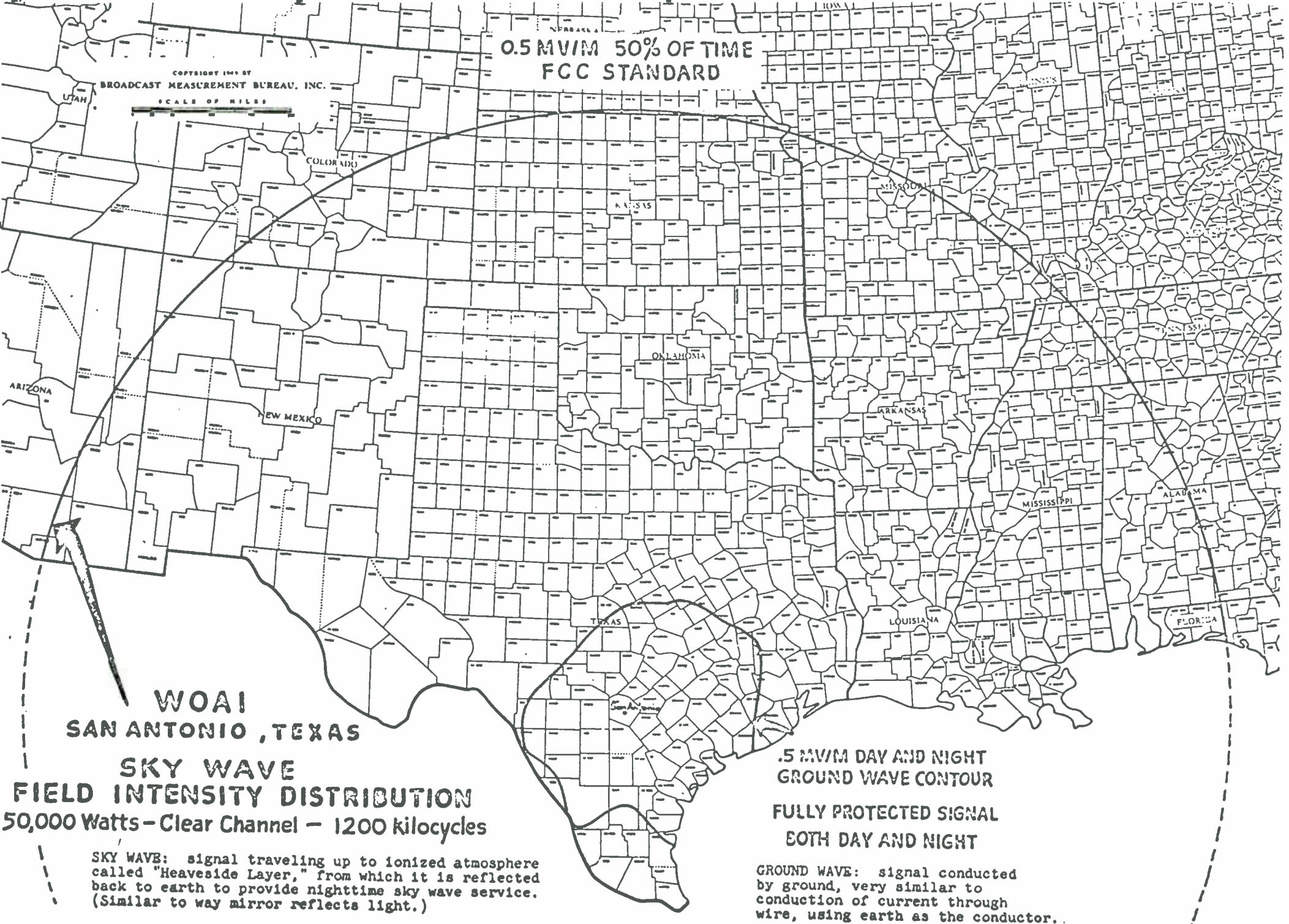
PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS
DALLAS 640215

RADIO STATION WBAP - WBAP
FORT WORTH TX, TEXAS
820 KC 50 KW NONDIRECTIONAL
DAYTIME & NIGHTTIME 0.5 MV/M CONTOUR

0.5 MVIM 50% OF TIME
FCC STANDARD

COPYRIGHT 1949 BY
BROADCAST MEASUREMENT BUREAU, INC.

SCALE OF MILES



WOAI
SAN ANTONIO, TEXAS

SKY WAVE
FIELD INTENSITY DISTRIBUTION
50,000 Watts - Clear Channel - 1200 kilocycles

SKY WAVE: signal traveling up to ionized atmosphere called "Heaveside Layer," from which it is reflected back to earth to provide nighttime sky wave service. (Similar to way mirror reflects light.)

.5 MVIM DAY AND NIGHT
GROUND WAVE CONTOUR

FULLY PROTECTED SIGNAL
BOTH DAY AND NIGHT

GROUND WAVE: signal conducted by ground, very similar to conduction of current through wire, using earth as the conductor.

KXYZ



am

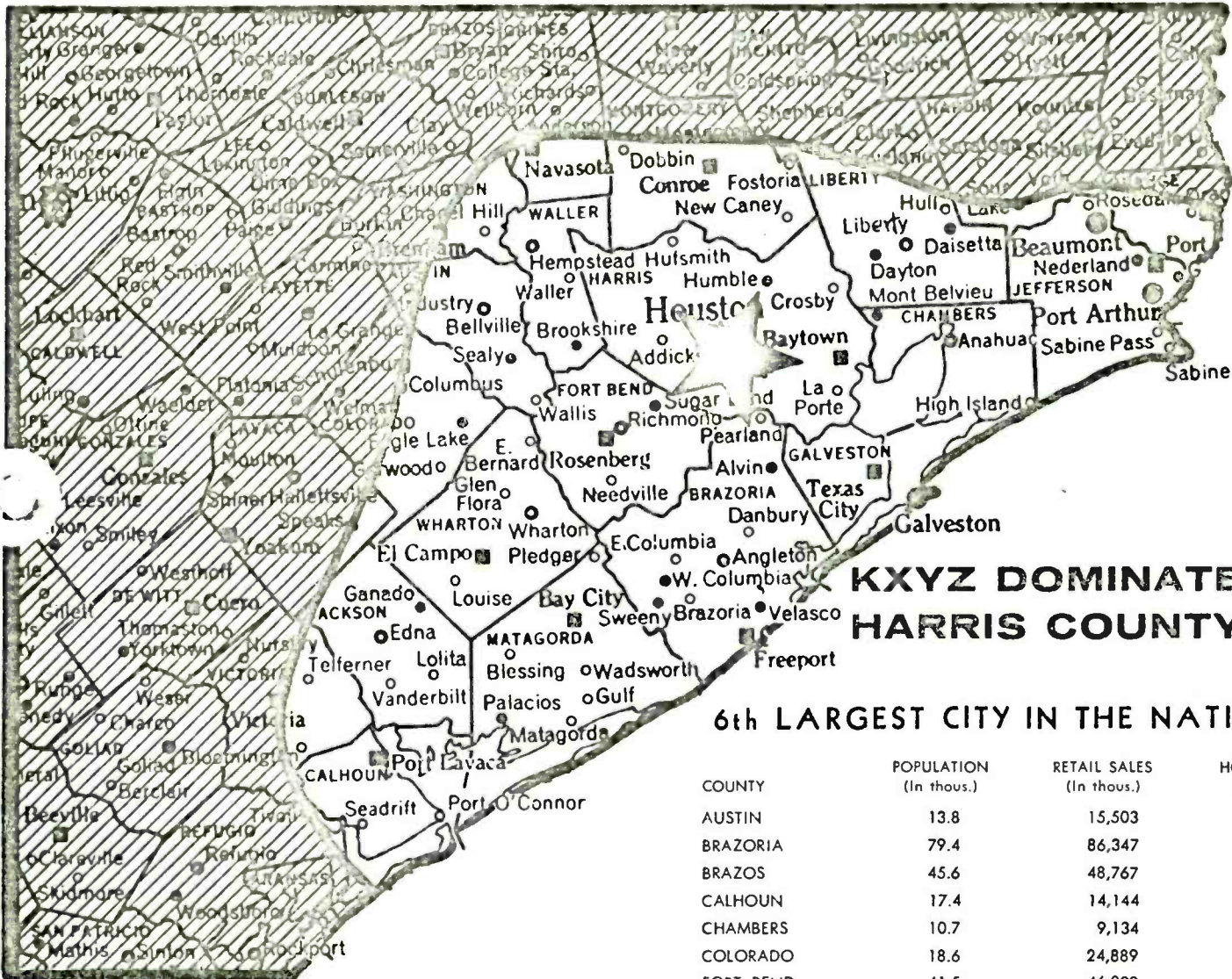
fm

1320 Prestige Radio

96.5 mc on FM

Fannin Bank Building

Houston, Texas 77025



**KXYZ DOMINATES
HARRIS COUNTY ..**

6th LARGEST CITY IN THE NATION!

COUNTY	POPULATION (In thous.)	RETAIL SALES (In thous.)	HOUSEHOLDS (In thous.)
AUSTIN	13.8	15,503	4.55
BRAZORIA	79.4	86,347	21.23
BRAZOS	45.6	48,767	12.36
CALHOUN	17.4	14,144	4.39
CHAMBERS	10.7	9,134	3.10
COLORADO	18.6	24,889	5.69
FORT BEND	41.5	46,099	10.59
GALVESTON	143.3	170,764	43.15
GRIMES	12.7	13,179	3.92
HARRIS	1,289.8	1,733,775	381.48
JACKSON	14.1	16,290	3.94
JEFFERSON	251.1	337,092	74.19
LAVACA	20.2	18,632	6.36
LIBERTY	32.1	35,545	9.35
MATAGORDA	26.1	32,667	7.53
MONTGOMERY	27.0	24,725	8.08
ORANGE	62.5	55,278	16.82
VICTORIA	48.1	64,105	13.31
WALLER	12.1	12,827	3.10
WASHINGTON	19.1	49,448	10.79

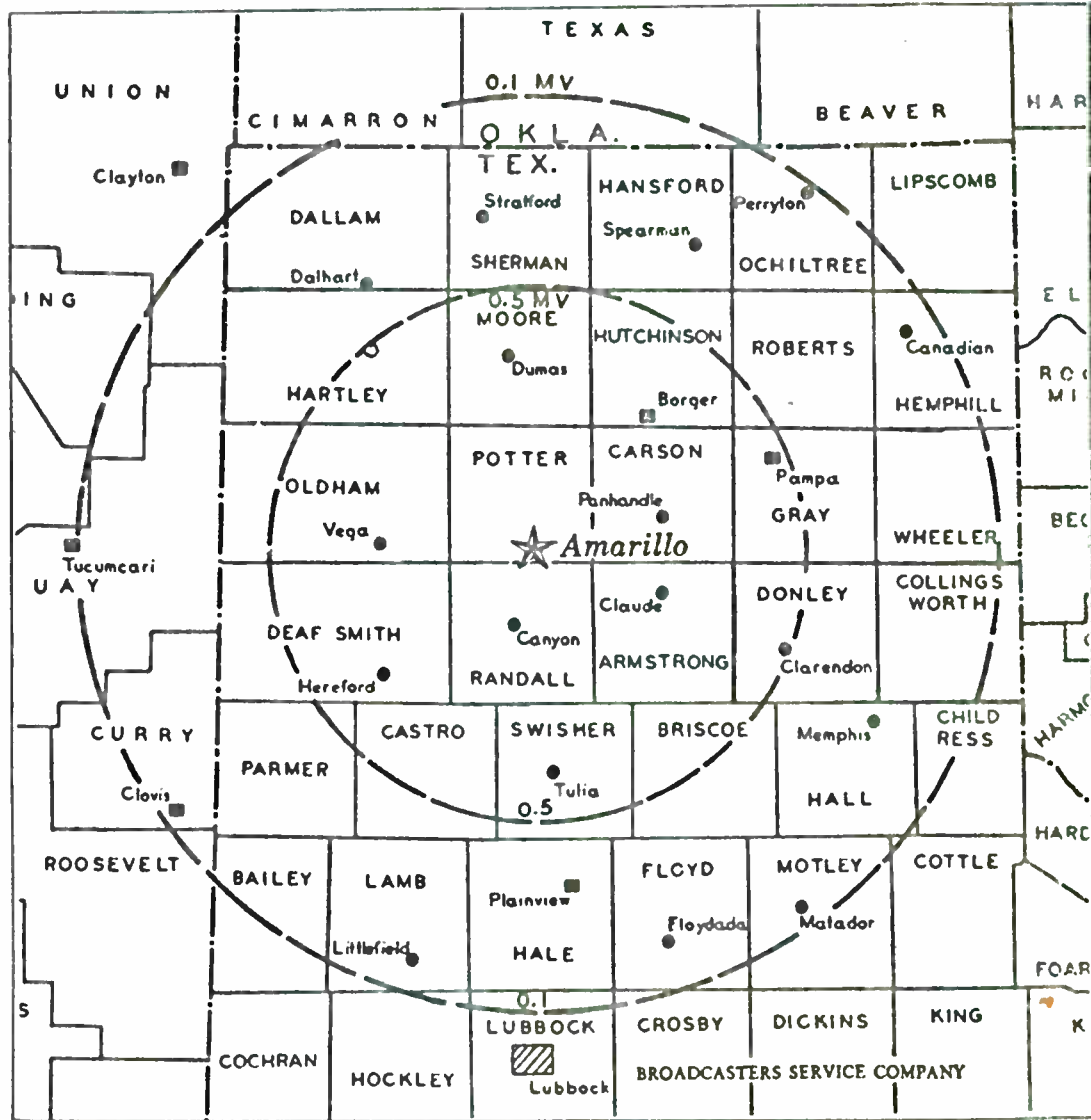
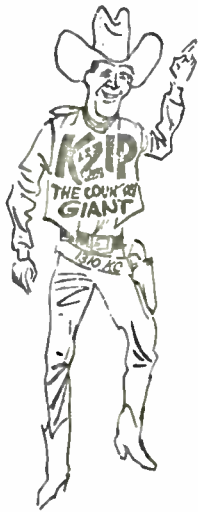
TOTAL 2,223,700 2,828,817 649,990

REFERENCE: SRDS MARCH, 1962

**KXYZ COVERAGE MAP
AND MARKET FACTS
0.5 MV/M CONTOUR**

Put Your Message Where The People Are!

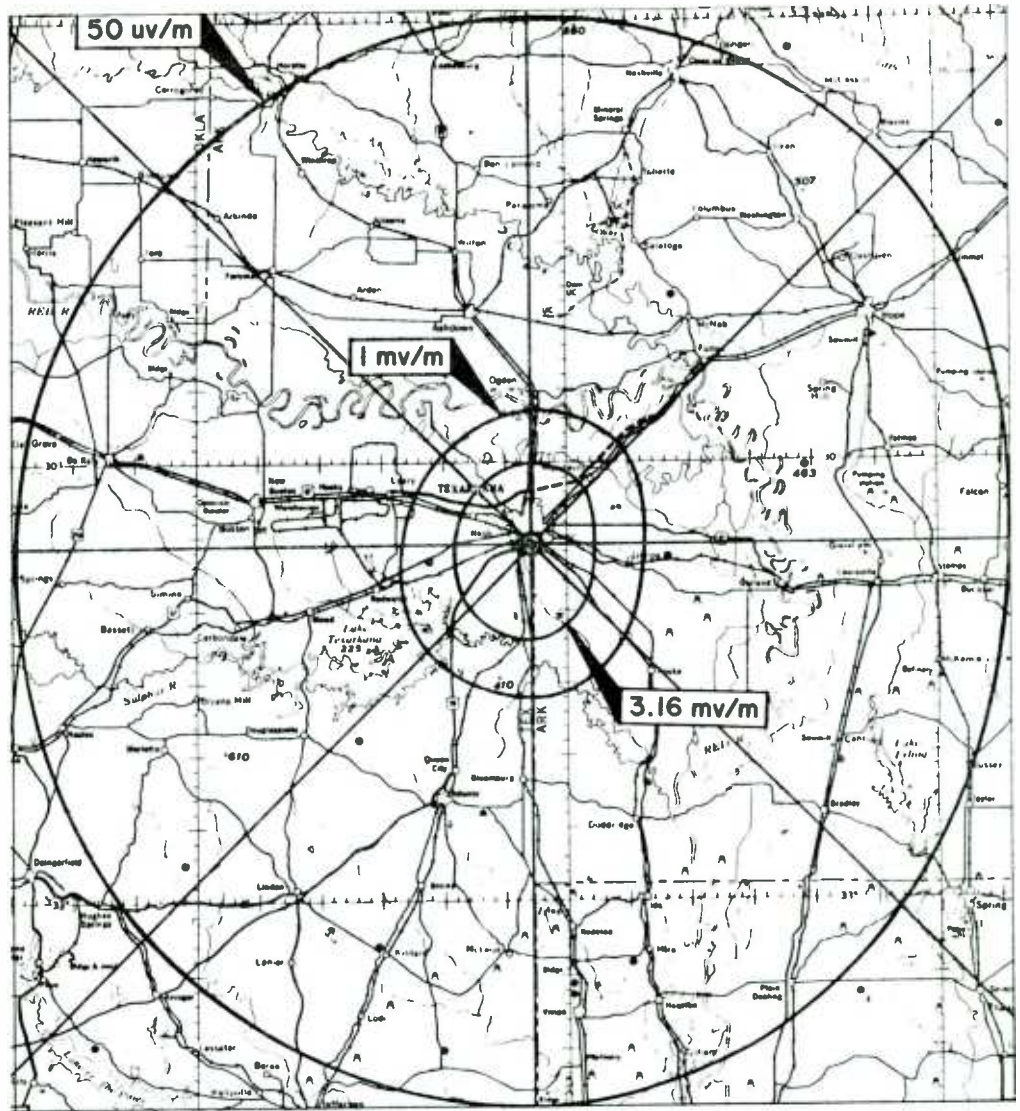
COVERAGE MAP



In Texarkana
SOUL
is
spelled
KADO

KADO-FM SOUL RADIO
FOR TEXARKANA
107.1
ON YOUR FM DIAL

KADO-FM
303 WEST BROAD
TEXARKANA, TEXAS
PHONE 773-5791



SOUL RADIO IS SELLING RADIO AND YOUR MESSAGE ON KADO IS AIMED AT THE BLACK AUDIENCE AND IT'S A BIG AUDIENCE, 28% OF THE POPULATION IN TEXARKANA, TEXAS, IS BLACK AND 26% OF THE POPULATION IN TEXARKANA, ARKANSAS, IS BLACK.*

THE BLACK AUDIENCE BUYS AND THEY BUY MORE. FOR INSTANCE, THEY BUY 11% MORE SOFT DRINKS THAN NON-BLACKS, THEY BUY 9% MORE BACON THAN NON-BLACKS, AND THEY BUY 44% MORE LIPSTICK THAN NON-BLACKS.** THE LIST IS LONGER, BUT THE POINT HAS BEEN MADE AND KADO MAKES POINTS WITH THE BLACK AUDIENCE FOR YOUR BUSINESS EVERY DAY, WHEN YOU ADVERTISE ON SOUL RADIO - KADO-FM.

REMEMBER, IN TEXARKANA SOUL IS SPELLED KADO, PUT KADO TO WORK FOR YOU.

* Source - 1970 U.S. Census

** Source - Gallagher Report

790 KC

KEYO Radio CBS

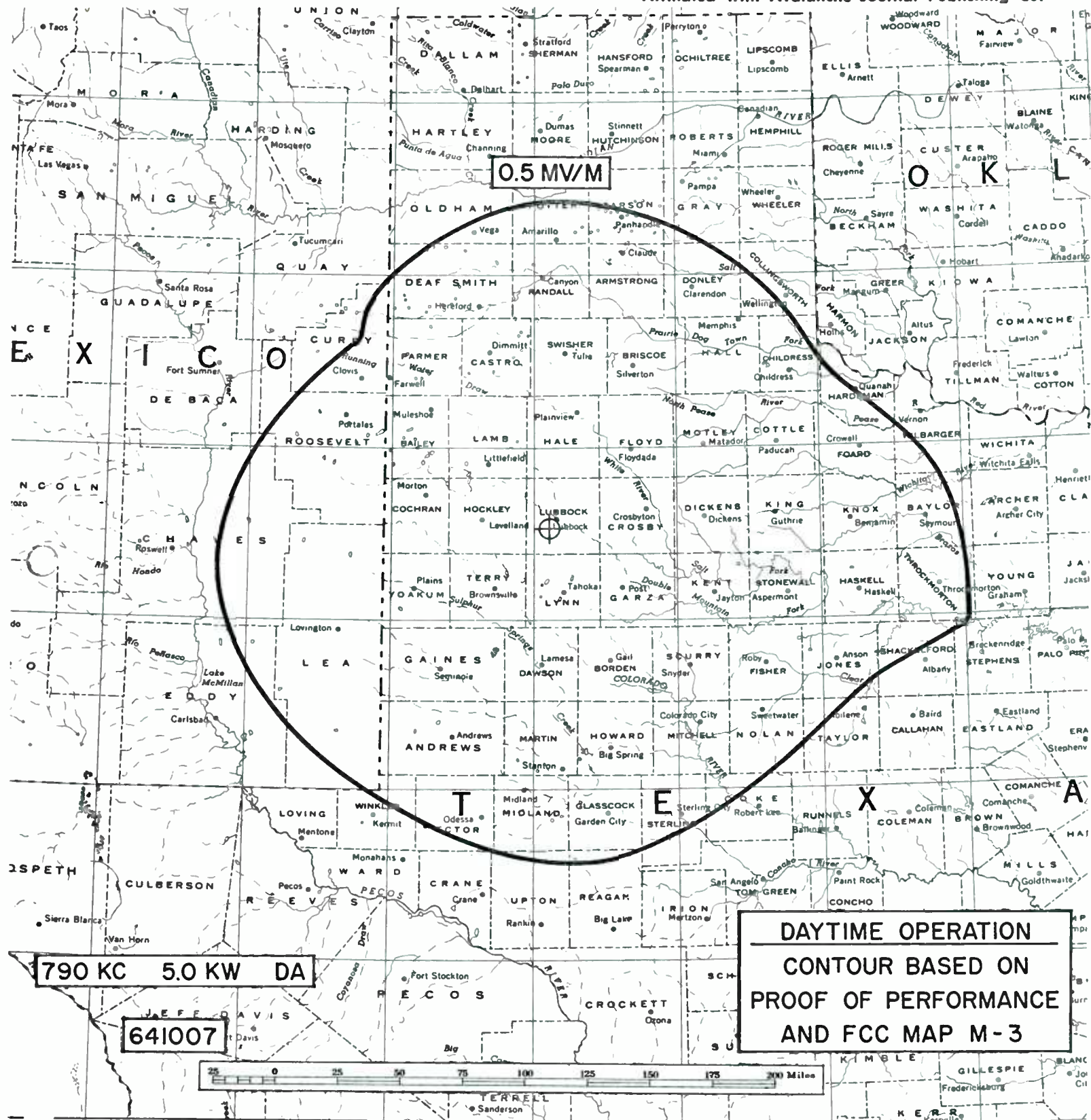
LUBBOCK, TEXAS

5000 WATTS DAY

PLAINS RADIO BROADCASTING COMPANY

1000 WATTS NIGHT

Affiliated with Avalanche-Journal Publishing Co.



Nationally Represented by ..

VENARD, TORBET & McCONNELL, INC.

Radio and Television Station Representatives

KGBT

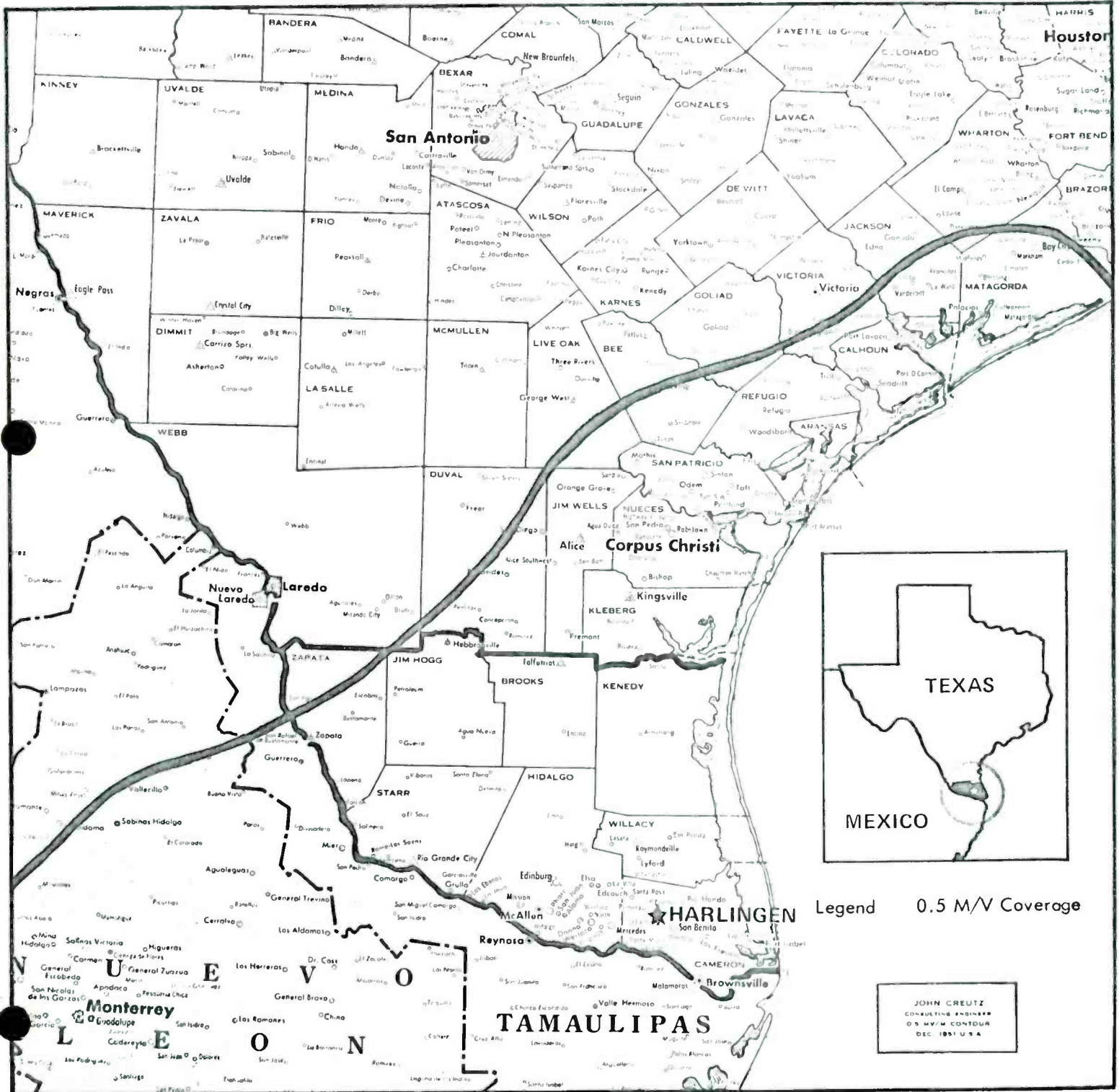
50,000 Watts
The most powerful Spanish
Speaking Station in the US
1530 KC

KGBT
50,000 Watts
The most powerful Spanish
Speaking Station in the US
1530 KC

Post Office Drawer 711
Harlingen, Texas 78550

RADIO PANAMERICANA

Area Code 512 423-3910
TWX 910-870-1504

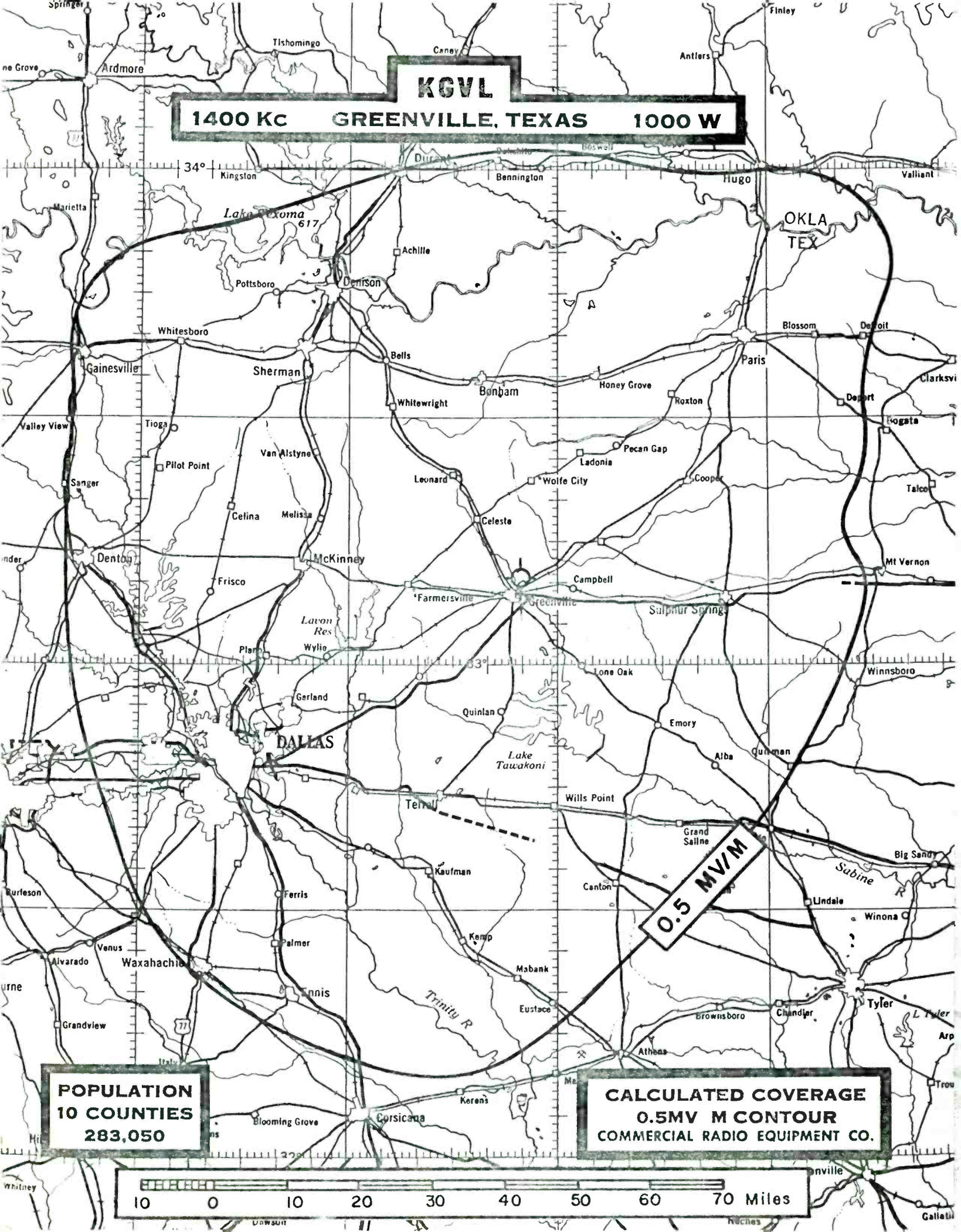


Represented nationally by SAVALLE BATES INCORPORATED
offices: New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

TICHENOR STATIONS—KGBT KLT-FM KGBT-TV MUSICO Harlingen / KUNO Corpus Christi / KIFN Phoenix / WACO WACO-FM Waco

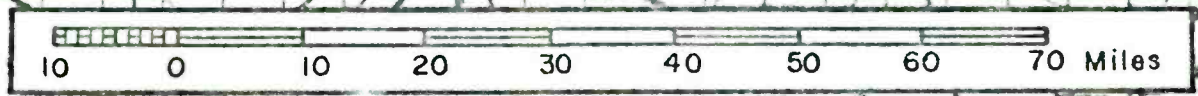
KGVL

1400 Kc GREENVILLE, TEXAS 1000 W



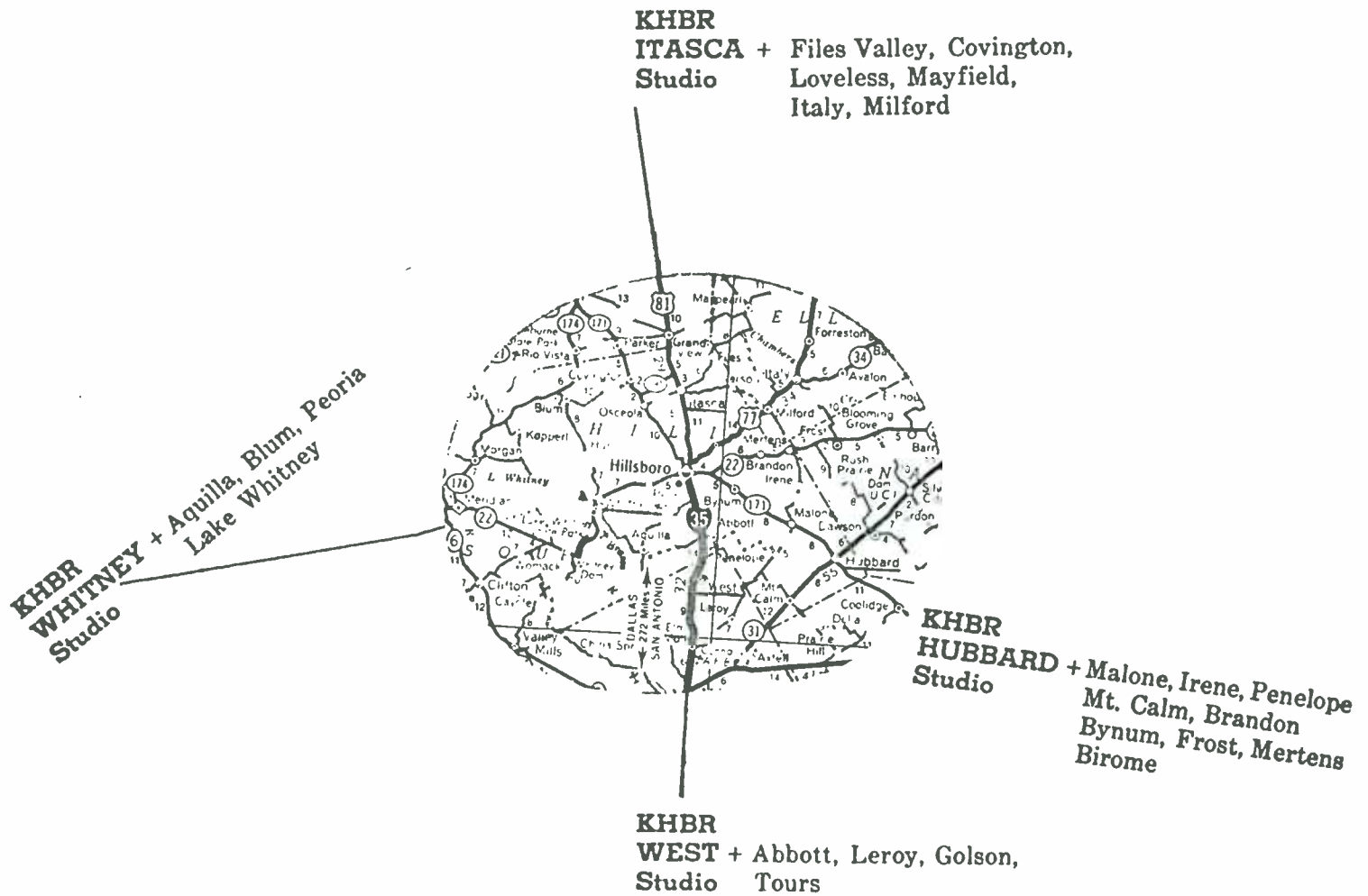
**POPULATION
10 COUNTIES
283,050**

**CALCULATED COVERAGE
0.5MV M CONTOUR
COMMERCIAL RADIO EQUIPMENT CO.**



NOW!!!

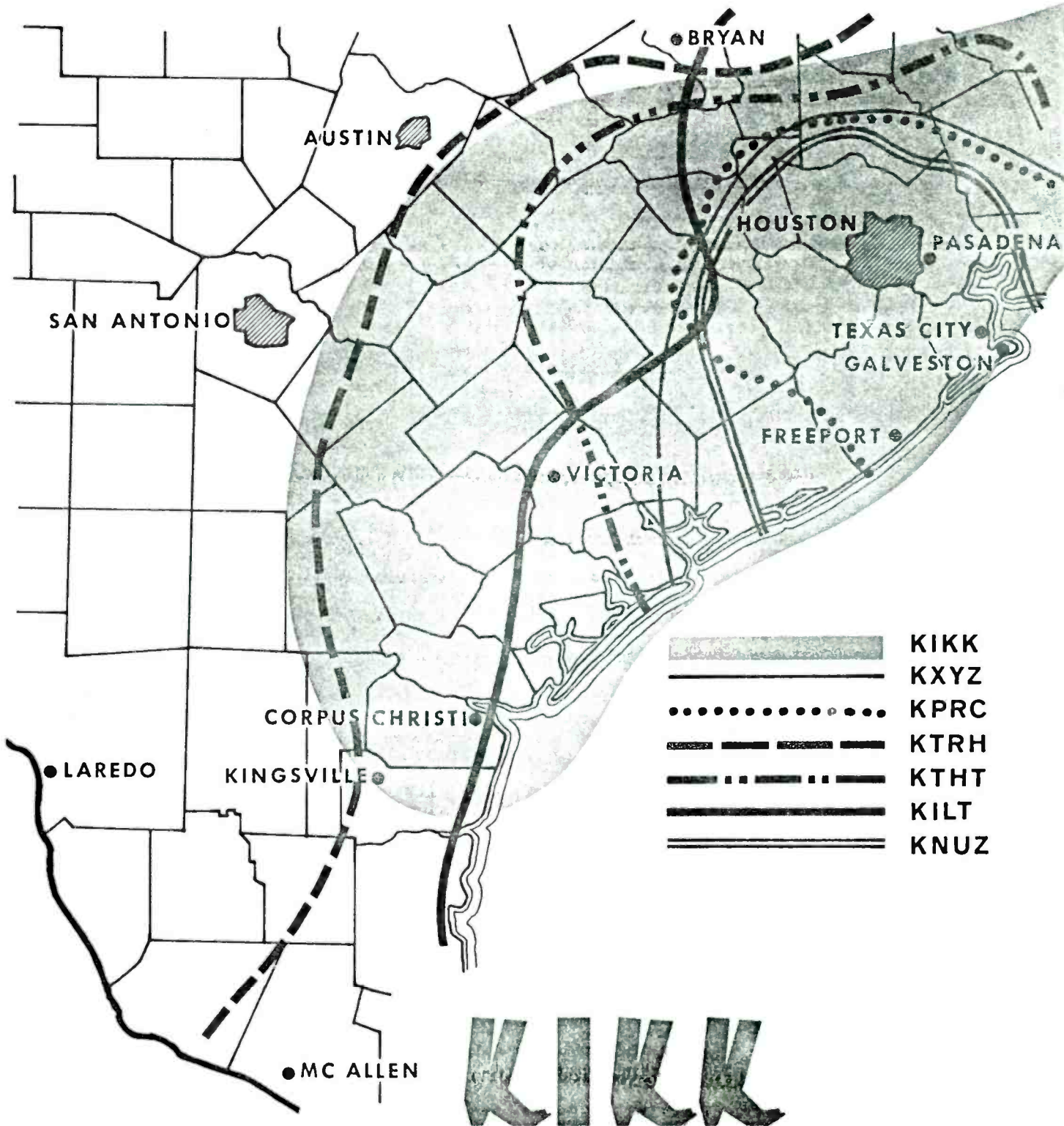
The KHBR Radio Story



51,000 people in the KHBR
shopping area can hear your ad.
These people are your **Customers!**

KIKK

CLEAR CHANNEL COVERAGE OF THE FABULOUS GULF COAST AREA



KIKK

the country GIANT RADIO Δ 65

RADIO

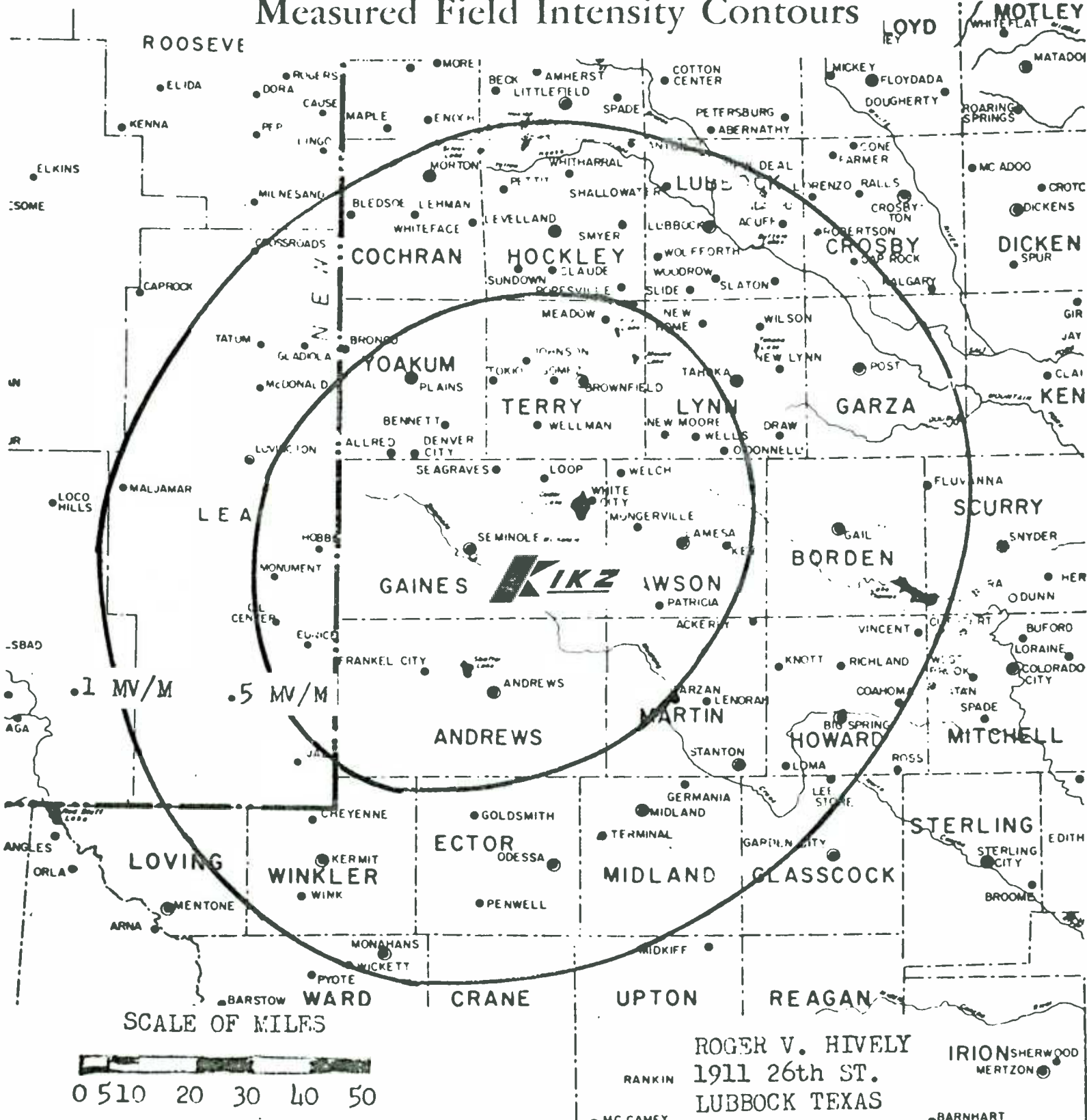


P. O. BOX 308
SEMINOLE, TEXAS
79360

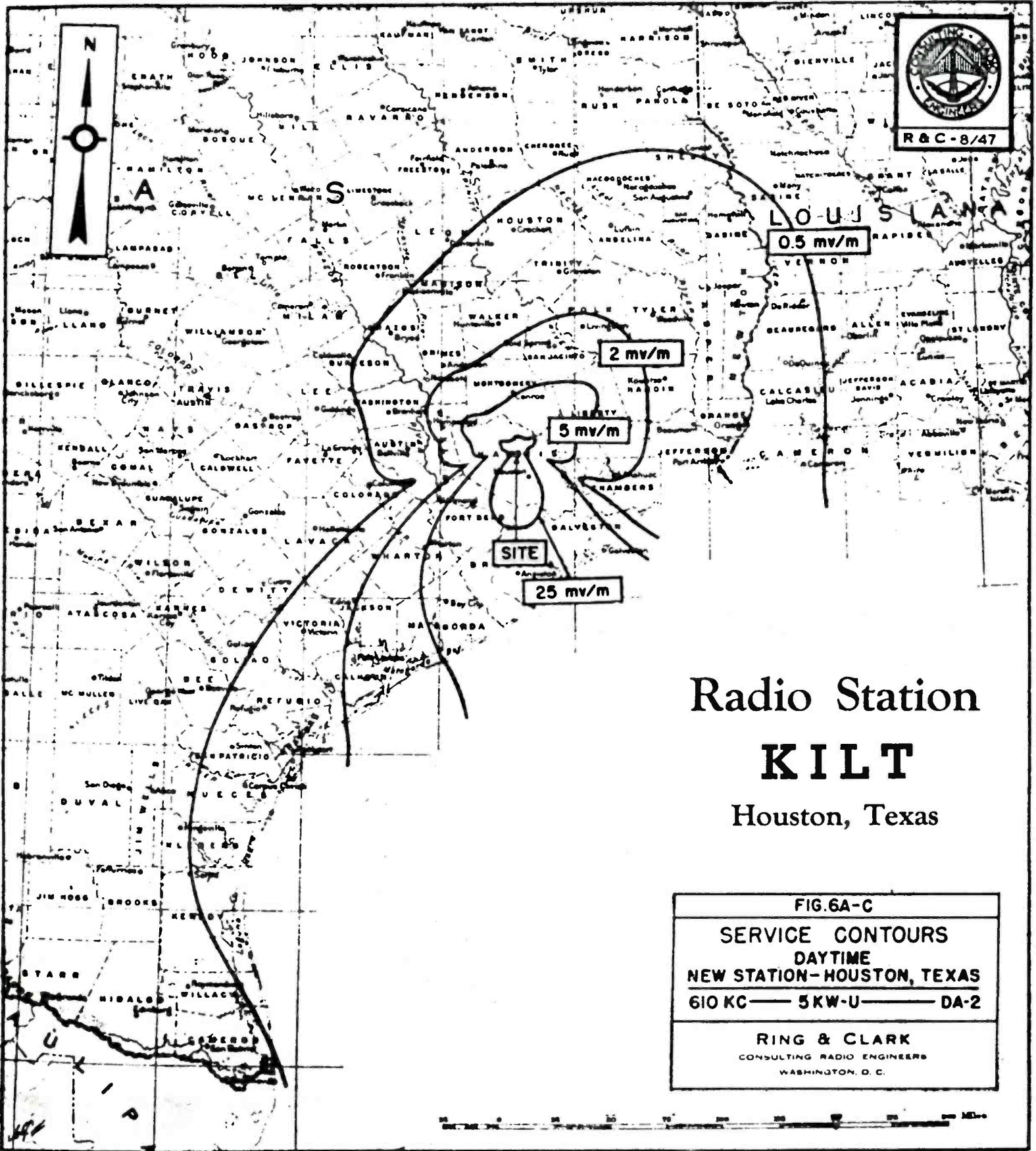
P. O. BOX 1164
HOBBS, NEW MEXICO
88240

1250

Measured Field Intensity Contours



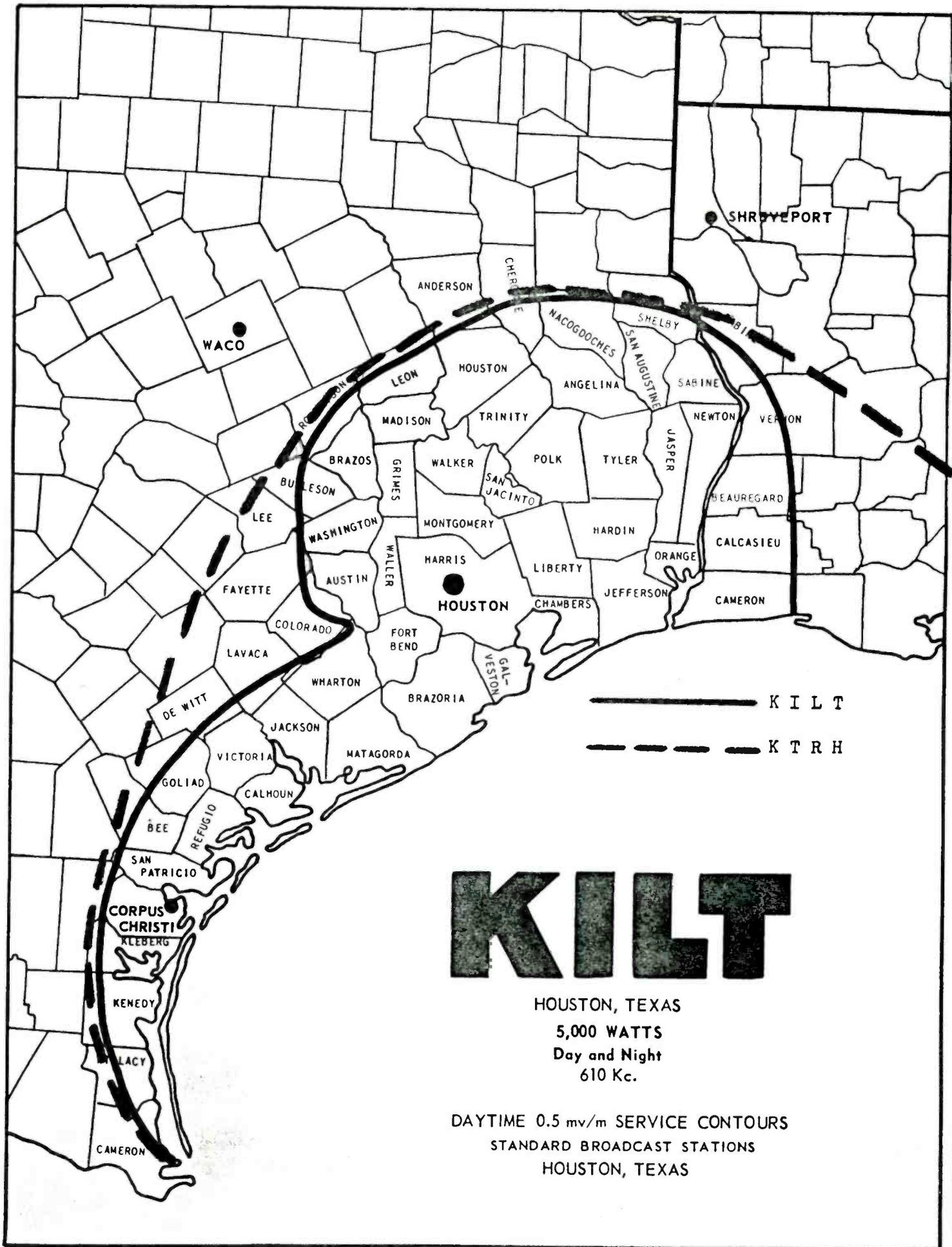
ROGER V. HIVELEY
1911 26th ST.
LUBBOCK TEXAS



Radio Station
KILT
 Houston, Texas

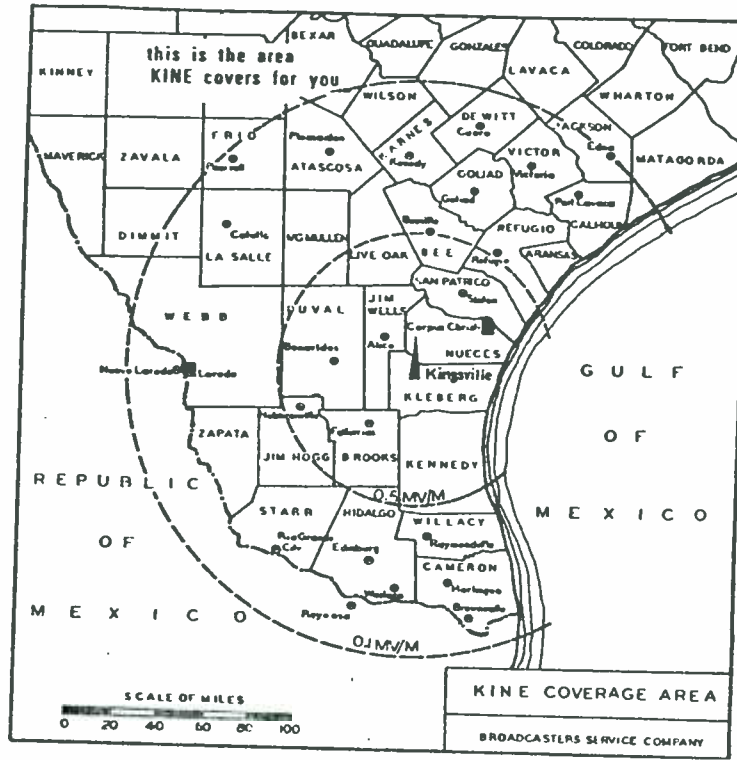
FIG. 6A-C
SERVICE CONTOURS DAYTIME NEW STATION-HOUSTON, TEXAS 610 KC — 5 KW-U — DA-2
RING & CLARK CONSULTING RADIO ENGINEERS WASHINGTON, D. C.





500 WATTS
DAYTIME

KINE 1330



KINE rate structure effective March 1, 1968

one minute announcements:

1 time	\$4.00
13 times	3.80
26 times	3.60

thirty second announcements:

1 time	\$3.50
13 times	3.35
26 times	3.20

ten second announcements:

1 through 44	..	2.00
44 and above	..	1.60

monthly packages:

40 one minute spots	\$140.00
60 one minute spots	180.00
100 one minute spots	280.00
150 one minute spots	410.00

40 thirty second spots	\$120.00
60 thirty second spots	168.00
100 thirty second spots	250.00
150 thirty second spots	330.00

TSN news insert - one minute:

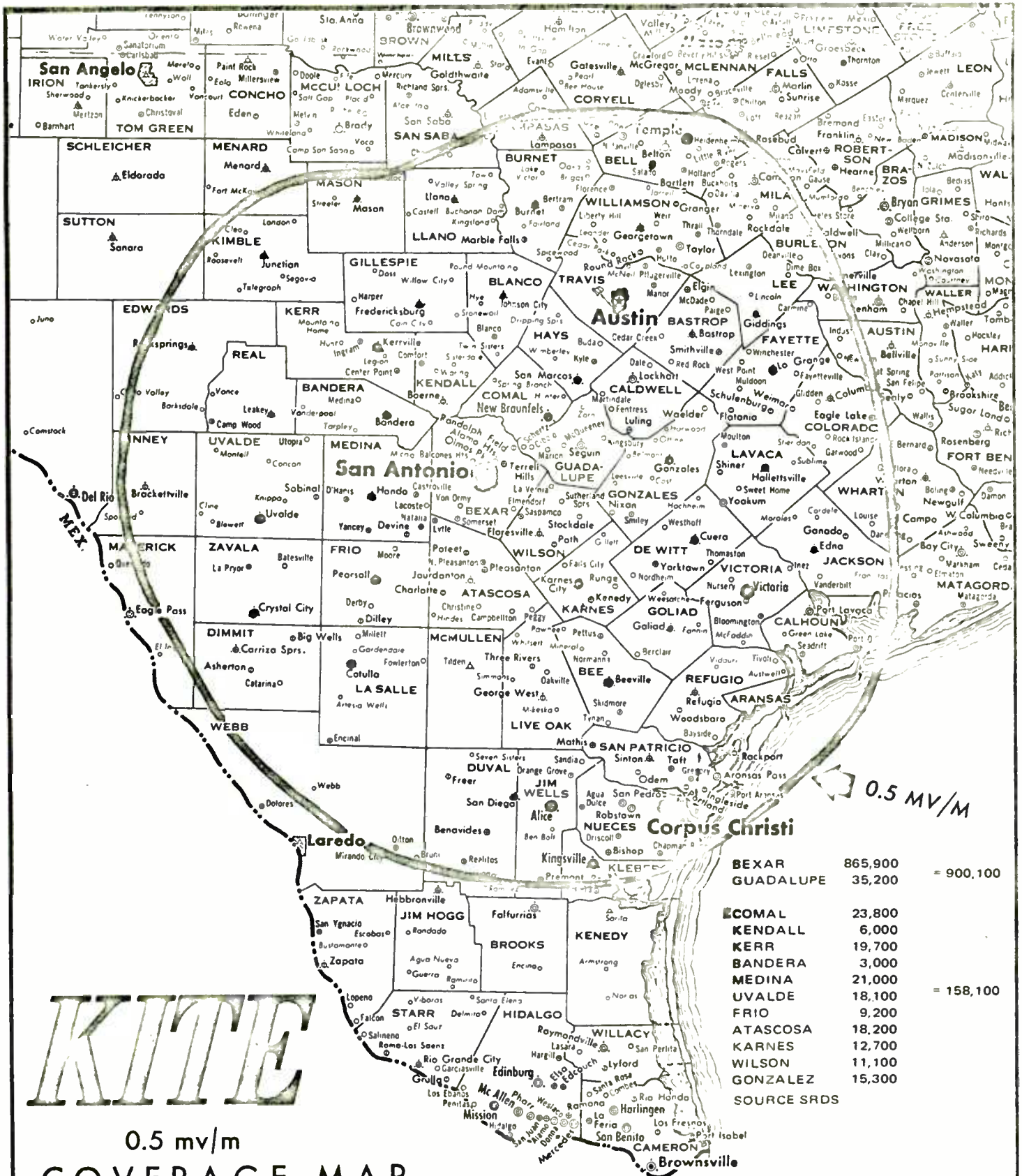
1 time per week	\$ 4.00
2 times per week	8.00
3 times per week	11.40
6 times per week	22.20

Porter Randall - one minute:

1 time per week	\$ 5.00
2 times per week	10.00
3 times per week	13.50
6 times per week	24.00

Programs - flat rate:

60 minutes	\$50.00
30 minutes	40.00
15 minutes	30.00
5 minutes	20.00



KITE

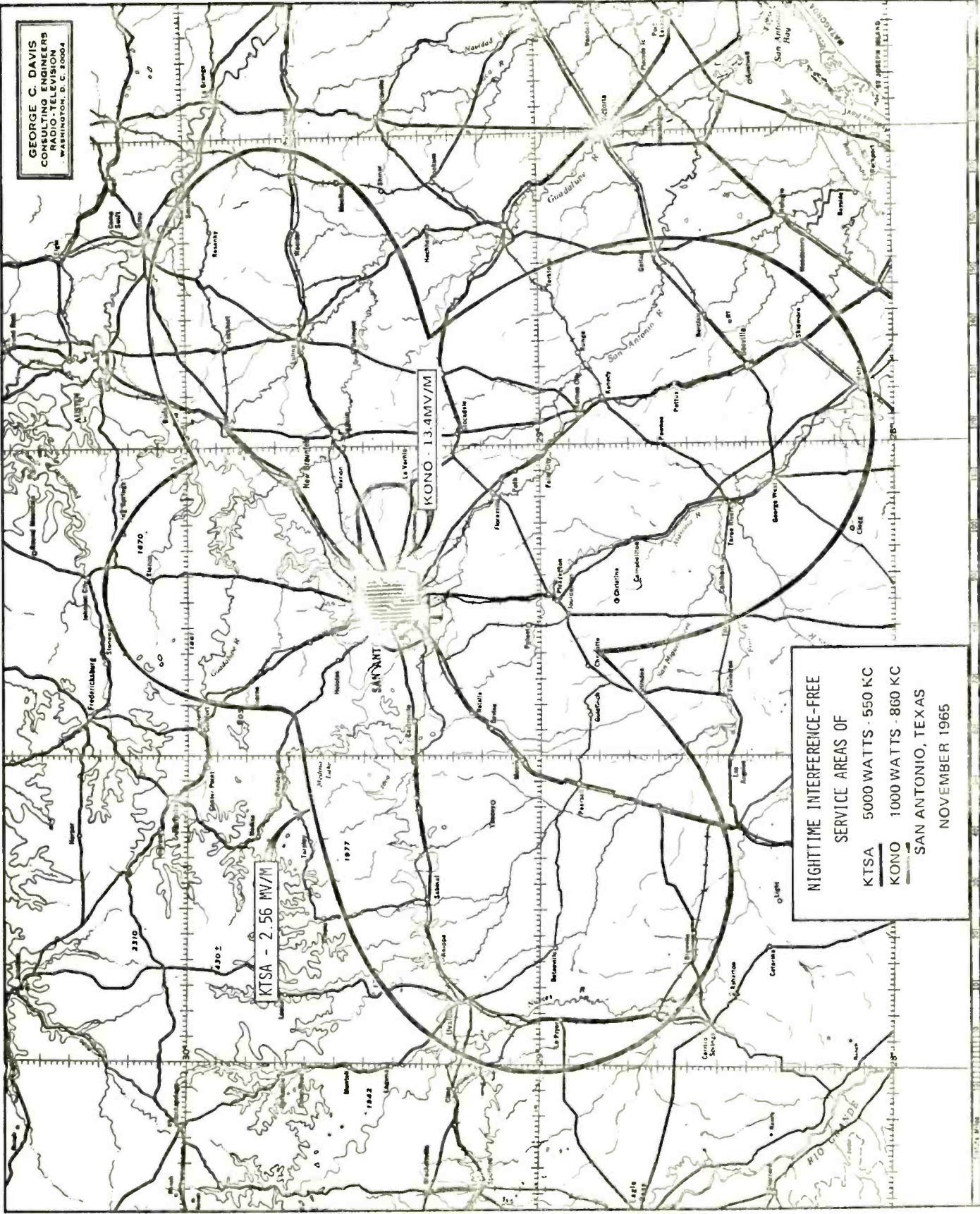
0.5 mv/m
COVERAGE MAP

5,000 WATTS • 930 kc
 (1,000 NIGHT)

535 South Main Avenue
 San Antonio, Texas
 Phone: CAPITOL 6-0335

KITE The Golden Sound — A Doubleday Station

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON, D. C. 20004



KTSA - 2.56 MV/M

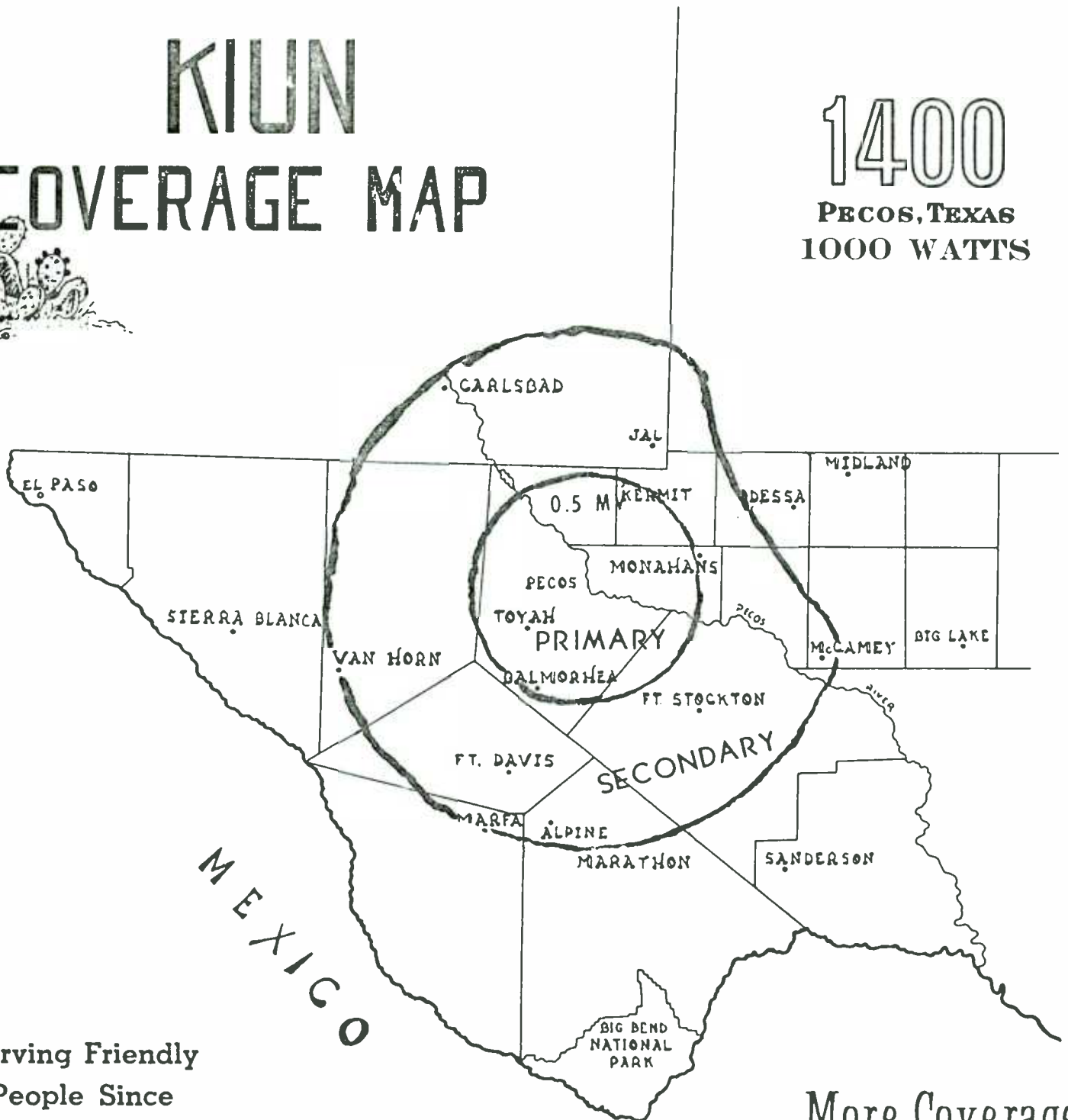
KONO - 13.4 MV/M

NIGHTTIME INTERFERENCE-FREE
SERVICE AREAS OF
KTSA 5000 WATTS - 550 KC
KONO 1000 WATTS - 860 KC
SAN ANTONIO, TEXAS
NOVEMBER 1965

KIUN COVERAGE MAP



1400
PECOS, TEXAS
1000 WATTS



Serving Friendly
People Since
1935

1935—100 Watts
1937—250 Watts

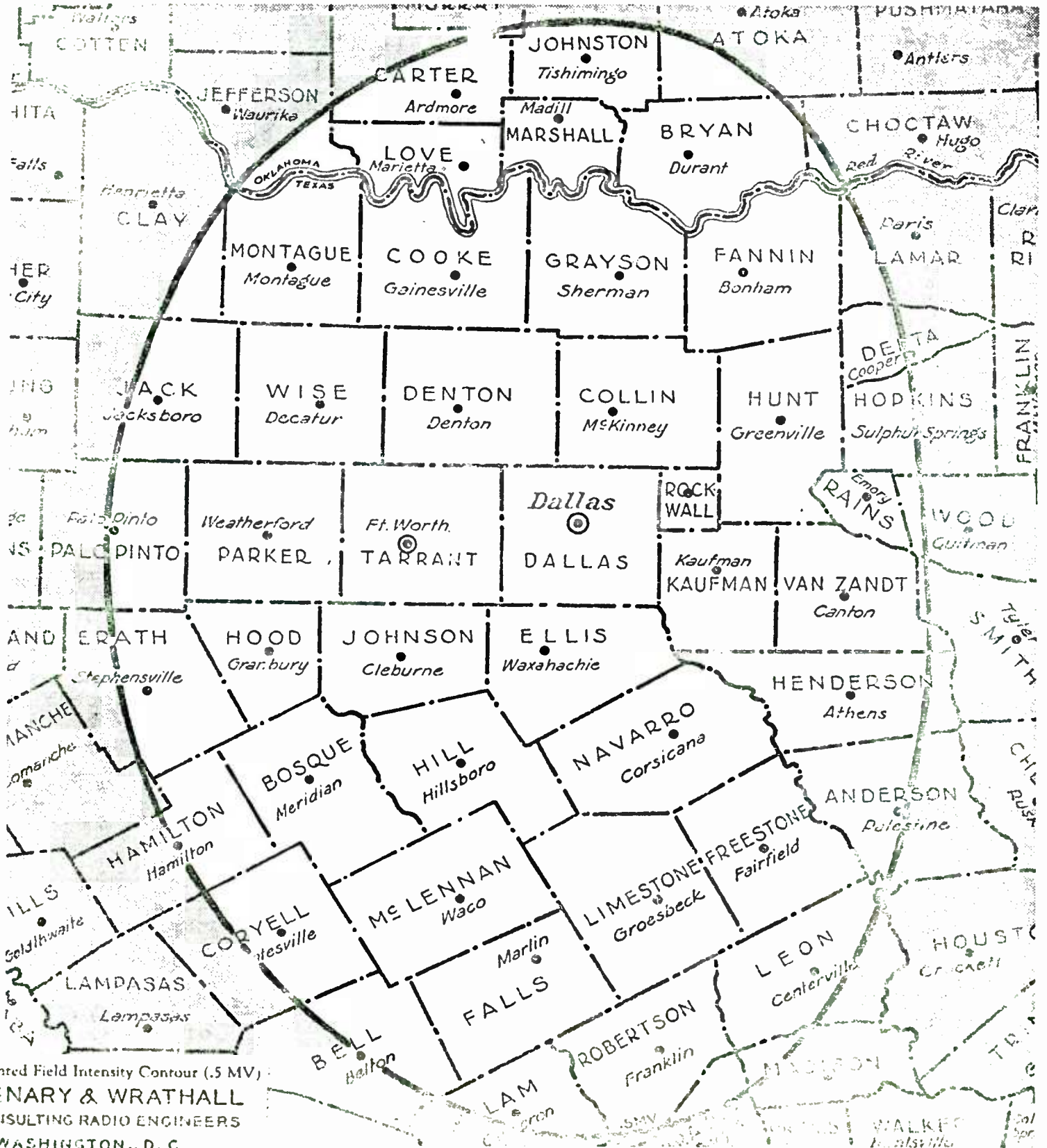
1964--1000 WATTS

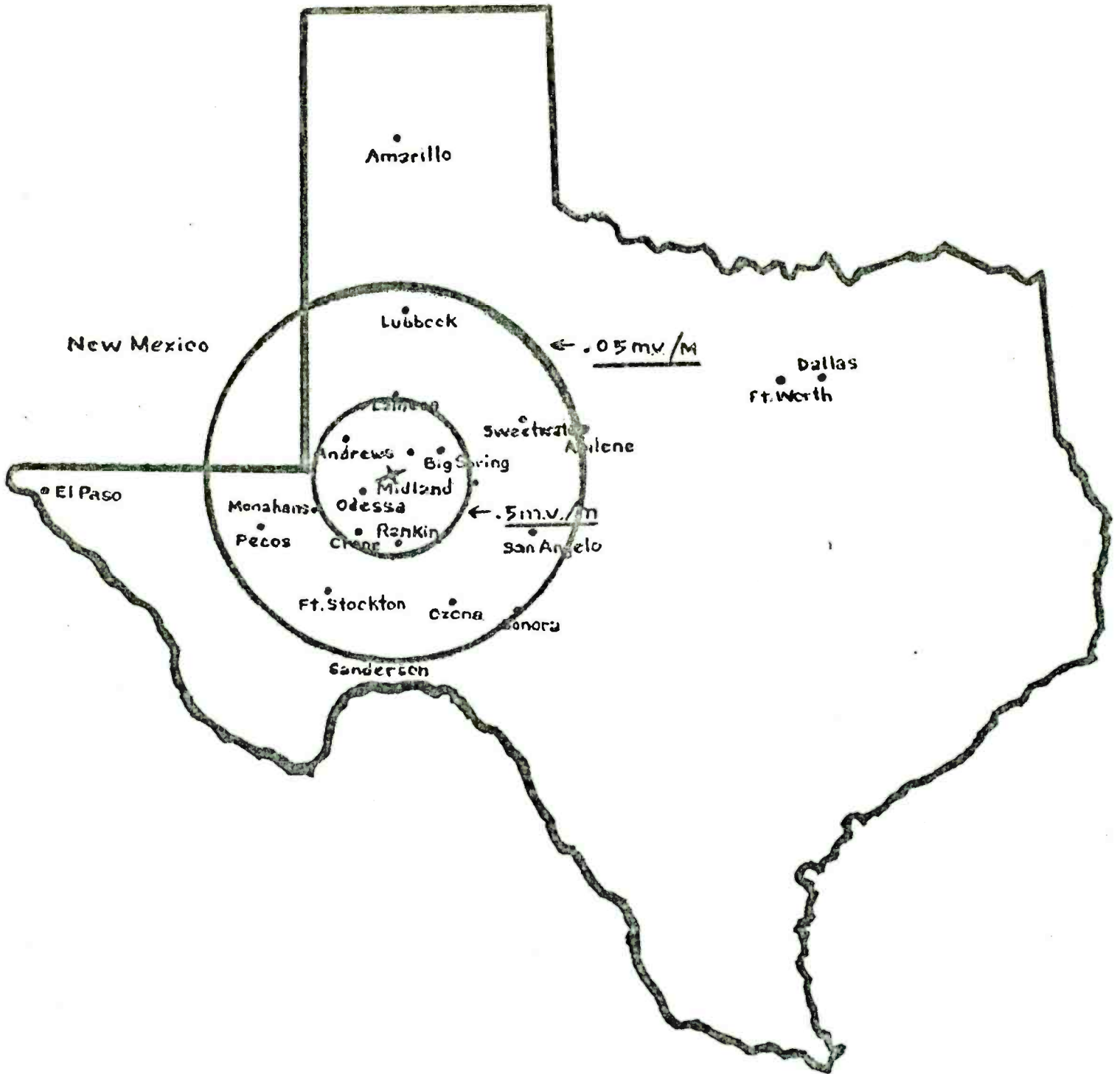
More Coverage
Than Any Other
Media In The
Pecos Area

KIXL - DALLAS, TEXAS

1040 K.C. - 1000 WATTS

COVERAGE MAP





1000
WATTS

KJBC

1150
KILOCYCLES

**SERVING THE GREATER PERMIAN OIL & GAS BASIN
MIDLAND, TEXAS**

Daily Telling the Story of Western Texas by Music, News and Sports Coverage in the Good Old Western Way . . . from 6:30 A.M. to Local Sunset.

- TOP SALES PERSONALITIES
- SPANISH PROGRAMS DAILY
- CONSTANT LISTENER LOYALTY

MIDLAND,
TEXAS

KJBC
1150 KC

Area Code
915
MU 4-5152



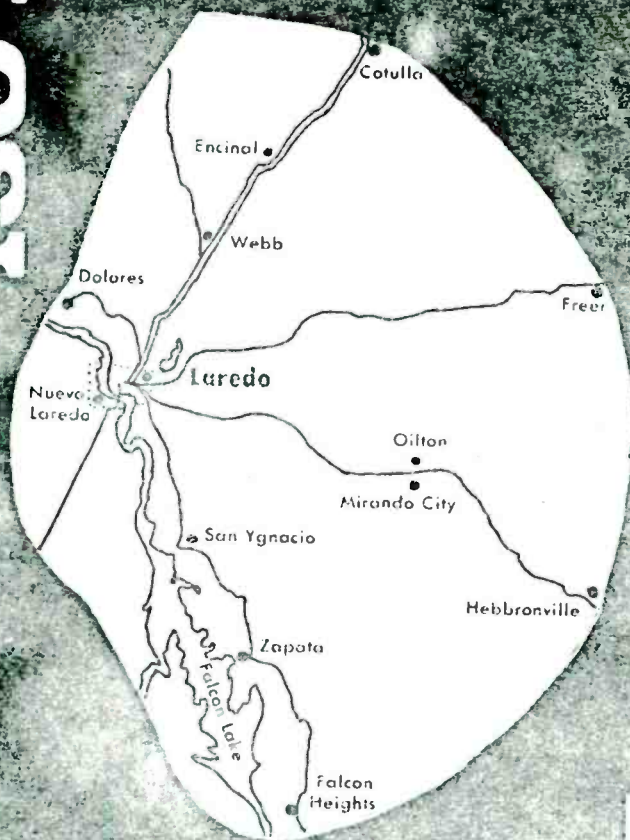
130 RADIO



KLAR

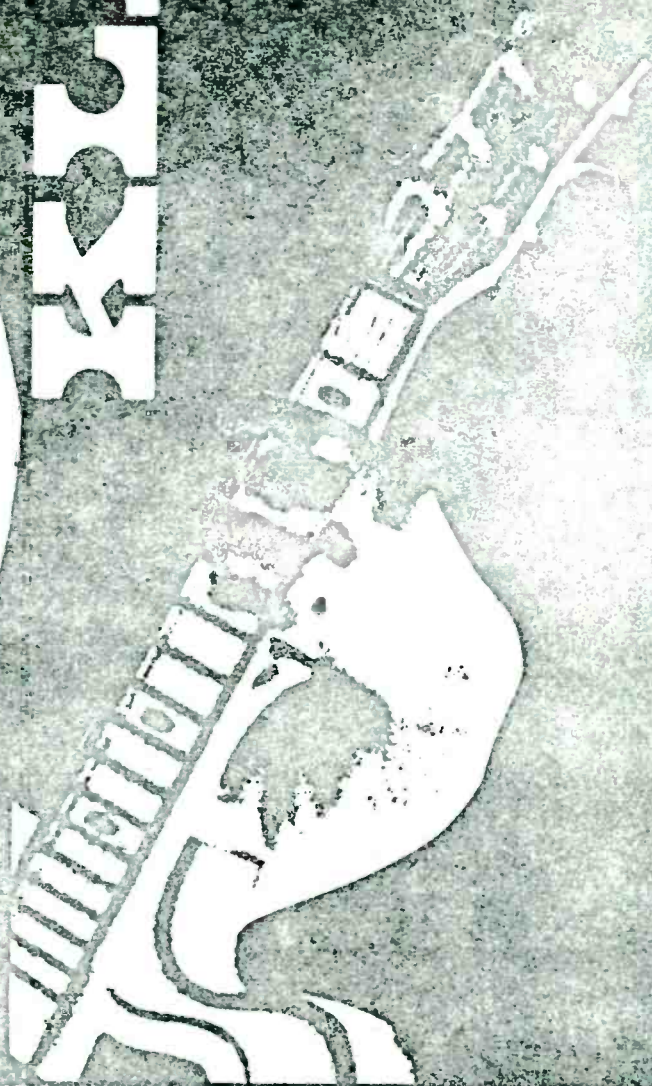
130 RADIO LAREDO

P.O. BOX 1899
PHONE 512-723-7459



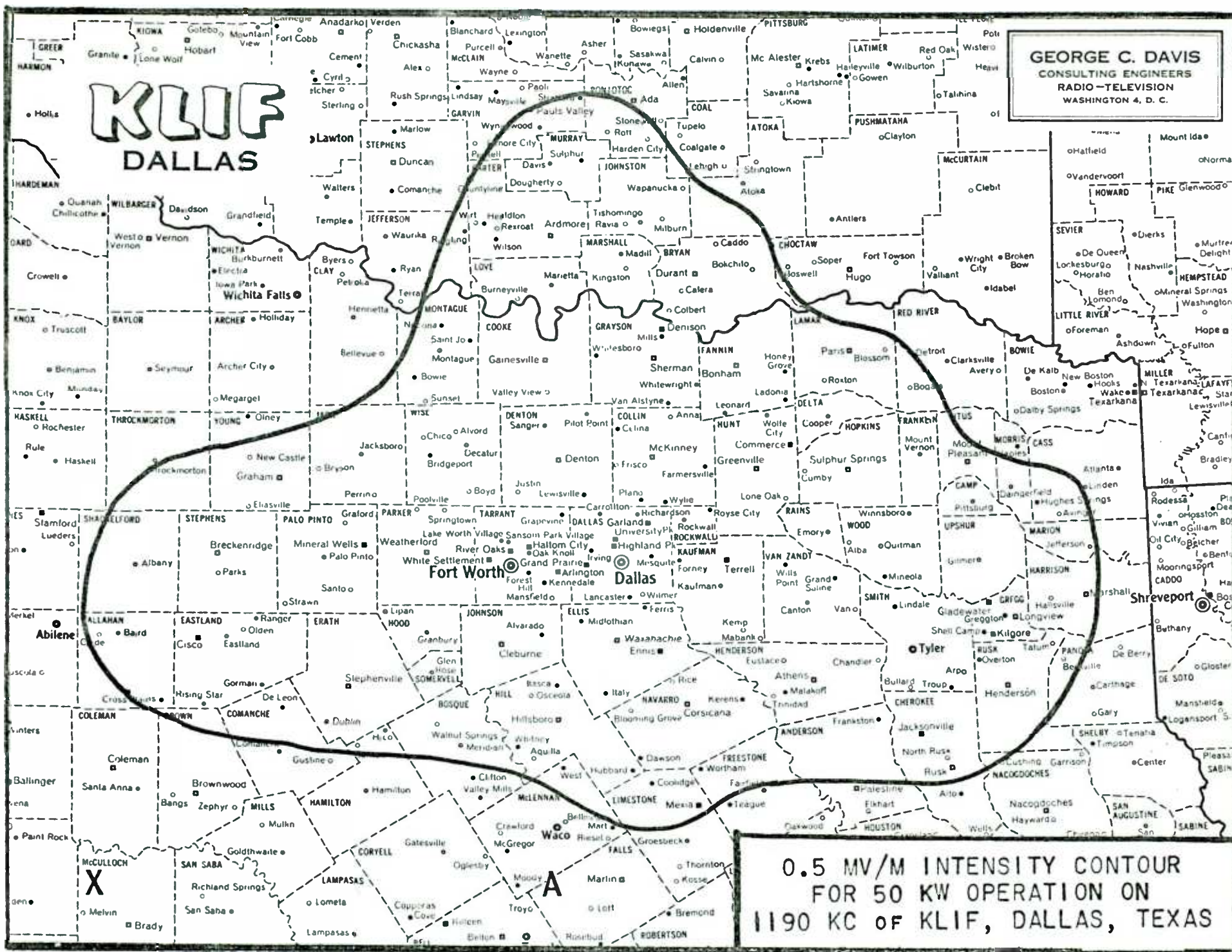
KLAR offers exclusive network news coverage through the ABC Information Network with Paul Harvey, Alex Diner and Tom Harmon and local "Continuing Coverage" news reports every hour on the half hour.

KLAR reaches a vast audience with its 1,000 watts of power including the entire agricultural area and communities surrounding Laredo.



KLIF DALLAS

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 4, D. C.



0.5 MV/M INTENSITY CONTOUR
FOR 50 KW OPERATION ON
1190 KC OF KLIF, DALLAS, TEXAS

CALCULATED NIGHTTIME INTERFERENCE FREE CONTOUR
KLIF (1190 KC) OAK CLIFF, TEXAS

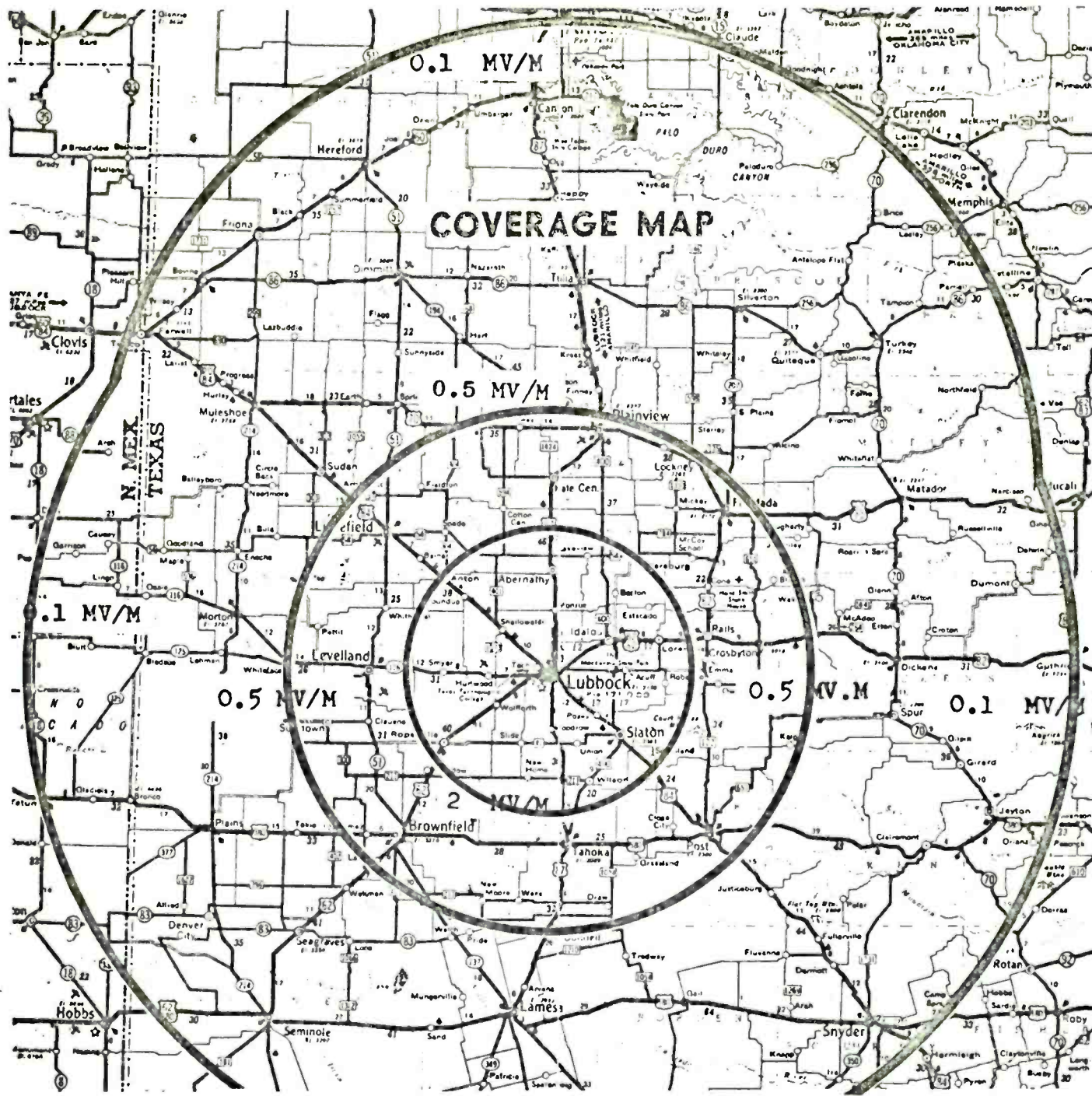
WELDON & GARR

CONSULTING RADIO ENGINEERS

WASHINGTON, D. C.

DALLAS, TEXAS

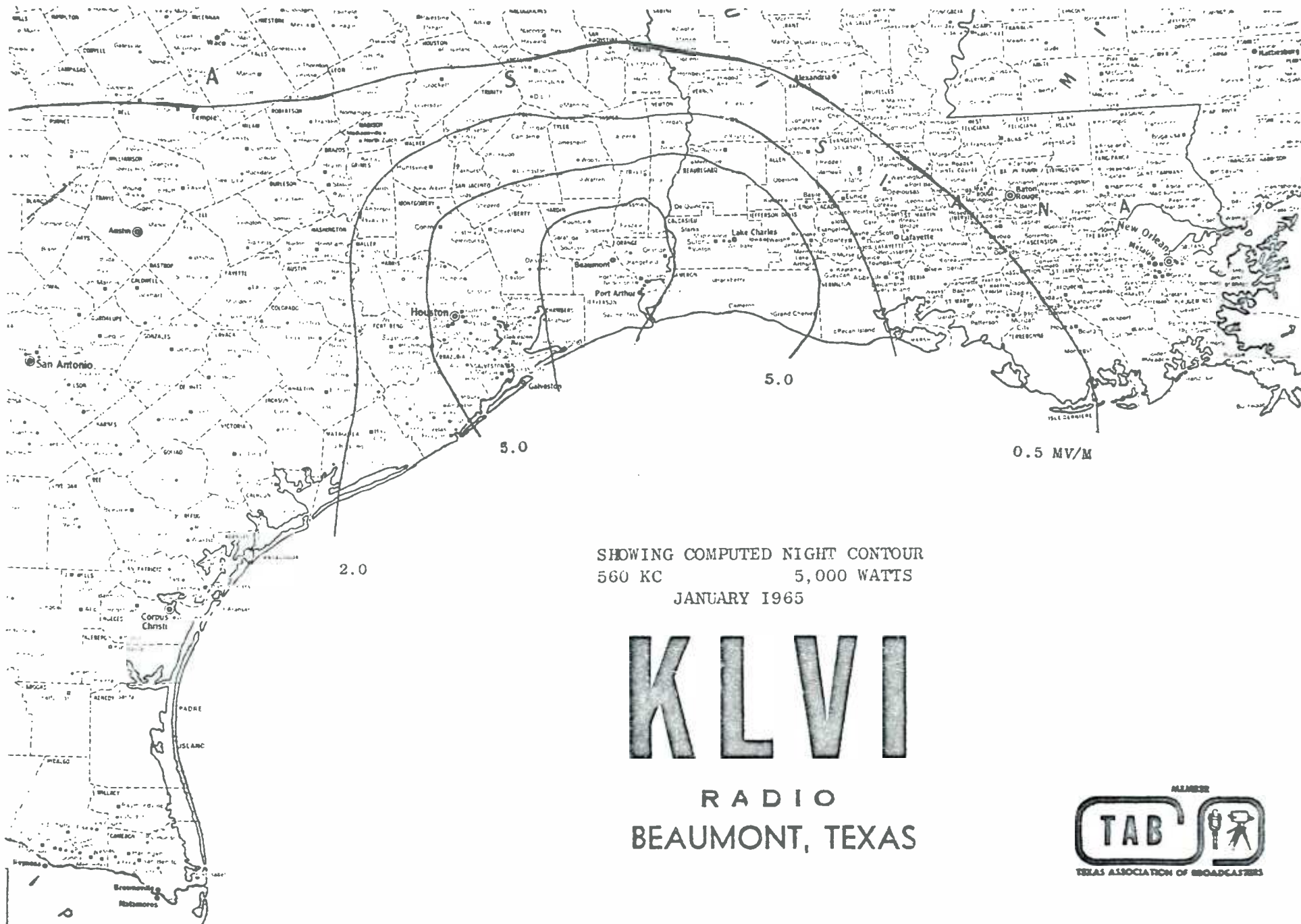




K L L L

1460 KCS

Lubbock, Texas



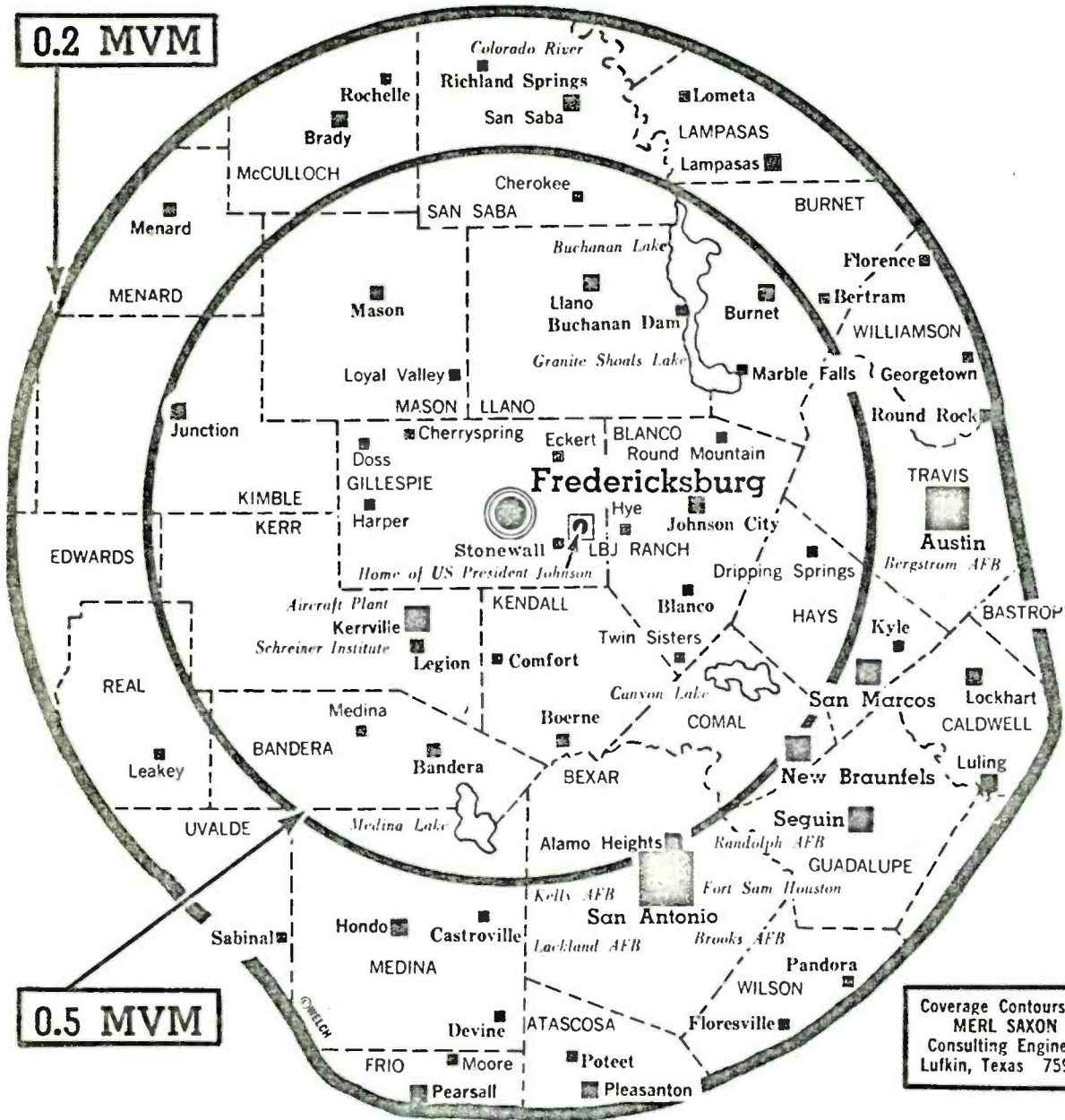
SHOWING COMPUTED NIGHT CONTOUR
 560 KC 5,000 WATTS
 JANUARY 1965

KLVI

RADIO
 BEAUMONT, TEXAS



0.2 MVM



0.5 MVM

The Voice of the
Texas Hills

.... the President's Country!

KNAF

Fredericksburg, Texas

1000 Watts
910 Kc

AP
WIRE SERVICE

GILLESPIE COUNTY BROADCASTING COMPANY
Studios in Security State Bank Building
P. O. Box 311 Phone 997-2197
FREDERICKSBURG, TEXAS 78624

Market Data:

	0.5 MVM Coverage	0.2 MVM Coverage
Population	84,100	1,298,700
Households	26,600	358,320
Radio Homes	24,860	326,520
Number Automobiles	38,870	476,660
Spendable Income	\$143,902,000	2,253,440,000

RETAIL SALES:

Food Stores	\$ 26,014,000	318,377,000
Drug Stores	\$ 3,296,000	44,440,000
Gen'l. Merchandise	\$ 6,412,000	203,838,000
Apparel Stores	\$ 5,309,000	88,520,000
Home Furnishings	\$ 2,562,000	61,035,000
Auto Sales	\$ 26,286,000	306,049,000
Service Stations	\$ 13,478,000	119,988,000
*Total Retail Sales	\$124,148,000	1,473,188,000

FARM-RANCH DATA:

Farm Population	16,100	64,500
Gross Farm Income	\$ 47,590,000	188,507,000

SOURCE: SRDS Consumer Data exclusively.

PREPARED BY RADIO  Unlimited
Albuquerque, New Mexico

"CANAL COUNTRY"

KNAL RADIO

**"VICTORIA'S TOP SALESMAN
COVERS THE COAST!"**

KNAL keeps "Canal Country . . .
On 'top of the news' with 31 news-
casts daily . . . plus 'on the spot re-
ports' from KNAL mobile news
units!

On 'top of the world of entertainment
with the best of popular and country
and western music!

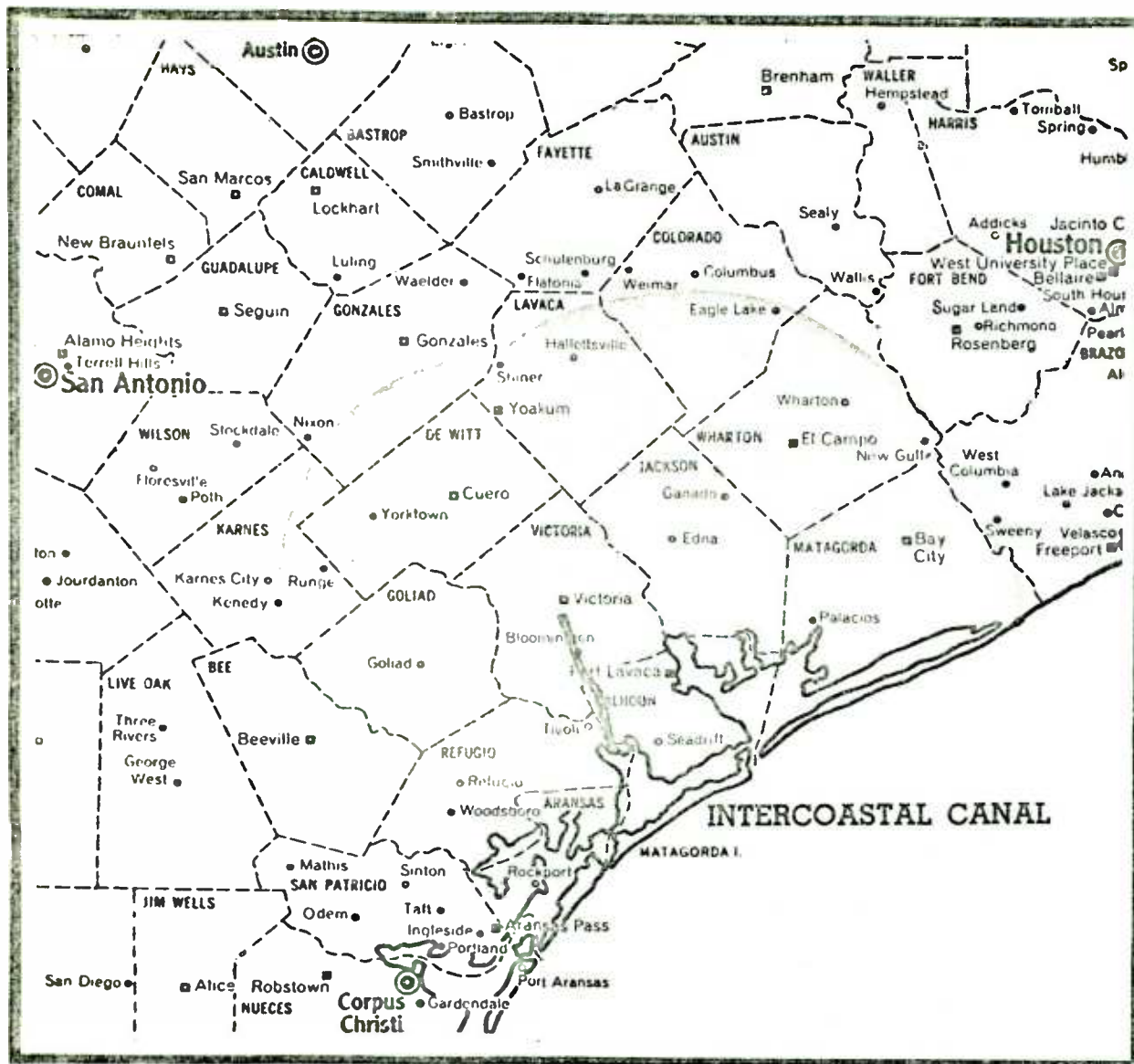
KNAL's Canal Country Data:

Population:	268,200*
Total Income:	\$364,084,000
Bank Deposits:	\$326,233,000
Retail Trade:	\$292,325,000
Sales Per Household (city of Victoria):	\$ 6,612 (avg.)

*Spanish Speaking Population:
Approximately 24%

KNAL Spanish Programming:
1½ Hours DAILY, Mon. - Sat.

KNAL . . . The ONE way to reach
ALL the people in
"Canal Country"!



COUNTIES COVERED

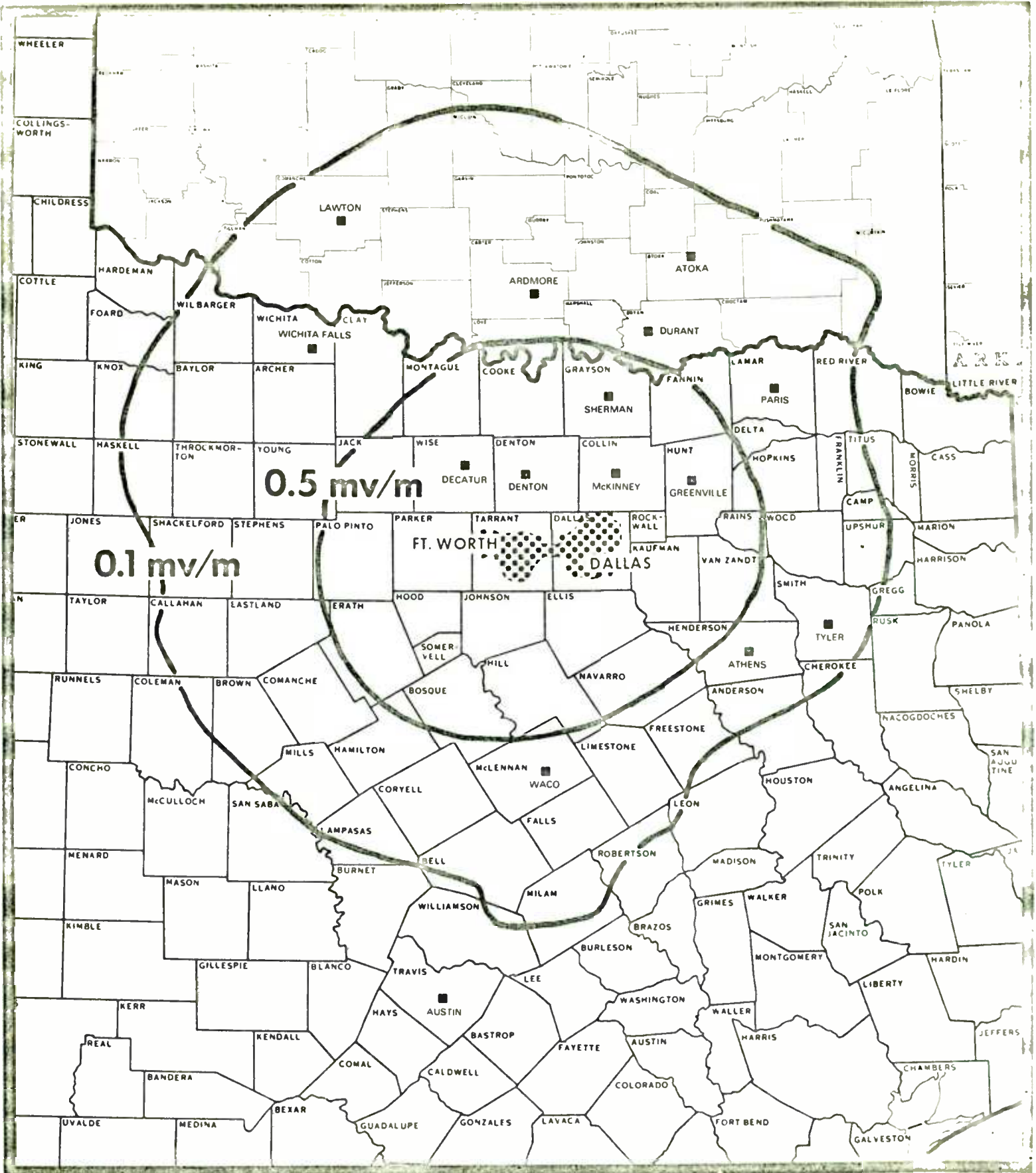
ARANSAS
BEE
CALHOUN
COLORADO

DEWITT
GOLIAD
JACKSON
KARNES

LA VACA
MATAGORDA
REFUGIO

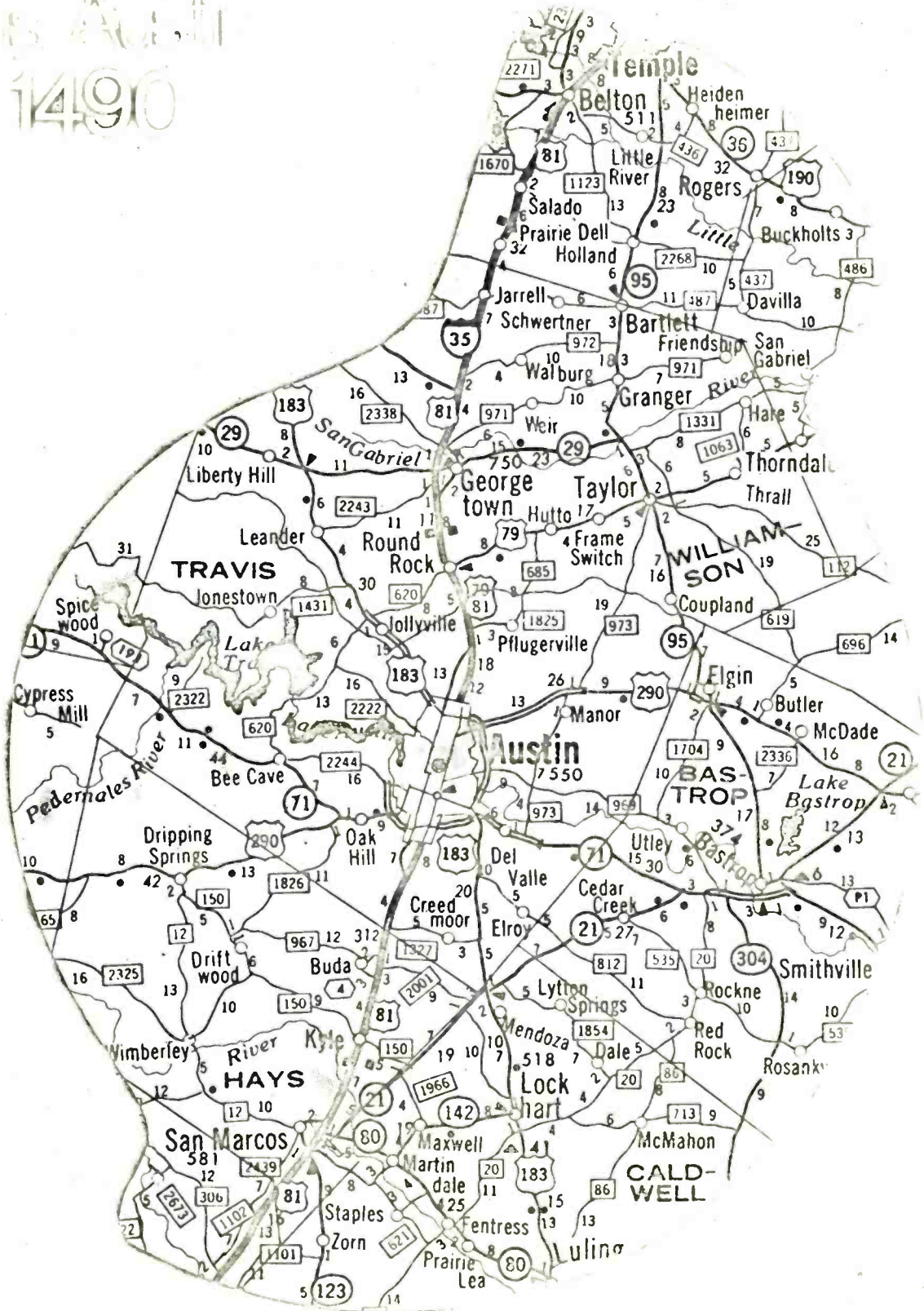
VICTORIA
WHARTON

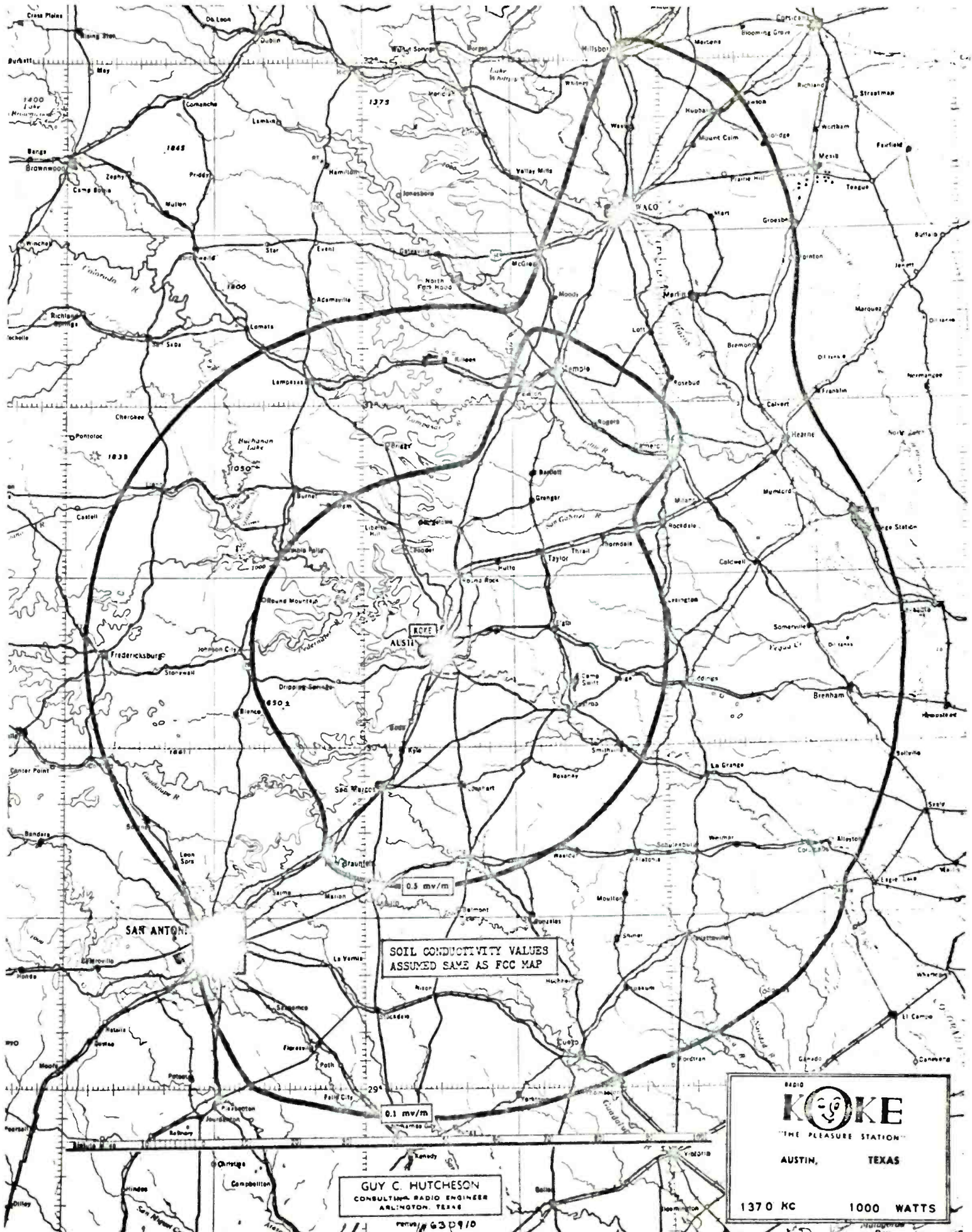
**KNAL tells them!
KNAL sells them!**



KNOK-AM
COVERAGE MAP
 970 kc. 1,000 watts

KNOWN
1490






SOIL CONDUCTIVITY VALUES ASSUMED SAME AS FCC MAP

GUY C. HUTCHESON
 CONSULTING RADIO ENGINEER
 ARLINGTON, TEXAS
 630910

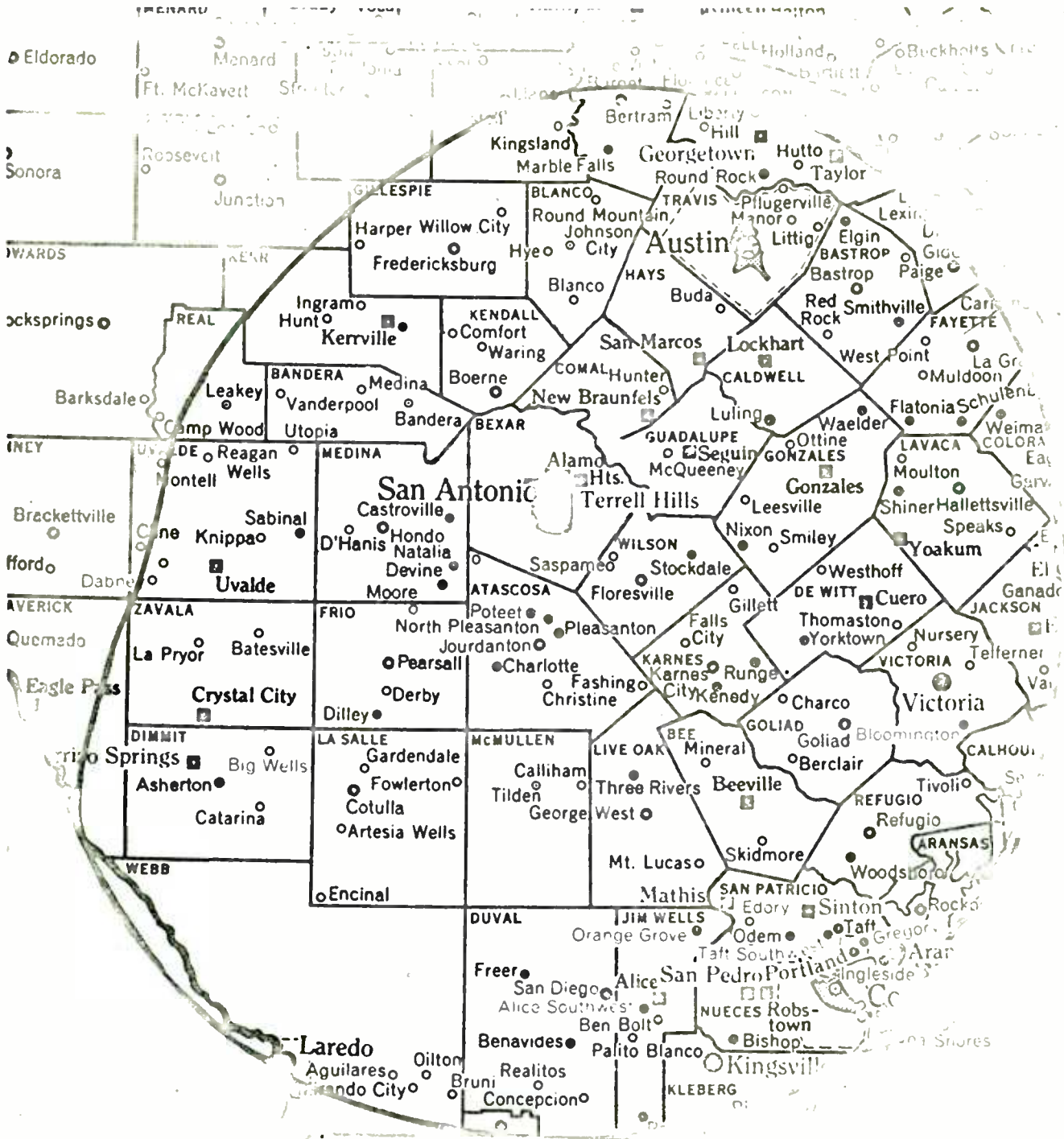
RADIO



KOKE
 THE PLEASURE STATION

AUSTIN, TEXAS

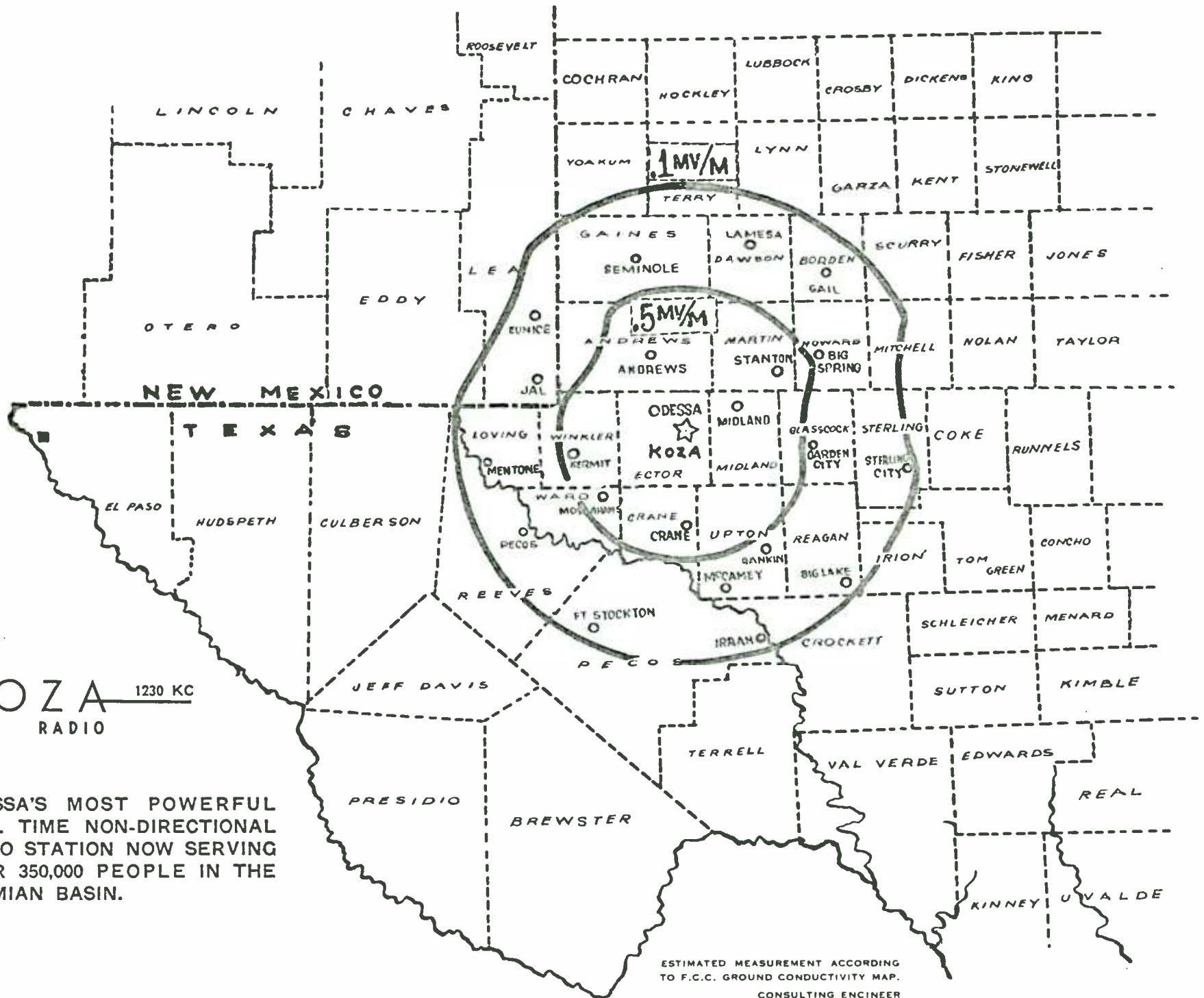
1370 KC 1000 WATTS



KONO
 SAN ANTONIO, TEXAS
 5,000 watts 860 kc.
 .5 mv. coverage
 Scale: 1 inch = 37 miles



ODESSA'S MOST POWERFUL
FULL TIME NON-DIRECTIONAL
RADIO STATION NOW SERVING
OVER 350,000 PEOPLE IN THE
PERMIAN BASIN.



ESTIMATED MEASUREMENT ACCORDING
TO F.C.C. GROUND CONDUCTIVITY MAP.
CONSULTING ENGINEER
KEN HYMAN.
SAN ANTONIO



AM 560 kc
FM 106.3 m

PERFFORD TEXAS



	Immediate Neighboring Trans Area Coverage	LOCAL Coverage
Total Population		
Commercial		
Passenger Cars		
Gas Stations		
Food Stores	\$ 1.6	\$ 1.2
Drug Stores	1.5	
General Merchandise	2.1	1.1
Auto Stores	1.5	1.2
Auto Financing	1.2	
Radio Stations	1.2	
Single Markets	2.1	1.2

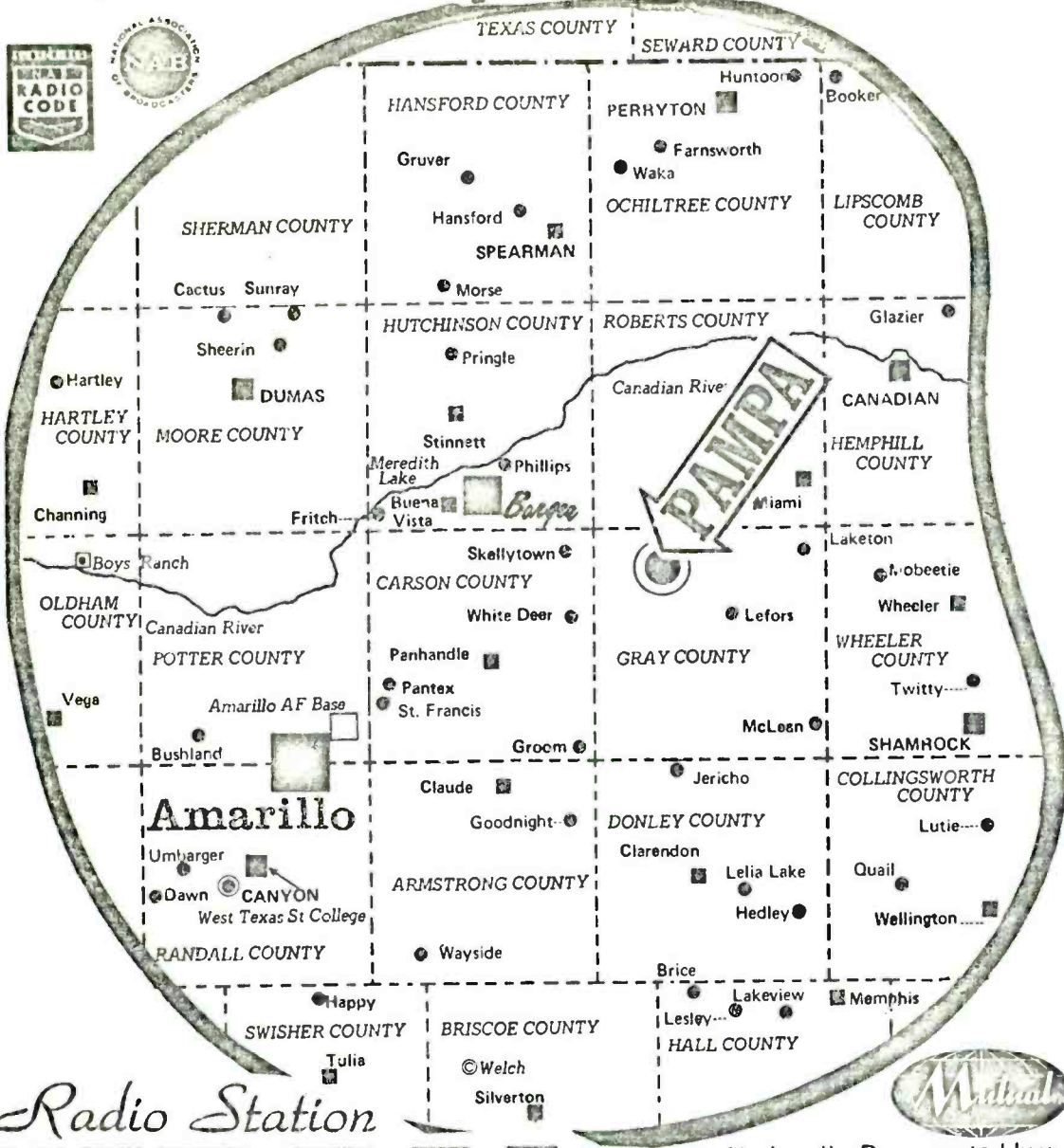
Plate 34

Number 757

YAN... Broadcasters
in Texas
of Texas for
North Service Award
the Texas Assoc
for...

515

TOPS at the Top o' Texas since 1936!



A PROFILE OF...

Pampa, Texas

PAMPA — county seat and business center of the great northeastern Texas Panhandle ... 60 miles east of Amarillo ... punctured with producing oil and gas wells ... grazed by the greatest beef cattle industry in the world ... blessed with thousands of acres of golden wheat ... home of a host of industries ... and a rapidly-developing recreational center.

PAMPA — 30,000 population: headquarters of the Southwest Division of Cabot Industries ... Celanese Chemical Company, Panhandle Packing Company, Form O'Uth ladies garments — and Shell, Texaco, Skelly, Mobil, Cities Service, Phillips, Kerr-McGee and Dorchester oil and gas refineries PLUS Transwestern, Mid-America and Natural Gas Pipeline companies.

PAMPA is known by the Companies it keeps! Right in the midst of 13,000 producing oil wells and 8,000 gas wells.

CATTLE and **WHEAT** production have long been the backbone, now moving steadily into the vegetable market, as increased irrigation developments expand.

AND, in this great Texas Panhandle, **KPDN** Radio has been serving since 1936 — with complete, total-service programming!

NEWS — Local news staff ... multi-time winner of AP "Key Station" Award. Strong regional reporting staff, Mutual Radio news, mobile on-the-spot reports and ... daily editorials.

MUSIC — Bright music for all. Good contemporary and old standards. No R&R, NO R&B ... only ear-easing, nerve-calming favorites!

SPECIAL EVENTS — Local and regional sports the year 'round. Live interviews daily.

Radio Station
KPDN

Pampa, Texas

1000 Watts Days
250 Watts Nights
18 Hours Daily
at 1340 kc

Warren L. Hasse
Owner and General Manager
Hughes Building
PHONE (806) 669-7461
Pampa, Texas 79065

Nationally Represented by:
MARIO MESSINA CO
Offices in Major Cities

Market Data:	0.5 MVM Coverage
Population	356,800
Households	112,300
AM Radio Homes	110,970
Spendable Income	\$ 873,452,000
TOTAL RETAIL SALES	\$ 722,964,000
Food Stores	\$ 122,888,000
Drug Stores	\$ 25,097,000
Department Stores	\$ 55,996,000
Apparel Shops	\$ 39,442,000
Homefurnishings	\$ 36,199,000
Auto Dealers	\$ 140,772,000
Service Stations	\$ 62,175,000
Auto Ownership	163,980
Farm-Ranch Population	26,540
Gross Farm Income	\$ 269,582,000
Source: SRDS Consumer Data 1969.©	

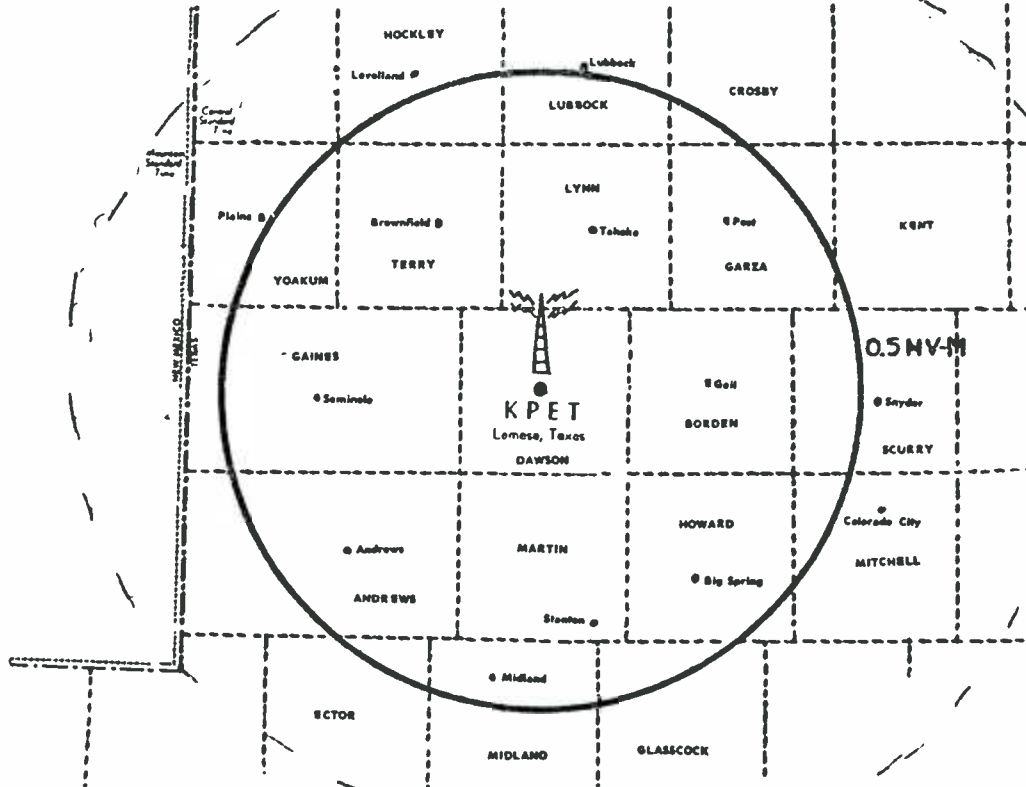
RADIO STATION K P E T

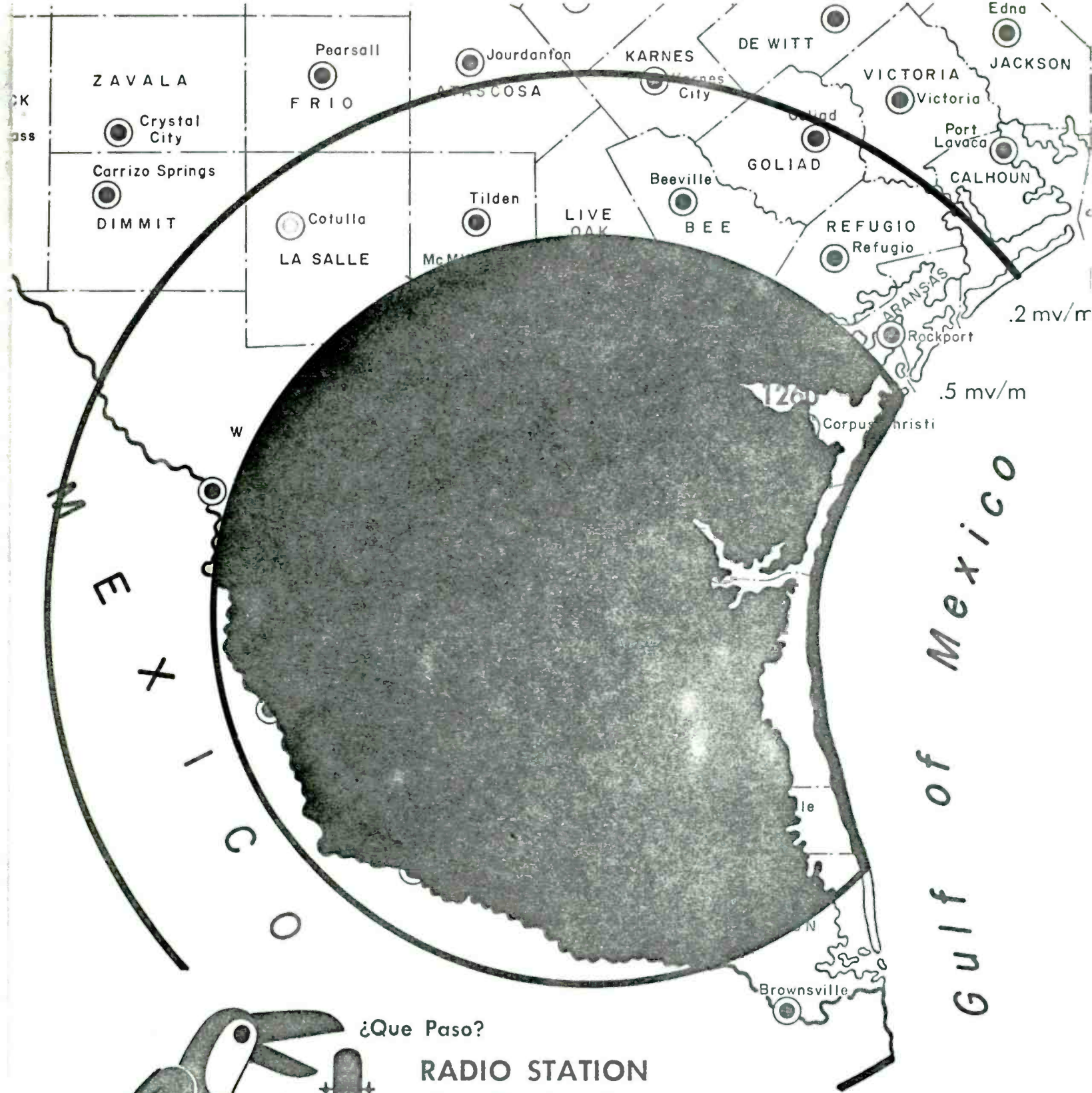
LAMESA, TEXAS

250 WATTS - 690 K. C.

COVERAGE MAP

Roger: This map pre-dates tower changes, estimated 0.5 mv contour is now about 40 MILES greater on the radius.





Gulf of Mexico



¿Que Paso?

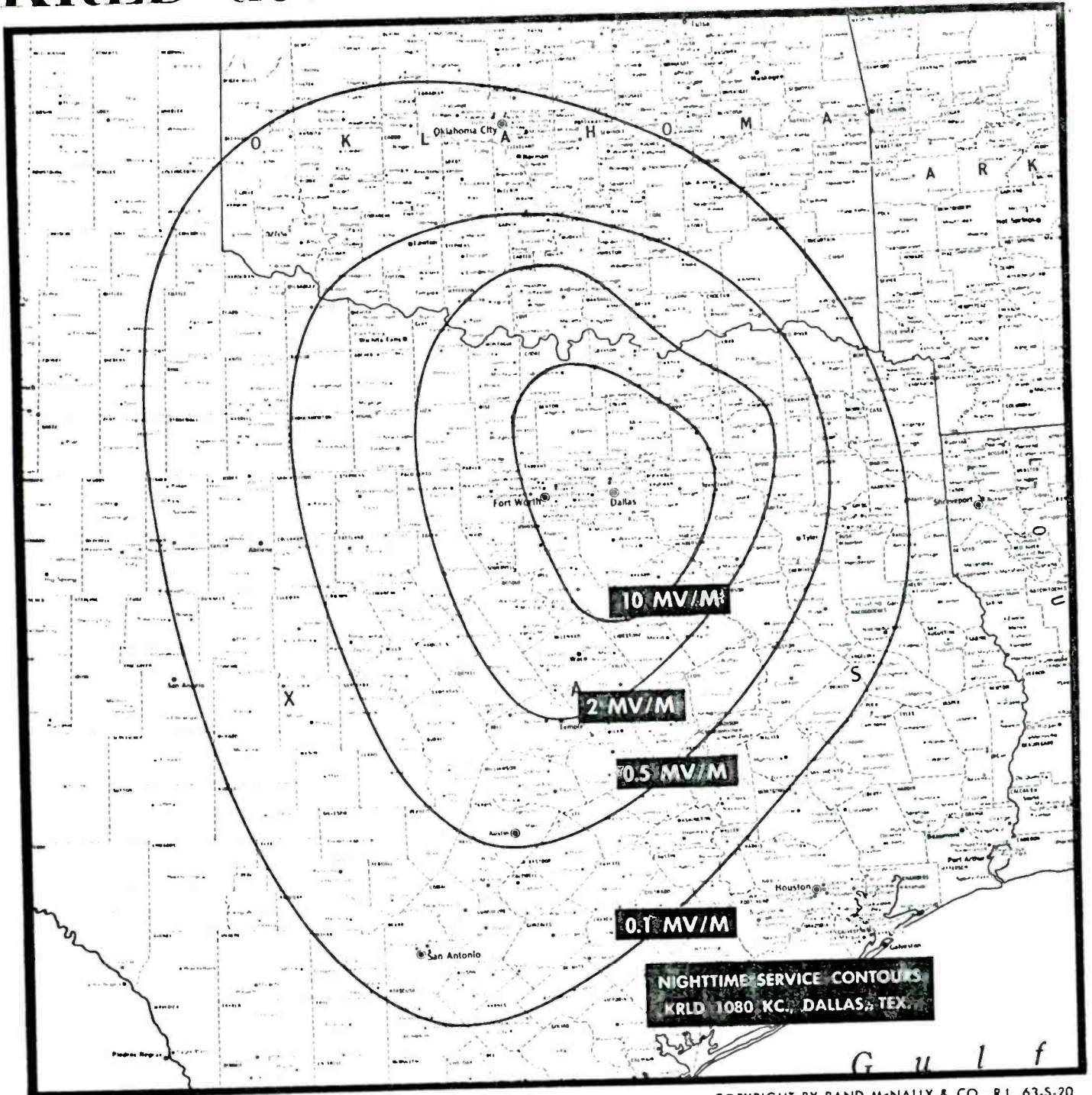
RADIO STATION
KPSO

FALFURRIAS, TEXAS
P. O. Box 307, Telephone 555

1260 KC - 500 WATTS

The Magic Key to the Rich Dairy and Oil Market of South Texas
Serving South Texas from Falfurrias
Keystone Broadcasting System . . . Associated Press Leased Wire

KRLD delivers more listeners....



COPYRIGHT BY RAND McNALLY & CO., R.L. 63-S-20

*than any other single station in the entire state of Texas**

*NCS 1961

KRLD

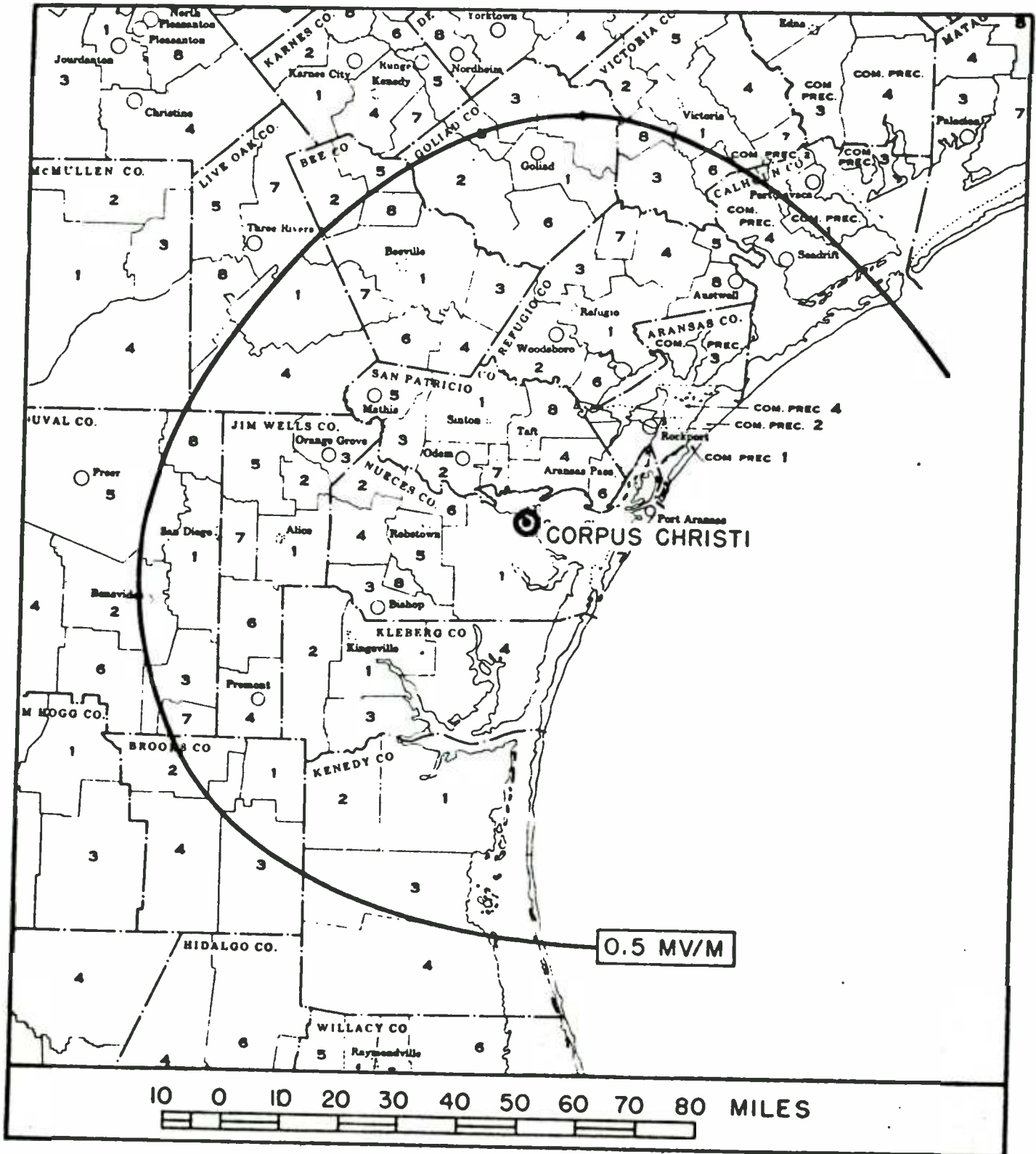
CBS OUTLET FOR DALLAS-FORT WORTH

THE 50,000 WATT VOICE OF TEXAS

1080

REPRESENTED NATIONALLY BY ADVERTISING TIMES SALES INC.

RADIO STATION KRYS
1360 KC 1 KW-U
CORPUS CHRISTI, TEXAS



REGIONAL RATE CARD No. 128-A

KRAN FIXED POSITION SERVICE EFFECTIVE JULY 1, 1970

ANNOUNCEMENTS NO. SPOTS	MINUTE COST	30 SECOND COST
6	\$5.75	\$3.95
12	\$5.45	\$3.80
18	\$5.25	\$3.55
24	\$5.05	\$3.40
48	\$4.75	\$3.25
78	\$4.45	\$3.05
156	\$4.35	\$2.85
312	\$3.85	\$2.50
624	\$3.35	\$2.15
936	\$3.10	\$2.00

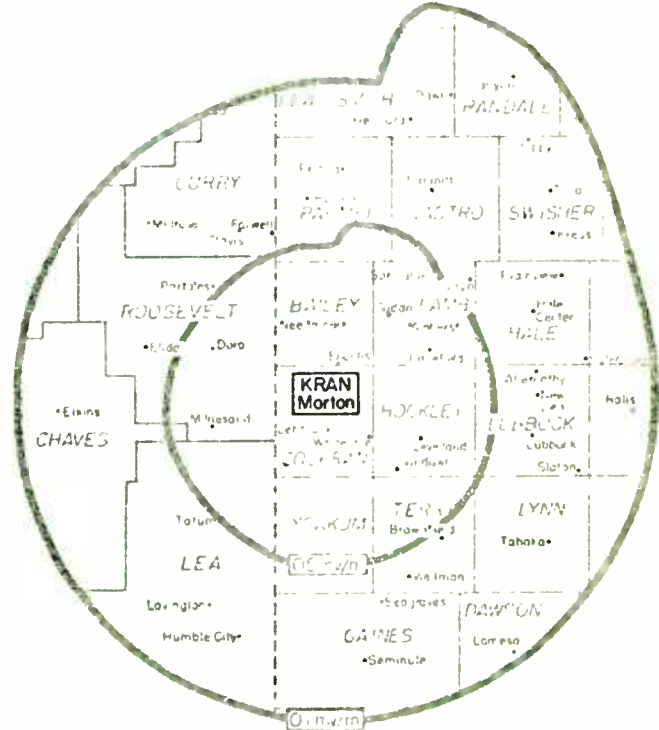
10 SECONDS: 50% OF ABOVE 1 - MINUTE RATE

KRAN LIVE BROADCAST PACKAGE

FOUR Hours On Your Premises 40 Promotional Announcements \$150.00
 THREE Hours On Your Premises 30 Promotional Announcements \$130.00
 TWO Hours On Your Premises 20 Promotional Announcements \$110.00
 ONE Hour On Your Premises 10 Promotional Announcements \$ 75.00
 Each Additional Hour \$35.00.

K-RAN

BLANKETS
 West Texas &
 Eastern New Mexico



Country Music Radio

ABC NEWS NETWORK, *NIGHTLY NEWS INTERNATIONAL
 INTERNATIONAL BROADCASTING SYSTEM
 PAT CARROLL NEWS

PHONE 261-5515

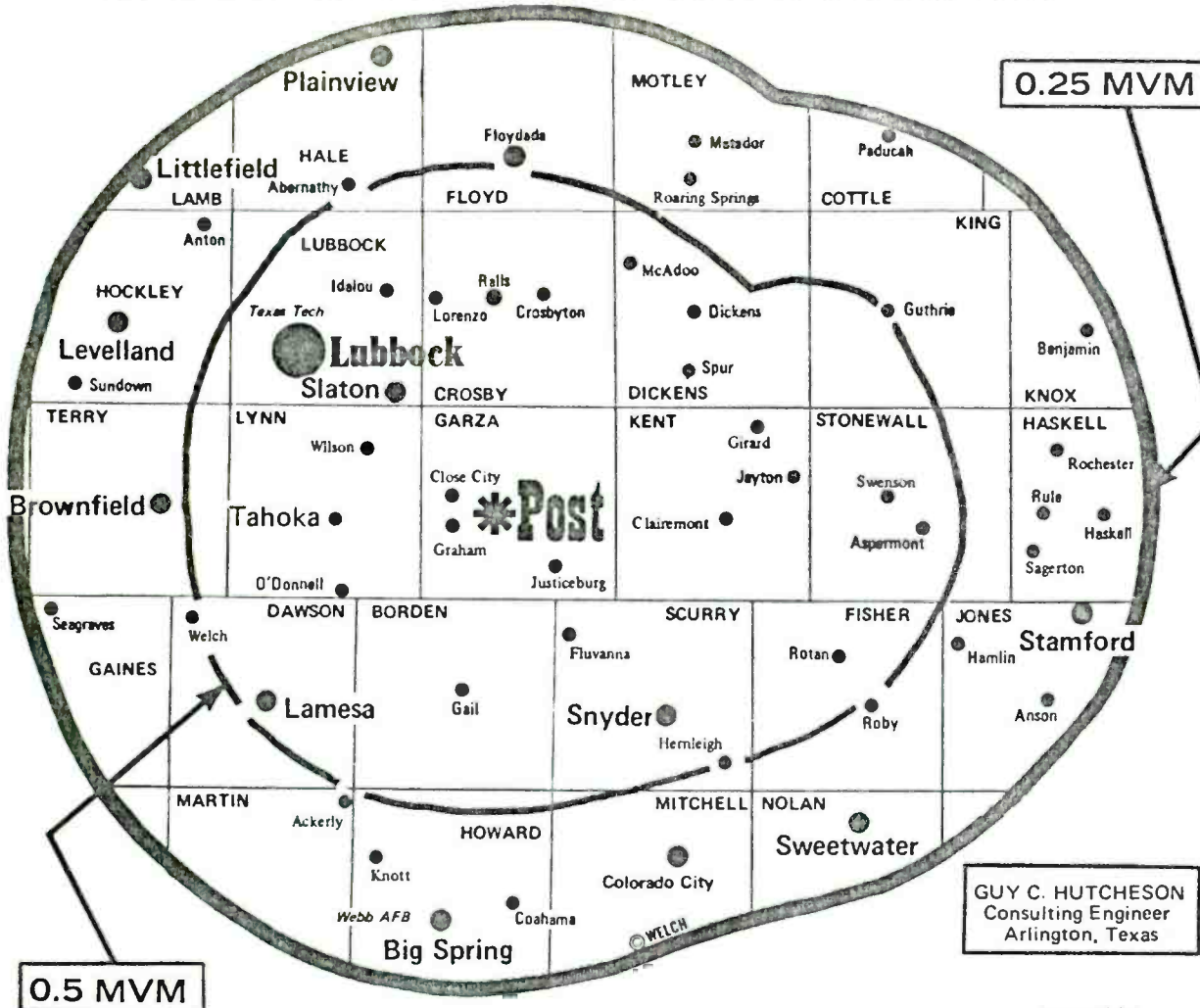
P.O. Box 1077

Morton, Texas - 79346

GATEWAY TO THE PLAINS



Post, Texas



POST is the home of Postex Cotton Mills, in the heart of a 2-Million Bale Cotton Market . . . amid one of the nation's biggest agricultural areas, known for its cotton, wheat, irrigation farming, dairying, grain sorghums, cattlefeeding . . . its liquors and huge oil production . . . and KPOS RADIO!

KPOS RADIO, a member of Country Music Association, presents full-coverage local news, AP wire news, South Plains weather wire, farm and ranch news, sports events and reports from high schools and Texas Tech.

KPOS RADIO presents Country-Western Music from 6 AM to 3 PM daily, adult-programming!

PROVEN AUDIENCE, including mail response from Lubbock, Abilene, Snyder, Plainview PLUS 52 other West Texas cities!

POST RADIO, INC.
115 W. Main St. — Phone 495-2831
POST, TEXAS 79356

GUY C. HUTCHESON
Consulting Engineer
Arlington, Texas

Prepared by
RADIO UNIVERSITY

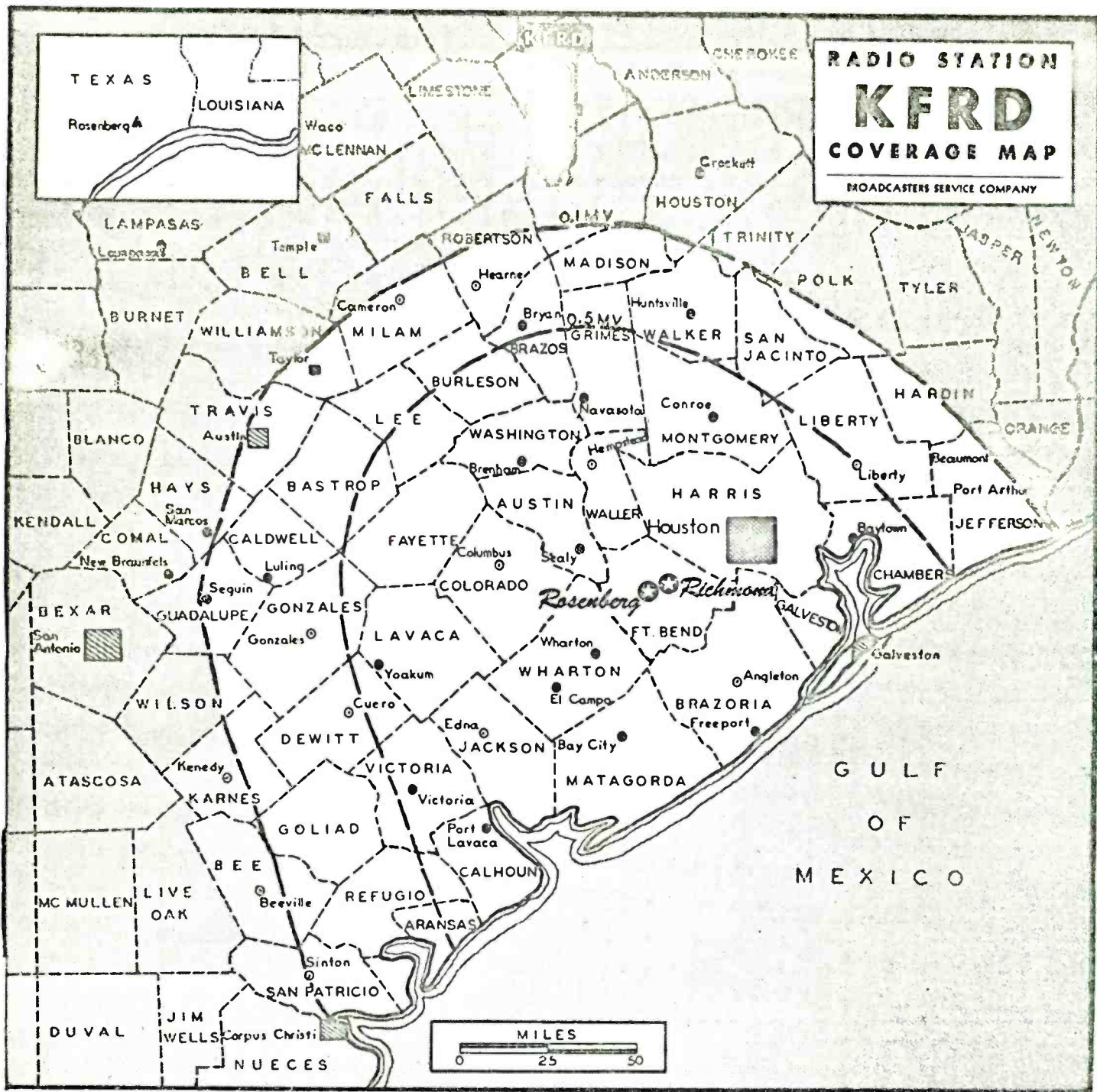
KPOZ

1000 Watts 1370 AM Non-D

POST, TEXAS

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	249,730	493,450
Households	77,130	146,740
Radio Homes	75,910	144,830
Spendable Income . . . \$	573,114,000	1,143,954,000
Total Retail Sales . . \$	485,412,000	903,877,000
Food Stores \$	99,196,000	181,053,000
Drug Stores \$	12,540,000	23,803,000
Gen'l. Merchandise . . \$	48,080,000	75,517,000
Apparel Stores \$	23,863,000	42,779,000
Home Furnishings . . . \$	27,388,000	41,106,000
Auto Sales \$	115,410,000	220,133,000
Service Stations . . . \$	37,543,000	77,809,000
Private Autos	119,680	215,980
Farm Households . . .	8,210	23,050
Gross Farm Income \$	215,918,000	591,418,000

SOURCE: SRDS Consumer Market Data

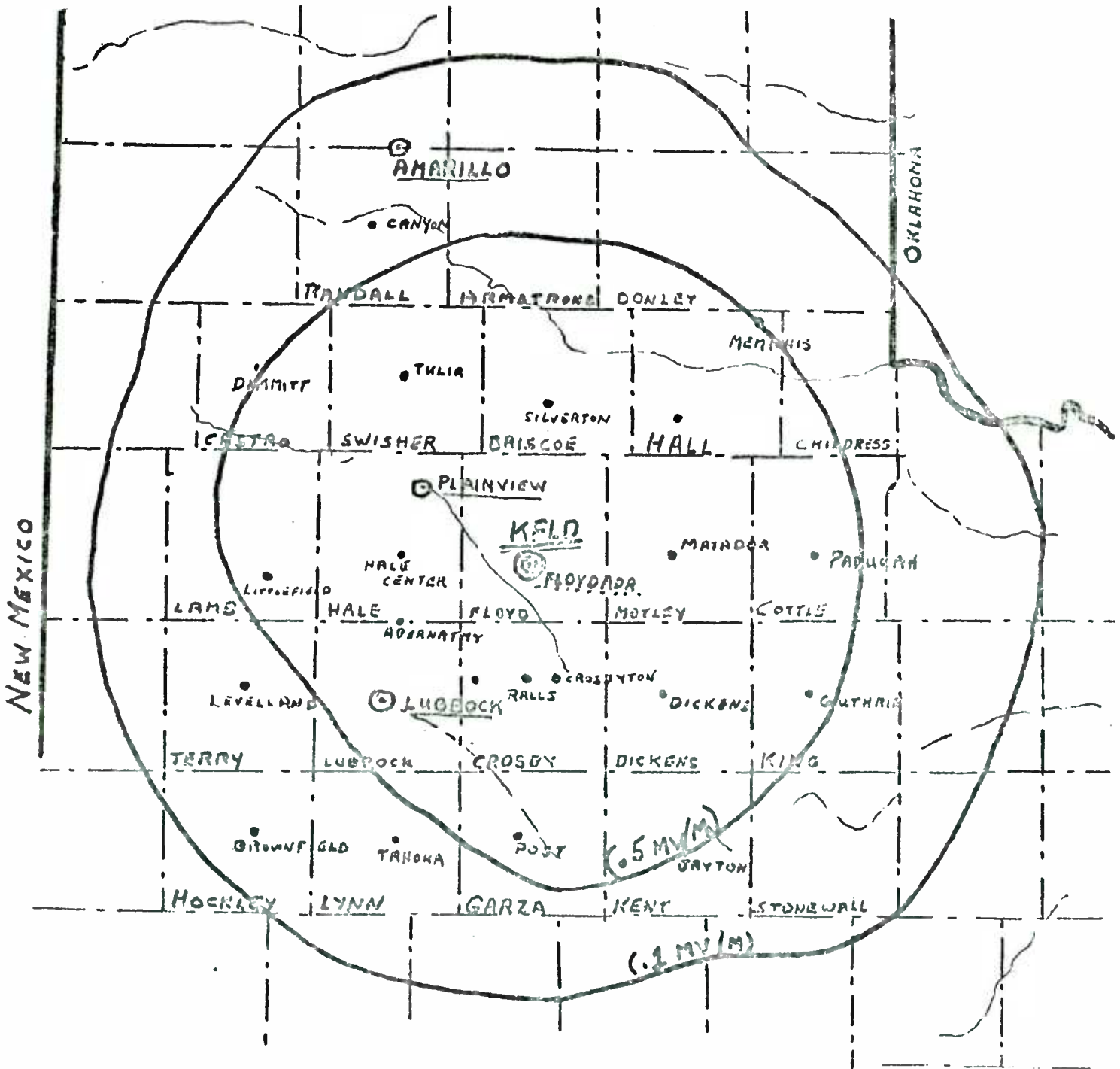


KFRD

Rosenberg,
Texas

980 KC - 1000 WATTS

Post Office Box 832 - Phone Northfield 2-3776



GOOD OL'

KFLD

900Kc — 250 W — CLEAR CHANNEL

Box 490

FLOYDADA, TEXAS

806 983-2841

Pete Charlton — Manager
 South — Mario Messina, Dallas

Network Affiliations:
 Keystone Radio Network
 Gospel Radio Network — Religion

South Plains Most Loyal Listeners!

Buy TWO ways:

★ Sell the irrigation rich listeners on Texas' South plains with great local news and Good Ol' country music from: Sign-On till 2:30 p.m.

★ Reach the increasingly affluent Latin-American population in the Lubbock - Plainview metro market. Over 90,000 Spanish-surname individuals in this area appreciate your efforts to reach them in the language they comprehend best. From 2:30 p.m. till Sign-Off daily.

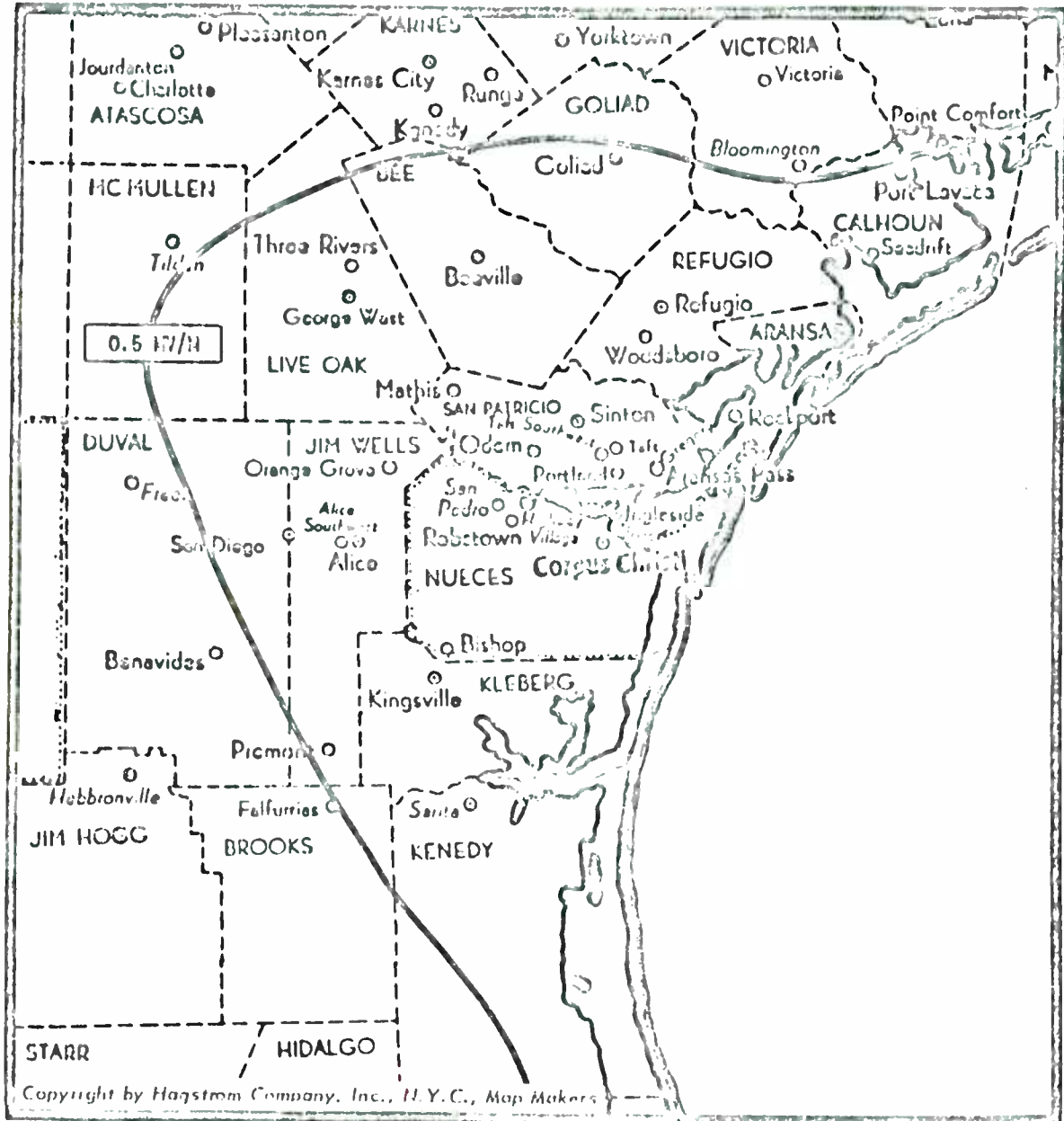
KFLD, serving three of the four top counties in Agricultural Sales and three of the top four counties in Agricultural Income is your BUY - Lingual choice.



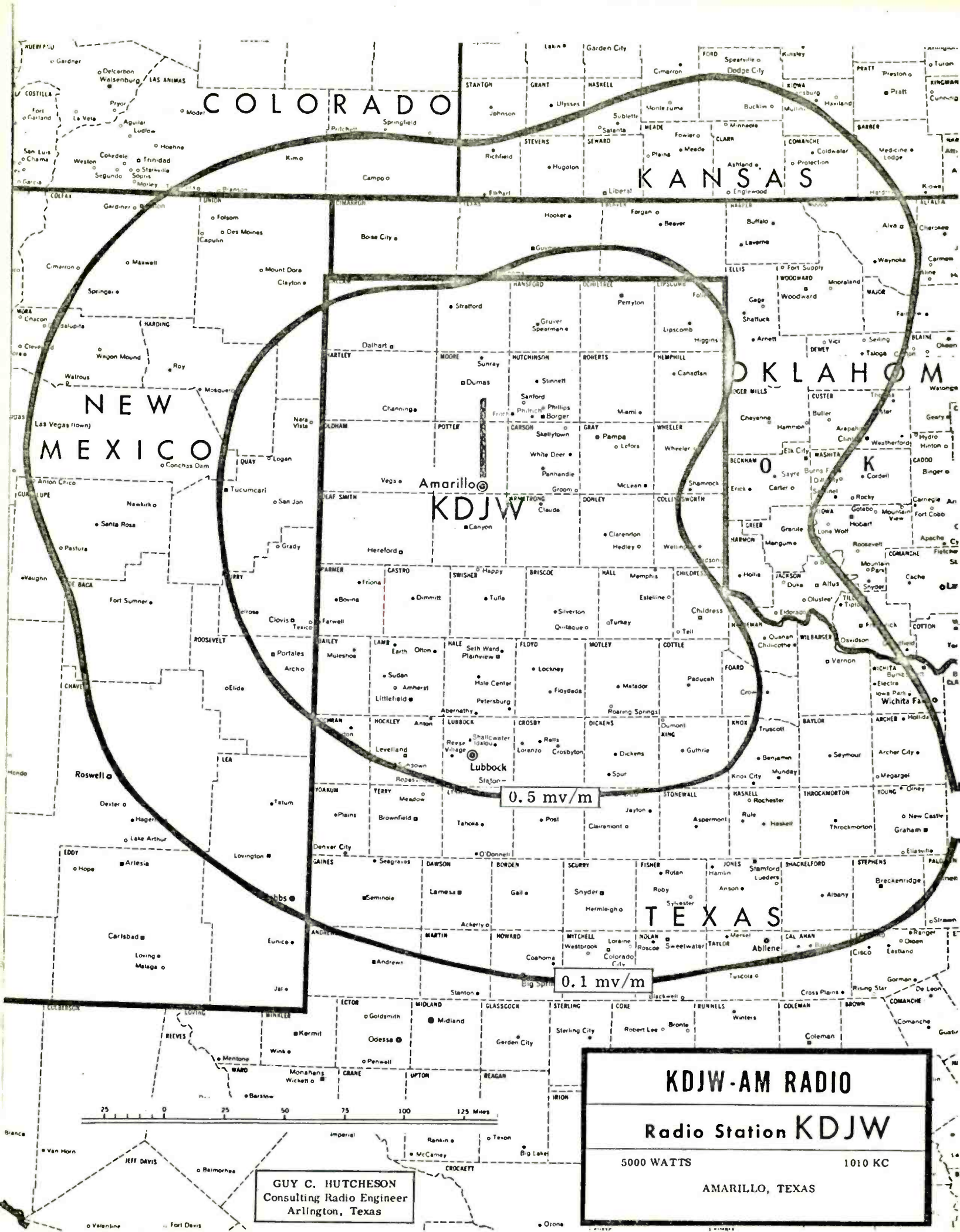
KEYS - Radio

Corpus Christi, Texas

0.5 MV/M Daytime Coverage Contour



KEYS-Radio blankets this growing, wealthy area with the modern, smooth vibrations of contemporary/popular news. Award-winning TSN News (Texas State Network) complements the KEYS energetic musical sound, assuring the best in modern entertainment and information.



COLORADO

KANSAS

OKLAHOMA

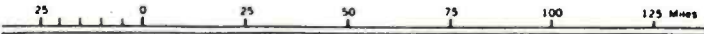
NEW MEXICO

Amarillo
KDJW

0.5 mv/m

0.1 mv/m

TEXAS



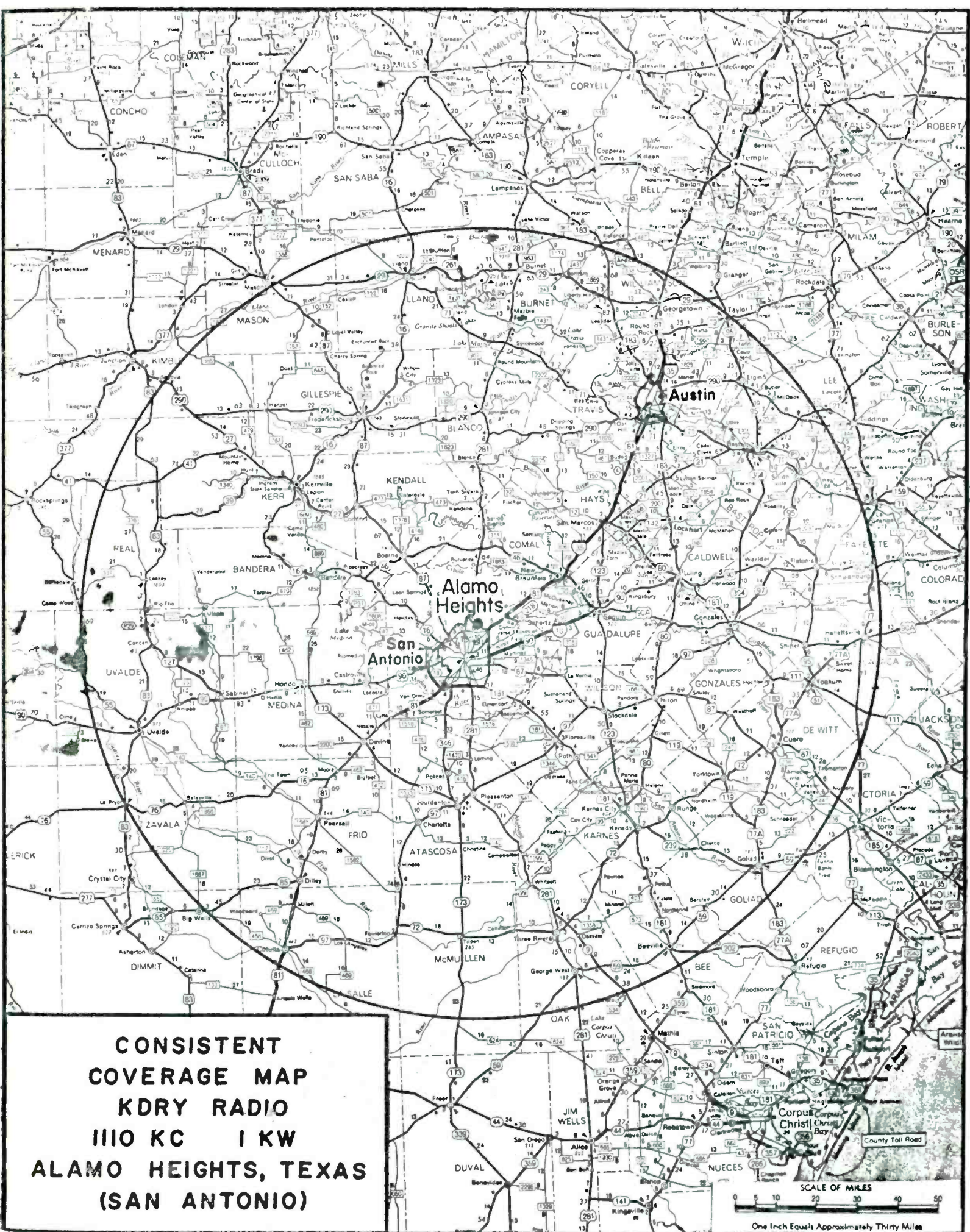
GUY C. HUTCHESON
Consulting Radio Engineer
Arlington, Texas

KDJW-AM RADIO

Radio Station KDJW

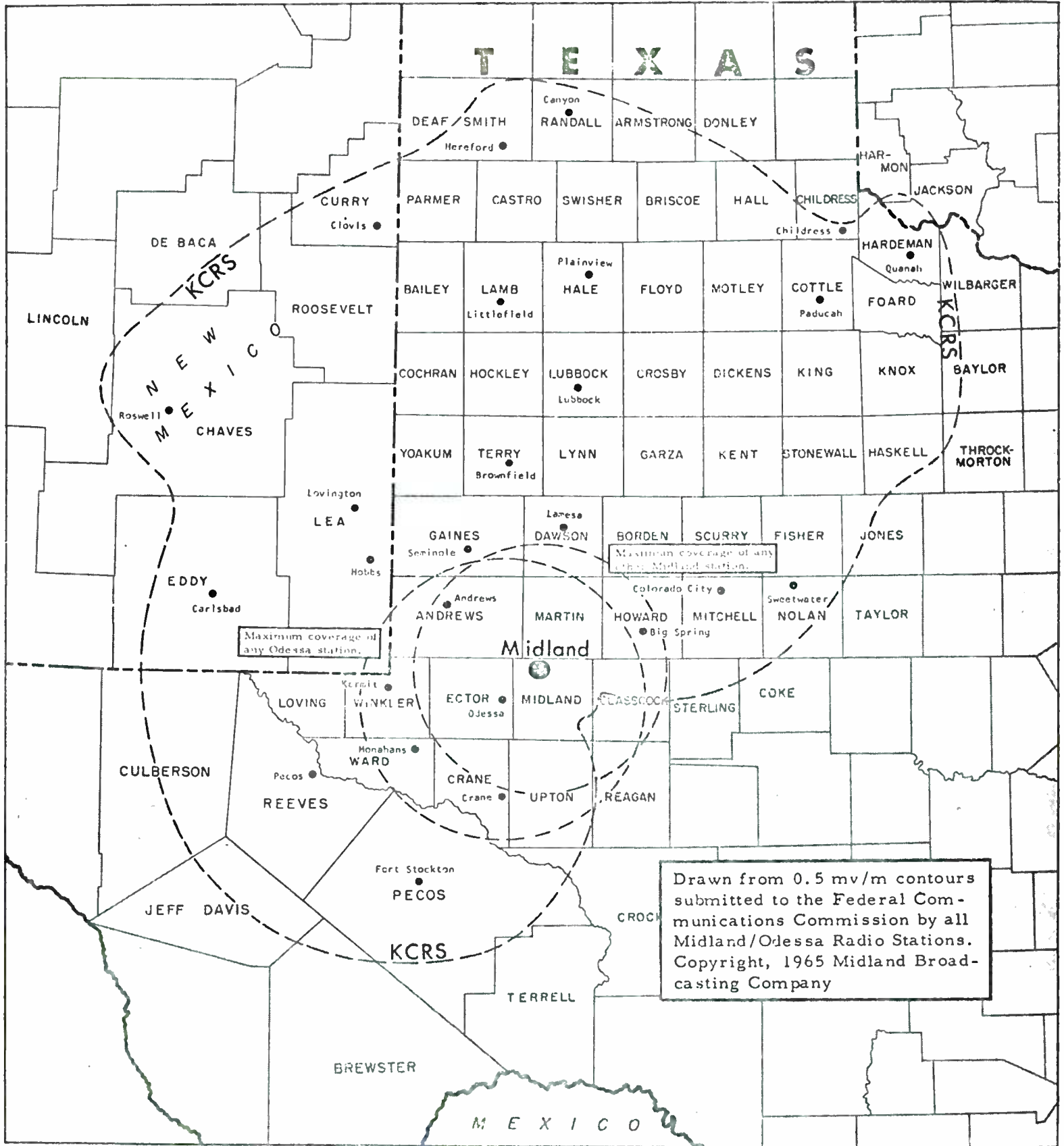
5000 WATTS 1010 KC

AMARILLO, TEXAS



**CONSISTENT
COVERAGE MAP
KDRY RADIO
IIIO KC I KW
ALAMO HEIGHTS, TEXAS
(SAN ANTONIO)**

SCALE OF MILES
0 5 10 20 30 40 50
One Inch Equals Approximately Thirty Miles



KCRS has the greatest coverage area of any radio station in West Texas or Southeastern New Mexico. KCRS coverage includes all of the fabulous oil rich Permian Basin, one of the richest markets in the country. KCRS is Midland's only full time AM radio, and has been a listening habit since 1935.

KCTX CONSISTENTLY means MORE sales at LESS cost!

COVERAGE MAP NO. 1

250 WATT AT

KCTX

1510 KILOCYCLES

TELEPHONE 7-2563

Golden West Broadcasting Company, Inc.

OFFICE — 200 MAIN

CHILDRESS, TEXAS



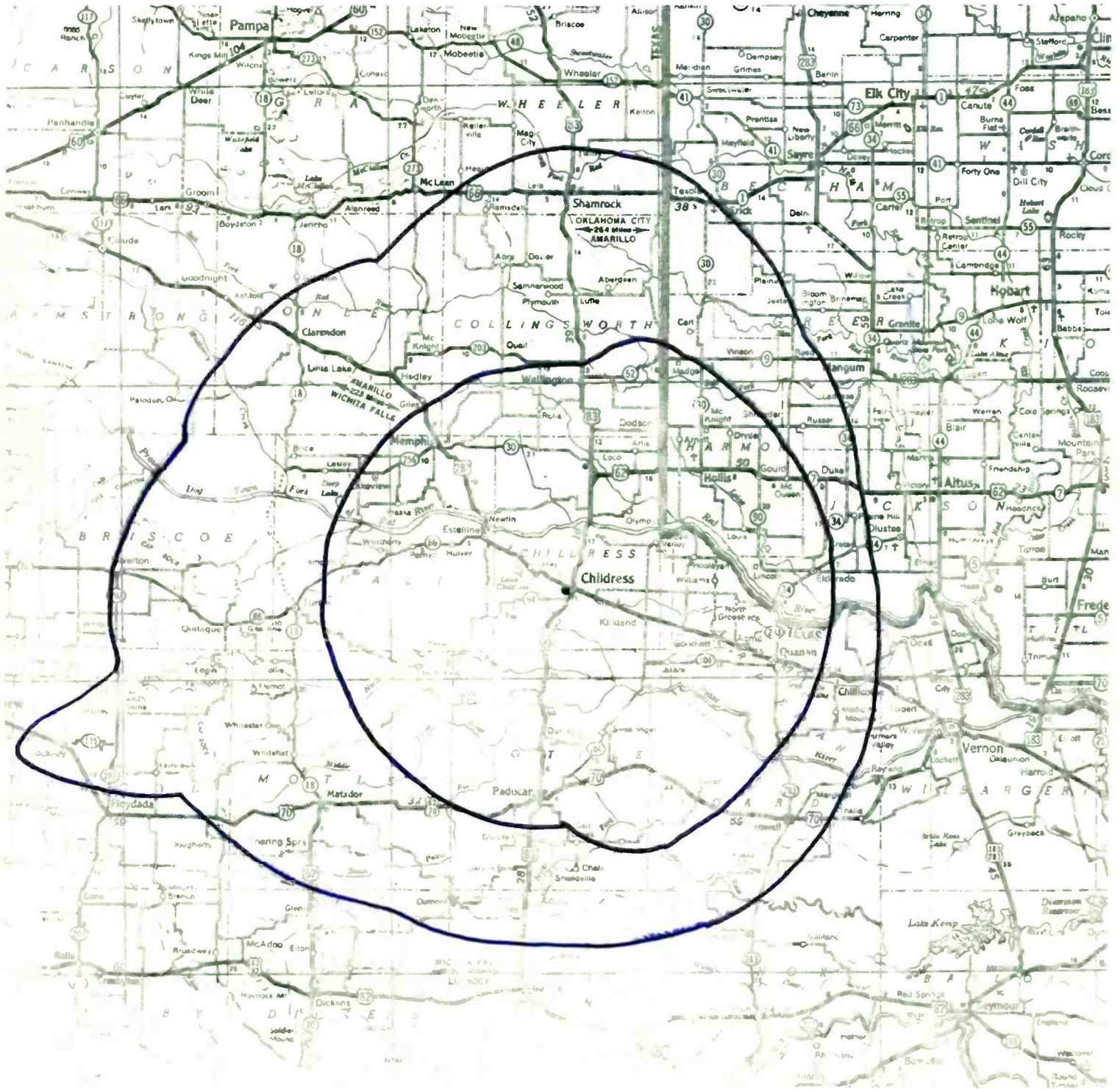
Complete All Weather Coverage.



Area from which mail is received regularly.

MALONE HAGAN, *President*

GEORGE MOREY, *General Manager*



Today's program is better than yesterday's!

COVERAGE MAP
FOR
RADIO STATION KDHN
HIGH PLAINS BROADCASTING COMPANY
DIMMITT, TEXAS
1470 KC. 500W-DA

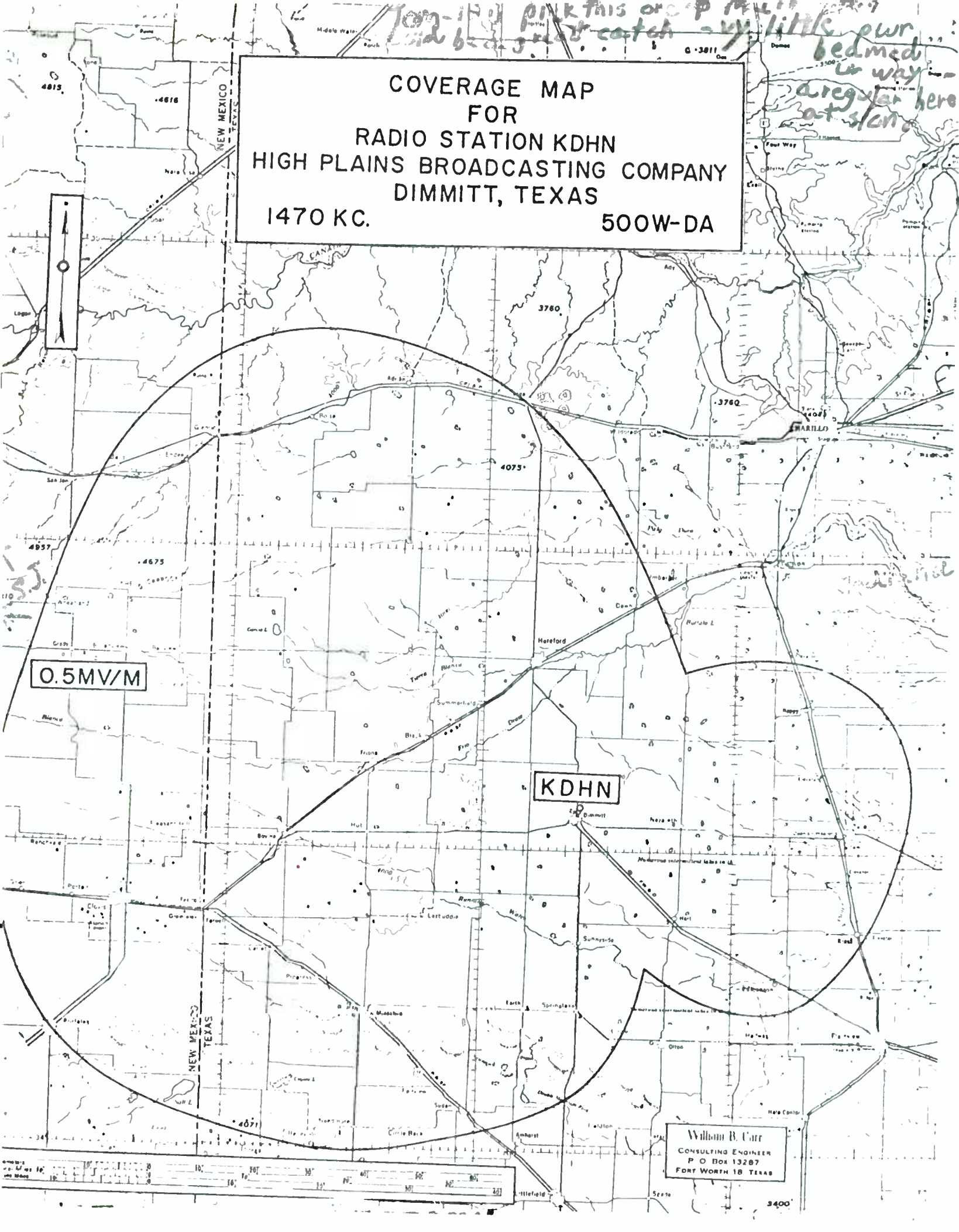
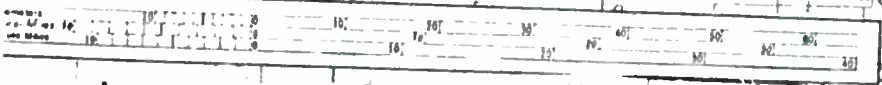
*pink this area p. 111
catch - by little pwr
bedmed
in way
a regular here
at station*

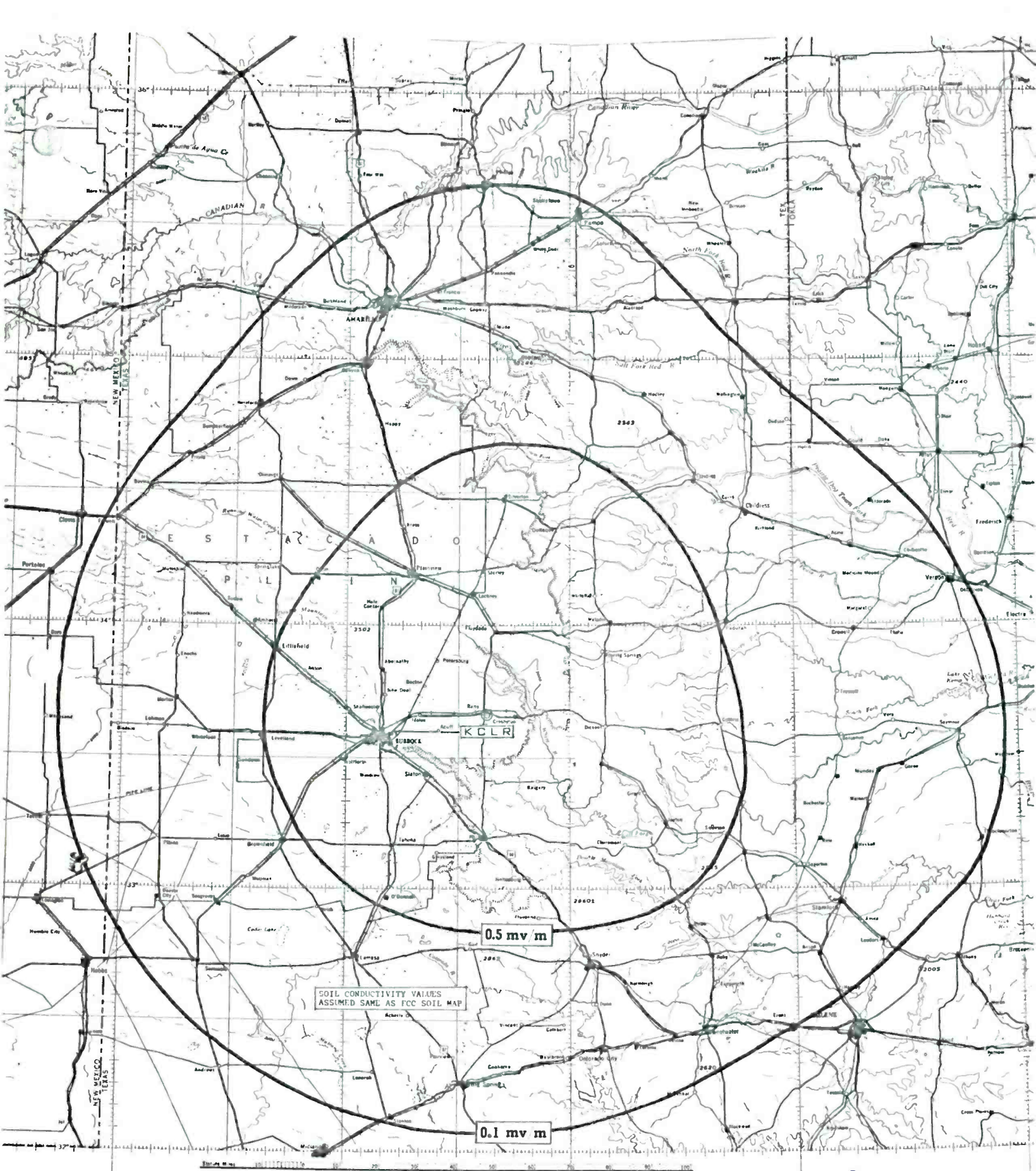


0.5MV/M

KDHN

William B. Carr
CONSULTING ENGINEER
P O BOX 13287
FORT WORTH 18 TEXAS





GUY C HUTCHESON
CONSULTING RADIO ENGINEER
WALINGTON TEXAS

KCLR

CLEAR CHANNEL - 5000 WATTS
1530 KCS

COVERING THE OUTCOUNTRY
WALLS, TEXAS

KOSY

KCMC

KTFS

KATQ

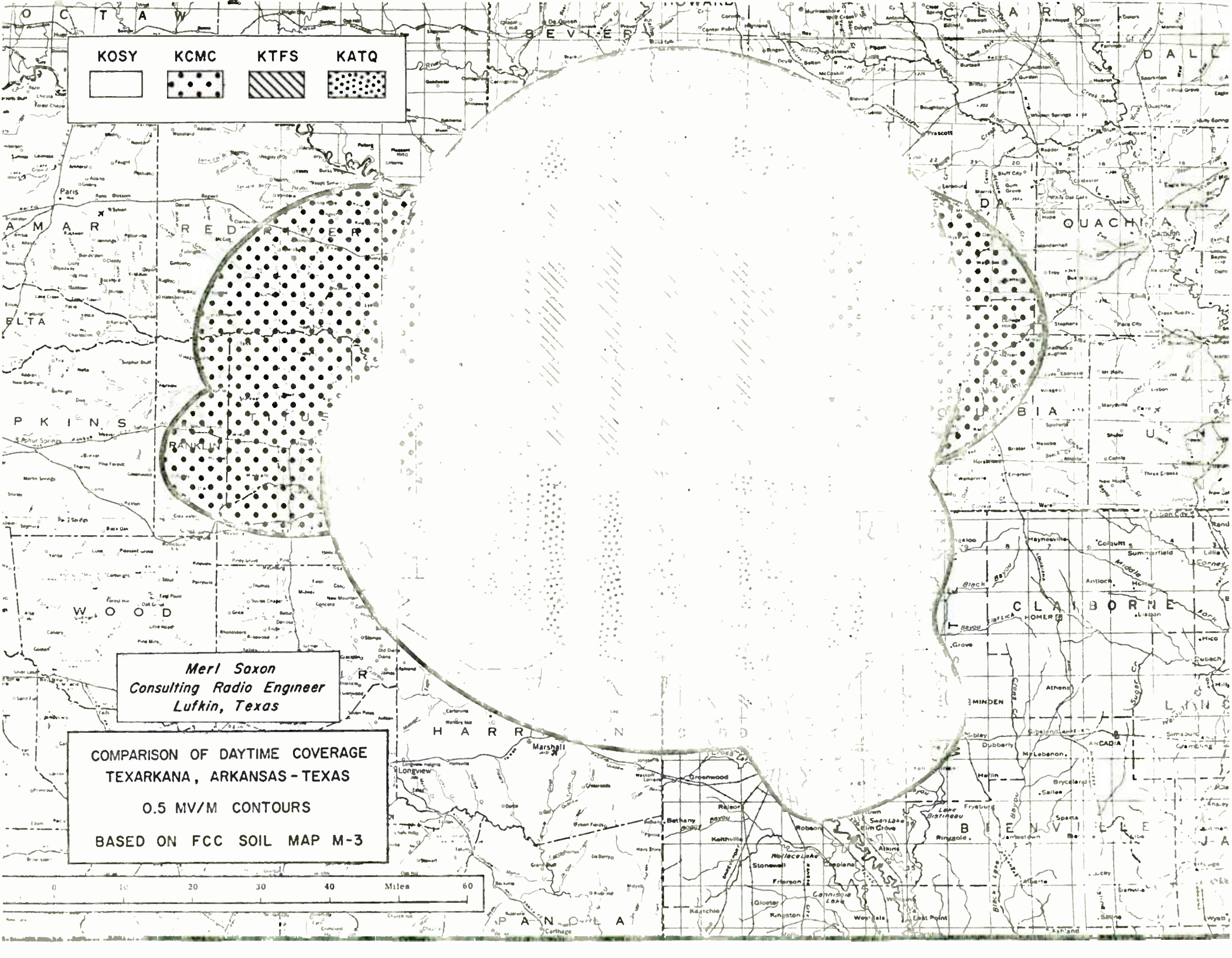


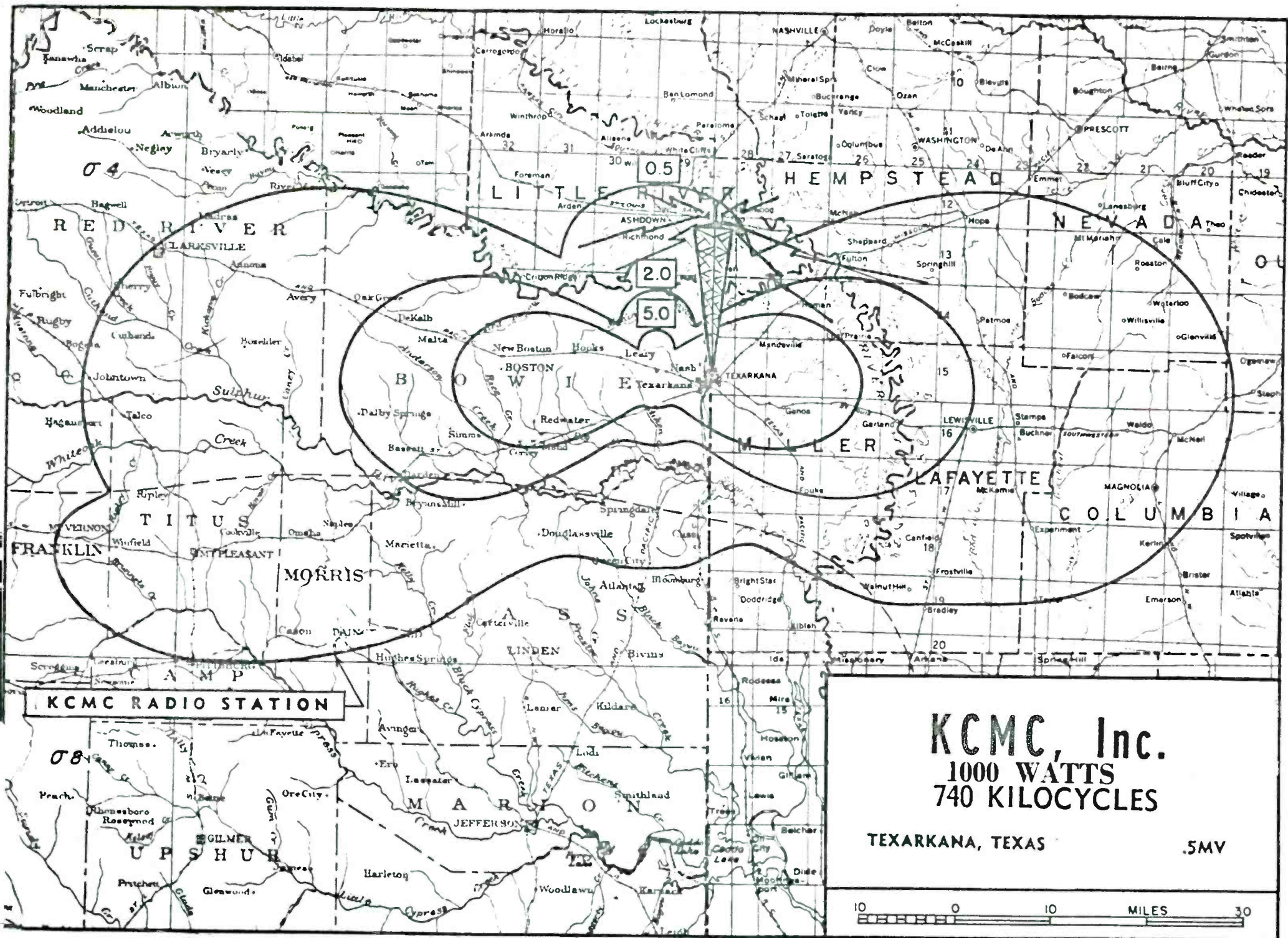
*Merl Saxon
Consulting Radio Engineer
Lufkin, Texas*

COMPARISON OF DAYTIME COVERAGE
TEXARKANA, ARKANSAS - TEXAS

0.5 MV/M CONTOURS

BASED ON FCC SOIL MAP M-3





KBOX

Radio

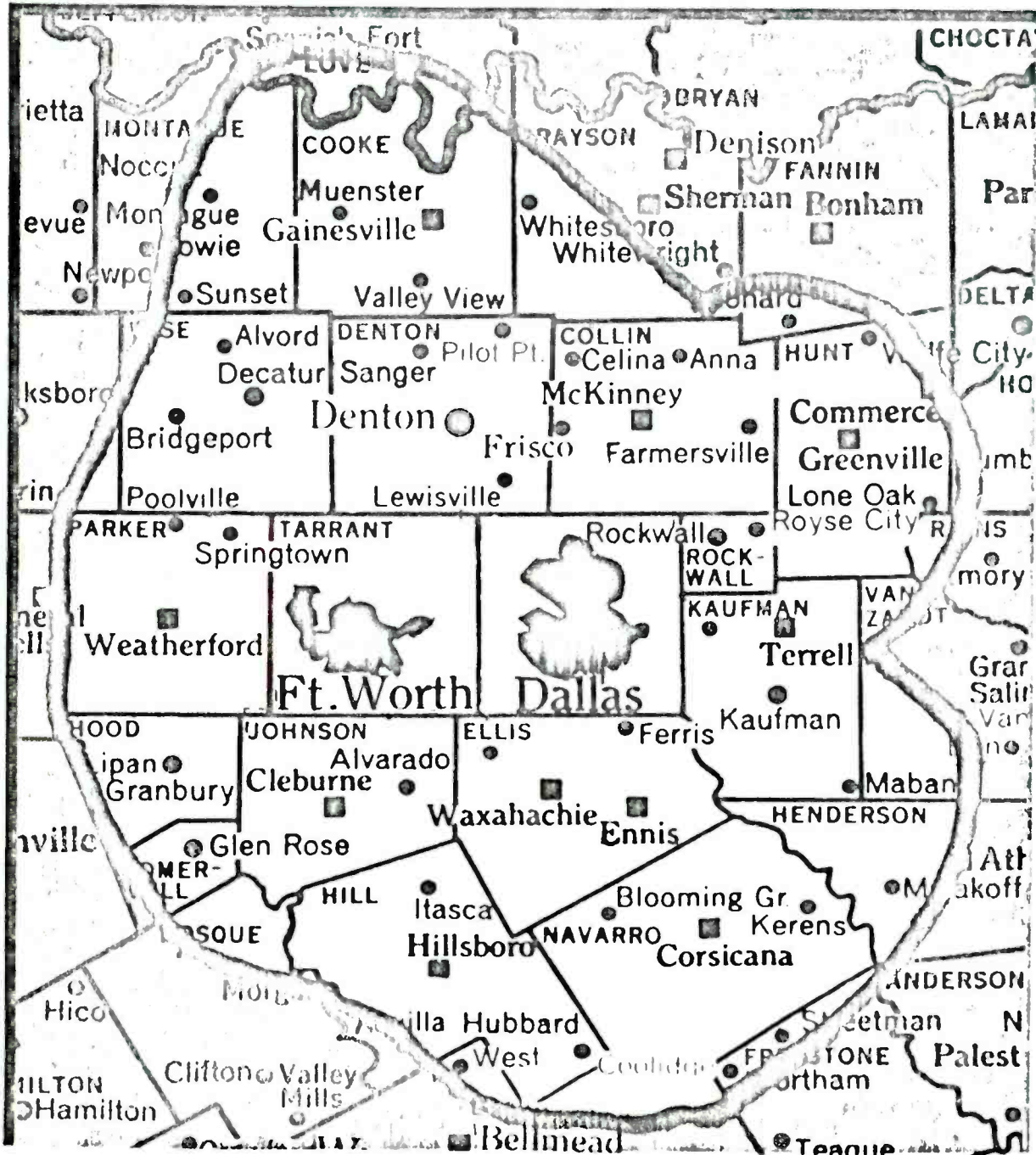
9900 MCCREE RD.
DALLAS, TEXAS 75238
DI 8-3800

1480

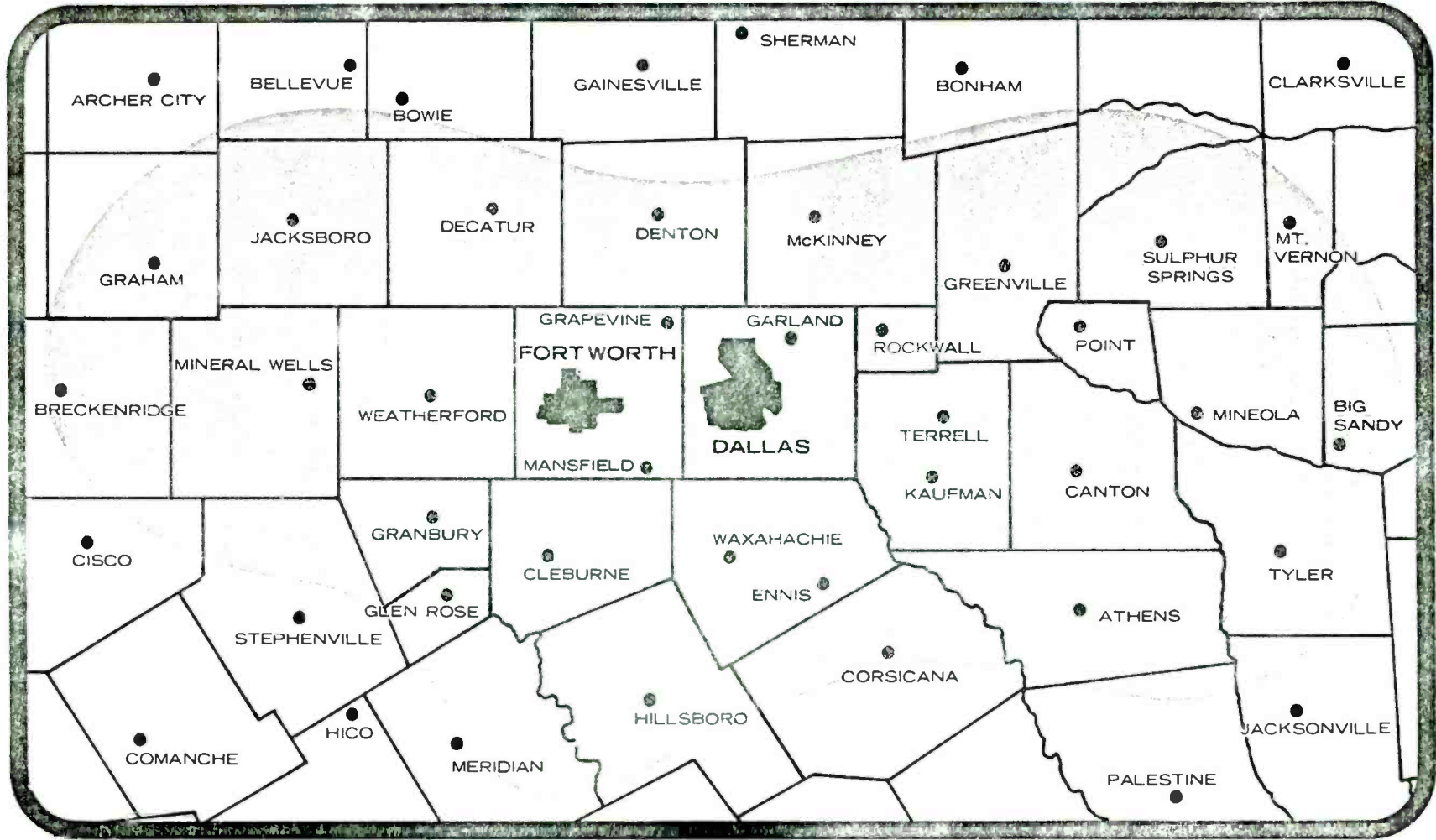


COVERAGE MAP

Dallas - Fort Worth

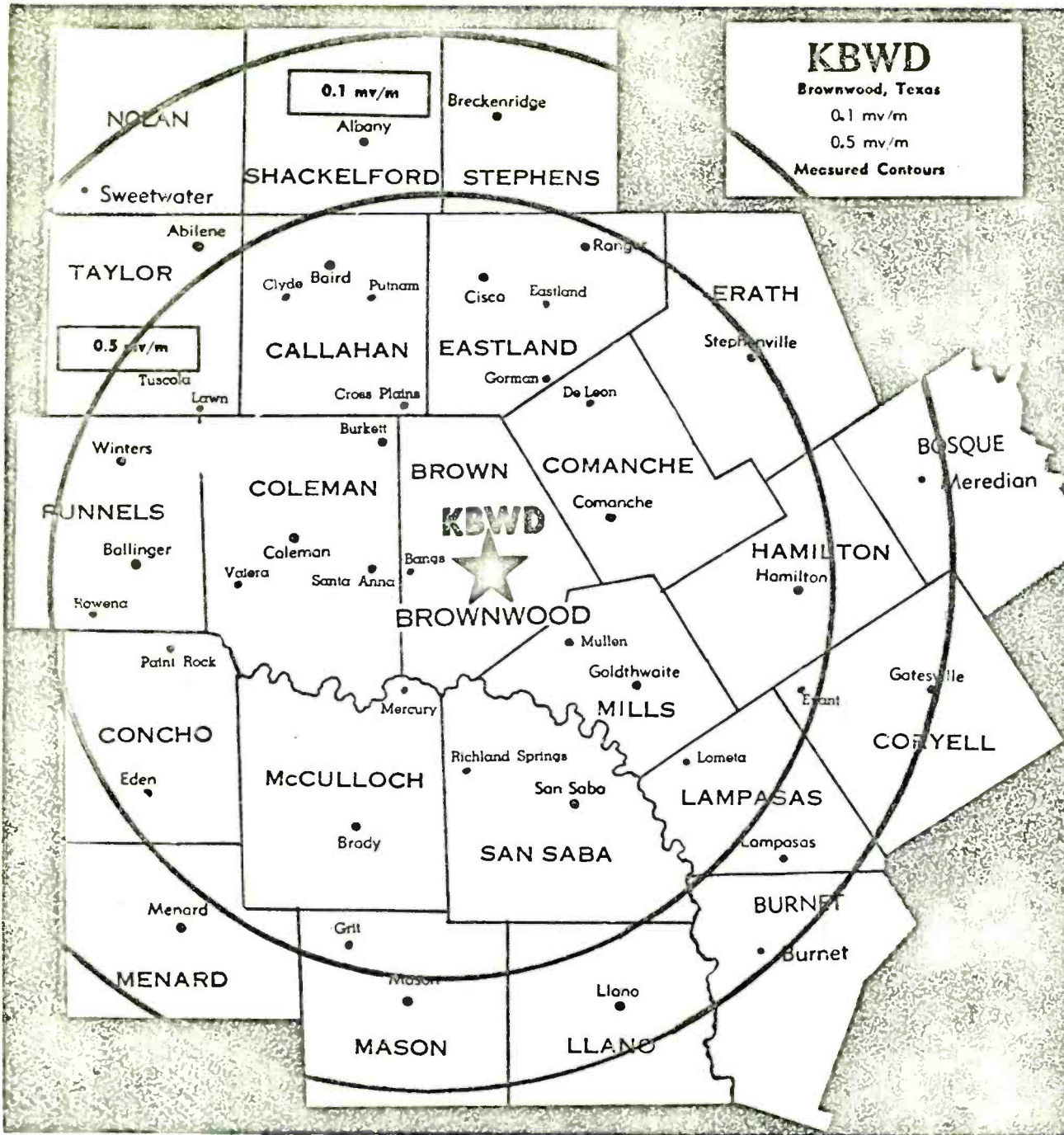


K•BUY 50,000 WATTS AT 1540



COVERAGE CONTOURS / 50KW

FORT WORTH'S ONLY country music station!



KBWD
 Brownwood, Texas
 0.1 mv/m
 0.5 mv/m
 Measured Contours

1000 WATTS
KBWD 1380
 ON ANY DIAL
 P. O. BOX 513 • BROWNWOOD, TEXAS
 Phone A/C 915 645-2401

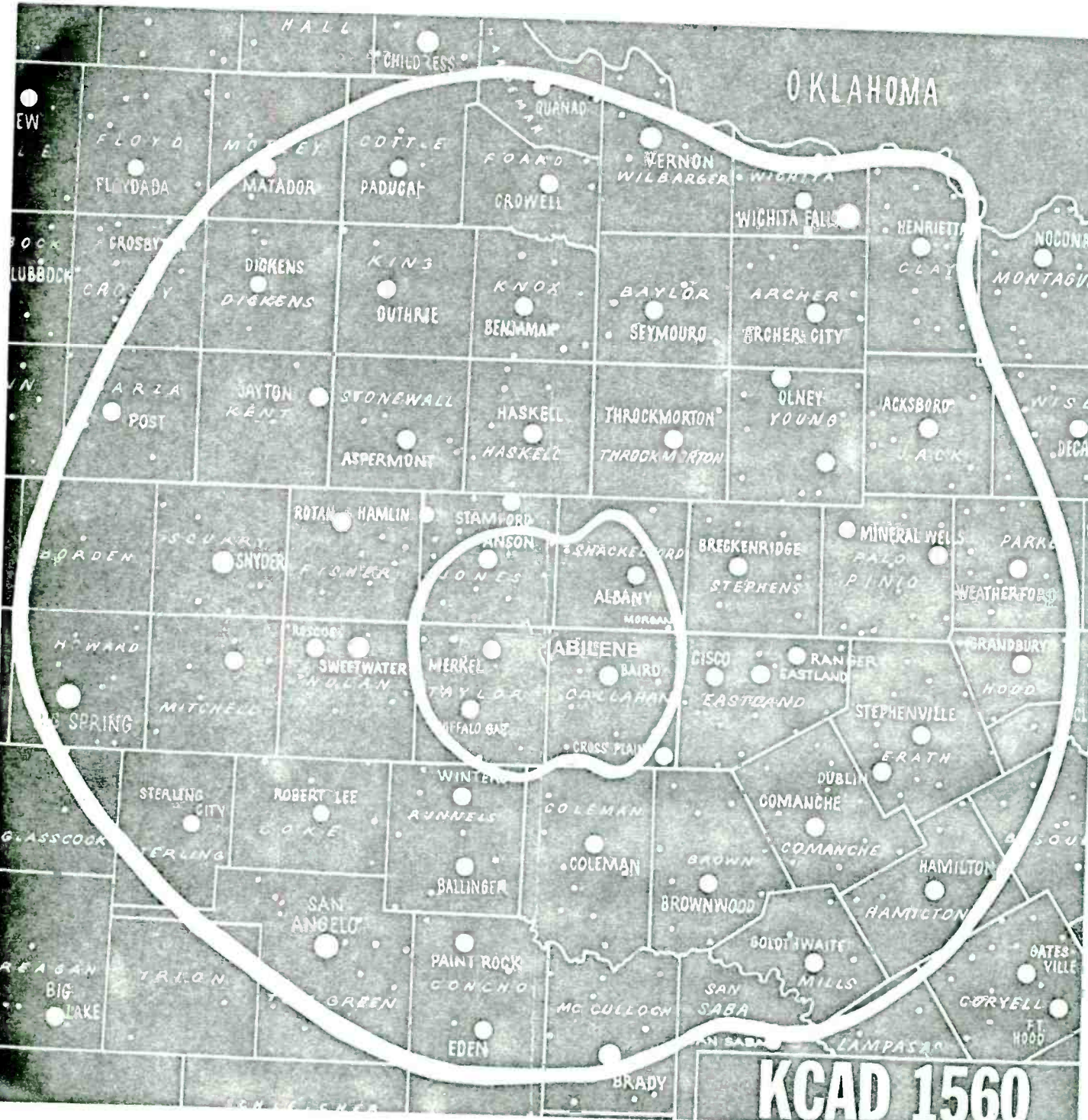
ESTABLISHED 1941



- Complete Mobile News Coverage.
- Official U. S. Weather Bureau Station.
- Complete Brownwood & Howard Payne Sports Coverage.
- Serving 300,000 Listeners in 20,000 square miles.
- Nearest TV Station 80 miles distance.
- Mutual Network Coverage of News and Special events.
- Representative:
 Robt. E. Eastman Co.
- Radio-Gram distributed daily to Coffee Shops & Restaurants.

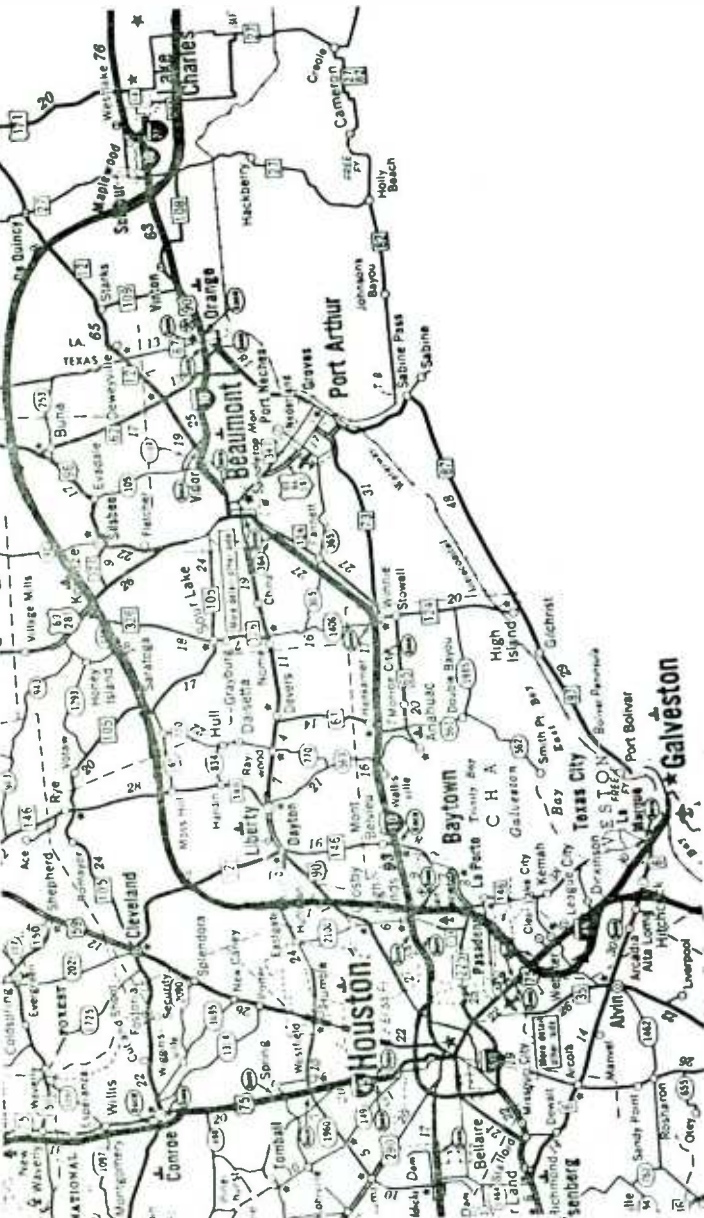
"Biggest Voice in Twenty-five Counties"

OKLAHOMA



KCAD 1560

RETAIL CARD NO. 1
EFFECTIVE NOV. 1, 1968



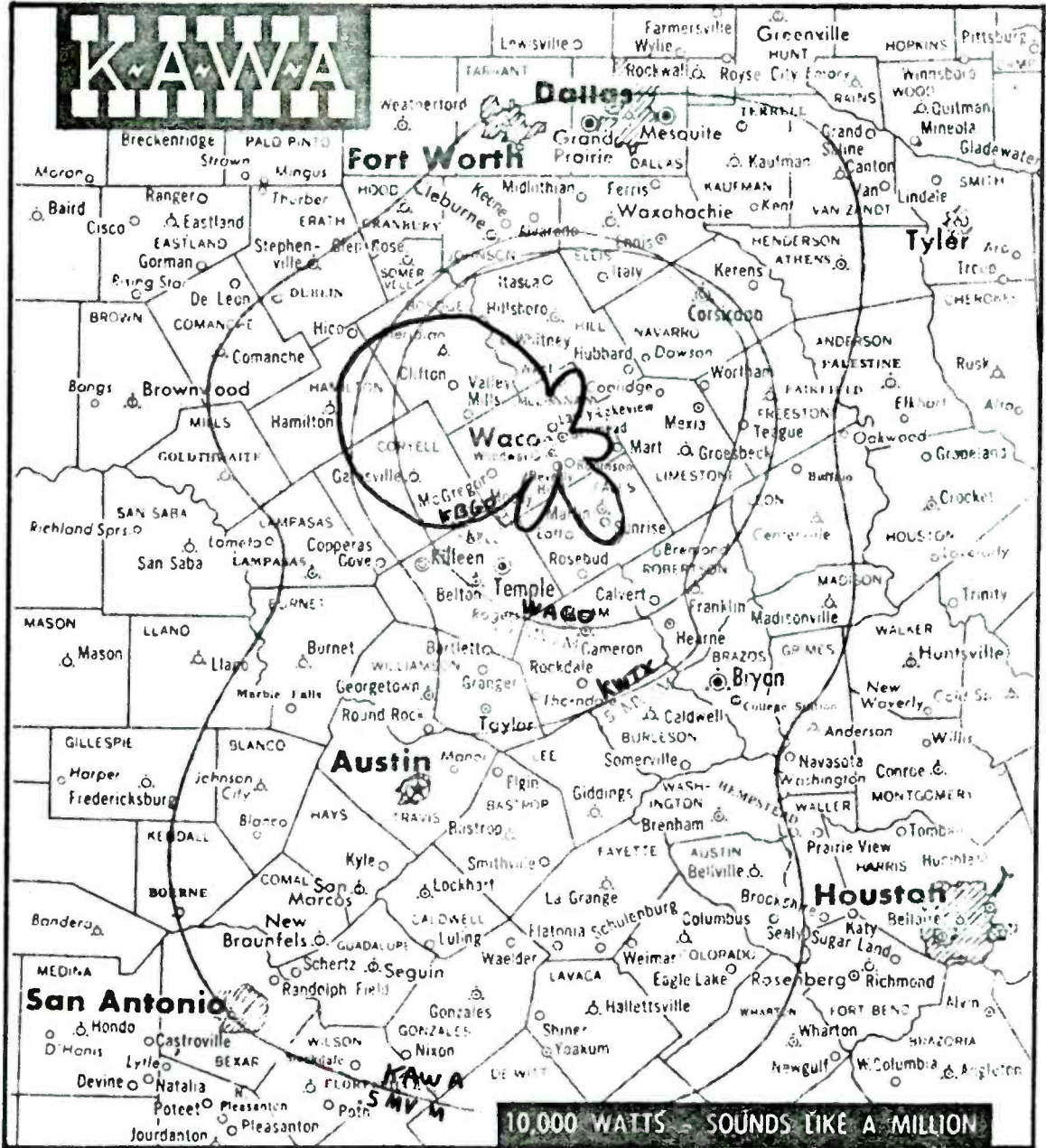
1,000 Watts Clear Channel
Coverage of the Golden
Triangle at 1510 KC

PHONE
985-2543

3333 - 25th St.
PORT ARTHUR, TEXAS

Buy The Middle Market -- Buy K-A-W-A Radio Station 1010

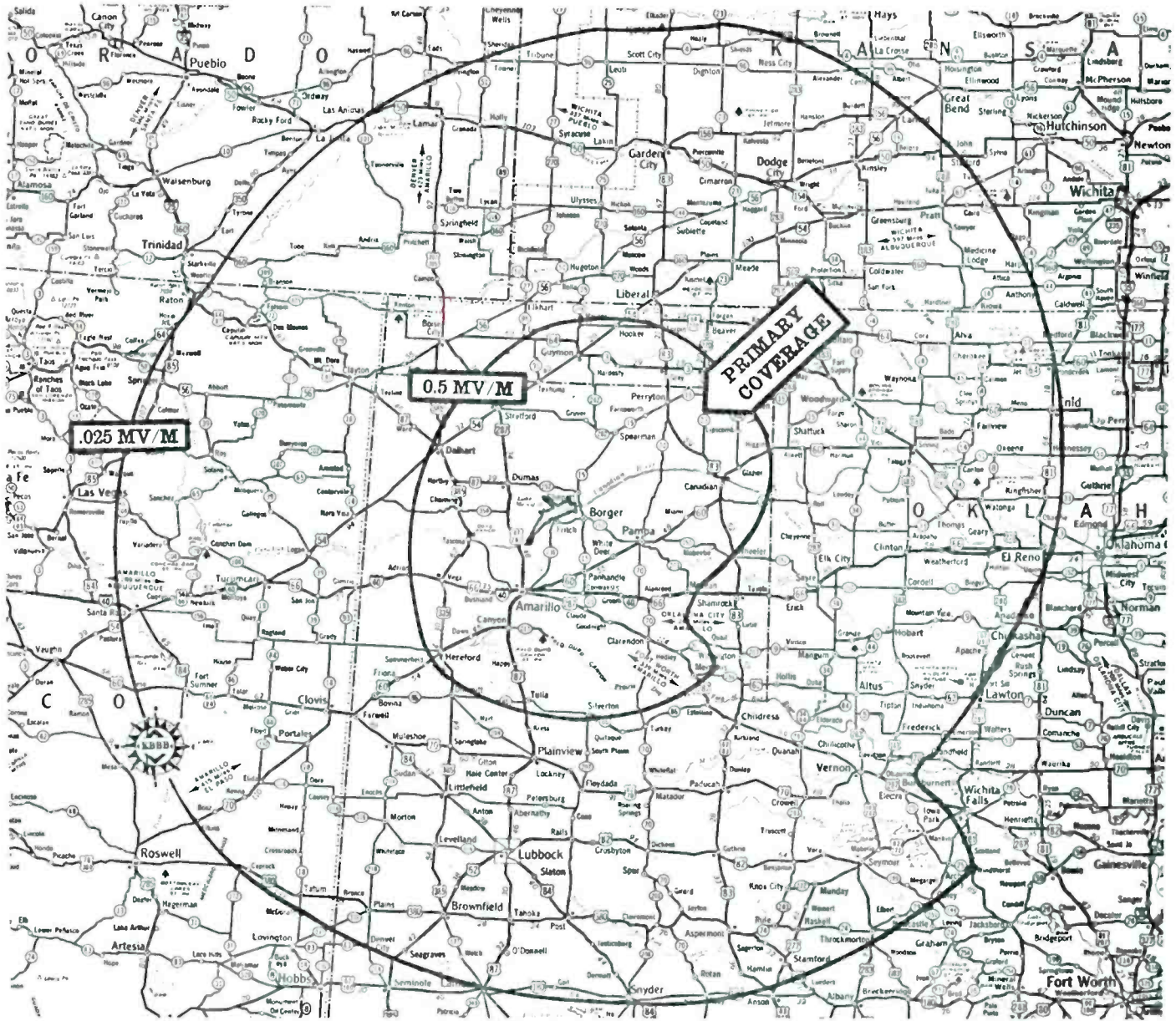
Studios and Offices 806 Austin Ave., Waco, Texas



COMPARATIVE COVERAGE OF WACO RADIO STATIONS

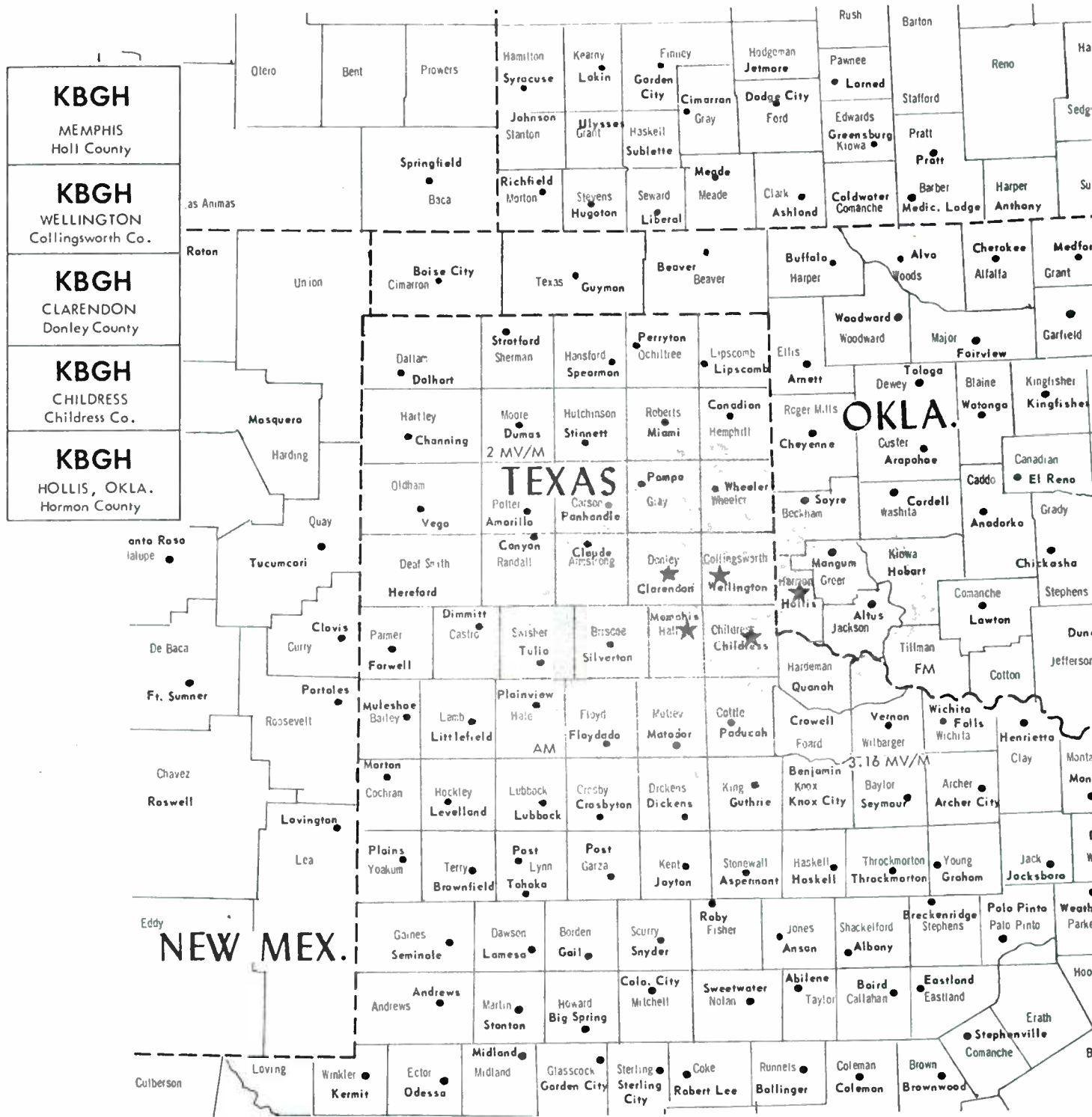
Station	KAWA	KWTX	WACO	KRGO
Watts of Power	10,000	1,000	1,000	1,000

KBBB 1600 *Borger, Texas*



5,000 WATTS
NON-DIRECTIONAL
IN THE HEART OF LAKE MEREDITH LAND

Studios and Offices in 5 Cities – 5 Counties



MARKET DATA – PRIMARY SIGNAL AREA (0.3 MV/M)

Here are the figures:

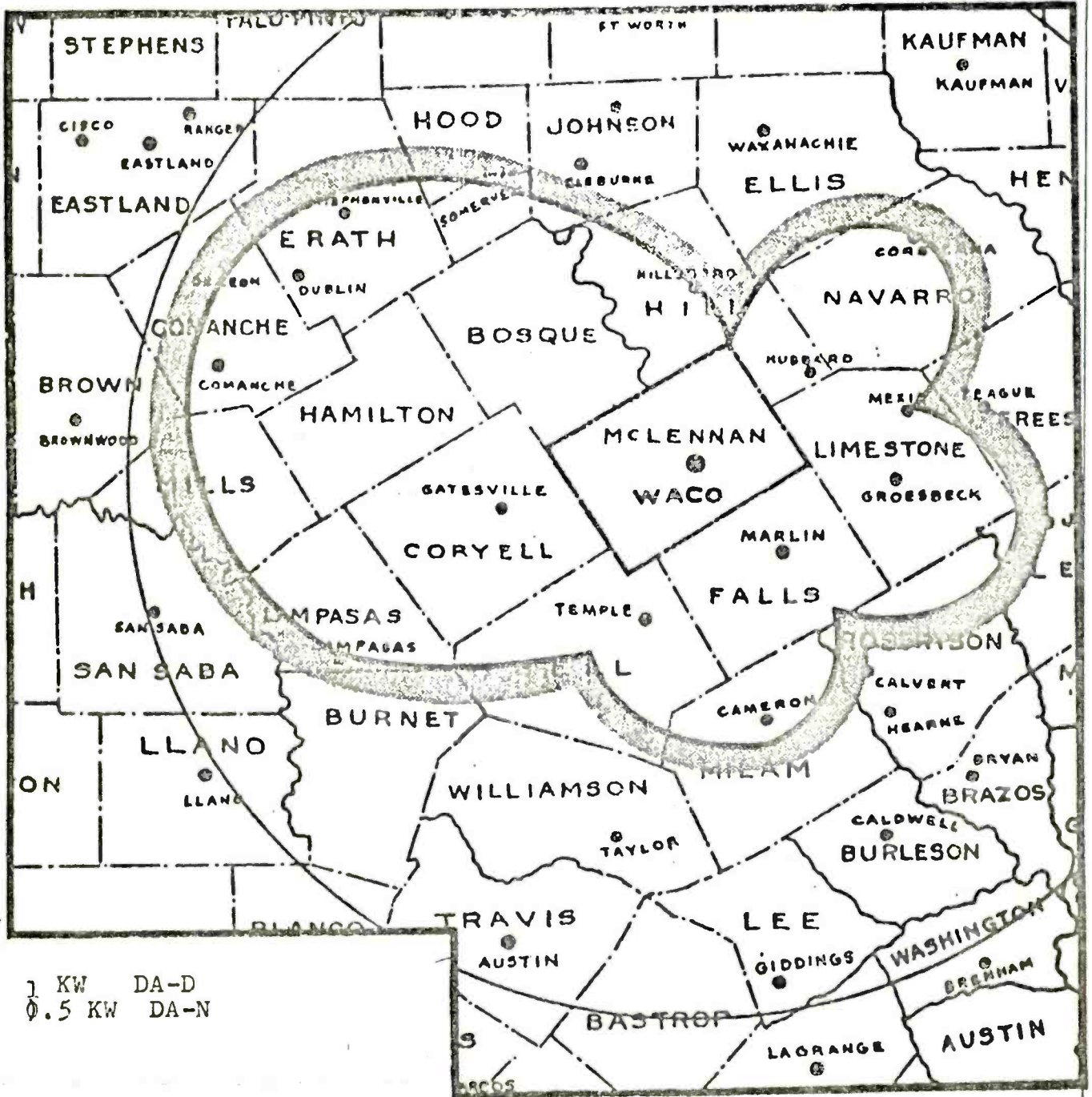
Population	262,000	Gen. Mdse. Sales	\$ 30,187,000
Households	78,900	Apparel Sales	\$ 22,735,000
Consumer Spendable Income	\$593,242,000	Home Furn. Sales	\$ 19,330,000
Retail Sales	\$427,746,000	Automotive Sales	\$ 96,390,000
Food Sales	\$ 91,885,000	Farm Population	37,545
Drug Sales	\$ 15,712,000	Gross Farm Income	\$219,718,000

Source: SRDS October 1, 1966

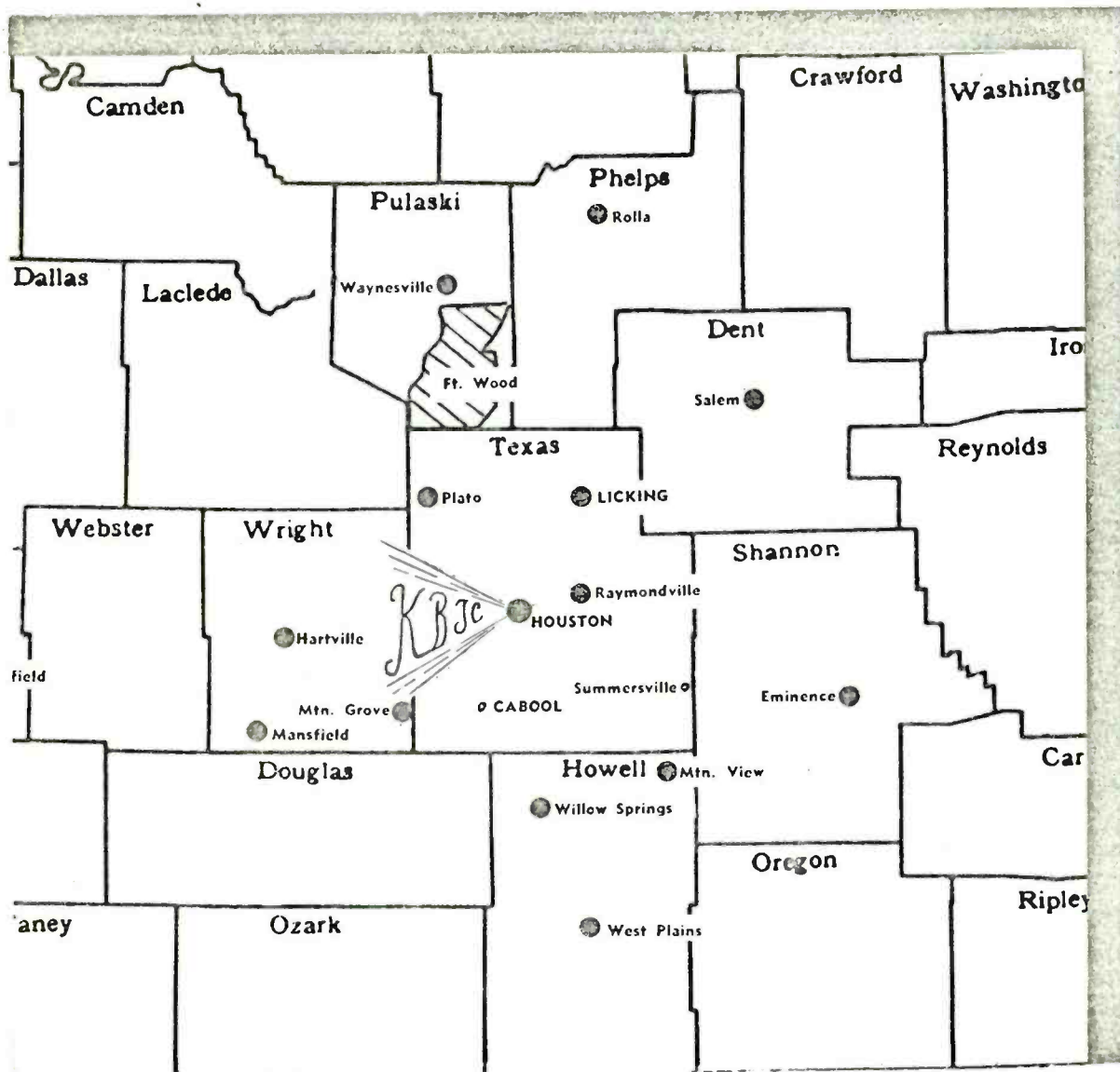
Covering the Big Heart of Texas

K B G O

1580 *Swinging Country*



1 KW DA-D
0.5 KW DA-N

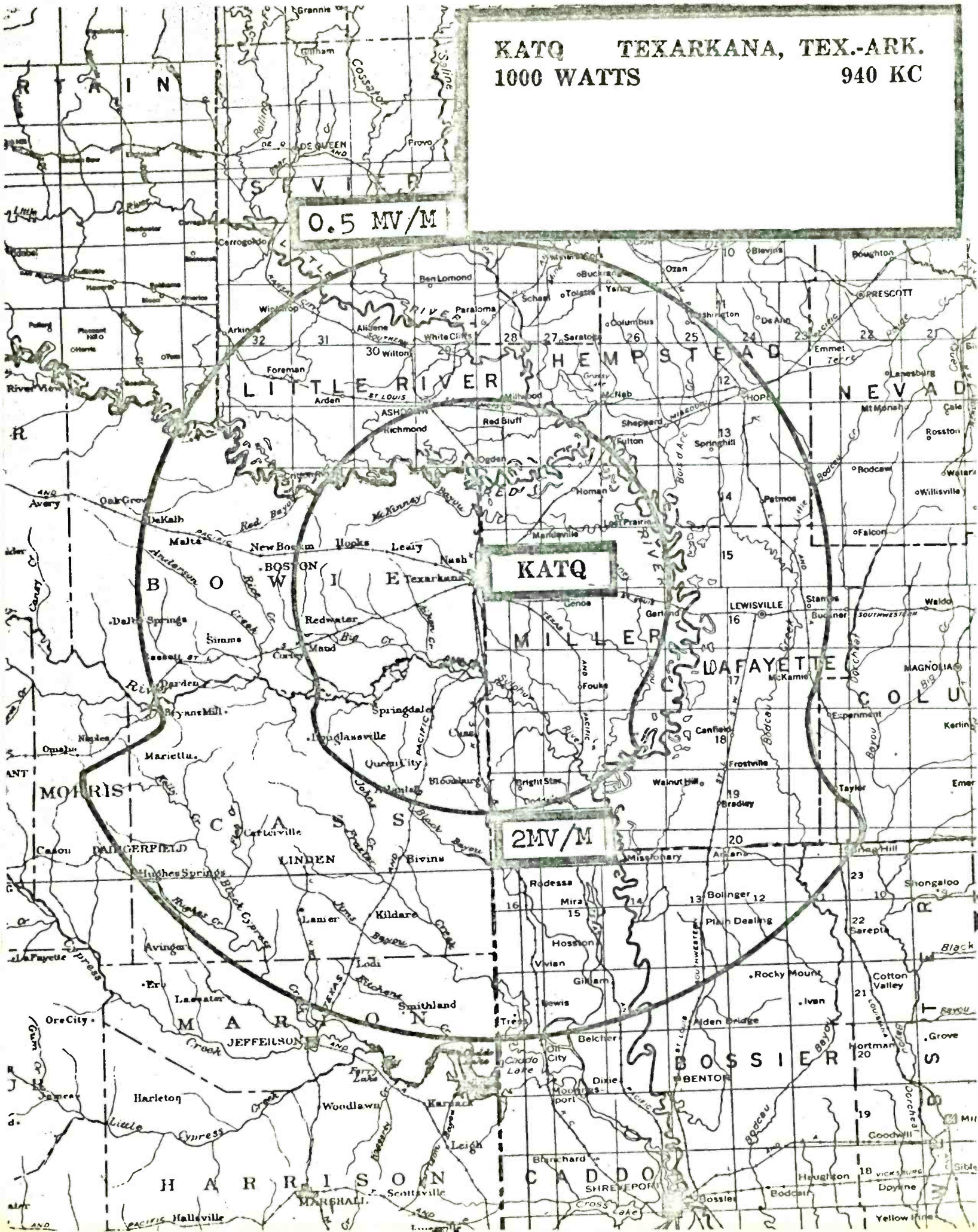


KATQ TEXARKANA, TEX.-ARK.
1000 WATTS 940 KC

0.5 MV/M

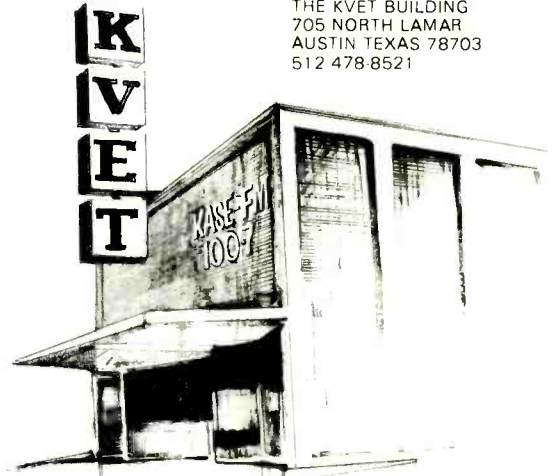
KATQ

2MV/M



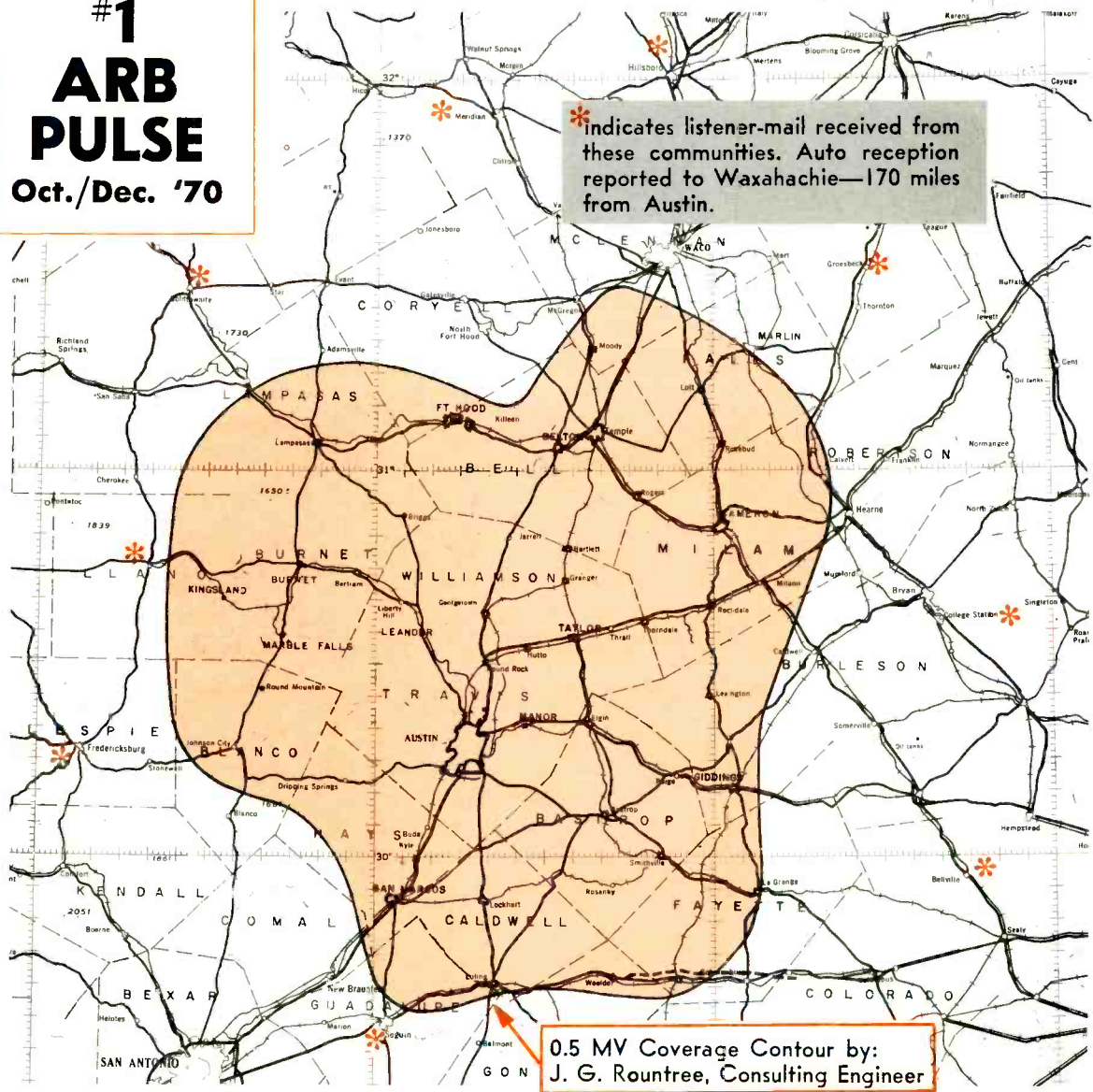
KVET COVERAGE MAP

THE KVET BUILDING
705 NORTH LAMAR
AUSTIN TEXAS 78703
512 478-8521



- Frequency** — 1300 kcs. RADIO 13
- Hours** — 24-seven days weekly - KVET never signs off
- Power** — Austin's only full-time country music AM radio station covering 11,000 square miles of Texas with 5,000 watts of power.

**#1
ARB
PULSE**
Oct./Dec. '70



THE COUNTRY GIANT

KVET

24 HOURS

6-9	Jerry Gee	4- 7	Pete Grady
9-1	Sammy (Geesinslaws) Allred	7-12	Rusty Gordon
1-4	Bobby Gold	12- 6	Mike Gamble

KVET RATE CARD No. 10

Effective 7-1-71

National Sales Representatives
McGAVREN-GUILD-PGW RADIO

KVET-RADIO 13

Austin's only full time
country music AM radio station
covering 11,000 square miles of
Texas with 5,000 watts of power



KASE-FM 100.7

Never more than
one minute away
from big band
stereo music

KVET BROADCASTING COMPANY INCORPORATED
705 NORTH LAMAR
AUSTIN TEXAS 78703
512 478-8521

WEEKLY PLANS

AA

A

6-9:30 A.M., 11:30 A.M.- 1 P.M. & 3:30-7 P.M.
Mon.-Sat.

5-6 A.M., 9:30-11:30 A.M., 1-3:30 P.M.,
7-10 P.M., Mon.-Sat. 5 A.M.- Mid. Sunday

60
SEC.

5X
10X
20X
30X
40X

EACH

WEEKLY

EACH

WEEKLY

11.45
11.15
10.85
10.50
10.20

57.25
111.50
217.00
315.00
408.00

9.50
9.20
8.80
8.60
8.30

47.50
92.00
176.00
258.00
332.00

30
SEC.

5X
10X
20X
30X
40X

EACH

WEEKLY

EACH

WEEKLY

8.95
8.65
8.35
8.05
7.75

44.75
86.50
167.00
241.50
310.00

7.25
6.95
6.65
6.35
6.05

36.25
69.50
133.00
190.50
242.00

RUN OF SCHEDULE

10X
20X
30X
40X

WEEKLY

	:60	:30	:10
10X	9.50	6.50	4.25
20X	8.75	6.00	4.00
30X	8.25	5.50	3.75
40X	7.00	5.00	3.50

TWELVE MONTHS CONTRACT

5% DISCOUNT

Frequency discounts earned only by commitment in advance. Schedules not completed within prescribed periods will be short-rated.

MONTHLY PACKAGE PLANS

60
SEC.

100
150
200

1/3AA - 1/3A - 1/3B

EACH

MONTHLY

6.50	Limit— 6 per day	650.00
6.25	" — 9 " "	937.50
6.00	" — 12 " "	1,200.00

NEWS AT :13-5 Min.

14.00 1/2-9.00

REMOTES ON REQUEST

B Classification — Mon.—Sat.
10:00 P.M. — 5:00 A.M.
50% of AA rates

30
SEC.

100
150
200

4.95	Limit— 6 per day	495.00
4.75	" — 9 " "	712.50
4.50	" — 12 " "	900.00

POLITICAL — regular rates —
cash in advance — ten seconds &
station personalities excluded

KVET & KASE COMBINATION PACKAGE

Two Completely Different Buying Audiences Spread Over Two Months

	KVET	+	KASE	Cost Per Announcement	Cost Per Month	Total
:60	100		100	4.50	450.00	900.00
:30	100		100	3.50	350.00	700.00



T
A
W

RADIO

BRYAN, TEXAS

LOCAL RATE CARD

Number 23-A

REPRESENTATIVES

SAVALLI

GATES INC



7 West 44th Street, New York, N. Y. 10036

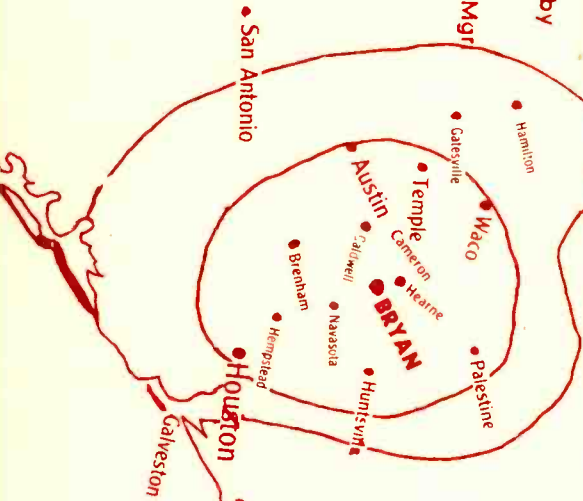
NEW YORK
CHICAGO
ATLANTA

DALLAS
LOS ANGELES
SAN FRANCISCO

1150 KC REGIONAL — 1000 WATTS

Owned and Operated by
RADIO BRYAN, INC.
Bill Watkins, Pres.-Gen. Mgr

Mobile Avenue
P. O. Box 3008
Bryan, Texas



TRADE AREA COVERAGE

WTAW Radio covers the entire area bounded by Houston, Austin, and Waco. WTAW Radio is the only media completely covering this area from within . . . and since 1922 WTAW has earned the listener's loyalty.

INNER CIRCLE

0.5 MVM Contour - John Barron, Engineer, Washington, D. C. Measured power intensity to establish primary coverage

OUTER CIRCLE

Consistent verified reception and listener response to WTAW Radio is found within this circle's area.

WITHIN 0.5 MVM CONTOUR

Total Population	2,500,000
Brazos County	55,631
Total Farm Population	315,457
Radio Homes	282,068
Passenger Cars	289,593

W T A W RADIO

LOCAL RATE CARD
NUMBER 23-A

CLASS AAA - 6 to 9 am — 12 to 1 pm — 4 to 6:30 pm

CLASS AA - All Others

FIXED TIMES

Minutes		30 Seconds	
Each	Weekly	Each	Weekly
6 - 4.35		6 - 3.80	
18 - 3.90	70.20	18 - 3.50	63.00

10 DAY B T A

Minutes		30 Seconds	
Each	Weekly	Each	Weekly
10 - 3.20	32.00	10 - 2.80	28.00
30 - 2.90	87.00	30 - 2.55	76.50
60 - 2.80	168.00	60 - 2.25	135.00
80 - 2.65	212.00	80 - 1.95	156.00

MONTHLY PACKAGE

Minutes		30 Seconds	
Each	Total	Each	Total
100 - 2.80	280.00	100 - 2.25	225.00
200 - 2.55	510.00	200 - 1.95	390.00
300 - 2.25	675.00	300 - 1.75	525.00

13-WEEK PACKAGE

Minutes	Each
5 per week	- 3.25
10 per week	- 3.05
20 per week	- 2.90

30 Seconds	Each
5 per week	- 2.80
10 per week	- 2.60
20 per week	- 2.35

26-WEEK PACKAGE

Minutes	Each
5 per week	- 3.00
10 per week	- 2.80
20 per week	- 2.60

30 Seconds	Each
5 per week	- 2.60
10 per week	- 2.35
20 per week	- 2.15

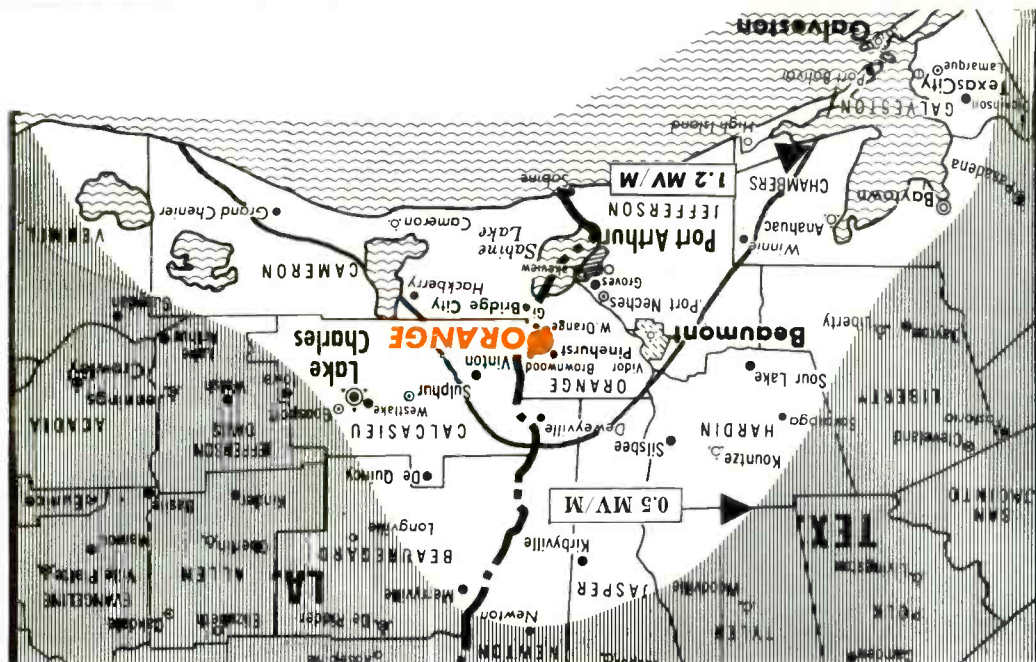
12 MONTH PACKAGE

Minutes	Each
250	- 3.10
520	- 2.85
1040	- 2.50
2000	- 2.25

30 Sec.	Each
250	- 2.60
520	- 2.35
1040	- 2.05
2000	- 1.75

NIGHT TIME MINUTES

	1 Week	8 Weeks	13 Weeks	26 Weeks	52 Weeks
1 Spot	1.75	1.65	1.50	1.25	1.10
5 Spots	1.50	1.45	1.30	1.15	1.00
10 Spots	1.25	1.15	1.00	.90	.80
20 Spots	1.10	1.00	.90	.80	.70



COUNTRY RADIO 160

K O G T

OWNED BY: SABINE AREA BROADCASTING CORPORATION

P. O. BOX 1329

ORANGE, TEXAS 77630

TELEPHONE 883-4381

ED LOVELACE
PRESIDENT & GENERAL MANAGER

RETAIL CARD No. 12
Effective: July 1, 1972

1000 Watts

1600 Kc.

MONTHLY RATES

Spot Announcements—Specified Times

TIME CLASSES:

CLASS AAA.....	6-10 a.m. & 3-7 p.m. M thru F
CLASS AA.....	5-6 a.m. & 10 a.m.-3 p.m. Mon. thru Fri. Before 7 p.m. Sat. & Sun.
CLASS A.....	7 p.m. - 12 mn.

CLASS AAA

Length	1x	25x	50x	75x	100x	125x
Minute	\$7.00	\$6.50	\$6.00	\$5.50	\$5.00	\$4.50
30 Sec.....	6.00	5.50	5.00	4.50	4.00	3.50
10 Sec.....	4.00	3.75	3.50	3.25	3.00	2.75

CLASS AA

Minute	6.00	5.50	5.00	4.50	4.00	3.50
30 Sec.....	5.00	4.50	4.00	3.50	3.00	2.50
10 Sec.....	3.00	2.75	2.50	2.25	2.00	1.75

CLASS A

Minute	4.00	3.70	3.40	3.10	2.80	2.50
30 Sec.....	3.00	2.70	2.40	2.10	1.80	1.50
10 Sec.....	2.00	1.80	1.60	1.40	1.20	1.00

DISCOUNTS TO BUYERS:

13 continuous weeks	5%
26 continuous weeks	10%
39 continuous weeks	15%
52 continuous weeks	20%

(This applies to announcements only)

PROGRAM RATES:

Quoted on Request

MONTHLY SATURATION PACKAGES

Frequency	Per Spot	Monthly
SIXTIES		
50	\$4.00	\$200.00
75	3.75	281.25
100	3.50	350.00
150	3.00	450.00
200	2.50	500.00
THIRTIES		
50	\$3.50	\$175.00
75	3.25	243.75
100	3.00	300.00
150	2.50	375.00
200	2.00	400.00

DAILY SATURATION PACKAGES

SIXTIES		
5	\$5.25	\$26.25
10	5.00	50.00
15	4.75	71.25
20	4.50	90.00

THIRTIES

5	\$4.75	\$23.75
10	4.50	45.00
15	4.25	63.75
20	4.00	80.00

10 Second Rate: 50% of 60's

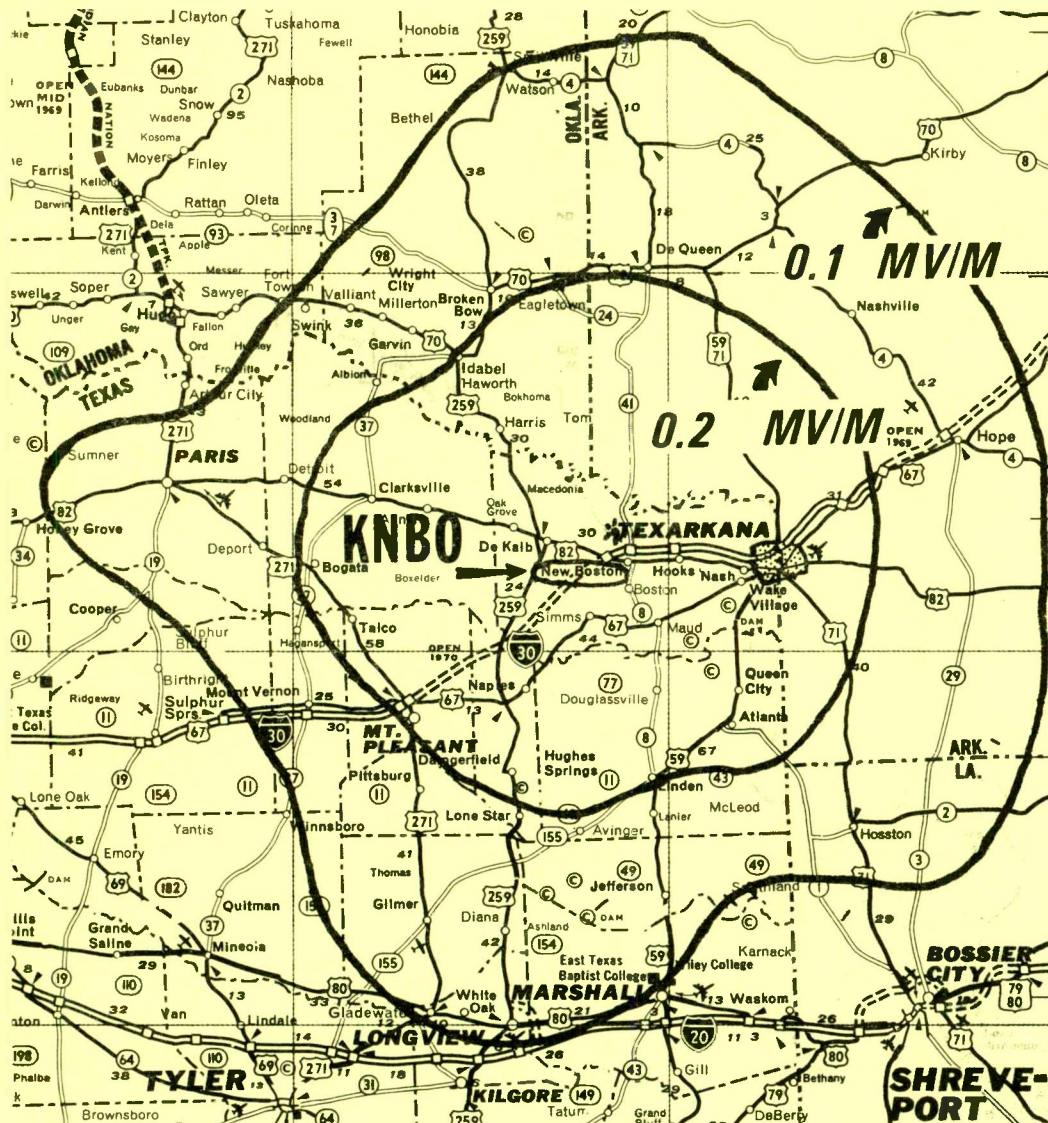
PERSONALITY ANNOUNCEMENTS

DICK CORDER: \$10.00 each

BARBARA WAITS

J. C. WHITE

"SARGE" LEDFORD: \$6.00 each



PROUDLY SERVING Over 500,000
Texas, Arkansas, Oklahoma and Louisiana Listeners
.....and COVERING over 150 miles of Interstate 30

1000 WATTS

Daytime Regionally
CLEAR CHANNEL



1530 KHZ

Daytime Regionally
CLEAR CHANNEL

P. O. Box 848

NEW BOSTON, TEXAS 75570

New Boston
Phone
628-2561



Area Code 214

Texarkana
Phone
792-7608

MARKET DATA

	Within 0.2 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population.....	200,004	309,965
Total Households.....	57,440	75,400
Total Radio Homes.....	43,418	72,100
Total Passenger Cars.....	78,370	113,010
Spendable Income.....	\$ 807,291,000	\$ 527,917,000

RETAIL DATA

Food Sales.....	\$ 65,478,000	\$ 93,345,000
Drug Sales.....	\$ 9,275,000	13,623,000
General Merchandise.....	\$ 28,573,000	33,506,000
Apparel Stores.....	\$ 15,833,000	21,521,000
Home Furnishings.....	\$ 12,220,000	18,088,000
Automotive Sales.....	\$ 59,845,000	88,718,000
Filling Stations.....	\$ 24,737,000	30,518,000
TOTAL RETAIL SALES.....	\$ 215,961,000	\$ 299,319,000

FARM DATA

Farm Population.....	15,800	23,800
Farm Households.....	12,300	18,800
Farm Radio Homes.....	12,000	18,000
TOTAL FARM INCOME.....	\$ 44,512,000	\$ 239,954,000

SOURCE: SRDS Consumer Market Data and The Texas Almanac

KNBO **RADIO**
"The Professional"
SOUND

COUNTRYPOLITAN MUSIC FOR FOUR STATES

COMPLETE NEWS AND SPORTS FOR BOWIE COUNTY
TEXAS STATE NETWORK UPI WIRE SERVICE DALLAS COWBOY FOOTBALL

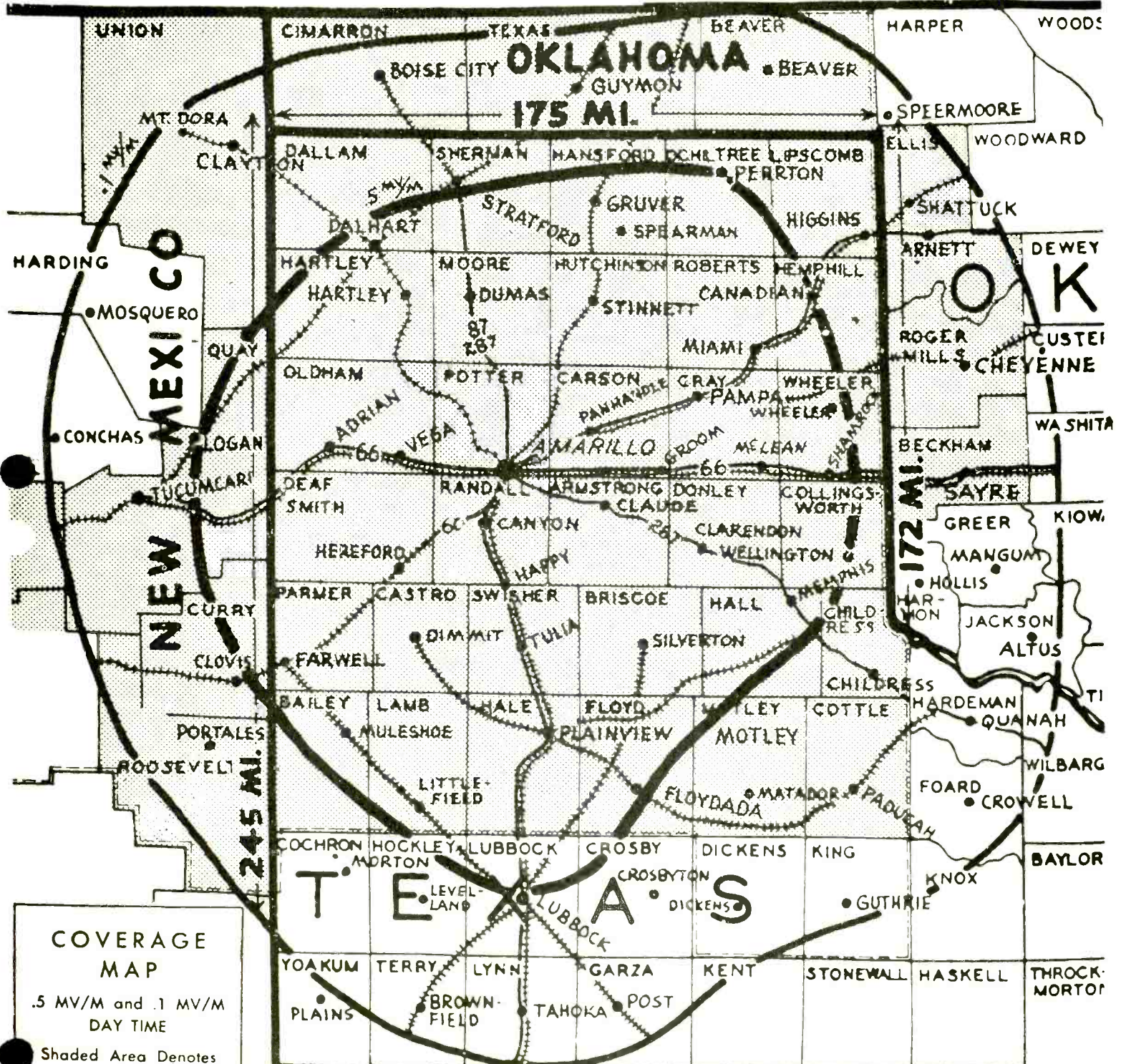
KPUR

KPUR



THE BIG KAPER

5000 WATTS • 1440 K.C. • P.O. BOX 128 • AREA CODE 806 DR 4-1637 • AMARILLO, TEXAS 79105



COVERAGE MAP

.5 MV/M and .1 MV/M DAY TIME

Shaded Area Denotes Amarillo Trade Area

Serving 33 Counties Since 1939
KPUR RADIO
Amarillo, Texas



10,000 WATTS
 A-B-C
 990 KC

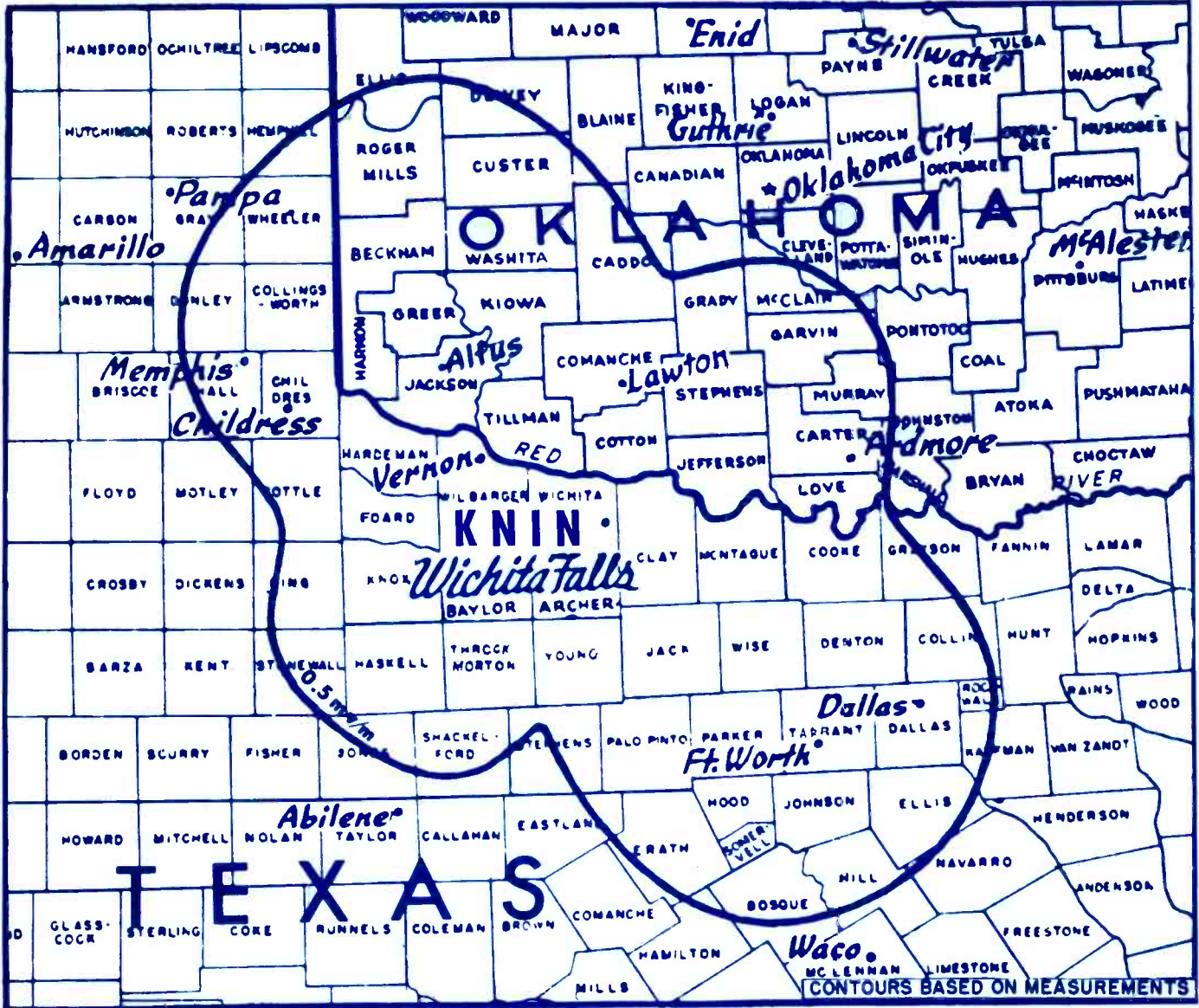
K·N·I·N

P. O. BOX 787
 TELEPHONE 723-0791

Wichita Falls, Texas

COVERAGE MAP

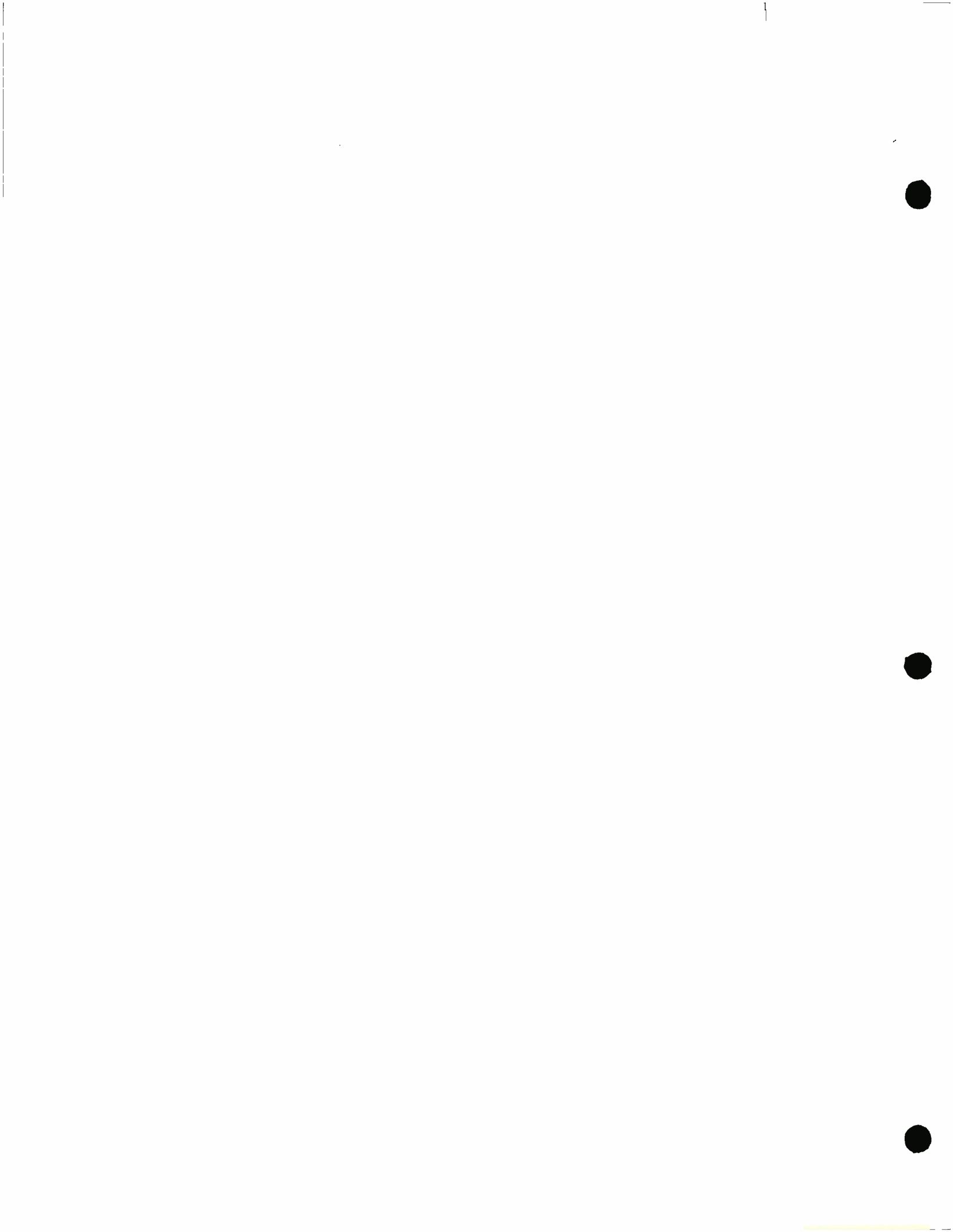
"WICHITA FALLS' MOST POWERFUL RADIO STATION"

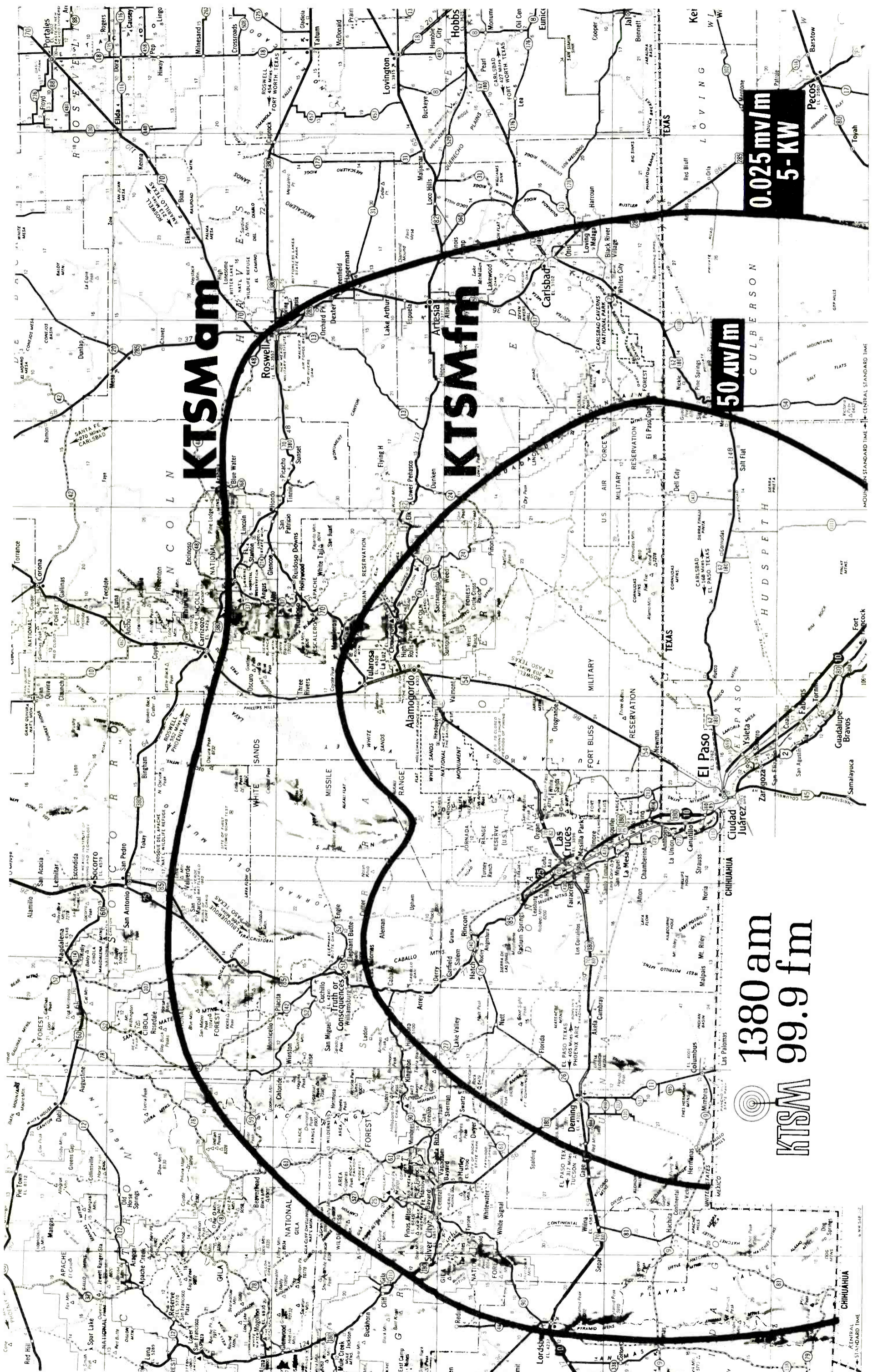


MARKET DATA

ACTIVITIES IN WICHITA FALLS .5 mv/m COVERAGE AREA

POPULATION	2,257,800
FAMILIES	721,820
RETAIL SALES	\$3,177,518,000
FOOD STORE SALES	\$ 650,388,998
DRUG STORE SALES	\$ 89,962,831
GEN'L MDSE. SALES	\$ 383,818,832
FARM POPULATION	380,396
GROSS FARM INCOME	\$ 498,649,996





KTSM am

KTSM fm

50 μv/m

**0.025 mv/m
5-KW**

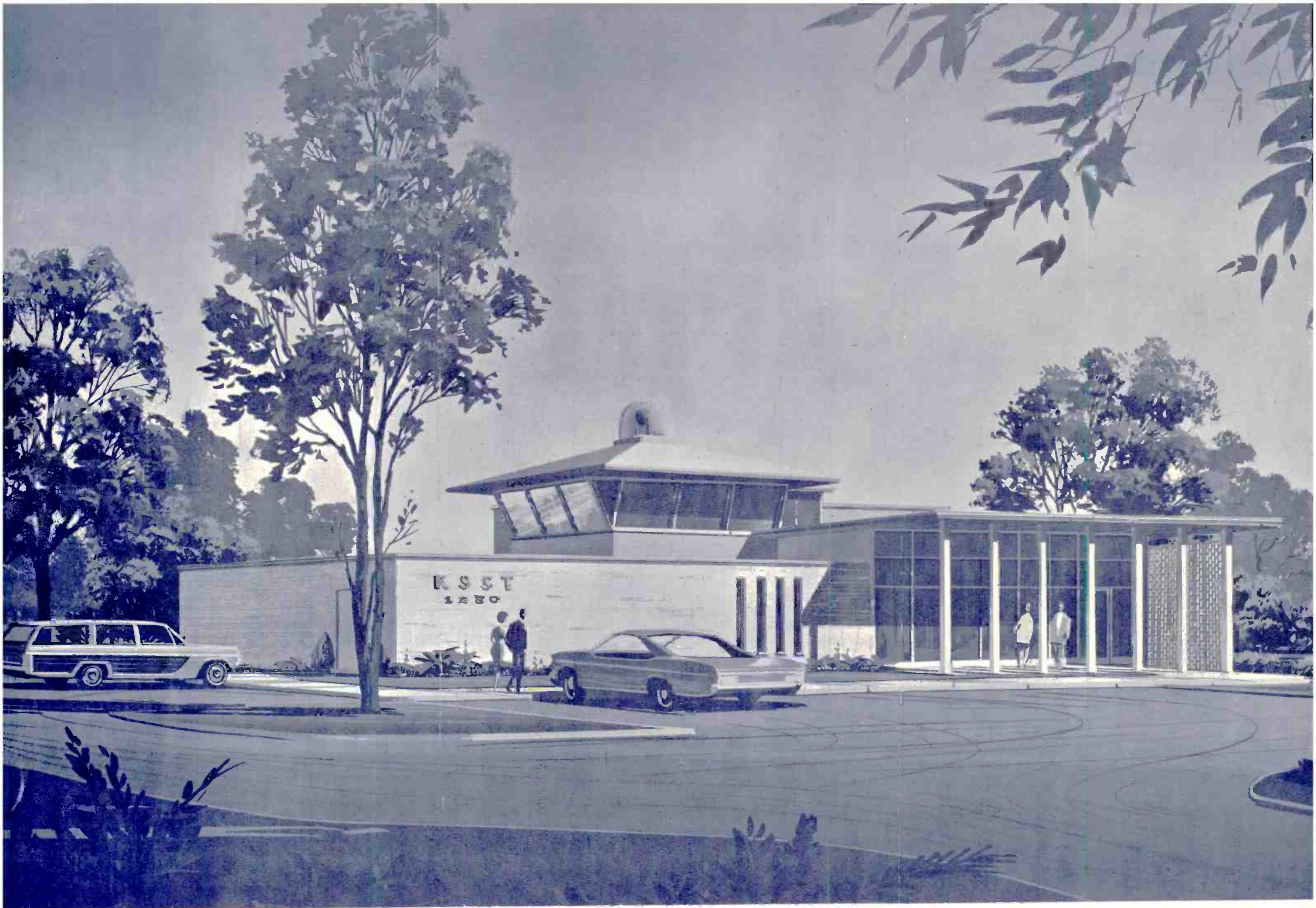
1380 am

KTSM 99.9 fm



1:50,000
CENTRAL STANDARD TIME

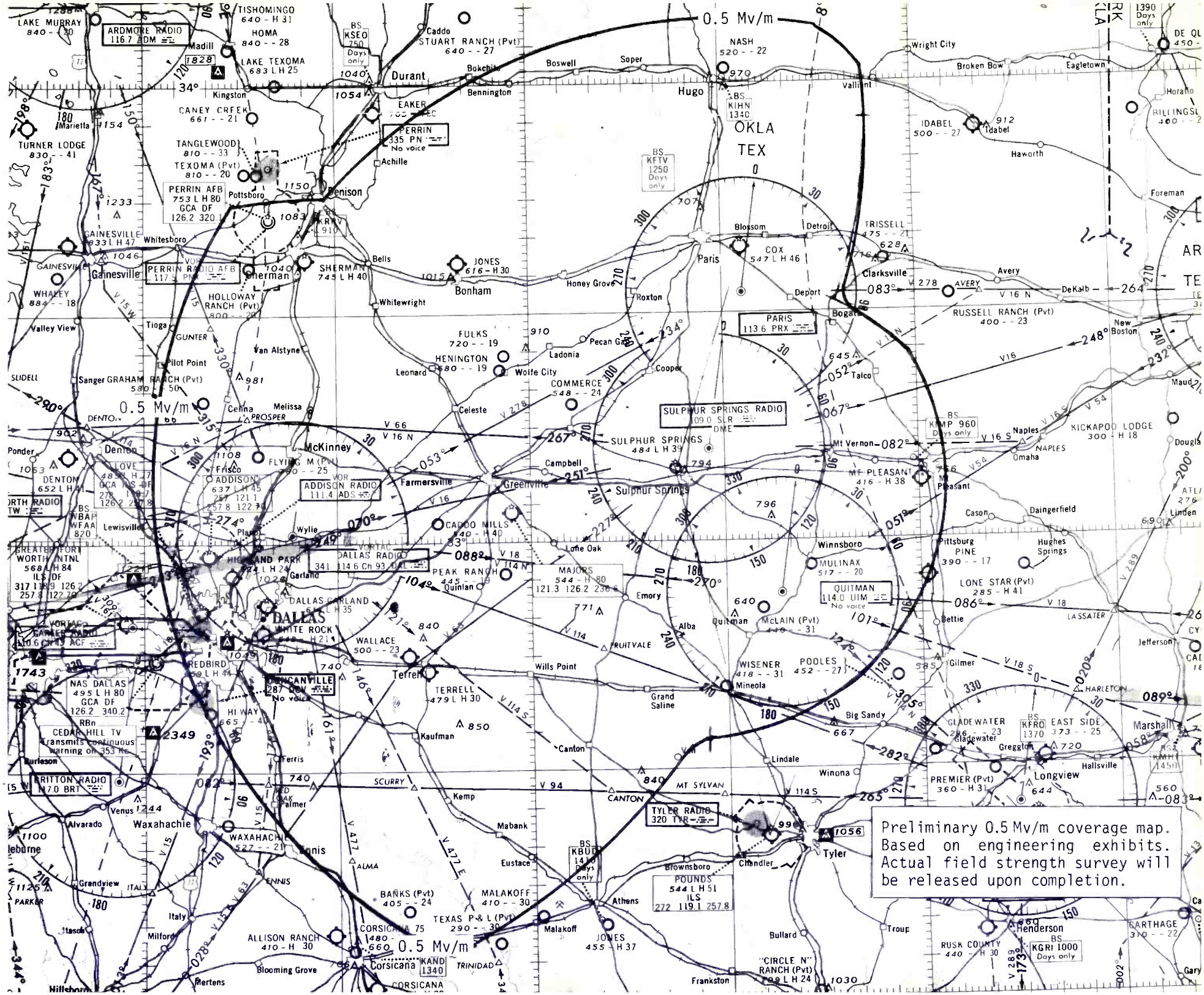




KsSt

1230 ON YOUR DIAL

P. O. Box 284
Sulphur Springs, Texas 75482

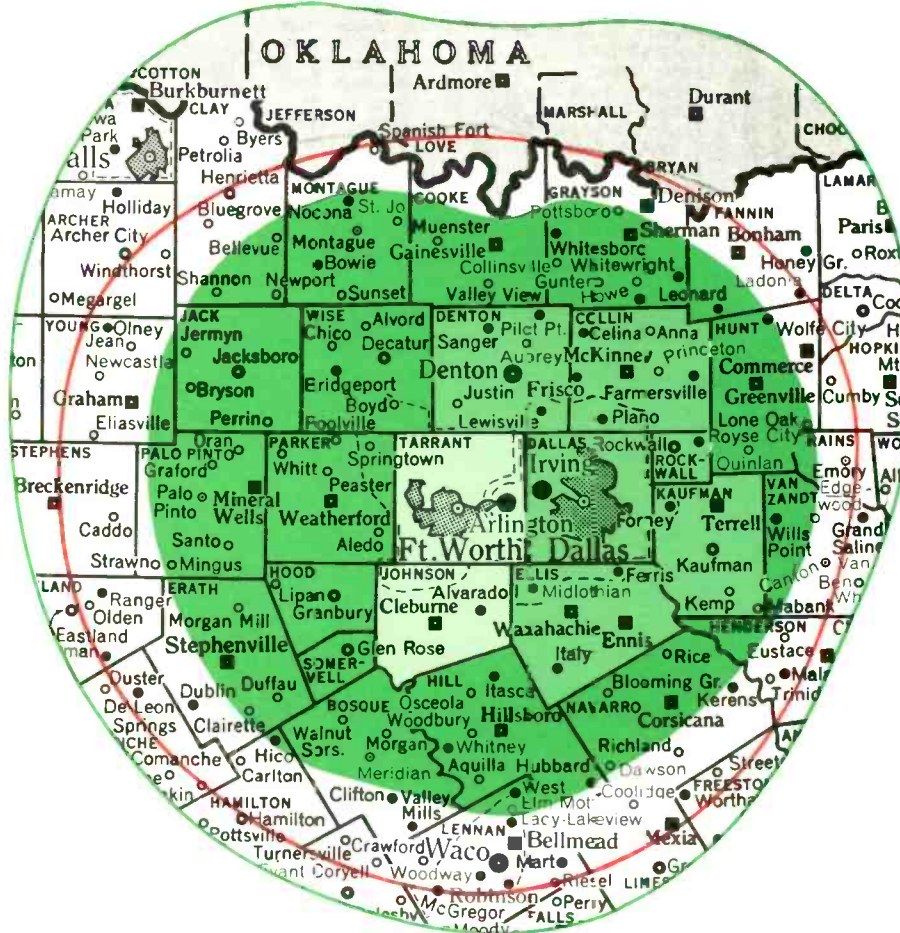


Preliminary 0.5 Mv/m coverage map. Based on engineering exhibits. Actual field strength survey will be released upon completion.

KXOL COVERAGE MAP

KXOL AM 1360 KHz
5,000 WATTS DAY—
1,000 WATTS NIGHT

KXOL FM 99½
100,000 ERP—VERTICAL & HORIZONTAL
99.5 MHz



	FORT WORTH METRO AREA		PRIMARY COVERAGE
	DALLAS METRO AREA		SECONDARY COVERAGE

KXOL AM 1360

FM COVERAGE

KXOL FM 99.5

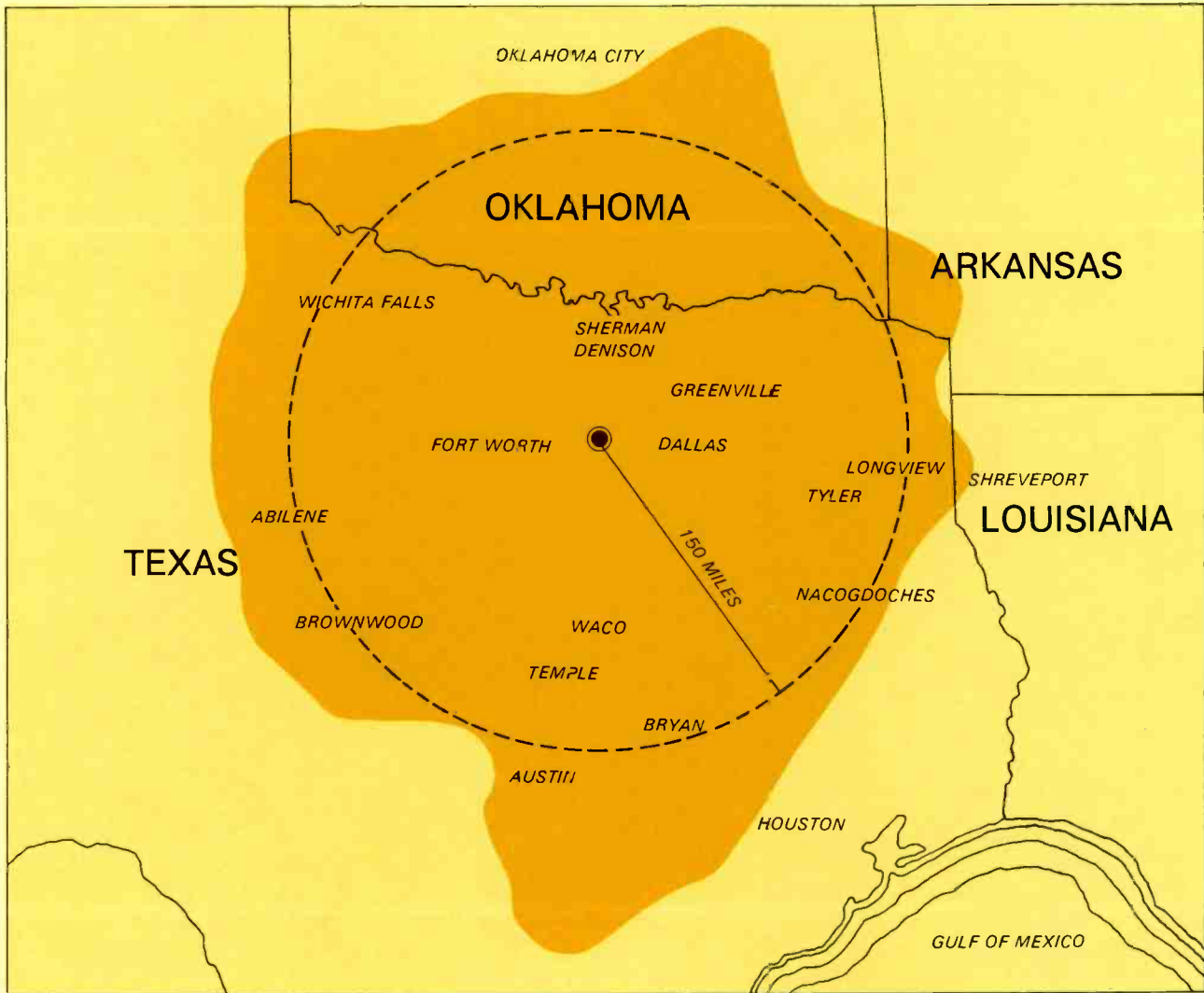
KXOL RADIO

1705 WEST SEVENTH ST. FORT WORTH, TEXAS 76101 FORT WORTH (817) 335-4841
DALLAS (214) 268-2434





WBAP 820 RADIO PRIMARY COVERAGE AREA (0.5 mv/v)



Primary Area Coverage Highlights:*

POPULATION: 5,828,158
 HOUSEHOLDS: 1,854,300
 RETAIL SALES: \$9,780,855,000
 DISPOSABLE PERSONAL INCOME: \$16,073,406,000
 AVG. BUYING POWER PER HOUSEHOLD: \$6,262

WBAP Radio has the largest audience of any country music station in the world.

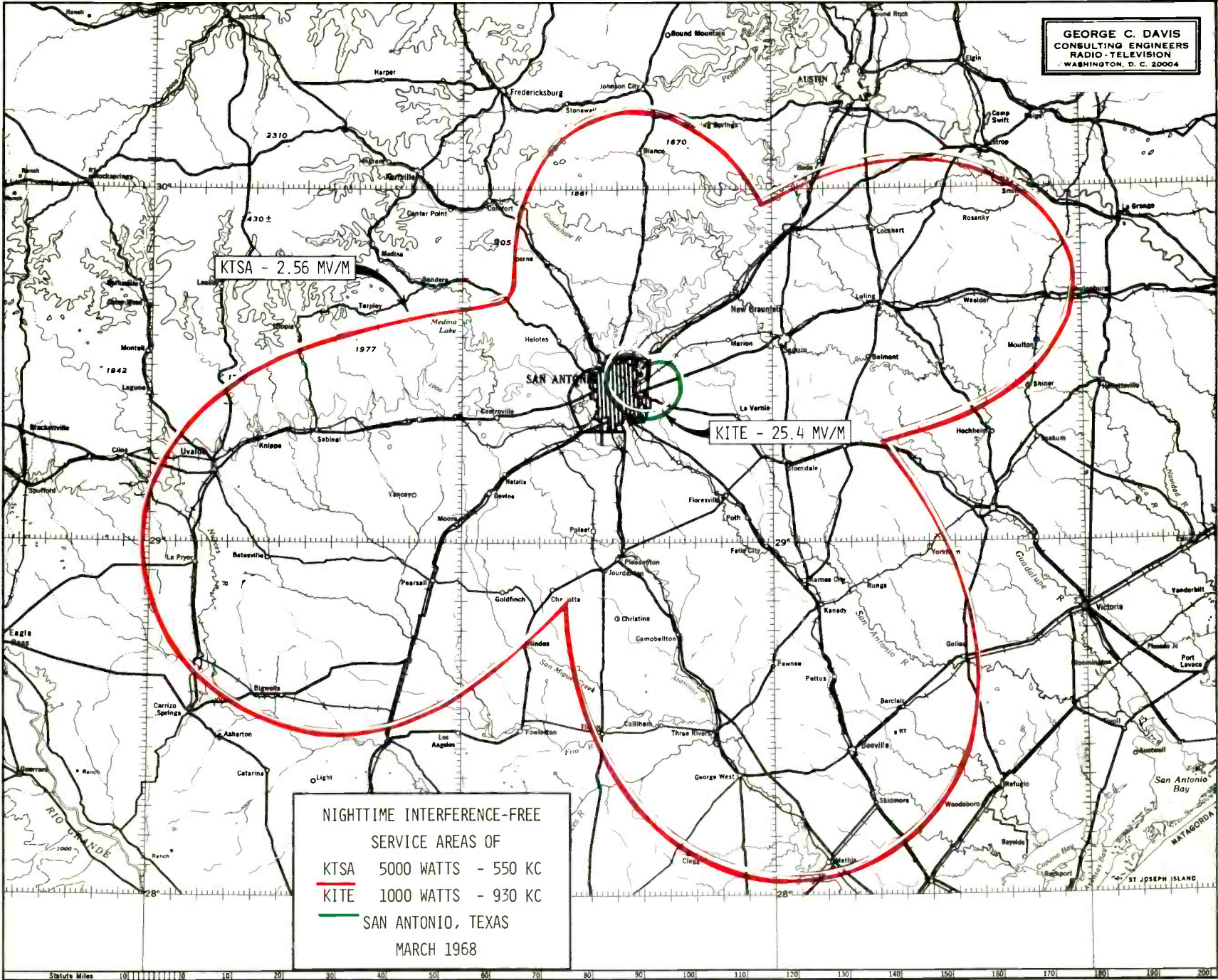
WBAP 820 RADIO

50,000 WATTS / CLEAR CHANNEL / NBC / FORT WORTH-DALLAS

*Source: U. S. Bureau of the Census 1970.
 1969 Estimates — Sales Management Magazine.



GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO - TELEVISION
WASHINGTON, D. C. 20004



K TSA - 2.56 MV/M

KITE - 25.4 MV/M

NIGHTTIME INTERFERENCE-FREE
SERVICE AREAS OF
K TSA 5000 WATTS - 550 KC
KITE 1000 WATTS - 930 KC
SAN ANTONIO, TEXAS
MARCH 1968

Statute Miles 100 110 120 130 140 150 160 170 180 190 200



FREQUENCY, **1150** KC **1,000** WATTS POWER

CBS RADIO NETWORK AFFILIATE FOR EL PASO, TEX.

KIZZ RADIO

Basic Program Schedule & Format

CBS Radio Network News, every hour on the hour, daily & Sunday.

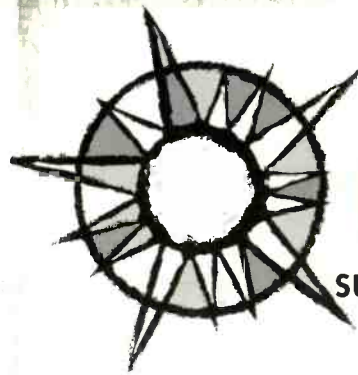
CBS Dimension Features, on the half-hour, daily & Sunday.

KIZZ Music Policy: Bright up-tempo standards and pops. No rock and roll. No background music.

LOCAL & REGIONAL NEWS: Headlines, sports and weather at 35 minutes past each hour. Emphasis on Texas and New Mexico coverage.

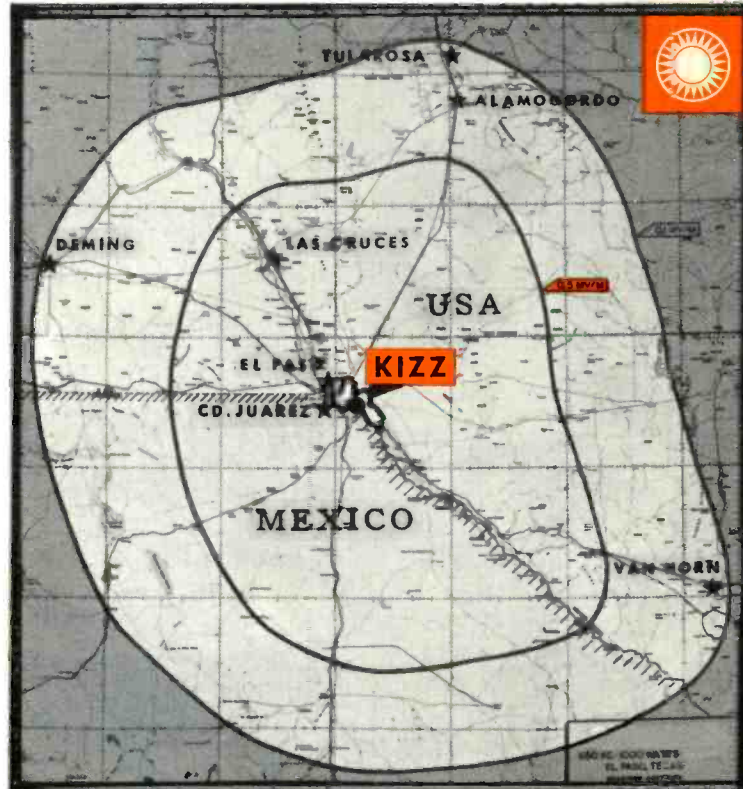
EDITORIAL POLICY: The management of KIZZ Radio regularly prepares for broadcast Editorials on Local Issues which are of interest to a large segment of the general public.

AUDIENCE INVOLVEMENT: Specializing in Talk-Conversation Programming, featuring Listener Phone-Ins.



KIZZ

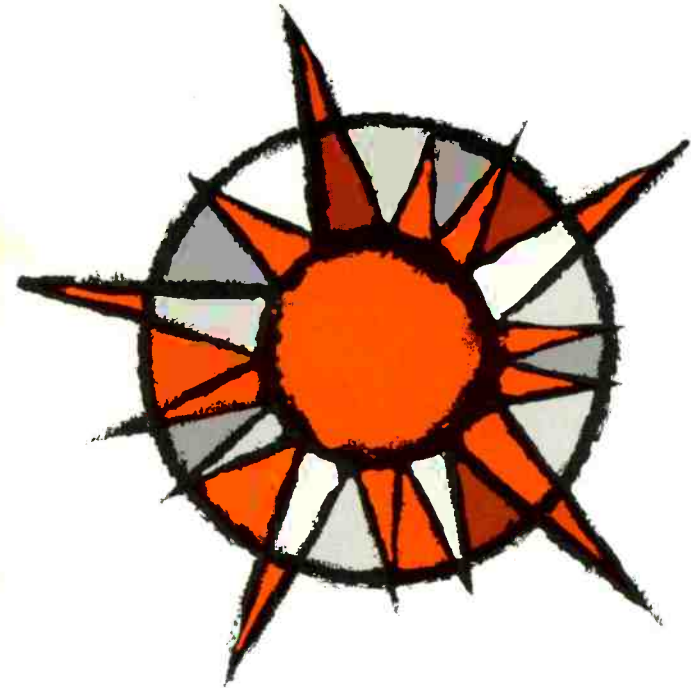
SUNLAND BROADCASTING
COMPANY, INC.



1150 kc - 1000 WATTS
EL PASO, TEXAS
MEASURED CONTOURS

Local and General
RATE CARD No. 4
Effective September 1, 1966

KIZZ FM
RATES IDENTICAL



KIZZ

RADIO 1150 kc
CBS RADIO FOR INTERNATIONAL CITY

SUNLAND BROADCASTING COMPANY, INC.
PHONE 772-5211

470 S. Glenwood/P. O. Box 10035/El Paso, Texas 79991

I. T. COHEN, President & Gen. Mgr.
CHARLES (ED) KITTEL, 1st Vice Pres.

ALL TIME CLASS "A"

SPECIAL MONTHLY PACKAGES, COMMERCIAL ANNOUNCEMENTS

(APPLICABLE TO ANNOUNCEMENTS USED WITHIN ANY 30-DAY PERIOD)

ONE-MINUTE ANN'TS			30-SECOND ANN'TS			10-SECOND ANN'TS		
QUAN.	PKG.	UNIT COST	QUAN.	PKG.	UNIT COST	QUAN.	PKG.	UNIT COST
30	\$96	\$3.20	30	\$72	\$2.40	30	\$48	\$1.60
60	\$180	\$3.00	60	\$135	\$2.25	60	\$90	\$1.50
120	\$336	\$2.80	120	\$252	\$2.10	120	\$168	\$1.40
180	\$468	\$2.60	180	\$351	\$1.95	180	\$234	\$1.30
240	\$576	\$2.40	240	\$432	\$1.80	240	\$288	\$1.20
300	\$660	\$2.20	300	\$495	\$1.65	300	\$330	\$1.10
360	\$720	\$2.00	360	\$540	\$1.50	360	\$360	\$1.00

YEARLY BULK PACKAGES

(APPLICABLE TO ANNOUNCEMENTS USED WITHIN ANY TWELVE-MONTH PERIOD)

QUANTITY	1-MINUTE	30-SECONDS	10-SECONDS
500	\$3.00 EA.	\$2.25 EA.	\$1.50 EA.
1000	\$2.80 EA.	\$2.10 EA.	\$1.40 EA.
1500	\$2.60 EA.	\$1.95 EA.	\$1.30 EA.
2000	\$2.40 EA.	\$1.80 EA.	\$1.20 EA.
3000	\$2.00 EA.	\$1.50 EA.	\$1.00 EA.

- SPONSORSHIP OF CBS RADIO NETWORK NEWS (WHEN AVAILABLE) AT CARD RATES.
- INQUIRE ABOUT SPECIAL NEWS PACKAGE AVAILABILITIES.

- ASSOCIATED BY OWNERSHIP with MAJOR RETAIL FOOD ORGANIZATION.
- ASK ABOUT OUR MERCHANDISING PLANS FOR TEST MARKET OR NEW PRODUCT LAUNCHING

(MAXIMUM OF 15 ANNOUNCEMENTS WILL BE SCHEDULED IN ANY ONE DAY FOR ANY ONE ADVERTISER)

OPEN RATES, ANNOUNCEMENTS

ONE MINUTE ANN'TS - \$4.00
 30 SECOND ANN'TS - \$3.00
 10 SECOND ANN'TS - \$2.00

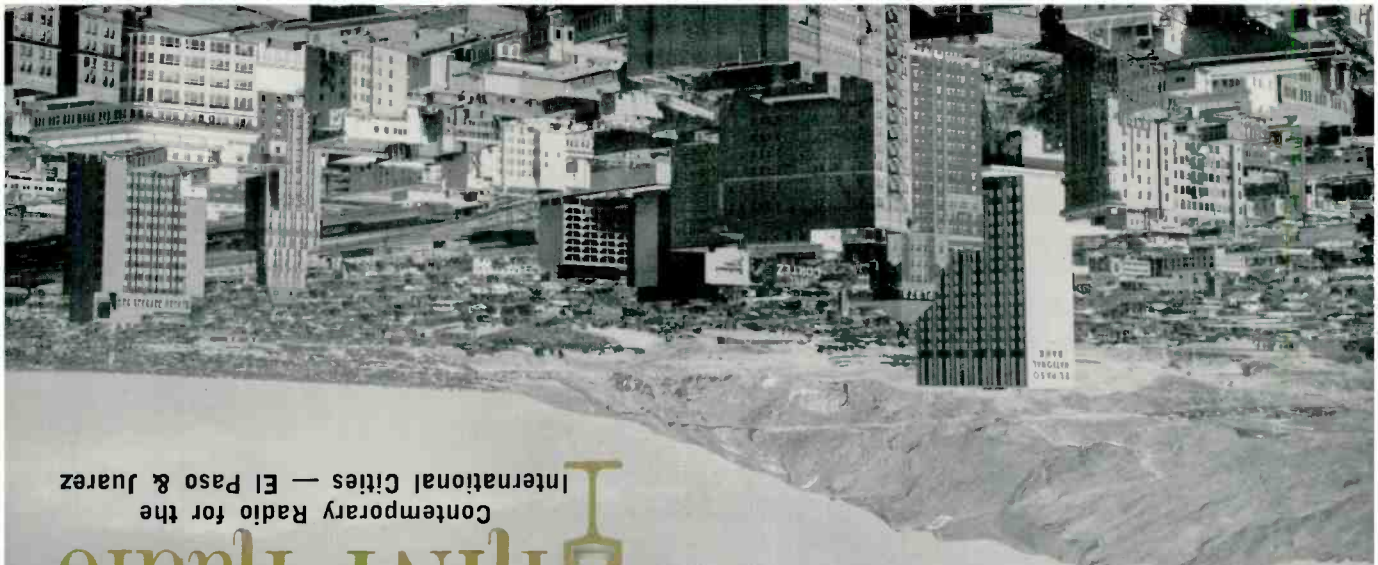


KIZZ FM
 RATES IDENTICAL

KIZZ

OPEN RATES, PROGRAM TIME

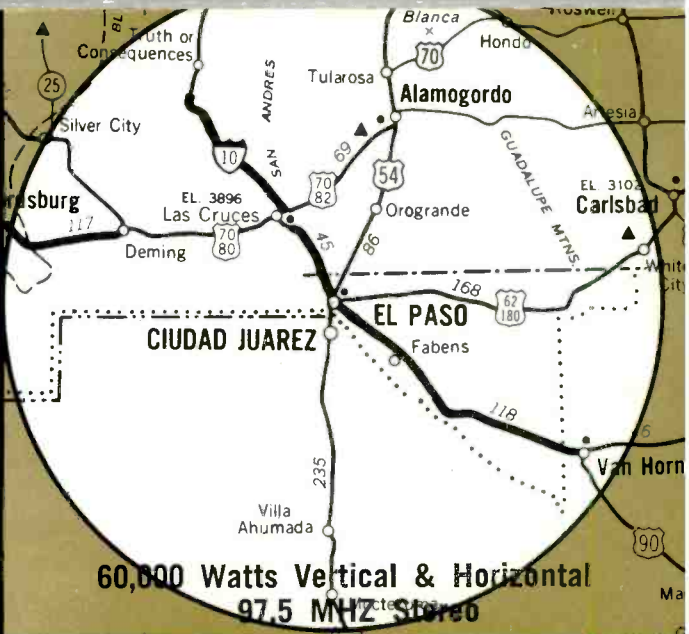
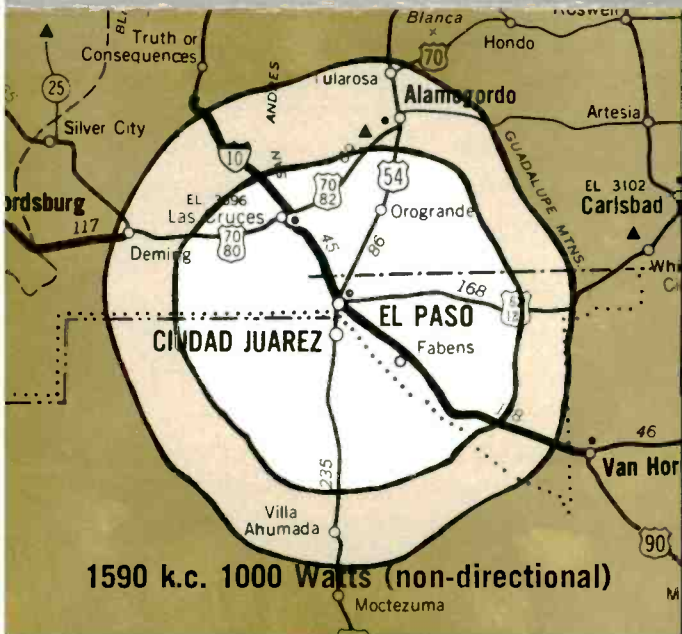
ONE-HOUR PROGRAM, \$40
 30-MINUTE PROGRAM, \$30
 15-MINUTE PROGRAM, \$20
 10-MINUTE PROGRAM, \$15
 5-MINUTE PROGRAM, \$10



KRINT Radio



Contemporary Radio for the
International Cities — El Paso & Juarez



ABC Contemporary & FM Network News & Features



KINT Radio

5300 El Paso Drive El Paso, Texas 79905 (915) 772-5300

RATE CARD No. 5, June 1970

KINT-AM

AA — MONDAY THRU SATURDAY

6-9 AM & 4-7 PM

A — ALL OTHER TIMES

AA

	1x	50x	100x	250x	500x	1000x
1 MIN.	10.00	9.00	8.00	7.00	6.00	5.00
30 SEC.	8.20	7.40	6.60	5.80	5.00	4.20
10 SEC.	5.50	5.00	4.50	4.00	3.50	3.00

A

	1x	50x	100x	250x	500x	1000x
1 MIN.	7.00	6.25	5.50	4.75	4.00	3.25
30 SEC.	6.00	5.50	4.75	4.00	3.50	2.90
10 SEC.	4.00	3.50	3.25	3.00	2.50	2.00

WEEKLY PACKAGE PLANS

TIMES PER WEEK	10 ti	20 ti	30 ti	40 ti
APPLICABLE RATE	50x	100x	250x	500x

KINT-FM

	1x	50x	100x	250x	500x	1000x
1 MIN.	5.00	4.50	4.00	3.50	3.00	2.50
30 SEC.	4.00	3.60	3.20	2.80	2.50	2.00
10 SEC.	3.00	2.50	2.25	2.00	1.75	1.50

KINT-AM/FM COMBINATION

1 MIN., FLAT 2.00

30 SEC./LESS, FLAT 1.50

SUN COUNTRY BROADCASTING CO., INC.

LARRY DANIELS President & General Manager • GLEN RANDLE Vice President & Sales Manager

KINT Radio — Contemporary Radio for the International Cities — El Paso & Juarez

KHEY COUNTRY IS FUN COUNTRY

KHEY 690 KC 10,000 watts
 EL PASO'S MOST POWERFUL RADIO STATION
COVERAGE MAP

The map shows the state of New Mexico and parts of Texas, Colorado, and Chihuahua. It is divided into counties, each with a label. Surrounding the map are numerous circular icons, each connected to a specific location or activity. The icons include:

- Malpais Lava Flows**: A landscape with lava flows.
- Mt. Capitan Ski Area**: A person skiing.
- Ruidoso Downs**: A horse race.
- Cloudcroft Country Club**: A golfer.
- Elephant Butte Lake**: A lake with a dam.
- Sunland Race Track**: A horse race.
- Gila Cliff Dwellings**: Ancient cliff dwellings.
- Douglas Copper Mines**: A mine entrance.
- Chiricahua National Monument**: A natural rock formation.
- Old Mesilla Park**: A church building.
- Bull Fights**: A bullfight scene.
- Pancho Villa's Home**: A man sitting at a table.
- Juarez Dog Races**: A dog race.
- White Sands National Monument**: A person in a sand dune.
- Carlsbad Caverns National Park**: A cave interior.
- White Sands Missile Range**: A missile launch.
- Fort Davis Observatory**: A telescope.
- Big Ben National Park**: A large rock formation.
- Terlingua National Chile Contest**: People eating.

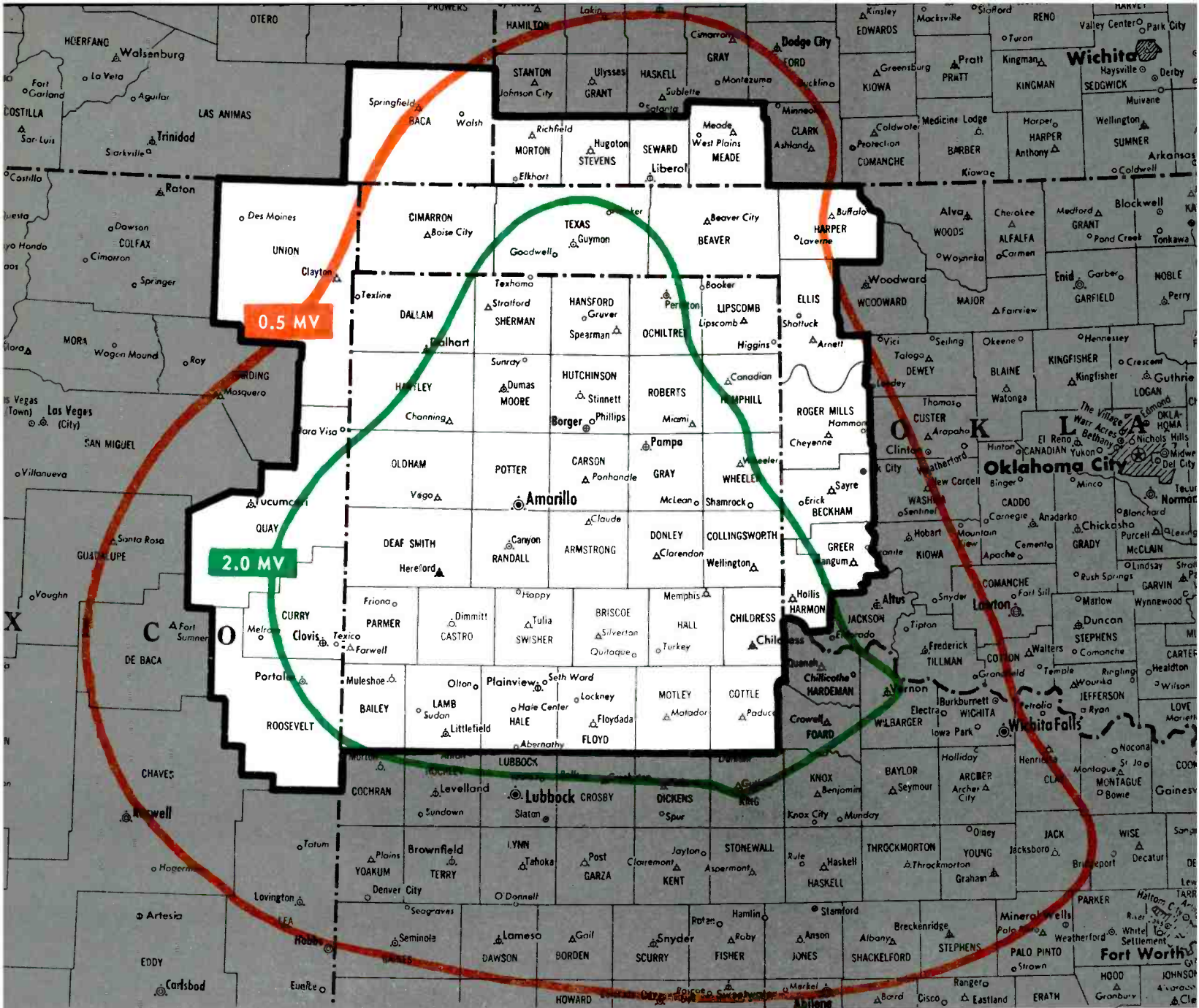
NEW MEXICO COUNTIES: SANTA FE, GUADALUPE, TORRANCE, DE BACA, LINCOLN, CHAVEZ, SOCORRO, SIERRA, GRANT, DONANA, OTERO, EL PASO, HIDALGO, LUNA, COCHISE, HUDAPE, EL PASO, CULBERSON, WINKLER, LOVING, WARD, JEFF DAVIS, PECOS, PRESIDIO, BREWSTER, TRILINGUA, SAN PEDRO, SANTA BARBARA, SAN IGNACIO, VAN HORN, FORT DAVIS, MARFA, ALPINE, CUEVO, LA CAROLINA, EL SANE.

TEXAS COUNTIES: SANTA FE, GUADALUPE, TORRANCE, DE BACA, LINCOLN, CHAVEZ, SOCORRO, SIERRA, GRANT, DONANA, OTERO, EL PASO, HIDALGO, LUNA, COCHISE, HUDAPE, EL PASO, CULBERSON, WINKLER, LOVING, WARD, JEFF DAVIS, PECOS, PRESIDIO, BREWSTER, TRILINGUA, SAN PEDRO, SANTA BARBARA, SAN IGNACIO, VAN HORN, FORT DAVIS, MARFA, ALPINE, CUEVO, LA CAROLINA, EL SANE.

CHIHUAHUA: LA CAROLINA, EL SANE.

Other locations: Albuquerque, Santa Rosa, Lincoln, Rosewell, Ruidoso, Alamogordo, Oro Grande, Salt Flat, Lordsburg, Silver City, Hot Springs, Mesilla, Las Cruces, Las Moscas, Juarez, Zaragosa, San Pedro, Santa Barbara, Cuevo, S.M.V.C.

KHEY
 EL PASO'S MOST
 POWERFUL
 RADIO STATION



KGNC AM COVERAGE

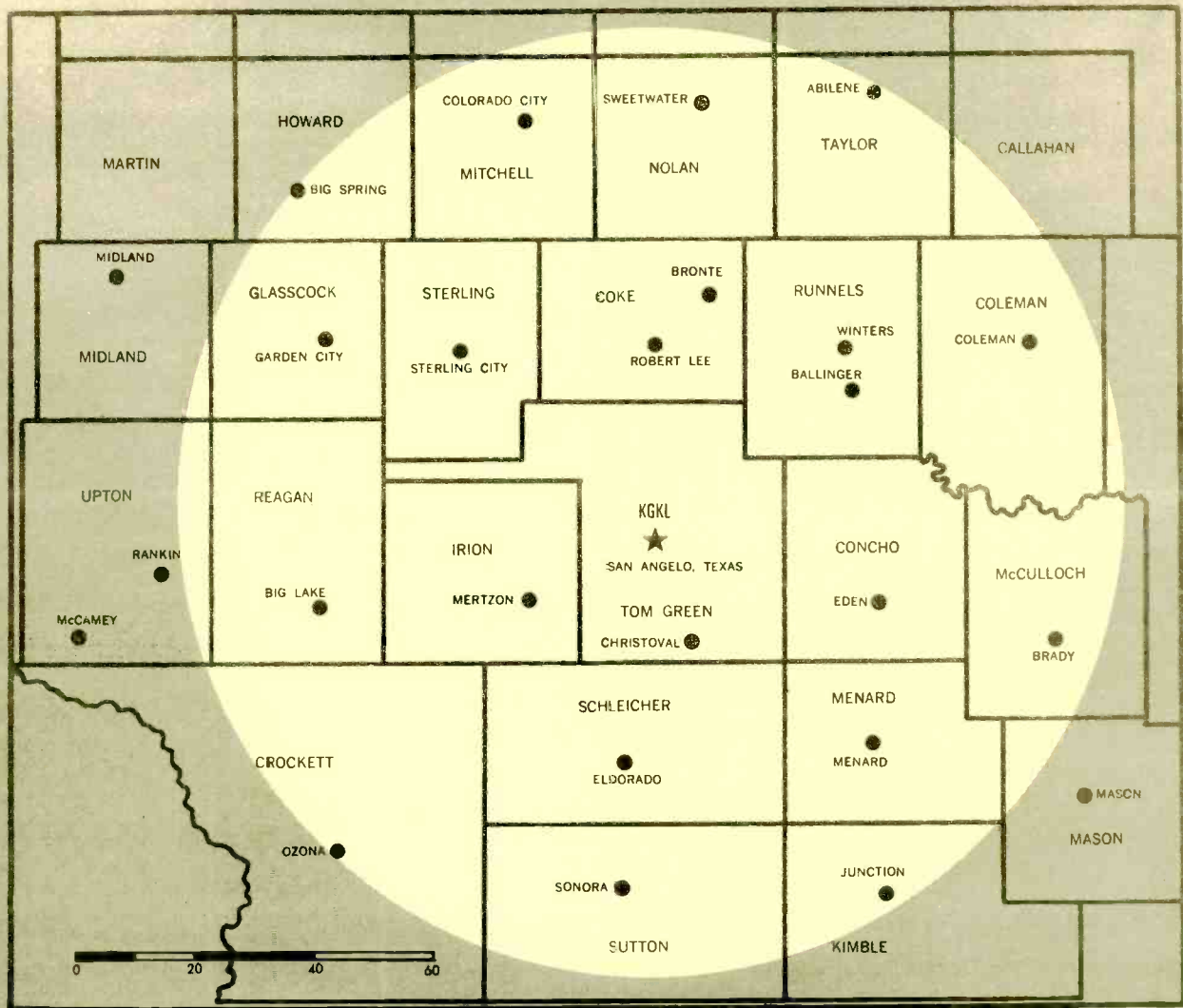
- AMARILLO RETAIL TRADE AREA*
- 0.5 mv contour based on FCC conductivity map M-3
- 2.0 mv contour based on FCC conductivity map M-3

* AMARILLO CHAMBER OF COMMERCE STUDY, 1964

710

KGNC
AM RADIO
AMARILLO, TEXAS

710 KILOCYCLES 10,000 WATTS



SAN ANGELO, TEXAS

5000 W * 960 KC * 915-655-6715
 Contact Bill Neil, Station Manager
 Phone Area Code 915 655-6715
 P. O. Box 1878, San Angelo, Texas

MARKET DATA

POPULATION	287,000
HOUSEHOLDS	89,430
CONSUMER SPENDABLE INCOME	\$822,014,000
TOTAL RETAIL SALES	\$491,641,000
PASSENGER CARS	134,334
FARM POPULATION	18,900
FARM INCOME	\$175,924,000

Source - SRDS - 1971



Represented by Alan Torbet Associates, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles, Dallas, Denver, Atlanta, Memphis

KCTA

Inspirational Programs Country & Western Music

NON DIRECTIONAL

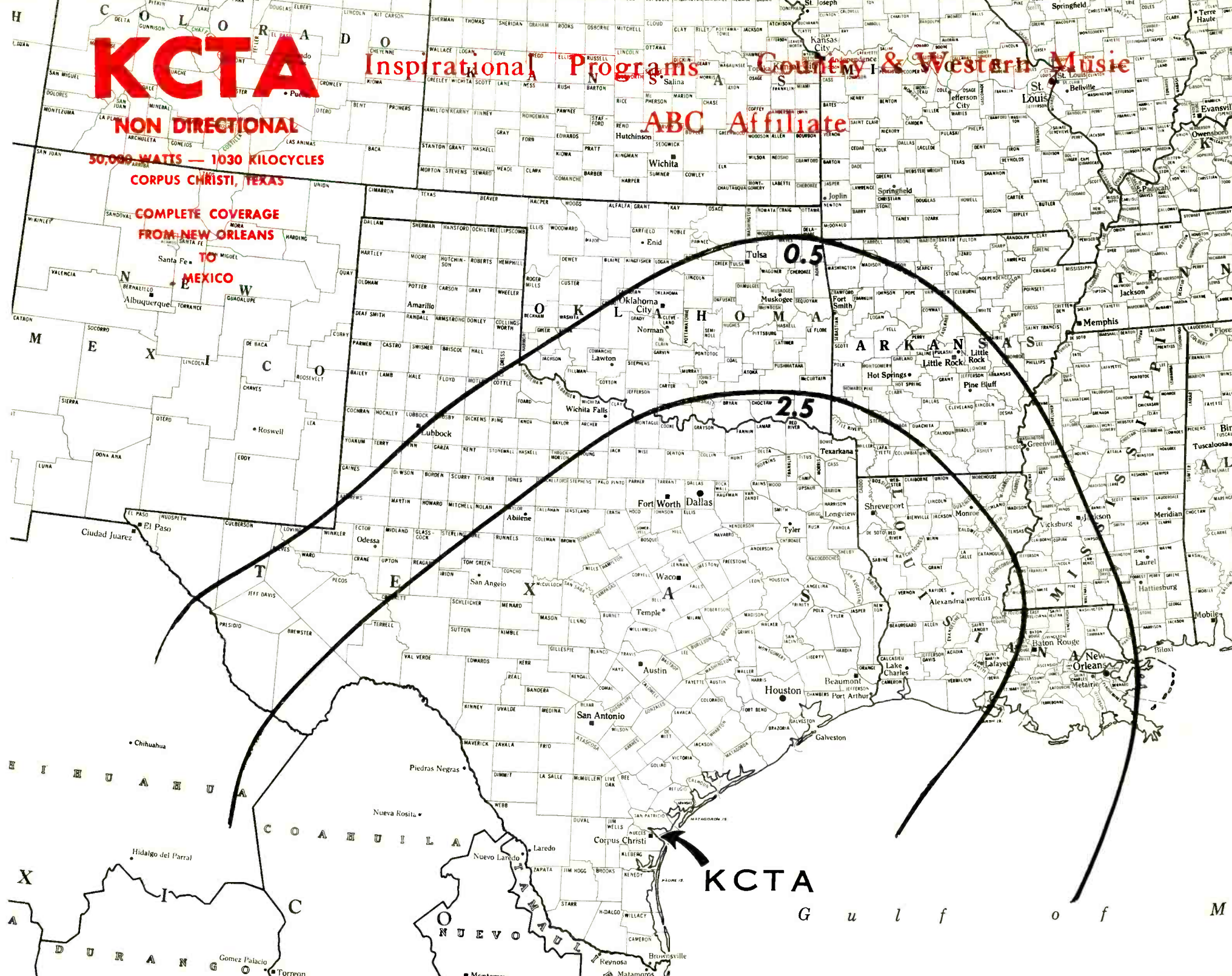
ABC Affiliate

50,000 WATTS — 1030 KILOCYCLES

CORPUS CHRISTI, TEXAS

**COMPLETE COVERAGE
FROM NEW ORLEANS**

TO MEXICO



KCTA
G u l f o f M

...offers more for your money

More Listening Radius 26 States
within the 0.5 MV Coverage
Total Household Units 1,532,016
Total Population 6,382,489
Featuring Inspirational Programs, Country
& Western
Promoters of Grand Ole Opry
Promoters of Gospel Quartets
Reasonable Rates



50,000 watts

General Electric Transmitter



Everything is new!!

NOW! NEW!

REACH THEM

WITH THE BIG ONE!

*NOW 50 TIMES MORE POWERFUL
THAN ANY OTHER CORPUS CHRISTI RADIO STATION!!!!*

KCTA

DEVOTES MORE THAN 6 HOURS A DAY TO RELIGIOUS PROGRAMS.

KCTA

HAS BUILT UP A TREMENDOUS READY-MADE RELIGIOUS AUDIENCE.

KCTA

IS AIRING 35 OF THE TOP RELIGIOUS ACCOUNTS. . . . POSITIVE
PROOF THAT THIS STATION "DOES THE JOB".

KCTA

GIVES YOU ALL OF THESE ADVANTAGES AT A LOW PROGRAM RATE.

KCTA

INVITES YOU TO WRITE OR CALL US, GIVING US YOUR PROGRAM
DESIRE. AND WHEN WE CAN PRODUCE YOUR NEED, WE WILL
CALL YOU.

50,000

WATTS

EXCLUSIVE

Country & Western

MUSIC

KCTA - 1030 KC

402 South Chaparral
Corpus Christi, Texas
Phone: TULip 4-3541

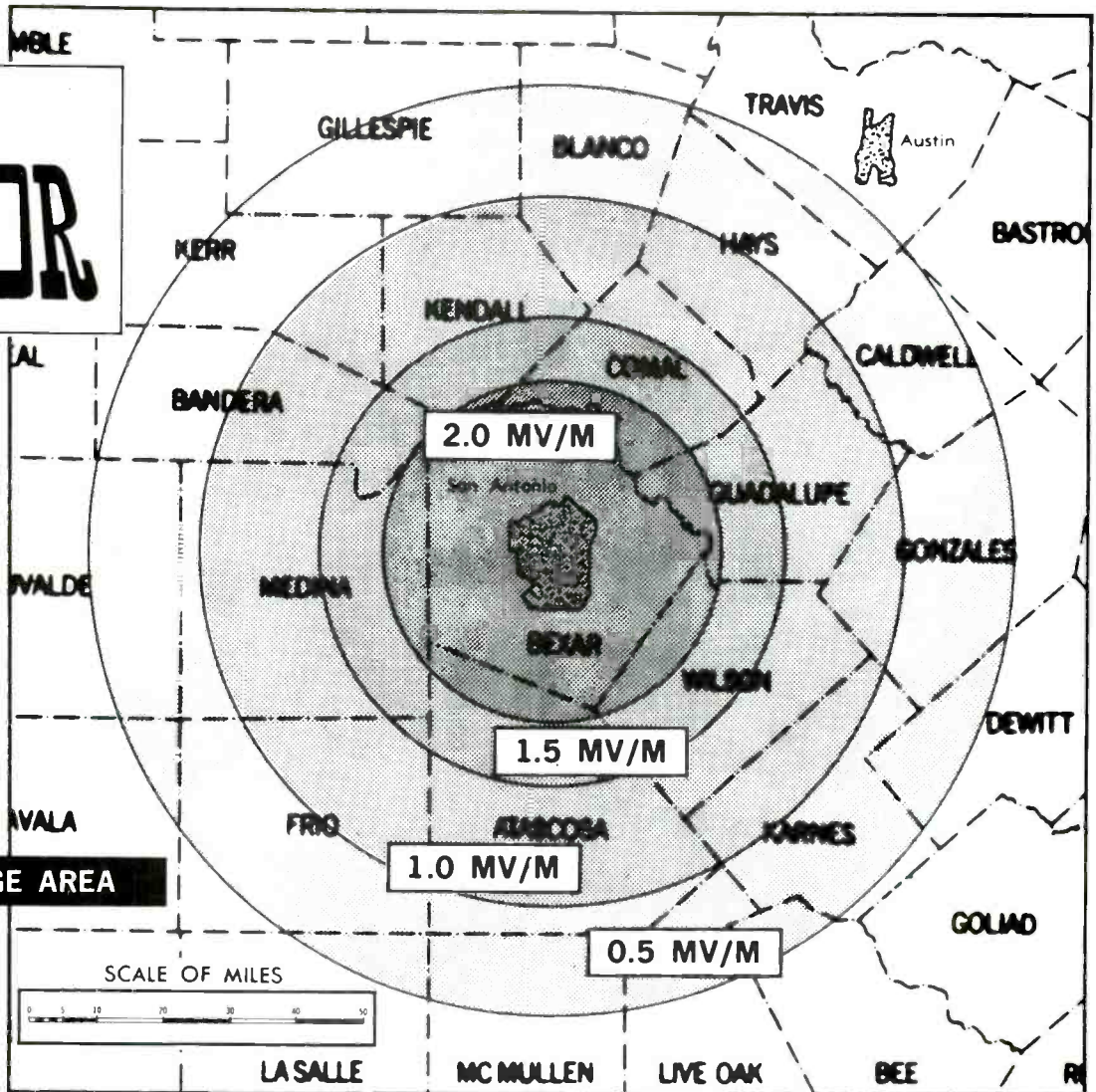
*Inspirational
Programs*

Corpus Christi, Texas

BOB KENT, GENERAL MGR.
TULIP 4-3541
P. O. BOX 898
CORPUS CHRISTI, TEXAS

KCOR/AM...San Antonio

FULL TIME OPERATION • 5,000 WATTS • 1350 KC



1967

County Map Courtesy Texas Highway Department

KCOR/AM • 1350 KC

THE VOICE OF SAN ANTONIO'S
SPANISH-SPEAKING MAJORITY

Owned and Operated by Inter-American Radio, Inc.

111 Martinez Street • San Antonio, Texas 78204 • (512) CA 5-2751

Represented Nationally by SAVALLI/GATES, INC.

Same Ownership: KCOR/FM • 101.9 MC • 100,000 WATTS ERP
San Antonio's Maximum Power FM with "El Sabor Latino"
Ultra-Fidelity Stereo • 100% Unduplicated



K-BUC



Radio

1310 kc

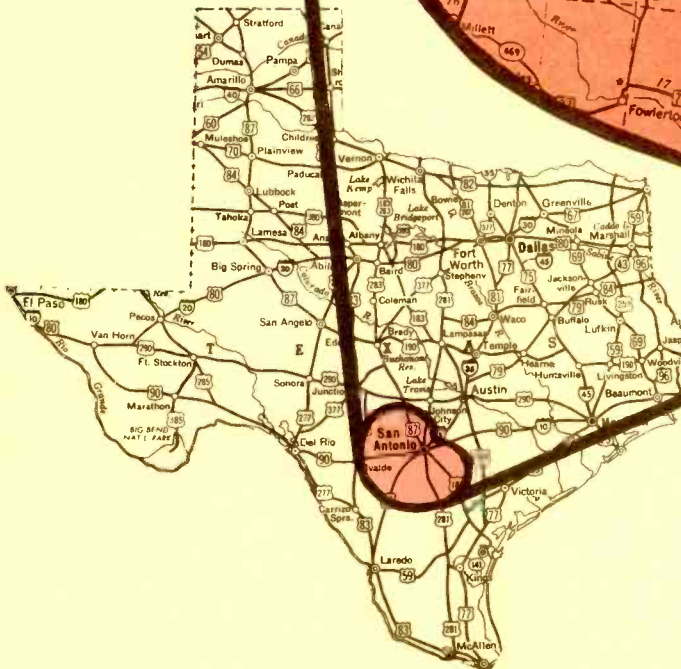
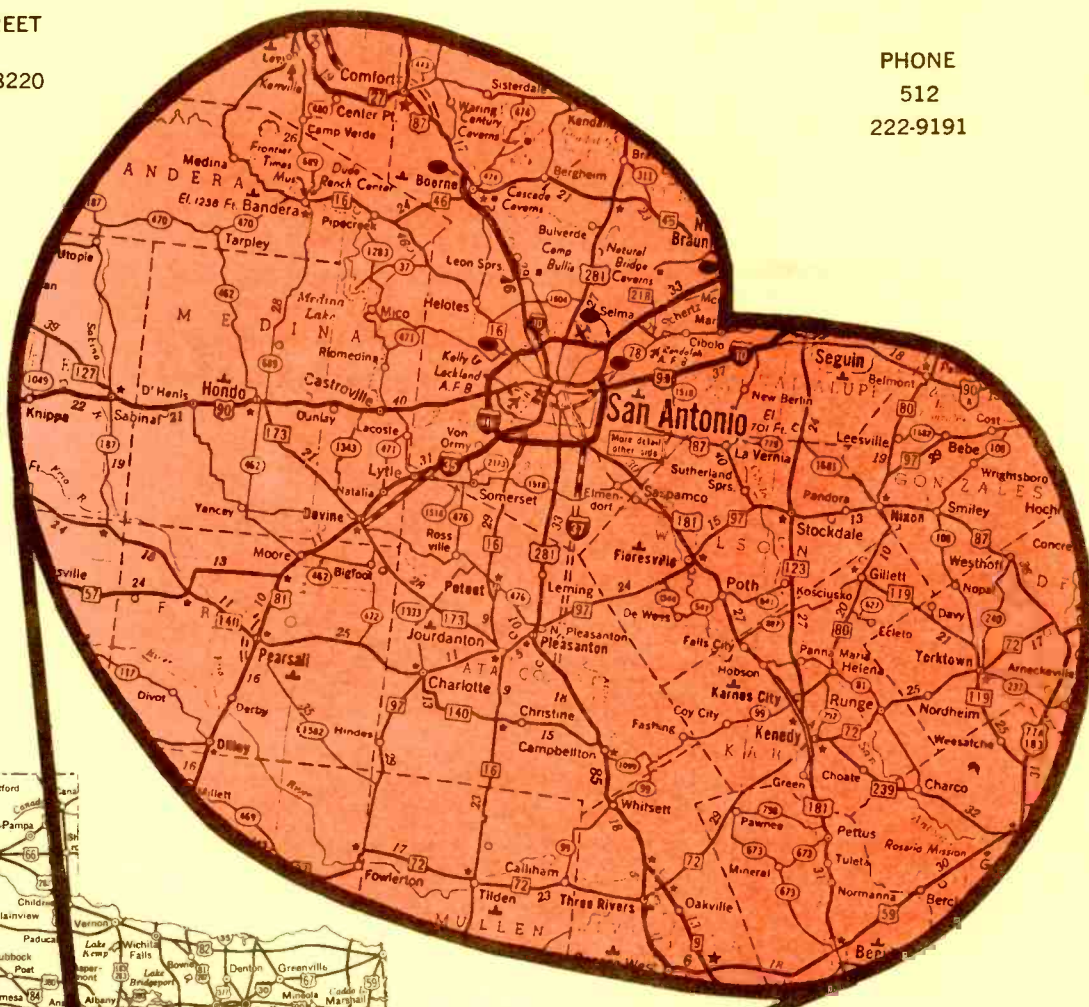
3259 E. COMMERCE STREET

SAN ANTONIO, TEXAS 78220

PHONE

512

222-9191

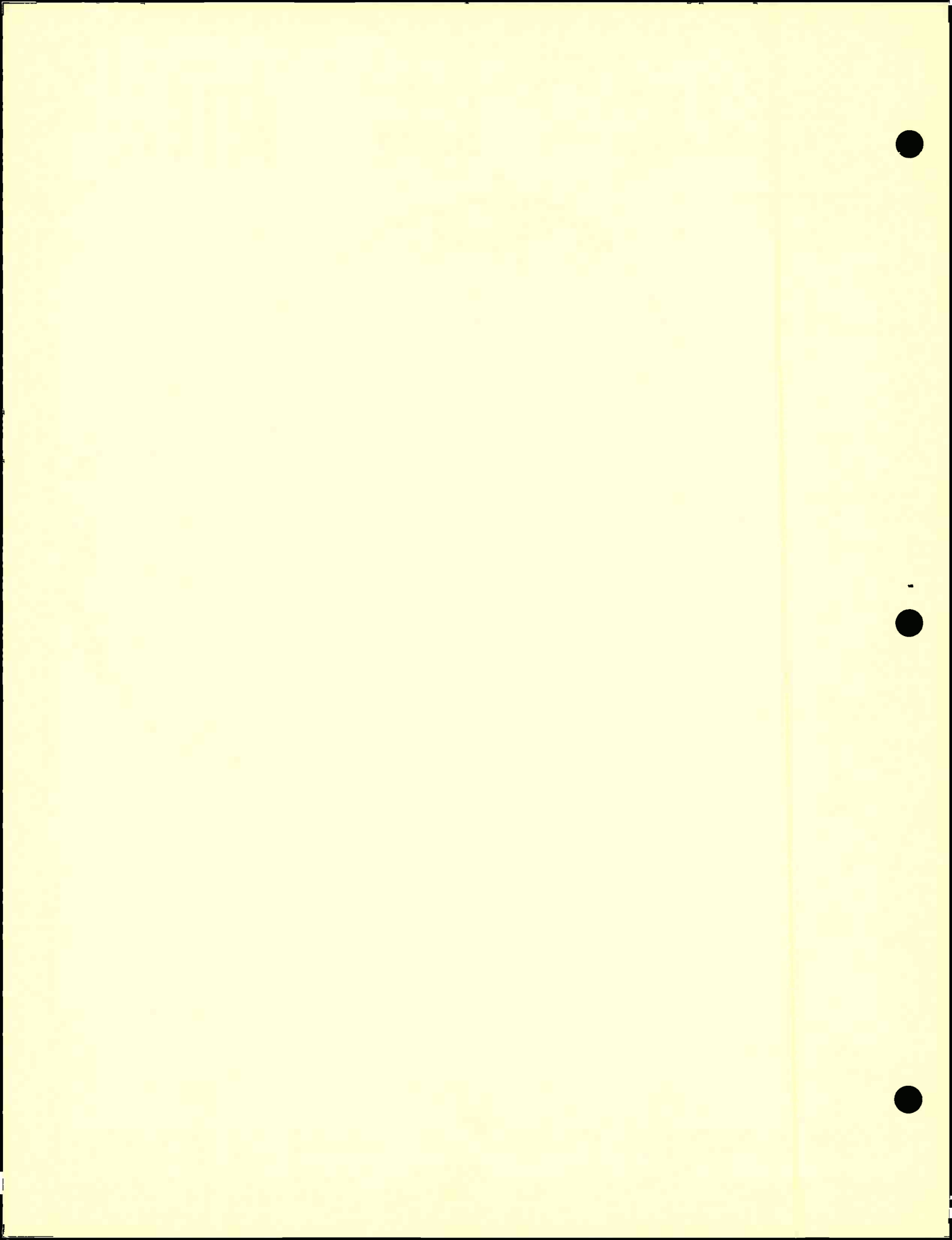


0.5 mv/m

K-BUC

1310 KC ★ 5000 WATTS

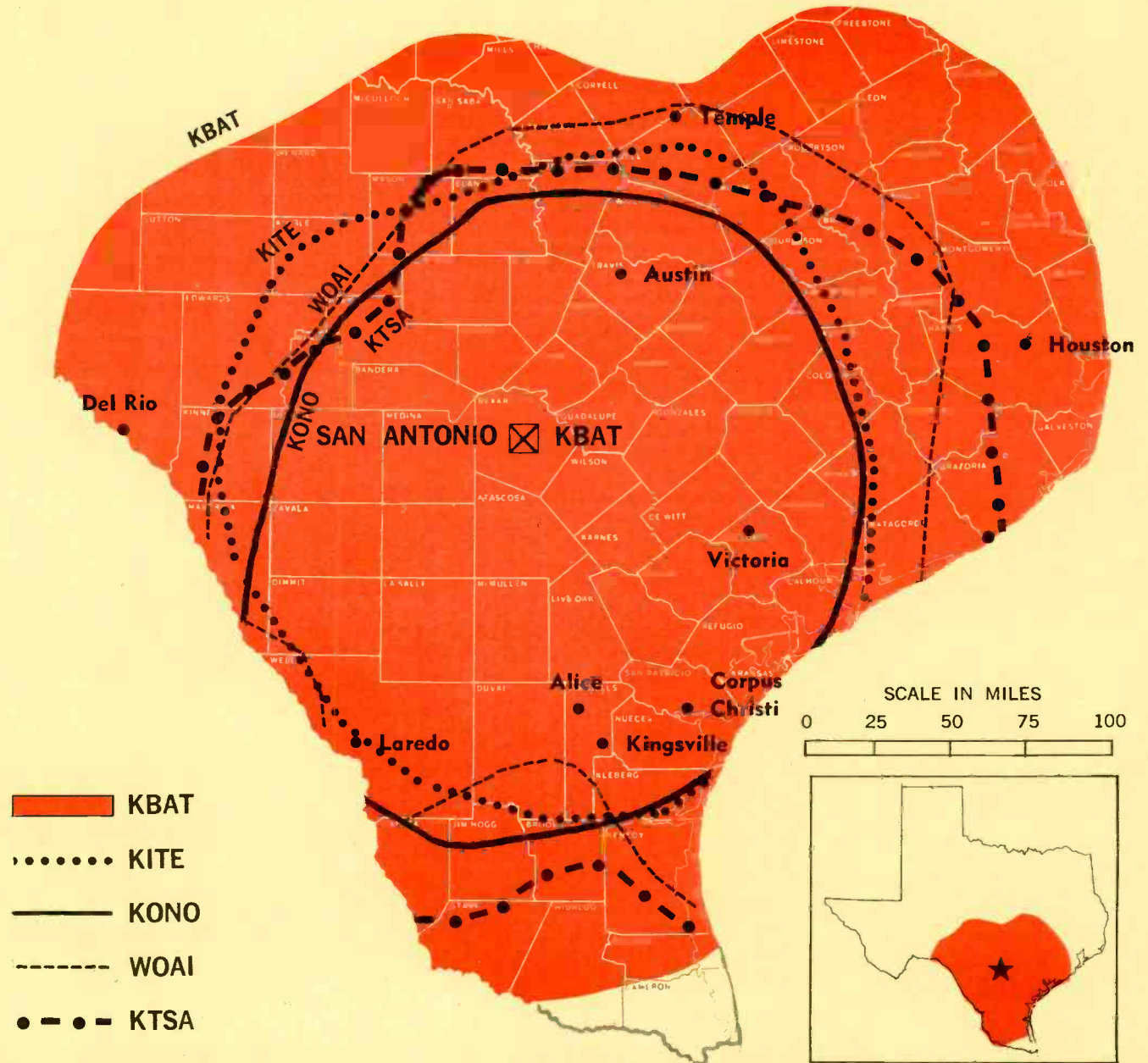
**OVER 1,000,000 PEOPLE COVERING 16 COUNTIES
THE COUNTRY POLITAN SOUND FOR SOUTH TEXAS**



DOMINATES 105 TEXAS COUNTIES

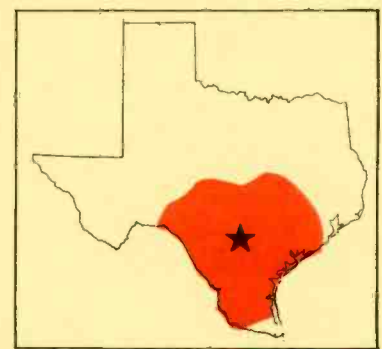
San Antonio is the nation's 36th largest market with the greatest concentration of military manpower in the free world. In the city alone, 72.7 per cent of the population drive their own cars to and from work. The city boasts 2 million tourists a year. The average age is 25.2 years in the metropolitan area. The city population breaks down into 51.2 per cent Anglo American, 41.4 per cent Latin American, 7.1 per cent Negro and .3 per cent other. KBAT gets them where they live . . . KBAT covers the largest area in the United States with its 50,000 Watts covering 125,000 square miles and dominated 105 Texas-size counties.

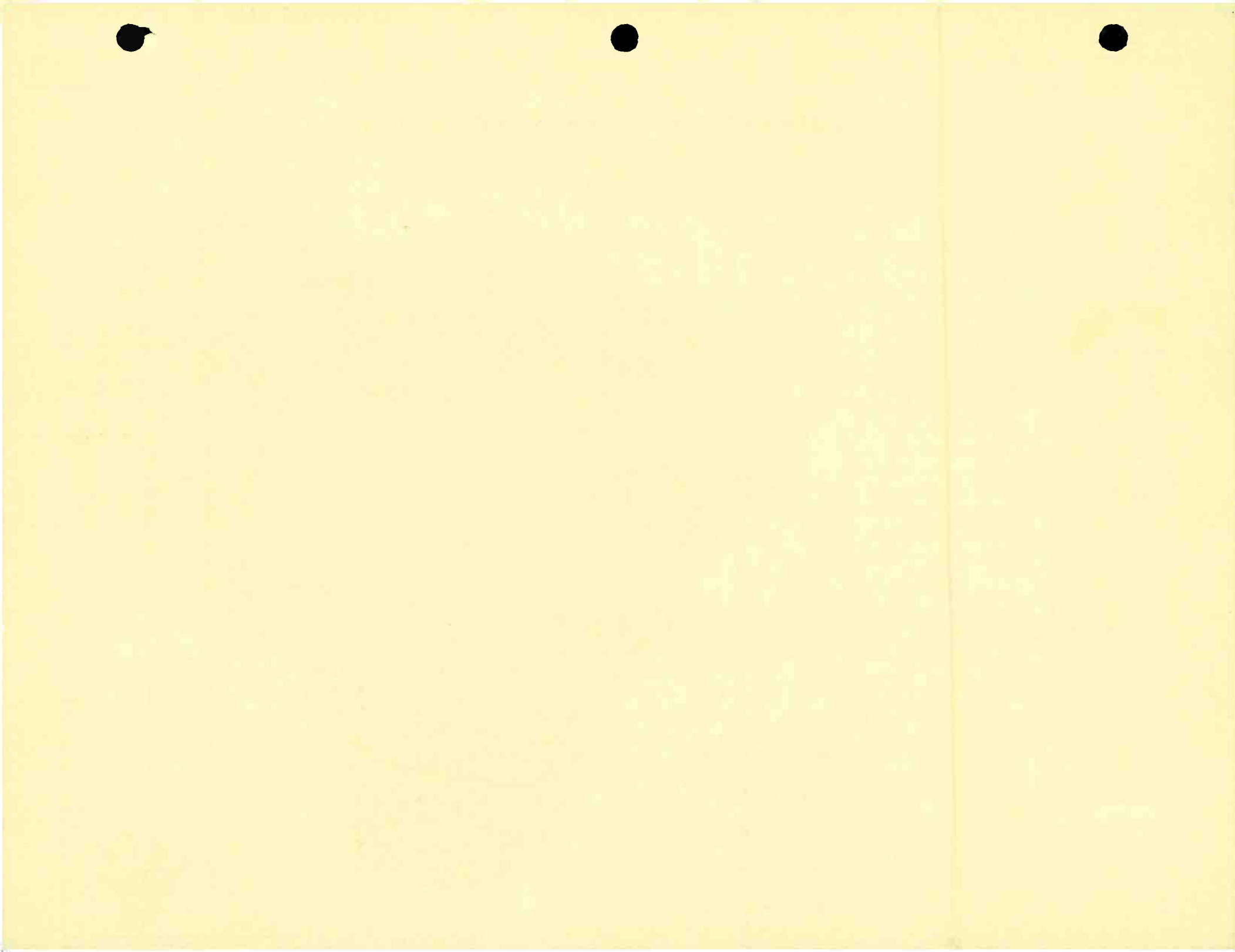
KBAT 1/2 MV/M DAYTIME SIGNAL AREA	PENETRATION	PER CENT TEXAS
TOTAL POPULATION	4,424,350	44.6
TOTAL HOUSEHOLDS	1,242,100	43.4
ESTIMATED RADIO HOMES	1,107,660	43.8
CONSUMER SPENDABLE INCOME	7,355,594,514	42.3
(San Antonio Spendable Income)	936,752,000	
FARM POPULATION	307,200	43.6
PASSENGER CARS	14,996,400	42.7
TOTAL RETAIL SALES	5,031,423,000	41.7
Food	1,322,810,000	45.0
Drug	175,636,000	40.9
Service Station	495,947,000	44.5

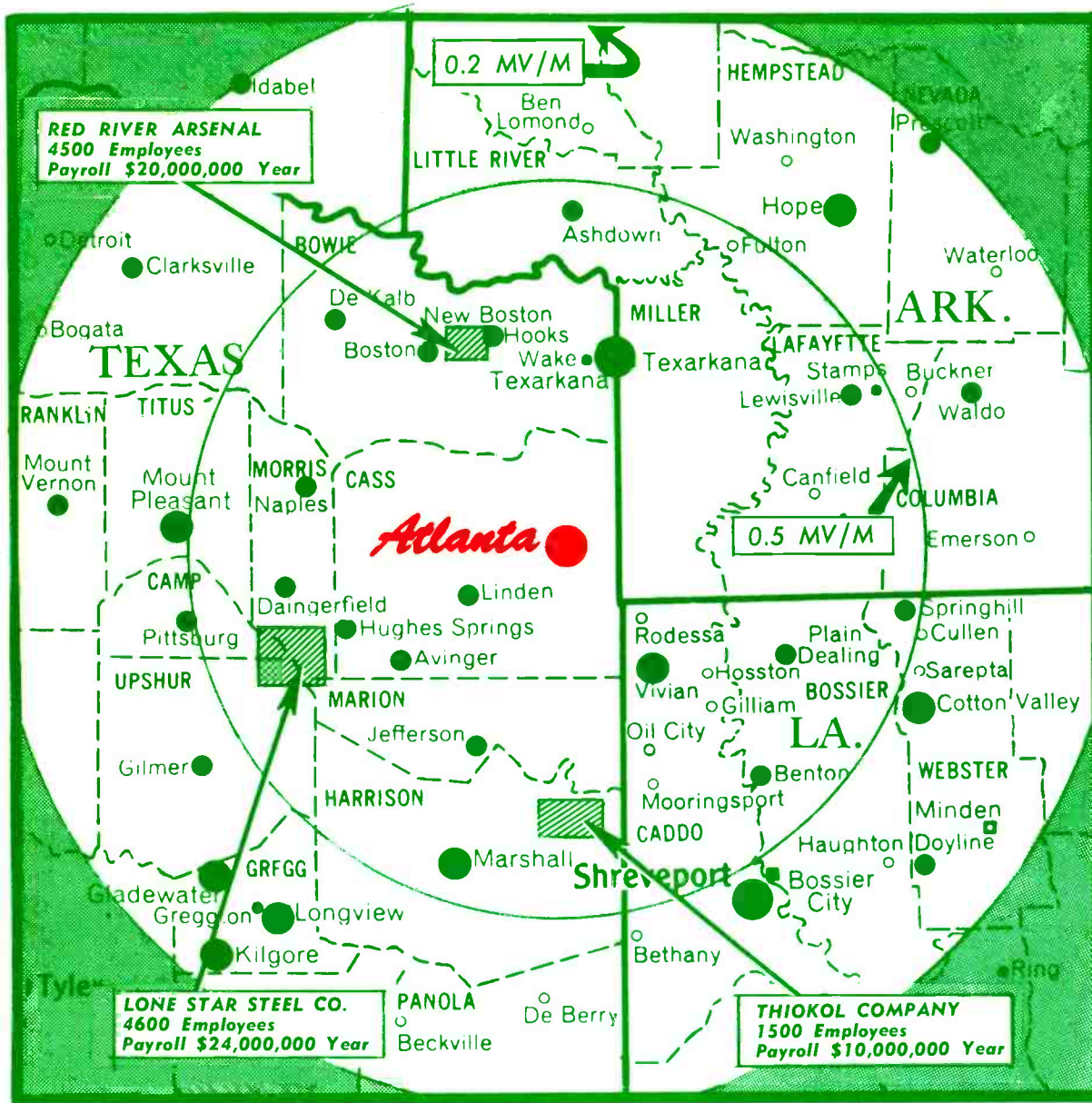


- KBAT
- KITE
- KONO
- WOAI
- KTSA

SCALE IN MILES
0 25 50 75 100







KALT

**1000 Watts
900 KC Middle-of-Dial
Sunrise to Sunset
ATLANTA, TEXAS**

Nationally Represented by: HIL F. BEST COMPANY, Detroit

Radio KALT

**SERVING THE ARK-LA-TEX HEARTLAND
ATLANTA, TEXAS**

Serving the Vast Interests of Oil Production, Army Ordnance, Steel Production, Synthetics and Farming—All Within a 10-County Primary Coverage.

RADIO KALT

*Operated by Ark-La-Tex Broadcasting Company
David A. Wommack, General Manager
P. O. Box 289 Phone SW 6-2817*
ATLANTA, TEXAS

REPRESENTED NATIONALLY BY HIL F. BEST

MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
	Total Population	504,970
Total Households	126,310	329,650
Total Radio Homes	124,900	327,090
Total Passenger Cars	129,350	336,595
Spendable Income	\$731,635,000	1,359,764,000

RETAIL DATA:	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
	Food Sales	\$ 126,850,000
Drug Sales	\$ 17,565,000	35,572,000
General Merchandise	\$ 63,970,000	92,353,000
Apparel Stores	\$ 33,590,000	60,512,000
Home Furnishings	\$ 29,750,000	57,544,000
Automotive Sales	\$ 118,375,000	241,579,000
Filling Stations	\$ 50,090,000	69,310,000
Total Retail Sales	\$615,975,000	804,560,000
Total Wholesale Sales	\$312,085,000	496,500,000

FARM DATA:	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
	Farm Population	81,350
Farm Households	22,175	70,095
Farm Radio Homes	22,100	69,750
Total Farm Income	\$ 68,914,000	157,935,000

SOURCE: SRDS Consumer Market Data; Department of Commerce; Department of Agriculture; RETMA.

PREPARED BY WILLOUGHBY & ASSOCIATES (Nashville)





TOTAL AUDIENCE PLAN

	25%--A	50%--B	25%--C
	30-second package		
Monthly	100 spots		\$325.00
	200 spots		\$600.00

PROGRAM RATE

5-Minute	2 times the one minute rate
15-Minute	4 times the one minute rate

WEEKLY ANNOUNCEMENT RATES

CLASS A

6:00 AM to 10:00 AM

3:00 PM to 6:00 PM

Monday--Saturday

	60"	30"	10"
1-x	8.50	7.75	4.25
10-x	8.00	6.50	4.00
20-x	6.50	4.50	3.25
30-x	5.50	3.25	2.75
40-x	4.00	3.00	2.00

CLASS B

10:00 AM to 3:00 PM

Monday--Sunday

	60"	30"	10"
1-x	7.50	6.75	3.75
10-x	7.25	6.00	3.65
20-x	5.50	3.75	2.75
30-x	4.50	3.00	2.25
40-x	3.50	2.75	1.75

CLASS C

FM-6:00 -- 12 Midnight

Monday--Sunday

	60"	30"	10"
1-x	6.50	5.75	3.25
10-x	5.75	4.75	2.75
20-x	4.50	2.75	2.25
30-x	3.50	2.50	1.75
40-x	2.50	1.75	1.25

KAWA Coverage Map



“The Big 1010”

RETAIL RATE CARD NO. 1

EFFECTIVE FEBRUARY 1, 1971

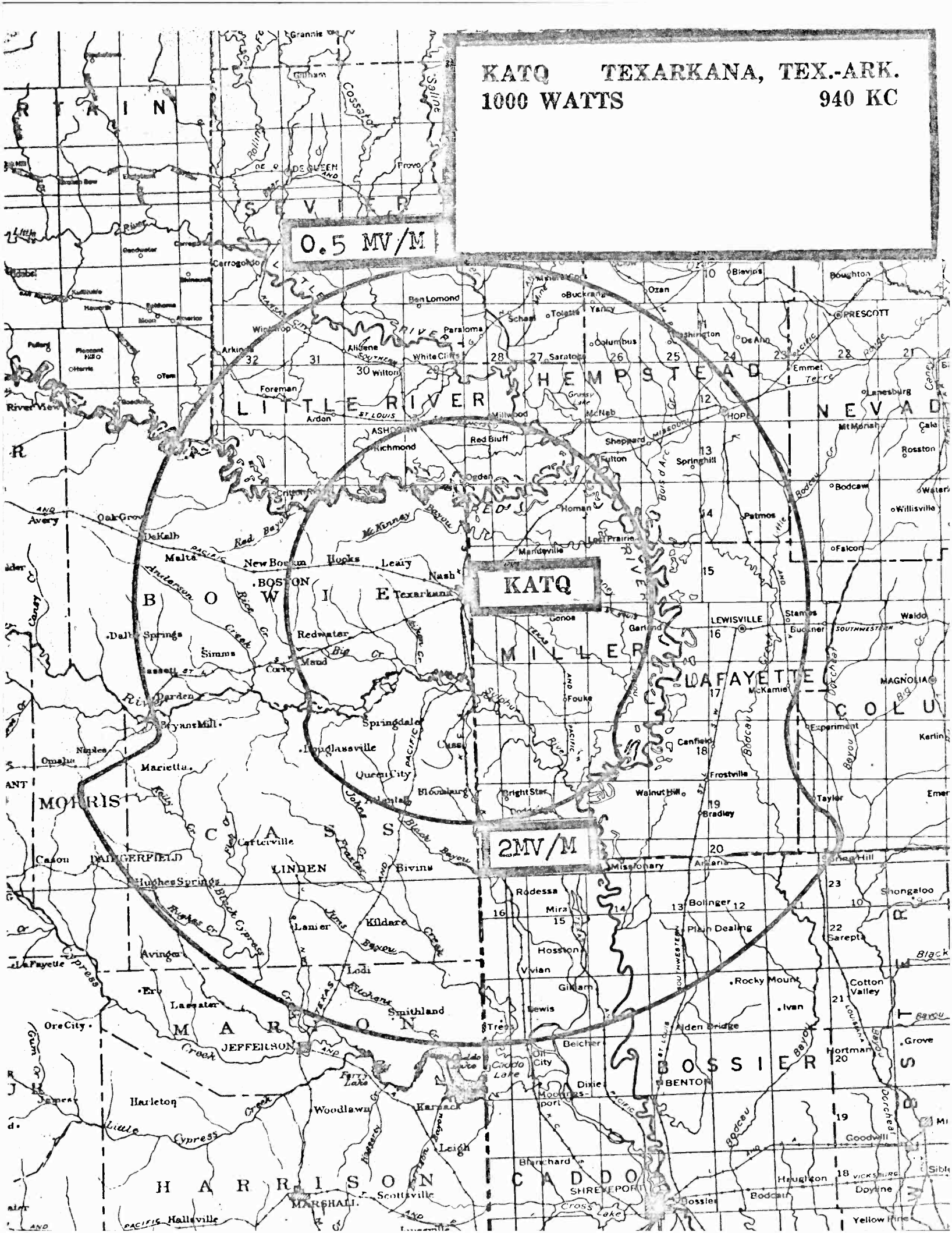
WACO, TEXAS

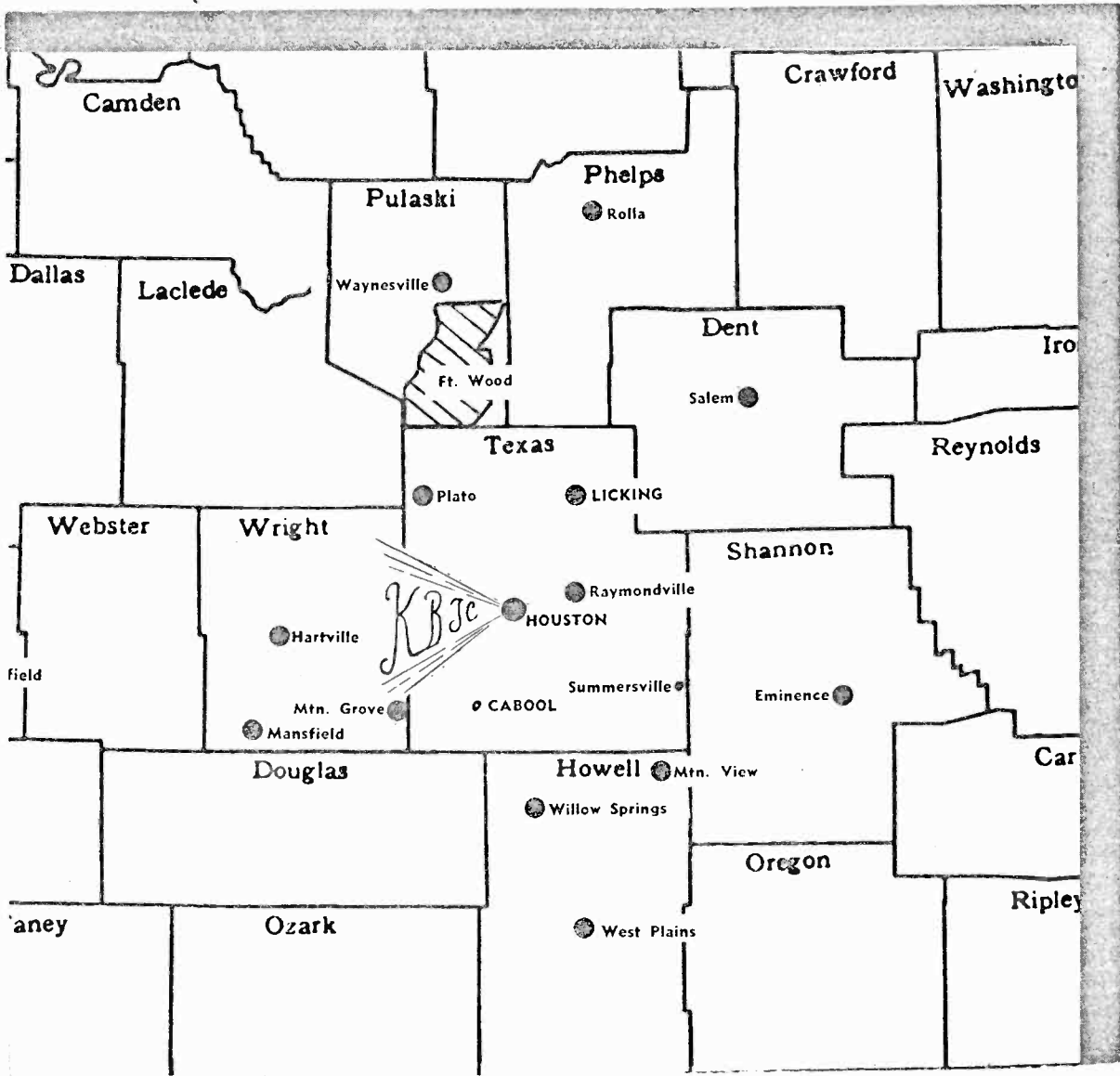
KATQ TEXARKANA, TEX.-ARK.
1000 WATTS 940 KC

0.5 MV/M

KATQ

2MV/M

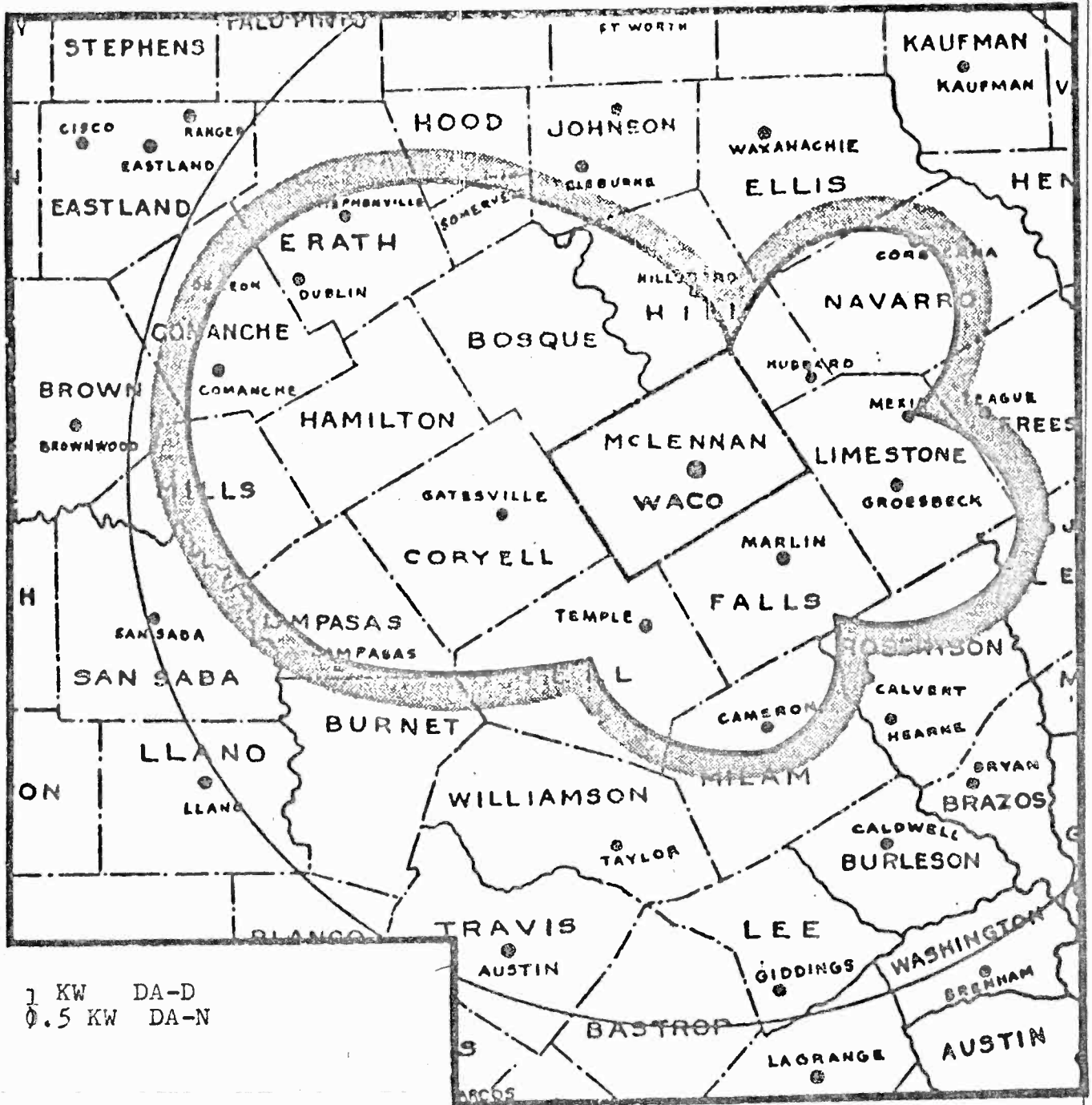




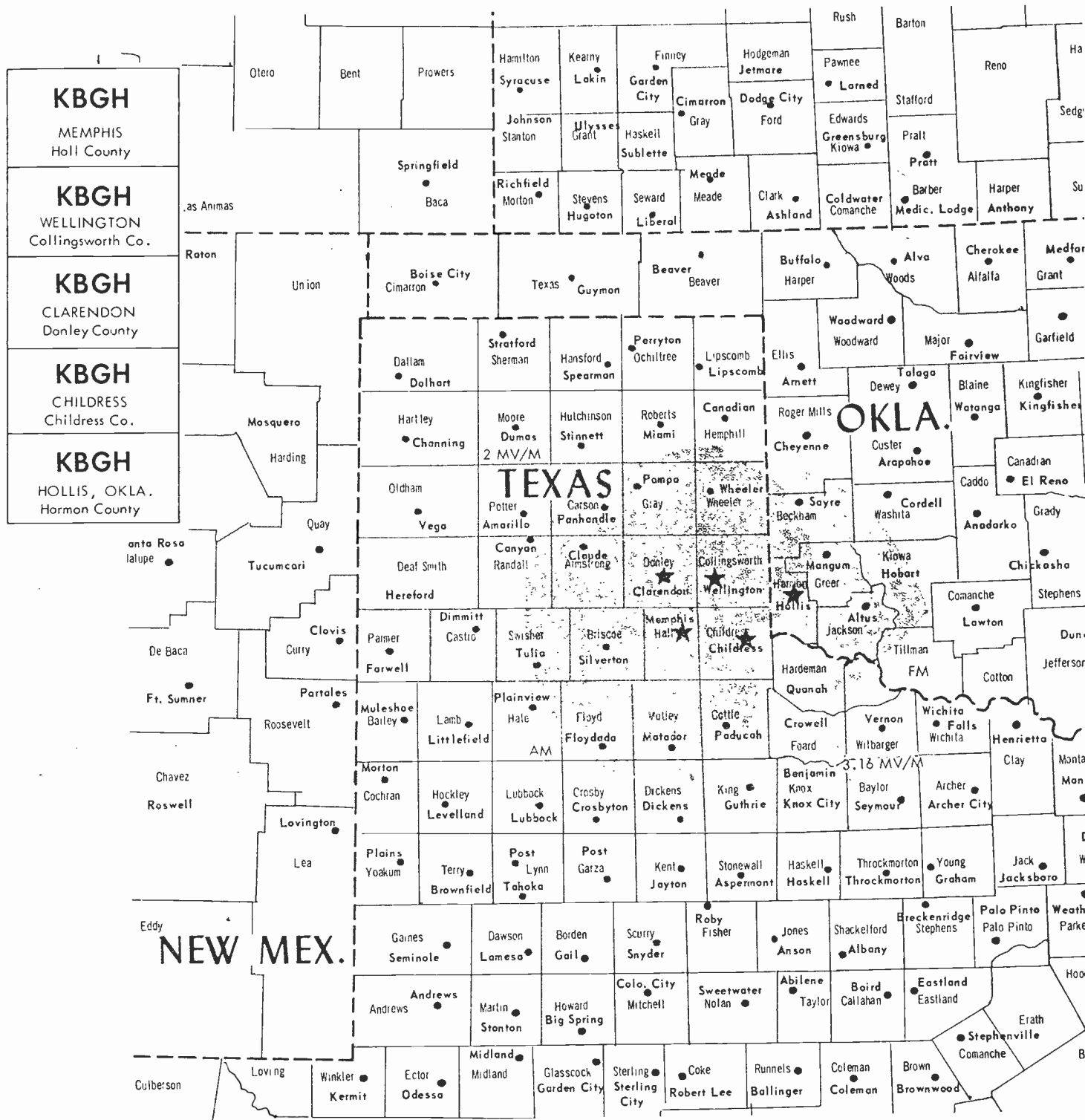
Covering the Big Heart of Texas

K B G O

1580 Swinging Country



Studios and Offices in 5 Cities – 5 Counties



MARKET DATA – PRIMARY SIGNAL AREA (0.3 MV/M)

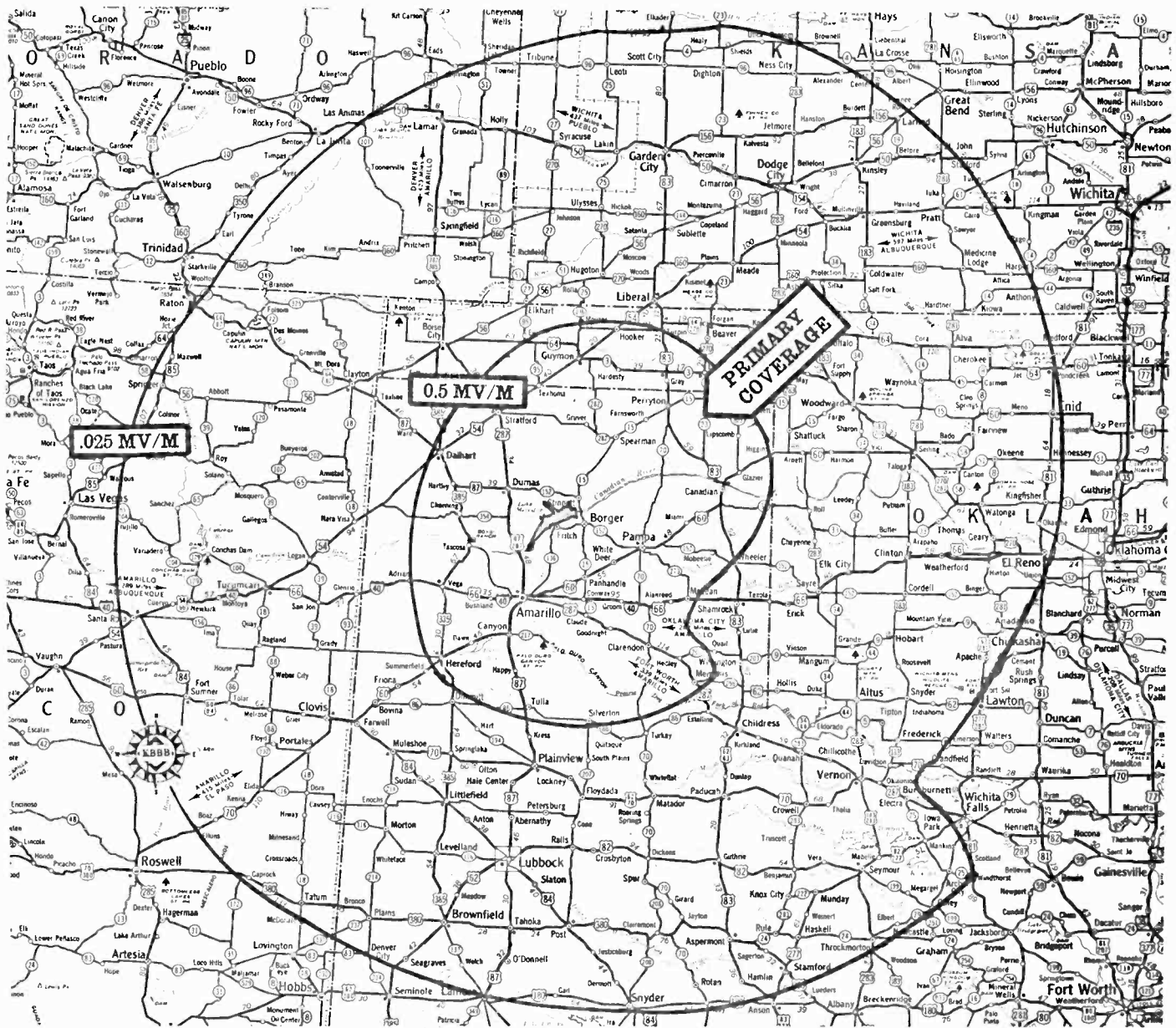
Here are the figures:

Population	262,000	Gen. Mdse. Sales	\$ 30,187,000
Households	78,900	Apparel Sales	\$ 22,735,000
Consumer Spendable Income	\$593,242,000	Home Furn. Sales	\$ 19,330,000
Retail Sales	\$427,746,000	Automotive Sales	\$ 96,390,000
Food Sales	\$ 91,885,000	Farm Population	37,545
Drug Sales	\$ 15,712,000	Gross Farm Income	\$219,718,000

Source: SRDS October 1, 1966

KBBB 1600

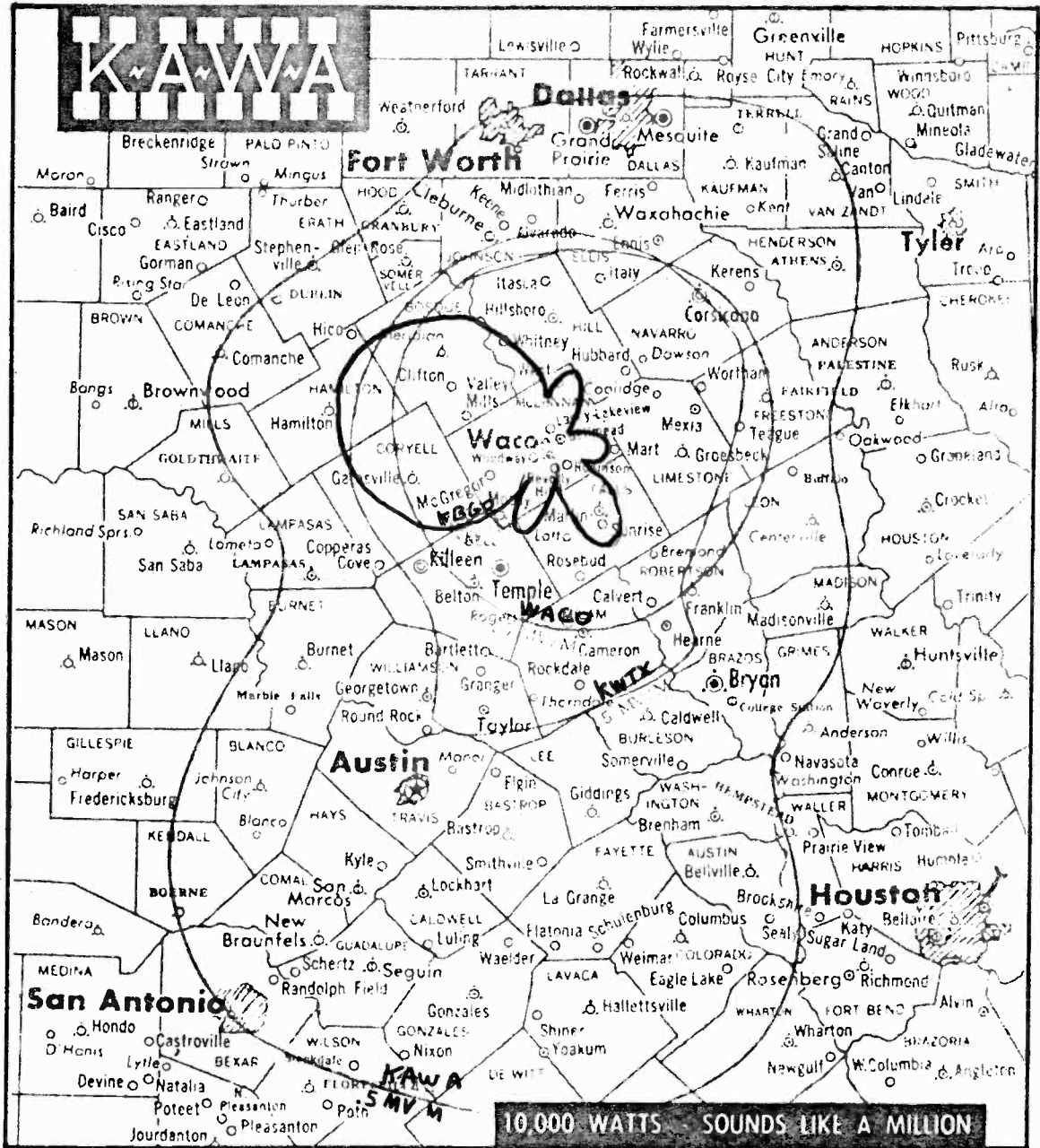
Borger, Texas



5,000 WATTS
NON-DIRECTIONAL
IN THE HEART OF LAKE MEREDITH LAND

Buy The Middle Market -- Buy K-A-W-A Radio Station 1010

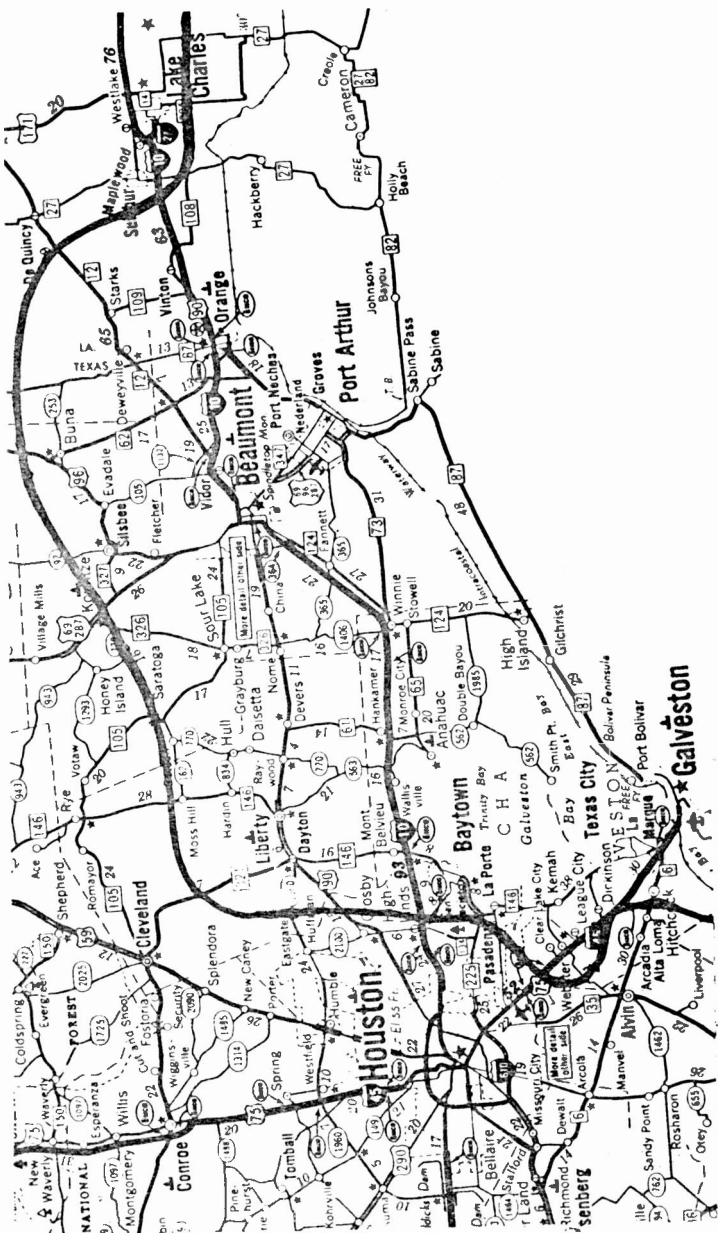
Studios and Offices 806 Austin Ave., Waco, Texas



COMPARATIVE COVERAGE OF WACO RADIO STATIONS

Station	KAWA	KWTX	WACO	KBCO
Watts of Power	10,000	1,000	1,000	1,000

RETAIL CARD NO. 1
EFFECTIVE NOV. 1, 1968

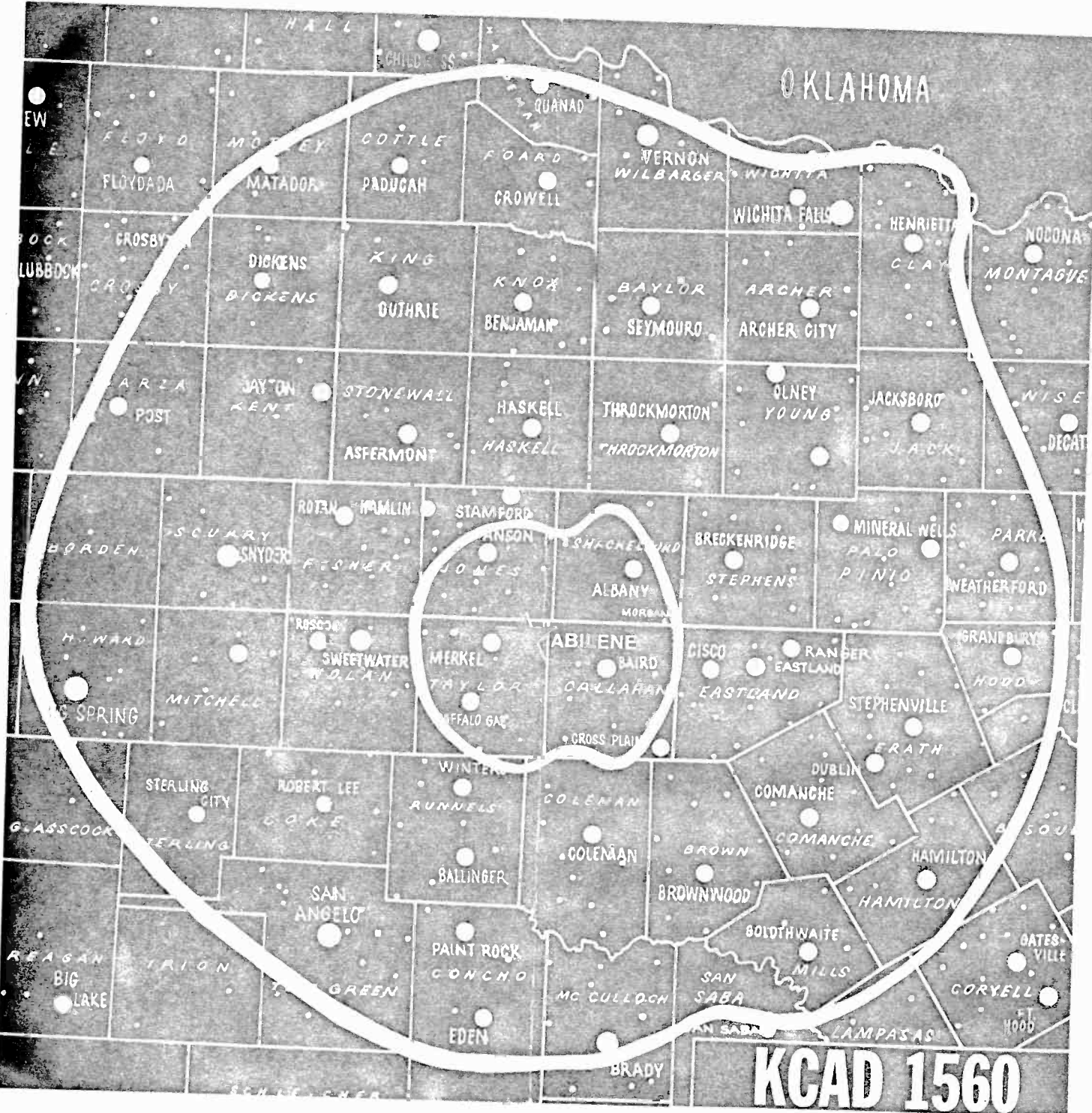


1,000 Watts Clear Channel
Coverage of the Golden
Triangle at 1510 KC

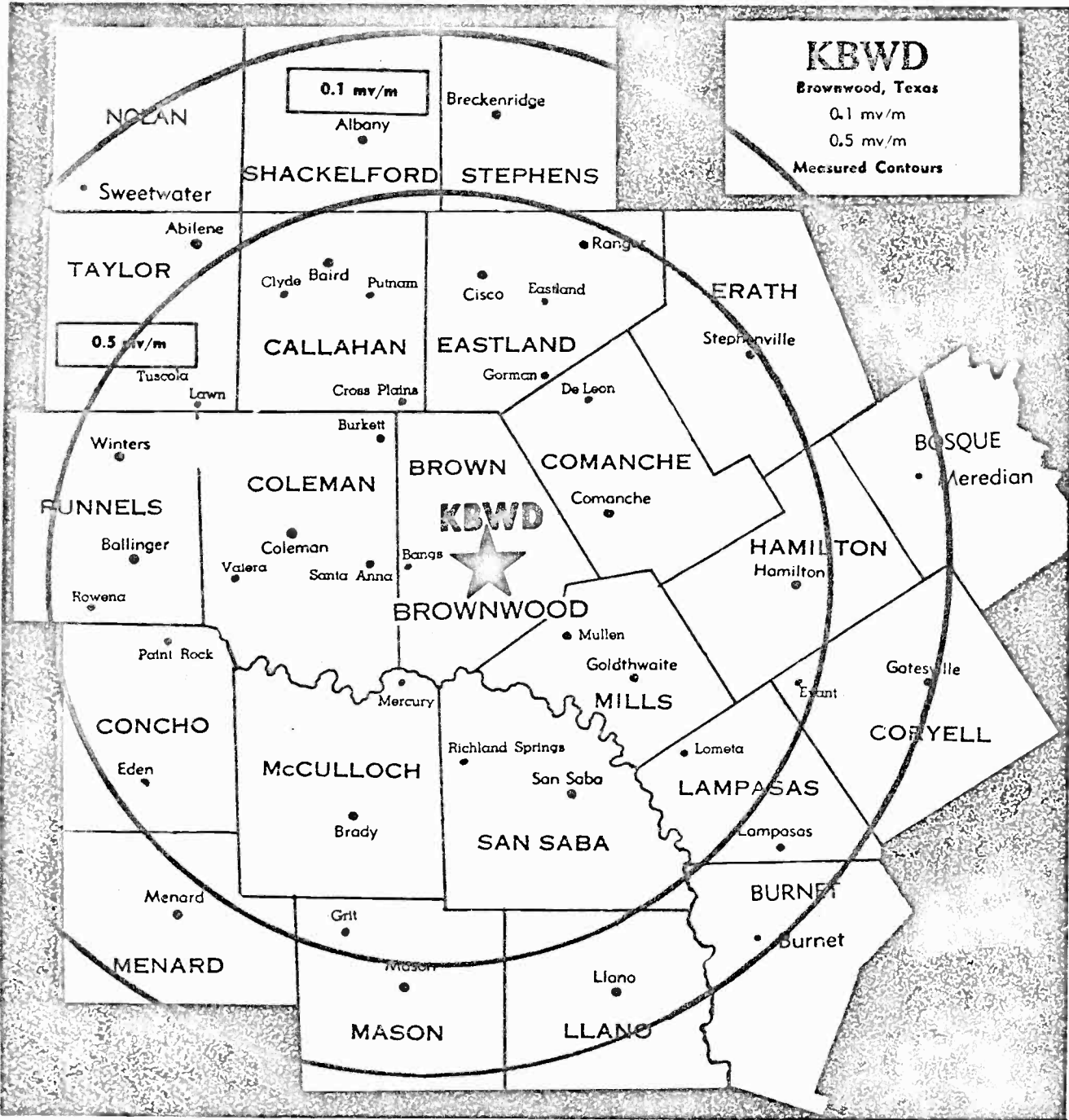
PHONE
985-2543

3333 - 25th St.
PORT ARTHUR, TEXAS





KCAD 1560



KBWD
 Brownwood, Texas
 0.1 mv/m
 0.5 mv/m
 Measured Contours

1000 WATTS

KBWD

1380
 BY
 ANY DIAL

P. O. BOX 513 • BROWNWOOD, TEXAS
 Phone A/C 915 645-2401

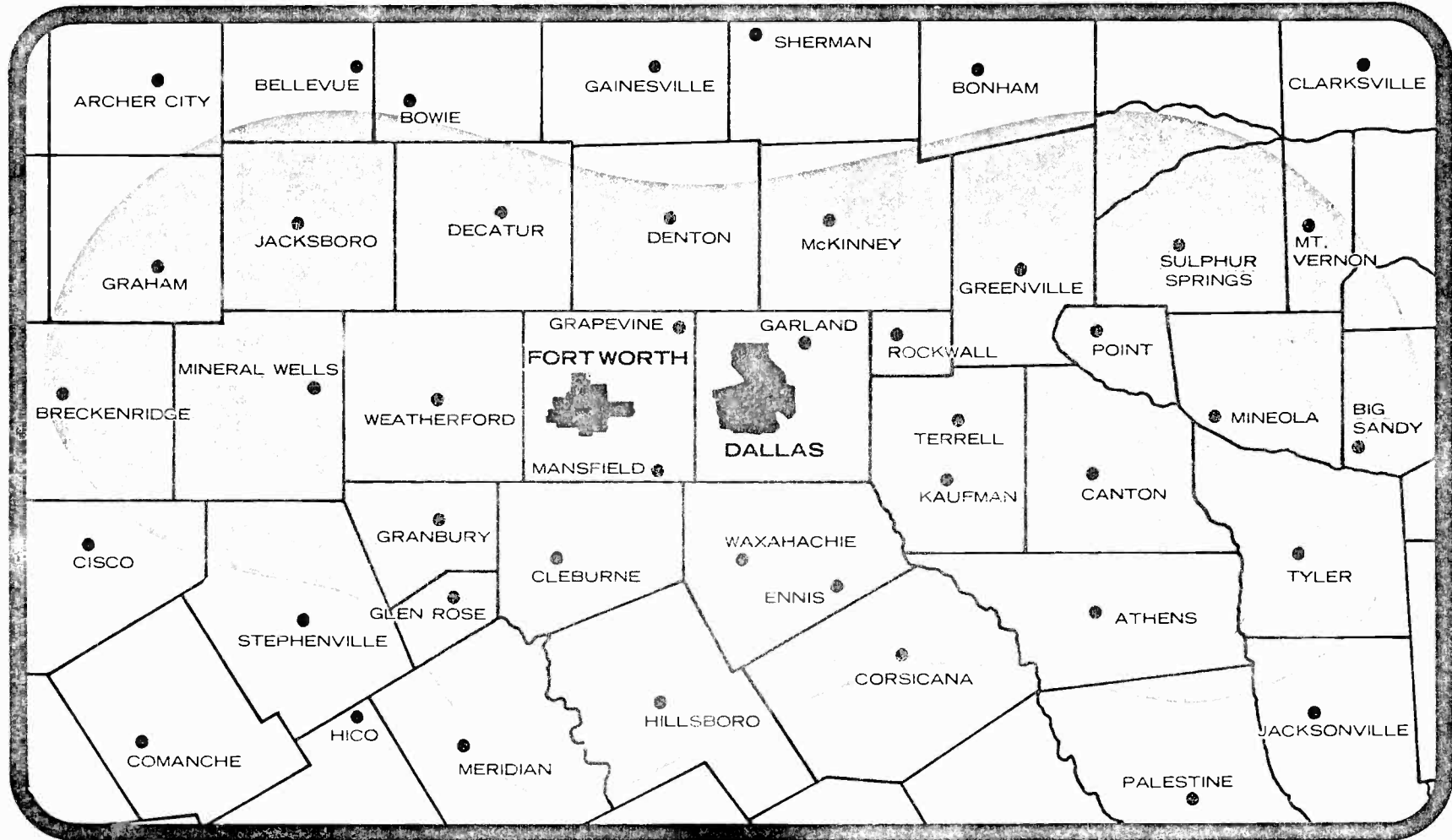
ESTABLISHED 1941



- Complete Mobile News Coverage.
- Official U. S. Weather Bureau Station.
- Complete Brownwood & Howard Payne Sports Coverage.
- Serving 300,000 Listeners in 20,000 square miles.
- Nearest TV Station 80 miles distance.
- Mutual Network Coverage of News and Special events.
- Representative:
 Robt. E. Eastman Co.
- Radio-Gram distributed daily to Coffee Shops & Restaurants.

"Biggest Voice in Twenty-five Counties"

K•BUY 50,000 WATTS AT 1540



COVERAGE CONTOURS / 50KW

FORT WORTH'S ONLY country music station!

KBOX Radio

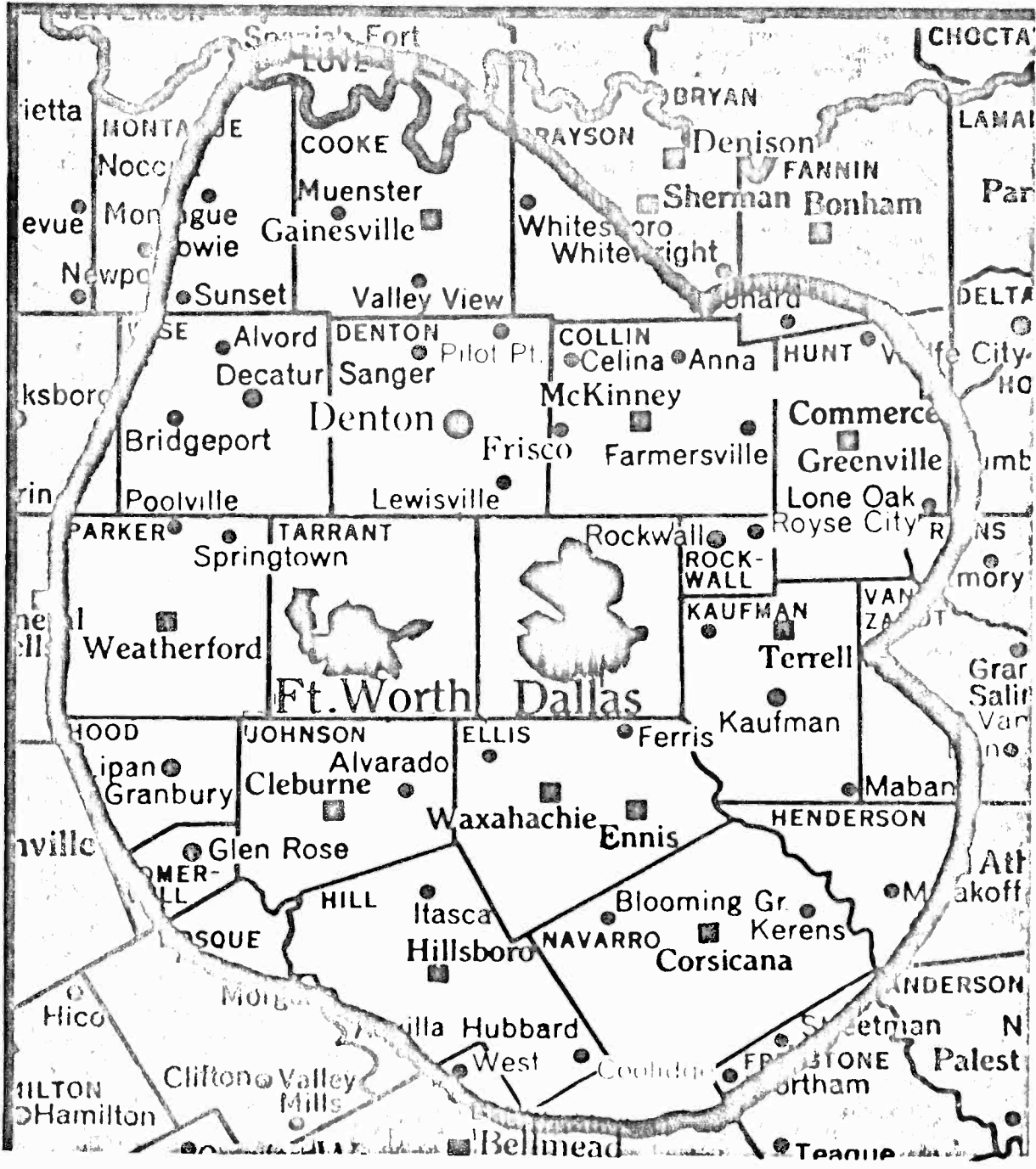
9900 MCCREE RD.
DALLAS, TEXAS 75238
DI 8-3800

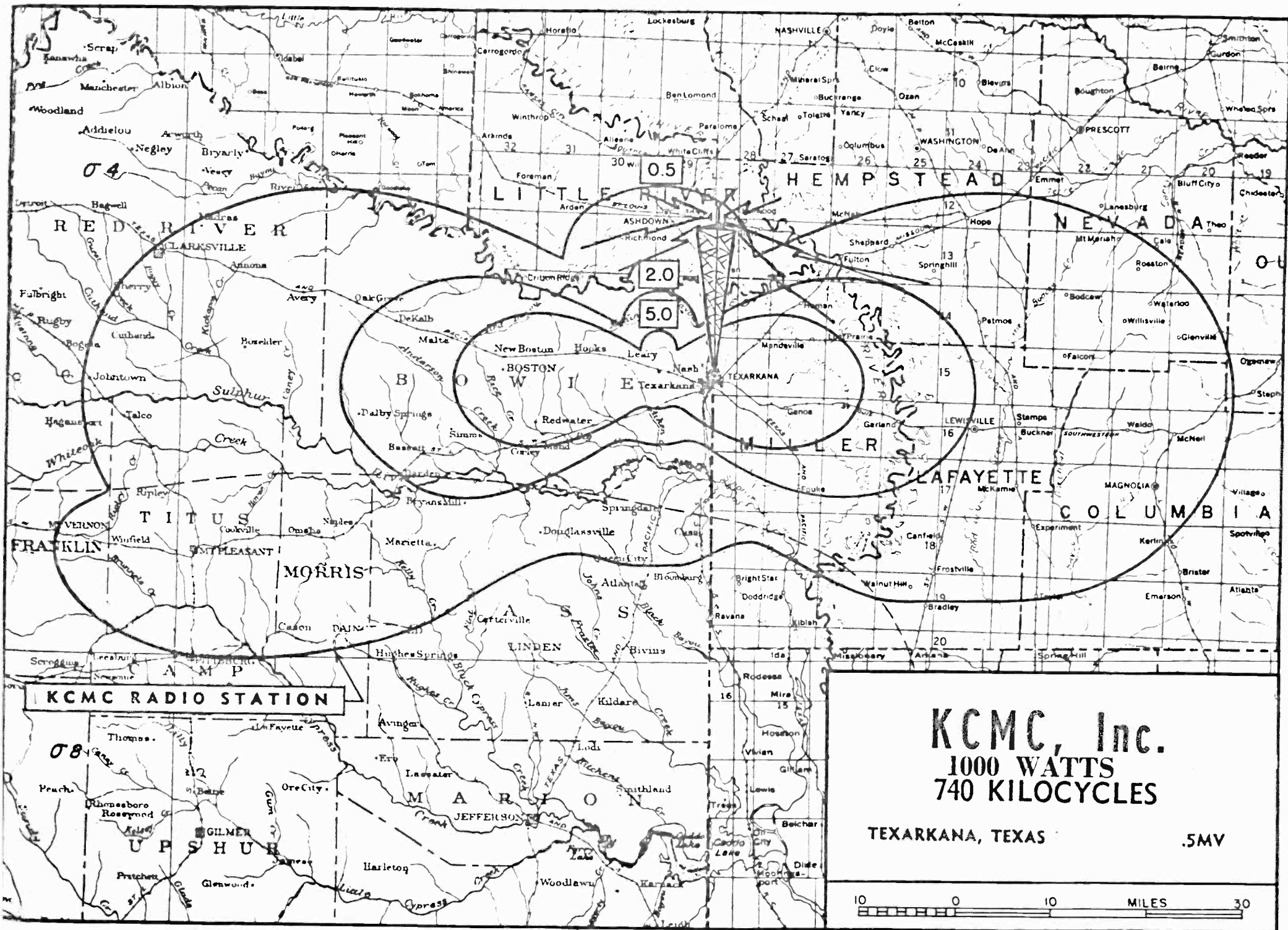
1480



COVERAGE MAP

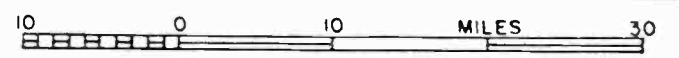
Dallas - Fort Worth

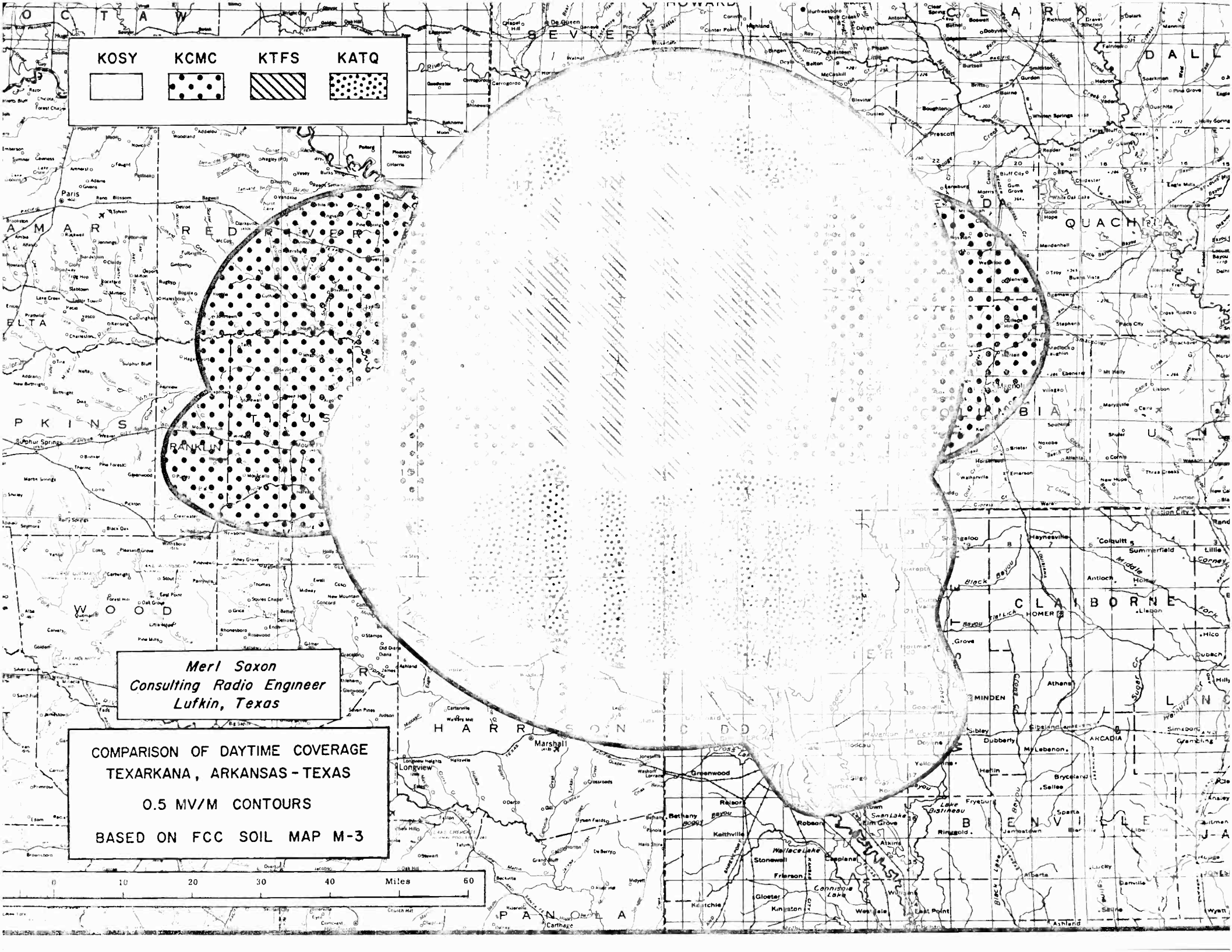




KCMC RADIO STATION

KCMC, Inc.
1000 WATTS
740 KILOCYCLES
TEXARKANA, TEXAS **.5MV**





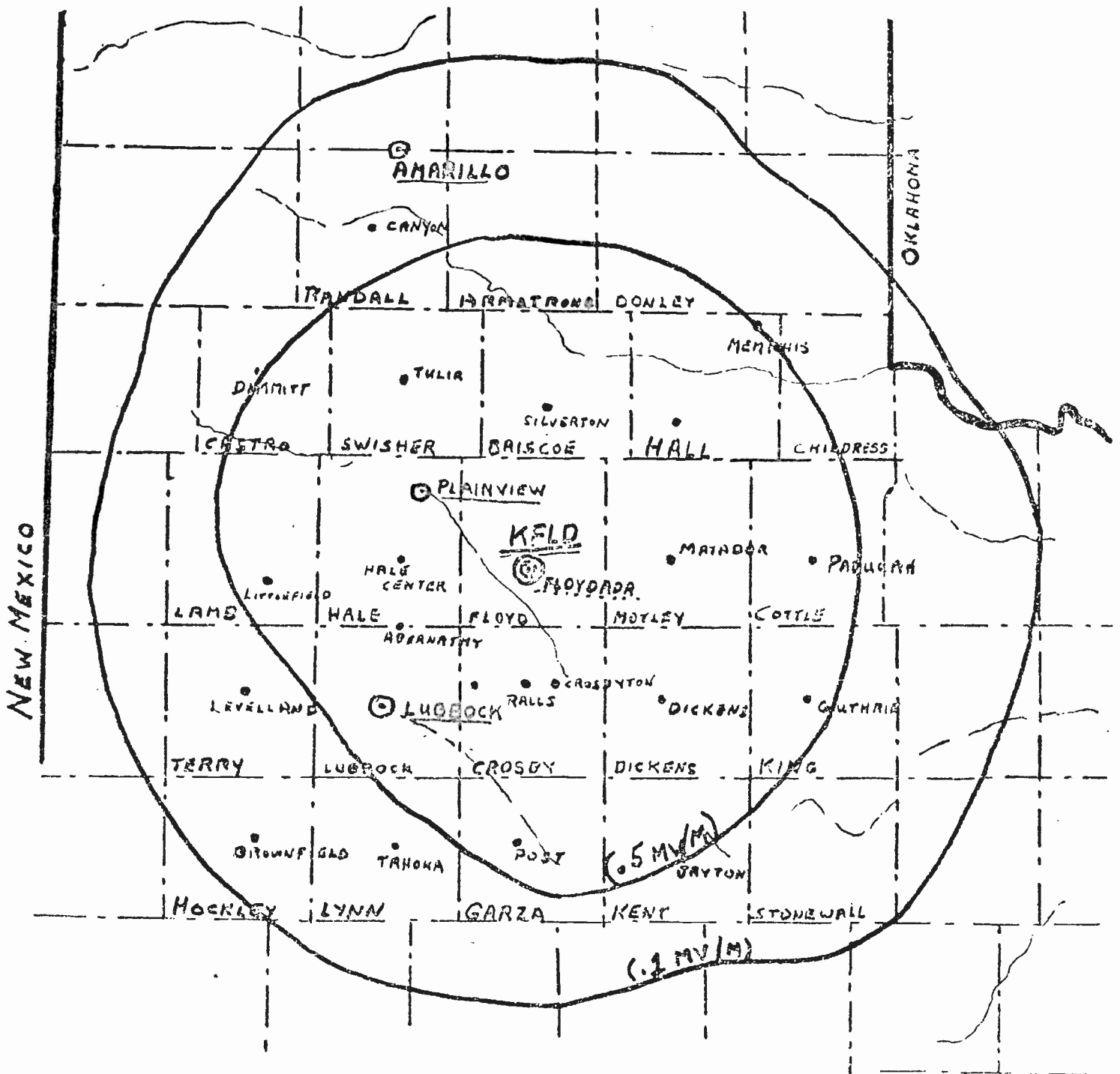


KFRD

**Rosenberg,
Texas**

980 KC - 1000 WATTS

Post Office Box 832 - Phone Northfield 2-3776



GOOD OL'

KFLD

900Kc — 250 W — CLEAR CHANNEL

Box 490

FLOYDADA, TEXAS

806 983-2841

Pete Charlton — Manager
 South — Mario Messina, Dallas

Network Affiliations:
 Keystone Radio Network
 Gospel Radio Network — Religion

South Plains Most Loyal Listeners!

Buy TWO ways:

★ Sell the irrigation rich listeners on Texas' South plains with great local news and Good Ol' country music from Sign-On till 2:30 p.m.

★ Reach the increasingly affluent Latin-American population in the Lubbock - Plainview metro market. Over 90,000 Spanish-surname individuals in this area appreciate your efforts to reach them in the language they comprehend best. From 2:30 p.m. till Sign-Off daily.

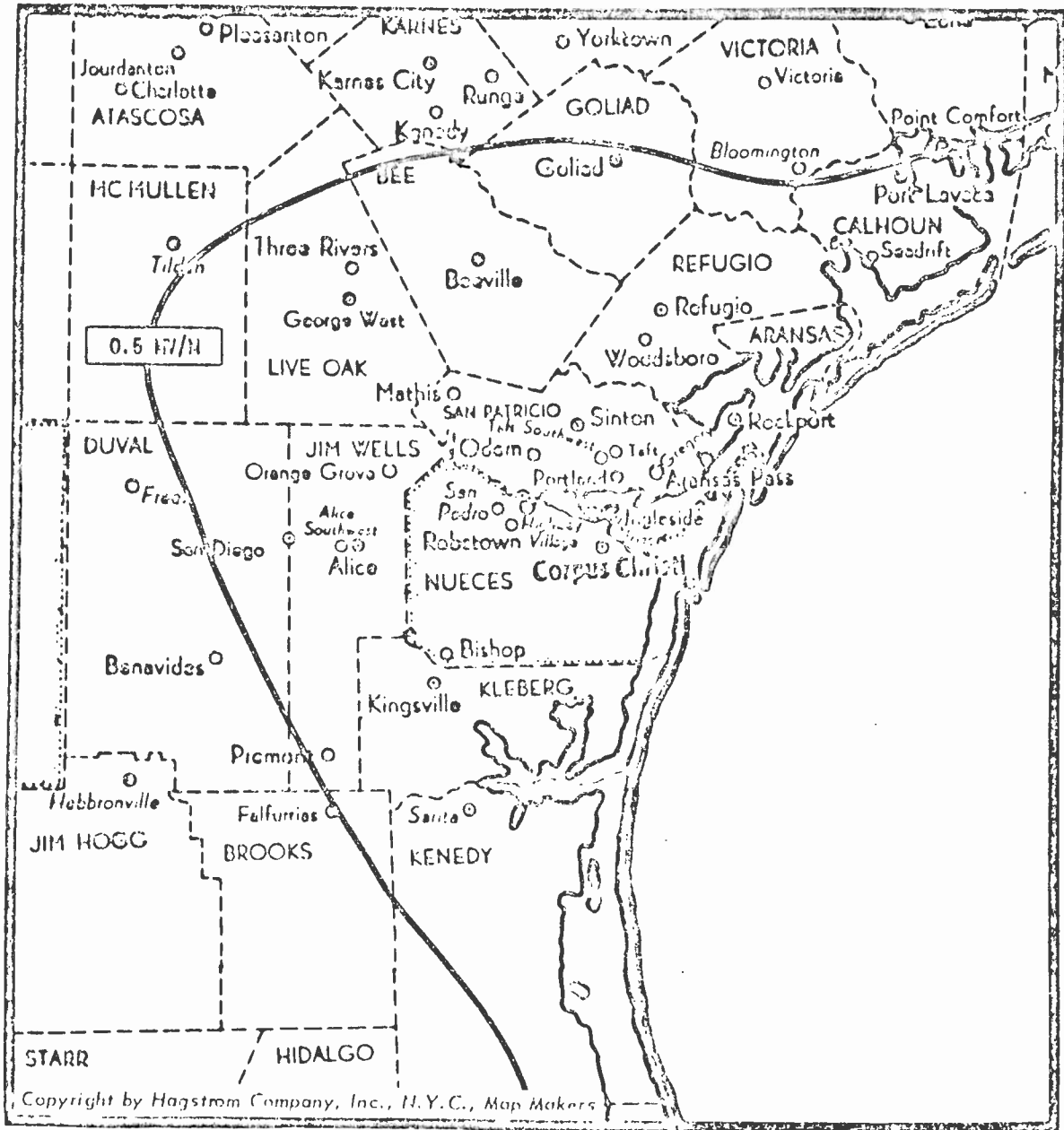
KFLD, serving three of the four top counties in Agricultural Sales and three of the top four counties in Agricultural Income is your BUY - Lingual choice.



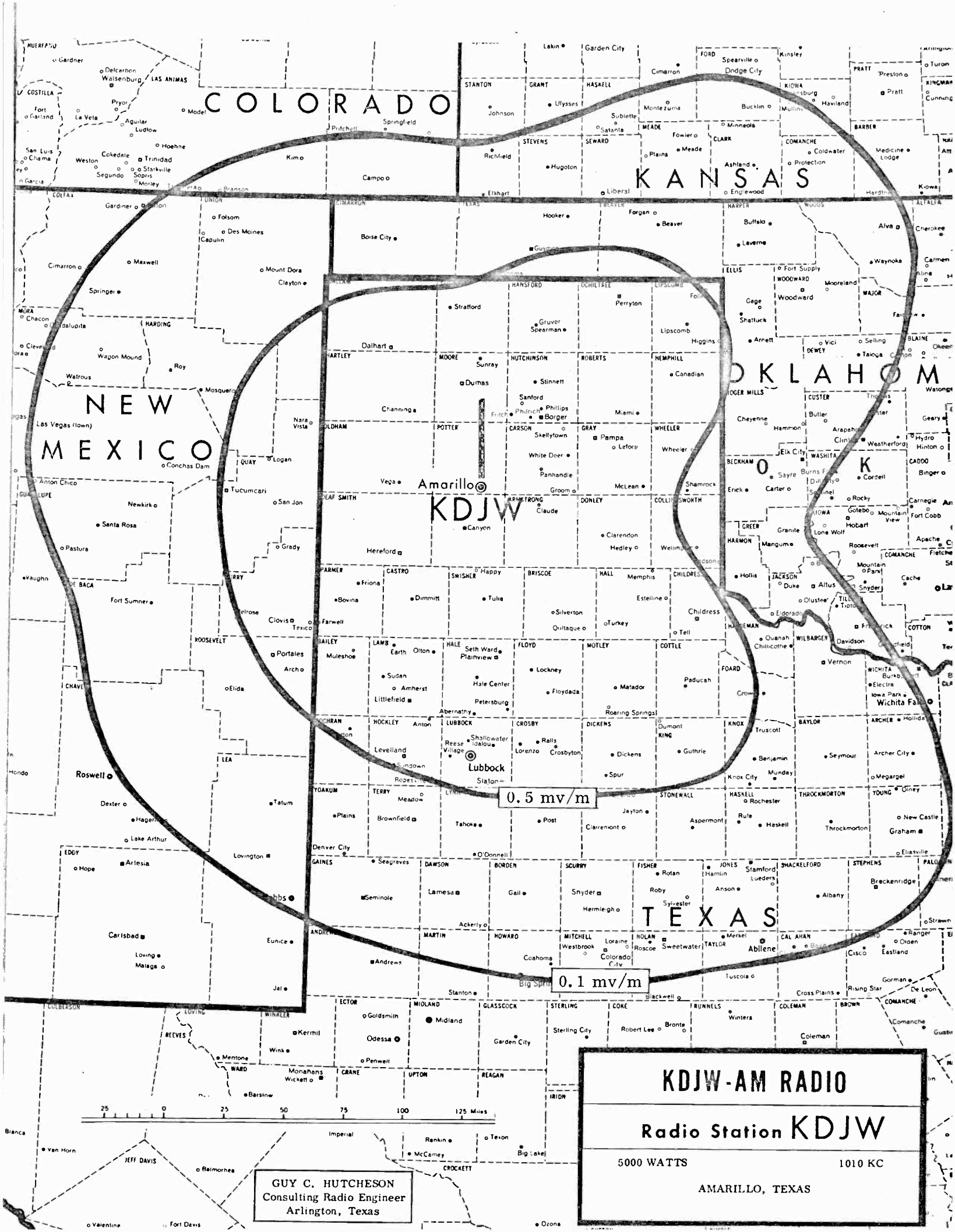
KEYS - Radio

Corpus Christi, Texas

0.5 MV/M Daytime Coverage Contour



KEYS-Radio blankets this growing, wealthy area with the modern, smooth vibrations of contemporary/popular news. Award-winning TSN News (Texas State Network) complements the KEYS energetic musical sound, assuring the best in modern entertainment and information.



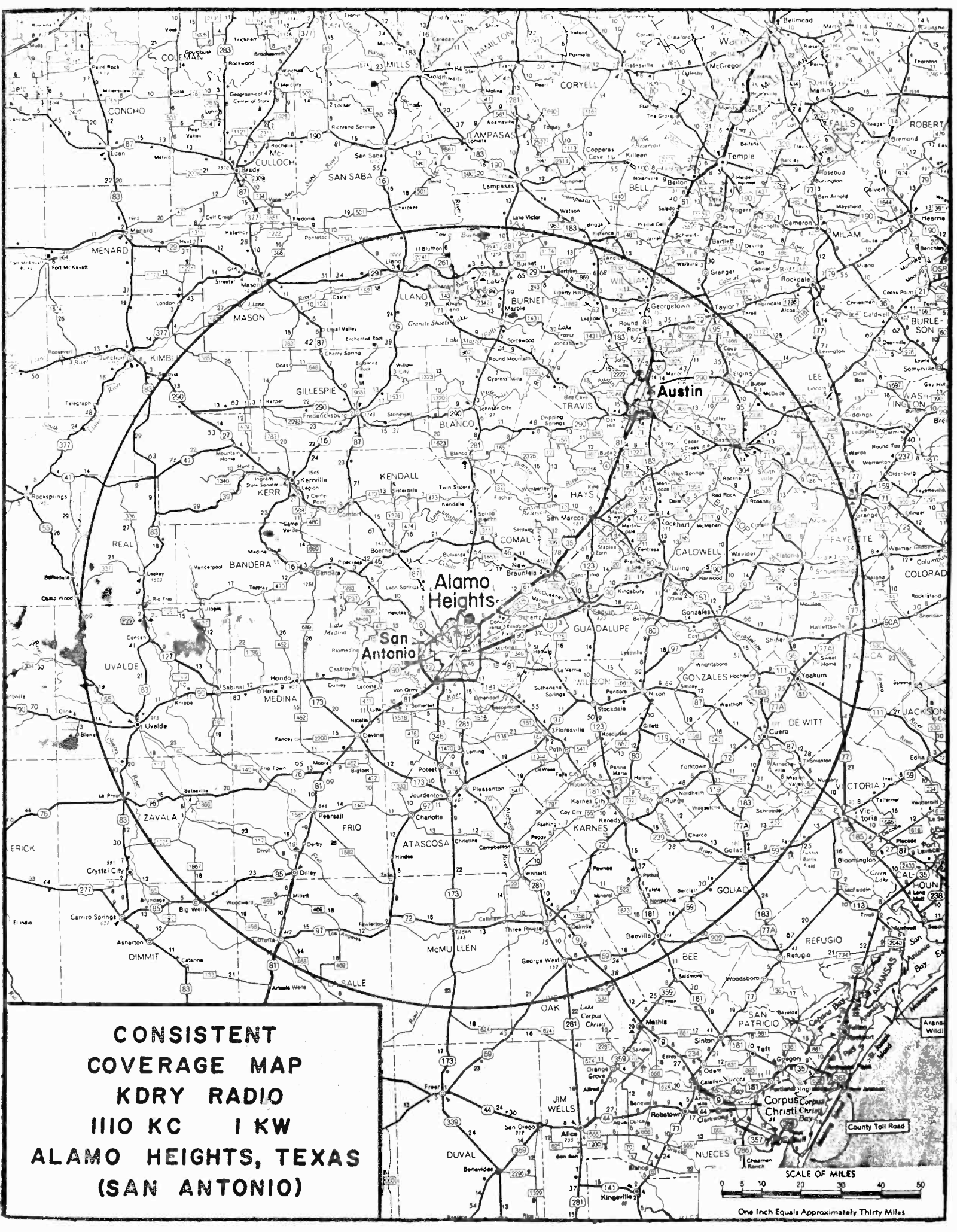
GUY C. HUTCHESON
 Consulting Radio Engineer
 Arlington, Texas

KDJW-AM RADIO

Radio Station KDJW

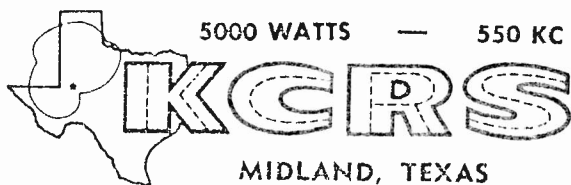
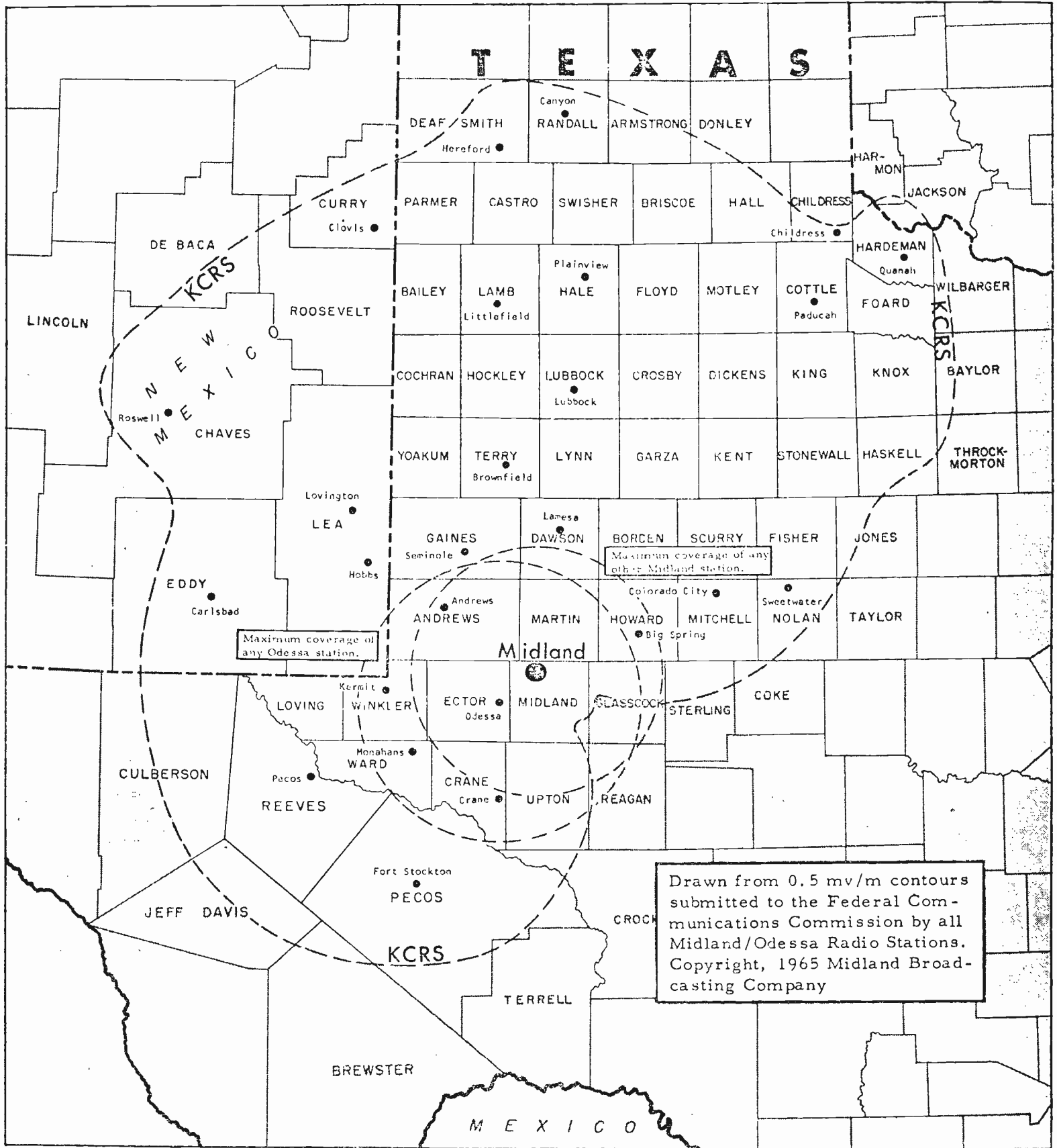
5000 WATTS 1010 KC

AMARILLO, TEXAS



**CONSISTENT
COVERAGE MAP
KDRY RADIO
IIIO KC I KW
ALAMO HEIGHTS, TEXAS
(SAN ANTONIO)**

SCALE OF MILES
0 5 10 20 30 40 50
One Inch Equals Approximately Thirty Miles



KCRS has the greatest coverage area of any radio station in West Texas or Southeastern New Mexico. KCRS coverage includes all of the fabulous oil rich Permian Basin, one of the richest markets in the country. KCRS is Midland's only full time AM radio, and has been a listening habit since 1935.

KCTX CONSISTENTLY means MORE sales at LESS cost!

COVERAGE MAP NO. 1

250 WATT AT

KCTX

1510 KILOCYCLES

TELEPHONE 7-2563

Golden West Broadcasting Company, Inc.

OFFICE — 200 MAIN

CHILDRESS, TEXAS



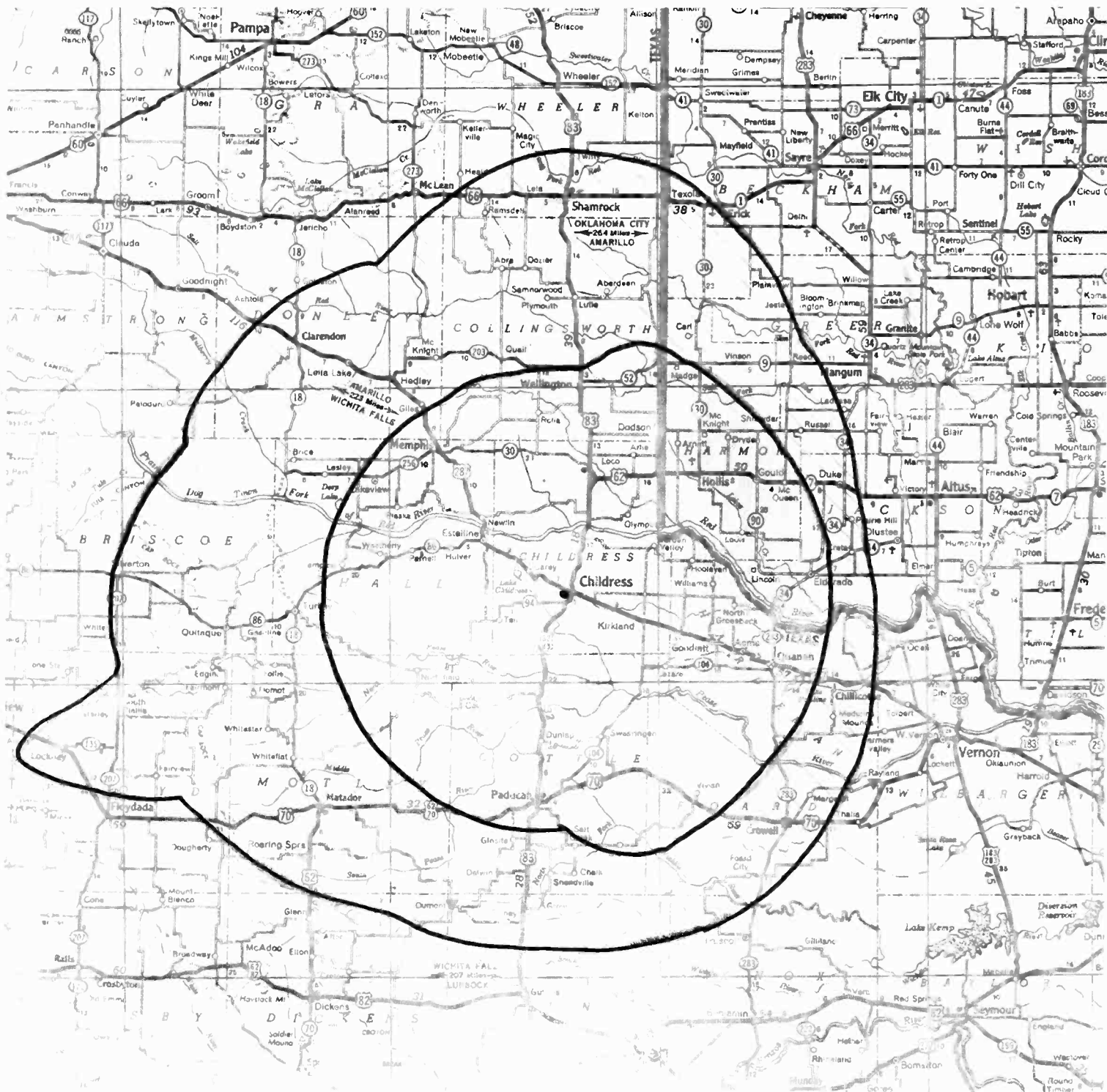
Complete All Weather Coverage.



Area from which mail is received regularly.

MALONE HAGAN, *President*

GEORGE MOREY, *General Manager*



Today's broadcast is an advertisement for yesterday!

246

JOSEPH E. KURETH, JR.
817 W. STAYMAN DR.
ELLCOTT CITY, MD. 21030

*Top-100 pick this one up in little pwr
had been a great catch - by little pwr
beamed
in way
a regular here
at station*

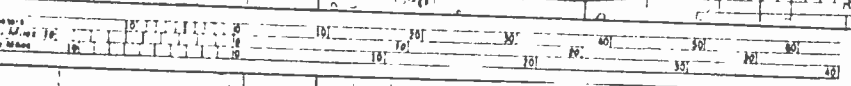
**COVERAGE MAP
FOR
RADIO STATION KDHN
HIGH PLAINS BROADCASTING COMPANY
DIMMITT, TEXAS
1470 KC. 500W-DA**

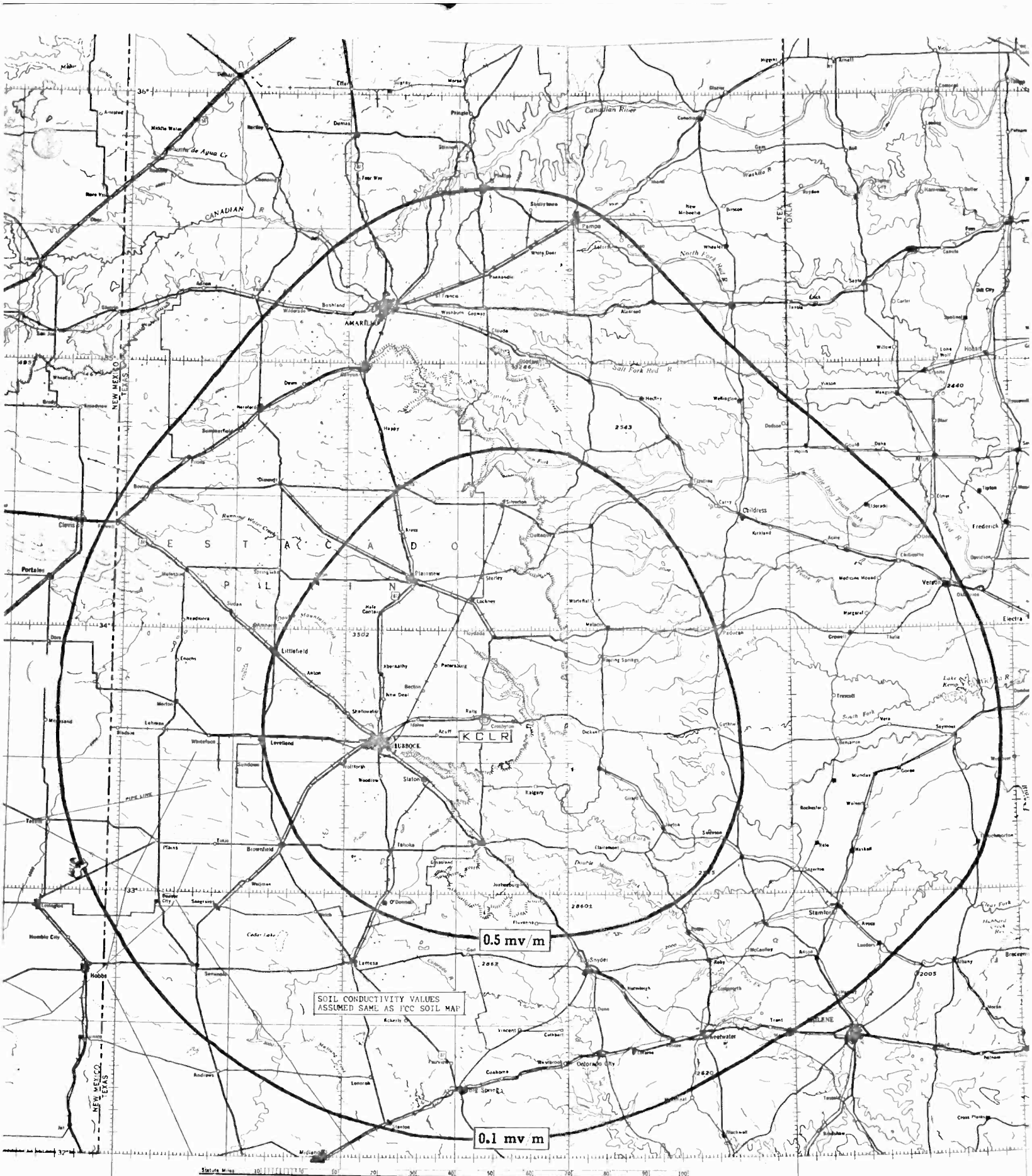


0.5MV/M

KDHN

William B. Carr
CONSULTING ENGINEER
P. O. BOX 13287
FORT WORTH 18, TEXAS





SOIL CONDUCTIVITY VALUES ASSUMED SAME AS FCC SOIL MAP

0.5 mv/m

0.1 mv/m

GUY C HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

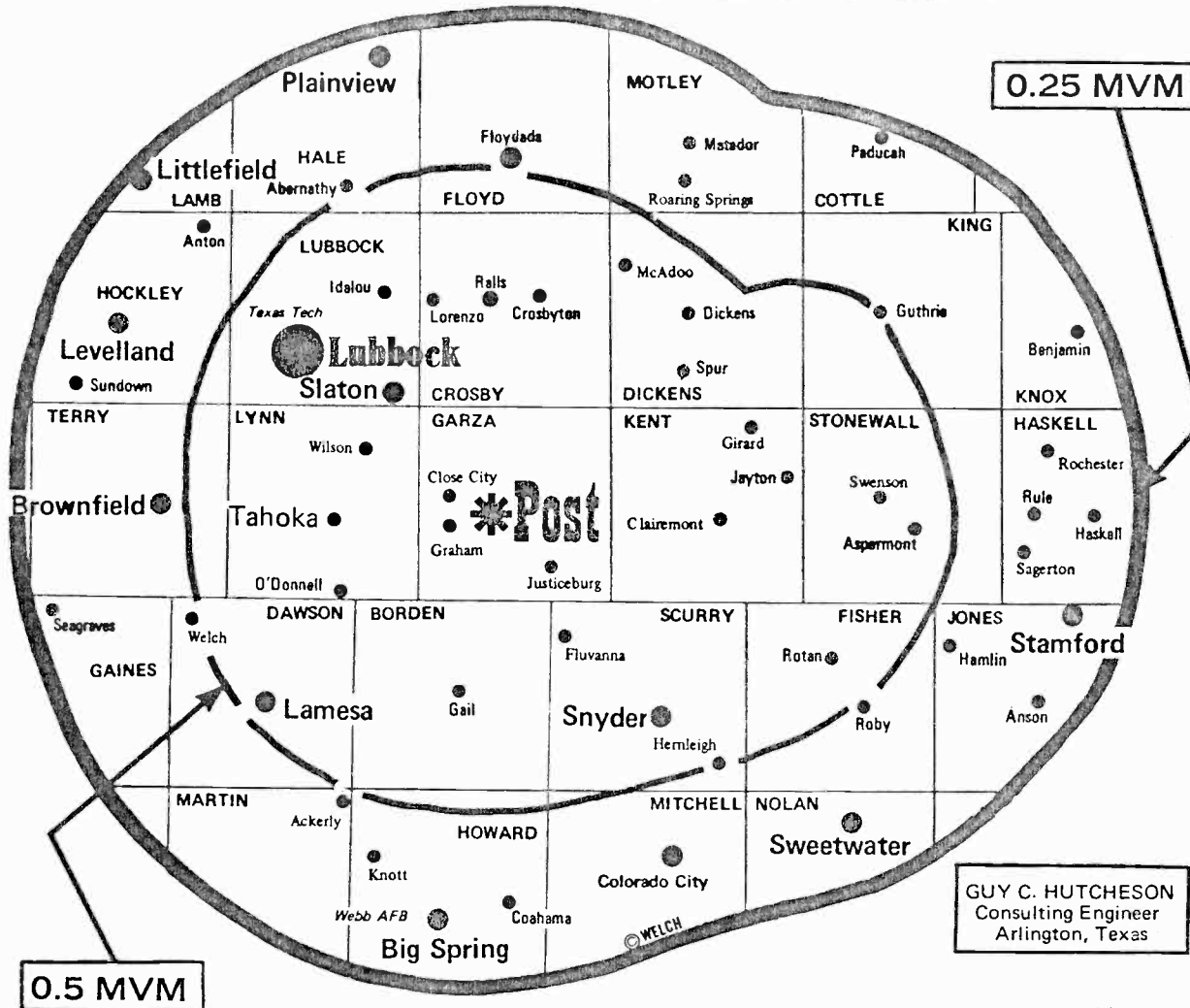
KCLR
CLEAR CHANNEL - 5000 WATTS
1530 KCS
COVERING THE OUNTAINS
DALLAS, TEXAS



GATEWAY TO THE PLAINS



Post, Texas



POST is the home of Postex Cotton Mills, in the heart of a 2-Million Bale Cotton Market . . . amid one of the nation's biggest agricultural areas, known for its cotton, wheat, irrigation farming, dairying, grain sorghums, cattlefeeding . . . its liquors and huge oil production . . . and KPOS RADIO!

KPOS RADIO, a member of Country Music Association, presents full-coverage local news, AP wire news, South Plains weather wire, farm and ranch news, sports events and reports from high schools and Texas Tech.

KPOS RADIO presents Country-Western Music from 6 AM to 3 PM daily, adult-programming!

PROVEN AUDIENCE, including mail response from Lubbock, Abilene, Snyder, Plainview PLUS 52 other West Texas cities!

POST RADIO, INC.
115 W. Main St. — Phone 495-2831
POST, TEXAS 79356

GUY C. HUTCHESON
Consulting Engineer
Arlington, Texas

Prepared by
RADIO Universal

KPOZ

1000 Watts 1370 AM Non-D

POST, TEXAS

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	249,730	493,450
Households	77,130	146,740
Radio Homes	75,910	144,830
Spendable Income \$	\$ 573,114,000	1,143,954,000
Total Retail Sales \$	\$ 485,412,000	903,877,000
Food Stores	\$ 99,196,000	181,053,000
Drug Stores	\$ 12,540,000	23,803,000
Gen'l. Merchandise \$	\$ 48,080,000	75,517,000
Apparel Stores	\$ 23,863,000	42,779,000
Home Furnishings	\$ 27,388,000	41,106,000
Auto Sales	\$ 115,410,000	220,133,000
Service Stations	\$ 37,543,000	77,809,000
Private Autos	119,680	215,980
Farm Households	8,210	23,050
Gross Farm Income \$	\$ 215,918,000	591,418,000

SOURCE: SRDS Consumer Market Data

REGIONAL RATE CARD No. 128-A

KRAN FIXED POSITION SERVICE EFFECTIVE JULY 1, 1970

ANNOUNCEMENTS NO. SPOTS	MINUTE COST	30 SECOND COST
6	\$5.75	\$3.95
12	\$5.45	\$3.80
18	\$5.25	\$3.55
24	\$5.05	\$3.40
48	\$4.75	\$3.25
78	\$4.45	\$3.05
156	\$4.35	\$2.85
312	\$3.85	\$2.50
624	\$3.35	\$2.15
936	\$3.10	\$2.00

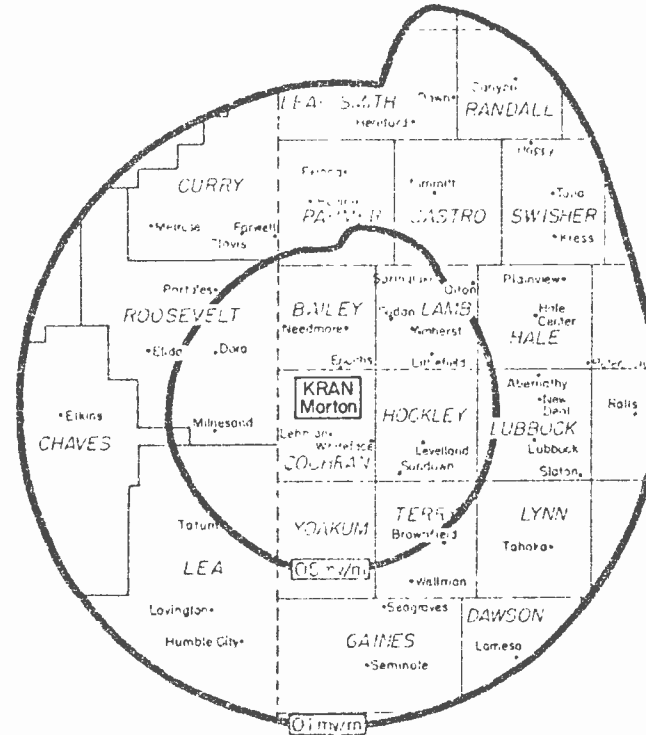
10 SECONDS: 50% OF ABOVE 1 - MINUTE RATE

KRAN LIVE BROADCAST PACKAGE

- FOUR Hours On Your Premises 40 Promotional Announcements \$150.00
 - THREE Hours On Your Premises 30 Promotional Announcements \$130.00
 - TWO Hours On Your Premises 20 Promotional Announcements \$110.00
 - ONE Hour On Your Premises 10 Promotional Announcements \$ 75.00
- Each Additional Hour \$35.00.

K-RAN

BLANKETS
West Texas &
Eastern New Mexico



Country Music Radio

ABC NEWS NETWORK, UNITED PRESS INTERNATIONAL,
INTERSTATE BROADCASTING SYSTEM
PAUL HARVEY NEWS

PHONE 206-5545

P. O. Box 1077

Morton, Texas 79346

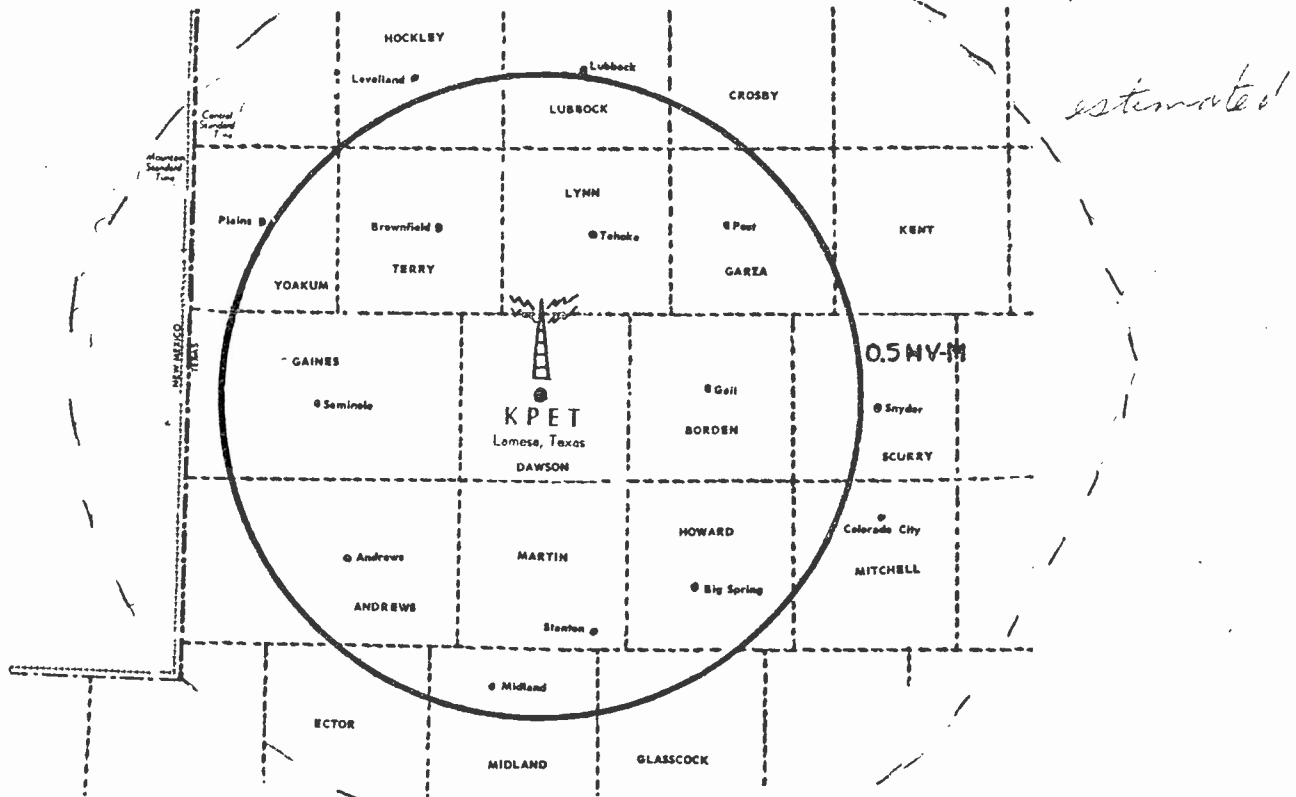
RADIO STATION K P E T

LAMESA, TEXAS

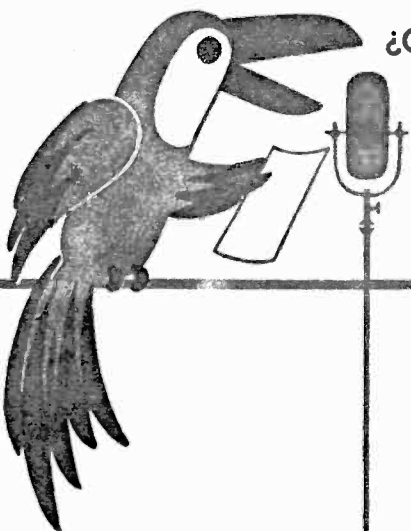
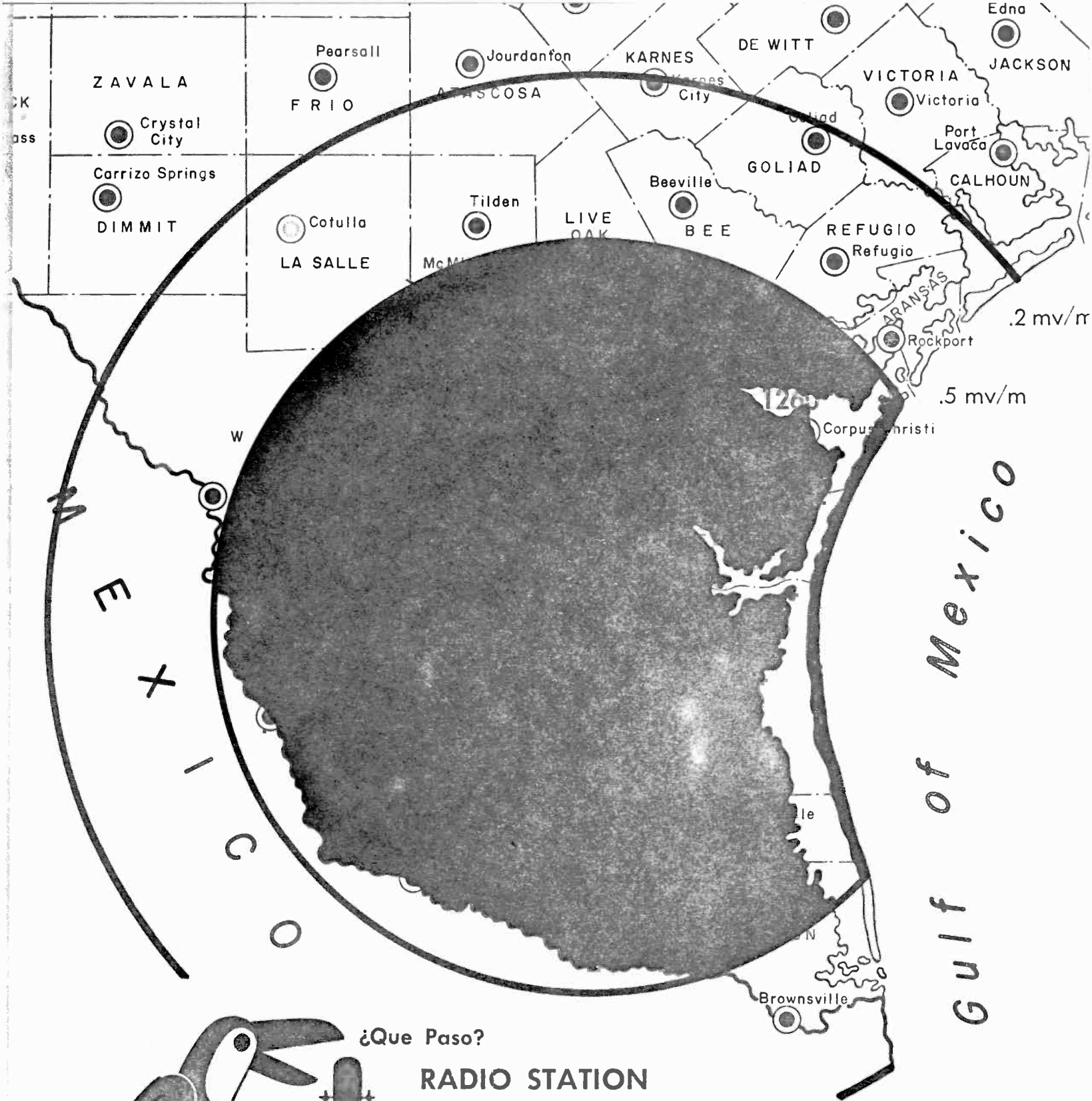
250 WATTS - 690 K. C.

COVERAGE MAP

Roger: This map pre-dates tower changes, estimated 0.5 mv contour is now about 40 MILES greater on the radius.







¿Que Paso?

RADIO STATION
KPSO

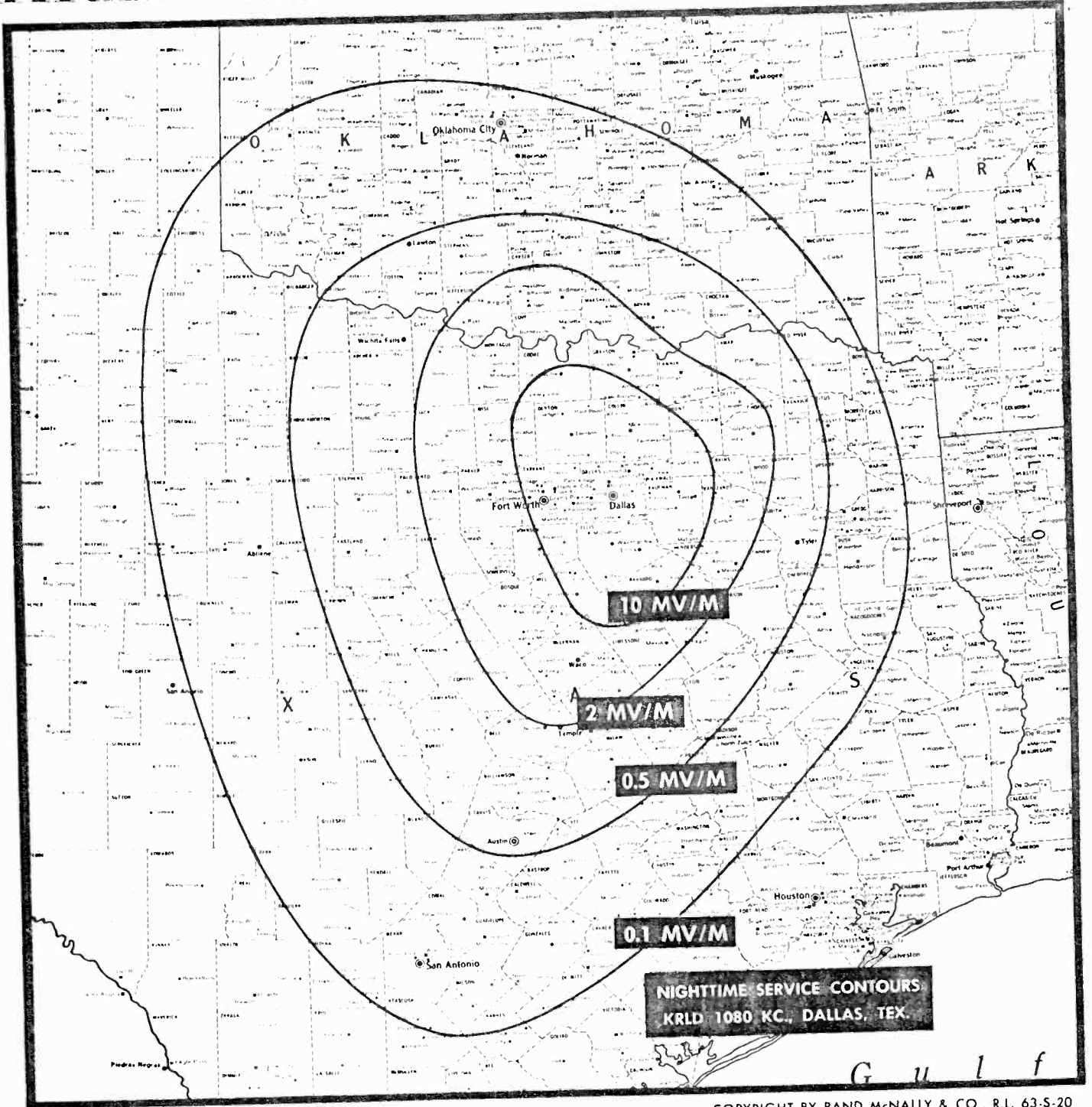
FALFURRIAS, TEXAS
 P. O. Box 307, Telephone 555

1260 KC - 500 WATTS

The Magic Key to the Rich Dairy and Oil Market of South Texas
 Serving South Texas from Falfurrias

Keystone Broadcasting System . . . Associated Press Leased Wire

KRLD delivers more listeners....



*than any other single station in the entire state of Texas**

*NCS 1961

KRLD

CBS OUTLET FOR DALLAS-FORT WORTH

THE 50,000 WATT VOICE OF TEXAS

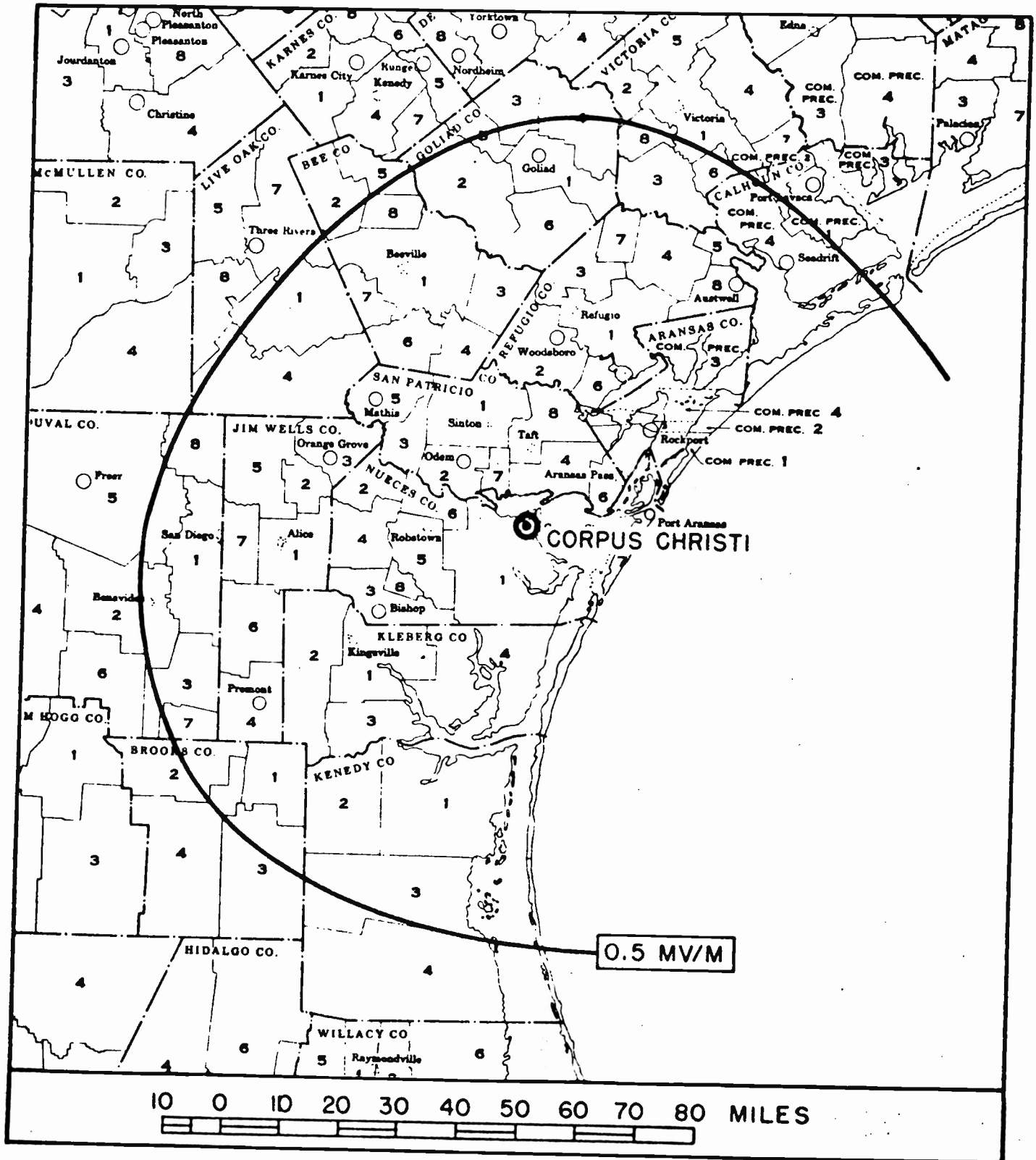
1080

REPRESENTED NATIONALLY BY ADVERTISING TIMES SALES INC.

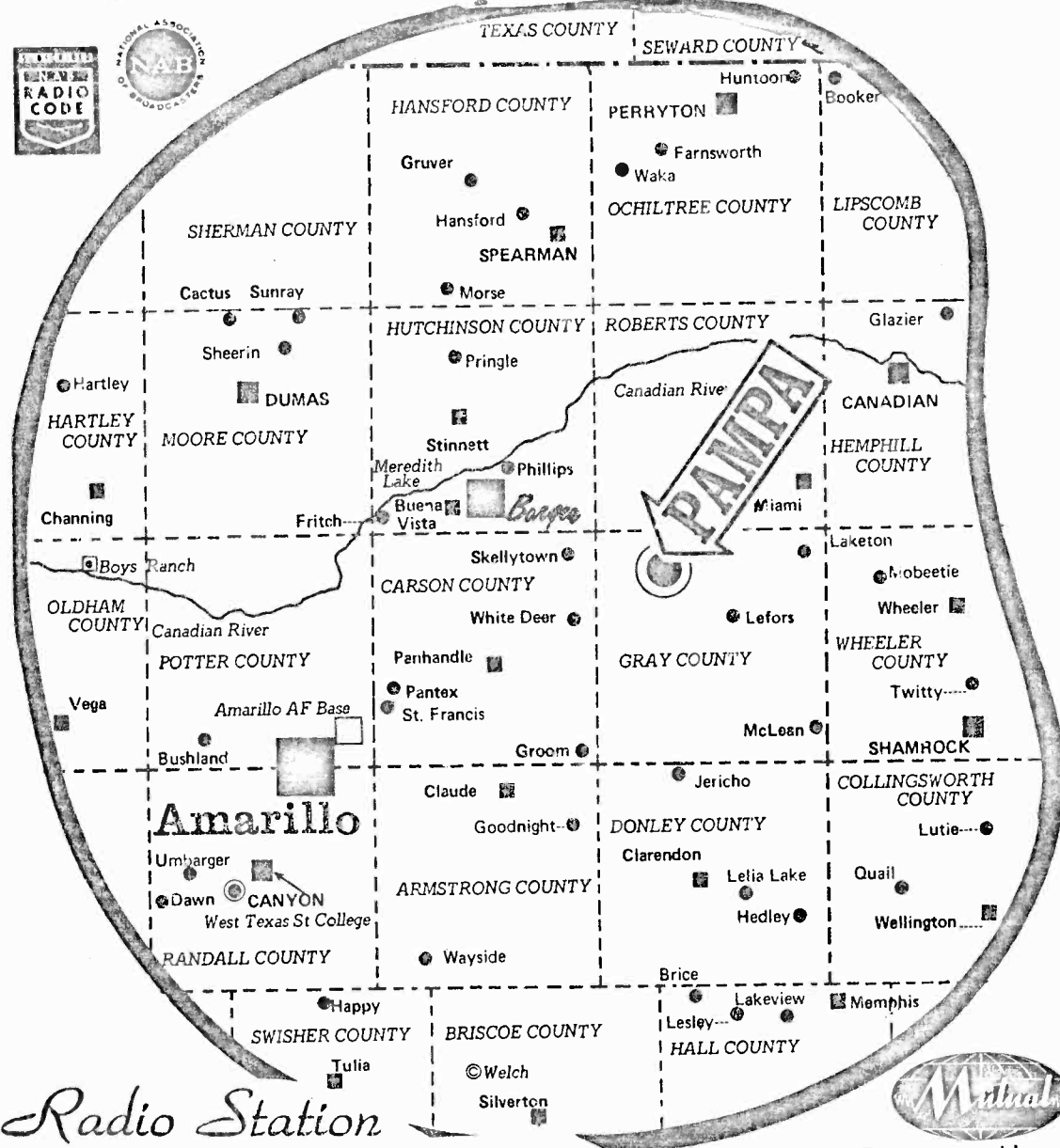
RADIO STATION K R Y S

1360 KC 1 KW-U

CORPUS CHRISTI, TEXAS



TOPS at the Top o' Texas since 1936!



A PROFILE OF...

Pampa, Texas

PAMPA – county seat and business center of the great northeastern Texas Panhandle ... 60 miles east of Amarillo ... punctured with producing oil and gas wells ... grazed by the greatest beef cattle industry in the world ... blessed with thousands of acres of golden wheat ... home of a host of industries ... and a rapidly-developing recreational center.

PAMPA -- 30,000 population: headquarters of the Southwest Division of Cabot Industries ... Celanese Chemical Company, Panhandle Packing Company, Form O'Uth ladies garments – and Shell, Texaco, Skelly, Mobil, Cities Service, Phillips, Kerr-McGee and Dorchester oil and gas refineries PLUS Transwestern, Mid-America and Natural Gas Pipeline companies.

PAMPA is known by the Companies it keeps! Right in the midst of 13,000 producing oil wells and 8,000 gas wells.

CATTLE and **WHEAT** production have long been the backbone, now moving steadily into the vegetable market, as increased irrigation developments expand.

AND, in this great Texas Panhandle, KPDN Radio has been serving since 1936 – with complete, total-service programming!

NEWS – Local news staff ... multi-time winner of AP "Key Station" Award. Strong regional reporting staff, Mutual Radio news, mobile on-the-spot reports and ... daily editorials.

MUSIC – Bright music for all. Good contemporary and old standards. No R&R, NO R&B ... only ear-easing, nerve-calming favorites!

SPECIAL EVENTS – Local and regional sports the year 'round. Live interviews daily.

Radio Station
KPDN

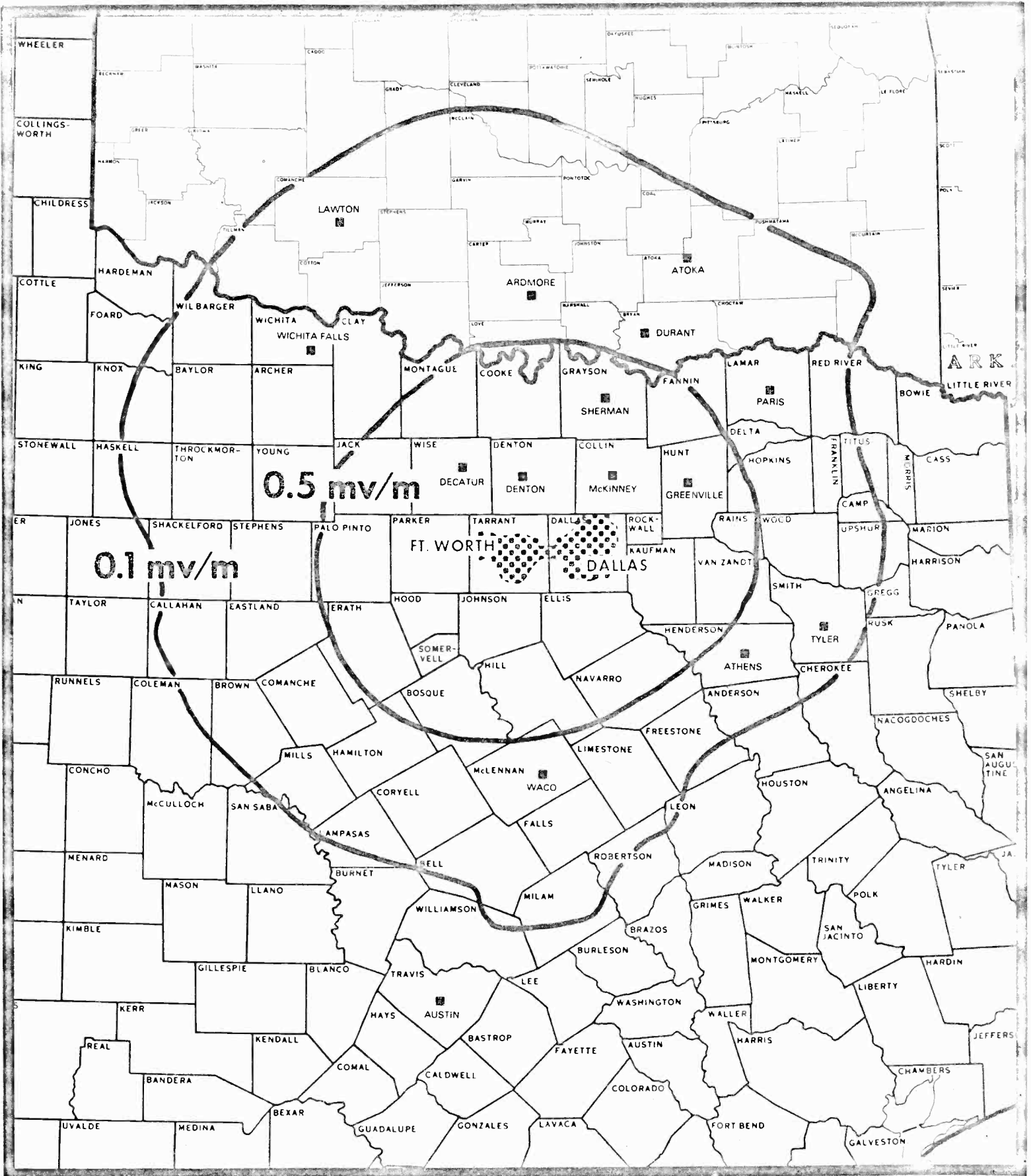
Pampa, Texas

1000 Watts Days
250 Watts Nights
18 Hours Daily
at 1340 kc

Warren L. Hasse
Owner and General Manager
Hughes Building
PHONE (806) 669-7461
Pampa, Texas 79065

Nationally Represented by:
MARIO MESSINA CO
Offices in Major Cities

Market Data:		0.5 MVM Coverage
Population		356,800
Households		112,300
AM Radio Homes		110,970
Spendable Income	\$	873,452,000
TOTAL RETAIL SALES	\$	722,964,000
Food Stores	\$	122,888,000
Drug Stores	\$	25,097,000
Department Stores	\$	55,996,000
Apparel Shops	\$	39,442,000
Homefurnishings	\$	36,199,000
Auto Dealers	\$	140,772,000
Service Stations	\$	62,175,000
Auto Ownership		163,980
Farm-Ranch Population		26,540
Gross Farm Income	\$	269,582,000
Source: SRDS Consumer Data 1969.©		

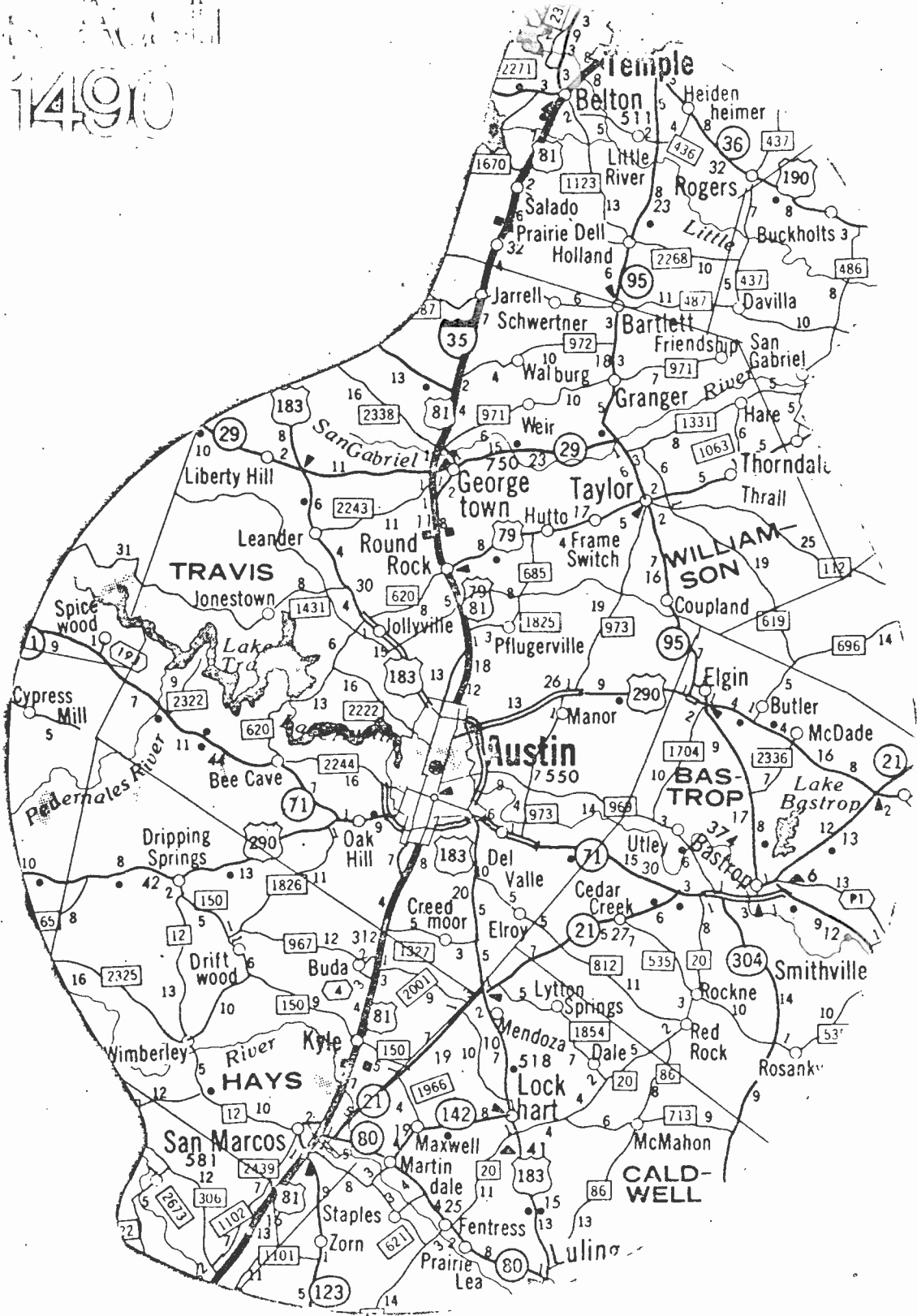


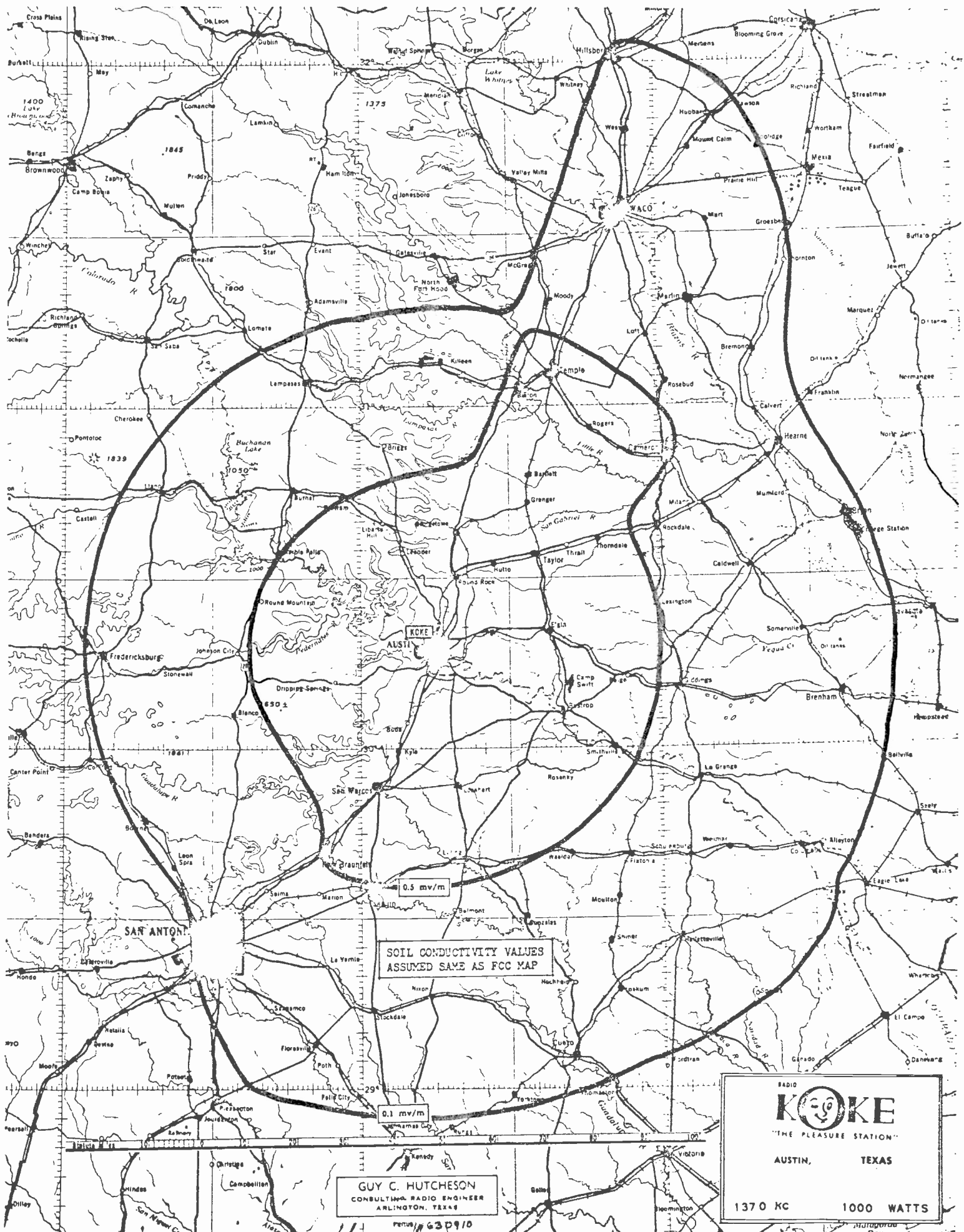
KNOK-AM
COVERAGE MAP
 970 kc. 1,000 watts



KINOKINI

1490





SOIL CONDUCTIVITY VALUES
ASSUMED SAME AS FCC MAP

0.5 mv/m

0.1 mv/m

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

RADIO

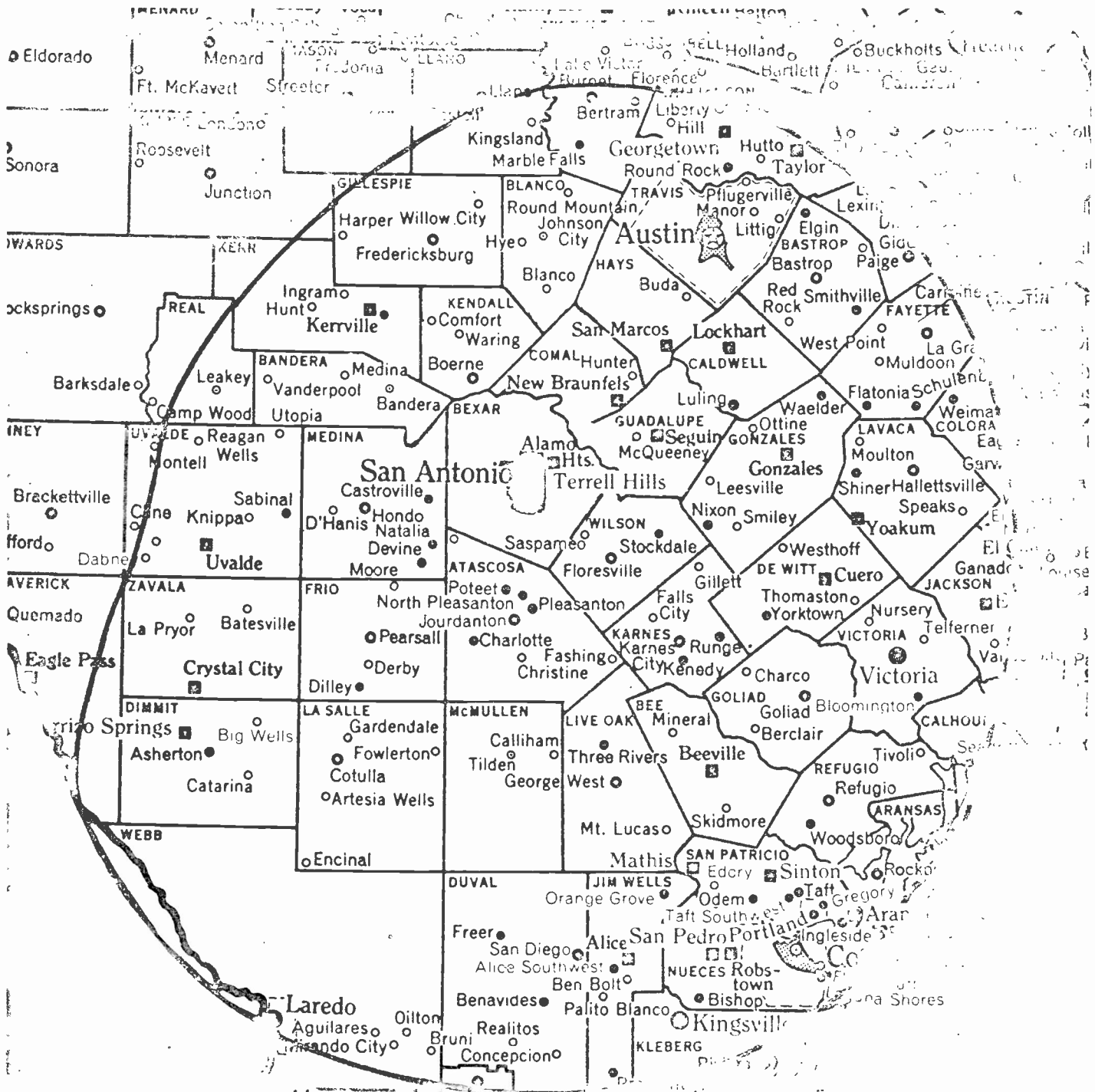
KOKE

"THE PLEASURE STATION"

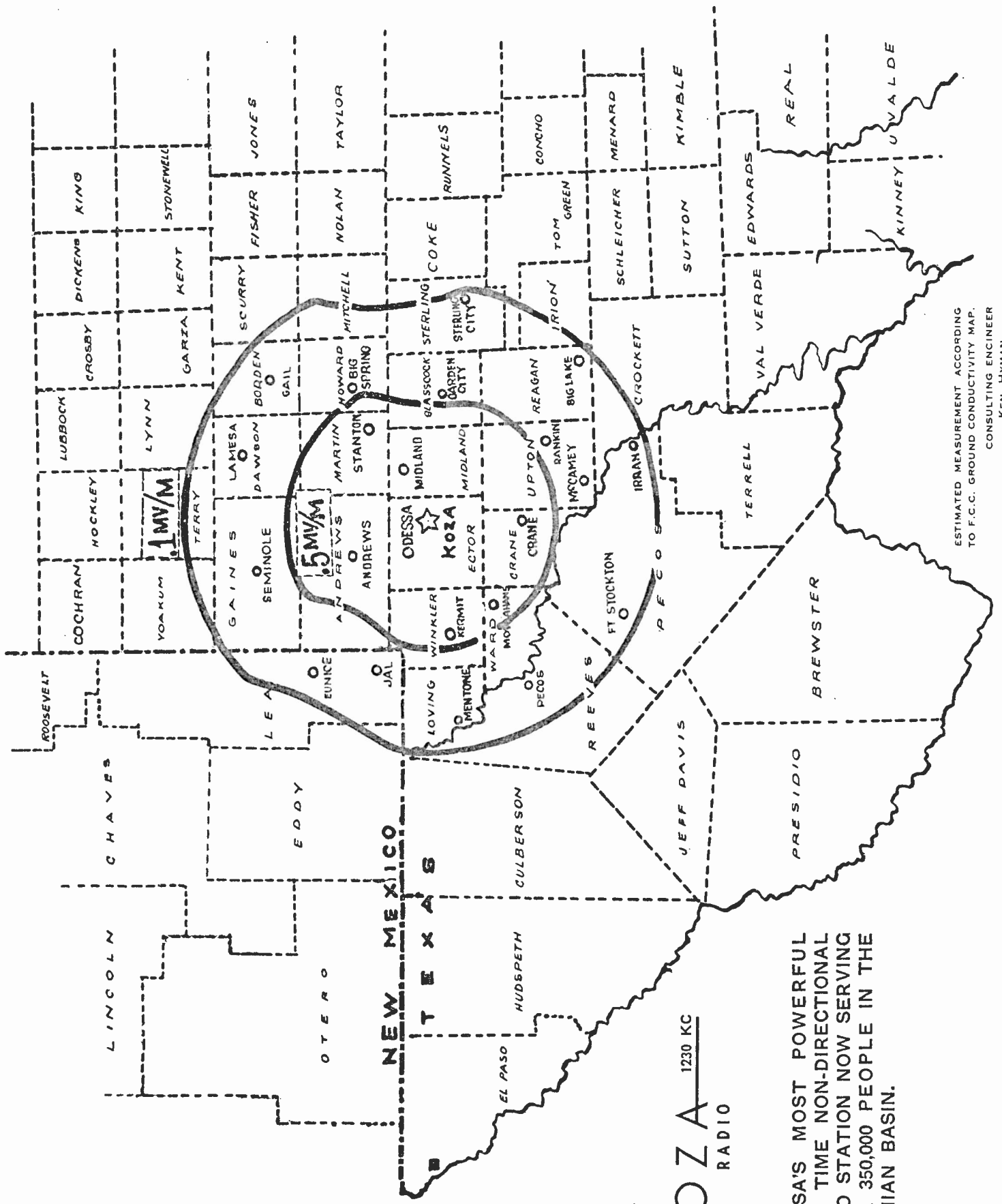
AUSTIN, TEXAS

1730 KC 1000 WATTS

Permit # 630910



KONO
 SAN ANTONIO, TEXAS
 5,000 watts 860 kc.
 .5 mv. coverage
 Scale: 1 inch = 37 miles



ESTIMATED MEASUREMENT ACCORDING
 TO F.C.C. GROUND CONDUCTIVITY MAP.
 CONSULTING ENGINEER
 KEN HYMAN,
 SAN ANTONIO

KOZA
 RADIO 1230 KC

ODESSA'S MOST POWERFUL
 FULL TIME NON-DIRECTIONAL
 RADIO STATION NOW SERVING
 OVER 350,000 PEOPLE IN THE
 PERMIAN BASIN.

500 WATTS
DAYTIME

KINE 1330



KINE rate structure effective March 1, 1968

one minute announcements:

1 time	\$4.00
13 times	3.80
26 times	3.60

thirty second announcements:

1 time	\$3.50
13 times	3.35
26 times	3.20

ten second announcements:

1 through 44	2.00	44 and above	1.60
--------------	------	--------------	------

monthly packages:

40 one minute spots	\$140.00	40 thirty second spots	\$120.00
60 one minute spots	180.00	60 thirty second spots	168.00
100 one minute spots	280.00	100 thirty second spots	250.00
150 one minute spots	410.00	150 thirty second spots	330.00

TSN news insert - one minute:

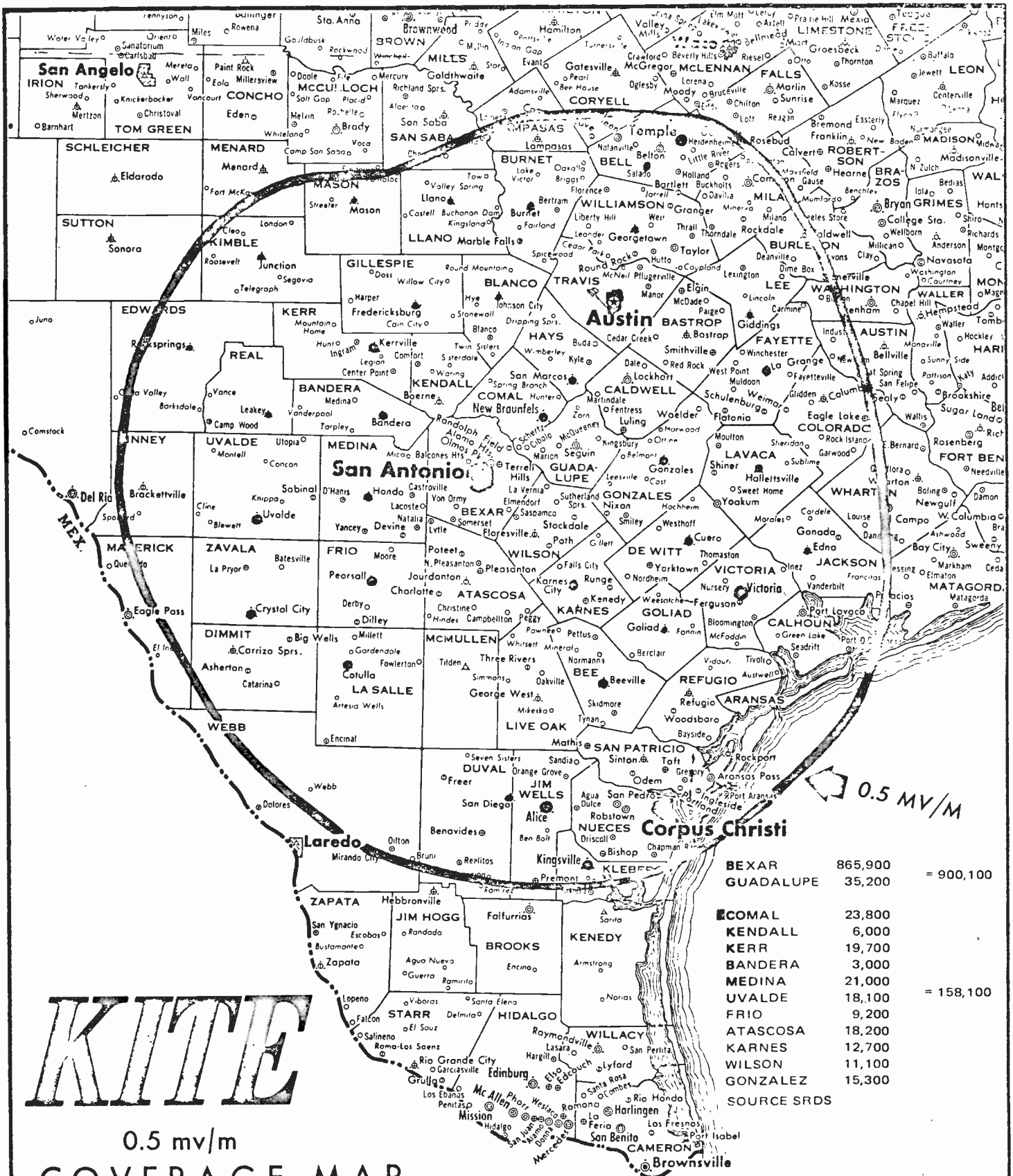
1 time per week	\$ 4.00
2 times per week	8.00
3 times per week	11.40
6 times per week	22.20

Porter Randall - one minute:

1 time per week	\$ 5.00
2 times per week	10.00
3 times per week	13.50
6 times per week	24.00

Programs - flat rate:

60 minutes	\$50.00
30 minutes	40.00
15 minutes	30.00
5 minutes	20.00



KITE

0.5 mv/m
COVERAGE MAP

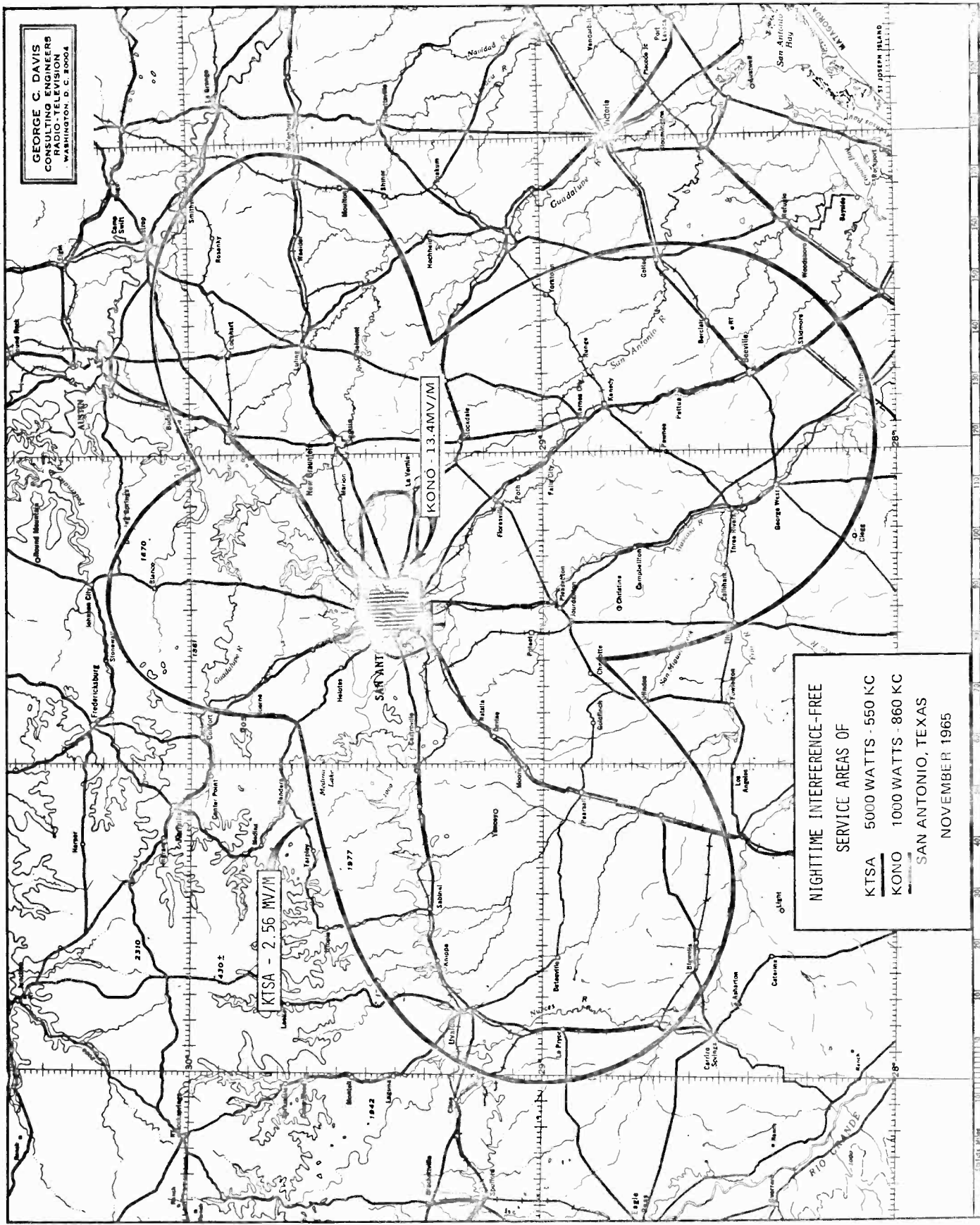
5,000 WATTS • 930 kc
 (1,000 NIGHT)

KITE The Golden Sound — A Doubleday Station

535 South Main Avenue
 San Antonio, Texas
 Phone: CAPITOL 6-0335



GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON, D. C. 20004



KTSa - 2.56 MV/M

KONO - 13.4 MV/M

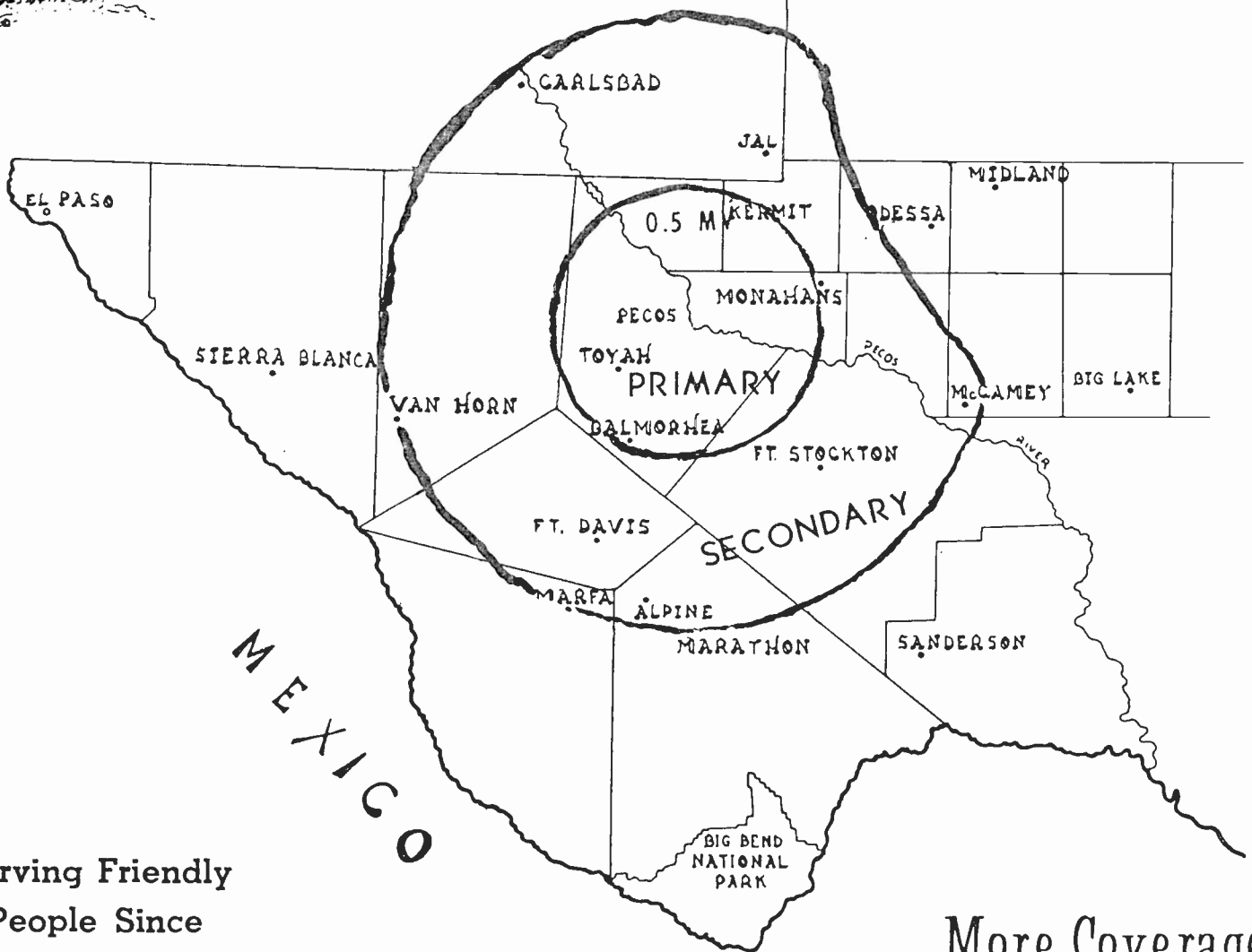
NIGHTTIME INTERFERENCE-FREE
SERVICE AREAS OF
KTSa 5000 WATTS - 550 KC
KONO 1000 WATTS - 860 KC
SAN ANTONIO, TEXAS
NOVEMBER 1965

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

KIUN COVERAGE MAP



1400
PECOS, TEXAS
1000 WATTS



Serving Friendly
People Since
1935

1935—100 Watts
1937—250 Watts

1964--1000 WATTS

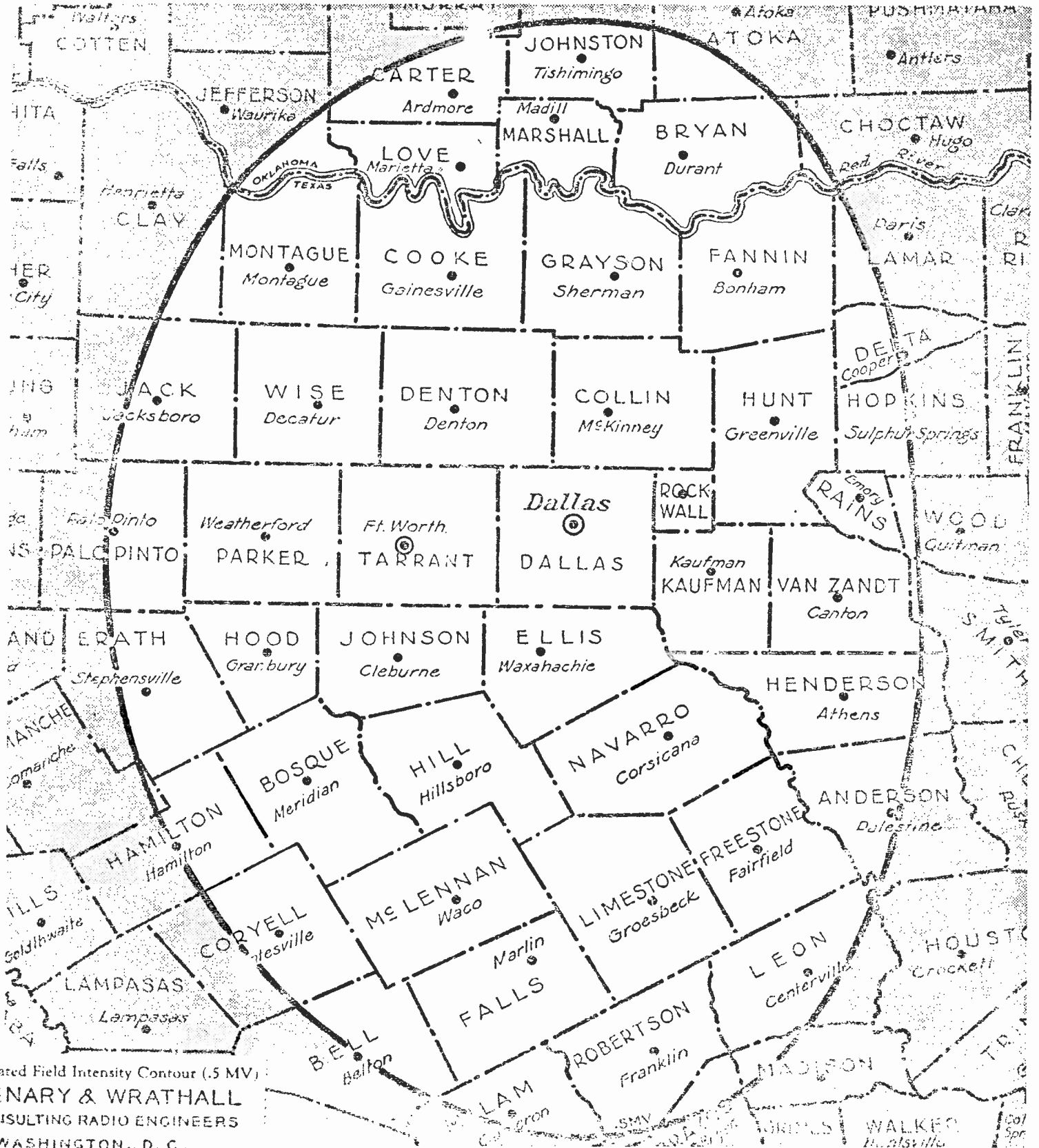
More Coverage
Than Any Other
Media In The
Pecos Area



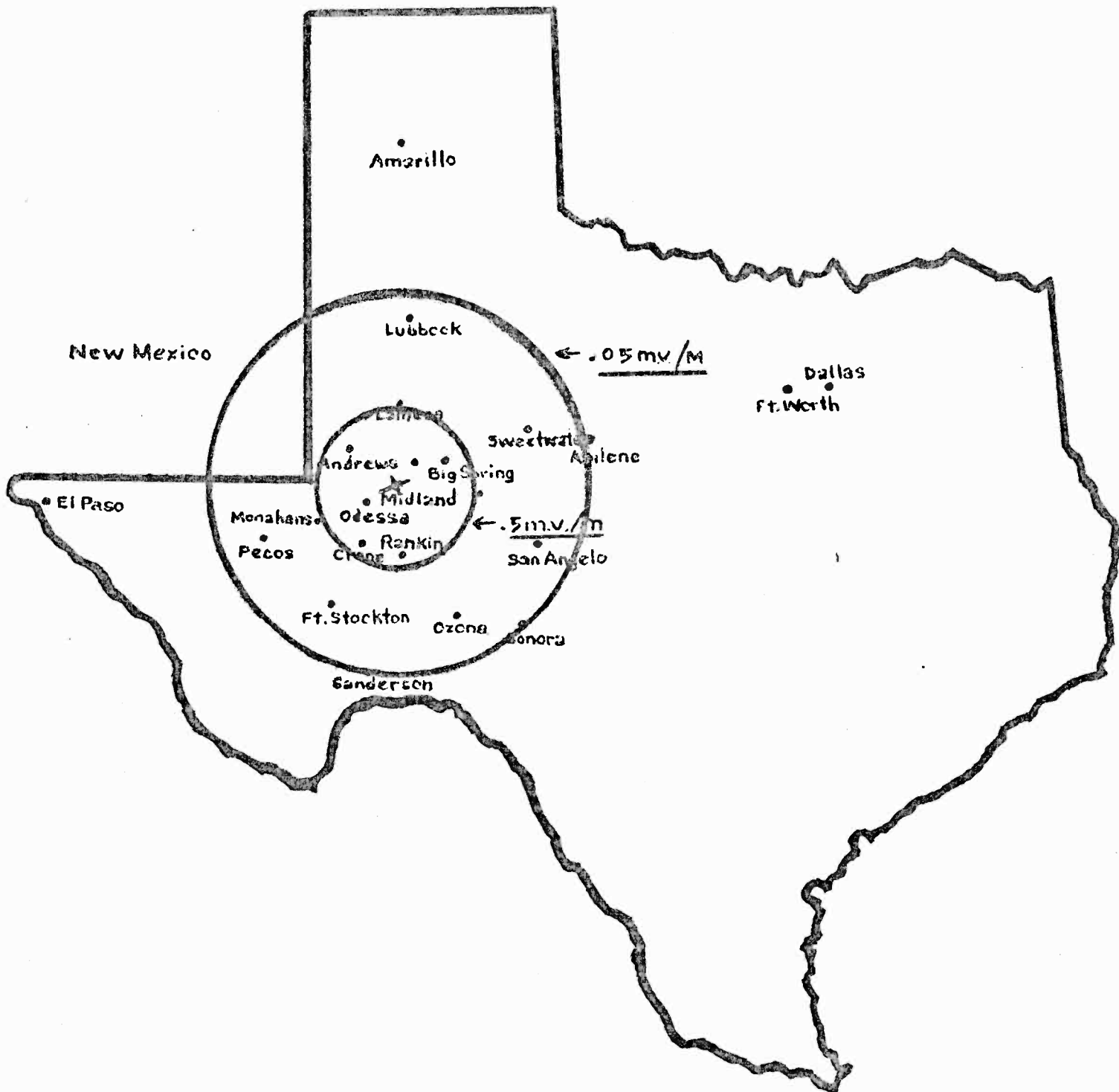
KIXL - DALLAS, TEXAS

1040 K.C. - 1000 WATTS

COVERAGE MAP







1000
WATTS

KJBC

1150
KILOCYCLES

**SERVING THE GREATER PERMIAN OIL & GAS BASIN
MIDLAND, TEXAS**

Daily Telling the Story of Western Texas by Music, News and Sports Coverage in the Good Old Western Way . . . from 6:30 A.M. to Local Sunset.

- TOP SALES PERSONALITIES
- SPANISH PROGRAMS DAILY
- CONSTANT LISTENER LOYALTY

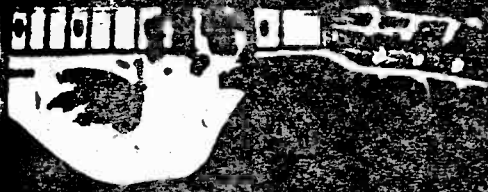
MIDLAND,
TEXAS

KJBC
1150 KC

Area Code
915
MU 4-5152

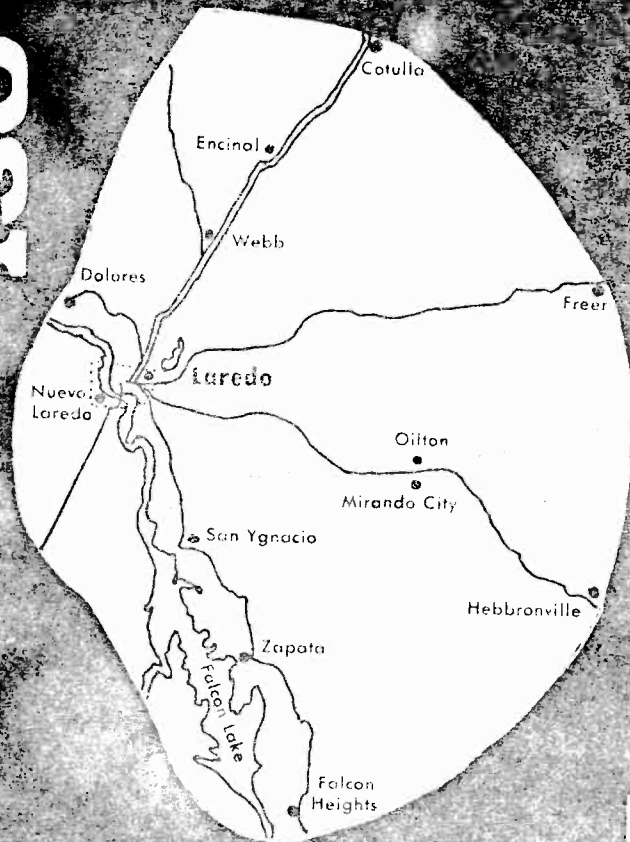


1300 RADIO



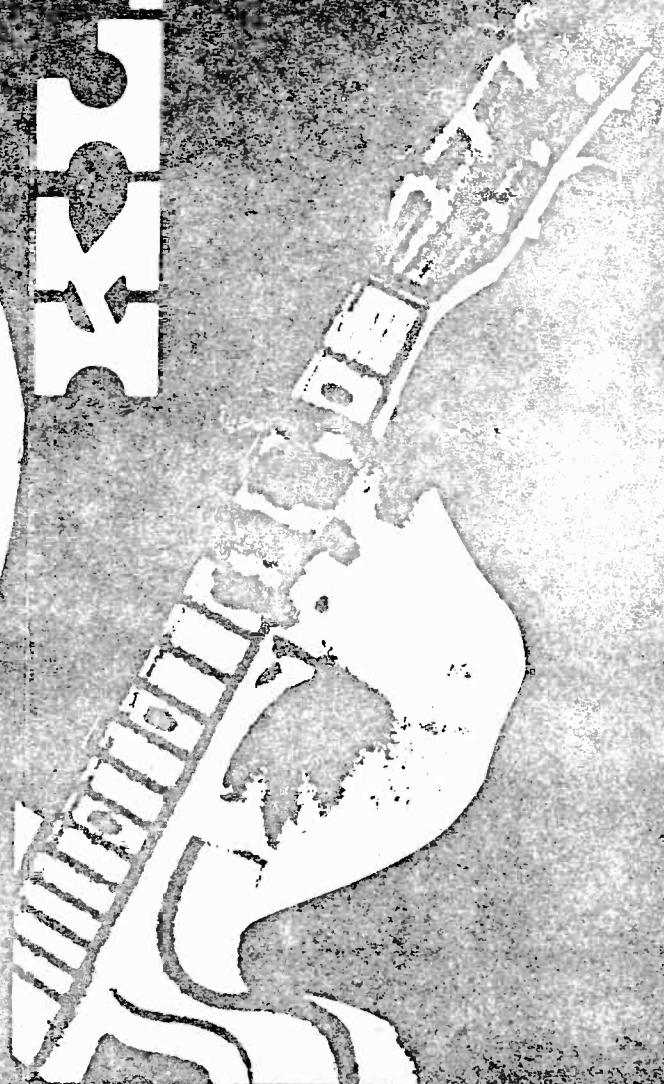
KEAR 1300 RADIO LAREDO

P.O. BOX 1899
PHONE 512 723 7459



KEAR offers exclusive network news coverage through the ABC Information Network with Paul Harvey, Alex Bria, and Tom Harmon and local "Continuing Coverage" news reports every hour on the half hour.

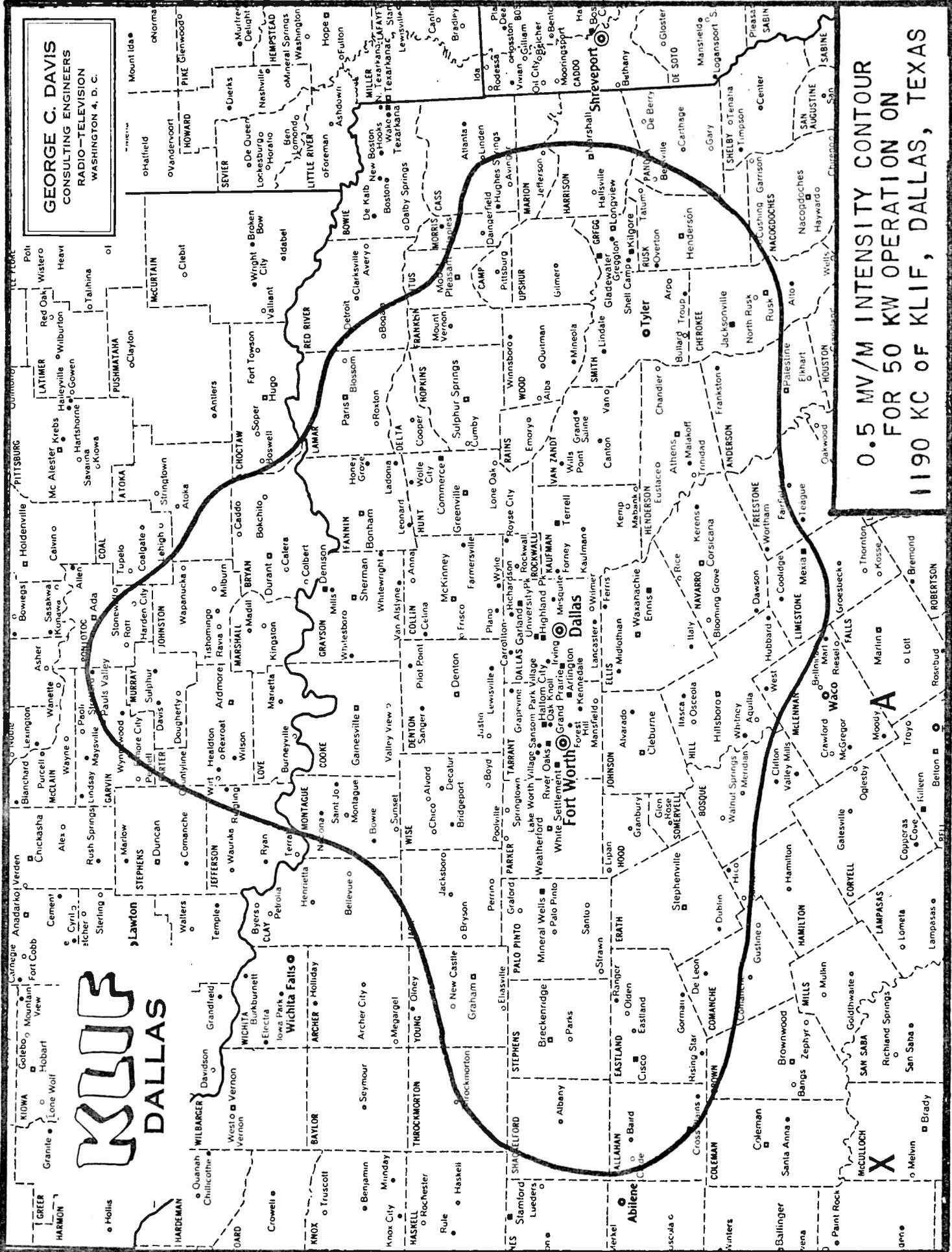
KEAR reaches a vast audience with its 1,000 watts of power, including the entire agricultural area and communities surrounding Laredo.



GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 4, D. C.

KLIF
DALLAS

**0.5 MV/M INTENSITY CONTOUR
FOR 50 KW OPERATION ON
1190 KC OF KLIF, DALLAS, TEXAS**



CALCULATED NIGHTTIME INTERFERENCE FREE CONTOUR

KLIF (1190 KC)

OAK CLIFF, TEXAS

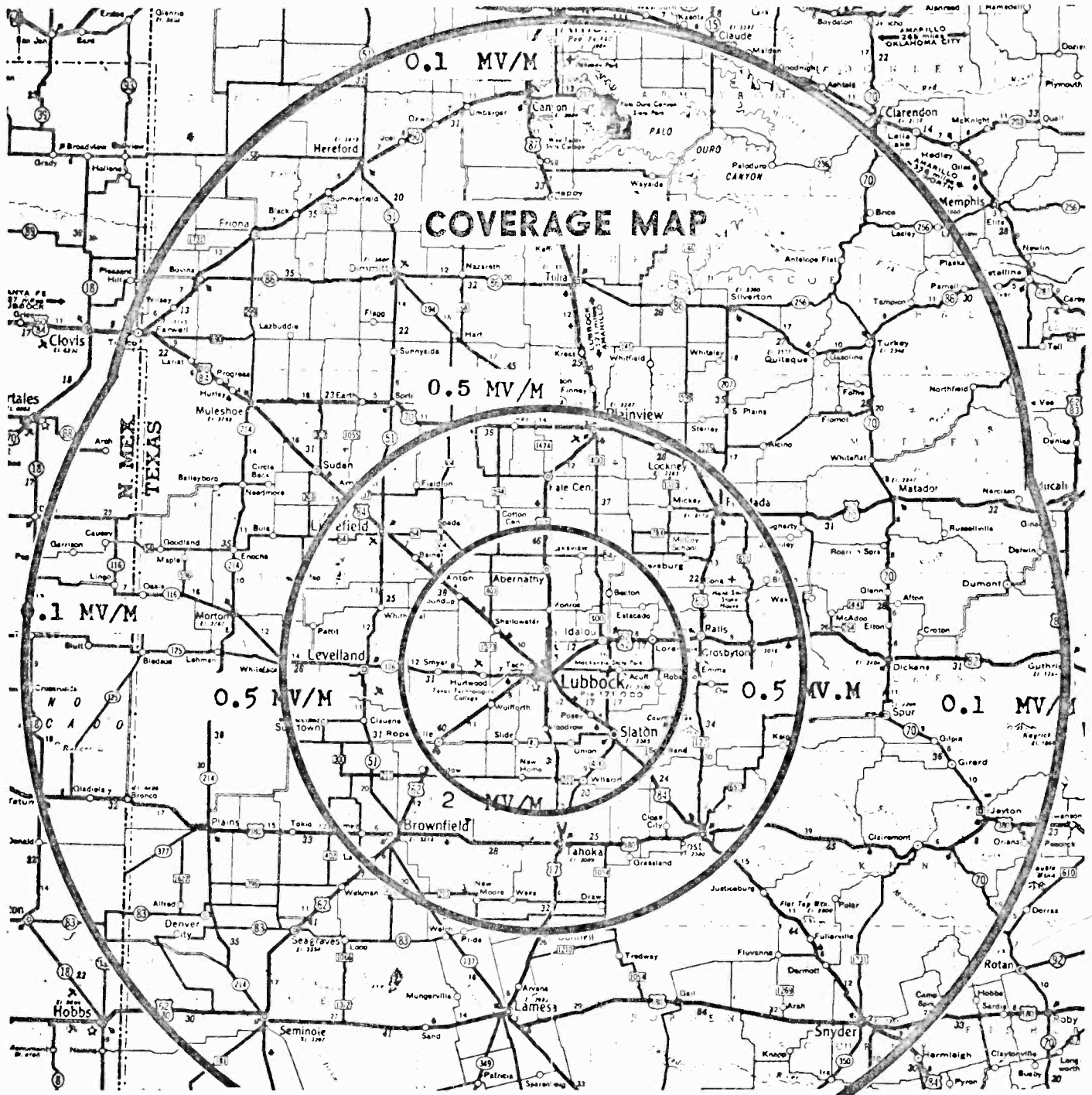
WELDON & GARR

CONSULTING RADIO ENGINEERS

WASHINGTON, D. C.

DALLAS, TEXAS

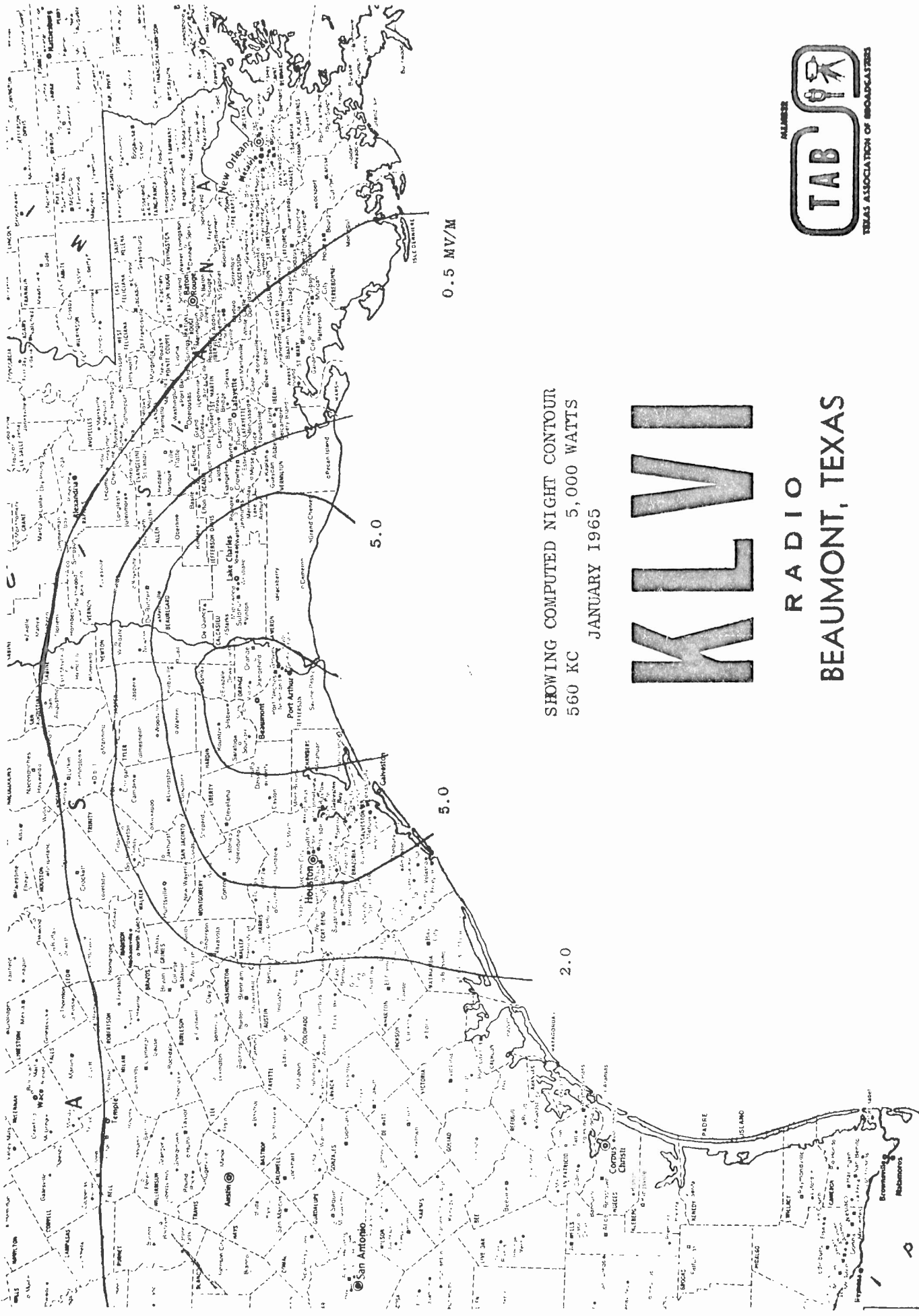




K L L L

1460 KCS

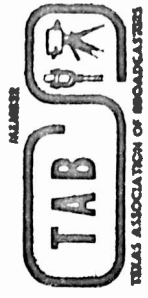
Lubbock, Texas



SHOWING COMPUTED NIGHT CONTOUR
 560 KC 5,000 WATTS
 JANUARY 1965

KLVW

RADIO
 BEAUMONT, TEXAS





KNAF

Fredericksburg, Texas

1000 Watts
910 Kc

AP
WIRE SERVICE

GILLESPIE COUNTY BROADCASTING COMPANY
Studios in Security State Bank Building
P. O. Box 311 Phone 997-2197
FREDERICKSBURG, TEXAS 78624

Market Data:

	0.5 MVM Coverage	0.2 MVM Coverage
Population	84,100	1,298,700
Households	26,600	358,320
Radio Homes	24,860	326,520
Number Automobiles	38,870	476,660
Spensible Income	\$143,902,000	2,253,440,000

RETAIL SALES:

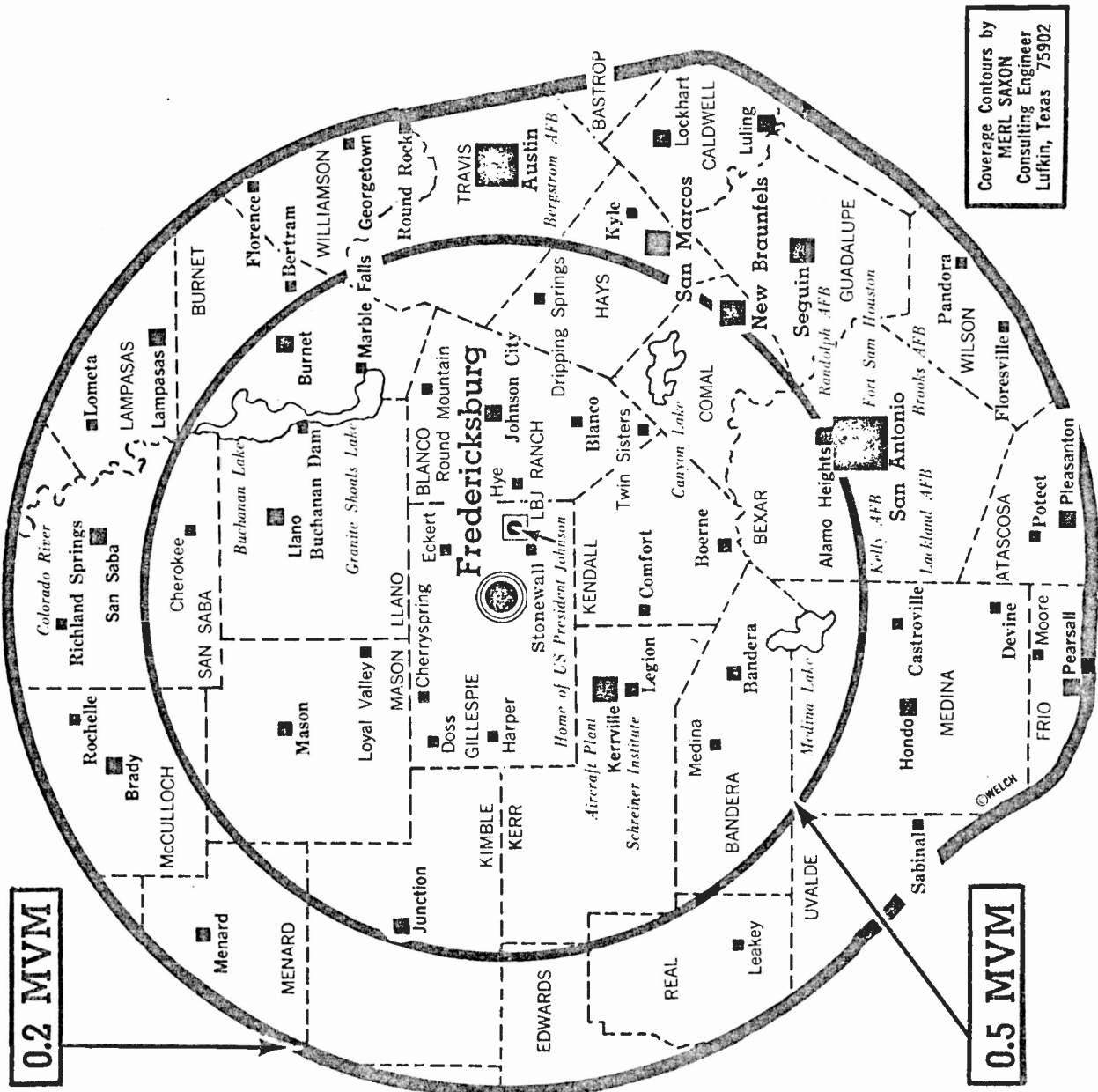
Food Stores	\$ 26,014,000	318,377,000
Drug Stores	\$ 3,296,000	44,440,000
Gen'l. Merchandise	\$ 6,412,000	203,838,000
Apparel Stores	\$ 5,309,000	88,520,000
Home Furnishings	\$ 2,562,000	61,035,000
Auto Sales	\$ 26,286,000	306,049,000
Service Stations	\$ 13,478,000	119,988,000
*Total Retail Sales	\$124,148,000	1,473,188,000

FARM-RANCH DATA:

Farm Population	16,100	64,500
Gross Farm Income	\$ 47,590,000	188,507,000

SOURCE: SRDS Consumer Data exclusively.

PREPARED BY **RADIO** Unlimited
Albuquerque, New Mexico

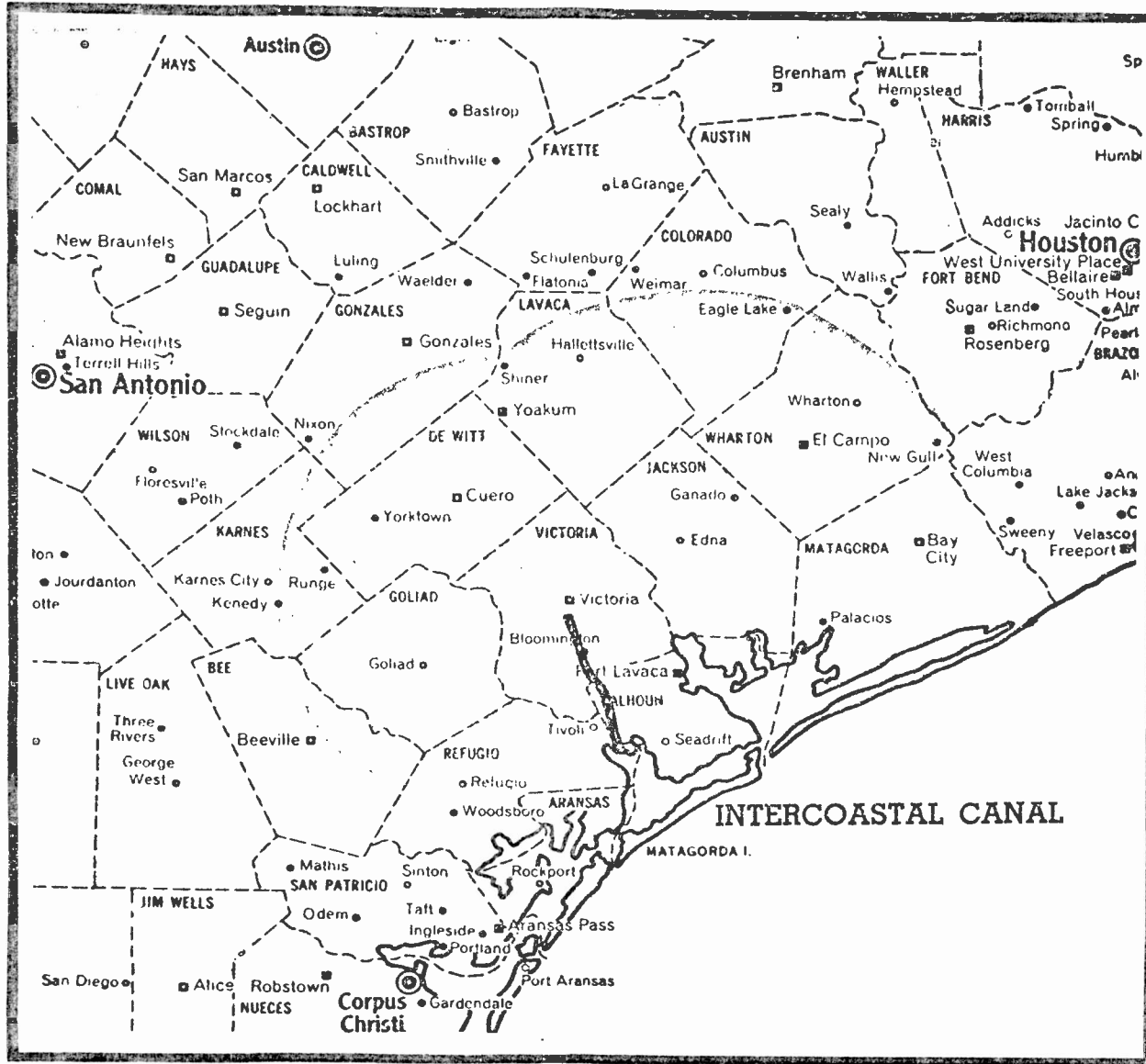


The Voice of the
Texas Hills

... the President's Country!

"CANAL COUNTRY"

KNAL RADIO



**"VICTORIA'S TOP SALESMAN
COVERS THE COAST!"**

KNAL keeps "Canal Country . . . On 'top of the news' with 31 newscasts daily . . . plus 'on the spot reports' from KNAL mobile news units!

On 'top of the world of entertainment with the best of popular and country and western music!

KNAL's Canal Country Data:
 Population: 268,200*
 Total Income: \$364,084,000
 Bank Deposits: \$326,233,000
 Retail Trade: \$292,325,000
 Sales Per Household
 (city of Victoria): \$ 6,612 (avg.)

*Spanish Speaking Population:
 Approximately 24%

KNAL Spanish Programming:
 1½ Hours DAILY, Mon. - Sat.

KNAL . . . The ONE way to reach
 ALL the people in
 "Canal Country"!

COUNTIES COVERED

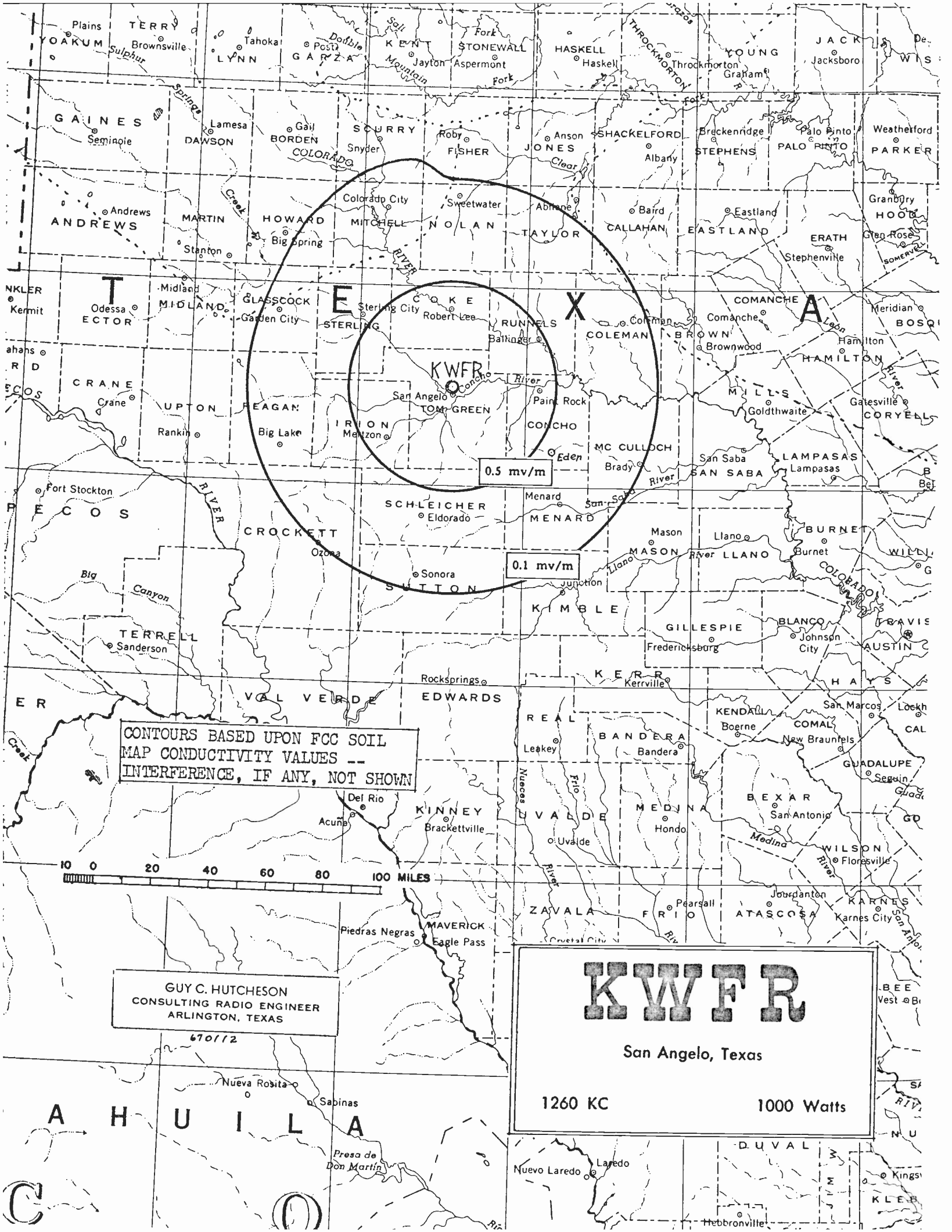
ARANSAS
 BEE
 CALHOUN
 COLORADO

DEWITT
 GOLIAD
 JACKSON
 KARNES

LA VACA
 MATAGORDA
 REFUGIO

VICTORIA
 WHARTON

KNAL tells them!
KNAL sells them!



CONTOURS BASED UPON FCC SOIL
MAP CONDUCTIVITY VALUES --
INTERFERENCE, IF ANY, NOT SHOWN

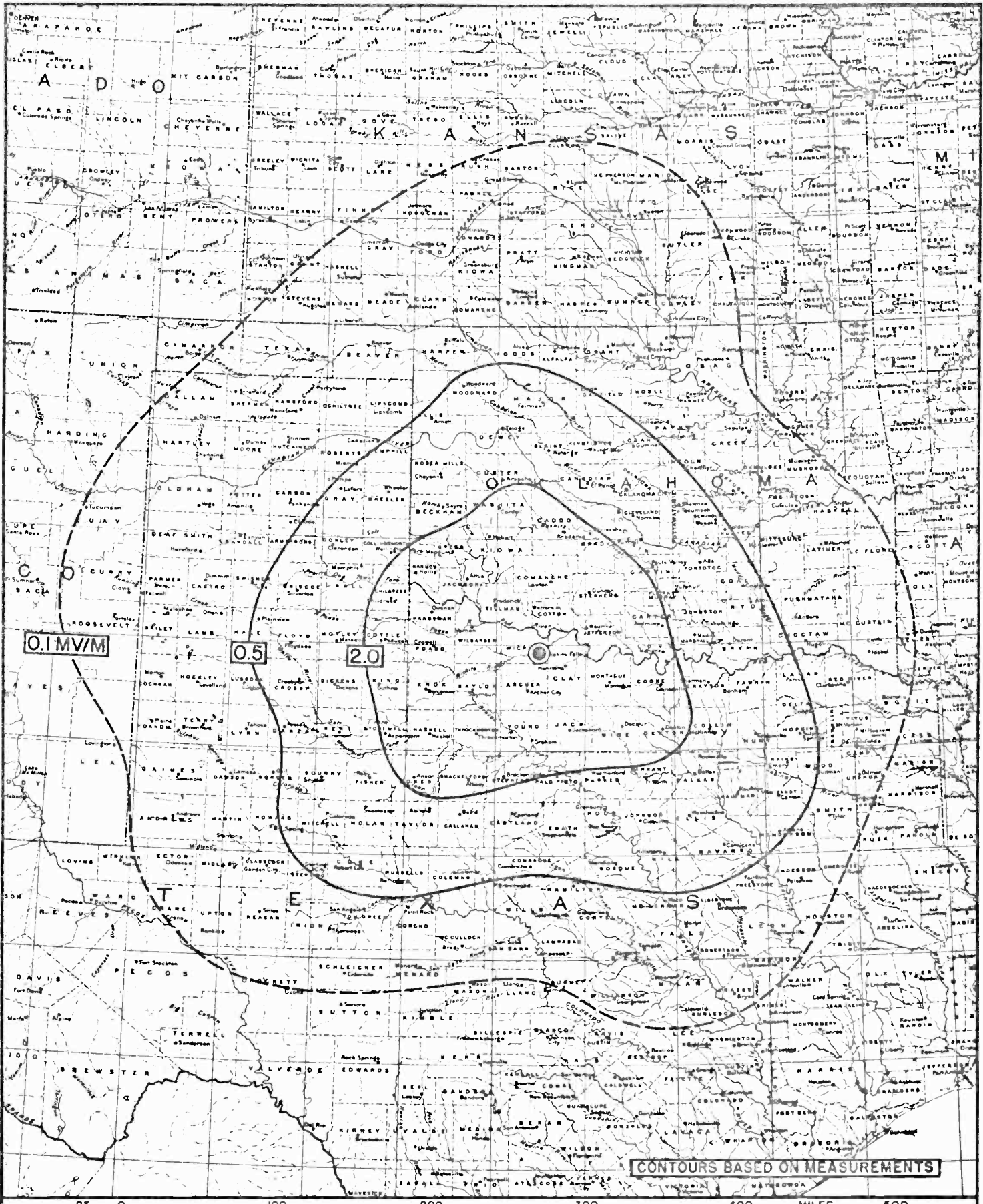
GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

670112

KWR
San Angelo, Texas
1260 KC 1000 Watts

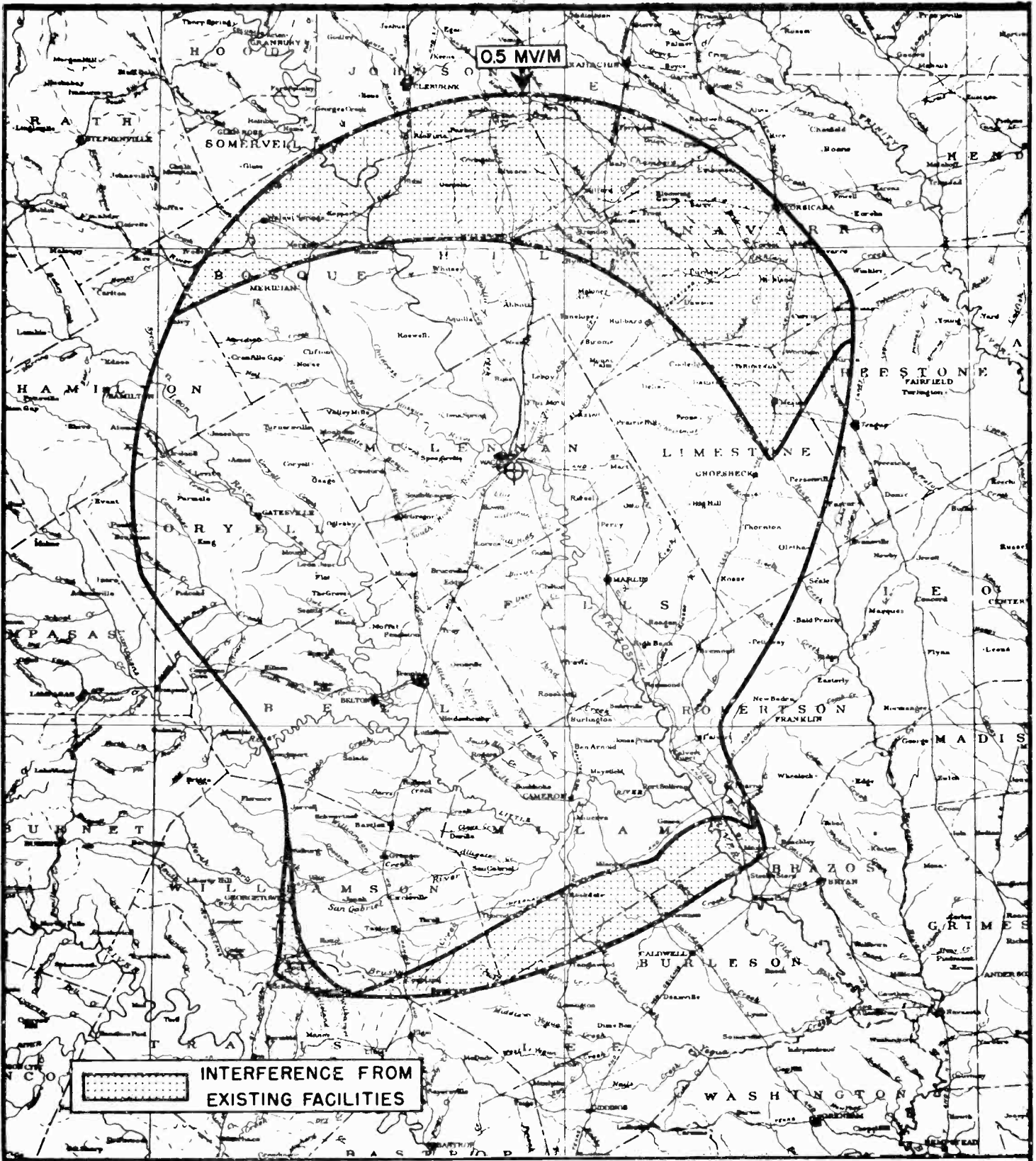
C

(M)



A. EARL CULLUM, JR.
 CONSULTING RADIO ENGINEERS
 DALLAS TEXAS

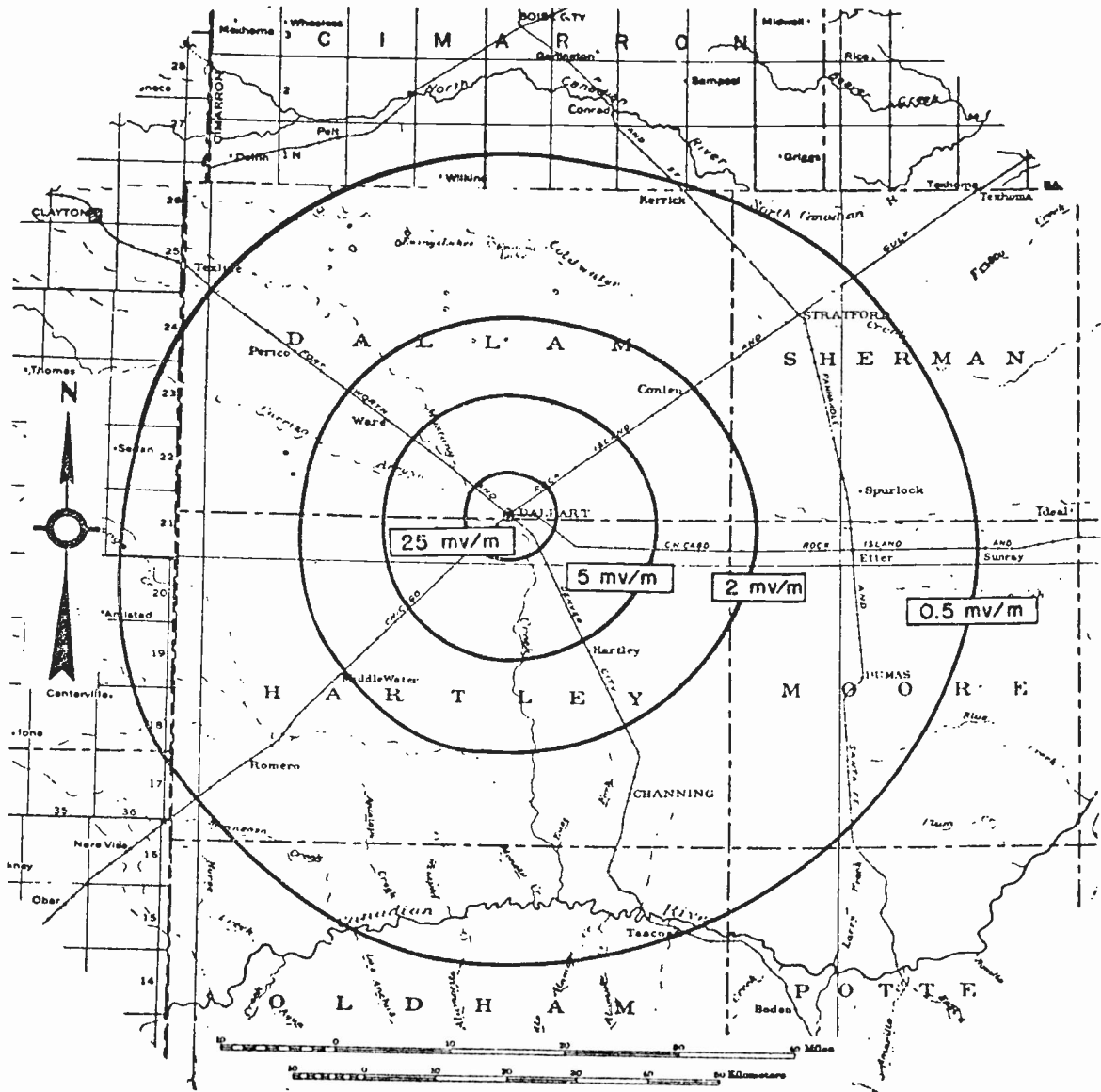
RADIO STATION KWFT
 620 KC 5 KW DA-N
 DAYTIME OPERATION



PREPARED BY
 THE FIRM OF A. EARL CULLUM, JR.
 CONSULTING ENGINEERS

RADIO STATION KWTX
 1230 KC .25 KW 1.0 KW-LS ND-U
 600909 FIGURE 3D

All This and More Too ---



On File With F. C. C.

KXIT-1410

W.A.C.O.

Radio Coverage Map

WACO, TEXAS

W.A.C.O. AM 1000 WATTS 1460 KC

W.A.C.O. FM 3440 WATTS 99.9 MC

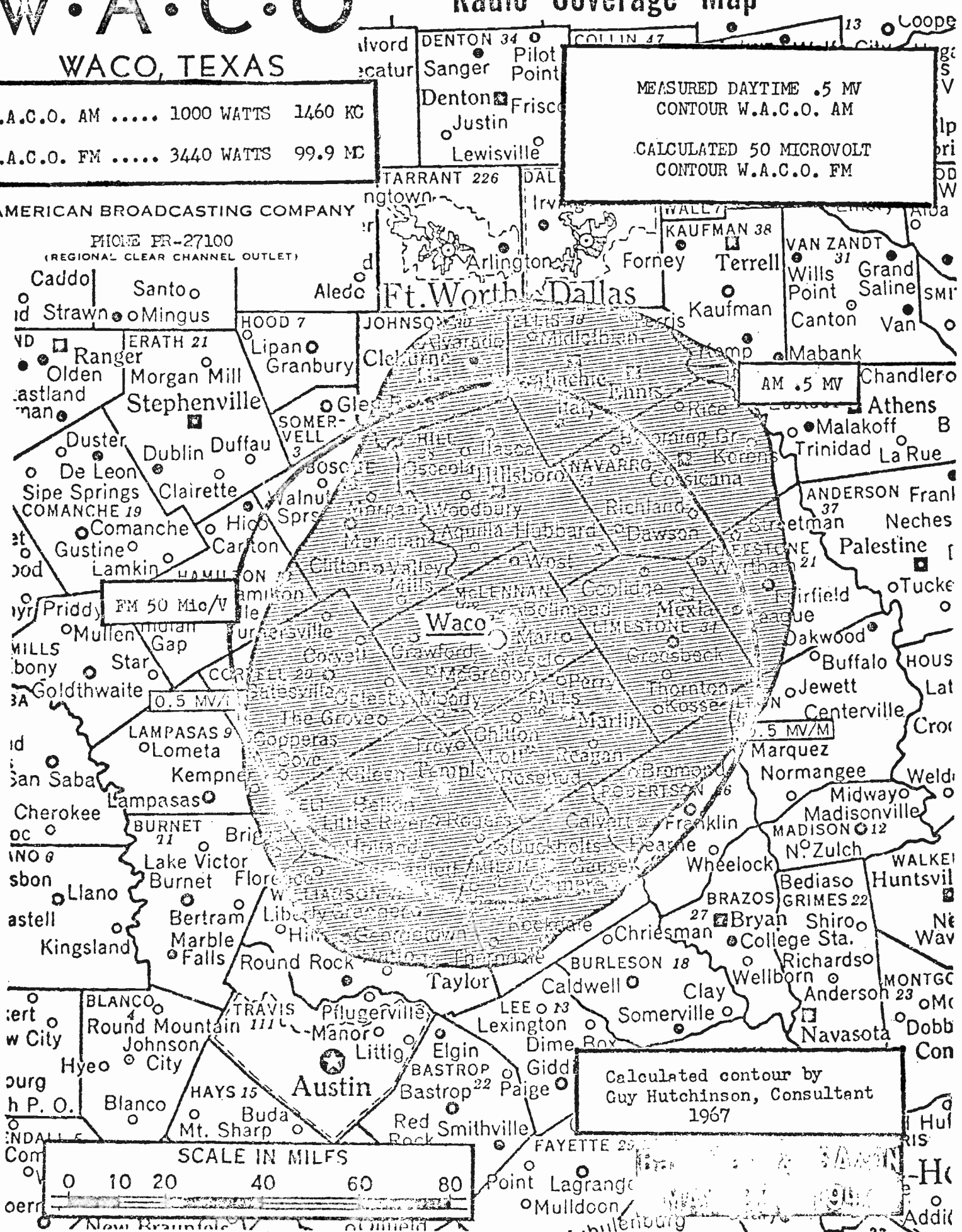
AMERICAN BROADCASTING COMPANY

PHONE FR-27100

(REGIONAL CLEAR CHANNEL OUTLET)

MEASURED DAYTIME .5 MV
CONTOUR W.A.C.O. AM

CALCULATED 50 MICROVOLT
CONTOUR W.A.C.O. FM



FM 50 M μ /V

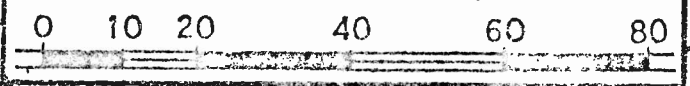
0.5 MV/M

AM .5 MV

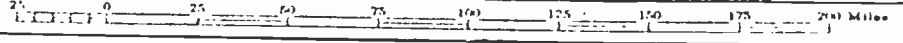
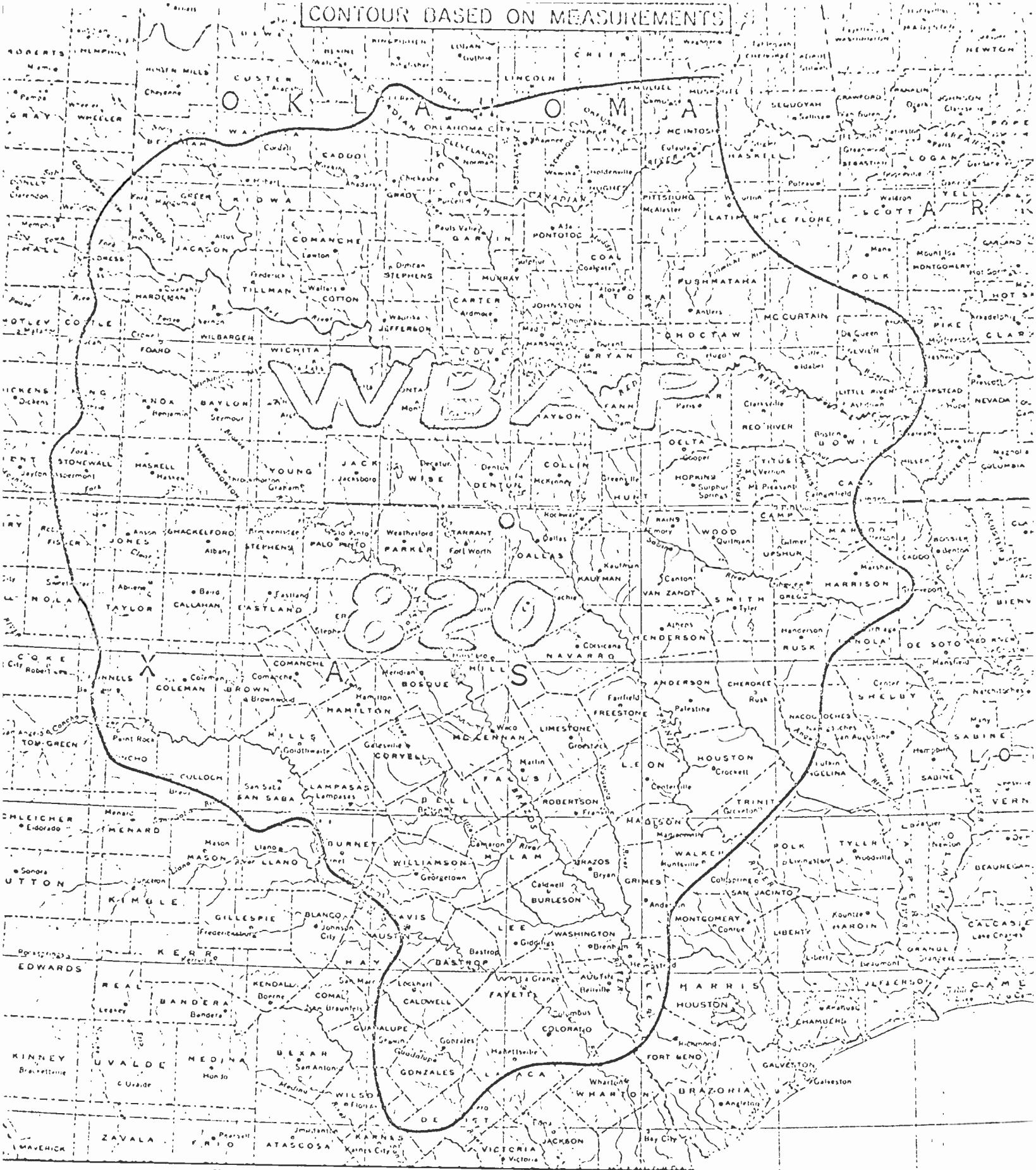
.5 MV/M

Calculated contour by
Guy Hutchinson, Consultant
1967

SCALE IN MILES

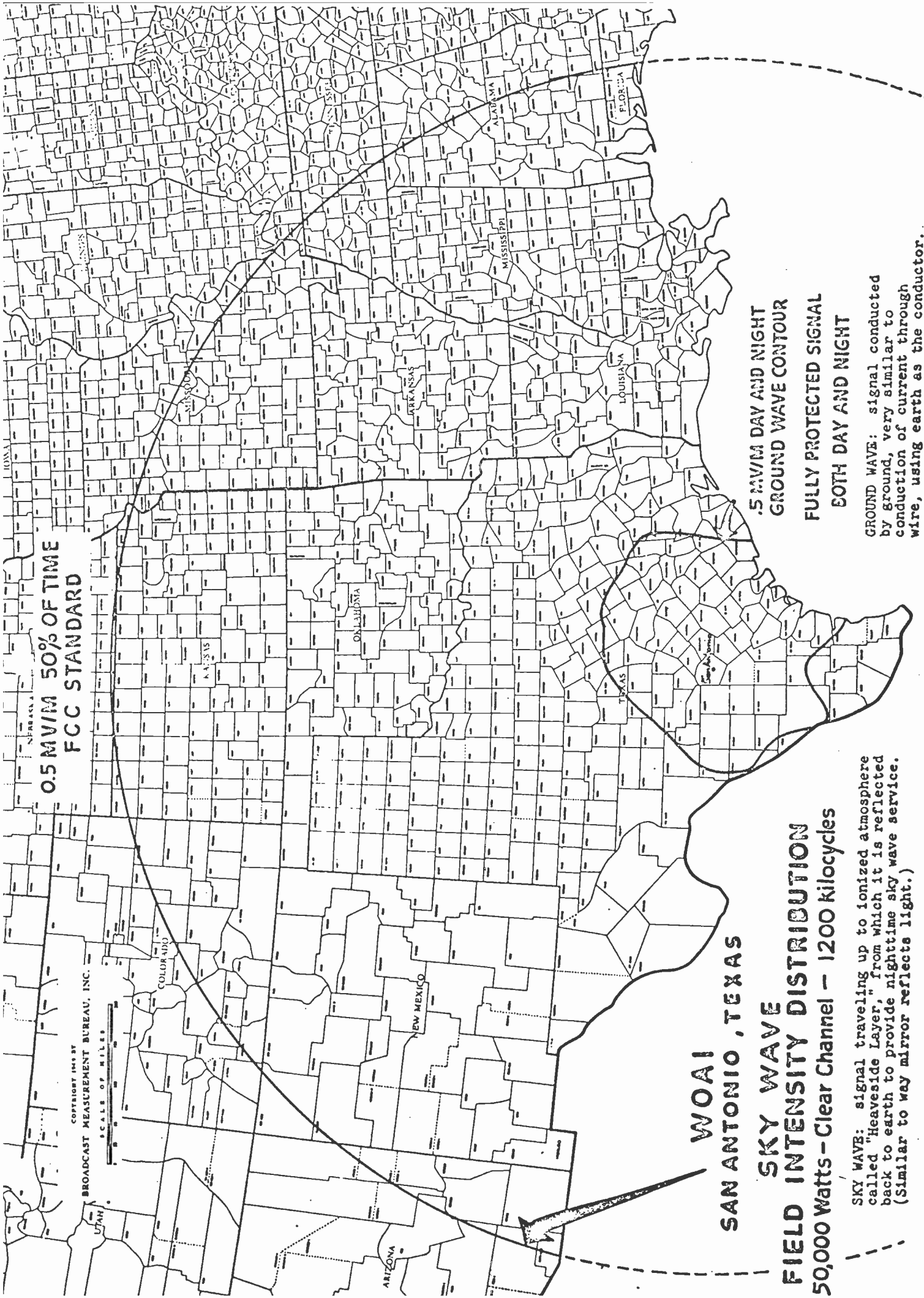


CONTOUR BASED ON MEASUREMENTS



PREPARED BY
 THE FIRM OF A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 DALLAS 640215

RADIO STATION 820 - WBAP
 FORT WORTH 820, TEXAS
 820 KC 50 KW NONDIRECTIONAL
 DAYTIME & NIGHTTIME 0.5 MV/M CONTOUR



0.5 MV/M 50% OF TIME
FCC STANDARD

COPYRIGHT 1945 BY
BROADCAST MEASUREMENT BUREAU, INC.
SCALE OF MILES

WOAI
SAN ANTONIO, TEXAS

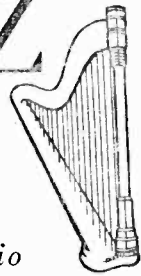
SKY WAVE
FIELD INTENSITY DISTRIBUTION
50,000 Watts - Clear Channel - 1200 Kilocycles

.5 MV/M DAY AND NIGHT
GROUND WAVE CONTOUR
FULLY PROTECTED SIGNAL
BOTH DAY AND NIGHT

SKY WAVE: signal traveling up to ionized atmosphere called "Heaveside Layer," from which it is reflected back to earth to provide nighttime sky wave service. (Similar to way mirror reflects light.)

GROUND WAVE: signal conducted by ground, very similar to conduction of current through wire, using earth as the conductor.

KXYZ

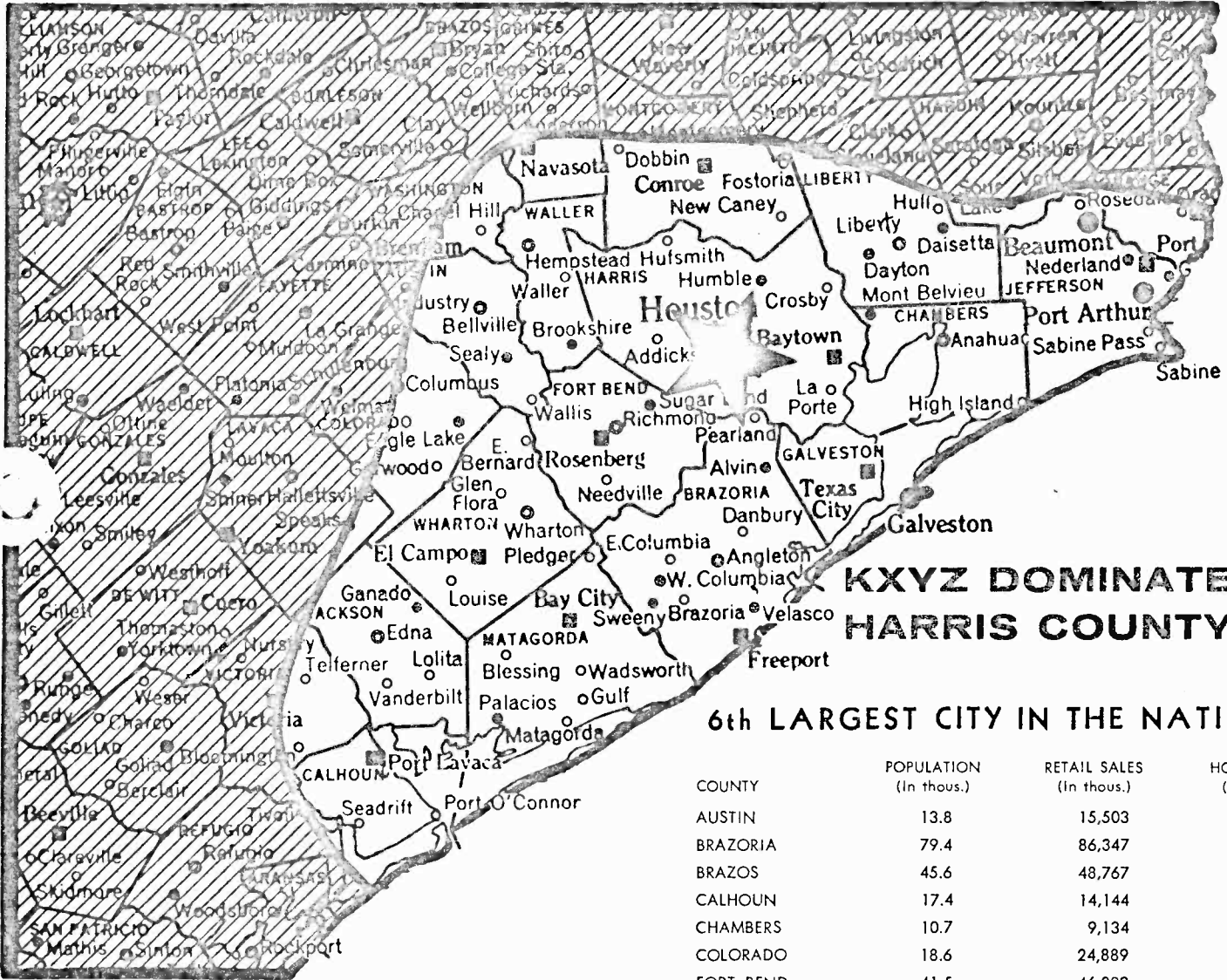


am

fm

1320 Prestige Radio

96.5 mc on FM Fannin Bank Building Houston, Texas 77025



**KXYZ DOMINATES
HARRIS COUNTY ..**

6th LARGEST CITY IN THE NATION!

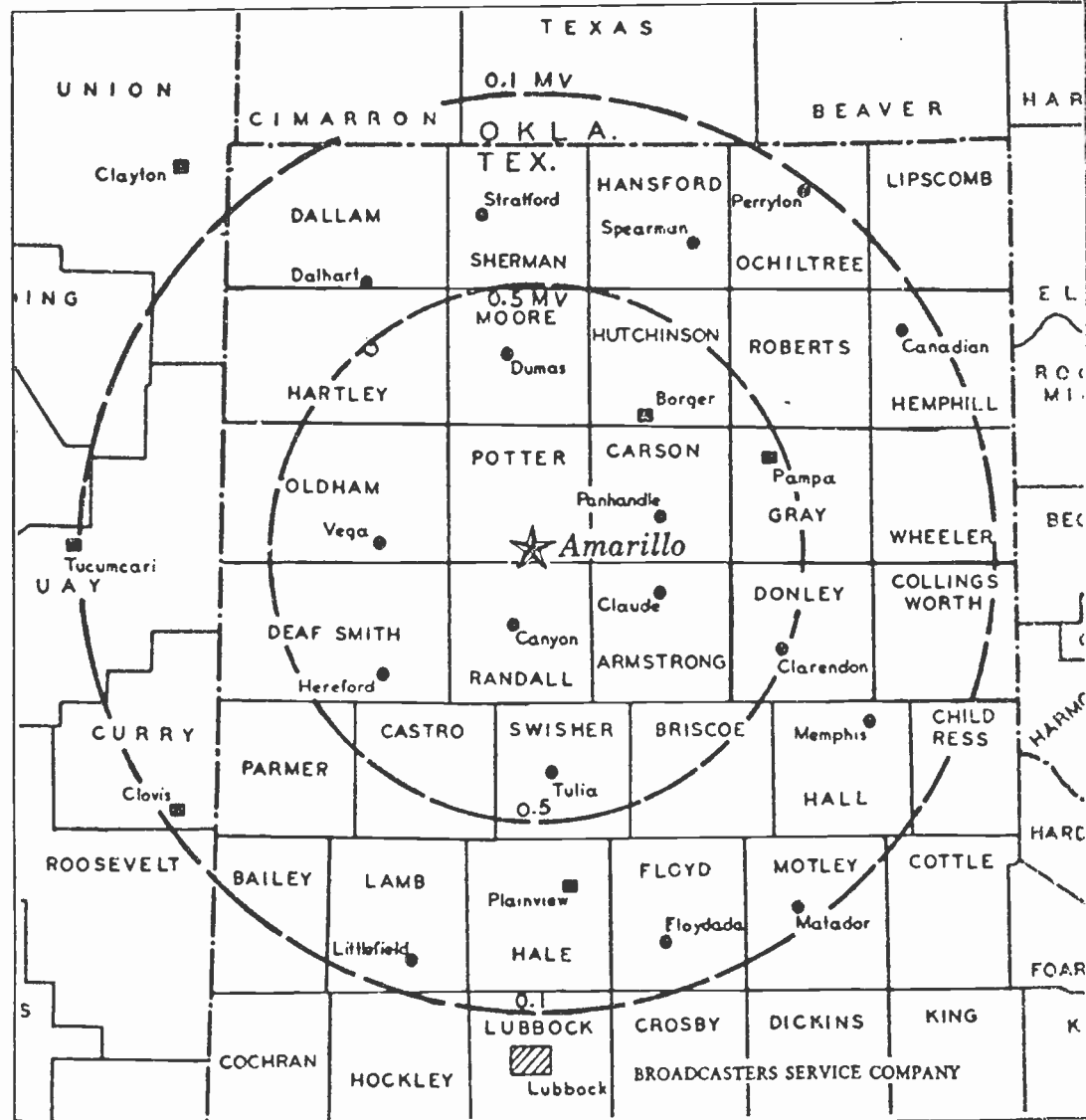
COUNTY	POPULATION (In thous.)	RETAIL SALES (In thous.)	HOUSEHOLDS (In thous.)
AUSTIN	13.8	15,503	4.55
BRAZORIA	79.4	86,347	21.23
BRAZOS	45.6	48,767	12.36
CALHOUN	17.4	14,144	4.39
CHAMBERS	10.7	9,134	3.10
COLORADO	18.6	24,889	5.69
FORT BEND	41.5	46,099	10.59
GALVESTON	143.3	170,764	43.15
GRIMES	12.7	13,179	3.92
HARRIS	1,289.8	1,733,775	381.48
JACKSON	14.1	16,290	3.94
JEFFERSON	251.1	337,092	74.19
LAVACA	20.2	18,632	6.36
LIBERTY	32.1	35,545	9.35
MATAGORDA	26.1	32,667	7.53
MONTGOMERY	27.0	24,725	8.08
ORANGE	62.5	55,278	16.82
VICTORIA	48.1	64,105	13.31
WALLER	12.1	12,827	3.10
WASHINGTON	19.1	49,448	10.79

TOTAL 2,223,700 2,828,817 649,990
REFERENCE: SRDS MARCH, 1962

**KXYZ COVERAGE MAP
AND MARKET FACTS
0.5 MV/M CONTOUR**

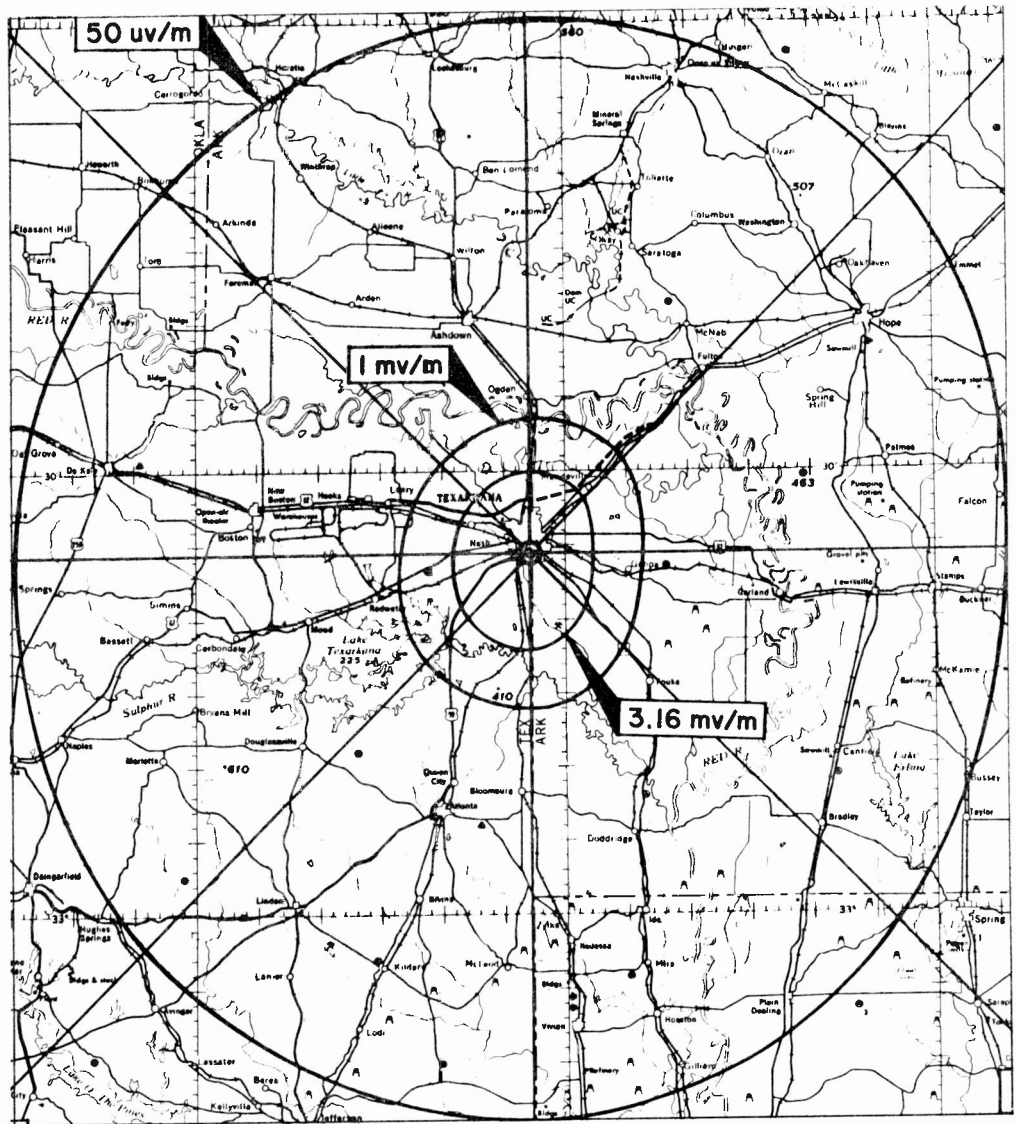
Put Your Message Where The People Are!

COVERAGE MAP



In Texarkana
SOUL
is
spelled
KADO

KADO-FM SOUL RADIO
FOR TEXARKANA
107.1
ON YOUR FM DIAL
KADO-FM
303 WEST BROAD
TEXARKANA, TEXAS
PHONE 773-5791



SOUL RADIO IS SELLING RADIO AND YOUR MESSAGE ON KADO IS AIMED AT THE BLACK AUDIENCE AND IT'S A BIG AUDIENCE, 28% OF THE POPULATION IN TEXARKANA, TEXAS, IS BLACK AND 26% OF THE POPULATION IN TEXARKANA, ARKANSAS, IS BLACK.*

THE BLACK AUDIENCE BUYS AND THEY BUY MORE. FOR INSTANCE, THEY BUY 11% MORE SOFT DRINKS THAN NON-BLACKS, THEY BUY 9% MORE BACON THAN NON-BLACKS, AND THEY BUY 44% MORE LIPSTICK THAN NON-BLACKS.** THE LIST IS LONGER, BUT THE POINT HAS BEEN MADE AND KADO MAKES POINTS WITH THE BLACK AUDIENCE FOR YOUR BUSINESS EVERY DAY, WHEN YOU ADVERTISE ON SOUL RADIO - KADO-FM.

REMEMBER, IN TEXARKANA SOUL IS SPELLED KADO, PUT KADO TO WORK FOR YOU.

* Source - 1970 U.S. Census

** Source - Gallagher Report

790 KC

KEYO Radio CBS

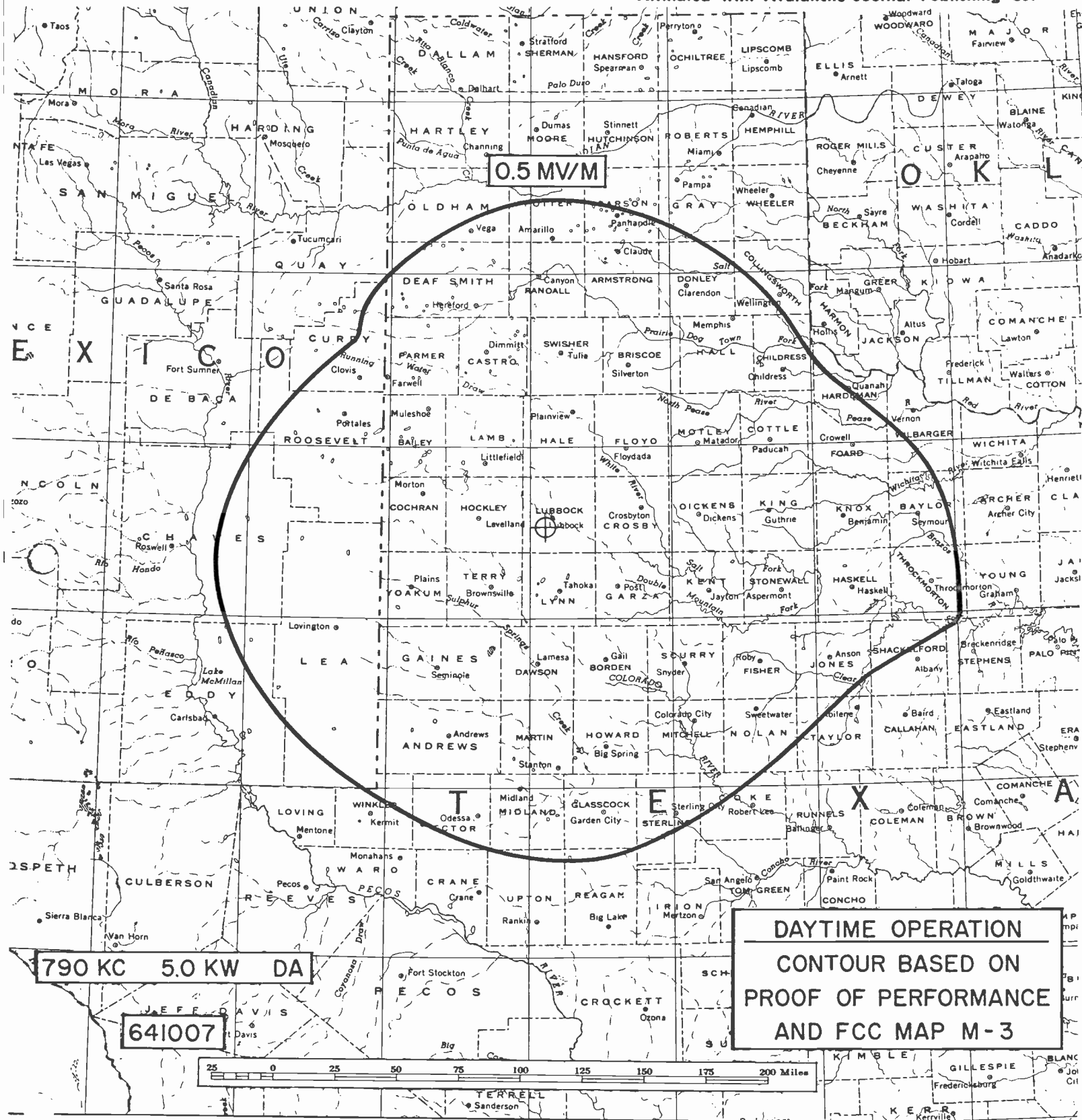
LUBBOCK, TEXAS

5000 WATTS DAY

PLAINS RADIO BROADCASTING COMPANY

1000 WATTS NIGHT

Affiliated with Avalanche-Journal Publishing Co.



0.5 MV/M

790 KC 5.0 KW DA

641007

DAYTIME OPERATION
 CONTOUR BASED ON
 PROOF OF PERFORMANCE
 AND FCC MAP M-3

Nationally Represented by ..
VENARD, TORBET & McCONNELL, INC.

Radio and Television Station Representatives

KGBT

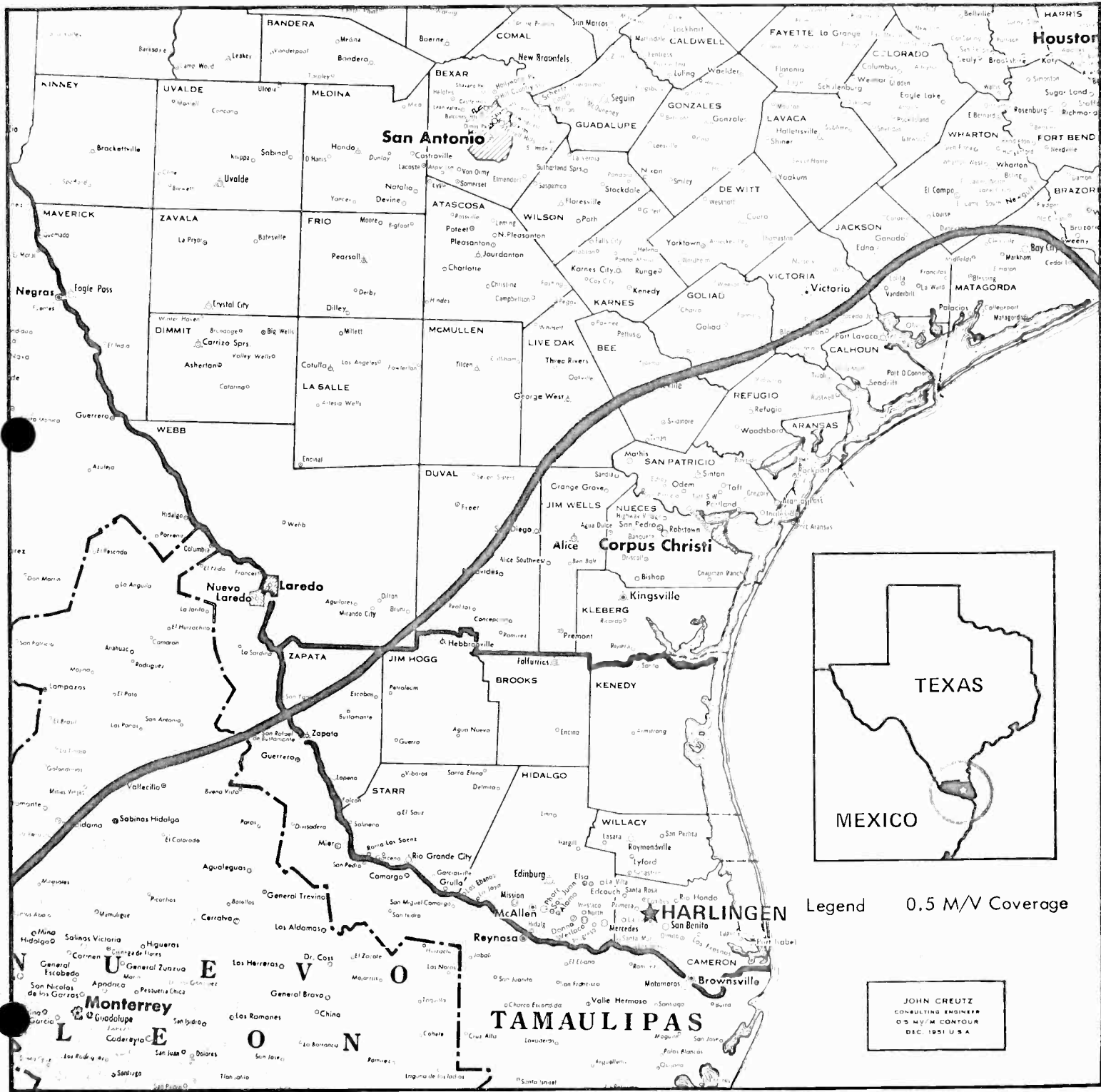
Combining the
McAllen Brownsville
(Lower Rio Grande Valley of Texas)
and Northern Mexico Market

KGBT
50,000 Watts
The most powerful Spanish
Speaking Station in the US
1530 KC

Post Office Drawer 711
Harlingen, Texas 78550

RADIO PANAMERICANA

Area Code 512-423-3910
TWX 910-870-1504



Legend 0.5 M/V Coverage

JOHN CREUTZ
CONSULTING ENGINEER
O'S M/V CONTOUR
DEC. 1951 U.S.A.

Represented nationally by SAVALLI/GATES INCORPORATED
offices: New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

TICHENOR STATIONS—KGBT KLLT-FM KGBT-TV MUSICO Harlingen / KUNO Corpus Christi / KIFN Phoenix / WACO WACO-FM Waco

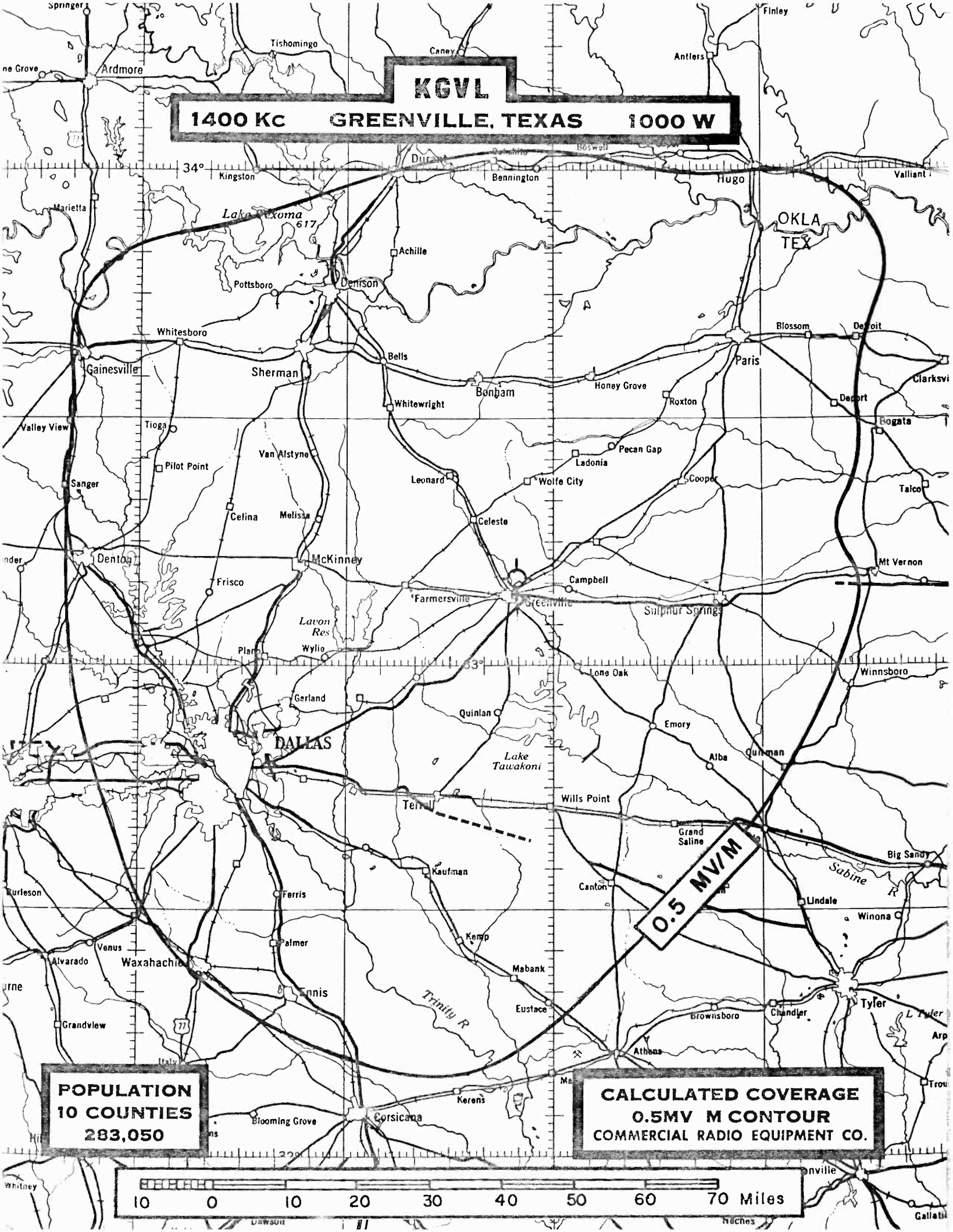


KGVL

1400 Kc

GREENVILLE, TEXAS

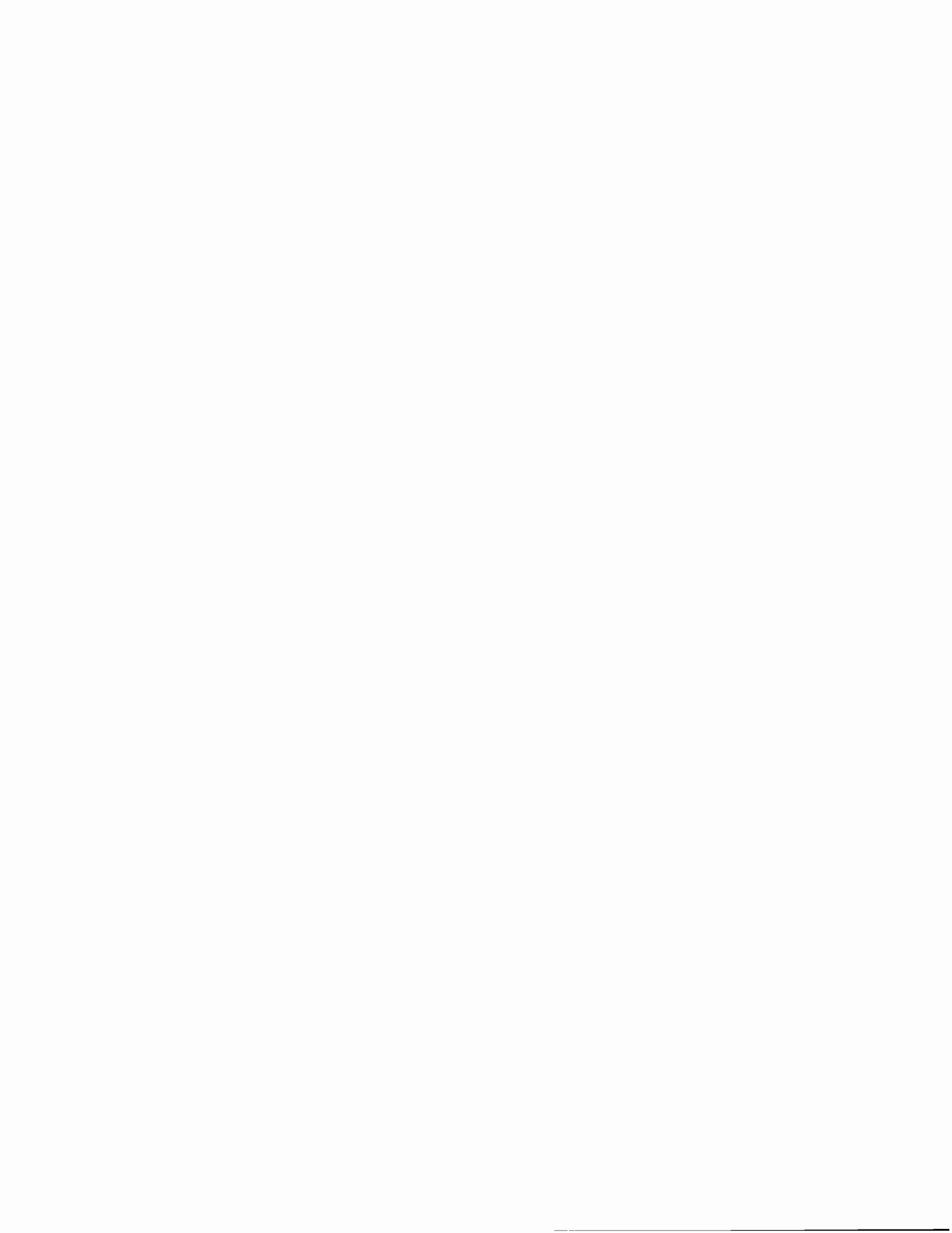
1000 W



**POPULATION
10 COUNTIES
283,050**

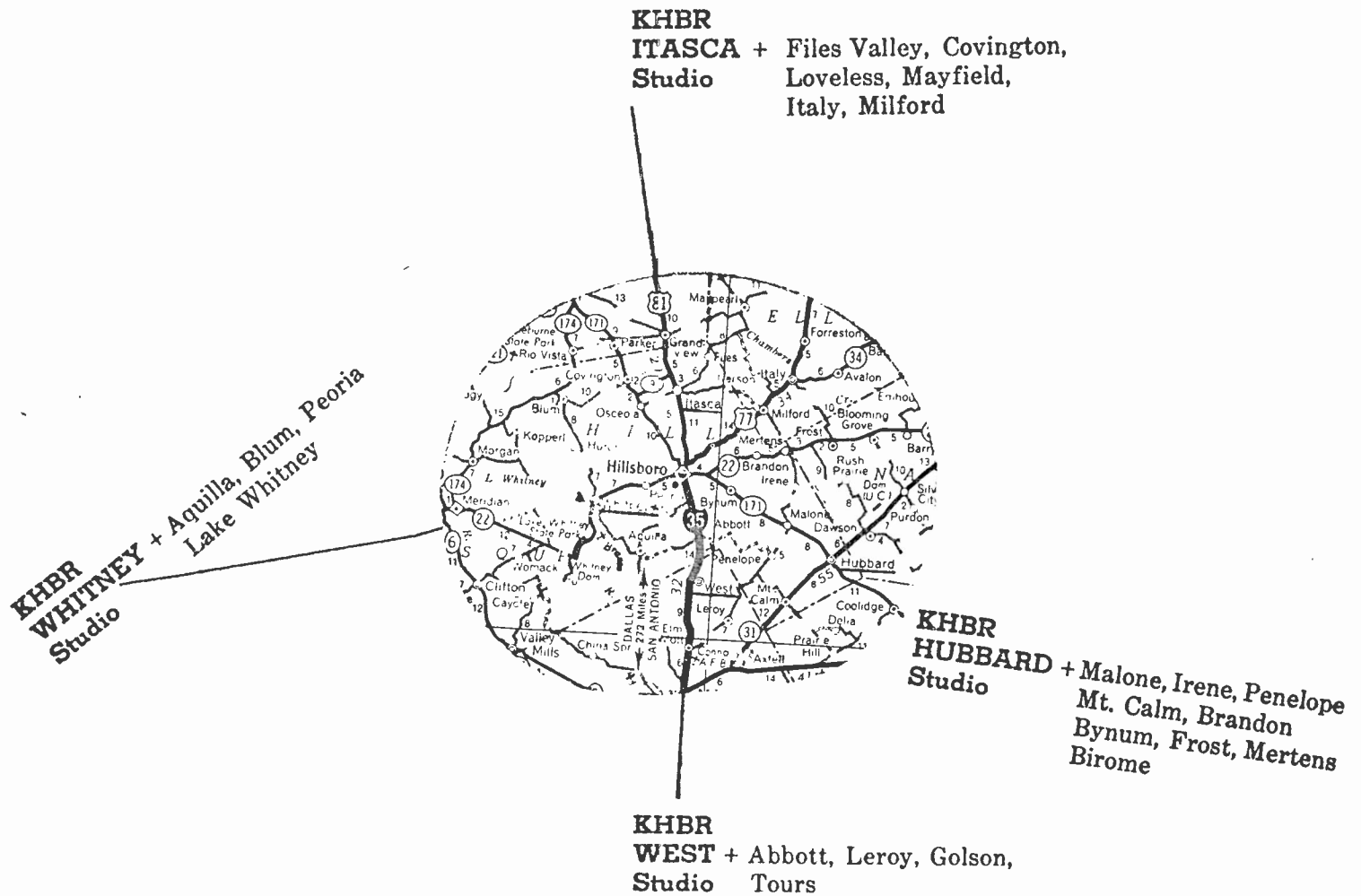
**CALCULATED COVERAGE
0.5MV M CONTOUR
COMMERCIAL RADIO EQUIPMENT CO.**

10 0 10 20 30 40 50 60 70 Miles



NOW!!!

The KHBR Radio Story

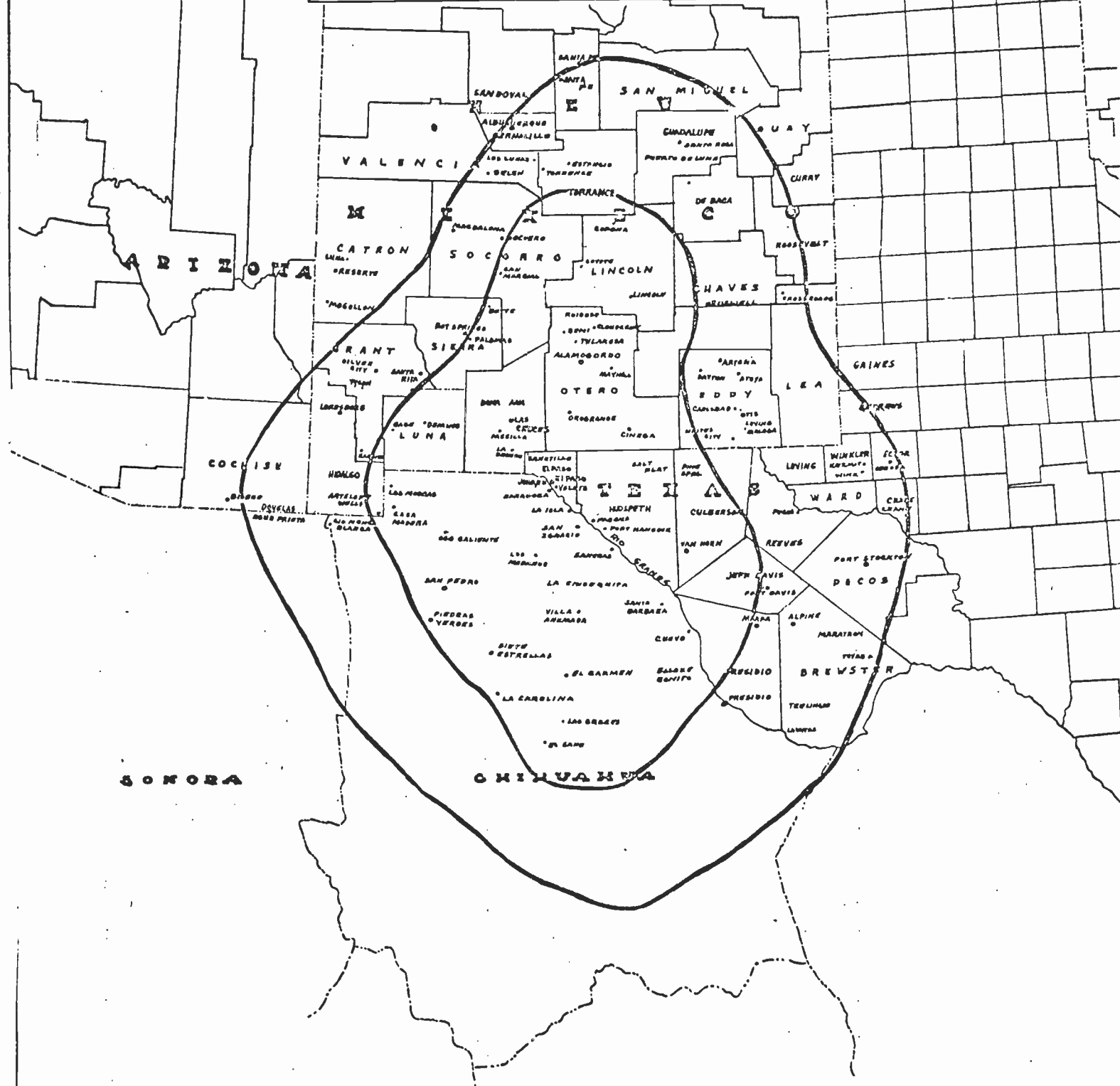


51,000 people in the KHBR
shopping area can hear your ad.
These people are your Customers!

KHEY 690 KCS. 10,000 WATTS
EL PASO'S MOST POWERFUL RADIO STATION

COVERAGE MAP

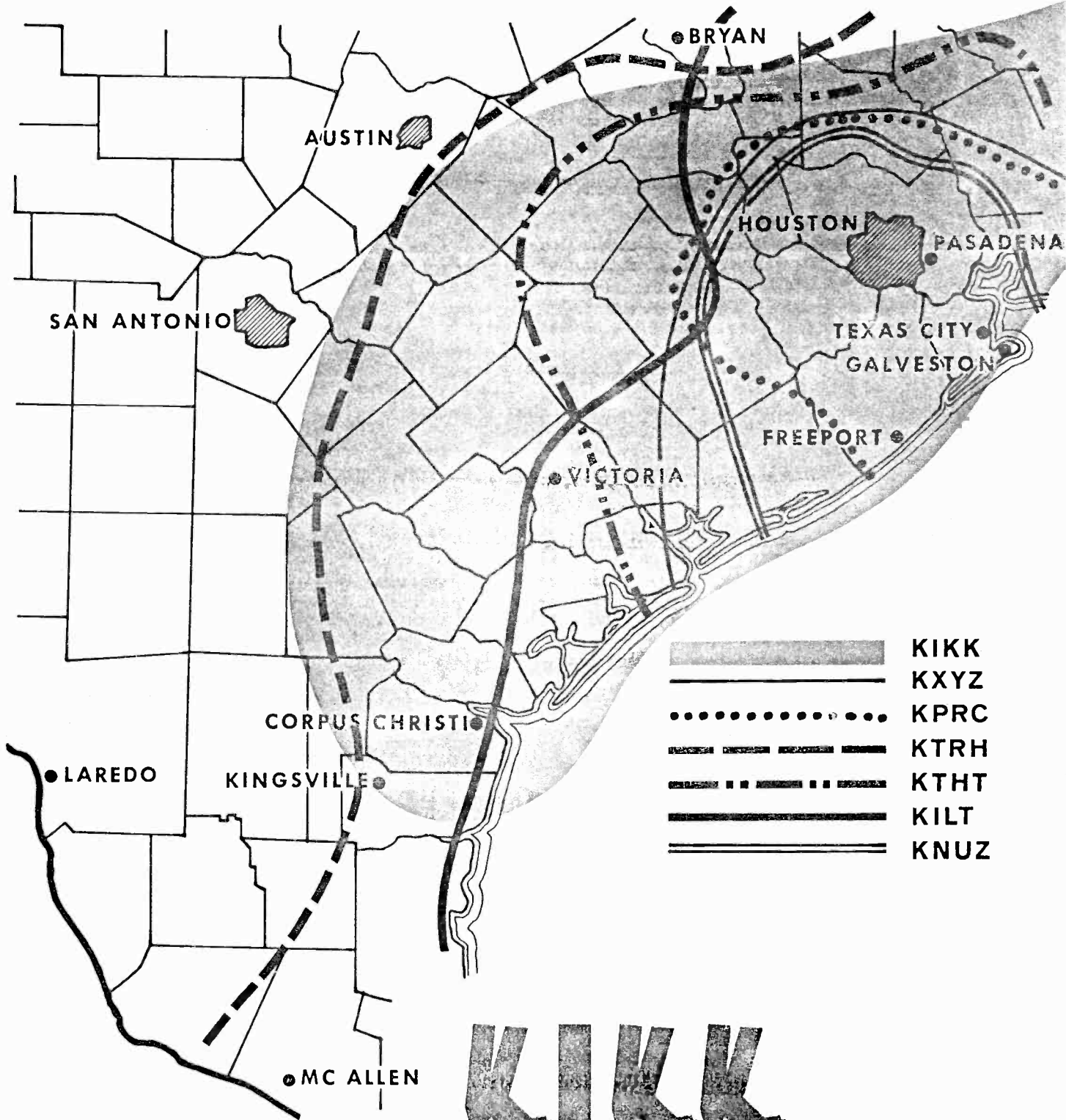
OKLAHOMA



0 20 40 60 80 100 120 140 160 180 200 MILES

KIKK

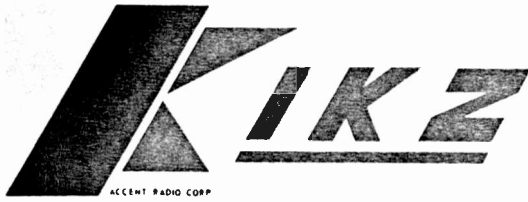
CLEAR CHANNEL COVERAGE OF
THE FABULOUS GULF COAST AREA



KIKK

the country GIANT RADIO Δ 65

RADIO

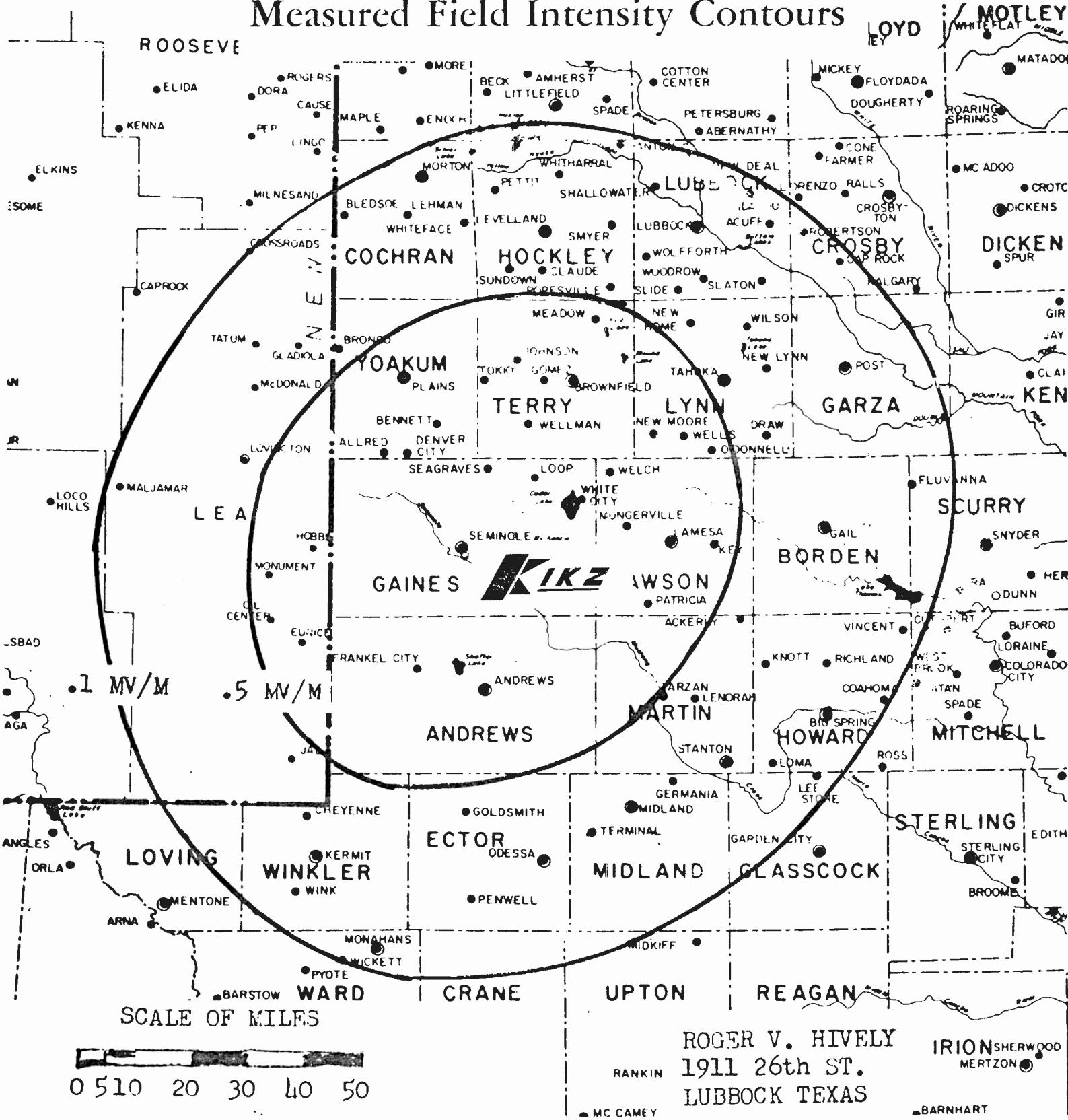


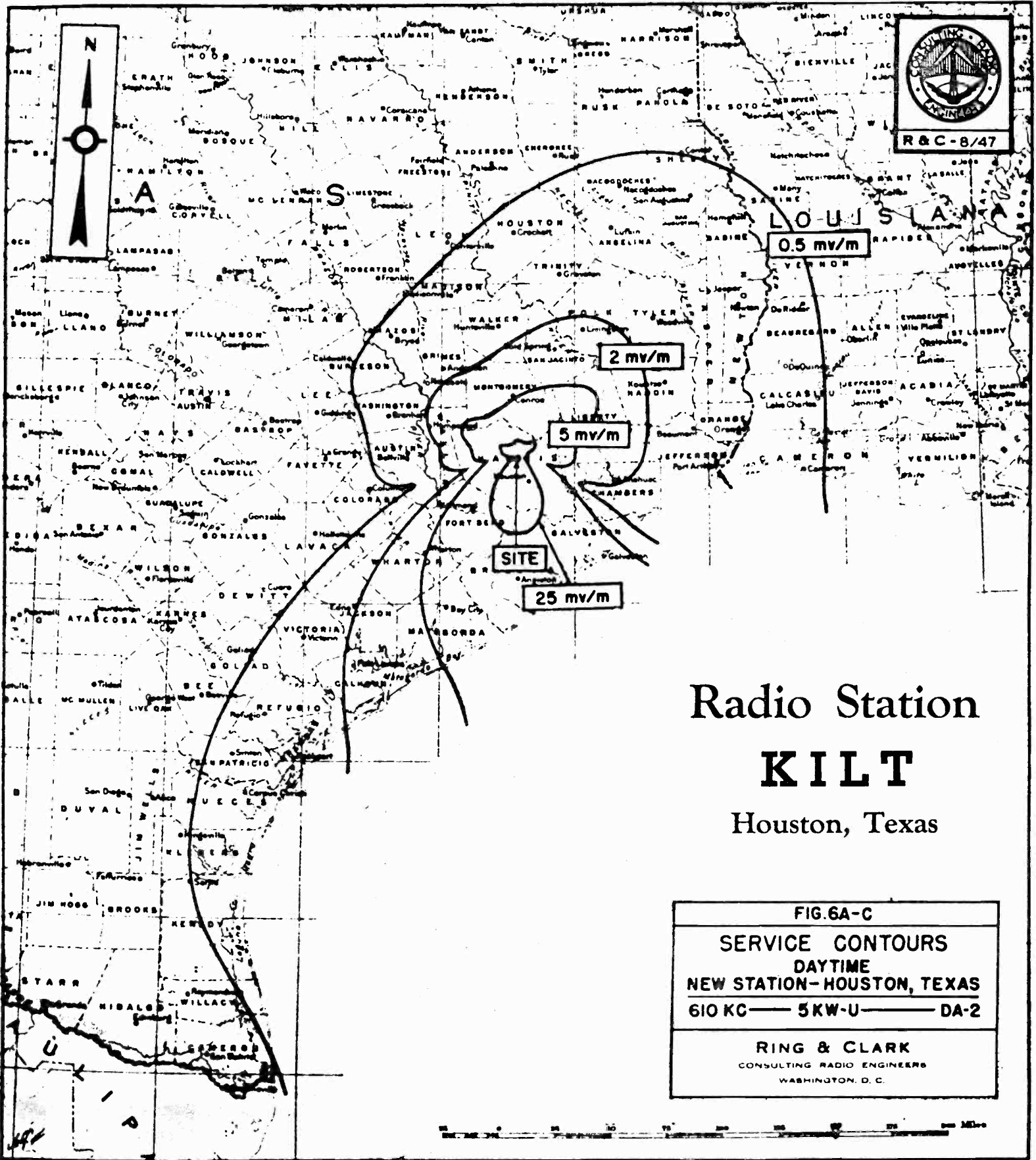
P. O. BOX 308
SEMINOLE, TEXAS
79360

P. O. BOX 1164
HOBBS, NEW MEXICO
88240

1250

Measured Field Intensity Contours

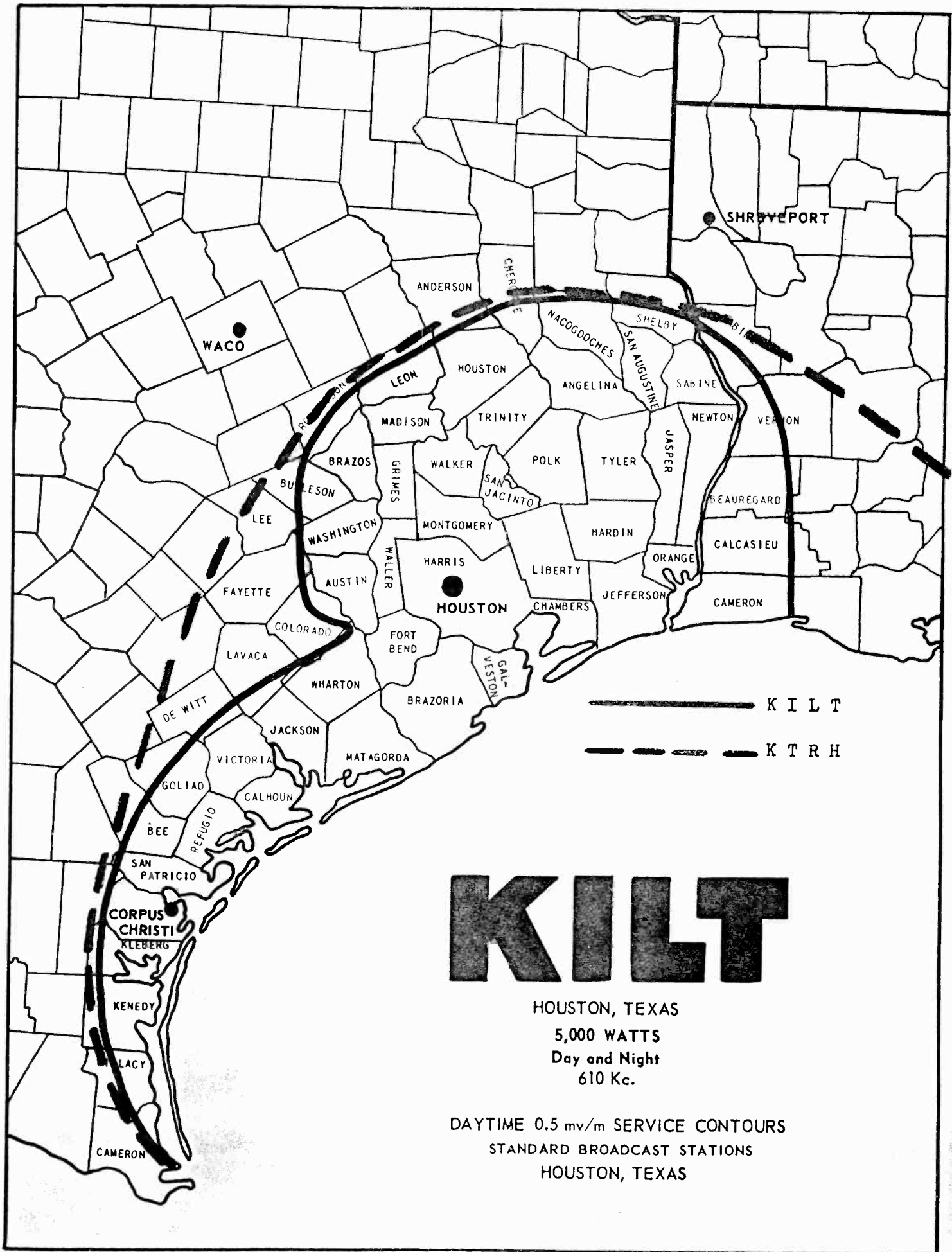


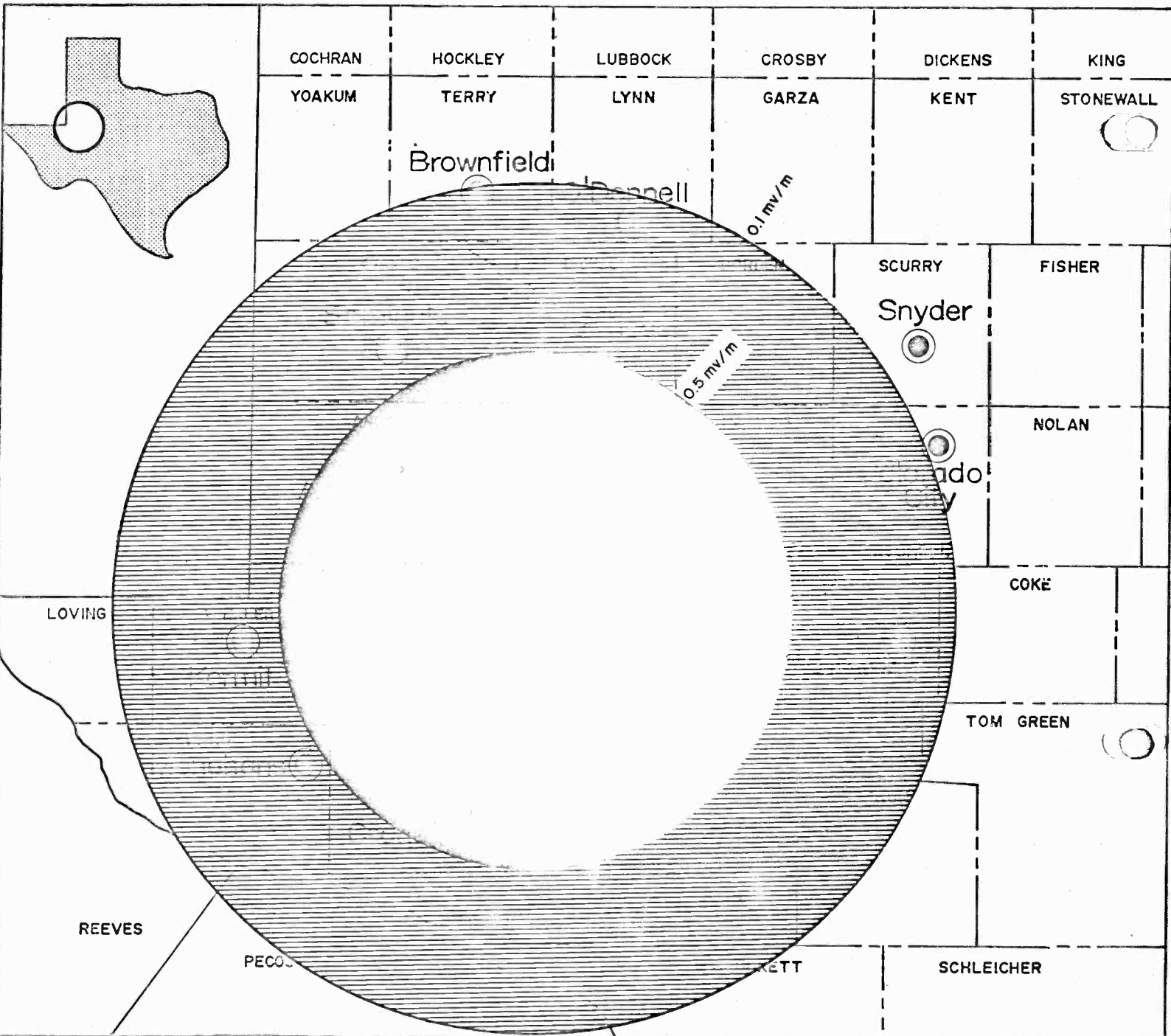


Radio Station
KILT
Houston, Texas

FIG. 6A-C
SERVICE CONTOURS
DAYTIME
NEW STATION-HOUSTON, TEXAS
610 KC — 5 KW-U — DA-2
RING & CLARK
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.







KWEL 1600

THE MAGIC KEY TO MIDLAND, ODESSA
AND THE GREAT PERMIAN BASIN

RADIO KWEL 1600

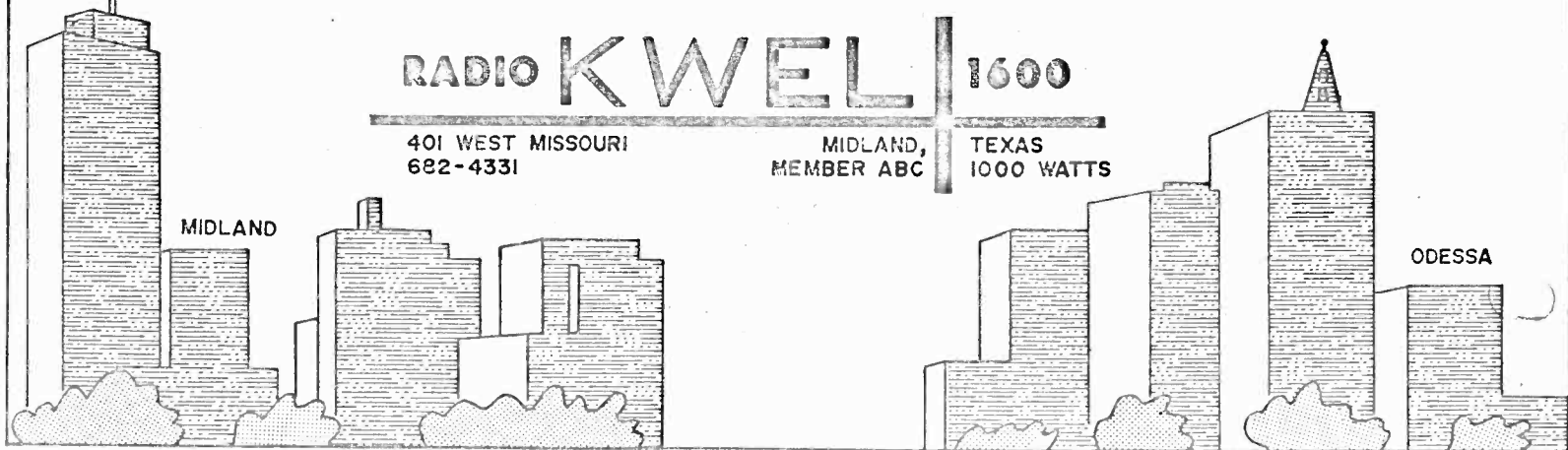
401 WEST MISSOURI
682-4331

MIDLAND,
MEMBER ABC

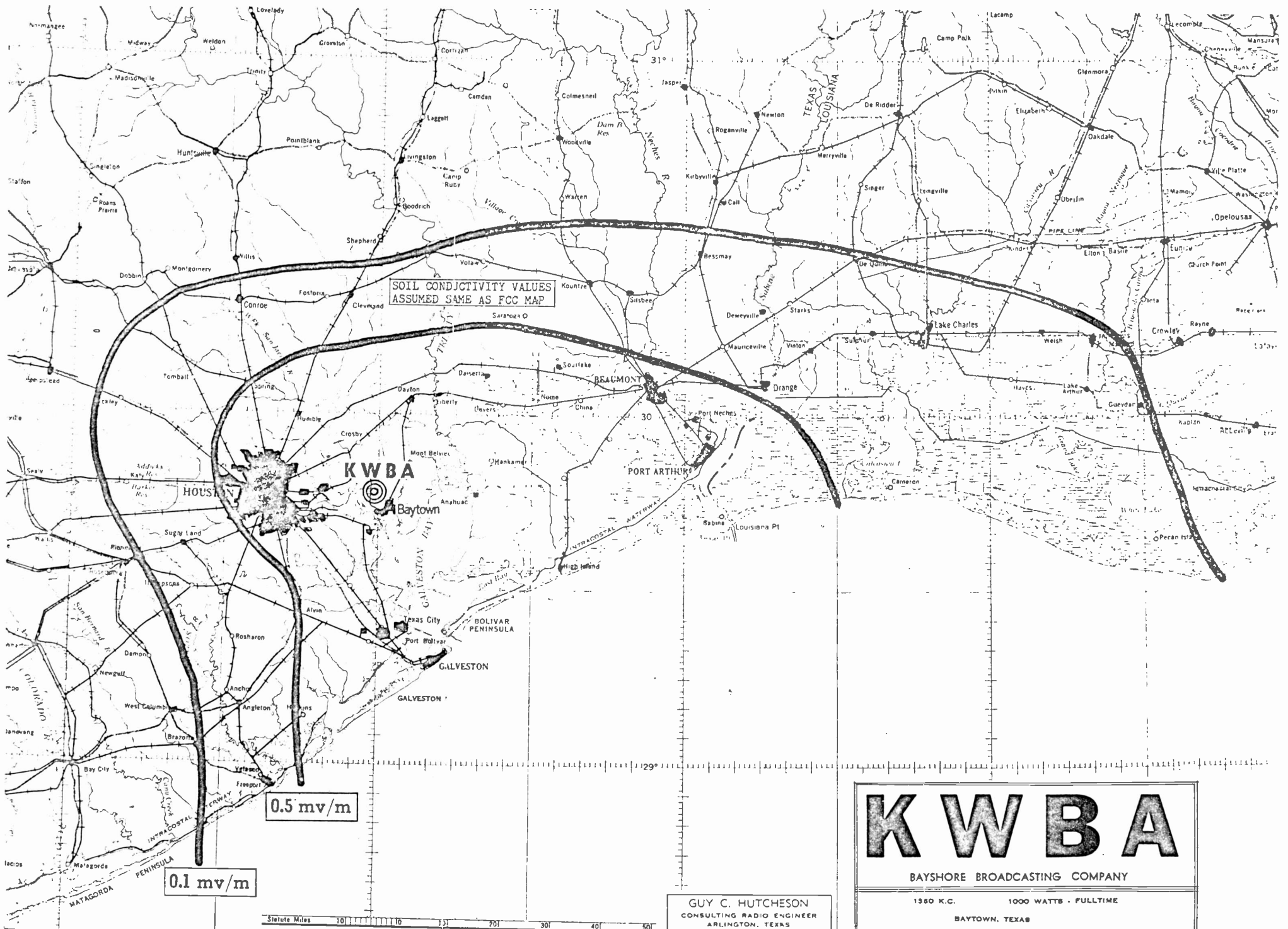
TEXAS
1000 WATTS

MIDLAND

ODESSA







SOIL CONDUCTIVITY VALUES
ASSUMED SAME AS FCC MAP

0.5 mv/m

0.1 mv/m



K W B A

BAYSHORE BROADCASTING COMPANY

1380 K.C. 1000 WATTS - FULLTIME

BAYTOWN, TEXAS

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

610227



General Rates Effective January 1, 1961

KVOP

AM - FM
PLAINVIEW, TEXAS

•
Offices and Studios:
24th and Kokomo

Telephones: CA 4-2771 and CA 4-2772

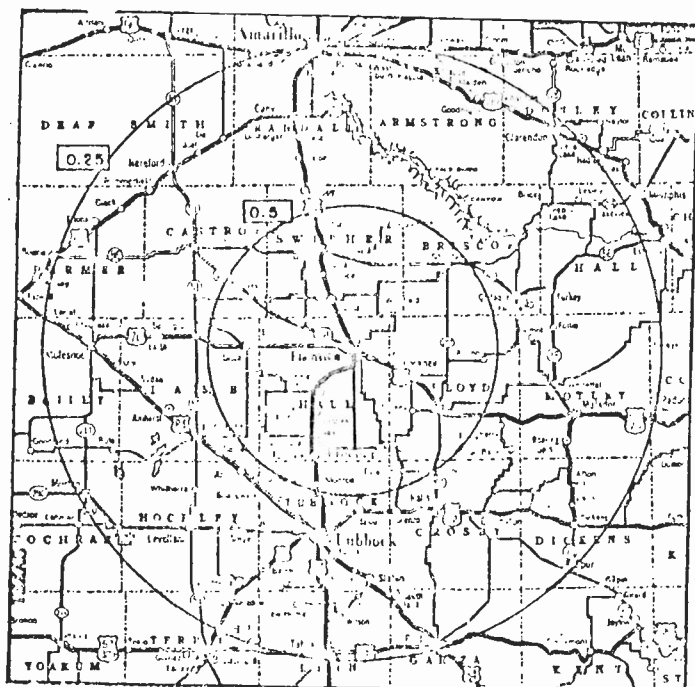
250 Watts

1400 K C

Full Time

•
MUSIC — NEWS

SPORTS



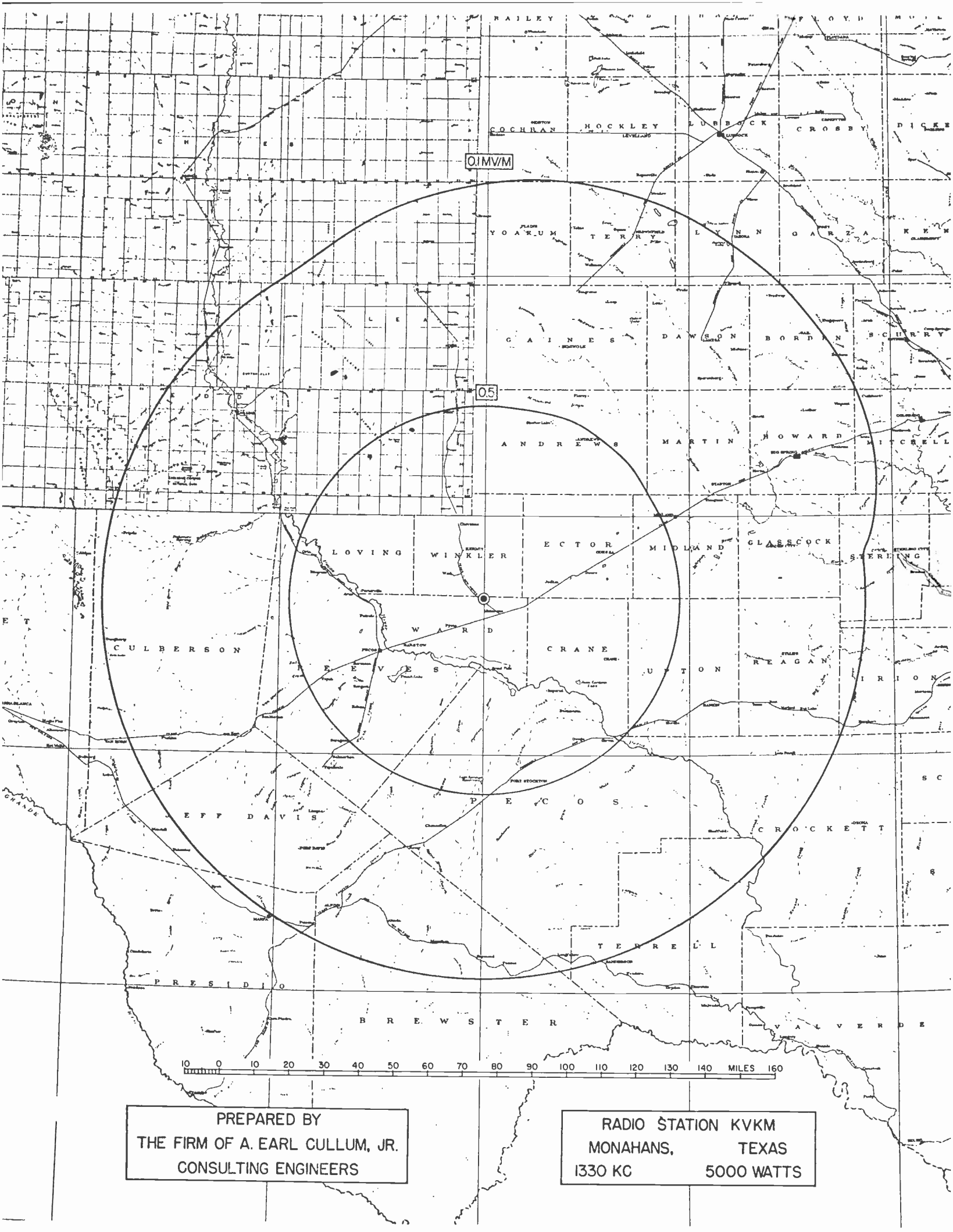
SERVING 300,000

Of the World's Most Prosperous Citizens

Average Family Buying Power

\$4,750.00 a Year

MAGIC KEY — That unlocks a \$500,000,000 market in the world's greatest diversified Irrigation District. 18,000 irrigation wells is the area's insurance against crop failure.



0.1MVM

0.5

10 0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 MILES

PREPARED BY
THE FIRM OF A. EARL CULLUM, JR.
CONSULTING ENGINEERS

RADIO STATION KVKM
MONAHANS, TEXAS
1330 KC 5000 WATTS



CONTOURS BASED UPON KTXO "PROOF"
 & FCC SOIL MAP CONDUCTIVITY VALUES

KTXO
 SHERMAN, TEXAS
 1500 kc 1,000 Watts

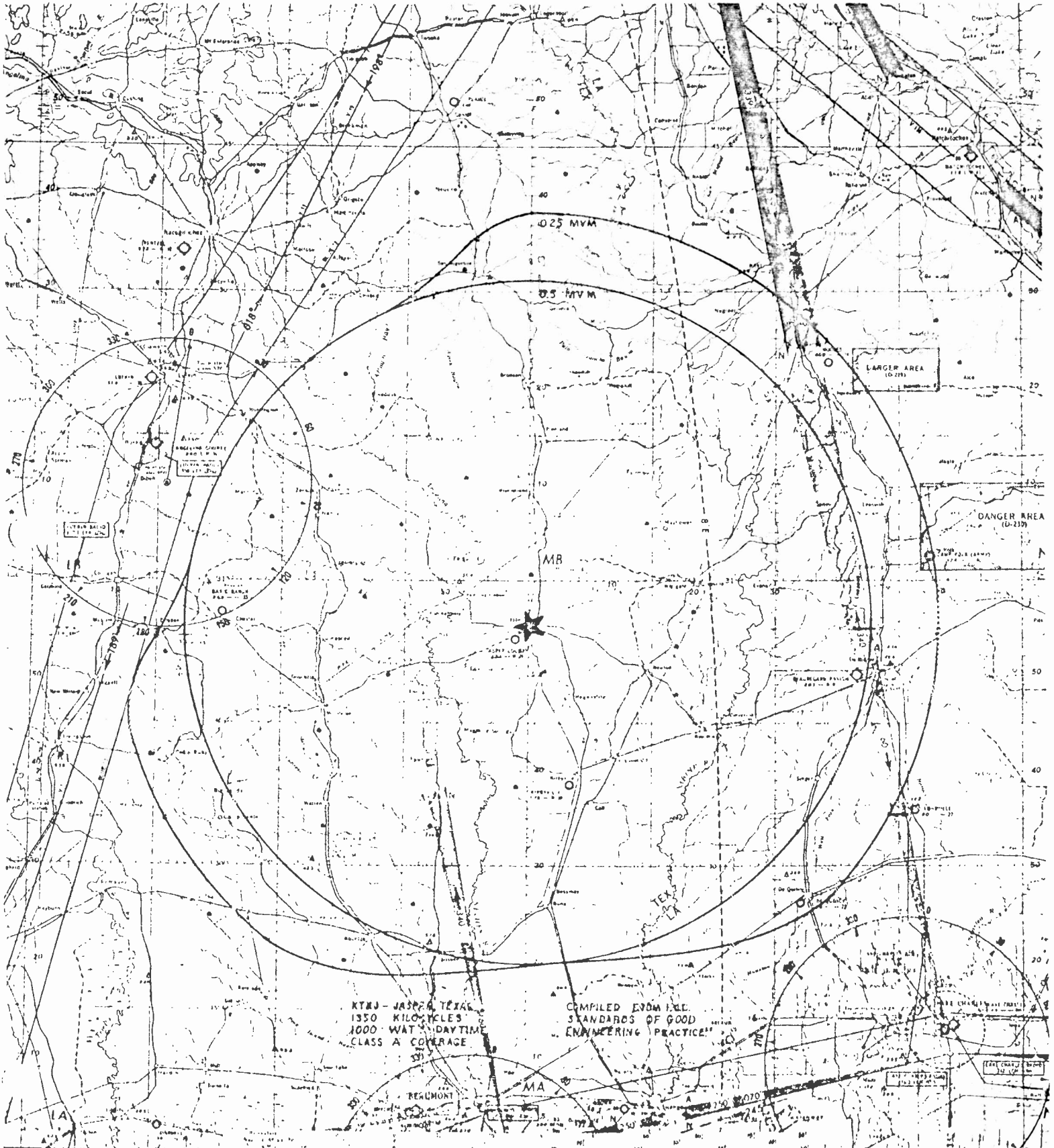
GUY C. HUTCHESON
 CONSULTING RADIO ENGINEER
 ARLINGTON, TEXAS

10 0 MILES 20 40 60 80 100

KTXJ . . . COVERING EAST TEXAS AND WESTERN LOUISIANA . . . **1000 WATTS**

1350 Kilocycles Daytime Radio Station

Jasper . . . "Jewel of the Forest" . . . *Texas*

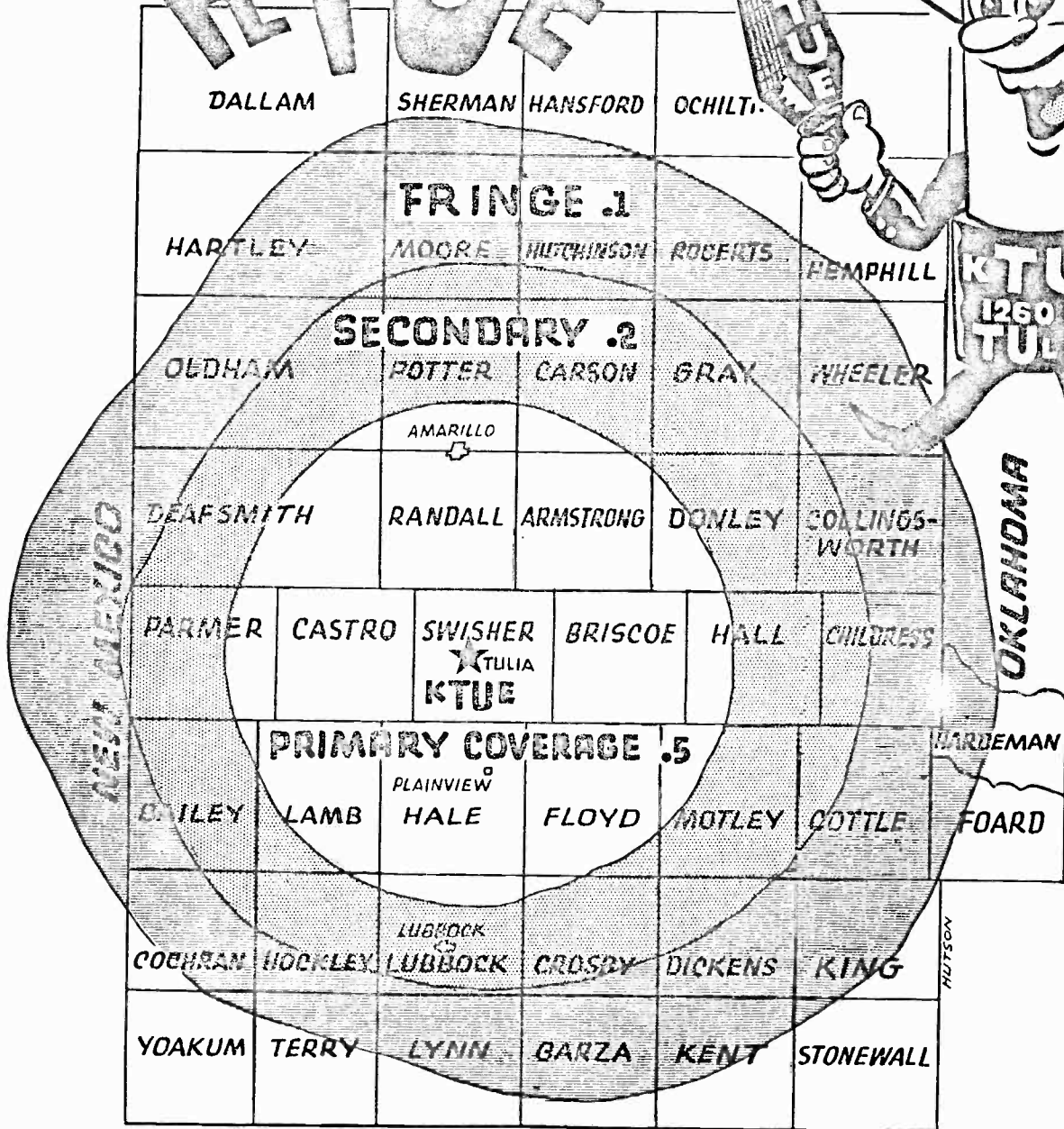
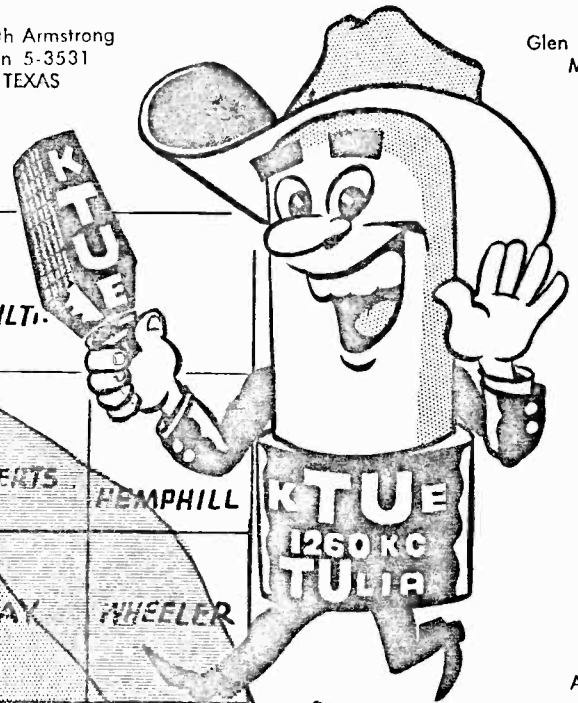


Nearest Stations: Lufkin, Beaumont--not receivable consistently in Jasper

KTUE

110 North Armstrong
WYdown 5-3531
TULIA, TEXAS

Glen Amburn
Mgr.



1,000
Watts
Daytime



A. P. News



Spanish Program
One hour Daily



the only regional
1,000 watt station
between Amarillo
and Lubbock

Total Population
OVER ONE HALF MILLION
(primary population) . . . 436,900
(secondary & fringe) . . . 182,607
total population 619,507
TOTAL AREA VEHICILE REGISTRATIONS
(primary area) 205,155

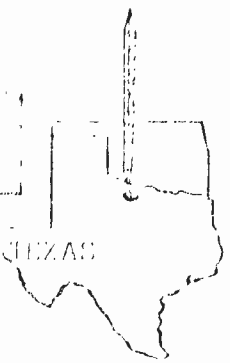
PRIMARY AREA RETAIL SALES
OVER TWO HUNDRED FIFTY MILLION
(largest income per capita in Texas)

LOCATED IN THE HEART OF THE RICH,
IRRIGATED HIGH PLAINS OF TEXAS

WASHITA

9177 SCOTT AVE

WICHITA FALLS, TEXAS



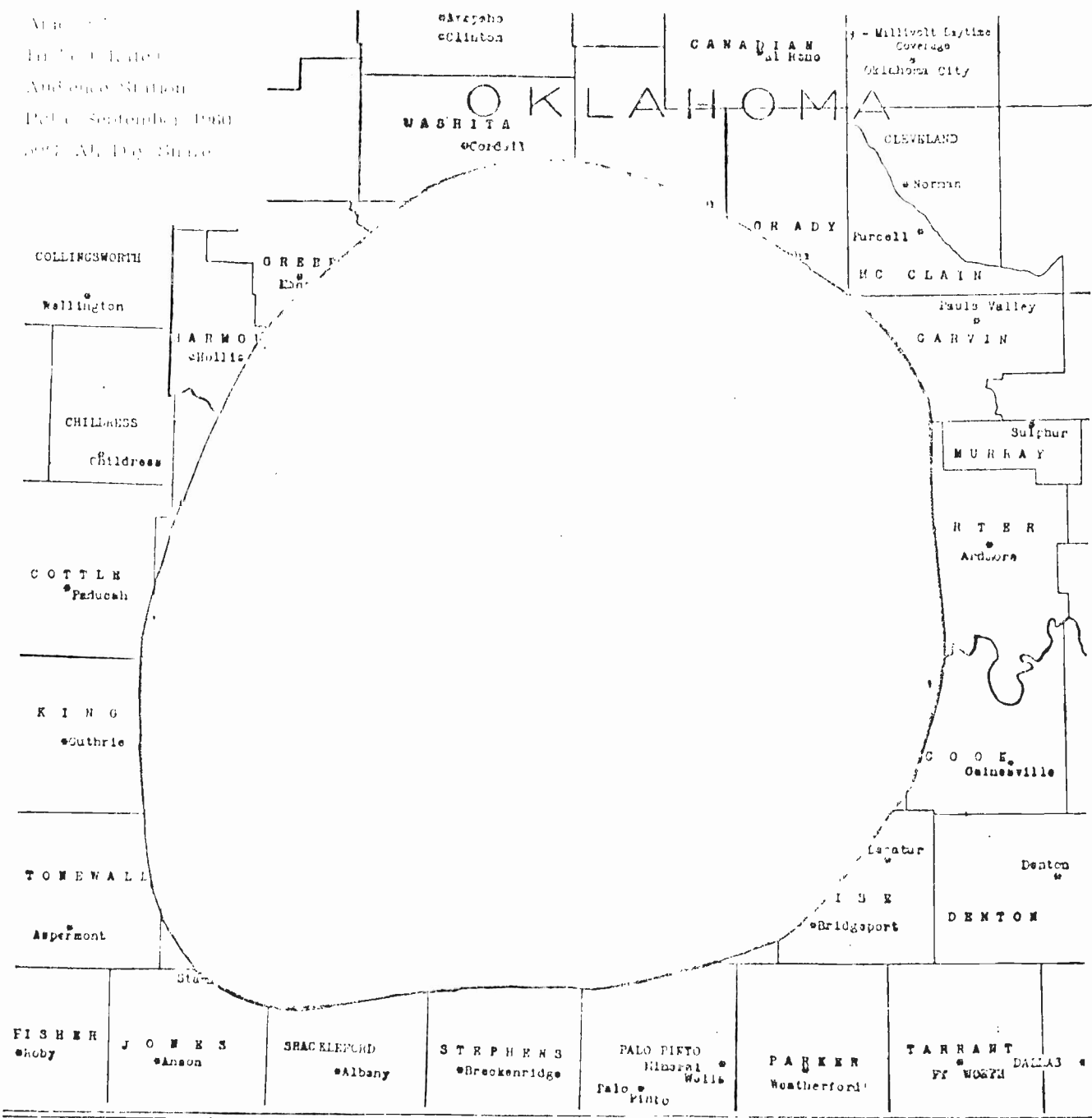
COLOR CHANNEL 129

5 MILLIVOLT DAYTIME COVERAGE

5,000 WATTS

MARKET DATA

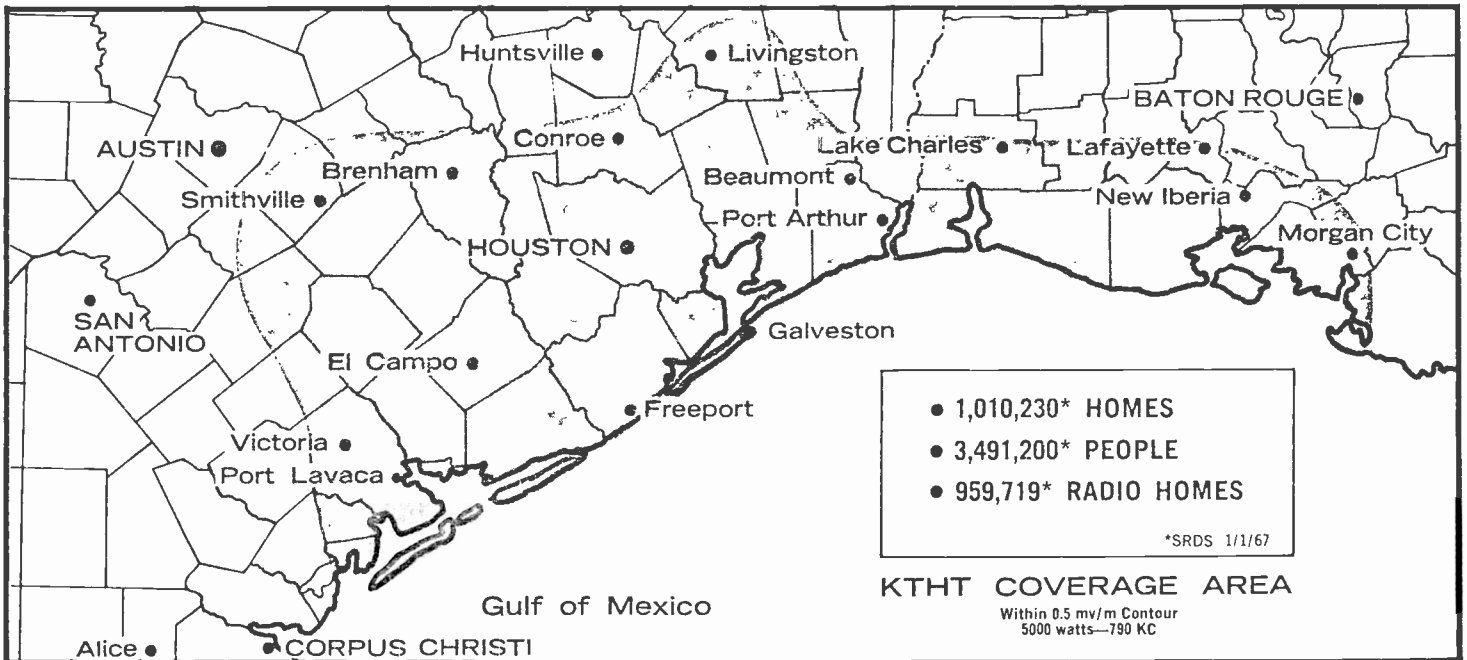
Area
 Broadcast
 Audience Station
 Date - September 1960
 5071 Al. Day Drive



Population	1,100,000	Total Retail Sales	\$498,424,000
Household	450,000	Food Sales	\$183,000,000
Retail Equipment Sales	150,000	Food Service	\$127,000,000
Personal Autos	1,000,000	General Merchandise Sales	\$146,424,000
Retail Equipment (Consumer Auto)	1,000,000	Apparel Sales	\$30,411,000
Home Population	1,000,000	Home Furnishings Sales	\$28,078,000
Family Income	\$2,000,000,000	Automotive Sales	\$13,208,000
Industrial Production	\$1,000,000,000	Home Construction Sales	\$11,110,000

Source: SRES, Consumer Markets, 1961 (Turnover by County breakdown)





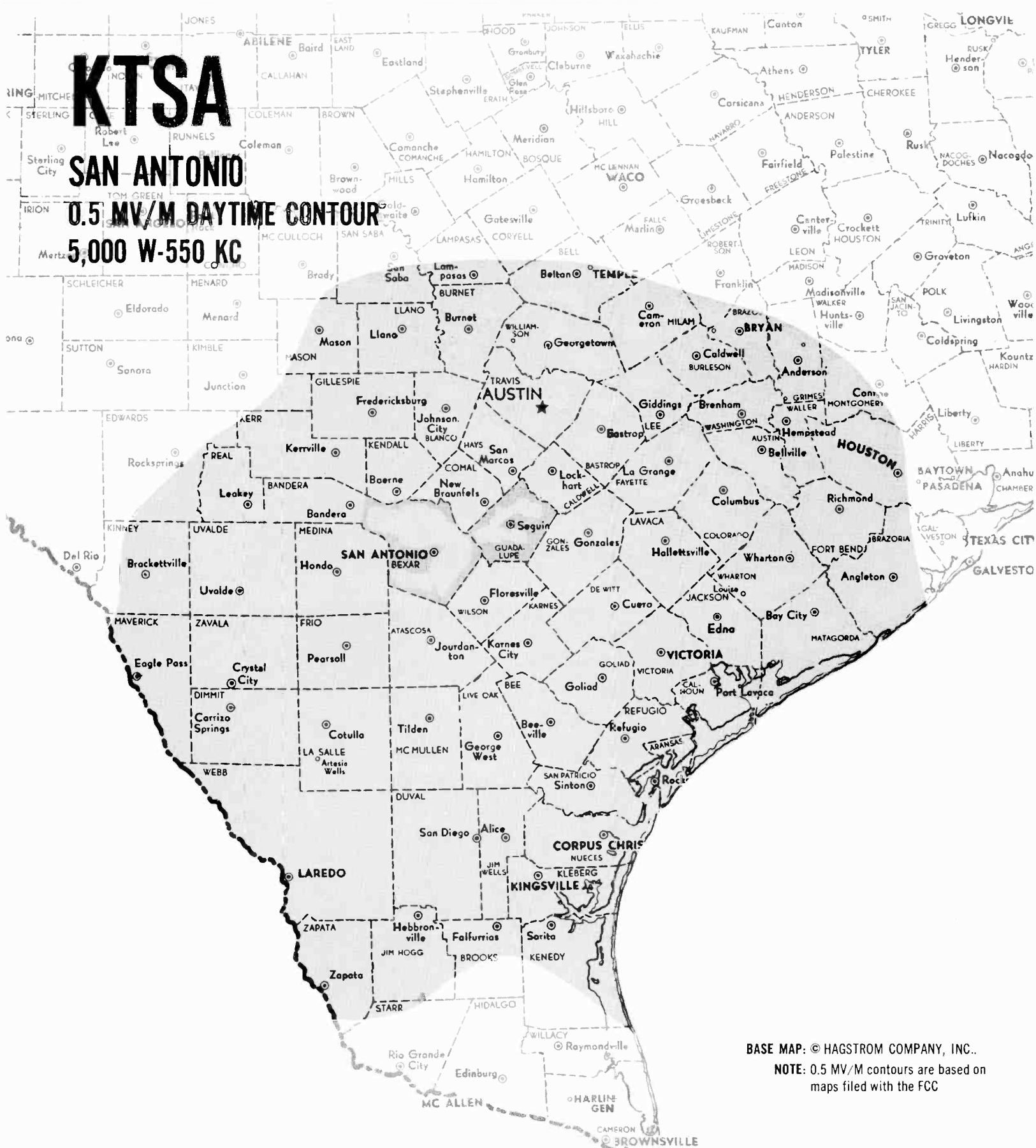
Now KULF
 790

KTSA

SAN ANTONIO

0.5 MV/M DAYTIME CONTOUR

5,000 W-550 KC



BASE MAP: © HAGSTROM COMPANY, INC..

NOTE: 0.5 MV/M contours are based on maps filed with the FCC

BLAIR RADIO OFFICES

NEW YORK
717 FIFTH AVE.
(212) 752-0400

CHICAGO
645 N. MICHIGAN AVE.
(312) 787-2300

ATLANTA
1375 PEACHTREE ST., N.E.
(404) 875-7567

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3028 SOUTHLAND CTR.
(214) 741-4228

DETROIT
2990 W. GRAND BLVD.
(313) 871-3060

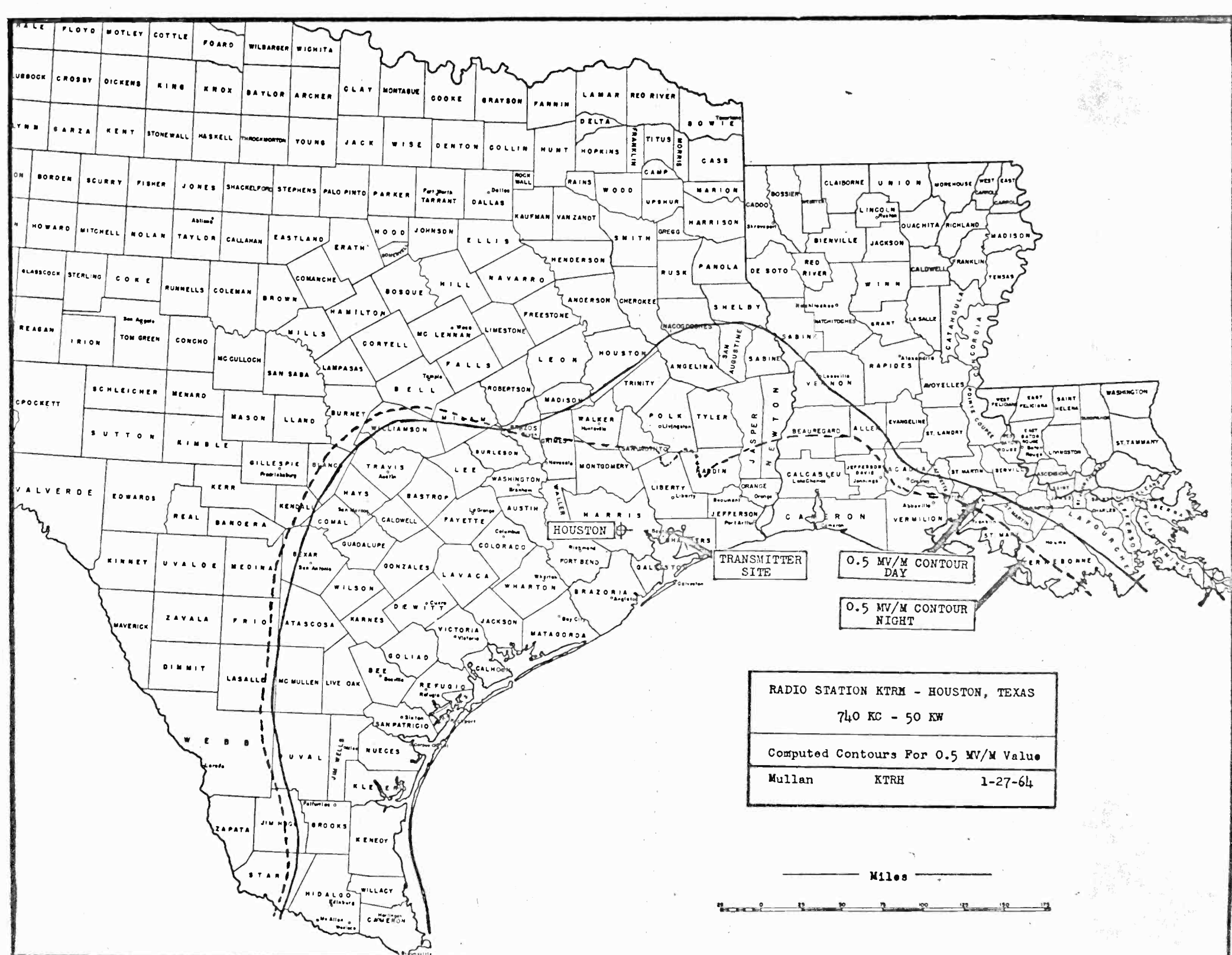
LOS ANGELES
5670 WILSHIRE BLVD., SUITE 2415
(213) 936-5171

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 568-0290

ST. LOUIS
630 PAUL BROWN BLDG.
(314) 421-5262

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 434-3272





TRANSMITTER SITE

0.5 MV/M CONTOUR DAY

0.5 MV/M CONTOUR NIGHT

RADIO STATION KTRM - HOUSTON, TEXAS
 740 KC - 50 KW
 Computed Contours For 0.5 MV/M Value
 Mullan KTRH 1-27-64

Miles



Map Explanation

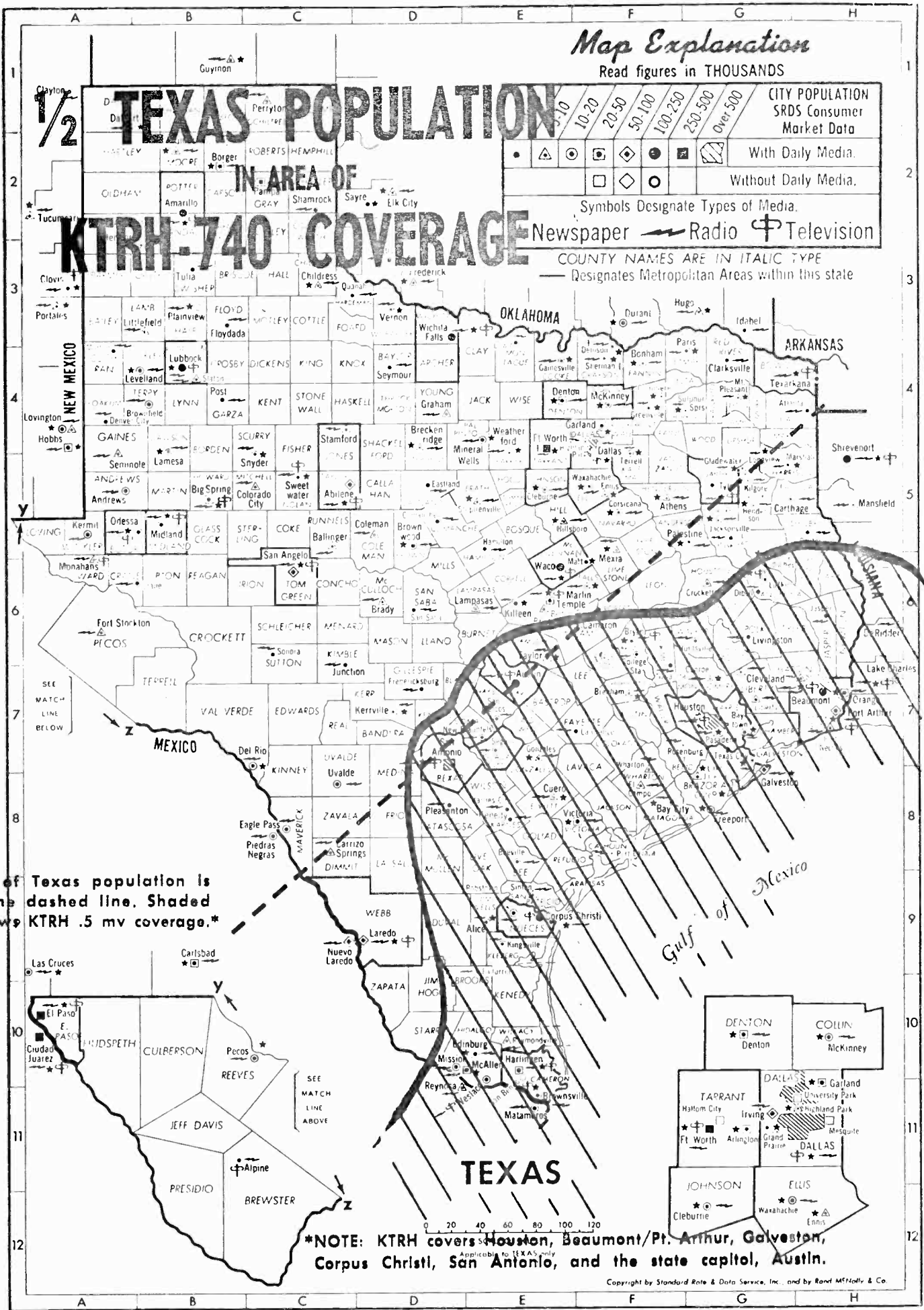
Read figures in THOUSANDS

TEXAS POPULATION IN AREA OF KTRH-740 COVERAGE

CITY POPULATION		SRDS Consumer Market Data	
5-10	10-20	20-50	50-100
100-250	250-500	Over 500	
With Daily Media.	Without Daily Media.		

Symbols Designate Types of Media.
 Newspaper Radio Television

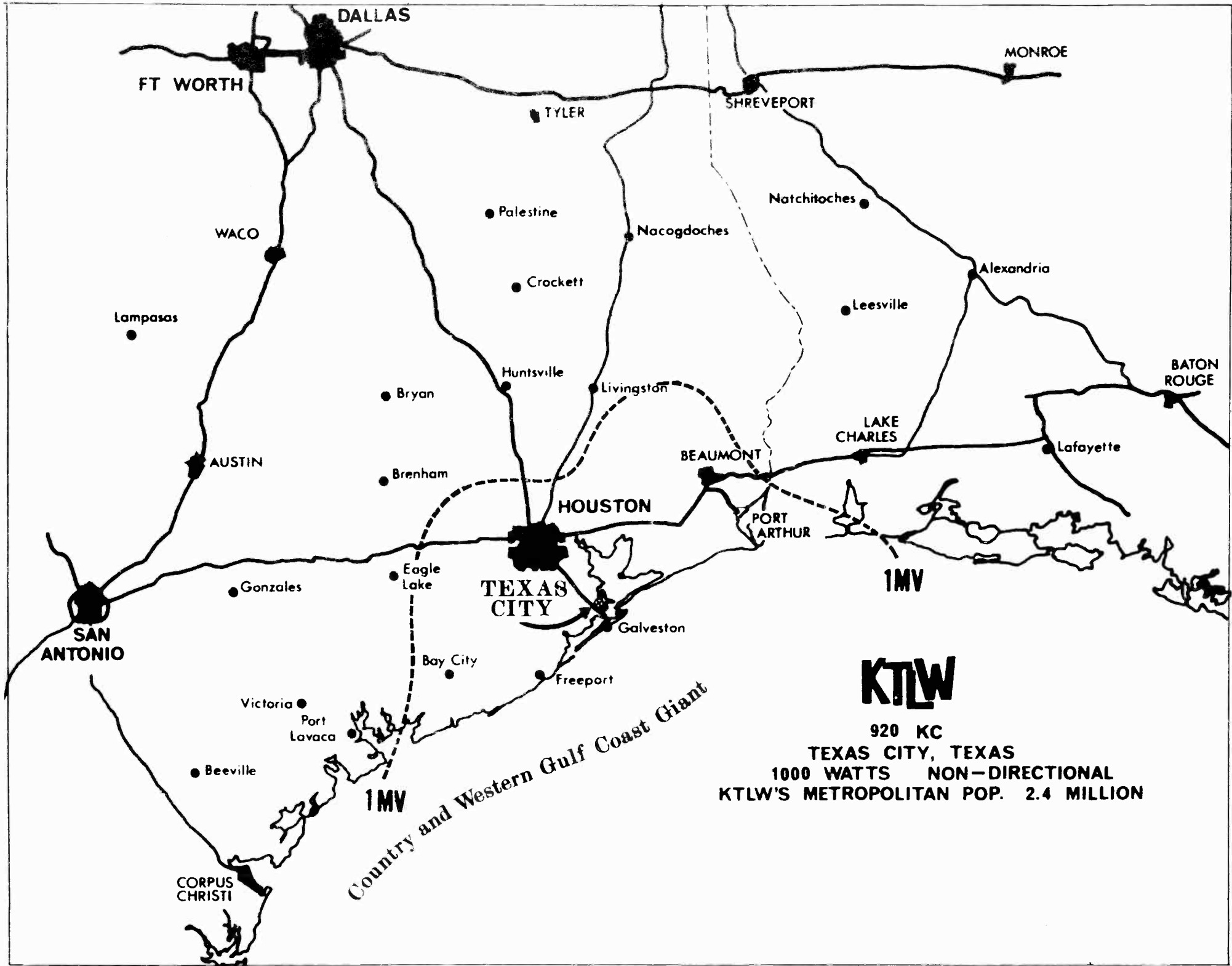
COUNTY NAMES ARE IN ITALIC TYPE
 — Designates Metropolitan Areas within this state



50% of Texas population is below the dashed line. Shaded area shows KTRH .5 mv coverage.*

*NOTE: KTRH covers Houston, Beaumont/Pt. Arthur, Galveston, Corpus Christi, San Antonio, and the state capitol, Austin.

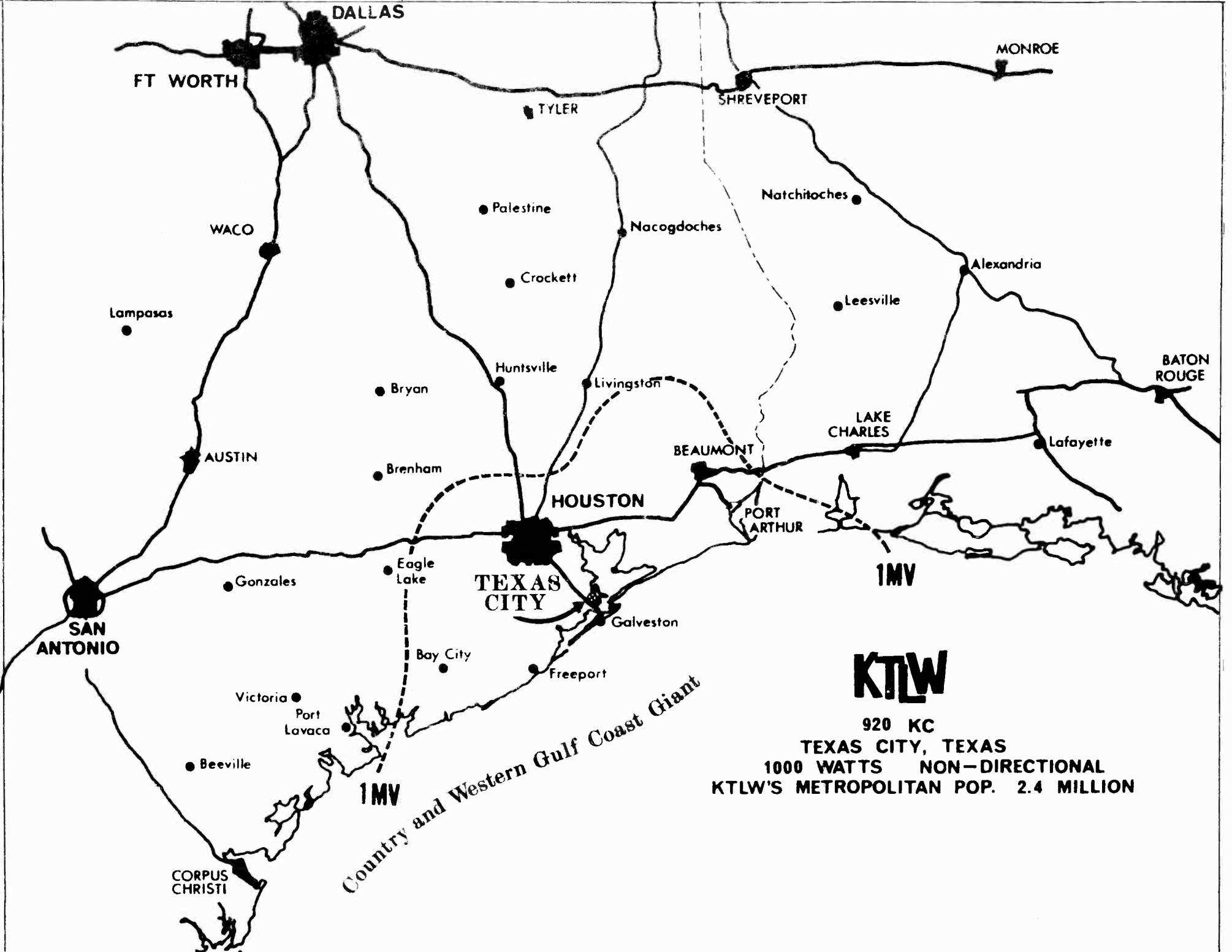
Copyright by Standard Rate & Data Service, Inc. and by Rand McNally & Co.

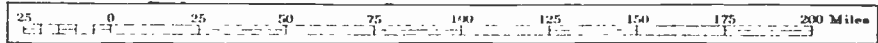
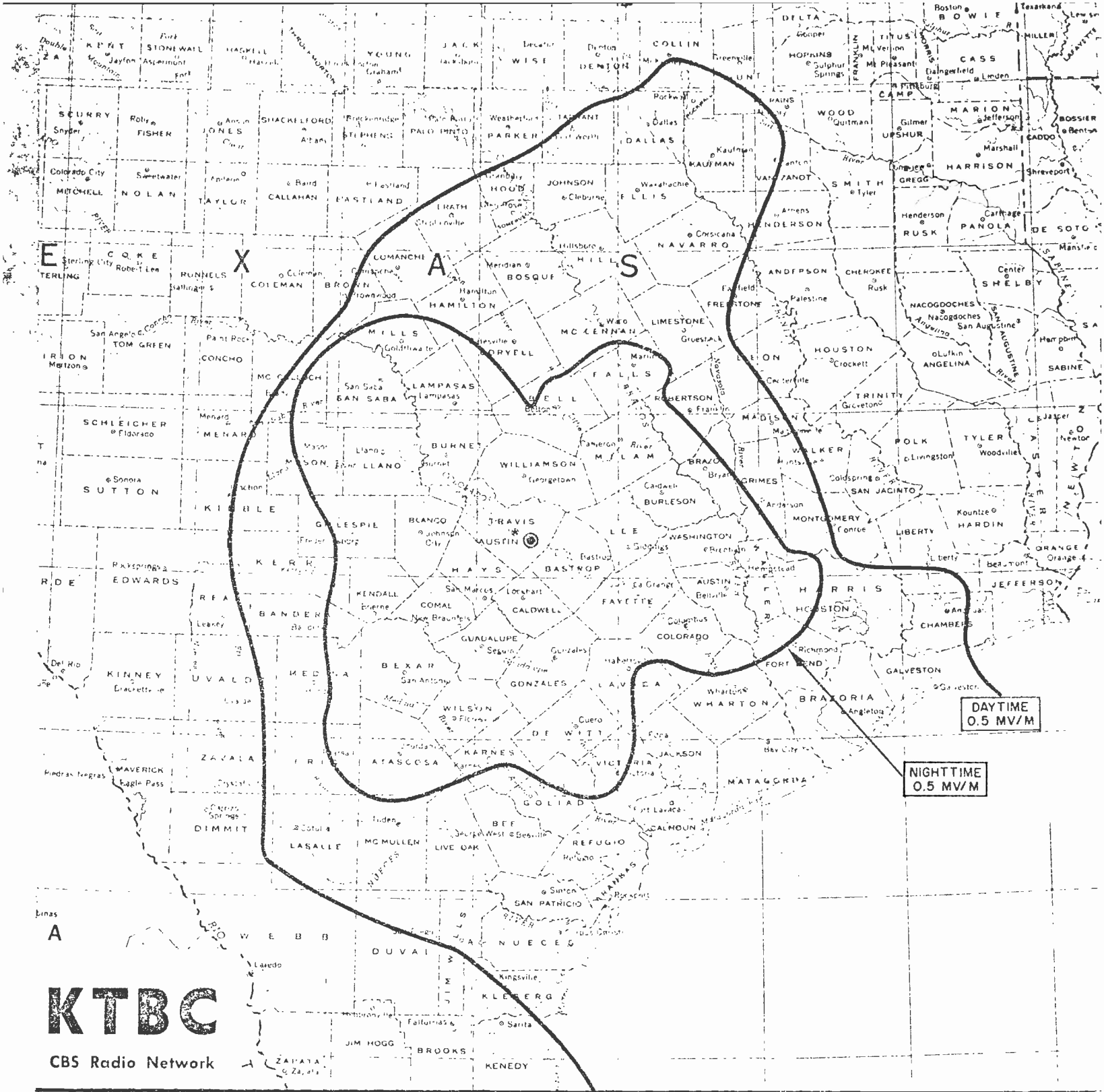


Country and Western Gulf Coast Giant

1MV

1MV





590 RADIO
5000 WATTS (16)
DAY AND NIGHT SERVING
39 COUNTIES OF CENTRAL TEXAS



KTBC
AM FM TV
AUSTIN, TEXAS

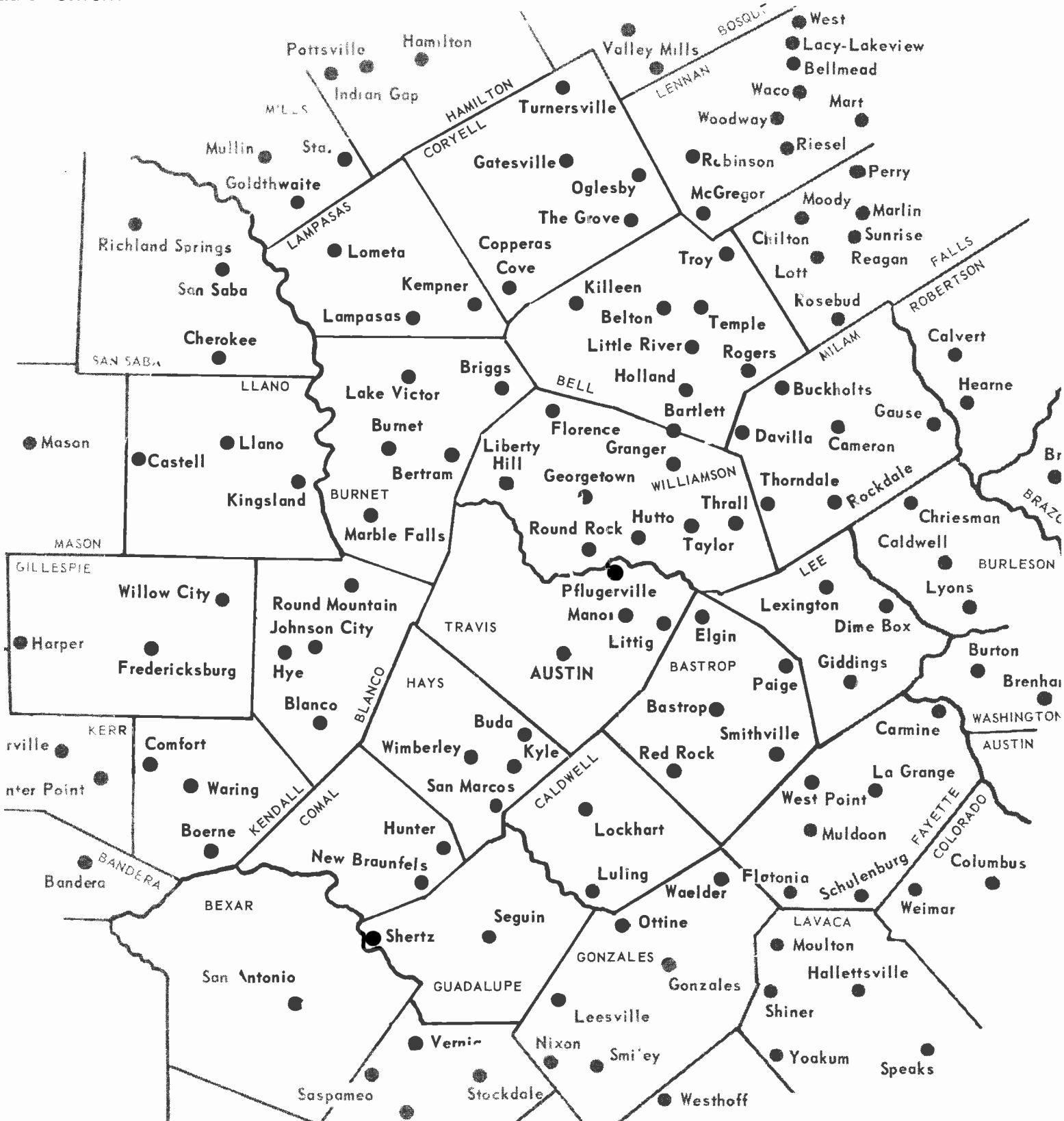


KTAP-AM RADIO

970 ON THE DIAL

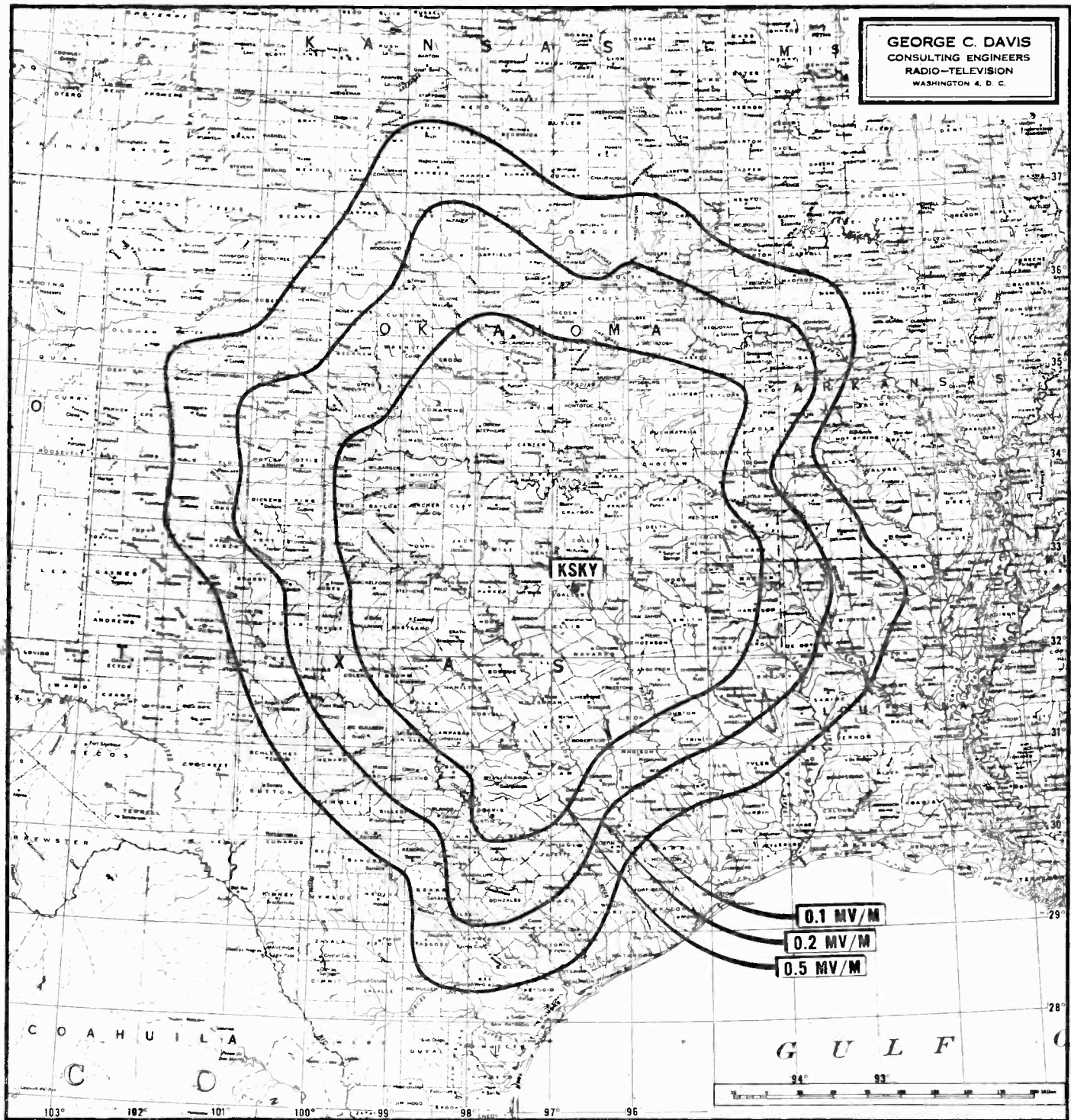
american contemporary radio network

PRIMARY COVERAGE AREA



Offices and Studios — 908 West 19th St. — Austin, Texas — 476-4611

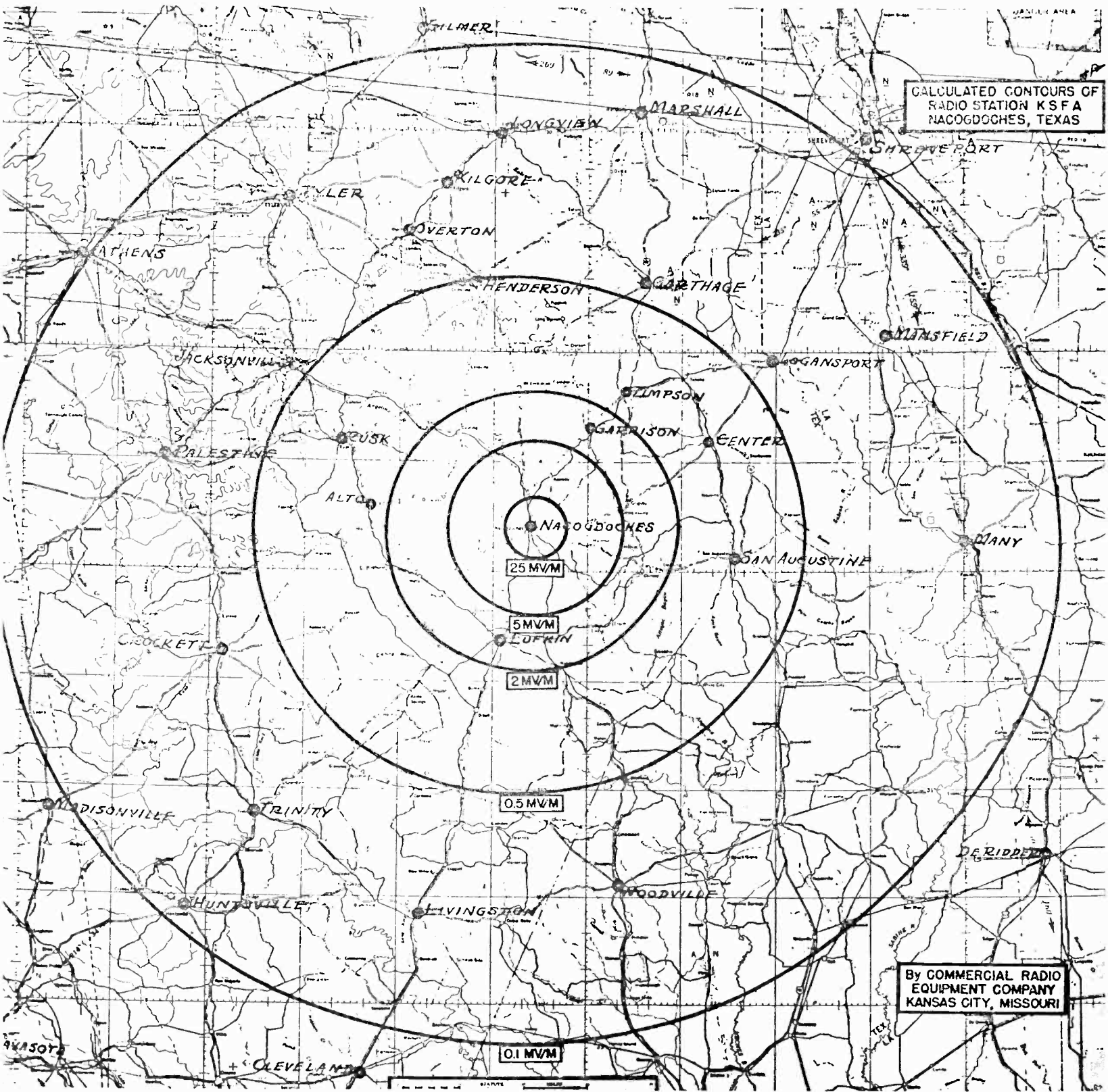
GEORGE C. DAVIS
 CONSULTING ENGINEERS
 RADIO-TELEVISION
 WASHINGTON 4, D. C.



Contour	Total Population	COMPUTED CONTOURS KSKY, DALLAS, TEXAS 660 KC - 10 KW JULY 1966	Contour	Area Square Miles
0.5 mv/m	4,772,000		0.5 mv/m	88,000
0.2 mv/m	6,778,000		0.2 mv/m	158,500
0.1 mv/m	8,656,000	0.1 mv/m	233,000	



K S F A IN THE "HEART" OF THE LUMBER-DAIRY-POULTRY PRODUCTION OF EAST TEXAS



Estimated Coverage Map - Station KSFA - East Texas

1000 WATTS - SPORTS - MUSIC - NEWS FOR EAST TEXAS - 1000 WATTS

K S F A

SERVING CENTRAL EAST TEXAS

212 KC

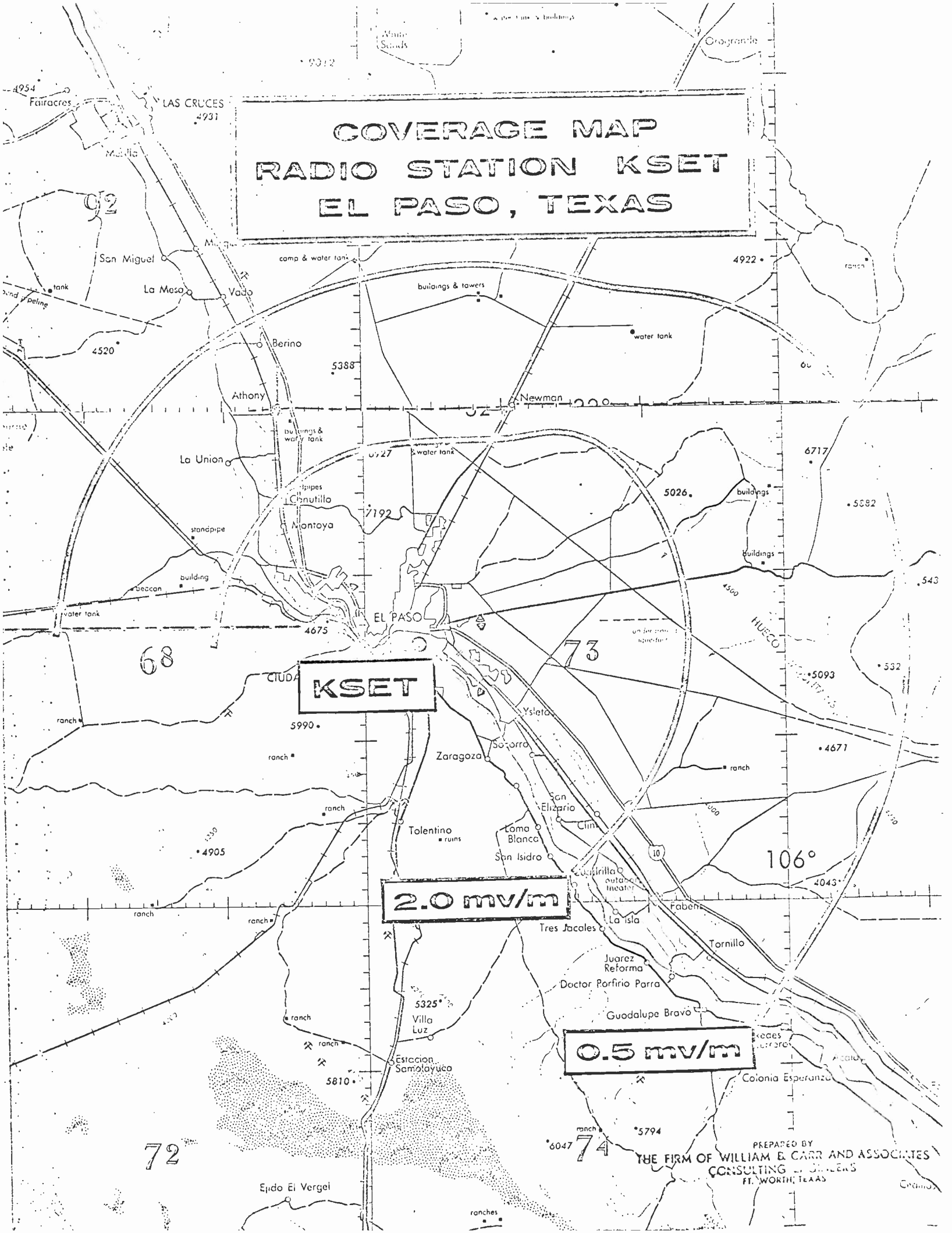
COVERAGE MAP RADIO STATION KSET EL PASO, TEXAS

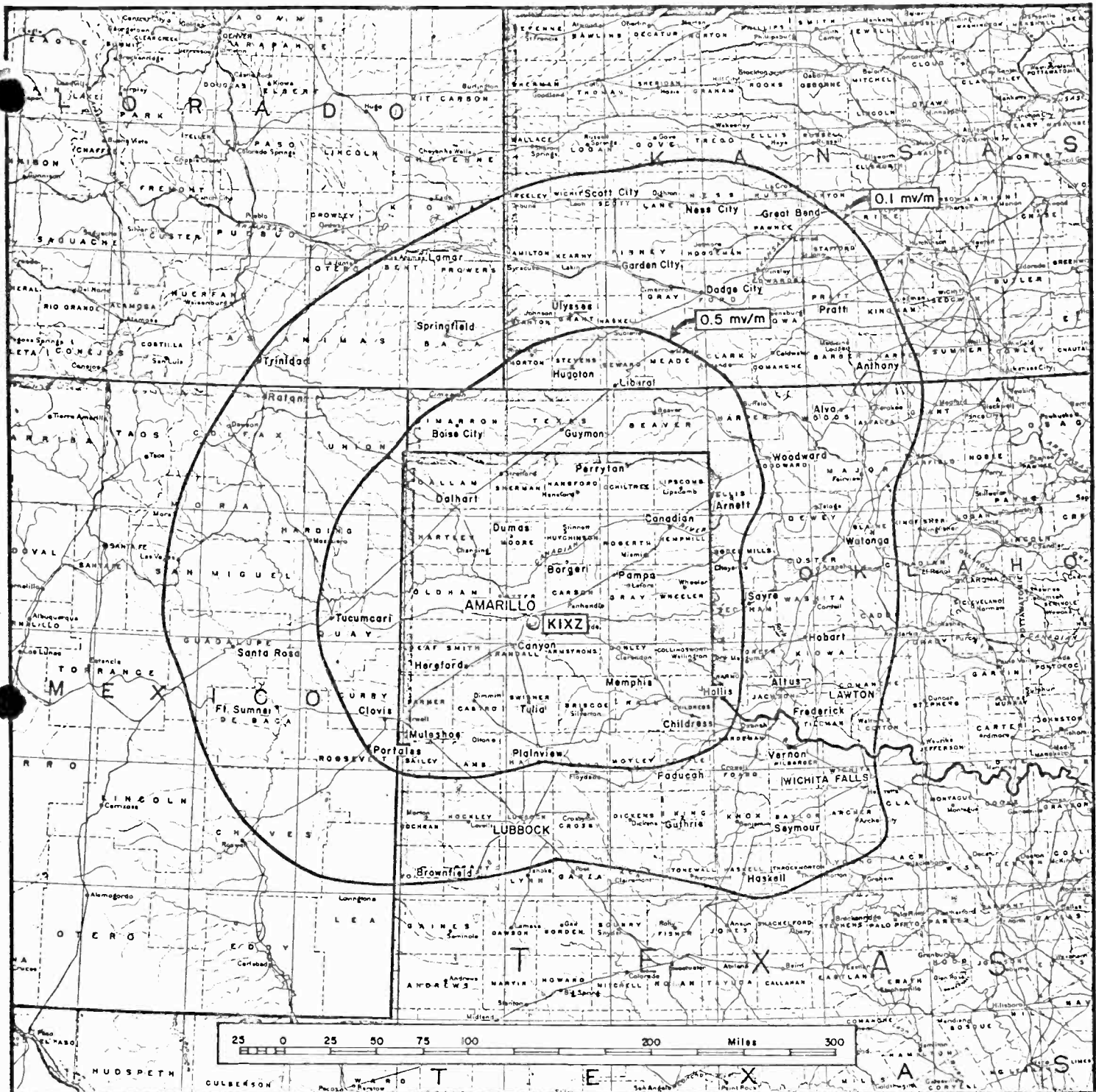
KSET

2.0 mv/m

0.5 mv/m

PREPARED BY
THE FIRM OF WILLIAM B. CARR AND ASSOCIATES
CONSULTING ENGINEERS
FT. WORTH, TEXAS





0.5 mv/m AREA - 47,200 SQ. MI.
 0.1 mv/m AREA - 134,000 SQ. MI.

COMPUTED FIELD INTENSITY CONTOURS
 RADIO STATION KIXZ
 AMARILLO, TEXAS

940 KC. 5000 WATTS

MERL SAXON
 CONSULTING RADIO ENGINEER
 LUFKIN, TEXAS

BASED UPON FCC M-3 CONDUCTIVITY MAP
 AND PROOF OF PERFORMANCE MEASUREMENTS



NL 29° 39' 19"
WL 95° 40' 19"

FIGURE 15A

DAY PATTERN

MERL SAXON
CONSULTING RADIO ENGINEER
LUFKIN, TEXAS

RMS - 580 mv/m
BY ADJUSTMENT

Expanded

Measured ———
MEOV - - - - -

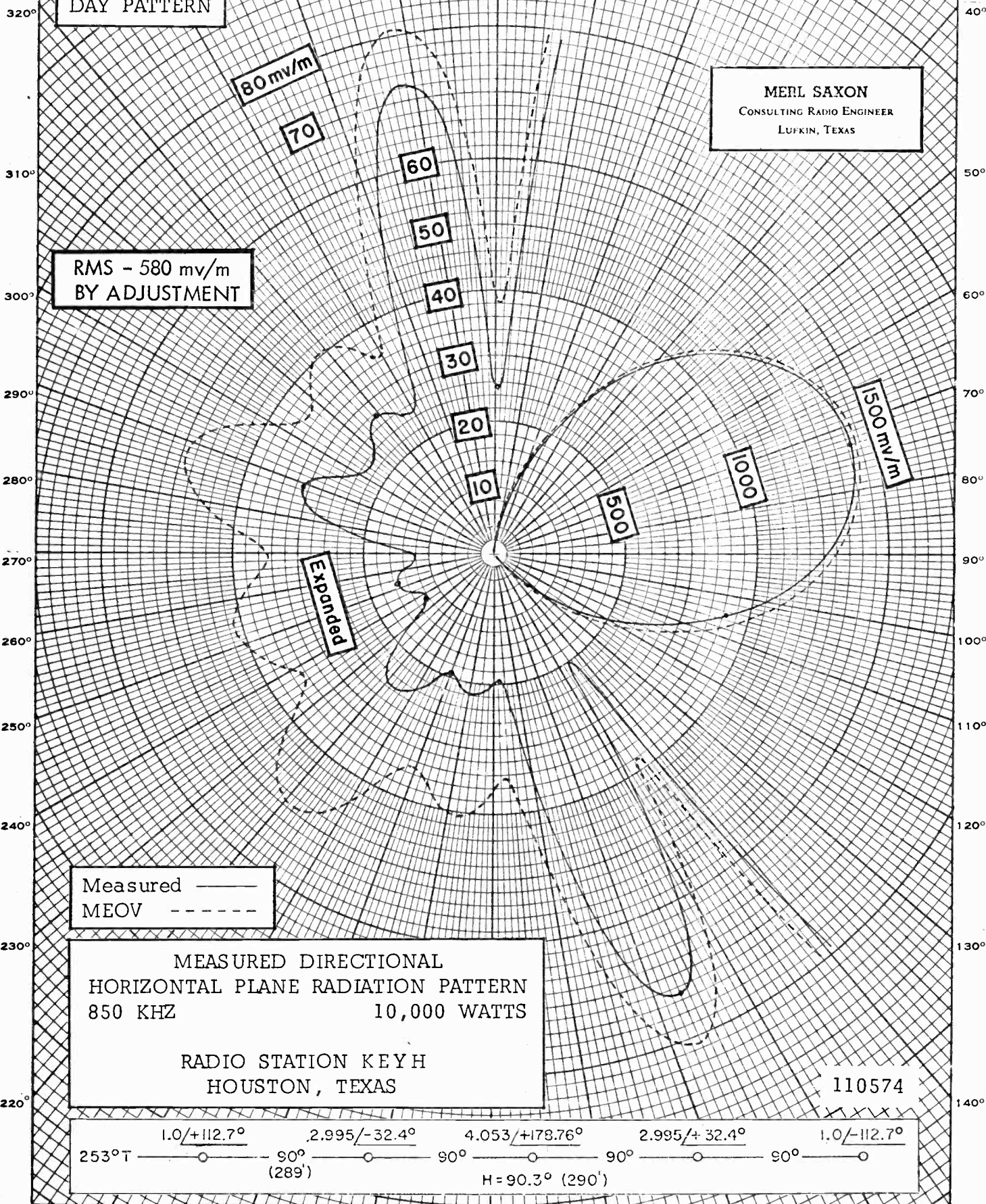
MEASURED DIRECTIONAL
HORIZONTAL PLANE RADIATION PATTERN
850 KHZ 10,000 WATTS

RADIO STATION KEYH
HOUSTON, TEXAS

110574

253°T	1.0/+112.7°	2.995/-32.4°	4.053/+178.76°	2.995/+32.4°	1.0/-112.7°
	○	○	○	○	○
	90°	90°	90°	90°	90°
	(289')				
H = 90.3° (290')					

210° 200° 190° 180° 170° 160° 150°



EUGENE DIETZGEN CO. MADE IN U.S.A. NO. 940R-P DIETZGEN GRAPH PAPER POLAR CO-ORDINATE

422

